



WICHITA STATE UNIVERSITY

**Young Professionals of Wichita
Perception Survey
Summer 2008**

**Conducted for
Wichita Area Outlook Team**

**Conducted by
Center for Economic Development and Business Research
W. Frank Barton School of Business
Wichita State University
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Introduction

Between April 28 and June 12, 2008, a web-based survey of 375 young professionals residing in households within the Wichita, Kansas, region was conducted to measure young professionals' attitudes and perceptions about the area. This report summarizes the findings of the survey.

Accuracy of the Data

This report includes sample data derived from the web survey.

Estimates derived from a sample are expected to be different from data collected through a complete count census because they are subject to sampling and non-sampling errors. Sampling error in data arises from the selection of persons to be included in the survey. For example, in the general population males account for 49 percent of the population and females account for 51 percent of the population. In this survey, the number of female respondents is under-represented, totaling only 42.1 percent. Non-sampling error is introduced as a result of errors that may occur during the collection and processing of the survey data. A common type of non-sampling error would be for the person filling out the survey to select the wrong box when answering a question. Non-sampling error may affect the data in two ways. Errors that are introduced randomly will increase the variability of the data and should therefore be reflected in the standard error. Errors that tend to be consistent in one direction will make sample data biased in that direction. For example, if respondents consistently tend to underreport their income, then the resulting counts of households by income category will tend to be understated for the higher income categories and overstated for the lower income categories. Such biases are not reflected in the standard errors.

A sample estimate and its estimated standard error may be used to construct confidence intervals about the estimate. These intervals are ranges that contain the average value of the estimated characteristic that results over all possible samples with known probability.

With approximately 375 responses each, the survey estimates have a margin of error of plus or minus 5.06 percent within a 95 percent confidence interval (assuming that the population from which the sample was pulled (young professionals in the Wichita Metro Area) is about 220,000 individuals¹).

¹ PCensus – 2007 data.

Summary of Findings

The Center for Economic Development and Business Research has used the data collected by the Young Professionals of Wichita Perceptions Survey to conclude the following information. Responses were received from 375 individuals in the greater Wichita region.

- 39% of respondents moved to the Wichita metropolitan area for a job.
- Of those who moved to Wichita:
 - 47.5% have moved to the area after 2005
 - 35.9% moved to the area from other areas in Kansas
- 47.3% of respondents have no plans to leave the Wichita MSA
- Of those who plan to stay in the MSA:
 - 34.9% plan to stay for a job
 - 56.0% plan to stay in order to stay close to family/friends
- 52.7% of respondents have plans to leave the MSA
- Of those who plan to leave the MSA:
 - 27.8% plan to leave for a job opportunity
 - 35.6% plan to leave to live in a community with different amenities
- 40.7% of respondents felt that Wichita was somewhat negative or lacking in the variety of live entertainment
- 57.5% of respondents felt that Wichita was well positioned in reference to the short commutes and ease of transportation
- 60.8% of respondents felt that Wichita was well positioned in reference to the cost of housing
- The number one selling point of the Wichita MSA, as viewed by young professional survey respondents, was the cost of living.
- The number one drawback of the Wichita MSA, as viewed by young professional survey respondents, was the lack of a progressive movement in the area.
- The majority of people spend their free “entertainment” time hanging out with friends and families at their homes, followed closely by dining-out or visiting local restaurants and bars.
- 46.9% of respondents travel outside the Wichita MSA several times a year.
- Of those who travel outside the MSA:
 - 78.1% leave for special events such as rock concerts, festivals, and sporting events.
 - 68.5% leave for destination vacation locations.
- 81.6% of respondents recommend creating friendships at work or on-the-job.
- 82.1% of respondents recommend engaging in career networking at professional organizations.
- 57.6% of respondents recommend meeting a partner or creating a romantic relationship at church.
- The number one place, young professionals recommend to meet new people is at work.
- 94.9% of respondents work full-time.
- 25.8% of respondents work in the manufacturing industry.
- 24.8% of respondents work in an architecture and engineering occupation.
- 89.0% of respondents are satisfied with their current job.
- 76.2% of respondents believe they receive a competitive wage at their current job.
- 81.3% of respondents believe they receive a competitive benefits package at their current job.
- 62.2% of respondents believe there are sufficient job opportunities for career advancement in the Wichita MSA.
- 67.9% of respondents ranked base salary as the most important job factor.
- 120 respondents felt as if Kansas City would be an appropriate place to advance their career outside of Wichita.
- 53 respondents felt that, when considering nothing but amenities, Denver would be an ideal place to relocate.

Young Professionals of Wichita Perceptions Survey

To ensure its future economic competitiveness, the greater Wichita metropolitan area needs to understand the qualitative and quantitative community assets which are necessary to attract and retain young professional talent. The best way to determine that list of priorities is to ask young professionals who have made Wichita their home.

We want to know what core attributes make Wichita a desirable location for young diverse talent. We are asking your opinions about the greater Wichita metropolitan region's top competitive advantages and liabilities associated with the attraction and retention of young talent. Benefits to participants could include added city focus towards young professionals in the community.

This survey is being conducted by the Center for Economic Development and Business Research, W. Frank Barton School of Business, Wichita State University. By clicking next, you indicate that you are voluntarily consenting to participate in this survey, and acknowledge that your responses will be aggregated with other survey responses and released to the public.

The following questions ask what brought you to the greater Wichita region and if you plan to stay or leave the area.

What brought you to the Wichita metropolitan area?		
	Frequency	Valid Percent
Born here and never left/lived here all my life	65	17.5
Born here and came back after living elsewhere	68	18.3
Moved here with parents	32	8.6
Moved here for post high school education	23	6.2
Moved here for job	145	39.0
Moved here for spouse's job	20	5.4
Other	19	5.1
Total	372	100.0

What year did you most recently move to the Wichita area? (Please use a 4-digit year)		
	Frequency	Valid Percent
Before 1990	27	8.8
1990-1999	55	17.9
2000	11	3.6
2001	17	5.5
2002	16	5.2
2003	18	5.9
2004	17	5.5
2005	40	13.0
2006	49	16.0
2007	36	11.7
2008	21	6.8
Total	307	100.0

Did you move to Wichita from somewhere outside the United States?		
	Frequency	Valid Percent
Yes	9	2.9
No	297	97.1
Total	306	100.0

What state did you live in prior to coming to Wichita?		
	Frequency	Valid Percent
Kansas	107	35.9
Missouri	22	7.4
Texas	19	6.4
California	18	6.0
Illinois	15	5.0
Other	117	39.3
Total	298	100.0

What country did you live in prior to coming to Wichita?		
	Frequency	Valid Percent
Canada	1	11.1
El Salvador	1	11.1
Germany	1	11.1
India	1	11.1
Puerto Rico	1	11.1
United arab emirates	1	11.1
United Kingdom	3	33.3
Total	9	100.0

At present, how long are you planning to reside in the Wichita metropolitan area?		
	Frequency	Valid Percent
I have no plans to leave the Wichita metropolitan area	176	47.3
More than 10 years	34	9.1
5 to 9 years	55	14.8
2 to 4 years	78	21.0
Less than 1 year	29	7.8
Total	372	100.0

What is your primary reason for planning to leave the Wichita metropolitan area?		
	Frequency	Valid Percent
A job opportunity	54	27.8
To move closer to family	30	15.5
To continue my education	9	4.6
To follow my spouse	8	4.1
To live in a community with different amenities	69	35.6
Other	24	12.4
Total	194	100.0

What is your primary reason for wishing to stay in the Wichita metropolitan area?		
	Frequency	Valid Percent
For my job	61	34.9
To stay close to my family/friends	98	56.0
Community amenities	5	2.9
Other	11	6.3
Total	175	100.0

Each of us is or can be an ambassador for our community. The following questions ask about your image of the greater Wichita region and what you tell other people about the area.

There are a variety of factors that make a community a good place to live. In general, how important are the following to you:				
	Very Important	Somewhat Important	Somewhat Unimportant	Not Important
Public Safety and Crime	267 71.2%	93 24.8%	9 2.4%	1 0.3%
Educational Opportunities	190 50.7%	148 39.5%	28 7.5%	5 1.3%
Environmental Quality	156 41.6%	177 47.2%	31 8.3%	6 1.6%
Health of Local Economy	240 64.0%	126 33.6%	6 1.6%	0 0.0%
Public Recreational Venues	196 52.3%	144 38.4%	27 7.2%	4 1.1%
Short Commutes and Ease of Transportation	178 47.5%	153 40.8%	35 9.3%	4 1.1%
Vibrant Arts and Cultural Community	133 35.5%	129 34.4%	87 23.2%	22 5.9%
Area's Spectator Sporting Opportunities	102 27.2%	141 37.6%	82 21.9%	45 12.0%
Variety of Live Entertainment	140 37.3%	145 38.7%	68 18.1%	18 4.8%
Variety of Retail Shopping	118 31.5%	172 45.9%	63 16.8%	15 4.0%
Variety of Restaurants and Bars	168 44.8%	159 42.4%	34 9.1%	10 2.7%
Cost of Housing	251 66.9%	98 26.1%	19 5.1%	2 0.5%
Weather Conditions	76 20.3%	180 48.0%	93 24.8%	23 6.1%
Nightlife	99 26.4%	148 39.5%	77 20.5%	47 12.5%
Cultural Diversity	93 24.8%	121 32.3%	104 27.7%	53 14.1%
Variety of Personal Services	67 17.9%	180 48.0%	99 26.4%	24 6.4%
Other	45 12.0%	28 7.5%	14 3.7%	24 6.4%

There are a variety of factors that make a community a good place to live. How would you rank the greater Wichita region on the following:

	Very Positive	Somewhat Positive	Somewhat Negative	Very Negative
Public Safety and Crime	91 24.3%	214 57.1%	52 13.9%	3 0.8%
Educational Opportunities	92 24.5%	199 53.1%	60 16.0%	9 2.4%
Environmental Quality	66 17.6%	208 55.5%	74 19.7%	13 3.5%
Health of Local Economy	111 29.6%	191 50.9%	53 14.1%	6 1.6%
Public Recreational Venues	28 7.5%	156 41.6%	138 36.8%	39 10.4%
Short Commutes and Ease of Transportation	208 55.5%	115 30.7%	30 8.0%	9 2.4%
Vibrant Arts and Cultural Community	42 11.2%	160 42.7%	140 37.3%	19 5.1%
Area's Spectator Sporting Opportunities	20 5.3%	146 38.9%	138 36.8%	55 14.7%
Variety of Live Entertainment	29 7.7%	141 37.6%	147 39.2%	44 11.7%
Variety of Retail Shopping	55 14.7%	207 55.2%	87 23.2%	9 2.4%
Variety of Restaurants and Bars	109 29.1%	191 50.9%	51 13.6%	9 2.4%
Cost of Housing	219 58.4%	126 33.6%	12 3.2%	3 0.8%
Weather Conditions	32 8.5%	183 48.8%	118 31.5%	29 7.7%
Nightlife	17 4.5%	160 42.7%	144 38.4%	37 9.9%
Cultural Diversity	28 7.5%	185 49.3%	112 29.9%	34 9.1%
Variety of Personal Services	32 8.5%	209 55.7%	99 26.4%	11 2.9%
Other	9 2.4%	23 6.1%	20 5.3%	27 7.2%

If you were talking to someone residing outside of the Wichita metropolitan area, what three things would you mention as selling points of the Wichita area?

1. Cost of Living - housing was mentioned frequently (quality for the cost) as well as the life-work balance
2. Amenities - including Downtown, the River, Old Town, Shopping and Restaurant Variety, Recreational Venues and Opportunities
3. Short Commute

If you were talking to someone residing outside of the Wichita metropolitan area, what three things would you mention that you think are drawbacks to living in the area?

1. Lack of a progressive movement - progressive transportation options, environmental mindedness, entertainment options
2. Culture - too Conservative
3. Perception the community has of itself

An important aspect to all communities is the availability of social outlets. The following questions ask about your leisure time and the overall ease of meeting new people in the Wichita region.

How do you pass the time on a typical Friday or Saturday night in the Wichita metropolitan area?

1. Spend time with friends and family at home
2. Dining-out
3. Going to the movies

Top three places to hangout with friends?

1. At my home or a friends home
2. Various Restaurants/Bars
3. Old Town, Downtown

Do you travel outside of the Wichita metropolitan area for entertainment purposes?

	Frequency	Valid Percent
YES, several times a year	174	46.9
YES, monthly	86	23.2
YES, weekly	6	1.6
RARELY once or twice a year	97	26.1
NEVER	8	2.2
Total	371	100.0

**What entertainment activities are you engaging in outside of the Wichita metropolitan area?
Please select all that apply.**

	Frequency	Valid Percent
Weather and/or natural resource related activities NOT available in the Wichita metropolitan area such as snow boarding, mountain climbing, deep sea fishing, or scuba diving	178	65.9
Historical sites, monuments and museums such as Colonial Williamsburg, Mount Rushmore or the Smithsonian	104	38.5
Shopping	146	54.1
Destination vacation locations such as Las Vegas, San Antonio or Orlando	185	68.5
Special events such as rock concerts, festivals, sporting events, etc.	211	78.1
Other	65	24.1

Where would you recommend a young professional new to Wichita go to create friendships? Please select all that apply.		
	Frequency	Valid Percent
Neighborhood	114	30.4
School	126	33.6
Work/on the job	306	81.6
Social groups and clubs	192	51.2
Church	193	51.5
Restaurants, night clubs	102	27.2
Health clubs and other recreational activities	156	41.6
Professional Organizations	224	59.7
On-Line	51	13.6
Other	34	9.1
Top "Other" response: Volunteering		

Where would you recommend a young professional new to Wichita go to engage in career networking? Please select all that apply.		
	Frequency	Valid Percent
Neighborhood	46	12.3
School	120	32.0
Work/on the job	307	81.9
Social groups and clubs	190	50.7
Church	105	28.0
Restaurants, night clubs	37	9.9
Health clubs and other recreational activities	67	17.9
Professional Organizations	308	82.1
On-Line	57	15.2
Other	18	4.8

Where would you recommend a young professional new to Wichita go if they were looking for a romantic relationship? Please select all that apply.		
	Frequency	Valid Percent
Neighborhood	63	16.8
School	127	33.9
Work/on the job	93	24.8
Social groups and clubs	201	53.6
Church	216	57.6
Restaurants, night clubs	134	35.7
Health clubs and other recreational activities	164	43.7
Professional Organizations	100	26.7
On-Line	83	22.1
Other	53	14.1

What are the top three places you go to meet new people?
1. Work
2. Clubs, Church and other Civic Organizations
3. Restaurants, night clubs, bars

The following questions ask about your current place of employment, your career aspirations and your overall satisfaction with the greater Wichita regional labor market.

What is your current employment status?		
	Frequency	Valid Percent
Employed full-time [more than 35 hours per week]	352	94.9
Employed part-time [less than 35 hours per week]	11	3.0
Unemployed, looking for full-time work	6	1.6
Unemployed, looking for part-time work	1	0.3
Unemployed, not looking for work	1	0.3
Total	371	100.0

What type of industry are you currently employed in?		
	Frequency	Valid Percent
Construction	8	2.2
Manufacturing	94	25.8
Wholesale trade	1	0.3
Retail trade	2	0.5
Transportation and warehousing	6	1.6
Information/broadcasting/publishing/telecommunications	16	4.4
Financial services and real estate	36	9.9
Professional and business services	56	15.4
Privately funded education	1	0.3
Publicly funded education	18	4.9
Healthcare	23	6.3
Leisure, hospitality, restaurants	7	1.9
Other Services	37	10.2
Government or military	39	10.7
Multi-category or conglomerate	20	5.5
Total	364	100.0

What is your current type of occupation?		
	Frequency	Valid Percent
Management occupation	57	15.9
Business and financial operations occupation	59	16.4
Computer and mathematical occupation	18	5.0
Architecture and engineering occupation	89	24.8
Community and social services occupation	23	6.4
Legal occupation	8	2.2
Education, training, and library occupation	11	3.1
Arts, design, entertainment, sports and media occupation	22	6.1
Healthcare practitioner and technical occupations	11	3.1
Healthcare support occupation	2	0.6
Protective service occupation	2	0.6
Personal care and service occupation	1	0.3
Sales and related occupation	25	7.0
Office and administrative support occupation	18	5.0
Farming, fishing and forestry occupation	1	0.3
Production or manufacturing occupation	12	3.3
Total	359	100.0

How satisfied are you with your current job?			
	Frequency	Valid Percent	
Very satisfied	157	43.1	
Somewhat satisfied	167	45.9	
Somewhat unsatisfied	24	6.6	
Not satisfied	16	4.4	
Total	364	100.0	

Do you believe your employer offers a competitive wage given the cost of living in the Wichita area?			
	Frequency	Valid Percent	
Yes	276	76.2	
No	86	23.8	
Total	362	100.0	

If no why?
 Cost of living increase does not match with the inflation rate.
 Have other benefits/compensations that account for the pay differential.

Do you believe your employer offers a competitive benefits package?			
	Frequency	Valid Percent	
Yes	292	81.3	
No	67	18.7	
Total	359	100.0	

If no why?
 The cost of health insurance is too high.

Do you feel the Wichita job market provides you sufficient opportunities to advance your career or find a job here?			
	Frequency	Valid Percent	
Yes	230	62.2	
No	140	37.8	
Total	370	100.0	

If no why?
 Due to specialty occupation.
 Headquarters are not in Wichita.
 Older workers do not view young professionals in leadership roles within the Wichita community.
 Lack of non-manufacturing advancement.

Rank the following job factors in order of importance to you personally from 1 (the MOST important) to 6 (the LEAST important).							
	1	2	3	4	5	6	Total
Base Salary	250 67.9%	72 19.6%	29 7.9%	12 3.3%	2 0.5%	3 0.8%	368 100.0%
Fringe benefits package	15 4.1%	104 28.3%	83 22.6%	68 18.5%	65 17.7%	32 8.7%	367 100.0%
Flexible working schedule	50 13.6%	91 24.8%	64 17.4%	63 17.2%	57 15.5%	42 11.4%	367 100.0%
Attractive pension plan	4 1.1%	17 4.6%	45 12.3%	52 14.2%	98 26.7%	151 41.1%	367 100.0%
Annual holiday, vacation and sick leave	15 4.1%	57 15.5%	106 28.9%	105 28.6%	59 16.1%	25 6.8%	367 100.0%
Family friendly corporate culture	44 12.0%	37 10.1%	41 11.1%	60 16.3%	81 22.0%	105 28.5%	368 100.0%

If you were to look for a job outside of the Wichita metropolitan area to advance your career, what three communities would be at the top of your list for consideration?

1. Kansas City (120)
2. Dallas (82)
3. Denver (74)

If job opportunities were not a factor in your decision about where to live, what three communities would be at the top of your list for consideration?

1. Denver (53)
2. Kansas City (46)
3. Chicago (33)

The survey is almost complete. We just have a few more questions to ask about you and your family.

What is your Gender?

	Frequency	Valid Percent
Male	216	57.9
Female	157	42.1
Total	373	100.0

What is your age?

	Frequency	Valid Percent
18 to 20 years	2	0.5
21 to 24 years	59	15.7
25 to 29 years	130	34.7
30 to 34 years	103	27.5
35 to 39 years	45	12.0
40 to 44 years	17	4.5
45 years and over	19	5.1
Total	375	100.0

What is your race?

	Frequency	Valid Percent
White, Caucasian	323	87.1
Hispanic or Latino	11	3.0
Black or African American	15	4.0
American Indian or Alaska Native	1	0.3
Asian	8	2.2
Multi-racial	8	2.2
Other	5	1.3
Total	371	100.0

What is your current marital status?		
	Frequency	Valid Percent
Single, never married	136	36.6
Co-habiting	28	7.5
Divorced	31	8.3
Married	175	47.0
Widowed	1	0.3
Separated	1	0.3
Total	372	100.0

What is your parental status?		
	Frequency	Valid Percent
I do not have any children under the age of 18	267	71.8
I have children under the age of 18 living in my household at least 50 percent of the time	103	27.7
I have children under the age of 18, but they do not reside in my household	2	0.5
Total	372	100.0

What is your student status?		
	Frequency	Valid Percent
I am going to school full-time	17	4.6
I am going to school part-time	61	16.5
I am not attending school at present	291	78.9
Total	369	100.0

What is the highest degree or level of education you have completed? (If currently enrolled, mark the previous grade or highest degree received).		
	Frequency	Valid Percent
High school graduate (including GED or equivalency)	3	0.8
Some college, no degree	23	6.2
Associate degree (for example: AA, AS)	8	2.2
Trade school or Technical education certification program (for example CAD technician, certified nurse aide, A&P mechanic)	5	1.3
Bachelor's degree (for example: BA, AB, BS)	228	61.5
Master's degree (for example: MA, MS, MEng, MEd, MSA, MBA)	88	23.7
Professional or Doctorate degree (for example: PhD, EdD)	16	4.3
Total	371	100.0

What is your estimated annual HOUSEHOLD income?		
	Frequency	Valid Percent
Less than \$15,000	5	1.4
\$15,000 to \$24,999	9	2.5
\$25,000 to \$34,999	18	4.9
\$35,000 to \$49,999	49	13.4
\$50,000 to \$74,999	118	32.2
\$75,000 to \$99,999	80	21.8
\$100,000 and above	88	24.0
Total	367	100.0