

## **SMALL-TOWN PRIDE**

### **Flower Mound ranks tops in Texas**

Flower Mound residents who love where they live earned serious bragging rights because the community was named the best small town in Texas and the second best in the West by Money magazine.

The town, which has 61,579 residents, won the honors among municipalities with populations under 100,000, beaten only by Rancho Santa Margarita, Calif., in the western category. "I saw it on the Internet, and I thought, 'Of course,' " said Mayor Pro Tem Stephani Spruill with a laugh Friday. "I'm just wondering what took them so long. I can't imagine any place topping us."

Eighty-seven towns are ranked in the survey. The best-small-town status was shared by Sugarland Run, Va., in the East and Woodbury, Minn., in the central region.

Flower Mound is the only non-California town among the top 10 on the list for the western United States; Allen, Coppell, The Woodlands and Sugar Land were the other Texas towns in the Western region's top 20.

Mayor Lori DeLuca calls the ranking a major accomplishment.

"This ranking by such a prestigious publication only proves what most of us already knew – Flower Mound is a great place to live and raise a family," she said.

Plano was named the best city in the western United States with a population over 100,000, an honor shared with Cary, N.C., in the East and Naperville, Ill. in the central region.

Communities throughout the United States were first narrowed to 271 using data from On Board LLC, a real estate information company. Criteria included a median household income of \$50,000 or more and an unemployment rate below the national average. Towns also had to be within 60 miles of a major city and above average in population growth.

Of the top small cities in the Western region, Flower Mound had by far the largest population increase since 1990 -- 277 percent. Its median household income of \$99,516 was also among the highest in the group, which was led by Danville, Calif., at \$122,092.

Spruill said Flower Mound residents insist on a balance of a safe, family-friendly atmosphere with a prime spot for businesses.

"We've got so many great people and great businesses coming in," she said. "It's not just a bedroom community."

For more information, visit: [money.cnn.com/best/bplive](http://money.cnn.com/best/bplive)  
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# MONEY MAGAZINE'S HOTTEST TOWNS

Whether you like big cities or small towns, these are the most desirable places to live in America.

To find America's hottest places to live, we started with statistics on 271 U.S. cities provided to us by OnBoard LLC, a real estate information company. These cities in that list had the highest median household incomes in the nation and above average population growth.

Western region, under 100,000 population:

Rank	City	Population	Increase from 1990	Median Household Income	Median Home Price
1	Rancho Santa Margarita, CA	49,898	205%	\$84,159	\$350,000
2	Flower Mound, TX	61,579	277%	\$99,516	\$210,672
3	San Clemente, CA	52,969	28%	\$68,799	\$555,000
4	Tustin, CA	70,551	42%	\$60,250	\$391,000
5	Carlsbad, CA	86,511	40%	\$68,410	\$446,000
6	Laguna Niguel, CA	64,381	46%	\$85,585	\$480,000
7	Danville, CA	44,397	37%	\$122,092	\$703,500
8	Folsom, CA	57,940	94%	\$78,628	\$330,000
9	Chino Hills, CA	72,333	91%	\$81,926	\$347,000
10	Dublin, CA	31,733	36%	\$83,254	\$432,500
11	Pleasanton, CA	66,336	29%	\$96,922	\$509,000
12	Allen, TX	53,400	160%	\$84,278	\$169,721
13	San Ramon, CA	47,887	32%	\$106,656	\$529,500
14	Livermore, CA	75,272	30%	\$79,880	\$400,000
15	Mission Viejo, CA	98,748	25%	\$84,060	\$427,000
16	Coppell, TX	37,262	122%	\$102,202	\$237,272
17	The Woodlands, TX	65,215	123%	\$89,746	\$191,188
18	Diamond Bar, CA	58,136	18%	\$72,740	\$332,500
17	Sugar Land, TX	73,845	65%	\$85,006	\$183,374

First, we divided OnBoard's 271-city list into three regions: east, central and west. Those lists were sorted by population.

Then, based on careful examination of MOSAIC lifestyle segmentation data, we narrowed the list further by identifying those towns with demographics that closely mirrored that of the typical MONEY reader: college educated, working professional, well-above average median income.

In addition, the town had to be located no more than 60 miles from a major city. That ensures reasonable access art and culture resources. Only cities with median incomes above \$50,000 a year and unemployment rates below the national average were included in our search.

We divided the resulting list of cities into three distinct regions and further divided it by population level -- over 100,000 population and under. We ranked each city within the resulting six lists based on population growth and what we call the "housing premium ratio," or the cost of residential real estate relative to local income levels. The formula ranks each city in terms of its category's norms. Many cities do so well on one measure such that they rank near the top despite a low score on the other.