

New Mover Studies: Appanoose County

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Findings

This report highlights the findings and experiences of Appanoose 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

Thirty-six respondents from Appanoose County participated in the survey, 19 who moved into the county, 11 who moved out, and six who moved within the county but changed zipcode (Table 1). In many respects, the

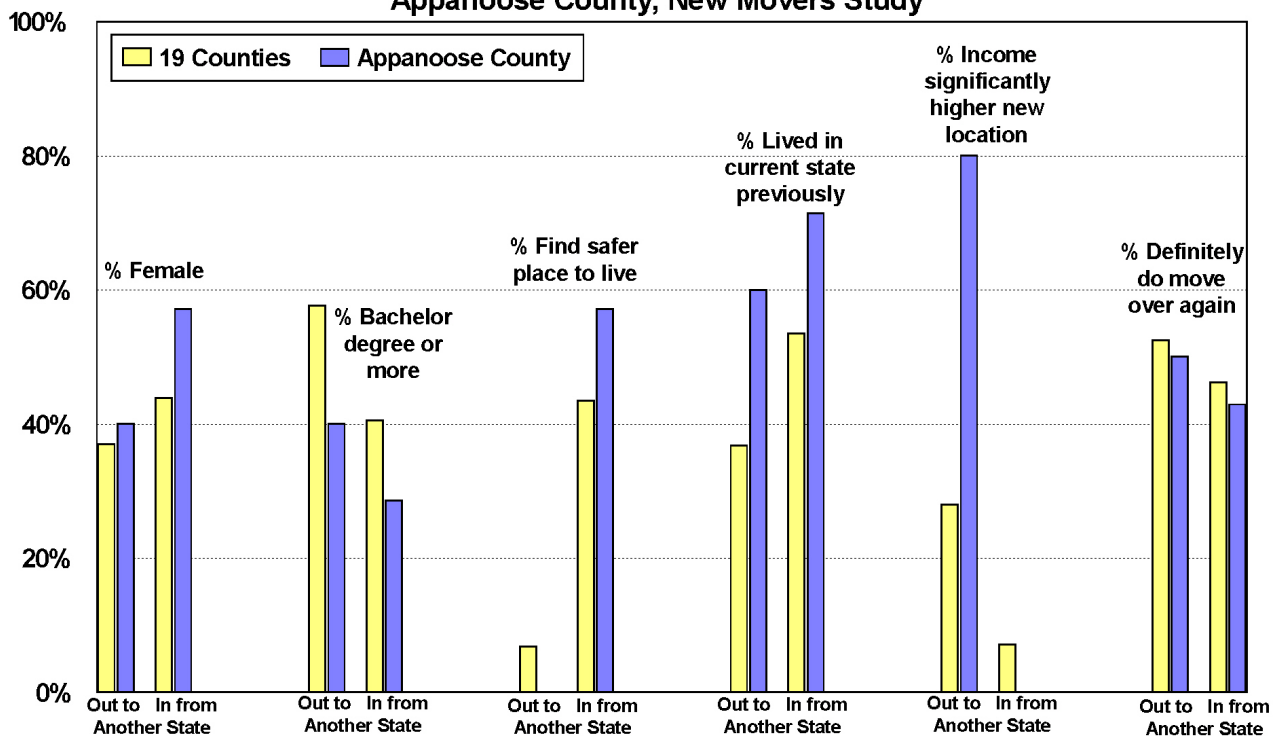
Appanoose County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

Among the Appanoose movers in the study, those who moved into the county from other states had the highest median age (55.0 years) of any mover category (Table 1). Just over 28 percent of this group were age 70 or older. More of the Appanoose County respondents were female than were the respondents for all the counties combined and somewhat higher proportions of the Appanoose respondents were divorced than for the overall findings (Table 5, Figure 1). Fewer of the movers for Appanoose County, across any of the mover categories, had college bachelor degrees than did the movers overall.

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. The respondents who left Appanoose County to go to another state gave fewer work reasons and many more community reasons as the most important factor than did the overall movers who left Iowa (Tables 1 and 5). Relatively few of the Appanoose respondents cited a new job with a new employer, regardless of whether they moved into or out of the county, but 60 percent of those going out of the state said they moved to look for work (Table 2).

The Appanoose movers were more likely than those from many other counties to say wanting to be nearer friends and acquaintances was a factor in their moving decision. The Appanoose movers were

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Appanoose 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 |
| Number of respondents | 36 | 19 | 6 | 6 | 12 | 5 | 7 |
| Median age in years | 43.5 | 49.0 | 53.0 | 40.0 | 46.0 | 38.0 | 55.0 |
| Selected age categories | % | % | % | % | % | % | % |
| % Age 25 – 34 | 11.1 | 5.3 | 16.7 | 16.7 | 8.3 | 20.0 | 0.0 |
| % Age 70 or older | 13.9 | 10.5 | 50.0 | 0.0 | 0.0 | 0.0 | 28.6 |
| Gender | % | % | % | % | % | % | % |
| % Male | 36.1 | 36.8 | 33.3 | 16.7 | 33.3 | 60.0 | 42.9 |
| % Female | 63.9 | 63.2 | 66.7 | 83.3 | 66.7 | 40.0 | 57.1 |
| Marital status | % | % | % | % | % | % | % |
| % Never married | 13.9 | 10.5 | 16.7 | 16.7 | 16.7 | 20.0 | 0.0 |
| % Married | 55.6 | 52.6 | 50.0 | 50.0 | 41.7 | 80.0 | 71.4 |
| % Divorced or separated | 25.0 | 26.4 | 33.3 | 33.3 | 33.3 | 0.0 | 14.3 |
| % Widowed | 5.6 | 10.5 | 0.0 | 0.0 | 8.3 | 0.0 | 14.3 |
| Highest level of education completed | % | % | % | % | % | % | % |
| % Less than high school graduate | 2.8 | 0.0 | 16.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| % High school graduate or equivalent | 19.4 | 26.3 | 16.7 | 16.7 | 25.0 | 0.0 | 28.6 |
| % Some college or vocational training | 38.9 | 36.8 | 33.3 | 50.0 | 41.7 | 40.0 | 28.6 |
| % Associate degree | 16.7 | 15.8 | 16.7 | 16.7 | 16.7 | 20.0 | 14.3 |
| % Bachelor degree or more | 22.2 | 21.1 | 16.7 | 16.7 | 16.7 | 40.0 | 28.6 |
| Most important reason for moving | | | | | | | |
| Number of reasons ¹ | 44 | 23 | 8 | 7 | 14 | 6 | 9 |
| Type of reason | % | % | % | % | % | % | % |
| Work, income, retirement, education | 36.4 | 43.5 | 12.5 | 57.1 | 42.8 | 16.7 | 44.4 |
| Family, friends, health | 18.2 | 30.4 | 0.0 | 14.3 | 21.4 | 0.0 | 44.4 |
| Community, services, amenities | 20.4 | 8.7 | 25.0 | 0.0 | 7.1 | 83.3 | 11.1 |
| Housing | 25.0 | 17.4 | 62.5 | 28.6 | 28.6 | 0.0 | 0.0 |
| Other | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

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

New Mover Studies: Appanoose 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 | 36 | 11 | 19 | 6 | 6 | 12 | 7 |
| Factors in Moving Decision | % Yes ¹ | % Yes | % Yes | % Yes | % Yes | % Yes | % Yes |
| Moved, commuted, same employer | 11.1 | 9.1 | 5.3 | 33.3 | 16.7 | 8.3 | 0.0 |
| Job transfer by employer to location | 8.3 | 9.1 | 10.5 | 0.0 | 16.7 | 8.3 | 14.3 |
| Laid off from previous job | 2.8 | 0.0 | 5.3 | 0.0 | 0.0 | 8.3 | 0.0 |
| New job with new employer | 11.1 | 18.2 | 10.5 | 0.0 | 16.7 | 16.7 | 0.0 |
| Moved to look for new job or work | 19.4 | 27.3 | 21.1 | 0.0 | 0.0 | 16.7 | 28.6 |
| Retired from previous employment | 5.6 | 0.0 | 10.5 | 0.0 | 0.0 | 8.3 | 14.3 |
| To be nearer parents | 25.7 | 27.3 | 33.3 | 0.0 | 33.3 | 36.4 | 28.6 |
| To be nearer children | 11.4 | 0.0 | 22.2 | 0.0 | 0.0 | 18.2 | 28.6 |
| To live with spouse or partner | 9.1 | 20.0 | 5.9 | 0.0 | 20.0 | 9.1 | 0.0 |
| To be nearer siblings, other relatives | 26.5 | 18.2 | 41.2 | 0.0 | 16.7 | 36.4 | 50.0 |
| To be nearer friends, acquaintances | 47.1 | 54.5 | 47.1 | 33.3 | 66.7 | 63.6 | 16.7 |
| Change in marital status | 6.1 | 9.1 | 6.3 | 0.0 | 16.7 | 10.0 | 0.0 |
| Place easier find spouse or partner | 11.4 | 18.2 | 11.1 | 0.0 | 0.0 | 18.2 | 0.0 |
| Decline in health | 11.4 | 0.0 | 22.2 | 0.0 | 0.0 | 18.2 | 28.6 |
| Take care aging parents | 11.4 | 18.2 | 11.1 | 0.0 | 16.7 | 9.1 | 14.3 |
| Find less congested place to live | 31.4 | 9.1 | 50.0 | 16.7 | 16.7 | 63.6 | 28.6 |
| Find safer place to live | 31.4 | 9.1 | 50.0 | 16.7 | 16.7 | 45.5 | 57.1 |
| Live in desirable natural environment | 38.2 | 9.1 | 47.1 | 66.7 | 0.0 | 54.5 | 33.3 |
| More outdoor recreation | 40.0 | 36.4 | 38.9 | 50.0 | 16.7 | 54.5 | 14.3 |
| Find arts, entertainment, cultural | 25.7 | 45.5 | 16.7 | 16.7 | 33.3 | 9.1 | 28.6 |
| Find simpler pace of life | 42.9 | 18.2 | 61.1 | 33.3 | 33.3 | 72.7 | 42.9 |
| Find more exciting lifestyle | 28.6 | 54.5 | 22.2 | 0.0 | 33.3 | 27.3 | 14.3 |
| Live someplace new, have fresh start | 50.0 | 50.0 | 44.4 | 66.7 | 16.7 | 63.6 | 14.3 |
| Lower cost of housing | 31.4 | 9.1 | 50.0 | 16.7 | 16.7 | 54.5 | 42.9 |
| Have lower taxes | 29.4 | 18.2 | 47.1 | 0.0 | 16.7 | 54.5 | 33.3 |
| Have better internet, tv, phone | 17.1 | 36.4 | 11.1 | 0.0 | 33.3 | 18.2 | 0.0 |
| Find better quality local schools | 20.0 | 36.4 | 11.1 | 16.7 | 33.3 | 18.2 | 0.0 |
| Opportunities children to achieve | 25.7 | 54.5 | 11.1 | 16.7 | 66.7 | 18.2 | 0.0 |
| Have more ethnic diversity | 8.6 | 18.2 | 5.6 | 0.0 | 16.7 | 9.1 | 0.0 |
| Have less ethnic diversity | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 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 | Total | % Yes | Total | % Yes | Total | % Yes | Total | % Yes | Total | % Yes | Total | % Yes | | |
| Number of respondents | 36 | | 11 | | 19 | | 6 | | 6 | | 12 | | 5 | | 7 | |
| Previously had lived: | % Yes | | % Yes | | % Yes | | % Yes | | % Yes | | % Yes | | % Yes | | % Yes | |
| In current state | 88.6 | | 81.8 | | 88.9 | | 100.0 | | 100.0 | | 100.0 | | 60.0 | | 71.4 | |
| In current county | 50.0 | | 36.4 | | 41.2 | | 100.0 | | 50.0 | | 40.0 | | 20.0 | | 42.9 | |
| In or near current city/town | 51.5 | | 60.0 | | 41.2 | | 66.7 | | 80.0 | | 40.0 | | 40.0 | | 42.9 | |
| Used source of information for move | % Yes ¹ | | % Yes | | % Yes | | % Yes | | % Yes | | % Yes | | % Yes | | % Yes | |
| Internet | 22.2 | | 27.3 | | 21.1 | | 16.7 | | 33.3 | | 16.7 | | 20.0 | | 28.6 | |
| TV, magazines, newspapers | 27.8 | | 27.3 | | 26.3 | | 33.3 | | 33.3 | | 33.3 | | 20.0 | | 14.3 | |
| Current community resident | 25.0 | | 18.2 | | 26.3 | | 33.3 | | 16.7 | | 25.0 | | 20.0 | | 28.6 | |
| Employer or co-workers | 30.6 | | 36.4 | | 31.6 | | 16.7 | | 50.0 | | 33.3 | | 20.0 | | 28.6 | |
| Friends and acquaintances | 44.4 | | 72.7 | | 31.6 | | 33.3 | | 66.7 | | 50.0 | | 80.0 | | 0.0 | |
| Family | 30.6 | | 18.2 | | 42.1 | | 16.7 | | 0.0 | | 41.7 | | 10.0 | | 42.9 | |
| Travel or vacation to new location | 13.9 | | 0.0 | | 21.1 | | 16.7 | | 0.0 | | 16.7 | | 0.0 | | 28.6 | |
| Attended school or college there | 2.8 | | 9.1 | | 0.0 | | 0.0 | | 16.7 | | 0.0 | | 0.0 | | 0.0 | |
| Ease of finding housing at new location | % | | % | | % | | % | | % | | % | | % | | % | |
| Very difficult (1) | 5.6 | | 0.0 | | 10.5 | | 0.0 | | 0.0 | | 8.3 | | 0.0 | | 14.3 | |
| Somewhat difficult (2) | 33.3 | | 36.4 | | 26.3 | | 50.0 | | 50.0 | | 33.3 | | 20.0 | | 14.3 | |
| Neither difficult or easy (3) | 5.6 | | 9.1 | | 5.3 | | 0.0 | | 0.0 | | 8.3 | | 20.0 | | 0.0 | |
| Somewhat easy (4) | 30.6 | | 27.3 | | 36.8 | | 16.7 | | 33.3 | | 41.7 | | 20.0 | | 28.6 | |
| Very easy (5) | 25.0 | | 27.3 | | 21.1 | | 33.3 | | 16.7 | | 8.3 | | 40.0 | | 42.9 | |
| Average rating finding housing (1 – 5) | 3.36 | | 3.45 | | 3.32 | | 3.33 | | 3.17 | | 3.08 | | 3.80 | | 3.71 | |
| Household income for 2004 | % | | % | | % | | % | | % | | % | | % | | % | |
| Less than \$20,000 (1) | 27.8 | | 18.2 | | 26.3 | | 50.0 | | 16.7 | | 33.3 | | 20.0 | | 14.3 | |
| \$20,000 - \$34,999 (2) | 30.6 | | 18.2 | | 36.8 | | 33.3 | | 33.3 | | 33.3 | | 0.0 | | 42.9 | |
| \$35,000 - \$49,999 (3) | 11.1 | | 18.2 | | 5.3 | | 16.7 | | 16.7 | | 8.3 | | 20.0 | | 0.0 | |
| \$50,000 - \$69,999 (4) | 5.6 | | 0.0 | | 10.5 | | 0.0 | | 0.0 | | 8.3 | | 0.0 | | 14.3 | |
| \$70,000 - \$99,999 (5) | 13.9 | | 36.4 | | 5.3 | | 0.0 | | 33.3 | | 8.3 | | 40.0 | | 0.0 | |
| \$100,000 - \$149,999 (6) | 11.1 | | 9.1 | | 15.8 | | 0.0 | | 0.0 | | 8.3 | | 20.0 | | 28.6 | |
| \$150,000 or more (7) | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | | 0.0 | |
| Average income category (1 – 7) | 2.81 | | 3.45 | | 2.79 | | 1.67 | | 3.00 | | 2.50 | | 4.00 | | 3.29 | |

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

New Mover Studies: Appanoose 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 | In From Another State |
| Number of respondents | 36 | 11 | 19 | 6 | 6 | 12 | 7 |
| Current location income compared with previous location income | % | % | % | % | % | % | % |
| Significantly lower income (1) | 16.7 | 0.0 | 26.3 | 16.7 | 0.0 | 25.0 | 28.6 |
| Somewhat lower income (2) | 11.1 | 9.1 | 10.5 | 16.7 | 16.7 | 8.3 | 14.3 |
| About same income (3) | 41.7 | 17.3 | 42.1 | 66.7 | 50.0 | 41.7 | 42.9 |
| Somewhat higher income (4) | 16.7 | 17.3 | 15.8 | 0.0 | 33.3 | 16.7 | 14.3 |
| Significantly higher income (5) | 13.9 | 36.4 | 5.3 | 0.0 | 0.0 | 8.3 | 0.0 |
| Average comparison income (1 – 5) | 3.00 | 3.91 | 2.63 | 2.50 | 3.17 | 2.75 | 2.43 |
| Satisfaction with previous location | % | % | % | % | % | % | % |
| Very dissatisfied (1) | 20.0 | 10.0 | 21.1 | 33.3 | 0.0 | 25.0 | 14.3 |
| Somewhat dissatisfied (2) | 17.1 | 10.0 | 21.1 | 16.7 | 0.0 | 25.0 | 14.3 |
| Neither dissatisfied or satisfied (3) | 11.4 | 20.0 | 5.3 | 16.7 | 40.0 | 8.3 | 0.0 |
| Somewhat satisfied (4) | 22.9 | 40.0 | 15.8 | 16.7 | 60.0 | 0.0 | 42.9 |
| Very satisfied (5) | 28.6 | 20.0 | 36.8 | 16.7 | 0.0 | 41.7 | 28.6 |
| Average satisfaction previous (1 – 5) | 3.23 | 3.50 | 3.26 | 2.67 | 3.60 | 3.08 | 3.57 |
| Satisfaction with current location | % | % | % | % | % | % | % |
| Very dissatisfied (1) | 5.6 | 0.0 | 10.5 | 0.0 | 0.0 | 8.3 | 14.3 |
| Somewhat dissatisfied (2) | 11.1 | 9.1 | 15.8 | 0.0 | 0.0 | 8.3 | 28.6 |
| Neither dissatisfied or satisfied (3) | 2.8 | 0.0 | 5.3 | 0.0 | 0.0 | 0.0 | 14.3 |
| Somewhat satisfied (4) | 27.8 | 18.2 | 26.3 | 50.0 | 33.3 | 16.7 | 42.9 |
| Very satisfied (5) | 52.8 | 72.7 | 42.1 | 50.0 | 66.7 | 66.7 | 0.0 |
| Average satisfaction current (1 – 5) | 4.11 | 4.54 | 3.74 | 4.50 | 4.67 | 4.25 | 2.86 |
| Would do move over again | % | % | % | % | % | % | % |
| Definitely not (1) | 5.6 | 0.0 | 10.5 | 0.0 | 0.0 | 8.3 | 14.3 |
| Probably not (2) | 5.6 | 0.0 | 5.3 | 16.7 | 0.0 | 8.3 | 0.0 |
| Undecided (3) | 11.1 | 27.3 | 5.3 | 0.0 | 16.7 | 0.0 | 14.3 |
| Probably yes (4) | 27.8 | 36.4 | 26.3 | 16.7 | 33.3 | 25.0 | 28.6 |
| Definitely yes (5) | 50.0 | 36.4 | 52.6 | 66.7 | 50.0 | 58.3 | 42.9 |
| Average rating do move over (1 – 5) | 4.11 | 4.09 | 4.05 | 4.33 | 4.33 | 4.17 | 3.86 |

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: Appanoose County

very similar to those in other counties in that the respondents who came into Appanoose 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. 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 Appanoose County (Table 2, Figure 1).

In general, it was the respondents who were leaving Appanoose County, whether to go to another county or another state, who most often cited wanting better local schools, more opportunities for children to succeed, or better internet, phone, or TV service. In contrast, lowering the cost of housing or lowering taxes was more important for respondents who moved in than for those who left (Table 2).

In comparison to the overall findings, the interstate movers for Appanoose County were more likely to have previously lived in their current state (Tables 3, 7). Seventy-one percent of the respondents who came to Appanoose County from another state had lived in Iowa previously (Figure 1). The results also show that many of the Appanoose movers used friends and acquaintances as a source of information about the new location.

The income reported by Appanoose participants tended to be lower than that for the overall study. In a pattern similar to the overall findings, those moving out of Appanoose County tended to report somewhat higher income than those moving in (Table 3). Not surprisingly, perhaps, those who left the county were

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. |

more likely than those moving in to think that their income in their new location would be higher than it was in the previous location. Eighty percent of those going to another state said that their household income would be significantly higher in the new location than in Appanoose County (Table 4, Figure 1).

The movers who came into Appanoose County from other states tended to express somewhat higher levels of dissatisfaction with their new location than did those in the other mover categories. However, 58 percent who came from another county in Iowa as well as nearly 43 percent of those who came from another state said that they would definitely do their move to Appanoose County 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 Appanoose 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 Appanoose 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 Appanoose County was 37 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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