

“Brain Gain” of the Newcomers

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EXTENSION

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Rural Minnesota: Comments on the Conditions Today

“The kids are all leaving”

“Outmigration is a problem”

“We have an aging population”

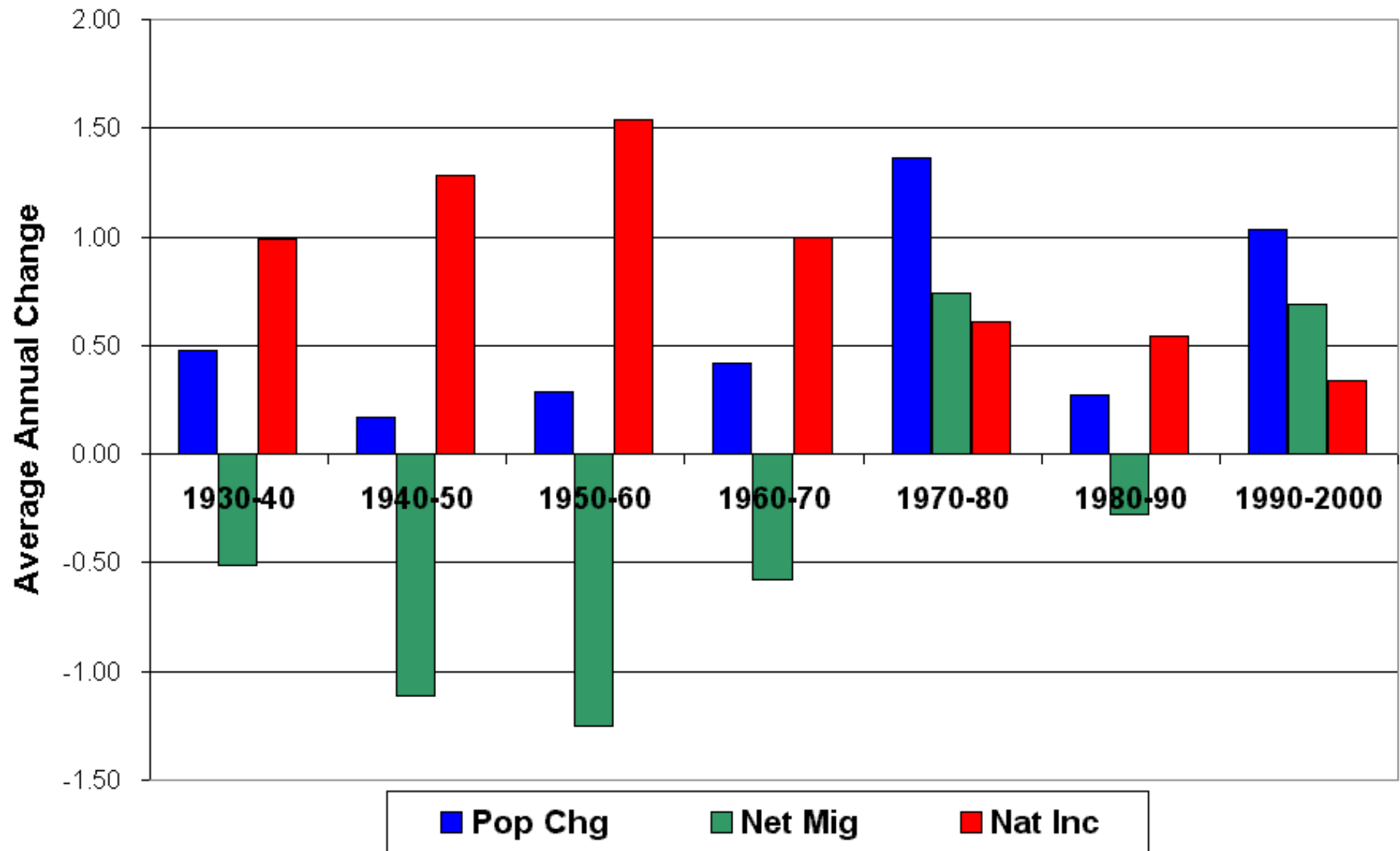
“Rural areas are bleeding”

“There is a *Brain Drain*”

Rural Rebound

- The 1990's saw a rural population rebound; which totally reversed the out-migration of the 1980's.
- 70% of rural counties grew in population from 1990 to 1999.
- 7/8 of these growing counties derived some or all of their increase from in-migration of metro residents.
- In fact, between 1990 and 1999, 2.2 million more Americans moved from the city to the country, than the reverse.
- 1995-1999, 43% of Minnesotan residents MOVED. (counties: low=25%, high 49%)
- Our population is mobile.

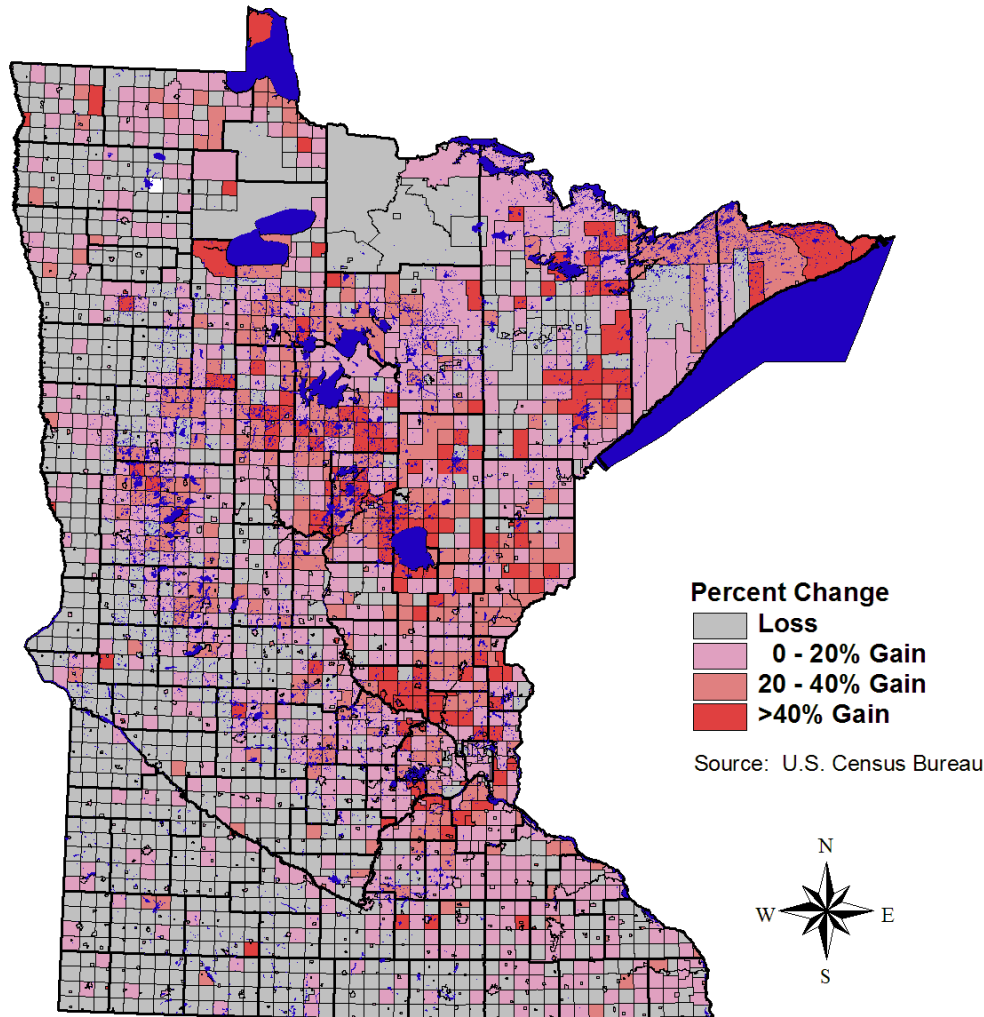
Nonmetro Demographic Change, 1930 to 2000



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Population Change 1990-2000

1990-2000



National Population Gains

- Retirement
- Recreation

National Population Losses

- Extractive Industries
- Manufacturing
- Agriculture

Center for Small Towns
University of Minnesota, Morris

Growth Makes Intuitive Sense

- We have generally examined total population change from year to year (or decade to decade)
- Where would our small towns be if nobody did come back after the youth leave?
- They would have been ghost towns decades ago.
- There must both decline AND growth in our small towns.
- Examined with Simplified Cohort Approach

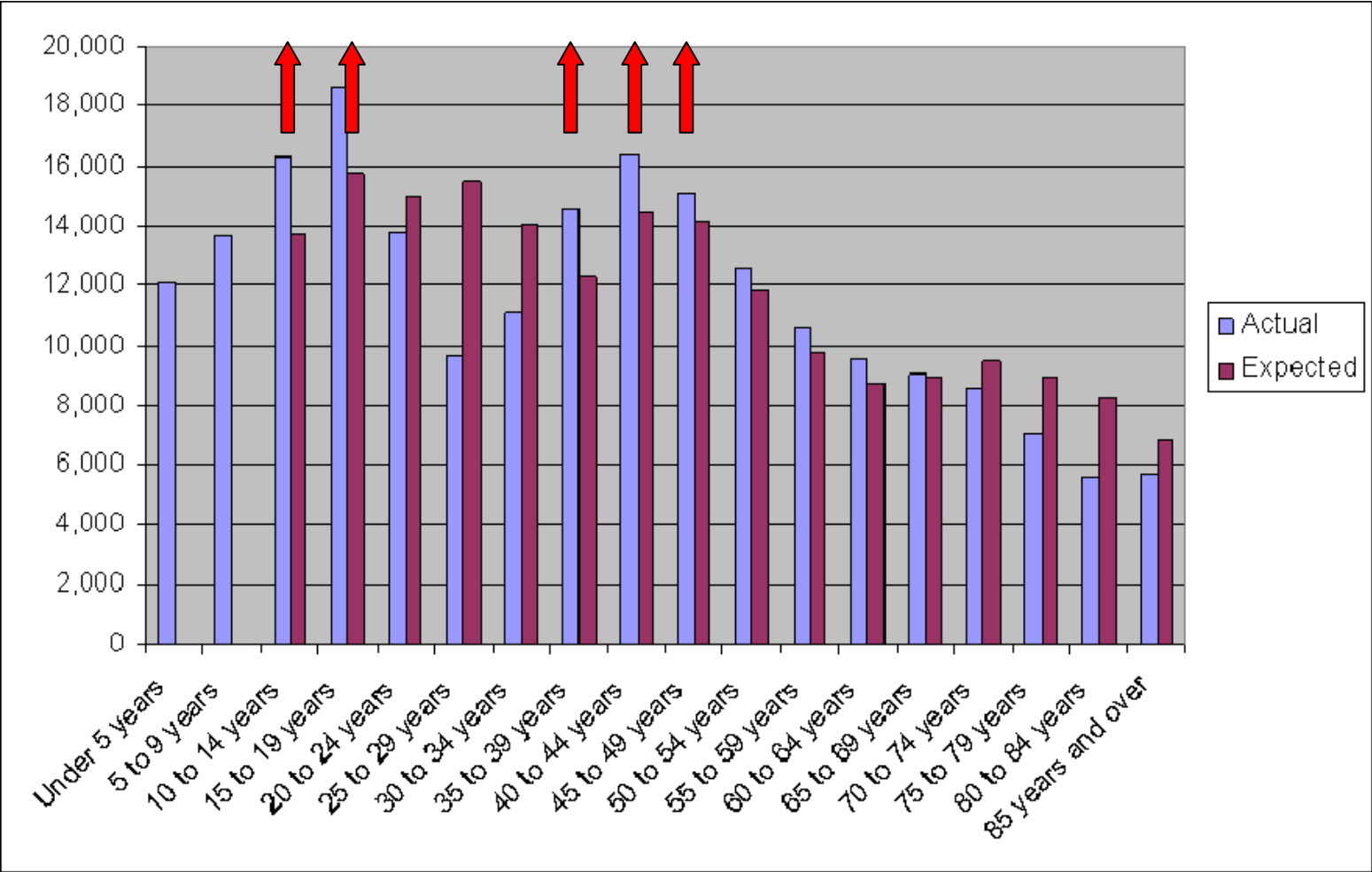
Simplified Cohort Analysis

If you were 10 years old in 1990, you would be 20 in 2000. So, if there were 100 people 15-19 in 1990, we *expect* 100 people 25-29 in 2000. What do we observe?

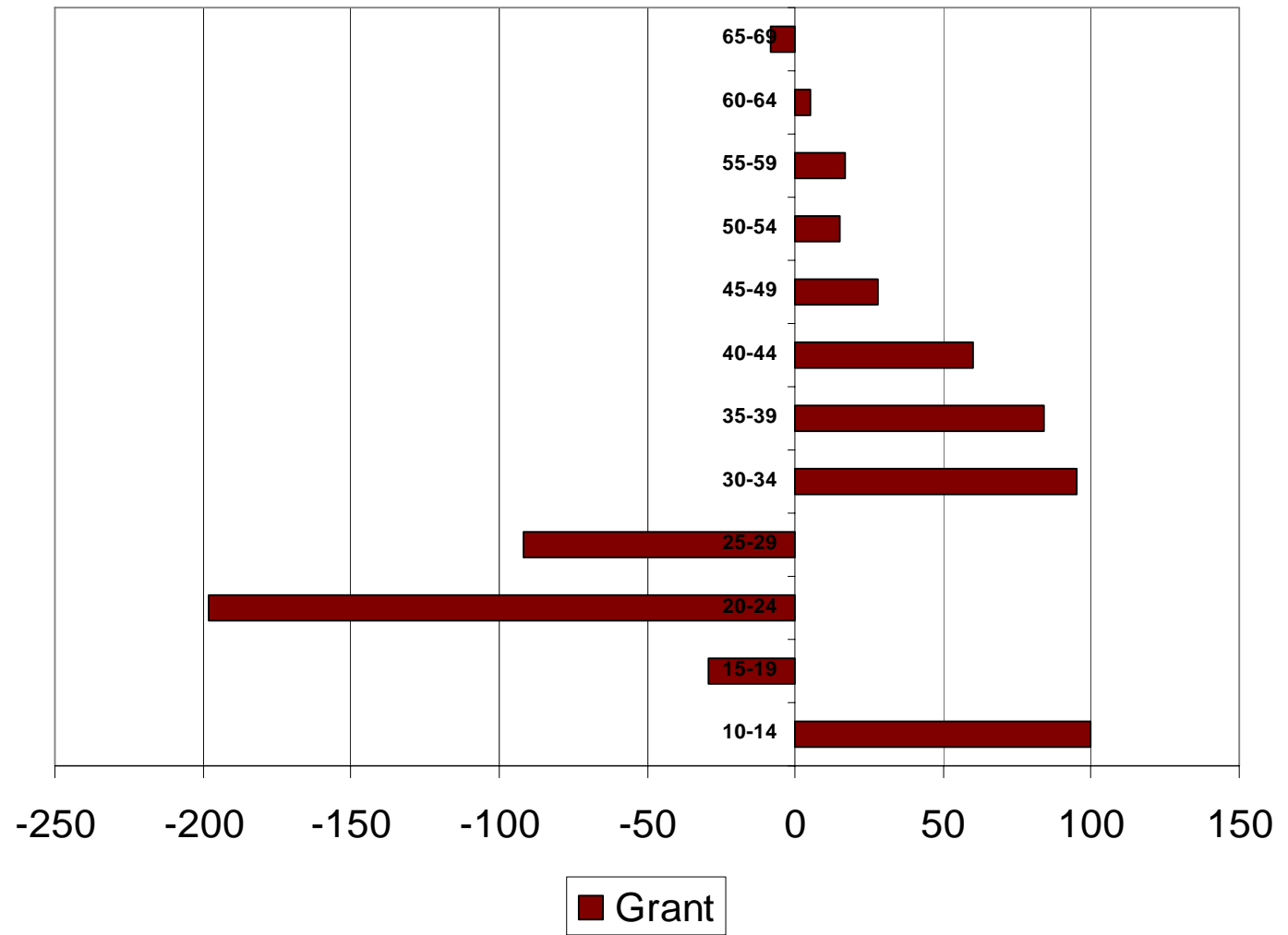
Note: This is not the usual: + births – deaths
+ in-migration (estimate)
– out-migration (estimate) model

Source: 1970 - 2000 U.S. Census

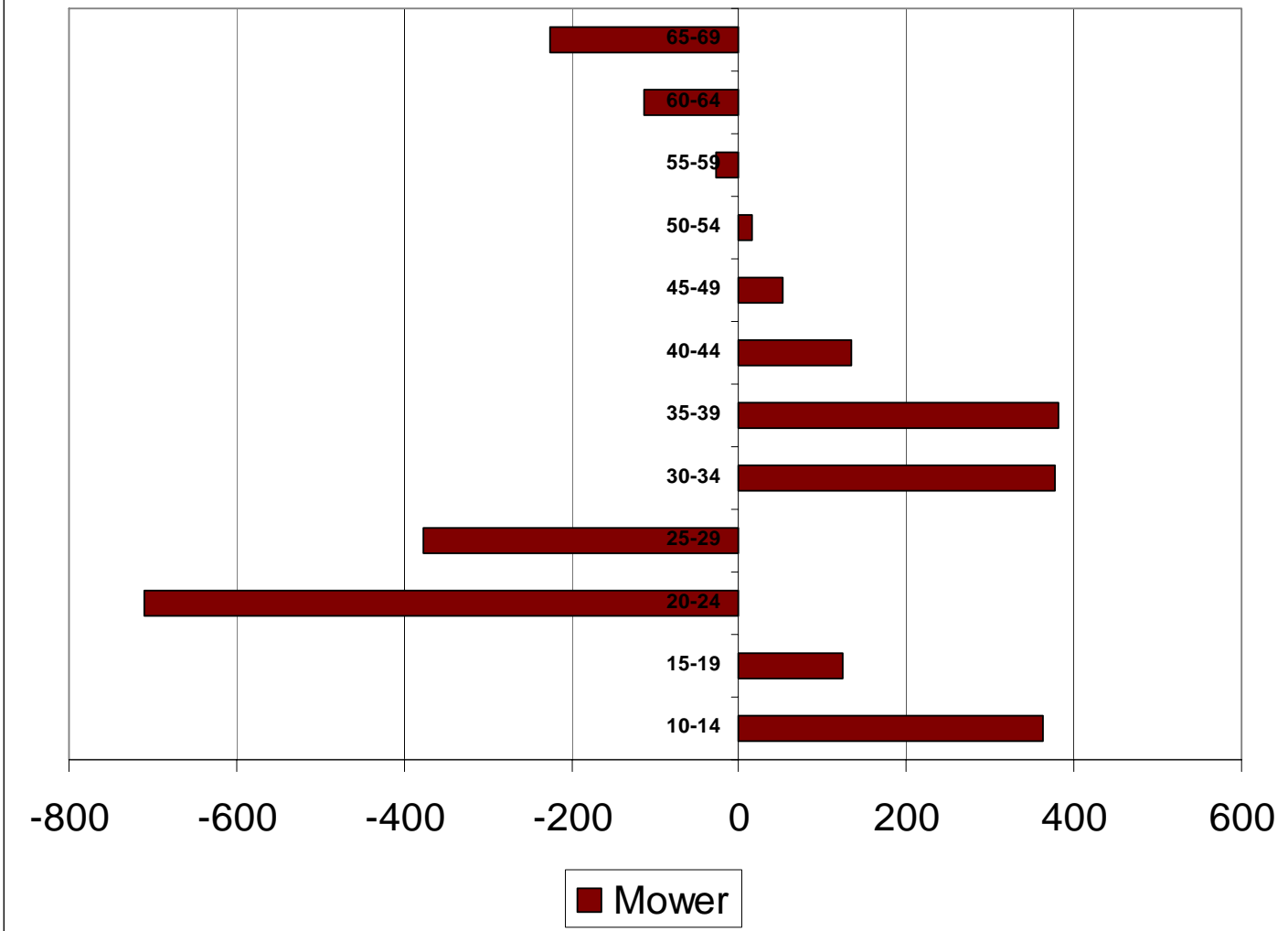
The First Glimpse



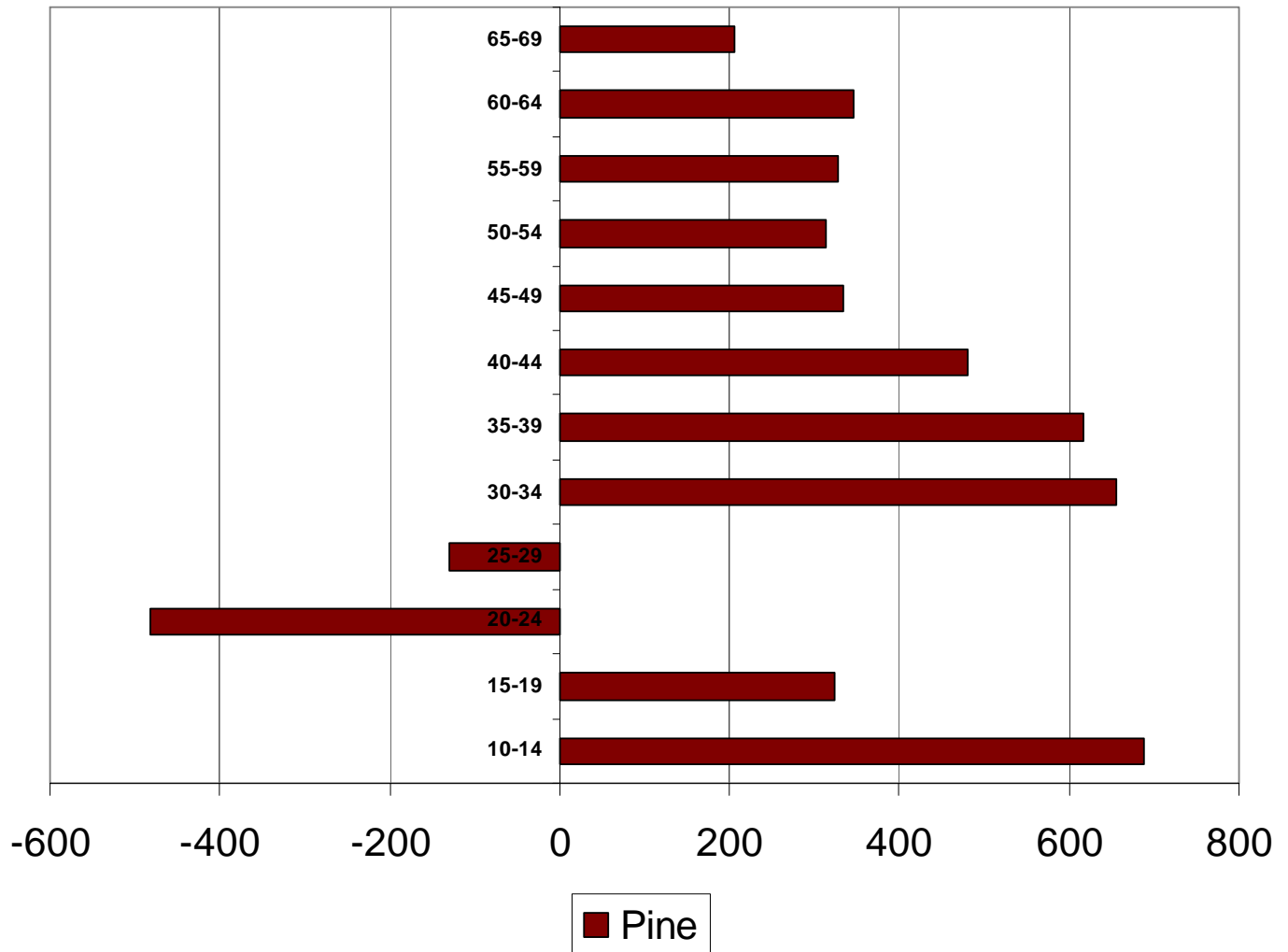
1990-2000, Number of People Difference between the Observed (Actual) and Expected



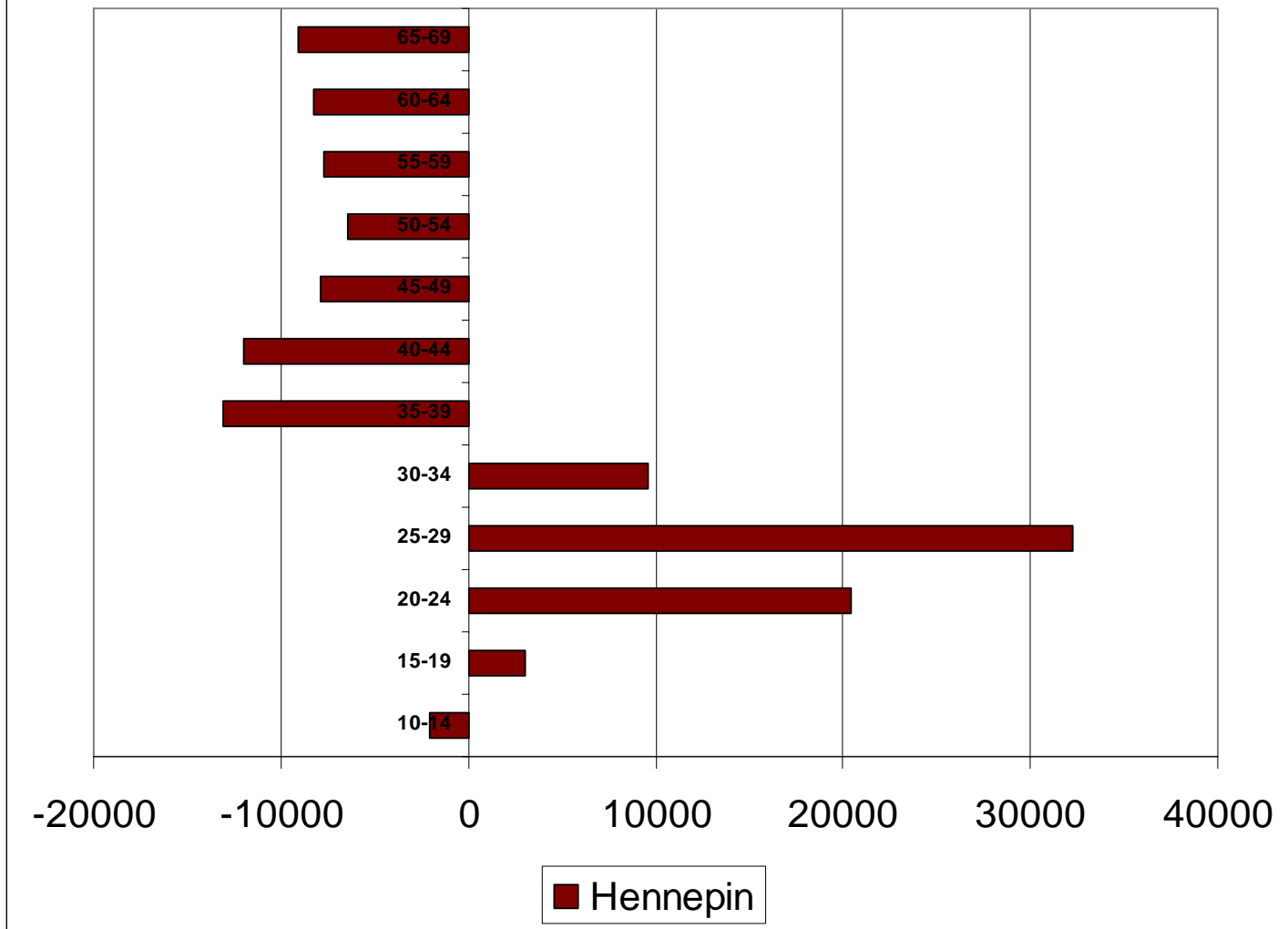
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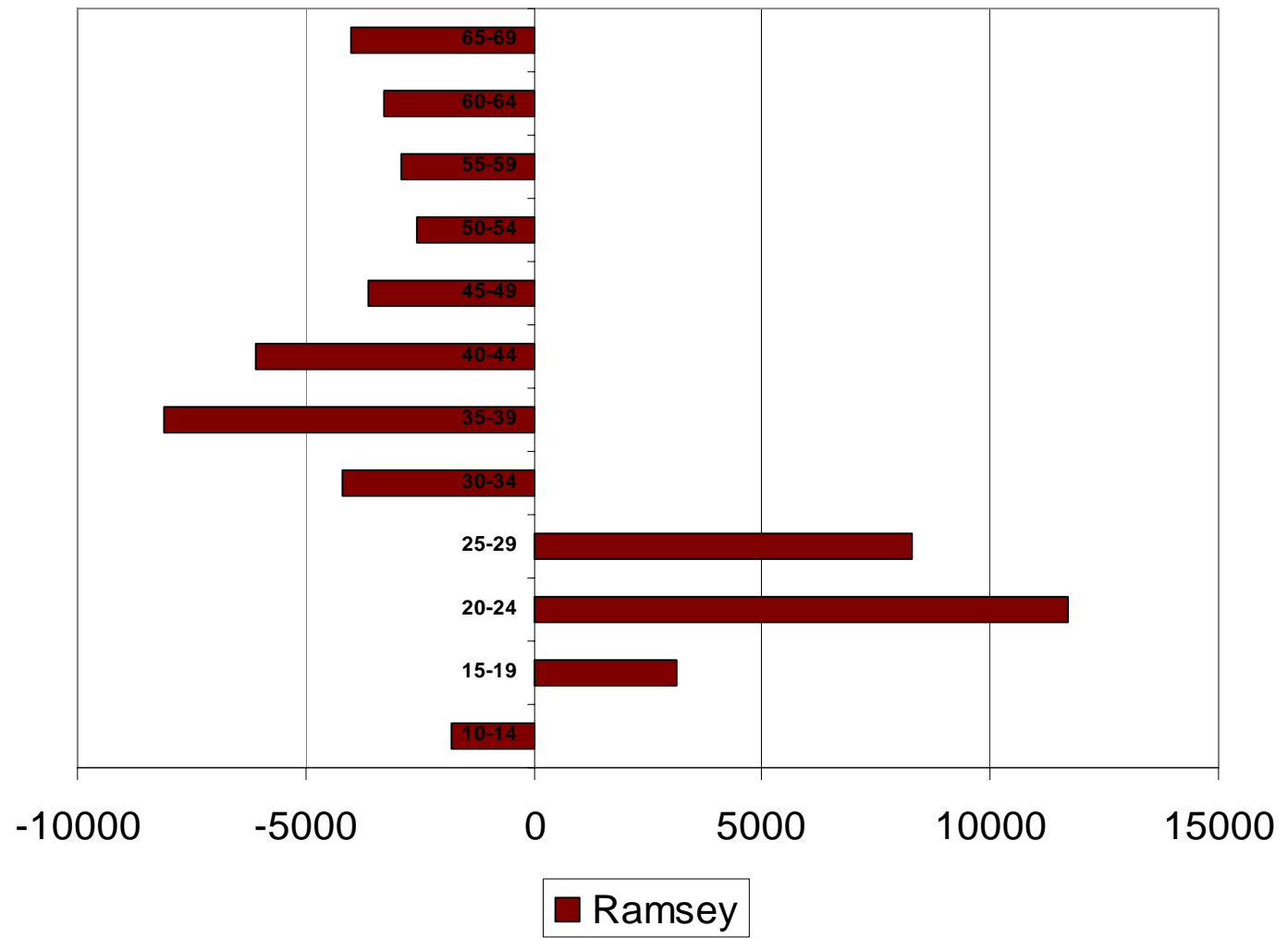
1990-2000, Number of People Difference between the Observed (Actual) and Expected



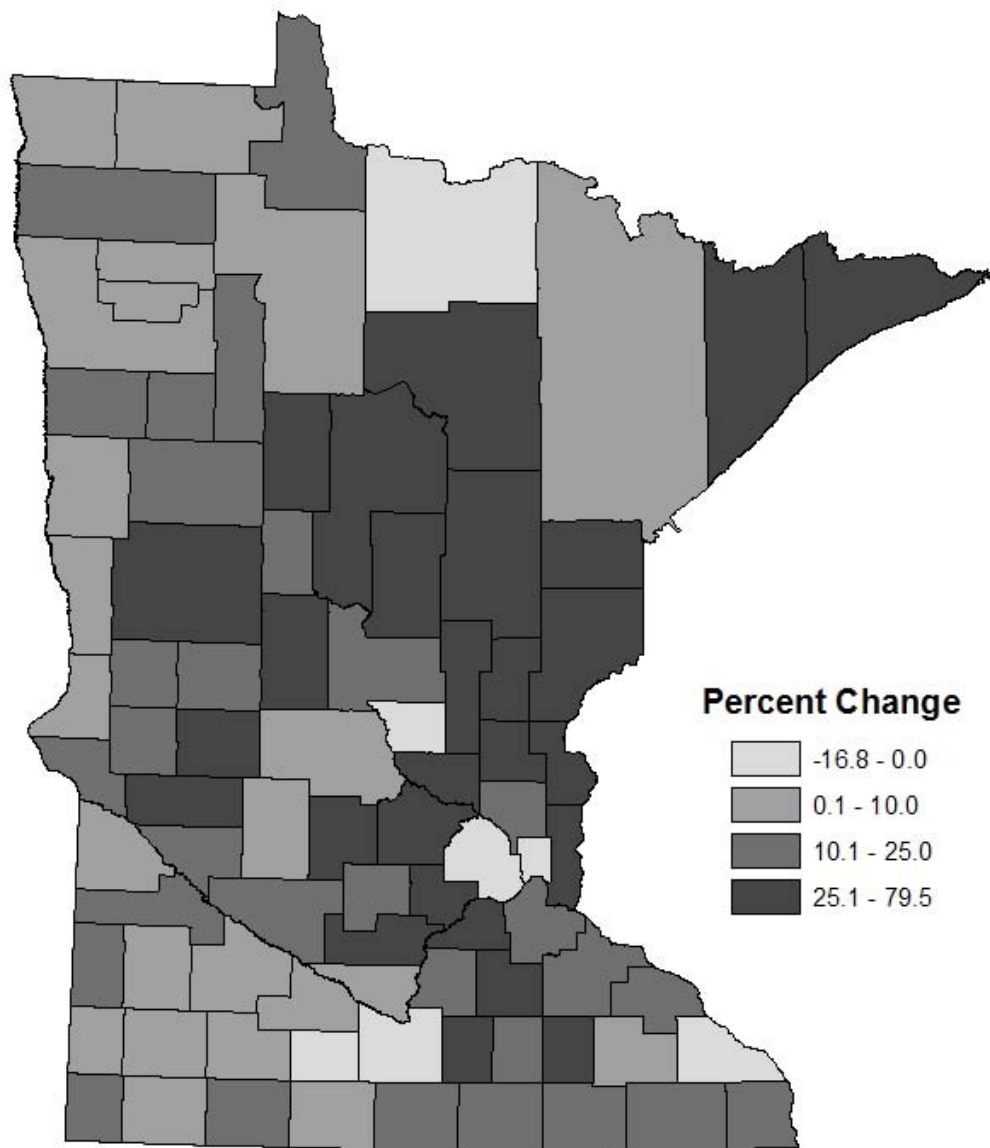
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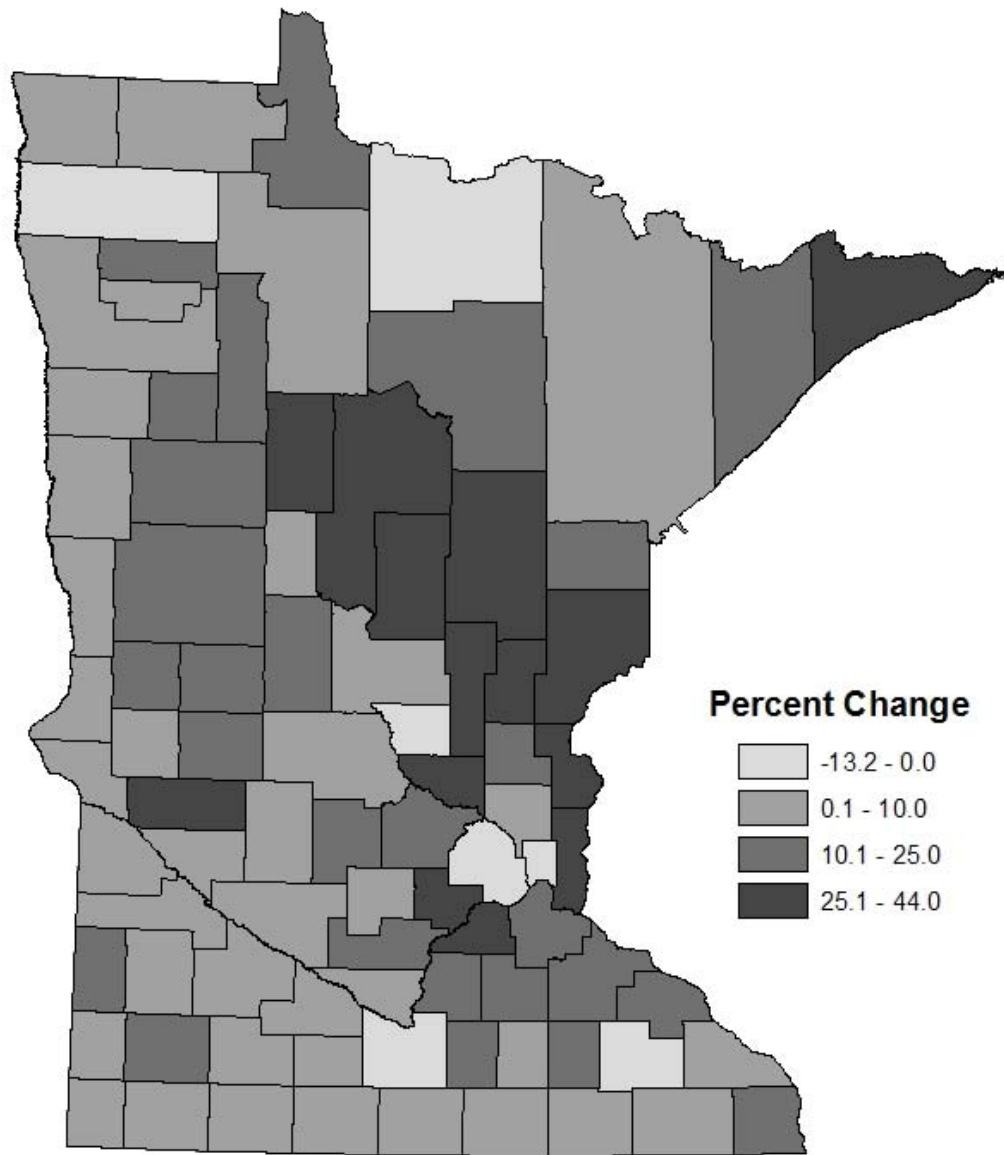
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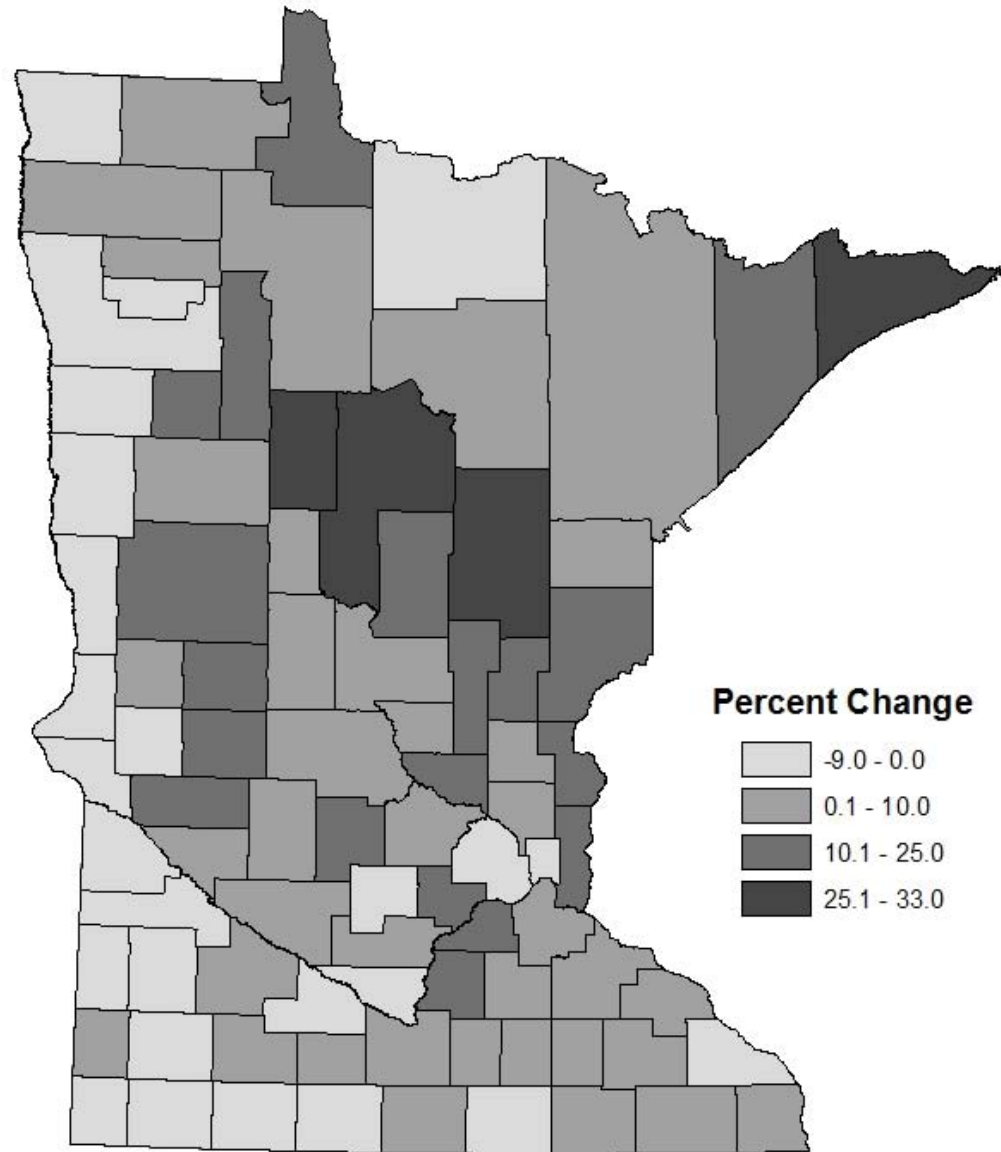
Cohort Population Change, 1990-2000 Age 35-39 in 2000



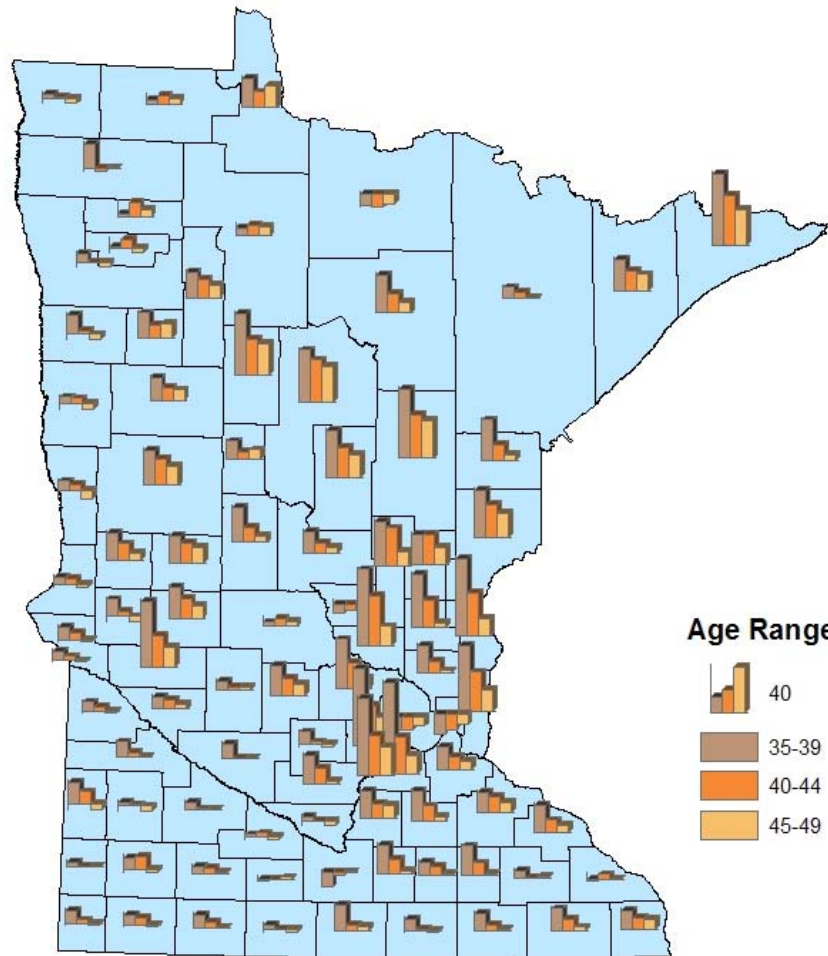
Cohort Population Change, 1990-2000 Age 40-44 in 2000



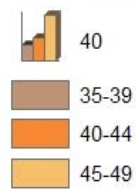
Cohort Population Change, 1990-2000 Age 45-49 in 2000



Cohort Population Change, 1990-2000 Age in 2000



Age Range



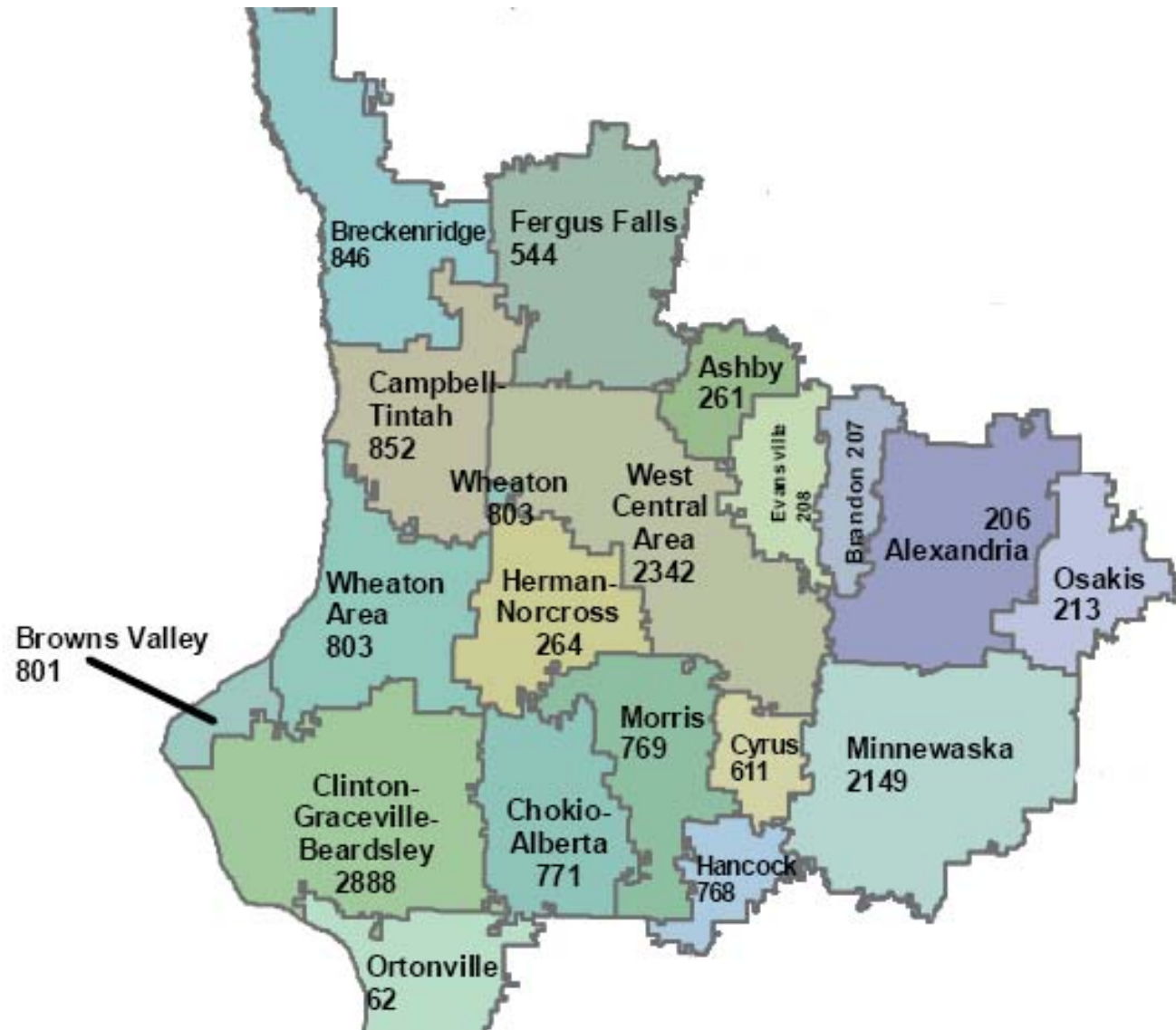
Data Source: U.S. Census Bureau
Created by Ben Winchester, Center for Small Towns

School Cohort Analysis

If you have 100 students that enter First Grade in 1997-98, we expect 100 students to enter Second Grade in 1998-99.
What do we observe?

Source: U.S. Census Bureau,
Minnesota Department of Education

Verified through the children

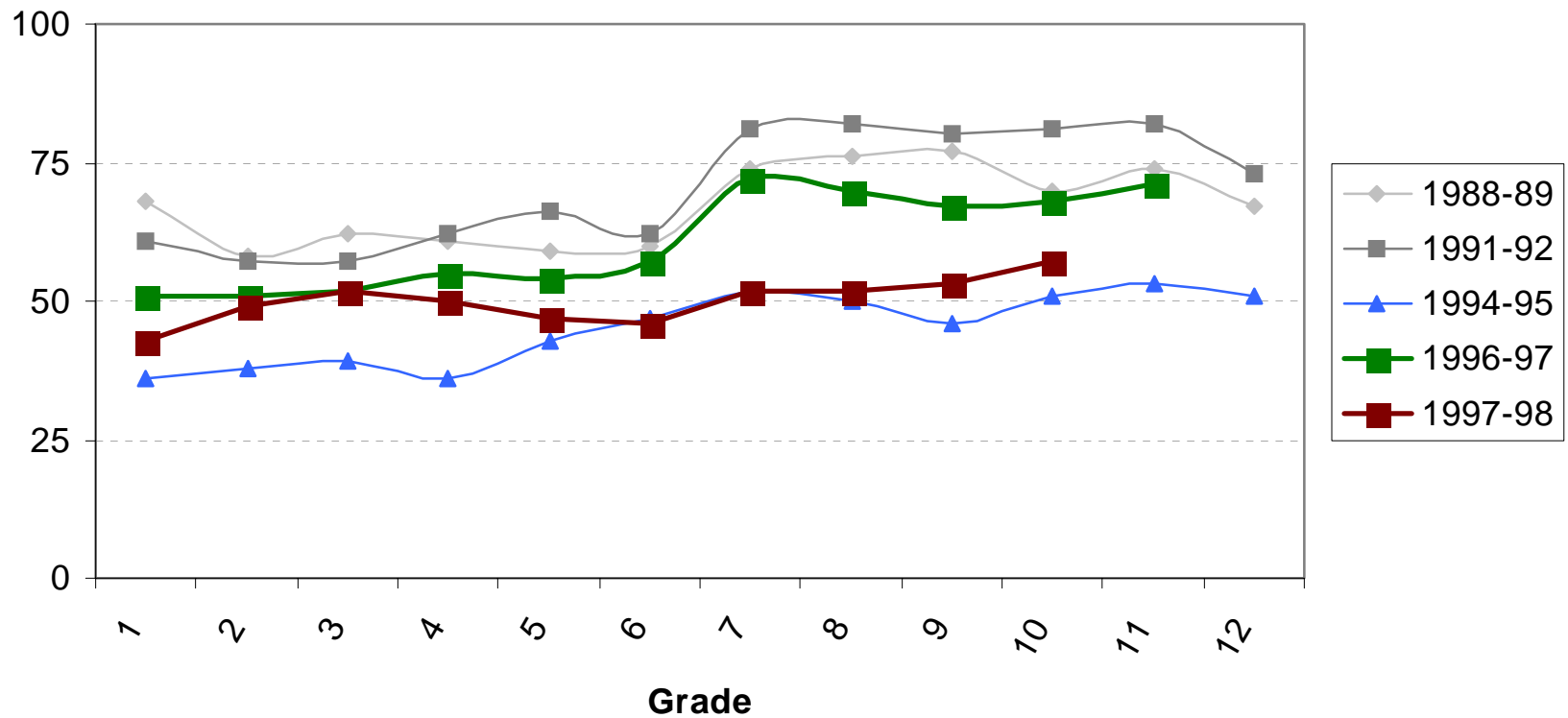


Total Attendance by Grade in Collaborative Region

<i>Grade</i>	<i>1997-98</i>	<i>2000-01</i>	<i>2003-04</i>	<i>Pct. Change 1997-2001</i>	<i>Pct. Change 2001-2004</i>
<i>PK</i>	137	141	169	2.9%	19.9%
<i>KG</i>	1,043	958	980	-8.1%	2.3%
<i>01</i>	1,087	962	924	-11.5%	-4.0%
<i>02</i>	1,168	1,070	937	-8.4%	-12.4%
<i>03</i>	1,170	1,072	989	-8.4%	-7.7%
<i>04</i>	1,207	1,109	1,006	-8.1%	-9.3%
<i>05</i>	1,241	1,230	1,123	-0.9%	-8.7%
<i>06</i>	1,319	1,215	1,121	-7.9%	-7.7%
<i>07</i>	1,475	1,330	1,215	-9.8%	-8.6%
<i>08</i>	1,477	1,335	1,335	-9.6%	0.0%
<i>09</i>	1,555	1,407	1,309	-9.5%	-7.0%
<i>10</i>	1,654	1,503	1,338	-9.1%	-11.0%
<i>11</i>	1,509	1,453	1,344	-3.7%	-7.5%
<i>12</i>	1,504	1,496	1,355	-0.5%	-9.4%
<i>K-12 Sum</i>	17,409	16,140	14,976	-7.3%	-7.2%

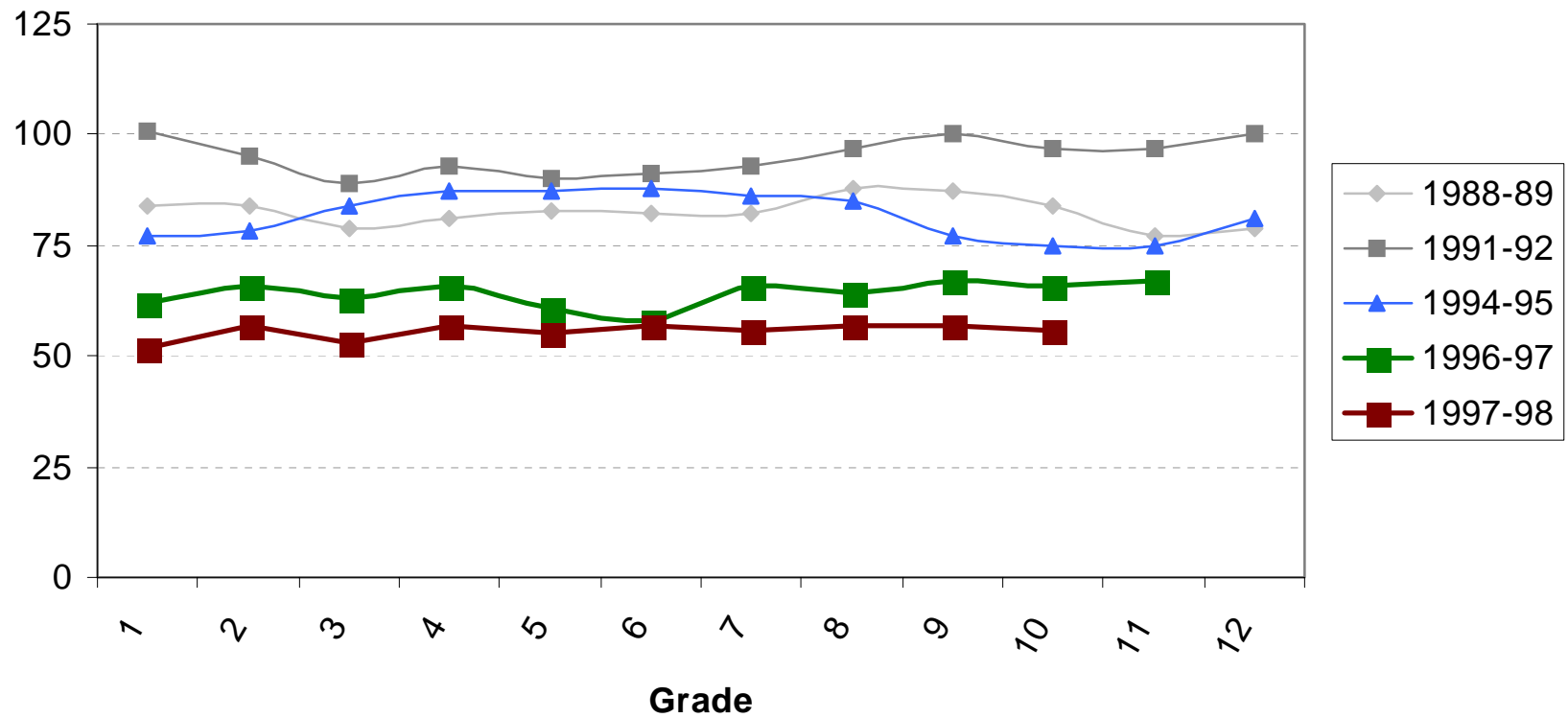
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Cohort Size by Year of Entry

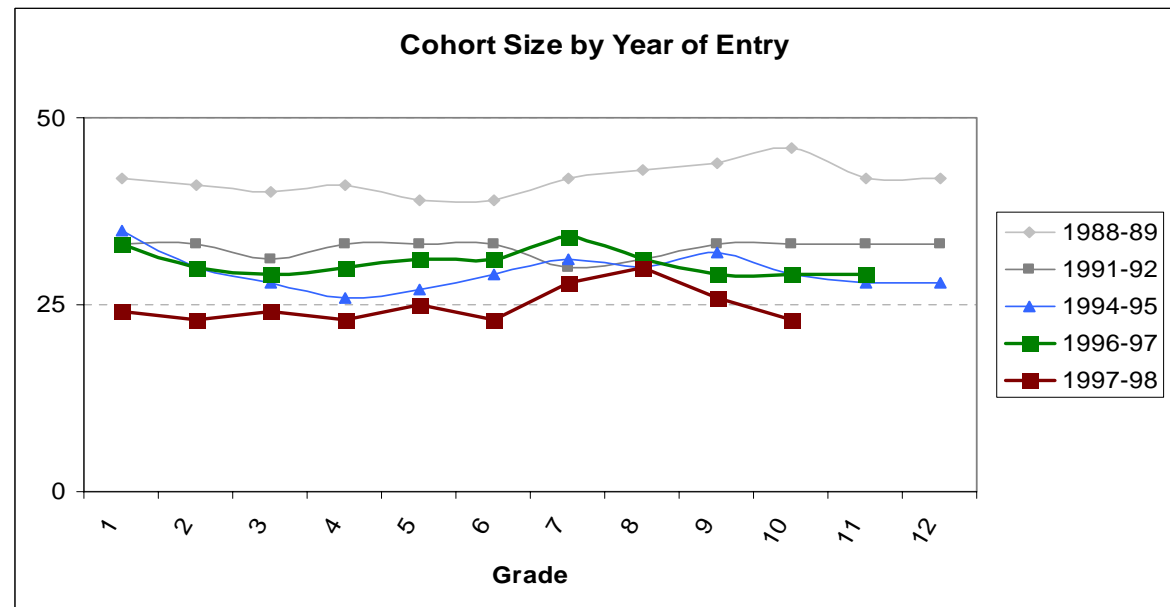
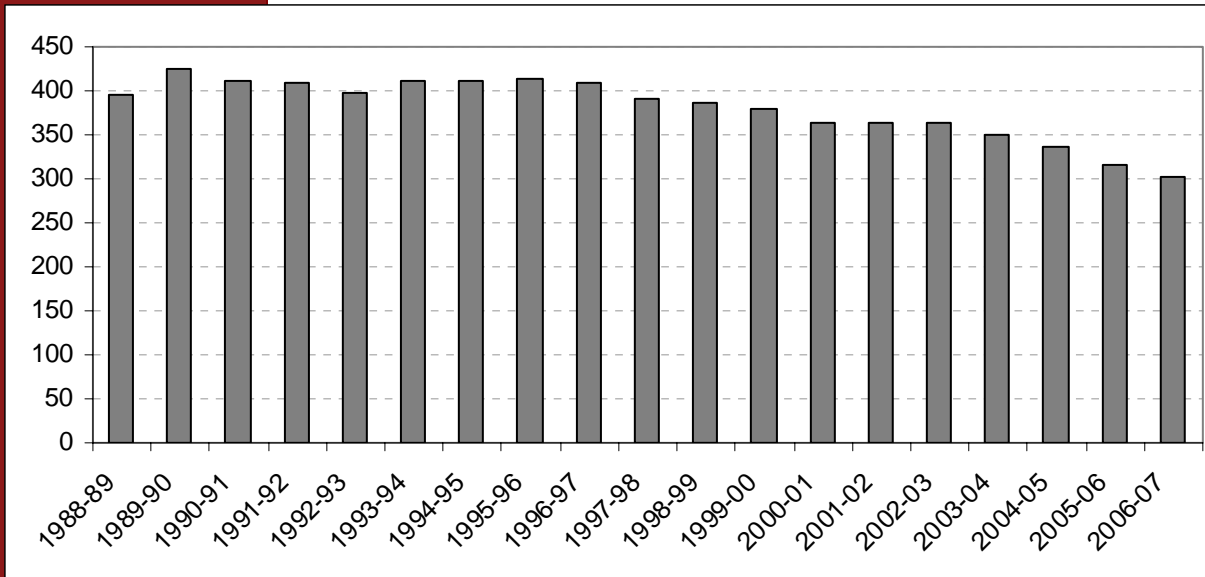


M.A.C.C.R.A.Y.

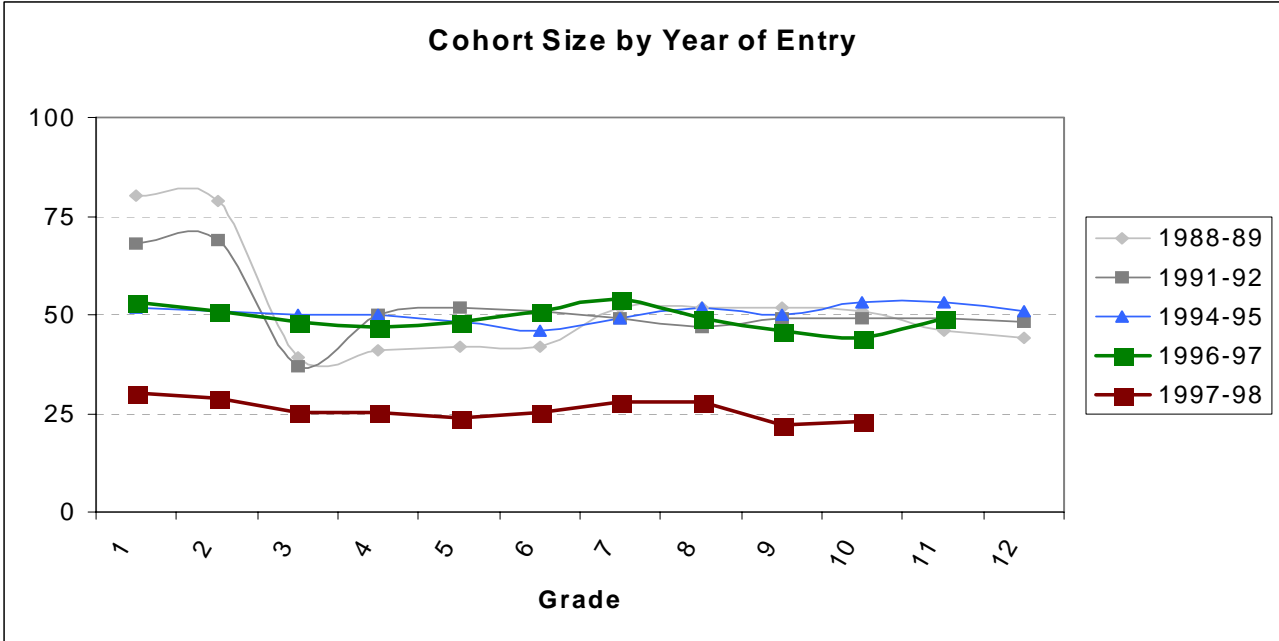
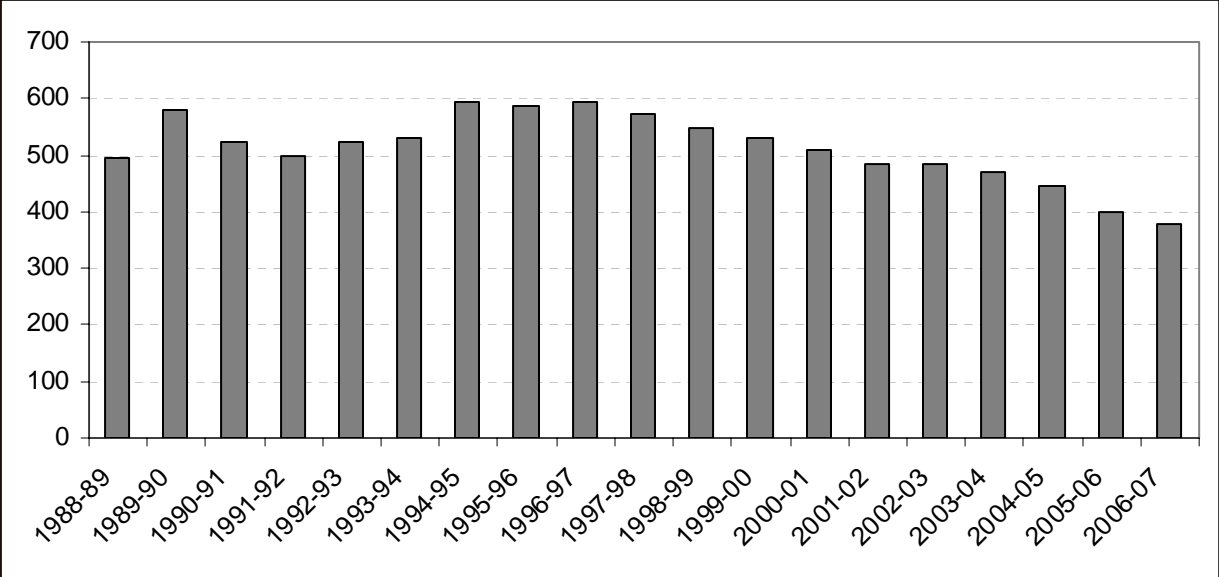
Cohort Size by Year of Entry



LeRoy School District



Clinton-Graceville-Beardsley



The Newcomer Trend

- The growth is primarily 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”.
- People in this age group are in their prime earning years.
- These people are bringing children aged 10-18 with them.

Newcomers: Why?

- Randy Cantrell, “Buffalo Commons” research at the U of Nebraska.
 - cari.unl.edu/buffalo
- Simpler pace of life
- Safety (children riding their bicycles)
- Low housing costs
 - Subprime market collapse may be an opportunity.

Newcomers: Who?

- 40% attain bachelors degree
- 48% have household incomes over \$50k
- 43% have children in their household
- They are generally leaving their career
- Underemployed in current situation
- Yet, Quality of Life is the trump card
- The question is not how to GET them it's how to KEEP them.

Newcomers: Future?

- 60% say they will be living there 5 years from now.
- The % is lower for younger people.
- Those who rate community as friendly and trusting have higher %
- Expectation of staying related to job opportunities and security, feeling of belonging, suitable housing, opportunities to join local organizations, and others.

Summary of Research

- 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.
- Data Sources: Census, School Enrollment, IRS Migration Data, UHaul?, Postal Service?

Brain Drain or Brain Gain?

- Re-examine who we lose and who we gain.
- There are “sticky” challenges.
- We need to invest in these newcomers
 - Socially – the social infrastructure of community associations.
 - Economic – entrepreneurship, not underemployment.
- What are your thoughts?