# Where2Live-CE College Edition

## LET THE DATA HELP YOU CHOOSE THE NEIGHBORHOOD

Second to choosing a college or university, where to live "off campus" can be the most stressful decision students and parents must make.

My proposed business challenge is to provide a solution to aid parents and students in making that decision using a data-driven process.

# Where2Live-CE The Proposal

- To aid residential decision-making, Where2Live will provide critical safety information by:
  - Plotting university residential neighborhoods on a map
  - Deriving neighborhood crime statistics
  - Visually displaying density of crimes with choropleth maps
- Where2Live will additionally survey neighborhood venues and services using FourSquare to tip the scales to what our students most desire in the surrounding area – such as: bars, coffee shops, bakeries/grocery stores, parks, and gyms.
- Where2Live-CE would aim to cover universities in major cities where data is readily available, starting with Columbia University, NYC.

# Columbia University
## New York City, New York



MIA & MPA Admissions Blog

HOME    ABOUT THIS BLOG    IMPORTANT LINKS    TOP 10 TIPS    SUBMIT AN IDEA    APPLY NOW

JUN 26

### Where to Live in New York

POSTED BY GREGORY JOY

When it comes to making the big move to the Big Apple, finding a place to live can be confusing for an incoming student. Online searching can easily bring you great prices on places but you may also be an hour away from class. Or there may be somewhere close to school but the space is limited and it's far away from the vibrant downtown life you may be looking for. Here is a guide on where to live in New York as an incoming SIPA Student and finding the neighborhood that is perfect for YOU!

#### Morningside Heights

Morningside Heights is the neighborhood in which Columbia University resides in. It spans from west of Morningside Park to Riverside Drive and from 110th to 125th. Some of the landmarks in Morningside Heights include Morningside Park, Cathedral Church of St. John the Divine, Mt. Sinai Hospital, and Riverside Church.

Pros: This neighborhood is great for anyone who is trying to live close to school. With everything from grocery stores to bars to classes being within a 15 minute walking distance, you're close to the academic action, school happy hours, and classmate study sessions.

Cons: You may feel that you're trapped within the Columbia bubble when living so close to school. Downtown can easily take 40-50 minutes to get to. It's also quite an expensive area. You won't get much size for your buck in this neighborhood, the grocery stores can be fairly expensive and an average meal at a local restaurant will cost you upward of $15.

#### Office Working Remotely

Please note, due to COVID-19, the SIPA Admissions and Financial Aid office are working remotely starting March 16, 2020, until further notice.

We will continue to respond to emails as promptly as possible. We apologize for any inconvenience.

#### Important Dates

September 7, 2020: U.S. Labor Day (University Holiday)

September 8, 2020: Columbia Classes Begin

October 15, 2020: MIA/MPA/MPA-DP Spring Application Deadline

November 1, 2020: MIA/MPA/MPA-DP Fall Application Early Action Deadline

November 3, 2020: U.S. Election Day

#### Recent Posts

## School of International and Public Affairs (SIPA) publishes a blog with a guide for incoming students on where to live.  This was used for neighborhood selection.

## Morningside Heights

Morningside Heights is the neighborhood in which Columbia University resides in.

**Pros:** This neighborhood is great for anyone who is trying to live close to school.

**Cons:** Downtown can easily take 40-50 minutes to get to. It's also quite an expensive area.

## Harlem

Harlem, while contested where it actually begins and ends, is generally considered the large neighborhood east of Morningside Park. Its major landmarks include the Apollo Theater, Sylvia's Soul Food, El Museo Del Barrio, and the Schomburg Center for Research in Black Culture.

**Pros:** The neighborhood has a wide range to accommodate wallets of every size.

**Cons:** The only way to get to Columbia from Harlem is to ride the bus or to walk up the hundred stairs of Morningside Heights

## Hamilton Heights/Manhattanville

I'm bringing these two neighborhoods together into the same synopsis because they offer very similar vibes and blend together. Manhattanville and Hamilton Heights are the neighborhoods between 125th Street and 155th Street, bordering Harlem to the East and Riverside to the West.

**Pros:** Hamilton Heights and Manhattanville are within spitting distance of Columbia University. Just take a few stops down the 1 track and you're at the campus. run around $3000-$3300/month with many rent-stabilized options available.

**Cons:** The neighborhood is very lively on the streets which can lead to a lot of noise. Compared to its surrounding neighborhoods. Some may find it boring.

# Where2Live-College Edition

# Neighborhood Overview Data

## More details available on the SIPA blog

## Upper West Side

Upper West Side is the Neighborhood between 59th and 110th and west of Central Park.

**Pros:** This neighborhood is known for its excellent food scene, proximity to Central Park, and nighttime quietness.

**Cons:** Upper West side brings a new definition of expensive, especially if you're living below 100th street.

## Midtown

Midtown is truly the heart of New York, with neighborhoods like Times Square, Hell's Kitchen, and Turtle Bay. Midtown is the entire area of Manhattan between 34th and 59th street.

**Pros:** In Midtown, there is quite literally everything to do. It's a vibrant part of the city with endless options of fun.

**Cons:** The area is tourist central so expect it to be incredibly packed and people stopping every few feet to take pictures.

# Data Sources

New York City data containing the neighborhoods and boroughs, latitudes, and longitudes for mapping locations are obtained from the data source:

▶ https://cocl.us/new_york_dataset



```
]: ▶ #View dataframe to confirm reduced neighborhoods
        NY_df

Out[193]:
        Borough    Neighborhood      Latitude   Longitude
    4   Manhattan  Hamilton Heights  40.823604  -73.949688
    5   Manhattan  Manhattanville    40.816934  -73.957385
    6   Manhattan  Central Harlem    40.815976  -73.943211
    7   Manhattan  East Harlem       40.792249  -73.944182
    12  Manhattan  Upper West Side   40.787658  -73.977059
    15  Manhattan  Midtown           40.754691  -73.981669
    26  Manhattan  Morningside Heights 40.808000 -73.963896
```

NYC Crime data to assess safety will be obtained from the following data set:

▶ https://data.cityofnewyork.us/Public-Safety/NYPD-Complaint-Data-Current-Year-To-Date-/5uac-w243

| | Precinct Number | Borough | Occurrence Year | MCI | Lat | Long | Coordinates |
|---|---|---|---|---|---|---|---|
| 0 | 5 | MANHATTAN | 2019 | SEX CRIMES | 40.716196 | -73.997491 | (40.716195914000025, -73.99749074599998) |
| 1 | 23 | MANHATTAN | 2019 | OFF. AGNST PUB ORD SENSBLTY & | 40.799665 | -73.947200 | (40.799665264000055, -73.94719977999995) |
| 2 | 5 | MANHATTAN | 2019 | RAPE | 40.716196 | -73.997491 | (40.716195914000025, -73.99749074599998) |
| 3 | 5 | MANHATTAN | 2019 | PETIT LARCENY | 40.714431 | -74.006101 | (40.714430898000046, -74.00610127799997) |
| 4 | 9 | MANHATTAN | 2019 | DANGEROUS DRUGS | 40.722397 | -73.978536 | (40.72239709900003, -73.97853584199999) |
| 5 | 18 | MANHATTAN | 2019 | THEFT-FRAUD | 40.770827 | -73.992611 | (40.770827222000044, -73.99261118899994) |
| 6 | 14 | MANHATTAN | 2019 | GRAND LARCENY | 40.747881 | -73.991040 | (40.74788104700008, -73.99104019099997) |
| 7 | 19 | MANHATTAN | 2019 | GRAND LARCENY | 40.775773 | -73.954750 | (40.77577282900006, -73.95475034499998) |
| 8 | 30 | MANHATTAN | 2019 | PETIT LARCENY | 40.824602 | -73.950114 | (40.82460236600008, -73.95011391699995) |
| 9 | 19 | MANHATTAN | 2019 | OFF. AGNST PUB ORD SENSBLTY & | 40.767336 | -73.954875 | (40.76733554700007, -73.95487521099994) |
| 10 | 34 | MANHATTAN | 2019 | PETIT LARCENY | 40.853725 | -73.926802 | (40.85372503000008, -73.926801992) |
| 11 | 19 | MANHATTAN | 2019 | THEFT-FRAUD | 40.781199 | -73.947778 | (40.78119897000005, -73.94777771499997) |

Police Precincts for creating Choropleth reported in geojson in the following file:

▶ https://raw.githubusercontent.com/dwillis/nyc-maps/master/police_precincts.geojson
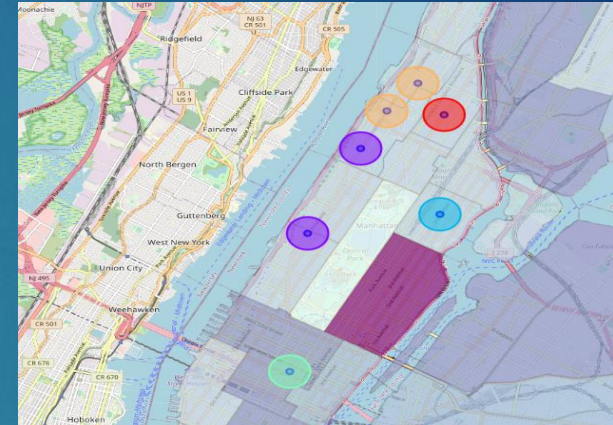


Foursquare Developers Access to venue data for surveying services:

▶ https://foursquare.com/

| | Location | African Restaurant | American Restaurant | Arepa Restaurant | Art Gallery | Art Museum | Arts & Crafts Store |
|---|---|---|---|---|---|---|---|
| 0 | Central Harlem | 0.04 | 0.03 | 0.00 | 0.01 | 0.01 | 0.02 |
| 1 | East Harlem | 0.01 | 0.01 | 0.00 | 0.00 | 0.02 | 0.00 |
| 2 | Hamilton Heights | 0.01 | 0.03 | 0.01 | 0.00 | 0.00 | 0.00 |
| 3 | Manhattanville | 0.00 | 0.04 | 0.00 | 0.01 | 0.00 | 0.01 |
| 4 | Midtown | 0.00 | 0.03 | 0.00 | 0.01 | 0.00 | 0.00 |
| 5 | Morningside Heights | 0.00 | 0.05 | 0.00 | 0.00 | 0.00 | 0.00 |
| 6 | Upper West Side | 0.00 | 0.03 | 0.00 | 0.01 | 0.00 | 0.01 |

# How Students/Parents are Provided Insight

- Identify and map locations of university recommended residential neighborhoods

- Assess crime levels for each of the neighborhoods for relative comparisons

- Map assessed crime levels using choropleth maps, which visualized the comparison

- Survey venues and services for each of the neighborhoods using FourSquare data.

- Sort data to present the most common venues and the top 10 venues for each neighborhood.

- Calculate the K-means, a clustering algorithm which searches clusters within data and aims to minimize data dispersion for each cluster, yielding clusters with similar patterns. By clustering the neighborhoods, we can:

  - Find the pattern of venues and services in the neighborhoods and venues

  - Identify near identically serviced neighborhoods

  - Help students/parents choose which neighborhood has the best amenities for them

# Columbia University and Neighborhoods
## Map, Location, and Distance
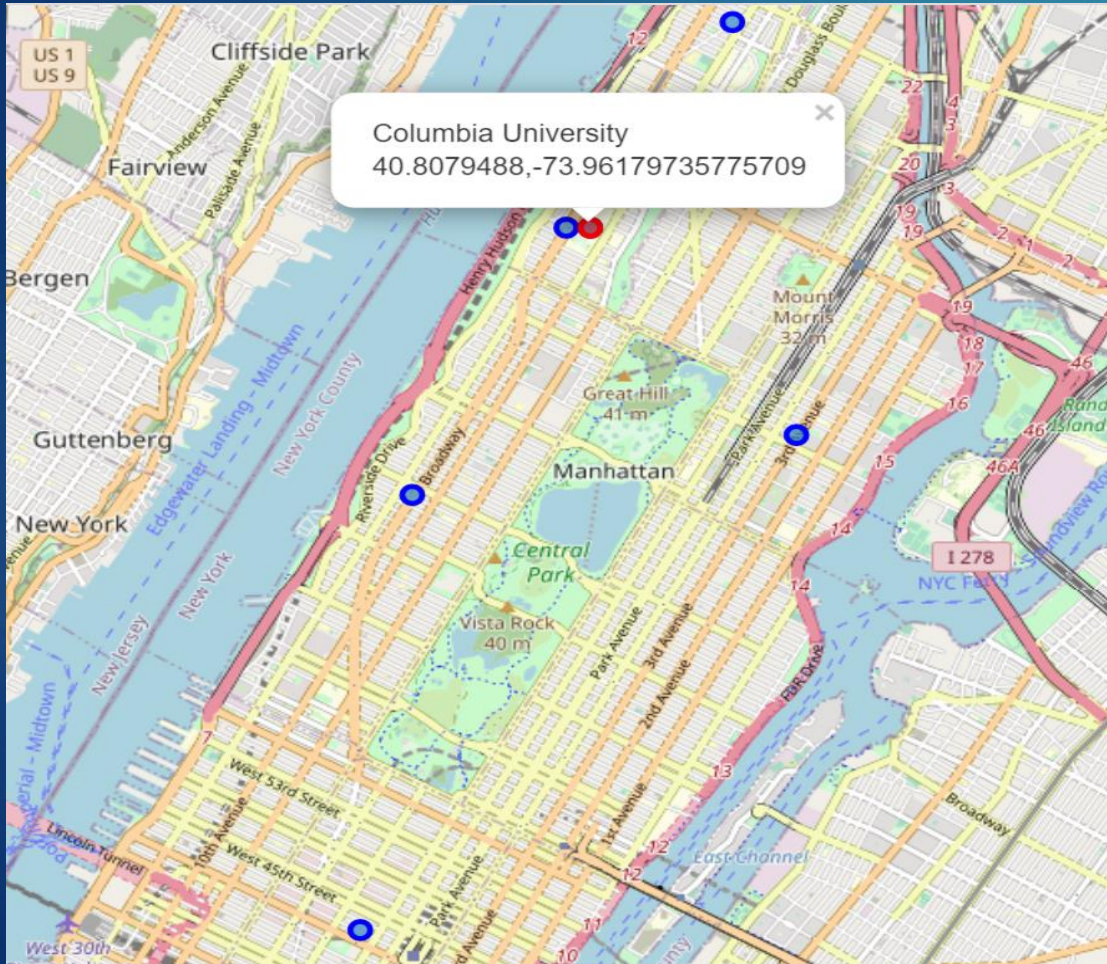


| | Borough | Neighborhood | Latitude | Longitude |
|---|---------|--------------|----------|-----------|
| 0 | Manhattan | Marble Hill | 40.876551 | -73.910660 |
| 1 | Manhattan | Chinatown | 40.715618 | -73.994279 |
| 2 | Manhattan | Washington Heights | 40.851903 | -73.936900 |
| 3 | Manhattan | Inwood | 40.867684 | -73.921210 |
| 4 | Manhattan | Hamilton Heights | 40.823604 | -73.949688 |
| 5 | Manhattan | Manhattanville | 40.816934 | -73.957385 |
| 6 | Manhattan | Central Harlem | 40.815976 | -73.943211 |
| 7 | Manhattan | East Harlem | 40.792249 | -73.944182 |
| 8 | Manhattan | Upper East Side | 40.775639 | -73.960508 |
| 9 | Manhattan | Yorkville | 40.775930 | -73.947118 |

```
Distance in km between Columbia and Hamilton Heights is:
2.0165162360278153  kms
Distance in km between Columbia and Manhattanville is:
1.0650302019280105  kms
Distance in km between Columbia and Central Harlem is:
1.8038495539117967  kms
Distance in km between Columbia and East Harlem is:
2.2911192832517915  kms
Distance in km between Columbia and Upper West Side is:
2.595422209139266  kms
Distance in km between Columbia and Midtown is:
6.147523013104539  kms
Distance in km between Columbia and Morningside Heights is:
0.17719496689619196  kms
Distance in km between Columbia and Columbia University is:
0.0  kms
```

# Crime Data Calculations to Determine Safest Neighborhood

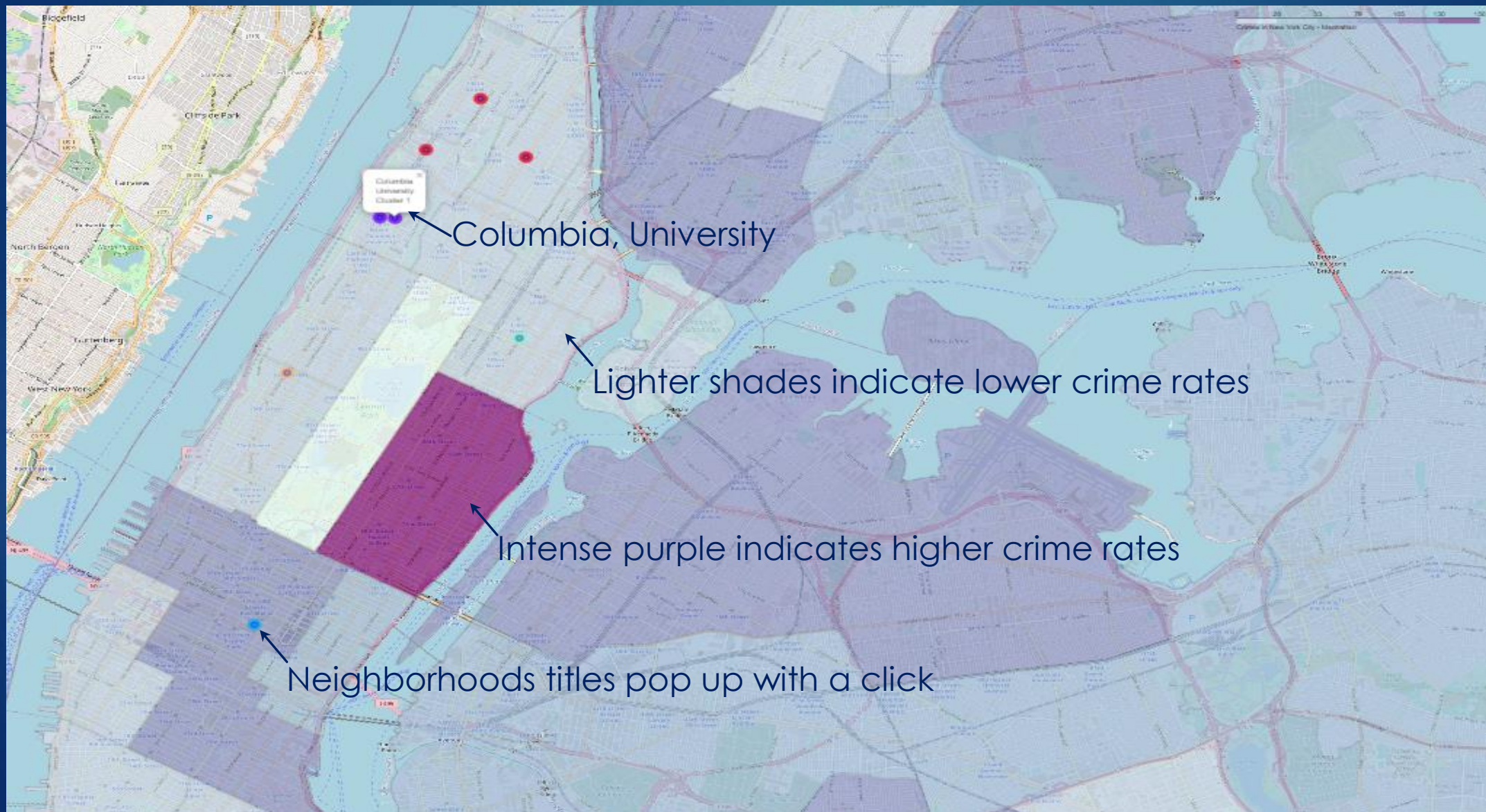| | Precinct Number | Borough | Occurrence Year | MCI | Lat | Long | Coordinates |
|---|---|---|---|---|---|---|---|
| 0 | 5 | MANHATTAN | 2019 | SEX CRIMES | 40.716196 | -73.997491 | (40.716195914000025, -73.99749074599998) |
| 1 | 23 | MANHATTAN | 2019 | OFF. AGNST PUB ORD SENSBLTY & | 40.799665 | -73.947200 | (40.799665264000055, -73.94719977999995) |
| 2 | 5 | MANHATTAN | 2019 | RAPE | 40.716196 | -73.997491 | (40.716195914000025, -73.99749074599998) |
| 3 | 5 | MANHATTAN | 2019 | PETIT LARCENY | 40.714431 | -74.006101 | (40.714430898000046, -74.00610127799997) |
| 4 | 9 | MANHATTAN | 2019 | DANGEROUS DRUGS | 40.722397 | -73.978536 | (40.72239709900003, -73.97853584199999) |
| 5 | 18 | MANHATTAN | 2019 | THEFT-FRAUD | 40.770827 | -73.992611 | (40.770827222000044, -73.99261118899994) |
| 6 | 14 | MANHATTAN | 2019 | GRAND LARCENY | 40.747881 | -73.991040 | (40.74788104700008, -73.99104019099997) |
| 7 | 19 | MANHATTAN | 2019 | GRAND LARCENY | 40.775773 | -73.954750 | (40.77577282900006, -73.95475034499998) |
| 8 | 30 | MANHATTAN | 2019 | PETIT LARCENY | 40.824602 | -73.950114 | (40.82460236600008, -73.95011391699995) |
| 9 | 19 | MANHATTAN | 2019 | OFF. AGNST PUB ORD SENSBLTY & | 40.767336 | -73.954875 | (40.76733554700007, -73.95487521099994) |

| | MCI | Number of Occurrence in 2019 | Percentage of Occurrence in 2019 |
|---|---|---|---|
| 0 | PETIT LARCENY | 1171.0 | 22.813170 |
| 1 | GRAND LARCENY | 1104.0 | 21.507890 |
| 2 | HARRASSMENT 2 | 512.0 | 9.974674 |
| 3 | CRIMINAL MISCHIEF & RELATED OF | 466.0 | 9.078512 |
| 4 | OFF. AGNST PUB ORD SENSBLTY & | 339.0 | 6.604325 |
| 5 | THEFT-FRAUD | 280.0 | 5.454900 |
| 6 | SEX CRIMES | 190.0 | 3.701539 |
| 7 | ASSAULT 3 & RELATED OFFENSES | 153.0 | 2.980713 |
| 8 | MISCELLANEOUS PENAL LAW | 135.0 | 2.630041 |
| 9 | RAPE | 96.0 | 1.870251 |
| 10 | BURGLARY | 80.0 | 1.558543 |
| 11 | FRAUDS | 80.0 | 1.558543 |
| 12 | UNAUTHORIZED USE OF A VEHICLE | 77.0 | 1.500097 |
| 13 | DANGEROUS DRUGS | 71.0 | 1.383207 |
| 14 | FELONY ASSAULT | 65.0 | 1.266316 |
| 15 | GRAND LARCENY OF MOTOR VEHICLE | 58.0 | 1.129944 |
| 16 | OFFENSES AGAINST PUBLIC ADMINI | 45.0 | 0.876680 |
| 17 | FORGERY | 43.0 | 0.837717 |
| 18 | NYS LAWS-UNCLASSIFIED FELONY | 31.0 | 0.603935 |
| 19 | ADMINISTRATIVE CODE | 20.0 | 0.389636 |
| 20 | ARSON | 15.0 | 0.292227 |
| 21 | ROBBERY | 15.0 | 0.292227 |
| 22 | CRIMINAL TRESPASS | 13.0 | 0.253263 |
| 23 | VEHICLE AND TRAFFIC LAWS | 11.0 | 0.214300 |
| 24 | OFFENSES AGAINST THE PERSON | 9.0 | 0.175336 |
| 25 | POSSESSION OF STOLEN PROPERTY | 9.0 | 0.175336 |
| 26 | OTHER OFFENSES RELATED TO THEF | 9.0 | 0.175336 |
| 27 | THEFT OF SERVICES | 7.0 | 0.136372 |
| 28 | DANGEROUS WEAPONS | 7.0 | 0.136372 |
| 29 | OTHER STATE LAWS (NON PENAL LA | 5.0 | 0.097409 |
| 30 | MURDER & NON-NEGL. MANSLAUGHTER | 5.0 | 0.097409 |
| 31 | ANTICIPATORY OFFENSES | 3.0 | 0.058445 |
| 32 | INTOXICATED & IMPAIRED DRIVING | 3.0 | 0.058445 |
| 33 | FRAUDULENT ACCOSTING | 2.0 | 0.038964 |
| 34 | OFFENSES INVOLVING FRAUD | 2.0 | 0.038964 |
| 35 | PROSTITUTION & RELATED OFFENSES | 2.0 | 0.038964 |

**Calculated for Choropleth Creation**

**Number of Major Crime Indicators in Manhattan in 2019**

| | Precinct Number | Number of Incidents |
|---|---|---|
| 0 | 75 | 156.0 |
| 1 | 19 | 155.0 |
| 2 | 113 | 136.0 |
| 3 | 70 | 111.0 |
| 4 | 105 | 110.0 |
| 5 | 67 | 107.0 |
| 6 | 18 | 100.0 |
| 7 | 44 | 100.0 |
| 8 | 14 | 100.0 |
| 9 | 114 | 98.0 |

# Crime Choropleth Map



Columbia, University

Lighter shades indicate lower crime rates

Intense purple indicates higher crime rates

Neighborhoods titles pop up with a click

# FourSquare: Venues and Services

▶ 164 Unique Venue Categories generated from querying FourSquare with Neighborhood, Latitude, and Longitude for "nearby venues"

▶ One hot encoding was used to find mean and frequency of venues for each neighborhood, which generated a Top 5 Venues List, which provides one way of judging the personality the neighborhood.

```
----Central Harlem----
                           venue  freq
0  Southern / Soul Food Restaurant  0.05
1               African Restaurant  0.04
2                            Café  0.04
3                 Sushi Restaurant  0.03
4                     Cocktail Bar  0.03


----East Harlem----
                venue  freq
0  Mexican Restaurant  0.07
1                Café  0.06
2              Bakery  0.06
3         Pizza Place  0.04
4       Deli / Bodega  0.04


----Hamilton Heights----
                venue  freq
0         Coffee Shop  0.06
1                Café  0.04
2                 Bar  0.04
3                Park  0.04
4  Mexican Restaurant  0.04
```

```
----Manhattanville----
                  venue  freq
0                  Park  0.06
1     Italian Restaurant  0.05
2    American Restaurant  0.04
3     Seafood Restaurant  0.04
4     Mexican Restaurant  0.04


----Midtown----
                  venue  freq
0                Theater  0.08
1                  Plaza  0.05
2             Steakhouse  0.04
3    American Restaurant  0.04
4            Coffee Shop  0.04


----Morningside Heights----
                  venue  freq
0            Coffee Shop  0.07
1                   Park  0.06
2    American Restaurant  0.05
3     Italian Restaurant  0.05
4     Chinese Restaurant  0.04


----Upper West Side----
                  venue  freq
0     Italian Restaurant  0.06
1            Coffee Shop  0.05
2                    Gym  0.04
3                 Bakery  0.04
4                   Park  0.04
```

# Additional Neighborhood Venue Details

- Another calculation was made for the 10 Most Common Venues for Each Neighborhood

- Sorting supported the calculation of K-Means Clustering

- K-Means calculations provide venue patterns in the neighborhoods

- These patterns in venues and services allow for clustering to identify similarly serviced neighborhoods

- Clustering allows students and parents to simplify decision-making and identify similar neighborhoods and a best-fit match.

- Perhaps the student wants a neighborhood a Park and a bakery, our charts tell us that Morningside heights and Upper West Side are excellent choices and share the same cluster.
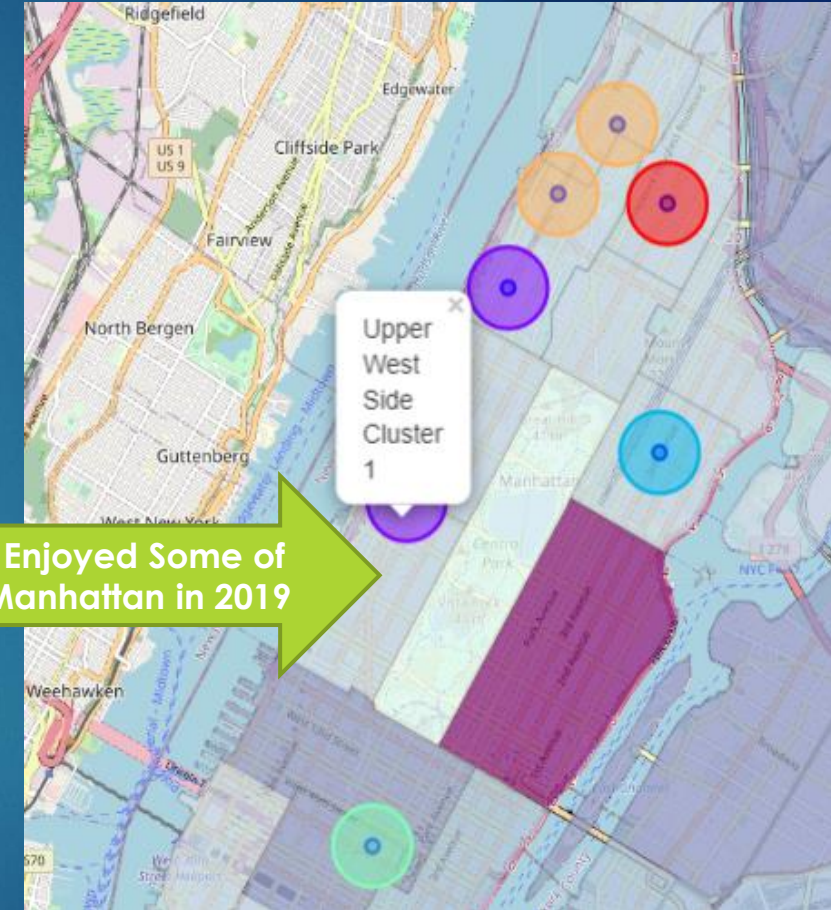
| | Location | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 0 | Central Harlem | Southern / Soul Food Restaurant | African Restaurant | Café | Pizza Place | Seafood Restaurant | Sushi Restaurant | French Restaurant | Bar | Lounge | American Restaurant |
| 1 | East Harlem | Mexican Restaurant | Café | Bakery | Pizza Place | Deli / Bodega | Plaza | Thai Restaurant | Italian Restaurant | Coffee Shop | Gym |
| 2 | Hamilton Heights | Coffee Shop | Park | Mexican Restaurant | Bar | Café | Yoga Studio | Ethiopian Restaurant | Sushi Restaurant | Deli / Bodega | Chinese Restaurant |
| 3 | Manhattanville | Park | Italian Restaurant | American Restaurant | Seafood Restaurant | Mexican Restaurant | Café | Coffee Shop | Cocktail Bar | Indian Restaurant | Tennis Court |
| 4 | Midtown | Theater | Plaza | Steakhouse | Coffee Shop | American Restaurant | Gourmet Shop | Hotel | Bookstore | Concert Hall | Cuban Restaurant |
| 5 | Morningside Heights | Coffee Shop | Park | Italian Restaurant | American Restaurant | Chinese Restaurant | Grocery Store | Playground | Bookstore | Bakery | Mexican Restaurant |
| 6 | Upper West Side | Italian Restaurant | Coffee Shop | Bakery | Café | Gym | Park | American Restaurant | Wine Bar | Bar | Ice Cream Shop |

| | Borough | Location | Latitude | Longitude | Cluster Labels | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue |
|---|---|---|---|---|---|---|---|---|
| 0 | Manhattan | Central Harlem | 40.815976 | -73.943211 | 0 | Southern / Soul Food Restaurant | African Restaurant | Café |
| 1 | Manhattan | East Harlem | 40.792249 | -73.944182 | 2 | Mexican Restaurant | Café | Bakery |
| 2 | Manhattan | Hamilton Heights | 40.823604 | -73.949688 | 4 | Coffee Shop | Park | Mexican Restaurant |
| 3 | Manhattan | Manhattanville | 40.816934 | -73.957385 | 4 | Park | Italian Restaurant | American Restaurant |
| 4 | Manhattan | Midtown | 40.754691 | -73.981669 | 3 | Theater | Plaza | Steakhouse |
| 5 | Manhattan | Morningside Heights | 40.808000 | -73.963896 | 1 | Coffee Shop | Park | Italian Restaurant |
| 6 | Manhattan | Upper West Side | 40.787658 | -73.977059 | 1 | Italian Restaurant | Coffee Shop | Bakery |

# In Summary: Choosing a Neighborhood

▶ Based on the information provided, say our student chose the Upper West Side because they wanted ice cream and wine bars within walking distance of home

▶ In addition to the background the SIPA blog provided, our data could tell them the following:

Distance in km between Columbia and Upper West Side is: 2.595422209139266 kms

**The Upper West Side Enjoyed Some of the Lowest Crime in Manhattan in 2019**

Our student would also enjoy ready access to gyms and parks which would come in handy after all that ice cream!

| | Location | 1st Most Common Venue | 2nd Most Common Venue | 3rd Most Common Venue | 4th Most Common Venue | 5th Most Common Venue | 6th Most Common Venue | 7th Most Common Venue | 8th Most Common Venue | 9th Most Common Venue | 10th Most Common Venue |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 0 | Central Harlem | Southern / Soul Food Restaurant | African Restaurant | Café | Pizza Place | Seafood Restaurant | Sushi Restaurant | French Restaurant | Bar | Lounge | American Restaurant |
| 1 | East Harlem | Mexican Restaurant | Café | Bakery | Pizza Place | Deli / Bodega | Plaza | Thai Restaurant | Italian Restaurant | Coffee Shop | Gym |
| 2 | Hamilton Heights | Coffee Shop | Park | Mexican Restaurant | Bar | Café | Yoga Studio | Ethiopian Restaurant | Sushi Restaurant | Deli / Bodega | Chinese Restaurant |
| 3 | Manhattanville | Park | Italian Restaurant | American Restaurant | Seafood Restaurant | Mexican Restaurant | Café | Coffee Shop | Cocktail Bar | Indian Restaurant | Tennis Court |
| 4 | Midtown | Theater | Plaza | Steakhouse | Coffee Shop | American Restaurant | Gourmet Shop | Hotel | Bookstore | Concert Hall | Cuban Restaurant |
| 5 | Morningside Heights | Coffee Shop | Park | Italian Restaurant | American Restaurant | Chinese Restaurant | Grocery Store | Playground | Bookstore | Bakery | Mexican Restaurant |
| 6 | Upper West Side | Italian Restaurant | Coffee Shop | Bakery | Café | Gym | Park | American Restaurant | Wine Bar | Bar | Ice Cream Shop |

Our customers, students and parents desperate for housing guidance, should come away more confident in their residential decision after letting the data help them choose *Where2Live!*