6-1979

Review of Applied Urban Research 1979, Vol. 7, No. 6

Center for Public Affairs Research (CPAR)

University of Nebraska at Omaha

Follow this and additional works at: https://digitalcommons.unomaha.edu/cparpubarchives

Part of the Demography, Population, and Ecology Commons, and the Public Affairs Commons

Recommended Citation

https://digitalcommons.unomaha.edu/cparpubarchives/473

This Article is brought to you for free and open access by the Center for Public Affairs Research at DigitalCommons@UNO. It has been accepted for inclusion in Publications Archives, 1963-2000 by an authorized administrator of DigitalCommons@UNO. For more information, please contact unodigitalcommons@unomaha.edu.
New Migration Patterns Emerge in U.S.

THE MOVEMENT OF METROPOLITAN POPULATIONS TO NONMETROPOLITAN AMERICA: ANOMALY OR TRENDS?

This is the second in a series of articles examining changing migration patterns. A subsequent report will explore the net migration changes in a bloc of 320 counties in the Mid-continent region during the years between 1970 and 1976.

By David R. DiMartino

INTERNAL MIGRATION PATTERNS have shifted markedly in the United States during the twentieth century. The exodus of rural populations to urban centers which dominated internal migration during the nineteenth century continued into the twentieth. By mid-century, however, that earlier pattern had given way to different, dominant trends. On the one hand, urban centers had grown massively and were sprawling rapidly outward, creating a pattern of decentralized metropolitan populations in surrounding suburbs. On the other hand, metropolitan centers had begun exchanging their urban residents to create an equally large pattern of intermetropolitan population flows. While the mid-century patterns of migration have continued through the 1970's, a new and growing pattern of internal migration has been identified and widely recognized. That emergent pattern is the migration of metropolitan residents to nonmetropolitan destinations well away from their origins, a true reversal of earlier trends.

As with any newly emergent trend, the details of the nonmetropolitan migration pattern are not yet clearly understood. Most of the understanding gained to date has been achieved using aggregate census data to establish a general appreciation of relative change. Place-specific questions of where, for whom, and why this pattern has emerged have only recently been addressed.

THE TREND

The metropolitan-to-nonmetropolitan migration pattern became very evident during the 1970's, but the beginnings of the pattern were apparent earlier. An analysis of the 1940 to 1970 period reported that nonmetropolitan growth was on the increase, though less than metropolitan growth, and that the positive relationship between initial size of place and rate of growth was decreasing in importance (Fuguitt, 1972). During the 1970-1975 period, a 12 percent decrease occurred in the number of nonmetropolitan out-migrants, and a 23 percent increase occurred in the number of SMSA residents moving to nonmetropolitan areas (Tucker, 1975). Nonmetropolitan counties were averaging an annual rate of population gain (1.2 percent), greater than the rate (0.8 percent) for metropolitan counties (Beale, 1977). These gains amounted to a net movement of 1.8 million people into nonmetropolitan areas (Beale, 1977). Even farming counties had ceased exporting their populations in large numbers and had stabilized by the 1970's (Beale, 1977).

WASHINGTON, D.C.

Nonmetropolitan counties (non-fringe counties) have received migrants from cities, but fringe counties have gained population (at 6.2 percent from 1970 to 1974) faster than non-fringe counties (at 4.9 percent) (Beale, 1976). However, counties with the least amount of commuting to metropolitan counties have experienced the most pronounced change in growth, from 0.2 to 1.1 percent annually during the 1970's (Morrison and Wheeler, 1976). The greatest reversals occurred in entirely rural counties not adjacent to metropolitan areas. Thus, the new nonmetropolitan growth pattern is more than a simple extension of urban sprawl. It is, at least in part, a purposeful migration oriented to nonmetropolitan destinations, rather than a dispersal of commuters with sustained ties to metropolitan origins.

Nonmetropolitan locations receiving the most marked increases in metropolitan migrants have been those associated with some specific activities and functions. These include those offering recreation/retirement opportunities, industrial growth, education (universities), government employment (especially military bases), and mining. Particularly pronounced through the 1970's has been growth in those communities with recreation/retirement opportunities and industrial growth.

Regions

Nonmetropolitan growth has been particularly pronounced in the Northeast and Midwest, both areas of metropolitan decline. The South has been conspicuous in its meager nonmetropolitan growth (with the exception of Florida and the Ozarks), perhaps because of the attractiveness and growth of its small cities. Some authors have expressed surprise that "even" the Plains and Interior West have exhibited nonmetropolitan growth during the 1970's. In fact, the northern
and southern Plains have experienced a clear reversal in population movements during the 1970's (particularly large increases have occurred in nonmetropolitan areas, with less than 500 residents) in the southern Plains, especially the Texas-Oklahoma border. Since the 1960's, the North Central States as a whole have experienced more growth in nonmetropolitan than metropolitan areas. Therefore, it is clear that the concentric ring that has been removed from metropolitan areas than in those proximate to metropolitan centers.

1979b). While a number of fringe counties continue to experience a flow of migrants, nonmetropolitan counties that increased, while out-migration to nonmetropolitan areas, the proportion doing so has decreased slightly (Ludwig, 1979a). More particularly, the fact that out-migration from Omaha to fringe counties has decreased, while out-migration to nonmetropolitan non-fringe counties has increased, by 2.1 percent during a two-year period, 1976-77 to 1977-78. Assuming that Omaha's out-migration patterns are at all indicative of metropolitan centers in the Plains, a clear change has occurred in the orientation of metropolitan out-migrants toward nonmetropolitan destinations during the mid-1970's. An additional analysis of in-migration to metropolitan non-fringe counties across the Plains indicates that growth in these areas is a rather localized pattern (Ludwig, 1979b). While a 68 percent of these migrants are also well educated, tending to be in white collar occupations, and they are predominantly white (Ziuzen and Brown, 1978). In fact, these in-migrants are much like nonmetropolitan in-migrants but distinctly different from metropolitan and nonmetropolitan non-migrants.

The context. The underlying reasons for the emergence of the nonmetropolitan migration pattern (and for its emergence at this time) are most difficult to discern. Overgeneralizations continue to abound, and unfortunately the traditional explanation of factors such as economic motivation, the friction of distance, and sociological status may be losing much of their potency in explaining contemporary migrations. Clearly, the present pattern is not merely the product of previous decisions, but the availability of those opportunities does not explain the selection of one destination over another. Neither is the recent growth in nonmetropolitan migration simply attributable to accelerating expansion of nonmetropolitan areas. Rather, certain social or psychological factors yet to be identified must be operating to create the new pattern.

Implications of the nonmetropolitan migration trend are complex, particularly for the migrants themselves. While most emigrants (64 percent) will continue to move toward metropolitan areas from which the migrants emanate may actually benefit. The implications of having a number of distressed or "maladjusted" migrants residing in relatively small communities and for the migrants themselves and potential destinations. For example, migrants arriving in nonmetropolitan places may "expect" the same type of opportunities that they received in their former locations. If these services are lacking, the migrants may experience heightened stress and dissatisfaction. Should the communities wish to add or improve services, they may find themselves economically and financially unable to do so. Nonmetropolitan migrants remain distressed and often face a self-defeating schism between the "newcomers" and "old guard." Such a process is only harmful to the communities as a whole. When the consequences of the trend stemming from the scenario sketched above, the problems are already severe. To some the trend represents a disruption, a growing gap between the expectation of migrants and the communities' abilities to pay for public services. The consequences of the trend may be best illustrated by the consequence of unanticipated growth in nonmetropolitan places can be just as jarring as those anticipated in the future. The trend may lead to a decline for both the public and private sectors.

"A realistic prediction is not yet possible of how long and at what magnitude the nonmetropolitan migration trend will continue. It is not known, however, how plan for the potentialities of the future. The best way to avoid problems and to enable nonmetropolitan migration to proceed as it exists today. The well-being of all associated with the nonmetropolitan migrant is required that the trend be taken seriously and that the phenomenon be monitored so that it may truly be understood.

References


Morris, Judah, and Judith P. Wheeler 1979 "Rural Renaissance in America?" Population Reference Bureau, Inc.


"The Implications of the Nonmetropolitan Migration Trend for Community Patterns. This process consists, in essence, of the determination of nonmetropolitan migration pattern(s). Though the elderly comprised only 7.3 percent of the total (Ziuzen and Brown, 1978). The behavioral approach to migration analyzes movers' motives as a function of the characteristics of these migrants. A major question of why the nonmetropolitan migration pattern has developed. This approach is based on the notion that each social group has somewhat different criteria for selecting the destination. The underlying reasons for the emergence of the nonmetropolitan migration pattern (and for its emergence at this time) are most difficult to discern. Overgeneralizations continue to abound, and unfortunately the traditional explanation of factors such as economic motivation, the friction of distance, and sociological status may be losing much of their potency in explaining contemporary migrations. Clearly, the present pattern is not merely the product of previous decisions, but the availability of those opportunities does not explain the selection of one destination over another. Neither is the recent growth in nonmetropolitan migration simply attributable to accelerating expansion of nonmetropolitan areas. Rather, certain social or psychological factors yet to be identified must be operating to create the new pattern.
Small Firms Need Management Help

By Jacqueline Lynch and Sofi M. Nazem

(M. Lynch is a graduate student and Dr. Nazem is an associate professor in the College of Business Administration.)

Introduction

SMALL BUSINESSES are often plagued by poor internal management practices, particularly in accounting and other important business planning activities. Financial and personnel constraints, coupled with a lack of knowledge of the parameters of these services, cause these firms to fail to recognize that a solvable problem exists; and, even if this is realized, they fail to avail themselves of the assistance of experts in these functions. Small businesses need to consider certain types of services whereby these firms may utilize the knowledge of experts outside the agencies to improve their management decisions and processes.

The current study was a two-pronged attack which explored both the supply and demand of such services. These services could generally be classified into three broad categories: accounting, tax, and management advisory services. The first stage of the study consisted of a need for some of these services, which should perform them (internal staff or experts in these functions). Small businesses need to consider certain types of services whereby these firms may utilize the knowledge of experts outside the agencies to improve their management decisions and processes.

Methodology

The survey was limited primarily to small businesses employing fewer than 50 persons where the availability of the services. While customer satisfaction could be somewhat biased due to lack of knowledge of alternatives, the results indicated that all organizations were satisfied with existing arrangements. However, a detailed examination of these results led to some interesting conclusions.

More companies using their own internal service reported they are satisfied than those using outside sources. (See Table 1.) The most striking feature of the results of the study shown in this table is that a lesser proportion of businesses are satisfied with management advisory services, particularly when such services are obtained from outside agencies. Evidently these services are not performed well enough or at least do not meet the expectations of the customers, although the need and demand for management advisory services does exist.

Table 2 and 3 reveal that relatively smaller firms tend to use external services more frequently than do the larger ones, and many firms use outside agencies for tax and management advisory services than for accounting functions. Almost half of the smaller firms employing less than ten persons appear to use external sources for tax and management advisory services and are as high as three-quarters of those firms employing 25 or more persons. Table 4 represents some characteristics of enterprises undertaking different types of business activities. These results reform the pattern seen above which is a greater degree of external source services for tax purposes and particularly for management advisory services.

Analysis of Cost of Service

Cost information was obtained from 35 firms offering accounting or more services in the metropolitan area. The breakdown of responding firms is as follows: Accounting (24) (two also offer data processing service), Consultants (business 11 (two also offer management, financial) (data processing service) (two also offer data processing service). Data processing

The breakdown of cost information by type of service is shown in Table 2. The hourly rate charged varies considerably depending upon type of service and the firm offering it. The survey included an average hourly fee charged for each of the services offered. The information also includes modal value of fees which is customers' needs and improvement of their services appears to be necessary. As expected, the smaller firms are more likely to utilize external services. While this is an area of deficiency, it perhaps also imposes financial constraints for the providers of the services since smaller firms cannot afford high fees. Nevertheless, this area is worthy of attention by those providing services.

Although the cost of services varies widely, most firms appear to charge around $11.00 to $20.00 per hour for accounting services, while for tax services the fees are relatively higher. Management advisory service is far the most expensive to buy, and most firms charge around $50.00 to $40.00 per hour for this service. This is an area where external sources are very important for smaller firms. Almost half of the firms employing less than ten persons seek such services.

(Continued on Page 8)
Omaha Indicators Show Mixed Growth for 1978

Selected demographic and economic indicators showed a mixed growth for the nine subareas of the city of Omaha during 1978. Even though the Northeast and Southeast subareas continued to experience out-migration and an increase in the number of housing demolitions during the year, encouraging signs of growth were evident with increases in the number of single-family building permits and home mortgages. The remaining subareas showed healthy signs of expansion; however, more modest gains were experienced in the number of families and business establishments.

The Omaha area had a net natural increase of 3,260 in its population during 1978, compared to 3,163 in 1977. However, the area of the city east of 42nd Street continued to lose population through out-migration. In 1978, the Northeast and Southeast subareas had a net intra-urban-out-migration of 170 households to other portions of the city. Accompanying this was a continued growth in the number of single-family housing units moving into the Northeast and Southwest subareas. In 1977 these areas experienced a net intra-urban-in-migration of 45 households, but in 1978 this number jumped to 140. Even though families continued to move out of the eastern portion of the city, the percentage increase there in the number of single-family housing permits issued in 1978 is among the highest for the city. The number of these permits issued for the Northeast subarea rose by 76.7 percent, and in the Southeast the gain was 114.9 percent. These increases were offset by a slowdown in the number of single-family housing permits issued in the remaining subareas of the city. As a result, the Omaha area as a whole experienced only a moderate growth of 3.7 percent in single-family permits, bringing the year-end total to 2,002 housing units. The dollar value of these single-family housing units totaled $45,8 million or $22,860 (Continued on Page 8)
SMALL BUSINESSES NEED HELP

(Continued from Page 5)
from outside organizations. This is quite natural since small businesses cannot afford in-house expertise, and owners generally do not possess such skills. While a great need for improvement in the services offered to these businesses seems to exist, perhaps also less financial reward for most providers of the service is present. However, the sheer number of small companies should make it a financially attractive area, provided that service establishments can come up with some wholesale approach to selling their services.


INDICATORS SHOW MIXED GROWTH IN 1978

(Continued from Page 6)
per housing permit.
Multifamily residential construction increased at a much faster rate than single-family construction during 1978. The number of multifamily housing units in the Omaha area rose by 51.7 percent during 1978, and the dollar value of these units rose by 90.0 percent. A majority of the new multifamily construction occurred west of 72nd Street, with 54 percent of the city's total occurring in the Southwest subarea alone.
The number of mortgages in the Omaha area rose in 1978 by 8.4 percent to a year-end total of 12,358. These mortgages were valued at over $504 million and represented a 24 percent increase over the preceding year.
Other indicators which showed healthy signs of economic expansion during 1978 were an 8.0 percent increase in the number of new water hookups, a 16.3 percent increase in new car sales and a 40.9 percent increase in new truck sales. As with the other indicators, much of the increase in these factors is attributable to the growth and development occurring west of 72nd Street.