

# Who is moving to Montana Communities and Why?

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EXTENSION



***re* IMAGINING RURAL**

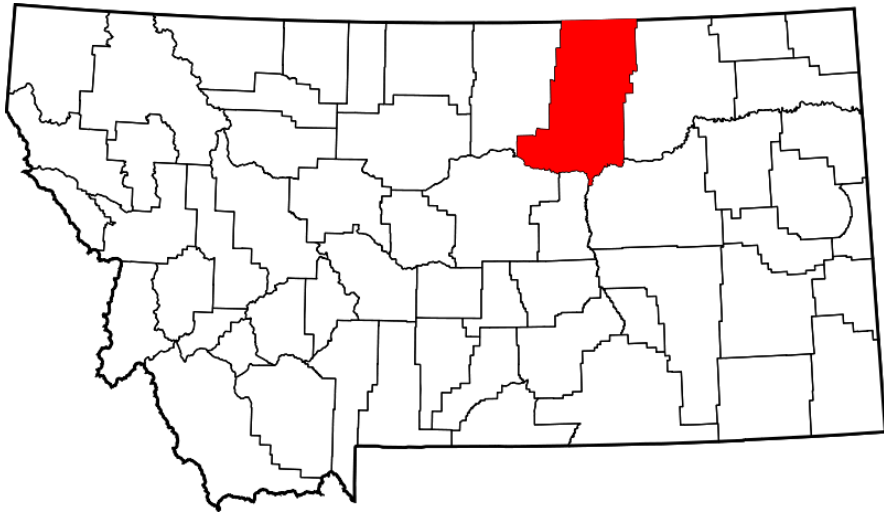


Thank You



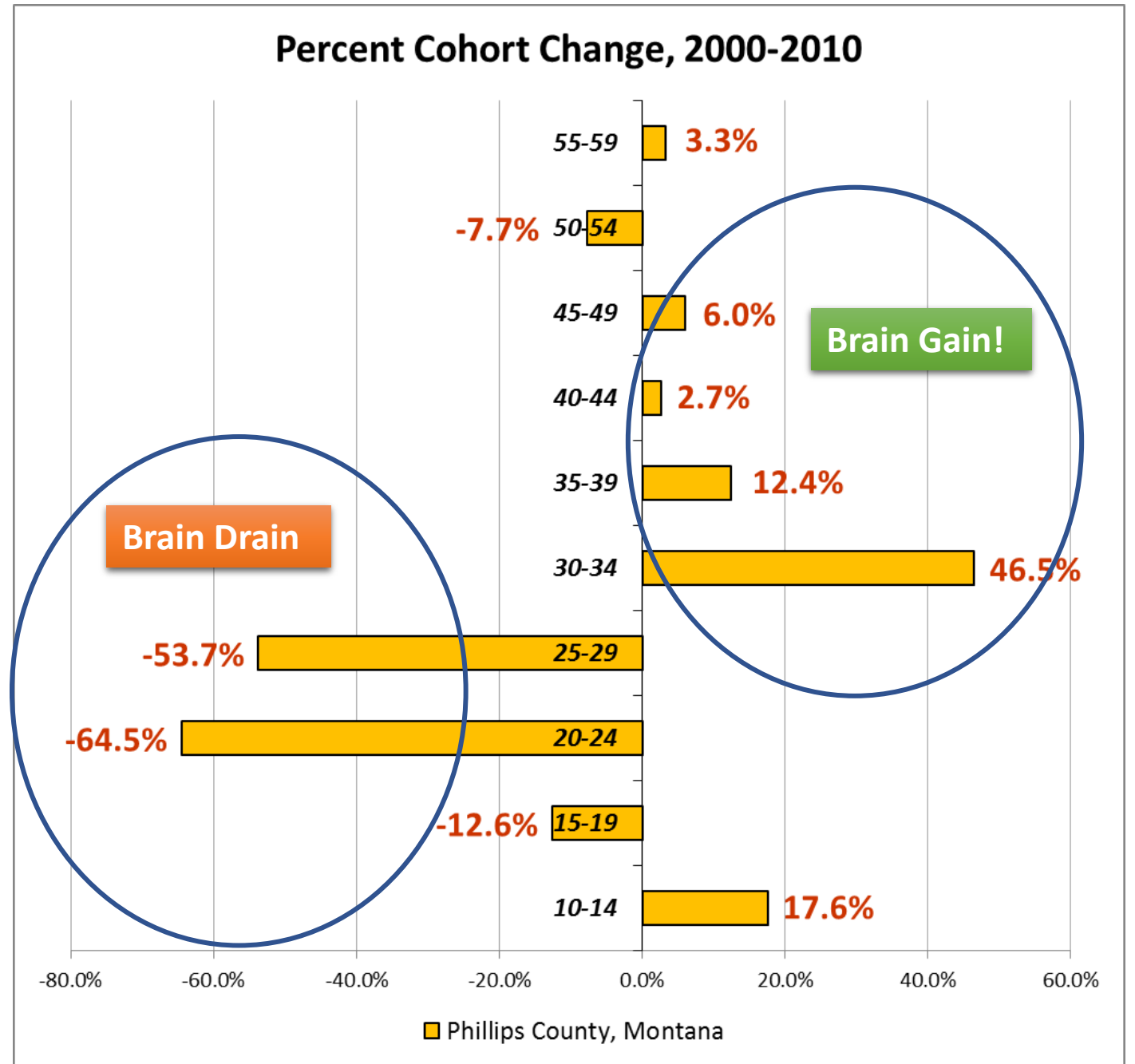
Key ideas that  
lead to study

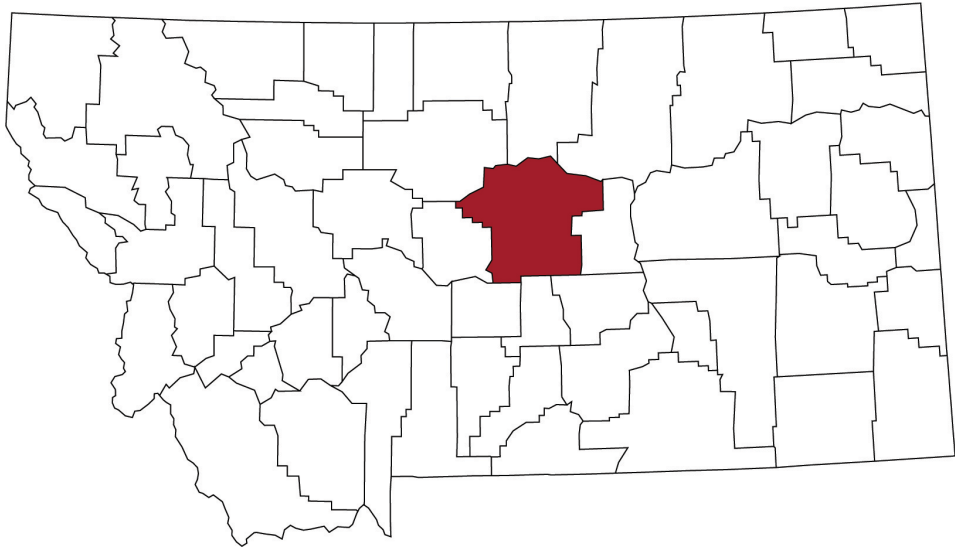




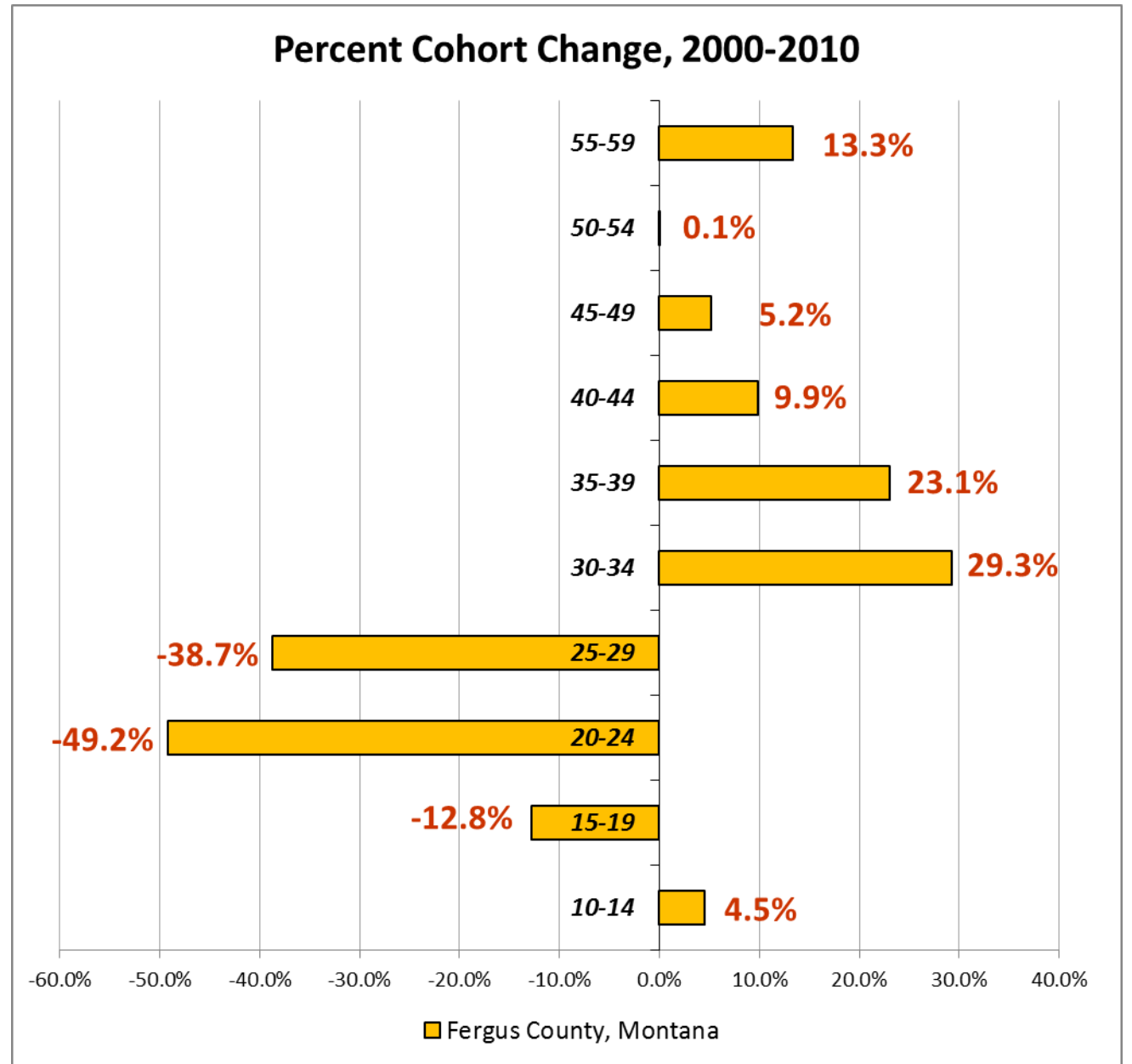
## Typical migration pattern in rural county

Source: U.S. Census. Compiled and analyzed by Benjamin Winchester, University of Minnesota Extension Center for Community Vitality.

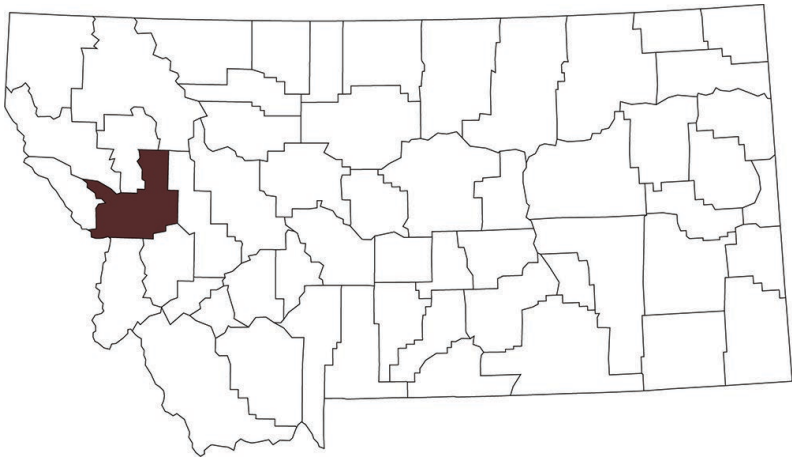




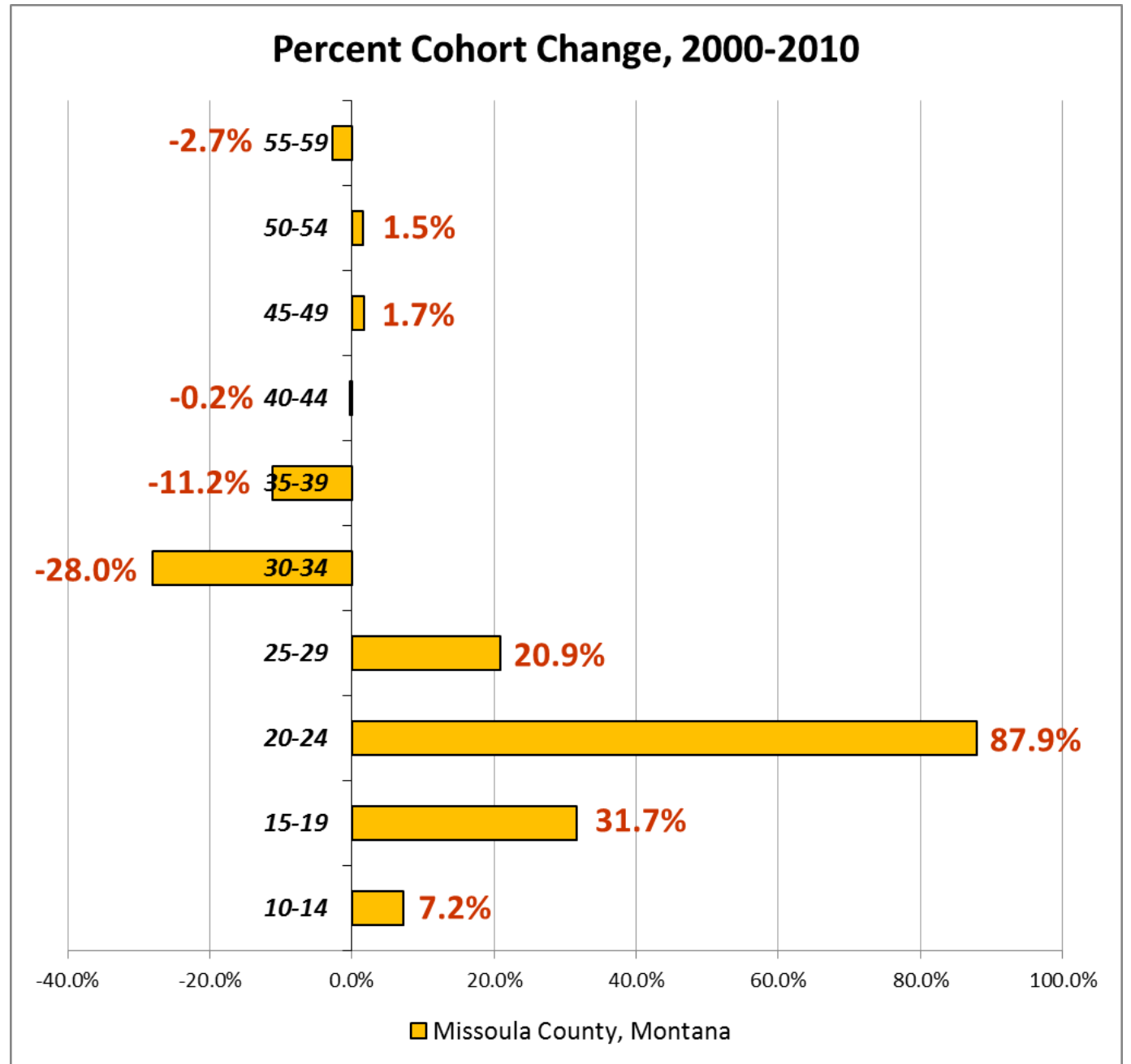
## Fergus County, MT



Source: U.S. Census. Compiled and analyzed by Benjamin Winchester, University of Minnesota Extension Center for Community Vitality.



## Missoula County, MT



Source: U.S. Census. Compiled and analyzed by Benjamin Winchester, University of Minnesota Extension Center for Community Vitality.

Talk about rural is  
Negative

Townsend, MT Murals  
The Mint





*Welcome to*

# CHESTER

Montana

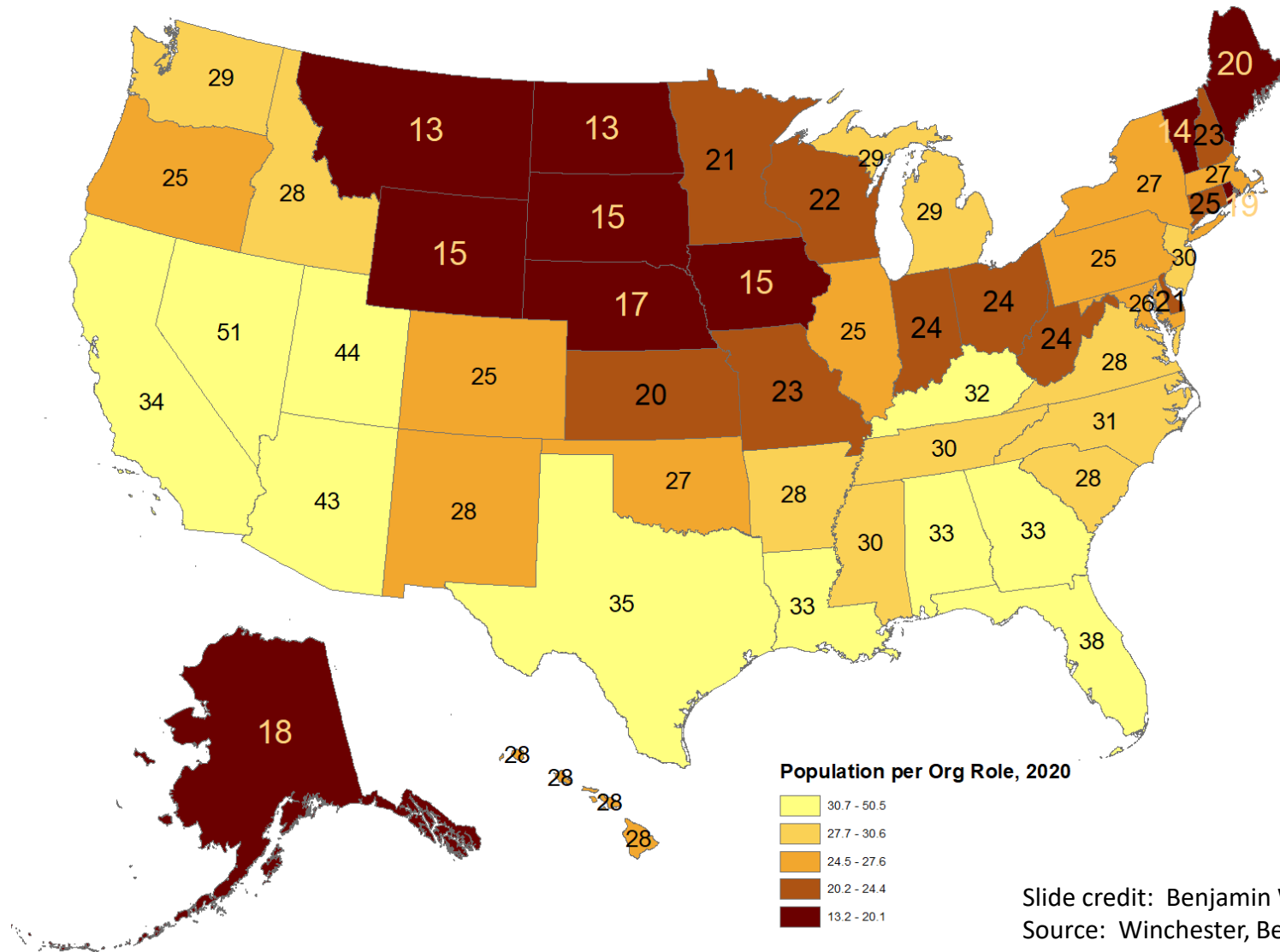
HEART OF THE HI-LINE

0114-0114



We have a  
shortage of  
leaders

# Montana 2<sup>nd</sup> Highest Leadership Demand



1 in 13 adults  
must lead in MT.

Slide credit: Benjamin Winchester, University of Minnesota Extension.  
Source: Winchester, Benjamin S. (2022). How many people run our towns? Positional leadership across rural and urban Montana.  
<https://conservancy.umn.edu/handle/11299/250212>



People are choosing rural.

For decades. Why?

# Research objective



Who is moving into Montana communities,



Why they are choosing these places and



What they think once they get there.

Who are newcomers?



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- 78% have income over \$50,000

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4. Smaller community
5. Safer place to live







## People are happy with move

- High ratings of community
- High use of amenities

Newcomers engage

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55% volunteered

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37% attended a public meeting

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83% exchanged small favors with neighbor

Think bigger  
about Rural



# Think bigger about Rural

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- Volunteers essential to rural.



# Think bigger about Rural

- People are choosing rural.
- Volunteers essential to rural.
- A positive story inspires and motivates.



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