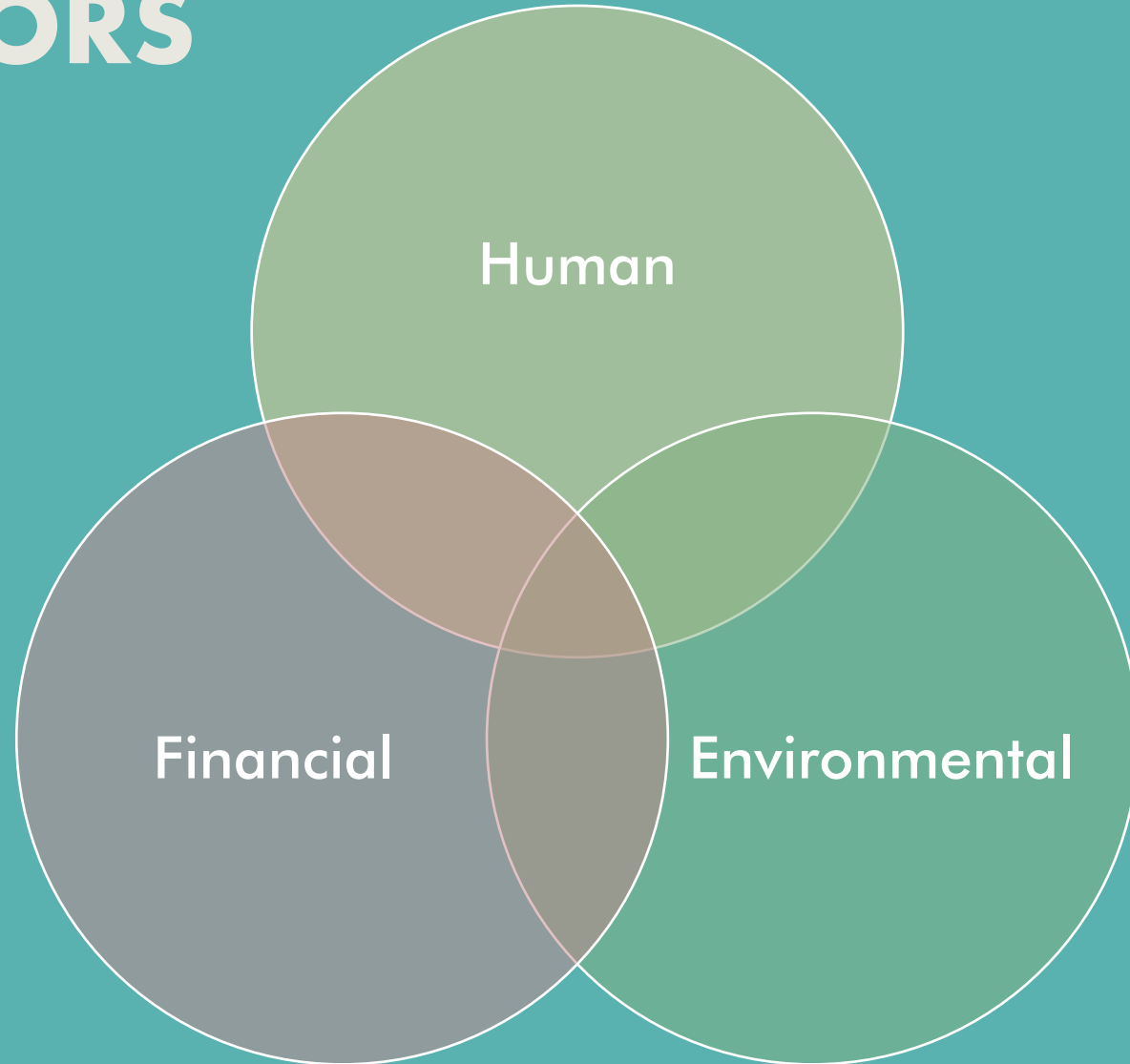


# CHOICE FACTORS





# WHAT MATTERS MOST?

- \_\_\_ Affordability: A home you can comfortably afford
- \_\_\_ Climate: Weather and seasons you love
- \_\_\_ Community Scale: The right size town or city - city center, suburbs, small town, rural
- \_\_\_ Commute: A home close to your job
- \_\_\_ Culture and Amenities: Fun things to do, places to go, a variety of foods, a vibrant scene
- \_\_\_ Demographics: A sense of belonging, a rich cultural mix, languages you speak
- \_\_\_ Family and friends: Being close to the people you love
- \_\_\_ Home Type and Size: A space that suits you and your companions
- \_\_\_ Safety: A low crime rate, a feeling of comfort at home and in the neighborhood
- \_\_\_ Work: Good job opportunities doing work you love

# WHAT MATTERS MOST: TOP TEN REASONS TO MOVE, FROM THE 2016 AMERICAN COMMUNITY SURVEY

1. Home Type and Size
2. Family
3. Work
4. Affordability
5. Commute
6. Safety
7. Climate
8. Demographics
9. Culture and Amenities
10. Community Scale

