Data Gem: Access and Compare Rural vs. Urban Area Population Data Transcript

Hello, I'm Krystal Jimerson with the U.S. Census Bureau.

While the Census Bureau does not necessarily define Rural boundaries and publish data for Rural areas by geography, we do have a tip to show you how you can get some statistics for aggregated Rural and Urban areas.

Meaning that we sum up the data for the urban/rural portions of another geography, such as the nation, a state, or a county.

For example, you can see income estimates comparing the income of all of those who live in Urban areas within Georgia to the income of those who live in all of the Rural areas within Georgia. Follow along with this Data Gem to learn how. We will start by going to data.census.gov.
Click on Advanced Search.

For today, let's suppose that we are interested in comparing economic data for the Urban vs. Rural populations of the state of Georgia on the whole. We don't care if it is the Atlanta or Savannah Urban area, or a certain county, we just want to know how many people in Georgia live in an urban area vs a rural area, and how their characteristics, such as income, health insurance, etc.
may differ.

I am going to click on State. Normally, I would select Georgia at this point, but in this case, find the top of our selection pane in this middle section, select Show Geographic Components.
If we use geographic components, we can get to the urban/rural totals without breaking out the numbers across each individual urban area. Selecting Georgia Urban area and Georgia Rural geographic components sums up the data for the urban/rural portions of the entire state.

To make it easier, type Georgia in the selection pane search bar to avoid having to scroll so much.

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Find Georgia, Georgia-Urban, and then Georgia-Rural and check them off. Then select tables, and let's see what we get. This is a healthy list of available tables to go through. I am not seeing income right away, so I am going to try to narrow down my options. On the left side of the screen, we are going to scroll to Topics, then select and check income and poverty.

We will select Income and Poverty again. You could do the same thing for other topics you may be interested in, such as housing value or educational attainment.

That's better, we have a few tables to explore. Selecting the first table S1901 Income in the past 12 months, inflation-adjusted dollars from the American Community Survey 2023 1-year estimates.

We can see the median and mean household income for Georgia, at 103,146, and then scroll over to see how it compares to the Urban population, 107,410, and scroll even further to the right to see how it compares to the Rural population at 91,058.

Remember, data is updated every year, and numbers might vary based on the time you are viewing this video. There you have it. You can use geographic components to search compare rural vs urban populations within a county or the whole nation, too.

We have an FAQ webpage on how to make these geographic component selections that we have linked below this video for you.

We hope you found this tip useful. If you'd like to learn more about how to access data profiles for one or more specific Urban Areas or determine if your address is in an Urban Area, please watch our Data Gem, Are you in an Urban or Rural Area? linked below.

For more videos like this, visit census.gov/academy and while you're there, subscribe to join our community! Thanks for watching!