

New Mover Studies: Hamilton County

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Findings

This report highlights the findings and experiences of Hamilton 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 Hamilton County participated in the survey, 23 who moved into the county, 33 who moved out, and three who moved within the county but changed zipcode (Table 1). In many respects, the

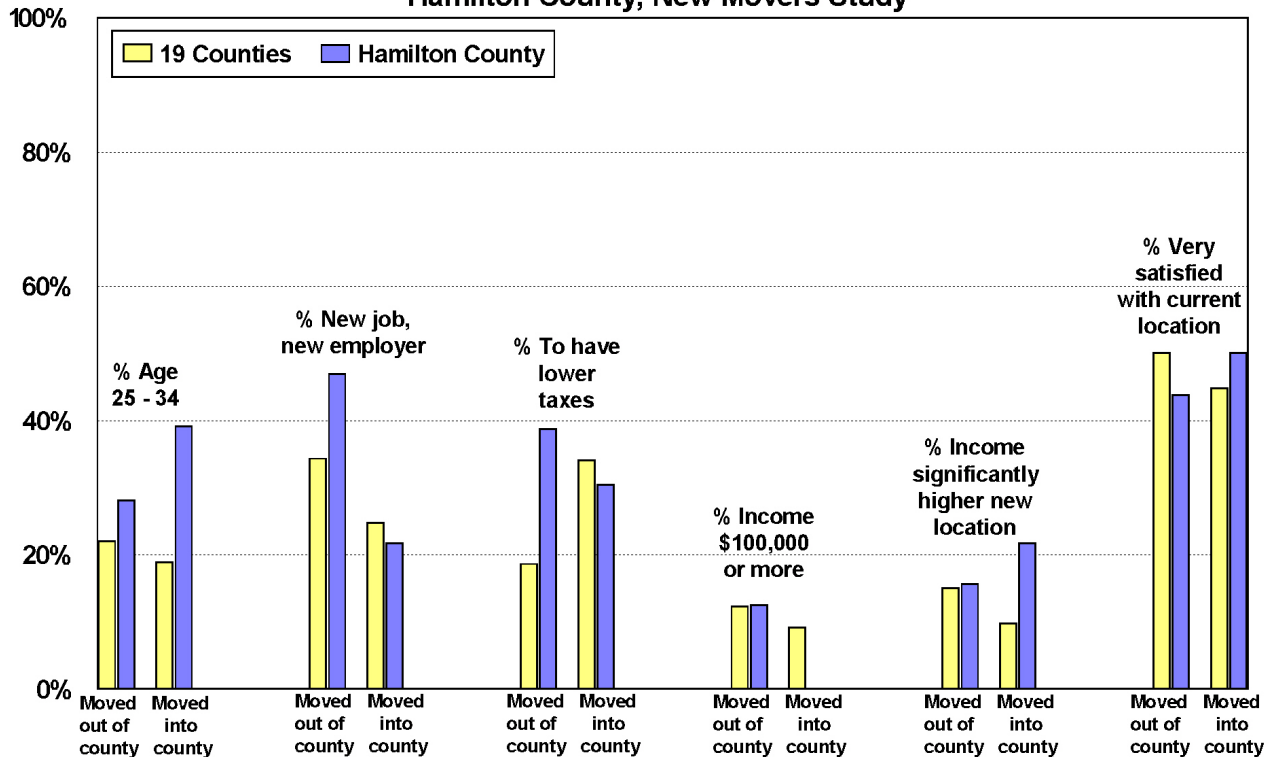
Hamilton County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

The age profile for the Hamilton movers in the study differed from that for the total set of movers in that those who came to Hamilton County from other areas of Iowa tended to be younger than was generally the case. Forty-two percent of this group of movers were age 25 - 34 with a median age of 36 (Tables 1, 5; Figure 1). Males made up a larger proportion of the movers in Hamilton than among those overall. Nearly 90 percent of those leaving for another state were male. The Hamilton respondents were also more likely than those overall to report that they had never been married. This was the case for 44 percent of the movers who

left Hamilton for other states. On the other hand, 37 percent who left Hamilton for other Iowa counties said they were divorced or separated (Tables 1, 5). More of the Hamilton respondents than those overall reported having a bachelor's degree or more education. About equal proportions (45 - 47 percent) with college degrees moved into or out of the county (Tables 1, 5).

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. Although reasons related to work tended generally to be of high importance, the respondents who left Hamilton County for other counties in Iowa were especially high in this regard. Nearly 61 percent of that group said that work was the most important reason for their move. In

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Hamilton County, New Movers Study



Source: Community Vitality Center, New Movers Study

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Table 1. 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	59	33	23	3	24	19	9	4
Median age in years	43.0	43.0	40.0	*	43.0	36.0	43.0	68.5
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	31.0	28.1	39.1	*	29.2	42.1	25.0	25.0
% Age 70 or older	17.2	15.6	17.4	*	16.7	10.5	12.5	50.0
Gender	%	%	%	%	%	%	%	%
% Male	59.3	66.7	47.8	*	58.3	42.1	88.9	75.0
% Female	40.7	33.3	52.2	*	41.7	57.9	11.1	25.0
Marital status	%	%	%	%	%	%	%	%
% Never married	16.9	18.2	17.4	*	8.3	21.1	44.4	0.0
% Married	54.2	51.5	56.5	*	50.0	52.6	55.6	75.0
% Divorced or separated	22.0	27.2	17.4	*	37.5	21.1	0.0	0.0
% Widowed	6.8	3.0	8.7	*	4.2	5.3	0.0	25.0
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	6.8	12.1	0.0	*	16.7	0.0	0.0	0.0
% High school graduate or equivalent	11.9	6.1	17.4	*	8.3	10.5	0.0	50.0
% Some college or vocational training	16.9	12.1	26.1	*	16.7	26.3	0.0	25.0
% Associate degree	16.9	24.2	8.7	*	25.0	10.5	22.2	0.0
% Bachelor degree or more	47.4	45.4	47.8	*	33.3	52.6	77.8	25.0
Most important reason for moving								
Number of reasons ¹	83	43	36	*	28	27	15	9
Type of reason	%	%	%	%	%	%	%	%
Work, income, education, retirement	44.6	58.1	27.8	*	60.7	25.9	53.3	33.3
Family, friends, health	20.5	9.3	33.3	*	14.3	29.6	0.0	44.4
Community, services, amenities	22.9	27.9	19.4	*	17.9	18.5	46.7	22.2
Housing	12.0	4.7	19.4	*	7.1	25.9	0.0	0.0
Other	0.0	0.0	0.0	*	0.0	0.0	0.0	0.0

*Information suppressed, fewer than 4 respondents. ¹Number of reasons exceeds number of respondents because some respondents gave more than one reason.

Community Vitality Center, Iowa State University, Ames, IA

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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
Number of respondents	59	33	23	3	24	19	9	4
Factors in Moving Decision	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Moved, commuted, same employer	16.9	9.1	26.1	*	12.5	31.6	0.0	0.0
Job transfer by employer to location	6.8	9.1	4.3	*	12.5	5.3	0.0	0.0
Laid off from previous job	5.1	9.1	0.0	*	8.3	0.0	11.1	0.0
New job with new employer	36.2	46.9	21.7	*	43.5	26.3	55.6	0.0
Moved to look for new job or work	15.5	12.5	21.7	*	8.3	21.1	25.0	25.0
Retired from previous employment	15.5	12.5	17.4	*	16.7	5.3	0.0	75.0
To be nearer parents	25.4	24.2	30.4	*	20.8	36.8	33.3	0.0
To be nearer children	17.2	18.8	17.4	*	25.0	15.8	0.0	25.0
To live with spouse or partner	12.1	9.4	17.4	*	12.5	21.1	0.0	0.0
To be nearer siblings, other relatives	33.3	29.0	43.5	*	30.4	42.1	25.0	50.0
To be nearer friends, acquaintances	32.8	34.4	34.8	*	41.7	31.6	12.5	50.0
Change in marital status	8.6	6.3	13.0	*	8.3	15.8	0.0	0.0
Place easier find spouse or partner	12.1	18.8	4.3	*	20.8	5.3	12.5	0.0
Decline in health	6.9	0.0	8.7	*	0.0	5.3	0.0	25.0
Take care aging parents	6.9	6.3	8.7	*	8.3	10.5	0.0	0.0
Find less congested place to live	24.1	15.6	39.1	*	20.8	36.8	0.0	50.0
Find safer place to live	20.7	21.9	21.7	*	25.0	21.1	12.5	25.0
Live in desirable natural environment	29.3	31.3	30.4	*	29.2	26.3	37.5	50.0
More outdoor recreation	27.6	40.6	13.0	*	37.5	10.5	50.0	25.0
Find arts, entertainment, cultural	25.9	37.5	13.0	*	33.3	10.5	50.0	25.0
Find simpler pace of life	25.9	25.0	30.4	*	29.2	21.1	12.5	75.0
Find more exciting lifestyle	17.2	25.0	8.7	*	20.8	10.5	37.5	0.0
Live someplace new, have fresh start	40.4	48.4	34.8	*	50.0	31.6	42.9	50.0
Lower cost of housing	36.2	37.5	30.4	*	45.8	26.3	12.5	50.0
Have lower taxes	33.3	38.7	30.4	*	43.5	26.3	25.0	50.0
Have better internet, tv, phone	8.6	9.4	8.7	*	8.3	5.3	12.5	25.0
Find better quality local schools	15.5	15.6	13.0	*	20.8	10.5	0.0	25.0
Opportunities children to achieve	22.8	25.8	17.4	*	30.4	15.8	12.5	25.0
Have more ethnic diversity	1.7	3.1	0.0	*	4.2	0.0	0.0	0.0
Have less ethnic diversity	1.7	0.0	4.3	*	0.0	0.0	0.0	25.0

*Information suppressed, fewer than 4 respondents. 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	59	33	23	3	24	19	9	4	
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
In current state	83.9	78.1	90.5	*	100.0	100.0	12.5	50.0	
In current county	28.8	27.6	20.0	*	31.8	18.8	14.3	25.0	
In or near current city/town	33.3	35.7	20.0	*	40.9	17.6	16.7	33.3	
Used source of information for move	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Internet	32.2	30.3	39.1	*	20.8	42.1	55.6	25.0	
TV, magazines, newspapers	25.4	24.2	30.4	*	20.8	26.3	33.3	50.0	
Current community resident	22.0	27.3	17.4	*	33.3	15.8	11.1	25.0	
Employer or co-workers	22.0	30.3	13.0	*	37.5	10.5	11.1	25.0	
Friends and acquaintances	30.5	33.3	30.4	*	45.8	26.3	0.0	50.0	
Family	25.4	27.3	21.7	*	29.2	21.1	22.2	25.0	
Travel or vacation to new location	10.2	15.2	4.3	*	12.5	0.0	22.2	25.0	
Attended school or college there	3.4	3.0	4.3	*	0.0	0.0	11.1	25.0	
Ease of finding housing at new location	%	%	%	%	%	%	%	%	%
Very difficult (1)	8.6	6.1	9.1	*	8.3	0.0	0.0	50.0	
Somewhat difficult (2)	10.3	12.1	9.1	*	12.5	11.1	11.1	0.0	
Neither difficult or easy (3)	19.0	15.2	27.3	*	16.7	27.8	11.1	25.0	
Somewhat easy (4)	24.1	30.3	18.2	*	25.0	16.7	44.4	25.0	
Very easy (5)	37.9	36.4	36.4	*	37.5	44.4	33.3	0.0	
Average rating finding housing (1 – 5)	3.72	3.79	3.64	*	3.71	3.94	4.00	2.25	
Household income for 2004	%	%	%	%	%	%	%	%	%
Less than \$20,000 (1)	15.8	12.5	21.7	*	13.0	26.3	11.1	0.0	
\$20,000 - \$34,999 (2)	22.8	31.3	13.0	*	34.8	5.3	22.2	50.0	
\$35,000 - \$49,999 (3)	10.5	0.0	21.7	*	0.0	26.3	0.0	0.0	
\$50,000 - \$69,999 (4)	33.3	37.5	26.1	*	30.4	21.1	55.6	50.0	
\$70,000 - \$99,999 (5)	10.5	6.3	17.4	*	8.7	21.1	0.0	0.0	
\$100,000 - \$149,999 (6)	5.3	9.4	0.0	*	8.7	0.0	11.1	0.0	
\$150,000 or more (7)	1.8	3.1	0.0	*	4.3	0.0	0.0	0.0	
Average income category (1 – 7)	3.23	3.34	3.04	*	3.30	3.05	3.44	3.00	

*Information suppressed, fewer than 4 respondents. ¹ Respondents could respond "Yes" to more than one source.

New Mover Studies: Hamilton 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	33	23	3	24	19	9	4
Current location income compared with previous location income	%	%	%	%	%	%	%	%
Significantly lower income (1)	8.8	3.1	17.4	*	4.3	15.8	0.0	25.0
Somewhat lower income (2)	19.3	25.0	13.0	*	26.1	10.5	22.2	25.0
About same income (3)	29.8	21.9	39.1	*	26.1	42.1	11.1	25.0
Somewhat higher income (4)	24.6	34.4	8.7	*	39.1	10.5	22.2	0.0
Significantly higher income (5)	17.5	15.6	21.7	*	4.3	21.1	44.4	25.0
Average comparison income (1 – 5)	3.23	3.34	3.04	*	3.13	3.11	3.89	2.75
Satisfaction with previous location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	8.5	9.1	8.7	*	12.5	10.5	0.0	0.0
Somewhat dissatisfied (2)	13.6	12.1	17.4	*	4.2	21.1	33.3	0.0
Neither dissatisfied or satisfied (3)	16.9	24.2	8.7	*	29.2	10.5	11.1	0.0
Somewhat satisfied (4)	25.4	21.2	30.4	*	25.0	21.1	11.1	75.0
Very satisfied (5)	35.6	33.3	34.8	*	29.2	36.8	44.4	25.0
Average satisfaction previous (1 – 5)	3.66	3.58	3.65	*	3.54	3.53	3.67	4.25
Satisfaction with current location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	7.0	12.5	0.0	*	8.3	0.0	25.0	0.0
Somewhat dissatisfied (2)	5.3	3.1	9.1	*	4.2	0.0	0.0	50.0
Neither dissatisfied or satisfied (3)	12.3	9.4	13.6	*	12.5	16.7	0.0	0.0
Somewhat satisfied (4)	29.8	31.3	27.3	*	29.2	22.2	37.5	50.0
Very satisfied (5)	45.6	43.8	50.0	*	45.8	61.1	37.5	0.0
Average satisfaction current (1 – 5)	4.02	3.91	4.18	*	4.00	4.44	3.62	3.00
Would do move over again	%	%	%	%	%	%	%	%
Definitely not (1)	1.7	3.0	0.0	*	4.2	0.0	0.0	0.0
Probably not (2)	1.7	0.0	4.3	*	0.0	0.0	0.0	25.0
Undecided (3)	13.6	12.1	13.0	*	16.7	10.5	0.0	25.0
Probably yes (4)	30.5	33.3	30.4	*	37.5	31.6	22.2	25.0
Definitely yes (5)	52.5	51.5	52.2	*	41.7	57.9	77.8	25.0
Average rating do move over (1 – 5)	4.31	4.30	4.30	*	4.13	4.47	4.78	3.50

*Information suppressed, fewer than 4 respondents.

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

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New Mover Studies: Hamilton County

contrast, among the respondents who came from other Iowa counties, just 26 percent cited work as most important while another 26 percent said housing was their most important factor (Tables 1, 5). Along this same line, larger proportions of the movers leaving Hamilton said they had taken a new job with a new employer than was the case overall. Fifty-five percent of those going to another state said that a new job was a factor in their move (Tables 2, 6; Figure 1).

The Hamilton movers were very similar to those in other counties in that the respondents who came into Hamilton County were more likely than those who left to say that wanting a less congested place to live was a factor in their moving decision. None of those who left for other states cited this factor. In contrast, 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 Hamilton County. Half of the respondents who moved to other states cited arts and entertainment as factors in their decision to move (Tables 2, 6).

The Hamilton County respondents differed from those overall in that those moving out of the county were more likely than those moving in to say they wanted to have lower taxes. This was a reverse of the overall findings. Forty-three percent of those leaving for other areas of Iowa said that lower taxes was a factor in their decision (Tables 2, 6; Figure 1).

In general, the Hamilton movers were similar to the overall set of respondents in reporting the ease or difficulty in finding housing after they moved. Differences emerged, however, in the household

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.

income reported by the respondents coming to Hamilton County. This group was less likely than those overall to report the highest levels of income; none of these movers had household income of \$100,000 or more (Tables 3, 7; Figure 1). This same group of movers, however, were more likely than those overall to report that their income would be significantly higher in their new location. Nearly 22 percent of the respondents coming to Hamilton County thought their household income would be significantly higher after the move than before (Tables 4, 8; Figure 1).

The respondents coming to Hamilton County tended to be satisfied with their move. Half of this group said they were very satisfied with their current location and none reported being very dissatisfied. Overall, 52 percent of those who came to Hamilton County said they would definitely do their 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 Hamilton 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 Hamilton 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 Hamilton County was 40.4 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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