

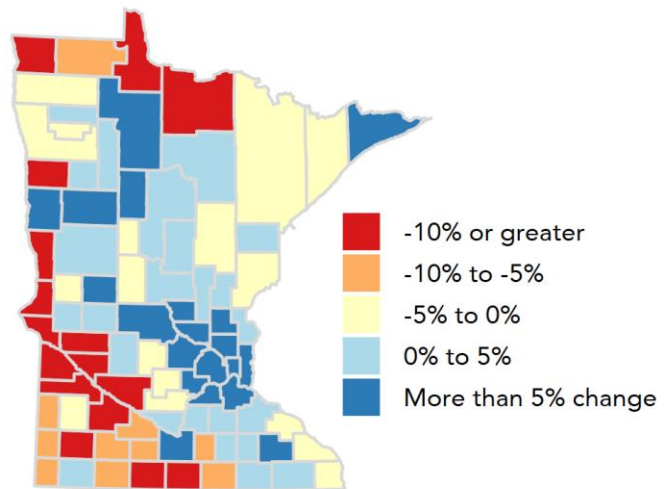
State of Rural 2020

An economic and demographic update

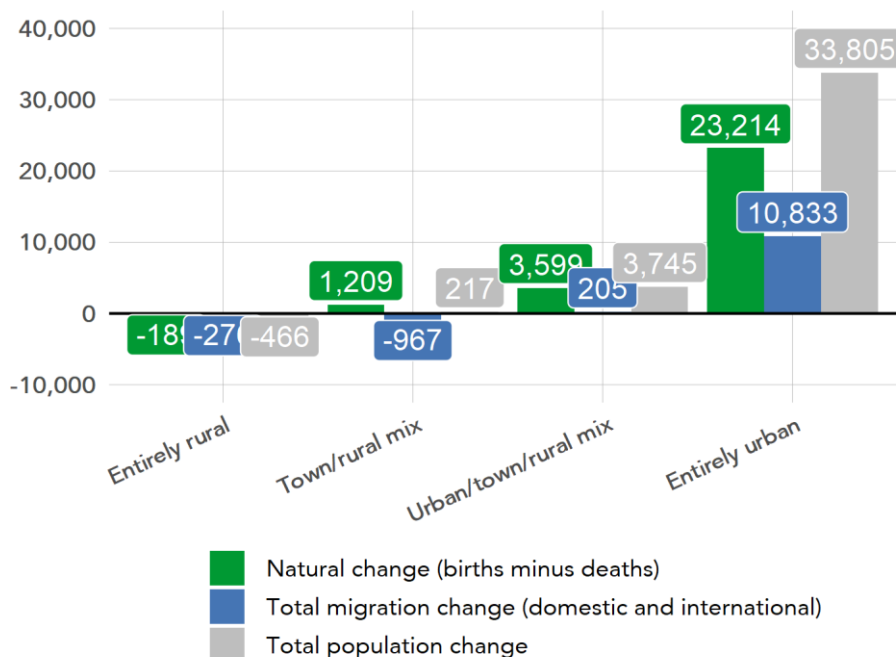
% change in population since 2010

Population Change

Population growth in Greater Minnesota is concentrated in larger metropolitan-designated counties such as Blue Earth, Stearns and Olmsted, the north central counties of Itasca, Cass and Hubbard, and in counties where there is a concentration of non-white populations, such as Kandiyohi and Mower.



Average annual components of population change, 2010 to 2019



Meanwhile, the most urban areas of the state, including the Twin Cities, have seen a significant increase in annual population gains compared to the previous decade, primarily due to a significantly larger international migration into these areas. Unless a similar trend of either growing domestic or international in-migration is seen in rural areas, most of rural areas of Minnesota is projected to continue losing population over the next 20 to 30 years.

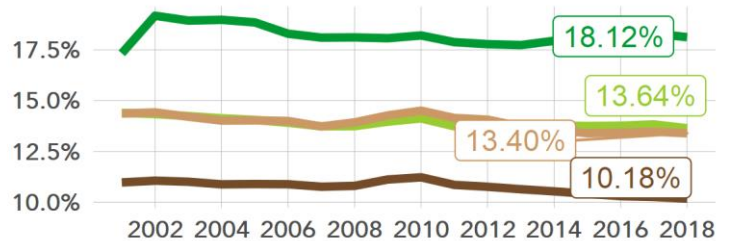
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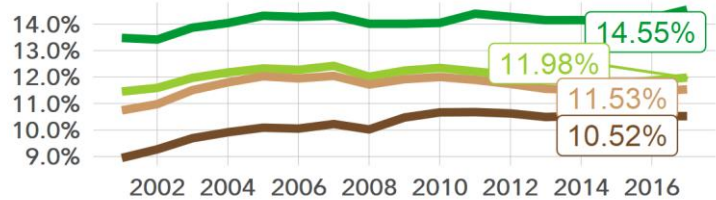
Economic Vitality

There are few significant differences in employment when comparing urban and rural areas. Education and health services along with trade, transportation, and utilities employ nearly 50% of the labor force in most of our counties, no matter how rural. Rural counties, however, have a higher percentage of people employed in agriculture and government jobs or are self-employed, while the Twin Cities area has a significant share of people employed in the professional and business services sector, such as management of companies, legal advice and representation and accounting.

Percentage of jobs in government

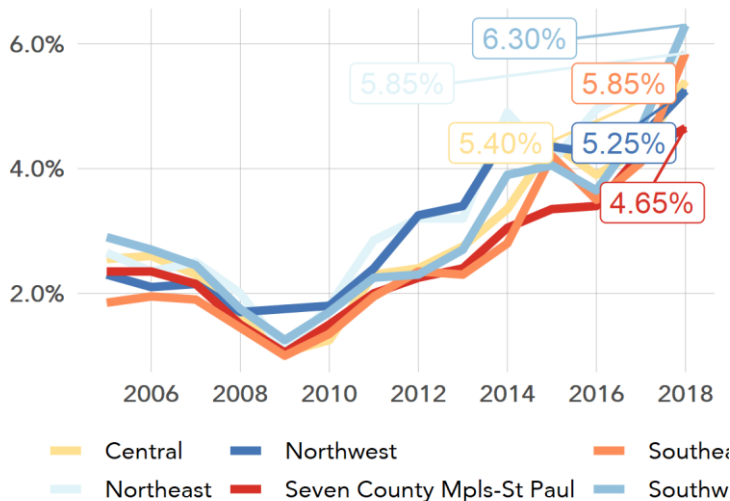


Non-employers/self-employed as a percentage of total jobs



■ Entirely rural ■ Urban/town/rural mix
■ Town/rural mix ■ Entirely urban

Job vacancies as a % of employment



There continues to be significant opportunity for employment in regions outside of the Twin Cities seven-county metro. The highest job vacancy rates and largest increases in wages for job vacancies have occurred in Greater Minnesota.