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UNL Extension Rural Poll Explains How Communities Can Keep New Residents (KTNC) - Many rural communities in Nebraska have trouble keeping new residents in the community. Many new residents to small towns move away within a short period of time.

University of Nebraska-Lincoln Extension development specialist Randy Cantrell says data from the rural poll was used in a study to understand why people move away from rural communities. (play audio :24 “excited about them.”)

Cantrell says newcomers in a rural community are likely to experience a period of unemployment, which can negatively impact his or her view of the new community. (play audio :23 “is quite high.”)

Cantrell says communities need to think of ways to help newcomers adjust to living in the town. (play audio :10 “that social network.”)

To read the study on new residents in rural Nebraska communities and the rural poll, visit the website [www.agecon.unl.edu/cornhuskereconomics](http://www.agecon.unl.edu/cornhuskereconomics).

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