

New Mover Studies: Hardin County

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Findings

This report highlights the findings and experiences of Hardin 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

Sixty-seven respondents from Hardin County participated in the survey, 28 who moved into the county, 30 who moved out, and nine who moved within the county but changed zipcode (Table 1). In many respects, the

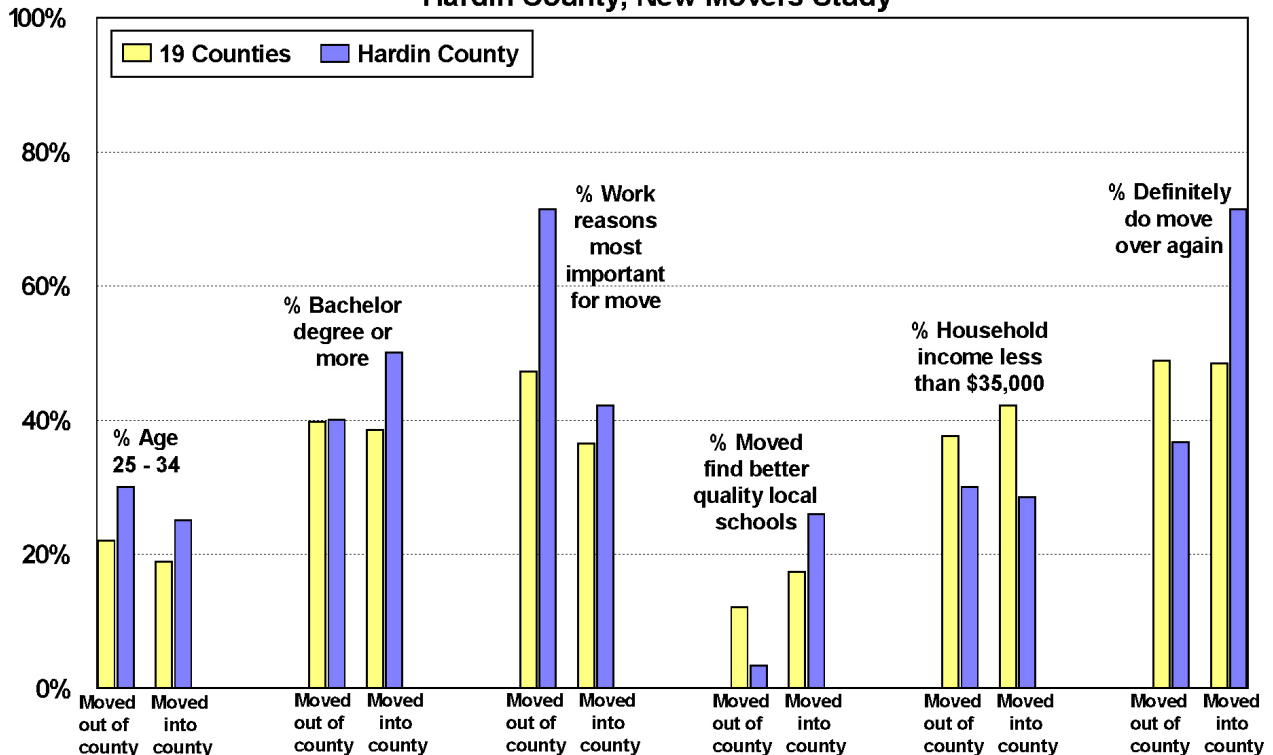
Hardin County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

The Hardin County movers tended to be younger than was generally the case for other respondents in the study. The median age for both those moving into and going out of Hardin was at least five years younger than for the overall set of movers. One-fourth of those who moved into the county were age 25 to 34 (Tables 1, 5; Figure 1). Males made up a larger proportion of the movers in Hardin than among those overall. Sixty percent of those moving either in or out were male. Nearly one-fourth of those who left the county reported that they had never been married. In contrast, all of the respondents who came into Hardin County

said that they were married, divorced, or widowed (Table 1). Half of the movers coming into Hardin said they had a bachelor's degree or more education (Table 1; Figure 1).

Reasons for moving varied among the respondents, but generally fell into those related to work, family, community, or housing. Work related reasons tended to be cited as the most important reason for moving by the Hardin movers, although there were significant contrasts between the groups. More than 71 percent of those who moved out of Hardin noted reasons related to work as most important, much higher than for those overall or for those who moved into the county (Tables 1, 5; Figure 1). Many of the respondents who left Hardin County cited a new job with a

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



Source: Community Vitality Center, New Movers Study

	Type and Direction of Move							
	Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State	Total
Number of respondents	30	28	9	24	18	6	10	67
Median age in years	37.0	41.5	58.0	38.0	41.5	31.0	41.5	41.0
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	30.0	25.0	11.1	33.3	27.8	16.7	20.0	25.4
% Age 70 or older	3.3	17.9	33.3	4.2	11.1	0.0	30.0	13.4
Gender	%	%	%	%	%	%	%	%
% Male	60.0	60.7	66.7	54.2	61.1	83.3	60.0	61.2
% Female	40.0	39.3	33.3	45.8	38.9	16.7	40.0	38.8
Marital status	%	%	%	%	%	%	%	%
% Never married	24.1	0.0	22.2	26.1	0.0	16.7	0.0	13.6
% Married	58.6	67.9	44.4	52.2	66.7	83.3	70.0	60.6
% Divorced or separated	13.8	21.4	11.1	17.4	27.8	0.0	10.0	16.7
% Widowed	3.4	10.7	22.2	4.3	5.6	0.0	20.0	9.1
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
% High school graduate or equivalent	6.7	25.0	44.4	4.2	22.2	16.7	30.0	19.4
% Some college or vocational training	30.0	21.4	11.1	33.3	16.7	16.7	30.0	23.9
% Associate degree	23.3	3.6	0.0	25.0	5.6	16.7	0.0	11.9
% Bachelor degree or more	40.0	50.0	44.4	37.5	55.5	50.0	40.0	44.8
Most important reason for moving								
Number of reasons ¹	42	38	13	36	24	6	14	93
Type of reason	%	%	%	%	%	%	%	%
Work, income, education, retirement	71.4	42.1	15.4	69.4	50.0	83.3	28.6	51.6
Family, friends, health	11.9	23.7	15.4	11.1	12.5	16.7	42.9	17.2
Community, services, amenities	14.3	18.4	23.1	16.7	16.7	0.0	21.4	17.2
Housing	2.4	13.2	46.2	2.8	16.7	0.0	7.1	12.9
Other	0.0	2.6	0.0	0.0	4.2	0.0	0.0	1.1

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

New Mover Studies: Hardin 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	% Yes
Number of respondents	67	30	28	9	24	18	6	10		
Factors in Moving Decision	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Moved, commuted, same employer	14.5	15.4	17.9	0.0	18.2	27.8	0.0	0.0	0.0	0.0
Job transfer by employer to location	4.8	7.7	3.6	0.0	9.1	0.0	0.0	0.0	0.0	10.0
Laid off from previous job	6.5	15.4	0.0	0.0	18.2	0.0	0.0	0.0	0.0	0.0
New job with new employer	28.1	42.9	21.4	0.0	36.4	22.2	66.7	20.0	20.0	20.0
Moved to look for new job or work	16.1	26.9	7.1	12.5	31.8	5.6	0.0	10.0	10.0	10.0
Retired from previous employment	11.1	3.7	17.9	12.5	4.3	16.7	0.0	20.0	20.0	20.0
To be nearer parents	23.4	17.2	29.6	25.0	17.4	27.8	16.7	33.3	33.3	33.3
To be nearer children	17.9	10.0	25.0	22.2	12.5	16.7	0.0	40.0	40.0	40.0
To live with spouse or partner	17.5	20.7	11.5	25.0	21.7	16.7	16.7	0.0	0.0	0.0
To be nearer siblings, other relatives	30.3	17.2	39.3	44.4	17.4	33.3	16.7	50.0	50.0	50.0
To be nearer friends, acquaintances	32.8	31.0	33.3	37.5	34.8	22.2	16.7	55.6	55.6	55.6
Change in marital status	15.4	6.9	22.2	22.2	8.7	16.7	0.0	33.3	33.3	33.3
Place easier find spouse or partner	3.1	6.9	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0
Decline in health	10.8	3.4	14.8	22.2	4.3	5.6	0.0	33.3	33.3	33.3
Take care aging parents	7.7	6.9	7.4	11.1	8.7	5.6	0.0	11.1	11.1	11.1
Find less congested place to live	21.5	6.9	37.0	22.2	8.7	38.9	0.0	33.3	33.3	33.3
Find safer place to live	26.2	10.3	44.4	22.2	13.0	50.0	0.0	33.3	33.3	33.3
Live in desirable natural environment	36.4	26.7	44.4	44.4	25.0	50.0	33.3	33.3	33.3	33.3
More outdoor recreation	26.2	20.7	29.6	33.3	17.4	33.3	33.3	22.2	22.2	22.2
Find arts, entertainment, cultural	20.0	31.0	14.8	0.0	26.1	16.7	50.0	11.1	11.1	11.1
Find simpler pace of life	33.8	10.3	59.3	33.3	13.0	55.6	0.0	66.7	66.7	66.7
Find more exciting lifestyle	23.1	27.6	18.5	22.2	30.4	16.7	16.7	22.2	22.2	22.2
Live someplace new, have fresh start	40.0	34.5	44.4	44.4	34.8	38.9	33.3	55.6	55.6	55.6
Lower cost of housing	26.2	6.9	44.4	33.3	8.7	50.0	0.0	33.3	33.3	33.3
Have lower taxes	20.0	3.4	40.7	11.1	4.3	44.4	0.0	33.3	33.3	33.3
Have better internet, tv, phone	6.3	10.3	3.8	0.0	8.7	5.6	16.7	0.0	0.0	0.0
Find better quality local schools	12.3	3.4	25.9	0.0	4.3	22.2	0.0	33.3	33.3	33.3
Opportunities children to achieve	18.5	17.2	25.9	0.0	13.0	27.8	33.3	22.2	22.2	22.2
Have more ethnic diversity	12.3	17.2	11.1	0.0	21.7	11.1	0.0	11.1	11.1	11.1
Have less ethnic diversity	4.7	3.4	7.7	0.0	4.3	0.0	0.0	22.2	22.2	22.2

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	% Yes ¹	% Yes			
Number of respondents	67	30	28	9	24	18	6	10						
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
In current state	81.3	75.9	81.5	100.0	91.3	94.1	16.7	60.0						
In current county	32.8	17.9	30.8	100.0	18.2	29.4	16.7	33.3						
In or near current city/town	34.9	21.4	30.8	88.9	22.7	29.4	16.7	33.3						
Used source of information for move	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Internet	29.9	50.0	17.9	0.0	45.8	27.8	66.7	0.0						
TV, magazines, newspapers	19.4	30.0	14.3	0.0	33.3	22.2	16.7	0.0						
Current community resident	23.9	23.3	21.4	33.3	16.7	33.3	50.0	0.0						
Employer or co-workers	29.9	40.0	25.0	11.1	37.5	22.2	50.0	30.0						
Friends and acquaintances	40.3	40.0	28.6	77.8	37.5	27.8	50.0	30.0						
Family	34.3	23.3	39.3	55.6	25.0	38.9	16.7	40.0						
Travel or vacation to new location	10.4	10.0	14.3	0.0	8.3	11.1	16.7	20.0						
Attended school or college there	9.0	13.3	7.1	0.0	12.5	5.6	16.7	10.0						
Ease of finding housing at new location	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very difficult (1)	6.1	6.9	7.1	0.0	8.7	5.6	0.0	10.0						
Somewhat difficult (2)	24.2	27.6	25.0	11.1	30.4	33.3	16.7	10.0						
Neither difficult or easy (3)	15.2	24.1	7.1	11.1	26.1	11.1	16.7	0.0						
Somewhat easy (4)	25.8	20.7	32.1	22.2	21.7	27.8	16.7	40.0						
Very easy (5)	28.8	20.7	28.6	55.6	13.0	22.2	50.0	40.0						
Average rating finding housing (1 – 5)	3.47	3.21	3.50	4.22	3.00	3.28	4.00	3.90						
Household income for 2004	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Less than \$20,000 (1)	12.1	13.3	7.1	25.0	16.7	5.6	0.0	10.0						
\$20,000 - \$34,999 (2)	16.7	16.7	21.4	0.0	20.8	22.2	0.0	20.0						
\$35,000 - \$49,999 (3)	22.7	16.7	21.4	50.0	12.5	22.2	33.3	20.0						
\$50,000 - \$69,999 (4)	21.2	16.7	32.1	0.0	16.7	33.3	16.7	30.0						
\$70,000 - \$99,999 (5)	15.2	20.0	10.7	12.5	20.8	16.7	16.7	0.0						
\$100,000 - \$149,999 (6)	10.6	16.7	3.6	12.5	12.5	0.0	33.3	10.0						
\$150,000 or more (7)	1.5	0.0	3.6	0.0	0.0	0.0	0.0	10.0						
Average income category (1 – 7)	3.48	3.63	3.43	3.12	3.42	3.33	4.50	3.60						

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

		Type and Direction of Move									
		Moved Out Of County	Moved Into County	Within County, Different Zipcode	Out To Different Iowa County	In From Different Iowa County	Out To Another State	In From Another State			
Number of respondents		67	30	28	9	24	18	6	10		
Current location income compared with previous location income		%	%	%	%	%	%	%	%		
Significantly lower income (1)		9.0	13.3	7.1	0.0	16.7	11.1	0.0	0.0		
Somewhat lower income (2)		10.4	6.7	14.3	11.1	4.2	16.7	16.7	10.0		
About same income (3)		37.3	30.0	42.9	44.4	33.3	33.3	16.7	60.0		
Somewhat higher income (4)		26.9	26.7	21.4	44.4	29.2	27.8	16.7	10.0		
Significantly higher income (5)		16.4	23.3	14.3	0.0	16.7	11.1	50.0	20.0		
Average comparison income (1 – 5)		3.31	3.40	3.21	3.33	3.25	3.11	4.00	3.40		
Satisfaction with previous location		%	%	%	%	%	%	%	%		
Very dissatisfied (1)		13.4	6.7	17.9	22.2	4.2	11.1	16.7	30.0		
Somewhat dissatisfied (2)		9.0	10.0	7.1	11.1	12.5	11.1	0.0	0.0		
Neither dissatisfied or satisfied (3)		16.4	26.7	7.1	11.1	29.2	11.1	16.7	0.0		
Somewhat satisfied (4)		20.0	10.0	32.1	22.2	8.3	38.9	16.7	20.0		
Very satisfied (5)		40.3	46.7	35.7	33.3	45.8	27.8	50.0	50.0		
Average satisfaction previous (1 – 5)		3.66	3.80	3.61	3.33	3.79	3.61	3.83	3.60		
Satisfaction with current location		%	%	%	%	%	%	%	%		
Very dissatisfied (1)		6.1	6.7	7.4	0.0	4.2	0.0	16.7	20.0		
Somewhat dissatisfied (2)		12.1	13.3	14.8	0.0	12.5	17.6	16.7	10.0		
Neither dissatisfied or satisfied (3)		1.5	3.3	0.0	0.0	4.2	0.0	0.0	0.0		
Somewhat satisfied (4)		25.8	33.3	18.5	22.2	33.3	23.5	33.3	10.0		
Very satisfied (5)		54.5	43.3	59.3	77.8	45.8	58.8	33.3	60.0		
Average satisfaction current (1 – 5)		4.11	3.93	4.07	4.78	4.04	4.24	3.50	3.80		
Would do move over again		%	%	%	%	%	%	%	%		
Definitely not (1)		3.0	6.7	0.0	0.0	4.2	0.0	16.7	0.0		
Probably not (2)		3.0	3.3	0.0	11.1	4.2	0.0	0.0	0.0		
Undecided (3)		7.5	6.7	10.7	0.0	8.3	11.1	0.0	10.0		
Probably yes (4)		31.3	46.7	17.9	22.2	45.8	22.2	50.0	10.0		
Definitely yes (5)		55.2	36.7	71.4	66.7	37.5	66.7	33.3	80.0		
Average rating do move over (1 – 5)		4.33	4.03	4.61	4.44	4.08	4.56	3.83	4.70		

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.

Community Vitality Center, Iowa State University, Ames, IA

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	
		% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Number of respondents	737	327	366	85	206	207	121	159						
Factors in Moving Decision														
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: Hardin County

new employer, but others reported moving to look for a new job or being laid off from work. Two-thirds of those leaving Hardin for another state said that a new job was a factor in their move (Table 2).

Like the movers in other counties, family factors were important for many Hardin respondents. Moving to be nearer parents, children, siblings, or friends were cited most often among the family factors. The Hardin movers were very similar to those in other counties in that the respondents who came into Hardin County were more likely than those who left to say that wanting a less congested place to live, or a safer place to live, or a simpler pace of life was a factor in their moving decision. In contrast, those moving out were more likely to say they wanted more arts, entertainment, or cultural activities or a more exciting lifestyle than those who came into Hardin County. Half of the respondents who moved to other states cited arts and entertainment as factors in their decision to move (Tables 2, 6).

Respondents coming into Hardin County were more likely than those who left to say they wanted to lower the cost of housing or wanted to have lower taxes. In addition, more than one-fourth of those moving in said they wanted to find better quality local schools or more opportunities for their children to achieve (Table 2; Figure 1). Many (81%) of those coming to Hardin had previously lived in Iowa, but just 31 percent had lived in Hardin County before their move (Table 3).

Movers coming into Hardin, on average, found the search for housing to be easier than those who left. Sixty percent of the new Hardin residents reported that housing was somewhat to very easy to find after they moved compared with

Table 9. Mover Categories and Type and Direction of Move.

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.

forty-one percent of respondents who left the county (Table 3). The Hardin County movers, both those moving in and those moving out, tended to have somewhat higher income than the overall set of respondents. Fewer of the Hardin movers than those in the other areas of the state reported their income to be in the lowest income categories (Tables 3, 7; Figure 1). In addition, more than one-third of the movers into Hardin County reported that their income would be somewhat to significantly higher after the move than before (Tables 4, 8).

The respondents coming to Hardin County reported somewhat more satisfaction after their move than did those who left the county. A large majority of the movers coming into Hardin, whether from other counties in Iowa or from other states, said they were very satisfied with their new location. Seventy-one percent of these movers reported that 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 Hardin 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 Hardin 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 Hardin County was 41.9 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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