Economic Trends and Issues in Rural Oklahoma

2020

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Division of Agricultural Sciences and Natural Resources
Oklahoma State University

Oklahoma Office of Rural Health
OSU Center for Rural Health
OSU Center for Health Sciences
Issues in Rural Oklahoma

- Population Trends are a Mixed Bag
- Stressed Counties in the Plains
- Metro Growth vs. Non-metro growth
- Employment Opportunities
- Retail Development
- Entrepreneurship
- Cultural Changes and Diversity
- Health Indicators and Outcomes
- Looking to the Future for Rural OK
Data Discussion

- **Why do we use decennial Census data?**
  - One of the largest sample size surveys administered- no margin of error
  - Each decennial Census determines the number of representatives for each state for the next 10 years
  - Many other programs (USDA ERS, etc.) utilize the decennial data

- **2010 is the most current, but Census has data products to provide interim data**
  (Population estimates, American Community Survey)
1. Population Trends are a Mixed Bag

- Oklahoma’s Census population increased by 8.7% from 2000-2010

- The US population increased by about 9.7%; therefore, Oklahoma did not regain a Representative to the House in 2010

- According to population estimates, Oklahoma has experienced a population increase of 5.1% from 2010-2018

- This is slightly less than the US rate of 6.0% for the same time period
Percent Change Population by State 2000-2010

United States 9.7%

Source: US Census Bureau
2. Stressed Counties in the Plains

- Many of these counties peaked in population prior to 1940
- In a few counties, the population density is so low that the county meets the criteria for the 19th century definition of a “Frontier County.”
- Historically, these counties have an agricultural base.
Population Peak Year

Source: U.S. Census Bureau
Population Density for Oklahoma Counties
Population per Square Mile (2010)

Average for the state of Oklahoma = 54

Source: U.S. Census Bureau
3. Metropolitan Growth vs. Non-metropolitan Growth

- The trend in metropolitan county growth is nationwide.

- Currently about 66% of Oklahoma’s population lives in a metropolitan county.

- Metropolitan Core Cities must have a population of at least 50,000 (Enid, Lawton, Oklahoma City, Tulsa, Ft. Smith, AR). Outlying counties are those who have at least 25% of the workers living in that county work in the core city or at least 25 percent of the employment in the county is accounted by workers who live in the core city’s county.

- Micropolitan counties have a core city with a population of at least 10,000 (Ada, Altus, Ardmore (includes Love County), Bartlesville, Duncan, Durant, Elk City, Guymon, McAlester, Miami, Muskogee, Ponca City, Shawnee, Stillwater, Tahlequah, Weatherford, Woodward
Percent of Population Living in Non-Metropolitan Areas for Each State - 2018

Source: Bureau of Economic Analysis
States with percentages in pink font, increased from 2000.
Population: Metro vs. Non-Metro, Oklahoma

Source: Bureau of Economic Analysis
4. Employment Opportunities

Leaders in Oklahoma Counties are concerned about:

- Job opportunities for today’s youth—tomorrow’s leaders
- An aging workforce
- Job retention & expansion
- Job creation & attraction
- Job skills and workforce development
Percentage Employment Growth 2001-2018

Legend
- Red: Negative Growth
- Orange: 0% to 10%
- Yellow: 10% to 20%
- Green: 20% to 30%
- Light Green: 30% to 40%
- Blue: Greater than 40%

Source: Bureau of Economic Analysis, Regional Economic Information System

Source: Bureau of Labor Statistics, Department of Labor
County Unemployment Rate Relative to US, 2018

Legend
- **Green**: Less than 50%
- **Light Green**: 50% to 75%
- **Pink**: 75% to 100%
- **Red**: Greater than 100%

U.S. 2018 non-seasonally adjusted rate was 3.9%
Oklahoma's 2018 non-seasonally adjusted rate was 3.1%

Source: Bureau of Labor Statistics
County Typology Codes for Economic Dependence, 2015

Legend
- Non-Specialized
- Farming
- Mining
- Manufacturing
- Government
- Recreation

Farming Dependent Counties, 2015

Farming accounted for at 25% or more of the county's earnings or 16% or more of the employment averaged over 2010-2012.

Mining accounted for 13% or more of the county's earnings or 8% of the employment averaged over 2010-12.

Federal and State government accounted for 14% or more of the county’s earnings or 9% or more of the employment averaged over 2010-2012.

5. Retail Development

- Nearly $\frac{3}{4}$ of the state’s retail sales take place in metro counties.

- Sales tax collections are still the main source of income for towns in non-metro counties.
Pull factors indicate retail draw (values > 1.0) or leakage (values < 1.0) in a municipality.
First Picture of Mars
Note: There are too many stores in Tulsa and Oklahoma Counties to attempt to pinpoint them all. Updated December 2019.
Note: There are too many stores in Tulsa and Oklahoma Counties to attempt to pinpoint them all. Updated December 2019.
Location of Wal-Mart Stores and Supercenters

Denotes a Supercenter
Denotes a Wal-Mart Store
Denotes a Wal-mart Neighborhood Market
No Wal-Mart Stores
At least 1 Wal-Mart Store
At least 1 Supercenter
Multiple Supercenters

Note: There are too many stores in Dallas and Oklahoma Counties to attempt to pinpoint them all.
Updated December 2019

Location of Dollar General Stores

Denotes a Dollar General Store
No Dollar General Stores
1 Dollar General Store
>5 Dollar General Stores
>7 Dollar General Stores

Note: There are too many stores in Tulsa and Oklahoma Counties to attempt to pinpoint them all.
Updated December 2019
7. Entrepreneurship

- Small entrepreneurs enhance the quality of life in a region.

- New technologies can contribute considerably to a region’s economic prosperity.
Depth of Entrepreneurship: Average Entrepreneur (Non-Farm Proprietor) Income for Oklahoma Counties, 2018

Legend

- **Less than $25,000**
- **$25,000 to $35,207 (US Avg)**
- **Greater than $35,207**

Oklahoma Average: $45,085

Suggested by the Federal Reserve Bank of Kansas City (www.kansascityfed.org).
Calculated by OK State for 2018 BEA Data.
8. Cultural Changes and Diversity

- Many Oklahoma communities have experienced a shift of cultures over the last 10-15 years. In particular, the Hispanic population in our state has grown by 108% from 1990-2000 and again increased by 85% from 2000 to 2010.

- Eastern Oklahoma has not necessarily experienced the increase in Hispanic population, but has larger shares of Native American residents with some counties reporting greater than 25%.
Hispanic Origin Population as a Share of Total County Population, 2014-2018 (Average)

Legend
- Light Blue: Less than 5%
- Green: 5% to 10%
- Yellow: 10% to 15%
- Orange: 15% to 20%
- Red: Greater than 20%

Source: U.S. Census Bureau, 2014-2018 American Community Survey
9. Health indicators and outcomes

- Uninsured
- Poverty
- Food Insecurity
- Health Factors
- Health Outcomes
- Life Expectancy

Provided by the Oklahoma Office of Rural Health
Share of County Population, Under the Age of 65, Categorized as Uninsured, 2017

Legend:
- Less than 13%
- 13% to 16.5% (OK Avg)
- 16.5% to 19%
- 19% to 22%
- Greater than 22%

Source: U.S. Census Bureau, Small Area Health Insurance Estimates
Insured is defined as: Insurance through current or former employer, insurance directly purchased from company, Medicare, Medicaid, TRICARE, VA
<table>
<thead>
<tr>
<th>Size of family unit</th>
<th>Weighted average thresholds</th>
<th>Related children under 18 years</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>None</td>
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<tr>
<td>One person (unrelated individual):</td>
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<tr>
<td>Under age 65................................</td>
<td>12,784</td>
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<tr>
<td>Aged 65 and older..........................</td>
<td>13,064</td>
<td>13,064</td>
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<tr>
<td>Two people:</td>
<td></td>
<td></td>
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<tr>
<td>Householder under age 65..............</td>
<td>16,247</td>
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</tr>
<tr>
<td>Householder aged 65 and older...........</td>
<td>17,308</td>
<td>17,308</td>
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<tr>
<td>Three people................................</td>
<td>19,985</td>
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<tr>
<td>Four people...............................</td>
<td>25,701</td>
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<tr>
<td>Five people...............................</td>
<td>30,459</td>
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</tr>
<tr>
<td>Six people.................................</td>
<td>34,533</td>
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<tr>
<td>Seven people..............................</td>
<td>39,194</td>
<td></td>
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<tr>
<td>Eight people..............................</td>
<td>43,602</td>
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<tr>
<td>Nine people or more.......................</td>
<td>51,393</td>
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</table>

Source: U.S. Census Bureau.
Food Insecurity, 2015 & 2016

Legend
- Less than 10%
- 10% to 12%
- 12% to 14%
- 14% to 18%
- Greater than 18%

Source: USDA Food Environment Atlas, Map the Meal Gap from Feeding America, and County Health Rankings

Food insecurity estimates the percentage of the population that did not have access to a reliable source of food during the past year. A two-stage fixed effects model was created using information from the Community Population Survey, Bureau of Labor Statistics, and American Community Survey.
County Health Rankings Health Outcomes Rankings, 2019
A Measure of Today's Health, 1=Most Favorable

Legend
- 1 to 15
- 15 to 30
- 30 to 46
- 46 to 61
- 61 to 77

Source: County Health Rankings, Robert Woods Johnson Foundation and University of Wisconsin
Health Outcomes include Length of Life and Quality of Life Measures
10. Looking to the future for rural Oklahoma

- Oil and gas production
- Production Agriculture
- Wind
- Agritourism
- Broadband
Cushing, OK WTI Spot Price FOB (Dollars per Barrel)

Mining Percentage of Total Employment, 2018

Legend
- Less than 2%
- 2% to 5%
- 5% to 7%
- 7% to 9%
- 9% to 13%
- Greater than 13%

Source: Bureau of Economic Analysis, Regional Economic Information System
U.S. Drought Monitor
Oklahoma

February 4, 2020
(Released Thursday, Feb. 6, 2020)
Valid 7 a.m. EST

Drought Conditions (Percent Area)

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<tr>
<th></th>
<th>None</th>
<th>C0-D4</th>
<th>D1-D4</th>
<th>D2-D4</th>
<th>D3-D4</th>
<th>D4</th>
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<tbody>
<tr>
<td>Current</td>
<td>83.33</td>
<td>16.67</td>
<td>7.51</td>
<td>0.85</td>
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<td>Last Week</td>
<td>81.34</td>
<td>18.66</td>
<td>8.03</td>
<td>0.85</td>
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<td>3 Months Ago</td>
<td>75.11</td>
<td>23.69</td>
<td>9.41</td>
<td>0.76</td>
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<tr>
<td>Start of</td>
<td>79.45</td>
<td>23.55</td>
<td>10.47</td>
<td>3.64</td>
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<td>Calendar Year</td>
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<td>11.08</td>
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<td>Start of</td>
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<td>0.00</td>
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<td>0.00</td>
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<td>Water Year</td>
<td>10-01-2019</td>
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<td>One Year Ago</td>
<td>02-05-2019</td>
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</tr>
</tbody>
</table>

Intensity:
- None
- D0 Abnormally Dry
- D1 Moderate Drought
- D2 Severe Drought
- D3 Extreme Drought
- D4 Exceptional Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. For more information on the Drought Monitor, go to https://droughtmonitor.unl.edu/About.aspx

Author:
Richard Tinker
CPC/NOAA/NWS/NCEP

droughtmonitor.unl.edu
Percentage of Population Without Access to 25 MBPS Broadband

Source: FCC Form 477 Data, Dec. 2017
(Fixed providers only - satellite not included)
Household Fixed Broadband Adoption Rates

Source: FCC Form 477 Data, Dec. 2017
Includes any fixed connection > 200 kilobits per second

Legend
Broadband Adoption Rates
- N/A
- <50%
- 50-65%
- 65-80%
- >80%
Households with No Internet Access

Source: U.S. Census 2013-17 ACS, Table S2801
Won’t it be exciting when we get new data (anticipated dates)?!!
We are very excited!

- Census- Population Estimates, 2019 (Summer 2020)
- Census- American Community Survey, 2015-2019 (December 2020)
- Census- Decennial, 2020 (Sometime in 2021)
- Bureau of Economic Analysis (employment by sector), 2019 (Late 2020)
- County Health Rankings, 2020 Rankings (March 2020)
Road to the 2020 Census

2020 Census Operational Timeline

2013: 2012 Census Test
2014: 2013 Census Test
2015: Preparing for the 2020 Census Operational Plan
2016: 2014 Census Test
2017: 2015 Census Test
2018: Address canvassing operation
2019: 2016 Back-to-End Census Test (in progress)
2020: Operation and implementation phase
2021: Operation and implementation phase

Key census activities start in 2015 and continue through 2021:
- Estimate on-the-ground workloads and define operations and systems needed for the census
- Develop and award major contracts for the systems that will support the census
- Put field infrastructure and offices in place throughout the country

- April 1: Census Day for the test
- April 1: Census Day
- December 31: Deliver apportionment counts
- March 31: Complete delivering Redistricting Summary Files to all states (RL 94-171)
Our Online Resources:

www.rd.okstate.edu

- Community Economic Development
- Census 2020 Resources
- Local Government Training
- Community Services

www.Osururalhealth.blogspot.com

- Webinar Recordings
- HPSA Maps
- Community Health Needs Assessment Reports
Please direct inquiries to:
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Thanks

EXTENSION

CENTER FOR RURAL HEALTH
OSU Center for Health Sciences