

Working together – our roles in keeping and attracting residents

Population growth in Minnesota is expected to slow significantly over the next 30 years (Figure 1). This plateau in population growth is largely due to decreasing births, increasing deaths, and a consistent domestic out-migration (Figures 2 & 3).

Minnesota - Current and projected pop

Population in Minnesota is projected to plateau

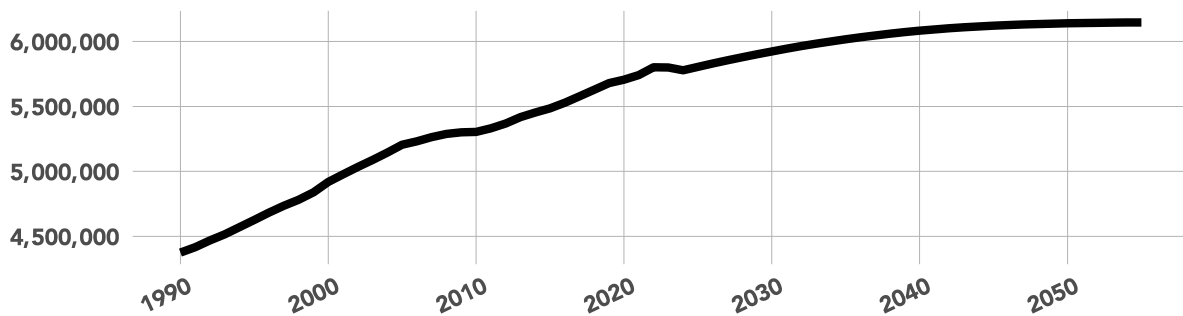


Figure 1: Minnesota State Demographic Center – Population Estimates and Projections

Natural Change

Births in Minnesota are decreasing while deaths are beginning to increase. (Figure 2)

MN - components of natural change

Births declining while deaths are increasing

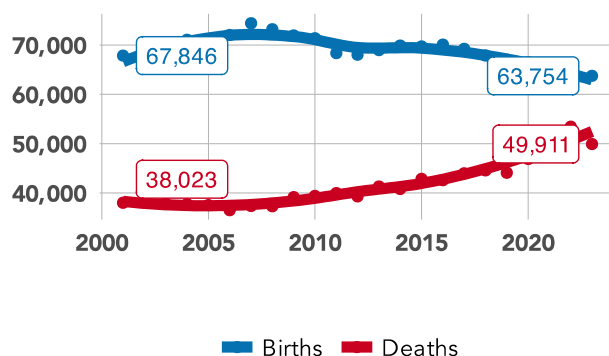


Figure 2: U.S. Census Bureau – Population and Household Estimates

Migration Change

Although international migration has always been positive for Minnesota, domestic migration has consistently been negative. (Figure 3)

MN - net migration

International migration is positive while domestic migration has been negative

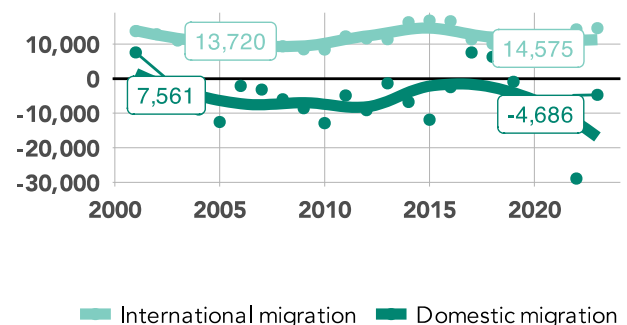


Figure 3: U.S. Census Bureau – Population and Household Estimates



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A More Nuanced Picture of Migration

Research conducted by the University of Minnesota Extension, paired with research from the Minnesota State Demographic Center provides a much more diverse migration picture than most people realize.

18-29 year old movers: Counties with colleges and Hennepin and Ramsey attract these movers.

30-49 year old movers: The suburbs and rural Minnesota attract these movers as well as the children they bring with them.

50+ year old movers: Counties with high natural amenities attract these movers.

This flow of people helps us identify how each area of Minnesota has a role to play in attracting and retaining residents. By leaning into these patterns, Minnesota can help stave off some of the significant shifts in population over the next 30 years due to demographic changes.

Working Together

How do we now bring all this information together to help increase Minnesota's migration? The following are some ideas to help guide our next steps.

Commit to Minnesota, not just your region

We need to accept that we all have a role to play in keeping people in Minnesota, not just our regions. Being resentful about other regions of the state "poaching our people" should no longer hold back our efforts.

Retaining college-age movers

Minnesota has an embarrassment of riches when it comes to available, quality higher education. The [North Star Promise](#) scholarship program is an excellent start in attempting to retain these young people in Minnesota, but let's continue to build on this program by exploring other ways we can attract young people to our colleges and universities and retain them after graduation.

Retaining and attracting prime working-age movers

The suburbs and Greater Minnesota are assets in retaining and attracting prime working-age movers. Finding ways to support and provide resources for resident recruitment and retention initiatives can help bolster this trend among prime working age movers across all of Greater Minnesota and the suburbs.

Attracting retirees

With Minnesota's cold climate, keeping retirees has been an uphill battle. However, the research shows that counties with high natural amenities are great at attracting these households. Finding ways to promote our natural amenity rich regions in other states could help us close the gap in the net out-migration currently experienced by this age cohort.

To read the full report, visit our website at ruralmn.org.