

Newcomers!

THE NEWCOMER TREND

THERE IS GROWTH IN THE 30 TO 44 AGE GROUP - THIS IN-MIGRATION INTO RURAL COMMUNITIES CAN BE JUST ABOUT EQUAL TO THAT OF THE OUT-MIGRATION OF YOUTH - THE "BRAIN DRAIN"

THESE PEOPLE ARE BRINGING CHILDREN AGED 10-17



Mobility

Between 1995 and 1999, 43% of Minnesota residents moved!

Nationally, 1990 and 1999, 2.2 million more Americans moved from the city to the country, than the reverse.

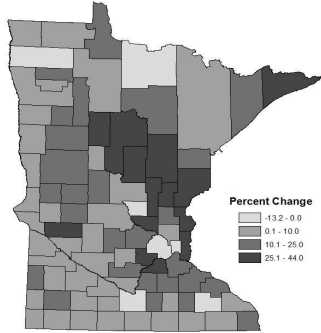
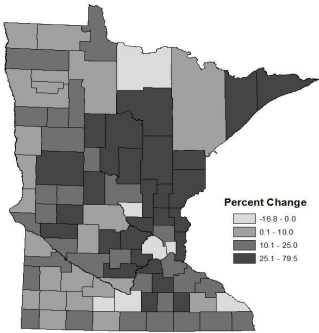
"Overall peoples rating of their community are not influenced in any significant way by whether they spend their whole life in their community or moved there from somewhere else."



..community ratings are linked to whether someone plans to stay in a community or move....

Cohort Population Change, 1990-2000
Age 35-39 in 2000

Cohort Population Change, 1990-2000
Age 40-44 in 2000



The counties in white are the ONLY counties that did not witness an in-migration with each age cohort.



Economic reasons appear to bring people to a region
Social factors bring people to a specific town.

Lifecycle Movement Decision Points



Americans are all over the map in their views about their ideal community type:

- 30% small town, 21% in a rural area
- 25% in a suburb, 23% in a city

By a ratio of more than three-to-one, Americans prefer living where the pace of life is slow, not fast. A similarly lopsided majority prefer a place where neighbors know each other well to one where neighbors don't generally know each other's business.

American Mobility: Who Moves? Who Stays Put? Where's Home? Pew Research Center. Dec. 29, 2008

SUMMARY

THE MOVEMENT OF PEOPLE IS CONSISTENT AND LARGE, IT'S NOT ALL ABOUT OUTMIGRATION.

THOSE MOVING TO RURAL AREAS ARE IN THEIR PRIME EARNING YEARS.

THIS MOVEMENT HAS OCCURRED WITHOUT A CONCERTED EFFORT TO RECRUIT OR ATTRACT THEM.

WHAT CAN YOU DO TO ATTRACT THEM?