

Marketing for Rural Communities

Initial Focus Groups

Focus Group Structure

Twelve focus group interviews were conducted at six sites. The groups ranged in size from 3 to 9 participants. In total, 78 individuals who relocated from 24 different states, including Nebraska, participated in the interviews. Their ages ranged from 20 to 81. Twenty communities in 10 of the 11 Panhandle counties were represented in the study. Participants who were in their 30s and 50s represented the highest percentage of the sample (24.4% and 23.1%, respectively). Nearly 20% of the participants were in their 20s while those in their 40s and 60s represented approximately 15% each. Those older than 70 years of age represented only 4% of the sample. The gender of the sample was almost equally divided with 51.3% female and 48.7% male. Nearly 80% of the participants moved with their spouse or family, while only 20% moved alone. Over 60% were originally from another state while only 20% were from the region or the community. Participants in the focus groups were not asked specifically to identify their ethnic backgrounds. A question in the household survey did identify that 95% of the new residents were white, 1% were -American Indian and 3% were Hispanic or Latino (see Table 1 for general demographics of the focus group participants).