

Baseline Data and the 2020 Alumni & Resident Survey

March 17, 2021



Linn County Northwest Missouri

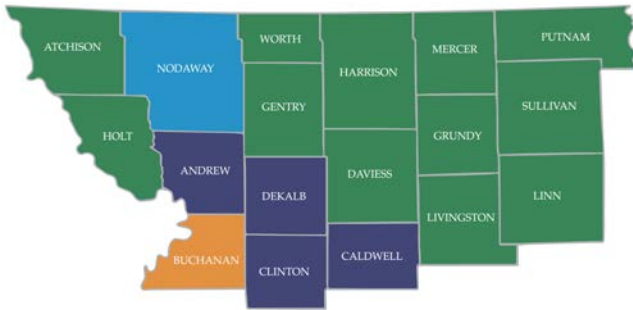
The Community Foundation of Northwest Missouri thanks the many volunteers working through the Maximize NWMO Communications CollaborACTION Team, the MU Extension Exceed Team of Dr. Mallory L. Rahe, Dr.

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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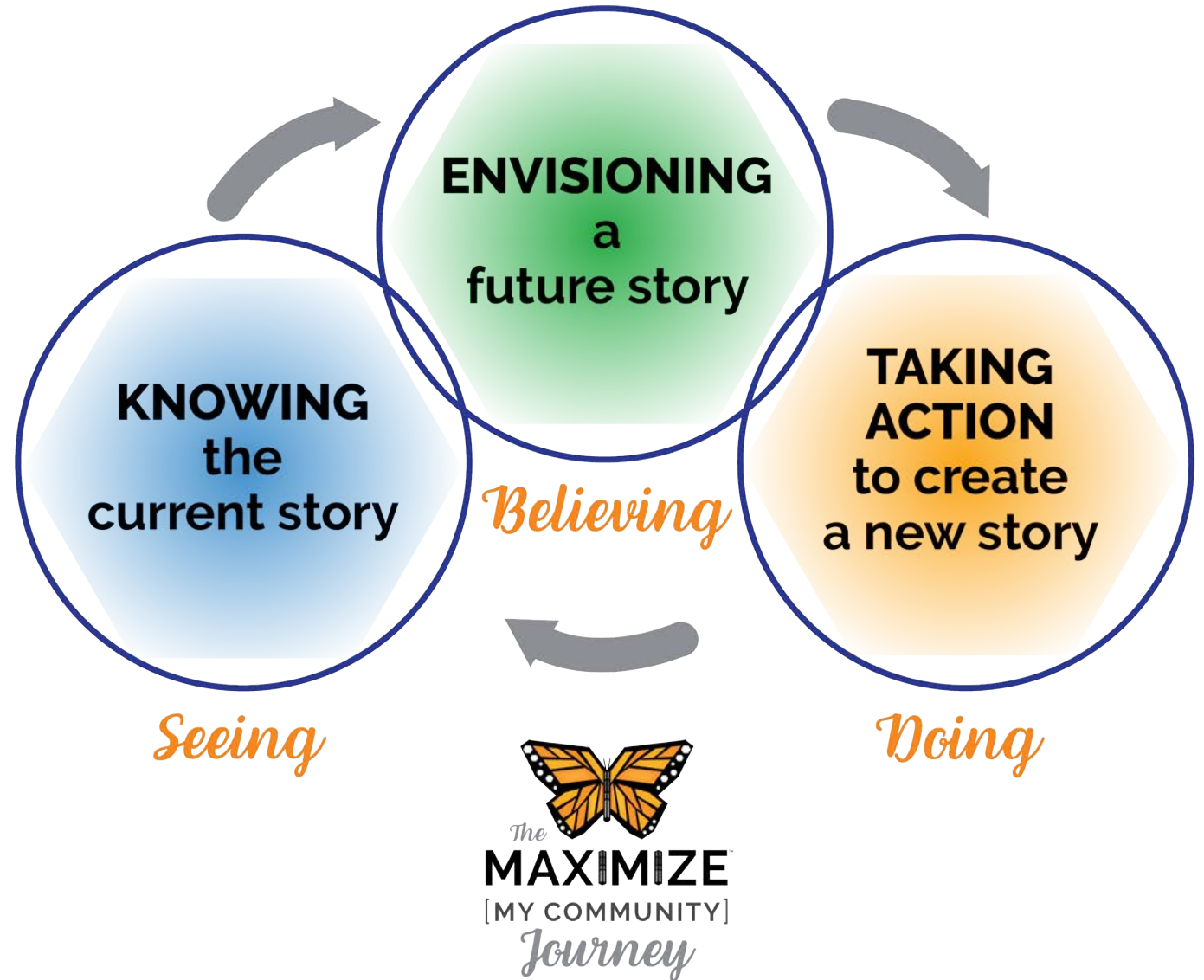


ENGAGING AND SUPPORTING LEADERS in NWMO



Vision

Thriving region, vibrant
communities, prosperous
people.



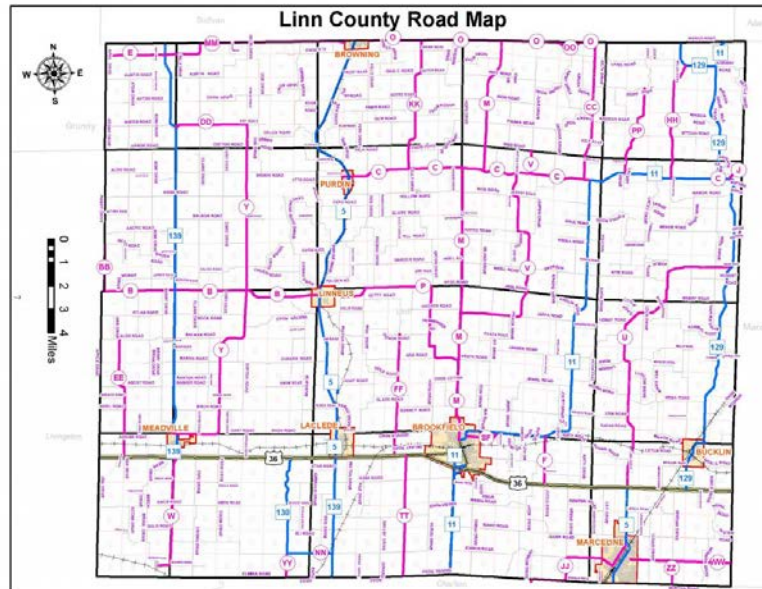
GEOGRAPHIC AREA

LOCATION Linn County, Missouri

615.59 sq.
miles

Largest
Community:
Brookfield

County Seat:
Linneus



<https://linncomo.com/county-maps/>



[https://www.acrevalue.com/map/MO/Linn/?lat=39.884139
&lng=-93.07028&zoom=11](https://www.acrevalue.com/map/MO/Linn/?lat=39.884139&lng=-93.07028&zoom=11)

Demographic Diversity

POPULATION

Data Indicator		Linn County	Missouri	United States
Total Population	Total Population	12,113	6,104,910	324,697,795
	Total Land Area (Sq. Miles)	615.59	68,746.51	3,532,068.58
	Population Density (Per Sq. Mile)	19.68	88.80	91.93

Data Source: US Census Bureau, [American Community Survey](#). 2014-18. Source geography: Tract
<https://allthingsmissouri.org>, 2/3/2021

GENDER

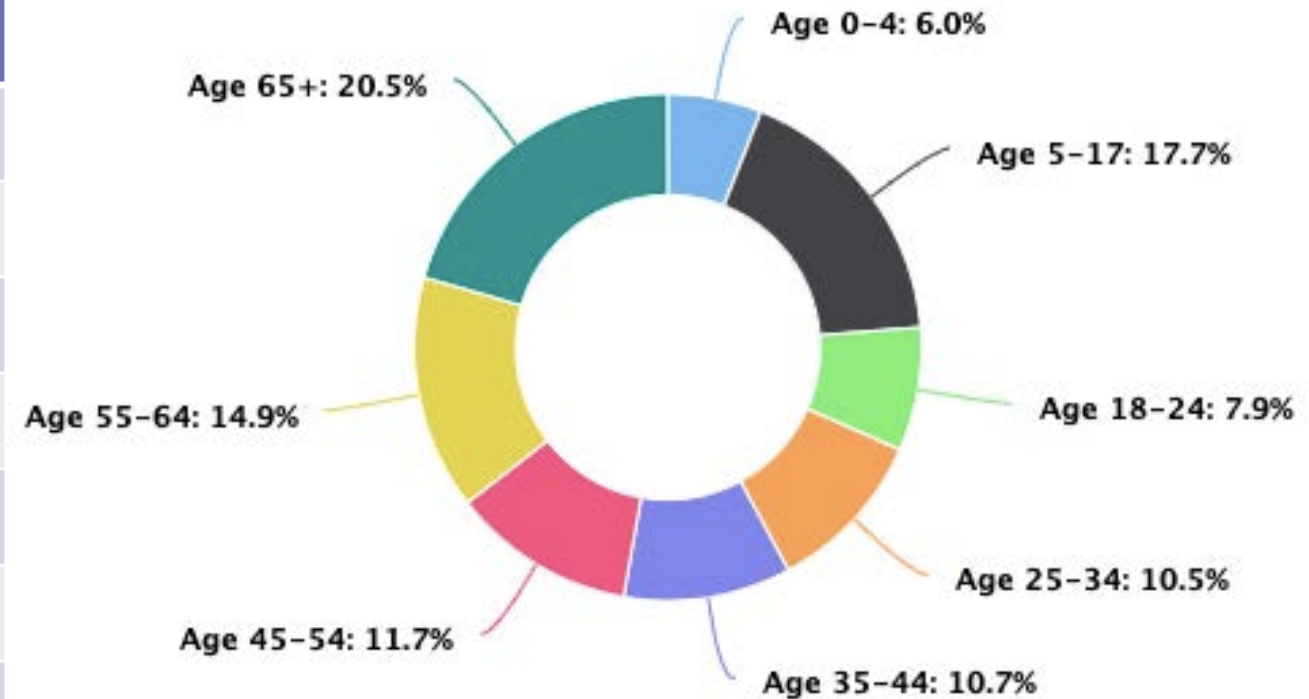
Data Indicator	Female	Male
Total Population by Gender	6,228	5,885
	51.42%	48.58%



Demographic Diversity

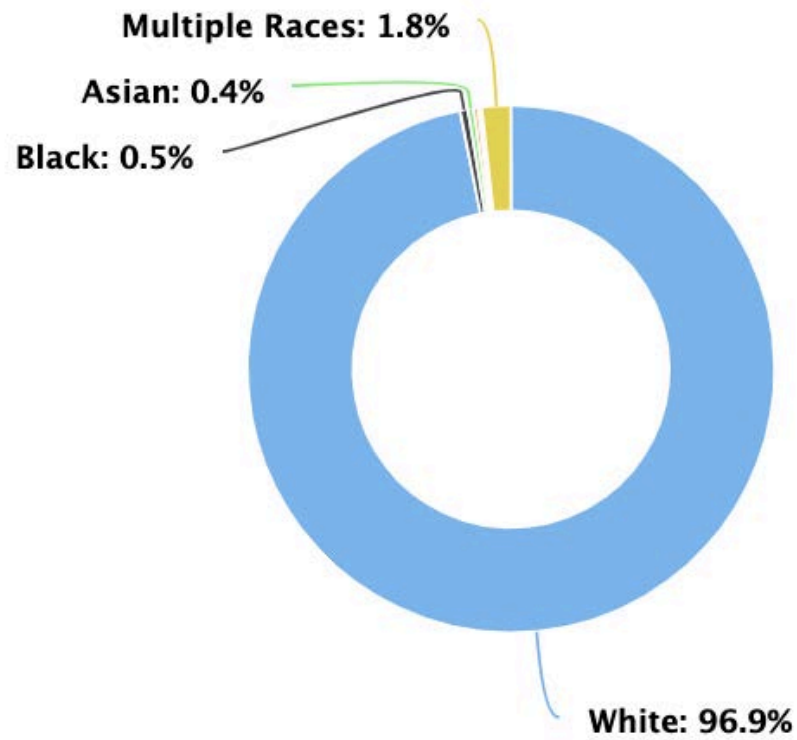
AGE

Total Population by Age Group	Linn County	Missouri	United States
Age 0-4	727	371,570	19,767,670
Age 5-17	2,149	1,010,042	53,661,722
Age 18-24	954	573,249	30,646,327
Age 25-34	1,271	813,407	45,030,415
Age 35-44	1,295	738,183	40,978,831
Age 45-54	1,420	769,927	42,072,620
Age 55-64	1,810	821,807	41,756,414
Age 65+	2,487	1,006,725	50,783,796



Demographic Diversity

RACE



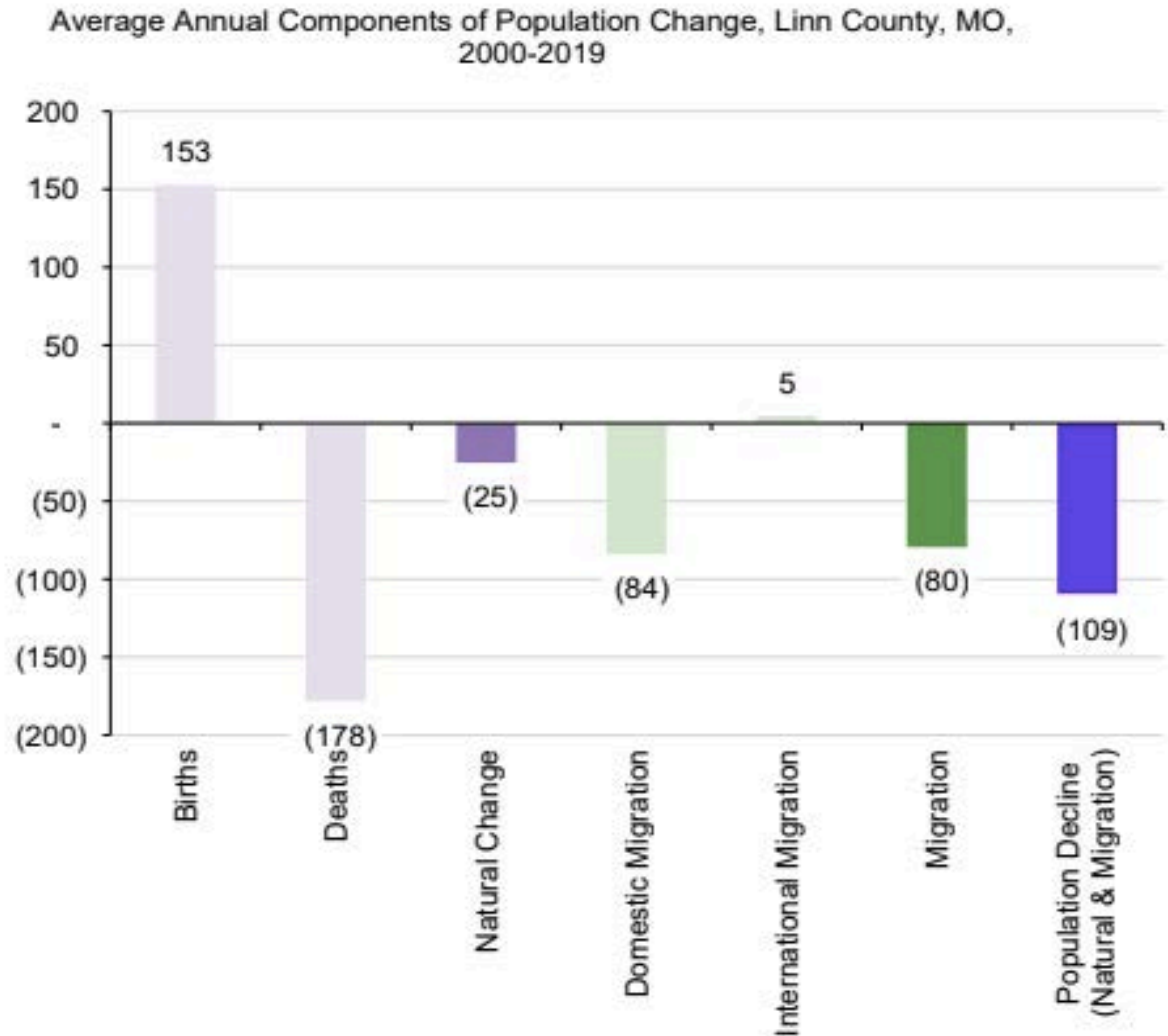
Total Population by Race Alone	Linn County	Missouri	United States
White	96.91%	82.24%	72.75%
Black	0.47%	11.57%	12.67%
Asian	.35%	1.92%	5.44%
Native American/ Alaska American	.26%	.44%	.84%
Native Hawaiian or Pacific Islander	.07%	.11%	.18%
Some Other Race	.16%	1.17%	4.89%
Multiple Race	1.77%	2.55%	3.23%

Data Source: US Census Bureau, [American Community Survey](https://www.census.gov/data/tables/2019/american-community-survey/2019/race.html). 2014-18. Source geography: Tract
<https://allthingsmissouri.org>, 2/3/2021

POPULATION CHANGE

From 2000-2019:

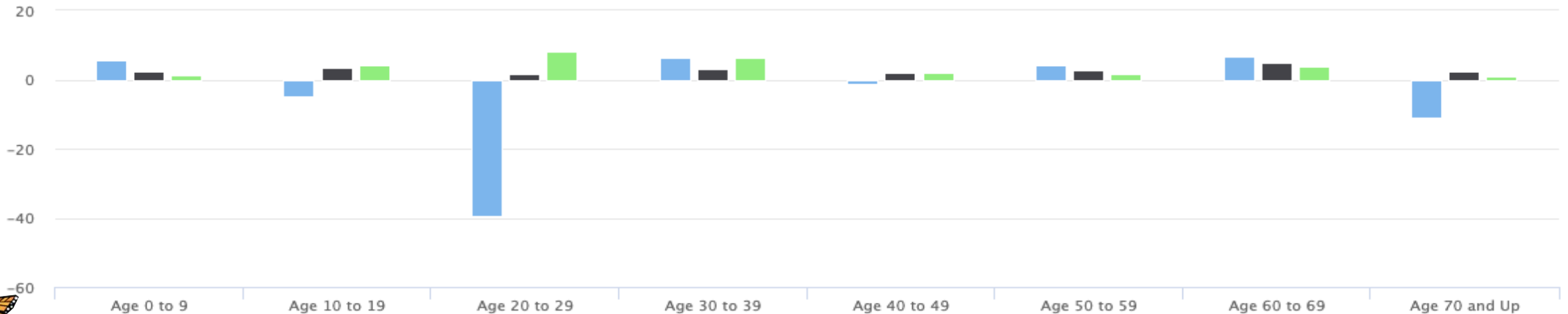
- Population in Linn County shrank by 1,802, a 13% decrease
- Natural change contributed to 23% of population change
- Migration contributed to 73% of population change



Demographic Diversity

NET MIGRATION 2000 - 2010

Total Population	Linn County	Missouri	United States
Natural Change	35	497,727	30,987,709
Net Migration	-784	163,447	10,776,072
Migration Rate	-5.81%	2.81%	3.60%



Quality of Life: Built Environment & Infrastructure

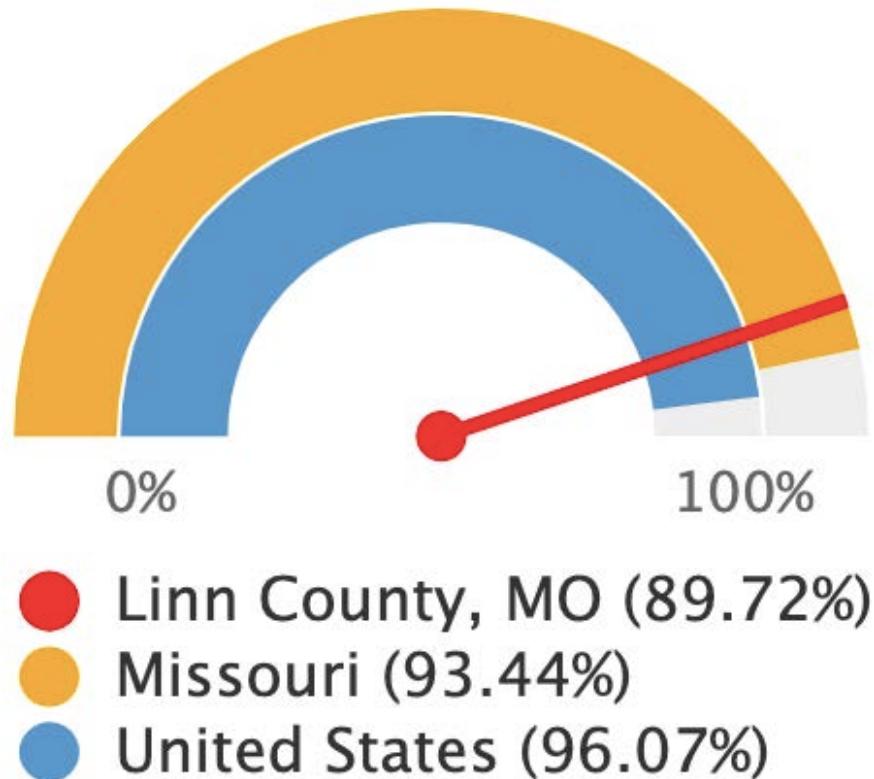
HOUSING

Data Indicator	Indicator Variable	Linn County	State Average
Housing – Substandard Housing	Total Occupied Housing Units	5,106	2,414,521
	Occupied Housing Units with One or More Substandard Conditions	897	628,785
	Occupied Housing Units with One or More Substandard Conditions, Percent	17.57%	26.05%
Renter-Occupied Housing	Total Occupied Housing Units	5,106	2,414,521
	Renter-Occupied Housing Units	1,385	802,535
	Percent Renter-Occupied Housing Units	27.12%	33.24%

<https://allthingsmissouri.org>, 2/5/2021

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

HEALTHCARE

Data Indicator	Indicator Variable	Linn County	MO State Average
Access to Primary Care	Total Population (2017)	12,172	6,108,612
	Primary Care Physicians (2017)	5	4,275
	Primary Care Physicians, Rate per 100,000 Pop.	41.08	70
Insurance - Uninsured Adults	Total Population Age 18 - 64	6,643	3,604,624
	Population with Medical Insurance	5,538	3,116,160
	Percent Population With Medical Insurance	83.37%	86.45%
	Population Without Medical Insurance	1,105	488,464
	Percent Population Without Medical Insurance	16.63%	13.55%



EDUCATION

Data Indicator	Indicator Variable	Linn County	State Average
Education – High School Graduation Rate	Adjusted Student Cohort	136	64,280
	Number of Diplomas Issued	126	58,484
	Cohort Graduation Rate	92.6%	91.0%
Educational Attainment	No High School Diploma	10.62%	10.44%
	High School Only	45.7%	30.7%
	Some College	18.3%	22.4%
	Associates Degree	8.4%	7.9%
	Bachelors Degree	11.2%	17.7%
	Graduate or Professional Degree	5.7%	11.0%

Social & Economic Factors

INCOME & EMPLOYMENT

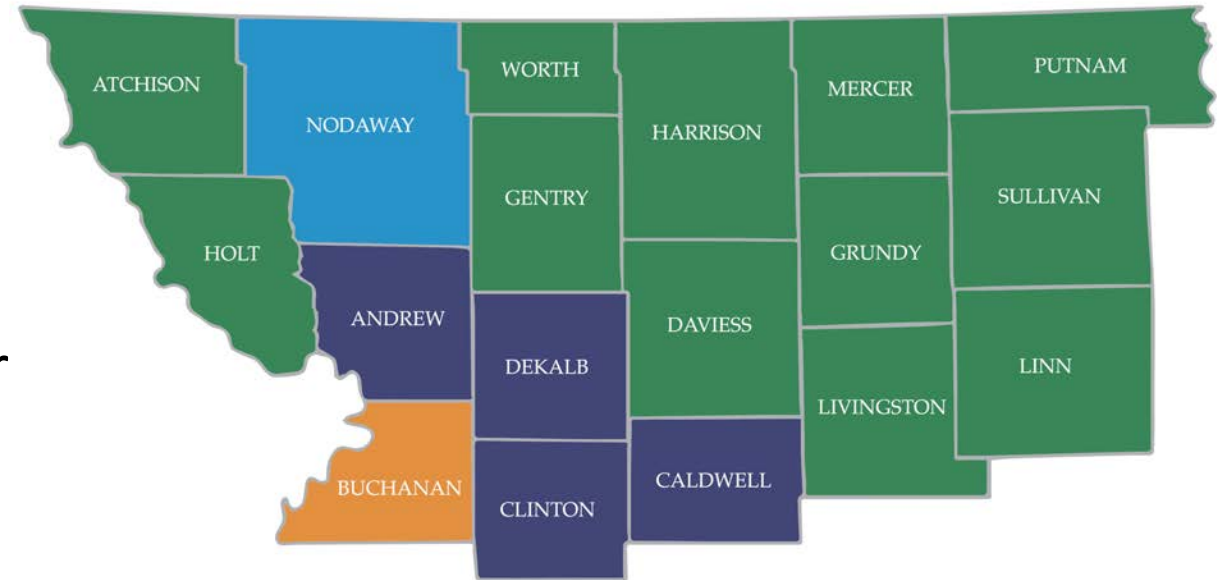
Data Indicator	Indicator Variable	Linn County	State Average
Income – Median Household Income	Total Households	5,106	2,396,271
	Average Household Income	\$59,352	\$73,145
	Median Household Income	\$45,930	\$53,560
Unemployment Rate	Labor Force	5,053	2,999,711
	Number Employed	4,865	2,871,804
	Number Unemployed	188	127,907
	Unemployment Rate	3.7%	4.3%

<https://allthingsmissouri.org>, 12/9/2020

Alumni & Resident Survey in Linn County, Missouri

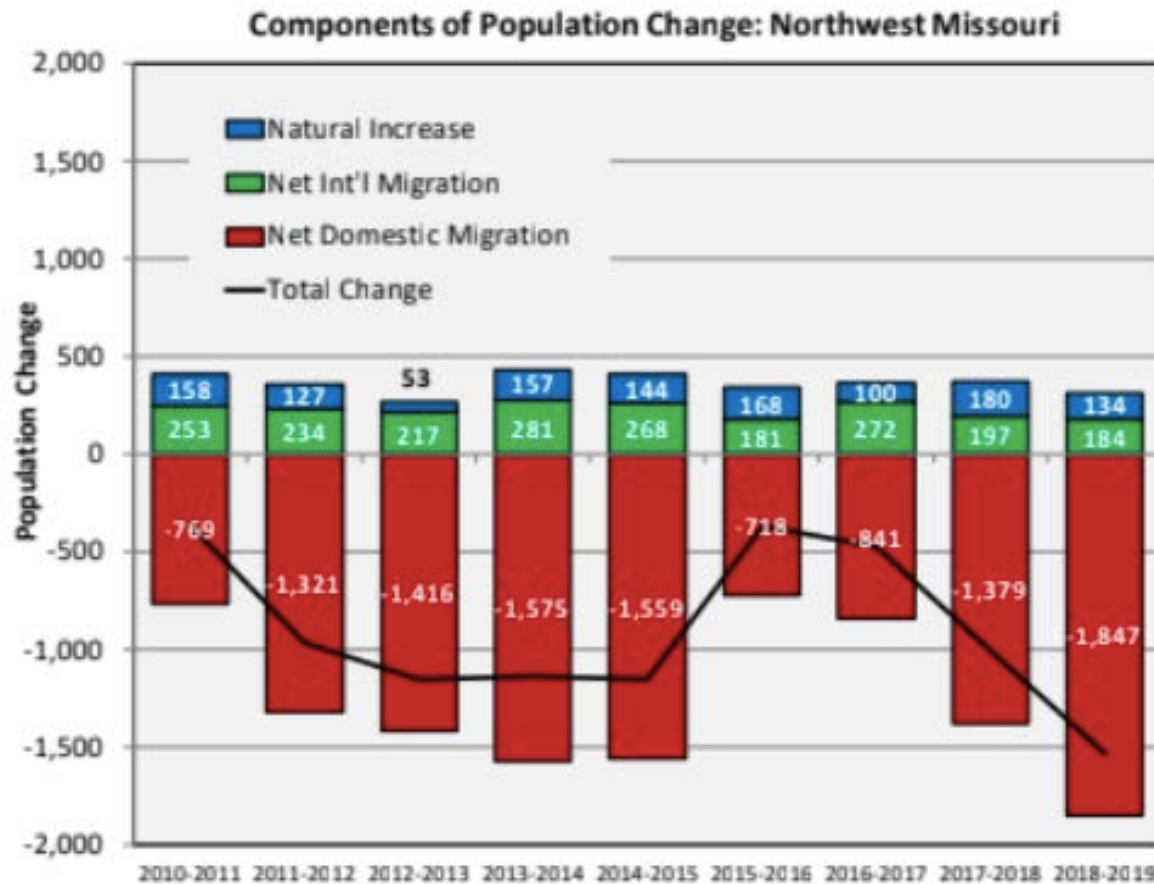
Survey Rationale

- 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.

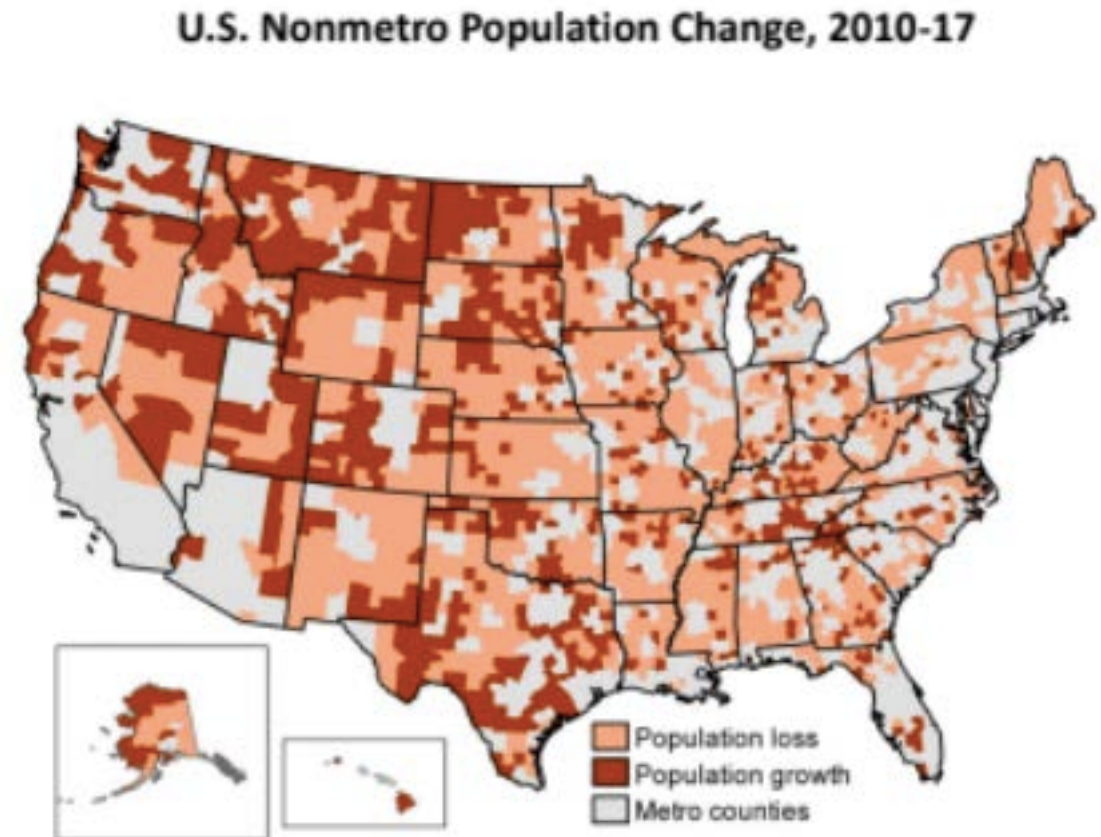


Alumni & Resident Survey

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



Source: US Census Bureau, Population Estimates Program, V2019

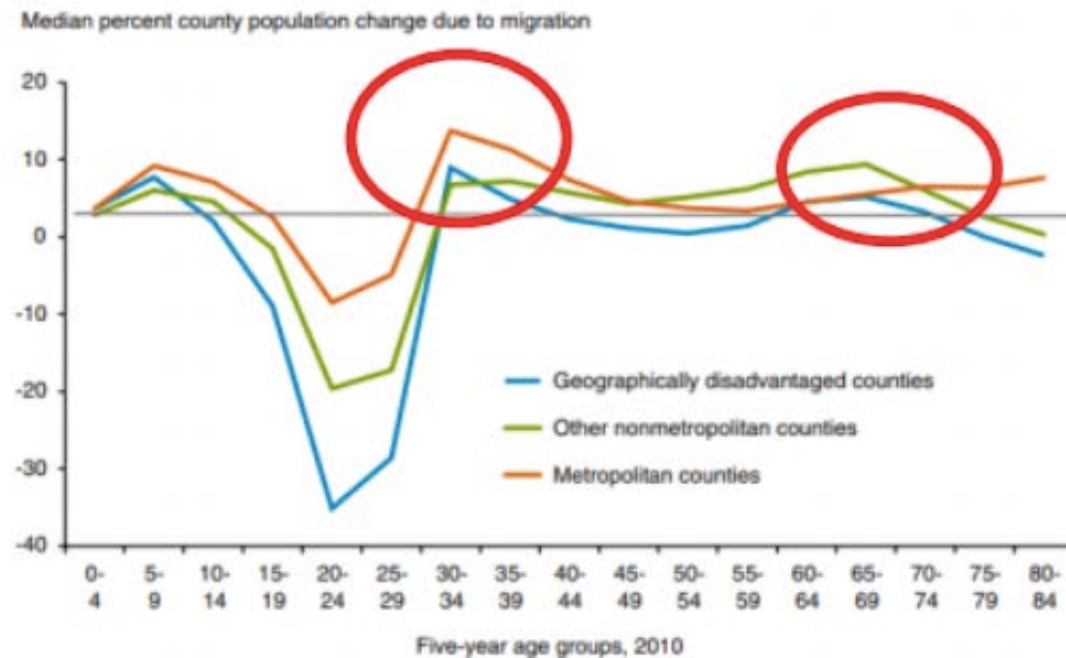


Source: USDA, Economic Research Service using data from the U.S. Census Bureau

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!

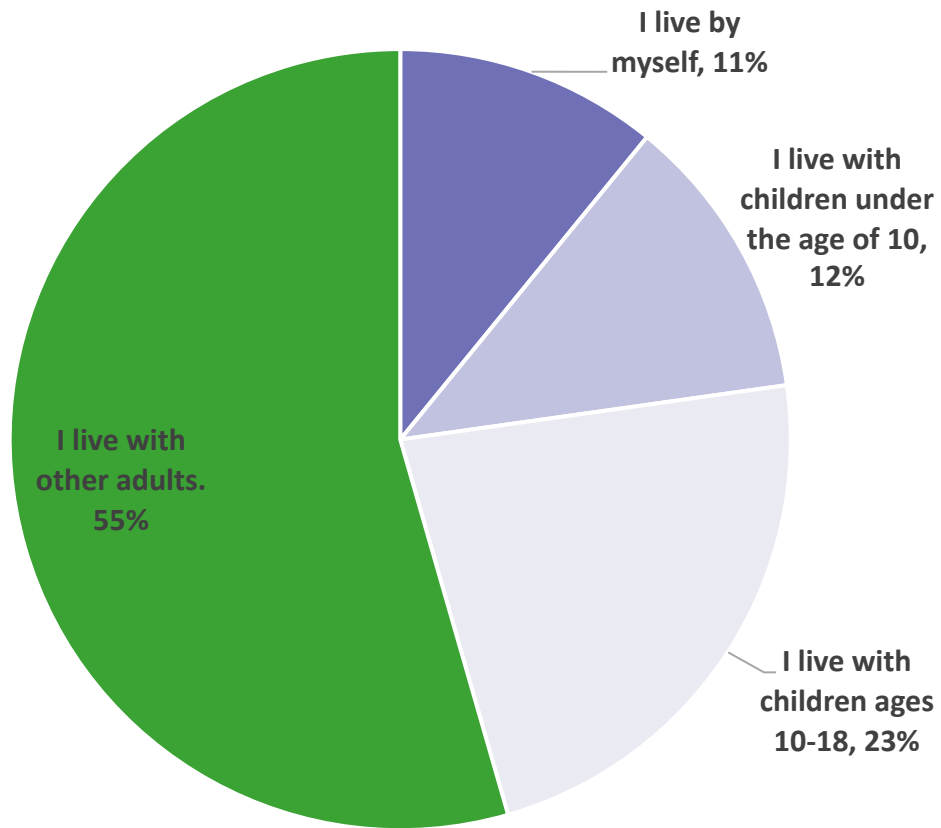
ALUMNI & RESIDENT SURVEY



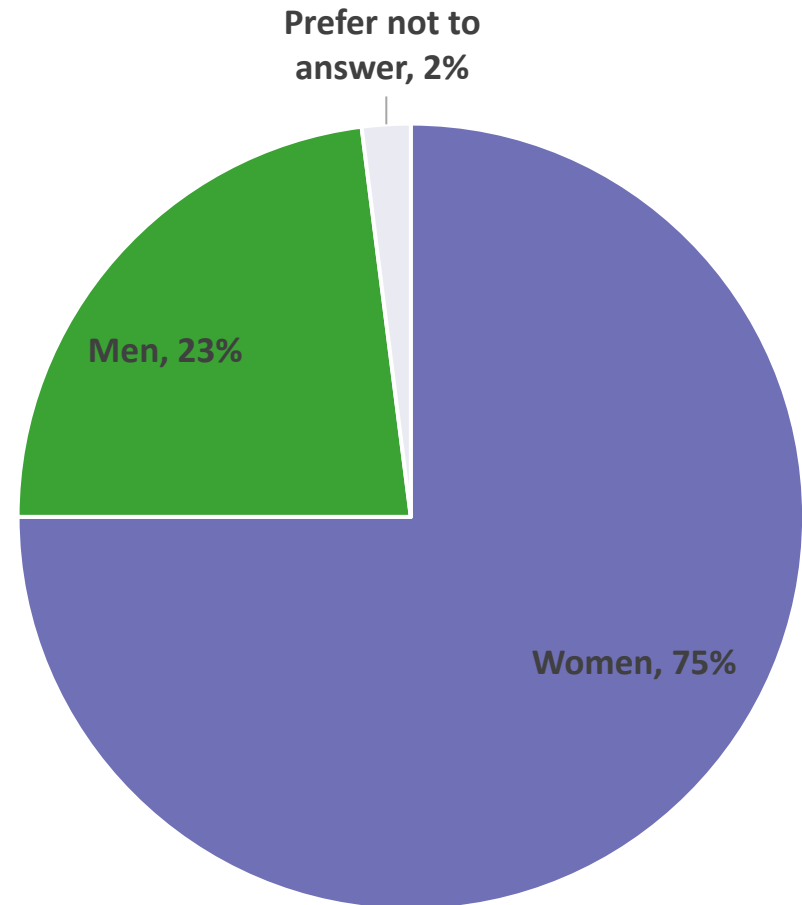
MAXIMIZE™
NWMO

Alumni & Resident Survey in Linn County

A total of 502 responses came from Linn County: 75% of respondents were women



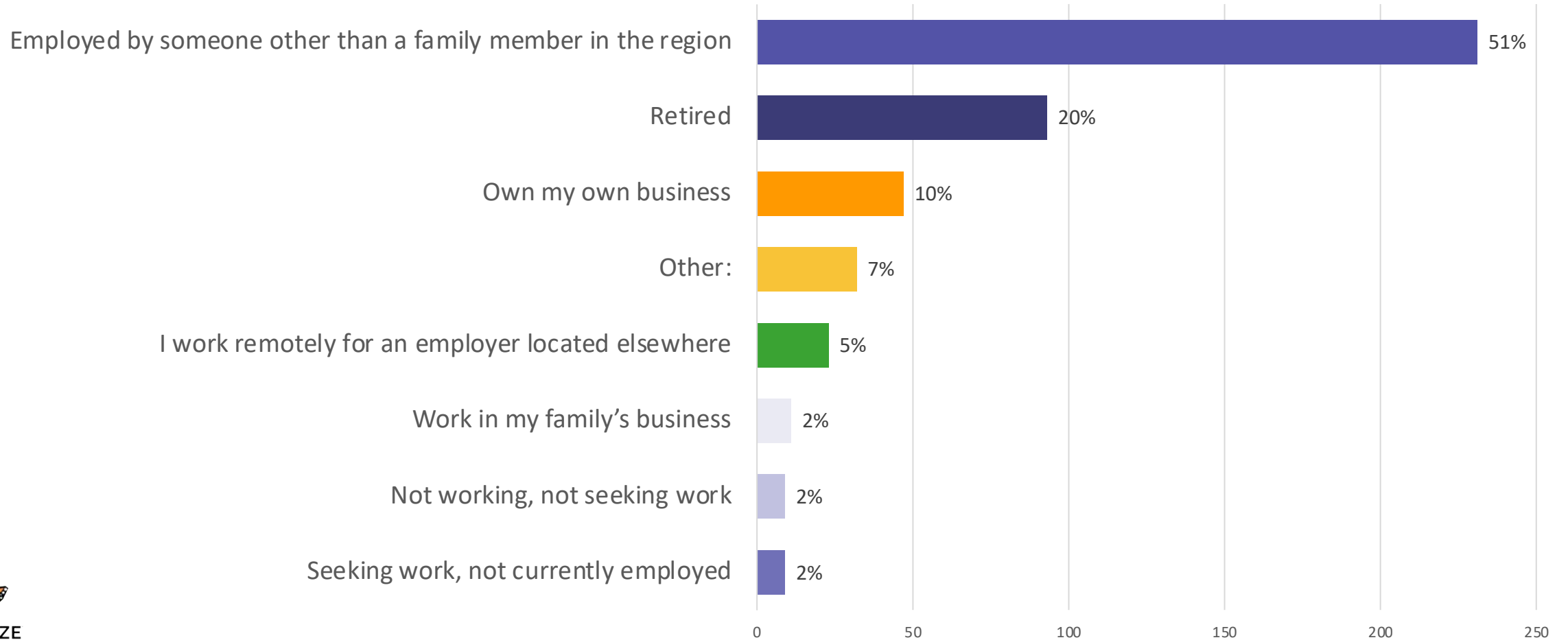
Describe your household:



I identify as:

Alumni & Resident Survey in Linn County

Respondents in Linn County reported a wide range of employment status: 10% own a business



Alumni & Resident Survey in Linn County

Of the 502 respondents from Linn County, 84% earned their high school diploma in the county, 23% 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).

Linn County

	%	Count
I earned my high school diploma here	84%	427
I earned a different degree/certificate here	23%	89
I have lived and/or worked here 4 or more years	91%	502

The Best Things about Linn County

Alumni & Resident Survey in Linn County

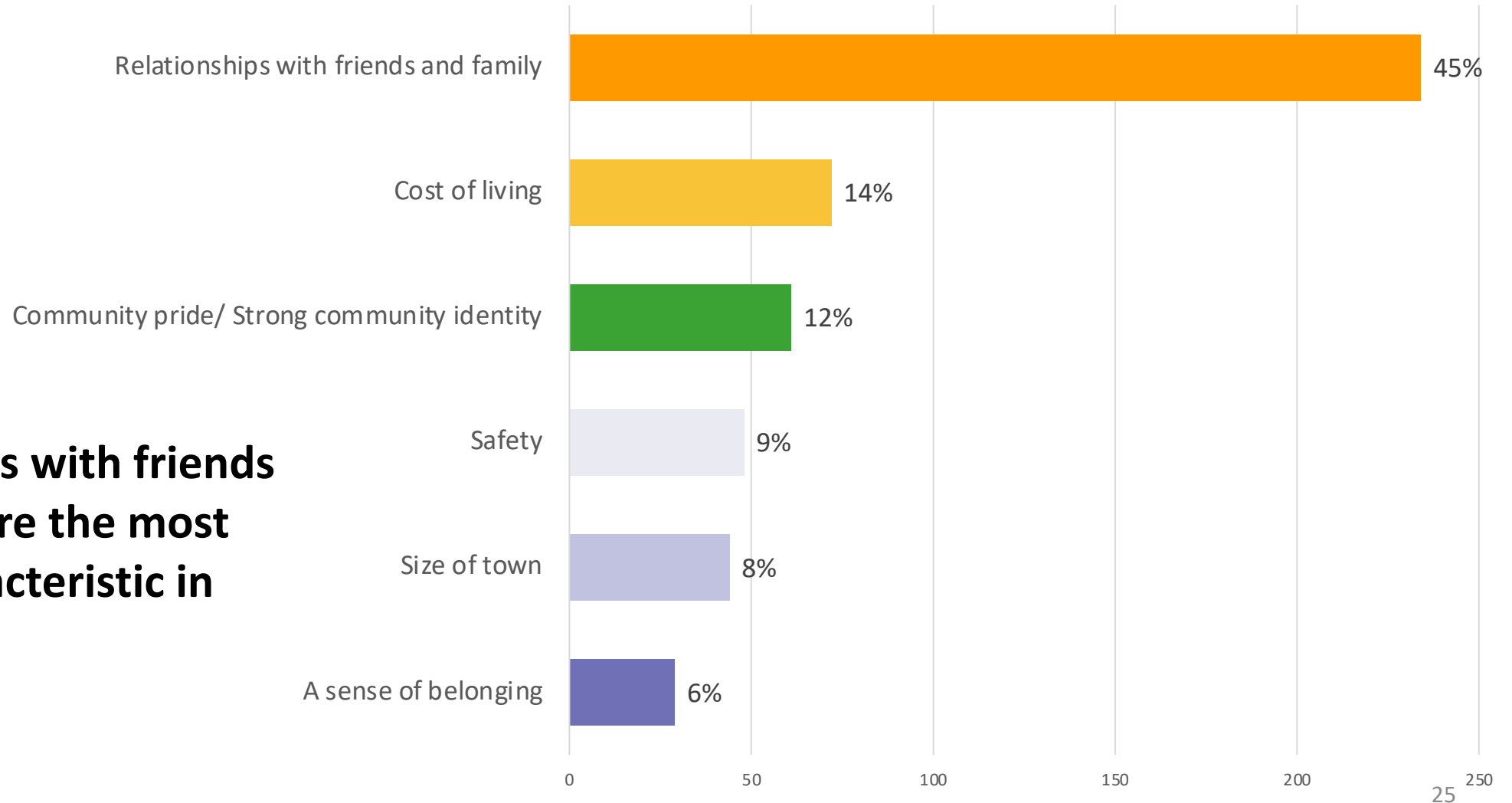
Respondents in Linn County value their relationships with friends and family, low cost of living, size of town, safety, community pride, sense of belonging and scenic beauty.

What do/did you value about the place you experience(ed) in Northwest Missouri?	%	Count
Relationships with friends and family	16%	445
Cost of living	13%	368
Size of town	12%	323
Safety	11%	310
Community pride/ Strong community identity	11%	289
A sense of belonging	9%	246
Scenic beauty (natural and architectural)	7%	197
Access to food sources (restaurants, grocery stores, processors, farms)	4%	105
Distance to urban areas	4%	99
Access to essential stores	3%	76
Recreation opportunities	2%	66
Educational opportunities for myself and those I care about	2%	62
Housing availability	2%	62
Healthcare	1%	36
Job opportunities for talented workers	1%	31
Access to arts and cultural activities	1%	17
Other:	1%	15
Total	100%	2747



Alumni & Resident Survey in Linn County

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



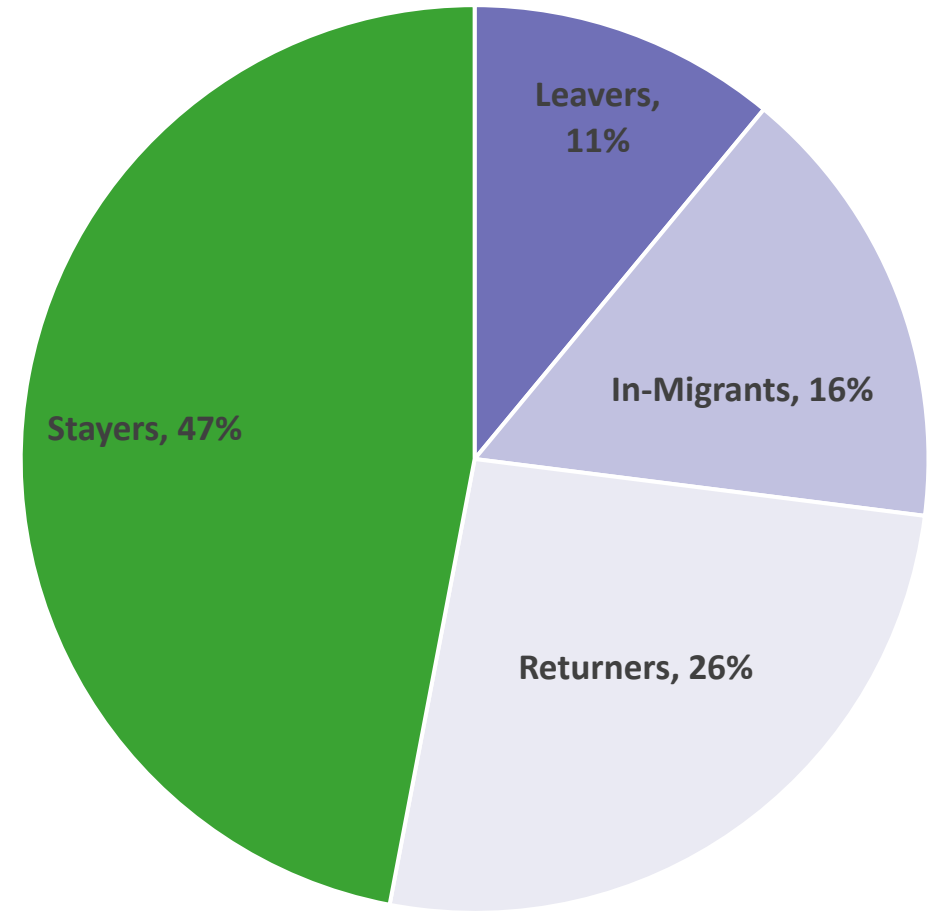
Relationships with friends and family are the most valued characteristic in Linn County

What drives migration decisions in Linn County?

Respondents in Linn 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 Linn County

People stay in Linn 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	37%	210
Want my kids to grow up like I did	18%	105
Always knew I wanted to stay	9%	49
Engagement in my community	8%	46
Support my spouse	8%	45
Support a family business	5%	30
Wage and salary job opportunities	4%	25
Faith-based opportunities	3%	16
Entrepreneurship or business ownership opportunities	2%	12
Educational opportunities	2%	12
Climate and geography	2%	12
Other:	1%	7
Diversity and inclusiveness of many perspectives and people	1%	3
Total	100%	572

Alumni & Resident Survey in Linn 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	37%	87
Educational opportunities	22%	53
Support my spouse	12%	29
Other:	8%	19
Always knew I wanted to leave	6%	15
Diversity and inclusiveness of many perspectives and people	5%	11
Provide a certain quality of life for my children	3%	6
Climate and geography	3%	6
To be near family and friends	2%	5
Entrepreneurship or business ownership opportunities	2%	5
Engagement in my community	0%	1
Total	100%	237

Which of the following reasons were the primary reason you moved back to the region?	%	Count
To be near family and friends	60%	84
Want my kids to grow up like I did	15%	21
Job opportunities	6%	8
Always knew I wanted to come back	5%	7
Support my spouse	4%	6
Entrepreneurship or business ownership opportunities	2%	3
Support a family business	1%	2
Engagement in my community	1%	1
Total	100%	140

Alumni & Resident Survey in Linn County

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

In-Migrants were drawn into Linn County by family connections, friendships and to support their spouse.

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	36%	135
Want my kids to grow up like I did	13%	48
Support my spouse	12%	46
Always knew I wanted to come back	9%	33
Wage or salary job opportunities	8%	29
Other:	7%	26
Support a family business	5%	17
Engagement in my community	4%	14
Entrepreneurship or business ownership opportunities	3%	12
Climate and geography	2%	8
Educational opportunities	1%	4
Faith-based opportunities	1%	4
Diversity and inclusiveness of many perspectives and people	0%	1
Total	100%	377

Alumni & Resident Survey in Linn County

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

This is consistent with why returners leave as well.

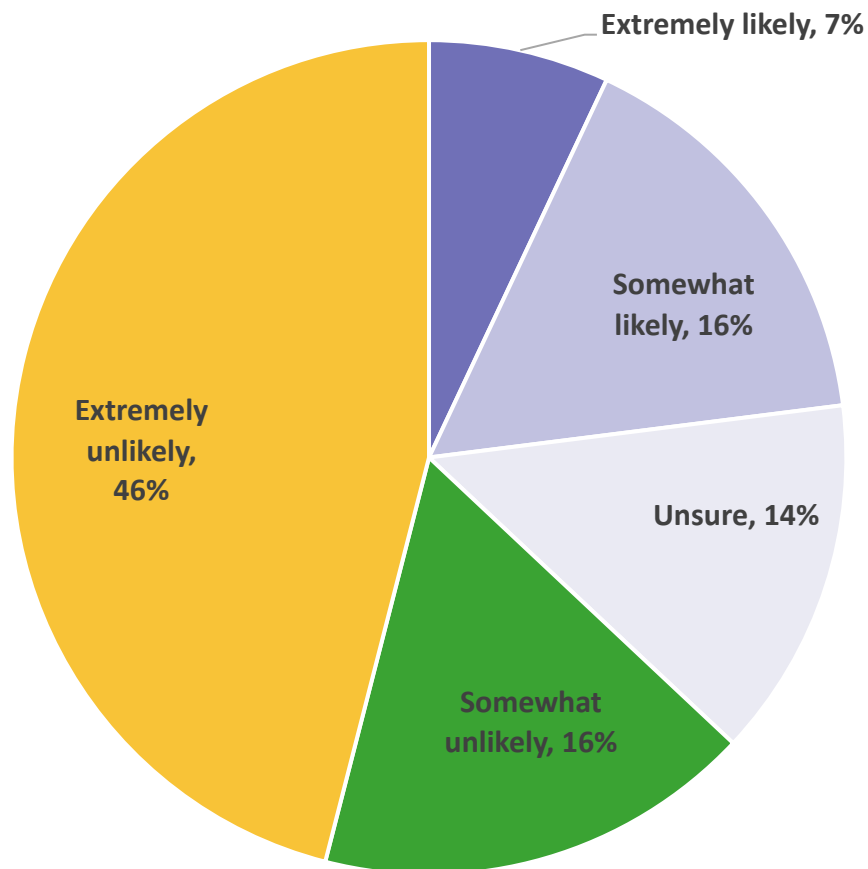
People have different preferences for place, 8% of all responding leavers knew they always wanted to leave.

Which of the following reasons contributed to your decision to leave the region?	%	Count
Wage or salary job opportunities	29%	40
Educational opportunities	16%	23
Support my spouse's career	16%	22
Provide a certain quality of life for my children	9%	13
Diversity and inclusiveness of many perspectives and people	9%	13
Always knew I wanted to leave	8%	11
To be near family and friends	4%	5
Entrepreneurship or business ownership opportunities	3%	4
Climate and geography	3%	4
Other:	3%	4
Faith-based opportunities	1%	1
Total	100%	140

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

Nearly 1 in 4 respondents in Linn County may choose to move

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



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

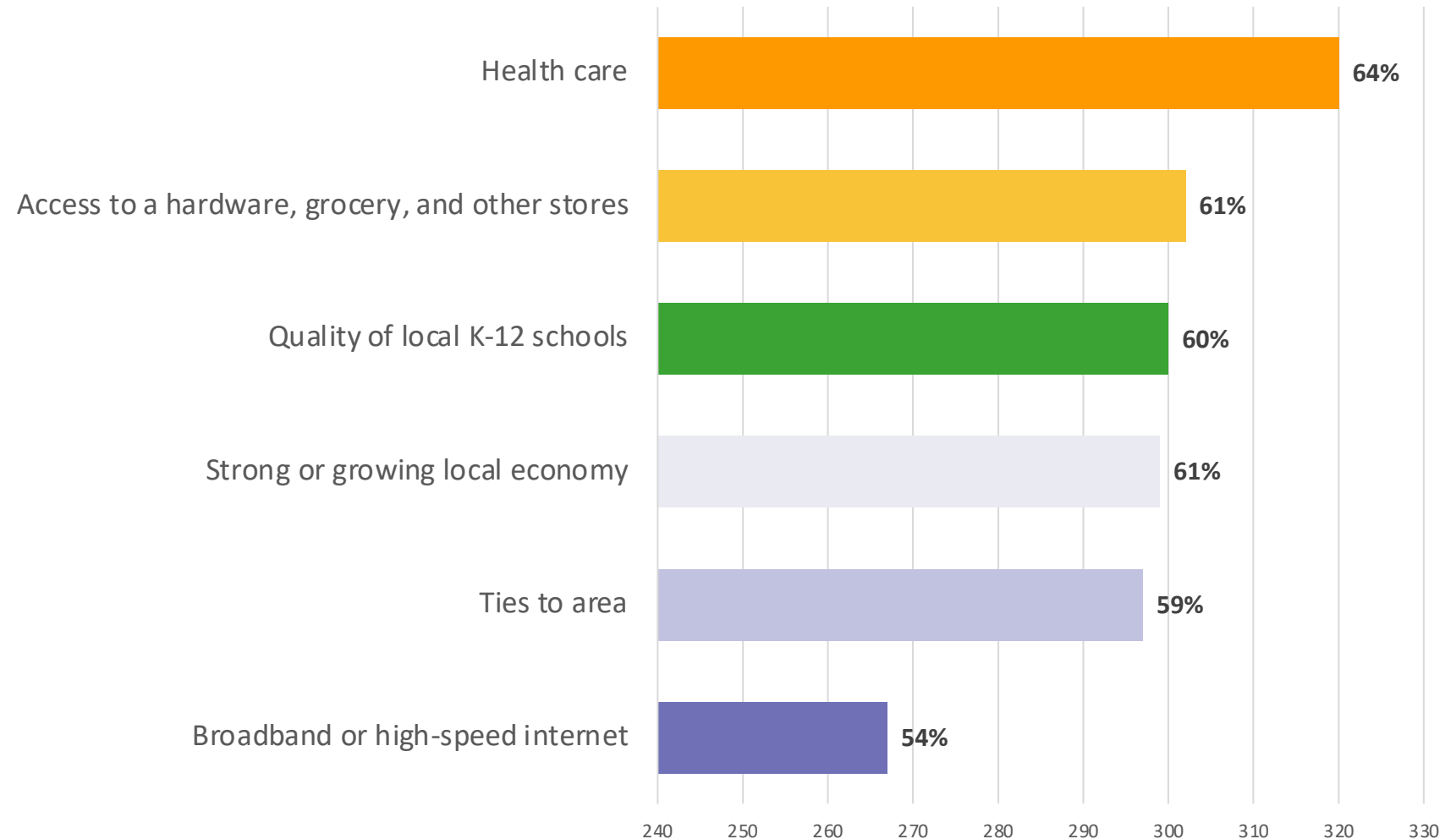


Alumni & Resident Survey in Linn County

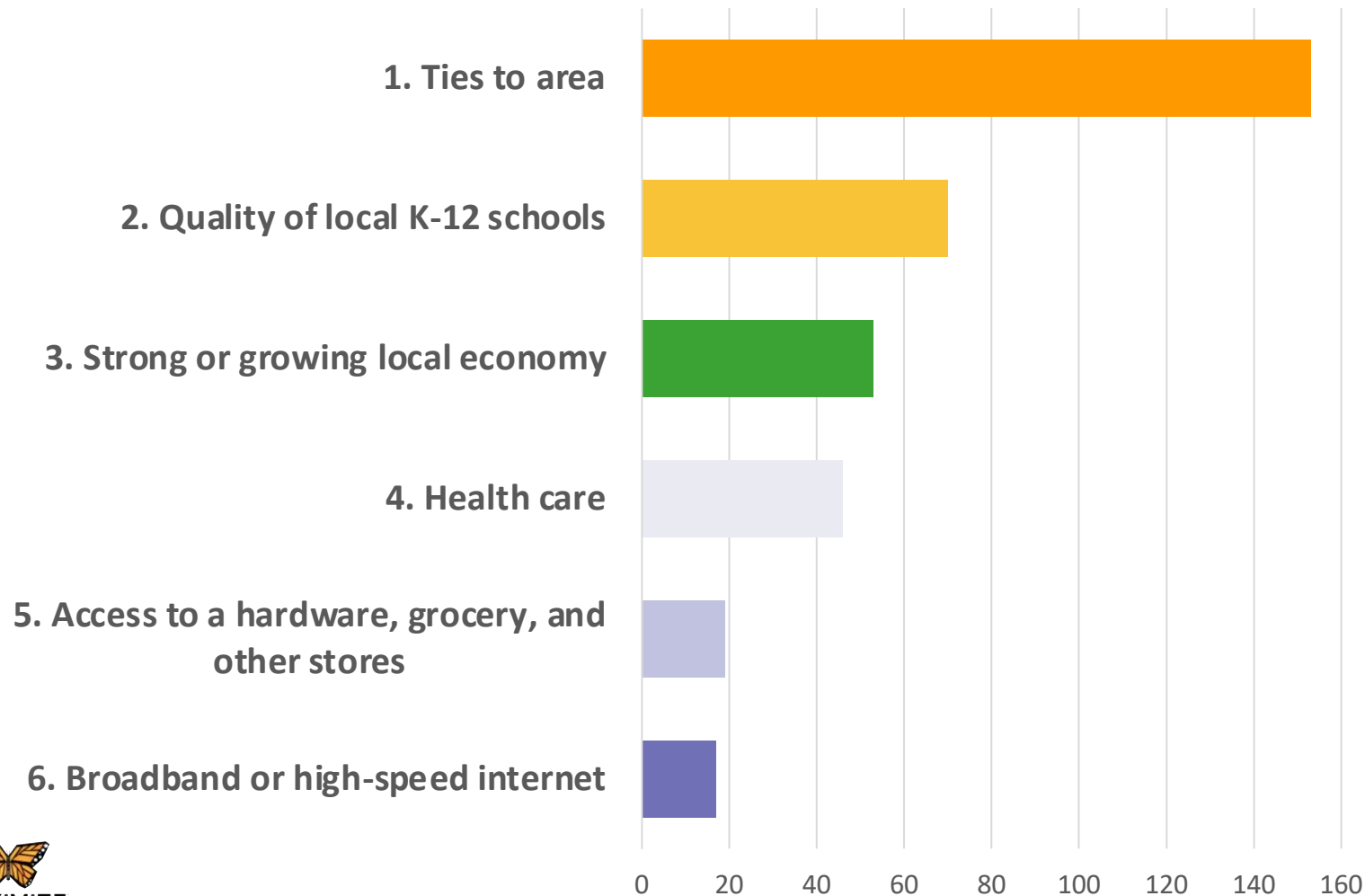
How important are each of the following factors in your decision about where you will live in the next 5 years?

Most frequently ranked
as very important
factors:

- Health care
- Access to hardware, grocery, and other stores
- Quality k-12 schools
- Growing local economy
- Ties to the area
- Broadband



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 Linn County chose “Family and social ties” the most, and twice as often as the following factor, schools.

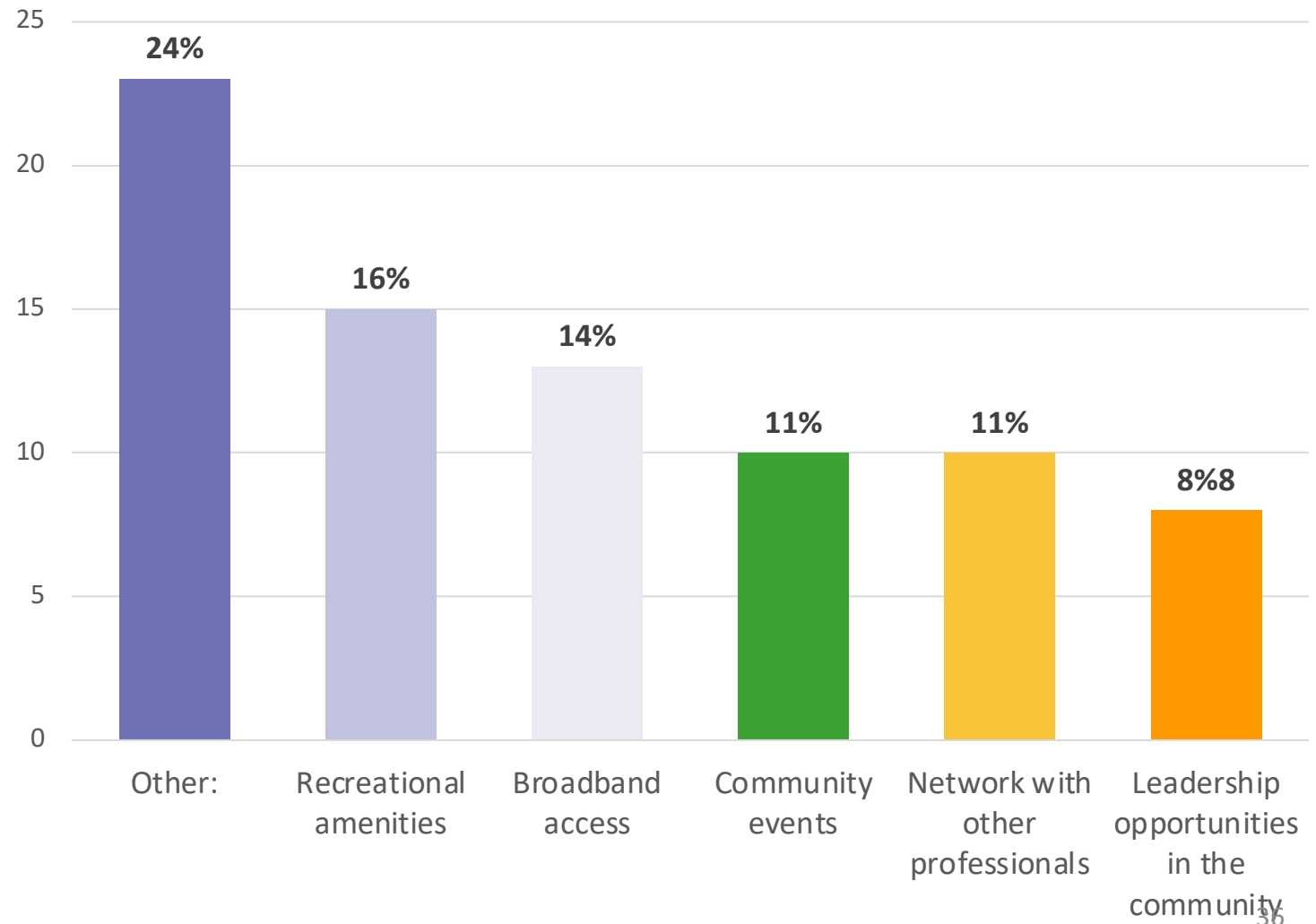
Regional development efforts can support families and intentionally help in-migrants build social connections within organizations.

Alumni & Resident Survey in Linn County

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

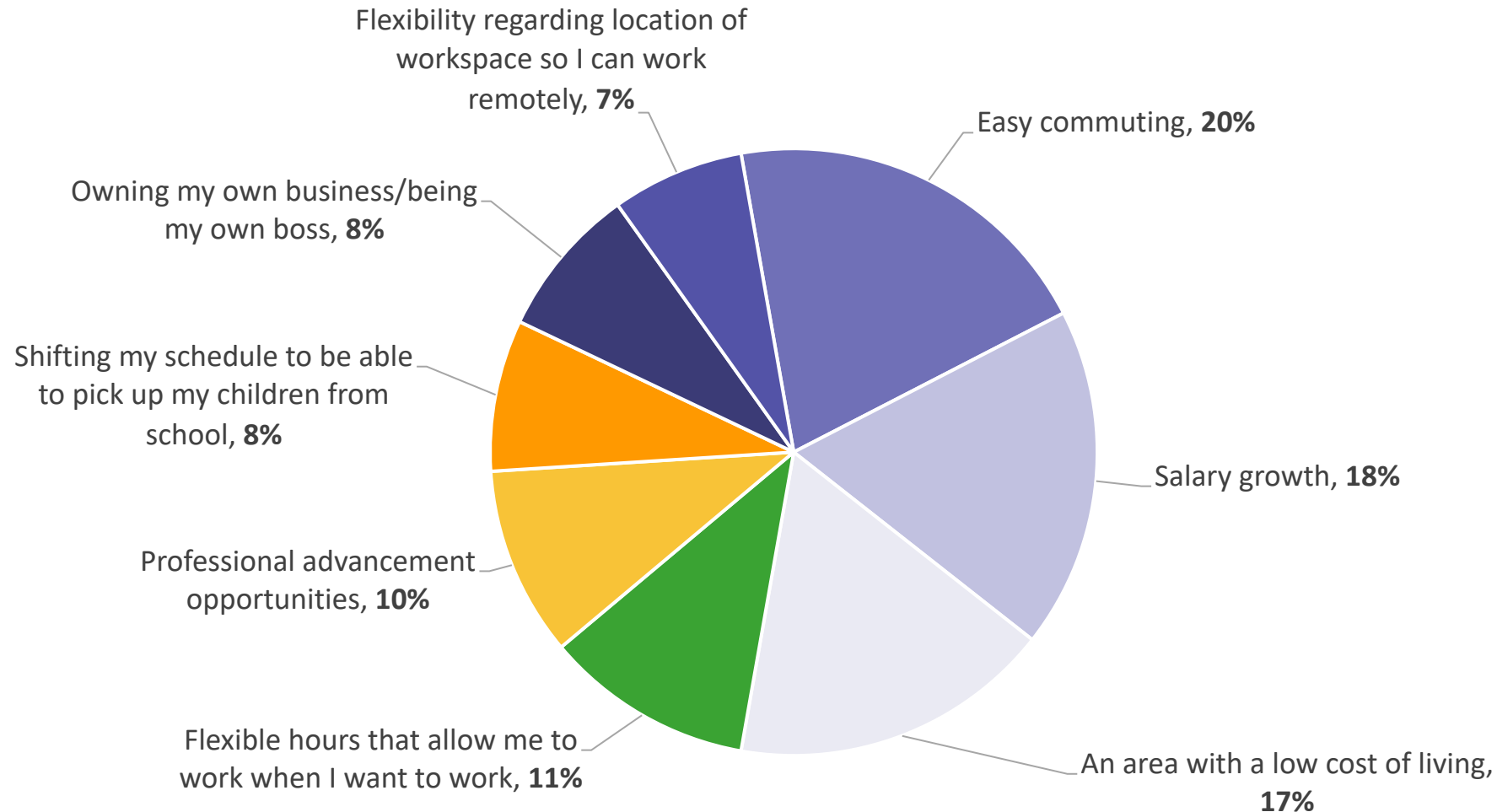
People who have left indicate more recreational amenities, personal and professional interaction, and broadband would make it easier for them to move back.

The most common "Other" responses were more job opportunities and higher wages, with 10 of 23 responses.



Alumni & Resident Survey in Linn County

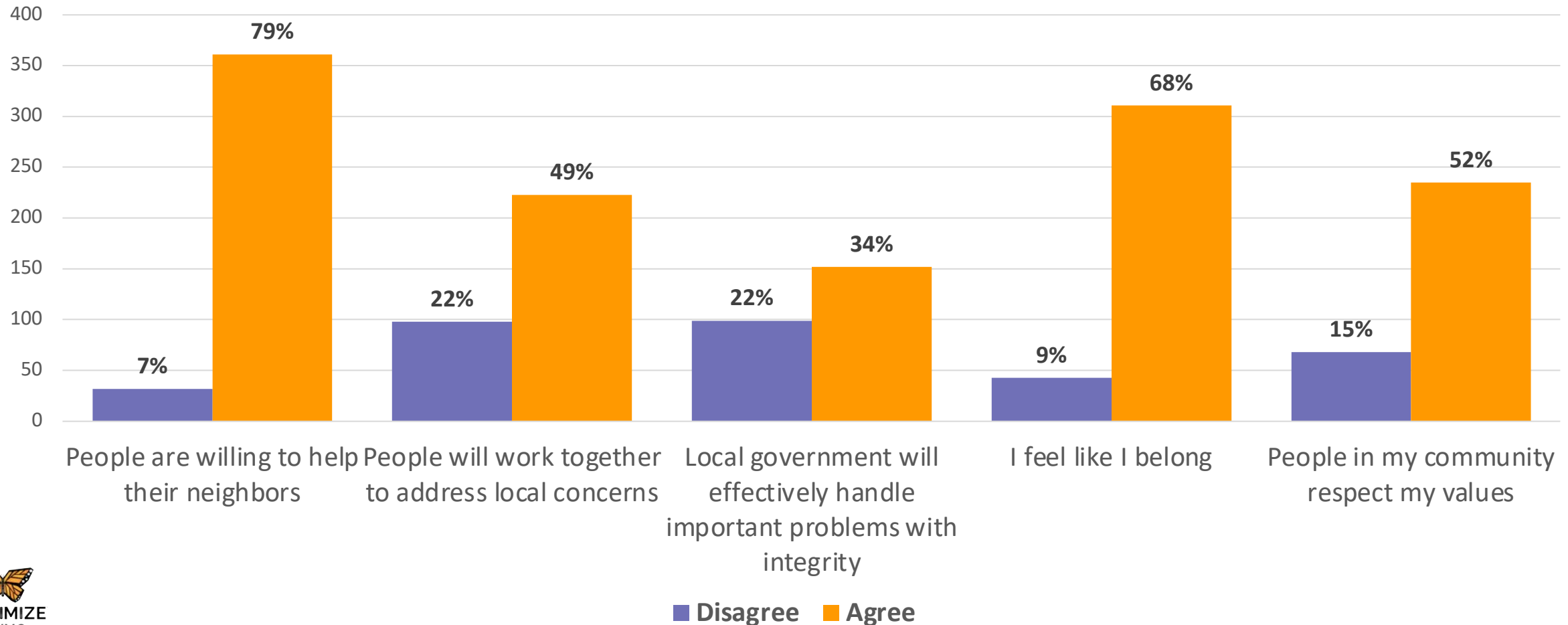
Respondents value easy commuting and salary growth opportunities as they assess job opportunities



How can Linn County strengthen its communities?

Alumni & Resident Survey in Linn County

Respondents have a variety of perspectives on strengthening Linn County



Alumni & Resident Survey in Linn County

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

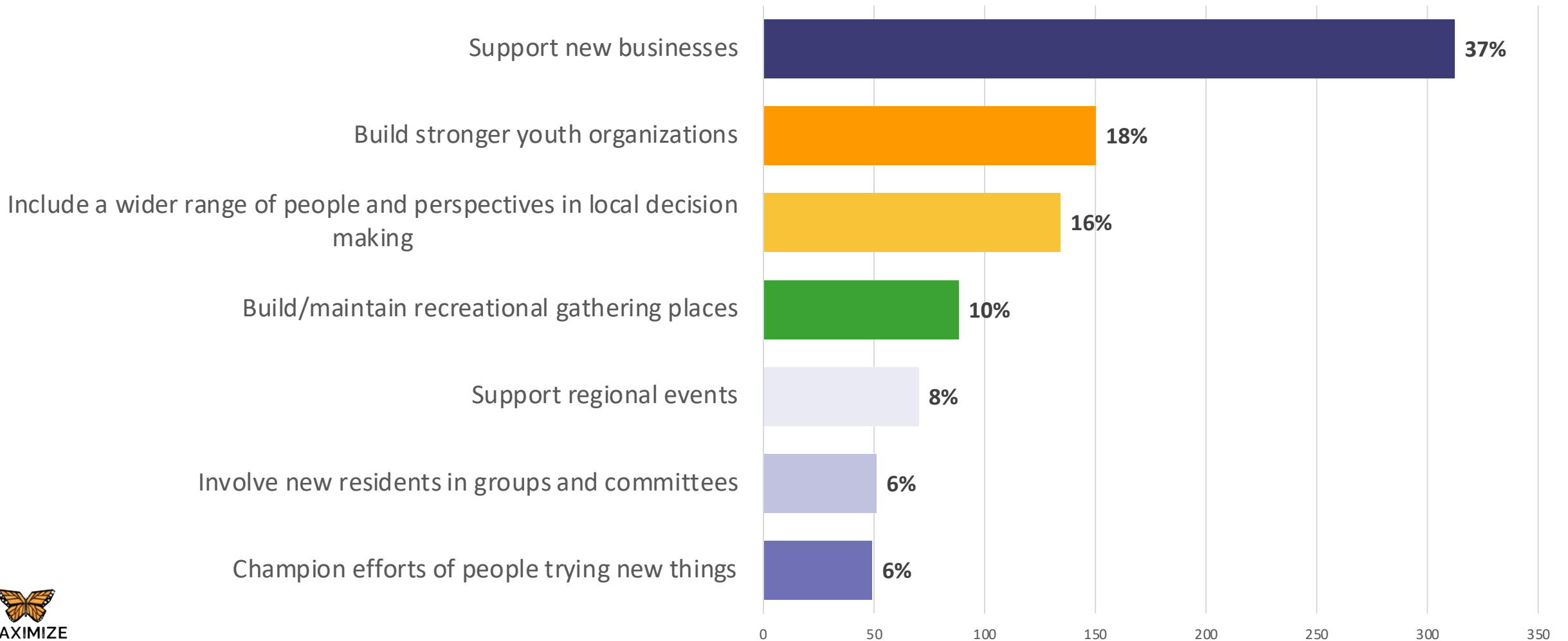


What changes worry you the most about the future of Northwest Missouri?



Alumni & Resident Survey in Linn County

What efforts would you support in your community?



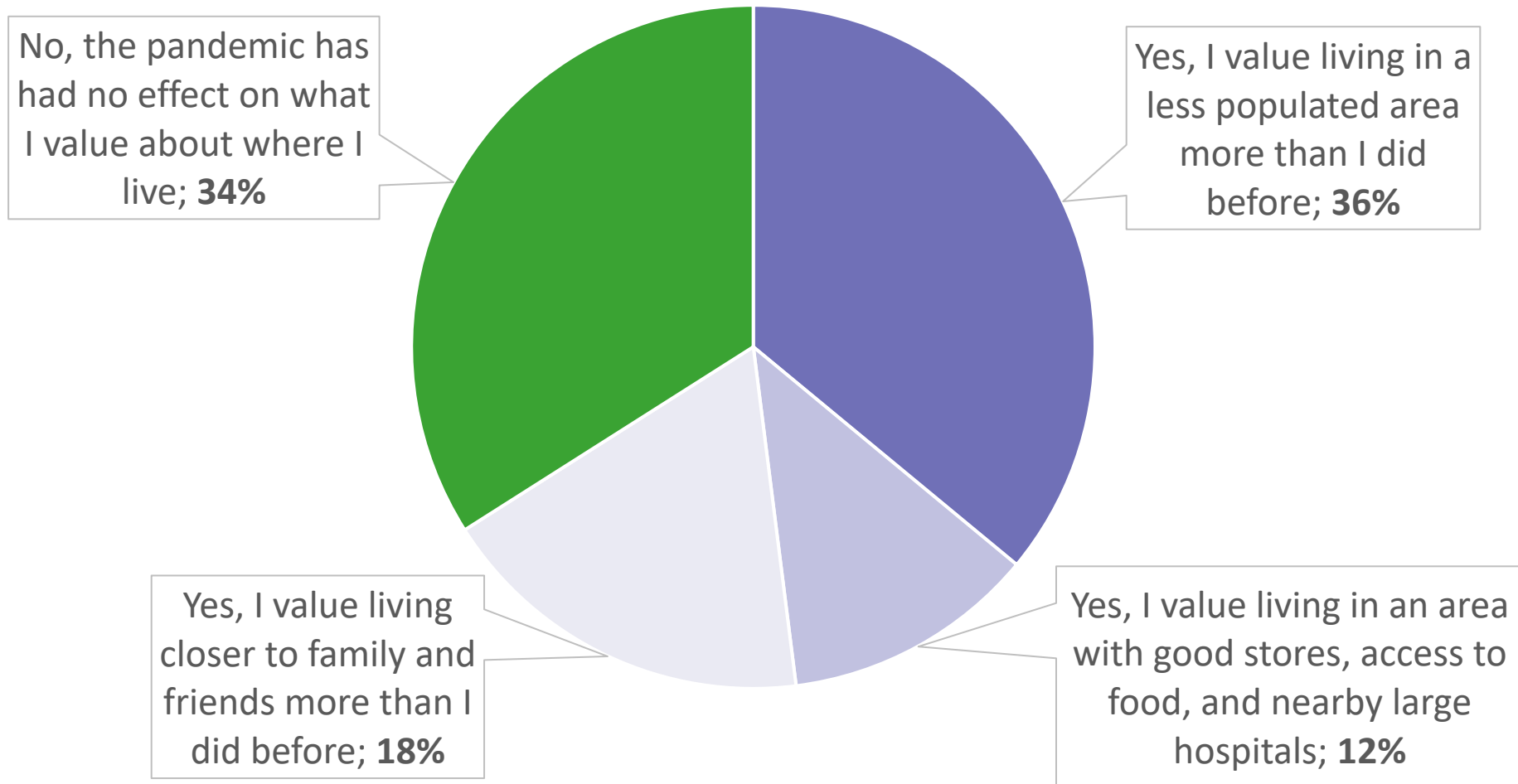
Alumni & Resident Survey in Linn County

28% of respondents in Linn 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%	348
Volunteered time to any local service agency or organization	20%	244
Helped raise money for a local cause	19%	230
Attended a public hearing, town hall, community forum, or city council meeting	11%	138
Served in a leadership role outside my workplace	11%	137
Participated on the board of any local service agency or organization	10%	129
Applied or ran for local public office	1%	10
Other:	1%	7
Total	100%	1243

Alumni & Resident Survey in Linn County

36% of respondents said COVID-19 has made them value living in a less populated more than before



Alumni & Resident Survey in Linn County

Where can Linn 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

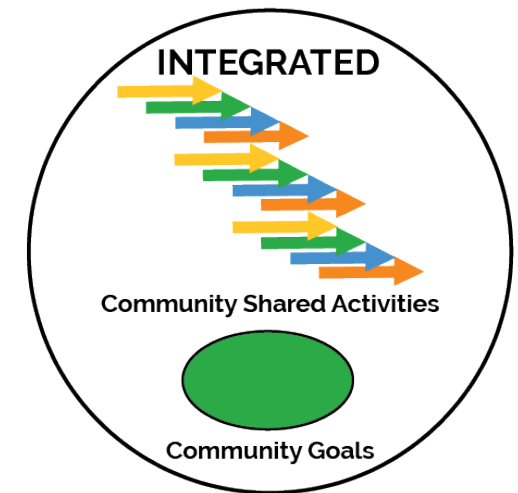
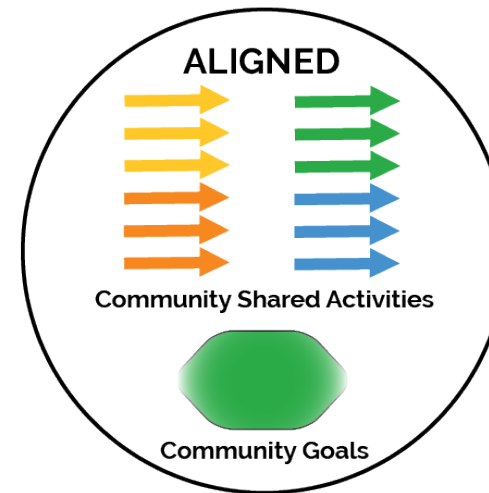
Helping local communities and the region align goals and integrate actions to maximize win-win opportunities.



Many Voices



One Vision

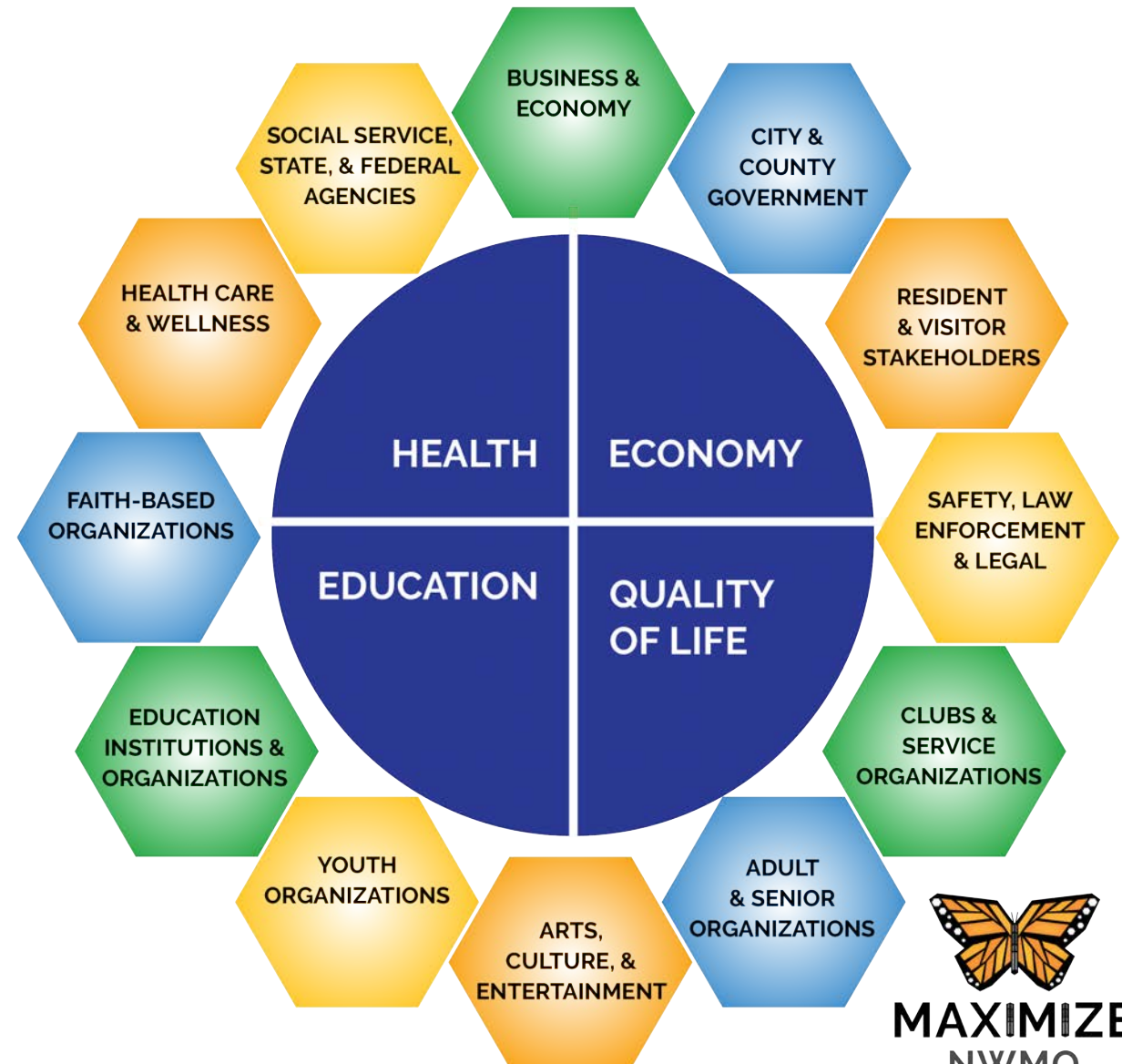


Local and regional communities respecting individual interests while working together on shared needs.

INCLUSIVE APPROACH
IT TAKES
EVERYONE
WORKING
TOGETHER

Many Voices,
One Vision

COMMUNITY CORE ELEMENTS & PARTICIPANTS



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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