



Pulse, Young Professionals Network Survey Summary

A web based survey of young professionals in the Fox Cities was conducted in June & July 2007. A total of 110 responses were collected. Pulse members comprised 62 responses, non-members comprised 47 responses and unsure of membership status comprised of 1 response.

Details of the survey responses can be found in the excel document, "Pulse YP Survey Details". Below are the highlights of the responses.

Overall, the survey respondents are:

- Well-educated: 82% have four year degrees or higher;
- Established in their careers: 32% have 4-7 years and 33% have over 7 years of experience;
- 26-35 years old (73%);
- Less mobile: 37% have children and 56% are married/partnered.
- TRANSPLANTS: 54% did not grow up in the Fox Cities region.
- White: 91%
- Female: 78%;
- Registered Voters: 92%
- Moderately engaged in the community: An average of 25% volunteer in the community.

Respondents are primarily involved in Pulse for business/social networking opportunities and professional development. Fifty-one percent of respondents feel Pulse delivers good networking value and 33% feel overall Pulse offers good value in professional development.

Ninety-one percent of respondents have a positive perception of the Fox Cities quality of life and 50% of respondents indicate that Pulse has positively impacted their perception of the quality of life the region has to offer young professionals.

We asked respondents two questions about the seven indexes NGC uses to gauge a community's ability to attract and retain young professionals, as shown in Table 2:

- How important are these amenities to you (Value)?
- How well does the Fox Cities region provide these amenities (Perception)?





Table 2: Value vs. Perception of the Fox Cities in the Seven Indexes

Following are some typical reasons young professionals stay in a community. Please rate their importance to you.	Value	Perception of Fox Cities	+/-
COST OF LIFESTYLE: I want a community where I can afford to live, work and play.	97%	93%	-4%
EARNING: I want a broad choice of places to work and an environment that is friendly to entrepreneurs.	90%	62%	-28%
VITALITY: I value a vibrant community where people are 'out and about' using public parks, trails and recreation areas, attending farmer's markets and living in a healthy community.	92%	76%	-16%
LEARNING: I want to plug into a community that offers life-long learning and values being 'smart.'	86%	80%	-6%
AROUND TOWN: I want to live in a community that's easy to get around in; I don't want long commute times.	93%	88%	-5%
SOCIAL CAPITAL: I value living in a diverse community, where people are engaged and involved in community life.	88%	56%	-32%
AFTER HOURS: I want to be able to find authentic local places to have dinner, meet for coffee, hear live music, or just hang out. I want to be able to attend art openings, theatre, and cultural festivals.	89%	76%	-13%

The most pleasing of these responses is 97% of survey respondents indicated they value the Cost of Lifestyle index and 93% believe the region ranks well in this index. Learning and Around Town indexes also scored well with respondents and Vitality and After Hours scored moderately well with respondents. The most alarming is 90% of survey respondents indicated they value the Earning index but the overall perception of the Fox Cities region in the Earning index is only 62% – a 28% variance.

When asked to force rank the seven indexes the following respondents ranked the seven indexes in the following order (1 is most important and 7 is least important):

1. Cost of Lifestyle
2. Earning
3. Vitality
4. After Hours
5. Learning
6. Social Capital
7. Around Town

