

New Mover Studies: Floyd County

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Findings

This report highlights the findings and experiences of Floyd 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-nine respondents from Floyd County participated in the survey, 30 who moved into the county, 24 who moved out, and five who moved within the county but changed zipcode (Table 1). In many respects, the

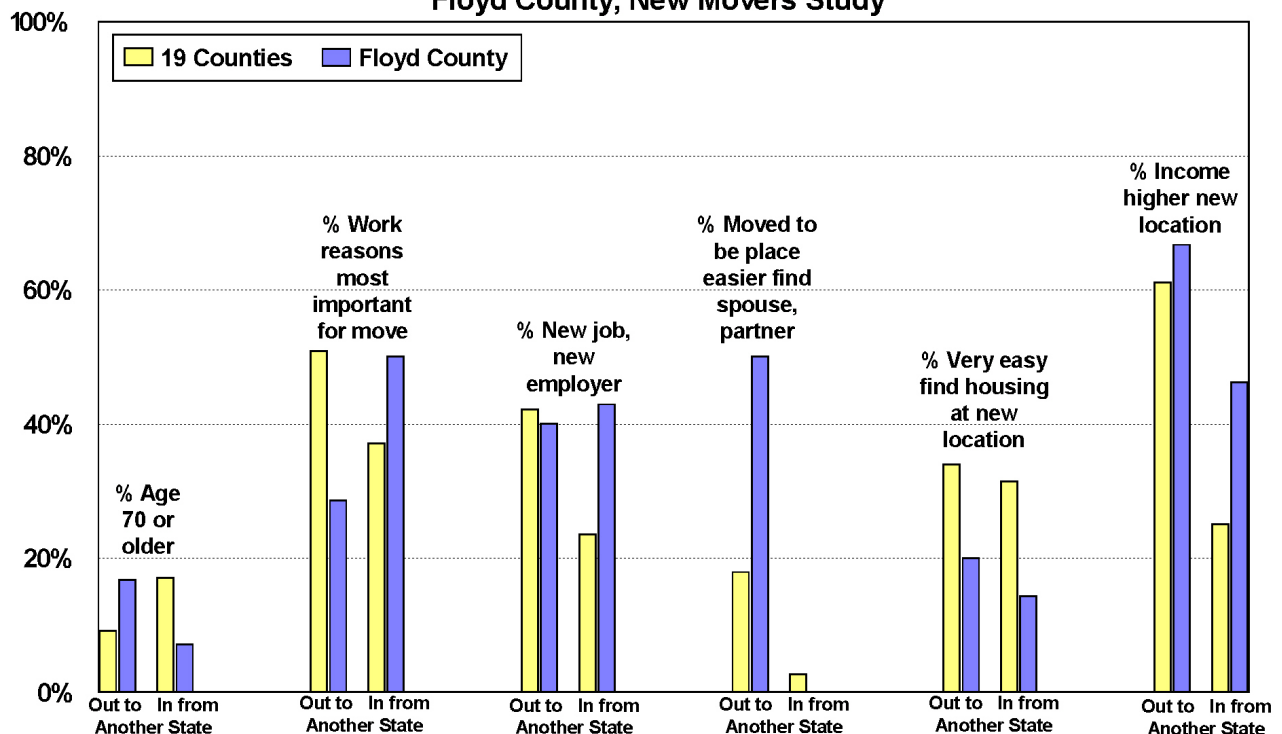
Floyd County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

Among the Floyd movers in the study, those who moved into the county from other states had the highest median age (56.5 years) of any mover category, although just seven percent of that group were age 70 or older (Table 1, Figure 1). Women accounted for 58 percent of the respondents who moved out of Floyd County, but 60 percent of those who moved into the county were male. More than 71 percent of the respondents who came from other states were male. The Floyd County movers who left the county, either to other counties in Iowa or to other states, were more likely than the overall respondents to say they had never been

married or were widowed (Tables 1, 5). Movers coming into Floyd County were somewhat more likely than those overall to have a college bachelors degree.

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. Work-related reasons were the most likely to be cited as most important for those who moved into Floyd County. Fifty percent of the respondents coming to the county from other states said work was their most important reason for the move (Table 1, Figure 1). Floyd movers were more likely than those overall to say that, although they moved out of the county, they continued to work for the same employer. In addition, the respondents who came from other states most often, of any mover category, said they

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Floyd 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	59	24	30	5	18	16	6	14
Median age in years	49.0	42.0	53.0	37.0	39.5	50.0	50.5	56.5
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	22.0	20.8	23.3	20.0	16.7	31.3	33.3	14.3
% Age 70 or older	13.6	16.7	10.0	20.0	16.7	12.5	16.7	7.1
Gender	%	%	%	%	%	%	%	%
% Male	51.7	41.7	60.0	50.0	38.9	50.0	50.0	71.4
% Female	48.3	58.3	40.0	50.0	61.1	50.0	50.0	28.6
Marital status	%	%	%	%	%	%	%	%
% Never married	13.6	25.0	6.7	0.0	22.2	6.3	33.3	7.1
% Married	57.6	41.7	66.7	80.0	44.4	56.3	33.3	78.6
% Divorced or separated	17.0	12.5	23.4	0.0	16.7	31.3	0.0	14.2
% Widowed	11.9	20.8	3.3	20.0	16.7	6.3	33.3	0.0
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	8.5	4.2	10.0	20.0	5.6	6.3	0.0	14.3
% High school graduate or equivalent	22.0	33.3	13.3	20.0	27.8	18.8	50.0	7.1
% Some college or vocational training	30.5	33.3	23.3	60.0	44.4	25.0	0.0	21.4
% Associate degree	8.5	8.3	10.0	0.0	11.1	6.3	0.0	14.3
% Bachelor degree or more	30.5	20.8	43.3	0.0	11.2	43.8	50.0	42.8
Most important reason for moving								
Number of reasons ¹	78	34	35	9	27	21	7	14
Type of reason	%	%	%	%	%	%	%	%
Work, income, retirement, education	33.3	29.4	42.8	11.1	29.6	38.1	28.6	50.0
Family, friends, health	21.8	23.5	25.7	0.0	25.9	19.0	14.3	35.7
Community, services, amenities	23.1	23.5	17.1	44.4	18.5	19.0	42.9	14.3
Housing	20.5	20.6	14.3	44.4	22.2	23.8	14.3	0.0
Other	1.3	2.9	0.0	0.0	3.7	0.0	0.0	0.0

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

New Mover Studies: Floyd 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	59	24	30	5	18	16	6	14
Factors in Moving Decision								
Moved, commuted, same employer	19.6	22.7	13.8	40.0	23.5	26.7	20.0	0.0
Job transfer by employer to location	7.1	4.5	10.3	0.0	5.9	0.0	0.0	21.4
Laid off from previous job	3.6	9.1	0.0	0.0	11.8	0.0	0.0	0.0
New job with new employer	17.9	13.6	24.1	0.0	5.9	6.7	40.0	42.9
Moved to look for new job or work	16.4	13.6	21.4	0.0	11.8	13.3	20.0	30.8
Retired from previous employment	14.3	0.0	24.1	20.0	0.0	26.7	0.0	21.4
To be nearer parents	19.0	16.7	23.3	0.0	22.2	25.0	0.0	21.4
To be nearer children	20.7	33.3	13.3	0.0	33.3	12.5	33.3	14.3
To live with spouse or partner	16.1	17.4	13.8	25.0	17.6	18.8	16.7	7.7
To be nearer siblings, other relatives	33.3	30.4	40.0	0.0	23.5	37.5	50.0	42.9
To be nearer friends, acquaintances	29.8	21.7	33.3	50.0	17.6	37.5	33.3	28.6
Change in marital status	12.3	21.7	6.7	0.0	17.6	12.5	33.3	0.0
Place easier find spouse or partner	13.8	29.2	3.3	0.0	22.2	6.3	50.0	0.0
Decline in health	5.3	0.0	6.7	25.0	0.0	6.3	0.0	7.1
Take care aging parents	1.8	0.0	3.3	0.0	0.0	0.0	0.0	7.1
Find less congested place to live	30.4	27.3	33.3	25.0	35.3	25.0	0.0	42.9
Find safer place to live	28.1	26.1	30.0	25.0	29.4	25.0	16.7	35.7
Live in desirable natural environment	40.4	43.5	40.0	25.0	41.2	43.8	50.0	35.7
More outdoor recreation	29.8	26.1	33.3	25.0	29.4	31.3	16.7	35.7
Find arts, entertainment, cultural	24.6	34.8	20.0	0.0	29.4	18.8	50.0	21.4
Find simpler pace of life	38.6	39.1	40.0	25.0	41.2	37.5	33.3	42.9
Find more exciting lifestyle	21.1	26.1	20.0	0.0	17.6	18.8	50.0	21.4
Live someplace new, have fresh start	40.4	34.8	43.3	50.0	35.3	50.0	33.3	35.7
Lower cost of housing	36.8	21.7	50.0	25.0	23.5	50.0	16.7	50.0
Have lower taxes	26.3	13.0	40.0	0.0	11.8	37.5	16.7	42.9
Have better internet, tv, phone	3.5	8.7	0.0	0.0	0.0	0.0	33.3	0.0
Find better quality local schools	12.5	8.7	17.2	0.0	5.9	20.0	16.7	14.3
Opportunities children to achieve	19.6	17.4	20.7	25.0	17.6	20.0	16.7	21.4
Have more ethnic diversity	5.3	8.7	3.3	0.0	0.0	6.3	33.3	0.0
Have less ethnic diversity	7.0	8.7	6.7	0.0	11.8	6.3	0.0	7.1

¹ Respondents could respond "Yes" to more than one factor.

	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	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Number of respondents	59	24	30	5	18	16	6	14							
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	
In current state	85.8	86.4	82.1	100.0	100.0	100.0	40.0	37.5	37.5	50.0	42.9	40.0	61.5	61.5	
In current county	32.1	21.7	28.6	100.0	22.2	33.3	26.7	33.3	33.3	16.7	21.4	20.0	23.1	23.1	
In or near current city/town	27.8	22.7	25.9	60.0	23.5	26.7	20.0	33.3	33.3	33.3	28.6	20.0	25.0	25.0	
Used source of information for move	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	
Internet															
TV, magazines, newspapers	33.9	33.3	40.0	0.0	27.8	37.5	40.0	27.8	37.5	50.0	42.9	40.0	61.5	61.5	
Current community resident	23.7	25.0	26.7	0.0	27.8	37.5	26.7	27.8	37.5	16.7	14.3	16.7	21.4	21.4	
Employer or co-workers	25.4	29.2	26.7	0.0	33.3	31.3	26.7	33.3	31.3	16.7	21.4	20.0	23.1	23.1	
Friends and acquaintances	25.4	20.8	26.7	40.0	16.7	25.0	20.8	16.7	25.0	33.3	28.6	20.0	25.0	25.0	
Family	39.0	37.5	36.7	60.0	27.8	50.0	36.7	27.8	50.0	66.8	21.4	33.3	35.7	35.7	
Travel or vacation to new location	42.4	37.5	43.3	60.0	38.9	50.0	43.3	38.9	50.0	33.3	35.7	33.3	35.7	35.7	
Attended school or college there	11.9	4.2	20.0	0.0	5.6	25.0	20.0	5.6	25.0	0.0	14.3	0.0	14.3	14.3	
Ease of finding housing at new location	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Very difficult (1)	5.3	0.0	10.3	0.0	0.0	6.7	10.3	0.0	6.7	0.0	14.3	0.0	14.3	14.3	
Somewhat difficult (2)	22.8	30.4	20.7	0.0	27.8	13.3	20.7	27.8	13.3	40.0	28.6	40.0	28.6	28.6	
Neither difficult or easy (3)	19.3	4.3	27.6	40.0	5.6	33.3	27.6	5.6	33.3	0.0	21.4	0.0	21.4	21.4	
Somewhat easy (4)	26.3	34.8	17.2	40.0	33.3	13.3	17.2	33.3	13.3	40.0	21.4	40.0	21.4	21.4	
Very easy (5)	26.3	30.4	24.1	20.0	33.3	33.3	24.1	33.3	33.3	20.0	14.3	20.0	14.3	14.3	
Average rating finding housing (1 – 5)	3.46	3.65	3.24	3.80	3.72	3.53	3.24	3.72	3.53	3.40	2.93	3.40	2.93	2.93	
Household income for 2004	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Less than \$20,000 (1)	19.3	30.4	13.3	0.0	29.4	6.3	13.3	29.4	6.3	33.3	21.4	33.3	21.4	21.4	
\$20,000 - \$34,999 (2)	22.8	21.7	23.3	25.0	17.6	31.3	23.3	17.6	31.3	33.3	14.3	33.3	14.3	14.3	
\$35,000 - \$49,999 (3)	19.3	17.4	20.0	25.0	23.5	12.5	20.0	23.5	12.5	0.0	28.6	0.0	28.6	28.6	
\$50,000 - \$69,999 (4)	14.0	4.3	23.3	0.0	5.9	31.3	23.3	5.9	31.3	0.0	14.3	0.0	14.3	14.3	
\$70,000 - \$99,999 (5)	15.8	17.4	10.0	50.0	17.6	12.5	10.0	17.6	12.5	16.7	7.1	16.7	7.1	7.1	
\$100,000 - \$149,999 (6)	5.3	4.3	6.7	0.0	5.9	0.0	6.7	5.9	0.0	0.0	14.3	0.0	14.3	14.3	
\$150,000 or more (7)	3.5	4.3	3.3	0.0	0.0	6.3	3.3	0.0	6.3	16.7	0.0	16.7	0.0	0.0	
Average income category (1 – 7)	3.14	2.87	3.27	3.75	2.82	3.37	3.27	2.82	3.37	3.00	3.14	3.00	3.14	3.14	

¹ Respondents could respond "Yes" to more than one source.

New Mover Studies: Floyd 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	59	24	30	5	18	16	6	14
Current location income compared with previous location income	%	%	%	%	%	%	%	%
Significantly lower income (1)	6.9	4.2	10.3	0.0	5.6	12.5	0.0	7.7
Somewhat lower income (2)	15.5	25.0	10.3	0.0	22.2	12.5	33.3	7.7
About same income (3)	39.7	33.3	41.4	60.0	44.4	43.8	0.0	38.5
Somewhat higher income (4)	25.9	29.2	24.1	20.0	22.2	12.5	50.0	38.5
Significantly higher income (5)	12.1	8.3	13.8	20.0	5.6	18.8	16.7	7.7
Average comparison income (1 – 5)	3.21	3.13	3.21	3.60	3.00	3.13	3.50	3.31
Satisfaction with previous location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	15.3	16.7	13.3	20.0	16.7	18.8	16.7	7.1
Somewhat dissatisfied (2)	10.2	8.3	10.0	20.0	11.1	12.5	0.0	7.1
Neither dissatisfied or satisfied (3)	15.3	12.5	13.3	40.0	11.1	18.8	16.7	7.1
Somewhat satisfied (4)	33.9	33.3	40.0	0.0	38.9	31.3	16.7	50.0
Very satisfied (5)	25.4	29.2	23.3	20.0	22.2	18.8	50.0	28.6
Average satisfaction previous (1 – 5)	3.44	3.50	3.50	2.80	3.39	3.19	3.83	3.86
Satisfaction with current location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	5.4	4.3	7.1	0.0	5.6	6.7	0.0	7.7
Somewhat dissatisfied (2)	7.1	4.3	10.7	0.0	5.6	6.7	0.0	15.4
Neither dissatisfied or satisfied (3)	8.9	8.7	10.7	0.0	11.1	13.3	0.0	7.7
Somewhat satisfied (4)	32.1	39.1	25.0	40.0	27.8	26.7	80.0	23.1
Very satisfied (5)	46.4	43.5	46.4	60.0	50.0	46.7	20.0	46.2
Average satisfaction current (1 – 5)	4.07	4.13	3.93	4.60	4.11	4.00	4.20	3.85
Would do move over again	%	%	%	%	%	%	%	%
Definitely not (1)	1.7	4.2	0.0	0.0	0.0	0.0	16.7	0.0
Probably not (2)	5.1	4.2	6.7	0.0	5.6	12.5	0.0	0.0
Undecided (3)	10.2	16.7	6.7	0.0	5.6	6.3	50.0	7.1
Probably yes (4)	33.9	37.5	33.3	20.0	44.4	25.0	16.7	42.9
Definitely yes (5)	49.2	37.5	53.3	80.0	44.4	56.3	16.7	50.0
Average rating do move over (1 – 5)	4.24	4.00	4.33	4.80	4.28	4.25	3.17	4.43

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: Floyd County

had taken a new job with a new employer or had moved to Floyd County to look for work (Table 2, Figure 1).

Family and relationships played a role in the moving decision for many Floyd movers. One-third of those who went to other states said they moved to be closer to children, half cited wanting to be closer to siblings or other relatives, while half said they wanted to be in a place where it would be easier to find a prospective spouse or partner (Table 2, Figure 1).

The Floyd movers were very similar to those in other counties in that the respondents who came into Floyd County from other states were more likely than those who left for other states 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 to other states, on the other hand, were more likely to say they wanted more arts, entertainment, or cultural activities or a more exciting lifestyle than those who came to Floyd County from other states (Table 2).

Half of the movers who came to Floyd County reported wanting to lower their cost of housing. In addition, a greater proportion of those who moved in compared with those who left said they wanted to have lower taxes (Table 2). Housing, however, was somewhat of a problem for some of the movers. Just 14 percent of the respondents who came from other states reported that housing was very easy to find, less than half the proportion for the overall findings. Almost 43 percent of that group said that housing was somewhat or very difficult to find in Floyd County (Table 3, 7; Figure 1).

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 contrast to the overall findings, the respondents coming to Floyd County tended to report somewhat higher levels of income than those who moved out. Approximately 30 percent of those leaving Floyd County to go elsewhere said their income was below \$20,000. Forty-six percent of those coming into Floyd from other states said their income would be somewhat to significantly higher in their new location (Tables 3 - 4, 7 - 8; Figure 1).

Approximately 46 percent of the movers who came to Floyd County said they were very satisfied with their new location and at least 50 percent of the respondents who moved in said they would definitely do their move over again. In contrast, less than 17 percent of those who left Floyd County for another state said they would definitely do the move again (Table 4).

The goal of this study is to better understand the experiences of people who have moved. This report focuses on the findings for Floyd 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 Floyd 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 Floyd County was 41.3 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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