



THE 2012 TEXAS RURAL SURVEY

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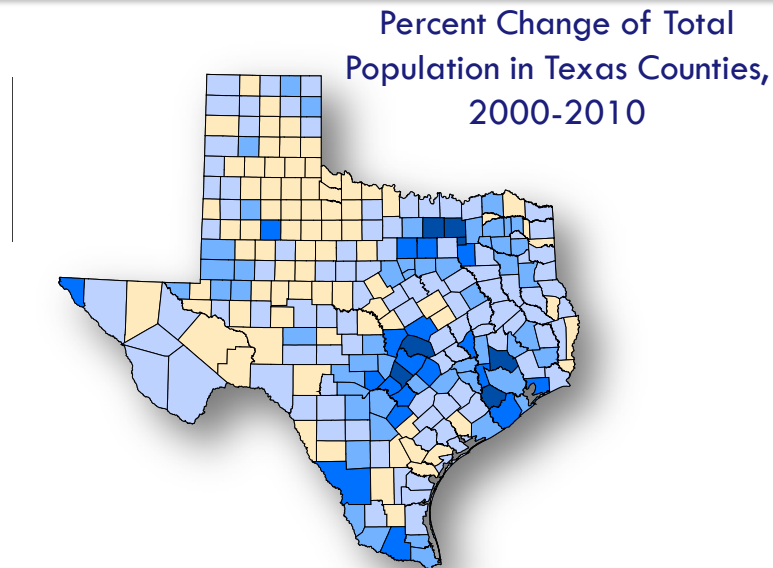


County-Level Data



County-Level Data

- Population growth and decline
 - ▣ 254 counties in Texas
 - 10 of 77 (13%) Metro counties lost population
 - 69 of 177 (39%) Nonmetro counties lost population



Source: U.S. Census Bureau. 2000 and 2010 Census Counts

County-Level Data

□ Age

Median Age			
	<u>1990</u>	<u>2000</u>	<u>2010</u>
Metro Counties	32.3	34.4	36.1
Nonmetro Counties	35.1	37.4	39.8

Percent Population Age 65 or Older			
	<u>1990</u>	<u>2000</u>	<u>2010</u>
Metro Counties	12.2	11.9	12.8
Nonmetro Counties	16.8	16.4	17.0

County-Level Data

□ Education

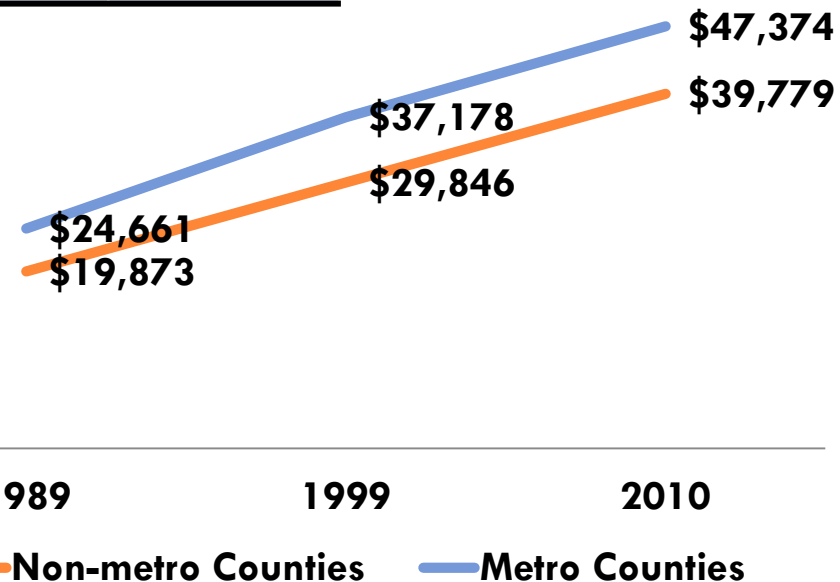
Percent Population with High School Diploma or Higher			
	<u>1990</u>	<u>2000</u>	<u>2010</u>
Metro Counties	70.4	76.6	81.6
Nonmetro Counties	61.5	69.0	75.5

Percent Population with Baccalaureate Degree or Higher			
	<u>1990</u>	<u>2000</u>	<u>2010</u>
Metro Counties	16.1	19.0	21.3
Nonmetro Counties	11.4	13.8	15.7

County-Level Data

Income

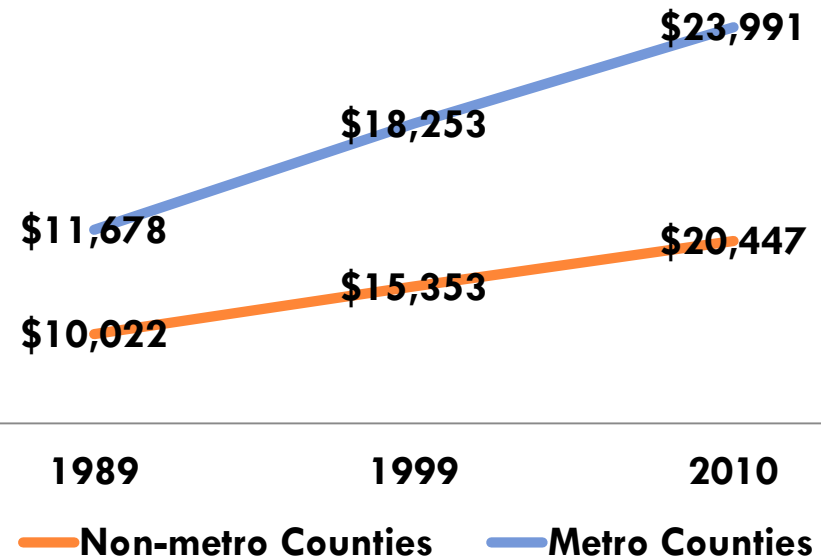
Median Household Income			
	<u>1989</u>	<u>1999</u>	<u>2010</u>
Metro Counties	\$24,661	\$37,178	\$47,374
Nonmetro Counties	\$19,873	\$29,846	\$39,779

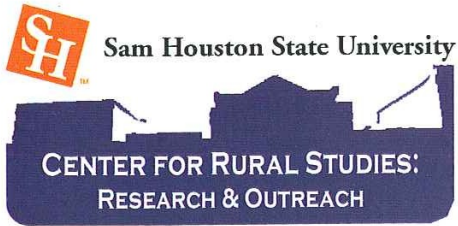


County-Level Data

Income

Per Capita Income			
	<u>1989</u>	<u>1999</u>	<u>2010</u>
Metro Counties	\$11,678	\$18,253	\$23,991
Nonmetro Counties	\$10,022	\$15,353	\$20,447





*The mission of the
Center for Rural Studies
is to assist in the
building, strengthening,
and maintaining
of rural Texas
communities.*

The center aims to
address timely and
salient issues relating
to community and
socioeconomic
development in
rural Texas.

Center for Rural Studies

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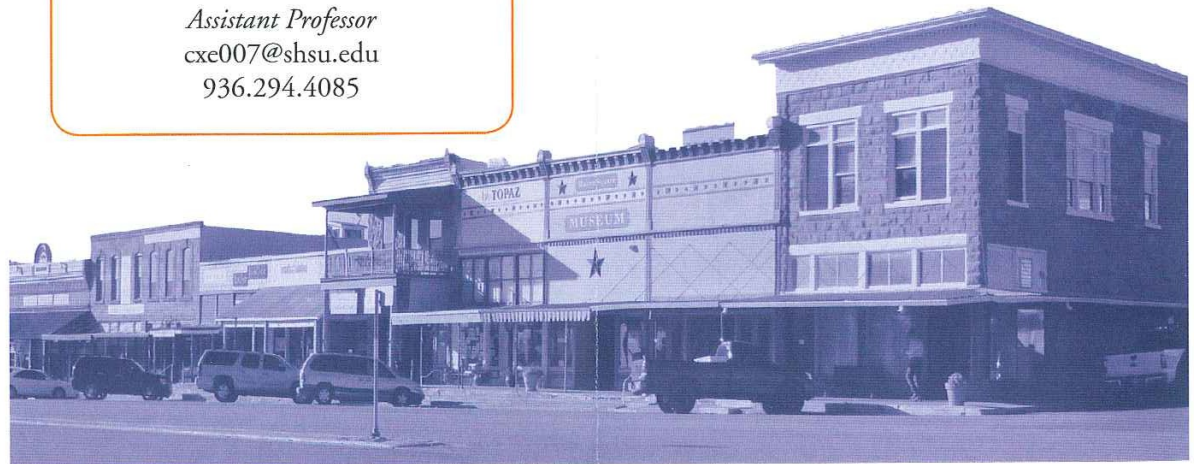
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CENTER FOR RURAL STUDIES: RESEARCH & OUTREACH



CENTER FOR RURAL STUDIES: RESEARCH & OUTREACH

Community development is needed to address the pressing needs of rural Texas, to confront the socioeconomic disparities between rural and urban areas and to transform rural Texas places into socially and economically viable rural Texas communities.

The Center for Rural Studies at Sam Houston State University is comprised of an interdisciplinary faculty and staff who provide:

- research services
- educational and outreach programs
- public policy analysis
- rural community-based planning services

Center affiliates work to advance the state of knowledge regarding the social, demographic, economic, political, and cultural aspects of rural life in Texas and beyond.



The Center aims to:

- **Transform** rural places into vigorous communities that can compete in the global economy
- **Engage** rural communities in developing long-term social and economic strategies based on their assets and values
- **Prepare** the next generation of rural Texas leaders to encourage and cultivate community and economic development
- **Generate** the knowledge needed to overcome the obstacles facing rural Texas communities
- **Provide** data and information on rural Texas for state policy makers, local stakeholders, and the citizenry at large

Programs and Services

Research

- Survey research
- Program evaluation
- Community and economic development research

Educational Outreach and Technical Assistance

- Capacity building
- Leadership
- Community-based planning
- Grant writing
- Consulting

Texas Rural Internship



A joint initiative between the Center for Rural Studies and the Texas Department of Agriculture.

Texas Rural Survey



- **To provide data and information on rural Texas for state policy makers, local stakeholders, and the citizenry at large.**



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CEMETERY
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POP. 5899



“We rely on census data as well as the State Data Center; however, these numbers are seen by our locals as somewhat inaccurate. Lack of good measurements at the local level make data an issue for small rurals (such as our five rural counties, with combined population ~110,000).”

Megan Henderson
Heart of Texas COG



Texas Rural Survey





Texas Rural Survey: Site Selection

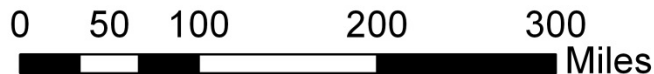
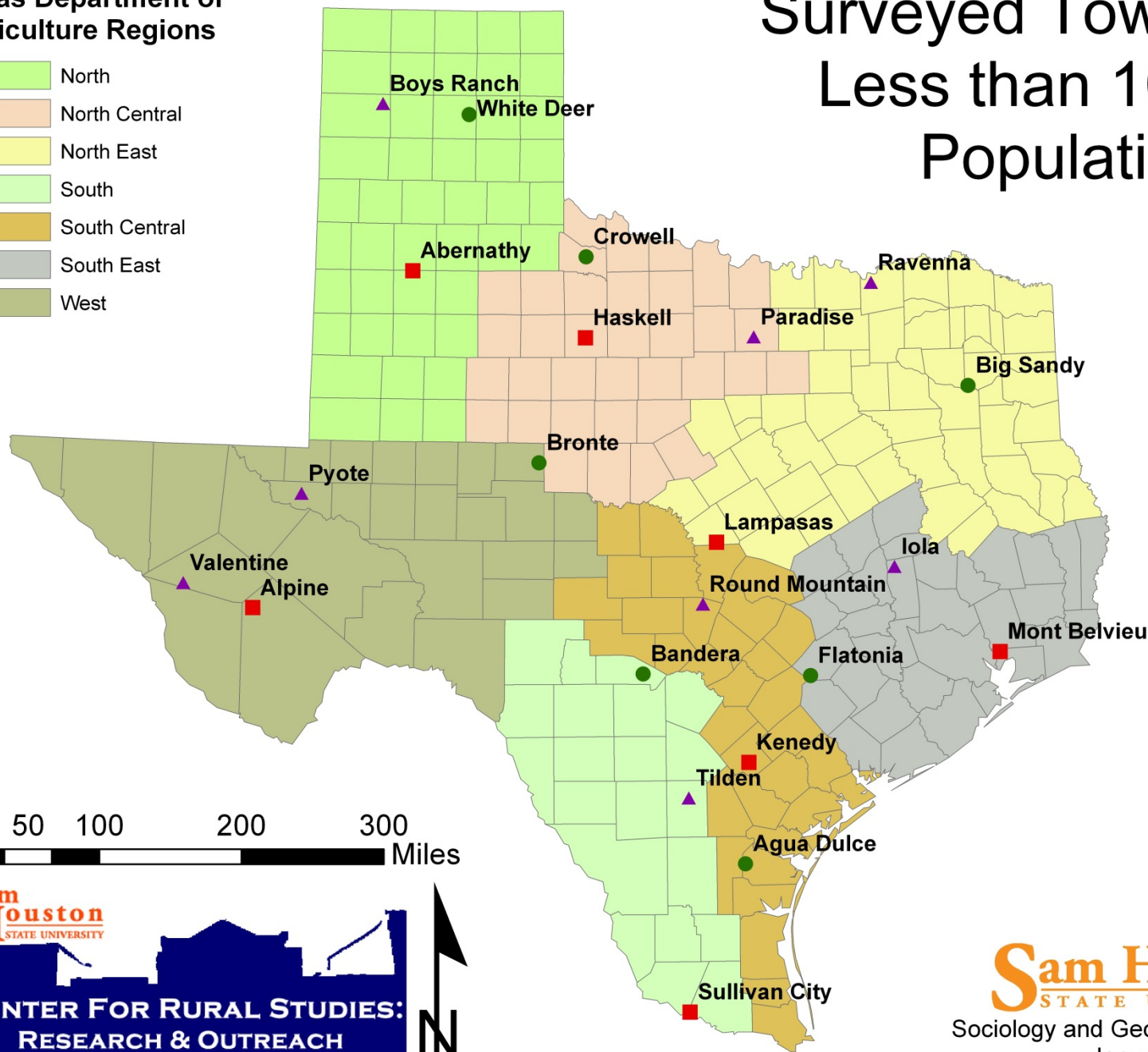
- 1,752 Census defined places in Texas
 - ▣ 1,511 (86%) of places have less than 10,000 population
 - ▣ Three population categories – “natural breaks”
 - 0-499 (517 places; 34.2%)
 - 500-1,999 (541 places; 35.8%)
 - 2,000-10,000 (453 places; 30.0%)
 - ▣ Total population of these places (2,658,586) represents 10.6% of the population of Texas (25,145,561)
 - 0-499 (119,761; 0.5%)
 - 500-1,999 (586,967; 2.3%)
 - 2,000-10,000 (1,951,858; 7.8%)

Surveyed Towns with Less than 10,000 Population

- North
- North Central
- North East
- South
- South Central
- South East
- West

2010 Population

- 2,000 to 10,000
- 500 to 1,999
- Less than 499



CENTER FOR RURAL STUDIES:
RESEARCH & OUTREACH



Sociology and Geography Departments
January 2013

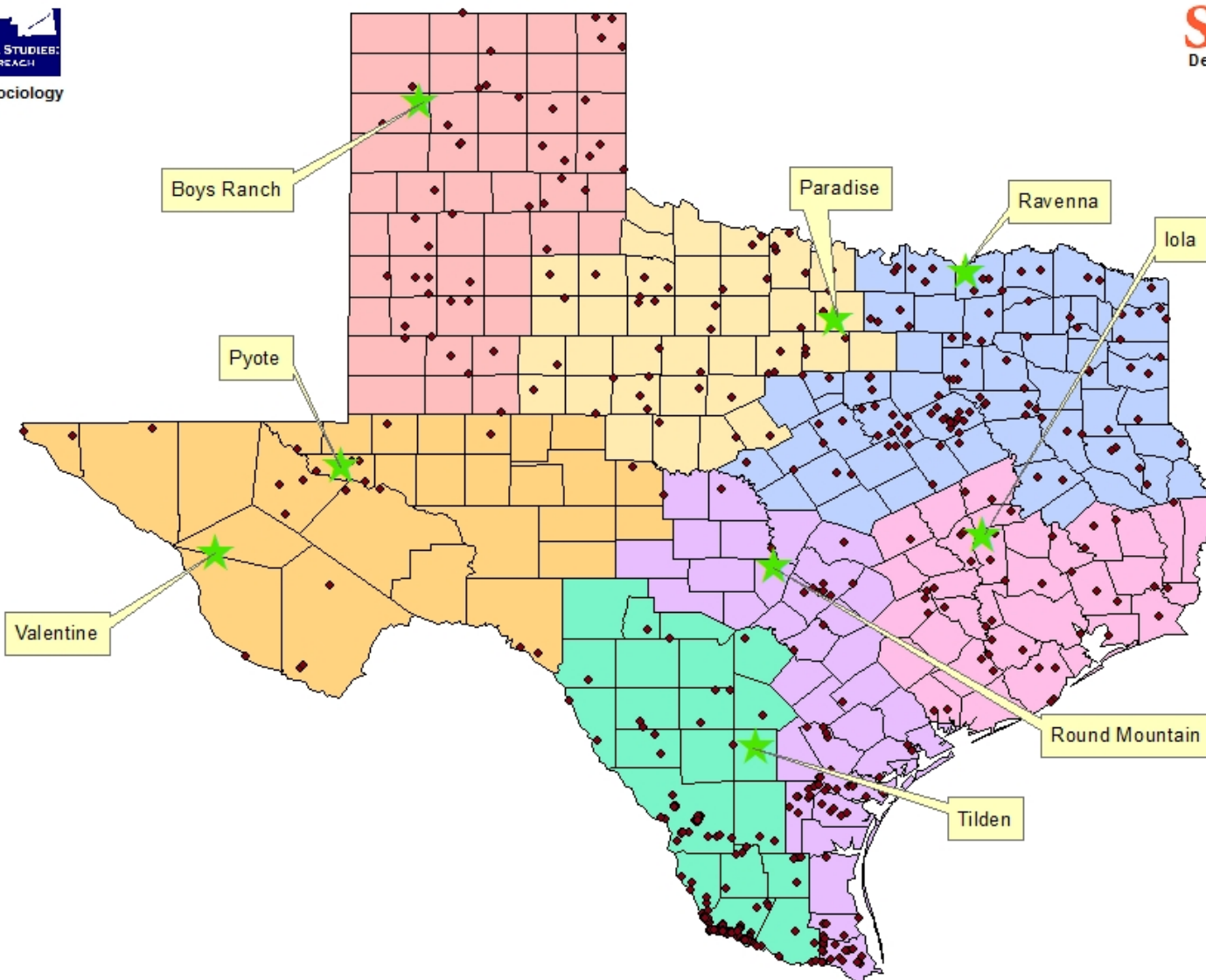
Sampled Places: Less than 499

Place	County	Metro/Nonmetro County	Metro/Micro Statistical Area
Boys Ranch	Oldham	Nonmetro	--
Iola	Grimes	Nonmetro	--
Paradise	Wise	Metro	Dallas-Fort Worth- Arlington Metro
Pyote	Ward	Nonmetro	--
Ravenna	Fannin	Nonmetro	Bonham Micro
Round Mountain	Blanco	Nonmetro	--
Tilden	McMullen	Nonmetro	--
Valentine	Jeff Davis	Nonmetro	--

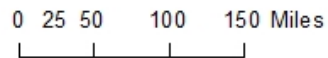
SURVEYED & OTHER TOWNS WITH LESS THAN 499 PEOPLE



Department of Sociology



Towns and TDA Regions					
	Surveyed_Towns		North		South
	Other_Towns		North Central		South Central
			North East		South East
			West		

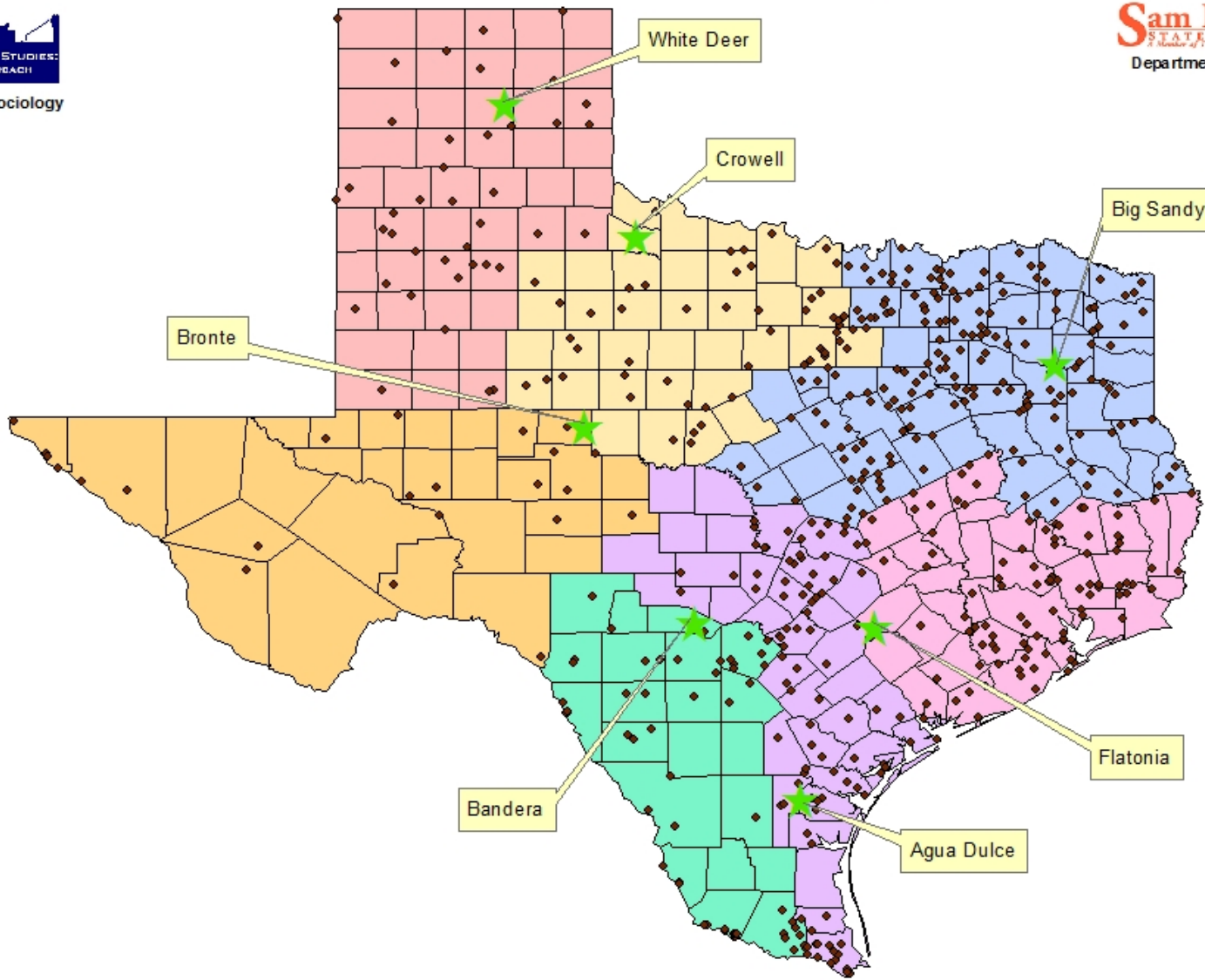


Source : 2010 US Census, Esri
 Creation Date : 1-27-2013
 Created By : Dr. Mark Leipnik & Vijayaprabha Rajendran










Sampled Places: 500 to 1,999

Place	County	Metro/Nonmetro County	Metro/Micro Statistical Area
Auga Dulce	Nueces	Metro	Corpus Christi Metro
Bandera	Bandera	Metro	San Antonio Metro
Big Sandy	Upshur	Metro	Longview Metro
Bronte	Coke	Nonmetro	--
Crowell	Foard	Nonmetro	--
Flatonia	Fayette	Nonmetro	--
White Deer	Carson	Metro	Amarillo Metro

SURVEYED & OTHER TOWNS BETWEEN 500 & 1,999 POPULATION



Towns and TDA Regions

	Surveyed_Towns		North		South		West
	Other_Towns		North Central		South Central		
			North East		South East		



Source : 2010 US Census, Esri
 Creation Date : 1-27-2013
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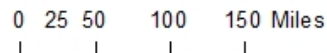
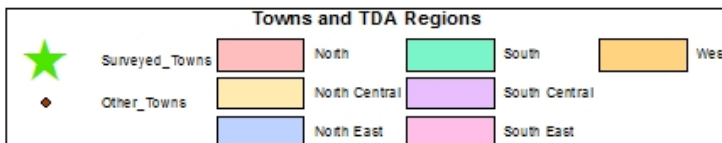
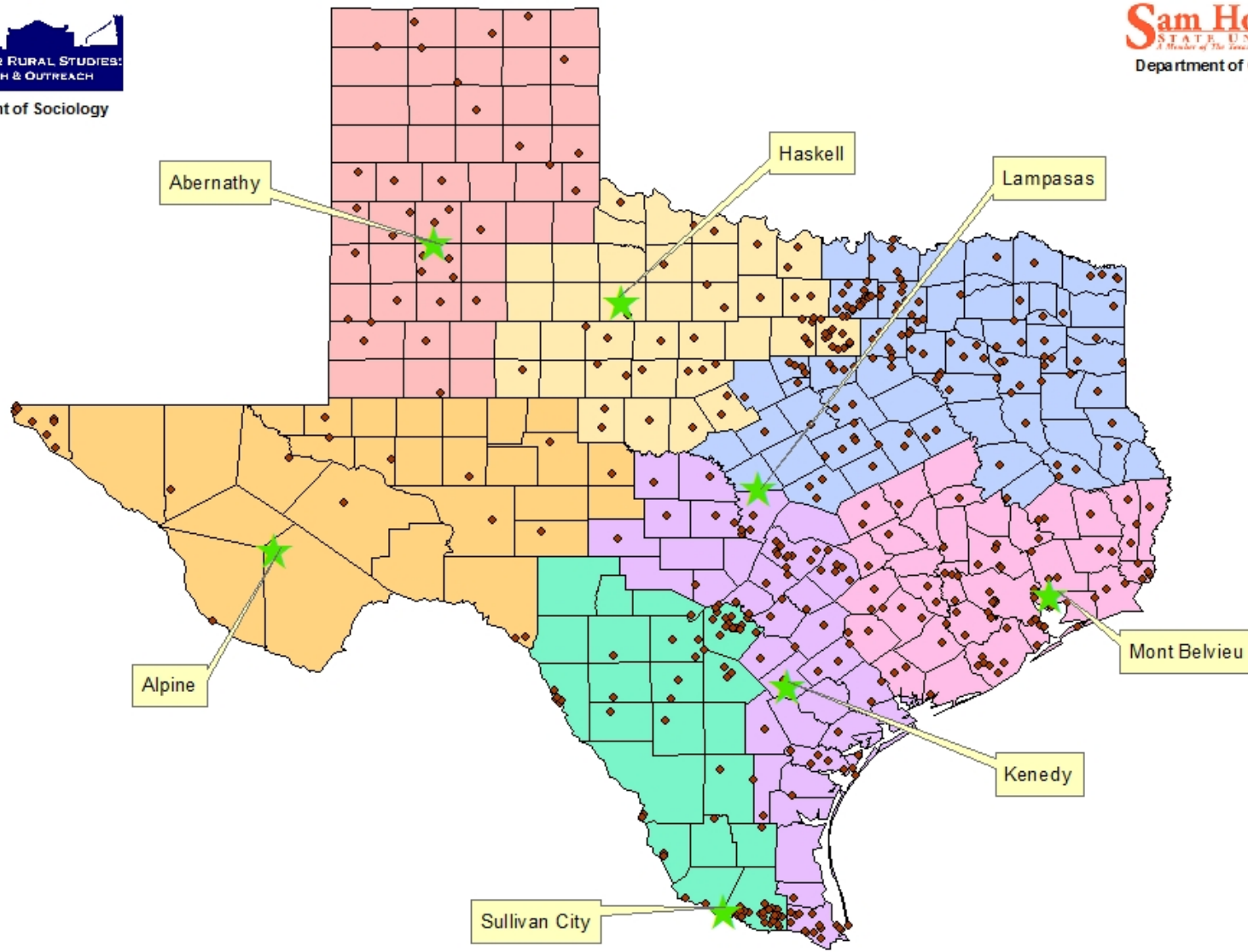
Sampled Places: 2,000 to 10,000

Place	County	Metro/Nonmetro County	Metro/Micro Statistical Area
Abernathy	Hale/Lubbock	Nonmetro/Metro	Plainview Micro/Lubbock Metro
Alpine	Brewster	Nonmetro	--
Haskell	Haskell	Nonmetro	--
Kenedy	Karnes	Nonmetro	--
Lampasas	Lampasas	Metro	Killeen-Temple-Fort Hood Metro
Mont Belview	Liberty/Chambers	Metro/Metro	Houston-Sugar Land-Baytown Metro
Sullivan City	Hidalgo	Metro	McAllen-Edinburg- Mission Metro

SURVEYED & OTHER TOWNS BETWEEN 2,000 & 10,000 POPULATION



Department of Sociology



Source : 2010 US Census, Esri
 Creation Date : 1-27-2013
 Created By : Dr. Mark Leipnik & Vijayaprabha Rajendran

Texas Rural Survey: Data Collection

- Modified tailored design method
- Summer and Fall 2012
 - July – informational contact letter with postcard:
English/Spanish
 - August – initial mailing (cover letter and questionnaire)
 - September and October – follow-up mailings
- Questionnaires mailed to 4,111 residential addresses
 - 13 pages; required approximately 40-50 minutes to complete
- Responses received from 712 individuals

Texas Rural Survey: Content

- ▣ Perceptions of rural and urban living
- ▣ Community issues
- ▣ Economic development strategies and efforts
- ▣ Medical and healthcare services
- ▣ Disasters and risk perceptions
- ▣ Sociodemographics



Texas Rural Survey: Results

- Perceptions of rural and urban living
- Community issues
- Economic development strategies and efforts
- Medical and healthcare services
- Disasters and risk perceptions



Perceptions of Rural and Urban

- Positive images of rurality
- Negative images of rurality
- Perceptions of urban living



POSITIVE IMAGES OF RURALITY

Statement	% Agree	% Undecided	% Disagree
• Rural areas have more peace and quiet than do other areas.	88.4	5.7	5.9
• Rural life brings out the best in people.	78.6	17.0	4.4
• Rural families are more close-knit and enduring than are other families.	73.5	16.1	10.4
• Neighborliness and friendliness are more characteristic of rural communities than other areas.	71.7	13.5	14.8
• Rural communities are the most satisfying of all places to live, work, and play.	71.3	16.6	12.1
• Because rural life is closer to nature, it is more wholesome.	70.2	17.5	12.3
• Life in rural communities is less stressful than life elsewhere.	69.6	14.3	16.1
• There is less crime and violence in rural areas than in other areas.	60.9	16.3	22.8
• Rural people are more likely than other people to accept you as you are.	50.2	24.9	24.9



NEGATIVE IMAGES OF RURALITY

Statement	% Agree	% Undecided	% Disagree
• Rural people are crude and uncultured in their talk, actions, and dress.	5.0	8.1	86.9
• Rural life is monotonous and boring.	9.4	10.5	80.1
• Living in rural areas means doing without the good things in modern society.	15.8	12.1	72.1
• Rural people are suspicious and prejudiced toward anyone not like themselves.	16.7	23.6	59.7
• Rural communities provide few opportunities for the individual to get ahead in life.	26.7	22.5	50.8
• Rural people are close-minded in their thinking.	31.3	20.8	47.9
• Rural communities provide few opportunities for new experiences.	38.2	17.6	44.2



PERCEPTIONS OF URBAN LIVING

Statement	% Agree	% Undecided	% Disagree
• Urban living is complex, fast-paced, and stressful.	73.5	14.0	12.5
• Urban life is too centered on the quest for money and status.	49.7	26.2	24.1
• Urban areas are crowded, dirty, and noisy environments in which to live.	46.2	20.1	33.7
• Urban areas are artificial settings that separate people from nature.	36.2	29.0	34.8
• The relationships among people in urban areas are impersonal and uncaring.	32.4	29.5	38.1
• Crime and violence characterize life in urban Texas.	32.3	28.5	39.2
• Political corruption is a fact of life in urban Texas.	32.2	33.8	34.0

Community Issues

- Length of residence
- Migration
- Quality of life
- Public services and community amenities
 - Applicability
 - Satisfaction with
- Potentially problematic issues



Length of Residence in Community (in Years)

	Population Size		
Overall Sample (<i>n</i> = 683)	Less than 499 (<i>n</i> = 110)	500 to 1,999 (<i>n</i> = 253)	2,000 to 10,000 (<i>n</i> = 320)
26.83	19.82	27.39	28.79



Lived in Community Entire Life (% Yes)

	Population Size		
Overall Sample (n = 680)	Less than 499 (n = 110)	500 to 1,999 (n = 256)	2,000 to 10,000 (n = 314)
13%	6%	16%	13%



WHY RESPONDENTS MOVED INTO THEIR COMMUNITY

	Overall Sample (n = 447)		Population Size					
			Less than 499 (n = 73)		500 to 1,999 (n = 160)		2,000 to 10,000 (n = 214)	
Reasons	Rank	% Yes	Rank	% Yes	Rank	% Yes	Rank	% Yes
• Other	1	36	1	43	1	35	1	35
• To be closer to family/relatives	2 ^T	21	3 ^T	13	3	20	2	25
• To retire	2 ^T	21	2	20	2	28	3	17
• To find a better job/income	4	10	5	12	4 ^T	8	4	12
• Change in spousal/partner relationship	5	9	3 ^T	13	4 ^T	8	6	8
• Job transfer by employer	6	7	6	8	8	5	5	9
• To find more affordable housing	7	6	7	7	6	7	8 ^T	4
• To move into another school district	8	5	8	2	7	6	7	6
• To get an education for self	9	2	9	0	9	0	8 ^T	4

Note: Total percentages exceed 100% due to multiple responses.



Reasons Why Respondents Moved Into Their Community

□ Other

- "To be in a nice community and get out of the city. "
- "To buy land and build a house."
- "Wanted to live in a rural community."
- "To move back to the community I grew up in."
- "Small town atmosphere; and hopefully to not have to live in fear like I had been."
- "I was born and raised in this house and community."
- "To move out of the urban sprawl, return to nature. To create a sustainable natural environment and share it with like-minded persons."
- "To assist elderly parents."
- "To raise a family."
- "Married someone who already lived in that community."
- "For employment after college."
- "To be closer to my job."



WHY RESPONDENTS MIGHT BE MOVING FROM THEIR COMMUNITY

	Overall Sample (n = 81)		Population Size					
			Less than 499 (n = 14)		500 to 1,999 (n = 22)		2,000 to 10,000 (n = 45)	
Reasons	Rank	% Yes	Rank	% Yes	Rank	% Yes	Rank	% Yes
• Other	1	45	1 ^T	36	1	48	1	47
• To be closer to family/relatives	2	30	1 ^T	36	2	32	2	27
• To retire	3 ^T	15	5	7	6 ^T	5	3	22
• To find a better job/income	3 ^T	15	3	29	3	23	5 ^T	7
• Change in spousal/partner relationship	5 ^T	5	4	14	6 ^T	5	7 ^T	2
• To find more affordable housing	5 ^T	5	6 ^T	0	9	0	4	9
• To move into another school district	5 ^T	5	6 ^T	0	4	14	7 ^T	2
• To get an education for self	5 ^T	5	6 ^T	0	6 ^T	5	5 ^T	7
• Job transfer by employer	9	2	6 ^T	0	5	9	9	0

Note: Total percentages exceed 100% due to multiple responses.



Reasons Why Respondents Might Be Moving From Their Community

□ Other

- "To find/access medical help for family member."
- "Better medical facilities; availability of assisted living."
- "To be closer to better medical help."
- "To move closer to family."
- "To eliminate commute to job."

Quality of Life in Community During Length of Residence

	Has Improved	Stayed About the Same	Has Become Worse
Overall Sample (n = 688)	31%	47%	22%
Less than 499 (n = 110)	29%	49%	22%
500 to 1,999 (n = 255)	24%	52%	24%
2,000 to 10,000 (n = 322)	37%	44%	19%

Quality of Life in Community 10 Years From Now

	Better	About the Same	Worse
Overall Sample (n = 673)	26%	47%	27%
Less than 499 (n = 110)	25%	48%	27%
500 to 1,999 (n = 247)	19%	52%	29%
2,000 to 10,000 (n = 316)	31%	44%	25%

Satisfied with the Quality of Life in Community

	Very Satisfied	Somewhat Satisfied	Neither	Somewhat Dissatisfied	Very Dissatisfied
Overall Sample (n = 696)	51%	34%	6%	8%	2%
Less than 499 (n = 113)	62%	27%	3%	8%	0%
500 to 1,999 (n = 258)	44%	37%	6%	10%	3%
2,000 to 10,000 (n = 324)	53%	33%	6%	6%	2%

** $p \leq 0.01$.

PUBLIC SERVICES AND COMMUNITY AMENITIES – APPLICABILITY

Services and Amenities	Overall Sample		Population Size						Sig.
	Rank	% NA	Less than 499		500 to 1,999		2,000 to 10,000		
• Child daycare services	1	47	2	55	1	50	2	43	
• Public transportation	2	45	3	53	3	41	1	45	
• Mental health services	3	42	4	51	2	45	3	36	**
• Nursing home care	4	38	1	58	6	34	4	33	***
• Arts/cultural activities	5	31	6	45	4 ^T	35	5	22	***
• Dental services	6	27	12	36	4 ^T	35	8	18	***
• Senior centers	7	25	5	50	10 ^T	21	6	20	***
• Youth programs	8 ^T	24	9	40	7 ^T	24	7	19	***
• Entertainment	8 ^T	24	7	43	7 ^T	24	9	17	***
• Medical/healthcare services	10	18	13	34	9	23	12 ^T	8	***
• Library services	11	17	10 ^T	39	10 ^T	21	18 ^T	5	***
• Retail shopping	12	16	10 ^T	39	12	19	18 ^T	5	***
• Sewage/waste disposal	13	14	15	26	13	17	12 ^T	8	***

** $p \leq 0.01$; *** $p \leq 0.001$.

Note: % NA refers to percentage of respondents who answered “Not Applicable” for that particular item.

PUBLIC SERVICES AND COMMUNITY AMENITIES – APPLICABILITY

Services and Amenities	Overall Sample		Population Size						Sig.
	Rank	% NA	Less than 499		500 to 1,999		2,000 to 10,000		
	Rank	% NA	Rank	% NA	Rank	% NA	Rank	% NA	
• Water service provider	14	14	14	32	14 ^T	13	12 ^T	8	***
• Community recycling	15 ^T	13	17 ^T	19	14 ^T	13	10	11	
• Parks and recreation	15 ^T	13	8	41	19	9	18 ^T	5	***
• Public schools (K-12)	17	11	17 ^T	19	16	12	16	7	**
• Restaurants	18 ^T	10	16	23	17	11	22 ^T	4	***
• Religious services	18 ^T	10	21	15	20	8	11	9	
• Housing	20 ^T	8	19	17	18	10	22 ^T	4	***
• Internet services	20 ^T	8	22	10	21 ^T	6	12 ^T	8	
• Local government	22	7	20	16	21 ^T	6	18 ^T	5	***
• Cellular phone service	23	5	23 ^T	6	23	4	17	6	
• Streets and roads	24 ^T	2	25	5	24 ^T	2	24 ^T	1	**
• Law enforcement	24 ^T	2	23 ^T	6	24 ^T	2	24 ^T	1	**
• Fire protection	24 ^T	2	26	2	24 ^T	2	24 ^T	1	

** $p \leq 0.01$; *** $p \leq 0.001$.

Note: % NA refers to percentage of respondents who answered “Not Applicable” for that particular item.

PUBLIC SERVICES AND COMMUNITY AMENITIES – APPLICABILITY

Services and Amenities	Overall Sample		Population Size						Sig.
	Rank	% NA	Less than 499		500 to 1,999		2,000 to 10,000		
			Rank	% NA	Rank	% NA	Rank	% NA	
• Child daycare services	1	47	2	55	1	50	2	43	
• Public transportation	2	45	3	53	3	41	1	45	
• Mental health services	3	42	4	51	2	45	3	36	**
• Nursing home care	4	38	1	58	6	34	4	33	***
• Arts/cultural activities	5	31	6	45	4 ^T	35	5	22	***
• Dental services	6	27	12	36	4 ^T	35	8	18	***
• Senior centers	7	25	5	50	10 ^T	21	6	20	***
• Youth programs	8 ^T	24	9	40	7 ^T	24	7	19	***
• Entertainment	8 ^T	24	7	43	7 ^T	24	9	17	***
• Medical/healthcare services	10	18	13	34	9	23	12 ^T	8	***
• Library services	11	17	10 ^T	39	10 ^T	21	18 ^T	5	***
• Retail shopping	12	16	10 ^T	39	12	19	18 ^T	5	***
• Sewage/waste disposal	13	14	15	26	13	17	12 ^T	8	***

** $p \leq 0.01$; *** $p \leq 0.001$.

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PUBLIC SERVICES AND COMMUNITY AMENITIES – APPLICABILITY

Services and Amenities	Overall Sample		Population Size						Sig.
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	Rank	% NA	Rank	% NA	Rank	% NA	Rank	% NA	
• Water service provider	14	14	14	32	14 ^T	13	12 ^T	8	***
• Community recycling	15 ^T	13	17 ^T	19	14 ^T	13	10	11	
• Parks and recreation	15 ^T	13	8	41	19	9	18 ^T	5	***
• Public schools (K-12)	17	11	17 ^T	19	16	12	16	7	**
• Restaurants	18 ^T	10	16	23	17	11	22 ^T	4	***
• Religious services	18 ^T	10	21	15	20	8	11	9	
• Housing	20 ^T	8	19	17	18	10	22 ^T	4	***
• Internet services	20 ^T	8	22	10	21 ^T	6	12 ^T	8	
• Local government	22	7	20	16	21 ^T	6	18 ^T	5	***
• Cellular phone service	23	5	23 ^T	6	23	4	17	6	
• Streets and roads	24 ^T	2	25	5	24 ^T	2	24 ^T	1	**
• Law enforcement	24 ^T	2	23 ^T	6	24 ^T	2	24 ^T	1	**
• Fire protection	24 ^T	2	26	2	24 ^T	2	24 ^T	1	

** $p \leq 0.01$; *** $p \leq 0.001$.

Note: % NA refers to percentage of respondents who answered “Not Applicable” for that particular item.

PUBLIC SERVICES AND COMMUNITY AMENITIES – SATISFACTION WITH

Services and Amenities	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	
• Religious services	1	0.59	3	0.37	1	0.63	1 ^T	0.62	**
• Fire protection	2	0.57	2	0.40	2	0.59	1 ^T	0.62	
• Public schools (K-12)	3	0.51	1	0.44	3	0.52	4	0.52	
• Library services	4	0.50	9	0.20	4	0.42	3	0.60	***
• Water service provider	5	0.39	4	0.32	5	0.37	6	0.41	
• Sewage/waste disposal	6 ^T	0.32	6	0.29	7	0.33	9	0.32	
• Parks and recreation	6 ^T	0.32	19	-0.08	10	0.24	5	0.46	***
• Law enforcement	8	0.31	5	0.30	11	0.22	7	0.38	
• Senior centers	9	0.27	24	-0.15	6	0.34	11	0.30	***
• Cellular phone service	10	0.24	16 ^T	-0.02	9	0.27	10	0.31	***
• Medical/healthcare services	11	0.23	15	0.01	13	0.14	8	0.34	**
• Housing	12	0.19	7 ^T	0.23	14	0.11	14	0.23	
• Internet services	13	0.16	13 ^T	0.02	16	0.06	12 ^T	0.29	**

** $p \leq 0.01$; *** $p \leq 0.001$.

Coding: -1 = Dissatisfied (very/somewhat); 0 = Neither; 1 = Satisfied (very/somewhat).

PUBLIC SERVICES AND COMMUNITY AMENITIES – SATISFACTION WITH

Services and Amenities	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	
• Dental services	14	0.14	7 ^T	0.23	21	-0.14	12 ^T	0.29	***
• Nursing home care	15 ^T	0.12	18	-0.04	8	0.30	20 ^T	0.01	***
• Youth programs	15 ^T	0.12	10	0.13	12	0.15	17	0.09	
• Local government	17	0.11	11	0.11	15	0.10	16	0.12	
• Child daycare services	18	0.03	22 ^T	-0.12	19 ^T	-0.09	15	0.15	**
• Restaurants	19	0.02	13 ^T	0.02	17	0.04	20 ^T	0.01	
• Community recycling	20	0.00	21	-0.10	18	-0.04	18	0.06	
• Mental health services	21	-0.06	16 ^T	-0.02	22	-0.16	22	-0.01	*
• Streets and roads	22	-0.08	12	0.08	19 ^T	-0.09	24	-0.12	
• Arts/cultural activities	23	-0.10	22 ^T	-0.12	25	-0.27	19	0.02	**
• Retail shopping	24	-0.15	25	-0.17	24	-0.22	23	-0.09	
• Entertainment	25	-0.24	20	-0.09	26	-0.32	25	-0.22	
• Public transportation	26	-0.27	26	-0.42	23	-0.21	26	-0.28	

* $p \leq 0.05$; ** $p \leq 0.01$; *** $p \leq 0.001$.

Coding: -1 = Dissatisfied (very/somewhat); 0 = Neither; 1 = Satisfied (very/somewhat).

PUBLIC SERVICES AND COMMUNITY AMENITIES – SATISFACTION WITH

Services and Amenities	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
			Rank	Mean	Rank	Mean	Rank	Mean	
• Religious services	1	0.59	3	0.37	1	0.63	1 ^T	0.62	**
• Fire protection	2	0.57	2	0.40	2	0.59	1 ^T	0.62	
• Public schools (K-12)	3	0.51	1	0.44	3	0.52	4	0.52	
• Library services	4	0.50	9	0.20	4	0.42	3	0.60	***
• Water service provider	5	0.39	4	0.32	5	0.37	6	0.41	
• Sewage/waste disposal	6 ^T	0.32	6	0.29	7	0.33	9	0.32	
• Parks and recreation	6 ^T	0.32	19	-0.08	10	0.24	5	0.46	***
• Law enforcement	8	0.31	5	0.30	11	0.22	7	0.38	
• Senior centers	9	0.27	24	-0.15	6	0.34	11	0.30	***
• Cellular phone service	10	0.24	16 ^T	-0.02	9	0.27	10	0.31	***
• Medical/healthcare services	11	0.23	15	0.01	13	0.14	8	0.34	**
• Housing	12	0.19	7 ^T	0.23	14	0.11	14	0.23	
• Internet services	13	0.16	13 ^T	0.02	16	0.06	12 ^T	0.29	**

** $p \leq 0.01$; *** $p \leq 0.001$.

Coding: -1 = Dissatisfied (very/somewhat); 0 = Neither; 1 = Satisfied (very/somewhat).

PUBLIC SERVICES AND COMMUNITY AMENITIES – SATISFACTION WITH

Services and Amenities	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
			Rank	Mean	Rank	Mean	Rank	Mean	
• Dental services	14	0.14	7 ^T	0.23	21	-0.14	12 ^T	0.29	***
• Nursing home care	15 ^T	0.12	18	-0.04	8	0.30	20 ^T	0.01	***
• Youth programs	15 ^T	0.12	10	0.13	12	0.15	17	0.09	
• Local government	17	0.11	11	0.11	15	0.10	16	0.12	
• Child daycare services	18	0.03	22 ^T	-0.12	19 ^T	-0.09	15	0.15	**
• Restaurants	19	0.02	13 ^T	0.02	17	0.04	20 ^T	0.01	
• Community recycling	20	0.00	21	-0.10	18	-0.04	18	0.06	
• Mental health services	21	-0.06	16 ^T	-0.02	22	-0.16	22	-0.01	*
• Streets and roads	22	-0.08	12	0.08	19 ^T	-0.09	24	-0.12	
• Arts/cultural activities	23	-0.10	22 ^T	-0.12	25	-0.27	19	0.02	**
• Retail shopping	24	-0.15	25	-0.17	24	-0.22	23	-0.09	
• Entertainment	25	-0.24	20	-0.09	26	-0.32	25	-0.22	
• Public transportation	26	-0.27	26	-0.42	23	-0.21	26	-0.28	

* $p \leq 0.05$; ** $p \leq 0.01$; *** $p \leq 0.001$.

Coding: -1 = Dissatisfied (very/somewhat); 0 = Neither; 1 = Satisfied (very/somewhat).

ISSUES IN RESPONDENTS' COMMUNITIES – MOST SERIOUS

Issues	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
			Rank	Mean	Rank	Mean	Rank	Mean	
• Use of illegal drugs	1	3.10	3	2.78	4	3.08	1	3.21	***
• Availability of good jobs	2	3.07	1	2.99	1	3.35	2	2.89	***
• Public transportation	3	2.82	2	2.84	6	2.86	4	2.79	
• Lack of commercial development	4	2.78	7	2.59	2	3.14	6	2.58	***
• Poverty	5	2.77	4	2.72	8 ^T	2.80	5	2.76	
• Lack of industrial development	6	2.74	11	2.47	3	3.12	8	2.54	***
• Conditions of streets and roads	7	2.72	12	2.45	11 ^T	2.72	3	2.82	**
• Recruitment/retention of health care professionals	8	2.68	6	2.60	5	2.93	9	2.52	***
• Outmigration of youth	9	2.65	10	2.48	7	2.84	7	2.55	**
• Increased aging of the population	10	2.54	14	2.35	10	2.73	10 ^T	2.45	**
• Availability of medical and healthcare services	11	2.50	5	2.68	8 ^T	2.80	18 ^T	2.23	***
• Affordable housing	12	2.47	17	2.27	13	2.56	10 ^T	2.45	

** $p \leq 0.01$; *** $p \leq 0.001$.

Coding: 1= No Problem at All; 4 = Serious Problem.

ISSUES IN RESPONDENTS' COMMUNITIES – SERIOUS

Issues	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
			Rank	Mean	Rank	Mean	Rank	Mean	
• Effectiveness of city government	13	2.44	15	2.33	15	2.51	12	2.42	
• Enforcement of zoning regulations	14	2.40	16	2.32	16	2.50	14 ^T	2.34	
• Lack of residential development	15	2.36	18	2.25	11 ^T	2.72	21	2.12	***
• Crime	16	2.34	19	2.22	20	2.32	13	2.39	
• Quality of medical and healthcare services	17	2.33	8	2.52	14	2.54	20	2.14	***
• High Property tax rates	18	2.32	21	2.10	17	2.39	14 ^T	2.34	
• Absence of zoning regulations	19	2.31	13	2.41	18	2.37	18 ^T	2.23	
• Effectiveness of county government	20	2.27	20	2.18	21	2.28	16	2.30	
• Respect for law and order	21 ^T	2.24	23	2.05	22	2.27	17	2.29	
• Availability of high-speed internet services	21 ^T	2.24	9	2.50	19	2.35	22	2.06	***
• Recruitment/retention of public school teachers	23	2.03	26	1.91	23	2.22	25	1.93	**

** $p \leq 0.01$; *** $p \leq 0.001$.

Coding: 1= No Problem at All; 4 = Serious Problem.

ISSUES IN RESPONDENTS' COMMUNITIES – LESS SERIOUS

Issues	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	
• Disagreements among local residents	24	2.02	27	1.89	25	2.05	23	2.05	
• Public water supply	25	2.01	29	1.85	24	2.10	24	1.99	
• Local police protection	26	1.88	28	1.88	26	1.97	26 ^T	1.82	
• Preservation of natural environment	27	1.86	24	1.99	28	1.87	26 ^T	1.82	
• Ambulance services	28	1.79	22	2.08	27	1.90	34	1.62	***
• Sewage collection/disposal	29	1.78	30	1.83	29 ^T	1.83	30	1.74	
• Garbage collection/disposal	30	1.75	31	1.80	29 ^T	1.83	33	1.67	
• Quality of local schools	31	1.74	34	1.65	31	1.80	31 ^T	1.73	
• Noise pollution	32 ^T	1.72	33	1.71	34	1.59	28	1.82	*
• Water pollution	32 ^T	1.72	32	1.75	33	1.68	31 ^T	1.73	
• Fire protection services	34	1.71	25	1.93	32	1.72	35	1.61	**
• Air pollution	35	1.65	35	1.63	35	1.49	29	1.77	*

* $p \leq 0.05$; ** $p \leq 0.01$; *** $p \leq 0.001$.

Coding: 1 = No Problem at All; 4 = Serious Problem.

ISSUES IN RESPONDENTS' COMMUNITIES – MOST SERIOUS

Issues	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
			Rank	Mean	Rank	Mean	Rank	Mean	
• Use of illegal drugs	1	3.10	3	2.78	4	3.08	1	3.21	***
• Availability of good jobs	2	3.07	1	2.99	1	3.35	2	2.89	***
• Public transportation	3	2.82	2	2.84	6	2.86	4	2.79	
• Lack of commercial development	4	2.78	7	2.59	2	3.14	6	2.58	***
• Poverty	5	2.77	4	2.72	8 ^T	2.80	5	2.76	
• Lack of industrial development	6	2.74	11	2.47	3	3.12	8	2.54	***
• Conditions of streets and roads	7	2.72	12	2.45	11 ^T	2.72	3	2.82	**
• Recruitment/retention of health care professionals	8	2.68	6	2.60	5	2.93	9	2.52	***
• Outmigration of youth	9	2.65	10	2.48	7	2.84	7	2.55	**
• Increased aging of the population	10	2.54	14	2.35	10	2.73	10 ^T	2.45	**
• Availability of medical and healthcare services	11	2.50	5	2.68	8 ^T	2.80	18 ^T	2.23	***
• Affordable housing	12	2.47	17	2.27	13	2.56	10 ^T	2.45	

** $p \leq 0.01$; *** $p \leq 0.001$.

Coding: 1= No Problem at All; 4 = Serious Problem.

ISSUES IN RESPONDENTS' COMMUNITIES – SERIOUS

Issues	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
			Rank	Mean	Rank	Mean	Rank	Mean	
• Effectiveness of city government	13	2.44	15	2.33	15	2.51	12	2.42	
• Enforcement of zoning regulations	14	2.40	16	2.32	16	2.50	14 ^T	2.34	
• Lack of residential development	15	2.36	18	2.25	11 ^T	2.72	21	2.12	***
• Crime	16	2.34	19	2.22	20	2.32	13	2.39	
• Quality of medical and healthcare services	17	2.33	8	2.52	14	2.54	20	2.14	***
• High Property tax rates	18	2.32	21	2.10	17	2.39	14 ^T	2.34	
• Absence of zoning regulations	19	2.31	13	2.41	18	2.37	18 ^T	2.23	
• Effectiveness of county government	20	2.27	20	2.18	21	2.28	16	2.30	
• Respect for law and order	21 ^T	2.24	23	2.05	22	2.27	17	2.29	
• Availability of high-speed internet services	21 ^T	2.24	9	2.50	19	2.35	22	2.06	***
• Recruitment/retention of public school teachers	23	2.03	26	1.91	23	2.22	25	1.93	**

** $p \leq 0.01$; *** $p \leq 0.001$.

Coding: 1= No Problem at All; 4 = Serious Problem.

ISSUES IN RESPONDENTS' COMMUNITIES – LESS SERIOUS

Issues	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
			Rank	Mean	Rank	Mean	Rank	Mean	
• Disagreements among local residents	24	2.02	27	1.89	25	2.05	23	2.05	
• Public water supply	25	2.01	29	1.85	24	2.10	24	1.99	
• Local police protection	26	1.88	28	1.88	26	1.97	26 ^T	1.82	
• Preservation of natural environment	27	1.86	24	1.99	28	1.87	26 ^T	1.82	
• Ambulance services	28	1.79	22	2.08	27	1.90	34	1.62	***
• Sewage collection/disposal	29	1.78	30	1.83	29 ^T	1.83	30	1.74	
• Garbage collection/disposal	30	1.75	31	1.80	29 ^T	1.83	33	1.67	
• Quality of local schools	31	1.74	34	1.65	31	1.80	31 ^T	1.73	
• Noise pollution	32 ^T	1.72	33	1.71	34	1.59	28	1.82	*
• Water pollution	32 ^T	1.72	32	1.75	33	1.68	31 ^T	1.73	
• Fire protection services	34	1.71	25	1.93	32	1.72	35	1.61	**
• Air pollution	35	1.65	35	1.63	35	1.49	29	1.77	*

* $p \leq 0.05$; ** $p \leq 0.01$; *** $p \leq 0.001$.

Coding: 1 = No Problem at All; 4 = Serious Problem.



Economic Development Strategies and Efforts

- Knowledge of community leaders pursuing selected economic development strategies
- Actual/perceived results from leaders pursuing selected economic development strategies
- Support for selected economic development efforts
 - General population
 - Community leaders

KNOWLEDGE OF COMMUNITY LEADERSHIP PURSUING ECONOMIC DEVELOPMENT STRATEGIES

Overall Sample

Economic Development Strategies	% Yes	% No	% Don't Know
• Promoted tourism in your community	43.8	27.8	28.4
• Improved access to high-speed internet in your community	34.1	33.9	32.0
• Developed and/or promoted a continuing education program in your community	33.1	34.3	32.6
• Provided tax incentives to companies to locate in your community	23.6	27.2	49.2
• Developed and/or promoted distance learning opportunities in your community	23.3	33.7	43.0
• Promoted development of wind energy	22.8	40.5	36.7
• Developed and/or promoted industrial parks in your community	20.6	45.6	33.8

KNOWLEDGE OF COMMUNITY LEADERSHIP PURSUING ECONOMIC DEVELOPMENT STRATEGIES

Overall Sample

Economic Development Strategies	% Yes	% No	% Don't Know
• Provided loans to small businesses and entrepreneurs in your community	19.5	31.3	49.2
• Developed and/or promoted retail shopping centers in your community	17.1	56.9	26.0
• Developed and/or promoted a youth entrepreneurship program in your local school(s)	16.7	35.7	47.6
• Provided land or other incentives to bring new residents to the community	15.5	47.5	37.0
• Provided training or technical assistance to small businesses and entrepreneurs in your community	13.2	35.3	51.5
• Promoted development of bioenergy resources	5.1	43.6	51.3

KNOWLEDGE OF COMMUNITY LEADERSHIP PURSUING ECONOMIC DEVELOPMENT STRATEGIES

Less than 499

Economic Development Strategies	% Yes	% No	% Don't Know
• Promoted tourism in your community	24.8	32.4	42.8
• Improved access to high-speed internet in your community	23.6	34.0	42.4
• Developed and/or promoted a youth entrepreneurship program in your local school(s)	18.1	31.4	50.5
• Developed and/or promoted a continuing education program in your community	17.0	35.8	47.2
• Provided tax incentives to companies to locate in your community	13.2	31.1	55.7
• Developed and/or promoted industrial parks in your community	13.2	39.6	47.2
• Provided land or other incentives to bring new residents to the community	12.3	43.4	44.3

KNOWLEDGE OF COMMUNITY LEADERSHIP PURSUING ECONOMIC DEVELOPMENT STRATEGIES

Less than 499

Economic Development Strategies	% Yes	% No	% Don't Know
• Developed and/or promoted distance learning opportunities in your community	11.4	36.2	52.4
• Developed and/or promoted retail shopping centers in your community	9.4	51.9	38.7
• Promoted development of wind energy	8.5	41.5	50.0
• Provided loans to small businesses and entrepreneurs in your community	5.7	33.0	61.3
• Promoted development of bioenergy resources	3.8	35.2	61.0
• Provided training or technical assistance to small businesses and entrepreneurs in your community	3.8	34.9	61.3

KNOWLEDGE OF COMMUNITY LEADERSHIP PURSUING ECONOMIC DEVELOPMENT STRATEGIES

500 to 1,999

Economic Development Strategies	% Yes	% No	% Don't Know
• Promoted tourism in your community	47.8	28.6	23.6
• Promoted development of wind energy	33.5	39.2	27.3
• Improved access to high-speed internet in your community	30.3	43.9	25.8
• Developed and/or promoted a continuing education program in your community	24.7	47.7	27.6
• Provided loans to small businesses and entrepreneurs in your community	18.9	40.3	40.8
• Developed and/or promoted distance learning opportunities in your community	18.5	44.4	37.1
• Provided tax incentives to companies to locate in your community	18.4	37.3	44.3

KNOWLEDGE OF COMMUNITY LEADERSHIP PURSUING ECONOMIC DEVELOPMENT STRATEGIES

500 to 1,999

Economic Development Strategies	% Yes	% No	% Don't Know
• Developed and/or promoted a youth entrepreneurship program in your local school(s)	16.7	42.9	40.4
• Developed and/or promoted industrial parks in your community	14.0	55.6	30.4
• Developed and/or promoted retail shopping centers in your community	12.3	66.3	21.4
• Provided land or other incentives to bring new residents to the community	10.7	58.2	31.1
• Promoted development of bioenergy resources	6.1	48.8	45.1
• Provided training or technical assistance to small businesses and entrepreneurs in your community	6.1	48.4	45.5

KNOWLEDGE OF COMMUNITY LEADERSHIP PURSUING ECONOMIC DEVELOPMENT STRATEGIES

2,000 to 10,000

Economic Development Strategies	% Yes	% No	% Don't Know
• Promoted tourism in your community	46.9	25.8	27.3
• Developed and/or promoted a continuing education program in your community	44.5	23.7	31.8
• Improved access to high-speed internet in your community	40.6	26.0	33.4
• Provided tax incentives to companies to locate in your community	30.7	18.2	51.1
• Developed and/or promoted distance learning opportunities in your community	30.7	24.7	44.6
• Developed and/or promoted industrial parks in your community	28.0	40.1	31.9
• Provided loans to small businesses and entrepreneurs in your community	24.5	23.9	51.6

KNOWLEDGE OF COMMUNITY LEADERSHIP PURSUING ECONOMIC DEVELOPMENT STRATEGIES

2,000 to 10,000

Economic Development Strategies	% Yes	% No	% Don't Know
<ul style="list-style-type: none"> • Developed and/or promoted retail shopping centers in your community 	23.1	51.7	25.2
<ul style="list-style-type: none"> • Provided training or technical assistance to small businesses and entrepreneurs in your community 	21.8	25.5	52.7
<ul style="list-style-type: none"> • Provided land or other incentives to bring new residents to the community 	19.9	40.8	39.3
<ul style="list-style-type: none"> • Promoted development of wind energy 	19.4	41.4	39.2
<ul style="list-style-type: none"> • Developed and/or promoted a youth entrepreneurship program in your local school(s) 	16.3	31.7	52.0
<ul style="list-style-type: none"> • Promoted development of bioenergy resources 	4.7	42.6	52.7

EFFECT ON COMMUNITY – PURSUING ECONOMIC DEVELOPMENT STRATEGIES

Issues	Overall Sample		Population Size						Sig.
			Less than 499		500 to 1,999		2,000 to 10,000		
	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	
• Improving access to high-speed internet in your community	1	0.58	1	0.57	1	0.57	1 ^T	0.60	
• Developing and/or promoting a continuing education program in your community	2	0.52	4	0.36	3 ^T	0.48	1 ^T	0.60	**
• Developing and/or promoting a youth entrepreneurship program in your local school(s)	3	0.51	2	0.45	2	0.52	4	0.52	
• Developing and/or promoting distance learning opportunities in your community	4	0.44	3	0.37	9	0.37	3	0.53	**
• Providing loans to small businesses and entrepreneurs in your community	5 ^T	0.43	5	0.29	5	0.41	5	0.49	*
• Promoting tourism in your community	5 ^T	0.43	10	0.20	3 ^T	0.48	6	0.47	**
• Providing training or technical assistance to small businesses and entrepreneurs in your community	7	0.41	6	0.28	6	0.40	7	0.46	

* $p \leq 0.05$; ** $p \leq 0.01$.

Coding: -1 = Negative Effect (very/somewhat); 0 = Neither; 1 = Positive Effect (very/somewhat).



EFFECT ON COMMUNITY – PURSUING ECONOMIC DEVELOPMENT STRATEGIES

Issues	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
			Rank	Mean	Rank	Mean	Rank	Mean	
• Developing and/or promoting retail shopping centers in your community	8	0.40	8	0.24	7 ^T	0.39	8	0.45	*
• Providing tax incentives to companies to locate in your community	9	0.34	13	0.07	7 ^T	0.39	9	0.38	***
• Promoting development of wind energy	10	0.32	7	0.25	10	0.36	10	0.31	
• Providing land or other incentives to bring new residents to the community	11	0.27	11	0.16	11	0.29	11	0.30	
• Developing and/or promoting industrial parks in your community	12	0.23	12	0.12	12	0.26	12	0.24	
• Promoting development of bioenergy resources	13	0.20	9	0.21	13	0.21	13	0.20	

* $p \leq 0.05$; *** $p \leq 0.001$.

Coding: -1 = Negative Effect (very/somewhat); 0 = Neither; 1 = Positive Effect (very/somewhat).

EFFECT ON COMMUNITY – PURSUING ECONOMIC DEVELOPMENT STRATEGIES

Issues	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
			Rank	Mean	Rank	Mean	Rank	Mean	
• Improving access to high-speed internet in your community	1	0.58	1	0.57	1	0.57	1 ^T	0.60	
• Developing and/or promoting a continuing education program in your community	2	0.52	4	0.36	3 ^T	0.48	1 ^T	0.60	**
• Developing and/or promoting a youth entrepreneurship program in your local school(s)	3	0.51	2	0.45	2	0.52	4	0.52	
• Developing and/or promoting distance learning opportunities in your community	4	0.44	3	0.37	9	0.37	3	0.53	**
• Providing loans to small businesses and entrepreneurs in your community	5 ^T	0.43	5	0.29	5	0.41	5	0.49	*
• Promoting tourism in your community	5 ^T	0.43	10	0.20	3 ^T	0.48	6	0.47	**
• Providing training or technical assistance to small businesses and entrepreneurs in your community	7	0.41	6	0.28	6	0.40	7	0.46	

* $p \leq 0.05$; ** $p \leq 0.01$.

Coding: -1 = Negative Effect (very/somewhat); 0 = Neither; 1 = Positive Effect (very/somewhat).



EFFECT ON COMMUNITY – PURSUING ECONOMIC DEVELOPMENT STRATEGIES

Issues	Overall Sample		Population Size						Sig.
	Rank	Mean	Less than 499		500 to 1,999		2,000 to 10,000		
			Rank	Mean	Rank	Mean	Rank	Mean	
• Developing and/or promoting retail shopping centers in your community	8	0.40	8	0.24	7 ^T	0.39	8	0.45	*
• Providing tax incentives to companies to locate in your community	9	0.34	13	0.07	7 ^T	0.39	9	0.38	***
• Promoting development of wind energy	10	0.32	7	0.25	10	0.36	10	0.31	
• Providing land or other incentives to bring new residents to the community	11	0.27	11	0.16	11	0.29	11	0.30	
• Developing and/or promoting industrial parks in your community	12	0.23	12	0.12	12	0.26	12	0.24	
• Promoting development of bioenergy resources	13	0.20	9	0.21	13	0.21	13	0.20	

* $p \leq 0.05$; *** $p \leq 0.001$.

Coding: -1 = Negative Effect (very/somewhat); 0 = Neither; 1 = Positive Effect (very/somewhat).

ECONOMIC DEVELOPMENT OPTIONS FOR RURAL TEXAS — RESIDENTS

	Overall Sample		Population Size					
			Less than 499		500 to 1,999		2,000 to 10,000	
Economic Development Options	Rank	% HP	Rank	% HP	Rank	% HP	Rank	% HP
• Promote Texas oil and natural gas development	1	67.5	2	59.6	1	70.8	1	67.6
• Promote Texas agricultural products	2	66.9	1	61.0	2	70.4	2	66.1
• Promote the development of small businesses	3	58.9	4	46.4	3	59.4	3	62.4
• Promote the development of telecommunication networks	4	50.0	3	53.2	4	45.5	4	52.2
• Promote tourism	5	44.3	6	37.8	6	43.2	5	47.1
• Promote the location of manufacturing firms	6 ^T	42.0	8	29.2	5	45.2	7	43.7
• Promote the expansion of existing industries	6 ^T	42.0	7	30.9	7	43.1	6	44.8
• Promote Texas timber and wood by-products	8	37.8	5	38.7	8	41.0	9	34.8
• Promote the development of retail shopping centers	9	30.6	9	23.7	10	24.9	8	36.9
• Promote the development of industrial parks	10	30.2	10	22.9	9	32.1	10	31.1

Note: % HP refers to percentage of respondents who answered “High Priority” for that particular item.

ECONOMIC DEVELOPMENT OPTIONS FOR RURAL TEXAS — LEADERS

	Overall Sample		Population Size			
			Less than 10,000		Greater than 10,000	
Economic Development Options	Rank	% HP	Rank	% HP	Rank	% HP
Promote tourism	1	72.8	3	74.4	1	71.1
Promote the development of small businesses	2	72.7	1	81.3	6	64.3
Promote the development of telecommunication networks	3	72.2	2	77.2	3	68.3
Promote Texas agricultural products	4	68.7	4	69.6	4	67.5
Promote the expansion of existing industries	5	68.3	5	68.8	2	68.7
Promote the location of manufacturing firms	6	63.0	7	58.8	5	66.7
Promote Texas oil and natural gas development	7	62.6	6	64.6	7	60.2
Promote Texas timber and wood by-products	8	53.1	8	53.2	8	52.5
Promote the development of industrial parks	9	46.6	9	46.8	9	45.8
Promote the development of retail shopping centers	10	27.5	10	30.0	10	25.3

Note: % HP refers to percentage of respondents who answered "High Priority" for that particular item.



Medical and Healthcare Services



Texas Health Ranking

- 40th in Overall Health
- 25th in Health Outcomes
- 45th in Health Determinants
 - ▣ 48th in Infectious Disease Incidence
 - ▣ 40th in Obesity
 - ▣ 33rd in Diabetes
- ▣ 50th in Lack of Health Insurance
- ▣ 43rd in Primary Care Physician
- ▣ 38th in Public Health Funding



Health Disparities

- Geographic location
 - ▣ Metro vs. Nonmetro
 - ▣ Health Service Regions

- Social Groups
 - ▣ Race
 - ▣ Income

Data from Texas Department Of State Health Services



Age-Adjusted Death Rates by Cause

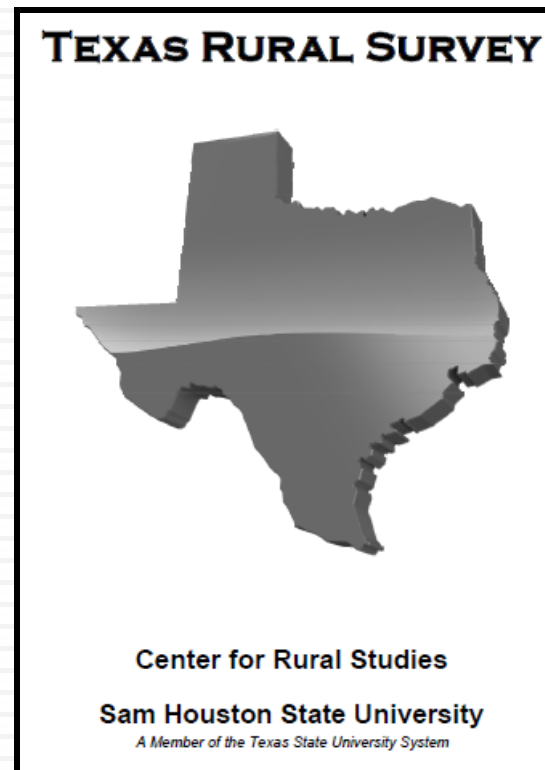
			Nonmetro Counties		
	Texas (n=254)	Metro Counties (n=77)	Total (n=177)	Micropolitan (n=45)	Noncore (n=132)
Deaths from All Causes Rate	808.8	800.7	862.5	879.6	849.7
Cardiovascular Disease Death Rate	265.3	261.9	283.6	292.7	275.8
Heart Disease Death Rate	194.3	190.6	213.6	215.9	211.6
Stroke Death Rate	49.4	48.7	52.3	59.4	46
All Cancer Death Rate	172.4	171.4	179.6	179.9	179.7
Lung Cancer Death Rate	47.0	45.9	52.4	52.8	52.1
Female Breast Cancer Death Rate	22.3	22.7	20.5	20.3	20.8
Chronic Lower Respiratory Disease Death Rate	45.8	44.3	52.6	53.7	51.6
Diabetes Death Rate	25.4	25.2	26.7	28.6	25.2
Infant Death Rate	6.1	6.1	6.3	5.9	6.8
Fetal Death Rate	5.6	5.7	5.2	5.2	5.1
Unintentional Injury Rate	42.2	40.4	56.3	50.9	62.7
Motor Vehicle Injury Rate	15.8	14.0	28.3	24.5	32.8
Homicide Rate	6.1	6.3	4.9	5.3	4.4
Suicide Rate	10.5	10.3	12.4	11.7	13.3

Health Care Resources

		Nonmetro Counties			
	Texas (n=254)	Metro Counties (n=77)	Total (n=177)	Micropolitan (n=45)	Noncore (n=132)
Hospital Resources					
Acute Care Hospitals (per county)	2.2	5.2	0.9	1.1	0.8
Acute Care Hospitals (number)	553	401	152	51	101
For-Profit Hospitals (number)	279	252	27	14	13
Non-Profit Hospitals (number)	151	112	39	17	22
Public Hospitals (number)	123	37	86	20	66
Psychiatric Hospitals (number)	43	38	5	5	0
Health Insurance					
≤ 18 Years, No Health Insurance	19.5%	19.6%	18.7%	17.9%	19.7%
< 65 Years, No Health Insurance	26.8%	26.8%	26.7%	26.4%	27.1%

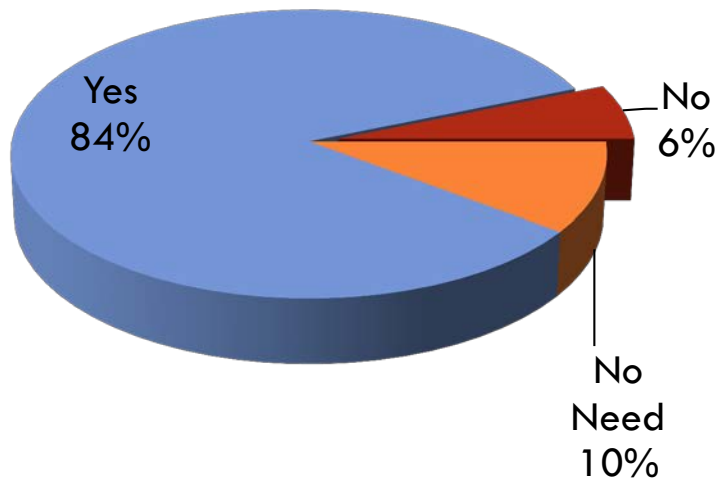


Texas Rural Survey



Access to Health Care

Able to Get Health Care Services Within Past 12 Months



Reasons For Not Getting Health Care	%
Cost too Much	56.1
No insurance	51.2
Do not have a good doctor in my community	14.6
No transportation	9.8
Too far to travel to doctor's office or clinic	7.3
Clinic/doctor's office was not open when I could get there	7.3
Could not get an appointment	7.3
Did not know a good doctor or clinic to go to	7.3
Would have had to wait too long in the doctor's office	4.9
Could not get off work	2.4

Health Care Provider

Health Care Provider Within/Outside Community				
		Population Size		
	Overall Sample	Less than 499	500 to 1,999	2,000 to 10,000
Within community	38.7%	20.2%	24.8%	55.2%
Outside community	61.3%	79.8%	75.2%	44.8%

Health Care Provider

Health Care Provider Within/Outside Community				
		Population Size		
	Overall Sample	Less than 499	500 to 1,999	2,000 to 10,000
Within community	38.7%	20.2%	24.8%	55.2%
Outside community	61.3%	79.8%	75.2%	44.8%

Health Care Provider Outside Community: Reasons Why Travel				
		Population Size		
	Overall Sample	Less than 499	500 to 1,999	2,000 to 10,000
No providers in my community.	50.0%	74.6%	60.9%	22.2%
The quality of providers is better elsewhere.	31.6%	21.1%	24.8%	46.0%
I kept my previous provider.	13.1%	12.7%	10.6%	16.7%



IMPRESSION OF MEDICAL AND HEALTHCARE SERVICES

Statements	Overall Sample % Agree	Population Size			Sig.
		Less than 499	500 to 1,999	2,000 to 10,000	
		% Agree	% Agree	% Agree	
• There are better quality medical doctors outside of my community.	88.1	86.3	94.0	84.5	**
• It is difficult to find good eye doctors in my community.	76.7	67.0	85.2	73.7	**
• We need more specialists in my community.	74.8	72.8	73.9	75.9	
• We need more primary doctors in my community.	71.5	64.0	78.8	68.7	*
• We need more mental health providers in my community.	65.3	64.8	74.3	58.9	**

* $p \leq 0.05$; ** $p \leq 0.01$.

Note: % Agree refers to percentage of respondents who answered "Agreed" (strongly agree/agree) with that particular item.



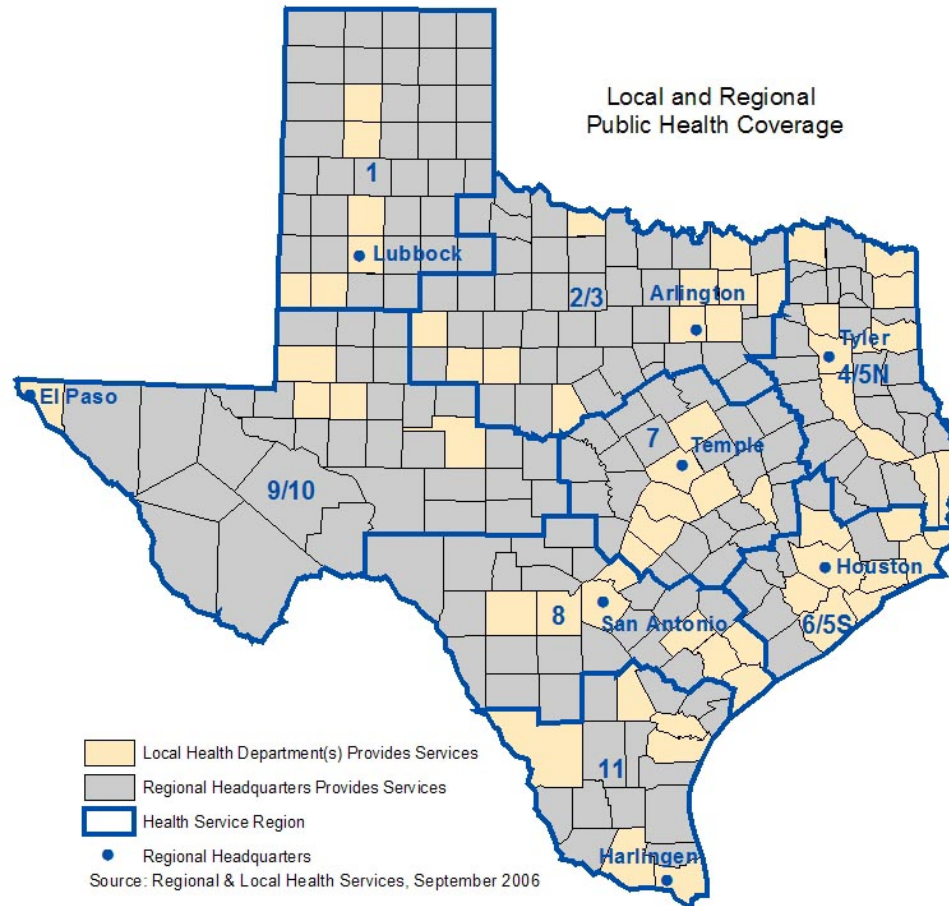
IMPRESSION OF MEDICAL AND HEALTHCARE SERVICES

Statements	Overall Sample % Agree	Population Size			Sig.
		Less than 499	500 to 1,999	2,000 to 10,000	
		% Agree	% Agree	% Agree	
• It is difficult to find good dentists in my community.	62.5	56.5	81.6	51.2	***
• We need more medical and healthcare facilities (clinics, hospitals) in my community.	62.2	60.9	77.7	51.8	***
• It is difficult to find good medical doctors in my community.	60.9	65.6	74.1	50.5	***
• I am satisfied with the quality of medical and healthcare services in my community.	56.4	52.1	44.1	66.2	***
• There are enough primary doctors in my community.	35.7	40.9	18.9	45.8	***

*** $p \leq 0.001$.

Note: % Agree refers to percentage of respondents who answered "Agreed" (strongly agree/agree) with that particular item.

Health Service Regions of Texas



Texas Department of State Health Services Data

Health Outcome and Resources

	Texas Overall	Health Service Region							
		HSR 1	HSR 2/3	HSR 4/5N	HSR 6/5S	HSR 7	HSR 8	HSR 9/10	HSR 11
Health Outcome									
Death Rate from All Causes (age adjusted)	808.8	868.2	828.5	914.2	829.1	769.0	756.8	804.9	722.7
Health Insurance									
< 65 Years Old, No Health Insurance	26.8%	26.8%	25.7%	24.8%	28.6%	24.7%	23.9%	30.6%	30.4%
Hospital Resources									
Acute Care Hospitals	553	41	172	51	113	57	45	42	32
Private Hospital	430	22	133	42	101	51	29	23	29
Public Hospitals	123	19	39	9	12	6	16	19	3
Psychiatric Hospitals	43	2	12	2	10	6	4	5	2

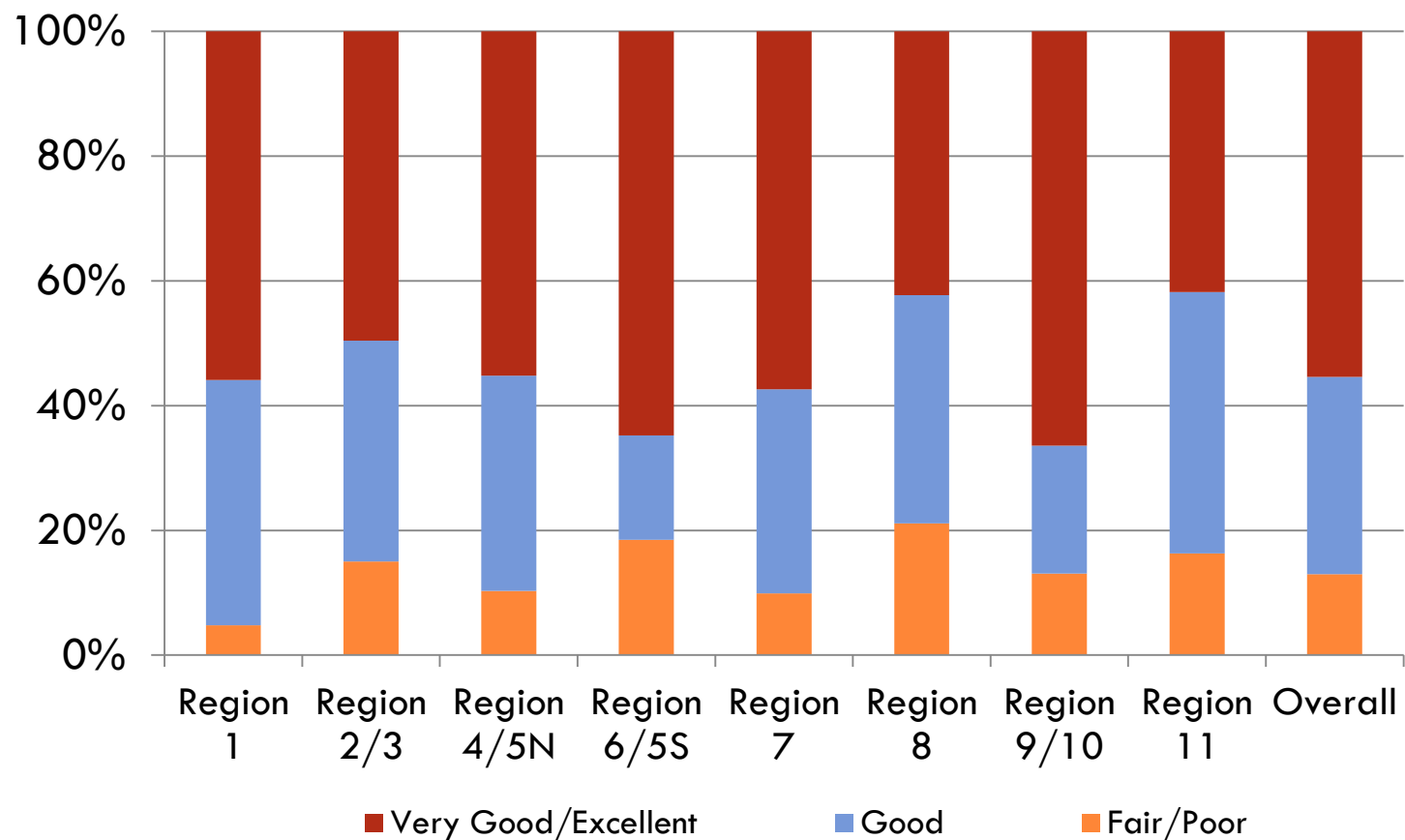
Texas Department of State Health Services Data

Sociodemographic Characteristics of Texas By Health Service Region

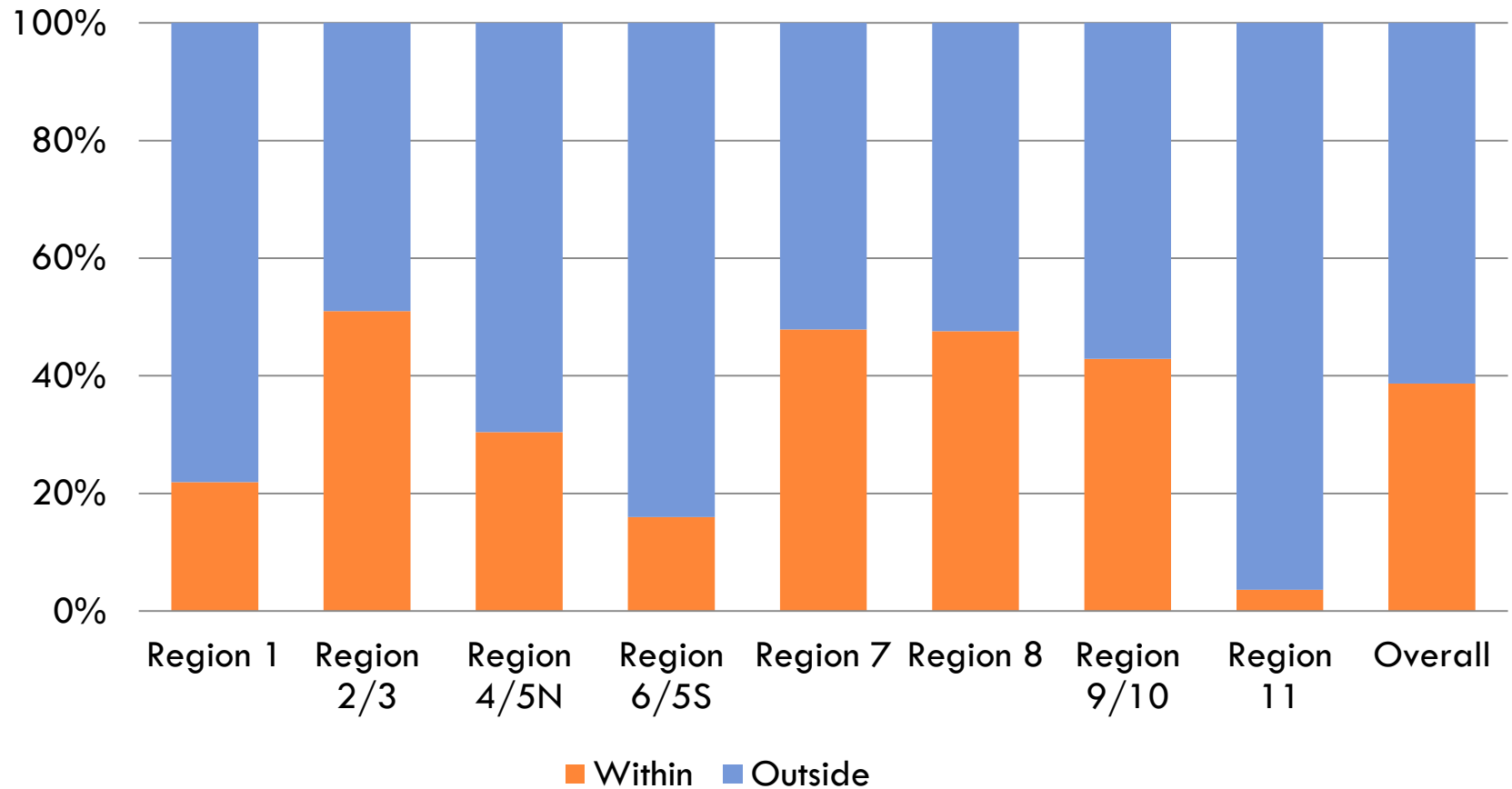
	Texas Overall	Health Service Region							
		HSR 1	HSR 2/3	HSR 4/5N	HSR 6/5S	HSR 7	HSR 8	HSR 9/10	HSR 11
Population									
Total Hispanic	38.2%	33.7%	27.6%	12.6%	35.1%	27.3%	53.8%	67.2%	82.9%
Age 65+	10.0%	12.7%	8.9%	16.2%	8.6%	9.6%	11.9%	11.4%	10.0%
Age <18	26.5%	25.5%	26.5%	23.7%	26.6%	24.2%	26.1%	27.5%	31.0%
Total Foreign Born	15.8%	8.1%	15.9%	6.1%	20.2%	11.6%	11.3%	19.6%	21.3%
Socioeconomic Indicators									
Unemployment Rate	8.2%	6.1%	8.2%	8.5%	8.6%	7.2%	7.5%	8.2%	10.3%
Per Capita Personal Income	\$38,609	\$33,898	\$40,888	\$33,298	\$45,611	\$36,225	\$35,472	\$33,049	\$25,056
Did Not Complete High School	20.7%	21.5%	18.3%	20.3%	20.3%	15.4%	20.7%	28.2%	35.0%
Poverty Rate									
Total Persons	17.1%	17.7%	14.4%	18.2%	15.4%	15.9%	17.3%	20.4%	30.6%
Related Children 0-17 Years	24.3%	23.2%	20.4%	26.4%	22.0%	20.3%	25.0%	28.6%	42.2%
18 Years and Over	14.3%	15.6%	12.1%	15.4%	12.8%	14.4%	14.3%	16.9%	24.6%



General Health By Health Service Region



Having Health Care Provider within Community By Health Service Regions



Health Care Provider

Health Care Provider Outside Community: Reasons Why Travel

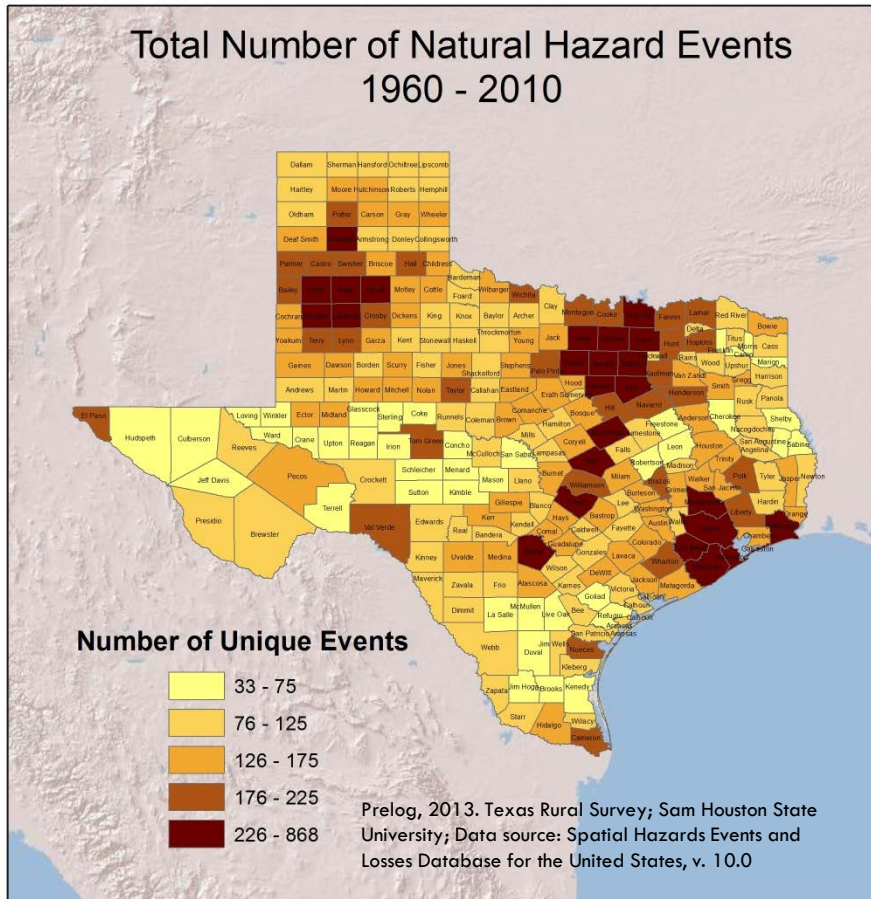
	Health Service Region							
	1	2/3	4/5N	6/5S	7	8	9/10	11
No physicians in my community.	61.4%	37.5%	43.8%	28.6%	45.3%	12.1%	75.0%	88.9%
The quality of physicians is better elsewhere.	35.1%	29.2%	37.5%	42.9%	29.3%	57.6%	15.0%	18.5%
I kept my previous physician.	7.0%	14.6%	12.5%	23.8%	12.0%	24.2%	11.7%	0.0%

IMPRESSION OF MEDICAL AND HEALTHCARE SERVICES								
	Health Service Regions							
	1	2/3	4/5N	6/5S	7	8	9/10	11
I am satisfied with the quality of medical and health care services in my community.	58.6%	71.0%	55.6%	64.2%	63.3%	53.7%	39.8%	21.2%
There are enough primary doctors in my community.	40.8%	42.3%	25.9%	35.8%	42.4%	33.8%	28.3%	6.5%
We need more primary doctors in my community.	71.4%	67.6%	77.8%	78.8%	67.6%	70.8%	72.1%	86.2%
There are better quality medical doctors outside of my community.	92.9%	88.7%	92.6%	94.2%	81.2%	94.2%	85.0%	90.9%
We need more specialists in my community.	57.1%	73.5%	70.4%	71.2%	75.5%	77.3%	87.4%	77.4%
We need more medical and health care facilities in my community.	64.3%	41.0%	69.2%	67.3%	63.1%	70.6%	66.7%	77.4%
We need more mental health providers in my community.	60.3%	52.5%	76.9%	53.8%	69.9%	71.7%	72.0%	71.0%
It is difficult to find good medical doctors in my community	67.6%	50.5%	69.2%	67.9%	52.1%	60.6%	68.3%	80.0%
It is difficult to find good dentists in my community.	81.2%	52.9%	85.2%	50.9%	54.1%	53.8%	75.5%	66.7%
It is difficult to find good eye doctors in my community.	77.9%	81.1%	85.2%	58.5%	77.9%	73.1%	78.8%	76.7%



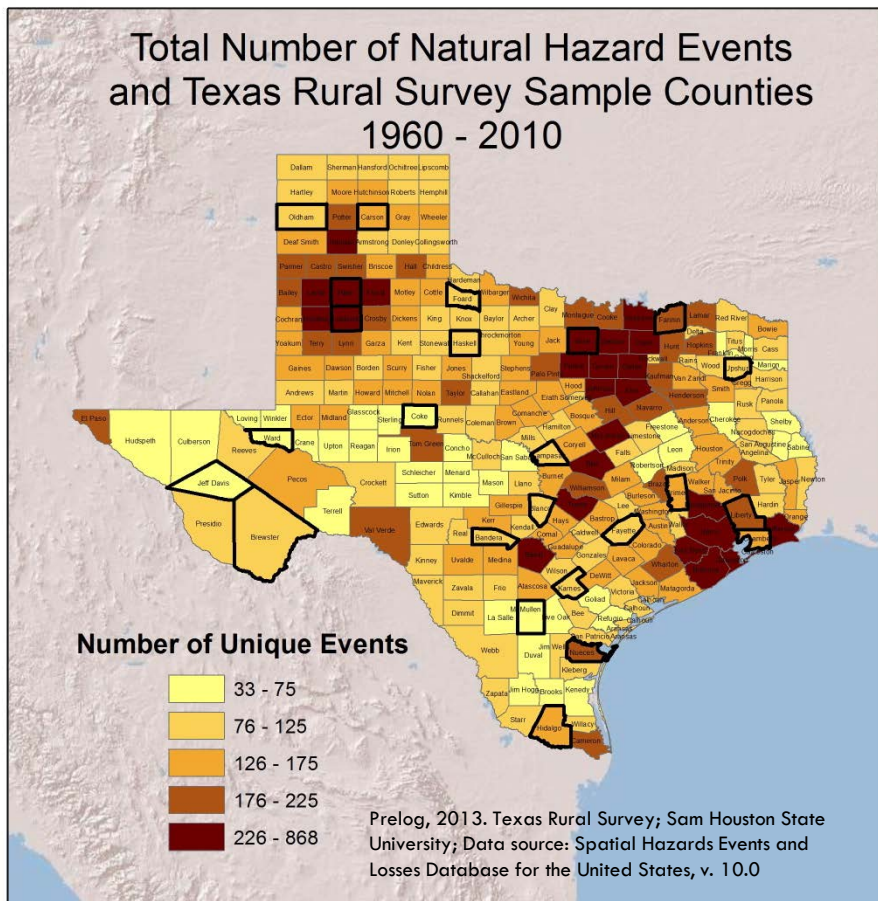
Disasters and Risk Perceptions

Natural Hazard Events in Texas



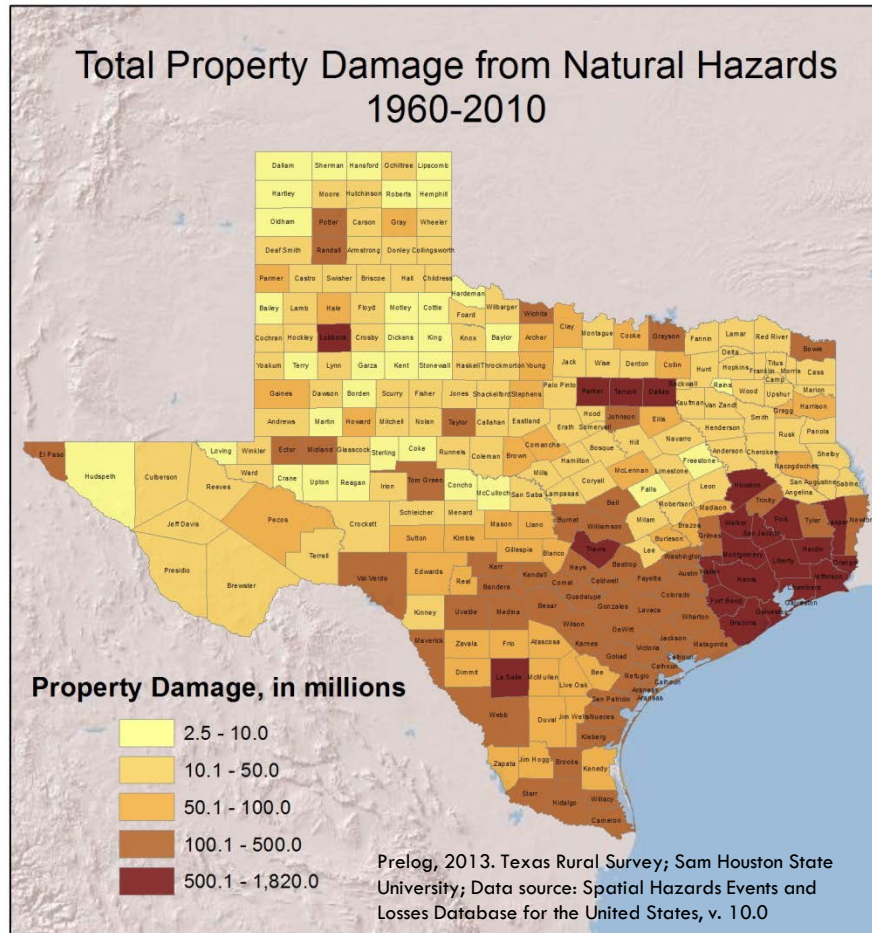
- Natural Hazard Events have historically affected some portions of the state more than others.
- History of hazard events is indicative of future risk.

Natural Hazards – TRS Sample



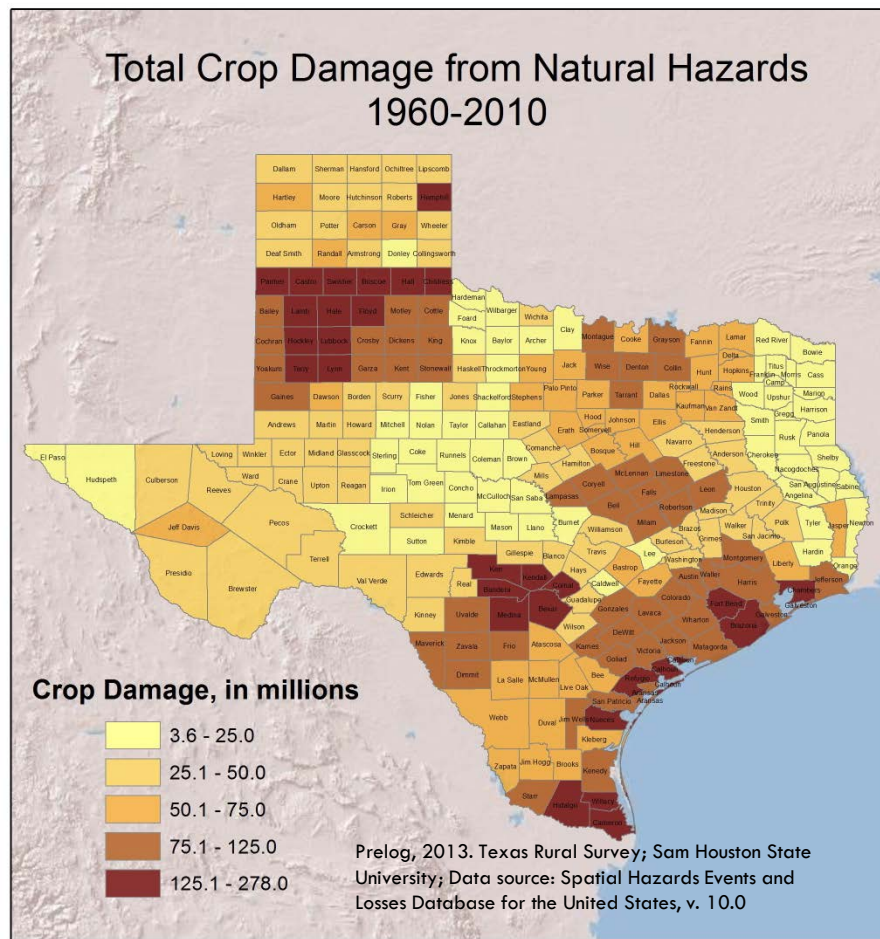
- Sample of counties was chosen to have some counties in each level of vulnerability to hazards.
- Counties sampled are shown on this map

Disasters – Property Damage



- Property Damage from disasters is historically higher in some areas of Texas than in others.
- Property damage is typically centered around major urban areas.

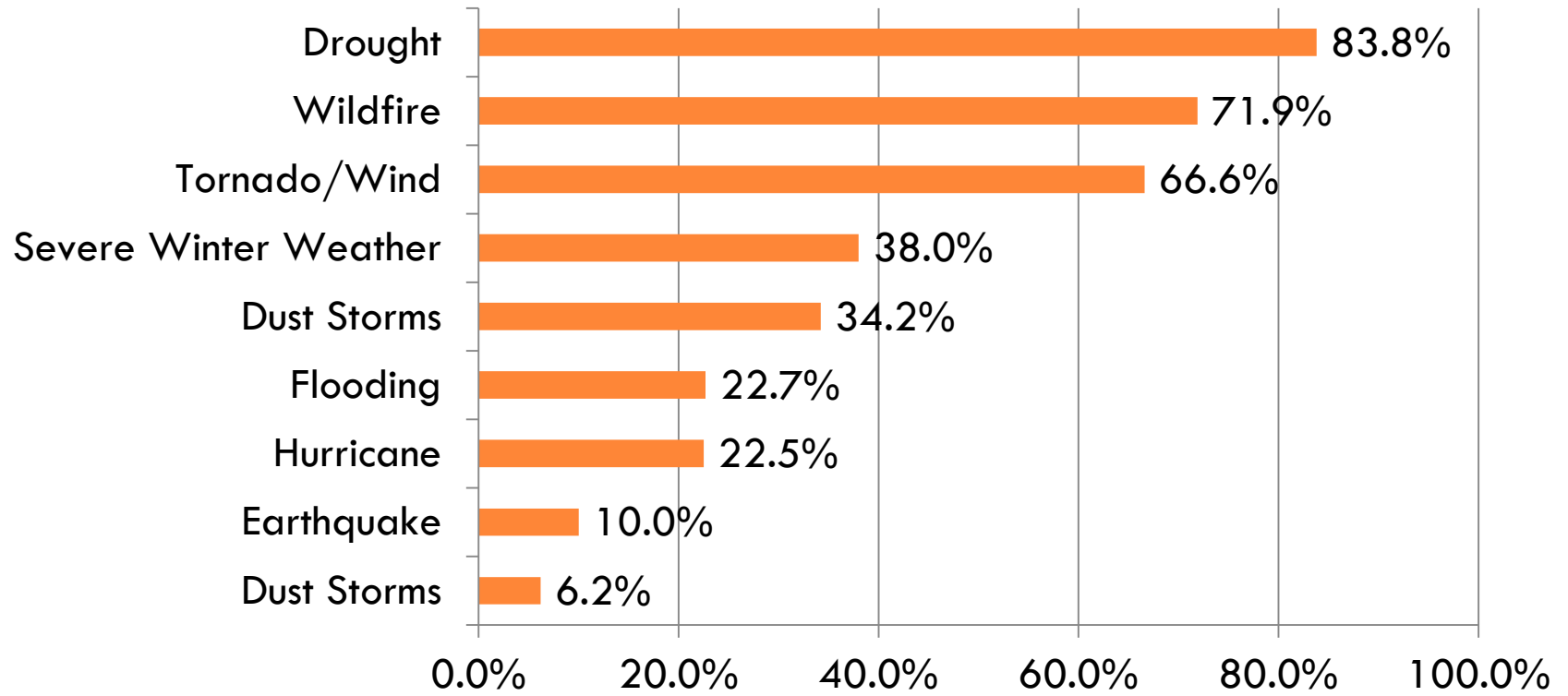
Total Crop Damage from Natural Hazards 1960-2010



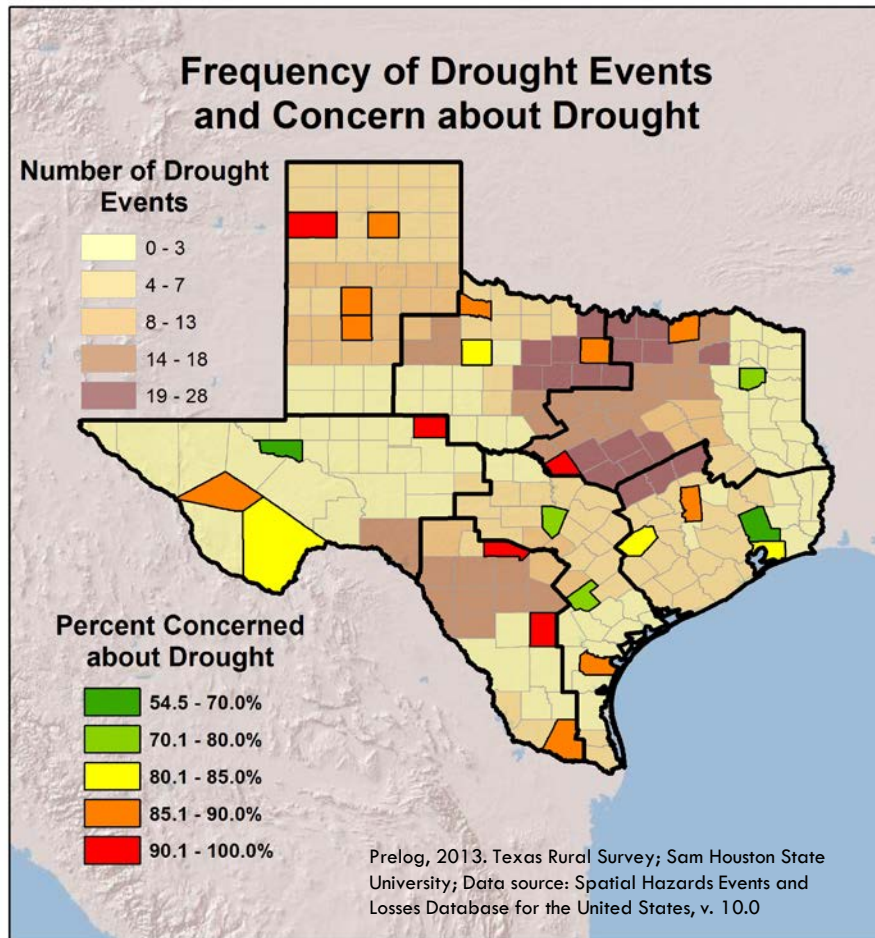
- Natural Disasters have significant impacts on Texas agriculture.
- Database does not include events since 2010.
- Underrepresents crop damage due to recent extraordinary drought.

Natural Disaster Concern in Rural Texas

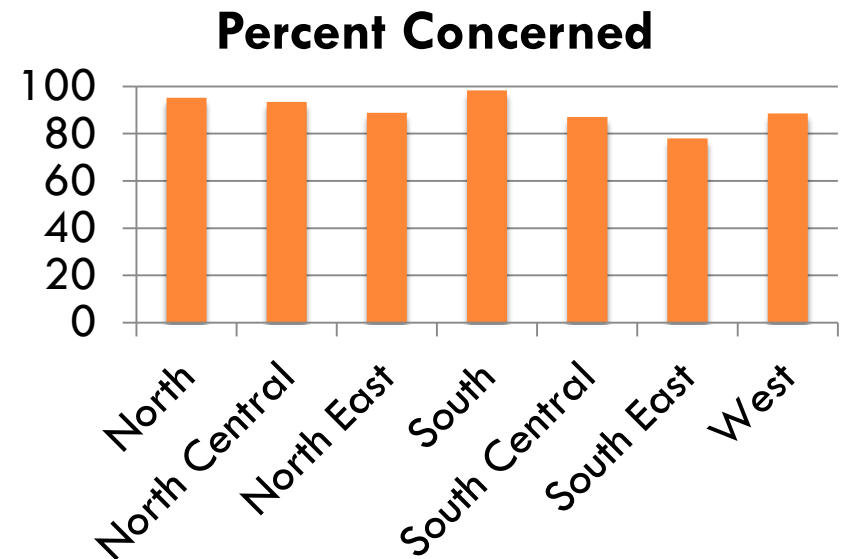
Natural Disaster Concern Percent Moderately or Very Concerned



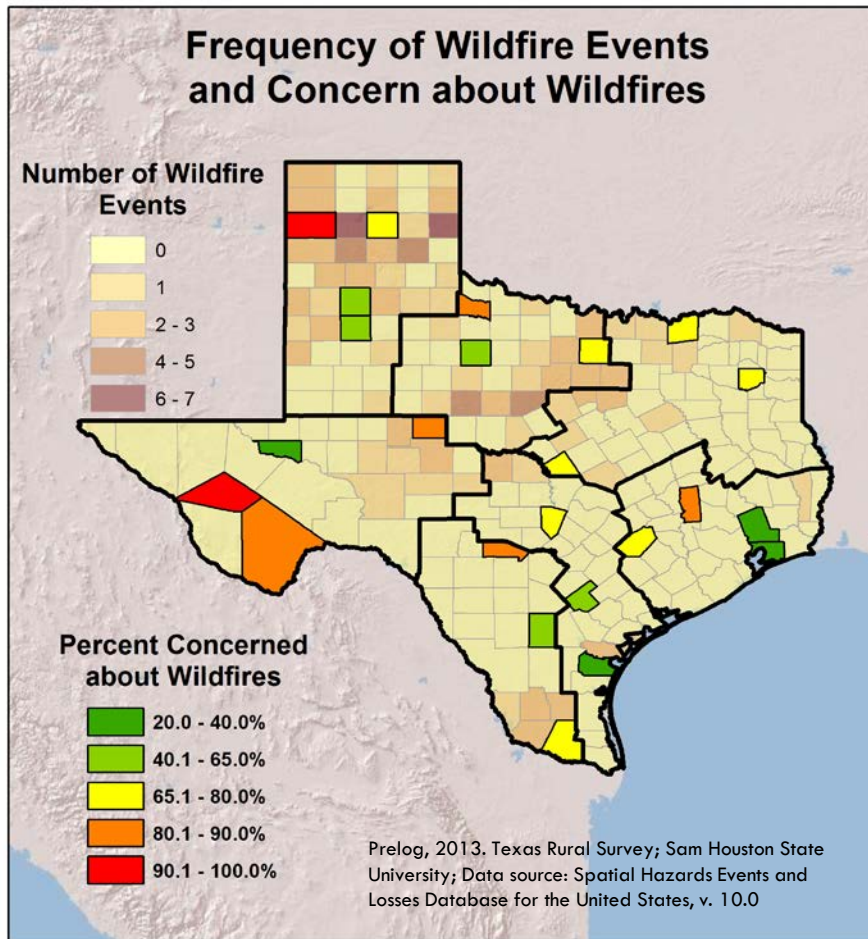
Drought



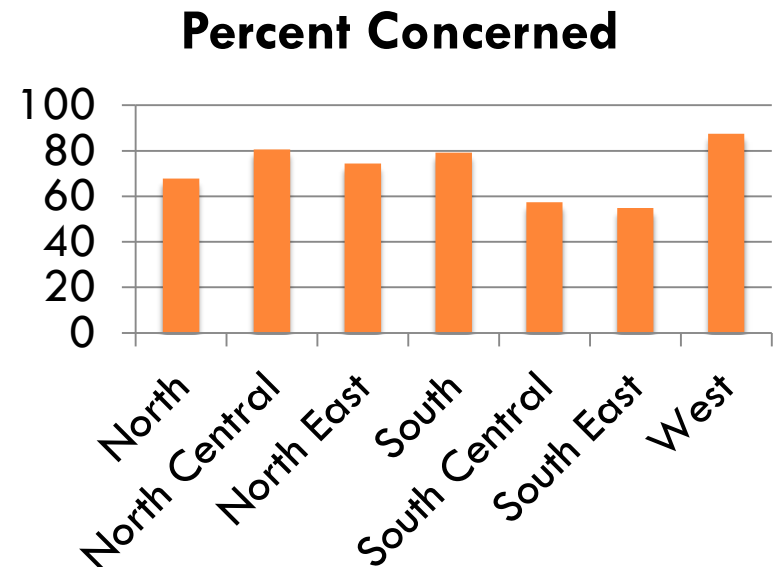
- More rural Texans were concerned about drought (84%) than any other natural hazard.
- Drought concern was more evenly distributed across regions than concern for other hazards.



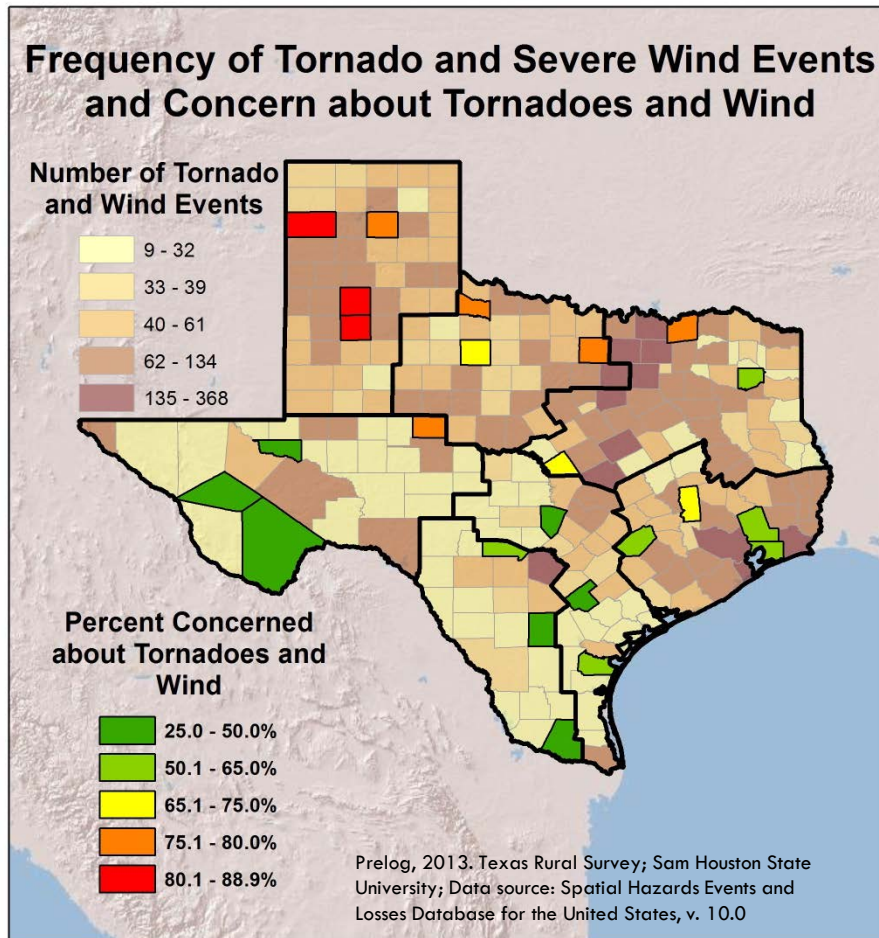
Wildfires



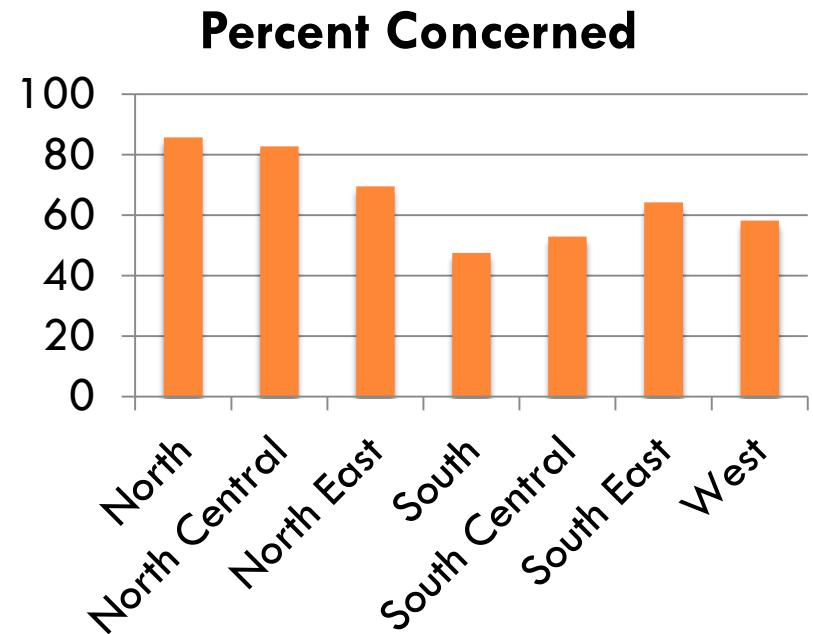
- ❑ Concern for wildfire was also high.
- ❑ Number of wildfire events are underreported in data source.
- ❑ Recent large fires are excluded from displays.



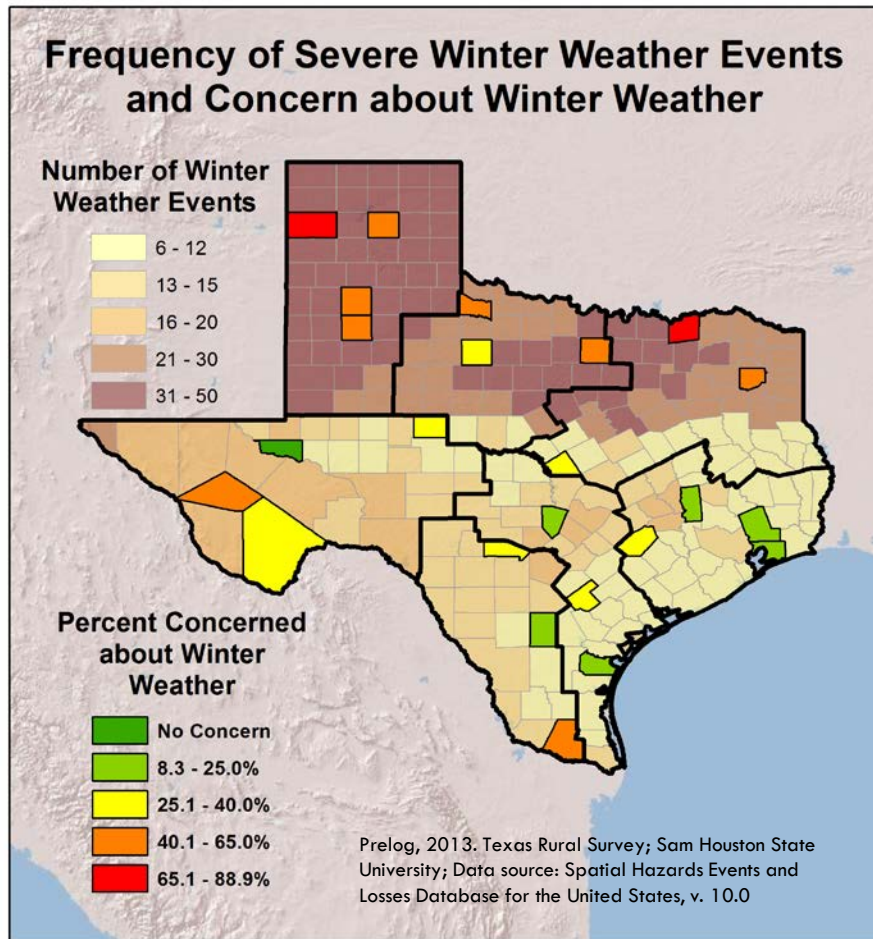
Tornadoes



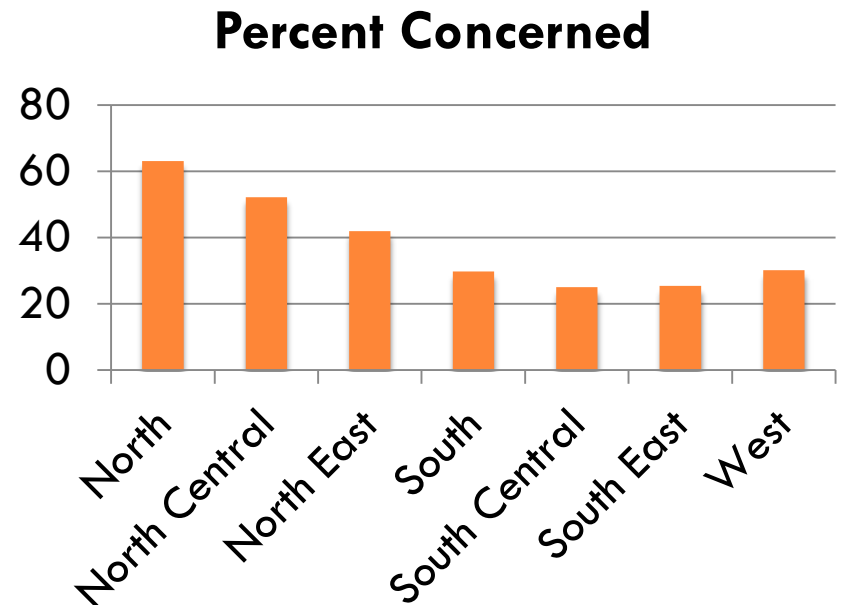
- Tornado events generally reflect impacts on population centers.
- Relative difference in concern between north and south Texas.



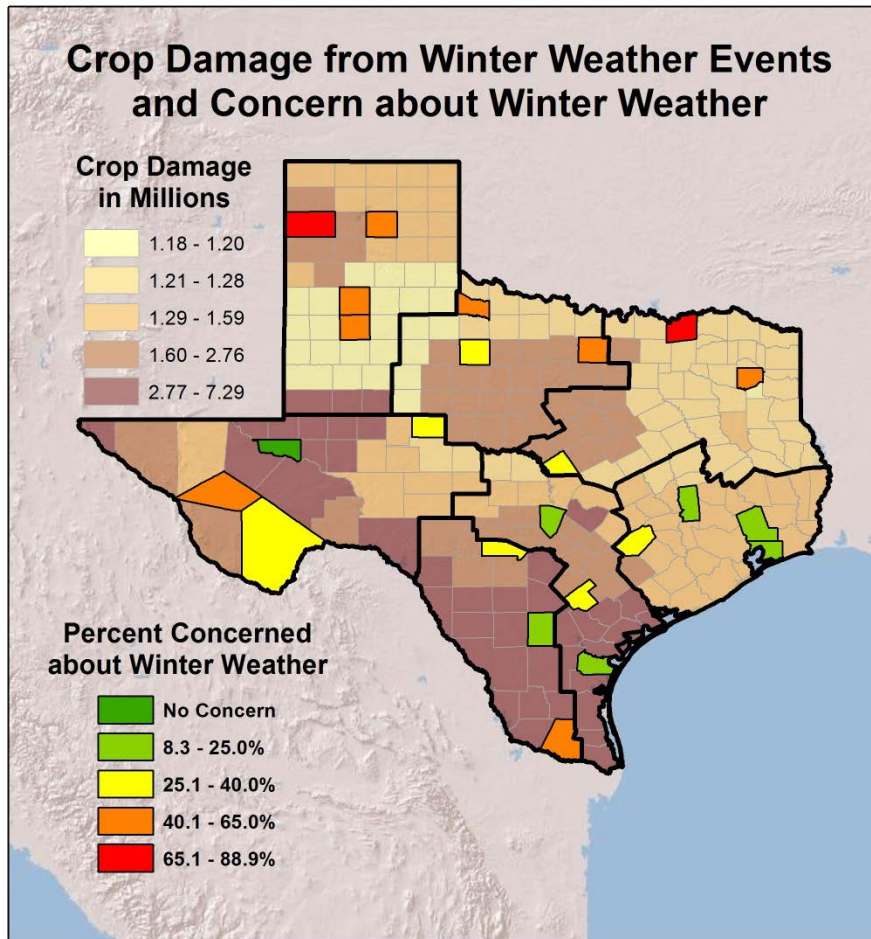
Winter Weather



- Patterns of concern reflect historical experiences with winter weather

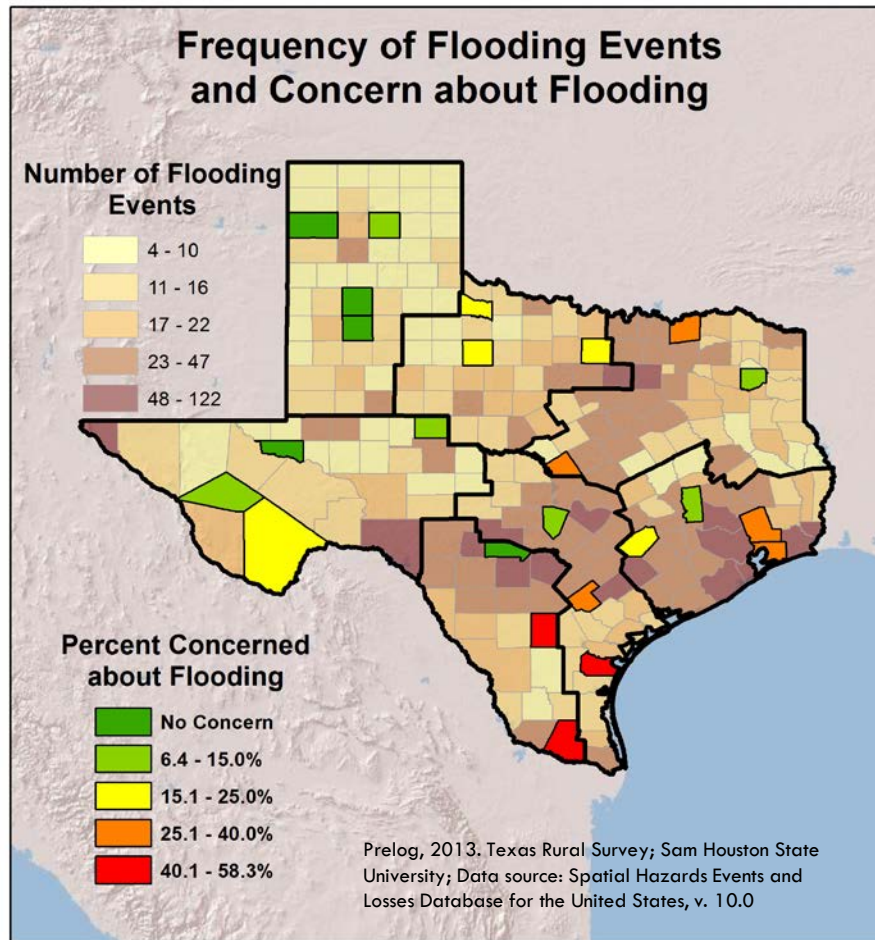


Winter Weather Crop Damage

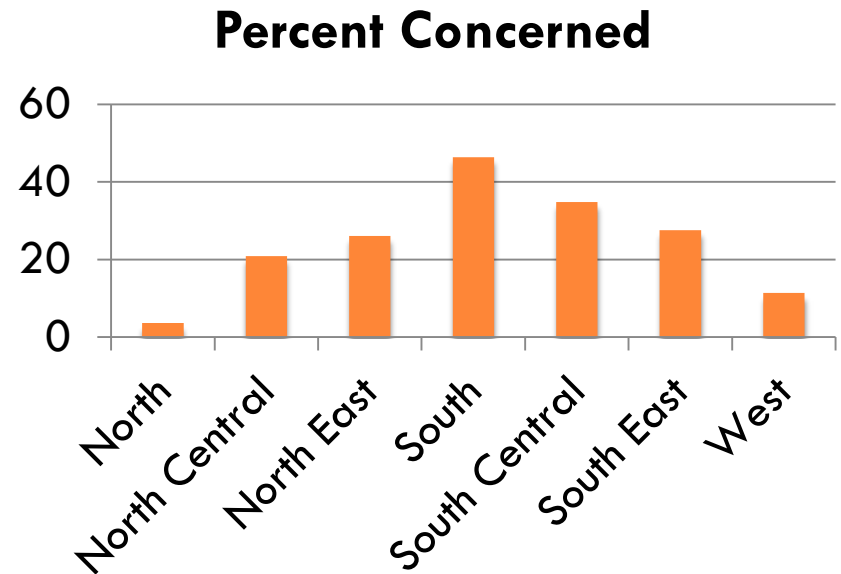


- Crop damage from winter weather is highest in **south** and **west**.
- History of events and resident concern is highest in **northern** regions.

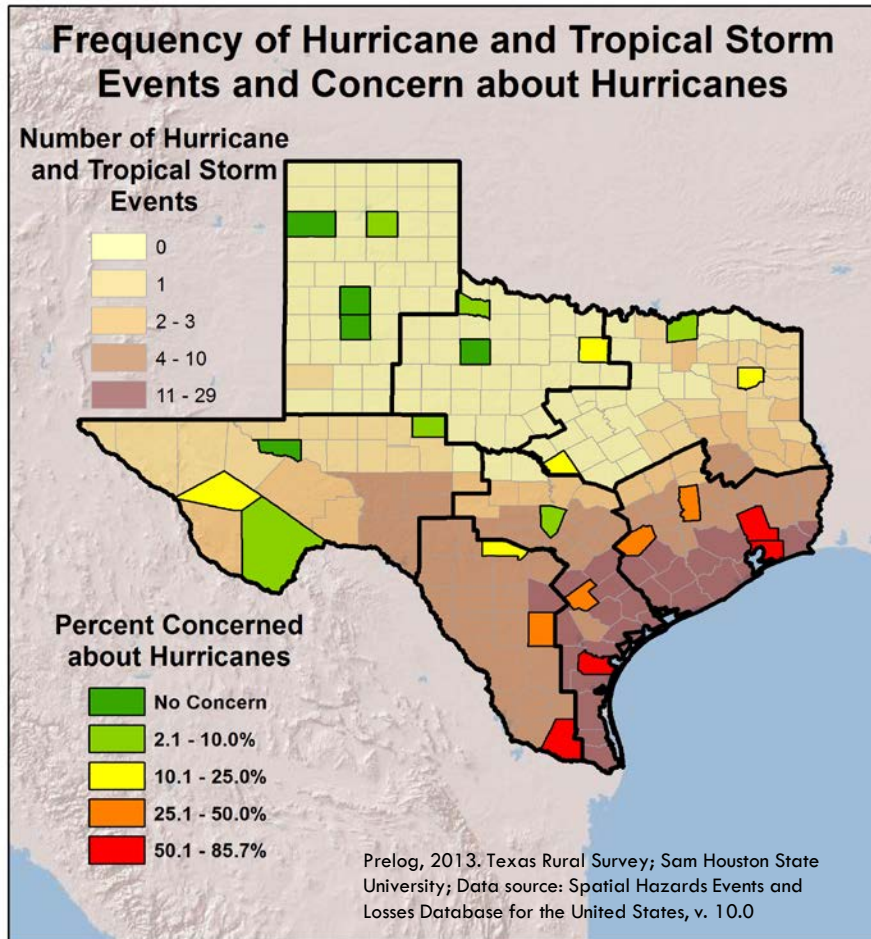
Flooding



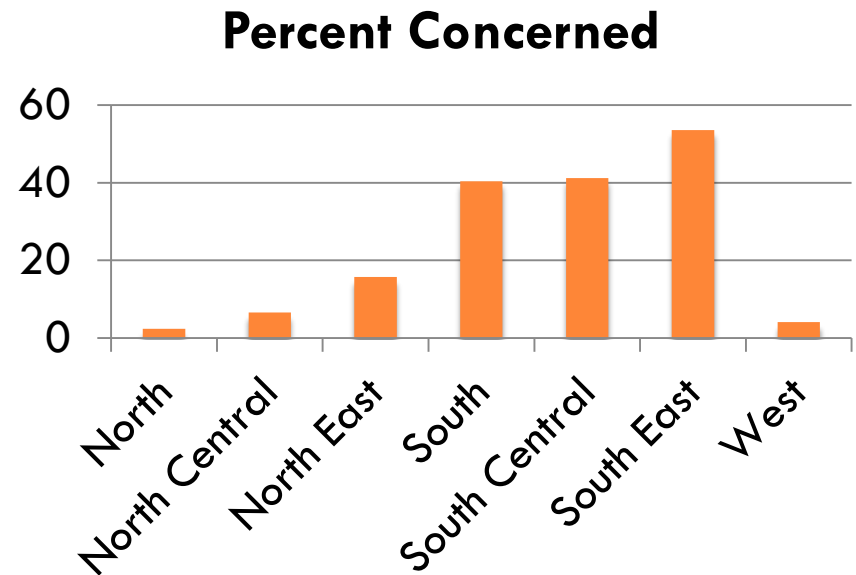
- Areas of the state are prone to floods.
- However, residents across Texas reported relatively low levels of concern about flooding.
- Low levels of concern even in areas with a history of flooding.



Hurricanes

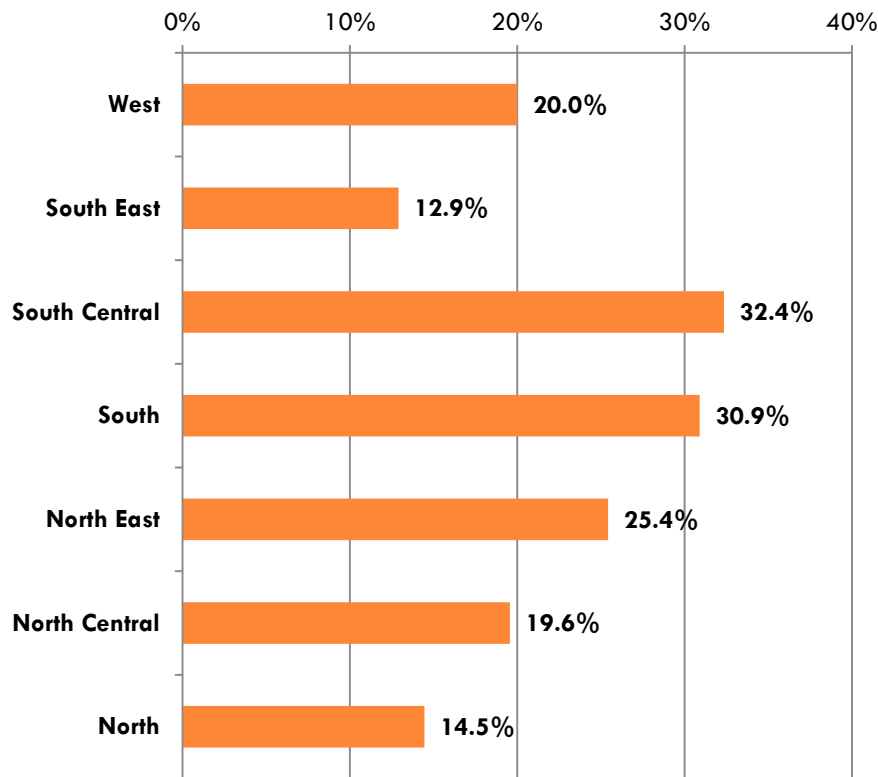


- Concern about hurricanes reflects vulnerability to hurricane events.



Rural Perceptions of Community Ability to Respond to Disaster by Region

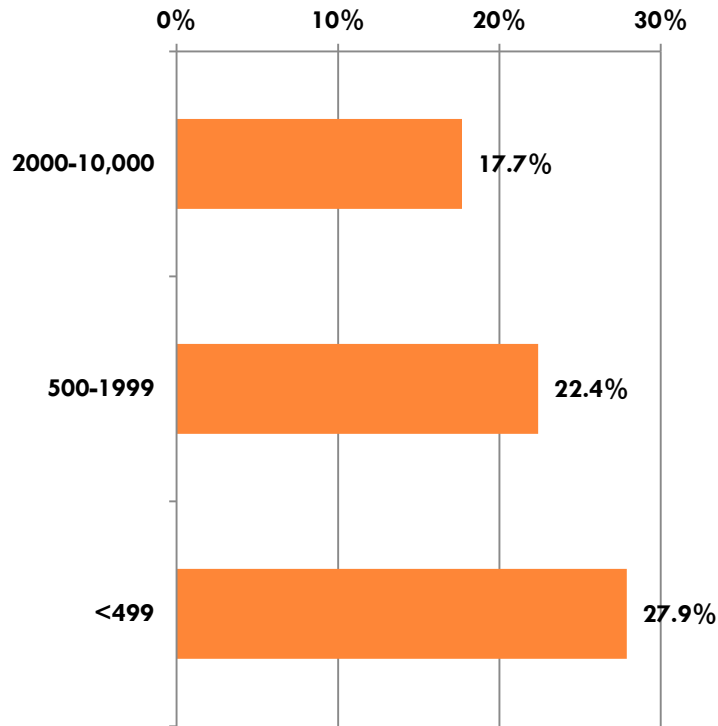
Perception of Ineffective Disaster Response
by Region



- Regional differences in residents' perception of community ability to respond to disaster.
- Residents in **south central, south** and **northeast** Texas more likely to say that their communities are not ready to respond to a disaster.

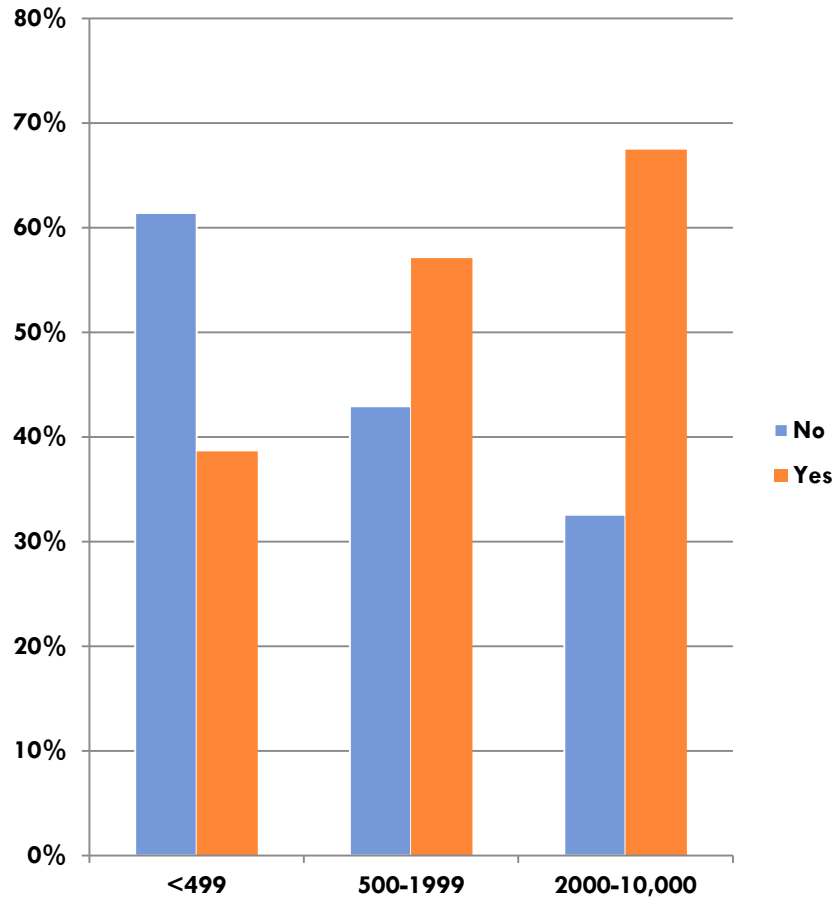
Rural Perceptions of Community Ability to Respond to Disaster by Size of Place

Perception of Ineffective Disaster Response by Population Size



- Residents of the most rural areas are more likely to doubt that their communities are able to respond to a disaster.

Rural Perceptions of Preparedness



- Over one third of counties sampled reported a majority of residents who said that their county did not have a disaster management plan.
- Over 60% of residents in the <499 category thought there was no plan.
- Calls to county emergency managers confirmed that these counties do have plans in place.
- However, survey reveals that residents of the most rural areas are largely unaware of the plans.

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- **Concluding Comments**
 - **Implications**
 - **Future Directions**

Thank You

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