

Marketing for Rural Communities

Initial Focus Groups

Community Image – the Reality

Did the desired community image match the reality? Overall, the participants indicated that their expectations were met. Individuals shared many comments about the community's family oriented atmosphere, the ability to worship in the community or region, minimal traffic and a feeling of safety. A woman in her 50s remarked, "We have been pleasantly surprised. Very family oriented. I wish my family from [an eastern state] could be here - I wish my grandbaby could be here this has been a very positive move."

Although many of the new residents expressed that they have needed to adjust to living in a small town, the majority felt positive with the move. The factors that most influenced the image of a small town atmosphere were the moving challenges (or intervening conditions).