



New Mover Studies: Taylor County

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Findings

This report highlights the findings and experiences of Taylor 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

Twelve respondents from Taylor County participated in the survey, five who moved into the county, four who moved out, and three who moved within the county but changed zipcode (Table 1). In many respects, the Taylor County

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

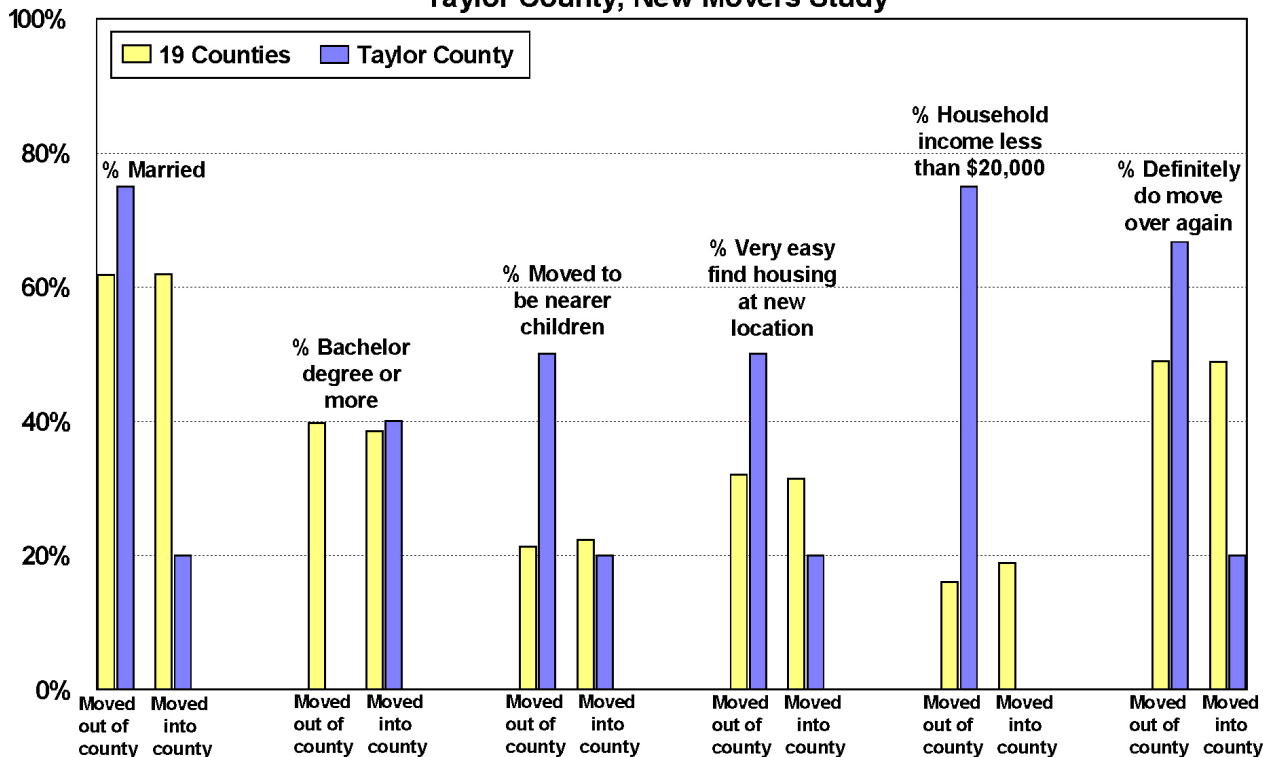
The age profile among the Taylor movers in the study was somewhat older than that for the total set of movers and females made up a larger proportion of the movers for Taylor than among those overall (Tables 1, 5). The respondents moving into Taylor County were less likely than those overall to be married but were fairly similar in their education profile to the total group of movers. Among those who left Taylor, none reported having education beyond high school (Tables 1, 5; Figure 1).

Reasons for moving varied among the respondents, but generally fell into those

related to work, family, community, or housing. Relatively few specific factors were cited as part of the moving decision by those leaving Taylor County. Among the items noted were moving to look for work, to be nearer children, to live with a spouse or partner, to be nearer siblings and relatives, or a decline in health. Half of those leaving Taylor said they moved to be nearer children but none of these respondents said that a lifestyle or a community factor was important in their decision to move (Table 2).

The movers who came to Taylor County cited a greater variety of factors in their decision than those who left. In addition to relationship factors, these movers noted moving to take a new job with a new employer, wanting to find a less congested

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Taylor 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
Total	12	4	3	3	3	1	2
Number of respondents	51.5	64.5	*	*	*	*	*
Median age in years	%	%	%	%	%	%	%
Selected age categories	0.0	0.0	*	*	*	*	*
% Age 25 – 34	25.0	50.0	*	*	*	*	*
% Age 70 or older	%	%	%	%	%	%	%
Gender	25.0	50.0	*	*	*	*	*
% Male	75.0	50.0	*	*	*	*	*
% Female	%	%	%	%	%	%	%
Marital status	16.7	0.0	*	*	*	*	*
% Never married	41.7	75.0	*	*	*	*	*
% Married	16.7	0.0	*	*	*	*	*
% Divorced or separated	25.0	25.0	*	*	*	*	*
% Widowed	%	%	%	%	%	%	%
Highest level of education completed	8.3	25.6	*	*	*	*	*
% Less than high school graduate	33.3	75.0	*	*	*	*	*
% High school graduate or equivalent	33.3	0.0	*	*	*	*	*
% Some college or vocational training	8.3	0.0	*	*	*	*	*
% Associate degree	16.6	0.0	*	*	*	*	*
% Bachelor degree or more							
Most important reason for moving	16	5	*	*	*	*	*
Number of reasons ¹	%	%	%	%	%	%	%
Type of reason	25.0	40.0	*	*	*	*	*
Work, income, education, retirement	31.2	40.0	*	*	*	*	*
Family, friends, health	18.8	0.0	*	*	*	*	*
Community, services, amenities	25.0	20.0	*	*	*	*	*
Housing	0.0	0.0	*	*	*	*	*
Other							

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

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

	Type and Direction of Move							
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State
		% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Number of respondents	12							
Factors in Moving Decision	% Yes ¹							
Moved, commuted, same employer	9.1	0.0	20.0	*	*	*	*	*
Job transfer by employer to location	0.0	0.0	0.0	*	*	*	*	*
Laid off from previous job	0.0	0.0	0.0	*	*	*	*	*
New job with new employer	18.2	0.0	40.0	*	*	*	*	*
Moved to look for new job or work	18.2	33.3	20.0	*	*	*	*	*
Retired from previous employment	0.0	0.0	0.0	*	*	*	*	*
To be nearer parents	9.1	0.0	20.0	*	*	*	*	*
To be nearer children	25.0	50.0	20.0	*	*	*	*	*
To live with spouse or partner	27.3	33.3	40.0	*	*	*	*	*
To be nearer siblings, other relatives	18.2	33.3	20.0	*	*	*	*	*
To be nearer friends, acquaintances	10.0	0.0	0.0	*	*	*	*	*
Change in marital status	9.1	0.0	20.0	*	*	*	*	*
Place easier find spouse or partner	0.0	0.0	0.0	*	*	*	*	*
Decline in health	27.3	33.3	20.0	*	*	*	*	*
Take care aging parents	0.0	0.0	0.0	*	*	*	*	*
Find less congested place to live	27.3	0.0	60.0	*	*	*	*	*
Find safer place to live	9.1	0.0	20.0	*	*	*	*	*
Live in desirable natural environment	18.2	0.0	40.0	*	*	*	*	*
More outdoor recreation	0.0	0.0	0.0	*	*	*	*	*
Find arts, entertainment, cultural	0.0	0.0	0.0	*	*	*	*	*
Find simpler pace of life	27.3	0.0	60.0	*	*	*	*	*
Find more exciting lifestyle	0.0	0.0	0.0	*	*	*	*	*
Live someplace new, have fresh start	36.4	0.0	80.0	*	*	*	*	*
Lower cost of housing	54.5	0.0	100.0	*	*	*	*	*
Have lower taxes	45.5	0.0	100.0	*	*	*	*	*
Have better internet, tv, phone	9.1	0.0	20.0	*	*	*	*	*
Find better quality local schools	0.0	0.0	0.0	*	*	*	*	*
Opportunities children to achieve	0.0	0.0	0.0	*	*	*	*	*
Have more ethnic diversity	0.0	0.0	0.0	*	*	*	*	*
Have less ethnic diversity	0.0	0.0	0.0	*	*	*	*	*

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

New Mover Studies: Taylor County										
Table 3. Lived in Area Previously, Sources of Information, Ease of Finding Housing, and Household Income by Type and Direction of Move.										
	Type and Direction of Move									
	Total	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State		
Number of respondents	12	4	5	3	3	3	1	2		
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
In current state	60.9	100.0	80.0	*	*	*	*	*	*	*
In current county	40.0	50.0	20.0	*	*	*	*	*	*	*
In or near current city/town	40.0	50.0	20.0	*	*	*	*	*	*	*
Used source of information for move	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Internet	8.3	0.0	20.0	*	*	*	*	*	*	*
TV, magazines, newspapers	0.0	0.0	0.0	*	*	*	*	*	*	*
Current community resident	25.0	0.0	40.0	*	*	*	*	*	*	*
Employer or co-workers	0.0	0.0	0.0	*	*	*	*	*	*	*
Friends and acquaintances	41.7	25.0	40.0	*	*	*	*	*	*	*
Family	58.3	50.0	80.0	*	*	*	*	*	*	*
Travel or vacation to new location	8.3	0.0	0.0	*	*	*	*	*	*	*
Attended school or college there	0.0	0.0	0.0	*	*	*	*	*	*	*
Ease of finding housing at new location	%	%	%	%	%	%	%	%	%	%
Very difficult (1)	8.3	0.0	20.0	*	*	*	*	*	*	*
Somewhat difficult (2)	16.7	0.0	20.0	*	*	*	*	*	*	*
Neither difficult or easy (3)	8.3	0.0	0.0	*	*	*	*	*	*	*
Somewhat easy (4)	33.3	50.0	40.0	*	*	*	*	*	*	*
Very easy (5)	33.3	50.0	20.0	*	*	*	*	*	*	*
Average rating finding housing (1 – 5)	3.67	4.50	3.20	*	*	*	*	*	*	*
Household income for 2004	%	%	%	%	%	%	%	%	%	%
Less than \$20,000 (1)	45.5	75.0	0.0	*	*	*	*	*	*	*
\$20,000 - \$34,999 (2)	18.2	25.0	20.0	*	*	*	*	*	*	*
\$35,000 - \$49,999 (3)	18.2	0.0	40.0	*	*	*	*	*	*	*
\$50,000 - \$69,999 (4)	9.1	0.0	20.0	*	*	*	*	*	*	*
\$70,000 - \$99,999 (5)	9.1	0.0	20.0	*	*	*	*	*	*	*
\$100,000 - \$149,999 (6)	0.0	0.0	0.0	*	*	*	*	*	*	*
\$150,000 or more (7)	0.0	0.0	0.0	*	*	*	*	*	*	*
Average income category (1 – 7)	2.18	1.25	3.40	*	*	*	*	*	*	*

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

New Mover Studies: Taylor 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	12	4	5	3	3	3	1	2	
Current location income compared with previous location income	%	%	%	%	%	%	%	%	%
Significantly lower income (1)	16.7	0.0	20.0	*	*	*	*	*	*
Somewhat lower income (2)	8.3	0.0	20.0	*	*	*	*	*	*
About same income (3)	58.3	100.0	40.0	*	*	*	*	*	*
Somewhat higher income (4)	0.0	0.0	0.0	*	*	*	*	*	*
Significantly higher income (5)	16.7	0.0	20.0	*	*	*	*	*	*
Average comparison income (1 – 5)	2.92	3.00	2.80	*	*	*	*	*	*
Satisfaction with previous location	%	%	%	%	%	%	%	%	%
Very dissatisfied (1)	8.3	0.0	20.0	*	*	*	*	*	*
Somewhat dissatisfied (2)	25.0	0.0	60.0	*	*	*	*	*	*
Neither dissatisfied or satisfied (3)	8.3	25.0	0.0	*	*	*	*	*	*
Somewhat satisfied (4)	8.3	0.0	0.0	*	*	*	*	*	*
Very satisfied (5)	50.0	75.0	20.0	*	*	*	*	*	*
Average satisfaction previous (1 – 5)	3.67	4.50	2.40	*	*	*	*	*	*
Satisfaction with current location	%	%	%	%	%	%	%	%	%
Very dissatisfied (1)	0.0	0.0	0.0	*	*	*	*	*	*
Somewhat dissatisfied (2)	33.3	0.0	60.0	*	*	*	*	*	*
Neither dissatisfied or satisfied (3)	8.3	25.0	0.0	*	*	*	*	*	*
Somewhat satisfied (4)	0.0	0.0	0.0	*	*	*	*	*	*
Very satisfied (5)	58.3	75.0	40.0	*	*	*	*	*	*
Average satisfaction current (1 – 5)	3.83	4.50	3.20	*	*	*	*	*	*
Would do move over again	%	%	%	%	%	%	%	%	%
Definitely not (1)	0.0	0.0	0.0	*	*	*	*	*	*
Probably not (2)	18.2	0.0	20.0	*	*	*	*	*	*
Undecided (3)	0.0	0.0	0.0	*	*	*	*	*	*
Probably yes (4)	36.4	33.3	60.0	*	*	*	*	*	*
Definitely yes (5)	45.5	66.7	20.0	*	*	*	*	*	*
Average rating do move over (1 – 5)	4.09	4.67	3.80	*	*	*	*	*	*

*Information suppressed, fewer than 4 respondents.

Community Vitality Center, Iowa State University, Ames, IA

New Mover Studies: 19 County Overall Findings

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

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

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

New Mover Studies: 19 County Overall Findings
 Table 6. Factors in Moving Decision by Type and Direction of Move.

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

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

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

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

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: Taylor County

place to live and to find a simpler pace of life. In addition, all of the respondents who came to Taylor said that moving to lower the cost of housing and to have lower taxes was part of their decision to move (Table 2, Figure 1).

The Taylor movers were very similar to those in other counties in that the respondents who came into Taylor 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. None of those who left the county cited these factors (Tables 2, 6).

Families, friends, and community residents were the main sources of information that the Taylor respondents used for their move. Those who left the county were more likely than those who moved in to say that it was very easy to find housing at the new location (Table 3, Figure 1).

The respondents who moved from Taylor County reported lower levels of household income than both the overall set of movers and those who moved into the county. All of the respondents who left the county said their household income was below \$35,000 but all of them also said that their income would be about the same in their new location as it had been in Taylor County. The movers who came into Taylor had mid-range income levels but several said that it would be lower than in their previous location. None of the Taylor respondents, regardless of the direction of their move, had household income of \$100,000 or more (Tables 3-4, 7-8; Figure 1).

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.

Most of the respondents who left Taylor County had been very satisfied with their Taylor location as well as being very satisfied with their new location. All of these movers who left said they would probably or definitely do the move over again. In contrast, many of those who came to Taylor had been somewhat dissatisfied with their previous location but a number of these respondents expressed some dissatisfaction with their new location in Taylor as well. Still, a large majority of those who came to Taylor County said they would probably or definitely do the move 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 Taylor 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.²

The Study

These research results are from a survey of nonmetropolitan movers in 19 selected counties in Iowa that included Taylor 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 Taylor County was 26.1 percent.

Notes

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

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