



# What is the Future of Housing

## Ipsos Study on Housing

Washington, DC, November 2, 2017 — The latest Ipsos release on behalf on what makes a great place to live is now available.

1. [Group A] When thinking of a place you would be willing to move to, how would you rate the following in terms of their importance in making that place a great place to live?

Overall cost of living

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	1%	1%
2	*	1%	1%	*	1%	*	1%	-	*	-	1%	*	*	*	1%	1%
3	1%	1%	-	*	*	1%	*	-	1%	1%	1%	1%	1%	1%	*	*
4	1%	2%	2%	1%	*	1%	1%	1%	1%	2%	2%	1%	2%	2%	2%	1%
5	8%	6%	6%	7%	6%	12%	10%	6%	8%	8%	18%	7%	8%	7%	10%	5%
6	7%	5%	7%	7%	4%	9%	6%	8%	7%	7%	15%	8%	9%	8%	8%	4%
7	14%	13%	12%	20%	12%	16%	12%	16%	10%	14%	21%	13%	17%	15%	16%	8%
8	19%	14%	21%	28%	19%	23%	21%	23%	12%	18%	13%	14%	23%	22%	17%	15%
9	16%	18%	18%	15%	18%	15%	15%	18%	13%	17%	7%	14%	17%	18%	15%	19%
10 – Extremely important	32%	39%	32%	21%	40%	21%	33%	28%	47%	32%	20%	41%	23%	26%	29%	46%
Mean	8.1	8.3	8.2	7.9	8.5	7.7	8.1	8.2	8.5	8.2	7.1	8.3	7.9	8.0	7.8	8.7

Crime rate

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	1%	1%	1%	2%	1%	2%	2%	1%	1%	*	2%	1%	1%	2%	3%	1%
2	1%	1%	*	1%	1%	2%	1%	-	*	1%	*	1%	*	1%	1%	*
3	1%	1%	*	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	.%	2%	1%
4	2%	1%	2%	3%	1%	2%	3%	1%	2%	3%	3%	5%	2%	2%	3%	1%
5	9%	5%	8%	9%	8%	14%	9%	7%	6%	9%	16%	10%	7%	10%	9%	5%
6	8%	4%	8%	9%	7%	10%	8%	9%	8%	6%	14%	7%	10%	7%	8%	6%
7	13%	9%	15%	20%	12%	15%	12%	17%	12%	10%	16%	11%	14%	15%	9%	8%
8	17%	12%	19%	20%	20%	18%	18%	23%	17%	17%	15%	14%	17%	19%	13%	17%
9	15%	15%	15%	12%	14%	13%	16%	15%	13%	16%	9%	17%	19%	14%	16%	16%
10 – Extremely important	33%	51%	32%	21%	35%	22%	30%	26%	40%	37%	24%	34%	30%	30%	36%	43%
Mean	8.0	8.6	8.1	7.5	8.1	7.4	7.8	8.0	8.2	8.2	7.3	8.0	8.1	7.9	7.9	8.5

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### Quality public schools

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	11%	6%	13%	9%	17%	13%	17%	24%	5%	6%	7%	9%	5%	7%	9%	14%
2	2%	3%	4%	2%	5%	2%	2%	4%	2%	1%	2%	3%	1%	2%	3%	3%
3	3%	2%	4%	2%	4%	4%	4%	4%	2%	2%	2%	3%	3%	3%	*	2%
4	4%	4%	4%	2%	4%	2%	4%	4%	6%	4%	6%	3%	4%	4%	7%	4%
5	13%	9%	13%	13%	12%	17%	15%	11%	7%	10%	27%	14%	17%	15%	12%	9%
6	11%	8%	10%	11%	7%	10%	9%	9%	8%	12%	17%	12%	18%	9%	12%	8%
7	14%	12%	13%	16%	13%	17%	12%	12%	13%	16%	15%	12%	17%	14%	14%	9%
8	15%	11%	13%	22%	13%	15%	12%	13%	18%	20%	10%	17%	17%	17%	13%	12%
9	9%	13%	10%	12%	8%	8%	10%	8%	12%	9%	4%	9%	8%	12%	7%	12%
10 – Extremely important	18%	32%	16%	12%	16%	11%	15%	11%	27%	20%	9%	19%	10%	18%	24%	26%
Mean	6.5	7.4	6.2	6.7	5.9	6.1	6.0	5.4	7.4	7.1	6.0	6.6	6.6	6.9	6.8	6.7

### Climate

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	2%	6%	2%	3%	3%	4%	3%	3%	3%	*	2%	1%	1%	1%	2%	2%
2	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	*	1%	1%	1%
3	1%	2%	1%	2%	1%	2%	3%	3%	1%	*	1%	2%	2%	1%	1%	1%
4	3%	4%	2%	2%	3%	2%	3%	4%	3%	3%	3%	3%	3%	3%	2%	3%
5	13%	11%	11%	12%	12%	15%	12%	16%	15%	12%	21%	12%	11%	11%	17%	9%
6	13%	10%	14%	11%	11%	11%	14%	16%	15%	11%	19%	12%	15%	12%	10%	9%
7	18%	14%	18%	22%	18%	22%	14%	21%	12%	18%	20%	12%	21%	20%	17%	15%
8	18%	18%	20%	26%	17%	18%	16%	16%	18%	21%	15%	18%	17%	19%	14%	18%
9	12%	12%	14%	10%	13%	11%	13%	8%	12%	14%	6%	14%	15%	14%	12%	15%
10 – Extremely important	18%	22%	17%	11%	22%	14%	20%	12%	19%	20%	12%	26%	14%	18%	23%	28%
Mean	7.3	7.1	7.4	7.1	7.4	7.0	7.2	6.7	7.1	7.6	6.7	7.6	7.2	7.5	7.3	7.8

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### How engaged residents are in their community

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	6%	8%	4%	6%	6%	14%	6%	5%	5%	3%	7%	3%	3%	4%	6%	8%
2	2%	4%	2%	3%	3%	2%	1%	2%	3%	1%	3%	3%	1%	2%	2%	4%
3	4%	5%	4%	2%	5%	7%	5%	2%	5%	4%	5%	2%	4%	3%	4%	5%
4	6%	4%	5%	3%	5%	6%	7%	7%	7%	5%	9%	7%	5%	5%	6%	4%
5	20%	17%	19%	19%	19%	28%	20%	18%	21%	14%	34%	17%	16%	23%	20%	17%
6	17%	12%	16%	16%	16%	14%	17%	18%	17%	17%	20%	15%	22%	17%	17%	12%
7	17%	14%	21%	23%	17%	13%	16%	18%	13%	23%	11%	16%	20%	19%	17%	14%
8	13%	18%	15%	15%	14%	9%	10%	14%	13%	15%	5%	15%	14%	12%	13%	18%
9	7%	9%	6%	6%	7%	4%	6%	6%	7%	9%	2%	8%	8%	7%	7%	9%
10 – Extremely important	9%	9%	7%	7%	9%	4%	10%	8%	9%	10%	4%	16%	6%	9%	9%	9%
Mean	6.2	6.2	6.3	6.2	6.2	5.2	6.1	6.2	6.1	6.6	5.3	6.7	6.4	6.3	6.2	6.2

### Access to Quality healthcare

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	1%	1%	1%	2%	1%	1%	2%	2%	-	1%	2%	*	1%	1%	*	2%
2	1%	1%	1%	-	1%	1%	*	-	1%	1%	1%	1%	*	*	1%	1%
3	1%	2%	1%	1%	1%	1%	1%	1%	1%	*	2%	2%	1%	*	1%	*
4	2%	2%	2%	1%	1%	1%	2%	1%	1%	2%	3%	2%	2%	1%	3%	2%
5	10%	6%	10%	10%	7%	13%	12%	9%	7%	8%	23%	11%	8%	10%	8%	7%
6	9%	6%	8%	11%	6%	10%	8%	9%	8%	5%	18%	9%	13%	8%	10%	8%
7	15%	11%	15%	18%	12%	20%	15%	19%	9%	15%	19%	13%	18%	13%	15%	11%
8	18%	15%	18%	25%	17%	18%	18%	22%	15%	20%	13%	14%	21%	22%	16%	16%
9	15%	14%	16%	15%	15%	15%	13%	14%	19%	17%	6%	14%	18%	18%	17%	17%
10 – Extremely important	29%	44%	28%	18%	39%	19%	29%	24%	39%	31%	14%	35%	18%	26%	29%	37%
Mean	7.9	8.3	7.9	7.6	8.3	7.5	7.8	7.8	8.4	8.1	6.7	8.0	7.7	8.0	7.9	8.2

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## Racial and ethnic diversity

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	12%	18%	9%	10%	13%	16%	12%	11%	20%	8%	11%	11%	7%	7%	18%	12%
2	3%	3%	3%	4%	5%	3%	3%	4%	4%	3%	2%	3%	3%	3%	2%	2%
3	5%	6%	4%	3%	5%	4%	6%	4%	5%	4%	6%	5%	5%	3%	5%	4%
4	6%	5%	6%	5%	4%	6%	6%	5%	5%	5%	8%	6%	8%	6%	8%	3%
5	21%	15%	22%	21%	20%	24%	20%	21%	19%	21%	34%	20%	23%	23%	18%	16%
6	14%	12%	12%	13%	11%	14%	15%	14%	13%	18%	17%	14%	19%	18%	14%	12%
7	13%	11%	18%	17%	15%	12%	12%	14%	8%	13%	10%	13%	14%	14%	12%	11%
8	10%	10%	13%	14%	11%	8%	10%	10%	8%	11%	5%	9%	9%	11%	8%	12%
9	6%	7%	6%	6%	6%	5%	6%	6%	6%	8%	2%	4%	6%	5%	6%	10%
10 – Extremely important	10%	13%	9%	8%	11%	7%	9%	10%	11%	9%	5%	14%	7%	9%	11%	17%
Mean	5.7	5.6	6.0	5.9	5.7	5.3	5.6	5.8	5.2	6.0	5.2	5.9	5.8	6.0	5.4	6.3

## Public transportation

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	3%	1%	4%	3%	7%	4%	3%	4%	1%	1%	2%	1%	1%	2%	2%	15%
2	1%	2%	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	4%
3	2%	2%	3%	2%	3%	1%	2%	2%	*	2%	1%	1%	1%	1%	2%	5%
4	3%	3%	4%	3%	3%	3%	5%	3%	3%	4%	3%	2%	2%	2%	4%	6%
5	11%	8%	10%	10%	12%	18%	12%	9%	11%	10%	18%	12%	7%	11%	10%	13%
6	11%	8%	11%	11%	10%	11%	9%	12%	8%	11%	16%	12%	10%	9%	8%	13%
7	15%	14%	15%	19%	16%	17%	13%	15%	10%	19%	18%	15%	14%	17%	14%	10%
8	17%	15%	20%	20%	15%	17%	15%	22%	14%	18%	16%	17%	22%	21%	17%	11%
9	14%	17%	12%	14%	10%	13%	16%	13%	19%	13%	8%	14%	19%	14%	13%	11%
10 – Extremely important	22%	31%	20%	16%	20%	14%	24%	20%	32%	21%	18%	25%	24%	22%	29%	14%
Mean	7.3	7.9	7.2	7.3	6.8	6.9	7.4	7.4	8.0	7.5	7.0	7.7	7.9	7.6	7.7	5.9

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#### Available jobs

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	4%	4%	4%	5%	5%	7%	8%	8%	2%	1%	4%	1%	1%	3%	5%	5%
2	1%	1%	1%	1%	3%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%
3	2%	3%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%
4	3%	3%	2%	2%	2%	4%	4%	2%	1%	2%	4%	3%	2%	3%	3%	2%
5	11%	7%	10%	13%	11%	15%	11%	9%	6%	8%	25%	11%	9%	11%	9%	7%
6	10%	8%	9%	9%	5%	11%	10%	9%	3%	12%	18%	8%	16%	10%	12%	8%
7	13%	8%	14%	18%	12%	12%	16%	16%	11%	14%	19%	7%	16%	13%	14%	10%
8	16%	12%	18%	21%	17%	21%	14%	20%	9%	20%	11%	15%	18%	18%	14%	16%
9	14%	14%	15%	15%	11%	11%	15%	14%	14%	14%	5%	16%	16%	15%	15%	16%
10 – Extremely important	26%	40%	25%	14%	31%	16%	18%	20%	49%	28%	13%	37%	19%	25%	24%	34%
Mean	7.5	7.9	7.5	7.1	7.5	6.9	6.9	7.1	8.4	7.8	6.5	8.0	7.5	7.6	7.3	7.8

#### Daily commute times

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	4%	2%	5%	3%	6%	4%	5%	7%	1%	2%	3%	2%	1%	1%	4%	7%
2	1%	1%	1%	1%	2%	1%	2%	1%	*	1%	1%	1%	*	*	1%	1%
3	2%	3%	2%	*	3%	1%	2%	1%	1%	2%	1%	4%	1%	*	1%	1%
4	3%	4%	2%	2%	1%	2%	2%	2%	1%	3%	3%	4%	2%	2%	6%	3%
5	11%	8%	11%	8%	12%	13%	10%	10%	9%	10%	20%	12%	8%	10%	10%	10%
6	10%	9%	11%	8%	10%	9%	9%	10%	4%	13%	17%	13%	13%	8%	7%	8%
7	16%	12%	18%	17%	13%	18%	13%	17%	16%	18%	19%	13%	18%	17%	16%	13%
8	19%	15%	18%	25%	19%	19%	20%	20%	18%	21%	15%	16%	21%	21%	17%	19%
9	14%	16%	13%	20%	12%	17%	15%	13%	15%	12%	7%	13%	17%	15%	11%	15%
10 – Extremely important	22%	31%	19%	16%	21%	16%	23%	19%	34%	19%	15%	24%	19%	25%	26%	23%
Mean	7.4	7.8	7.2	7.6	7.1	7.3	7.4	7.1	8.1	7.4	6.8	7.4	7.6	7.8	7.4	7.3

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### Ability to afford housing that meets your/your family's needs

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	1%	1%	1%	*	1%	2%	2%	1%	*	1%	3%	1%	1%	1%	1%	2%
2	1%	*	1%	*	1%	*	1%	-	*	*	1%	*	*	*	1%	*
3	1%	1%	*	*	1%	1%	1%	-	*	*	1%	1%	*	1%	1%	-
4	2%	3%	1%	*	*	2%	4%	1%	*	2%	3%	2%	1%	1%	3%	1%
5	9%	4%	7%	8%	7%	13%	9%	6%	7%	9%	26%	10%	8%	9%	7%	5%
6	8%	6%	7%	8%	6%	6%	6%	6%	7%	8%	19%	9%	13%	8%	8%	5%
7	12%	9%	13%	16%	11%	14%	10%	13%	10%	13%	16%	11%	18%	11%	13%	8%
8	17%	11%	20%	26%	16%	22%	19%	20%	8%	20%	10%	13%	19%	22%	12%	13%
9	15%	18%	16%	17%	15%	14%	13%	16%	16%	15%	6%	15%	16%	16%	18%	16%
10 – Extremely important	35%	46%	35%	23%	42%	27%	36%	36%	51%	31%	14%	38%	23%	31%	36%	50%
Mean	8.1	8.5	8.2	8.0	8.4	7.8	8.0	8.3	8.7	8.0	6.6	8.1	7.8	8.1	8.1	8.7

### A mix of housing options (newer and older homes, rentals, etc.)

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	5%	3%	7%	8%	6%	12%	4%	8%	3%	2%	4%	3%	1%	2%	5%	6%
2	2%	2%	2%	2%	1%	5%	1%	3%	1%	2%	1%	1%	-	1%	4%	3%
3	3%	3%	4%	3%	2%	3%	2%	3%	2%	2%	2%	2%	2%	1%	5%	3%
4	4%	2%	4%	6%	4%	5%	4%	6%	3%	2%	4%	3%	3%	4%	6%	4%
5	17%	12%	17%	18%	16%	27%	16%	20%	17%	13%	28%	12%	12%	15%	16%	14%
6	14%	11%	16%	11%	14%	15%	13%	17%	12%	12%	22%	17%	16%	13%	12%	13%
7	18%	13%	19%	22%	18%	12%	17%	17%	19%	20%	17%	15%	21%	19%	19%	15%
8	15%	17%	15%	16%	16%	11%	13%	13%	11%	19%	9%	18%	18%	21%	16%	13%
9	9%	13%	6%	7%	8%	4%	9%	5%	13%	11%	4%	9%	13%	9%	6%	11%
10 – Extremely important	14%	24%	10%	6%	15%	5%	19%	8%	20%	16%	9%	20%	14%	15%	12%	19%
Mean	6.6	7.3	6.3	6.1	6.7	5.3	6.9	6.0	7.1	7.1	6.1	7.2	7.2	7.1	6.4	6.8

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### Access to higher education options

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	10%	4%	11%	12%	15%	15%	13%	20%	7%	5%	8%	12%	4%	5%	10%	13%
2	3%	1%	3%	2%	4%	4%	3%	4%	3%	2%	2%	1%	1%	2%	3%	4%
3	4%	3%	3%	3%	4%	4%	4%	5%	4%	2%	3%	4%	2%	2%	4%	3%
4	5%	4%	6%	4%	4%	4%	5%	6%	5%	4%	6%	5%	5%	4%	5%	6%
5	15%	9%	15%	14%	13%	19%	15%	14%	14%	12%	30%	14%	14%	15%	17%	12%
6	13%	9%	12%	11%	10%	12%	14%	12%	14%	13%	17%	15%	17%	13%	12%	9%
7	15%	11%	17%	19%	14%	15%	13%	14%	14%	16%	14%	16%	19%	15%	16%	13%
8	14%	12%	12%	18%	12%	13%	12%	11%	19%	18%	8%	13%	18%	17%	13%	13%
9	8%	13%	8%	9%	7%	6%	7%	6%	8%	12%	4%	7%	10%	11%	8%	9%
10 – Extremely important	14%	33%	13%	8%	16%	7%	12%	9%	13%	15%	8%	13%	10%	15%	13%	18%
Mean	6.3	7.6	6.1	6.2	6.0	5.6	5.9	5.3	6.4	6.9	5.7	6.1	6.7	6.7	6.1	6.3

### Proximity to people in similar life stages (retirees, young families, etc.)

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	6%	10%	6%	5%	6%	10%	5%	7%	5%	4%	6%	4%	2%	5%	7%	6%
2	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	1%	3%	1%	2%	3%	2%
3	3%	4%	3%	3%	4%	5%	3%	3%	3%	4%	4%	3%	3%	2%	6%	3%
4	5%	3%	5%	5%	3%	5%	6%	6%	4%	3%	7%	5%	5%	4%	6%	5%
5	19%	17%	19%	20%	17%	24%	18%	19%	17%	17%	31%	18%	16%	22%	15%	14%
6	16%	10%	16%	14%	15%	15%	16%	18%	13%	16%	20%	16%	19%	15%	16%	15%
7	17%	15%	22%	21%	18%	15%	15%	18%	20%	17%	14%	15%	21%	16%	18%	15%
8	14%	16%	15%	16%	17%	13%	13%	13%	15%	17%	7%	11%	16%	17%	11%	15%
9	8%	9%	6%	7%	8%	5%	10%	5%	8%	9%	3%	11%	9%	9%	7%	10%
10 – Extremely important	10%	13%	7%	8%	9%	6%	11%	9%	11%	11%	6%	15%	8%	9%	12%	15%
Mean	6.3	6.3	6.2	6.4	6.4	5.7	6.4	6.1	6.5	6.6	5.7	6.6	6.6	6.4	6.2	6.7

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Amenities like cultural institutions, parks, farmers markets

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
1 – Not important at all	3%	2%	3%	2%	4%	5%	4%	4%	1%	3%	3%	*	1%	1%	4%	5%
2	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
3	2%	3%	2%	2%	4%	3%	1%	3%	3%	1%	2%	1%	1%	1%	4%	3%
4	4%	3%	4%	4%	3%	3%	5%	3%	4%	3%	5%	4%	2%	2%	6%	4%
5	14%	10%	14%	13%	12%	18%	14%	13%	11%	13%	28%	16%	9%	14%	13%	11%
6	14%	10%	14%	15%	14%	14%	13%	15%	14%	14%	20%	8%	14%	15%	13%	13%
7	20%	19%	21%	23%	20%	22%	19%	23%	19%	22%	20%	17%	20%	21%	18%	16%
8	18%	17%	19%	22%	18%	18%	16%	18%	20%	20%	9%	21%	21%	20%	18%	15%
9	11%	15%	11%	8%	8%	8%	11%	10%	12%	10%	4%	11%	16%	11%	8%	12%
10 – Extremely important	14%	20%	10%	9%	15%	10%	15%	10%	15%	13%	7%	21%	16%	14%	14%	19%
Mean	7.0	7.4	6.9	6.9	6.8	6.6	7.0	6.8	7.2	7.1	6.1	7.4	7.6	7.2	6.7	7.0

2. [Group B] When thinking of a place you would be willing to move to, how would you rate the following in terms of their importance in making that place a great place to live? (Rank order)

	Total	AR	AU	BE	CA	FR	DE	GB	HU	IT	JP	PL	KR	ES	SE	US
Cost of Living	1	2	1	2	1	1	1	1	2	1	1	1	1	1	2	1
Ability to afford housing that meets your/your family's needs	2	4	2	1	2	2	2	2	1	3	7	2	4	2	1	2
Crime Rate	3	1	3	5	4	6	3	3	6	2	3	4	3	4	3	3
Access to Quality healthcare	4	5	4	3	3	3	4	4	4	4	5	3	6	3	4	5
Available jobs	5	3	5	6	5	5	9	5	3	5	8	5	8	5	5	4
Daily commute times	6	7	8	4	6	4	5	7	5	7	4	10	7	6	6	7
Public transportation	7	6	7	7	8	7	6	6	7	8	2	7	2	7	7	15
Climate	8	12	6	8	7	8	10	9	12	6	6	6	10	8	9	6
Amenities like cultural institutions, parks, farmers markets	9	11	9	9	9	9	8	8	10	9	9	8	5	10	8	8
A mix of housing options (newer and older homes, rentals, etc.)	10	9	11	12	10	12	7	10	8	10	10	12	9	9	11	10
Quality public schools	11	8	10	10	12	10	13	13	9	11	12	9	12	11	10	9
Proximity to people in similar life stages (retirees, young families, etc.)	12	13	12	11	11	11	11	11	11	12	11	11	13	12	12	11
Access to higher education options	13	10	14	14	13	13	12	15	13	14	13	14	11	13	14	14
How engaged residents are in their community	14	14	13	13	14	15	15	11	14	13	14	13	14	15	13	12
Racial and ethnic diversity	15	15	15	15	15	14	14	14	15	15	15	15	15	14	15	13

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## About the Study

These are findings from an Ipsos Global @dvisor survey conducted monthly in 15 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden and the United States of America.

For the results of the survey presented herein, an international sample of 7,500 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed between August 25 and September 8, 2017. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Peru, Poland, South Korea, and Sweden, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website. The countries surveyed generate nationally representative samples in their countries.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

Country	Country Code
Argentina	AR
Australia	AU
Belgium	BE
Canada	CA
France	FR
Germany	DE
Great Britain	GB
Hungary	HU
Italy	IT
Japan	JP
Poland	PL
South Korea	KR
Spain	ES
Sweden	SE
US	US

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## About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

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### GAME CHANGERS

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We deliver with security, speed, simplicity and substance. We are Game Changers.

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The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

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