

# Understanding Rural Resentment Toward Cities

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What are people getting wrong?



How are people understanding their world?







ORIS  
TING CARDS, GIFTS

COFFEE  
FRESH BAKED

Netux  
SOLUTIONS

ONE  
WAY  
→



bp

bp  
FOOD MART  
AUTO SERVICE  
GRAMA'S  
DINER  
regular 304¢  
silver 312¢  
ultimate 320¢  
diesel 292¢  
Amoco Fuels  
SNOWSERVING  
CREAMCONS  
SMOOTHIES

301265



WEDGEWOOD GOLF COURSE AND SUPPER CLUB

Wedgewood COCKTAILS

Wedgewood SUPPER CLUB

GM







RESERVED  
PARKING  
  
THIS SPACE













**HARDWARE**  
*Café*  
LUNCH & DINNER  
ALWAYS SERVING  
BREAKFAST

RHUBARD  
PA  
FRI OPEN TO 8PM













Madison/Milwaukee vs. “outstate”

# Wisconsin

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Madison/Milwaukee vs. “outstate”  
power emanates out from Madison,  
not the reverse

Madison/Milwaukee vs. “outstate”

power emanates out from Madison, not the reverse

**Madison/Milwaukee is the resource suck**

Madison/Milwaukee vs. “outstate”  
power emanates out from Madison, not the reverse  
Madison/Milwaukee is the resource suck  
lack of respect and understanding of  
small town Wisconsinites

# rural consciousness

identity as rural person,  
perception of distributive injustice

- decision making power in the cities-
- resources go to the cities-
- rural areas ignored and disrespected-

resentment

cities and city people

elites

Democrats

racial and ethnic minorities

fertile ground for divisive messages

our hard-earned taxpayer dollars  
are going to people who do not deserve them

they do not work as hard as we do

fertile ground for divisive messages

our communities, our standard of living  
have been taken away

our status is threatened

fertile ground for a call for rapid,  
massive change in government

government is urban

government is run by people who ignore and  
disrespect us

government is not working for us

these views were in place  
before the Great Recession

# Wisconsin was a bellweather state





fertile ground for a call for rapid,  
massive change in government

Drain The Swamp

Lock Her Up

Trump revealed the undertow of the  
politics of resentment

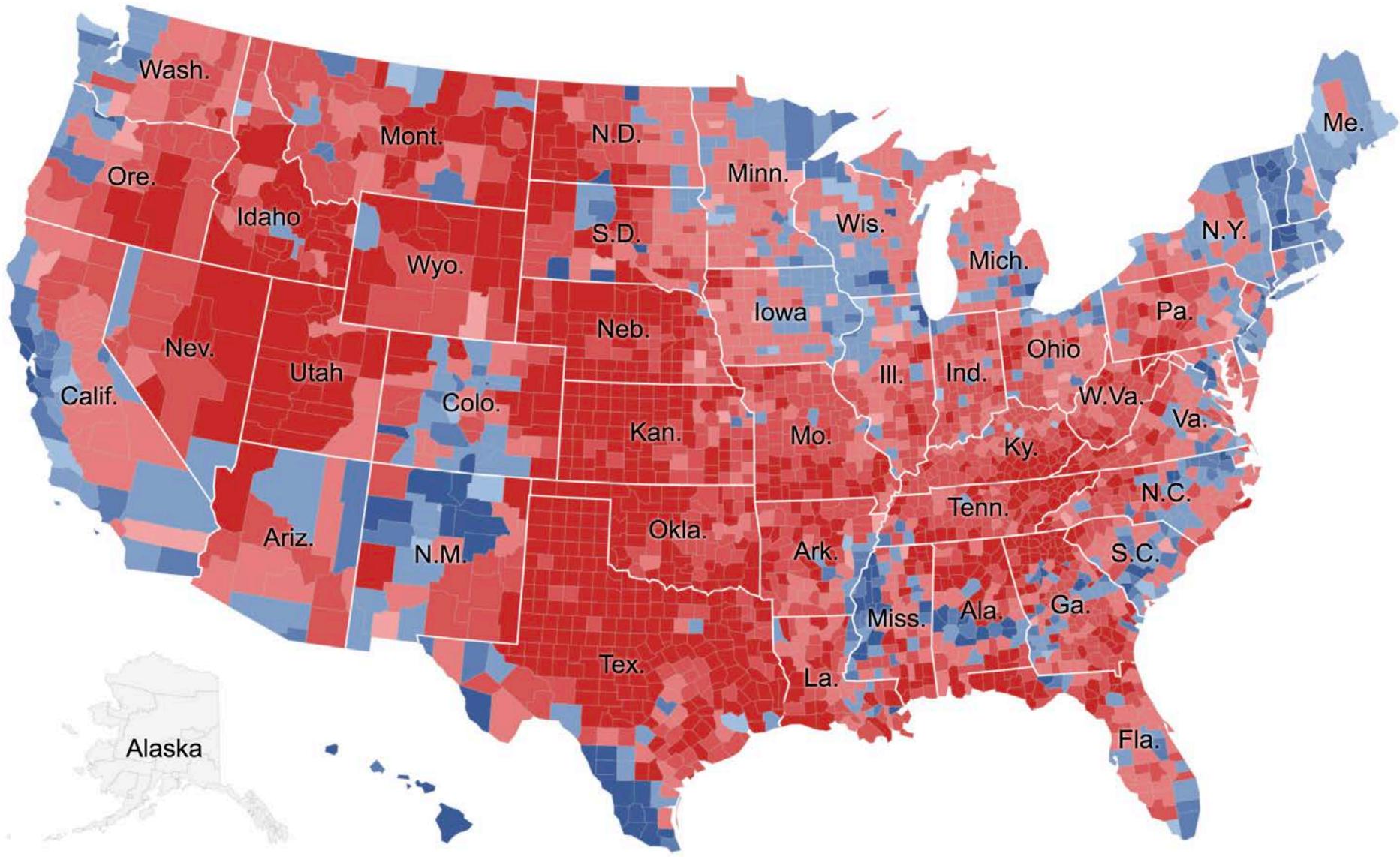
birtherism

Build That Wall

Muslim ban

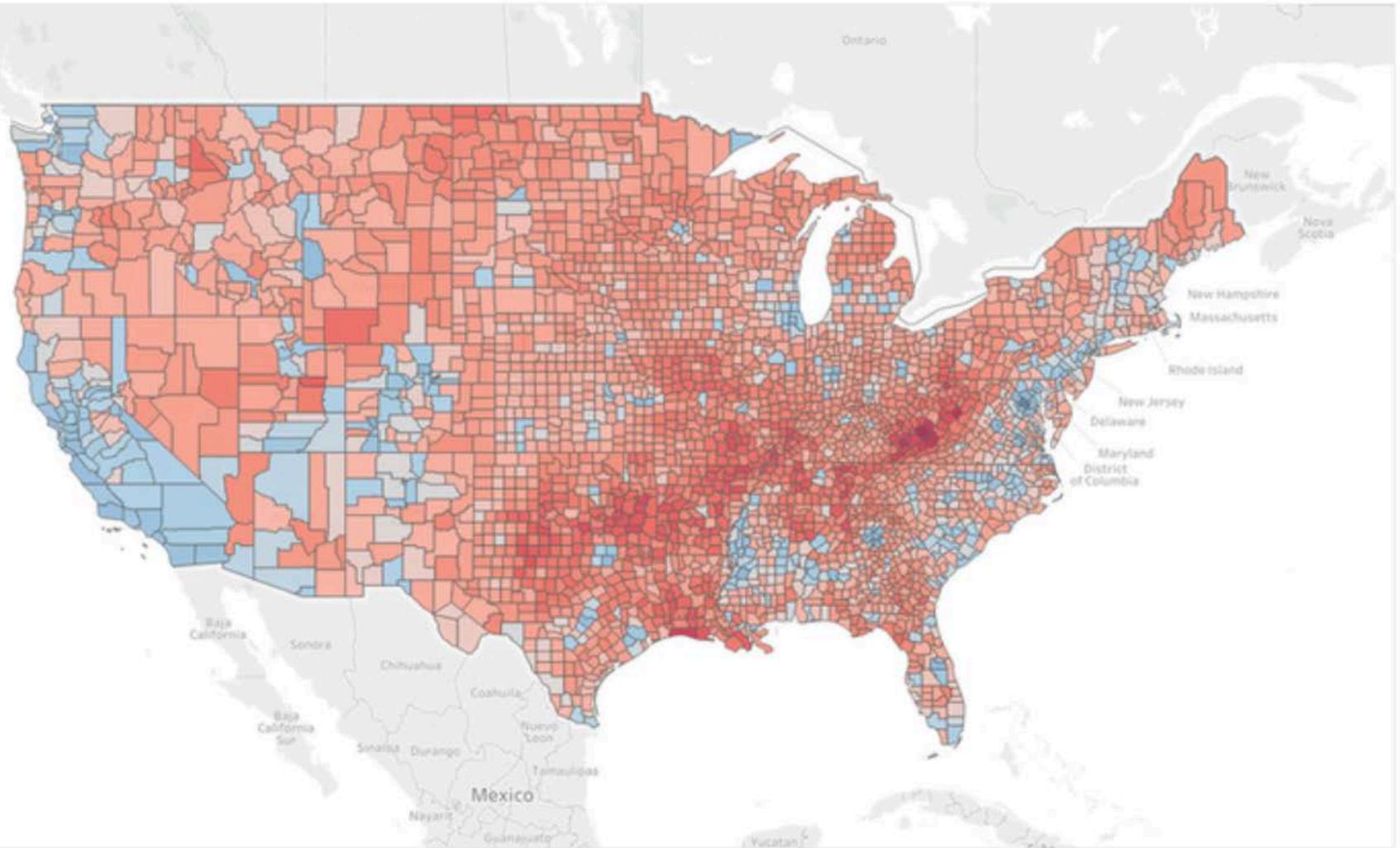
transgender service ban

Make America Great Again



Source: New York Times

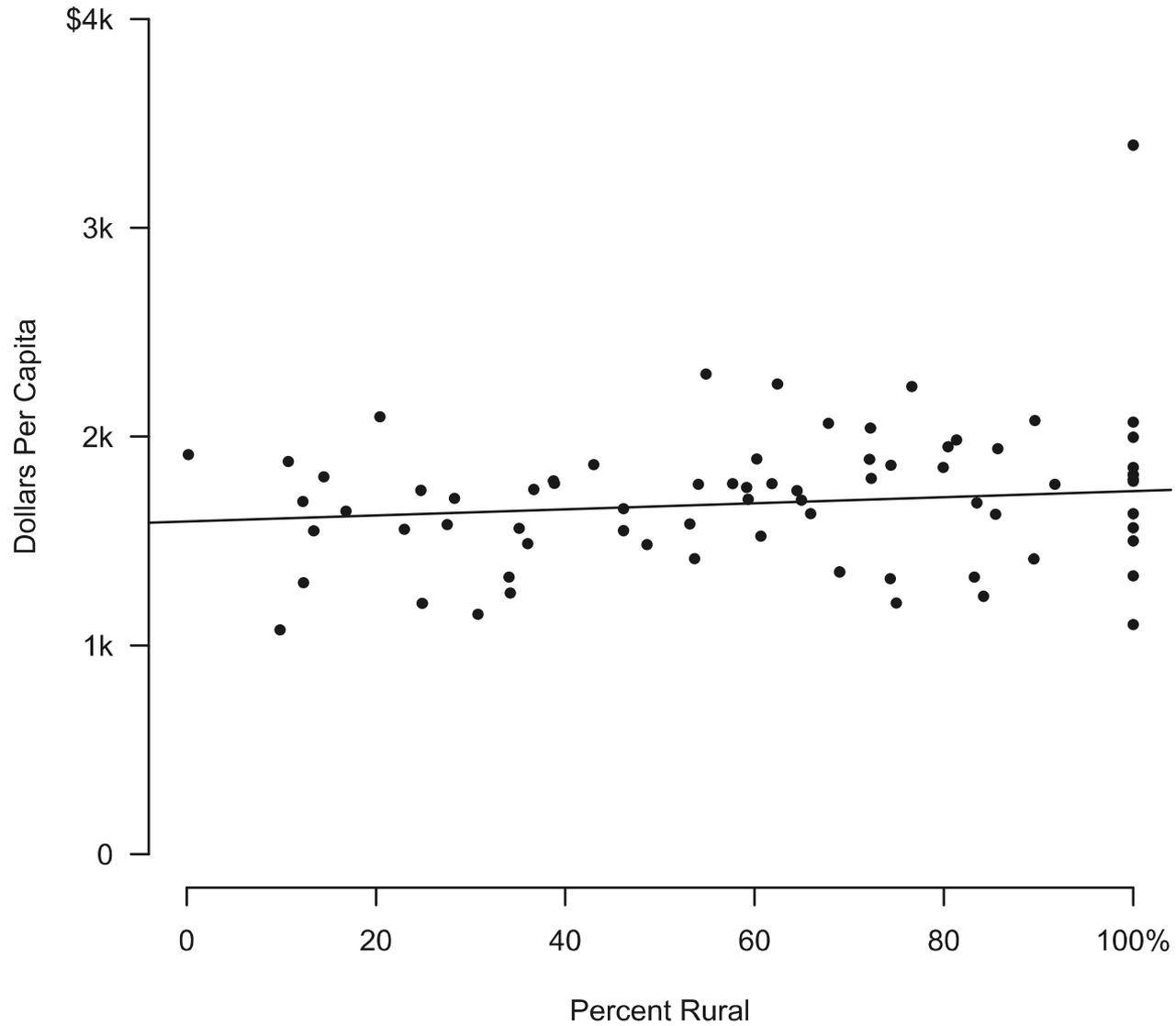
## Change in Vote, Normalized to National Vote, 1996-2016



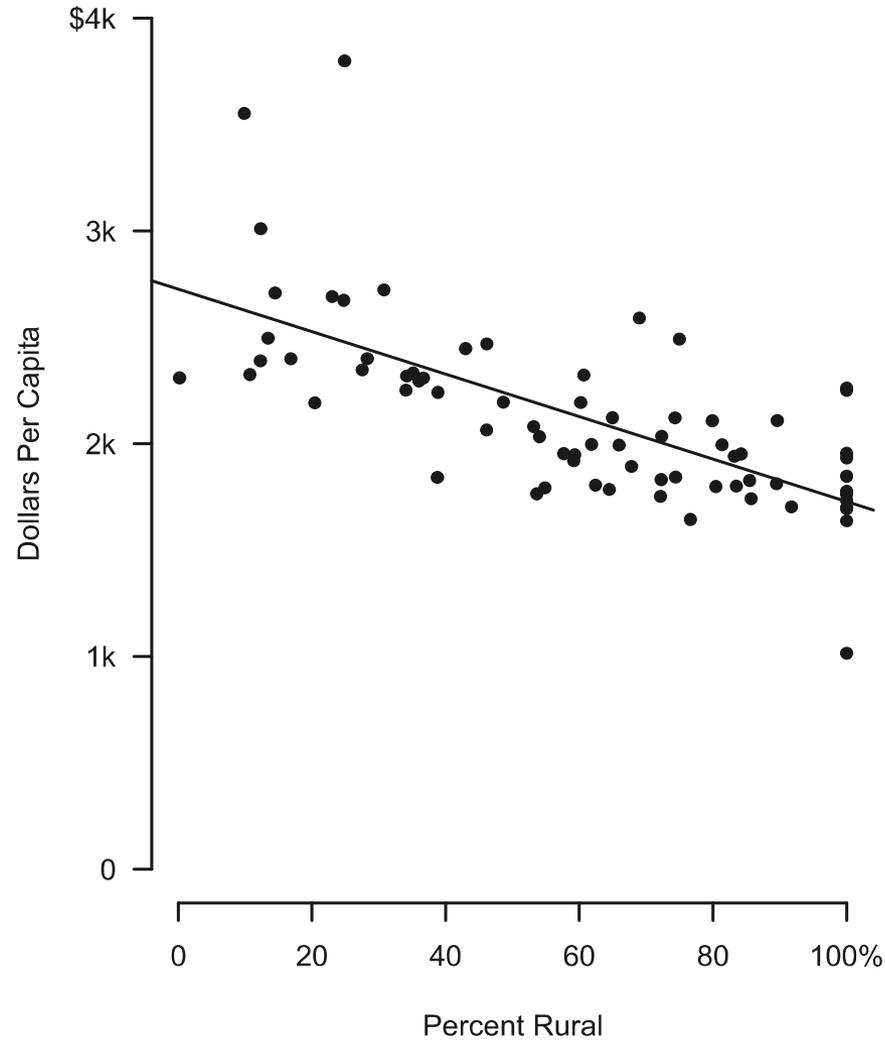
Source: Sean Trende, RealPolitics.com

Are their claims legitimate?

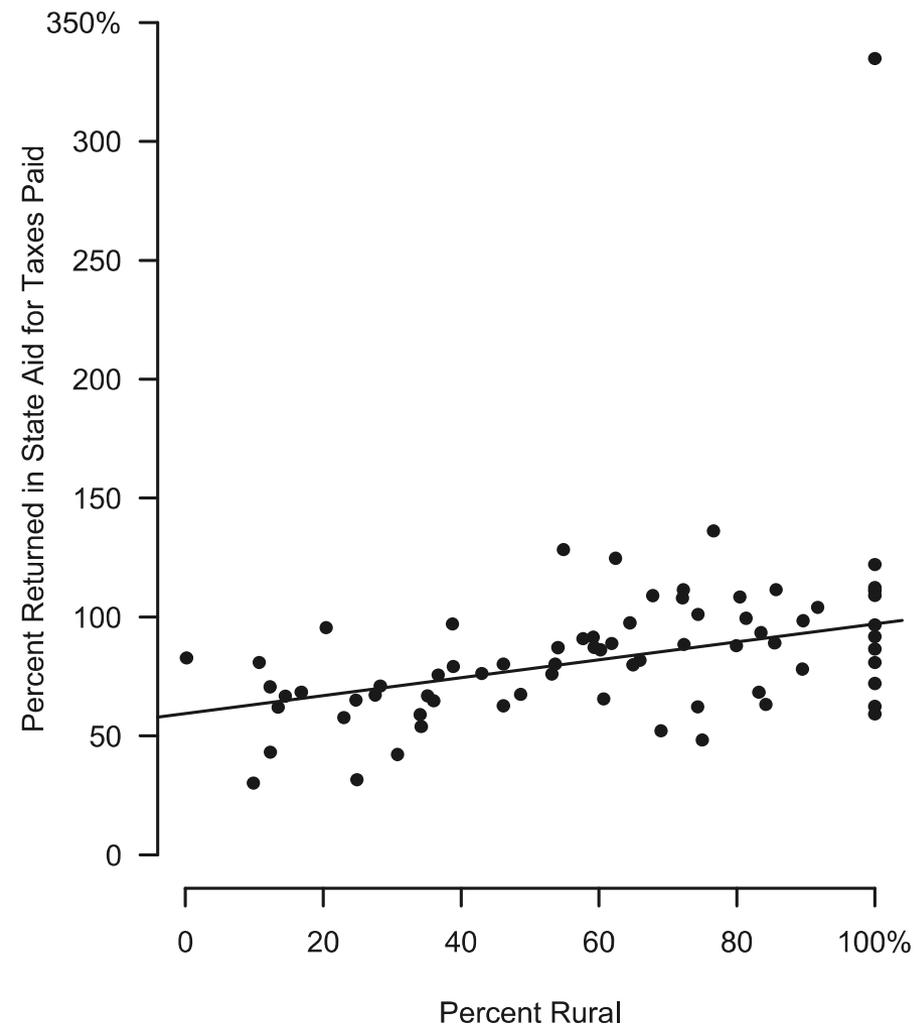
# state aid per capita by percent rural



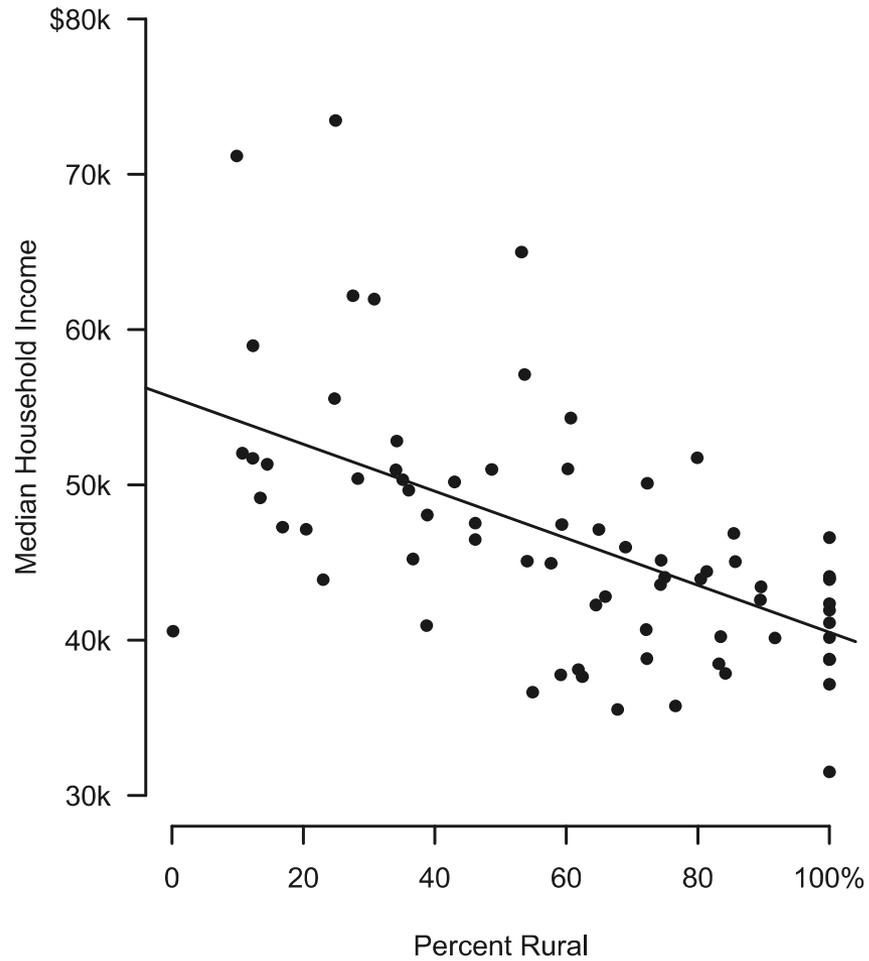
# state tax revenue per capita



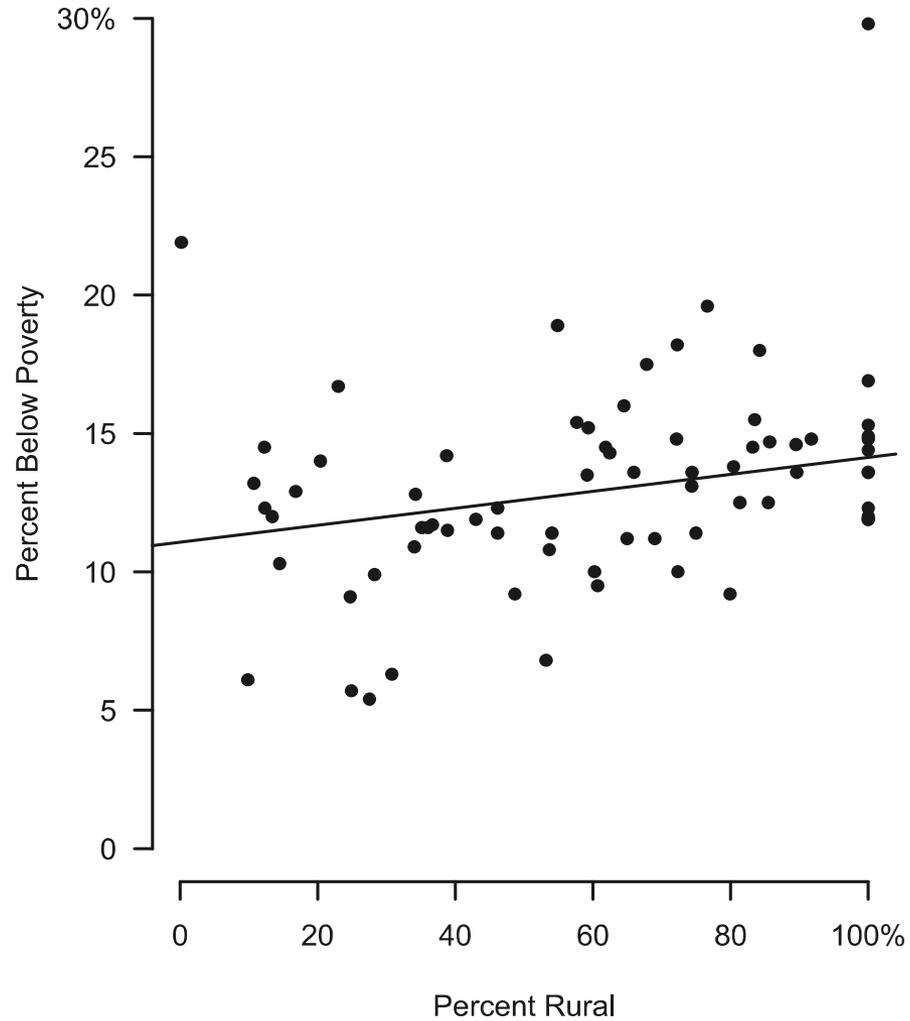
# percentage return from state taxes paid



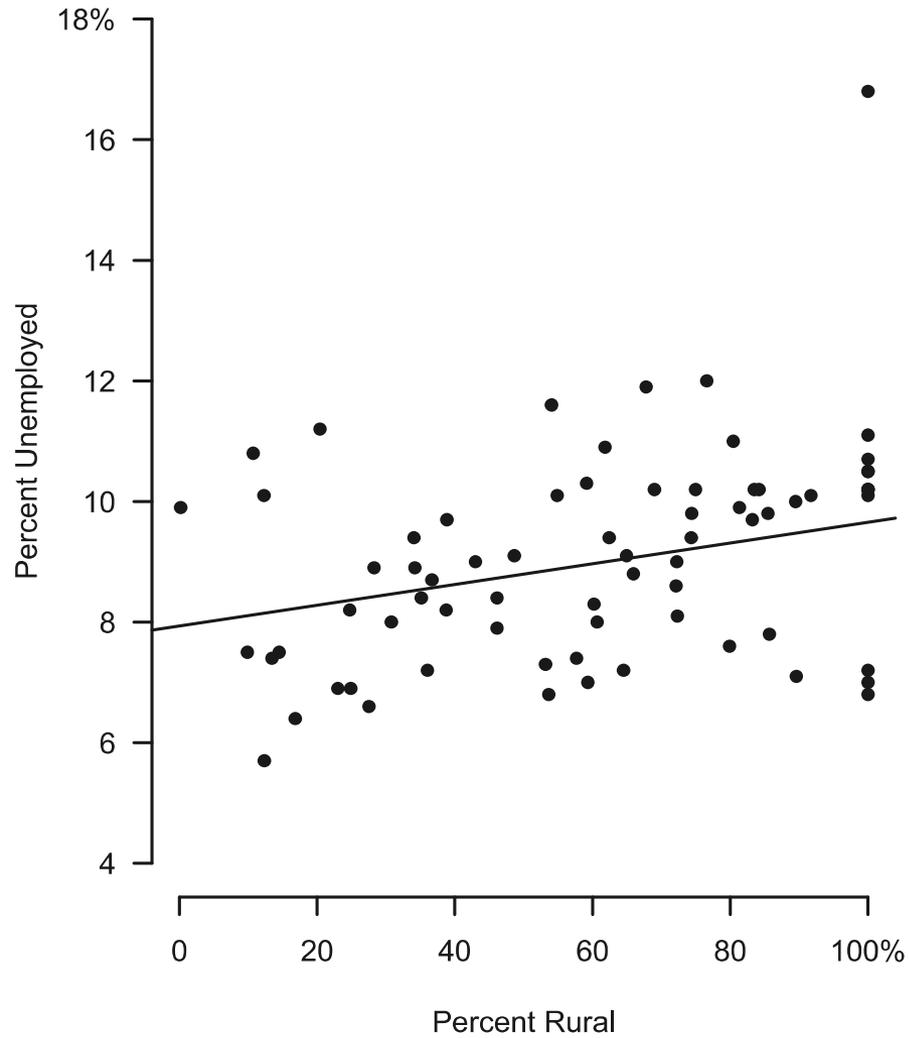
# median household income



# percentage below poverty line

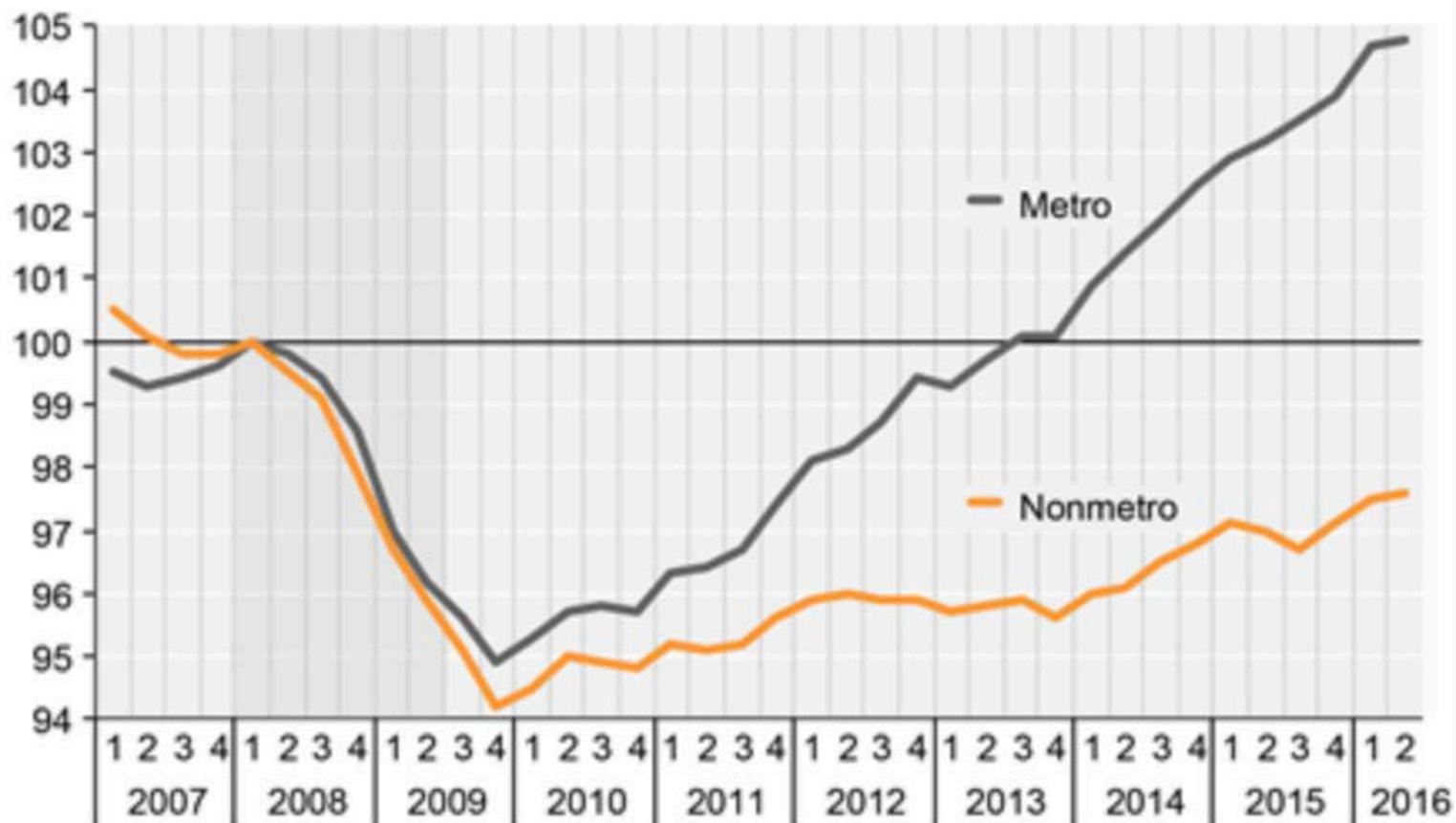


# unemployment rate



## U.S. employment, metro and nonmetro areas, 2007-2016 (quarterly)

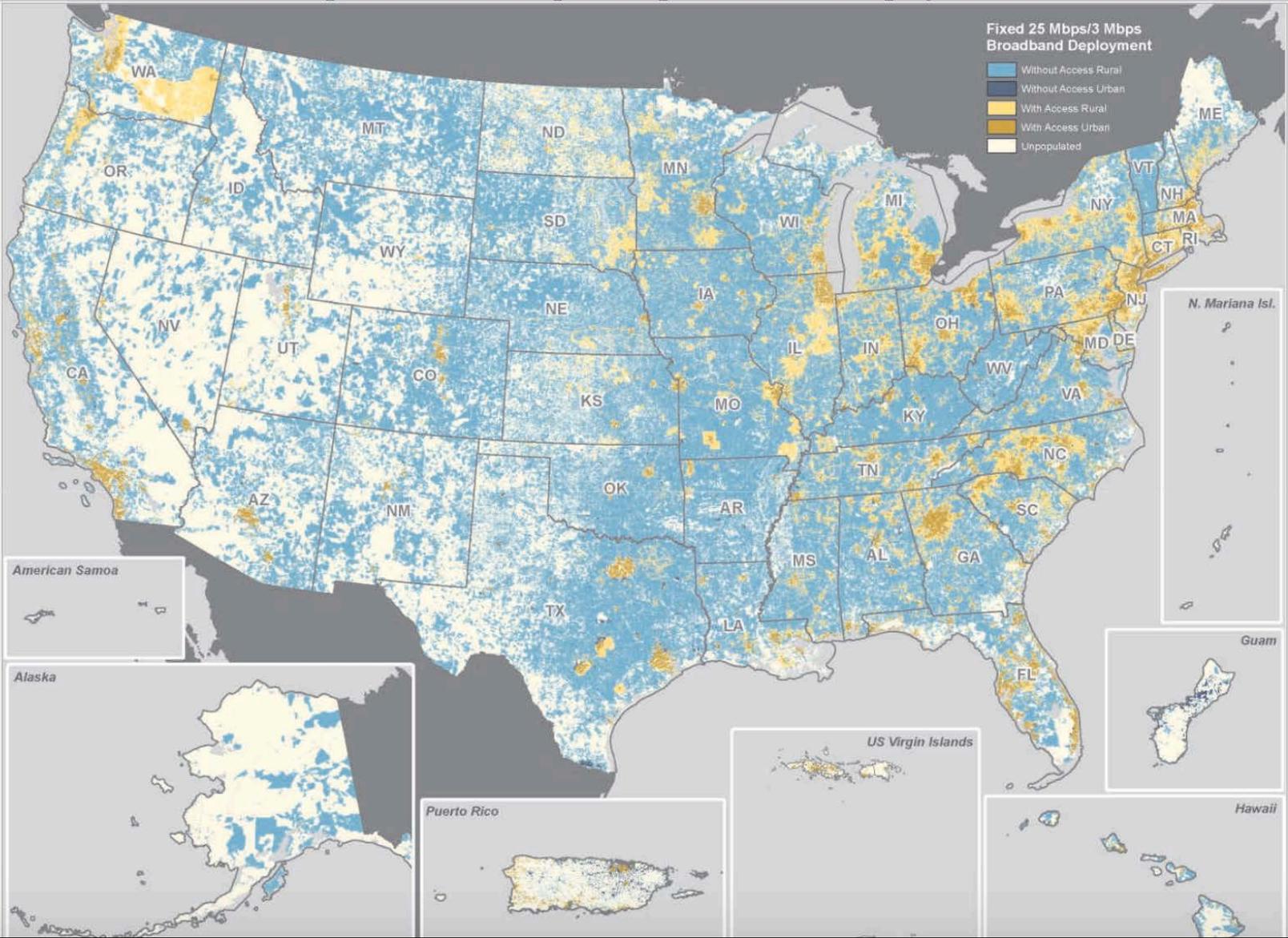
Employment, index (2008 Q1=100)



Notes: Data are seasonally adjusted. Shaded area indicates recession period.

Source: USDA, Economic Research Service using data from Bureau of Labor Statistics, Local Area Unemployment Statistics (LAUS).

Map 1: Fixed 25 Mbps/3 Mbps Broadband Deployment



Source: FCC 2015

economic anxiety?

or

cultural anxiety?

Why so much attention on  
the white working class?

thank you