

A web-based survey of young professionals of Reno County was conducted in February 2008. A total of 525 responses were collected. Of the 525 total responses 305 respondents are 40 years of age or younger.

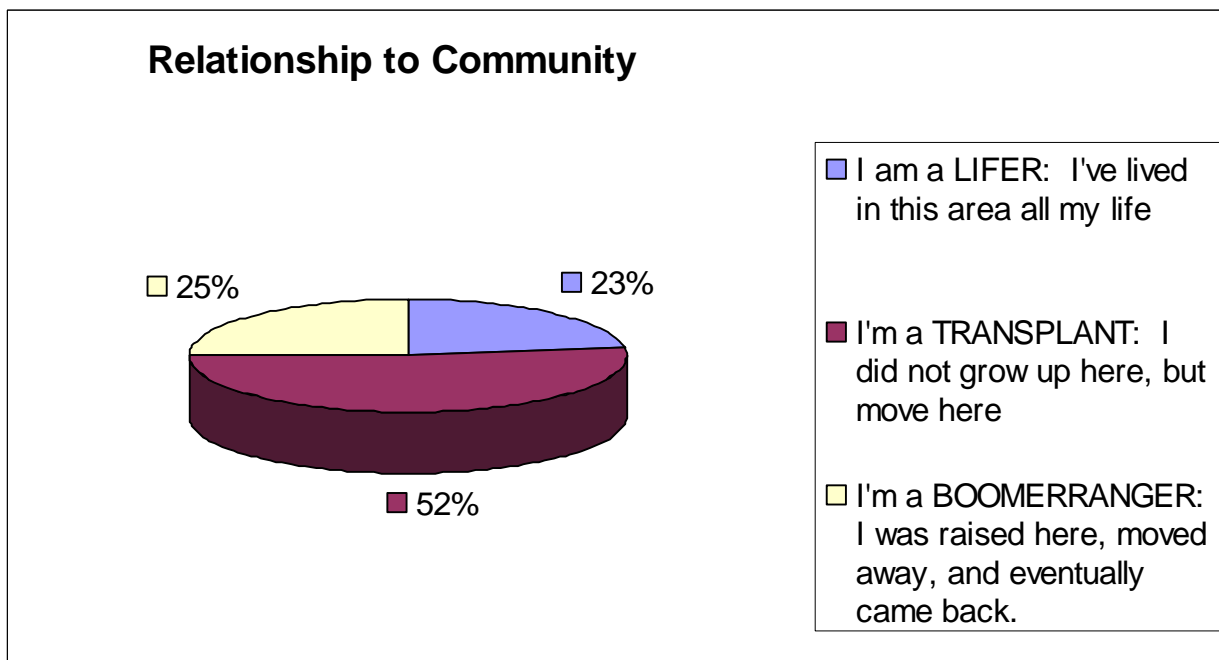
Demographics:

Overall, the survey respondents are:

- Under 22: 1%
- 22-25 years old: 15.4%
- 26-30 years old: 29.2%
- 31-35 years old 31.5%
- 36-40 years old 23%
- Well-educated: 74% have four year degrees or higher
- Home-owners (79%), with the majority of home values at \$150,000 or less
- Working in Educational Services (29.6%), Finance & Insurance (15.9%) or Health Care & Social Assistance (11%)
- Willing to get involved- 80% are currently involved in community organizations, religious groups or school initiatives.
- Charitable: 51% donated over \$250 in the last 6 months
- Less Mobile: 58.9% are married and have children while 17.2% are single without children
- White: 94.4%
- Female: 67.5%
- Registered Voters: 93.4%, with 94% planning to vote in the upcoming election

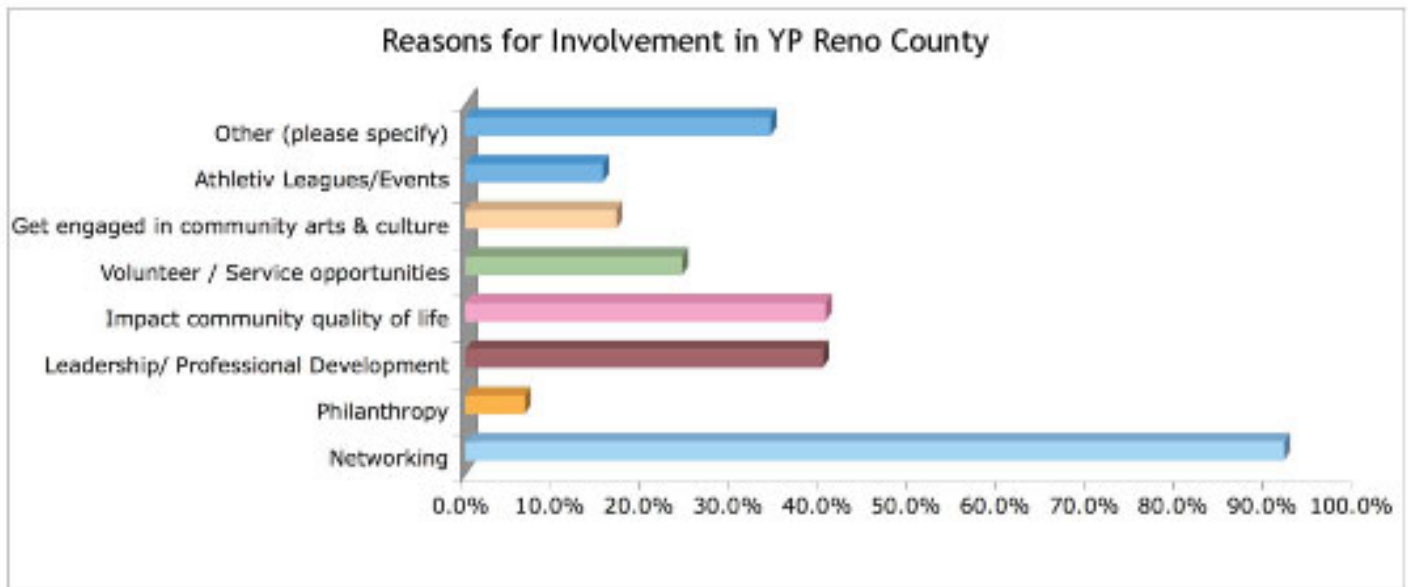


Relationship to Reno County:



YP Involvement:

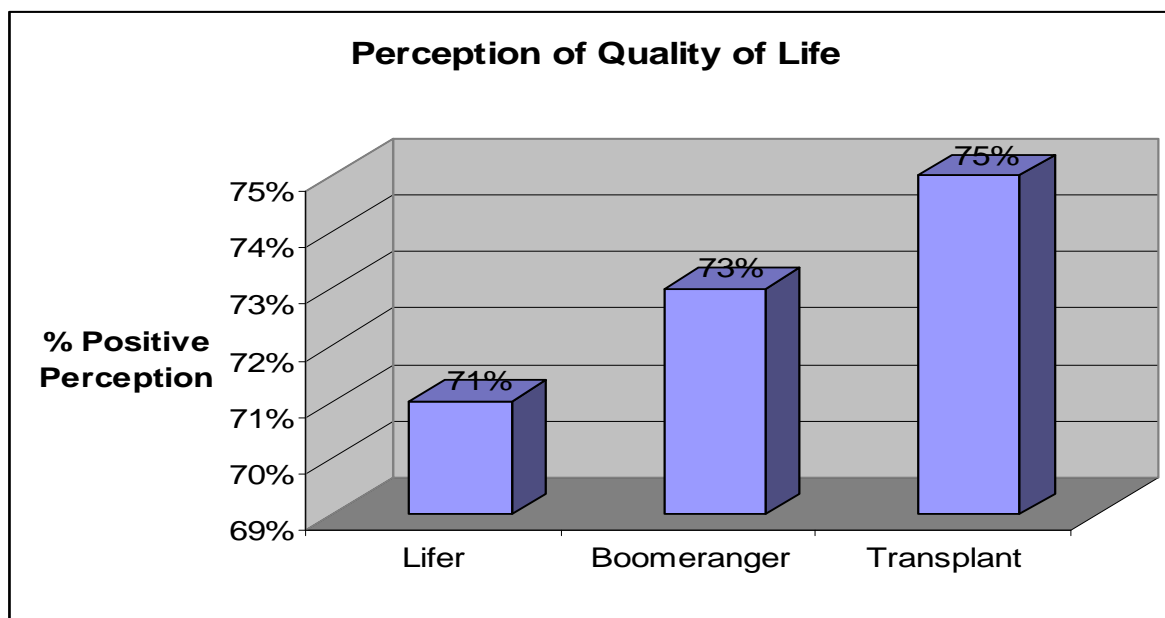
We asked respondents several questions about their involvement in the Young Professionals of Reno County, as well as its impact on the community. Over 90% listed Networking as the number one reason they joined YP of Reno County, as shown in the chart below.



Forty-five percent of young professionals surveyed feel that Young Professionals of Reno County has positively impacted their perception of the quality of life offered in Reno County. Additionally 20% of respondents said they were more likely to stay in the community because of YP Reno County.

What do YPs think about the Quality of Life in Reno County?

Most Respondents (73%) had a very positive or somewhat positive perception of the quality of life offered in Reno County. The chart below matches respondent's perception of the quality of life with their relationship to the community.



Should I stay or should I go?

Over half of the respondents (53%) plan to stay for “a long time” (16 or more years). Of the others 4% plan to stay 10-15 years, 7% 5-9 years, and 11% 1-4 years while only 3% plan to leave within the next 12 months.

The Seven Community Indexes:

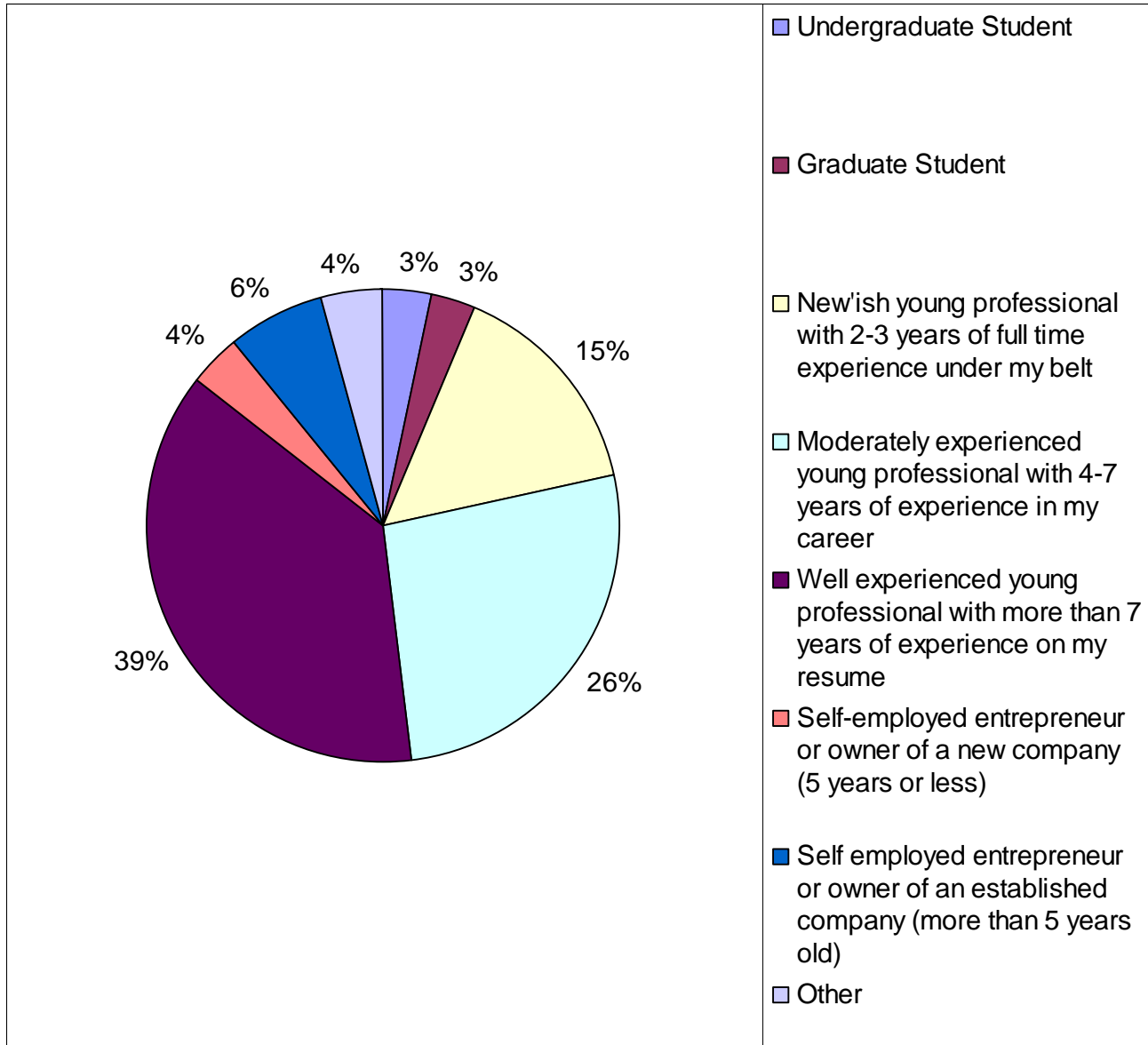
Table 1: Value vs. Perception of Reno County in the Seven Indexes

Following are some typical reasons young professionals stay in a community. Please rate their importance to you.	Value	Perception of Reno County	+/-
COST OF LIFESTYLE: I want a community where I can afford to live, work and play.	97%	83%	-14%
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.	93%	44%	-49%
EARNING: I want a broad choice of places to work and an environment that is friendly to entrepreneurs.	92%	35%	-57%
LEARNING: I want to plug into a community that offers life-long learning and values being 'smart.'	91%	73%	-18%
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.	88%	27%	-61%
SOCIAL CAPITAL: I value living in a diverse community, where people are engaged and involved in community life.	86%	43%	-43%
AROUND TOWN: I want to live in a community that's easy to get around in; I don't want long commute times.	84%	92%	8%

The most pleasing of these responses is 84% of survey respondents indicated they value the Around Town index and 92% believe Reno County ranks well in this index. Cost of Lifestyle also offered a minimal variance. The most alarming is the variance between the value and perception of the After Hours, Earning, Vitality, and Social Capital indexes – all have a large variance between value and perception of Reno County. What does this mean? Respondents feel Reno County has too few options of things to do after 5pm, does not offer a broad choice of career opportunities, has limited outdoor greenspace, and is not a diverse, engaged community.

Professional Experience:

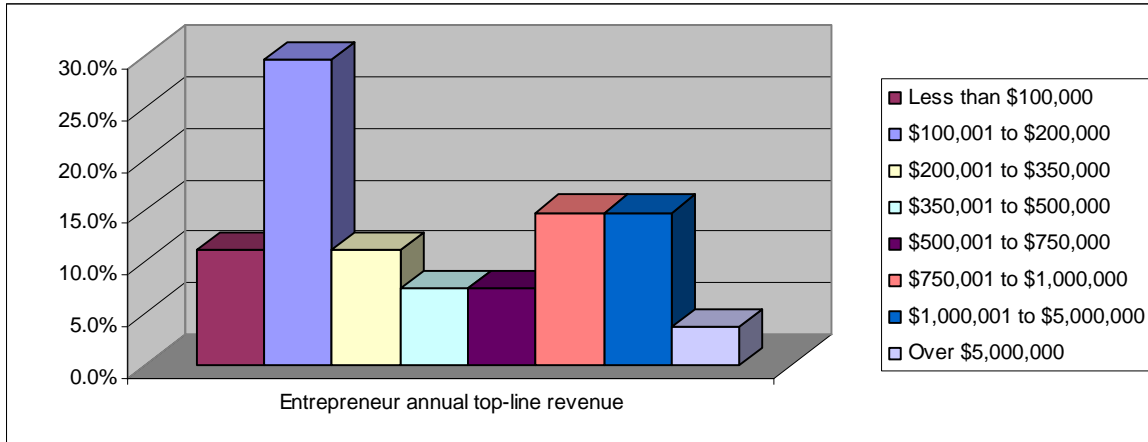
39% of the respondents said they were well experienced young professionals with more than 7 years of experience on their resume, 26% were moderately experienced with 4-7 years of experience and 15% indicated that they were new-ish young professionals with 2-3 years of full time experience. The pie chart below shows the complete picture of professional experience and employment situation.



The majority of respondents (55%) said they were not looking for a new job at this time, though 23% said they would be open to jobs within the community while 14% indicated they would be open to jobs outside the community.

Entrepreneurship:

10% of respondents identified themselves as entrepreneurs or business owners, the majority of whom (77%) had 10 or fewer full-time employees. Entrepreneurs were also asked about their annual top-line revenue. The chart below shows their response.



Employee Engagement:

Respondents were asked to rank the six dimensions of engagement in order of importance to them.

1. LIFE-WORK BALANCE - Having a sustainable balance between professional and personal interests.
2. ENRICHMENT - Having opportunities to learn and grow.
3. MEANING - Working for a company whose values resonate with mine.
4. APPRECIATION - Being recognized and/or rewarded for successes.
5. MEMBERSHIP - Feeling like I am a part of something bigger, a "family."
6. VOICE - Having a say in the company's strategy.