

New Mover Studies: Six¹ Southwest Counties

Sandra Charvat Burke and Mark A. Edelman

Findings

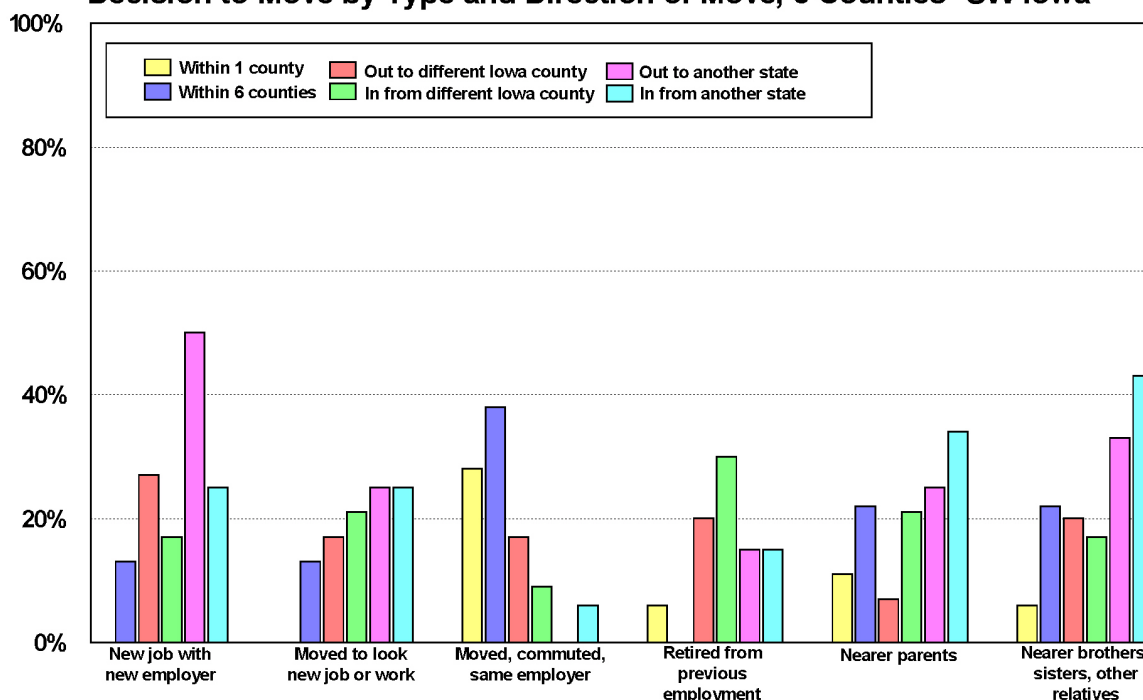
This report highlights the combined findings and experiences of the respondents of six southwest Iowa counties (Adams, Decatur, Page, Ringgold, Taylor, Union)¹ who were included in a survey of nonmetropolitan movers in 19 selected counties in Iowa.² The purpose of the study is to better understand the 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.³

One hundred forty-one respondents from the six counties participated in the survey. Several categories of movers are used to examine the results for the combined set of six counties (Tables 1 - 4). Among these are respondents (21) who moved out of the set of six counties to other states and 35 who moved from other states to one of the six counties. In addition, other respondents (25) moved into one of the counties from other areas of Iowa or moved out (31) of the six counties to other counties in the state. Finally, some of the respondents (10) moved from one of the six counties to another of the six, and one additional category included 19 respondents who moved within just one of

the six counties (Tables 1 - 4; Figures 1, 2). Results for the entire set of movers for all 19 counties are included as well to allow comparisons with the findings for the total group of respondents, however, the categories of movers for the total set of 19 counties (Tables 5-9) varies somewhat from that used for the combined six counties which are the focus of this report.

The information in this report provides findings across a wide range of issues and concerns examined in the survey. These include reasons for moving (Tables 2, 6; Figures 1 - 2), community satisfaction (Tables 4, 8), and various demographic

Figure 1: Percent Responding 'Yes' to Selected Factors as Part of Decision to Move by Type and Direction of Move, 6 Counties* SW Iowa



Source: Community Vitality Center, New Movers Study

*Adams, Decatur, Page, Ringgold, Taylor, Union

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Table 1. Age, Gender, Marital Status, and Education by Type and Direction of Move.

	Type and Direction of Move						
	Total	Within County, Different Zipcode	Within 6 ¹ Counties	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	141	19	10	31	25	21	35
Median age in years	50.0	52.0	43.5	44.0	50.0	38.5	53.0
Selected age categories	%	%	%	%	%	%	%
% Age 25 – 34	16.6	26.3	10.0	20.0	12.0	25.0	8.6
% Age 70 or older	13.6	15.9	20.0	9.9	12.0	10.0	17.2
Gender	%	%	%	%	%	%	%
% Male	60.4	57.9	50.0	70.0	56.0	70.0	54.3
% Female	39.6	42.1	50.0	30.0	44.0	30.0	45.7
Marital status	%	%	%	%	%	%	%
% Never married	6.5	5.6	10.0	6.7	8.0	10.0	2.9
% Married	61.6	66.7	60.0	66.7	60.0	70.0	51.4
% Divorced or separated	20.3	22.2	20.0	13.3	32.0	10.0	22.9
% Widowed	11.6	5.6	10.0	13.3	0.0	10.0	22.9
Highest level of education completed	%	%	%	%	%	%	%
% Less than high school graduate	6.5	5.6	10.0	10.0	4.0	10.0	2.9
% High school graduate or equivalent	20.3	22.2	50.0	30.0	20.0	5.0	11.4
% Some college or vocational training	32.6	38.9	20.0	36.7	36.0	15.0	37.1
% Associate degree	9.4	5.6	10.0	0.0	12.0	20.0	11.4
% Bachelor degree or more	31.1	27.8	10.0	23.3	28.0	50.0	37.2

¹Adams, Decatur, Page, Ringgold, Taylor, and Union combined.

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	Within County, Different Zipcode	Within 6 ¹ Counties	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
	% Yes ²	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Number of respondents	141	19	10	31	25	21	35
Factors in Moving Decision							
Moved, commuted, same employer	13.2	27.8	37.5	17.2	8.7	0.0	6.3
Job transfer by employer to location	8.4	0.0	0.0	10.0	4.3	15.0	12.5
Laid off from previous job	3.1	0.0	12.5	3.3	0.0	0.0	6.3
New job with new employer	23.5	0.0	12.5	26.7	16.7	50.0	25.0
Moved to look for new job or work	18.2	0.0	12.5	16.7	20.8	25.0	25.0
Retired from previous employment	16.5	5.6	0.0	20.0	30.4	15.0	14.7
To be nearer parents	20.3	11.1	22.2	6.7	20.8	25.0	34.4
To be nearer children	24.3	16.7	20.0	40.0	16.0	15.0	27.3
To live with spouse or partner	14.3	16.7	22.2	16.7	20.8	15.0	3.1
To be nearer siblings, other relatives	25.5	5.6	22.2	20.0	16.7	33.3	42.9
To be nearer friends, acquaintances	27.1	16.7	44.4	26.7	25.0	26.3	30.3
Change in marital status	13.4	27.8	0.0	13.3	8.3	10.0	15.2
Place easier find spouse or partner	7.6	11.1	0.0	10.3	0.0	15.0	6.3
Decline in health	14.1	11.1	0.0	16.7	12.5	10.0	20.6
Take care aging parents	3.7	0.0	0.0	3.3	4.2	5.0	6.1
Find less congested place to live	29.1	16.7	11.1	13.3	45.8	10.0	54.5
Find safer place to live	27.6	5.6	11.1	23.3	37.5	10.0	51.5
Live in desirable natural environment	40.3	22.2	33.3	33.3	58.3	35.0	48.5
More outdoor recreation	24.4	16.7	22.2	16.7	40.0	25.0	24.2
Find arts, entertainment, cultural	20.1	11.1	22.2	36.7	0.0	35.0	15.2
Find simpler pace of life	41.5	33.3	33.3	25.8	70.8	10.0	60.6
Find more exciting lifestyle	19.5	16.7	33.3	27.6	12.5	35.0	6.1
Live someplace new, have fresh start	42.9	27.8	66.7	23.3	58.3	50.0	46.9
Lower cost of housing	35.6	33.3	44.4	23.3	37.5	15.0	55.9
Have lower taxes	30.1	16.7	44.4	13.8	37.5	20.0	48.5
Have better internet, tv, phone	9.7	5.6	22.2	16.7	8.3	10.0	3.0
Find better quality local schools	11.9	5.6	22.2	23.3	4.2	10.0	9.1
Opportunities children to achieve	19.4	16.7	22.2	26.7	8.3	35.0	12.1
Have more ethnic diversity	6.1	0.0	0.0	3.4	4.2	26.3	3.0
Have less ethnic diversity	6.8	5.6	11.1	3.4	4.2	0.0	15.2

¹ Adams, Decatur, Page, Ringgold, Taylor, and Union combined. ² Respondents could respond “Yes” to more than one factor.

New Mover Studies: Six¹ Southwest Iowa Counties

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	Within County, Different Zipcode	Within 6 ¹ Counties	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	141	19	10	31	25	21	35
Used source of information for move	% Yes ²	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Internet	28.4	5.3	40.0	19.4	28.0	47.6	34.3
TV, magazines, newspapers	19.9	21.1	20.0	19.4	20.0	33.3	11.4
Current community resident	17.0	15.8	10.0	16.1	16.0	19.0	20.0
Employer or co-workers	14.2	15.8	20.0	19.4	4.0	19.0	11.4
Friends and acquaintances	31.2	31.6	50.0	12.9	40.0	42.9	28.6
Family	44.0	42.1	40.0	48.4	40.0	42.9	45.7
Travel or vacation to new location	8.5	5.3	0.0	9.7	4.0	19.0	8.6
Attended school or college there	11.3	10.5	0.0	19.4	8.0	14.3	8.6
Ease of finding housing at new location	%	%	%	%	%	%	%
Very difficult (1)	9.2	10.5	10.0	9.7	4.0	0.0	17.1
Somewhat difficult (2)	22.7	21.1	10.0	29.0	32.0	28.6	11.4
Neither difficult or easy (3)	19.1	26.3	10.0	12.9	16.0	38.1	17.1
Somewhat easy (4)	16.3	10.5	40.0	12.9	16.0	14.3	17.1
Very easy (5)	31.9	31.6	30.0	35.5	32.0	19.0	37.1
Average rating finding housing (1 – 5)	3.39	3.32	3.70	3.35	3.40	3.24	3.46
Household income for 2004	%	%	%	%	%	%	%
Less than \$20,000 (1)	23.2	38.9	30.0	19.4	12.5	25.0	22.9
\$20,000 - \$34,999 (2)	20.3	16.7	10.0	25.8	25.0	10.0	22.9
\$35,000 - \$49,999 (3)	15.9	0.0	40.0	16.1	20.8	20.0	11.4
\$50,000 - \$69,999 (4)	16.7	22.2	10.0	19.4	20.8	5.0	17.1
\$70,000 - \$99,999 (5)	13.0	11.1	10.0	6.5	20.0	15.0	14.3
\$100,000 - \$149,999 (6)	6.5	0.0	0.0	9.7	0.0	15.0	8.6
\$150,000 or more (7)	4.3	11.1	0.0	3.2	0.0	10.0	2.9
Average income category (1 – 7)	3.13	2.94	2.60	3.10	3.13	3.60	3.14

¹Adams, Decatur, Page, Ringgold, Taylor, and Union combined. ²Respondents could respond “Yes” to more than one source.

Community Vitality Center, Iowa State University, Ames, IA

New Mover Studies: Six¹ Southwest Iowa Counties

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	Within County, Different Zipcode	Within 6 ¹ Counties	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
Number of respondents	141	19	10	31	25	21	35
Current location income compared with previous location income	%	%	%	%	%	%	%
Significantly lower income (1)	11.5	10.5	0.0	3.3	16.7	9.5	20.0
Somewhat lower income (2)	11.5	0.0	0.0	13.3	16.7	9.5	17.1
About same income (3)	43.9	63.2	80.0	46.7	41.7	23.8	34.3
Somewhat higher income (4)	22.3	15.8	10.0	30.0	16.7	23.8	25.7
Significantly higher income (5)	10.8	10.5	10.0	6.7	8.3	33.3	2.9
Average comparison income (1 – 5)	3.09	3.16	3.30	3.23	2.83	3.62	2.74
Satisfaction with previous location	%	%	%	%	%	%	%
Very dissatisfied (1)	8.6	5.3	20.0	16.1	0.0	10.0	5.7
Somewhat dissatisfied (2)	10.7	5.3	30.0	9.7	12.0	0.0	14.3
Neither dissatisfied or satisfied (3)	10.0	10.5	10.0	9.7	4.0	20.0	8.6
Somewhat satisfied (4)	32.1	26.3	10.0	32.3	40.0	35.0	34.3
Very satisfied (5)	38.6	52.6	30.0	32.3	44.0	35.0	37.1
Average satisfaction previous (1 – 5)	3.81	4.16	3.00	3.55	4.16	3.85	3.83
Satisfaction with current location	%	%	%	%	%	%	%
Very dissatisfied (1)	9.4	0.0	10.0	10.0	12.0	9.5	11.8
Somewhat dissatisfied (2)	11.5	15.8	0.0	10.0	4.0	9.5	20.6
Neither dissatisfied or satisfied (3)	7.9	5.3	0.0	3.3	8.0	14.3	11.8
Somewhat satisfied (4)	28.8	21.1	0.0	26.7	52.0	33.3	23.5
Very satisfied (5)	42.4	57.9	90.0	50.0	24.0	33.3	32.4
Average satisfaction current (1 – 5)	3.84	4.21	4.60	3.97	3.72	3.71	3.44
Would do move over again	%	%	%	%	%	%	%
Definitely not (1)	3.6	5.3	0.0	0.0	0.0	5.3	8.6
Probably not (2)	6.5	10.5	0.0	6.7	8.0	5.3	5.7
Undecided (3)	8.7	5.3	0.0	3.3	8.0	5.3	20.0
Probably yes (4)	33.3	21.1	30.0	36.7	48.0	31.6	28.6
Definitely yes (5)	47.8	57.9	70.0	53.3	36.0	52.6	37.1
Average rating do move over (1 – 5)	4.15	4.16	4.70	4.37	4.12	4.21	3.80

¹ Adams, Decatur, Page, Ringgold, Taylor, and Union combined.

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.

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: Six Southwest Counties

and socioeconomic characteristics of the respondents (Tables 1, 3, 5, 7).

The Study

These research results are from a survey of nonmetropolitan movers in 19 selected counties in Iowa that included the six counties of Adams, Decatur, Page, Ringgold, Taylor, and Union.² People who had moved either into or out of the 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. Several categories of movers are used to examine the results

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.

for the overall set of movers (Tables 5 - 9). Most respondents had moved during 2003 through 2005 and 737 total respondents who met the study criteria replied for an overall response rate of 35 percent.

Notes

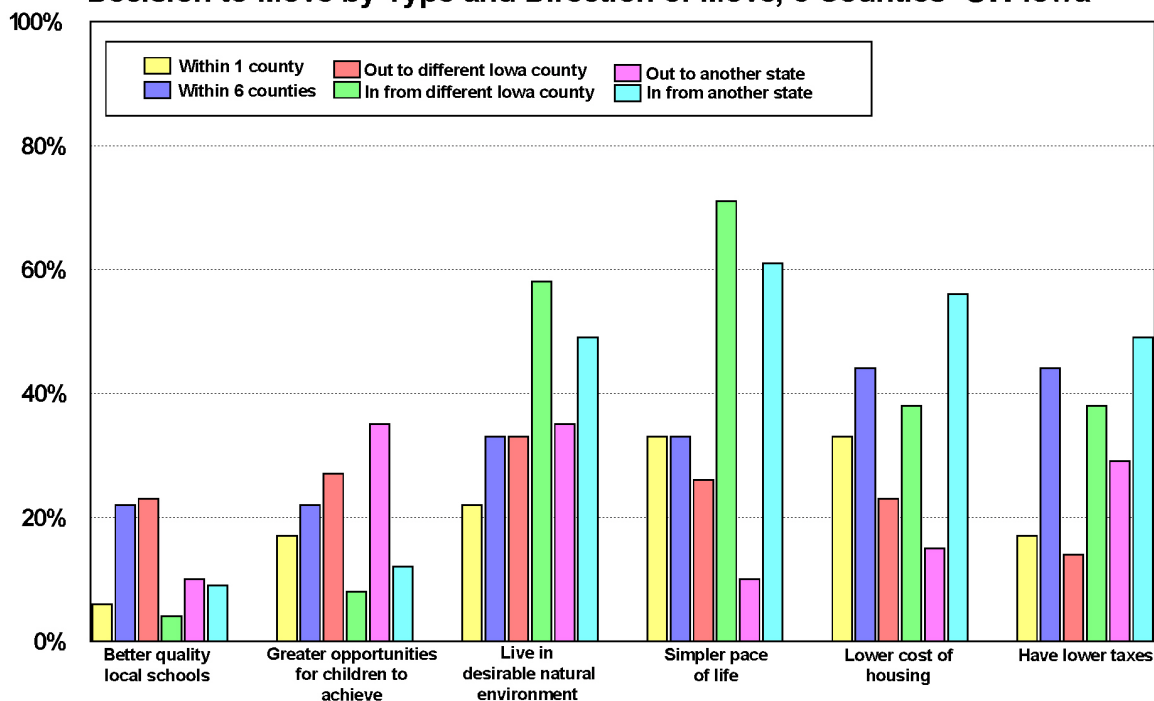
1. The six counties included as the focus of this report are Adams, Decatur, Page, Ringgold, Taylor, and Union. They are a geographically contiguous set of counties located in southwest Iowa. The findings

reported here are for the *combined* six counties. Reports for each of the six counties individually are available on the Community Vitality Center web site.

2. Other 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.

3. Previous reports contain examples of possible next steps and strategies that community leaders might consider.

Figure 2: Percent Responding 'Yes' to Selected Factors as Part of Decision to Move by Type and Direction of Move, 6 Counties* SW Iowa



Source: Community Vitality Center, New Movers Study

*Adams, Decatur, Page, Ringgold, Taylor, Union

IOWA STATE UNIVERSITY
University Extension

Community Vitality Center
478 Heady Hall
Iowa State University
Ames, IA 50011-1070
515-294-3000
cvc@iastate.edu
www.cvcia.org
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