

Small-Town America: Social Factors at Large

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Lit Review Summary

Hispanic Immigration

- The phenomenon of large population declines and an influx of Hispanics into smaller communities shapes social dynamics.

Collective Efficacy and Social Trust

- Small towns possess the belief individuals want to enact goodwill in their community. Collective efficacy takes this belief a step forward into action.

Social Capital and Community Attachment

- Scholars disagree on the nuances related to social capital (social networks) and community attachment (emotional bonds to a community).

Industrial Changes

- The shifted focus from agriculture to manufacturing affects employment opportunities and growth.

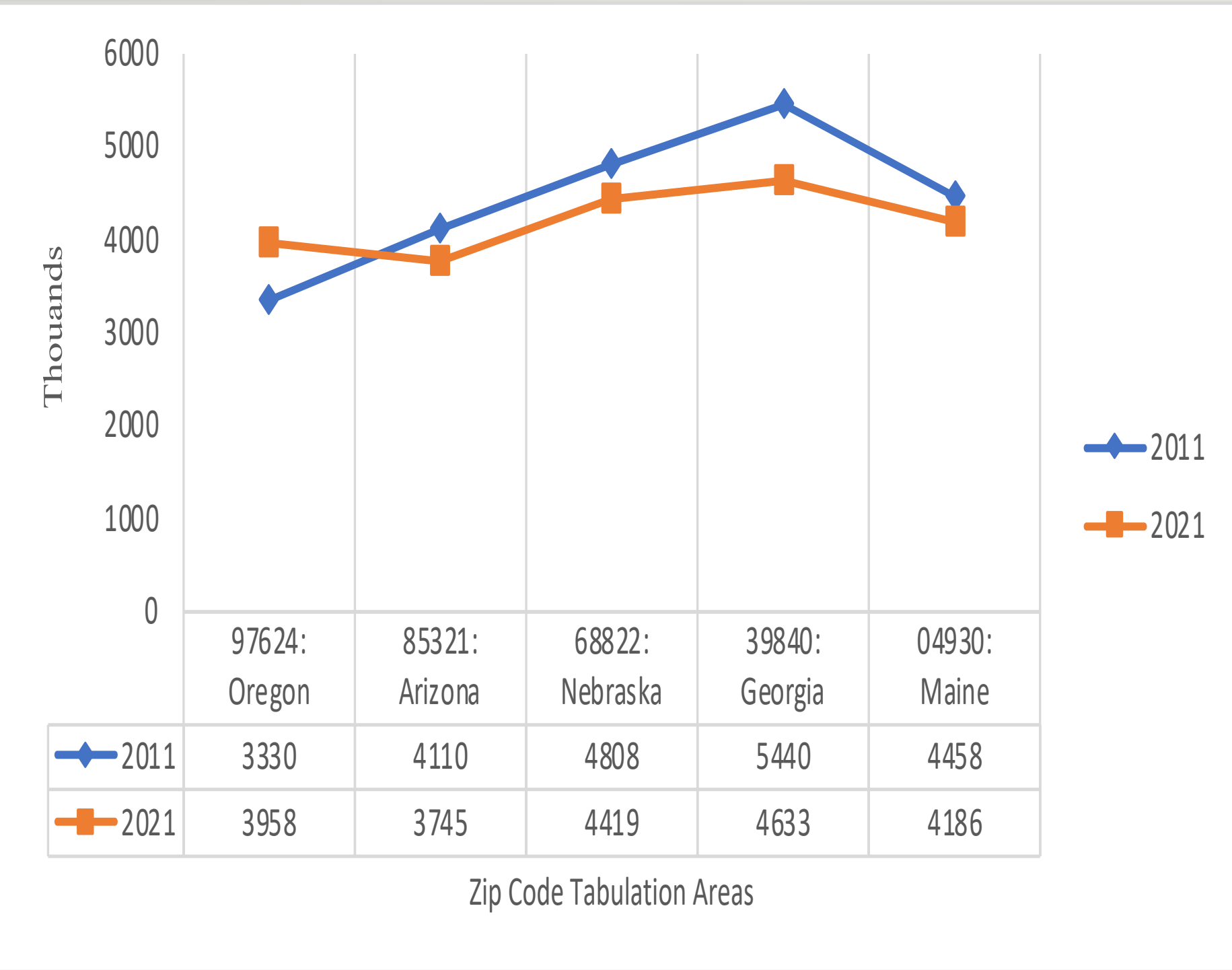


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What are the social factors impacting small-town America?

Figure 1

Comparing total population sizes between 2011 and 2021



Note. The criteria for the selected five areas included population sizes of less than 5,000 in 2021.

Table 2

Employment/Population Ratio for Hispanics or Latinos in 2021

Zip Code Tabulation Areas	Employment-Population Ratio (%)
97624: Oregon	40%
85321: Arizona	41.4%
68822: Nebraska	70.1%
39840: Georgia	48.8%
04930: Maine	100%

Note. The American Community Survey, conducted by the U.S. Census Bureau does not disclose the numerical value of the employment-population ratio.

Table 1

Comparing the total Hispanic or Latino population between 2011 and 2021

Zip Code Tabulation Areas	2011	2021
97624: Oregon	249	227
85321: Arizona	1,466	1,373
68822: Nebraska	109	152
39840: Georgia	64	84
04930: Maine	23	36

Table 3

Comparing estimated housing owner-occupied units between 2011 and 2021

Zip Code Tabulation Areas	2011	2021
97624: Oregon	1,329	1,419
85321: Arizona	1,183	1,157
68822: Nebraska	1,356	1,373
39840: Georgia	1,557	808
04930: Maine	1,229	1,498

Analysis

- The five selected zip code tabulation areas, created by the U.S. Census Bureau, represent five major regions of the United States: Pacific Northwest, Southwest, Midwest, the South, and New England. These zip code tabulation areas are indicative of the larger context of small-town America.

US Census Bureau. (2023, August 10). *ZIP Code Tabulation Areas (ZCTAs)*. Census.gov. <https://www.census.gov/programs-surveys/geography/guidance/geo-areas/zctas.html#text=ZIP%20code%20Tabulation%20Areas%20or%20Plan%20ZIP%20Codes%20data> et.

- Population Decline
 - Two Different Approaches to Addressing Decline
 - Supporting Hispanic Immigrants
 - A redirected purpose allows small-town communities to use their energy and resources to address challenges.

- Social Capital
 - Builds and sustains community attachment and social efficacy
 - Community attachment sustains individual investment resulting in a positive view of community.
 - Example: Homeowners
 - Social efficacy channels the belief that individuals will bring about public good through action. This response allows for residents to gain autonomy and ownership.

Data References

Figure 1 and Table 1

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