



New Mover Studies: Appanoose County

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Findings

This report highlights the findings and experiences of Appanoose 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

Thirty-six respondents from Appanoose County participated in the survey, 19 who moved into the county, 11 who moved out, and six who moved within the county but changed zipcode (Table 1). In many respects, the

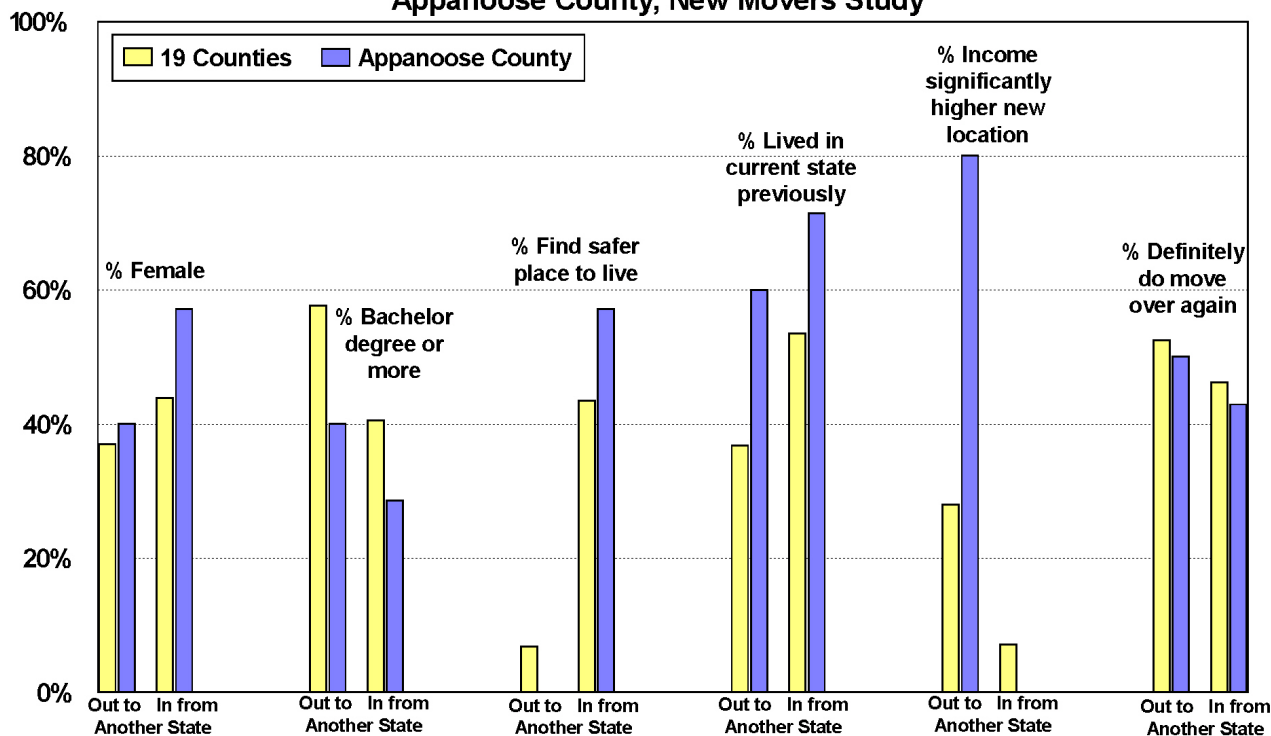
Appanoose County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

Among the Appanoose movers in the study, those who moved into the county from other states had the highest median age (55.0 years) of any mover category (Table 1). Just over 28 percent of this group were age 70 or older. More of the Appanoose County respondents were female than were the respondents for all the counties combined and somewhat higher proportions of the Appanoose respondents were divorced than for the overall findings (Table 5, Figure 1). Fewer of the movers for Appanoose County, across any of the mover categories, had college bachelor degrees than did the movers overall.

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. The respondents who left Appanoose County to go to another state gave fewer work reasons and many more community reasons as the most important factor than did the overall movers who left Iowa (Tables 1 and 5). Relatively few of the Appanoose respondents cited a new job with a new employer, regardless of whether they moved into or out of the county, but 60 percent of those going out of the state said they moved to look for work (Table 2).

The Appanoose movers were more likely than those from many other counties to say wanting to be nearer friends and acquaintances was a factor in their moving decision. The Appanoose movers were

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Appanoose 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	36	19	6	6	12	5	7
Median age in years	43.5	49.0	53.0	40.0	46.0	38.0	55.0
Selected age categories	%	%	%	%	%	%	%
% Age 25 – 34	11.1	5.3	16.7	16.7	8.3	20.0	0.0
% Age 70 or older	13.9	10.5	50.0	0.0	0.0	0.0	28.6
Gender	%	%	%	%	%	%	%
% Male	36.1	36.8	33.3	16.7	33.3	60.0	42.9
% Female	63.9	63.2	66.7	83.3	66.7	40.0	57.1
Marital status	%	%	%	%	%	%	%
% Never married	13.9	10.5	16.7	16.7	16.7	20.0	0.0
% Married	55.6	52.6	50.0	50.0	41.7	80.0	71.4
% Divorced or separated	25.0	26.4	33.3	33.3	33.3	0.0	14.3
% Widowed	5.6	10.5	0.0	0.0	8.3	0.0	14.3
Highest level of education completed	%	%	%	%	%	%	%
% Less than high school graduate	2.8	0.0	16.7	0.0	0.0	0.0	0.0
% High school graduate or equivalent	19.4	26.3	16.7	16.7	25.0	0.0	28.6
% Some college or vocational training	38.9	36.8	33.3	50.0	41.7	40.0	28.6
% Associate degree	16.7	15.8	16.7	16.7	16.7	20.0	14.3
% Bachelor degree or more	22.2	21.1	16.7	16.7	16.7	40.0	28.6
Most important reason for moving							
Number of reasons ¹	44	23	8	7	14	6	9
Type of reason	%	%	%	%	%	%	%
Work, income, retirement, education	36.4	43.5	12.5	57.1	42.8	16.7	44.4
Family, friends, health	18.2	30.4	0.0	14.3	21.4	0.0	44.4
Community, services, amenities	20.4	8.7	25.0	0.0	7.1	83.3	11.1
Housing	25.0	17.4	62.5	28.6	28.6	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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

New Mover Studies: Appanoose 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	In From Another State
Number of respondents	36	11	19	6	6	12	7
Factors in Moving Decision	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Moved, commuted, same employer	11.1	9.1	5.3	33.3	16.7	8.3	0.0
Job transfer by employer to location	8.3	9.1	10.5	0.0	16.7	8.3	14.3
Laid off from previous job	2.8	0.0	5.3	0.0	0.0	8.3	0.0
New job with new employer	11.1	18.2	10.5	0.0	16.7	16.7	0.0
Moved to look for new job or work	19.4	27.3	21.1	0.0	0.0	16.7	28.6
Retired from previous employment	5.6	0.0	10.5	0.0	0.0	8.3	14.3
To be nearer parents	25.7	27.3	33.3	0.0	33.3	36.4	28.6
To be nearer children	11.4	0.0	22.2	0.0	0.0	18.2	28.6
To live with spouse or partner	9.1	20.0	5.9	0.0	20.0	9.1	0.0
To be nearer siblings, other relatives	26.5	18.2	41.2	0.0	16.7	36.4	50.0
To be nearer friends, acquaintances	47.1	54.5	47.1	33.3	66.7	63.6	16.7
Change in marital status	6.1	9.1	6.3	0.0	16.7	10.0	0.0
Place easier find spouse or partner	11.4	18.2	11.1	0.0	0.0	18.2	0.0
Decline in health	11.4	0.0	22.2	0.0	0.0	18.2	28.6
Take care aging parents	11.4	18.2	11.1	0.0	16.7	9.1	14.3
Find less congested place to live	31.4	9.1	50.0	16.7	16.7	63.6	28.6
Find safer place to live	31.4	9.1	50.0	16.7	16.7	45.5	57.1
Live in desirable natural environment	38.2	9.1	47.1	66.7	0.0	54.5	33.3
More outdoor recreation	40.0	36.4	38.9	50.0	16.7	54.5	14.3
Find arts, entertainment, cultural	25.7	45.5	16.7	16.7	33.3	9.1	28.6
Find simpler pace of life	42.9	18.2	61.1	33.3	33.3	72.7	42.9
Find more exciting lifestyle	28.6	54.5	22.2	0.0	33.3	27.3	14.3
Live someplace new, have fresh start	50.0	50.0	44.4	66.7	16.7	63.6	14.3
Lower cost of housing	31.4	9.1	50.0	16.7	16.7	54.5	42.9
Have lower taxes	29.4	18.2	47.1	0.0	16.7	54.5	33.3
Have better internet, tv, phone	17.1	36.4	11.1	0.0	33.3	18.2	0.0
Find better quality local schools	20.0	36.4	11.1	16.7	33.3	18.2	0.0
Opportunities children to achieve	25.7	54.5	11.1	16.7	66.7	18.2	0.0
Have more ethnic diversity	8.6	18.2	5.6	0.0	16.7	9.1	0.0
Have less ethnic diversity	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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	% Yes	Total	% Yes	Total	% Yes	Total	% Yes	Total	% Yes	Total	% Yes	Total	% Yes		
Number of respondents	36		11		19		6		6		12		5		7	
Previously had lived:	% Yes		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes	
In current state	88.6		81.8		88.9		100.0		100.0		100.0		60.0		71.4	
In current county	50.0		36.4		41.2		100.0		50.0		40.0		20.0		42.9	
In or near current city/town	51.5		60.0		41.2		66.7		80.0		40.0		40.0		42.9	
Used source of information for move	% Yes ¹		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes	
Internet	22.2		27.3		21.1		16.7		33.3		16.7		20.0		28.6	
TV, magazines, newspapers	27.8		27.3		26.3		33.3		33.3		33.3		20.0		14.3	
Current community resident	25.0		18.2		26.3		33.3		16.7		25.0		20.0		28.6	
Employer or co-workers	30.6		36.4		31.6		16.7		50.0		33.3		20.0		28.6	
Friends and acquaintances	44.4		72.7		31.6		33.3		66.7		50.0		80.0		0.0	
Family	30.6		18.2		42.1		16.7		0.0		41.7		10.0		42.9	
Travel or vacation to new location	13.9		0.0		21.1		16.7		0.0		16.7		0.0		28.6	
Attended school or college there	2.8		9.1		0.0		0.0		16.7		0.0		0.0		0.0	
Ease of finding housing at new location	%		%		%		%		%		%		%		%	
Very difficult (1)	5.6		0.0		10.5		0.0		0.0		8.3		0.0		14.3	
Somewhat difficult (2)	33.3		36.4		26.3		50.0		50.0		33.3		20.0		14.3	
Neither difficult or easy (3)	5.6		9.1		5.3		0.0		0.0		8.3		20.0		0.0	
Somewhat easy (4)	30.6		27.3		36.8		16.7		33.3		41.7		20.0		28.6	
Very easy (5)	25.0		27.3		21.1		33.3		16.7		8.3		40.0		42.9	
Average rating finding housing (1 – 5)	3.36		3.45		3.32		3.33		3.17		3.08		3.80		3.71	
Household income for 2004	%		%		%		%		%		%		%		%	
Less than \$20,000 (1)	27.8		18.2		26.3		50.0		16.7		33.3		20.0		14.3	
\$20,000 - \$34,999 (2)	30.6		18.2		36.8		33.3		33.3		33.3		0.0		42.9	
\$35,000 - \$49,999 (3)	11.1		18.2		5.3		16.7		16.7		8.3		20.0		0.0	
\$50,000 - \$69,999 (4)	5.6		0.0		10.5		0.0		0.0		8.3		0.0		14.3	
\$70,000 - \$99,999 (5)	13.9		36.4		5.3		0.0		33.3		8.3		40.0		0.0	
\$100,000 - \$149,999 (6)	11.1		9.1		15.8		0.0		0.0		8.3		20.0		28.6	
\$150,000 or more (7)	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Average income category (1 – 7)	2.81		3.45		2.79		1.67		3.00		2.50		4.00		3.29	

¹ Respondents could respond "Yes" to more than one factor.

New Mover Studies: Appanoose 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	In From Another State
Number of respondents	36	11	19	6	6	12	7
Current location income compared with previous location income	%	%	%	%	%	%	%
Significantly lower income (1)	16.7	0.0	26.3	16.7	0.0	25.0	28.6
Somewhat lower income (2)	11.1	9.1	10.5	16.7	16.7	8.3	14.3
About same income (3)	41.7	17.3	42.1	66.7	50.0	41.7	42.9
Somewhat higher income (4)	16.7	17.3	15.8	0.0	33.3	16.7	14.3
Significantly higher income (5)	13.9	36.4	5.3	0.0	0.0	8.3	0.0
Average comparison income (1 – 5)	3.00	3.91	2.63	2.50	3.17	2.75	2.43
Satisfaction with previous location	%	%	%	%	%	%	%
Very dissatisfied (1)	20.0	10.0	21.1	33.3	0.0	25.0	14.3
Somewhat dissatisfied (2)	17.1	10.0	21.1	16.7	0.0	25.0	14.3
Neither dissatisfied or satisfied (3)	11.4	20.0	5.3	16.7	40.0	8.3	0.0
Somewhat satisfied (4)	22.9	40.0	15.8	16.7	60.0	0.0	42.9
Very satisfied (5)	28.6	20.0	36.8	16.7	0.0	41.7	28.6
Average satisfaction previous (1 – 5)	3.23	3.50	3.26	2.67	3.60	3.08	3.57
Satisfaction with current location	%	%	%	%	%	%	%
Very dissatisfied (1)	5.6	0.0	10.5	0.0	0.0	8.3	14.3
Somewhat dissatisfied (2)	11.1	9.1	15.8	0.0	0.0	8.3	28.6
Neither dissatisfied or satisfied (3)	2.8	0.0	5.3	0.0	0.0	0.0	14.3
Somewhat satisfied (4)	27.8	18.2	26.3	50.0	33.3	16.7	42.9
Very satisfied (5)	52.8	72.7	42.1	50.0	66.7	66.7	0.0
Average satisfaction current (1 – 5)	4.11	4.54	3.74	4.50	4.67	4.25	2.86
Would do move over again	%	%	%	%	%	%	%
Definitely not (1)	5.6	0.0	10.5	0.0	0.0	8.3	14.3
Probably not (2)	5.6	0.0	5.3	16.7	0.0	8.3	0.0
Undecided (3)	11.1	27.3	5.3	0.0	16.7	0.0	14.3
Probably yes (4)	27.8	36.4	26.3	16.7	33.3	25.0	28.6
Definitely yes (5)	50.0	36.4	52.6	66.7	50.0	58.3	42.9
Average rating do move over (1 – 5)	4.11	4.09	4.05	4.33	4.33	4.17	3.86

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.

Community Vitality Center, Iowa State University, Ames, IA

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

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New Mover Studies: Appanoose County

very similar to those in other counties in that the respondents who came into Appanoose 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 Appanoose County (Table 2, Figure 1).

In general, it was the respondents who were leaving Appanoose County, whether to go to another county or another state, who most often cited wanting better local schools, more opportunities for children to succeed, or better internet, phone, or TV service. In contrast, lowering the cost of housing or lowering taxes was more important for respondents who moved in than for those who left (Table 2).

In comparison to the overall findings, the interstate movers for Appanoose County were more likely to have previously lived in their current state (Tables 3, 7). Seventy-one percent of the respondents who came to Appanoose County from another state had lived in Iowa previously (Figure 1). The results also show that many of the Appanoose movers used friends and acquaintances as a source of information about the new location.

The income reported by Appanoose participants tended to be lower than that for the overall study. In a pattern similar to the overall findings, those moving out of Appanoose County tended to report somewhat higher income than those moving in (Table 3). Not surprisingly, perhaps, those who left the county were

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.

more likely than those moving in to think that their income in their new location would be higher than it was in the previous location. Eighty percent of those going to another state said that their household income would be significantly higher in the new location than in Appanoose County (Table 4, Figure 1).

The movers who came into Appanoose County from other states tended to express somewhat higher levels of dissatisfaction with their new location than did those in the other mover categories. However, 58 percent who came from another county in Iowa as well as nearly 43 percent of those who came from another state said that they would definitely do their move to Appanoose County over again (Table 4, 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 Appanoose 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 Appanoose 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 Appanoose County was 37 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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October, 2008

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Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Jack M. Payne, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.