

How your personality can help you find home

CITIES TO LIVE IN BASED ON YOUR PERSONALITY

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Intro

Searching for home

SEARCHING FOR HOME

Finding a place that fits with your lifestyle can feel daunting. In the U.S. alone, there are many different cultures, climates, and communities, all with their own unique way of living. Hence the common saying that cities have “a personality of their own”.

What if there was an easier way to pick the best place to live?

Most of us already choose where to live based on what we like to do, how we like to interact with others, and what makes us feel most comfortable. Wouldn't it make the most sense to look specifically at places that fit your personality? It may seem silly, but think about it: your preferences, strengths, and communication style are what make you who you are. They impact almost everything you do. Looking at the problem through the lens of personality in this way isn't actually so far-fetched.

While certainly most cities have a diverse mixture of people, and you're bound to find your tribe wherever you go, some cities are known to attract certain types of people, which can correlate with personality.

To help you learn more about the places that may suit you best, we've compiled a short list for each personality type. For the sake of condensing the list, we've focused on U.S. cities. However, the same rules can apply anywhere in the world.

Before we dive into the best places for each person, we need to talk a little more about personality.



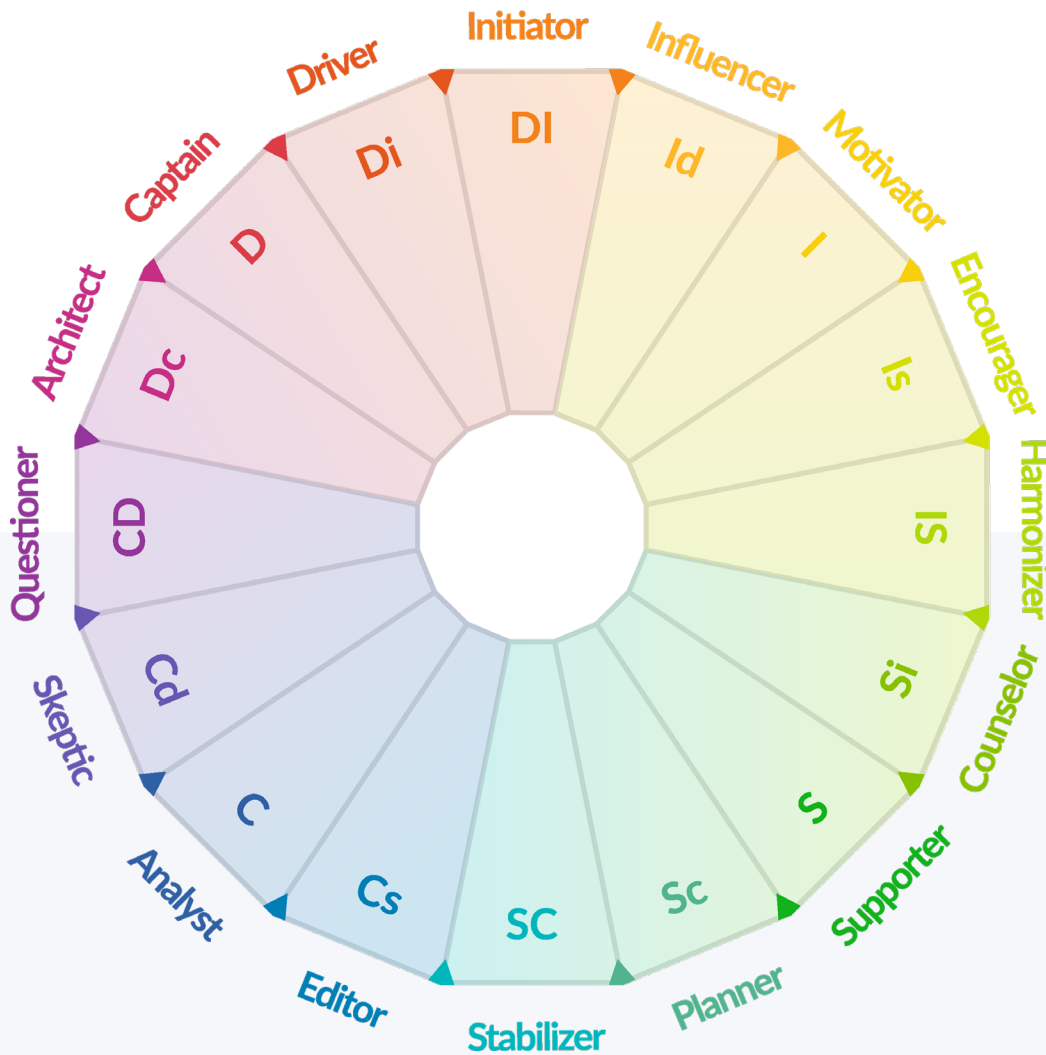
Section 1

Understanding personality

UNDERSTANDING PERSONALITY

At Crystal, we use a personality model known as DISC to talk about personality. Without getting too technical, the DISC framework classifies personality into a few categories which we refer to as D (dominance), I (influence), S (steadiness), and C (conscientiousness). Each of us has a primary DISC type in one of these categories and sometimes a secondary DISC type in another.

You can see them all on this graphic called the Personality Map:



Below is a breakdown of common personality traits within each of the categories in DISC.

D Personality Types: *Captains, Drivers, Initiators, Architects*



- Motivated by control over the future and personal authority
- Tend to prefer instant, concrete results and having an advantage over competition
- Communicate clearly and succinctly

I Personality Types: *Influencer, Motivator, Encourager, Harmonizer*



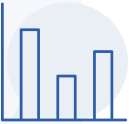
- Motivated by innovative, unique, creative ideas and excited by the future
- Tend to prefer building new relationships and experiences
- Communicate in a casual, expressive way

S Personality Types: *Counselor, Supporter, Planner, Stabilizer*



- Motivated by peace, safety, and others' wellbeing
- Tend to prefer security, reliability and trust
- Communicate in a friendly and genuine way

C Personality Types: *Editor, Analyst, Skeptic, Questioner*



- Motivated by logic, information, and problem solving
- Tend to prefer accurate information and quality solutions (quality over quantity)
- Communicate in a business-like, fact-based way

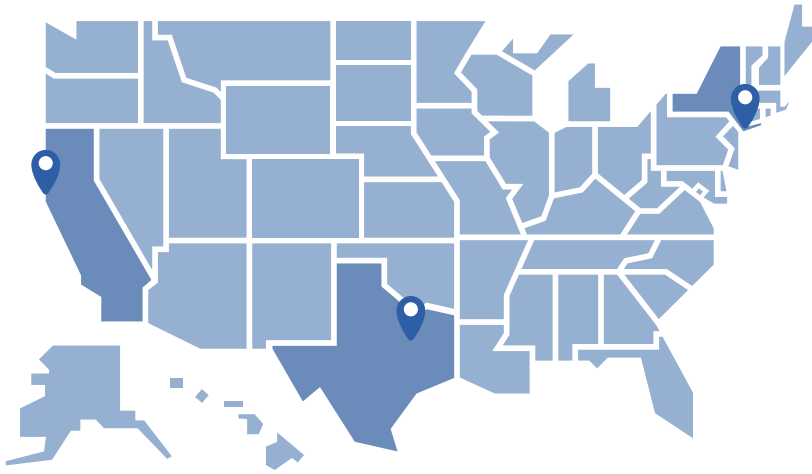
These differences are extremely important when getting to know yourself and others. By understanding your own personality, you're more likely to be able to communicate more effectively, overcome your blind spots, and, in this case, find a place that makes you feel most at home.



Section 2

**Where to live
by type**

D TYPES



Fast-paced, goal-focused D-types are likely to thrive in places where they can have big ambitions and steadily climb the professional ladder. They also tend to enjoy being regularly busy and may enjoy living in places that include a variety of activities. Unsurprisingly, this culture is most often found in major, career-oriented cities.

Here are a few big cities that will likely have what a D-type is looking for:

NEW YORK, NY The city with more billionaires than any other in the world sounds like the perfect place for high-achieving D-types. Home to Wall Street, major tech enterprises, top-rated real estate, and a plethora of entertainment careers, New York City is a big, bold place for determined, daring people. With a population of nearly 9 million and about 302.6 square miles of densely-packed activities, D-types will likely never feel bored or unproductive in the Big Apple.

SAN FRANCISCO, CA For more tech-oriented D-types, San Francisco is a thriving, fast-paced city that's home to major world companies, like Lyft, Pinterest, Airbnb, Salesforce, and Reddit, just to name a few. It takes hard work to succeed in a city like San Francisco, but D-types are often willing and determined to put in the effort. Nearby Silicon Valley will likely also be of interest to D-types who want to network with some of the best people in business.

DALLAS, TX Rapidly-growing Dallas makes its money in many ways, most notably in defense, finance, transportation, and telecommunications. With 9 Fortune 500 companies and hundreds of rapidly growing organizations, this southern city was ranked 2nd in Forbes' "The Best Places For Business And Careers" 2019 list. Beyond career, Dallas is a thriving city of activity; whether a D-type's interests lie in art, museums, big events, sports, or beautiful parks, the Dallas area won't disappoint.

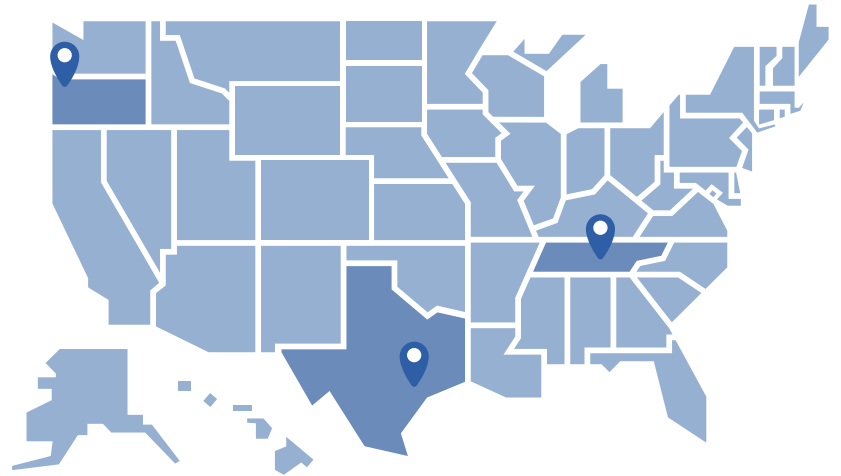
Honorable Mentions:

Los Angeles, CA | Chicago, IL | Seattle, WA



I TYPES

Imaginative, original I-types tend to thrive in artistic, up-and-coming cities. They often have robust social lives and are likely to seek spaces where they can express themselves and connect with other creatives. I-types may be looking for a cool, hip place to feel like they're a part of something new and exciting. They tend to love a city with cool coffee shops, good shopping, and a big airport so they can travel often.



Here are a few U.S. cities that I-types may love:

NASHVILLE, TN Commonly referred to as “Music City”, Nashville is especially good for any musically-gifted creatives. In the past few years, the city has seen a population boom, with nearly 100 people per day moving to the city. Artistic, hip East Nashville would be a hit for any I-type, especially those who love coffee, a quirky vibe, incredible food, and a thriving nightlife scene.

AUSTIN, TX This city is full of good food, a lively theatre scene, and plenty of unique residents. Austin placed 1st in both Forbes’ “Cities of the Future” (2016) and their “Next Biggest Boomtown in the U.S.” (2017) lists. The local motto “Keep Austin Weird” stands true in this environmentally conscious, artist-driven city. There are over 50 microbreweries within city limits, a similar amount of coffee shops, and cuisines ranging from Tex-Mex and Barbeque to Czech and German baked goods. Any foodie artist would flourish in Austin.

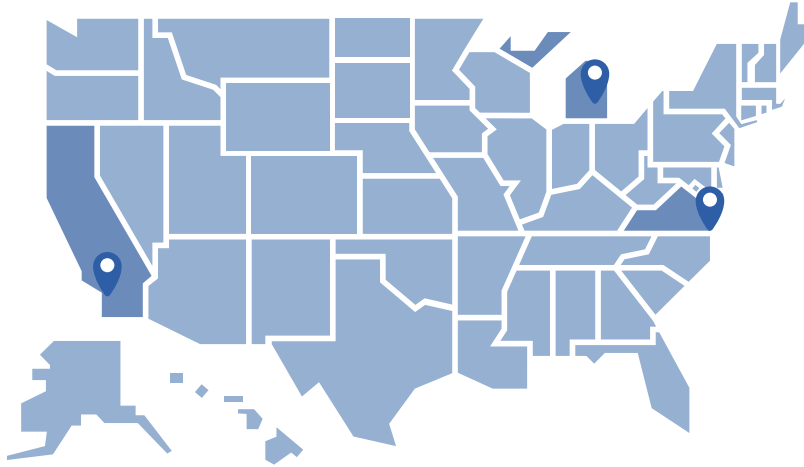
PORTLAND, OR For I-types who love classical music and beer, Portland has a lot in store. They have a vibrant music scene, which includes the Portland Opera, the Oregon Symphony, and the Portland Youth Philharmonic, as well as a very expansive culture of beer. Portland is home to both 58 microbreweries (just in city limits alone) as well as the annual Oregon Brewers Festival, which regularly hosts more than 85,000 attendees. One of the world’s most environmentally conscious cities, Portland is especially exciting for I-types who have a passion for living clean and eco-friendly.

Honorable Mentions:

Charleston, SC | Reno, NV | Tucson, AZ



S TYPES



Routine-oriented, security-seeking S-types may enjoy living in a consistent, safe city more than a rapidly-growing city. These cities allow them to feel more protected and balanced. They may also like places that offer them a chance to connect with their community and build a tightly knit group.

Here are a few of the best cities for S-types:

IRVINE, CA Irvine has the lowest violent crime rate in the US at just 55.5 per 100,000 people (compared to national average of 368.9 per 100,000) according to USA Today. Safety is likely one of the top priorities for an S-type, and in that regard, Irvine is #1. However, the city is also home to many big-name companies, like Vizio, Kelley Blue Book, and LA Fitness, which means there are plenty of opportunities for S-types to find secure, stable jobs. The small coffee shops, caring community, and highly rated education will likely make S-types feel right at home.

VIRGINIA BEACH, VA Virginia Beach is a great city for S-types who are comfortable being around a lot of people and enjoy having a lot of amenities, like museums, sports, and great parks. The city has become progressively safer, with a currently low violent crime rate of 75 per 100,000, according to Business Insider. It's a stable, thriving community that would likely be a comfortable place for S-types to live.

ANN ARBOR, MI Ranked #2 in Niche's "Best Cities to Live in America" 2019 list, Ann Arbor is home to the University of Michigan, which helps the town stay pretty steady. Ann Arbor is small enough, at a little over 120,000 people, that S-types will likely have a good chance to connect with others and build a strong community. It is also one of the safest cities in the US, which may help S-types feel comfortable and secure.

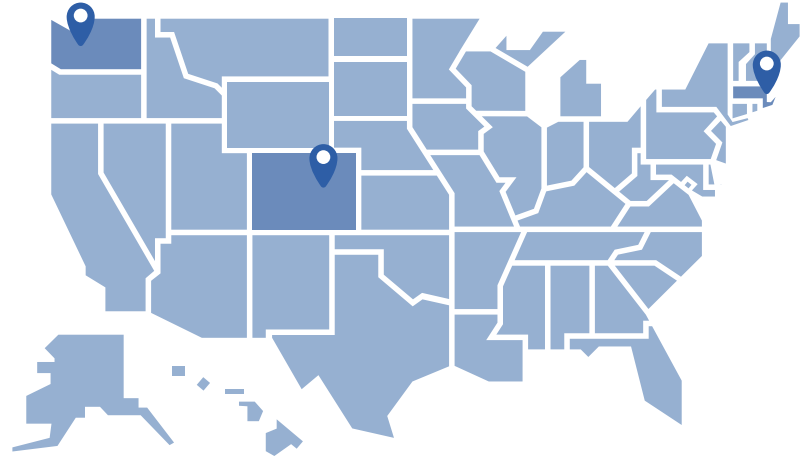
Honorable Mentions:

Berkley, CA | Stamford, CT | Bellevue, WA



C TYPES

Reserved, private C-types may enjoy living in a city that allows them to expand their knowledge and spend plenty of time on their own. C-types tend to have less of a desire to surround themselves with people and group activities than other types and are more likely to prefer creating a private space in their own home or perhaps in nature. The draw of a town that has a lot of history, plenty of educational opportunities, or an outdoorsy culture is likely to make C-types feel most at home.



Here are a few areas that C-types should look to live:

SEATTLE, WA Seattle is considered one of the smartest cities in the US, since 53.8% of people over 25 hold a bachelor's degree, compared to the nation's average of 27.4%. Seattle also has an incredibly outdoors-focused culture, which is only encouraged by its mild climate. There are plenty of parks and hiking trails, as well as opportunities to sail, kayak, rock climb, and more, which will help any active C-type find something beneficial to do on their own.

BOSTON, MA Home to some of the most interesting US history, Boston is the perfect place for any C-type who has a passion for learning more about the past. The Boston area is also very education-focused, with over 120 colleges and universities, including Harvard, MIT, Northeastern, and Boston University. C-types will have every opportunity to learn, grow, and work for a good company, especially if they're interested in IT or biotech, both of which tend to thrive in Boston.

BOULDER, CO Named #1 Brainiest City by Portfolio.com, Boulder is home to more than 20 science institutes, as well as the University of Colorado Boulder, which includes the Fiske Planetarium and the Museum of Natural History. The Boulder area has plenty of parks, hiking trails, and protected wildlife, which may make many C-types feel comfortable and energized.

Honorable Mentions:

Madison, WI | Washington DC | Raleigh, NC



YOUR OWN PLACE

No matter where you end up, make sure you find a place that makes you happy. Whether you like a warm climate, a snowy winter, a countryside cabin, or a studio apartment, what matters most is that you live in a place that allows you to thrive as yourself.

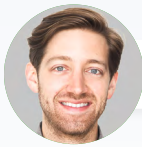


To learn more about using personality to communicate more effectively, check out our book, ***Predicting Personality: Using AI to Understand People and Win More Business.***



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