Rural Pulse™ 2016:
Rural / Urban Divide

Community is a Vibrant Place to Live and Work

- Agree: 69%
- Disagree: 29%
- Unsure: 3%

Rural residents: Agree - 87%
Urban residents: Agree - 69%

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

- Agree: 73%
- Disagree: 23%
- Unsure: 4%

Rural residents: Agree - 83%
Urban residents: Agree - 73%
Feel Ownership of Community and Able to Contribute to Its Future

Optimistic About Future of Their Community

Needs and Well-Being of Rural Communities are as Important to Legislators, Policymakers as Metropolitan Areas
People From Diverse Backgrounds Fill Leadership Roles Within The Community

Rural residents: Agree - 50%, Disagree - 44%, Unsure - 6%
Urban residents: Agree - 68%, Disagree - 24%, Unsure - 9%

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

Somewhat or strongly agree
- 2010: 78%
- 2013: 82%
- 2016: 71%

Rural Minnesotans: Might or Would Consider Serving in a Leadership Role if Asked

- 2013: 53%
- 2016: 62%
Community Sufficiently Attracts New Businesses

- 52% Agree (Rural), 43% Agree (Urban), 71% Agree (Overall)
- 23% Disagree (Rural), 5% Disagree (Urban), 7% Disagree (Overall)
- 5% Unsure (Rural), 7% Unsure (Urban), 8% Unsure (Overall)

Household Income Increased Over Past Year

- 33% Rural increased, 41% Urban increased