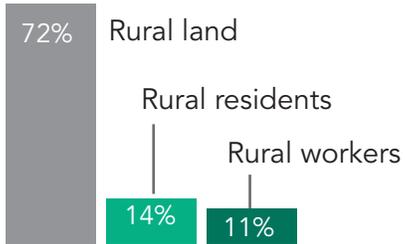
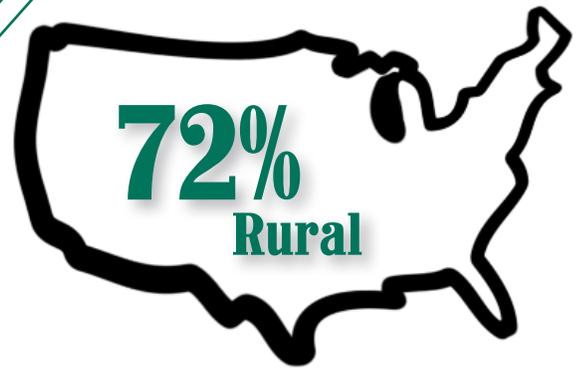


Rural America COUNTS



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

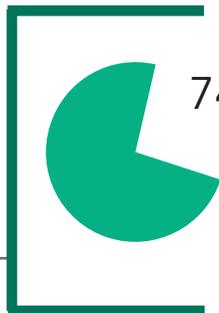


Rural Contributions

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.



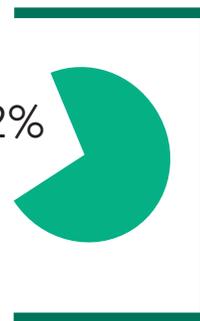
Agriculture and Food



of US farm land is rural



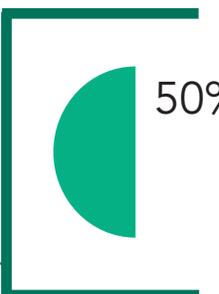
Water



of the nation's water is in rural areas



Raw Materials



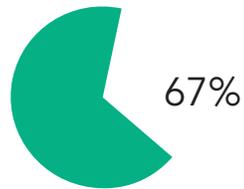
of employment related to vital raw materials is in rural places (gold, silver, clay, sand)



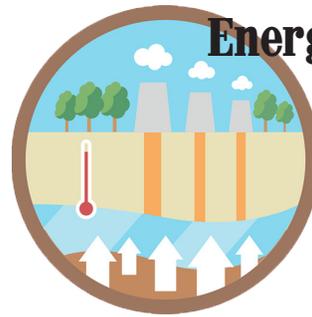
Rural Contributions



Recreation Economy



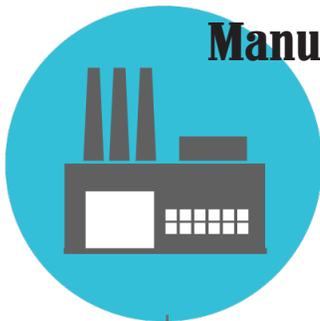
of all forest land is in rural areas



Energy Economy

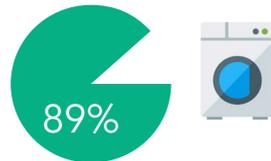


of geothermal electric power generation is rural



Manufacturing Economy

Employment:



National Security

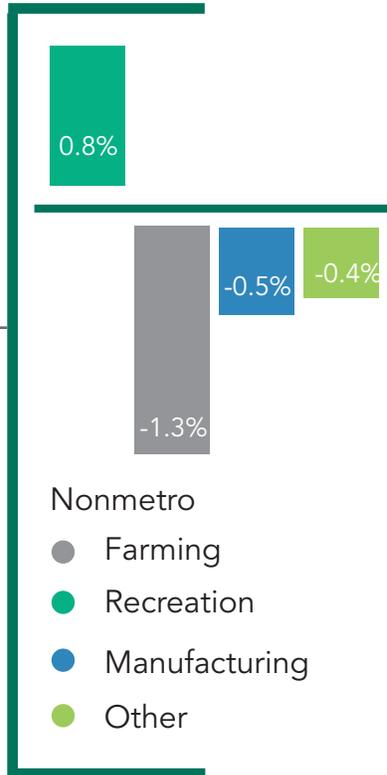


of all U.S. veterans are rural Americans



Rural Population Trends

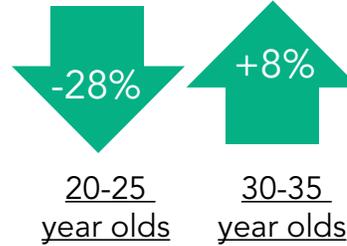
Economic Drivers 2010-2015



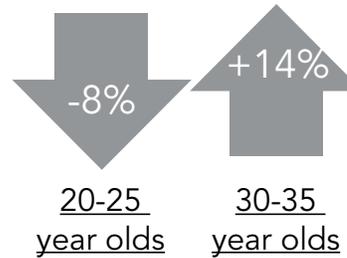
Migration 2000-2010

Population Changes:

Nonmetro Counties



Metro Counties



Rural Challenges

Broadband Access



1:10



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

Farm Family Income



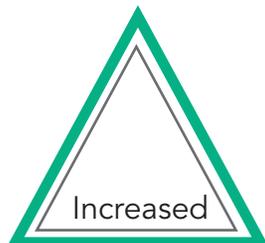


Rural Challenges

Education



- Distances traveled to school
- Transportation costs

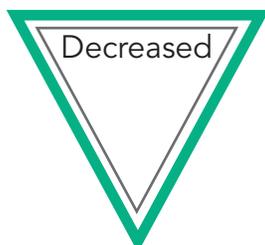


Health Outcomes



- 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



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