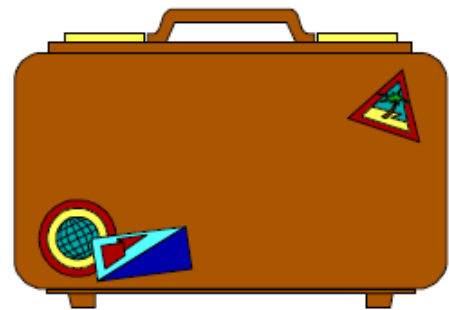


## Sample inventory of reasons for residential preferences

Here are examples of some of the reasons people give when discussing what would influence their decision to move (or not to move) to a particular location. In essence, what are some of the attributes of a place that might pull someone there or potentially cause them to beat a hasty retreat? Consider using the major categories in this list as a series of umbrellas under which you can place, categorize, and possibly collapse individual responses.



Major categories	Individual reasons
Family and friends	"This is where my home is."
	"All my friends are here."
	Proximity to/Distance from relatives
Economic considerations	Lots of jobs/High unemployment
	Great colleges/universities
	"The place to pursue my career."
Social considerations	Quality of life
	Too many people/Too few people
	Clean air/Smog
	Very safe/Crime and gangs
Climate and physical environment	No snow/Lots of snow
	Too humid/Too dry
	Continuous summer/Four seasons
	Mountains/Forests
	Deserts/Beaches
	Water (ocean, lakes, rivers)
	Tornadoes/Hurricanes/Earthquakes
Cool places and activities	Cultural attractions/Parks
	Theme parks/Shopping malls
	Rock climbing/Hockey/Wind surfing/Rodeo
	Dance/Theater/Movie studios