



New Mover Studies: Wayne County

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Findings

This report highlights the findings and experiences of Wayne County respondents who were included in a survey of nonmetropolitan movers in Iowa.¹ The purpose of the study is to better understand the decisions and thoughts of people who have moved and what they think about the communities and areas where they have lived. With increased understanding about why people move, community leaders may be able to develop actionable strategies for attracting and retaining population.²

Twenty-six respondents from Wayne County participated in the survey, 13 who moved into the county, 10 who moved out, and three who moved within the county but changed zipcode (Table 1). In many respects, the

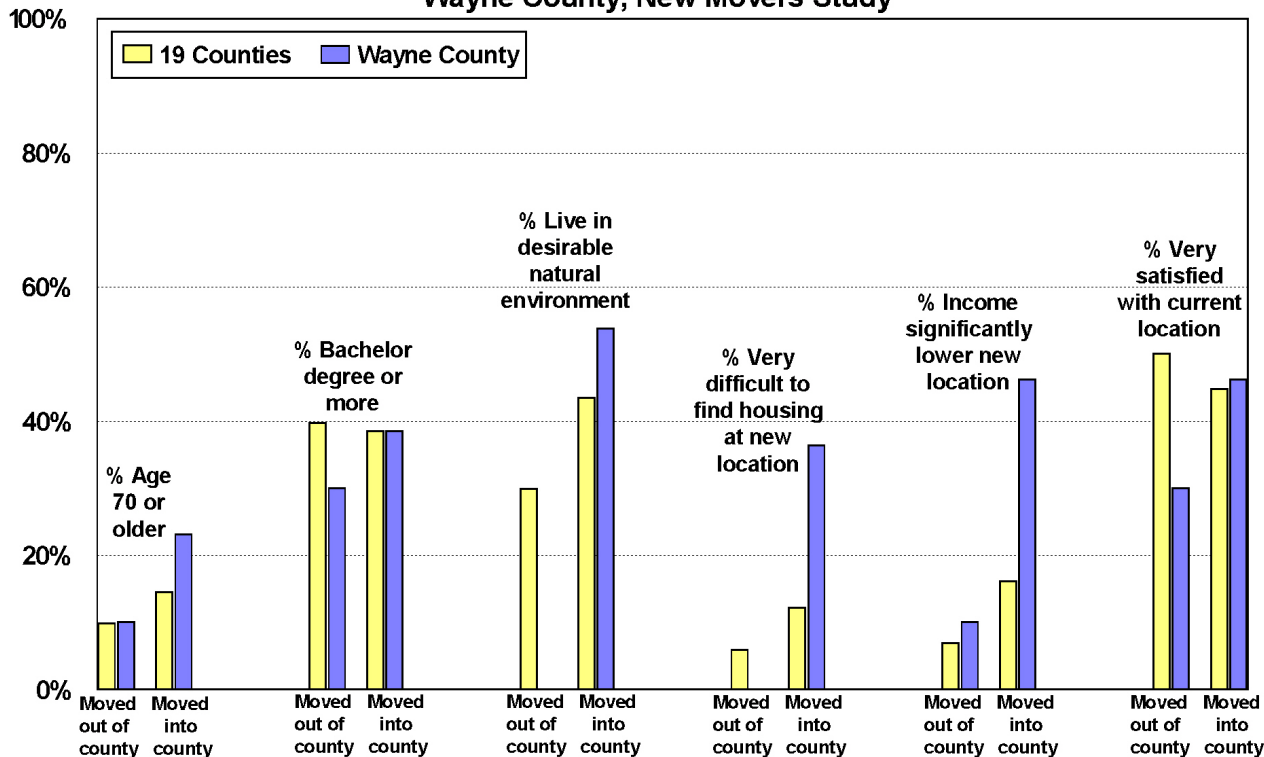
Wayne County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

The Wayne County movers tended to be somewhat older than the overall set of respondents. Across most of the mover categories, the median age and the percent age 70 or older was higher for the Wayne movers than for those overall while the percent age 25 - 34 was lower than the overall (Tables 1, 5; Figure 1). More of the Wayne County respondents were male than were the respondents for all the counties combined. At least two-thirds of those who moved into Wayne County, whether from other states or other counties in Iowa, were male. In addition, somewhat higher proportions of the Wayne respondents were

divorced than for the overall findings (Tables 1, 5). The proportion of the movers for Wayne County with college bachelor degrees tended to be similar to those overall; 38 percent of those moving into Wayne had a college bachelor degree (Table 1, Figure 1).

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. Wayne County movers were less likely than those overall to say that a new job with a new employer was a reason for their move, however, the Wayne movers were especially likely to cite retirement. Nearly 42 percent of the respondents moving into Wayne County said that retirement from previous employment was a factor in their move, more than double the percent for the overall group (Tables 2, 6).

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Wayne County, New Movers Study



Source: Community Vitality Center, New Movers Study

	Type and Direction of Move						
	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	26	13	3	8	6	2	7
Median age in years	51.5	51.0	*	55.5	45.0	*	57.0
Selected age categories	%	%	%	%	%	%	%
% Age 25 – 34	11.5	7.7	*	12.5	0.0	*	14.3
% Age 70 or older	19.2	23.1	*	12.5	16.7	*	28.6
Gender	%	%	%	%	%	%	%
% Male	61.5	69.2	*	50.0	66.7	*	71.4
% Female	38.5	30.8	*	50.0	33.3	*	28.6
Marital status	%	%	%	%	%	%	%
% Never married	7.7	0.0	*	12.5	0.0	*	0.0
% Married	53.8	53.8	*	50.0	50.0	*	57.1
% Divorced or separated	19.2	30.8	*	12.5	33.3	*	28.6
% Widowed	19.2	15.4	*	25.0	16.7	*	14.3
Highest level of education completed	%	%	%	%	%	%	%
% Less than high school graduate	0.0	0.0	*	0.0	0.0	*	0.0
% High school graduate or equivalent	34.6	23.1	*	37.5	16.7	*	28.6
% Some college or vocational training	26.9	30.8	*	37.5	33.3	*	28.6
% Associate degree	7.7	7.7	*	0.0	16.7	*	0.0
% Bachelor degree or more	30.8	38.5	*	25.0	33.3	*	42.9
Most important reason for moving							
Number of reasons ¹	37	19	4	11	11	2	14
Type of reason	%	%	%	%	%	%	%
Work, income, education, retirement	40.5	47.4	*	36.4	45.5	*	28.6
Family, friends, health	16.2	10.5	*	36.4	9.1	*	7.1
Community, services, amenities	16.2	21.1	*	9.1	9.1	*	21.4
Housing	24.3	21.1	*	9.1	36.4	*	0.0
Other	2.7	0.0	*	9.1	0.0	*	42.9

*Information suppressed, fewer than 4 respondents. ¹Number of reasons exceeds number of respondents because some respondents gave more than one reason.

Community Vitality Center, Iowa State University, Ames, IA

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Table 2. Factors in Moving Decision by Type and Direction of Move.

	Type and Direction of Move						
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	In From Another State
	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Number of respondents	26	10	13	3	8	6	7
Factors in Moving Decision							
Moved, commuted, same employer	7.7	0.0	7.7	*	0.0	16.7	0.0
Job transfer by employer to location	15.4	20.0	15.4	*	12.5	33.3	0.0
Laid off from previous job	11.5	10.0	15.4	*	12.5	16.7	14.3
New job with new employer	15.4	20.0	15.4	*	12.5	16.7	14.3
Moved to look for new job or work	16.0	20.0	16.7	*	25.0	16.7	16.7
Retired from previous employment	32.0	20.0	41.7	*	25.0	16.7	66.7
To be nearer parents	7.7	20.0	0.0	*	25.0	0.0	0.0
To be nearer children	23.1	30.0	23.1	*	37.5	0.0	42.9
To live with spouse or partner	7.7	10.0	7.7	*	12.5	16.7	0.0
To be nearer siblings, other relatives	15.4	30.0	7.7	*	37.5	0.0	14.3
To be nearer friends, acquaintances	24.0	20.0	25.0	*	25.0	33.3	16.7
Change in marital status	11.5	0.0	23.1	*	0.0	50.0	0.0
Place easier find spouse or partner	4.0	10.0	0.0	*	12.5	0.0	0.0
Decline in health	11.5	20.0	7.7	*	25.0	16.7	0.0
Take care aging parents	0.0	0.0	0.0	*	0.0	0.0	0.0
Find less congested place to live	42.3	0.0	69.2	*	0.0	50.0	85.7
Find safer place to live	38.5	30.0	46.2	*	37.5	50.0	42.9
Live in desirable natural environment	30.8	0.0	53.8	*	0.0	33.3	71.4
More outdoor recreation	23.1	20.0	23.1	*	25.0	16.7	28.6
Find arts, entertainment, cultural	15.4	30.0	7.7	*	37.5	16.7	0.0
Find simpler pace of life	46.2	10.0	69.2	*	12.5	50.0	85.7
Find more exciting lifestyle	23.1	40.0	15.4	*	50.0	33.3	0.0
Live someplace new, have fresh start	34.6	30.0	30.8	*	37.5	16.7	42.9
Lower cost of housing	46.2	10.0	69.2	*	12.5	50.0	85.7
Have lower taxes	26.9	10.0	38.5	*	12.5	50.0	28.6
Have better internet, tv, phone	0.0	0.0	0.0	*	0.0	0.0	0.0
Find better quality local schools	19.2	10.0	30.8	*	12.5	50.0	14.3
Opportunities children to achieve	15.4	10.0	23.1	*	12.5	33.3	14.3
Have more ethnic diversity	3.8	10.0	0.0	*	12.5	0.0	0.0
Have less ethnic diversity	3.8	0.0	7.7	*	0.0	0.0	14.3

*Information suppressed, fewer than 4 respondents. ¹ Respondents could respond "Yes" to more than one factor.

New Mover Studies: Wayne County										
Table 3. Lived in Area Previously, Sources of Information, Ease of Finding Housing, and Household Income by Type and Direction of Move.										
	Type and Direction of Move									
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State		
Number of respondents	26	10	13	3	8	6	2	7		
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
In current state	69.2	80.0	53.8	*	100.0	83.3	*	28.6		
In current county	21.7	0.0	16.7	*	0.0	16.7	*	16.7		
In or near current city/town	17.4	0.0	25.0	*	0.0	33.3	*	16.7		
Used source of information for move	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Internet	26.9	30.0	30.8	*	25.0	16.7	*	42.9		
TV, magazines, newspapers	15.4	30.0	7.7	*	37.5	16.7	*	0.0		
Current community resident	30.8	20.0	38.5	*	25.0	16.7	*	57.1		
Employer or co-workers	30.8	30.0	38.5	*	25.0	66.7	*	14.3		
Friends and acquaintances	34.6	30.0	30.8	*	37.5	50.0	*	14.3		
Family	38.5	50.0	30.8	*	62.5	0.0	*	57.1		
Travel or vacation to new location	15.4	10.0	23.1	*	12.5	16.7	*	28.6		
Attended school or college there	7.7	0.0	15.4	*	0.0	16.7	*	14.3		
Ease of finding housing at new location	%	%	%	%	%	%	%	%	%	%
Very difficult (1)	16.7	0.0	36.4	*	0.0	33.3	*	40.0		
Somewhat difficult (2)	20.8	50.0	0.0	*	62.5	0.0	*	0.0		
Neither difficult or easy (3)	12.5	10.0	9.1	*	0.0	16.7	*	0.0		
Somewhat easy (4)	29.2	20.0	36.4	*	12.5	33.3	*	40.0		
Very easy (5)	20.8	20.0	18.2	*	25.0	16.7	*	20.0		
Average rating finding housing (1 – 5)	3.17	3.10	3.00	*	3.00	3.00	*	3.00		
Household income for 2004	%	%	%	%	%	%	%	%	%	%
Less than \$20,000 (1)	12.0	10.0	8.3	*	12.5	0.0	*	16.7		
\$20,000 - \$34,999 (2)	28.0	20.0	41.7	*	25.0	66.7	*	16.7		
\$35,000 - \$49,999 (3)	20.0	40.0	0.0	*	50.0	0.0	*	0.0		
\$50,000 - \$69,999 (4)	20.0	10.0	33.3	*	0.0	33.3	*	33.3		
\$70,000 - \$99,999 (5)	0.0	0.0	0.0	*	0.0	0.0	*	0.0		
\$100,000 - \$149,999 (6)	16.0	10.0	16.7	*	0.0	0.0	*	33.3		
\$150,000 or more (7)	4.0	10.0	0.0	*	12.5	0.0	*	0.0		
Average income category (1 – 7)	3.32	3.40	3.25	*	3.00	2.67	*	3.83		

*Information suppressed, fewer than 4 respondents. ¹Respondents could respond "Yes" to more than one source.

New Mover Studies: Wayne County

Table 4. Income Comparison Between Locations, Satisfaction with Previous and Current Locations, and Doing Move Over Again by Type and Direction of Move.

	Type and Direction of Move							
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	26	10	13	3	8	6	2	7
Current location income compared with previous location income	%	%	%	%	%	%	%	%
Significantly lower income (1)	28.0	10.0	46.2	*	12.5	16.7	*	71.4
Somewhat lower income (2)	4.0	0.0	7.7	*	0.0	0.0	*	14.3
About same income (3)	44.0	70.0	23.1	*	62.5	50.0	*	0.0
Somewhat higher income (4)	16.0	10.0	15.4	*	12.5	33.3	*	0.0
Significantly higher income (5)	8.0	10.0	7.7	*	12.5	0.0	*	14.3
Average comparison income (1 – 5)	2.72	3.10	2.31	*	3.13	3.00	*	1.71
Satisfaction with previous location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	7.7	10.0	0.0	*	12.5	0.0	*	0.0
Somewhat dissatisfied (2)	23.1	30.0	7.7	*	37.5	0.0	*	14.3
Neither dissatisfied or satisfied (3)	3.8	0.0	7.7	*	0.0	16.7	*	0.0
Somewhat satisfied (4)	26.9	30.0	30.8	*	25.0	33.3	*	28.6
Very satisfied (5)	38.5	30.0	53.8	*	25.0	50.0	*	57.1
Average satisfaction previous (1 – 5)	3.65	3.40	4.31	*	3.12	4.33	*	4.29
Satisfaction with current location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	15.4	20.0	7.7	*	25.0	16.7	*	0.0
Somewhat dissatisfied (2)	7.7	20.0	0.0	*	25.0	0.0	*	0.0
Neither dissatisfied or satisfied (3)	7.7	0.0	15.4	*	0.0	0.0	*	28.6
Somewhat satisfied (4)	30.8	30.0	30.8	*	12.5	16.7	*	42.9
Very satisfied (5)	38.5	30.0	46.2	*	37.5	66.7	*	28.6
Average satisfaction current (1 – 5)	3.69	3.30	4.08	*	3.12	4.17	*	4.00
Would do move over again	%	%	%	%	%	%	%	%
Definitely not (1)	0.0	0.0	0.0	*	0.0	0.0	*	0.0
Probably not (2)	11.5	20.0	7.7	*	12.5	0.0	*	14.3
Undecided (3)	0.0	0.0	0.0	*	0.0	0.0	*	0.0
Probably yes (4)	42.3	40.0	53.8	*	37.5	66.7	*	42.9
Definitely yes (5)	46.2	40.0	38.5	*	50.0	33.3	*	42.9
Average rating do move over (1 – 5)	4.23	4.00	4.23	*	4.25	4.33	*	4.14

*Information suppressed, fewer than 4 respondents.

Community Vitality Center, Iowa State University, Ames, IA

New Mover Studies: 19 County Overall Findings

Table 5. Age, Gender, Marital Status, Education, and Most Important Reason for Moving by Type and Direction of Move.

	Type and Direction of Move							
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	737	327	366	85	206	207	121	159
Median age in years	46.0	42.0	48.0	45.0	43.0	44.0	41.0	53.5
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	21.3	22.0	18.9	24.7	20.9	21.7	24.0	15.1
% Age 70 or older	13.2	9.8	14.5	20.0	10.2	12.6	9.1	17.0
Gender	%	%	%	%	%	%	%	%
% Male	54.5	57.7	50.4	54.8	54.6	46.1	63.0	56.1
% Female	45.5	42.3	49.6	45.2	45.4	53.9	37.0	43.9
Marital status	%	%	%	%	%	%	%	%
% Never married	12.0	15.8	8.6	10.7	13.8	10.8	19.3	5.7
% Married	62.4	61.8	61.9	64.3	60.1	57.4	64.7	67.7
% Divorced or separated	16.3	13.3	20.5	14.3	16.8	25.0	7.6	14.5
% Widowed	9.4	9.0	9.1	10.7	9.4	6.9	8.4	12.0
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	5.1	5.8	4.1	7.2	6.8	3.5	4.2	5.0
% High school graduate or equivalent	17.3	16.7	16.3	25.0	20.0	17.6	11.0	14.6
% Some college or vocational training	28.3	26.0	30.3	28.6	31.2	29.3	16.9	31.6
% Associate degree	10.6	11.8	10.7	9.5	12.7	12.7	10.2	8.2
% Bachelor degree or more	38.8	39.7	38.5	29.8	29.3	37.0	57.6	40.5
Most important reason for moving								
Number of reasons ¹	1,011	458	498	115	289	288	169	210
Type of reason	%	%	%	%	%	%	%	%
Work, income, retirement, education	38.4	47.2	36.5	15.7	45.0	36.1	50.9	37.1
Family, friends, health	22.3	18.1	27.5	13.9	20.8	23.3	13.6	33.3
Community, services, amenities	22.0	22.0	21.9	19.1	18.0	21.2	29.0	22.9
Housing	15.7	10.5	12.4	50.4	13.8	17.0	4.7	6.2
Other	1.6	2.2	1.6	0.9	2.3	2.3	1.8	0.5

¹Number of reasons exceeds number of respondents because some respondents gave more than one reason.

New Mover Studies: 19 County Overall Findings

Table 6. Factors in Moving Decision by Type and Direction of Move.

	Type and Direction of Move							
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	737	327	366	85	206	207	121	159
Factors in Moving Decision	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Moved, commuted, same employer	14.2	12.6	13.3	28.8	16.7	18.8	5.5	6.4
Job transfer by employer to location	7.6	9.8	7.1	1.3	7.8	4.0	13.4	11.0
Laid off from previous job	4.9	7.9	3.4	0.0	8.3	3.1	7.1	3.9
New job with new employer	26.7	34.3	24.7	3.8	29.7	25.6	42.1	23.5
Moved to look for new job or work	16.5	19.4	15.9	5.0	15.0	13.6	27.0	18.8
Retired from previous employment	14.4	11.1	16.9	12.2	10.8	14.6	11.7	19.9
To be nearer parents	23.7	21.0	30.5	7.5	19.7	30.2	23.1	30.9
To be nearer children	20.1	21.3	22.3	7.4	24.4	19.7	16.0	25.6
To live with spouse or partner	15.0	15.5	14.3	16.5	17.6	19.0	12.0	8.0
To be nearer siblings, other relatives	30.5	26.6	38.4	11.1	24.7	34.3	29.7	43.6
To be nearer friends, acquaintances	29.6	29.3	32.6	21.5	30.7	34.8	27.0	29.6
Change in marital status	13.2	12.1	13.3	16.0	12.6	16.0	11.1	9.8
Place easier find spouse or partner	7.9	12.7	4.2	3.7	9.6	5.5	17.9	2.6
Decline in health	10.4	7.6	11.5	12.3	8.6	7.0	6.0	17.4
Take care aging parents	5.9	5.1	7.6	1.2	4.5	5.5	6.0	10.4
Find less congested place to live	28.2	15.2	39.2	27.2	20.6	32.3	6.0	48.1
Find safer place to live	26.1	15.9	35.9	18.5	21.3	30.0	6.8	43.5
Live in desirable natural environment	35.8	29.9	43.5	25.9	31.0	43.8	28.2	43.1
More outdoor recreation	29.3	28.3	31.7	22.2	24.2	36.1	35.0	26.0
Find arts, entertainment, cultural	23.7	36.1	15.8	6.2	28.1	16.9	49.6	14.3
Find simpler pace of life	36.8	25.2	49.6	24.7	30.0	44.8	16.9	55.8
Find more exciting lifestyle	22.4	31.3	17.7	8.6	25.0	21.4	41.9	13.0
Live someplace new, have fresh start	41.4	39.5	43.2	37.0	38.2	43.8	41.7	42.5
Lower cost of housing	31.7	20.1	41.5	32.9	26.3	35.3	9.5	49.4
Have lower taxes	25.5	18.6	34.0	15.9	18.5	30.3	19.0	38.8
Have better internet, tv, phone	8.3	12.4	6.2	1.2	11.6	8.5	13.8	3.3
Find better quality local schools	14.0	12.1	17.3	8.6	13.7	16.6	9.4	18.2
Opportunities children to achieve	19.3	20.7	19.2	14.8	20.8	19.0	20.5	19.5
Have more ethnic diversity	10.3	16.9	5.9	1.2	9.6	7.0	29.3	4.6
Have less ethnic diversity	4.4	2.6	6.3	3.7	3.1	4.0	1.7	9.2

¹ Respondents could respond “Yes” to more than one factor.

		Type and Direction of Move							
		Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State	Total
Number of respondents	737	327	366	85	206	207	121	159	
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
In current state	77.2	73.9	77.6	97.5	95.5	96.9	36.8	53.5	
In current county	38.6	28.3	34.3	100.0	33.9	36.5	31.5	33.9	
In or near current city/town	34.2	28.5	32.3	69.9	34.0	35.6	18.7	27.9	
Used source of information for move	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Internet	31.2	35.2	30.3	14.1	26.7	24.6	49.6	37.7	
TV, magazines, newspapers	22.3	24.8	20.5	20.0	22.8	22.7	28.1	17.6	
Current community resident	22.0	21.4	23.0	18.8	19.4	20.8	24.8	25.8	
Employer or co-workers	23.6	26.3	23.5	16.5	25.2	24.2	28.1	22.6	
Friends and acquaintances	36.6	39.4	35.0	34.1	36.4	38.6	44.6	30.2	
Family	41.2	37.0	44.0	42.4	37.4	41.5	36.4	47.2	
Travel or vacation to new location	14.2	15.6	15.8	2.4	10.2	12.6	24.8	20.1	
Attended school or college there	6.9	7.0	6.3	7.1	7.3	3.9	6.6	9.4	
Ease of finding housing at new location	%	%	%	%	%	%	%	%	%
Very difficult (1)	8.8	5.9	12.2	9.4	7.8	9.3	2.5	16.0	
Somewhat difficult (2)	20.6	24.2	18.1	18.8	23.0	18.6	26.3	17.3	
Neither difficult or easy (3)	16.5	15.2	15.3	21.2	14.7	17.2	16.1	12.8	
Somewhat easy (4)	22.4	22.7	23.1	20.0	23.5	23.5	21.2	22.4	
Very easy (5)	31.6	32.0	31.4	30.6	30.9	31.4	33.9	31.4	
Average rating finding housing (1 – 5)	3.47	3.51	3.43	3.44	3.47	3.49	3.58	3.36	
Household income for 2004	%	%	%	%	%	%	%	%	%
Less than \$20,000 (1)	17.3	16.0	18.8	19.0	18.0	18.4	12.6	19.4	
\$20,000 - \$34,999 (2)	23.0	21.6	23.3	26.6	25.0	24.3	16.0	21.9	
\$35,000 - \$49,999 (3)	18.2	18.2	17.7	22.8	18.0	20.4	18.5	14.2	
\$50,000 - \$69,999 (4)	18.5	18.2	19.1	15.2	18.0	21.4	18.5	16.1	
\$70,000 - \$99,999 (5)	12.4	13.8	11.9	8.9	12.5	12.6	16.0	11.0	
\$100,000 - \$149,999 (6)	7.7	8.5	7.2	3.8	6.5	1.5	11.8	14.8	
\$150,000 or more (7)	2.9	3.8	1.9	3.8	2.0	1.5	6.7	2.6	
Average income category (1 – 7)	3.20	3.33	3.11	2.95	3.10	2.96	3.71	3.32	

¹ Respondents could respond “Yes” to more than one factor.

		Type and Direction of Move						
		Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	737	327	366	85	206	207	121	159
Current location income compared with previous location income	%	%	%	%	%	%	%	%
Significantly lower income (1)	11.0	6.9	16.1	3.8	7.0	11.8	6.8	21.8
Somewhat lower income (2)	12.1	10.7	13.3	7.5	11.9	9.8	8.5	17.9
About same income (3)	41.9	38.2	41.7	63.8	46.8	46.6	23.7	35.3
Somewhat higher income (4)	23.1	29.2	19.2	17.5	26.9	20.1	33.1	17.9
Significantly higher income (5)	11.8	15.0	9.7	7.5	7.5	11.8	28.0	7.1
Average comparison income (1 – 5)	3.13	3.35	2.93	3.18	3.16	3.10	3.67	2.71
Satisfaction with previous location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	11.2	11.4	11.5	9.4	12.7	12.1	9.2	10.7
Somewhat dissatisfied (2)	14.7	14.8	15.9	11.8	16.1	16.0	12.5	15.7
Neither dissatisfied or satisfied (3)	12.7	16.9	9.0	15.3	17.6	11.7	15.8	5.7
Somewhat satisfied (4)	29.0	26.5	29.0	29.4	27.3	26.2	25.0	32.7
Very satisfied (5)	32.5	30.5	34.5	34.1	26.3	34.0	37.5	35.2
Average satisfaction previous (1 – 5)	3.57	3.50	3.59	3.67	3.38	3.54	3.69	3.66
Satisfaction with current location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	7.6	8.7	7.8	4.7	9.3	6.9	7.7	9.0
Somewhat dissatisfied (2)	8.1	7.8	9.5	5.9	9.8	7.4	4.3	12.2
Neither dissatisfied or satisfied (3)	6.6	5.9	8.4	3.5	7.3	6.9	3.4	10.3
Somewhat satisfied (4)	29.4	27.6	29.5	28.2	24.9	27.1	32.5	32.7
Very satisfied (5)	48.3	50.0	44.8	57.6	48.8	51.7	52.1	35.9
Average satisfaction current (1 – 5)	4.03	4.03	3.94	4.28	3.94	4.09	4.17	3.74
Would do move over again	%	%	%	%	%	%	%	%
Definitely not (1)	3.2	3.1	3.6	1.2	2.0	2.9	5.1	4.4
Probably not (2)	5.1	4.3	4.7	9.4	4.9	4.9	3.4	4.4
Undecided (3)	9.7	8.7	10.4	7.1	8.3	6.8	9.3	15.2
Probably yes (4)	33.2	35.1	33.0	29.4	38.2	35.4	29.7	29.7
Definitely yes (5)	48.9	48.8	48.4	52.9	46.6	50.0	52.5	46.2
Average rating do move over (1 – 5)	4.20	4.22	4.18	4.24	4.23	4.25	4.21	4.09

Community Vitality Center, Iowa State University, Ames, IA

New Mover Studies: Wayne County

The Wayne movers were no more likely than those from many other counties to cite family-related factors in their moving decision, but those who moved into Wayne County were especially likely to cite several lifestyle factors as part of their decision. More than half of the movers into Wayne County said they wanted to live in a desirable natural environment while 69 percent cited wanting to find a less congested place to live or to find a simpler pace of life (Table 2, Figure 1). The Wayne movers were similar to those in other counties in that the respondents who came into Wayne County were more likely than those who left to say that wanting a less congested or safer place to live or a simpler pace of life was a factor in their moving decision. Those moving out were more likely to say they wanted more arts, entertainment, or cultural activities or a more exciting lifestyle than those who came into Wayne County.

In general, many more respondents coming into Wayne County than those leaving were seeking a lower cost of housing and lower taxes. Sixty-nine percent of those moving in said they wanted to lower their cost of housing while 38 percent wanted lower taxes (Table 2). Yet these same respondents who moved into Wayne were more likely than those overall to report difficulties in finding housing. Among those who came to Wayne County, whether from other states or other Iowa counties, at least a third said it was very difficult to find housing, around three times the proportion overall (Tables 3, 7; Figure 1).

Many of the respondents moving into Wayne County said their income would

Table 9. Mover Categories and Type and Direction of Move.

Category	Type and Direction of Move
A: <i>Within County, Zipcode change</i>	Moved within one of the 19 study counties but changed zip code.
B: <i>Out To Another Iowa County</i>	Moved out of one of the study counties to another county in Iowa.
C: <i>In From Another Iowa County</i>	Moved from another county in Iowa into one of the study counties.
D: <i>Out To Another State</i>	Moved out of one of the study counties to another state.
E: <i>In From Another State</i>	Moved from another state into one of the study counties.

be significantly lower in their new location. This was particularly the case for those coming from others states as 71 percent of that group thought their income would be significantly lower (Table 4, Figure 1). However, the movers coming to Wayne were generally satisfied with their new location. Forty-six percent of those who moved into the county said they were very satisfied with their new location, a proportion very similar to that of the overall set of respondents (Tables 4, 8; Figure 1). Thirty-eight percent of the respondents who came to Wayne County said they would definitely do their move over again (Table 4).

The goal of this study is to better understand the experiences of people who have moved. This report focuses on the findings for Wayne County and highlights some of the similarities and differences with the findings for the entire set of 19 counties. Because the number of respondents in any one county is small, the overall findings and trends are likely the best guidelines as community residents and leaders think about possible next steps. The overall objective is to help community leaders better understand household moving trends so they can develop actionable strategies to address the reasons why people come, why people leave, enhance the qualities that cause people to

stay, and thus stabilize or increase their populations.²

The Study

These research results are from a survey of nonmetropolitan movers in 19 selected counties in Iowa that included Wayne County.¹ People who had moved either into or out of these 19 counties were identified through a purchased database and were mailed a survey in the fall of 2005. The survey asked questions about the respondent's previous location as well as their current location, reasons for moving, satisfaction with multiple factors in their communities, as well as their demographic, social, and economic situation. Five categories of movers are used to examine the results (Table 9). Most respondents had moved during 2003 through 2005 and 737 respondents who met the study criteria replied for an overall response rate of 35 percent. The estimated response rate for Wayne County was 32.1 percent.

Notes

1. Previous reports, a description of the study, the counties included, and the survey questionnaire are available on the Community Vitality Center web site at: www.cvcia.org.
2. Previous reports contain examples of possible next steps and strategies that community leaders might consider.

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