

Results

Location Decision Making Survey

December, 2008

Respondents:	
High School Juniors and Seniors:	331
College Students	205
Young Professionals (Under 40)	<u>132</u>
Total Respondents:	668

Section 1: Location Preferences

I would prefer to live in a place that fits my lifestyle more than a place with a job that pays the most money.

All		53.8% Agree
	High School Students	47.3
	College Students	50.3
	Young Professionals	74.9
	Natives	62.5
	Boomerangers	76.0
	Transplants	79.6

With my education and skills I can get a job in almost any place I want to live.

All		56.4% Agree
	High School Students	52.3
	College Students	56.7
	Young Professionals	66.5
	Natives	62.5
	Boomerangers	70.4
	Transplants	63.3

A good paying job is my highest priority.

All	57.2% Agree
High School Students	63.3
College Students	58.2
Young Professionals	39.7
Natives	45.9
Boomerangers	40.8
Transplants	30.7

How important are each of the following to you when choosing a neighborhood you would most like to live in?

1. Affordable
2. Safe Streets
3. Place for Family
4. Public Schools
5. Many Different Jobs
6. Low Taxes
7. Walkable Streets
8. Scenic Beauty
9. Beaches/Waterfront
10. Trails/Parks
11. Near Friends/Family
12. Gathering Places
13. Four Season Climate
14. Sense of Community
15. Diversity
16. Small Businesses
17. People My Age
18. Adventure Sports
19. Low Traffic
20. Different Lifestyles
21. Nightlife
22. Concern for Environment
23. Malls/Shopping Centers
24. My Own Business
25. Public Transportation
26. Historic/Architectural Neighborhoods
27. Arts/Culture
28. Professional Sports
29. Music Scene
30. Warm Weather
31. Gambling/Casinos

High School Students

1. Affordable
2. Jobs
3. Place for Family
4. Public Schools
5. Safe Streets
6. Low Taxes
7. Walkable Streets
8. People My Age
9. Beach/Waterfront
10. Nightlife

College Students

1. Affordable
2. Safe Streets
3. Place for Family
4. Public Schools
5. Jobs
6. Low Taxes
7. Walkable Streets
8. Beach/Waterfront
9. Scenic Beauty
10. Friends/Family

Young Professionals

1. Safe Streets
2. Place for Family
3. Affordable
4. Public Schools
5. Scenic Beauty
6. Sense of Comm
7. Walkable Streets
8. Low Traffic
9. Friends/Family
10. Beach/Waterfront

YP Natives

1. Safe Streets
2. Place for Family
3. Affordable
4. Public Schools
5. Jobs
6. Friends/Family
7. Low Taxes
8. Scenic Beauty
9. Walkable Streets
10. Low Traffic

YP Boomerangers

1. Safe Streets
2. Affordable
3. Place for Family
4. Scenic Beauty
5. Public Schools
6. Sense of Comm
7. Friends/Family
8. Walkable Streets
9. Beach/Waterfront
10. Low Traffic

YP Transplants

1. Safe Streets
2. Place for Family
3. Scenic Beauty
4. Affordable
5. Public Schools
6. Sense of Comm
7. Low Traffic
8. Concern for Env
9. Trails/Parks
10. Walkable Streets

If you could live anywhere in the world and still work in your chosen field, what types of areas or neighborhoods would you be likely to choose?

... A small town

All 57.5% Likely

High School Students 47.7

College Students 56.6

Young Professionals 82.4

Natives 91.7

Boomerangers 79.3

Transplants 81.7

... In a rural area with lots of open spaces

All	52.5% Likely
High School Students	43.9
College Students	51.5
Young Professionals	74.7
Natives	79.2
Boomerangers	68.6
Transplants	77.1

Section 2: Perceptions of Our Community

How would you rate the community in which you now live on the following factors?

1. Scenic Beauty
2. Four Season Climate
3. Safe Streets
4. Friends and Family
5. Place to Raise Family
6. Affordable
7. Small Businesses
8. Walkable Streets
9. Low Traffic
10. Adventure Sports
11. Trails/Parks
12. Beaches/Waterfront
13. Public Schools
14. Sense of Community
15. Low Taxes
16. Concern for Environment
17. People My Age
18. Nightlife
19. Different Lifestyles
20. Architectural/Historic Neighborhoods
21. Gambling/Casinos
22. Diversity
23. Public Transportation
24. Own Business
25. Gathering Places
26. Art and Culture
27. Many Different Jobs
28. Music Scene
29. Malls/Shopping Centers
30. Professional Sports
31. Warm

High School Students

1. Scenic Beauty
2. Friends/Family
3. Four Season Climate
4. Place to Raise Family
5. Safe Streets
6. Walkable Streets
7. Small Businesses
8. Low Traffic
9. Affordable
10. Trails/Parks

College Students

1. Scenic Beauty
2. Four Season Climate
3. Safe Streets
4. Small Businesses
5. Place to Raise Family
6. Affordable
7. Walkable Streets
8. Adventure Sports
9. Trails/Parks
10. Friends/Family

Young Professionals

1. Scenic Beauty
2. Four Season Climate
3. Affordable
4. Safe Streets
5. Place to Raise Family
6. Adventure Sports
7. Low Traffic
8. Beaches/Waterfront
9. Friends/Family
10. Small Businesses

YP Natives

1. Scenic Beauty
2. Four Season Climate
3. Friends/Family
4. Affordable
5. Place to Raise Family
6. Safe Streets
7. Small Businesses
8. Walkable Streets
9. Beaches/Waterfront
10. Trails/Parks

YP Boomerangers

1. Scenic Beauty
2. Friends/Family
3. Safe Streets
4. Four Season Climate
5. Affordable
6. Place to Raise Family
7. Adventure Sports
8. Beaches/Waterfront
9. Low Traffic
10. Walkable Streets

YP Transplants

1. Scenic Beauty
2. Adventure Sports
3. Four Season Climate
4. Low Traffic
5. Affordable
6. Place to Raise Family
7. Safe Streets
8. Beaches/Waterfront
9. Trails/Parks
10. Sense of Community

Do you believe that the community is attractive to people in their 20's and 30's as a place to live and work?

All	10.3% "Yes"
High School Students	7.8
College Students	14.6
Young Professionals	10.2
Natives	12.5
Boomerangers	7.4
Transplants	10.8

Section 3: Plans for the Future

I plan to live here because the community fits my lifestyle.

All	33.3% Agree	
High School Students	27.6	
College Students	22.7	
Young Professionals	63.1	
Natives	70.9	
Boomerangers	59.3	
Transplants	62.5	

I plan to live here in order to find a job.

All	20.2% Agree	
High School Students	20.0	
College Students	17.2	
Young Professionals	24.3	
Natives	17.4	
Boomerangers	16.7	
Transplants	34.1	

I plan to move to a community that better fits my lifestyle.

All	53.3% Agree	
High School Students	62.7	
College Students	62.4	
Young Professionals	14.2	
Natives	4.2	
Boomerangers	18.6	
Transplants	12.5	

I plan to move so I can find a better job.

All	62.6% Agree
High School Students	73.5
College Students	72.3
Young Professionals	19.3
Natives	16.7
Boomerangers	22.3
Transplants	14.6

I plan to live here for quite some time.

All	54.7% Agree
High School Students	30.2
College Students	21.7
Young Professionals	73.7
Natives	91.7
Boomerangers	69.9
Transplants	66.7

I plan to move away for a job and return some day.

All	34.7% Agree
High School Students	35.2
College Students	33.5
Young Professionals	N/A

I plan to move away for an education and return some day.

All	30.4% Agree
High School Students	36.4
College Students	20.2
Young Professionals	N/A