Study Background

Rural Pulse™ research study commissioned by the Blandin Foundation since 1998

Last conducted in 2013
Study Purpose

Understand the opinions and priorities of Minnesota residents

Compare and contrast issues over time

Identify emerging trends or unmet needs
Six Dimensions of Insight

- Foundation Home Area
- Cultural Study
- Rural Minnesota Communities
- Urban Minnesota
- Blandin Community Leadership Program Alumni
- Millennials
RURAL AND URBAN FINDINGS
Methodology

Telephone survey with **1,144 rural Minnesotans**; statistical reliability +/-2.9%

**450 urban Minnesotans**; statistical reliability +/-4.7%

Data weighted by age and gender to reflect state demographics
7-county metro area plus Duluth, Mankato, Moorhead, Rochester and St. Cloud
The Economic Lens

Despite improved economy, job creation continues to be a critical concern.
How do rural Minnesotans feel about the economy compared to one year ago?

- **31%** Economy is better
- **49%** Stayed the same
- **18%** Worse
Believe Community’s Economy Has Improved Compared to a Year Ago

- Rural: 31%
- Urban: 38%
Rural Residents: Condition of Community’s Economy Compared to a Year Ago

- **Better**
  - 1998: 31%
  - 2000: 38%
  - 2010: 18%
  - 2013: 22%
  - 2016: 31%

- **Same**
  - 1998: 56%
  - 2000: 44%
  - 2010: 51%
  - 2013: 56%
  - 2016: 49%

- **Worse**
  - 1998: 9%
  - 2000: 17%
  - 2010: 29%
  - 2013: 20%
  - 2016: 18%
Who’s Most Confident That The Rural Economy Has Improved?

Men

Ages 25 to 34

Higher incomes ($100,000+)

Central region
Rural Residents:
In the Past Year, Has Your Household Income Increased, Decreased or Stayed the Same?

<table>
<thead>
<tr>
<th></th>
<th>Increased</th>
<th>Stayed the same</th>
<th>Decreased</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29%</td>
<td>42%</td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>33%</td>
<td>45%</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>33%</td>
<td>43%</td>
<td>22%</td>
</tr>
</tbody>
</table>

2010 2013 2016
Household Income Increased Over Past Year

- Rural: 33%
- Urban: 41%
Someone In Household
Lost a Job in the Past Year

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>83%</td>
<td>2%</td>
</tr>
<tr>
<td>13%</td>
<td>86%</td>
<td>1%</td>
</tr>
</tbody>
</table>

- Rural residents
- Urban residents
Adequate number of jobs that pay household-supporting wages

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Disagree</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>47%</td>
<td>48%</td>
<td>5%</td>
</tr>
<tr>
<td>Urban</td>
<td>67%</td>
<td>27%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Rural Improvement Over Time: Believe There Are Adequate Jobs Providing Household-Supporting Wages

- 2010: 32%
- 2013: 38%
- 2016: 47%

Somewhat or strongly agree
Community Successfully Maintains and Grows Job Opportunities

Agree
- Rural: 66% 
- Urban: 81%

Disagree
- Rural: 30% 
- Urban: 14%

Unsure
- Rural: 4% 
- Urban: 5%
Regions with Greatest Concern About Maintaining and Growing Job Opportunities

40% Northwest

39% Northeast

Somewhat or strongly disagree that their community does a good job of maintaining and growing existing local job opportunities.
Community Sufficiently Attracts New Businesses

- **Agree**
  - Rural: 16%
  - Urban: 52%
  - Total: 71%

- **Disagree**
  - Rural: 28%
  - Urban: 27%
  - Total: 43%

- **Unsure**
  - Rural: 17%
  - Urban: 6%
  - Total: 5%
Most Critical Issues

- Maintaining and growing existing local job opportunities: 15%
- Attracting entrepreneurs and other new businesses: 14%
- Controlling crime: 12%
- Educational opportunities: 10%
- Healthcare opportunities: 7%
- Adequate housing: 6%
- Accepting and embracing the differences of others: 6%
- Caring for elderly: 4%
- Sufficient public transportation: 3%
- Good stewards of the environment: 3%
- Access to internet (broadband) and cellular/wireless service: 3%
- Teaching life skills: 3%
- Cultural opportunities and the arts: 2%
- Sufficient transportation infrastructure: 2%
- Other: 4%
Top Concerns of Urban Minnesota Residents

1. Education
2. Growing Local Businesses/Crime
3. Housing
4. New Businesses/Healthcare
Believe improved internet access could enhance local economy vitality

- Rural: 74%
- Urban: 79%
Believe Residents Work Together Effectively to Maintain and Grow Businesses

- Rural: 67%
- Urban: 77%
Local Resources Are Available To Help Entrepreneurs Start New Businesses

- Rural: 59%
- Urban: 66%
Most rural Minnesotans feel their community is vibrant and resilient, though not all believe that they can shape its future.
Community is a Vibrant Place to Live and Work

87% Agree
69% Strongly
24% Somewhat

29% Disagree
21% Strongly
8% Somewhat

3% Unsure
8% Urban

3% Rural
44% Urban
45% Rural

8% Rural
11% Urban

Blandin Foundation™
STRENGTHENING RURAL MINNESOTA

Russell Herder
Strategy wins.
Rural Opinions:
My Community is a Vibrant Place to Live and Work

13% DECLINE

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>37%</td>
<td>38%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>24%</td>
<td>45%</td>
</tr>
</tbody>
</table>
Community is Strong, Resilient and Able to Recover From Difficult Situations

Agree
- Rural: 73%
- Urban: 83%

Disagree
- Rural: 23%
- Urban: 14%

Unsure
- Rural: 6%
- Urban: 17%
Feel Ownership of Community and Ability to Contribute to its Future

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>11%</td>
<td>24%</td>
</tr>
<tr>
<td>Urban</td>
<td>71%</td>
<td>22%</td>
</tr>
</tbody>
</table>

- 61% Strongly Agree
- 18% Somewhat Agree
- 43% Strongly Disagree
- 24% Somewhat Disagree
- 11% Unsure
- 6% Strongly Unsure
- 18% Somewhat Unsure
Feel Ownership of Community and Ability to Contribute to Its Future

- Strongly agree:
  - Rural Minnesotans: 18%
  - Alumni: 45%
Able to Make a Positive Community Impact

- Strongly agree: 27%
- Somewhat agree: 78%
- Somewhat disagree: 13%
- Strongly disagree: 6%
- Unsure: 4%
Able to Make a Positive Community Impact

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>48%</td>
</tr>
<tr>
<td></td>
<td>27%</td>
</tr>
</tbody>
</table>

- Rural Minnesotans
- Alumni
Rural Pulse: The millennial factor

- All rural residents
- Millennials

Feel ownership of their community and have the ability to contribute to its future

61%  56%

 Believe their community is strong and resilient

73%  69%
Collaboration

Most rural Minnesotans feel their community works together effectively across differences.
Community Works Together Effectively to Address Local Issues

- Strongly agree: 22%
- Somewhat agree: 51%
- Somewhat disagree: 17%
- Strongly disagree: 6%
- Unsure: 4%

- 73% agree
- 23% disagree
Who’s Most Positive About Rural Community Collaboration?

Men

Business owners

Who’s Least Positive?

Younger (ages 18-24)

Lower incomes ($35,000 or less)

Southwest, Northeast and Central regions
Quality of Life

Most Minnesotans are optimistic about their community and believe there is equal access to basic services.
Equal Access to Essential and Basic Services

Strongly agree: 33% Rural, 38% Urban
Somewhat agree: 46% Rural, 40% Urban
Somewhat disagree: 12% Rural, 15% Urban
Strongly disagree: 5% Rural, 4% Urban
Unsure: 4% Rural, 3% Urban

Legend:
- Yellow: Rural residents
- Blue: Urban residents
Rural Residents: Community Is Doing a Good Job

- Caring for the elderly: 83%
- Quality educational opportunities: 83%
- Adequate healthcare services: 80%
- Controlling crime: 80%
- Being good stewards of the environment: 79%
- Adequate housing for all residents: 74%
- Teaching life skills: 72%
- Ensuring good roads and other infrastructure: 72%
- Accepting and embracing differences: 69%
- Maintaining and growing existing local job opportunities: 66%
- Improving access to the internet: 64%
- Diverse cultural opportunities and the arts: 63%
- Sufficient public transportation: 55%
- Attracting entrepreneurs and other forms of new business: 52%

Agree or strongly agree
Quality of Life Will Improve Over Next Five Years

Agree
- Rural: 72%
- Urban: 82%

Disagree
- Rural: 21%
- Urban: 13%

Unsure
- Rural: 5%
- Urban: 3%

↑ Strongly
↓ Somewhat
Rural Residents:
Quality of Life Will Improve
Over Next Five Years

68% 69% 72%
2010 2013 2016
Optimistic About Future of Their Community

- **Agree**
  - Rural: 74%
  - Urban: 84%

- **Disagree**
  - Rural: 55%
  - Urban: 54%

- **Unsure**
  - Rural: 19%
  - Urban: 30%

- **Strongly**
- **Somewhat**
Rural Residents: Optimistic About Future of Their Community

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>71%</td>
</tr>
<tr>
<td>2016</td>
<td>74%</td>
</tr>
</tbody>
</table>
Who’s Most Optimistic Within Rural Communities?

Men

Ages 25 to 49

Higher incomes

Regions: Southeast and Central
Rural Voice
Are their opinions being valued?
Needs and well-being of rural communities are as important to legislators, policymakers as metropolitan areas

- **Rural**: 57% Agree, 34% Disagree, 9% Unsure
- **Urban**: 69% Agree, 22% Disagree, 9% Unsure
Rural Residents:
Needs of Rural Communities Are Important to Legislators, Policymakers

- 2010 → 2013  +9%
- 2013 → 2016  -4%
Rural Residents:

Importance of Supporting Political Candidates Who Address Rural Issues

89%

53%

36%

4%

3%

4%
A Changing Landscape

Minnesota continues to diversify, but leadership is not wholly reflective of this change.
Cultural Composition Over Past Five Years

53% Rural vs. 66% Urban

- Much more diverse: 17% Rural, 24% Urban
- Somewhat more diverse: 36% Rural, 42% Urban
- Stayed the same: 37% Rural, 26% Urban
- Somewhat less diverse: 2% Rural, 2% Urban
- Much less diverse: 1% Rural, 1% Urban
- Unsure: 6% Rural, 5% Urban

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

- Agree: 71% Rural residents, 84% Urban residents
- Disagree: 27% Rural residents, 13% Urban residents
- Unsure: 3% Rural residents, 2% Urban residents
Rural Minnesotans: Community is a welcoming place for people of all backgrounds

11% DECLINE
Community is a Welcoming Place for People of All Backgrounds and Perspectives

71% Rural vs. 84% Urban

Strongly agree 39% 44%
Somewhat agree 39% 45%
Somewhat disagree 19% 9%
Strongly disagree 8% 4%
Unsure 3% 2%

Rural residents Urban residents
Community Embraces Differences
(e.g., Ethnicity, Sexual Orientation, Religion, Nationality)

69% Rural vs. 81% Urban

- Strongly agree: 21% Rural, 32% Urban
- Somewhat agree: 48% Rural, 49% Urban
- Somewhat disagree: 17% Rural, 10% Urban
- Strongly disagree: 8% Rural, 4% Urban
- Unsure: 6% Rural, 6% Urban

[Bar chart showing the percentage of agreement for rural vs. urban residents on embracing differences]
Rural Pulse: The millennial factor

- All rural residents
- Millennials

Believe their community is a welcoming place

71% WELCOME 68%

Believe their community works across differences such as ethnicity, sexual orientation, etc.

73% 67%
Community Embraces Differences
(e.g. Ethnicity, Sexual Orientation, Religion, Nationality)

Agree
- Rural: 69% Agree, 21% Somewhat Agree, 6% Strongly Agree
- Alumni: 51% Agree, 48% Somewhat Agree, 6% Strongly Agree

Disagree
- Rural: 44% Disagree, 25% Somewhat Disagree, 9% Strongly Disagree
- Alumni: 45% Disagree, 25% Somewhat Disagree, 9% Strongly Disagree

Unsure
- Rural: 6% Unsure
- Alumni: 5% Unsure
Residents Are Able to Work Across Differences

- 73% Strongly agree
- 51% Somewhat agree
- 17% Somewhat disagree
- 5% Strongly disagree
- 4% Unsure
Residents are Able to Work Across Differences (e.g. Ethnicity, Sexual Orientation, Religion, Nationality)

Agree
- Rural: 51%
- Urban: 51%

Disagree
- Rural: 17%
- Urban: 19%

Unsure
- Rural: 15%
- Urban: 15%
People from diverse backgrounds fill leadership roles within the community

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Disagree</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>50%</td>
<td>44%</td>
<td>6%</td>
</tr>
<tr>
<td>Urban</td>
<td>68%</td>
<td>24%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Rural Residents:
People from Diverse Backgrounds Fill Leadership Roles Within Community

- 2010: 52%
- 2013: 56%
- 2016: 50%

6% DECLINE
Have Served In a Community Leadership Role

41% Yes 35% Yes

Rural residents  Urban residents
Rural Residents:
Have Served In a Community Leadership Role

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>53%</td>
</tr>
<tr>
<td>2016</td>
<td>41%</td>
</tr>
</tbody>
</table>

12% DECLINE
Millennials: Have Served in a Community Leadership Role

- Yes: 34%
- No: 66%
Rural: Why Not?

1. Not enough time
   Mostly ages 35+
   $35,000+ household income

2. No interest
   Mostly younger (ages 18-34)
   Lower incomes ($35,000 or less)

3. Wasn’t invited/asked
   Mostly younger (ages 18-34)
   Lower incomes ($35,000 or less)
Would You Consider Serving If Asked?

- Yes: 32%
- Maybe: 30%
- No: 39%
- Opportunity: 62%
Who Else Is Likely To Consider Serving?

Women

Ages 25 to 49

Higher incomes (more than $60,000)

Business owners
Millennials:
Would You Consider Serving If Asked?

- Yes: 32%
- Maybe: 40%
- No: 29%

72% potential
Migration
One in five Minnesotans have considered relocation to a metro area.
Expect to Live in Current Community Five Years from Now

- Yes: 74% Rural residents, 69% Urban residents
- No: 17% Rural residents, 21% Urban residents
- Unsure: 9% Rural residents, 11% Urban residents
Rural Residents: Who’s Least Likely to Stay?

Ages 18 to 24: 39%
Ages 25 to 34: 21%
Ages 35 to 49: 13%
Ages 50 to 64: 15%
Ages 65+: 8%

Southwest: 21%
Central: 18%
West Central: 18%
Northeast: 18%
Northwest: 16%
Southeast: 13%
Within The Past Two Years, Have Considered Moving to . . .

A Larger City or Metropolitan Area

- 2010: 16%
- 2013: 15%
- 2016: 20%

(Rural)

A Less-Populated Area

- 2013: 17%
- 2016: 21%

(Urban)
Main Reason for Considering a Move

- Job opportunities: 46% Rural residents, 24% Urban residents
- Quality of life: 43% Rural residents, 65% Urban residents
- Educational opportunities: 4% Rural residents, 9% Urban residents
- Other: 9% Rural residents, 5% Urban residents
Rural Pulse: The millennial factor

Have considered moving to a larger city/metro area within past two years

- All rural residents
- Millennials

- 20%
- 29%
Millennials: Main Reason for Considering a Move

- Job opportunities: 47%
- Quality of life: 35%
- Educational opportunities: 8%
- Other: 10%
Of Color Residents:
Main Reason for Considering a Move to Metro Area

- **Quality of life**: 60% (Of color), 39% (Caucasian)
- **Job opportunities**: 44% (Of color), 33% (Caucasian)
- **Educational opportunities**: 5% (Of color), 4% (Caucasian)
- **Other**: 9% (Of color), 4% (Caucasian)
NEXT STEPS
Nine Dimensions of a Healthy Community: How is Rural Minnesota Doing?

**INCLUSION**
Feel their community is welcoming to people of different backgrounds and perspectives
71%

**COMMUNITY LEADERSHIP**
Have served in a leadership role:
- 41% - a decline since 2013

**INFRASTRUCTURE AND SERVICES**
Believe community provides equal access to essential and basic services
79%

**LIFELONG LEARNING**
Believe quality educational opportunities are primarily responsibility of government (63%) and parents (62%)

**SAFETY AND SECURITY**
Satisfied with community’s ability to control crime
80%

**RECREATIONAL AND ARTISTIC OPPORTUNITY**
Feel community provides diverse cultural and arts opportunities
63%

**ENVIRONMENTAL STEWARDSHIP**
Believe community is taking care of the environment
79%

**SPIRITUALITY AND WELLNESS**
Feel community provides adequate healthcare services
80%

**ECONOMIC OPPORTUNITY**
Believe local economy has worsened
18%

Have considered leaving for a larger city/metro area within the past two years
- 20%
Consider using this information to start your own discussions

What tools, if any, do you need to do so?

What other information would be helpful?