

# **Marketing for Rural Communities**

## **Initial Focus Groups**

### ***Likelihood of Staying***

In response to “What will keep you here?”, 25% of the new residents stated that they planned to stay in the community. An additional 51% said they are happy with their decision to move to the community although they were open to moving again in the future. Thirteen percent indicated that they were having difficulty adjusting to the move and nearly 10% indicated they will move in the near future. The majority would consider another move in the future.