

Attracting the Young, College-Educated to Cities

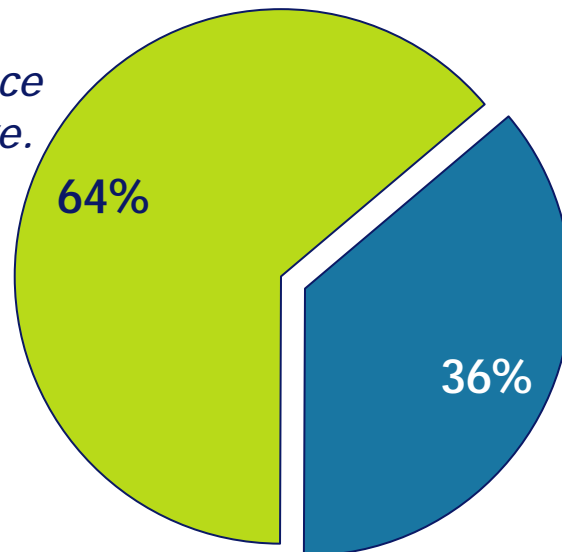
CEOs for Cities National Meeting

May 11, 2006

Location Choice Is Important

- Two-thirds of college-educated 25 to 34 year-olds report that they will make the decision of where they live first, then look for a job within that area.
 - This is consistent across lifestage demographics.
 - However, men are more likely to go where the job takes them (40% vs. 31% among women).

Look for a job in a place that I would like to live.



Look for the best job I can find. The place where it located is a secondary consideration.

Q6: Thinking about how you will look for and choose your next job, which of the following statements best reflects your opinion?

Strong Inclination to Live in a City

- Singles are most likely to live in a city, especially downtown (50%) or near downtown (66%).
- Married people and parents gravitate toward the suburbs, but prefer to be near a city.

*Types of Places Would Consider Living:
Summary of Definitely/Probably*

	Total (1000)	Married (472) C	Not Married (528) D	Kids <18 (308) E	No Kids <18 (672) F
A downtown area	42%	32%	50% ^C	33%	45% ^E
A neighborhood near the downtown	59%	51%	66% ^C	51%	62% ^e
A neighborhood within the city but not near the downtown	66%	62%	69%	60%	68%
The suburbs close to the city	70%	75% ^d	65%	73%	68%
The suburbs far from the city	43%	54% ^D	33%	54% ^F	37%
A small town	45%	52% ^D	39%	52% ^f	42%
In a rural area	34%	41% ^D	28%	42% ^F	30%

Q10: How likely are you to consider living in each of the following types of places:

Scale: Definitely would consider, Probably would consider, Might or might not consider, Probably would not consider, Definitely would not consider.

Best Prospects Are within Your Own Region

- College-educated young people are most likely to consider living in places similar to where they are now.

	Best Describes Where You Currently Live				
	Downtown area (97) A	Neighborhood near the downtown (217) B	Within the city, not near downtown (155) C	Suburbs close to the city (339) D	Suburbs far from the city (69) E
<i>Definitely/probably would consider living in . . .</i>					
Downtown area	71% ^{CDEFG}	50% ^{CE}	31%	38%	21%
Neighborhood near the downtown	80% ^{DEFG}	71% ^{EF}	58% ^E	55% ^E	32%
Within the city, not near downtown	68%	65%	83% ^{BDEFG}	67% ^E	41%
Suburbs close to city	65%	55%	73% ^G	87% ^{ABCEFG}	63%
Suburbs far from city	34%	29%	30%	49% ^{BC}	73% ^{ABCD}

Best Prospects Are within Your Own Region

- Many college-educated young people stay within their geographic comfort zone - living now in the same area where they grew up.

	<i>Grew Up</i>			
	Northeast (252) A	Midwest (236) B	South (221) C	West (290) D
<i>Live now . . .</i>				
Northeast	50% ^{BCD}	4%	7%	13%
Midwest	4%	74% ^{ACD}	5%	12%
South	35% ^B	8%	74% ^{ABD}	27% ^B
West	10%	14%	13%	47% ^{ABC}

Strut Your Stuff

- Personal experiences, the experiences of family and friends and local Web sites are top influencers.

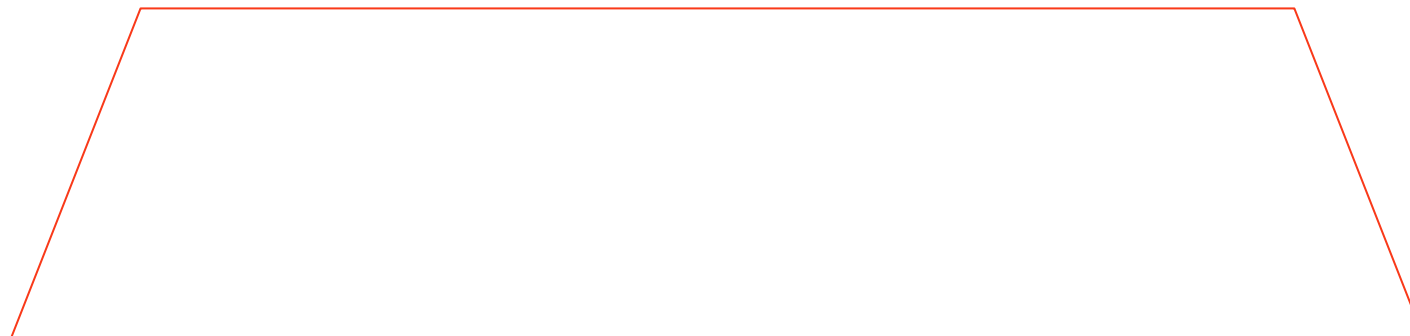


Q17: If you were to consider moving to a city, which of the following sources of information might you use to find out more about the city?
 Top 3 box score on 0-10 scale, where 0 = Definitely would not use, 5 = Might or might not use, and 10 = Definitely would use.

Basic Quality of Life Issues Must Be Met



Show Room for Growth



Great Aspirations

A place that will allow me to grow professionally and personally, and raise a family

Basic Quality of Life

A clean and attractive, safe and green place to live the life I want to lead

Strong Need for Connection

Connections and Lifestyle

I want an interesting and diverse place to live that has space for social interactions and is close to family

Great Aspirations

A place that will allow me to grow professionally and personally, and raise a family

Basic Quality of Life

A clean and attractive, safe and green place to live the life I want to lead

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