

# Rural's Rise

Shifting Trends in Rural & Urban  
Job Postings



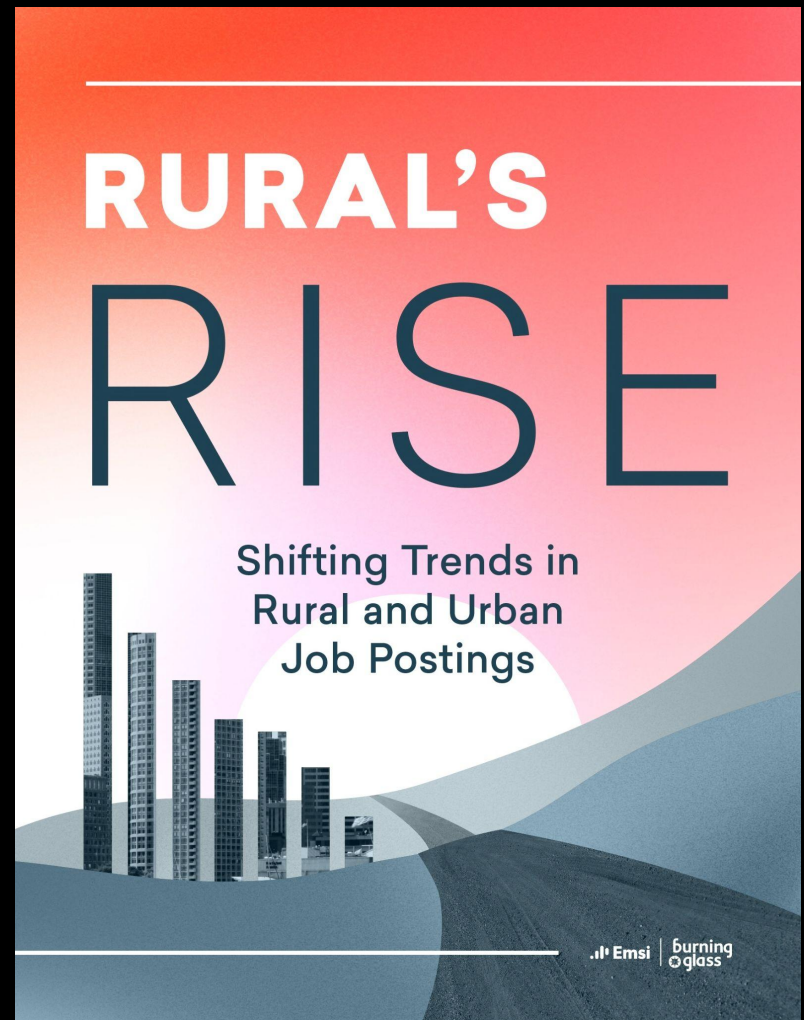
# Agenda

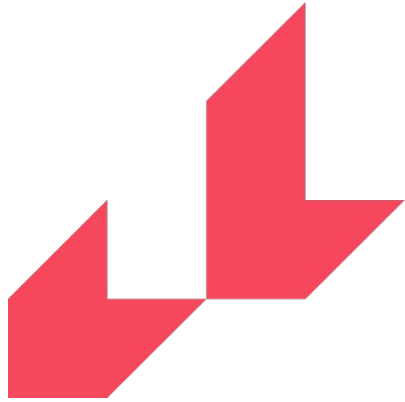
A bit about our merger, new name,  
and enhanced job postings

Rural's Rise: Shifting Trends in Rural  
and Urban Job Postings

Trends in the INWP Region

Q&A



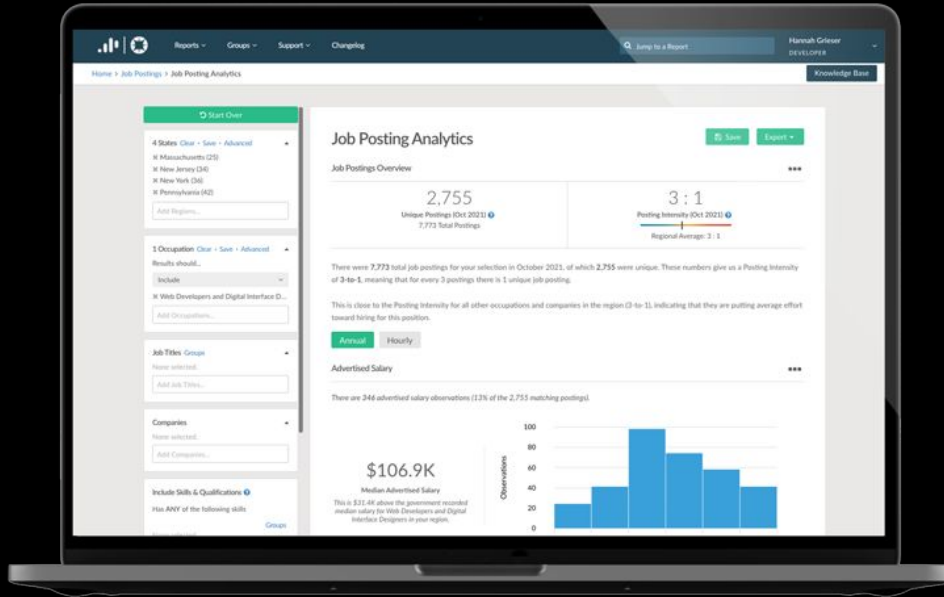


# Lightcast

Illuminating the future of work



# Enhanced job posting feed



Even better deduplication

Fewer spam postings

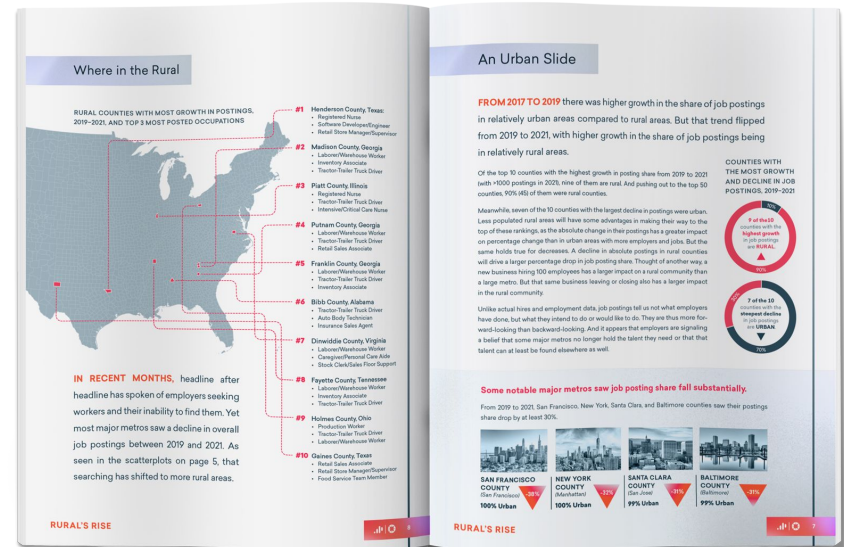
More accurate reflection of job openings - as opposed to advertisements

Improved tagging of key characteristics



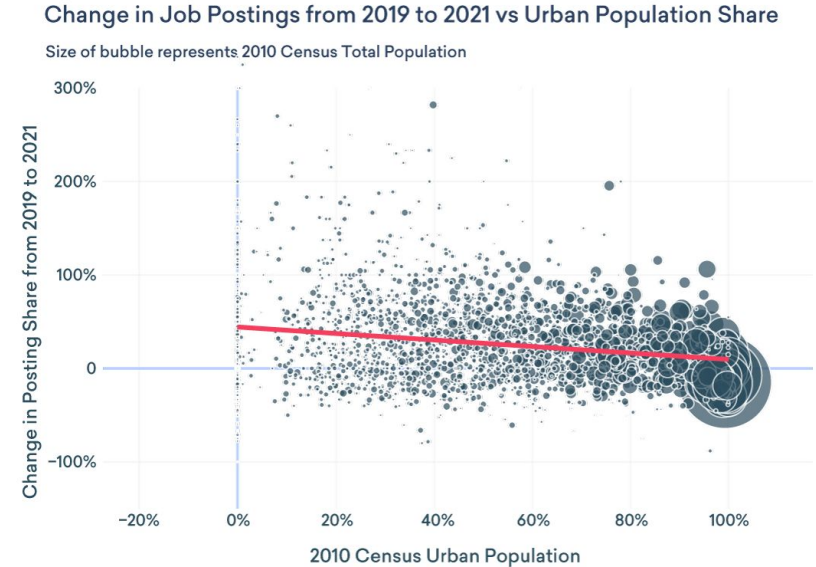
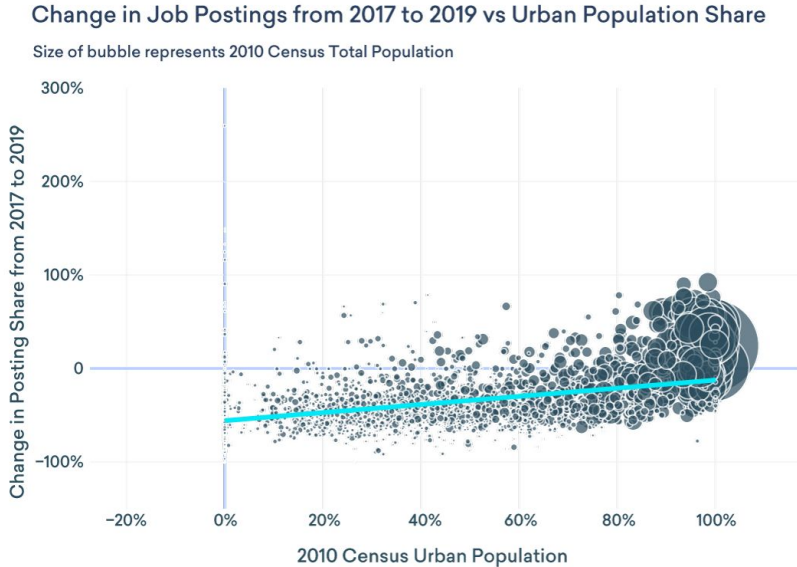
# Rural's Rise: Shifting Trends in Rural & Urban Job Postings

Examines shift in job posting share at county level between 2017-2019 and 2019-2021.



# Primary Finding

Higher growth in job posting share in relatively urban areas from 2017-2019. That trend flipped from 2019 to 2021, with more growth in relatively rural areas.



# Additional Findings



Of the top 10 counties with the highest growth in posting share from 2019 to 2021, nine of them are rural.



Job postings for a wide range of occupations have grown more in rural areas than urban, including fields such as healthcare, technology, storage and transportation, and science.



Rural areas have seen growth in high-tech skills, including mobile development, cloud computing, brand management, online marketing, and web analytics.



# Additional Findings



Since 2019 remote job postings in urban areas have grown 102% compared to only 14% in rural communities.



Salaries of jobs growing in rural areas are on average 20% higher than all jobs in rural areas.

## AVERAGE SALARIES

Top 20 highest growth rural occupations

**\$63,725**

All rural occupations

**\$52,950**





# Our Approach

We compared the county's share of job postings in 2019 to the county's share of job postings in 2021 to determine how the county changed in terms of posting demand.

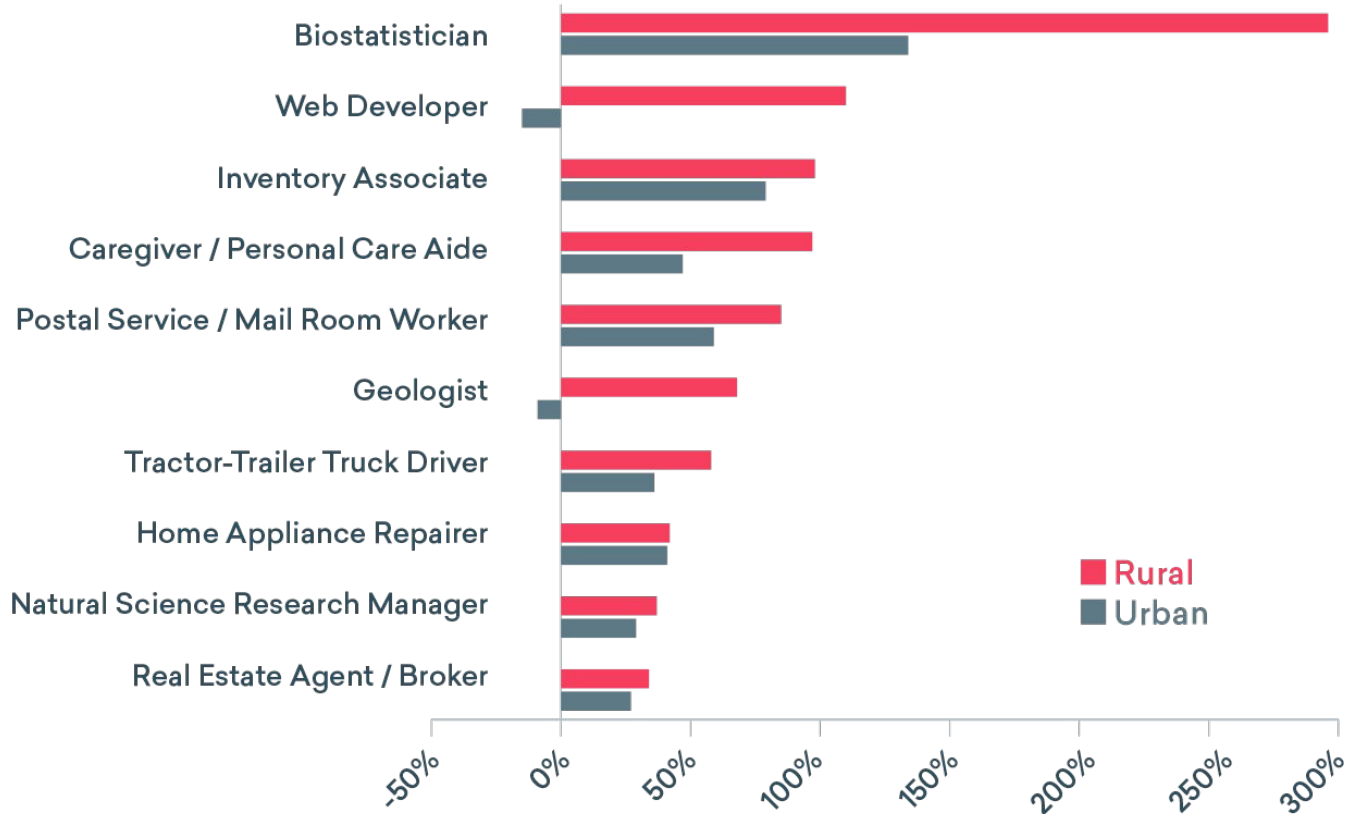
## What we mean by URBAN and RURAL

A county's urban-ness is determined by the percentage of the county population that lives within **urbanized** (50,000 or more people) or **urban cluster** (at least 2,500 people and less than 50,000) areas. We define **rural** counties as those with less than 40% of their population in such areas.



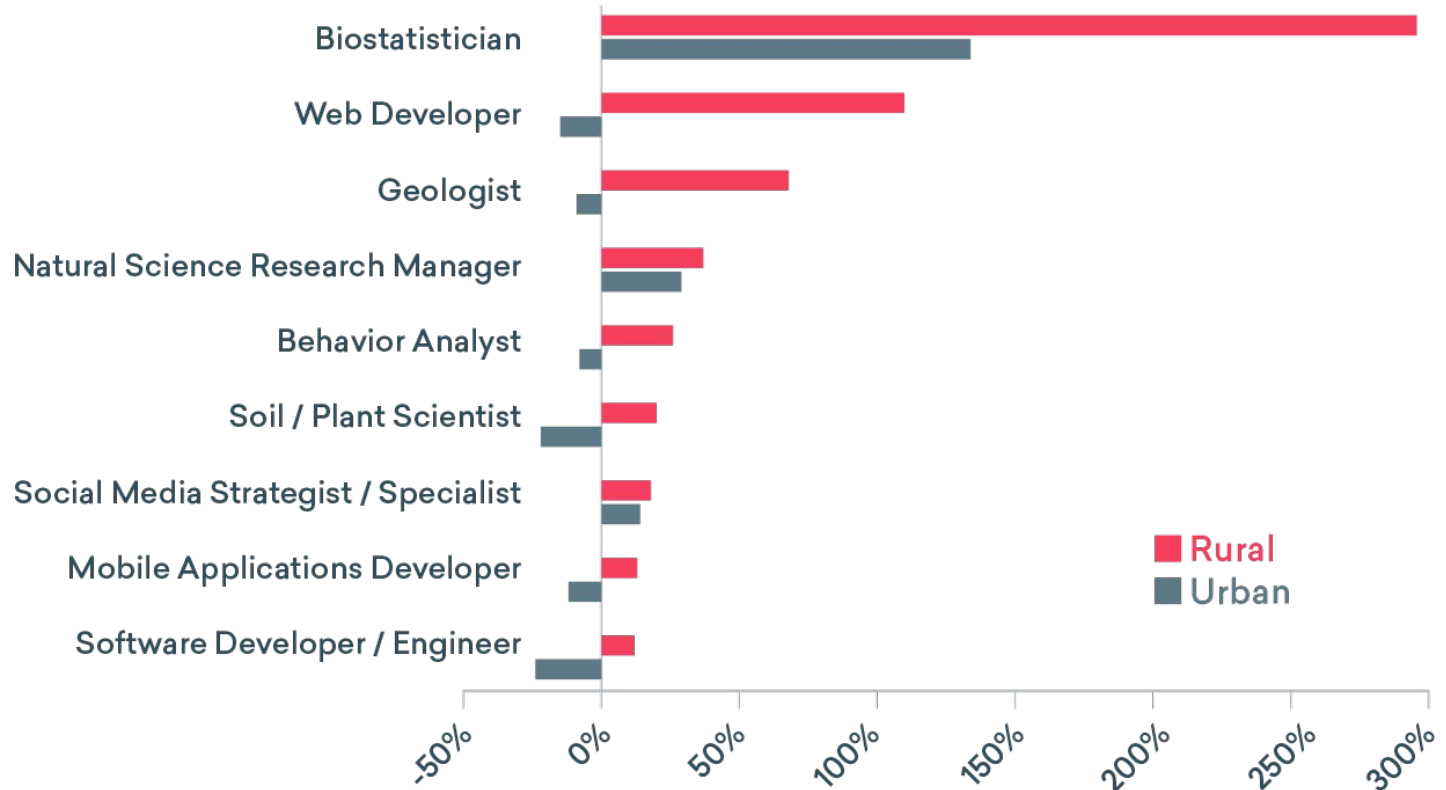
# TOP RURAL GROWTH OCCUPATIONS VS. URBAN GROWTH

% change in postings share, 2019-21



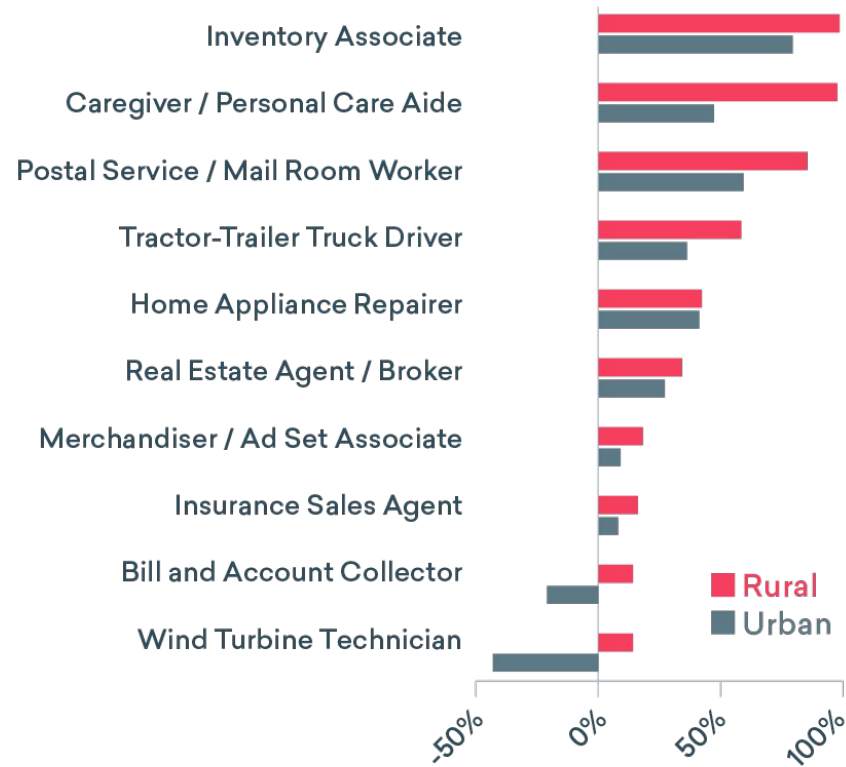
# TOP RURAL BA+ OCCUPATIONS VS. URBAN GROWTH

% change in postings share, 2019–21

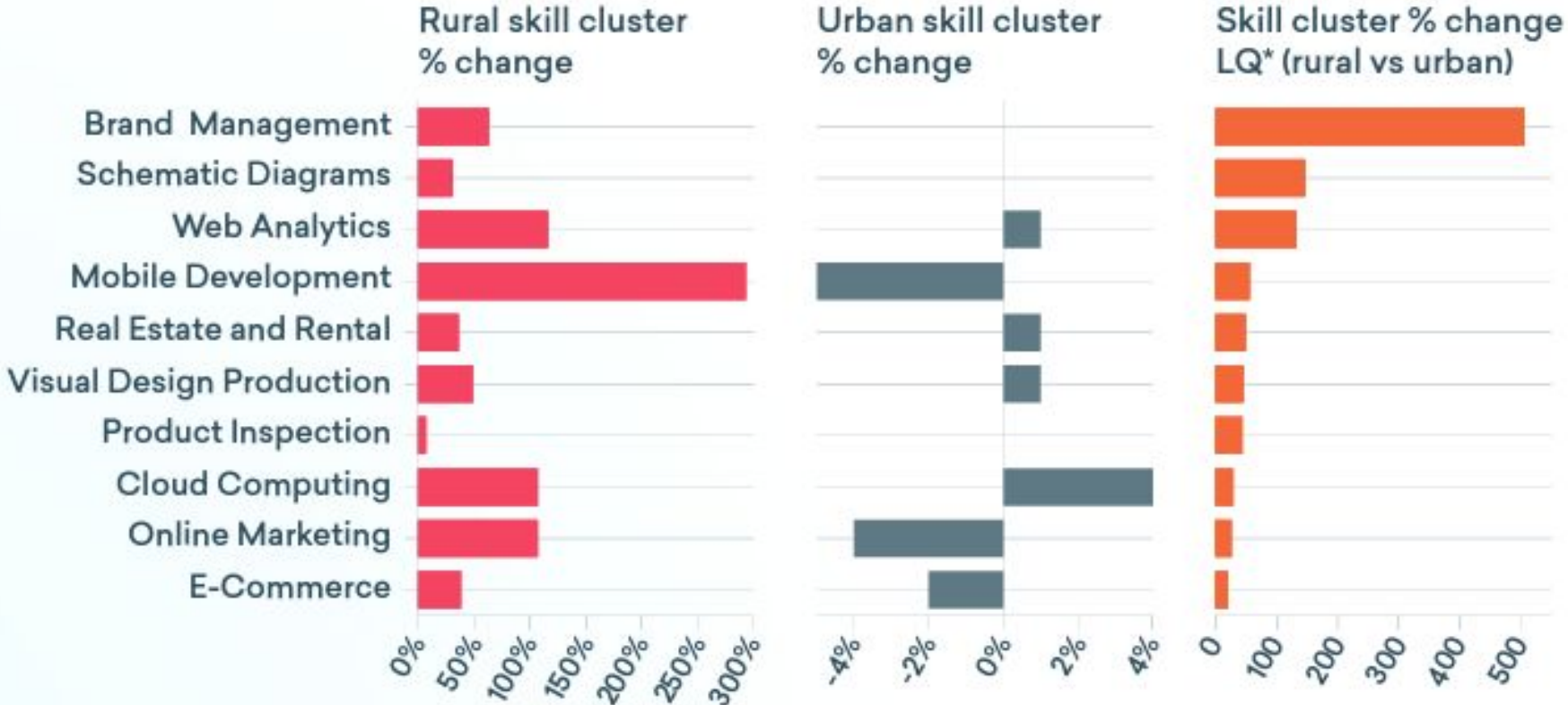


# TOP RURAL SUB-BA OCCUPATIONS VS. URBAN GROWTH

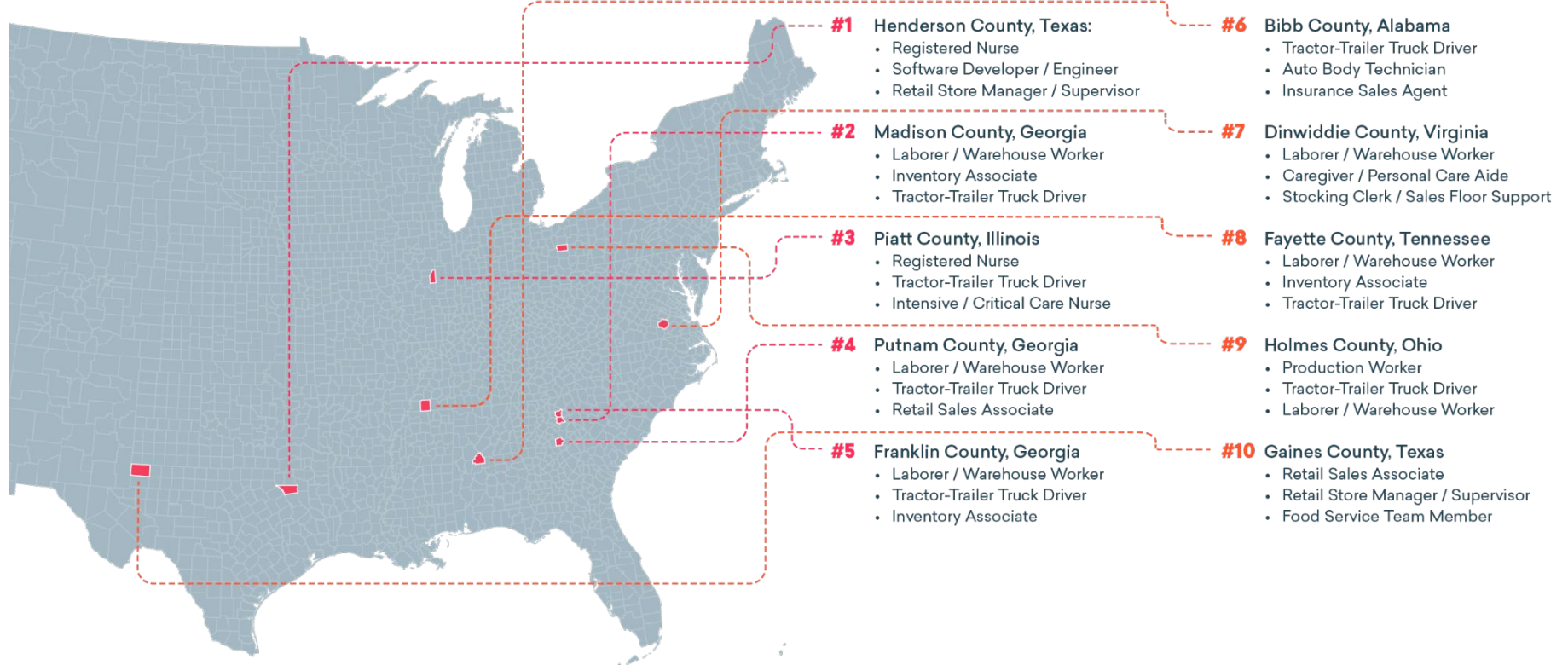
% change in postings share, 2019–21



# TOP IN-DEMAND SKILLS IN RURAL AREAS



## RURAL COUNTIES WITH THE MOST POSTING GROWTH, 2019–2021, AND TOP 3 MOST DEMANDED OCCUPATIONS IN 2021



# The INP Region



## Rural

Lewis County, Idaho  
Ferry County, Washington  
Garfield County, Washington  
Lincoln County, Washington  
Pend Oreille County, Washington  
Idaho County, Idaho  
Stevens County, Washington  
Boundary County, Idaho  
Bonner County, Idaho  
Benewah County, Idaho



## Urban

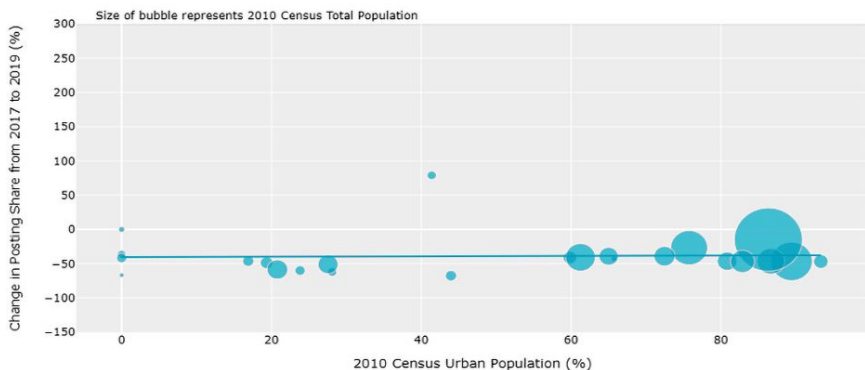
Grant County, Washington  
Latah County, Idaho  
Columbia County, Washington  
Whitman County, Washington  
Kootenai County, Idaho  
Nez Perce County, Idaho  
Walla Walla County, Washington  
Spokane County, Washington  
Franklin County, Washington  
Benton County, Washington  
Asotin County, Washington



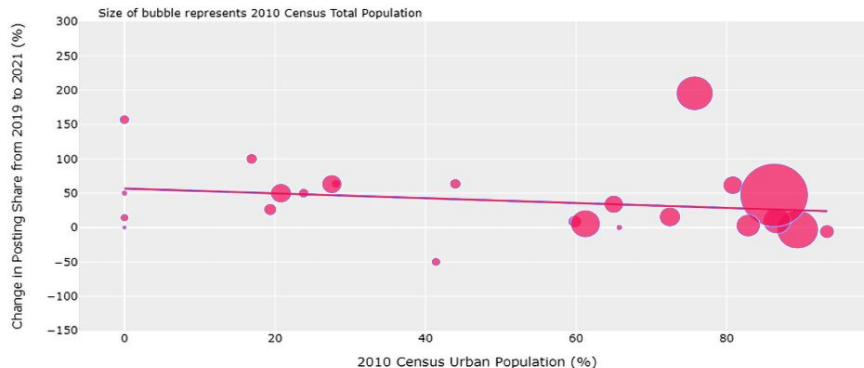
# INP Region

We see the same overall trends from 2019-2021 in INP as we do nationally: there is higher growth in the share of job postings in relatively rural areas.

INWP Change in Job Postings from 2017 to 2019 vs Urban Population Share



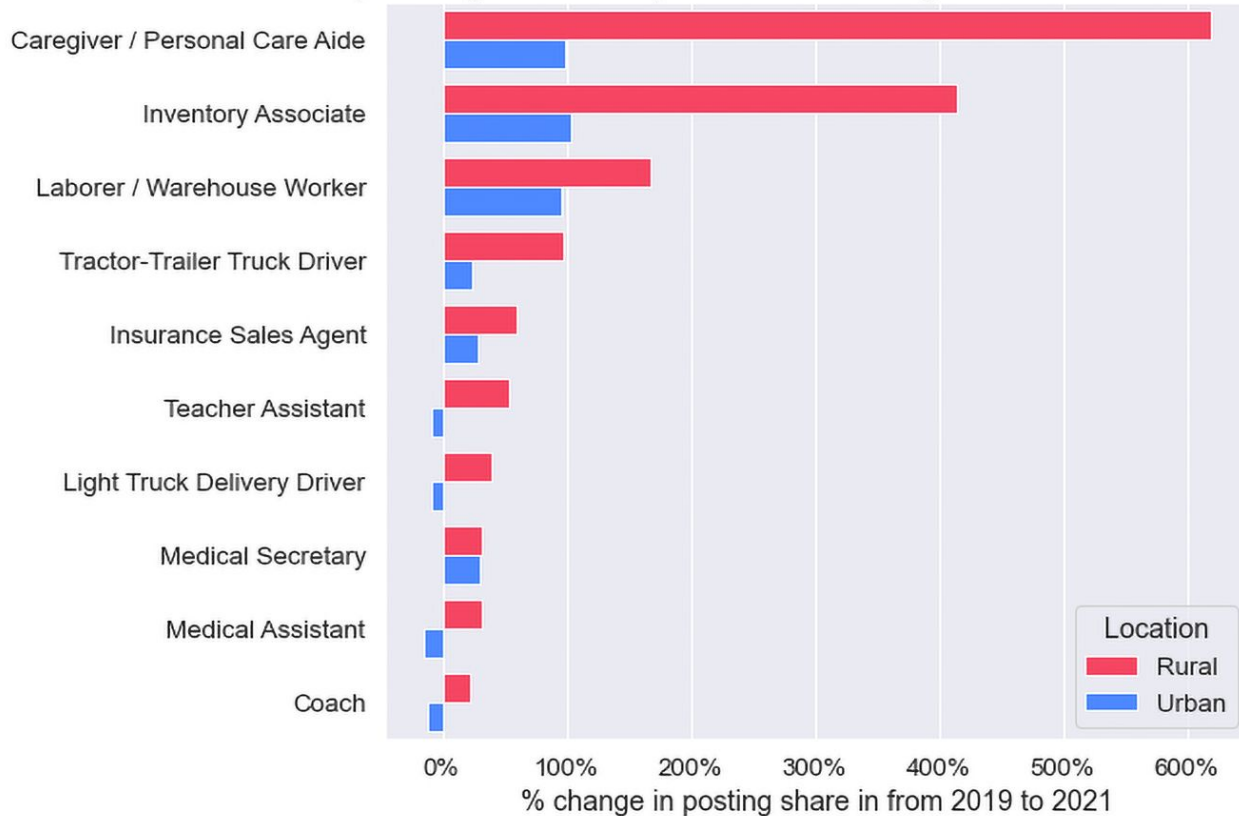
INWP Change in Job Postings from 2019 to 2021 vs Urban Population Share





# INP Rural Occupation Growth

Top rural growth occupations vs urban growth from 2019 to 2021



# Remote Work in INP

INWP Share of Work from Home Postings Over Time, Rural vs. Urban  
3-month rolling average



# Skill Clusters in INP

Skill cluster	Skill % change from 2019 to 2021—rural	Skill % change from 2019 to 2021—urban	Skill % change LQ	Rank
Material Handling	25%	0%	125	1
Prospecting and Qualification	23%	0%	50	2
General Administrative and Clerical Tasks	16%	1%	16	3
General Marketing	78%	-5%	15	4
Regulation and Law Compliance	41%	5%	8	5
Quality Assurance and Control	25%	4%	7	6
Billing and Invoicing	29%	-4%	7	7
Child Development	148%	25%	6	8
Scheduling	56%	10%	6	9
Online Marketing	207%	47%	4	10



# Bonner County, ID

63% job posting growth from 2019-2021



## Top Posting Employers

Amazon, Life Care,  
CareInHomes, Home Depot,  
State of Idaho



## Top Growth Occupations

Caregiver / Personal Care Aide,  
Tractor-Trailer Truck Driver,  
Laborer / Warehouse Worker,  
Production Worker, Customer  
Service Representative



## Top Growth Skill Clusters

Training Programs,  
Rehabilitation, Cybersecurity,  
Ground Freight Transportation,  
Geriatrics



# Stevens County, WA

50% job posting growth from 2019-2021



## Top Posting Employers

Amazon, Providence Health & Services, CareInHomes, Prestige Care, Chewelah Casino



## Top Growth Occupations

Laborer / Warehouse Worker, Caregiver / Personal Care Aide



## Top Growth Skill Clusters

Inventory and Warehousing, Language Competency, Process Improvement and Optimization, Home Health Care and Assisted Living, Scheduling



# What it means for economic and workforce development in the INWP



**Rural jobs, not just  
remote work**



**Need to focus on existing  
business growth and  
entrepreneurship hasn't  
changed**



**Still much to quantify on  
remote work impact**

