2025 Northwest Missouri Resident and Alumni Survey

Northwest Region 3 Summary

Q1.2 - Please share your ties to Northwest Missouri

258 Responses

Field	I earned my high school diploma here	I earned a different degree/certificate here	I have lived and/or worked here 4 or more years
Andrew	0% 0	0% 0	0% 0
Atchison	0% 0	0% 0	0% 0
Buchanan	2% 5	11% 24	0% 0
Caldwell	3% 7	0% 0	6% 16
Clinton	1% 2	0% 0	0% 0
Daviess	2% 5	0% 1	0% 0
DeKalb	0% 0	0% 1	0% 0
Gentry	0% 1	0% 0	0% 0
Grundy	4% 10	20% 42	0% 0
Harrison	0% 1	0% 0	0% 0
Holt	0% 0	0% 0	0% 0
Linn	13% 31	1% 2	11% 27
Livingston	44% 108	14% 30	83% 213
Mercer	0% 0	0% 0	0% 0
Nodaway	0% 0	7% 14	0% 0
Putnam	1% 2	0% 0	0% 0
Sullivan	0% 1	0% 0	0% 0
Worth	1% 2	0% 0	0% 0
Somewhere else in Missouri	15% 36	29% 63	0% 0
Outside Missouri	15% 36	18% 38	0% 0
Total	247	215	256

Q1.3 - What did you value about the place you experienced in Northwest Missouri?

256 Responses

Field	Count	Percentage
Relationships with friends and family	182	71%
Community pride/Strong community identity	161	63%
Safety	157	61%
Size of town	148	58%
Cost of living	130	51%
A sense of belonging	110	43%
Scenic beauty (natural and architectural)	86	34%
Access to food sources (restaurants/grocery stores/farms)	77	30%
Access to stores in nearby urban areas	58	23%
Educational opportunities for myself and those I care about	56	22%
Access to arts and cultural activities	53	21%
Recreation opportunities	47	18%
Healthcare	43	17%
Job opportunities for talented workers	31	12%
Housing availability	30	12%

Q1.4 - What is the very best thing about living and/or working in the region?

204 Responses

Field	Count	Percentage
Relationships with friends and family	78	38%
Community pride/Strong community identity	52	25%
Safety	19	9%
Size of town	15	7%
Cost of living	12	6%
Scenic beauty (natural and architectural)	11	5%
A sense of belonging	9	4%
Access to stores in nearby urban areas	2	1%
Educational opportunities for myself and those I care about	2	1%
Recreation opportunities	2	1%
Access to food sources (restaurants/grocery stores/farms)	1	0%

Field	Count	Percentage
Healthcare	1	0%
Housing availability	0	0%
Job opportunities for talented workers	0	0%
Access to arts and cultural activities	0	0%

Q1.5 - Have you ever moved into, moved out of, or moved back to Northwest Missouri?

256 Responses

Field	Count	Percentage
I grew up here and still live in the same county where I graduated high school	71	28%
I did not grow up here, I moved in and currently live in Northwest Missouri	64	25%
I moved out of the region, but I have since moved back to Northwest Missouri	69	27%
I grew up here and have lived in multiple counties in Northwest Missouri	46	18%
I no longer live in Northwest Missouri	6	2%

Q2.1 - For Stayers: Which of the following reasons contributed to your decision to stay in the region?

116 Responses

Field	Count	Percentage
To be near/support family and friends	91	78%
Want my kids to grow up like I did	41	35%
Always knew I wanted to stay	23	20%
Engagement in my community	22	19%
Job opportunities (incl. military)	22	19%
Support my spouse	20	17%
Support a family business	9	8%
Faith-based opportunities	12	10%
Business ownership opportunities	8	7%
Educational opportunities	5	4%
Climate and geography	0	0%
Diversity and inclusiveness of many perspectives/people	3	3%

Q3.1 - For Returners: Which of the following reasons contributed to your decision to leave the region?

64 Responses

Field	Count	Percentage
Job opportunities (incl. military)	36	56%
Educational opportunities	26	41%
Support my spouse	8	13%
Always knew I wanted to leave	6	9%
Diversity and inclusiveness of many perspectives/people	6	9%
To be near/support family and friends	4	6%
Business ownership opportunities	2	3%
Climate and geography	1	2%
Engagement in my community	1	2%
Provide a certain quality of life for my children	0	0%
Faith-based opportunities	0	0%
Support a family business	0	0%

Q3.2 - For Returners: Which of the following reasons contributed to your decision to come back to the region?

66 Responses

Field	Count	Percentage
To be near/support family and friends	48	73%
Job opportunities (incl. military)	22	33%
Want my kids to grow up like I did	17	26%
Engagement in my community	13	20%
Always knew I wanted to come back	10	15%
Support my spouse	8	12%
Business ownership opportunities	7	11%
Support a family business	6	9%
Educational opportunities	5	8%
Faith-based opportunities	4	6%
Climate and geography	3	5%
Diversity and inclusiveness of many perspectives/people	0	0%

Q3.3 - For Returners: Which of the following reasons was the primary reason you moved back to the region?

55 Responses

Field	Count	Percentage
To be near/support family and friends	28	51%
Job opportunities (incl. military)	12	22%
Support my spouse	4	7%
Want my kids to grow up like I did	3	5%
Support a family business	3	5%
Business ownership opportunities	3	5%
Climate and geography	1	2%
Always knew I wanted to come back	1	2%
Engagement in my community	0	0%
Diversity and inclusiveness of many perspectives/people	0	0%
Faith-based opportunities	0	0%
Educational opportunities	0	0%

Q4.1 - For In-Migrants: Which of the following reasons contributed to your decision to move into the region?

64 Responses

Field	Count	Percentage
To be near/support family and friends	25	39%
Job opportunities (incl. military)	24	38%
Support my spouse	19	30%
Business ownership opportunities	11	17%
Engagement in my community	8	13%
Want my kids to grow up like I did	5	8%
Climate and geography	4	6%
Support a family business	4	6%
Faith-based opportunities	3	5%
Always knew I wanted to live here	2	3%
Diversity and inclusiveness of many perspectives/people	2	3%
Educational opportunities	1	2%

Q5.1 - For Leavers: Which of the following reasons contributed to your decision to leave the region?

6 Responses

Field	Count	Percentage
Job opportunities (incl. military)	4	67%
Provide a certain quality of life for my children	2	33%
Diversity and inclusiveness of many perspectives/people	2	33%
Educational opportunities	2	33%
Support my spouse’s career	1	17%
Always knew I wanted to leave	0	0%
Climate and geography	0	0%
I wanted to be more engaged in community leadership	0	0%
Faith-based opportunities	0	0%
To be near/support family and friends	0	0%
Support a family business	0	0%
Business ownership opportunities	0	0%

Q5.2 - For Leavers: Which of the following opportunities would make it easier for you to consider moving back?

6 Responses

Field	Count	Percentage
Job opportunities	4	67%
Broadband access	3	50%
Youth organizations	2	33%
Other:	1	17%
Support for starting a business	1	17%
Recreational amenities	1	17%
Community events	1	17%
Network with other professionals	0	0%
Engagement opportunities with a regional college	0	0%
Leadership opportunities in the community	0	0%

Q5.2 - For Leavers: Which of the following opportunities would make it easier for you to consider moving back? *Other Responses*

1 Responses

different political environment

Q6.1 - How important are each of the following factors in your decision about where you will live in the next 5 years? *Counts*

245 Responses

Field	Not important	Somewhat important	Very important
Health care	14	74	153
Ties to area	15	76	144
Strong or growing local economy	15	84	142
Quality of local K-12 schools	49	55	135
Broadband or high-speed internet	33	78	130
Access to hardware, grocery, and other stores	19	105	115
Easy commute	36	91	113
Available housing	46	86	104
Access to fresh produce	32	104	102
Scenic beauty (natural or architectural)	54	122	63
Access to local lawyer, accountant, and other professional services	66	124	50
Outdoor recreation	76	119	44
Arts and entertainment	88	115	35
Climate and geography	75	130	34
Access to a coffee shop/bakery	128	78	31

Q6.1 - How important are each of the following factors in your decision about where you will live in the next 5 years? *Percentages*

245 Responses

Field	Not important	Somewhat important	Very important
Health care	6%	31%	63%
Ties to area	6%	32%	61%
Strong or growing local economy	6%	35%	59%
Quality of local K-12 schools	21%	23%	56%
Broadband or high-speed internet	14%	32%	54%
Access to hardware, grocery, and other stores	8%	44%	48%
Easy commute	15%	38%	47%
Available housing	19%	36%	44%

Field	Not important	Somewhat important	Very important
Access to fresh produce	13%	44%	43%
Scenic beauty (natural or architectural)	23%	51%	26%
Access to local lawyer, accountant, and other professional services	28%	52%	21%
Outdoor recreation	32%	50%	18%
Arts and entertainment	37%	48%	15%
Climate and geography	31%	54%	14%
Access to a coffee shop/bakery	54%	33%	13%

Q6.2 - Considering what you ranked as "very important" in the prior question, which factor is the most and least important in your decision about where you live in the next 5 years? *Percentages*

224 Responses

Field	Least important	Most important
Ties to area	8%	92%
Strong or growing local economy	13%	88%
Health care	16%	84%
Quality of local K-12 schools	18%	82%
Broadband or high-speed internet	52%	48%
Access to hardware, grocery, and other stores	56%	44%
Available housing	66%	34%
Scenic beauty (natural or architectural)	67%	33%
Access to fresh produce	80%	20%
Climate and geography	80%	20%
Outdoor recreation	80%	20%
Easy commute	94%	6%
Access to local lawyer, accountant, and other professional services	100%	0%
Access to a coffee shop/bakery	100%	0%
Arts and entertainment	100%	0%

Q6.3 - What efforts would you support in your community?

236 Responses

Field	Count	Percentage
Support new businesses	134	57%
Include a wider range of people and perspectives in local decision making	101	43%
Build stronger youth organizations	98	42%
Support local fundraising for local initiatives	75	32%
Build/maintain recreational gathering places	64	27%
Support local taxes for local initiatives	49	21%
Involve new residents in groups and committees	48	20%
Champion efforts of people trying new things	48	20%
Support regional events	42	18%

Q6.4 - Which activities did you do in your community in 2024?

238 Responses

Field	Count	Percentage
I voted in an election	222	93%
Socialized with neighbors at least once	205	86%
Donated money, services, materials, or food to local organizations	204	86%
Volunteered time for a local organization (service, church, school, etc.)	176	74%
Helped raise money for a local cause	156	66%
Had a leadership role outside my work (public office, service, church, etc.)	119	50%
Attended a public hearing, community forum, or city council meeting	118	50%
Other:	4	2%

Q6.4 - Which activities did you do in your community in 2024? *Other Responses*

2 Responses

work at local history project.

Supported school functions/organizations

Q6.5 - If invited, would you try any of the previously listed activities you haven’t done before?

236 Responses

Field	Percentage
Yes	66%
Not Sure	32%
No	2%

Q6.6 - In my current community:

232 Responses

Field	Disagree	Not sure	Agree
I trust my neighbors	6%	13%	81%
People are willing to help their neighbors	5%	16%	79%
I feel like I belong	9%	16%	76%
People work together to address local concerns	12%	28%	59%
People in my community respect my values	10%	33%	57%
I have confidence in local government decisions	19%	39%	43%
I have confidence in state government decisions	38%	41%	21%

Q6.7 - My current community offers:

225 Responses

Field	Disagree	Not Sure	Agree
Voting locations and adequate hours	1%	4%	95%
Places to meet with friends and neighbors	7%	13%	80%
Ways to invest or give back to the community (e.g. community development fund)	6%	25%	68%
Places to access public information and lifelong learning resources	10%	25%	65%
Ways to celebrate and renew a sense of community	8%	28%	63%
Public discussions of important issues	18%	40%	42%
Recognition and inclusion of different perspectives in decision-making	24%	44%	32%

Q6.8 - Which of the following work characteristics are important to you?

224 Responses

Field	Count	Percentage
Salary growth	124	55%
An area with a low cost of living	106	47%
Easy commuting	86	38%
Professional advancement opportunities	79	35%
Flexible hours that allow me to work when I want to work	77	34%
Remote work options	64	29%
Owning my own business/being my own boss	56	25%
Shifting my schedule to pick up my children from school	45	20%
Not applicable (e.g. retired)	39	17%

Q6.9 - How likely are you to move in the next 5 years?

226 Responses

Field	Percentage
Extremely likely	10%
Somewhat likely	16%
Neither likely nor unlikely	16%
Somewhat unlikely	13%
Extremely unlikely	45%

Q6.10 - What will influence your likelihood to move or stay the most? *Open-ended responses categorized by major themes.*

171 Responses

Field	Percentage of Responses
Family Changes	44%
Job Changes	22%
Health Changes	13%
Living Cost Rise	13%
Not Moving	10%
Retirement Decisions	10%
Political Climate	3%
Safety Concerns	2%
School Quality	2%

Q6.11 - What changes are you most excited about for the future of Northwest Missouri? *Open-ended responses categorized by major themes.*

142 Responses

Field	Percentage of Responses
Economic Gains - Jobs and Businesses	36%
Community Improvements	35%
No Change/Unsure	24%
Recreation/Entertainment Options	9%
Education Improvements	6%
Maintaining Rural Lifestyle	3%
Healthcare Improvements	2%

Q6.12 - What changes most worry you about the future of Northwest Missouri? *Open-ended responses categorized by major themes.*

164 Responses

Field	Percentage of Responses
Political Climate	29%
Economic Decline - Population and Jobs	21%
Living Cost Rising	15%
Housing or Infrastructure Concerns	13%

Healthcare Access	11%
Losing Rural Lifestyle	8%
No Worries/Unsure	7%
Safety Concerns	7%
Education Funds or Quality	4%
Reduced Community Engagement or Funding	4%

Q6.13 - What is your age?

222 Responses

Field	Under 30	30-44 years old	45-60 years old	60+ years old
Count	10	40	100	72
Percentage	5%	18%	45%	32%

Q6.14 - What is the highest level of education you have completed?

222 Responses

Field	Less than high school degree	High school degree or equivalent (GED)	Some college but no degree	Associate's/Technical degree or apprenticeship	Bachelor's degree or above
Count	0	32	35	43	112
Percentage	0%	14%	16%	19%	50%

Q6.15 - Describe your household:

222 Responses

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+
Count	34	31	41	106	59
Percentage	15%	14%	18%	48%	27%

Q6.16 - Describe your current employment status:

222 Responses

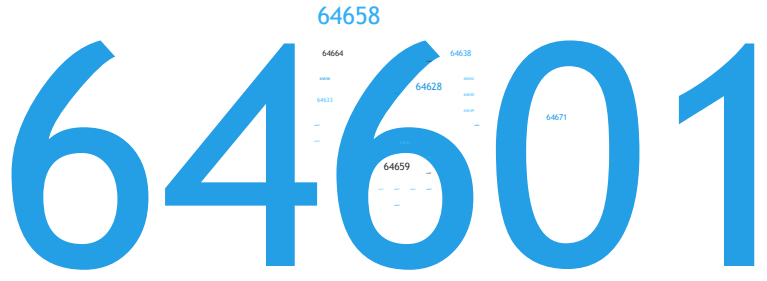
Field	Count	Percentage
Work as a paid employee	135	61%
Retired	42	19%
Self-employed business owner	38	17%
No paid work (care for others/in school/etc.)	5	2%
Not working but looking for a job	2	1%

Q6.17 - Describe your gender:

221 Responses

Field	Count	Percentage
Woman	162	73%
Man	52	24%
Prefer not to answer	7	3%
Prefer to self-identify	0	0%

Q6.18 - Where do you live now? Please enter your current zip code



Q6.19 - How many years have you lived at this zip code?

221 Responses

Field	Less than 5 years	5-19 years	More than 20 years
Count	10	79	132
Percentage	5%	36%	60%