Live - Work - Play
A survey by the Young Professionals Association of Louisville

Live - Work - Play Survey Results
We asked 550 young professionals what they thought about Louisville...

and the results may surprise you.

Over 2,000 young professionals in the Louisville area take advantage of YPAL’s programs every year. Among the attendees, we see many who are new to the area as well as many who are life-long Louisvillians. The common thread is that they have decided to make Louisville their home.

Research suggests that by 2020, the young professional population, and more specifically, millennials, will comprise over half of the U.S. workforce. However, we rarely hear from this demographic about what they look for in a place to both live and work. YPAL receives many questions every week from this area’s community leaders regarding what young professionals think and how to ensure that our community continues to attract young people to live and work here.

YPAL’s Emerging Leaders Program decided to collect the individual voices of many of our area’s young professionals and explore their opinions through a survey. The survey questions asked were centered on what makes Louisville a great place to live, work, and play for its young professionals and how the city can improve. Some of the 550 survey responses we received were surprising, while others confirmed what we may have already suspected.

If you have any questions or would like to know more about either our survey or YPAL, we encourage you to contact us. We hope you find this information useful and that it inspires us all to continue to work together toward sustaining and strengthening what makes our community great.

Regards,

Young Professionals Association of Louisville
614 West Main Street #6000
Louisville, KY 40202
502-625-0017
What are the top three things that would attract you to live in a certain city?

- Career opportunities
- Local restaurant and bar scene
- Cost of living
- Art/music scene
- Accessibility to public transportation
- Accessibility to public parks, hiking, biking trails, etc.
- Schools
- Family and/or friends
Why do you live in Louisville?

<table>
<thead>
<tr>
<th>Born Here</th>
<th>Job</th>
<th>School</th>
<th>Quality of Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>63%</td>
<td>22%</td>
<td>14%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**DID YOU KNOW?**
Louisville Forward has been named one of the top American communities for business activity, as well as other accolades such as “Top 10 City for Jobs” (Glassdoor) and “One of America’s Most Future-Ready Cities” (Dell). (Data Source: Courier-Journal)
What are you currently involved in?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletic/religious activity or</td>
<td>50%</td>
</tr>
<tr>
<td>hobby</td>
<td></td>
</tr>
<tr>
<td>Professional development</td>
<td>48%</td>
</tr>
<tr>
<td>Volunteer for a cause or event</td>
<td>36%</td>
</tr>
<tr>
<td>Not involved</td>
<td>15%</td>
</tr>
</tbody>
</table>
DID YOU KNOW?
82% of Louisville’s 344,000 workers drive to work alone each day, and only 3% (10,320) are using public transit. (Data Source: US Census Bureau 2013 ACS 5-year estimates).
Which is the top reason you might leave Louisville?

- Career advancement: 65%
- I will never leave Louisville: 14%
- Louisville is too small: 7%
- Louisville is too big: 1%
- Educational opportunities: 3%
- Cost of living: 2%
- Weather: 3%
- To be near family/friends: 3%
What type of city do you want to live in long-term?

- Medium sized town: 73%
- A fast-paced big city: 23%
- A small town where it's common to know everyone: 5%
WORK

Income Level

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-25K</td>
<td>7%</td>
</tr>
<tr>
<td>25K-44,999</td>
<td>23%</td>
</tr>
<tr>
<td>45K-64,999</td>
<td>29%</td>
</tr>
<tr>
<td>65K-84,999</td>
<td>13%</td>
</tr>
<tr>
<td>65K-84,999</td>
<td>13%</td>
</tr>
<tr>
<td>105K+</td>
<td>10%</td>
</tr>
<tr>
<td>No Ans.</td>
<td>5%</td>
</tr>
</tbody>
</table>

Job Satisfaction by Income Level

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-25,000</td>
<td>29%</td>
</tr>
<tr>
<td>25,000-44,999</td>
<td>33%</td>
</tr>
<tr>
<td>45,000-64,999</td>
<td>43%</td>
</tr>
<tr>
<td>65,000-84,999</td>
<td>57%</td>
</tr>
<tr>
<td>85,000-104,999</td>
<td>62%</td>
</tr>
<tr>
<td>105,000+</td>
<td>71%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>46%</td>
</tr>
<tr>
<td>Total satisfaction</td>
<td>46%</td>
</tr>
</tbody>
</table>
When choosing a company to work for, what are the most important components?

- **Salary/Wage**: 25%
- **Career Advancement**: 19%
- **Company culture**: 22%
- **Vacation/Sick time**: 7%
- **Professional Development**: 7%
- **Healthcare and Retirement Benefits**: 7%
- **Signing Bonus/Loan Repayment**: 1%
- **Flexibility - hours, working remotely**: 13%
My company provides a fair wage/salary for the work I perform.

My company provides a paid time off policy (vacation/sick time) that meets my needs.
My company provides healthcare benefits that sufficiently meet my needs.

My company provides retirement benefits that sufficiently meet my needs.
My company encourages volunteerism and community engagement.
The Paid Time Off allotment which closely matches what you currently receive.
I have a clear understanding of how my role plays into the overall company goals/vision.

- Yes: 90%
- No: 10%

I respect the decision of senior leadership at my company.

- Yes: 84%
- No: 16%

My manager supports my professional growth.

- Yes: 89%
- No: 11%

I enjoy working with my team members and peers.

- Yes: 93%
- No: 7%
I have the resources and support necessary to be successful at my job.

- Yes: 85%
- No: 15%

My current job aligns with my future career plans.

- Yes: 75%
- No: 25%
Are you considering leaving your job?

- No, I can see myself at this company for the rest of my career: 12%
- No, I'm satisfied with my job: 28%
- Maybe, if the right opportunity came up: 38%
- Yes, I want to leave but I'm not actively looking: 7%
- Yes, I'm actively looking for a new job: 14%
- No, I can see myself at this company for the rest of my career: 12%

Why might you leave your current company?

- Better compensation: 24%
- Work/life balance: 11%
- Unhappy with growth opportunities: 12%
- Changing careers: 11%
- Leaving the workforce: 2%
- Relocating: 11%
- Unhappy with management: 6%
- Better healthcare/retirement benefits: 6%
- Existing company culture: 6%
- Direction of the company: 6%
- Length of commute: 4%
- Going back to school: 2%
Name one change that would make your company a better place to work.
How likely are you to recommend your place of work to a qualified friend?
Which of these Louisville sports is most interesting?

- NBA teams playing in Louisville: 8%
- U of L Basketball: 29%
- U of L Football: 13%
- Louisville Bats: 16%
- Louisville City Soccer: 35%
- NBA teams playing in Louisville: 8%
When you go out for an evening, who do you like to go with?

- With a small group: 69%
- With a large group: 8%
- With family: 6%
- With a date: 15%
- By yourself: 2%
- With a pet: 1%
What do you like to do in your free time? (top results)

**Have dinner and drinks with friends**
- Attend cultural events
- Attend sporting events
- Attend concerts
- Play team or individual sports

The top 7 things Louisvillians love to do are:

1. **Visit Cherokee Park**
2. Go to the Kentucky Derby
3. Visit Churchill Downs
4. Go on a Bourbon Tasting Tour
5. Attend Waterfront Wednesday
6. Go to the Louisville Zoo
7. Visit the St. James Art Fair

What is your favorite restaurant to go to with friends?

1. **El Camino**
2. Hammerheads
3. LouVino
4. Feast BBQ
5. Havana Rumba
6. El Mundo
7. Mussel and Burger Bar
8. Silver Dollar
9. Mojito Tapas
10. The Post

What is your favorite restaurant to go to with family?

1. **Havana Rumba**
2. Texas Roadhouse
3. El Nopal
4. Mussel & Burger Bar
5. Wild Eggs
6. Ramsi’s Café on the World
7. Simply Thai
8. Bristol
9. Cheddar’s

*If you only had one night to stay in Louisville, what could you do that epitomizes Louisvillians?*

*Top answer: Eating and drinking at local restaurants*
What is a reasonable amount to spend on one night’s worth of food and entertainment?

- Between $50-$100: 52%
- Less than $50: 32%
- $100-$200: 16%
- $200+: 1%
This survey was conducted by the Spring 2016 cohort of the YPAL Emerging Leaders Program.

Sarah Breiner, Adecco Staffing
Brad Butler, Frost Brown Todd LC
Michael Clemons, Louisville Sports Commission
Dior Cotton, Humana
Ben Freeman, Schneider-Electric
Austin Green, Fernandez & Haynes PLLC
Shelby Hamilton, ProMedia Group
Haley James, TSW Design Group
Allie Jorrisch, Tri-Arrows Aluminum
Jarvaun Lindsay, OneTouch Media Graphic Design & Photography

Abby Link, Uspiritus
Vanessa Nelson Pennoyer, Houston-Johnson Inc.
Krista O’Nan, Prosource
Sarah Reddick, U.S. District Court
Rosalynn Robb, Freedom Cleaning LLC
Shannon Siders, Code Louisville
Robbie Stephens, YUM
Diana Stephens, Centric Consulting
Kristin Tenhundfeld, WLKY
Kate Ward, KFC
Sean Williamson, Wyatt, Tarrant & Combs, LLP
Jennifer Wood, KCTCS
Who was polled?

550 young professionals between the ages of 21-40 who live in the Louisville area (including Southern Indiana)

Individuals were not required to be members of the Young Professionals Association of Louisville

**Age:**

- 21-25 - 19%
- 26-30 - 48%
- 31-35 - 23%
- 36-40 - 10%

**Marital status:**

- Not married - 59%
- Married - 37%
- Divorced - 4%

**Children:**

- None - 79%
- 1 - 11%
- 2 - 6%
- 3 - 3%
- 4 or more - 1%
Apply for YPAL's competitive leadership program. Develop improved awareness about yourself and others, interact with community leaders, learn successful leadership skills, and work closely with a group of your peers. Walk away with a clear understanding of your purpose, values, and strengths to aid in being a more effective leader.

Sponsored by UofL College of Business, Yum! Brands, and YPAL Cares.
Young Professionals Association of Louisville

But first check the reviews...

WHAT ARE OTHERS SAYING?

“Emerging Leaders uncovered my natural strengths which, with the approval of my supervisor, I could then incorporate into my job description. It also gave me the foundation I needed to recognize areas that may benefit from further development.”

Kalisha Bass, ELP Fall '13

“ELP revealed my strengths and weaknesses, which helped me let go of tasks and projects where I am weak and latch onto those where I am strong. This knowledge has provided immense value to my personal and career development.”

Brandon Johnson, ELP Fall '14

“ELP was a great experience in learning how to become a stronger leader in both my career and the community but also to learn more about myself. ELP provided me with the skills to serve on a community board and gave me the opportunity to be a part of the positive change in our city.”

Alie Faulkner, ELP Spring '14

“ELP helped me to solidify my personal strengths. I learned to better use those strengths in my work life and personal life to help me become a more community engaged young professional.”

Eric Maldini, ELP Fall '14
The Young Professionals Association of Louisville (YPAL) was created in 1999 after a study showed Louisville was losing its young people after college graduation to larger cities. Since its inception, YPAL has built credibility as a social and professional organization for young professionals in Louisville and Southern Indiana to be a conduit to connect to their communities. YPAL strives to connect and engage Metro Louisville’s young professionals through community, professional and social opportunities.

The results of this survey and report were independently collected and do not necessarily reflect the views and opinions of YPAL, the Emerging Leaders Program, or YPAL’s sponsors, members, or Board of Directors.

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