



Blandin Foundation™  
STRENGTHENING RURAL MINNESOTA



# RURAL PULSE™ 2016

Communities of Color Research – April 2016



*Russell Herder*  
Strategy wins.

# Contents

Executive Summary

Project Objectives and Methodology 8

Demographics 11

Research Findings 15

Appendix



## Executive Summary

### Project Objectives

The Foundation chose to undertake Rural Pulse™ to accomplish the following objectives:

Understand the issues and priorities within rural Minnesota communities of color;

Determine if current needs are being addressed and, if not, identify what should be; and

Compare and contrast perceptions and opinions with other rural Minnesotans.

### Methodology

- Telephone interviews were conducted with individuals who self-identified as being non-Caucasians within rural Minnesota: African American, Asian, Native American, Hispanic and other immigrants (e.g., Hmong, Somali, Southeast Asian, Russian), as well as multi-cultural.
- A total of 512 surveys were completed, providing a statistical reliability of +/-5.1 percent at the 95 percent confidence level.
- Surveys were conducted in English, due to budget considerations.

### Key Findings

**Economic Lens: Despite improved economy, job creation continues to be a critical concern.**

- Thirty-seven percent of rural Minnesotans of color who were surveyed feel their local economy has improved over the past year, 45 percent believe it stayed the same, and 15 percent indicate that their local economy has worsened.



- While job growth and development – including attracting new businesses and, maintaining and growing existing job opportunities – are considered the primary priorities by a combined 25 percent of those of color, crime control is the top individual priority (17%), which is six percentage points higher than rural Minnesotans at large.
- More than two in five (43%) people of color feel that living-wage job opportunities in their community are inadequate.
- While two in five (41%) of-color residents say that their household income has increased over the past year, many are still struggling with a decrease in wages (22%).

**Optimism Continues: Most rural Minnesotans of color feel their community is vibrant and resilient, though not all believe that they can shape its future.**

- About three-quarters (77%) feel quality of life will improve over the next five years.
- When asked how optimistic they feel about their community's future, more than three in four (77%) feel positive.
- Fifty-seven percent of rural residents of color feel a sense of ownership over the direction of their community and that they are able to contribute to its future.

**Collaboration: Many rural Minnesotans of color feel their community works together effectively across differences, although there is room for improvement.**

- About seven in 10 rural residents of color say that they feel their community functions cohesively (69%) and are able to work across differences such as ethnicity, sexual orientation, religion and nationality (72%).
- Seventy-two percent say that they believe their community is a vibrant place to live and work. Seven in 10 also believe their community is strong, resilient and able to recover from difficult situations.



**Quality of Life: Most rural Minnesotans of color are optimistic about their community and believe there is equal access to basic services.**

- Three in four believe that their community offers equal access to essential services.
- Crime control is a concern for 23 percent of surveyed rural Minnesotans of color.
- A third do not feel their community provides adequate public transportation opportunities such as buses and trains.
- Seventy-two percent of rural Minnesotans of color believe their community considers diverse cultural and arts opportunities.
- Four in five (81%) believe their community provides quality educational opportunities. When asked who they feel is responsible for ensuring adequate, quality educational opportunities, an overwhelming 72 percent surveyed feel it is up to the government, compared to 62 percent of Caucasians in rural areas. (This reflects a 12 percentage point increase from 2013 findings.) Fifty-five percent of rural Minnesotans of color, compared to 63 percent of Caucasians, believe parents are responsible for ensuring quality educational opportunities.

**Rural Voice: Are their opinions being valued?**

- When asked if the needs and well-being of rural Minnesota communities are as important to legislators and policymakers as those from metropolitan cities, only 59 percent of-color respondents are comfortable that their voice is being heard, which is similar to the opinions of Caucasians in rural areas.
- The majority (85%) of rural Minnesotans of color agree that it is important to support political candidates who address rural issues.



**A Changing Landscape: Minnesota continues to diversify, but leadership is not wholly reflective of this change.**

- More than three in five (62%) surveyed, compared to 53 percent of Caucasians in rural areas, feel their community's ethnic or racial makeup has become more diverse over the past five years.
- Despite this changing landscape, 73 percent of rural residents of color say that they feel their community is welcoming to people of all backgrounds, similar to the opinions of Caucasians in rural areas.
- Fifty-seven percent, compared to 48 percent of Caucasian residents, believe local community leadership is comprised of people from different backgrounds.
- Only 36 percent, compared to 42 percent of Caucasian residents, say that they have served in a community leadership role.
- While many have not yet served in a leadership role, seven in 10 (71%) of-color Minnesotans say they would consider doing so if asked, showing significantly more interest than Caucasians in rural areas (58%).

**Migration: One in five Minnesotans have considered relocation to a metro area.**

- Looking forward, about one in four (24%) rural Minnesotans of color, compared to 15 percent of Caucasians, say that they do not expect to be living in their current locale five years from now. In fact, 28 percent indicate that they have considered leaving their community for a larger city/metro area within the past two years.
- Of those who have considered a move, three in five say it would be to improve quality of life, with a third saying potential migration would be to pursue job opportunities.

# COMMUNITIES OF COLOR FINDINGS

Note: The following analysis includes of-color study responses with a comparison to rural Minnesota findings where significant.

*Russell Herder*  
Strategy wins.



## Project Objectives and Methodology

Rural Pulse™ is a research study that has been commissioned by the Blandin Foundation since 1998 to gain a real-time snapshot of the concerns, perceptions and priorities of rural Minnesota residents. This initiative was last conducted in 2013 and has served to identify trends within significant, complex subject areas such as the economy, education, employment and quality of life. The survey also included the perspectives of rural Minnesota cultural communities. The following report details findings within the latter research.

The Foundation chose to undertake this effort to accomplish the following objectives:

- Understand the issues and priorities within rural Minnesota communities of color;

- Learn if community needs are being adequately addressed; and

- Gain an understanding of how the opinions of rural Minnesota's communities of color compare to at-large findings.

Telephone interviews were conducted March 5-24 among individuals who self-identified as belonging to select groups of color within rural Minnesota: African American, Asian, Native American, Hispanic and other immigrants (e.g., Hmong, Somali, Southeast Asian, Russian), as well as multi-cultural. (Note: Use of the term "of color" in the following report refers to participants of this study who represent the preceding ethnicities.) Landline and cellular telephone lists were purchased within communities of fewer than 35,000 residents and surrounding geographical areas.

A total of 512 surveys were completed, providing a statistical reliability of +/-4.5 percent at the 95 percent confidence level. Best efforts were made to reach a comparative response rate within this study to the actual of-color populations of rural Minnesota (excluding Caucasian), as obtained from data derived from the U.S. Census Bureau. A 29 percent response rate was achieved within the Native American community, as well as with Hispanics. Eleven percent of respondents said that they are African American. A nine percent response rate was achieved within the Southeast Asian community, which included Laotian, Vietnamese and Thai. Another eight percent said that they are Asian, which included those of Chinese, Japanese and Korean heritage. A seven percent response rate was achieved within the Somali community. Hmong and Russian participants each comprised a two percent response rate. Two percent noted that they are of more than one nationality. One percent offered another response to the question.



The term “community” during the interviews was not defined up front; respondents were allowed to interpret what it meant when answering the questionnaire.

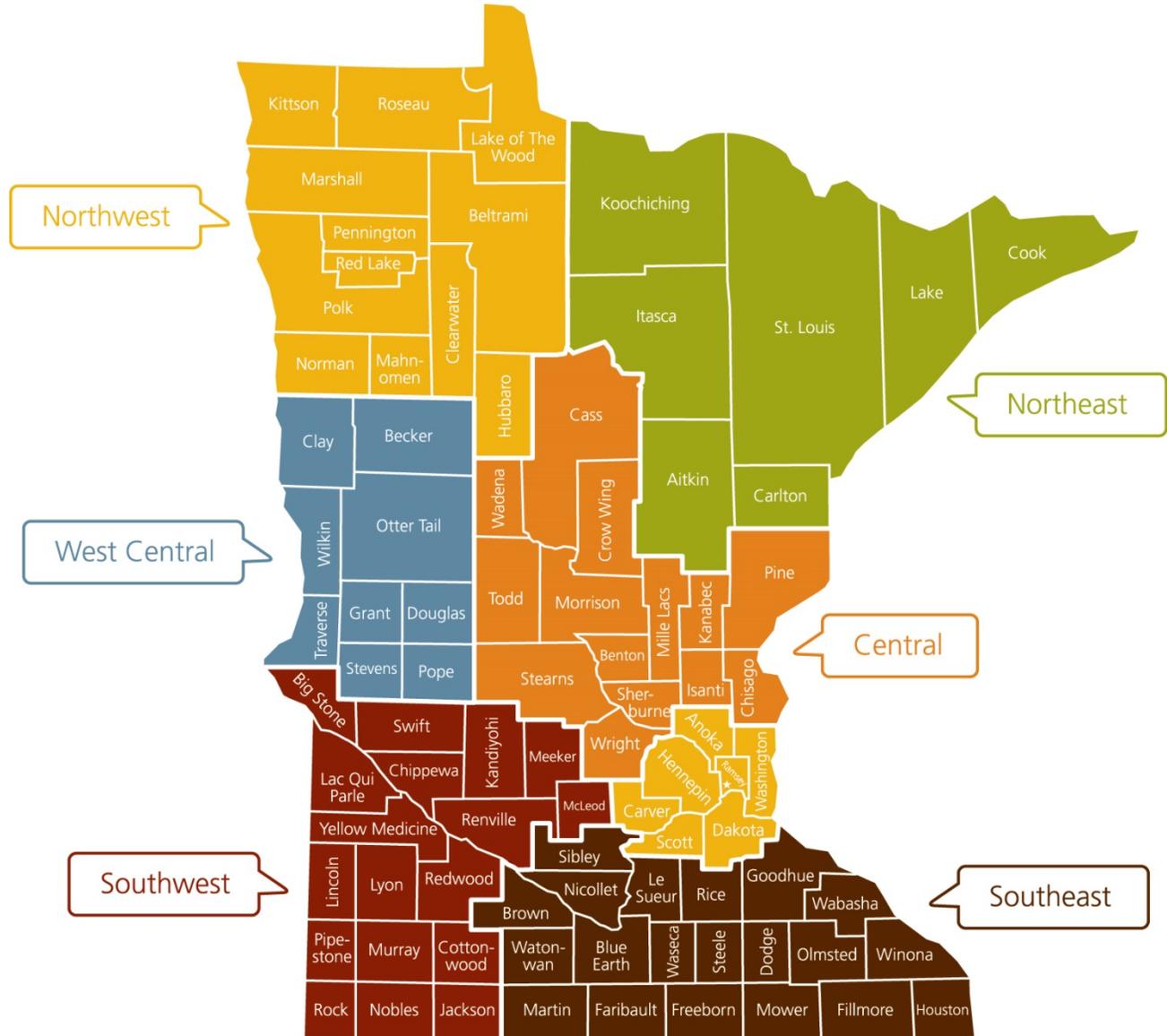
All completed questionnaires were processed and analyzed using SPSS software. The data was sorted by the four primary groups of color listed by the U.S. Census Bureau: Hispanics, Native Americans, African Americans and Asians.

All surveys were conducted in English, due to budget considerations.



Note: Metro areas were excluded from the regional study area, including cities with a population of 35,000 or larger.

## Study Regions



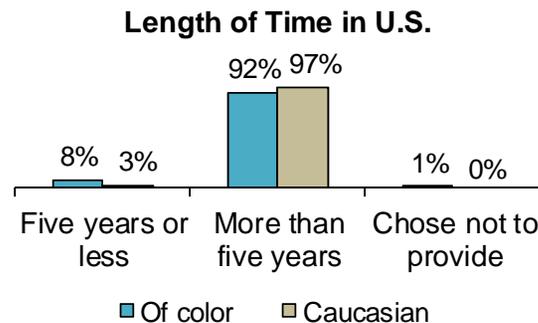


## Demographics

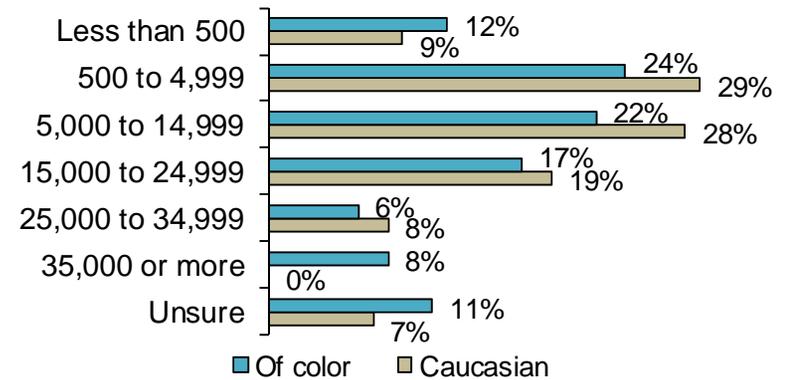
Twenty-four percent of rural residents of color said that the community they live in, or nearest to, has a population of 500 to 4,999, followed by 5,000 to 14,999 people (22%). Another 17 percent cited a population size of 15,000 to 24,999, followed by less than 500 (12%) and 25,000 to 34,999 (6%). Eight percent believed the population of their community is 35,000 or more. Eleven percent were unsure.

About two in five (41%) said they have lived in their community for 16 or more years. Another 19 percent each said five to 10 years or one to four years, followed by 11 to 15 years (13%), and less than one year (6%). One percent did not provide this information.

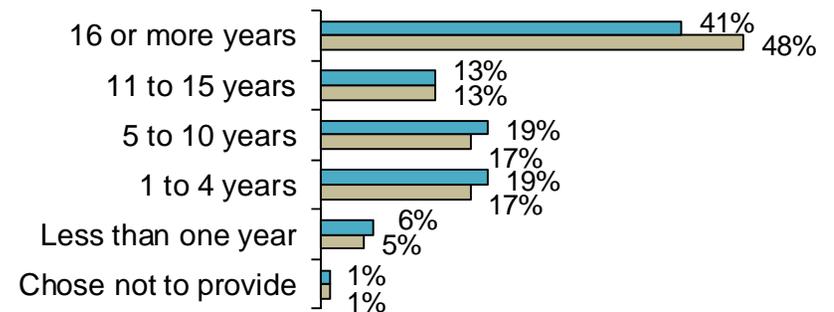
When asked how long they have resided in the United States, the majority (92%) said it has been more than five years, while eight percent indicated it had been five years or fewer.



### Community Population

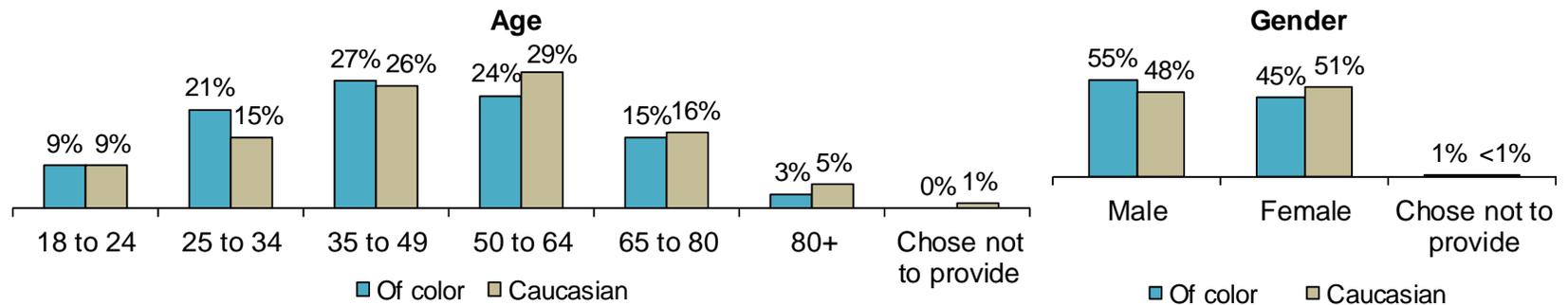


### Length of Residence Within Current Community

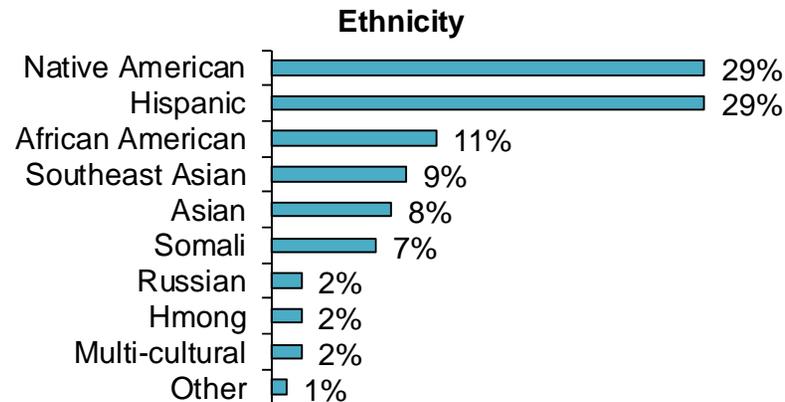




Three in 10 of-color respondents were age 18 to 34, 51 percent were age 35 to 64 and 18 percent were age 65 or older. Gender was characterized by 55 percent men and 45 percent women, representing a slightly higher number of men than Caucasians surveyed (55% vs. 48%). About one percent chose not to provide gender information.



Survey participants were asked to self-identify their ethnic or cultural background. Twenty-nine percent each of respondents said that they were Native American or Hispanic, followed by African American (11%), Southeast Asian (9%), Asian (8%) and Somali (7%). Two percent each said they were Russian or Hmong, with another two percent citing they are more than one ethnicity. One percent gave other responses. (See Appendix for full listing of other responses.)

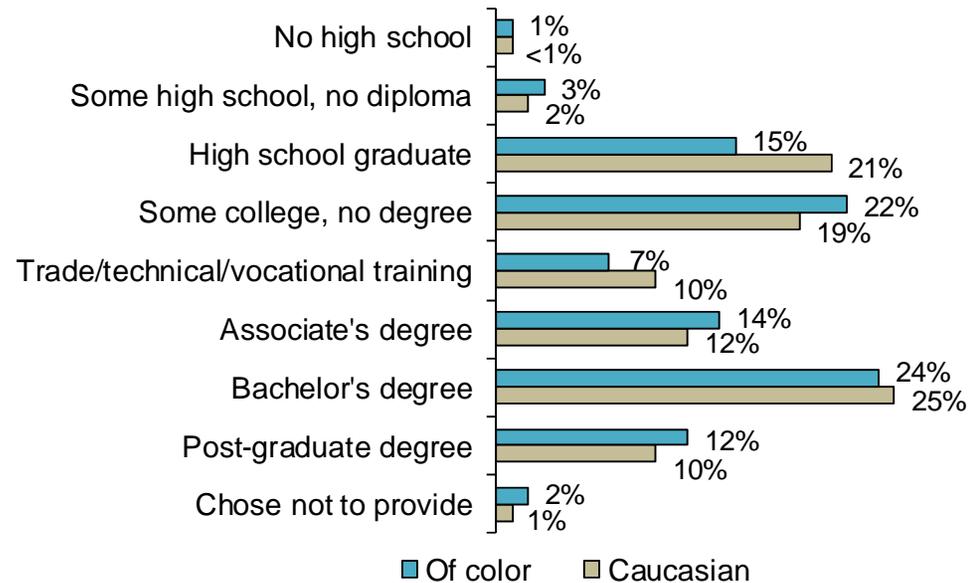




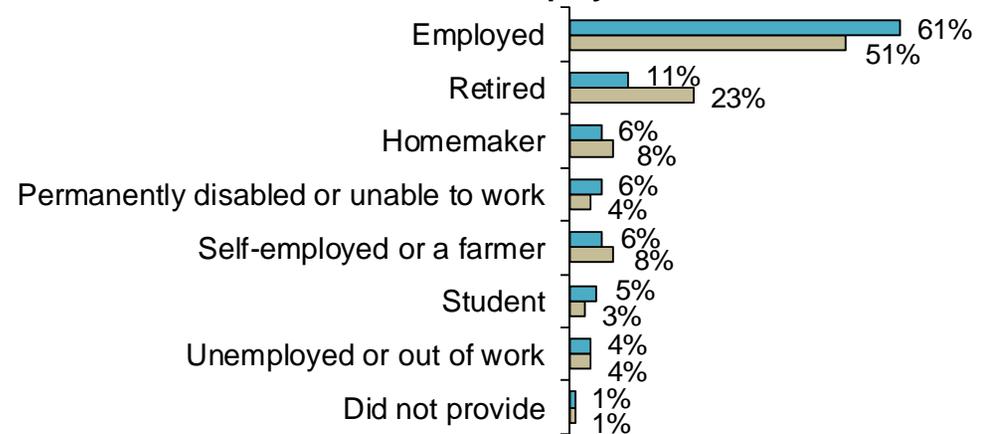
The educational experience of those of color was as follows: a bachelor's degree (24%); some college experience but no degree (22%); a high school graduate (15%); an associate's degree (14%); a post-graduate degree (12%); trade, technical or vocational training (7%); some high school but no diploma (3%); and one percent of rural residents of color said they have never attended high school. Two percent chose not to provide education information.

Two-thirds (67%) of rural residents of color said that they are employed, with six percent of those indicating that they are either self-employed or a farmer. That reveals slightly higher employment than that of rural Caucasians surveyed (67% vs. 59%). For those who said they do not work, 11 percent said they are retired and six percent each were either a homemaker or permanently disabled. Another five percent indicated that they are a student and four percent said they are unemployed. One percent did not provide employment information.

### Education



### Employment

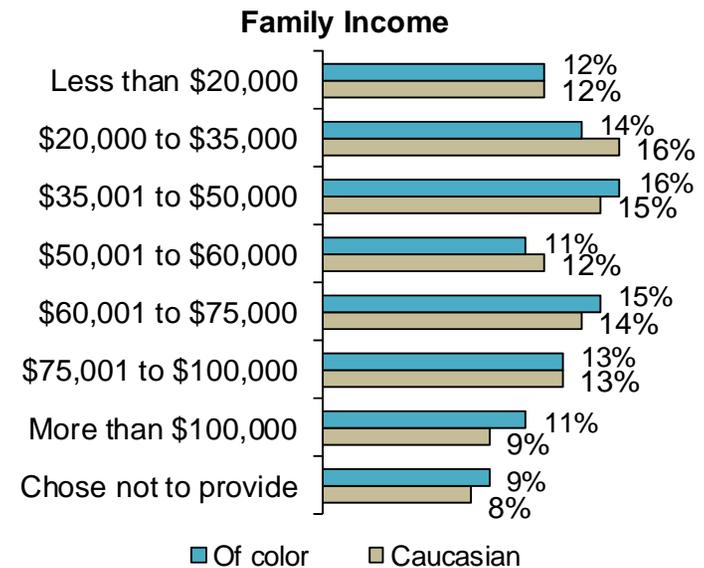
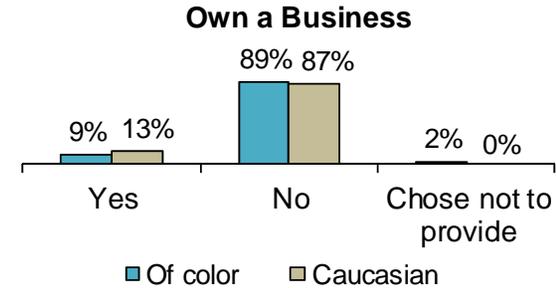
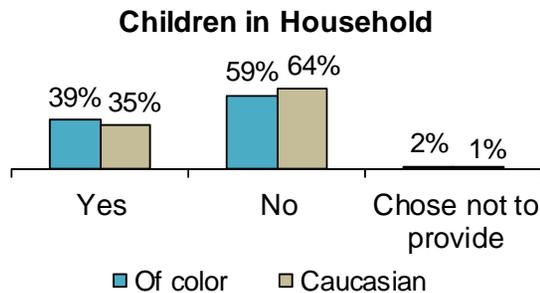




Nine percent of rural respondents of color said they own a business of some type, slightly fewer than their Caucasian counterparts reported (9% vs. 13%).

Twenty-six percent of community members of color indicated that their family income is \$35,000 or less. Another 42 percent said between \$35,001 and \$75,000, and 24 percent said their household income is \$75,001 or more. Nine percent chose not to provide income information.

About two in five (39%) indicated that at least one child 18 years old or younger resides in their household.



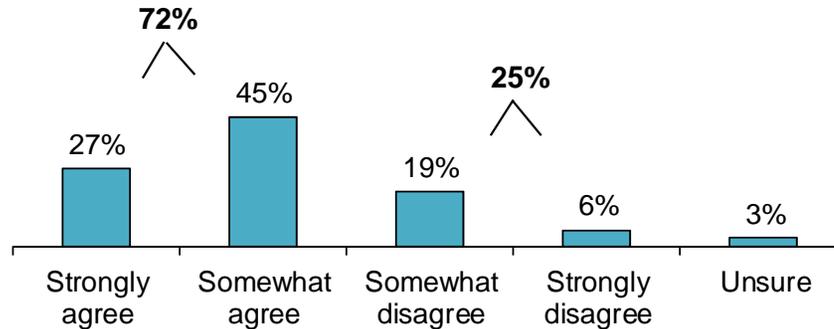


## Community Perspective

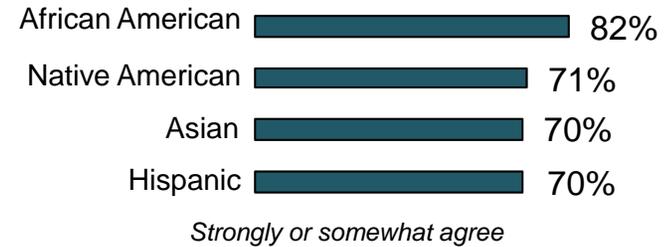
More than seven in 10 (72%) surveyed said that they believe their community is a vibrant place to live and work, while 25 percent did not agree.

African Americans (82%) were the most likely to feel their community is vibrant.

### Community is a Vibrant Place to Live and Work

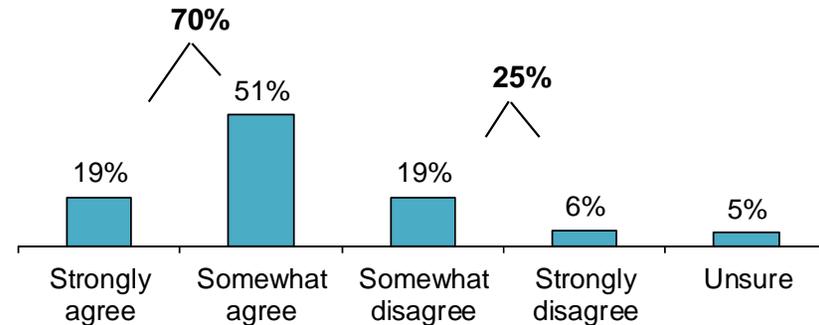


### Believe Community is a Vibrant Place to Live and Work



Similarly, seven in 10 (70%) rural residents of color believed that their community is strong, resilient and able to recover from difficult situations. One in four did not agree.

### Community is Strong, Resilient and Able to Recover from Difficult Situations

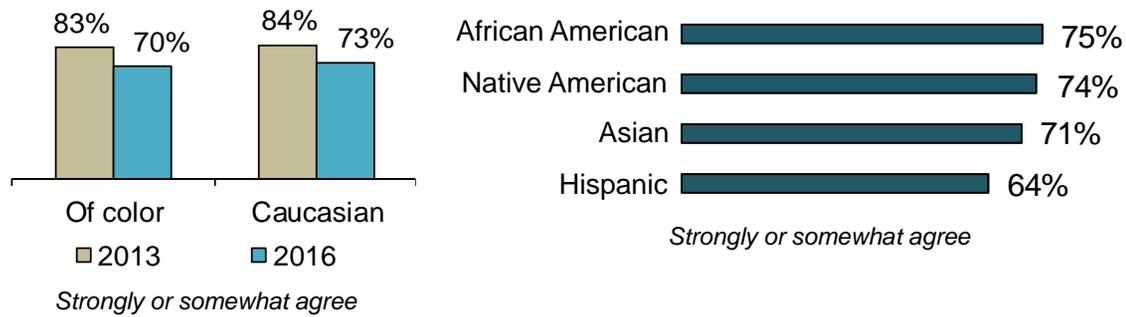




This belief dropped by 13 percentage points from Rural Pulse™ 2013, similar to the results of Caucasian residents this year.

Hispanics (64%) were the least likely to feel their community is strong and resilient.

### Believe Community is Strong, Resilient and Able to Recover from Difficult Situations

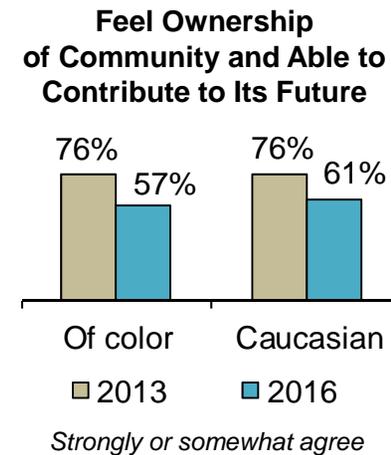
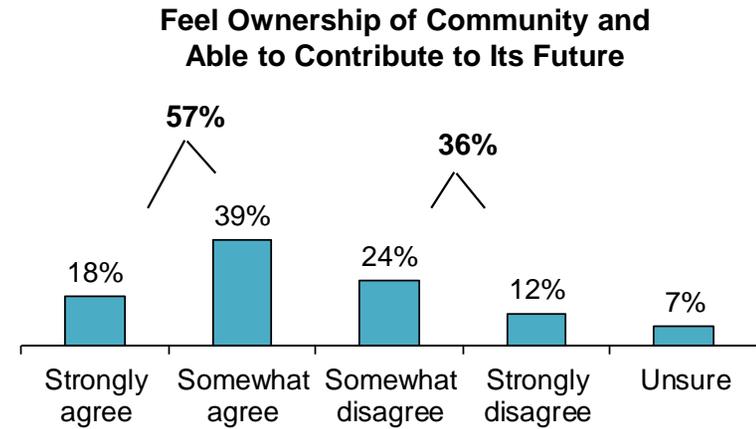
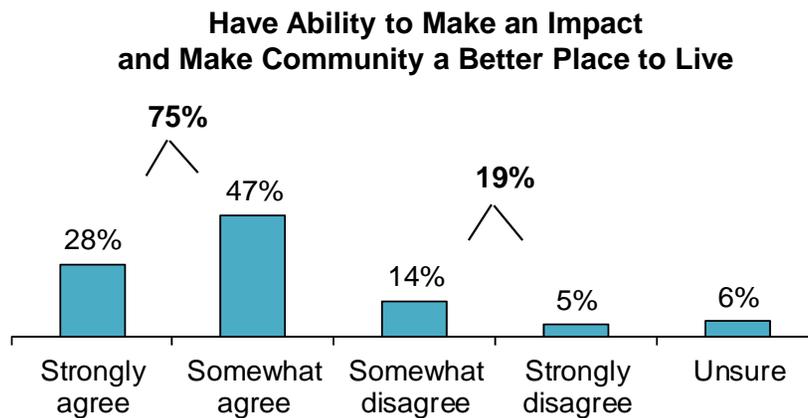




## Personal Ability to Affect Change

Those surveyed were asked whether they feel a sense of ownership over the direction of their community and whether they are able to make a contribution to its future. Fifty-seven percent agreed, while 36 percent did not. This constitutes a compelling 19 percent downturn from 2013 findings; rural Caucasians also showed a decrease (down 15%) in that time period.

Those surveyed were asked whether they felt that people like themselves are able to make an impact and improve local quality of life. Three-quarters (75%) of community members of color felt they could influence change, while 19 percent did not agree.

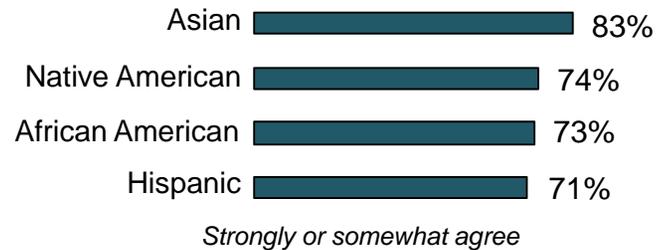
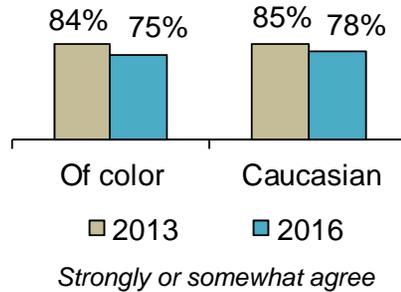




Although not as sharp of a downturn from 2013, there was a nine percent difference (75% vs. 84%) in the perception of personal community impact between 2016 and 2013 study findings, similar to rural Caucasian results.

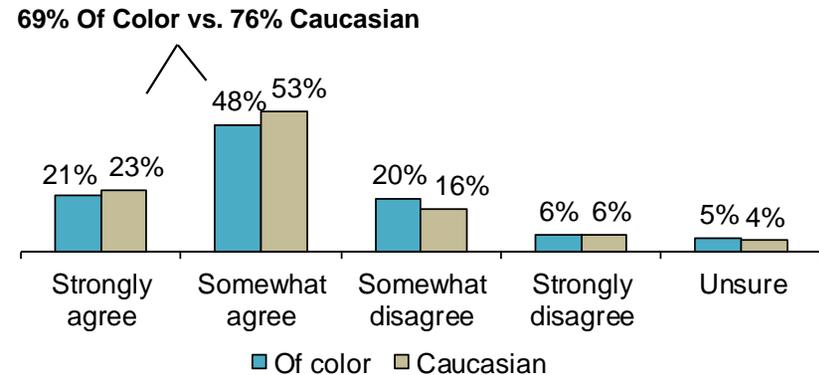
Rural Asian residents (83%) were the most likely to believe in their ability to impact change in their local community.

### Believe They Have Ability to Make an Impact and Make Community a Better Place to Live



When asked whether they feel local community members work well together to address local issues, however, confidence was not as strong. Twenty-six percent of community members of color said that they do not feel their community works together cohesively, compared to 69 percent who said that they feel it does.

### Residents Work Together Effectively to Address Local Issues

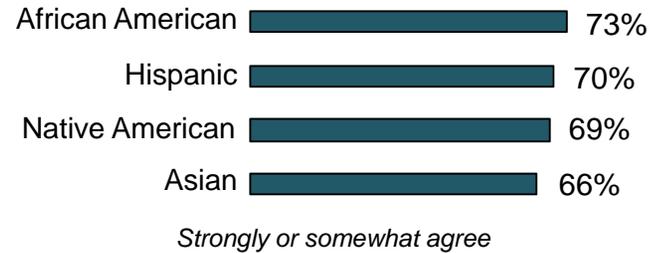
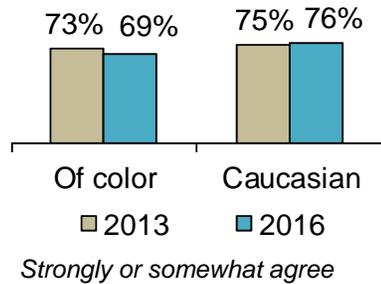




This finding declined slightly (69% vs. 73%) from Rural Pulse 2013.

When looking at specific ethnicities, African Americans and Hispanics were the most likely to believe residents work collaboratively (73% and 70% respectively).

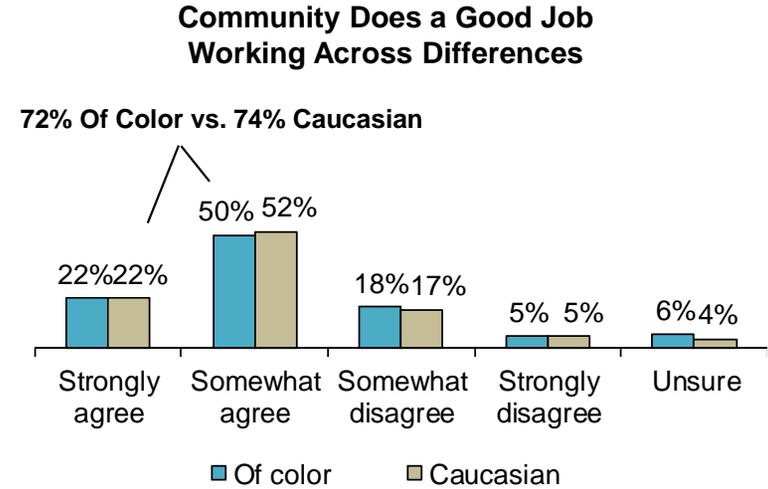
### Believe Residents Work Together Effectively to Address Local Issues



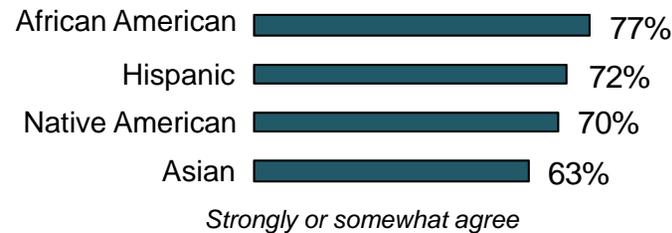


When asked if they believe their community does a good job working across differences such as ethnicity, sexual orientation, religion and nationality, more than seven in 10 (72%) community members of color agreed, while 23 percent did not believe this is the case.

African Americans (77%) were the most likely to feel their community does an adequate job at working across differences, while those of Asian descent (63%) were the least likely to believe such.



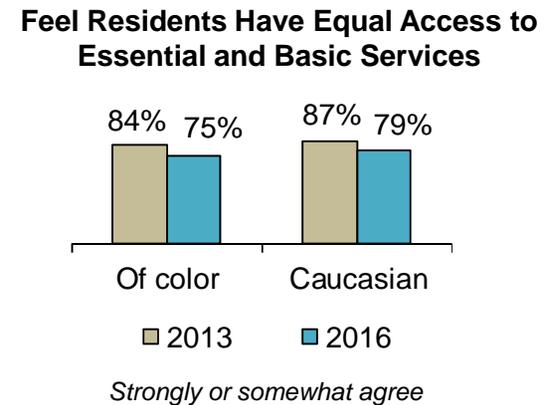
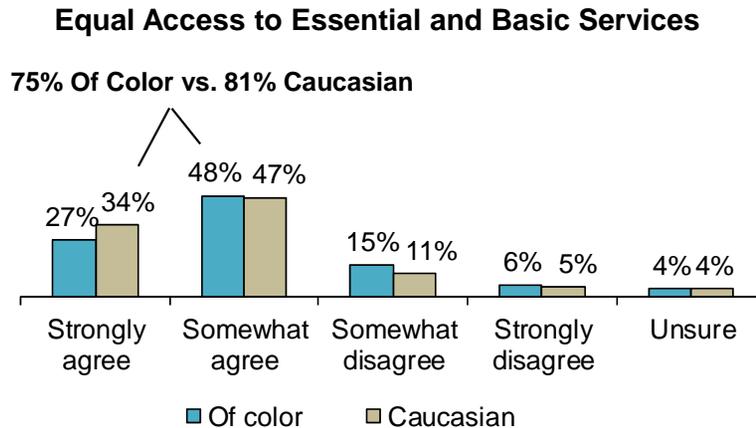
### Believe Community Does a Good Job Working Across Differences





## Confidence Exists for Service Quality, Access

Three in four surveyed said that they believe their community offers equal access to essential services, a decrease of nine percentage points (75% vs. 84%) from 2013 study results, and showed slightly less agreement than rural Caucasians (75% vs. 81%). Twenty-one percent did not agree that residents have equal access to necessary community services.

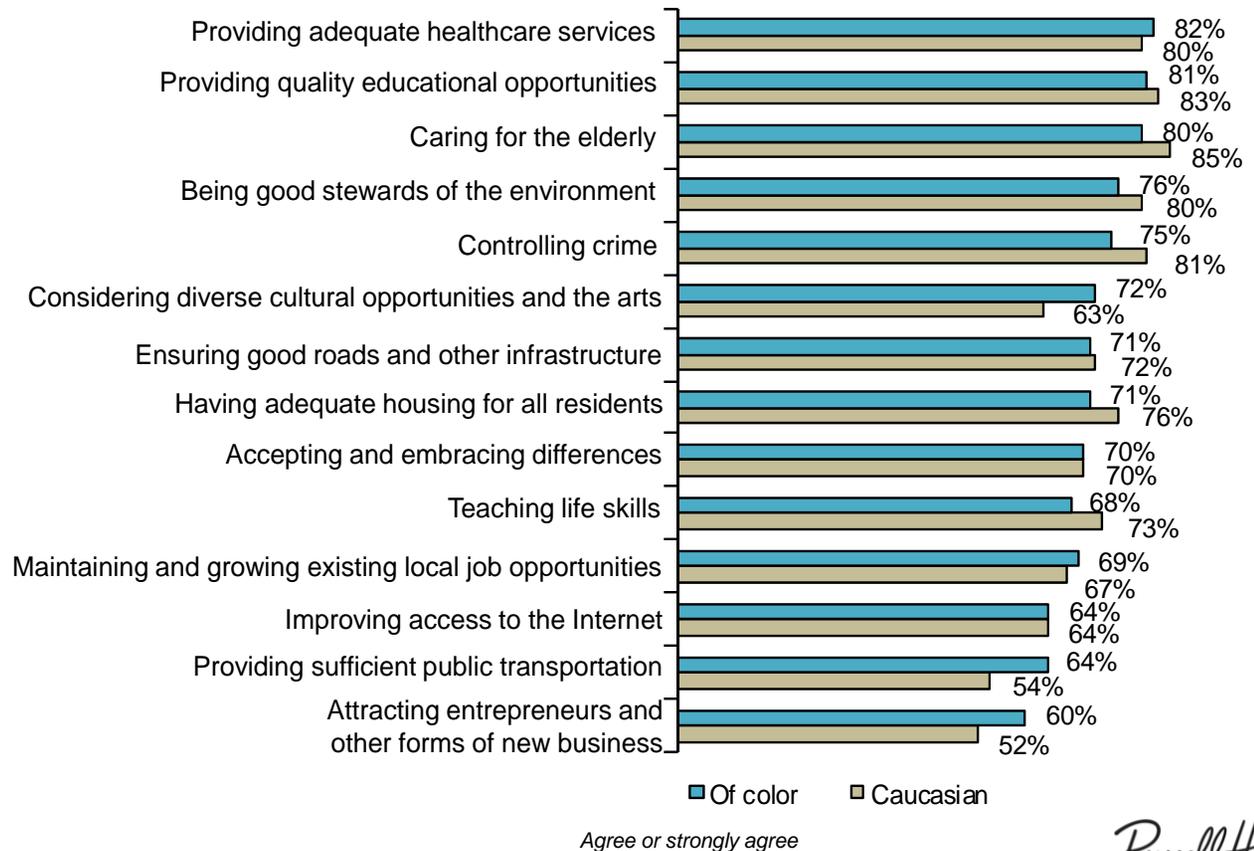




## Snapshot: Community Performance

Survey participants were asked to rate their agreement regarding how well they believe their local area addresses community services and functions. The most highly rated among community members of color were healthcare, education and caring for the elderly. Service performance that those surveyed were less likely to be content with compared to their Caucasian counterparts were crime, housing and teaching life skills. Rural residents gave the lowest community ratings for public transportation options and attracting new businesses, although those of color felt slightly more satisfied than their Caucasian counterparts with such. Other items mentioned by that were considered important included underage drinking, drugs and taxes, among others. [See Appendix for complete listing of responses.]

The following pages show the opinions of Minnesota residents on the individual services in greater detail.



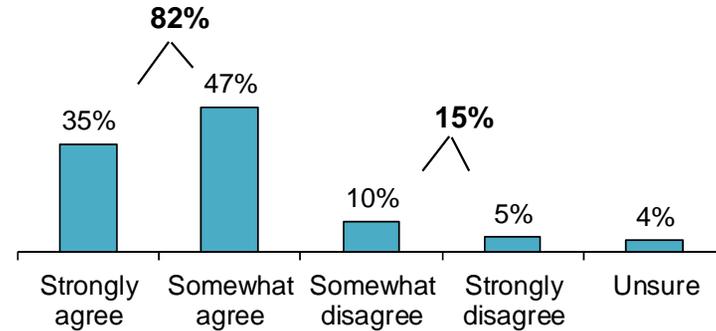


### Healthcare

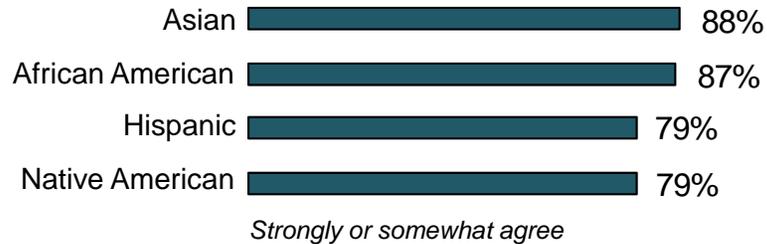
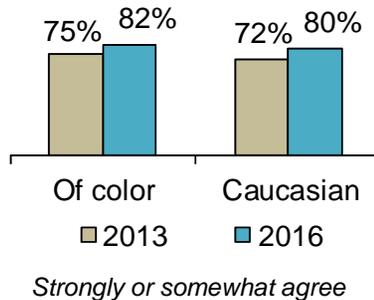
More than four in five (82%) surveyed agreed that their community provides adequate healthcare services, while 15 percent did not feel that this is the case. This was an increase from Rural Pulse 2013 findings (82% vs. 75%), similar to rural Caucasian results.

Although satisfaction is high in general, those of Hispanic or Native American descent (79% each) were slightly less likely to have felt their community is doing an adequate job providing healthcare services.

**Community Provides Adequate Healthcare**



**Believe Community Provides Adequate Healthcare**





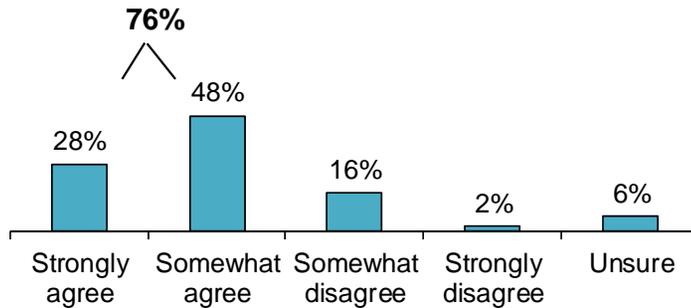
### Caring for the Elderly

Four in five (80%) community members of color said that they have confidence in their community's ability to care for the elderly, again, similar to rural Caucasians. Asians (88%) were the most likely to agree with this sentiment, while those of Hispanic descent (72%) were the least satisfied in how their community assists the elderly.

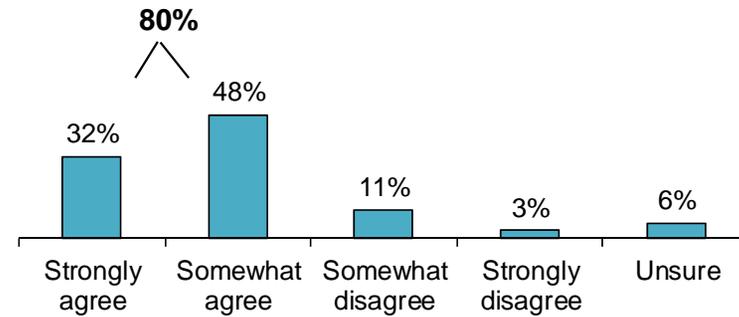
### Environment

About three in four (76%) believed their community to be a good steward of the environment. Eighteen percent did not agree.

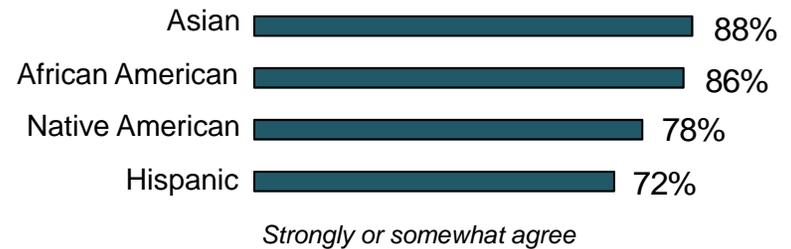
#### Community is a Good Steward of the Environment



#### Community is Good at Caring for the Elderly



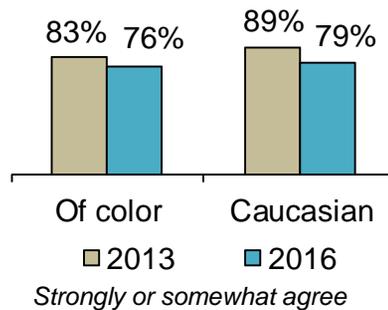
#### Believe Community is Good at Caring for the Elderly





Satisfaction with environmental stewardship took a slight downturn (83% vs. 76%) between 2013 and 2016 findings. Asians were the most likely to have agreed that their community is a good steward of the environment, while Hispanics were the least likely to believe such (70%).

### Believe Community is a Good Steward of the Environment

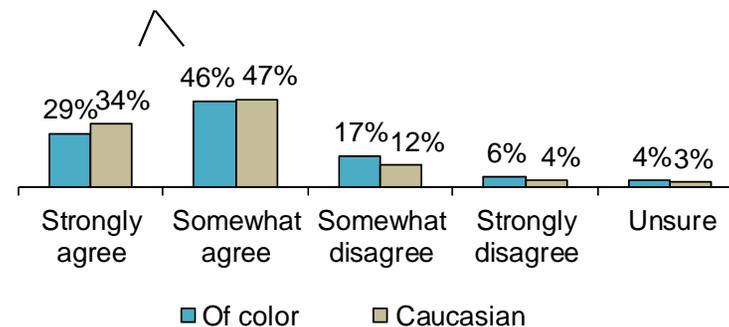


### Crime

Three-quarters (75%) of community members of color said that they have confidence in their community's ability to control crime, although rural Caucasians (81%) showed slightly higher satisfaction with community safety. Twenty-three percent did not believe that their community does a sufficient job controlling crime.

### Community Does a Good Job Controlling Crime

75% Of Color vs. 81% Caucasian



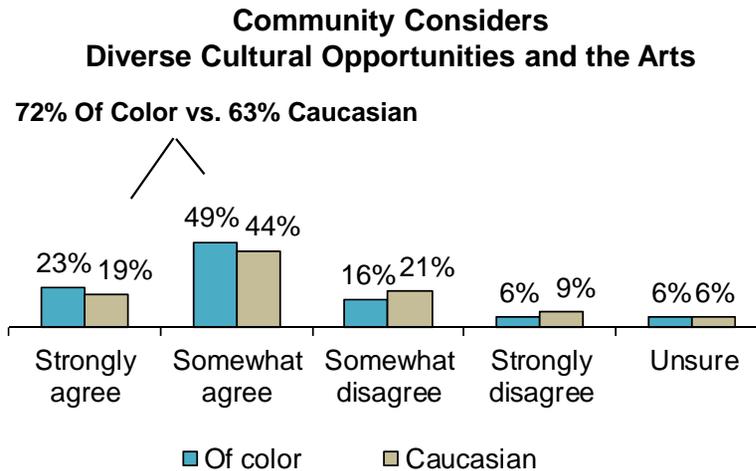


In looking at the findings between groups of color, Hispanics (69%) were the least likely to have felt their community does an adequate job with crime control.

### Culture and the Arts

Those of color were more likely than Caucasians (72% vs. 63%) to have said that their community considers diverse cultural opportunities and the arts, although it was a concern for 22 percent of-color rural residents. This was a slightly positive uptick from 2013 study findings (65% vs. 72%).

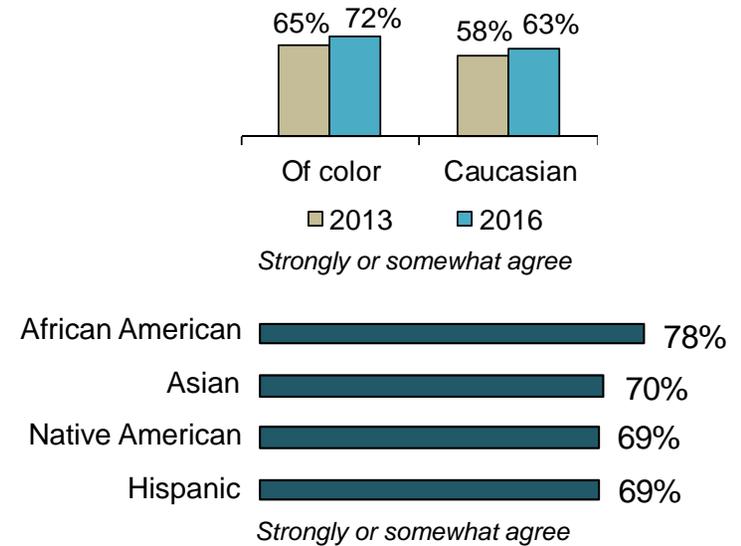
African Americans (78%) were the most satisfied with the diversity of cultural and arts opportunities.



### Believe Community Does a Good Job Controlling Crime



### Believe Community Considers Diverse Cultural Opportunities and the Arts





## Housing

While seven in 10 (71%) surveyed were satisfied with housing availability in their community, 26 percent did not agree, showing slightly higher concern than their Caucasian counterparts (21%).

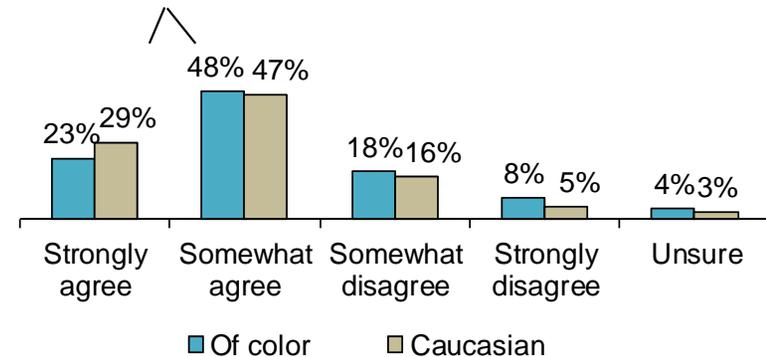
African Americans (83%) were the most likely to be satisfied with housing availability, however, only 68 percent of both Hispanics and Native Americans said housing is sufficient.

## Transportation and Roads

Public transportation was a concern for a third (33%) of those surveyed; however, they were more likely than their Caucasian counterparts to have showed little or no concern for the availability of transportation (64% vs. 54%).

### Community Provides Sufficient Housing

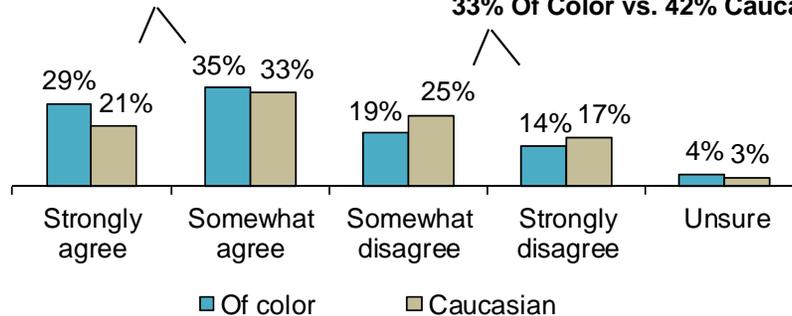
71% Of Color vs. 76% Caucasian



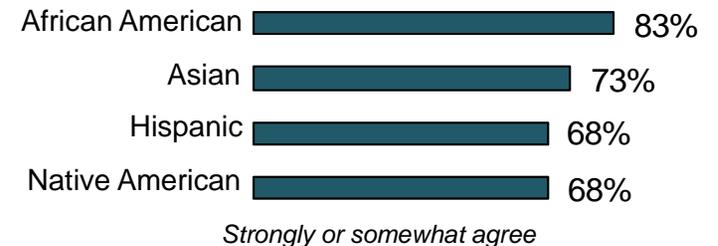
### Community Provides Sufficient Public Transportation

64% Of Color vs. 54% Caucasian

33% Of Color vs. 42% Caucasian



### Believe Community Provides Sufficient Housing



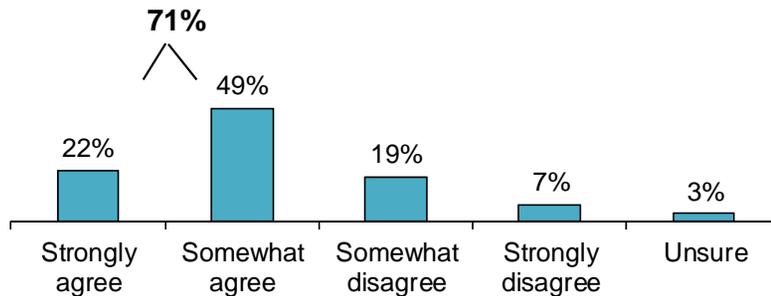


African Americans (70%) were the most satisfied with transportation options, while Asians (54%) were the least likely to have felt public transportation is sufficient.

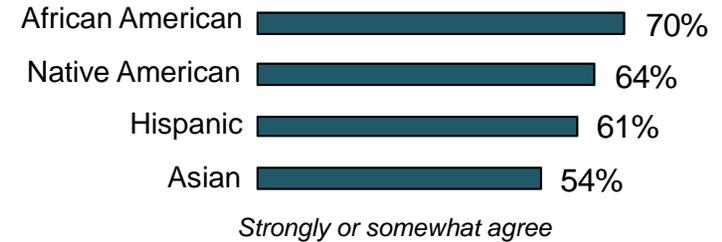
About seven in 10 (71%) community members of color felt their community ensures good roads and infrastructure. Twenty-six percent did not agree.

African Americans (86%) were the most likely by far to have felt local roads and infrastructure are being handled sufficiently, while those of Asian descent were the least likely to agree (61%).

### Community Ensures Good Roads and Infrastructure



### Believe Community Provides Sufficient Public Transportation



### Believe Community Ensures Good Roads and Infrastructure



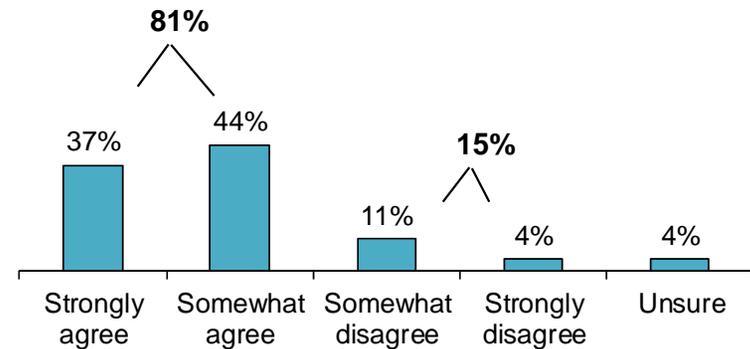


### Education and Life Skills

Four in five (81%) community members of color surveyed believed their community provides quality educational opportunities, with 37 percent strongly agreeing and 44 percent somewhat agreeing. Fifteen percent disagreed that their community provides adequate educational opportunities. Rural Caucasians had similar results.

African Americans (85%) noted the highest satisfaction with local education, while Asians (76%) expressed slightly more concern with the lack of educational opportunities available to them within their community.

### Community Provides Quality Educational Opportunities



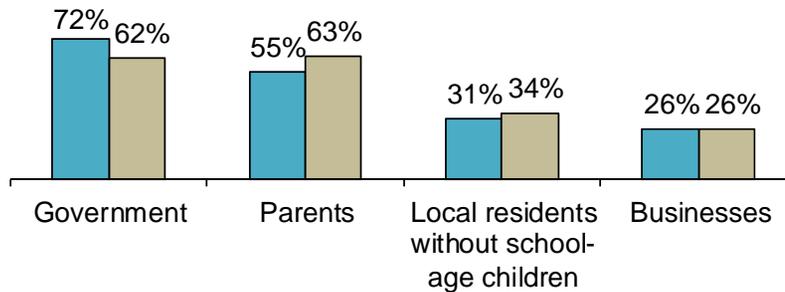
### Believe Community Provides Quality Educational Opportunities





When asked who they feel is responsible for ensuring that adequate, quality educational opportunities are available in their community, 72 percent of community members of color – compared to 62 percent of rural Caucasians – said they believe the responsibility rests on the government. This is a strong 12-percent uptick (72% vs. 60%) from 2013 results. Another 55 percent also believed parents should be involved in such support. About a third felt local residents without school-age children should also play a role in assisting with this effort, as well as businesses (26%).

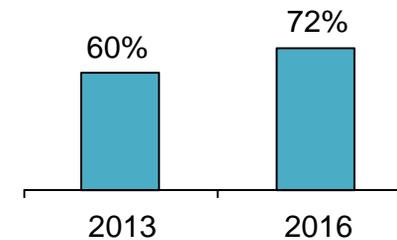
### Who is Responsibility for Ensuring Quality Educational Opportunities



■ Of color ■ Caucasian

*Multiple responses allowed*

### Government is Responsible for Ensuring Educational Opportunities



African Americans were the most likely to believe responsibility for ensuring quality education rests with the government. African Americans were also the most likely to have said parents (62%) should play a significant role.

### Who is Responsible for Ensuring Quality Educational Opportunities

	Native American	Hispanic	Asian	African American
Government	71%	71%	68%	74%
Parents	57%	52%	54%	62%
Residents without school-age children	31%	30%	24%	31%
Businesses	25%	28%	22%	26%

*Multiple responses allowed*

■ Most responsible within community of color

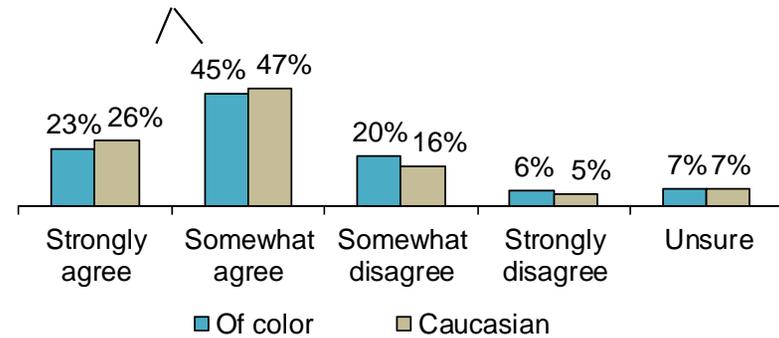


More than two-thirds (68%) of community members of color felt their local area does a good job at teaching life skills to residents, although a slightly lower percentage than Caucasians (73%). One in four (26%) of-of-color respondents disagreed that life skills are adequately being taught.

Asians (54%) were by far the least likely to be satisfied with the instruction of life skills within their community.

### Community Does a Good Job Teaching Life Skills

68% Of Color vs. 73% Caucasian



### Believe Community Does a Good Job Teaching Life Skills



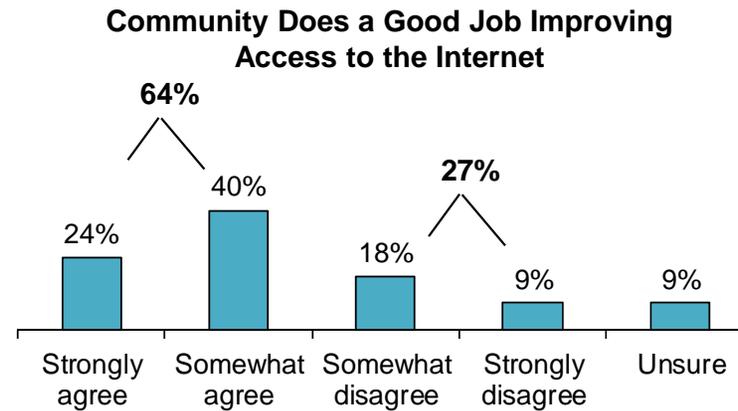
*Strongly or somewhat agree*



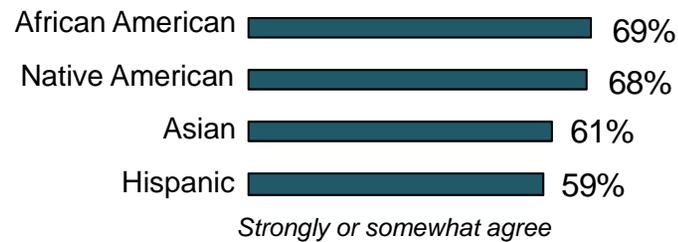
### Internet Access

Sixty-four percent of believed that their community does a good job at improving access to the internet. Twenty-seven percent disagreed.

Those of Asian (61%) and Hispanic (59%) descent were the least likely to be satisfied with local internet access.



#### Believe Community Does a Good Job Improving Access to the Internet



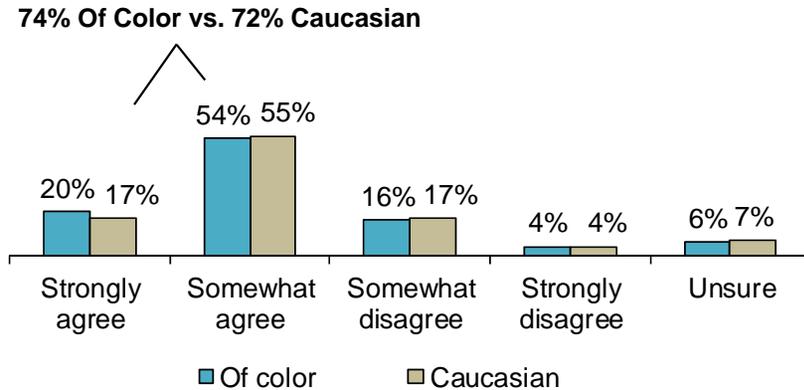


## Optimism Exists About Quality of Life

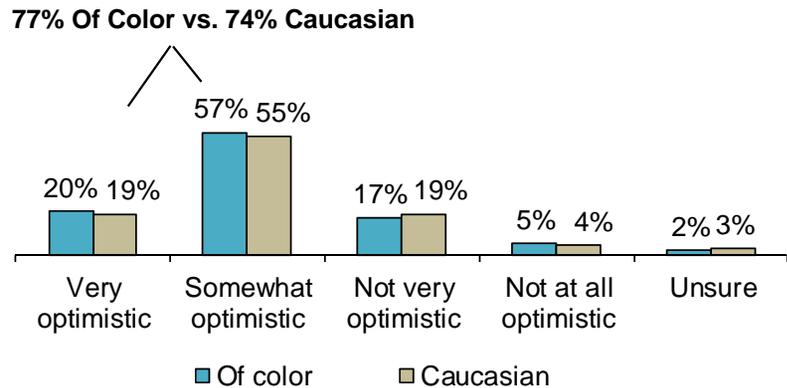
Survey participants were also queried about their community's quality of life. Four in five (74%) of-color community members felt quality of life would improve over the next five years, comparable to Caucasians (72%). One in five within of-color communities, however, were not confident about improved quality of life in the future.

When asked how optimistic they feel about their community's future, 77 percent of community members of color felt positive, 22 percent did not share that sentiment. The different groups of color analyzed showed comparable results.

### Community Quality of Life Will Improve Over Next Five Years



### Optimism About Future of Community



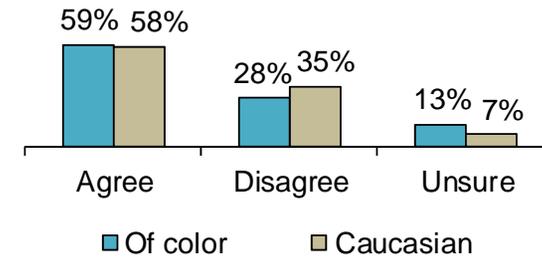


## Rural Voice

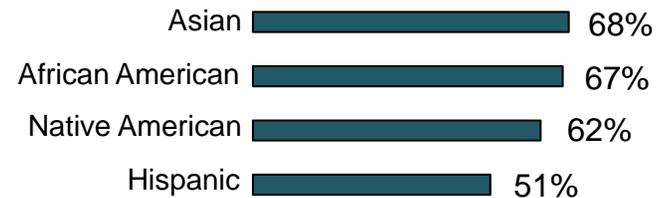
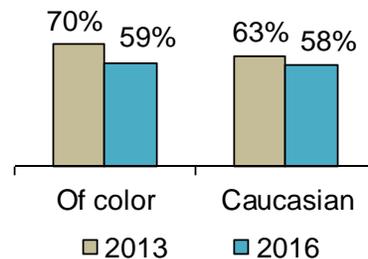
Of-color community members expressed concern about the priority placed upon the interests of rural Minnesotans, although not to as high a degree as Caucasians. When asked if the needs and well-being of rural Minnesota communities are as important to legislators and policymakers as those of metropolitan cities, 28 percent were of the opinion that they are not, compared to 35 percent of their Caucasian counterparts. About three in five were comfortable that the rural voice is being heard. However, this represents an 11-point decrease (59% vs. 70%) from 2013 findings, more than double the decline that was reported by rural Caucasians.

Hispanics (51%) were the least likely to feel rural needs are a significant concern to legislators and policymakers.

### Needs and Well-Being of Rural Minnesota Communities are as Important to Legislators and Policymakers as Metropolitan Areas



### Believe Needs and Well-Being of rural Minnesota Communities are as Important to Legislators and Policymakers



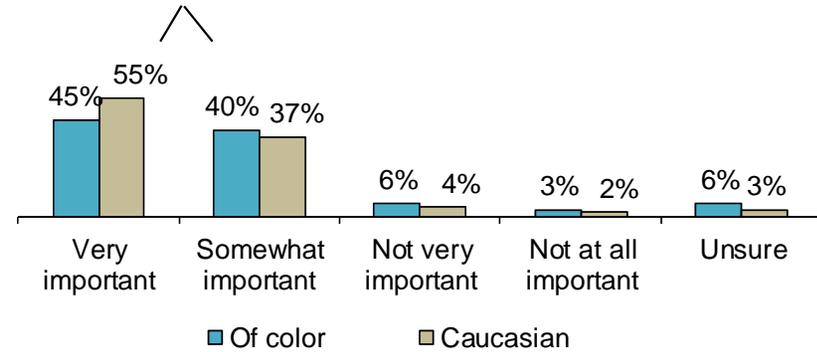


The majority (85%) said it is important to support political candidates who actively address rural issues, which was slightly less than their Caucasian counterparts (92%).

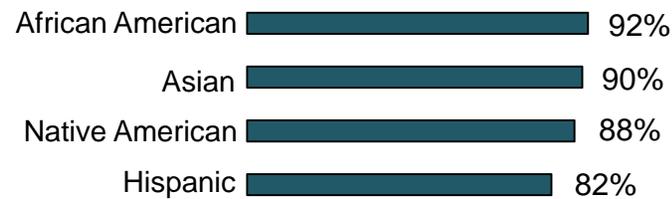
Those of Hispanic heritage (82%) expressed the least concern about backing political candidates who prioritize rural issues.

### Importance of Supporting Political Candidates Who Actively Address Rural Issues

85% Of Color vs. 92% Caucasian



### Important to Support Political Candidates Who Actively Address Rural Issues



*Very of somewhat important*



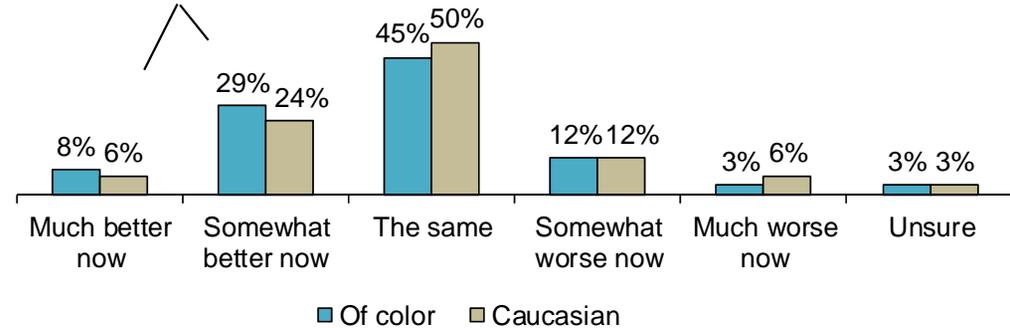
## Economic Concerns Continue, But Show Slight Improvement

Survey participants were asked to gauge the condition of their community's economy now as compared to a year ago. Thirty-seven percent, compared to 30 percent of their Caucasian counterparts, said that they feel their local economy has improved. That is a significant 13-point improvement (37% vs. 24%) in local economic confidence since 2013 study results. Forty-five percent believed that the economy has remained level and 15 percent of those of color felt it has worsened.

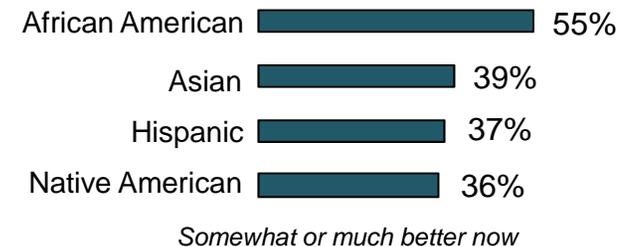
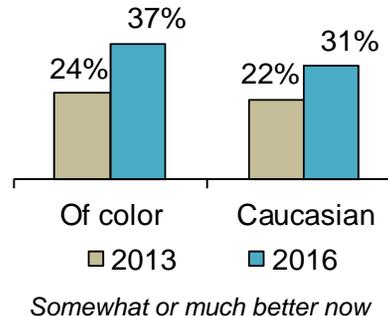
African Americans (55%) were by far the most likely to have cited a positive economic upturn compared to a year ago.

Condition of Local Economy Compared to One Year Ago

37% Of Color vs. 30% Caucasian



Local Economy Has Improved Compared to One Year Ago

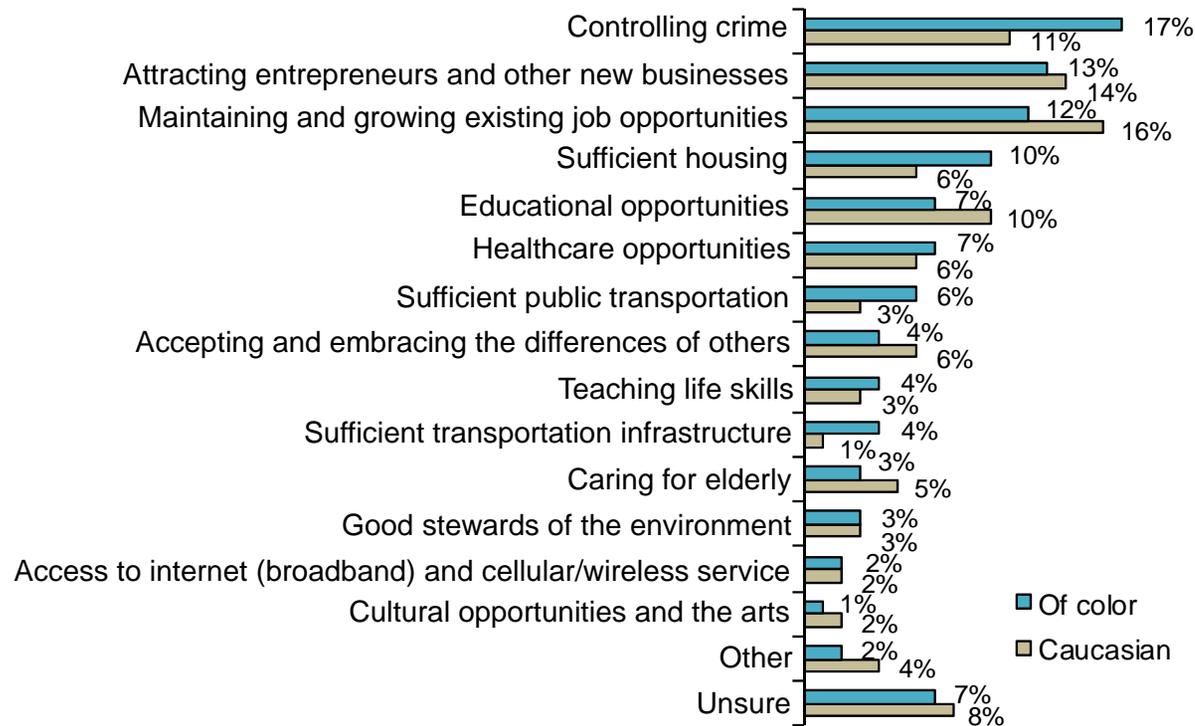




## Critical Community Issues

Survey respondents were asked which community issue they feel is the most critical for their local area to address. While jobs and business development – including attracting new businesses (13%) and growing existing job opportunities (12%) – was the most serious issue when combined (25%), community members of color felt crime control (17%) was a much more significant, primary concern than their Caucasian counterparts (11%). Ten percent of those of color felt housing is a primary concern.

**Most Critical to Your Community**



*Note: Issue options provided in 2016 varied from previous years.*



Crime was the most critical issue to address for Native Americans (18%). African Americans also believed crime control is the priority issue, along with maintaining and growing existing jobs (19% each). Those of Asian descent were much more likely to place the highest priority on attracting new businesses to their community (24%). Attracting new businesses and crime control were also the top two issues those of Hispanic heritage said they would like their community to address (14% and 13% respectively).

### Most Critical to Your Community

	Native American	Hispanic	Asian	African American
Controlling crime	18%	13%	10%	19%
Attracting new businesses	14%	14%	24%	7%
Maintaining and growing existing job opportunities	13%	10%	10%	19%
Sufficient housing	11%	8%	10%	14%
Educational opportunities	6%	9%	10%	3%

■ Highest importance within community of color

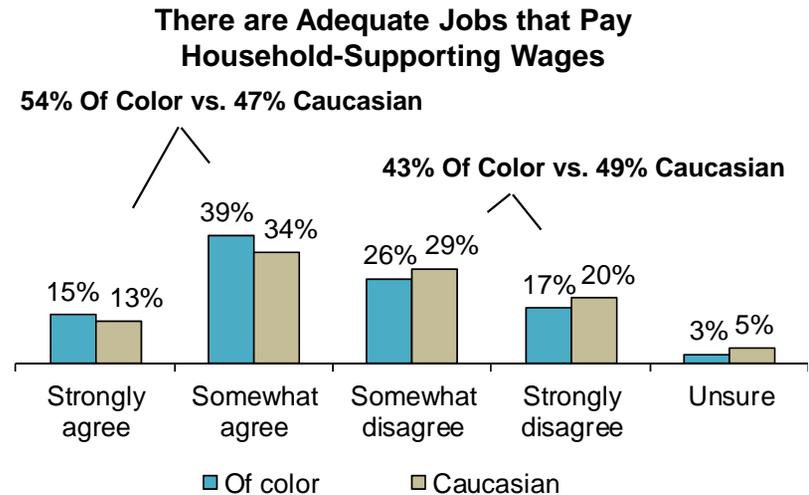
*Note: Issue options provided in 2016 varied from previous years.*



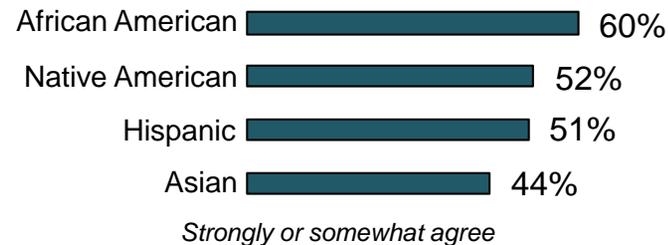
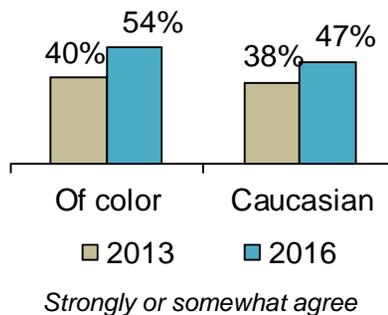
## Jobs are Still a Significant Concern

While showing improvement, there is still a significant lack of confidence in the job market. More than two in five (43%) community members of color felt that there are not adequate living-wage job opportunities in their community. Only 15 percent strongly agreed and 39 percent somewhat agreed that there are enough supporting-wage jobs locally, although that is a significant 14-point increase since Rural Pulse 2013 findings (54% vs. 40%). Those of color were slightly more optimistic about living-wage job availability than their Caucasian counterparts (47%).

African Americans (60%) were more likely to feel good-paying jobs are available, while those of Asian descent (44%) were more apt to have felt such employment is scarce.



### Believe There are Adequate Jobs that Pay Household-Supporting Wages



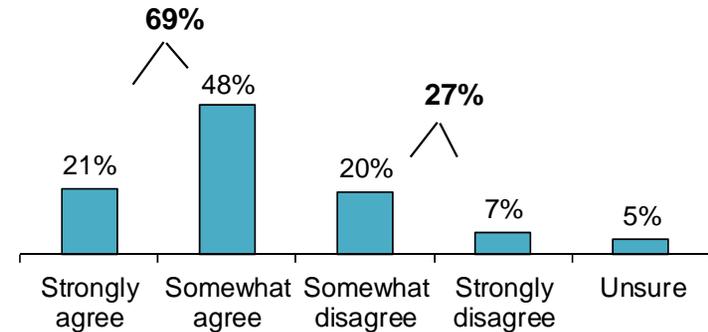


Additionally, 27 percent of those surveyed felt that their community lacks the ability to maintain and grow existing jobs. About seven in 10 (69%), however, believed that their community sufficiently maintains and grows existing jobs, similar to rural Caucasian results.

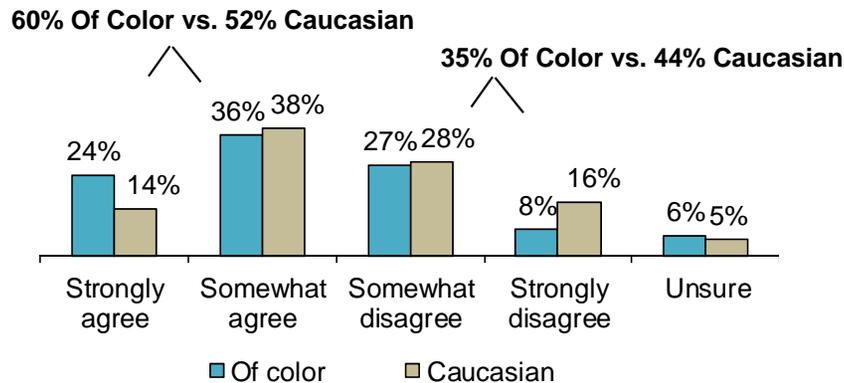
African Americans were the most likely to be satisfied with existing local job growth (78%).

Along with the concern over adequate job opportunities, 35 percent of community members of color believed that their community does not do enough to attract new businesses to their local area. Three in five agreed that their community was sufficiently attracting new industry, again, showing slightly higher confidence than rural Caucasians (52%).

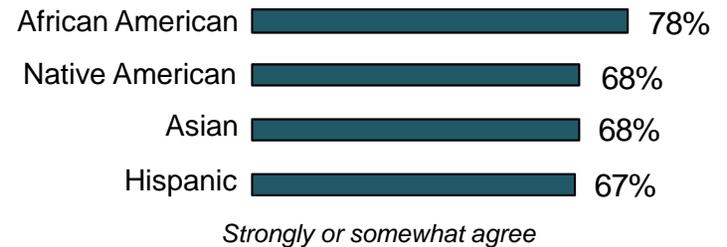
### Community Successfully Maintains and Grows Existing Job Opportunities



### Community Sufficiently Attracts New Businesses



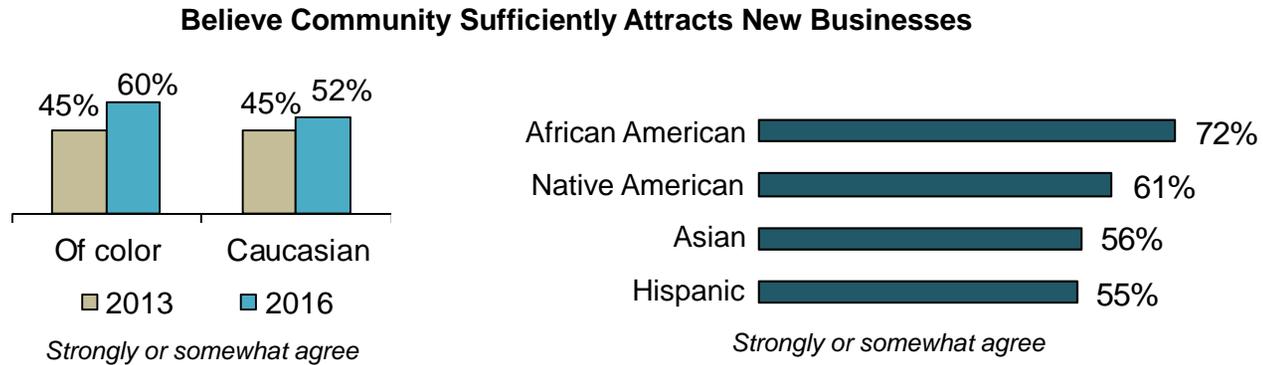
### Believe Community Successfully Maintains and Grows Existing Businesses





When comparing these findings with those of Rural Pulse 2013, confidence by rural residents of color in their community's ability to attract new businesses rose by 15 percentage points (60% vs. 45%), double the increase of their Caucasian counterparts.

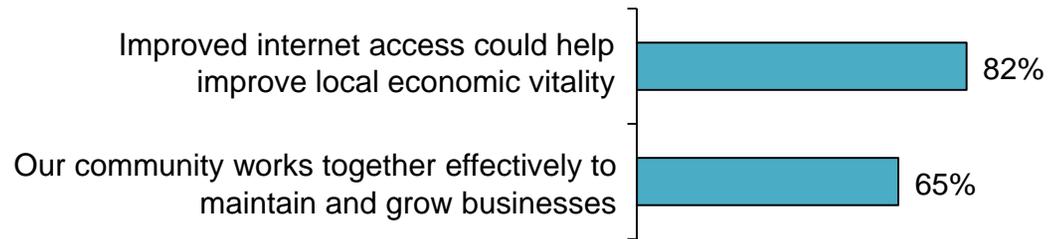
African Americans (72%), by far, were the most likely to feel their community does a sufficient job attracting new businesses. Those of Asian (56%) or Hispanic (55%) heritage were the least confident.





## Job Growth Resources

More than four in five (82%) of-color community members said that they feel improved internet access could help improve local economic vitality, although much skepticism exists whether their community is able to work together to address job growth. Only about two-thirds (65%) agreed that their community effectively collaborates.



Asians (93%) were the most likely to feel improved access to the internet could assist in improved economic vitality, while Native Americans (68%) were the most likely group of color to believe their community effectively works together to maintain and grow local jobs.

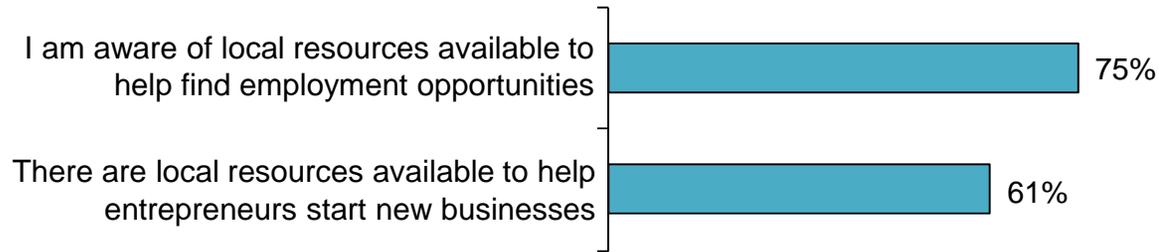
	Native American	Hispanic	Asian	African American
Improved internet access could help improve local economic vitality	83%	82%	93%	78%
Our community works together effectively to maintain and grow local job opportunities.	68%	62%	61%	60%

■ Highest belief within statement



Although three-quarters (75%) said that they are aware of local resources to assist residents in finding jobs, only three in five (61%) said they are aware of resources available to help entrepreneurs start new businesses.

### Job Growth Resource Awareness



Of-color groups citing the highest awareness of local resources to assist residents in finding jobs were Hispanics (76%) and Native Americans (75%). African Americans were the most likely to be aware of resources available to help entrepreneurs start new businesses (66%).

### Views on Job Growth Resources

	Native American	Hispanic	Asian	African American
I am aware of local resources available to help find employment opportunities.	75%	76%	73%	69%
There are local resources available to help entrepreneurs start new businesses.	59%	59%	56%	66%

Highest belief within statement



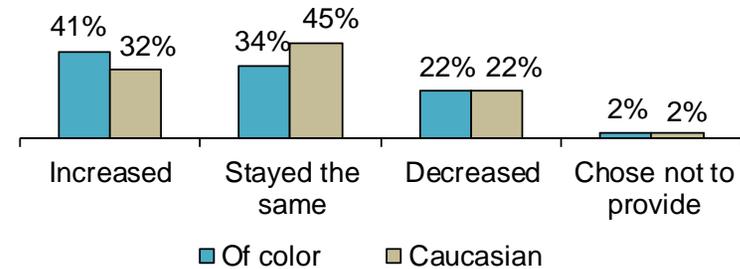
## Impact of the Economy on Families of Color

Two in five (41%) said that their household income has increased over the past year, nine percent higher than Caucasian findings. This constitutes a highly significant increase of 17 percentage points compared to 2013 findings (41% vs. 24%).

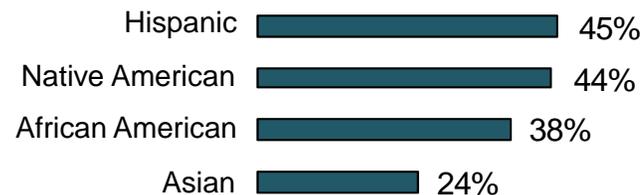
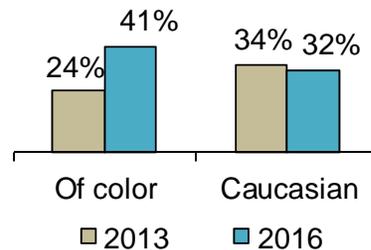
Many rural households said they are still struggling with a decrease in wages (22%), and a third (34%) of those of color said their household income had not changed in the past 12 months.

Hispanics (45%) and Native Americans (44%) were the most likely to have said their household saw an increase in income, while only one quarter (24%) of Asian respondents cited a recent wage increase.

Change in Household Income Over Past Year



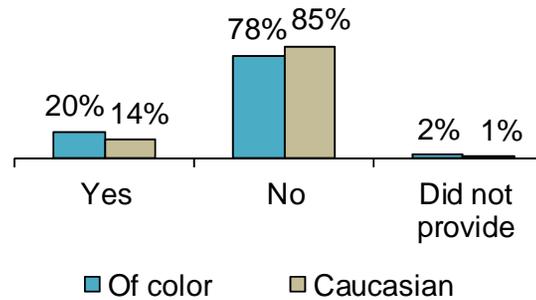
Household Income Increased Over Past Year





While many cited an increase in wages over the past year, two in five (20%) community members of color said that someone in their household has lost a job within the past year, a slightly higher percentage compared to their Caucasian counterparts (14%).

### Someone in Household Lost a Job Within Past Year





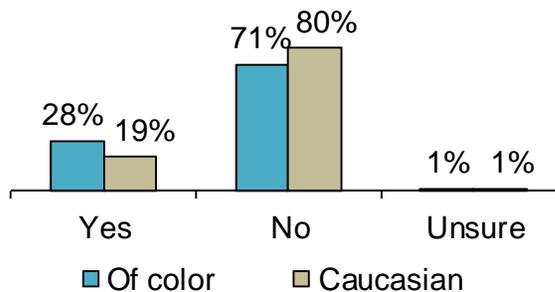
## Migration

Looking forward, community members of color were more likely than their Caucasian counterparts to have said they do not expect to be living in their current community five years from now (24% vs. 15%). Two-thirds (65%) of those of color indicated that they will probably remain where they are, which is a 12-point decrease from 2013 study results (65% vs. 77%). Eleven percent were unsure of their future location plans.

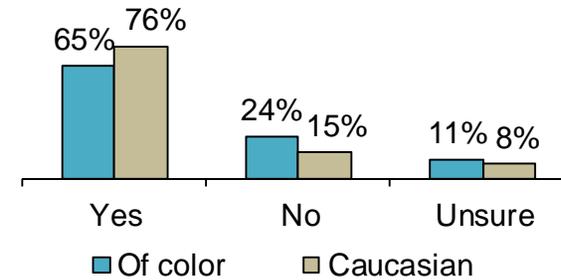
Those of Hispanic heritage (60%) were the least likely to have said they expect to stay in their current community long-term.

Nearly three in 10 (28%) respondents indicated that they have considered leaving their community for a larger city/metro area within the past two years, a higher percentage than rural Caucasians (19%).

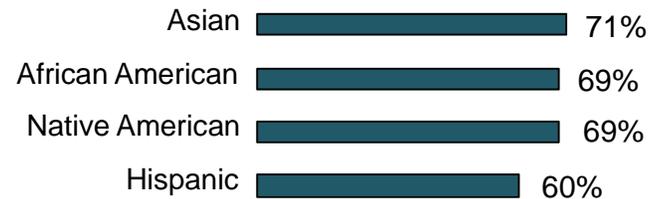
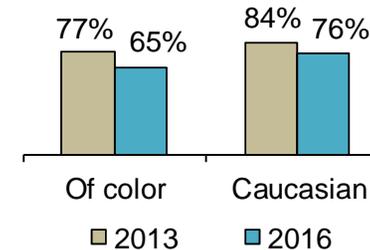
**Considered Moving to a Metro Area Within Past Two Years**



**Do You Expect to Live in Current Community Five Years from Now?**



**Expect to Live in Current Community Five Years from Now**





African Americans (35%) were the most likely to say that they have considered moving to a more populated area. Native Americans were the least likely (24%).

While jobs remained the primary reason for migration consideration for rural Caucasians, the pursuit of improved quality of life is now the main focus for those of color when considering a move to a metropolitan area, compared to 2013.

Of those who have considered a move, quality of life was cited by three in five (60%) as the main factor, one and a half times as many as Caucasians (39%). A third, compared to 44 percent of Caucasians, said a potential move would be to pursue job opportunities. Educational opportunities were also cited by five percent of community members of color. Other responses included taxes and lack of daycare options, among others. [See Appendix for complete listing of responses.]

### Have Considered Moving to a Metro Area Within Past Two Years



### Main Reason for Considering a Move to Metro Area

	Of-Color		Caucasian	
	2013	2016	2013	2016
Quality of life	35%	60%	18%	39%
Job opportunities	44%	33%	51%	44%
Educational opportunities	13%	5%	11%	4%

Limited sample size

■ Top response within year



While quality of life is the top migration consideration for the individual groups of color, Hispanics (45%) and Native Americans (42%) also said job opportunities are a significant deliberation.

### Main Reason for Considering a Move to Metro Area

	Native American	Hispanic	Asian	African American
Quality of life	50%	53%	83%	85%
Job opportunities	42%	45%	8%	10%
Educational opportunities	3%	3%	8%	5%

*Limited sample size*

■ Top response by rationale



## A Changing Landscape

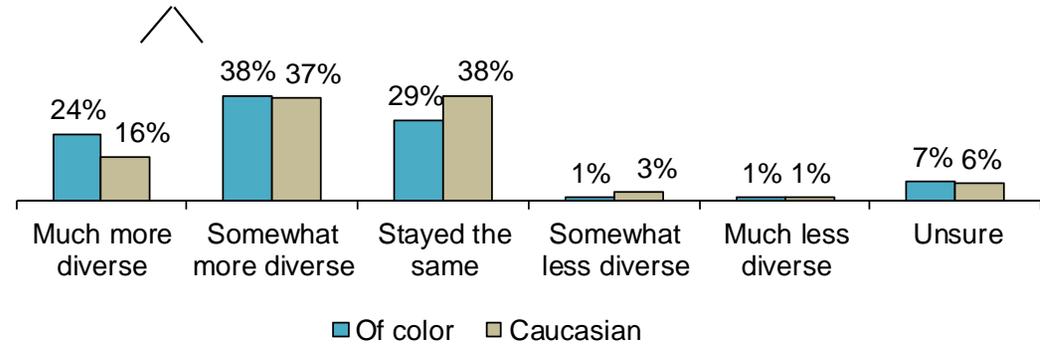
Sixty-percent of those of color said that they feel their community's ethnic or racial makeup has become more diverse over the past five years, a slightly higher finding than that of rural Caucasians (53%). This is an 11-point increase (62% vs. 51%) from 2013 results.

Twenty-nine percent of community members of color felt it has stayed the same.

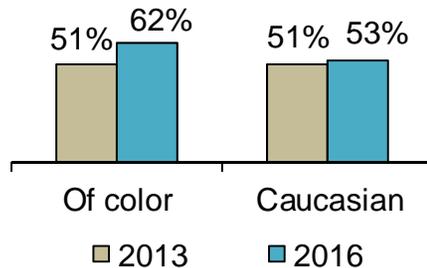
African Americans (71%) were the most likely to believe diversity has increased, followed by Native Americans (64%).

### To What Degree Has Your Community's Ethnic or Racial Make-Up Changed Over the Past Five Years?

62% Of color vs. 53% Caucasian



### Believe Population has Become More Diverse Over Past Five Years



*Much more or somewhat more diverse*



*Much more or somewhat more diverse*

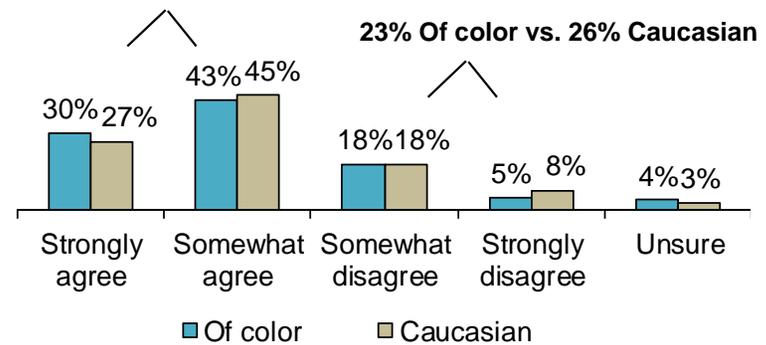


Though there is belief that diversity is increasing in rural Minnesota, 23 percent said that they do not feel their community is welcoming to people of varying backgrounds and perspectives. Close to three in four (73%) said that they feel their community is inviting. Rural Caucasian results were similar.

Asians were the most likely to feel people of different backgrounds and perspectives are welcomed in their community, while those of Native American descent (71%) were not as confident.

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

73% Of color vs. 72% Caucasian



### Believe Community is a Welcoming Place for People of all Backgrounds and Perspectives



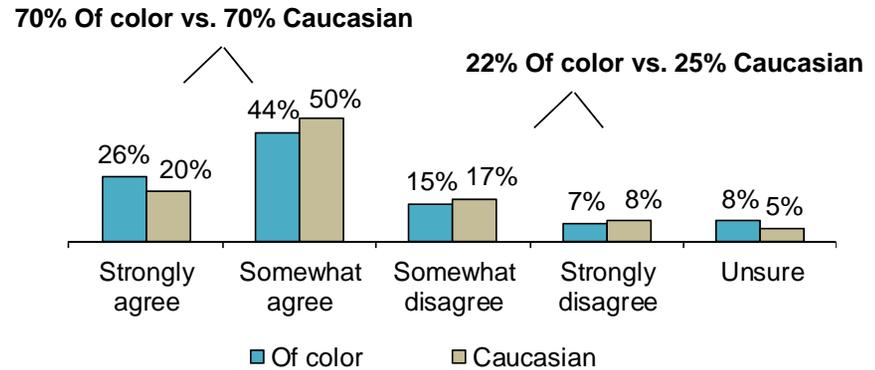
*Strongly or somewhat agree*



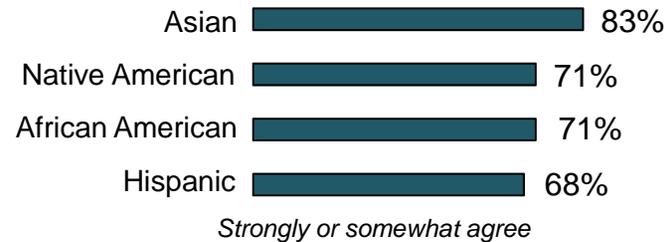
Overall, seven in 10 said that they feel their community does a good job accepting and embracing differences, such as ethnicity, sexual orientation, religion or nationality. One in four (26%) felt very strongly that differences are embraced, compared to 20 percent of Caucasians believing such. Twenty-two percent felt their rural community does not embrace differences sufficiently.

Asians (83%) were the most likely to have felt that their communities are accepting.

**Community Accepts and Embraces Differences**  
(e.g., Ethnicity, Sexual Orientation, Religion or Nationality)



**Believe Community Embraces Differences**



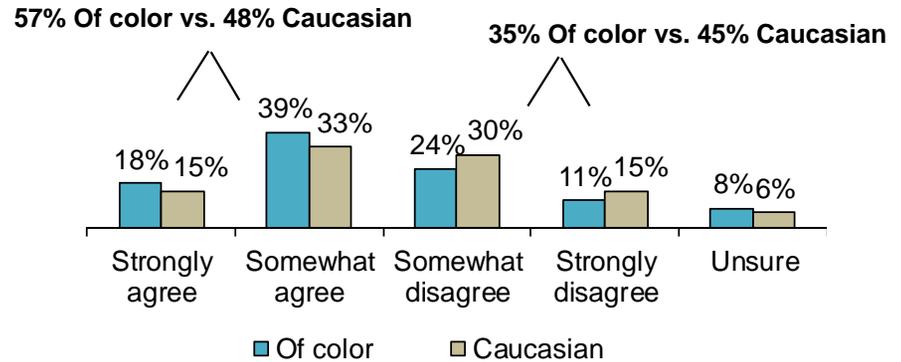


## Leadership Composition

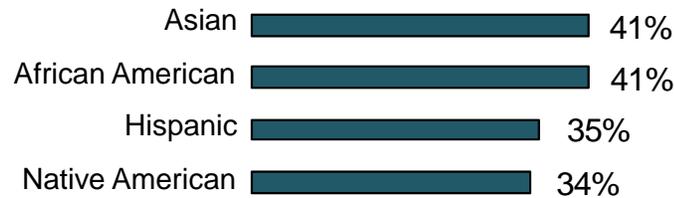
Nearly three in five (57%) community members of color said that they feel local community leadership is comprised of people from different backgrounds, compared to 48 percent of rural Caucasians. Thirty-five percent of those of color felt that inclusiveness in leadership roles is lacking.

Hispanics (35%) and Native Americans (34%) were the most likely to feel inclusiveness is lacking in leadership.

### People from Different Backgrounds Fill Leadership Roles



### Do Not Believe Leadership Roles Are Filled by People from Different Backgrounds



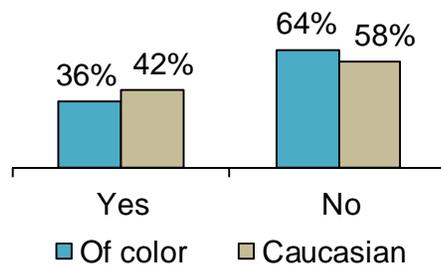
*Strongly or somewhat disagree that people from different backgrounds fill leadership roles*



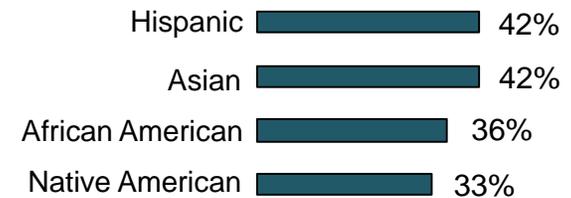
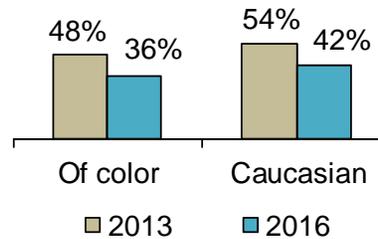
While nearly three in five community members of color said that they believe leadership in their community is inclusive, those serving in leadership has diminished. Only 36 percent said that they have served in a leadership role, compared to 42 percent of Caucasians. That constitutes a significant 12-point decrease (36% vs. 48%) since 2013 findings.

Hispanics and Asians (42% each) were the most likely to say that they have served in a leadership role. African Americans (36%) and Native Americans (33%) were the least likely to have served in such a capacity.

### Served in a Leadership Role Within Community

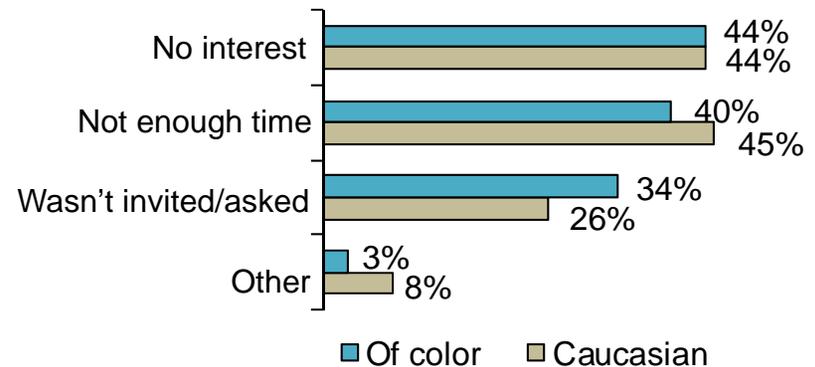


### Have Served in a Leadership Role Within Community



More than two in five (44%) who have not served as a leader said that they have no interest in such a role. Another two in five (40%) said the main reason was lack of time. A third (34%) said they have never been invited to participate as a leader, slightly higher than responding Caucasians (26%). Three percent cited other reasons, such as disabilities or lack of transportation, among others. (See Appendix for complete listing of responses.)

### Why Haven't Served in a Leadership Role



Multiple responses allowed



While many of-color community members said that they do not have enough time to serve in a leadership capacity, the primary reason given in 2013, a higher number in 2016 said that they do not have an interest in doing so (44% vs. 26%). That is a highly significant decrease in leadership interest year to year.

The primary reason cited by African Americans (49%) for not having served in a leadership capacity in the past was that they have never been asked to do so. The top reason given by Asians (54%), Native Americans (52%) and Hispanics (46%) was a lack of interest on their part.

### Why Haven't Served in a Leadership Role

	Of-Color		Caucasian	
	2013	2016	2013	2016
Wasn't invited/asked	17%	34%	10%	26%
No interest	26%	44%	25%	44%
Not enough time	45%	40%	53%	45%

*Multiple responses allowed*

■ Top response within year

### Why Haven't Served in a Leadership Role

	Native American	Hispanic	Asian	African American
Wasn't invited/asked	33%	37%	25%	49%
No interest	52%	46%	54%	16%
Not enough time	35%	34%	38%	43%

*Limited sample size  
Multiple responses allowed*

■ Top response within community of color

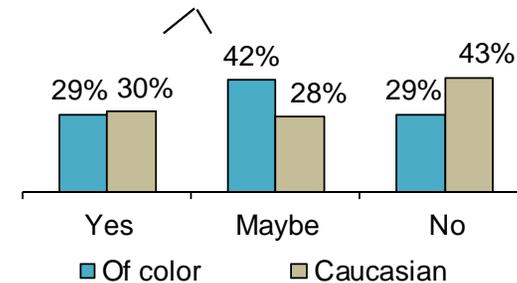


Of those who had not served in a leadership role within their community, there was some interest in doing so. Twenty-nine percent of those of color indicated that they would be interested in being invited to serve, and another 42 percent said they might consider doing so, showing higher interest than their Caucasian counterparts (71% vs. 58%). Only 29 percent said they would not consider a leadership position.

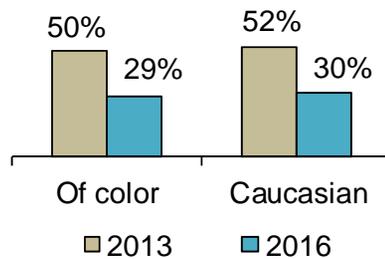
African Americans (81%) were by far the most likely to have said they would consider a leadership position if asked, followed by Hispanics (69%) and Native Americans (65%). Those of Asian heritage (59%) showed the least interest.

### Would You Consider Serving in a Leadership Role if Asked?

71% Of color vs. 58% Caucasian



### Would Consider Serving in a Leadership Role



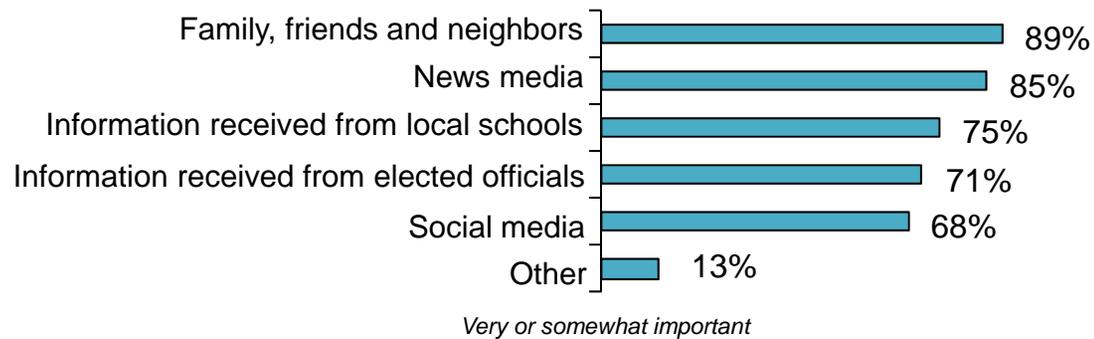
*Those who have not served in leadership role in the past who said yes or maybe to considering such*



## Information Source Preferences

When asked about preferred information sources, community members of color said that they rely heavily on family, friends and neighbors (89%) to keep them updated about their local area. Other top information sources included the news media (85%), local schools (75%) and elected officials (71%). About two-thirds (68%) felt social media would be an advantageous avenue for accessing community information. Results were similar among rural Caucasians. Other sources cited included churches, libraries, community centers and local businesses, among others. *[See Appendix for complete listing of other responses.]*

### Information Source Preferences



# APPENDIX



## **Blandin Foundation: Community Of Color Research Summary**

---

28. Other than those I just mentioned, are there other issues that you feel your community is not addressing?
- Immigration – 2
  - Political/politics – 2
  - Teenage drinking – 2
  - Developing unused areas
  - Fair schools
  - Fiscal responsibility, taxes
  - Give those on welfare and illegal aliens more rights than those that aren't
  - Justice
  - Labeling of GMOs
  - Lack of daycare
  - Lighting in the town at night is poor
  - Listen to the people and their concerns, not do just what you want to do!
  - Low-cost housing
  - Mental health services
  - More opportunity for anyone to come in
  - More bike paths
  - No jobs, tax is high and roads are not good
  - Nothing for entertainment
  - Only a few can do what they want. Others have to get permits and do everything by the book, except for the mayor and some council members.
  - Only one main road in and out
  - Chemical use in potatoes
  - Protection of our law enforcement
  - Recreation
  - Reducing drug use, fix the streets and fine people for not taking care of their house/yard
  - Response time to shootings, robberies
  - Self-sufficiency
  - Senior living
  - Shopping outlets
  - Taxpayers when building new stadiums
  - The amount of rent is too high
  - The situation with our city's homeless
  - They don't address racism; it is a racist town
  - Tiny community with a bank and liquor/small convenience store with no desire to expand or build up
  - Too many taxes
  - Too religious and "good ol' boy" dominated.
  - Wages are horrible; the city will not let big stores come to our town
  - We need more doctors at local hospitals

- Well-being of animals needs to be better
- Would like my city to take a role in encouraging renewable energy

29. Which *one* of the issues I just mentioned would you say is the most critical to your community?

- Job opportunities – 4
- Fiscal responsibility and taxes
- Jobs versus cost of living
- Lack of daycare
- Lowering taxes
- Recreation
- Unemployment

35. Why have you not served in a leadership role in your area?

- Disabled/health – 6
- I don't have transportation
- Just moved here
- Limited opportunities for outsiders
- Not in select group
- Not qualified to participate in my city's meetings; don't know why
- People are mean
- Social anxiety
- Unorganized area

42. Are there any other ways to keep you updated about your area?

- Internet/local websites – 5
- Library – 5
- Local businesses – 5
- Parks and recreation – 3
- Police – 3
- Church – 3
- Community centers – 2
- Community meetings – 3
- Bulletin boards – 2
- Chamber of Commerce – 2
- Neighborhood associations – 2
- Post office – 2
- City Council – 2
- City government updates, local police, city business association
- City quarterly update mailer
- City website
- Community events
- Community survey
- Daycare
- Email notifications

- Flea market
- Information posted in local shops and restaurants
- Just leave us alone
- Law enforcement
- Local paper online
- Mailers/newsletters
- Members who participate should always have their suggestions and ability to join the organizational plan
- Newsletters
- Recreational centers
- Spreading the information of important announcements should be house to house
- State government
- The county
- There must be a place of intermediate tools for safety purposes
- Universities
- We have a very good city newsletter that is published regularly

46. What would you say was the main reason you considered moving to a larger city or metropolitan area?

- Family – 2
- Senior cooperative housing
- Time to move out

53. How would you describe your ethnic and cultural background?

*Listing of Multi-cultural and Other:*

- Mixed – 4
- White and Mexican – 3
- White And Native – 3
- American – 2
- White, Black and Native American
- Portuguese