

Results

Location Decision Making Survey

“For Those Who Grew Up on the Gogebic Range, Moved Away and Have Not Returned” 2009

Respondents: 259	
Broken Boomerangs:	125
Javelins:	95
Note: Results are broken into “Broken Boomerangs” (those who say they would consider returning to the Gogebic Range if they found a good job) and “Javelins” (those who say they would not consider returning if they found a good job)	

Section 1: Location Preferences

I would prefer to live in a place that fits my lifestyle more than a place with a job that pays the most money.

All	69.5% Agree
Broken Boomerangs	69.2
Javelins	69.2

With my education and skills I can get a job in almost any place I want to live.

All	66.7% Agree
Broken Boomerangs	61.8
Javelins	69.2

A good paying job is my highest priority.

All	54.6% Agree
Broken Boomerangs	53.7
Javelins	53.2

How important are each of the following to you when choosing a neighborhood you would most like to live in?

1. Safe
2. Place to Raise a Family
3. Affordable
4. Good Schools
5. Job Opportunities
6. Scenic Beauty
7. Walkable Streets
8. Sense of Community
9. Trails/Parks
10. People My Age
11. Concern for Environment
12. Near Small Businesses
13. Diversity
14. Friends/Family
15. Gathering Places
16. Different Lifestyles
17. Four-Season Climate
18. Beaches/Waterfront
19. Low Taxes
20. Adventure Sports
21. Low Traffic
22. Art/Culture
23. Historic/Architectural Neighborhoods
24. Public Transportation
25. Nightlife
26. Malls/Shopping
27. Place for Own Business
28. Professional Sports
29. Place to Start a Business
30. Warm Weather
31. Gaming

Broken Boomerangs

1. Safe
2. Place to Raise a Family
3. Affordable
4. Good Schools
5. Job Opportunities
6. Scenic Beauty
7. Sense of Community
8. Walkable Streets
9. Friends/Family
10. Trails/Parks

Javelins

1. Safe
2. Job Opportunities
3. Good Schools
4. Place to Raise a Family
5. Affordable
6. Safe Streets
7. Sense of Community
8. Scenic Beauty
9. Diversity
10. People My Age

If you could live anywhere in the world and still work in your chosen field, what types of areas or neighborhoods would you be likely to choose?

... A small town

All	59.3% Likely
Broken Boomerangs	78.6
Javelins	29.6

... In a rural area with lots of open spaces

All	55.5% Likely
Broken Boomerangs	73.2
Javelins	33.4

Section 2: Perceptions of Our Community

How would you rate the community in which you now live on the following factors?

1. Scenic Beauty
2. Safe
3. Affordable
4. Friends/Family
5. Low Traffic
6. Four-Season Climate
7. Adventure Sports
8. Place to Raise a Family
9. Beaches/Waterfront
10. Sense of Community
11. Good Schools
12. Walkable Streets
13. Near Small Businesses
14. Trails/Parks
15. Low Taxes
16. Concern for Environment
17. Historic/Architectural Neighborhoods
18. Gaming
19. Place to Start a Business
20. Nightlife
21. People My Age
22. Different Lifestyles
23. Art/Culture
24. Gathering Places
25. Diversity
26. Public Transportation
27. Job Opportunities
28. Music Scene
29. Malls/Shopping
30. Warm Weather
31. Professional Sports

Broken Boomerangs

1. Scenic Beauty
2. Safe
3. Friends/Family
4. Affordable
5. Four-Season Climate
6. Low Traffic
7. Place to Raise a Family
8. Adventure Sports
9. Beaches/Waterfront
10. Sense of Community

Javelins

1. Scenic Beauty
2. Safe
3. Low Traffic
4. Affordable
5. Friends/Family
6. Four-Season Climate
7. Adventure Sports
8. Good Schools
9. Beaches/Waterfront
10. Sense of Community

Since moving away, how have your perceptions of the Gogebic Range changed?

...They have become more positive

All	21.6%
Broken Boomerangs	26.8
Javelins	12.7

... They have become more negative

All	44.9%
Broken Boomerangs	39.8
Javelins	56.4

... They have not changed

All	33.5%
Broken Boomerangs	33.4
Javelins	30.9

Do you believe that the community is attractive to people in their 20's and 30's as a place to live and work?

All	6.6% "Yes"
Broken Boomerangs	8.9
Javelins	3.2

Section 3: Plans for the Future

I plan to return to the Gogebic Range because the community fits my lifestyle.

All	15.3% Agree
Broken Boomerangs	28.5
Javelins	2.1

I plan to return to the Gogebic Range in order to find a job.

All	2.4% Agree
Broken Boomerangs	4.1
Javelins	1.1

I plan to return to the Gogebic Range to raise my family.

All	14.2% Agree
Broken Boomerangs	26.1
Javelins	1.1

I plan to return to the Gogebic Range to retire.

All	31.8% Agree
Broken Boomerangs	52.1
Javelins	7.5