



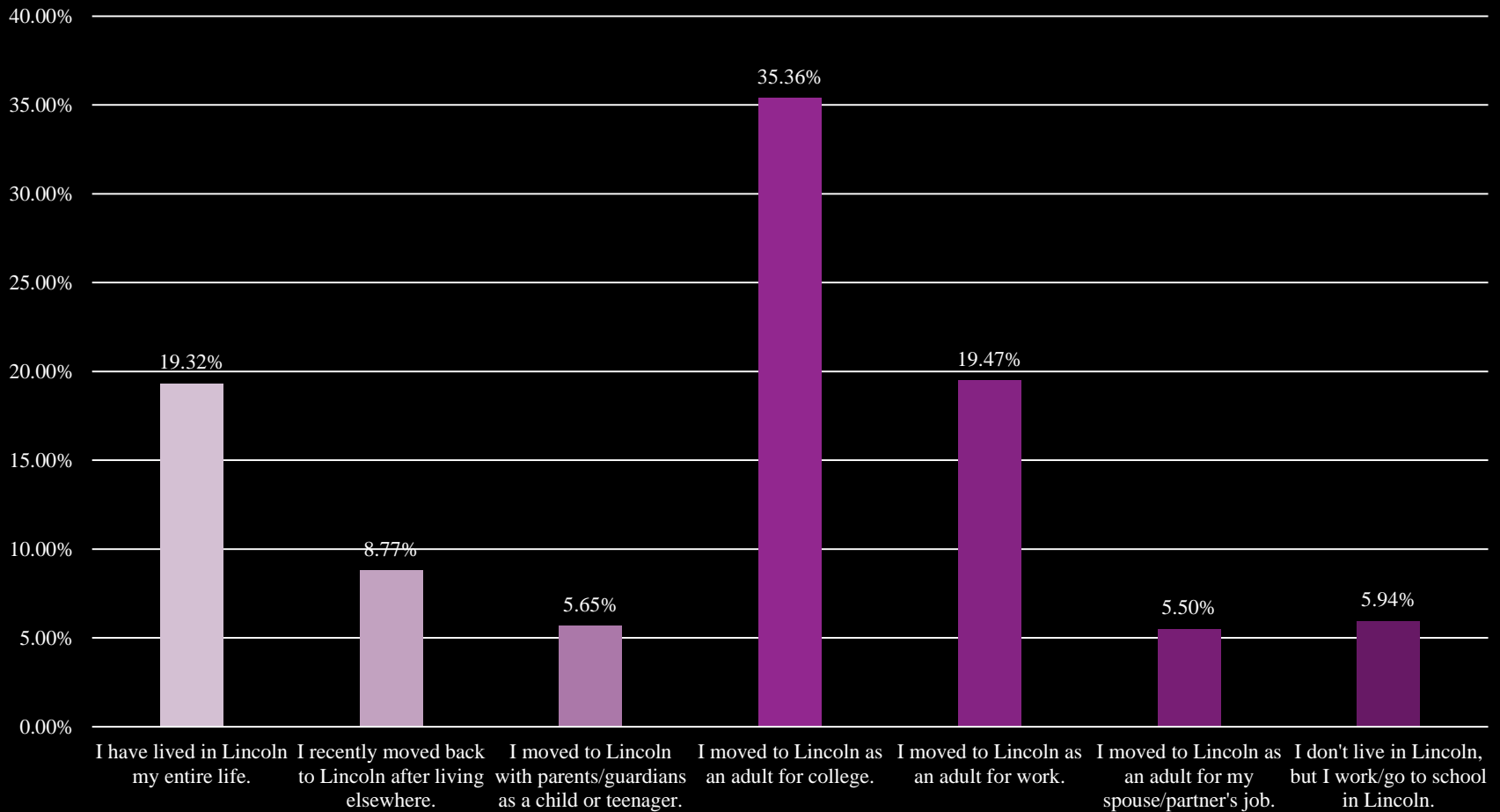
YOUNG PROFESSIONAL & EMERGING TALENT SURVEY

Our Survey

- Summer 2019
- Over 700 participants
- Ages 20-40, Most participants were 22-35
- Almost half of the respondents (47.4%) have lived in Lincoln for less than 10 years.



RELATIONSHIP WITH LINCOLN



Where do Lincoln YPs originate?

- Nebraska (Outside of Lincoln/Omaha)
- Omaha
- Iowa
- Kansas
- South Dakota
- California
- Illinois
- Texas
- Colorado
- Minnesota
- Michigan
- Pennsylvania
- Virginia
- Wisconsin
- Asia
- Bosnia
- Canada
- India
- Israel
- Malaysia
- Peru



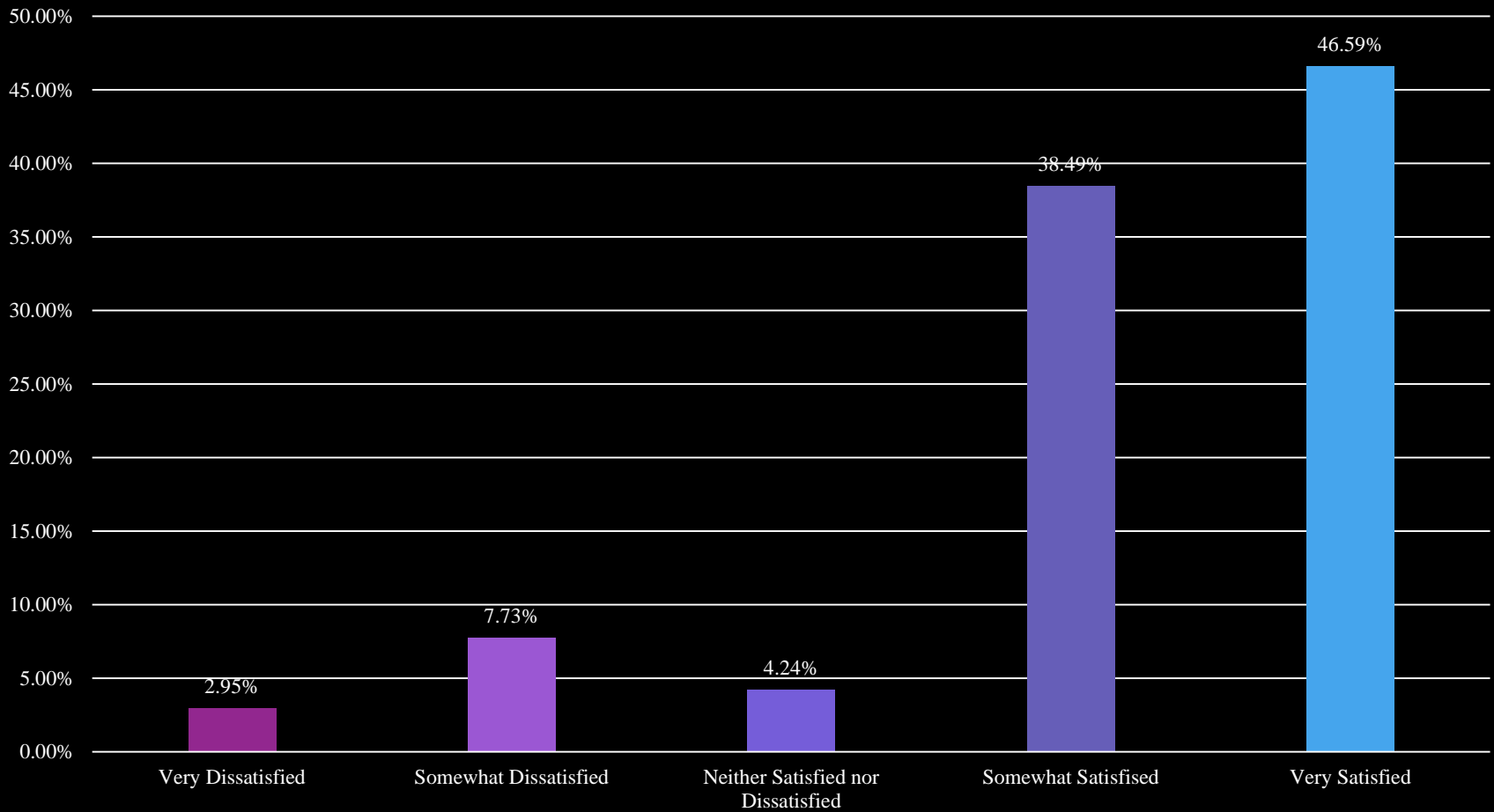
Where do they move here from?

- OMAHA
- CHICAGO
- PHOENIX
- CONNECTICUT
- DENVER
- KANSAS CITY
- SEATTLE
- LOS ANGELES

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JOB SATISFACTION



BENEFIT IMPORTANCE

Flexible Working Schedule/ Environment	4.53
Company Culture	4.47
Benefits	4.39
Salary	4.37
Family Friendly Workplace	3.84

Very Unimportant (1) - Very Important (5)

What aspect of their current job do YPs enjoy most?

- The work
- The people
- Flexibility

What do YPs consider most when looking for a new job?

- Culture
- Pay & Benefits
- Flexibility

When looking at your next job, are you looking at Lincoln?

- A majority (52.65%) of respondents would look for a new job in Lincoln.
- A significant proportion (33.63%) would at least consider opportunities in Lincoln.

85%!

YPS RATE LINCOLN

Restaurants and Bars	4.04
Health of Local Economy	4.03
Public Safety and Crime	4.03
Environmental Quality	3.98
Quality of Schools	3.89
Spectator Sporting Opportunities	3.86
Quality of overall leisure/entertainment options	3.86
Commute Time	3.65
Availability of Good Job Opportunities	3.63
Public Recreational Venues	3.61
Cost of Living	3.6
Live Entertainment Opportunities	3.55
Nightlife	3.52
Retail Shopping	3.46
Cost of Housing	3.17
Cultural Diversity	3.12
Transportation Options	3

Very Unsatisfactory (1) - Very Satisfactory (5)

WHAT ARE YPs LOOKING FOR?

Availability of Good Job Opportunities	4.62
Cost of Living	4.49
Cost of Housing	4.44
Public Safety and Crime	4.37
Commuting Time	4.21
Health of Local Economy	3.99
Environmental Quality	3.85
Quality of Schools	3.83
Quality of overall leisure/entertainment options	3.76
Public Recreational Venues	3.6
Quantity of overall leisure/entertainment options	3.59
Cultural Diversity	3.2
Live Entertainment Opportunities	3.16
Transportation Options	3.15
Restaurants and Bars	3.08
Spectator Sporting Opportunities	2.89
Nightlife	2.84
Retail Shopping	2.7

Very Unimportant (1) - Very Important (5)