

Maximize NWMO Alumni & Resident

# **2025 Survey Detailed Findings**

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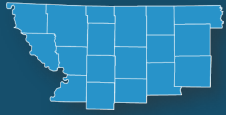
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# Executive Summary



# The NWMO Economy Trends



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The **Northwest Missouri (NWMO)** region is projected to have a population of 247,000 in 2025, reflecting a 0.9% decline in residents since 2020. Missouri's population grew by 1.8% during the same period. While the region has experienced modest job growth of 1.6% over the past five years, this pace falls short of the state's 9% employment expansion.

NWMO trends mirror much of rural America. This agricultural and manufacturing-based economy, however, benefits from a close proximity to a large metro area, a lower cost of living, and high social engagement, among other advantages, that can serve as foundational economic strengths to build on.

## NWMO Sub-Group 2025 Estimates and (5-Year % Change)

### Group 2:

Home to Maryville  
38K Population **(-1.4%)**  
17K Jobs **(+5.7%)**

### Group 4:

Home to Trenton  
41K Population **(0%)**  
15K Jobs **(-8.5%)**



### Group 1:

Home to St. Joseph  
133K Population **(-2.0%)**  
62K Jobs **(+2.6%)**

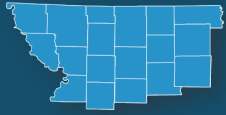
### Group 3:

Home to Chillicothe  
36K Population **(+3.1%)**  
14K Jobs **(+5.0%)**

## NWMO Thriving Communities – Selected Contribution Indicators

Some regional data indicate higher rates of civic participation and nonprofit/social associations, good indicators of social engagement.

| Contribution Indicator               | NWMO Region | Missouri | U.S. |
|--------------------------------------|-------------|----------|------|
| Census Housing Unit Response Rate    | 93%         | 84%      | 83%  |
| Voter Participation Rate             | 61%         | 64%      | 64%  |
| Nonprofits Orgs per 100,000 Pop.     | 571         | 535      | 474  |
| Social Associations per 100,000 Pop. | 129         | 119      | 97   |



# Answering Why People Move



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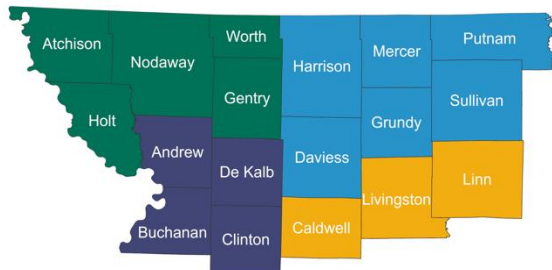
## ALUMNI & RESIDENT SURVEY



2025

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- Open for **four months**, from mid-June to mid-October, 2025.
- **Similar to the 2020 survey**, so comparisons could be made.
- Open to current and former residents of 18 Northwestern Missouri counties. Most responses from: **Worth, Buchanan, and Livingston** Counties.



## Survey Goal: To Better Understand How to Retain and Attract Talent to Our Region

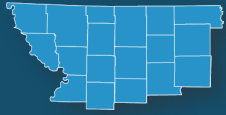
### Survey Questions Asked About:

1. What do you value about your community?
2. Reasons for moving in or out of the NWMO region
3. What influences where you'll live in the coming years?
4. What your community offers, and how you support it.

### 1,082 People with NWMO Ties Responded to the 2025 Survey

- 71% were female, less than in 2020 (75%).
- 3 out of 4 were employed, similar to 2020.
- 59% had at least a Bachelor's degree, compared to 22% of the population.
- 35% were age 60 or older, an increase from 2020 (31%). This compares to 27% of the population.
- Overall, respondents in 2020 and 2025 were more likely to be female, have higher education attainment, and be older than the general population. This is common in community surveys, where response rates tend to be higher for populations with these characteristics.

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# Respondent Breakouts



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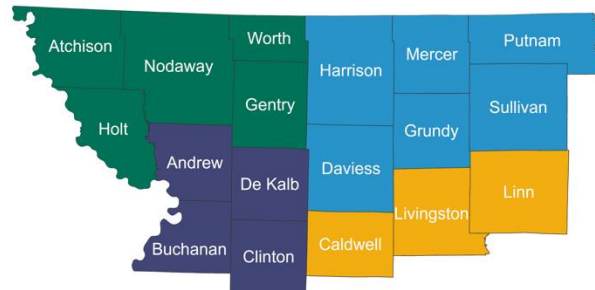
## Regional Groups of Counties

### Group 2:

**419 Responses (39%)**  
Home to Maryville

### Group 4:

**67 Responses (6%)**  
Home to Trenton



### Group 1:

**338 Responses (31%)**  
Home to St. Joseph

### Group 3:

**258 Responses (24%)**  
Home to Chillicothe

## Population Groups by Moving Status

**46% Stayers**  
Grew up in NWMO  
and have always  
lived here

**499**

**Stayers**

**23% Returners**  
Grew up in NWMO,  
moved away, then  
moved back

**247**

**Returners**

**26% In-Migrants**  
Did not grow up in  
NWMO but live  
here now\*

**278**

**In-Migrants**

**5% Leavers**  
Grew up in NWMO,  
but have left

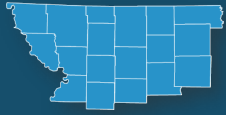
**53**

**Leavers**

\*An in-migrant in this analysis is someone who has moved into the NWMO region for the first time. This differs from "immigrant," which refers to international border migration.

Due to the analytical limitations of very small sample sizes, Group 4 and Leaver breakouts are excluded from the remaining information.

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# Why Stay, Come Back, or Leave NWMO



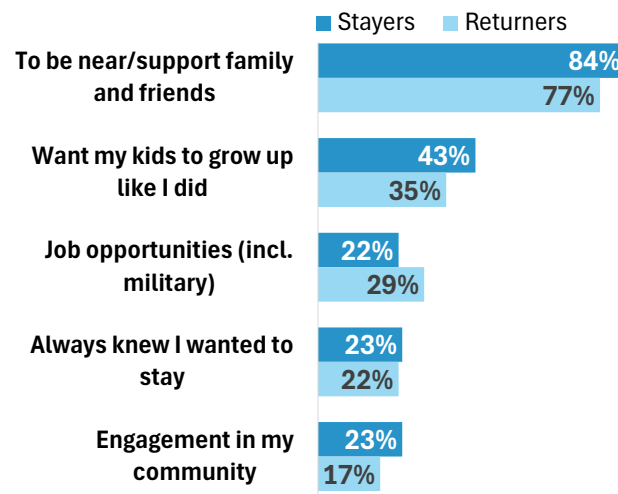
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**Relationships** remain critical, but **Job Opportunities** continue to be the most likely reason people move into or out of NWMO, and are becoming increasingly important.

## Why Stay or Come Back to NWMO?

### Family & Friends

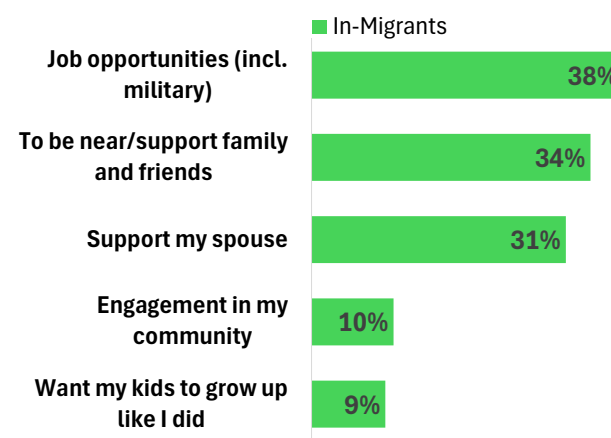
Top five 2025 reasons for STAYERS and RETURNERS (Same as 2020 top five). For RETURNERS, **Jobs** ranked #3.



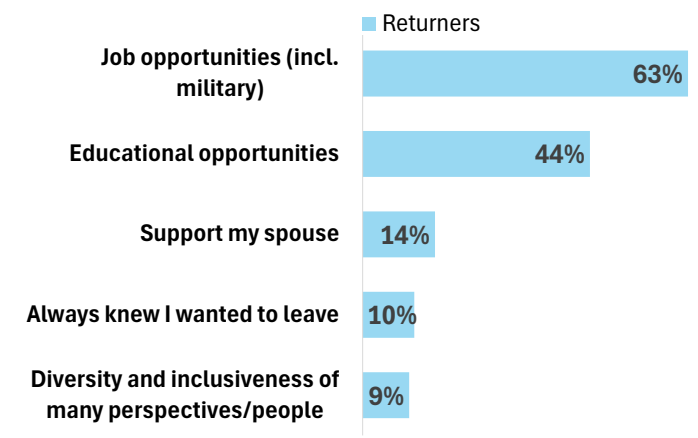
## Why Move In or Out of NWMO?

### Job Opportunities

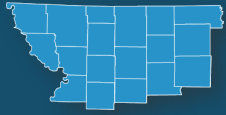
Top five 2025 reasons for IN-MIGRANTS to **move into** NWMO (Same as 2020 top five). **Family & Friends** was #1 in 2020, but **Jobs** #1 now.



Top five 2025 reasons for RETURNERS to **move out of** NWMO (Same as 2020 top five). **Jobs** more important in 2025 vs. 2020. LEAVERS also had the same top reasons.



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# What Do You Want In the Place You Live?



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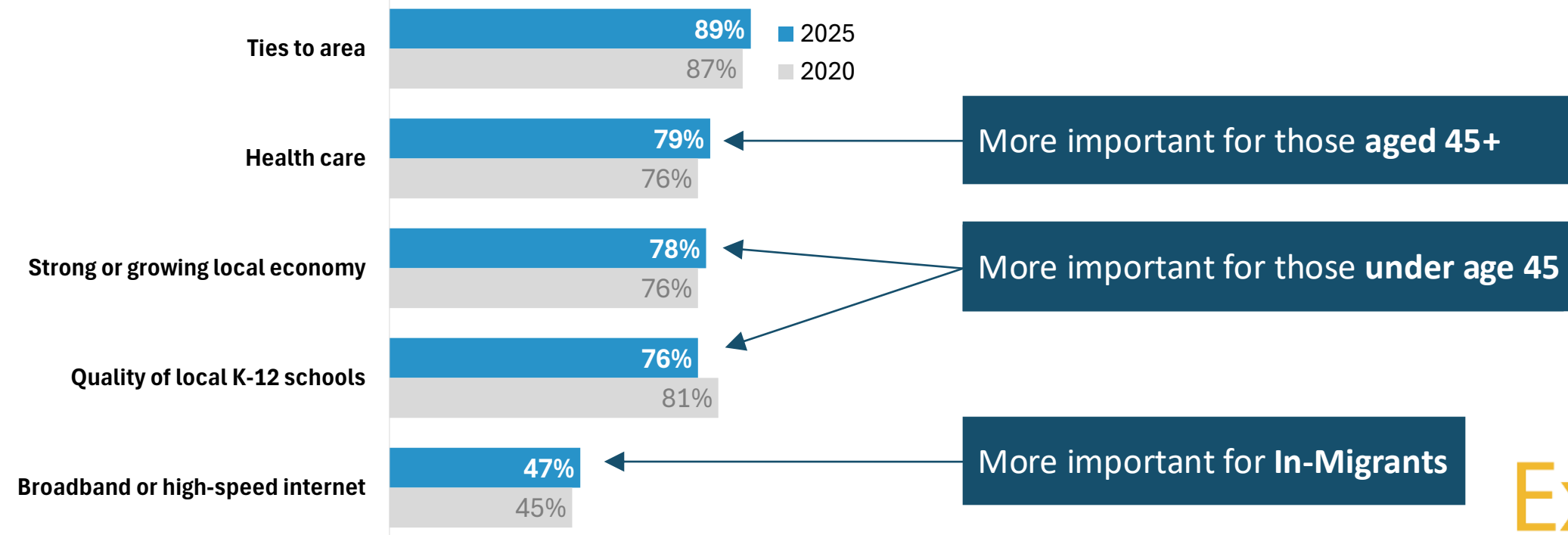
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## Key Takeaways:

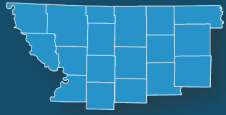
- Around **1 in 4** are *Somewhat to Extremely Likely* to Move in the Next 5 years.
- **Ties to the Area** are the most important factor in where to live.
- **Healthcare, Strong Local Economy, and Quality Schools** top other factors:

**Quality of Life Factors**  
Social Connections,  
Health, Economy, and  
Built Environment

What factors are most important about where you live in the next 5 years?



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# Other Factors Noted by Different Groups



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**Other factors** indicated by at least **1 in 4** survey respondents:

## Quality of Life Factors Housing and Economy

### **Avail. Housing (46%)**

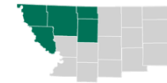
More Important to:

- **In-Migrants (52%)**

### **Store Access (38%)**

More Important to:

- **Group 2 (47%)**



## Quality of Life Factors Natural Environment, Health, & Social Connections

### **Scenic Beauty (30%)**

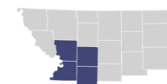
More Important to:

- **In-Migrants (38%)**

### **Arts & Entmt. (29%)**

More Important to:

- **Returners (40%)**
- **Group 1 (64%)**



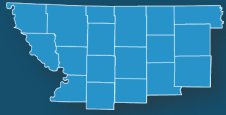
### **Outdoor Recreation (27%)**

More Important to:

- **Returners (40%)**
- **Group 1 (33%)**



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# Hopes and Worries for NWMO's Future



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What changes are you **most excited** about for the future of Northwest Missouri?

1. **Growing Economy**, more jobs and businesses, mentioned by 4 in 10. Top response in 2020 as well.
2. **Community Improvements**, including better infrastructure (revitalizing downtowns, broadband, roads, utilities) and working together more, were mentioned by 3 in 10.
3. **Recreation and Entertainment Options** (pools, parks, arts, sports, concerts, etc.) were highlighted by 1 in 10.

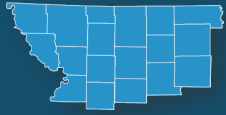
- *New businesses opening in my area and nearby communities, providing economic growth opportunities.*
- *I want to see a Northwest Missouri where all who are willing to engage and seek it can thrive.*
- *Economic development, and arts and entertainment initiatives.*

What changes **most worry** you about the future of Northwest Missouri?

1. **Poor Economy**, declining population and jobs, mentioned by 3 in 10. This was also the top response in 2020.
2. **Political Climate**, including mistrust of government or leadership, was mentioned by 1 in 4.
3. **Education Funds or Quality** diminishing was noted by 1 in 10.

- *People not being able to find jobs and leaving the area.*
- *The lack of open communication between different viewpoints.*
- *Not enough people with kids living here and schools will decline/low tax revenues.*

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# Community Trust and Belonging

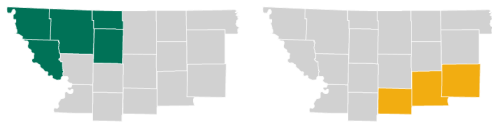


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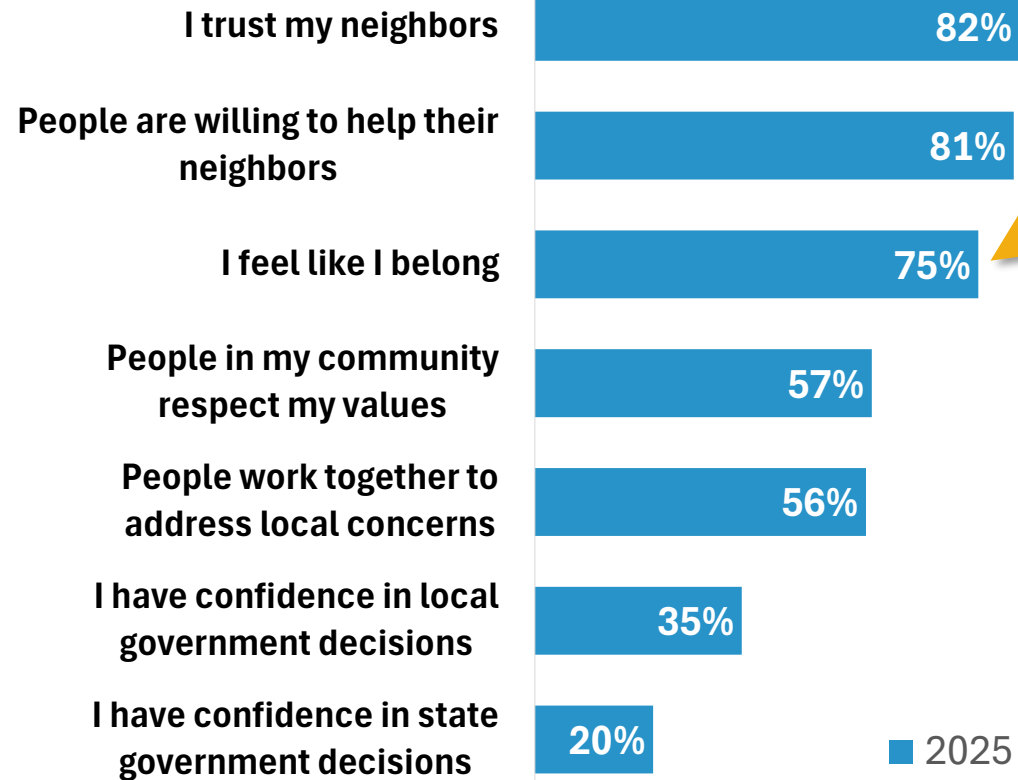
Trust and belonging are felt by **3 in 4** respondents as they:

- **Trust Their Neighbors**
- **Are Willing to Help Their Neighbors**
- **Feel Like They Belong**



**Group 2** and **Group 3** have more confidence in **Local Government Decisions** (43%) than the regional average (35%).

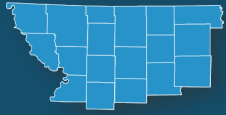
## In My Community...



Positive **Social Connections** were seen in respondents. Belonging increased by 3 points from 2020.

■ 2025

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# Efforts Supported in Their Communities



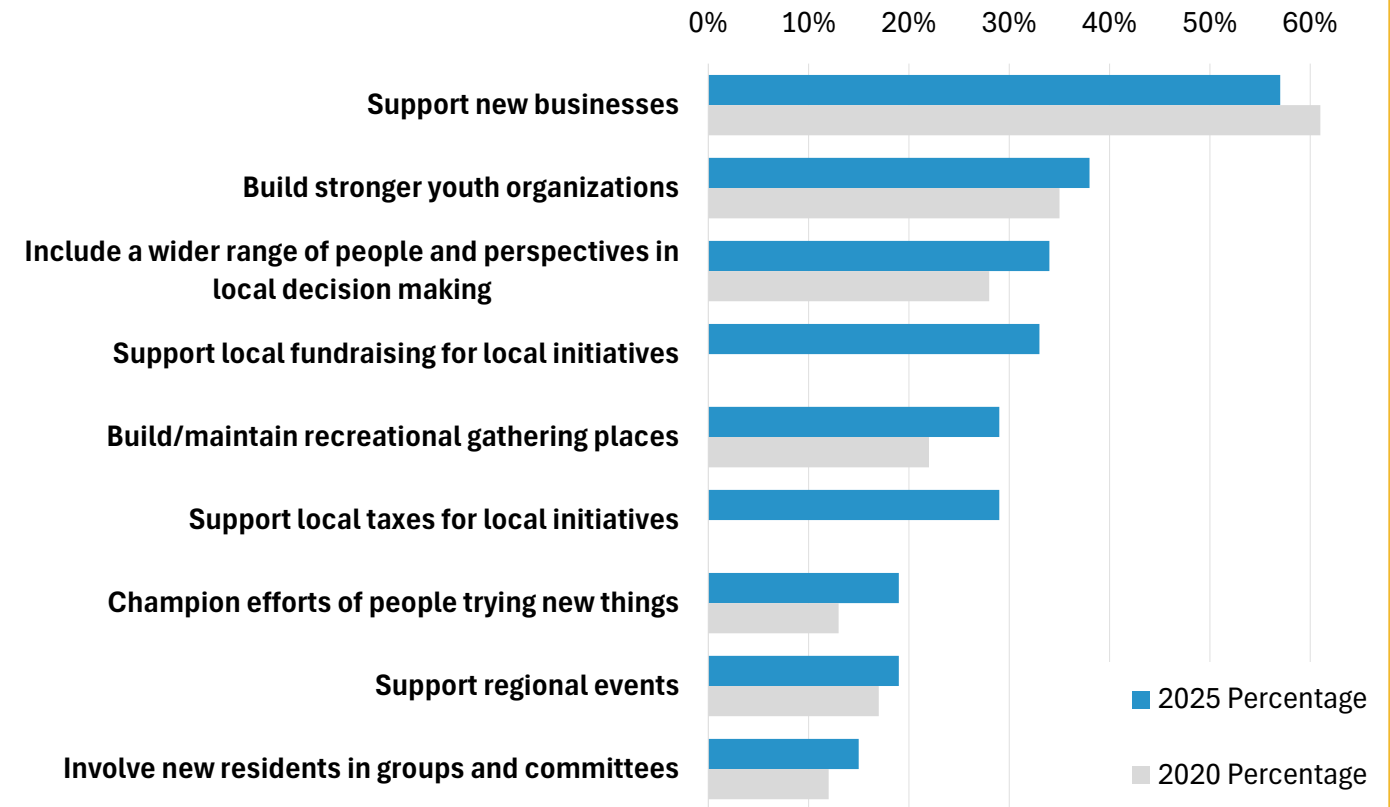
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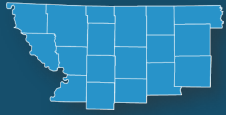
## Key Takeaways:

- **Increased support**, from 2020 to 2025, in most categories for community development efforts.
- **Supporting New Businesses** easily tops charts again, followed by **Stronger Youth Organizations**.
- **Including a Wider Range of Perspectives** supported by 1 in 3, but interestingly, less so for involving new residents.

## What efforts would you support in your community?



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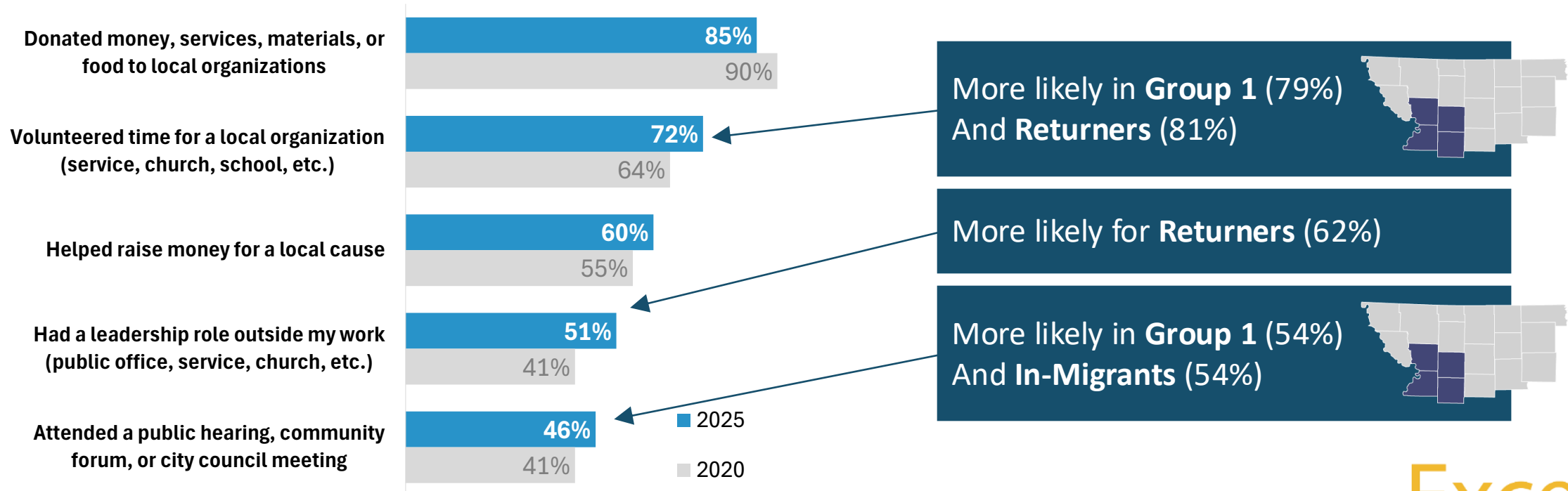
# Activities I Did in My Community



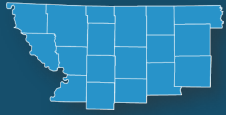
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**9 in 10** voted in elections and socialized with neighbors, indicating strong community engagement. Other community-supporting activities included:

Positive **Leadership** and **Community Funding** signs as volunteering and leadership activity shares increase.



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# Would You Participate?



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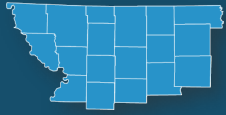
If invited, would you try any of the community activities you haven't done before?

- Nearly **2 in 3** said "Yes"!
- Especially true for **Returners** and **In-Migrants** who moved into NWMO.

If invited, **would you try** any of the previously listed activities you haven't done before?



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# Keeping Talent Insights



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**Relationships** remain a core anchor for residents, especially for lifelong NWMO community members with family ties. Yet with **one in four** residents considering a move in the coming years, additional factors are increasingly shaping decisions about whether to stay:

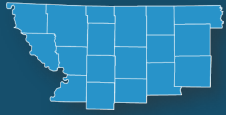
## Healthcare

Access to healthcare is critical, particularly for older adults. The ability to retain semi-retired and fully retired residents in NWMO, along with their talent, community involvement, and local spending, will be strongly influenced by the availability of healthcare services.

## Job Opportunities

Employment is understandably important for younger populations living in NWMO. As the population ages, it becomes even more important to foster economic development and support entrepreneurship to keep working-aged adults in the region as they establish and grow their families.

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# Attracting Talent Insights



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**Job Opportunities** are a crucial factor in attracting new individuals to NWMO and in encouraging former residents to return. **Other Factors** that were notable for attracting talent include:

## Quality of Life Options

People returning to NWMO ranked **Arts and Entertainment** and **Outdoor Recreation** options higher than lifelong residents. They likely enjoyed many of these options living in urban locales, so it's a more important in deciding where to live.

## Quality Schools and Infrastructure

While ties to the region still play a key role, people moving into NWMO for the first time also ranked relatively higher the need for **Quality Schools, Broadband Access, and Available Housing**.

A **Social Connection** benefit of returning or new NWMO residents is their higher likelihood of community engagement, whether through **volunteering** or taking on **community leadership** roles.

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# Survey Responses that inform **Regional Priorities**

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# Leadership Development and Capacity Building



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## The Survey Revealed:

### ***Capacity Building Strengths***

- Continued strong sense of **Belonging** and willingness to **Help Neighbors** (~75+%), even among newer NWMO residents.
- Over half believe people **Respect My Values** and **Work Together** (~56%), same as before.
- **Two out of three** would help with community activities if asked.

### ***Leadership Challenges***

- Even among engaged respondents, only 1 in 3 has **Confidence in Local Government**.
- Only 30% believe their community included **Different Perspectives** in decision-making.
- 27% worry about the **Political Climate**, up from 15% in 2020. While mostly a national/state issue, it can impact local engagement.

### ***Survey Insights...***

- Communicate the strong sense of community and willingness to be involved found in the survey, followed by asking for engagement.
- Be aware that returning NWMO residents show a higher willingness to serve in leadership roles, positions that often lack volunteers.
- Coordinated leadership development programs that leverage efforts and build trust can reinforce the positive roles of nonprofit and government organizations.
- Program evaluations that include community well-being and engagement measures can use the survey for benchmarking.

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# Community Access to Funding/Investing in Themselves



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The Survey Revealed:

## ***Funding/Investing Strengths***

- Respondents are givers; 85% **Donated Money, Services, Materials, or Food to Local Organizations.**
- 60% **Helped Raise Money for a Local Cause**, an increase of 5 percentage points from 2020 responses.
- Two-thirds (64%) of respondents believe their community offers **Ways to Invest or Give Back.**

## ***Funding/Investing Challenges***

- A third (33%) of respondents **Support Fundraising for Local Initiatives**, which is likely higher than the general population.
- Only 29% **Support Taxes for Local Initiatives**, which can make consistent funding for activities challenging.

## ***Survey Insights...***

- Survey respondents show high levels of community engagement, whether through donating, helping raise money, or volunteering, which has stayed fairly consistent over the five years. The region benefits from strong social connections that aid regional development efforts.
- At the same time, encouraging broader public participation in fundraising and tax initiatives remains a challenge, as it does in many communities. Sharing stories of past successes, along with survey findings like these, can show funders that the region is actively working to improve residents' quality of life.

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# Fostering the Entrepreneurship Ecosystem of Support



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## The Survey Revealed:

### ***Business Ecosystem Strengths***

- When asked about community efforts they would back, **Supporting New Businesses** was the top choice in both survey years. In 2025, 57% indicated their support for business development, a slight decrease from 2020 (61%).
- In both survey years, respondents noted that **Job and Business Growth** was what excited them the most about the region's future.

### ***Business Ecosystem Challenges***

- While in both survey years, **Jobs and Business Growth** were what excited respondents the most about the region's future, the **Decline of Population and Jobs** was what worried them the most, given past trends.
- A **Strong and Growing Economy** ranked among the top three factors influencing where people plan to live, with roughly three-quarters of respondents highlighting it in both 2020 and 2025.

### ***Survey Insights...***

- 57% support new business development, the top community effort respondents backed in both surveys. The slightly lower support compared to five years earlier (61%) could reflect the more stressful economic times in 2020, during which jobs were a greater concern.
- Slow or declining job growth is a continual threat to rural regions, so seeking continual improvements in the entrepreneurial ecosystem and its support will remain important.

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# Connecting Social Services for Cross Referrals



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## The Survey Revealed:

### ***Social Services Strengths***

- 81% believe **People are Willing to Help Their Neighbors**, a positive sign of community connectiveness.
- **Volunteering** is a growing strength in the region, as 72% of respondents give time to local organizations, up from 64% in 2020.
- Nearly 6 in 10 felt that their community offered Places to **Access Public Information and Lifelong Learning Resources**.

### ***Social Services Challenges***

- A low share (35%) had **Confidence in Local Government Decisions**, and even less in **State Government Decisions** (20%), which can hinder some from seeking help.
- Some of the least valued things about the region were **Housing Availability**, **Job Opportunities**, and **Access to Food Sources**, issues that challenge many rural communities.

### ***Survey Insights...***

- NWMO survey respondents report a strong sense of community connection, reflected in high levels of neighborly trust, belonging, and volunteerism. This social cohesion provides a solid foundation for local non-profits to deliver effective social services.
- Communicating the positive connections between non-profits and government programs can help build support for services that help citizens in need.

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# Affordable, Accessible, Adequate Housing



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## The Survey Revealed:

### *Housing Strengths*

- Despite high inflation in recent years, 60% still value the favorable **Cost of Living** in this region. The area is generally more affordable than other places to live.
- Only 8% mentioned that housing or infrastructure concerns worried them about NWMO's future, well below other issues like the economy (30%).

### *Housing Challenges*

- **Housing Availability** was the lowest-ranked thing respondents valued about the region.
- 46% said **Available Housing** was an important factor for where to live, up from 39% in 2020.

### *Survey Insights...*

- NWMO's overall affordability is a strength noted across sub-regions and groups, so maintaining a lower cost of living will continue to be important for attracting and retaining people in the region.
- Housing availability, from starter homes to housing suitable for an aging population, is a national challenge, but local communities can help by developing and acting on plans to improve housing infrastructure.

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The Survey Revealed:

## ***Healthcare/Childcare Strengths***

- While **Health Changes** could influence 13% of survey respondents to move, only 2% of households living with children noted this.

## ***Healthcare/Childcare Challenges***

- After family ties, **Healthcare** is the most important factor in deciding where to live. Rural healthcare access remains a perennial challenge that significantly influences the outmigration of residents.
- Having **Work Flexibility to Pick Up Children** from school was important for 57% of households living with kids, more than double the regional average (25%).

## ***Survey Insights...***

- NWMO survey respondents are generally older than the overall population and more concerned with healthcare issues. When looking at households with children, there are fewer healthcare concerns.
- Households with children are more likely to work and value job flexibility to manage school pick-ups and other caregiving needs. Although flexible work decisions rest with employers, sharing these insights can help businesses design policies that better align with working family needs.

# High-Speed Broadband for All



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## The Survey Revealed:

### ***Broadband Strengths***

- A majority of respondents (56%) believe that **People Work Together to Address Local Concerns** in the community, which is an important strength when facing issues such as internet access.
- 30% of respondents were excited for **Community Improvements**, including broadband, in NWMO's future. This is up from 22% in the 2020 survey.

### ***Broadband Challenges***

- 57% noted **Broadband Access** is an important factor in deciding where to live. Expanding high-speed internet across the region will be necessary to attract/retain residents and businesses.
- Related to broadband access, 31% desired **Remote Work Options** in 2025, up from 25% in 2020. Over four in ten younger respondents, under the age of 45, wanted remote work options (42%).

### ***Survey Insights...***

- Survey respondents report a strong sense of community engagement, with most indicating that residents work together to address local concerns and that values are respected. A high level of trust and participation supports the region's ability to collaborate and respond effectively to community issues like broadband.
- While remote work options depend on the type of job and employer, a sizable share of respondents desire this flexibility. Sharing these insights can help businesses looking to attract a larger talent pool by offering flexible work options.

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# Food Chain Diversity/Expanding Agri-Business



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The Survey Revealed:

## ***Food/Agribusiness Strengths***

- **Supporting New Businesses** was the top community effort respondents supported in 2025 and 2020. The region is strongly concentrated in agriculture, so likely that many budding entrepreneurs would have agri-business connections.

## ***Food/Agribusiness Challenges***

- **Access to Food Sources** was one of the least favorite things about living in the region, indicating that food access is not a positive regional attribute.
- The **Decline of Population and Jobs** worried respondents the most regarding the region's future. This concern, based on past trends, can be a deterrent to new agri-tourism, grocery store, or restaurant businesses that rely on expanding local markets.

## ***Survey Insights...***

- Survey respondents support new business development and, given the region's strong agricultural base, many likely have family connections to agri-business. Supporting existing agri-businesses and related entrepreneurs builds on existing regional assets and aligns with what many respondents are excited for: expanded business and job growth in the region.
- Slowly growing or declining populations are a threat to rural regions as food markets shrink. While food access was not a positive regional attribute, it also did not rise to a high level of concern in comparison to other factors.

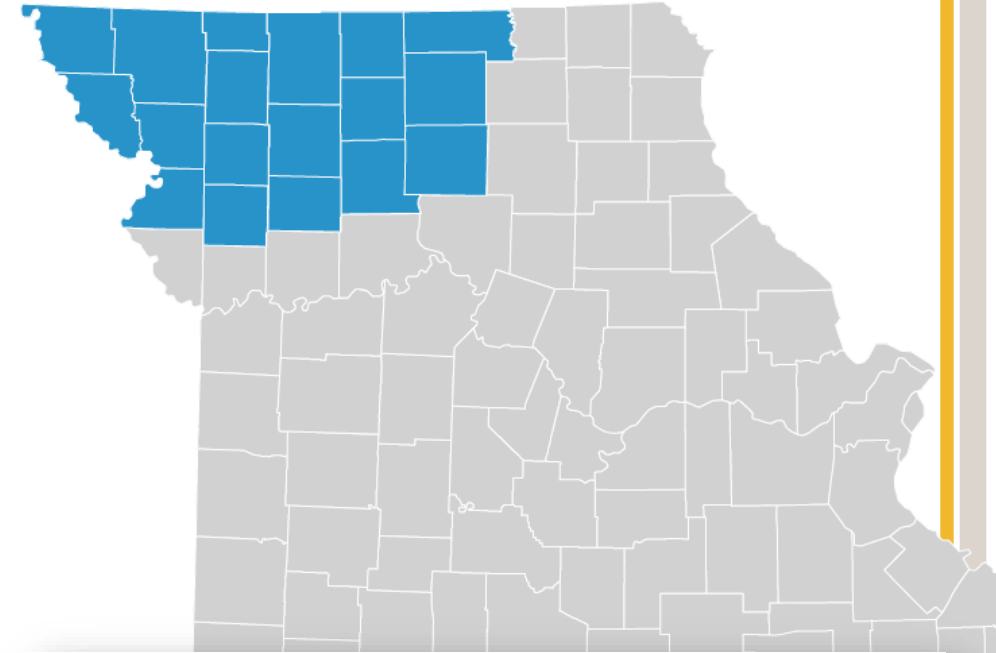
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# Survey Background

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# Northwest Missouri Survey Methodology

- The 2025 alumni and resident survey was initiated by The Community Foundation of Northwest Missouri and its [Maximize Northwest](#) initiative.
- The survey was conducted over a 4-month period, from mid-June to mid-October, and covered 18 Northwestern Missouri counties.
- The anonymous survey asked:
  - **Where you live and what you value about your community.**
  - **Reasons for moving in or out of the region if you did.**
  - **What influences where you'll live in the coming years?**
  - **What your community offers, and how you support it.**
- The survey used the same 2020 survey questions, with a few modifications, so comparisons could be made.

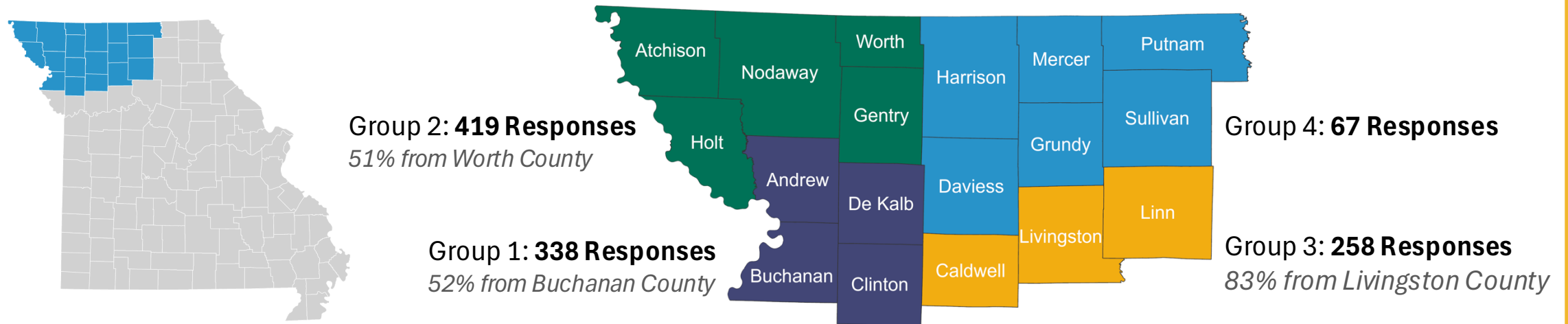


## 2025 Alumni & Resident Survey Questions

FULL SURVEY LINK: [https://missouri.qualtrics.com/jfe/form/SV\\_dgSpb9WQnMwqmtU](https://missouri.qualtrics.com/jfe/form/SV_dgSpb9WQnMwqmtU)  
SHORT LINK: <http://muext.us/NWMOsurvey>

# 2025 Survey Responses

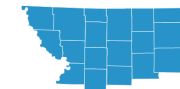
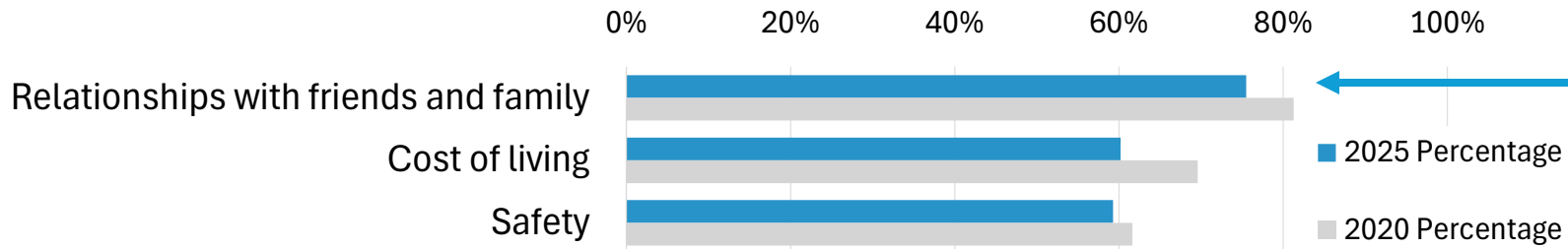
- The survey received over 1,090 responses, with **1,082 that identified specific NWMO county ties.**
- Where there were enough respondents\*, breakouts of survey findings were developed for sub-groups and counties within the NWMO region.



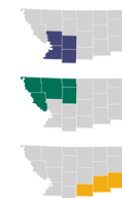
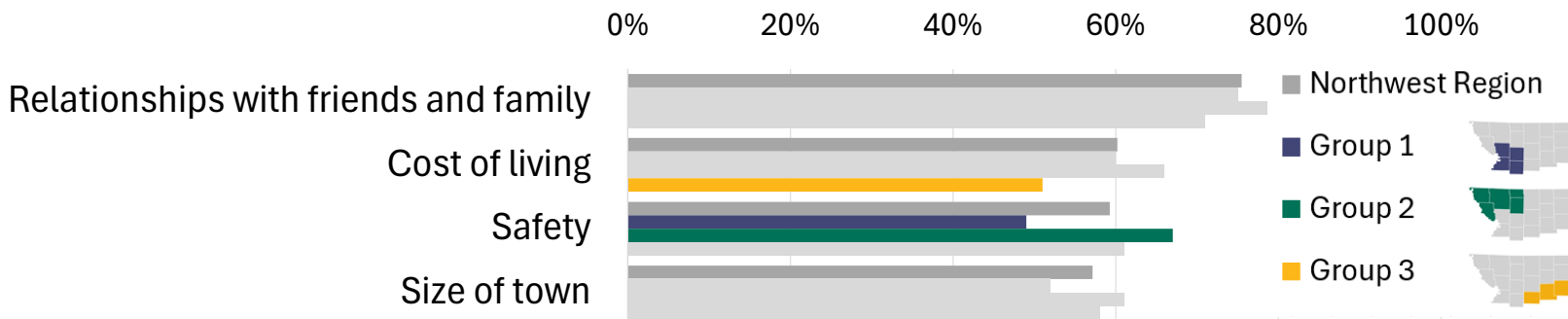
\*A minimum of 200 to 275 responses from a random, representative sample is typically required to achieve 90% confidence that survey results fall within a  $\pm 5$  percentage point margin of error for the overall population. This is a common standard in survey research. However, conducting representative community-level surveys is challenging due to the significant time and cost involved in collecting responses. With detailed demographic information, statistical weighting can help adjust for non-representative samples, though it will increase the margin of error and complicate comparisons with past surveys. To account for these limitations, this project reports results based on a minimum of 200 responses with minor exceptions. Additionally, responses that differ by more than 7 percentage points are highlighted as significantly different from the overall regional results.

# A Guide to Survey Charts for Comparing Results

What did you value about the place you experienced in Northwest Missouri?



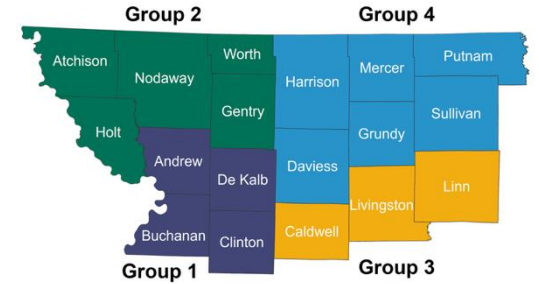
NWMO Region **2025** and **2020** figures in the bar chart show a **comparison over the 5 Years**.



- NWMO Region in **dark grey** with Groups 1, 2, and 3 in **light grey** when **similar** to overall region.
- Group colors shown when response **differs significantly** from the NWMO Region ( $\pm 7$  points or more).

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# Northwest Missouri (NWMO) Economic Characteristics



| Region        | Population (2020) | Population (2025) | Population Change % | Age 60 or Over % | Bachelor's Degree or Higher % | Jobs (2020) | Jobs (2025) | Jobs Change % |
|---------------|-------------------|-------------------|---------------------|------------------|-------------------------------|-------------|-------------|---------------|
| NWMO Region   | 249,175           | 247,038           | -0.9%               | 27.4%            | 22.0%                         | 106,417     | 108,168     | 1.6%          |
| NWMO Group 1  | 135,388           | 132,742           | -2.0%               | 26.3%            | 23.7%                         | 60,127      | 61,679      | 2.6%          |
| NWMO Group 2  | 38,599            | 38,063            | -1.4%               | 27.9%            | 23.3%                         | 16,146      | 17,070      | 5.7%          |
| NWMO Group 3  | 34,668            | 35,732            | 3.1%                | 27.9%            | 19.4%                         | 13,648      | 14,330      | 5.0%          |
| NWMO Group 4  | 40,520            | 40,502            | -0.0%               | 30.2%            | 17.8%                         | 16,496      | 15,090      | -8.5%         |
| Missouri      | 6,154,744         | 6,264,227         | 1.8%                | 25.6%            | 32.6%                         | 3,048,283   | 3,312,008   | 9%            |
| United States | 331,577,720       | 341,675,177       | 3.0%                | 24.6%            | 35.5%                         | 158,475,045 | 177,097,024 | 12%           |

## NWMO Top Job Sectors:

### Top Employing Private Sectors

- Manufacturing: 17,600
- Health Care: 14,800

### Top Sector Concentrations\*

- Agriculture: 3.4X
- Manufacturing: 2.2X

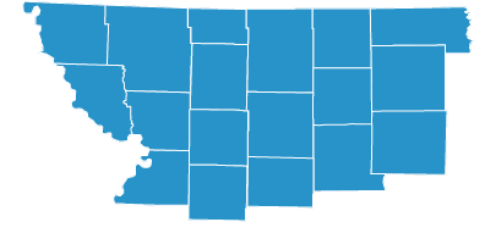
Source Notes: Estimates from Lightcast data. \*Concentrations describe how specialized a region is compared to the U.S. average. For example, a 2.0X concentration means the region is twice as concentrated in that sector's employment compared to the U.S. average.

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# Survey Demographics

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# Respondent Age and Employment



Most respondents were aged 45 or older (69%) in 2025, a slightly higher share than in 2020 (65%).

## What is your age?

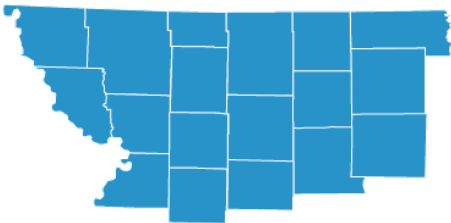
| Field           | Under 30 | 30-44 | 45-60 | 60+ |
|-----------------|----------|-------|-------|-----|
| 2025 Count      | 48       | 250   | 328   | 338 |
| 2025 Percentage | 5%       | 26%   | 34%   | 35% |
| 2020 Percentage | 5%       | 29%   | 35%   | 31% |

3 out of 4 were employed. A higher share was retired in 2025 than in 2020, which corresponds to the older age of respondents.

## Describe your current employment status:

| Field           | Work as a paid employee | Self-employed business owner | Not working but looking for a job | No paid work (care for others/in school/etc.) | Retired |
|-----------------|-------------------------|------------------------------|-----------------------------------|-----------------------------------------------|---------|
| 2025 Count      | 581                     | 139                          | 7                                 | 15                                            | 222     |
| 2025 Percentage | 60%                     | 14%                          | 1%                                | 2%                                            | 23%     |
| 2020 Percentage | 61%                     | 12%                          | 1%                                | 4%                                            | 18%     |

# Respondent Gender and Education



Most respondents were women (71%), a slight decrease in share from the 2020 responses.

## Describe your gender:

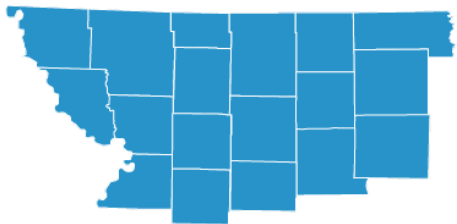
| Field           | Woman | Man | Prefer Not to Answer/Self-Identify |
|-----------------|-------|-----|------------------------------------|
| 2025 Count      | 683   | 246 | 35                                 |
| 2025 Percentage | 71%   | 26% | 4%                                 |
| 2020 Percentage | 75%   | 23% | 2%                                 |

Nearly 6 in 10 had a Bachelor’s degree or higher in 2025. The question was not asked in 2020.

## What is the highest level of education you have completed?

| Field      | Less than high school degree | High school degree or equivalent (GED) | Some college but no degree | Associate’s/ Technical Degree or Apprentice. | Bachelor’s degree or above |
|------------|------------------------------|----------------------------------------|----------------------------|----------------------------------------------|----------------------------|
| Count      | 3                            | 98                                     | 152                        | 142                                          | 571                        |
| Percentage | 0%                           | 10%                                    | 16%                        | 15%                                          | 59%                        |

# Respondent Household and Years at Location



Most respondents lived in households with 2 or more adults (71%). 42% lived with children, down from 51% in 2020.

## Describe your household:

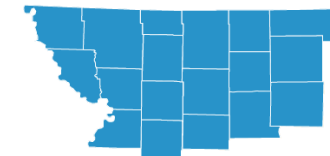
| Field           | I live by myself | I live with children under the age of 10 | I live with children ages 10-18 | I live with other adult(s) ages 19-64 | I live with other adult(s) ages 65+ |     |
|-----------------|------------------|------------------------------------------|---------------------------------|---------------------------------------|-------------------------------------|-----|
| 2025 Count      | 143              | 161                                      | 240                             | 442                                   | 242                                 |     |
| 2025 Percentage | 15%              | 17%                                      | 25%                             | 46%                                   | 25%                                 | 71% |
| 2020 Percentage | 12%              | 22%                                      | 29%                             | 75%                                   |                                     |     |

Over half had lived at the same zip code for over 20 years.

## How many years have you lived at this zip code?

| Field      | Less than 5 years | 5-19 years | More than 20 years |
|------------|-------------------|------------|--------------------|
| Count      | 90                | 332        | 538                |
| Percentage | 9%                | 35%        | 56%                |

# Respondents Mostly Long-Time Residents

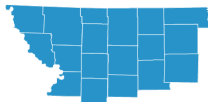


Have you ever moved into, moved out of, or moved back to Northwest Missouri?

- 46% have always lived in NWMO, called “Stayers”
- 49% moved into NWMO after leaving or for the first time
- 5% no longer live in NWMO, called “Leavers”

| Choice                                                                         | Label      | Counts | 2025       | 2020       |
|--------------------------------------------------------------------------------|------------|--------|------------|------------|
|                                                                                |            |        | Percentage | Percentage |
| I grew up here and still live in the same county where I graduated high school | Stayer     | 311    | 29%        | 30%        |
| I grew up here and have lived in multiple counties in Northwest Missouri       |            | 188    | 17%        | 16%        |
| I moved out of the region, but I have since moved back to Northwest Missouri   | Returner   | 247    | 23%        | 24%        |
| I did not grow up here, I moved in and currently live in Northwest Missouri    | In-Migrant | 278    | 26%        | 21%        |
| I no longer live in Northwest Missouri                                         | Leaver     | 53     | 5%         | 9%         |

# Respondent Demographics by Moving Status



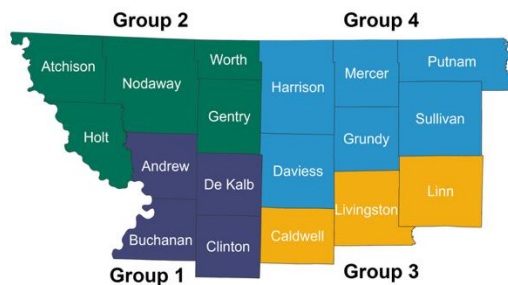
**Stayers** have lower BA degree attainment and are generally younger than other groups.

2025 Respondent Selected Demographics by Moving Status

| Moving Status | % Employed | % Bachelor's degree or above | % Age 60+ |
|---------------|------------|------------------------------|-----------|
| Stayer        | 76%        | 48%                          | 31%       |
| Returner      | 76%        | 69%                          | 38%       |
| In-Migrant    | 71%        | 68%                          | 39%       |
| 2025 Region   | 74%        | 59%                          | 35%       |

# Respondent Demographics by Regional Group

- **Group 1**, home to St. Joseph, has higher employment and BA degree attainment than the other groups. Respondents were also younger, on average.
- **Group 2** has lower employment and an older population than the other groups.
- **Group 3** has lower BA degree attainment than the other groups. This group is also younger.



2025 Respondent Selected Demographics by Regional Group

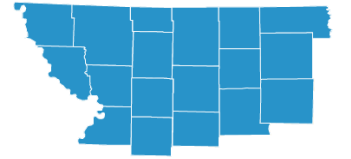
| Regional Group | % Bachelor's degree or above |     |           |
|----------------|------------------------------|-----|-----------|
|                | % Employed                   |     | % Age 60+ |
| Group 1        | 81%                          | 73% | 32%       |
| Group 2        | 69%                          | 53% | 40%       |
| Group 3        | 78%                          | 50% | 32%       |
| 2025 Region    | 74%                          | 59% | 35%       |

Respondent demographics, such as age and educational attainment, can differ significantly from those of the overall population, providing valuable context for interpreting the results.

# What are the **Best Things** about NWMO

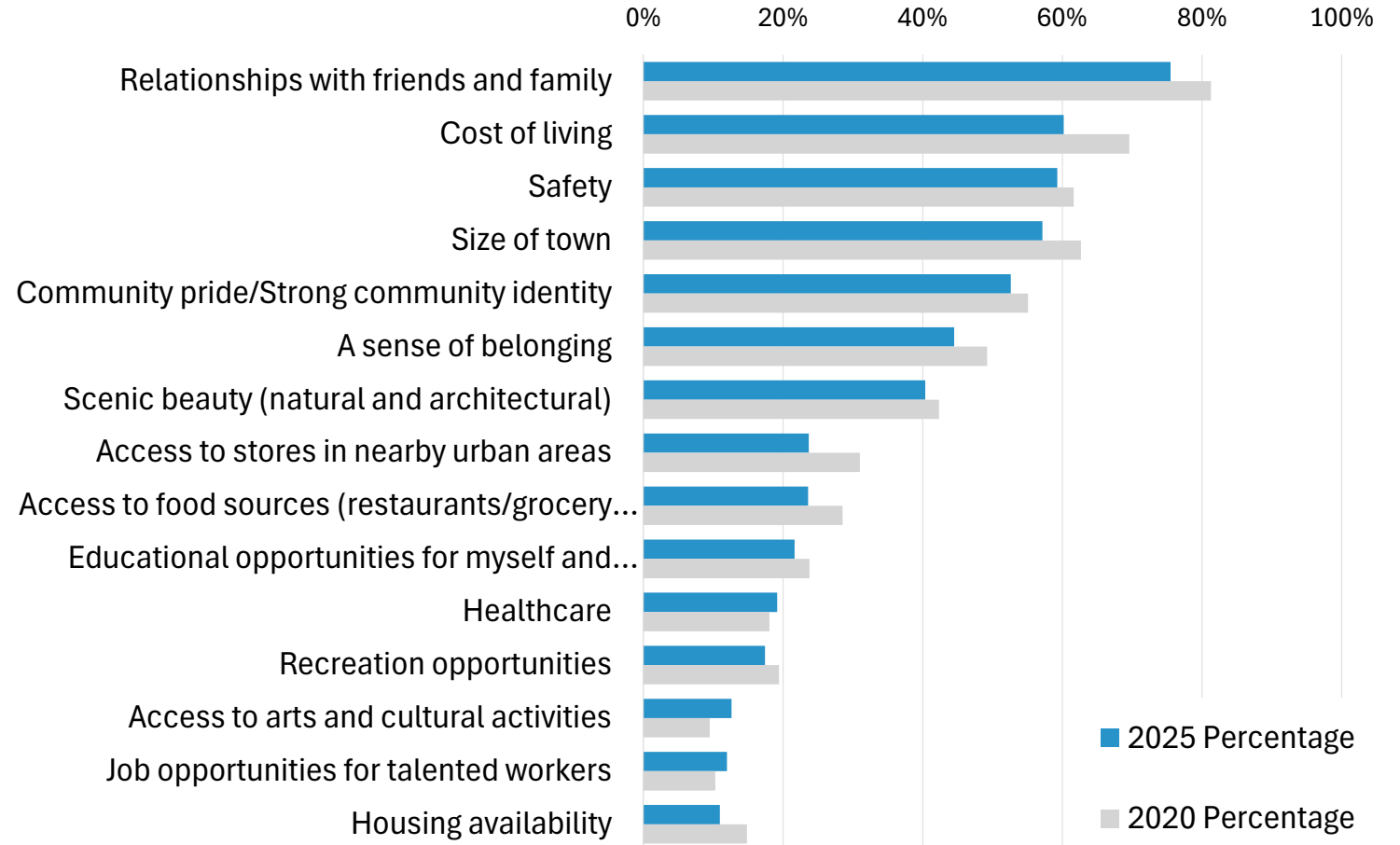
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# What Do You Most Value: Relationships



What did you value about the place you experienced in Northwest Missouri?

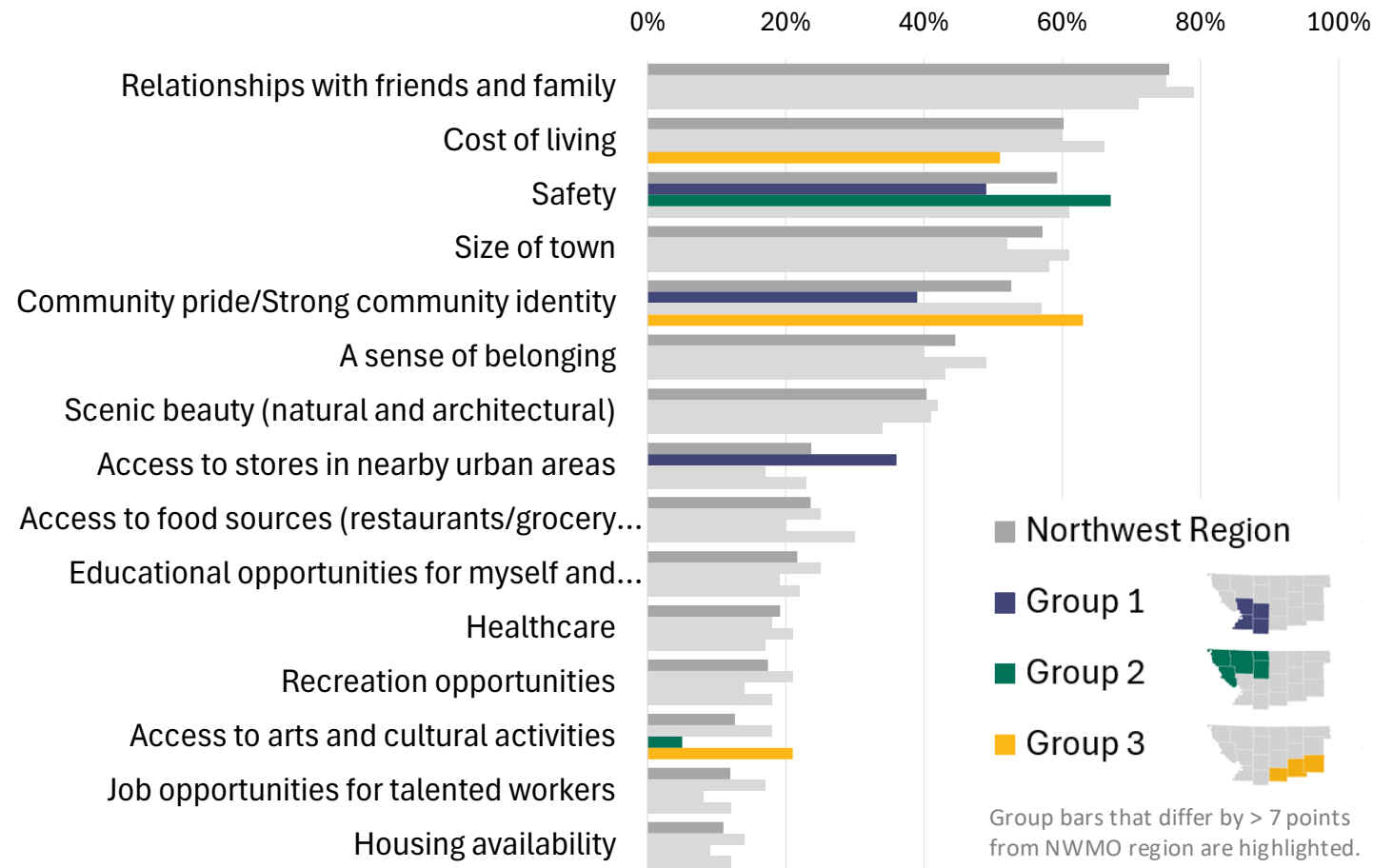
- **Relationships, Cost of Living, and Safety** top the list.
- Similar rankings from 2020 to 2025 in most choices.



# What Do You Most Value By Group

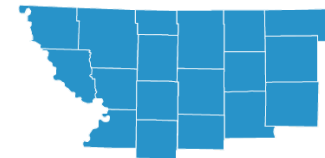
What did you value about the place you experienced in Northwest Missouri?

- **Relationships** top for all groups, with **cost of living**, **safety** and **smaller towns** generally in the top four. The exception is Group 3, with **community pride** as second.
- Group 1 had significantly lower values for **safety** and **community pride**, compared to the overall NWMO region. But **access to urban areas** was much higher value as the group is home to St. Joseph.



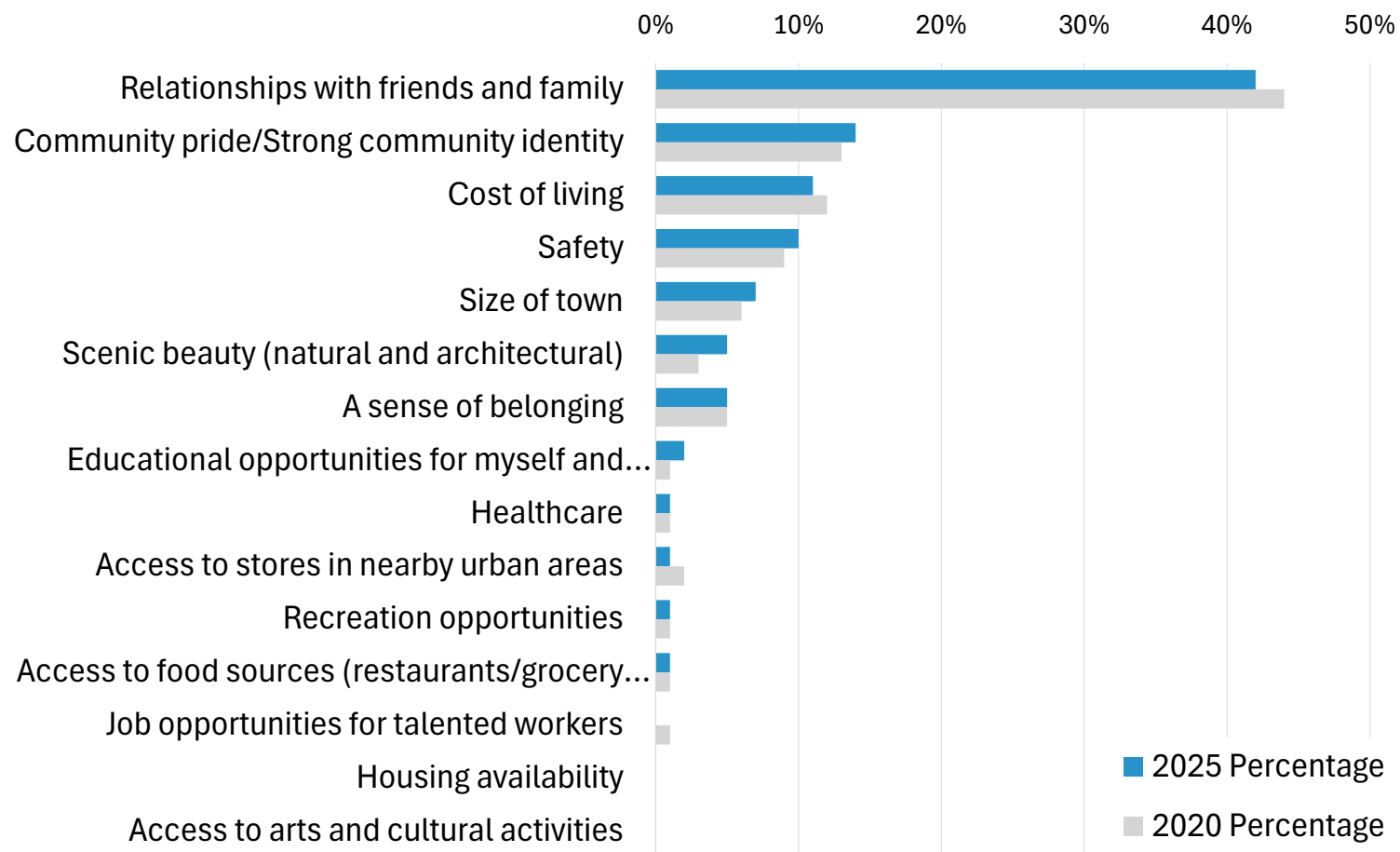
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# The Very Best Thing? Relationships Again



**What is the very best thing about living and/or working in the region?**

- When you can make only one choice, **relationships** are top for four out of ten respondents.
- **Community pride** was the second choice, followed by low **cost of living**.

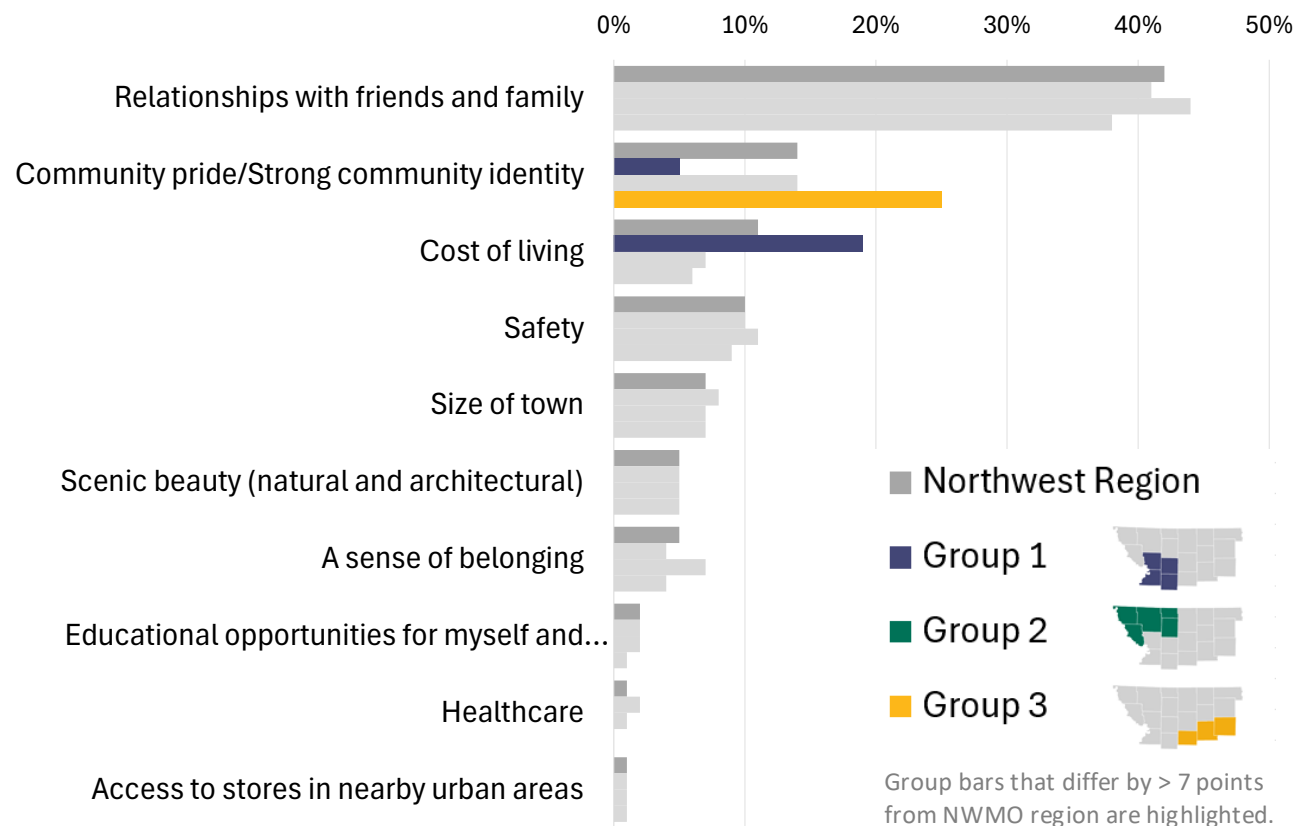


# The Very Best Thing? By Group

What is the **very best** thing about living and/or working in the region?

- **Relationships** top for all groups.
- **Community pride** ranked second for Groups 2 and 3, with Group 3 showing particularly strong sentiment. In contrast, Group 1 placed it sixth.
- **Cost of living** was valued more by Group 1, significantly higher than in the other groups.

## Top Ten Very Best Things...



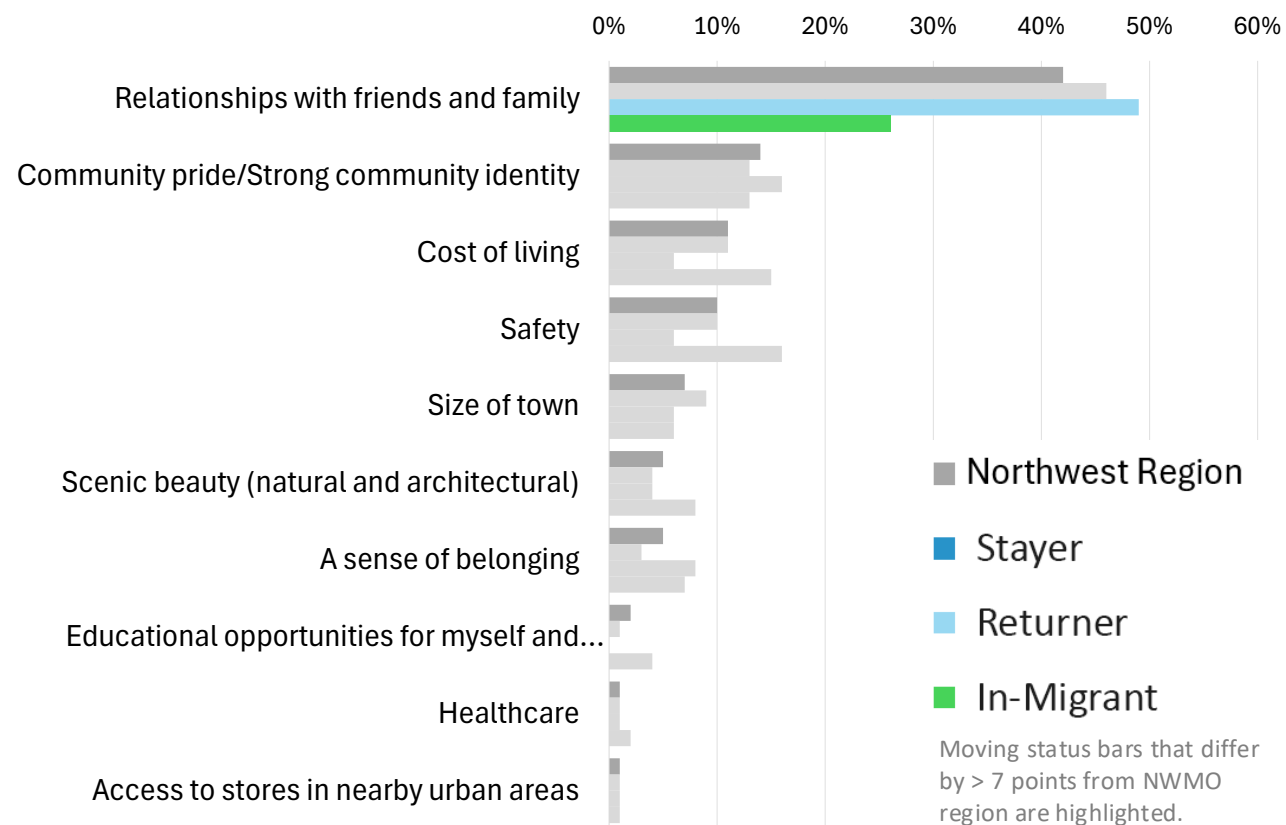
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# The Very Best Thing? By Moving Status

What is the **very best** thing about living and/or working in the region?

- **Relationships** are still top for all, but **Returners** note this significantly higher than others (49%). It far surpasses other things.
- 26% of **In-Migrants** ranked **Relationships** as the top reason. Other things they ranked relatively higher were **Safety** (16%) and **Living Cost** (15%).
- The ranking of the top things is consistent with 2020 responses.

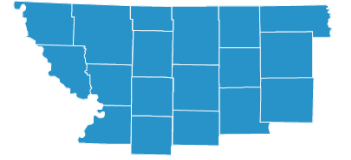
## Top Ten Very Best Things...



# Reasons for **Where You Live** by Moving Status

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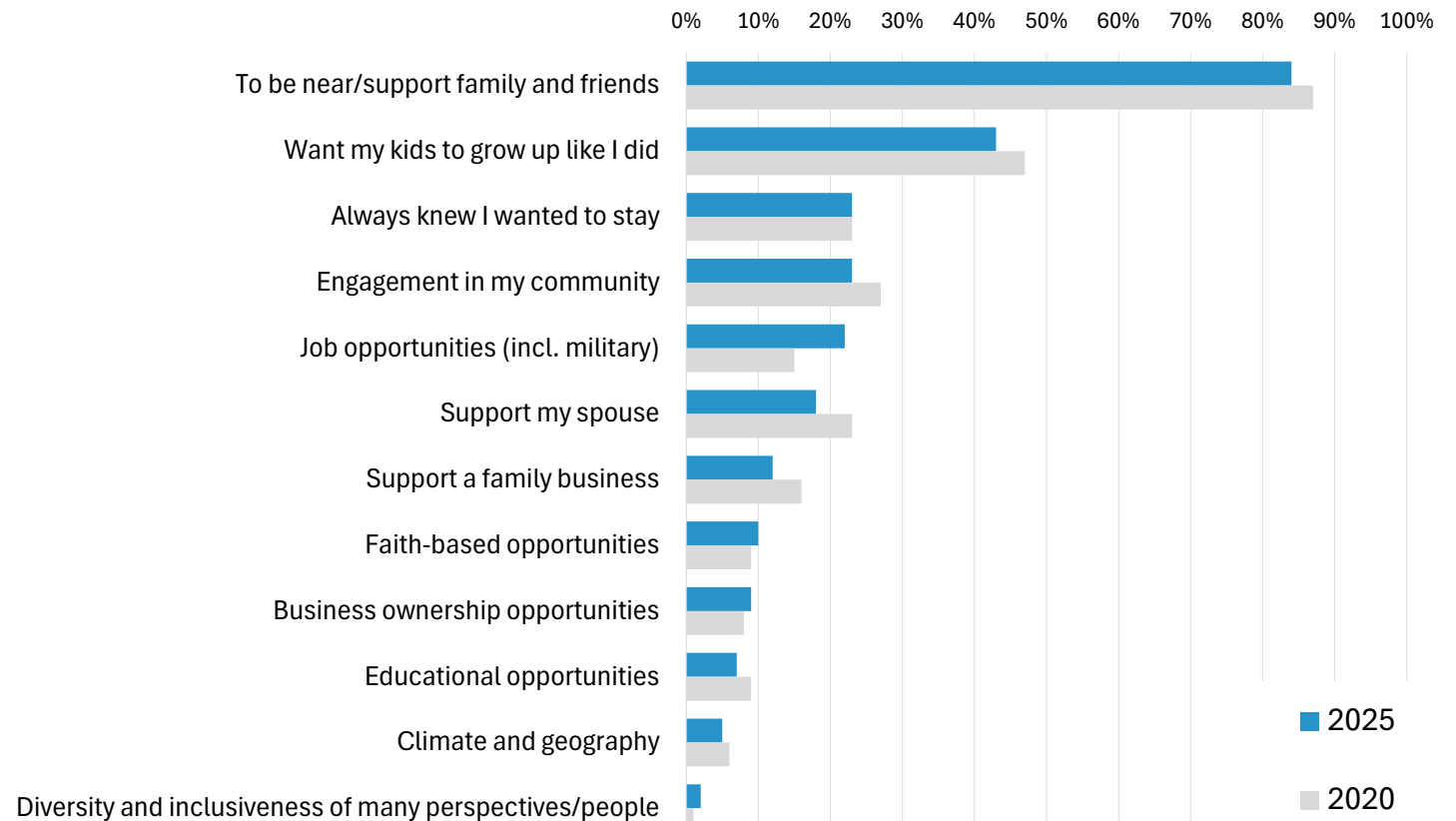
# Stayers: Reasons for Remaining in Region



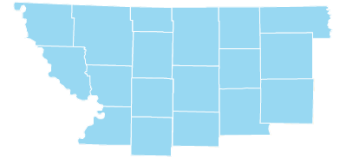
Which reasons contributed to your decision to stay in the region?

- **Near Family and Friends** is by far the main reason for 8 in 10 Stayers.
- **Wanting Kids to Grow Up Like I Did** was noted by 4 in 10 Stayers.
- Around 2 in 10 indicated they **Always Wanted to Stay** or that **Community Engagement, Job Opportunities, or Spouse Support** were reasons.
- Rankings were mostly consistent from 2020 to 2025.

## Reasons for Staying...



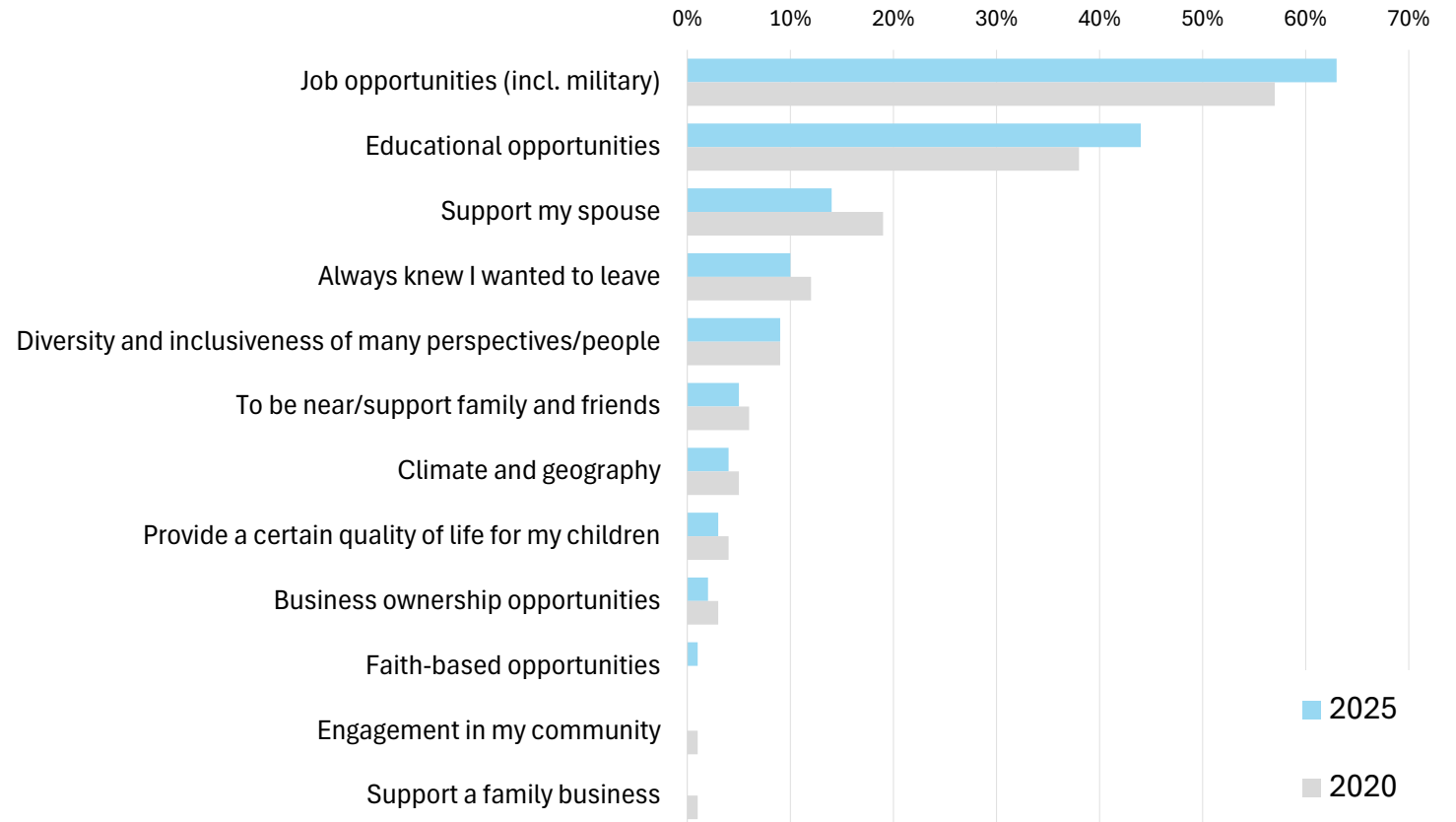
# Returners: Reasons for Leaving the Region



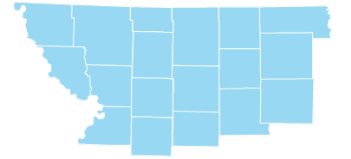
Which reasons contributed to your decision to leave the region?

- **Job Opportunities** were the top reason for leaving for 63% of Returners, up from 57% in 2020.
- **Educational Opportunities** were noted by 4 in 10 Returners.
- **Spouse Support** was a reason for 14% of Returners, down from 19% in 2020.
- Rankings were consistent from 2020 to 2025.

## Reasons for Leaving...



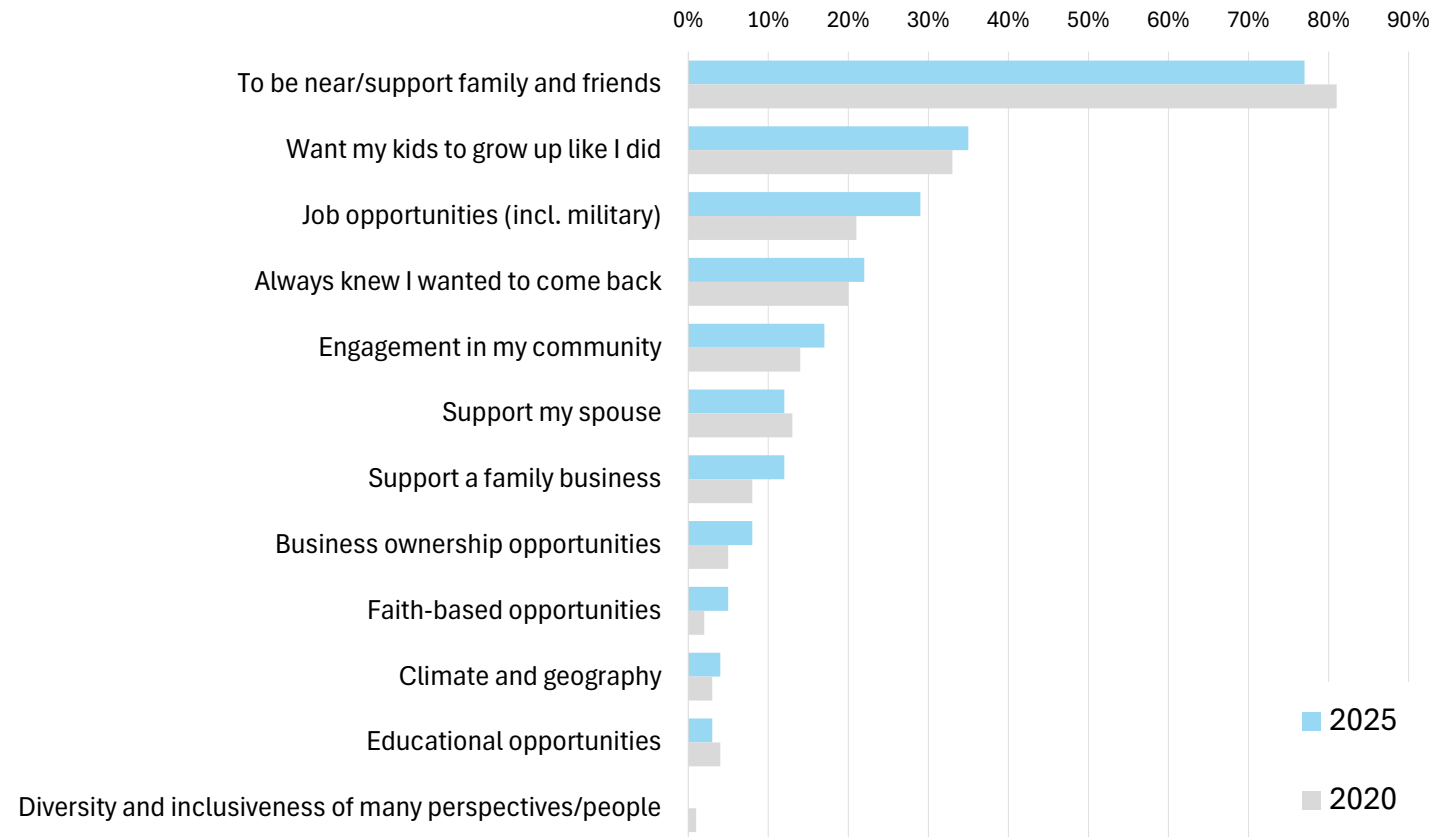
# Returners: Reasons for Coming Back



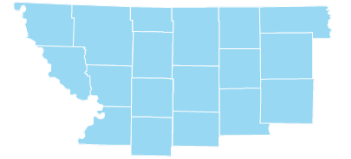
Which reasons contributed to your decision to come back to the region?

- **Near Family and Friends** is by far the main reason to return for 8 in 10 Returners.
- **Wanting Kids to Grow Up Like I Did** was noted by a third of Returners.
- **Job Opportunities** were the reason for nearly a third (29%) in 2025, up from 21% in 2020.
- Rankings were consistent from 2020 to 2025.

## Reasons for Coming Back...



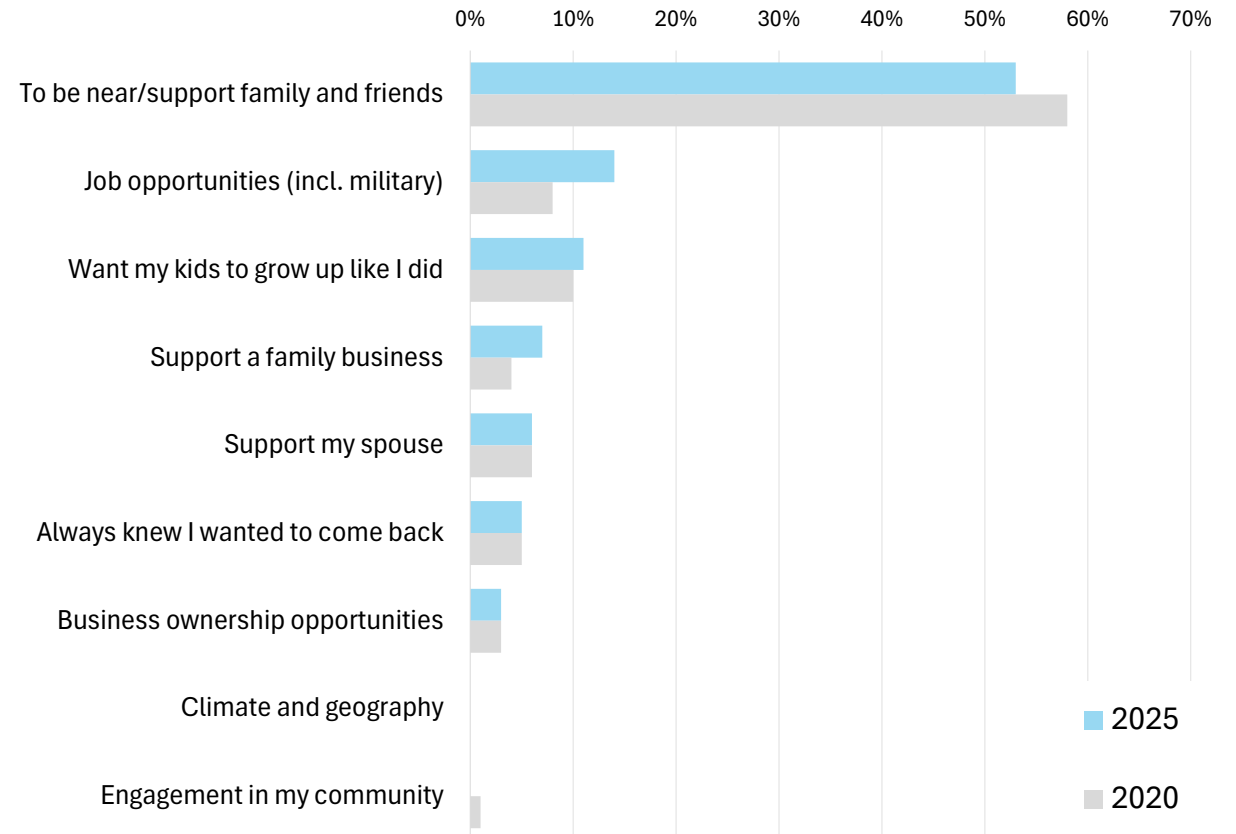
# Returners: Primary Reason to Come Back



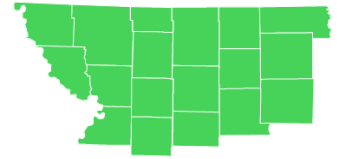
What was the **primary reason** you moved back to the region?

- **Near Family and Friends** was the primary reason for 53% of Returners, down from 58% in 2020.
- **Job Opportunities** were the second primary reason for 14% of Returners, and increase from 2020 (8%).
- **Wanting Kids to Grow Up...** was the top reason for roughly 10% of Returners in both years.

## Primary Reason to Come Back...



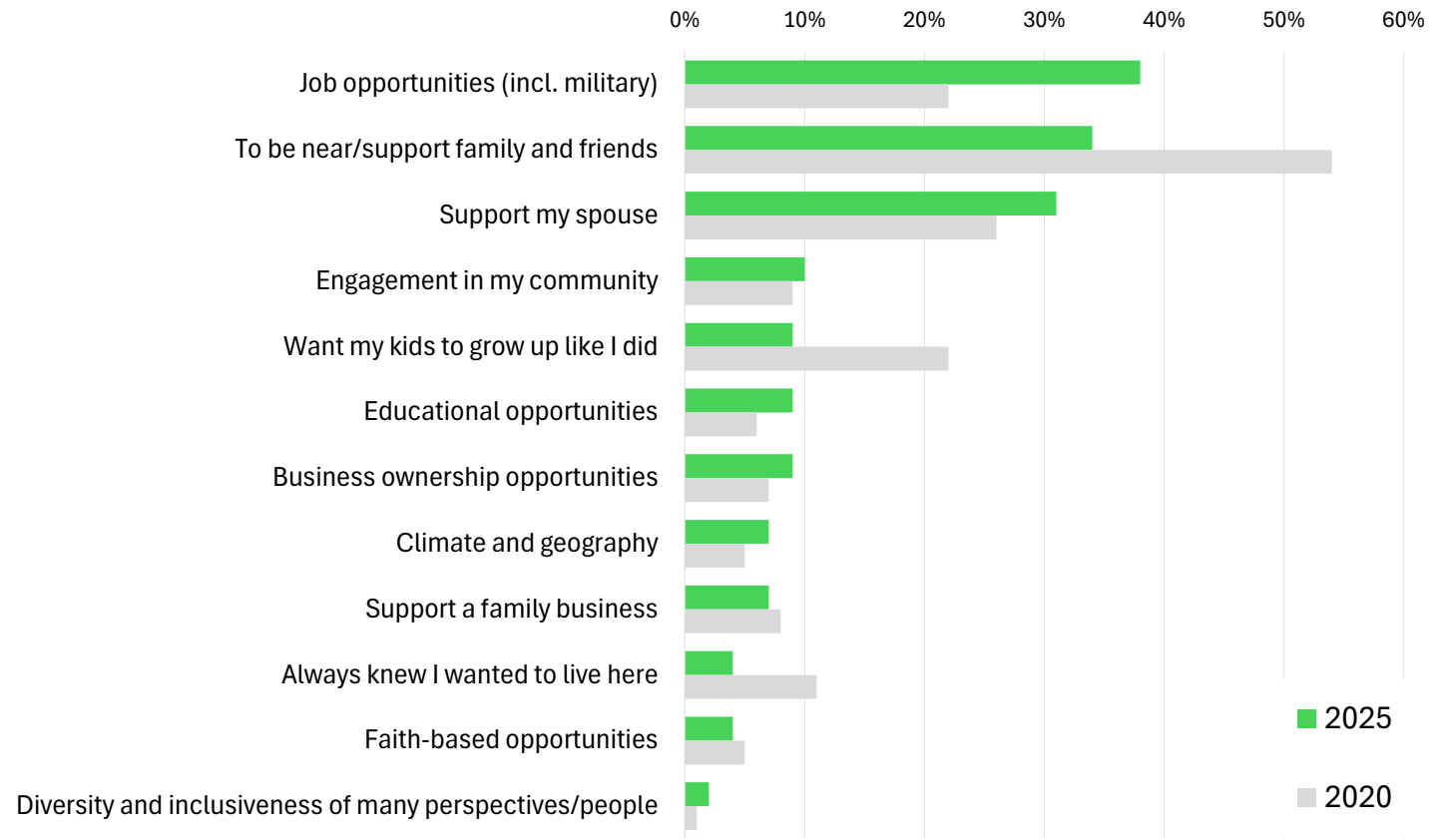
# In-Migrants: Reason to Move into Region



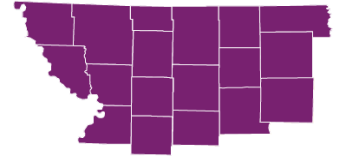
Which reasons contributed to your decision to move into the region?

- **Job Opportunities** were the top reason for 38% of In-Migrants, a large increase from 2020 (22%).
- **Near Family and Friends** was the second most common reason for In-Migrants (34%), significantly lower than in 2020 (54%).
- **Spouse Support** was the third most common reason for 31% of In-Migrants.
- Other reasons were noted by 10% or less of In-Migrants.

## Reason to Move Into Region...



# Leavers: Jobs and Education Are Top Reasons for Leaving the Region



**Leavers**, while a small sample in 2025 (51), followed similar top reasons for leaving as the 2020 respondents.

**Leavers:** What reasons contributed to your decision to leave the region?

| Choice                             | 2025<br>Percentage | 2020<br>Percentage |
|------------------------------------|--------------------|--------------------|
| Job opportunities (incl. military) | 63%                | 69%                |
| Educational opportunities          | 33%                | 38%                |

**Returners'** reasons to leave the region were also similar to responses from Leavers:

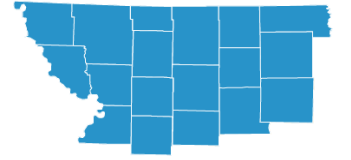
**Returners:** What reasons contributed to your decision to leave the region?

| Choice                             | 2025<br>Percentage | 2020<br>Percentage |
|------------------------------------|--------------------|--------------------|
| Job opportunities (incl. military) | 63%                | 57%                |
| Educational opportunities          | 44%                | 38%                |

# What Are Important Factors for **Where You Live?**

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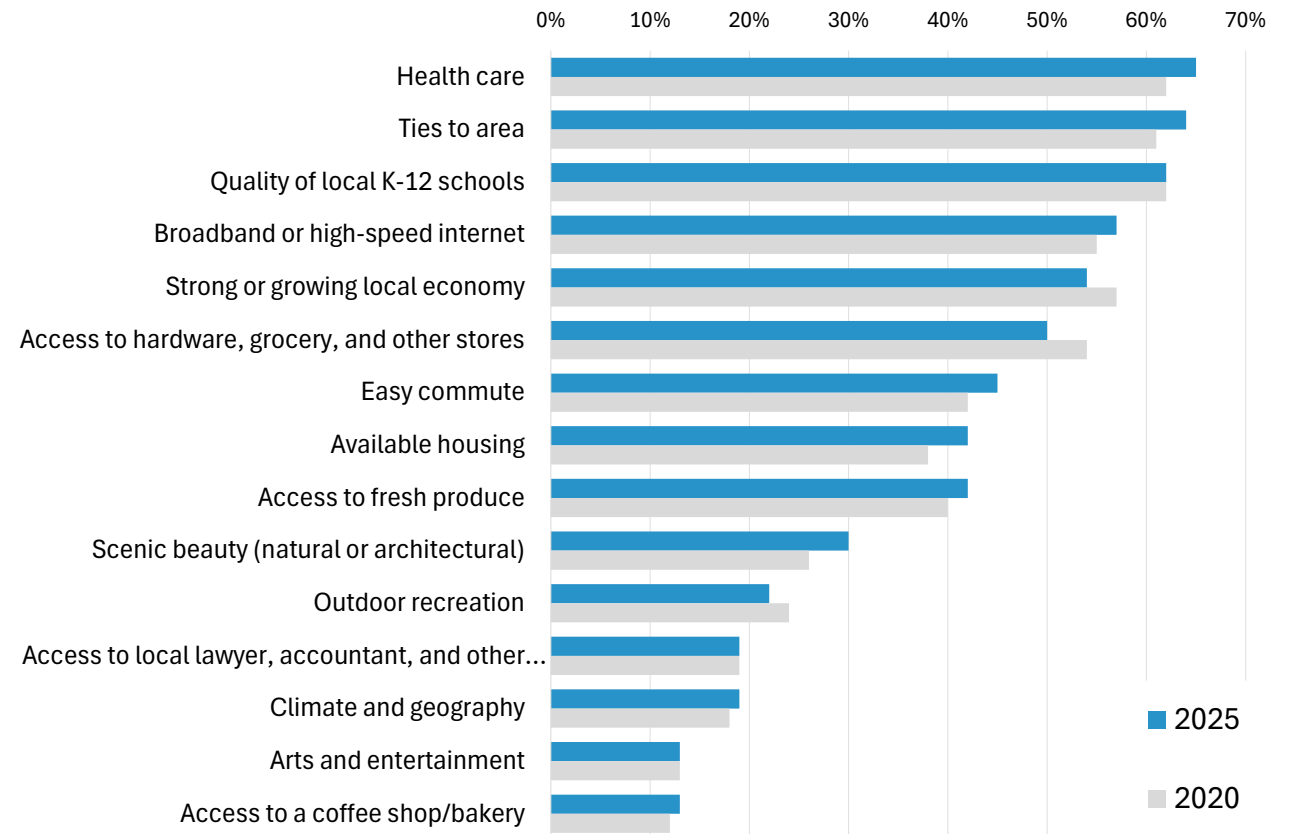
# Important Factors for Where You Live



How important are each of the following factors in your decision about **where you will live** in the next 5 years?

- **Health Care, Ties to Area, and Local School Quality** were rated as the most important factors in 2020 and 2025.
- **Broadband, Strong Economy and Access to Stores** are next in importance, with the order shifting some from 2020.

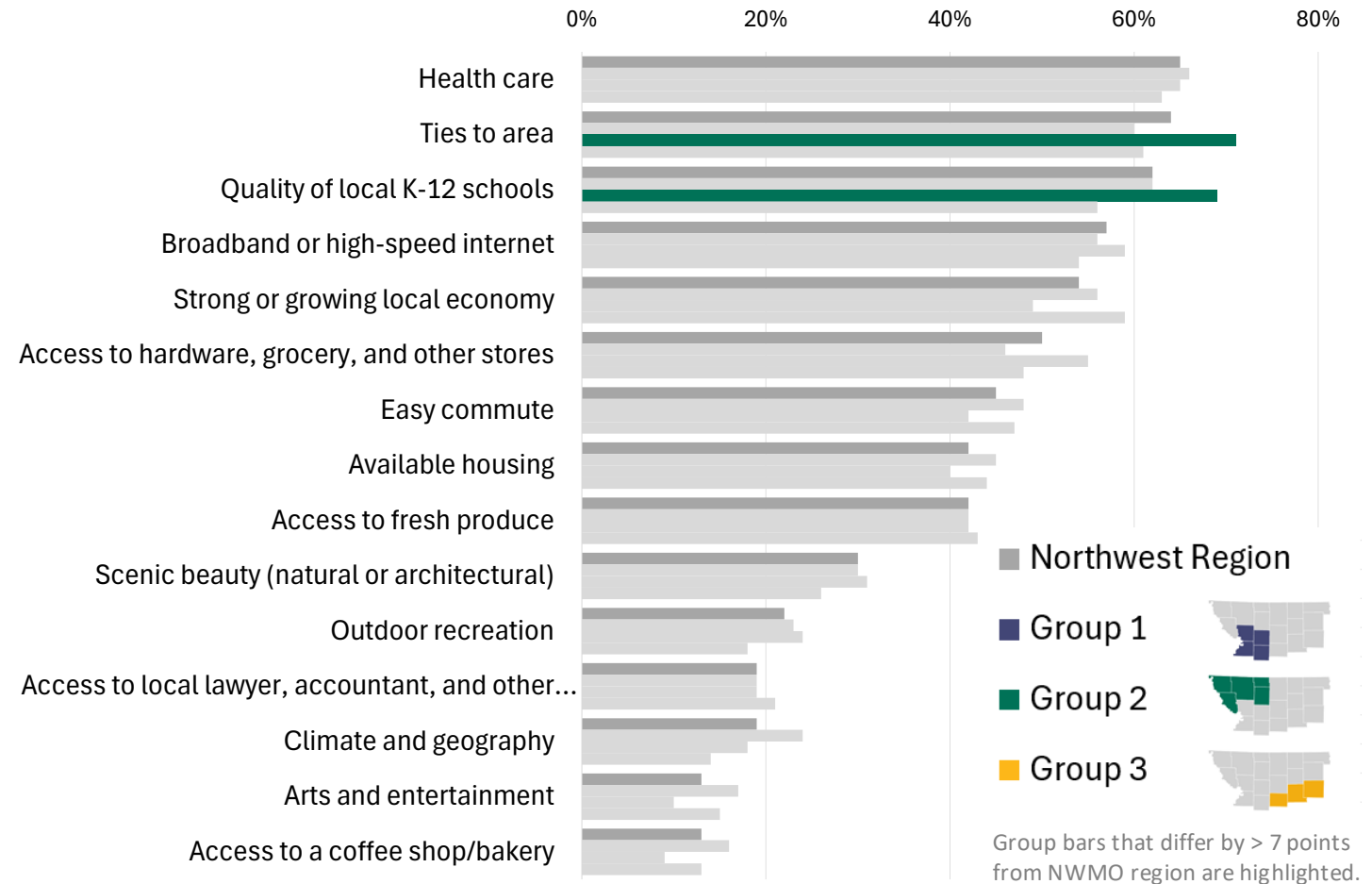
## Very Important Factors...



# Important Factors for Where You Live: By Group

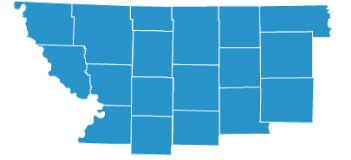
How important are each of the following factors in your decision about **where you will live** in the next 5 years?

- **Health Care** was most important for Groups 1 and 3. **Ties to Area** was most important for Group 2.
- **Local School Quality** was second for Groups 1 and 2, and fourth for Group 3.
- The remaining factors were largely similar across groups.



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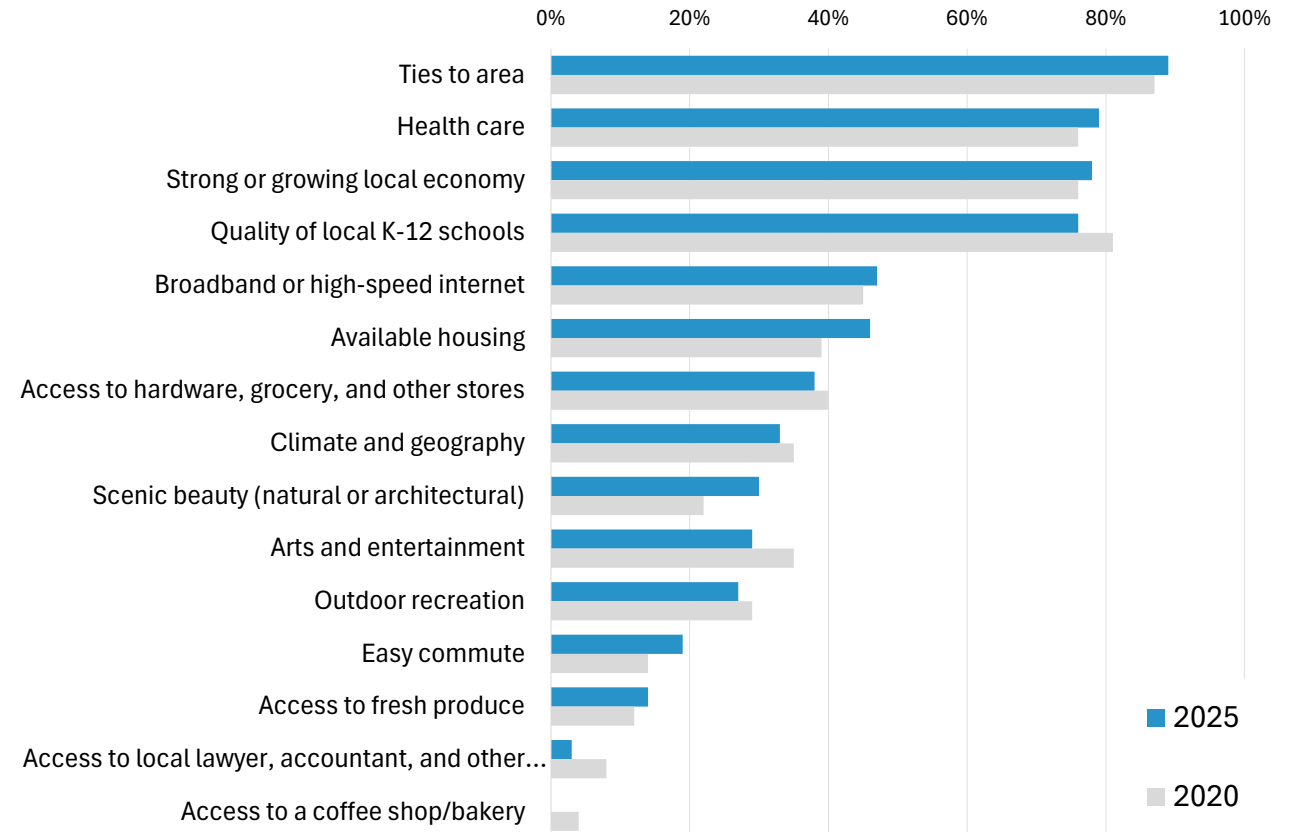
# Most Important Factor for Where to Live



Which factor is the **most important** in your decision about where you live in the next 5 years?

- **Ties to the area** were the most important factor for where to live in both years.
- **Health Care** was second in 2025, replacing **Local School Quality** in 2020.
- A **Strong Economy** rounded out the top four important factors in both years.

## Most Important Factor...

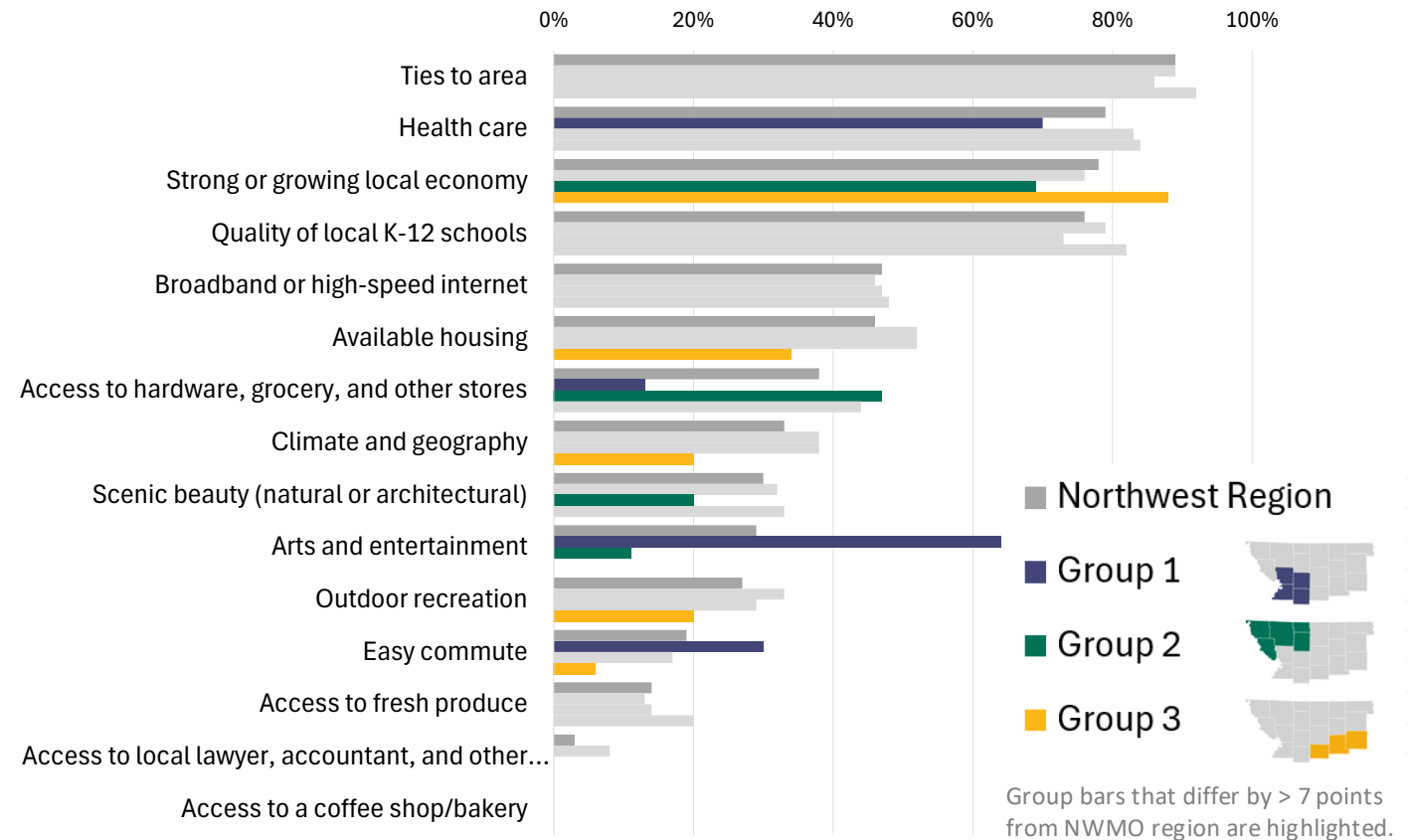


# Most Important for Where to Live: By Group

Which factor is the **most important** in your decision about where you live in the next 5 years?

- **Same top four** in groups, but all factor rankings influenced by respondents' current rural or urban environments.
- Group 1, home to St. Joseph, indicated **Arts and Entmt.** as relatively more important, with less concern for **Access to Stores**.
- Group 2 ranked **Access to Stores** as more important, with less concern for **Arts and Entmt.**, and **Scenic Beauty**.
- Group 3 ranked **Strong Economy** as second in importance.

## Most Important Factor...



Group bars that differ by > 7 points from NWMO region are highlighted.

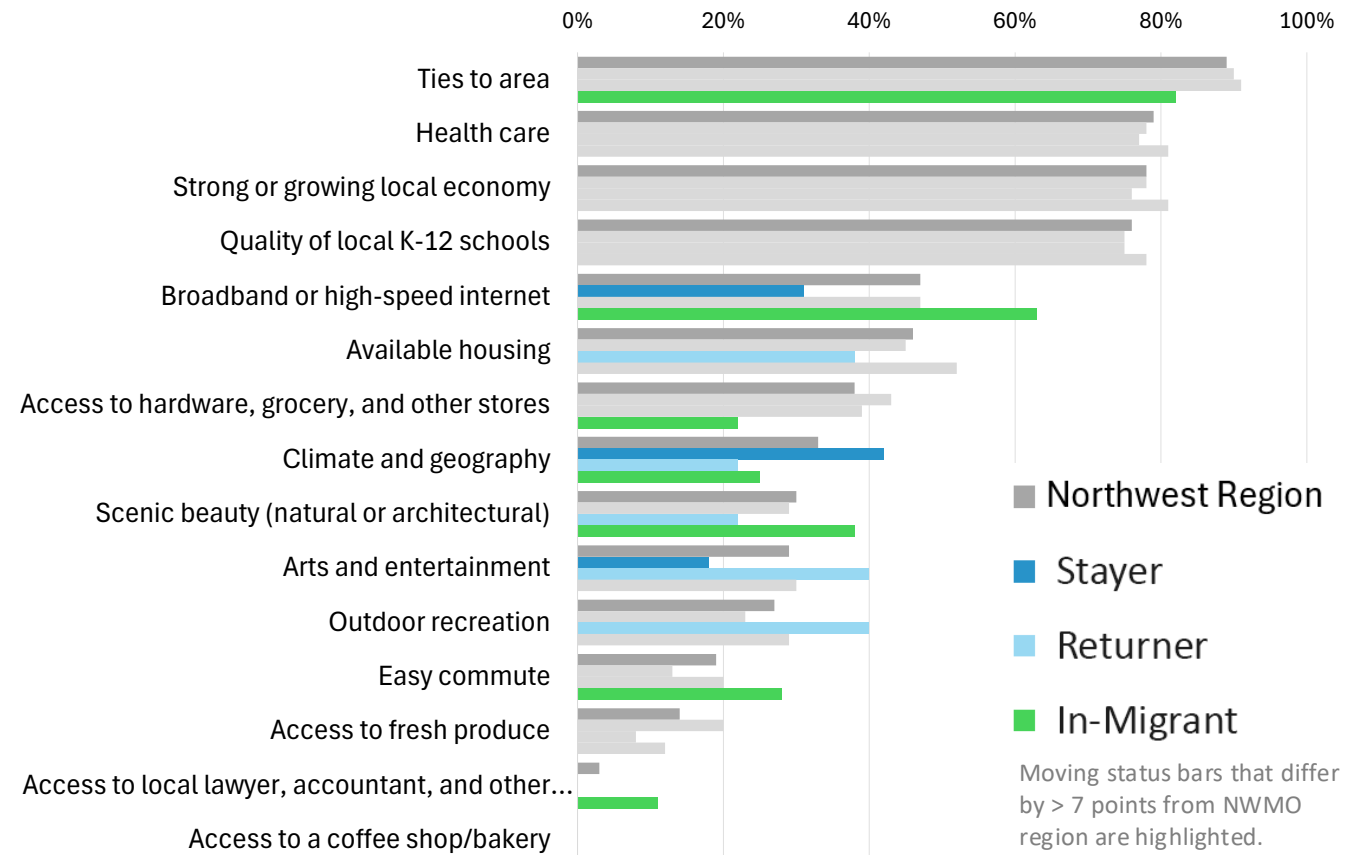
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# Most Important for Where to Live: By Moving Status

Which factor is the **most important** in your decision about where you live in the next 5 years?

- More variation in answers based on moving status, but still the same top four important factors.
- **Returners** ranked **Art and Entmt.** and **Outdoor Rec.** higher than others.
- **In-Migrants** valued **Broadband** and **Scenic Beauty** significantly more than others.

## Most Important Factor...



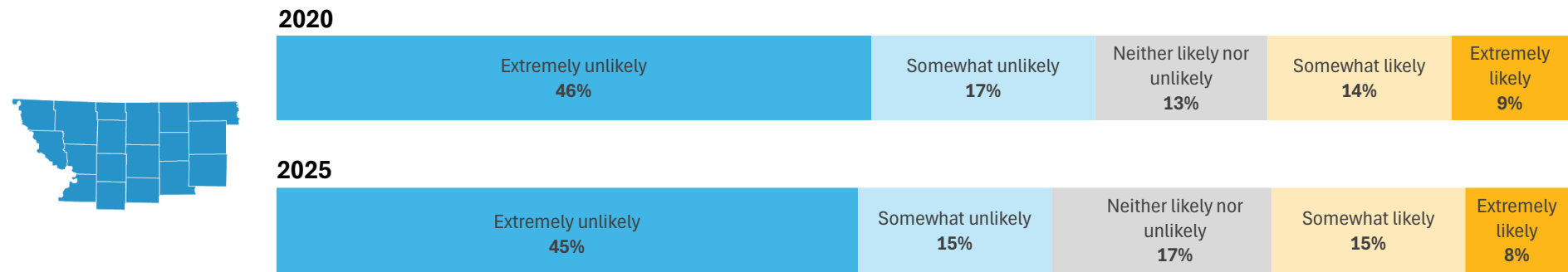
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# What Influences Your Moving Decisions?

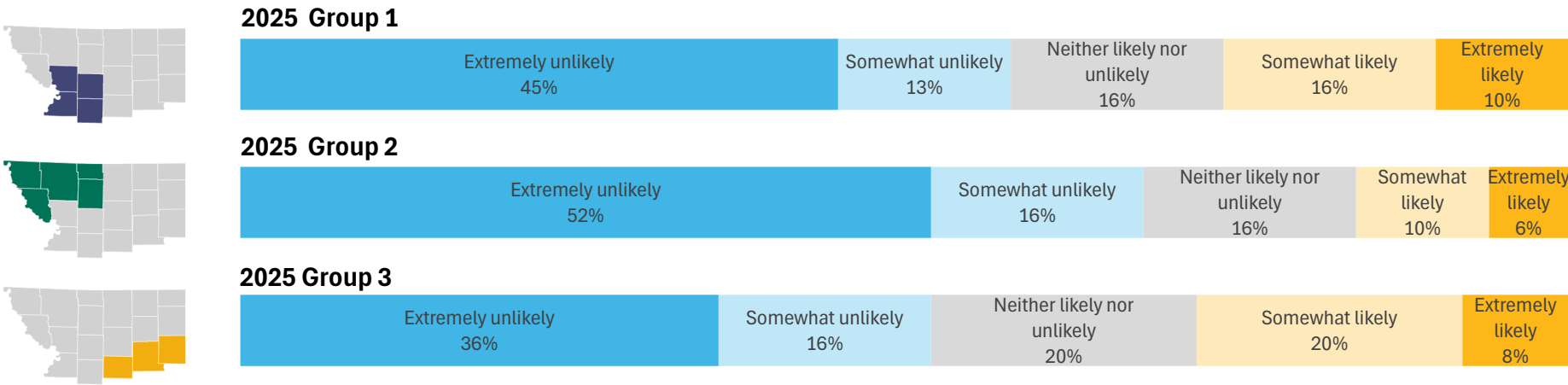
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# Plans to Move in Next 5 Years

How likely are you to move in the next 5 years? Across Moving Status and Groups, Only **Group 2** Had Large Difference.



Similar across years:  
**23% Somewhat to Extremely Likely** to move in 5 years.

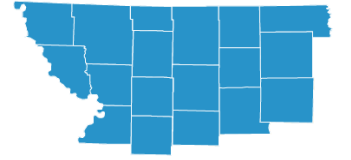


**Somewhat to Extremely Likely:**  
26%

16% **Respondents are older than other groups.**

28%

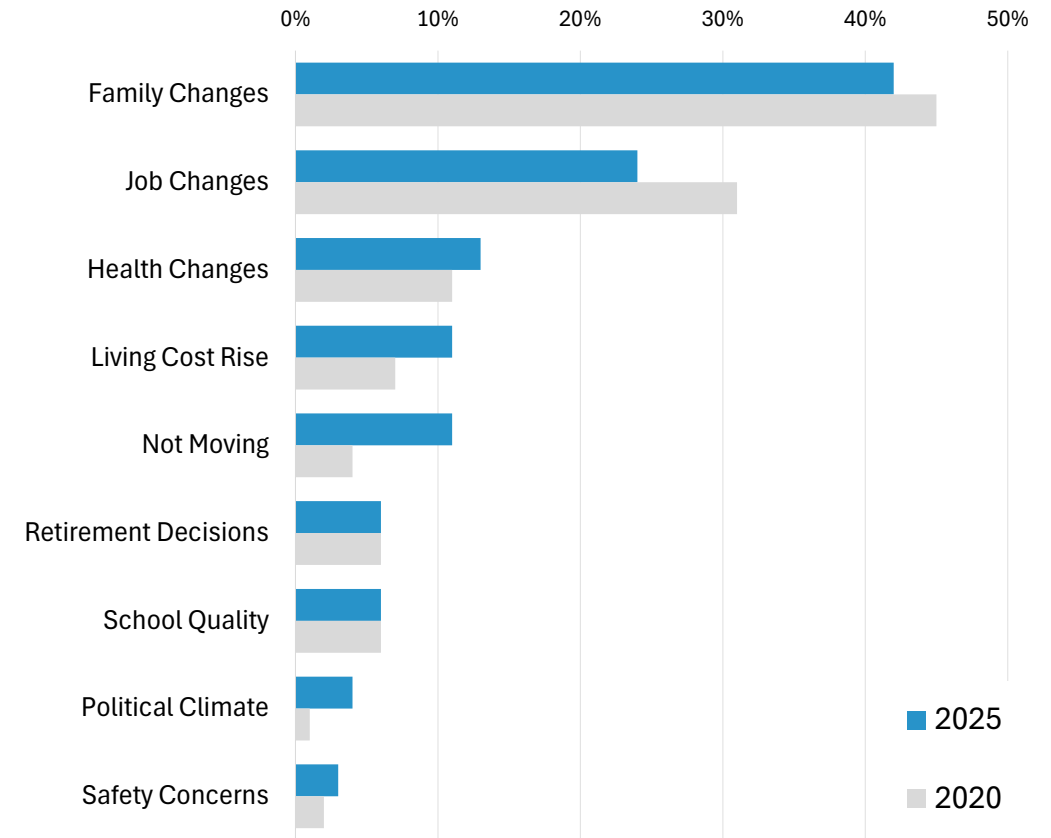
# What Influences You to Move or Stay?



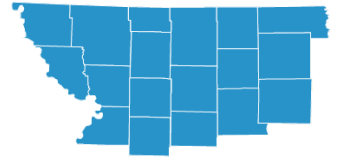
What will influence your likelihood to move/stay the most?

- **Family Changes**, such as kids moving, retirement, and spousal changes, were most mentioned.
- **Job Changes** were second in both years, but were noted more in 2020, likely influenced by the COVID-19 pandemic.
- **Health Changes** were third, related to a person's own situation or their parents' health, and availability of health care services.
- **Rising Living Cost** was mentioned more in 2025, compared to 2020.
- **Less Moving** interest in 2025, a positive sign.
- There were **no significant differences** across Moving Status or Regional Groups.

## Factors Influencing Moving Decisions...



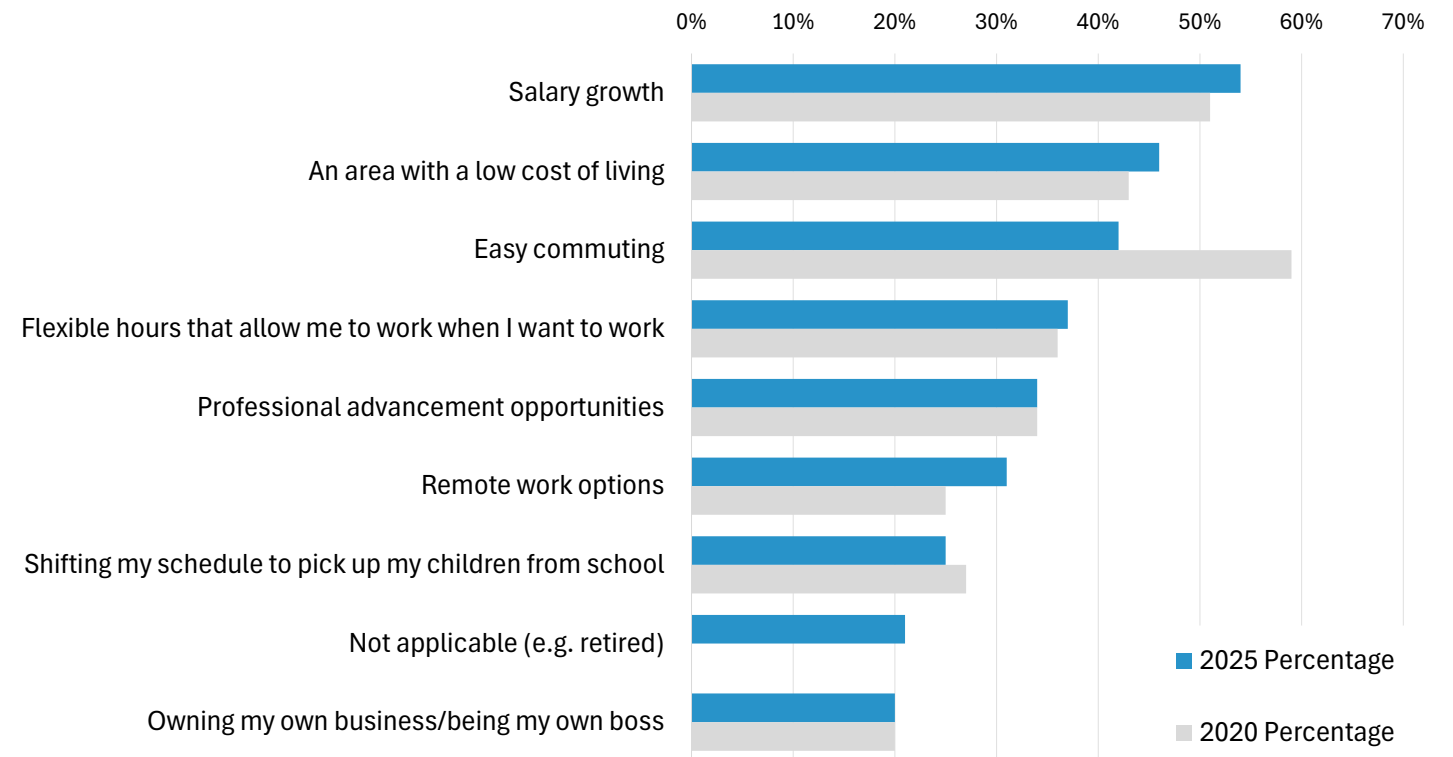
# Jobs Influence Moving, So What Work Characteristics Are Important?



Which **work characteristics** are important to you?

- **Salary Growth** was the most important work characteristic in 2025, followed by a **Low Cost of Living**.
- **Easy Commuting** was the top desire in 2020, significantly more than in 2025.
- **Flexible Hours** and **Remote Work** options are important for roughly 1 in 3 respondents.
- There are **no significant differences** by Moving Status, only by Regional Groups.

## Important Work Characteristics...

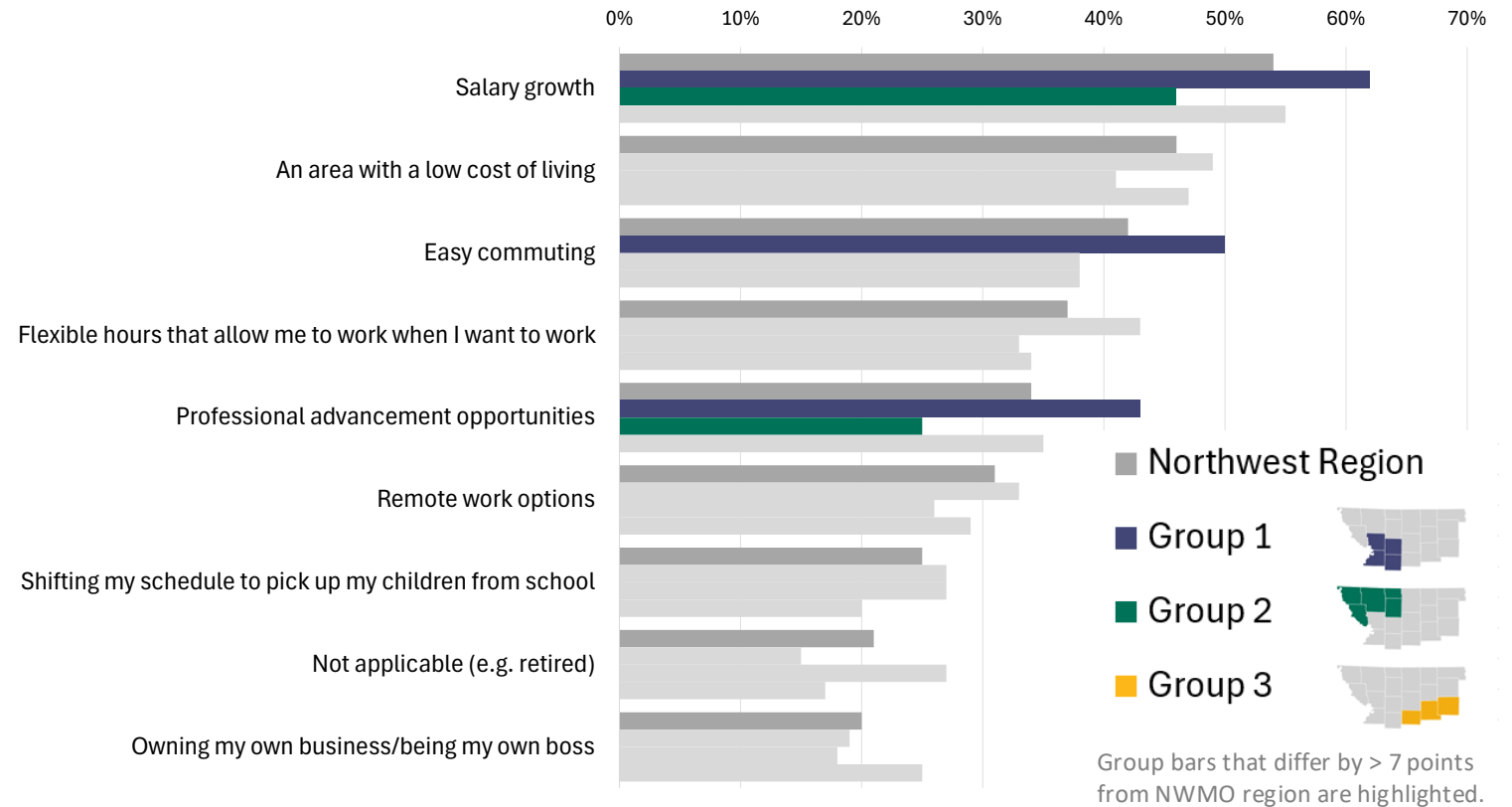


# Important Work Characteristics? By Group

Which **work characteristics** are important to you?

- Group 1, a younger respondent group, was significantly more concerned with **Salary Growth** and **Easy Commuting**.
- Group 2, an older group, was less concerned with most work characteristics, as they had a higher percentage of **Not Applicable (e.g., retired)**.
- Group 3 more closely followed the larger regional trends.

## Important Work Characteristics...

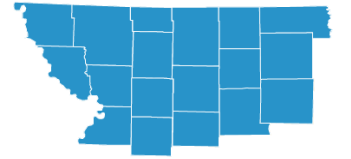


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# What Do You Support in Your Community?

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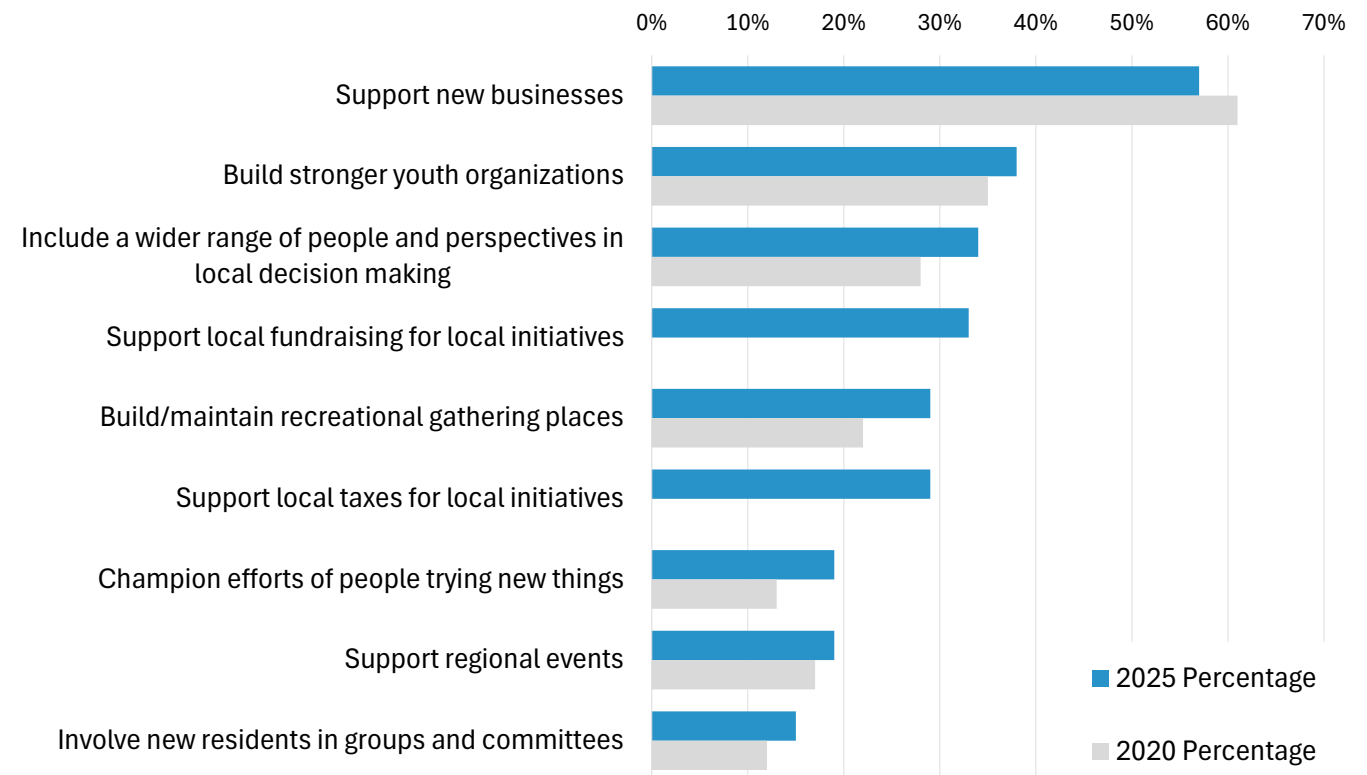
# What Efforts Do You Support?



What efforts would **you support** in your community?

- **Supporting New Businesses** had the highest response in both years, with over half of respondents choosing this.
- **Building Stronger Youth Organizations** was second both years, followed by **Including a Wider Range of People...**
- Interestingly, **Involving New Residents in Groups...** (15%) was the least supported, contrasting with the choice to include a wider range of people (34%).
- There are **no significant differences** by Moving Status, only by Regional Groups.

## Efforts You Would Support...

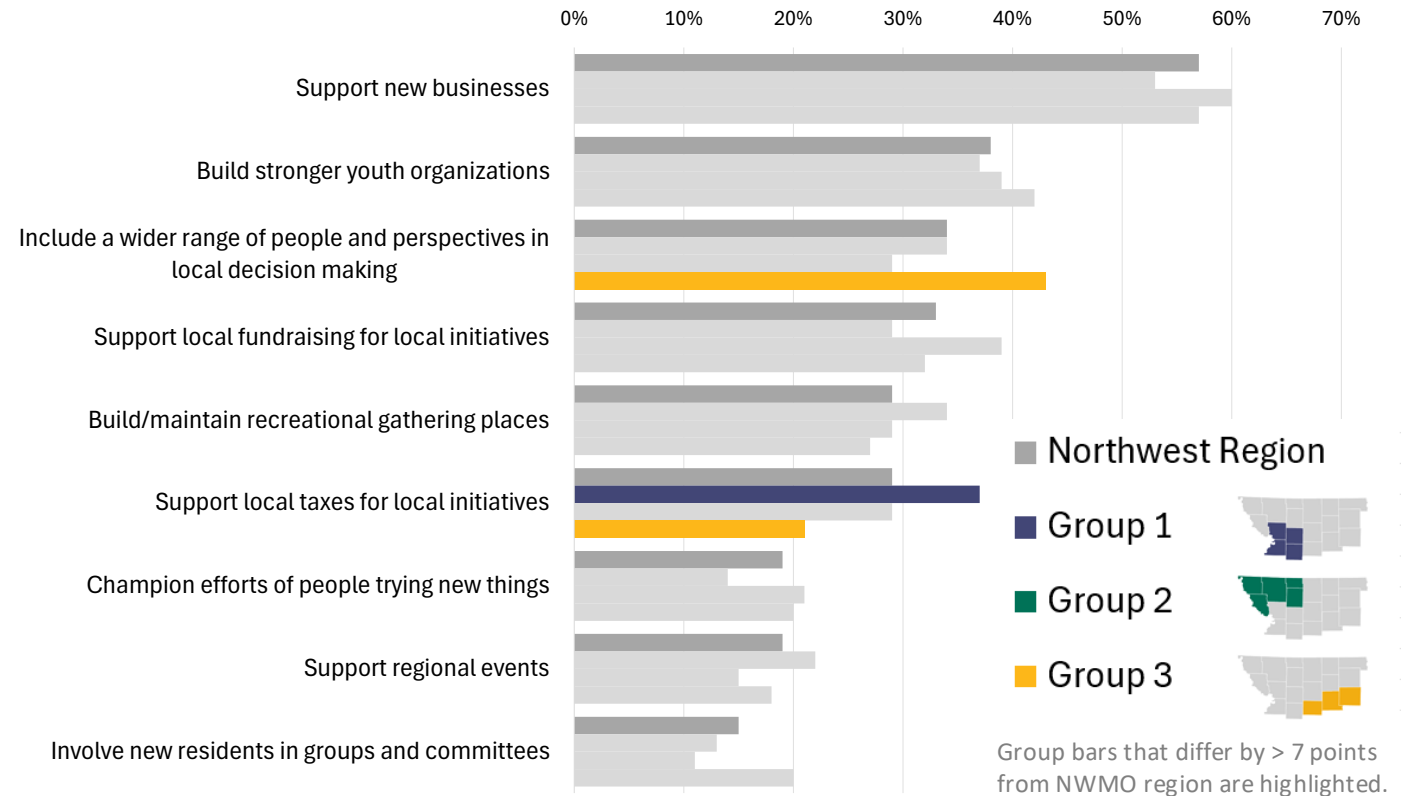


# What Efforts Do You Support? By Group

What efforts would **you support** in your community?

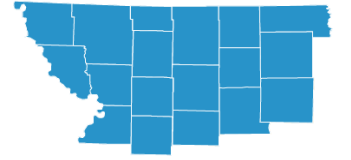
- Although not popular, Group 1 was more inclined to have **Support for Local Taxes...**(37%) than the overall region (29%).
- Group 3 was significantly more likely to **Include a Wider Range of People...** than the overall region but less likely to **Support for Local Taxes...**

## Efforts You Would Support...



Exceed

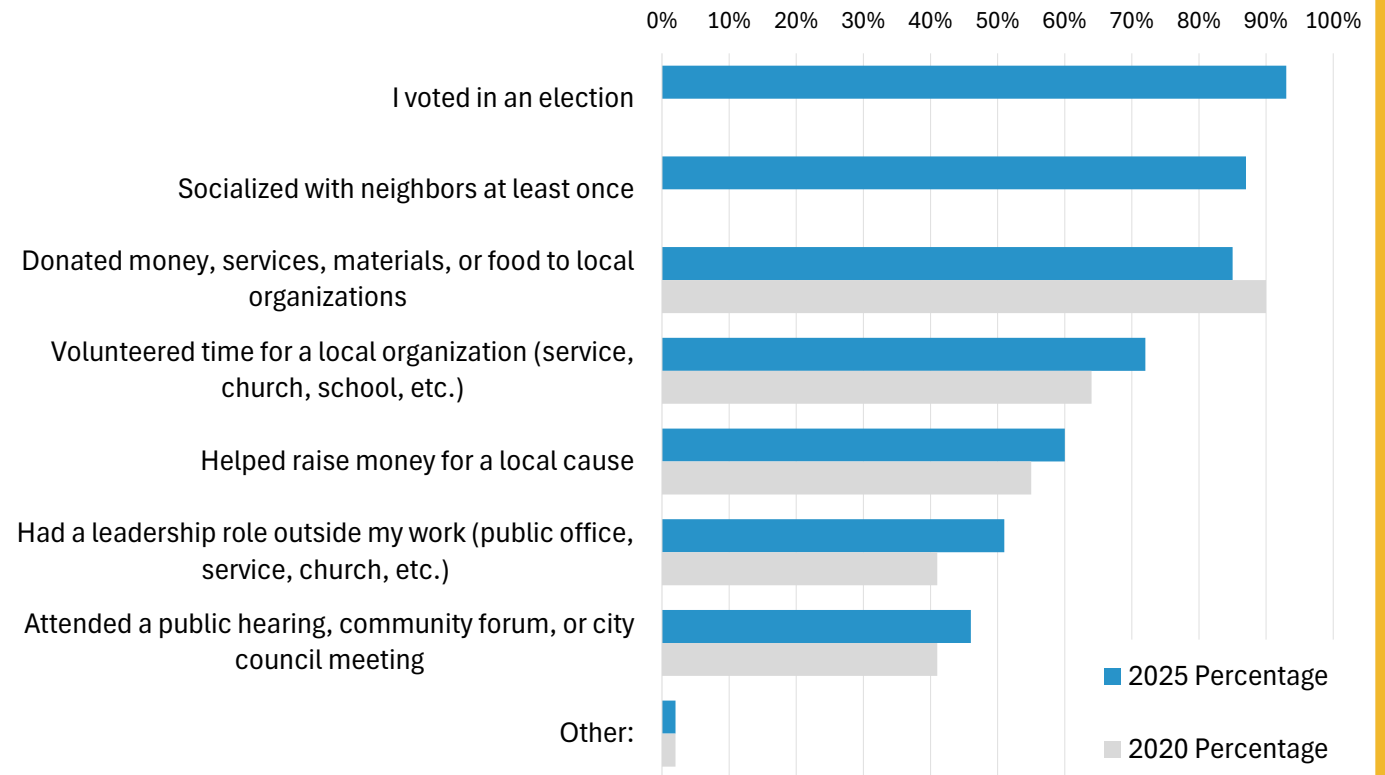
# What Community Activities Did You Do?



**Which activities** did you do in your community in 2024?

- Roughly 9 of 10 respondents **Voted** (93%), **Socialized with Neighbors** (87%), and **Donated** (85%) in their communities.
- Compared with 2020, most respondents were slightly more likely to do a listed community activity, except for donating.
- Other common responses included starting or supporting local businesses and helping in youth sports.

## Community Activities...

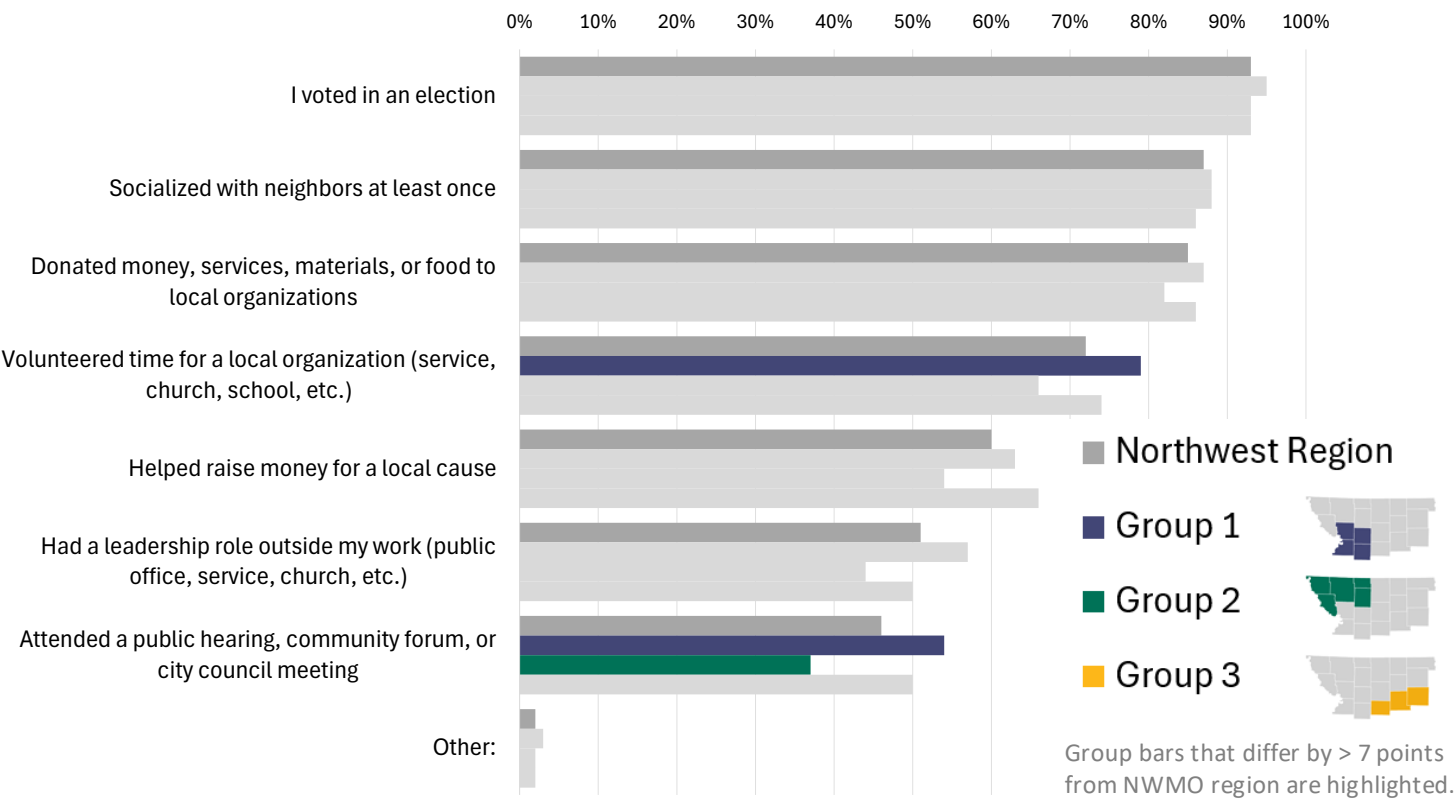


# Community Activities? By Group

Which activities did you do in your community in 2024?

- Group 1 was more likely to **Volunteer Time** and **Attend a Public Hearing** than the overall region.
- Group 2 was slightly less likely to do most community activities, especially **Attend a Public Hearing**.

Community Activities...

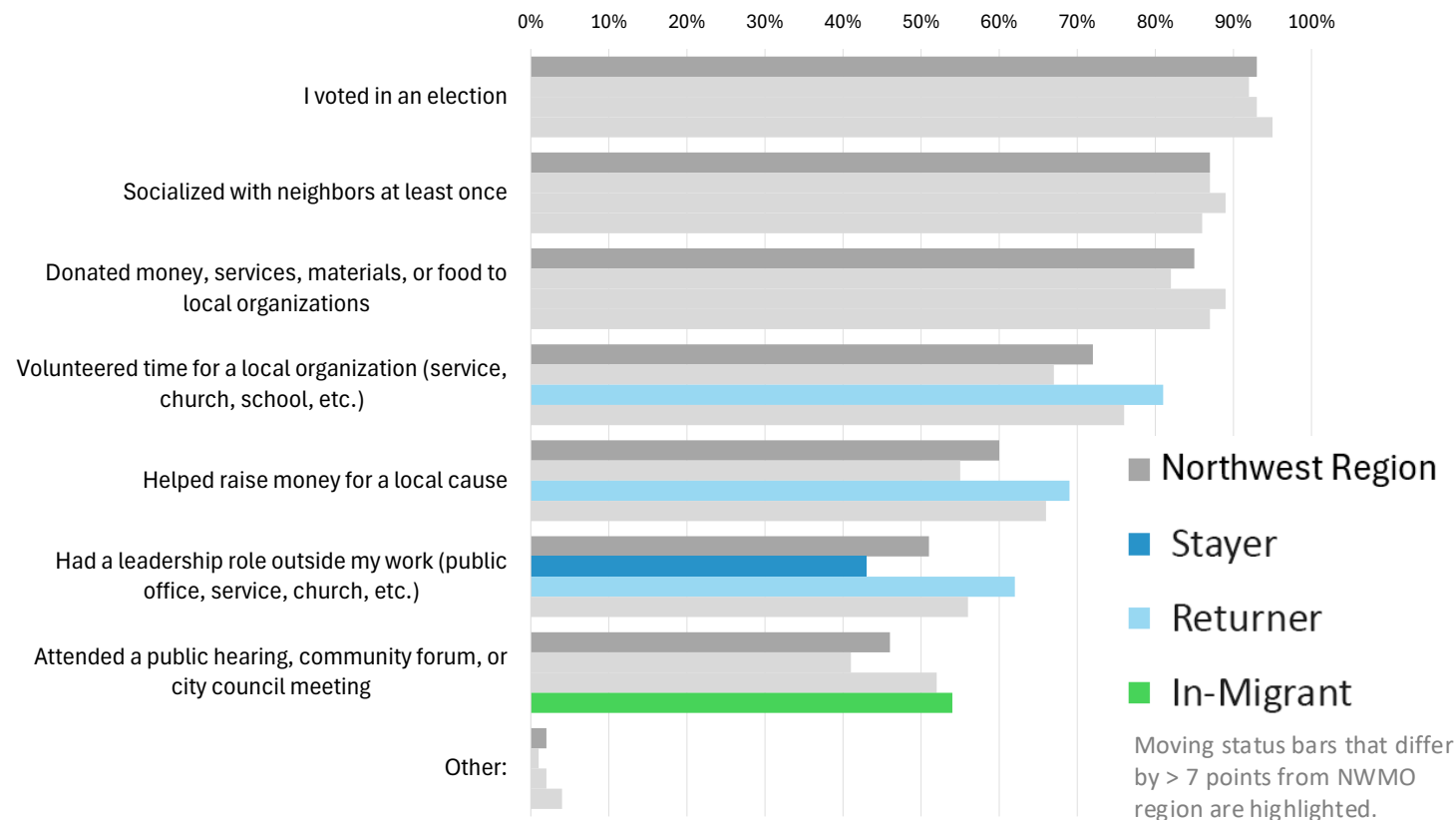


# Community Activities? By Moving Status

Which activities did you do in your community in 2024?

- **Returners** were more likely to **Volunteer Time, Help Raise Money, and Have Leadership Role** than other groups.
- **In-Migrants** and **Returners** were more likely to **Attend Public Meetings**.
- **Stayers** were less likely to **Have Leadership Role**.

Community Activities...

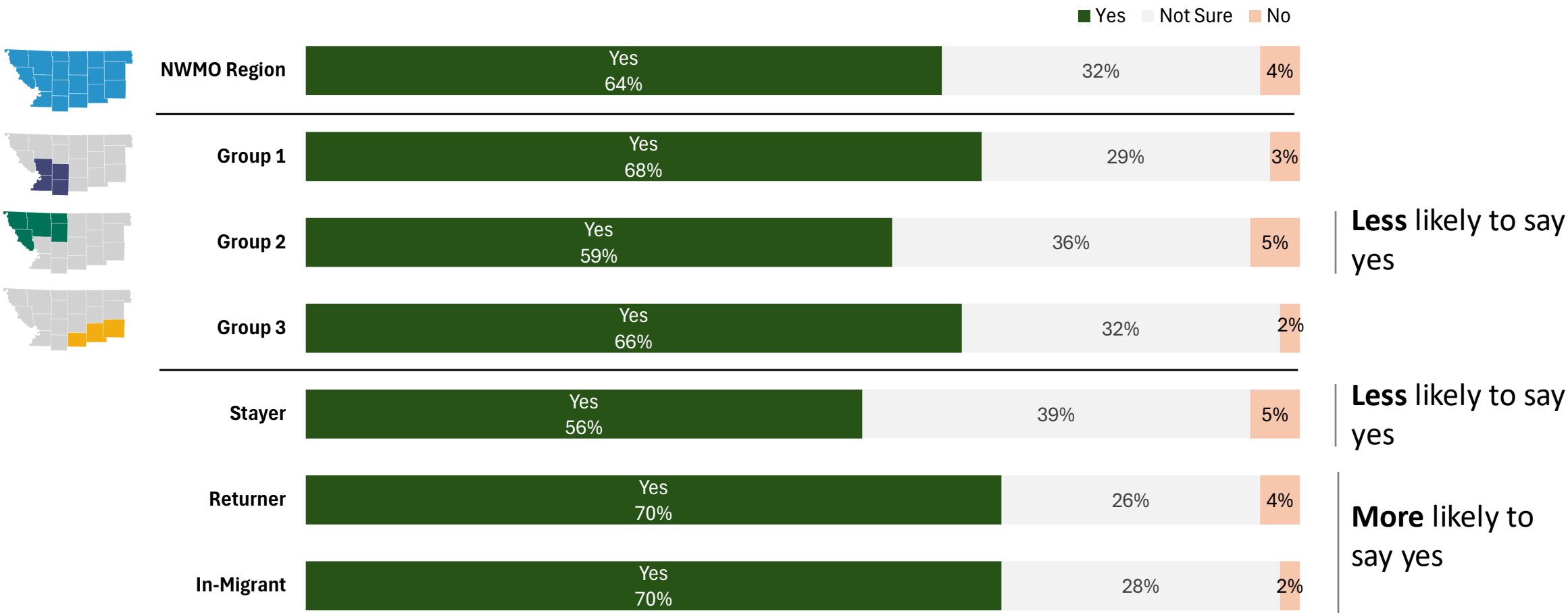


Moving status bars that differ by > 7 points from NWMO region are highlighted.



# Would You Participate in an Activity If Invited?

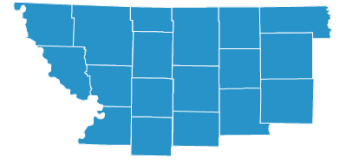
If invited, **would you try** any of the previously listed activities you haven't done before?



# Community Belonging and Offerings

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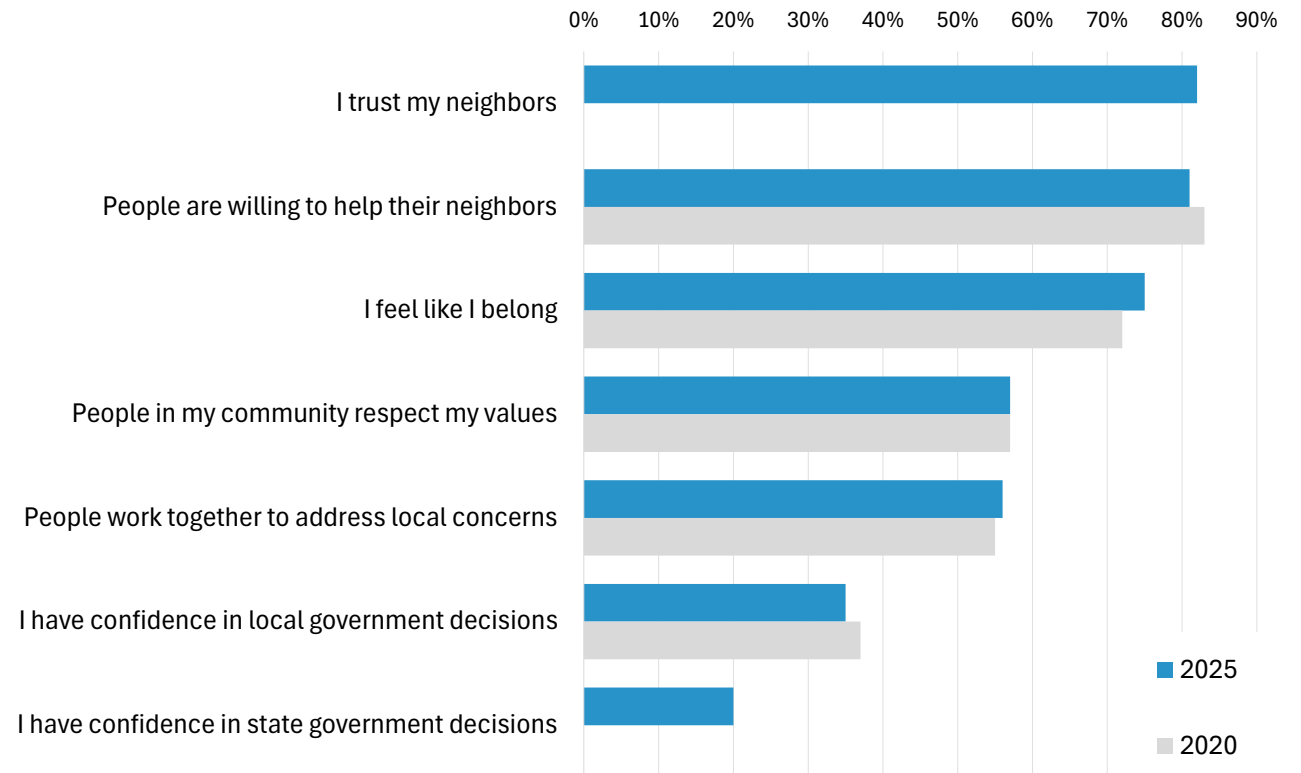
# Community Trust and Belonging



## In my current community:

- Over 80% **Trust** and are **Willing to Help Neighbors**, and 75% **Feel Like I Belong**.
- Just over half felt that people **Respect My Values** and **Work Together**.
- One in three had confidence in **Local Government Decisions**.
- Comparable questions from 2020 had **similar rankings** and levels in 2025.
- There are **no significant differences** by Moving Status, only by Regional Groups.

## In My Community...



Survey Notes: The survey received 995 responses in 2025. "I trust..." and "I have confidence in state..." were not selection options in 2020.  
70 Comparable choices for "local government" in both years, although questions were worded differently.

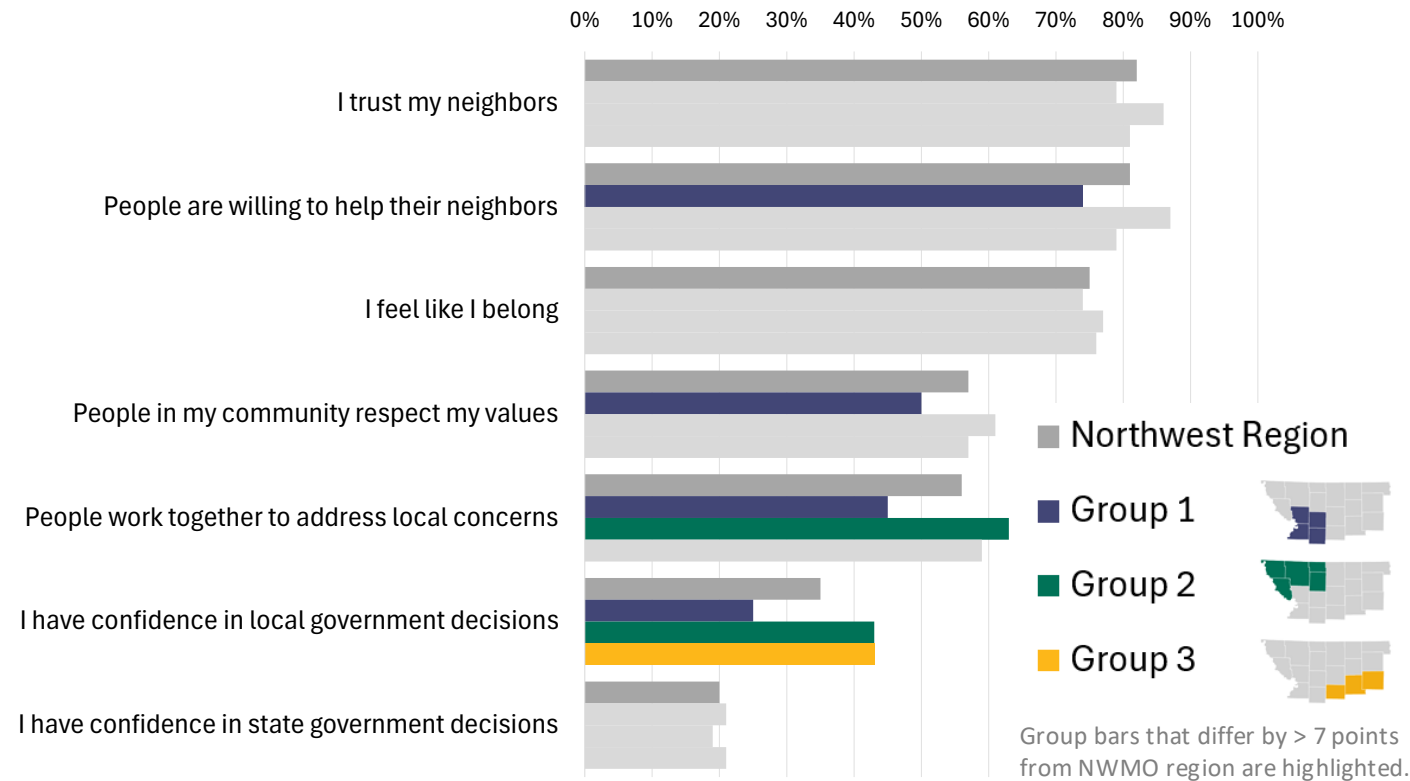
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# Community Trust and Belonging: By Group

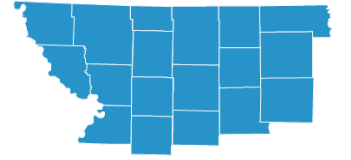
## In my current community:

- Group 1 often had lower percentages than the overall region, especially in people **Working Together** and confidence in **Local Government Decisions**.
- Group 2 was slightly higher in most choices, but significantly greater in people **Working Together** and confidence in **Local Government Decisions**.
- Group 3 was also much higher in confidence in **Local Government Decisions**.

## In My Community...



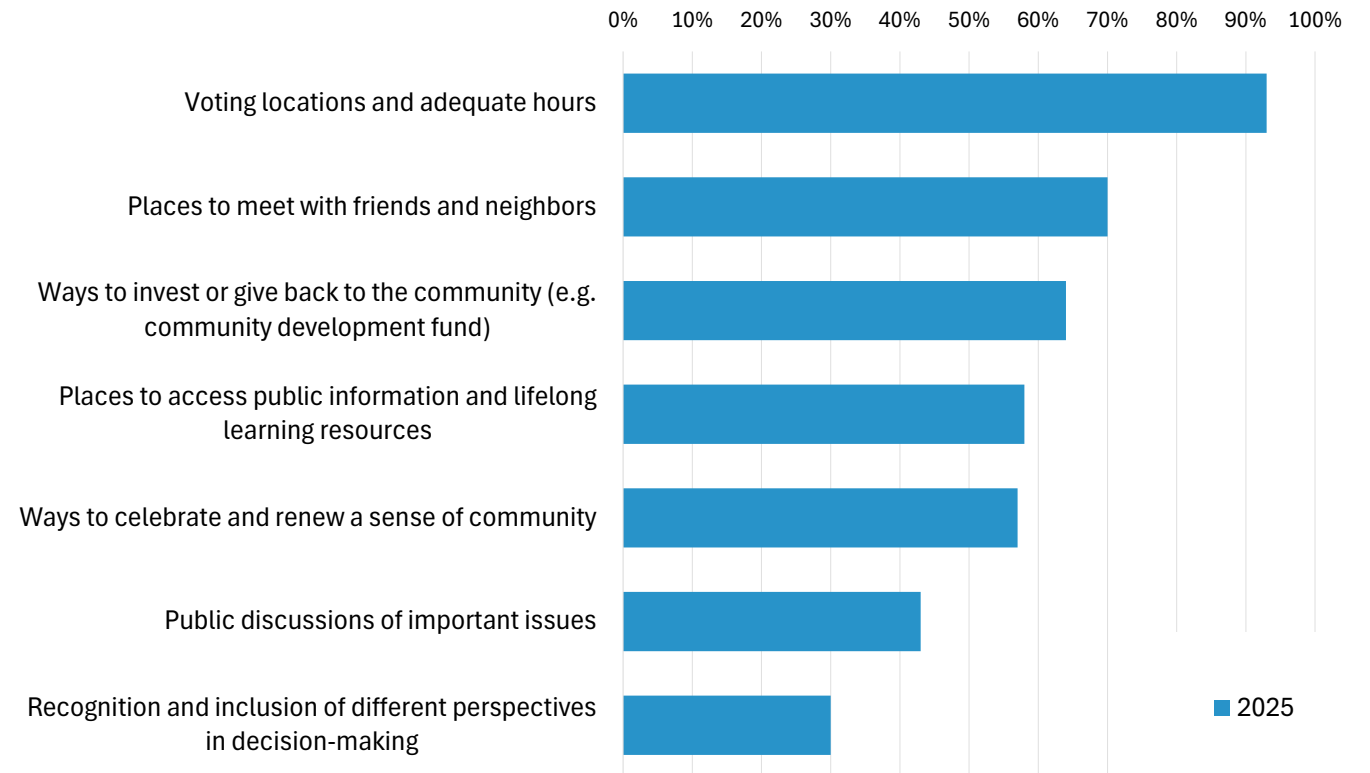
# My Community Offers



## My current community offers:

- 93% felt **Voting Locations and Adequate Hours** were available, followed by 70% believing there were **Places to Meet...**
- Less than half, 43% and 30% respectively, felt that **Public Discussions...** and **Recognition/Inclusion of Different Perspectives...** was found in their communities.
- There are **no significant differences** by Moving Status, only by Regional Groups.

## My Community Offers...

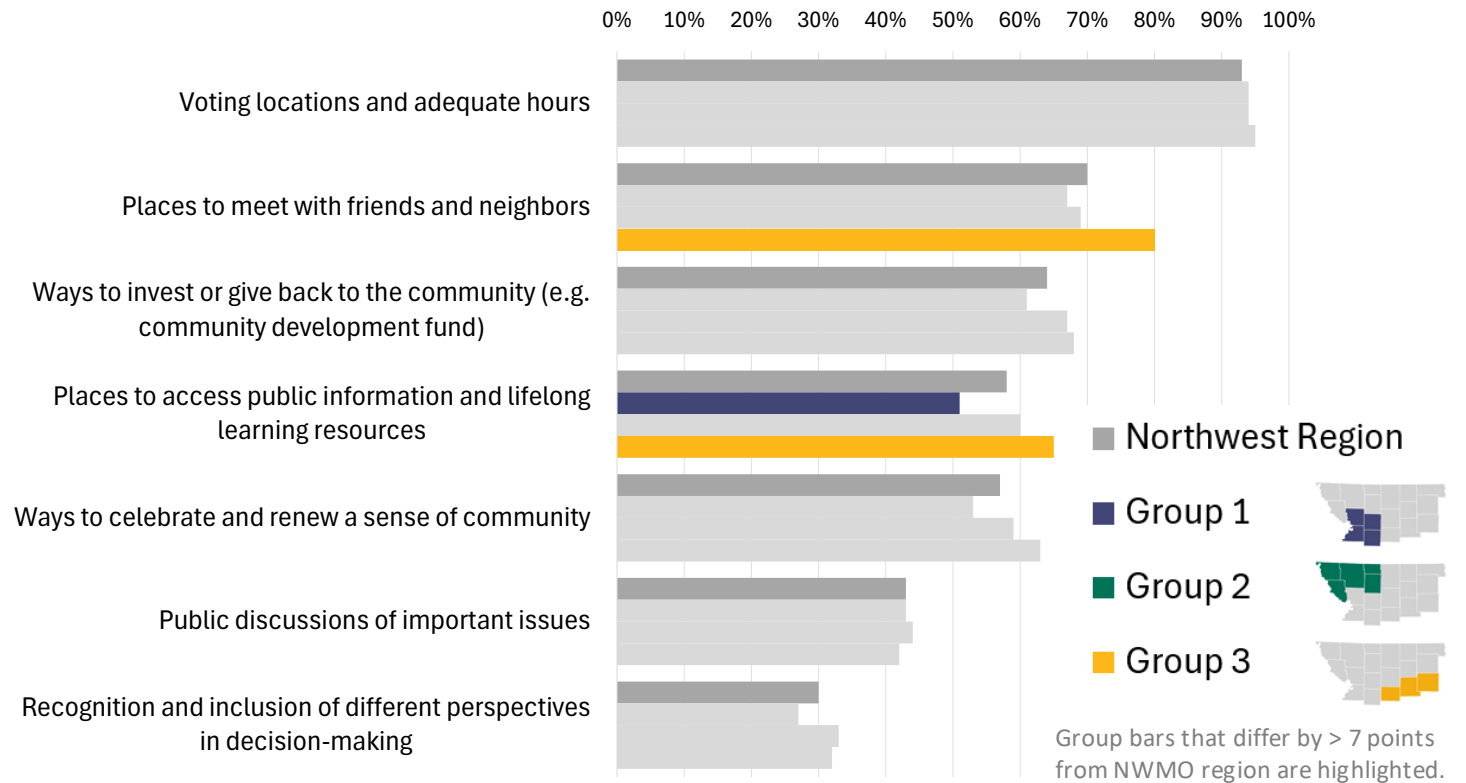


# My Community Offers: By Group

## My current community offers:

- Groups are generally similar to the overall region.
- Group 3 was significantly higher in **Places to Meet...**
- Group 1 noted **Access to Public Information...** as significantly lower than the region, whereas Group 3 was significantly higher.

## My Community Offers...

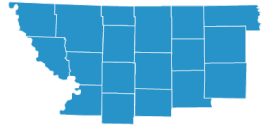


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# What Changes Excite or Worry You?

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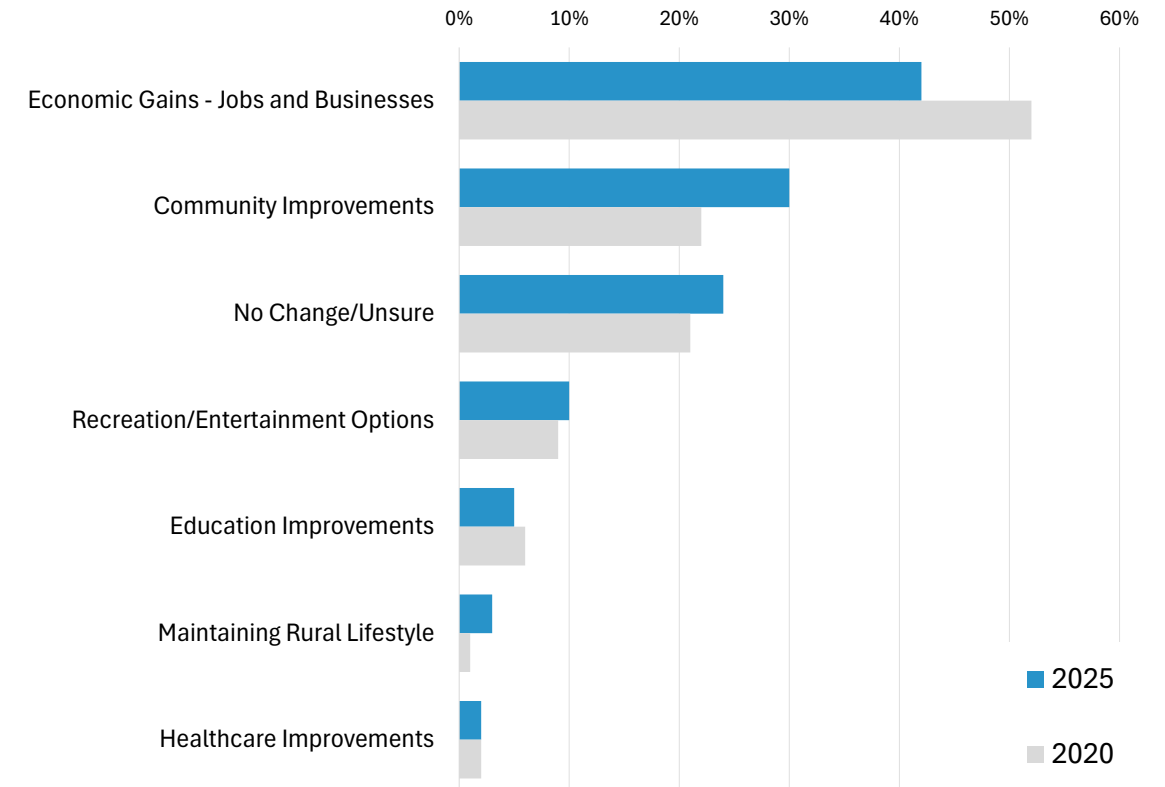
# What Changes Excite You About The Future?



What changes are you **most excited** about for the future of Northwest Missouri?

- **Economic Gains**, such as more jobs and businesses, were mentioned by 4 in 10 respondents. This is down from 2020, when COVID-19 job impacts influenced open-ended concerns.
- **Community Improvements**, including infrastructure and working together more, were mentioned by 3 in 10 respondents, an increase from 2020.
- There were **no significant differences** between the Regional Groups or Moving Status.\*

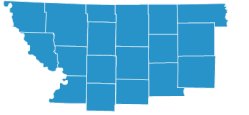
## Changes Most Excited For...



Survey Notes: The survey received 579 responses in 2025. Open-ended responses categorized by major themes. Comments can have multiple themes assigned to them. \*One exception was that Returners were 9 percentage points less likely to say “No Change/Unsure.”

Exceed

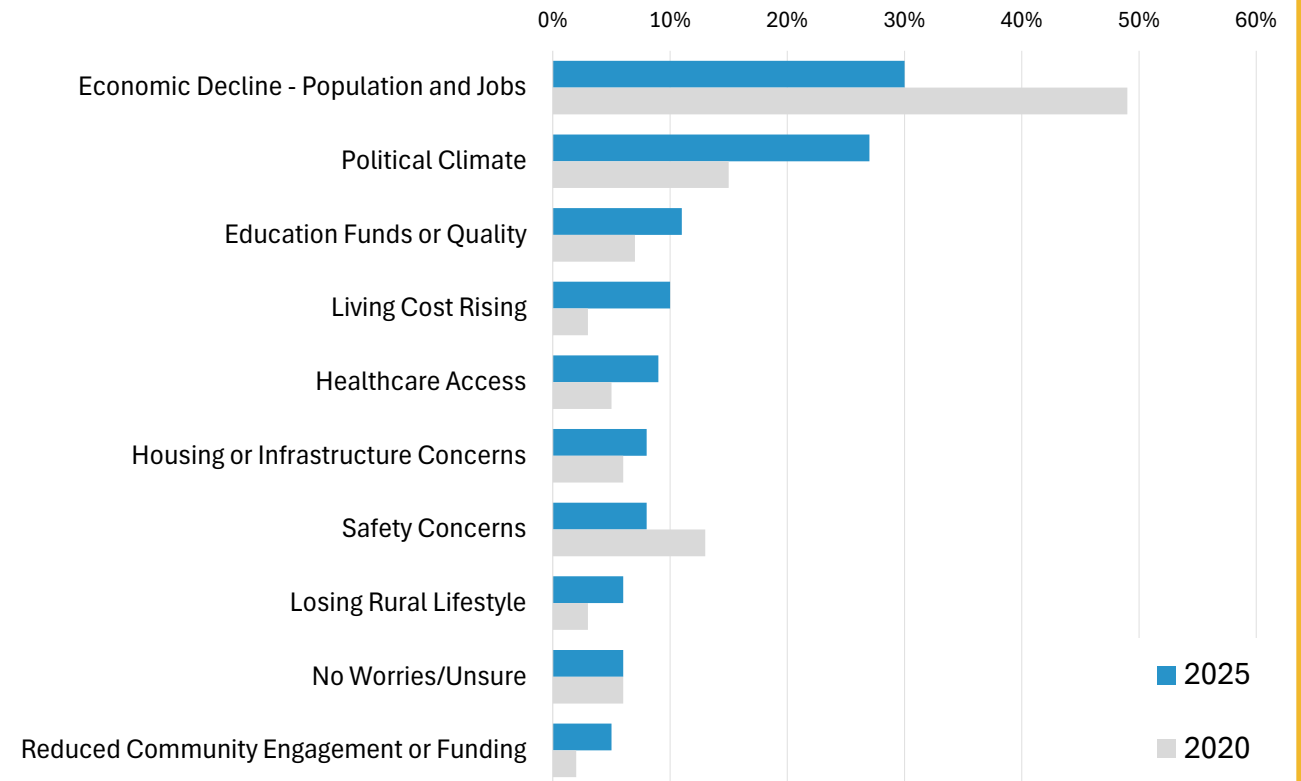
# What Changes Worry You About The Future?



What changes **most worry** you about the future of Northwest Missouri?

- **Economic Decline**, like population and business loss, was mentioned by 3 in 10 respondents. This is an improvement from 2020, when pandemic-related job concerns were higher.
- **Political Climate**, including mistrust of government, was mentioned by 1 in 4 respondents, significantly more than in 2020.
- Other worries were mentioned much less. The largest change from 2020 was increased concern about **Rising Living Costs**.
- There are **no significant differences** by Moving Status, only by Regional Groups.

## Changes Most Worried For...



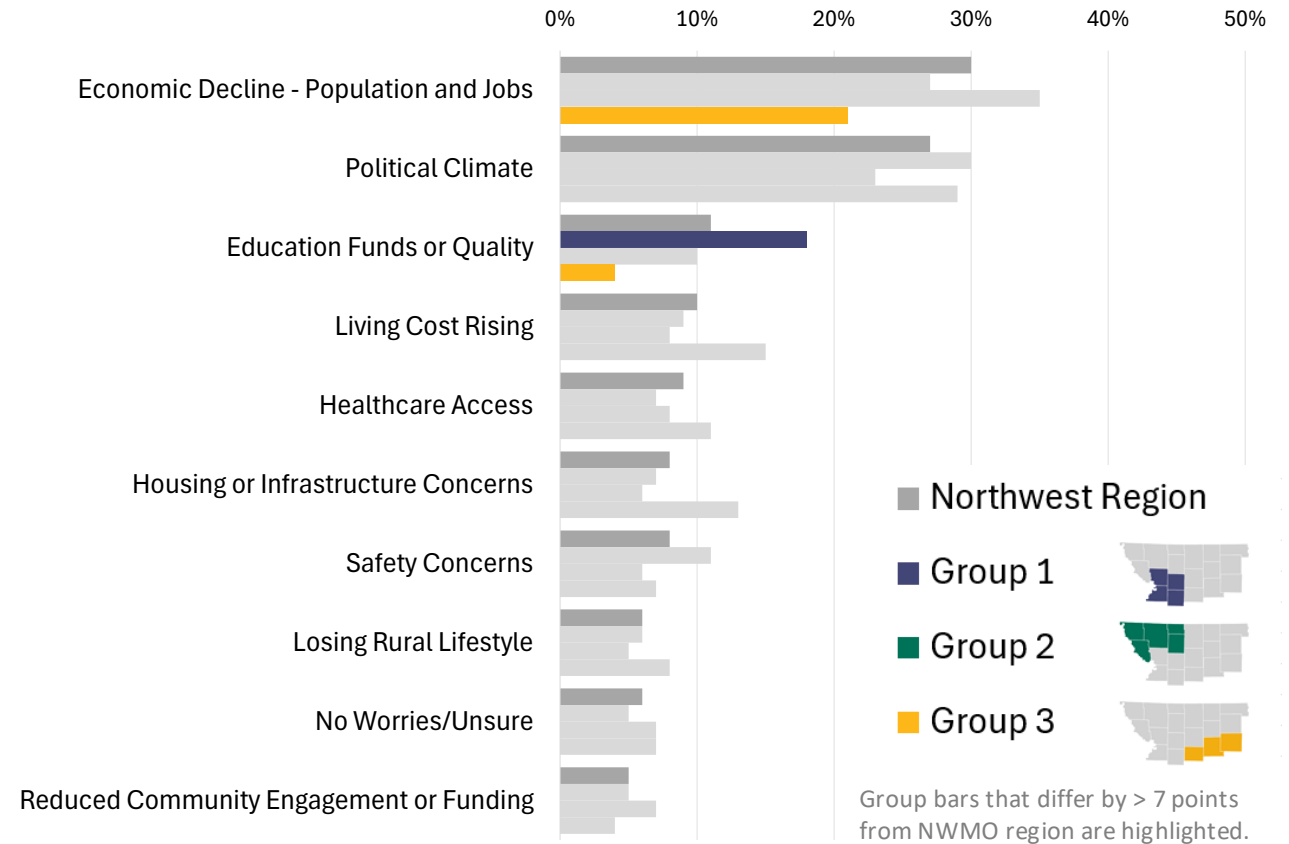
Survey Notes: The survey received 696 responses in 2025. Open-ended responses categorized by major themes. Comments can have multiple themes assigned to them.

# What Changes Worry You? By Group

What changes **most worry** you about the future of Northwest Missouri?

- **Economic Decline** concerns varied across groups, with Group 3 having significantly less concern. One in three Group 2 respondents had concerns for the economy.
- **Political Climate** was the top concern for Groups 1 and 3, with a third of respondents mentioning it.
- **Education** was relatively much more of a worry for Group 1, but not for Group 3.
- Other worries were generally mentioned by less than 1 in 10 respondents.

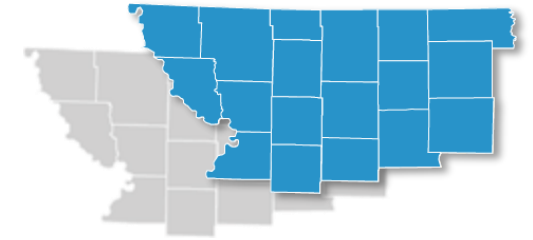
## Changes Most Worried For...



# Survey Comparisons Over Time or Group

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# 2020 to 2025 Comparison



## 2025 NWMO region responders:

- Are slightly **older** and more are **retired** (23%) than 2020 respondents (17%).
- Had a higher share of **In-Migrants** and fewer **Leavers** responding in 2025.
- **Relationships, Community Pride, Cost of Living** and **Safety** were the best things about living in NWMO, the same as in 2020.
- **Job** and **Educational Opportunities** were again the top reasons for leaving NWMO. The top reason to return was to be **Near Family** in both years.

| Group       | % Employed | % Age 60+ |
|-------------|------------|-----------|
| 2025 Region | 74%        | 35%       |
| 2020 Region | 73%        | 31%       |

**Overall: Very Similar**  
results between 2020 and 2025.  
Below are a few key distinctions.

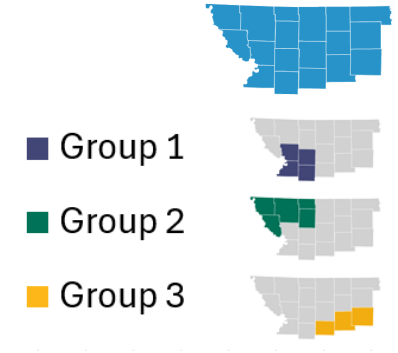
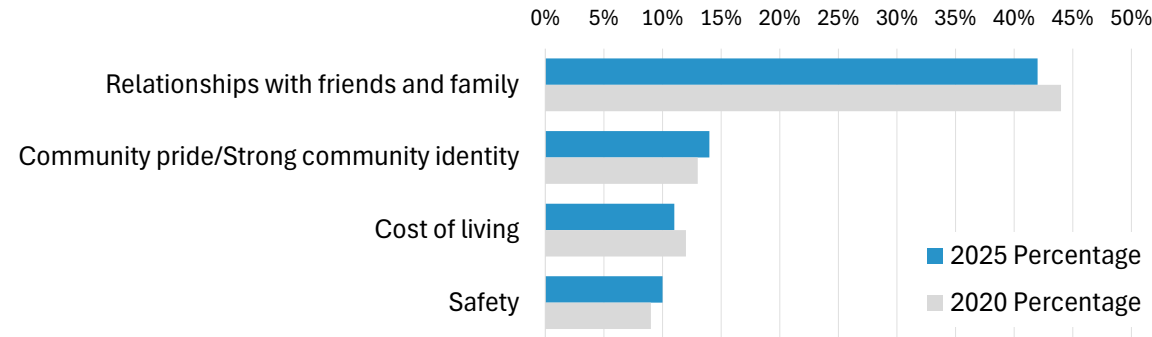
## Key Differences:

- **Ties to Area** was still the most important factor for moving in 2025, but **Health Care** took second place instead of **School Quality**.
- **In-Migrants** in 2025 said **Job Opportunities** was the top reason to move into NWMO, a change from 2020 when it was to be **Near Family**.
- The **COVID-19 pandemic** influenced the 2020 survey, as respondents were more concerned with jobs and a declining economy. In 2025, respondents still rated jobs highly in their decisions to move, but their responses showed less worry for the economy than in the earlier survey.

Exceed

# The Very Best Thing Summary

**Relationships** are by far the best thing. Below are some key distinctions among groups.



## Relationships (42%)

More Important

- **Returners (49%)**

Less Important

- **In-Migrants (26%)**
- **Under Age 45 (30%)**

## Community Identity (14%)

More Important

- **Group 3 (25%)**
- **Under Age 45 (23%)**

Less Important

- **Group 1 (5%)**

## Cost of Living (11%)

More Important

- **Group 1 (19%)**

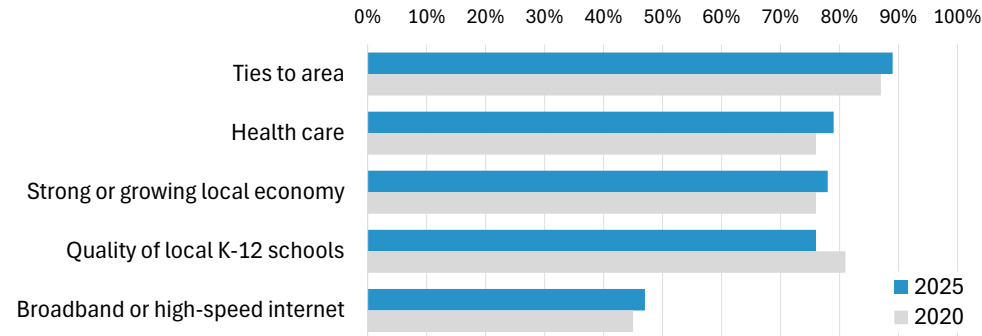
Less Important

- **Returners (6%)**

# Most Important For Where to Live Summary

This is a **key forward-looking question** about what is important for respondents when considering where to live in the coming years.

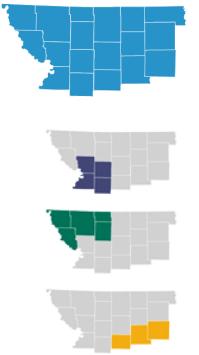
**Ties to Area** is still the key factor for all groups, but not far behind are **Health Care, a Strong Economy, and Quality Schools**. Below are some key distinctions.



Group 1

Group 2

Group 3



## Health Care (79%)

More Important

- **Age 45+ (83%)**

Less Important

- **Group 1 (70%)**  
Younger respondents
- **Under Age 45 (46%)**

## Strong Economy (78%)

More Important

- **Group 3 (88%)**
- **Under Age 45 (87%)**

Less Important

- **Group 2 (69%)**  
Older respondents

## Quality Schools (76%)

More Important

- **Under Age 45 (92%)**

Less Important

- **Age 45+ (59%)**

## Broadband (47%)

More Important

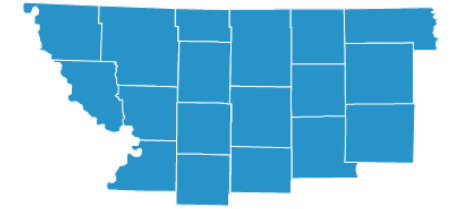
- **In-Migrants (63%)**

Less Important

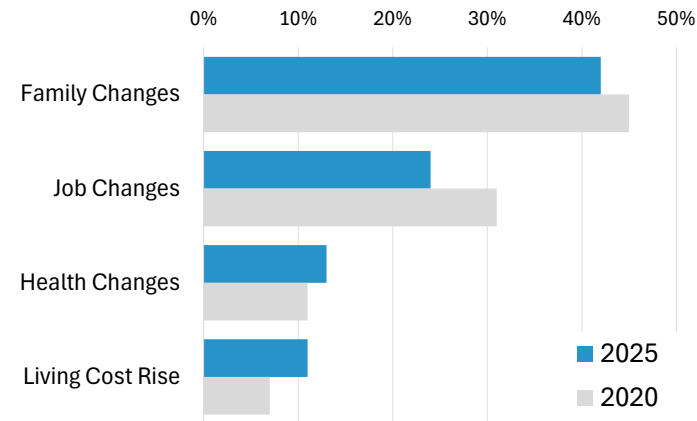
- **Stayers (31%)**

Exceed

# Influences to Move Summary



**Family Changes** are still the key factor for moving, but **Jobs** are less of a concern. **Health Care** and **Living Costs** gain slightly more importance. Below are some key distinctions.



## Job Changes (24%)

More Influence

- **Under Age 45 (37%)**

Less Influence

- **Age 45+ (18%)**

## Health Changes (13%)

More Influence

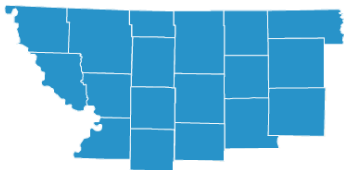
- **Age 45+ (18%)**

Less Influence

- **Under Age 45 (1%)**

Exceed

# Community Activities Summary



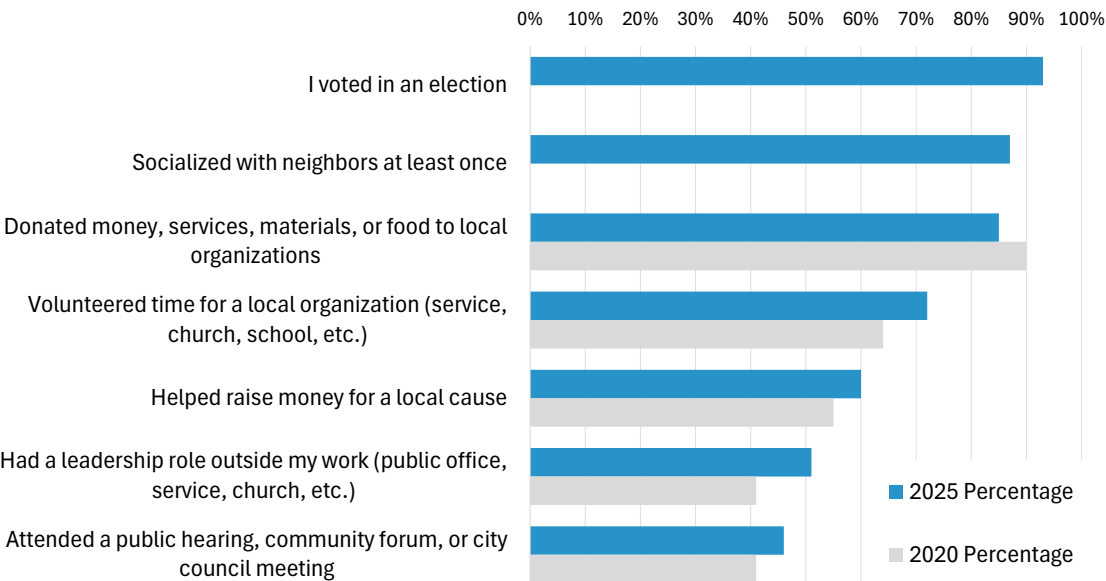
**Respondents voted, socialized, and donated money and time at high levels.** Except for donations, other activities increased between 2020 and 2025. Below are some key distinctions.

## Volunteered Time (72%)

- More Likely
- **Group 1 (79%)**
  - **Returners (81%)**

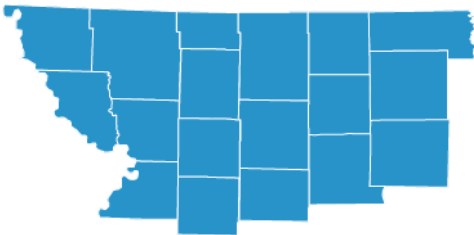
## Leadership Role (51%)

- More Likely
- **Returners (62%)**
- Less Likely
- **Stayers (43%)**



# Stayer Summary

A Stayer in this analysis is someone who has lived in the NWMO region their whole life.



## Stayers responders:

- Are more slightly more **employed** and **younger** than average respondents.
- They remain in the NWMO region to be **Near Family and Friends**, similar to 2020 respondents.

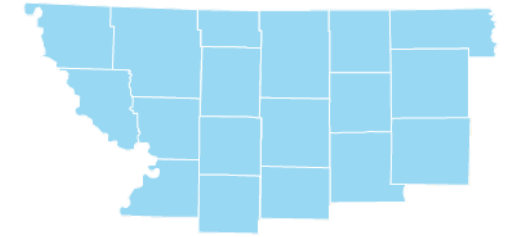
| Moving Status | % Employed | % Age 60+ |
|---------------|------------|-----------|
| 2025 Region   | 74%        | 35%       |
| 2025 Stayer   | 76%        | 31%       |
| 2020 Stayer   | 76%        | 56%       |

## Key Differences:

- Considering **where to live**, they rank:
  - **Ties to the Area** and **Health Care** are most important, but they are less concerned with access to **Broadband** and **Arts and Entertainment**.
- Within their community:
  - They were **least likely** to have a **Leadership Role** (43%) in the community compared to other groups.
  - **56%** would **do a community activity** if invited, compared to 70% of In-Migrants and Returners.

# Returner Summary

A Returner in this analysis is someone who has moved back into the NWMO region after leaving the area for some time.



## Returner responders:

- Are more slightly more **employed** and **older** than average respondents.
- They left NWMO for job or educational opportunities, but returned to be **Near Family and Friends**, similar to 2020 respondents.

| Moving Status | % Employed | % Age 60+ |
|---------------|------------|-----------|
| 2025 Region   | 74%        | 35%       |
| 2025 Returner | 76%        | 38%       |
| 2020 Returner | 69%        | 36%       |

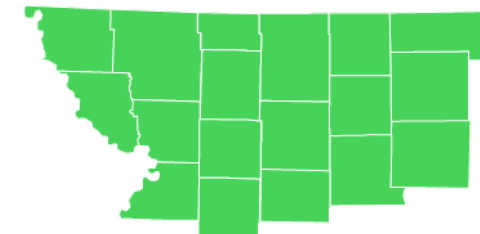
## Key Differences:

- Considering **where to live**, they rank:
  - **Ties to the Area** a bit higher in importance than for other groups.
  - Access to **Arts and Entertainment** and **Outdoor Recreation** is more important for Returners, compared to other groups.
- Within their community:
  - They were **more likely** to attend **Volunteer Time**, **Help Raise Money**, and have a **Leadership Role** that other groups.
  - **70%** would **do a community activity** if invited, same as In-Migrants. This compares to 56% of Stayers.

Exceed

# In-Migrant Summary

An in-migrant in this analysis is someone who has moved into the NWMO region for the first time. This differs from “immigrant,” which refers to migration across international borders.



## In-Migrant responders:

- Are slightly **less employed** and **older** than average respondents.
- Even so, they primarily moved into NWMO for **Job Opportunities** in 2025, a significant difference from 2020, when it was to be **Near Family and Friends**.

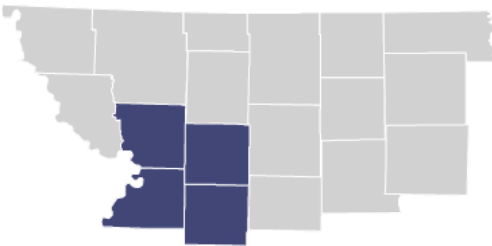
| Moving Status   | % Employed | % Age 60+ |
|-----------------|------------|-----------|
| 2025 Region     | 74%        | 35%       |
| 2025 In-Migrant | 71%        | 39%       |
| 2020 In-Migrant | 68%        | 32%       |

## Key Differences:

- **Relationships** are the top thing they value in the region, but it is **significantly less important** than for other groups.
- Considering **where to live**, they rank:
  - **Health Care, Strong Economy, and Quality Schools** a bit higher.
  - **Broadband** is what distinguishes them; it is very important.
- Within their community:
  - They were **more likely** to attend **Public Meetings**.
  - **70%** would **do a community activity** if invited, same as Returners. This compares to 56% of Stayers.

Exceed

# Group 1 Region Summary



## Group 1 region responders:

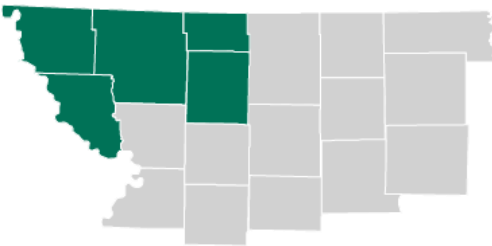
- Are **more employed** and slightly **younger** than average respondents.
- **Salary Growth** and **Professional Advancement** were significantly more important for this group.

| Group        | % Employed | % Age 60+ |
|--------------|------------|-----------|
| 2025 Region  | 74%        | 35%       |
| 2025 Group 1 | 81%        | 32%       |
| 2020 Group 1 | 72%        | 33%       |

## Key Differences:

- **Relationships** are the top thing they value in the region, followed by **Cost of Living**. They rate **Community Pride** significantly lower than other regions.
- Considering **where to live**, they rank:
  - **Ties to Area** is the top factor, followed by **Quality Schools**. While still important, Group 1 respondents had less concern for **Health Care** than other regions.
  - **Arts and Entertainment** distinguishes them; it is much more important.
- Within their community:
  - They were **more likely** to **Volunteer Time** and attend **Public Meetings**.
  - They are less likely to say **People Work Together** and have significantly less confidence in **Local Government Decisions**.

# Group 2 Region Summary



## Group 2 region responders:

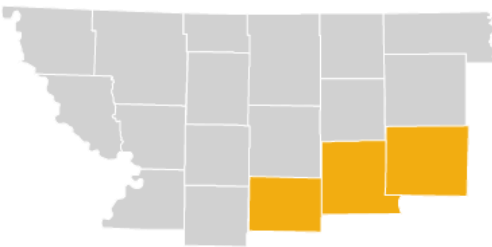
- Are slightly **less employed** and **older** than average respondents.
- 2025 respondents also less employed and older compared to 2020.
- Are **less likely to move** in the next five years compared to others.

| Group        | % Employed | % Age 60+ |
|--------------|------------|-----------|
| 2025 Region  | 74%        | 35%       |
| 2025 Group 2 | 69%        | 40%       |
| 2020 Group 2 | 73%        | 33%       |

## Key Differences:

- **Relationships** are the top thing they value in the region, and they rate **Safety** relatively more important.
- Considering **where to live**, they rank:
  - **Ties to Area** and **Health Care** are still the top factors, but a **Strong Economy** is less of a concern. More are **Retired**, so they care relatively less about work-related needs.
  - **Access to Stores** distinguishes them; it is more important.
- Within their community:
  - They were **less likely** to attend **Public Meetings**.
  - They are more likely to say **People Work Together** to address local concerns and have confidence in **Local Government Decisions**.

# Group 3 Region Summary



## Group 3 region responders:

- Are slightly **more employed** and **younger** than average respondents.
- Are **more likely to move** in the next five years compared to others.

| Group        | % Employed | % Age 60+ |
|--------------|------------|-----------|
| 2025 Region  | 74%        | 35%       |
| 2025 Group 3 | 78%        | 32%       |
| 2020 Group 3 | 72%        | 48%       |

## Key Differences:

- **Relationships** are the best thing, and they rate **Community Ties** as more valued than other regions.
- Considering **where to live**, they rank:
  - **Ties to Area** is still the top factor, but a **Strong Economy** is more of a concern. Less important was **Available Housing**, compared to other regions.
- Within their community:
  - They were **more likely** than others to say their community had **Places to Meet** and **Access to Public Information**.
  - They are **more likely** to have confidence in **Local Government Decisions**.

# End of Presentation

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