RURAL MIGRATION, CHANGES SINCE COVID-19

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RURAL MIGRATION PRIOR TO PANDEMIC

Migration Slowing
General Net Out-Migration
Young People Leaving
Some In-Migration (families & retirement)
Recreation and Amenities Attract People
Variation across Rural Urban Gradient (RUG)
Net Migration Patterns for US Counties

Net Migration by County
- show advanced options - 2010s only

Decade: 2010s
Migration Type: Total Net Migration

Update Map

2010s Total Net Migration Rate (ages 0-74)
Net Migrants per 100 Individuals

Map Downloads
- Download Map Data
- Save Image

Zoom Tools
- Zoom to Full Extent
- Zoom to State

Selected Counties
KENTUCKY - OHIO – WEST VIRGINIA: BY AGE

Net Migration by Age

- West Virginia: State Total, 2010s
- Ohio: State Total, 2010s
- Kentucky: State Total, 2010s

Net Migration by Age

Ohio: Total

OHIO - LICKING - MORGAN

Net Migration by Age

MIGRATION & PANDEMIC

Remote work and school
Job loss/change- great resignation
Media stories on people fleeing cities
Increasing outdoor recreation

Did we see patterns change?
Have they since gone back to before?
How might this impact labor market, housing, rural economies?
The U.S. Postal Service is enhancing security protocols surrounding its Change of Address (COA) service by implementing additional identity verification methods. These enhancements are designed to address global identity theft concerns, and to protect our customers' information. The Change of Address service remains simple and convenient to use. It can be completed in a few steps, online at USPS.com, or by visiting one of more than 33,000 local Post Office locations.

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  Unlock premium brand offers from Overstock and more.

Plus, keep an eye out for additional services that may be available.
Change to Net Migration Rate
2020-23 (Pandemic) vs 2017-20

- Declined by 200 or more
- Declined 50 - 199
- Changed < +/- 50
- Increased 50 - 199
- Increased 200 or more

Data Source: US Postal Service, Change of Address forms.

Net Migration Rate = \( \frac{((\text{Inflows} - \text{Outflows}) / \text{Population}) \times 10,000} {\text{Population}} \)
SUMMARY

LESS OUTMIGRATION

Rural America is benefiting from less out-migration than before pandemic

REGIONAL VARIATION

Hot spots of (+) change in: MT & WY, Great Plains, Northern MI, Western Kentucky, and SE Georgia.

Cold spots of (-) change in: Central CA, Coastal Pacific Northwest, oil and gas country, Northeastern Metro region

LONG TERM IMPACTS?

Differences have continued through March 2023. But returning to a pre-pandemic “normal”? 
WHAT DOES THIS MEAN?

Opportunities for Rural Counties?

People stuck in place or choosing to stay?

Labor Force: Stemming Brain Drain?

Housing market & childcare challenges in Rural America