

Young Professionals Survey

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Young Professionals

2007 Claritas Estimates

- Approximately 200,000 people between the ages of 18 and 44 in the Wichita Metropolitan Area
- 49.1% were female
- 50.9% were male
- Approximately 80% were white
- 54.6% of households between the ages of 25 and 44 made over \$50,000 per year.

Respondents to the Survey

- 375 responses
- 356 between the ages of 18 and 44
- 42.1% were female
- 57.9% were male
- 87.1% were white, Caucasian
- 78% of respondent households earn more than \$50,000 per year
- 89.5% had at least a bachelor's degree

Confidence Interval

Therefore . . .

- With approximately 375 responses, the survey estimates have a margin of error of plus or minus 5.06 percent within a 95 percent confidence interval

Results

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?		
	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

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

How did they get here?

- 82.5% of respondents *moved* to the area
- Of those who moved to Wichita:
 - 39% of all survey respondents moved here for a job
 - 47.5% moved to the area after 2005
 - 35.9% moved to the area from other areas in Kansas

Are they staying?

- 47.3% of respondents have no plans to leave the Wichita MSA
- Of those planning to leave:
 - 27.8% will leave for a job opportunity
 - 35.6% will leave for a community with a different set of amenities
- Of those planning to stay:
 - 34.9% will stay for their job
 - 56% plan to stay in order to remain close to their family and friends

Results

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

Results

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%

What is important for their community?

- Crime
- Education
- Economy
- Recreational Venues
- Commutes
- Arts & Culture
- Restaurants and Bars
- Cost of Housing

How does Wichita measure?

- Doing good:
 - Commutes
 - Cost of Housing
- Needs some work:
 - Crime
 - Education
 - Recreational Venues
 - Arts & Culture
 - Restaurants and Bars
- Needs a lot of work:
 - Variety of Live Entertainment

Results

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%

Selling Points

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

Drawbacks

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

Free Time

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

Leaving Wichita . . .

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

How often?

- 46.9% leave Wichita several times a year

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?

- 78.1% leave for live entertainment events
- 68.5% leave on destination vacations
- 65.9% leave for natural resources not available in the Wichita area

Results

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		
	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		

Meeting People

- Create Friendships
 - 81.6% at work
- Career Networking
 - 82.1% at professional organizations
- Romantic Relationships
 - 57.6% at church
- In General . . .
 - At Work

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

Working

94.9% of work full-time

Industry

- 25.8% Manufacturing
- 15.4% Professional and Business Services

Occupation

- 24.8% Architecture or engineering
- 16.4% Business or financial operations
- 15.9% Management

What benefits are “most” important?

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	72	29	12	2	3	368
	67.9%	19.6%	7.9%	3.3%	0.5%	0.8%	100.0%
Fringe benefits package	15	104	83	68	65	32	367
	4.1%	28.3%	22.6%	18.5%	17.7%	8.7%	100.0%
Flexible working schedule	50	91	64	63	57	42	367
	13.6%	24.8%	17.4%	17.2%	15.5%	11.4%	100.0%
Attractive pension plan	4	17	45	52	98	151	367
	1.1%	4.6%	12.3%	14.2%	26.7%	41.1%	100.0%
Annual holiday, vacation and sick leave	15	57	106	105	59	25	367
	4.1%	15.5%	28.9%	28.6%	16.1%	6.8%	100.0%
Family friendly corporate culture	44	37	41	60	81	105	368
	12.0%	10.1%	11.1%	16.3%	22.0%	28.5%	100.0%

Job Satisfaction

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.

Current Job

- 89% of respondents were somewhat to very satisfied with their current job

Wages

- 76.2% felt they received a competitive wage for the area

Benefits

- 81.3% felt that their benefits package was competitive

Wichita Job Market

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.		

If you were to leave, where would you go?

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)		

Community Comparison

	Employment in Wichita vs. Other Metro's						
	Chicago	Dallas	Denver	Kansas City	Ok. City	Omaha	Tulsa
Forestry, Fishing, Hunting, and Agriculture Support	1.12	1.00	1.83	1.53	1.84	1.53	1.50
Mining	12.42	1.00	0.99	5.47	0.31	7.10	0.35
Utilities	0.71	1.00	0.43	0.62	0.18	1.53	0.50
Construction	1.21	1.08	0.77	0.95	1.12	1.12	1.04
Manufacturing	1.91	5.71	3.23	2.71	2.92	2.63	1.67
Wholesale Trade	0.60	0.61	0.55	0.46	0.72	0.75	0.68
Retail Trade	1.07	1.07	1.36	0.98	0.94	0.94	1.00
Transportation and Warehousing	0.66	0.73	0.82	0.61	0.76	0.73	0.95
Information	0.99	0.62	0.35	0.59	0.85	0.54	0.53
Finance and Insurance	0.52	0.51	0.55	0.51	0.61	0.38	0.75
Real Estate and Rental and Leasing	0.80	0.67	0.43	0.77	0.67	0.76	0.75
Professional, Scientific, and Technical Services	0.47	0.54	0.47	0.46	0.49	0.47	0.78
Management of Companies and Enterprises	0.46	0.50	0.42	0.70	0.72	0.33	0.31
Administrative and Support and Waste Management and Remediation Services	2.64	1.64	0.75	0.78	0.80	0.67	0.84
Educational Services	0.60	1.00	0.91	0.84	0.92	0.76	0.76
Health Care and Social Assistance	6.22	1.51	1.65	1.18	1.00	1.18	1.15
Arts, Entertainment, and Recreation	0.80	1.00	0.83	0.99	0.92	0.76	0.75
Accommodation and Food Services	1.14	2.45	0.97	1.05	0.88	1.04	1.08
Other Services (except Public Administration)	0.97	1.21	1.07	0.95	0.90	1.05	0.97
Unclassified	0.21	0.27	0.24	0.20	0.24	0.20	0.20