14% of US Residents care for 72% of the Nation’s rural lands, & 11% of US workers work in those areas.

Rural Contributions
The importance of rural areas for national economic security is evident from the percent of the nation’s total employment found in rural areas in industries that are critical to the country’s economic well-being as a whole.

Agriculture and Food
- 74% of US farm land is rural

Raw Materials
- 50% of employment related to vital raw materials is in rural places (gold, silver, clay, sand)

Water
- 72% of the nation’s water is in rural areas
Rural Contributions

Recreation Economy
- 67% of all forest land is in rural areas

Energy Economy
- 55% of geothermal electric power generation is rural

Manufacturing Economy
- Employment: 89%
- 85%
- 69%

National Security
- 19% of all U.S. veterans are rural Americans
Rural Population Trends

Economic Drivers 2010-2015

- Nonmetro Counties
  - Farming: -1.3%
  - Recreation: -0.5%
  - Manufacturing: -0.4%
  - Other: 0.8%

Migration 2000-2010

- Nonmetro Counties
  - 20-25 year olds: -28%
  - 30-35 year olds: +8%
- Metro Counties
  - 20-25 year olds: -8%
  - 30-35 year olds: +14%

Rural Challenges

Broadband Access

For every 1 urban resident without broadband access, there are 10 rural residents

Farm Family Income

- 83% off the farm
- 17% on the farm
Rural Challenges

### Education
- Distances traveled to school
- Transportation costs

### Health Outcomes
- Traumatic injury
- Deaths from top 5 causes of death
- Distance to emergency services

- Enrollment
- Tax revenue support
- Specialized services
- Extracurricular activities
- Broadband access

- Specialized medicine
- Number of physicians
- Health insurance
- Mental health services

### Poverty in Rural Places
- 85.3% of persistent-poverty counties are nonmetro

### Future Directions
- **Foster** collaborative place-based decision-making
- **Strengthen** economies based on local assets
- **Advance** opportunities for entrepreneurship
- **Support** a mentally and physically healthy workforce
- **Prepare** a workforce for high tech, high paying jobs relevant to the local needs
- **Provide** access to equitable infrastructure
- **Enhance** quality of life through recreational opportunities
- **Fortify** families and individuals to thrive throughout the life-cycle

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