

Marketing for Rural Communities

Initial Focus Groups

Immediate Concerns

The intervening conditions that provided the opportunity or need (job opportunity, moving to be near family or location) to move to the community now impact the causal conditions or immediate concerns that a new resident faces following the move. Those moving to a new job expressed that housing was a priority. While those moving to be near family focused on finding a place to work. Individuals who purchased a farm or ranch needed services to be established as quickly as possible. A fourth causal condition that emerged was the need to get connected in the community. Only 20% of the focus group participants are originally from the community or region. The majority (80%) are first time residents to the Panhandle. Given this, there is an adjustment period for residents to feel connected to the community to the point of being satisfied with the move. If these causal conditions are met, the participants seemed to express a higher level of approval with the community.