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Why Households Move: Two Maine Surveys, 1999

Maine State Planning Office

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**WHY HOUSEHOLDS MOVE:
TWO MAINE SURVEYS**

**Maine State Planning Office
June 1999**

WHY HOUSEHOLDS MOVE: TWO MAINE SURVEYS

Maine State Planning Office
Evan D. Richert, AICP, Director

One of a series of monographs addressing sprawl
See also: *The Cost of Sprawl* (May 1997)
Markets for Traditional Neighborhoods (May 1999)

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A. Executive Summary

In 1997 the Maine State Planning Office published The Cost of Sprawl. The report documented the millions of dollars of unnecessary public expenses that Maine taxpayers have had to shoulder as a result of the spread-out pattern of development which is occurring.

The next logical question is “Why are people moving to remote areas?” The sequel question is “What would it take to influence people to make different moving choices?” These are the questions this study is designed to answer.

The study consists of three parts. The first is a set of interviews with 25 real estate agents around the state. The second is a telephone survey of 602 recent Maine movers. The third is a telephone survey of 185 Maine people currently in the process of moving.

The results of these surveys are analyzed in this report, and also in a companion report on the values of Maine movers entitled Markets for Traditional Neighborhoods (Maine State Planning Office, 1999).

The realtor interviews were designed to test whether different issues and buying patterns existed in different parts of the state. The answer is, generally speaking, no. The real estate agents reported that homebuyers from every part of the state usually started with a fairly specific idea of the house, the price, and the lot that they desired. They were flexible about which town to live in, and what parts of the town to live in — so long as the town and site met their standards for schools, privacy, taxes, and general reputation.

The telephone survey of 602 recent Maine movers was designed to explore these issues in more depth. For purposes of analysis, the respondents were divided into seven categories, depending upon what kind of a neighborhood they left, and what kind they moved to.

	To a mixed residential/commercial (urban)	To a residential subdivision (suburban)	To a remote, secluded area (rural)
From a mixed residential/commercial (urban)	Urban standpatter	Suburbanizer (from the city)	Sprawlers
From a residential subdivision (suburban)	Back to the city	Suburban standpatter	
From a remote, secluded area (rural)		Suburbanizer (from the country)	Rural standpatter

A “sprawler” was a person who moved from a mixed or residential neighborhood to a more remote location. A back-to-the-city mover was someone who moved from a suburban or rural setting to a more urban setting. A “standpatter” is someone whose new neighborhood is just like his or her old neighborhood.

The first thing that was striking about the data was that far more people were moving to less dense settings than were moving back to cities. Of the telephone sample, 39% lived in mixed residential/commercial (urban) neighborhoods to start with, and after they moved, only 13% were in such neighborhoods. Applying these ratios to the annual movement reported by the U.S. Census in 1990, it can be estimated that each year 7,500 households on net are lost to urban areas, 6,000 are gained in the suburbs, and 1,500 are gained in remote rural areas.

For households buying in Maine’s more urban areas, the affordability of a first home is important.

Sprawlers consist of two distinct groups. One is high-income and high-education, and include early retirees. The other is moderate income and middle-aged, with children. A third of sprawlers are people moving in from out of state.

People moving out to the countryside have generally negative views of the places they left behind. The major complaints are: lack of privacy, houses too close together, too many people, noise, and too far from nature and wildlife. Taxes and schools appear to be less of an issue.

Would the people who moved out to the countryside have considered staying in a built-up area if something was different? Yes, half of them reported that lower taxes, or the availability of low-cost mortgages, or nicer neighborhood characteristics, or larger lots, might have kept them in or near their former residence. A little more than a third mentioned good quality schools might have made a difference.

Are these people who are moving out to the country aware that they are causing the harms described in the report The Cost of Sprawl? No. The majority think that their move to the country is *good for* wildlife, and helps preserve open space, and 43% thinks their move helps preserve working farms. A third thinks that their move helps to keep property taxes down in Maine.

What if the sprawlers are educated about the true facts? Would it change their behavior? Yes, but only for some, and only for certain arguments. The argument that sprawl harms wildlife habitat is the most persuasive to this group; if they thought that this was the case, almost half would reconsider their decision. More than a third would reconsider if they thought their move would harm working farms and woodlands. Forty percent would reconsider if they thought their move would contribute to higher property taxes. Less than a quarter would reconsider if they thought their move harmed the downtown or caused traffic congestion and air pollution.

The second telephone survey asked a similar set of questions to a sample of 185 Maine people planning to

move. The sample was divided into the same matrix of seven groups based upon their current residence and their *intent* with regard to a new home. The purpose of re-asking many of the same questions to this group was to find out if attitudes were any different at the beginning of a house search compared to after the search was over.

It turns out that there is a difference. More than a third (35%) of the planning-to-move sample consisted of *sprawlers*, compared to only 19% of the recent-movers sample. Two out of three of the planning-to-move sample wanted a lot size of two or more acres; while only one in four of the actual movers moved onto a lot this large. These facts would appear to indicate that the “sprawl impulse” is in fact stronger at the beginning of the search process than it is at the end. How much of the change is due to information gathered during the search process, and how much to the simple reality that you can’t buy everything you want, is unclear.

Both the planning-to-move and actual mover samples agreed on the problems they wanted to move *away from*. At the top of the list were: lack of privacy, houses too close together, and too many people. Noise was of more concern to actual movers (50%) than to the planning-to-move sample.

A comparison of what the two groups wanted to *move to* is more difficult because of slight differences in the way the question was framed in each survey. Actual movers were asked what they liked about their new home, and they responded proximity of family and friends, school and work, and characteristics of the neighborhood. Those planning to move reported that they were looking for safety, a home that is a good investment, good schools, nearness to nature and privacy, and peace and quiet.

What are the conclusions of all of this research? There are several:

- 1) There are many distinct groups among people moving about in Maine, and they have different motivations and goals;
- 2) For this reason, different educational messages and different public policy changes may be needed to reach the various groups;
- 3) Privacy, crowded houses, noise, traffic, and access to nature and wildlife are important issues for all movers; this leads to the conclusion that better urban design is an essential component of any sprawl solution.

The State Planning Office is publishing a companion report to this one entitled *Markets for Traditional Neighborhoods* which explores in depth the marketing issues raised in this report. The report employs a cluster analysis of the 602-person telephone survey sample in order to define distinct value groups among the respondents, and to identify the educational messages to which they might respond.

B. Purpose of Study

The purpose of this study is to understand the desires, motivations, and values of people who are moving within Maine – moving from the city to the country, from the country to the city, and every place in between. Are people all looking for the same things in different places? Or very different things?

Secondly, the study also looks at the search process. What is the role of realtors? What information is sought? When are movers disappointed? When are they happy?

Finally, the study examines the attitudes of movers towards sprawl. Do they understand their role in the process? If they did, would it matter?

This data can be used to consider and evaluate different incentives and disincentives that public policy might offer to reduce sprawl.

C. Methodology

This study involved three components:

1. **Qualitative interviews, by telephone, with twenty-five realtors** from the following pre-identified regional clusters:

Service Center ¹	Towns Where Realtors Were Interviewed		
Portland	Yarmouth	Windham	Buxton
Brunswick	Bowdoin	Arrowsic	
Lewiston/Auburn	Auburn	Lewiston	
Paris	Otisfield	Oxford	
Augusta	West Gardiner	Wayne	Windsor
Belfast	Belfast		
Biddeford	Lyman	Saco	South Berwick
Bangor	Holden	Newburgh	Glenburn
Milbridge	Columbia	Milbridge	
Presque Isle	Presque Isle		

The purpose of this phase of the study was to obtain perceptions of:

1. Factors motivating potential home buyers to locate in that region’s suburban and rural communities (rather than the service center);

¹ A *service center* is defined by the Maine State Planning Office to be a municipality with a higher-than-average concentration of employment, retail sales, services, subsidized housing; or one with an historic service relationship to citizens in neighboring cities and towns.

2. Barriers to locating in that region's service centers;
3. Factors that would specifically motivate potential home buyers to move away from service center communities to outlying suburban and rural communities;
4. Potential incentives for locating in the service centers.

This qualitative research provided an opportunity to better understand the questions home buyers have and the process they go through as they make their locational decisions. This information was useful in constructing the survey instruments and refining the questions that were subsequently asked in the telephone surveys.

2. **A quantitative telephone survey with 602 recent movers.** Originally, specific regions were targeted for the study but sampling constraints dictated that the whole state needed to be included in order to generate 600 completed surveys at a reasonable cost. The sample was created from two sample sources provided by Survey Sampling, Inc. -- a list of recent movers, which provided the greater portion of the completions, and a random digit dial (RDD) sample. The interviews took place between September 2 and October 22, 1998. A "recent mover", for the purposes of this study, was defined as someone who moved in the last five years. Because of the use of a special list, 85% of those surveyed had actually moved within the last two years.
3. A quantitative telephone survey with 185 potential movers. Respondents for this survey were identified using a variety of methods:
 1. Realtors who had completed a qualitative interview were asked to distribute postcards to clients planning a move within the next 12 months. These postcards asked for their cooperation in completing a telephone survey, and asked that they return the postcards or call Market Decisions' 800 number to indicate their interest in participating. Despite several efforts to encourage the realtors' cooperation, only 16 contacts were identified, and only four of these individuals completed the interview. A \$10 incentive was paid to each respondent who completed the interview and to the realtor who identified the potential mover.
 - An in-house sample was used to identify potential movers. This sample was generated by looking at recent responses to other Market Decisions surveys. Twenty respondents from the in-house sample source completed the interview.
 - A random digit dial (RDD) sample purchased from Survey Sampling, Inc. was used to obtain the remaining 161 completions.

The interviews took place between October 28 and November 16, 1998.

Statistical reliability of the two telephone surveys

The recent movers survey was a probability sample, meaning that every household with a telephone in the total population

had an equal chance of being included. The responses to that survey have a 95% probability of being correct to within 4.1% of the overall population of movers. Responses for subpopulations have a higher range of error; for example, a subsample of 100 has a 10.0% range of error at a 95% level of certainty.

The planning-to-move survey was not, strictly speaking, a probability sample, and thus a specific probability for error cannot be assigned to it. Nevertheless, the methods for deriving the sample have no apparent sources of bias, and therefore the results can be trusted to have validity for the overall population.

D. Interviews with Realtors

Qualitative interviews were conducted with two or three realtors in each of the 10 identified service center areas (see the table on page 5). The interviews were designed to provide a glimpse of what is going on in each expanded service area and to provide insights about what people look for when they move.

Realtors said that, for the most part, they observed that people who are contemplating a move know what they want. The most common reasons stated for people wanting to move into or out of a certain town or area are escaping high taxes (or seeking lower taxes), and looking for good school systems. Employment opportunities and “lifestyle” are also strong motivators.

Portland Service Center:

Realtors note that there are some people moving **into** Portland, into areas like Munjoy Hill where low-interest mortgages are available through the Maine State Housing Authority’s “New Neighbors” program. People moving **out** of Portland are relocating to Buxton, Standish, Windham, Freeport, Falmouth, Cumberland, Yarmouth.

The people who are leaving Portland want to get out of the city but remain within an easy commute and are looking for good school systems and coastal or village area property. In general, they know what they want in terms of a large vs. a small lot, being close to town or further out, and the choice of one town over another -- but not necessarily whether they want a pre-existing home or a building lot.

People moving out of Portland also have strong opinions on price, whether they want a subdivision or not, and the number of bedrooms and baths desired. They ask realtors about the quality of the schools, the tax base, if there are dumps or landfills nearby and if any large industrial/commercial projects are slated to come in.

Reasons for moving out of Portland include crime in certain areas and that the schools aren’t rated as highly as those in surrounding towns. People relocating outside the city also want more space and more land, and lower taxes.

Reasons for moving into Portland include transportation (especially senior citizens), employment, culture, proximity to workplace, desire to live on the peninsula with water access, Old Port appeal, and financing options with the “New Neighbor” and Maine State Housing programs.

Brunswick Service Center:

People are moving into Brunswick, and out of Brunswick to Topsham, Durham and Freeport. They are looking for good schools, jobs and quality of life. They don’t have strong opinions on which particular town they want to relocate to but do know whether they want an existing house or a building lot, the size of the lot, and whether they want a lot close to town or on the outskirts.

They have strong opinions on the quality of the schools, and the condition and style of the house. They ask questions about schools, taxes, and the “reputation” of the town.

Reasons for moving out of Brunswick include taxes, crowding, traffic, the perception that it is a liberal college town, and the desire to be on the water. Reasons stated for moving into Brunswick were the schools, the hospital, cultural and recreational activities, and the fact that it is close to water.

Lewiston/Auburn Service Center:

The suburbs are growing, although not fast, and towns such as Greene, Sabattus, Wales and Turner are attracting some newcomers. They are looking for lower taxes and more land. Younger people are looking for more expensive homes and older people are “buying down”. Buyers know what they want such as a pre-existing home or a building lot, the specific town they want to relocate to and where they want the home located within that town. They have strong opinions on price and are cognizant of what they can afford.

Questions home buyers ask of realtors include tax rates, the quality of the school system, and the reputation of the town. They also ask about town services such as water and sewer, and want to know if there is cable access and about activities in the area.

Reasons for moving out of Lewiston and Auburn include high taxes, traffic congestion, noise and pollution. Families are also looking for a better school system.

Convenience, such as proximity to the turnpike, jobs, shopping malls and mountains and lakes, motivates people to move to Lewiston or Auburn.

Paris Service Center:

People who are moving into Paris proper, as well as into Otisfield, Norway, Oxford and Bethel, are doing so because of the quality of the schools. The lakes are also an attraction. Retired people who had previously vacationed in those areas often opt to spend their retirement years there. There are also people moving into those towns who commute to Portland or Lewiston to work.

Buyers know what they want in terms of the size of the lot and the location, but don't always know whether they want an existing home or a lot on which to build, and haven't decided on the specific town. They have strong opinions on the zoning and have concerns about an unsightly commercial/industrial enterprise such as a junkyard being able to locate next door to them. In addition, they know what they want for acreage and whether they want a garage. Many people looking to buy in this area don't necessarily know in advance what it is that they are looking for except the idea that it's a small town, and it is quiet and appealing.

Reasons for moving out of Paris include wanting more land and privacy outside of the village. Sometimes people who work in Lewiston or Portland are tired of the commute and want to move closer to their workplaces.

Relocation due to work (teachers and doctors) is a prime reason for moving into Paris. The school system is a large employer in the region. People also move into Paris for more quiet, more land and more of the country life.

Augusta Service Center:

Sidney, Manchester, Readfield, Whitefield and Jefferson are attracting home buyers away from Augusta. Reasons for this include lower taxes, lower housing costs and a safe, quiet area in which to live. People are moving to Manchester and Readfield in particular for the schools, yet they are still close to Augusta.

Home buyers don't seem to know whether they want an existing home or a lot, the specific town, or where the lot is located within the town. They do know what they want for lot size. They also have strong opinions on price, access to recreation along lakes and at the coast, proximity to their workplace and to the schools, and the immediate neighborhood which they

want to be quiet and safe. Questions about the school system, including reputation and drug situation, are asked of realtors. Buyers also want information about taxes, local events, and the surrounding lakes.

Reasons for moving out of Augusta include the desire to get away from traffic and noise and to have a safer area for children. Home buyers are also looking for lower taxes, privacy and more space.

People moving into Augusta are doing so because of a job transfer, to get away from big cities and crime and to be closer to their place of work. Out-of-staters have relocated to Augusta looking for a better environment.

Belfast Service Center:

Realtors believe that Belfast, itself, is the fastest-growing community in its region. This is relatively unique to Maine to have the service center as the fastest-growing city. To a much lesser degree, Belmont and Montville are starting to attract newcomers. Economics is a major reason people are moving to Belfast due to the presence of MBNA. Lifestyle is another major reason. Belfast has a great waterfront and a lot of arts and theater. There is new interest in oceanfront and lakefront property. The availability of retirement homes lures young retirees. The influx of people is starting to spill over into the more rural Belmont and Montville.

People moving to this area know what they want in terms of an existing house vs. a building lot, and the size and location of the lot. They don't always know in advance which town they will choose. They have strong opinions about being near the coast as opposed to inland, whether they want oceanfront or lakefront property, and the price and style of the home. They want to know what the area has for cultural amenities, they want a low crime rate, and families with children want to know about the schools.

Home buyers question realtors on school systems, tax rates, shopping, churches, distance to the airport, and the stability of the community - whether it is growing, stagnating or declining.

Belfast is growing and getting busier than some people are comfortable with, so many are relocating away from the town. Other reasons for moving out include high taxes, the desire for a smaller home, or, with younger people, the desire for a larger home with more land for lower taxes.

People are relocating into Belfast because it is picturesque and friendly, and because of its reputation as an arts town. They also cite the fact that Route 1 runs through it which provides access without a lot of traffic. A low crime rate and good schools also attract newcomers.

Biddeford Service Center:

Realtors report that the fastest growing communities are York, South Berwick, Eliot, Kittery, Lyman, Saco and Biddeford. Many people are moving in from out of state, and often their move is job-related (BIW, Pratt and Whitney). Areas like Lyman are selected because they are central and close to Kennebunk and Portland. People who are moving into the Biddeford/Saco area have a desire to be closer to town.

Home buyers know the size of the lot they want but are less apt to know whether they want an existing home or a building lot, or where they want to live in terms of community or section of community. Buyers have strong opinions about the desired price, the number of bedrooms and baths, and often want a garage. They want to buy a property that doesn't need a lot of repair work. They want safe neighborhoods with no hazardous waste nearby and with resale potential.

Buyers ask realtors about the tax rates, the school system and busing, fire protection and recreational activities available, such

as restaurants. They also ask about zoning laws, and what activities would be allowed near individual houses.

One realtor thought that very few people were moving out of Biddeford. Other realtors found home buyers leaving because they wanted more space and privacy, distance from the incinerator, and from other industrial uses.

Home buyers are moving into Biddeford due to employment opportunities or job relocation, the lower cost of housing, and schools, including availability of private schools.

Bangor Service Center:

Local realtors report that Hampden, Brewer, Herman and Glenburn are the fastest growing towns in the area . Home buyers are looking for newer homes and lower property taxes. Schools are also a factor, particularly in Glenburn.

Home buyers are less likely to know if they want an existing home or a building lot, the size and location of the lot, and the preference of one town over another than in the other areas surveyed. They do have strong desires with regard to the school system and family composition of the neighborhood -- some wanting children in the area, some not. Buyers have upper limits in mind for property tax rates. Some want to be closer to a wife's workplace. They have opinions on such specifics as heating and cooling systems, the number of baths, and the availability of a garage. Taxes and school systems top the list of questions home buyers ask realtors. They also ask about the fire and police departments , snow removal, and the population of the town.

Reasons for moving out of Bangor include high taxes, high sewer and water charges and wanting more acreage.

When Maine people move into Bangor, they are looking for amenities such as shopping and transportation. Also there are people relocating from out of state to Bangor either for a job change or a quieter life style. The University of Maine is a draw as well.

Milbridge Service Center:

There seems to be less activity connected with this area than with the others. Some people are relocating to Milbridge because of a desire to get out of the city and to Machias since the ocean is a big draw. Housing prices are low and the quality of life is perceived to be good - a sense of community with no traffic or crime.

Home buyers know in advance whether they want an existing home or a building lot, and the size and location of the lot, but are less apt to know which town they prefer. They have strong opinions about taxes, schools, privacy and seclusion, and the amount of acreage they want. Questions most asked of realtors are on taxes, schools, and what activities the town offers.

The elementary schools or perhaps taxes were the only reasons realtors could think of that might motivate people to move out of Milbridge, but the realtors we interviewed don't think there is much, if any, movement out of Milbridge.

When people relocate to Milbridge, it is because it is a coastal town with very beautiful scenery and a strong sense of community. Getting away from the "hustle and bustle" of larger communities and easier, cleaner living are also motivating factors.

Presque Isle Service Center:

Realtors report that Presque Isle itself is the fastest growing town in the region. People are moving in because it is the hub of the county with a good school system, including the University of Maine, and has job opportunities. It also has better welfare services, as well as supportive services like the Pine Tree Legal Association.

Home buyers know whether they want an existing home or a building lot, but are less likely when beginning to look for a home to know which town they prefer, or the size or location of the lot. They have strong opinions about having a garage and about the number of baths and the size of the rooms. Potential home buyers don't ask as many questions of realtors in this area since the majority of them are local people who are first time buyers or are upgrading and have a certain bank of knowledge already. If anything, people ask about the school system and the distance between Presque Isle and other towns or areas.

The only reason given for moving out of Presque Isle was taxes. One realtor noted that a lower tax rate in the new community is often offset by other costs, precipitating a move back to Presque Isle.

Either job relocation or the desire to be closer to the workplace topped the reasons why people move into Presque Isle. Also, retirees are relocating from higher cost areas to Presque Isle.

Summary of Realtors Interviews

The picture given by the twenty-five realtors interviewed for this section is that most potential buyers arrive at their door with a fairly clear idea of what kind of house and lot they want, but with a much less clear picture of where they want to live.

In other words, most home buyers appear to the realtors to have a **good idea of what they want with regard to the house itself:** price, lot size, number of bedrooms and bathrooms, availability of a garage, and quality.

They seem to have a **general idea of what they want in terms of neighborhood and location**, but are **open-minded about where they might find it**. Thus they come with many questions about schools, tax rates, industrial uses, zoning, and look for help in identifying areas which meet their needs.

E. Survey of Recent Movers

1. Categorization of Movers

This part of the research involved a telephone survey of 602 recent movers in Maine. In order to analyze the data, the respondents have been divided into six types of movers:

Sprawler – Someone who moves from a neighborhood where homes or businesses can be seen up and down the street to a more secluded area (*114 out of the total sample of 602 respondents, or 19%*).

Back to the city – Someone who moves from a secluded or single-family residential area to a mixed neighborhood with homes, apartments, and businesses (*33 out of the total sample of 602 respondents, or 6%*).

Suburbanizers (from the city) – Someone who moves from a mixed use neighborhood to a single-family residential neighborhood (*136 out of the total sample of 602 respondents, or 23%*).

Suburbanizers (from the country) – Someone who moves to a single-family residential neighborhood from the other direction, namely the countryside (*67 out of the total sample of 602 respondents, or 11%*).

Standpat (urban) – Someone who moves from one mixed neighborhood to another (*43 out of the total sample of 602 respondents, or 7%*).

Standpat (suburban) – Someone who moves from one single-family residential neighborhood to another (*171 out of the total sample of 602 respondents, or 28%*).

Standpat (rural) – Someone who moves from one secluded area to another (*33 out of the total sample of 602 respondents*).

This is only one of many ways that the movers can be separated. Another way which was considered was separating people who moved between non-service center communities and service center communities. However, the distinctions between service center communities and their neighbors in many areas is subtle -- a move from Norridgewock to Madison might end up being put into a category called “back to the city,” and a move from Stonington to Deer Isle might register as “sprawl.”

Therefore we chose the characterization above based upon the respondent’s description of their current and past neighborhoods. Their self-descriptions are subjective, but they have the most explanatory power with regard to the statistics, and have a logical basis. After all, a move from downtown Augusta to a rural area within Augusta without sewer or water is closer to “sprawl” than a move to a mixed neighborhood in Farmingdale.

2. The Pace of Sprawl

Before analyzing the responses in detail, it is of interest to note the general pattern of movement this random sample of movers has generated. Of the 602 movers surveyed, 597 (99%) were able to characterize their former neighborhood as “a neighborhood with many homes, apartment buildings and businesses;” or “a neighborhood where homes can be seen up and down the road or street;” or “You can see very few, if any, other homes when looking down your road or street.” For labeling purposes, these three neighborhoods are characterized as 1) “urban” or “mixed use,” 2) “suburban” or “residential single family,” and 3) “rural” or “secluded.” The other 5 respondents were in military housing or on a houseboat or didn’t know).

The actual moves are described in the table below. Of the 230 once living in mixed neighborhoods, 43 (19%) moved to a home in a similar neighborhood, 136 (59%) moved to a suburban-style neighborhood, and 51 (22%) moved to a secluded area.

Table 1
The pattern of movement

<i>From:</i>	To:				
	Mixed/ urban	Residential/ suburban	Secluded/ rural	<i>Former home</i>	<i>Former home %</i>
<i>Mixed</i>	43	136	51	230	38.5%
<i>Residential</i>	19	171	63	253	42.4%
<i>Secluded</i>	14	67	33	114	19.1%
<i>New home</i>	76	374	147	597	
<i>New home %</i>	12.7%	62.6%	24.6%		

The data shows the speed with which the process of spreading out is taking place. The 1990 Census indicated that 84,000 Maine households moved in the two-year period 1989-90. If one can assume that means that 42,000 or so households move every year, and of these perhaps two-thirds are homeowners (70% of Mainers own homes), this means that 28,000 homeowners are moving, or a number 50 times larger than our sample of 600. This would mean that urban neighborhoods are experiencing a net loss of 7,500 Maine households every year, and secluded rural areas are gaining 1,500. These numbers are conjectural, but they indicate the general order of magnitude of internal movement and shifting which Maine is probably experiencing. The data also shows that single-family residential neighborhoods are growing faster than secluded rural areas.

Table 2
Change in neighborhoods

	Former	New	Change	%
Mixed	230	76	-154	-67.0%
Residential	253	374	121	47.8%
Secluded	114	147	33	28.9%

3. Who the Movers Are

The following is a general characterization of the income, education, age, and family-type of the different kinds of movers in our sample.

Sprawlers, those moving to secluded areas, tend to be of two kinds. There is a moderate household income group (\$15,000 to \$50,000), trade or service workers, with a high school degree or some college, in the middle-age range (35-54), perhaps with a child or two at home. Then there is a higher income group (over \$100,000) with college degrees, some of whom appear to be early retirees.

Back to the city movers also comprise more than one group. One appears to be younger (under 25 years of age), single, modest in income (under \$25,000). Another is more middle-aged, 35 to 54, in a skilled trade or a lower-paid white collar occupation (teacher/clerical/sales), income below \$50,000. Purchasing an affordable first home appears to be a motivation for households moving back to the city.

Suburbanizers (from the city) tend to be young married couples, below age 34, likely not to have a child yet, nearly half with four-year college degrees, with a high concentration in professional occupations.

Suburbanizers (from rural areas) tend to be older (35 and over), with less education (a third high-school only), and are more likely to be retired or unemployed.

Urban standpatters are also a complex group. They tend to be either older (over 55) or younger (under 34). They are more likely to have a postgraduate college degree. They have a high proportion of professional/management workers, with household incomes in the \$50,000 to \$80,000 range. Only a third have children under age 18.

Suburban standpatters are middle-aged (35-54). Half have children under 18. The majority have at least a four-year college degree. Many are teachers or other kinds of professionals. Half have incomes over \$50,000.

Rural standpatters are a blend of low income (30% under \$25,000) and high income (30% over \$65,000). Two out of three households have children under 18 – this group has by far the largest household size among all of the movers. They are concentrated in the middle age groups (35-54). Forty percent have only a high school degree; 21% have a post-graduate degree.

The tables which follow provide the detailed demographic data on these groups.

Table 3

Children Under 18 in Household											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
None	54%	52%	58%	59%	58%	65%	50%	33%	48%	43%	95%
One	16%	15%	18%	18%	13%	14%	18%	12%	24%	16%	2%
Two	20%	22%	15%	15%	19%	16%	20%	36%	20%	26%	-
Three	6%	8%	9%	5%	3%	2%	8%	12%	5%	9%	1%
Four	2%	3%	-	3%	4%	-	2%	-	2%	3%	-
Five or more	1%	-	-	1%	1%	2%	1%	6%	1%	1%	-

Source: Recent Movers Question 38

Table 4

Adults 18 or Older in Household											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
One	18%	15%	39%	12%	21%	21%	18%	18%	9%	21%	27%
Two	76%	82%	45%	82%	76%	74%	74%	76%	87%	73%	66%
Three	4%	3%	12%	5%	1%	-	4%	6%	2%	5%	5%
Four	1%	-	3%	1%	-	2%	2%	-	*%	1%	1%
Five or more	*%	-	-	-	-	2%	1%	-	*%	*%	1%

Source: Recent Movers Question 39

Table 5

Age								
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters		
				From the City	From the Country	Urban	Suburban	Rural
Under 25	5%	4%	15%	4%	3%	9%	4%	3%
25 - 34	30%	28%	18%	42%	24%	33%	25%	27%
35 - 44	32%	34%	36%	26%	34%	28%	34%	33%
45 - 54	16%	18%	18%	13%	15%	12%	18%	24%
55 - 64	10%	11%	3%	10%	9%	14%	11%	3%
65 - 74	6%	4%	3%	4%	13%	5%	6%	3%
75 or older	1%	1%	3%	1%	1%	-	1%	3%

Source: Recent Movers Question 40

Table 6

Education											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Elementary school (1 - 8)	1%	1%	-	-	3%	-	1%	-	*0%	*0%	-
Some high school	2%	3%	3%	2%	-	2%	1%	-	1%	1%	5%
High school graduate	25%	31%	30%	23%	33%	21%	18%	39%	24%	27%	26%
Some college	15%	13%	12%	21%	10%	14%	16%	12%	16%	14%	15%
Two year college/ Technical college graduate	11%	10%	18%	8%	9%	14%	12%	12%	8%	12%	12%
Four year college graduate	30%	30%	30%	28%	30%	28%	35%	15%	40%	27%	18%
Post graduate degree (MS, PHD, MD, etc.)	16%	12%	6%	18%	15%	21%	16%	21%	10%	19%	21%

Source: Recent Movers Question 41

Table 7

Years Lived In Maine											
	Total	Sprawlers	Back to City	Suburbanizers		Standpatters			Age		
				From City	From Country	Urban	Suburb	Rural	< 35	35-54	55+
1 - 5	22%	24%	12%	25%	24%	21%	20%	21%	25%	22%	18%
6 - 10	9%	10%	9%	9%	10%	14%	7%	6%	9%	10%	5%
11 - 20	12%	14%	18%	12%	9%	7%	12%	9%	10%	15%	9%
21 or more	56%	53%	58%	54%	57%	58%	58%	61%	56%	53%	67%

Source: Recent Movers Question 42

Table 8

Occupation											
	Total	Sprawlers	Back to City	Suburbanizers		Standpatters			Age		
				From City	F Country	Urban	Suburb	Rural	< 35	35-54	55+
Professional	20%	11%	15%	29%	19%	23%	20%	18%	27%	20%	9%
Retired	11%	13%	3%	9%	18%	9%	12%	3%	-	2%	58%
Homemaker	10%	11%	9%	8%	6%	7%	13%	6%	11%	11%	6%
Trade	9%	12%	18%	8%	6%	2%	6%	15%	13%	8%	2%
Manual labor	8%	8%	9%	5%	10%	12%	5%	18%	10%	8%	2%
Service	7%	11%	3%	7%	7%	7%	6%	3%	8%	9%	2%
Administrative	7%	11%	6%	3%	9%	12%	6%	3%	5%	8%	6%
Educator/Tchr	7%	4%	9%	7%	1%	9%	10%	9%	5%	9%	4%
Sales	7%	4%	6%	10%	7%	7%	6%	-	8%	6%	6%
Clerical	6%	4%	12%	10%	6%	-	6%	3%	7%	8%	1%
Technical	3%	2%	-	1%	3%	5%	4%	9%	3%	3%	-
Self-employed	2%	3%	-	1%	3%	2%	2%	12%	2%	3%	-
Disabled	1%	1%	6%	1%	-	2%	-	-	-	1%	3%
Unemployed	1%	-	-	-	3%	-	2%	-	-	1%	1%
Military	1%	3%	-	-	-	-	-	-	-	1%	-
Student	*%	-	-	-	-	2%	1%	-	1%	*%	-

Source: Recent Movers Question 43

Table 9

1997 Household Income											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Under \$15,000	4%	3%	12%	4%	7%	-	3%	12%	2%	4%	10%
\$15,000 to just under \$25,000	13%	16%	27%	8%	15%	19%	9%	18%	16%	9%	17%
\$25,000 to just under \$35,000	12%	11%	9%	11%	18%	9%	12%	9%	11%	12%	14%
\$35,000 to just under \$50,000	22%	23%	30%	26%	22%	21%	19%	15%	23%	23%	18%
\$50,000 to just under \$65,000	15%	16%	6%	12%	15%	21%	20%	3%	18%	16%	8%
\$65,000 to just under \$80,000	10%	8%	6%	12%	7%	14%	11%	15%	13%	9%	8%
\$80,000 to just under \$100,000	5%	4%	-	7%	3%	2%	7%	3%	5%	5%	4%
More than \$100,000	6%	8%	-	6%	3%	2%	6%	12%	3%	8%	5%
Don't know	1%	1%	-	2%	1%	5%	1%	-	*%	1%	5%
Refused	11%	11%	9%	12%	7%	7%	11%	12%	7%	12%	10%

Source: Recent Movers Question 44

Table 10

Gender											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Male	40%	46%	42%	37%	46%	33%	36%	52%	43%	37%	43%
Female	60%	54%	58%	63%	54%	67%	64%	48%	57%	63%	57%

Source: Recent Movers Question 45

4. Where They Moved From

One-third of the *sprawlers* moved in from out of state. “Living in the country” may be part of the image of moving to Maine for this group. Half are first-time buyers. A quarter moved from a home worth more than \$150,000.

More than 3 in 5 *back to the city* purchasers were first-time home buyers. Of those who owned previous homes, 45% owned a modest-priced house which sold for less than \$75,000. Few back to the city purchasers are from out of state.

Of those *moving to the suburbs from an urban or mixed neighborhood*, three of four are first-time home buyers. Of the few who sold homes to move to the suburbs, the majority got less than \$100,000 from the sale.

Those *moving to suburban residential neighborhoods from the country* are more likely to be owners upgrading their housing rather than first-time buyers. Most are Mainers. One in five received more than \$150,000 for their prior home.

People *moving from one urban or mixed neighborhood to another* tend to be first-time buyers (74%), and if they already owned a home their selling price was modest (two-thirds under \$100,000). Nearly half stayed in the same city or town.

People *moving from one suburban residential location to another, or from one remote location to another*, both tend more to be housing upgraders rather than first-time buyers. One in four suburban movers (and one in six rural movers) received over \$150,000 for their prior home. However, one in four rural movers received less than \$50,000 for their prior home (only one in 25 suburban movers received so little).

Previous Home Attributes											
Previous Home	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From City	From Country	Urban	Suburb	Rural	< 35	35-54	55+
In another town or city in Maine	51%	50%	45%	58%	82%	40%	40%	45%	60%	46%	47%
In the same town or city	29%	18%	39%	24%	9%	47%	40%	36%	25%	33%	25%
Outside of Maine	20%	32%	15%	18%	9%	14%	20%	18%	15%	22%	27%
Neighborhood where only homes could be seen up and down your street	42%	55%	58%	-	-	-	100%	-	35%	46%	42%
Neighborhood with many homes, apartment buildings and businesses	38%	45%	-	100%	-	100%	-	-	47%	33%	36%
You can see few, if any, other homes when looking down your street or road	19%	-	42%	-	100%	-	-	100%	16%	20%	21%
Rent	54%	51%	61%	74%	40%	74%	43%	42%	75%	50%	23%
Own	42%	45%	33%	26%	52%	21%	52%	58%	18%	47%	75%
Lived with relative/friends	3%	4%	6%	-	3%	5%	4%	-	6%	2%	-

Source: Recent Movers Questions 4, 6 and 36

Table 12

Amount Previous Home Sold For											
Previous Home	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Under \$50,000	10%	10%	9%	11%	17%	11%	4%	26%	19%	12%	4%
\$50,000 to just under \$75,000	13%	10%	36%	20%	14%	22%	11%	-	14%	12%	15%
\$75,000 to just under \$100,000	16%	10%	-	23%	9%	33%	19%	16%	14%	15%	18%
\$100,000 to just under \$125,000	14%	10%	9%	17%	9%	22%	19%	5%	16%	12%	16%
\$125,000 to just under \$150,000	10%	14%	9%	3%	17%	11%	9%	11%	8%	10%	14%
\$150,000 to just under \$175,000	8%	10%	-	9%	6%	-	10%	-	3%	7%	12%
\$175,000 to just under \$200,000	5%	10%	-	-	3%	-	6%	11%	8%	5%	4%
\$200,000 to just under \$250,000	3%	2%	-	-	6%	-	4%	5%	-	5%	1%
\$250,000 to just under \$350,000	1%	-	-	-	3%	-	2%	-	-	1%	3%
\$350,000 or more	1%	2%	-	-	-	-	2%	-	-	2%	-
Don't know	7%	6%	-	17%	9%	-	4%	-	14%	6%	5%
Refused	6%	10%	18%	-	3%	-	7%	11%	5%	6%	4%
NA	5%	8%	18%	-	6%	-	1%	16%	-	7%	4%

Source: Recent Movers Question 37

5. Where They Moved To

Sprawlers and *Rural standpatters* have a similar profile in terms of the homes where they move. Most move into traditional single family homes. One in eleven (9%) of each group move into mobile homes. Around half move onto a lot of at least three acres. Only one in ten are in a residential development. Only one in ten have town sewer or water. A high proportion of their homes are newly-built – 30% for sprawlers, 52% for rural standpatters, in comparison to 24% for the sample as a whole.

Where the two groups differ is on price. One in five sprawlers pay more than \$150,000 for their home, as opposed to 1 in 8 rural standpatters. Conversely, 27% of rural standpatters pay less than \$50,000 for their home, while only 14% of sprawlers pay this little.

The *back to the city* group includes a high proportion of condominium buyers – not surprisingly – and a high proportion of mobile home buyers -- which might be a surprise. Recall that the “back to the city” category refers to people who have moved from secluded or residential settings to “mixed use” areas. Many town centers in rural areas have a mix of businesses, industrial uses, and houses – and thus fit into the mixed use category. Likewise, many mobile home zones are located adjacent to industrial or commercial uses, and for this reason they show up in this group. One-third of the back-to-the-city group are not in service centers, and are likely in smaller town centers. Half of the back to the city group pays less than \$75,000 for their home.

Urban standpatters likewise have a high proportion of condominiums (but few mobile homes), small lots (42% have lot sizes of 1/4 acre or less), and low purchase prices.

All three categories of *suburban buyers* – from the city, the country, and from other suburbs – have a similar pattern: traditional single family homes, a lot of an acre or less, likely to be in a residential development, likely to be on town sewer and water, the majority paying over \$75,000 for their home.

Table 13

Current Home Description (home they moved to)											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Home type				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Traditional single family home	78%	75%	55%	88%	81%	58%	81%	79%	79%	82%	67%
Mobile home	9%	10%	18%	6%	12%	7%	9%	9%	9%	6%	18%
Duplex, condominium, or other attached housing	7%	4%	21%	3%	3%	28%	6%	3%	7%	7%	8%
Something else	6%	11%	6%	4%	4%	7%	4%	9%	5%	5%	7%

Source: Recent Movers Question 34

Table 14

Size of Lot (home they moved to)											
Current Lot Size	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
1/4 acre or less	24%	5%	36%	26%	37%	42%	27%	3%	24%	22%	33%
½ acre	17%	8%	18%	22%	25%	19%	16%	3%	17%	17%	13%
¾ acre	5%	-	9%	7%	4%	2%	9%	3%	6%	5%	3%
One acre	12%	18%	3%	11%	10%	2%	11%	27%	11%	14%	11%
Two acres	10%	20%	-	8%	6%	2%	8%	12%	12%	9%	8%
3 to <5 acres	9%	20%	3%	7%	3%	2%	4%	21%	8%	10%	4%
5 to <10 acres	4%	11%	-	1%	-	-	3%	12%	6%	3%	2%
10 acres+	4%	14%	-	2%	-	-	1%	18%	2%	7%	2%
Don't know	14%	3%	30%	14%	13%	28%	19%	-	13%	12%	21%

Source: Recent Movers Question 33

Table 15

Location of Current Home (home they moved to)											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
On a lot not in a development	68%	89%	61%	65%	63%	56%	60%	91%	70%	68%	67%
In a development	31%	10%	39%	35%	37%	42%	38%	9%	29%	31%	33%

Source: Recent Movers Question 24

Table 16

Town Sewer (home they moved to)											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	57%	11%	82%	66%	60%	93%	75%	3%	57%	55%	62%
No	43%	89%	18%	34%	39%	7%	25%	97%	43%	45%	37%

Source: Recent Movers Question 35

Table 17

Town Water (home they moved to)											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	66%	24%	91%	77%	76%	93%	80%	9%	65%	66%	71%
No	34%	76%	9%	23%	24%	7%	20%	91%	35%	34%	29%

Source: Recent Movers Question 35

Table 18

Was Current Home Previously Occupied (home they moved to)											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	76%	69%	91%	76%	87%	84%	77%	48%	79%	78%	66%
No	24%	30%	9%	24%	13%	16%	23%	52%	21%	22%	34%

Source: Recent Movers Question 23

Table 19

Number of Bedrooms (home they moved to)											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Bedrooms				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
One	3%	4%	9%	2%	3%	-	4%	-	3%	2%	5%
Two	23%	23%	33%	21%	25%	37%	19%	21%	22%	18%	38%
Three	49%	48%	36%	54%	51%	47%	47%	45%	54%	46%	45%
Four	21%	18%	18%	18%	19%	12%	25%	30%	17%	28%	7%
Five or more	4%	5%	3%	5%	1%	5%	5%	3%	3%	5%	4%

Source: Recent Movers Question 30

Table 20

Number of Full and Half Baths (home they moved to)											
Bathrooms	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
One	36%	37%	48%	40%	43%	40%	30%	24%	41%	34%	33%
1 and ½	27%	23%	27%	28%	28%	35%	29%	18%	28%	28%	21%
Two	23%	25%	21%	20%	18%	21%	22%	39%	20%	21%	32%
2 and ½	10%	11%	3%	10%	6%	2%	15%	12%	9%	12%	8%
Three or more	3%	4%	-	3%	4%	2%	4%	6%	2%	4%	5%

Source: Recent Movers Question 31

Table 21

Amount Respondent Paid For Current Home (home they moved to)											
Current Home	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Under \$50,000	15%	14%	36%	12%	19%	16%	12%	27%	15%	14%	21%
\$50,000 to \$74,999	18%	18%	21%	11%	18%	37%	19%	12%	16%	17%	24%
\$75,000 to \$99,999	23%	20%	21%	29%	31%	23%	19%	21%	27%	22%	21%
\$100,000 to \$124,999	14%	10%	6%	20%	13%	14%	16%	6%	19%	12%	10%
\$125,000 to \$149,999	9%	11%	3%	10%	6%	-	11%	12%	8%	11%	4%
\$150,000 to d \$174,999	6%	8%	-	4%	4%	5%	7%	3%	6%	5%	5%
\$175,000 to \$199,999	4%	8%	3%	3%	3%	2%	4%	6%	3%	4%	7%
\$200,000 to \$249,999	2%	2%	-	2%	-	-	6%	-	1%	4%	2%
\$250,000 to \$349,999	1%	3%	-	1%	-	-	1%	3%	-	3%	-
\$350,000 +	1%	1%	-	-	1%	-	1%	-	*%	1%	-
Refused	5%	4%	6%	7%	3%	2%	4%	9%	4%	5%	4%

Source: Recent Movers Question 32

6. Why They Wanted to Move Away From Their Old Home

Sprawlers and *Suburbanizers-from-the-city* share a fairly negative view of the place they left behind. Twenty-nine percent of sprawlers didn't like the "characteristics of the previous neighborhood" in which they lived, a view shared by 23% of suburbanizers-from-the-city – and by none of the other five groups to nearly the same extent (see Table 22 below). Ten percent of both of these groups said that they "wanted to get out of the city."

When households who had moved away from a service center were asked whether any of the following reasons were important in their decision to move, the sprawlers and suburbanizers-from-the-city among them gave the following responses (Tables 23-42):

- houses too close together (79% sprawlers, 71% suburbanizers from the city, 52% all groups)
- lack of privacy (79%, 63%, 60%)
- noise (63%, 57%, 50%)
- too many people (71%, 54%, 43%)
- unsafe neighborhoods due to traffic (39%, 63%, 44%)
- traffic congestion (47%, 49%, 43%)
- too far from nature and wildlife (55%, 43%, 31%)
- unattractive neighborhood (45%, 48%, 35%)
- not comfortable with people living in the neighborhood (32%, 48%, 34%)
- unsafe neighborhoods due to crime (45%, 43%, 31%)
- nearby commercial/industrial sites (39%, 38%, 26%)
- don't feel part of the community (32%, 37%, 26%)
- pollution (37%, 29%, 24%)
- high real estate prices (37%, 25%, 24%)
- high or increasing taxes (32%, 23%, 22%)
- lack of adequate recreational facilities (26%, 22%, 18%)
- unsafe schools (29%, 17%, 15%)
- overcrowded or substandard school buildings (21%, 23%, 15%)
- lack of quality school programs (18%, 15%, 13%)
- too far from job (13%, 5%, 9%)

High or increasing taxes and school issues appear at the bottom of the list of factors pushing sprawlers and suburbanizers-from-the-city to more rural places.

Both groups share a common low valuation of "proximity to family, friends, school, work, culture" – this matters to only 8% of sprawlers and 9% of suburbanizers-from-the-city – as opposed to 33% for the back-to-the-city group, and 19% for the suburban-standpatters (Table 22) .

In summary, sprawlers and suburbanizers-from-the-city tend to feel more negatively about where they live, and are more motivated to move *away from* their current home. Sprawlers generally feel a higher level of dissatisfaction than other groups, and move further away perhaps as a result.

Noise, traffic, lack of privacy, and unattractive neighborhoods are also motivating forces for *urban standpatters*. However schools are not as important a factor to this group, and they are able to find satisfactory alternatives without moving all the way to the country.

Suburbanizers from the country are motivated in part by a desire to get to an area with better schools. However, overall, schools are less of a factor than is commonly thought, only motivating about 15% of all movers.

Table 22

Reasons For Moving From Previous Area											
Reasons	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Wanted to own home/land/Did not want to rent	36%	30%	33%	44%	36%	58%	32%	21%	50%	34%	15%
Features of the home	16%	13%	9%	14%	7%	14%	22%	33%	13%	15%	24%
Proximity to family, friends, school, work, culture	15%	8%	33%	9%	28%	9%	19%	15%	14%	14%	21%
Characteristics of the previous neighborhood	15%	29%	15%	23%	10%	9%	6%	-	14%	15%	17%
Lifestyle changes	13%	14%	15%	17%	10%	5%	15%	-	11%	10%	27%
Job relocation/ Lack of employment opportunities	10%	11%	3%	8%	10%	12%	12%	9%	9%	14%	3%
Characteristics of the town	7%	10%	9%	14%	13%	-	6%	12%	5%	8%	8%
Wanted to get out of the city	5%	10%	-	10%	-	-	3%	3%	5%	5%	5%
Family connections/ Want to return to area	4%	4%	3%	4%	3%	7%	3%	9%	5%	3%	4%
Financial reasons/Ownership issues	4%	3%	6%	3%	6%	5%	4%	3%	4%	3%	5%
Prefers the city/Doesn't like the country	2%	3%	6%	1%	3%	-	1%	3%	1%	3%	1%
Environmental reasons	2%	4%	6%	1%	1%	-	1%	3%	-	2%	3%

Source: Recent Movers Question 7

Table 23

High or Increasing Taxes											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	22%	32%	19%	23%	15%	11%	23%	17%	23%	20%	26%
No	74%	61%	75%	72%	85%	89%	75%	67%	74%	76%	67%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 24

Noise											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	50%	63%	25%	57%	8%	57%	48%	33%	51%	52%	37%
No	48%	34%	69%	43%	92%	43%	50%	50%	48%	46%	59%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 25

Unsafe Neighborhoods Due To Crime											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	31%	45%	-	43%	8%	39%	21%	17%	38%	28%	26%
No	66%	50%	94%	57%	92%	61%	75%	67%	61%	69%	67%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 26

Unsafe Neighborhoods Due To Traffic											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	44%	39%	31%	63%	23%	46%	36%	17%	48%	44%	37%
No	54%	58%	62%	37%	77%	54%	62%	67%	51%	54%	59%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 27

Nearby Commercial or Industrial Sites											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	26%	39%	-	38%	15%	14%	21%	17%	26%	28%	19%
No	72%	58%	94%	62%	85%	86%	77%	67%	73%	70%	78%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 28

Unsafe Schools											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	15%	29%	-	17%	8%	7%	14%	-	23%	11%	4%
No	79%	63%	94%	77%	92%	89%	80%	83%	70%	85%	85%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 29

Schools Which Are Overcrowded or Need Major Repairs											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	15%	21%	12%	23%	15%	4%	7%	17%	22%	13%	4%
No	80%	68%	81%	74%	85%	93%	89%	67%	73%	83%	89%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 30

Lack of Emphasis on Quality School Programs											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	13%	18%	-	15%	31%	4%	9%	17%	20%	9%	-

Yes	43%	47%	19%	54%	8%	50%	41%	17%	44%	43%	33%
No	56%	50%	75%	46%	92%	50%	57%	67%	55%	55%	63%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 35

Houses Too Close Together											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	52%	79%	25%	71%	-	32%	43%	33%	57%	53%	37%
No	46%	18%	69%	29%	100%	68%	55%	50%	42%	45%	59%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 36

Too Far From Nature and Wildlife											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	31%	55%	25%	43%	8%	4%	23%	17%	30%	33%	30%
No	67%	42%	69%	57%	92%	96%	73%	67%	69%	65%	63%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 37

Not Comfortable With People Living in the Neighborhood											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	34%	32%	12%	48%	15%	29%	34%	17%	39%	34%	22%
No	64%	66%	81%	52%	85%	71%	64%	67%	60%	64%	74%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 38

High Real Estate Prices											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	24%	37%	25%	25%	15%	14%	23%	-	28%	18%	33%
No	73%	61%	69%	74%	85%	79%	75%	83%	69%	80%	56%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 39

Don't Feel a Part of the Community											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	26%	32%	19%	37%	31%	18%	16%	-	28%	26%	19%
No	72%	66%	75%	63%	69%	82%	82%	83%	70%	72%	88%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 40

Unattractive Neighborhood											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	35%	45%	12%	48%	15%	46%	20%	-	40%	34%	22%
No	64%	53%	81%	52%	85%	54%	79%	83%	59%	64%	74%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 41

Lack of Adequate Recreational Facilities											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	18%	26%	25%	22%	8%	18%	11%	-	20%	19%	7%
No	80%	68%	69%	78%	92%	82%	88%	83%	78%	78%	89%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

Table 42

Too Far From Job											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	9%	13%	12%	5%	15%	4%	11%	17%	10%	8%	4%
No	89%	84%	81%	95%	85%	96%	88%	67%	89%	91%	85%

Source: Recent Movers Question 19. Asked only of respondents who had moved away from a service center.

7. Why Respondents Moved to the New Area

The major motivation for moving to a new area for *all movers* is proximity to family and friends, school and work (Table 43). This is true even for a third of *sprawlers*, who are moving out into secluded areas. But it is even more true for the other movers – half of *suburbanizers-from-the-country* are moving to get nearer to friends and jobs.

Another significant motivator for *sprawlers* is the perception that the move is being done for “environmental reasons.” This suggests that these movers may not be totally aware of the environmental implications of their moves.

One difference between *sprawlers* and *suburbanizers-from-the-city* is that the latter place a higher value on the characteristics of the new house and neighborhood, and less of a value on living in the country.

Perceptions of what is valued in the current town (Table 44) show no particularly distinctive pattern among respondents. A sense of community and nearness to family and friends are more important to the *standpatters* than to those moving to different environments. Affordable housing is a relatively more important factor for the *back to the city* group (Table 43), who can find bargains in older neighborhoods. Good schools are only a factor for one in eight movers. One in six *urban standpatters* found “nothing” particularly appealing about the community to which they had moved.

People seem to find it easier to talk about what they like about their new houses than what they like about their new communities. Perhaps the latter is an opinion which takes a few years to become clearly formed.

Table 43

Reasons For Choosing Current Place of Residence											
Reasons	Total	Sprawler	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From Country	Urban	Suburban	Rural	< 35	35-54	55+
Proximity to Family/Friends/School/Work	38%	32%	42%	34%	49%	37%	42%	27%	41%	41%	24%
neighborhood characteristics	26%	22%	9%	34%	28%	14%	27%	18%	29%	26%	17%
Features of the home	19%	17%	21%	23%	16%	21%	18%	15%	14%	19%	29%
Financial/Owner-ship issues	18%	12%	30%	19%	21%	23%	16%	9%	20%	18%	12%
Family connections	10%	18%	15%	4%	9%	12%	11%	9%	14%	8%	10%
Environmental reasons	10%	16%	6%	7%	16%	2%	8%	6%	5%	12%	14%
Location	8%	8%	12%	7%	4%	7%	8%	9%	9%	7%	5%
Out of city/in country	7%	17%	-	10%	1%	-	4%	12%	8%	7%	6%
Job opportunities	6%	3%	9%	5%	7%	7%	10%	3%	5%	9%	2%
Lifestyle changes	5%	7%	3%	4%	4%	2%	7%	6%	1%	5%	15%
Land/More land	3%	5%	3%	6%	-	-	2%	3%	3%	3%	2%
Prefers city to country	3%	-	9%	1%	7%	12%	1%	3%	2%	3%	4%
Owns/No longer rents	2%	2%	-	3%	1%	5%	3%	-	2%	2%	2%
Privacy	2%	4%	-	4%	-	-	1%	-	2%	2%	1%

Source: Recent Movers Question 2

Table 44

What Respondent Found Particularly Appealing About Current Town											
Current Town Attributes	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Proximity to shopping/ Services/Activities	22%	15%	35%	25%	30%	22%	23%	-	28%	19%	20%
Characteristics of the neighborhood/Quiet/Safe	16%	18%	15%	21%	15%	4%	12%	24%	15%	17%	14%
Environmental factors/Near water/Woods	14%	13%	25%	15%	11%	4%	16%	5%	10%	14%	24%
Good school system	12%	13%	-	11%	8%	4%	15%	24%	15%	13%	1%
Small town	11%	12%	10%	10%	15%	4%	11%	14%	15%	8%	9%
Characteristics of house/Yard	10%	12%	5%	12%	8%	13%	7%	19%	10%	10%	8%
Family/Friends live in town	9%	7%	5%	11%	7%	13%	9%	14%	7%	8%	18%
Proximity to work/School/ College	9%	9%	5%	8%	15%	-	12%	-	7%	12%	5%
Sense of community/ Quality of life/People	9%	6%	5%	8%	7%	17%	10%	14%	7%	11%	5%
Characteristics of the town	8%	12%	10%	6%	11%	4%	8%	-	6%	11%	4%
Family connections	6%	5%	5%	4%	5%	13%	9%	-	5%	5%	11%
Size of town	5%	1%	10%	4%	7%	9%	5%	5%	4%	6%	3%
Rural area	4%	7%	5%	4%	3%	-	3%	10%	4%	4%	7%
Community activities	3%	1%	-	1%	7%	-	7%	-	2%	4%	3%
Financial reasons	3%	3%	-	4%	5%	-	1%	5%	3%	2%	5%
Less congested/ Fewer people	2%	5%	-	3%	-	4%	-	5%	2%	3%	3%
Nothing/No reason	4%	5%	-	4%	2%	17%	2%	10%	3%	4%	7%

Source: Recent Movers Question 9

8. How Respondents Evaluate the Move

Sprawlers like the open spaces to which they have moved. They feel better off than before with regard to their neighborhood, their environment, and their privacy. They also feel better about living in the country on their own land (Table 46).

Those moving to denser housing environments (*back to the city* movers and *suburbanizers from the country*) note major improvements in proximity to family, friends, school, and work.

Sprawlers and *suburbanizers from the city*, both moving to less dense environments, note that a disadvantage of their current home is that it is farther from intown shopping activities – but the new residence is apparently not any further from jobs or family and friends (Table 47).

In general, most movers are happy with their move. Forty percent could think of nothing about their current residence that is worse than the last residence. In this respect, those in the least dense environments had the fewest complaints – 46% of sprawlers, 45% of suburbanizers from the city, and 48% of rural standpatters could identify no disadvantages of their new home. Of course, just as it seems to take a while for people to form opinions one way or the other on their new community (see last section, “Why Respondent Moved to the New Area”), it may also take a while for locational disadvantages to become clear.

In fact 19 of 20 movers of all types liked their new home as much as they expected (Table 45). Of those who didn’t like their new home as much as expected, some found their new neighbors unfriendly, some thought the new neighborhood too crowded, some didn’t like the schools – but the complainers are numerically few, and scattered among all types of movers, so no particular pattern emerges.

Table 45

Does Respondent Like New Home As Much As He/She Anticipated											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	95%	96%	94%	96%	96%	95%	94%	91%	94%	94%	99%
No	4%	3%	6%	4%	4%	5%	5%	9%	5%	5%	1%

Source: Recent Movers Question 13

Table 46

What Respondent Likes More About Current Home Than Previous One											
Current Area Attributes	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Characteristics of the neighborhood	35%	33%	15%	49%	30%	35%	35%	12%	39%	32%	33%
Proximity to family/Friends/School/Work	27%	18%	42%	21%	58%	19%	25%	24%	20%	31%	28%
Features of the home	24%	18%	18%	28%	16%	23%	27%	30%	22%	25%	24%
Characteristics of the town	17%	16%	3%	15%	22%	26%	17%	18%	15%	19%	15%
Respondent owns home/Land/No longer rents	17%	14%	30%	20%	15%	28%	14%	3%	28%	13%	6%
Environmental reasons	15%	25%	18%	15%	9%	7%	12%	15%	12%	17%	16%
Privacy	12%	32%	9%	9%	3%	7%	8%	6%	8%	15%	11%
Wanted to get out of city/Wanted to live in country	11%	17%	-	13%	3%	9%	11%	21%	11%	13%	8%
Land/More land	3%	7%	-	4%	-	-	3%	-	2%	4%	-
Financial reasons/Owner-ship issues	3%	2%	3%	2%	1%	5%	4%	6%	3%	2%	3%
Lifestyle changes	1%	3%	-	-	-	-	2%	-	1%	1%	-
Job relocation/Employment opportunities	1%	-	-	1%	1%	2%	1%	-	1%	1%	-
Prefers city/ Doesn't like the country	1%	-	-	-	3%	-	1%	-	1%	1%	-
Family connections	*%	-	-	-	-	-	-	3%	-	*%	-
Respondent doesn't like it better	5%	1%	6%	3%	9%	7%	6%	6%	3%	4%	10%

Source: Recent Movers Question 8

Table 47

What Respondent Likes Less About Current Home Than Previous One											
Current Area Detractors	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Characteristics of the town	12%	16%	18%	10%	15%	21%	8%	6%	13%	12%	10%
Farther from in-town/Shopping/Activities	12%	17%	-	17%	4%	9%	11%	6%	14%	10%	10%
Traffic/Road hazards	7%	2%	6%	5%	9%	9%	11%	6%	7%	6%	9%
Less accessible to nature	5%	3%	3%	4%	9%	5%	6%	9%	5%	5%	4%
Characteristics of the neighborhood	5%	3%	12%	4%	9%	2%	4%	9%	4%	7%	2%
More populated/Too many people	5%	1%	21%	1%	10%	5%	4%	6%	3%	6%	4%
Farther from work/School	4%	4%	6%	6%	3%	2%	2%	6%	7%	2%	2%
Characteristics of the home/Yard	4%	1%	6%	3%	6%	7%	4%	3%	1%	4%	9%
Farther from family/Friends	3%	4%	6%	-	3%	7%	3%	3%	*%	4%	4%
Lack of /Fewer services/ Medical care	2%	6%	-	4%	-	-	1%	-	2%	3%	2%
Too close to businesses/ Industry	2%	-	6%	1%	1%	5%	4%	-	1%	3%	1%
Environmental factors	2%	4%	-	2%	-	-	2%	-	2%	1%	3%
Less privacy	1%	-	6%	1%	1%	-	2%	3%	*%	2%	1%
Less land	1%	-	3%	1%	3%	-	2%	-	*%	2%	2%
Noise	1%	1%	3%	2%	-	-	1%	-	1%	1%	1%
Quality of school system	1%	4%	3%	-	1%	-	-	-	1%	1%	-
Location Inconvenient	1%	3%	-	1%	-	-	1%	-	1%	1%	-
Isolated	1%	2%	-	1%	-	2%	1%	-	1%	*%	1%
Fewer employment opportunities	1%	1%	3%	-	-	-	1%	-	1%	*%	-
Lifestyle	*%	1%	-	-	-	-	-	-	-	*%	-
Financial reasons	*%	-	-	-	1%	-	-	-	-	-	1%

Nothing	41%	46%	15%	45%	34%	30%	42%	48%	41%	41%	39%
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Source: Recent Movers Question 12

9. The Search Process and the Role of Realtors

Surprisingly, fewer than half of all movers relied on realtors to obtain information which would help them decide where to buy (Table 48). A quarter relied on friends and word-of-mouth, and the remaining quarter did some sort of research on their own (driving around, newspaper, Internet). This pattern was generally true for all types of movers, although only about a quarter of *rural standpatters* relied on realtors.

Although only 47% of movers relied on realtors for information, two-thirds of all movers worked with a real estate agent (Table 49). Again, *rural standpatters* were the least likely to work with a real estate agent (52%).

Most home searches took place over a one to six month period (Table 50). Those looking for secluded lots (*sprawlers* and *rural standpatters*) took the longest – over a third of their searches took more than six months.

Only one in eleven movers who worked with a real estate agent reported that their real estate agent gave them guidance in terms of which town they should live in (Table 51). Most movers who received such help moved into suburban-type environments. The kinds of help the realtors gave included community strengths and activities (11 respondents), schools (7), resale and property values (6), and taxes (4).

More movers – one in seven who used real estate agents – were helped by the real estate agent to find the best place to live within the community they had chosen (Table 52). Agents were most helpful to *back to the city* movers, as well as people moving into suburban environments. The kinds of help real estate agents gave included neighborhood safety and demographics (21), finding an actual home (9), showing neighborhoods which met the respondents’ needs (8), etc.

Only one in twenty-five movers who used real estate agents – or 1 in 50 of all respondents – were advised by realtors on lot size (Table 53). In these cases, the advice had to do with zoning requirements and resale values. In four cases, the real estate agent recommended a larger lot size.

Few movers relied on the advice of real estate agents on home style questions (Table 54). However more (15%) relied on real estate agents for financial advice on how much money to spend, how large a mortgage to seek, etc. (Table 55).

Real estate agents also helped movers in a variety of other ways (Table 55). One in four movers indicated that they would have liked to have had more information on the community and other factors before they made their choice, whether from a real estate agent or some other source (Table 56).

The picture given by respondents is that real estate agents do not play a critical role in directing home buyers to urban, suburban, or rural environments. However, real estate agents are relied upon by movers for financial information on taxes, resale values, and mortgage arrangements. In this role as financial advisor it is possible that real estate agents could be provided with information for home buyers about the actual cost of living in remote locations.

Table 48

Where Respondent Obtained Information to Help in Deciding Where to Buy											
Information Source	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Realtor	47%	42%	39%	50%	54%	51%	50%	27%	47%	47%	41%
Word of Mouth	25%	28%	36%	20%	16%	30%	25%	30%	29%	22%	23%
Drove/Walked by/Watched neighborhood	14%	14%	6%	18%	12%	16%	11%	24%	10%	14%	22%
Newspaper/Classified s publication	12%	8%	18%	12%	13%	16%	13%	3%	12%	13%	9%
Respondent's own research /Knowledge	7%	6%	6%	7%	18%	2%	6%	6%	4%	10%	6%
Internet	5%	8%	-	4%	9%	7%	5%	3%	7%	6%	1%
Familiar with the area	2%	1%	3%	3%	3%	2%	2%	-	1%	3%	1%
Respondent already owned land/Inherited	2%	4%	3%	-	-	2%	1%	9%	1%	1%	7%
Real estate publications/ Auction list	1%	2%	3%	1%	1%	-	1%	6%	1%	1%	2%
From the builder/ Respondent works for builder	1%	2%	-	2%	1%	-	1%	-	1%	1%	2%
Relocation company/Rental agency	1%	-	-	-	1%	-	2%	-	1%	1%	-
Federal/State/ Local housing programs	1%	-	-	1%	3%	2%	-	-	2%	-	-
Television/Real estate channel	*%	1%	-	1%	-	-	-	-	*%	*%	1%
Town office/Chamber of Commerce	*%	1%	-	-	-	-	1%	-	*%	*%	1%

Source: Recent Movers Question 25

Table 49

Did Respondent Work With Real Estate Agent											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	65%	59%	64%	71%	72%	65%	67%	52%	65%	67%	59%
No	35%	41%	36%	29%	28%	35%	33%	48%	35%	33%	41%

Source: Recent Movers Question 26

Table 50

Length of Time Between Decision to Move and When Respondent Found Lot or Home											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Time Frame				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Less than a week	4%	7%	3%	2%	3%	2%	4%	6%	5%	2%	6%
One to two weeks	5%	5%	6%	7%	1%	5%	4%	6%	6%	5%	3%
Two to four weeks	10%	8%	6%	10%	9%	9%	13%	3%	5%	12%	11%
One to three months	30%	19%	30%	36%	36%	33%	31%	15%	37%	28%	21%
Three to six months	24%	18%	24%	26%	36%	23%	23%	27%	24%	25%	24%
More than six months	24%	36%	24%	17%	15%	28%	22%	36%	22%	23%	30%

Source: Recent Movers Question 28

Table 51

Did Real Estate Agent Guide Respondent In Choosing Town To Live In											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	9%	6%	-	11%	4%	7%	14%	6%	13%	9%	3%

			the City	Country	Urban	Suburban	Rural	< 35	35-54	55+	
Yes	15%	13%	14%	21%	12%	21%	13%	12%	24%	12%	9%
No	85%	87%	86%	79%	88%	79%	87%	88%	76%	88%	91%

Source: Recent Movers Question 27

Table 56

Other Ways In Which Real Estate Agent Influenced Buying Decision											
Influence	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Agent was helpful with paperwork/ Builder	8%	6%	5%	9%	6%	7%	8%	18%	7%	10%	3%
Agent found home that met respondent's requirements	8%	6%	10%	8%	8%	18%	7%	-	10%	6%	9%
Agent gave own opinion of home/Property	6%	3%	5%	2%	4%	14%	8%	12%	7%	6%	2%
Agent gave information on/ Helped with financing	5%	4%	10%	5%	4%	7%	5%	6%	6%	6%	3%
Agent showed various locations/ Homes to compare	5%	7%	-	5%	2%	11%	4%	6%	2%	7%	5%
Agent gave information on taxes/Property value/Resale value	4%	-	5%	7%	4%	-	4%	6%	7%	3%	-
Agent gave information on community/ Neighborhood/Schools	4%	4%	14%	3%	2%	-	4%	6%	4%	4%	2%
Agent checked home for soundness/Arranged inspection	3%	-	5%	1%	6%	-	5%	-	6%	1%	2%
Agent called when desired property became available/Price lowered	1%	-	-	-	2%	-	1%	6%	-	1%	2%
None/Agent did not influence decision	62%	69%	62%	65%	62%	50%	59%	53%	56%	61%	76%

influence decision									
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Source: Recent Movers Question 27a

Table 57

Additional Resources or Information Respondent Would Have Liked To Have Had Prior to Move											
Information/ Resources	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
More info on community/ Neighborhood/Neighbors	9%	11%	21%	7%	10%	9%	6%	6%	10%	9%	5%
Tax rates/ Property taxes	3%	4%	6%	2%	3%	2%	2%	3%	4%	3%	1%
Remodeling/ Zoning restrictions/ Building Codes/ Permits	3%	4%	-	5%	-	-	2%	-	3%	2%	3%
More information about schools	2%	3%	3%	1%	1%	-	2%	3%	2%	2%	1%
Characteristics of house/Land	2%	-	6%	4%	-	2%	1%	3%	3%	1%	1%
Utilities/Utility costs/Rates	1%	3%	-	1%	1%	-	2%	-	1%	1%	1%
Traffic patterns	1%	3%	3%	2%	1%	-	-	-	1%	2%	1%
Noise levels/ Noise pollution	1%	-	6%	1%	3%	2%	-	-	*%	1%	1%
Property values of area homes/ Previous sales	1%	1%	-	-	-	-	2%	-	1%	1%	-
More information on the town government/ Town services	1%	2%	-	1%	-	-	1%	-	*%	1%	-
Commercial properties in area/Close to home	1%	-	-	1%	-	2%	1%	-	-	1%	-
Income levels/ Employment rates/Economy	*%	-	-	-	1%	-	1%	-	-	*%	-
None/Nothing/Had all information necessary	76%	74%	70%	74%	79%	77%	78%	79%	72%	76%	83%

Source: Recent Movers Question 29

10. What Ifs...

Several questions in the survey probed further into the motivations of those who: a) lived in the countryside; b) lived outside a service center (see footnote on page 5 for definition of “service center”); or, c) had just moved away from a service center.

Most people who stayed in or moved to the countryside say this is where they wanted to live. Only one in twenty would have preferred a more developed area (Table 58). Of the few who would have actually preferred a more developed area, the cost and/or availability of land and housing proved to be prohibitive obstacles (Table 59).

For those who moved out of a service center, two-thirds reported that they might have considered staying if certain things had been different in the service center community (Table 60). For *sprawlers*, for instance, 22% would have considered staying in the prior location had affordable housing or land been available.

Three-quarters of all movers were open to looking in another city or town than the one they ended up in (Table 61). But only 40% of respondents who chose to live outside a service center bothered to look at homes in the service center (Table 62). When asked why, about a third expressed a general conviction that they “did not want to live in a city” (Table 63).

The next series of questions (Tables 64-76) were addressed to those respondents who chose not to live in a service center. The questions probed what things might have influenced the mover to consider a service center during the moving process.

Taxes are a major consideration for all groups (Table 64). More than half of the respondents living outside of service centers would have considered living in those centers if taxes had been as low as surrounding towns. Likewise, the availability of lower interest rate mortgages (Table 69) would have affected the decision-making process of over half of *sprawlers*.

Better schools – their safety, the adequacy of their buildings, the quality of academics – would have been a factor for 34% to 43% of the respondents living outside of a service center (Tables 65-67). *Rural-standpatters* were more concerned than other groups about school quality and safety.

Neighborhood quality– zoning, friendly neighbors, well-maintained streets and houses, quiet – mattered to roughly half of respondents who chose not to live in service centers (Tables 68, 70-72, 76). The implication here is that half of the households living outside of service center felt that these neighborhood qualities were inferior in service center communities.

The absence of adequate **recreation** and **open space** opportunities influenced a little better than a third of the respondents to not consider living in their service center (Tables 73 and 74).

The absence of **homes with large lots** influenced the decisions of about half of *sprawlers* and *suburbanizers* in the sample (Table 75).

In summary, people who moved outside of service centers believed, for the most part, that cities are more expensive places to live and that urban neighborhoods aren’t as nice.

Table 58

For People Living in the Country - Was This...											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Preference				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Where respondent wanted to live	94%	95%	-	-	-	-	-	91%	93%	92%	100%
Respondent would have preferred more developed area	5%	5%	-	-	-	-	-	6%	7%	6%	-

Source: Recent Movers Question 16. Asked only of respondents living in the country.

Table 59

Factors That Kept Those Who Would Have Preferred a More Developed Area From Buying There											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Factors				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Homes not affordable	62%	67%	-	-	-	-	-	50%	67%	60%	-
Could not find desirable property	25%	17%	-	-	-	-	-	50%	-	40%	-
Lots not available for building	12%	17%	-	-	-	-	-	-	33%	-	-

Source: Recent Movers Question 16a. Asked only of respondents living in the country.

Table 60

Changes That Would Have Caused Respondent to Consider Staying in Previous Town											
Changes	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Affordable home/Land	21%	22%	-	19%	50%	27%	16%	-	21%	22%	21%
Quieter/More residential area/Better neighborhood	18%	11%	-	29%	-	18%	21%	-	15%	24%	14%
Characteristics of the town	16%	26%	40%	7%	12%	-	21%	100%	13%	20%	7%
Characteristics of the house	12%	7%	20%	14%	12%	18%	11%	-	13%	11%	14%
Better school system/More educational opportunities	7%	4%	-	5%	25%	18%	5%	-	11%	4%	-
Better employment opportunities	6%	7%	-	2%	25%	9%	5%	-	4%	9%	7%
Land/More land	3%	11%	-	-	-	-	-	-	-	7%	-
Proximity to work/School	3%	4%	-	5%	-	-	-	-	4%	2%	-
Less traffic	3%	-	-	2%	-	-	11%	-	2%	4%	-
Cleaner/Less pollution	2%	-	-	2%	-	9%	-	-	2%	2%	-
Financial circumstances/Changes	2%	-	-	-	-	-	11%	-	2%	-	7%
Lifestyle	1%	-	20%	-	-	-	-	-	-	-	7%
Proximity to family/Friends	1%	-	-	-	12%	-	-	-	2%	-	-
None/No changes	32%	41%	20%	36%	12%	36%	21%	-	40%	28%	21%

Source: Recent Movers Question 20. Asked only of respondents who had moved from a service center.

Table 61

Would Respondent Have Considered Living in Any Other Town											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	74%	71%	61%	78%	82%	74%	74%	61%	79%	76%	58%
No	25%	28%	39%	20%	18%	26%	24%	36%	21%	23%	38%

Source: Recent Movers Question 11

Table 62

Did Respondent Look at Homes or Lots in Service Center Prior to Decision											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	40%	43%	50%	48%	35%	23%	35%	26%	45%	38%	34%
No	59%	57%	50%	51%	62%	77%	61%	74%	55%	59%	64%

Source: Recent Movers Question 21. Asked only of respondents not living in a service center .

Table 63

Why Respondent Didn't Look at Homes in Service Area Prior to Making Decision

(people not living in a primary service center, and not looking at any homes there -- sample size 200)

Reasons	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Did not want to live in city	37%	36%	17%	39%	43%	50%	37%	29%	38%	35%	42%
Characteristics of the house	10%	9%	17%	7%	13%	30%	5%	18%	12%	8%	11%
Characteristics of the service center	10%	9%	33%	10%	9%	-	11%	12%	15%	10%	-
School system issues	10%	7%	17%	7%	4%	-	12%	24%	8%	14%	-
Wanted to live in or near a particular town/City	8%	9%	-	10%	13%	10%	7%	-	5%	11%	8%
Job location	7%	-	17%	7%	13%	-	7%	18%	5%	10%	3%
No privacy/Too crowded	6%	11%	-	10%	4%	-	2%	12%	9%	6%	3%
Family connections	5%	9%	-	-	-	10%	9%	-	6%	3%	8%
Too far from family/Friends	4%	7%	-	-	9%	-	5%	6%	3%	3%	11%
Wanted to live in country	4%	2%	-	2%	-	-	5%	18%	-	6%	6%
Wanted to live near water/On an island	3%	-	17%	7%	-	-	2%	6%	5%	3%	-
Crime	2%	2%	17%	5%	-	-	2%	-	3%	2%	3%
Lack of real estate in area	2%	4%	-	2%	-	-	2%	-	2%	2%	3%
Traffic	1%	-	-	-	-	-	4%	-	3%	-	-
Away from certain services	1%	-	-	2%	4%	-	-	-	-	-	6%
Financing program did not accept that area	*%	2%	-	-	-	-	-	-	2%	-	-
Lifestyle	*%	-	-	-	-	-	2%	-	-	1%	-
No reason given	5%	7%	-	5%	-	-	9%	-	3%	5%	8%

Source: Recent Movers Question 21a. Asked only of respondents not living in a service center.

Would respondent have considered service center as place to buy or build if the following were true?

Table 64

If Taxes There Were as Low as in Surrounding Towns:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	52%	53%	42%	52%	62%	54%	53%	39%	61%	50%	43%
No	43%	46%	50%	41%	35%	46%	41%	61%	38%	43%	55%
Don't know	3%	1%	-	6%	3%	-	3%	-	2%	4%	2%

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 65

If Schools Were As Safe As, or Safer Than, Those In the Surrounding Towns:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	43%	35%	25%	43%	46%	46%	47%	52%	56%	36%	36%
No	49%	56%	58%	47%	51%	54%	44%	43%	39%	53%	57%
Don't know	6%	8%	8%	9%	3%	-	4%	4%	4%	7%	5%

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 66

If Schools Were New or Had Renovated Classrooms and Facilities:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	34%	35%	33%	37%	38%	23%	29%	35%	43%	28%	29%
No	58%	59%	58%	51%	57%	77%	60%	61%	54%	60%	62%
Don't know	6%	5%	-	11%	5%	-	6%	4%	3%	8%	9%

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 67

If Schools Offered Academic Programs Which Were As Good As or Better Than Those Offered by Schools in Surrounding Towns:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	43%	39%	33%	46%	43%	31%	43%	57%	55%	39%	25%
No	49%	53%	50%	44%	51%	69%	46%	43%	42%	49%	64%
Don't know	6%	6%	8%	9%	5%	-	6%	-	3%	8%	9%

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 68

If You Were Sure That the Zoning Would Not Change:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	44%	42%	42%	47%	35%	54%	45%	48%	45%	47%	34%
No	48%	56%	42%	41%	59%	38%	46%	52%	50%	44%	59%
Don't know	6%	3%	8%	11%	5%	8%	5%	-	6%	5%	7%

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 69

If a Lower Interest Rate or Better Financing Options Were Available For Purchasing, Renovating or Expanding, than Was Available in Other Towns:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	46%	52%	42%	44%	49%	54%	44%	30%	50%	45%	39%
No	51%	46%	50%	51%	46%	46%	53%	70%	50%	50%	57%

Don't know	2%	1%	-	4%	5%	-	-	-	1%	2%	2%
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Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 70

If There Were Neighbors You'd Like To Have As Friends:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	49%	48%	33%	58%	46%	54%	47%	43%	53%	47%	46%
No	47%	52%	50%	37%	51%	46%	45%	57%	45%	47%	50%
Don't know	3%	-	8%	4%	3%	-	4%	-	2%	3%	4%

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 71

If You Could Live In a Well-maintained Neighborhood With Safe Streets:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	54%	51%	50%	63%	54%	62%	52%	43%	61%	51%	48%
No	43%	49%	42%	33%	43%	38%	42%	57%	38%	44%	50%
Don't know	2%	-	-	2%	3%	-	3%	-	2%	2%	2%

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 72

If You Could Live In a Neighborhood With Properties That Are Well Cared For:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	57%	54%	58%	65%	59%	62%	55%	39%	61%	55%	52%
No	40%	46%	33%	30%	38%	38%	41%	61%	38%	41%	45%
Don't know	1%	-	-	4%	3%	-	1%	-	1%	1%	4%

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 73

If There Were More Recreational Opportunities:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	35%	41%	33%	42%	32%	31%	29%	30%	41%	33%	29%
No	61%	58%	58%	53%	62%	69%	67%	70%	59%	61%	68%
Don't know	2%	1%	-	4%	5%	-	1%	-	-	3%	4%

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 74

If There Were Open Space Available To the Public Nearby:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	42%	41%	33%	49%	49%	38%	37%	39%	48%	39%	34%
No	55%	59%	58%	46%	49%	62%	57%	61%	50%	56%	62%
Don't know	2%	-	-	4%	3%	-	3%	-	2%	2%	4%

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 75

If There Were Homes Available With Large Lots:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	50%	49%	25%	57%	51%	46%	51%	48%	61%	45%	45%
No	46%	46%	67%	40%	49%	54%	44%	52%	38%	48%	55%
Don't know	2%	5%	-	2%	-	-	2%	-	2%	4%	-

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

Would respondent have considered service center as place to buy or build if the following were true?

Table 76

If There Were Quiet Neighborhoods:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	57%	58%	58%	60%	51%	69%	58%	43%	64%	54%	52%
No	39%	42%	33%	33%	46%	31%	37%	57%	35%	40%	46%
Don't know	2%	-	-	5%	3%	-	2%	-	1%	3%	2%

Source: Recent Movers Question 22. Asked only of respondents not living in a service center -- sample size 341.

11. Awareness Among Sprawlers of Their Influence on the Environment

Among planners it is a commonplace notion that sprawl, or the movement of people to homes in secluded areas, harms the environment and tax base (see for example *The Cost of Sprawl*, Maine State Planning Office, 1997). However, this is not the way things are seen by those doing the moving.

A strong majority of both *sprawlers* and *rural-standpatters* – the two groups moving to or remaining in secluded rural spots – see their moves as *helping to preserve* lands used by wildlife (Table 79). The majority see their move as having “no impact” on air pollution and congestion from cars – in fact 28% think their move *helps reduce* air pollution and congestion (Table 77). Likewise, many see their move as helping to preserve working farms (Table 78) and helping to preserve open space around towns and cities (Table 81).

Significantly, a third of both groups believes that their moves to secluded areas actually *helps keep down property taxes* (Table 80). In fact this may be true for the individual who has just moved, so this response is not irrational. It does show that the broader tax implications of people’s moves are not well-understood. One in seven answered this question saying that they “don’t know.”

Sprawlers and rural standpatters also see their move as helping to preserve a sense of community in towns and cities (Table 82). This may reflect a belief that small towns have more of a sense of community than larger municipalities. In either case, social factors are not as important as privacy for these movers, so beliefs one way or the other on this question are not likely to influence their preferences for future moves.

Table 77

Air Pollution and Congestion From Cars						
Impact	Total	Sprawlers	Standpat Rural	Age		
				< 35	35-54	55+
Helps	28%	29%	27%	33%	21%	45%
Worsens	9%	8%	13%	14%	10%	-
No impact	59%	58%	60%	49%	67%	50%
Don't know	4%	5%	-	5%	3%	5%

Source: *Recent Movers Question 17. Asked only of respondents living in the country.*

Table 78

Preserving Working Farms and Woodlands						
	Total	Sprawlers	Standpat Rural	Age		
Impact				< 35	35-54	55+
Helps	43%	43%	43%	37%	47%	41%
Worsens	4%	6%	-	7%	4%	-
No impact	48%	47%	50%	51%	44%	50%
Don't know	5%	5%	7%	5%	4%	9

Source: Recent Movers Question 17. Asked only of respondents living in the country.

Table 79

Preserving Lands Used by Wildlife						
	Total	Sprawlers	Standpat Rural	Age		
Impact				< 35	35-54	55+
Helps	58%	56%	63%	53%	61%	59%
Worsens	7%	8%	-	5%	7%	9%
No impact	33%	32%	33%	40%	29%	27%
Don't know	3%	3%	3%	2%	3%	5%

Source: Recent Movers Question 17. Asked only of respondents living in the country.

Table 80

Keeping Down Property taxes						
	Total	Sprawlers	Standpat Rural	Age		
Impact				< 35	35-54	55+
Helps	33%	36%	23%	37%	32%	32%
Worsens	9%	11%	3%	12%	11%	-
No impact	43%	37%	67%	40%	39%	64%
Don't know	14%	16%	7%	12%	18%	5%

Source: Recent Movers Question 17. Asked only of respondents living in the country.

Table 81

Preserving Open Space Around Towns and cities						
	Total	Sprawlers	Standpat Rural	Age		
Impact				< 35	35-54	55+
Helps	54%	55%	50%	53%	54%	55%
Worsens	3%	3%	3%	5%	3%	-
No impact	39%	38%	43%	40%	39%	36%
Don't know	4%	5%	3%	2%	4%	9%

Source: Recent Movers Question 17. Asked only of respondents living in the country.

Table 82

Preserving a Sense Of Community In Towns and Cities						
	Total	Sprawlers	Standpat Rural	Age		
Impact				< 35	35-54	55+
Helps	57%	58%	50%	56%	57%	59%
Worsens	4%	4%	3%	9%	1%	-
No impact	36%	35%	37%	35%	35%	36%
Don't know	4%	3%	10%	-	7%	5%

Source: Recent Movers Question 17. Asked only of respondents living in the country.

12. The Values of Movers

The previous sections have examined where people moved from, where they moved to, how they felt about it, etc. In this section we step back a moment and look strictly at values – do people who move in different ways have fundamentally different values about where they want to live?

The answer, in most respects, is no. Movers in all different directions share the general importance of having caring and compatible neighbors (Tables 83 to 85). The value of “neighborliness” -- dropping by a neighbor’s home, knowing their names -- is strongest among *rural standpatters*; on the other hand, having neighbors know you are or aren’t home is of less importance to the same group.

Being within walking distance of stores (Table 86) or a corner store (Table 92) are of most importance to *back to the city* movers, and secondly *urban standpatters*; but to most movers these locational factors are insignificant.

Living in an area with “a sense of community” (Table 87) rates highly across the board – but whether this means the same things to everyone is not clear. Living in a neighborhood with children (Table 90) matters most to those in *suburban* settings. Living in an area with “homes similar to yours in terms of size and age” (Table 89) is of some importance to about a third of movers, but there’s no pattern among types of movers.

Living in an area with trees and plants (Table 88) is of the highest importance to all movers, and matters to city-dwellers and rural people alike – however, it is of greatest importance to *sprawlers* and *rural standpatters*.

Everyone also wants to live in a place where they “feel good about having friends and family visit” (Table 91).

The survey also asked people to choose between pairs of values in order to clarify their priorities. In general, views of nature outweighed social values by about two to one (Tables 93 and 94). Among *sprawlers* and *rural standpatters*, the ratio was roughly 8 to 1 in favor of views of nature over visits with neighbors.

Safety was an interesting issue (Table 95). Rural people find safety in being “far away from urban crime in a rural setting.” Suburbanites and city dwellers are more likely to find safety in having their “neighbors close by to watch your house when you’re gone.”

Recreation created a similar division. Rural people preferred to be able to “walk out the back door” and hunt and fish (Table 97); suburbanites and city people were more likely to prefer “being close to gyms, ball fields,” and the like. One exception was *back to the city* movers, who preferred the outdoors.

Finally, everyone prefers a large yard to a neighborhood with many playmates nearby (Table 98), with rural residents the most extreme (8 to 1 ratio).

Table 83

Knowing that you can drop by a neighbor's home, and that he or she will feel comfortable doing the same:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	35%	42%	36%	32%	33%	30%	32%	55%	30%	36%	44%
4	26%	20%	18%	32%	33%	21%	30%	15%	29%	27%	17%
3	22%	20%	12%	24%	25%	23%	22%	21%	22%	21%	23%
2	8%	6%	18%	5%	6%	16%	11%	6%	12%	7%	6%
1-> Not At All Important	7%	11%	15%	8%	1%	9%	5%	3%	7%	8%	8%

Source: Recent Movers Question 14

Table 84

Having neighbors know when you are and aren't home:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	27%	29%	24%	29%	31%	19%	23%	27%	20%	28%	37%
4	21%	15%	21%	21%	21%	35%	26%	-	20%	22%	21%
3	26%	25%	18%	26%	27%	14%	29%	27%	29%	25%	21%
2	9%	7%	15%	11%	7%	9%	9%	12%	14%	9%	3%
1-> Not At All Important	17%	25%	21%	12%	10%	23%	13%	33%	18%	17%	15%

Source: Recent Movers Question 14

Table 85

Knowing the names of people who live near you:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	35%	37%	30%	29%	36%	40%	39%	39%	30%	35%	47%
4	27%	21%	21%	32%	36%	26%	26%	18%	31%	25%	19%
3	23%	25%	21%	27%	15%	12%	23%	27%	24%	24%	18%
2	7%	7%	12%	6%	10%	9%	8%	-	9%	7%	4%
1-> Not At All Important	7%	10%	12%	6%	3%	12%	5%	15%	5%	8%	10%

Source: Recent Movers Question 14

Table 86

Being within walking distance of stores, restaurants, and the library:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	14%	7%	30%	16%	16%	26%	11%	18%	9%	16%	19%
4	13%	5%	21%	15%	13%	33%	12%	-	14%	12%	12%
3	22%	17%	21%	22%	19%	19%	28%	9%	24%	21%	20%
2	19%	13%	18%	26%	15%	5%	25%	6%	22%	20%	11%
1-> Not At All Important	32%	58%	9%	21%	36%	19%	25%	64%	31%	31%	36%

Source: Recent Movers Question 14

Table 87

Living in an area that has a sense of community:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	51%	51%	48%	49%	49%	51%	51%	55%	48%	49%	61%
4	25%	19%	18%	32%	31%	28%	27%	3%	25%	28%	19%
3	16%	23%	21%	9%	12%	9%	18%	27%	19%	16%	8%
2	4%	3%	3%	7%	1%	5%	2%	6%	4%	3%	5%
1-> Not At All Important	4%	4%	9%	3%	4%	7%	2%	9%	3%	4%	6%

Source: Recent Movers Question 14

Table 88

Living in an area with many trees and plants:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	60%	80%	48%	54%	63%	53%	52%	79%	51%	64%	71%
4	27%	13%	33%	34%	30%	21%	33%	18%	34%	25%	19%
3	7%	5%	6%	7%	3%	14%	12%	-	8%	9%	3%
2	3%	2%	9%	4%	1%	7%	2%	-	5%	2%	2%
1-> Not At All Important	2%	-	3%	2%	3%	5%	2%	3%	2%	1%	5%

Source: Recent Movers Question 14

Table 89

Living in an area with homes similar to yours in terms of size and age:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	15%	8%	12%	15%	21%	16%	16%	18%	11%	13%	28%
4	18%	18%	12%	19%	15%	16%	22%	3%	18%	21%	10%
3	27%	26%	27%	32%	24%	23%	29%	15%	28%	24%	32%
2	17%	13%	27%	16%	19%	19%	18%	12%	19%	19%	5%
1-> Not At All Important	23%	34%	21%	17%	19%	26%	15%	52%	24%	22%	22%

Source: Recent Movers Question 14

Table 90

Living in a neighborhood with many children:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	16%	10%	9%	22%	19%	12%	18%	18%	20%	18%	7%
4	16%	9%	15%	23%	10%	21%	18%	9%	23%	14%	8%
3	28%	38%	39%	22%	30%	26%	20%	39%	28%	29%	23%
2	15%	18%	12%	8%	18%	16%	20%	12%	13%	14%	24%
1-> Not At All Important	24%	25%	21%	24%	22%	26%	23%	21%	15%	25%	35%

Source: Recent Movers Question 14

Table 91

Having a place where you feel good about having friends and family visit:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	76%	82%	70%	74%	79%	77%	74%	73%	75%	73%	86%
4	18%	13%	21%	21%	13%	21%	20%	18%	20%	19%	13%
3	4%	3%	3%	4%	3%	2%	6%	3%	3%	6%	-
2	1%	-	3%	-	3%	-	-	3%	-	1%	1%
1-> Not At All Important	1%	3%	3%	-	1%	-	-	3%	1%	1%	-

Source: Recent Movers Question 14

Table 92

Being within walking distance of a corner store:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	16%	11%	27%	16%	13%	37%	14%	15%	16%	14%	24%
4	10%	11%	9%	9%	16%	12%	10%	3%	11%	12%	6%
3	21%	11%	30%	23%	24%	16%	25%	12%	22%	21%	17%
2	20%	16%	21%	30%	15%	14%	22%	3%	25%	20%	11%
1-> Not At All Important	32%	52%	12%	22%	31%	21%	29%	64%	26%	34%	40%

Source: Recent Movers Question 14

Table 93

Preference											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Attribute				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Watching a beautiful and solitary sunset from your home	69%	85%	70%	62%	72%	51%	67%	82%	70%	70%	67%
Visiting neighbors out on their front porches after dinner	26%	9%	30%	33%	25%	42%	30%	12%	28%	24%	28%

Source: Recent Movers Question 15

Table 94

Preference											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Attribute				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Seeing deer and other wildlife out the back window of your home	62%	79%	73%	58%	70%	42%	51%	73%	64%	62%	59%
Running into friends and acquaintances at the coffee shop on Main St.	34%	17%	24%	37%	28%	53%	46%	24%	33%	34%	36%

Source: Recent Movers Question 15

Table 95

Preference											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Attribute				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Feeling safe because your neighbors are close by to watch your house when you're gone	50%	32%	55%	57%	63%	58%	52%	36%	46%	50%	61%
Feeling safe because you're far away from urban crime in a rural setting	43%	60%	39%	40%	33%	37%	39%	58%	51%	42%	30%

Source: Recent Movers Question 15

Table 96

Preference											
Attribute	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Living near access to lakes and waterways	52%	50%	45%	51%	55%	58%	55%	52%	51%	53%	55%
Living on the water	44%	42%	55%	46%	42%	37%	43%	45%	48%	42%	39%

Source: Recent Movers Question 15

Table 97

Preference											
Attribute	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Being able to walk out the back door and hunt, fish, swim, cross-country ski, or snowmobile	50%	72%	58%	42%	42%	35%	43%	70%	52%	50%	44%
Being close to gyms, ball fields, movie theaters, and cultural events	46%	25%	36%	55%	57%	63%	51%	27%	46%	46%	49%

Source: Recent Movers Question 15

Table 98

Preference											
Attribute	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Having a yard large enough for your child to play in	66%	81%	52%	62%	60%	56%	63%	85%	72%	64%	55%
Living in a neighborhood with many playmates whose homes are within easy walking distance for even a young child	26%	11%	42%	28%	28%	30%	32%	12%	24%	29%	23%

Source: Recent Movers Question 15

13. What If People Knew the Effects of Sprawl?

In Section 8 we analyzed how aware people who moved to secluded areas (*sprawlers* and *rural standpatters*) were of the effect their moves had on the environment and tax burden of Maine. The answers indicated a low awareness.

In this section we return to the same two groups and consider how their behavior might change if they *knew* about the detrimental effects of sprawl.

The answer is that arguments based on *effects on nature and wildlife* have more persuasiveness than arguments based upon *social impacts*. This is perhaps not surprising, in that people who move to secluded areas tend to value nature and privacy more than they tend to value social relationships.

Thus, if sprawlers and rural standpatters felt that their moves led to a loss of lands used by wildlife, half would reconsider their decision (Table 101).

Conversely, loss of downtowns (Table 104) and traffic impacts (Table 99) are more on the social impact side, and these would lead only a quarter of rural movers to reconsider.

The loss of farms and woodlands (Table 100), and the loss of open space around cities (Table 103), are both environmental and social, and fall in the middle – about 40% would reconsider for these reasons.

Surprisingly, the argument that such moves create higher property taxes (Table 102) – which after all is a major concern of at least a portion of the sprawlers – only moves around a third of movers to reconsider. Perhaps this is one they don't believe, because their personal experience wouldn't lead them to think it was true.

Table 99

Air Pollution and Congestion From Cars						
	Total	Sprawlers	Standpat Rural	Age		
Reconsider decision?				< 35	35-54	55+
Yes	25%	22%	33%	19%	25%	36%
No	72%	73%	67%	74%	72%	64%
Don't know	4%	5%	-	7%	3%	-

Source: Recent Movers Question 18. Asked only of respondents living in the country.

Table 100

Loss of Working Farms and Woodlands						
	Total	Sprawlers	Standpat Rural	Age		
Reconsider decision?				< 35	35-54	55+
Yes	41%	37%	57%	42%	42%	41%
No	55%	58%	43%	56%	54%	55%
Don't know	3%	4%	-	2%	3%	5%

Source: Recent Movers Question 18. Asked only of respondents living in the country.

Table 101

Loss of Lands Used by Wildlife						
	Total	Sprawlers	Standpat Rural	Age		
Reconsider decision?				< 35	35-54	55+
Yes	50%	46%	63%	51%	53%	41%
No	43%	47%	30%	44%	43%	41%
Don't know	7%	6%	7%	5%	4%	18%

Source: Recent Movers Question 18. Asked only of respondents living in the country.

Table 102

Higher Property Taxes						
	Total	Sprawlers	Standpat Rural	Age		
Reconsider decision?				< 35	35-54	55+
Yes	36%	40%	23%	33%	40%	32%
No	62%	57%	77%	67%	60%	55%
Don't know	2%	3%	-	-	-	14%

Source: Recent Movers Question 18. Asked only of respondents living in the country.

Table 103

Loss of Open Space Around Towns and Cities						
	Total	Sprawlers	Standpat Rural	Age		
Reconsider decision?				< 35	35-54	55+
Yes	42%	40%	50%	44%	43%	36%
No	55%	57%	47%	53%	56%	55%
Don't know	3%	3%	3%	2%	1%	9%

Source: Recent Movers Question 18. Asked only of respondents living in the country.

Table 104

Loss of Active Downtown Areas						
	Total	Sprawlers	Standpat Rural	Age		
Reconsider decision?				< 35	35-54	55+
Yes	23%	23%	23%	23%	24%	23%
No	72%	72%	70%	77%	69%	68%
Don't know	4%	5%	3%	-	6%	9%

Source: Recent Movers Question 18. Asked only of respondents living in the country.

F. Survey of People Planning to Move

1. Categorization of Those Planning to Move

The same six categories of movers are used in this section, except in this case the place they plan to move is intended, and not yet actual.

Sprawler – Someone who plans to moves from a neighborhood where homes or businesses can be seen up and down the street to a more secluded area (*64 out of the total sample of 185 respondents, or 35%*).

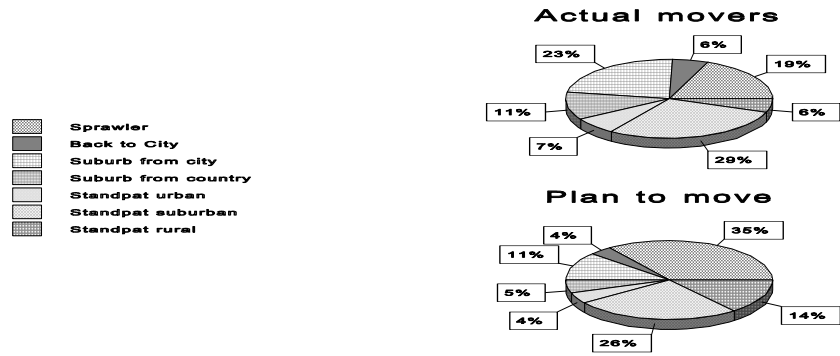
Back to the city – Someone who moves from a secluded or single-family residential area to a mixed neighborhood with homes, apartments, and businesses (*7 out of the total sample of 185 respondents, or 4%*).

Suburbanizers (from the city) – Someone who moves from a mixed use neighborhood to a single-family residential neighborhood (*21 out of the total sample of 185 respondents, or 11%*).

Suburbanizers (from the country) – Someone who moves to a single-family residential neighborhood from the other direction, namely the countryside (*10 out of the total sample of 185 respondents, or 5%*).

Standpat (urban) – Someone who moves from one mixed neighborhood to another (*8 out of the total sample of 185 respondents, or 4%*).

Intended movers and Actual movers compared
1998 Market Decisions Survey



Standpat (suburban) – Someone who moves from one single-family residential neighborhood to another (*48 out of the total sample of 185 respondents, or 26%*).

Standpat (rural) – Someone who moves from one secluded area to another (*26 out of the total sample of 185 respondents, or 14%*).

In the sample of actual movers **sprawlers** constituted one out of six respondents. In this sample of those planning to move sprawlers constitute one in three respondents. This *may* indicate that even more people intend at first to move to secluded areas than actually do.

2. Who They Are and Where They Are

Demographically, the plan to move group roughly follows the same lines as the movers group. In other words, *sprawlers* appear to comprise both blue collar, middle-aged people, as well as higher income professionals. In the recent movers survey, a third of the sprawlers came from out-of-state. They are not represented here, so in some ways sprawlers may be underestimated.

Because the number in the planning to move group is less than a third the size of the movers group, detailed demographic comparisons do not make sense. To break down, say, a total of 7 back-to-the-city movers into detailed income and education groups is not useful.

The planning to move group is slightly younger than the movers group. Ninety percent are under 55 years of age. Only 42% own their home now, so the majority are first-time homebuyers.

Most of the plan-to-move group lives in single-family residential, suburban environments (Table 105). Of those who plan to sell their homes, half expect to get under \$100,000, half expect more (Table 106). Rural and suburban owners have the highest value homes.

Table 105

Current Home Attributes											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Current Home				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Neighborhood where homes can be seen up and down your street	52%	66%	86%	-	-	-	100%	-	45%	57%	59%
Neighborhood with many homes, apartment buildings and businesses	28%	34%	-	100%	-	100%	-	-	37%	22%	18%
You can see few, if any, other homes when looking down your street or road	21%	-	14%	-	100%	-	-	100%	18%	21%	24%
Rent	54%	58%	71%	71%	30%	62%	42%	54%	76%	41%	18%
Own	42%	39%	14%	24%	70%	38%	56%	31%	20%	53%	82%
Live with relative/friends	3%	2%	14%	-	-	-	2%	12%	4%	3%	-
Other living arrangements	2%	2%	-	5%	-	-	-	4%	-	3%	-

Source: Survey of Individuals Planning To Move, Questions 5, 9

Table 106

Amount For Which Respondent Expects To Sell Current Home											
Expected Sale Price of Current Home	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Under \$50,000	13%	12%	-	40%	14%	33%	7%	12%	47%	6%	-
\$50,000 to just under \$75,000	17%	36%	-	-	-	-	15%	-	20%	19%	7%
\$75,000 to just under \$100,000	19%	16%	100%	-	43%	-	26%	-	13%	19%	29%
\$100,000 to just under \$125,000	14%	16%	-	20%	14%	33%	11%	12%	-	19%	14%
\$125,000 to just under \$150,000	13%	4%	-	20%	14%	-	19%	25%	-	17%	14%
\$150,000 to just under \$175,000	5%	-	-	-	-	33%	11%	-	-	6%	7%
\$175,000 to just under \$200,000	3%	-	-	-	14%	-	4%	-	-	2%	7%
\$200,000 to just under \$250,000	1%	-	-	-	-	-	-	12%	-	-	7%
\$250,000 to just under \$350,000	3%	4%	-	-	-	-	-	12%	-	2%	7%
Don't know	10%	12%	-	20%	-	-	7%	12%	20%	8%	7%
Refused	1%	-	-	-	-	-	-	12%	-	2%	-

Source: Survey of Individuals Planning To Move, Question 44

3. Where They Want to Move

The profile of homes people are looking for is similar to the types of homes the movers actually bought. Eighty-one percent are looking for a traditional single family home (Table 107); 78% of movers actually bought one (Table 13).

However two out of three are looking for a lot size of two acres or more (Table 110); in fact only one in four movers ended up on such a large lot (Table 14). Likewise, 83% are seeking at least three bedrooms in their home (Table 111); only 74% of movers actually achieved this (Table 19).

These two comparisons suggest that the planning-to-move group may reflect underlying desires more than the actual movers group. One area where they are realistic is with regard to price; their projected purchase prices (Table 113) are very close to those of actual movers (Table 21).

Town water and town sewer are not important to two-thirds of buyers (Tables 114 and 115). They are particularly unimportant to *sprawlers* (81% consider these unnecessary). In fact the majority of buyers end up on town water and sewer (Tables 17 and 18), but it appears that this is a coincidence since the planning-to-move group isn't particularly looking for these utilities.

One in three movers ended up on a lot in a residential development; among planning-to-movers, only one in seven would prefer such a location.

Table 107

Future Home Description											
Future Home Type	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Single family home	81%	88%	57%	57%	100%	50%	85%	85%	83%	82%	65%
Mobile home	6%	5%	-	10%	-	12%	6%	12%	5%	8%	6%
Duplex, condominium, or other attached housing	5%	2%	43%	10%	-	25%	4%	-	4%	5%	12%
Something else	3%	3%	-	14%	-	-	2%	-	4%	2%	6%
Don't know	4%	3%	-	10%	-	12%	2%	4%	4%	2%	12%

Source: Survey of Individuals Planning To Move, Question 19

Table 108

Does Respondent Plan On...											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Respondent's Plans				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Purchasing a home	41%	42%	71%	52%	30%	50%	35%	31%	39%	42%	47%
Purchasing a lot on which to place or build a home	34%	38%	-	33%	30%	12%	35%	42%	38%	33%	18%
Have Not Yet Made Decision	24%	20%	29%	14%	40%	38%	27%	27%	22%	25%	29%

Source: Survey of Individuals Planning To Move, Question 20

Table 109

Has Respondent Decided On Lot Size											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	65%	70%	43%	52%	60%	25%	67%	77%	58%	73%	53%
No	32%	30%	43%	43%	40%	75%	27%	23%	41%	25%	35%

Source: Survey of Individuals Planning To Move, Question 22

Table 110

Size of Lot Respondent Has Decided On											
Desired Lot Size	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
One quarter acre or less	2%	-	-	-	-	-	6%	-	2%	3%	-
One half acre	8%	2%	33%	18%	-	-	19%	-	2%	11%	22%
Three quarters acre	3%	7%	-	-	-	-	3%	-	-	6%	-
One acre	18%	4%	33%	45%	17%	50%	28%	15%	16%	20%	22%
Two acres	18%	16%	-	18%	33%	-	16%	25%	23%	17%	-
Three to under five acres	22%	24%	-	18%	17%	-	22%	30%	30%	18%	11%
Five to under ten acres	10%	20%	33%	-	17%	-	3%	-	7%	12%	11%
Ten acres or more	16%	24%	-	-	17%	-	3%	30%	18%	14%	22%
Don't know	2%	2%	-	-	-	50%	-	-	2%	-	11%

Source: Survey of Individuals Planning To Move, Question 22a

Table 111

Number of Bedrooms Desired In New Home											
Bedrooms Desired	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Two	17%	16%	43%	24%	10%	25%	15%	12%	11%	21%	24%
Three	53%	52%	29%	52%	60%	38%	58%	54%	49%	53%	71%
Four	29%	31%	29%	24%	30%	38%	27%	27%	41%	23%	6%
Five or more	1%	-	-	-	-	-	-	8%	-	2%	-

Source: Survey of Individuals Planning To Move, Question 24

Source: Survey of Individuals Planning To Move, Question 26

Table 114

Importance of Town Sewer											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Very	17%	5%	57%	48%	-	50%	21%	4	13%	18%	35%
Somewhat	14%	14%	-	10%	10%	12%	19%	15%	17%	12%	12%
Not Important	68%	81%	29%	38%	90%	38%	60%	81%	67%	70%	53%

Source: Survey of Individuals Planning To Move, Question 23a

Table 115

Importance of Town Water											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Very	21%	8%	57%	43%	-	75%	27%	8%	13%	24%	41%
Somewhat	12%	12%	-	14%	10%	-	17%	8%	16%	10%	6%
Not important	66%	80%	29%	43%	90%	25%	56%	85%	70%	66%	53%

Source: Survey of Individuals Planning To Move, Question 23b

Table 116

Preferred Location of New Home											
Preferred Location	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
On a lot not in a development	79%	94%	29%	67%	70%	62%	69%	92%	79%	81%	71%
In a development	14%	3%	71%	24%	20%	25%	19%	-	13%	14%	12%
No preference	6%	2%	-	10%	10%	12%	10%	8%	8%	3%	12%
Don't know	1%	2%	-	-	-	-	2%	-	-	1%	6%

Source: Survey of Individuals Planning To Move, Question 21

4. Why They Plan to Move Away

Nearly half of planning-to-move respondents report that they want to stay in the same town or city that they are in (Table 117). In the end, fewer than a third of actual movers stayed in their own community. This suggests that actual movers are not able to find a home that meets their needs in their current community. The reasons people give for wanting to stay in their town are largely proximity-based (Table 118).

Then why do they want to move if they're happy in their own community? A third want to buy their first home (Table 119). One in four just don't like their current house. After that many reasons come into play.

When planned movers were asked to respond to particular items on a list, one factor stood out among all others. Half of respondents said that *lack of privacy* was a problem in their current residence (Table 129). Three of four sprawlers mentioned this issue. Nearly half of the respondents planning to move reported that houses were "too close together" (Table 132). A third reported "too many people" (Table 130). These are all problems which can be addressed by good design; lack of good urban design, therefore, may be a motivating factor for sprawl.

The next most significant issues were *cost*. One third reported high taxes were a motivation for moving (Table 120). One third also reported that affordable homes on larger lots were not available (Table 144) and that real estate was too expensive (Table 135). One quarter reported that better financing options were available in other cities (Table 141); in fact this was a major motivator for the few back to the cities respondents.

After that, neighborhood quality issues of noise (Table 121), traffic (Table 123 and 131), nearby commercial or industrial activity (Table 124), and ugliness (Table 137) came into play. About one in five reported discomfort with the people in their neighborhood (Table 134), or that neighbors don't maintain their properties (Table 142).

School issues, again, were motivating factors for only 10% to 20% of respondents (Tables 125 to 127).

Table 117

Planning to Stay In Same Town or City											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	45%	38%	43%	43%	50%	62%	40%	69%	43%	51%	29%
No	43%	52%	43%	52%	50%	38%	44%	15%	46%	37%	65%
Don't know	11%	11%	14%	5%	-	-	17%	15%	11%	12%	6%

Source: Survey of Individuals Planning To Move, Question 10

Table 118

Reasons for Remaining in Same Town or City
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Reasons	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Proximity to recreation/ Shopping/In-town/Portland/Bangor	26%	17%	33%	44%	20%	20%	21%	39%	15%	30%	60%
Town atmosphere/ Sense of Community	20%	8%	67%	11%	-	20%	42%	17%	18%	20%	40%
Environmental Reasons	19%	21%	-	22%	-	-	16%	33%	6%	28%	20%
Family connections	19%	21%	33%	11%	60%	20%	11%	17%	21%	17%	20%
Close to work/ School/Doesn't want to travel	18%	12%	33%	11%	-	-	37%	17%	18%	17%	20%
Proximity to family/Friends	18%	17%	33%	11%	20%	40%	16%	11%	24%	11%	40%
Size of town/ Small/Not crowded	17%	25%	-	22%	20%	-	11%	11%	18%	15%	20%
Excellent town services/ Emergency/ Medical/School /Library	15%	12%	-	22%	40%	-	21%	11%	3%	26%	-
Likes people/ Friendly/ Diversity	13%	8%	-	11%	-	20%	16%	22%	9%	17%	-
In the country/ Rural area	13%	17%	-	11%	-	-	5%	28%	12%	15%	-
Low crime/Safe area	11%	17%	-	11%	20%	-	11%	6%	12%	7%	40%
Quiet/Not a lot of traffic	10%	4%	-	11%	-	-	11%	22%	3%	13%	20%
Good place to raise a family	7%	12%	-	11%	20%	-	-	6%	9%	7%	-
Good neighborhood	5%	-	-	11%	20%	20%	5%	-	3%	4%	20%
Employment opportunities	5%	-	-	11%	-	-	11%	6%	3%	7%	-
Low taxes	2%	-	-	-	-	-	11%	-	-	2%	20%
Financial reasons	2%	-	-	-	-	-	-	11%	3%	-	20%

Source: Survey of Individuals Planning To Move, Question 10a

Table 119

Reasons for Wanting to Move From Current Area											
Reasons	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From Country	Urban	Suburban	Rural	< 35	35-54	55+
Ownership issues	35%	36%	43%	57%	10%	25%	27%	38%	42%	31%	18%
Characteristics of house/Yard	23%	20%	43%	-	40%	-	38%	12%	21%	22%	35%
Prefer country to city	9%	16%	-	5%	-	-	8%	8%	16%	5%	-
Character of neighborhood	9%	12%	-	10%	-	38%	8%	-	12%	8%	6%
Proximity to work/School	9%	8%	-	14%	10%	12%	10%	4%	14%	5%	-
Privacy	8%	17%	-	-	-	-	2%	8%	8%	9%	-
Financial reasons	6%	3%	14%	5%	20%	-	10%	4%	-	12%	6%
Wants better school system	5%	2%	-	5%	30%	12%	6%	-	7%	3%	6%
Proximity to family/Friends	4%	-	-	10%	-	12%	4%	12%	1%	3%	24%
Near to recreation/shopping	4%	-	14%	19%	-	-	4%	-	4%	3%	6%
Need a job/ job relocation	4%	5%	-	5%	-	-	4%	4%	3%	5%	-
High taxes	3%	2%	-	14%	-	-	4%	-	1%	3%	12%
Near town services/ Transportation	3%	-	14%	10%	10%	-	4%	-	3%	2%	12%
Family connections	3%	2%	-	5%	10%	-	-	8%	3%	3%	-
Lifestyle changes	3%	8%	-	-	-	-	-	-	-	5%	-
Land/More land	2%	5%	-	-	-	-	-	-	1%	2%	-
Summer congestion/Tourists	2%	3%	-	-	-	-	2%	-	3%	1%	-
Characteristics of the town	2%	-	-	5%	-	-	4%	-	1%	1%	6%
Traffic	1%	2%	-	-	10%	-	-	-	-	2%	-
Crime/ Vandalism	1%	-	-	-	-	-	2%	4%	1%	1%	-
Wants to live in the city	1%	-	14%	-	10%	-	-	-	-	2%	-
Inconvenient location	1%	-	-	-	-	-	4%	-	1%	1%	-
Better area to raise children	1%	2%	-	-	-	-	2%	-	3%	-	-
Environmental reasons	1%	2%	-	-	10%	-	-	-	1%	1%	-

Source: Survey of Individuals Planning To Move, Question 12

Factors In Deciding To Move Away From Area

Table 120

High or Increasing Taxes											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	32%	34%	14%	43%	60%	25%	23%	31%	29%	33%	35%
No	65%	61%	86%	57%	40%	62%	75%	69%	67%	65%	65%

Source: Survey of Individuals Planning To Move, Question 13

Table 121

Noise											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	32%	48%	14%	43%	10%	25%	21%	19%	41%	30%	6%
No	68%	52%	86%	57%	80%	75%	79%	81%	58%	70%	94%

Source: Survey of Individuals Planning To Move, Question 13

Table 122

Unsafe Neighborhoods Due To Crime											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	18%	23%	-	29%	-	12%	12%	19%	24%	14%	12%
No	82%	77%	100%	71%	100%	88%	88%	81%	76%	86%	88%

Source: Survey of Individuals Planning To Move, Question 13

Table 123

Unsafe Neighborhoods Due To Traffic											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	25%	30%	14%	33%	30%	25%	21%	15%	30%	22%	18%
No	75%	69%	86%	67%	70%	75%	79%	85%	70%	77%	82%

Source: Survey of Individuals Planning To Move, Question 13

Table 124

Nearby Commercial or Industrial Sites											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	23%	27%	29%	24%	40%	50%	17%	12%	25%	23%	18%
No	77%	73%	71%	76%	60%	50%	83%	88%	75%	77%	82%

Source: Survey of Individuals Planning To Move, Question 13

Table 125

Unsafe Schools											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	12%	16%	-	19%	10%	-	8%	12%	18%	8%	6%
No	85%	80%	100%	76%	90%	75%	92%	88%	76%	91%	88%

Source: Survey of Individuals Planning To Move, Question 13

Table 126

Schools Which Are Overcrowded or Need Major Repairs											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	14%	11%	14%	19%	30%	-	17%	12%	20%	11%	6%
No	82%	83%	86%	76%	70%	88%	83%	81%	75%	85%	94%

Source: Survey of Individuals Planning To Move, Question 13

Table 127

Lack of Emphasis on Quality School Programs											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	18%	20%	14%	14%	40%	-	17%	15%	21%	16%	12%
No	78%	72%	86%	86%	60%	62%	83%	85%	71%	82%	88%

Source: Survey of Individuals Planning To Move, Question 13

Table 128

Pollution											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	19%	23%	-	24%	20%	25%	12%	23%	20%	19%	24%
No	81%	77%	100%	76%	80%	75%	88%	77%	80%	81%	76%

Source: Survey of Individuals Planning To Move, Question 13

Table 129

Lack of Privacy											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	50%	72%	57%	62%	10%	38%	35%	35%	59%	47%	29%
No	49%	27%	43%	38%	90%	62%	65%	66%	39%	53%	71%

Source: Survey of Individuals Planning To Move, Question 13

Table 130

Too Many People											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	36%	56%	-	52%	-	12%	23%	31%	41%	36%	18%
No	64%	44%	100%	48%	100%	88%	77%	69%	59%	64%	82%

Source: Survey of Individuals Planning To Move, Question 13

Table 131

Traffic Congestion											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	29%	39%	-	29%	10%	38%	29%	19%	33%	27%	24%
No	71%	61%	100%	71%	90%	62%	71%	81%	67%	73%	76%

Source: Survey of Individuals Planning To Move, Question 13

Table 132

Houses Too Close Together											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	47%	72%	29%	48%	10%	50%	29%	38%	53%	49%	12%
No	53%	28%	71%	52%	90%	50%	71%	62%	47%	51%	88%

Source: Survey of Individuals Planning To Move, Question 13

Table 133

Too Far From Nature and Wildlife											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	23%	42%	-	5%	10%	12%	17%	15%	28%	21%	12%
No	77%	58%	100%	95%	90%	88%	83%	85%	72%	79%	88%

Source: Survey of Individuals Planning To Move, Question 13

Table 134

Not Comfortable With People Living in the Neighborhood											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	19%	22%	14%	19%	10%	25%	15%	23%	29%	13%	6%
No	81%	78%	86%	81%	90%	75%	85%	77%	71%	87%	94%

Source: Survey of Individuals Planning To Move, Question 13

Table 135

High Real Estate Prices											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	30%	38%	29%	48%	10%	12%	19%	31%	30%	29%	29%
No	69%	59%	71%	52%	90%	88%	81%	69%	68%	70%	71%

Source: Survey of Individuals Planning To Move, Question 13

Table 136

Don't Feel a Part of the Community											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	16%	16%	29%	19%	-	12%	15%	19%	13%	20%	6%
No	84%	84%	71%	81%	100%	75%	85%	81%	87%	80%	88%

Source: Survey of Individuals Planning To Move, Question 13

Table 137

Unattractive Neighborhood											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	22%	25%	29%	33%	-	25%	15%	27%	30%	18%	6%
No	77%	73%	71%	67%	100%	75%	85%	73%	70%	81%	94%

Source: Survey of Individuals Planning To Move, Question 13

Table 138

Lack of Adequate Recreational Facilities											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	22%	22%	43%	29%	30%	12%	21%	12%	30%	16%	12%
No	78%	78%	57%	71%	70%	88%	79%	88%	70%	84%	88%

Source: Survey of Individuals Planning To Move, Question 13

Table 139

Too Far From Job											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	17%	16%	14%	14%	40%	25%	15%	15%	18%	19%	-
No	83%	84%	86%	86%	60%	75%	85%	85%	82%	81%	100%

Source: Survey of Individuals Planning To Move, Question 13

Table 140

Loss of Undeveloped Areas In Neighborhood To New Development											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	17%	22%	14%	19%	20%	25%	15%	8%	20%	16%	12%
No	82%	77%	86%	81%	80%	75%	85%	92%	79%	84%	88%

Source: Survey of Individuals Planning To Move, Question 13

Table 141

Better Financing Options Available In other Towns											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	26%	25%	43%	38%	30%	12%	21%	27%	33%	22%	12%
No	65%	61%	57%	52%	60%	62%	75%	69%	59%	67%	82%

Source: Survey of Individuals Planning To Move, Question 13

Table 142

Neighbors Don't Maintain Their Properties											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	19%	25%	29%	33%	-	12%	12%	15%	20%	21%	12%
No	80%	75%	71%	67%	100%	88%	88%	81%	79%	79%	88%

Source: Survey of Individuals Planning To Move, Question 13

Table 143

No Open Space Available To Public Nearby											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	19%	31%	14%	5%	-	-	19%	19%	24%	18%	12%
No	81%	69%	86%	95%	100%	100%	81%	81%	76%	82%	88%

Source: Survey of Individuals Planning To Move, Question 13

Table 144

Affordable Homes On Larger Lots Are Not Available											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	36%	44%	29%	43%	20%	12%	31%	31%	38%	38%	6%
No	62%	52%	71%	57%	80%	88%	67%	69%	59%	60%	88%

Source: Survey of Individuals Planning To Move, Question 13

5. What They Are Looking For

The things planning-to-move respondents are looking for flow from their concerns with their existing homes, and pretty much follow the same lines as movers. Privacy, nice house, the countryside, are all factors (Table 145).

When respondents are confronted with a specific list of attributes, their answers tend to start with the basics: first *safety* (Table 154), then being sure that the home is a *good investment* (Table 159). Over three in four rated safety as very important.

After these two *schools* rank high (Tables 147 to 149). However, this may simply be a reflex reaction when asked “are schools important?” On the unprompted questions, schools did not rate high with either this group or with movers.

Being *close to nature* ranked as very important with half of respondents (Table 155). For sprawlers (70% very important) and rural standpatters (62% very important), this factor rated higher than being sure the home is a good investment.

The overall *cost of living* was thought to be very important to 42% of respondents (Table 157).

Having a *well-designed neighborhood*, or a well-established neighborhood, was only very important to one in four respondents. Sprawlers and rural standpatters rated this lower than others.

Being *close to work* (Table 146 -- 26% very important), close to highways (Table 158 -- 14%), close to family and friends (Table 150 -- 39%), are all important, but do not register the same intensity as the first criteria listed above.

Open space and recreation (Table 153) is very important to 40% of respondents. However, *cultural events* and entertainment is only very important to 18% (Table 152). For sprawlers and rural residents the latter is of little importance.

Source: Survey of Individuals Planning To Move, Question 14

IMPORTANCE RATINGS

Table 146

Being Close To Work											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5→ Very Important	26%	17%	29%	33%	20%	25%	35%	31%	33%	23%	12%
4	22%	20%	29%	19%	20%	12%	25%	23%	25%	21%	6%
3	28%	38%	-	24%	30%	25%	25%	19%	25%	33%	12%
2	10%	14%	14%	14%	20%	25%	2%	4%	9%	13%	-
1→ Not At All Important	14%	11%	29%	10%	10%	-	15%	23%	8%	10%	65%

Source: Survey of Individuals Planning To Move, Question 15

Table 147

Having Safe Schools											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5→ Very Important	60%	52%	29%	86%	90%	75%	56%	58%	72%	56%	29%
4	11%	17%	-	-	-	-	12%	12%	8%	12%	18%
3	11%	17%	14%	10%	-	-	8%	12%	8%	11%	29%
2	5%	5%	14%	-	10%	-	4%	8%	3%	7%	6%
1→ Not At All Important	12%	8%	43%	5%	-	25%	17%	12%	8%	13%	18%

Source: Survey of Individuals Planning To Move, Question 15

Table 148

Having Good School Facilities and Classrooms											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5→ Very Important	56%	47%	14%	76%	90%	88%	54%	58%	68%	51%	35%
4	14%	17%	14%	5%	-	-	17%	15%	16%	14%	6%
3	10%	14%	43%	5%	-	-	8%	8%	7%	12%	18%
2	6%	5%	14%	5%	-	-	8%	8%	3%	5%	24%
1→ Not At All Important	12%	14%	14%	10%	10%	12%	10%	12%	5%	15%	18%

Source: Survey of Individuals Planning To Move, Question 15

Table 149

Schools Offer Quality Academic Programs											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5→ Very Important	56%	50%	29%	67%	90%	62%	56%	54%	68%	49%	35%
4	13%	16%	14%	10%	-	12%	10%	15%	14%	13%	6%
3	11%	16%	43%	5%	10%	-	6%	12%	8%	14%	12%
2	5%	3%	-	5%	-	12%	10%	4%	3%	7%	12%
1→ Not At All Important	14%	12%	14%	14%	-	12%	17%	15%	5%	15%	35%

Source: Survey of Individuals Planning To Move, Question 15

Table 150

Being Close To Family or Friends											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5→ Very Important	39%	34%	43%	43%	20%	62%	42%	42%	38%	32%	82%
4	19%	20%	29%	10%	30%	38%	19%	12%	22%	20%	-
3	26%	30%	29%	19%	40%	-	25%	31%	28%	30%	6%
2	5%	6%	-	5%	-	-	4%	8%	5%	5%	-
1→ Not At All Important	10%	9%	-	24%	10%	-	8%	8%	7%	12%	12%

Source: Survey of Individuals Planning To Move, Question 15

Table 151

Having a Settled, Established Neighborhood											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5→ Very Important	26%	20%	43%	33%	30%	12%	38%	15%	28%	25%	29%
4	21%	14%	-	24%	30%	38%	25%	23%	21%	22%	12%
3	25%	30%	29%	29%	30%	50%	21%	12%	26%	24%	29%
2	17%	22%	14%	10%	10%	-	12%	27%	14%	15%	29%
1→ Not At All Important	11%	14%	14%	5%	-	-	4%	23%	11%	13%	-

Source: Survey of Individuals Planning To Move, Question 15

Table 152

Having Cultural Events and Entertainment											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5→ Very Important	18%	12%	43%	24%	20%	25%	23%	8%	17%	20%	12%
4	22%	22%	14%	5%	40%	25%	29%	15%	20%	23%	18%
3	33%	31%	-	52%	30%	12%	31%	42%	33%	32%	41%
2	13%	17%	29%	14%	10%	12%	8%	4%	17%	10%	12%
1→ Not At All Important	15%	17%	14%	5%	-	25%	8%	31%	13%	15%	18%

Source: Survey of Individuals Planning To Move, Question 15

Table 153

Having Plenty of Open Space and Recreational Facilities Available To the Public											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5→ Very Important	40%	45%	43%	29%	30%	50%	35%	42%	49%	36%	24%
4	26%	25%	29%	14%	50%	38%	27%	23%	24%	31%	12%
3	22%	16%	-	43%	20%	12%	23%	27%	20%	20%	35%
2	7%	8%	29%	-	-	-	10%	4%	5%	8%	12%
1→ Not At All Important	5%	6%	-	14%	-	-	4%	4%	3%	5%	18%

Source: Survey of Individuals Planning To Move, Question 15

Table 154

Being a Safe Place To Live											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5→ Very Important	77%	73%	43%	90%	100%	88%	79%	69%	80%	76%	71%
4	16%	19%	29%	10%	-	12%	15%	19%	12%	20%	12%
3	5%	5%	14%	-	-	-	4%	12%	7%	2%	12%
2	1%	-	14%	-	-	-	-	-	-	1%	-
1→ Not At All Important	2%	3%	-	-	-	-	2%	-	1%	1%	6%

Source: Survey of Individuals Planning To Move, Question 15

Table 155

Being Close To Nature											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5→ Very Important	50%	70%	14%	29%	40%	25%	35%	62%	57%	47%	29%
4	22%	22%	14%	19%	50%	25%	23%	12%	16%	24%	35%
3	17%	6%	29%	24%	-	38%	29%	15%	16%	18%	24%
2	6%	2%	14%	14%	10%	12%	8%	4%	8%	7%	-
1→ Not At All Important	4%	-	29%	14%	-	-	2%	8%	4%	4%	6%

Source: Survey of Individuals Planning To Move, Question 15

Table 156

A Well Designed Neighborhood											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	26%	22%	29%	24%	20%	38%	35%	19%	20%	27%	41%
4	23%	28%	29%	29%	20%	12%	23%	8%	28%	22%	22%
3	32%	23%	14%	38%	60%	38%	33%	38%	34%	29%	41%
2	10%	16%	14%	5%	-	12%	6%	12%	9%	11%	12%
1-> Not At All Important	9%	11%	14%	5%	-	-	-	23%	9%	10%	-

Source: Survey of Individuals Planning To Move, Question 15

Table 157

The Overall Cost of Living											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	42%	38%	57%	52%	50%	62%	40%	35%	50%	35%	35%
4	24%	25%	14%	33%	-	12%	33%	12%	21%	26%	24%
3	22%	20%	14%	10%	30%	25%	21%	38%	18%	25%	24%
2	6%	11%	14%	5%	20%	-	2%	-	5%	9%	-
1-> Not At All Important	6%	6%	-	-	-	-	4%	15%	5%	4%	18%

Source: Survey of Individuals Planning To Move, Question 15

Table 158

Being Convenient To Highways											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	14%	8%	14%	33%	20%	12%	17%	4%	12%	11%	35%
4	14%	14%	14%	19%	10%	25%	12%	12%	9%	18%	12%
3	32%	25%	29%	29%	20%	50%	44%	35%	34%	32%	29%
2	19%	23%	14%	14%	20%	12%	19%	15%	18%	20%	18%
1-> Not At All Important	21%	30%	29%	5%	30%	-	8%	35%	26%	20%	6%

Source: Survey of Individuals Planning To Move, Question 15

Table 159

Knowing That Your Home Is a Good Investment and Will Grow In Value											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	65%	61%	71%	71%	60%	88%	67%	58%	68%	63%	59%
4	21%	22%	29%	29%	30%	-	21%	15%	21%	24%	6%
3	11%	14%	-	-	10%	12%	8%	23%	9%	11%	24%
2	1%	2%	-	-	-	-	-	-	1%	-	-
1-> Not At All Important	2%	2%	-	-	-	-	4%	4%	-	2%	12%

Source: Survey of Individuals Planning To Move, Question 15

6. How People Planning to Move Are Searching for Their Home

Only half of planning-to-move respondents are using real estate agents (Table 162). Among movers, the figure was two-thirds (Table 49) – but it may be that some of the planning-to-move group is not yet ready for a real estate agent at this point, though they will be later.

The planning-to-move group, like the movers, relies on a broad range of information sources to decide where to look for homes (Table 160). Two-thirds would like more information (Table 161) about the community, taxes, schools, and so forth. So even though there are many sources of information, movers don't feel secure in their knowledge.

Realtors appear to play no different role with the planning-to-move group than they did with the movers (Tables 163 to 168). They are not looked to for advice on style or location, but they are looked to for advice on finances and cost (Table 168). They guide potential buyers to where they think the buyers want to go; the buyers do not report feeling manipulated or steered.

Information Sources to Help in Decision-making Process											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Information Source				From the City	From Country	Urban	Suburban	Rural	< 35	35-54	55+
Realtor	37%	36%	43%	38%	30%	25%	42%	38%	42%	33%	41%
Newspaper	28%	36%	43%	38%	20%	38%	19%	15%	29%	25%	41%
Friends	19%	20%	29%	19%	20%	25%	23%	8%	22%	19%	12%
Family	16%	20%	14%	14%	10%	-	19%	12%	17%	14%	24%
Familiar with area/Lives in area/Driving around	15%	11%	-	10%	10%	-	23%	19%	11%	18%	18%
Research/Networking	10%	6%	-	24%	20%	-	6%	19%	3%	13%	24%
Internet	8%	8%	14%	14%	-	12%	8%	-	9%	5%	12%
Real estate publications	3%	8%	-	-	-	-	-	4%	3%	4%	-
Town office	3%	2%	-	5%	-	-	6%	-	3%	2%	6%
Builder/Contractor/ Developer	3%	3%	-	5%	-	-	4%	-	-	3%	12%
Federal/State housing programs	2%	2%	-	5%	-	-	4%	-	3%	2%	-
Bank	1%	-	-	-	-	12%	-	-	1%	-	-
Television	1%	2%	-	-	-	-	-	-	1%	-	-
Don't know	6%	5%	-	5%	20%	12%	4%	12%	7%	5%	12%

Source: Survey of Individuals Planning To Move, Question 29

Table 161

Additional Information or Resources That Would Be or Would Have Been Helpful In Decision-making Process											
Additional Sources	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From Country	Urban	Suburban	Rural	< 35	35-54	55+
Tax rates/Property Taxes	9%	12%	-	5%	10%	-	8%	12%	7%	12%	6%
Financing/Housing programs	8%	6%	29%	10%	20%	-	8%	4%	9%	9%	-
Area property values	8%	9%	-	5%	30%	38%	2%	-	7%	8%	12%
Community/Neighborhood	6%	8%	-	5%	-	-	8%	8%	5%	8%	6%
Town services/Schools	6%	5%	29%	5%	10%	-	8%	4%	4%	9%	6%
Zoning/Codes/Permits	6%	8%	-	-	10%	-	8%	4%	1%	9%	12%
Information on the Internet	5%	5%	14%	5%	10%	-	4%	4%	1%	8%	6%
Real estate lists/descriptions	4%	3%	-	-	-	25%	4%	4%	8%	1%	-
Environmental/Health	3%	2%	14%	-	-	-	6%	4%	5%	1%	6%
Lots in area/On water	3%	3%	14%	5%	-	-	2%	-	3%	2%	6%
A realtor to work with	3%	2%	-	-	-	-	6%	4%	1%	4%	-
More on house/land itself	2%	-	-	5%	-	-	2%	8%	1%	3%	-
Help, ideas from friends	2%	2%	-	5%	-	-	2%	-	1%	1%	6%
Would like more money	2%	3%	-	-	-	-	-	4%	-	3%	-
Future plans of town/SPO	2%	-	-	-	-	-	6%	-	1%	2%	-
Tips for 1 st time buyers	2%	-	-	-	-	-	2%	8%	-	3%	-
Various costs of building	1%	2%	-	-	-	-	-	-	1%	-	-
Information on crime rates	1%	-	-	-	-	-	2%	-	-	-	6%
None/Nothing/No influence	34%	28%	14%	38%	30%	25%	35%	50%	38%	29%	47%
Don't know	13%	23%	-	19%	-	12%	4%	8%	14%	12%	6%

Source: Survey of Individuals Planning To Move, Question 33

Table 162

Is Respondent Working With Real Estate Agent											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	49%	45%	57%	52%	30%	50%	54%	50%	50%	48%	47%
No	51%	55%	43%	48%	70%	50%	46%	50%	50%	52%	53%

Source: Survey of Individuals Planning To Move, Question 30

Table 163

Has Real Estate Agent Guided Respondent In Choosing Town To Live In											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	9%	10%	-	9%	33%	25%	8%	-	11%	7%	12%
No	91%	90%	100%	91%	67%	75%	92%	100%	89%	93%	88%

Source: Survey of Individuals Planning To Move, Question 31a

Table 164

Has Real Estate Agent Guided Respondent In Choosing Where to Live In Town											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	13%	10%	-	9%	33%	25%	19%	8%	18%	9%	12%
No	86%	86%	100%	91%	67%	75%	81%	92%	82%	89%	88%

Source: Survey of Individuals Planning To Move, Question 31b

Table 165

Has Real Estate Agent Guided Respondent In Choosing Lot Size											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	4%	3%	-	18%	-	-	-	8%	5%	5%	-
No	94%	97%	75%	82%	100%	100%	100%	92%	95%	93%	100%

Source: Survey of Individuals Planning To Move, Question 31c

Table 166

Has Real Estate Agent Guided Respondent In Choosing the Style of the House											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	6%	10%	-	-	-	25%	4%	-	8%	5%	-
No	94%	90%	100%	100%	100%	75%	96%	100%	95%	95%	100%

Source: Survey of Individuals Planning To Move, Question 31d

Table 167

Has Real Estate Agent Guided Respondent In Choosing How Much to Spend											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	26%	21%	25%	27%	-	75%	35%	8%	32%	23%	12%
No	74%	79%	75%	73%	100%	25%	65%	92%	68%	77%	88%

Source: Survey of Individuals Planning To Move, Question 31e

Table 168

Other Ways In Which Real Estate Agent Has Influenced Buying Decision											
Influence	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From Country	Urban	Suburban	Rural	< 35	35-54	55+
Found home that met respondent's requirements	9%	14%	-	9%	-	-	8%	8%	11%	7%	12%
Gave info. on property value/ Resale value/ Market	8%	7%	-	-	-	-	12%	15%	8%	9%	-
Agent gave own opinion of home/Property	6%	-	25%	-	-	25%	8%	8%	8%	5%	-
Showed various locations to compare homes	4%	-	-	18%	-	25%	4%	-	3%	7%	-
Helped find an affordable home	3%	7%	-	-	-	-	4%	-	3%	5%	-
Agent gives respondent weekly listings	2%	3%	25%	-	-	-	-	-	3%	2%	-
Gave information about housing/ Financing programs	2%	7%	-	-	-	-	-	-	3%	2%	-
Gave information on the community/ Neighborhood	2%	-	-	9%	-	-	4%	-	3%	2%	-
Helped with paperwork	2%	7%	-	-	-	-	-	-	3%	2%	-
Recommended a certain type of heating system	1%	3%	-	-	-	-	-	-	3%	-	-
Helped with builder	1%	-	-	9%	-	-	-	-	3%	-	-
Gave information on appraisals/ Arranged home inspection	1%	-	-	9%	-	-	-	-	-	2%	-
None/Agent did not influence decision	62%	55%	50%	64%	100%	50%	65%	69%	55%	64%	88%

Source: Survey of Individuals Planning To Move, Question 32

7. What Ifs...

Two out of three respondents do not plan to even look in a nearby service center for a lot or home (Table 169). This is close to the proportion of movers who didn't look in service centers (Table 62).

The reasons given are the usual suspects: lack of privacy, noise, taxes and costs (Table 170).

For the respondents who do not plan to look in a service center, a series of questions were asked to see what might move them to reconsider their decision. These answers follow the same lines as the movers reported. If taxes were as low as surrounding towns, about half would consider a service center community (Table 171). Quiet (Table 183), well-maintained neighborhoods (Table 178), with good neighbors (Table 177), would also move about half to reconsider.

Schools are a factor for 38% to 44% of respondents (Tables 172 to 174); this indicates that while schools aren't important to most, there is a distinct group not considering service center communities because of school issues.

Recreation (Table 180), open space (Table 181), and large lots (Table 182) are significant factors for just less than half of respondents.

Low interest mortgages would make a difference to 52% of respondents (Table 176). Out of all of the issues raised, this is the simplest one for state policy to make an immediate difference with (though such a policy would have to be designed with care to ensure that it did not lead to the further concentration of low-income families in service centers).

When asked to volunteer other features that would make a difference for respondents, 15% mentioned better downtown shopping (Table 184).

Table 169

Has Respondent Looked or Does Respondent Plan To Look at Homes or Lots in Service Center Prior to Decision											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	34%	36%	60%	36%	12%	50%	34%	25%	42%	27%	35%
No	64%	64%	20%	57%	88%	50%	66%	70%	56%	75%	53%

Source: Survey of Individuals Planning To Move, Question 35

Little real estate on market	1%	3%	-	-	-	-	-	-	-	2%	-
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Source: Survey of Individuals Planning To Move, Question 35a

Would respondent consider service center if...

Table 171

If Property Taxes There Were as Low as in Surrounding Towns											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	46%	44%	80%	50%	50%	67%	47%	35%	49%	43%	53%
No	52%	53%	20%	43%	50%	33%	53%	65%	47%	56%	47%
Don't know	2%	4%	-	7%	-	-	-	-	3%	1%	-

Source: Survey of Individuals Planning To Move, Question 36a

Table 172

If Schools Were As Safe As, or Safer Than, Those In the Surrounding Towns											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	44%	42%	60%	50%	38%	67%	47%	30%	51%	39%	41%
No	54%	55%	40%	50%	50%	33%	50%	70%	47%	59%	53%
Don't know	2%	2%	-	-	12%	-	3%	-	2%	1%	6%

Source: Survey of Individuals Planning To Move, Question 36b

Table 173

If Schools Were New or Had Renovated Classrooms and Facilities											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	38%	38%	40%	57%	38%	50%	39%	20%	49%	31%	29%
No	59%	58%	60%	43%	50%	50%	55%	80%	49%	64%	65%
Don't know	3%	2%	-	-	12%	-	5%	-	2%	3%	6%

Source: Survey of Individuals Planning To Move, Question 36c

Table 174

If Schools Offered Academic Programs Which Were As Good As or Better Than Those Offered by Schools in Surrounding Towns											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	44%	44%	50%	50%	38%	67%	47%	30%	51%	40%	41%
No	52%	53%	40%	43%	50%	33%	47%	70%	47%	56%	47%
Don't know	3%	2%	-	7%	12%	-	5%	-	2%	3%	12%

Source: Survey of Individuals Planning To Move, Question 36d

Table 175

If You Were Sure That the Zoning Would Not Change											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	47%	45%	60%	57%	38%	50%	53%	35%	49%	44%	53%
No	52%	55%	40%	43%	62%	50%	45%	65%	51%	54%	47%
Don't know	1%	-	-	-	-	-	3%	-	-	1%	-

Source: Survey of Individuals Planning To Move, Question 36e

Table 176

If a Lower Interest Rate or Better Financing Options Were Available For Purchasing, Renovating or Expanding, than Was Available in Other Towns											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	52%	53%	60%	64%	50%	50%	58%	30%	58%	46%	59%
No	46%	45%	40%	36%	50%	50%	39%	65%	41%	51%	41%
Don't know	2%	2%	-	-	-	-	3%	5%	2%	3%	-

Source: Survey of Individuals Planning To Move, Question 36f

Table 177

If There Were Neighbors You'd Like To Have As Friends											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	48%	44%	80%	50%	38%	67%	55%	40%	51%	44%	59%
No	52%	56%	20%	50%	62%	33%	45%	60%	49%	56%	41%

Source: Survey of Individuals Planning To Move, Question 36g

Table 178

If You Could Live In a Well-maintained Neighborhood With Safe Streets											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	51%	49%	80%	57%	50%	67%	58%	30%	58%	44%	59%
No	49%	51%	20%	43%	50%	33%	42%	70%	42%	56%	41%

Source: Survey of Individuals Planning To Move, Question 36h

Table 179

If You Could Live In a Neighborhood With Lots That Are Well Cared For											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	52%	51%	80%	50%	50%	83%	61%	25%	59%	44%	59%
No	48%	49%	20%	50%	50%	17%	39%	75%	41%	56%	41%

Source: Survey of Individuals Planning To Move, Question 36i

Table 180

If There Were More Recreational Opportunities											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	37%	31%	80%	50%	38%	50%	47%	15%	44%	30%	47%
No	61%	69%	20%	50%	62%	50%	53%	75%	56%	67%	53%
Don't know	1%	-	-	-	-	-	-	10%	-	3%	

Source: Survey of Individuals Planning To Move, Question 36j

Table 181

If There Were Open Space Available To the Public Nearby											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	45%	44%	80%	43%	25%	67%	53%	30%	51%	44%	29%
No	54%	56%	20%	50%	75%	33%	45%	70%	49%	56%	59%
Don't know	1%	-	-	7%	-	-	3%	-	-	-	12%

Source: Survey of Individuals Planning To Move, Question 36k

Table 182

If There Were Homes Available With Large Lots											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	49%	56%	60%	36%	38%	67%	50%	35%	56%	49%	29%
No	48%	40%	40%	57%	62%	33%	47%	65%	42%	50%	59%
Don't know	3%	4%	-	7%	-	-	3%	-	2%	1%	12%

Source: Survey of Individuals Planning To Move, Question 36l

Table 183

If There Were Quiet Neighborhoods											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	54%	60%	40%	50%	38%	83%	58%	35%	63%	49%	47%
No	46%	40%	60%	50%	62%	17%	42%	65%	37%	51%	53%

Source: Survey of Individuals Planning To Move, Question 36m

	7%	11%	-	14%	-	-	8%	-	14%	3%	6%
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Source: Survey of Individuals Planning To Move, Question 37

8. Awareness of the Effects of Moving to Remote Areas

Awareness of the effects of sprawl are even lower among those planning to move than it was among actual movers. This may be because the planning to move group is younger, or hasn't considered the implications of moving as much.

In any case, over half of those planning to move think that moving to a less developed area is good for air pollution and congestion (Table 185), helps preserve working farms and woodlands (Table 186), helps preserve lands used by wildlife (Table 187), keeps down property taxes (Table 188), preserves open space around towns and cities (Table 189). These figures are generally higher than those reported by movers (Tables 77-82).

Table 185

Air Pollution and Congestion From Cars											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Helps	56%	61%	57%	43%	40%	62%	56%	62%	55%	57%	59%
Worsens	9%	9%	14%	19%	10%	12%	6%	4%	12%	8%	6%
Has no impact	32%	27%	29%	38%	50%	25%	38%	27%	29%	34%	35%
Don't know	2%	3%	-	-	-	-	-	8%	4%	1%	-

Source: Survey of Individuals Planning To Move, Question 27

Table 186

Preserving Working Farms and Woodlands											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Helps	54%	56%	29%	43%	60%	38%	52%	73%	57%	48%	71%
Worsens	15%	9%	29%	24%	10%	38%	12%	15%	11%	21%	-
Has no impact	24%	23%	29%	19%	30%	25%	31%	8%	24%	24%	24%
Don't know	8%	11%	14%	14%	-	-	4%	4%	9%	7%	6%

Source: Survey of Individuals Planning To Move, Question 27

Table 187

Preserving Lands Used by Wildlife											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Helps	56%	61%	43%	29%	60%	25%	56%	77%	55%	53%	71%
Worsens	22%	17%	29%	43%	10%	50%	23%	12%	20%	27%	6%
Has no impact	18%	20%	29%	24%	30%	12%	15%	8%	21%	16%	18%
Don't know	4%	2%	-	5%	-	12%	6%	4%	4%	3%	6%

Source: Survey of Individuals Planning To Move, Question 27

Table 188

Keeping Down Property Taxes											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Helps	52%	50%	29%	48%	70%	50%	50%	65%	54%	53%	41%
Worsens	7%	5%	-	5%	-	-	15%	8%	7%	9%	-
Has no impact	24%	28%	29%	29%	20%	38%	21%	12%	21%	26%	24%
Don't know	17%	17%	43%	19%	10%	12%	15%	15%	18%	12%	35%

Source: Survey of Individuals Planning To Move, Question 27

Table 189

Preserving Open Space Around Towns and Cities											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Helps	52%	58%	43%	29%	80%	25%	48%	65%	57%	47%	53%
Worsens	19%	17%	43%	33%	-	25%	15%	19%	14%	25%	12%
Has no impact	22%	20%	14%	29%	20%	50%	29%	4%	24%	20%	29%
Don't know	6%	5%	-	10%	-	-	8%	12%	5%	8%	6%

Source: Survey of Individuals Planning To Move, Question 27

Table 190

Preserving A Sense of Community in Towns and Cities											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Helps	48%	44%	57%	43%	60%	25%	50%	62%	53%	43%	53%
Worsens	16%	14%	14%	10%	10%	25%	23%	15%	17%	16%	12%
Has no impact	31%	34%	29%	48%	20%	50%	23%	19%	26%	36%	24%
Don't know	5%	8%	-	-	10%	-	4%	4%	4%	4%	12%

Source: Survey of Individuals Planning To Move, Question 27

9. The Values of Those Planning to Move

Those planning to move share the general values of movers.

Having a place which is good for family and friends to visit is very important to three out of four planning to move (Table 199), and three out of four movers as well (Table 91).

The next most important value for those planning to move, and for movers as well, is living in an area with many trees and plants. More than half of each group rated this as very important (Tables 196 and 88). Sprawlers and rural standpatters rate this factor as very important in the 60% to 80% range.

Living in a neighborhood with a sense of community (Table 195), where neighbors drop by and visit (Table 191), is very important to about one in three of those planning to move.

Proximity to stores and restaurants (Tables 194 and 200) is of the least importance to respondents. Only 6% to 8% care very much about this, and about a third don't care at all. These are even lower ratings than those given by movers (Tables 86 and 92).

Nor is it important for those planning to move that homes nearby are similar in size and age (Table 197). This factor is of more importance to those moving into suburban residential environments.

In the forced-pair choices, those planning to move, like movers, value nature views about twice as much as social values like visiting a neighbor (Tables 201 and 202).

Table 191

Knowing that you can drop by a neighbor's home, and that he or she will feel comfortable doing the same:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	31%	27%	29%	48%	30%	62%	25%	31%	38%	27%	18%
4	29%	30%	14%	19%	40%	12%	31%	35%	28%	31%	29%
3	26%	33%	14%	14%	30%	22%	27%	23%	22%	27%	29%
2	8%	3%	14%	14%	-	-	12%	12%	5%	9%	18%
1-> Not At All Important	6%	8%	29%	5%	-	12%	4%	-	7%	5%	6%

Source: Survey of Individuals Planning To Move, Question 16

Table 192

Having neighbors know when you are and aren't home:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	21%	11%	29%	29%	40%	25%	27%	15%	13%	24%	35%
4	23%	19%	-	19%	40%	25%	25%	27%	29%	18%	18%
3	29%	42%	14%	29%	-	12%	25%	23%	28%	32%	18%
2	14%	9%	57%	14%	20%	12%	10%	15%	17%	10%	18%
1-> Not At All Important	15%	19%	-	10%	-	25%	12%	19%	13%	16%	12%

Source: Survey of Individuals Planning To Move, Question 16

Table 193

Knowing the names of the people who live near you:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	24%	22%	-	19%	30%	25%	33%	23%	21%	27%	24%
4	31%	28%	43%	43%	40%	25%	29%	23%	43%	21%	29%
3	23%	25%	14%	33%	30%	25%	21%	15%	18%	27%	24%
2	12%	12%	29%	5%	-	12%	10%	19%	11%	13%	12%
1-> Not At All Important	10%	12%	14%	-	-	12%	6%	19%	7%	11%	12%

Source: Survey of Individuals Planning To Move, Question 16

Table 194

Being Within Walking Distance of Stores, Restaurants, and the Library:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	8%	6%	-	5%	10%	25%	12%	4%	4%	12%	6%
4	11%	5%	57%	19%	10%	25%	6%	12%	13%	8%	18%
3	23%	17%	14%	33%	40%	12%	33%	12%	18%	29%	12%
2	26%	31%	-	24%	10%	38%	25%	27%	30%	21%	35%
1-> Not At All Important	32%	41%	29%	19%	30%	-	23%	46%	34%	31%	29%

Source: Survey of Individuals Planning To Move, Question 16

Table 195

Living in an Area That Has a Sense of Community:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	37%	28%	29%	48%	20%	25%	50%	38%	33%	37%	53%
4	31%	27%	29%	29%	60%	62%	25%	35%	29%	33%	24%
3	27%	38%	29%	19%	10%	12%	23%	27%	30%	25%	24%
2	4%	5%	14%	5%	10%	-	2%	-	8%	2%	-
1-> Not At All Important	1%	3%	-	-	-	-	-	-	-	2%	-

Source: Survey of Individuals Planning To Move, Question 16

Table 196

Living in an Area With Many Trees and Plants:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	56%	73%	43%	43%	40%	50%	42%	62%	63%	52%	47%
4	23%	23%	-	19%	40%	12%	29%	15%	18%	25%	29%
3	17%	3%	43%	33%	20%	25%	21%	23%	16%	19%	18%
2	2%	-	14%	5%	-	-	4%	-	1%	3%	-
1-> Not At All Important	2%	-	-	-	-	12%	4%	-	1%	1%	6%

Source: Survey of Individuals Planning To Move, Question 16

Table 197

Living In an Area With Homes Similar To Yours In Terms of Size and Age:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	11%	3%	-	29%	20%	12%	21%	-	8%	14%	12%
4	17%	11%	43%	19%	10%	12%	17%	31%	16%	16%	29%
3	26%	22%	29%	19%	40%	38%	35%	19%	26%	24%	41%
2	21%	28%	14%	14%	30%	12%	19%	15%	25%	19%	12%
1-> Not At All Important	24%	36%	14%	19%	-	25%	8%	35%	25%	26%	6%

Source: Survey of Individuals Planning To Move, Question 16

Table 198

Living In a Neighborhood With Many Children:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	14%	6%	29%	14%	20%	12%	21%	8%	18%	10%	12%
4	17%	19%	-	14%	40%	12%	19%	12%	22%	14%	12%
3	35%	38%	-	57%	20%	38%	33%	31%	38%	35%	24%
2	13%	9%	29%	10%	10%	12%	19%	12%	11%	14%	18%
1-> Not At All Important	21%	28%	43%	5%	10%	25%	8%	38%	11%	26%	35%

Source: Survey of Individuals Planning To Move, Question 16

Table 199

Having a Place Where You Feel Good About Having Friends and Family Visit:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5-> Very Important	74%	80%	57%	62%	90%	88%	69%	73%	78%	70%	76%
4	21%	17%	14%	38%	10%	12%	27%	15%	18%	24%	18%
3	4%	3%	29%	-	-	-	-	12%	3%	5%	-
2	-	-	-	-	-	-	-	-	-	-	-
1-> Not At All Important	1%	-	-	-	-	-	4%	-	1%	-	6%

Source: Survey of Individuals Planning To Move, Question 16

Table 200

Being Within Walking Distance of a Corner Store:											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Rating				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
5→ Very Important	6%	2%	29%	14%	10%	-	10%	-	7%	7%	6%
4	16%	9%	29%	19%	20%	38%	19%	12%	21%	11%	18%
3	24%	20%	14%	38%	40%	38%	27%	8%	22%	23%	35%
2	23%	28%	-	24%	20%	12%	19%	31%	26%	22%	12%
1→ Not At All Important	31%	41%	29%	5%	10%	12%	25%	50%	24%	37%	29%

Source: Survey of Individuals Planning To Move, Question 16

Table 201

Preference											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Attribute				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Watching a beautiful and solitary sunset from your home	68%	73%	86%	62%	90%	25%	56%	77%	66%	71%	53%
Visiting neighbors out on their front porches after dinner	27%	22%	14%	33%	10%	50%	38%	19%	29%	24%	35%

Source: Survey of Individuals Planning To Move, Question 17

Table 202

Preference											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Attribute				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Seeing deer and other wildlife out the back window of your home	65%	88%	29%	38%	70%	25%	54%	73%	64%	67%	59%
Running into friends and acquaintances at the coffee shop on Main St.	31%	8%	71%	62%	30%	50%	42%	27%	32%	30%	35%

Source: Survey of Individuals Planning To Move, Question 17

Table 203

Preference											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Attribute				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Feeling safe because your neighbors are close by to watch your house when you're gone	41%	23%	43%	52%	50%	88%	54%	31%	33%	42%	71%
Feeling safe because you're far away from urban crime in a rural setting	55%	70%	43%	48%	50%	12%	40%	69%	64%	53%	24%

Source: Survey of Individuals Planning To Move, Question 17

Table 204

Preference											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Attribute				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Living near access to lakes and waterways	56%	56%	86%	48%	30%	62%	58%	58%	57%	57%	53%
Living on the water	39%	39%	14%	48%	70%	38%	38%	35%	41%	38%	35%

Source: Survey of Individuals Planning To Move, Question 17

Table 205

Preference											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Attribute				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Being able to walk out the back door and hunt, fish, swim, cross-country ski, or snowmobile	69%	83%	29%	57%	70%	62%	52%	85%	71%	66%	71%
Being close to gyms, ball fields, movie theaters, and cultural events	29%	14%	71%	43%	30%	38%	44%	15%	26%	33%	24%

Source: Survey of Individuals Planning To Move, Question 17

Table 206

Preference											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Attribute				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Having a yard large enough for your child to play in	70%	86%	57%	62%	70%	50%	54%	77%	74%	68%	65%
Living in a neighborhood with many playmates whose homes are within easy walking distance for even a young child	24%	11%	43%	33%	20%	38%	40%	12%	24%	23%	29%

Source: Survey of Individuals Planning To Move, Question 17

10. Would Education and Information Help?

As with the movers, the planning to move group was asked whether they would consider moving closer to the center of town if they knew certain facts.

As with the movers, the strongest arguments are based on “nature” values rather than social values. Over half (54%) of planning to move respondents would reconsider if they knew they were creating a loss of wildlife habitat (Table 209). In contrast, the loss of downtown areas would only cause 28% to reconsider (Table 212).

The loss of open space (Table 211), the loss of working farms and woodlands (Table 208), and an increase in property taxes (Table 210), are significant factors to 40% to 45% of respondents.

All of these arguments, it should be added, are weakest with the sprawlers and rural standpatters. In other words, the ones most influenced by the arguments tend to be people planning to live anyway in suburban or urban environments.

Table 207

Air Pollution and Congestion From Cars											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Reconsider Decision?				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	35%	27%	14%	33%	60%	75%	42%	27%	34%	34%	35%
No	62%	70%	86%	67%	40%	25%	52%	69%	64%	62%	59%
Don't know	3%	3%	-	-	-	-	6%	4%	1%	4%	6%

Source: Survey of Individuals Planning To Move, Question 28

Table 208

Loss of Working Farms and Woodlands											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Reconsider Decision?				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	45%	41%	14%	52%	60%	75%	50%	35%	39%	48%	47%
No	51%	56%	71%	48%	30%	25%	44%	62%	55%	48%	47%
Don't know	4%	3%	14%	-	10%	-	6%	4%	5%	3%	6%

Source: Survey of Individuals Planning To Move, Question 28

Table 209

Loss of Lands Used By Wildlife											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Reconsider Decision?				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	54%	47%	14%	52%	80%	88%	67%	42%	53%	53%	65%
No	43%	48%	71%	48%	20%	12%	29%	58%	46%	44%	24%
Don't know	3%	3%	14%	-	-	-	4%	-	1%	2%	12%

Source: Survey of Individuals Planning To Move, Question 28

Table 210

Higher Property Taxes											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Reconsider Decision?				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	42%	38%	29%	57%	50%	62%	50%	23%	43%	38%	53%
No	52%	58%	57%	38%	50%	38%	42%	73%	54%	56%	29%
Don't know	5%	5%	14%	5%	-	-	8%	4%	3%	5%	18%

Source: Survey of Individuals Planning To Move, Question 28

Table 211

Loss of Open Space Around Towns and Cities											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Reconsider Decision?				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	45%	36%	43%	48%	80%	62%	54%	31%	49%	42%	41%
No	51%	62%	57%	52%	20%	38%	38%	62%	50%	53%	53%
Don't know	4%	2%	-	-	-	-	8%	8%	1%	5%	6%

Source: Survey of Individuals Planning To Move, Question 28

Table 212

Loss of Active Downtown Areas											
	Total	Sprawlers	Back to the City	Suburbanizers		Standpatters			Age		
Reconsider Decision?				From the City	From the Country	Urban	Suburban	Rural	< 35	35-54	55+
Yes	28%	19%	14%	48%	60%	38%	33%	12%	30%	25%	29%
No	68%	78%	71%	52%	40%	62%	58%	85%	70%	70%	47%
Don't know	3%	3%	14%	-	-	-	4%	4%	-	4%	12%

Source: Survey of Individuals Planning To Move, Question 28

Appendix A
Survey of Recent Movers

Appendix B

Survey of Individuals Planning To Move

Appendix C

Technical Notes on Cluster Analysis

Market Decisions, Inc., performed a cluster analyses for the sample of 602 recent movers in order to separate the sample into different groups with distinct common attitudes and values. The cluster analysis identified five distinct group among the 602 respondents. The homebuying preferences of these five groups are the focus of the companion State Planning Office report *Markets for Traditional Neighborhoods*. This appendix describes how the cluster analysis was performed.

Methodology

To develop the attitudinally defined segments, the following procedures were followed:

First, a factor analysis was conducted (using question 14 of the survey of recent movers) to reduce the total number of variables measuring the importance of certain attributes to a workable set of factors. Factor scores were then computed for each case. A cluster analysis was then performed to statistically sort cases into groups that were similar with regard to their factor scores. In this way, an interpretable number of segments were created from a manageable set of factors; the factor analysis reduces the number of variables, while the cluster analysis sorts and categorizes the cases.

Table A shows the results of the factor analysis of a series of ten attitudinal variables which measured the importance to individuals of certain attributes when choosing a place to live. The factor loadings can range from -1.0 (strong negative relationship) to +1.0 (strong positive relationship). A factor score close to zero implies a lack of relationship (either positive or negative) between the variable and that factor. In the table, only the significant factor loadings are shown.

Three factors emerged from the analysis: one that measures the desire for community and neighborhood; one that measures desire for proximity to services; and one which measures the desire for a natural/beautiful environment.

Table B shows the result of the cluster analysis using the factor scores derived from the factor analysis. The table shows the average factor scores of the cases (respondents) sorted into each of the five clusters. Five clusters emerged using this analysis.

The five groups of movers

Ozzies and Harriets (24% of recent homebuyers) Being in a neighborhood is very important to these homeowners, while being close to services is not a strong consideration. Members of this group tend to have larger families than those in the other groups, and they are more likely to live in a development. They tend to have an acre or two of land.

Small Town Civics (24%) Community and neighborhood are very important to this group, but they also want to be close to services. They typically do not live in developments and are least likely to spend over \$150,000 for their property. Land is not important to them – most have less than an acre, and one in four were unable to identify how much land they even had. This group indicates more sensitivity to the impact of their locational decisions on their environment. At the same time, they are less likely than other groups to sprawl.

Young Turks (12%) Environmental surroundings are not an important consideration to members of this group. And, the neighbors aren't all that important either. Members of this group are more likely than those in other segments to live in an urban setting, and they tend to be somewhat younger (42% are under 35). This group has the highest male percentage, and also a very high percentage of professionals relative to the other groups.

Self-centered Thoreaus (23%) Members of this group aren't especially enthralled with neighbors and don't consider proximity important. They do, however, indicate more interest in their natural environment. They are much more likely than members of the other groups to have lots of three acres or more (and all but a few know how much land they own!). They are least likely to have town services, and most do not have children. Members of this group were most likely to move out to the country, and are least likely to live in a service center. They are least likely to live in a development, and tend to pay the most for their home and property. Almost half describe the area they live in as rural. Telling them that their decision to live out in the country could contribute to air pollution or loss of active downtown areas is unlikely to cause them to consider living

closer into town. Telling them that their decision would contribute to loss of lands used by wildlife would have a greater effect. This group seeks privacy.

Introspectives (15%) Proximity to services is very important to members of this group, but neighbors are not. They want their privacy, and want the services that come with an urban or village environment. They don't want to live in a neighborhood with many children, yet it is very important to them to have a place they can feel good about having friends and family visit. They are less likely to have children than the other groups, and tend to have small lots. They are similar to the Small Town Civics in terms of where they live, but they don't want the community that goes with it. They tend to have paid less for their property and are most likely to live in a service center.

Table A
FACTOR ASSIGNMENT OF VARIABLES

VARIABLE	FACTOR 1 "Neighbors"	FACTOR 2 "Proximity"	FACTOR 3 "Nature and Aesthetics"
(14a) Knowing that you can drop by a neighbor's home, and he or she will feel comfortable doing the same	.78		
(14b) Having neighbors know when you are and aren't home	.71		
(14c) Knowing the names of the people who live near you	.82		
(14d) Being within walking distances of stores, restaurants and the library		.91	
(14e) Living in an area that has a sense of community	.62		
(14f) Living in an area with many trees and plants			.79
(14g) Living in an area with homes similar to yours in terms of size and age	-	-	-
(14h) Living in a neighborhood with many children	.60		
(14i) Having a place where you feel good about having friends and family visit			.63
(14j) Being within walking distance of a corner store		.92	

Table B
CLUSTER ASSIGNMENT RELATED TO FACTORS

VARIABLE	Cluster Size (%)	Cluster Size	Factor 1 Neighbors	Factor 2 Proximity	Factor 3 Nature + Aesthetics
CLUSTER I: Ozzies and Harriets	24%	(144)	.82	- .83	-.03
CLUSTER II: Small Town Civics	24%	(145)	.69	.90	.29
CLUSTER III: Young Turks	12%	(72)	-.43	.06	-1.88
CLUSTER IV: Self-centered Thoreaus	23%	(138)	-.78	-.79	.47
CLUSTER V: Introspectives	15%	(88)	-.93	1.02	.37

Survey of Recent Movers
SPO/Market Decisions
#98.853
FINAL: 8/28/98

ASK FOR HOMEOWNER
RECORD TOWN AND ADDRESS

Hello, this is _____ from Market Decisions in South Portland. We are conducting a survey of Homeowners for the Maine State Planning Office and would like to include your household's responses in our research. This is strictly research, funded by the State of Maine -- we are not trying to sell anything. It is very important that we speak with the person who was most involved or shared the responsibility for making decisions regarding the move to your current home, would that be you?

IF R ON PHONE, CONTINUE, OTHERWISE ASK FOR APPROPRIATE ADULT. IF NOT AVAILABLE, SCHEDULE CALLBACK.

This survey is being conducted to better understand how Maine residents choose where they want to live.

1. How long have you owned this residence? (DO NOT READ)
1. LESS THAN ONE YEAR
2. ONE OR TWO YEARS

3. THREE TO FIVE YEARS
 4. MORE THAN FIVE YEARS —> THANK AND EXIT: “It is important that we speak with individuals who have lived in their homes for five years or less.”
- 1a. And, what town do you live in? _____
 2. What were your reasons for choosing to live where you do now? Please include the reasons of all household members involved in the decision. (ACCEPT MULTIPLE RESPONSES. CLARIFY. PROBE WITH: “What else?” SEE ATTACHED CODE LIST.)
 3. Which of the following best describes the area in which you live...
 1. You live in a neighborhood with many homes, apartment buildings, and businesses;
 2. You live in a neighborhood where homes can be seen up and down the road or street; or
 3. You can see very few, if any, other homes when looking down your road or street.
 4. OTHER: _____

4. Just prior to moving to your current home, did you live...
1. In the same town or city?—> IDENTIFY IF SERVICE CENTER / SKIP TO 6
 2. In another town or city in Maine? Or
 3. Outside of Maine? —> SKIP TO 6

5. Which town or city did you live in? _____

—> IDENTIFY IF Q5= SERVICE CENTER

6. Which of the following best describes the area in which you lived...
1. You lived in a neighborhood with many homes, apartment buildings, and businesses;
 2. You lived in a neighborhood where homes could be seen up and down the road or street; or
 3. You could see very few, if any, other homes when looking down your road or street.
 4. OTHER: _____

7. What were your reasons for moving from where you previously lived? Please include the reasons of all household members involved in the decision. (ACCEPT MULTIPLE RESPONSES. CLARIFY AND PROBE WITH: “What else”.)

8. What do you like **more** about where you live now, when compared to where you previously lived? (PROBE WITH: “What else”? ACCEPT MULTIPLE RESPONSES.)

IF DIFFERENT TOWN (Q4 NE 1) ASK Q9. IF SAME TOWN (Q4=1) ASK Q10.

9. What is it about the **town** that you live in now that you found particularly appealing when deciding to move there?

SKIP TO Q11

10. Why did you decide to stay in the same **town**?

11. Would you have considered living in any other town?

1. YES
2. NO

12. What, if anything, do you like **less** about where you live now, when compared to where you previously lived? (PROBE WITH: "What else"? ACCEPT MULTIPLE RESPONSES.)

13. Do you like living there as much as you thought you would?

- 1. YES → SKIP TO Q14
- 2. NO → ASK 13a.

13a. And, why is that? (CLARIFY AND PROBE WITH: "What else?")

14. Please rate the following statements on a scale of one to five, where 5 means that it's very important to you and 1 means that it's not at all important to you. [SCRAMBLE]

- 1. Knowing that you can drop by a neighbor's home, and that he or she will feel comfortable doing the same
- 2. Having neighbors know when you are and aren't home
- 5. Knowing the names of the people who live near you
- A. Being within walking distance of stores, restaurants, and the library
- 6. Living in an area that has a sense of community
- 7. Living in an area with many trees and plants
- 8. Living in an area with homes similar to yours in terms of size and age.....
- B. Living in a neighborhood with many children.....
- 9. Having a place where you feel good about having friends and family visit.....
- 10. Being within walking distance of a corner store.....

15. Which is preferable to you...

1.
 1. Watching a beautiful and solitary sunset from your home; or
 1. Visiting neighbors out on their porches after dinner.

2.
 1. Running into friends and acquaintances at the coffee shop on Main Street, or
 1. Seeing deer and other wildlife out the back window of your home.

3.
 1. Feeling safe because you're far away from urban crime in a rural setting; or
 1. Feeling safe because your neighbors are close by to watch your house when you're gone.

4.
 1. Living on the water, or
 2. Living near access to lakes and waterways?

- F.
 1. Being close by to gyms, ball fields, movie theaters, and cultural activities, or
 10. Being able to walk out the back door and hunt, fish, swim, cross country ski, or snowmobile.

7.
 1. Having a yard large enough for your child to play in; or
 2. Living in a neighborhood with many playmates whose homes are within easy walking distance for even a young child.

ASK Q16-18 ONLY IF Q3a = 3. OTHERWISE GO TO NEXT CHECK POINT.

- 14. You mentioned earlier that you live where there are few other homes. Was this...
 - 1. Where you wanted to live? or →ASK 16b.
 - 2. Would you have preferred to live in a more developed area? → ASK 16a.
- 16a. What kept you from actually buying a property that was in a more developed area? (DO NOT READ)
 - 1. HOMES NOT AFFORDABLE
 - 2. LOTS NOT AVAILABLE FOR BUILDING

OTHER: _____

SKIP TO CHECK POINT ON FOLLOWING PAGE.

- 16b. Why was it important to you that you live in a less developed area? (PROBE AND CLARIFY)
- 11. Do you think that living where you currently live helps (1), worsens (2), or has no impact on (3)...
 - a. Air pollution and congestion from cars _____
 - b. Preserving working farms and woodlands _____
 - c. Preserving lands used by wildlife _____
 - d. Keeping down property taxes _____
 - e. Preserving open space around towns and cities _____
 - f. Preserving a sense of community in towns and cities _____
- 12. If you had known your decision could contribute to each of the following, would it have caused you to consider living closer in to the center of town? (ACCEPT YES OR NO)
 - a. Air pollution and congestion from cars _____
 - b. Loss of working farms and woodlands _____
 - c. Loss of lands used by wildlife _____
 - d. Higher property taxes _____
 - e. Loss of open space around towns and cities _____
 - f. Loss of active downtown areas _____

CHECK POINT: ASK Q19 -20 ONLY IF Q5 = SERVICE CENTER. OTHERWISE GO TO Q21.

13. Here are some reasons people give for moving. Please tell me if each was, or was not, an important factor in your decision to move away from where you previously lived by saying “yes” if it was or “no” if it was not an important reason. (SCRAMBLE)

- 1. High or increasing taxes _____
- B. Noise _____
 - 1. Unsafe neighborhood due to crime _____
 - 2. Unsafe neighborhood due to traffic _____
 - 3. Nearby commercial or industrial sites _____
 - 4. Unsafe schools _____
 - 5. Schools which are overcrowded or need major repairs _____
 - 6. Lack of emphasis on quality school programs..... _____
 - 7. Pollution..... _____
 - 8. Lack of privacy _____
 - 9. Too many people..... _____
 - 10. Traffic congestion _____
 - 11. Houses too close to together _____
 - 12. Too far from nature and wildlife..... _____
 - 13. Not comfortable with people living in the neighborhood..... _____
 - 14. High real estate prices..... _____
 - 15. Don't feel a part of the community..... _____
 - 16. Unattractive neighborhood _____
 - 17. Lack of adequate recreational facilities _____
 - 18. Too far from job..... _____

20. What changes would have caused you to consider staying in (NAME OF SERVICE CENTER)?

ASK ALL RESPONDENTS NOT LIVING IN CURRENT AREA SERVICE CENTER |

21. Did you look at any homes or lots in (CURRENT AREA SERVICE CENTER) prior to making your decision? |

- 1. YES
- 2. NO → ASK 21a

21a. Why not? _____

22. Would you have seriously considered (NAME OF CURRENT AREA SERVICE CENTER) as a place to build or buy a home if... (ANSWER YES OR NO)
- A. Property taxes there were as low as the taxes in surrounding towns..... _____
 - B. Schools were as safe as, or safer than, those in the surrounding towns..... _____
 - 3. Schools were new or had renovated classrooms and facilities _____
 - 4. Schools offered academic programs which were as good or better than those offered by schools in surrounding towns _____
 - 5. You were sure that the zoning would not change..... _____
 - 6. A lower interest rate or better financing options were available for purchasing, renovating or expanding, than was available in other towns..... _____
 - 7. There were neighbors you'd like to have as friends _____
 - 8. You could live on a well-maintained neighborhood with safe streets _____
 - 9. You could live in a neighborhood with properties that are well cared for _____
 - 10. There were more recreational opportunities _____
 - 11. There was open space available to the public nearby _____
 - 12. There were homes available with large lots..... _____
 - 13. There were quiet neighborhoods..... _____

23. Was your current home previously occupied?

- 1. YES
- 2. NO

24. Is your home located ...

- 1. In a development, or
- 2. On a lot not in a development

25. How did you get information to help you decide where to buy your home or lot? (DO NOT READ) (ACCEPT ALL RESPONSES.)

- 1. NEWSPAPER
- 2. REALTOR → SKIP TO Q27
- 3. INTERNET
- 4. FRIENDS
- 5. FAMILY
- 6. OTHER: _____

26. Did you work with a real estate agent to find your home or lot?

- 1. YES → ASK Q27
- 2. NO → SKIP TO Q28

27. Did your real estate agent guide you in any particular direction as far as choosing...

(IF "YES" RESPONSE FOR A, B, OR C, FOLLOW WITH "In what way?" IF "NO" RESPONSE CONTINUE WITH NEXT ITEM)

		<u>YES</u>	<u>NO</u>	<u>IN WHAT WAY?</u>
A.	the town to live in	1	2	_____
14.	where to live in the town	1	2	_____
C.	the lot size	1	2	_____
D.	the style of house	1	2	XX
E.	how much to spend	1	2	XX

27a. How else did the real estate agent influence your decision to purchase the property you ultimately purchased?

28. How long was the period between the time you decided to move and when you found the residence or lot you eventually bought? (DO NOT READ)

1. LESS THAN A WEEK
2. ONE TO TWO WEEKS
3. TWO TO FOUR WEEKS
4. ONE TO THREE MONTHS
5. THREE TO SIX MONTHS
6. MORE THAN SIX MONTHS

29. What additional information or resources do you wish you had had about the neighborhood and town prior to making your decision?

HOUSING CHARACTERISTICS

30. How many bedrooms do you have in your home?

31. How many full and half bathrooms do you have?

1. 1
2. 1.5
3. 2
4. 2.5
5. 3 OR MORE

32. Please stop me when I read the range that includes what you paid for your property, including the land and home.

1. Under \$50,000
2. \$50,000 to just under \$75,000
3. \$75,000 to just under \$100,000
4. \$100,000 to just under \$125,000
5. \$125,000 to just under \$150,000
6. \$150,000 to just under \$175,000
7. \$175,000 to just under \$200,000
8. \$200,000 to just under \$250,000
9. \$250,000 to just under \$350,000
10. \$350,000 or more

33. How large is your lot size? (ASK R TO GIVE NUMBER CLOSEST)

1. 1/4 acre or less
2. 1/2 acre
3. 3/4 acre
4. 1 acre
5. 2 acres
6. 3 to under 5 acres
7. 5 to under 10 acres
8. 10 acres or more

34. Which best describes your home. Is it a...

1. A traditional single family home
2. A mobile home,
3. A duplex, condominium, or other attached housing, or
4. Something else?

35. Does your property have...
- a. Town sewer?
 - b. Town water

36. Did you rent or own your previous home?
- 5. RENT
 - 6. OWN
 - 7. LIVED WITH RELATIVE/FRIENDS
 - 8. OTHER

→ ASK Q37 IF Q36=2

37. Please stop me when I read the range that includes what you sold your previous property (home and land) for...
- 9. Under \$50,000
 - 10. \$50,000 to just under \$75,000
 - 11. \$75,000 to just under \$100,000
 - 12. \$100,000 to just under \$125,000
 - 13. \$125,000 to just under \$150,000
 - 14. \$150,000 to just under \$175,000
 - 15. \$175,000 to just under \$200,000
 - 16. \$200,000 to just under \$250,000
 - 17. \$250,000 to just under \$350,000
 - 18. \$350,000 or more

DEMOGRAPHICS

38. How many children under the age of 18 live in your home?
39. How many adults 18 or older live in your home on a permanent basis?
40. Please stop me when I read the range that includes your age...
- 19. Under 25
 - 20. 25 - 34
 - 21. 35 - 44
 - 22. 45 - 54
 - 23. 55 - 64
 - 24. 65 -74
 - 25. 75 or older
 - 26. REFUSED

41. How many years of formal education did you complete?

ANTICIPATED REASONS FOR CHOOSING

SIZE/QUALITY OF HOUSING:

01. Larger home
02. Smaller home
03. Better home
04. More affordable home
05. All one level housing
06. Home easier to maintain

PROXIMITY

11. It's close to work or school
12. It's close to friends / family
13. It's close to health care/ hospitals
14. It's closer to stores and services

QUALITY OF LIFE

21. the neighborhood
22. Safe area
23. Secluded/ private area
24. Like Recreation facilities nearby
25. Closer to nature
26. Good schools
27. Rural/country setting
28. "small town" setting

PERCEIVED VALUE

31. Low(er) property taxes
32. Large lot
33. Good (size and/or quality) for the money

ENVIRONMENTAL FACTORS

41. Quiet neighborhood
42. Not congested/ plenty of space
43. Less traffic
44. Cleaner environment
45. Less residential growth
46. Less industrial development
47. Close to water/waterfront property
48. Design/layout of the neighborhood

ANTICIPATED REASONS FOR LEAVING

SIZE/QUALITY OF HOUSING:

01. Previous residence not big enough
02. Previous residence too big
03. Wanted a better/nicer home
04. Could not afford/continue to maintain previous home

PROXIMITY

05. Relocated for other job
06. Too far from work or school
07. Too far from friends/family

LIFE CHANGE

08. Established own household
09. Was getting/got married / moved in with partner
10. Had or expected child(ren)
11. Children expected to leave home/left home
12. Got divorced or separated
13. Retired

QUALITY OF LIFE

14. Wanted a safer area/ didn't feel safe where I was
15. Wanted more privacy
16. Lived in undesirable neighborhood
17. Lived in unsafe area
18. Insufficient recreation in previous neighborhood
19. People too dissimilar in terms of values, background, or income /too "mixed"
20. Lack of diversity in neighborhood/town
21. Lack of cultural happenings/distance from activities
22. Want to be closer to nature
23. Poor/mediocre schools
24. Wanted rural/country setting
25. Too fast paced
26. Too slow paced/not enough to do
27. Inconvenient for getting around
28. Wanted "small town" setting

PERCEIVED VALUE

29. Wanted to own a house/ didn't want to pay rent anymore
30. Taxes were too high
31. Inadequate town services/mismanagement
32. Not enough land/ wanted more land
33. Could get better/bigger house for the money

ENVIRONMENTAL FACTORS

34. Previous neighborhood too noisy
35. Too many people
36. Too few people
37. Previous residential area too congested
38. Too much traffic
39. Pollution/ dirty
40. Too much residential building going on
41. Industrial development
42. Too much light at night
43. Lack of trees/greenery

Survey of Individuals Planning to Move
SPO/Market Decisions
#98.853
FINAL: 10/22/98

NOTE: "CURRENT SERVICE CENTER" IS INCLUDED ON THE SAMPLE INFO.

I. INTRO / SCREENING

(IF FROM LIST, ASK FOR NAME)

Hello, this is _____ from Market Decisions in South Portland. We are conducting a survey for the Maine State Planning Office to better understand how Maine residents choose where they want to live. (IF CONTACTED FROM POSTCARD: You contacted us several weeks ago about participating in this survey). This is strictly research, funded by the State of Maine -- we are not trying to sell anything.

1. Do you plan on purchasing a home in Maine or a lot on which to build or place a home for yourself and your family in the next year? (ACCEPT ALL WHO HAVE BEGUN THE SEARCH PROCESS, INCLUDING THOSE WHO ARE UNDER CONTRACT OR OTHERWISE HAVE BEGUN THE PURCHASE PROCESS.)
 36. YES
 37. NO → THANK AND EXIT
 38. REFUSED → THANK AND EXIT

2. It is important that we speak with the person who is most involved or shares the responsibility for making decisions regarding your planned move. Would that be you?
 1. YES → CONTINUE
 2. NO → ASK TO SPEAK WITH THAT PERSON, MAKE APPT. IF NECESSARY.

3. Will this home that you plan to purchase or build in Maine be your primary residence, or will it be an additional or seasonal home?
 1. PRIMARY RESIDENCE → CONTINUE WITH Q4.
 2. ADDITIONAL/SEASONAL HOME → ASK Q3a
 - 3a. Will this additional home be your year-round home in the future?
 1. YES → CONTINUE
 3. NO → THANK AND EXIT
 4. DON'T KNOW → THANK AND EXIT

II. QUESTIONS ON CURRENT HOME

First, I have a few questions about where you currently live.

4. In what town do you live? _____
→ IDENTIFY IF R LIVES IN A SERVICE CENTER.
5. Do you...
 1. Own your home
 2. Rent your home → SKIP TO Q9
 3. Live with parents or other close relatives, or → SKIP TO Q9
 4. Have other living arrangements? → SKIP TO Q9
6. For how many years have you owned your current home? _____
 - 6a. What is your lot size?
 5. 1/4 ACRE OR LESS
 6. 1/2 ACRE
 7. 3/4 ACRE
 8. 1 ACRE
 9. 2 ACRES
 10. 3 TO UNDER 5 ACRES
 11. 5 TO UNDER 10 ACRES
 12. 10 ACRES OR MORE
 9. DK
7. Which best describes your current home. Is it a...
 1. Traditional single family home
 2. A mobile home,
 3. A duplex, condominium, or other attached housing, or
 4. Something else?
8. Does your property have...
 1. Town sewer?
 1. YES
 2. NO
 3. DK

B. Town water?

1. YES
2. NO
3. DK

9. Which of the following best describes the area in which you live...

1. You live in a neighborhood with many homes, apartment buildings, and businesses;
2. You live in a neighborhood where homes can be seen up and down the road or street; or
3. You can see few, if any, other homes when looking down your road or street.
4. OTHER: (PLEASE DESCRIBE): _____

10. Do you plan on staying in the same town or city where you currently live?

1. YES → ASK Q10a
2. NO → SKIP TO Q11
3. DON'T KNOW → SKIP TO Q11

10a. What is it about your town or city that causes you to want to stay there?
(ACCEPT MULTIPLE ANSWERS. CLARIFY. PROBE WITH "What else?")

IF R ANSWERS Q10a., SKIP TO Q12.

11. Do you plan on staying in the same region of the state? (IF THEY NEED HELP HERE, ASK IF THEY WILL BE MOVING TO AN AREA THAT IS MORE THAN ONE HOUR AWAY FROM WHERE THEY CURRENTLY LIVE.)

1. YES → SKIP TO Q12
2. NO → IF Q10=2, ASK Q11a. IF Q10=3, THANK AND EXIT
3. DON'T KNOW → THANK AND EXIT

11a. Can you please give me the name of a city or large town that is in the region where you plan to move to? (SELECT FROM LIST OF SERVICE CENTERS. IF R DOES NOT NAME A SERVICE CENTER, ASK THEM WHAT OTHER LARGE TOWN IS IN THE GENERAL REGION WHERE THEY ARE MOVING TO.)

_____ → "NEW SERVICE CENTER"

III. REASONS FOR MOVING FROM CURRENT HOME

12. What are your reasons for wanting to move from where you currently live? Please

include the reasons of all household members involved in the decision. (ACCEPT MULTIPLE ANSWERS. CLARIFY. PROBE WITH: "What else?" SEE ATTACHED CODE LIST)

13. Here are some reasons people give for moving. Please tell me if each is, or is not, an important factor in your decision to move away from where you currently live by saying "yes" if it is or "no" if it is not an important reason. (SCRAMBLE ORDER)

1. High or increasing taxes _____
- B. Noise _____
1. Unsafe neighborhood due to crime _____
2. Unsafe neighborhood due to traffic _____
3. Nearby commercial or industrial sites _____
4. Unsafe schools _____
5. Schools which are overcrowded or need major repairs _____
6. Lack of emphasis on quality school programs..... _____
7. Pollution..... _____
8. Lack of privacy _____
9. Too many people..... _____
10. Traffic congestion _____
11. Houses too close to together _____
12. Too far from nature and wildlife..... _____
13. Not comfortable with people living in the neighborhood..... _____
14. High real estate prices..... _____
15. Don't feel a part of the community..... _____
16. Unattractive neighborhood _____
17. Lack of adequate recreational facilities _____
18. Too far from job..... _____
19. Loss of undeveloped areas in neighborhood to new development _____
20. Better financing options available in other towns _____
21. Neighbors don't maintain their properties _____
22. No open space available to public nearby _____
23. Affordable homes on larger lots are not available _____

IV. WHAT THEY ARE LOOKING FOR

14. What are you looking for in where you move to? Again, please include the reasons of all household members involved in the decision. (ACCEPT MULTIPLE ANSWER. CLARIFY. PROBE WITH: "What else?" SEE ATTACHED CODE LIST)

15. On a scale of 1 to 5 where 5 means it is very important, and 1 means it is not important at all, how important are, or were, each of the following in deciding where you will live? (SCRAMBLE)

- A. Being close to work _____
- B. Having safe schools _____
- C. Having good school facilities and classrooms _____
- D. Schools offer quality academic programs _____
- E. Being close to family and/or friends _____
- F. Having a settled, established neighborhood _____
- G. Having cultural events and entertainment _____
- H. Having plenty of open space and recreational facilities available to the public _____
- I. Being a safe place to live _____
- J. Being close to nature _____
- K. A well designed neighborhood _____
- L. The overall cost of living _____
- M. Being convenient to highways _____
- N. Knowing that your home is a good investment and will grow in value _____

16. Please rate the following statements on a scale of one to five, where 5 means that it's very important to you and 1 means it's not at all important to you. [SCRAMBLE]

- 1. Knowing that you can drop by a neighbor's home, and that he or she will feel comfortable doing the same _____
- 2. Having neighbors know when you are and aren't home _____
- 14. Knowing the names of the people who live near you _____
- C. Being within walking distance of stores, restaurants, and the library _____
- 15. Living in an area that has a sense of community _____
- 16. Living in an area with many trees and plants _____
- 17. Living in an area with homes similar to yours in terms of size and age _____
- D. Living in a neighborhood with many children _____
- 18. Having a place where you feel good about having friends and family visit _____
- 19. Being within walking distance of a corner store _____

17. Which is preferable to you?
- 1. 1. Watching a beautiful and solitary sunset from your home: or
1. Visiting neighbors out on their porches after dinner.
 - 2. 1. Running into friends and acquaintances at the coffee shop on Main Street,
or
1. Seeing deer and other wildlife out the back window of your home.
 - 3. 1. Feeling safe because you're far away from urban crime in a rural setting,
or
2. Feeling safe because your neighbors are close by to watch your house when you are gone.
 - 4. 1. Living on the water, or
2. Living near access to lakes and waterways
 - E. 1. Being close by to gyms, ball fields, movie theaters, and cultural activities.
or
2. Being able to walk out the back door and hunt, fish, swim, cross country ski, or snowmobile.
 - F. 1. Having a yard large enough for your child to play in; or
2. Living in a neighborhood with many playmates whose homes are within easy walking distance for even a young child.

18. Which of the following best describes the area in which you would like to live...

- 1. A neighborhood with many homes, apartment buildings, and businesses;
- 2. A neighborhood where homes can be seen up and down the road or street; or
- 3. You can see few, if any, other homes when looking down your road or street.
- 4. OTHER: (PLEASE DESCRIBE): _____

I F 18=3, THEN ASK 18a. OTHERWISE GO TO Q19.

18a. Why is that? _____

V. SPECIFIC PREFERENCES FOR NEW HOME

19. Are you planning on building or buying a (READ ENTIRE LIST)...

- 1. A single family home
- 2. A mobile home
- 3. A duplex, condominium, or other attached housing, or
- 4. Something else?

20. Do you plan on...

- 1. Purchasing a home,
- 2. Purchasing a lot on which to place or build a home, or
- 3. Have you not made that decision yet?

21. Do you prefer to have a home located ...

- 1. In a development, or
- 2. On a lot not in a development ?
- 3. NO PREFERENCE

22. Have you decided what lot size you want?

- 1. YES → ASK Q22a
- 2. NO → SKIP TO Q23

22a. How large? (DO NOT READ)

- 1. 1/4 ACRE OR LESS
- 2. 1/2 ACRE
- 3. 3/4 ACRE
- 4. 1 ACRE
- 5. 2 ACRES
- 6. 3 to under 5 acres
- 7. 5 to under 10 acres
- 8. 10 acres or more
- 9. DK

23. Is it very(1), somewhat (2), or not important (3) to you that your new home has...

15. Town sewer?

16. Town Water?.....

24. How many bedrooms do you want in your new home?.....

25. How many full and half bathrooms do you want in your new home?

- 1. 1
- 2. 1 ½
- 3. 2
- 4. 2 ½
- 5. 3 OR MORE

26. Please stop me when I read the range which includes the amount you expect to spend for your new property, including the house and lot.

- | | |
|--------------------------------------|---------------------------------------|
| 1. Under \$50,000 | 7. \$150,000 to just under \$175,000 |
| 2. \$50,000 to just under \$75,000 | 8. \$175,000 to just under \$200,000 |
| 3. \$75,000 to just under \$100,000 | 9. \$200,000 to just under \$250,000 |
| 4. \$100,000 to just under \$125,000 | 10. \$250,000 to just under \$350,000 |
| 5. \$125,000 to just under \$150,000 | 11. \$350,000 or more |

VI. KNOWLEDGE/ATTITUDES REGARDING IMPACTS

27. Do you think that choosing to live in a less developed area helps (1), worsens (2), or has no impact on (3)...

- 1. Air pollution and congestion from cars _____
- Preserving working farms and woodlands _____
- C. Preserving lands used by wildlife _____
- Keeping down property taxes _____
- E. Preserving open space around towns and cities _____
- F. Preserving a sense of community in towns and cities _____

28. If you knew that your decision to live where you want to could contribute to each of the following, would it cause you to consider living closer in to the center of town? (Accept “yes” or “no”)

- 1. Air pollution and congestion from cars _____
- 2. Loss of working farms and woodlands _____
- C. Loss of lands used by wildlife _____
- D. Higher property taxes _____
- E. Loss of open space around towns and cities _____
- F. Loss of active downtown areas _____

VII. INFORMATION SOURCES

29. How have you been getting information to help you decide where to buy your home or lot? (DO NOT READ) (ACCEPT ALL RESPONSES.)

- 1. NEWSPAPER
- 2. REALTOR
- 3. INTERNET
- 4. FRIENDS
- 5. FAMILY
- 6. OTHER: _____

30. Are you working with a real estate agent?

- 1. YES
- 2. NO -> SKIP TO Q33

31. Has your real estate agent guided you in any particular direction as far as choosing... (IF "YES" RESPONSE, FOLLOW WITH "In what way?" IF "NO" RESPONSE CONTINUE WITH NEXT ITEM)

		<u>YES</u>		<u>NO</u>	<u>IN WHAT WAY?</u>
A.	the town to live in	1		2	_____
	where to live in the town	1	2		_____
C.	the lot size	1		2	_____
D.	the style of house	1		2	_____
E.	how much to spend	1		2	_____

21. How else has your real estate agent influenced what you are looking for?

33. What additional information or resources would be or would have been helpful to you in making your decision?

34. Including any time you've already spent, how long do you expect the period to be between the time you decided to move and when you find the residence or lot you will eventually buy?

- 1. LESS THAN A WEEK
- 27. ONE TO TWO WEEKS
- 28. TWO TO FOUR WEEKS
- 29. ONE TO THREE MONTHS
- 5. THREE MONTHS TO SIX MONTHS
- 31. MORE THAN SIX MONTHS

VIII. RETAINING RESIDENTS / ATTRACTING MOVERS TO SERVICE CENTERS

IF Q4=SERVICE CENTER AND Q10=1, SKIP TO Q38.
*** R LIVES IN SC AND PLANS TO STAY THERE***

NOTE: THE "NEW SERVICE CENTER" IS DETERMINED AS FOLLOWS:
IF Q10=1 OR Q11=1, THEN "NEW SERVICE CENTER"= "CURRENT SERVICE CENTER"
IF Q11=2, THEN "NEW SERVICE CENTER" = ANSWER TO 11a

35. Have you looked, or do you plan to look, at any homes or lots in ("NEW SERVICE CENTER") prior to making your decision?

- 1. YES —> SKIP TO Q36.
- 2. NO —> ASK Q35a.

35a. Why is that? _____

36. Would you seriously consider ("NEW SERVICE CENTER") as a place to build or buy a home if... (ANSWER YES OR NO)

- A. Property taxes there were as low as the taxes in surrounding towns....._____
- B. Schools were as safe, or safer than, as those in the surrounding towns....._____
- Schools were new or had renovated classrooms and facilities_____
- Schools offered academic programs which were as good or better than those offered by schools in surrounding towns_____
- You were sure that the zoning would not change....._____
- A lower interest rate or better financing options were available for purchasing, renovating or expanding, than was available in other towns_____
- There were neighbors you'd like to have as friends_____
- You could live in a well-maintained neighborhood with safe streets....._____

- You could live in a neighborhood with lots that are well cared for
- There were more recreational opportunities
- There was open space available to the public nearby
- There were homes available with large lots.....
- There were quiet neighborhoods.....

37. What else would make living in (“NEW SERVICE CENTER”) more attractive to you?

IX. DEMOGRAPHICS

Just a few more questions about your household...

38. How many adults 18 or older live in your home on a permanent basis?

39. And, how many children do you have living at home? -> IF 0 SKIP TO Q40.

39a. Do you have any children in the following age groups?.

- 1. Under 5
- 2. 5 to 13
- 3. 14 to 17

40. Please stop me when I read the range that includes your age...

- | | |
|----------|-------------|
| Under 25 | 55 - 64 |
| 25 - 34 | 65 -74 |
| 35 - 44 | 75 or older |
| 45 - 54 | REFUSED |

41. How many years of formal education did you complete? (DO NOT READ)

- 1. Grade school
- 2. Some high school

High School graduate

- 20. Some college
- 21. Two college / technical college graduate
- 22. Four year college graduate
- 23. Post Graduate Degree (MS, PHD, MD, etc.)

42. What is your occupation? _____

43. How long have you lived in Maine as a full year resident? (RECORD NUMBER OF YEARS) _____

44. IF HOME OWNER. Please stop me when I read the range which includes the amount you expect to sell your current property for.

- | | | | |
|-----|-----------------------------------|-----|-----------------------------------|
| 39. | Under \$50,000 | 45. | \$150,000 to just under \$175,000 |
| 40. | \$50,000 to just under \$75,000 | 46. | \$175,000 to just under \$200,000 |
| 41. | \$75,000 to just under \$100,000 | 47. | \$200,000 to just under \$250,000 |
| 42. | \$100,000 to just under \$125,000 | 48. | \$250,000 to just under \$350,000 |
| 43. | \$125,000 to just under \$150,000 | 49. | \$350,000 or more |

45. And, please stop me when I read the range that includes your total household income for 1997...

- 50. Under \$15,000
- 51. \$15,000 to just under \$25,000
- 52. \$25,000 to just under \$35,000
- 53. \$35,000 to just under \$50,000
- 54. \$50,000 to just under \$65,000
- 55. \$65,000 to just under \$80,000
- 56. \$80,000 to just under \$100,000
- 57. More than \$100,000
- 58. REFUSED

46. GENDER (OBSERVE) 1.MALE 2. FEMALE

Thank you very much for participating in our survey.

IF CONTACTED BY POSTCARD: Let me confirm your name and address so that I can send you a check for \$10.

NAME: _____

ADDRESS: _____

Appendix C

Technical Notes on Cluster Analysis

CLUSTER ANALYSIS

Market Decisions, Inc., performed a cluster analysis for the sample of 602 recent movers in order to separate the sample into different groups with distinct common attitudes and values. The cluster analysis identified five distinct groups among the 602 respondents. The home buying preferences of these five groups are the focus of the companion State Planning Office report *Markets for Traditional Neighborhoods*. This appendix describes how the cluster analysis was performed.

Methodology

To develop the attitudinally defined segments, the following procedures were followed:

First, a factor analysis was conducted (using questions 14 of the survey of recent movers) to reduce the total number of variables measuring the importance of certain attributes to a workable set of factors. Factors scores were then computed for each case. A cluster analysis was then performed to statistically sort cases into groups that were similar with regard to their factor scores. In this way, an interpretable number of segments were created from a manageable set of factors; the factor analysis reduces the number of variables, while the cluster analysis sorts and categorizes the cases.

Table A shows the results of the factor analysis of a series of ten attitudinal variables which measured the importance to individuals of certain attributes when choosing a place to live. The factor loadings can range from -1.0 (strong negative relationship) to $+1.0$ (strong positive relationship). A factor score close to zero implies a lack of relationship (either positive or negative) between the variable and that factor. In the table, only the significant factor loadings are shown.

Three factors emerged from the analysis: one that measures the desire for community and neighborhood; one that measures desire for proximity to services; and one which measures the desire for a natural/beautiful environment.

Table B shows the result of the cluster analysis using the factor scores derived from the factor analysis. The table shows the average factor scores of the cases (respondents) sorted into each of the five clusters. Five clusters emerged using this analysis.

The five groups of movers

Ozzies and Harriets (24% of recent homebuyers) Being in a neighborhood is very important to these homeowners, while being close to services is not a strong consideration. Members of this group tend to have larger families than those in the other groups, and they are more likely to live in a development. They tend to have an acre or two of land.

Small Town Civics (24%) Community and neighborhood are very important to this group, but they also want to be close to services. They typically do live in developments and are least likely to spend over \$150,000 for their property. Land is not important to them – most have less than an acre, and one in four were unable to identify how much land they even had.

This group indicates more sensitivity to the impact of their locational decisions on their environment. At the same time, they are less likely than other groups to sprawl.

Young Turks (12%) Environmental surroundings are not important consideration to members of their group. And, the neighbors aren't all that important either. Members of this group are more likely than those in other segments to live in an urban setting, and they tend to be somewhat younger (42% are under 35). This group has the highest male percentage, and also a very high of professionals relative to the other groups.

Suburban Thoreaus (23%) Members of this group aren't especially enthralled with neighbors and don't consider proximity important. They do, however, indicate more interest in their natural environment. They are much more likely than members of the other groups to have lots of three acres or more (and all but a few know how much land they own!). They are least likely to have town services, and most do not have children. Members of this group were most likely to move out to the country and are least likely to live in a service center. They are least likely to live in a development, and tend to pay the most for their home and property. Almost half describe the area they live in as rural. Telling them that their decision to live out in the country could contribute to air pollution or loss of active downtown areas is unlikely to cause them to consider living closer into town. Telling them that their decision would contribute to loss of lands used by wildlife would have a greater effect. This group seeks privacy.

Introspectives (15%) Proximity to services is very important to members of this group, but neighbors are not. They want their privacy, and the services that come with an urban or village environment. They don't want to live in a neighborhood with many children, yet it is very important to them to have a place they can feel good about having friends and family visit. They are less likely to have children than the other groups, and tend to have small lots. They are similar to the Small Town Civics in terms of where they live, but they don't want the community that goes with it. They tend to have paid less for their property and are most likely to live in a service center.

Table A

FACTOR ASSIGNMENT OF VARIABLES

VARIABLE	FACTOR 1 "Neighbors"	FACTOR 2 "Proximity"	FACTOR 3 "Nature and Aesthetics"
(14a) Knowing that you can drop by a neighbor's home, and he or she will feel comfortable doing the same	.78		
(14b) Having neighbors know when you are and aren't home	.71		
(14c) Knowing the names of the people who live near you	.82		
(14d) Being within walking distances of stores, restaurants and the library		.91	
(14E) Living in an area that has a sense of community	.62		
(14f) Living in a n area with many tree and plants			.79
(14g) Living in an area with homes similar to yours in terms of size and age	-	-	-
(14h) Living in a neighborhood with many children	.60		
(14i) Having a place where you feel good about having friends and family visit			.63
(14j) Being within walking distance of a corner store		.92	

Table B**CLUSTER ASSIGNMENT RELATED TO FACTORS**

VARIABLE	Cluster Size (%)	Cluster Size	Factor 1 Neighbors	Factor 2 Proximity	Factor 3 Nature & Aesthetics
CLUSTER I: Ozzies and Harriets	24%	(144)	.82	-.83	-.03
CLUSTER II: Small Town Civics	24%	(145)	.69	.90	.29
CLUSTER III: Young Turks	12%	(72)	-.43	.06	-1.88
CLUSTER IV: Suburban Thoreaus	23%	(138)	-.78	-.79	.47
CLUSTER V: Introspectives	15%	(88)	-.93	1.02	.37