

NWMO Alumni & Resident Survey: Preview of Responses

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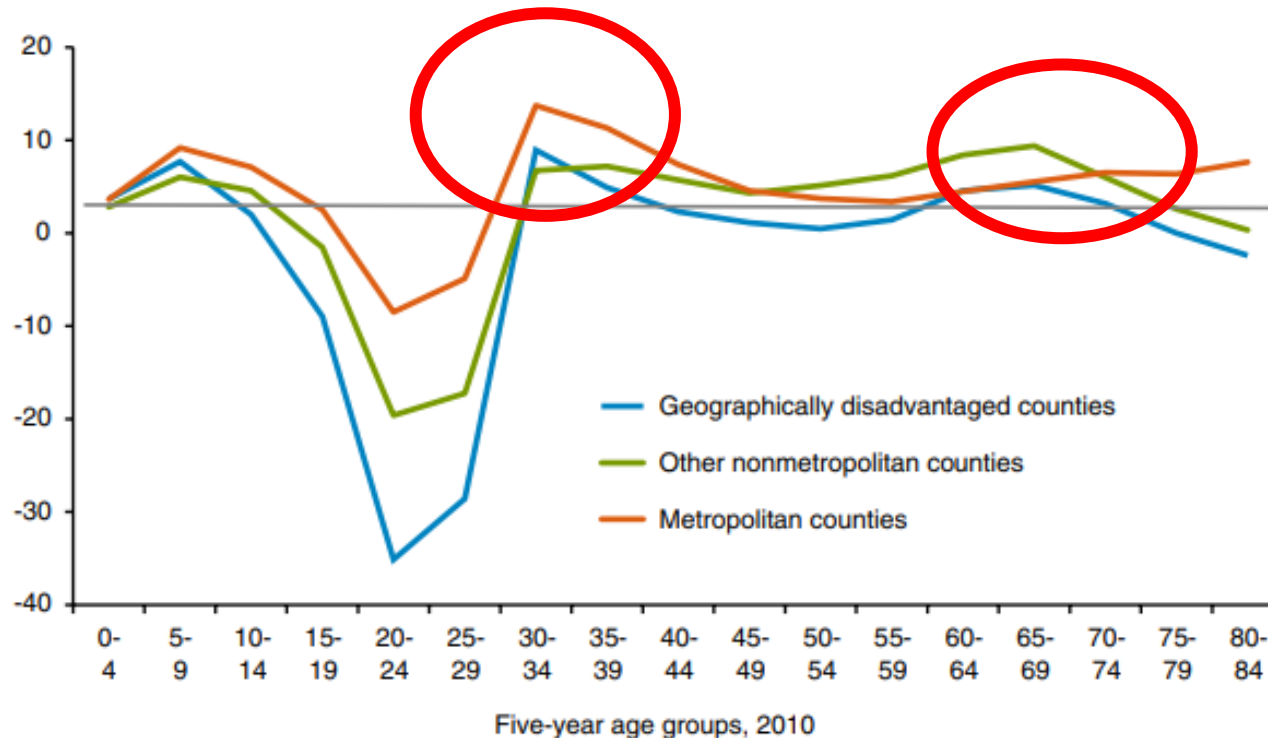


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Migration follows age specific patterns

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

Median percent county population change due to migration



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 to be a geographically disadvantaged region, defined as having low natural amenities relative to a national scale.

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

- 30-40
- 60-70

Purpose of the survey

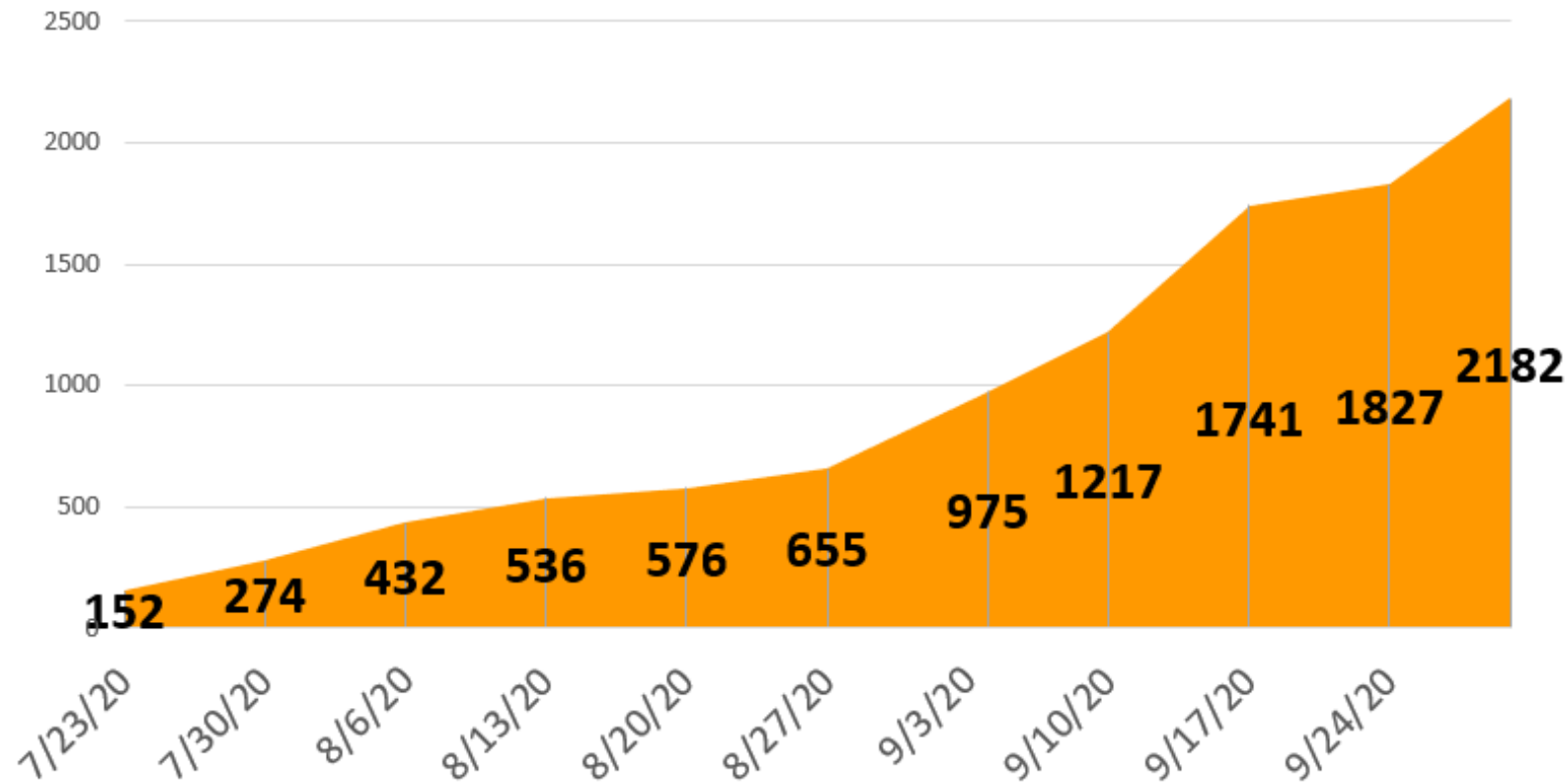
- How can leaders in this low amenity, rural region focus their efforts to reduce net population loss?
 - What characteristics are most valued within the region?
- Has COVID created opportunities for rural communities to reattract outmigrants?
- Does this vary with age/generation?

Today, preliminary (subject to revision) results on:

- Respondents
- Selected responses
- COVID and migration—a first look

2020 Alumni & Resident Survey Response Rate

2,182 Total Responses Over 11 weeks from July 17-September 30, 2020

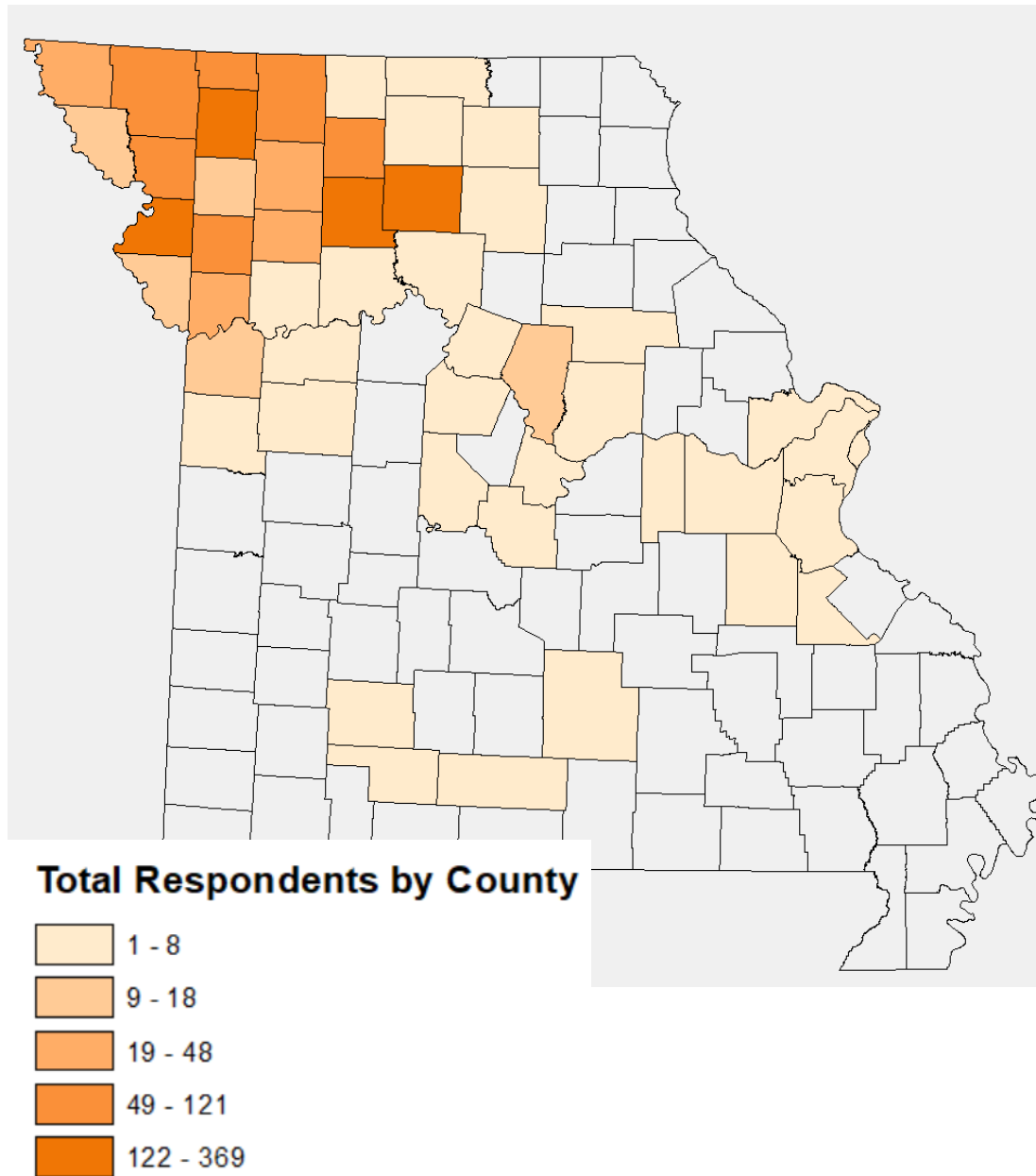


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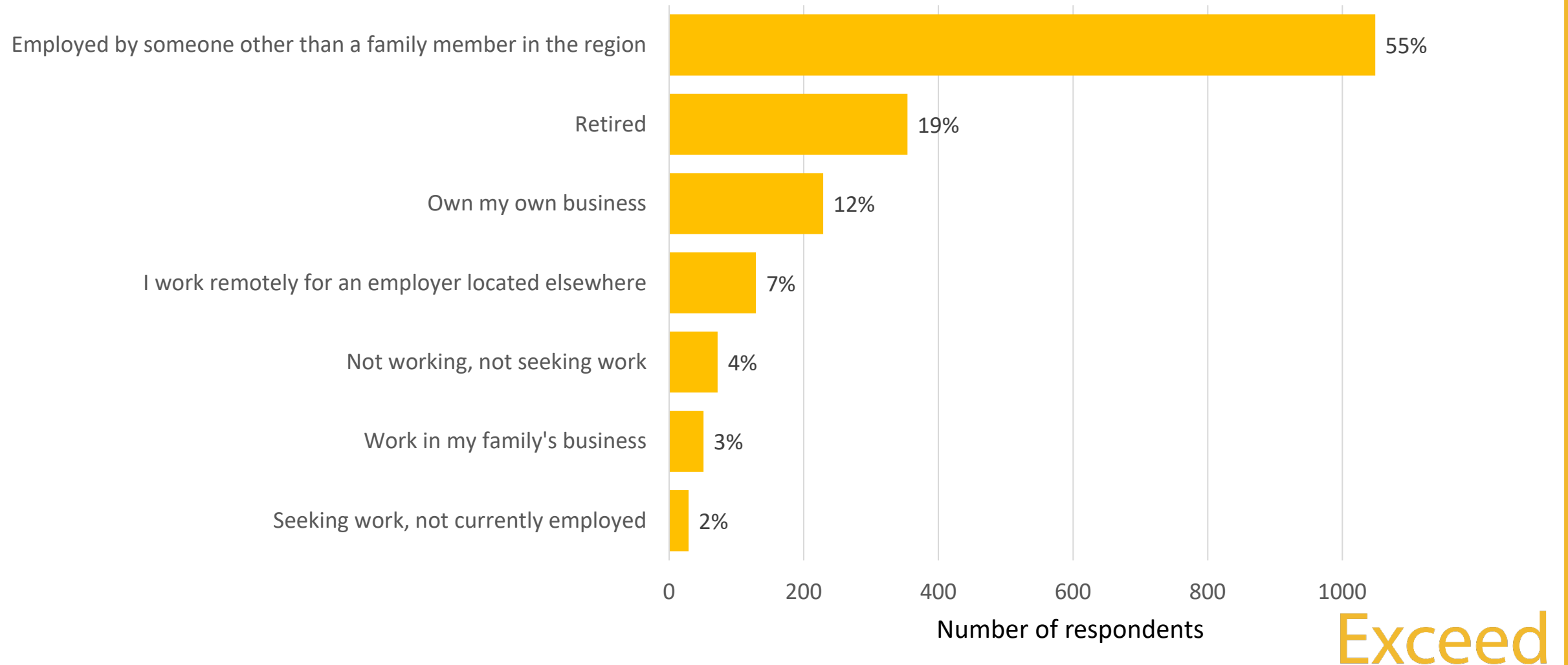
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Who responded?

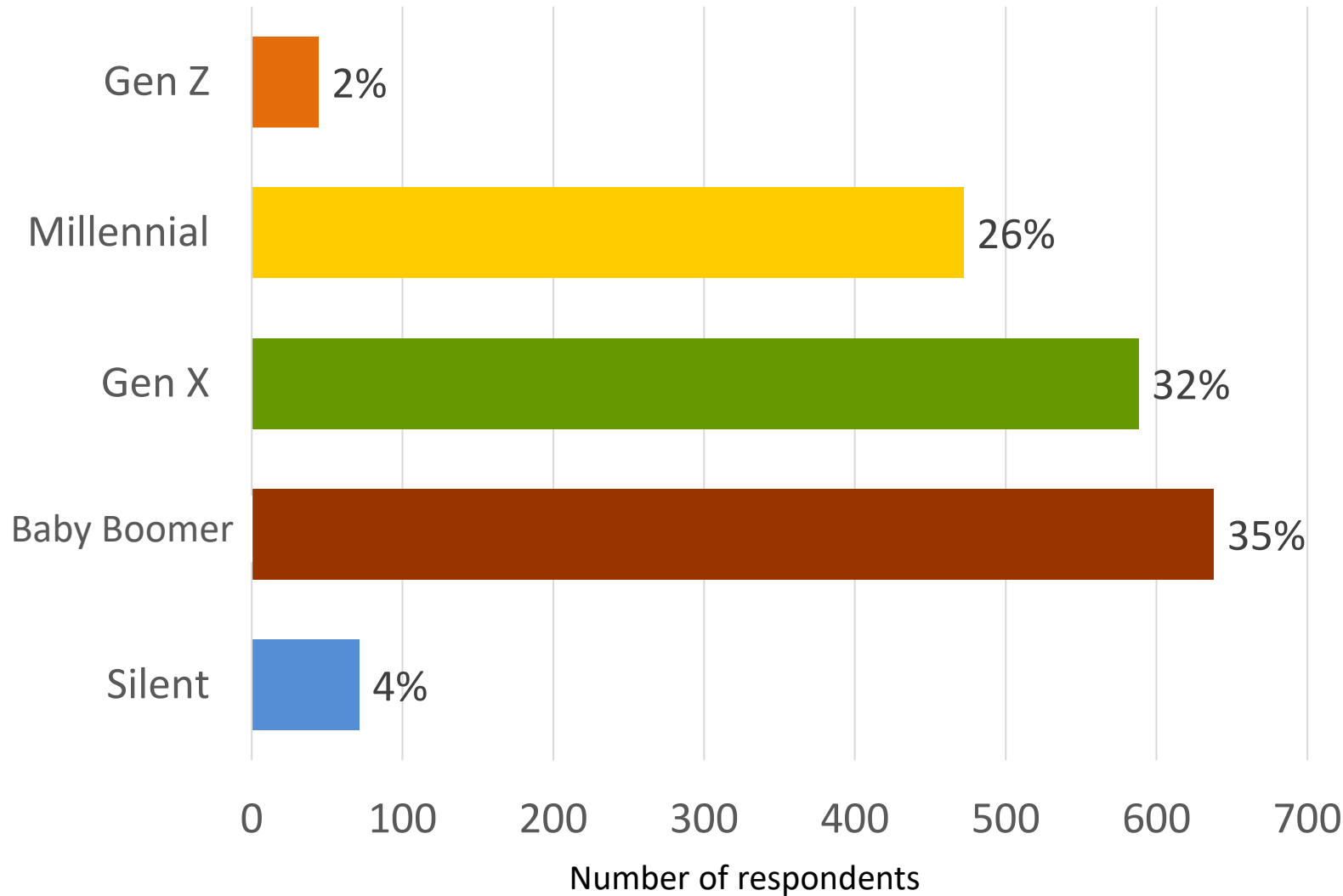
- 75% Women
- 9% of respondents live by themselves
- 37% live in households with children
- 4% of all respondents currently live in another state (20 states total)
- Counties with the most respondents: Linn, Buchanan, Gentry, and Livingston



Nearly 1 in 5 respondents are retired

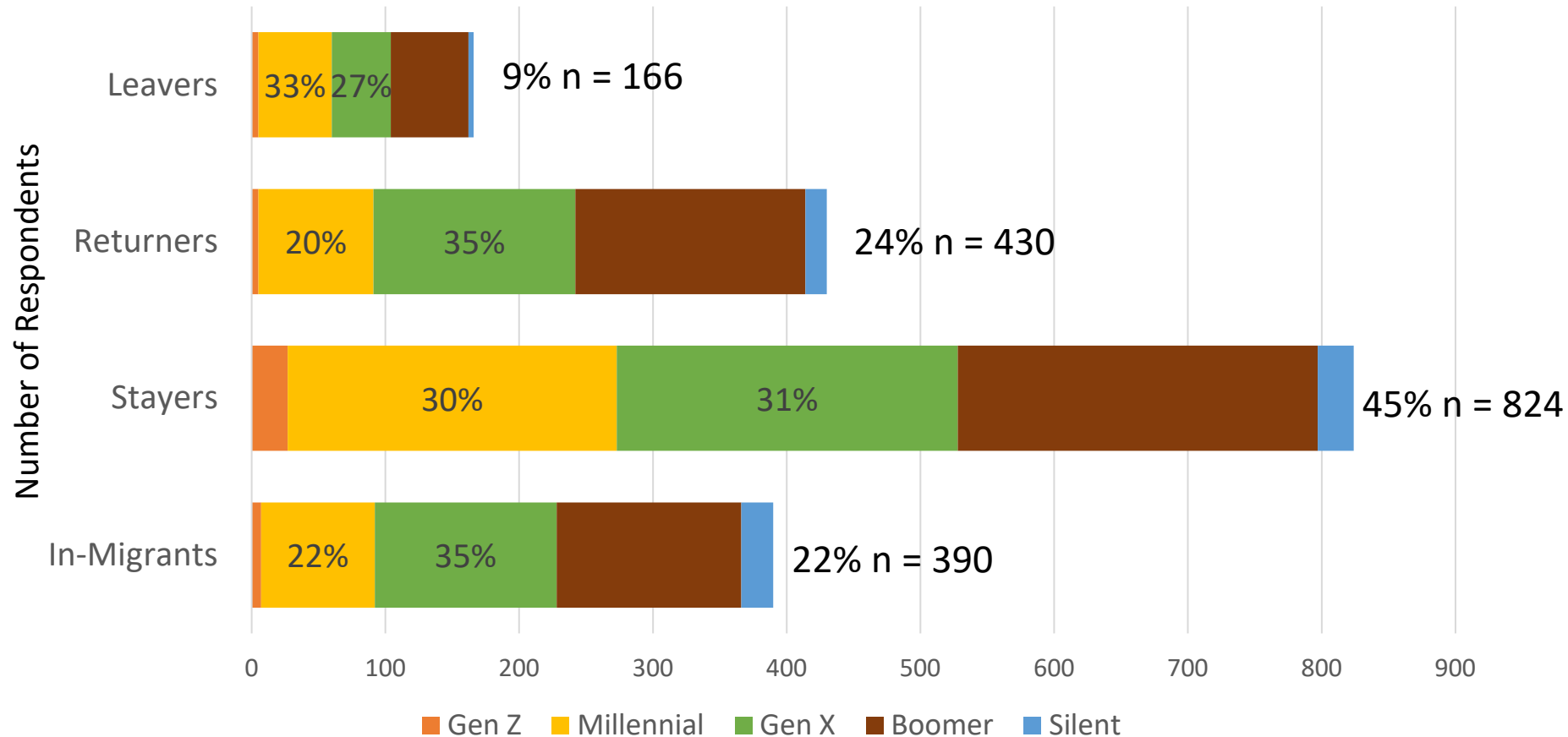


A wide variety of ages responded



Millennial and Baby Boomer respondents' views may be most important as they are more likely to move back.

Robust responses by age and migration status



This is a very robust set of responses that allow us to have confidence in examining differences between age and migration status.

Gen Z age 25 years and younger, Millennial age 26-40, Gen X age 41-55, Baby Boomer age 56-74, Silent age 75 years and older.

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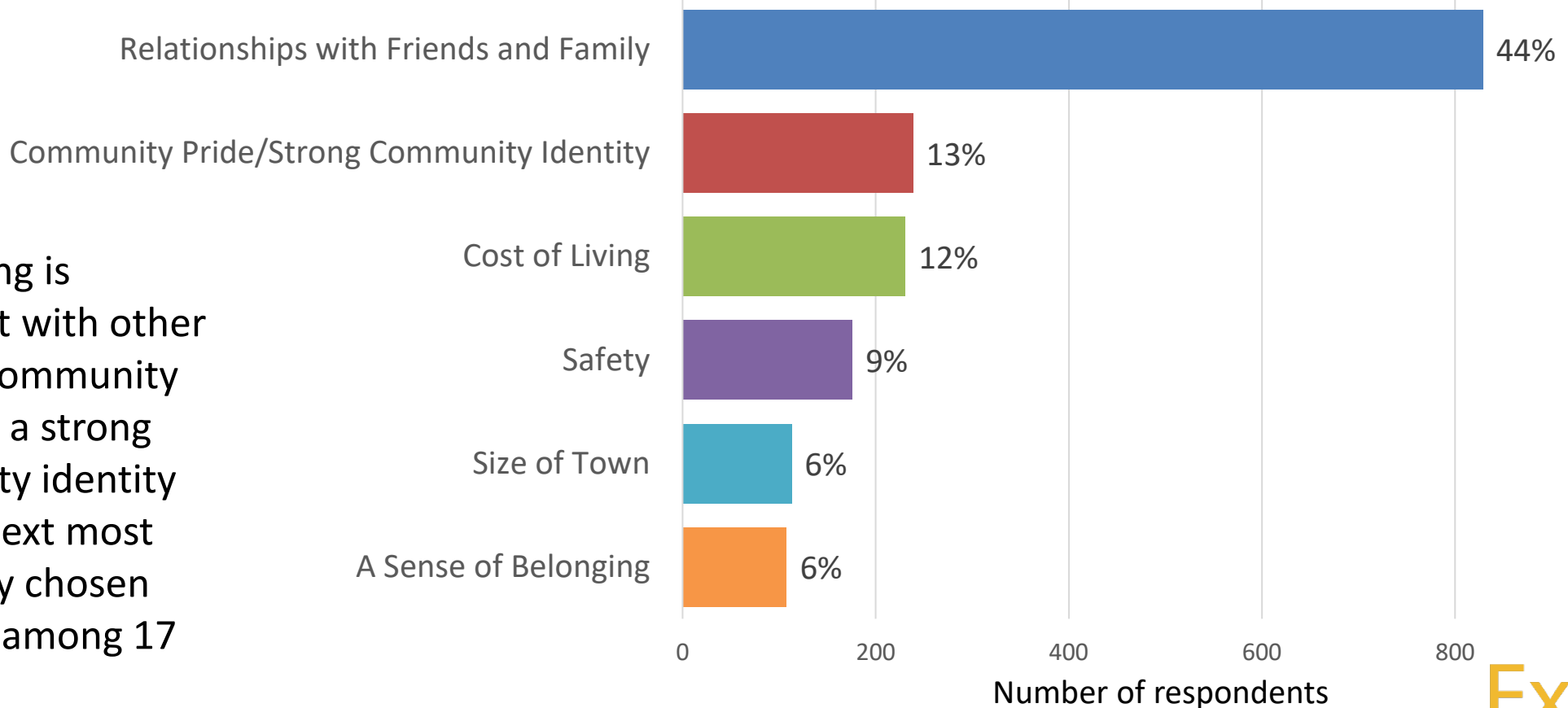
Selected Survey Results

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Relationships with friends and family are the most valued characteristic about the region

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



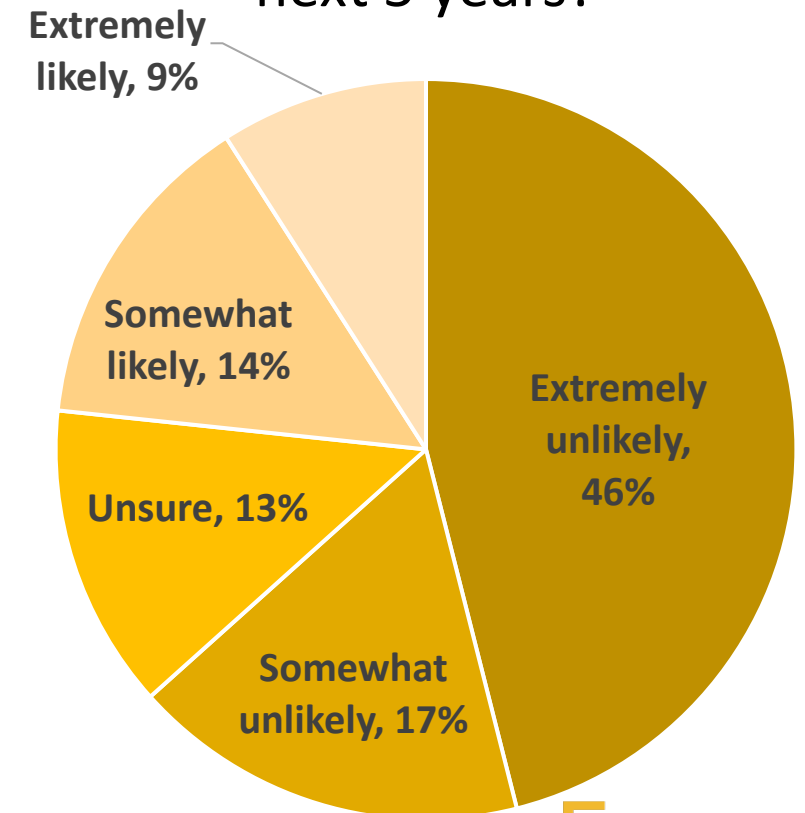
This finding is consistent with other studies; community pride and a strong community identity was the next most frequently chosen response among 17 options.

Most respondents are not expecting to move

Leavers are most likely to say they will move, returners are least likely.

- 23% of all respondents said they were somewhat or extremely likely to move in the next 5 years.
 - 42% of all leavers
- 67% of all returner said they were somewhat or extremely unlikely to move.
 - 63% of all stayers

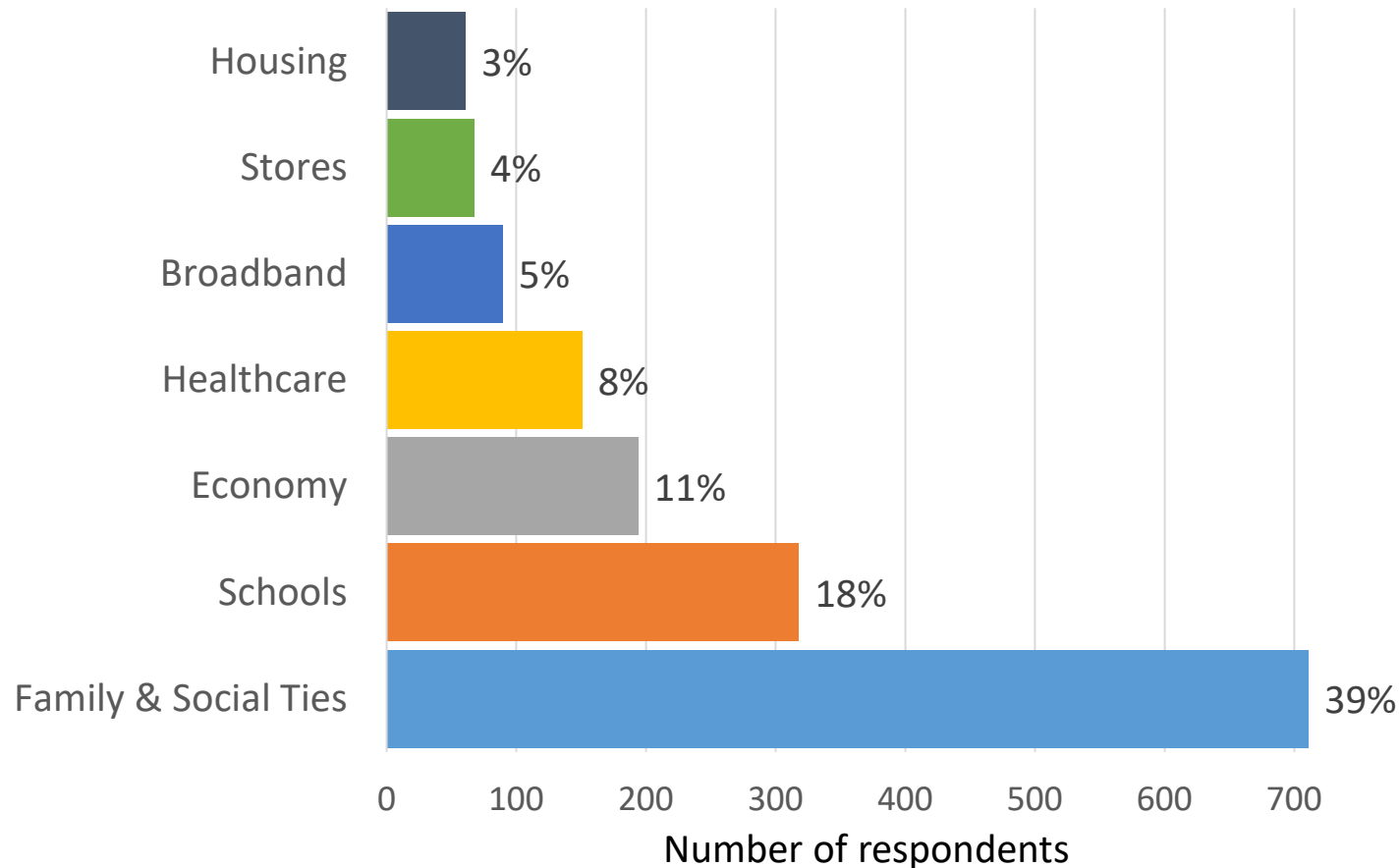
How likely are you to move in the next 5 years?



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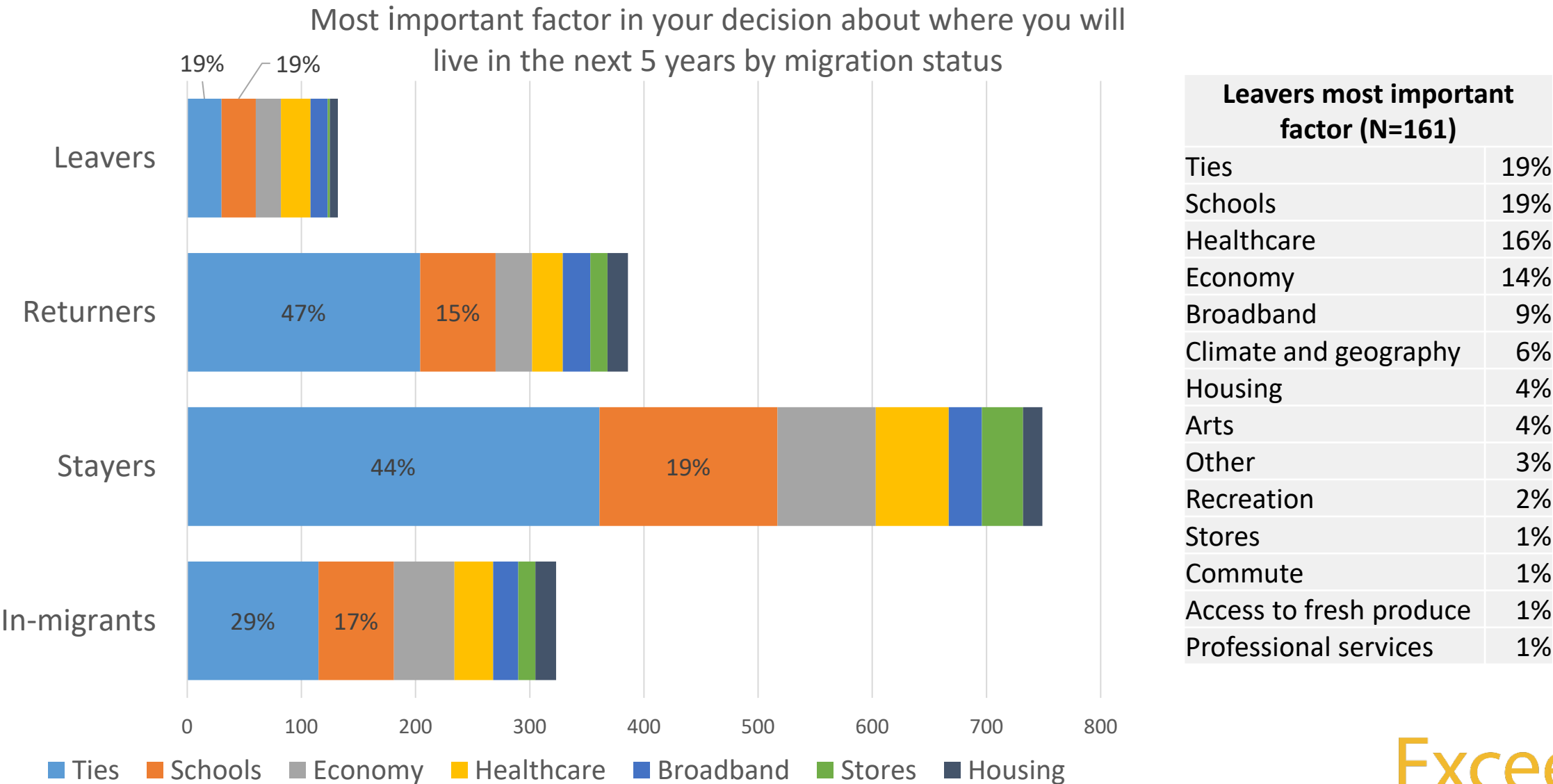
Family ties are important in making migration choices

Most important factor in your decision about where you will live in the next 5 years



A separate question asked survey respondents to identify the most important factor in their decision about where they will live in the next 5 years, family and social ties are the most frequently selected answer, and was chosen more than twice as often than the next response, schools.

Leavers have different and more varied preferences



People who are the most likely to move again place value on a similar bundle of place characteristics

People who still live in the region (n = 141)

Top 5 Most Important Factors

1. Access to fresh produce
2. Coffee shops & bakeries
3. Access to professional services
4. Arts & Entertainment
5. Ties to the area

People who live outside the region (n=32)

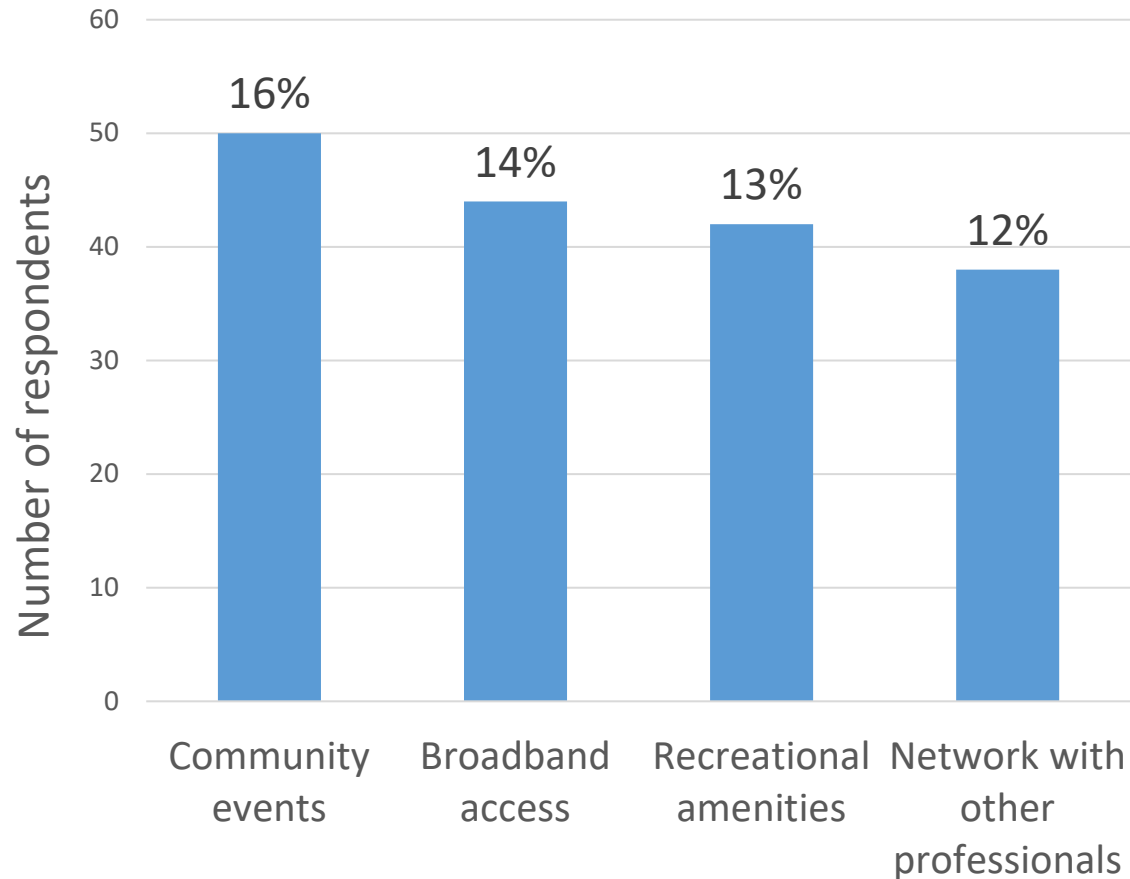
Top 5 Most Important Factors

1. Access to fresh produce
2. Coffee shops & bakeries
3. Ties to the area
4. Access to professional services
5. Arts & Entertainment

Ties to the area are still important to both groups, but they are more likely to value access to fresh produce, coffee shops and bakeries. Having a local lawyer, accountant and other professional services is also important.

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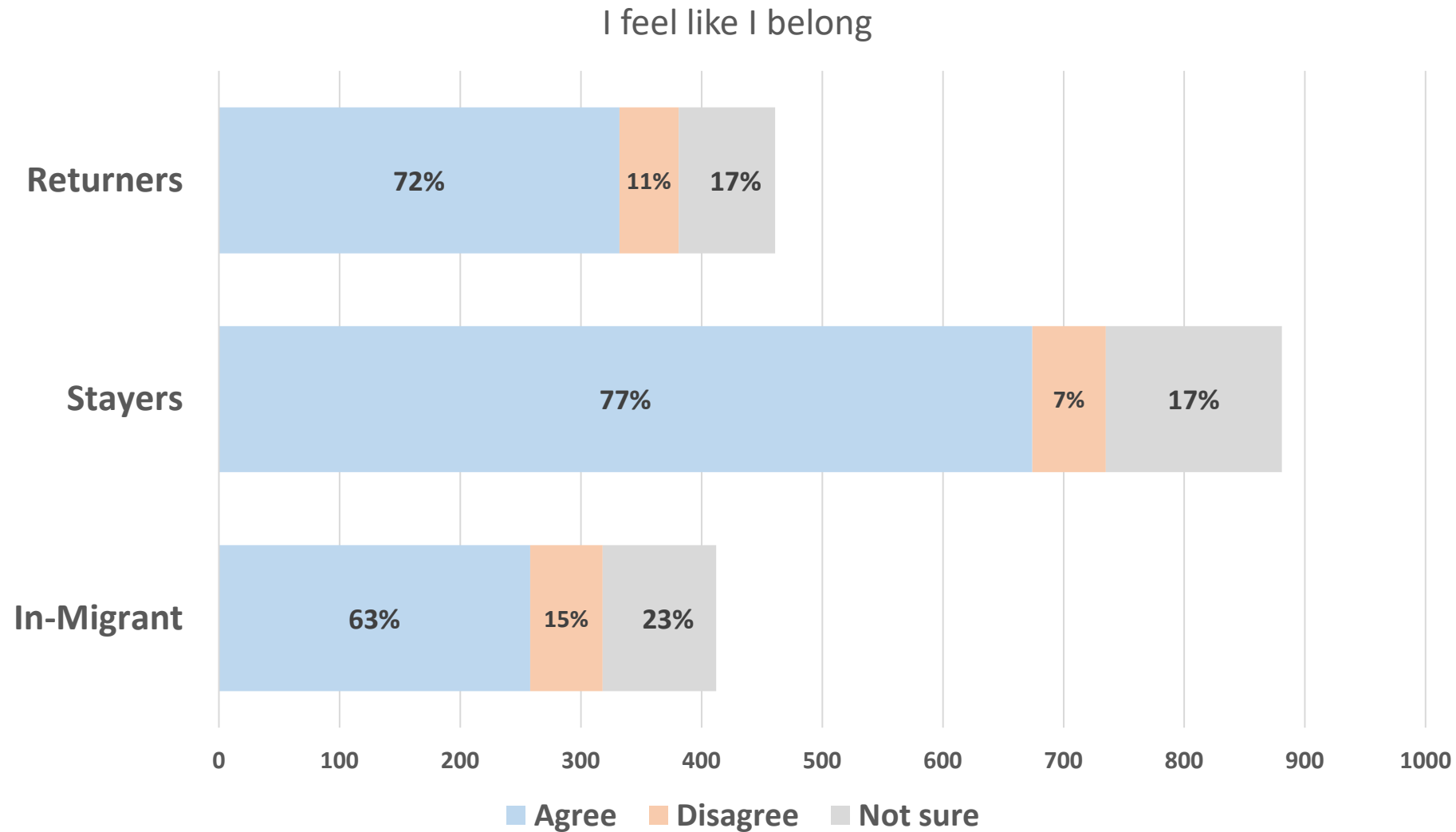
Which of the following opportunities would make it easier for you to move back?



People who have left indicate more interaction personally and professionally as well as broadband and recreational amenities would make it easier for them to move back.

- N=179, 420 total responses.
 - 10% of all responses indicated no changes would make it easier

In-migrants: less likely to feel they belong

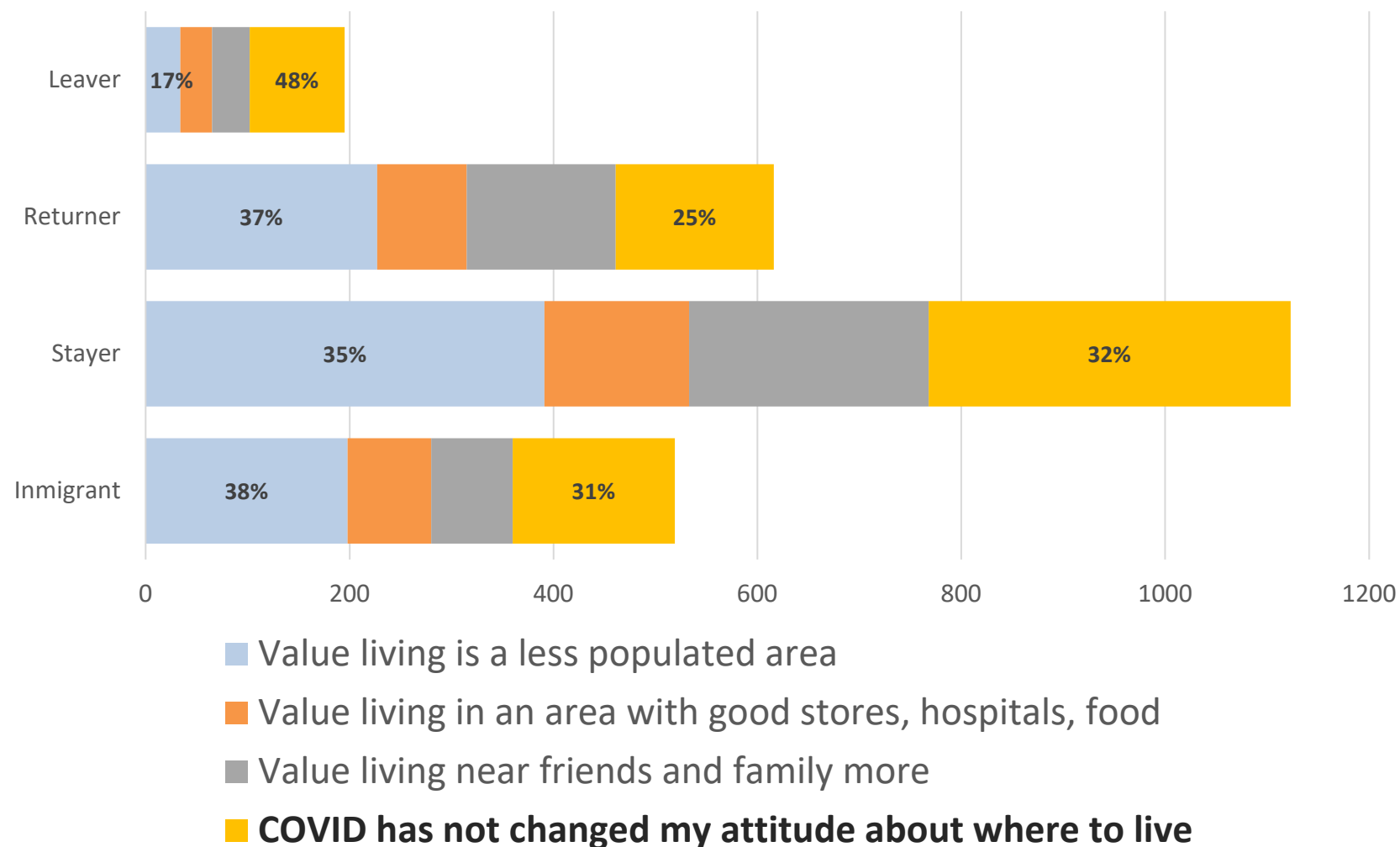


COVID-19 and Migration Attitudes

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Has the COVID-19 pandemic changed your attitude about where you want to live?



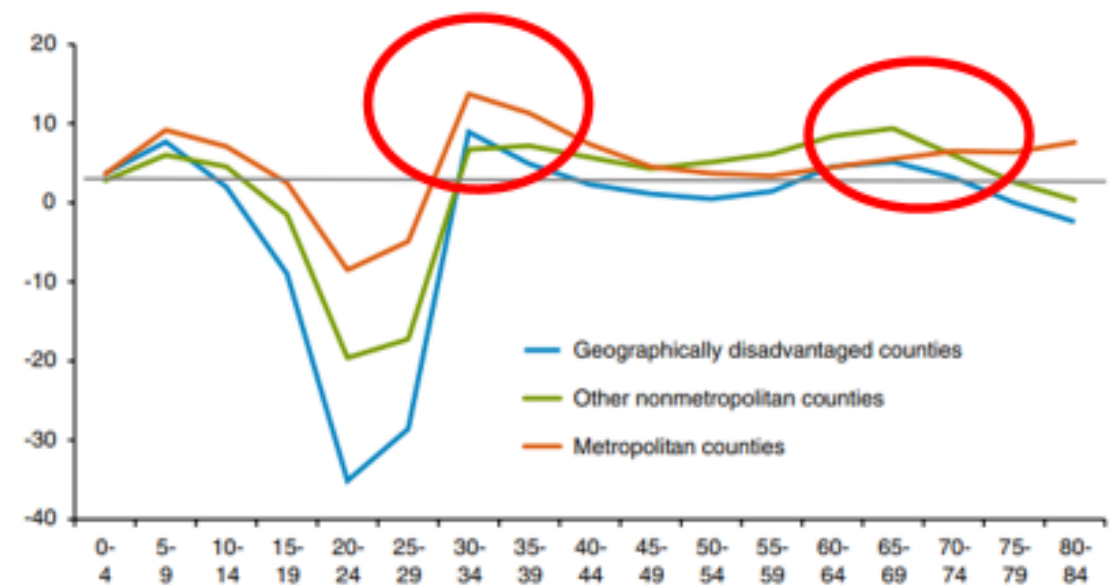
Regarding COVID-19 has **not changed** my attitude about where to live

Holding gender, occupation-type, household composition, generation, metro-location and survey month constant, we find:

- Leavers were **18% more likely** to say not changed than stayers
 - Leavers are happy where they are?
- Returners were **7% less likely** to say not changed than stayers
 - Returners have doubts?
- Stayers and In-migrants are no different from each other
- Those aged 56 and older were more likely to say COVID-19 has changed their attitude about where to live
 - Gen Z - 18% more likely to say no change than boomers or silent generation
 - Millennials – 9% more likely to say no change than boomers or silent generation
 - Gen X – 8 % more likely to say no change than boomers or silent generation

COVID and Migration: Implications

- Towns and cities in the region may be more attractive to migrants
 - Valuing living in a less populated or rural area due to COVID:
 - Leavers (30% less likely than stayers)
 - People currently located in metro areas (7% less likely than those in nonmetro)
- COVID has had more impact on middle-aged and older people's perceptions about where to live
- Carefully targeted return migration efforts are warranted

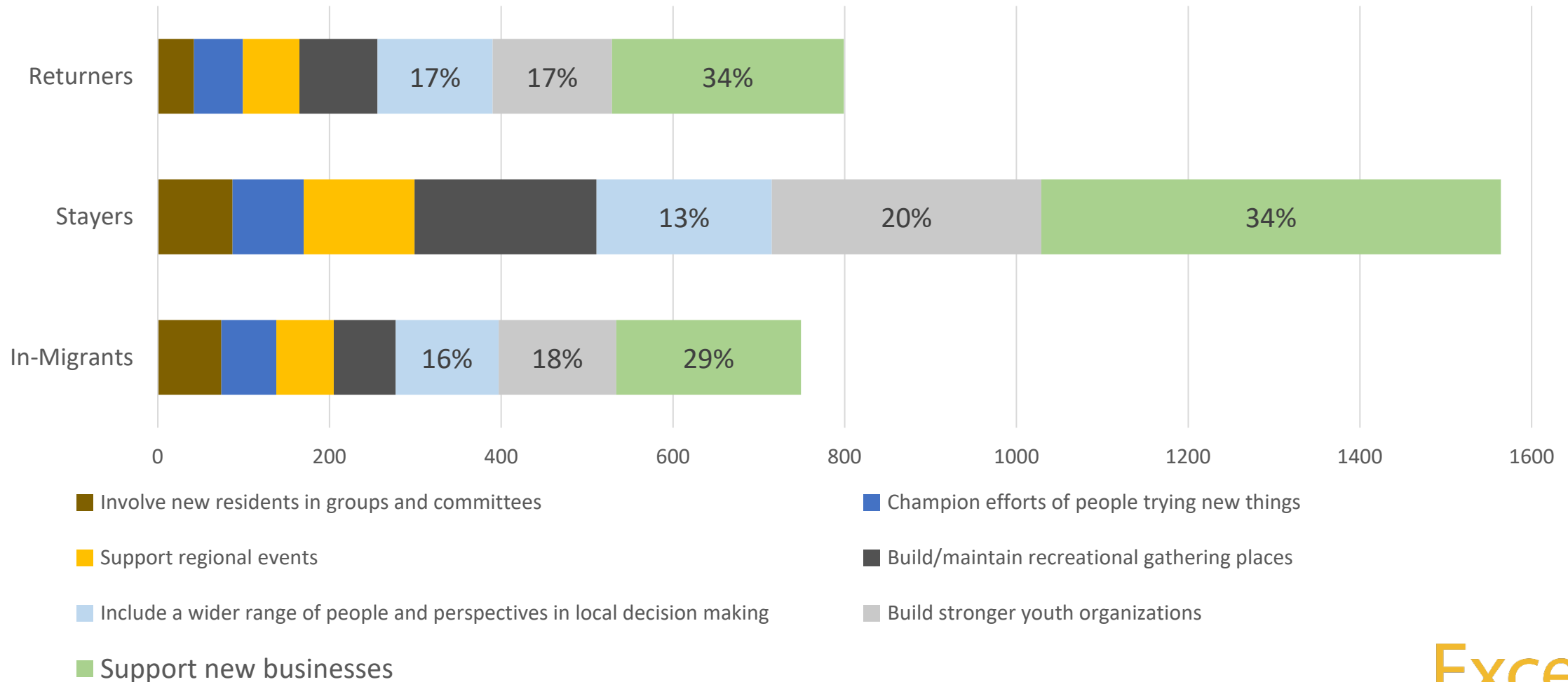


Preliminary Implications

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What efforts would you support in your community? → New Businesses (*jobs*)



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

- Actively reach-out to newcomers (In-migrants)
 - Be inclusive
 - Nominate newcomers to serve on boards and in other leadership roles
 - Let them get their footing for a year and then watch them contribute!
- Engage the business community in developing solutions
- Foster job-creating businesses and business opportunities
- Consistent with previous rural migration research, low amenity areas are most desirable to potential in-migrants with existing family ties
 - Support families, youth organizations
 - More deliberately engage in-migrants

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

- Think about what it means to be not just *family friendly* but **supportive of families**
- Engage young families in the region and talk about their needs and preferences. Prioritize reviving public spaces that are family friendly, invest in youth organizations.
- School districts can engage new families before the start of the year and host schoolwide social events that help new families meet others. Encourage transfer students to join student organizations, discuss options with parents.
- Develop ways to communicate with alumni annually after their five year high school graduation – talk about new events, community spaces, business openings, etc.

Thank You

We look forward to sharing with you final
results in the near future

tinyurl.com/ExceedUpdates

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