

New Mover Studies: Page County

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Findings

This report highlights the findings and experiences of Page 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-two respondents from Page County participated in the survey, 31 who moved into the county, 16 who moved out, and five who moved within the county but changed zipcode (Table 1). In many respects, the Page

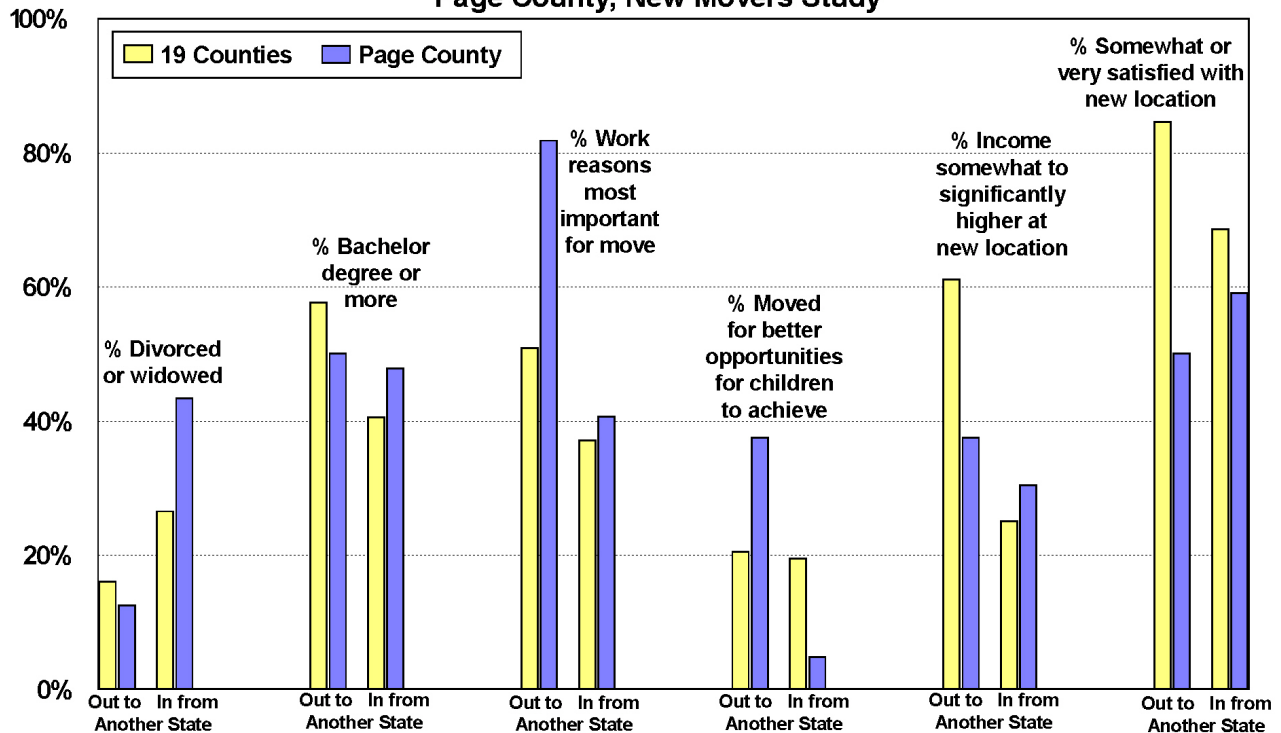
County participants shared similar characteristics and responses with the overall set of respondents, but in some aspects there were differences.

The age profile among the Page movers in the study was older than that of the total set of movers. Regardless of the type or direction of move, the median age was older for the Page County movers than for the groups overall (Tables 1, 5). Males made up a larger proportion of the movers in Page than among those overall, again across all the mover groups. The respondents who came to Page County from other states were less likely than those overall to be married and more likely to be divorced or widowed (Tables 1, 5; Figure 1). The education profile for the Page movers, however, was similar to the overall but with the group

moving into Page County from other states reporting a somewhat higher level of college bachelor degrees (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 Page County for other states were especially high in this regard. Nearly 82 percent said that work was the most important factor in their decision to move (Tables 1, 5; Figure 1). As other factors influenced the moving decision, the respondents who came to Page from other states were more likely than those overall to cite a decline in health (Tables 2, 6).

Figure 1: Selected Demographic, Moving Decision, and Satisfaction Factors, Page 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	52	16	31	5	8	8	8	23
Median age in years	56.0	54.0	56.0	54.0	60.0	62.0	48.0	56.0
Selected age categories	%	%	%	%	%	%	%	%
% Age 25 – 34	9.8	13.3	6.5	20.0	0.0	12.5	25.0	4.3
% Age 70 or older	15.7	0.0	22.6	20.0	0.0	37.5	0.0	17.4
Gender	%	%	%	%	%	%	%	%
% Male	72.5	80.0	64.5	100.0	85.7	75.0	75.0	60.9
% Female	27.5	20.0	35.5	0.0	14.3	25.0	25.0	39.1
Marital status	%	%	%	%	%	%	%	%
% Never married	3.9	6.7	3.2	0.0	0.0	0.0	12.5	4.3
% Married	66.7	80.0	58.1	80.0	85.7	75.0	75.0	52.2
% Divorced or separated	17.6	13.3	19.4	20.0	14.3	12.5	12.5	21.7
% Widowed	11.8	0.0	19.4	0.0	0.0	12.5	0.0	21.7
Highest level of education completed	%	%	%	%	%	%	%	%
% Less than high school graduate	7.8	13.3	3.2	20.0	28.6	12.5	0.0	0.0
% High school graduate or equivalent	9.8	0.0	12.9	20.0	0.0	12.5	0.0	13.0
% Some college or vocational training	31.4	26.7	35.5	20.0	42.9	37.5	12.5	34.8
% Associate degree	9.8	20.0	6.5	0.0	0.0	12.5	37.5	4.3
% Bachelor degree or more	41.2	40.0	41.9	40.0	28.6	25.0	50.0	47.8
Most important reason for moving								
Number of reasons ¹	71	22	43	6	11	11	11	32
Type of reason	%	%	%	%	%	%	%	%
Work, income, education, retirement	43.7	54.5	44.2	0.0	27.3	54.5	81.8	40.6
Family, friends, health	21.1	9.1	25.6	33.3	9.1	18.2	9.1	28.1
Community, services, amenities	22.5	18.2	25.6	16.7	27.3	27.3	9.1	25.0
Housing	11.3	13.6	4.7	50.0	27.3	0.0	0.0	6.3
Other	1.4	4.5	0.0	0.0	9.1	0.0	0.0	0.0

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

New Mover Studies: Page 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	52	16	31	5	8	8	8	23
Factors in Moving Decision								
Moved, commuted, same employer	6.7	0.0	11.5	0.0	0.0	16.7	0.0	10.0
Job transfer by employer to location	13.3	13.3	16.0	0.0	0.0	20.0	25.0	15.0
Laid off from previous job	4.3	0.0	7.7	0.0	0.0	0.0	0.0	10.0
New job with new employer	26.1	40.0	23.1	0.0	42.9	0.0	37.5	30.0
Moved to look for new job or work	15.2	20.0	15.4	0.0	14.3	0.0	25.0	20.0
Retired from previous employment	22.4	18.8	25.0	20.0	25.0	50.0	12.5	18.2
To be nearer parents	21.3	13.3	25.9	20.0	0.0	16.7	25.0	28.6
To be nearer children	24.5	20.0	27.6	20.0	28.6	37.5	12.5	23.8
To live with spouse or partner	10.6	13.3	7.4	20.0	14.3	16.7	12.5	4.8
To be nearer siblings, other relatives	32.7	20.0	41.4	20.0	14.3	33.3	25.0	43.5
To be nearer friends, acquaintances	27.7	40.0	22.2	20.0	42.9	16.7	37.5	23.8
Change in marital status	10.6	0.0	11.1	40.0	0.0	0.0	0.0	14.3
Place easier find spouse or partner	10.6	13.3	7.4	20.0	14.3	0.0	12.5	9.5
Decline in health	20.8	13.3	25.0	20.0	28.6	16.7	0.0	27.3
Take care aging parents	2.1	0.0	3.7	0.0	0.0	0.0	0.0	4.8
Find less congested place to live	29.8	6.7	44.4	20.0	14.3	33.3	0.0	47.6
Find safer place to live	29.8	6.7	48.1	0.0	14.3	50.0	0.0	47.6
Live in desirable natural environment	40.4	26.7	48.1	40.0	28.6	50.0	25.0	47.6
More outdoor recreation	29.2	33.3	28.6	20.0	42.9	28.6	25.0	28.6
Find arts, entertainment, cultural	25.5	53.3	11.1	20.0	57.1	16.7	50.0	9.5
Find simpler pace of life	41.7	12.5	59.3	40.0	25.0	66.7	0.0	57.1
Find more exciting lifestyle	25.5	46.7	11.1	40.0	42.9	16.7	50.0	9.5
Live someplace new, have fresh start	39.1	26.7	42.3	60.0	0.0	50.0	50.0	40.0
Lower cost of housing	35.4	20.0	46.4	20.0	28.6	33.3	12.5	50.0
Have lower taxes	27.7	13.3	37.0	20.0	14.3	33.3	12.5	38.1
Have better internet, tv, phone	8.5	13.3	3.7	20.0	14.3	16.7	12.5	0.0
Find better quality local schools	8.5	13.3	7.4	0.0	14.3	16.7	12.5	4.8
Opportunities children to achieve	17.0	26.7	11.1	20.0	14.3	33.3	37.5	4.8
Have more ethnic diversity	4.3	13.3	0.0	0.0	0.0	0.0	25.0	0.0
Have less ethnic diversity	10.6	0.0	14.8	20.0	0.0	0.0	0.0	19.0

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

New Mover Studies: Page County											
Table 3. Lived in Area Previously, Sources of Information, Ease of Finding Housing, and Household Income 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	52	16	31	5	8	8	8	23			
Previously had lived:	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
In current state	68.6	56.3	70.0	100.0	87.5	100.0	25.0	59.1			
In current county	41.7	28.6	40.0	100.0	57.1	50.0	0.0	36.4			
In or near current city/town	40.4	21.4	41.4	100.0	42.9	62.5	0.0	33.3			
Used source of information for move	% Yes ¹	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes	% Yes
Internet	36.5	50.0	35.5	0.0	25.0	37.5	75.0	34.8			
TV, magazines, newspapers	17.3	31.3	6.5	40.0	37.5	0.0	25.0	8.7			
Current community resident	11.5	12.5	12.9	0.0	25.0	12.5	0.0	13.0			
Employer or co-workers	19.2	18.8	12.9	60.0	12.5	12.5	25.0	13.0			
Friends and acquaintances	32.7	37.5	19.0	40.0	25.0	50.0	50.0	21.7			
Family	38.5	25.0	41.9	60.0	37.5	62.5	12.5	34.8			
Travel or vacation to new location	13.5	25.0	9.7	0.0	25.0	0.0	25.0	13.0			
Attended school or college there	7.7	18.8	3.2	0.0	25.6	0.0	12.5	4.3			
Ease of finding housing at new location	%	%	%	%	%	%	%	%	%	%	%
Very difficult (1)	7.7	0.0	12.9	0.0	0.0	0.0	0.0	17.4			
Somewhat difficult (2)	25.0	25.0	25.8	20.0	50.0	50.0	0.0	17.4			
Neither difficult or easy (3)	23.1	25.0	19.4	40.0	0.0	25.0	50.0	17.4			
Somewhat easy (4)	13.5	12.5	16.1	0.0	12.5	12.5	12.5	17.4			
Very easy (5)	30.8	37.5	25.8	40.0	37.5	12.5	37.5	30.4			
Average rating finding housing (1 – 5)	3.35	3.63	3.16	3.60	3.38	2.88	3.88	3.26			
Household income for 2004	%	%	%	%	%	%	%	%	%	%	%
Less than \$20,000 (1)	15.7	13.3	12.9	40.0	12.5	0.0	14.3	17.4			
\$20,000 - \$34,999 (2)	19.6	20.0	19.4	20.0	37.5	25.0	0.0	17.4			
\$35,000 - \$49,999 (3)	17.6	26.7	16.1	0.0	25.0	37.5	28.6	8.7			
\$50,000 - \$69,999 (4)	19.6	13.3	22.6	20.0	12.5	25.0	14.3	21.7			
\$70,000 - \$99,999 (5)	13.7	6.7	16.1	20.0	0.0	12.5	14.3	17.4			
\$100,000 - \$149,999 (6)	7.8	6.7	9.7	0.0	0.0	0.0	14.3	13.0			
\$150,000 or more (7)	5.9	13.3	3.2	0.0	12.5	0.0	14.3	4.3			
Average income category (1 – 7)	3.43	3.53	3.52	2.60	3.00	3.25	4.14	3.61			

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

New Mover Studies: Page 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	52	16	31	5	8	8	8	23
Current location income compared with previous location income	%	%	%	%	%	%	%	%
Significantly lower income (1)	19.2	18.8	19.4	20.0	12.5	12.5	25.0	21.7
Somewhat lower income (2)	11.5	12.5	12.9	0.0	0.0	12.5	25.0	13.0
About same income (3)	40.4	31.3	38.7	80.0	50.0	50.0	12.5	34.8
Somewhat higher income (4)	25.0	31.3	25.8	0.0	37.5	12.5	25.0	30.4
Significantly higher income (5)	3.8	6.3	3.2	0.0	0.0	12.5	12.5	0.0
Average comparison income (1 – 5)	2.83	2.94	2.81	2.60	3.13	3.00	2.75	2.74
Satisfaction with previous location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	5.8	12.5	3.2	0.0	25.0	0.0	0.0	4.3
Somewhat dissatisfied (2)	7.7	6.3	9.7	0.0	12.5	25.0	0.0	4.3
Neither dissatisfied or satisfied (3)	7.7	12.5	6.5	0.0	0.0	0.0	25.0	8.7
Somewhat satisfied (4)	38.5	31.3	41.9	40.0	12.5	50.0	50.0	39.1
Very satisfied (5)	40.4	37.5	38.7	60.0	50.0	25.0	25.0	43.5
Average satisfaction previous (1 – 5)	4.00	3.75	4.03	4.60	3.50	3.75	4.00	4.13
Satisfaction with current location	%	%	%	%	%	%	%	%
Very dissatisfied (1)	11.8	18.8	10.0	0.0	12.5	12.5	25.0	9.1
Somewhat dissatisfied (2)	15.7	18.8	13.3	20.0	12.5	0.0	25.0	18.2
Neither dissatisfied or satisfied (3)	5.9	0.0	10.0	0.0	0.0	0.0	0.0	13.6
Somewhat satisfied (4)	23.5	18.8	30.0	0.0	25.0	37.5	12.5	27.3
Very satisfied (5)	43.1	43.8	36.7	80.0	50.0	50.0	37.5	31.8
Average satisfaction current (1 – 5)	3.71	3.50	3.70	4.40	3.88	4.12	3.12	3.54
Would do move over again	%	%	%	%	%	%	%	%
Definitely not (1)	7.8	6.7	6.5	20.0	0.0	0.0	12.5	8.7
Probably not (2)	2.0	0.0	3.2	0.0	0.0	0.0	0.0	4.3
Undecided (3)	9.8	0.0	16.1	0.0	0.0	0.0	0.0	21.7
Probably yes (4)	29.4	33.3	29.0	20.0	28.6	37.5	37.5	26.1
Definitely yes (5)	51.0	60.0	45.2	60.0	71.4	62.5	50.0	39.1
Average rating do move over (1 – 5)	4.14	4.40	4.03	4.00	4.71	4.63	4.13	3.83

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
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

The Page movers were very similar to those in other counties in that the respondents who came into Page 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. None of those who left for other states cited these factors (Tables 2, 6). 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 Page County. Half of the respondents who moved to other states cited these factors as part of their decision to move.

The Page County respondents differed from those overall in that those coming from other states were less likely to cite finding better local schools or opportunities for children as a factor in their move. The respondents who left Page for other states, on the other hand, were more likely than the overall to say that finding better local schools or opportunities for their children were important in the move. More than a third of those who moved to other states cited wanting better opportunities for children to succeed (Tables 2, 6; Figure 1).

Somewhat more of the participants who came to Page County from other states had lived in Iowa before (59.1 %) compared with the total set of respondents coming from other states (53.5 %). The Page movers between states reported somewhat higher levels of income than did the overall interstate movers (Tables 3, 7). However, the respondents leaving Page for other states were much less likely than those overall to think their income would be higher in the new location. In contrast, somewhat larger

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.

proportions of those coming to Page from other states, compared with the total movers, thought their income would be somewhat to significantly higher at their new location (Tables 4, 8; Figure 1).

The interstate movers from Page County, both moving in and moving out, tended to be less satisfied with their new location than were the overall group of movers. That was especially the case for those moving from Page to other states. Half of those movers said they were somewhat to very satisfied but that compared with nearly 85 percent of the out-of-state movers as a whole (Tables 4, 8; Figure 1). However, half of the movers going to other states said they would definitely do their move over again; thirty-nine percent of those coming to Page from other states would definitely do the move again.

The goal of this study is to better understand the experiences of people who have moved. This report focuses on the findings for Page 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 Page 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 Page County was 36.6 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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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.