

# New Mover Studies: Cherokee County

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## Findings

This report highlights the findings and experiences of Cherokee 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-four respondents from Cherokee County participated in the survey, 12 who moved into the county, 15 who moved out, and seven who moved within the county but changed zipcode (Table 1). In many respects, the

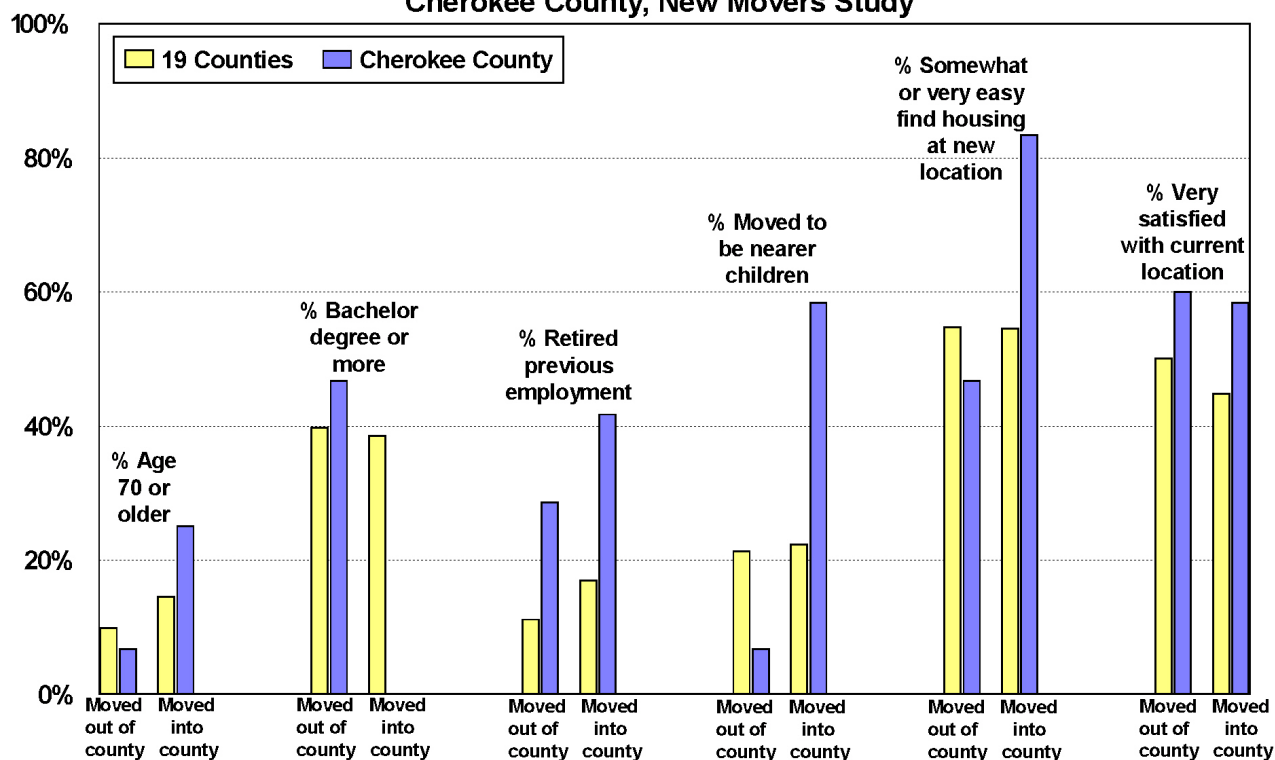
Cherokee County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

The Cherokee County movers, both those moving in and those moving out, tended to be older than was generally the case for other counties in the study. The median age for those moving into the county was 65.5. One-fourth of the group coming in were age 70 or older (Tables 1, 5; Figure 1). The Cherokee County movers contrasted by gender. Two-thirds of those leaving were male while two-thirds of the respondents coming in were female. Most of the respondents who left the county were married (60%) in contrast to the respondents moving in of whom two-thirds were divorced or widowed (Table 1). The

respondents coming to Cherokee County differed from the overall trend in education. Although all were at least high school graduates, none said they had a bachelor's degree. In contrast, 46 percent of those leaving the county had a bachelor's degree (Tables 1, 5; Figure 1).

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. Work related reasons tended to be cited as the most important reason for moving by those leaving Cherokee County. Nearly 43 percent of this group said they moved to take a new job with a new employer or moved to look for work. The respondents coming to the county tended to cite family, friends, or health as most important for the move. This group

**Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Cherokee 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	34	15	12	7	8	8	7	4
Median age in years	50.0	50.0	65.5	29.0	49.0	53.0	66.0	67.0
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	8.8	0.0	8.3	28.6	0.0	12.5	0.0	0.0
% Age 70 or older	11.8	6.7	25.0	0.0	0.0	25.0	14.3	25.0
Gender	%	%	%	%	%	%	%	%
% Male	58.8	66.7	33.3	85.7	75.0	12.5	57.1	75.0
% Female	41.2	33.3	66.7	14.3	25.0	87.5	42.9	25.0
Marital status	%	%	%	%	%	%	%	%
% Never married	8.8	13.3	0.0	14.3	25.0	0.0	0.0	0.0
% Married	50.0	60.0	33.3	57.1	50.0	12.5	71.4	75.0
% Divorced or separated	23.5	13.3	41.6	14.3	12.5	50.0	14.3	25.0
% Widowed	17.6	13.3	25.0	14.3	12.5	37.5	14.3	0.0
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	2.9	6.7	0.0	0.0	12.5	0.0	0.0	0.0
% High school graduate or equivalent	35.3	26.7	33.3	57.1	25.0	37.5	28.6	25.0
% Some college or vocational training	23.5	13.3	33.3	28.6	12.5	25.0	14.3	50.0
% Associate degree	17.6	6.7	33.3	14.3	12.5	37.5	0.0	25.0
% Bachelor degree or more	20.6	46.7	0.0	0.0	37.5	0.0	57.2	0.0
Most important reason for moving								
Number of reasons <sup>1</sup>	46	20	16	10	12	10	8	6
Type of reason	%	%	%	%	%	%	%	%
Work, income, education, retirement	37.0	40.0	25.0	50.0	25.0	30.0	62.5	16.7
Family, friends, health	21.7	15.0	43.8	0.0	8.3	50.0	25.0	33.3
Community, services, amenities	19.6	20.0	18.8	20.0	25.0	10.0	12.5	33.3
Housing	19.6	20.0	12.5	30.0	33.3	10.0	0.0	16.7
Other	2.2	5.0	0.0	0.0	8.3	0.0	0.0	0.0

<sup>1</sup>Number of reasons exceeds number of respondents because some respondents gave more than one reason.

New Mover Studies: Cherokee 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	34	15	12	7	8	8	7	4
Factors in Moving Decision								
Moved, commuted, same employer	12.5	7.1	16.7	16.7	12.5	25.0	0.0	0.0
Job transfer by employer to location	3.1	7.1	0.0	0.0	0.0	0.0	16.7	0.0
Laid off from previous job	3.1	0.0	8.3	0.0	0.0	12.5	0.0	0.0
New job with new employer	28.1	42.9	8.3	33.3	37.5	12.5	50.0	0.0
Moved to look for new job or work	21.9	42.9	8.3	0.0	50.0	12.5	33.3	0.0
Retired from previous employment	30.3	28.6	41.7	14.3	12.5	25.0	50.0	75.0
To be nearer parents	12.1	7.1	16.7	14.3	12.5	12.5	0.0	25.0
To be nearer children	23.5	6.7	58.3	0.0	0.0	50.0	14.3	75.0
To live with spouse or partner	6.1	0.0	8.3	14.3	0.0	12.5	0.0	0.0
To be nearer siblings, other relatives	30.3	7.1	66.7	14.3	12.5	62.5	0.0	75.0
To be nearer friends, acquaintances	21.2	21.4	25.0	14.3	37.5	37.5	0.0	0.0
Change in marital status	12.1	7.1	25.0	0.0	0.0	37.5	16.7	0.0
Place easier find spouse or partner	9.1	14.3	8.3	0.0	25.0	12.5	0.0	0.0
Decline in health	9.1	7.1	8.3	14.3	12.5	0.0	0.0	25.0
Take care aging parents	3.0	0.0	8.3	0.0	0.0	0.0	0.0	25.0
Find less congested place to live	27.3	7.1	41.7	42.9	0.0	37.5	16.7	50.0
Find safer place to live	27.3	21.4	33.3	28.6	25.0	25.0	16.7	50.0
Live in desirable natural environment	30.3	35.7	33.3	14.3	37.5	37.5	33.3	25.0
More outdoor recreation	33.3	42.9	25.0	28.6	37.5	25.0	50.0	25.0
Find arts, entertainment, cultural	39.4	64.3	25.0	14.3	50.0	37.5	83.3	0.0
Find simpler pace of life	33.3	21.4	58.3	14.3	25.0	62.5	16.7	50.0
Find more exciting lifestyle	33.3	57.1	8.3	28.6	50.0	12.5	66.7	0.0
Live someplace new, have fresh start	39.4	50.0	41.7	14.3	37.5	62.5	66.7	0.0
Lower cost of housing	30.3	21.4	58.3	0.0	25.0	75.0	16.7	25.0
Have lower taxes	12.1	7.1	25.0	0.0	12.5	25.0	0.0	25.0
Have better internet, tv, phone	15.2	28.6	8.3	0.0	25.0	12.5	33.3	0.0
Find better quality local schools	6.3	0.0	0.0	28.6	0.0	0.0	0.0	0.0
Opportunities children to achieve	12.1	21.4	0.0	14.3	25.0	0.0	16.7	0.0
Have more ethnic diversity	12.1	21.4	8.3	0.0	12.5	12.5	33.3	0.0
Have less ethnic diversity	6.1	7.1	0.0	14.3	0.0	0.0	16.7	0.0

<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	% Yes	Total	% Yes	Total	% Yes	Total	% Yes	Total	% Yes	Total	% Yes	Total	% Yes		
Number of respondents	34		15		12		7		8		8		7		4	
Previously had lived:	% Yes		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes	
In current state	75.0		57.1		81.8		100.0		100.0		100.0		100.0		100.0	
In current county	41.9		21.4		30.0		100.0		28.6		28.6		14.3		14.3	
In or near current city/town	39.4		33.3		36.4		57.1		50.0		37.5		14.3		33.3	
Used source of information for move	% Yes <sup>1</sup>		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes	
Internet	23.5		46.7		0.0		14.3		25.0		0.0		71.4		0.0	
TV, magazines, newspapers	20.6		26.7		16.7		14.3		12.5		25.0		42.9		0.0	
Current community resident	23.5		13.3		41.7		14.3		12.5		37.5		14.3		50.0	
Employer or co-workers	20.6		33.3		8.3		14.3		25.0		12.5		42.9		0.0	
Friends and acquaintances	41.2		46.7		41.7		28.6		75.0		62.5		14.3		0.0	
Family	50.0		40.0		58.3		57.1		37.5		50.0		42.9		75.0	
Travel or vacation to new location	5.9		6.7		8.3		0.0		0.0		12.5		14.3		0.0	
Attended school or college there	8.8		13.3		0.0		14.3		25.0		0.0		0.0		0.0	
Ease of finding housing at new location	%		%		%		%		%		%		%		%	
Very difficult (1)	11.8		13.3		0.0		28.6		25.0		0.0		0.0		0.0	
Somewhat difficult (2)	23.5		33.3		16.7		14.3		12.5		12.5		57.1		25.0	
Neither difficult or easy (3)	5.9		6.7		0.0		14.3		12.5		0.0		0.0		0.0	
Somewhat easy (4)	20.6		6.7		41.7		14.3		12.5		37.5		0.0		50.0	
Very easy (5)	38.2		40.0		41.7		28.6		37.5		50.0		42.9		25.0	
Average rating finding housing (1 – 5)	3.50		3.27		4.08		3.00		3.25		4.25		3.29		3.75	
Household income for 2004	%		%		%		%		%		%		%		%	
Less than \$20,000 (1)	24.2		13.3		41.7		16.7		25.0		37.5		0.0		50.0	
\$20,000 - \$34,999 (2)	27.3		26.7		33.3		16.7		37.5		50.0		14.3		0.0	
\$35,000 - \$49,999 (3)	21.2		20.0		8.3		50.0		12.5		12.5		28.6		0.0	
\$50,000 - \$69,999 (4)	9.1		13.3		8.3		0.0		12.5		0.0		14.3		25.0	
\$70,000 - \$99,999 (5)	9.1		13.3		0.0		16.7		12.5		0.0		14.3		0.0	
\$100,000 - \$149,999 (6)	3.0		0.0		8.3		0.0		0.0		0.0		0.0		25.0	
\$150,000 or more (7)	6.1		13.3		0.0		0.0		0.0		0.0		28.6		0.0	
Average income category (1 – 7)	2.85		3.40		2.17		2.83		2.50		1.75		4.43		3.00	

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

		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		34	15	12	7	8	8	7	4
Current location income compared with previous location income		%	%	%	%	%	%	%	%
Significantly lower income (1)		15.2	13.3	25.0	0.0	0.0	0.0	12.5	50.0
Somewhat lower income (2)		3.0	0.0	8.3	0.0	0.0	0.0	12.5	0.0
About same income (3)		57.6	53.3	50.0	83.3	62.5	62.5	62.5	25.0
Somewhat higher income (4)		21.2	33.3	8.3	16.7	37.5	0.0	0.0	25.0
Significantly higher income (5)		3.0	0.0	8.3	0.0	0.0	12.5	0.0	0.0
Average comparison income (1 – 5)		2.94	3.07	2.67	3.17	3.38	2.88	2.71	2.25
Satisfaction with previous location		%	%	%	%	%	%	%	%
Very dissatisfied (1)		5.9	6.7	8.3	0.0	12.5	12.5	0.0	0.0
Somewhat dissatisfied (2)		17.6	20.0	16.7	14.3	25.0	12.5	14.3	25.0
Neither dissatisfied or satisfied (3)		11.8	6.7	8.3	28.6	0.0	12.5	14.3	0.0
Somewhat satisfied (4)		26.5	33.3	16.7	28.6	50.0	12.5	14.3	25.0
Very satisfied (5)		38.2	33.3	50.0	28.6	12.5	50.0	57.1	50.0
Average satisfaction previous (1 – 5)		3.74	3.67	3.83	3.71	3.25	3.75	4.14	4.00
Satisfaction with current location		%	%	%	%	%	%	%	%
Very dissatisfied (1)		8.8	6.7	8.3	14.3	12.5	12.5	0.0	0.0
Somewhat dissatisfied (2)		8.8	13.3	8.3	0.0	25.0	12.5	0.0	0.0
Neither dissatisfied or satisfied (3)		8.8	6.7	16.7	0.0	12.5	12.5	0.0	25.0
Somewhat satisfied (4)		11.8	13.3	8.3	14.3	12.5	12.5	14.3	0.0
Very satisfied (5)		61.8	60.0	58.3	71.4	37.5	50.0	85.7	75.0
Average satisfaction current (1 – 5)		4.09	4.07	4.00	4.29	3.38	3.75	4.86	4.50
Would do move over again		%	%	%	%	%	%	%	%
Definitely not (1)		2.9	0.0	8.3	0.0	0.0	12.5	0.0	0.0
Probably not (2)		5.9	6.7	8.3	0.0	12.5	12.5	0.0	0.0
Undecided (3)		5.9	6.7	8.3	0.0	12.5	0.0	0.0	25.0
Probably yes (4)		41.2	33.3	50.0	42.9	37.5	62.5	28.6	25.0
Definitely yes (5)		44.1	53.3	25.0	57.1	37.5	12.5	71.4	50.0
Average rating do move over (1 – 5)		4.18	4.33	3.75	4.57	4.00	3.50	4.71	4.25

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

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## New Mover Studies: Cherokee County

was especially likely to cite moving to be nearer children or siblings. Given that the Cherokee County movers tended to be older than the respondents in other counties, it may not be surprising that higher proportions than for those overall reported moving when retiring from previous employment. This was the case for the movers coming in as well as those leaving (Tables 1, 2, 6; Figure 1).

The Cherokee County movers were very similar to those in other counties in that the respondents who came into Cherokee County were more likely than those who left to say that wanting a less congested place to live (41%), or a safer place to live (33%), or a simpler pace of life (58%) was a factor in their moving decision. In contrast, those moving out were more likely to say they wanted more arts, entertainment, or cultural activities (64%) or a more exciting lifestyle (57%) than those who came into Cherokee County. Eighty-three percent of the respondents who moved to other states cited arts and entertainment as factors in their decision to move (Tables 2, 6).

Respondents coming into Cherokee County were more likely than those who left to say they wanted to lower the cost of housing (58%) or wanted to have lower taxes (25%). It was those leaving the county, however, who most often (28%) cited wanting better internet, tv, or phone service. None of the respondents moving either direction cited local schools as a factor in their moving decision (Table 2).

Movers coming into Cherokee County, on average, found the search for housing to be easier than those who left as well as easier than for the respondents in other counties. Eighty-three percent of the new Cherokee County residents reported that

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

Category	Type and Direction of Move
Within County, Zipcode change	Moved within one of the 19 study counties but changed zip code.
Out To Another Iowa County	Moved out of one of the study counties to another county in Iowa.
In From Another Iowa County	Moved from another county in Iowa into one of the study counties.
Out To Another State	Moved out of one of the study counties to another state.
In From Another State	Moved from another state into one of the study counties.

housing was somewhat to very easy to find (Tables 3, 7; Figure 1).

The respondents coming into Cherokee County tended to have lower income than either those who left or the respondents in other counties. More than 70 percent of those coming to the county had income below \$35,000 while none were in the highest income category. Half of this group, however, said their income would be about the same as before the move and 16 percent noted that their income would be higher in Cherokee County than previously (Tables 3, 4, 7).

A majority of the movers for Cherokee County, both those moving in and those moving out, reported being very satisfied with the move. Their level of satisfaction was somewhat higher than among the overall respondents. In addition, 75 percent or more of all the Cherokee County movers 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 Cherokee 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 population.<sup>2</sup>

### The Study

These research results are from a survey of nonmetropolitan movers in 19 selected counties in Iowa that included Cherokee 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 Cherokee County was 39.3 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.

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