

**The Extent Friendship has a Role in Retiree Recruitment and Retention in  
South Carolina: Survey Results  
By Kenneth Backman and Melissa Hawkins**

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Results from a survey of retired in-migrants to South Carolina show that “having family and friends in the area” was the top factor attracting retirees. Other, more widely recognized, factors such as climate and scenery were also cited. Alternatively, “few or no family in the area” was the top reason cited for leaving the area from which in-migrants came. Urban problems such as crime and congestion were the second most often cited “push” factor. The paper also looks at a variety of other characteristics of retirees—their level of satisfaction, propensity to volunteer, as well as demographic traits.

As for policy implications, the authors suggest that some of the resources spent on promoting retirement areas to potential in-migrants could be better spent on helping recent movers integrate into their new communities, thereby increasing their level of satisfaction and their potential for attracting their friends and families to also move to the area.

**Backman and Hawkins’ report can be found at:**

**<http://www.rural.org/publications/Backman99-10.pdf> or you can contact the TVA Rural Studies program at 606-257-1872 or by e-mail [tvars@rural.org](mailto:tvars@rural.org).**