



# Spring Board Cities: On the Move for Greener Pastures

## Ipsos Poll on Moving

1. Did you move within this year?

	<b>Yes</b>	<b>No</b>
2013	17%	83%
2014	15%	85%
2015	16%	84%
2016	18%	82%
2017	8%	92%

3. What is the primary reason you moved in ... ?

	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Family-related (e.g., change in marital status, to establish own household)	40%	35%	37%	52%
Job-related (e.g., new job or job transfer, to look for work or lost job, retired)	17%	22%	23%	21%
Housing-related (e.g., wanted own home, not rent, wanted better neighborhood, foreclosure/eviction)	30%	33%	27%	18%
Other reason	13%	10%	13%	10%

4. For the residence you held at the end of each of these years, did you approve or disapprove of the way city government conducted its job in the city at the time?

	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Strongly Approved	10%	10%	11%	12%	12%
Approved	37%	39%	40%	38%	36%
Neither Approved nor Disapproved	35%	34%	33%	32%	33%
Disapproved	11%	10%	10%	10%	8%
Strongly Disapproved	3%	3%	3%	4%	4%
Not sure	4%	4%	3%	3%	8%
<i>Approved (Net)</i>	<i>47%</i>	<i>49%</i>	<i>50%</i>	<i>51%</i>	<i>48%</i>

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<i>Disapproved (Net)</i>	14%	13%	13%	14%	11%
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5. Think of this ladder as representing where people stand in their communities.



People define community in different ways; please define it in whatever way is most meaningful to you. At the **top** of the ladder are the people who have the highest standing in their community. At the **bottom** are the people who have the lowest standing in their community.

**Think about yourself in your current community in 2016.**

Where would you have placed yourself on this ladder for this year?

Please select the rung number where you think you stood at that time in your life, relative to other people in your community at that time.

	2013	2014	2015	2016	2017
10 (Top – highest standing in your community)	4%	4%	4%	5%	8%
9	4%	4%	6%	7%	7%
8	11%	12%	13%	14%	13%
7	15%	17%	16%	17%	16%
6	18%	17%	19%	17%	17%
5	21%	21%	20%	18%	17%
4	9%	9%	9%	8%	8%
3	7%	7%	6%	6%	6%
2	4%	4%	3%	3%	4%
1 (Bottom – lowest standing in your community)	6%	5%	4%	5%	5%

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## About the Study

These are findings from an Ipsos poll conducted January 19-25, 2017. For the survey, a sample of roughly 3,027 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.0 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=3,027, DEFF=1.5, adjusted Confidence Interval=3.5).

The survey was developed to investigate geographic residential mobility and how "stop-over" (i.e., limited-duration residential) destination cities might improve the well-being of movers, thus acting as a "spring board" to enable these individuals to enjoy greater success following a subsequent move out of the springboard city. Specifically, the goal of this project was to use survey data to answer the following questions:

- 1) Who moves, why, and whether movers (specifically "stop-over" or "springboard" movers) are better off following their departure of a springboard city?

We estimated the incidence of "stop-over" moves, and evaluated the characteristics of movers compared to non-movers.

Survey items included in the survey were:

- 1) Whether the respondent moved within a given year between 2013 and 2017
- 2) Primary reason for move
- 3) Approval or disapproval of the city government under which the respondent resided for a given year
- 4) The respondent's social subjective status (SSS). SSS refers to how the respondent places themselves on a ladder which represents community 'hierarchy' between 1 to 10. On this hierarchy 10 includes those with the 'highest standing' in the community and 1 includes those with the 'lowest standing' in the community. SSS is an externally-validated scale used in psychology and health related research.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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## About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
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