

New Mover Studies: Howard County

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Findings

This report highlights the findings and experiences of Howard 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

Twenty-one respondents from Howard County participated in the survey, eight who moved into the county, 11 who moved out, and two who moved within the county but changed zipcode (Table 1). In many respects, the

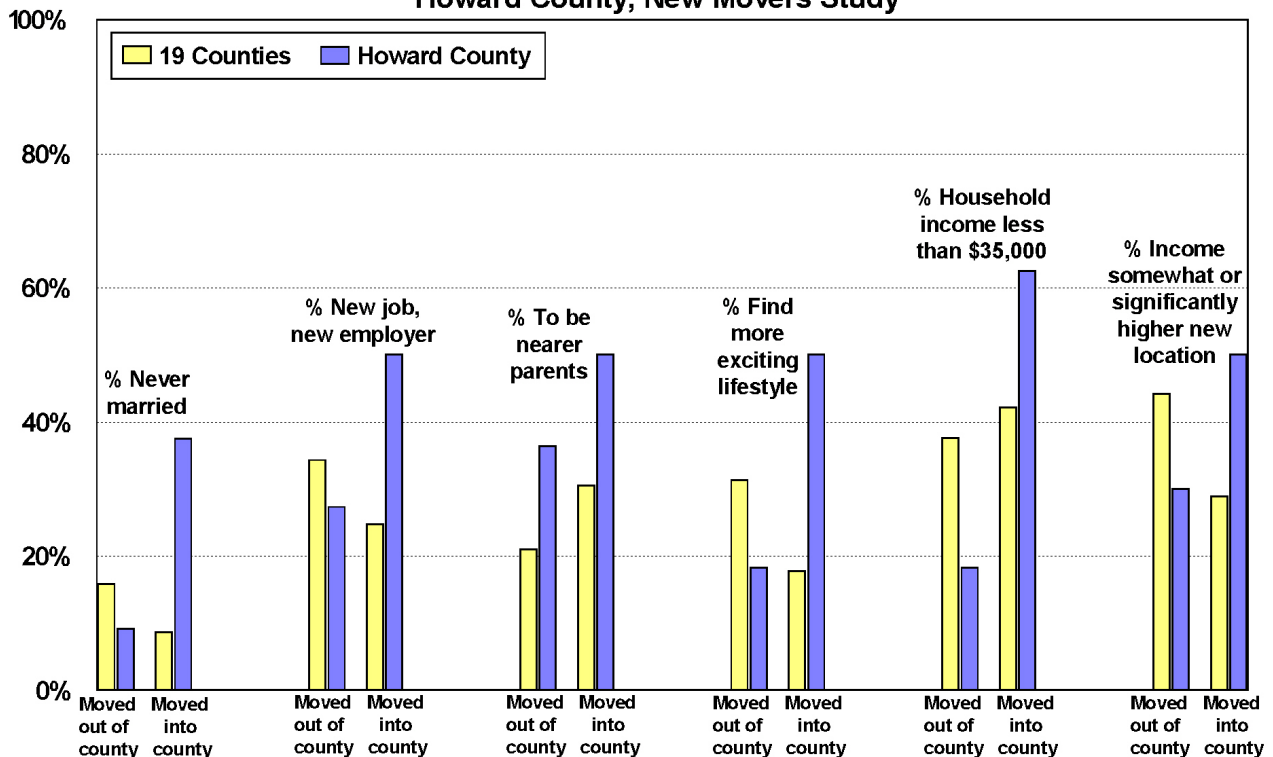
Howard County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

The Howard respondents in the study tended to be younger than the overall set of movers. For all of the mover groups for Howard County, with the exception of those who went to other states, the median age was five to twenty years younger than for the groups overall. Relatively few of the Howard movers were age 70 or older (Tables 1, 5). Somewhat higher proportions of the Howard respondents had never been married than for the overall findings. More than two-thirds of those who moved into Howard County said they had never been married (Tables 1, 5; Figure 1). In terms of college education, the Howard movers had

a profile similar to the overall movers, but among those moving to Howard County, higher proportions reported having only high school or less education than among those overall (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 moved to Howard County were especially likely to cite work-related reasons as the most important reason for their move. More than half said work was the most important factor (Table 1). In a similar fashion, 50 percent of the respondents who came to Howard County said they had taken a new job with a new employer, more than double the proportion among the total set of movers (Tables 2, 6; Figure 1).

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Howard 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	21	11	8	2	5	5	6	3
Median age in years	37.0	37.0	27.0	*	35.0	22.0	47.0	*
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	19.0	27.3	12.5	*	20.0	0.0	33.3	*
% Age 70 or older	9.5	9.1	0.0	*	0.0	0.0	16.7	*
Gender	%	%	%	%	%	%	%	%
% Male	57.1	54.5	50.0	*	60.0	40.0	50.0	*
% Female	42.9	45.5	50.0	*	40.0	60.0	50.0	*
Marital status	%	%	%	%	%	%	%	%
% Never married	23.8	9.1	37.5	*	0.0	40.0	16.7	*
% Married	57.1	63.6	50.0	*	80.0	40.0	50.0	*
% Divorced or separated	9.5	9.1	12.5	*	20.0	20.0	0.0	*
% Widowed	9.5	18.2	0.0	*	0.0	0.0	33.3	*
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	14.3	9.1	12.5	*	0.0	0.0	16.7	*
% High school graduate or equivalent	19.0	18.2	25.0	*	0.0	40.0	33.3	*
% Some college or vocational training	19.0	18.2	12.5	*	20.0	0.0	16.7	*
% Associate degree	4.8	0.0	12.5	*	0.0	20.0	0.0	*
% Bachelor degree or more	42.9	54.6	37.5	*	80.0	40.0	33.4	*
Most important reason for moving								
Number of reasons ¹	26	15	9	2	8	6	7	3
Type of reason	%	%	%	%	%	%	%	%
Work, income, education, retirement	38.5	33.3	55.6	*	25.0	66.7	42.9	*
Family, friends, health	15.4	13.3	22.2	*	12.5	16.7	14.3	*
Community, services, amenities	26.9	40.0	11.1	*	37.5	0.0	42.9	*
Housing	19.2	13.3	11.1	*	25.0	16.7	0.0	*
Other	0.0	0.0	0.0	*	0.0	0.0	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

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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 ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Number of respondents	21	11	8	2	5	5	6	3
Factors in Moving Decision								
Moved, commuted, same employer	14.3	18.2	0.0	*	20.0	0.0	16.7	*
Job transfer by employer to location	5.0	9.1	0.0	*	0.0	0.0	16.7	*
Laid off from previous job	4.8	0.0	12.5	*	0.0	20.0	0.0	*
New job with new employer	33.3	27.3	50.0	*	40.0	40.0	16.7	*
Moved to look for new job or work	9.5	0.0	25.0	*	0.0	20.0	0.0	*
Retired from previous employment	9.5	9.1	0.0	*	0.0	0.0	16.7	*
To be nearer parents	38.1	36.4	50.0	*	40.0	40.0	33.3	*
To be nearer children	14.3	9.1	25.0	*	0.0	20.0	16.7	*
To live with spouse or partner	14.3	27.3	0.0	*	40.0	0.0	16.7	*
To be nearer siblings, other relatives	38.1	36.4	37.5	*	40.0	20.0	33.3	*
To be nearer friends, acquaintances	33.3	18.2	50.0	*	0.0	40.0	33.3	*
Change in marital status	19.0	36.4	0.0	*	20.0	0.0	50.0	*
Place easier find spouse or partner	14.3	9.1	25.0	*	0.0	20.0	16.7	*
Decline in health	9.5	0.0	12.5	*	0.0	0.0	0.0	*
Take care aging parents	4.8	9.1	0.0	*	0.0	0.0	16.7	*
Find less congested place to live	23.8	9.1	50.0	*	20.0	40.0	0.0	*
Find safer place to live	28.6	9.1	50.0	*	0.0	40.0	16.7	*
Live in desirable natural environment	28.6	18.2	50.0	*	20.0	60.0	16.7	*
More outdoor recreation	28.6	27.3	37.5	*	20.0	40.0	33.3	*
Find arts, entertainment, cultural	19.0	18.2	25.0	*	0.0	20.0	33.3	*
Find simpler pace of life	33.3	9.1	62.5	*	0.0	40.0	16.7	*
Find more exciting lifestyle	28.6	18.2	50.0	*	0.0	40.0	33.3	*
Live someplace new, have fresh start	28.6	27.3	37.5	*	40.0	40.0	16.7	*
Lower cost of housing	23.8	0.0	62.5	*	0.0	60.0	0.0	*
Have lower taxes	10.0	0.0	25.0	*	0.0	20.0	0.0	*
Have better internet, tv, phone	10.0	10.0	12.5	*	0.0	0.0	20.0	*
Find better quality local schools	23.8	27.3	25.0	*	20.0	0.0	33.3	*
Opportunities children to achieve	19.0	18.2	25.0	*	20.0	0.0	16.7	*
Have more ethnic diversity	23.8	27.3	25.0	*	0.0	20.0	50.0	*
Have less ethnic diversity	4.8	0.0	12.5	*	0.0	20.0	0.0	*

*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	% Yes	% Yes			
Number of respondents	21	11	8	2	5	5	6	3						
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
In current state	81.0	72.7	87.5	*	100.0	100.0	50.0	*	40.0	40.0	40.0	16.7	*	
In current county	42.9	27.3	50.0	*	40.0	40.0	16.7	*	20.0	20.0	60.0	16.7	*	
In or near current city/town	35.0	18.2	50.0	*	20.0	60.0	16.7	*	40.0	20.0	20.0	33.3	*	
Used source of information for move	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	
Internet	23.8	27.3	25.0	*	40.0	0.0	16.7	*	20.0	0.0	0.0	16.7	*	
TV, magazines, newspapers	14.3	9.1	25.0	*	20.0	0.0	0.0	*	20.0	0.0	0.0	0.0	*	
Current community resident	23.8	18.2	25.0	*	20.0	20.0	16.7	*	20.0	20.0	20.0	16.7	*	
Employer or co-workers	23.8	27.3	25.0	*	20.0	20.0	33.3	*	40.0	20.0	20.0	33.3	*	
Friends and acquaintances	38.1	54.5	25.0	*	40.0	20.0	66.7	*	20.0	20.0	20.0	66.7	*	
Family	42.9	27.3	62.5	*	20.0	60.0	33.3	*	20.0	60.0	60.0	33.3	*	
Travel or vacation to new location	4.8	0.0	12.5	*	0.0	20.0	0.0	*	0.0	20.0	20.0	0.0	*	
Attended school or college there	9.5	9.1	12.5	*	20.0	0.0	0.0	*	20.0	0.0	0.0	0.0	*	
Ease of finding housing at new location	%	%	%	%	%	%	%	%	%	%	%	%	%	
Very difficult (1)	10.0	0.0	12.5	*	0.0	20.0	0.0	*	0.0	20.0	20.0	0.0	*	
Somewhat difficult (2)	0.0	0.0	0.0	*	0.0	0.0	0.0	*	0.0	0.0	0.0	0.0	*	
Neither difficult or easy (3)	15.0	0.0	25.0	*	0.0	20.0	0.0	*	0.0	20.0	20.0	0.0	*	
Somewhat easy (4)	35.0	50.0	25.0	*	60.0	20.0	40.0	*	60.0	20.0	20.0	40.0	*	
Very easy (5)	40.0	50.0	37.5	*	40.0	40.0	60.0	*	40.0	40.0	40.0	60.0	*	
Average rating finding housing (1 – 5)	3.95	4.50	3.75	*	4.40	3.60	4.60	*	4.40	3.60	3.60	4.60	*	
Household income for 2004	%	%	%	%	%	%	%	%	%	%	%	%	%	
Less than \$20,000 (1)	19.0	9.1	37.5	*	0.0	40.0	16.7	*	0.0	40.0	40.0	16.7	*	
\$20,000 - \$34,999 (2)	19.0	9.1	25.0	*	20.0	20.0	0.0	*	20.0	20.0	20.0	0.0	*	
\$35,000 - \$49,999 (3)	19.0	18.2	25.0	*	40.0	40.0	0.0	*	40.0	40.0	40.0	0.0	*	
\$50,000 - \$69,999 (4)	19.0	27.3	0.0	*	20.0	0.0	33.3	*	20.0	0.0	0.0	33.3	*	
\$70,000 - \$99,999 (5)	23.8	36.4	12.5	*	20.0	0.0	50.0	*	20.0	0.0	0.0	50.0	*	
\$100,000 - \$149,999 (6)	0.0	0.0	0.0	*	0.0	0.0	0.0	*	0.0	0.0	0.0	0.0	*	
\$150,000 or more (7)	0.0	0.0	0.0	*	0.0	0.0	0.0	*	0.0	0.0	0.0	0.0	*	
Average income category (1 – 7)	3.10	3.73	2.25	*	3.40	2.00	4.00	*	3.40	2.00	2.00	4.00	*	

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

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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	21	11	8	2	5	5	6	3
Current location income compared with previous location income	%	%	%	%	%	%	%	%
Significantly lower income (1)	10.0	0.0	25.0	*	0.0	0.0	0.0	*
Somewhat lower income (2)	10.0	10.0	0.0	*	20.0	0.0	0.0	*
About same income (3)	45.0	60.0	25.0	*	60.0	40.0	60.0	*
Somewhat higher income (4)	25.0	20.0	37.5	*	20.0	40.0	20.0	*
Significantly higher income (5)	10.0	10.0	12.5	*	0.0	20.0	20.0	*
Average comparison income (1 – 5)	3.15	3.30	3.13	*	3.00	3.80	3.60	*
Satisfaction with previous location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	19.0	18.2	12.5	*	20.0	0.0	16.7	*
Somewhat dissatisfied (2)	9.5	9.1	12.5	*	20.0	0.0	0.0	*
Neither dissatisfied or satisfied (3)	9.5	9.1	12.5	*	0.0	20.0	16.7	*
Somewhat satisfied (4)	28.6	36.4	25.0	*	20.0	40.0	50.0	*
Very satisfied (5)	33.3	27.3	37.5	*	40.0	40.0	16.7	*
Average satisfaction previous (1 – 5)	3.48	3.46	3.62	*	3.40	4.20	3.50	*
Satisfaction with current location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	9.5	9.1	12.5	0.0	0.0	0.0	16.7	*
Somewhat dissatisfied (2)	9.5	9.1	0.0	*	20.0	0.0	0.0	*
Neither dissatisfied or satisfied (3)	4.8	9.1	0.0	*	20.0	0.0	0.0	*
Somewhat satisfied (4)	52.4	45.5	62.5	*	20.0	60.0	66.7	*
Very satisfied (5)	23.8	27.3	25.0	*	40.0	40.0	16.7	*
Average satisfaction current (1 – 5)	3.71	3.73	3.88	*	3.80	4.40	3.67	*
Would do move over again	%	%	%	%	%	%	%	%
Definitely not (1)	4.8	9.1	0.0	*	20.0	0.0	0.0	*
Probably not (2)	4.8	9.1	0.0	*	20.0	0.0	0.0	*
Undecided (3)	9.5	0.0	25.0	*	0.0	20.0	0.0	*
Probably yes (4)	47.6	45.5	37.5	*	40.0	60.0	50.0	*
Definitely yes (5)	33.3	36.4	37.5	*	20.0	20.0	50.0	*
Average rating do move over (1 – 5)	4.00	3.91	4.13	*	3.20	4.00	4.50	*

* 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: Howard County

The Howard movers were more likely than those from many other counties to say that wanting to be nearer parents was a factor in their moving decision. Half of those coming to Howard County cited parents as a factor in their move (Tables 2, 6; Figure 1). The Howard movers were very similar to those in other counties in that the respondents who came into Howard 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. The Howard movers differed from those in other counties, however, in that it was those moving in, rather than those moving out, who were most likely to say they wanted a more exciting lifestyle (Tables 2, 6; Figure 1).

Nearly two-thirds of the respondents coming to Howard County cited wanting to lower housing costs as a factor in their moving decision and a fourth of the movers to Howard noted wanting lower taxes. None of those who left Howard County cited housing or taxes as a factor in their move (Table 2).

None of the Howard respondents, regardless of which way they moved, reported a high income of \$100,000 or more. Nearly two-thirds of those coming to Howard County said their household income was below \$35,000, a proportion substantially higher than the total set of movers. The respondents leaving Howard County, on the other hand, were much less likely than the overall movers to report income that low (Tables 3, 7; Figure 1). Even though many of the movers into Howard County were in the lower income levels, half said their income would be somewhat to significantly higher in their

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.

new location than where they had lived previously (Table 4; Figure 1).

The Howard movers, both those who came and those who left, tended to report satisfaction with their new location. Eighty-seven percent of those coming to Howard County along with 72 percent of those who left said they were somewhat or very satisfied with their new location, proportions similar to the overall movers (Tables 4, 8). The Howard movers, however, were somewhat less likely than those overall to say they would definitely do their move over again. Just over one-third of the movers to or from Howard County said they would definitely do the move again compared to nearly half of the total respondents who said that (Tables 4, 8).

The goal of this study is to better understand the experiences of people who have moved. This report focuses on the findings for Howard 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 Howard 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 Howard County was 28.4 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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