

Marketing for Rural Communities

Initial Focus Groups

Decision to Move

The first research question, “What motivated the new residents to move to the Nebraska Panhandle?” has been the focus of the findings to this point. The new residents identified the causal conditions that existed prior to moving to the Panhandle. An intervening condition occurred which provided the opportunity. The decision to move for the majority of the new residents was based on the context of the community. Once the new residents move to the new community they begin to adapt and adjust.

To understand how new residents perceive their move, the causal and intervening conditions, strategies and context will again be explored to gain a better understanding of the factors that influence the likelihood of staying. The second part of the framework is focused on the new residents’ perceptions of their community.