

## Problem

Currently trending, many active seniors, especially those who live in states like New York and New Jersey, once retired, look to relocate to a warmer, less expensive location like Florida. They would like to move to an area where they can still enjoy many of the same activities in their new home as they enjoyed in their northern one.

An important consideration for active seniors is to move to an area that is close to family and friends. For this study, that area will be limited to Palm Beach County, Florida. Palm Beach County is a large area - 2,386 square miles - on the east coast of Florida consisting of 39 municipalities.

Although there are many factors to consider when moving to a new neighborhood such as available social activities, recreational activities, access to healthcare, as well as the crime rate, taxes, affordability, and public amenities including transportation, this study will focus on location data collected by Foursquare. Analysis of this data, or venues, retrieved from Foursquare - restaurants, shopping, and leisure activities – will be restricted to those which are of interest to active seniors.

This study will cluster neighborhoods (municipalities) in Palm Beach County, Florida by venues that are important to active seniors to help them make a better determination as to which areas they should explore further when considering relocation.