

Rural Pulse™ 2016



November Webinar

Russell Herder
Strategy wins.



Blandin Foundation™
STRENGTHENING RURAL MINNESOTA



Study Background



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

Last conducted in 2013



Study Purpose



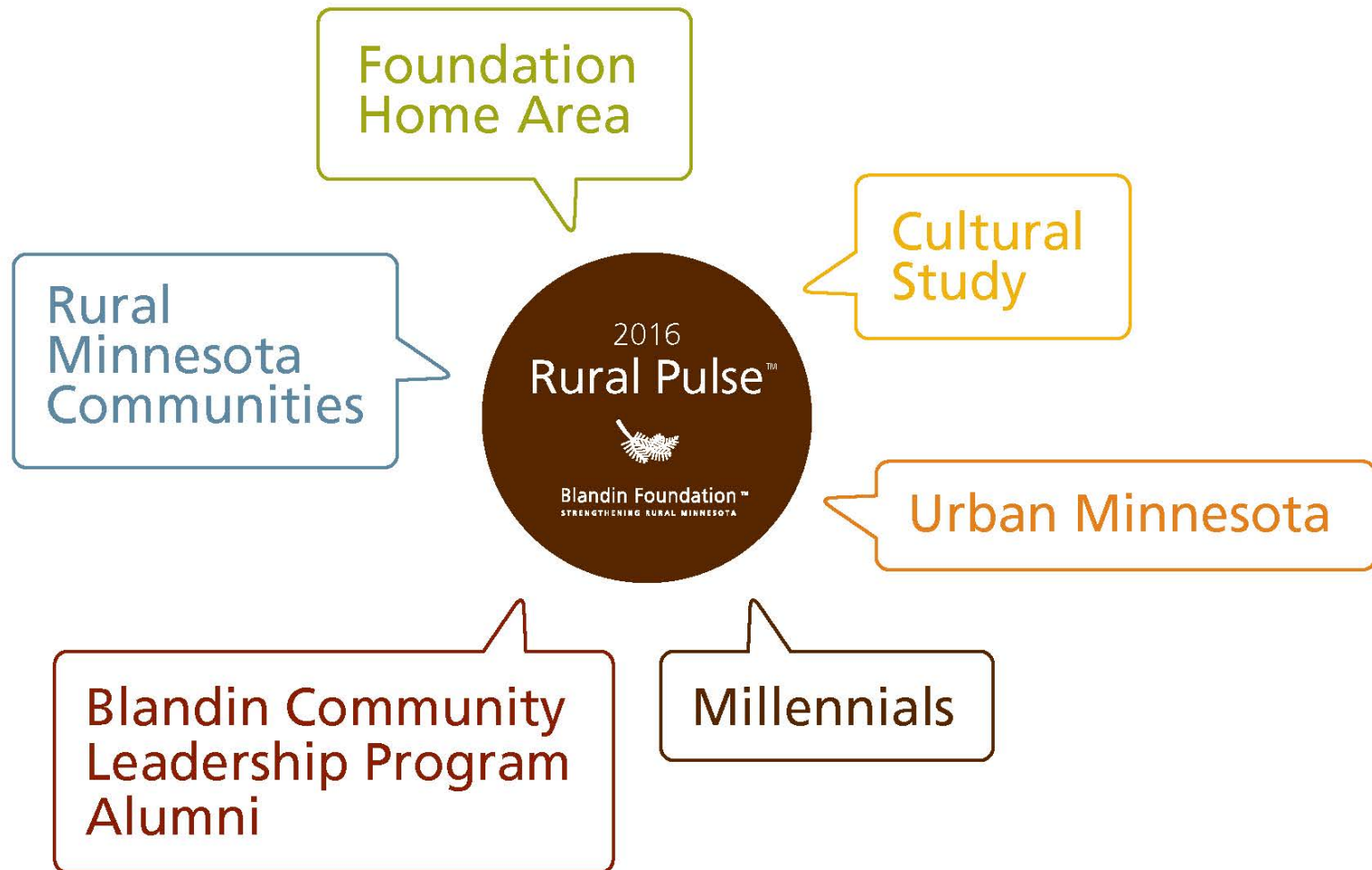
Understand the opinions and priorities of Minnesota residents

Compare and contrast issues over time

Identify emerging trends or unmet needs



Six Dimensions of Insight



RURAL AND URBAN FINDINGS



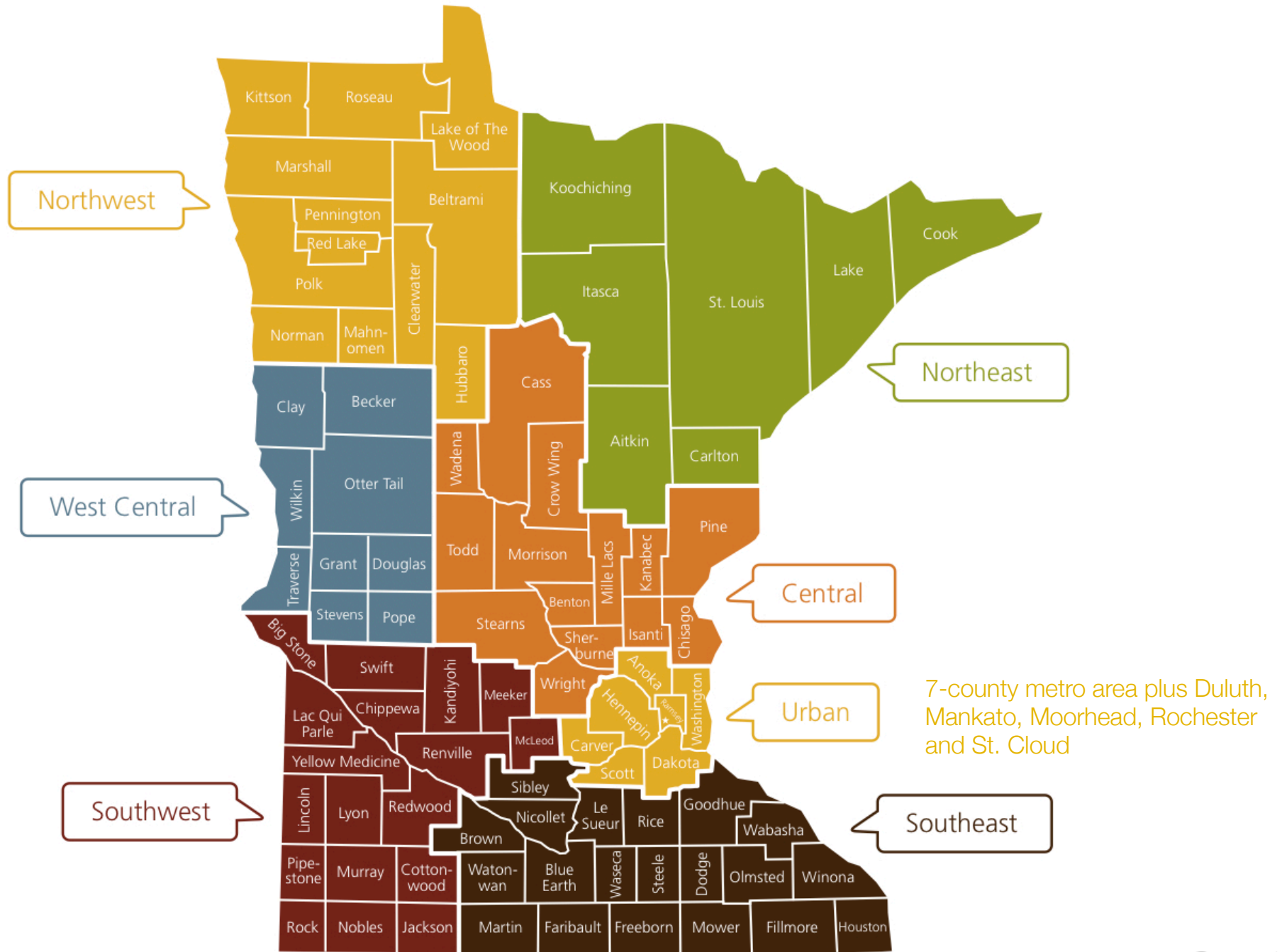
Methodology

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







The Economic Lens

Despite improved economy, job creation continues to be a critical concern.

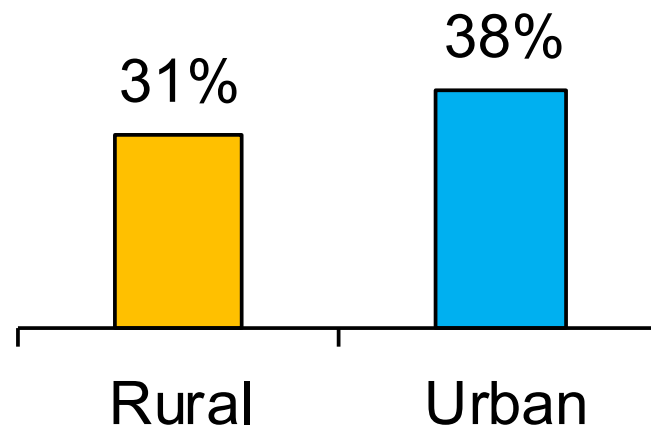


How do rural Minnesotans feel about the economy compared to one year ago?



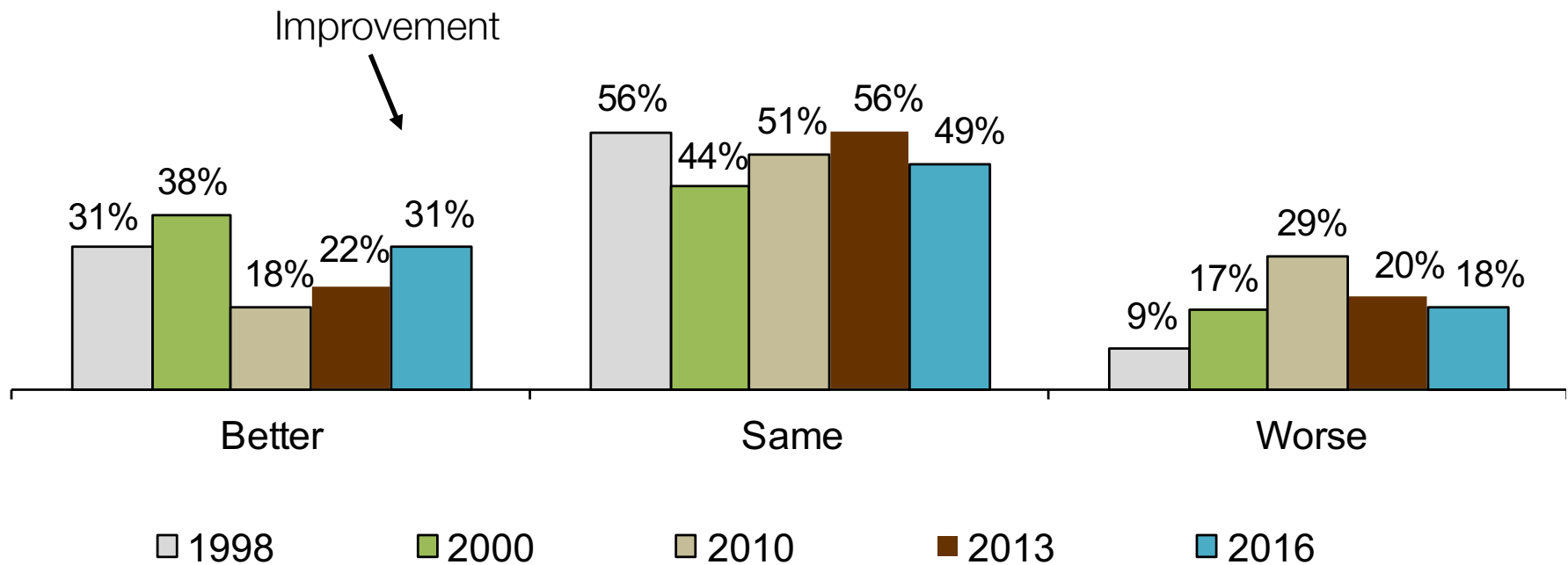


Believe Community's Economy Has Improved Compared to a Year Ago





Rural Residents: Condition of Community's Economy Compared to a Year Ago





Who's Most Confident That The Rural Economy Has Improved?

Men

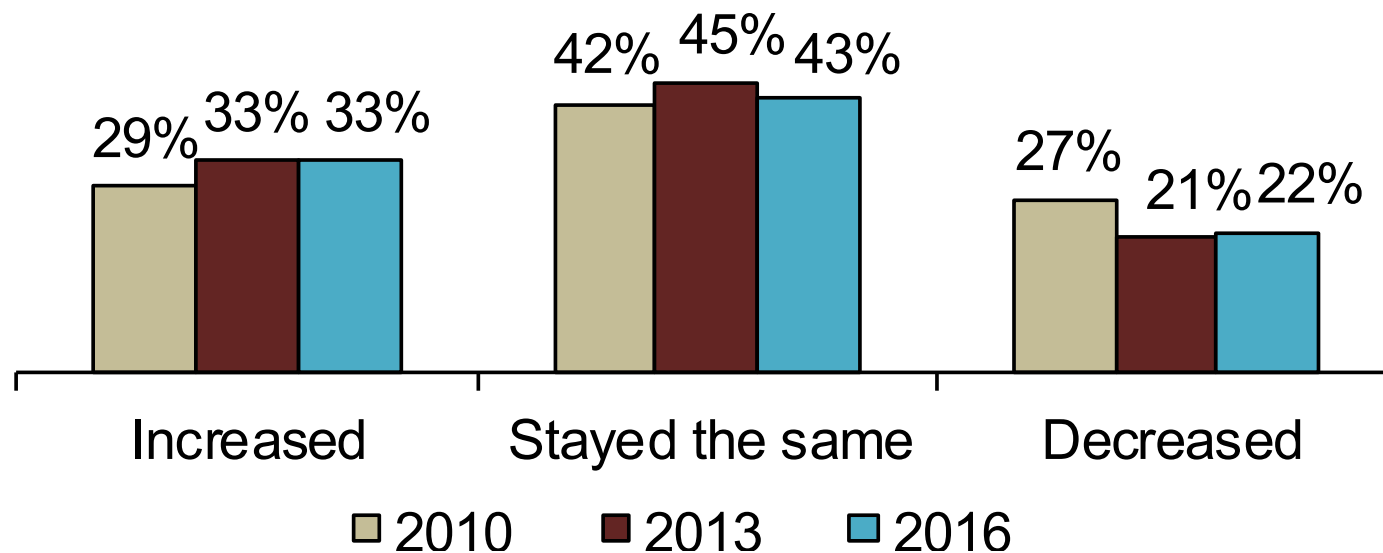
Ages 25 to 34

Higher incomes (\$100,000+)

Central region

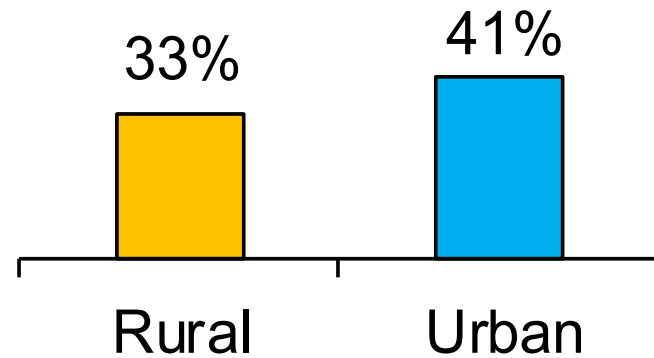


Rural Residents:
In the Past Year, Has Your Household Income
Increased, Decreased or Stayed the Same?



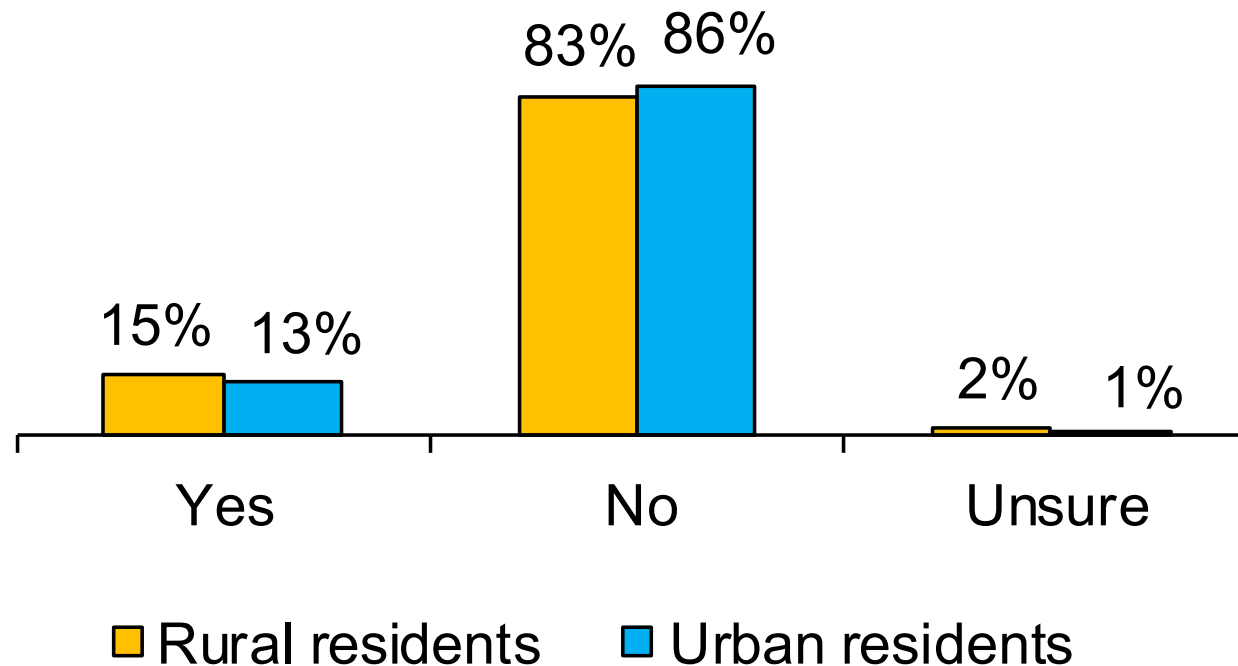


Household Income Increased Over Past Year



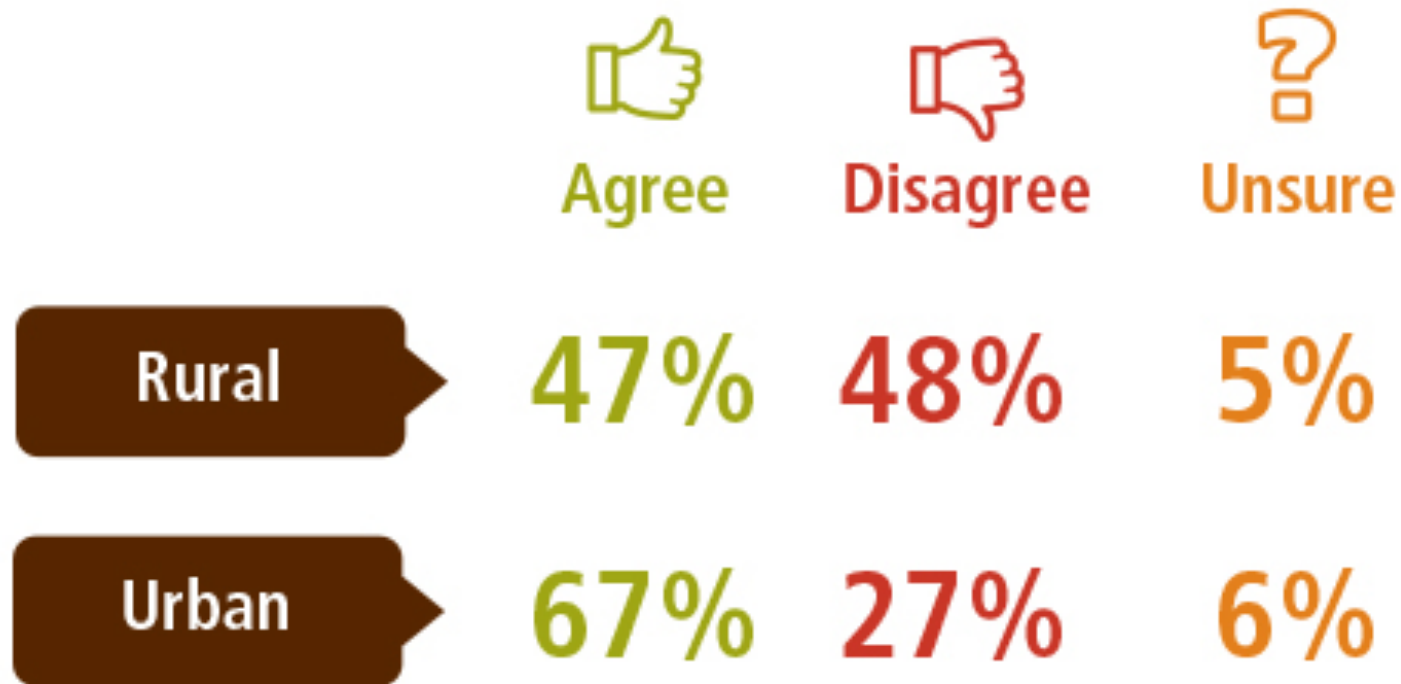


Someone In Household Lost a Job in the Past Year



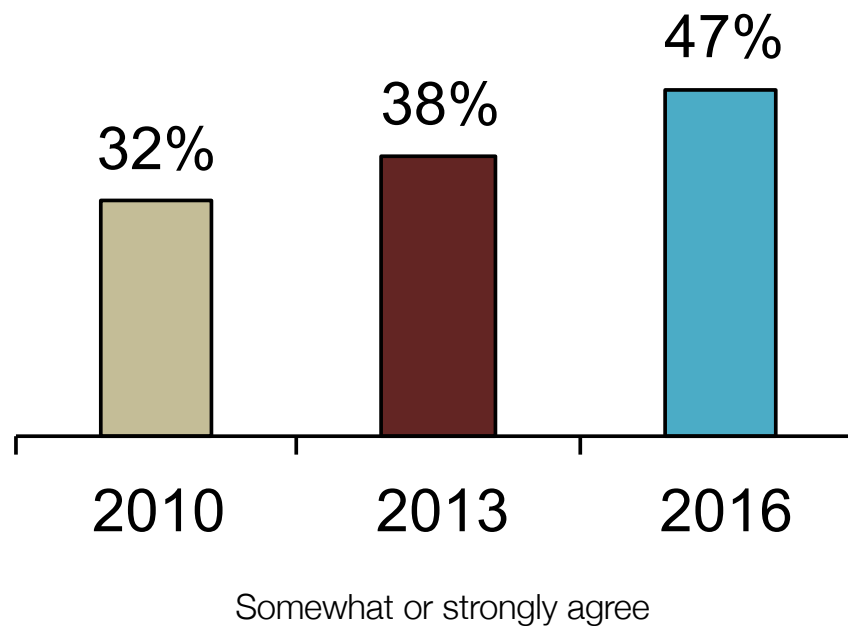


Adequate number of jobs that pay household-supporting wages



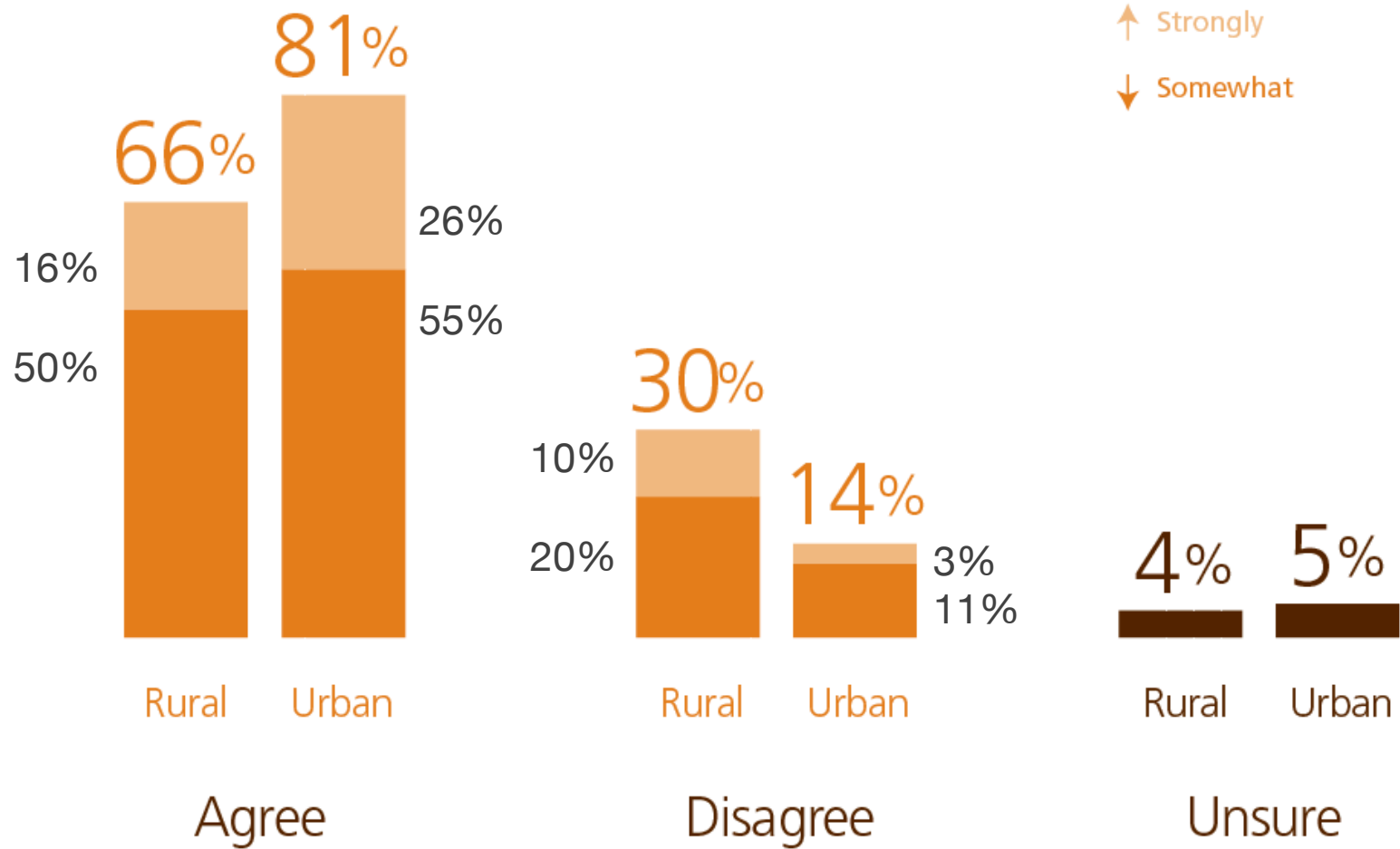


Rural Improvement Over Time: Believe There Are Adequate Jobs Providing Household-Supporting Wages



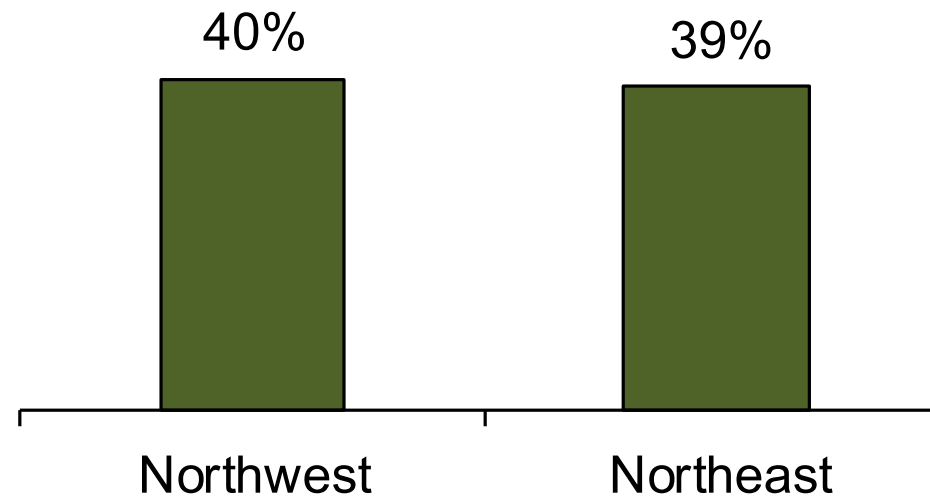


Community Successfully Maintains and Grows Job Opportunities





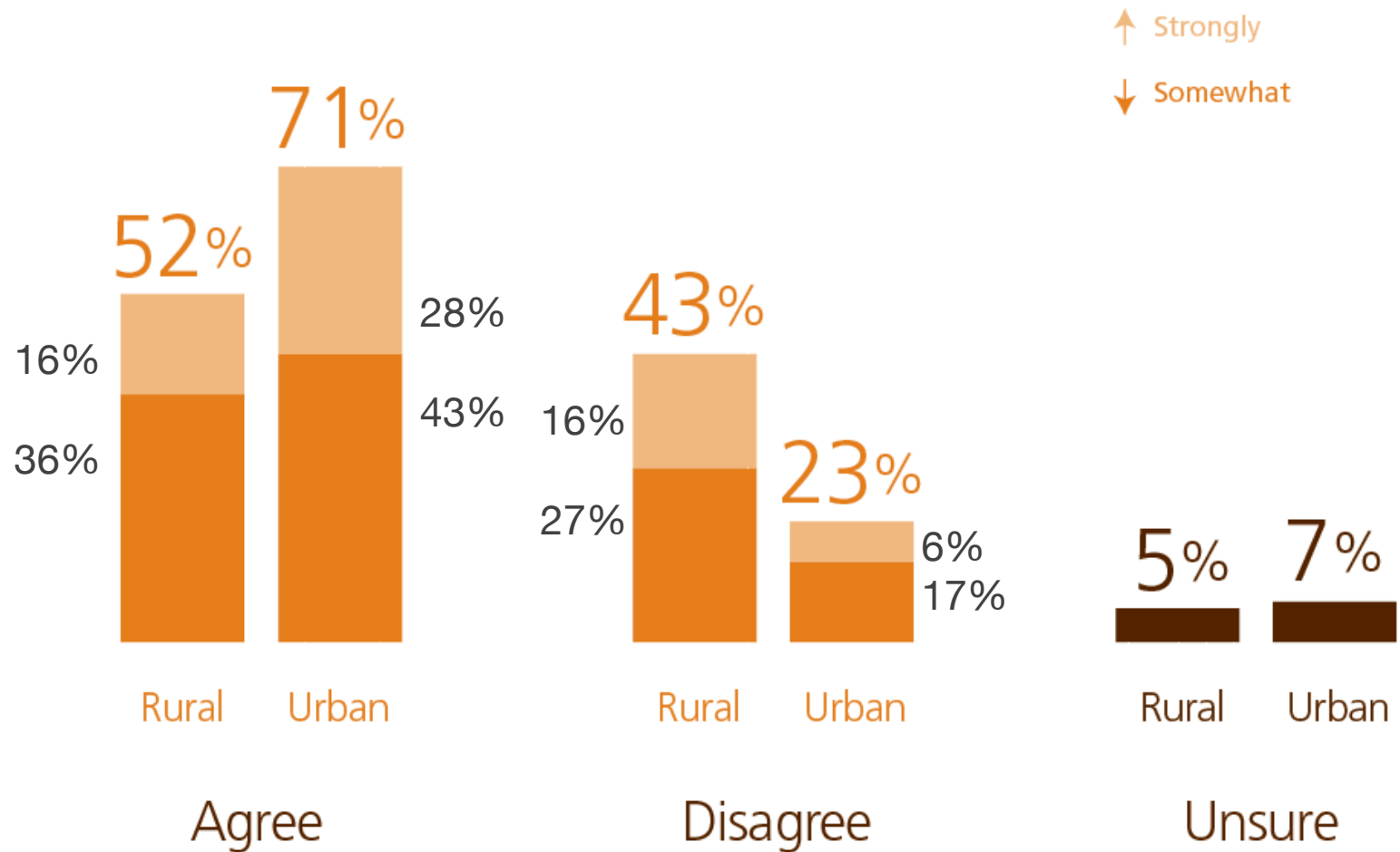
Regions with Greatest Concern About Maintaining and Growing Job Opportunities



Somewhat or strongly disagree that their community does a good job of maintaining and growing existing local job opportunities

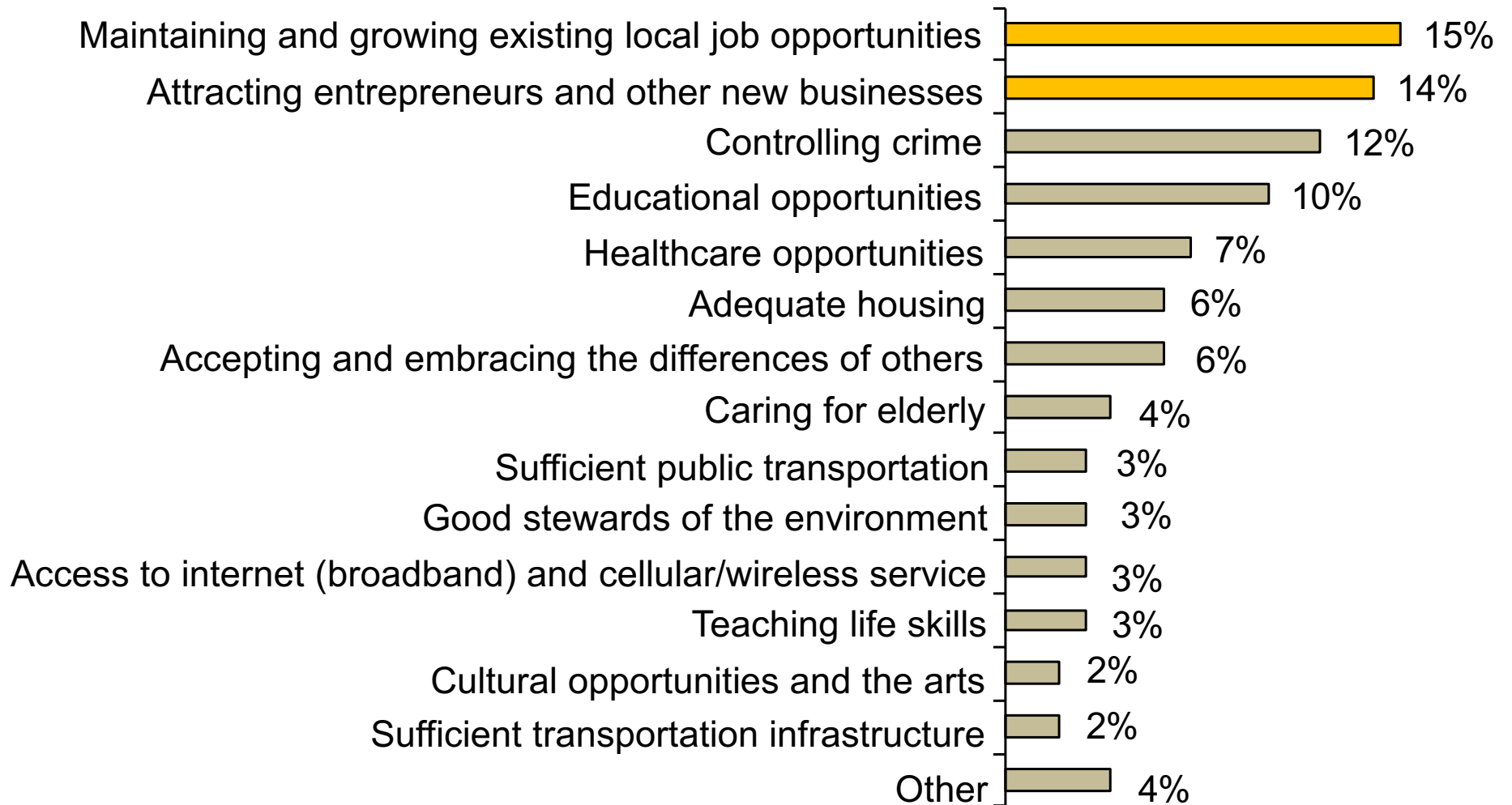


Community Sufficiently Attracts New Businesses



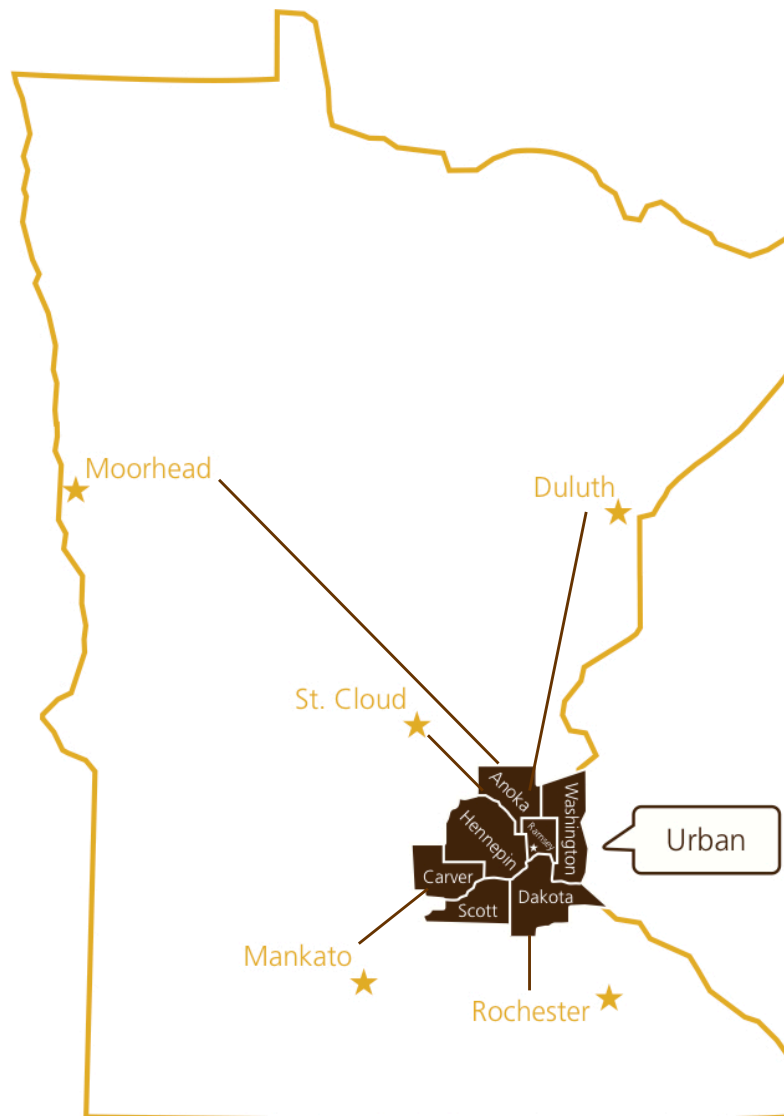


Most Critical Issues





Top Concerns of Urban Minnesota Residents



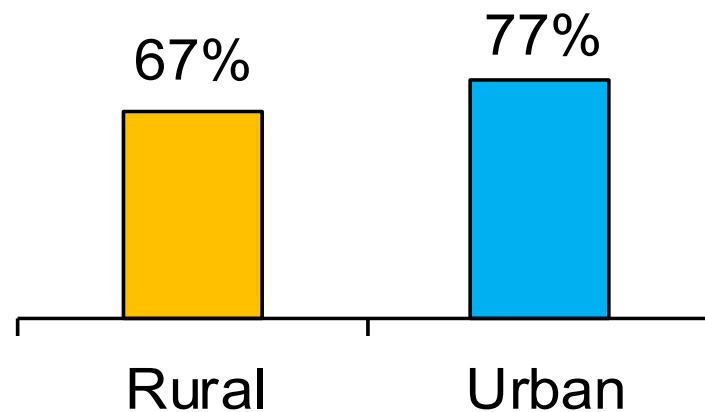
1. Education
2. Growing Local Businesses/Crime
3. Housing
4. New Businesses/Healthcare

Believe improved internet access could enhance local economy vitality



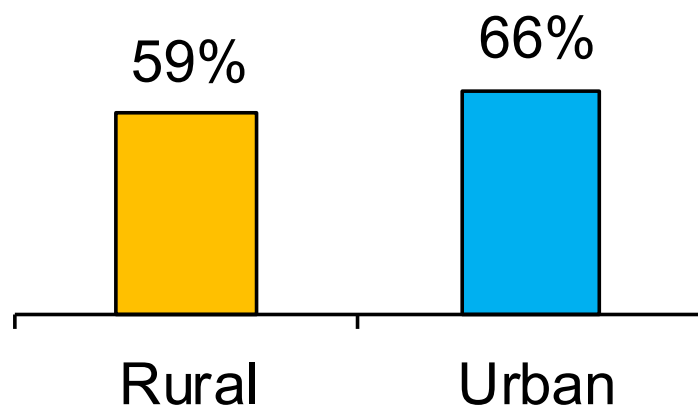


Believe Residents Work Together Effectively to Maintain and Grow Businesses





Local Resources Are Available To Help Entrepreneurs Start *New Businesses*



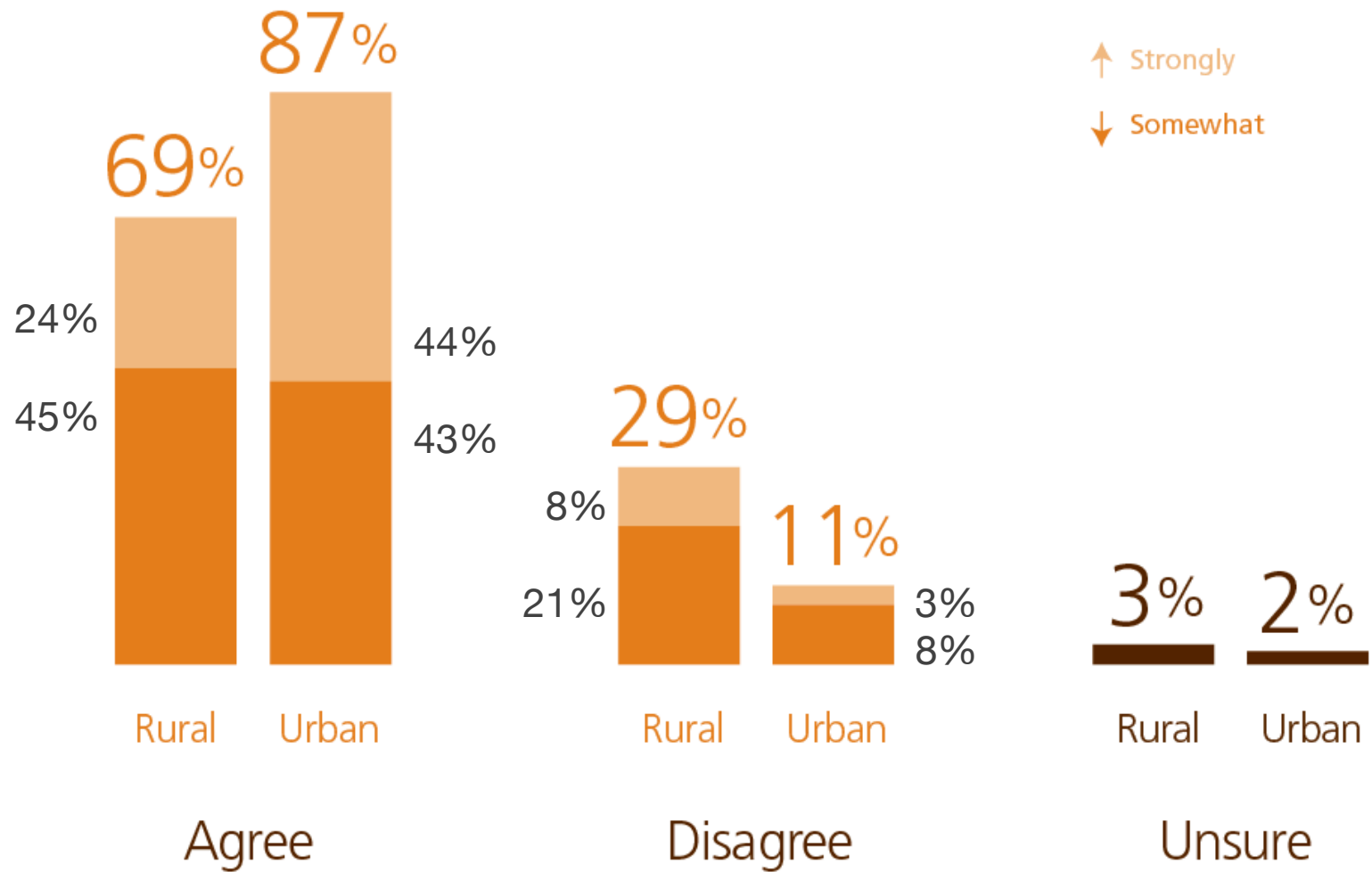
Optimism Continues

Most rural Minnesotans feel their community is vibrant and resilient, though not all believe that they can shape its future.



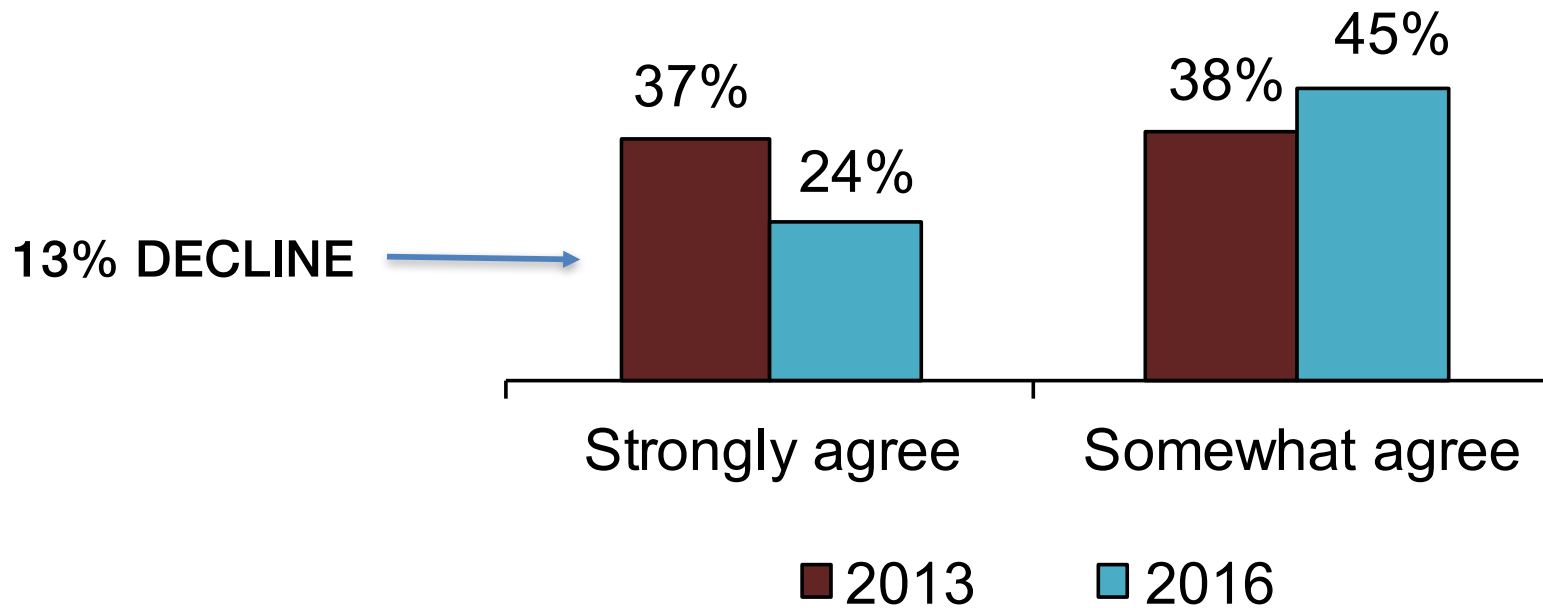


Community is a Vibrant Place to Live and Work



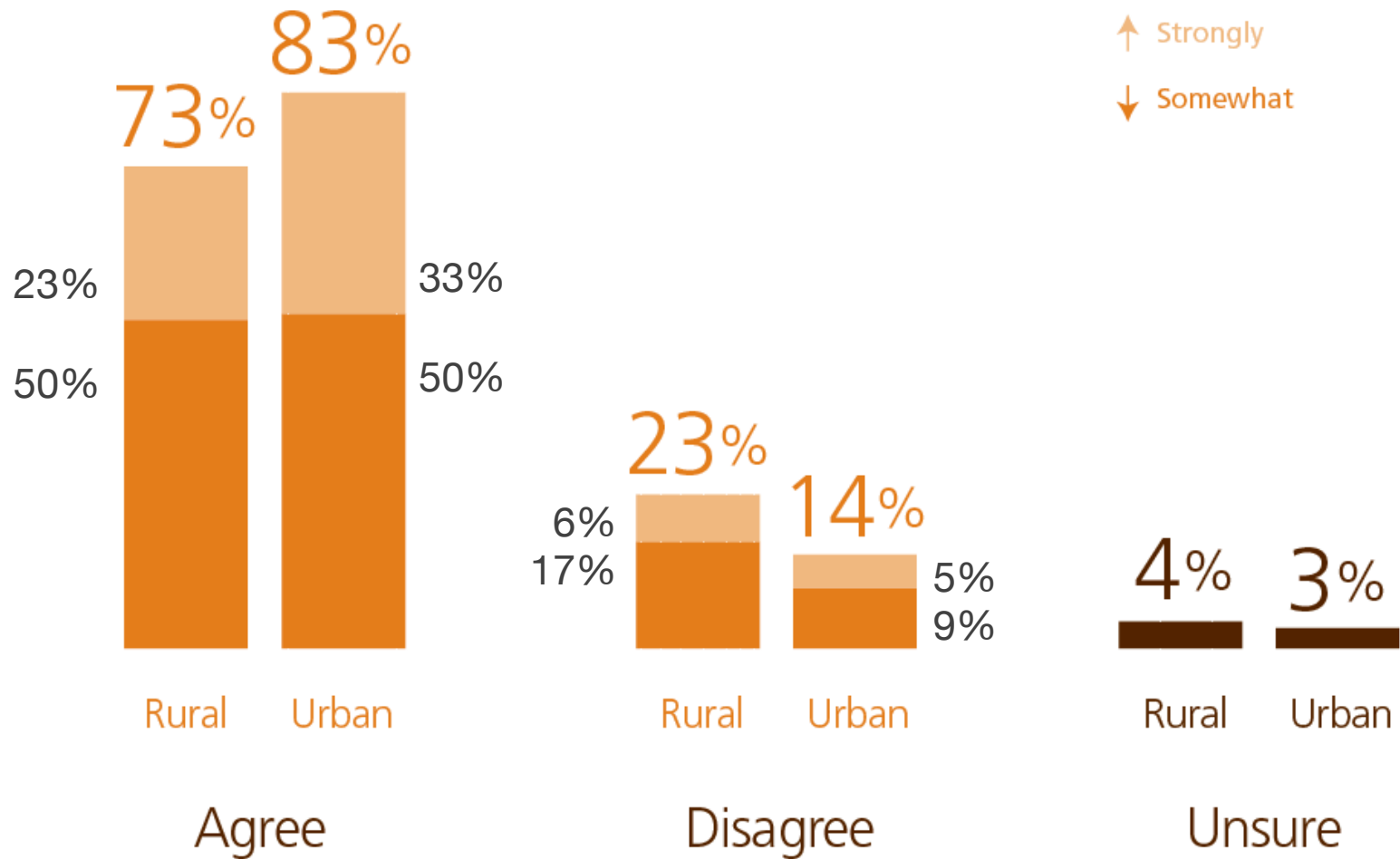


Rural Opinions: My Community is a Vibrant Place to Live and Work



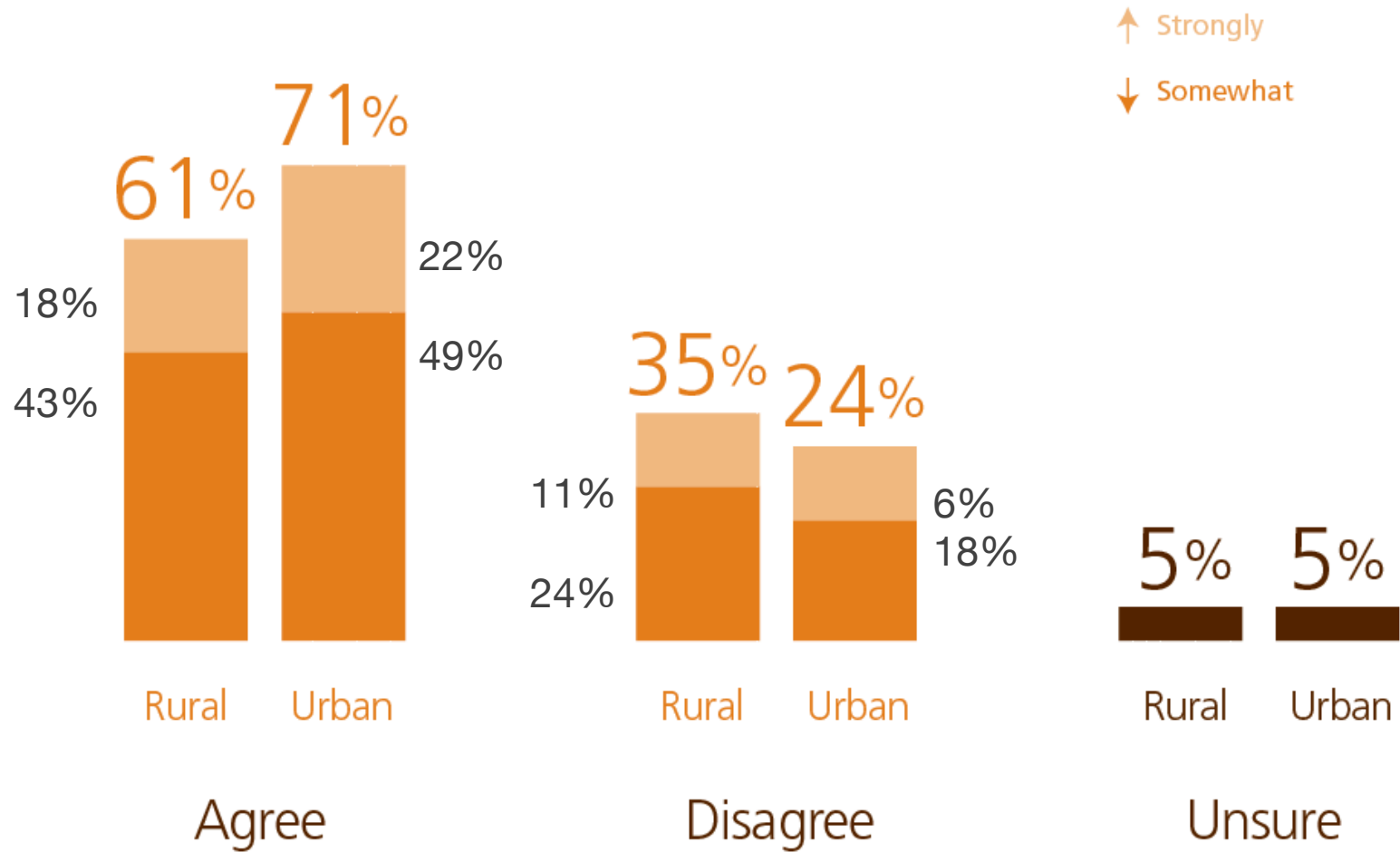


Community is Strong, Resilient and Able to Recover From Difficult Situations



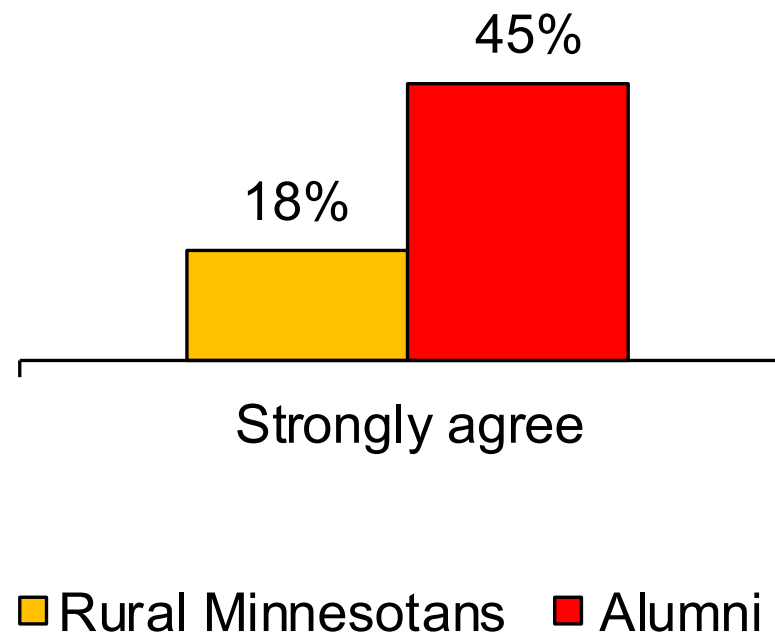


Feel Ownership of Community and Ability to Contribute to its Future



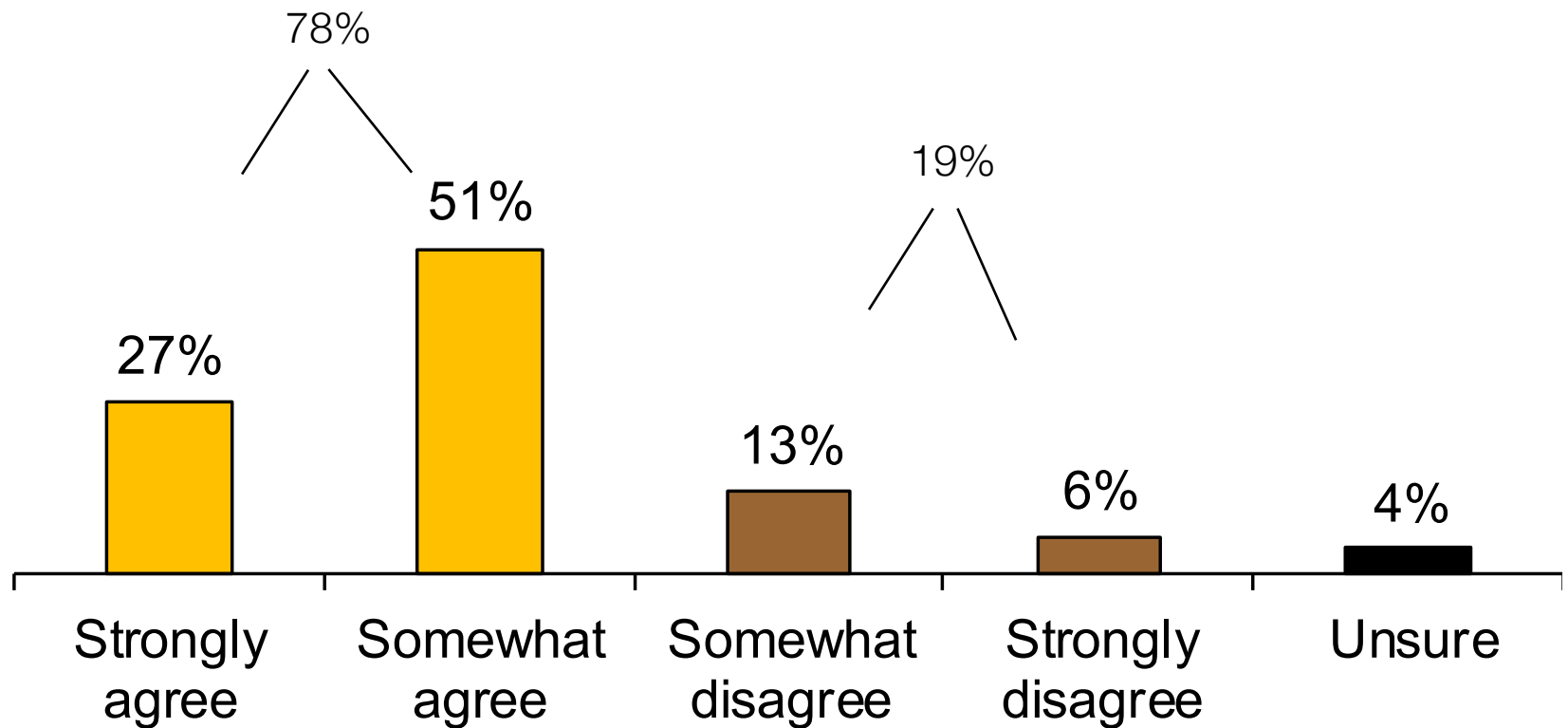


Feel Ownership of Community and Ability to Contribute to Its Future



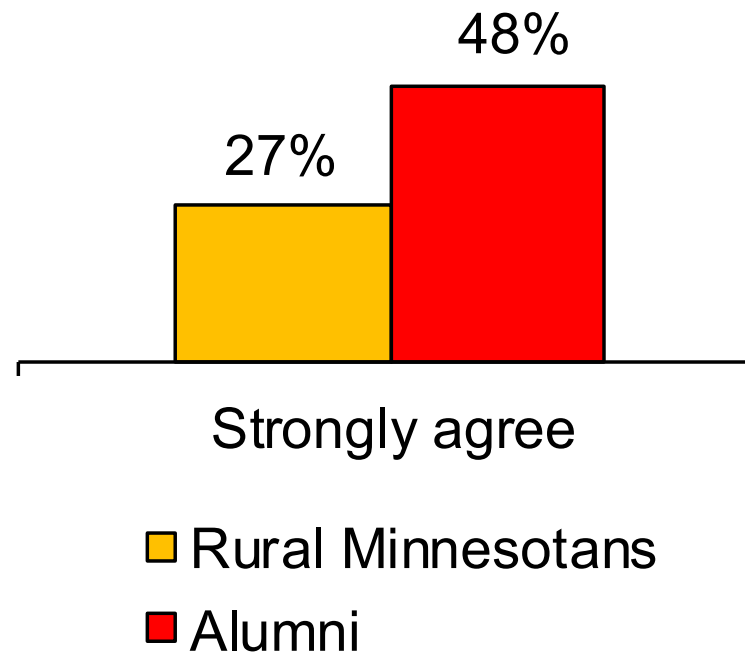


Able to Make a Positive Community Impact





Able to Make a Positive Community Impact





Rural Pulse: The millennial factor

● All rural residents ● Millennials

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



Believe their community is strong and resilient



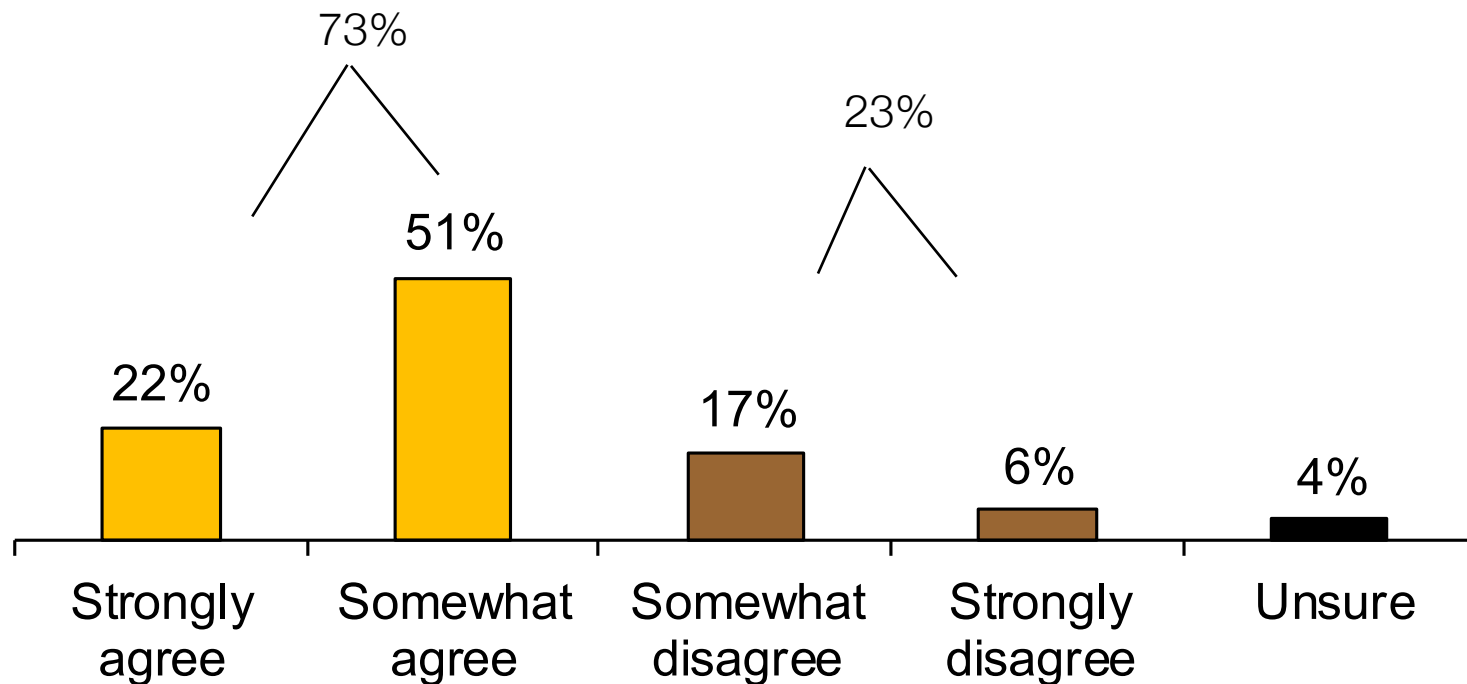


Collaboration

Most rural Minnesotans feel their community works together effectively across differences.



Community Works Together Effectively to Address Local Issues





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

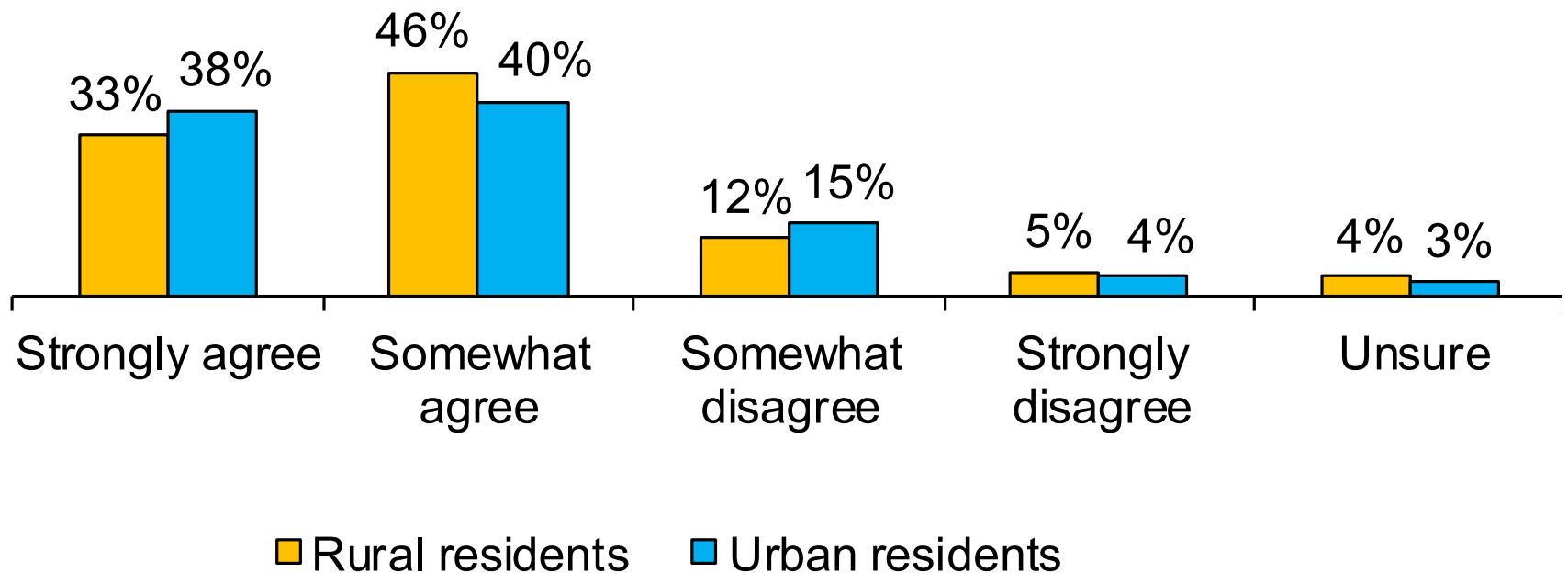


Quality of Life

Most Minnesotans are optimistic about their community and believe there is equal access to basic services.

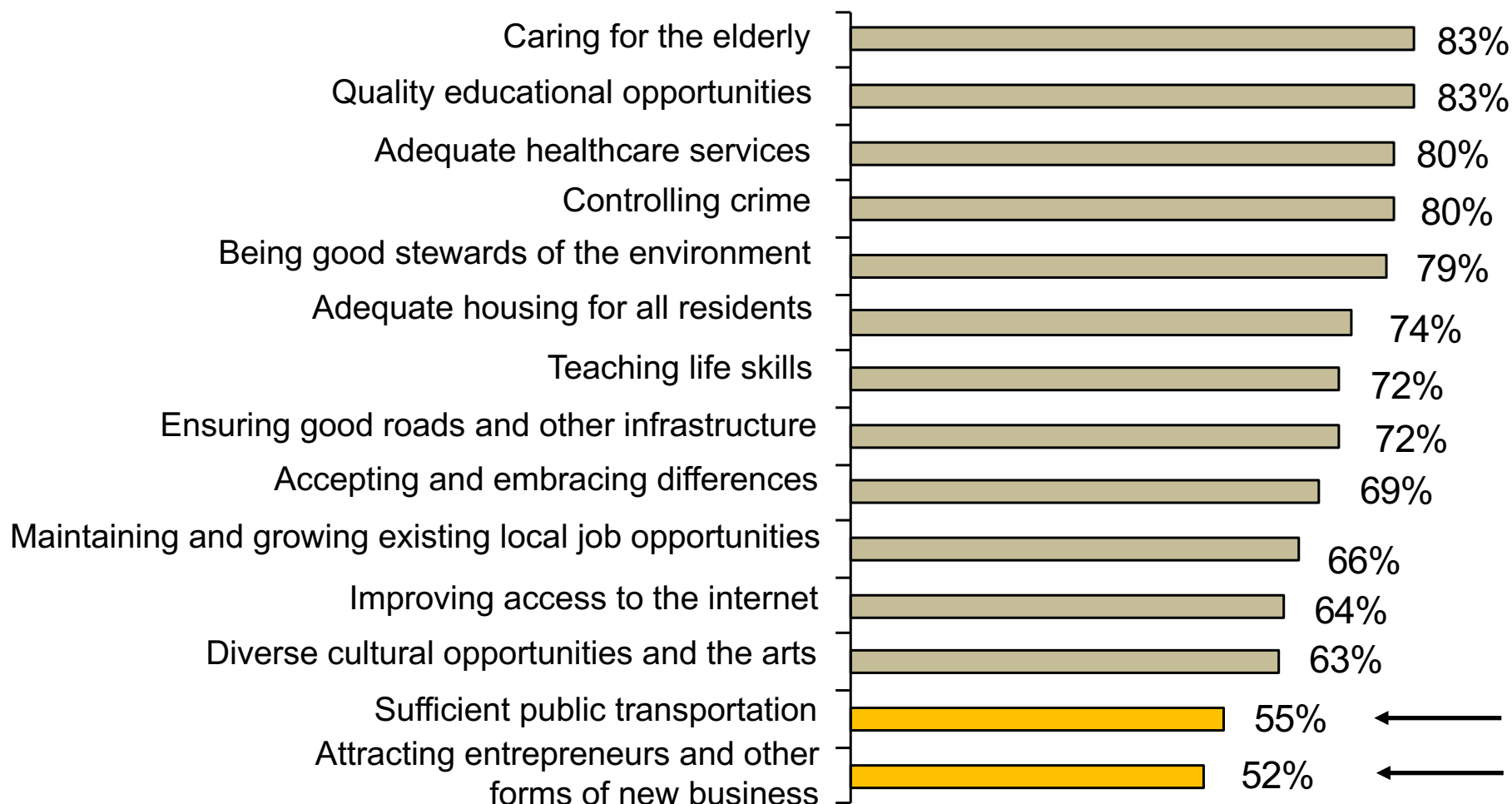


Equal Access to Essential and Basic Services





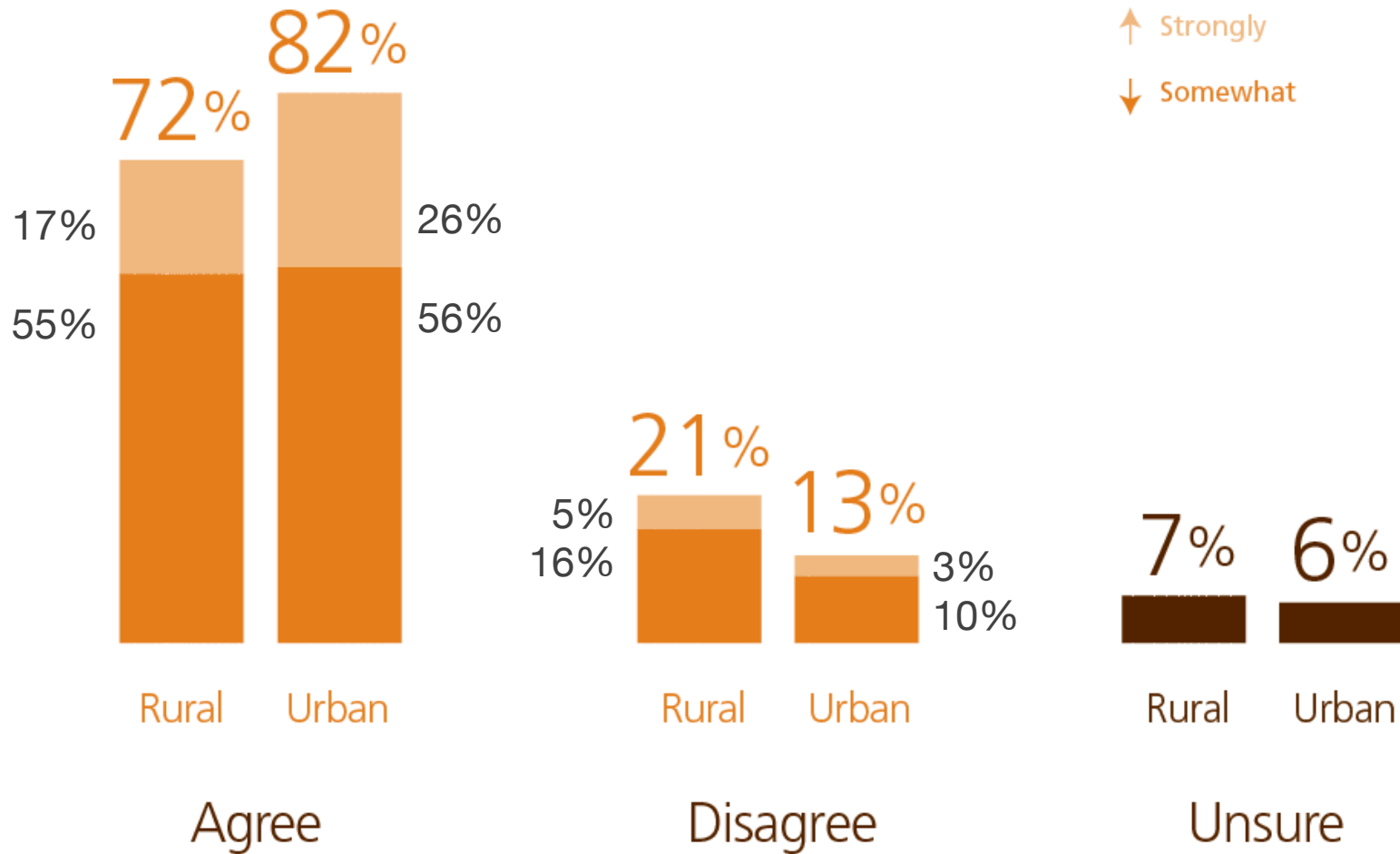
Rural Residents: Community Is Doing a Good Job



Agree or strongly agree

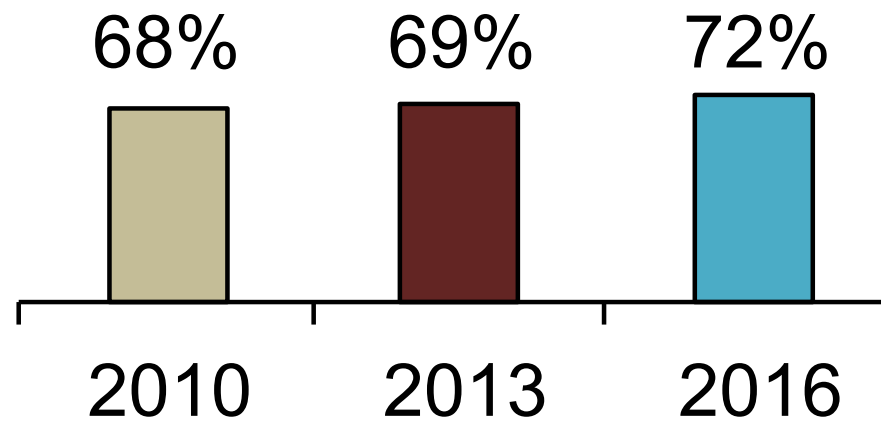


Quality of Life Will Improve Over Next Five Years



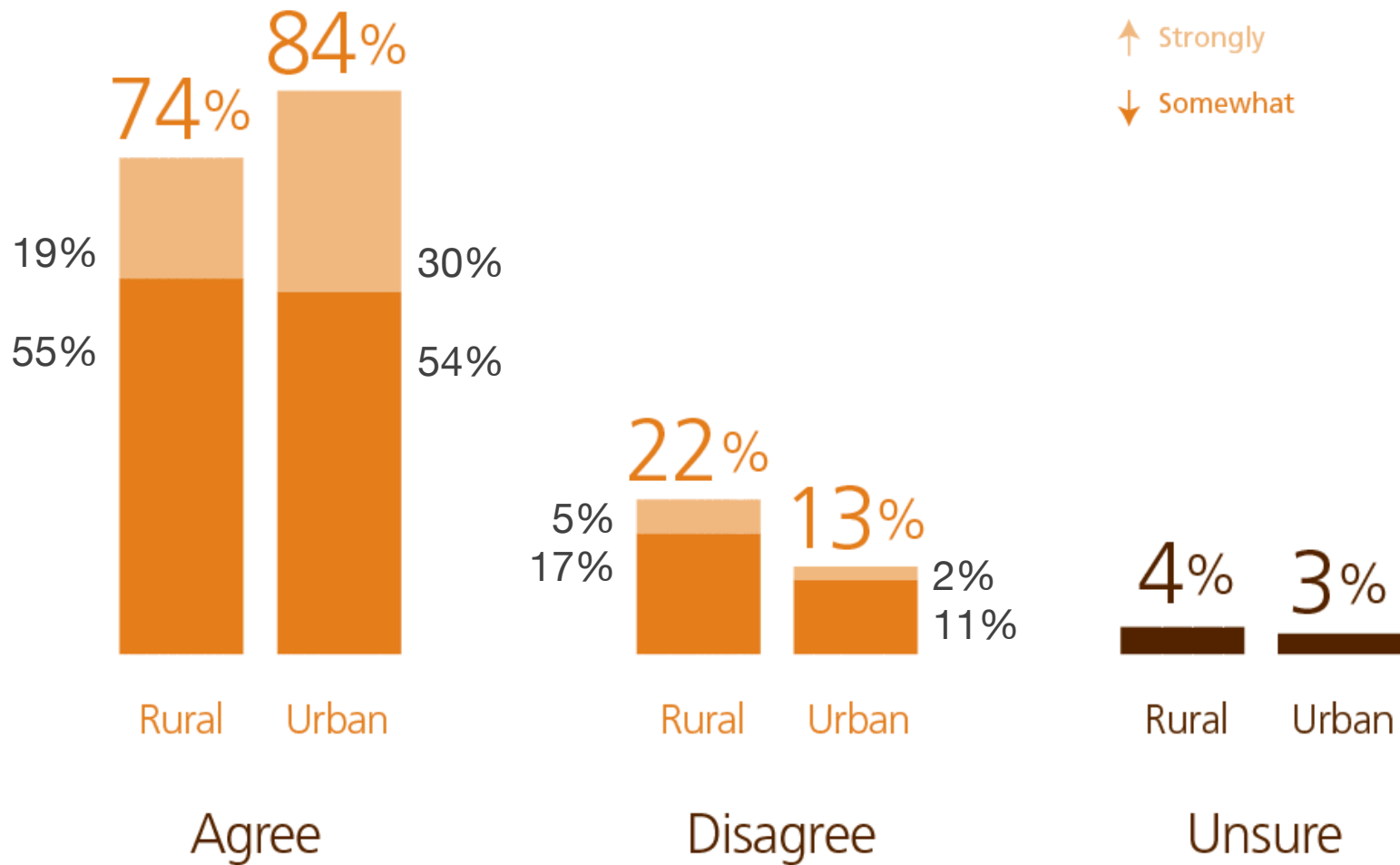


Rural Residents:
Quality of Life Will Improve
Over Next Five Years



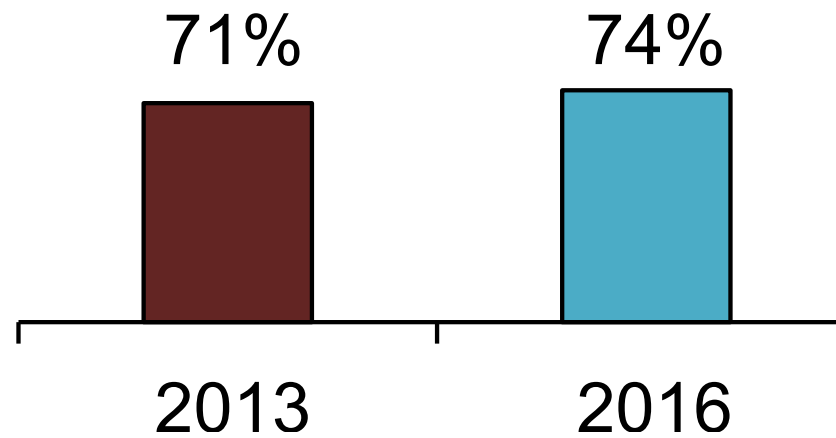


Optimistic About Future of Their Community





Rural Residents: Optimistic About Future of Their Community





Who's Most Optimistic Within Rural Communities?

Men

Ages 25 to 49

Higher incomes

Regions: Southeast and Central

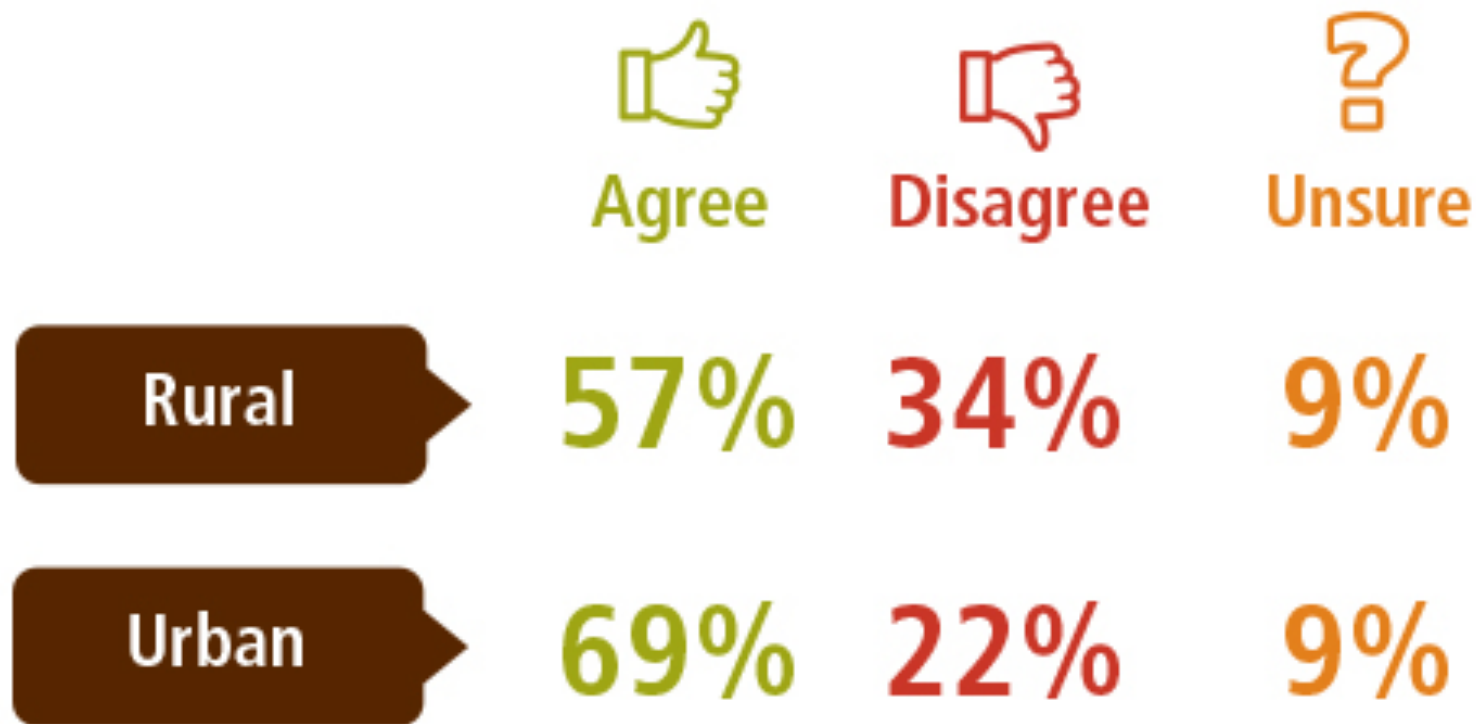
Rural Voice

Are their opinions
being valued?





Needs and well-being of rural communities are as important to legislators, policymakers as metropolitan areas





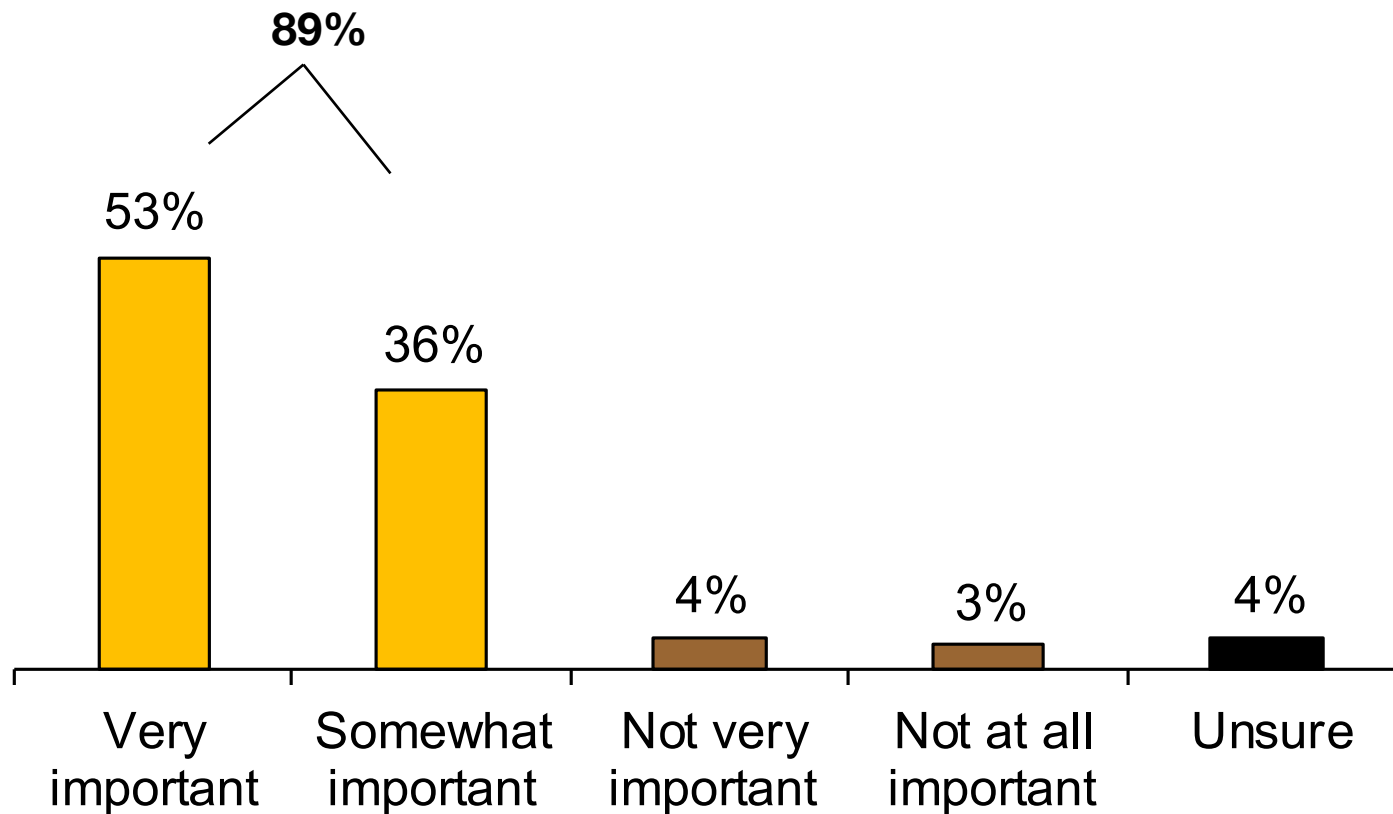
Rural Residents:
Needs of Rural Communities Are Important
to Legislators, Policymakers

2010 → 2013 +9%

2013 → 2016 -4%



Rural Residents: Importance of Supporting Political Candidates Who Address Rural Issues



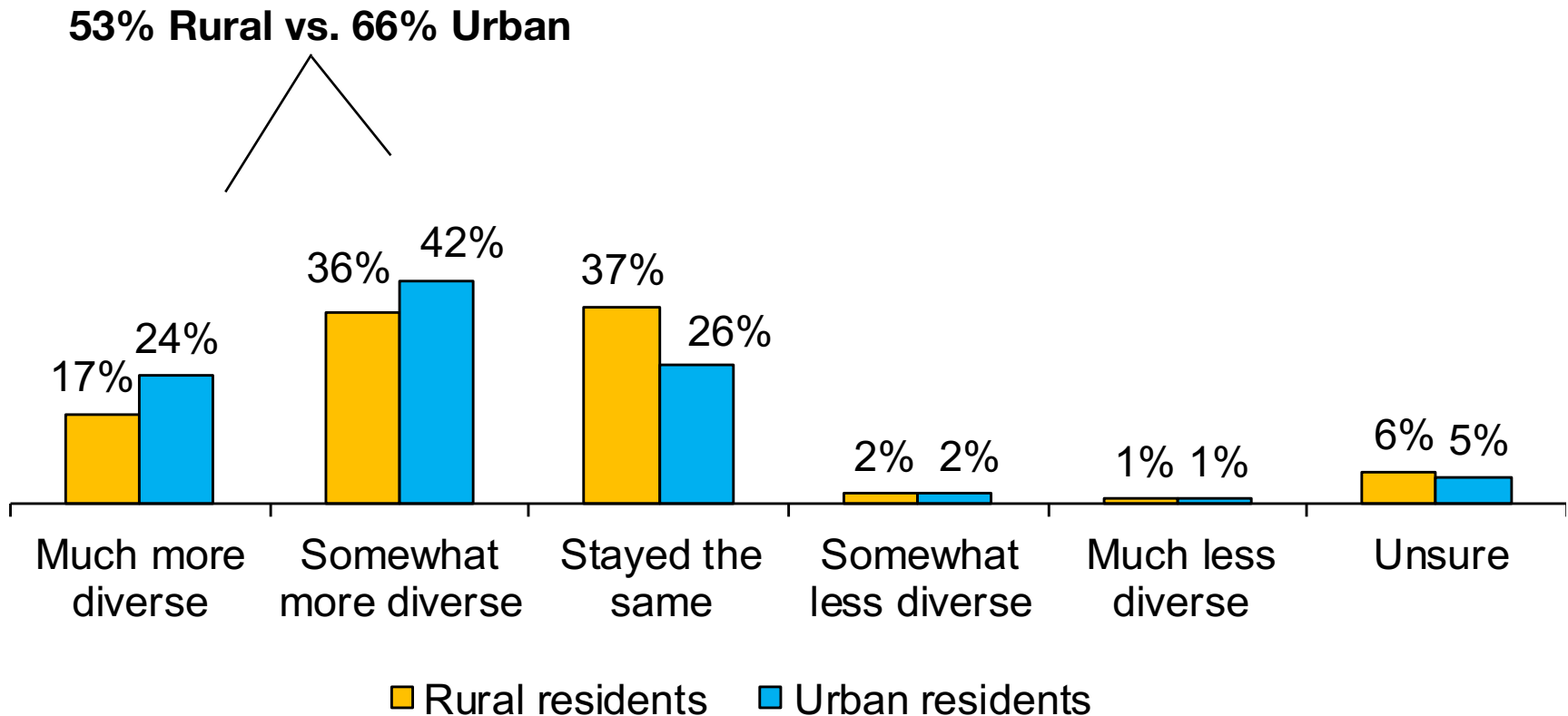


A Changing Landscape

Minnesota continues to diversify, but leadership is not wholly reflective of this change.

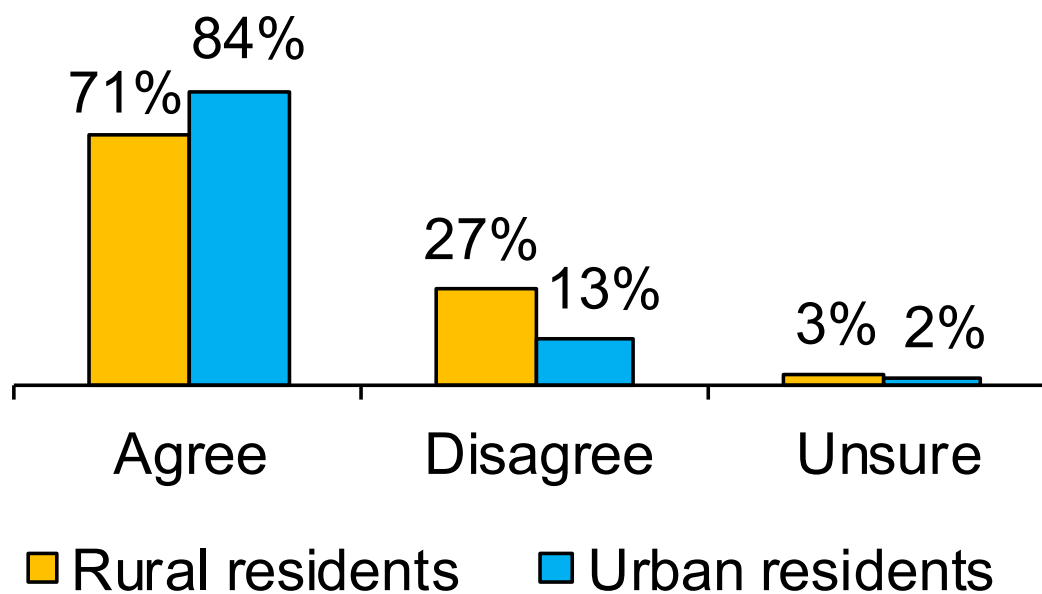


Cultural Composition Over Past Five Years





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





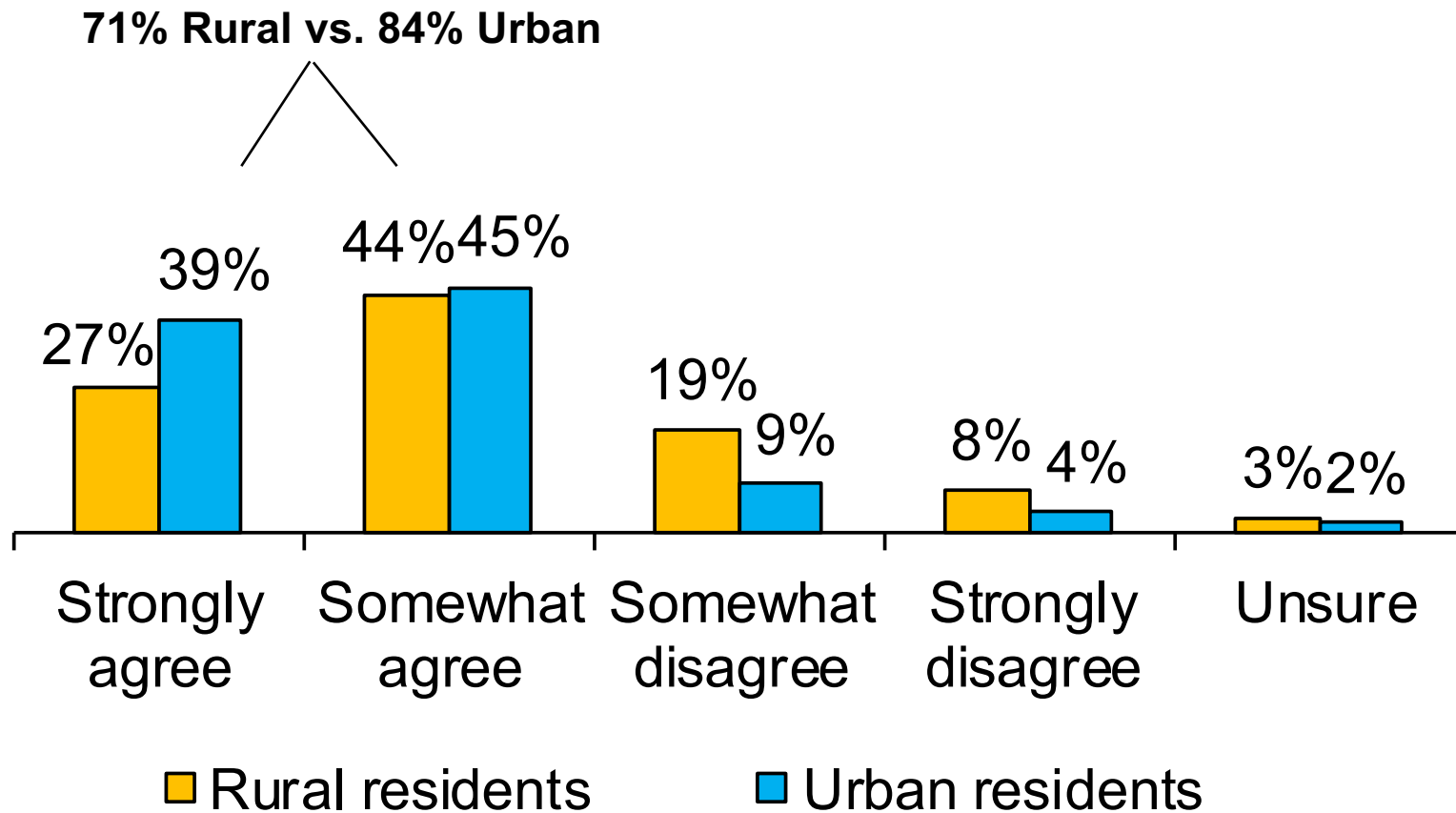
Rural Minnesotans: Community is a welcoming place for people of all backgrounds



11% DECLINE



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

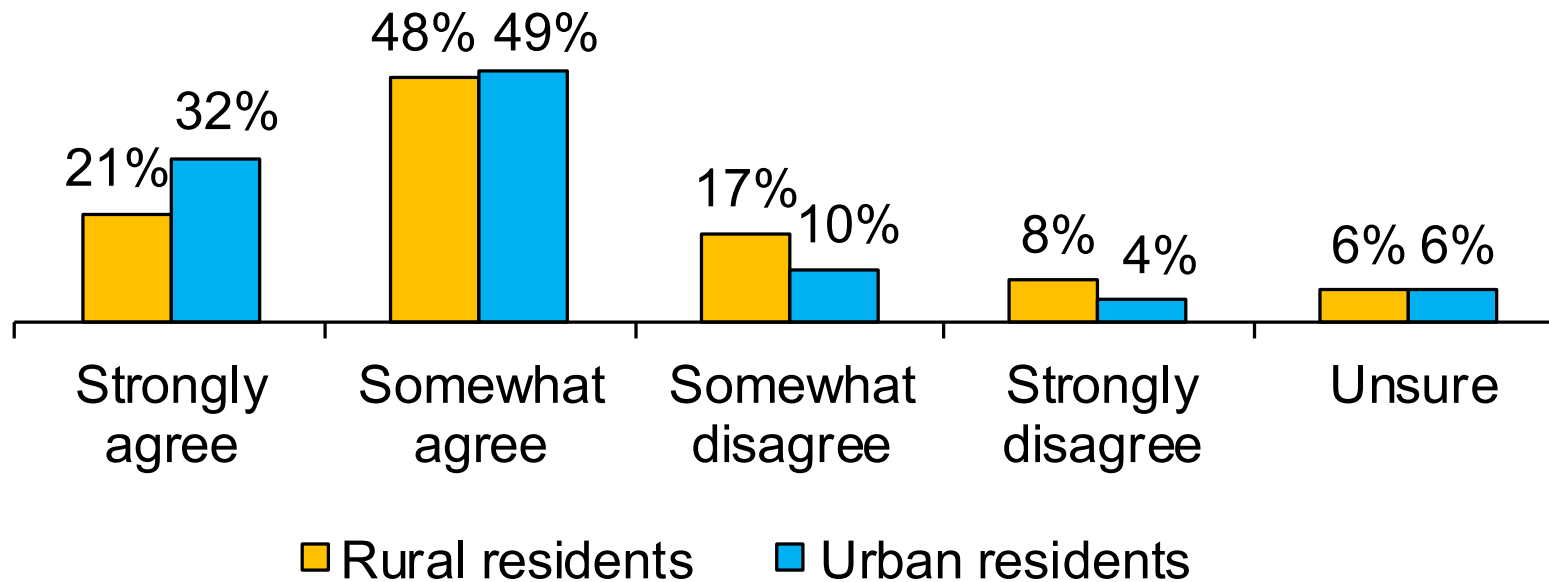




Community Embraces Differences

(e.g., Ethnicity, Sexual Orientation, Religion, Nationality)

69% Rural vs. 81% Urban



Rural Pulse: The millennial factor

● All rural residents ● Millennials

Believe their community is a welcoming place

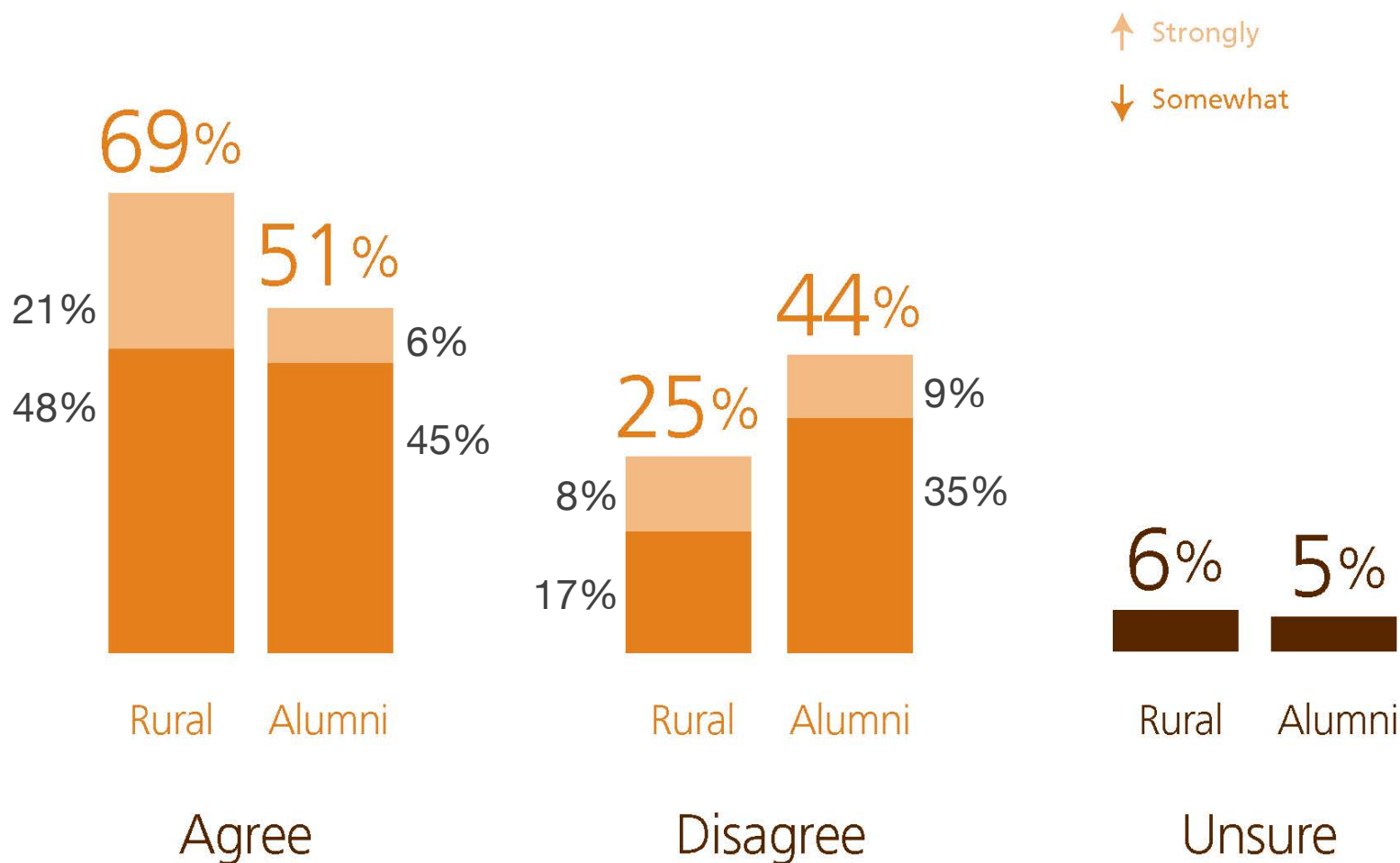


Believe their community works across differences such as ethnicity, sexual orientation, etc.



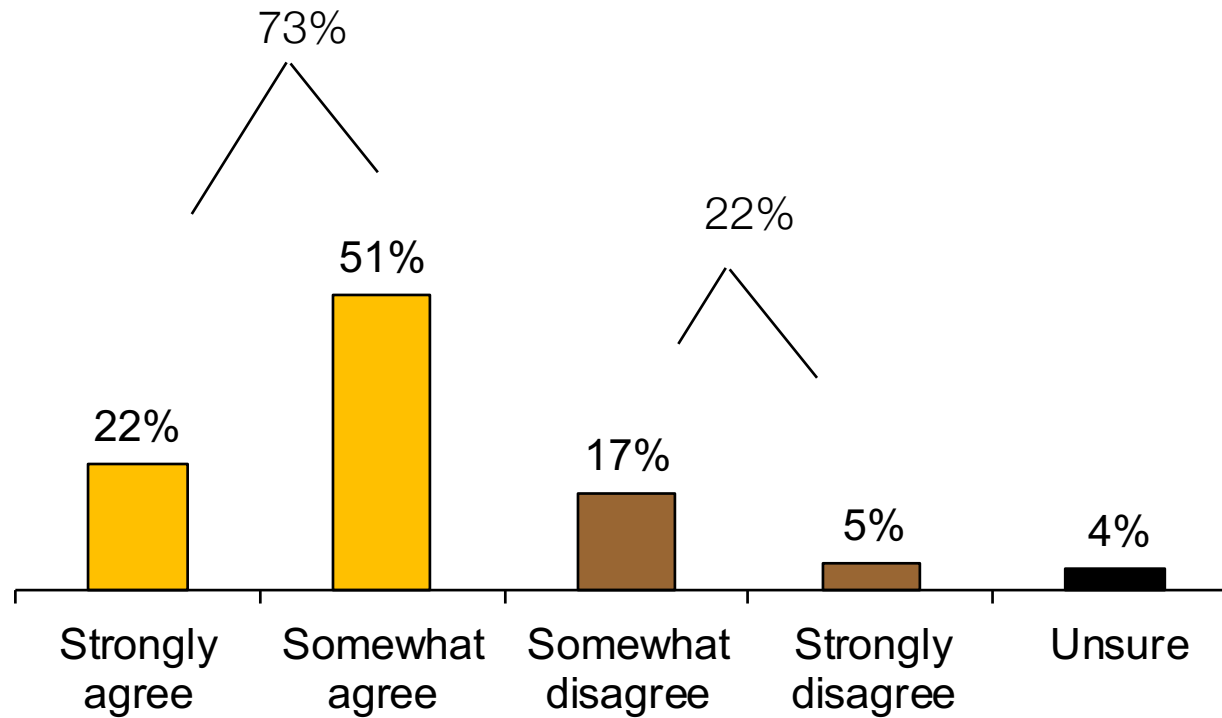


Community Embraces Differences (e.g. Ethnicity, Sexual Orientation, Religion, Nationality)



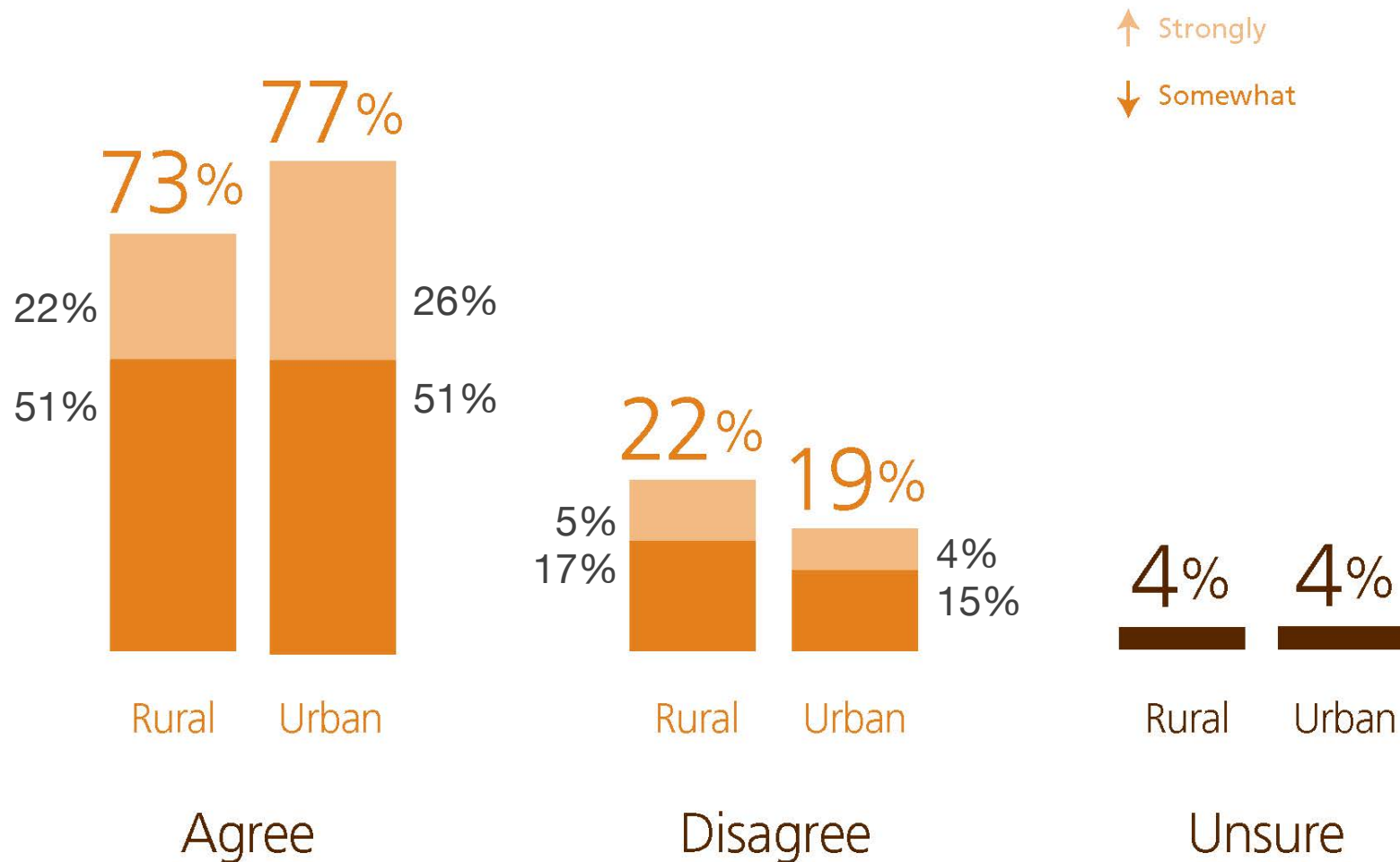


Residents Are Able to Work Across Differences



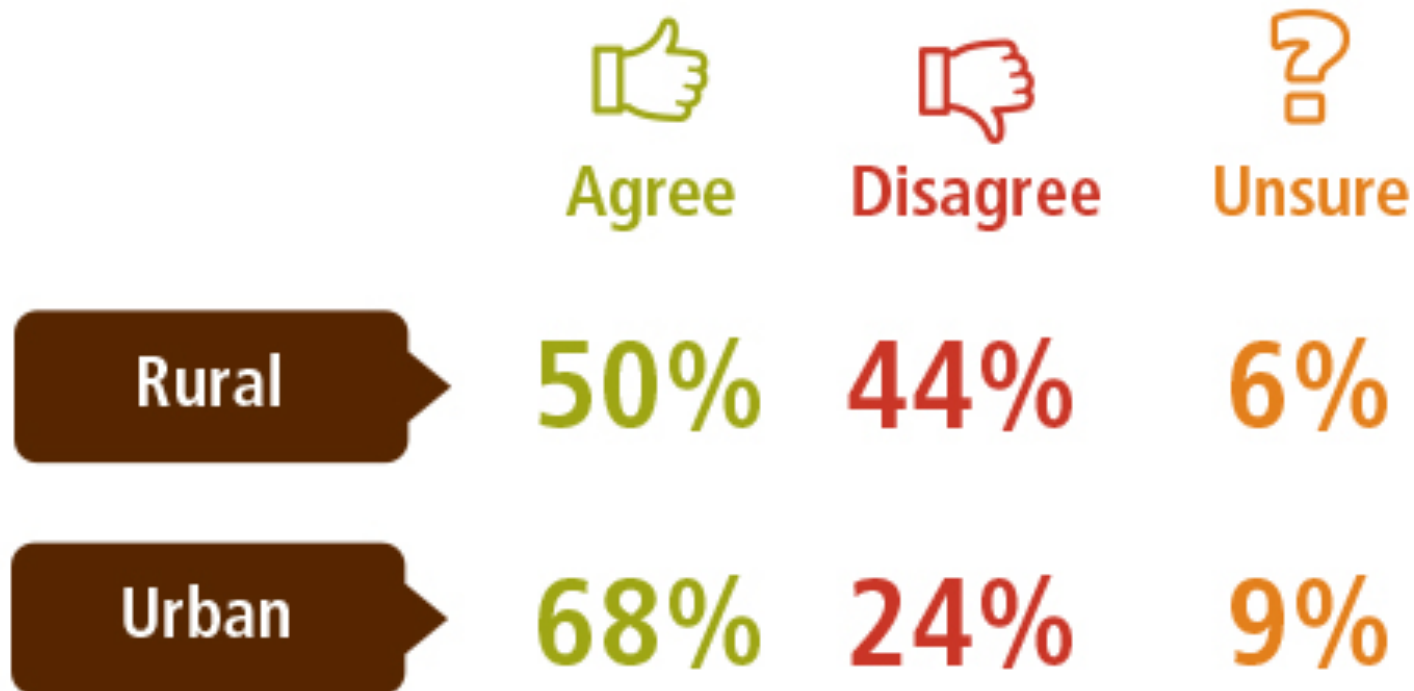


Residents are Able to Work Across Differences (e.g. Ethnicity, Sexual Orientation, Religion, Nationality)



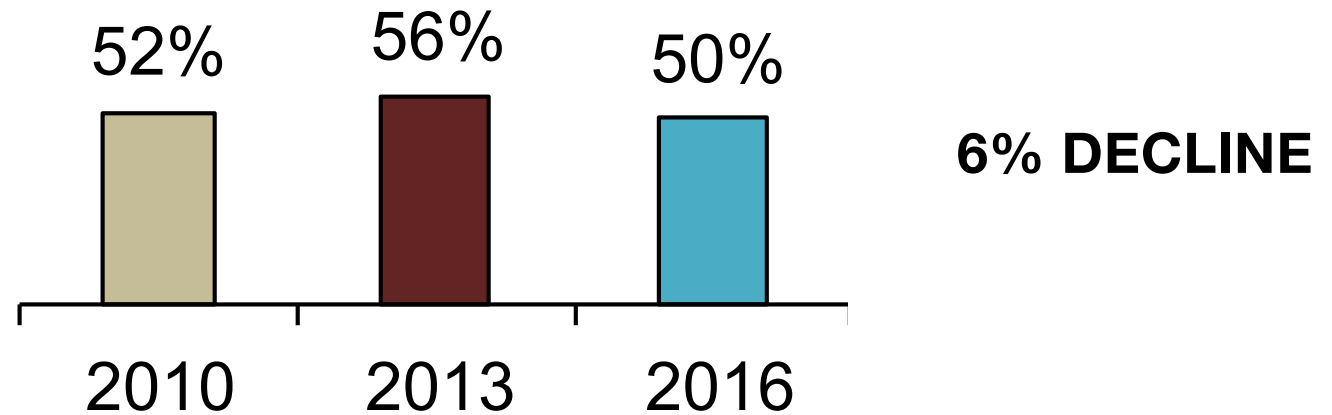


People from diverse backgrounds fill leadership roles within the community



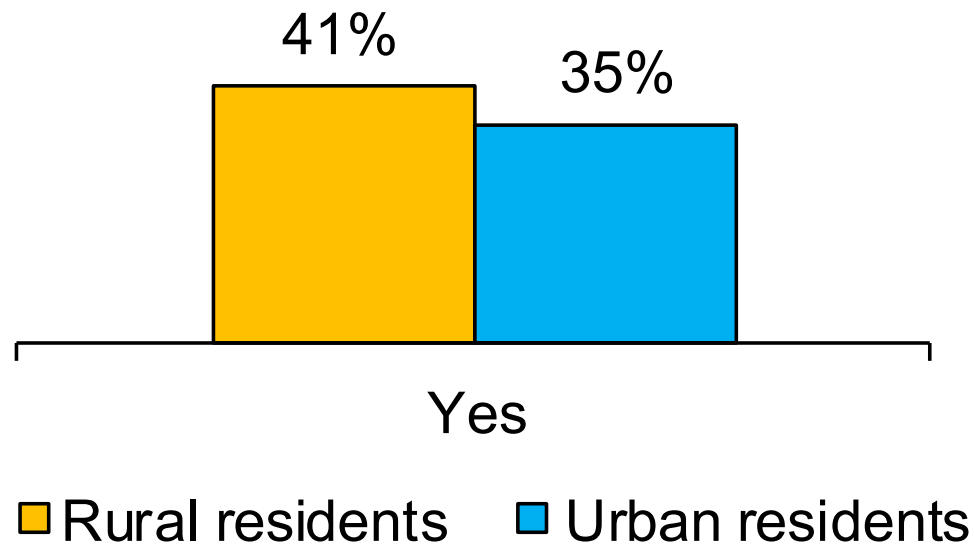


Rural Residents:
People from Diverse Backgrounds
Fill Leadership Roles Within Community



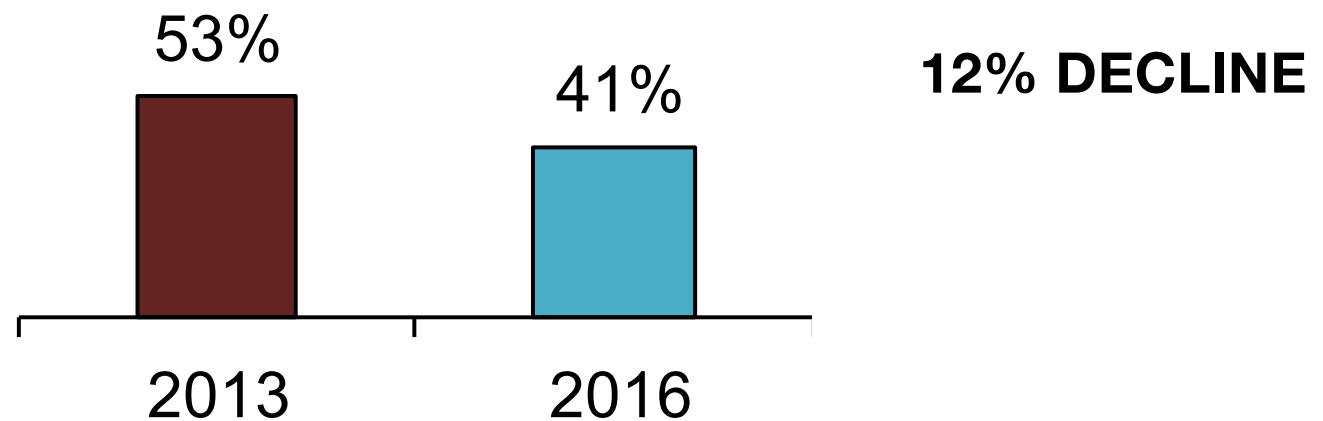


Have Served In a Community Leadership Role

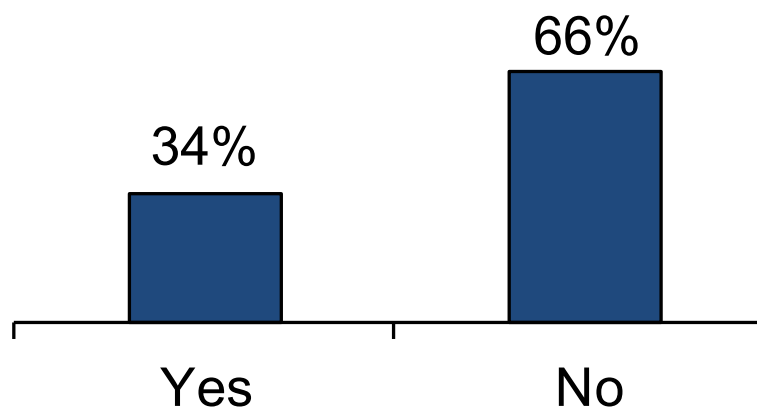




Rural Residents:
Have Served In a Community
Leadership Role



Millennials: Have Served in a Community Leadership Role





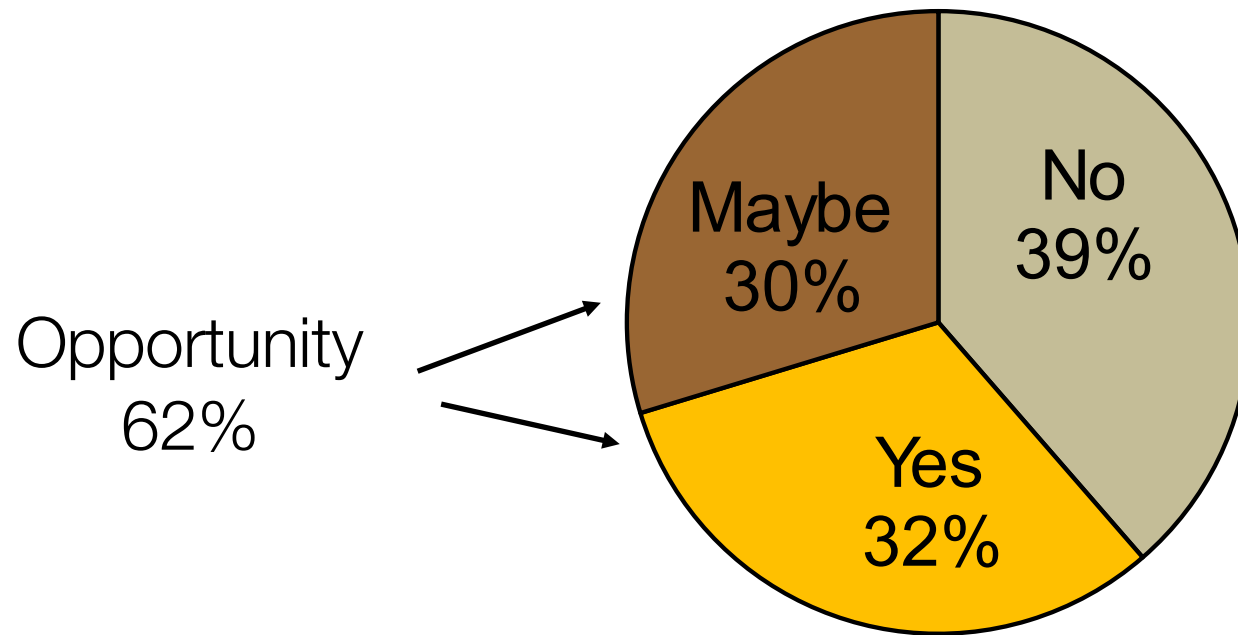
Rural: Why Not?

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?





Who Else Is Likely To Consider Serving?

Women

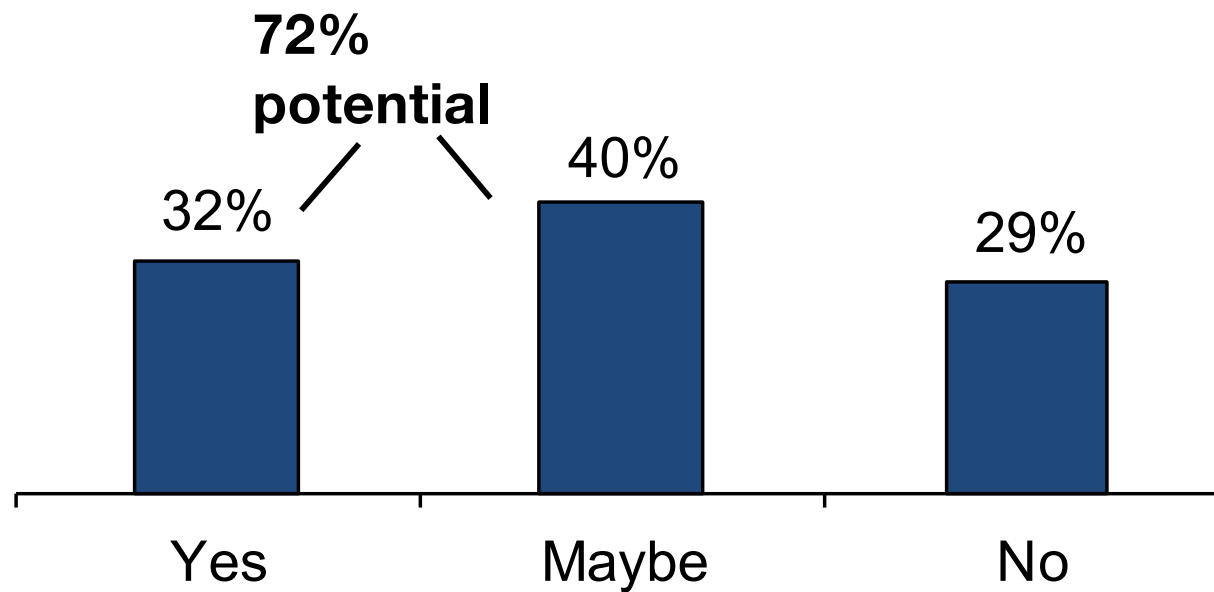
Ages 25 to 49

Higher incomes (more than \$60,000)

Business owners



Millennials: Would You Consider Serving If Asked?



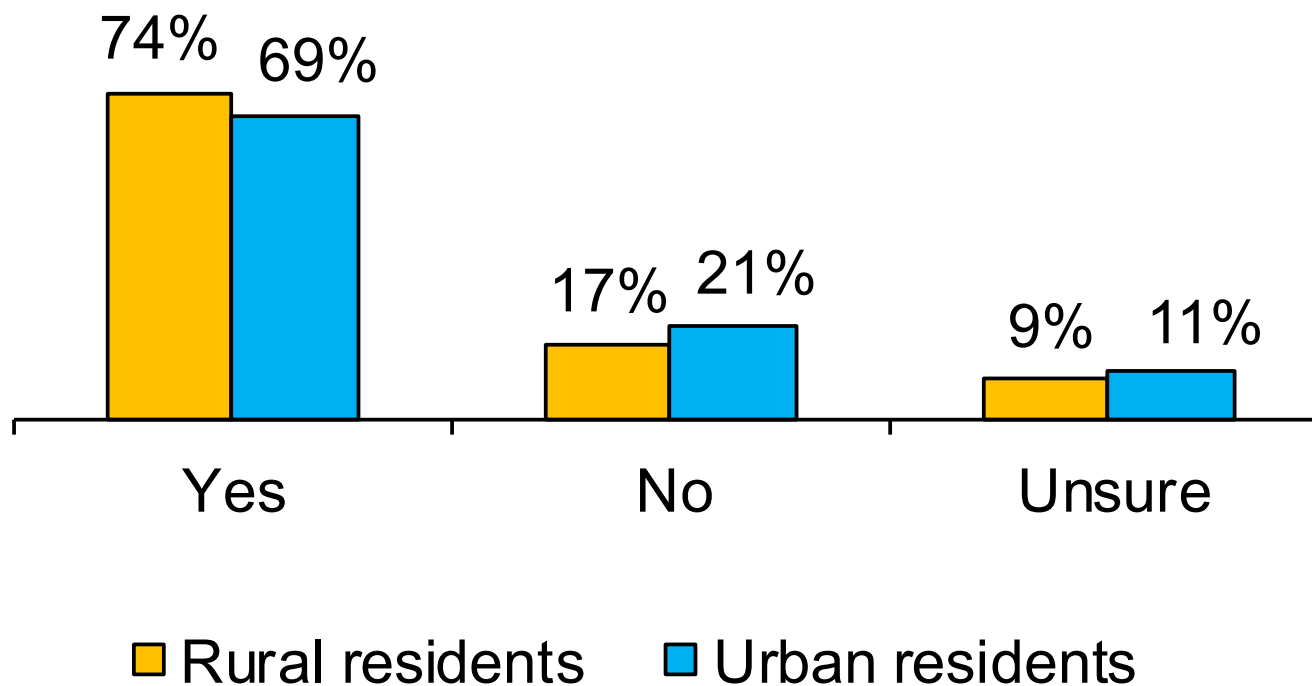


Migration

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

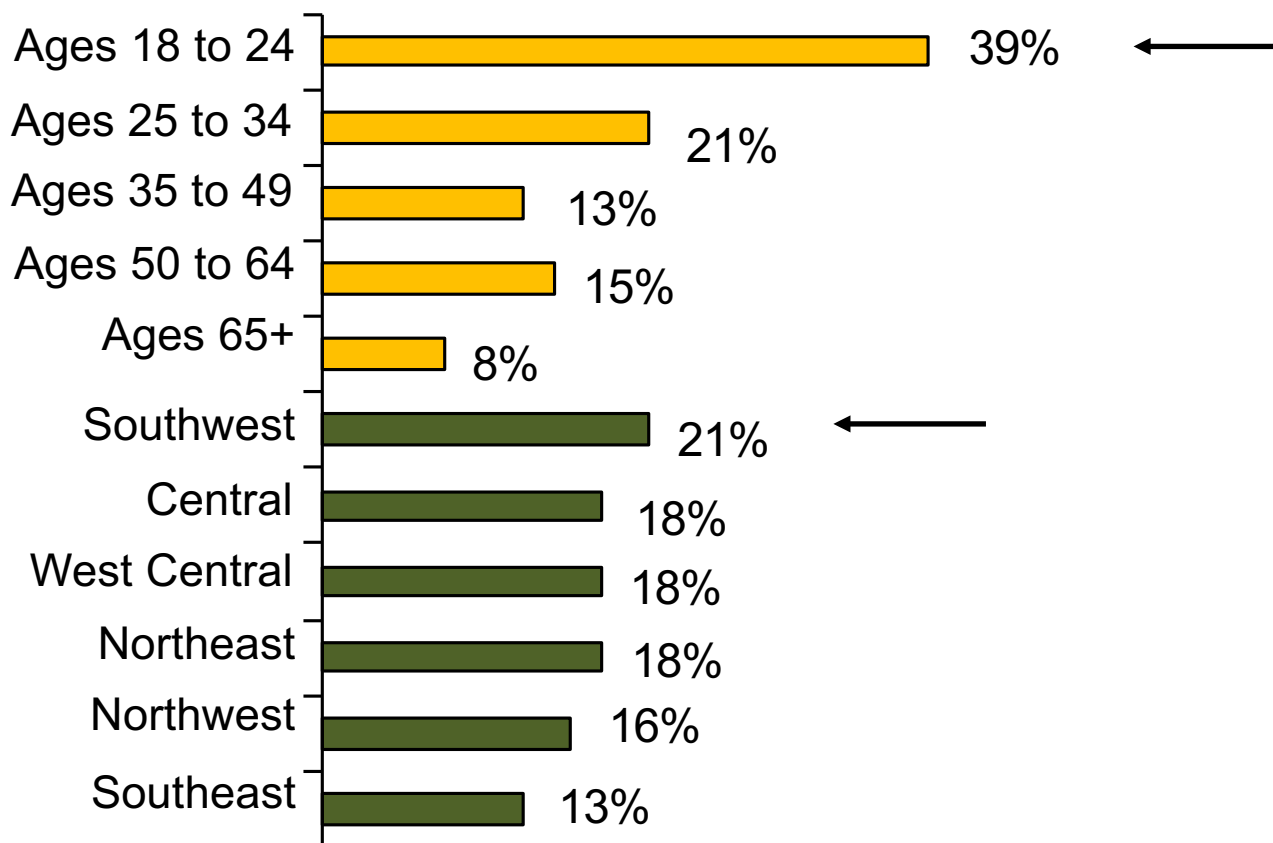


Expect to Live in Current Community Five Years from Now





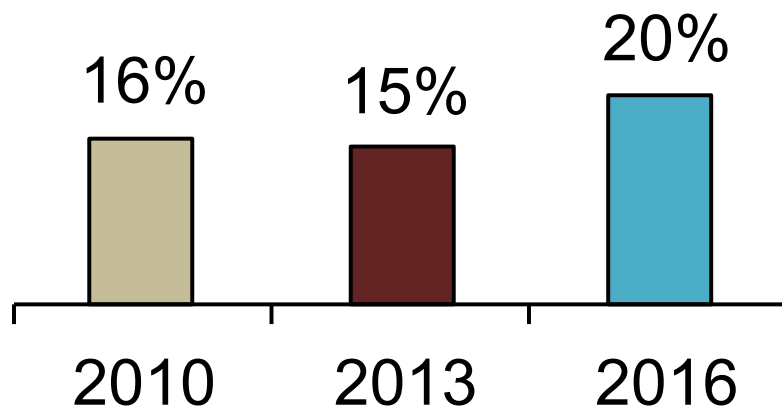
Rural Residents: Who's Least Likely to Stay?





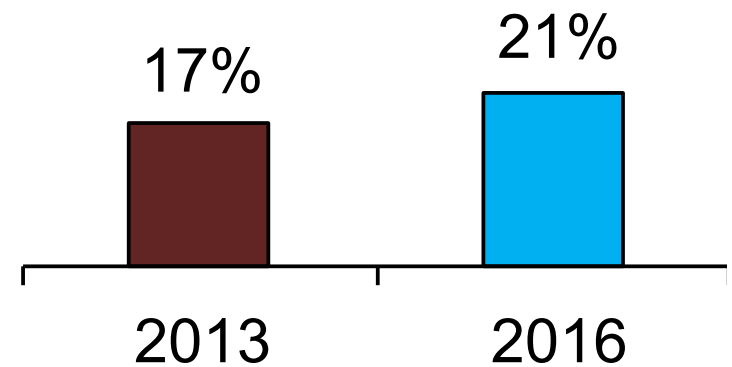
Within The Past Two Years, Have Considered Moving to . . .

A Larger City or Metropolitan Area



(Rural)

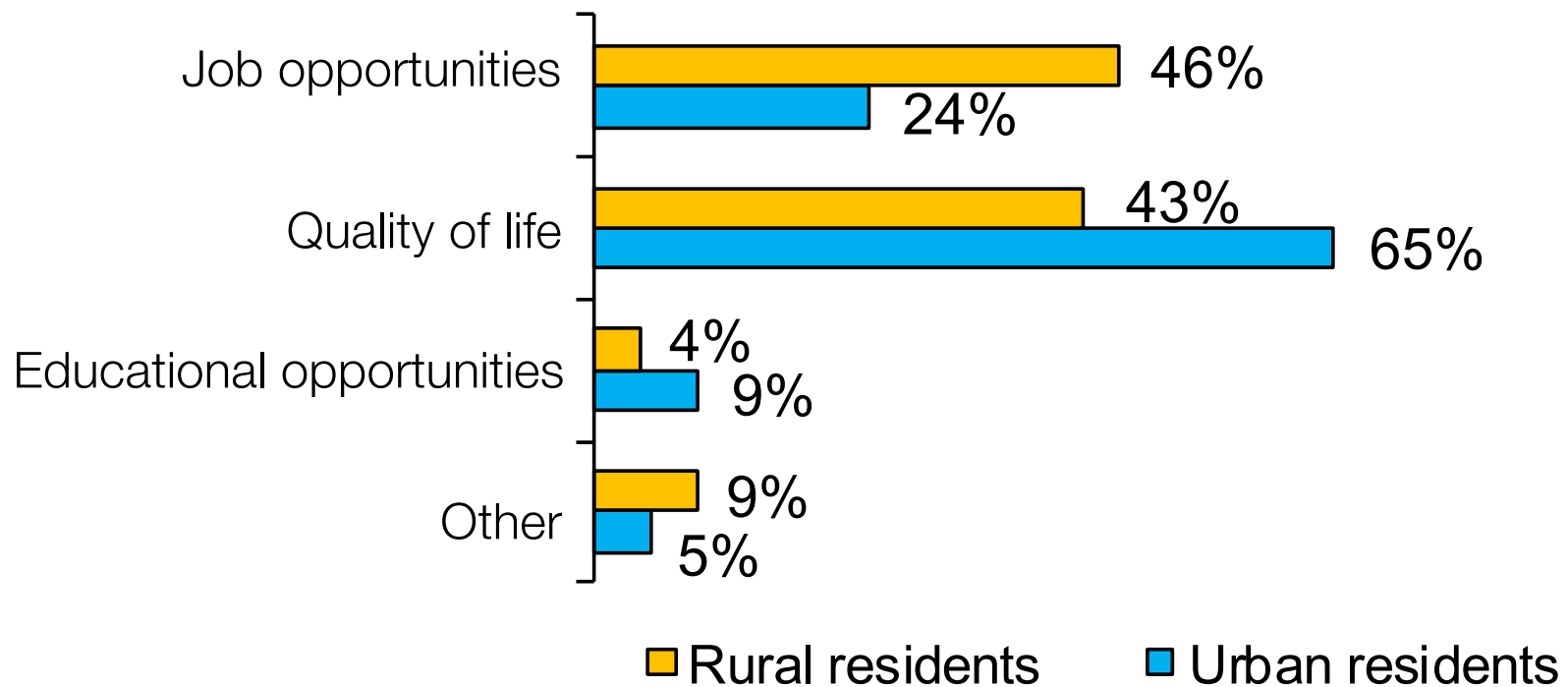
A Less-Populated Area



(Urban)



Main Reason for Considering a Move



Rural Pulse: The millennial factor

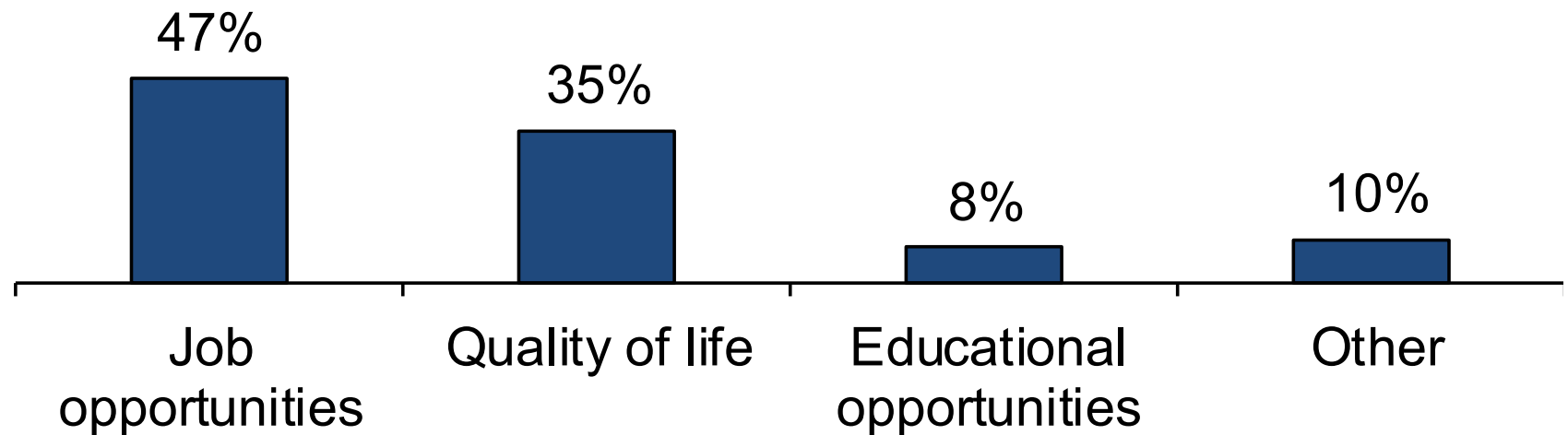
● All rural residents ● Millennials

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



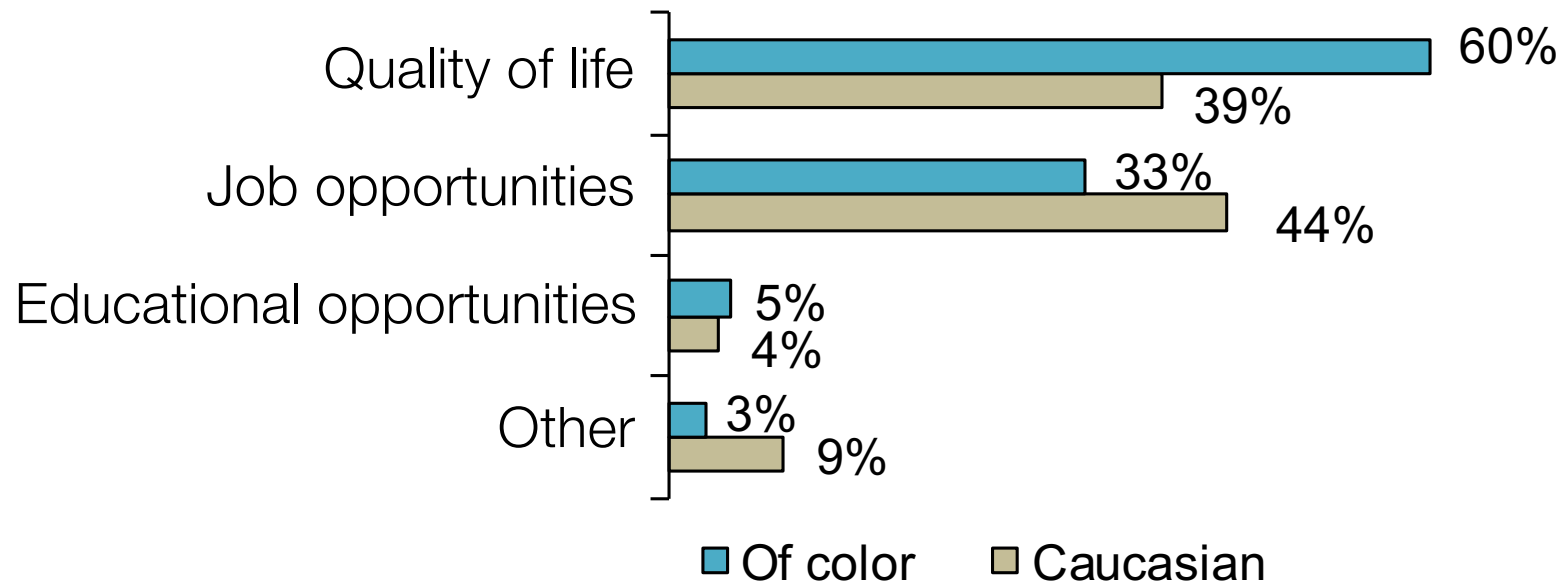


Millennials:
Main Reason for Considering a Move

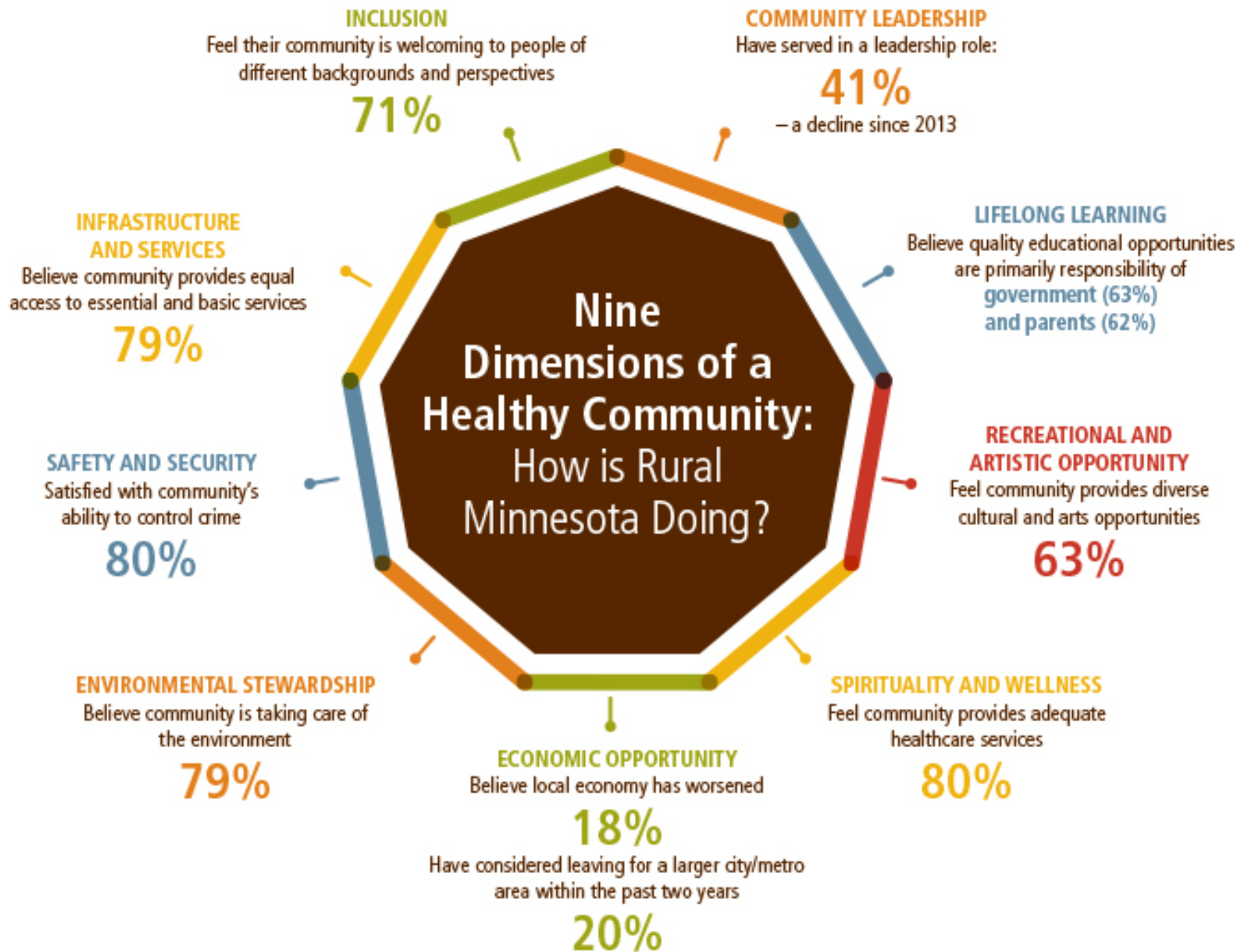




Of Color Residents: Main Reason for Considering a Move to Metro Area



NEXT STEPS





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?