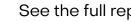
10 Year Trends in Rural Challenges

Agencies, organizations, media and policy makers can use these insights to improve how they serve rural people.

See the full report



Primary Conclusion

Although good ideas are stifled by conflict, negativity and old way thinking, communities that are open to new ideas can thrive.

Authors



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Persistent Challenges

Fast Moving Concerns

Slow Building Challenges

Appreciating Assets

Demographic Shifts

The External View

Youth outmigration

Downtown decline

Workforce shortages

Small business marketing

Crisis in housing

Lack of childcare

Lack of support for small businesses

Not enough volunteers

Online competition

Lack of usable buildings

Natural resources

Strong social bonds

Dedicated workforce

Broadband access

Rural people take a broad view of differences

More see communities as diverse than not

Crime, drug abuse, disaster not as common as seen in outside reports

Rural people report taking action

Little interest in business plans, jobs recruitment

The Survey of Rural Challenges asks rural people to share their insight into the challenges they face and the assets they can use. This report analyzes over 2200 responses from communities across the US and Canada from 2015 to 2024. The responses show what's changing and what isn't in small towns and rural places from the point of view of their own people.