

FIGURE 2.1 POPULATION IN A SPIKY WORLD



SOURCE LANDSCAN GLOBAL POPULATION DATABASE, OAK RIDGE NATIONAL LABORATORY

MAP BY TIM GULDEN

FIGURE 2.2 ECONOMIC ACTIVITY IN A SPIKY WORLD



SOURCE: U.S. DEFENSE METEOROLOGICAL SATELLITE PROGRAM

MAP BY TIM GULDEN

FIGURE 2.3 INNOVATION IN A SPIKY WORLD



SOURCES: THE WORLD INTELLECTUAL PROPERTY ORGANIZATION; UNITED STATES PATENT AND TRADEMARK OFFICE

MAP BY TIM GULDEN

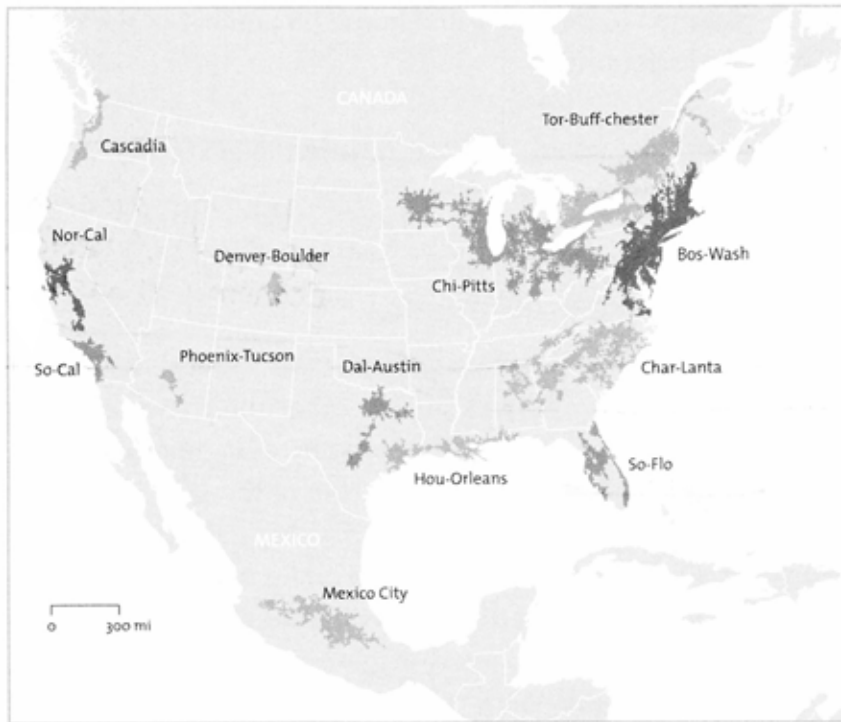
FIGURE 2.4 STAR SCIENTISTS IN A SPIKY WORLD



SOURCE: MICHAEL BATTY, CENTRE FOR ADVANCED SPATIAL ANALYSIS, UNIVERSITY COLLEGE LONDON

MAP BY TIM GULDEN

FIGURE 3.1 MEGA-REGIONS OF NORTH AMERICA



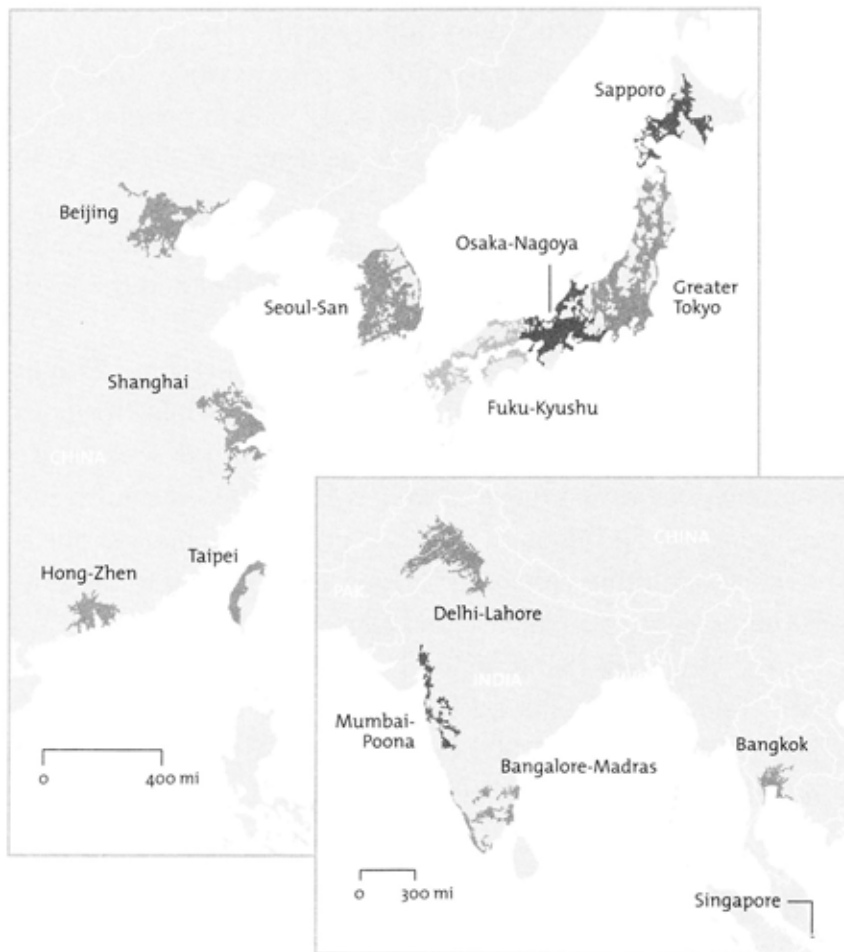
MAP BY TIM GULDEN AND RYAN MORRIS

FIGURE 3.2 MEGA-REGIONS OF EUROPE



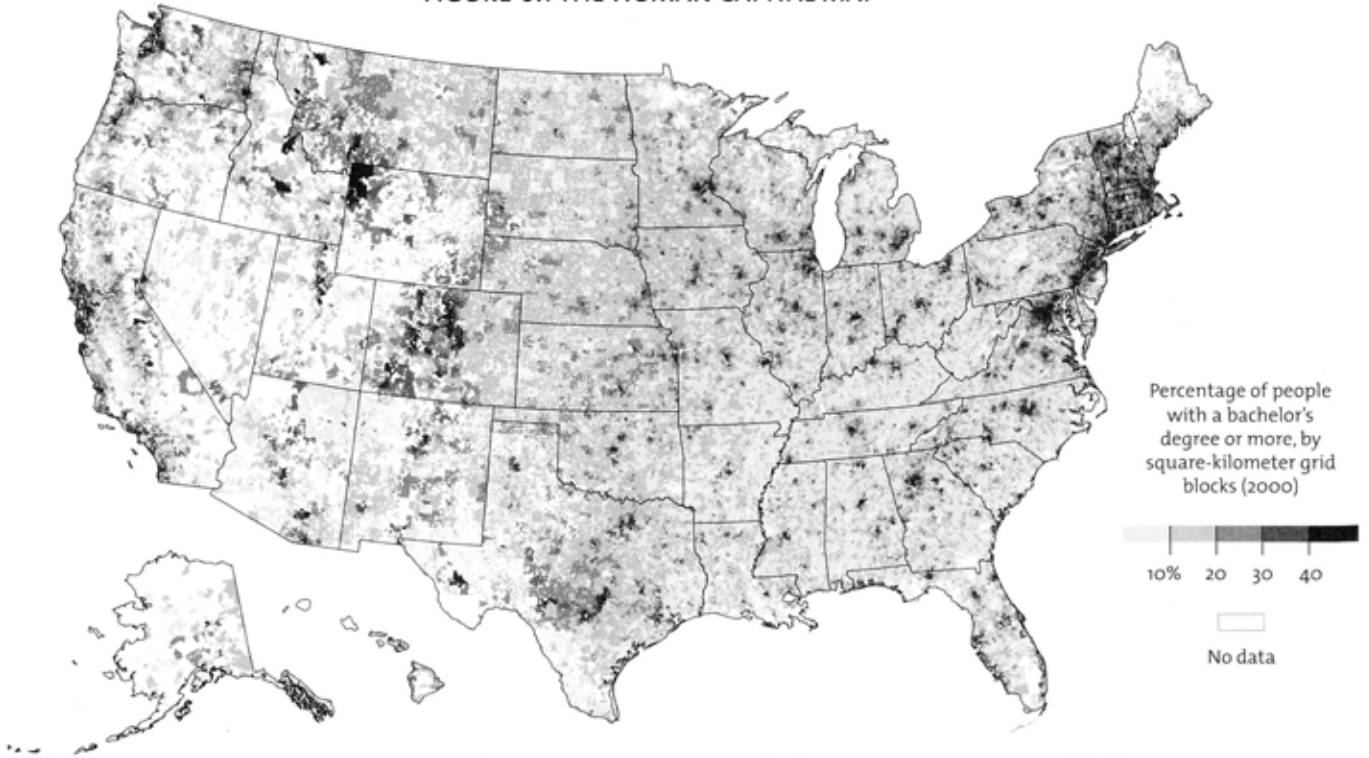
MAP BY TIM GULDEN AND RYAN MORRIS

FIGURE 3.3 MEGA-REGIONS OF ASIA



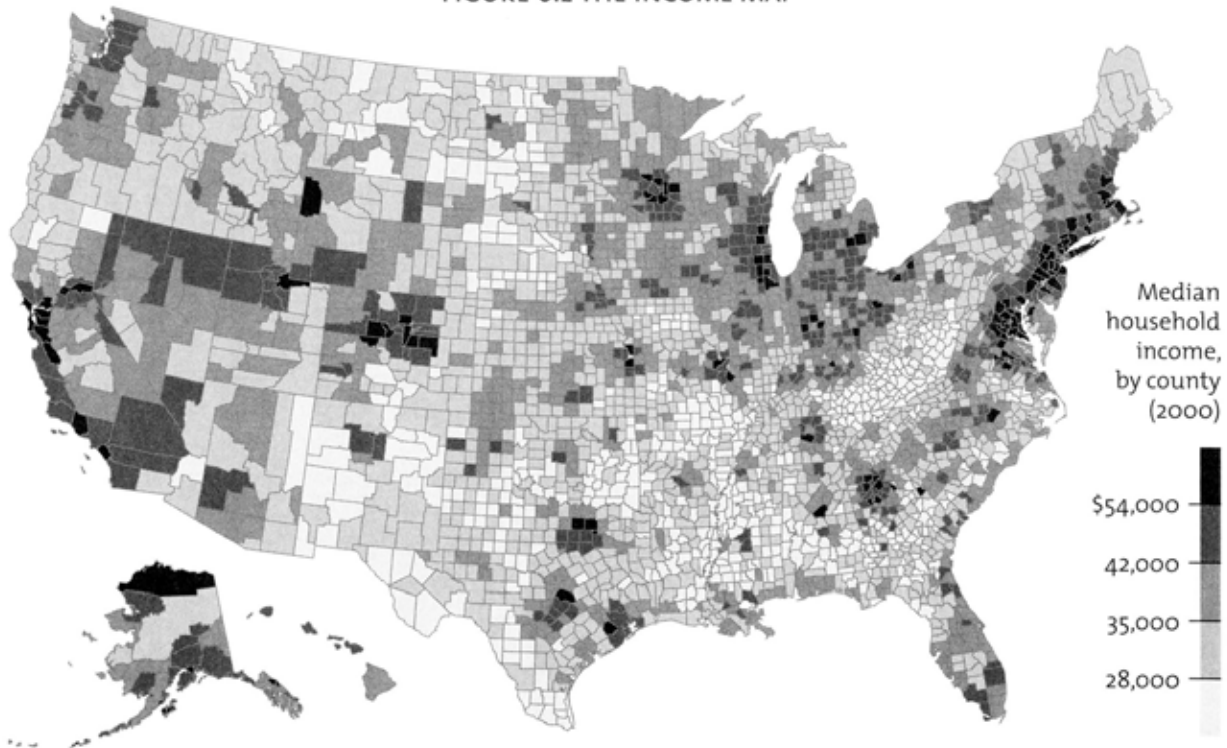
MAP BY TIM GULDEN AND RYAN MORRIS

FIGURE 6.1 THE HUMAN CAPITAL MAP



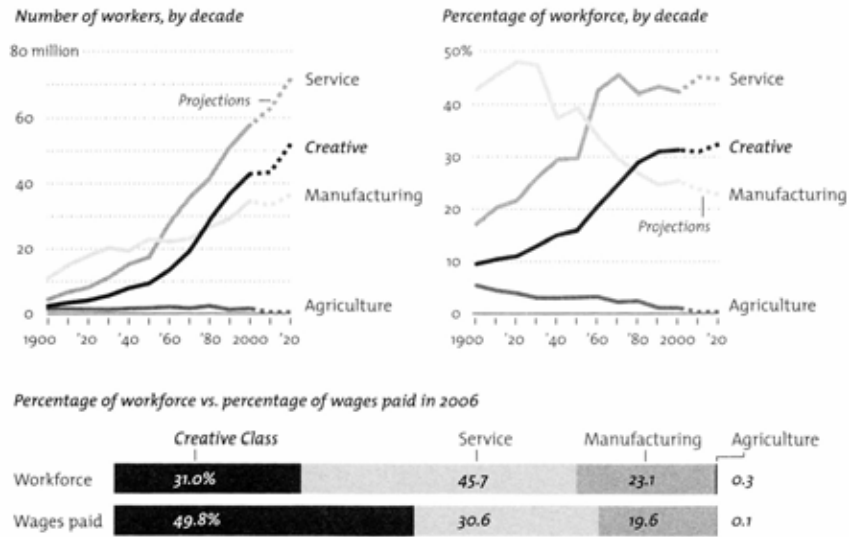
SOURCES: CENTER FOR INTERNATIONAL EARTH SCIENCE INFORMATION NETWORK, COLUMBIA UNIVERSITY; U.S. CENSUS BUREAU; MAP BY RYAN MORRIS

FIGURE 6.2 THE INCOME MAP



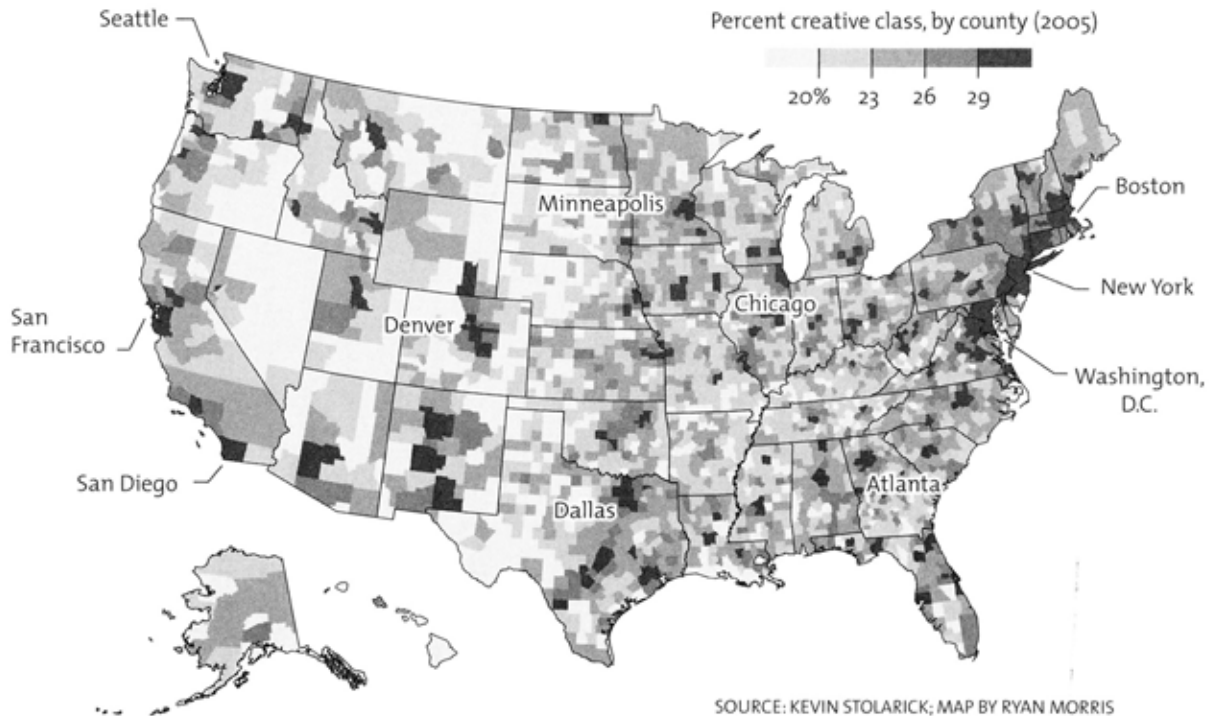
SOURCE: U.S. CENSUS BUREAU; MAP BY RYAN MORRIS

FIGURE 7.1 RISE OF THE CREATIVE ECONOMY



SOURCE: KEVIN STOLARICK; GRAPHIC BY RYAN MORRIS

FIGURE 7.2 THE CREATIVE CLASS MAP



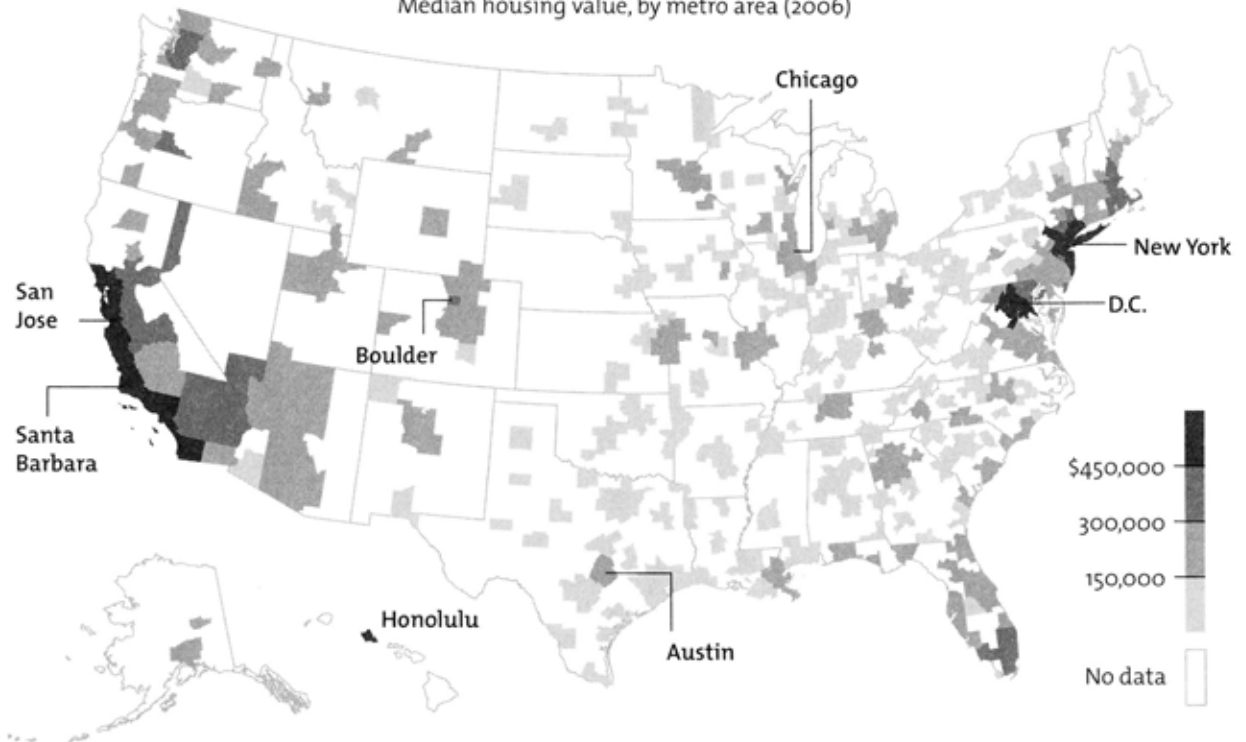
SOURCE: KEVIN STOLARICK; MAP BY RYAN MORRIS

FIGURE 7.3 THE NEW GEOGRAPHY OF WORK



SOURCE: BUREAU OF LABOR STATISTICS; MAP BY RYAN MORRIS

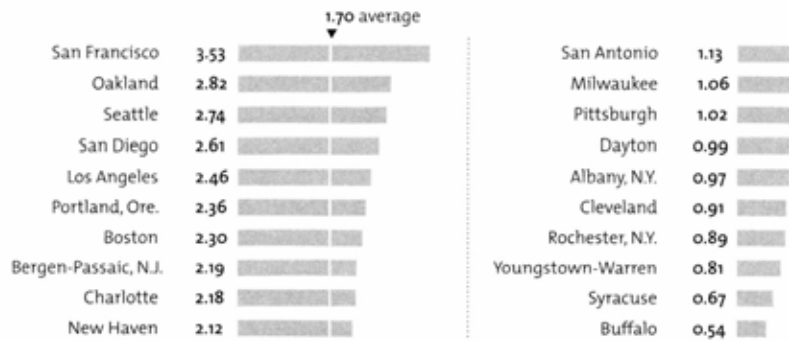
FIGURE 8.1 THE REAL ESTATE MAP
Median housing value, by metro area (2006)



SOURCE: AMERICAN COMMUNITY SURVEY, U.S. CENSUS BUREAU; MAP BY RYAN MORRIS

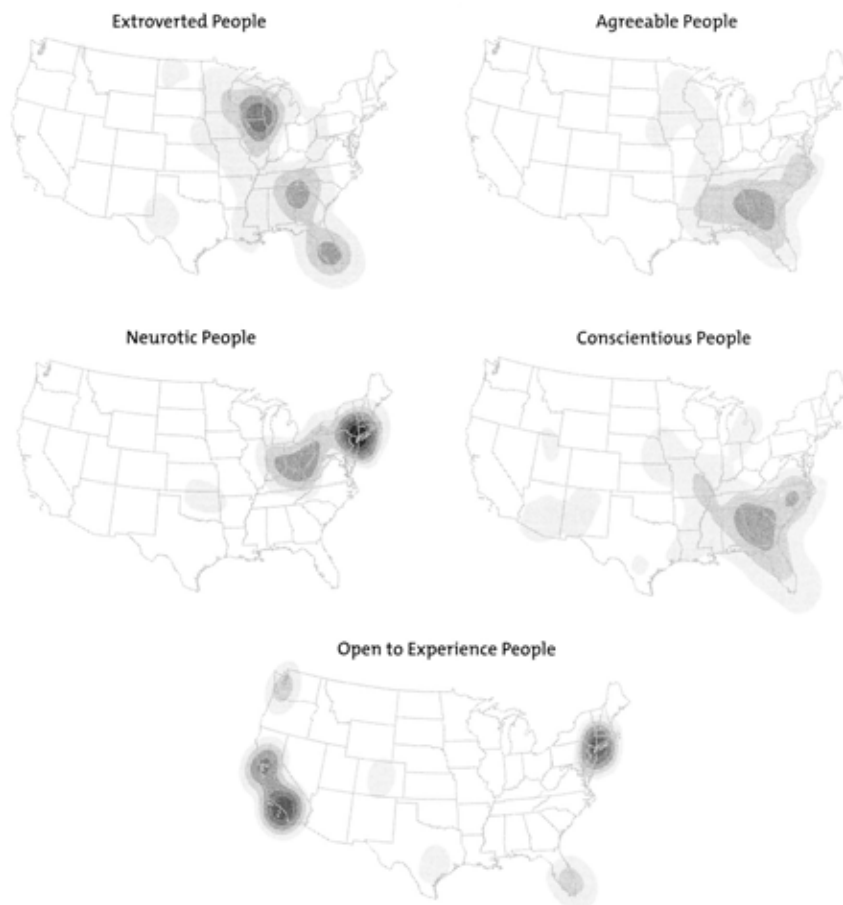
FIGURE 8.2 SUPERSTAR CITIES

Real annualized house price growth, 1950–2000
 (Top and bottom 10 metro areas with 1950 population of greater than 500,000)



SOURCE: JOSEPH GYOURKO, CHRISTOPHER MAYER, TODD SINAI

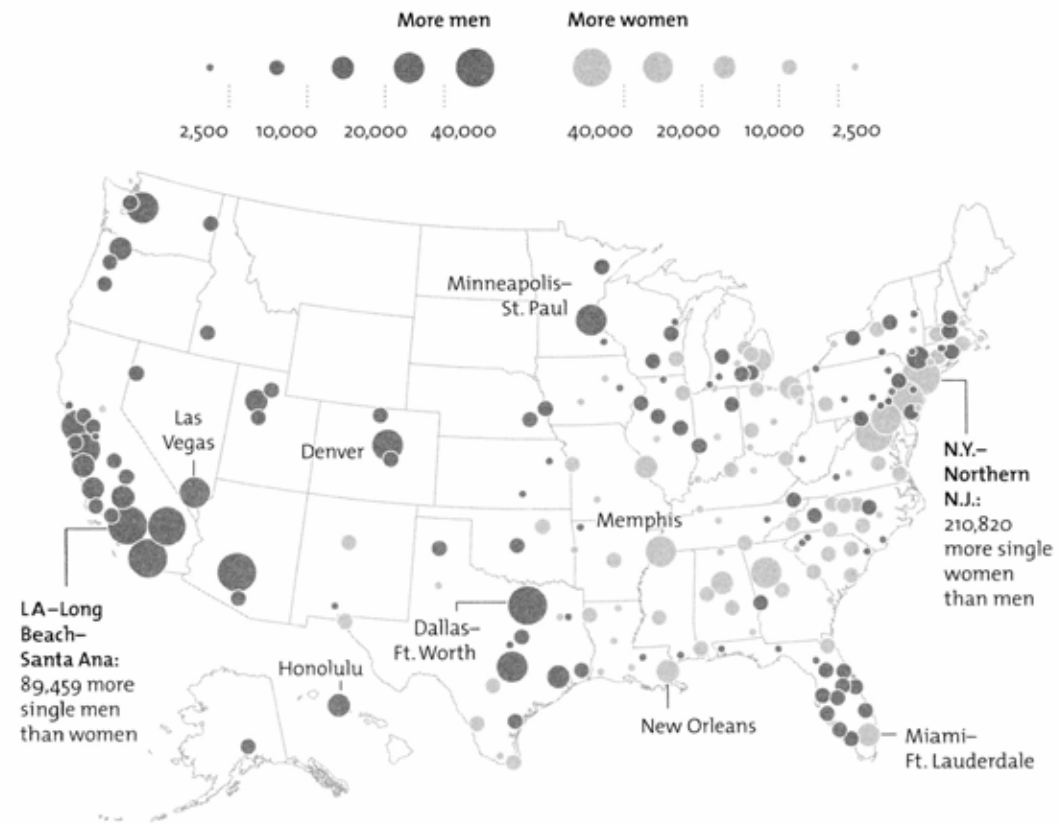
FIGURE 11.1 PERSONALITY MAPS



SOURCE: PLACE AND HAPPINESS SURVEY;
 MAPS BY KEVIN STOLARICK AND RYAN MORRIS

FIGURE 13.1 THE SINGLES MAP

Circles are sized to reflect how many more singles there are in each metro area, by gender



NOTE: ONLY INCLUDES SINGLES AGES 20-64

SOURCE: 2006 AMERICAN COMMUNITY SURVEY, U.S. CENSUS BUREAU

TABLE 13.1—BEST PLACES FOR SINGLES
(Recent college graduates, ages 20–29)

		All Households		Gay and Lesbian	
		Overall	Best Buy	Overall	Best Buy
Large Regions		San Francisco	Washington, DC	San Diego	Hartford, CT
		Washington DC	Minneapolis	Boston	Austin
		Boston	Austin	Los Angeles	Minneapolis
		Los Angeles	San Francisco	San Francisco	San Jose, CA
		New York	New York	Washington, DC	Washington, DC
Medium-size Regions		Madison, WI	Stamford, CT	Stamford, CT	Stamford, CT
		Worcester, MA	Madison, WI	Worcester, MA	Madison, WI
		Stamford, CT	Raleigh, NC	Portland, ME	Worcester, MA
		New Haven, CT	Worcester, MA	Madison, WI	Raleigh, NC
		Raleigh, NC	Des Moines, IA	Honolulu, HI	Des Moines, IA
Small Regions		Boulder, CO	Trenton, NJ	Boulder, CO	Trenton, NJ
		Santa Barbara, CA	Ann Arbor, MI	Trenton, NJ	Ann Arbor, MI
		Trenton, NJ	Boulder, CO	Santa Rosa, CA	Boulder, CO
		Ann Arbor, MI	Huntsville, AL	Manchester, NH	Green Bay, WI
		Santa Rosa, CA	Lexington, KY	Fort Collins, CO	Norwich, CT

Note: Region names are shortened to core city. See Appendices C and D for full listings.

Source: Analysis and rankings by Kevin Stolarick. Data from the 2005 American Communities Survey of the US Bureau of the Census and other sources.

**TABLE 13.2—BEST PLACES FOR
MID-CAREER PROFESSIONALS,
(Single or married, without children, ages 30–44)**

	All Households		Gay and Lesbian	
	Overall	Best Buy	Overall	Best Buy
Large Regions	San Jose, CA	Kansas City	San Francisco	Kansas City
	Minneapolis	Minneapolis	Hartford, CT	Hartford, CT
	Austin	San Jose, CA	Columbus, OH	Baltimore
	San Diego	Columbus, OH	Austin	Columbus, OH
	Denver	Austin	Minneapolis	Seattle
Medium- size Regions	Stamford, CT	Stamford, CT	Stamford, CT	Stamford, CT
	Portland, ME	Des Moines, IA	Portland, ME	Portland, ME
	Madison, WI	Portland, ME	Charleston, SC	Wichita, KS
	Omaha, NE	Omaha, NE	Springfield, MA	Charleston, SC
	Des Moines, IA	Madison, WI	Toledo, OH	Des Moines, IA
Small Regions	Durham, NC	Huntsville, AL	Santa Rosa, CA	Fayetteville, AR
	Provo, UT	Fayetteville, AR	Green Bay, WI	Ocala, FL
	Reno, NV	Durham, NC	Fayetteville, AR	Winston-Salem, NC
	Fayetteville, AR	Lexington, KY	Reno, NV	Spartanburg, SC
	Boulder, CO	Provo, UT	Manchester, NH	Green Bay, WI

Note: Region names are shortened to core city. See Appendices C and D for full listings.

Source: Analysis and rankings by Kevin Stolarick. Data from the 2005 American Communities Survey of the US Bureau of the Census and other sources.

TABLE 14.1 —BEST PLACES FOR FAMILIES WITH CHILDREN

	All Households		Gay and Lesbian	
	Overall	Best Buy	Overall	Best Buy
Large Regions	Washington DC	Austin	Hartford, CT	Austin
	Boston	Minneapolis	San Francisco	Houston
	San Jose, CA	Houston	Boston	Hartford, CT
	New York	Atlanta	New York	Minneapolis
	San Diego	Dallas	Baltimore	Kansas City
Medium-size Regions	Stamford, CT	Des Moines, IA	Worcester, MA	Worcester, MA
	Worcester, MA	Madison, WI	Stamford, CT	Des Moines, IA
	Poughkeepsie, NY	Raleigh, NC	Portland, ME	Portland, ME
	Ventura, CA	Worcester, MA	Raleigh, NC	Stamford, CT
	Raleigh, NC	Bridgeport, CT	Ventura, CA	Raleigh, NC
Small Regions	Manchester, NH	Manchester, NH	Manchester, NH	Manchester, NH
	Trenton, NJ	Fayetteville, AR	Trenton, NJ	Fayetteville, AR
	Boulder, CO	Killeen, TX	Norwich, CT	Green Bay, WI
	Provo, UT	Boulder, CO	Green Bay, WI	Killeen, TX
	Norwich, CT	Green Bay, WI	Santa Rosa, CA	Roanoke, VA

Note: Region names are shortened to core city. See Appendices C and D for full listings.

Source: Analysis and rankings by Kevin Stolarick. Data from the 2005 American Communities Survey of the US Bureau of the Census and other sources.

**TABLE 15.1—BEST PLACES FOR
EMPTY-NESTERS (AGES 45–64)**

		All Households		Gay and Lesbian	
		Overall	Best Buy	Overall	Best Buy
Large Regions		San Francisco	Minneapolis	San Diego	Minneapolis
		Seattle	Seattle	San Jose, CA	Austin
		Boston	San Francisco	Hartford, CT	San Jose, CA
		Minneapolis	Hartford, CT	Baltimore	Hartford, CT
		Hartford, CT	Boston	Boston	San Diego
Medium- size Regions		Stamford, CT	Madison, WI	Stamford, CT	Portland, ME
		Portland, ME	Portland, ME	Portland, ME	Stamford, CT
		Madison, WI	Stamford, CT	Honolulu, HI	Des Moines, IA
		Honolulu, HI	Rochester, NY	Worcester, MA	Madison, WI
		Rochester, NY	Omaha, NE	Rochester, NY	Toledo, OH
Small Regions		Boulder, CO	Boulder, CO	Trenton, NJ	Green Bay, WI
		Trenton, NJ	Charleston, WV	Norwich, CT	Winston-Salem, NC
		Fort Collins, CO	Huntsville, AL	Santa Rosa, CA	Manchester, NH
		Santa Rosa, CA	Fort Collins, CO	Manchester, NH	Charleston, WV
		Norwich, CT	Manchester, NH	Fort Collins, CO	Trenton, NJ

Note: Region names are shortened to core city. See Appendices C and D for full listings.

Source: Analysis and rankings by Kevin Stolarick. Data from the 2005 American Communities Survey of the US Bureau of the Census and other sources.

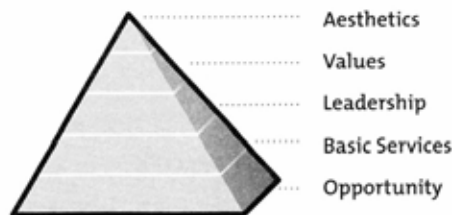
**TABLE 15.2—BEST PLACES FOR RETIREES
(OVER 65 YEARS OF AGE)**

		All Households		Gay and Lesbian	
		Overall	Best Buy	Overall	Best Buy
Large Regions		San Francisco	Pittsburgh	San Diego	San Diego
		New York	Tampa	San Francisco	San Francisco
		Boston	New York	Boston	Orlando, FL
		San Jose, CA	San Francisco	New York	Seattle
		Miami	Miami	Los Angeles	Tampa
Medium- size Regions		Stamford, CT	Palm Bay, FL	Stamford, CT	Portland, ME
		Palm Bay, FL	Harrisburg, PA	Worcester, MA	Stamford, CT
		Honolulu, HI	Portland, ME	Honolulu, HI	Worcester, MA
		Ventura, CA	Allentown, PA	Portland, ME	Palm Bay, FL
		Sarasota, FL	Cape Coral, FL	Charleston, SC	Honolulu, HI
Small Regions		Santa Barbara, CA	Pensacola, FL	Santa Rosa, CA	Manchester, NH
		Trenton, NJ	Port St. Lucie, FL	Trenton, NJ	Killeen, TX
		Santa Rosa, CA	Naples, FL	Manchester, NH	Pensacola, FL
		Port St. Lucie, FL	Roanoke, VA	Norwich, CT	Santa Rosa, CA
		Naples, FL	Erie, PA	Port St. Lucie, FL	Port St. Lucie, FL

Note: Region names are shortened to core city. See Appendices C and D for full listings.

Source: Analysis and rankings by Kevin Stolarick. Data from the 2005 American Communities Survey of the US Bureau of the Census and other sources.

FIGURE 16.1 THE PLACE PYRAMID



Appendix A: Mega-Regions of the World

Name (Ranked by LRP)	Population (Millions)	Population Rank	LRP (\$Billions)	Innovation/ Patents (Rank)	Star Scientists (Rank)
Greater Tokyo	55.1	4	2,500	2	24
Bos-Wash	54.3	5	2,200	8	2
Chi-Pitts	46.0	9	1,600	9	14
Am-Brus-Twerp	59.3	3	1,500	22	18
Osaka-Nagoya	36.0	14	1,400	7	22
Lon-Leed-Chester	50.1	6	1,200	25	10
Mil-Tur	48.3	7	1,000	34	23
Char-lanta	22.4	18	730	16	9
So-Cal	21.4	22	710	13	4
Frank-Gart	23.1	17	630	21	12
Barce-Lyon	25.0	16	610	24	20
Tor-Buff-Chester	22.1	19	530	19	7
Seoul-San	46.1	8	500	6	32
Nor-Cal	12.8	28	470	3	1
So-Flo	15.1	25	430	17	17
Fuku-Kyushu	18.5	24	430	23	19
Paris	14.7	26	380	4	16
Dal-Austin	10.4	30	370	14	13
Hou-Orleans	9.7	32	330	15	5
Mexico City	45.5	10	290	35	32
Cascadia	8.9	33	260	10	3
Rio-Paulo	43.4	12	230	32	32
Hong-Zhen	44.9	11	220	28	31
Sapporo	4.3	37	200	27	32
Vienna-Budapest	21.8	21	180	26	29
Tel Aviv-Amman-Beirut	30.9	15	160	31	21
Prague	10.4	29	150	12	25
Buenos Aires	14.0	27	150	33	32
Denver-Boulder	3.7	40	140	5	6
Phoenix-Tucson	4.7	36	140	11	15
Shanghai	66.4	2	130	30	32
Taipei	21.8	20	130	36	30
Lisbon	9.9	31	110	36	28
Beijing	43.1	13	110	29	32
Delhi-Lahore	121.6	1	110	36	32
Glas-burgh	3.8	39	110	18	8
Berlin	4.1	38	110	1	11
Singapore	6.1	34	100	36	27
Madrid	5.9	35	100	20	26
Bangkok	19.2	23	100	36	32

Source: Data by Tim Gulden; analysis and rankings by Charlotta Mellander. For full sources and methodology see, Richard Florida, Timothy Gulden, and Charlotta Mellander, "The Rise of the Mega-Region," *Cambridge Journal of Regions, Economy, and Society*, 1, 1, 2008.

Note: Ranking based on the 40 mega-regions with LRP (light-based regional product) of \$100 billion or more. Rankings for innovations and star scientists are adjusted for population.

Appendix B: Key Results from the Place and Happiness Survey

FACTOR	MEAN RANKING	Correlation			
		OVERALL PLACE HAPPINESS	CITY SATISFACTION	RECOMMEND TO FRIENDS AND FAMILY	OUTLOOK FOR THE FUTURE
AESTHETICS AND LIFESTYLE	3.65	.622	.581	.579	.503
Aesthetics	3.88	.560	.534	.510	.456
Beauty and physical setting	4.00	.499	.475	.463	.395
Outdoor parks, playgrounds, trails	4.06	.445	.424	.413	.355
Air quality	3.76	.389	.371	.341	.333
Climate	3.70	.373	.358	.340	.300
Lifestyle	3.35	.457	.412	.438	.367
Meet new people and make friends	3.65	.528	.486	.500	.422
Cultural offerings	3.38	.342	.309	.329	.272
Nightlife	3.08	.289	.254	.281	.233
BASIC SERVICES	3.46	.603	.545	.558	.509
Primary and secondary education	3.55	.468	.443	.427	.384
Health care	3.83	.410	.383	.380	.334
Job offerings	3.15	.401	.365	.380	.327
Faith institutions	4.23	.346	.324	.334	.265
Higher education	3.93	.321	.292	.305	.261
Housing	3.03	.310	.257	.278	.293
Traffic	3.33	.306	.266	.257	.299
Public transportation	2.77	.188	.161	.179	.162
OPENNESS	3.03	.509	.455	.475	.427
Families with children	3.75	.558	.506	.516	.466
Senior citizens	3.49	.466	.432	.418	.394
Young singles	2.94	.384	.337	.373	.310
Recent college graduates	2.69	.375	.322	.361	.314
Racial and ethnic minorities	3.19	.252	.219	.236	.218
Immigrants	3.00	.201	.177	.188	.175
Gay and lesbian people	2.75	.176	.156	.171	.140
People living in poverty	2.49	.169	.142	.153	.155
ECONOMIC AND PERSONAL SECURITY	1.72	.497	.454	.441	.437
Overall Economic Security	0.66	.440	.393	.390	.395
Economic conditions	3.24	.548	.514	.495	.458
Good time to find a job	NA	.294	.265	.267	.256
Economy getting better	NA	.256	.206	.221	.260
Personal security	3.54	.409	.394	.354	.352
LEADERSHIP	NA	.432	.408	.377	.376

Note: Mean score is based on 1-5 scale where 1 is the lowest and 5 the highest N=27,885

Appendix C: Regional Rankings by Life Stage for All Households

RANKINGS FOR LARGE U.S. REGIONS (more than 1 million people)

	Singles (ages 20–29)		Professionals (ages 29–44)		Families with children		Empty-Nesters (ages 45–64)		Retirees (over 65)	
	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy
	Atlanta-Sandy Springs-Marietta, GA	39	48	56	44	22	11	91	68	100
Austin-Round Rock, TX	13	6	8	10	19	2	59	21	94	101
Baltimore-Towson, MD	54	48	42	27	51	66	17	16	37	40
Birmingham-Hoover, AL	141	128	141	100	95	59	120	95	74	78
Boston-Cambridge-Quincy, MA-NH	5	13	28	53	5	20	6	12	5	19
Buffalo-Niagara Falls, NY	75	74	102	86	96	115	82	105	66	75
Charlotte-Gastonia-Concord, NC-SC	80	62	40	23	90	47	103	71	122	140
Chicago-Naperville-Joliet, IL-IN-WI	39	36	91	102	16	14	62	68	43	45
Cincinnati-Middletown, OH-KY-IN	123	85	73	54	81	51	98	66	108	74
Cleveland-Elyria-Mentor, OH	103	96	109	104	85	73	80	73	46	35
Columbus, OH	43	26	12	9	88	85	80	81	121	126
Dallas-Fort Worth-Arlington, TX	80	73	44	48	40	12	116	88	119	89
Denver-Aurora, CO	27	16	10	18	40	35	33	28	80	89
Detroit-Warren-Livonia, MI	106	84	129	122	99	104	109	115	107	82
Hartford-West Hartford-East Hartford, CT	39	21	35	31	21	32	10	9	23	36
Houston-Sugar Land-Baytown, TX	105	75	71	55	33	6	112	77	94	93
Indianapolis, IN	85	53	67	32	70	51	95	73	119	91
Jacksonville, FL	133	137	83	46	111	84	75	47	71	49
Kansas City, MO-KS	92	72	17	5	42	23	50	18	84	64
Las Vegas-Paradise, NV	66	95	82	105	135	140	88	98	127	120
Los Angeles-Long Beach-Santa Ana, CA	6	19	84	118	26	50	38	67	15	22
Louisville, KY-IN	146	119	139	109	128	109	78	60	124	113
Memphis, TN-MS-AR	124	130	93	76	147	129	129	112	143	131
Miami-Fort Lauderdale-Miami Beach, FL	86	114	116	130	115	120	88	101	10	13
Milwaukee-Waukesha-West Allis, WI	68	54	59	73	93	75	35	17	84	104
Minneapolis-St. Paul-Bloomington, MN-WI	25	5	6	6	15	5	9	3	88	83
Nashville-Davidson--Murfreesboro, TN	84	56	88	52	99	61	68	24	125	91
New Orleans-Metairie-Kenner, LA	78	86	134	98	127	111	107	100	60	28
New York-Northern New Jersey-Long Island, NY-NJ-PA	7	12	85	117	9	26	11	23	2	7
Oklahoma City, OK	118	91	60	16	132	97	134	103	130	115
Orlando-Kissimmee, FL	62	93	65	74	92	100	64	79	49	25
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	42	47	95	85	29	42	40	60	24	42
Phoenix-Mesa-Scottsdale, AZ	59	70	81	60	87	78	114	111	78	79
Pittsburgh, PA	111	77	124	90	86	56	41	14	34	2
Portland-Vancouver-Beaverton, OR-WA	35	42	20	37	77	95	32	43	69	99
Providence-New Bedford-Fall River, RI-MA	24	26	53	78	47	65	46	80	39	53
Richmond, VA	118	112	46	18	54	57	74	81	59	61
Riverside-San Bernardino-Ontario, CA	112	132	134	143	46	58	138	138	60	68
Sacramento--Arden-Arcade--Roseville, CA	45	69	44	78	44	61	96	115	31	43
Salt Lake City, UT	71	51	23	24	55	49	127	123	136	107
San Antonio, TX	128	121	108	61	103	66	137	114	112	100
San Diego-Carlsbad-San Marcos, CA	17	41	9	36	14	28	42	81	16	23
San Francisco-Oakland-Fremont, CA	2	11	30	69	37	66	2	7	1	11
San Jose-Sunnyvale-Santa Clara, CA	16	23	2	8	7	25	19	37	7	19
Seattle-Tacoma-Bellevue, WA	21	18	38	57	65	75	5	4	26	50
St. Louis, MO-IL	108	67	72	29	112	102	71	59	41	18
Tampa-St. Petersburg-Clearwater, FL	127	138	93	67	130	117	93	89	28	3
Virginia Beach-Norfolk-Newport News, VA-NC	114	123	36	45	70	74	109	118	80	70
Washington-Arlington-Alexandria, DC-VA-MD-WV	3	4	13	16	3	13	14	22	22	23

RANKINGS FOR MEDIUM-SIZED U.S. REGIONS (500,000–999,999 people)

	Singles (ages 20–29)		Professionals (ages 29–44)		Families with children		Empty-Nesters (ages 45–64)		Retirees (over 65)	
	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy
	Akron, OH	34	31	60	62	68	47	52	25	64
Albany-Schenectady-Troy, NY	20	14	27	32	25	44	22	29	25	31
Albuquerque, NM	45	40	50	34	74	69	49	41	68	85
Allentown-Bethlehem-Easton, PA-NJ	90	76	112	115	34	39	42	58	36	6
Augusta-Richmond County, GA-SC	121	104	124	86	72	41	101	76	90	66
Bakersfield, CA	100	110	77	96	67	88	127	131	110	114
Baton Rouge, LA	76	70	127	81	117	94	130	109	117	98
Boise City-Nampa, ID	51	44	14	14	20	10	70	52	70	66
Bridgeport-Stamford-Norwalk, CT	10	1	1	1	1	9	1	4	2	9
Cape Coral-Fort Myers, FL	100	116	52	22	113	112	73	77	21	8
Charleston-North Charleston, SC	36	57	22	25	97	96	54	54	51	68
Colorado Springs, CO	23	22	23	40	26	18	55	32	79	107
Columbia, SC	62	57	48	21	83	53	64	31	76	81
Dayton, OH	89	78	41	35	113	89	67	39	75	62
Des Moines, IA	33	9	11	2	17	1	45	11	98	60
El Paso, TX	125	122	87	63	48	27	133	117	72	52
Fresno, CA	74	87	63	88	64	93	119	129	106	119
Grand Rapids-Wyoming, MI	70	44	85	71	52	64	88	101	109	95
Greensboro-High Point, NC	91	99	98	93	101	89	85	68	82	106
Greenville, SC	106	81	78	41	74	44	118	93	73	70
Harrisburg-Carlisle, PA	72	43	53	28	30	33	29	33	31	4
Honolulu, HI	19	35	101	119	60	99	8	15	8	12
Knoxville, TN	93	65	53	13	74	35	68	20	54	14
Lakeland, FL	117	125	118	77	107	107	121	125	27	25
Little Rock-North Little Rock, AR	100	94	58	15	109	71	86	49	98	57
Madison, WI	4	2	4	11	12	3	7	1	53	51
McAllen-Edinburg-Mission, TX	131	142	64	48	53	22	131	97	102	85
New Haven-Milford, CT	15	15	34	68	32	54	27	47	18	33
Omaha-Council Bluffs, NE-IA	60	34	5	7	49	19	42	10	102	72
Oxnard-Thousand Oaks-Ventura, CA	36	64	48	80	10	24	25	44	11	19
Palm Bay-Melbourne-Titusville, FL	78	101	57	38	66	72	36	36	6	1
Portland-South Portland-Biddeford, ME	22	24	3	3	18	17	4	2	20	5
Poughkeepsie-Newburgh-Middletown, NY	26	32	78	107	8	16	22	29	44	47
Raleigh-Cary, NC	18	3	29	25	11	4	36	26	65	76
Rochester, NY	30	28	39	51	24	29	12	6	37	27
Sarasota-Bradenton-Venice, FL	83	107	74	50	110	115	21	18	12	17
Scranton--Wilkes-Barre, PA	57	38	106	91	80	92	111	120	47	15
Springfield, MA	29	36	26	47	58	89	38	64	62	97
Stockton, CA	72	91	104	129	59	78	116	127	114	128
Syracuse, NY	30	19	80	69	55	46	51	39	50	16
Toledo, OH	48	29	60	75	126	113	57	45	113	102
Tucson, AZ	47	50	36	39	105	103	46	41	58	63
Tulsa, OK	104	82	75	43	69	34	93	53	90	88
Wichita, KS	86	52	43	20	57	37	104	89	90	58
Worcester, MA	9	8	19	41	4	8	29	50	19	31
Youngstown-Warren-Boardman, OH-PA	129	98	100	65	98	85	57	45	63	46

RANKINGS FOR SMALL U.S. REGIONS (250,000–499,999 people)

	Singles (ages 20–29)		Professionals (ages 29–44)		Families with children		Empty-Nesters (ages 45–64)		Retirees (over 65)	
	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy
	Anchorage, AK	65	83	90	132	94	138	26	85	153
Ann Arbor, MI	12	10	32	99	34	61	22	50	48	53
Asheville, NC	88	113	138	113	119	131	87	107	33	37
Atlantic City, NJ	94	134	155	165	102	144	115	144	118	147
Beaumont-Port Arthur, TX	164	163	152	138	165	160	166	162	146	144
Boulder, CO	1	17	21	82	13	30	3	8	42	76
Brownsville-Harlingen, TX	162	166	154	157	121	77	167	155	132	105
Canton-Massillon, OH	154	148	161	160	121	124	113	124	100	112
Charleston, WV	150	144	165	149	138	123	33	13	56	44
Chattanooga, TN-GA	157	146	104	65	149	139	102	91	130	130
Columbus, GA-AL	144	153	157	158	163	158	153	147	161	162
Corpus Christi, TX	120	141	167	164	158	137	152	134	151	132
Davenport-Moline-Rock Island, IA-IL	96	61	107	82	144	143	79	92	145	127
Deltona-Daytona Beach-Ormond Beach, FL	147	160	143	147	157	161	126	140	39	55
Duluth, MN-WI	113	106	131	125	142	149	31	57	135	143
Durham, NC	28	33	7	30	77	80	76	84	57	96
Erie, PA	116	114	132	139	91	110	76	98	67	37
Eugene-Springfield, OR	43	100	166	167	164	167	72	121	86	135
Evansville, IN-KY	159	140	119	95	134	126	145	139	138	132
Fayetteville, NC	160	164	122	144	160	153	165	164	167	167
Fayetteville-Springdale-Rogers, AR-MO	132	136	17	12	38	15	142	126	123	111
Flint, MI	125	101	164	162	162	162	149	158	166	161
Fort Collins-Loveland, CO	80	117	67	124	34	69	14	33	111	128
Fort Smith, AR-OK	167	165	158	142	150	120	162	150	165	163
Fort Wayne, IN	134	97	132	101	115	80	124	96	154	138
Green Bay, WI	54	39	66	111	39	31	106	104	147	141
Hickory-Lenoir-Morganton, NC	161	158	147	135	125	122	151	151	139	153
Huntington-Ashland, WV-KY-OH	165	157	145	110	146	146	147	145	90	117
Huntsville, AL	52	25	30	4	63	43	55	27	77	73
Jackson, MS	95	120	103	89	152	136	141	130	125	118
Kalamazoo-Portage, MI	77	66	120	131	128	132	100	113	142	156
Killeen-Temple-Fort Hood, TX	158	162	96	111	43	21	158	146	133	123
Kingsport-Bristol, TN-VA	166	156	163	146	155	132	136	110	97	80
Lancaster, PA	129	131	129	134	50	105	60	119	83	94
Lansing-East Lansing, MI	53	59	137	153	81	114	122	135	150	151
Lexington-Fayette, KY	54	30	51	55	61	60	62	64	115	121
Lincoln, NE	122	105	25	72	83	55	83	56	157	146
Lubbock, TX	64	118	114	106	154	127	157	142	163	156
Manchester-Nashua, NH	36	79	69	127	2	7	20	35	51	56
Mobile, AL	142	147	150	151	166	162	163	159	149	125
Modesto, CA	136	154	162	166	130	155	155	166	160	165
Montgomery, AL	137	109	111	63	155	150	146	141	148	122
Naples-Marco Island, FL	109	135	97	97	106	135	28	73	16	30
Norwich-New London, CT	49	68	110	137	28	87	18	63	30	87
Ocala, FL	162	167	136	102	161	166	161	165	45	65
Ogden-Clearfield, UT	135	127	127	141	62	83	160	163	164	148
Pensacola-Ferry Pass-Brent, FL	155	159	140	122	120	106	96	86	29	10

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RANKINGS FOR SMALL U.S. REGIONS (250,000–499,999 people), *continued*

	Singles (ages 20–29)		Professionals (ages 29–44)		Families with children		Empty-Nesters (ages 45–64)		Retirees (over 65)	
	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy
Peoria, IL	98	60	116	91	118	118	99	106	116	103
Port St. Lucie-Fort Pierce, FL	153	161	160	156	148	157	105	132	14	29
Provo-Orem, UT	67	88	15	58	23	38	154	156	152	137
Reading, PA	148	128	149	155	73	119	108	136	94	83
Reno-Sparks, NV	58	101	16	82	141	156	92	128	134	154
Roanoke, VA	143	126	123	114	107	82	64	37	35	34
Rockford, IL	145	132	76	128	136	142	156	160	159	160
Salem, OR	138	139	121	150	145	158	148	161	139	155
Salinas, CA	97	145	91	148	79	134	140	157	55	116
Santa Barbara-Santa Maria, CA	8	44	33	108	31	98	53	122	2	37
Santa Rosa-Petaluma, CA	14	54	47	120	45	108	16	72	13	58
Savannah, GA	61	110	98	116	137	148	143	152	137	152
Shreveport-Bossier City, LA	156	151	153	139	167	165	159	153	141	134
South Bend-Mishawaka, IN-MI	140	150	155	151	151	128	132	108	155	150
Spartanburg, SC	139	123	113	94	153	145	144	137	156	158
Spokane, WA	68	90	142	154	143	147	61	87	143	159
Springfield, MO	149	152	143	136	140	130	150	143	158	149
Tallahassee, FL	32	63	124	126	139	151	139	148	127	139
Trenton-Ewing, NJ	10	7	89	133	6	40	13	62	9	41
Utica-Rome, NY	115	108	146	144	133	154	135	154	104	136
Vallejo-Fairfield, CA	109	149	148	163	88	141	122	149	89	142
Visalia-Porterville, CA	151	155	151	161	123	152	164	167	162	166
Wilmington, NC	49	89	115	120	159	164	48	94	104	145
Winston-Salem, NC	99	79	69	59	124	100	83	54	87	124
York-Hanover, PA	152	143	159	159	103	125	125	133	129	107

Note: N=167

Source: Analysis and rankings by Kevin Stolarick. Data from the 2005 American Communities Survey of the U.S. Bureau of the Census and other sources.

Appendix D: Regional Rankings by Life Stage for Gay and Lesbian Households

RANKINGS FOR LARGE U.S. REGIONS (more than 1 million people)

	Singles (ages 20–29)		Professionals (ages 29–44)		Families with children		Empty-Nesters (ages 45–64)		Retirees (over 65)	
	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy
	Atlanta-Sandy Springs-Marietta, GA	59	70	90	73	43	24	90	70	100
Austin-Round Rock, TX	16	6	9	15	16	1	22	3	63	63
Baltimore-Towson, MD	30	25	16	6	13	26	7	13	24	16
Birmingham-Hoover, AL	146	139	149	113	116	86	143	127	121	119
Boston-Cambridge-Quincy, MA-NH	7	15	35	61	8	22	10	23	8	23
Buffalo-Niagara Falls, NY	90	84	97	76	86	115	99	119	95	103
Charlotte-Gastonia-Concord, NC-SC	96	74	52	31	97	53	103	60	113	133
Chicago-Naperville-Joliet, IL-IN-WI	62	57	119	125	30	32	63	70	61	73
Cincinnati-Middletown, OH-KY-IN	124	77	95	72	98	66	112	86	128	100
Cleveland-Elyria-Mentor, OH	81	80	88	82	72	58	83	77	47	45
Columbus, OH	31	14	6	7	60	53	43	34	72	84
Dallas-Fort Worth-Arlington, TX	73	71	47	56	49	18	91	53	107	76
Denver-Aurora, CO	31	23	20	26	46	43	50	45	78	74
Detroit-Warren-Livonia, MI	109	89	133	127	115	119	135	130	124	113
Hartford-West Hartford-East Hartford, CT	21	4	4	4	4	7	6	8	17	28
Houston-Sugar Land-Baytown, TX	80	59	53	39	34	6	75	33	67	56
Indianapolis, IN	92	66	95	60	91	74	87	65	120	94
Jacksonville, FL	111	124	84	42	95	72	76	54	65	36
Kansas City, MO-KS	65	44	13	2	29	15	42	14	69	41
Las Vegas-Paradise, NV	82	108	93	110	130	127	57	73	111	114
Los Angeles-Long Beach-Santa Ana, CA	10	21	65	102	30	50	14	28	14	16
Louisville, KY-IN	140	117	142	117	127	111	101	87	138	126
Memphis, TN-MS-AR	118	123	57	38	135	115	99	81	122	108
Miami-Fort Lauderdale-Miami Beach, FL	69	105	106	120	106	120	73	93	15	14
Milwaukee-Waukesha-West Allis, WI	98	81	81	92	101	88	84	73	127	129
Minneapolis-St. Paul-Bloomington, MN-WI	28	9	9	10	17	10	11	2	77	63
Nashville-Davidson--Murfreesboro, TN	79	60	115	74	113	80	59	24	123	90
New Orleans-Metairie-Kenner, LA	122	116	137	98	127	117	136	121	97	60
New York-Northern New Jersey-Long Island, NY-NJ-PA	17	20	92	116	9	29	16	35	9	14
Oklahoma City, OK	131	96	69	26	140	106	140	113	140	130
Orlando-Kissimmee, FL	52	78	35	42	62	65	26	29	31	7
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	46	49	62	52	21	31	33	42	21	36
Phoenix-Mesa-Scottsdale, AZ	75	89	103	77	98	102	109	103	98	90
Pittsburgh, PA	118	79	126	83	89	64	104	78	74	31
Portland-Vancouver-Beaverton, OR-WA	26	35	22	30	66	77	29	35	43	69
Providence-New Bedford-Fall River, RI-MA	23	31	27	44	23	42	27	45	29	55
Richmond, VA	133	120	91	50	82	93	126	124	98	104
Riverside-San Bernardino-Ontario, CA	94	117	68	100	45	61	105	115	27	32
Sacramento--Arden-Arcade--Roseville, CA	31	51	15	33	23	39	40	55	18	18
Salt Lake City, UT	128	119	101	53	119	85	134	105	118	110
San Antonio, TX	31	62	28	64	26	46	56	89	26	43
San Diego-Carlsbad-San Marcos, CA	2	13	34	71	30	62	2	10	1	3
San Francisco-Oakland-Fremont, CA	12	15	3	12	6	20	18	40	3	4
San Jose-Sunnyvale-Santa Clara, CA	15	10	38	57	51	56	4	5	15	30
Seattle-Tacoma-Bellevue, WA	77	47	30	9	81	69	45	31	30	9
St. Louis, MO-IL	77	61	42	34	78	69	117	108	132	105
Tampa-St. Petersburg-Clearwater, FL	129	137	89	57	121	118	106	100	40	12
Virginia Beach-Norfolk-Newport News, VA-NC	104	120	33	35	60	58	91	96	83	58
Washington-Arlington-Alexandria, DC-VA-MD-WV	13	11	43	54	15	35	35	60	33	49

RANKINGS FOR MEDIUM-SIZED U.S. REGIONS (500,000–999,999 people)

	Singles (ages 20–29)		Professionals (ages 29–44)		Families with children		Empty-Nesters (ages 45–64)		Retirees (over 65)	
	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy
Akron, OH	54	54	85	85	85	63	65	43	96	79
Albany-Schenectady-Troy, NY	25	23	43	48	33	46	40	55	33	45
Albuquerque, NM	42	33	64	44	79	71	62	55	86	90
Allentown-Bethlehem-Easton, PA-NJ	92	74	120	119	53	58	78	92	54	25
Augusta-Richmond County, GA-SC	127	100	122	75	76	40	95	63	92	67
Bakersfield, CA	120	122	74	93	96	112	125	131	104	111
Baton Rouge, LA	109	96	138	88	125	105	132	109	117	98
Boise City-Nampa, ID	55	46	41	41	40	21	61	44	74	69
Bridgeport-Stamford-Norwalk, CT	1	1	1	1	3	8	1	4	2	2
Cape Coral-Fort Myers, FL	130	131	77	37	110	112	107	105	59	56
Charleston-North Charleston, SC	36	52	7	8	36	30	25	17	12	20
Colorado Springs, CO	48	50	77	93	71	49	97	82	93	111
Columbia, SC	66	64	46	23	70	41	51	21	65	61
Dayton, OH	99	86	70	67	112	98	97	80	115	95
Des Moines, IA	28	8	25	10	20	3	34	6	90	44
El Paso, TX	89	92	31	20	36	16	93	64	46	27
Fresno, CA	61	76	14	28	54	78	66	95	62	83
Grand Rapids-Wyoming, MI	84	58	121	96	73	88	82	100	108	93
Greensboro-High Point, NC	95	99	102	91	103	92	63	52	104	117
Greenville, SC	115	89	110	69	107	76	126	99	103	96
Harrisburg-Carlisle, PA	70	43	71	47	44	46	59	68	41	13
Honolulu, HI	18	28	58	80	52	91	9	22	7	7
Knoxville, TN	83	62	47	16	67	27	68	26	45	11
Lakeland, FL	113	125	99	49	87	100	101	104	31	29
Little Rock-North Little Rock, AR	114	107	111	65	123	86	110	76	116	81
Madison, WI	11	2	20	31	18	11	21	7	39	50
McAllen-Edinburg-Mission, TX	101	128	18	13	56	19	112	67	86	62
New Haven-Milford, CT	46	52	94	115	65	97	66	98	50	86
Omaha-Council Bluffs, NE-IA	67	41	23	24	63	25	46	12	109	82
Oxnard-Thousand Oaks-Ventura, CA	39	64	55	89	12	33	36	62	12	23
Palm Bay-Melbourne-Titusville, FL	71	98	62	36	68	68	76	84	21	6
Portland-South Portland-Biddeford, ME	8	12	2	3	7	4	3	1	10	1
Poughkeepsie-Newburgh-Middletown, NY	42	55	112	135	19	35	49	68	57	72
Raleigh-Cary, NC	22	7	40	29	10	9	23	15	42	53
Rochester, NY	24	26	32	39	22	23	14	10	35	26
Sarasota-Bradenton-Venice, FL	85	110	73	51	108	123	47	58	19	22
Scranton--Wilkes-Barre, PA	53	35	87	70	64	67	89	100	48	19
Springfield, MA	27	38	8	19	34	51	31	51	51	88
Stockton, CA	64	83	45	79	58	80	68	94	78	96
Syracuse, NY	44	30	74	65	59	44	48	37	53	21
Toledo, OH	35	17	11	18	74	57	20	9	86	65
Tucson, AZ	40	39	24	22	79	74	27	18	68	74
Tulsa, OK	56	42	38	14	47	17	52	16	64	54
Wichita, KS	57	35	17	5	47	28	54	30	89	47
Worcester, MA	4	5	12	25	2	2	13	18	5	5
Youngstown-Warren-Boardman, OH-PA	88	68	37	16	49	37	38	20	54	42

RANKINGS FOR SMALL U.S. REGIONS (250,000–499,999 people)

	Singles (ages 20–29)		Professionals (ages 29–44)		Families with children		Empty-Nesters (ages 45–64)		Retirees (over 65)	
	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy
	Anchorage, AK	37	45	107	144	90	134	30	91	134
Ann Arbor, MI	20	18	105	151	84	122	72	107	70	84
Asheville, NC	76	105	124	96	69	103	84	110	36	51
Atlantic City, NJ	137	149	163	165	139	162	128	155	152	161
Beaumont-Port Arthur, TX	167	167	159	147	166	164	167	166	162	160
Boulder, CO	3	19	51	112	28	52	23	48	56	99
Brownsville-Harlingen, TX	151	161	108	125	133	96	148	127	110	80
Canton-Massillon, OH	142	138	145	154	92	109	119	122	104	116
Charleston, WV	143	134	158	137	98	84	53	38	73	66
Chattanooga, TN-GA	161	147	154	130	160	152	156	142	161	152
Columbus, GA-AL	163	164	164	164	164	166	163	156	163	167
Corpus Christi, TX	101	130	151	152	145	114	129	96	133	100
Davenport-Moline-Rock Island, IA-IL	125	82	118	89	152	142	118	123	159	145
Deltona-Daytona Beach-Ormond Beach, FL	144	163	128	139	153	158	137	148	60	89
Duluth, MN-WI	126	111	127	123	136	139	86	111	157	156
Durham, NC	49	56	67	104	132	126	121	116	85	118
Erie, PA	97	95	81	99	57	83	57	88	74	39
Eugene-Springfield, OR	115	146	167	167	167	167	130	148	143	157
Evansville, IN-KY	157	134	109	78	126	124	144	138	139	128
Fayetteville, NC	150	162	122	145	143	132	145	141	151	159
Fayetteville-Springdale-Rogers, AR-MO	103	115	26	21	27	12	111	83	81	59
Flint, MI	132	103	152	158	151	150	138	143	146	149
Fort Collins-Loveland, CO	14	31	85	141	41	80	19	45	78	100
Fort Smith, AR-OK	165	165	144	114	137	108	157	136	149	158
Fort Wayne, IN	123	84	139	107	121	94	108	73	142	125
Green Bay, WI	38	21	19	62	13	13	37	25	71	68
Hickory-Lenoir-Morganton, NC	154	148	145	132	104	110	142	140	118	142
Huntington-Ashland, WV-KY-OH	164	156	132	83	137	132	151	151	130	138
Huntsville, AL	100	67	113	67	116	101	131	111	129	123
Jackson, MS	136	143	143	135	157	143	161	144	137	130
Kalamazoo-Portage, MI	111	93	130	142	146	140	114	120	150	161
Killeen-Temple-Fort Hood, TX	108	142	74	93	38	13	115	85	37	33
Kingsport-Bristol-Bristol, TN-VA	166	155	157	140	155	125	152	133	136	122
Lancaster, PA	104	112	115	124	41	104	32	89	83	76
Lansing-East Lansing, MI	115	113	162	163	140	145	147	158	155	151
Lexington-Fayette, KY	62	40	77	81	77	79	71	70	91	105
Lincoln, NE	41	28	55	101	114	95	70	40	152	136
Lubbock, TX	138	152	135	128	163	150	166	146	165	164
Manchester-Nashua, NH	8	34	49	122	1	5	17	32	11	10
Mobile, AL	152	150	148	149	161	157	165	159	154	132
Modesto, CA	147	159	155	162	149	165	150	167	147	165
Montgomery, AL	153	136	130	86	158	156	153	145	159	141
Naples-Marco Island, FL	135	144	129	129	118	135	81	118	28	52
Norwich-New London, CT	19	27	97	133	11	55	8	50	20	69
Ocala, FL	159	166	77	46	148	154	148	162	44	78
Ogden-Clearfield, UT	144	140	153	157	83	106	158	160	158	139
Pensacola-Ferry Pass-Brent, FL	149	157	133	109	105	99	124	113	57	34

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RANKINGS FOR SMALL U.S. REGIONS (250,000–499,999 people), *continued*

	Singles (ages 20–29)		Professionals (ages 29–44)		Families with children		Empty-Nesters (ages 45–64)		Retirees (over 65)	
	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy	Overall	Best Buy
Peoria, IL	107	73	136	106	108	120	123	126	135	124
Port St. Lucie-Fort Pierce, FL	139	160	141	146	120	136	80	117	23	36
Provo-Orem, UT	91	109	53	105	38	44	154	157	145	127
Reading, PA	141	126	149	155	88	128	115	139	112	105
Reno-Sparks, NV	58	103	29	103	146	159	96	135	114	147
Roanoke, VA	106	87	104	86	54	33	74	48	38	48
Rockford, IL	158	145	140	159	156	161	164	163	167	166
Salem, OR	87	94	66	118	129	147	88	131	100	134
Silinas, CA	72	133	60	138	92	137	119	150	51	121
Santa Barbara-Santa Maria, CA	51	102	81	143	94	138	94	137	48	120
Santa Rosa-Petaluma, CA	6	48	5	63	25	88	12	66	4	35
Savannah, GA	74	126	113	131	150	149	139	147	126	148

Appendix E: Place Finder

Rate each category on a 1–5 scale where
1 is lowest and 5 is highest

Current Place	Option 1	Option 2	Option 3
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OPPORTUNITY

Economic Conditions	How are overall economic conditions?			
Job Market	Does the place offer good jobs and good salaries in your field?			
Professional Development	How available are the professional development resources that you need in your life and career?			
Networking	Do you have a professional network already established; if not, how easy is it to access and build one?			
Subtotal				

BASIC SERVICES

Education	Does the place offer educational options that meet the needs of you and your family?			
Health and Safety	Does the place meet your criteria for safety and healthcare?			
Housing	Does the place have housing that you like at a price you can afford?			
Connectivity	Is the place connected—locally, globally, and digitally—in the ways that most matter to you?			
Subtotal				

LEADERSHIP

Politics	Do political leaders inspire your trust and confidence?			
Business	Are business leaders the type you admire and have confidence in?			
Diversity	Is leadership diverse – by gender, race, age, ethnicity, sexual orientation and other factors?			
Access and engagement	How open and inclusive is the decision-making process?			
Subtotal				

Current Place	Option 1	Option 2	Option 3
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VALUES

Tolerance	How are people of different races, ethnicities, religions, and lifestyles treated?			
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Trust	Do people generally trust one another?			
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Self-expression	Can you be yourself there?			
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People Climate	How does the place value people?			
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Subtotal

AESTHETICS AND LIFESTYLE

Physical Beauty	How do you rate the physical and natural beauty of the place?			
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Authenticity	Does the place have a unique character?			
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Amenities	Does the place have the arts, lifestyle, and recreational amenities you need?			
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Buzz	How does the "energy" of the place match yours?			
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Subtotal

TOTAL
