

New Mover Studies: Henry County

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Findings

This report highlights the findings and experiences of Henry 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-five respondents from Henry County participated in the survey, 32 who moved into the county, 19 who moved out, and four who moved within the county but changed zipcode (Table 1). In many respects, the

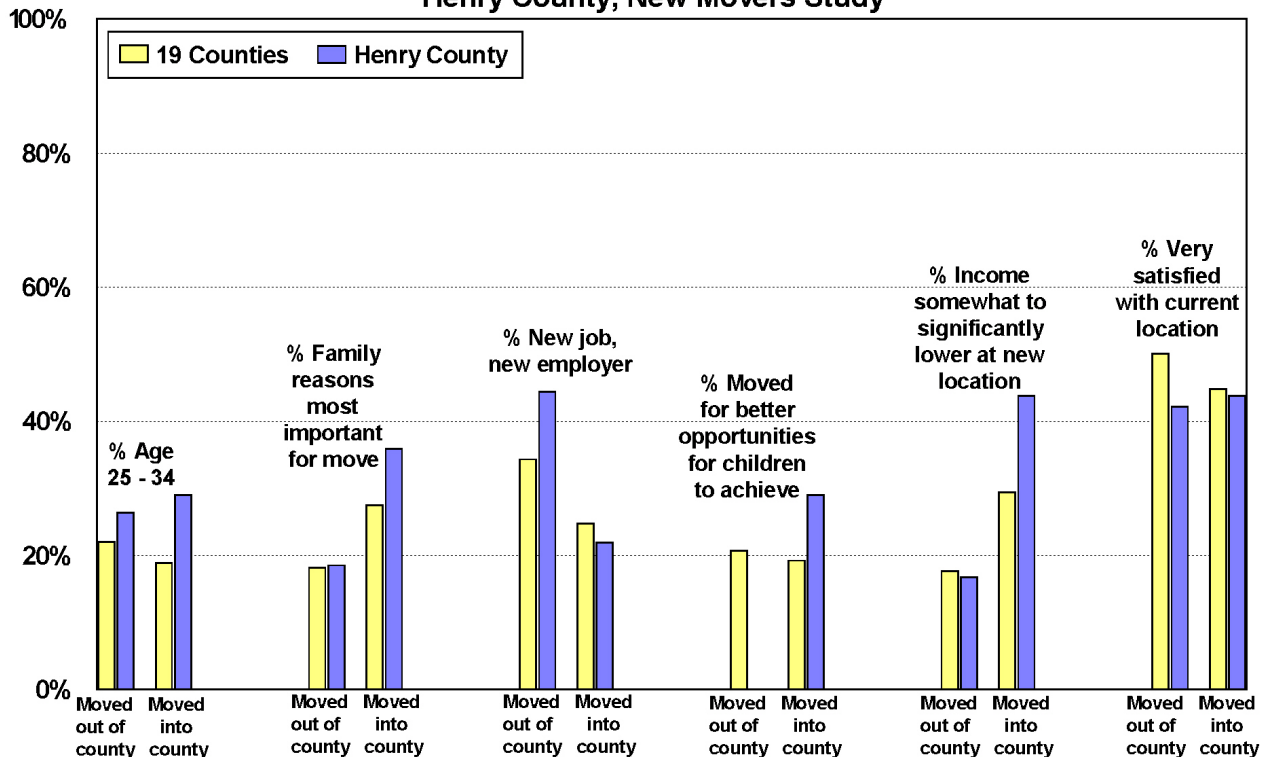
Henry County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

A larger proportion of the Henry County movers tended to be age 25 to 34 than was generally the case for other counties in the study. More than 26 percent of both those moving in and those moving out were in this age group (Tables 1, 5; Figure 1). The respondents coming to Henry were also more likely (20%) than those overall to say they had never been married. In contrast, those leaving the county were more likely (68%) than the overall trend to be married (Tables 1, 5). The movers for Henry County tended to report more bachelor's degrees than other counties in the study. This was especially the case among the respondents

leaving; 47 percent of this group had a bachelor's degree (Tables 1, 5).

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. Work related reasons tended to be cited as the most important reason for moving by those leaving Henry County. More than 44 percent of this group said they moved to take a new job with a new employer. The respondents coming to the county tended to cite family, friends, or health as most important for the move. This group was especially likely to cite moving to be nearer parents or siblings. The movers leaving Henry were more than twice as likely (22%) than other county-to-county movers in the study to say that housing was their most important reason for moving (Tables 1, 2, 5; Figure 1).

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Henry 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
Number of respondents	19	32	4	14	15	5	17	17
Median age in years	42.0	45.0	42.5	41.0	37.5	59.0	47.0	47.0
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	26.3	29.0	25.0	35.7	28.6	0.0	29.4	29.4
% Age 70 or older	10.5	12.9	0.0	7.1	7.1	20.0	17.6	17.6
Gender	%	%	%	%	%	%	%	%
% Male	57.9	51.6	50.0	57.1	50.0	60.0	52.9	52.9
% Female	42.1	48.4	50.0	42.9	50.0	40.0	47.1	47.1
Marital status	%	%	%	%	%	%	%	%
% Never married	10.5	20.0	0.0	14.3	15.4	0.0	23.5	23.5
% Married	68.4	53.3	100.0	64.3	61.5	80.0	47.1	47.1
% Divorced or separated	15.8	20.0	0.0	14.2	23.1	20.0	17.7	17.7
% Widowed	5.3	6.7	0.0	7.1	0.0	0.0	11.8	11.8
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	0.0	6.4	0.0	0.0	7.1	0.0	5.9	5.9
% High school graduate or equivalent	10.5	22.6	25.0	14.3	21.4	0.0	23.5	23.5
% Some college or vocational training	36.8	25.8	50.0	35.7	14.3	40.0	35.3	35.3
% Associate degree	5.3	3.2	0.0	7.1	7.1	0.0	0.0	0.0
% Bachelor degree or more	47.4	41.9	25.0	42.9	50.0	60.0	35.3	35.3
Most important reason for moving								
Number of reasons ¹	27	39	6	17	20	10	19	19
Type of reason	%	%	%	%	%	%	%	%
Work, income, education, retirement	40.7	33.3	0.0	35.3	30.0	50.0	36.8	36.8
Family, friends, health	18.5	35.9	33.3	29.4	35.0	0.0	36.8	36.8
Community, services, amenities	18.5	12.8	0.0	11.8	10.0	30.0	15.8	15.8
Housing	22.2	15.4	66.7	23.5	20.0	20.0	10.5	10.5
Other	0.0	2.6	0.0	0.0	5.0	0.0	0.0	0.0

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

New Mover Studies: Henry 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	In From Another State
Number of respondents	55	19	32	4	14	15	5
Factors in Moving Decision	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Moved, commuted, same employer	11.1	5.6	6.3	75.0	7.1	6.7	0.0
Job transfer by employer to location	9.3	16.7	6.3	0.0	14.3	6.7	25.0
Laid off from previous job	7.5	16.7	3.2	0.0	21.4	0.0	0.0
New job with new employer	27.8	44.4	21.9	0.0	42.9	33.3	50.0
Moved to look for new job or work	14.8	5.6	21.9	0.0	7.1	20.0	0.0
Retired from previous employment	13.5	11.8	16.1	0.0	15.4	13.3	0.0
To be nearer parents	30.2	15.8	43.3	0.0	14.3	50.0	20.0
To be nearer children	18.5	21.1	19.4	0.0	21.4	13.3	20.0
To live with spouse or partner	13.2	15.8	10.0	25.0	7.1	21.4	40.0
To be nearer siblings, other relatives	37.0	36.8	41.9	0.0	35.7	46.7	40.0
To be nearer friends, acquaintances	26.4	21.1	33.3	0.0	21.4	42.9	20.0
Change in marital status	16.7	15.8	16.1	25.0	14.3	20.0	20.0
Place easier find spouse or partner	3.7	5.3	3.2	0.0	7.1	6.7	0.0
Decline in health	16.7	10.5	22.6	0.0	7.1	20.0	20.0
Take care aging parents	5.6	5.3	6.5	0.0	7.1	6.7	0.0
Find less congested place to live	27.8	21.1	25.8	75.0	28.6	6.7	0.0
Find safer place to live	22.6	11.1	25.8	50.0	15.4	20.0	0.0
Live in desirable natural environment	28.3	27.8	29.0	25.0	38.5	20.0	0.0
More outdoor recreation	18.5	26.3	16.1	0.0	28.6	13.3	20.0
Find arts, entertainment, cultural	18.5	31.6	12.9	0.0	35.7	6.7	20.0
Find simpler pace of life	33.3	31.6	35.5	25.0	28.6	26.7	40.0
Find more exciting lifestyle	14.8	15.8	16.1	0.0	21.4	13.3	0.0
Live someplace new, have fresh start	40.7	47.4	35.5	50.0	57.1	26.7	20.0
Lower cost of housing	35.2	21.1	41.9	50.0	21.4	26.7	20.0
Have lower taxes	24.1	15.8	29.0	25.0	14.3	20.0	20.0
Have better internet, tv, phone	3.7	5.3	3.2	0.0	7.1	6.7	0.0
Find better quality local schools	16.7	0.0	25.8	25.0	0.0	40.0	0.0
Opportunities children to achieve	18.5	0.0	29.0	25.0	0.0	46.7	0.0
Have more ethnic diversity	9.4	21.2	3.3	0.0	28.6	6.7	0.0
Have less ethnic diversity	3.8	0.0	3.4	25.0	0.0	7.1	0.0

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 ¹	%			
Number of respondents		19	32	4	14	15	5	17						
Previously had lived:		% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
In current state		78.9	64.5	100.0	85.7	92.9	60.0	41.2						
In current county		41.2	33.3	100.0	41.7	64.3	40.0	6.3						
In or near current city/town		23.5	27.6	33.3	25.0	53.8	20.0	6.3						
Used source of information for move		% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Internet		42.1	34.4	0.0	28.6	26.7	80.0	41.2						
TV, magazines, newspapers		21.1	25.0	50.0	14.3	33.3	40.0	17.6						
Current community resident		5.3	15.6	0.0	7.1	26.7	0.0	5.9						
Employer or co-workers		26.3	15.6	0.0	21.4	13.3	40.0	17.6						
Friends and acquaintances		31.6	31.3	50.0	28.6	40.0	40.0	23.5						
Family		26.3	53.1	50.0	28.6	60.0	20.0	47.1						
Travel or vacation to new location		26.3	12.5	0.0	21.4	13.3	40.0	11.8						
Attended school or college there		0.0	9.4	50.0	0.0	0.0	0.0	17.6						
Ease of finding housing at new location		%	%	%	%	%	%	%	%	%	%	%	%	%
Very difficult (1)		10.5	15.6	0.0	7.1	0.0	20.0	29.4						
Somewhat difficult (2)		31.6	18.8	0.0	28.6	20.0	40.0	17.6						
Neither difficult or easy (3)		21.1	15.6	50.0	21.4	20.0	20.0	11.8						
Somewhat easy (4)		21.1	15.6	25.0	28.6	20.0	0.0	11.8						
Very easy (5)		15.8	34.4	25.0	14.3	40.0	20.0	29.4						
Average rating finding housing (1 – 5)		3.00	3.34	3.75	3.14	3.80	2.60	2.94						
Household income for 2004		%	%	%	%	%	%	%	%	%	%	%	%	%
Less than \$20,000 (1)		11.1	29.0	0.0	15.4	20.0	0.0	37.5						
\$20,000 - \$34,999 (2)		16.7	25.8	50.0	15.4	20.0	20.0	31.3						
\$35,000 - \$49,999 (3)		16.7	22.6	25.0	23.1	20.0	0.0	25.0						
\$50,000 - \$69,999 (4)		33.3	6.5	25.0	30.8	13.3	40.0	0.0						
\$70,000 - \$99,999 (5)		11.1	6.5	0.0	15.4	13.3	0.0	0.0						
\$100,000 - \$149,999 (6)		5.6	6.5	0.0	0.0	6.7	20.0	6.3						
\$150,000 or more (7)		5.6	3.2	0.0	0.0	6.7	20.0	0.0						
Average income category (1 – 7)		3.56	2.68	2.75	3.15	3.27	4.60	2.12						
Average rating finding housing (1 – 5)		2.98	2.68	2.75	3.15	3.27	4.60	2.12						

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

		Type and Direction of Move							
		Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State	Total
Number of respondents	55	19	32	4	14	15	5	17	
Current location income compared with previous location income	%	%	%	%	%	%	%	%	%
Significantly lower income (1)	14.8	5.6	21.9	0.0	7.7	13.3	0.0	29.4	
Somewhat lower income (2)	18.5	11.1	21.9	25.0	15.4	13.3	0.0	29.4	
About same income (3)	42.6	55.6	34.4	50.0	61.5	40.0	40.0	29.4	
Somewhat higher income (4)	14.8	27.8	9.4	0.0	15.4	13.3	60.0	5.9	
Significantly higher income (5)	9.3	0.0	12.5	25.0	0.0	20.0	0.0	5.9	
Average comparison income (1 – 5)	2.85	3.06	2.69	3.25	2.85	3.13	3.60	2.29	
Satisfaction with previous location	%	%	%	%	%	%	%	%	%
Very dissatisfied (1)	5.5	10.5	3.1	0.0	14.3	0.0	0.0	5.9	
Somewhat dissatisfied (2)	21.8	21.1	25.0	0.0	21.4	13.3	20.0	35.3	
Neither dissatisfied or satisfied (3)	12.7	21.1	6.3	25.0	21.4	13.3	20.0	0.0	
Somewhat satisfied (4)	25.5	26.3	21.9	50.0	35.7	26.7	0.0	17.6	
Very satisfied (5)	34.5	21.1	43.8	25.0	7.1	46.7	60.0	41.2	
Average satisfaction previous (1 – 5)	3.62	3.26	3.78	4.00	3.00	4.07	4.00	3.53	
Satisfaction with current location	%	%	%	%	%	%	%	%	%
Very dissatisfied (1)	10.9	10.5	9.4	25.0	14.3	6.7	0.0	11.8	
Somewhat dissatisfied (2)	9.1	10.5	9.4	0.0	14.3	6.7	0.0	11.8	
Neither dissatisfied or satisfied (3)	10.9	5.3	15.6	0.0	7.1	13.3	0.0	17.6	
Somewhat satisfied (4)	27.3	31.6	21.9	50.0	28.6	13.3	40.0	29.4	
Very satisfied (5)	41.8	42.1	43.8	25.0	35.7	60.0	60.0	29.4	
Average satisfaction current (1 – 5)	3.80	3.84	3.81	3.50	3.57	4.13	4.60	3.53	
Would do move over again	%	%	%	%	%	%	%	%	%
Definitely not (1)	3.7	0.0	6.5	0.0	0.0	7.1	0.0	5.9	
Probably not (2)	7.4	10.5	6.5	0.0	14.3	7.1	0.0	5.9	
Undecided (3)	13.0	10.5	9.7	50.0	7.1	0.0	20.0	17.6	
Probably yes (4)	35.2	31.6	35.5	50.0	28.6	35.7	40.0	35.3	
Definitely yes (5)	40.7	47.4	41.9	0.0	50.0	50.0	40.0	35.3	
Average rating do move over (1 – 5)	4.02	4.16	4.00	3.50	4.14	4.14	4.20	3.88	

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

Community Vitality Center, Iowa State University, Ames, IA

New Mover Studies: Henry County

The Henry County movers were similar to those in other counties in that the respondents who came into Henry 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. In contrast, those moving out were more likely to say they wanted more arts, entertainment, or cultural activities than those who came into the county (Tables 2, 6).

Respondents coming into Henry County were nearly twice as likely (22%) than those overall to say that a decline in health was a factor in their moving decision. Those moving in were more likely (42%) than the movers leaving to cite wanting to lower the cost of housing. More than 25 percent of those coming to Henry cited better quality local schools or opportunities for their children to achieve as factors in the move. None of the movers who left cited either local schools or opportunities for their children (Tables 2, 6; Figure 1).

The movers coming into Henry County noted several sources of information for their move. Fifty-three percent said they had information from their families while 34 percent cited the internet. The internet was the information source cited (42%) most frequently by those leaving Henry. The respondents coming to the county, on average, found the search for housing to be easier than those who left. Thirty-four percent of those moving in said that finding housing was very easy compared with 15 % of those moving out (Table 3).

The respondents coming into Henry County tended to have lower income than

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.

either those who left or the respondents in other counties. More than 54 percent of those coming to the county had income below \$35,000. In addition, 43 percent of this group said their income would be somewhat to significantly lower after the move to Henry County than in their previous location (Tables 3, 4, 7; Figure 1).

More than 42 percent of the Henry County movers, both those coming in and those leaving, said they were very satisfied with their new location. In addition, many said they would definitely do the move over 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 Henry 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 Henry 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 Henry County was 26.7 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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