

Marketing for Rural Communities

Initial Focus Groups

Opportunity to Move

The new residents identified a number of situations that caused them to think about moving to another location. Then, an opportunity or need acts as an intervening condition that encourages the decision to be made. Participants were asked their dominant reason for moving. These responses were clustered into job opportunities (47.4%), family and friends (17.9%) and location amenities (34.6%). Of the 37 new residents who indicated that a job opportunity was the dominant reason, only five people indicated that it was the only reason.

The job opportunity (64%) was most important to those moving to communities with populations ranging from 5,000 to 9,999. New residents from cities larger than 100,000 in population were more likely to move for a job opportunity than the overall group (59% compared to 47.4%) and less likely to move for family (9% compared to 17.9%). For those moving to a community under 3,500 in population, location (45%) and job opportunities (50%) were the dominant reasons. An exception was where one community with population over 20,000 had nearly 30% of the individuals move to be near family. Location was the dominant reason for those moving from (100%) and to a farm or ranch (89%). Because farming requires location, it was grouped with location rather than job opportunity.