

Baseline Data and the 2020 Alumni & Resident Survey

March 17, 2021



Andrew 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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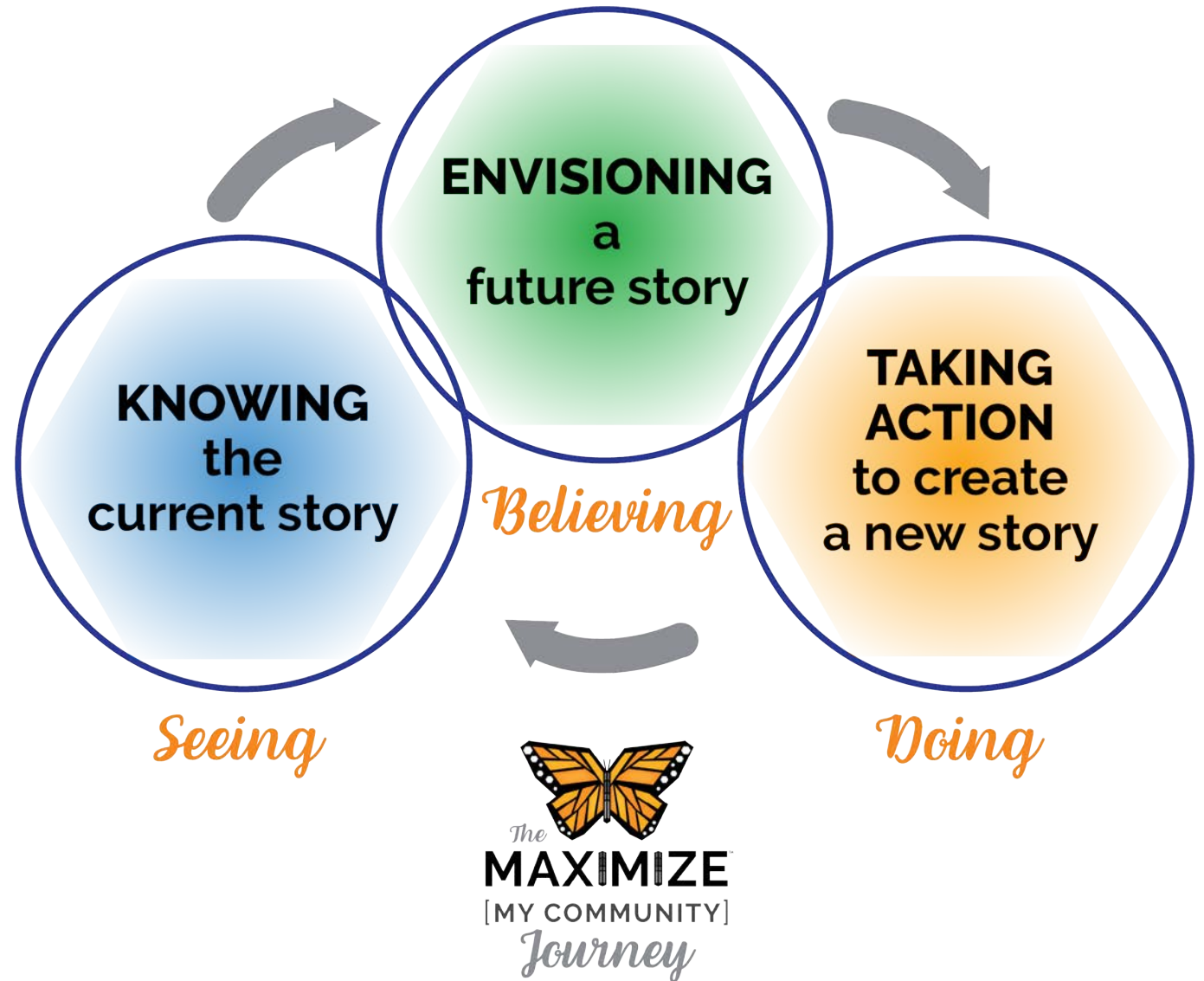


ENGAGING AND SUPPORTING LEADERS in NWMO



Vision

Thriving region, vibrant
communities, prosperous
people.



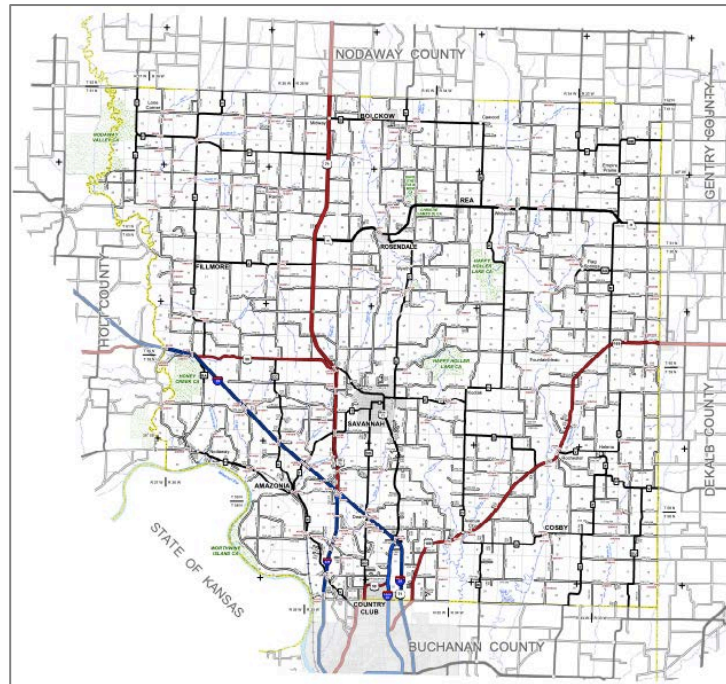
GEOGRAPHIC AREA

LOCATION Andrew County, Missouri

432.63 sq.
miles

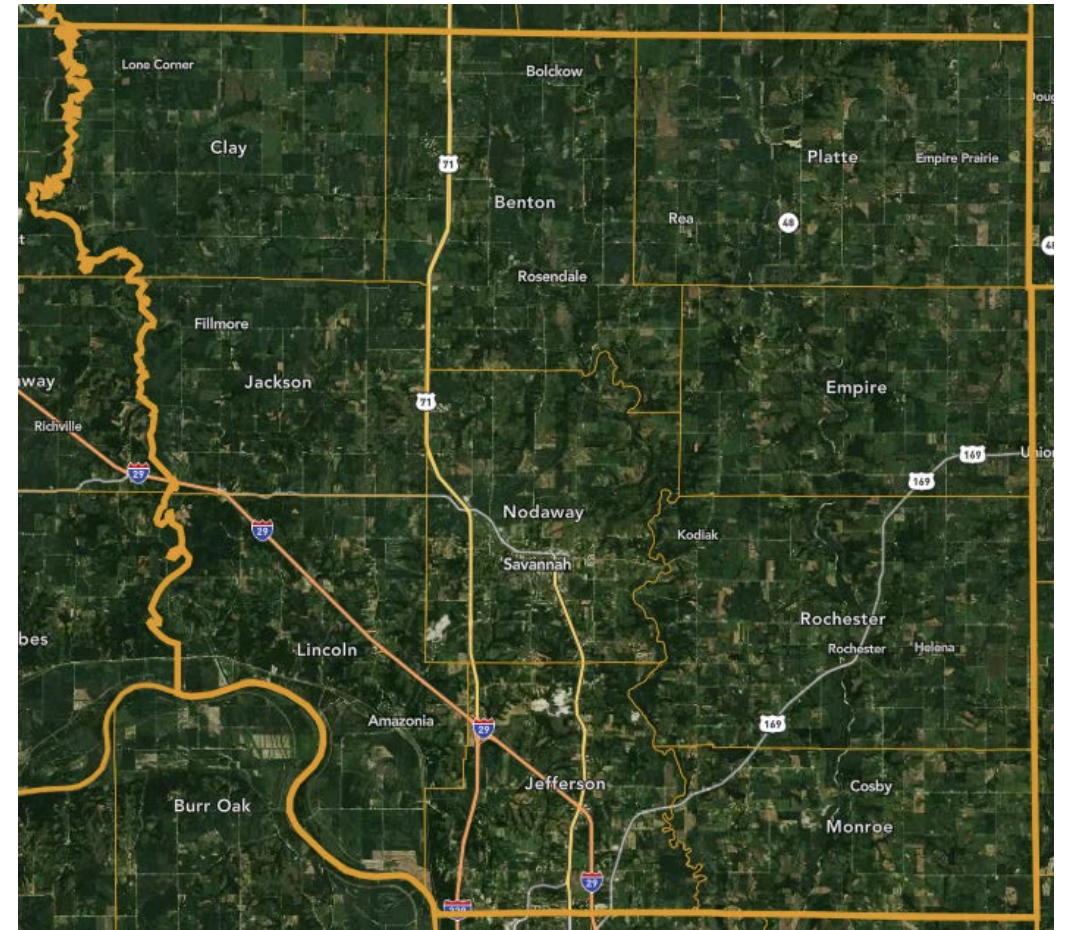
Largest
Community:
Savannah

County Seat:
Savannah



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

<https://www.acrevalue.com/map/MO/Andrew/?lat=39.989434&lng=-94.823186&zoom=11>



Demographic Diversity

POPULATION

Data Indicator		Andrew County	Missouri	United States
Total Population	Total Population	17,503	6,104,910	324,697,795
	Total Land Area (Sq. Miles)	432.63	68,746.51	3,532,068.58
	Population Density (Per Sq. Mile)	40.46	88.80	91.93

GENDER

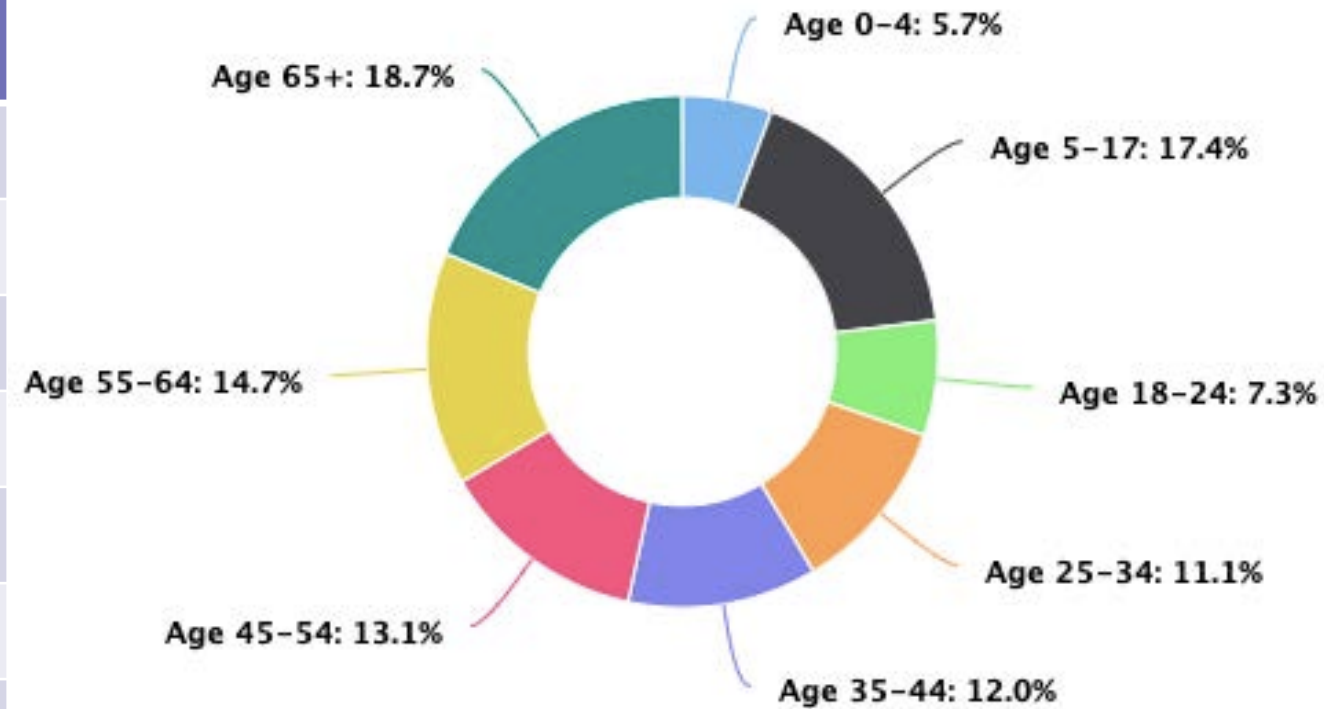
Data Indicator	Female	Male
Total Population by Gender	8,763	8,740
	50.1%	49.9%



Demographic Diversity

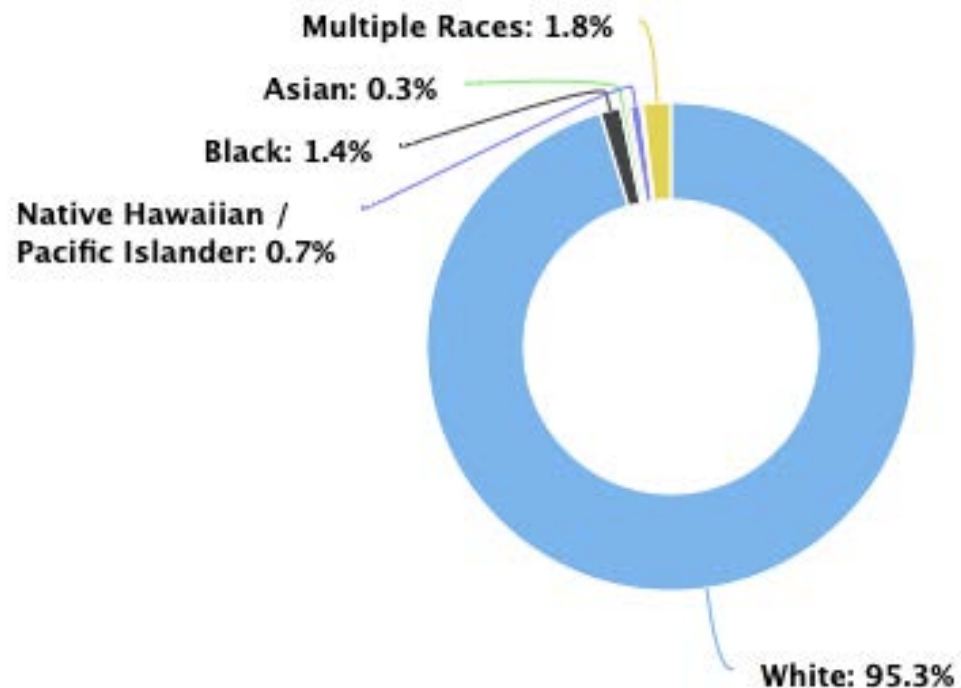
AGE

Total Population by Age Group	Andrew County	Missouri	United States
Age 0-4	995	371,570	19,767,670
Age 5-17	3,040	1,010,042	53,661,722
Age 18-24	1,269	573,249	30,646,327
Age 25-34	1,949	813,407	45,030,415
Age 35-44	2,095	738,183	40,978,831
Age 45-54	2,297	769,927	42,072,620
Age 55-64	2,579	821,807	41,756,414
Age 65+	3,279	1,006,725	50,783,796



Demographic Diversity

RACE



Total Population by Race Alone	Andrew County	Missouri	United States
White	95.33%	82.24%	72.75%
Black	1.37%	11.57%	12.67%
Asian	.35%	1.92%	5.44%
Native American/ Alaska American	.26%	.44%	.84%
Native Hawaiian or Pacific Islander	.70%	.11%	.18%
Some Other Race	.16%	1.17%	4.89%
Multiple Race	1.83%	2.55%	3.23%

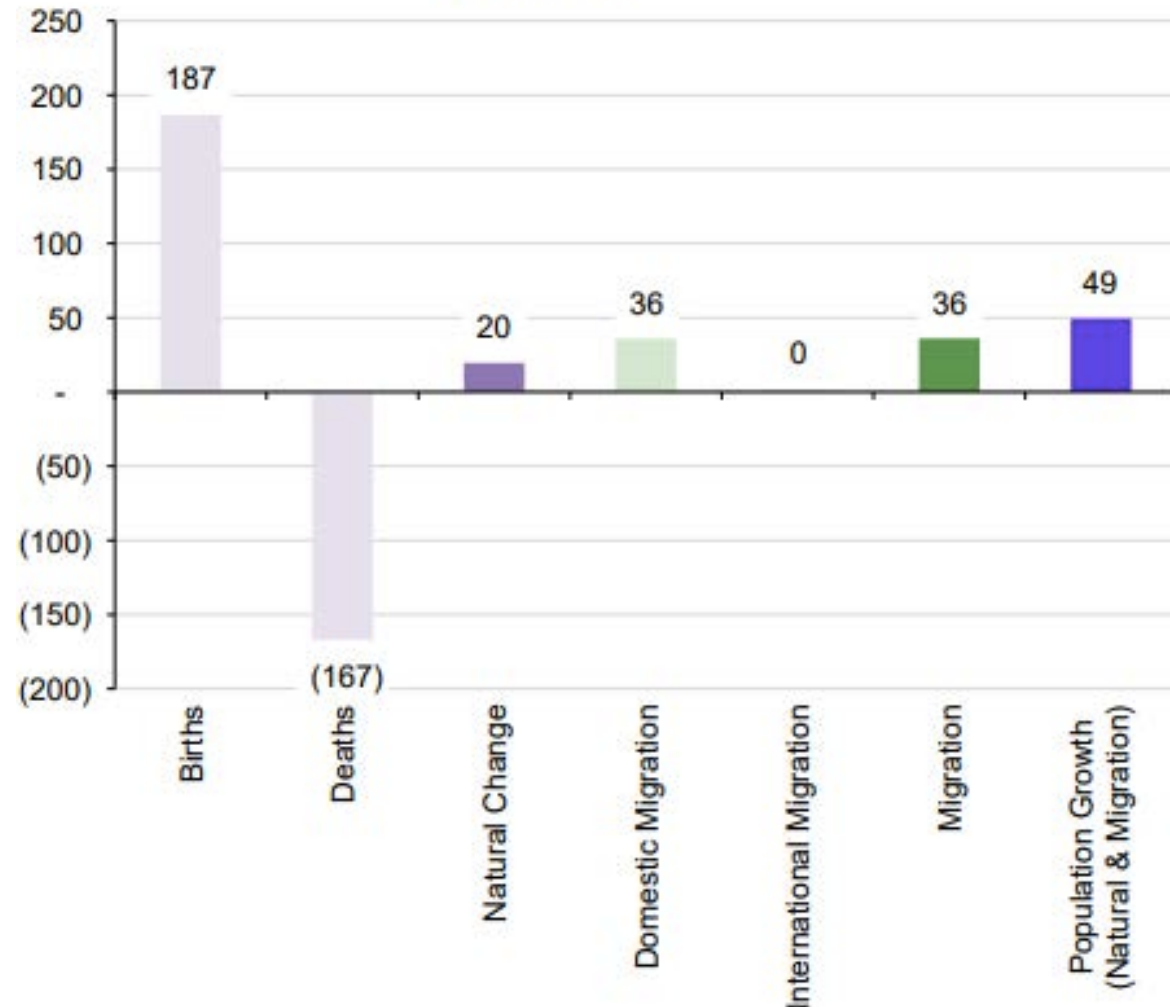
Data Source: US Census Bureau, [American Community Survey](#), 2014-18. Source geography: Tract
<https://allthingsmissouri.org>, 2/20/2021

POPULATION CHANGE

From 2000-2019:

- Population in Andrew County grew by 1,182, a 7% increase
- Natural change contributed to 32% of population change
- Migration contributed to 58% of population change

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

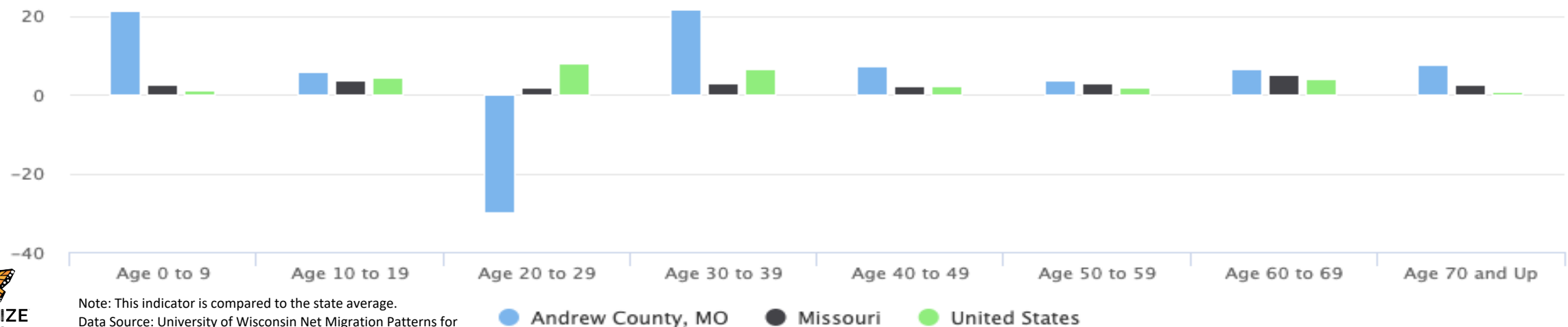


Data Sources: U.S. Department of Commerce. 2020. Census Bureau, Population Division, Washington, D.C., reported by Headwaters Economics' Economic Profile System, headwaterseconomics.org/eps.

Demographic Diversity

NET MIGRATION 2000 - 2010

Total Population	Andrew County	Missouri	United States
Natural Change	819	497,727	30,987,709
Net Migration	-649	163,447	10,776,072
Migration Rate	3.92%	2.81%	3.60%



Quality of Life: Built Environment & Infrastructure

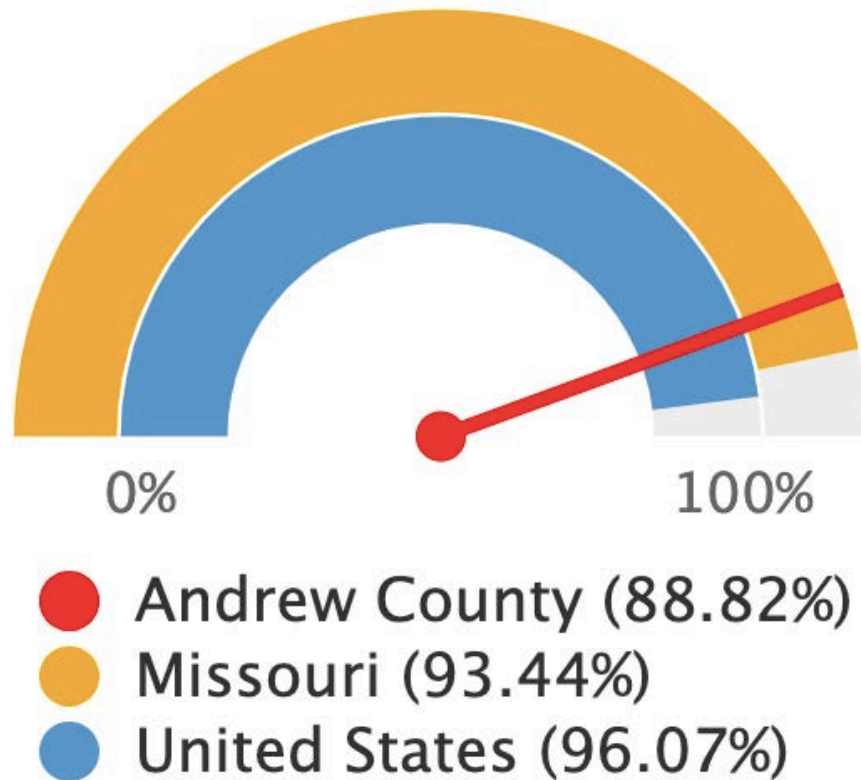
HOUSING

Data Indicator	Indicator Variable	Andrew County	State Average
Housing – Substandard Housing	Total Occupied Housing Units	6,763	2,414,521
	Occupied Housing Units with One or More Substandard Conditions	1,308	628,785
	Occupied Housing Units with One or More Substandard Conditions, Percent	19.34%	26.05%
Renter-Occupied Housing	Total Occupied Housing Units	6,763	2,414,521
	Renter-Occupied Housing Units	1,357	802,535
	Percent Renter-Occupied Housing Units	20.07%	33.24%

<https://allthingsmissouri.org>, 2/20/2021

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	Andrew County	MO State Average
Access to Primary Care	Total Population (2017)	17,449	6,108,612
	Primary Care Physicians (2017)	2	4,275
	Primary Care Physicians, Rate per 100,000 Pop.	11.46	70
Insurance - Uninsured Adults	Total Population Age 18 - 64	10,336	3,604,624
	Population with Medical Insurance	1,197	3,116,160
	Percent Population With Medical Insurance	88.98%	86.45%
	Population Without Medical Insurance	1,139	488,464
	Percent Population Without Medical Insurance	11.02%	13.55%



Learning

EDUCATION

Data Indicator	Indicator Variable	Andrew County	State Average
Education – High School Graduation Rate	Adjusted Student Cohort	235	64,280
	Number of Diplomas Issued	224	58,484
	Cohort Graduation Rate	95.3%	91.0%
Educational Attainment	No High School Diploma	8.29%	10.44%
	High School Only	37.4%	30.7%
	Some College	22.0%	22.4%
	Associates Degree	7.4%	7.9%
	Bachelors Degree	16.9%	17.7%
	Graduate or Professional Degree	8.0%	11.0%



Social & Economic Factors

INCOME & EMPLOYMENT

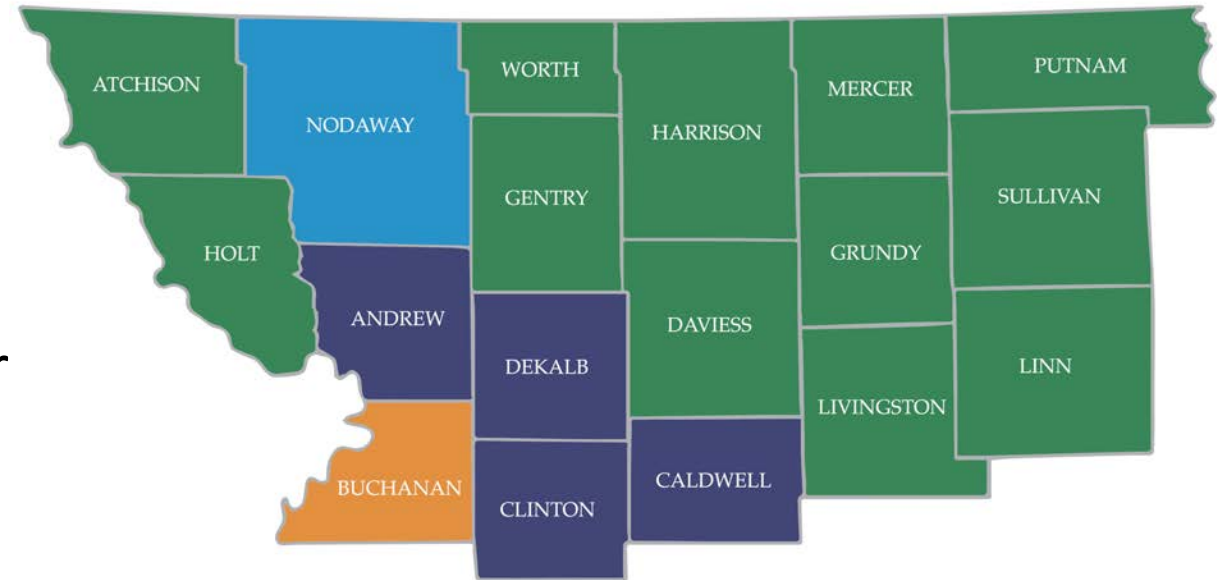
Data Indicator	Indicator Variable	Andrew County	State Average
Income – Median Household Income	Total Households	6,763	2,396,271
	Average Household Income	\$73,248	\$73,145
	Median Household Income	\$58,772	\$53,560
Unemployment Rate	Labor Force	9,663	2,999,711
	Number Employed	9,252	2,871,804
	Number Unemployed	411	127,907
	Unemployment Rate	4.3%	4.3%

<https://allthingsmissouri.org>, 2/20/2021

Alumni & Resident Survey in Andrew County, Missouri

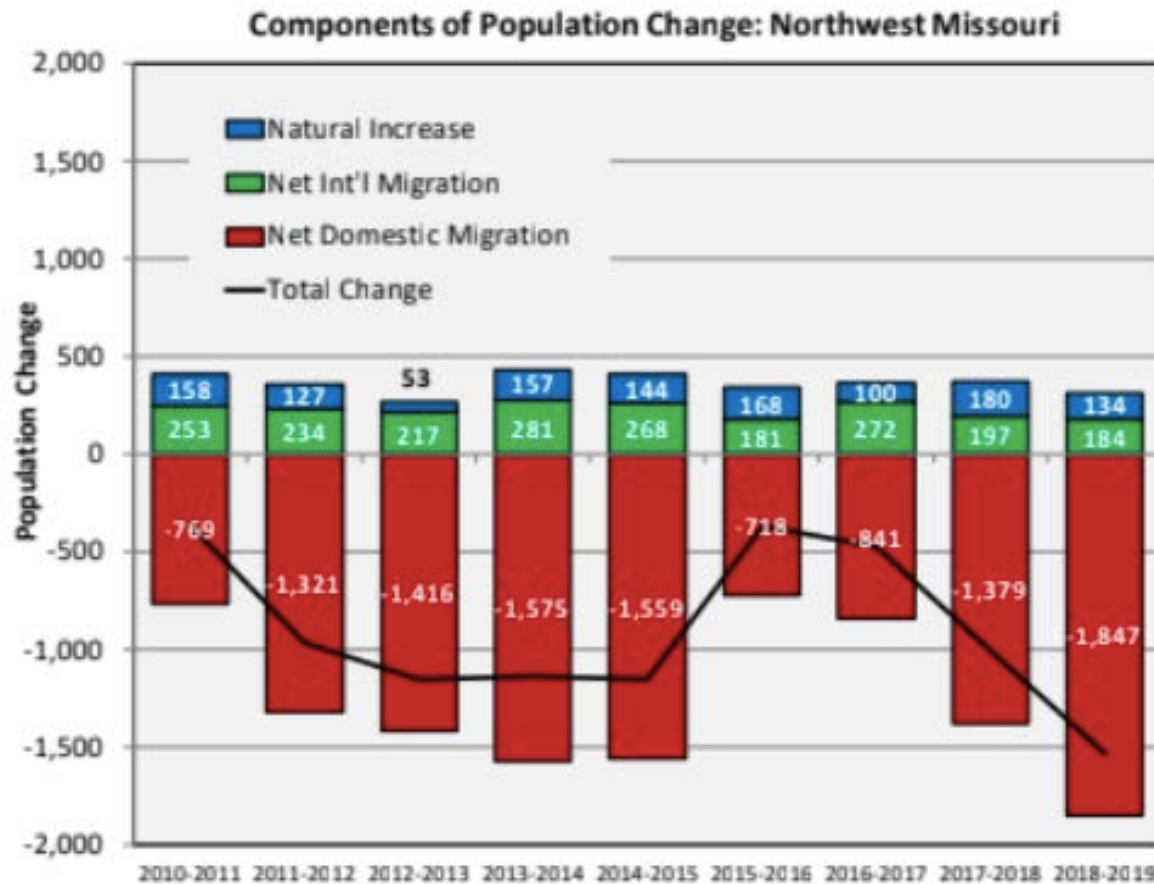
Survey Rationale

- 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.

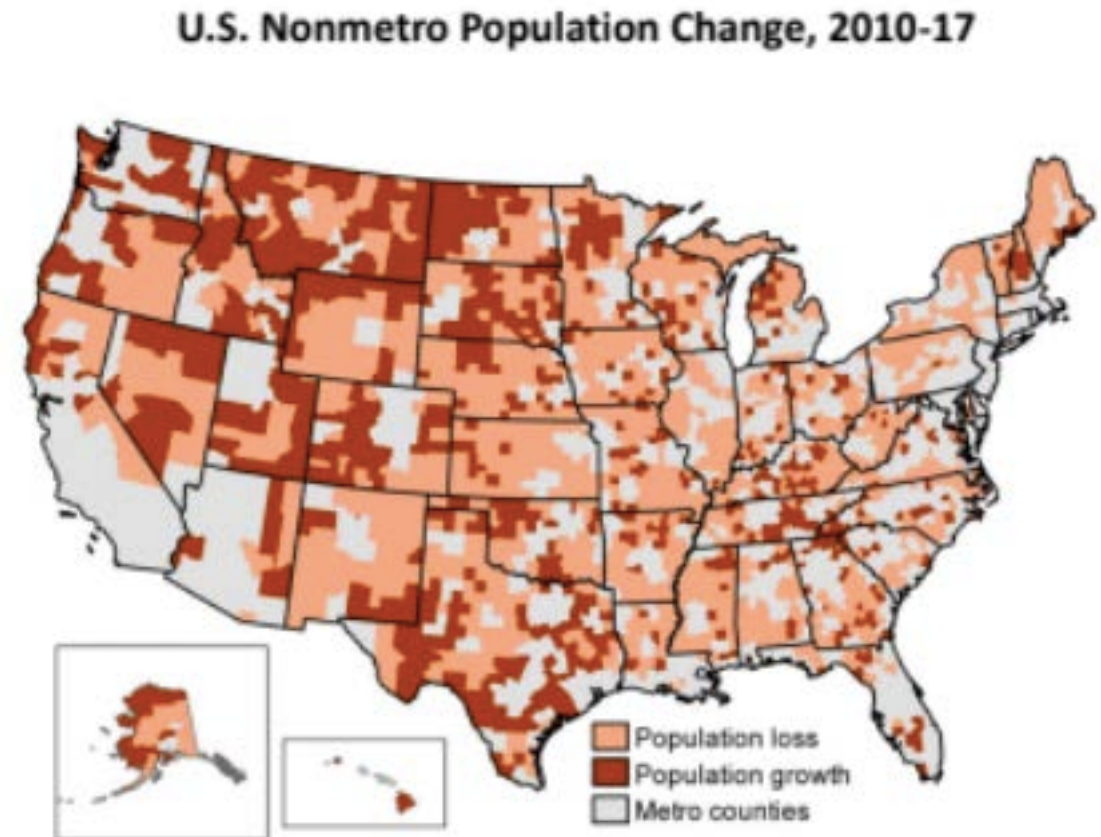


Alumni & Resident Survey

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



Source: US Census Bureau, Population Estimates Program, V2019

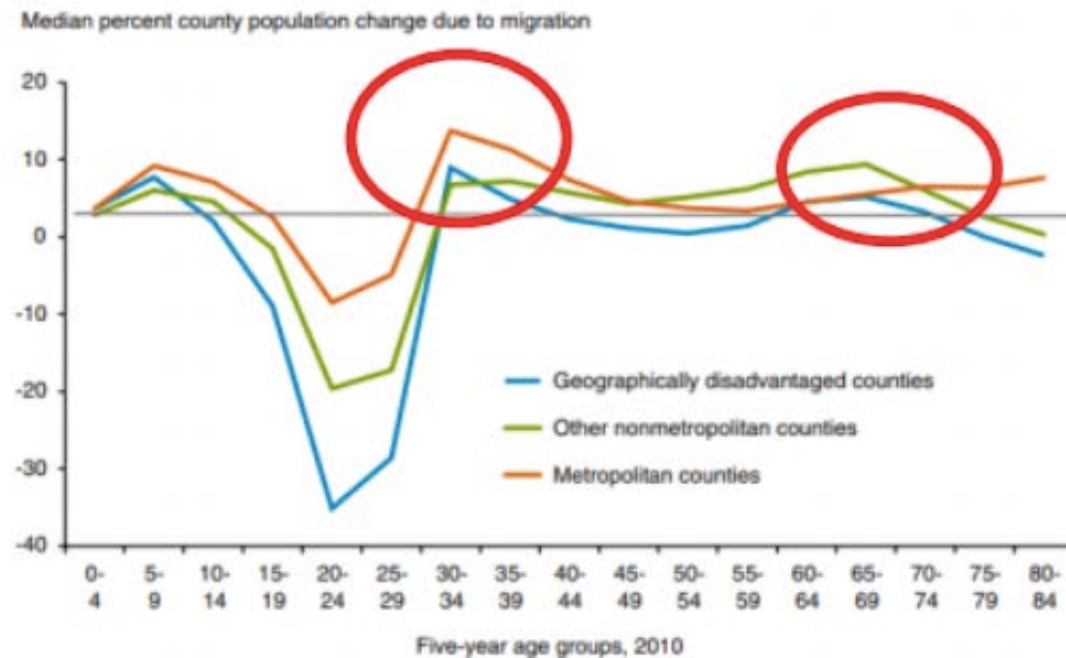


Source: USDA, Economic Research Service using data from the U.S. Census Bureau

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

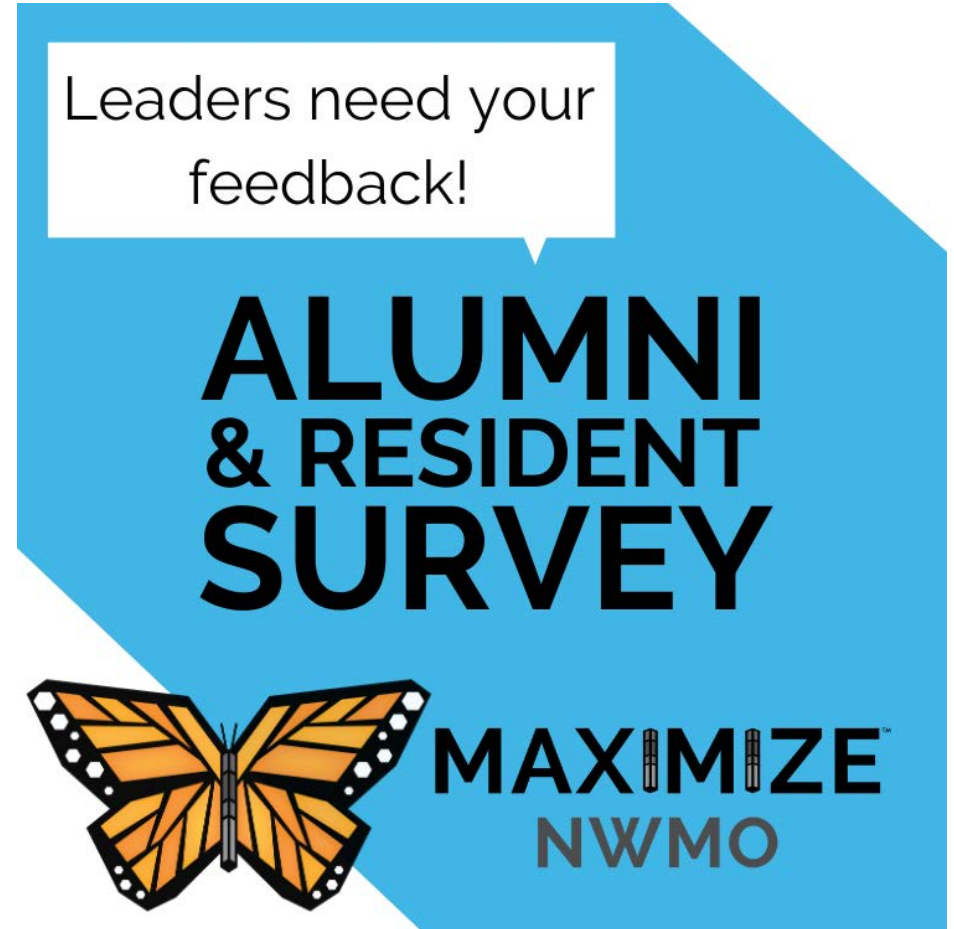
- Online only, using *Qualtrics*
- 2,182 respondents
- 1,939 complete responses
- Gender age, geography, migration status
- Caveats: 75% of respondents were women and there were no population weights, online access bias

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+

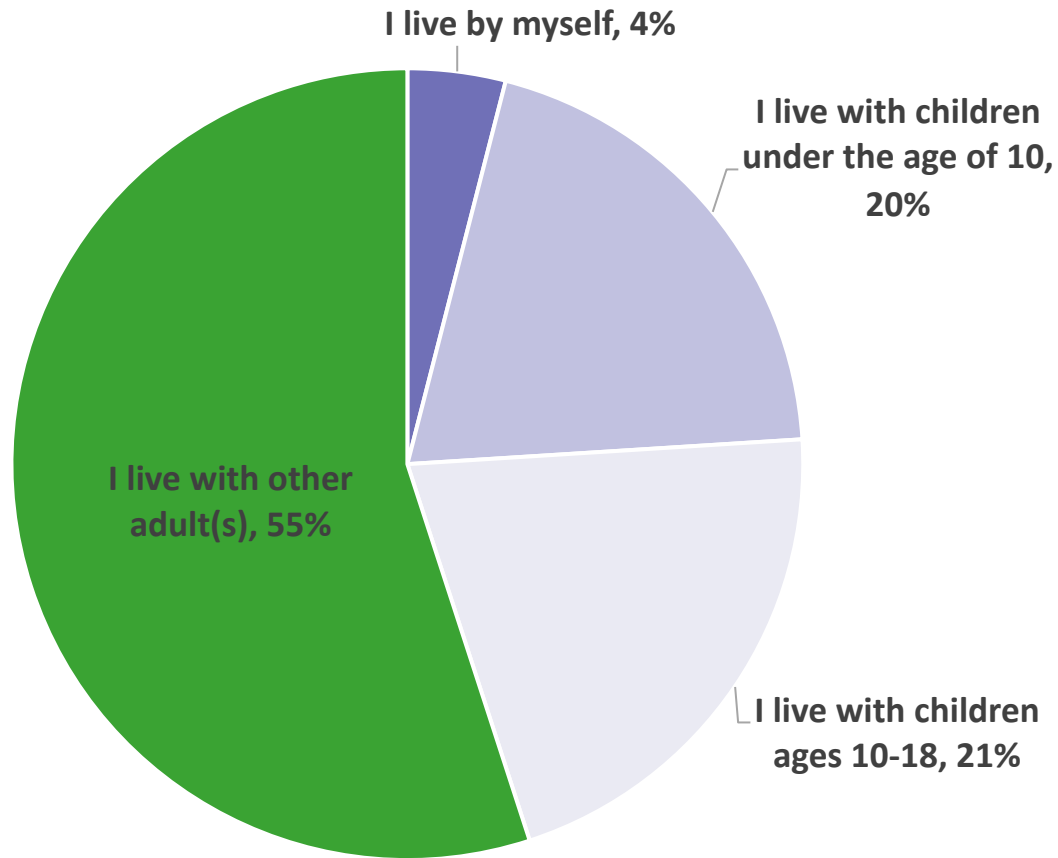
Survey open: July 14-September 30, 2020

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

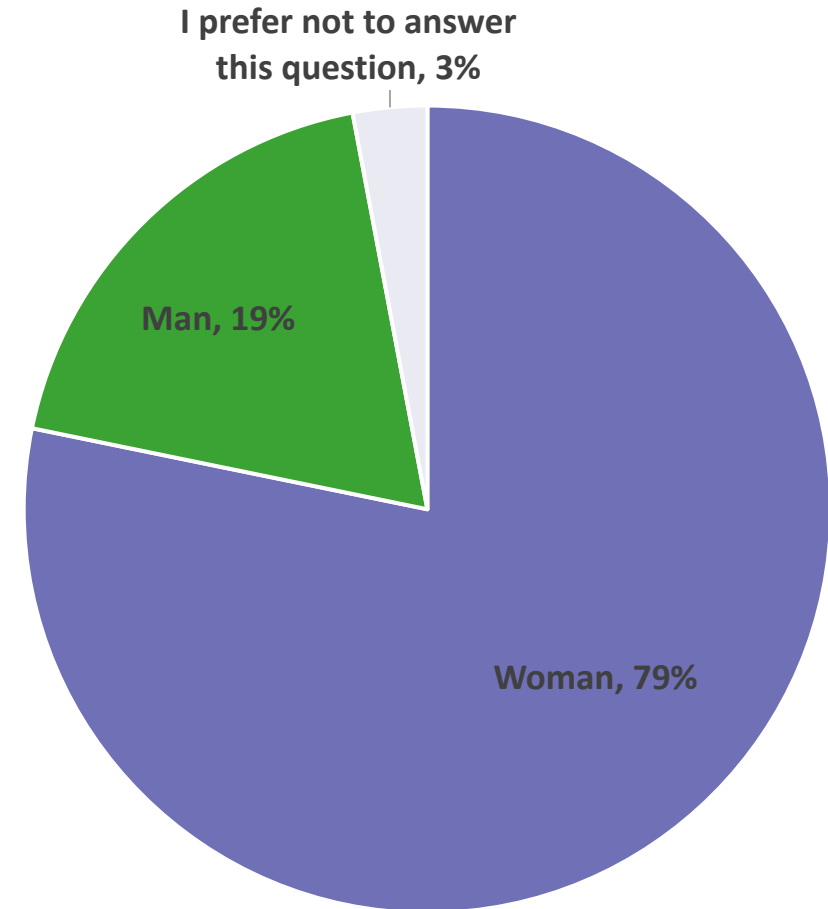


Alumni & Resident Survey in Andrew County

A total of 161 responses came from Andrew County: 75% of respondents were women



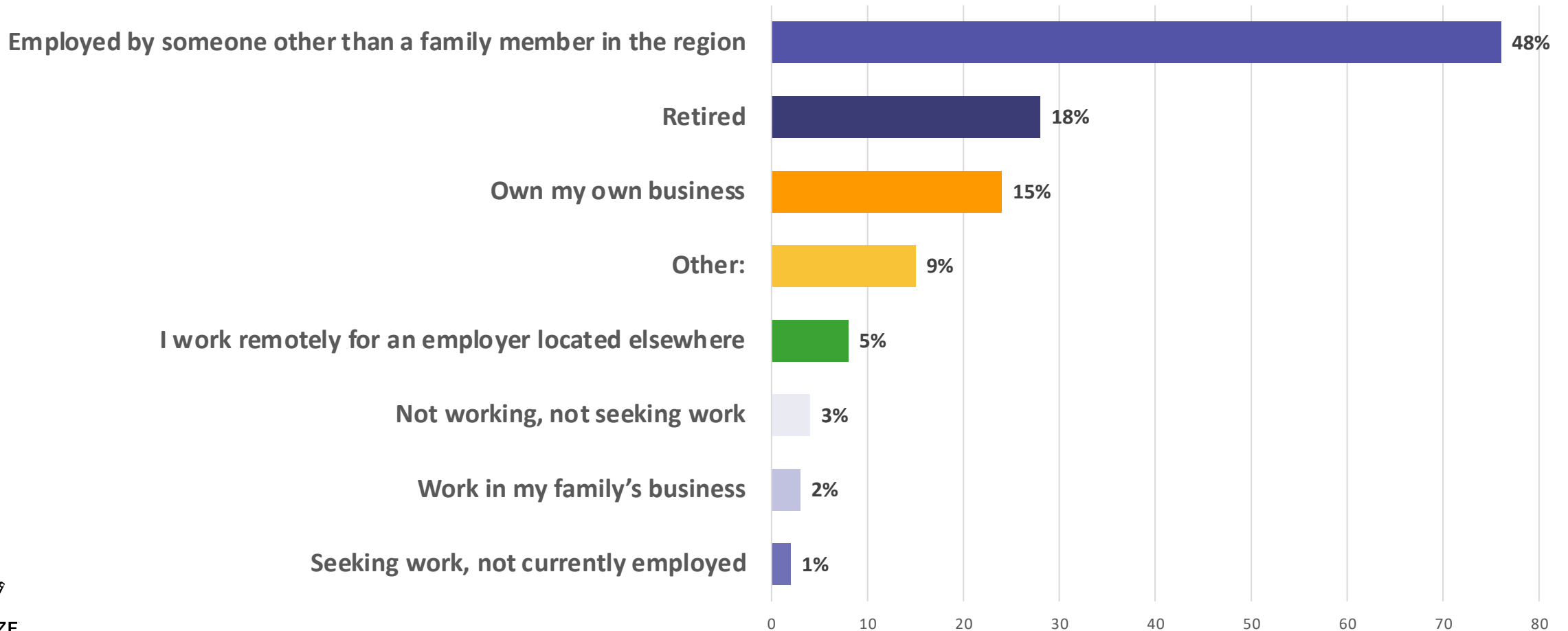
Describe your household:



I identify as:

Alumni & Resident Survey in Andrew County

Respondents in Andrew County reported a wide range of employment status: **15% own a business**



Alumni & Resident Survey in Andrew County

Of the 161 respondents from Andrew County, 56% earned their high school diploma in the county, 9% 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).	Andrew County	
	%	Count
I earned my high school diploma here	56%	94
I earned a different degree/certificate here	9%	14
I have lived and/or worked here 4 or more years	90%	161

The Best Things about Andrew County

Alumni & Resident Survey in Andrew County

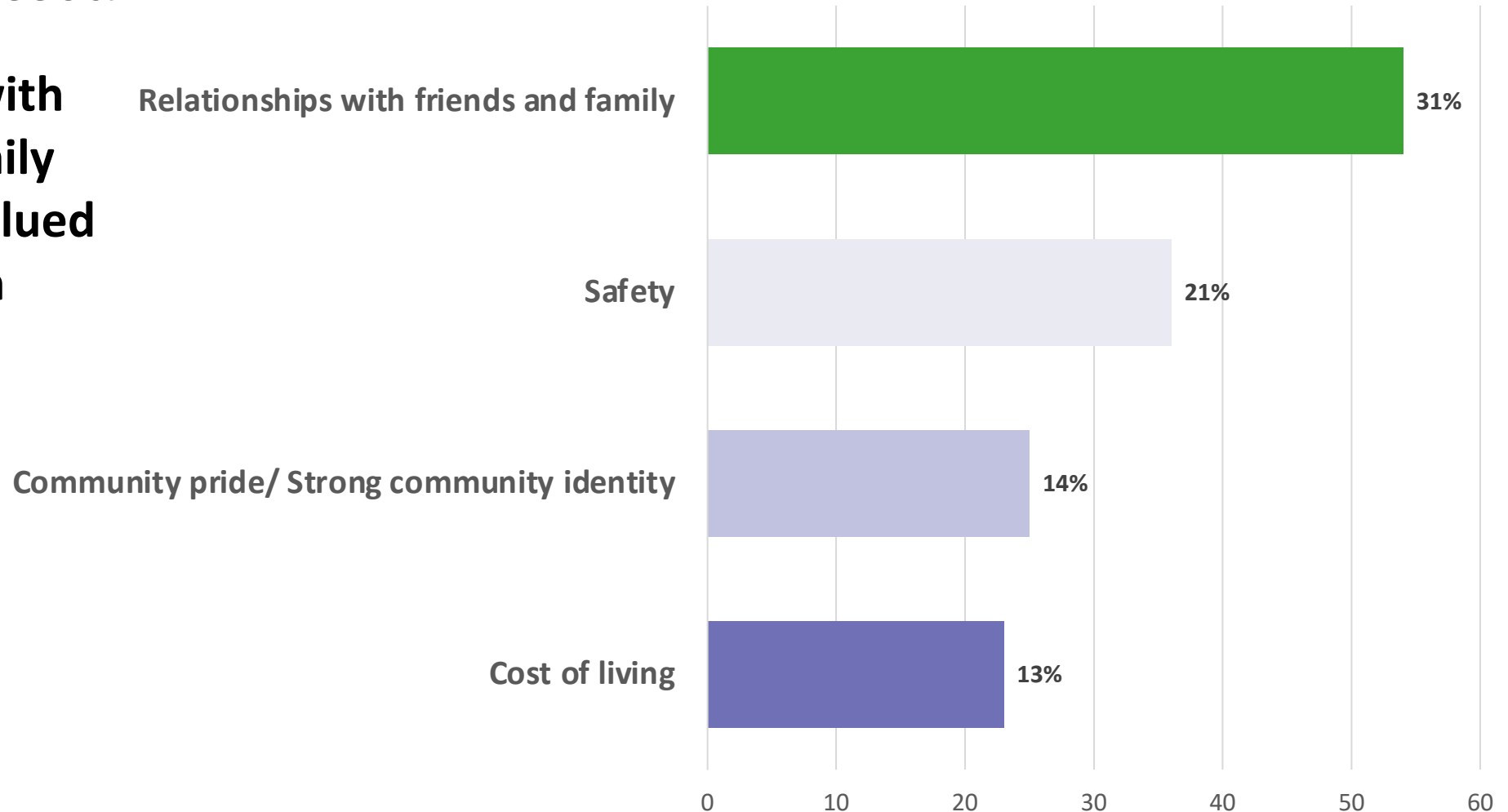
Respondents in Andrew County value their relationships with friends and family, safety, size of town, low cost of living, and community pride.

What do/did you value about the place you experience(ed) in Northwest Missouri?	%	Count
Relationships with friends and family	12%	142
Safety	11%	134
Size of town	10%	120
Cost of living	10%	119
Community pride/ Strong community identity	9%	111
A sense of belonging	7%	85
Scenic beauty (natural and architectural)	7%	78
Distance to urban areas	6%	74
Educational opportunities for myself and those I care about	5%	59
Access to food sources (restaurants, grocery stores, processors, farms)	5%	56
Access to essential stores	4%	50
Recreation opportunities	4%	45
Housing availability	3%	34
Healthcare	2%	24
Access to arts and cultural activities	2%	22
Job opportunities for talented workers	2%	20
Total	100%	1173

Alumni & Resident Survey in Andrew 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 Andrew County

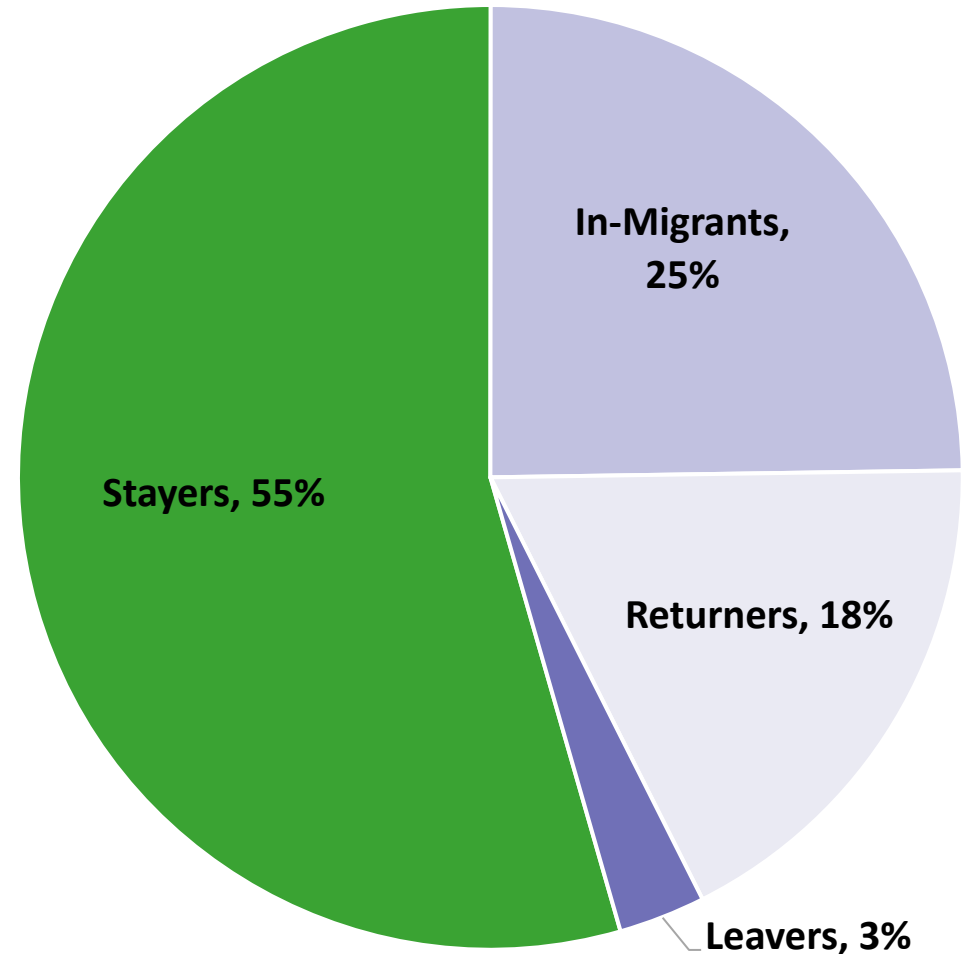


What drives migration decisions in Andrew County?

Respondents in Andrew 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 Andrew County

People stay in Andrew 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	29%	79
Want my kids to grow up like I did	19%	52
Engagement in my community	10%	28
Always knew I wanted to stay	9%	24
Support a family business	7%	19
Support my spouse	6%	17
Wage and salary job opportunities	6%	15
Educational opportunities	4%	11
Entrepreneurship or business ownership opportunities	3%	9
Faith-based opportunities	3%	8
Climate and geography	2%	6
Total	100%	268

Alumni & Resident Survey in Andrew County

Returners leave for jobs and family support, 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	27%	14
Support my spouse	24%	12
Educational opportunities	16%	8
Other:	10%	5
Always knew I wanted to leave	6%	3
Entrepreneurship or business ownership opportunities	4%	2
Diversity and inclusiveness of many perspectives and people	4%	2
Climate and geography	4%	2
To be near family and friends	2%	1
Provide a certain quality of life for my children	2%	1
Support a family business	2%	1
Total	100%	51

Which of the following reasons were the primary reason you moved back to the region?	%	Count
To be near family and friends	71%	22
Want my kids to grow up like I did	10%	3
Support my spouse	6%	2
Always knew I wanted to come back	6%	2
Job opportunities	3%	1
Total	100%	31

Alumni & Resident Survey in Andrew County

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

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

10% 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	27%	36
Support my spouse	22%	30
Wage or salary job opportunities	13%	17
Want my kids to grow up like I did	10%	14
Educational opportunities	5%	7
Climate and geography	4%	6
Always knew I wanted to come back	4%	6
Other:	4%	6
Engagement in my community	4%	5
Support a family business	3%	4
Entrepreneurship or business ownership opportunities	1%	2
Diversity and inclusiveness of many perspectives and people	1%	1
Faith-based opportunities	1%	1
Total	100%	135



Alumni & Resident Survey in Andrew County

Respondents who no longer live in Andrew County were most likely to leave for jobs opportunities

This is consistent with why returners leave as well.

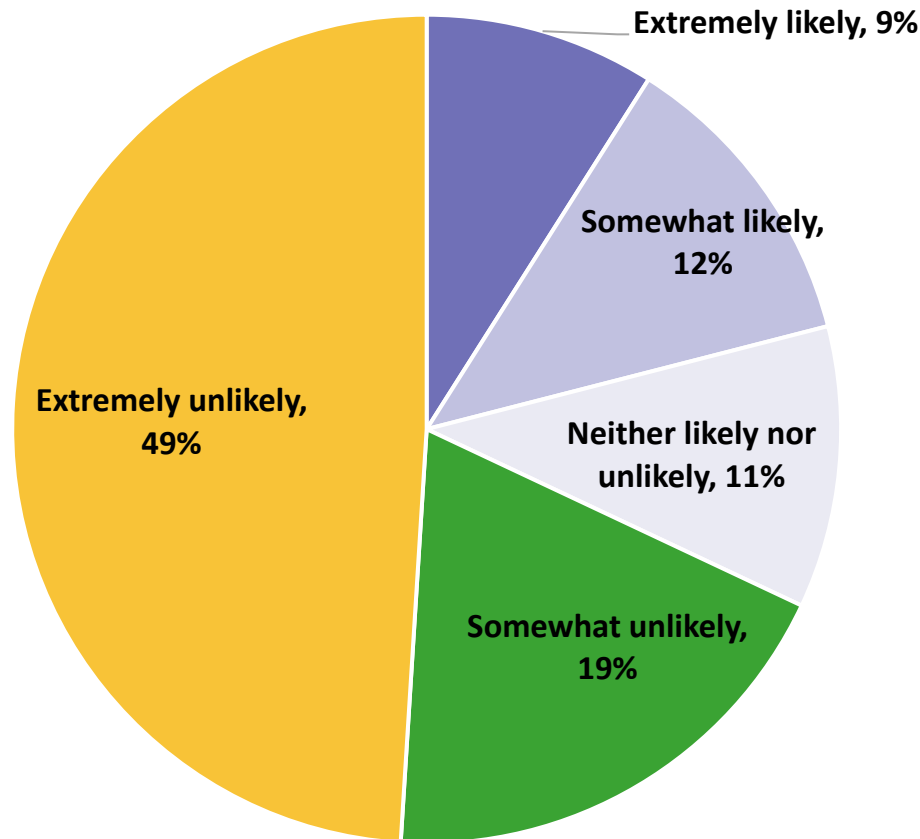
Which of the following reasons contributed to your decision to leave the region?	%	Count
Wage or salary job opportunities	50%	5
Educational opportunities	20%	2
Diversity and inclusiveness of many perspectives and people	10%	1
Support my spouse's career	10%	1
Always knew I wanted to leave	10%	1
Total	100%	10

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

Alumni & Resident Survey in Andrew County

Nearly 70% of respondents in Andrew County are unlikely to move in the next five years

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



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

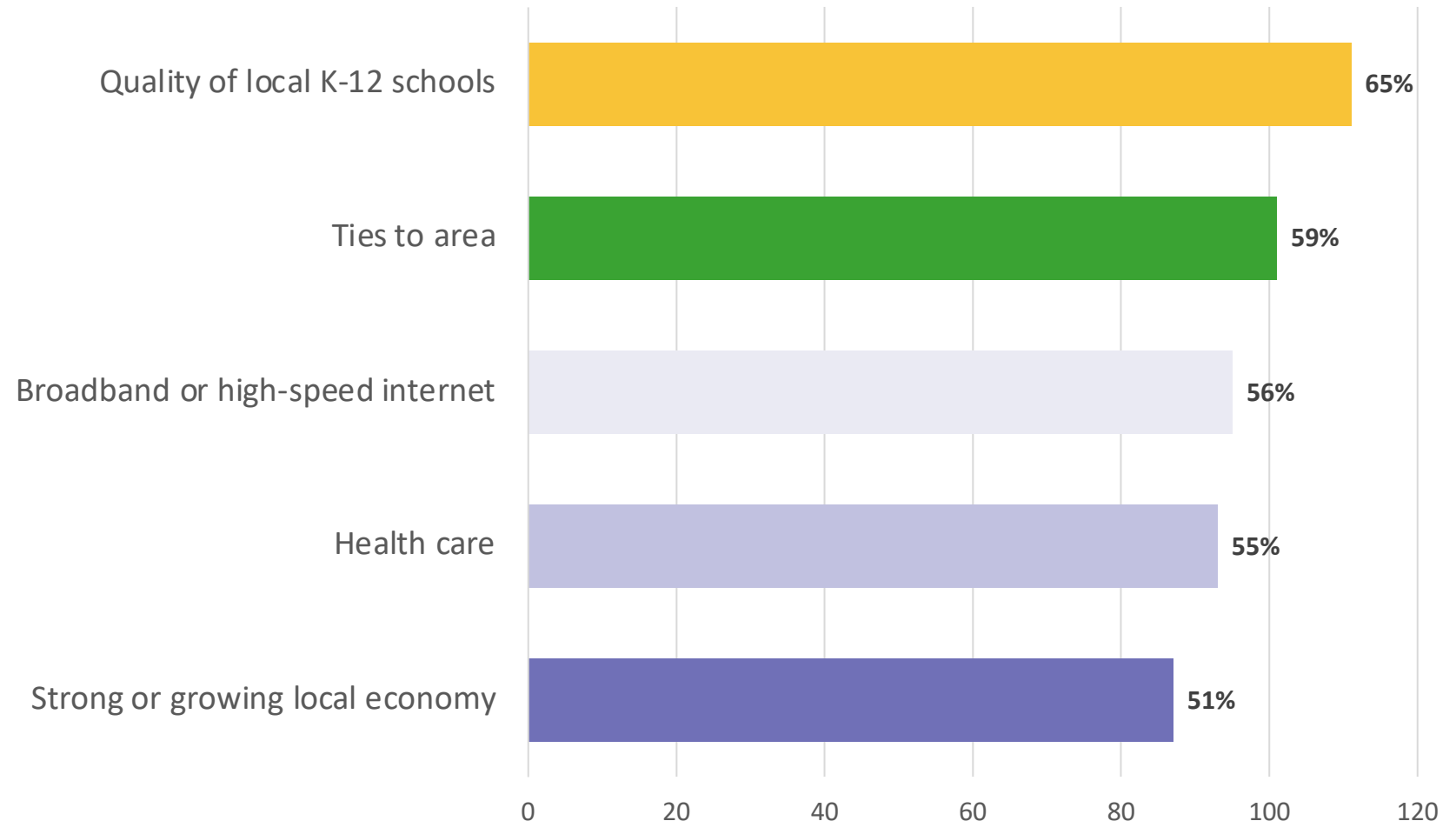


Alumni & Resident Survey in Andrew County

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

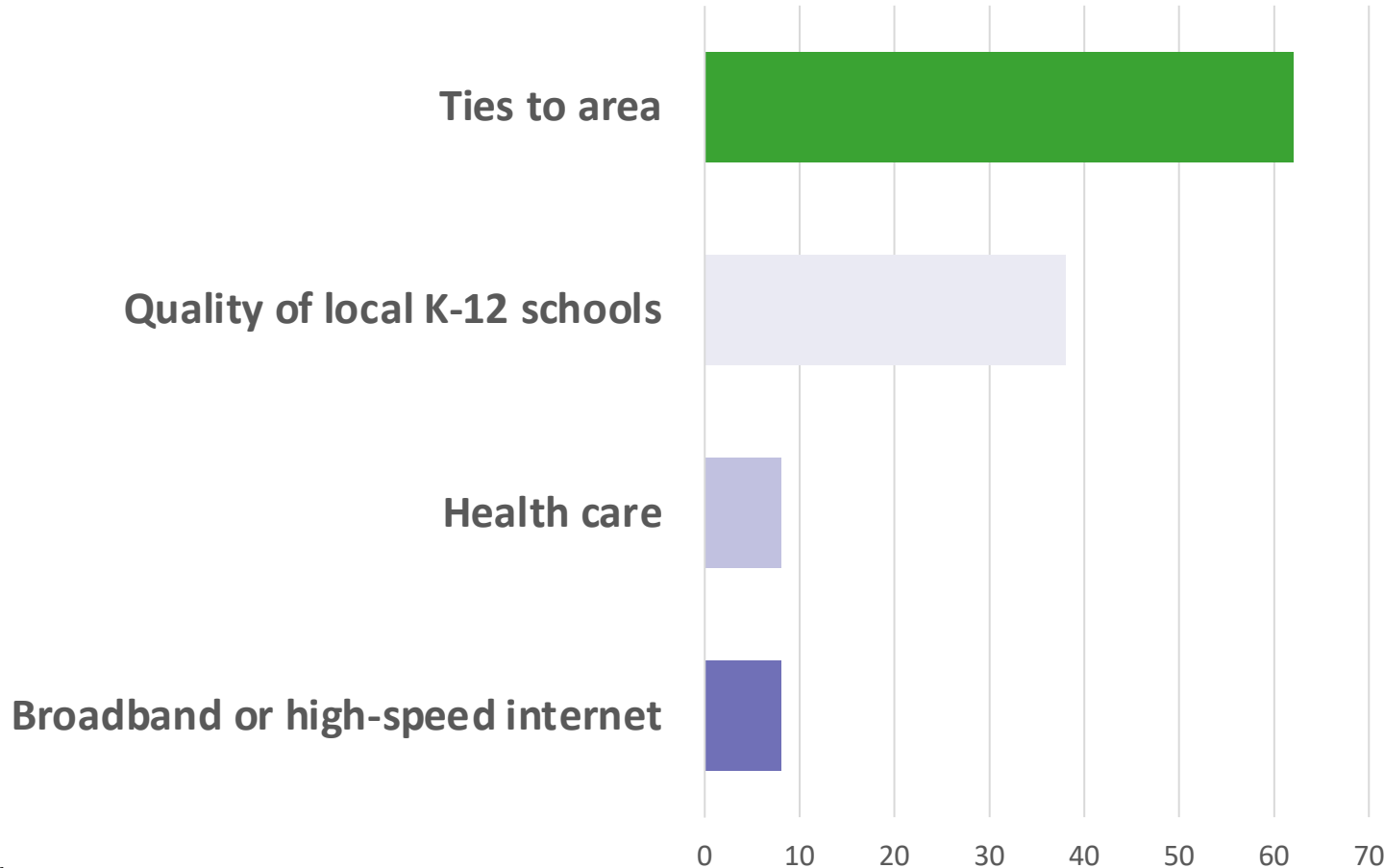
Most frequently ranked
as very important
factors:

- Quality schools
- Ties to the area
- Broadband access
- Healthcare
- Growing Economy



Alumni & Resident Survey in Andrew County

Family ties are important in making migration choices

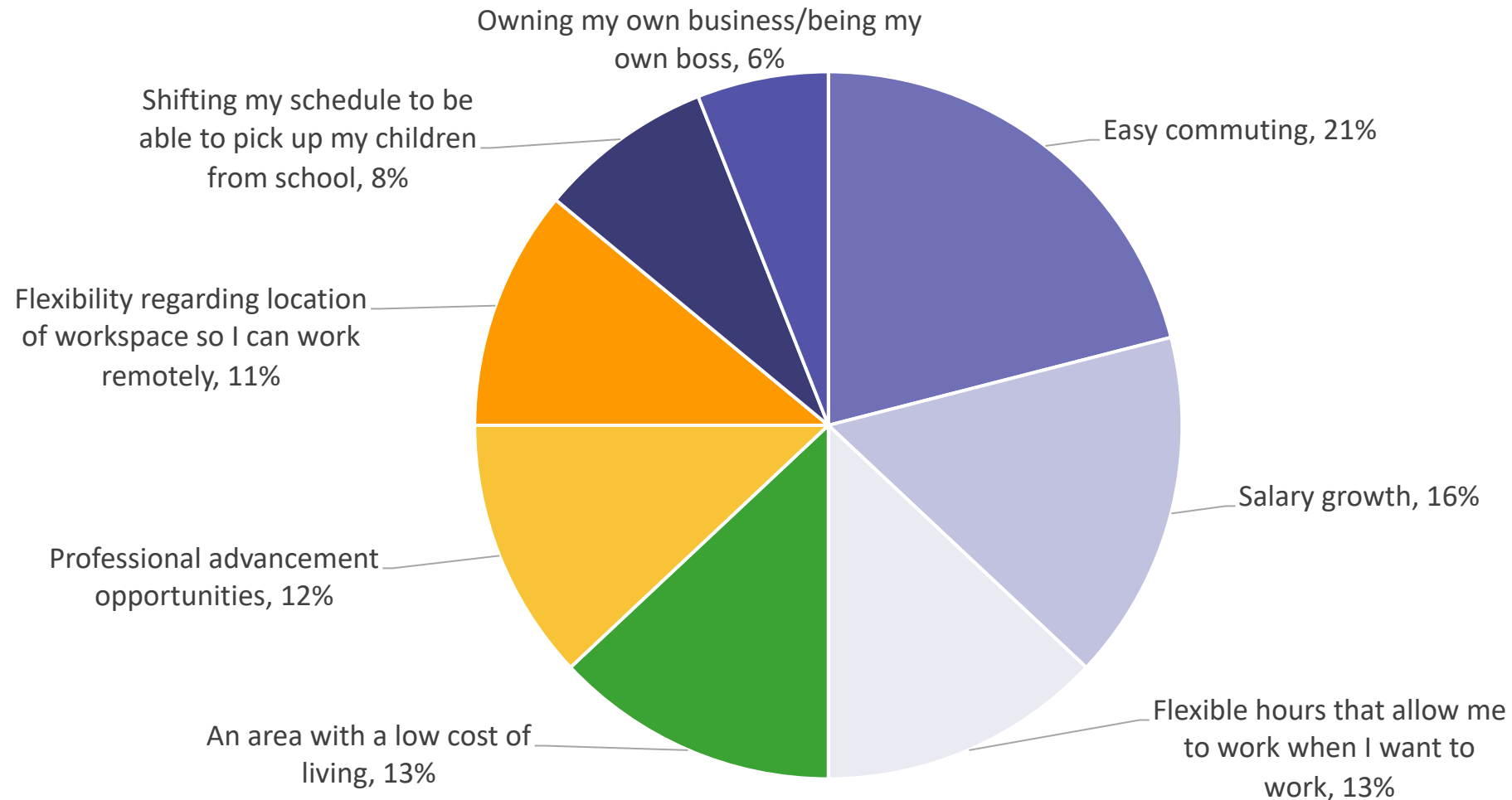


When asked to identify the most important factor in their decision about where they will live in the next 5 years, respondents in Andrew County chose “Family and social ties” the most, followed by quality schools.

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

Alumni & Resident Survey in Andrew County

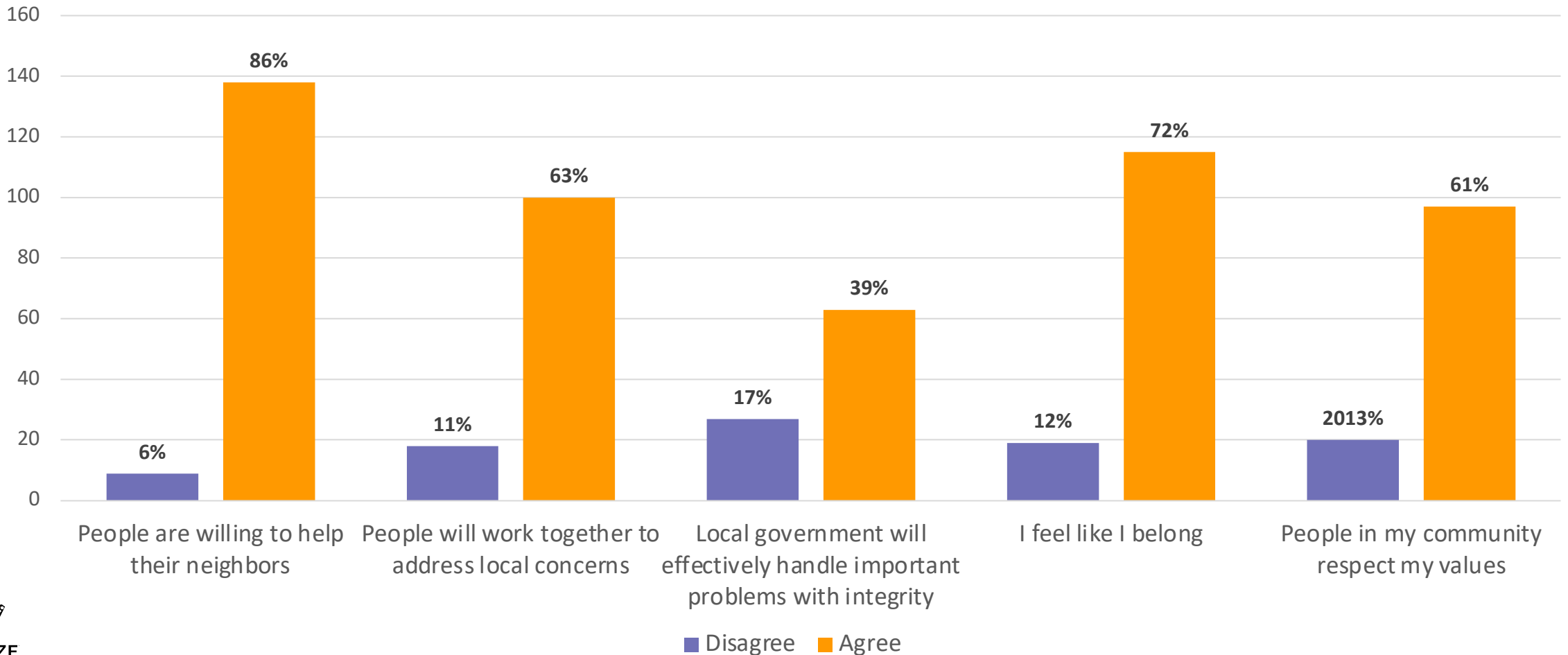
Respondents value easy commuting and salary growth opportunities as they assess job opportunities



How can Andrew County strengthen its communities?

Alumni & Resident Survey in Andrew County

Respondents have a variety of perspectives on strengthening Andrew County



Alumni & Resident Survey in Andrew County

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

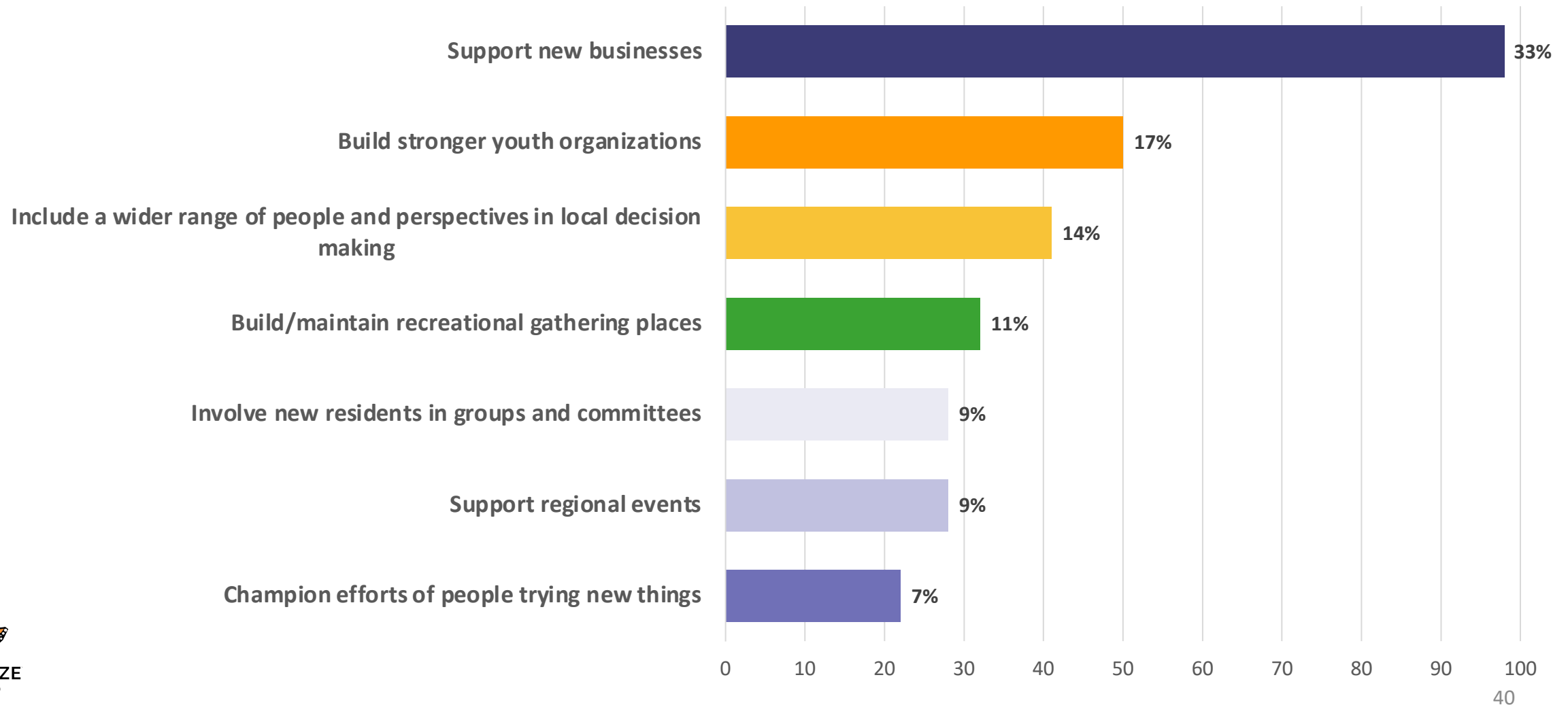


What changes worry you the most about the future of Northwest Missouri?



Alumni & Resident Survey in Andrew County

What efforts would you support in your community?



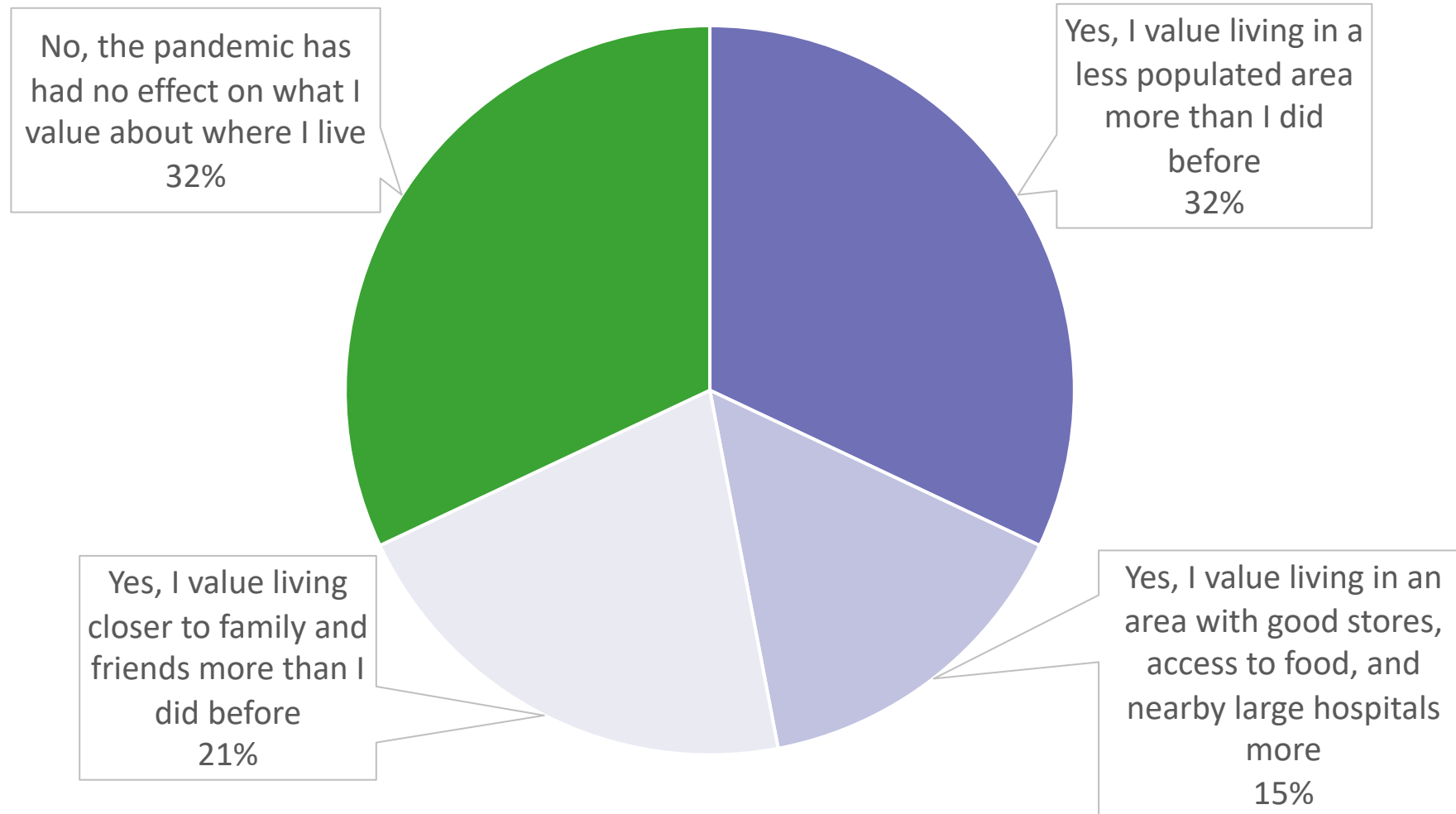
Alumni & Resident Survey in Andrew County

28% of respondents in Andrew 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%	135
Volunteered time to any local service agency or organization	20%	97
Attended a public hearing, town hall, community forum, or city council meeting	16%	79
Helped raise money for a local cause	12%	60
Served in a leadership role outside my workplace	12%	58
Participated on the board of any local service agency or organization	10%	47
Other:	1%	4
Applied or ran for local public office	0%	2
Total	100%	482

Alumni & Resident Survey in Andrew County

32% of respondents said COVID-19 has made them value living in a less populated area more than before



Alumni & Resident Survey in Andrew County

Where can Andrew 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

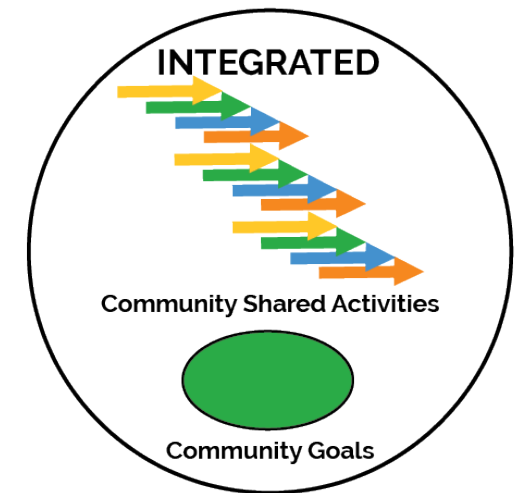
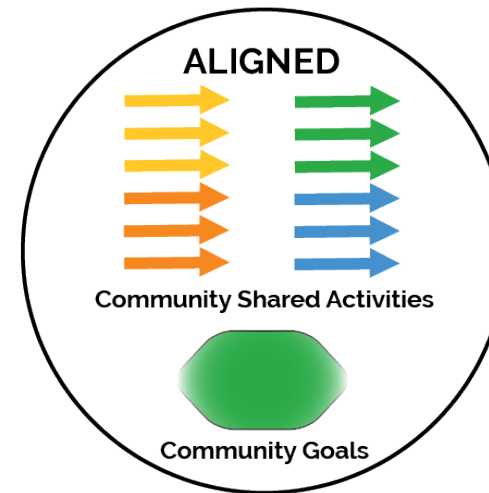
Helping local communities and the region align goals and integrate actions to maximize win-win opportunities.



Many Voices



One Vision

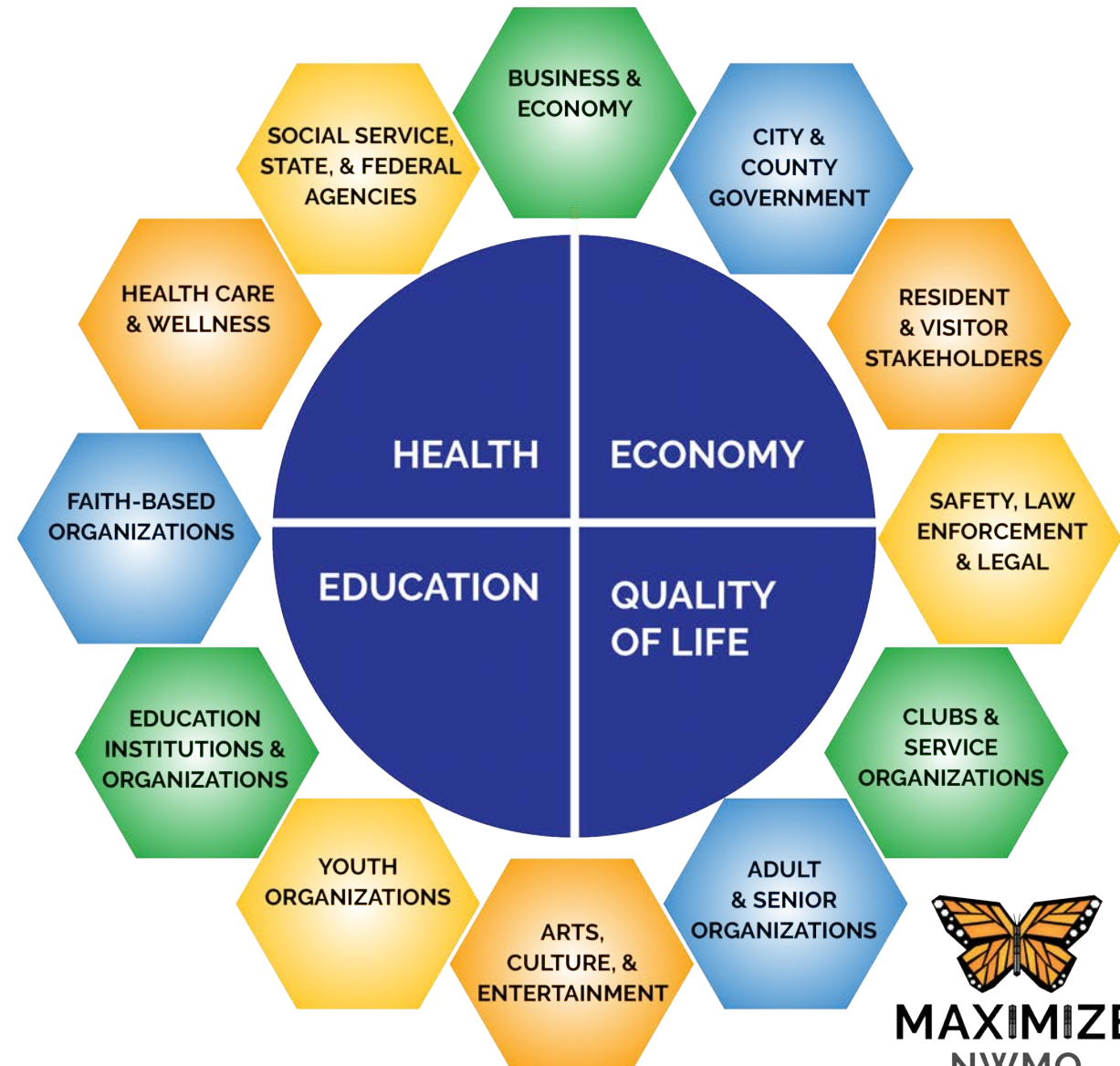


Local and regional communities respecting individual interests while working together on shared needs.

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

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