I N D I A N A

IDENTIFYING CHOICES AND SUPPORTING ACTION TO IMPROVE COMMUNITIES

CENTER FOR URBAN POLICY AND THE ENVIRONMENT

APRIL 2004

Indiana Residents Cite Jobs as Reason to Move

Results of the 2003 Indiana Household Survey indicate that, while most Hoosiers are satisfied with their communities as a place to live, those who would consider relocating cite jobs, personal or family reasons, and quality/affordable housing as the main reasons to move. All of these, with the exception of personal or family reasons, are challenges faced by policymakers at the state, regional, and local levels. The survey also found that Hoosiers most often chose to live in their current communities because they grew up in the area. More than 42 percent of survey respondents said they have lived in their current county of residence for over 30 years (see Table 1, page 2).

This report summarizes survey results regarding the main reasons Hoosiers chose to reside in their current communities and the reasons they might consider moving in the future. This is the first in a series of reports analyzing the relationship between survey responses and the socioeconomic characteristics of respondents.

Neighborhood classifications add insights to survey data

A Classification Of Residential Neighborhoods (ACORN) data, extracted from ESRI BIS *Sourcebook America* 2003, assigns more than 200,000 neighborhoods nationwide into one of 43 market segments, referred to as "dominant neighborhood types" (www.esribis.com). This dataset goes beyond traditional demographic analyses by viewing the population as consumers and developing an understanding of "who they are, where they live, and how they think, behave, and react" (ESRI Business Information Systems, 2003, *A Classification of Residential Neighborhoods, Sourcebook America*). Government officials, economic development professionals, and businesses can use this information as a tool for guiding future development, attracting new businesses, analyzing potential site locations, and building tourism and retail markets. Identification of the dominant neighborhood types within the ZIP code geographic boundaries in which survey respondents reside enhances sur-

Table 1: **How many years have you lived in your current county of residence?**

	Percentage of Respondents
Less than 5 years	15%
5 to 15 years	18%
16 to 30 years	24%
More than 30 years	42%
Mean Length of Residence	28 years

vey analysis by linking survey results to a number of socioeconomic characteristics such as income, home value, occupation, education, household type, age, and other key determinants of consumer behavior.

Using the ACORN system and ZIP code data collected as part of the survey, Center staff identified the dominant neighborhood types of survey respondents. To assist in the interpretation of this complex dataset, Center staff assigned each dominant neighborhood type to a summary group consisting of neighborhood types with similar socioeconomic characteristics (see *A Technical Note: Explanation of Methodology)*. These summary groups include *affluent families, upper and middle income (urban-suburban), retirement styles, young mobile adults, low income urban dwellers,* and *factory and farm communities.*

Table 2 shows the differences in the ACORN neighborhood types by eight variables such as median household income and median home value. These numbers represent national 2003 ACORN estimates by neighborhood type. The neighborhood types within the *factory and farm communities* summary group, which represent nearly 50 percent of the household survey population, tend to be predominantly married and/or family households. While the median household income of these individuals is lower (ranging from $27,000 to $40,400), a large percentage own their homes (ranging from 62 percent to 76 percent). Most live in single family or mobile homes and reside in small towns or rural areas.

The dominant neighborhood types belonging to the *affluent families* summary group make up 17 percent of the Household Survey respondents. They tend to be married and most have children. The median household income of this group exceeds that of other summary groups, ranging from $60,100 to $87,200. A large majority own their homes, and they

A Technical Note: Explanation of Methodology

Indiana Household Survey

During the summer of 2003,the Center for Urban Policy and the Environment (Center) designed a survey to measure the perceptions of Indiana residents on a wide range of quality of life issues. Center researchers designed the 2003 survey as a follow-up to an earlier survey on the same issues (Thelin,2001, *Central Indiana Household Survey 2000: An Overview*, available at www.urbancenter.iupui.edu/reports/01-C19%20Household.pdf).

The Center then commissioned the Indiana University Public Opinion Laboratory (POL) to conduct telephone interviews with nearly 4,000 households made up of random samples of households located throughout Indiana and in each county in the Indianapolis Metropolitan Statistical Area (based on both old and new MSA definitions). The survey incorporated 12 separate sampling strata, including 300 interviews for 10 selected Central Indiana counties, 400 interviews in Marion County, and 400 interviews for the remainder of Indiana.

Because the proportion of the total sample that resides in each of the selected counties does not coincide with the actual population living in those counties, POL used weights to correct for imbalances and to allow analysis at both the selected county and statewide levels of geography. This issue brief uses survey data weighted by POL for analysis of Indiana as a whole. The margin of error on this analysis is +/- 2 percent.

A full report on the 2003 survey will be available soon (*Indiana Household Survey 2003: An Overview*, Thelin, forthcoming).

ACORN Neighborhood Classifications

The ACORN classification system uses consumer survey data, Census 2000 data, and current-year ESRI BIS Demographic Update projections to group neighborhoods and consumer groups utilizing the statistical technique of cluster analysis.

The ACORN neighborhood types discussed in this report refer to specific populations residing within a ZIP code geographic boundary. These populations are assigned to one of the dominant neighborhood types and aggregated by the Center to represent the percentage of households by neighborhood type for the entire state. These neighborhood types characterize the dominant population and should not be interpreted to represent the entire population residing within a specific ZIP code area or group of ZIP code areas.

The Center-defined summary groups described in this report are based on similar groupings identified in the ACORN classification system but have been adjusted slightly to better reflect the Indiana population.

Table 2: **Characteristics of Dominant Neighborhood Types by Summary Group**

Dominant Neighborhood Type	Median Age	Average Family Size	Household Type	Median Household Income	Housing Type	Urbanization Level	Median Home Value	Owner Occup Rate
Affluent Families								
Prosperous Baby Boomers	31.1	3.2	Married w/Children	$60,100	Single Family	Suburban	$124,700	74%
Semirural Lifestyle	36.8	3.2	Married w/Children	$61,500	Single Family	Semirural	$131,500	84%
Successful Suburbanites	37.1	3.3	Married w/Children	$87,200	Single Family	Suburban	$210,500	87%
Upper Income Empty-Nesters	42.4	3.0	Married, No Children	$68,400	Single Family	Suburban	$157,300	87%
Upper and Middle Income (Urban-Suburban)								
Baby Boomers with Children	31.2	3.3	Married w/Children	$48,000	Single Family	Town/Rural	$95,700	69%
Enterprising Young Singles	30.1	2.9	Single Person/Shared	$40,200	Multi-Units	Urbanized Area	$113,200	24%
Older Settled Married Couples	37.2	3.1	Married Couples	$49,200	Single Family	Suburban	$95,100	81%
Urban Professional Couples	37.8	3.0	Married Couples	$49,700	Single Family	Urbanized Area	$142,700	61%
Retirement Styles								
Prosperous Older Couples	43.2	2.9	Married, No Children	$45,200	Single Family	Urbanized Area	$99,000	81%
Retirement Communities	40.0	3.0	Single Person/Married	$42,600	Single/High Rise	Urbanized Area	$124,400	49%
Young Mobile Adults								
College Campuses	21.7	2.7	Single Person/Shared	$21,000	Multi-Units	Urbanized Area	$100,900	17%
Twentysomethings	30.0	2.8	Single Person/Shared	$26,700	Multi-Units	Central City	$88,800	22%
Low Income Urban Dwellers								
Hardtimes	34.4	3.4	Sgl Pers/Sgl Parent	$16,800	Single/Multi-Units	Central City	$39,800	43%
Low Income—Young and Old	31.8	3.1	Mixed Types	$22,500	Single/Duplex/Quads	Urbanized Area	$44,500	39%
Newly Formed Households	33.9	3.0	Family Households	$35,300	Single Family	Urbanized Area	$73,500	53%
Urban Working Families	29.4	3.4	Mixed Types	$28,500	Single/Multi-Units	Central City	$55,900	41%
Factory and Farm Communities								
Heartland Communities	41.0	3.0	Family Households	$27,000	Single Family	Town/Rural	$54,900	62%
Middle America	36.8	3.1	Married Couples	$40,400	Single Family	Rural	$82,700	76%
Rural Industrial Workers	36.6	3.1	Married Couples	$27,600	Single/Mobile Homes	Rural	$52,800	71%
Rustbelt Neighborhoods	39.6	3.0	Married Couples	$33,100	Single Family	Urbanized Area	$61,600	68%
Small Town Working Families	36.1	3.1	Family Households	$35,000	Single Family	Town/Rural	$71,800	66%
Young Frequent Movers	33.0	3.1	Married w/Children	$35,900	Mobile Homes	Rural	$86,600	72%

Source: A Classification of Residential Neighborhoods Sourcebook,ESRI BIS 2003
Note: Table reflects national estimates by neighborhood type

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tend to live in suburban and semirural areas. The median home value for these individuals ranges from $124,700 to $210,500. The *young mobile adults* and *low income urban dwellers* summary groups, representing 5 percent and 13 percent of the survey population, respectively, have the lowest median household incomes and are least likely to own their homes.

Table 3 shows the percentage of households by dominant neighborhood type for the 2003 Indiana Household Survey population, the total U.S. population, total households in the state of Indiana, and each of the ten current Indianapolis MSA counties. The largest percentage of the survey population (30 percent) resides in areas designated as *middle America*. This number is representative of the Indiana population where 29 percent of households reside in areas designated as *middle America*, but it differs greatly from the total U.S. population where only 8 percent of households reside in *middle America* areas. Other neighborhood types representing greater than five percent of the survey population include *semirural lifestyle* (9 percent); *rustbelt neighborhoods* (7 percent); *small town working families* (6 percent); and *newly formed households* (6 percent).

While the statewide distribution of the survey population by dominant neighborhood type appears to be representative of the state population, dominant neighborhood types by county vary a great deal. Households in the Indianapolis MSA counties most frequently belong to either the *affluent families* or the *factory and farm communities* summary groups with three exceptions: Hendricks County, where 45 percent of households belong to the *upper and middle income (urban-suburban)* summary group; Boone County, where 35 percent of households belong to the *affluent families* summary group and 48 percent of households belong to the *low income urban dwellers* summary group; and Marion County, where 30 percent of households fall within the *upper and middle income (urban-suburban)* summary group and 39 percent of households belong to the *low income urban dwellers* summary group.

The majority of the populations of Brown (84 percent), Morgan (59 percent), Putnam (75 percent), and Shelby (88 percent) counties reside in *middle America* neighborhoods. A large percentage of the households of Boone (30 percent) and Hamilton (34 percent) counties, however, reside in *successful suburbanites* neighborhoods. Additionally, 51 percent of the Hamilton County households are located in areas designated as *prosperous baby boomers*, while 50 percent of Johnson County households are located in areas designated as *young frequent movers*. In Hancock County, 85 percent of households are located in *semirural lifestyle* neighborhoods.

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Table 3: **Percentage of Households by Neighborhood Type**

(Percentage of Respondents by Summary Group and Dominant Neighborhood Type)

Dominant Neighborhood Type	Percent Survey Population	Percent of Households 2003											
		U.S.	State	Boone	Brown	Hamilton	Hancock	Hendricks	Johnson	Marion	Morgan	Putnam	Shelby
Affluent Families	**17%**	**15%**	**15%**	**35%**	**0%**	**91%**	**85%**	**24%**	**36%**	**15%**	**33%**	**0%**	**4%**
Prosperous Baby Boomers	5%	4%	4%	0%	0%	51%	0%	18%	7%	3%	0%	0%	0%
Semirural Lifestyle	9%	6%	8%	5%	0%	5%	85%	7%	28%	8%	33%	0%	4%
Successful Suburbanites	2%	3%	2%	30%	0%	34%	0%	0%	0%	4%	0%	0%	0%
Upper Income Empty-Nesters	1%	2%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Upper and Middle Income (Urban-Suburban)	**9%**	**15%**	**11%**	**0%**	**0%**	**6%**	**4%**	**45%**	**0%**	**30%**	**0%**	**0%**	**0%**
Baby Boomers with Children	3%	4%	3%	0%	0%	6%	4%	23%	0%	5%	0%	0%	0%
Enterprising Young Singles	3%	3%	5%	0%	0%	0%	0%	0%	0%	20%	0%	0%	0%
Older Settled Married Couples	2%	5%	2%	0%	0%	0%	0%	22%	0%	0%	0%	0%	0%
Urban Professional Couples	1%	4%	1%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%
Retirement Styles	**4%**	**4%**	**4%**	**0%**	**0%**	**0%**	**0%**	**9%**	**0%**	**7%**	**0%**	**0%**	**0%**
Prosperous Older Couples	2%	3%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Retirement Communities	2%	1%	2%	0%	0%	0%	0%	9%	0%	7%	0%	0%	0%
Young Mobile Adults	**5%**	**3%**	**4%**	**0%**	**0%**	**0%**	**0%**	**0%**	**0%**	**3%**	**0%**	**0%**	**0%**
College Campuses	2%	2%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Twentysomethings	2%	2%	2%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%
Low Income Urban Dwellers	**13%**	**11%**	**16%**	**48%**	**0%**	**0%**	**0%**	**0%**	**0%**	**39%**	**0%**	**0%**	**0%**
Hardtimes	1%	2%	1%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%
Low Income - Young and Old	5%	2%	6%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%
Newly Formed Households	6%	5%	7%	48%	0%	0%	0%	0%	0%	20%	0%	0%	0%
Urban Working Families	2%	2%	2%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%
Factory and Farm Communities	**49%**	**25%**	**48%**	**17%**	**87%**	**2%**	**7%**	**21%**	**61%**	**0%**	**61%**	**95%**	**96%**
Heartland Communities	2%	3%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Middle America	30%	8%	29%	17%	84%	2%	0%	21%	9%	0%	59%	75%	88%
Rural Industrial Workers	2%	6%	2%	0%	3%	0%	0%	0%	2%	0%	2%	2%	8%
Rustbelt Neighborhoods	7%	3%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Small Town Working Families	6%	2%	5%	0%	0%	0%	7%	0%	0%	0%	0%	6%	0%
Young Frequent Movers	2%	3%	2%	0%	0%	0%	0%	0%	50%	0%	0%	12%	0%
Non-Classified*	3%	n/a	2%	0%	13%	1%	4%	1%	3%	7%	6%	5%	0%
Number of households	3,842	109,361,681	2,373,172	18,398	6,012	78,565	22,687	43,039	46,480	357,979	25,765	12,931	16,942

**Indicates predominantly non-residential or unpopulated areas*
Source: A Classification of Residential Neighborhoods Sourcebook,ESRI BIS 2003

Table 4: **What was the main reason you decided to move to this area?**
(*Percentage of Respondents by Dominant Neighborhood Type*)

	Born/grew up in community	Job or employment reasons	Quality affordable housing	Personal or family reasons	Good schools or educational reasons	Environ-mental reasons	Shorter commuting time/access to services and shopping	Access to arts and cultural activities	Access to recreational activities	Community characteristics*	Other
Affluent Families											
Prosperous Baby Boomers	26%	**36%**	5%	13%	8%	1%	2%	0%	1%	8%	1%
Semirural Lifestyle	**32%**	21%	4%	21%	8%	4%	1%	0%	0%	7%	2%
Successful Suburbanites	9%	**41%**	7%	11%	20%	1%	3%	0%	0%	7%	0%
Upper Income Empty-Nesters	**40%**	20%	20%	0%	20%	0%	0%	0%	0%	0%	0%
Upper and Middle Income (Urban-Suburban)											
Baby Boomers with Children	25%	**30%**	2%	19%	13%	1%	0%	0%	0%	4%	7%
Enterprising Young Singles	29%	**32%**	2%	24%	7%	3%	1%	0%	0%	0%	1%
Older Settled Married Couples	33%	**36%**	1%	24%	3%	0%	0%	0%	0%	3%	0%
Urban Professional Couples	26%	**54%**	0%	9%	3%	0%	0%	0%	0%	9%	0%
Retirement Styles											
Prosperous Older Couples	**33%**	28%	1%	28%	9%	0%	0%	0%	0%	1%	0%
Retirement Communities	**31%**	**31%**	11%	15%	3%	0%	8%	0%	0%	2%	0%
Young Mobile Adults											
College Campuses	23%	15%	0%	8%	**54%**	0%	0%	0%	0%	0%	0%
Twentysomethings	**38%**	16%	0%	4%	**38%**	0%	0%	1%	0%	1%	0%
Low Income Urban Dwellers											
Hardtimes	**70%**	17%	4%	4%	4%	0%	0%	0%	0%	0%	0%
Low Income—Young and Old	**64%**	13%	5%	13%	0%	0%	0%	0%	0%	4%	2%
Newly Formed Households	**41%**	19%	10%	16%	4%	1%	0%	0%	0%	6%	3%
Urban Working Families	**61%**	0%	4%	24%	0%	1%	0%	0%	0%	10%	0%
Factory and Farm Communities											
Heartland Communities	**47%**	13%	0%	39%	0%	0%	0%	0%	0%	0%	0%
Middle America	**49%**	16%	3%	24%	1%	2%	1%	0%	0%	3%	1%
Rural Industrial Workers	**43%**	0%	8%	41%	0%	8%	0%	0%	0%	0%	0%
Rustbelt Neighborhoods	**67%**	15%	0%	15%	0%	0%	0%	0%	0%	0%	3%
Small Town Working Families	**43%**	23%	6%	12%	3%	6%	0%	0%	0%	3%	6%
Young Frequent Movers	**37%**	21%	11%	9%	5%	9%	1%	0%	0%	6%	1%
Total Survey Population	**43%**	20%	4%	19%	6%	2%	1%	0%	0%	4%	2%

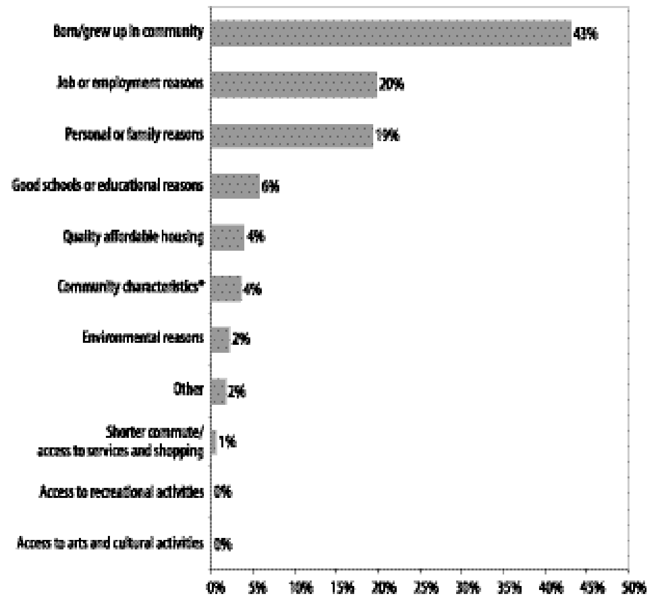
** Includes appearance, safety, diversity, etc.*
Bold-faced numbers indicate top ranked reason for moving to current residence
Source:2003 Indiana Household Survey and *ESRI BIS Sourcebook America 2003*

Hoosiers share common reasons for choosing to live in their communities

Overall, the largest percentage of Household Survey respondents (43 percent) reported that their main reason for choosing to live in their current community was the fact that they were *"born/grew up in the community"* (see Figure 1). Other reasons cited by survey respondents include *jobs or employment reasons* (20 percent) and *personal or family reasons* (19 percent). These three reasons accounted for more than 80 percent of the response.

Reasons reported by survey respondents for moving to their current communities varied somewhat by ACORN neighborhood types (see Table 4). The most common reason cited by most neighborhood types was *born/grew up in the community,* while *jobs or employment reasons* was most commonly reported by *successful suburbanites, prosperous baby boomers*, all of the *urban-suburban* categories, and *retirement communities*. These groups make up a large percentage of the populations of Boone, Hamilton, Hendricks, and Marion counties. *Twentysomethings* (38 percent) and *college campuses* (54 percent) most commonly reported *good schools or educational reasons* as the main reason for choosing to live in their community.

Figure 1: **What was the main reason you moved to this area?**
(Percentage of Total Survey Respondents)



*Includes appearance, safety, diversity, etc.

Table 5: **Overall,how would you rate your county as a place to live?**
(Percentage of Respondents by Dominant Neighborhood Type)

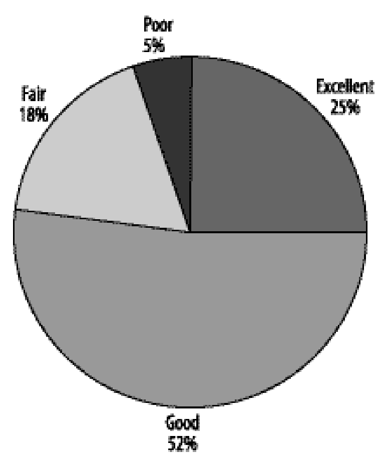
Dominant Neighborhood Type	Excellent	Good	Fair	Poor
Affluent Families				
Prosperous Baby Boomers	42%	**51%**	6%	1%
Semirural Lifestyle	38%	**48%**	10%	4%
Successful Suburbanites	**60%**	37%	3%	0%
Upper Income Empty-Nesters	0%	**100%**	0%	0%
Upper and Middle Income (Urban-Suburban)				
Baby Boomers with Children	27%	**54%**	16%	3%
Enterprising Young Singles	18%	**60%**	19%	2%
Older Settled Married Couples	13%	**68%**	20%	0%
Urban Professional Couples	31%	**57%**	9%	3%
Retirement Styles				
Prosperous Older Couples	10%	**57%**	22%	10%
Retirement Communities	6%	**60%**	31%	3%
Young Mobile Adults				
College Campuses	31%	**69%**	0%	0%
Twentysomethings	31%	**45%**	16%	8%
Low Income Urban Dwellers				
Hardtimes	20%	28%	**48%**	4%
Low Income—Young and Old	11%	**50%**	24%	15%
Newly Formed Households	30%	**48%**	20%	1%
Urban Working Families	10%	**49%**	27%	14%
Factory and Farm Communities				
Heartland Communities	12%	**54%**	25%	9%
Middle America	26%	**51%**	17%	6%
Rural Industrial Workers	9%	**49%**	24%	17%
Rustbelt Neighborhoods	15%	**64%**	21%	0%
Small Town Working Families	26%	**43%**	28%	3%
Young Frequent Movers	40%	**50%**	10%	0%
Total Survey Population	25%	**52%**	18%	5%

Bold-faced numbers indicate top ranked rating category for your county as a place to live
Source:2003 Indiana Household Survey and *ESRI BIS Sourcebook America 2003*

Most Hoosiers are satisfied with their community as a place to live

Figure 2 illustrates the level of satisfaction that survey respondents report with their counties as a place to live. Most survey respondents ranked their county as a *good* (52 percent) or *excellent* (25 percent) place to live. While the largest percentage of respondents in nearly all neighborhood types ranked their county as a good place to live, households with more financial resources showed greater satisfaction with their communities (see Table 5). Sixty percent of respondents identified as *successful suburbanites* rated their county as an excellent place to live. However, respondents residing in the *hardtimes* (48 percent) neighborhood type most commonly rated their counties as a *fair* place to live. Other neighborhood types with a large percentage of respondents who rated their county as fair include *retirement communities, small town working families, urban working families, heartland communities, low income—young and old,* and *rural industrial workers*. These results indicate that lower income households are less satisfied with their communities than are wealthier households.

Figure 2: **Overall,how would you rank your county as a place to live?**
(percentage of total survey respondents)



Likelihood of moving varies by neighborhood type

Survey results indicate that most Hoosiers plan to remain in their current residence for the foreseeable future. The majority of survey respondents report that they are either *not at all likely* (39 percent) or *not very likely* (22 percent) to move from their current residence in the next five years (see Figure 3). The degree to which respondents consider themselves likely to move varies a great deal, however, by neighborhood type.

Table 6 illustrates the likelihood of moving within the next five years by dominant neighborhood type. Those who most frequently reported that they are *very likely* to move in the next five years include *hardtimes, twentysomethings, enterprising young singles*, and *heartland communities*. While both *enterprising young singles* and *twentysomethings* are characterized as mobile and, therefore, more likely to move than the general population, all of the other categories indicating they were *very likely* to move also had a larger percentage of their populations who reported lower levels of satisfaction with their communities as a place to live.

Figure 3: **How likely are you to move in the next five years?**
(percentage of total survey respondents)

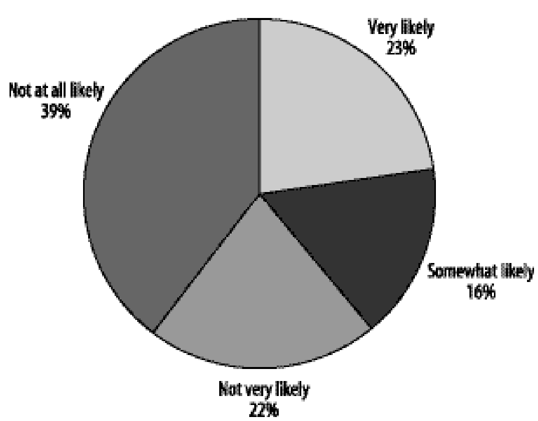


Table 6: **How likely are you to move from your home within the next five years?**
(Percentage of Respondents by Dominant Neighborhood Type)

Dominant Neighborhood Type	Very likely	Somewhat likely	Not very likely	Not at all likely
Affluent Families				
Prosperous Baby Boomers	24%	20%	**28%**	**28%**
Semirural Lifestyle	22%	19%	25%	**34%**
Successful Suburbanites	25%	14%	22%	**39%**
Upper Income Empty-Nesters	20%	20%	**60%**	0%
Upper and Middle Income (Urban-Suburban)				
Baby Boomers with Children	22%	8%	25%	**45%**
Enterprising Young Singles	**40%**	17%	11%	33%
Older Settled Married Couples	**35%**	32%	4%	28%
Urban Professional Couples	11%	23%	**34%**	31%
Retirement Styles				
Prosperous Older Couples	22%	27%	12%	**40%**
Retirement Communities	**34%**	22%	17%	28%
Young Mobile Adults				
College Campuses	31%	23%	0%	**46%**
Twentysomethings	**51%**	25%	9%	15%
Low Income Urban Dwellers				
Hardtimes	**52%**	4%	16%	28%
Low Income—Young and Old	**30%**	23%	21%	27%
Newly Formed Households	**32%**	19%	18%	31%
Urban Working Families	20%	11%	21%	**47%**
Factory and Farm Communities				
Heartland Communities	**40%**	4%	31%	25%
Middle America	18%	11%	26%	**45%**
Rural Industrial Workers	24%	24%	17%	**34%**
Rustbelt Neighborhoods	15%	9%	27%	**49%**
Small Town Working Families	9%	22%	12%	**57%**
Young Frequent Movers	12%	14%	**37%**	**37%**
Total Survey Population	23%	16%	22%	**39%**

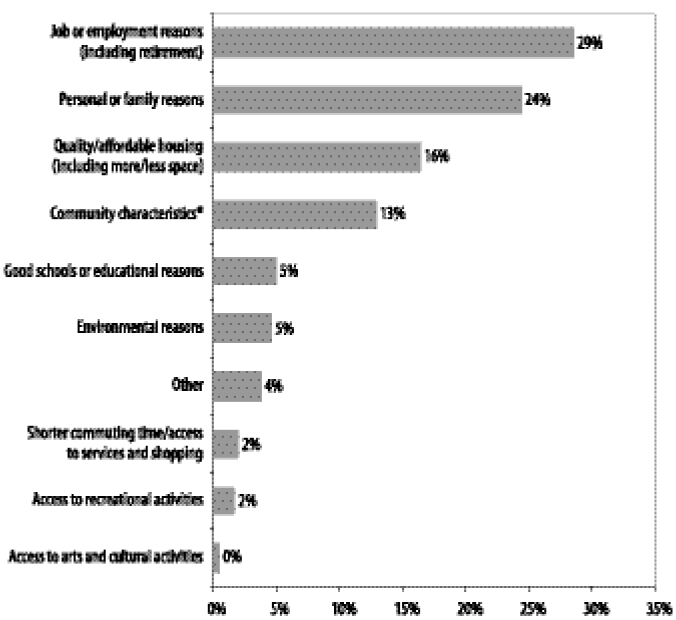
Bold-faced numbers indicate top ranked likelihood for moving in next five years
Source:2003 Indiana Household Survey and *ESRI BIS Sourcebook America 2003*

Survey respondents identify jobs as the number one reason they would consider leaving their community

When asked, "What is the main reason you would leave your community to live somewhere else?" survey respondents cited *jobs or employment reasons* (29 percent), *personal or family reasons* (24 percent), *quality/affordable housing* (16 percent), and *community characteristics* such as safe and/or well kept neighborhoods and diversity (14 percent) (see Figure 4).

Table 7 shows the reasons given to consider moving by dominant neighborhood type. The largest percentage of respondents in many neighborhood types (including all of the *affluent families*, *retirement styles,* and *young mobile adults* categories) identified *jobs or employment* as the main reason to consider moving from their current community. These groups represent a large portion of the households in Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, and Morgan counties.

Figure 4: **What is the main reason you would leave your community to live somewhere else?**
(Percentage of Total Survey Respondents)



*includes appearance, safety, diversity, etc.

Those respondents residing in areas designated as *enterprising young singles, small town working families, hardtimes,* and *urban working families* most frequently reported *quality/affordable housing* as the main reason to move. Personal or family reasons were cited most often by all but one subcategory of the *factory and farm communities* summary group. Responses among *rural industrial workers* were the most widely distributed and include *jobs or employment, quality/affordable housing, personal or family reasons, access to recreational activities,* and *community characteristics.*

Policy Implications

Policymakers seeking to improve the quality of life for Indiana residents and build Indiana's reputation as a good place to live, work, and raise a family can benefit from a better understanding of the reasons people choose to live in their communities and their reasons for relocating. For example, government officials can work with businesses and nonprofits to address community concerns about the availability of jobs and quality/affordable housing. State, regional, and local stakeholders in all sectors can benefit not only from better understanding why people choose to live in their communities but also by understanding the values, preferences, and behaviors of their citizenry. Use of the ACORN neighborhood classifications advances this understanding by linking household survey responses to a wealth of socioeconomic variables within a given geographic area.

In future issue briefs, the Center will use both household survey data and ACORN data to further examine the preferences and behaviors of survey respondents and their relevance to specific topical areas such as economic development, arts and culture, and housing. Policymakers and stakeholders in all sectors can use this information to help guide future development, attract new businesses, analyze potential site locations, and build tourism and retail markets.

Table 7: **What is the main reason you would leave your community to live somewhere else?**
(Percentage of Respondents by Dominant Neighborhood Type)

Dominant Neighborhood Type	Job or employment reasons (including retirement)	Quality/affordable housing (including more/ less space)	Personal or family reasons	Good schools or educational reasons	Environ-mental reasons	Shorter commuting time/access to services and shopping	Access to arts and cultural activities	Access to recreational activities	Community* characteristics	Other
Affluent Families										
Prosperous Baby Boomers	**44%**	20%	8%	3%	7%	0%	0%	0%	12%	7%
Semirural Lifestyle	**32%**	23%	24%	1%	1%	0%	5%	0%	14%	0%
Successful Suburbanites	**36%**	24%	16%	8%	4%	4%	0%	0%	4%	4%
Upper Income Empty-Nesters	**100%**	0%	0%	0%	0%	0%	0%	0%	0%	0%
Upper and Middle Income (Urban-Suburban)										
Baby Boomers with Children	**36%**	32%	14%	4%	0%	4%	0%	0%	4%	7%
Enterprising Young Singles	20%	**29%**	18%	5%	11%	6%	0%	2%	11%	0%
Older Settled Married Couples	**32%**	19%	**32%**	0%	0%	15%	0%	0%	2%	0%
Urban Professional Couples	25%	0%	**33%**	25%	8%	0%	0%	0%	8%	0%
Retirement Styles										
Prosperous Older Couples	**43%**	17%	5%	2%	0%	0%	0%	17%	17%	0%
Retirement Communities	**34%**	22%	22%	3%	0%	0%	0%	0%	13%	6%
Young Mobile Adults										
College Campuses	**57%**	0%	14%	0%	0%	0%	0%	0%	0%	29%
Twentysomethings	**43%**	1%	12%	22%	10%	0%	0%	0%	10%	1%
Low Income Urban Dwellers										
Hardtimes	7%	**29%**	21%	0%	21%	0%	0%	0%	21%	0%
Low Income —Young and Old	26%	14%	9%	11%	3%	0%	0%	0%	**35%**	1%
Newly Formed Households	11%	12%	**50%**	7%	10%	1%	0%	2%	9%	0%
Urban Working Families	14%	**55%**	32%	0%	0%	0%	0%	0%	0%	0%
Factory and Farm Communities										
Heartland Communities	27%	24%	**42%**	0%	3%	0%	0%	0%	3%	0%
Middle America	25%	11%	**35%**	2%	3%	4%	0%	2%	12%	4%
Rural Industrial Workers	**17%**	**17%**	**17%**	0%	0%	0%	0%	**17%**	**17%**	**17%**
Rustbelt Neighborhoods	15%	2%	**36%**	12%	24%	0%	0%	0%	12%	0%
Small Town Working Families	27%	**36%**	0%	9%	0%	0%	0%	0%	18%	9%
Young Frequent Movers	19%	24%	**48%**	0%	0%	0%	0%	0%	10%	0%
Total Survey Population	**29%**	16%	24%	5%	5%	2%	0%	2%	13%	4%

**Includes appearance, safety, diversity, etc.*
Bold-faced numbers indicate top ranked reason for leaving community
Source:2003 Indiana Household Survey and *ESRI BIS Sourcebook America 2003*

Indiana's Future: Identifying Choices and Supporting Action to Improve Communities

Central Indiana Region

This project, funded by an award of general support from Lilly Endowment, Inc., builds on the Center's research to increase understanding of the Central Indiana region. The Center's faculty and staff work to identify choices that can be made by households, governments, businesses, and nonprofit organizations to improve our quality of life. Our goal is to understand the people, economics, problems, and opportunities in Indiana, and to help decision makers understand the impacts of policy decisions. The Center also works to mobilize energy to accomplish these goals.

This report summarizes 2003 Indiana Household Survey results regarding the main reasons Hoosiers chose to reside in their current communities and the reasons they might consider moving in the future. More specifically, this report illustrates how perceptions of these issues vary by dominant neighborhood type. This is the first in a series of reports analyzing the relationship between survey responses and the socioeconomic characteristics of respondents.

The Center for Urban Policy and the Environment is part of the School of Public and Environmental Affairs at Indiana University–Purdue University Indianapolis. An electronic copy of this document and other information about urban trails and other community issues can be accessed via the Center Web site at www.urbancenter.iupui.edu. For more information, visit the Web site or contact the Center at 317-261-3000.

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