

# Maximize NWMO 2020 Survey

## SURVEY INSTRUMENT

Northwest Missouri (NWMO) community leaders wanted to understand the most valued characteristics within the region and how to focus their efforts and resources to retain and attract people and build the region's entrepreneurial ecosystem. Leaders also wanted to know if COVID-19 could make the region a more attractive place to live. A survey was conducted to address these questions in a partnership between the Community Foundation of Northwest Missouri's Maximize NWMO Regional Vitality Initiative and University of Missouri Extension's Exceed program.

The following survey instrument was used to gather insights into the region's current assets and those that are most desirable to migrants, with a focus on actionable results. The survey collected the views of people who currently live in the region and grew up in the region (stayers-Q2), left the region but moved back (returners-Q3), those who grew up in the region but left (leavers-Q5) and those living in the region currently but did not grow up in NWMO (in-migrants-Q4). All respondents were asked Q1 and Q6.

## **SURVEY INSTRUMENT**

---

Northwest Missouri Quality of Life & Regional Community Building  
Survey Flow

### **Q1 - All**

**Q1.1** Community leaders in the 18 counties of northwest Missouri want to hear from people who grew up and/or have strong ties here. What are the best qualities of our communities? How do we prioritize and coordinate efforts to strengthen and enhance our towns as great places to live, learn, work, play and raise children?

Please respond to the following 8-minute survey designed by University of Missouri Extension's Exceed team with the Community Foundation of Northwest Missouri's Maximize NWMO Communications CollaborACTION Team. Questions about the survey? Contact Mallory Rahe at [mallory.rahe@missouri.edu](mailto:mallory.rahe@missouri.edu).

Learn more about the Maximize Northwest Missouri initiative at <https://www.maximizenwmo.org> or send an email to Christel Gollnick at [together@maximizenwmo.org](mailto:together@maximizenwmo.org). We're dreaming big and growing together! Thank you for helping us keep our region vibrant by sharing your personal perspective.

**Q1.2** Please share your ties to Northwest Missouri (and indicate in which county the event occurred/you spent the most time).

- I earned my high school diploma here
- I earned a different degree/certificate here
- I have lived and/or worked here 4 or more years

**Q1.3** What do/did you value about the place you experience(ed) in Northwest Missouri?

- Recreation opportunities
- Relationships with friends and family
- Job opportunities for talented workers
- Cost of living
- Educational opportunities for myself and those I care about
- Size of town
- Distance to urban areas
- Housing availability
- Safety
- Healthcare
- Access to food sources (restaurants, grocery stores, processors, farms)

- Access to essential stores
- Access to arts and cultural activities
- A sense of belonging
- Scenic beauty (natural and architectural)
- Community pride/ Strong community identity
- Other:

**Q1.4** What is the very best thing about living and/or working in the region?

- Recreation opportunities
- Relationships with friends and family
- Job opportunities for talented workers
- Cost of living
- Educational opportunities for myself and those I care about
- Size of town
- Distance to urban areas
- Housing availability
- Safety
- Healthcare
- Access to food sources (restaurants, grocery stores, processors, farms)
- Access to essential stores
- Access to arts and cultural activities
- A sense of belonging
- Scenic beauty (natural and architectural)
- Community pride/ Strong community identity
- Other:

**Q1.5** Have you ever moved into, moved out of, or moved back to Northwest Missouri?

- I grew up here and still live in the same county where I graduated high school
- I grew up here and have lived in multiple counties in Northwest Missouri
- I did not grow up here, I moved in and currently live in Northwest Missouri
- I moved out of the region, but I have since moved back to Northwest Missouri.
- I no longer live in Northwest Missouri.

## **Q2 - Stayers**

**Q2.1** Which of the following reasons contributed to your decision to stay in the region?

- Wage and salary job opportunities
- Entrepreneurship or business ownership opportunities
- Support a family business

- Support my spouse
- To be near family and friends
- Educational opportunities
- Faith-based opportunities
- Diversity and inclusiveness of many perspectives and people
- Always knew I wanted to stay
- Want my kids to grow up like I did
- Engagement in my community
- Climate and geography
- Other:

### **Q3 - Returners**

**Q3.1** Which of the following reasons contributed to your decision to leave the region?

- Wage and salary job opportunities
- Entrepreneurship or business ownership opportunities
- Support a family business
- Support my spouse
- To be near family and friends
- Educational opportunities
- Faith-based opportunities
- Diversity and inclusiveness of many perspectives and people
- Always knew I wanted to leave
- Provide a certain quality of life for my children
- Engagement in my community
- Climate and geography
- Other:

**Q3.2** Which of the following reasons contributed to your decision to come back to the region?

- Job opportunities
- Entrepreneurship or business ownership opportunities
- Support a family business
- Support my spouse
- To be near family and friends
- Educational opportunities
- Faith-based opportunities
- Diversity and inclusiveness of many perspectives and people
- Always knew I wanted to come back
- Want my kids to grow up like I did

- Engagement in my community
- Climate and geography
- Other:

**Q3.3** Which of the following reasons were the primary reason you moved back to the region?

- Job opportunities
- Entrepreneurship or business ownership opportunities
- Support a family business
- Support my spouse
- To be near family and friends
- Educational opportunities
- Faith-based opportunities
- Diversity and inclusiveness of many perspectives and people
- Always knew I wanted to come back
- Want my kids to grow up like I did
- Engagement in my community
- Climate and geography
- Other:

#### **Q4 - In-migrants**

**Q4.1** Which of the following reasons contributed to your decision to move into the region?

- Wage or salary job opportunities
- Entrepreneurship or business ownership opportunities
- Support a family business
- Support my spouse
- To be near family and friends
- Educational opportunities
- Faith-based opportunities
- Diversity and inclusiveness of many perspectives and people
- Always knew I wanted to come back
- Want my kids to grow up like I did
- Engagement in my community
- Climate and geography
- Other:

### **Q5 - Leavers**

**Q5.1** Which of the following reasons contributed to your decision to leave the region?

- Wage or salary job opportunities
- Entrepreneurship or business ownership opportunities
- Support a family business
- Support my spouse's career
- Educational opportunities
- To be near family and friends
- Faith-based opportunities
- Diversity and inclusiveness of many perspectives and people
- Always knew I wanted to leave
- Provide a certain quality of life for my children
- I wanted to be more engaged in community leadership
- Climate and geography
- Other:

**Q5.2** Which of the following opportunities would make it easier for you to consider moving back?

- Leadership opportunities in the community
- Community events
- Youth organizations
- Engagement opportunities with a regional college
- Broadband access
- Recreational amenities
- Support for starting a business
- Network with other professionals
- Other:

### **Q6 - All**

**Q6.1** How important are each of the following factors in your decision about where you will live in the next 5 years? (rate each as not important, somewhat important, very important)

- Ties to area
- Outdoor recreation
- Scenic beauty (e.g., natural or architectural)
- Climate and geography
- Arts and entertainment
- Broadband or high-speed internet
- Quality of local K-12 schools

- Health care
- Strong or growing local economy
- Easy commute
- Available housing
- Access to a coffee shop/bakery
- Access to a hardware, grocery, and other stores
- Access to a local lawyer, accountant and other professional services
- Access to fresh produce
- Other:

**Q6.2** Considering the factors you ranked as "very important" in the previous question, which factor is the most important and which is the least important factor in your decision about where you will live in the next 5 years?

- Ties to area
- Outdoor recreation
- Scenic beauty (e.g., natural or architectural)
- Climate and geography
- Arts and entertainment
- Broadband or high-speed internet
- Quality of local K-12 schools
- Health care
- Strong or growing local economy
- Easy commute
- Available housing
- Access to a coffee shop/bakery
- Access to a hardware, grocery, and other stores
- Access to a local lawyer, accountant and other professional services
- Access to fresh produce
- Other:

**Q6.3** What efforts would you support in your community? (Select up to 2)

- Champion efforts of people trying new things
- Build stronger youth organizations
- Support regional events
- Support new businesses
- Include a wider range of people and perspectives in local decision making
- Involve new residents in groups and committees
- Build/maintain recreational gathering places

**Q6.4** Think about where you live now as you answer the following with Disagree, Not Sure, or Agree:

- People are willing to help their neighbors
- People will work together to address local concerns
- Local government will effectively handle important problems with integrity
- I feel like I belong
- People in my community respect my values

**Q6.5** Which of the following activities did you do in your home community in 2019?

- Served in a leadership role outside my workplace
- Attended a public hearing, town hall, community forum, or city council meeting
- Participated on the board of any local service agency or organization
- Volunteered time to any local service agency or organization
- Applied or ran for local public office
- Donated money, services, materials, or food to local charities, groups, or associations
- Helped raise money for a local cause
- Other:
- None of the above

**Q6.6** Which of the following characteristics about where you work are important to you?

- Easy commuting
- Professional advancement opportunities
- Salary growth
- Shifting my schedule to be able to pick up my children from school
- Flexible hours that allow me to work when I want to work
- Flexibility regarding location of workspace so I can work remotely
- Owning my own business/being my own boss
- An area with a low cost of living

**Q6.7** How likely are you to move in the next 5 years?

Extremely likely ... Extremely unlikely

**Q6.8** What will influence your likelihood to move or stay the most? (Short Answer)

**Q6.9** What changes are you most excited about for the future of Northwest Missouri? (Short Answer)

**Q6.10** What changes worry you the most about the future of Northwest Missouri? (Short Answer)

**Q6.11** Has the COVID-19 pandemic changed your attitude about where you want to live?

- Yes, I value living in a less populated area more than I did before
- Yes, I value living in an area with good stores, access to food, and nearby large hospitals more
- Yes, I value living closer to family and friends more than I did before
- No, the pandemic has had no effect on what I value about where I live

**Q6.12** What year did you graduate high school? (Short Answer)

**Q6.13** Please describe your household (select all that apply):

- I live by myself
- I live with other adult(s)
- I live with children under the age of 10
- I live with children ages 10-18

**Q6.14** Please describe your employment status:

- Seeking work, not currently employed
- Not working, not seeking work
- Retired
- Own my own business
- Work in my family's business
- Employed by someone other than a family member in the region
- I work remotely for an employer located elsewhere
- Other:

**Q6.15** I identify as a:

- Woman
- Man
- I prefer not to answer this question

**Q6.16** Where do you live now? Please enter your current zip code. (Short Answer)