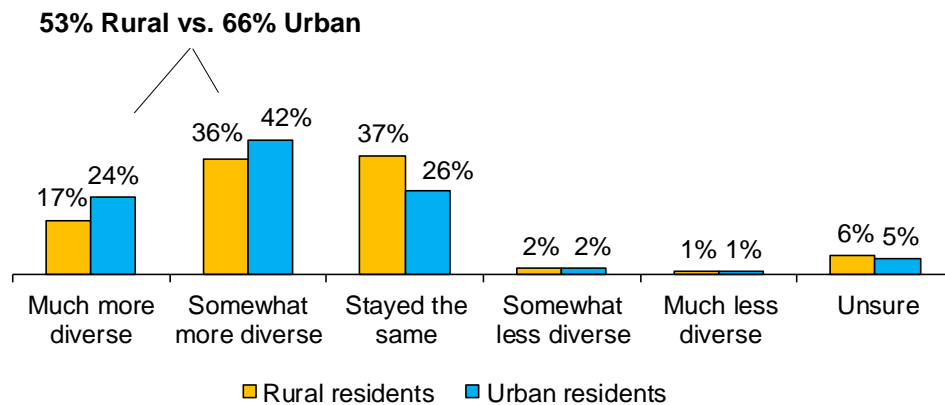


INCLUSION

A Changing Landscape

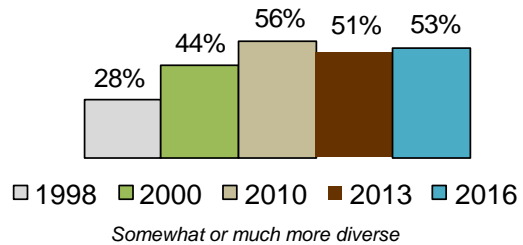
More than half of rural residents surveyed feel their community's ethnic or racial makeup has become more diverse over the past five years. In fact, 53 percent agree with this, versus 37 percent who say it has stayed the same. Urban residents are more likely than their rural counterparts to feel the population has diversified in recent years (66% urban, 53% rural).

Community's Ethnic or Racial Make-Up Has Become More Diverse Over Past Five Years

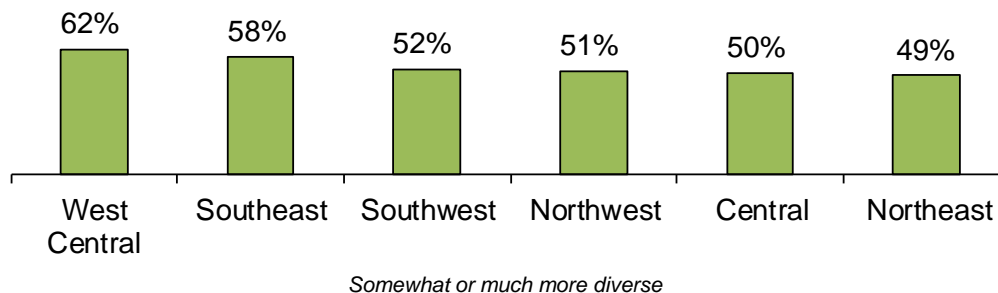


West Central and Southeast residents are the most likely to believe that their communities are diversifying.

Rural Minnesotans: Population Has Become More Diverse Over Past Five Years



Population Has Become More Diverse Over Past Five Years

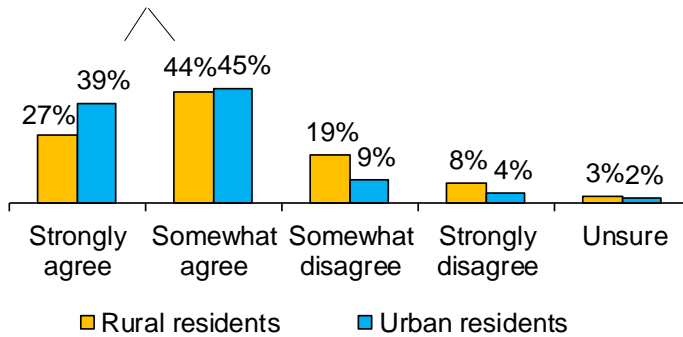


Welcoming and Accepting of Differences

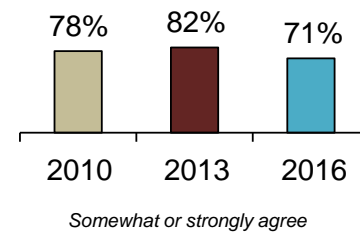
Though there is belief that diversity is increasing in rural Minnesota, the environment appears to be less amicable to residents of differing backgrounds and perspectives. Nearly three in 10 (27%) rural residents surveyed do not feel their community is welcoming to people of varying backgrounds and perspectives. Seven in 10 (71%) say that they feel their community is inviting, compared to 84 percent of urban residents who say that they feel that way. This represents a significant 11-point downturn from Rural Pulse 2013 study findings.

Community is a Welcoming Place for People of All Backgrounds and Perspectives

71% Rural vs. 84% Urban

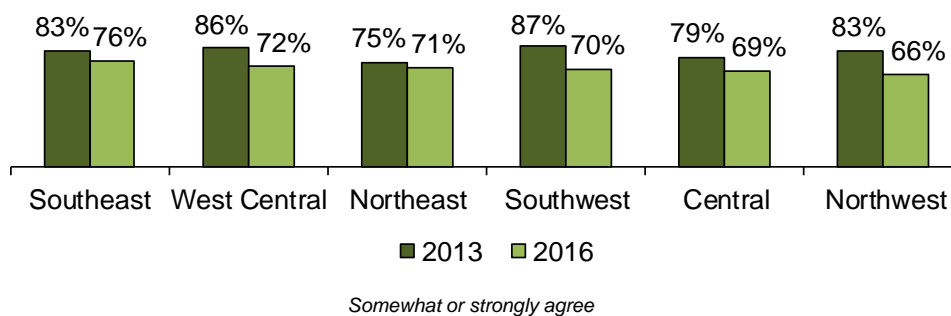


Rural Minnesotans: Community is a Welcoming Place for People of All Backgrounds

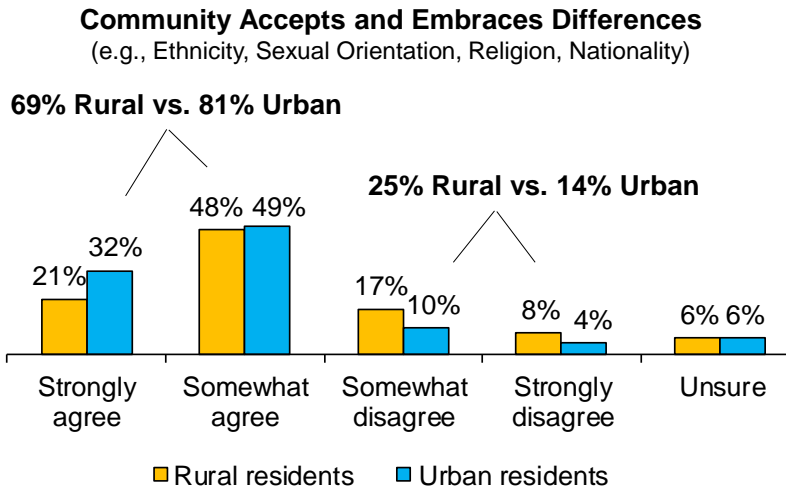


Those in Northwestern Minnesota are the least likely to agree that their community is welcoming.

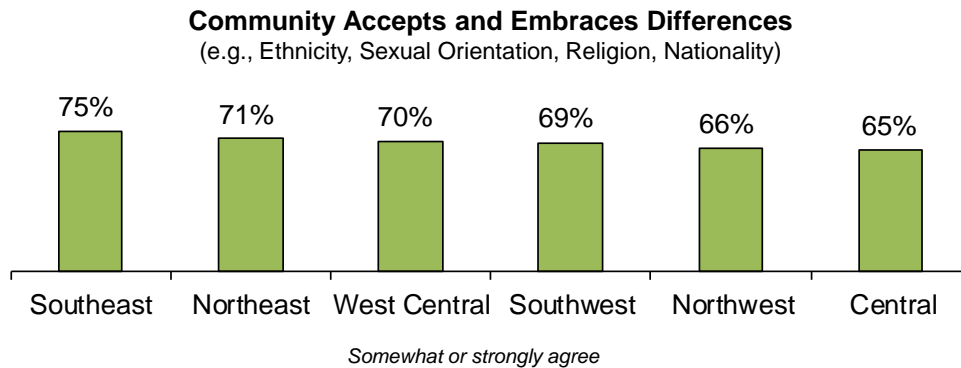
Community is a Welcoming Place for People of All Backgrounds and Perspectives



Similarly, when asked if they feel their community does a good job accepting and embracing differences, such as ethnicity, sexual orientation, religion or nationality, about seven in 10 (69%) rural residents surveyed feel it does, compared to 81 percent of urban residents. About one in four (25%) feel their community does not do so.

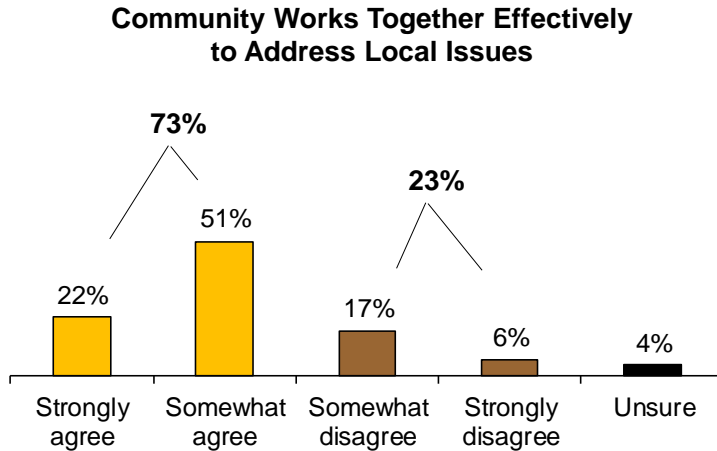


Residents in Northwestern and Central Minnesota are the least likely to feel that their communities are accepting.

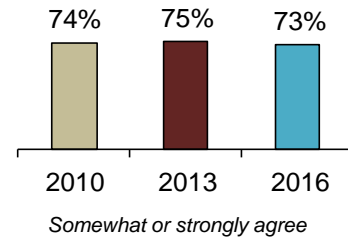


Working Cohesively and Across Differences

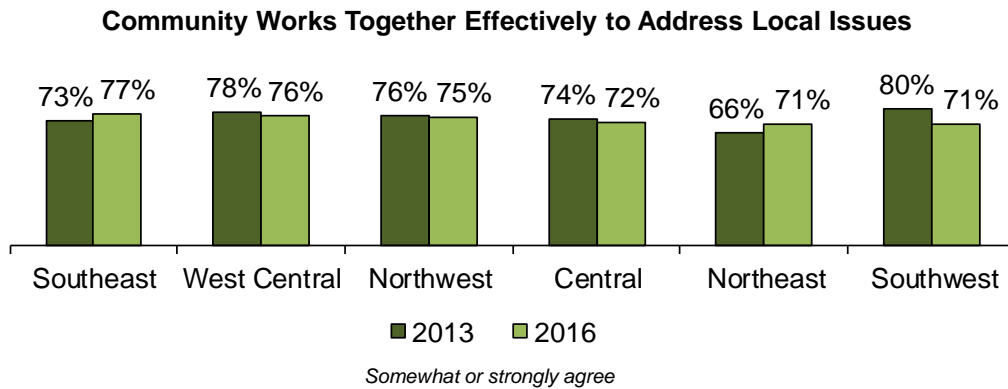
When asked whether they feel local community members work well together, confidence is slightly lower. Nearly one in four (23%) rural residents say that they do not feel their community works together cohesively, compared to 73 percent who say that they feel it does, similar to previous study findings.



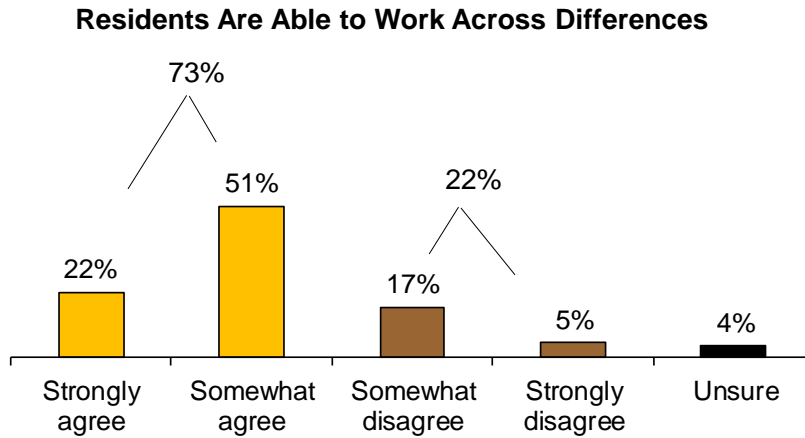
Rural Minnesotans: Community Works Together Effectively



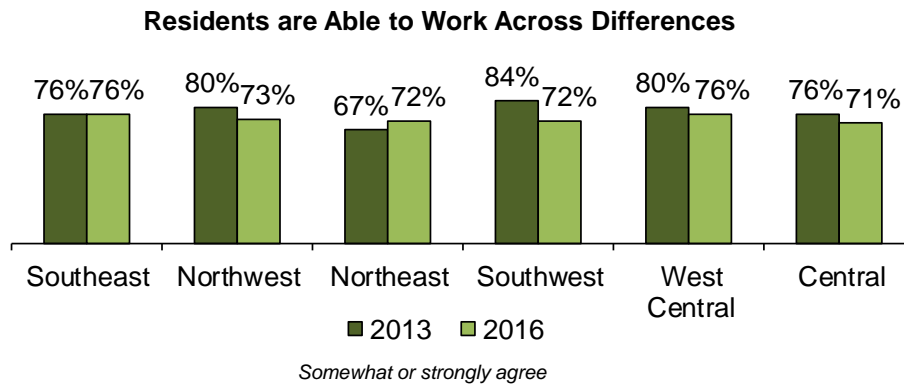
Residents in the Southeast, West Central and Northwest regions are the most likely to believe in community cohesion.



When specifically asked if they feel residents are able to work across differences such as ethnicity, sexual orientation, religion and nationality, the findings are similar. Close to three in four (73%) agree, while 22 percent do not.



Residents in the Southwest show the most decline in their views about residents being able to work across differences since 2013 (down 12%).



Men are slightly more positive than women about their community being welcoming and able to work across differences.

Diversity Perspectives

	Men	Women
My community is a welcoming place for people of all backgrounds and perspectives	74%	69%
Residents in my community are able to work across differences such as ethnicity, sexual orientation, religion and nationality	78%	70%

Agree or strongly agree Lowest agreement

Younger Millennials (ages 18 to 24) and those with lower incomes are the least positive about inclusion and the ability for community members to work cohesively. Business owners are more likely than non-business owners to feel their community works across differences.

Diversity Perspectives

Age					
	18-24	25-34	35-49	50-64	65+
My community is a welcoming place for people of all backgrounds and perspectives	67%	69%	73%	71%	75%
Residents in my community work together effectively to address local issues	70%	69%	77%	71%	82%
Residents in my community are able to work across differences such as ethnicity, sexual orientation, religion and nationality	66%	69%	75%	74%	82%

Income				
	\$35,000 or less	\$35,001 to \$60,000	\$60,001 to \$100,000	More than \$100,000
Residents in my community work together effectively to address local issues.	70%	76%	76%	77%
Residents in my community are able to work across differences such as ethnicity, sexual orientation, religion and nationality	71%	75%	78%	77%

	Business Owners	Non-Business Owners
Residents in my community are able to work across differences such as ethnicity, sexual orientation, religion and nationality	81%	73%

Strongly or somewhat agree

■ Highest agreement