

NEWS RELEASE
FOR IMMEDIATE RELEASE

May 5, 2025

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Northwest Michigan Remote Worker Study Kicks Off

NORTHWEST LOWER, MI – To better understand the growing impacts of remote work in Northwest Michigan, Networks Northwest has kicked off the ***Northwest Michigan Remote Worker Study***. Starting with the launch of the Northwest Michigan Remote Worker Survey, the study aims to gain insights into remote work trends throughout the region. The study will combine survey responses, focus groups, and data acquisition to create a regional report, expected in the Fall of 2025. The project is funded by the Michigan Economic Development Corporation, and partners include 20Fathoms, Alliance for Economic Success (AES), Manistee Chamber of Commerce, Northern Lakes Economic Alliance (NLEA), and Traverse Connect.

Responses to the survey will help with understanding the impact of remote work in the region and assist with informing future economic development strategies such as talent attraction and retention. Participation in the survey is voluntary and responses are kept anonymous. The survey should take about 8 minutes to respond and respondents to the survey are able to enter to win one of four \$50 gift cards. The survey will be open until Monday, July 7, 2025.

Antrim * Benzie * Charlevoix * Emmet * Grand Traverse * Kalkaska * Leelanau * Manistee * Missaukee * Wexford

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Additionally, remote worker focus groups are being facilitated by Networks Northwest and hosted by 20Fathoms, AES, Manistee Chamber, NLEA, and Traverse Connect. These are expected to take place in June 2025 in Cadillac, Manistee, Petoskey, and Traverse City. The focus groups will take a deeper examination into remote work impacts, benefits, and challenges. Interested persons should submit an interest form by the end of May 2025 to receive future focus group information.

Information on the Remote Worker Study can be found at the Networks Northwest Project page, nwm.org/remotework.

Remote Work Survey: <https://bit.ly/nwmremotesurvey>

Remote Work Focus Group Link: <https://bit.ly/42Skf8s>

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NOTE to Media: Images are oftentimes available upon request by emailing Dana O'Dell at dana.odell@networksnorthwest.org and stating preferences for resolution, file format, and file size. Or phone (231) 929-5075. Check our online Media Room at networksnorthwest.org/media

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10-county region. These programs include Northwest Michigan Works!, APEX Accelerator (formerly PTAC), various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business, and community services Networks Northwest offers if you visit our website, networksnorthwest.org. Networks Northwest's member counties are Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.

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