

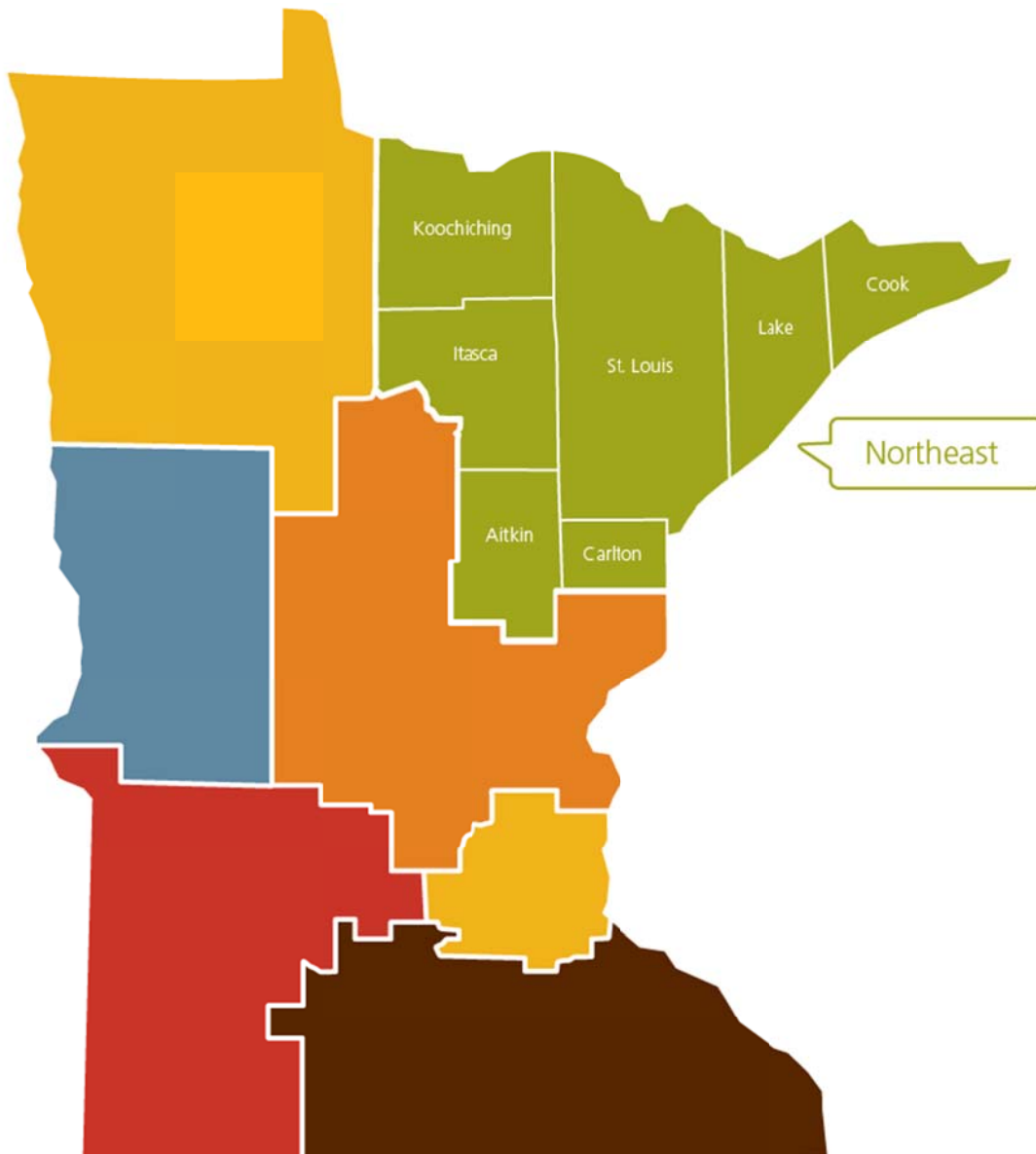


RURAL PULSE™ SNAPSHOT: NORTHEAST MINNESOTA

Rural Pulse™ is a research study commissioned by the Grand Rapids-based Blandin Foundation to gain a real-time snapshot of the concerns, perceptions and priorities of rural Minnesota residents. This initiative was last conducted in 2013 and has served to identify trends within significant, complex subject areas including the economy, education, employment and quality of life.

In completing this comprehensive research study, 1,144 telephone interviews were conducted with rural Minnesotans. The full report can be found at www.RuralPulse.org.

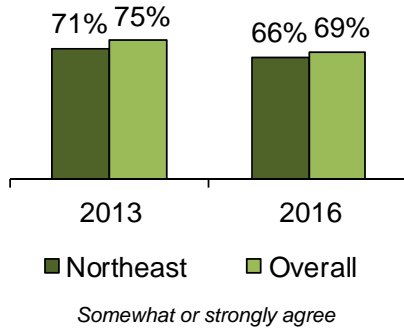
To provide a localized perspective, study findings for Northeast Minnesota are included in the following pages and contrasted with overall rural Minnesota responses.



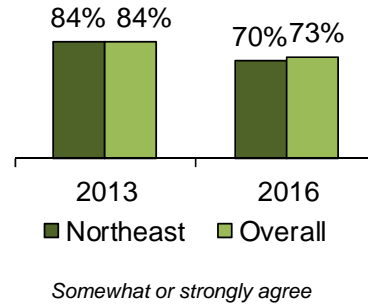
While many residents in rural Minnesota feel positive about their community, that sentiment has declined compared to 2013.

Two-thirds of residents in Northeast Minnesota feel their community is vibrant, and seven in 10 believe that regional communities are resilient and able to recover from difficult situations. The Northeast region experienced a significant decline from 2013 in belief that they are able to contribute to their community's future, although three in four still feel they can make a positive impact.

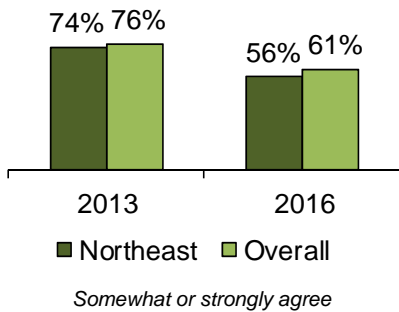
Community is a Vibrant Place to Live and Work



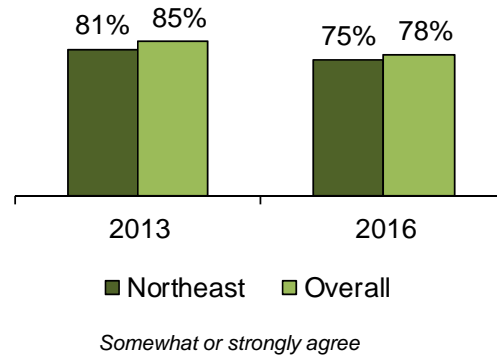
Community is Strong, Resilient and Able to Recover from Difficult Situations



Feel Ownership of Community and Ability to Contribute to Its Future

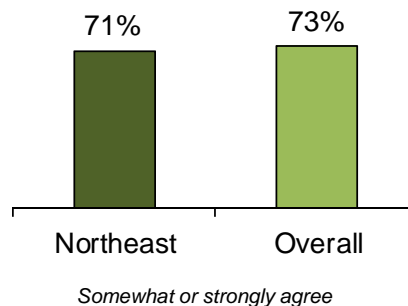


Able to Make a Positive Community Impact



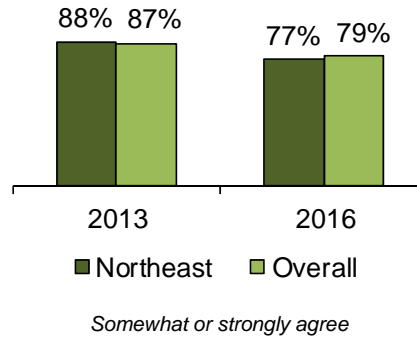
About seven in 10 feel their community works together cohesively.

Community Works Together Effectively to Address Local Issues

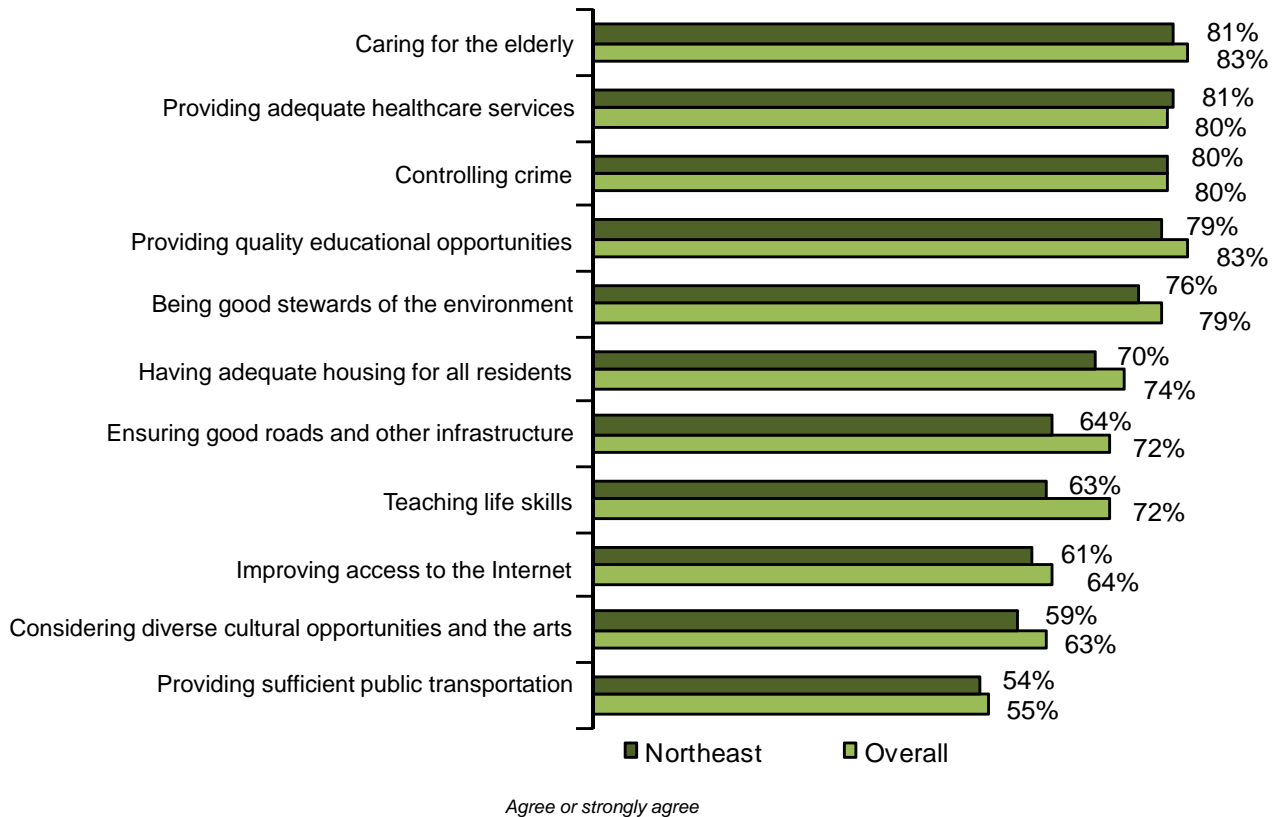


More than three in four in the Northeast region feel that access to basic community services is equal for all residents – a decline from 2013 findings. Service areas of greatest concern are improving internet, diverse cultural and arts, and public transportation.

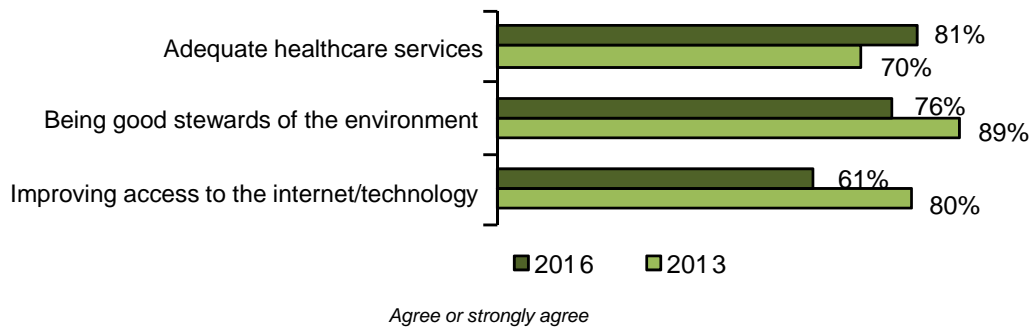
Equal Access to Essential and Basic Services



Community is Doing a Good Job

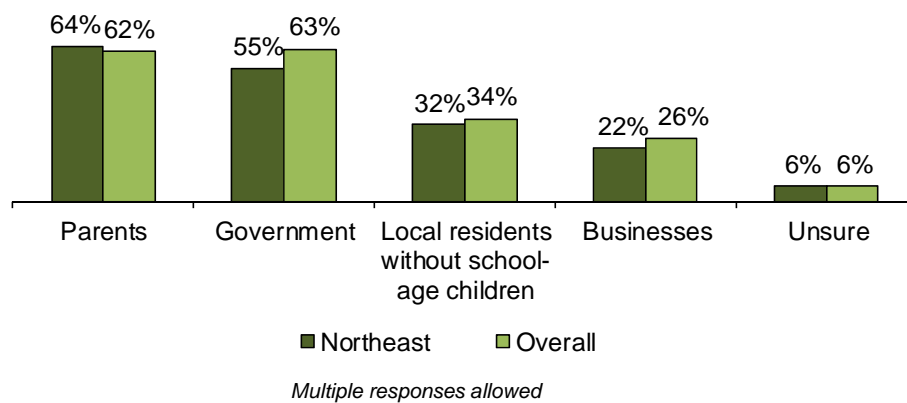


**Northeast Region:
Community is Doing a Good Job**



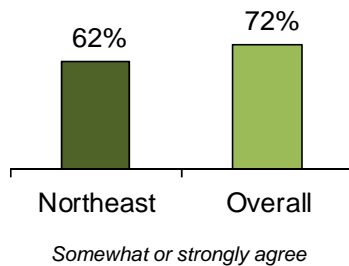
Most people in the Northeast feel parents are responsible for educational opportunities, though many believe the government should hold obligation for such.

Who Is Responsible for Ensuring Adequate, Quality Educational Opportunities

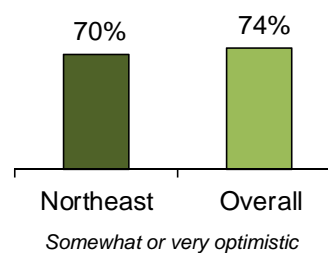


It is the least likely region to feel quality of life will improve within the next five years; however, seven in 10 are optimistic about their community's future.

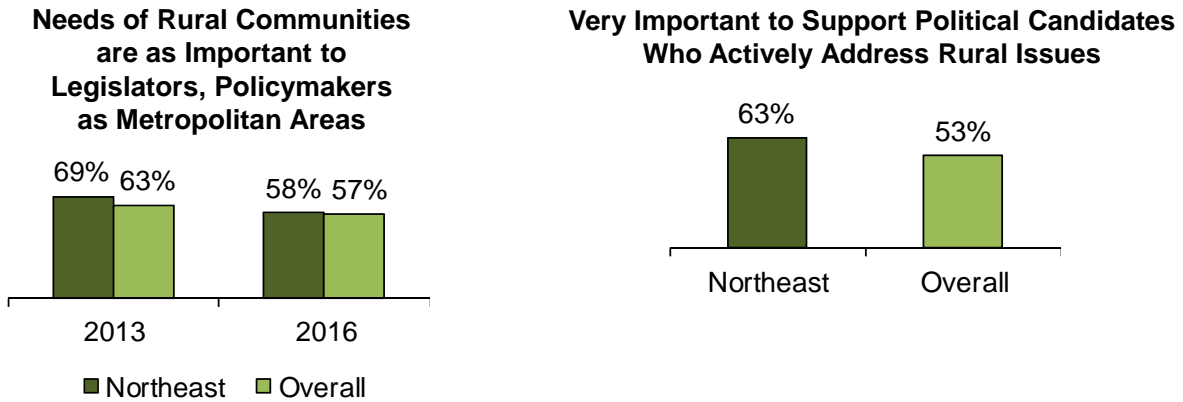
Quality of Life Will Improve Over Next Five Years



Optimistic About Future of Their Community

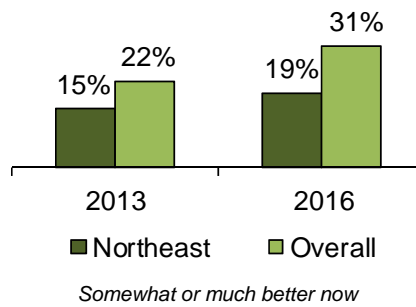


Many residents in the Northeast have concern that the needs of rural communities are not important to lawmakers. It is the most likely region to feel supporting political candidates who address rural issues is of high importance.



It is the least likely region to feel the local economy has improved within the past year.

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



The perception in Northeast Minnesota is that there has been little improvement to the economy, as concerns about jobs still top the priority list. The most critical issues to address in the Northeast region are said to be growing local job opportunities, attracting new business, educational opportunities and crime.

Most Critical to Your Community

Northeast

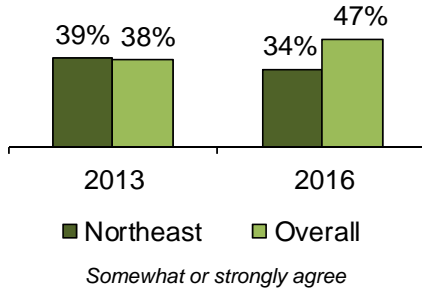
1. Growing local job opportunities
2. New business
3. Education
4. Crime

Overall

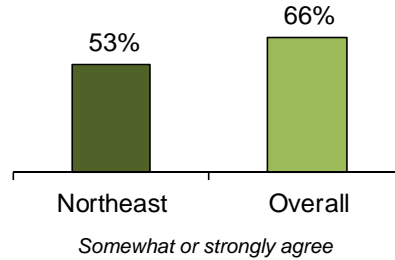
1. Growing local job opportunities
2. New business
3. Crime
4. Education

The Northeast is the most likely region to believe there are insufficient living-wage jobs (66%), that regional communities do not maintain/grow job opportunities (39%) and that there are not enough new businesses being started locally (49%).

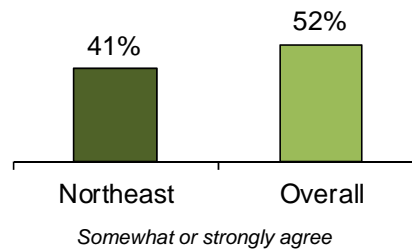
Adequate Number of Jobs that Pay Household-Supporting Wages



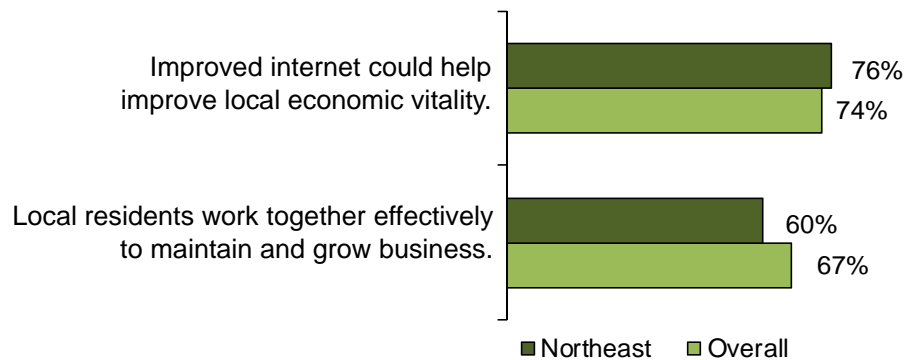
Community Successfully Maintains and Grows Job Opportunities



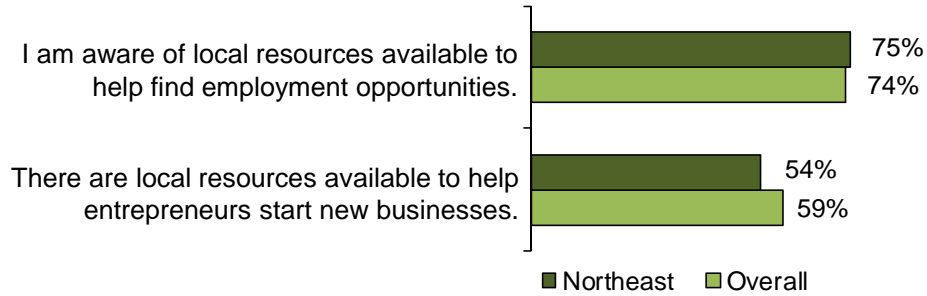
Community Sufficiently Attracts New Businesses



Three in four believe improved internet could assist local economy. While many are aware of local resources to help find employment, there is belief that resources to help start new businesses are lacking.

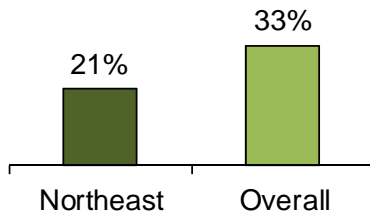


Awareness of Job Growth Resources

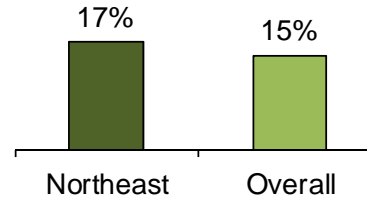


Northeast residents are the least likely to say that their household income has increased over past year. Seventeen percent say they have experienced a job loss within their household.

Household Income Has Increased Over Past Year

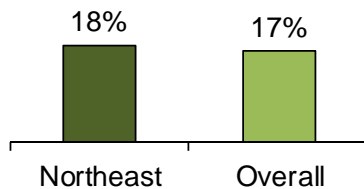


Someone in Household Lost a Job Over Past Year

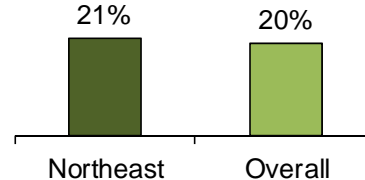


Eighteen percent do not expect to live in their same community five years from now, and 21 percent have considered moving to a larger city. Most say job opportunities are the motivating factor for considering migration, followed by quality of life.

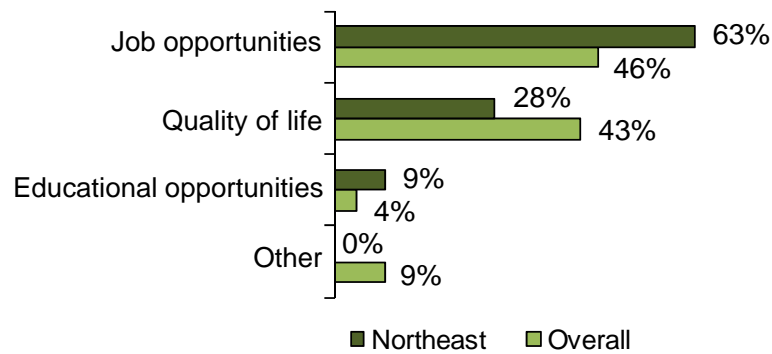
Do Not Expect to Live in Their Community Five Years From Now



Considered Moving to a Metro Area Within Past Two Years

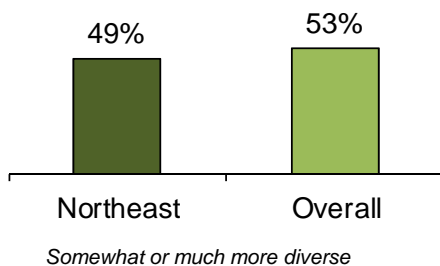


Main Reason for Considering a Move

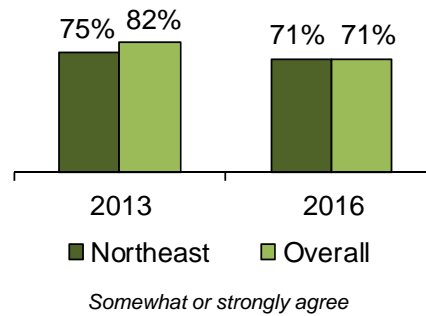


About half of residents in the Northeast feel the population has become more diverse in recent years, and seven in 10 believe their communities are welcoming and embrace differences such as ethnicity, sexual orientation, religion and nationality.

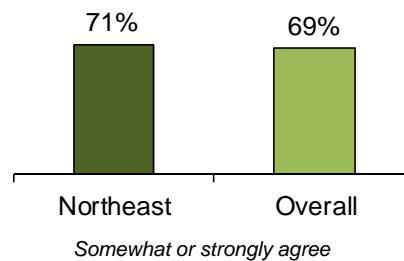
Population Has Become More Diverse Over Past Five Years



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

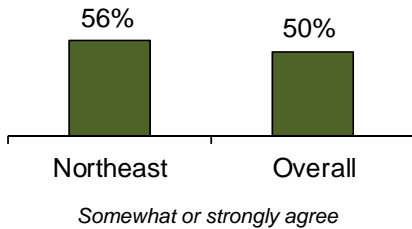


Community Accepts and Embraces Differences (e.g., Ethnicity, Sexual Orientation, Religion, Nationality)

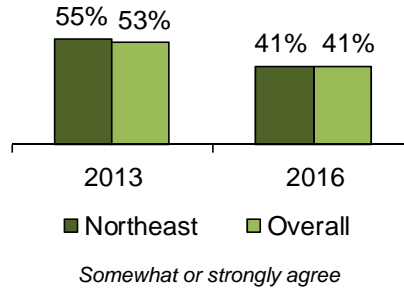


There is a perception that community leadership is not inclusive. Two in five say they have served in a leadership capacity, a significant decrease from 2013 findings. Twenty-seven percent say that they would definitely consider serving in leadership if asked.

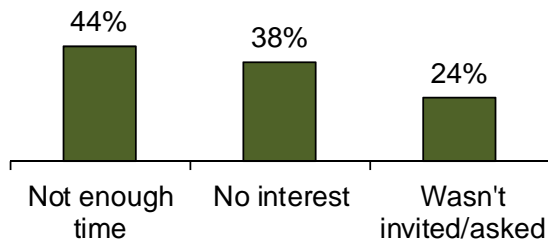
People From Diverse Backgrounds Fill Leadership Roles Within the Community



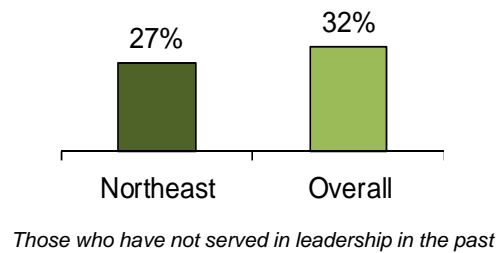
Served In a Community Leadership Role



Why Haven't Served In a Leadership Role



Would Definitely Consider Serving If Asked



For more information on Rural Pulse™ and to review the comprehensive, statewide report, visit www.RuralPulse.org. Additional questions on the community enrichment efforts of the Blandin Foundation can be directed to www.BlandinFoundation.org or 877-882-2257.