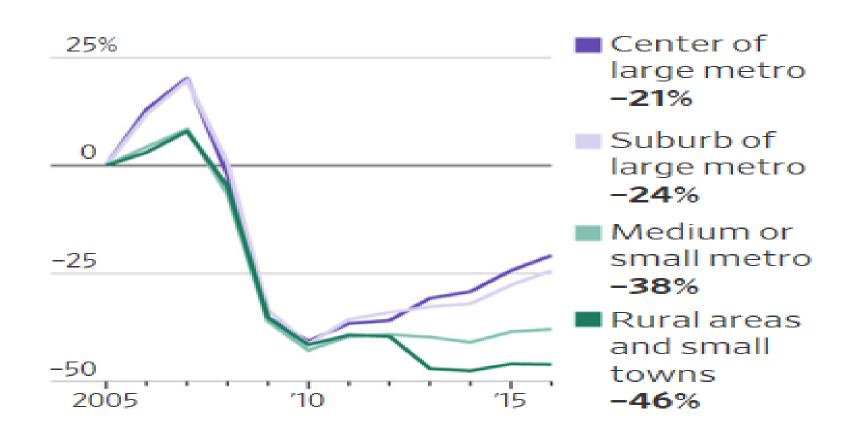


## Rural vs. Urban America By: Trae Dorough

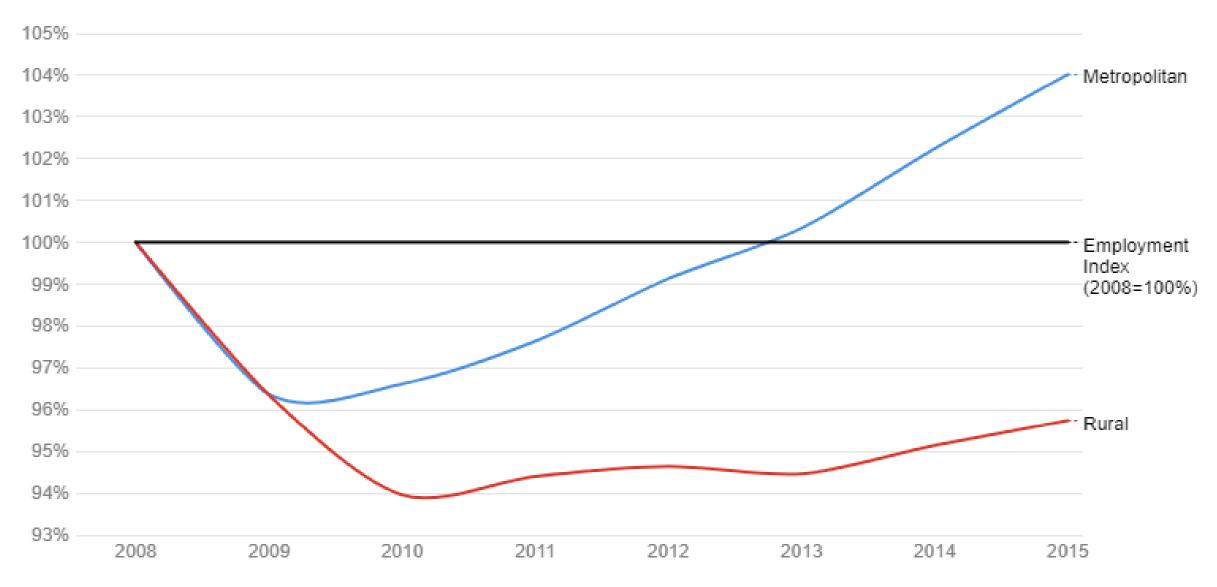
August 28, 2018

# Small Bank Loans, Change Since 2005, Adjusted for Inflation



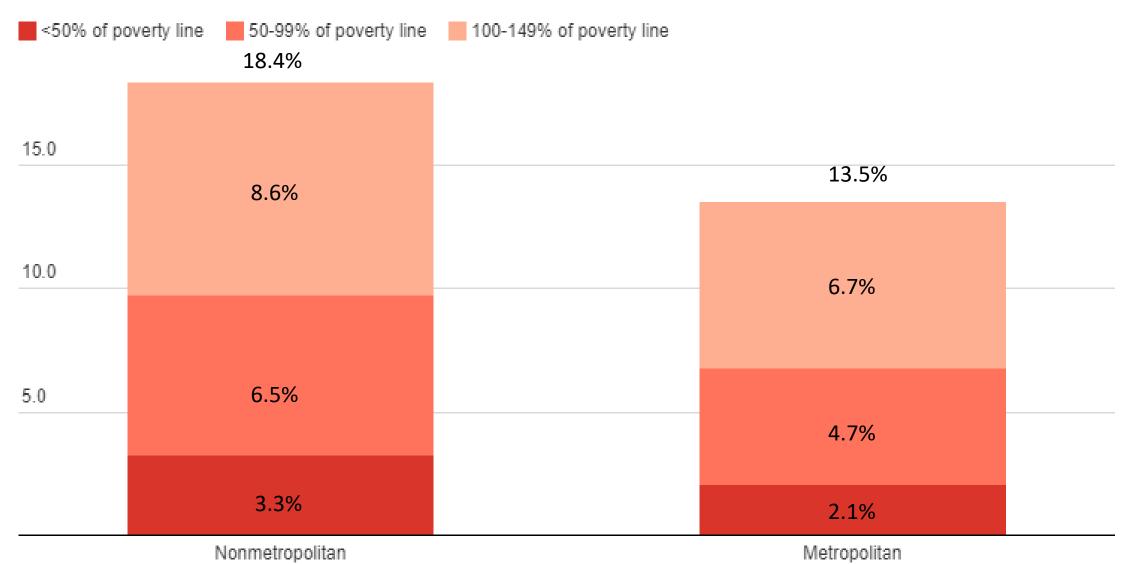
#### Job growth in America

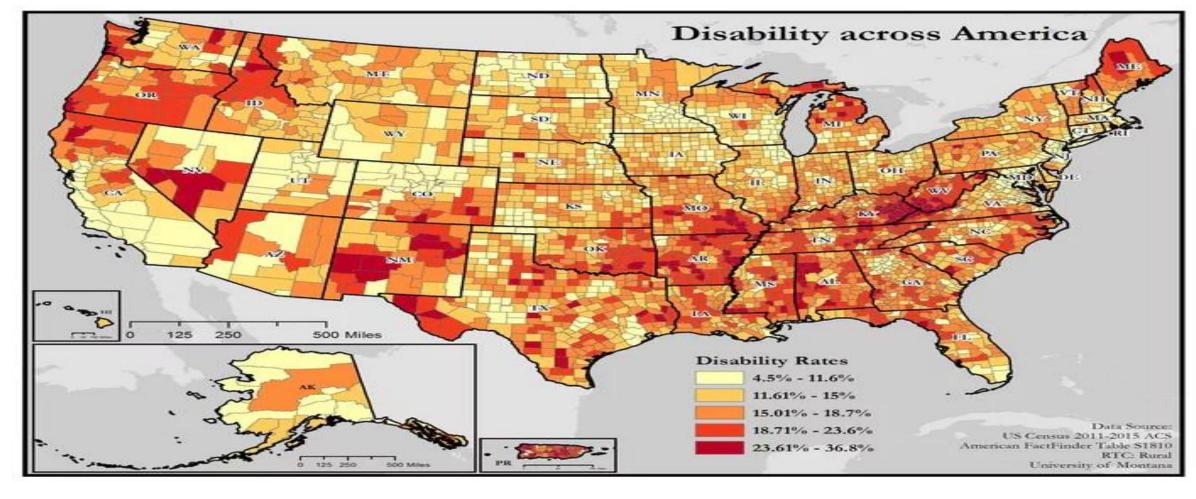
Since 2008, job growth in metropolitan areas has outpaced that in rural areas.



### American workers in poverty

Percent of U.S. householders aged 25-54 that worked at least part of the year in 2015, by poverty threshold.





#### Disability rates

Rates of disability increase from more urban (metropolitan) to more rural (non-core) counties.

Metropolitan: counties with an urban population of 50,000+

Micropolitan: counties with an urban population of 10,000-50,000

Non-core: counties with an urban population of less than 10,000

11.8

15.6

#### Entrepreneurship per 1000 residents

Most people mistakenly believe that startups occur overwhelmingly in metropolitan areas. Yet it is in fact rural counties that have higher rates of self-employed business proprietors.

Rural (pop. less than 2,500, not adjacent to metro area)	234
Rural (pop. less than 2,500, adjacent to metro area)	177
Rural (pop. 2,500 to 19,999, not adjacent to metro area)	160
Rural (pop. 2,500 to 19,999, adjacent to metro area)	140
Rural (pop. 20,000 or more, not adjacent to metro area)	130
Rural (pop. 20,000 or more, adjacent to metro area)	121
Metro (pop. less than 250,000)	126
Metro (pop. 250,000 to 1 million)	122
Metro (pop. 1 million or more)	131

Entrepreneurship is measured here by proprietorship, a tax status indicative of at least one self-employed individual, who may also employ others. One proprietor may own multiple businesses.

## Five-year business survival rates

Rural businesses are, on average, more resilient than their metro cousins, despite the considerable economic advantages of urban areas.

Rural (pop. less than 2,500, not adjacent to metro area)	71.6%
Rural (pop. less than 2,500, adjacent to metro area)	70.9%
Rural (pop. 2,500 to 19,999, not adjacent to metro area)	70%
Rural (pop. 2,500 to 19,999, adjacent to metro area)	69.5%
Rural (pop. 20,000 or more, not adjacent to metro area)	68.5%
Rural (pop. 20,000 or more, adjacent to metro area)	68.3%
Metro (pop. less than 250,000)	68.3%
Metro (pop. 250,000 to 1 million)	67.6%
Metro (pop. 1 million or more)	66.5%

Figure 1. Percent Employed by Type of Industry: Completely Rural Counties

