



onmetro county trends

*State Town and Country
Leadership Meeting*

*Research Division,
HMB*

January 1996



Rural-urban county types

- *With urban population, adjacent to metro area*
- *With urban population, not adjacent to metro area*
- *Completely rural*

Nonmetro counties: How many? where are they?

- *74% of all counties are nonmetro*
- *2,290 nonmetro counties*
 - *782 are completely rural*
 - *767 with urban pop., not adjacent to metro*
 - *741 with urban pop., adjacent to metro*
- *75% of counties in 25 states are nonmetro*

Nonmetro population

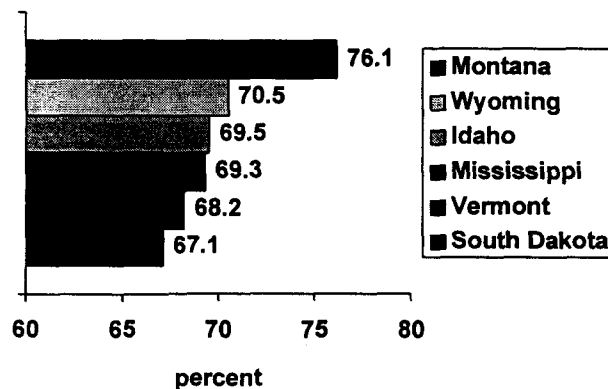
52 million (1993)

22% decline since 1960 (mostly due to redefinition of counties)

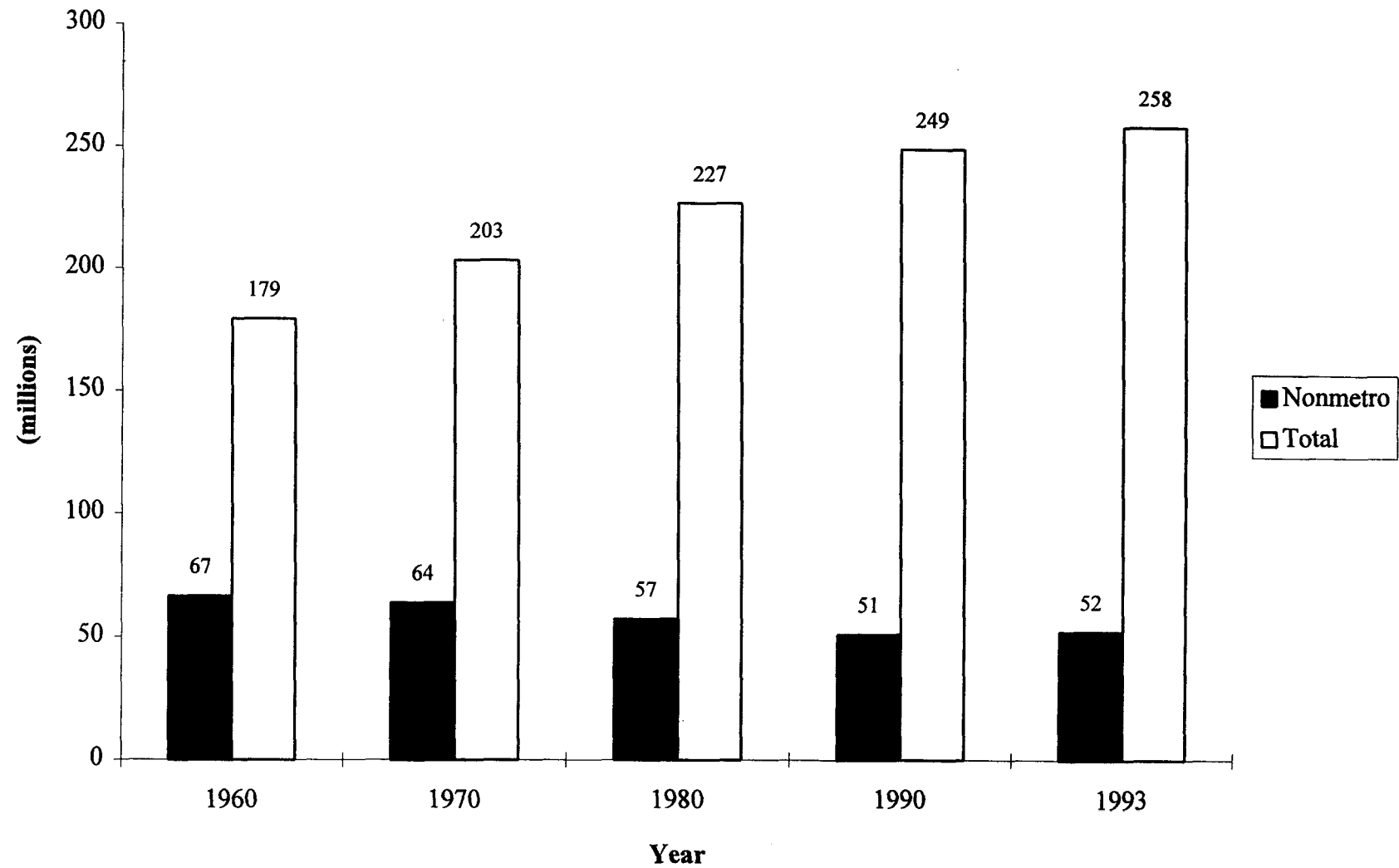
- U.S. is 20% nonmetro (compared to 37% in 1960)
- Fastest growing nonmetro counties?
 - with urban pop., adjacent to metro areas
- At least half the population in 13 states is nonmetro

Nonmetro population (cont.)

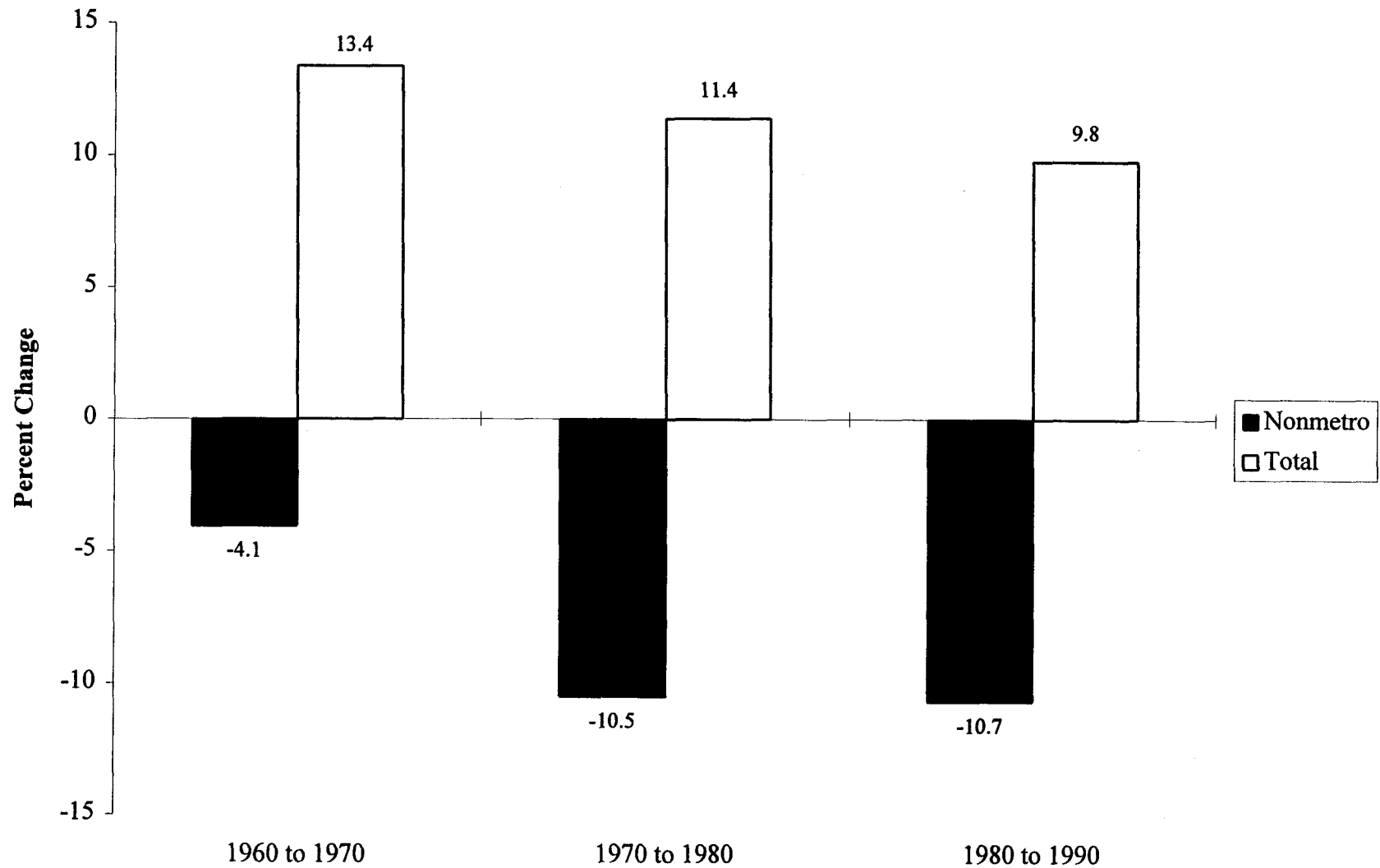
- At least two-thirds the population is nonmetro in 6 states



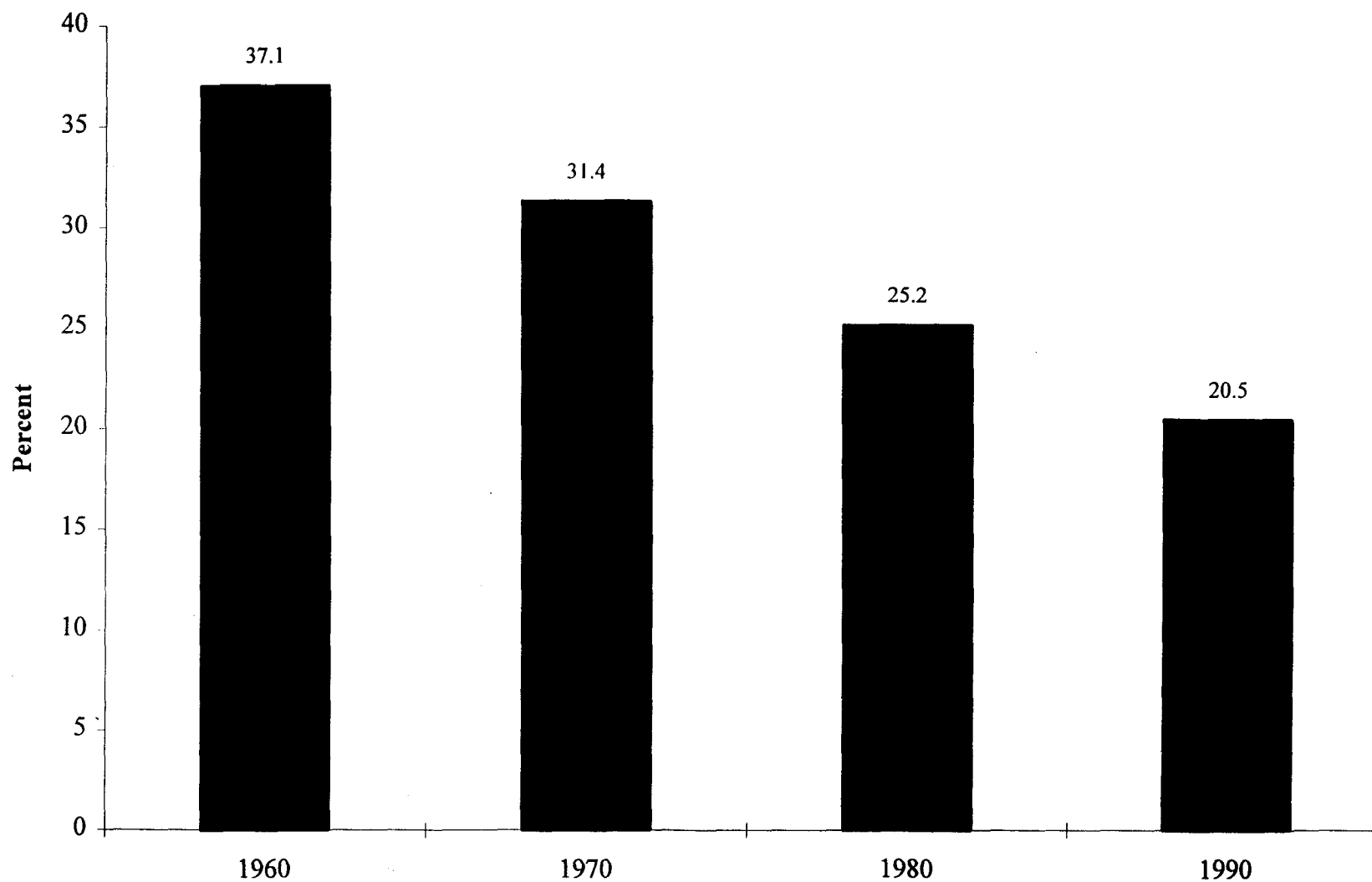
Nonmetropolitan and Total U.S. Population, 1960 to 1993



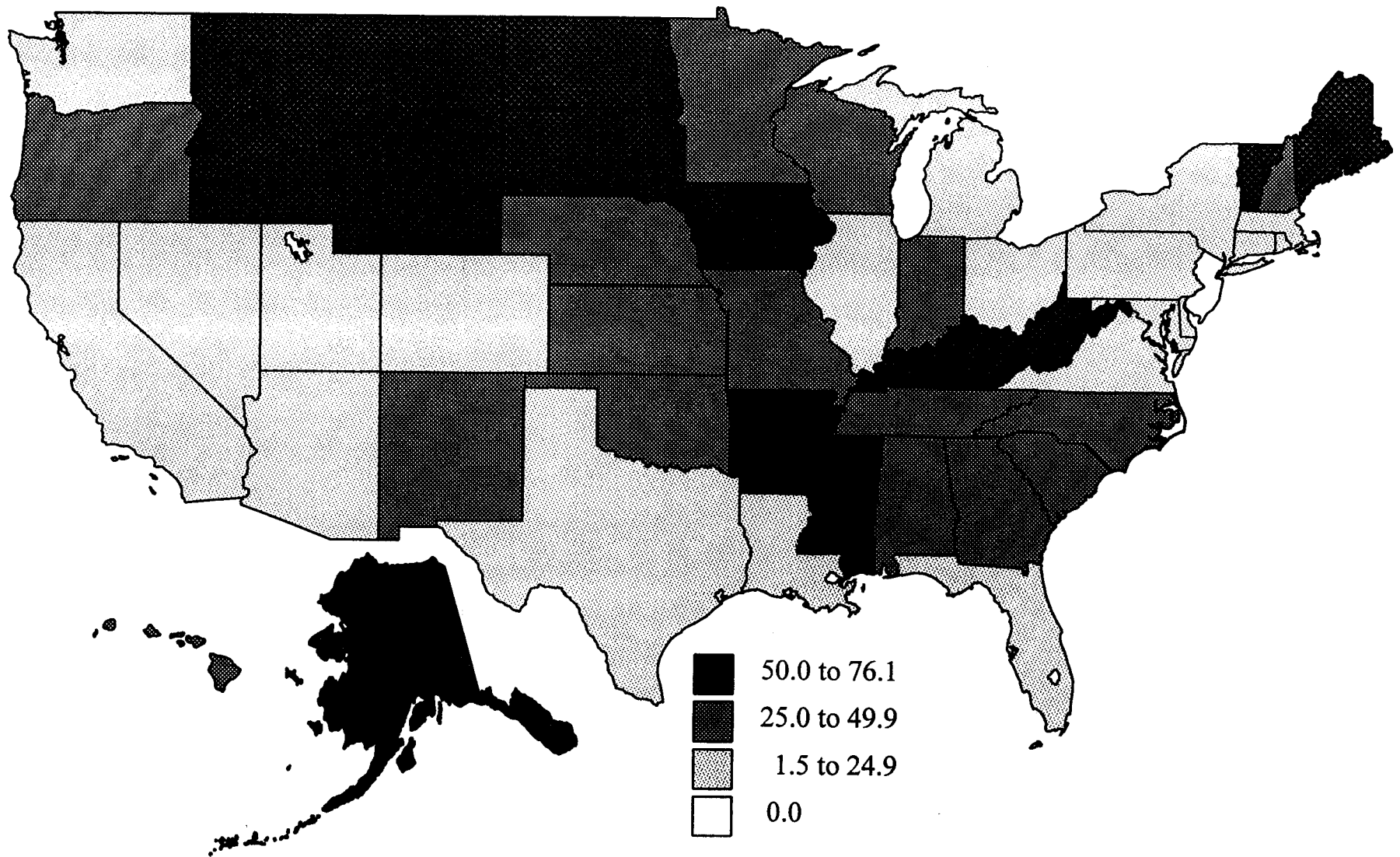
Percent Change in Nonmetro and Total U.S. Population, 1960 to 1990



Percent of Total U.S. Population that is Nonmetropolitan, 1960 to 1990

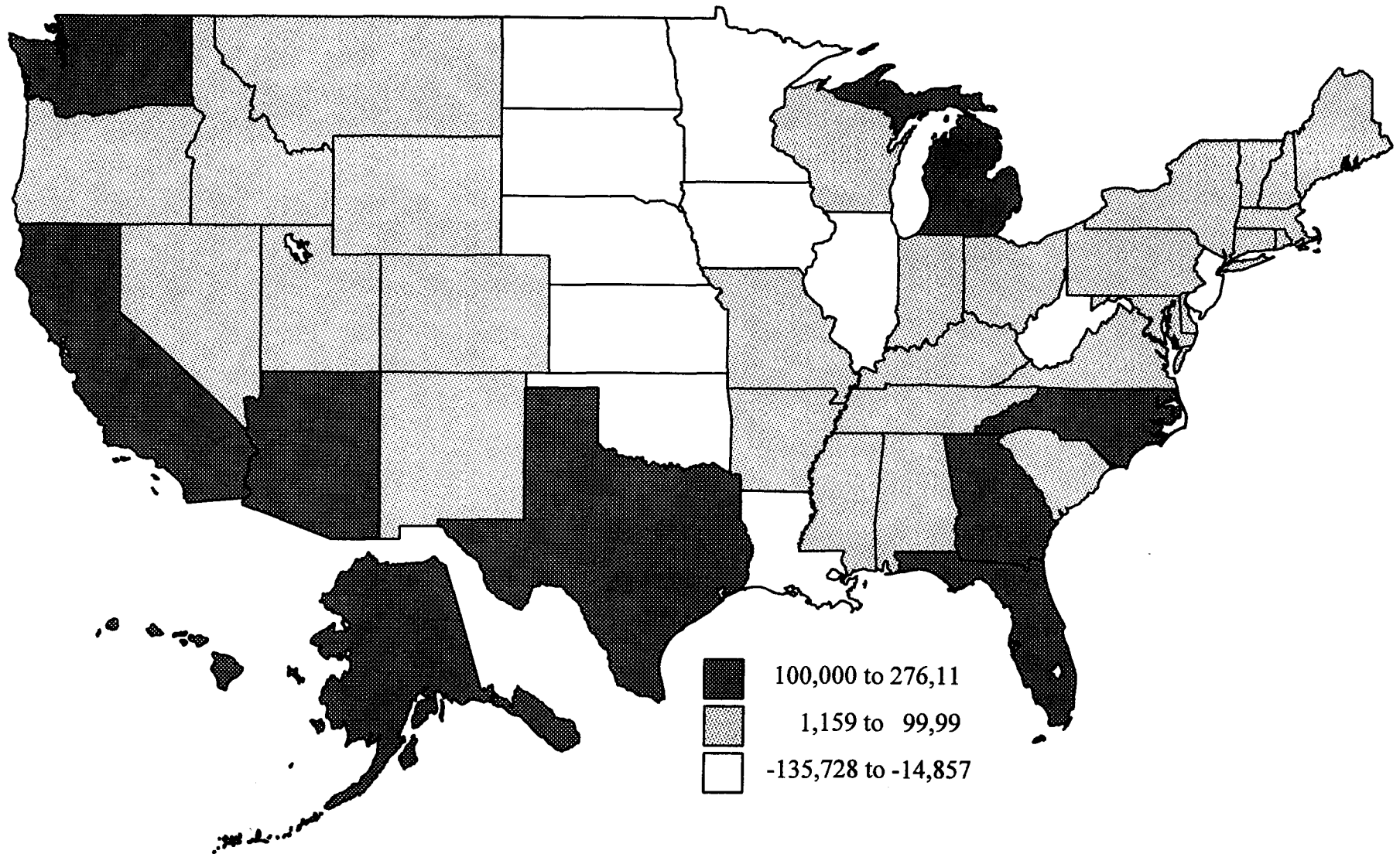


Percent of Population that is Nonmetropolitan, 1993



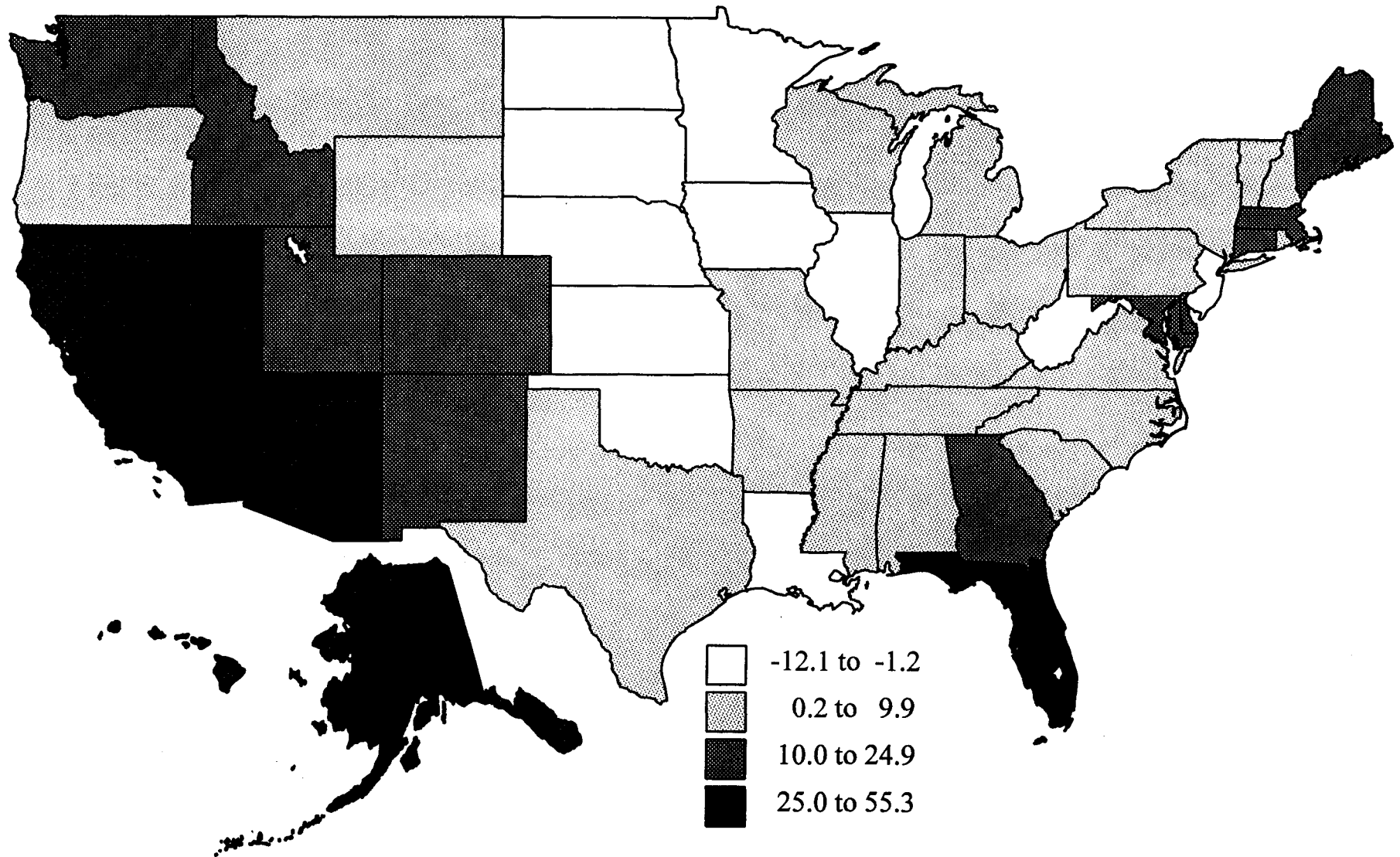
Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

Net Population Change in Nonmetro Population, 1980 to 1993



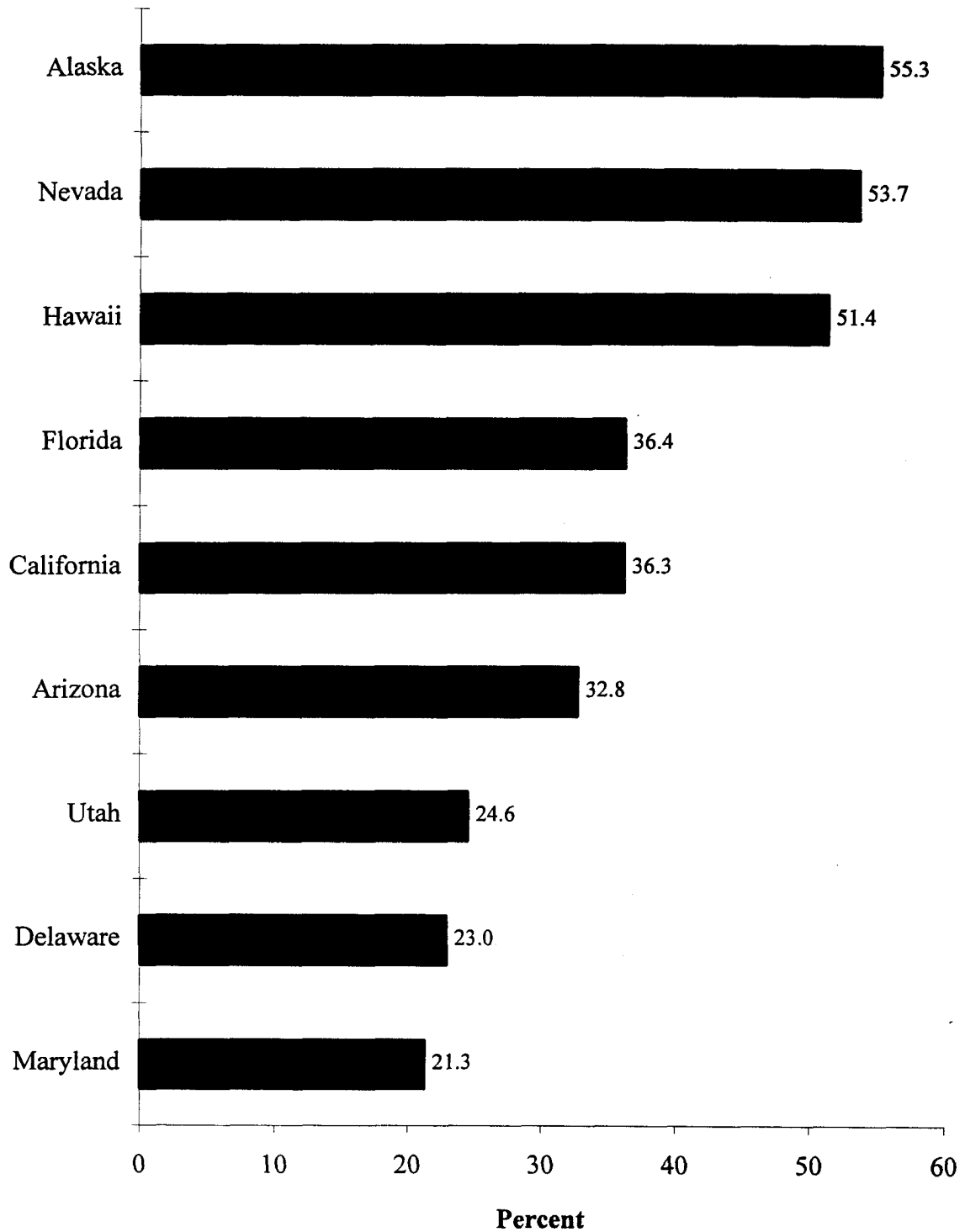
Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

Percent Change in Nonmetro Population, 1980 to 1993

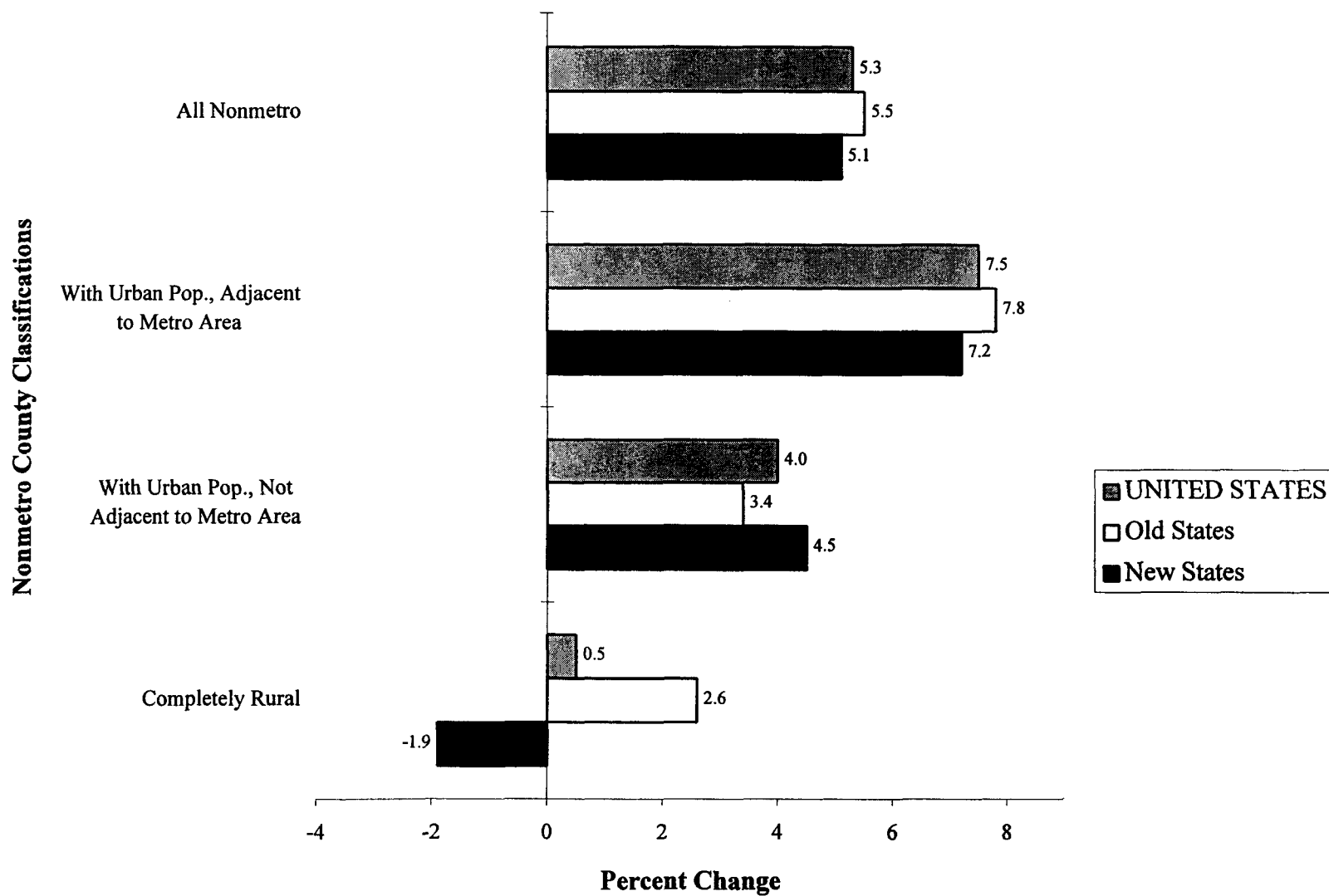


Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

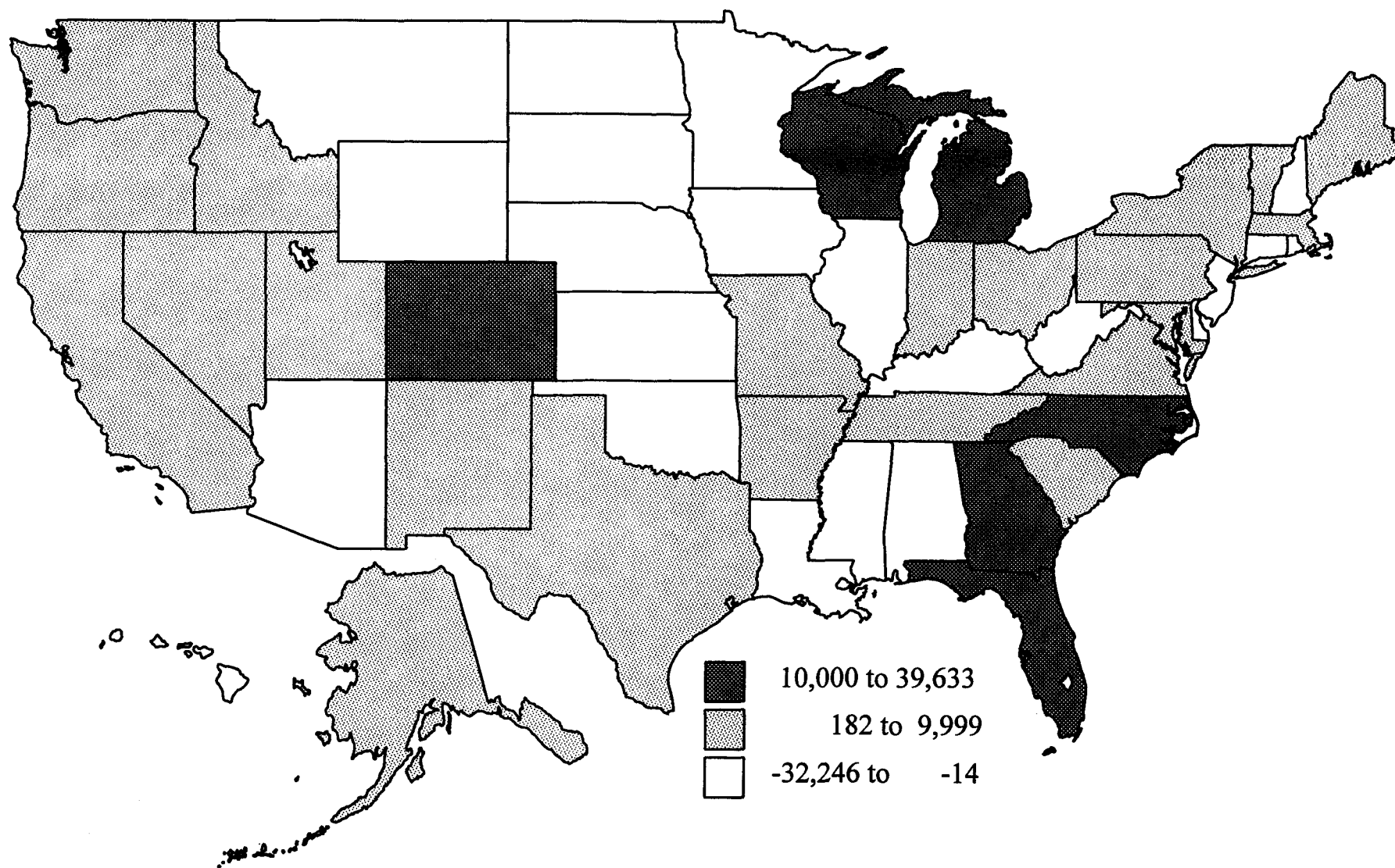
**States with Highest Percent Growth in Nonmetro
Population, 1980 to 1993**



Percent Population Change in Nonmetro Counties, 1980 to 1993

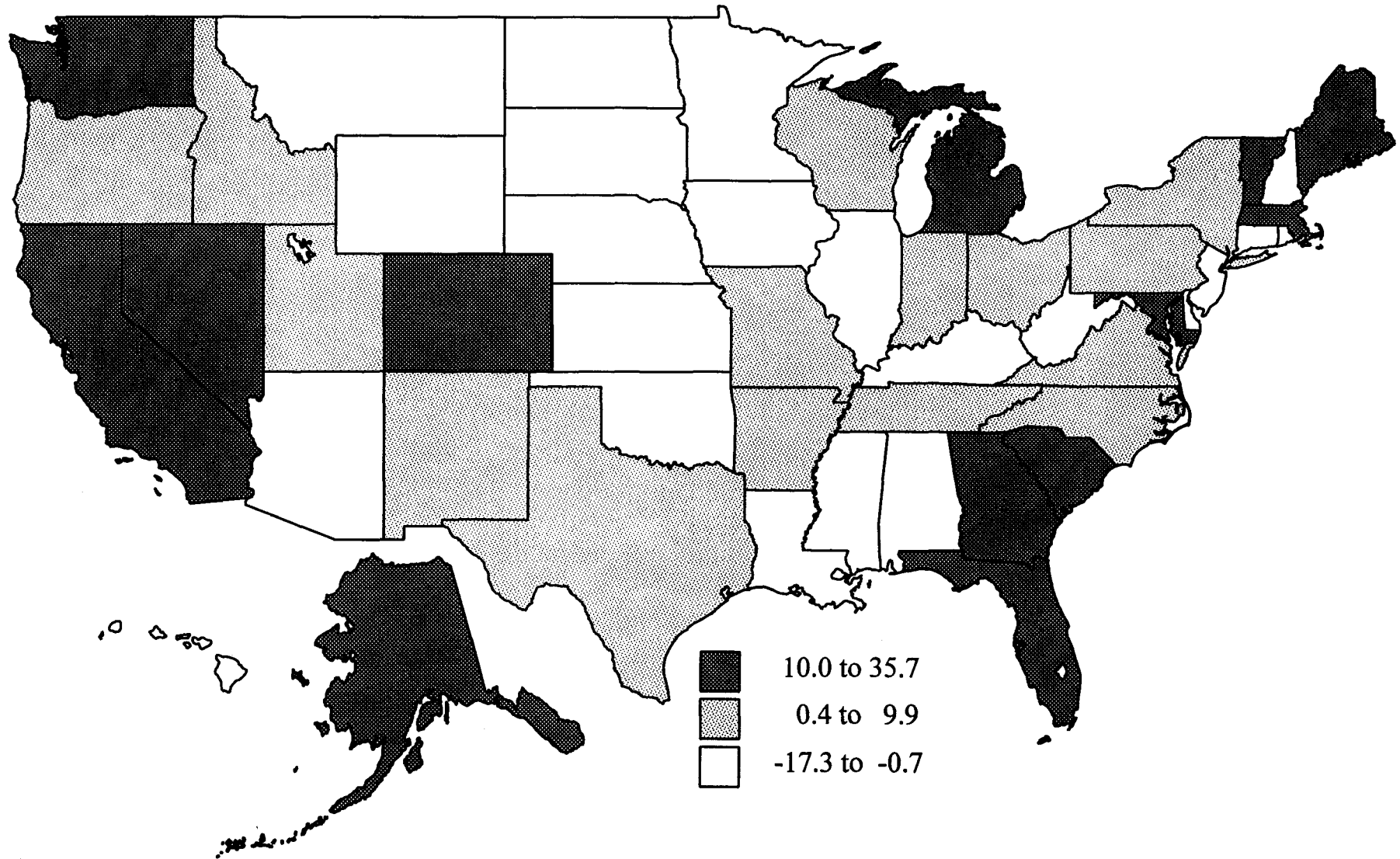


Net Change in Population for Completely Rural Nonmetro Counties, 1980 to 1993



Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

**Percent Change in Population for Completely Rural Nonmetro Counties,
1980 to 1993**



Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

SBC church presence

Kept up with population growth overall

Deteriorated slightly in "old" convention states

- *Improved significantly in most "new" convention states*
- *Greatest improvement in counties with urban pop., not adjacent to metro areas*

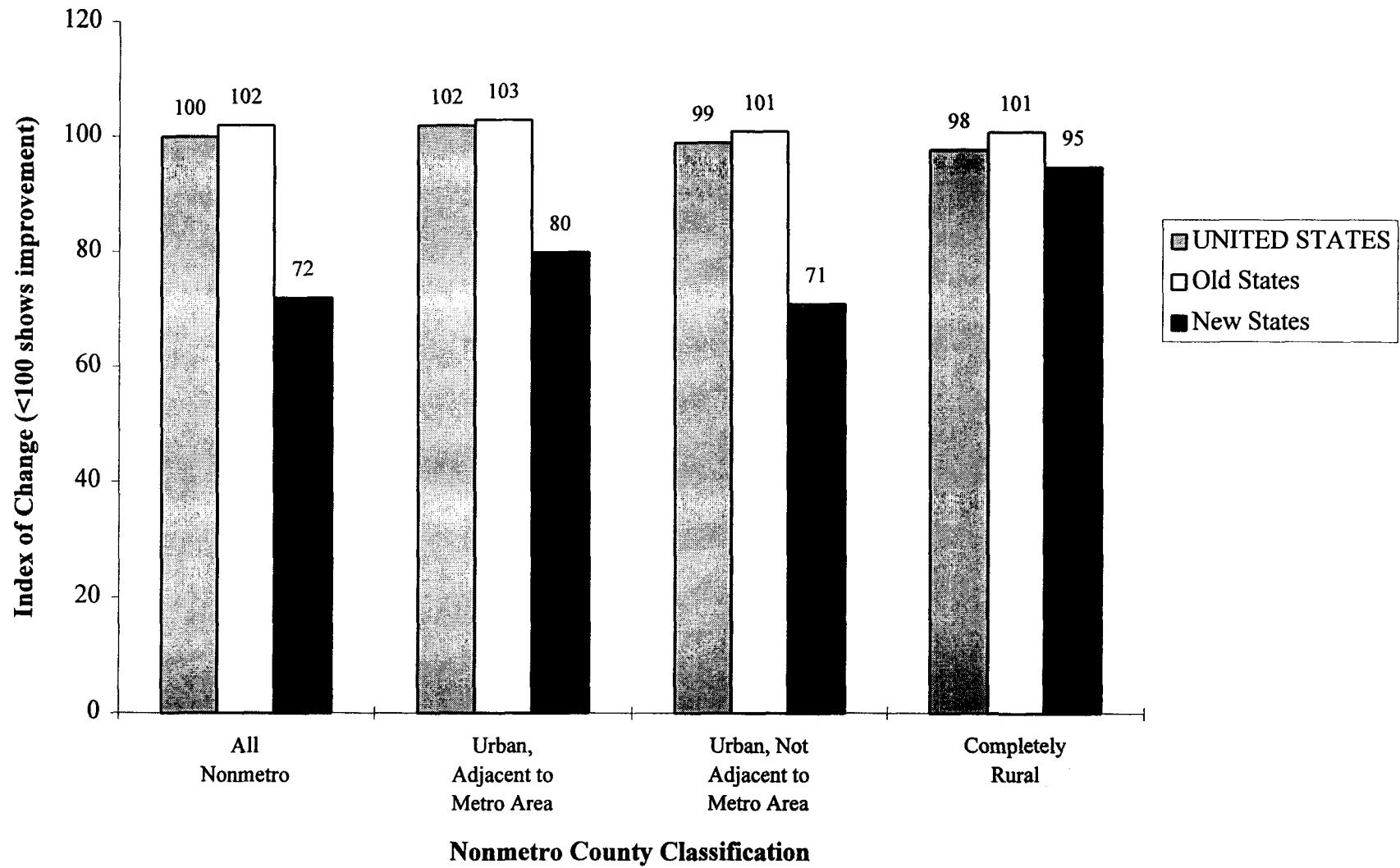
SBC membership presence

Kept pace with population growth

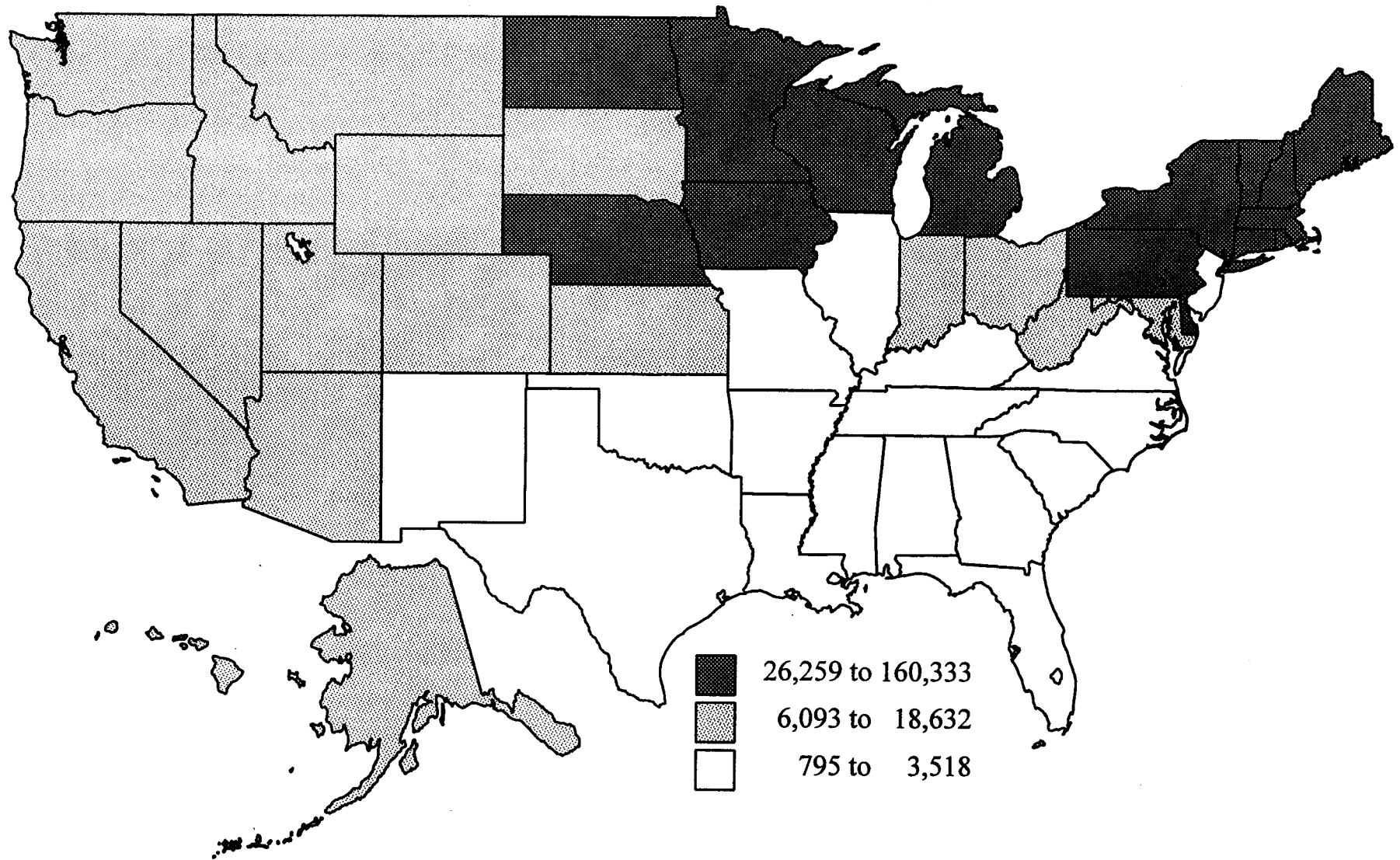
Improved significantly in "new" state convention states

- *Greatest improvement in completely rural counties*

Index of Change, Population per Church: 1980 to 1993

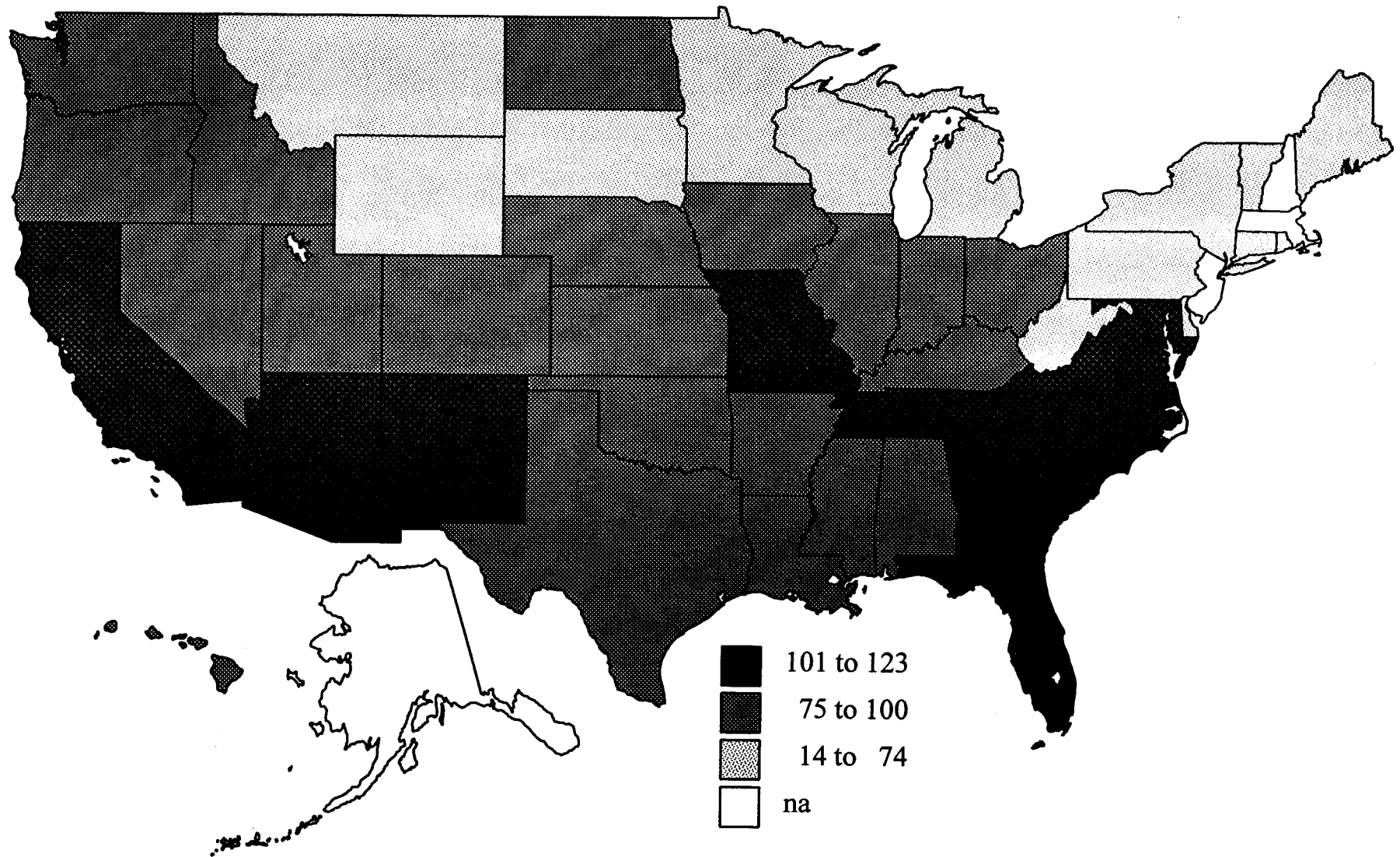


Population per Church for Nonmetro Counties, 1993



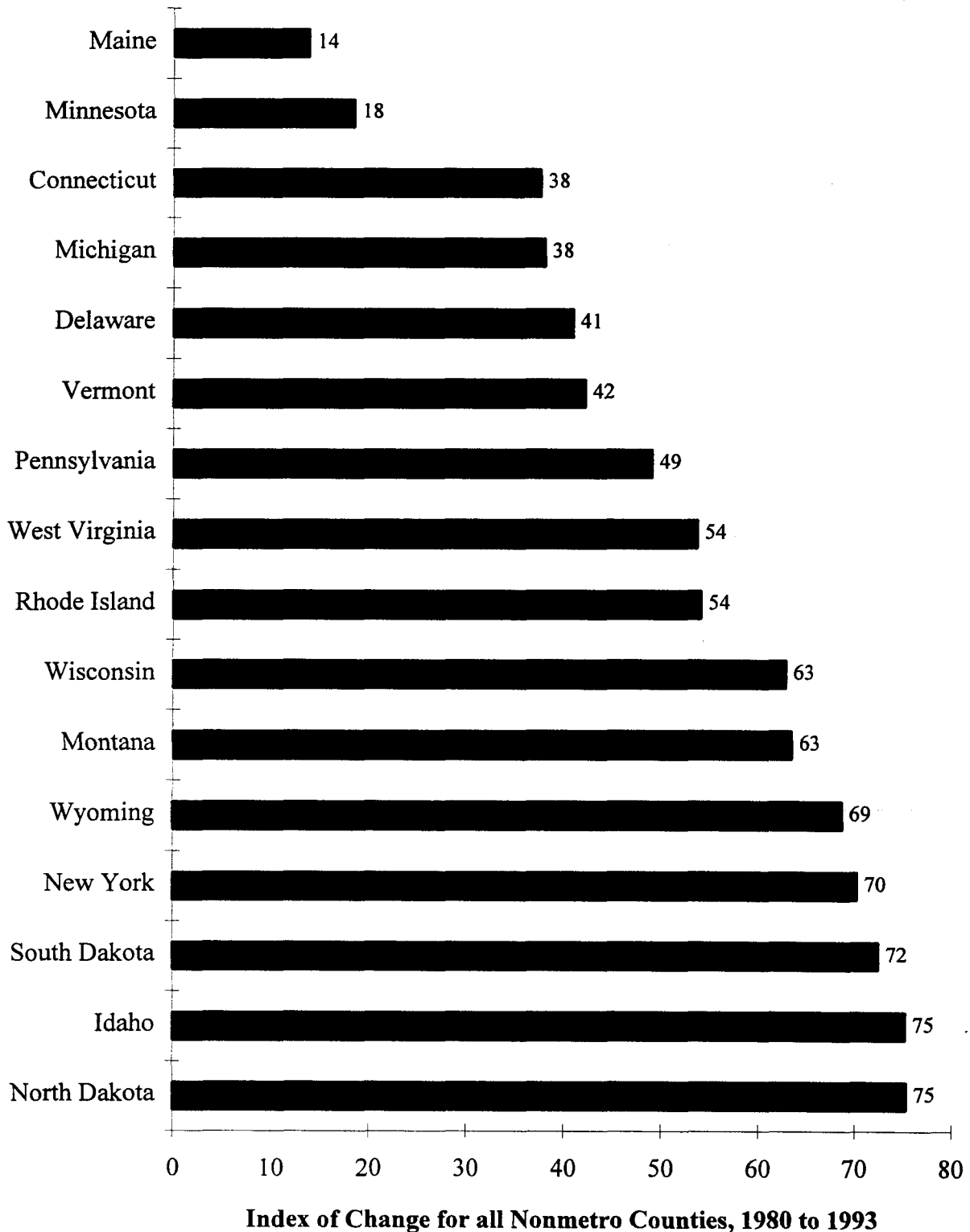
Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

Index of Change in Nonmetro Population per Church, 1980 to 1993

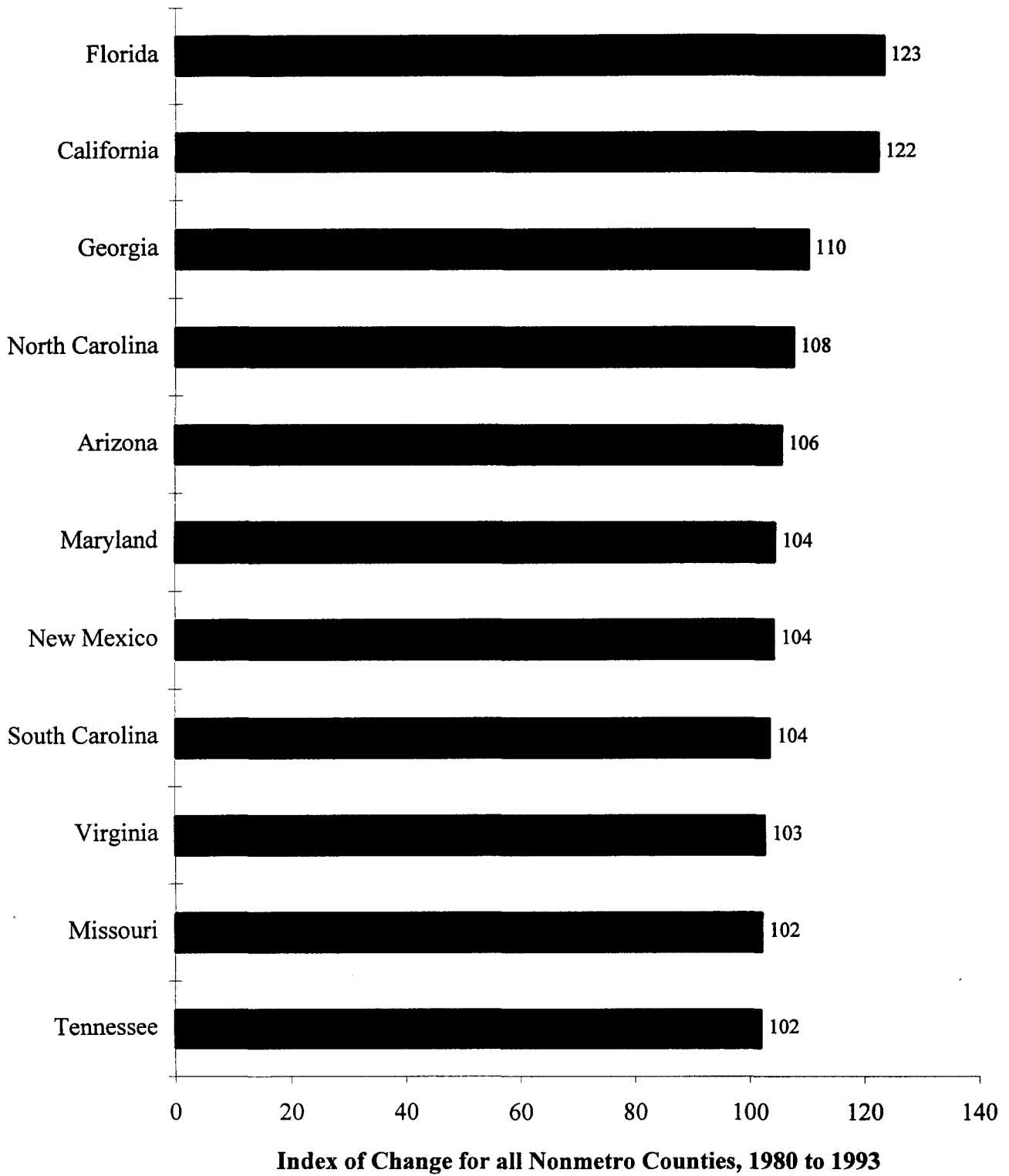


Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

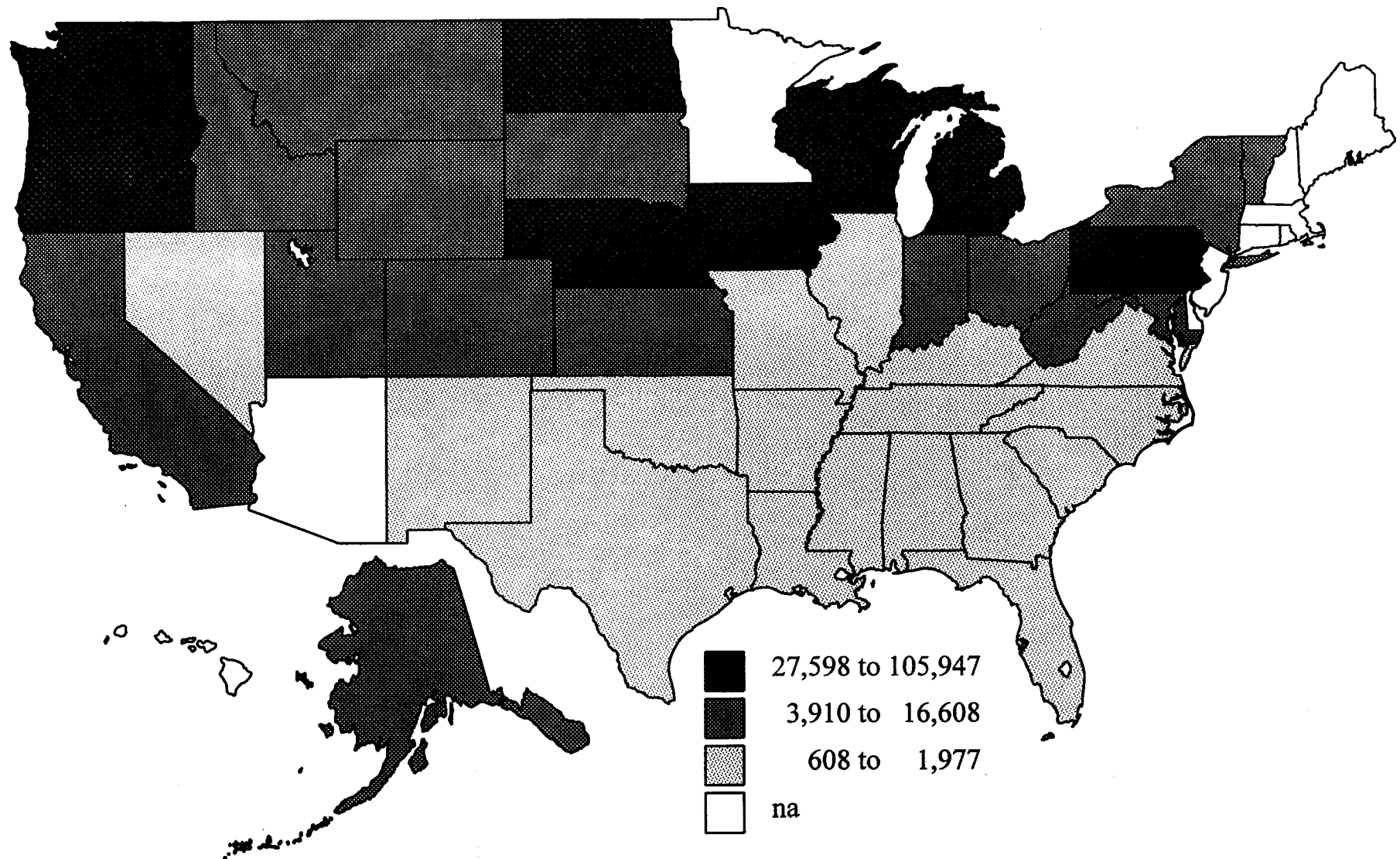
States with at least 25 Percent Improvement in Population per Church Ratios



States with Deteriorating Population per Church Ratios

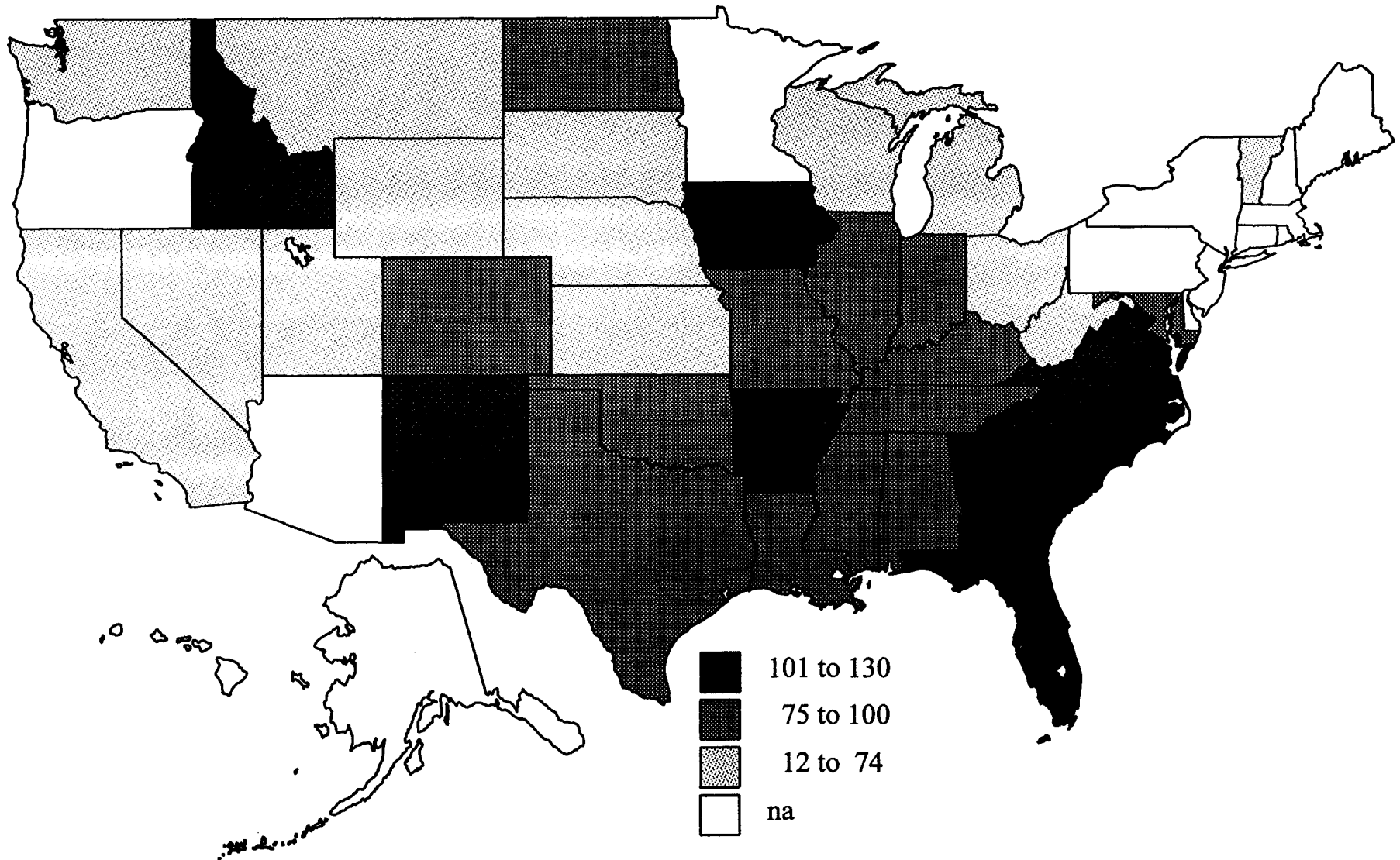


Population per Church for Completely Rural Nonmetro Counties, 1993



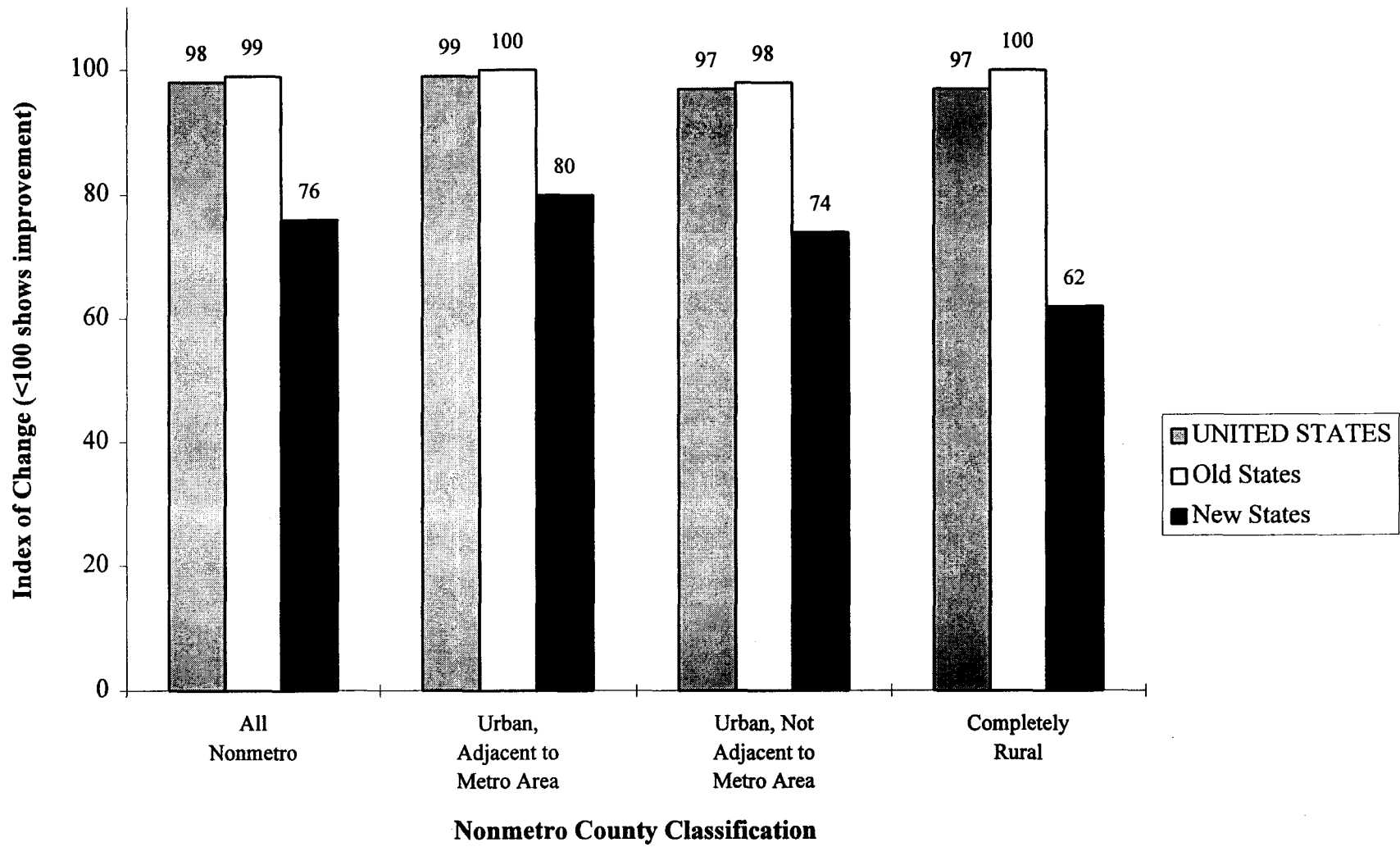
Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

Index of Change in Population per Church for Completely Rural Nonmetro Counties, 1980 to 1993

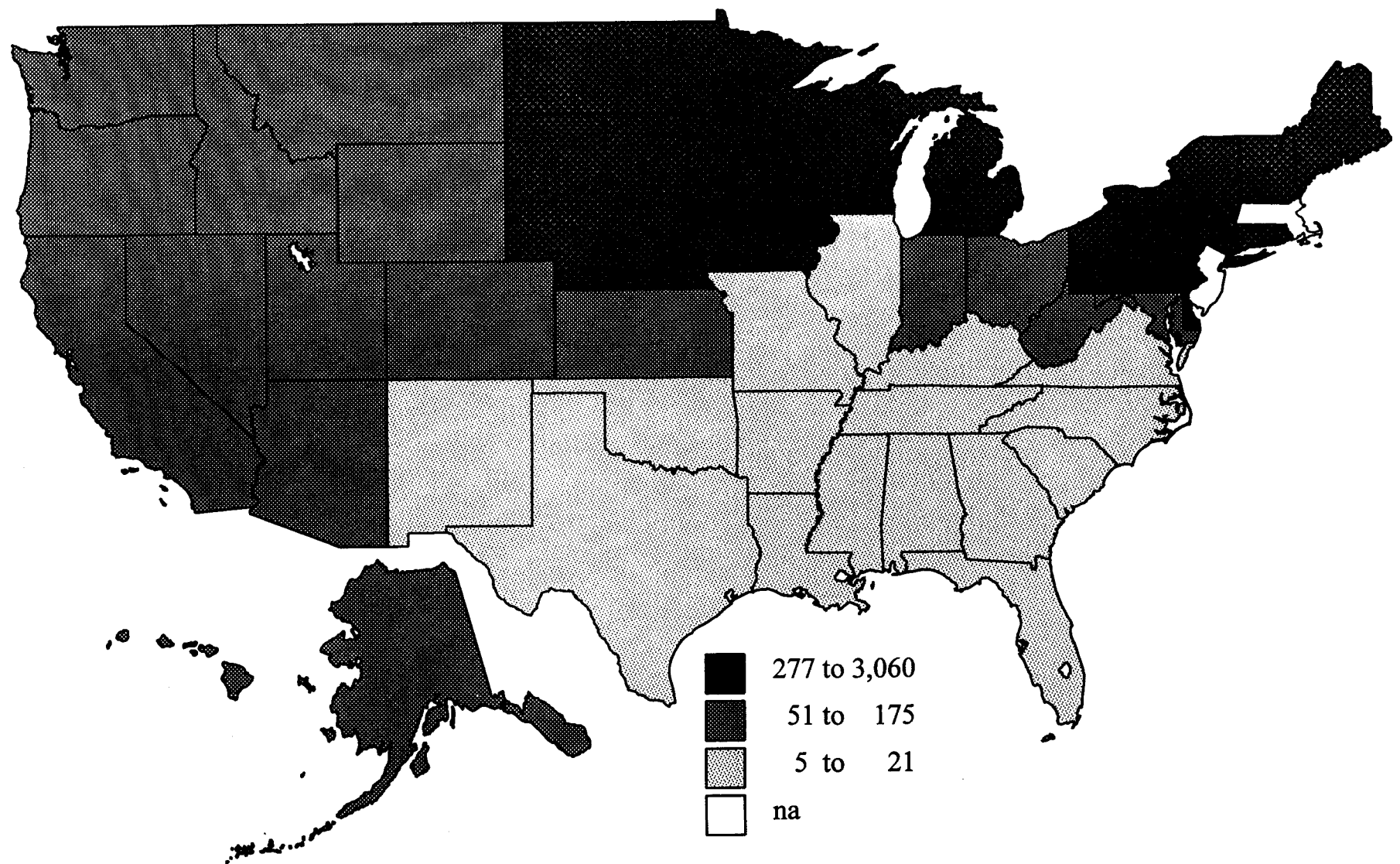


Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

Index of Change, Population per Resident Member: 1980 to 1993

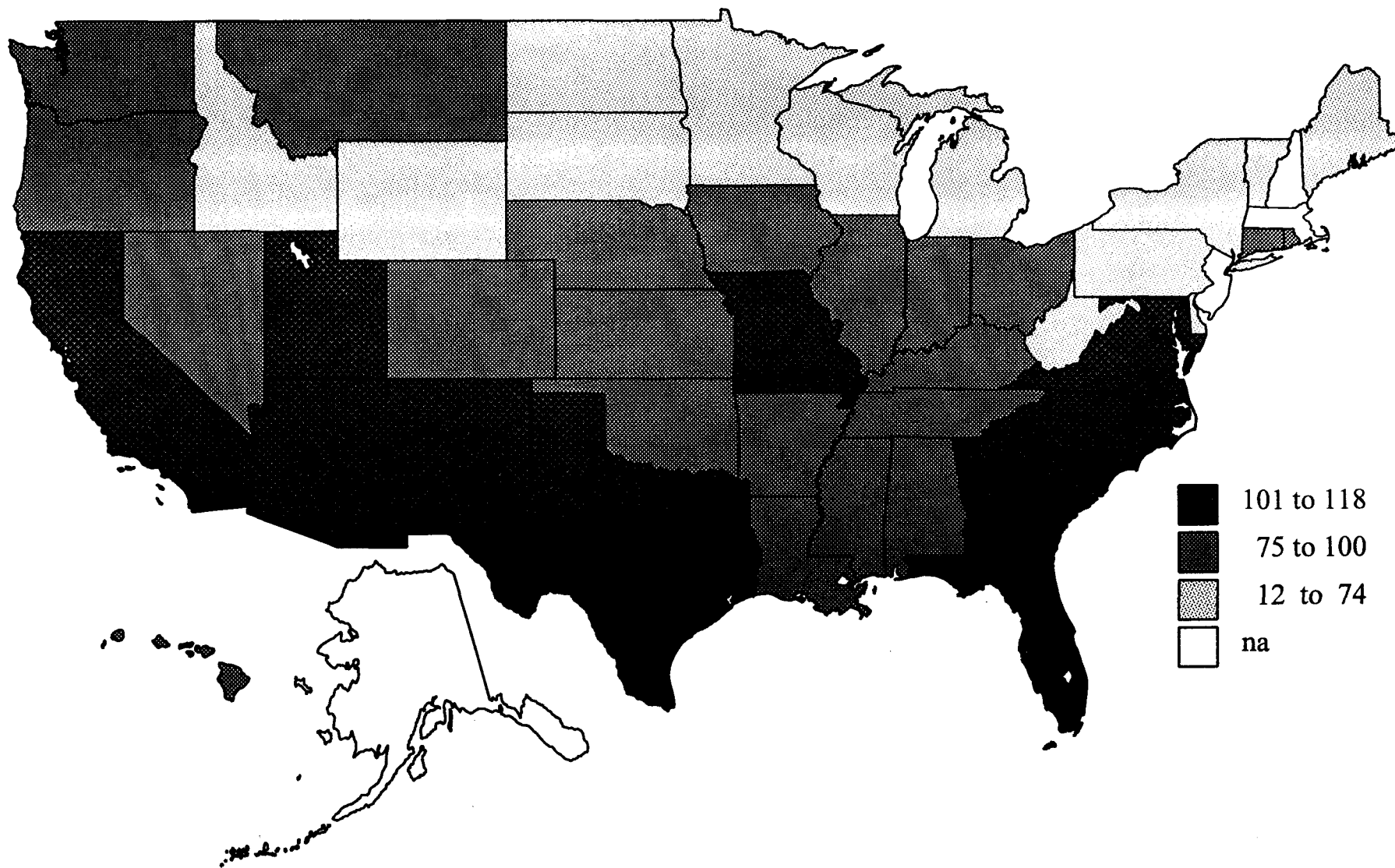


Population per Resident Member for Nonmetro Counties, 1993



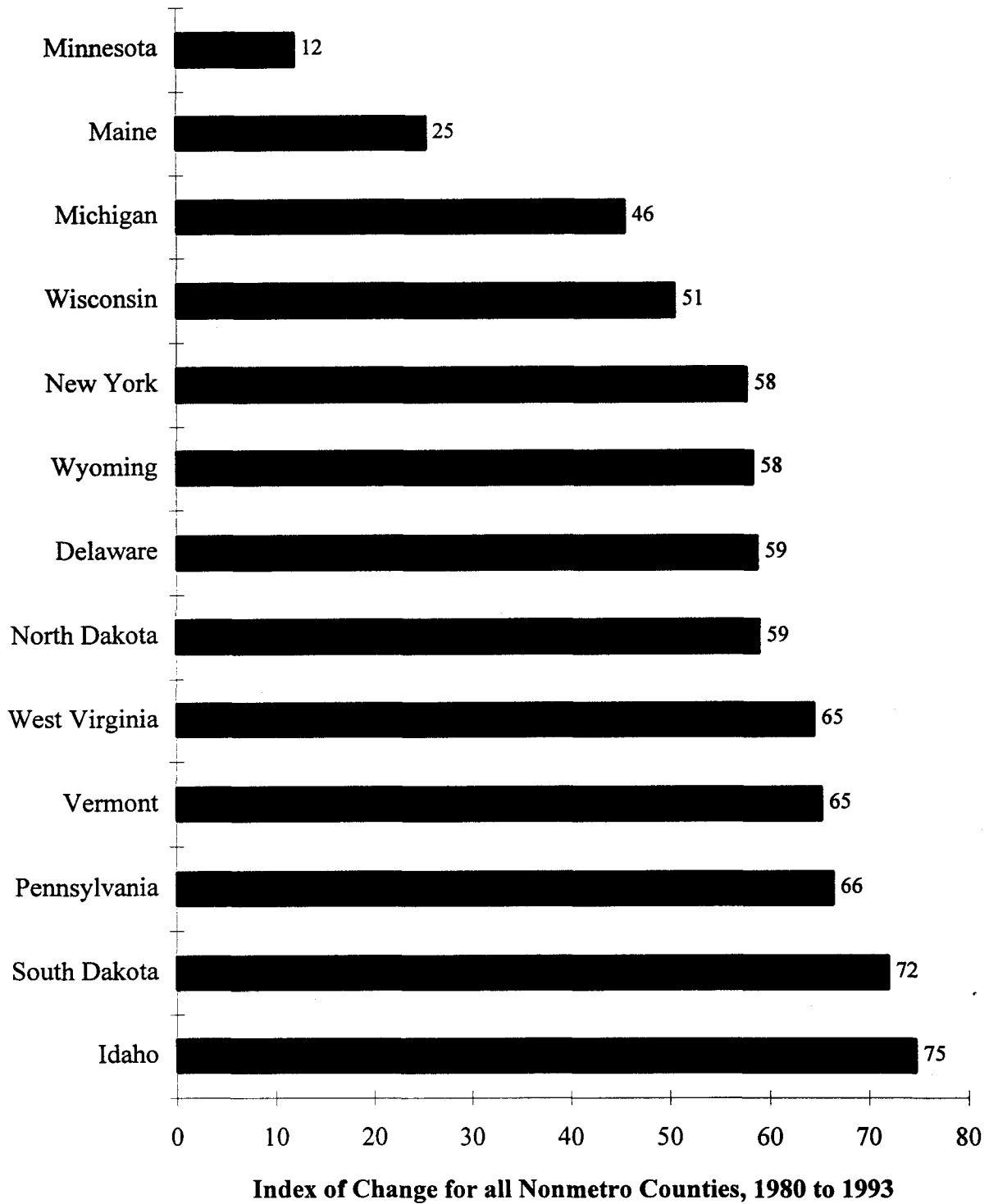
Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

Index of Change in Nonmetro Population per Resident Member, 1980 to 1993

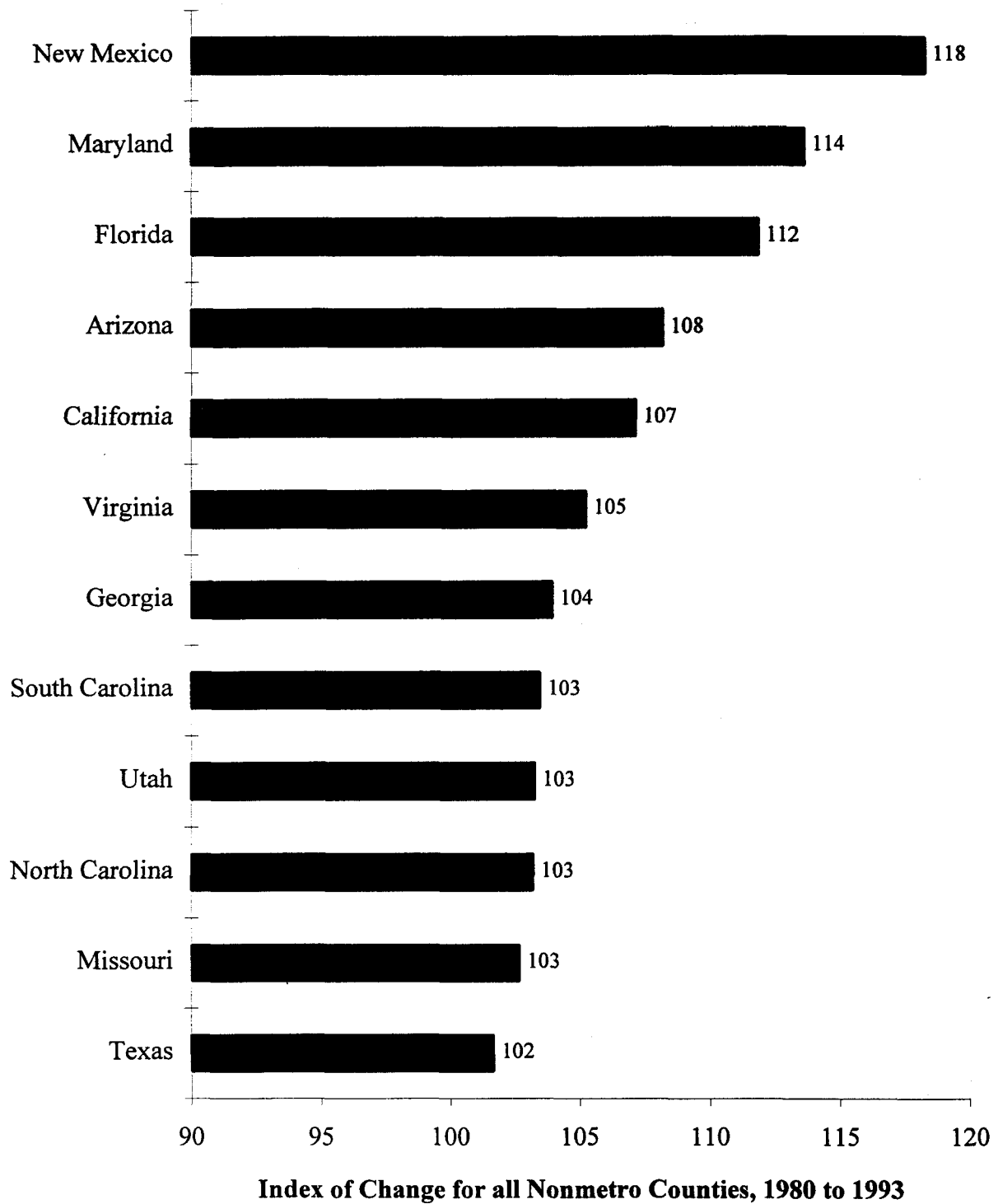


Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

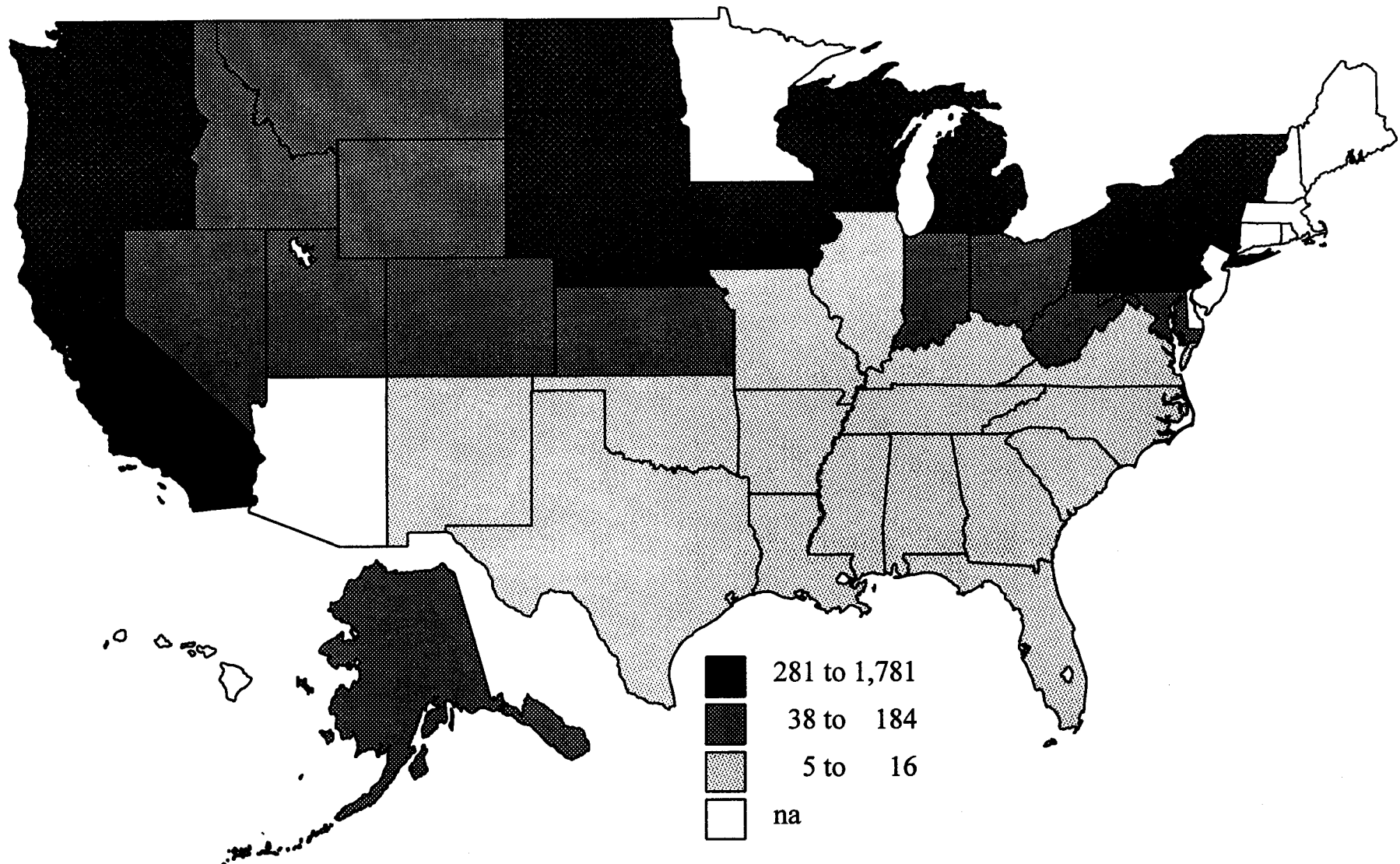
States with at least 25 Percent Improvement in Population per Resident Member Ratios



States with Deteriorating Population per Resident Member Ratios

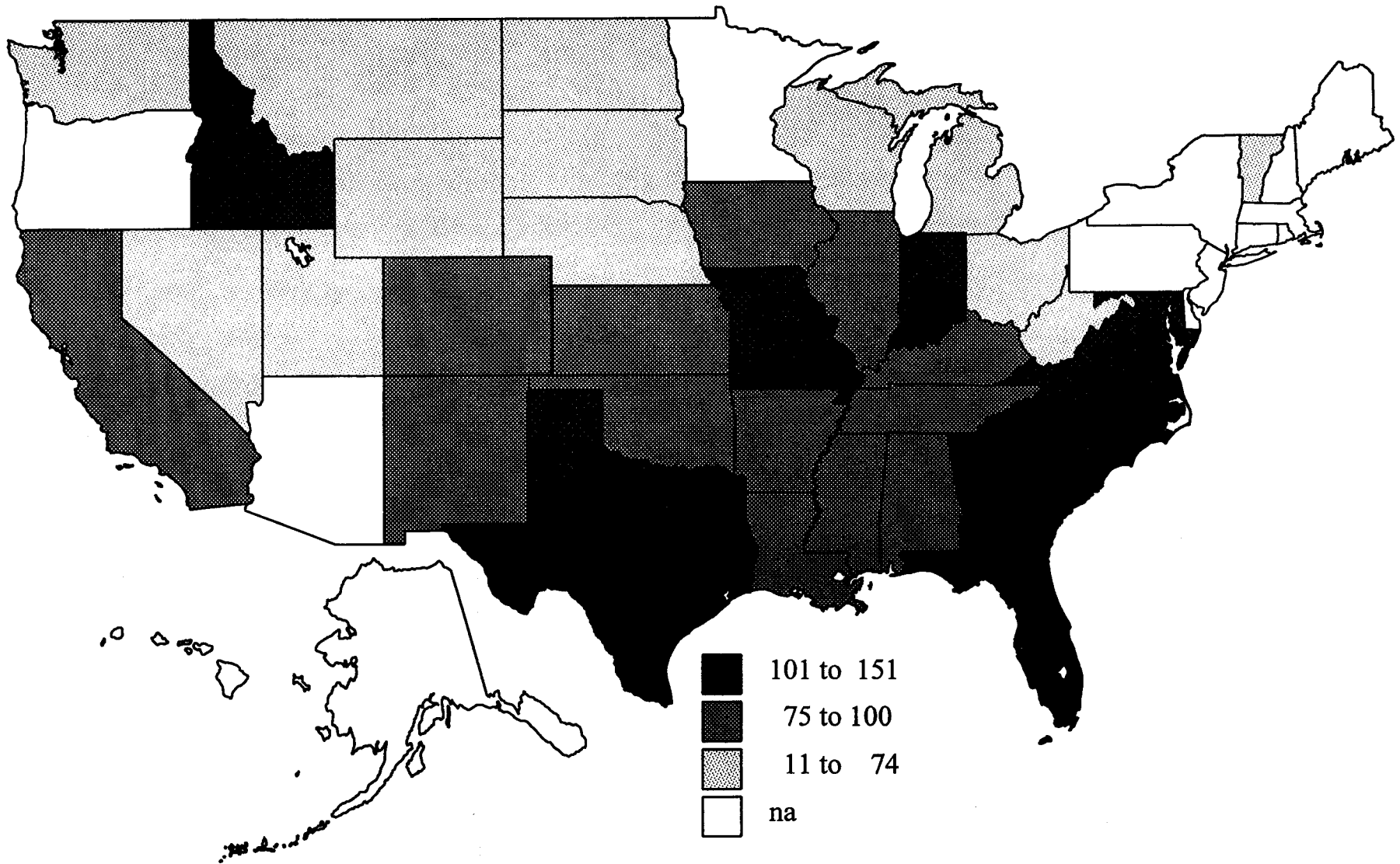


Nonmetro Population per Resident Member for Completely Rural Counties, 1993



Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

**Index of Change in Population per Resident Member for Completely
Rural Counties, 1980 to 1993**



Source: CACI Marketing Systems, Annual Church Profile, Sunday School Board; compiled by Research Division

Unentered" counties

Constituted churches in 135 new nonmetro counties since 1980, a 21% improvement (from 647 to 512)

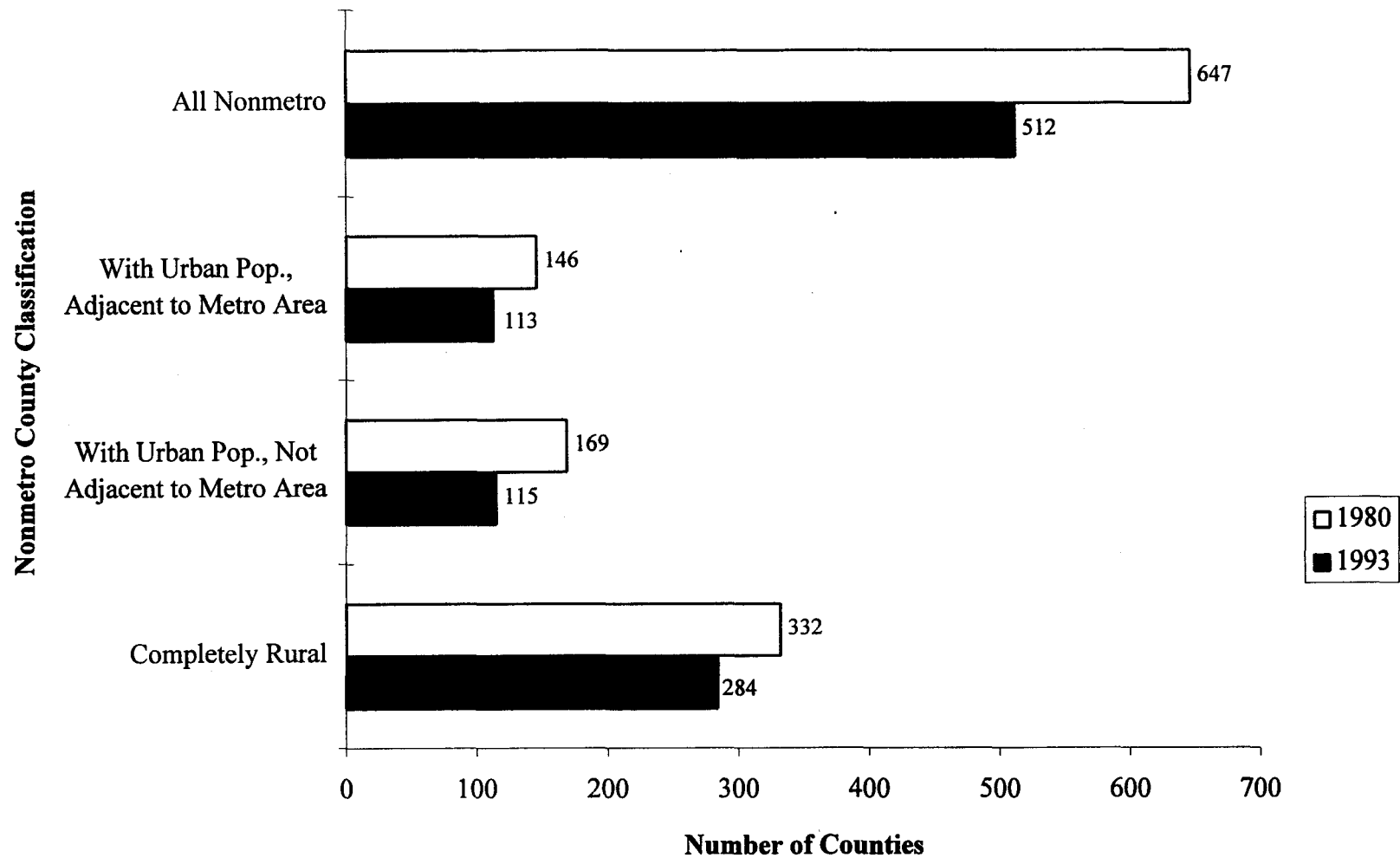
- *Greatest progress in counties with urban pop., not adjacent to metro areas (32% improvement, from 169 to 115)*

"Unentered counties" (cont.)

512 nonmetro counties with no SBC constituted church

- *284 in completely rural counties*
- *115 in counties with urban pop., not adjacent to metro areas*
- *113 in counties with urban pop., adjacent to metro areas*

Nonmetro Counties Without a Constituted SBC Church, 1980 and 1993



nonmetro population projections

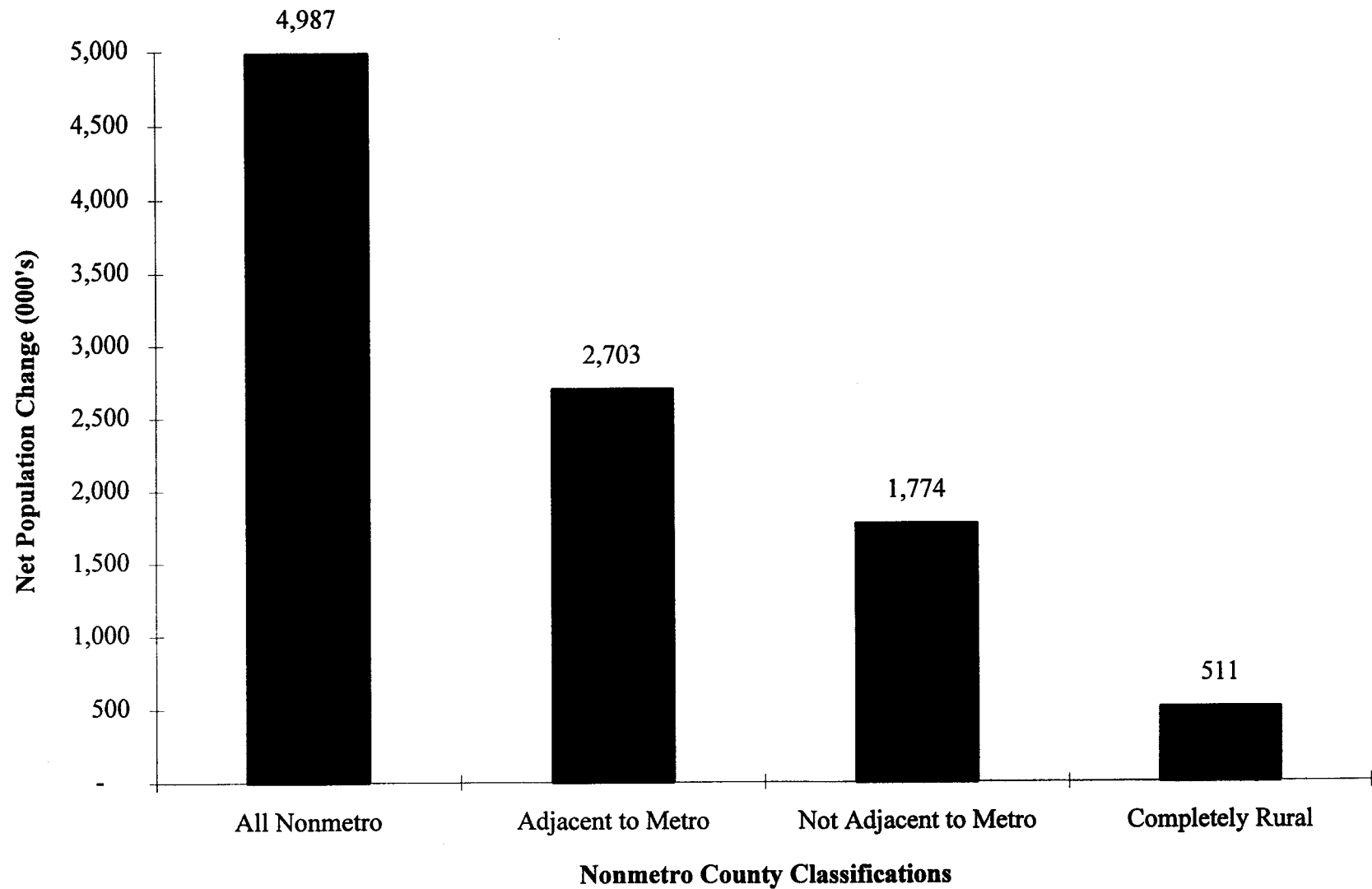
10% growth expected in the 90s

- 5 million net increase

All nonmetro county types will grow:

- with urban pop., adjacent to metro areas—11% (2.7 million)
- with urban pop., not adjacent to metro areas—9% (1.8 million)
- completely rural—8% (500,000)

Projected Net Change in Population for Nonmetro Counties, 1990 to 2000



Projected Growth Rate for Nonmetro Counties, 1990 to 2000

