

# New Mover Studies: Davis County

Sandra Charvat Burke and Mark A. Edelman

## Findings

This report highlights the findings and experiences of Davis County respondents who were included in a survey of nonmetropolitan movers in Iowa.<sup>1</sup> 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.<sup>2</sup>

Twenty respondents from Davis County participated in the survey, twelve who moved into the county and eight who moved out (Table 1). In many respects, the Davis County participants shared similar characteristics and responses

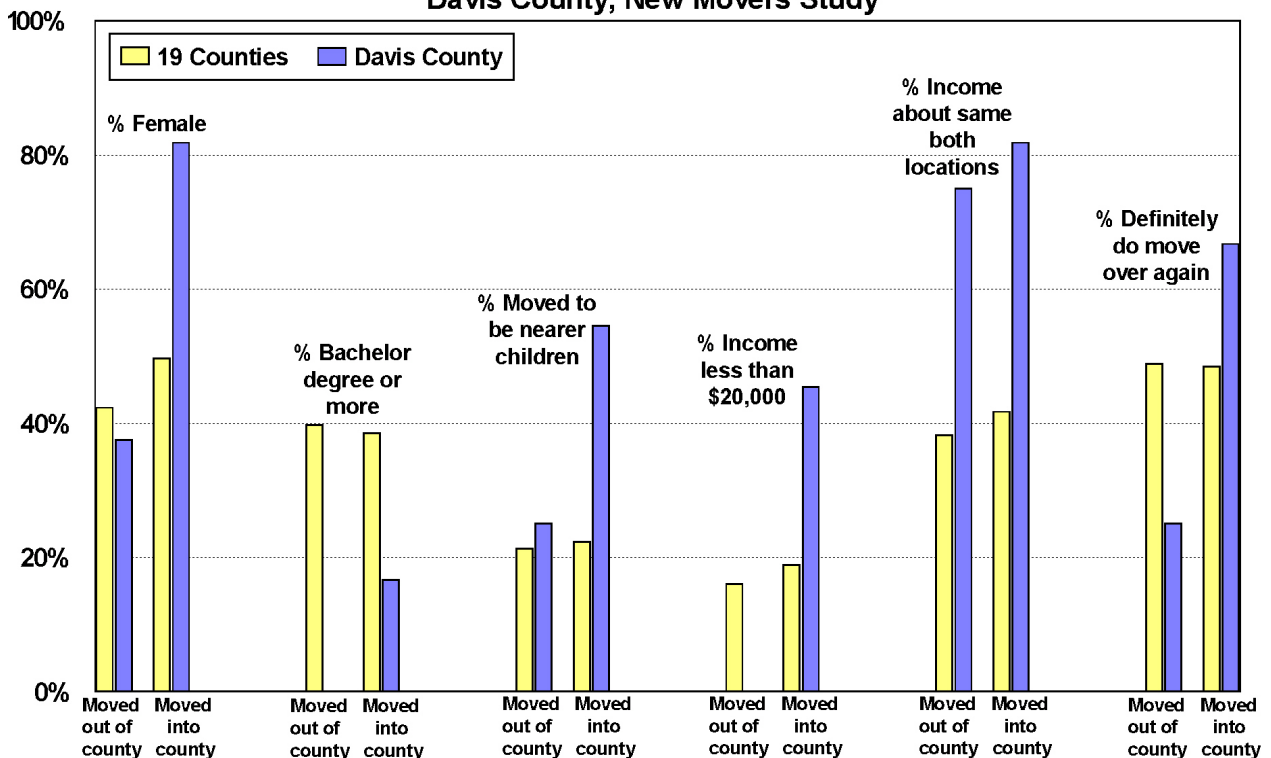
with the overall set of respondents, but in some aspects there were differences.

The Davis County movers in the study tended to be older than the participants from other counties. The respondents who moved into Davis County from other states had the highest median age (70.0 years) of any mover category (Table 1). Sixty percent of this group were age 70 or older. More of the Davis County movers were female than were the respondents for all the counties combined; nearly 82 percent of those who moved into the county were women (Tables 1, 5; Figure 1). Almost all of the movers from Davis were married but very few had college bachelor degrees. Fewer of the movers for Davis County, across any of the mover types, had 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. When compared with the overall findings, Davis respondents were less likely to say that work was the most important reason for moving and more likely to note family as most important. Sixty percent of those coming from other states said that family was most important (Tables 1, 5).

The Davis County respondents were less likely than residents from other counties to say they took a new job with a new employer, but 28 percent who left the county said they moved to look for work (Tables 2, 5). Moving to be nearer children was an important factor in the moving decision of Davis movers. Fifty-four percent of those who moved into the county

**Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Davis 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	20	8	12	0	6	7	2	5
Median age in years	58.5	50.0	62.0	na <sup>2</sup>	50.0	54.0	*	70.0
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	15.0	0.0	25.0	na	0.0	42.9	*	0.0
% Age 70 or older	20.0	0.0	33.3	na	0.0	14.3	*	60.0
Gender	%	%	%	%	%	%	%	%
% Male	36.8	62.5	18.2	na	66.7	0.0	*	50.0
% Female	63.2	37.5	81.8	na	33.3	100.0	*	50.0
Marital status	%	%	%	%	%	%	%	%
% Never married	0.0	0.0	0.0	na	0.0	0.0	*	0.0
% Married	90.0	100.0	83.3	na	100.0	71.4	*	100.0
% Divorced or separated	5.0	0.0	8.3	na	0.0	14.3	*	0.0
% Widowed	5.0	0.0	8.3	na	0.0	14.3	*	0.0
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	15.0	0.0	25.0	na	0.0	14.3	*	40.0
% High school graduate or equivalent	30.0	50.0	16.7	na	50.0	14.3	*	20.0
% Some college or vocational training	45.0	50.0	41.7	na	50.0	57.1	*	20.0
% Associate degree	0.0	0.0	0.0	na	0.0	0.0	*	0.0
% Bachelor degree or more	10.0	0.0	16.6	na	0.0	14.3	*	20.0
Most important reason for moving								
Number of reasons <sup>1</sup>	24	11	13	0	9	8	2	5
Type of reason	%	%	%	%	%	%	%	%
Work, income, retirement, education	20.8	27.3	15.4	na	33.3	12.5	*	20.0
Family, friends, health	33.3	27.3	38.5	na	11.1	25.0	*	60.0
Community, services, amenities	25.0	18.2	30.8	na	22.2	50.0	*	0.0
Housing	16.7	18.2	15.4	na	22.2	12.5	*	20.0
Other	4.2	9.1	0.0	na	11.1	0.0	*	0.0

\*Information suppressed, fewer than 3 respondents. <sup>1</sup>Number of reasons exceeds number of respondents because some respondents gave more than one reason.

<sup>2</sup>No respondents in category.

New Mover Studies: Davis 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	20	8	12	0	6	7	5
Factors in Moving Decision	% Yes <sup>1</sup>	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Moved, commuted, same employer	26.3	14.3	33.3	na <sup>2</sup>	20.0	42.9	20.0
Job transfer by employer to location	0.0	0.0	0.0	na	0.0	0.0	0.0
Laid off from previous job	0.0	0.0	0.0	na	0.0	0.0	0.0
New job with new employer	10.5	0.0	16.7	na	0.0	28.6	0.0
Moved to look for new job or work	10.5	28.6	0.0	na	20.0	0.0	0.0
Retired from previous employment	10.5	14.3	8.3	na	0.0	0.0	20.0
To be nearer parents	27.8	30.0	25.0	na	16.7	50.0	0.0
To be nearer children	42.1	25.0	54.5	na	16.7	16.7	100.0
To live with spouse or partner	33.3	25.0	40.0	na	16.7	33.3	50.0
To be nearer siblings, other relatives	36.8	25.0	45.5	na	16.7	33.3	60.0
To be nearer friends, acquaintances	38.9	37.5	40.0	na	33.3	50.0	25.0
Change in marital status	22.2	25.0	20.0	na	16.7	16.7	25.0
Place easier find spouse or partner	0.0	0.0	0.0	na	0.0	0.0	0.0
Decline in health	11.1	12.5	10.0	na	16.7	0.0	25.0
Take care aging parents	11.1	12.5	10.0	na	0.0	16.7	0.0
Find less congested place to live	22.2	0.0	40.0	na	0.0	66.7	0.0
Find safer place to live	22.2	12.5	30.0	na	16.7	50.0	0.0
Live in desirable natural environment	33.3	12.5	50.0	na	16.7	66.7	25.0
More outdoor recreation	22.2	25.0	20.0	na	33.3	33.3	0.0
Find arts, entertainment, cultural	16.7	37.5	0.0	na	33.3	0.0	0.0
Find simpler pace of life	38.9	25.0	50.0	na	16.7	66.7	25.0
Find more exciting lifestyle	22.2	37.5	10.0	na	33.3	16.7	0.0
Live someplace new, have fresh start	27.8	37.5	20.0	na	33.3	33.3	0.0
Lower cost of housing	15.8	12.5	18.2	na	16.7	0.0	40.0
Have lower taxes	22.2	25.0	20.0	na	16.7	16.7	25.0
Have better internet, tv, phone	16.7	25.0	10.0	na	16.7	16.7	0.0
Find better quality local schools	16.7	25.0	10.0	na	16.7	16.7	0.0
Opportunities children to achieve	16.7	25.0	10.0	na	16.7	16.7	0.0
Have more ethnic diversity	5.6	12.5	0.0	na	16.7	0.0	0.0
Have less ethnic diversity	0.0	0.0	0.0	na	0.0	0.0	0.0

\*Information suppressed, fewer than 3 respondents. <sup>1</sup>Respondents could respond "Yes" to more than one factor. <sup>2</sup>No respondents in category.

	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	20		8		12		0		6		7		2		5	
Previously had lived:	% Yes		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes	
In current state	77.8		87.5		70.0		na <sup>2</sup>		100.0		100.0		*		40.0	
In current county	47.1		57.1		40.0		na		60.0		50.0		*		25.0	
In or near current city/town	47.1		57.1		40.0		na		60.0		50.0		*		25.0	
Used source of information for move	% Yes <sup>1</sup>		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes		% Yes	
Internet	5.0		12.5		0.0		na		16.7		0.0		*		0.0	
TV, magazines, newspapers	20.0		25.0		16.7		na		33.3		28.6		*		0.0	
Current community resident	20.0		25.0		16.7		na		16.7		0.0		*		40.0	
Employer or co-workers	15.0		25.0		8.3		na		33.3		14.3		*		0.0	
Friends and acquaintances	25.0		25.0		25.0		na		33.3		14.3		*		40.0	
Family	50.0		50.0		50.0		na		33.3		28.6		*		80.0	
Travel or vacation to new location	15.0		12.5		16.7		na		16.7		28.6		*		0.0	
Attended school or college there	0.0		0.0		0.0		na		0.0		0.0		*		0.0	
Ease of finding housing at new location	%		%		%		%		%		%		%		%	
Very difficult (1)	15.8		12.5		18.2		na		0.0		28.6		*		0.0	
Somewhat difficult (2)	21.1		37.5		9.1		na		50.0		14.3		*		0.0	
Neither difficult or easy (3)	0.0		0.0		0.0		na		0.0		0.0		*		0.0	
Somewhat easy (4)	36.8		25.0		45.5		na		16.7		28.6		*		75.0	
Very easy (5)	26.3		25.0		27.3		na		33.3		28.6		*		25.0	
Average rating finding housing (1 – 5)	3.37		3.13		3.55		na		3.33		3.14		*		4.25	
Household income for 2004	%		%		%		%		%		%		%		%	
Less than \$20,000 (1)	26.3		0.0		45.5		na		0.0		14.3		*		100.0	
\$20,000 - \$34,999 (2)	10.5		25.0		0.0		na		16.7		0.0		*		0.0	
\$35,000 - \$49,999 (3)	15.8		0.0		27.3		na		0.0		42.9		*		0.0	
\$50,000 - \$69,999 (4)	21.1		25.0		18.2		na		33.3		28.6		*		0.0	
\$70,000 - \$99,999 (5)	15.8		25.0		9.1		na		16.7		14.3		*		0.0	
\$100,000 - \$149,999 (6)	10.5		25.0		0.0		na		33.3		0.0		*		0.0	
\$150,000 or more (7)	0.0		0.0		0.0		na		0.0		0.0		*		0.0	
Average income category (1 – 7)	3.21		4.25		2.45		na		4.50		3.29		*		1.00	

\*Information suppressed, fewer than 3 respondents. <sup>1</sup>Respondents could respond "Yes" to more than one source. <sup>2</sup>No respondents in category.

New Mover Studies: Davis 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	20	8	12	0	6	7	2	5
Current location income compared with previous location income	%	%	%	%	%	%	%	%
Significantly lower income (1)	10.5	25.0	0.0	na <sup>1</sup>	16.7	0.0	*	0.0
Somewhat lower income (2)	0.0	0.0	0.0	na	0.0	0.0	*	0.0
About same income (3)	78.9	75.0	81.8	na	83.3	85.7	*	75.0
Somewhat higher income (4)	5.3	0.0	9.1	na	0.0	14.3	*	0.0
Significantly higher income (5)	5.3	0.0	9.1	na	0.0	0.0	*	25.0
Average comparison income (1 – 5)	2.95	2.50	3.27	na	2.67	3.14	*	3.50
Satisfaction with previous location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	5.3	0.0	9.1	na	0.0	16.7	*	0.0
Somewhat dissatisfied (2)	26.3	37.5	18.2	na	50.0	16.7	*	20.0
Neither dissatisfied or satisfied (3)	21.1	0.0	36.4	na	0.0	16.7	*	60.0
Somewhat satisfied (4)	21.1	25.0	18.2	na	33.3	16.7	*	20.0
Very satisfied (5)	26.3	37.5	18.2	na	16.7	33.3	*	0.0
Average satisfaction previous (1 – 5)	3.37	3.62	3.18	na	3.17	3.33	*	3.00
Satisfaction with current location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	0.0	0.0	0.0	na	0.0	0.0	*	0.0
Somewhat dissatisfied (2)	10.0	25.0	0.0	na	33.3	0.0	*	0.0
Neither dissatisfied or satisfied (3)	5.0	0.0	8.3	na	0.0	0.0	*	20.0
Somewhat satisfied (4)	35.0	12.5	50.0	na	16.7	28.6	*	80.0
Very satisfied (5)	50.0	62.5	41.7	na	50.0	71.4	*	0.0
Average satisfaction current (1 – 5)	4.25	4.12	4.33	na	3.83	4.71	*	3.80
Would do move over again	%	%	%	%	%	%	%	%
Definitely not (1)	5.0	12.5	0.0	na	16.7	0.0	*	0.0
Probably not (2)	5.0	12.5	0.0	na	0.0	0.0	*	0.0
Undecided (3)	15.0	12.5	16.7	na	16.7	0.0	*	40.0
Probably yes (4)	25.0	37.5	16.7	na	50.0	28.6	*	0.0
Definitely yes (5)	50.0	25.0	66.7	na	16.7	71.4	*	60.0
Average rating do move over (1 – 5)	4.10	3.50	4.50	na	3.50	4.71	*	4.20

\*Information suppressed, fewer than 3 respondents. <sup>1</sup>No respondents in category.

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 <sup>1</sup>	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

<sup>1</sup>Number 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 <sup>1</sup>	% 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

<sup>1</sup> 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 <sup>1</sup>	% 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	

<sup>1</sup> 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: Davis County

and all of the movers who came from other states said they moved to be nearer their children (Tables 2, 6; Figure 1).

The Davis County movers were very similar to those in other counties in that the respondents who came into the 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 Davis County (Tables 2, 6).

In comparison to the overall findings, relatively few of the Davis movers used the internet as a source of information for their move, but many relied on family members. Nearly all of the respondents who moved between Davis County and another state said they had used family as a source of information and many also noted friends and current community members (Table 3). Housing was reported as somewhat or very easy to find by those who came to Davis from other states, however, the movers who came from other counties in Iowa reported more difficulties in finding housing (Table 3).

The income reported by movers into Davis County tended to be lower than that for the overall study. Nearly half of those coming into the county and all of the movers from another state reported household incomes less than \$20,000 (Tables 3, 7; Figure 1). In a pattern similar to the overall findings, those moving out of Davis County tended to report higher income than those moving

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.

in (Table 3). In contrast to the overall findings, most of the Davis movers, whether moving out or moving in, said that their incomes would be about the same in their new location as it was in the previous location (Tables 4, 8; Figure 1).

The movers who came into Davis County tended to be relatively satisfied with their new location. More than 90 percent said they were somewhat to very satisfied, which was higher than the overall findings (Tables 4, 8). As a reflection of that satisfaction, two-thirds of those who came to Davis County said that they would definitely do their move to the 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 Davis 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.<sup>2</sup>

### The Study

These research results are from a survey of nonmetropolitan movers in 19 selected counties in Iowa that included Davis County.<sup>1</sup> 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 Davis County was 32.8 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](http://www.cvcia.org).
2. Previous reports contain examples of possible next steps and strategies that community leaders might consider.

## IOWA STATE UNIVERSITY

University Extension

*Community Vitality Center*  
 478 Heady Hall  
 Iowa State University  
 Ames, IA 50011-1070  
 515-294-3000  
[cvc@iastate.edu](mailto:cvc@iastate.edu)  
[www.cvcia.org](http://www.cvcia.org)  
 October, 2008

### ... and justice for all

*The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Many materials can be made available in alternative formats for ADA clients. To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964.*

*Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Jack M. Payne, director, Cooperative Extension Service, Iowa State University of Science and Technology, Ames, Iowa.*