



# Presentation to the Joint Committee on Economic Development & Global Engagement

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NC RURAL CENTER



30 YEARS WORKING IN RURAL NC

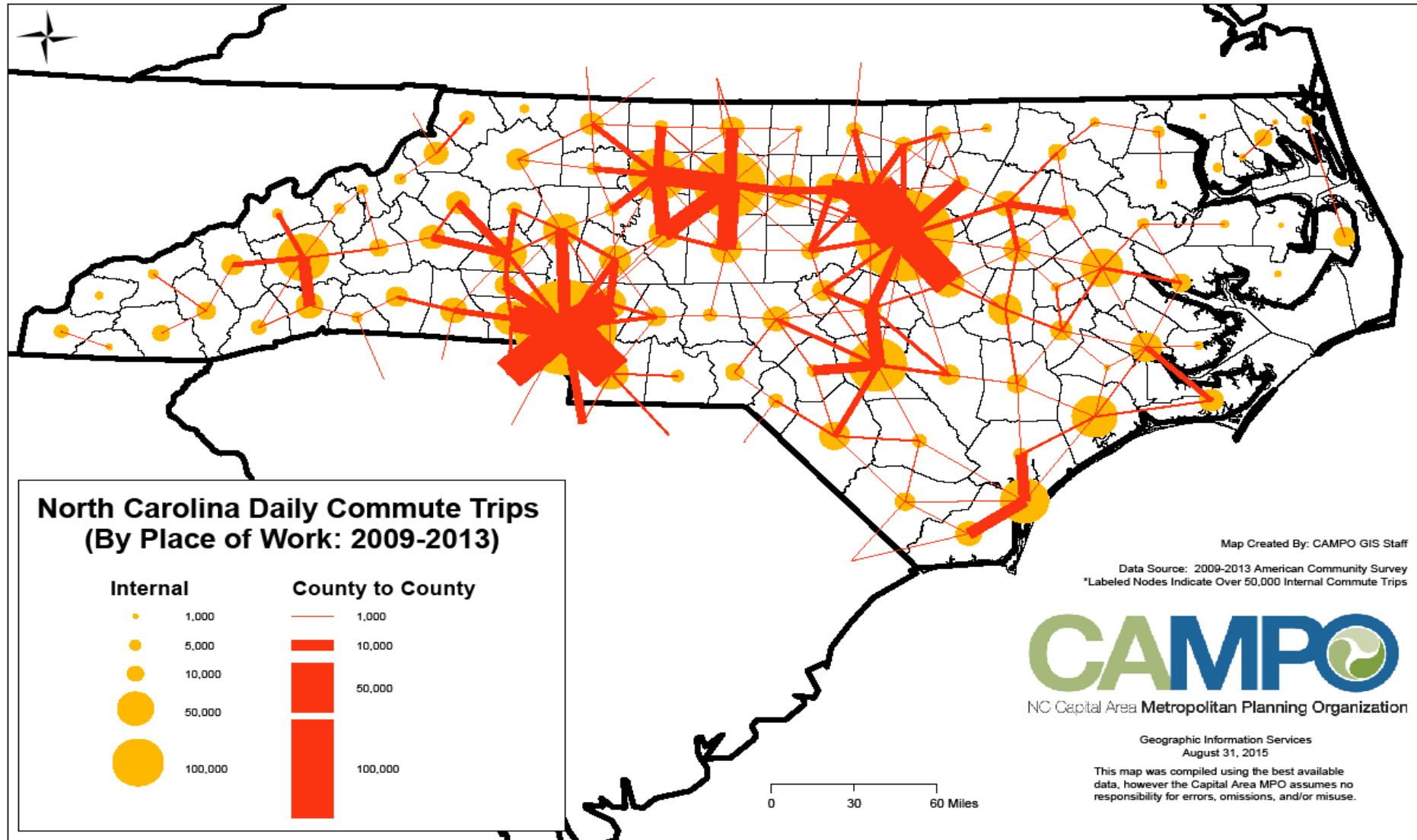






# BRIDGING THE RURAL-URBAN DIVIDE



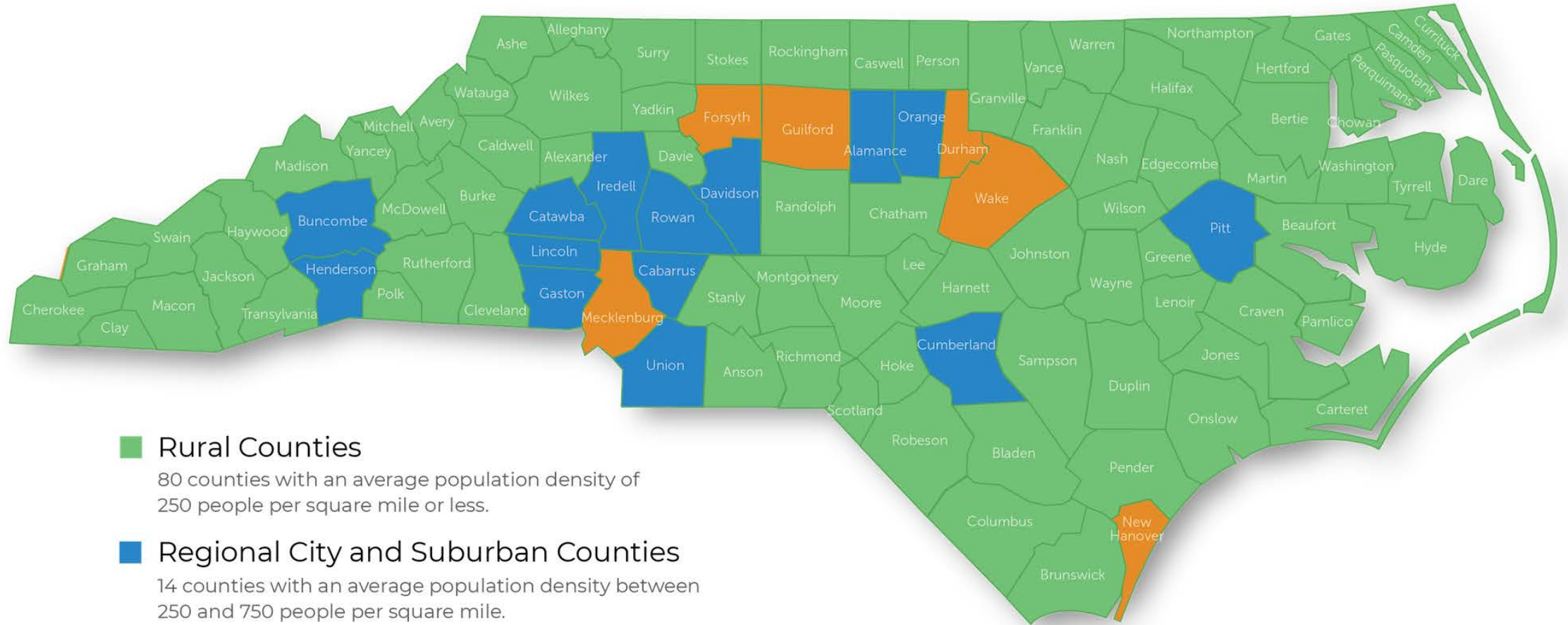


**52% of urban North Carolina was born out of state**

**35% of rural North Carolina was born out of state**

*American Community Survey B05002, Born in State of Residence*

# NORTH CAROLINA COUNTIES



## ■ Rural Counties

80 counties with an average population density of 250 people per square mile or less.

## ■ Regional City and Suburban Counties

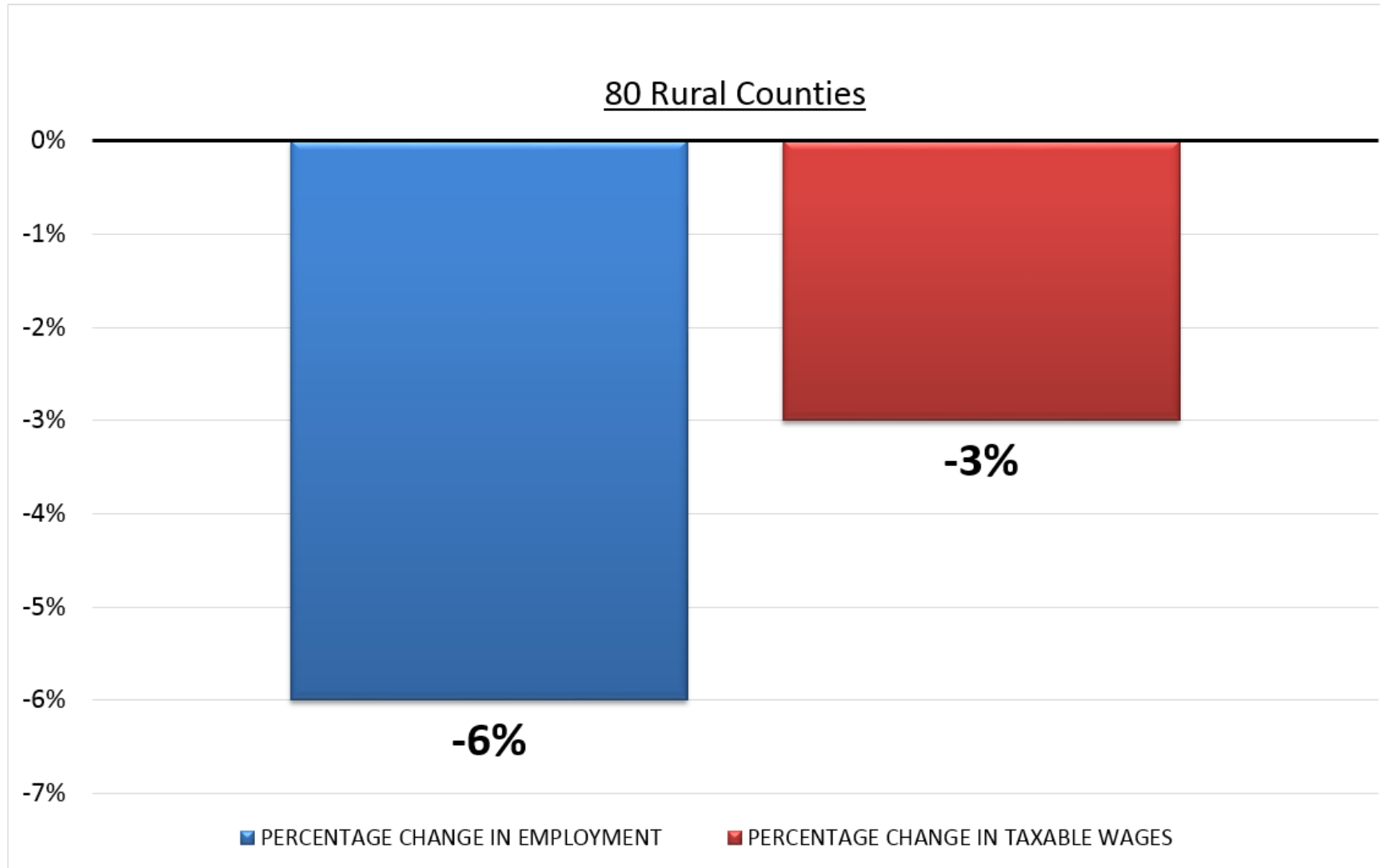
14 counties with an average population density between 250 and 750 people per square mile.

## ■ Urban Counties

6 counties with an average population density that exceeds 750 people per square mile.

*Densities calculated by the Rural Center based on 2014 U.S. Census population estimates.*

## Percentage Change in Average Employment & Taxable Wages: 2007 - 2016



Data Source: U.S Department of Labor Quarterly Census of Employment and Wages, accessed from N.C Department of Commerce, D4 Data Site

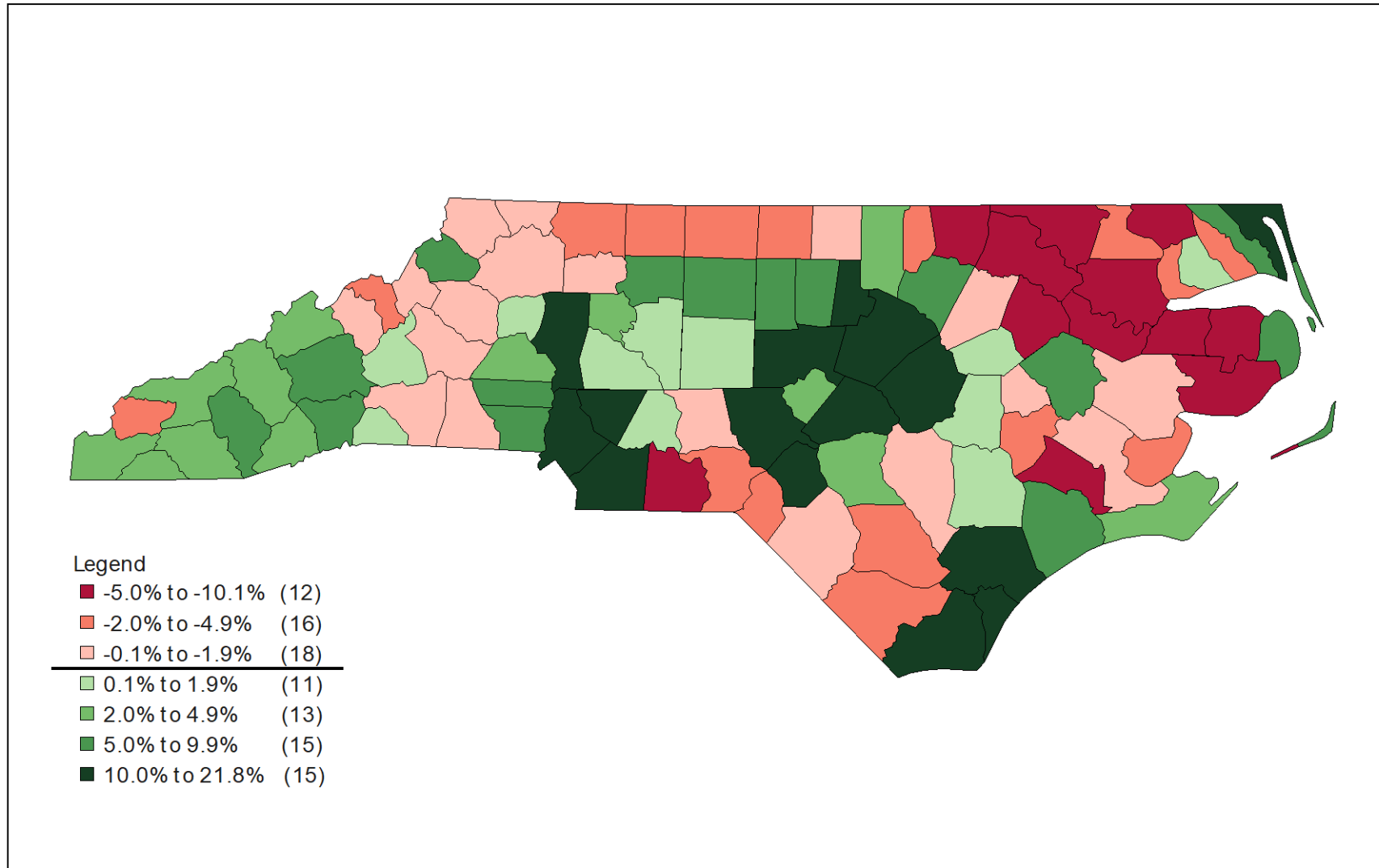
## 2016 Percentage Population in Poverty

<u>RURAL NORTH CAROLINA</u>	Total Population for whom Poverty is Determined	Population with Income below Poverty level	Percentage Population in Poverty
<b>White Non-Hispanic</b>	2,688,333	372,121	14%
<b>African American Non-Hispanic</b>	761,143	229,489	30%
<b>Hispanic</b>	303,246	108,269	36%
<b>Native American</b>	91,594	27,089	30%

Data Source: US Census Bureau, 2012 - 2016 ACS 5 -Yr Estimates

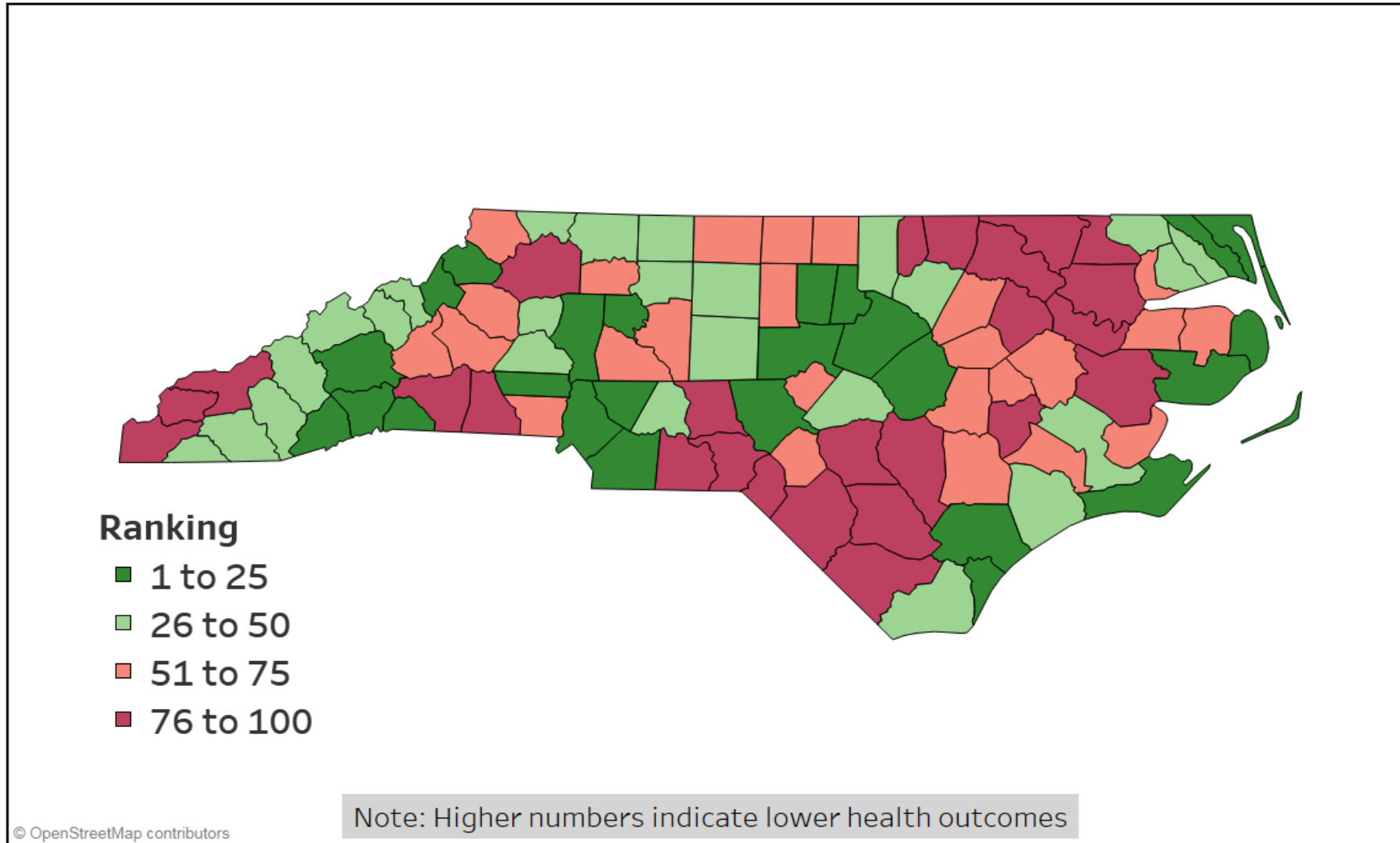


## Population Change, April 2010 to July 2017



Data Source: U.S Census Bureau's Annual Estimates of Resident Population (PEPANNRES), 2010 - 2017

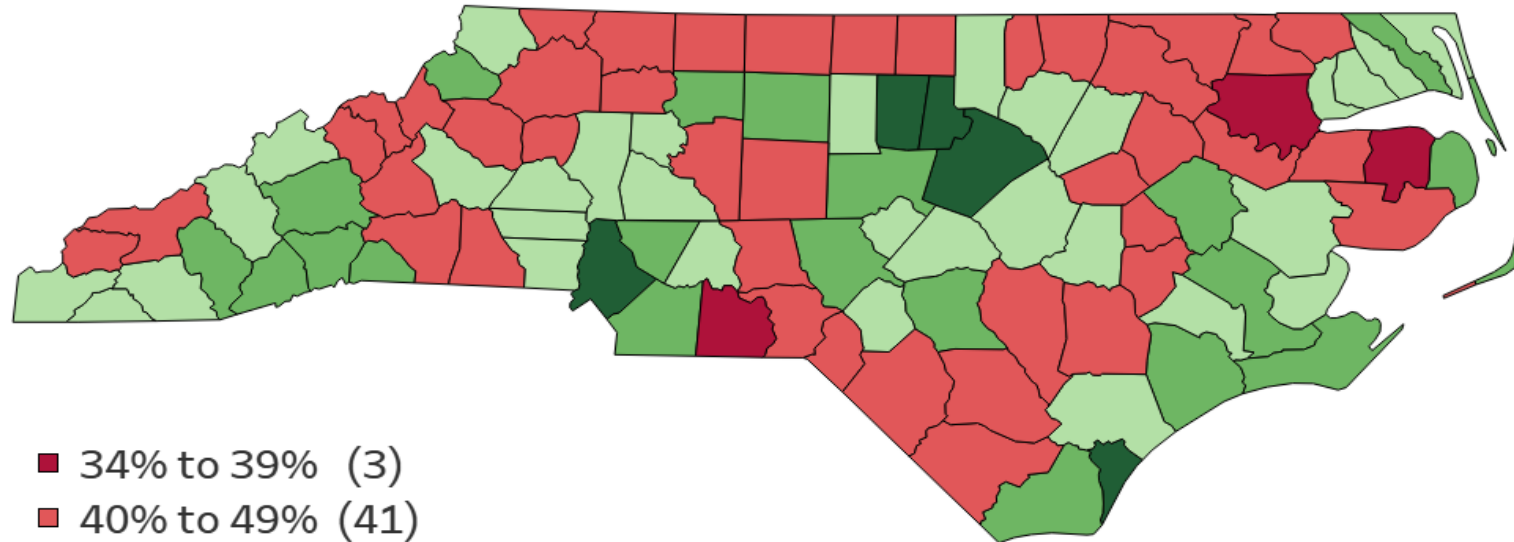
# 2017 Robert Wood Johnson Foundation Health Ranking



Data Source: Robert Wood Johnson Foundation || [www.countyhealthrankings.org](http://www.countyhealthrankings.org)



# Percentage of Adult Population with Post-Secondary Education

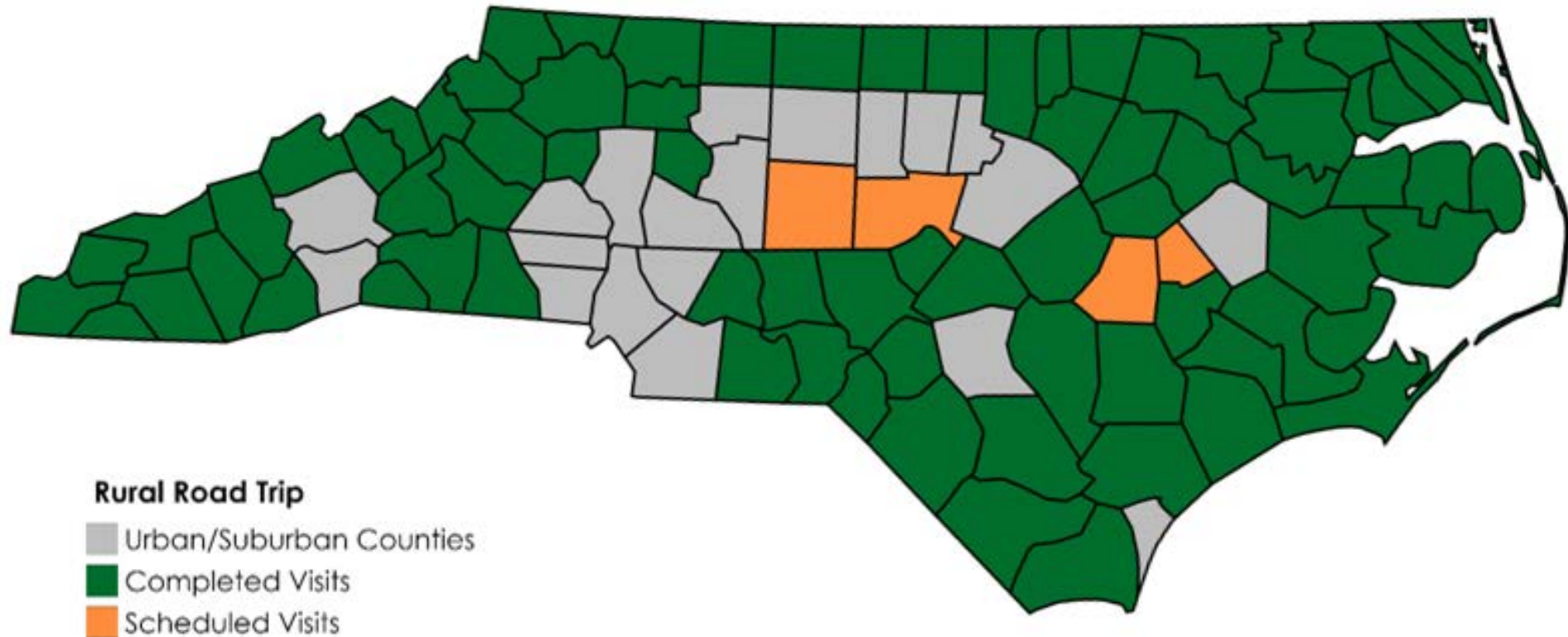


- 34% to 39% (3)
- 40% to 49% (41)
- 50% to 59% (31)
- 60% to 69% (20)
- 70% to 77% (5)

© OpenStreetMap contributors

Data Source: United States Census Bureau's American Community Survey, 2012 - 2016 5-Year Estimates || File S1501

# RURAL ROAD TRIP

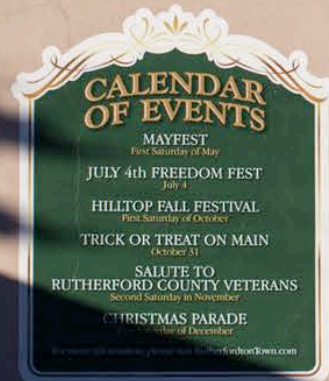




# What have we heard?







SIGNIFICANT OPPORTUNITIES





# SIGNIFICANT CHALLENGES



# RURAL DEVELOPMENT PRIORITIES





# RURAL DEVELOPMENT PERSPECTIVES





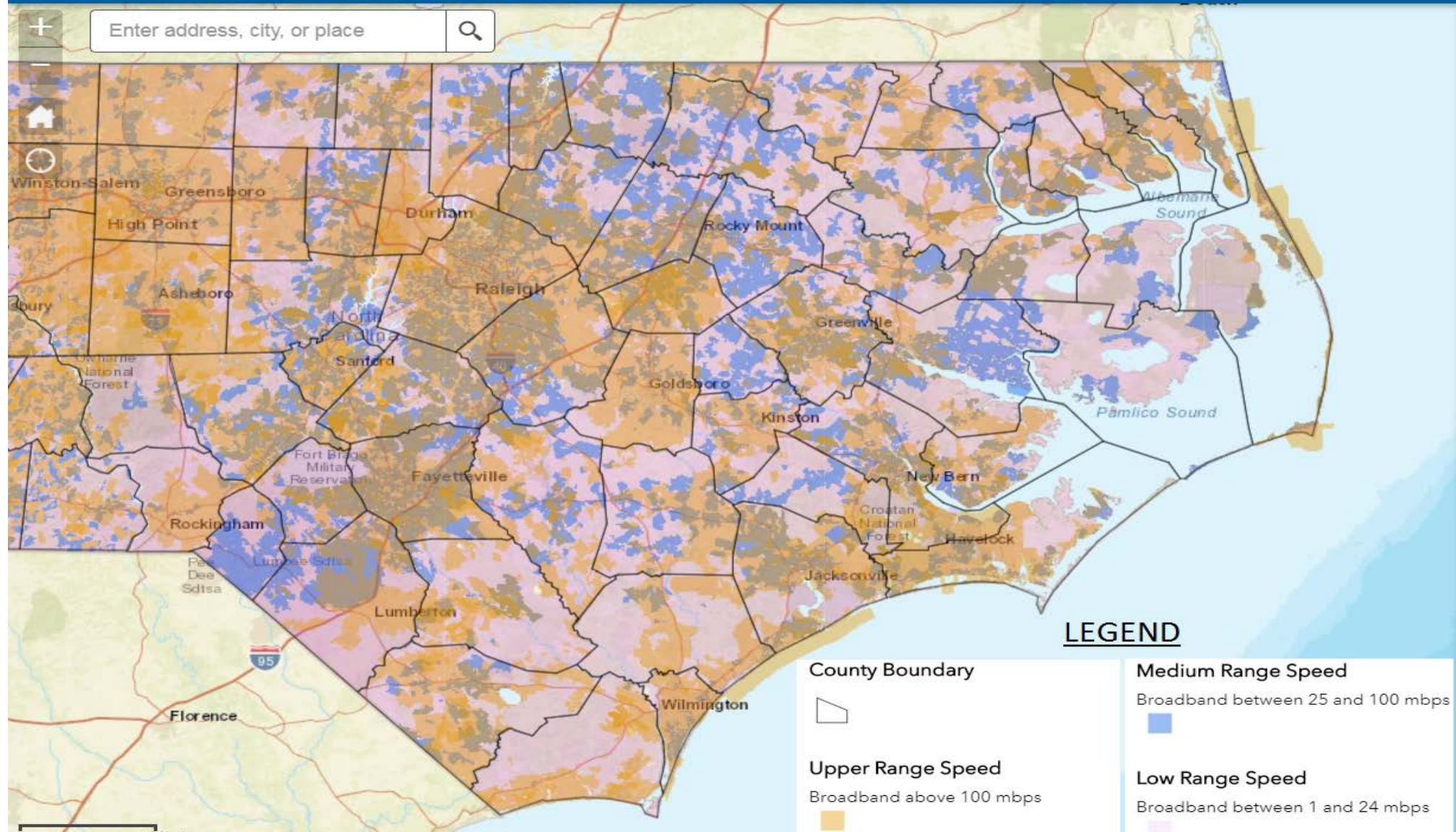
## EXISTING RESOURCES

# The top-three issues:

- Broadband
- Health
- Small-business retention & entrepreneurship development

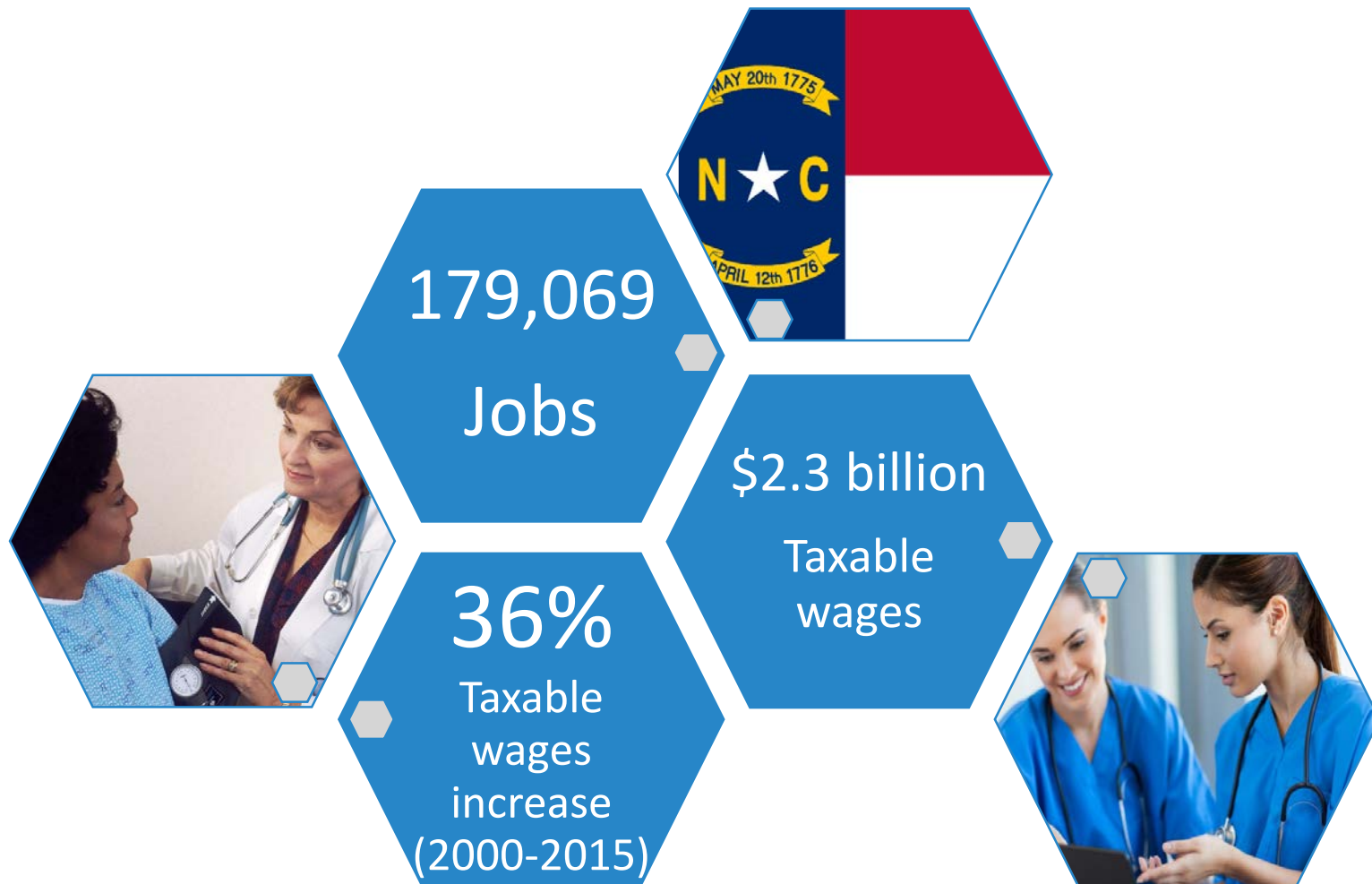


## North Carolina Broadband Infrastructure Office



# RURAL BROADBAND





HEALTH





## EXISTING BUSINESS & ENTREPRENEURSHIP





May 29, 2018

NC Museum of History  
Raleigh, NC

RURAL  
DAY

PRESENTED BY THE  
NC RURAL CENTER

