

Baseline Data and the 2020 Alumni & Resident Survey

March 17, 2021



Gentry County Northwest Missouri

The Community Foundation of Northwest Missouri thanks the many volunteers working through the Maximize NWMO Communications CollaborACTION Team, the MU Extension Exceed Team of Dr. Mallory L. Rahe, Dr.

Sarah A. Low, and Ms. Jamee Searce, Communities of Excellence 2026 Coach Dr. Sandra Potthoff, and Christel Gollnick and Tyler Reid of JUPER Communications, LLC. This Public Private Partnership project was made possible through the financial support of the Missouri Department of Economic Development, United States Department of Agriculture - Rural Development, and several private donors.

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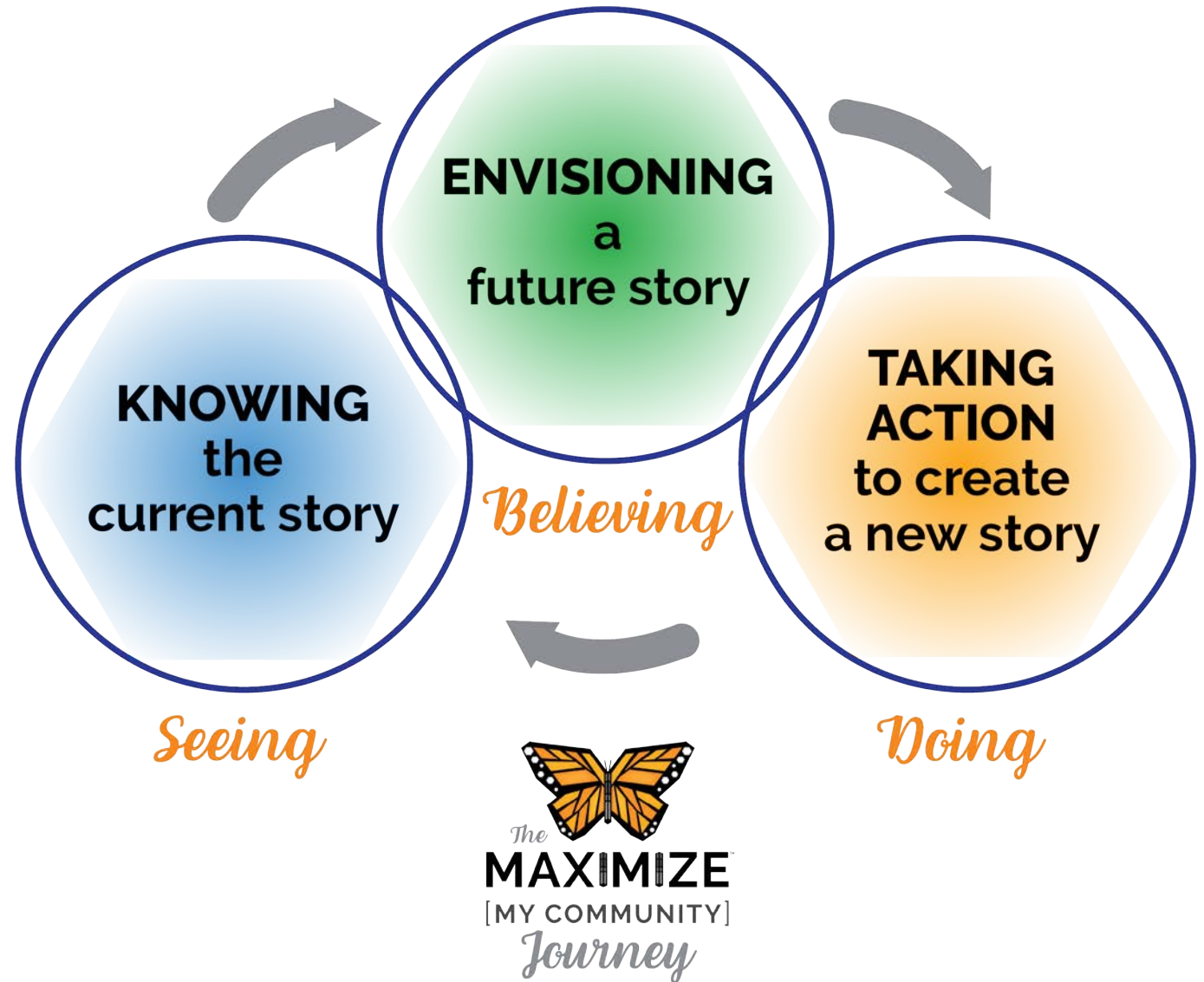


ENGAGING AND SUPPORTING LEADERS in NWMO



Vision

Thriving region, vibrant
communities, prosperous
people.



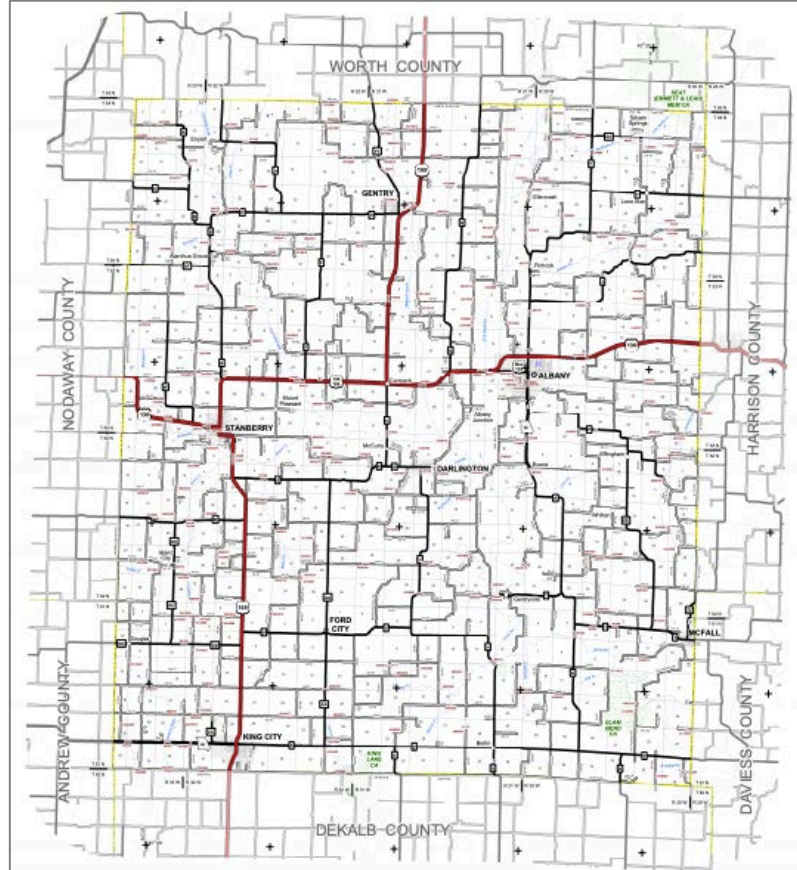
GEOGRAPHIC AREA

LOCATION Gentry County, Missouri

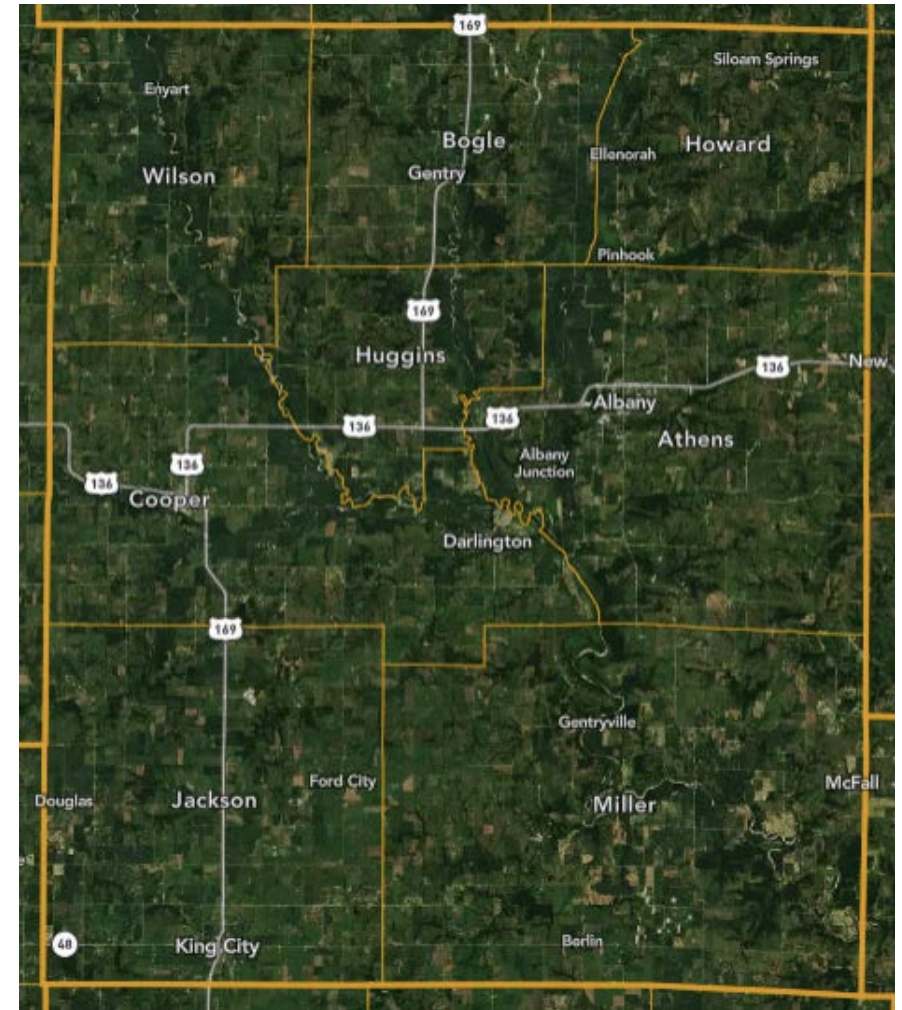
491.42 sq. miles

Largest
Community:
Albany

County Seat:
Albany



https://www.modot.org/sites/default/files/documents/Gentry_County%5B1%5D_0.pdf



Demographic Diversity

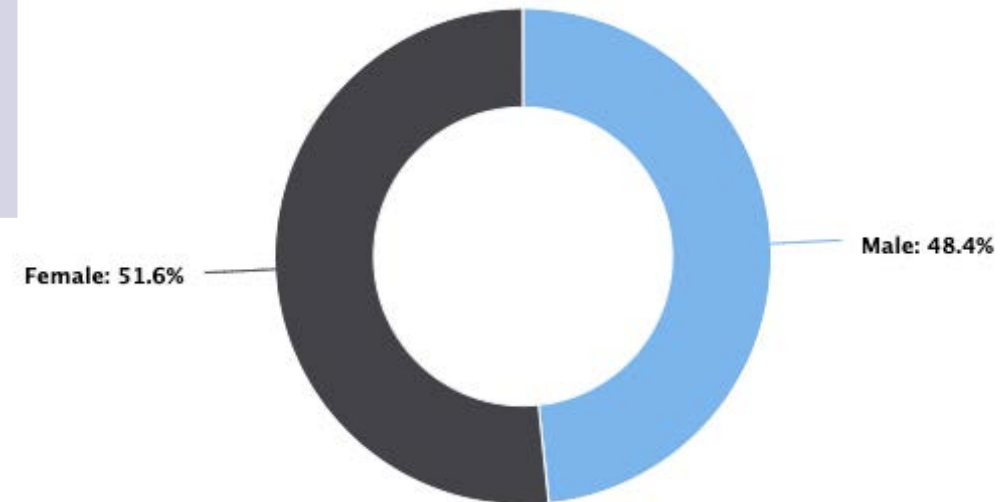
POPULATION

Data Indicator		Gentry County	Missouri	United States
Total Population	Total Population	6,616	6,104,910	324,697,795
	Total Land Area (Sq. Miles)	491.42	68,746.51	3,532,068.58
	Population Density (Per Sq. Mile)	13.46	88.80	91.93

Data Source: US Census Bureau, [American Community Survey](https://www.census.gov/data/tables/2014/acs/2014-18.html). 2014-18. Source geography: Tract
<https://allthingsmissouri.org>, 2/8/2021

GENDER

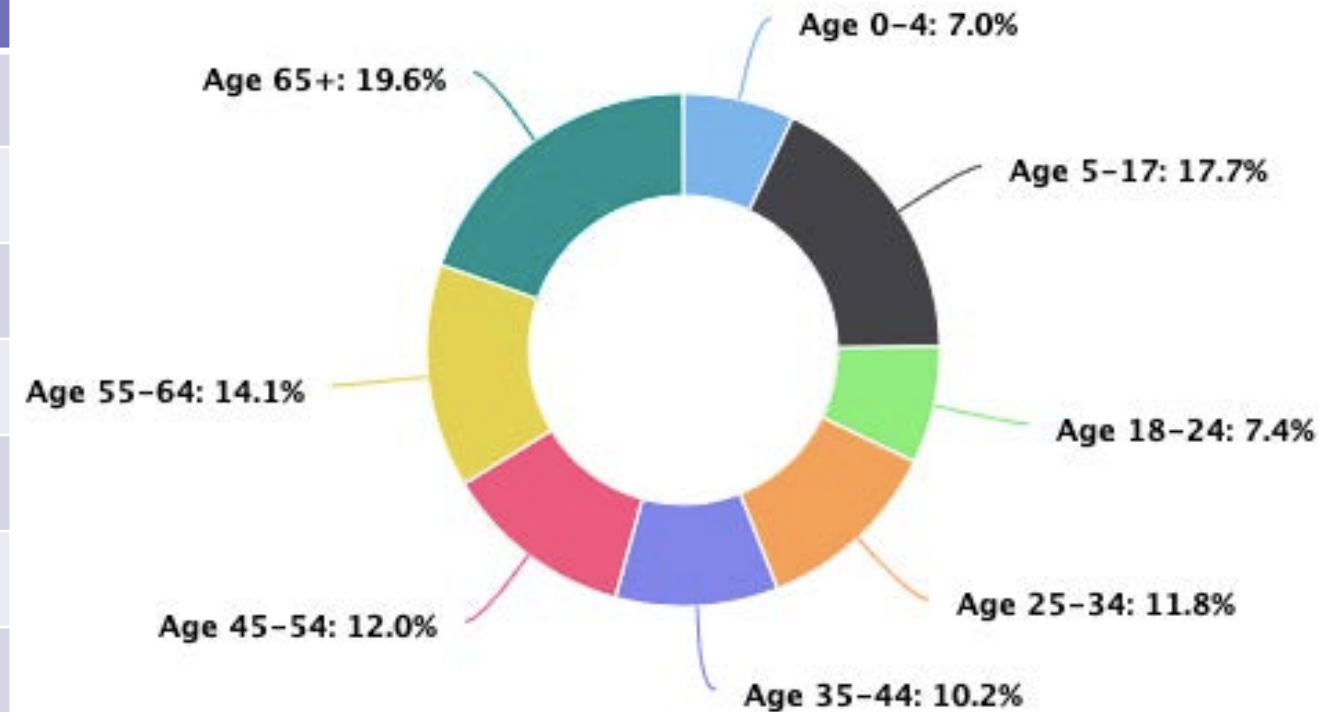
Data Indicator	Female	Male
Total Population by Gender	3,417	3,199
	50.93%	48.35%



Demographic Diversity

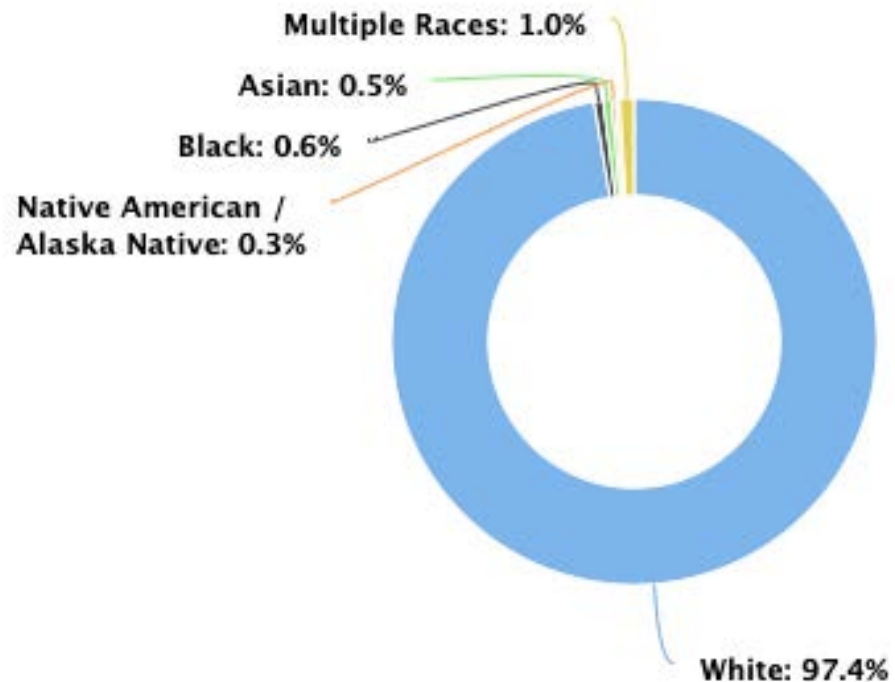
AGE

Total Population by Age Group	Gentry County	Missouri	United States
Age 0-4	465	371,570	19,767,670
Age 5-17	1,174	1,010,042	53,661,722
Age 18-24	490	573,249	30,646,327
Age 25-34	783	813,407	45,030,415
Age 35-44	678	738,183	40,978,831
Age 45-54	795	769,927	42,072,620
Age 55-64	934	821,807	41,756,414
Age 65+	1,297	1,006,725	50,783,796



Demographic Diversity

RACE



Total Population by Race Alone	Gentry County	Missouri	United States
White	97.37%	82.24%	72.75%
Black	0.59%	11.57%	12.67%
Asian	.54%	1.92%	5.44%
Native American/ Alaska American	.29%	.44%	.84%
Native Hawaiian or Pacific Islander	.06%	.11%	.18%
Some Other Race	.20%	1.17%	4.89%
Multiple Race	.95%	2.55%	3.23%

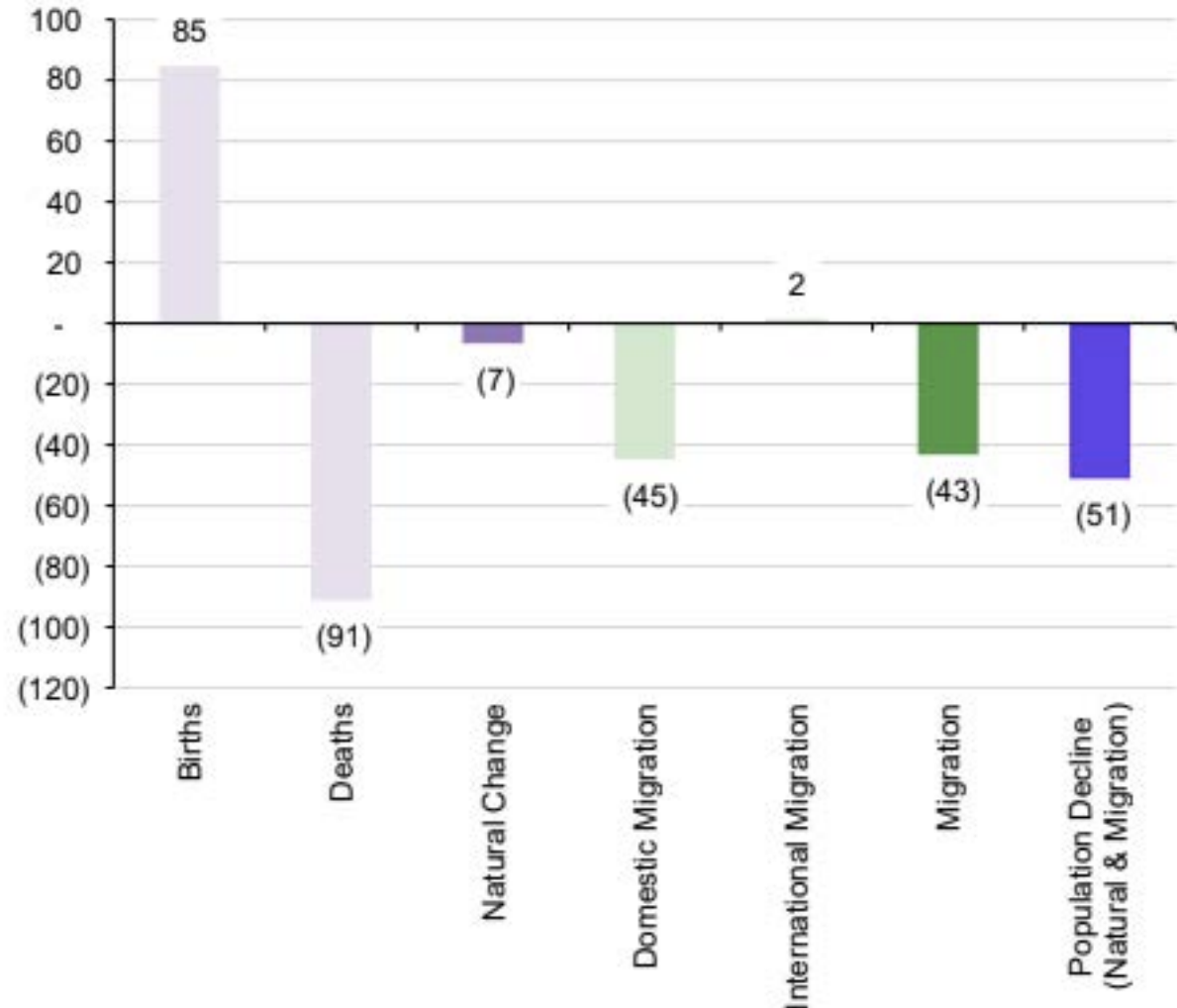
Data Source: US Census Bureau, [American Community Survey](https://www.census.gov/data/tables/2019/american-community-survey/2019/2019-2018.html), 2014-18. Source geography: Tract <https://allthingsmissouri.org>, 2/8/2021

POPULATION CHANGE

From 2000-2019:

- Population in Gentry County shrank by 279, a 4% decrease
- Natural change contributed to 14% of population change
- Migration contributed to 84% of population change

Average Annual Components of Population Change, Gentry County, MO, 2000-2019

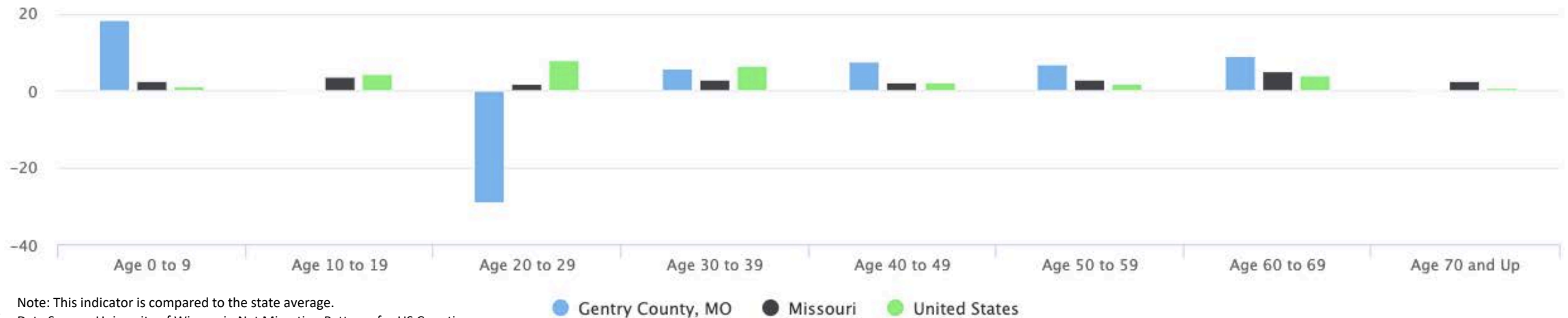
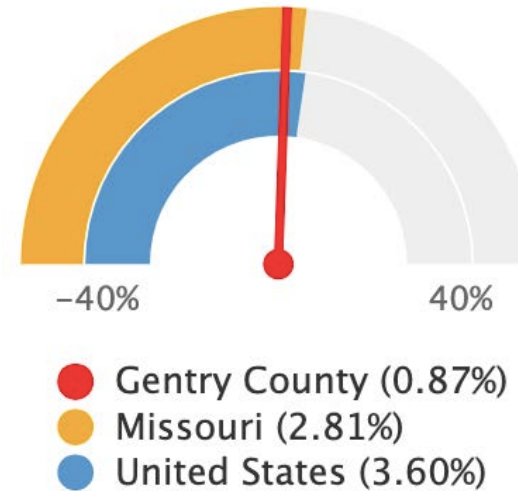


Data Sources: U.S. Department of Commerce. 2020. Census Bureau, Population Division, Washington, D.C., reported by Headwaters Economics' Economic Profile System, headwaterseconomics.org/eps.

Demographic Diversity

NET MIGRATION 2000 - 2010

Total Population	Gentry County	Missouri	United States
Natural Change	-49	497,727	30,987,709
Net Migration	58	163,447	10,776,072
Migration Rate	0.87%	2.81%	3.60%



Quality of Life: Built Environment & Infrastructure

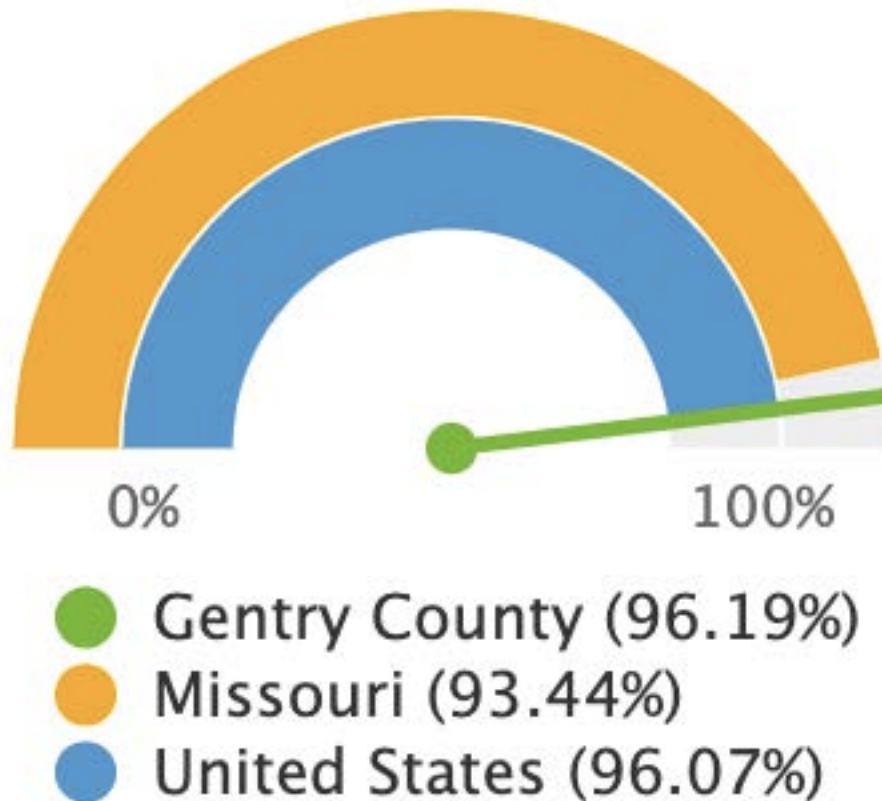
HOUSING

Data Indicator	Indicator Variable	Gentry County	State Average
Housing – Substandard Housing	Total Occupied Housing Units	2,555	2,414,521
	Occupied Housing Units with One or More Substandard Conditions	496	628,785
	Occupied Housing Units with One or More Substandard Conditions, Percent	19.41%	26.05%
Renter-Occupied Housing	Total Occupied Housing Units	2,555	2,414,521
	Renter-Occupied Housing Units	675	802,535
	Percent Renter-Occupied Housing Units	26.42%	33.24%

<https://allthingsmissouri.org>, 2/8/2021

Quality of Life: Built Environment & Infrastructure

BROADBAND



Note: This indicator is compared to the state average.
Data Source: National Broadband Map, Dec. 2019. Source geography: Tract

Percentage of Population with Access to Broadband Internet in 2019

- Data are based on the reported service area of providers offering download speeds of 25MBPS or more and upload speeds of 3 MBPS or more. **Faster speeds than this baseline are required for homes and workplaces with multiple devices simultaneously accessing the Internet.**
- This data represents both wireline and fixed/terrestrial wireless internet providers.
- **Cellular providers are not included.**
- Based on Federal Communications Commission [FCC] maps that have been proven to be inaccurate down to specific addresses. However, it is the best data publicly available at this time and reflects the same flaws throughout the state and nation. Comparatives are approximate.

HEALTHCARE

Data Indicator	Indicator Variable	Gentry County	MO State Average
Access to Primary Care	Total Population (2017)	6,655	6,108,612
	Primary Care Physicians (2017)	2	4,275
	Primary Care Physicians, Rate per 100,000 Pop.	30.05	70
Insurance - Uninsured Adults	Total Population Age 18 - 64	3,654	3,604,624
	Population with Medical Insurance	3,054	3,116,160
	Percent Population With Medical Insurance	83.58%	86.45%
	Population Without Medical Insurance	600	488,464
	Percent Population Without Medical Insurance	16.42%	13.55%



EDUCATION

Data Indicator	Indicator Variable	Gentry County	State Average
Education – High School Graduation Rate	Adjusted Student Cohort	91	64,280
	Number of Diplomas Issued	84	58,484
	Cohort Graduation Rate	92.3%	91.0%
Educational Attainment	No High School Diploma	10.81%	10.44%
	High School Only	42.5%	30.7%
	Some College	20.7%	22.4%
	Associates Degree	7.0%	7.9%
	Bachelors Degree	14.3%	17.7%
	Graduate or Professional Degree	4.8%	11.0%

Social & Economic Factors

INCOME & EMPLOYMENT

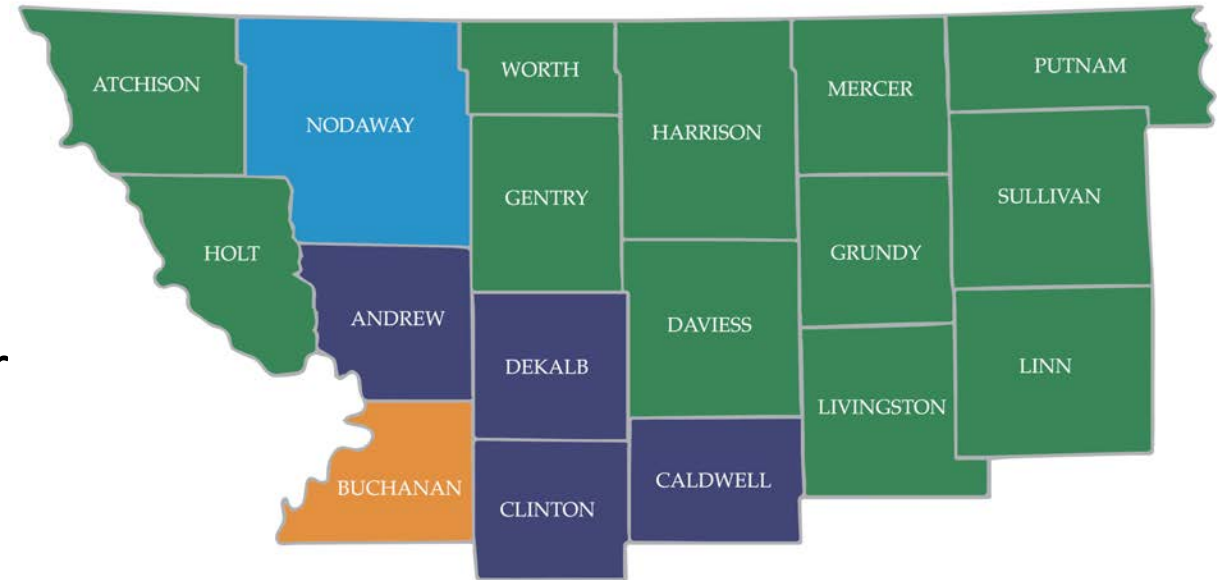
Data Indicator	Indicator Variable	Gentry County	State Average
Income – Median Household Income	Total Households	2,555	2,396,271
	Average Household Income	\$61,423	\$73,145
	Median Household Income	\$47,790	\$53,560
Unemployment Rate	Labor Force	3,438	2,999,711
	Number Employed	3,307	2,871,804
	Number Unemployed	131	127,907
	Unemployment Rate	3.8%	4.3%

<https://allthingsmissouri.org>, 12/8/2020

Alumni & Resident Survey in Gentry County, Missouri

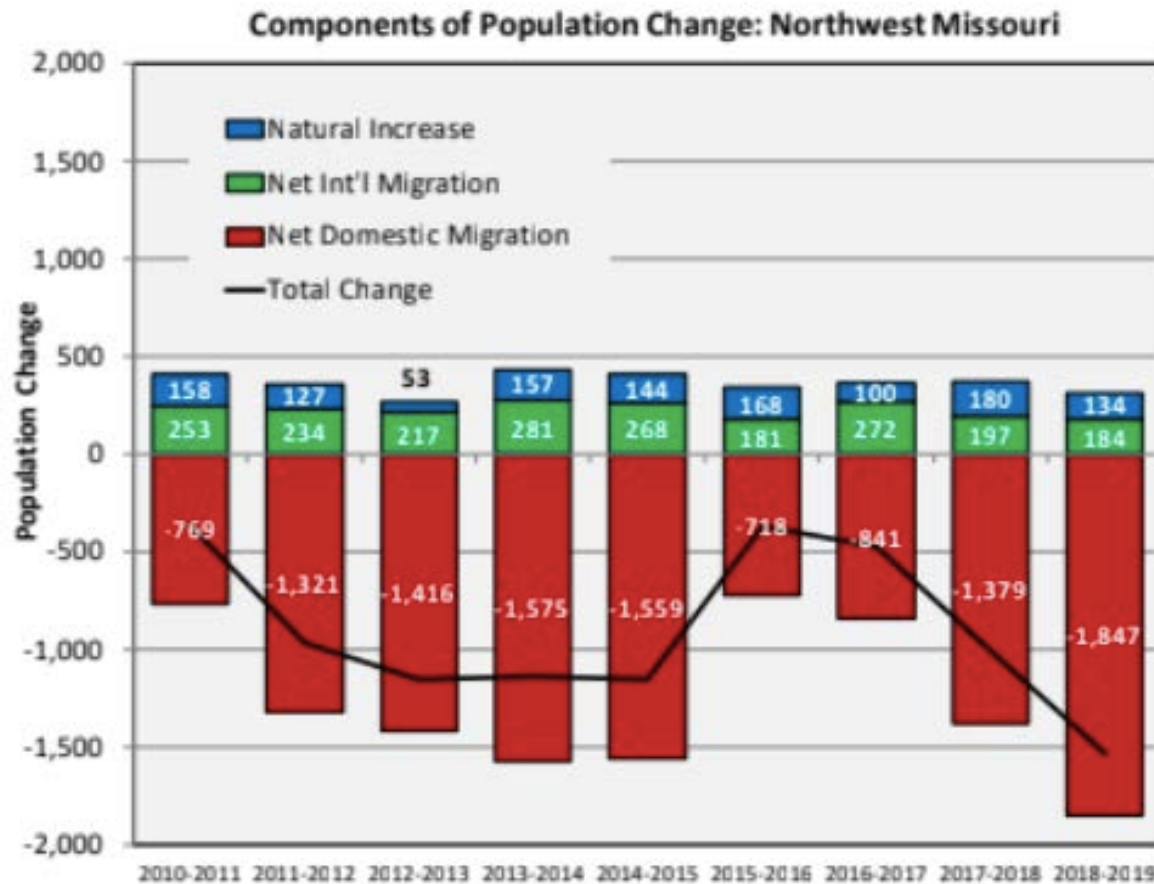
Survey Rationale

- How can leaders in Northwest Missouri stem population loss?
- Research in low amenity areas shows:
 - Return migrants are more likely to migrate to a rural community than migrants with no roots in the region.
 - Family ties and attachment to place outweigh economic opportunities for return-migrants.
 - Return-migrants bring life experiences, news skills and new perspectives.

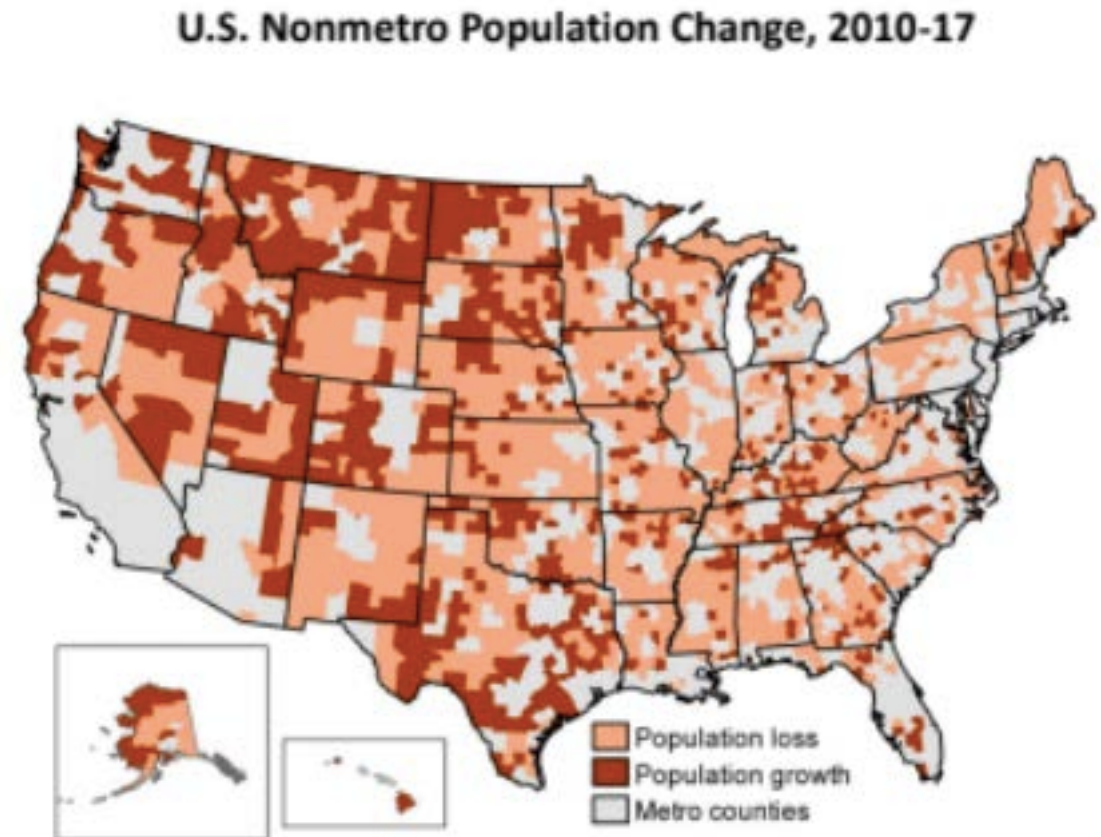


Alumni & Resident Survey

Persistent population loss affects many rural regions. Why do people leave? Why do they stay?



Source: US Census Bureau, Population Estimates Program, V2019

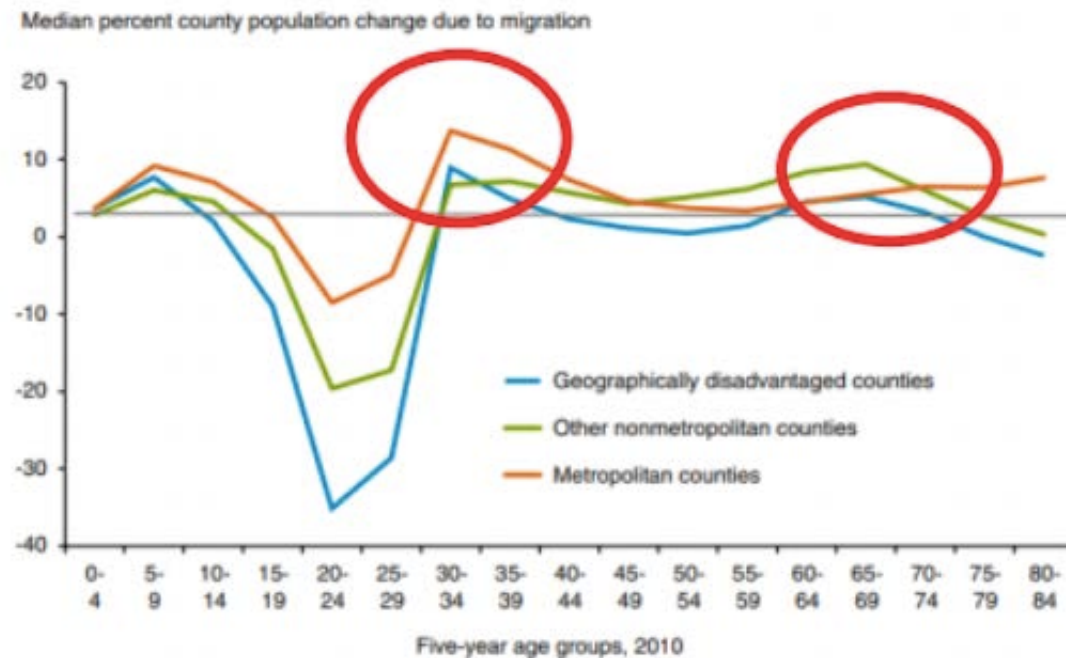


Source: USDA, Economic Research Service using data from the U.S. Census Bureau

Alumni & Resident Survey

Migration follows age specific patterns

Net migration by age, 2000-10, relative to county population, 2010



Note: Geographically disadvantaged counties are geographically remote and relatively lacking in scenic amenities.
Source: USDA, Economic Research Service based on estimates from University of Wisconsin-Madison: <http://www.net-migration.wisc.edu/>

Northwest Missouri is considered a geographically disadvantaged region, defined as having low natural amenities relative to a national scale.

Research suggests NWMO is most likely to be successful attracting people between the ages of:

- 30-40
- 60-70

Purpose of the Survey

- How can leaders in this low amenity, rural region focus their efforts to reduce net population loss?
 - The survey was a discovery process in work towards the goal of keeping and attracting talent to the region that feeds innovation and entrepreneurship ecosystem necessary for building a more thriving region.
- What assets or characteristics are most valued within the region?
- Has COVID-19 created opportunities for rural communities to reattract out-migrants? Does this vary with age?

Alumni & Resident Survey

Survey Details

Responses in Northwest Missouri

- Online only, using *Qualtrics*
- 2,182 respondents
- 1,939 complete responses
- Gender age, geography, migration status
- Caveats: 75% of respondents were women and there were no population weights, online access bias

Primary Targets: NWMO high school alumni ages 23-47

Secondary Targets: Current and former residents with a strong tie to the region ages 18-100+

Survey open: July 14-September 30, 2020

Promoted through email, Facebook, Twitter, news releases, and interviews with volunteers in local radio, television, and newspapers.



Leaders need your feedback!

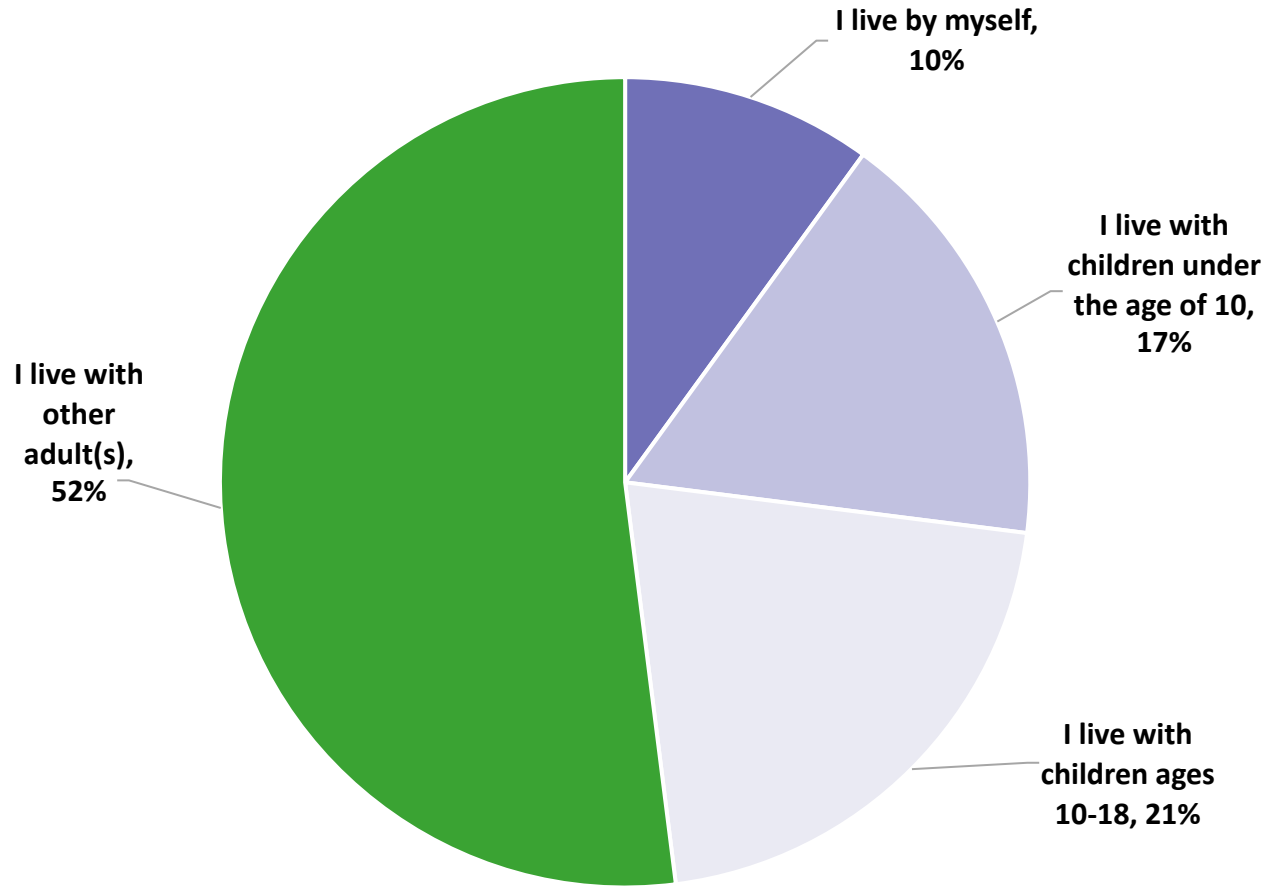
ALUMNI & RESIDENT SURVEY



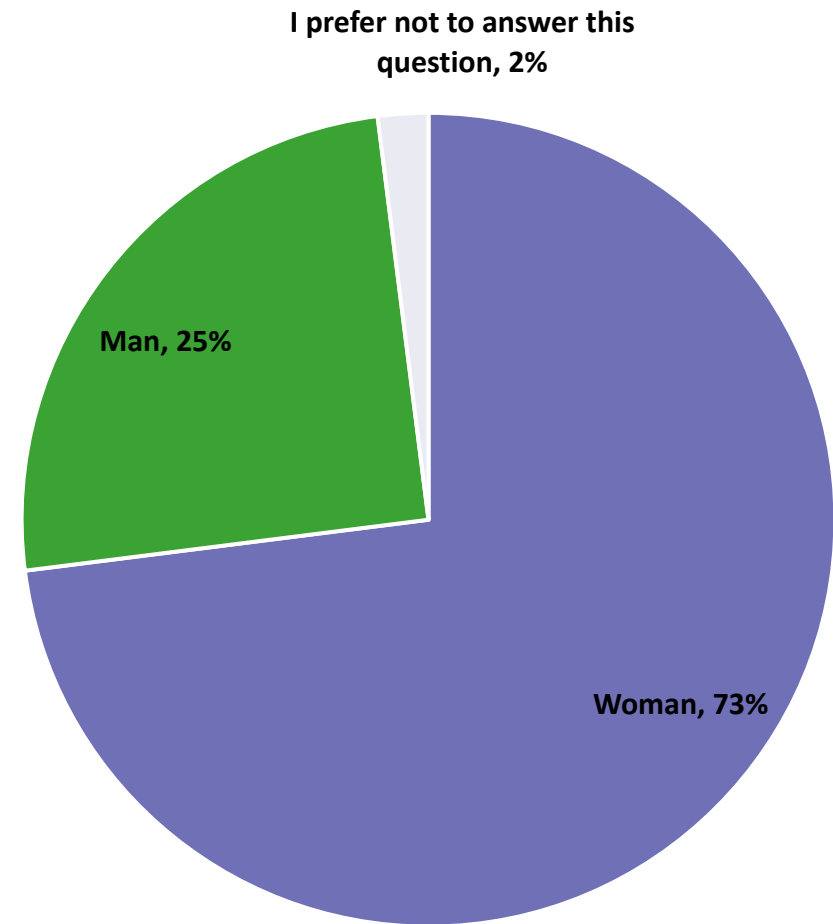
MAXIMIZE™
NWMO

Alumni & Resident Survey in Gentry County

A total of 267 responses came from Gentry County: 73% of respondents were women



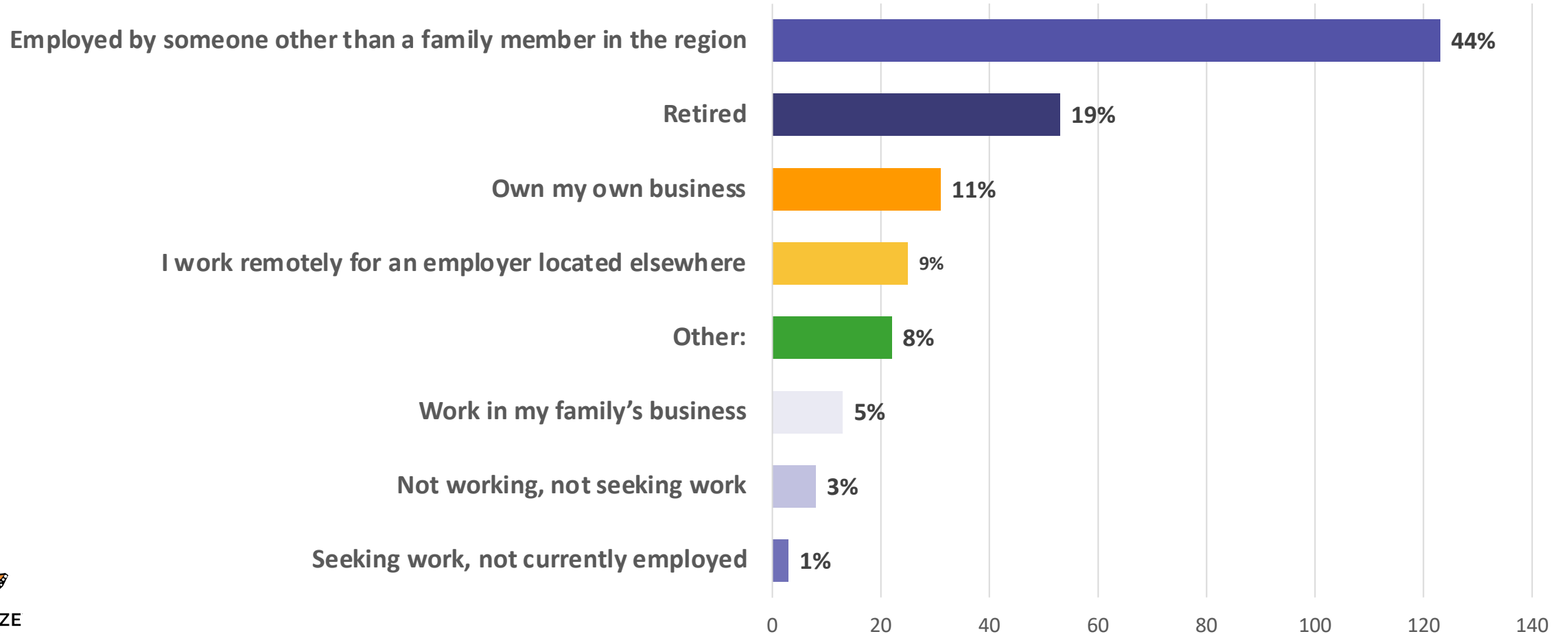
Describe your household:



I identify as a:

Alumni & Resident Survey in Gentry County

Respondents in Gentry County reported a range of employment status: 11% own a business



Alumni & Resident Survey in Gentry County

Of the 267 respondents from Gentry County, 76% earned their high school diploma in the county, 7% earned a different degree or certificate

Please share your ties to Northwest Missouri.	Gentry County	
	%	County
I earned my high school diploma here	76%	427
I earned a different degree/certificate here	7%	18
I have lived and/or worked here 4 or more years	86%	267

The Best Things about Gentry County

Alumni & Resident Survey in Gentry County

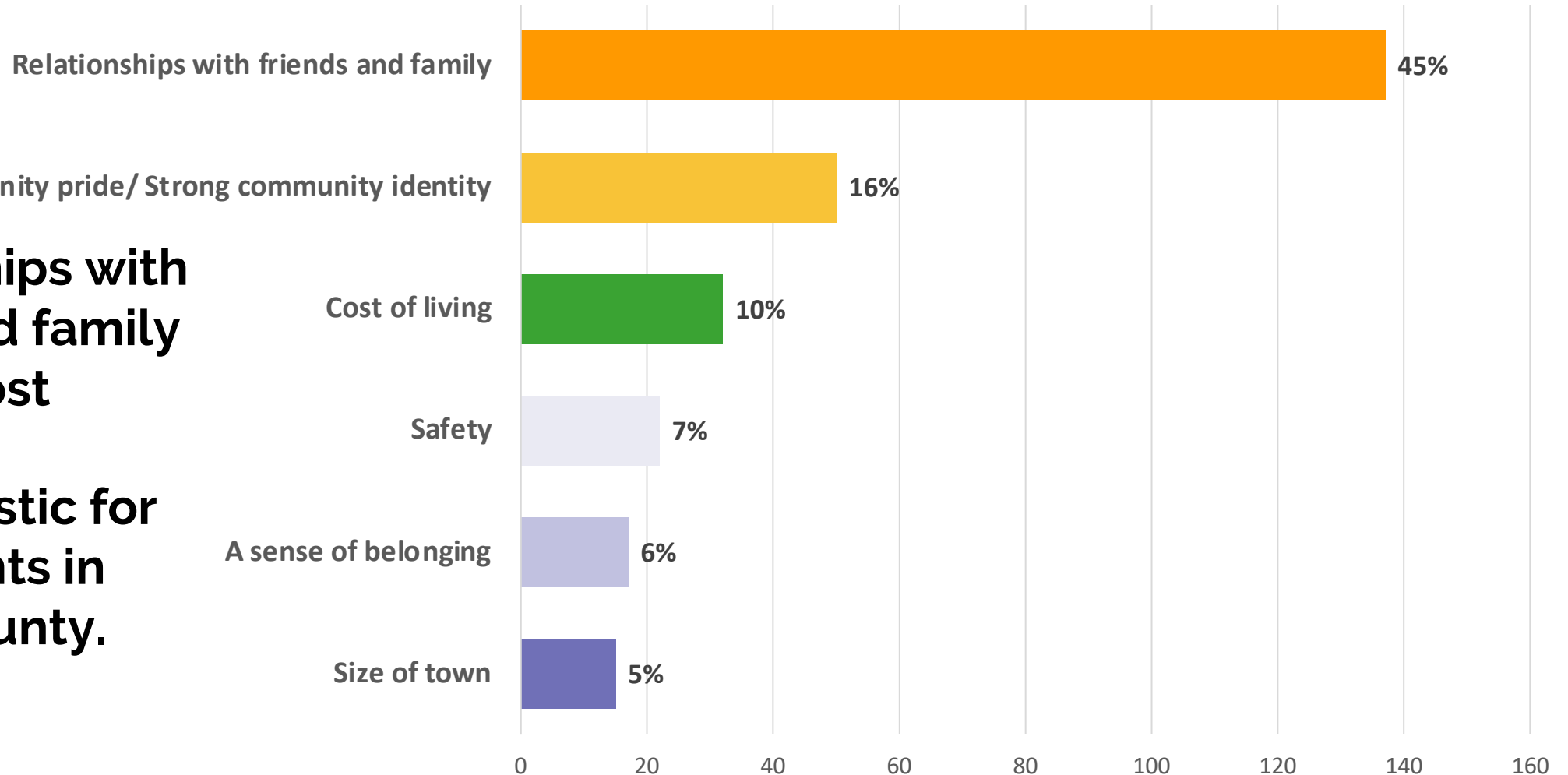
Respondents in Gentry County value their relationships with friends and family, low cost of living, safety, community pride, size of towns, sense of belonging and scenic beauty.

What do/did you value about the place you experience(ed) in Northwest Missouri?	%	Count
Relationships with friends and family	13%	276
Cost of living	11%	236
Safety	11%	234
Community pride/ Strong community identity	11%	216
Size of town	9%	194
A sense of belonging	9%	191
Scenic beauty (natural and architectural)	7%	149
Healthcare	5%	111
Access to food sources (restaurants, grocery stores, processors, farms)	5%	96
Educational opportunities for myself and those I care about	4%	85
Distance to urban areas	4%	75
Recreation opportunities	4%	73
Access to essential stores	2%	40
Housing availability	2%	38
Job opportunities for talented workers	1%	26
Access to arts and cultural activities	0%	7
Other:	0%	6
Total	100%	2053

Alumni & Resident Survey in Gentry County

What is/was the very best thing about living and/or working in Northwest Missouri?

Relationships with friends and family are the most valued characteristic for respondents in Gentry County.

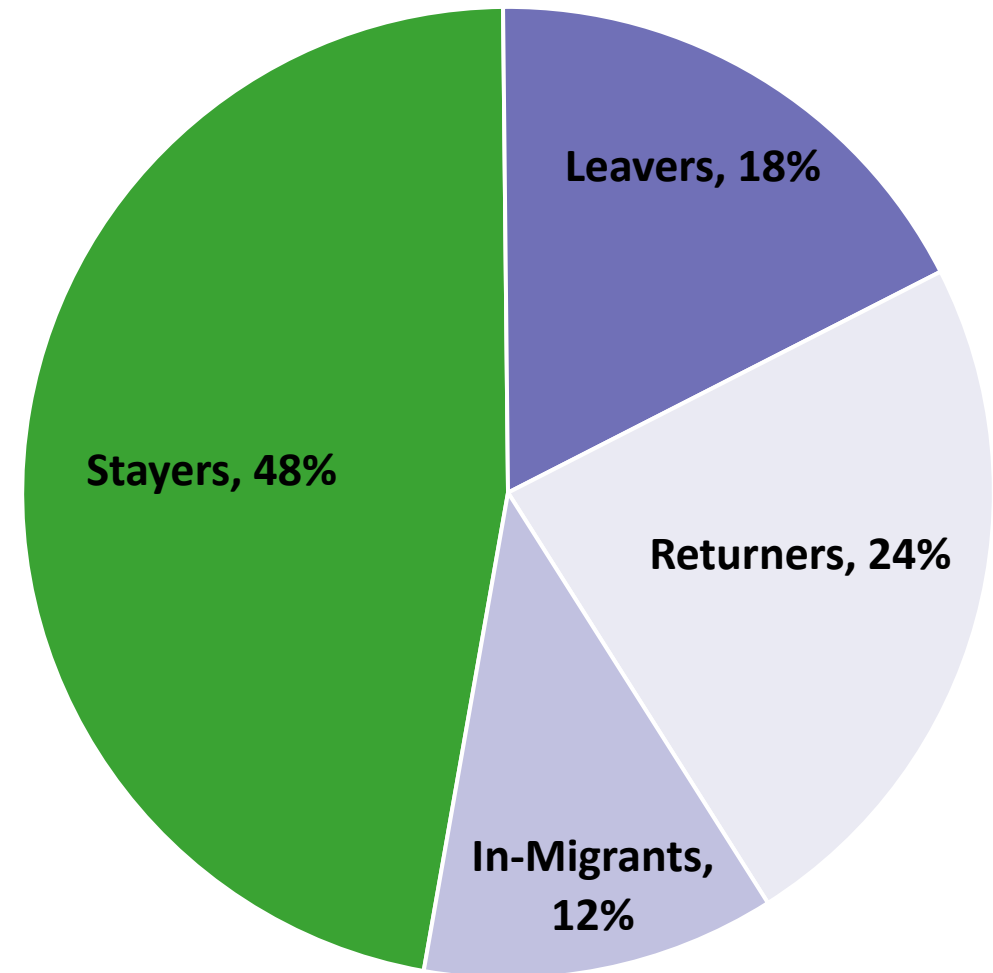


What drives migration decisions in Gentry County?

Respondents in Gentry County were analyzed by their migration status

Survey Questions were used to create these groups:

- Leavers: respondents who grew up in NWMO but no longer live there
- In-Migrants: respondents who did not grow up in NWMO but currently live in the region
- Returners: respondents who grew up in NWMO, moved away, and have since moved back
- Stayers: respondents who grew up and have always lived in NWMO



Alumni & Resident Survey in Gentry County

People stay in Gentry County to be near their friends and family and allow their children to grow up like they did.

Which of the following reasons contributed to your decision to stay in the region?	%	Count
To be near family and friends	30%	128
Want my kids to grow up like I did	21%	89
Always knew I wanted to stay	10%	44
Engagement in my community	10%	43
Support my spouse	8%	34
Support a family business	5%	22
Wage and salary job opportunities	5%	20
Entrepreneurship or business ownership opportunities	4%	18
Faith-based opportunities	4%	16
Educational opportunities	3%	13
Climate and geography	1%	3
Other:	0%	2
Diversity and inclusiveness of many perspectives and people	0%	1
Total	100%	433

Alumni & Resident Survey in Gentry County

Returners leave for jobs and educations, they come back to be near family and friends

Which of the following reasons contributed to your decision to leave the region?	%	Count
Wage and salary job opportunities	41%	46
Educational opportunities	24%	27
Support my spouse	12%	13
Other:	5%	6
Diversity and inclusiveness of many perspectives and people	4%	5
Always knew I wanted to leave	4%	5
Entrepreneurship or business ownership opportunities	3%	3
To be near family and friends	2%	2
Provide a certain quality of life for my children	2%	2
Climate and geography	2%	2
Support a family business	1%	1
Total	100%	112

Which of the following reasons were the primary reason you moved back to the region?	%	Count
To be near family and friends	53%	39
Support my spouse	10%	7
Support a family business	8%	6
Entrepreneurship or business ownership opportunities	7%	5
Job opportunities	5%	4
Always knew I wanted to come back	4%	3
Want my kids to grow up like I did	4%	3
Faith-based opportunities	1%	1
Total	100%	73

Alumni & Resident Survey in Gentry County

In-Migrants are more likely to move into Gentry County because of personal connection.

13% of respondents mentioned they moved into the region so that their kids could grow up like they did, suggesting they originated from a similar region.

Which of the following reasons contributed to your decision to move into the region?	%	Count
To be near family and friends	29%	67
Support my spouse	13%	31
Want my kids to grow up like I did	13%	31
Wage or salary job opportunities	9%	21
Always knew I wanted to come back	8%	19
Support a family business	7%	16
Engagement in my community	6%	15
Faith-based opportunities	5%	12
Entrepreneurship or business ownership opportunities	3%	8
Other:	3%	7
Educational opportunities	2%	5
Climate and geography	1%	2
Diversity and inclusiveness of many perspectives and people	0%	1
Total	100%	235

Alumni & Resident Survey in Gentry County

Respondents who no longer live in Gentry County were most likely to leave for jobs and educational opportunities

This is consistent with why returners leave as well.

People have different preferences for place, 6% of all responding leavers knew they always wanted to leave.

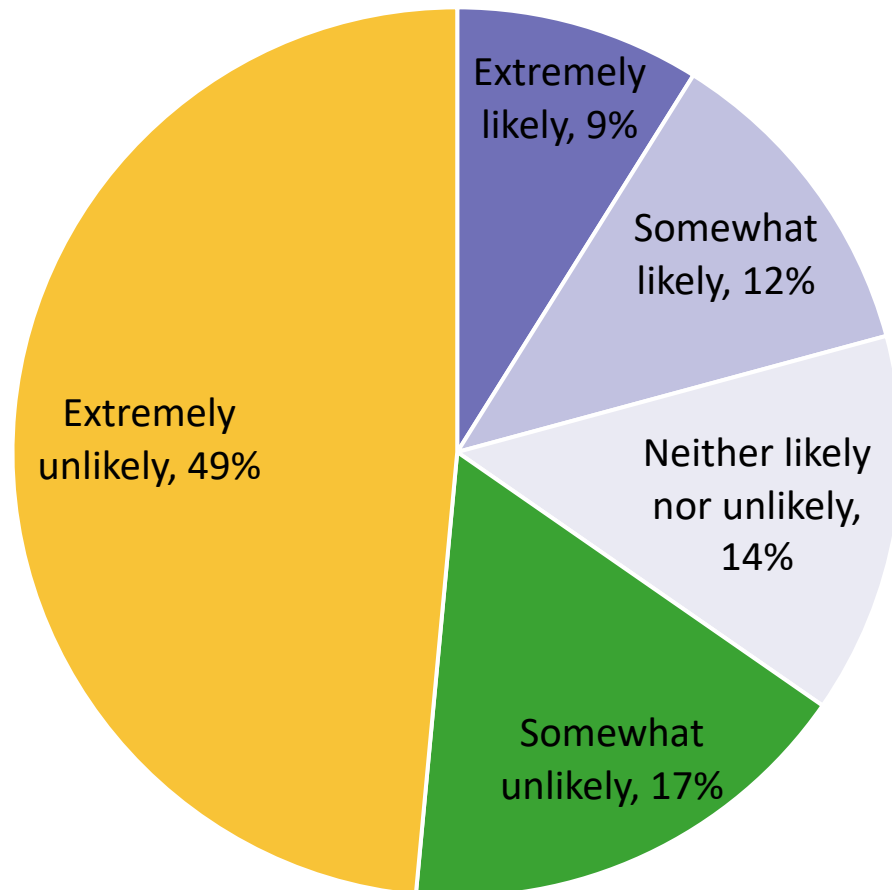
Which of the following reasons contributed to your decision to leave the region?	%	Count
Wage or salary job opportunities	37%	43
Educational opportunities	16%	18
Diversity and inclusiveness of many perspectives and people	11%	13
Support my spouse's career	10%	12
Provide a certain quality of life for my children	8%	9
Always knew I wanted to leave	6%	7
To be near family and friends	3%	4
Other:	3%	3
Entrepreneurship or business ownership opportunities	2%	2
Climate and geography	2%	2
Faith-based opportunities	2%	2
Support a family business	1%	1
Total	100%	116

What will influence where survey respondents move in the next five years?

Alumni & Resident Survey in Gentry County

More than half of the respondents in Gentry County are unlikely to move in the next five years

How likely are you to move in the next 5 years?



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



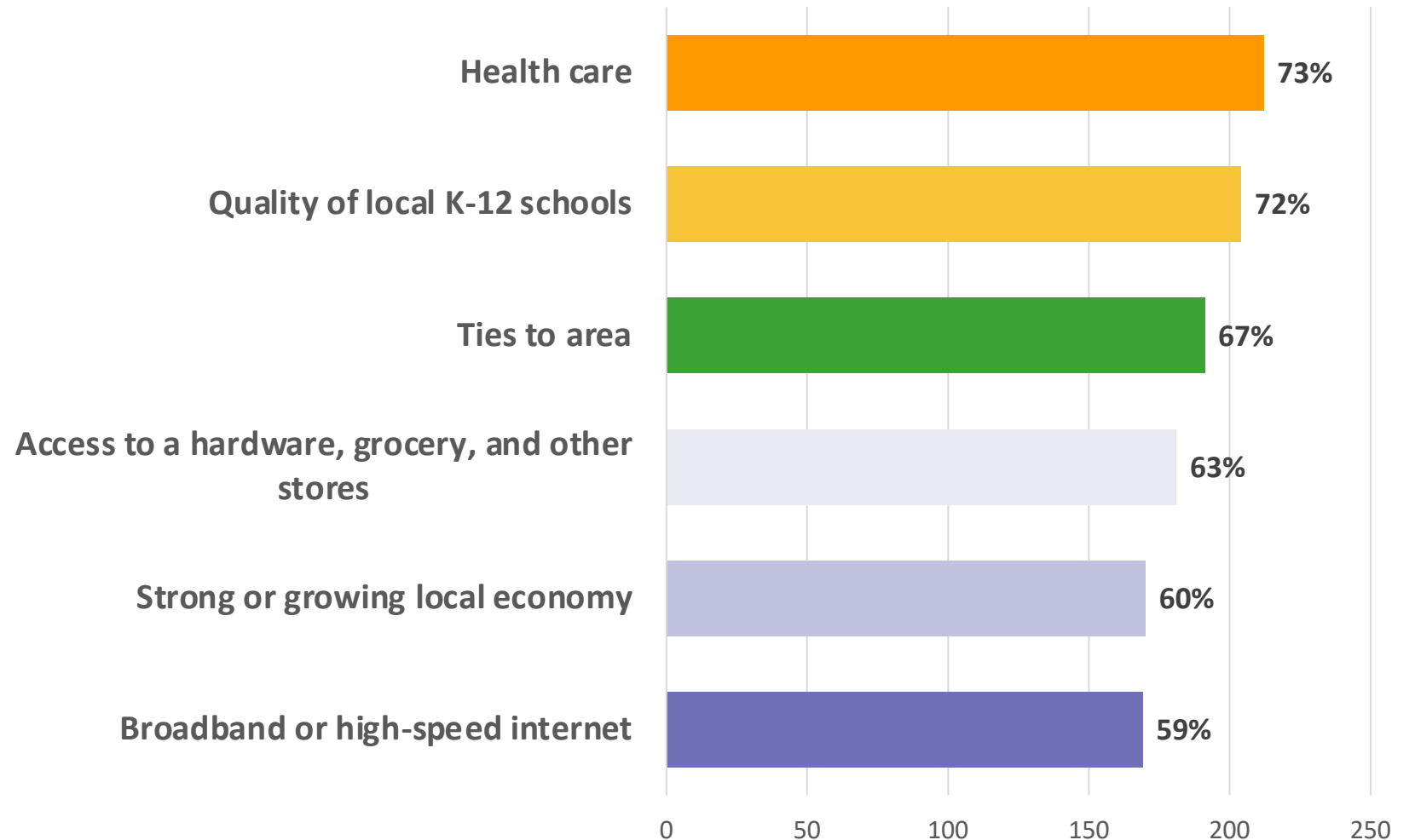
Alumni & Resident Survey in Gentry County

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

Most frequently ranked as very important factors:

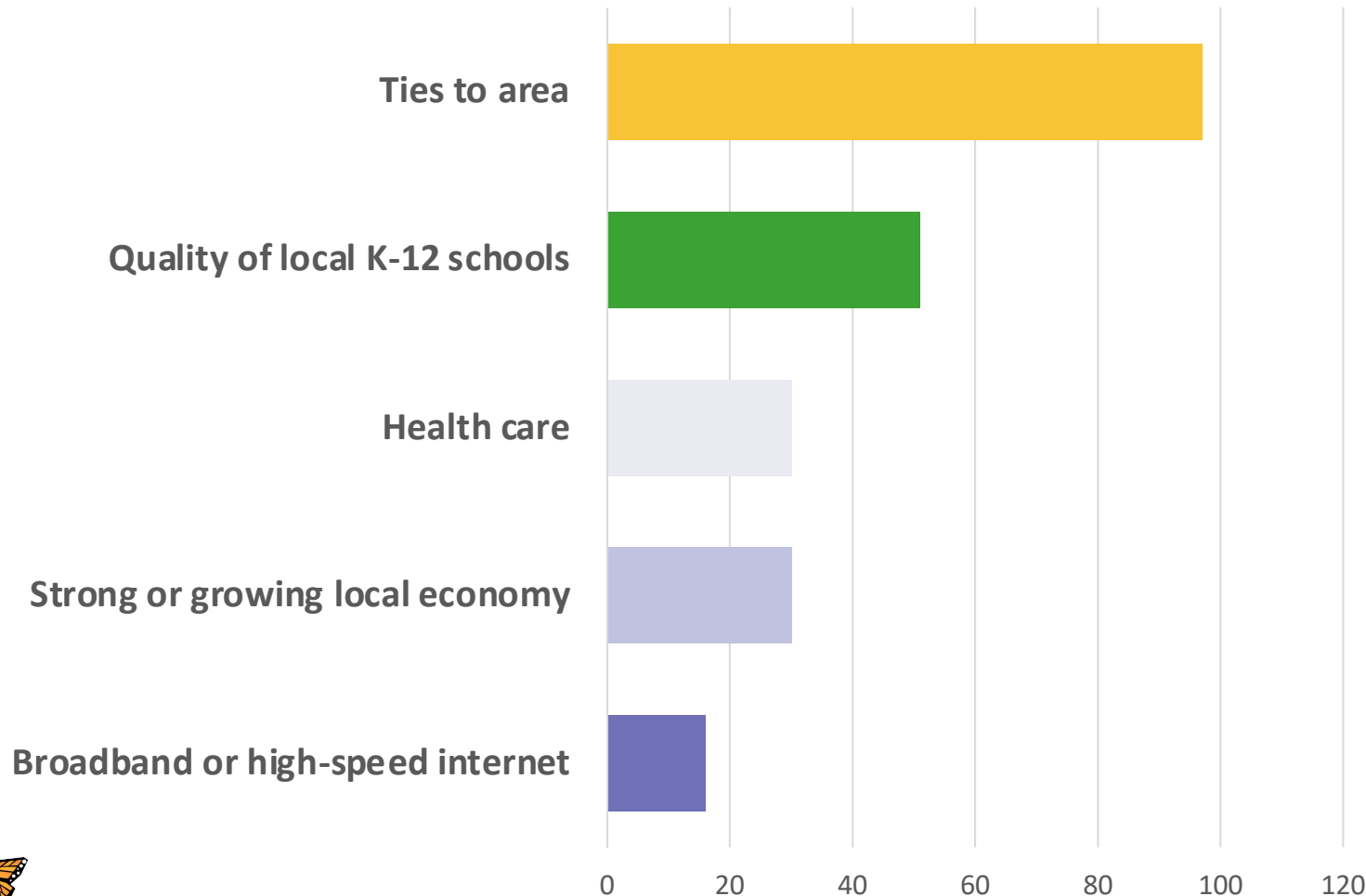
- Health care
- Quality of schools
- Ties to the area
- Access to stores
- Growing local economy
- Broadband

The six factors are consistent with regionwide results.



Alumni & Resident Survey in Gentry County

Family ties are important in making migration choices



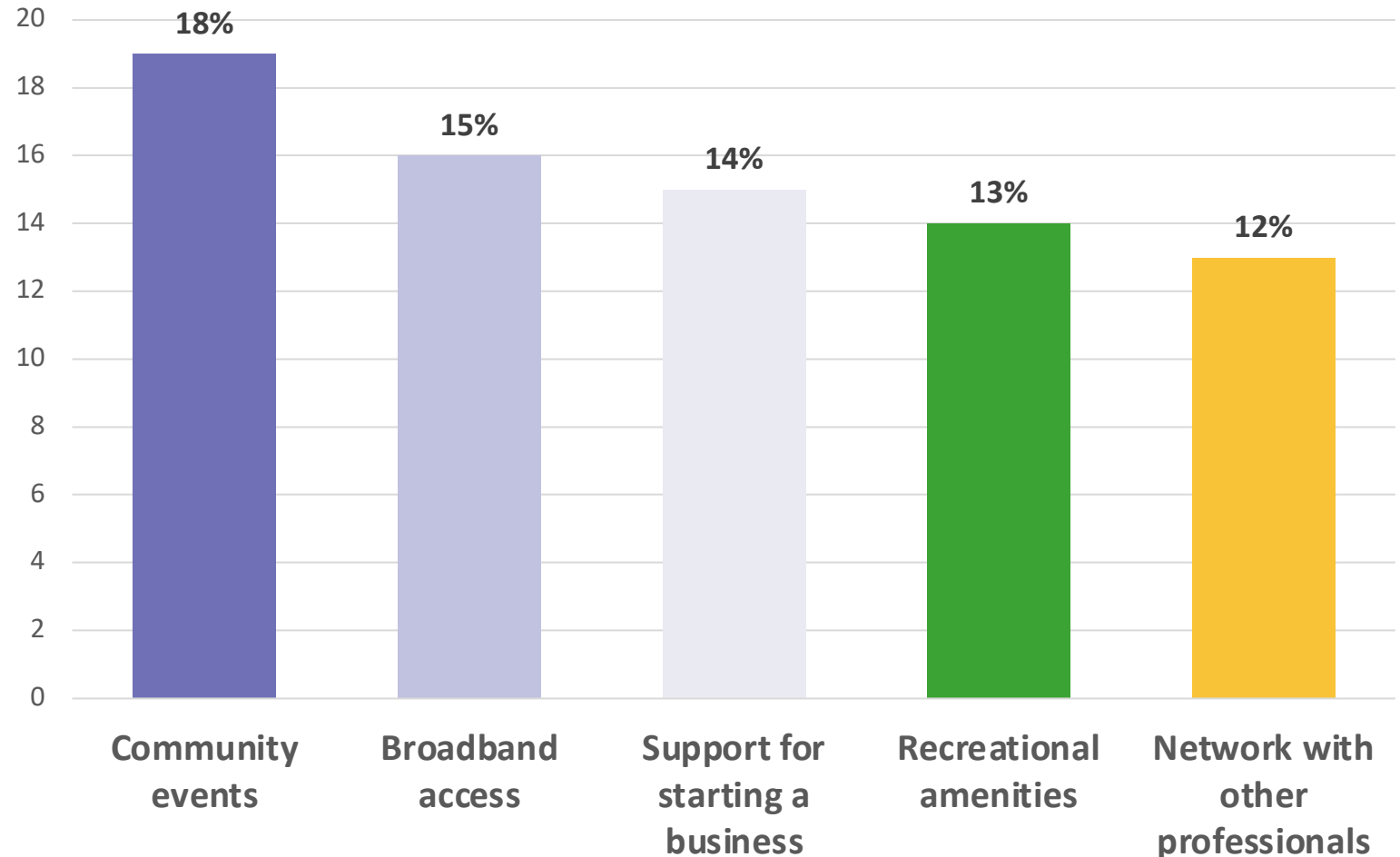
When asked to identify the most important factor in their decision about where they will live in the next 5 years, respondents in Gentry County chose “Family and social ties” the most, and twice as often as the following factor, schools.

Regional development efforts can support families and intentionally help in-migrants build social connections within organizations.

Alumni & Resident Survey in Gentry County

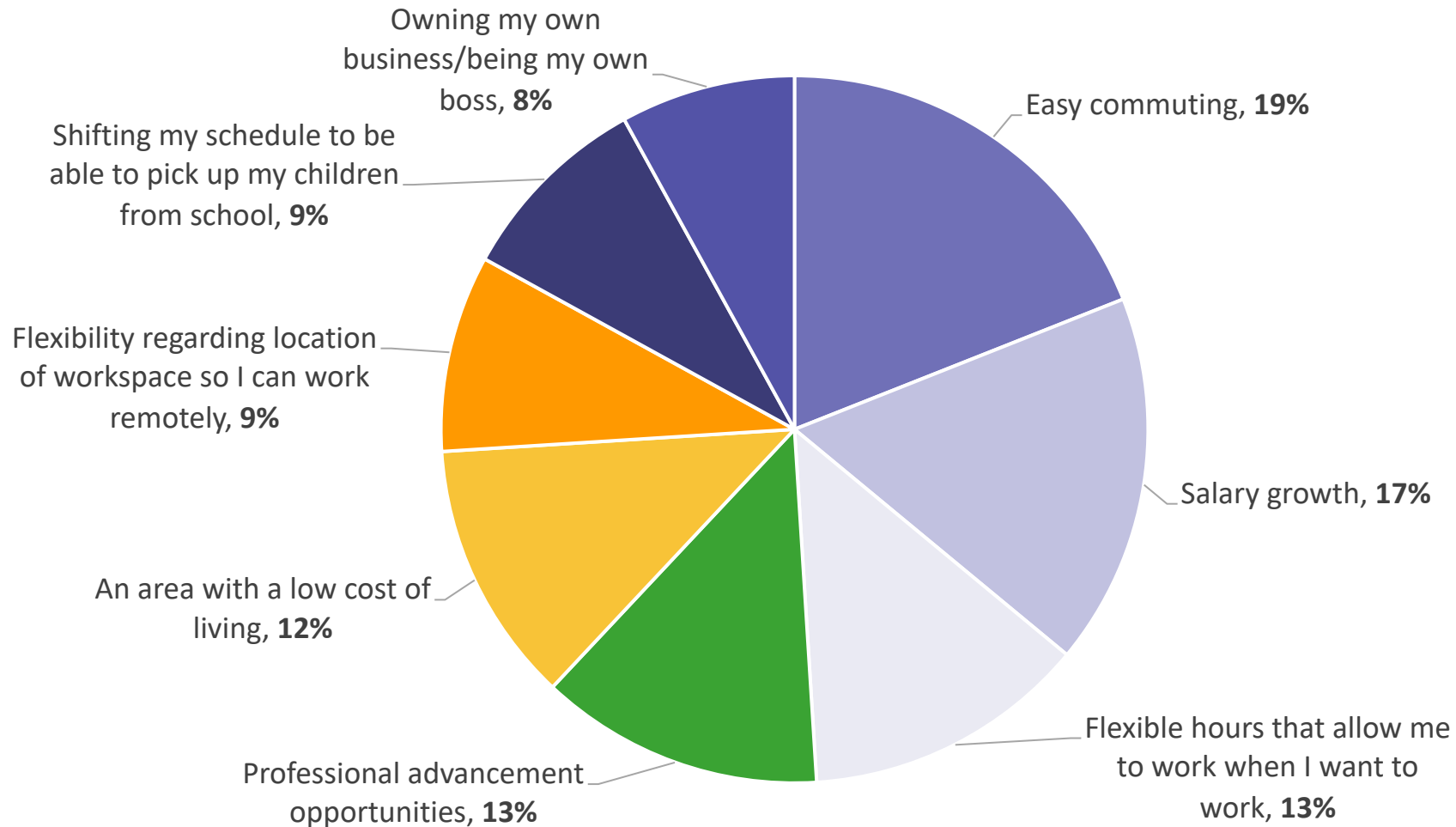
Which of the following opportunities would make it easier for you to move back?

People who have left indicate that more personal and professional interaction, broadband access, support for new businesses, and recreational opportunities would make it easier for them to move back.



Alumni & Resident Survey in Gentry County

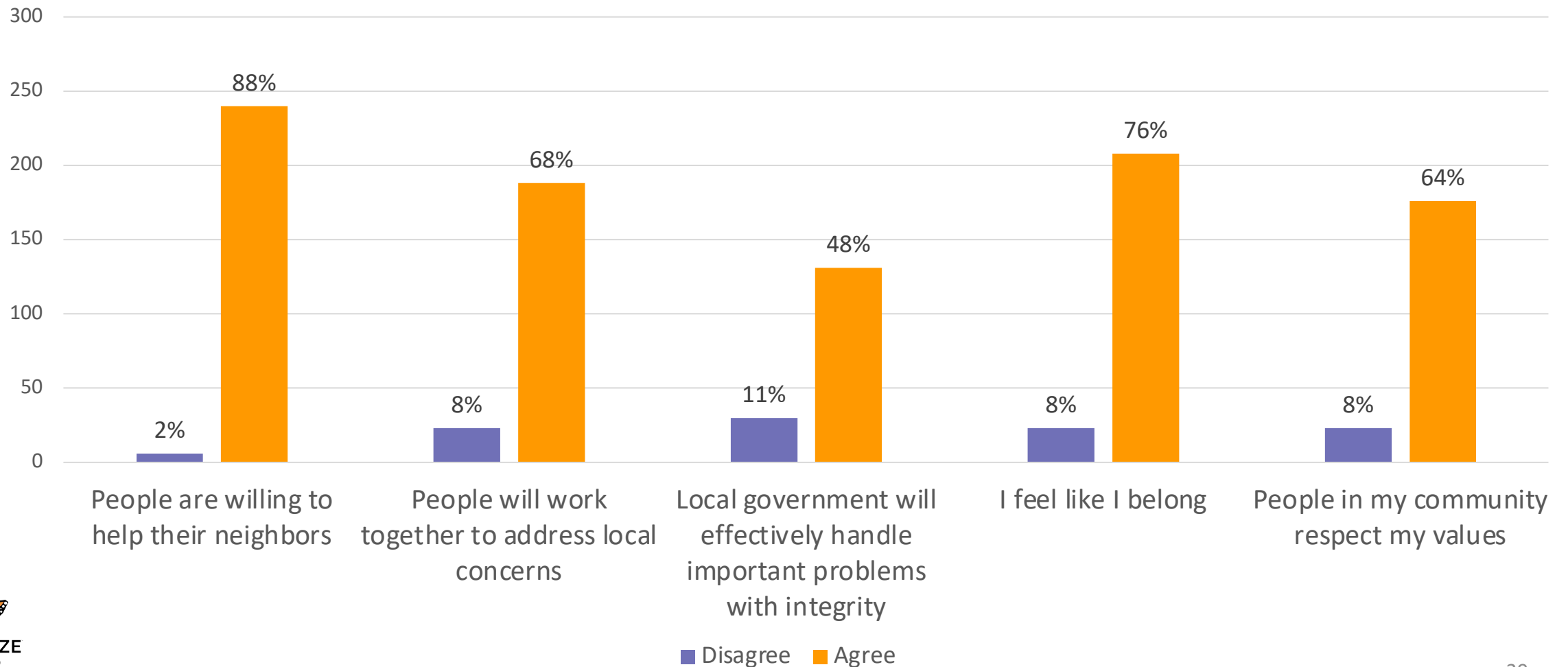
Respondents value easy commuting and salary growth opportunities as they assess job opportunities



How can Gentry County strengthen its communities?

Alumni & Resident Survey in Gentry County

Respondents have a variety of perspectives on strengthening Gentry County



Alumni & Resident Survey in Gentry County

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

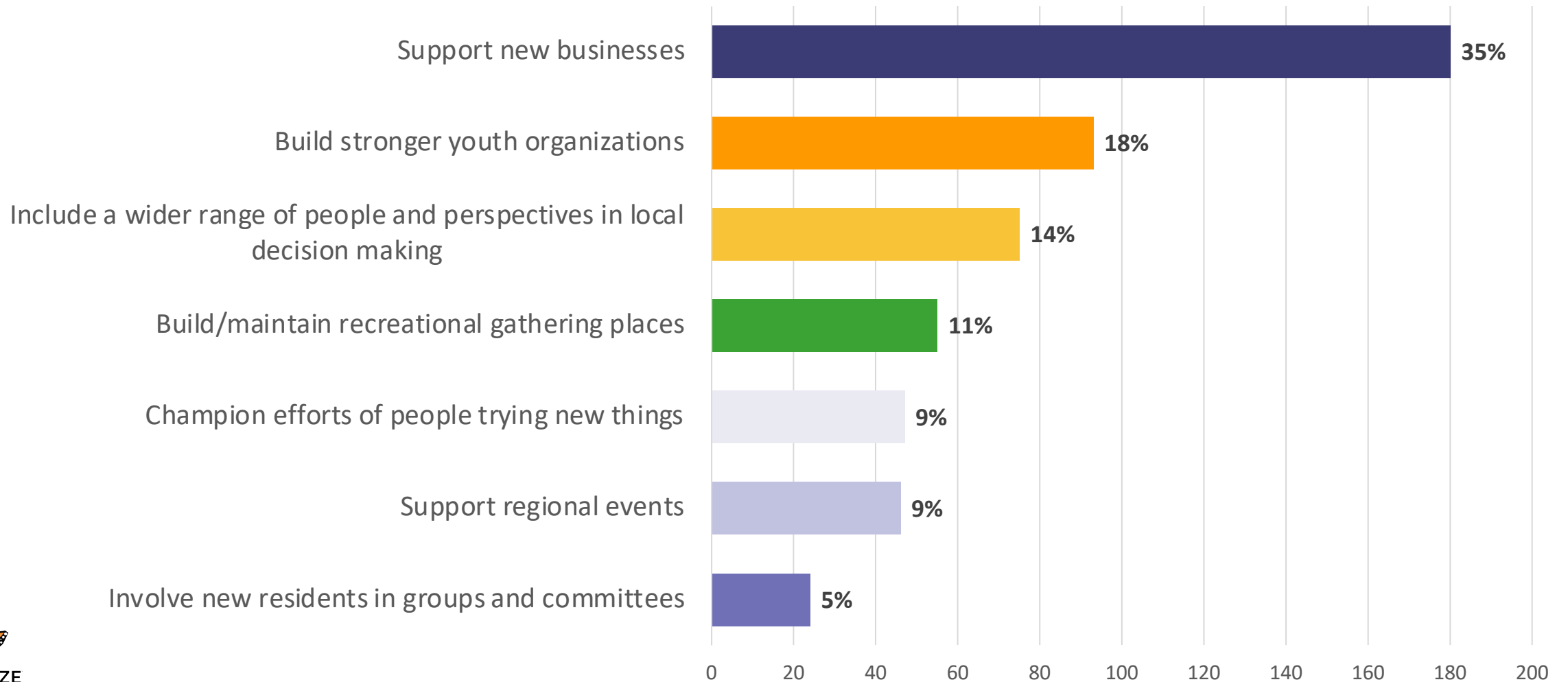


What changes worry you the most about the future of Northwest Missouri?



Alumni & Resident Survey in Gentry County

What efforts would you support in your community?



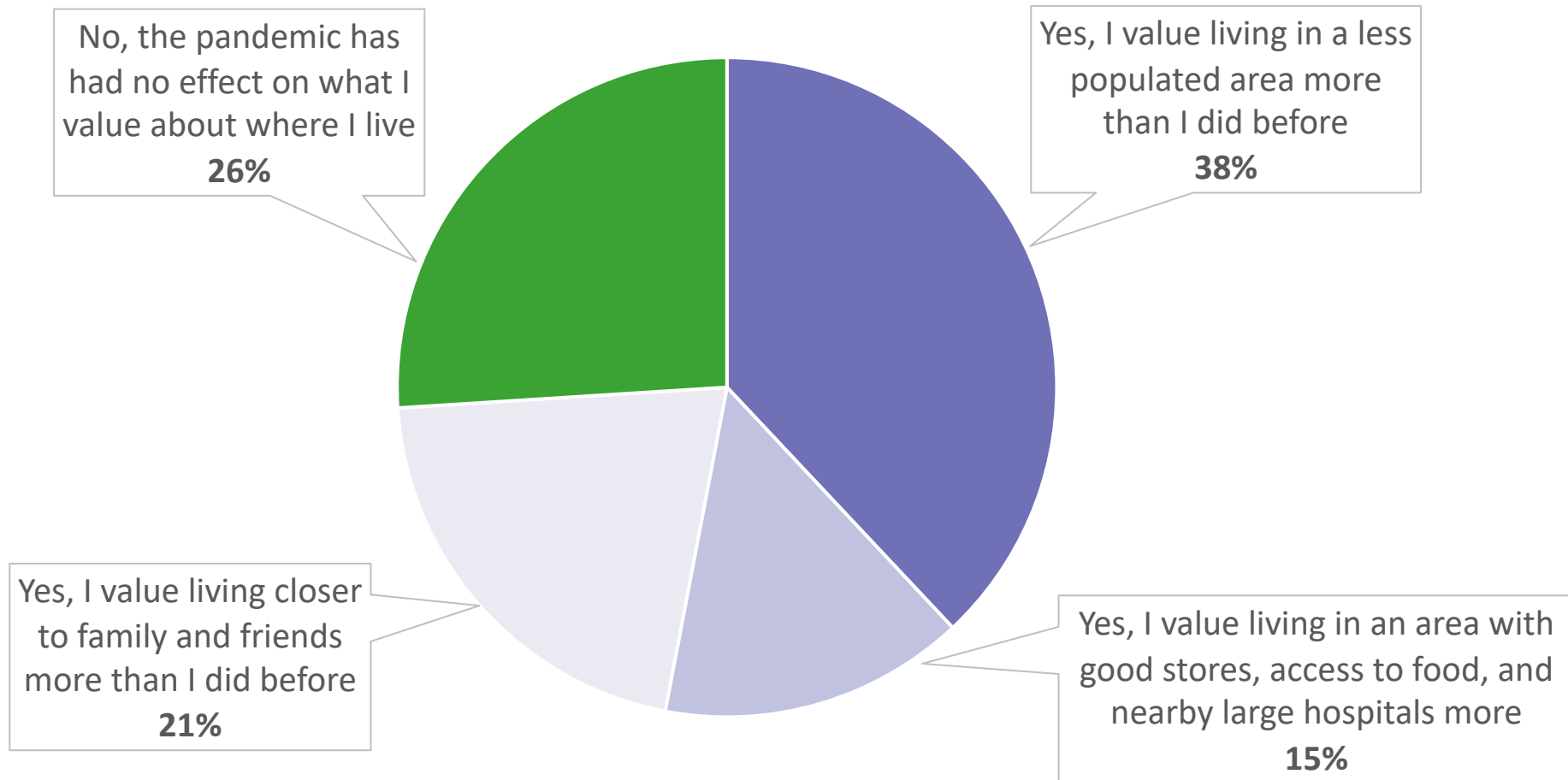
Alumni & Resident Survey in Gentry County

27% of respondents in Gentry County said they have donated materials or service within their local community

Which of the following activities did you do in your home community in 2019?	%	Count
Donated money, services, materials, or food to local charities, groups, or associations	27%	234
Volunteered time to any local service agency or organization	19%	163
Helped raise money for a local cause	16%	143
Attended a public hearing, town hall, community forum, or city council meeting	13%	115
Served in a leadership role outside my workplace	13%	109
Participated on the board of any local service agency or organization	10%	90
Applied or ran for local public office	1%	12
Other:	1%	6
Total	100%	872

Alumni & Resident Survey in Gentry County

38% of respondents said COVID-19 has made them value living in a less populated more than before



Alumni & Resident Survey in Gentry County

Where can Gentry County and Maximize NWMO focus efforts to promote the region in ways that retain and attract residents?

- Actively reach-out to newcomers (in-migrants)
- Engage the business community in developing solutions
- Foster job-creating businesses and entrepreneurial solutions
- Be inclusive and foster new leaders
- Support families and youth organizations
- Engage young families in the region and talk about their needs and preferences. Prioritize reviving public spaces that are family friendly and invest in youth organizations.
- Schools serve as leaders in supporting families

EMPOWERING LEADERS

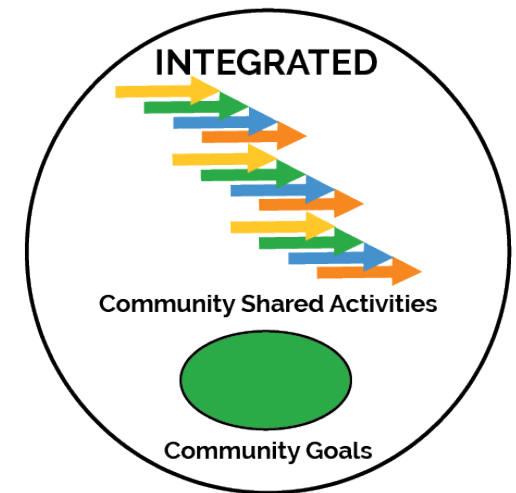
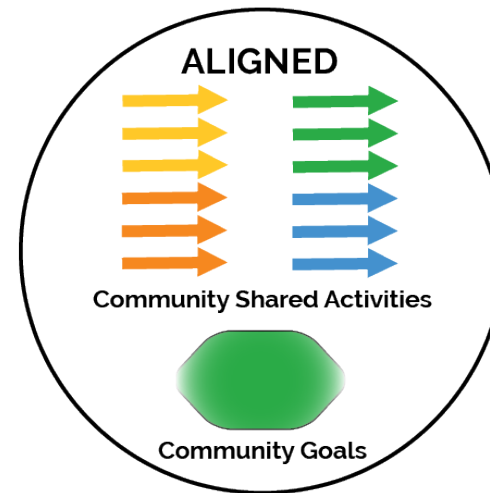
Helping local communities and the region align goals and integrate actions to maximize win-win opportunities.



Many Voices



One Vision



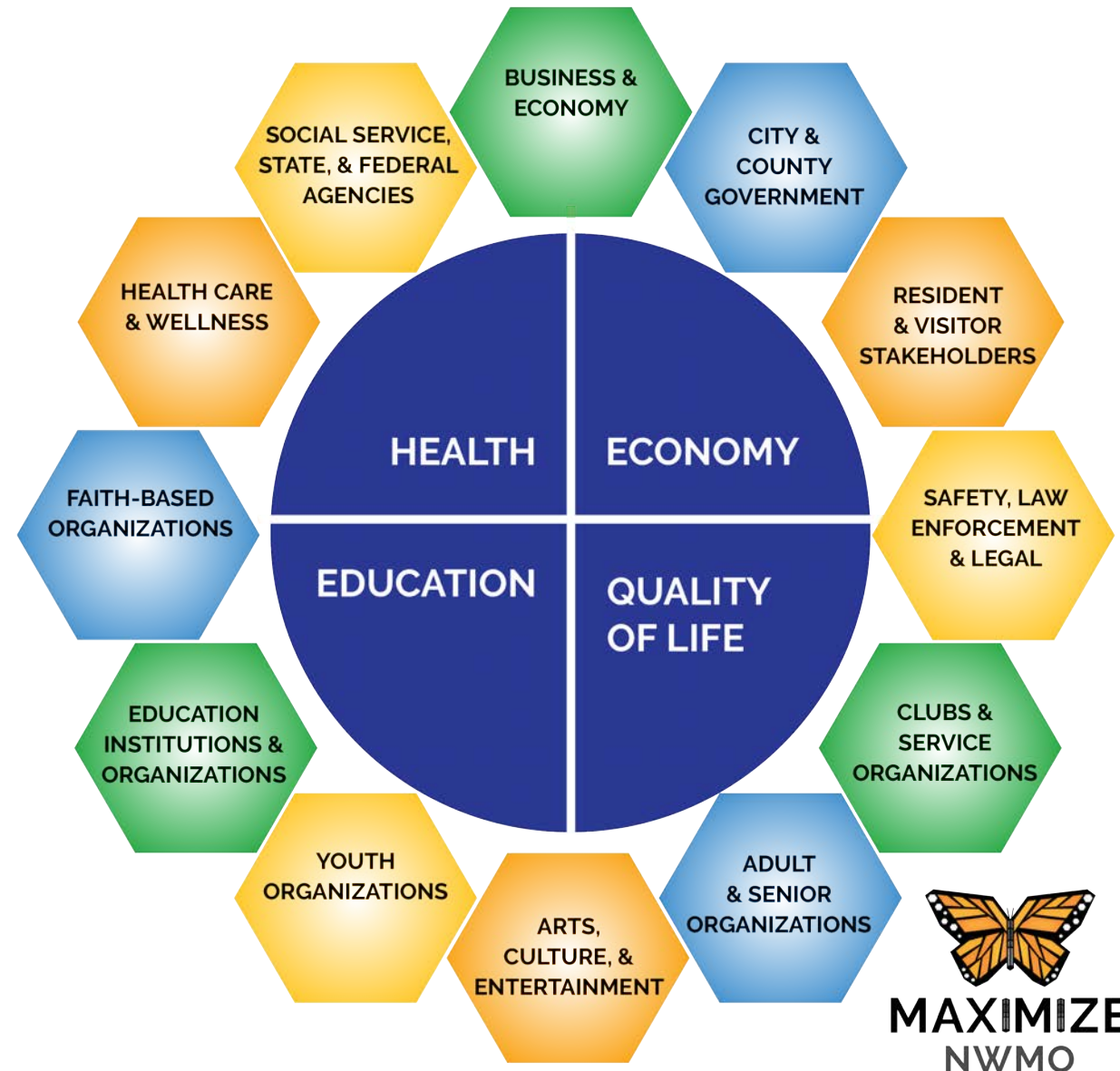
Local and regional communities respecting individual interests while working together on shared needs.

INCLUSIVE APPROACH

IT TAKES EVERYONE WORKING TOGETHER

Many Voices,
One Vision

COMMUNITY CORE ELEMENTS & PARTICIPANTS



Thank you!



MAXIMIZE[™]
NWMO

Register online for updates today and be a part of dreaming big and growing together!

together@maximizenwmo.org | www.maximizenwmo.org

Financial support for this project comes from partner contributions to The Community Foundation of Northwest Missouri's Maximize NWMO Regional Vitality Initiative.