**Attract + Grow + Keep**

Jobs and Talent in the Rocky Mountain West

WE ASKED

400+ Community Members

500+ Employers

What attracts businesses and a skilled workforce to the Rocky Mountain West?

Key Findings:

**Jobs Follow People**

- 70% of business owners moved to a community first, then started a business later.

**Community Quality Is Top Priority**

- In selecting a location to live, the most highly considered factor for business owners and community members was the overall quality of the community.

**Location Helps Attract Employees**

- 68% of business owners said that the ability to attract or retain talented employees was an important factor in choosing their business location.

**People Are Looking For Great Places**

- In selecting a location to live, the most highly considered factor for business owners and community members was the overall quality of the community.

**People Will Sacrifice Salary For Location**

- 83% would rather live in an ideal community for a lesser salary.
- 17% would rather live in a less than ideal community for a higher salary.

**Housing Costs Are A Concern**

- 68% of community members felt there are not enough housing options in their community.
- 50% of business owners felt that housing costs impacted their ability to attract employees.

For more information:

www.communitybuilders.net/placevalue

Research and infographic by Community Builders