

New Mover Studies: Jefferson County

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Findings

This report highlights the findings and experiences of Jefferson 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

Fifty-two respondents from Jefferson County participated in the survey, 31 who moved into the county and 21 who moved out (Table 1). In many respects, the Jefferson County participants shared similar characteristics and responses

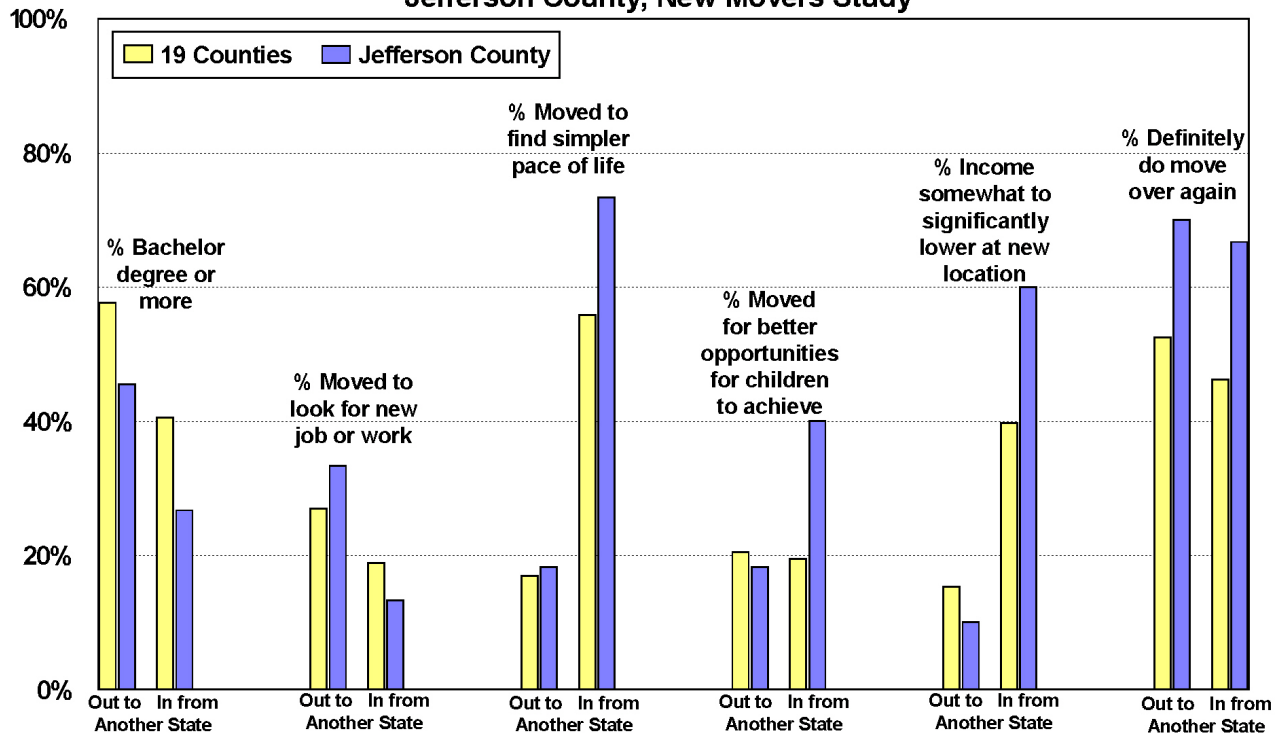
with the overall set of respondents, but in some aspects there were differences.

The Jefferson County respondents who moved to or from other states tended to be older than was generally the case for other respondents in the study. The median age for those moving to other states was 59, 18 years above that for other respondents leaving the state. Relatively few of the respondents moving between Jefferson and another state were age 25 to 34 (Tables 1, 5). Unlike other counties, females made up the majority of the movers for Jefferson County. Twenty-seven percent of the movers going to other states reported that they had never been married. In contrast, all of the respondents who came into Jefferson County from other states said that they were married, divorced, or widowed (Tables 1, 5).

Although all of movers who came into Jefferson from other states had education beyond high school, the proportion with a bachelor's degree was lower than for the overall set of movers (Tables 1, 5; Figure 1).

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. The respondents who went to other states cited community reasons most frequently as the main reason for their move. In general, work related reasons tended to be cited less often as most important by the Jefferson movers than by many other respondents in the study (Tables 1, 5). An unusual finding for Jefferson County was that none of those moving to other states said they had a new job with a new employer. Typically, many in the study

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Jefferson 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 |
| | | | County | County | Zipcode | Iowa County | Iowa County | State |
| Number of respondents | 52 | 21 | 31 | 0 | 10 | 16 | 11 | 15 |
| Median age in years | 51.0 | 50.0 | 55.0 | * | 35.5 | 46.0 | 59.0 | 57.0 |
| Selected age categories | % | % | % | % | % | % | % | % |
| % Age 25 – 34 | 17.3 | 23.8 | 12.9 | * | 40.0 | 18.8 | 9.1 | 6.7 |
| % Age 70 or older | 17.3 | 9.5 | 22.6 | * | 0.0 | 31.3 | 18.2 | 13.3 |
| Gender | % | % | % | % | % | % | % | % |
| % Male | 42.3 | 47.6 | 38.7 | * | 50.0 | 37.5 | 45.5 | 42.3 |
| % Female | 57.7 | 52.4 | 61.3 | * | 50.0 | 62.5 | 54.5 | 57.7 |
| Marital status | % | % | % | % | % | % | % | % |
| % Never married | 17.3 | 28.6 | 9.7 | * | 30.0 | 18.8 | 27.3 | 0.0 |
| % Married | 55.8 | 47.6 | 61.3 | * | 50.0 | 56.3 | 45.5 | 66.7 |
| % Divorced or separated | 15.3 | 14.3 | 16.1 | * | 20.0 | 12.5 | 9.1 | 20.0 |
| % Widowed | 11.5 | 9.5 | 12.9 | * | 0.0 | 12.5 | 18.2 | 13.3 |
| Highest level of education completed | % | % | % | % | % | % | % | % |
| % Less than high school graduate | 7.7 | 14.3 | 3.2 | * | 10.0 | 6.3 | 18.2 | 0.0 |
| % High school graduate or equivalent | 7.7 | 14.3 | 3.2 | * | 20.0 | 6.3 | 9.1 | 0.0 |
| % Some college or vocational training | 38.5 | 23.8 | 48.4 | * | 20.0 | 43.8 | 27.3 | 53.3 |
| % Associate degree | 9.6 | 4.8 | 12.9 | * | 10.0 | 6.3 | 0.0 | 20.0 |
| % Bachelor degree or more | 36.5 | 42.8 | 32.2 | * | 40.0 | 37.5 | 45.5 | 26.7 |
| Most important reason for moving | | | | | | | | |
| Number of reasons ¹ | 81 | 31 | 50 | * | 12 | 29 | 19 | 21 |
| Type of reason | % | % | % | % | % | % | % | % |
| Work, income, education, retirement | 27.2 | 25.8 | 28.0 | * | 25.0 | 24.1 | 26.3 | 33.3 |
| Family, friends, health | 29.6 | 19.4 | 36.0 | * | 25.0 | 37.9 | 15.8 | 33.3 |
| Community, services, amenities | 22.2 | 32.3 | 16.0 | * | 8.3 | 3.4 | 47.4 | 33.3 |
| Housing | 17.3 | 16.1 | 18.0 | * | 33.3 | 31.0 | 5.3 | 0.0 |
| Other | 3.7 | 6.5 | 2.0 | * | 8.3 | 3.4 | 5.3 | 0.0 |

*No respondents in category. 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: Jefferson 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 | 52 | 21 | 31 | 0 | 10 | 16 | 11 | 15 |
| Factors in Moving Decision | | | | | | | | |
| Moved, commuted, same employer | 14.6 | 22.2 | 10.0 | * | 30.0 | 6.7 | 12.5 | 13.3 |
| Job transfer by employer to location | 8.3 | 10.5 | 6.9 | * | 10.0 | 0.0 | 11.1 | 14.3 |
| Laid off from previous job | 6.3 | 5.3 | 6.9 | * | 0.0 | 6.7 | 11.1 | 7.1 |
| New job with new employer | 18.8 | 15.8 | 20.7 | * | 30.0 | 33.3 | 0.0 | 7.1 |
| Moved to look for new job or work | 10.2 | 15.8 | 6.7 | * | 0.0 | 0.0 | 33.3 | 13.3 |
| Retired from previous employment | 8.2 | 0.0 | 13.3 | * | 0.0 | 20.0 | 0.0 | 6.7 |
| To be nearer parents | 22.0 | 30.0 | 16.7 | * | 30.0 | 18.8 | 30.0 | 14.3 |
| To be nearer children | 32.7 | 33.3 | 32.3 | * | 20.0 | 37.5 | 45.5 | 26.7 |
| To live with spouse or partner | 7.7 | 9.5 | 6.5 | * | 20.0 | 12.5 | 0.0 | 0.0 |
| To be nearer siblings, other relatives | 28.0 | 28.6 | 27.6 | * | 20.0 | 33.3 | 36.4 | 21.4 |
| To be nearer friends, acquaintances | 39.2 | 35.0 | 41.9 | * | 40.0 | 31.3 | 30.0 | 53.3 |
| Change in marital status | 7.7 | 4.8 | 9.7 | * | 10.0 | 18.8 | 0.0 | 0.0 |
| Place easier find spouse or partner | 5.8 | 0.0 | 9.7 | * | 0.0 | 12.5 | 0.0 | 6.7 |
| Decline in health | 13.5 | 9.5 | 16.1 | * | 10.0 | 12.5 | 9.1 | 20.0 |
| Take care aging parents | 7.7 | 4.8 | 9.7 | * | 0.0 | 12.5 | 9.1 | 6.7 |
| Find less congested place to live | 32.7 | 19.0 | 41.9 | * | 40.0 | 25.0 | 0.0 | 60.0 |
| Find safer place to live | 26.9 | 9.5 | 38.7 | * | 20.0 | 18.8 | 0.0 | 60.0 |
| Live in desirable natural environment | 48.1 | 57.1 | 41.9 | * | 60.0 | 25.0 | 54.5 | 60.0 |
| More outdoor recreation | 36.5 | 38.1 | 35.5 | * | 20.0 | 25.0 | 54.5 | 46.7 |
| Find arts, entertainment, cultural | 26.9 | 33.3 | 22.6 | * | 10.0 | 25.0 | 54.5 | 20.0 |
| Find simpler pace of life | 46.2 | 23.8 | 61.3 | * | 30.0 | 50.0 | 18.2 | 73.3 |
| Find more exciting lifestyle | 21.2 | 33.3 | 12.9 | * | 20.0 | 6.3 | 45.5 | 20.0 |
| Live someplace new, have fresh start | 44.2 | 28.6 | 54.8 | * | 30.0 | 43.8 | 27.3 | 66.7 |
| Lower cost of housing | 30.8 | 9.5 | 45.2 | * | 20.0 | 18.8 | 0.0 | 73.3 |
| Have lower taxes | 27.5 | 23.8 | 30.0 | * | 20.0 | 12.5 | 27.3 | 50.0 |
| Have better internet, tv, phone | 3.8 | 0.0 | 6.5 | * | 0.0 | 6.3 | 0.0 | 6.7 |
| Find better quality local schools | 11.5 | 4.8 | 16.1 | * | 10.0 | 0.0 | 0.0 | 33.3 |
| Opportunities children to achieve | 17.3 | 14.3 | 19.4 | * | 10.0 | 0.0 | 18.2 | 40.0 |
| Have more ethnic diversity | 19.2 | 14.3 | 22.6 | * | 10.0 | 25.0 | 18.2 | 20.0 |
| Have less ethnic diversity | 7.7 | 4.8 | 9.7 | * | 10.0 | 6.3 | 0.0 | 13.3 |

*No respondents in category. 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 | 52 | 21 | 31 | 0 | 10 | 16 | 11 | 15 | |
| Previously had lived: | % Yes | % Yes | % Yes | % Yes | % Yes | % Yes | % Yes | % Yes | % Yes |
| In current state | 72.5 | 81.0 | 66.7 | * | 100.0 | 86.7 | 63.6 | 46.7 | |
| In current county | 40.8 | 50.0 | 34.5 | * | 50.0 | 35.7 | 50.0 | 33.3 | |
| In or near current city/town | 39.6 | 45.0 | 35.7 | * | 40.0 | 38.5 | 50.0 | 33.3 | |
| Used source of information for move | % Yes ¹ | % Yes | % Yes | % Yes | % Yes | % Yes | % Yes | % Yes | % Yes |
| Internet | 34.6 | 33.3 | 35.3 | * | 10.0 | 12.5 | 54.5 | 60.0 | |
| TV, magazines, newspapers | 17.3 | 23.8 | 12.9 | * | 30.0 | 0.0 | 18.2 | 26.7 | |
| Current community resident | 21.2 | 9.5 | 29.0 | * | 10.0 | 18.8 | 9.1 | 40.0 | |
| Employer or co-workers | 28.8 | 23.8 | 32.3 | * | 30.0 | 37.5 | 18.2 | 26.7 | |
| Friends and acquaintances | 48.1 | 52.4 | 45.2 | * | 40.0 | 37.5 | 63.6 | 53.3 | |
| Family | 51.9 | 61.9 | 45.2 | * | 50.0 | 56.3 | 72.7 | 33.3 | |
| Travel or vacation to new location | 23.1 | 28.6 | 19.4 | * | 0.0 | 12.5 | 54.5 | 26.7 | |
| Attended school or college there | 3.8 | 0.0 | 6.5 | * | 0.0 | 0.0 | 0.0 | 13.3 | |
| Ease of finding housing at new location | % | % | % | % | % | % | % | % | % |
| Very difficult (1) | 15.4 | 14.3 | 16.1 | * | 20.0 | 25.0 | 9.1 | 6.7 | |
| Somewhat difficult (2) | 9.6 | 9.5 | 9.7 | * | 20.0 | 6.3 | 0.0 | 13.3 | |
| Neither difficult or easy (3) | 9.6 | 4.8 | 12.9 | * | 0.0 | 25.0 | 9.1 | 0.0 | |
| Somewhat easy (4) | 25.0 | 19.0 | 29.0 | * | 20.0 | 31.3 | 18.2 | 26.7 | |
| Very easy (5) | 40.4 | 52.4 | 32.3 | * | 40.0 | 12.5 | 63.6 | 53.3 | |
| Average rating finding housing (1 – 5) | 3.65 | 3.86 | 3.52 | * | 3.40 | 3.00 | 4.27 | 4.07 | |
| Household income for 2004 | % | % | % | % | % | % | % | % | % |
| Less than \$20,000 (1) | 26.0 | 25.0 | 26.7 | * | 22.2 | 37.5 | 27.3 | 14.3 | |
| \$20,000 - \$34,999 (2) | 16.0 | 15.0 | 16.7 | * | 22.2 | 12.5 | 9.1 | 21.4 | |
| \$35,000 - \$49,999 (3) | 12.0 | 10.0 | 13.3 | * | 11.1 | 12.5 | 9.1 | 14.3 | |
| \$50,000 - \$69,999 (4) | 22.0 | 20.0 | 23.3 | * | 11.1 | 37.5 | 27.3 | 7.1 | |
| \$70,000 - \$99,999 (5) | 14.0 | 20.0 | 10.0 | * | 33.3 | 0.0 | 9.1 | 21.4 | |
| \$100,000 - \$149,999 (6) | 10.0 | 10.0 | 10.0 | * | 0.0 | 0.0 | 18.2 | 21.4 | |
| \$150,000 or more (7) | 0.0 | 0.0 | 0.0 | * | 0.0 | 0.0 | 0.0 | 0.0 | |
| Average income category (1 – 7) | 3.12 | 3.25 | 3.03 | * | 3.11 | 2.50 | 3.36 | 3.64 | |

*No respondents in category. ¹Respondents could respond "Yes" to more than one source.

New Mover Studies: Jefferson 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 | 52 | 21 | 31 | 0 | 10 | 16 | 11 | 15 |
| Current location income compared with previous location income | % | % | % | % | % | % | % | % |
| Significantly lower income (1) | 17.6 | 5.0 | 25.8 | * | 0.0 | 18.8 | 10.0 | 33.3 |
| Somewhat lower income (2) | 7.8 | 0.0 | 12.9 | * | 0.0 | 0.0 | 0.0 | 26.7 |
| About same income (3) | 43.1 | 45.0 | 41.9 | * | 70.0 | 56.3 | 20.0 | 26.7 |
| Somewhat higher income (4) | 17.6 | 30.0 | 9.7 | * | 30.0 | 12.5 | 30.0 | 6.7 |
| Significantly higher income (5) | 13.7 | 20.0 | 9.7 | * | 0.0 | 12.5 | 40.0 | 6.7 |
| Average comparison income (1 – 5) | 3.02 | 3.60 | 2.65 | * | 3.30 | 3.00 | 3.90 | 2.27 |
| Satisfaction with previous location | % | % | % | % | % | % | % | % |
| Very dissatisfied (1) | 15.4 | 9.5 | 19.4 | * | 10.0 | 12.5 | 9.1 | 26.7 |
| Somewhat dissatisfied (2) | 17.3 | 19.0 | 16.1 | * | 10.0 | 18.8 | 27.3 | 13.3 |
| Neither dissatisfied or satisfied (3) | 9.6 | 19.0 | 3.2 | * | 30.0 | 6.3 | 9.1 | 0.0 |
| Somewhat satisfied (4) | 34.6 | 38.1 | 32.3 | * | 40.0 | 43.8 | 36.4 | 20.0 |
| Very satisfied (5) | 23.1 | 14.3 | 29.0 | * | 10.0 | 18.8 | 18.2 | 40.0 |
| Average satisfaction previous (1 – 5) | 3.33 | 3.29 | 3.36 | * | 3.30 | 3.38 | 3.27 | 3.33 |
| Satisfaction with current location | % | % | % | % | % | % | % | % |
| Very dissatisfied (1) | 9.6 | 19.0 | 3.2 | * | 20.0 | 0.0 | 18.2 | 6.7 |
| Somewhat dissatisfied (2) | 7.7 | 0.0 | 12.9 | * | 0.0 | 12.5 | 0.0 | 13.3 |
| Neither dissatisfied or satisfied (3) | 7.7 | 4.8 | 9.7 | * | 10.0 | 6.3 | 0.0 | 13.3 |
| Somewhat satisfied (4) | 21.2 | 9.5 | 29.0 | * | 10.0 | 37.5 | 9.1 | 20.0 |
| Very satisfied (5) | 53.8 | 66.7 | 45.2 | * | 60.0 | 43.8 | 72.7 | 46.7 |
| Average satisfaction current (1 – 5) | 4.02 | 4.05 | 4.00 | * | 3.90 | 4.12 | 4.18 | 3.87 |
| Would do move over again | % | % | % | % | % | % | % | % |
| Definitely not (1) | 5.9 | 5.0 | 6.5 | * | 0.0 | 12.5 | 10.0 | 0.0 |
| Probably not (2) | 3.9 | 0.0 | 6.5 | * | 0.0 | 6.3 | 0.0 | 6.7 |
| Undecided (3) | 5.9 | 0.0 | 9.7 | * | 0.0 | 0.0 | 0.0 | 20.0 |
| Probably yes (4) | 25.5 | 30.0 | 22.6 | * | 40.0 | 37.5 | 20.0 | 6.7 |
| Definitely yes (5) | 58.8 | 65.0 | 54.8 | * | 60.0 | 43.8 | 70.0 | 66.7 |
| Average rating do move over (1 – 5) | 4.27 | 4.50 | 4.13 | * | 4.60 | 3.94 | 4.40 | 4.33 |

*No respondents in category.

Community Vitality Center, Iowa State University, Ames, IA

New Mover Studies: 19 County Overall Findings

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

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

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

Community Vitality Center, Iowa State University, Ames, IA

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

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

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

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

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

New Mover Studies: 19 County Overall Findings

Table 8. Income Comparison Between Locations, Satisfaction with Previous and Current Locations, and Doing Move Over Again by Type and Direction of Move.

| | Type and Direction of Move | | | | | | | |
|--|----------------------------|---------------------|-------------------|----------------------------------|------------------------------|-------------------------------|----------------------|-----------------------|
| | Total | Moved Out Of County | Moved Into County | Within County, Different Zipcode | Out To Different Iowa County | In From Different Iowa County | Out To Another State | In From Another State |
| Number of respondents | 737 | 327 | 366 | 85 | 206 | 207 | 121 | 159 |
| Current location income compared with previous location income | % | % | % | % | % | % | % | % |
| Significantly lower income (1) | 11.0 | 6.9 | 16.1 | 3.8 | 7.0 | 11.8 | 6.8 | 21.8 |
| Somewhat lower income (2) | 12.1 | 10.7 | 13.3 | 7.5 | 11.9 | 9.8 | 8.5 | 17.9 |
| About same income (3) | 41.9 | 38.2 | 41.7 | 63.8 | 46.8 | 46.6 | 23.7 | 35.3 |
| Somewhat higher income (4) | 23.1 | 29.2 | 19.2 | 17.5 | 26.9 | 20.1 | 33.1 | 17.9 |
| Significantly higher income (5) | 11.8 | 15.0 | 9.7 | 7.5 | 7.5 | 11.8 | 28.0 | 7.1 |
| Average comparison income (1 – 5) | 3.13 | 3.35 | 2.93 | 3.18 | 3.16 | 3.10 | 3.67 | 2.71 |
| Satisfaction with previous location | % | % | % | % | % | % | % | % |
| Very dissatisfied (1) | 11.2 | 11.4 | 11.5 | 9.4 | 12.7 | 12.1 | 9.2 | 10.7 |
| Somewhat dissatisfied (2) | 14.7 | 14.8 | 15.9 | 11.8 | 16.1 | 16.0 | 12.5 | 15.7 |
| Neither dissatisfied or satisfied (3) | 12.7 | 16.9 | 9.0 | 15.3 | 17.6 | 11.7 | 15.8 | 5.7 |
| Somewhat satisfied (4) | 29.0 | 26.5 | 29.0 | 29.4 | 27.3 | 26.2 | 25.0 | 32.7 |
| Very satisfied (5) | 32.5 | 30.5 | 34.5 | 34.1 | 26.3 | 34.0 | 37.5 | 35.2 |
| Average satisfaction previous (1 – 5) | 3.57 | 3.50 | 3.59 | 3.67 | 3.38 | 3.54 | 3.69 | 3.66 |
| Satisfaction with current location | % | % | % | % | % | % | % | % |
| Very dissatisfied (1) | 7.6 | 8.7 | 7.8 | 4.7 | 9.3 | 6.9 | 7.7 | 9.0 |
| Somewhat dissatisfied (2) | 8.1 | 7.8 | 9.5 | 5.9 | 9.8 | 7.4 | 4.3 | 12.2 |
| Neither dissatisfied or satisfied (3) | 6.6 | 5.9 | 8.4 | 3.5 | 7.3 | 6.9 | 3.4 | 10.3 |
| Somewhat satisfied (4) | 29.4 | 27.6 | 29.5 | 28.2 | 24.9 | 27.1 | 32.5 | 32.7 |
| Very satisfied (5) | 48.3 | 50.0 | 44.8 | 57.6 | 48.8 | 51.7 | 52.1 | 35.9 |
| Average satisfaction current (1 – 5) | 4.03 | 4.03 | 3.94 | 4.28 | 3.94 | 4.09 | 4.17 | 3.74 |
| Would do move over again | % | % | % | % | % | % | % | % |
| Definitely not (1) | 3.2 | 3.1 | 3.6 | 1.2 | 2.0 | 2.9 | 5.1 | 4.4 |
| Probably not (2) | 5.1 | 4.3 | 4.7 | 9.4 | 4.9 | 4.9 | 3.4 | 4.4 |
| Undecided (3) | 9.7 | 8.7 | 10.4 | 7.1 | 8.3 | 6.8 | 9.3 | 15.2 |
| Probably yes (4) | 33.2 | 35.1 | 33.0 | 29.4 | 38.2 | 35.4 | 29.7 | 29.7 |
| Definitely yes (5) | 48.9 | 48.8 | 48.4 | 52.9 | 46.6 | 50.0 | 52.5 | 46.2 |
| Average rating do move over (1 – 5) | 4.20 | 4.22 | 4.18 | 4.24 | 4.23 | 4.25 | 4.21 | 4.09 |

Community Vitality Center, Iowa State University, Ames, IA

New Mover Studies: Jefferson County

noted a new job as a reason for the move. However, a third of those leaving for other states said they moved to look for work or a new job (Tables 2, 6; Figure 1).

Like the movers in other counties, family factors were important for many Jefferson respondents. Moving to be nearer children or friends were cited most often among the family factors for the state to state movers. The natural environment was important for many Jefferson movers, however, with a contrasting finding. More than half of both those leaving and coming into the state noted wanting to find a desirable natural environment (Table 2).

The Jefferson movers were very similar to those in other counties in that the respondents who came into Jefferson County were more likely than those who left to say that wanting a less congested place to live, or a safer place to live, or a simpler pace of life was a factor in their moving decision. Seventy-three percent of those coming from other states cited a simpler pace of life (Table 2, Figure 1). In contrast, those moving out to other states were more likely to say they wanted more arts, entertainment, or cultural activities or a more exciting lifestyle than those who came into the county. More than half of the respondents who moved to other states cited arts and entertainment as factors in their decision to move (Table 2).

Respondents coming into Jefferson County from other states were more likely than those who left to say they wanted to lower the cost of housing, to have lower taxes, to find better quality local schools or find more opportunities for their children to achieve (Table 2; Figure 1). The internet (60%), friends (53%), and current residents (40%) were the sources of information that movers coming from other states cited

| 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. |

most often in their move. Both those who came from other states as well as those who left generally said that finding housing in their new location was very easy (Table 3).

Even though twenty-one percent of the Jefferson County movers who came from other states reported household income of at least \$100,000, sixty percent of those from other states said their income would be somewhat to significantly lower than it had been in their previous location (Tables 3, 4; Figure 1). Compared with the overall set of respondents, the movers leaving Jefferson for other states had a higher proportion with incomes below \$20,000 (Tables 3, 7).

Higher proportions of those who left Jefferson County for other states (72%) than those who moved in (46%) reported being very satisfied with their new location. However, similar proportions of each group (70%, 66%) noted that they would 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 Jefferson 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 Jefferson 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 Jefferson County was 38.2 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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