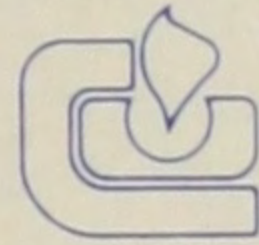
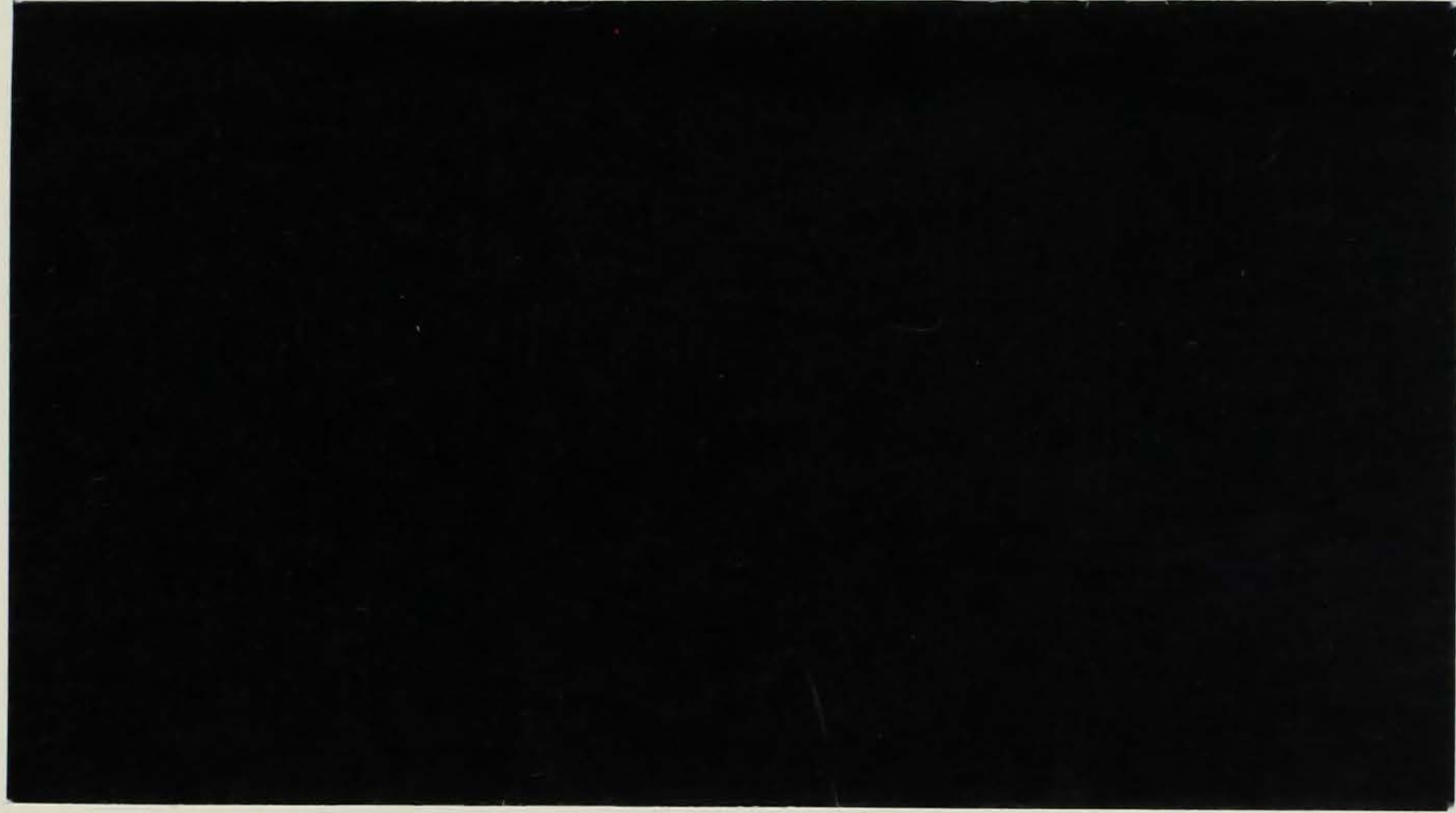


Working Paper Series

New South Carolinian Study A Profile of New Movers

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New South Carolinian Study

A Profile of New Movers

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Introduction

Population increases in the South and Western regions of the United States have been studied from the 1970's to the 1990's. An important segment of the population increase is the in-migrant component, particularly the elderly retiree. South Carolina is a good example of this current population trend which is occurring in the southeastern portion of the United States.

Various researchers, Hodge (1991), Serow (1987), Serow and Haas (1992), Longino (1990), Serow (1990) and others, have all extolled the coming wave of an aging America and the possible business opportunities for communities that this provides. These in-migrant retirees will bring with them pensions and investment incomes representing a major source of dollars for a community. Additionally this in-migration will expand the employment base and the possible range of goods and services provided in the community.

The purpose of the New South Carolinian Study was an attempt to better identify and understand in-migrant retirees relocation decision process. More specifically, the study sought to determine the factors which influenced retirees to relocate in South Carolina and the length of time of the decision process.

Study Sample

The random sample was drawn from a list of persons who had moved to South Carolina within the past 12 months between June 1990 and June 1991. The sample was a random selection of 594 individuals chosen from people who moved to South Carolina from the states of New York, New Jersey, Pennsylvania, Ohio, Indiana, Virginia, Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, Delaware, District of Columbia, Maryland, West Virginia, Illinois, and Michigan. Of the 594 names randomly selected 96 were dropped from the study because the person was deceased, had left South Carolina, or had an undeliverable address. Thus, from a total of 498 addresses, 267 usable responses were received. The overall response rate for the study was 53.6 percent.

To test for non response error, non respondents were compared on three variables, age, income and education, to determine if they differed significantly from respondents. No significant differences were found between those who completed the survey and those who did not.

Results

A socio-demographic profile of the new mover in-migrant retirees respondents (see Table 1) shows the majority of respondents (68.9%) to be male, over the age of 55 (84.2%),

and married (80.9%). These "new movers" tend to be white/anglo (91.4%), live in a two person household (70.4%), and have incomes over \$30,000 per year (64.8%). Prior to their move to South Carolina, the respondents were employed in an executive/administrator (11.6%) capacity (see Table 2). The primary occupation of the respondent's spouse other than homemaker (29.9%) was professional/technical (6.0%).

The procedures used by the movers in "shopping" from a destination to move appeared to be very involved and time consuming (see Table 3). The average length of time between the respondents thinking about moving and actually making the move was 3.23 years. The time the respondents took to contemplate their move to South Carolina was slightly less, but the majority of the "new movers" considered their move approximately 12 months before actually making their move to the state. The "new movers" top three sources of information for use in planning their move to South Carolina were (1) the advice of friends and relatives, (2) magazine articles about South Carolina, and (3) newspapers. The top three magazines read by the respondents were (1) Modern Maturity (63.9%), (2) Southern Living (38.3%), and (3) Readers Digest (36.8%) (see Table 4).

"New movers" rated the factors which they perceived as being most important to their decision to move to South Carolina (see Table 5). The top five reasons selected were:

- (1) the climate,
- (2) housing values,
- (3) recreation/leisure opportunities,
- (4) outdoor recreation opportunities, and
- (5) daily cost of living in the state.

Respondents were also asked to rate a number of reasons which influence their selection of a new community. The top five reasons the respondents gave for choosing the community (see Table 6) were:

- (1) the pleasant attitudes of the people in the area,
- (2) scenic beauty,
- (3, 4) a tie between being able to do many different things and the availability for shopping, and
- (5) the availability of areas for walking.

The importance of specific types of public services to their decision was also rated by the respondents (see Table 7). The top five public services rated as most important to their decision to move were:

- (1) fire protection,
- (2) police protection,
- (3) water,
- (4) recreation, and
- (5) sewage treatment.

The respondents next were asked a number of questions related to the type of community in which they preferred to live, the area of the community and whether or not they feel part of their new community (see Table 8). The "new movers" chose primarily to live in small towns or suburban areas. They were most interested in living in traditional neighborhood type areas rather than retirement communities or resorts. Generally the respondents feel a part of their new community, but a fairly high percentage 24.4 of them indicated they do not feel they are part of that new community.

Leisure and recreation activities were rated fairly high by the respondents both as a reason to move to South Carolina and in their selection of an area within the state to live. Additionally, the respondents were asked to name their favorite leisure or recreation activities and indicate how frequently they participated in each of those activities in the past year (see Table 9). The top five activities and frequency of participation were:

- (1) golf—participated in at least once a week,
- (2) walking for pleasure—participated at least once a week,
- (3) reading—participated in at least once a month,
- (4) fishing—participated in two or more times a month,
- (5) tennis—participated in generally two or more times a month.

The last component of this profile of "new movers" is a comparison of the perceptions of the respondents regarding living in South Carolina versus their perception of living in Florida (see Table 10).

Overall the respondents rated South Carolina higher on all the factors presented to them with the exception of (sight-seeing opportunities, nightlife, and marginally on outdoor sports opportunities). Specifically, South Carolina was preferred for its climate, housing values, daily cost of living, recreation opportunities, chance to meet new friends, and its rural life-style.

Conclusion

This brief profile of "new movers" to South Carolina shows a relatively active, educated and higher income group of in-migrants moving to the state from the Northeast or North Central region of the United States. These new residents move here for the environmental benefits found here over where they lived previously, but they are also moving here because of, for lack of a better term, "that good old Southern hospitality."

Appendix A of this document provides a complete copy of the questionnaire used in this study, and it reveals many more questions than those whose results are described here. The purpose of this report was to provide a brief profile of these "new movers" so not everything can be present in this document that was included in the study, and the authors apologize for that limitation of this report.

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Table 1

Socio-Demographic Characteristics (N=267)

	Number	Percent
Gender of Respondents		
Male	184	68.9
Female	74	27.7
No response	9	3.4
Age of Respondents*		
Under 30	4	1.6
31-45	12	4.5
46-55	16	6.0
56-65	128	47.9
Over 65	97	36.3
Other	10	3.7
Marital Status of Respondents		
Married	216	80.9
Never married	11	4.1
Separated or divorced	12	4.5
Widowed	21	7.9
No response	7	2.6
Racial/ethnic Background of Respondents		
White/anglo	244	91.4
Black	12	4.5
Hispanic	0	0.0
Asian	1	0.4
Other	2	0.7
No response	8	3.0

Table 1 (continued)
Socio-Demographic Characteristics (N=267)

	Number	Percent
Income of Respondents		
Less than \$15,000	9	3.4
\$15,000 to \$29,999	58	21.7
\$30,000 to \$44,999	57	21.3
\$45,000 to \$59,999	41	15.4
Over \$60,000	75	28.1
No response	27	10.1
Number in Household		
One	28	10.5
Two	188	70.4
Three	24	9.0
Four	11	4.1
Five or more	7	2.6
No response	9	3.4

*Respondents under the age of 55 are due to surveys being completed by younger spouses or children of the person originally sent the survey.

Table 2

Occupation of the Respondent and Their Spouse Before
Moving to South Carolina (N=267)

Occupation	Respondent		Spouse	
	Number	Percent	Number	Percent
Homemaker	20	7.5	80	29.9
Professional/technical	26	9.7	16	6.0
Executive/administrator	31	11.6	12	4.5
Middle management	23	8.6	13	4.9
Sales/marketing	12	4.5	9	3.4
Clerical or service	10	3.7	9	3.4
Tradesman/machine operator	11	4.1	9	3.4
Laborer	2	0.7	0	0.0
Retired	19	7.1	7	2.6
Self employed	4	1.5	4	1.5
Other	96	35.9	80	29.9
No response	13	5.1	28	10.5

Table 3

Premoving Information Search and Behavior (N=267)

Mean length of time between thinking about move and the move	Mean 3.23 years	
Number of months before moving to South Carolina did you think about moving to South Carolina	Number	Percent
One to five months	82	30.7
Six to twelve months	82	30.7
Thirteen to eighteen months	27	10.1
Nineteen to twenty-three months	10	3.8
Twenty-four to thirty months	15	5.6
Thirty-one to thirty-four months	7	2.6
More than thirty-four months	37	13.9
No response	7	2.6
The information source used in planning to move ¹		
Advice of friends or relatives	141	54.4
Newspapers	52	20.2
Tourists information office	22	8.6
Chambers of Commerce	38	14.8
South Carolina Mature Life-styles Magazine	14	5.5
American Association of Retired Persons	16	6.2
Rand McNally Places Rated	13	5.1
Magazine articles about South Carolina	56	21.8
Automobile Association	10	3.9
Other	110	43.0

¹Numbers and Percentages do not total due to multiple responses.

Table 4

Magazine Readership Frequency and Percentage
of Respondents (N=267)

Magazines	Number ¹	Percent ¹
Business Week	47	17.7
Newsweek	68	25.6
People	63	23.7
Sports Illustrated	51	19.5
Time	80	30.1
Life	15	5.6
TV Guide	43	16.2
Better Homes and Gardens	66	24.8
Family Circle	53	19.9
Forbes	25	9.4
Golf	39	14.7
Golf Digest	56	21.1
Tennis	16	6.0
Sailing	10	3.8
National Geographic	76	28.6
Readers Digest	98	36.8
Sunset	2	0.8
Modern Maturity	170	63.9
Southern Living	102	38.3
Other	116	43.8

¹Numbers and percentages do not total due to multiple responses.

Table 5

Factors Indicated as Important to Respondents
Decision to Move to South Carolina (N=268)

Factor	Mean ¹ Importance	Rank
Climate	1.74	1
Housing values	2.02	2
Daily cost of living	2.28	5
Recreation/leisure opportunities	2.04	3
Closeness of relatives	3.08	7
Closeness of friends	3.41	8
Cultural opportunities	2.90	6
Employment opportunities	3.59	9
Outdoor recreation opportunities	2.12	4

¹Importance Values rated 1= extremely important to 5 = extremely unimportant.

Table 6

Reasons for Choosing Their New Community (N=267)

Factor	Mean ¹ Importance	Rank
The availability of facilities for water sports	3.09	8
The availability of facilities for golf	3.05	7
The availability of facilities for tennis	3.74	9
Scenic beauty	2.15	2
The pleasant attitudes of the people in the area	1.91	1
The availability for shopping	2.22	3
The availability of good food or different types of cuisine	2.42	6
The availability of night life and entertainment	3.80	10
Being able to do many different things	2.22	3
The availability of areas for walking	2.24	5

¹Importance values rated 1= extremely important to 5= extremely unimportant

Table 7

The Importance of Public Services to the Selection
of a Community (N=267)

Services	Mean ¹ Importance	Rank
Police protection	1.83	2
Fire protection	1.77	1
Recreation	2.10	4
Garbage	2.17	6
Sewer	2.11	5
Public schools	3.52	9
Water	1.85	3
Library	2.37	7
Parks	2.59	8
Public welfare	3.59	10
Highways	2.17	6

¹Importance values rated 1=extremely important to 5=extremely unimportant.

Table 8

Community Factors Identified by
Respondents (N=267)

Type of community	Number	Percent
Rural	28	10.5
Small town	87	32.6
Suburban	80	30.0
Urban	22	8.2
Other	38	14.2
No response	12	4.5
Area of the community		
Traditional neighborhood	127	47.6
Retirement community	39	14.6
Resort	49	18.4
Other	44	16.5
No response	8	2.9
Extent they feel part of the new community		
Not at all	9	3.4
Not very much	56	21.0
Pretty much	117	43.8
Very much	79	29.6
No response	6	2.2

Table 9
Top Five Favorite Leisure or Recreational Activities and
Frequency of Participation of Respondents (N=267)

Activity	Number	Percent	Median Frequency of Participation
Golf	122	50.6	51 (+) times per year
Walking	21	10.3	51 (+) times per year
Reading	21	10.3	1-10 times per year
Fishing	14	5.8	11-30 times per year
Tennis	14	5.8	11-30 times per year

Table 10
Comparison of Perceptions of Living in South Carolina Versus
Florida on Select Factors (N=267)

South Carolina	Factors	Florida
2.26	Climate	1.68
2.40	Sight-seeing opportunities	2.48
2.04	Housing values	1.71
2.61	Outdoor sports opportunities	2.65
1.74	Daily cost of living	1.68
1.19	Nightlife	2.24
2.24	Recreation opportunities	2.20
2.50	Chance to meet new friends	2.23
2.24	Rural life-style	1.77

A three point scale 1=poor to 3=excellent.

APPENDIX A

The New South Carolinian Survey Instrument

NEW SOUTH CAROLINIAN STUDY 1991



Department of Parks, Recreation and Tourism Management &
Regional Resources Development Institute
Clemson University

This survey is intended to represent your experiences and opinions about living in South Carolina. There are no right or wrong answers.

SECTION 1

1. When did you begin to think about moving to South Carolina?
_____ (month) _____ (year)

When did you move to South Carolina?
(month) (year)

2. When you were planning your move to South Carolina, which if any of the following information sources did you use? (Circle as many as you used)

1. Advice of friends or relatives
2. Newspapers
3. Tourist information office
4. Chamber of Commerce
5. South Carolina Mature Lifestyles Magazine
6. American Association of Retired Persons
7. Rand McNally Places Rated
8. Magazine articles about South Carolina
9. Automobile Association
10. other

3. How many months before you moved to South Carolina did you decide to move to South Carolina? (Circle one response)

- | | |
|------------------------------------|------------------------------------|
| 1. one to five months | 5. two to two and one half years |
| 2. six to twelve months | 6. thirty-one to thirty-four month |
| 3. thirteen to eighteen months | 7. more than thirty-four months |
| 4. nineteen to twenty-three months | |

4. Please use your experience in moving to South Carolina to indicate the importance of each of the following factors in your decision to move to South Carolina. (Circle the letter that represents how you feel).

EI Extremely Important
I Important
N Undecided
U Unimportant
EU Extremely Unimportant

- | | | | | | |
|-------------------------------------|----|---|---|---|----|
| 1. Climate | EI | I | N | U | EU |
| 2. Housing values | EI | I | N | U | EU |
| 3. Daily cost of living | EI | I | N | U | EU |
| 4. Recreation/leisure opportunities | EI | I | N | U | EU |
| 5. Closeness of relatives | EI | I | N | U | EU |
| 6. Closeness of friends | EI | I | N | U | EU |
| 7. Cultural opportunities | EI | I | N | U | EU |
| 8. Employment opportunities | EI | I | N | U | EU |
| 9. Outdoor Recreation opportunities | EI | I | N | U | EU |

5. What were the three main reasons why you moved from your previous state?

1. _____
2. _____
3. _____

SECTION 2

We would like to learn about the factors which were important to you as you selected a community in which to live in South Carolina.

1. The community in which I live is (Circle one response)
 1. rural
 2. small town
 3. suburban
 4. urban
 5. other (please describe)

2. The area of the community in which I live is (Circle one response)
 1. a traditional neighborhood
 2. retirement community
 3. resort
 4. other (please describe)

3. How much do you feel a part of your new community? (Circle one response)
 1. not at all
 2. not very much
 3. pretty much
 4. very much

4. Which of the following statements best describes how well you like living in this community? (Circle one response)
 1. I would never consider leaving here.
 2. I would move to another community if I had to but would be reluctant to leave here.
 3. It makes no difference to me whether I live here or in another community.
 4. I would probably be more satisfied living in another community.
 5. I would really like to leave this community if I had the opportunity.

5. Did you have friends or relatives who lived in this community prior to your move? (Circle one response)

- 1. Yes
- 2. No

6. The next set of statements refer to your reasons for choosing your new community. For each statement, please circle the letter that best reflects how important that item was when you made your decision to move.

EI Extremely Important
I Important
N Undecided
U Unimportant
EU Extremely Unimportant

- | | | | | | |
|--|----|---|---|---|----|
| 1. the availability of facilities for water sports | EI | I | N | U | EU |
| 2. the availability of facilities for golf | EI | I | N | U | EU |
| 3. the availability of facilities for tennis | EI | I | N | U | EU |
| 4. scenic beauty | EI | I | N | U | EU |
| 5. the pleasant attitudes of the people in the area | EI | I | N | U | EU |
| 6. the availability for shopping | EI | I | N | U | EU |
| 7. the availability for good food or
different types of cuisine | EI | I | N | U | EU |
| 8. the availability of night life and entertainment | EI | I | N | U | EU |
| 9. being able to do many different things | EI | I | N | U | EU |
| 10. the availability of areas for walking | EI | I | N | U | EU |

7. Please indicate how important each of the following public services were in your selection of a community. (Circle the letter that best represents how you feel)

EI Extremely Important
I Important
N Undecided
U Unimportant
EU Extremely Unimportant

- | | | | | | |
|----------------------|----|---|---|---|----|
| 1. Police protection | EI | I | N | U | EU |
| 2. Fire Protection | EI | I | N | U | EU |
| 3. Recreation | EI | I | N | U | EU |
| 4. Garbage | EI | I | N | U | EU |
| 5. Sewer | EI | I | N | U | EU |
| 6. Public Schools | EI | I | N | U | EU |
| 7. Water | EI | I | N | U | EU |
| 8. Library | EI | I | N | U | EU |
| 9. Parks | EI | I | N | U | EU |
| 10. Public Welfare | EI | I | N | U | EU |
| 11. Highways | EI | I | N | U | EU |

8. For each of the following factors please circle the one response that best matches your perceptions of living in South Carolina.

1. Climate

1. superb
2. good
3. fair

6. Nightlife

1. hardly any
2. some
3. excellent

2. Sightseeing opportunities

1. excellent
2. some
3. hardly any

7. Recreation opportunities

1. fair
2. good
3. superb

3. Housing values

1. superb
2. good
3. fair

8. Chance to meet new friends

1. poor
2. fair
3. excellent

4. Outdoor sports opportunities

1. excellent
2. some
3. hardly any

9. Rural lifestyle

1. poor
2. fair
3. excellent

5. Daily cost of living

1. superb
2. good
3. fair

9. For each of the following factors please circle the one response that best matches your perceptions of living in Florida.

1. Climate

1. superb
2. good
3. fair

6. Nightlife

1. hardly any
2. some
3. excellent

2. Sightseeing opportunities

1. excellent
2. some
3. hardly any

7. Recreation opportunities

1. fair
2. good
3. superb

3. Housing values

1. superb
2. good
3. fair

8. Chance to meet new friends

1. poor
2. fair
3. excellent

4. Outdoor sports opportunities

1. excellent
2. some
3. hardly any

9. Rural lifestyle

1. poor
2. fair
3. excellent

5. Daily cost of living

1. superb
2. good
3. fair

SECTION 3

Next we would like to learn more about the opinions and feelings of South Carolinians.

1. Here is a list of things that many people look for or want out of life. Please study the list carefully then indicate how important each is to your life. (Circle the letter that best represents how important each item is to you)

EI Extremely Important
I Important
N Undecided
U Unimportant
EU Extremely Unimportant

- | | | | | | |
|------------------------------|----|---|---|---|----|
| 1. excitement | EI | I | N | U | EU |
| 2. fun and enjoyment in life | EI | I | N | U | EU |
| 3. being well respected | EI | I | N | U | EU |
| 4. self-respect | EI | I | N | U | EU |
| 5. self-fulfillment | EI | I | N | U | EU |
| 6. sense of belonging | EI | I | N | U | EU |
| 7. security | EI | I | N | U | EU |
| 8. sense of accomplishment | EI | I | N | U | EU |

2. Below is a list of statements that describes how people feel about taking risks. Please circle the letter that best indicates the extent to which you agree or disagree with each statement.

SA Strongly Agree
A Agree
N Undecided
D Disagree
SD Strongly Disagree

1. I'm the kind of person who is usually not very cautious. SA A N D SD
2. I enjoy being around people who are willing to take a chance. SA A N D SD
3. I am the kind of a person who avoids risks. SA A N D SD
4. With the kinds of problems that you can run into these days, I don't think people should hitchhike. SA A N D SD
5. I'd rather not gamble if there is some other way of doing things. SA A N D SD
6. I am the kind of person who enjoys risks. SA A N D SD
7. I stay from situations which are likely to be dangerous. SA A N D SD
8. I tend to like people who have a wild streak in them. SA A N D SD
9. I sometimes gamble for the excitement it brings. SA A N D SD
10. I'm the kind of person who usually careful about what I do. SA A N D SD

- | | |
|---|-------------|
| 11. I enjoy getting into situations
that I don't know if I can get out of. | SA A N D SD |
| 12. Most families are too heavily in debt. | SA A N D SD |
| 13. I like to pay cash for everything. | SA A N D SD |
| 14. I pretty much spend for today and
let tomorrow bring what it will. | SA A N D SD |
| 15. I believe that we should invest
money for the future. | SA A N D SD |
| 16. Investing in the stock market is too risky. | SA A N D SD |
| 17. When making investments, maximum
safety is more important
than high interest rates. | SA A N D SD |
| 18. When I have a favorite brand I buy
it-no matter what is on sale. | SA A N D SD |
| 19. We have more money to spend on
extras than most families
in our neighborhood. | SA A N D SD |
| 20. Our family income is high enough to
satisfy our important desires. | SA A N D SD |
| 21. I am very satisfied with the way
things are going in my life these days. | SA A N D SD |
| 22. I dread the future. | SA A N D SD |
| 23. I like to be thought of as a swinger. | SA A N D SD |
| 24. I consider myself to old
fashioned in my tastes. | SA A N D SD |
| 25. I like to buy new and different things. | SA A N D SD |
| 26. I often wish for the gold old days. | SA A N D SD |

27. I usually try to stick to brand names. SA A N D SD
28. I stay at home most evenings. SA A N D SD
29. People consider me to be a
serious reserved person. SA A N D SD
30. I would rather live near a
small town or rural area. SA A N D SD
31. If I had my life to live over,
I would do many things differently. SA A N D SD
32. I am much happier now than
I ever was before. SA A N D SD
33. I prefer a quiet secure life to
an adventuresome one. SA A N D SD
34. I have never felt too old to take up new ways. SA A N D SD
35. My daily activities are limited by my health. SA A N D SD
36. I am a better listener than conversationalist. SA A N D SD
37. I prefer to spend time around
people my own age. SA A N D SD
38. I am more interested in national and
international events than in things
happening in this community. SA A N D SD

3. Please rate yourself on the following scales relating your interaction with friends and neighbors regarding your move to South Carolina. (Circle the response that best represents your answer).

1. In general, do you talk to your friends about your move to South Carolina.

Very Often				Never
5	4	3	2	1

2. When you talk to your friends and neighbors about your move to South Carolina.

Give a Great Deal of Information			Give Very Little Information	
5	4	3	2	1

3. During the past six months how many people have you told about your move to South Carolina?

Told a Number of People			Told No One	
5	4	3	2	1

4. Compared to your circle of friends, how likely are you to be asked about your move to South Carolina?

Very Likely to be Asked			Not at All Likely to be Asked	
5	4	3	2	1

5. In a discussion of South Carolina, would you be most likely to

Listen to Your Friends Ideas			Convince Your Friends of Your Ideas	
5	4	3	2	1

6. In a discussion of South Carolina, which of the following happens most often?

You Tell Your Friends
Tell About South Carolina

5 4 3

Your Friends Tell
You About South Carolina

2 1

7. Overall in all of your discussions with your friends and neighbors are you

Often Used as
Source of Advice

5 4 3

Not Used as
a Source of Advice

2 1

3. The following set of statements relate to your feelings. Please circle the letter which best represents how you feel toward each statement.

- SA** Strongly Agree
- A** Agree
- N** Undecided
- D** Disagree
- SD** Strongly Disagree

- | | | | | | |
|--|----|---|---|---|----|
| 1. I am generally curious about accepting new ideas. | SA | A | N | D | SD |
| 2. I rarely trust new ideas until I can see whether the vast majority of people around accept these. | SA | A | N | D | SD |
| 3. I am aware that I am usually one of the last people in my group to accept something new. | SA | A | N | D | SD |
| 4. I am reluctant about adopting new ways of doing things until I see them working for people around me. | SA | A | N | D | SD |
| 5. I find it stimulating to be original in my thinking and behavior. | SA | A | N | D | SD |
| 6. I tend to feel that the old way of living and doing is the best way. | SA | A | N | D | SD |
| 7. I am challenged by ambiguities and unsolved problems. | SA | A | N | D | SD |
| 8. I must see other people using new innovations before I will consider them. | SA | A | N | D | SD |
| 9. I am challenged by unanswered questions. | SA | A | N | D | SD |
| 10. I often find myself skeptical of new ideas. | SA | A | N | D | SD |

SECTION 4

Lastly, we would like to ask a few questions about yourself and your household. The information will remain confidential. You will not be identified with your answers.

1. How long have you lived in your present residence?

months _____ years _____

2. How long have you live in South Carolina

months _____ years _____

3. Approximately how much was your total family income (before taxes) from all sources last year?

1. less than \$15,000
2. \$15,000 - \$29,000
3. \$30,000 - \$44,999
4. \$45,000 - \$59,999
5. more than \$60,000

4. Number of different newspapers regularly read in the home (in a week)?

5. Number of different magazines regularly read in the home (in a week)?

6. Number of members residing in the household?

7. What is your age (as of your last birthday)?

8. Are you: _____

1. male
2. female

9. What is your current marital status?

1. never married
2. married
3. separated or divorced
4. widowed

10. How many years of education have you completed? (Circle the appropriate number of years). If you have completed high school (12) or college (16), circle that response as well.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 more
than 16

11. How healthy do you feel? (Circle one)

1. very healthy
2. somewhat healthy
3. not very healthy

12. What is your race or ethnic background?

1. White
2. Black
3. Hispanic
4. Asian
5. Other, _____

13. Which of the following associations are you a member of?
(Circle as many as apply).

- | | |
|-------------|--|
| 1. Lions | 6. American Association of Retired Persons |
| 2. Sertoma | 7. Rotary |
| 3. Knights | 8. Red Cross |
| 4. Masons | 9. Meals on Wheels |
| 5. Shriners | 10. Other (Please describe) |

14. How many hours a week do you spend working for voluntary organizations?

- | | |
|----------------|-----------------|
| 1. less than 1 | 5. 7 to 8 |
| 2. 1 to 2 | 6. 9 to 10 |
| 3. 3 to 4 | 7. more than 10 |
| 4. 5 to 6 | |

15. Please indicate the magazines you have read during the last four weeks.
(Circle as many as apply).

- | | |
|-----------------------------|-------------------------|
| 1. Business Week | 11. Golf |
| 2. Newsweek | 12. Golf Digest |
| 3. People | 13. Tennis |
| 4. Sports Illustrated | 14. Sailing |
| 5. Time | 15. National Geographic |
| 6. Life | 16. Reader's Digest |
| 7. TV Guide | 17. Southern Living |
| 8. Better Homes and Gardens | 18. Sunset |
| 9. Family Circle | 19. Modern Maturity |
| 10. Forbes | 20. Other |

16. Before you moved to South Carolina what was your spouse's occupation?

17. Before you moved to South Carolina what was your occupation?

18. In this section please fill in the number representing the age group that best represents your answer for each of the following questions.

- | | |
|---------|---------|
| 1. 20's | 4. 50's |
| 2. 30's | 5. 60's |
| 3. 40's | 6. 70's |
| | 7. 80's |

1. I feel as though I am in my _____
2. I look as though I am in my _____
3. I do most things as though am in my _____
4. My interests are mostly those of a person in their _____

19. Please list your three favorite leisure or recreational activities and show how many times you participated in each activity during the past twelve months. Please check.

1-10 11-30 31-50 51 or more

Favorite _____

2nd favorite _____

3rd favorite _____

20. If your are retired, at what age did you retire?

THANK YOU FOR YOUR ASSISTANCE

IF THERE IS ANYTHING ELSE YOU WOULD LIKE TO TELL US ABOUT YOUR
MOVE TO SOUTH CAROLINA, PLEASE DO SO ON THIS LAST PAGE.



**THE
STROM THURMOND
INSTITUTE**



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