

Baseline Data and the 2020 Alumni & Resident Survey

March 17, 2021



Buchanan County Northwest Missouri

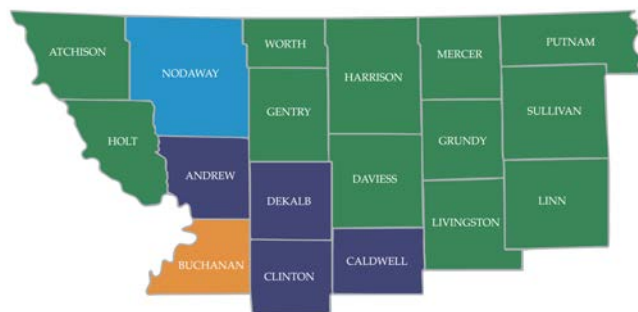
The Community Foundation of Northwest Missouri thanks the many volunteers working through the Maximize NWMO Communications CollaborACTION Team, the MU Extension Exceed Team of Dr. Mallory L. Rahe, Dr.

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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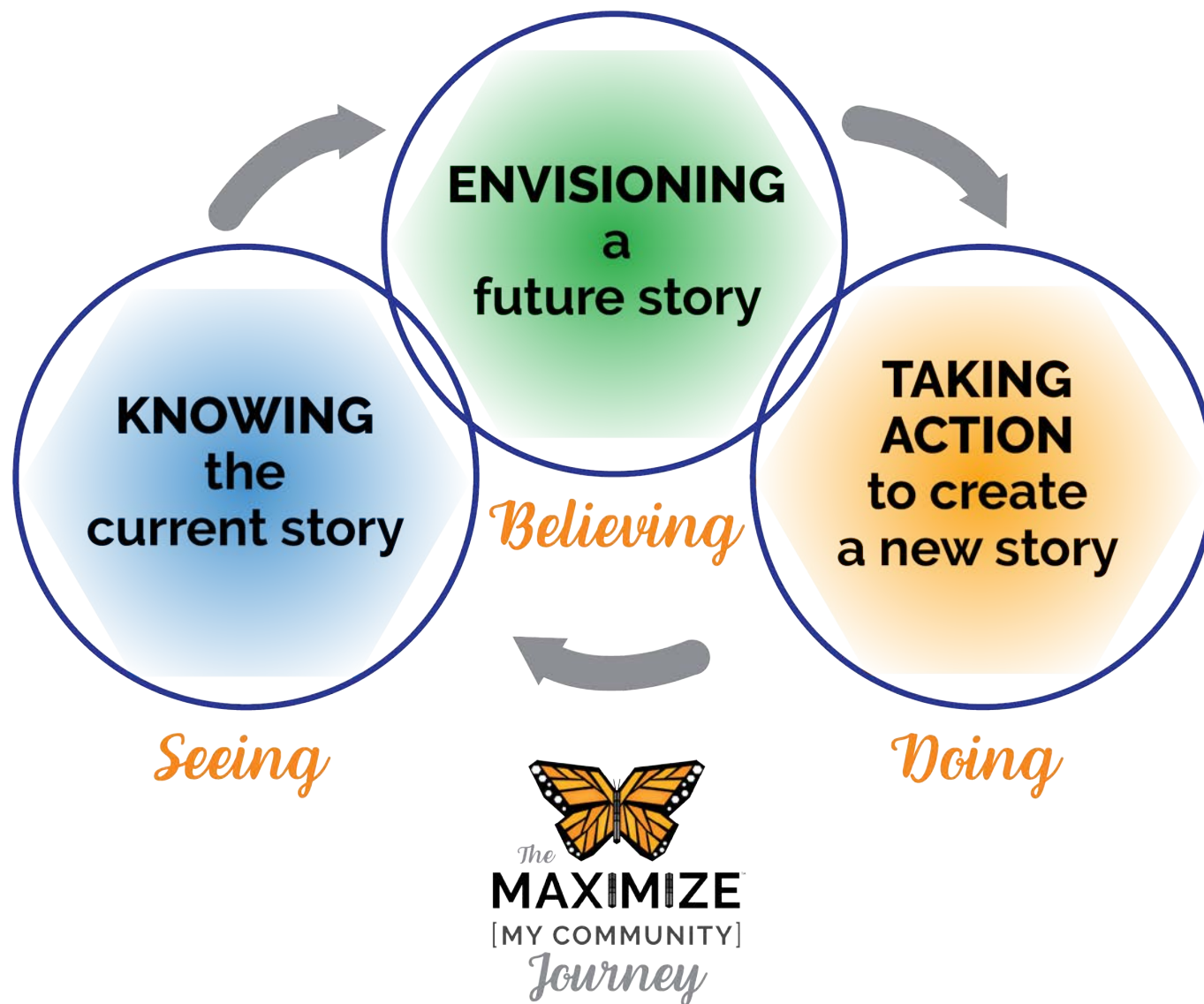


ENGAGING AND SUPPORTING LEADERS in NWMO



Vision

Thriving region, vibrant
communities, prosperous
people.



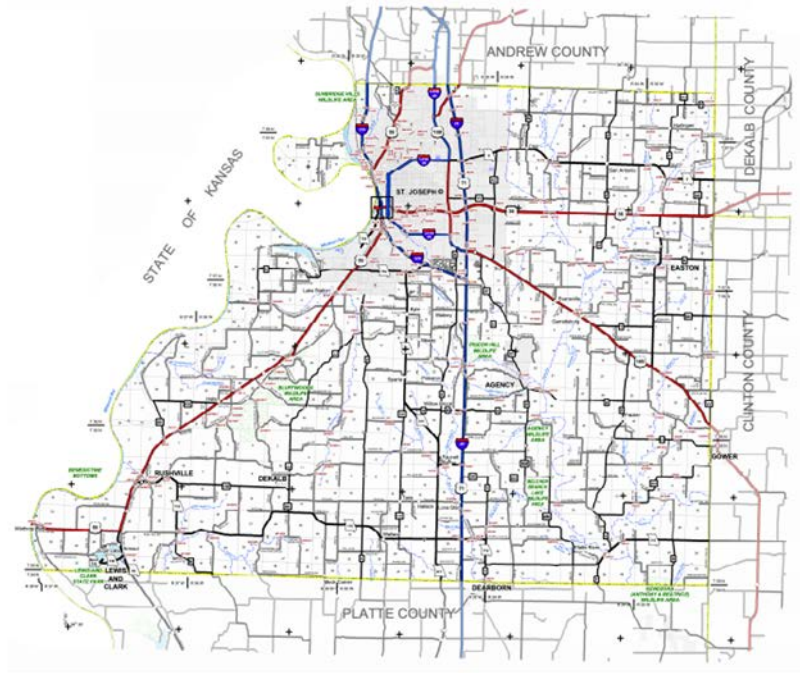
GEOGRAPHIC AREA

LOCATION Buchanan County, Missouri

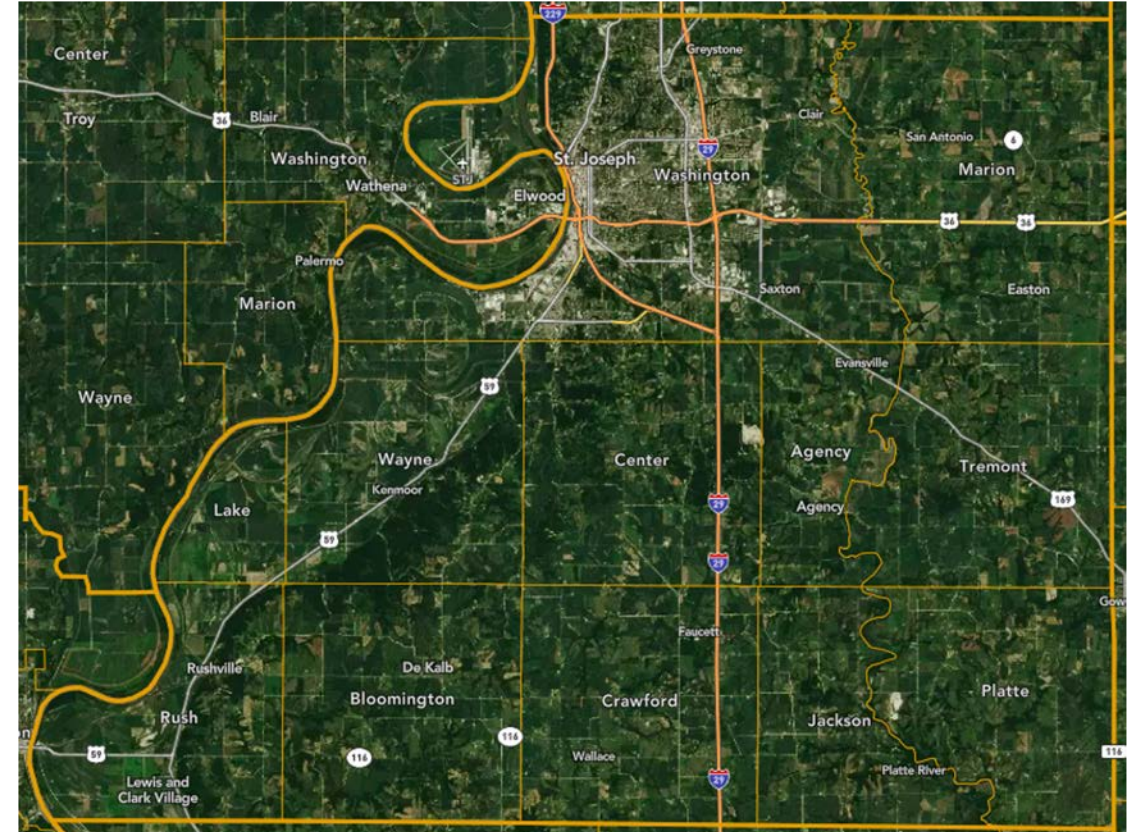
408.24 sq.
miles

Largest
Community:
Saint Joseph

County Seat:
Saint Joseph



<https://www.modot.org/sites/default/files/documents/buchanan%5B1%5D.pdf>



<https://www.acrevalue.com/map/MO/?lat=39.7686&lng=-94.8466&zoom=15>

Demographic Diversity

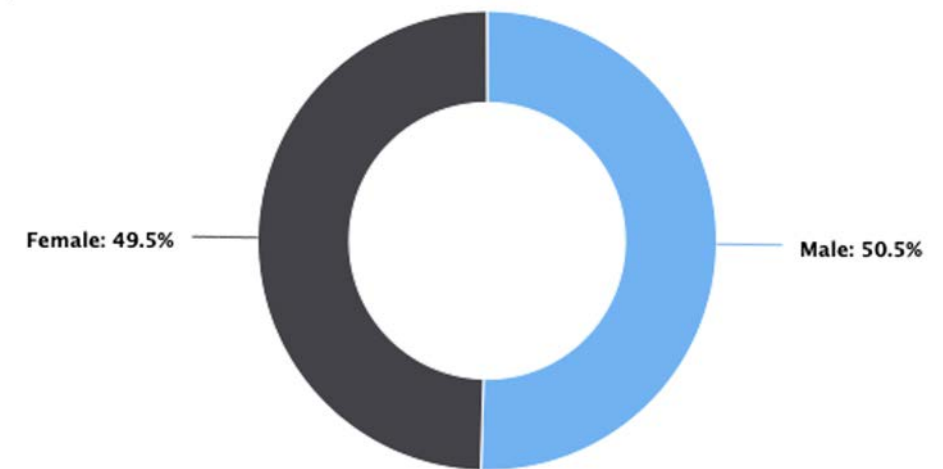
POPULATION

Data Indicator		Buchanan County	Missouri	United States
Total Population	Total Population	88,460	6,104,910	324,697,795
	Total Land Area (Sq. Miles)	408.24	68,746.51	3,532,068.58
	Population Density (Per Sq. Mile)	216.68	88.80	91.93

Data Source: US Census Bureau, American Community Survey. 2014-18. Source geography: Tract
<https://allthingsmissouri.org>, 2/15/2021

GENDER

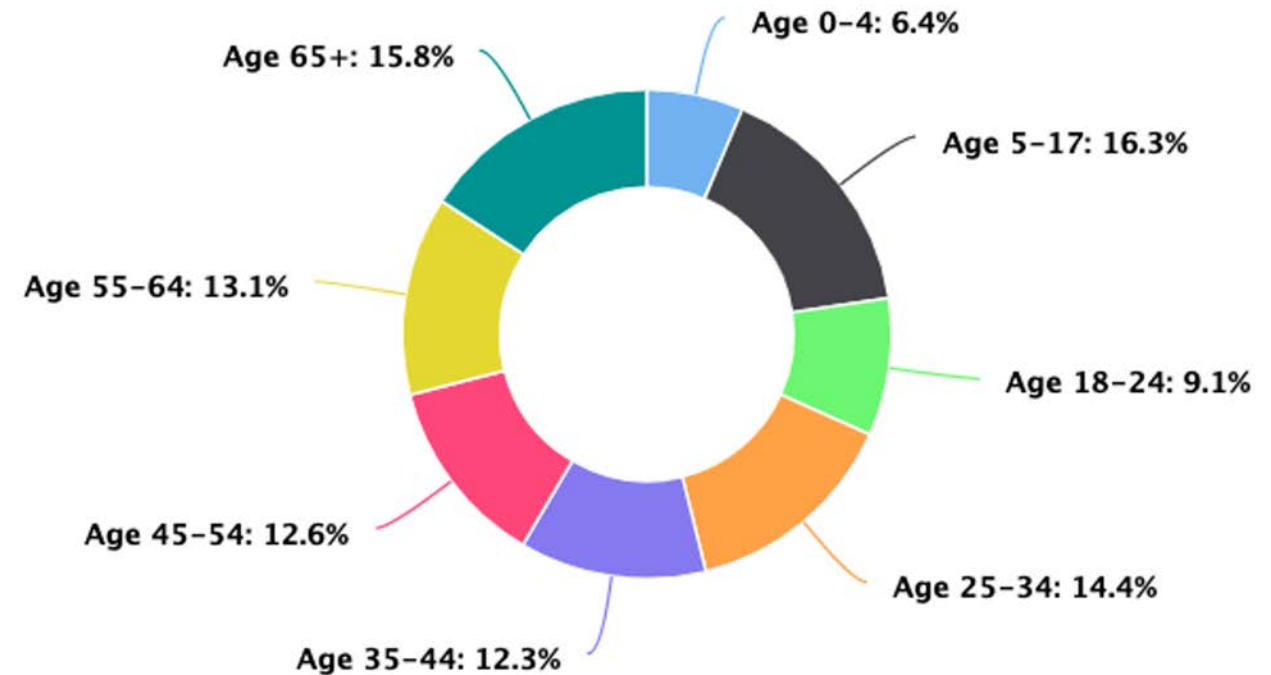
Data Indicator	Female	Male
Total Population by Gender	43,829	44,631
	49.55%	50.45%



Demographic Diversity

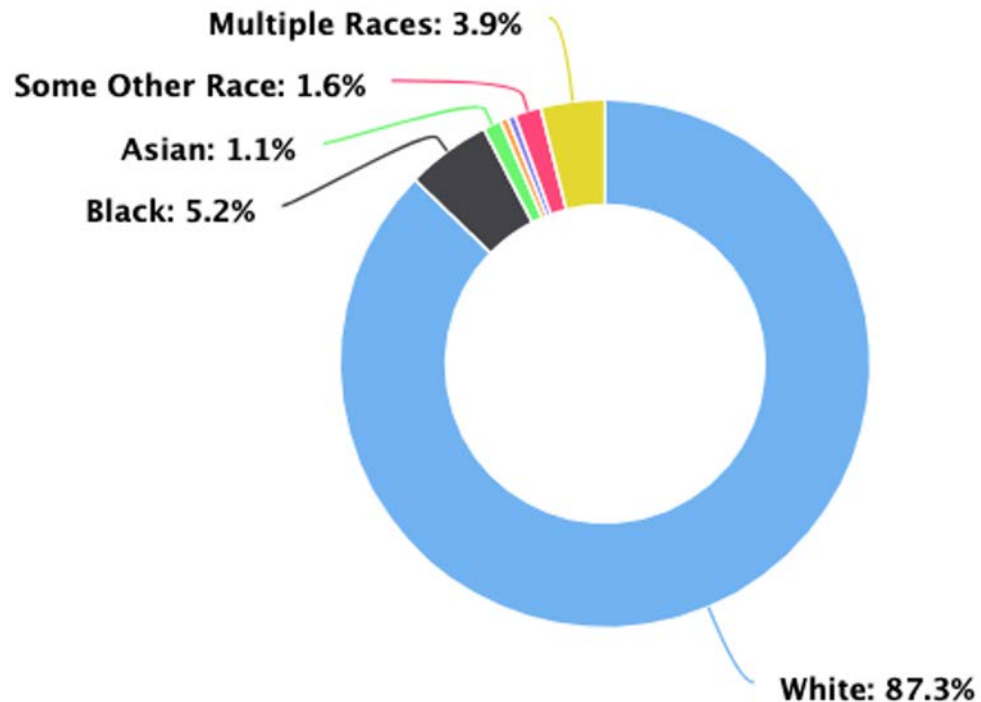
AGE

Total Population by Age Group	Buchanan County	Missouri	United States
Age 0-4	5,666	371,570	19,767,670
Age 5-17	14,381	1,010,042	53,661,722
Age 18-24	8,024	573,249	30,646,327
Age 25-34	12,732	813,407	45,030,415
Age 35-44	10,921	738,183	40,978,831
Age 45-54	11,102	769,927	42,072,620
Age 55-64	11,620	821,807	41,756,414
Age 65+	14,014	1,006,725	50,783,796



Demographic Diversity

RACE



Total Population by Race Alone	Buchanan County	Missouri	United States
White	87.27%	82.24%	72.75%
Black	5.19%	11.57%	12.67%
Asian	1.09%	1.92%	5.44%
Native American/Alaska American	.48%	.44%	.84%
Native Hawaiian or Pacific Islander	.56%	.11%	.18%
Some Other Race	1.62%	1.17%	4.89%
Multiple Race	3.90%	2.55%	3.23%

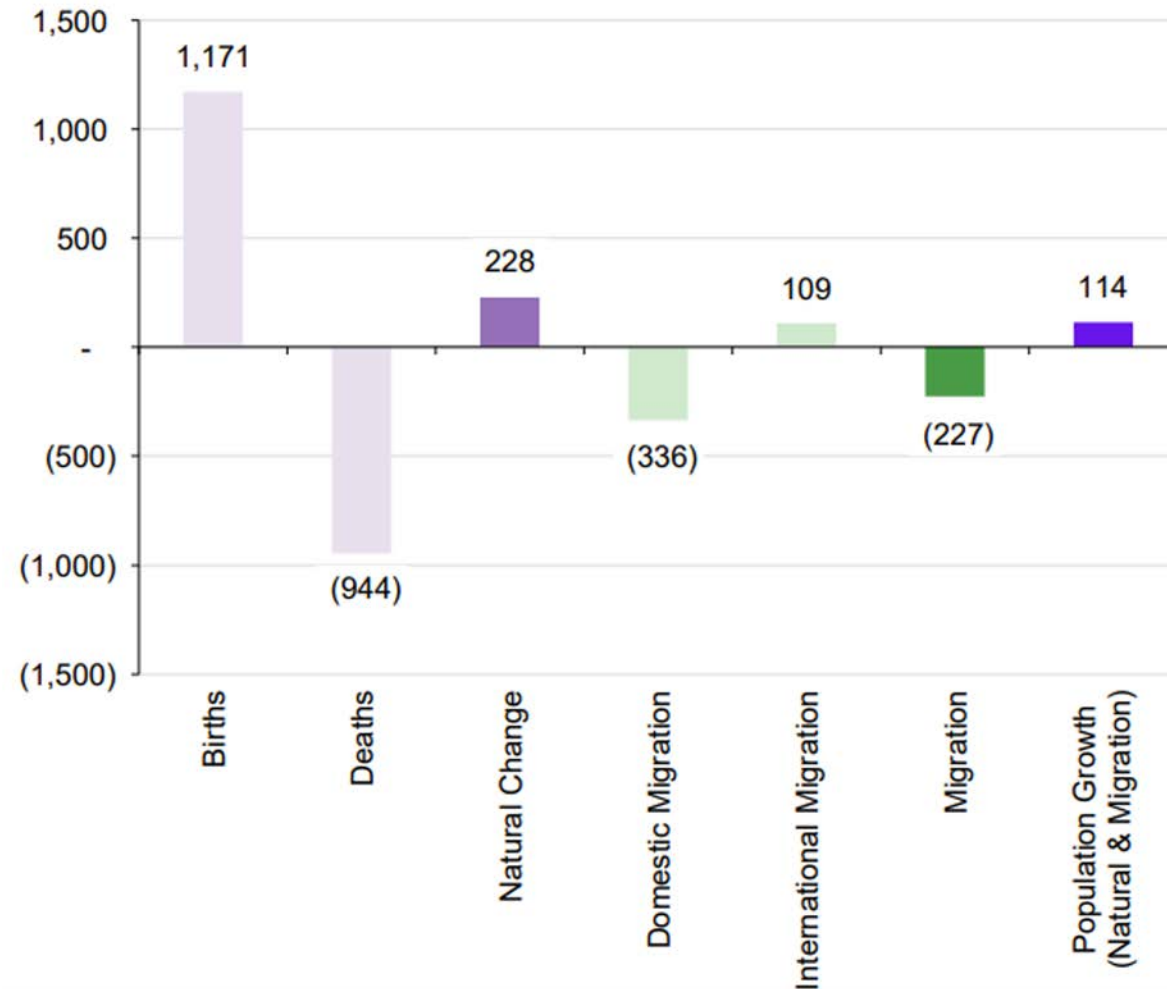
Data Source: US Census Bureau, American Community Survey, 2014-18. Source geography: Tract
<https://allthingsmissouri.org>, 2/15/2021

POPULATION CHANGE

From 2000-2019:

- Population in Buchanan County grew by 1,270, a 1% increase
- Natural change contributed to 40% of population change
- Migration contributed to 40% of population change

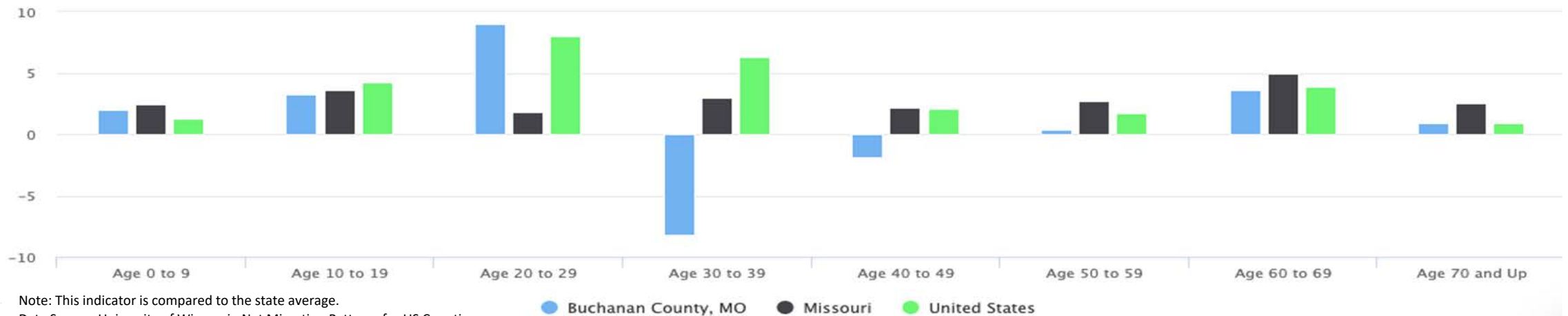
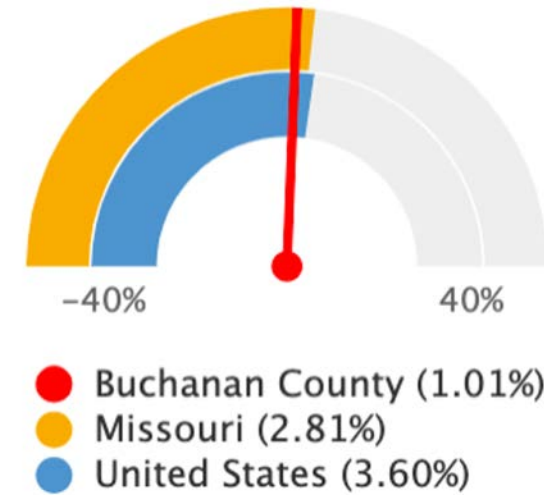
Average Annual Components of Population Change, Buchanan County, MO, 2000-2019



Demographic Diversity

NET MIGRATION 2000 - 2010

Total Population	Buchanan County	Missouri	United States
Natural Change	5,912	497,727	30,987,709
Net Migration	892	163,447	10,776,072
Migration Rate	1.01%	2.81%	3.60%



Quality of Life: Built Environment & Infrastructure

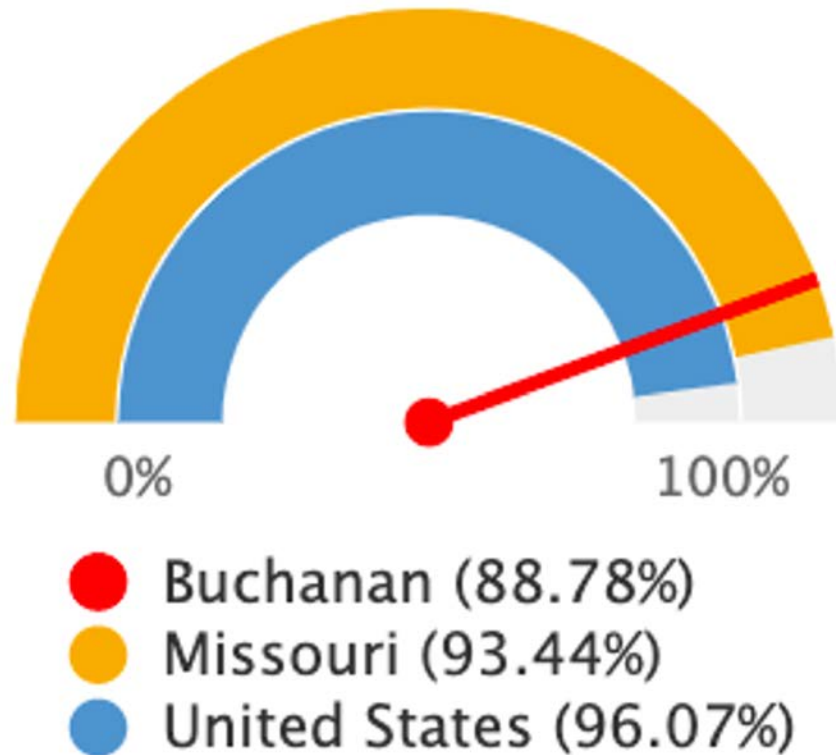
HOUSING

Data Indicator	Indicator Variable	Buchanan County	State Average
Housing – Substandard Housing	Total Occupied Housing Units	33,501	2,414,521
	Occupied Housing Units with One or More Substandard Conditions	8,366	628,785
	Occupied Housing Units with One or More Substandard Conditions, Percent	24.97%	26.05%
Renter-Occupied Housing	Total Occupied Housing Units	33,501	2,414,521
	Renter-Occupied Housing Units	12,613	802,535
	Percent Renter-Occupied Housing Units	37.65%	33.24%

<https://allthingsmissouri.org>, 2/15/2021

Quality of Life: Built Environment & Infrastructure

BROADBAND



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.

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

Health & Wellness

HEALTHCARE

Data Indicator	Indicator Variable	Buchanan County	MO State Average
Access to Primary Care	Total Population (2017)	88,894	6,108,612
	Primary Care Physicians (2017)	57	4,275
	Primary Care Physicians, Rate per 100,000 Pop.	64.12	70
Insurance - Uninsured Adults	Total Population Age 18 - 64	51,023	3,604,624
	Population with Medical Insurance	43,480	3,116,160
	Percent Population With Medical Insurance	85.22%	86.45%
	Population Without Medical Insurance	7,543	488,464
	Percent Population Without Medical Insurance	14.78%	13.55%



EDUCATION

Data Indicator	Indicator Variable	Buchanan County	Missouri
Education – High School Graduation Rate	Adjusted Student Cohort	887	64,280
	Number of Diplomas Issued	729	58,484
	Cohort Graduation Rate	82.2%	91.0%
Educational Attainment	No High School Diploma	11.70%	10.44%
	High School Only	37.8%	30.7%
	Some College	23.0%	22.4%
	Associates Degree	6.4%	7.9%
	Bachelors Degree	14.1%	17.7%
	Graduate or Professional Degree	7.0%	11.0%

Social & Economic Factors

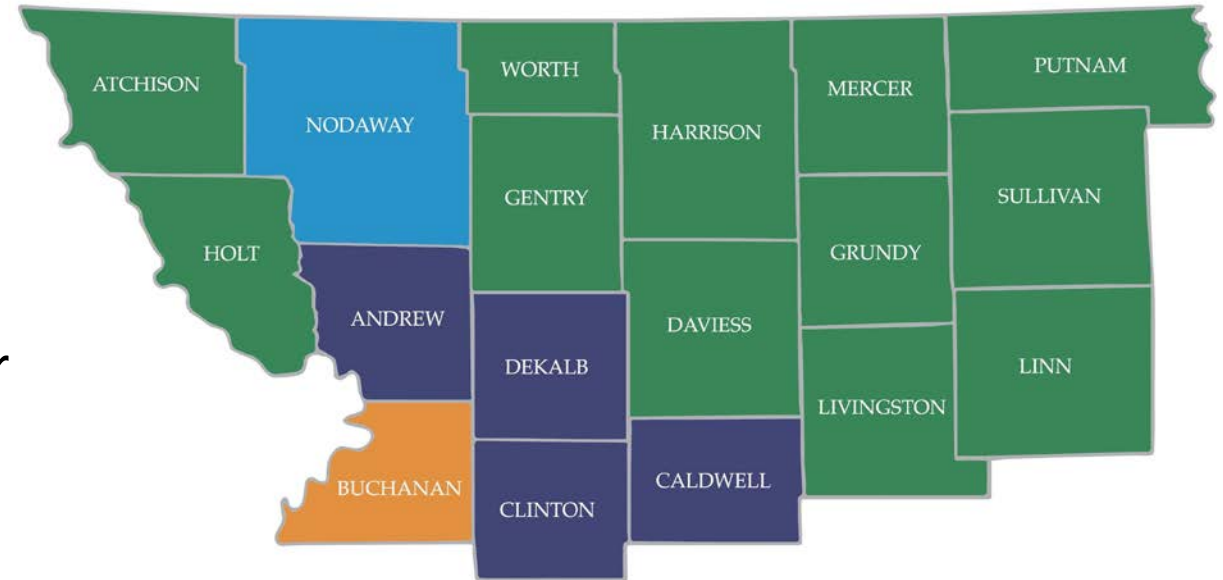
INCOME & EMPLOYMENT

Data Indicator	Indicator Variable	Buchanan County	State Average
Income – Median Household Income	Total Households	33,501	2,396,271
	Average Household Income	\$66,099	\$73,145
	Median Household Income	\$51,916	\$53,560
Unemployment Rate	Labor Force	44,565	2,999,711
	Number Employed	42,214	2,871,804
	Number Unemployed	2,351	127,907
	Unemployment Rate	5.3%	4.3%

Alumni & Resident Survey in Buchanan County, Missouri

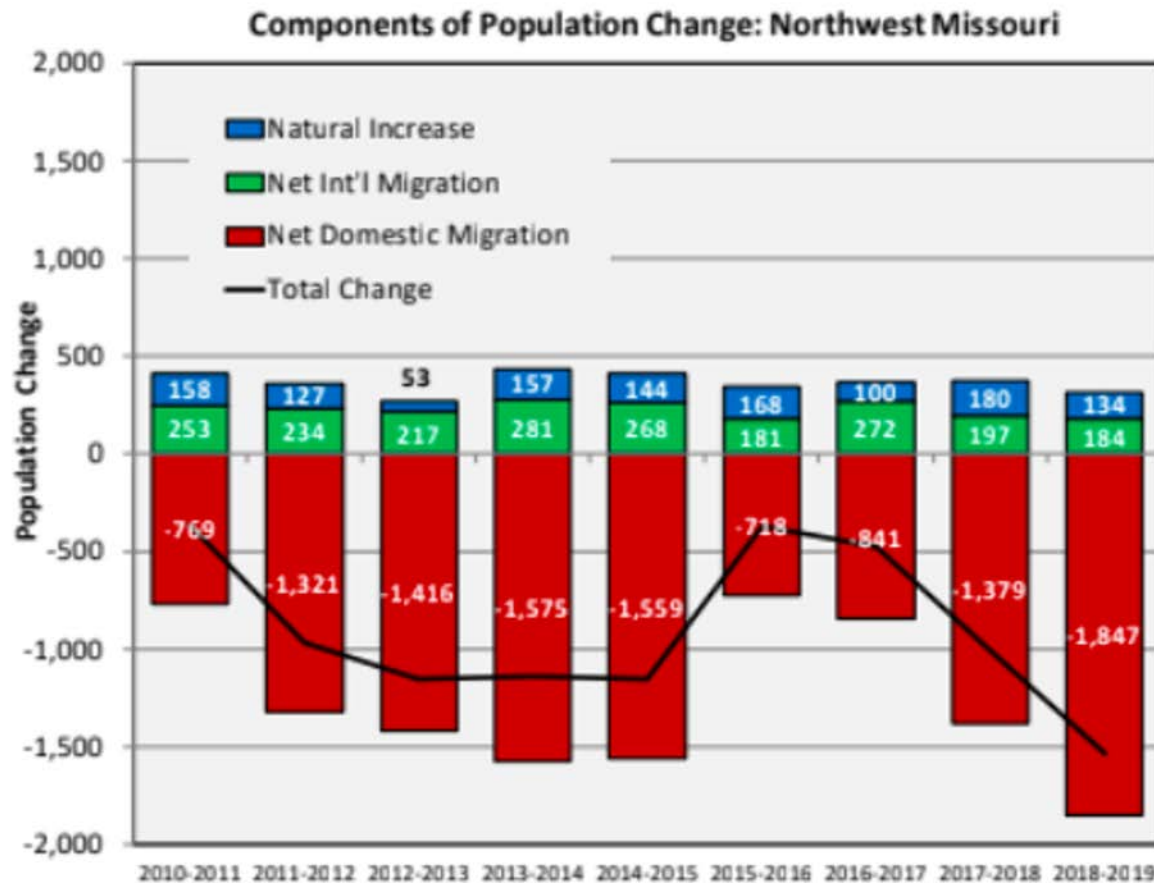
Survey Rationale

- 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.

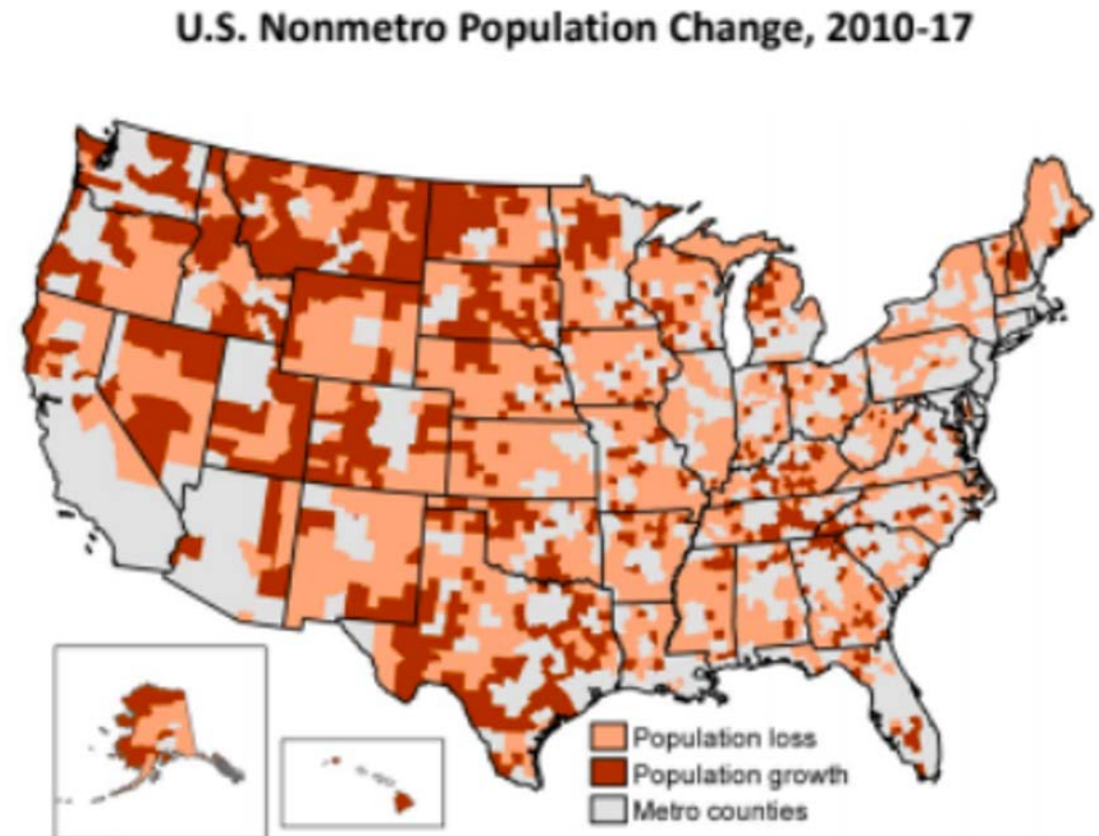


Alumni & Resident Survey

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



Source: US Census Bureau, Population Estimates Program, V2019

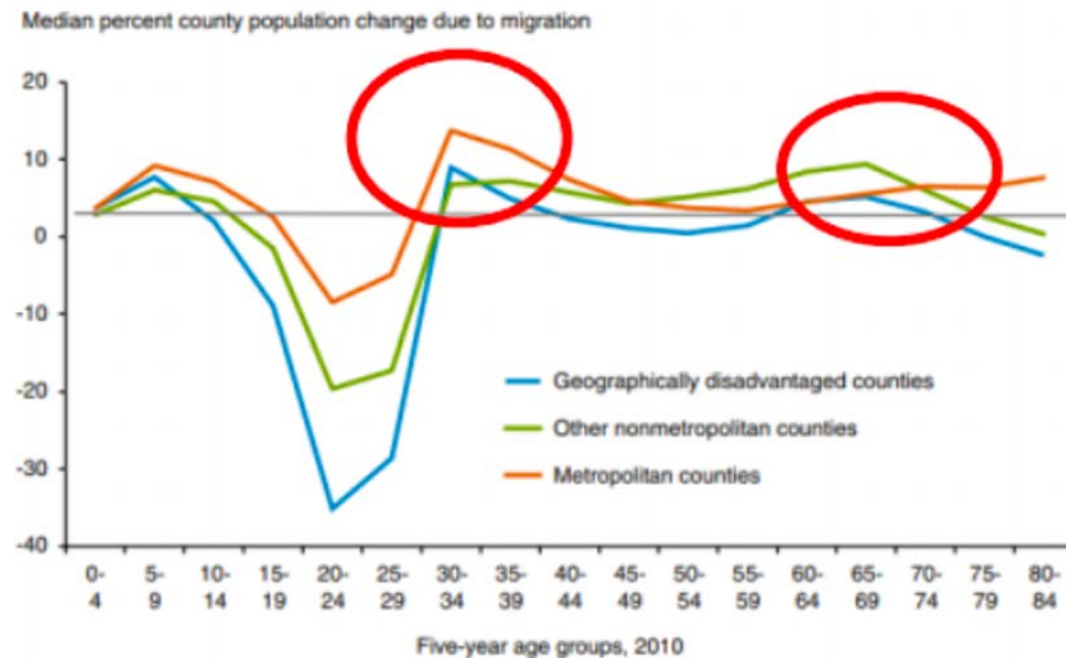


Source: USDA, Economic Research Service using data from the U.S. Census Bureau

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

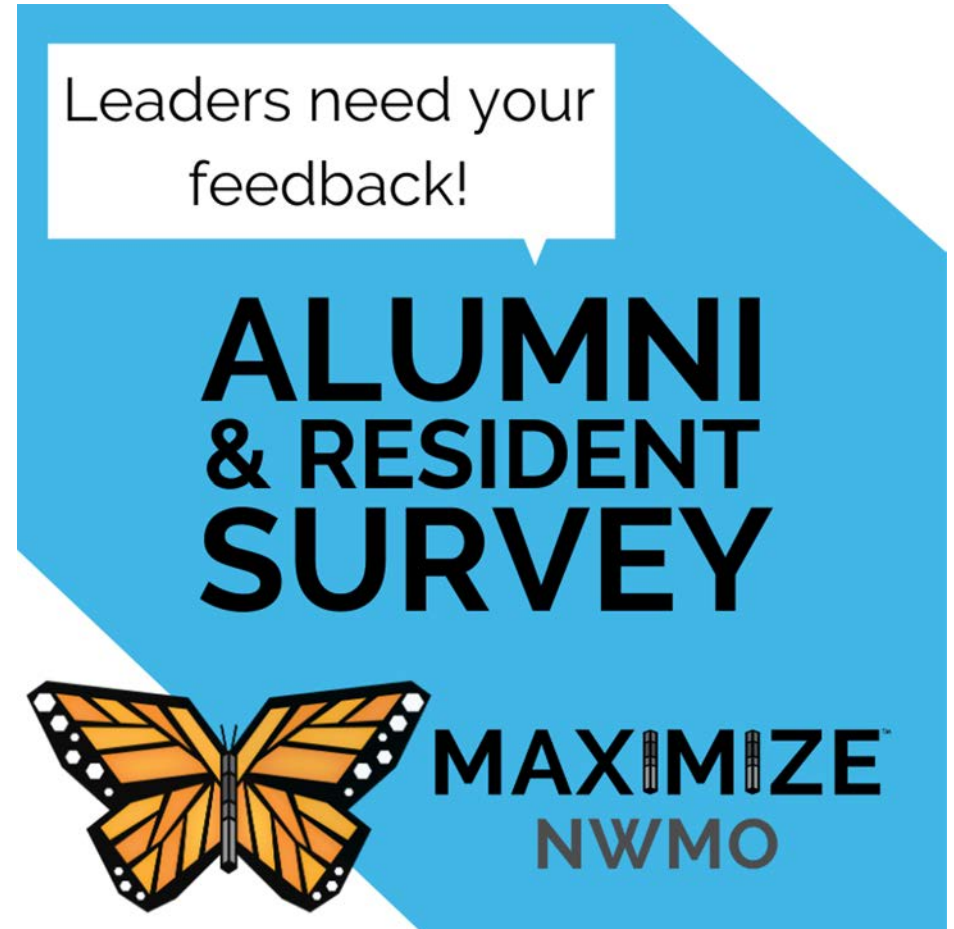
- Online only, using *Qualtrics*
- 2,182 respondents
- 1,939 complete responses
- Gender age, geography, migration status
- Caveats: 75% of respondents were women and there were no population weights, online access bias

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+

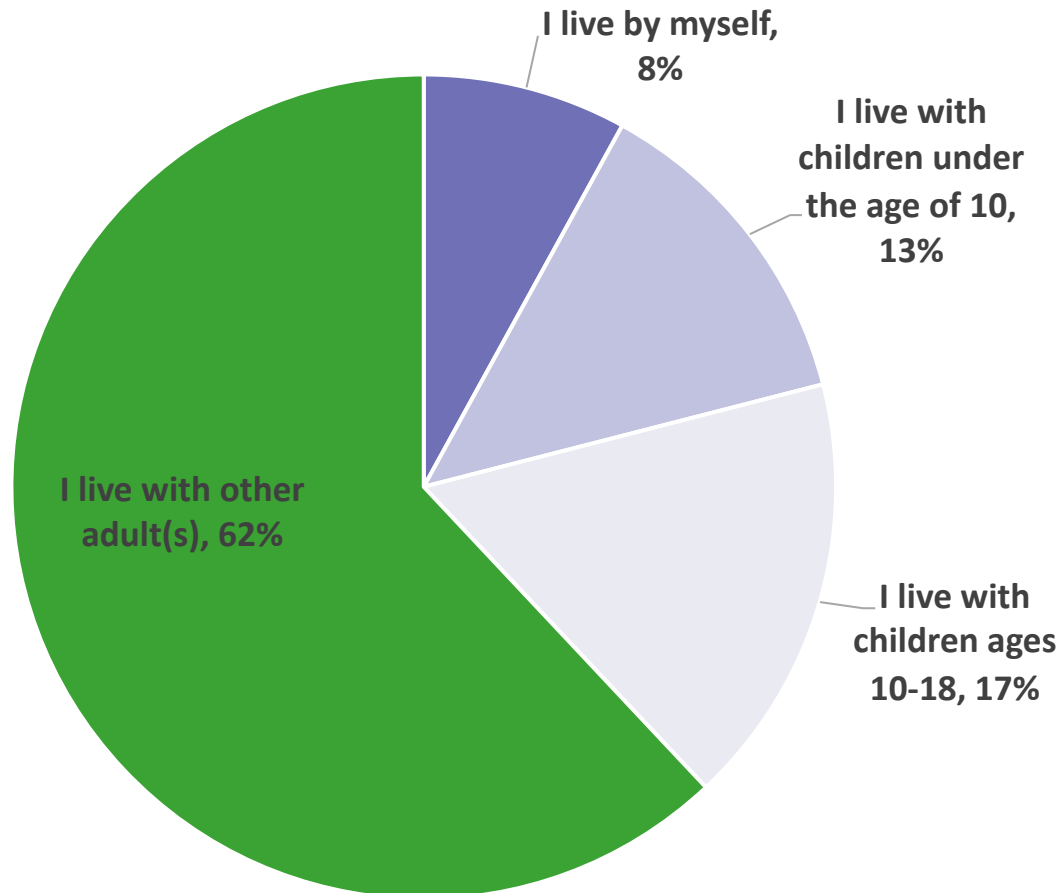
Survey open: July 14-September 30, 2020

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

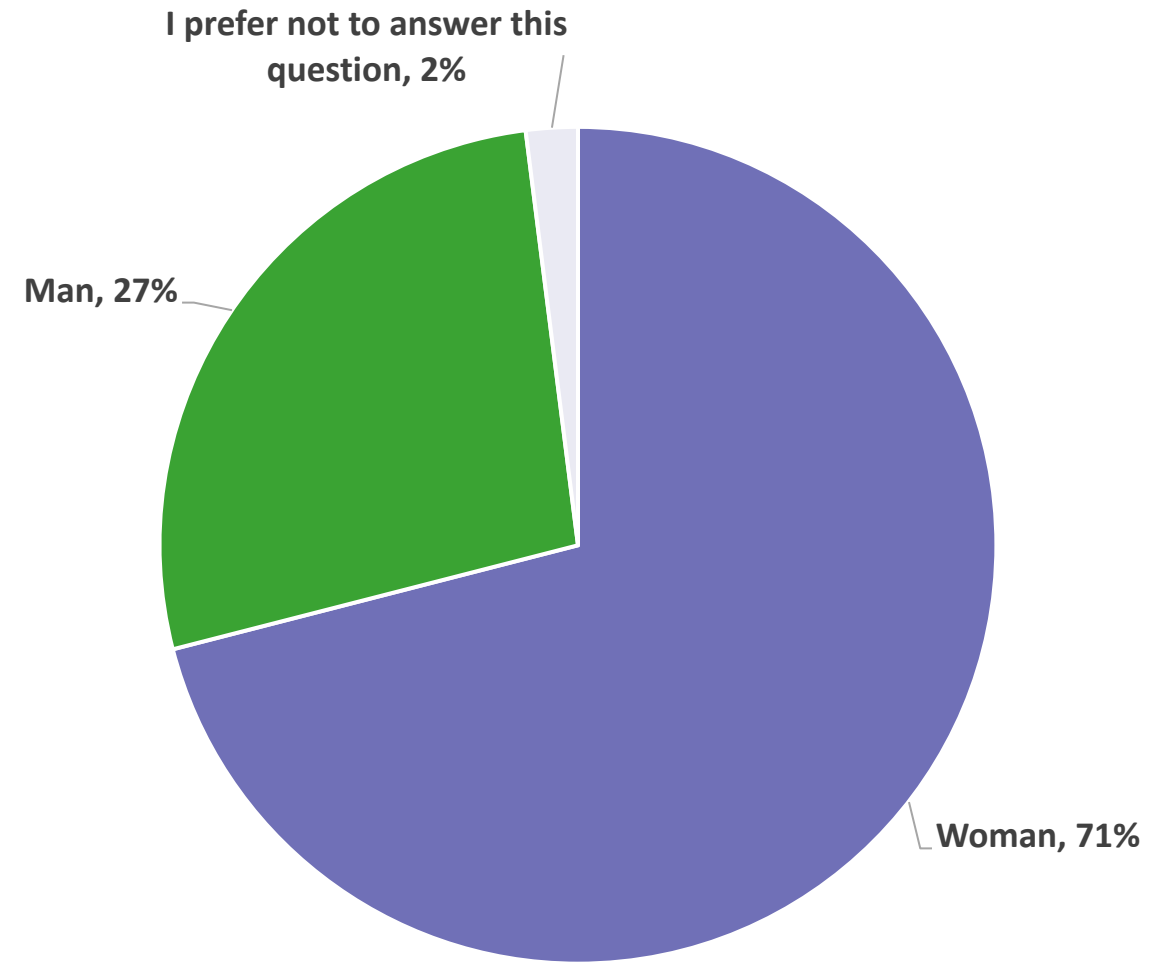


Alumni & Resident Survey in Buchanan County

**A total of 257 responses came from Buchanan County:
71% of respondents were women**



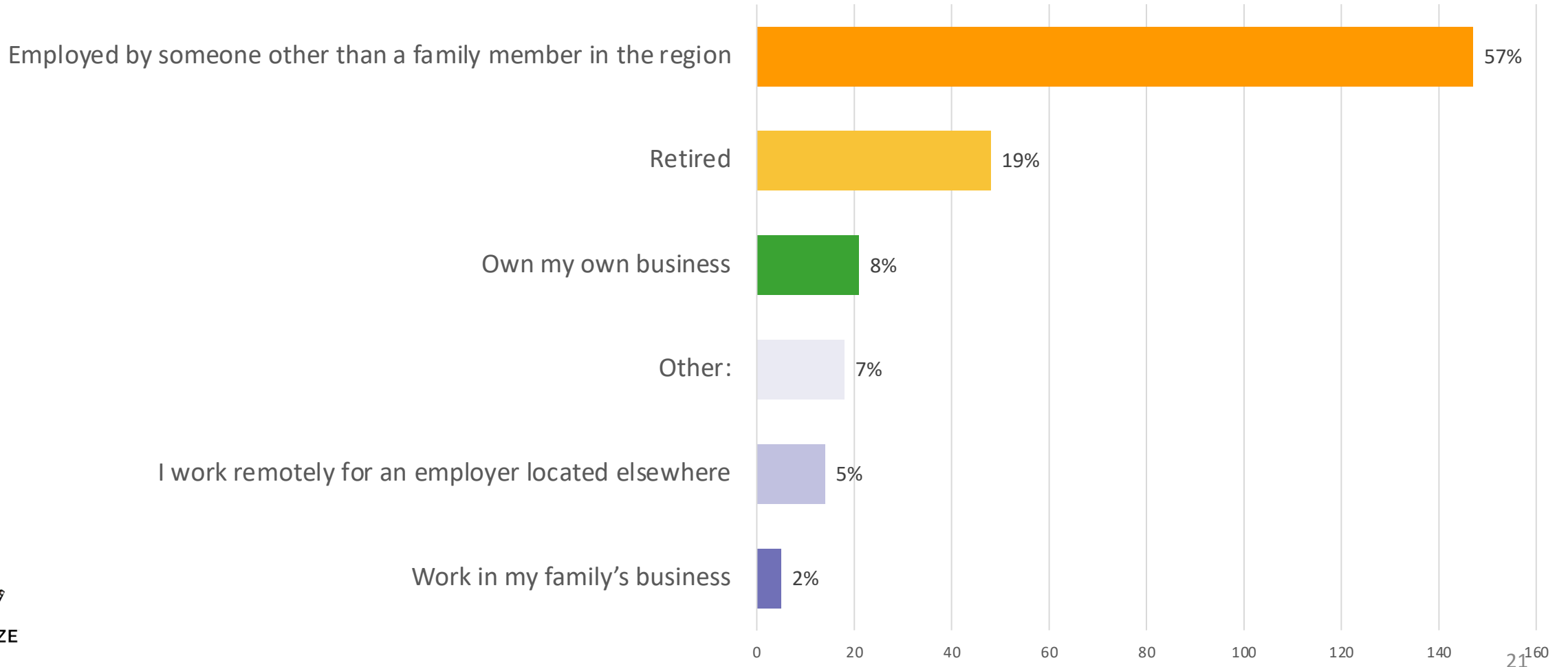
Describe your household:



I identify as:

Alumni & Resident Survey in Buchanan County

Respondents in Buchanan County reported a wide range of employment status: 8% own a business



Alumni & Resident Survey in Buchanan County

Of the 257 respondents from Buchanan County, 62% earned their high school diploma in the county, 66% earned a different degree or certificate.

Please share your ties to Northwest Missouri (and indicate in which county the event occurred/you spent the most time).	Buchanan County	
	%	Count
I earned my high school diploma here	62%	175
I earned a different degree/certificate here	66%	173
I have lived and/or worked here 4 or more years	88%	257

The Best Things about Buchanan County

Alumni & Resident Survey in Buchanan County

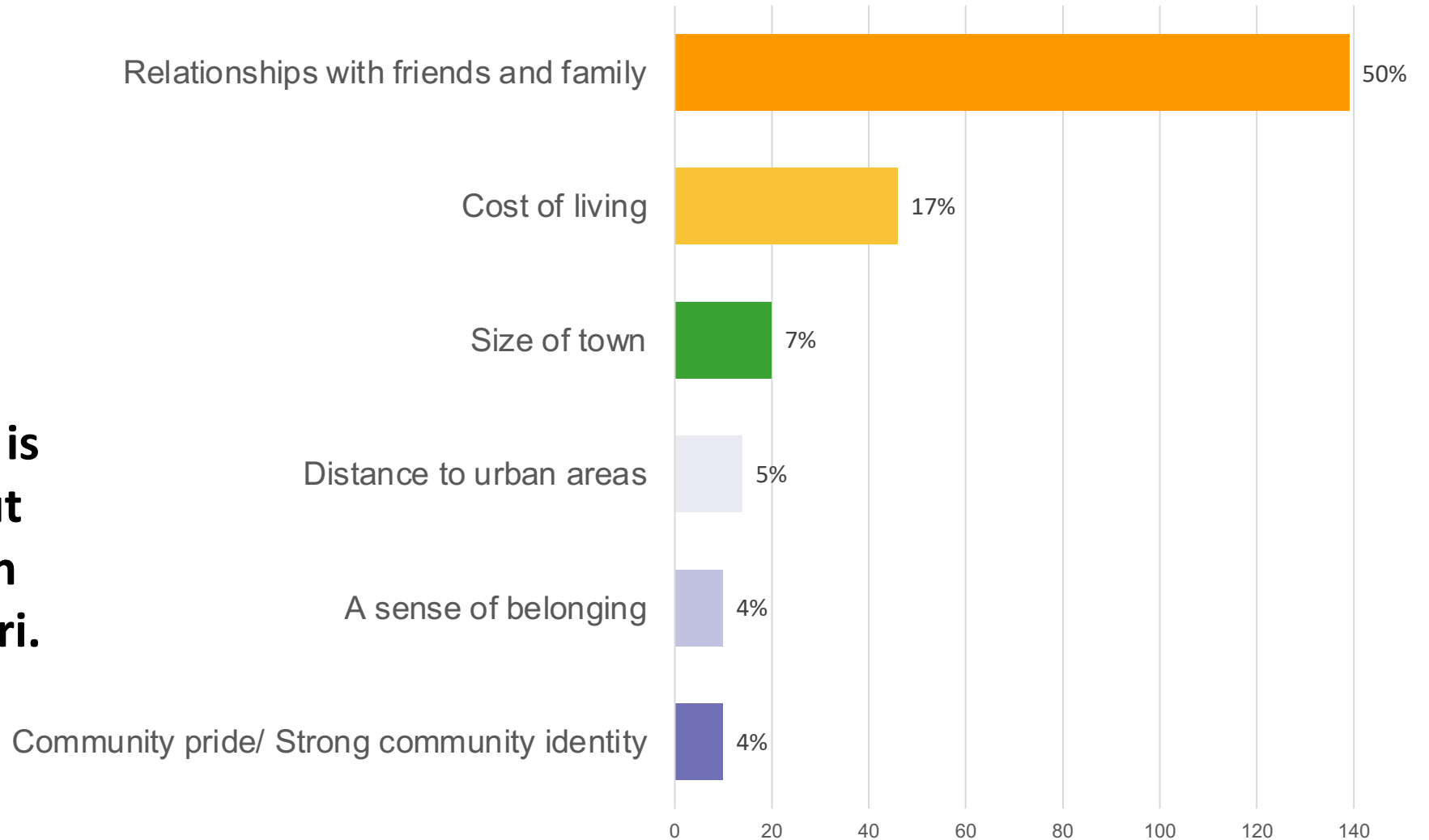
Respondents in Buchanan County value their relationships, low cost of living, size of town, distance to urban areas, safety, scenic beauty, and access to food sources.

What do/did you value about the place you experience(ed) in Northwest Missouri?	%	Count
Relationships with friends and family	12%	235
Cost of living	11%	220
Size of town	9%	177
Distance to urban areas	8%	153
Safety	7%	135
Scenic beauty (natural and architectural)	7%	129
Access to food sources (restaurants, grocery stores, processors, farms)	7%	127
Access to essential stores	6%	108
Educational opportunities for myself and those I care about	5%	105
A sense of belonging	5%	104
Community pride/ Strong community identity	5%	96
Housing availability	4%	74
Access to arts and cultural activities	4%	74
Recreation opportunities	4%	70
Healthcare	3%	65
Job opportunities for talented workers	3%	62
Total	100%	1934

Alumni & Resident Survey in Buchanan County

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

The majority of respondents in Buchanan county agree that relationships with friends and family is the best part about living or working in northwest Missouri.



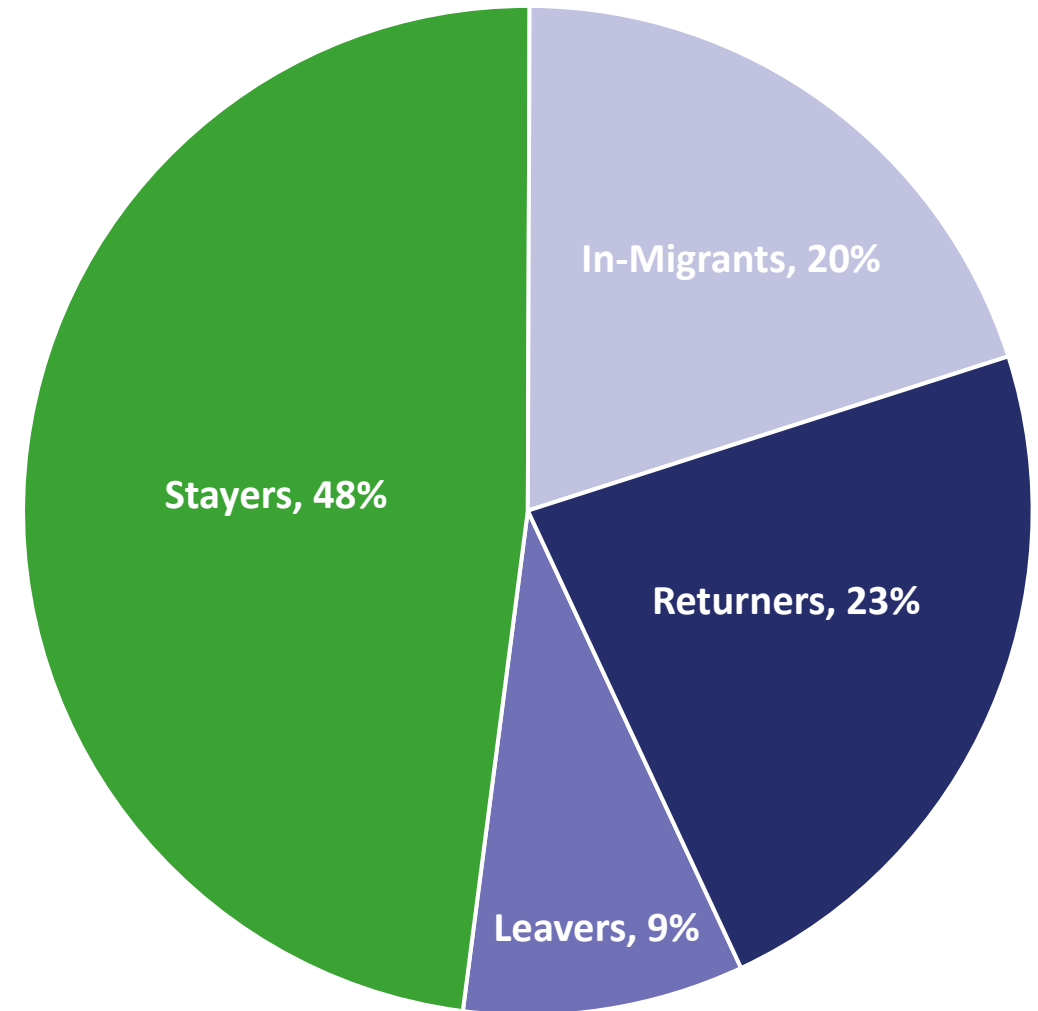
What drives migration decisions in Buchanan County?

Alumni & Resident Survey in Buchanan County

Respondents in Buchanan 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 Buchanan County

People stay in Buchanan County to be near their friends and family.

Which of the following reasons contributed to your decision to stay in the region?	%	Count
To be near family and friends	37%	115
Want my kids to grow up like I did	11%	35
Support my spouse	10%	32
Wage and salary job opportunities	9%	28
Engagement in my community	8%	24
Always knew I wanted to stay	6%	19
Educational opportunities	6%	18
Support a family business	5%	14
Climate and geography	3%	9
Entrepreneurship or business ownership opportunities	2%	5
Faith-based opportunities	2%	5
Other:	1%	4
Diversity and inclusiveness of many perspectives and people	1%	2
Total	100%	310

Alumni & Resident Survey in Buchanan 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	26%	29
Educational opportunities	21%	24
Support my spouse	15%	17
Always knew I wanted to leave	8%	9
Other:	7%	8
To be near family and friends	5%	6
Climate and geography	5%	6
Diversity and inclusiveness of many perspectives and people	4%	5
Provide a certain quality of life for my children	3%	3
Entrepreneurship or business ownership opportunities	2%	2
Engagement in my community	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	66%	42
Job opportunities	17%	11
Support my spouse	6%	4
Want my kids to grow up like I did	5%	3
Support a family business	3%	2
Faith-based opportunities	2%	1
Total	100%	64

Alumni & Resident Survey in Buchanan County

In-Migrants are more likely to move into Buchanan County because of personal connection and job opportunities

In-Migrants were drawn into Buchanan County by family and friendships, job opportunities, and to support their spouse.

9% 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	26%	58
Wage or salary job opportunities	19%	42
Support my spouse	12%	27
Want my kids to grow up like I did	9%	19
Educational opportunities	6%	14
Engagement in my community	5%	11
Other:	5%	11
Faith-based opportunities	5%	10
Always knew I wanted to come back	4%	9
Climate and geography	4%	9
Support a family business	2%	5
Entrepreneurship or business ownership opportunities	2%	4
Diversity and inclusiveness of many perspectives and people	1%	2
Total	100%	221



Alumni & Resident Survey in Buchanan County

Respondents who no longer live in Buchanan 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, 11% of all responding leavers knew they always wanted to leave.

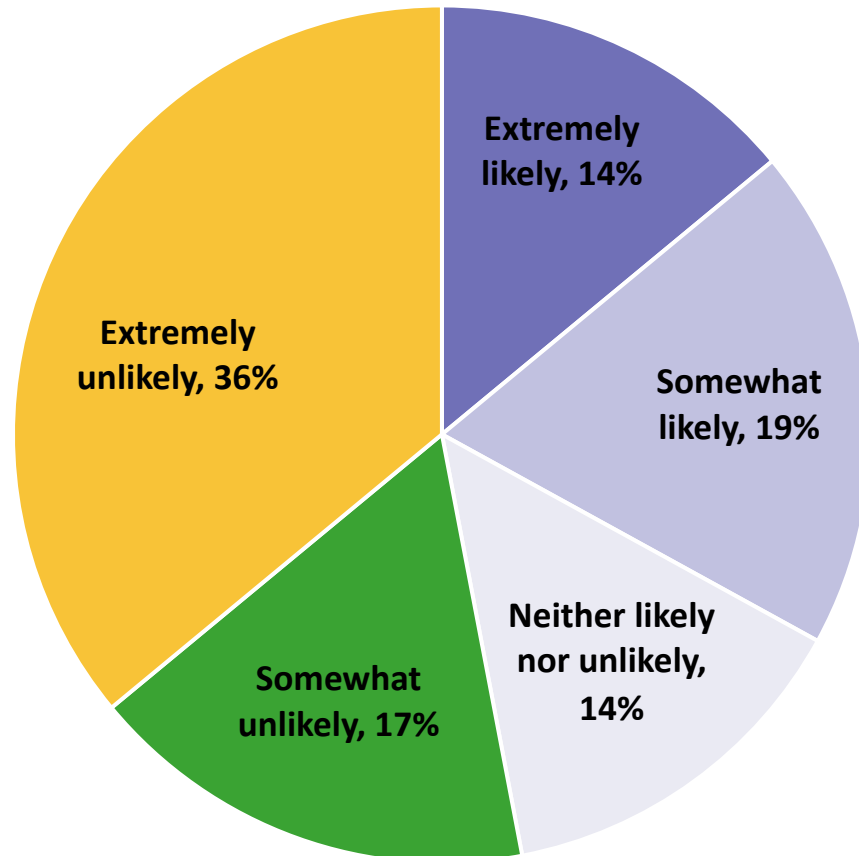
Which of the following reasons contributed to your decision to leave the region?	%	Count
Wage or salary job opportunities	35%	16
Educational opportunities	13%	6
Other:	11%	5
Always knew I wanted to leave	11%	5
To be near family and friends	9%	4
Diversity and inclusiveness of many perspectives and people	7%	3
Climate and geography	7%	3
Support my spouse's career	2%	1
Entrepreneurship or business ownership opportunities	2%	1
Provide a certain quality of life for my children	2%	1
Support a family business	2%	1
Total	100%	46

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

Alumni & Resident Survey in Buchanan County

Nearly 1 in 3 respondents in Buchanan County may choose to move

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



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

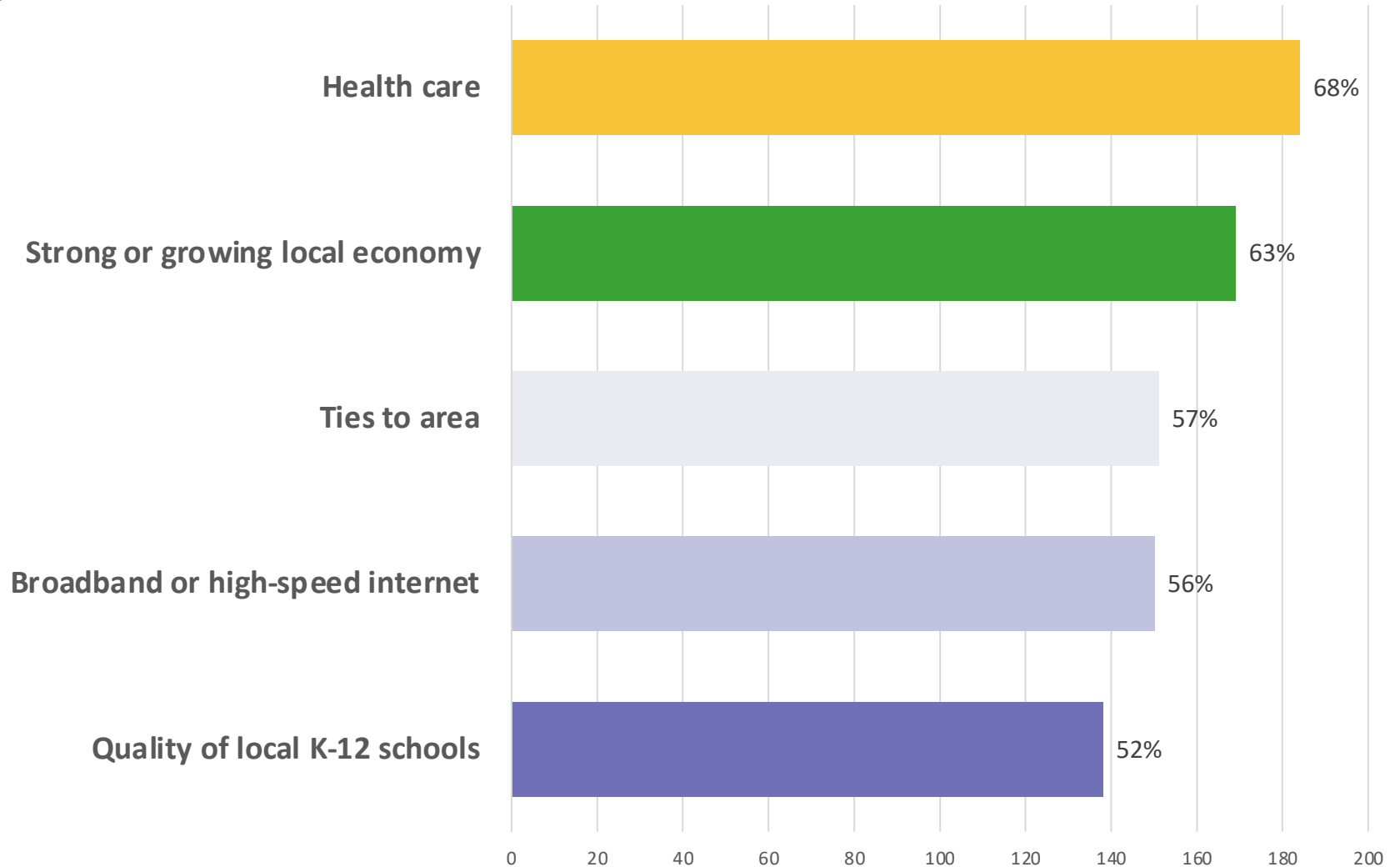


Alumni & Resident Survey in Buchanan County

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

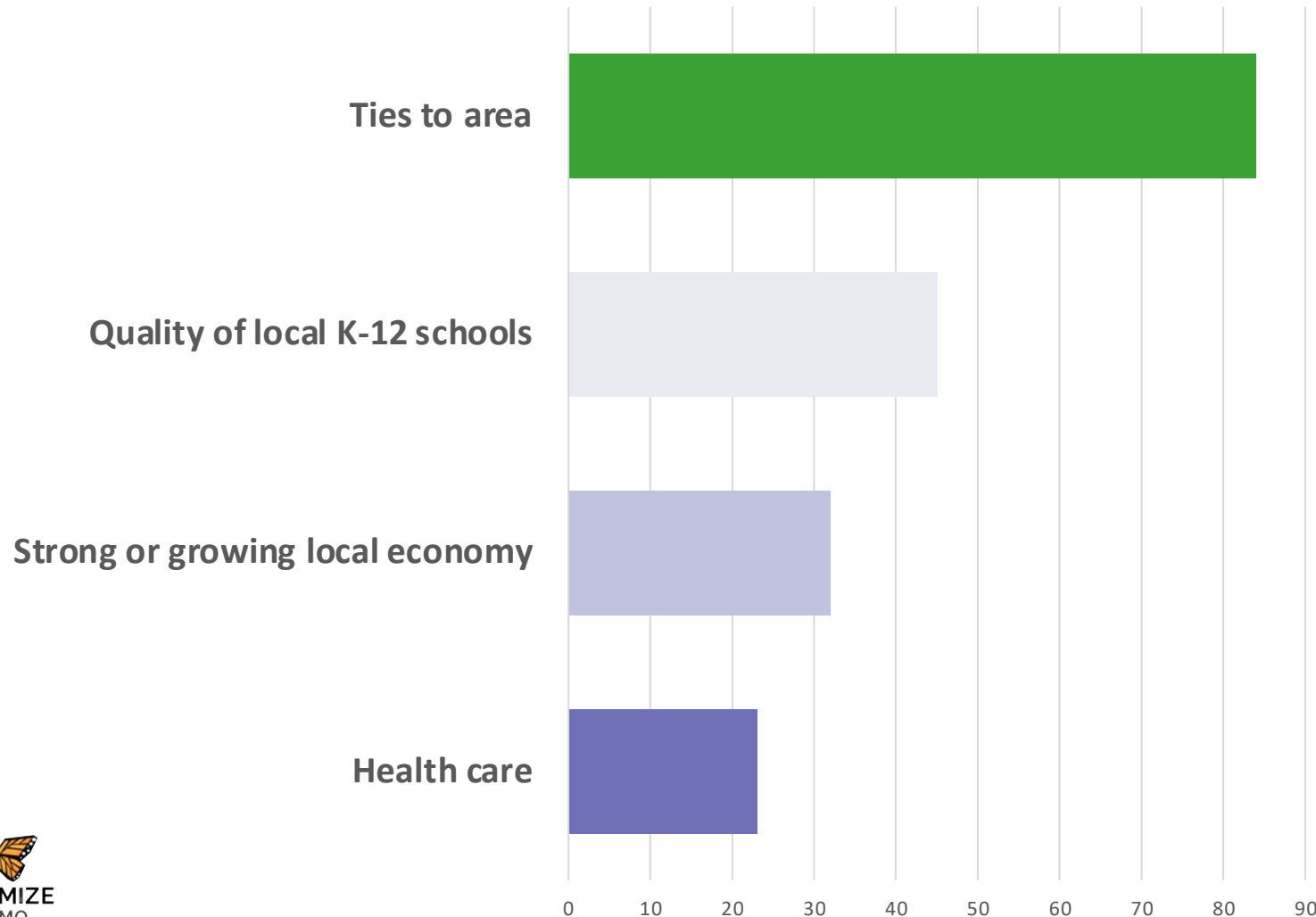
Most frequently ranked
as very important
factors:

- Health care
- Strong economy
- Ties to the area
- Broadband access
- Quality of local K-12 schools



Alumni & Resident Survey in Buchanan 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 Buchanan County chose “Family and social ties” the most, and nearly twice as often as the following factor, schools.

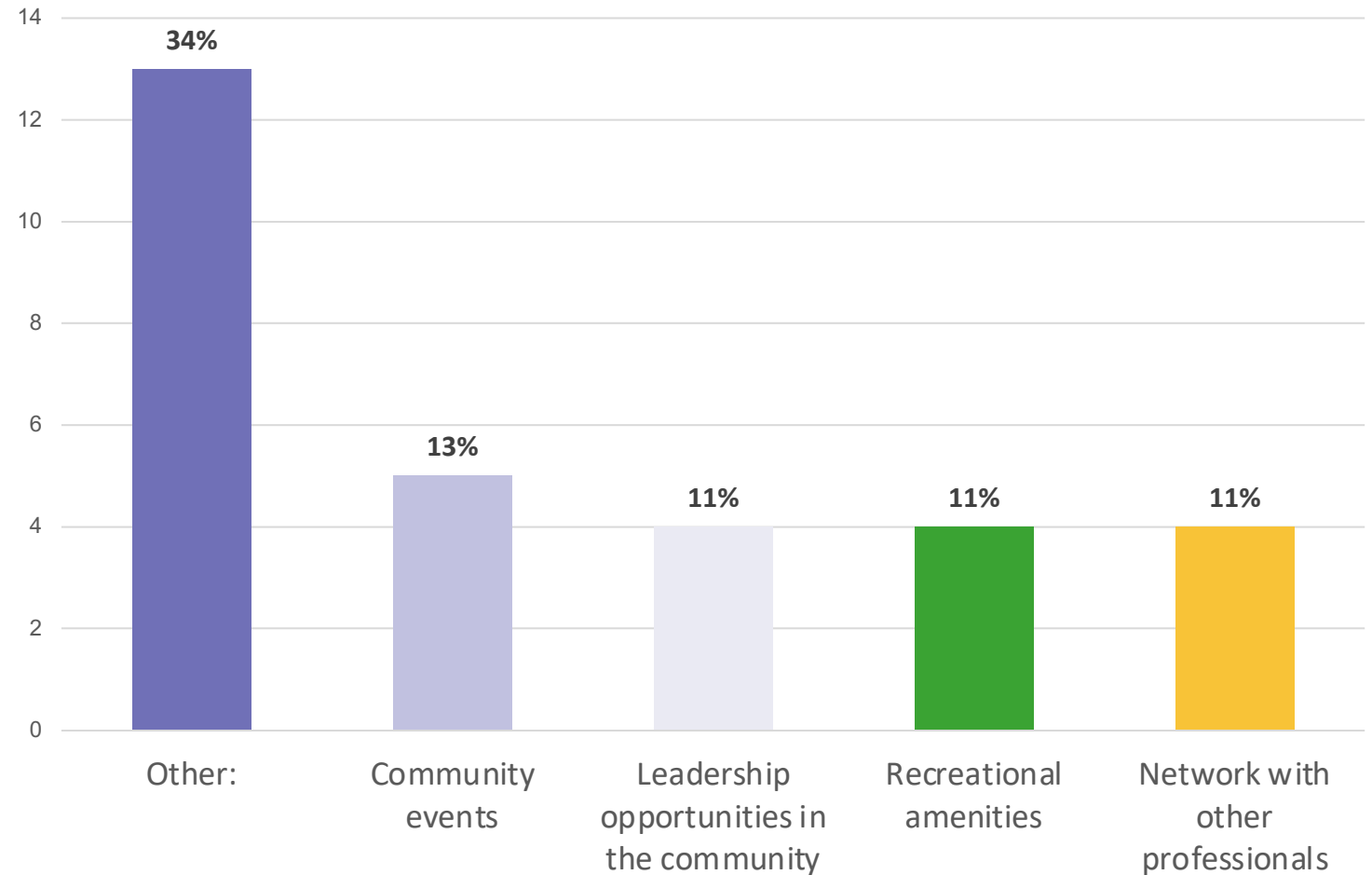
Regional development efforts can support families and intentionally help in-migrants build social connections within organizations.

Alumni & Resident Survey in Buchanan County

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

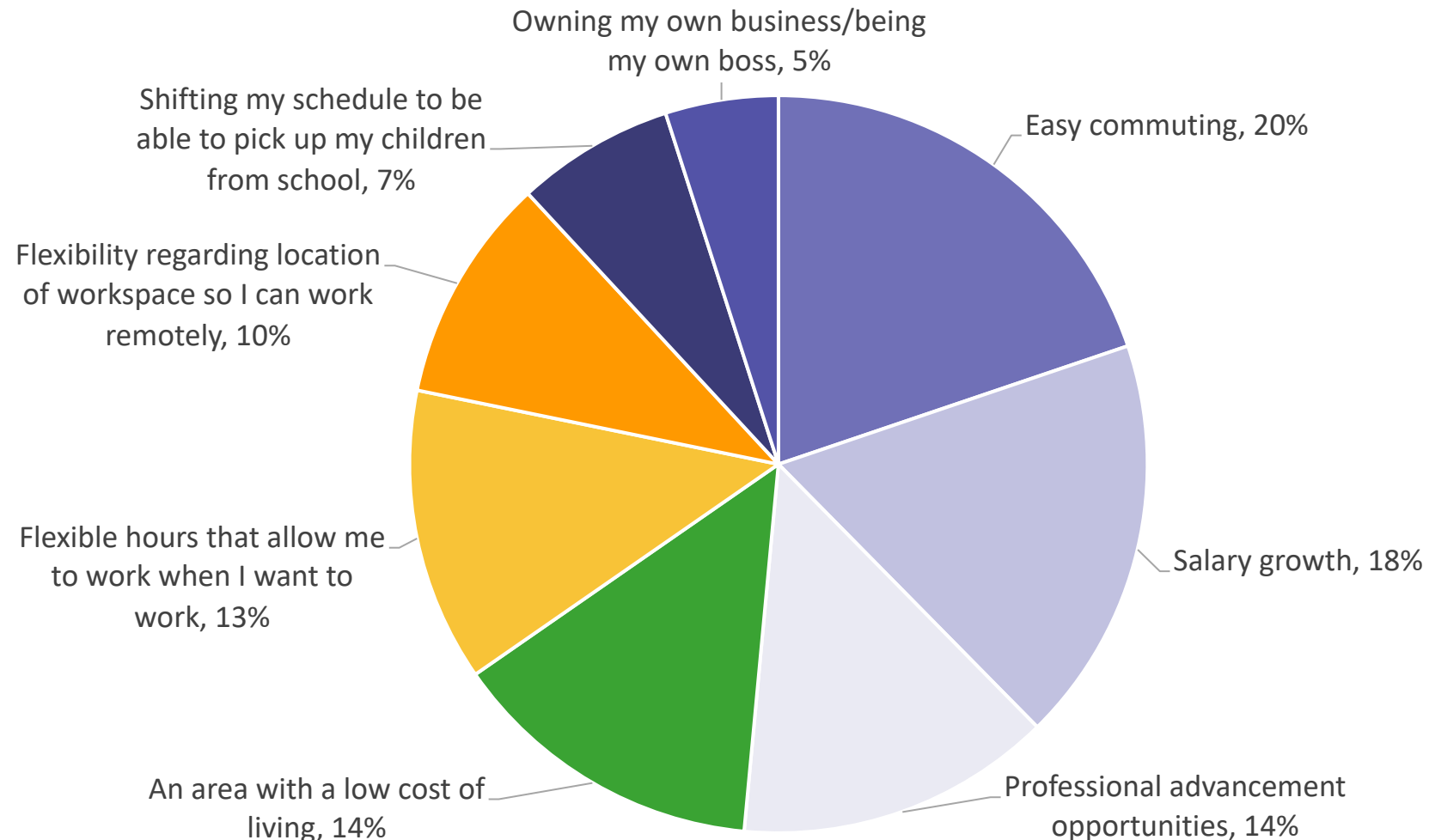
People who have left indicate more community events, leadership opportunities, recreational amenities, and networking opportunities would make it easier for them to move back.

The most common "Other" responses involved increased safety.



Alumni & Resident Survey in Buchanan County

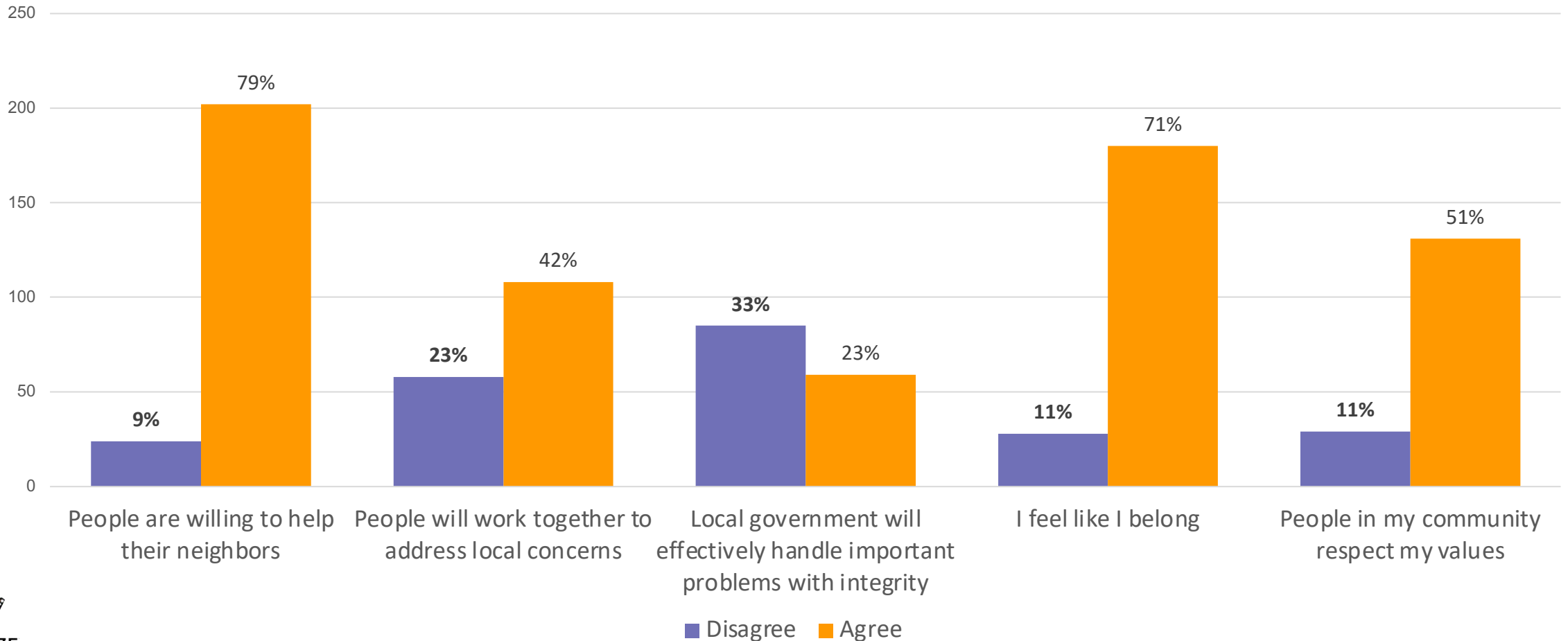
Respondents value easy commuting and salary growth opportunities as they assess job opportunities



How can Buchanan County strengthen its communities?

Alumni & Resident Survey in Buchanan County

Respondents have a variety of perspectives on strengthening Buchanan County



Alumni & Resident Survey in Buchanan County

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

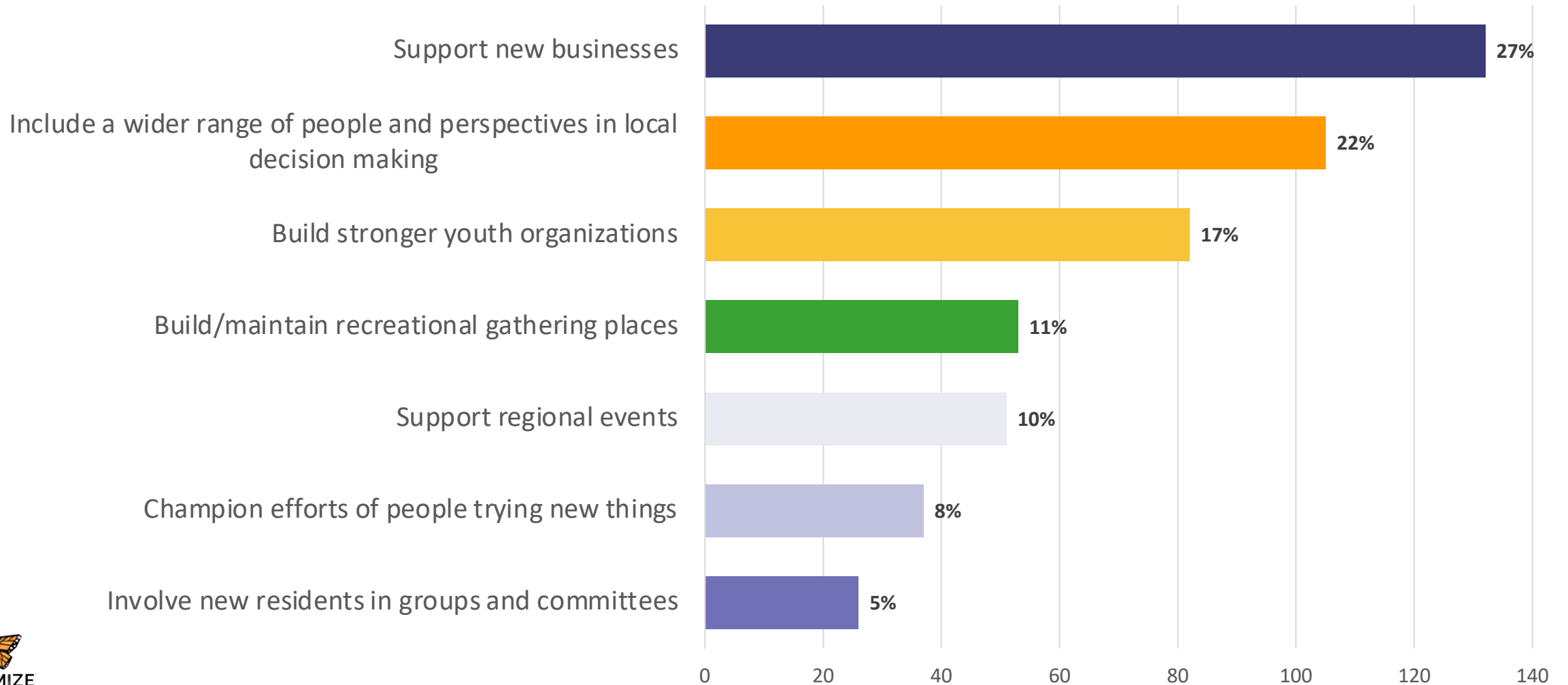


What changes worry you the most about the future of Northwest Missouri?



Alumni & Resident Survey in Buchanan County

What efforts would you support in your community?



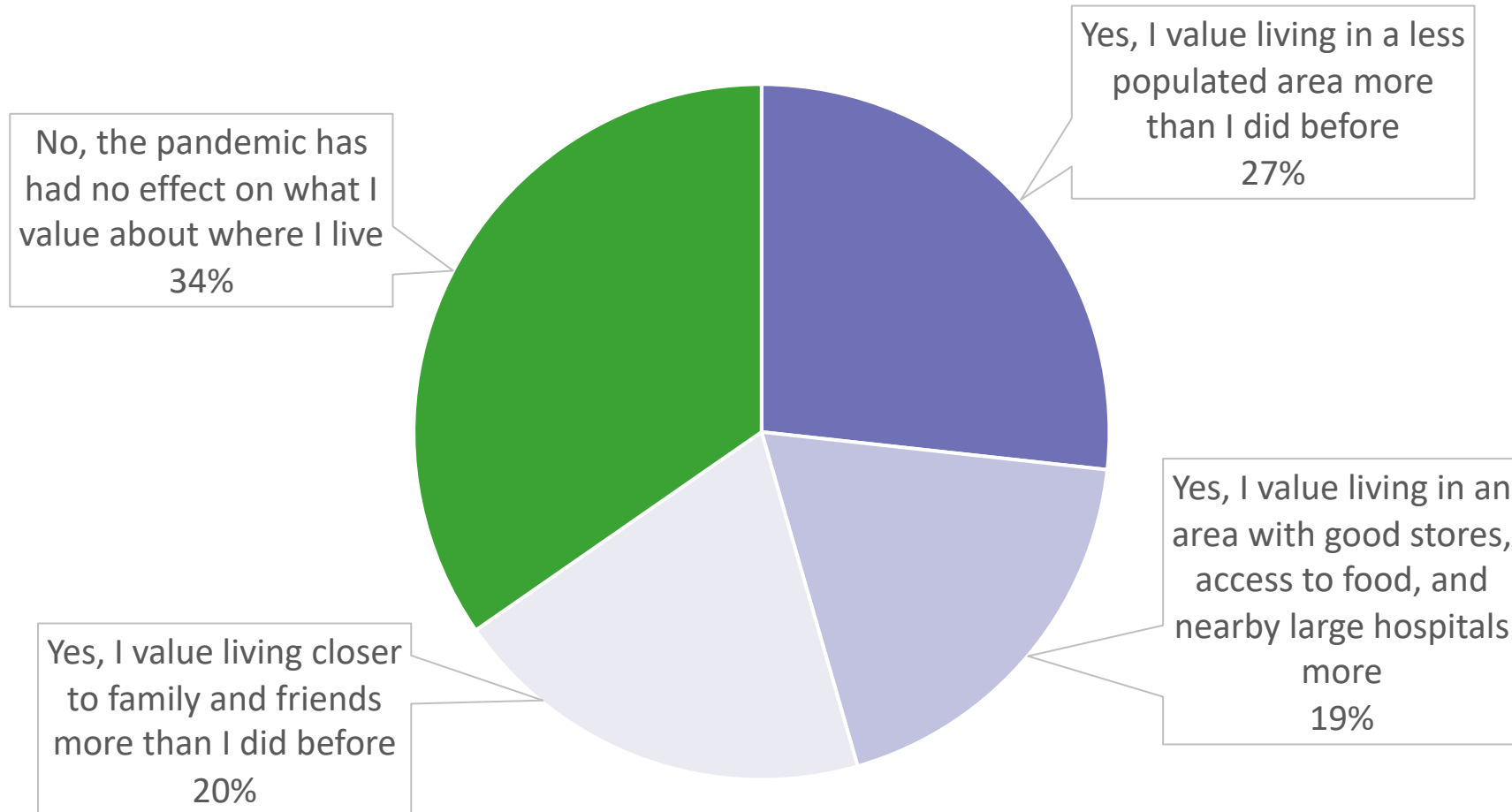
Alumni & Resident Survey in Buchanan County

28% of respondents in Buchanan 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	28%	229
Volunteered time to any local service agency or organization	20%	159
Helped raise money for a local cause	16%	132
Attended a public hearing, town hall, community forum, or city council meeting	13%	105
Served in a leadership role outside my workplace	12%	98
Participated on the board of any local service agency or organization	9%	76
Applied or ran for local public office	1%	7
Other:	0%	4
Total	100%	810

Alumni & Resident Survey in Buchanan County

34% of respondents said COVID-19 has had no effect on what they value about where they live



Alumni & Resident Survey in Buchanan County

Where can Buchanan 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



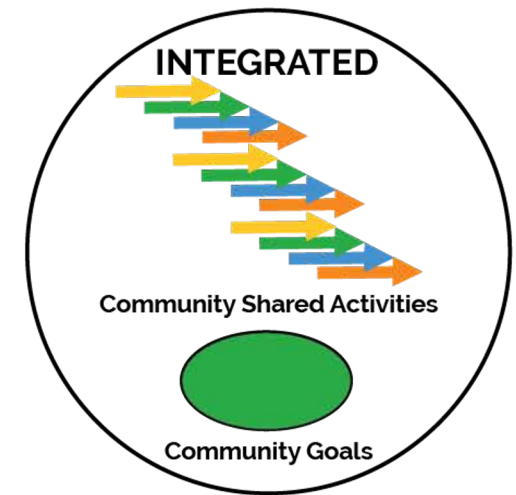
PROACTIVE



ALIGNED



INTEGRATED

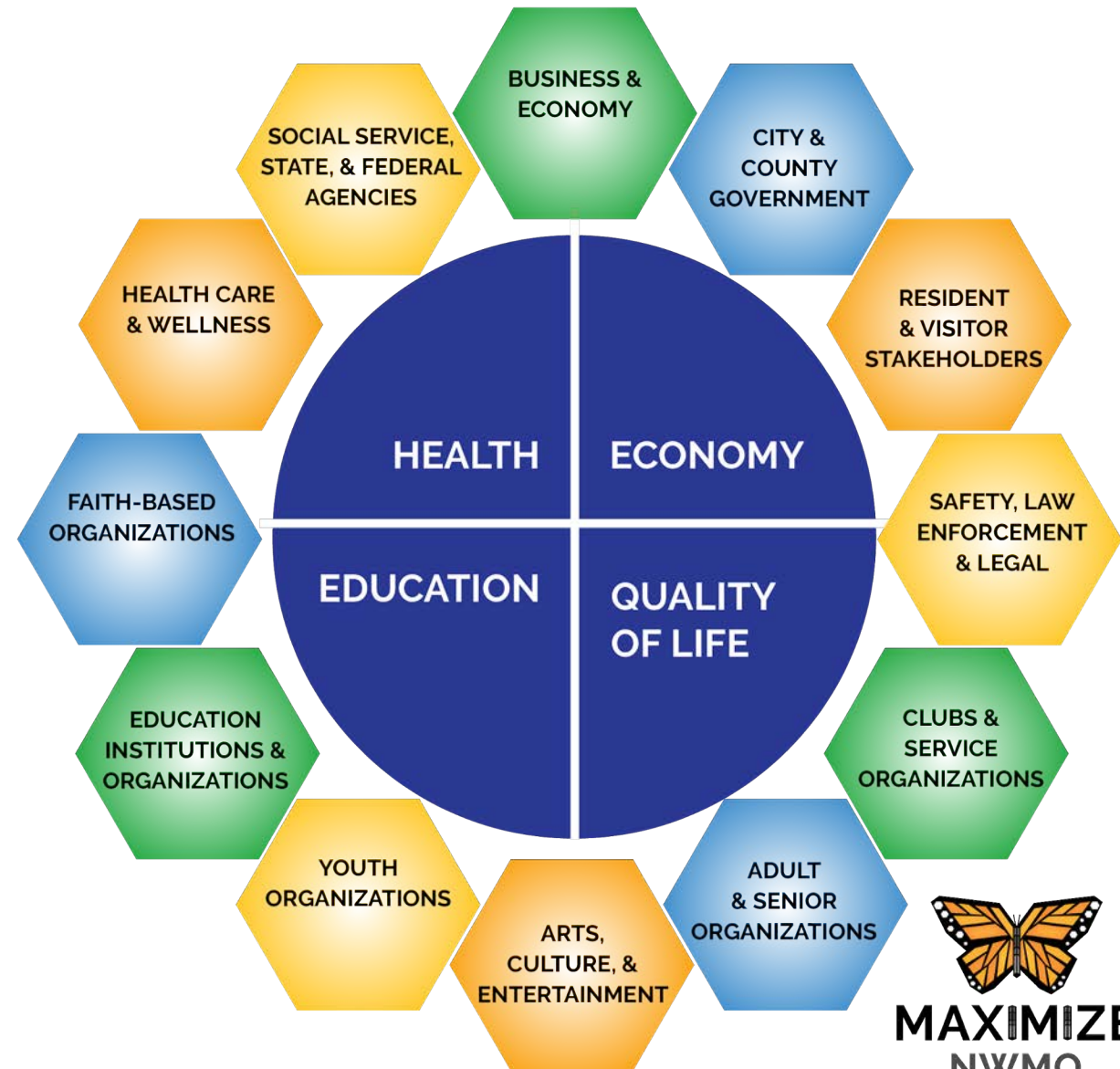


Local and regional communities respecting individual interests while working together on shared needs.

INCLUSIVE APPROACH
IT TAKES
EVERYONE
WORKING
TOGETHER

Many Voices,
One Vision

COMMUNITY CORE ELEMENTS & PARTICIPANTS



MAXIMIZE
NWMO

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

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