3 Sunny States Remain Top Choices for Where Americans Wou Like to Live

California drops from the top choice for the first time since 2001, replaced by Hawaii

NEW YORK , N.Y. - November 9, 2011 - Excluding their current state, if Americans had to say where they would most live, the top three mentions are states typically associated with sunshine and the beach: Hawaii (1), California (2) and (3). These states have consistently been in the top 3 the last 8 times this question has been asked. However, this year the first time since 2001 that California has not been the top mention.

These are some of the results of ***The Harris Poll*** of 2,463 adults surveyed online between October 10 and 17, 2011 by **Interactive**.

Rounding out the top 5 this year is Texas (4) and Colorado (5). Texas saw a nice jump this year, up to 4 from 8 last yea Colorado dropped from 4 last year, to 5 this year.

The remaining 10 states on the list cover every geographic region of the country:

In the Pacific Northwest Oregon (7) and Washington (9) are Top 10 mentions;
The Southwest is represented with Arizona (8);
Nevada (14) makes the Top 15 for the West;
Montana represents the Midwest (13);
New York does so for the Northeast (11); and,
Virginia, Tennessee and South Carolina all come through for the South (10, 12 and 15, respectively).

Favorite Cities

In terms of cities Americans would most like to live in, the Top 15 mentions cover a wide range of geographical areas climates this year as well. Unchanged since 1999, New York is the most frequently mentioned city that Americans wou to live in, followed by San Diego, which remains in the 2nd position, consistent with last year. The third top mention th is Seattle, which seems to be steadily climbing, up from 4 last year and 5 the previous year. Similarly to the jump Texa as a desirable state to live in this year (to 4 from 8 last year), it's city of Dallas also made an impressive showing this ye coming in as the 4th most popular city. This is particularly notable because Dallas was not in the Top 15 last year at all, only at number 10 the prior year. The countless entertainment and culinary options may be what appeals to some ab Vegas, which is the 5th top city mentioned this year, followed on the list by San Francisco (=6) and Boston (=6), Chicag Honolulu (9) and Denver (10). The Top 15 this year are rounded out with Nashville (11), Orlando (12), Los Angeles and Portland (tied for 13) and then two southern cities-on opposite sides of the country-are tied for 15: Atlanta and Phoe

Least Favorite Cities

While fantasizing about where you would most like to live can be fun, it can be equally fun to think about where you *least* like to live. Thinking about these places can make a harsh Northeast winter or a sweltering Southern summer se as bad, depending on your geographic woes. Although New York has been the top favorite city for some time, it's also extremely unappealing place for many people and it comes in, similarly to last year, as the *least* favorite city to live in.

reports of a rebirth, comeback and major gentrification efforts, Detroit remains as the 2nd least popular city, followed Angeles (3), Washington D.C. (4) and Chicago (5). While some people are feeling excited about Texas, many are not as and Houston come in at 6 and 7 on the least favorite city list respectively. Further down the least favorite city list is N Orleans (8) and Miami (9), followed by four polarizing cities, which appear on both the favorite and least favorite lists Francisco (=10 least favorite), Last Vegas (=10), Atlanta (12) and Phoenix (13). Tied for 14 on the least favorite list are Cleveland, OH and Newark, NJ.

So What?

While sun-belt states have traditionally dominated the Favorite State list, this year with the inclusion of Washington, Montana and New York in the Top 15, the list seems more diverse. And, looking at the Least Favorite City list, where 8 top 15 also appear on the most Favorite City list, it's clear what appeals to some definitely does not appeal to all.

TABLE 1

STATES WHERE MOST PEOPLE WOULD LIKE TO LIVE - APART FROM THEIR OWN STATE

"If you could live in any state in the country, except the state you live in now, what state would you choose to live

Base: All U.S. Adults

	1997	1998	1999	2000	2001	2002	2003	2005	2006	2007	2009	2010
Hawaii	7	=7	=9	7	3	3	3	3	2	3	3	2
California	3	3	2	5	2	1	1	1	1	1	1	1
Florida	1	1	1	1	1	2	2	2	3	2	2	3
Texas	10	=7	5	=10	12	14	7	=8	5	6	4	8
Colorado	4	2	3	2	4	4	4	4	7	5	5	4
North Carolina	6	4	4	3	7	5	8	=8	4	4	=6	6
Oregon	9	9	15	14	9	10	11	7	10	9	10	7
Arizona	2	5	6	4	6	6	6	6	9	8	=6	5
Washington	8	12	8	6	5	9	10	11	6	=10	=6	10
Virginia	14	11	=9	=8	=14	=12	9	12	12	=10	*	=14
New York	*	=15	*	=10	8	8	5	5	8	7	11	9
Tennessee	5	6	13	15	10	7	*	10	11	=10	9	11
Montana	*	*	7	=10	11	11	13	15	15	*	15	=14
Nevada	*	*	*	*	*	*	12	*	*	*	*	13
South Carolina	*	*	*	*	*	*	*	*	*	*	=12	*

= Tied for that position

* Not in top 15.

NEW OR RETURNING TO TOP 15 THIS YEAR

South Carolina (15)

Dropped Out of Top 15 This Year

New Jersey (was 12)

TABLE 2

TOP FIVE STATES - BY AGE AND GENDER

"If you could live in any state in the country, except the state you live in now, what state would you choose to live

Base: All U.S. adults

	Generation				Gender	
Rank	**Echo Boomers (18 to 34)**	**Gen X (35 to 46)**	**Baby Boomers (47 to 65)**	**Matures (66+)**	**Men**	**Women**
1	California	Hawaii	Florida	Hawaii	Florida	Hawaii
2	Texas	Florida	North Carolina	Arizona	California	California
3	Colorado	California	Hawaii	Florida	Hawaii	Florida & Texas
4	Hawaii & Florida	Texas	California	Texas	Texas	
5		Oregon	Texas	California	Colorado	North Carolina

TABLE 3

U.S. CITIES PEOPLE WOULD MOST LIKE TO LIVE IN OR NEAR TO

"If you could live in or near any city in the country except the one you live in or nearest to now, which city would choose?"

Base: All U.S. Adults

	1997	1998	1999	2000	2001	2002	2003	2005	2006	2007	2009	2010
New York, NY	1	2	1	1	1	1	1	1	1	1	1	1

San Diego, CA	=7	=7	9	5	=2	8	2	2	3	2	4	2
Seattle, WA	2	4	2	3	4	3	=9	5	4	3	5	4
Dallas, TX	*	11	*	*	*	9	*	*	*	*	10	*
Las Vegas, NV	*	=15	12	=6	=5	=14	4	3	5	5	8	3
San Francisco, CA	=5	1	3	=6	=2	2	3	4	2	4	=2	5
Boston, MA	=7	=7	7	9	=7	12	=13	11	10	12	7	10
Chicago, IL	10	=12	5	=6	=7	=6	6	6	9	11	6	12
Honolulu, HI	*	*	*	*	*	*	=13	8	6	7	*	14
Denver, CO	4	=5	6	4	=5	=6	=9	7	=7	=9	=2	9
Nashville, TN	11	=9	11	*	*	*	*	15	*	*	12	=7
Orlando, FL	*	*	*	*	*	*	12	*	14	6	14	11
Los Angeles, CA	*	14	=13	=12	11	10	5	12	11	=9	15	6
Portland, OR	12	=12	=15	=12	=13	=14	8	10	=12	14	*	=15
Atlanta, GA	=5	3	4	2	9	5	11	9	*	*	13	=7
Phoenix, AZ	3	=5	10	=10	10	*	7	13	=12	8	*	*

= Tied for that position

* Not in top 15

cities New OR RETURNING to top 15 this year

Dallas (4), Phoenix (=15)

Cities THAT dropped out of top 15 this year

Miami (was 13), Raleigh-Durham (was =15)

TABLE 4

LEAST FAVORITE CITY

"And, which city would you least like to live in?"

Base: All U.S. Adults

	2010	2011

New York, NY	1	1
Detroit, MI	2	2
Los Angeles, CA	3	3
Washington, DC	7	4
Chicago, IL	4	5
Dallas, TX	9	6
Houston, TX	5	7
New Orleans, LA	=10	8
Miami, FL	6	9
San Francisco, CA	8	=10
Las Vegas, NV	=13	=10
Atlanta, GA	*	12
Phoenix, AZ	=10	13
Cleveland, OH	=15	=14
Newark, NJ	*	=14

= Tied for that position

* Not in top 15

cities New OR RETURNING to top 15 this year

Atlanta (12), Newark (=14)

Cities THAT dropped out of top 15 this year

Philadelphia (was 12), Boston (was =13), Memphis (was =15)

Methodology

This **Harris Poll** was conducted online within the United States between October 10 and 17, 2011 among 2,463 adults 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where nece bring them into line with their actual proportions in the population. Propensity score weighting was also used to adju respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error wh most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonre error associated with question wording and response options, and post-survey weighting and adjustments. Therefore Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These a theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive sur The data have been weighted to reflect the composition of the adult population. Because the sample is based on thos agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

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