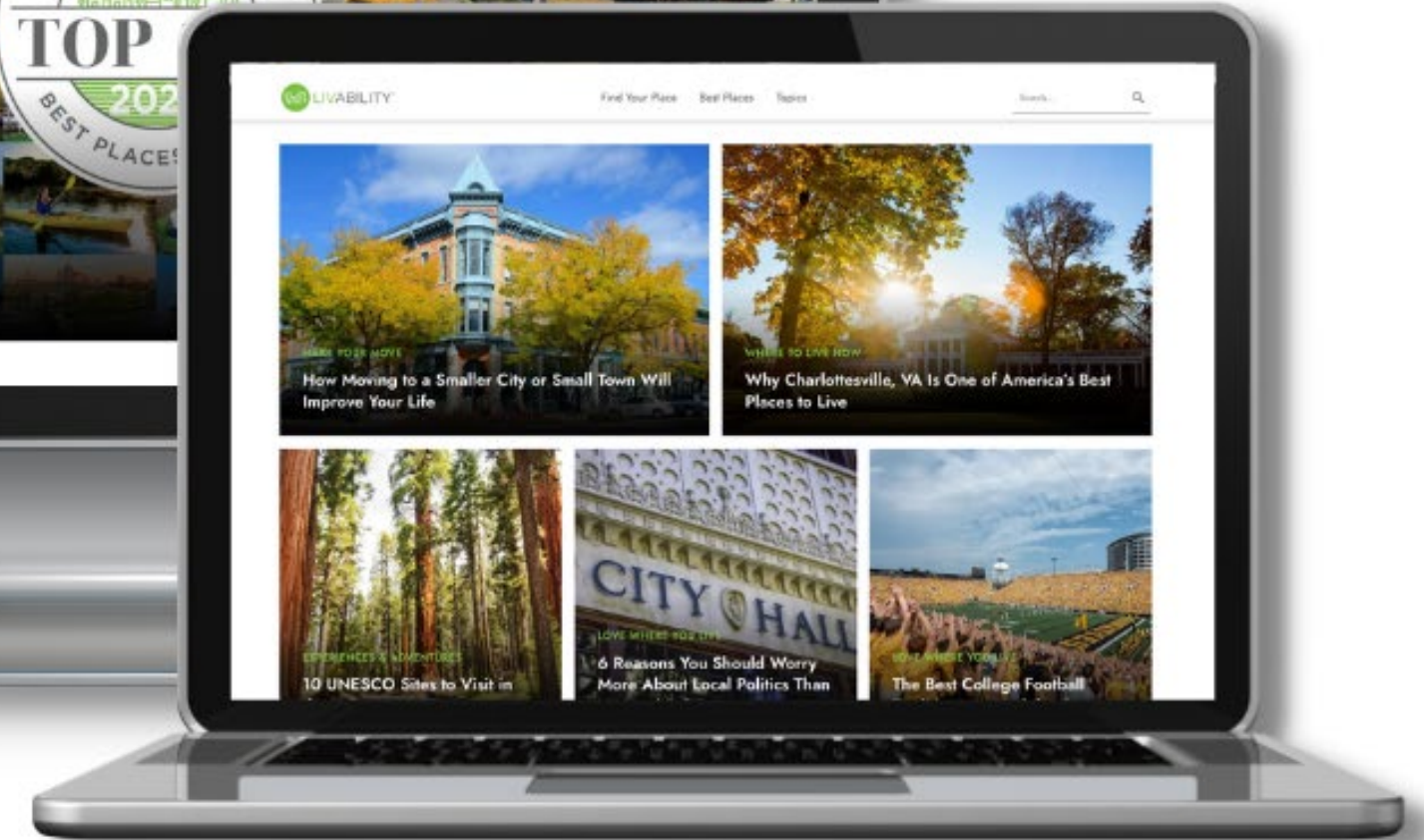
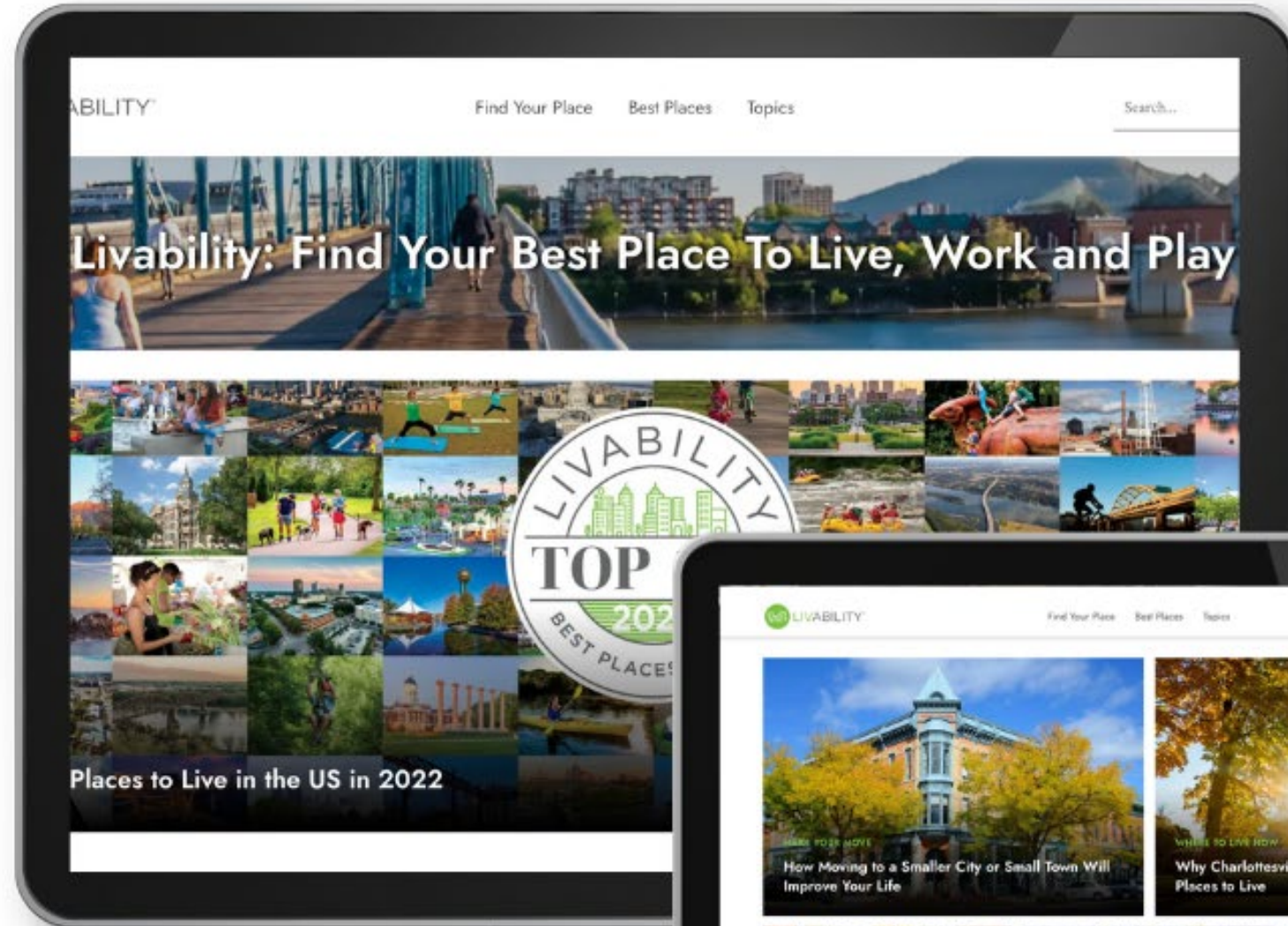


Welcome to ...

# WHAT TALENT WANTS IN A LOCATION

Insights from Amanda Ellis, Editor in Chief, [Livability.com](http://Livability.com)






WHO ARE WE?



# OUR RESEARCH

## THE NEW Affordability

7 Key Insights on How Money Impacts Moving Decisions

LIVABILITY MEDIA

→ SURVEY CONDUCTED BY IPSOS

## YOUR COMMUNITY & THE Great Outdoors



→ SURVEY CONDUCTED BY IPSOS

### KEY INSIGHT #1

In our past research on American relocation habits, climate consistently ranks as a top consideration when people are deciding where they'd like to live.

So we surveyed 1,000 diverse respondents to find out more about their weather preferences, outdoor hobbies and climate change concerns, plus how their relocation decisions tie in with these factors.

#### Top weather preferences?

|                             |     |
|-----------------------------|-----|
| Temperate .....             | 42% |
| Four distinct seasons ..... | 24% |
| Tropical and warm .....     | 21% |
| Mostly cold .....           | 9%  |

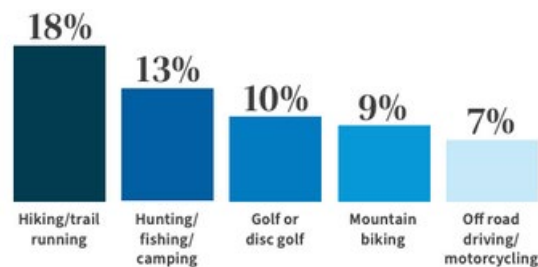


### KEY INSIGHT #2

More people than ever embraced the great outdoors during pandemic quarantines, and many continue to enjoy their newfound hobbies.


Almost half of respondents started a new outdoor hobby during the pandemic (45%) that they've continued to engage in.

#### The most popular activities were:



## Should I Stay OR SHOULD I GO?

What Drives People to Relocate or Ultimately Stay Put

LIVABILITY MEDIA

→ SURVEY CONDUCTED BY IPSOS



# WHY HAVE PEOPLE MOVED THROUGHOUT THEIR LIVES?



1

NEW JOB



2

EDUCATION/SCHOOL



3

FAMILY



4

FRESH START



5

TO CUT  
COSTS

---

# REMOTE WORKERS ...

- Diversify the local economy
- Spend money in your area
- Diversify local skillsets
- Probably are enthusiastic about your community





# WHAT ARE PEOPLE'S TOP RELOCATION PRIORITIES?



1

AFFORDABILITY



2

PROXIMITY TO FAMILY



3

CLIMATE



4

AMOUNT OF LIVING SPACE

---



Potential residents want to spend less on housing and/or get more for their money.

# AFFORDABILITY

69%

of adults say  
affordability is a top  
relocation  
consideration

47%

of adults say amount of living  
space for their money is a top  
relocation consideration

7 IN 10

people say a decrease  
in housing costs  
might inspire a move

20-29%

The minimum housing cost  
decrease people want to see  
to consider moving

# CONNECTIONS ARE KEY

You can't control where  
people's loved ones live,  
but you can help them  
forge connections.





*Meet Our*  
**INDYFLUENCERS**

Filter By:

Interests



Careers



**Riley Crandall**

He/Him/His

Mid-Career

[VIEW PROFILE](#)



**Alana Wilson**

She/Her/Hers

Early-in-Career

[VIEW PROFILE](#)



**David Frix**

He/Him/His

Mid-Career

[VIEW PROFILE](#)

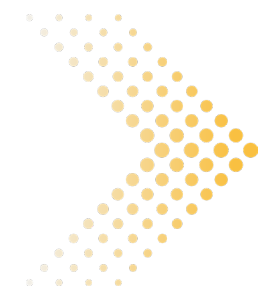


**Mia Townsend**

She/Her/Hers

Early-in-Career

[VIEW PROFILE](#)



# BOOMERANGS

 **BOOMERANG**  
— GREENSBORO —



**Missing your grandchildren?**  
We can help them move back to Greensboro.

 **BOOMERANG**  
— GREENSBORO —



**This lawyer is proud to call Greensboro home - again!**  
Let us help your family move back, too.



Local resource to  
recruit to  
**AMARILLO!**

**TAKEROOTINAMARILLO.COM**





# CLIMATE

42%

Preferred Temperate

24%

Preferred Four Distinct  
Seasons

21%

Preferred Tropical &  
Warm

9%

Preferred Mostly Cold

**SPRING AT PALO DURO CANYON**



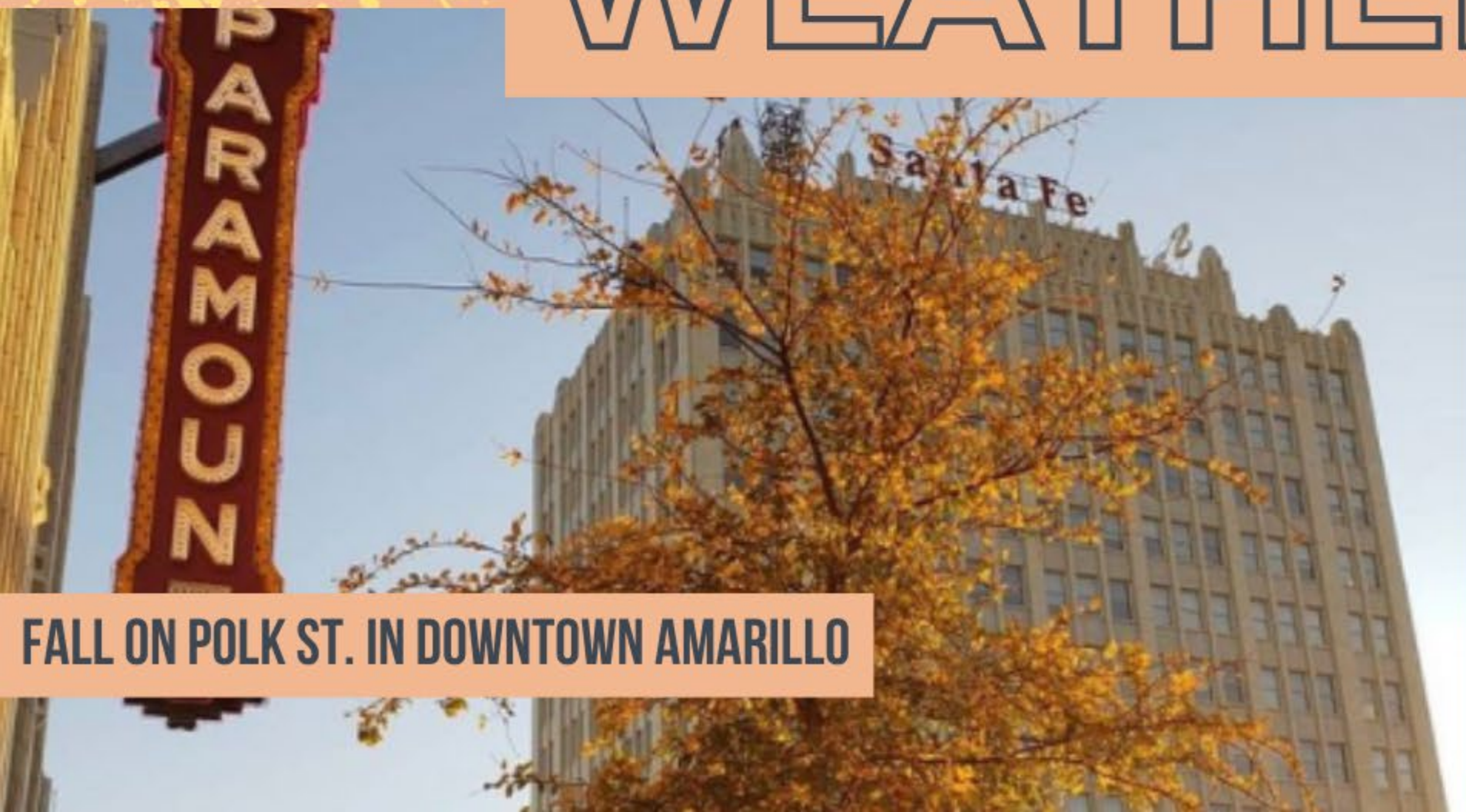
**SUMMER AT HODGETOWN**



# WEATHER

**SUNNY/PARTLY SUNNY 351 DAYS OUT OF THE YEAR**  
**EXPERIENCE ALL FOUR SEASONS**  
**LOW HUMIDITY, OCCASIONAL RAIN**

**FALL ON POLK ST. IN DOWNTOWN AMARILLO**



**WINTER AT POTTER COUNTY COURTHOUSE**





# GETTING OUTSIDE

45%

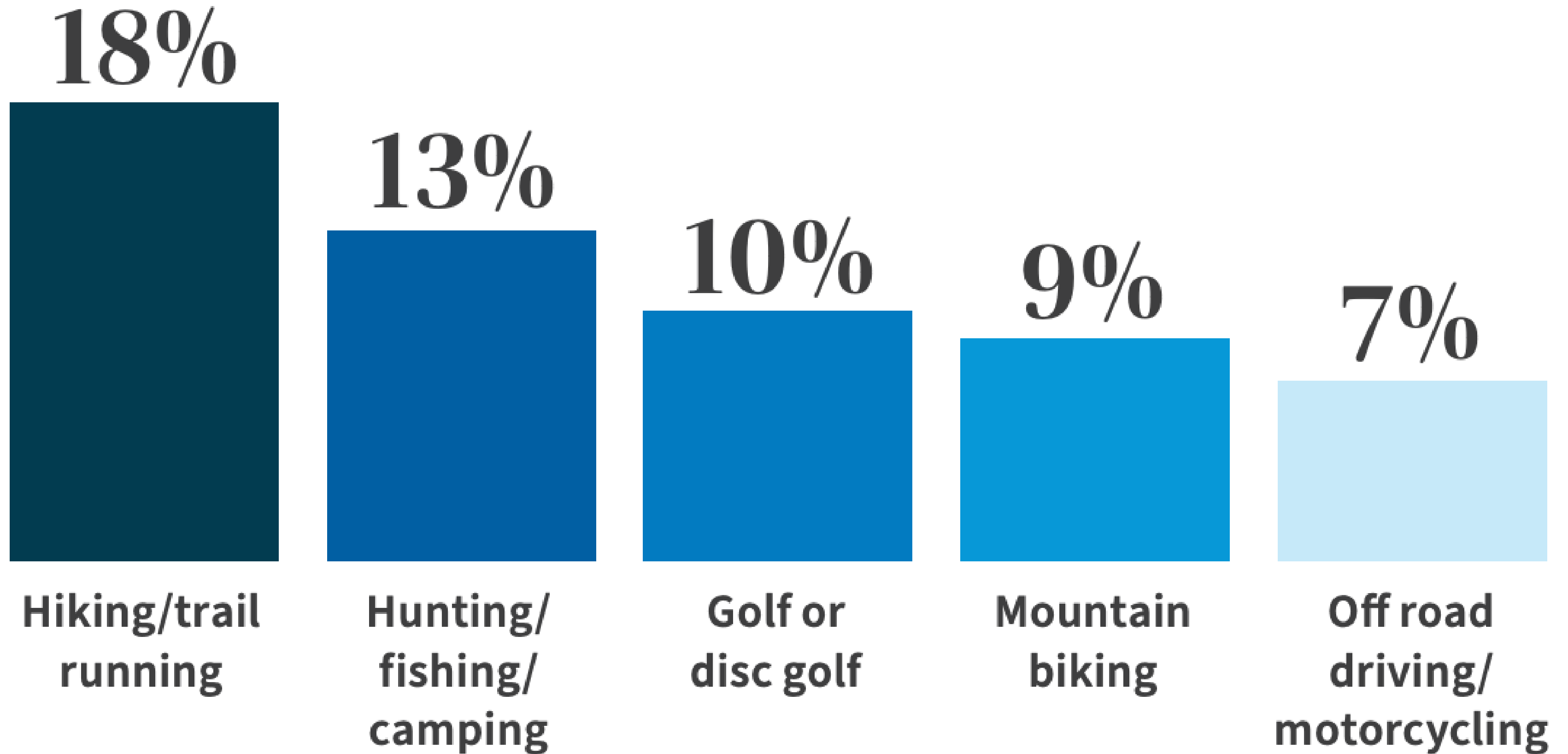
Started a new  
outdoor hobby  
during  
pandemic


44%

Said access to  
outdoor activities  
would influence  
where they live

---

# MOST POPULAR PANDEMIC & POST-PANDEMIC HOBBIES



A woman in a green shirt and black shorts stands on a paved plaza, holding a skateboard. She is looking up at a large, colorful abstract sculpture made of geometric shapes in red, orange, yellow, green, and blue. In the background, there is a river, a concrete retaining wall, and several tall city buildings under a clear blue sky.

Which of the following are important for you to have local access to from where you live?

**41%**

State/national parks

**40%**

Trails and hiking

**40%**

Rivers/lakes

**34%**

Beach

**27%**

Mountains

**11%**

Snow





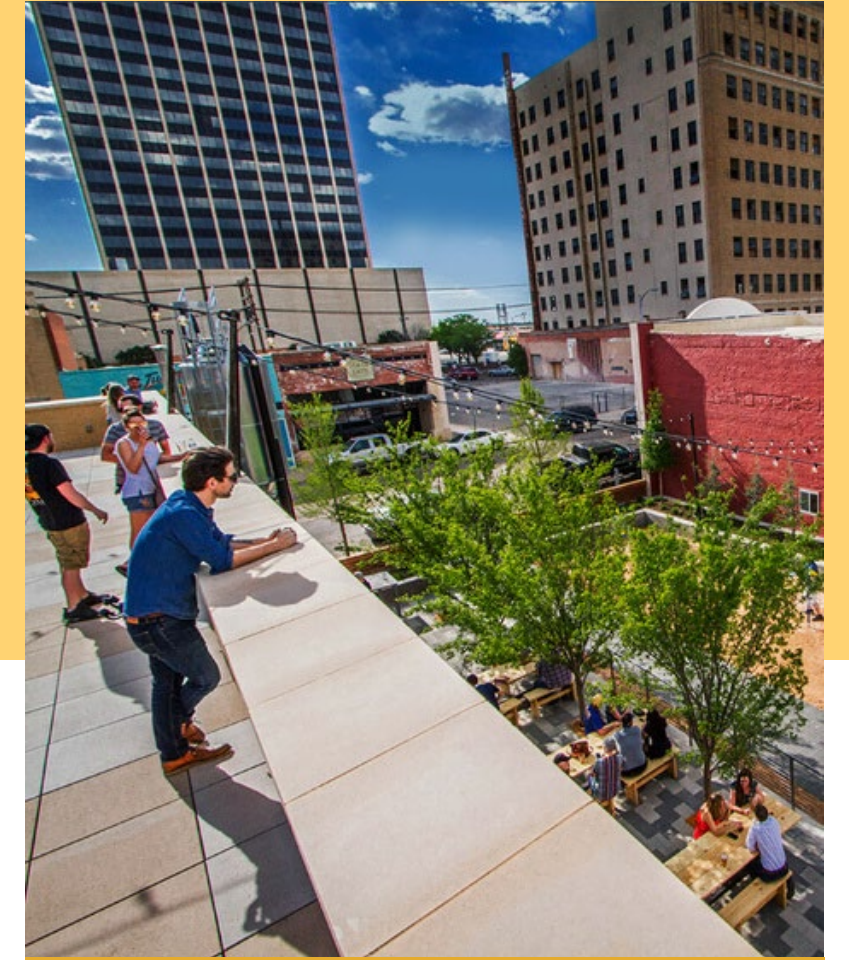
Future Career  
Opportunities



Moving  
Incentives



Ease of Getting  
Around



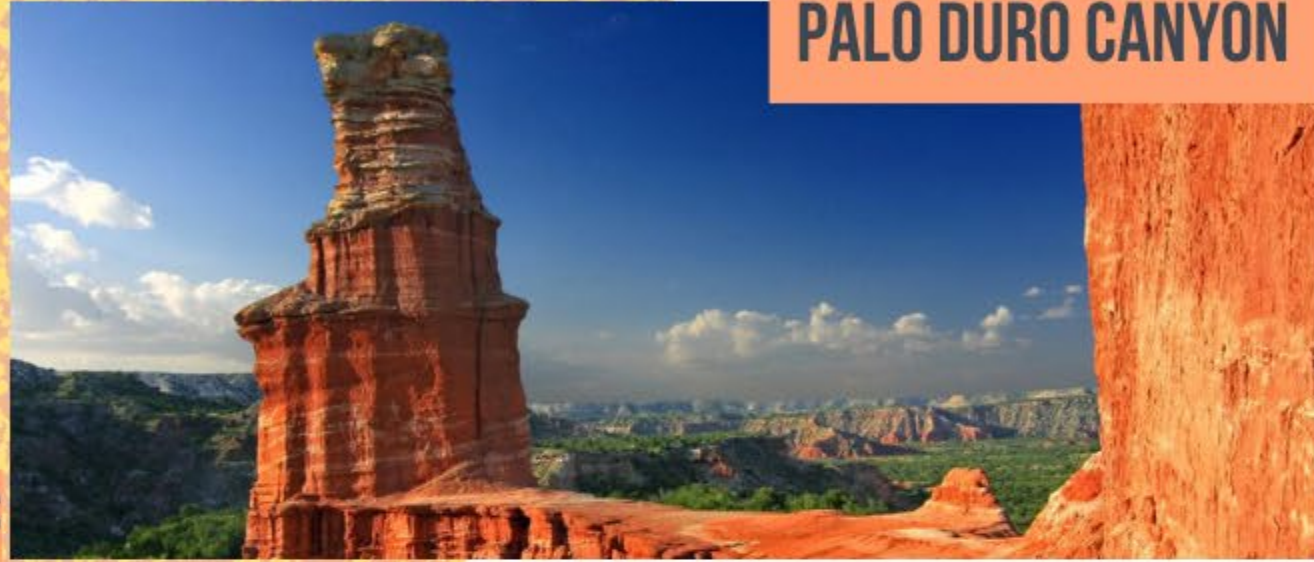
Quality of  
Life

# WHAT ELSE DOES TALENT WANT?

# THINGS TO DO



SPLASH PADS, POOLS, NEARBY LAKES



PALO DURO CANYON



PANHANDLE PLAINS  
HISTORICAL MUSEUM



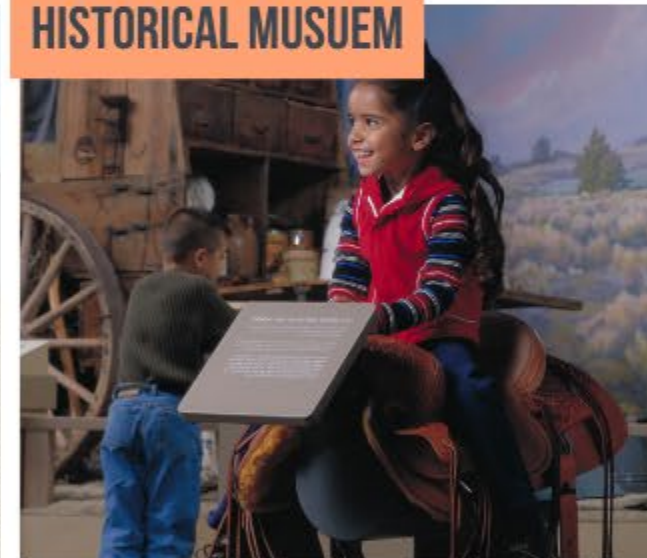
DISCOVERY CENTER



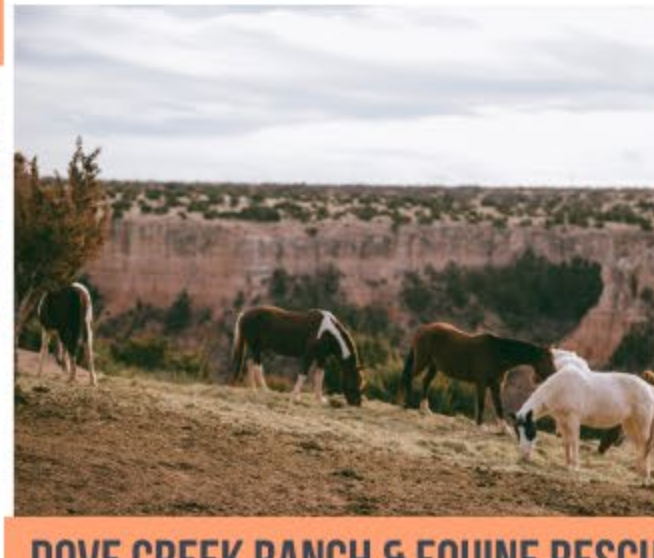
WONDERLAND PARK



AMARILLO HISPANIC CHAMBER'S  
ANNUAL FAJITA FESTIVAL



THE SOD POODLES



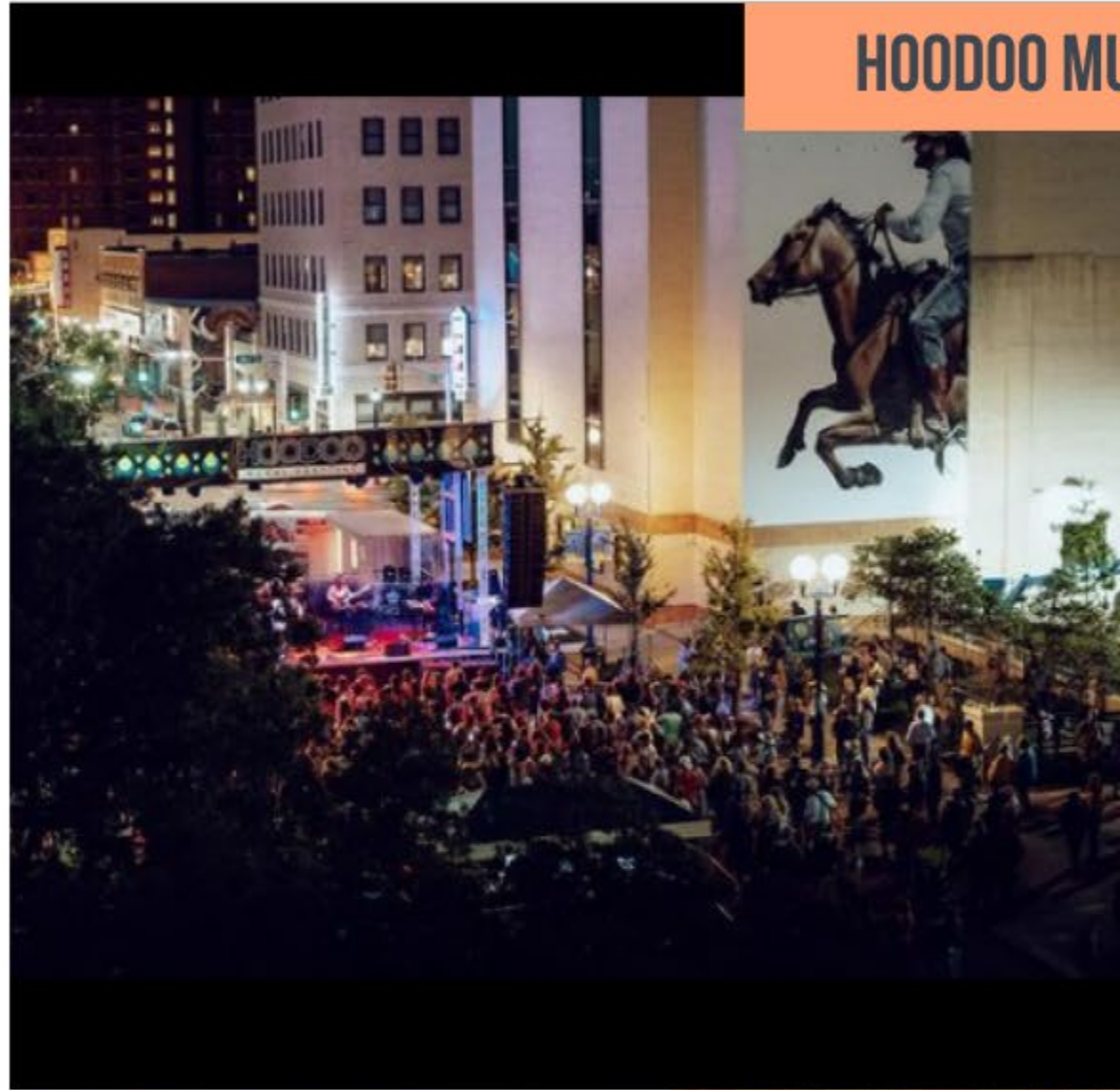
DOVE CREEK RANCH & EQUINE RESCUE



# ARTS & MUSIC



**JUNE JAZZ**



**HOODOO MURAL FESTIVAL**



nataliefletcherart\_yars



**JAZZTOBER**



**FLAVORS OF AMARILLO MARIACHI FESTIVAL**



**AMARILLO SYMPHONY**

# WHERE AMARILLO Shines

## Diversity

30-40% of population identifies as Hispanic



## Proximity to Other Cities

A variety of destinations are within 3-6 hour drive

## Affordability

Great cost of living with plenty space for your \$



## Outdoor Recreation

Lots to get outside and do



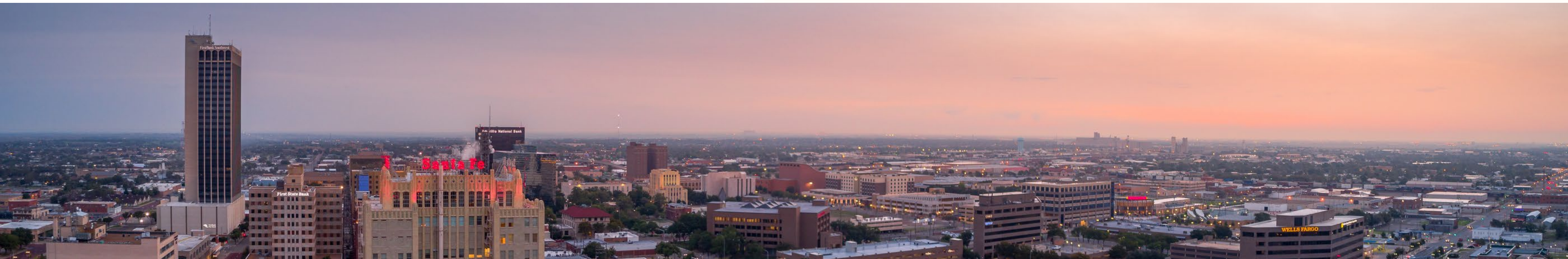
## Traffic (lack thereof!)

Little to no traffic



## Weather

Mostly temperate with seasons



# THE CURRENT OPPORTUNITY

The pandemic created ongoing opportunity to attract talent.



In one survey, nearly 50% of respondents said they plan to move / are seriously considering it.



Costs are on our minds in an uncertain environment.



Perceptions of work are shifting.  
Be the employer getting it right.



8 IN 10

have lived  
in their  
community  
5+ years

---

30%

of respondents  
to one survey  
have always lived  
in the same area

**WHAT ABOUT TALENT RETENTION?**

# WHY RESPONDENTS HAVE STAYED IN A COMMUNITY

|  |     |
|--|-----|
| They like where they live.....   | 56% |
| Being close to family .....  | 40% |
| Perceive moving as costly.....   | 31% |
| Say moving is a hassle .....   | 28% |
| I don't think moving would increase my quality of life .....             | 26% |
| It would be difficult and time-consuming to rebuild somewhere new .....  | 20% |
| I need to stay here due to my work industry or career field .....        | 11% |
| My work isn't flexible and keeps me here .....                           | 10% |
| I have children and don't want to disrupt their school, activities ..... | 10% |
| My spouse can't move .....   | 7%  |
| My community offers something I don't think any other community would .. | 2%  |



30%

of Americans live in the same census tract at 26 as when they were 16

90%

of Americans live <500 miles from their hometown at 26

80%

of Americans live <100 miles from their hometown at 26

58%

of Americans live <10 miles from their hometown at 26

**THE GREAT MILLENNIAL MIGRATION THAT WASN'T?**





UNDO



# THANK YOU!

I'd love to connect:

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