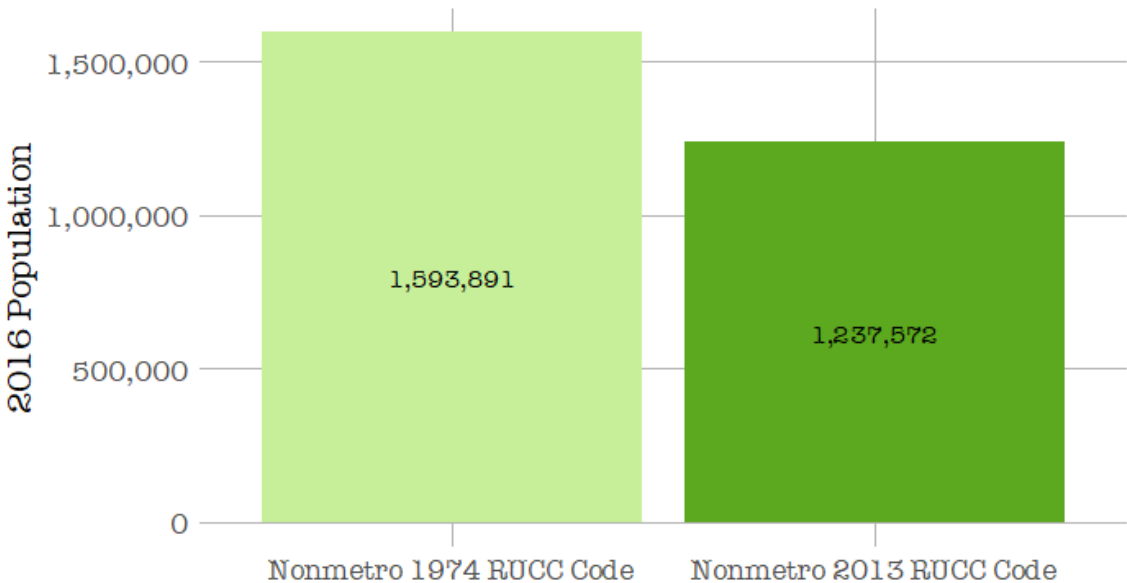


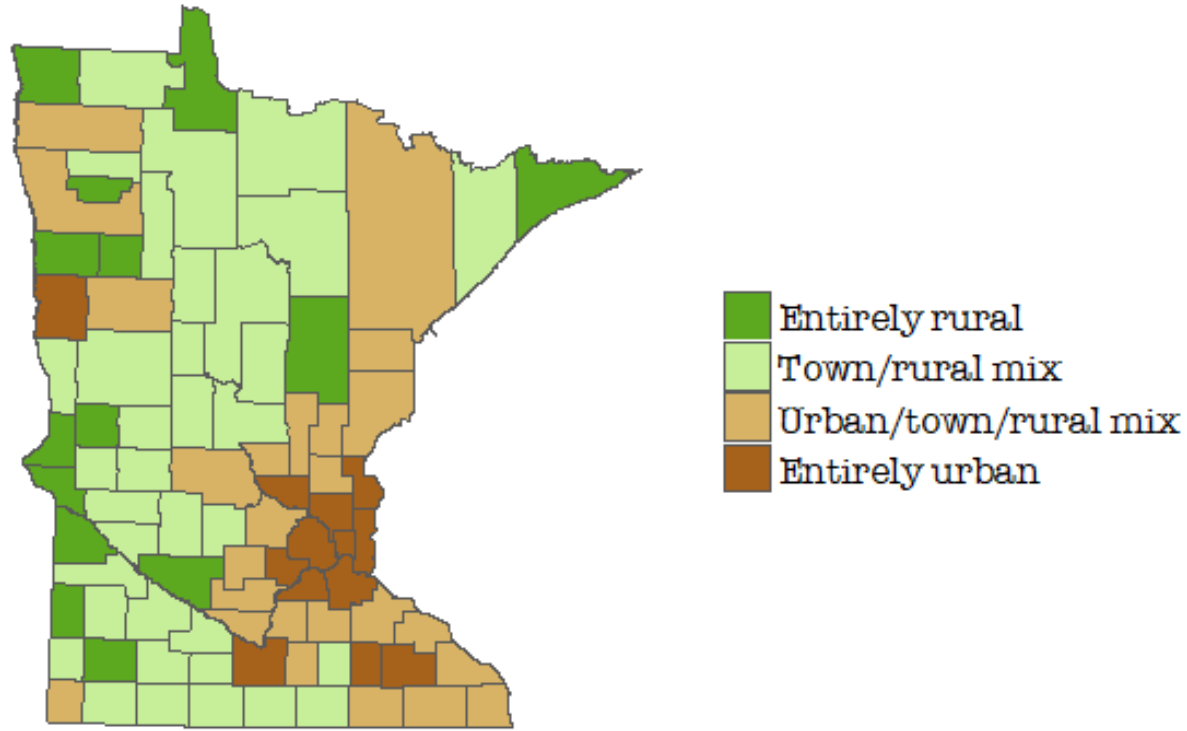
The State of Rural, 2018

AN ECONOMIC AND DEMOGRAPHIC UPDATE ON RURAL MINNESOTA



Source: USDA - Economic Research Service

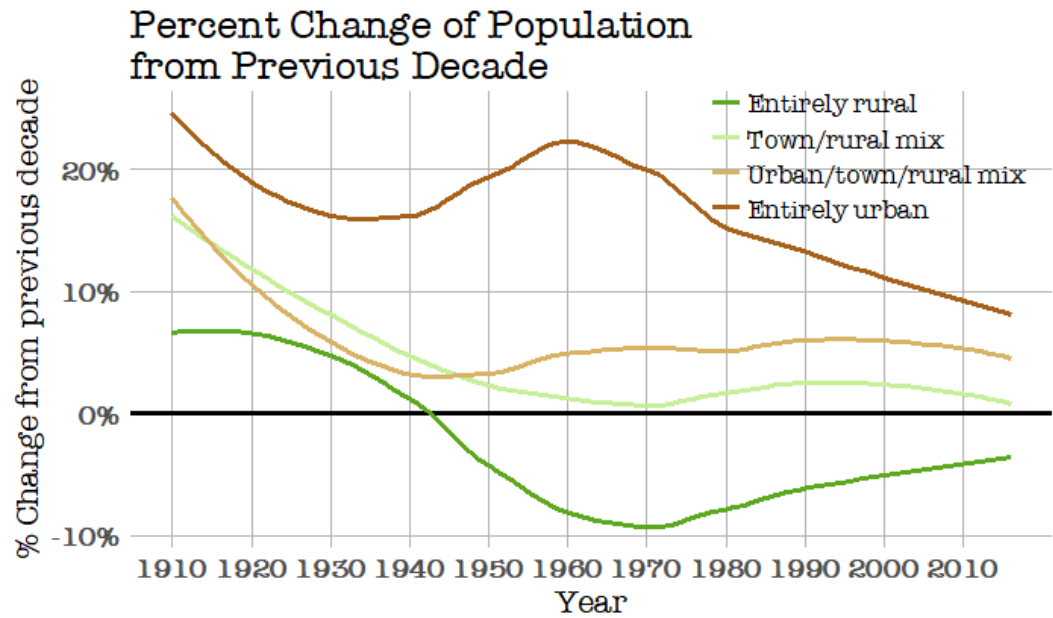
Definitions affect statistics



Source: MN State Demographer

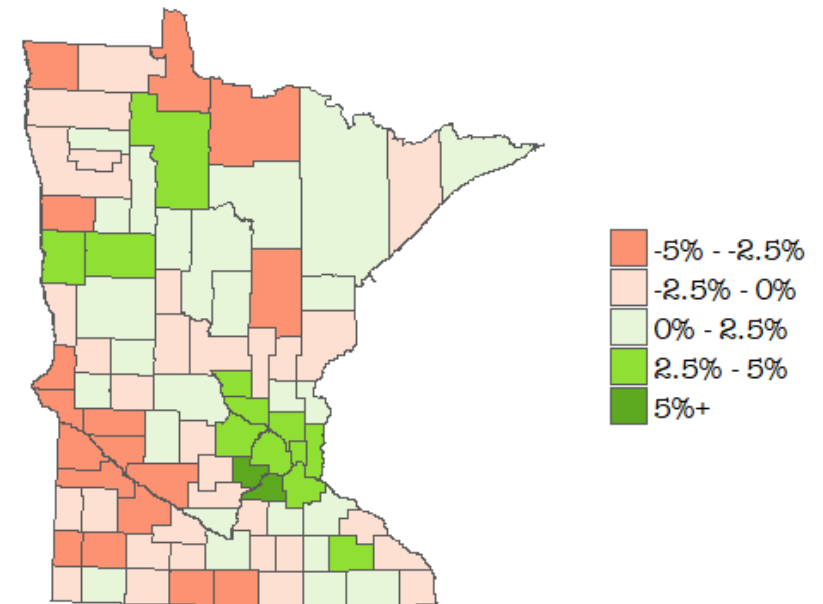
Defining rural: Using the State Demographer's categories

Population change becoming less intense

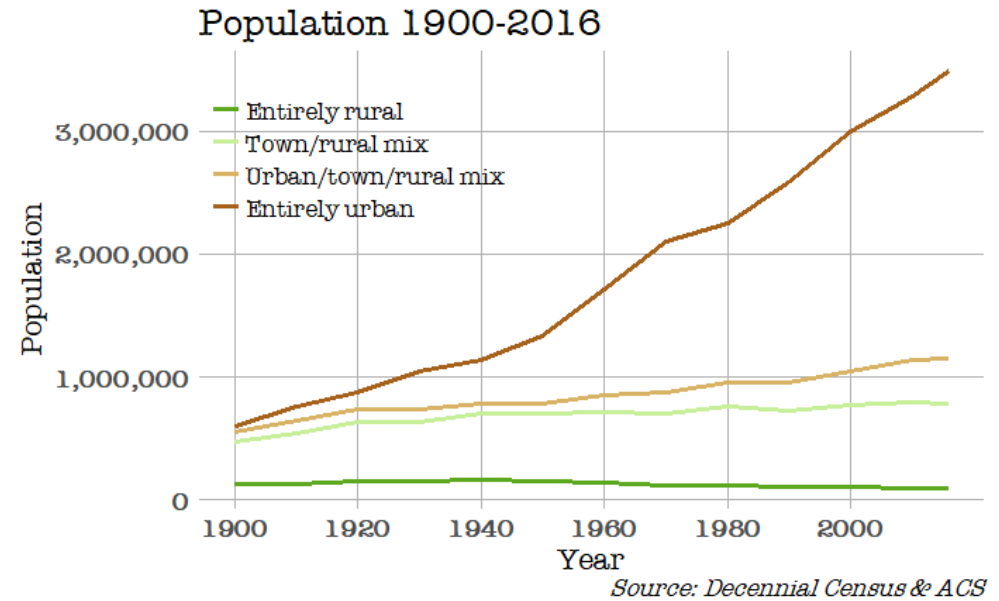
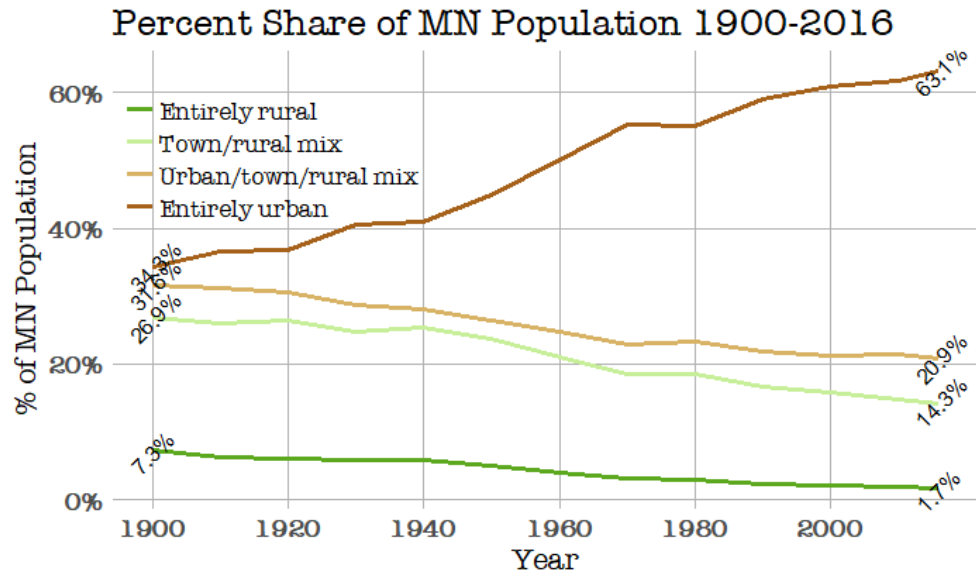


Source: Decennial Census & ACS.

% of Population Change 2010 - 2016

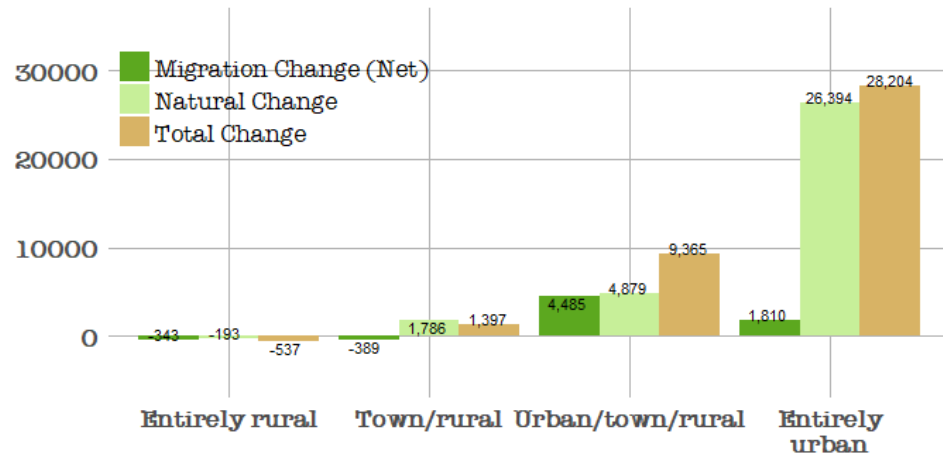


Share of population becoming increasingly rural



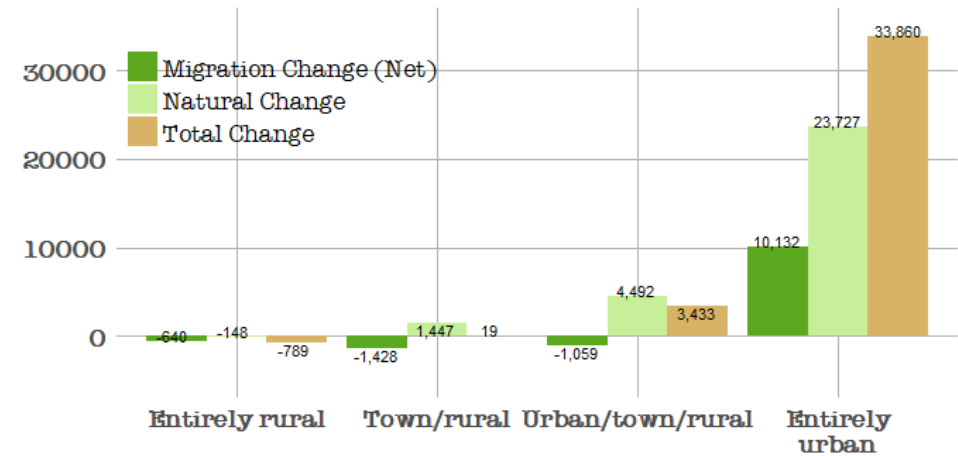
Migration to urban areas may be intensifying

Annual total population change by components of change 2000-2010



Source: U.S. Census Population Estimates

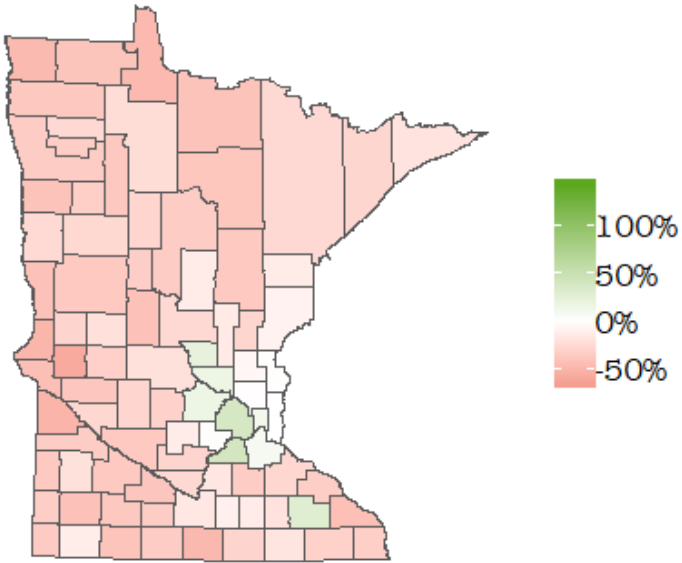
Annual total population change by components of change 2010-2016



Source: U.S. Census Population Estimates

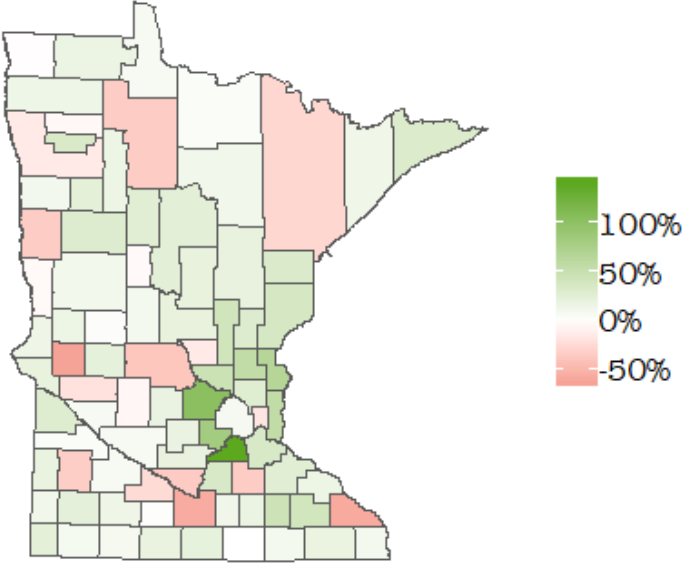
Migration opportunity for rural areas

Migration: % Higher or Lower of Expected
25- to 29-Year-Olds, 2010



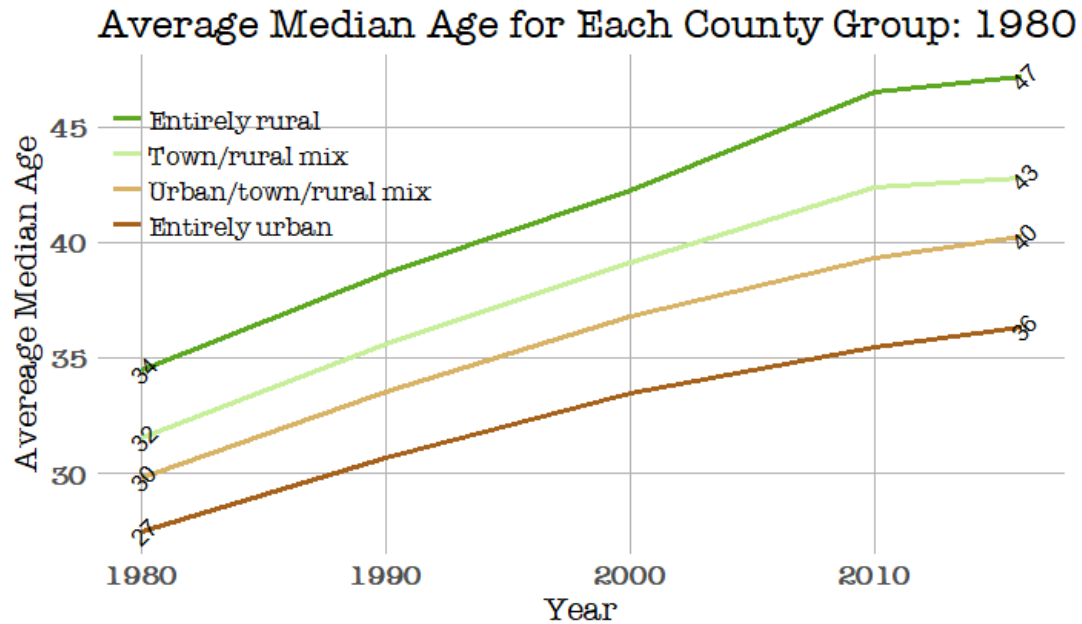
Source: Decennial Census

Migration: % Higher or Lower of Expected
30- to 34-Year-Olds 2010



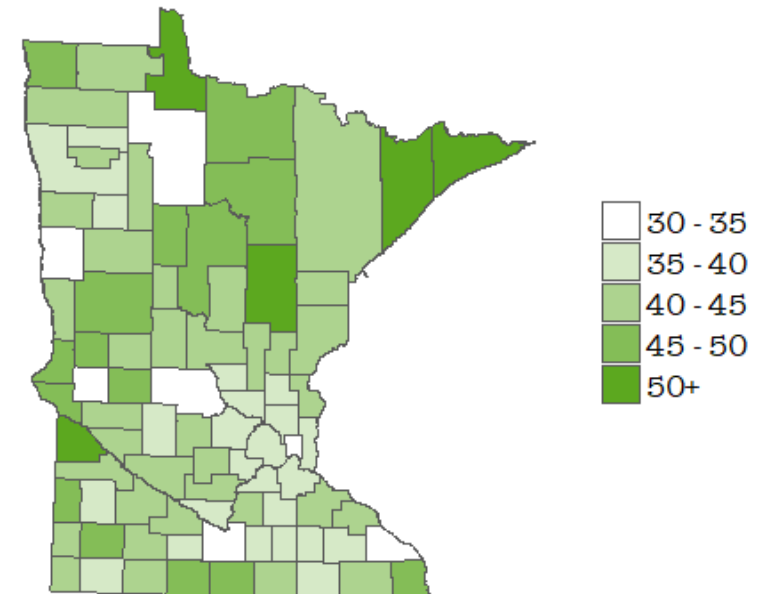
Source: Decennial Census

Minnesota is aging, rural areas a bit faster



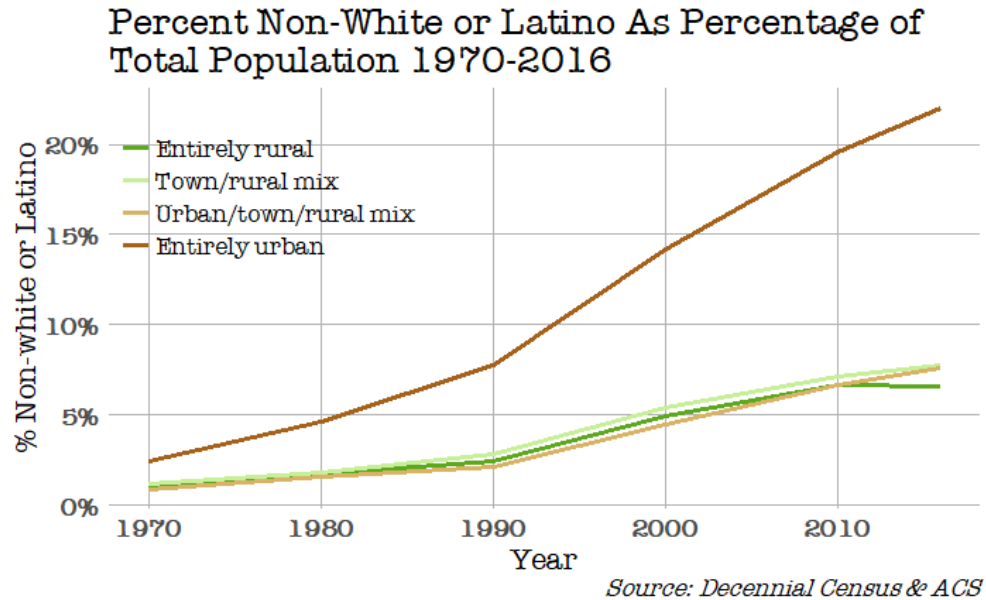
Source: Decennial Census & ACS

Median Age 2016

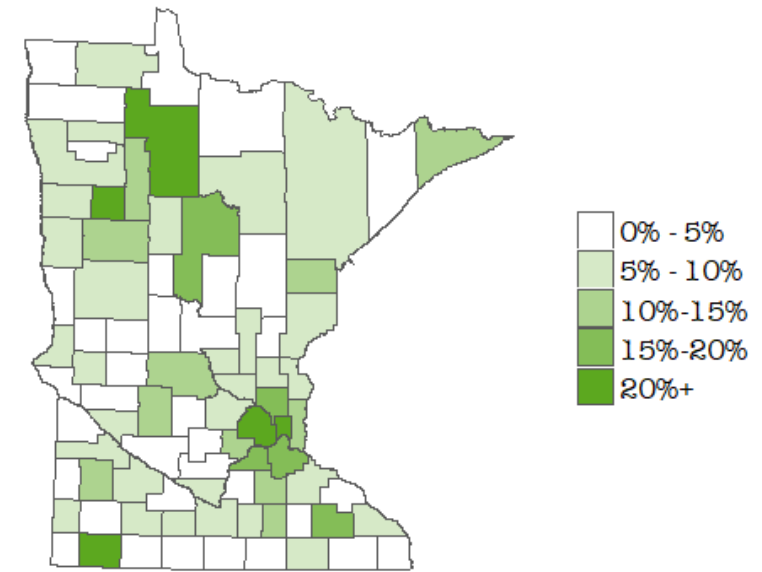


Source: Decennial Census & ACS

Nonwhite and Latino population growth concentrated in urban counties

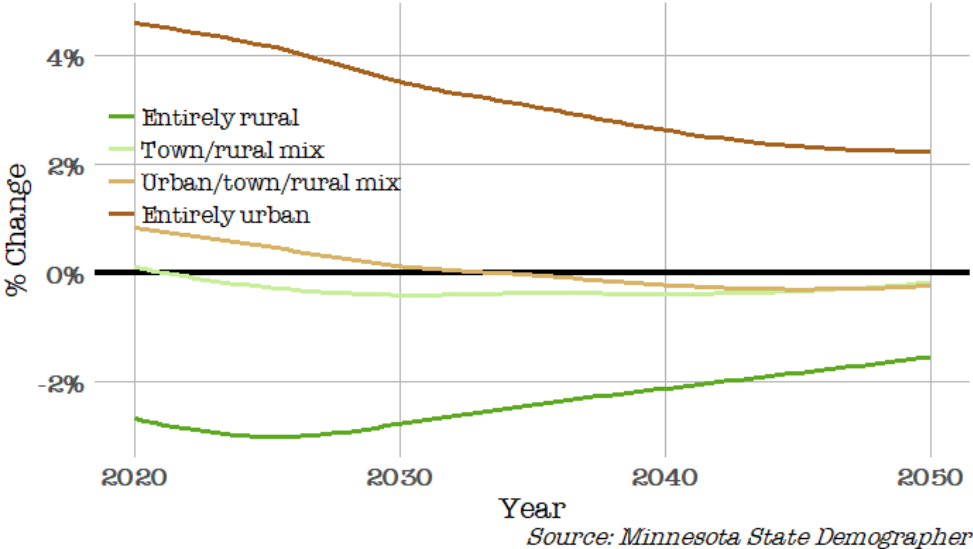


% Nonwhite or Latino 2016

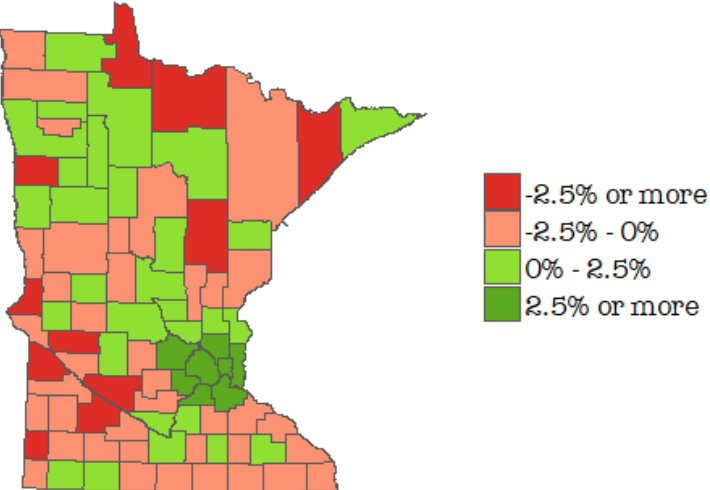


Migration and immigration trends mean population declines in rural areas

Decade-to-Decade % Change 2016 - 2050

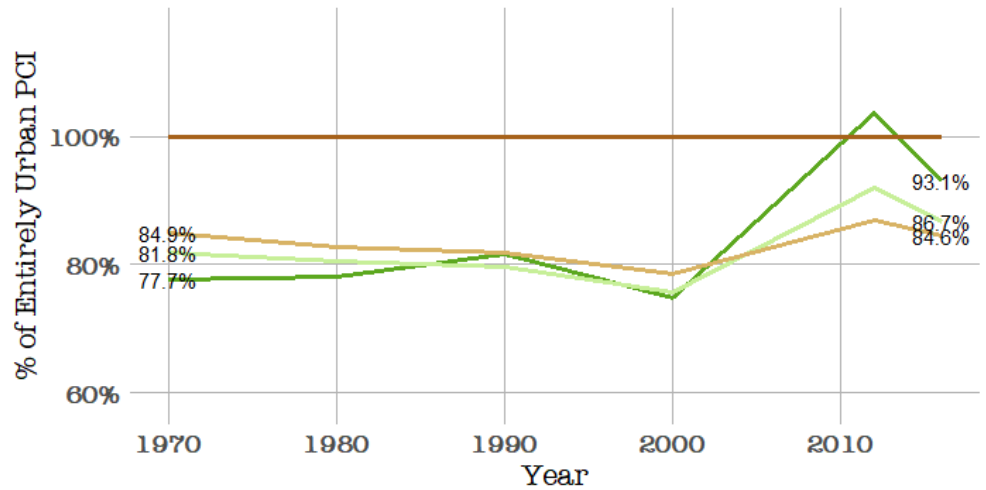


Average Decade-to-Decade % Change in Population Projections 2016 - 2050



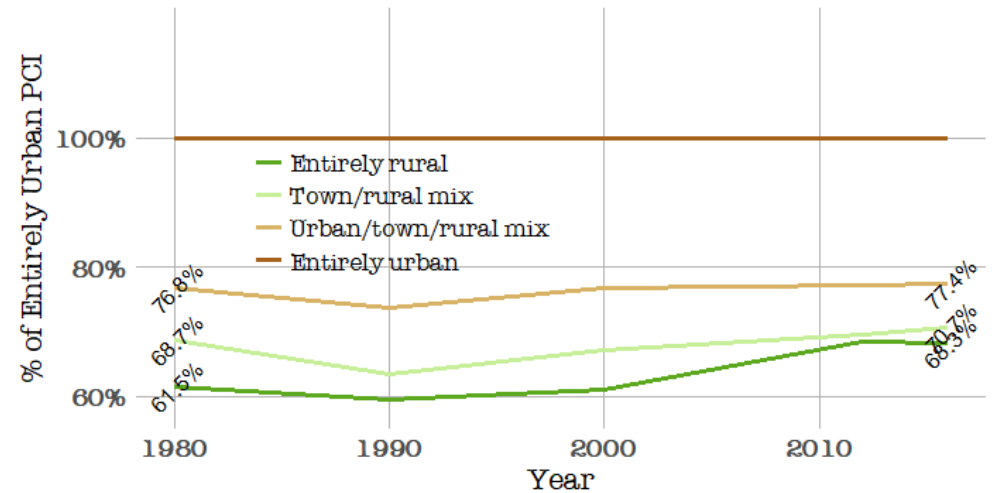
Incomes improving in rural areas

Per Capita Income as a Percentage of Entirely Urban Counties



Source: Bureau of Economic Analysis

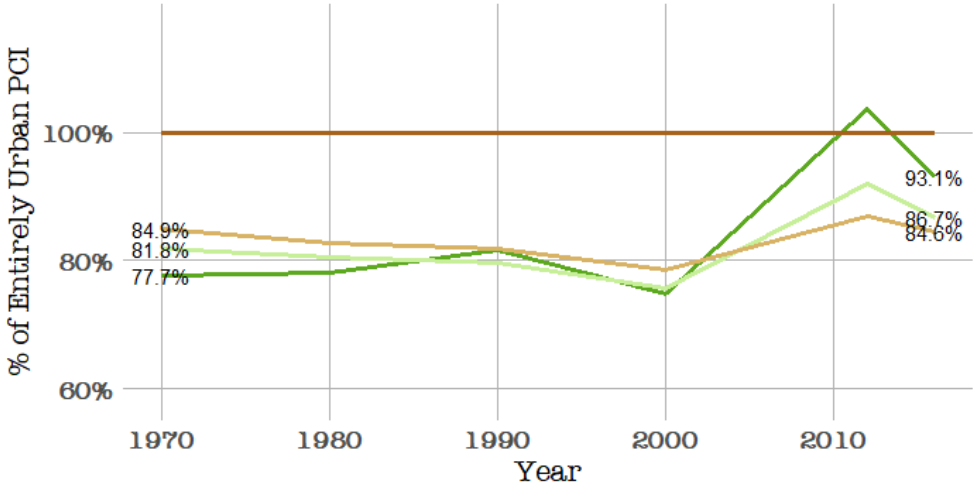
Median Household Income as a Percentage of Entirely Urban Counties



Source: MN DEED

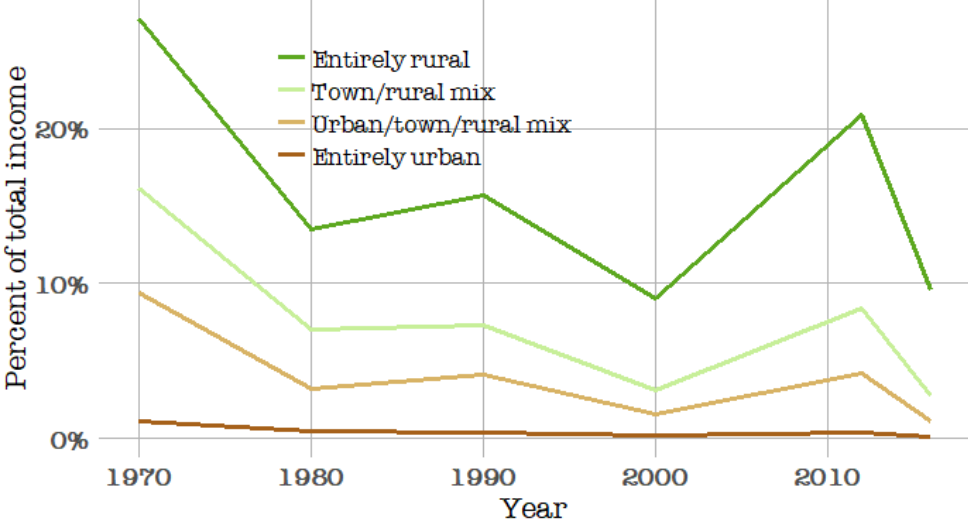
Farm income drives per-capita income

Per Capita Income as a Percentage of Entirely Urban Counties



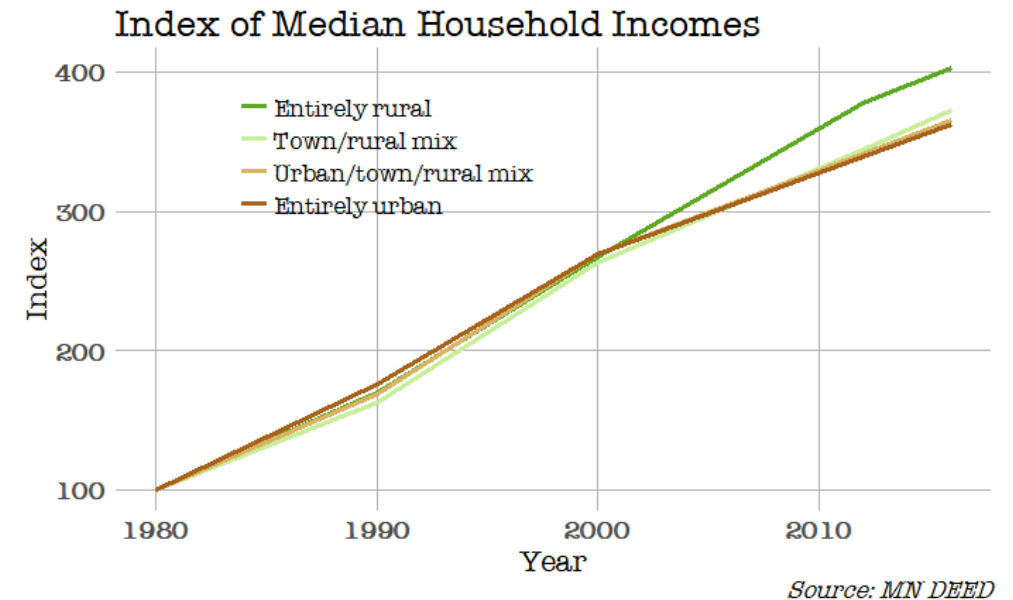
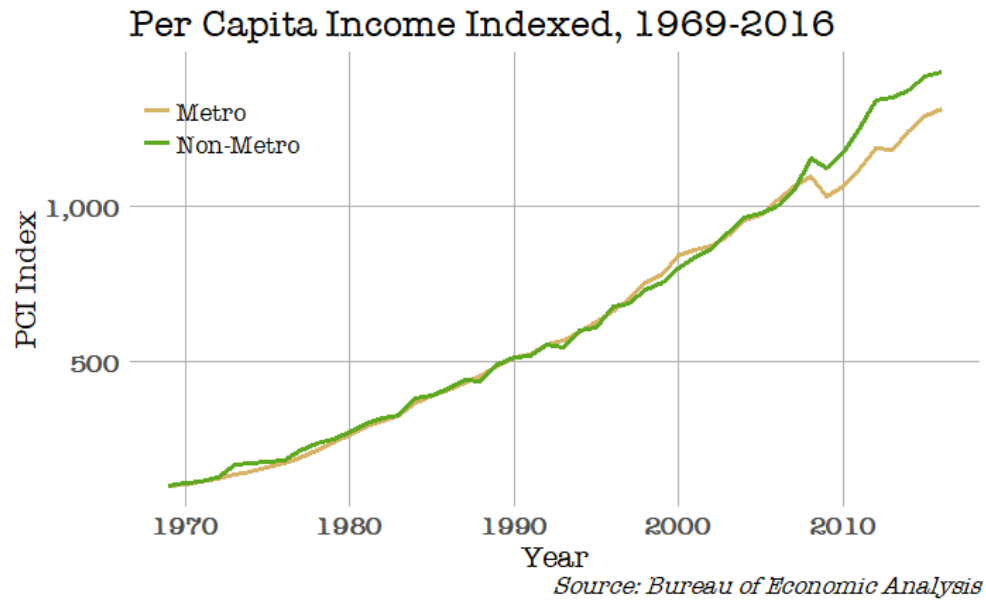
Source: Bureau of Economic Analysis

Farm Income as a Percent of Total Income

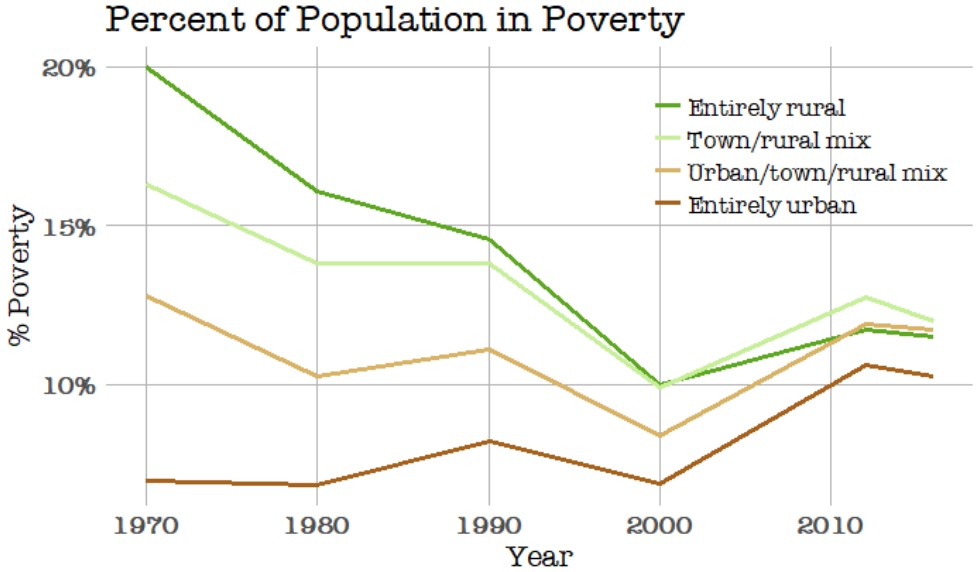


Source: Bureau of Economic Analysis

Rural areas experienced most growth in incomes since 1970

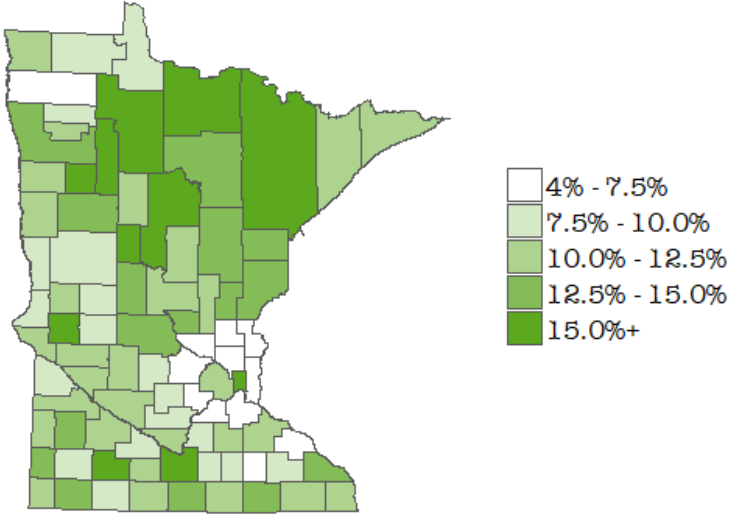


Poverty rates recovering from 2000s



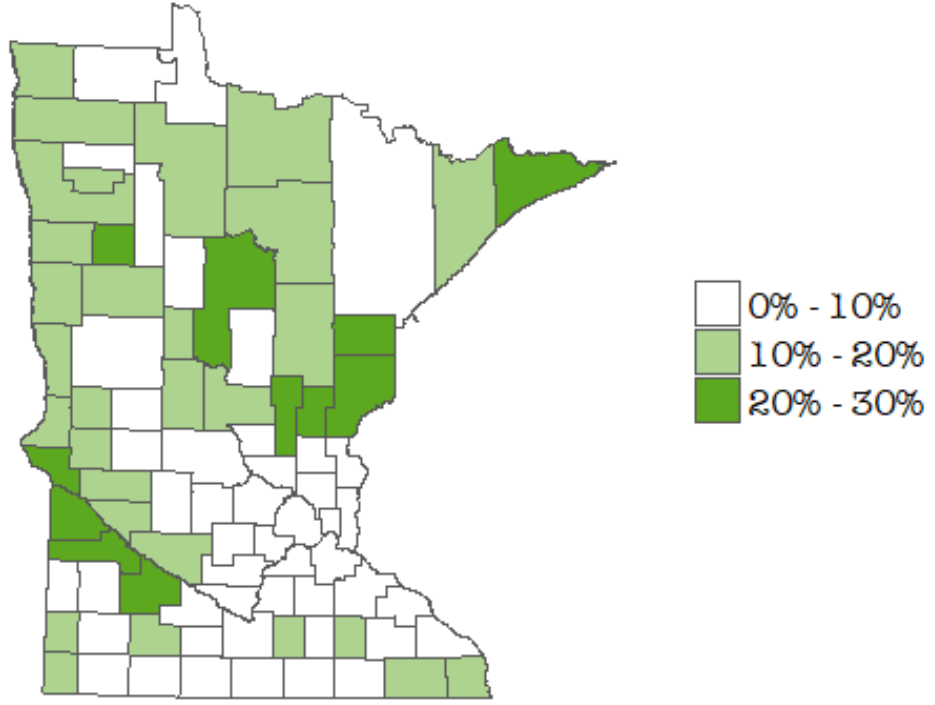
Source: Decennial Census & ACS

Percent of Population in Poverty, 2016



Source: ACS (2012 & 2016 5 Year)

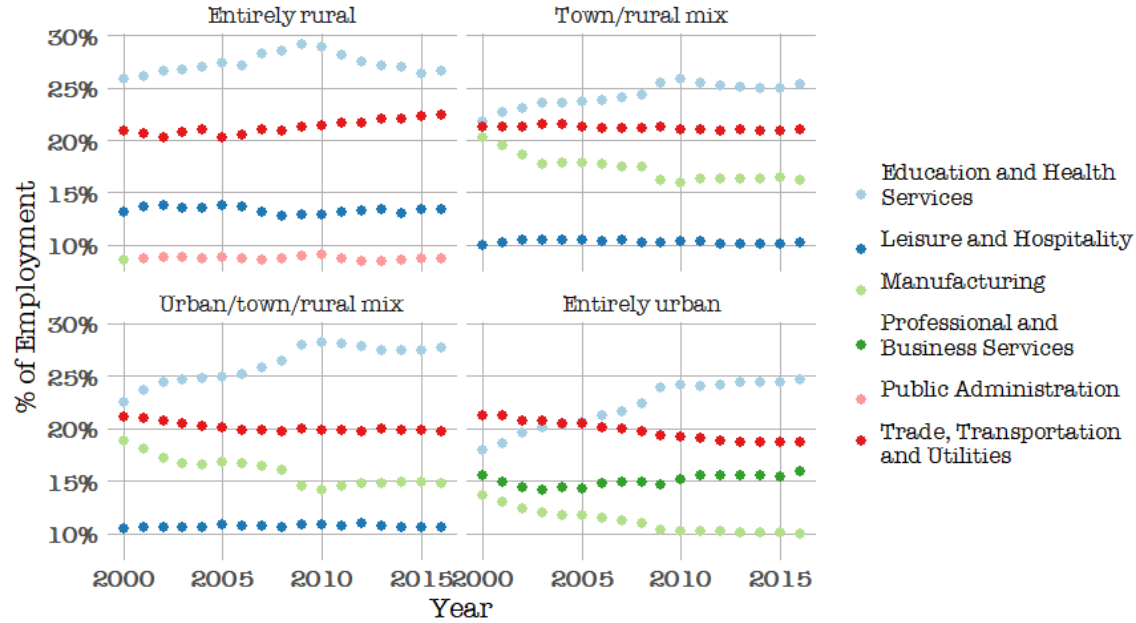
Percent Employed by Government 2016



Source: MN DEED

Government continues to be a significant employer for rural areas

Percent of Employment by Industry 2000 - 2016

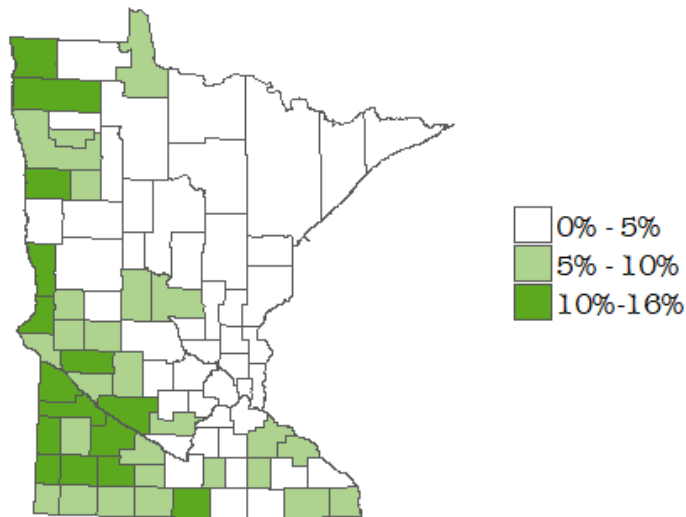


Source: MN DEED

Top employers are similar across Minnesota

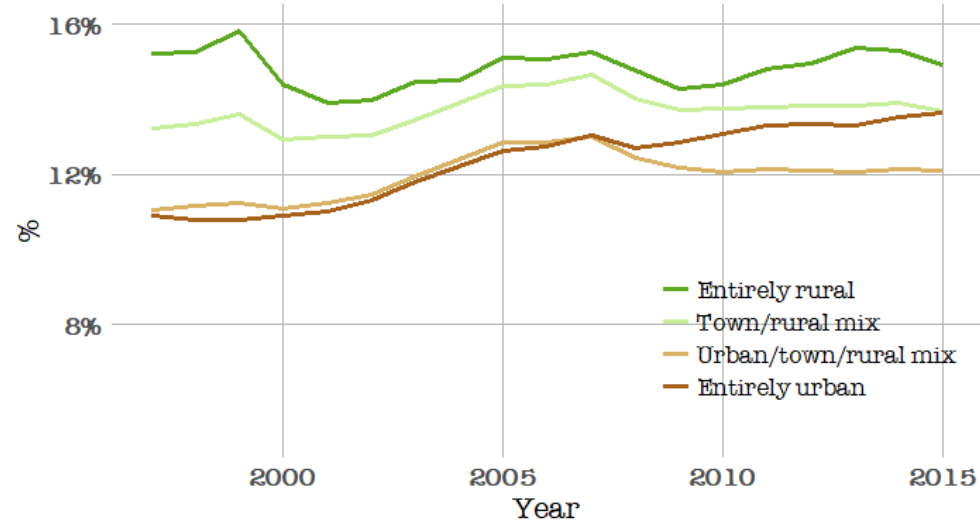
Other significant areas of employment

Percentage of Workforce Employed by the Ag Related Industry, 2016



Source: ACS (2016 5-Year)

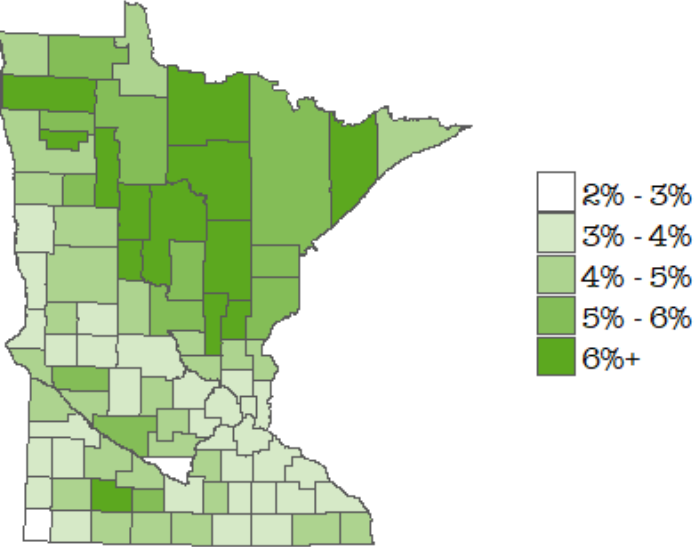
Percent of Workforce as Non-Employer



Source: U.S. Census Bureau - Nonemployer Statistics

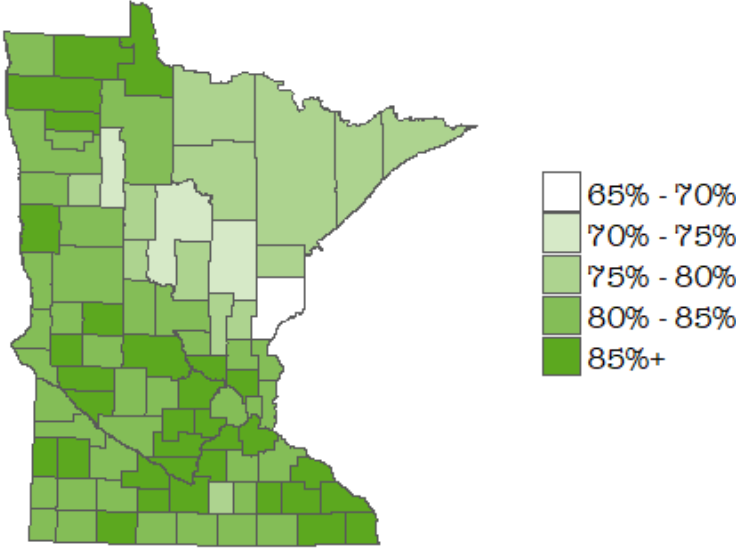
Unemployment & labor force participation: A story of two halves

Annual Unemployment Rate 2016
(Minnesota Rate = 3.8%)



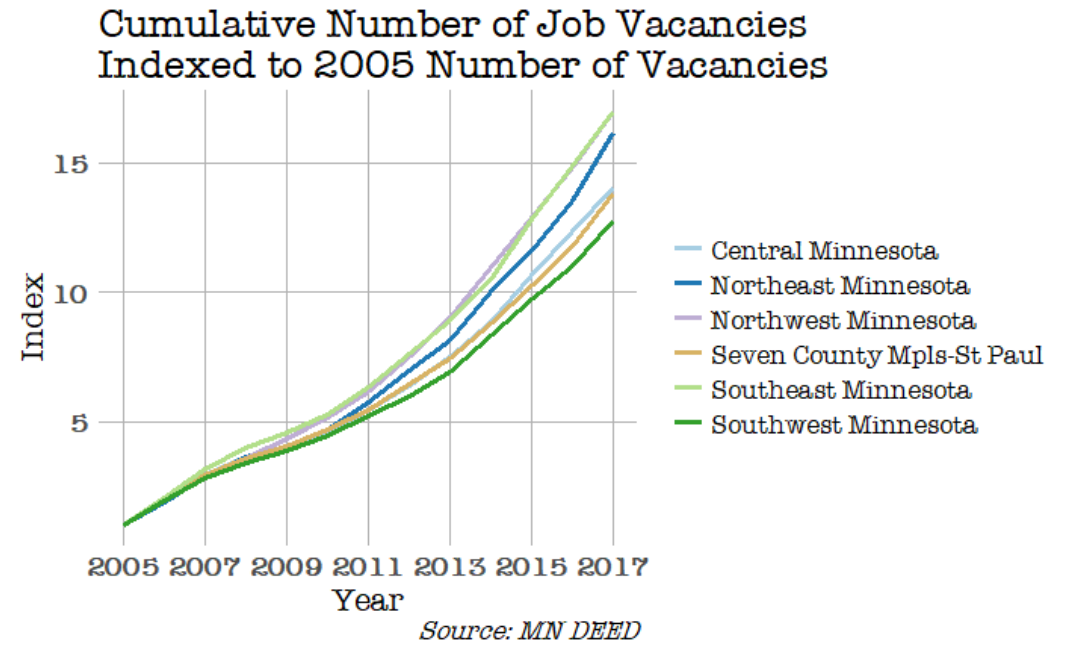
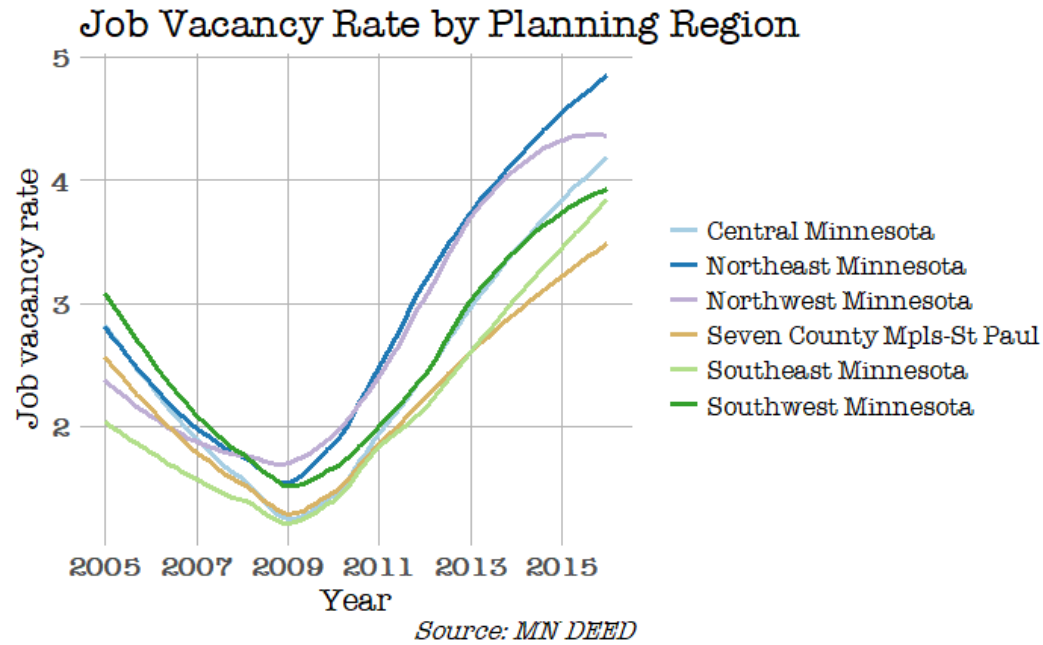
Source: MN DEED

% of 25 - 64 Participating
in the Labor Force, 2016

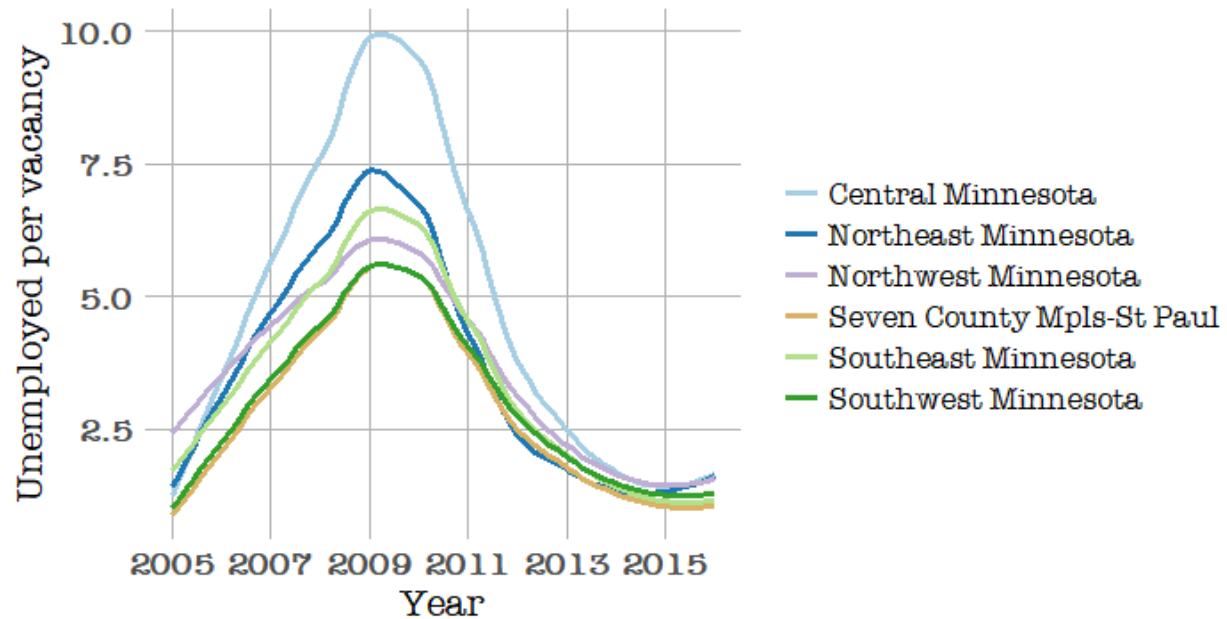


Source: Decennial Census & ACS

Job vacancies increasing



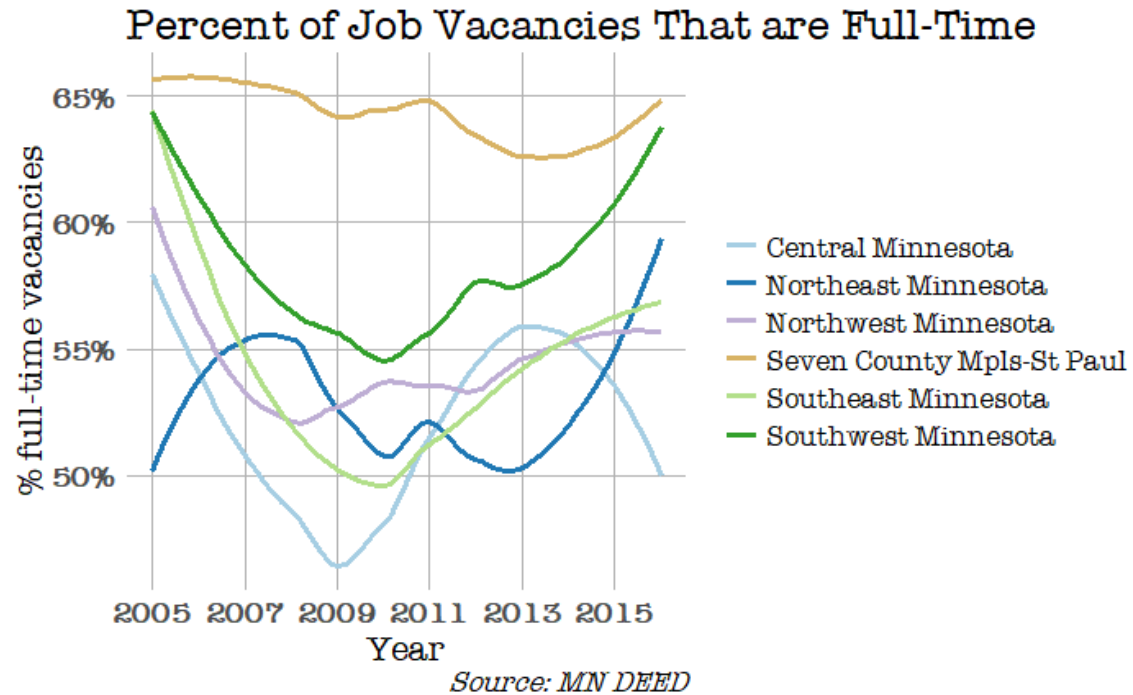
Unemployed per Job Vacancy by Planning Region



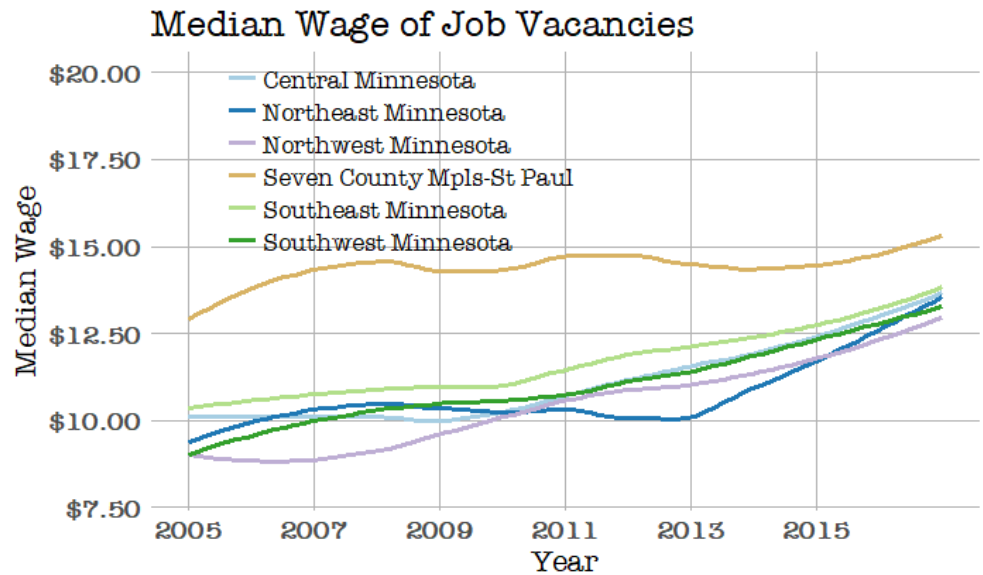
Source: MN DEED

Labor force pool
is limited

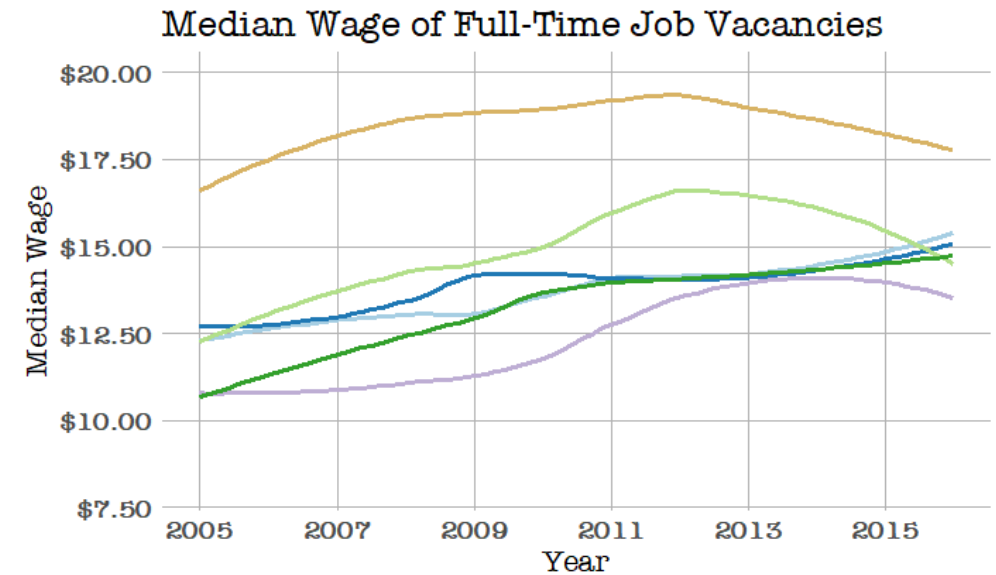
Percent of
vacancies listed
as full time has
not recovered to
2005 levels



Median wages of vacancies are increasing



Source: MN DEED



Source: MN DEED

Summary of Trends

- The share of Minnesota's population is increasingly urban. That trend may be intensifying due to migration trends and lack of immigration.
- Rural incomes continue to improve relative to urban incomes.
- Southern Minnesota has lowest unemployment rates while northern Minnesota has the highest.
- Southern Minnesota has some of the highest workforce participation rates while northern Minnesota has some of the lowest.
- Job vacancies are increasing due to growing economic activity and retirements.
- Wages for these vacancies are rising, closing the gap between Greater Minnesota and the Twin Cities.