WELL-BEING IN RURAL CALIFORNIA 2023
REPORT KEY FINDINGS

FREE WEBINAR & PANEL DISCUSSION
Thursday, June 29, 2023
11:00am - 12:30pm PST
AGENDA

11:05   Welcoming Remarks
        Lisa Hasegawa, Regional Vice President, Western Region
        NeighborWorks America

11:15   Presentation of the Report’s Key Findings, Q & A
        Kristen Lewis, Director, Measure of America

11:50   Panel Introductions
        Alex Powers, Associate Director, Measure of America

11:55   Panel Discussion
        • Tom Collishaw, President and CEO of Self-Help Enterprises
        • Seana O’Shaughnessy, President/CEO of Community Housing Improvement Program
        • Pedro Rodriguez, Executive Director for the Coachella Valley Housing Coalition
        • Sarah Kackar, Director, Rural Initiative with NeighborWorks America (moderator)

12:25   Concluding Remarks and Next Steps
        Kristen Lewis
MADE POSSIBLE THANKS TO THE GENEROUS SUPPORT OF NeighborWorks® AMERICA
MEASURE OF AMERICA IN CALIFORNIA
Human development is about the real freedom ordinary people have to decide who to be, what to do, and how to live.
HOW IS HUMAN DEVELOPMENT MEASURED?

A Long and Healthy Life
- Life expectancy at birth

Access to Knowledge
- Educational degree attainment
- School enrollment

A Decent Standard of Living
- Median earnings

INDICATORS

Health INDEX
Education INDEX
Income INDEX

3

American Human Development INDEX
IMPORTANT LIMITATIONS AND CAVEATS

• Data are not available for all groups due to population size and opportunities to self-identify in surveys
• Only gender categories in most of our data are male and female
• We understand that encountering this data can be difficult
• We are mindful of critiques about how current data norms, language, and practices can be harmful
## HDI BY GENDER AND BY RACE AND ETHNICITY

<table>
<thead>
<tr>
<th>Rank</th>
<th>HDI Index</th>
<th>Life Expectancy at Birth (Years)</th>
<th>Less Than High School (%)</th>
<th>At Least High School Diploma (%)</th>
<th>At Least Bachelor’s Degree (%)</th>
<th>Graduate or Professional Degree (%)</th>
<th>School Enrollment (%)</th>
<th>Median Earnings (2021 Dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>5.81</td>
<td>81.1</td>
<td>15.8</td>
<td>84.2</td>
<td>35.2</td>
<td>13.3</td>
<td>78.5</td>
<td>41,900</td>
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<tr>
<td>All Rural</td>
<td>4.84</td>
<td>79.8</td>
<td>17.4</td>
<td>82.6</td>
<td>22.9</td>
<td>7.8</td>
<td>76.0</td>
<td>33,900</td>
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<tr>
<td>1 Rural Women</td>
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<td></td>
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<tr>
<td>2 Rural Men</td>
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<td></td>
<td></td>
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<td>1 Rural Whites</td>
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<td>5.45</td>
<td>78.7</td>
<td>6.9</td>
<td>93.1</td>
<td>29.2</td>
<td>75.6</td>
<td>41,800</td>
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<tr>
<td>2 Rural Latinos</td>
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<td>3.89</td>
<td>80.5</td>
<td>37.0</td>
<td>63.0</td>
<td>10.1</td>
<td>76.1</td>
<td>27,400</td>
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**RACIAL AND ETHNIC GROUP**

- HDI: 4.84
- Life Expectancy: 79.8 years
- Education Index: 4.34
- Median Earnings: $33,900
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## Racial and Ethnic Group by Gender

1. Rural White Men  | 5.51 | 76.4 | 7.7 | 92.3 | 28.1 | 9.9 | 73.9 | 51,300 |
2. Rural White Women | 5.36 | 81.2 | 6.1 | 93.9 | 30.3 | 10.8 | 77.4 | 33,300 |
3. Rural Latina Women | 3.90 | 83.4 | 35.3 | 64.7 | 11.8 | 3.2 | 78.2 | 21,900 |
4. Rural Latino Men  | 3.77* | 77.9 | 38.7 | 61.3 | 8.5* | 2.1* | 74.1 | 32,200 |
HDI BY NEIGHBORHOOD CLUSTER – RURAL CALIFORNIA

HIGH:

6.79
Windsor, Healdsburg & Sonoma

LOW:

3.41
Selma, Kerman & Coalinga

RURAL HDI
4.84
STATE HDI
5.85
HDI BY RURAL CENSUS TRACT

HIGH: 8.47
Montara & Moss Beach
SAN MATEO COUNTY

LOW: 1.79
Mendota
FRESNO COUNTY

RURAL HDI 4.84
STATE HDI 5.85
HDI 7.14-8.47

HD Index
- 7.14-8.47
- 5.80-7.13
- 4.47-5.79
- 3.13-4.46
- 1.79-3.12
HDI 4.47-5.79
HDI 1.79-3.12
A LONG AND HEALTHY LIFE
ACCESS TO KNOWLEDGE
EDUCATION INDEX BY GENDER AND BY RACE & ETHNICITY

Rural White Women: 5.43
Rural White Men: 4.90
Rural Latina Women: 3.05
Rural Latino Men: 2.31
DECENT STANDARD OF LIVING
EARNINGS

Earnings by Region
- Rural California: 33,900
- California State: 41,900

Earnings by Demographic in Rural California
- White Men: 51,300
- Latina Women: 21,900
GENDER EARNINGS GAP

- Field of Study
- Career Choice
- Parenthood
- Caretaking
- Sexual Harassment
- Wage Discrimination
- Work Culture

EARNINGS vs. TIME
TARGET RESOURCES TO THE MOST VULNERABLE POPULATIONS

ADDRESS HEALTH DISPARITIES MAGNIFIED BY THE COVID-19 PANDEMIC

BUILD HUMAN SECURITY THROUGH INVESTMENTS IN HEALTH, EDUCATION, AND INCOME

INVEST IN THE CARE AND EDUCATION OF THE YOUNGEST RURAL RESIDENTS

SUPPORT DIVERSE PATHWAYS TO MEANINGFUL CAREERS

TREAT HIGH-SPEED BROADBAND AS A PUBLIC UTILITY AKIN TO ELECTRICITY

IMPROVE THE WELL-BEING OF FARMWORKERS

IMPROVE WAGES AND CLOSE GENDER AND RACIAL WAGE GAPS

INCREASE THE QUALITY & SUPPLY OF HOUSING, INCLUDING ON NATIVE AMERICAN LANDS