



**Engage!
Cleveland**

2nd Annual
State of the Young
Professional Community



2019 Survey Results

Introduction

The second annual State of the Young Professional Community Survey is presented by Engage! Cleveland. It takes a comprehensive look at what young professionals in the Greater Cleveland area want and need from our region. It aims to better understand the professional, civic, and personal lenses through which young professionals perceive our area and provides insights into how their perceptions are driving their decisions and the actions they take. Engage! Cleveland intends to use these insights to work to provide meaningful experiences for young professionals that will attract, engage, and retain them in the life of our community.

The survey addresses three key areas of interest:

1. The reasons young professionals are choosing Cleveland to live, work, and play.
2. The attributes that attract young professionals to particular jobs and/or employers.
3. The role civic engagement plays in the lives of young professionals.



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Methods

Engage! Cleveland partnered with the Corporate University, Kent State University at Stark to conduct a survey of young professionals in the Greater Cleveland area. Young professionals across the region were invited to participate in the survey from May 6 to July 8, 2019, through a multichannel outreach campaign conducted by Engage! Cleveland with the support of additional organizations. The credibility interval for the survey is estimated to be +/-4% for all respondents.

To provide the most reliable and accurate information, data was cleaned, and duplicate records were removed, as were outliers. Invalid data was also eliminated, yielding a total of 967 respondents which is an increase of 49% from last year's survey. Qualitative data was analyzed according to commonality or major themes, and all quantitative data was analyzed using statistical software to ensure validity and reliability. Please note that all open-ended responses are reported exactly as submitted by participants. This includes reporting incorrect spelling and grammar; a practice that preserves the integrity of the original text. This report shows several frequencies and response distributions. Frequencies of data responses may not total 100% exactly in some cases due to rounding of decimals or the ability for participants to select multiple response options.



METHODS

Invited to Participate in Survey

African American Chamber of Commerce
Business Volunteers Unlimited
City of Cleveland
Cleveland Magazine
Cleveland Bar Association
Cleveland Foundation
Cleveland Leadership Center
Cleveland Society for Human Resource Management
Cuyahoga Community College
Cuyahoga County
Destination Cleveland
ERC
Executive HR Women's Network
LGBT Community Center of Greater Cleveland
Lorain County Community College

Neighborhood Leadership Development Program
Norman S. Minor Bar Association
Northeast Ohio Hispanic Chamber of Commerce
Pinnacle Leadership Solutions
Plexus, LGBT & Allied Chamber of Commerce
Prospanica
Saint Luke's Foundation
Social Venture Partners Cleveland
Summer on the Cuyahoga
Teach for America
The Presidents' Council Business Chamber
University Circle Inc.
Venture for America
Women of Color Foundation
Young Latino Network

In addition to the above listed organizations, Engage! Cleveland heavily promoted the survey via our Employer Members (60+ organizations), Board of Directors (20+ people), our Leadership Council (50+ people), social media channels (35,000+ following), and our email marketing (8,000+ subscribers). It was also posted to our civic engagement board and shared with the organizations listed on our young professional organization directory (100+ organizations). These different group listings can be found on our website at engagecleveland.org.



Choosing Cleveland

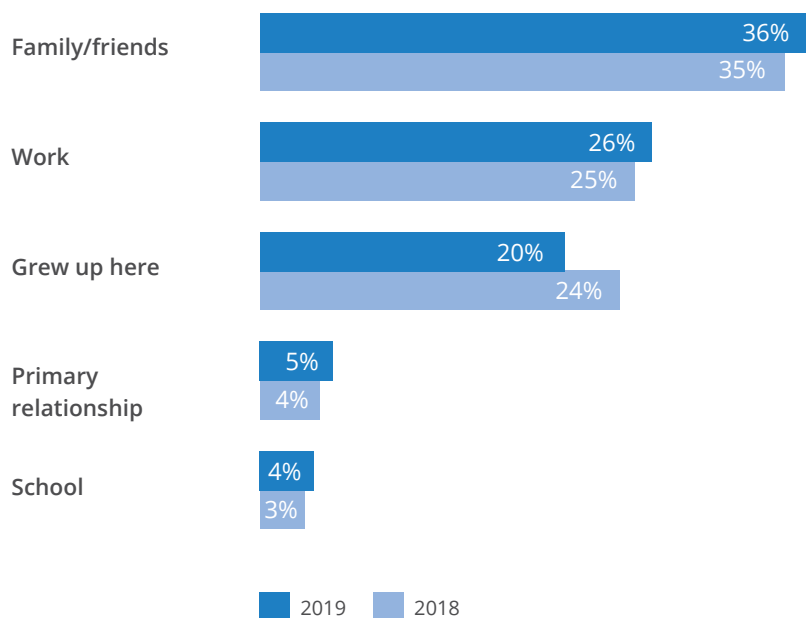
Participants had a lot to say about choosing Cleveland. We provided them with the opportunity to share information in their own words. Respondents shared both positive and negative thoughts about why they and their peers may or may not choose the Greater Cleveland area. The results revealed interesting contradictions between strong positive perceptions and strong negative perceptions of the area for the young professional population.

Key: + Mostly Positive - Mostly Negative ↔ Both Positive and Negative

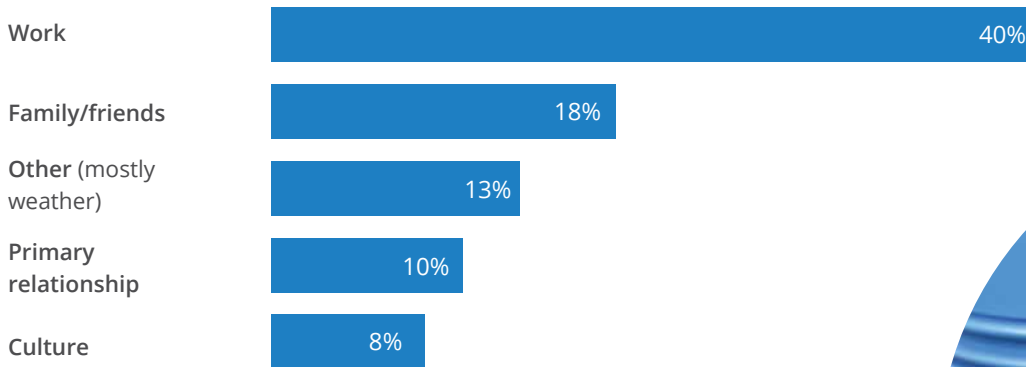


"I grew up in NJ and lived in Portland, OR for four years after college. I came to Cleveland one time for a work trip and fell in love with the city. When I was looking for my next career change, I knew I had to check out what Cleveland has to offer. I ended up getting a job here and moving without knowing anyone in Ohio. I am a huge advocate for Cleveland. I absolutely love Cleveland and think it's the perfect place – cost of living, beautiful parks and outdoor activities, art/culture, accessibility to professional sports and entertainment."

Reasons Young Professionals Live Here Now



Reasons Young Professionals Might Leave Greater Cleveland in the Future



61%
of respondents believe the cost of living is Greater Cleveland's greatest asset.

46%
of respondents believe public transportation is Greater Cleveland's greatest challenge.



"The cost of living is exceptional in Cleveland. Compared to other cities, young professionals have the discretionary income available to spend enjoying Cleveland's vibrant social scene."



"Cleveland doesn't offer a competitive rate of pay for young professionals. Many of my peers have discussed leaving and being paid 3 times what they make here. Because the cost of living is so low, salaries aren't competitive but we are more concerned with paying off student loans, than buying homes and making roots."



"Nature amenities could be Cleveland's greatest draw, but it's underutilized/ not accessible from downtown. The best Metroparks are in the suburbs, which would be less of an issue with better bike paths, and you have to leave downtown to really walk along the lake. I realize this isn't going to happen tomorrow, but I wish we had a lakefront like Chicago."

Kaitie Nickel

Founder, Cleveland Vibes

Nickel immediately felt at home when she moved to Cleveland from Florida to join her husband, a Bay Village native, in June 2016. As a way to share her discoveries about the city, Nickel founded the blog and Instagram account Cleveland Vibes. With more than 25,000 followers, the 27-year-old influencer inspires Clevelanders to thrive in their city by shining a light on amazing local people, places, and businesses.

Love at First Sight: As Nickel began exploring her new hometown to find her favorite pockets of culture and style, she needed to tell the world about it. "It was almost an instant love affair," she recalls. Some of her favorite local spots include Borderline Cafe in Lakewood and Noce Gourmet Pizza in Beachwood.

Picture Perfect: With a passion for photography and a camera roll of pictures, Nickel started Cleveland Vibes with a pretty simple goal. "I thought maybe I'd convince my friends who live in other cities to come visit me with them," she says.

City of Kindness: While most folks know "Cleveland Rocks," Nickel was surprised by its softer side. "Cleveland would be better branded ... as one of the kindest cities," she says. "Clevelanders really support and take care of their own."

Tour Guide Needed: As opposed to cities like New York or Chicago, it's not as easy to discover all that Cleveland has to offer. "There are pockets of culture and style hidden around the city," she says. "You really do have to be more

aware and know where to go. You need a tour guide."

Talk Isn't Cheap: Nickel honestly didn't expect much from Cleveland or plan on staying after her husband's pitch to get her here. "I think that's the first thing that has to change when Clevelanders talk about their city," she says. "They have to be prideful of it and say all that it has to offer."

Cleveland Vibes: After living in Chicago and Florida, Nickel admits a similar account wouldn't have had the same success there. "The people that follow along just genuinely love this city and are proud of it and want to live their best life here," she says.

World View: Nickel hadn't fully understood the power of her platform until an Australian follower messaged her saying Cleveland Vibes had influenced her decision to move to Cleveland. "It gave me the responsibility to try to show all of the aspects of Cleveland and not just the super curated, super beautiful stuff - to try to make sure I was giving an honest perception of the city."

Raising Champions: Nickel thinks it's time for Clevelanders to embrace a new mentality. "I think we just have to make sure that we raise the next generation with the idea that you're blessed to live here," she says. "We're not the underdogs anymore."



Greater Cleveland's Greatest Assets

(Participants could select up to three.)

Ranking	Assets	2019	2018
#1	Cost of living	61%	54%
#2	Natural assets	47%	45%
#3	Arts & culture	42%	32%

Greater Cleveland's Greatest Challenges

(Participants could select up to three.)

Ranking	Challenges	2019	2018
#1	Public transportation	46%	39%
#2	Safety	39%	33%
#3	Economic development	32%	29%

The greatest assets and challenges remained consistent in 2019 as noted above. When analyzing this data by ethnicity, it is important to note a few variances. In 2019, black respondents (55%) selected arts & culture as the community's greatest asset. In terms of greatest challenges, the Asian community (35%) ranked walkability/bikability highest, and the black community (46%) cited lack of opportunities. Asian (29%), black (25%), Hispanic (24%), and multi-ethnicity (17%) respondents were much more likely to cite people/diversity as an issue than white (9%) respondents.

Michael Estime

Meteorologist, WKYC-TV

After relocating to Cleveland during the euphoric summer when the Cleveland Cavaliers won the NBA Championship, the Republican National Convention hit town, and the Cleveland Indians played in the World Series, Estime has not lost any enthusiasm for the city over the past 3 ½ years. His job as a meteorologist for WKYC-TV and host on *Live on Lakeside* has immersed him in his adopted hometown. A graduate of Central Michigan University with degrees in meteorology and mathematics, the 34-year-old is one of Cleveland's biggest promoters on and off the air.

No Flight Necessary: While Estime lived in Michigan, Georgia, and Kentucky before finally landing in Cleveland, he loves Northeast Ohio during summertime most, especially relaxing in the Flats East Bank and watching the boats. "It literally feels like you are in Miami," he says. "That is absolutely, positively where you will find me."

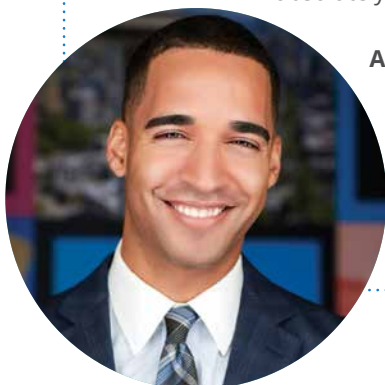
A Reason for Every Season: Estime is a man for all seasons, embracing the ways he can explore the city regardless of the weather. He enjoys hiking the Metroparks

in the summer, visiting cider mills in the fall, watching productions at Playhouse Square in winter, and thawing out at the Cleveland Botanical Garden in the spring. "There's a reason in every season to do something awesome and different in Northeast Ohio."

In the Moment: Where his native Cleveland friends see coal, Estime has found diamonds. He doesn't carry the same historical baggage or harbor any Mistake on the Lake negativity of the past. "I'm living and breathing in the moment of Cleveland, appreciating all of its beauty without the baggage," he says. "It's been a wonderful experience for me."

Check Your Baggage: Estime offers one piece of advice to lifelong Clevelanders: "Be open to experiencing the city in a new light and a new way, instead of looking at it from the lenses of your parents or those who came before you," he says. "This is a new generation. This is a new Cleveland."

Welcoming Comparison: Estime's twin brother lives in Chicago, a place that often draws comparisons from Clevelanders wishing for a more vibrant downtown, engaging lakefront, and robust economy. Yet Estime appreciates how Cleveland's smaller size makes it more welcoming. "If you're looking for a more intimate experience, more one-on-one, and more personable, then Cleveland is the place for you," he says.





"I think it is important to think about racial disparities when considering Greater Cleveland's ability to attract and maintain a diverse group of young professionals. Young people of color, whether they grew up here or moved here in adulthood, have a much different Cleveland experience than I do as a white woman."



"Greater Cleveland is a great place with world class cultural institutions, an affordable cost of living and a vibrant natural landscape. The number one issue I see is segregation. We have diversity, sure, but what good is it if those diverse populations don't live, work and play in the same communities?"

Danielle Sydnor

Executive director, Economic and Community Development Institute of Northern Ohio

From a career in finance to the executive director of a nonprofit, Sydnor combines her passion for wealth management with social justice and equity at ECDI to help underserved populations in Cleveland. Elected president of the Cleveland NAACP in February 2019, the 37-year-old hopes to turn conversations about inclusion and equity in the city into action.

Believeland: Sydnor relocated to Cleveland from California when she was 13 years old and is astounded by the city's growth. Changes such as the rebirth of the Flats East Bank and historic reuse of the Cleveland Trust building as Heinen's Downtown make her optimistic about the region's future. "We just have to have more coordination, and you could see other parts of our community have the same benefit of this economic development and resurgence," she says.

Risky Business: As the founder of her own small business, Dollars and Sense with Danielle, and Chief Financial Officer for startup Suds Brewing Co., Sydnor understands the hurdles to entrepreneurship. "Our history as a town of manufacturers, bankers, and lawyers sometimes makes people a little bit afraid to take risks," she says. "They may not have folks in their immediate family and network that have gone out and started their own endeavor."

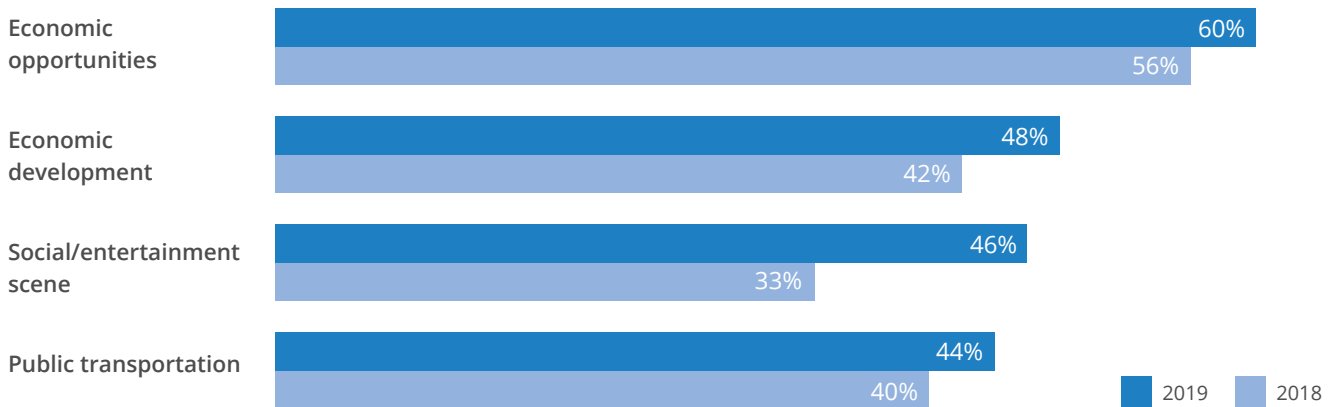


Good Intentions: Sydnor points to Cincinnati as an example of what it takes to help underserved and minority businesses succeed. "It takes the larger businesses and institutions to come together and say, 'We're going to make an intentional effort and decision to buy and secure our goods and services differently,' which makes space for underserved people to get in," she says.

Casting a Wider Net: Sydnor believes the broader community needs to be held accountable for diversifying leadership. "Now with social media, technology, and LinkedIn, there are too many ways to find talented people of color to be able to serve in these spaces."

Moving Up: Even with Cleveland's comeback, it has untapped potential that could set it ahead. "If we want the region to succeed, we've got to begin doing the work to ensure that all of Cleveland and our surrounding areas have absolute opportunity to participate in upward economic ability," Sydnor says. "If we don't, the region is going to continue lagging behind in workforce, education, and all of those things."

To attract and retain young professionals to the Greater Cleveland area, the following focus areas should be prioritized over the next five years: (Participants could select all that apply.)



While public transportation ranked as the greatest challenge facing Greater Cleveland, it failed to crack the top three as an issue to attract and retain young professionals.

Female respondents (43%) were more likely to select safety than male respondents (28%) as an issue to attract and retain young professionals.

Dominic Mathew

Urban and regional planner for mobility innovations, Fund For Our Economic Future

Although he’s been in Cleveland less than a year, Mathew has helped rev up the conversation around public transportation and equity in Northeast Ohio. A native of India who speaks six languages, the 31-year-old has been living car-free since arriving in October and works to better connect people to jobs through the \$1 million Paradox Prize.

Beyond the Norm: While earning a master’s degree at Cornell University, Mathew read *Making Equity Planning Work* by former Cleveland planning director Norman Krumholz and Cornell’s John Forester. “My first glimpse into America, in a way, was reading about Cleveland and the politics that happened here and still happens here,” he says.

Car and Wide: While it takes about 45 minutes on the bus to get from his Ohio City home to the Fund’s MidTown offices, Mathew understands he’s fortunate. “I see a lot of people, when the bus comes between 20 and 25 minutes late, talking about how they’re going to miss out on an hour’s worth of pay,” he says. “These are folks who are literally making two ends meet.”



Prize Patrol: As jobs have spread farther from where people live, it’s become more difficult to find work without a car – and without a job, it’s nearly impossible to own a car. So the Fund and its partners are sponsoring the Paradox Prize, which is offering \$1 million in grants and technical assistance to spark solutions. The first round drew more than 50 applicants and doled out three awards totaling \$191,000. “It is great, the response,” Mathew says. “On the other hand, it means that we have a huge problem and a huge area to cover before we solve this.”

Bus Fair?: Mathew believes there’s a social stigma to public transit in Cleveland that must be overcome. While young professionals rank transit as a top priority in the region, very few actually use it. “There’s that huge mindset shift that needs to be made for that to happen,” he says. “Transportation is an issue for everyone.”

Y Not: Cleveland’s influx of young professionals, including those who have lived in New York, Boston, San Francisco, Seattle, and other major metropolitan areas, brings raised expectations with it. “They’re coming back with these new ideas and new constructs that they saw, and they are wondering why their city doesn’t have these things,” he says.



“Cleveland is not dense enough and is very spread out, which is a deterrent to people who are considering moving here. The dating scene is tough. Greater Cleveland needs to adopt regionalized government and to try to push back people into the center. Sprawl is slowly killing the area.”



“While Cleveland is great, it’s very hard to find affordable housing for young professionals who work in the City with the salaries that are offered from organizations here. We lack affordable housing options that have great neighborhoods and amenities with good public transit that a typical YP could afford on a Cleveland based company salary.”

Greater Cleveland’s Attraction and Retention Focus Areas by Ethnicity (Participants could select all that apply.)

	Asian	Black	Hispanic	White	Mixed Ethnicity
Employment opportunities	76%	70%	62%	58%	74%
Public transportation	29%	19%	48%	48%	45%
Economic development	41%	48%	62%	47%	49%
Social/entertainment scene	41%	54%	52%	45%	47%
Safety	53%	37%	48%	39%	28%
People/diversity	47%	51%	48%	20%	38%

The following would have the greatest impact on improving the vibrancy of downtown Cleveland for young professionals:

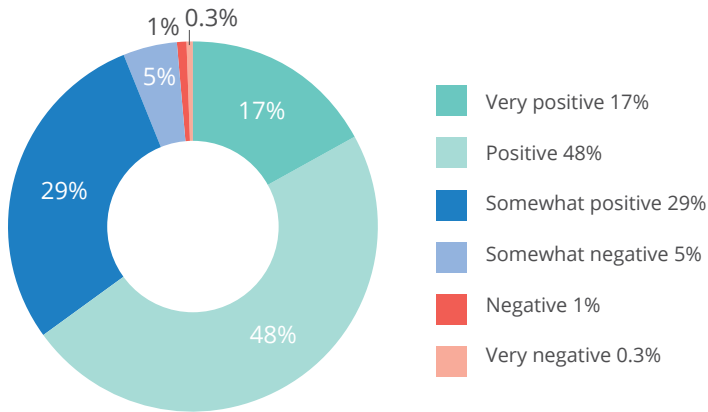
(Participants ranked on a scale of 1 being most important to 7 being least.)

	Mean Rank
1 Better housing options	3.06
2 Better public transportation	3.36
3 Improved amenities	3.82
4 Better access to lakefront	3.87
5 Increased density/more residents	3.99
6 Increased community based programming	4.79
7 Better educational options	5.11

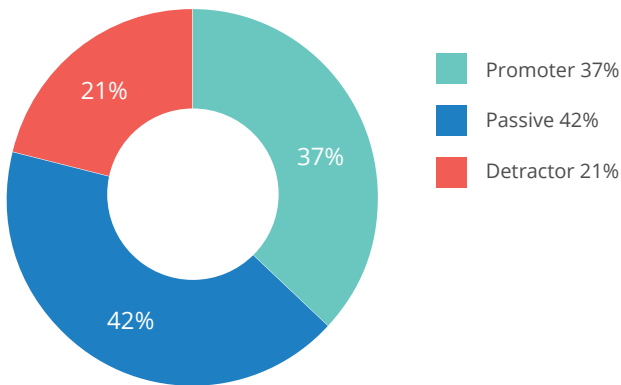


“There is a severe lack of gathering places for LGBT individuals. There is also the issue of a lack of diversity downtown/in Cleveland overall (relating to people of color) and a lack of inclusion of diverse individuals. I don’t feel like there are many places that I belong.”

Overall perception of the quality of life offered in the Greater Cleveland area



Likelihood of recommending the Greater Cleveland area to friends or family who are considering relocating to the area



This equals a net promoter score of 16 which is quite low considering that 94% of respondents have a positive perception of the area. The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others (medallia.com/net-promoter-score), or in the case of this research, that measures the willingness of young professional residents to act as true ambassadors for the area by recommending the Greater Cleveland region to others. This raises the question of how to turn the respondents from passives to promoters for the area.



Net Promoter
16%



94%
of respondents had a positive perception of the Greater Cleveland area.



"After college, I always thought I wanted to move away. I travel a lot and I figured the more cities I visited, the more I would want to pick up and leave. The opposite has happened. The more of the country and world I see, the more I see just how much Cleveland has to offer. Between the sports, art and theatre, food, live music, access to nature/the lake, and the affordability, it doesn't get better than Cleveland!"

Employment Preferences & Job Attributes

Current Employment Status

Over 64% of young professionals in the research sample are not actively looking for employment but of those respondents, more than 23% would be open to a new position in our community. Of those actively seeking a new opportunity, 11% are searching for an opportunity in our community, 4% are seeking a position outside of our community, and others are interested in side businesses and entrepreneurship.

Finding a Job...Past and Future

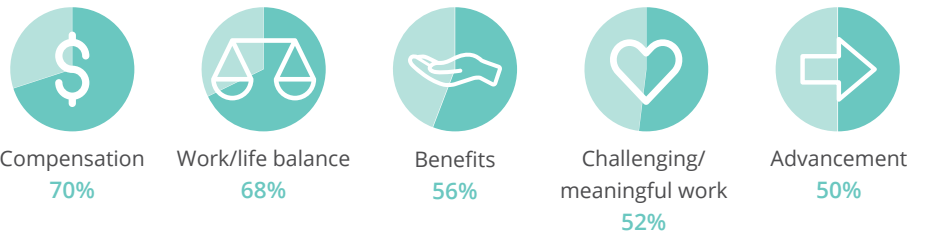
Friends and family (16%), company website (16%), and college/university (15%) were the three primary ways that survey respondents found their current positions. As respondents think toward future plans, they indicate utilizing the methods displayed below.

Top Five Future Job Search Methods (Participants could select all that apply.)

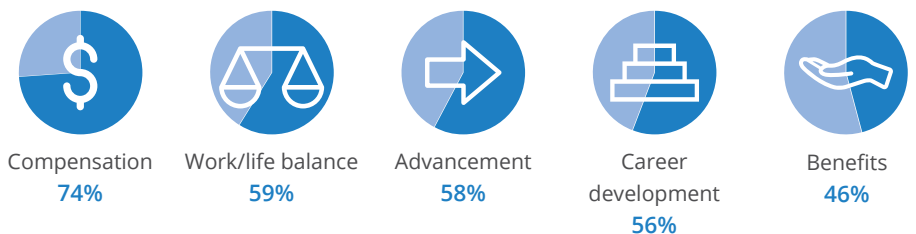


Attributes Most Important in a Job (Participants could select up to five.)

Female



Male



The Challenge of Finding a Job with Top Attributes



2019
59%



2018
68%

More than half of all respondents (59%) found it at least “somewhat challenging” to find a job in Greater Cleveland with their top attributes. However, this is an improvement over last year when 68% of respondents found it at least “somewhat challenging” to find a job with those attributes.

George Sample

Human resources business partner manager, Federal Reserve Bank of Cleveland

Sample is proud to call himself a lifelong Clevelander. A graduate of John Carroll University with a degree in computer science, the 39-year-old made a drastic but relatively seamless transition to a career in human resources. The president-elect of the Cleveland Society of Human Resource Management strongly believes in the value of networking in our small big city.

Home is Where the Job Is: Sample was unsure where he’d land after college. “The first ‘real job’ is sometimes a scary proposition because you don’t know if school is going to translate into actual employment,” he says.

Extended Stay: Millennials have a reputation for job-hopping, but Sample stayed with his original employer — thanks to excellent compensation, quality benefits, and career advancement opportunities — for over 11 years. “[They] did a really good job focusing on development for people and allowing them the opportunities to grow their career in whichever way they felt fit their skill set and interest.”

Time is Money: As an HR pro, Sample recognizes the importance of both compensation and work/life balance. “People want to make enough money and have time to spend it,” he says.

Socially Responsible Companies

According to respondents, the majority of employers (over 53%) offer coordination of community service activities or functions. Furthermore, 44% offer paid time off to volunteer on company time. Both figures are up from 2018 when only 40% coordinated activities and 30% offered paid time off to volunteer.



Mismatched Expectations:

Sample isn’t surprised young professionals have difficulty finding positions with the attributes they’re searching for. “Human resources departments are a little bit understaffed, a little bit overworked,” he says. “They don’t have the opportunity to personally connect with all the different candidates that apply for positions.”

No Passcode: When his New York and Los Angeles friends move to Cleveland, they are shocked by how easily they can make an impact. “Cleveland gives you the unique opportunity to connect into places really quickly that in other bigger cities you wouldn’t have access to.”

Wide Open Door: Sample thinks many young professionals don’t fully appreciate the value of networking or getting involved in the community. “You’ll be shocked by how quickly you become a known commodity throughout Northeast Ohio,” he says. “It doesn’t happen overnight but if you start doing it consistently and raise your hand to lead, the door is wide open for you.”

Get Your Feet Wet: Sample began networking at John Carroll alumni events. “Get into things that are around your interests be it the university you went to or a hobby you have,” he says. “It helps you start building that network through stuff you really care about.”

Civic Engagement

Introduction to Civic Engagement



Giving Back



84% of respondents volunteer in their community
48% volunteer between 1 and 15 hours annually
36% volunteer 16 or more hours annually



84% of respondents made a monetary donation to an area nonprofit last year
\$51-\$250 was the amount most respondents donated last year

Civic Engagement Opportunities

When provided with a list of civic engagement opportunities, respondents indicated they most frequently were involved as attendees in arts and culture organizations (33%) and young professional initiatives (29%), and as volunteers for nonprofits (22%). The majority had no involvement with political activism/campaigns (64%), individual impact (59%), environmental initiatives (55%), educational initiatives (50%) and religious groups (50%).



72% of respondents hope to impact their community's quality of life through their civic engagement.



75% of respondents explained that their civic involvement had at least a "somewhat positive" influence on them.

Young Professional Organizations

Over half of survey respondents (54%) are involved in young professional organizations. Of this figure, 33% are involved with Engage! Cleveland.

59% of respondents noted that Engage! Cleveland had a positive impact on their perception of the quality of life in Cleveland.

Kristen Grabenstein

Philanthropy officer, Cleveland Foundation

After moving to New York for college and her first job, Grabenstein realized her heart belonged to Cleveland. She returned home in 2010 to continue a career in the finance industry while pursuing her love for volunteering in the community. A graduate of New York University with a master's degree in nonprofit performing arts administration, the 40-year-old helps individuals invest in causes they are passionate about around Cleveland.

No Place Like Home: In the City that Never Sleeps, Grabenstein grew tired of New York's high cost of living and stressful commutes. "You come back here and really appreciate how livable Cleveland is."

ROI (Return on Impact): While working for Forest City Realty Trust, Grabenstein implemented a volunteer time off policy, which gave employees the opportunity to give back to the community that helped both the company and employees grow. "The employees feel better about their employment when they're able to take the time to volunteer during the day and not have to use their vacation time," she says.

Passing Down Tradition: Northeast Ohio has a rich history of giving with the Cleveland Foundation being the oldest community foundation in the country. "I think that history is still alive today not only through organizations like the Cleveland Foundation and also the companies that support the community, but also through the individuals," she says. "I think we need to do all we can to pass that on to young professionals."

Packing a Punch: Based on its size, Cleveland is very charitable when compared to other cities. "Cleveland punches above its weight in terms of philanthropy," she says. "We are an extremely generous city."

Art of this World: From the time Grabenstein was little, she found a passion for theatre. As a founding board member of The Circle for the Cleveland Orchestra and former board member of the Dobama Theatre, she easily identified countless ways to get involved with her passion when returning to the area. "Cleveland has arts and culture outsized for the city," she says.

Start Small: For young professionals looking to take on leadership roles in the community, Grabenstein emphasizes there are often smaller but just as valuable opportunities overlooked. "Serving on a young professionals board is a really great way to get experience serving on a board," she says. "Also, smaller organizations are often looking for board members and love having people who have the time and energy to really get engaged with the board and get involved in the work the organization is doing."

Connect to Benefit: Grabenstein cites building relationships and leadership development as personal benefits from civic engagement but believes the impact she's made in the community has been most meaningful to her. "Having a connection with the community and feeling like you're making a difference is a really important and rewarding aspect of getting involved and understanding what's happening in your community."



80%

of survey respondents consider themselves to be at least "somewhat" involved civically in their community.

Key Takeaways

- 1. We need young professionals to be bigger cheerleaders.** While 94% of respondents had a positive perception of Greater Cleveland, 42% were passive about promoting the region (neither promoters nor detractors). This presents a valuable opportunity to raise their level of engagement and passion to become promoters.
- 2. Public transportation remains the largest challenge, according to our respondents.** In order for Cleveland to compete for the best young talent, our transportation system must improve.
- 3. Compensation continues to be the highest ranked attribute that young professionals are seeking.** While work/life balance and other attributes matter, compensation is still key.
- 4. Nearly 3 out of 5 respondents (59%) said Engage! Cleveland had a positive impact on their perception of Cleveland's quality of life.** Engage! Cleveland and similar organizations need more support from the community to ensure they can continue to attract, engage and retain young professionals and have a positive impact.
- 5. Young professionals had a lot to say about how to improve our community and want their voices to be heard.** A platform needs to be created or we risk losing talent.



Demographics

Below is a breakdown of the demographics reported by 967 respondents.

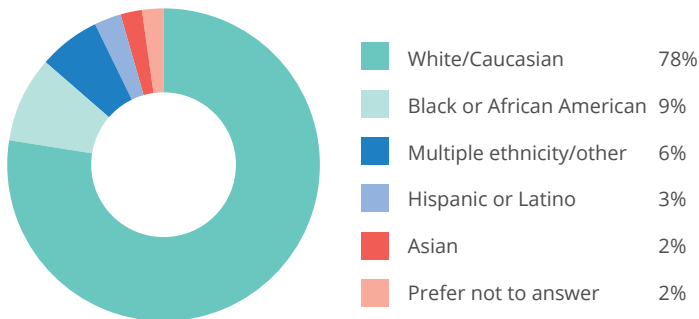
Respondents largely identified as female, white/Caucasian, and highly educated.

While the demographics are not as diverse as we would have liked, the numbers did increase from last year's report due to additional outreach and partnerships.

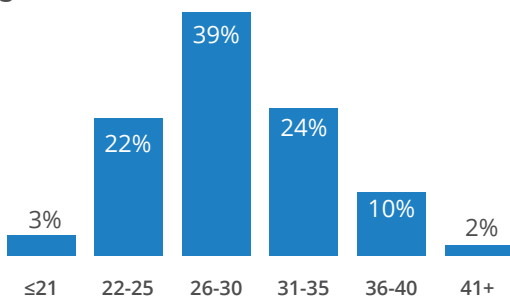
Additionally, the survey is statistically sound within an accepted credibility interval.

Lastly, it is important to note that questions were not mandatory to answer.

Race/Ethnicity



Age



Relationship to Greater Cleveland

- 43% Lifers
- 34% Transplants
- 21% Boomerangers
- 2% Don't live in the Greater Cleveland area

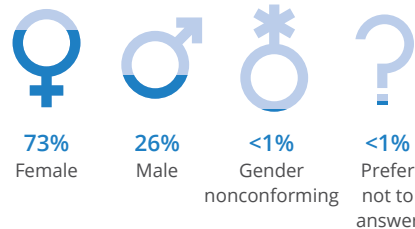


Highest Level of Education

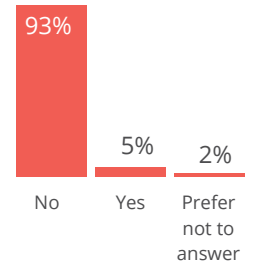
- 56% Four-year degree
- 35% Master's degree or higher
- 6% High school diploma or GED
- 3% Two-year degree



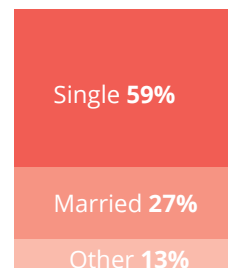
Gender



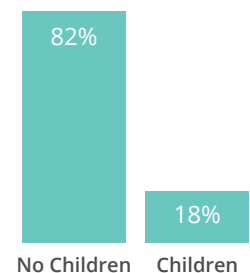
LGBTQ Identification



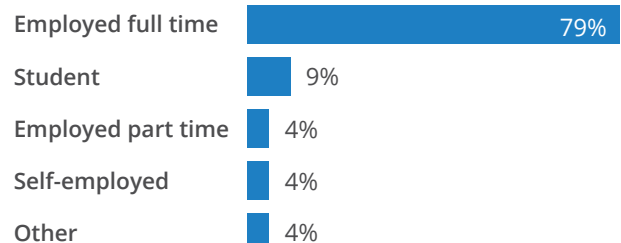
Marital Status



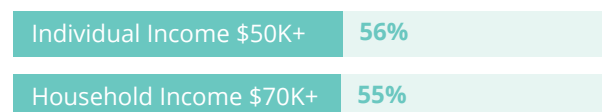
Children



Employment Status



Income



Acknowledgements

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"Cleveland has changed so much since I was a kid growing up here. Coming back has been such an amazing experience. There are always events going on, and things to do. Improvements such as bike friendly roads and transportation would enhance the city to young professionals, especially with the growing concern among this population for environmental friendly options."

"Cleveland is a wonderful place for young professionals, but I believe there is some work that needs to be done in terms of providing affordable housing and economic development downtown and in the inner neighborhoods."

"Cleveland has improved drastically both economically and socially, but I believe more improvement with living options and public transportation would drive that further."

"Cleveland is an affordable place to live and has a little bit of something for everyone... from the arts scene to night life, everyone can have a good time in the city!"

"Cleveland is a relatively large city and when comparing it to other big cities like Chicago, New York City, etc., it really has a lot to offer. The cost of living which is a crucial consideration for Young Professionals, especially those who have just graduated, is quite nice. It is not too expensive to live here, but there is still so much to do and so many opportunities."

"I hope that Greater Cleveland embraces young professionals both already in the area and those that are attracted to the area. I hope that we as a generation can work to improve the economy in impoverished areas without pushing residents outward to gentrify new neighborhoods of middle-class individuals. I hope that there is real representative from the community to make these changes happen."

"Increase the economic development that drives young professionals to Cleveland. Focus on education and technology as a cornerstone to increase high paying jobs in the city that are more focused to college graduates who in turn want to invest and grow in the city while raising a family."

"When I left, there were not a lot of options for a young professional downtown. Bars and restaurants were closing or moving out of downtown and it didn't feel safe. Since I've been back, I've been so blown away by all of the changes and I definitely think YoPros are noticing."

"Cleveland is great with the amenities it offers, but at the end of the day, if we don't have a competitive and vibrant job market, it's always going to be classified less than most other cities (even the big cities of Ohio). We need better companies and jobs in Cleveland. I moved back expecting to get a job relatively easily, but it was unexpectedly difficult because of the smaller job market here, as well as the 'clique'-ish and small town mentality of many industries/departments. I would love for this to change AND for business professionals to be much more innovative and progressive thinking in nature!!!"

"Resources need to focus on Cleveland in particular; the benefits will naturally develop in the other surrounding communities but the health of Cleveland should be the intentional priority."

"I hope that the cost of living here will stop rising and remain attractive to YPs. I hope that there are job openings and networking opportunities for YPs. I hope that there are tons of volunteer opportunities available to YPs."

"I hope the area does its best to capitalize on the revitalization of the area to attract more young professionals. I hope the city is aggressive in positioning the city as a competitive community in incentivizing young, talented individuals and organizations to come to the city. I hope that the city eventually becomes THE CITY for some type of industry or profession."

"Perception of the city is still lagging behind everything that it actually offers. I have had the opportunity to live in a variety of places across the country. Not many cities are offering what Cleveland does. While the perception is getting better, many people around the country still think of this area as the Rust Belt."

"Cleveland is headed in the right direction. It's come a long way in the last 10 years and will only continue to develop as the economy strengthens."





**Engage!
Cleveland**



**2nd Annual State of the
Young Professional Community**
2019 Results

Research by Corporate University,
Kent State University at Stark

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