

Marketing for Rural Communities

Initial Focus Groups

Community Image

Context, relative to this study, is the community image new residents are looking for when they move to a rural area. Safety, family, faith oriented, small town atmosphere and free of congestion were the themes that emerged. Proximity to family was important for many people in selecting the community. One man in his 50s said about his wife, “Her requirement was ... somewhere in the geographic center where all her children lived.”