



## Appendix B

# Preference Survey Results

Ryan, Rebecca. 2007 “Live First, Work Second” Next Generation Consulting  
<http://www.nextgenerationconsulting.com/>

**LEARNING:** My community offers access to strong schools at all levels, a smart community, life-long or traditional learning (i.e. yoga or cooking classes; book clubs; college classes, etc.)

**EARNING:** My community provides a broad choice of places to work and an environment that is friendly to entrepreneurs.

**AFTER HOURS:** My community provides authentic local places to have dinner, meet for coffee, hear live music, or just hang out.

**AROUND TOWN:** My community offers short commute times, I'm not stuck in traffic and it's close to other large, urban centers.

**SOCIAL CAPITAL:** My community is a diverse community, where people are engaged and involved in community life.

**COST OF LIFESTYLE:** My community is a community where I can afford to live, work and play.

**VITALITY:** My community is a vibrant city where people are "out and about" using public parks, trails and recreation areas, attending farmer's markets and living in a healthy community.

**HEALTHCARE:** My community has easily accessed healthcare facilities for basic services and links to more specialized care.

**NATURAL RESOURCES:** My community values local natural resources by protection



State of Michigan, 2003. “Michigan Cool Cities Indicators”  
<http://www.coolcities.com>

*The Cool Cities Core Values Factor:* Components of this factor include: Diversity, Agriculture, Gathering Places, Four Seasons, Music Scene, Walkable Streets, historical Architectural Character, many Different Jobs, Service Businesses, and Different Lifestyles.

*The Outdoor Factor:* This is a grouping of non-team, outdoor sports, trails, parks, beaches and the simple yet personal experience of being outdoors and the presence of scenic beauty. It is a key feature for selecting a place to live.

*The 3rd Place Factor:* This factor emphasizes the importance of gathering places, a critical component of what appeals to the Creative Class. It is the place where a community or neighborhood meets to develop friendships, discuss issues, and interact with others. It helps the community develop and retain cohesion, and its sense of place.

*Safety and Security Factor:* A place might not necessarily be “cool” simply because it is safe and secure. Yet, it cannot become “cool” if it is not perceived as safe.

*Economics Factor:* Like Safety & Security: Affordability is the defining attribute related to this factor. It is mostly defined as reasonable housing costs.

*Entrepreneurial Factor:* Open to and supportive of new and unique businesses

AARP 2007 <http://www.aarpmagazine.org>

1. Presence of mass transit, opportunities to walk and bike
2. Fitness programs and recreational activities
3. Quality health care
4. Mixed use/variety of housing
5. Life-long learning
6. Community engagement/volunteer opportunities
7. Places to socialize
8. Affordability
9. Arts and Culture
10. Safety
11. Quality environment and presence of assessable natural resources