

New Mover Studies: Adams County

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Findings

This report highlights the findings and experiences of Adams 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

Seventeen respondents from Adams County participated in the survey, four who moved into the county, twelve who moved out, and one who moved within the county but changed zipcode (Table 1). In many respects, the

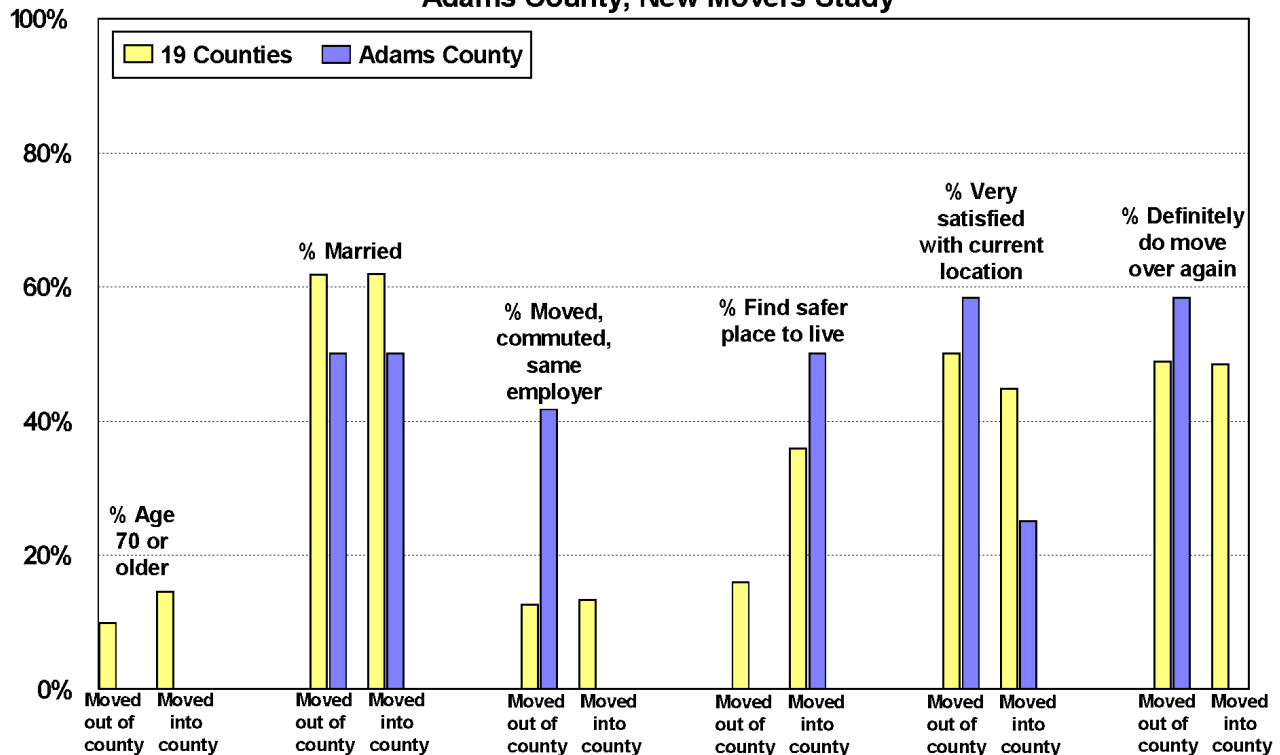
Adams County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

The age profile among the Adams movers in the study was similar to that of the total set of movers in that those moving in tended to be somewhat older than those who left, however, all of the Adams County respondents were younger than age 70 (Tables 1, 5; Figure 1). In contrast with the overall findings, more of the movers leaving Adams were male, fewer moving in either direction were married, and more reported that they had never been married (Tables 1, 5; Figure 1). Relatively few of the respondents moving either direction for Adams County had a college bachelor degree. Compared with the overall movers,

many more of those for Adams said they had finished their education with high school or with some college or vocational training (Tables 1, 5).

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. The respondents who left Adams County were less likely than the total set of movers to give a work or community reason as most important for their move but more likely to cite family or housing reasons (Tables 1, 5). The respondents who left Adams had the highest proportion among all the counties saying that they moved but continued to have the same employer. None of those leaving said that retirement was a factor in their moving decision (Tables 2, 6; Figure 1). Half of the respondents moving

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Adams 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	17	12	4	1	10	2	2	2
Median age in years	42.0	39.0	48.5	*	39.0	*	*	*
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	17.6	25.0	0.0	*	20.0	*	*	*
% Age 70 or older	0.0	0.0	0.0	*	0.0	*	*	*
Gender	%	%	%	%	%	%	%	%
% Male	64.7	66.7	50.0	*	70.0	*	*	*
% Female	35.3	33.3	50.0	*	30.0	*	*	*
Marital status	%	%	%	%	%	%	%	%
% Never married	23.5	25.0	25.0	*	30.0	*	*	*
% Married	52.9	50.0	50.0	*	50.0	*	*	*
% Divorced or separated	17.6	16.7	25.0	*	20.0	*	*	*
% Widowed	5.9	8.3	0.0	*	0.0	*	*	*
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	11.8	8.3	25.0	*	0.0	*	*	*
% High school graduate or equivalent	29.4	25.0	25.0	*	30.0	*	*	*
% Some college or vocational training	41.2	50.0	25.0	*	50.0	*	*	*
% Associate degree	5.9	8.3	0.0	*	10.0	*	*	*
% Bachelor degree or more	11.8	8.3	25.0	*	10.0	*	*	*
Most important reason for moving								
Number of reasons ¹	25	18	6	1	15	2	3	4
Type of reason	%	%	%	%	%	%	%	%
Work, income, education, retirement	36.0	38.9	33.3	*	40.0	*	*	*
Family, friends, health	20.0	22.2	16.7	*	20.0	*	*	*
Community, services, amenities	20.0	16.7	33.3	*	13.3	*	*	*
Housing	20.0	22.2	0.0	*	26.7	*	*	*
Other	0.0	0.0	16.7	*	0.0	*	*	*

*Information suppressed, fewer than 4 respondents. 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: Adams 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 ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Number of respondents	17	12	4	1	10	2	2	2
Factors in Moving Decision								
Moved, commuted, same employer	35.3	41.7	0.0	*	50.0	*	*	*
Job transfer by employer to location	0.0	0.0	0.0	*	0.0	*	*	*
Laid off from previous job	5.9	8.3	0.0	*	10.0	*	*	*
New job with new employer	17.6	25.0	0.0	*	20.0	*	*	*
Moved to look for new job or work	17.6	8.3	50.0	*	0.0	*	*	*
Retired from previous employment	5.9	0.0	25.0	*	0.0	*	*	*
To be nearer parents	17.6	25.0	0.0	*	20.0	*	*	*
To be nearer children	11.8	16.7	0.0	*	20.0	*	*	*
To live with spouse or partner	5.9	8.3	0.0	*	10.0	*	*	*
To be nearer siblings, other relatives	17.6	25.0	0.0	*	20.0	*	*	*
To be nearer friends, acquaintances	29.4	33.3	25.0	*	40.0	*	*	*
Change in marital status	11.8	8.3	25.0	*	10.0	*	*	*
Place easier find spouse or partner	12.5	16.7	0.0	*	10.0	*	*	*
Decline in health	5.9	8.3	0.0	*	0.0	*	*	*
Take care aging parents	0.0	0.0	0.0	*	0.0	*	*	*
Find less congested place to live	17.6	8.3	50.0	*	0.0	*	*	*
Find safer place to live	11.8	0.0	50.0	*	0.0	*	*	*
Live in desirable natural environment	23.5	25.0	25.0	*	10.0	*	*	*
More outdoor recreation	23.5	25.0	25.0	*	20.0	*	*	*
Find arts, entertainment, cultural	17.6	25.0	0.0	*	30.0	*	*	*
Find simpler pace of life	29.4	25.0	50.0	*	20.0	*	*	*
Find more exciting lifestyle	17.6	25.0	0.0	*	30.0	*	*	*
Live someplace new, have fresh start	58.8	58.3	75.0	*	50.0	*	*	*
Lower cost of housing	35.3	33.3	50.0	*	40.0	*	*	*
Have lower taxes	23.5	16.7	50.0	*	20.0	*	*	*
Have better internet, tv, phone	17.6	25.0	0.0	*	30.0	*	*	*
Find better quality local schools	11.8	16.7	0.0	*	20.0	*	*	*
Opportunities children to achieve	17.6	25.0	0.0	*	20.0	*	*	*
Have more ethnic diversity	5.9	8.3	0.0	*	0.0	*	*	*
Have less ethnic diversity	5.9	8.3	0.0	*	10.0	*	*	*

*Information suppressed, fewer than 4 respondents. 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	17	12	4	1	10	2	2	2	2
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
In current state	82.4	91.7	50.0	*	100.0	*	*	*	*
In current county	29.4	33.3	0.0	*	40.0	*	*	*	*
In or near current city/town	25.0	33.3	0.0	*	40.0	*	*	*	*
Used source of information for move	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Internet	47.1	50.0	50.0	*	50.0	*	*	*	*
TV, magazines, newspapers	17.6	25.0	0.0	*	20.0	*	*	*	*
Current community resident	29.4	41.7	0.0	*	30.0	*	*	*	*
Employer or co-workers	17.6	25.0	0.0	*	30.0	*	*	*	*
Friends and acquaintances	35.3	33.3	50.0	*	40.0	*	*	*	*
Family	41.2	58.3	0.0	*	50.0	*	*	*	*
Travel or vacation to new location	5.9	8.3	0.0	*	0.0	*	*	*	*
Attended school or college there	17.6	8.3	25.0	*	10.0	*	*	*	*
Ease of finding housing at new location	%	%	%	%	%	%	%	%	%
Very difficult (1)	17.6	16.7	0.0	*	20.0	*	*	*	*
Somewhat difficult (2)	11.8	8.3	25.0	*	0.0	*	*	*	*
Neither difficult or easy (3)	11.8	16.7	0.0	*	20.0	*	*	*	*
Somewhat easy (4)	29.4	33.3	25.0	*	30.0	*	*	*	*
Very easy (5)	29.4	25.0	50.0	*	30.0	*	*	*	*
Average rating finding housing (1 – 5)	3.41	3.42	4.00	*	3.50	*	*	*	*
Household income for 2004	%	%	%	%	%	%	%	%	%
Less than \$20,000 (1)	17.6	8.3	50.0	*	10.0	*	*	*	*
\$20,000 - \$34,999 (2)	17.6	8.3	50.0	*	10.0	*	*	*	*
\$35,000 - \$49,999 (3)	35.3	50.0	0.0	*	40.0	*	*	*	*
\$50,000 - \$69,999 (4)	17.6	25.0	0.0	*	30.0	*	*	*	*
\$70,000 - \$99,999 (5)	5.9	0.0	0.0	*	0.0	*	*	*	*
\$100,000 - \$149,999 (6)	5.9	8.3	0.0	*	10.0	*	*	*	*
\$150,000 or more (7)	0.0	0.0	0.0	*	0.0	*	*	*	*
Average income category (1 – 7)	2.94	3.25	1.50	*	3.30	*	*	*	*

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

New Mover Studies: Adams 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	17	12	4	1	10	2	2	2
Current location income compared with previous location income	%	%	%	%	%	%	%	%
Significantly lower income (1)	0.0	0.0	0.0	*	0.0	*	*	*
Somewhat lower income (2)	0.0	0.0	0.0	*	0.0	*	*	*
About same income (3)	76.5	66.7	100.0	*	70.0	*	*	*
Somewhat higher income (4)	5.9	8.3	0.0	*	10.0	*	*	*
Significantly higher income (5)	17.6	25.0	0.0	*	20.0	*	*	*
Average comparison income (1 – 5)	3.41	3.58	3.00	*	3.50	*	*	*
Satisfaction with previous location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	11.8	8.3	25.0	*	10.0	*	*	*
Somewhat dissatisfied (2)	17.6	25.0	0.0	*	30.0	*	*	*
Neither dissatisfied or satisfied (3)	5.9	0.0	25.0	*	0.0	*	*	*
Somewhat satisfied (4)	41.2	50.0	0.0	*	40.0	*	*	*
Very satisfied (5)	23.5	16.7	50.0	*	20.0	*	*	*
Average satisfaction previous (1 – 5)	3.47	3.42	3.50	*	3.30	*	*	*
Satisfaction with current location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	17.6	8.3	50.0	*	10.0	*	*	*
Somewhat dissatisfied (2)	0.0	0.0	0.0	*	0.0	*	*	*
Neither dissatisfied or satisfied (3)	0.0	0.0	0.0	*	0.0	*	*	*
Somewhat satisfied (4)	35.3	33.3	25.0	*	20.0	*	*	*
Very satisfied (5)	47.1	58.3	25.0	*	70.0	*	*	*
Average satisfaction current (1 – 5)	39.4	4.33	2.75	*	4.40	*	*	*
Would do move over again	%	%	%	%	%	%	%	%
Definitely not (1)	0.0	0.0	0.0	*	0.0	*	*	*
Probably not (2)	5.9	8.3	0.0	*	0.0	*	*	*
Undecided (3)	5.9	0.0	25.0	*	0.0	*	*	*
Probably yes (4)	47.1	33.3	75.0	*	30.0	*	*	*
Definitely yes (5)	41.2	58.3	0.0	*	70.0	*	*	*
Average rating do move over (1 – 5)	4.24	4.42	3.75	*	4.70	*	*	*

*Information suppressed, fewer than 4 respondents.

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: Adams County

into Adams said they moved to look for a new job or work (Table 2).

The Adams movers were very similar to those in other counties in that the respondents who came into Adams County were more likely than those who left to say that wanting a less congested or a 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 Adams County. Another similarity between the overall set of respondents and those for Adams was that those moving in were more likely to note wanting to lower the cost of housing and to have lower taxes than those moving out (Tables 2, 6; Figure 1).

Most of the participants who moved to Adams County reported that housing was somewhat to very easy to find. These respondents were lower in income than those who moved from Adams as well as lower in income than the overall group of movers. None of those moving to Adams County reported a household income of \$35,000 or more. In addition, very few of the respondents leaving Adams had income of \$70,000 or more (Tables 3, 7). Some of those leaving Adams County said that their income would be higher in their new location, but most (66.7%) reported their household income would be about the same as before moving. All those moving into Adams said their income would be about the same as it was in their previous location (Table 4).

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.

The participants who moved from Adams County reported more satisfaction with their new location than those who moved into Adams, however, half of those moving in said they were somewhat to very satisfied. In a similar fashion, those who moved from Adams were more likely than those coming in to say they would do their move over again. Still, most (75%) of the respondents coming into Adams said they would probably do the move 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 Adams 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 Adams 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 Adams County was 38.6 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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