Beyond the ZIP Code: A Tribute to Rural Diversity

Tracy Irani, PhD, Professor and Chair of Family, Youth and Community Sciences, University of Florida

An Un-Meeting on Rural Health and Health Equity
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Geographic Diversity

Approximately 14% of Americans live in rural counties.

Source: Pew Research Center analysis of National Center for Health Statistics Urban-Rural Classification Scheme for Counties. “What Unites and Divides Urban, Suburban and Rural Communities”

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Demographic Diversity

Key demographic trends are playing out differently across urban, suburban and rural counties.

<table>
<thead>
<tr>
<th></th>
<th>% nonwhite</th>
<th>% change in size of population overall since 2000</th>
<th>% change in size of population ages 65 and older since 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>56%</td>
<td>+13%</td>
<td>+26</td>
</tr>
<tr>
<td>Suburban</td>
<td>32%</td>
<td>+16%</td>
<td>+39</td>
</tr>
<tr>
<td>Rural</td>
<td>21%</td>
<td>+3%</td>
<td>+22</td>
</tr>
</tbody>
</table>

Note: Nonwhites include blacks, Hispanics, Asians, Pacific Islanders, other races and people who identify as more than one race. County categories based on the National Center for Health Statistics Urban-Rural Classification Scheme for Counties.


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Experiential Diversity
Perspectives of Un-Meeting Attendees
Rural is not a monolith: Considerations for Research and Engagement

- Social Identity
- Community Networks and Support Systems
- Trusted Influencers and Resources
- Technical Definitions versus Lived Experience