

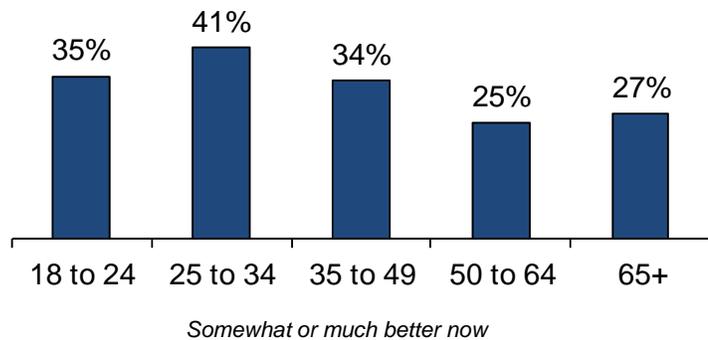


## Rural Pulse™ 2016 Findings: Millennials Possess Higher Community Optimism

Rural Pulse™ 2016 findings included the responses of 1,144 rural Minnesotans, including 324 Millennials (ages 18 to 34).

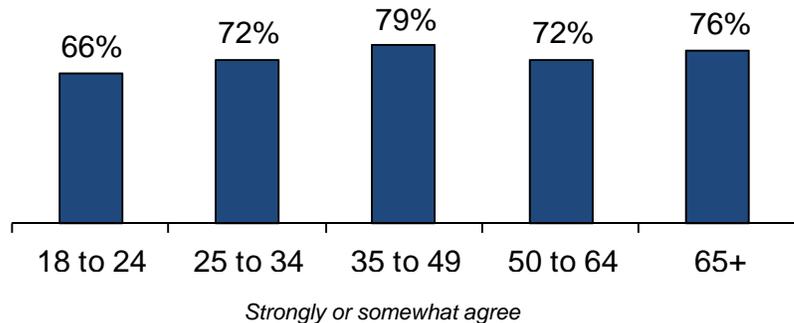
An analysis of Millennials demonstrates some differences compared to older rural Minnesotans. An average of 39 percent of Millennials feel their community's economy has improved compared to a year ago, which is more positive than rural Minnesotans age 50 and older.

### Condition of Community's Economy Has Improved, Compared to a Year Ago



Younger Millennials (ages 18-24), however, are less likely than those older to feel their community is resilient and works together across differences. This age group also has lesser sense of ownership over the direction of their community and their ability to contribute to its future.

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



### Sense of Ownership and Personal Impact

	Age				
	18-24	25-34	35-49	50-64	65+
I feel a sense of ownership over the direction of my community and feel that I am able to contribute to its future.	48%	62%	65%	59%	65%
Residents like me are able to make an impact and make our community a better place to live.	73%	78%	83%	75%	81%

*Somewhat or strongly agree*

■ Lowest agreement

Millennials are less likely to believe their community works together effectively and across differences, compared to older rural Minnesotans.

### Working Together

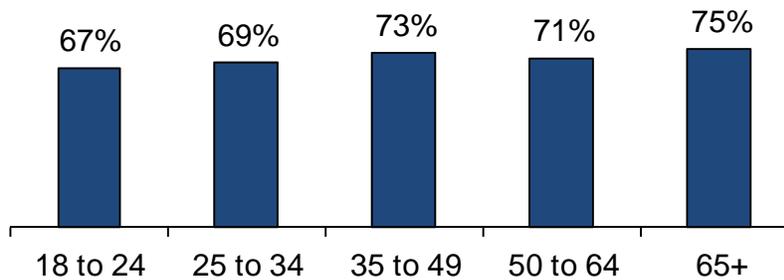
Age					
	18-24	25-34	35-49	50-64	65+
Residents in my community work together effectively to address local issues	70%	69%	77%	71%	82%
Residents in my community are able to work across differences such as ethnicity, sexual orientation, religion and nationality	66%	69%	75%	74%	82%

*Somewhat or strongly agree*

■ Lowest agreement

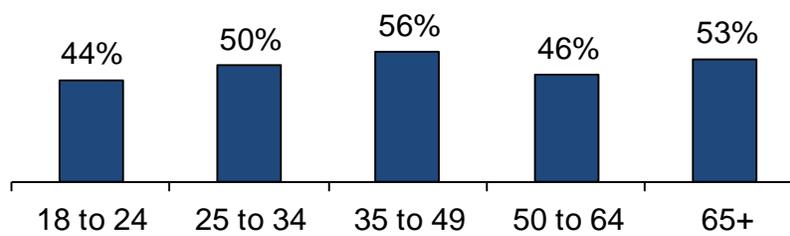
About two-thirds feel their community is welcoming to people of different backgrounds. Those ages 18 to 24 are less likely to believe community leadership roles are filled by people with diverse backgrounds.

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



*Somewhat or strongly agree*

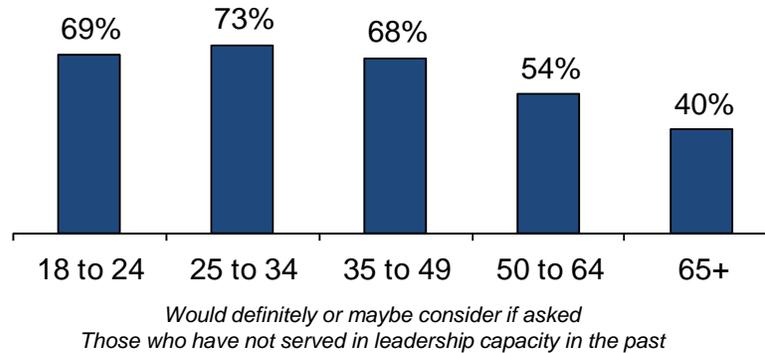
### People from Diverse Backgrounds Fill Community Leadership Roles



*Somewhat or strongly agree*

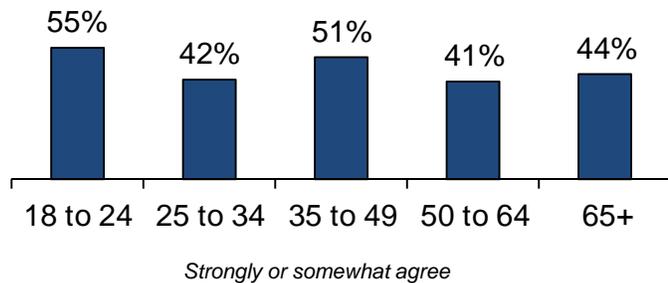
Many Millennials who have not served in a leadership capacity in the past express interest in doing so.

### Would At Least Consider Serving in a Leadership Role if Asked



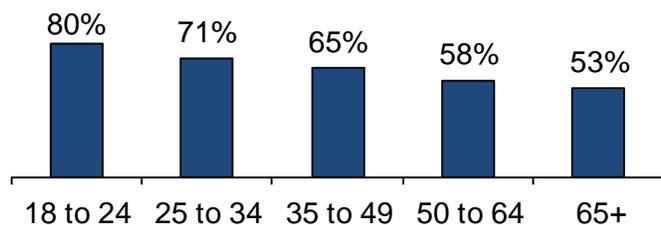
Younger Millennials are less concerned about living-wage jobs than those older. Fifty-five percent of ages 18 to 24 feel that there are adequate job opportunities that pay household-supporting wages in their community – showing stronger agreement than indicated by older rural residents.

### There are Adequate Jobs That Pay Household-Supporting Wages



Quality education, and the responsibility of providing such, rests predominantly with the government, according to Millennials – especially those ages 18 to 24.

### Government is Responsible for Ensuring Quality Educational Opportunities



In looking at many different community services and features, younger Millennials, in general, are less confident than those older that their community performs well – particularly in environmental stewardship.

### Good Community Performance

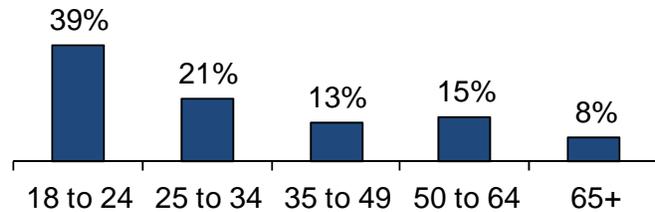
	Age				
	18-24	25-34	35-49	50-64	65+
Providing adequate healthcare services	76%	83%	79%	77%	89%
Caring for the elderly	79%	82%	86%	85%	87%
Providing quality educational opportunities	76%	81%	84%	81%	90%
Teaching life skills	72%	77%	74%	69%	75%
Ensuring good roads and other infrastructure	64%	71%	68%	75%	80%
Providing sufficient public transportation	53%	57%	55%	48%	63%
Having adequate housing for all residents	70%	73%	75%	74%	79%
Controlling crime	75%	80%	78%	80%	89%
Good stewards of the environment	66%	76%	78%	83%	87%
Considering diverse cultural opportunities and the arts	58%	67%	65%	59%	68%
Improving access to the internet	62%	71%	66%	60%	61%

*Somewhat or strongly agree*

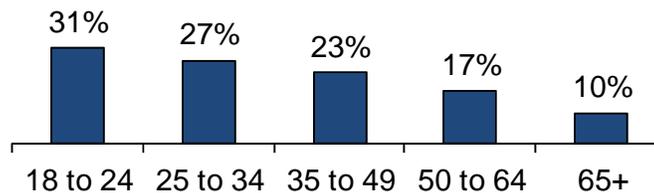
■ Lowest agreement

Nearly two in five (39%) younger Millennials – and 21 percent of ages 25 to 34 – do not expect to live in their same community five years from now. About one in three (31%) younger Millennials – and 27 percent of older Millennials – have considered moving to a metro area within the past two years. Of those who have considered a move, most say it was to pursue job opportunities.

#### Do Not Expect to Live In Their Community Five Years From Now



#### Considered Moving to Larger City or Metropolitan Area Within Past Two Years



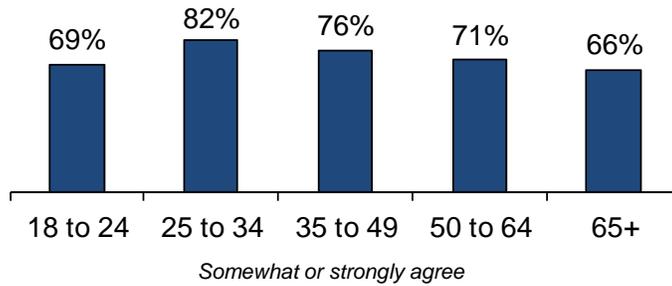
### Main Reason for Considering a Move

Age					
	18-24	25-34	35-49	50-64	65+
Job opportunities	42%	52%	53%	32%	27%
Quality of life	38%	34%	37%	48%	43%
Educational opportunities	14%	1%	4%	3%	0%

■ Top reason within age group

While some negativity still is prevalent about the current state of their communities, optimism runs highest with older Millennials regarding overall quality of life, with more than four in five feeling that it will improve over the next five years.

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



Millennials are less likely than older rural Minnesotans to feel supporting political candidates who actively address rural issues is very important.

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

