

# New Mover Studies: Union County

Sandra Charvat Burke and Mark A. Edelman

## Findings

This report highlights the findings and experiences of Union County respondents who were included in a survey of nonmetropolitan movers in Iowa.<sup>1</sup> 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.<sup>2</sup>

Thirty-seven respondents from Union County participated in the survey, 15 who moved into the county, 17 who moved out, and five who moved within the county but changed zipcode (Table 1). In many respects, the

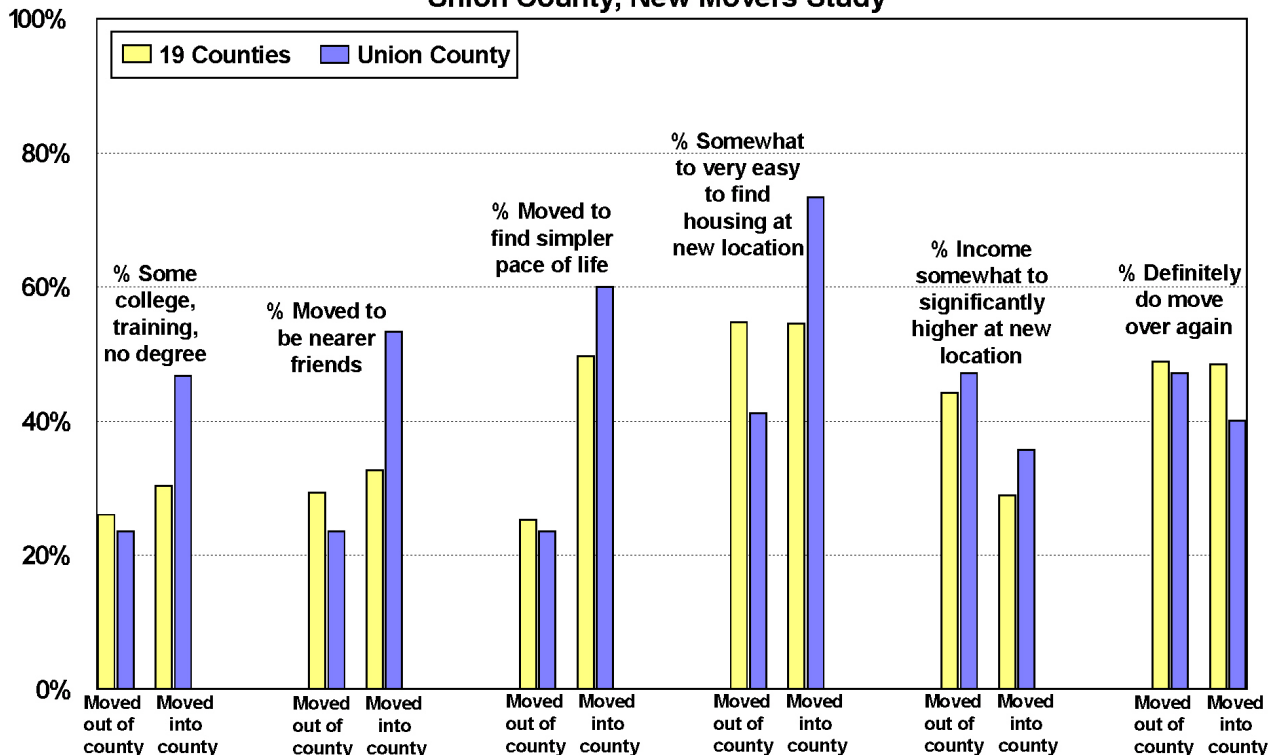
Union County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

The age profile among the Union movers in the study was similar to that of the total set of movers in that those moving in tended to be somewhat older than those who left (Tables 1, 5). A higher proportion of males than females moved out of the county; nearly 65 percent of those leaving were male. In contrast, more than half (53%) of those moving into Union County were female. Relatively few of the respondents coming to Union County had a college bachelor degree. These movers were concentrated in the middle levels of education. Compared with the overall movers, many more of those coming to

Union said they had finished their education with high school or with some college or vocational training (Tables 1, 5; Figure 1).

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. The respondents who came to Union County gave more family or friendship reasons as the most important factor than did the overall movers (Tables 1, 5). The respondents who left Union were more likely than both the overall movers and those who entered Union County to say they moved to look for work or that retirement was a factor in their move. More than half of those moving into the county said that moving to be nearer friends was a factor in their decision (Tables 2, 6; Figure 1).

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



Source: Community Vitality Center, New Movers Study

	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	37	17	15	5	12	12	5	3
Median age in years	42.0	36.0	47.0	31.0	39.0	45.5	36.0	*
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	21.6	23.5	6.7	60.0	25.0	8.3	20.0	*
% Age 70 or older	21.6	23.5	20.0	20.0	25.0	8.3	20.0	*
Gender	%	%	%	%	%	%	%	%
% Male	54.1	64.7	46.7	40.0	66.7	50.0	60.0	*
% Female	45.9	35.3	53.3	60.0	33.3	50.0	40.0	*
Marital status	%	%	%	%	%	%	%	%
% Never married	2.9	0.0	7.1	0.0	0.0	9.1	0.0	*
% Married	62.9	64.7	57.1	75.0	58.3	63.6	80.0	*
% Divorced or separated	22.9	17.6	28.6	25.0	25.0	27.3	0.0	*
% Widowed	11.4	17.6	7.1	0.0	16.7	0.0	20.0	*
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	5.6	5.9	6.7	0.0	8.3	8.3	0.0	*
% High school graduate or equivalent	27.8	29.4	33.3	0.0	41.7	33.3	0.0	*
% Some college or vocational training	36.1	23.5	46.7	50.0	25.0	50.0	20.0	*
% Associate degree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*
% Bachelor degree or more	30.5	41.2	13.3	50.0	25.0	8.3	80.0	*
Most important reason for moving								
Number of reasons <sup>1</sup>	46	20	19	7	15	15	5	4
Type of reason	%	%	%	%	%	%	%	%
Work, income, education, retirement	32.6	40.0	31.6	14.3	40.0	40.0	40.0	*
Family, friends, health	28.3	20.0	42.1	14.3	20.0	26.7	20.0	*
Community, services, amenities	23.9	35.0	10.5	28.6	33.3	13.3	40.0	*
Housing	15.2	5.0	15.8	42.9	6.7	20.0	0.0	*
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	*

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

Community Vitality Center, Iowa State University, Ames, IA

New Mover Studies: Union County  
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	Out To Another State	In From Another State
	% Yes <sup>1</sup>	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Number of respondents	37	17	15	5	12	12	5	3
Factors in Moving Decision								
Moved, commuted, same employer	18.2	20.0	14.3	25.0	27.3	18.2	0.0	*
Job transfer by employer to location	8.6	18.8	0.0	0.0	18.2	0.0	20.0	*
Laid off from previous job	2.9	0.0	7.1	0.0	0.0	9.1	0.0	*
New job with new employer	20.0	31.3	13.3	0.0	18.2	16.7	60.0	*
Moved to look for new job or work	20.0	25.0	20.0	0.0	27.3	8.3	20.0	*
Retired from previous employment	17.6	25.0	14.3	0.0	27.3	18.2	20.0	*
To be nearer parents	22.9	11.8	35.7	25.0	8.3	33.3	20.0	*
To be nearer children	33.3	29.4	33.3	50.0	33.3	16.7	20.0	*
To live with spouse or partner	20.0	17.6	14.3	50.0	16.7	16.7	20.0	*
To be nearer siblings, other relatives	19.4	29.4	13.3	0.0	33.3	8.3	20.0	*
To be nearer friends, acquaintances	36.1	23.5	53.3	25.0	25.0	50.0	20.0	*
Change in marital status	13.9	17.6	0.0	50.0	16.7	0.0	20.0	*
Place easier find spouse or partner	5.7	6.3	0.0	25.0	9.1	0.0	0.0	*
Decline in health	5.6	5.9	6.7	0.0	8.3	8.3	0.0	*
Take care aging parents	5.6	5.9	6.7	0.0	0.0	0.0	20.0	*
Find less congested place to live	30.6	17.6	46.7	25.0	25.0	33.3	0.0	*
Find safer place to live	27.8	29.4	26.7	25.0	33.3	16.7	20.0	*
Live in desirable natural environment	38.9	35.3	46.7	25.0	41.7	41.7	20.0	*
More outdoor recreation	22.2	5.9	40.0	25.0	8.3	41.7	0.0	*
Find arts, entertainment, cultural	22.2	23.5	20.0	25.0	25.0	8.3	20.0	*
Find simpler pace of life	41.7	23.5	60.0	50.0	33.3	50.0	0.0	*
Find more exciting lifestyle	25.0	23.5	26.7	25.0	25.0	33.3	20.0	*
Live someplace new, have fresh start	36.1	29.4	46.7	25.0	33.3	41.7	20.0	*
Lower cost of housing	36.1	29.4	40.0	50.0	33.3	33.3	20.0	*
Have lower taxes	36.1	41.2	33.3	25.0	41.7	33.3	40.0	*
Have better internet, tv, phone	13.9	11.8	20.0	0.0	16.7	16.7	0.0	*
Find better quality local schools	19.4	23.5	13.3	25.0	33.3	8.3	0.0	*
Opportunities children to achieve	27.8	35.3	13.3	50.0	41.7	8.3	20.0	*
Have more ethnic diversity	8.3	11.8	6.7	0.0	8.3	8.3	20.0	*
Have less ethnic diversity	5.6	0.0	13.3	0.0	0.0	16.7	0.0	*

\*Information suppressed, fewer than 4 respondents. <sup>1</sup> Respondents could respond "Yes" to more than one factor.

	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	
		% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Number of respondents	37	17	15	5	12	12	5	12	12	5	3				
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	
In current state	82.9	68.8	100.0	75.0	90.9	100.0	75.0	90.9	100.0	20.0	*			*	
In current county	38.2	18.8	46.7	100.0	27.3	41.7	100.0	27.3	41.7	0.0	*			*	
In or near current city/town	41.2	18.8	60.0	66.7	27.3	50.0	66.7	27.3	50.0	0.0	*			*	
Used source of information for move	% Yes <sup>1</sup>	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	
Internet	29.7	29.4	40.0	0.0	16.7	41.7	0.0	16.7	41.7	60.0	*			*	
TV, magazines, newspapers	24.3	11.8	40.0	20.0	8.3	33.3	20.0	8.3	33.3	20.0	*			*	
Current community resident	16.2	5.9	26.7	20.0	0.0	8.3	20.0	0.0	8.3	20.0	*			*	
Employer or co-workers	16.2	23.5	13.3	0.0	25.0	16.7	0.0	25.0	16.7	20.0	*			*	
Friends and acquaintances	29.7	17.6	46.7	20.0	8.3	41.7	20.0	8.3	41.7	40.0	*			*	
Family	51.4	52.9	40.0	80.0	58.3	25.0	80.0	58.3	25.0	40.0	*			*	
Travel or vacation to new location	5.4	11.8	0.0	0.0	8.3	0.0	0.0	8.3	0.0	20.0	*			*	
Attended school or college there	13.5	17.6	6.7	20.0	25.0	8.3	20.0	25.0	8.3	0.0	*			*	
Ease of finding housing at new location	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Very difficult (1)	8.1	5.9	13.3	0.0	8.3	8.3	0.0	8.3	8.3	0.0	*			*	
Somewhat difficult (2)	16.2	29.4	6.7	0.0	25.0	8.3	0.0	25.0	8.3	40.0	*			*	
Neither difficult or easy (3)	16.2	23.5	6.7	20.0	16.7	8.3	20.0	16.7	8.3	40.0	*			*	
Somewhat easy (4)	29.7	17.6	40.0	40.0	25.0	41.7	40.0	25.0	41.7	0.0	*			*	
Very easy (5)	29.7	23.5	33.3	40.0	25.0	33.3	40.0	25.0	33.3	20.0	*			*	
Average rating finding housing (1 – 5)	3.57	3.24	3.73	4.20	3.33	3.83	4.20	3.33	3.83	3.00	*			*	
Household income for 2004	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Less than \$20,000 (1)	25.0	23.5	21.4	40.0	33.3	27.3	40.0	33.3	27.3	0.0	*			*	
\$20,000 - \$34,999 (2)	22.2	23.5	21.4	20.0	16.7	18.2	20.0	16.7	18.2	40.0	*			*	
\$35,000 - \$49,999 (3)	13.9	5.9	28.6	0.0	8.3	27.3	0.0	8.3	27.3	0.0	*			*	
\$50,000 - \$69,999 (4)	13.9	11.8	14.3	20.0	16.7	9.1	20.0	16.7	9.1	0.0	*			*	
\$70,000 - \$99,999 (5)	13.9	17.6	14.3	0.0	16.7	18.2	0.0	16.7	18.2	20.0	*			*	
\$100,000 - \$149,999 (6)	8.3	17.6	0.0	0.0	8.3	0.0	0.0	8.3	0.0	40.0	*			*	
\$150,000 or more (7)	2.8	0.0	0.0	20.0	0.0	0.0	20.0	0.0	0.0	0.0	*			*	
Average income category (1 – 7)	3.06	3.29	2.79	3.00	2.92	2.73	3.00	2.92	2.73	4.20	*			*	

\*Information suppressed, fewer than 4 respondents. <sup>1</sup> Respondents could respond "Yes" to more than one source.

New Mover Studies: Union 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	37	17	15	5	12	12	5	5	3	
Current location income compared with previous location income	%	%	%	%	%	%	%	%	%	%
Significantly lower income (1)	2.8	0.0	7.1	0.0	0.0	9.1	0.0	0.0	0.0	*
Somewhat lower income (2)	8.3	11.8	7.1	0.0	16.7	0.0	0.0	0.0	0.0	*
About same income (3)	47.2	41.2	50.0	60.0	41.7	54.5	40.0	40.0	40.0	*
Somewhat higher income (4)	33.3	35.3	28.6	40.0	41.7	27.3	20.0	20.0	20.0	*
Significantly higher income (5)	8.3	11.8	7.1	0.0	0.0	9.1	40.0	40.0	40.0	*
Average comparison income (1 – 5)	3.36	3.47	3.21	3.40	3.25	3.27	4.00	4.00	4.00	*
Satisfaction with previous location	%	%	%	%	%	%	%	%	%	%
Very dissatisfied (1)	10.8	17.6	0.0	20.0	16.7	0.0	20.0	20.0	20.0	*
Somewhat dissatisfied (2)	10.8	11.8	13.3	0.0	16.7	16.7	0.0	0.0	0.0	*
Neither dissatisfied or satisfied (3)	13.5	17.6	6.7	20.0	16.7	8.3	20.0	20.0	20.0	*
Somewhat satisfied (4)	29.7	29.4	33.3	20.0	33.3	25.0	20.0	20.0	20.0	*
Very satisfied (5)	35.1	23.5	46.7	40.0	16.7	50.0	40.0	40.0	40.0	*
Average satisfaction previous (1 – 5)	3.68	3.29	4.13	3.60	3.17	4.08	3.60	3.60	3.60	*
Satisfaction with current location	%	%	%	%	%	%	%	%	%	%
Very dissatisfied (1)	8.1	5.9	13.3	0.0	8.3	16.7	0.0	0.0	0.0	*
Somewhat dissatisfied (2)	10.8	11.8	6.7	20.0	16.7	0.0	0.0	0.0	0.0	*
Neither dissatisfied or satisfied (3)	10.8	11.8	13.3	0.0	0.0	8.3	40.0	40.0	40.0	*
Somewhat satisfied (4)	32.4	23.5	40.0	40.0	25.0	41.7	20.0	20.0	20.0	*
Very satisfied (5)	37.8	47.1	26.7	40.0	50.0	33.3	40.0	40.0	40.0	*
Average satisfaction current (1 – 5)	3.81	3.94	3.60	4.00	3.92	3.75	4.00	4.00	4.00	*
Would do move over again	%	%	%	%	%	%	%	%	%	%
Definitely not (1)	2.7	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	*
Probably not (2)	8.1	11.8	6.7	0.0	16.7	8.3	0.0	0.0	0.0	*
Undecided (3)	13.5	11.8	13.3	20.0	8.3	8.3	20.0	20.0	20.0	*
Probably yes (4)	32.4	29.4	33.3	40.0	25.0	33.3	40.0	40.0	40.0	*
Definitely yes (5)	43.2	47.1	40.0	40.0	50.0	50.0	40.0	40.0	40.0	*
Average rating do move over (1 – 5)	4.05	4.12	3.93	4.20	4.08	4.25	4.20	4.20	4.20	*

\*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 <sup>1</sup>	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

<sup>1</sup>Number 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 <sup>1</sup>	% 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

<sup>1</sup> 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 <sup>1</sup>	% 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	

<sup>1</sup> Respondents could respond “Yes” to more than one factor.



New Mover Studies: 19 County Overall Findings

Table 8. 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	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: Union County

The Union movers were very similar to those in other counties in that the respondents who came into Union County were more likely than those who left to say that wanting a less congested place to live or a simpler pace of life was a factor in their moving decision (Table 2, Figure 1). Forty percent or more of those moving in said they wanted more outdoor recreation or to live in a desirable natural environment (Table 2).

In general, it was the respondents who were leaving Union County who most often cited wanting lower taxes, better local schools, or more opportunities for children to succeed. In contrast, lowering the cost of housing was more important for respondents who moved in than for those who left (Table 2). Among these new residents of Union, seventy-three percent reported that housing was somewhat to very easy to find, much higher than for the overall respondents and also much higher than among the respondents who left Union County (Tables 3, 7; Figure 1).

The income reported by Union participants tended to be lower than that for the overall study. In a pattern similar to the overall findings, those moving out of Union County tended to report somewhat higher income than those moving in. None of the respondents coming to Union reported an income of \$100,000 or more (Table 3, 7). Still, higher proportions of the Union County movers than for the overall movers, both moving in and moving out, said that their

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.

income would be somewhat to significantly higher in their new location than in the previous location (Tables 4, 8; Figure 1).

The participants from Union County, both moving in and moving out, tended to be somewhat less satisfied with their new location than were the overall group of movers. However, large majorities of the movers going either direction said they would probably or definitely do their move over again (Tables 4, 8; Figure 1).

The goal of this study is to better understand the experiences of people who have moved. This report focuses on the findings for Union 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.<sup>2</sup>

## The Study

These research results are from a survey of nonmetropolitan movers in 19 selected counties in Iowa that included Union County.<sup>1</sup> 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 Union County was 33 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](http://www.cvcia.org).
2. Previous reports contain examples of possible next steps and strategies that community leaders might consider.

## IOWA STATE UNIVERSITY

University Extension

*Community Vitality Center*  
 478 Heady Hall  
 Iowa State University  
 Ames, IA 50011-1070  
 515-294-3000  
[cvc@iastate.edu](mailto:cvc@iastate.edu)  
[www.cvcia.org](http://www.cvcia.org)  
 February, 2009

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