South Dakota State University Extension

South Dakota Newcomers Survey Summary Overview

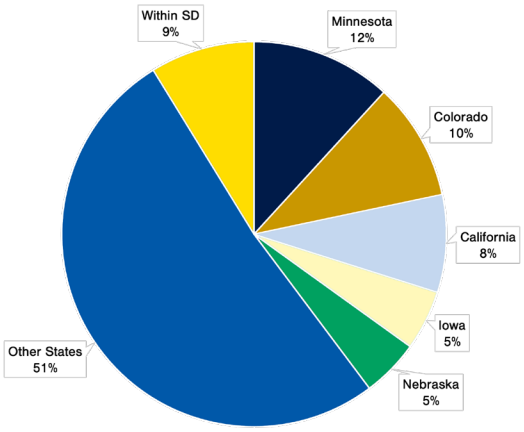
Kara Harders | SDSU Extension Community Vitality Field Specialist
Weiwei Zhang | Associate Professor for SDSU School of Psychology, Sociology and Rural Studies

View full report at: https://extension.sdstate.edu/south-dakota-newcomers-survey-report

The target audience for this survey was adults who moved to or within South Dakota in the last 5 years. Response pool: 46% Metropolitan, 36% Micropolitan, and 18% Rural.

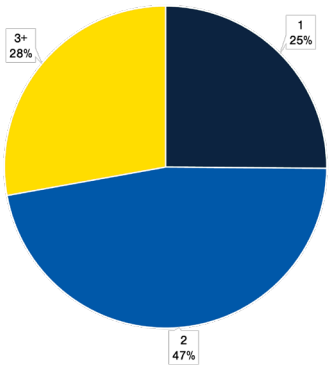
90% of respondents moved to South Dakota from a different state

Survey Respondents Moved From

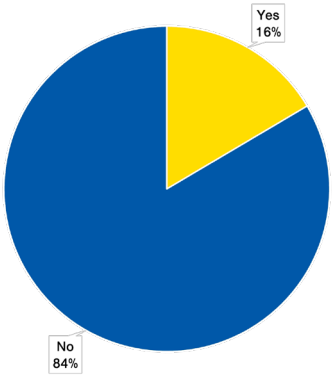


Respondent Characteristics

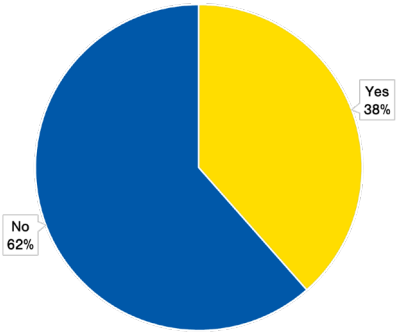
of Household Members



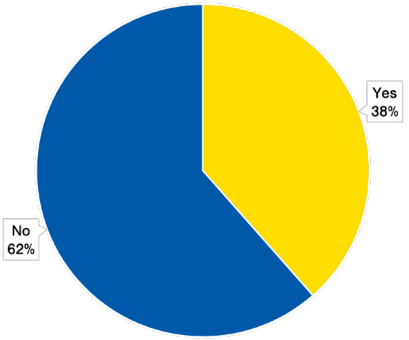
% With Children



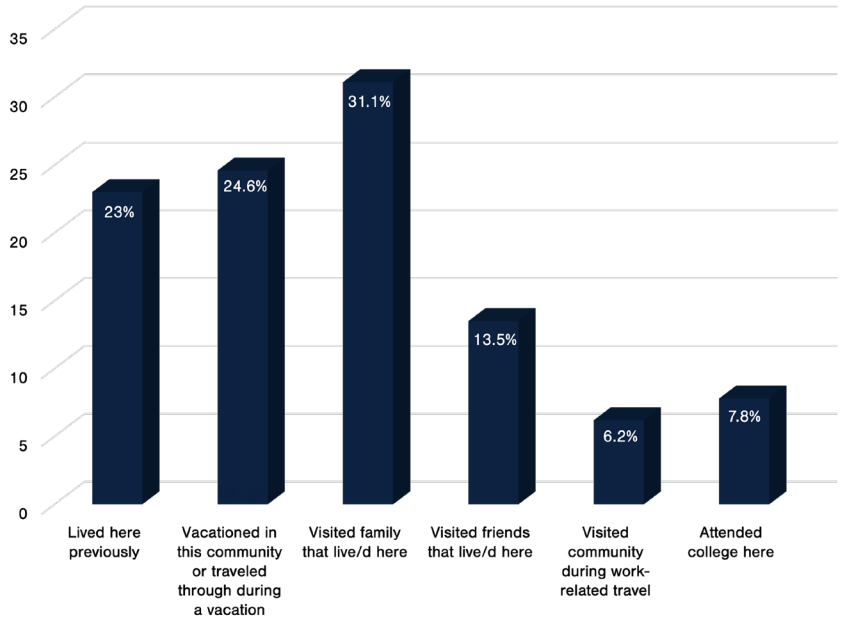
% Telecommuting



Primary Purpose for Moving was Job Related



How Respondents Learned About the Communities They Moved To



Many movers to South Dakota are not strangers.

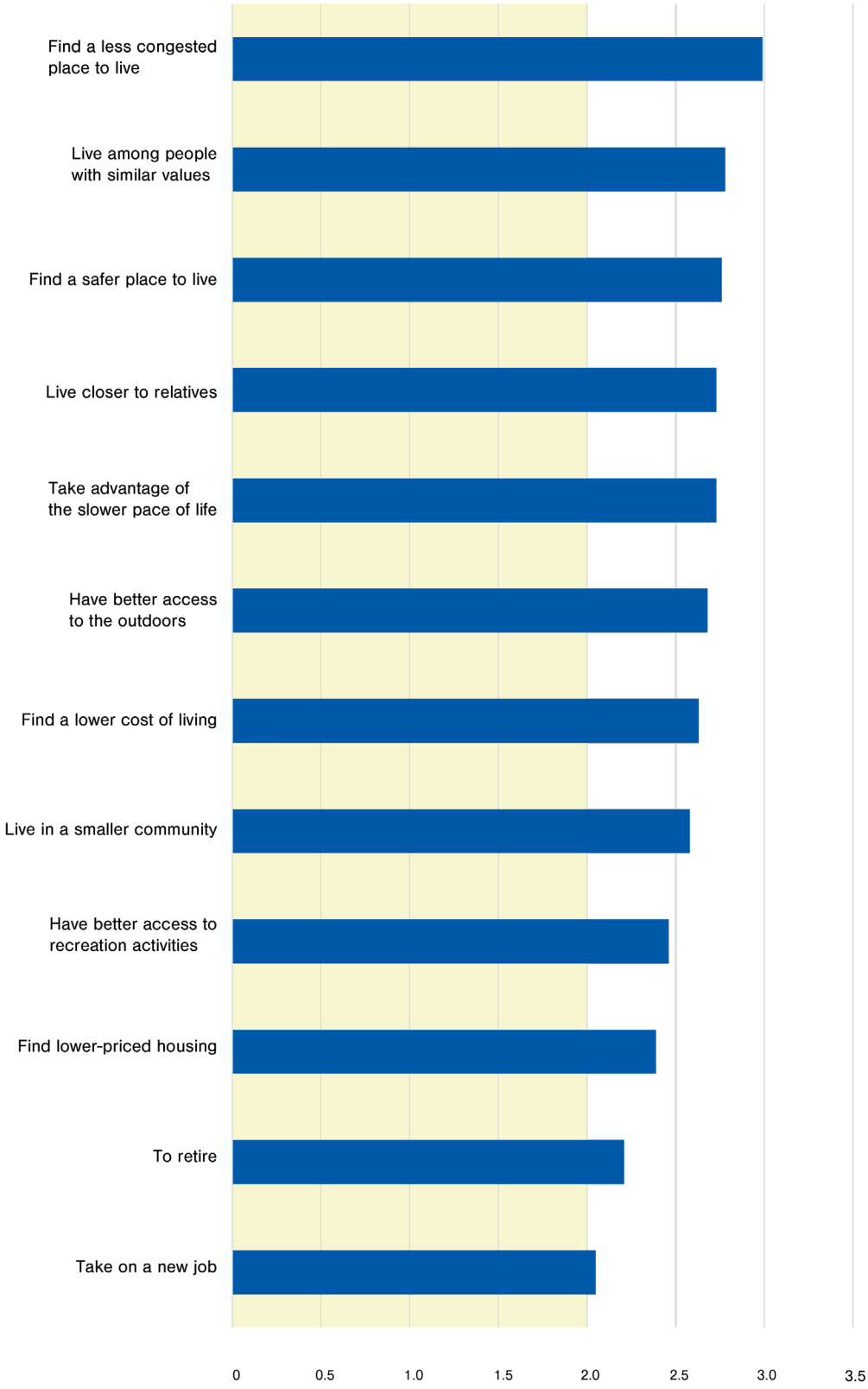
> *We moved back to South Dakota to be closer to family. Used to live in South Dakota - born and raised.*

> *I moved back to this area after retirement... to be closer to children and grandchildren.*

Why People Chose a Community

On a 5-point likert scale, survey participants were ask “When you chose to move to this community/region, how important were each of the following factors for your household?”

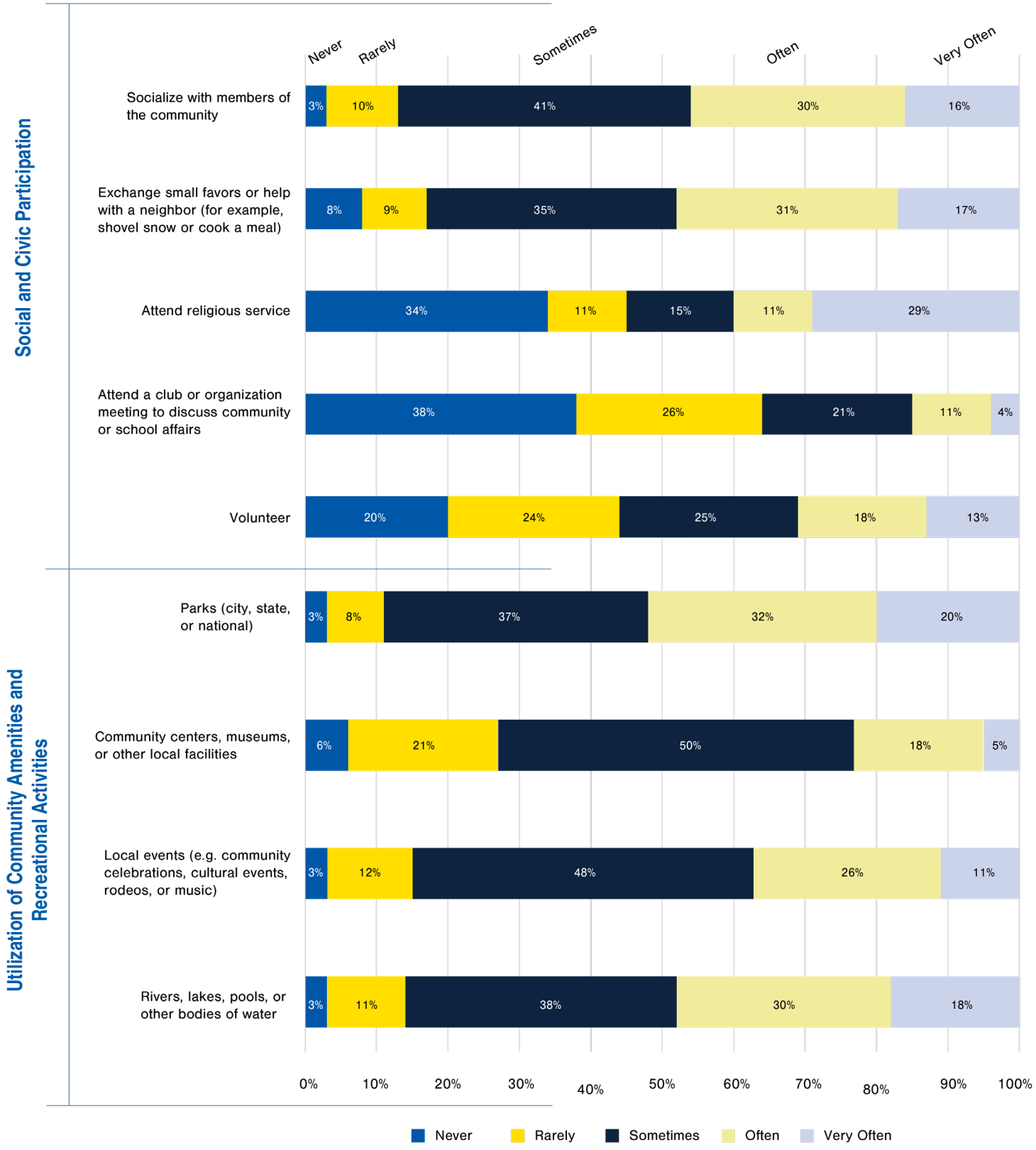
4 = Extremely important and 0 = Extremely unimportant



Newcomers considered a combination of family connections, social environment, quality of life, and economic opportunities when choosing their communities.

How Newcomers Experience Community Life

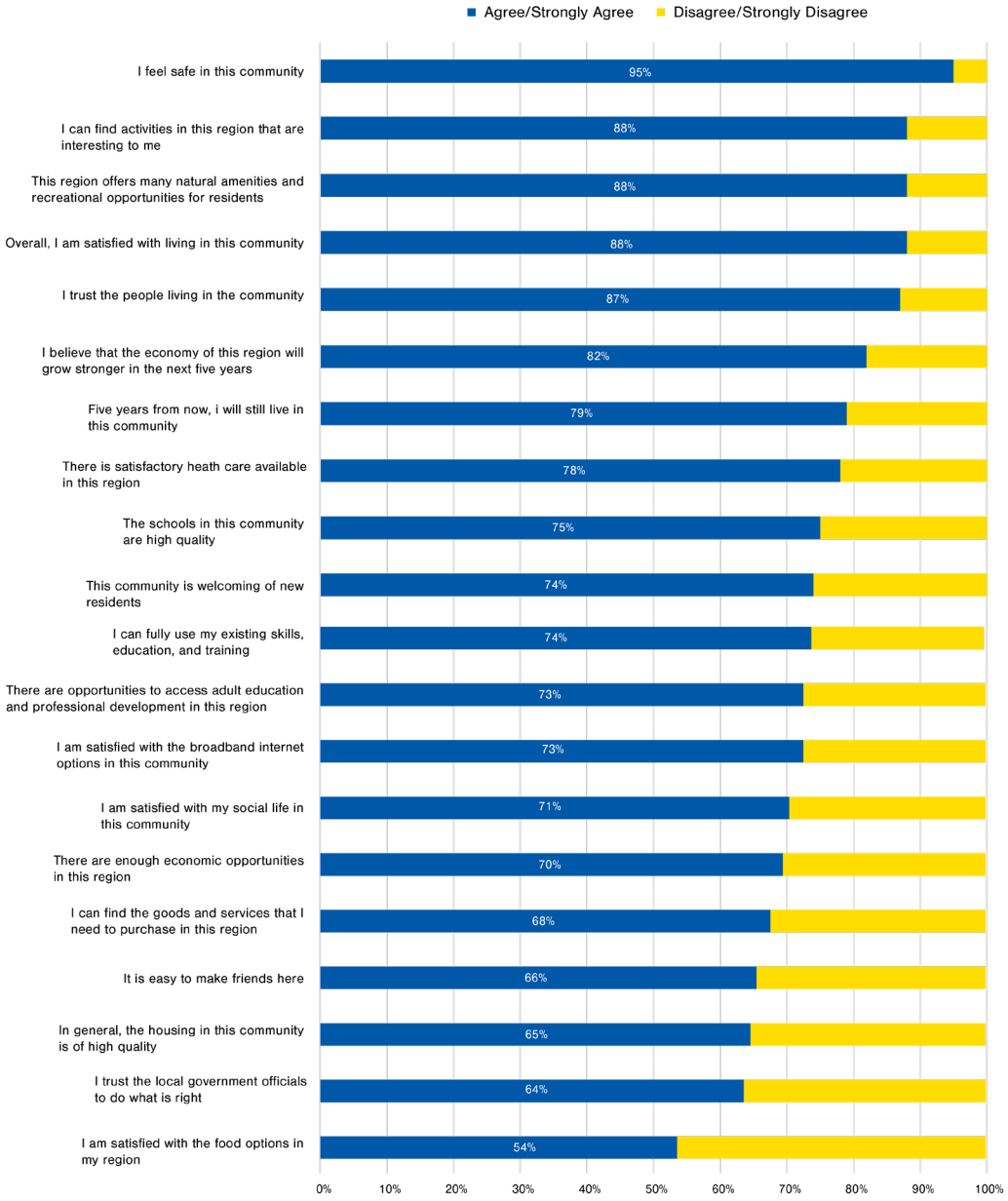
To explore the usage of community aspects, respondents were asked to select how frequently they used or participated in physical and social aspects. The tabulation is based on the responses on a 5-point Likert scale with options ranging from “Never, Rarely, Sometimes, Often, or Very Often.”



Place Appeal **Recreation** **Social Access** **Cultural Fit**

Newcomer's Thoughts About Their New Community

To evaluate community satisfaction, we evaluated newcomers' satisfaction with their current community across diverse social, economic, infrastructure, and service aspects.

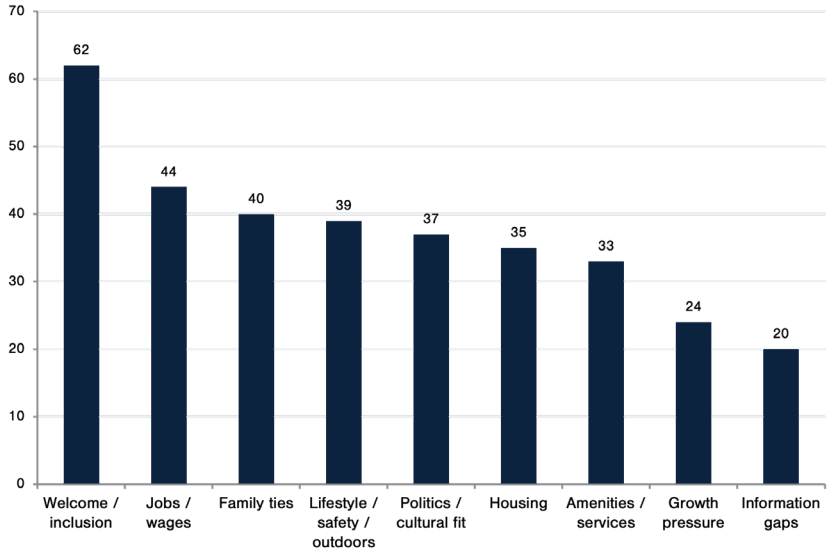


Newcomers were most likely to be satisfied with the safety, available activities, and trustworthiness of those in their new communities.



When asked if respondents wanted to share anything else, people were most likely to add statements or comments related to how welcoming or inclusive their community is - both positively and negatively.

Topics Most Mentioned in Final Open-ended Question



Qualitative Survey Responses Related to Housing in South Dakota

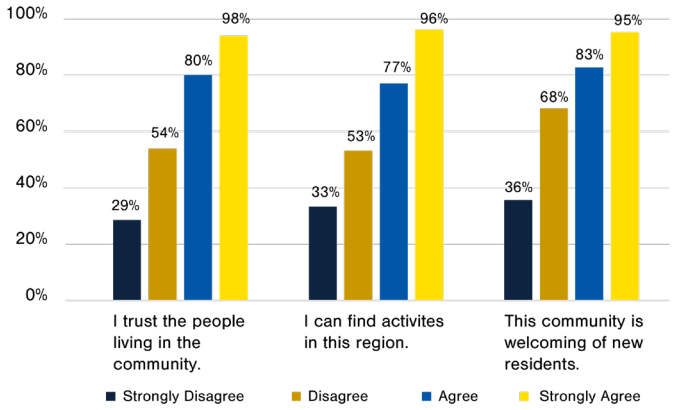
> *"Rent in [City} is crazy expensive and not pet-friendly... rent has risen over 500 dollars."*
> *(moved to Metropolitan area)*

> *"Housing prices are really high here - too high, disconnect between income and cost of living/cost of housing"*
> *(moved to Micropolitan area)*

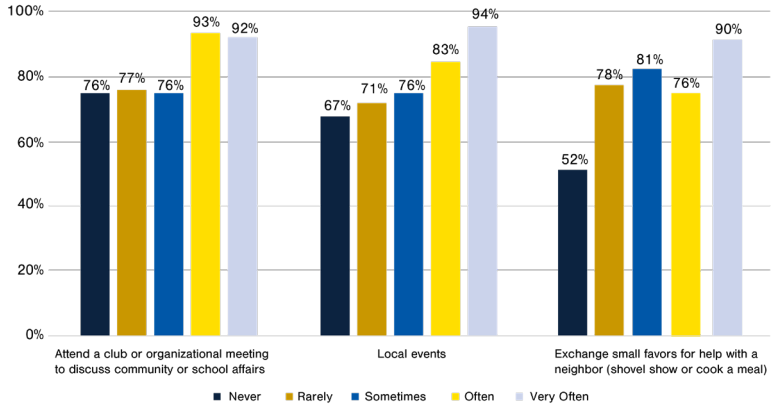
> *"The lack of child care and affordable housing... is detrimental to the future growth of the community."*
> *(moved to Rural area)*

78.7 % of respondents believe they will still be living in their community five years from now

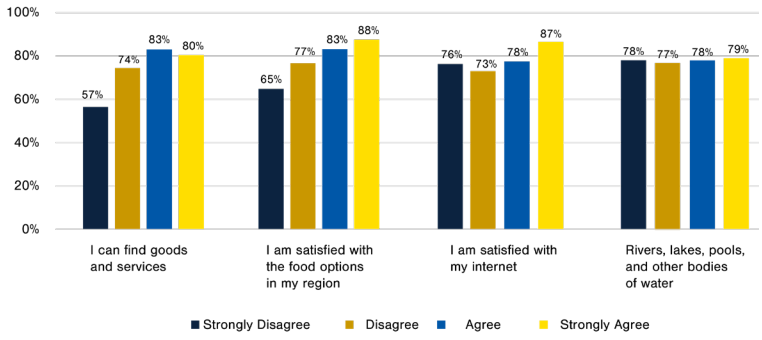
Aspects MOST Clearly Tied to Newcomers' Intent to Stay



Social Involvement Factors MOST Closely tied to Newcomers' Intent to Stay



Aspects LEAST Clearly Tied to Newcomers' Intent to Stay



Key Highlights

Only **36%** of those who strongly disagree with their community being welcoming of new residents believe they will still live there five years from now, while **95%** of those who strongly agree with their community being welcoming believe they will still live there in five years.

Among respondents who never exchange favors with neighbors, **52%** expect to remain in their community over the next five years, compared with **90%** of those who exchange favors very often.

Although respondents expressed relatively lower satisfaction with goods, services, and food options, differences in intention to stay across these satisfaction categories were comparatively modest.

Why does this matter?

Communities can use this information to help:

- Identify community factors likely to appeal to newcomers
- Identify welcoming efforts
- Strengthen, develop, and retain community factors linked to raising newcomers intent to stay
- Market most impactful community qualities to newcomers

Interested in learning more?

Kara Harders | SDSU Extension Community Vitality Field Specialist
kara.harders@sdstate.edu

Thank you to our colleagues from the University of Minnesota and Montana State University for helping us develop this survey and providing guidance.

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