# Lakeshore Advantage
## Emerging Worker Survey Report

**NOVEMBER 2024**

**Hope** COLLEGE

FROST CENTER FOR
DATA AND RESEARCH

# Executive Summary

The Frost Research Center was contracted by Lakeshore Advantage to conduct a 15-minute survey for emerging workers in the Lakeshore region during the late summer / early fall of 2024. Employing an online survey methodology, 216 quality responses were retained and analyzed. We highlight the key findings below.

## Key Finding #1: Low pay and high cost of living pose challenges.

How affordable do you find the overall cost of living in the Lakeshore Region from 1-5?

175 Responses
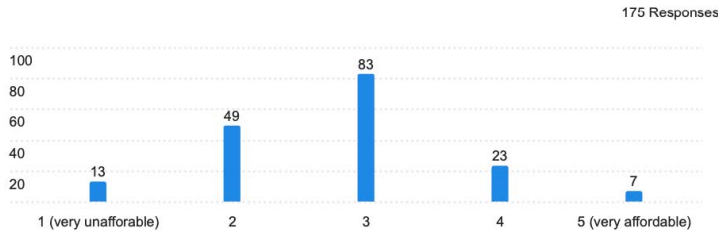
Respondents rated the salary/benefits a 3.24/5.0, with only two-fifths answering that salary and benefits are good or very good. Conversely, the affordability was rated 2.78/5.0, with less than one-fifth rating the area affordable or very affordable. These barriers warrant attention.

## Key Finding #2: Inclusion, job opportunities, and advancement are hurdles.

Roughly half of the respondents feel the Lakeshore Region is inclusive of people from different backgrounds, about half feel there are good job opportunities, and less than half feel there are adequate opportunities for career advancement. The concerns are worth addressing.

Do you feel the Lakeshore Region is inclusive of people from difference backgrounds?

205 Responses

15%, 31 — Not Applicable/ N...
32%, 66 — No
53%, 108 — Yes

## Key Finding #3: The Lakeshore remains a desirable place to live.

Would you recommend the Lakeshore region to other young adults looking for a place to live and/or work?

205 Responses

14%, 29 — Not sure
7%, 14 — No
79%, 162 — Yes
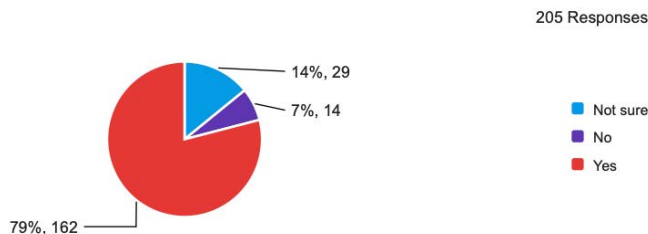
Most people (79%) would recommend the Lakeshore to a young adult looking to live or work, and two-thirds would choose to live in the Lakeshore Region in an ideal world. Respondents most liked (a) access to Lake Michigan, (b) outdoor recreations, (c) living close to family, and (d) sense of safety the area offered.

Below, we describe the methodology and elaborate on our key findings. We append all responses to survey items, as well as provide respondents' written responses.

# Survey Methodology

The Frost Research Center was contracted by Lakeshore Advantage to conduct a survey for emerging workers in the Lakeshore region. Collaboratively, both parties engaged in a robust process of developing survey items to assess a range of questions facing workers between the ages of 18-34 who are working in the West Michigan region. Several iterations of item development resulted in a finalized survey that was administered online using Qualtrics as a survey platform.

Various participant recruitment strategies were discussed. The Frost Center recommended sending email invitations directly to potential participants for completion. Lakeshore Advantage preferred using anonymized survey links, with the hope of increasing reach and scope.

Accordingly, participants could complete the survey using an anonymized link, which Lakeshore Advantage distributed to its partners. Alternatively, participants could complete the survey using a QR Code, which redirected them to the survey. We initially received 992 responses for the survey. Of these 964 came from the anonymized link, and 28 were completed via redirection from the QR code.

## Data Cleaning and Quality

One drawback to using an anonymized link for data collection is that the survey is open to all respondents, including those who may not qualify for the study. Of particular concern is the increasing presence of bots or automated non-human-generated survey responses. It is not uncommon for survey links that have been posted online to become inundated with poor quality responses. This regularly happens, requiring a thorough, multi-phased approach to ensure quality data and review potential poor-quality responses.

We used several filters to protect the fidelity of the data. First, we employed a reCAPTCHA requirement, which forced respondents to earn at least a .50 out of 1.0 to be included in the dataset. Those earning scores less than .50 were filtered out of the dataset.

Second, we employed "bot detection" from Qualtrics, which identifies patterns of responses that are likely from bots. Each of these potential bot responses were then examined by a research staff member to ensure they were indeed poor-quality responses. Such responses were filtered out from the dataset.

Third, responses with duplicate IP addresses were flagged for consideration. Each of these were carefully examined by a research staff team member, who looked up the geolocation of each duplicate IP addresses, filtering out those that were not in West Michigan, but retaining those were, to allow multiple responses from shared work computers in the region.

Fourth, our research staff examined all written comments to identify any potential responses generated by AI. Such responses were filtered out.

Finally, a final round of data cleaning by staff revealed a remaining subset of poor-quality responses that passed the previous filters, identifying "clustered submissions" based on submission time and content. These responses were subsequently removed from the analyses.
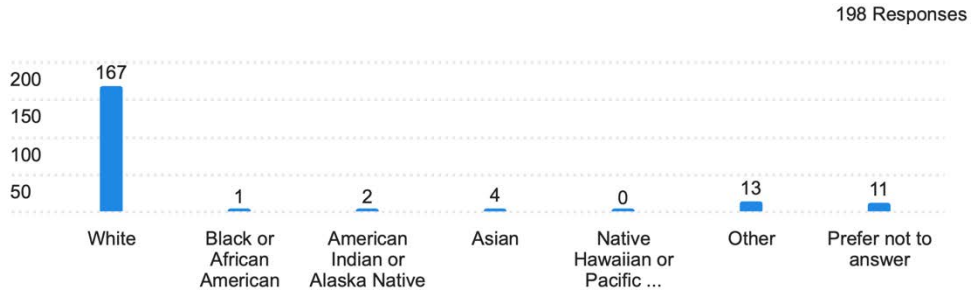
In sum, after examining the data, we identified 776 responses of poor-quality (i.e., bots, duplicate IP addresses, do not qualify, clustered submissions, suspect AI submissions), leaving 216 final quality responses. We report all of the data available for each item.

> **Disclaimer and Recommendation:** Despite the application of data cleaning filters, the use of an openly posted survey link still allows the possibility that some low-quality data may remain in the analyzed dataset. As previously suggested, we strongly recommend that future research utilize a targeted email survey distribution to ensure the highest-quality data.
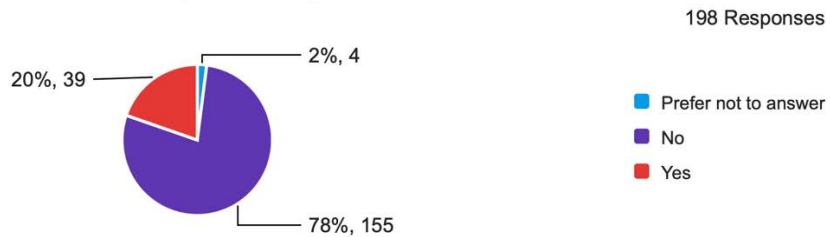
## Demographics

The majority of the sample was White and non-Hispanic.
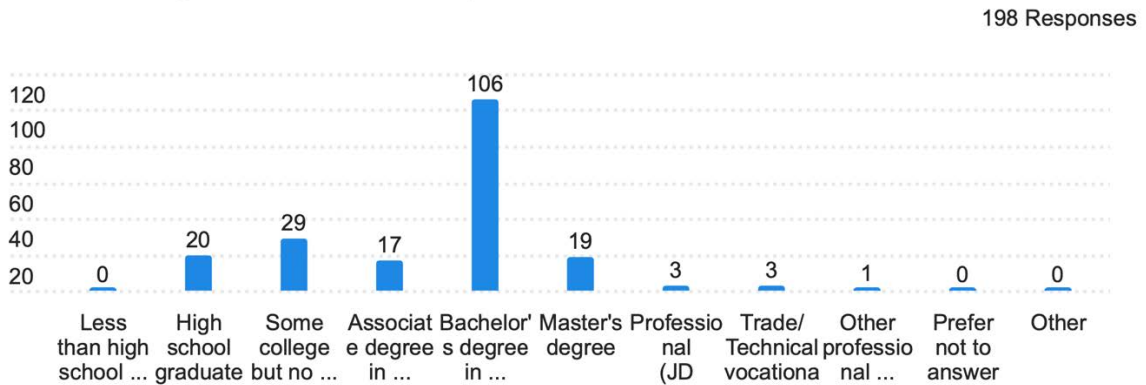
### Race/ Ethnicity

198 Responses



| | White | Black or African American | American Indian or Alaska Native | Asian | Native Hawaiian or Pacific ... | Other | Prefer not to answer |
|---|---|---|---|---|---|---|---|
| | 167 | 1 | 2 | 4 | 0 | 13 | 11 |

### Are you Hispanic, Latino/a, or Spanish origin?

198 Responses



- 2%, 4
- 20%, 39
- 78%, 155

- Prefer not to answer
- No
- Yes

Most respondents (65%) did not have children under 18 living in the household, and the sample was nearly evenly split between those who were married (49%) and single (44%). Most respondents were not full-time students (70%), and the majority of respondents had obtained a Bachelor's Degree.

### What is the highest level of school you have completed?

198 Responses



| Less than high school ... | High school graduate | Some college but no ... | Associate degree in ... | Bachelor's degree in ... | Master's degree | Professional (JD | Trade/ Technical vocationa | Other professional ... | Prefer not to answer | Other |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 20 | 29 | 17 | 106 | 19 | 3 | 3 | 1 | 0 | 0 |

# Key Finding #1: Affordability Concerns
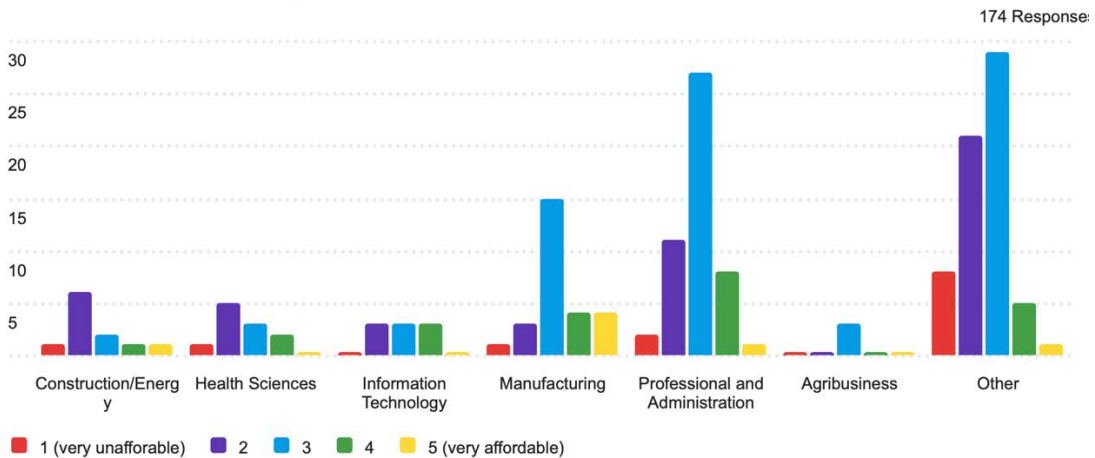
**Cost of Living**

The respondents indicated that affordability is a concern. The data point to this in several ways. First, most respondents did not find the area to be affordable. The average response was 2.78 out of 5.00, and only 17.14% of participants replied that the Lakeshore region was affordable or very affordable.



How affordable do you find the overall cost of living in the Lakeshore Region from 1-5?

175 Responses
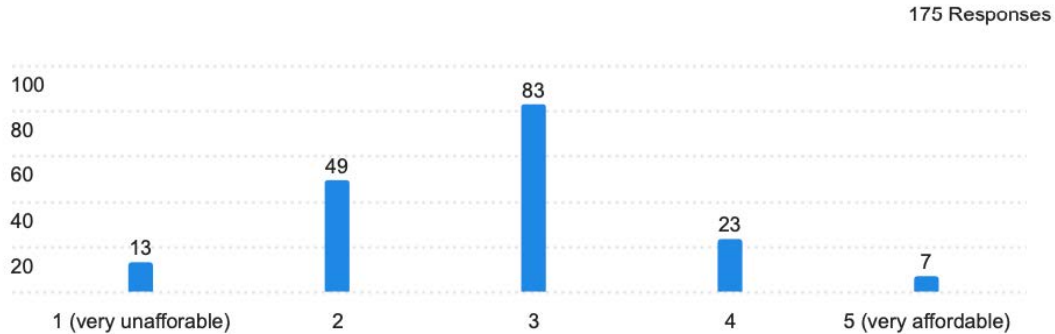
In particular, **construction and energy workers** found the cost of living to be rather unaffordable, followed by those in **health sciences**.



How affordable do you find the overall cost of living in the Lakeshore Region from 1-5: breakout with industry

174 Responses

In addition, those with only **some college but no degree** found the cost of living challenging.

How affordable do you find the overall cost of living in the Lakeshore Region from 1-5: breakout with education

175 Responses



- 1 (very unafforable)
- 2
- 3
- 4
- 5 (very affordable)
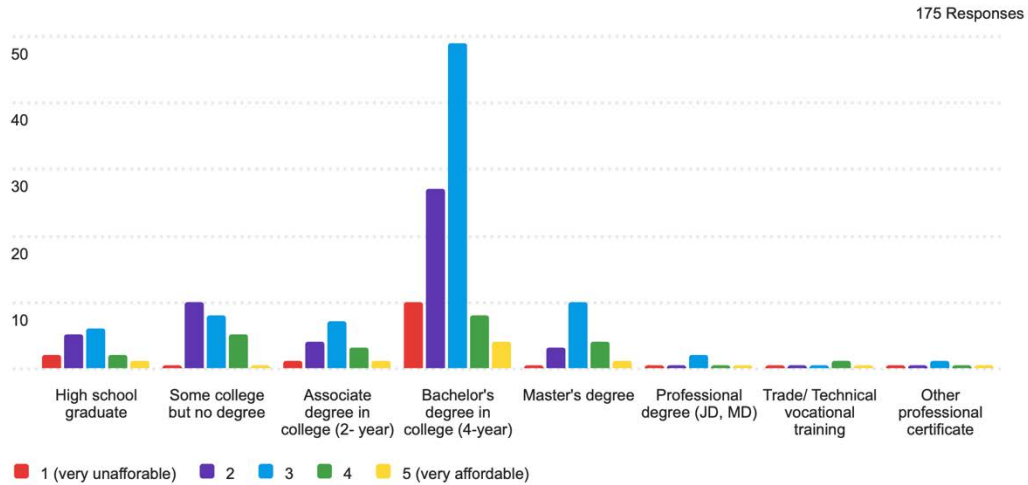
Taken together, cost of living is generally a concern, but it poses greater concerns for those in construction/energy and health sciences positions, as well as those with some college but no degree.

**Salary and Benefits**

Second, respondents rated the salary and benefits opportunities in the Lakeshore Region. The average was a 3.24/5.0, with only two-fifths (41.47%) indicating good or very good. Generally, salary and benefits are not rated favorably.

Rate the Lakeshore Region's opportunities for competitive salaries/benefits from 1-5.

205 Responses
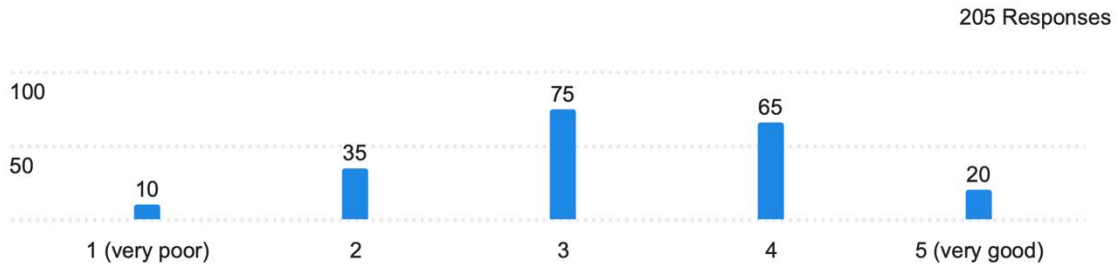


We see that **skill trade workers** and **software and systems employees** tend to express greater concerns about the competitiveness of salary and benefits.



- 1 (very poor)
- 2
- 3
- 4
- 5 (very good)
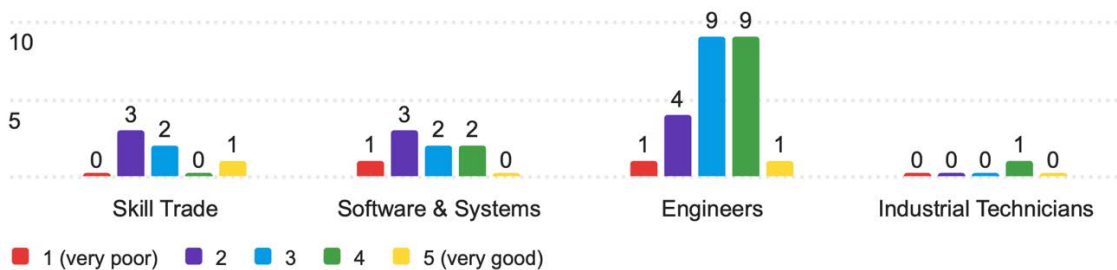
Most people consider the salary and benefits of the region to be low, but this especially true of skilled trade workers and those in software and systems.

**Areas for Improvement**

Third, when asked what respondents would improve about the living and working conditions in Allegan and Ottawa Counties, affordable housing was selected by nearly half of the respondents (103 selected this option), and higher job wages / salaries was the second highest choice (88 selected this option). Paired together, this suggests that the rising cost of living, the lack of affordable housing, and the less-than-desired wages likely creates a challenging financial picture for emerging workers.

## Recommendation #1: Reduce the cost-of-living-compensation gap

The results provide a converging picture: There is a gap between the growing cost of living in the Lakeshore Region and how much workers are being compensated. Such a discrepancy is likely not sustainable. Actionable steps should be taken to reduce this discrepancy, and may involve considering ways to encourage employers to find sustainable pathways to increase their salary pools, develop more competitive benefits packages (including brainstorming creative low-cost yet high-value offerings), or offer housing allowances and relocation stipends. Pulling a different lever, it would be valuable exploring the benefits of working with local officials to prioritize the development of affordable housing in the region, as a way to make structural change for more residents in the Lakeshore area.

## Key Finding #2: Inclusion and Advancement Concerns

**Inclusivity**

The Lakeshore Region is underperforming in the areas of inclusion, job opportunities, and potential for professional advancement. First, only 53% of respondents affirmed that the Lakeshore Region was inclusive of people from different backgrounds.
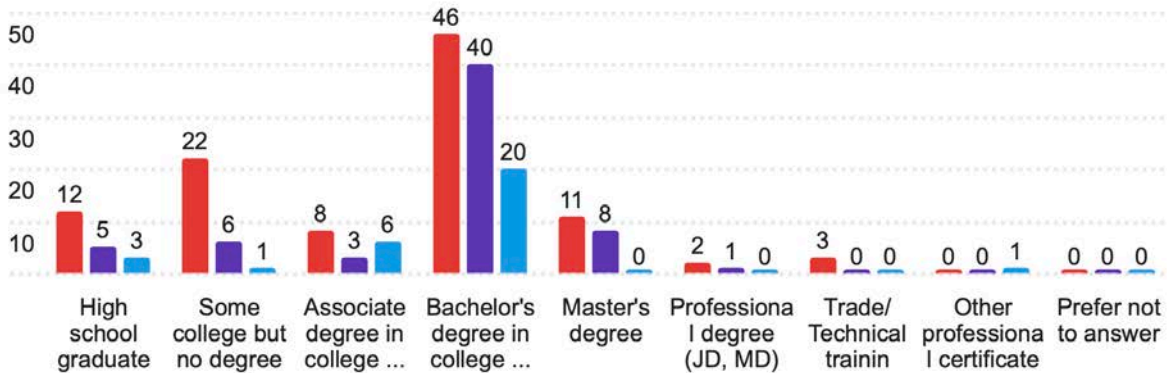
Do you feel the Lakeshore Region is inclusive of people from difference backgrounds?

205 Responses

15%, 31

53%, 108

32%, 66

- Not Applicable/ N...
- No
- Yes

But who holds these perceptions? Those with **lower education** were more likely to agree that Lakeshore Region is inclusive, whereas Bachelor's- and Master's-educated responses were more evenly split between agreeing and disagreeing with this statement. Perhaps as **education increases**, so, too, does awareness of potential inequities or the concern for ensuring inclusivity across diverse backgrounds.

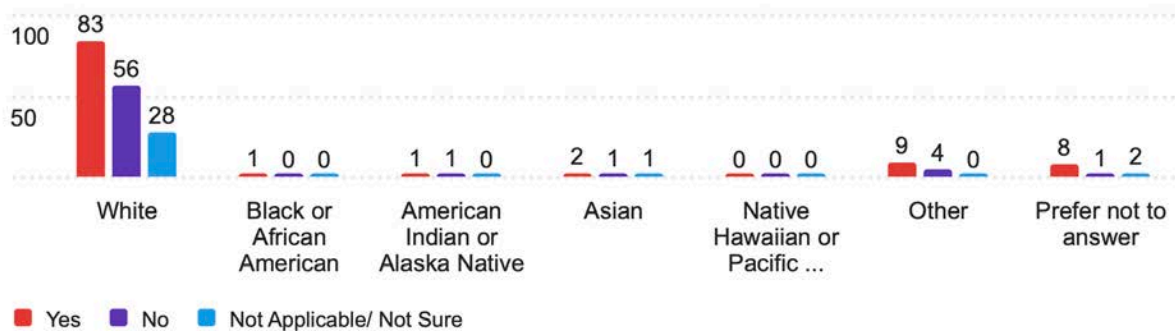Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with education

198 Responses

| | High school graduate | Some college but no degree | Associate degree in college ... | Bachelor's degree in college ... | Master's degree | Professional degree (JD, MD) | Trade/ Technical trainin | Other professional certificate | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|
| Yes | 12 | 22 | 8 | 46 | 11 | 2 | 3 | 0 | 0 |
| No | 5 | 6 | 3 | 40 | 8 | 1 | 0 | 0 | 0 |
| Not Applicable/ Not Sure | 3 | 1 | 6 | 20 | 0 | 0 | 0 | 1 | 0 |

We did not see a discernible pattern of difference in perceived inclusion across ethnicities, perhaps because the sample was nearly all White/Caucasian; there were insufficient cell sizes to make meaningful comparisons across ethnicity groups.

Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with race/ethnicity

198 Responses

| | White | Black or African American | American Indian or Alaska Native | Asian | Native Hawaiian or Pacific ... | Other | Prefer not to answer |
|---|---|---|---|---|---|---|---|
| Yes | 83 | 1 | 1 | 2 | 0 | 9 | 8 |
| No | 56 | 0 | 1 | 1 | 0 | 4 | 1 |
| Not Applicable/ Not Sure | 28 | 0 | 0 | 1 | 0 | 0 | 2 |

■ Yes  ■ No  ■ Not Applicable/ Not Sure
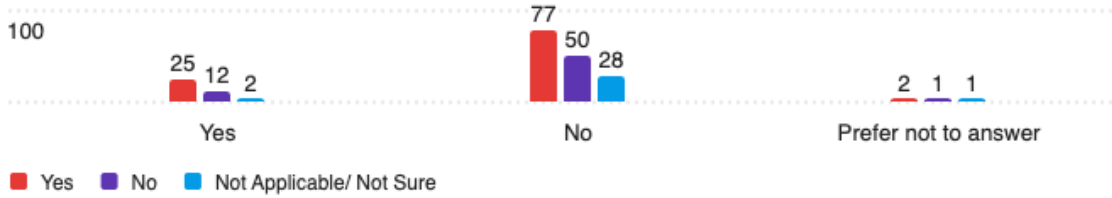
When examining Hispanic and non-Hispanic respondents, it seems that Non-Hispanic respondents slightly perceive the Lakeshore to be less inclusive.

## Do you feel the Lakeshore Region is inclusive of people from difference backgrounds?: breakout with Hispanic/Latino(a) origin



We did not see any discernible differences across relationship status.

## Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with relationship status

198 Responses
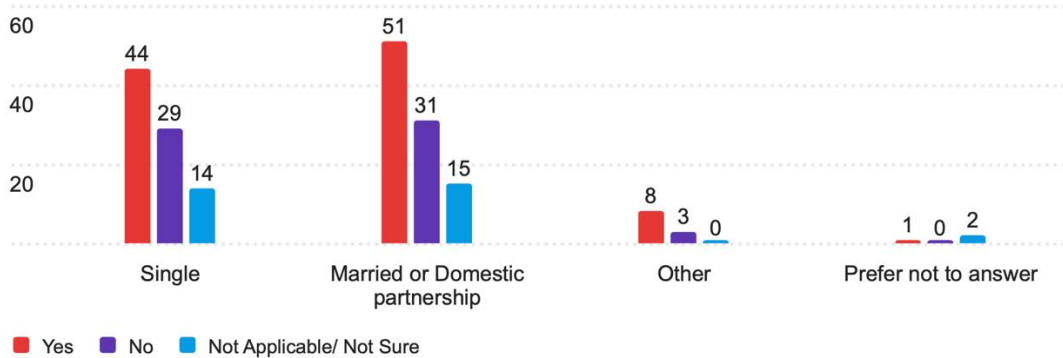


We see that **those who rent** are more likely to indicate that the areas is not inclusive of those with different backgrounds.

## Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with living situation

198 Responses

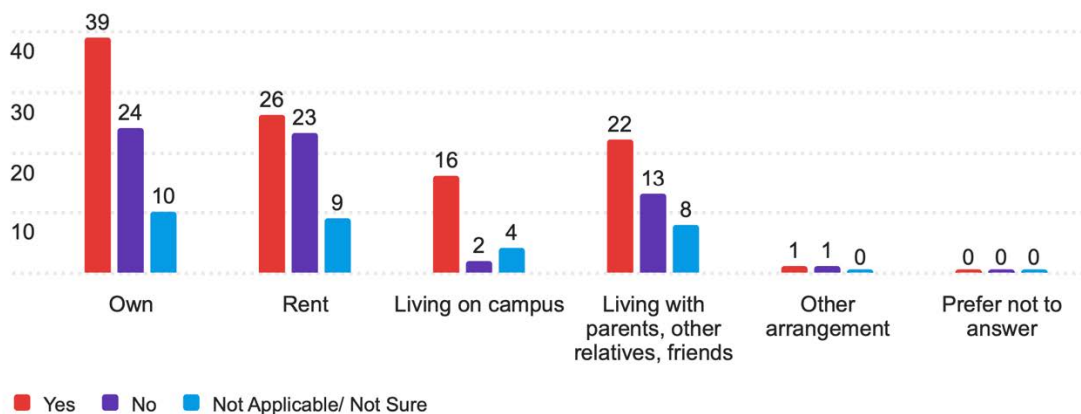Similarly, **non-students** are more likely to indicate that the areas is not inclusive of those with different backgrounds.

Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with are you a full-time student

196 Responses



## Job Opportunities

Respondents rated the availability of job opportunities in the Lakeshore region a 3.53 out of 5.00, with 53.17% selecting good or very good. That is, roughly half do not think that the job opportunities in the region are quality.

Rate the availability of job opportunities in your field in the Lakeshore Region from 1-5.

205 Responses
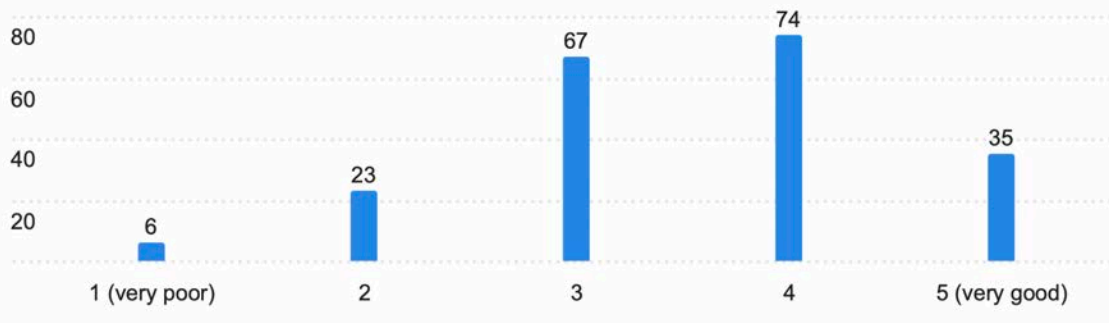


The job opportunities seems worse for those in **professional and administrative** positions, and those indicating **other** job fields.

Rate the availability of job opportunities in your field in the Lakeshore Region from 1-5: breakout with industry



204 Responses

Legend: 1 (very poor), 2, 3, 4, 5 (very good)

Categories: Construction/Energy, Health Sciences, Information Technology, Manufacturing, Professional and Administration, Agribusiness, Other

**Career Advancement**

Less than half of respondents felt that the Lakeshore Region offered good opportunities for career advancement. Specifically, the average score was 3.46 out of 5.00, with only 47.32% of respondents rating career advancement opportunities as good or very good.
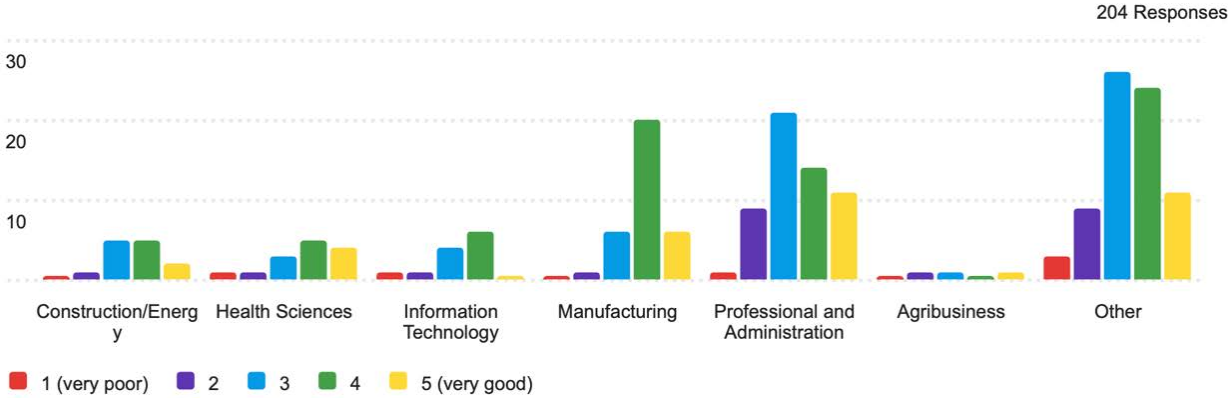
Rate the Lakeshore Region's opportunities for career advancement from 1-5.



205 Responses

| Rating | Count |
|--------|-------|
| 1 (very poor) | 4 |
| 2 | 25 |
| 3 | 79 |
| 4 | 66 |
| 5 (very good) | 31 |
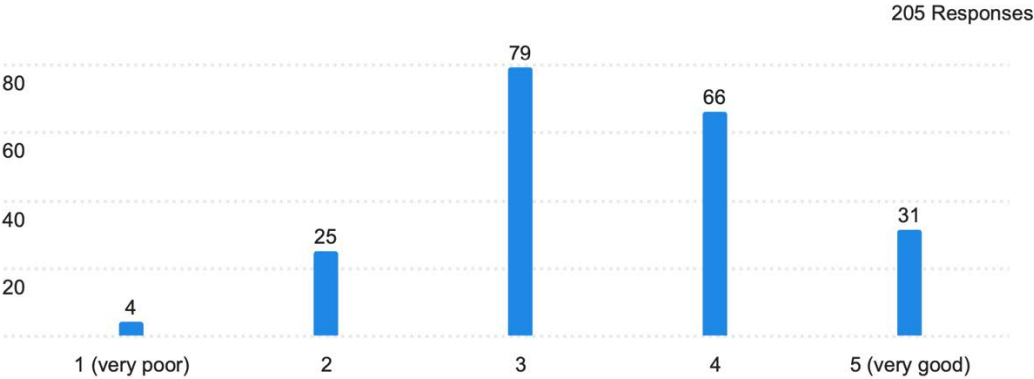
Those in **construction and energy** and **professional and administrative positions** indicated concerns around career advancement possibilities.

Rate the Lakeshore Region's opportunities for career advancement from 1-5: breakout with industry.



204 Responses

Legend: 1 (very poor), 2, 3, 4, 5 (very good)

Categories: Construction/Energy, Health Sciences, Information Technology, Manufacturing, Professional and Administration, Agribusiness, Other
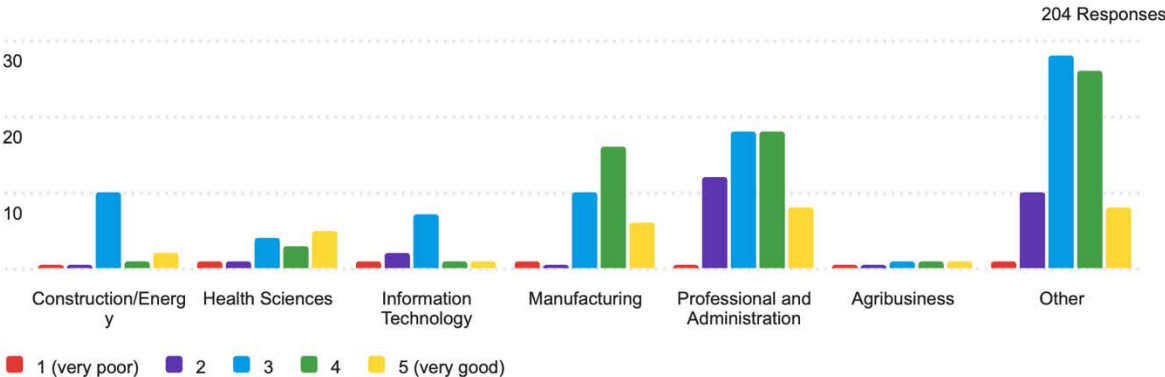
**Skilled trade workers** also had concerns about career advancement.

Rate the Lakeshore Region's opportunities for career advancement from 1-5: breakout with data slices

39 Responses
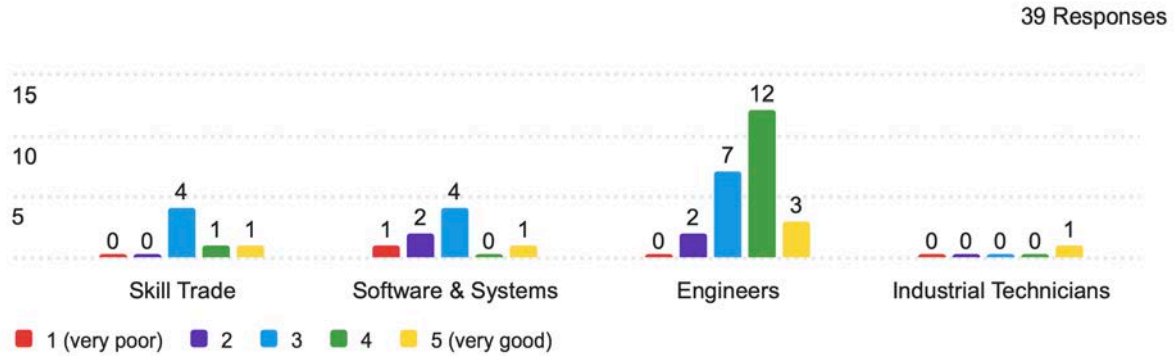


Looked at differently, we see that respondents rated the professional networking opportunities in the Lakeshore Region a 3.49 out of 5.00, and less than half (49.25%) of respondents indicated that they were good or very good.

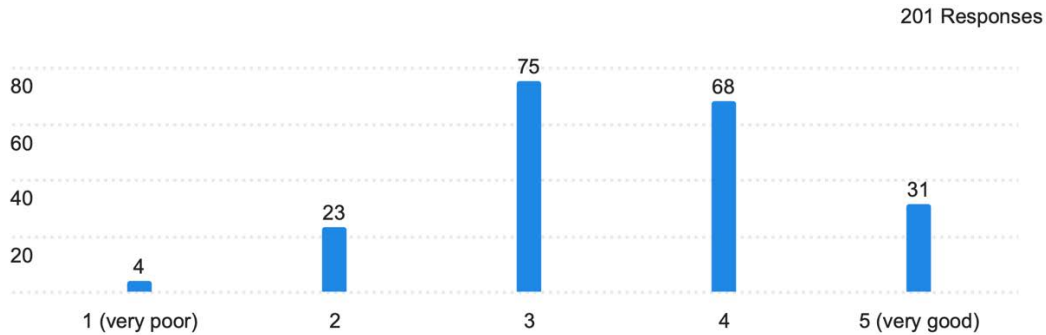Rate the opportunities for professional networking in the Lakeshore Region from 1-5.

201 Responses



# Recommendation #2: Cultivate inclusivity

Feelings of inclusivity are concerning. Only half of participants feel that the Lakeshore Region is inclusive of people with different backgrounds. Whether this is real or a perception, narrative beliefs can exert a strong effect on attitudes and subsequent behavior. First, education around the existing laws and protections can be valuable. Similarly, education around the diversity of the Lakeshore Region is often critical for building awareness of the heterogeneity of diverse identities and beliefs that people hold; doing this helps upend dominant narratives that may not be true (i.e., the area may be more diverse across a range of dimensions than many people realize). Second, intentionally building efforts in workspaces to invest in a range of employees from different backgrounds and with different identities can be valuable. Similarly, prioritizing efforts to recruit and retain diverse employees is critical. Having structures for support, ensuring recognition and communicating value, and having clear pathways toward promotion and advancement are likewise important. Finally, networking with other companies and existing organizations committed to building diverse communities and those who see ideological and identity heterogeneity as a strength would be beneficial.

**Follow-Up Research Recommendation:** We strongly recommend pursuing additional research that intentionally recruits a more diverse sample of respondents to better capture the dynamics of this feature of the study. We recommend considering both survey methodology and focus groups to advance a better understanding of both feelings of inclusivity and ways to improve it, among a diverse range of participants.

# Recommendation #3: Invest in professional development efforts

The respondents indicated concerns about the quality of the job opportunities and the potential for career advancement. This was particularly true among professional and administrative positions, as well as skilled trade workers. In addition, at least half indicated that the professional networking opportunities are not good. Considering ways to host professional development workshops or developing professional development efforts and trainings directly into existing workplaces can help workers gain a clear sense of how their career may advance. Similarly, hosting networking events could enhance employee experiences.

## Key Finding #3: The Lakeshore area is desirable

Despite these various concerns, many respondents indicated that the Lakeshore Region is a desirable place to live, across a number of indicators.

**Recommend the Lakeshore Region**

Nearly four out of five respondents (79%) would recommend the Lakeshore Region to other young adults as a place to live or work.

Would you recommend the Lakeshore region to other young adults looking for a place to live and/or work?

205 Responses

14%, 29
7%, 14
79%, 162

- Not sure
- No
- Yes
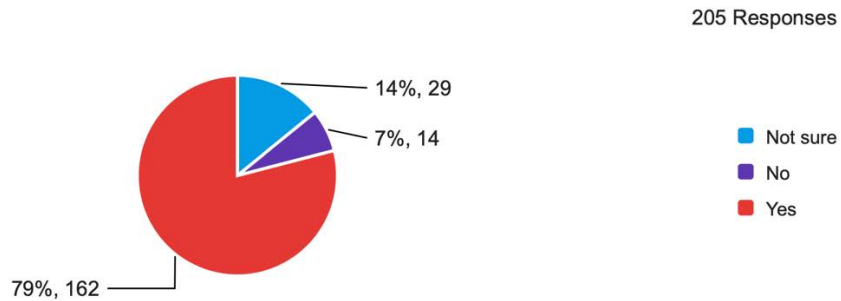
**Deciding to Live in this Region**

Two out of three respondents (66%) would choose to live in the Lakeshore region over other places.

In your ideal world, would you choose to live in the Lakeshore Region over different states or cities?

205 Responses

20%, 40
15%, 30
66%, 135

- Not sure
- No
- Yes
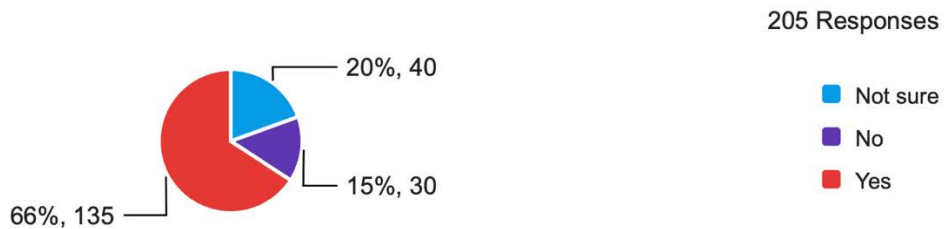
What do people like about this region? Respondents were asked about their likes and dislikes of Allegan and Ottawa Counties. They selected from a list their top five likes, which included:

1. Access to Lake Michigan
2. Outdoor recreations
3. Living close to family
4. Sense of safety

Those who answered "Other" for things they liked listed the "quaint downtown" and the growing diversity of the community. Whereas many of these things are not changeable, and are features of the geography or are outside the scope of an employer's control, working together to enhance safety and continue to grow the diversity of the community can be supported by intentional efforts.

The features that people dislike the most are

1. Political, religious, and diversity issues
2. Driving and commuting
3. Winter weather

Here, too, fostering diversity and seeing differences as a strength can help address the most common dislike. In addition, when possible, employers may want to consider remote work to reduce commuting, especially during poor winter weather (if job responsibilities permit remote work).

**Social Connections**

Part of what may be driving livability in the area is the ease of making friends and social connections. Two-thirds (65%) of respondents felt it is easy to make friends and/or social connections in the Lakeshore Region.



Do you feel it is easy to make friends and/or social connections in the Lakeshore Region?

205 Responses

- Not Applicable/ N...
- No
- Yes

12%, 25
23%, 47
65%, 133

However, this is not always the case. It was a bit more challenging for those in the **health sciences** profession.



Do you feel it is easy to make friends and/or social connections in the Lakeshore Region: breakout with industry

204 Responses

| Industry | Yes | No | Not Applicable/ Not Sure |
|---|---|---|---|
| Construction/Energy | 7 | 3 | 3 |
| Health Sciences | 8 | 6 | 0 |
| Information Technology | 11 | 1 | 0 |
| Manufacturing | 25 | 3 | 5 |
| Professional and Administration | 32 | 15 | 9 |
| Agribusiness | 2 | 1 | 0 |
| Other | 47 | 18 | 8 |
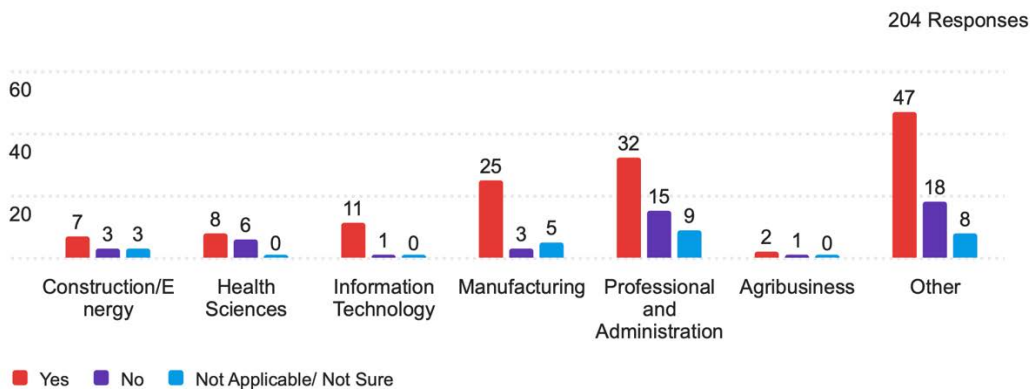
Likewise, those **who felt like the Lakeshore Region was not inclusive** found it hard to make friends and/social connections.

Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with do you feel it is easy to make friends and/or social connections in Lakeshore Region

205 Responses



Legend:
- Yes, it is easy to make friends
- No, it is not easy to make friends
- Not Applicable/ Not Sure
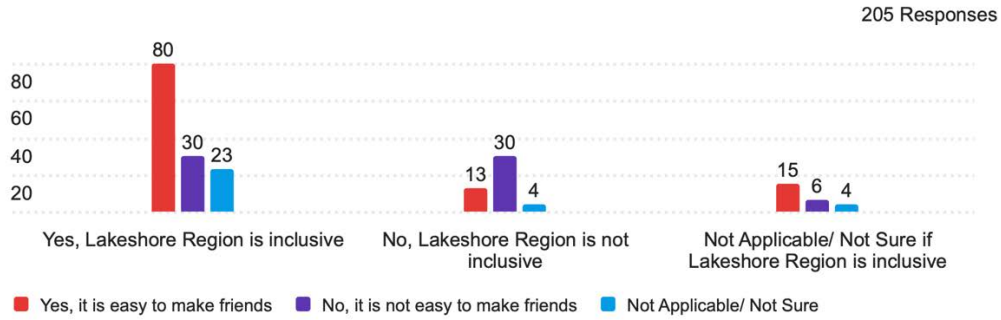
Thus, although most people find it easy to make friends the area, it is not the case for those who find this area to lack inclusivity. This is an area that warrants future work and attention.

Similarly, those **who feel as though there are not sufficient social activities** have trouble making friends in the region.

Do you feel there are adequate social opportunities in the Lakeshore Region for young adults: breakout with is it easy to make friends and/or social connections in the Lakeshore Region

205 Responses



Legend:
- Yes, it is easy to make friends in Lakeshore Region
- No, it is not easy to make friends in Lakeshore Region
- Not Applicable/ Not Sure
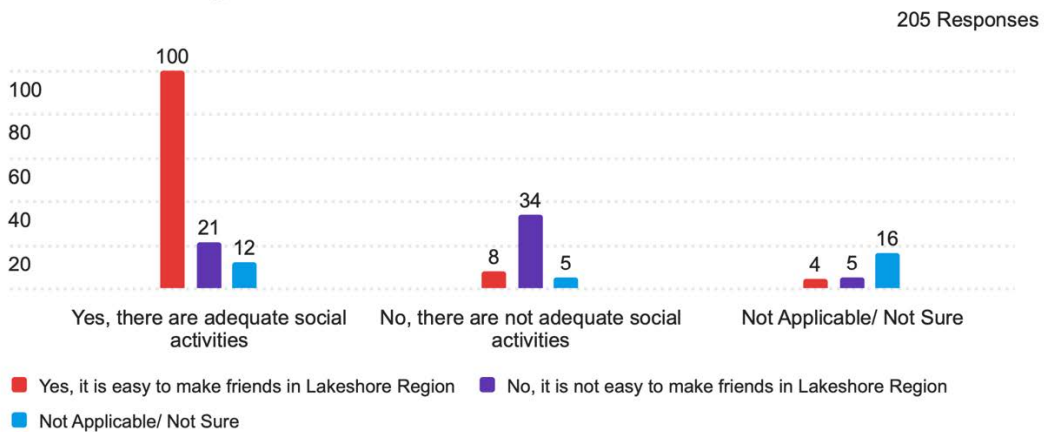
Those in **professional and administrative** positions, as well as those in **other** employment domains found the social opportunities inadequate.

## Do you feel there are adequate social opportunities in the Lakeshore Region for young adults: breakout with industry

204 Responses



Legend: ■ Yes ■ No ■ Not Applicable/ Not Sure
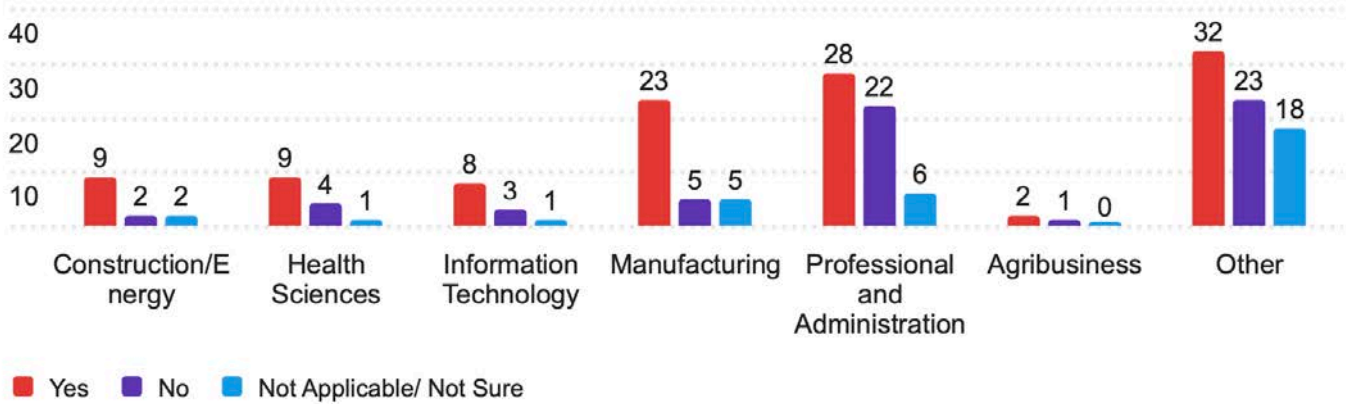
**Living in the Region in Five Years**

Respondents were asked about how likely they are to still be living in the Lakeshore Region in 5 years on a scale of 1-5. The average was 3.90 out of 5.00, with nearly two-third (65.34%) of respondents indicating it was likely or very likely.

Respondents were also asked about their top reasons for staying. The top selected reasons were because of (a) a job, (b) family, and (c) Lake Michigan/outdoor recreation access. Specifically, **those with children**, those who were **married or in a domestic partnership**, and those **who owned homes** were more likely to stay in the region. **Full-time students** were less sure they would stay.

## On a scale of 1-5, how likely are you to still be living in this region in 5 years?

176 Responses
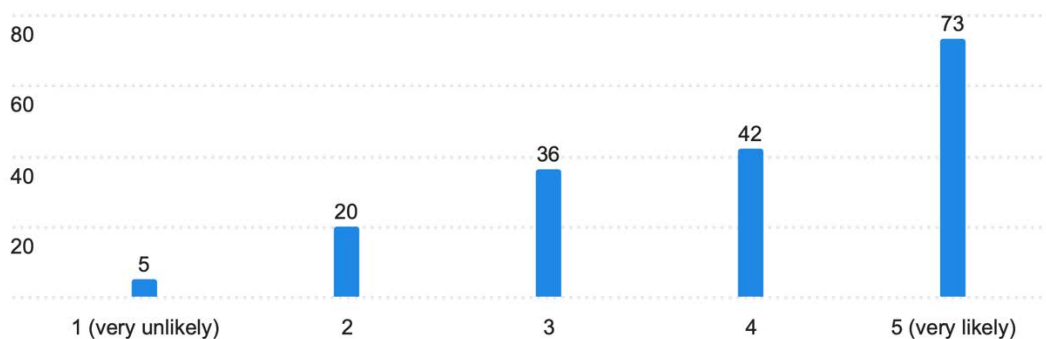
We also examined whether there were any ethnic differences. The results indicated that those who reported a **Hispanic/Latino(a) origin** were less likely to live here in 5 years than those not of a Hispanic/Latino(a) origin.

## On a scale of 1-5, how likely are you to still be living in this region in 5 years?: breakout Hispanic/Latino(a) origin



100

Yes: 3 8 4 9 8
No: 2 11 31 32 64
Prefer not to answer: 0 1 0 1 1

■ 1 (very unlikely)  ■ 2  ■ 3  ■ 4  ■ 5 (very likely)

# Recommendation #4: Invest in quality-of-life initiatives

Many respondents consider the Lakeshore Region desirable: they would recommend it to their friends as a place to live or work, they would live here in an ideal world, and they see themselves living here in five years. Correlates of these indicators are activities that "establish roots," such as owning a home, getting married or having a domestic partnership, or no longer being a full-time student (i.e., staying after college, if one attended college). Factors that work against desirability include a lack of social connection and feeling that the region i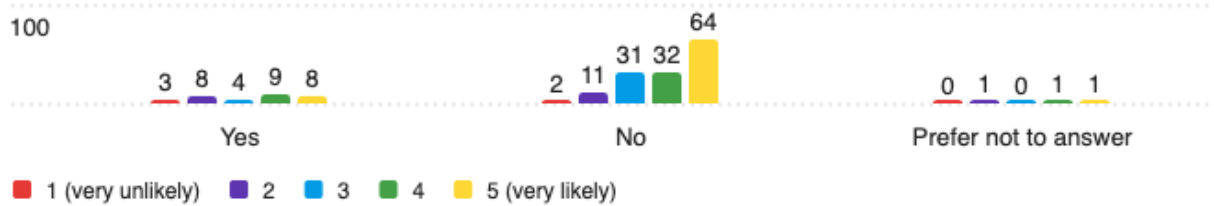s not inclusive. Thus, by addressing previous recommendations to build inclusivity and enhance professional networks, some of these concerns may be attenuated. However, there are additional steps to consider. Given that many people like the natural and geographical aspects of the region, leveraging those may be worth exploring (e.g., holding organization-wide events at parks, planning outings for a nature hike, holding networking events near Lake Michigan). When winter weather is poor, consider remote work; or, if allowable, consider more remote work options on a long-term basis. Help employees feel connected and establish roots, by investing in efforts to build community and social connections.

> **Follow-Up Research Recommendation:** We recommend following up with participants in this sample who indicated that the region is not inclusive. These respondents may either be at risk of leaving the area or may have insights on what actionable steps could be taken to enhance inclusivity. One possibility could either be a short follow-up survey with open-ended responses, or scheduling a short interview.

# Summary

The Lakeshore Region poses several significant challenges for emerging workers. As the cost of living rises, many jobs are not offering sufficiently satisfactory compensation packages. The area is simply not viewed as especially affordable. For many, they do not see the region as inclusive and welcoming of those from different backgrounds. Many perceive a lack of job opportunities and avenues for professional development and career advancement. Yet some of these concerns may be masked by aspects of the area that make living in this region desirable, such as having family nearby or proximity to the lake and access to outdoor recreational opportunities. Therein lies the opportunity: to continue to pursue strategic efforts to increase work quality by increasing the competitiveness of compensation packages, facilitating opportunities for attainable career growth and professional development, and working collaboratively to ensure that every worker is welcomed, included, and valued. Understanding the areas of concern, as well as leveraging the benefits, of the region can better equip organization meet the demands of an emerging workforce.

# Frost Center Contributions and Contact

**Survey Development:** Brooke Callaghan
**Data Cleaning:** Isabella Brady
**Data Analyses:** Isabella Brady and Daryl Van Tongeren
**Report Preparation:** Isabella Brady and Daryl Van Tongeren

**Contact:**

Questions regarding this report or requests for follow-up research can be directed to:

Daryl R. Van Tongeren, Ph.D.
Director, Frost Center for Social Science Research
Hope College
100 E. 8th Street
Suite 260
Holland, MI 4923
frostcenter@hope.edu
(616) 395-7556

Hope COLLEGE

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# Appendix:
# Full Results (all items)

## Demographics

The survey only accepted respondents who selected ages 18-34. Originally, there were three respondents who selected under 18 and 50 who selected 35 or older. These respondents were brought to the end of the survey and are not included in the report. All respondents have a minimum of a high school diploma.

## Select your age group:

215 Responses

| | 18-19 | 20-24 | 25-30 | 31-34 |
|---|---|---|---|---|
| | 28 | 69 | 61 | 57 |

## Select your age group: breakout with industry

213 Responses
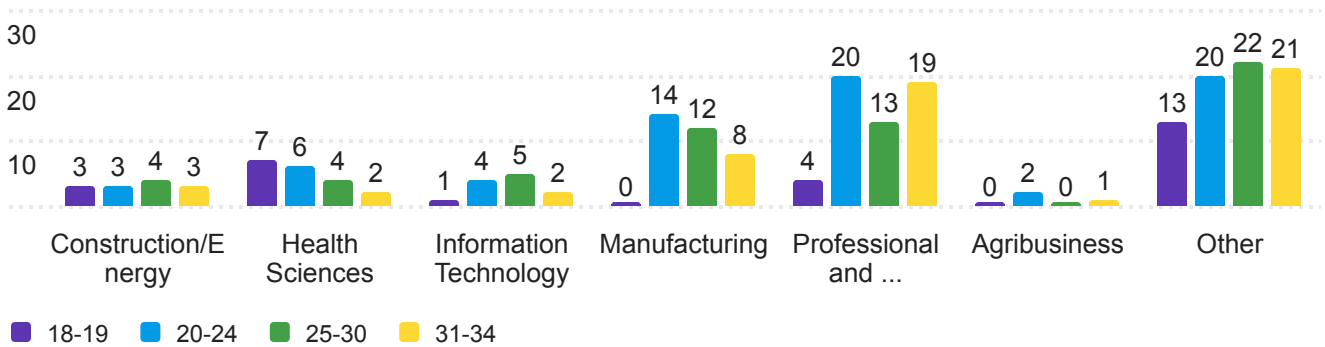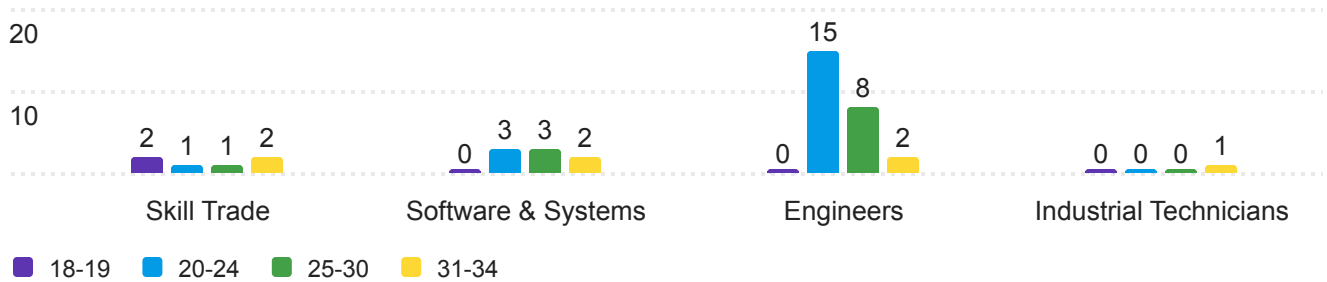
| | 18-19 | 20-24 | 25-30 | 31-34 |
|---|---|---|---|---|
| Construction/Energy | 3 | 3 | 4 | 3 |
| Health Sciences | 7 | 6 | 4 | 2 |
| Information Technology | 1 | 4 | 5 | 2 |
| Manufacturing | 0 | 14 | 12 | 8 |
| Professional and ... | 4 | 20 | 13 | 19 |
| Agribusiness | 0 | 2 | 0 | 1 |
| Other | 13 | 20 | 22 | 21 |

## Select your age group: breakout with data slices

40 Responses

| | | | |
|---|---|---|---|
| Skill Trade | Software & Systems | Engineers | Industrial Technicians |
| 2 1 1 2 | 0 3 3 2 | 0 15 8 2 | 0 0 0 1 |

■ 18-19  ■ 20-24  ■ 25-30  ■ 31-34

## Select your age group: breakout with education level

197 Responses
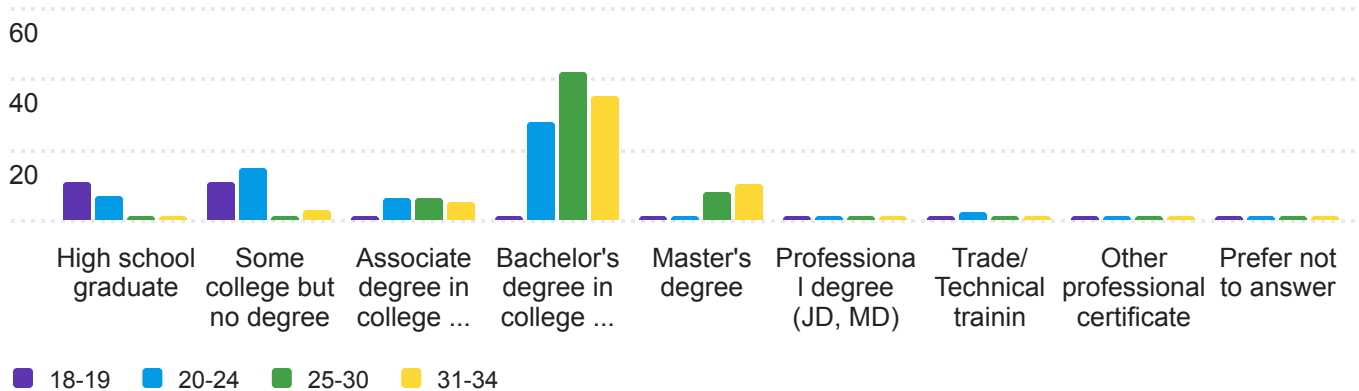
■ 18-19  ■ 20-24  ■ 25-30  ■ 31-34

## Select your age group: breakout with education level numbers

| Field | 18-19 | 20-24 | 25-30 | 31-34 |
|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 |
| High school graduate | 11 | 7 | 1 | 0 |
| Some college but no degree | 11 | 15 | 0 | 3 |
| Associate degree in college (2- year) | 0 | 6 | 6 | 5 |
| Bachelor's degree in college (4-year) | 1 | 28 | 42 | 35 |
| Master's degree | 1 | 0 | 8 | 10 |
| Professional degree (JD, MD) | 1 | 0 | 1 | 1 |
| Trade/ Technical vocational training | 0 | 2 | 1 | 0 |
| Other professional certificate | 0 | 1 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 |
| Total | 25 | 59 | 59 | 54 |

## Location

Of the respondents, 187 currently live or work in either Allegan or Ottawa County, and 29 have previously lived or worked in Allegan or Ottawa Counties (and were asked additional questions later in the survey). Additionally, originally 20 respondents stated that they have never lived nor worked in Allegan or Ottawa Counties; these respondents were disqualified from continuing the survey.

## Do you currently live or work in Allegan or Ottawa counties or used to: breakout with industry

214 Responses
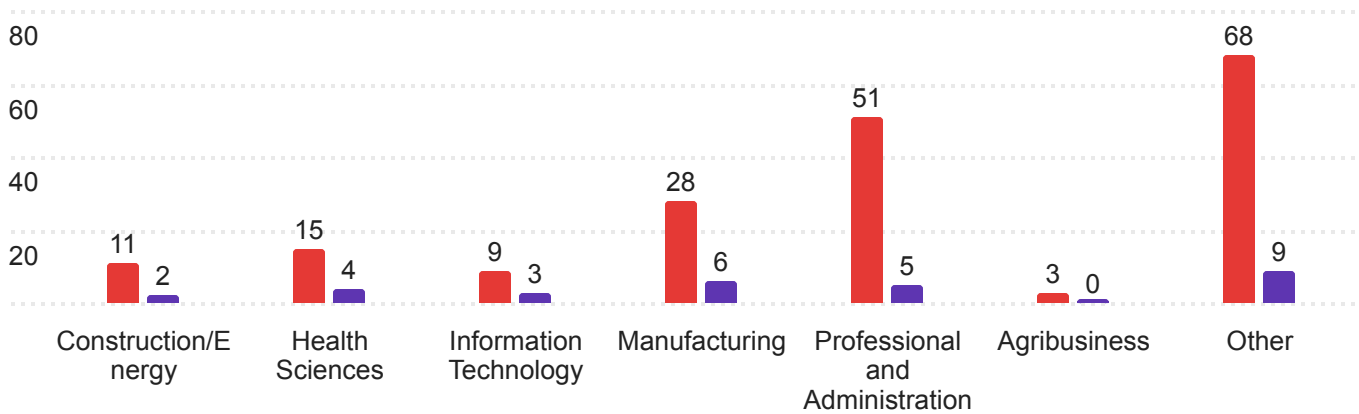


Legend:
- 🔴 You currently live or work in Allegan or Ottawa County
- 🟣 You previously lived or worked in Allegan or Ottawa Counties, but no longer do so

| Category | Currently | Previously |
|---|---|---|
| Construction/Energy | 11 | 2 |
| Health Sciences | 15 | 4 |
| Information Technology | 9 | 3 |
| Manufacturing | 28 | 6 |
| Professional and Administration | 51 | 5 |
| Agribusiness | 3 | 0 |
| Other | 68 | 9 |

## Do you currently live or work in Allegan or Ottawa counties or used to: breakout with data slices

40 Responses



Legend:
- 🔴 You currently live or work in Allegan or Ottawa County
- 🟣 You previously lived or worked in Allegan or Ottawa Counties, but no longer do so

| Category | Currently | Previously |
|---|---|---|
| Skill Trade | 5 | 1 |
| Software & Systems | 6 | 2 |
| Engineers | 20 | 5 |
| Industrial Technicians | 1 | 0 |

# Do you currently live or work in Allegan or Ottawa counties or used to: breakout with education

198 Responses



| | High school graduate | Some college but no degree | Associate degree in college ... | Bachelor's degree in college ... | Master's degree | Professional degree (JD, MD) | Trade/ Technical trainin | Other professional certificate | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|
| Red | 16 | 23 | 16 | 98 | 18 | 2 | 1 | 1 | 0 |
| Purple | 4 | 6 | 1 | 8 | 1 | 1 | 2 | 0 | 0 |
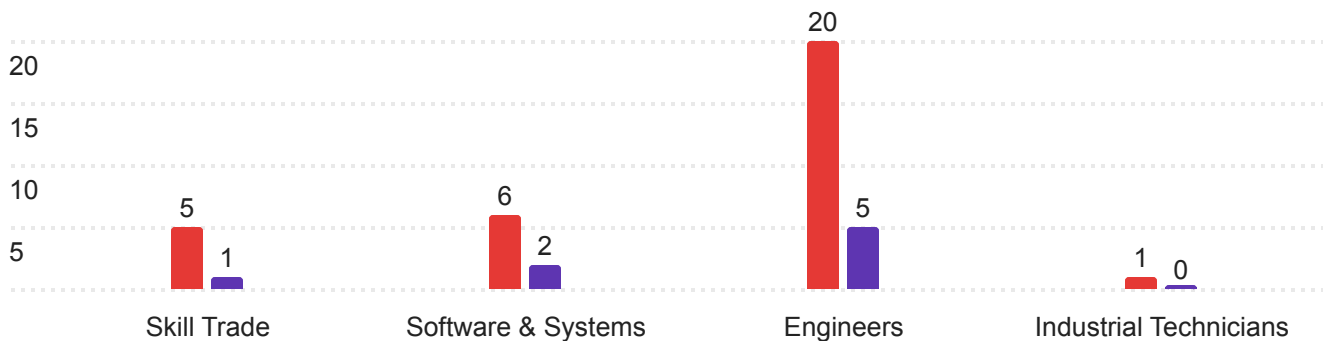
🟥 You currently live or work in Allegan or Ottawa County
🟪 You previously lived or worked in Allegan or Ottawa Counties, but no longer do so
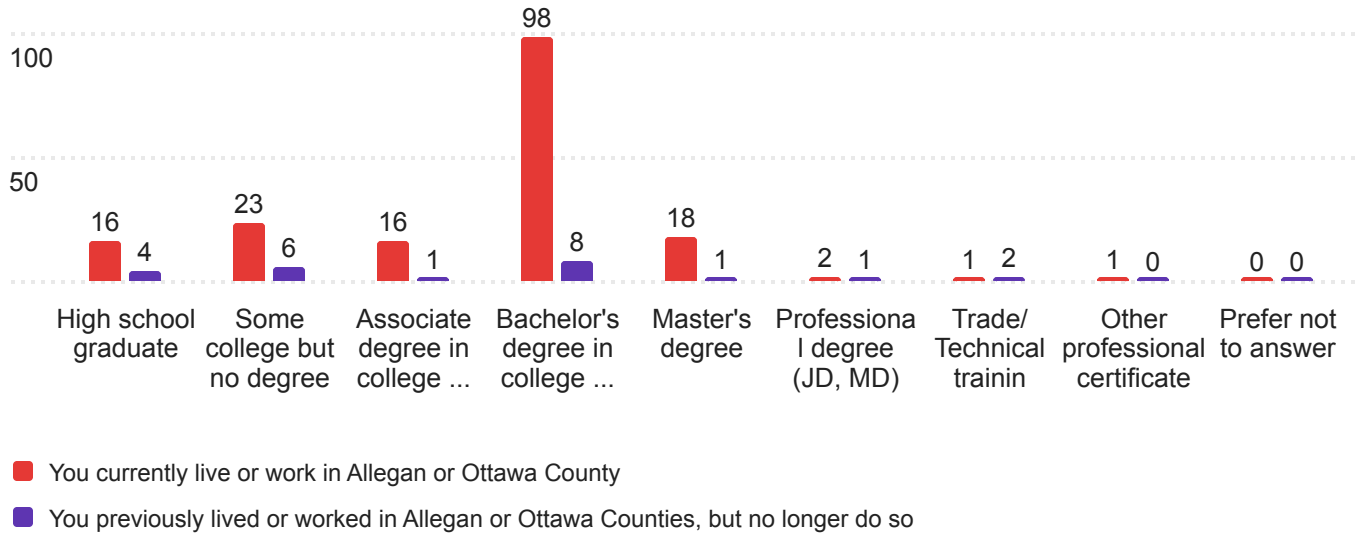
## Zip Code

The majority of responses (53 responses) came from the area code 49423. The second most selected zip code was 49424 (39 responses), followed by "Other" (16 responses) and 49010 (15 responses). The remaining of the zip codes had 11 or fewer respondents selecting them.



Layer 1
Data Value (Sum)
1.00   53.00
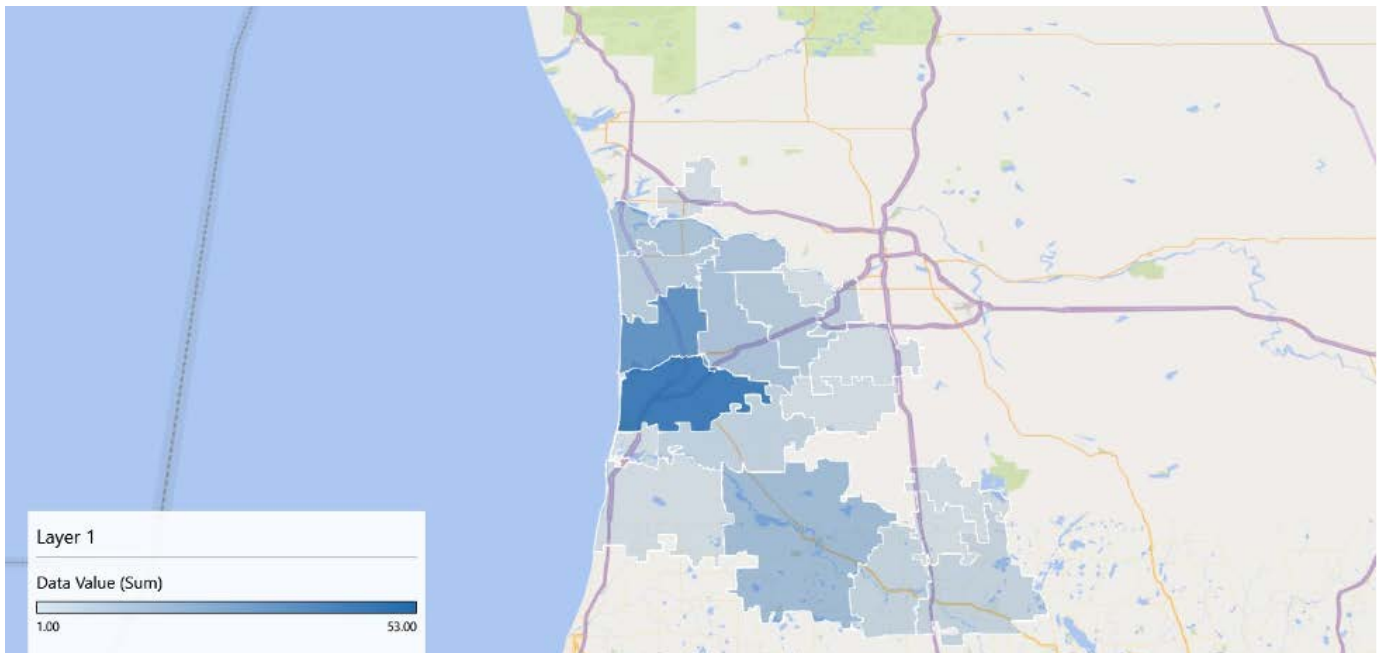
## Industry

Respondents were asked to select the industry they work in. This question was used to breakout all questions in this survey. Of those who selected "Other", the main responses included engineering (which was included in the data slicing breakdown), still a student or involved in education, and customer services.

### Select the industry that best represents your field of work or study:

214 Responses
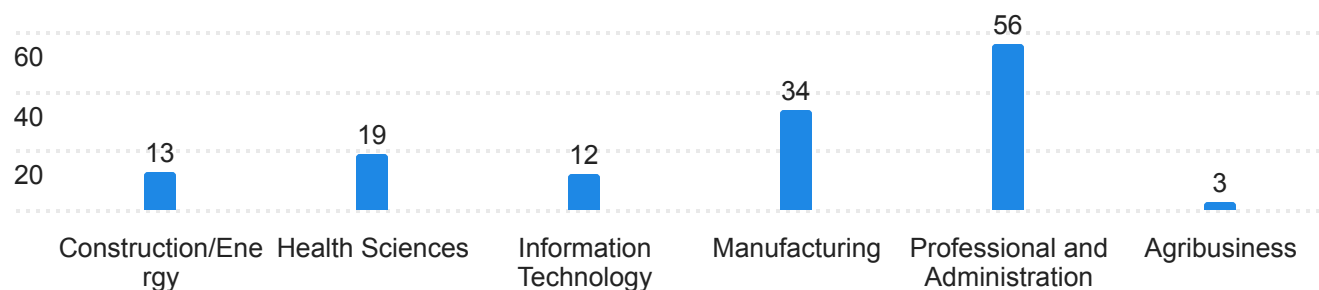


## What do respondents like and dislike about the region?

Respondents were asked about their likes and dislikes of Allegan and Ottawa Counties. They selected from a list their **top five likes**, which included: access to Lake Michigan, outdoor recreations, living close to family, and sense of safety. Those who answered "Other" for things they liked listed the "quaint downtown" and the growing diversity of the community.

The **most common "dislikes"** included political, religious, and diversity issues; driving/commuting; and winter weather. They were then asked questions regarding if they would recommend Allegan or Ottawa Counties and if they would live in Allegan or Ottawa Counties in an ideal world.

### Select the top things you like about Allegan and/ or Ottawa Counties

| Field | Choice Count |
| --- | --- |
| Access to Lake Michigan, beaches, etc. | 127 |
| Outdoor recreation opportunities (e.g. Hiking, biking, boating) | 108 |
| Living close to or near family | 101 |
| Sense of safety | 74 |
| Sense of community | 62 |
| Weather/climate | 60 |
| Job and career growth opportunities | 56 |
| Convenient commutes | 46 |
| Social or community involvement opportunities | 42 |

| | |
|---|---|
| Quality of schools/education system | 42 |
| Living with or near my partner | 40 |
| Walkability/ bike friendly | 36 |
| Alignment with community values | 34 |
| Cost of living | 31 |
| Access to local amenities and services (ex. Dry cleaners, gyms, banks, etc.) | 31 |
| Variety of cultural and/ or religious options (e.g. festivals, church/denominations, ethinic dining, etc.) | 30 |
| Living and/ or working around people your own age | 29 |
| Inclusive, welcoming community | 25 |
| Robust social and support systems (e.g. non-profit services) | 22 |
| Higher education and/or job training opportunities | 22 |
| Living among diverse population | 21 |
| Arts and entertainment options | 21 |
| Sustainability and environmental practice opportunities | 19 |
| Access to high-speed internet | 19 |
| Access to quality healthcare | 16 |
| History and heritage | 15 |
| Dominant political views | 10 |
| Other | 2 |

## Do respondents recommend the area to other young adults?

**Yes**. Four out of five (79%) recommend this area to other young adults. Though fairly consistent across industries, those in professional / administrative areas had more respondents indicate "no" or "not sure" than the other industries. No other patterns emerged when splitting the data by race/ethnicity or relationship status.

Would you recommend the Lakeshore region to other young adults looking for a place to live and/or work?

205 Responses



14%, 29
7%, 14
79%, 162

■ Not sure
■ No
■ Yes

Would you recommend the Lakeshore region to other young adults looking for a place to live and/or work: breakout with industry

204 Responses



Construction/Energy — Yes: 11, No: 0, Not sure: 2
Health Sciences — Yes: 11, No: 1, Not sure: 1
Information Technology — Yes: 8, No: 1, Not sure: 3
Manufacturing — Yes: 30, No: 0, Not sure: 4
Professional and Administration — Yes: 39, No: 7, Not sure: 10
Agribusiness — Yes: 2, No: 0, Not sure: 1
Other — Yes: 60, No: 5, Not sure: 8

■ Yes   ■ No   ■ Not sure

Would you recommend the Lakeshore region to other young adults looking for a place to live and/or work: breakout with data slices

40 Responses



Skill Trade — Yes: 6, No: 0, Not sure: 0
Software & Systems — Yes: 6, No: 0, Not sure: 2
Engineers — Yes: 17, No: 1, Not sure: 7
Industrial Technicians — Yes: 1, No: 0, Not sure: 0

■ Yes   ■ No   ■ Not sure

# Would you recommend the Lakeshore region to other young adults looking for a place to live and/or work: breakout with education

197 Responses



■ Yes  ■ No  ■ Not sure

# Would you recommend the Lakeshore region to other young adults looking for a place to live and/or work: breakout with education numbers

| Field | Yes | No | Not sure |
|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 |
| High school graduate | 17 | 1 | 2 |
| Some college but no degree | 16 | 3 | 9 |
| Associate degree in college (2- year) | 15 | 0 | 2 |
| Bachelor's degree in college (4-year) | 84 | 9 | 13 |
| Master's degree | 18 | 1 | 0 |
| Professional degree (JD, MD) | 3 | 0 | 0 |
| Trade/ Technical vocational training | 3 | 0 | 0 |
| Other professional certificate | 1 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 |
| Other | 0 | 0 | 0 |
| Total | 157 | 14 | 26 |

Would you recommend the Lakeshore region to other young adults looking for a place to live and/or work: breakout by race/ethnicity

197 Responses



- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other
- Prefer not to answer
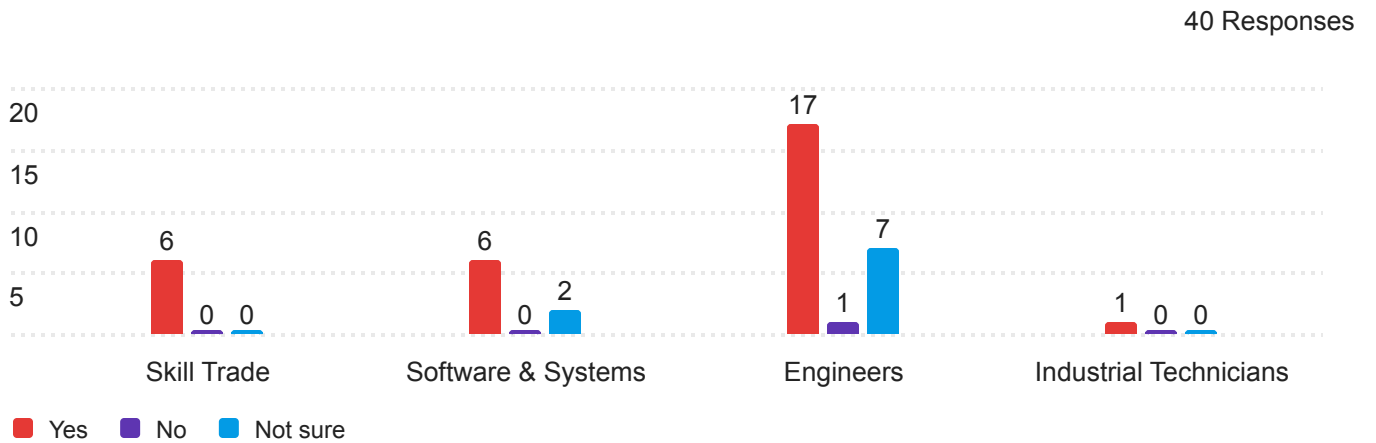
Would you recommend the Lakeshore region to other young adults looking for a place to live and/or work: breakout with relationship status

197 Responses
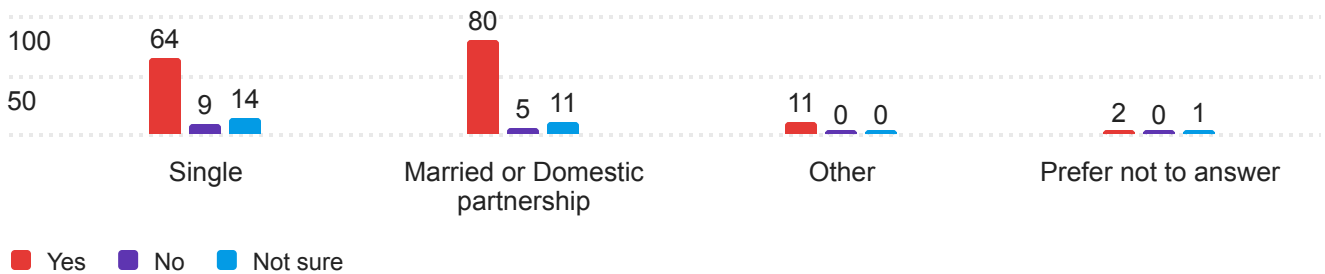


- Yes
- No
- Not sure

Would you recommend the Lakeshore region to other young adults looking for a place to live and/or work: breakout with living situation

197 Responses
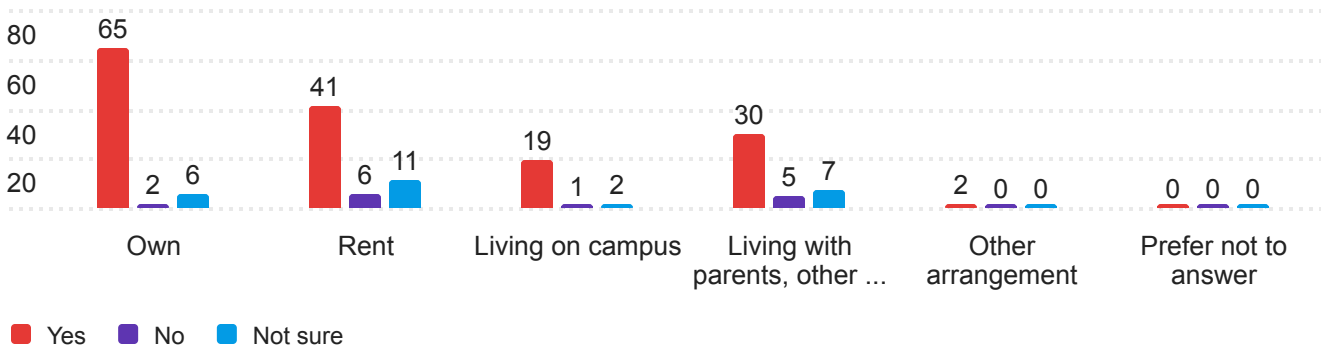


- Yes
- No
- Not sure

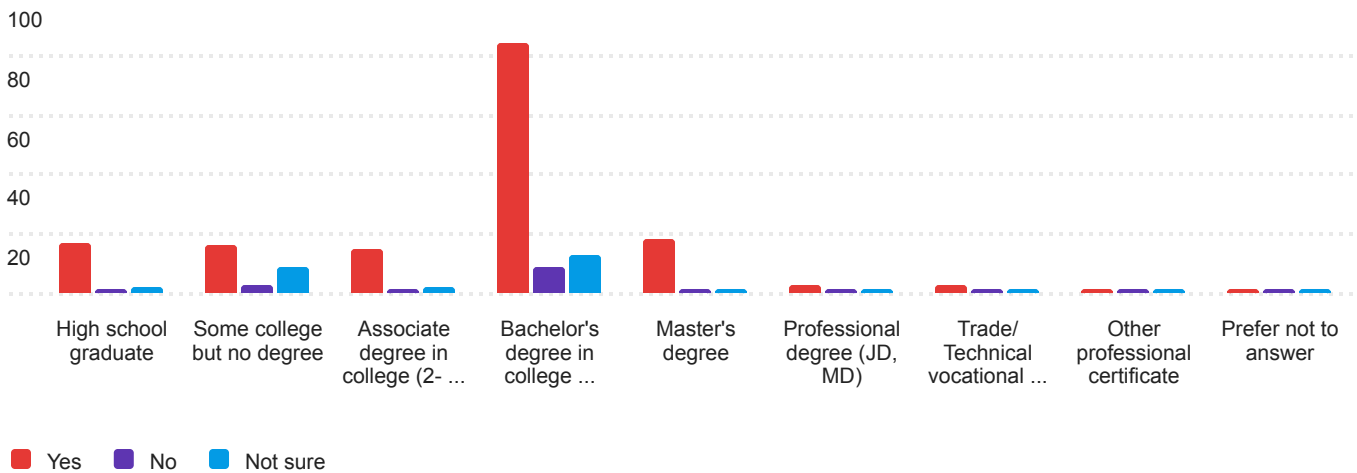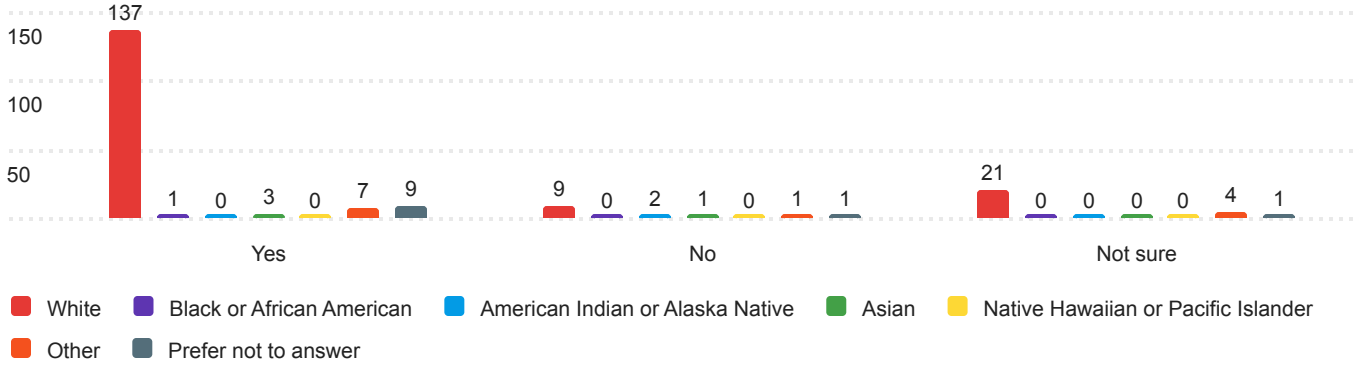# Would you recommend the Lakeshore region to other young adults looking for a place to live and/or work: breakout with are you a full-time student

195 Responses



Legend: ■ Yes  ■ No  ■ Not sure

Yes: 43, 4, 10
No: 112, 10, 16

## Decide to live in this region

Roughly two-thirds of respondents indicated that they would choose to live in this region over other areas. Those in professional / administrative and "other" industries were less likely to choose to live in this region.

# In your ideal world, would you choose to live in the Lakeshore Region over different states or cities?

205 Responses



20%, 40
15%, 30
66%, 135

Legend: ■ Not sure  ■ No  ■ Yes
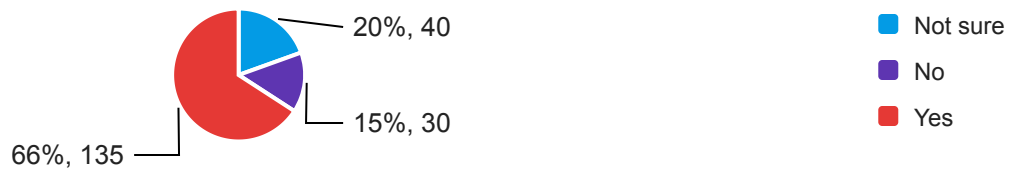
In your ideal world, would you choose to live in the Lakeshore Region over different states or cities: breakout with industry

204 Responses



In your ideal world, would you choose to live in the Lakeshore Region over different states or cities: breakout with data slices

40 Responses

In your ideal world, would you choose to live in the Lakeshore Region over different states or cities: breakout with education level

197 Responses



Legend: ■ Yes ■ No ■ Not sure

| Education Level | Yes | No | Not sure |
| --- | --- | --- | --- |
| High school graduate | 16 | 2 | 2 |
| Some college but no degree | 14 | 5 | 9 |
| Associate degree in college (2- ... | 10 | 4 | 3 |
| Bachelor's degree in college ... | 70 | 15 | 21 |
| Master's degree | 16 | 3 | 0 |
| Professional degree (JD, MD) | 3 | 0 | 0 |
| Trade/ Technical vocational ... | 3 | 0 | 0 |
| Other professional certificate | 0 | 0 | 1 |
| Prefer not to answer | 0 | 0 | 0 |
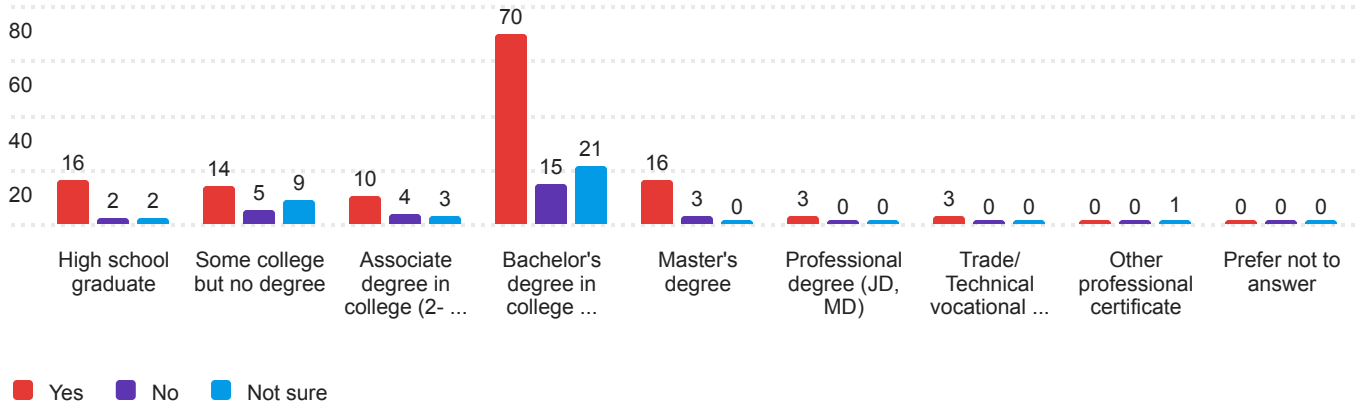
**What roles do internships and student loans play?**

Participants were asked if internships or student loan debt influenced where they currently live or work. Findings indicated that 64 of the participants responded that an internship did lead them to where they currently live or work, whereas 119 participants responded that an internship did not lead them to where they currently live or work. Notably, for engineers, far more indicated that an internship shaped their living decision.

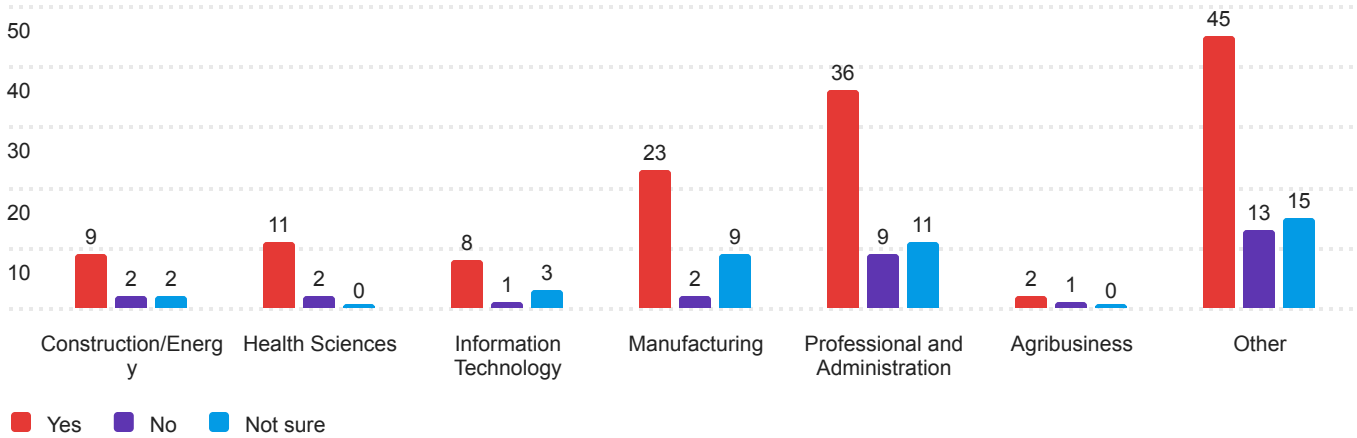Did an internship lead to where you currently live or work: breakout with in your ideal world, would you choose to live in Lakeshore Region over different states or cities?
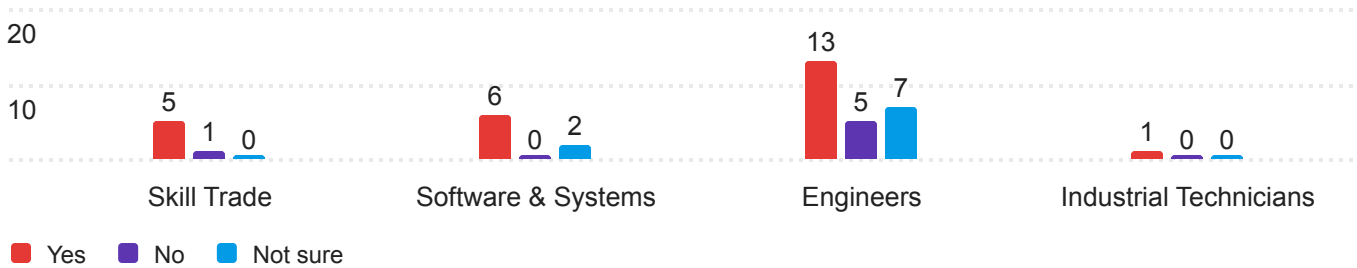
182 Responses
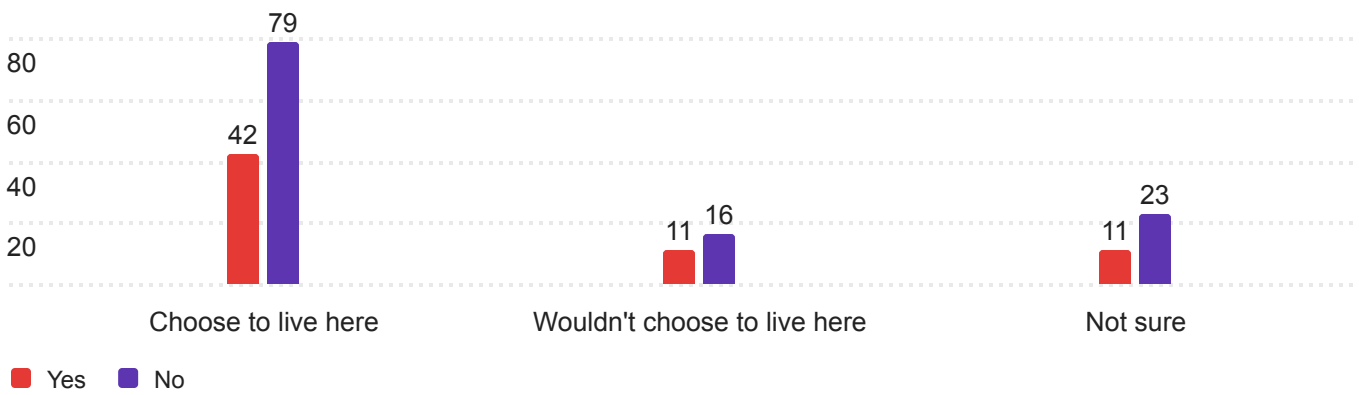


Did an internship lead to where you currently live or work: breakout with industry

182 Responses
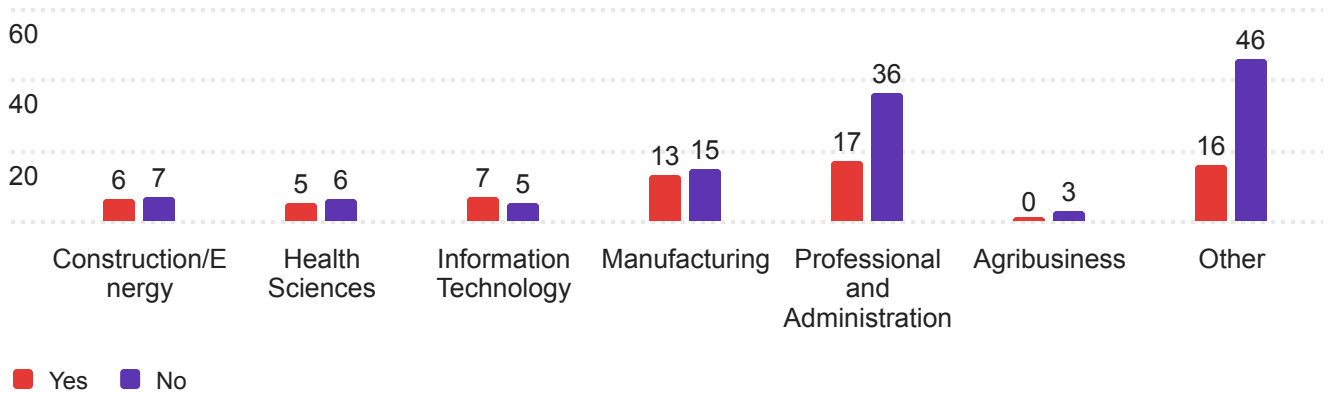
## Did an internship lead to where you currently live or work: breakout with data slices

36 Responses



| | Skill Trade | Software & Systems | Engineers | Industrial Technicians |
|---|---|---|---|---|
| Yes | 1 | 3 | 14 | 0 |
| No | 4 | 4 | 9 | 1 |
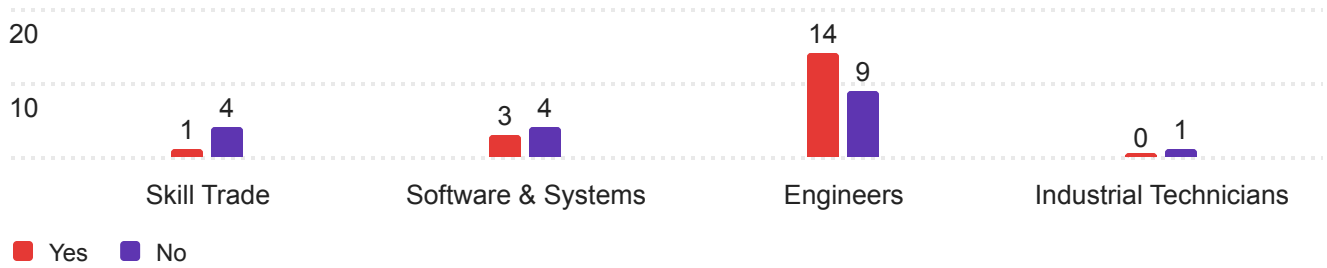
## Did an internship lead to where you currently live or work: breakout with education level

178 Responses



| | High school graduate | Some college but no degree | Associate degree in college ... | Bachelor's degree in college ... | Master's degree | Professional degree (JD, MD) | Trade/ Technical trainin | Other professional certificate | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|
| Yes | 3 | 9 | 6 | 32 | 6 | 2 | 3 | 0 | 0 |
| No | 11 | 16 | 9 | 66 | 13 | 1 | 0 | 1 | 0 |
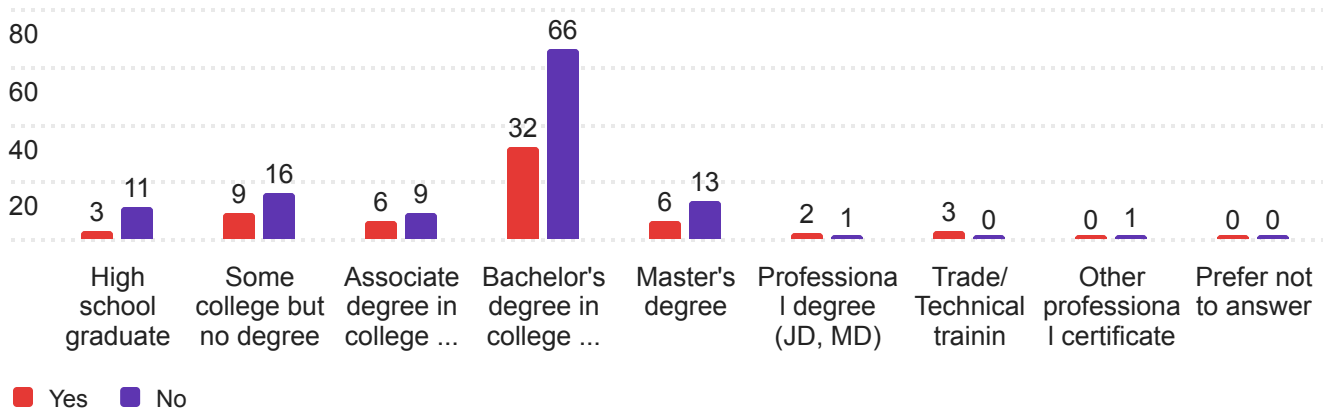
More people (108 responses) indicated that student loan debt did not play a role in deciding where to live, compared to 62 participants who indicated that student loan debt did influence where they currently live or work.

## Does student loan debt influence where you currently live or work: breakout with industry

169 Responses
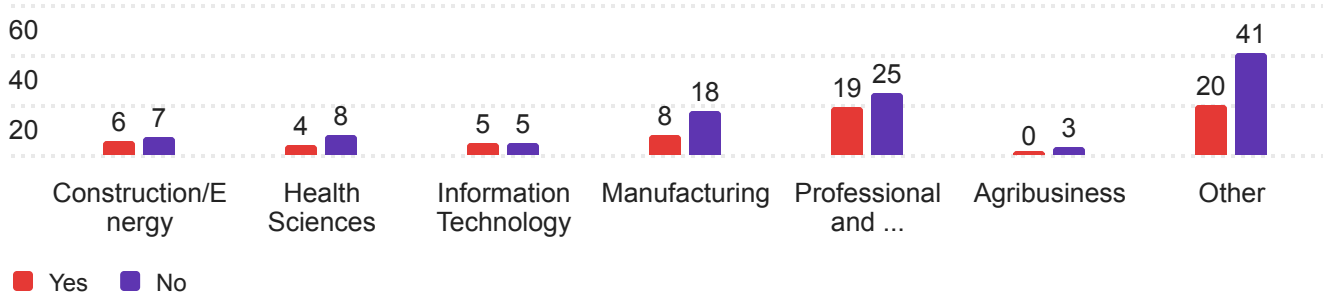


## Does student loan debt influence where you currently live or work: breakout with data slices
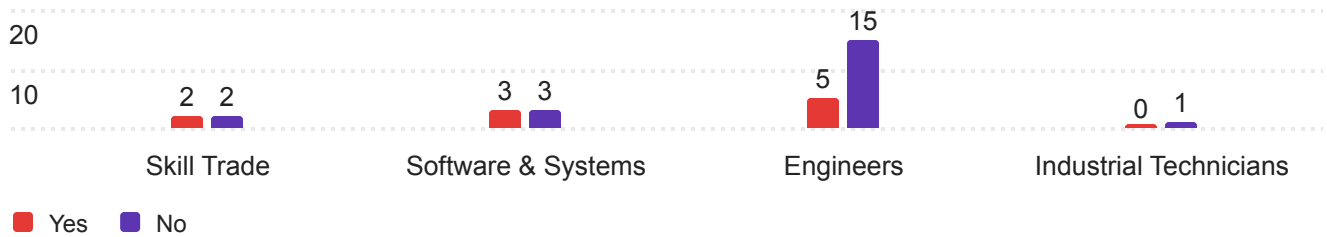
31 Responses

Does student loan debt influence where you currently live or work: breakout with education level

165 Responses



■ Yes  ■ No
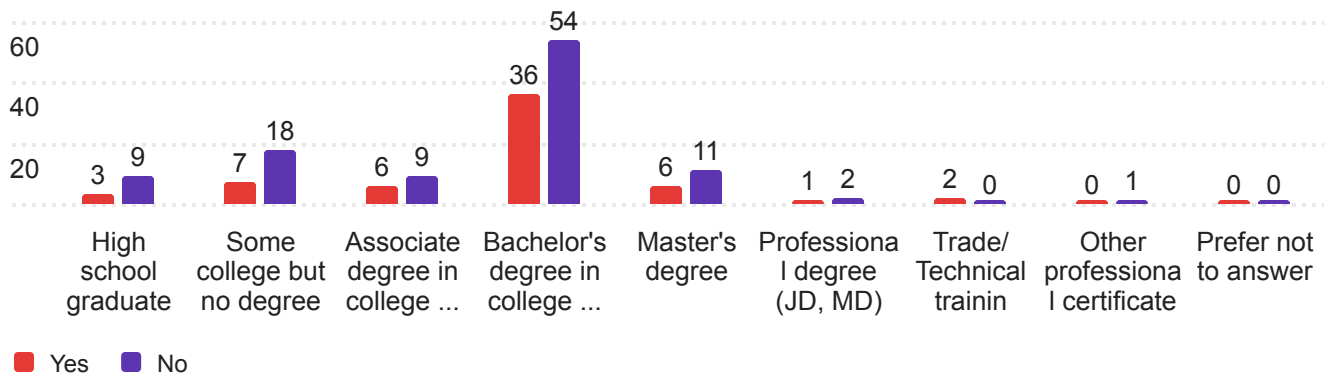
## Does the Lakeshore foster inclusivity and potential for growth?

Respondents were asked about experiences of young adults and the inclusivity within the Lakeshore Region. Results suggest that there are significant areas for improvement in these domains. Across these items, respondents generally endorsed feeling there are adequate opportunities to engage leadership (60%) and that it is easy to make friends (65%), though just over half feel that the lakeshore is inclusive (53%) and that there are adequate social opportunities (55%). Those who rented and those who were not full-time students reported lower levels of inclusion. Consequently, those who do not feel included and those who do feel that there are sufficient opportunities for social connection are those least likely to agree that it is easy to make friends. Clearly, more work could be invested here.

## Do you feel there are adequate opportunities in the Lakeshore Region for young adults to engage in community leadership and decision-making?

205 Responses



16%, 33

60%, 123

24%, 49

Not Applicable/ N...
No
Yes

## Do you feel there are adequate opportunities in the Lakeshore Region for young adults to engage in community leadership and decision-making: breakout with industry

204 Responses



| Industry | Yes | No | Not Applicable/ Not Sure |
|---|---|---|---|
| Construction/Energy | 9 | 1 | 3 |
| Health Sciences | 11 | 3 | 0 |
| Information Technology | 8 | 1 | 3 |
| Manufacturing | 21 | 8 | 4 |
| Professional and Administration | 35 | 16 | 5 |
| Agribusiness | 2 | 1 | 0 |
| Other | 37 | 18 | 18 |

Do you feel there are adequate opportunities in the Lakeshore Region for young adults to engage in community leadership and decision-making: breakout with data slices

39 Responses



Yes ■ No ■ Not Applicable/ Not Sure
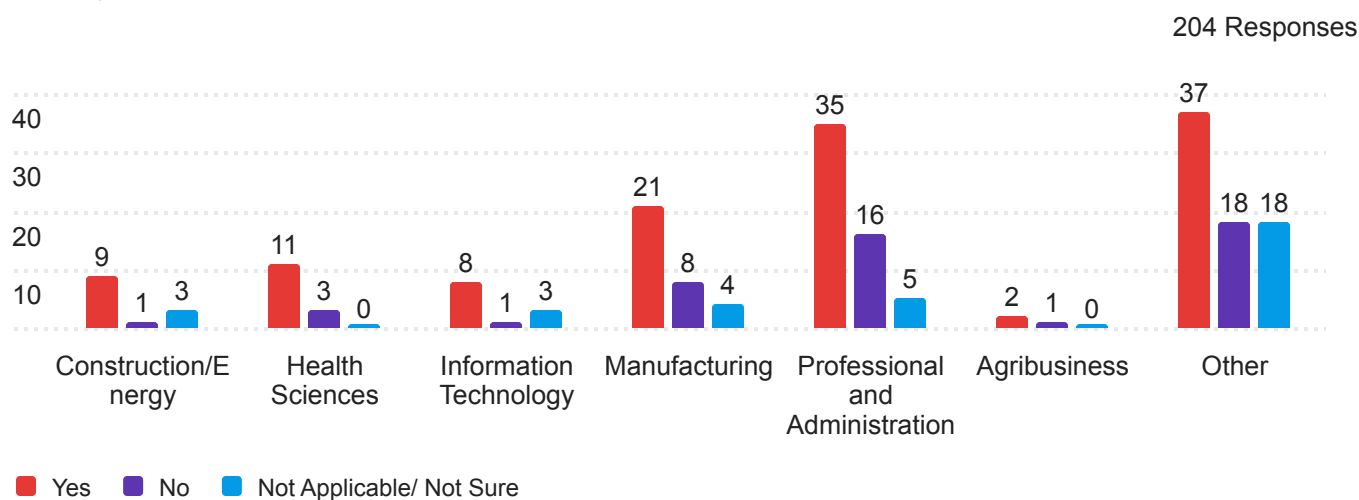
Do you feel there are adequate opportunities in the Lakeshore Region for young adults to engage in community leadership and decision-making: breakout with education level

198 Responses
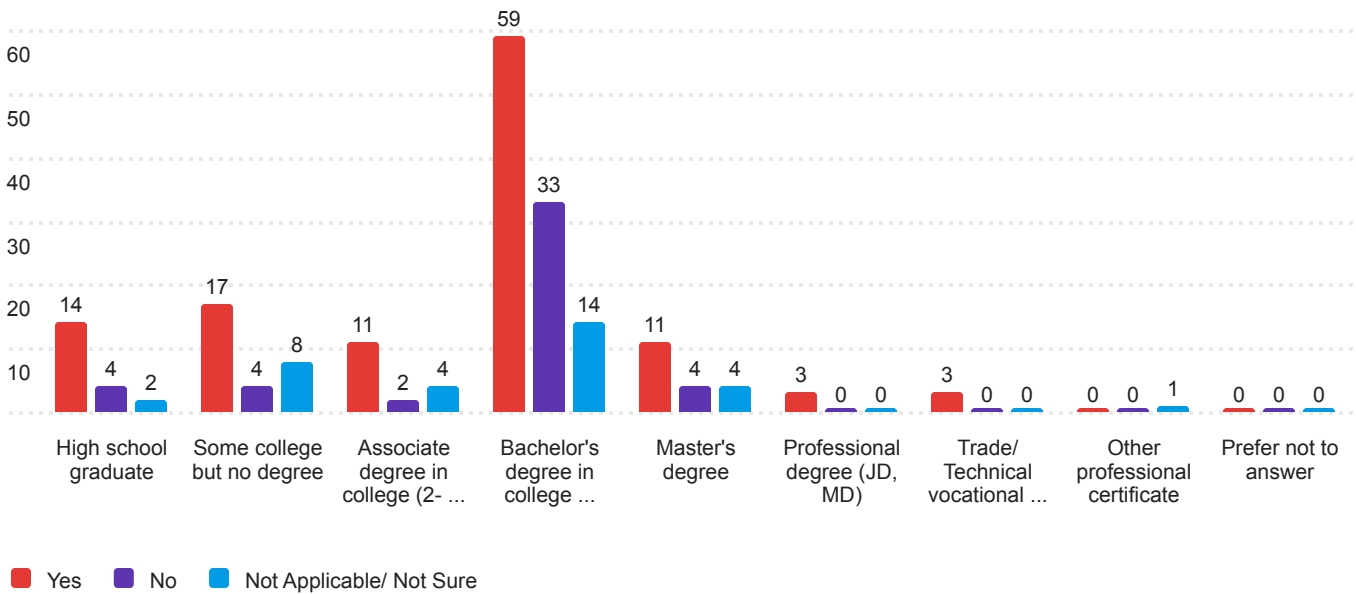


Yes ■ No ■ Not Applicable/ Not Sure

Do you feel there are adequate opportunities in the Lakeshore Region for young adults to engage in community leadership and decision-making: breakout with age group

204 Responses



Legend: ■ Yes  ■ No  ■ Not Applicable/ Not Sure

| Age Group | Yes | No | Not Applicable/ Not Sure |
| --- | --- | --- | --- |
| 18-19 | 21 | 2 | 3 |
| 20-24 | 30 | 19 | 14 |
| 25-30 | 39 | 14 | 7 |
| 31-34 | 33 | 13 | 9 |

## Do you feel the Lakeshore Region is inclusive of people from difference backgrounds?

205 Responses



53%, 108    15%, 31    32%, 66

Not Applicable/ N...
No
Yes

## Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with industry

204 Responses



| Industry | Yes | No | Not Applicable/ Not Sure |
|---|---|---|---|
| Construction/Energy | 8 | 5 | 0 |
| Health Sciences | 9 | 4 | 1 |
| Information Technology | 6 | 1 | 5 |
| Manufacturing | 20 | 10 | 3 |
| Professional and Administration | 29 | 21 | 6 |
| Agribusiness | 2 | 1 | 0 |
| Other | 34 | 24 | 15 |

Yes    No    Not Applicable/ Not Sure

## Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with data slices

39 Responses

| | Skill Trade | Software & Systems | Engineers | Industrial Technicians |
|---|---|---|---|---|
| Yes | 4 | 4 | 13 | 1 |
| No | 2 | 1 | 8 | 0 |
| Not Applicable/ Not Sure | 0 | 3 | 3 | 0 |

- Yes
- No
- Not Applicable/ Not Sure

## Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with education

198 Responses

| | High school graduate | Some college but no degree | Associate degree in college ... | Bachelor's degree in college ... | Master's degree | Professional degree (JD, MD) | Trade/ Technical trainin | Other professional certificate | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|
| Yes | 12 | 22 | 8 | 46 | 11 | 2 | 3 | 0 | 0 |
| No | 5 | 6 | 3 | 40 | 8 | 1 | 0 | 0 | 0 |
| Not Applicable/ Not Sure | 3 | 1 | 6 | 20 | 0 | 0 | 0 | 1 | 0 |

- Yes
- No
- Not Applicable/ Not Sure

Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with race/ethnicity

198 Responses

| | White | Black or African ... | American Indian or ... | Asian | Native Hawaiian or ... | Other | Prefer not to answer |
|---|---|---|---|---|---|---|---|
| Yes | 83 | 1 | 1 | 2 | 0 | 9 | 8 |
| No | 56 | 0 | 1 | 1 | 0 | 4 | 1 |
| Not Applicable/ Not Sure | 28 | 0 | 0 | 1 | 0 | 0 | 2 |

■ Yes   ■ No   ■ Not Applicable/ Not Sure

Do you feel the Lakeshore Region is inclusive of people from difference backgrounds?: breakout with Hispanic/Latino(a) origin

| | Yes | No | Prefer not to answer |
|---|---|---|---|
| Yes | 25 | 77 | 2 |
| No | 12 | 50 | 1 |
| Not Applicable/ Not Sure | 2 | 28 | 1 |

■ Yes   ■ No   ■ Not Applicable/ Not Sure

Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with relationship status

198 Responses

| | Single | Married or Domestic partnership | Other | Prefer not to answer |
|---|---|---|---|---|
| Yes | 44 | 51 | 8 | 1 |
| No | 29 | 31 | 3 | 0 |
| Not Applicable/ Not Sure | 14 | 15 | 0 | 2 |

■ Yes   ■ No   ■ Not Applicable/ Not Sure

## Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with living situation

198 Responses



Legend: Yes (red), No (purple), Not Applicable/ Not Sure (blue)

Data:
- Own: 39, 24, 10
- Rent: 26, 23, 9
- Living on campus: 16, 2, 4
- Living with parents, other relatives, friends: 22, 13, 8
- Other arrangement: 1, 1, 0
- Prefer not to answer: 0, 0, 0

## Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with are you a full-time student

196 Responses



Legend: Yes (red), No (purple), Not Applicable/ Not Sure (blue)

Data:
- Yes, full-time student: 40, 11, 7
- No, not full-time student: 62, 52, 24

## Do you feel it is easy to make friends and/or social connections in the Lakeshore Region?

205 Responses



- 12%, 25 — Not Applicable/ N...
- 23%, 47 — No
- 65%, 133 — Yes

Do you feel it is easy to make friends and/or social connections in the Lakeshore Region: breakout with industry

204 Responses



Legend: ■ Yes  ■ No  ■ Not Applicable/ Not Sure

Data values by industry:
- Construction/Energy: Yes 7, No 3, Not Applicable/Not Sure 3
- Health Sciences: Yes 8, No 6, Not Applicable/Not Sure 0
- Information Technology: Yes 11, No 1, Not Applicable/Not Sure 0
- Manufacturing: Yes 25, No 3, Not Applicable/Not Sure 5
- Professional and Administration: Yes 32, No 15, Not Applicable/Not Sure 9
- Agribusiness: Yes 2, No 1, Not Applicable/Not Sure 0
- Other: Yes 47, No 18, Not Applicable/Not Sure 8

Do you feel it is easy to make friends and/or social connections in the Lakeshore Region: breakout with data slices

39 Responses



Legend: ■ Yes  ■ No  ■ Not Applicable/ Not Sure

Data values by category:
- Skill Trade: Yes 3, No 2, Not Applicable/Not Sure 1
- Software & Systems: Yes 7, No 1, Not Applicable/Not Sure 0
- Engineers: Yes 14, No 5, Not Applicable/Not Sure 5
- Industrial Technicians: Yes 1, No 0, Not Applicable/Not Sure 0

Do you feel the Lakeshore Region is inclusive of people from difference backgrounds: breakout with do you feel it is easy to make friends and/or social connections in Lakeshore Region
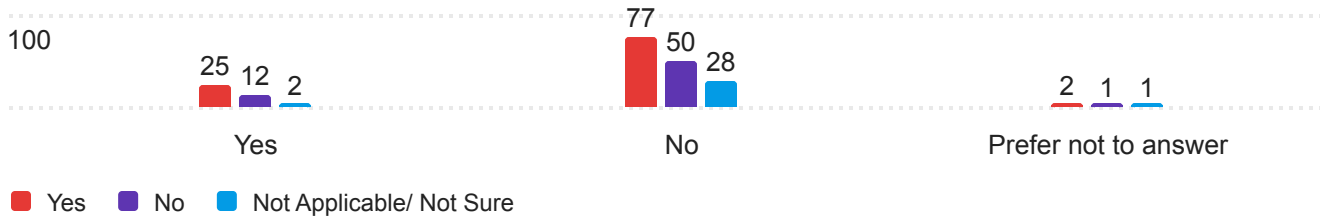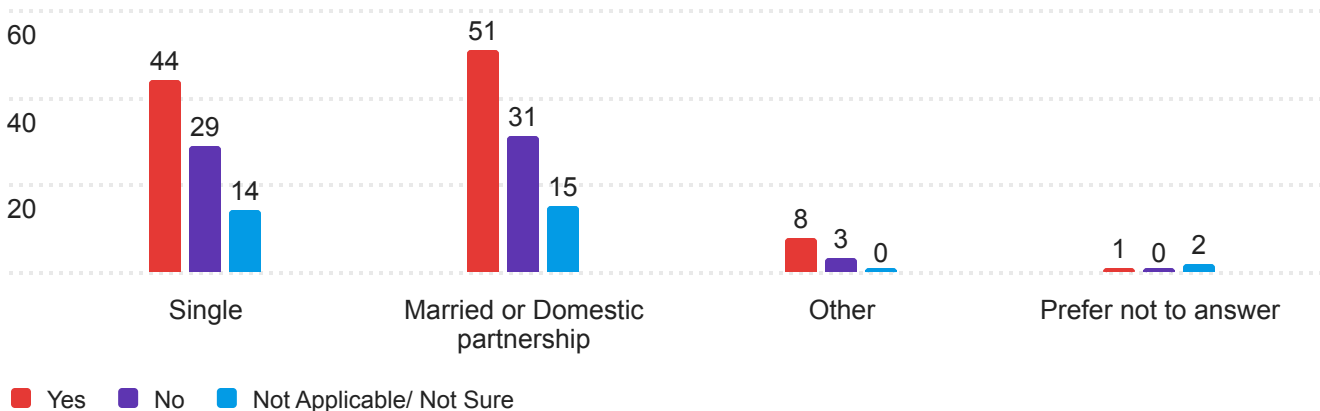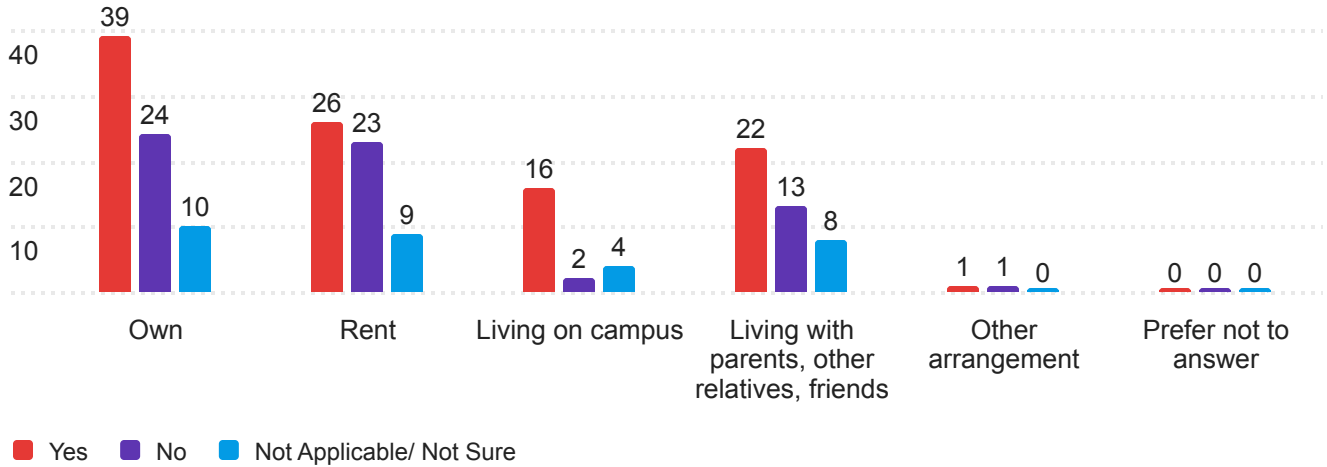
205 Responses



- Yes, it is easy to make friends
- No, it is not easy to make friends
- Not Applicable/ Not Sure

Do you feel it is easy to make friends and/or social connections in the Lakeshore Region: breakout with education

198 Responses



- Yes
- No
- Not Applicable/ Not Sure

Do you feel there are adequate social opportunities in the Lakeshore Region for young adults?

205 Responses
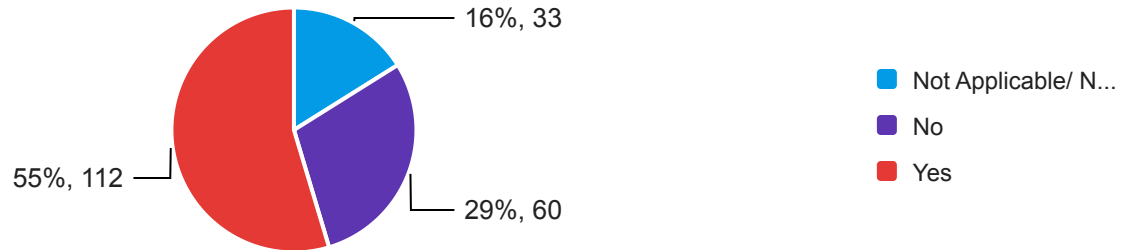


16%, 33

55%, 112

29%, 60

- Not Applicable/ N...
- No
- Yes

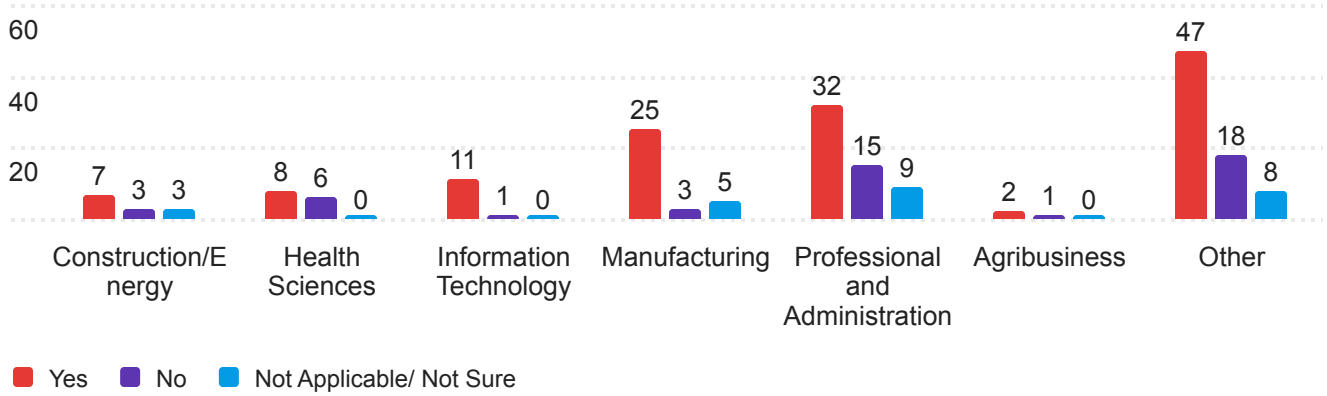Do you feel there are adequate social opportunities in the Lakeshore Region for young adults: breakout with is it easy to make friends and/or social connections in the Lakeshore Region

205 Responses



- Yes, it is easy to make friends in Lakeshore Region
- No, it is not easy to make friends in Lakeshore Region
- Not Applicable/ Not Sure

Do you feel there are adequate social opportunities in the Lakeshore Region for young adults: breakout with industry

204 Responses



Yes ■    No ■    Not Applicable/ Not Sure ■

Do you feel there are adequate social opportunities in the Lakeshore Region for young adults: breakout with data slices

39 Responses



Yes ■    No ■    Not Applicable/ Not Sure ■

Do you feel there are adequate social opportunities in the Lakeshore Region for young adults: breakout with education level



Bar chart data:

| Education Level | Yes | No | Not Applicable/ Not Sure |
|---|---|---|---|
| High school graduate | 13 | 3 | 4 |
| Some college but no degree | 17 | 8 | 4 |
| Associate degree in college ... | 10 | 3 | 4 |
| Bachelor's degree in college ... | 52 | 36 | 18 |
| Master's degree | 12 | 5 | 2 |
| Professional degree (JD, MD) | 2 | 1 | 0 |
| Trade/ Technical trainin | 3 | 0 | 0 |
| Other professional certificate | 0 | 1 | 0 |
| Prefer not to answer | 0 | 0 | 0 |

■ Yes  ■ No  ■ Not Applicable/ Not Sure
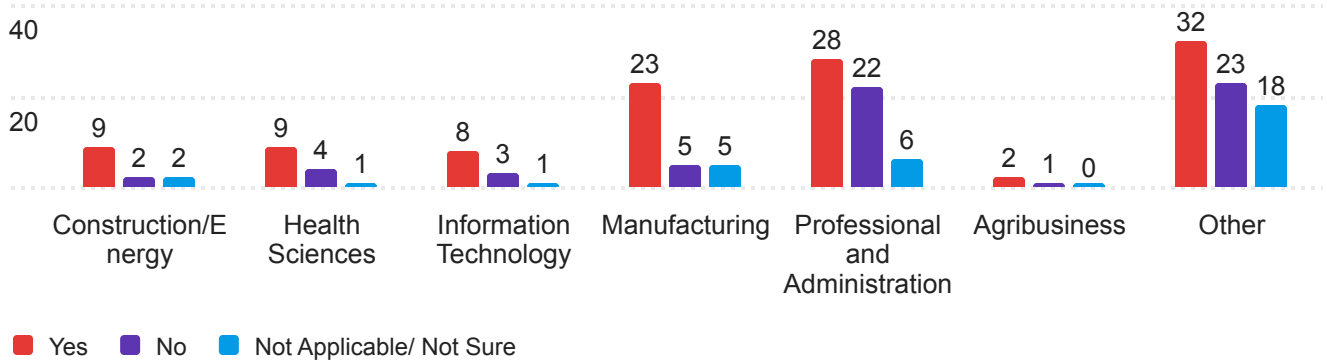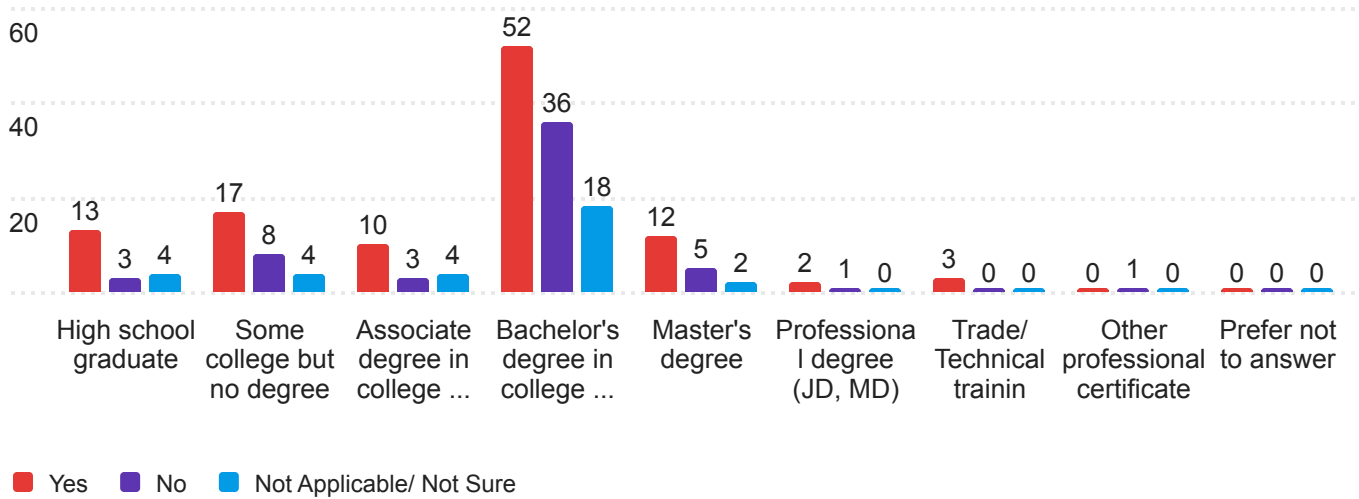
**Does the Lakeshore offer sufficient career opportunities?**

Participants are asked about career opportunities in the Lakeshore Region. Two-thirds (67%) of respondents felt there were educational and training resources that aligned with their interest and goals.

## Do the education/ training resources in the Lakeshore Region align with your career interests and goals?

204 Responses



67%, 136

20%, 40

14%, 28

- Not Applicable/ N...
- No
- Yes

## Do the education/ training resources in the Lakeshore Region align with your career interests and goals: breakout with industry

203 Responses



- Yes
- No
- Not Applicable/ Not Sure

Do the education/ training resources in the Lakeshore Region align with your career interests and goals: breakout with data slices

39 Responses

| | Skill Trade | Software & Systems | Engineers | Industrial Technicians |
|---|---|---|---|---|
| Yes | 4 | 4 | 15 | 1 |
| No | 2 | 4 | 1 | 0 |
| Not Applicable/ Not Sure | 0 | 0 | 8 | 0 |

■ Yes ■ No ■ Not Applicable/ Not Sure
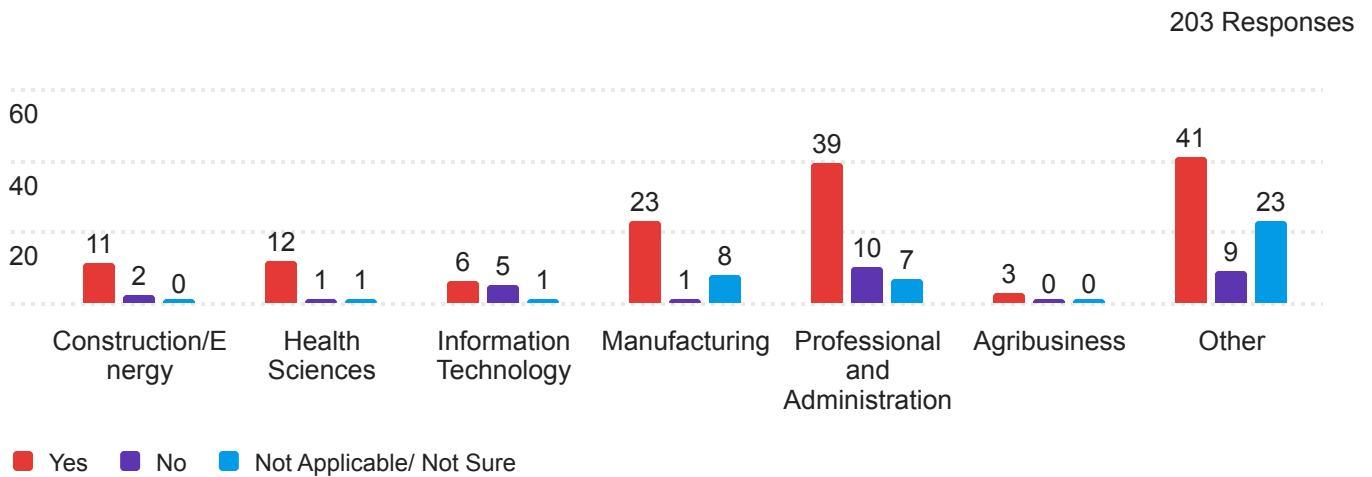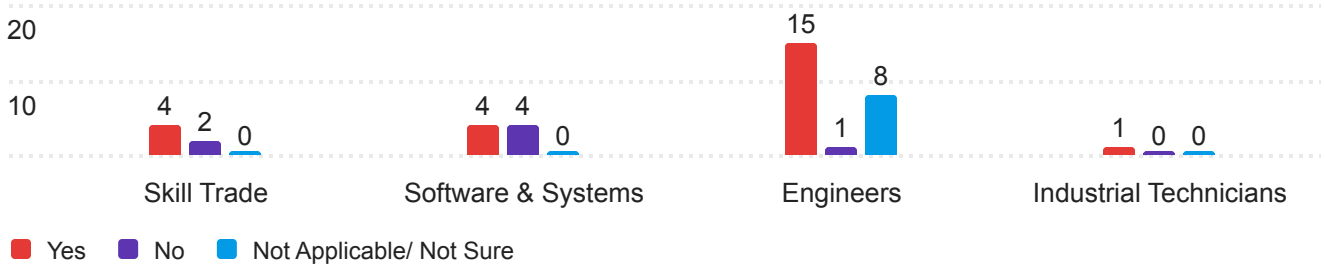
Do the education/ training resources in the Lakeshore Region align with your career interests and goals?

197 Responses

| | High school graduate | Some college but no degree | Associate degree in college ... | Bachelor's degree in college ... | Master's degree | Professional degree (JD, MD) | Trade/ Technical trainin | Other professional certificate | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|
| Yes | 11 | 24 | 13 | 69 | 12 | 2 | 2 | 0 | 0 |
| No | 4 | 3 | 2 | 14 | 1 | 1 | 1 | 1 | 0 |
| Not Applicable/ Not Sure | 5 | 2 | 2 | 22 | 6 | 0 | 0 | 0 | 0 |

■ Yes ■ No ■ Not Applicable/ Not Sure
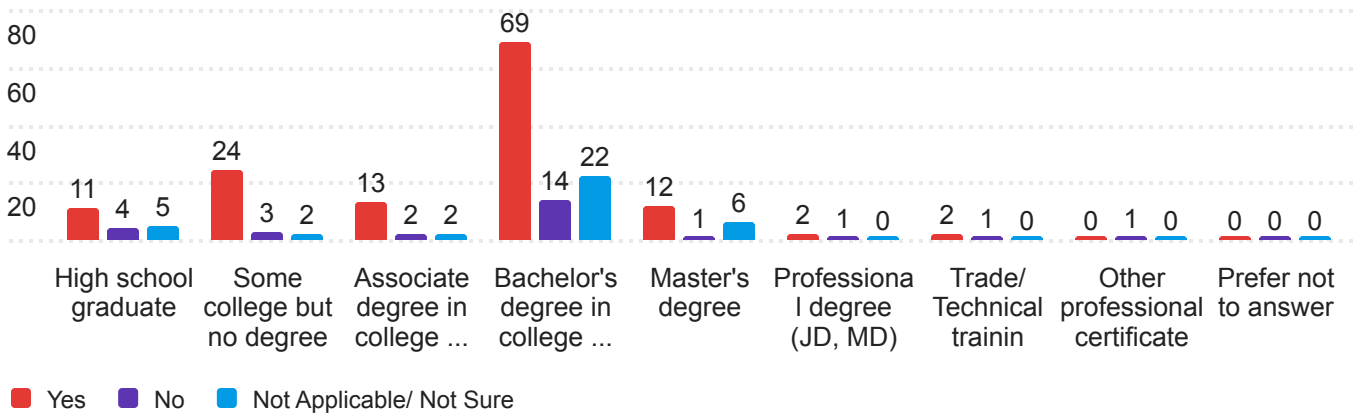
**Does the Lakeshore have available job opportunities?**

Participants were asked to rank the availability of job opportunities in their field in the Lakeshore Region on a scale of 1-5. The average rating was 3.53 out of 5.00, and 53.17% of participants answered good or very good. This suggests an area for improvement.

## Rate the availability of job opportunities in your field in the Lakeshore Region from 1-5.

205 Responses
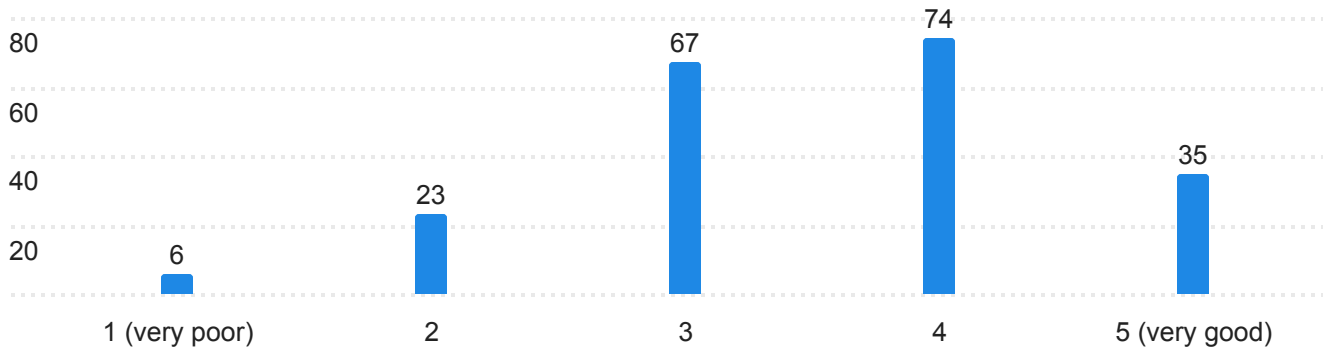


## Rate the availability of job opportunities in your field in the Lakeshore Region from 1-5.

| Field | Choice Count | |
|---|---:|---:|
| 1 (very poor) | 2.93% | 6 |
| 2 | 11.22% | 23 |
| 3 | 32.68% | 67 |
| 4 | 36.10% | 74 |
| 5 (very good) | 17.07% | 35 |
| Total | | 205 |

# Rate the availability of job opportunities in your field in the Lakeshore Region from 1-5: breakout with industry

204 Responses



1 (very poor)    2    3    4    5 (very good)
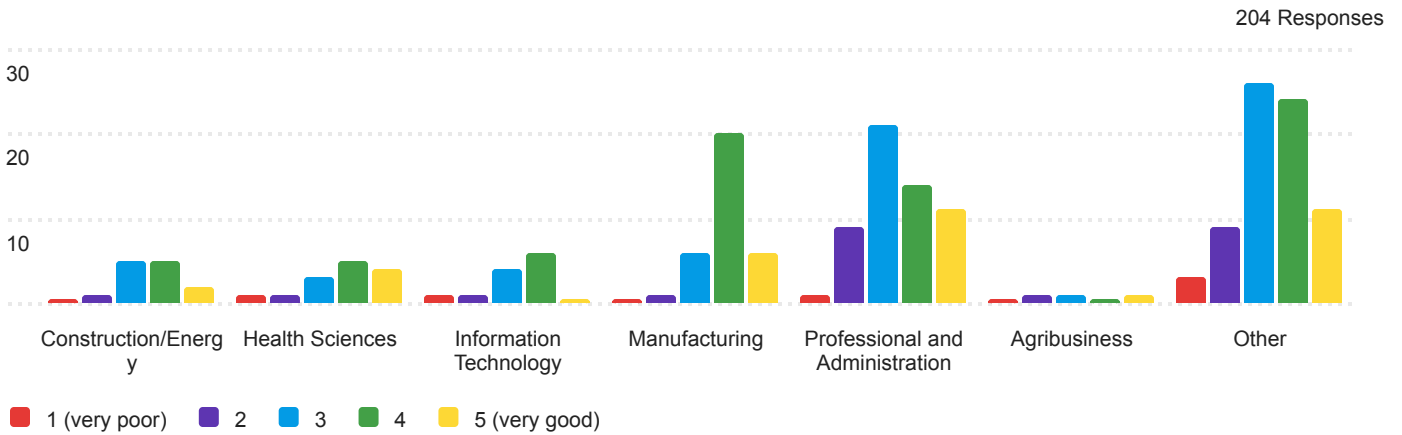
# Rate the availability of job opportunities in your field in the Lakeshore Region from 1-5: breakout with industry numbers

| Field | 1 (very poor) | 2 | 3 | 4 | 5 (very good) |
|---|---|---|---|---|---|
| Construction/Energy | 0 | 1 | 5 | 5 | 2 |
| Health Sciences | 1 | 1 | 3 | 5 | 4 |
| Information Technology | 1 | 1 | 4 | 6 | 0 |
| Manufacturing | 0 | 1 | 6 | 20 | 6 |
| Professional and Administration | 1 | 9 | 21 | 14 | 11 |
| Agribusiness | 0 | 1 | 1 | 0 | 1 |
| Other | 3 | 9 | 26 | 24 | 11 |
| Total | 6 | 23 | 66 | 74 | 35 |

# Rate the availability of job opportunities in your field in the Lakeshore Region from 1-5: breakout with data slices

39 Responses



1 (very poor)    2    3    4    5 (very good)

# Rate the availability of job opportunities in your field in the Lakeshore Region from 1-5: breakout with education

198 Responses



- 🟥 1 (very poor)　🟪 2　🟦 3　🟩 4　🟨 5 (very good)

# Rate the availability of job opportunities in your field in the Lakeshore Region from 1-5: breakout with education numbers

| Field | 1 (very poor) | 2 | 3 | 4 | 5 (very good) |
|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 2 | 3 | 4 | 7 | 4 |
| Some college but no degree | 2 | 3 | 4 | 17 | 3 |
| Associate degree in college (2- year) | 0 | 1 | 7 | 7 | 2 |
| Bachelor's degree in college (4-year) | 1 | 12 | 41 | 37 | 15 |
| Master's degree | 1 | 4 | 6 | 3 | 5 |
| Professional degree (JD, MD) | 0 | 0 | 0 | 0 | 3 |
| Trade/ Technical vocational training | 0 | 0 | 0 | 1 | 2 |
| Other professional certificate | 0 | 0 | 0 | 1 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |
| Total | 6 | 23 | 62 | 73 | 34 |

## Does the Lakeshore offer career advancement?

Respondents were asked to rank opportunities for career advancement in the Lakeshore Region on a scale of 1-5. The average response was 3.46 out of 5.00, and 47.32% of respondents answering good or very good. Given that more than half do not feel the Lakeshore offers career advancement, this is an area for improvement.

## Rate the Lakeshore Region's opportunities for career advancement from 1-5.

205 Responses
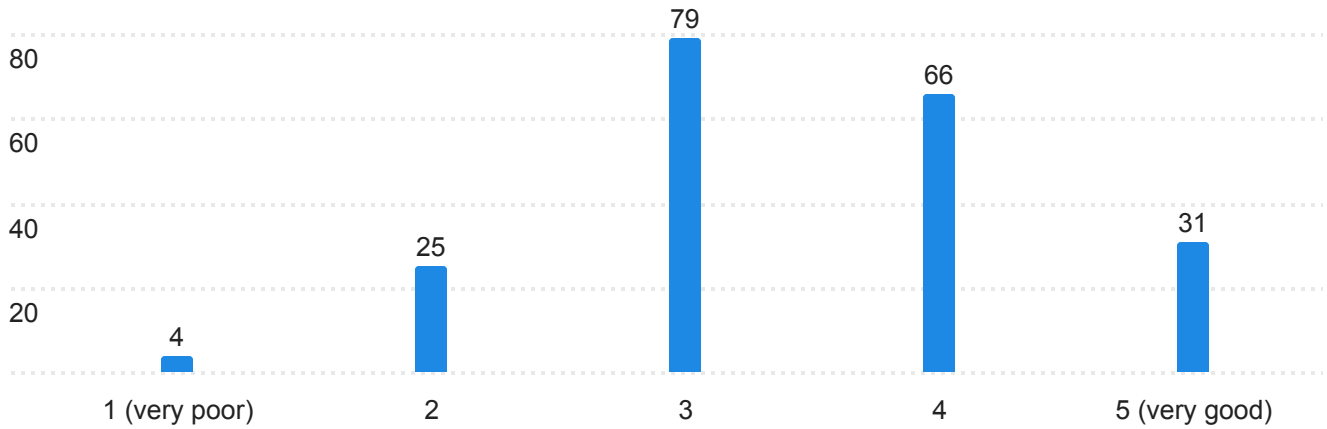


## Rate the Lakeshore Region's opportunities for career advancement from 1-5.

| Field | Choice Count | |
|---|---|---|
| 1 (very poor) | 1.95% | 4 |
| 2 | 12.20% | 25 |
| 3 | 38.54% | 79 |
| 4 | 32.20% | 66 |
| 5 (very good) | 15.12% | 31 |
| Total | | 205 |

# Rate the Lakeshore Region's opportunities for career advancement from 1-5: breakout with industry.

204 Responses



1 (very poor) ■ 2 ■ 3 ■ 4 ■ 5 (very good)
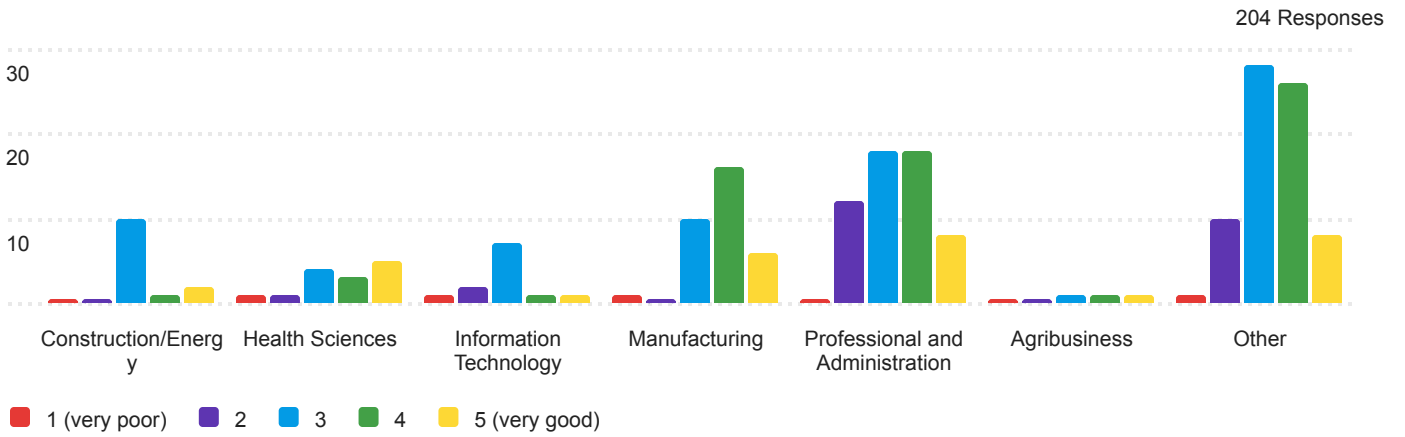
# Rate the Lakeshore Region's opportunities for career advancement from 1-5: breakout with industry numbers

| Field | 1 (very poor) | 2 | 3 | 4 | 5 (very good) |
|---|---|---|---|---|---|
| Construction/Energy | 0 | 0 | 10 | 1 | 2 |
| Health Sciences | 1 | 1 | 4 | 3 | 5 |
| Information Technology | 1 | 2 | 7 | 1 | 1 |
| Manufacturing | 1 | 0 | 10 | 16 | 6 |
| Professional and Administration | 0 | 12 | 18 | 18 | 8 |
| Agribusiness | 0 | 0 | 1 | 1 | 1 |
| Other | 1 | 10 | 28 | 26 | 8 |
| Total | 4 | 25 | 78 | 66 | 31 |

# Rate the Lakeshore Region's opportunities for career advancement from 1-5: breakout with data slices

39 Responses



1 (very poor) ■ 2 ■ 3 ■ 4 ■ 5 (very good)
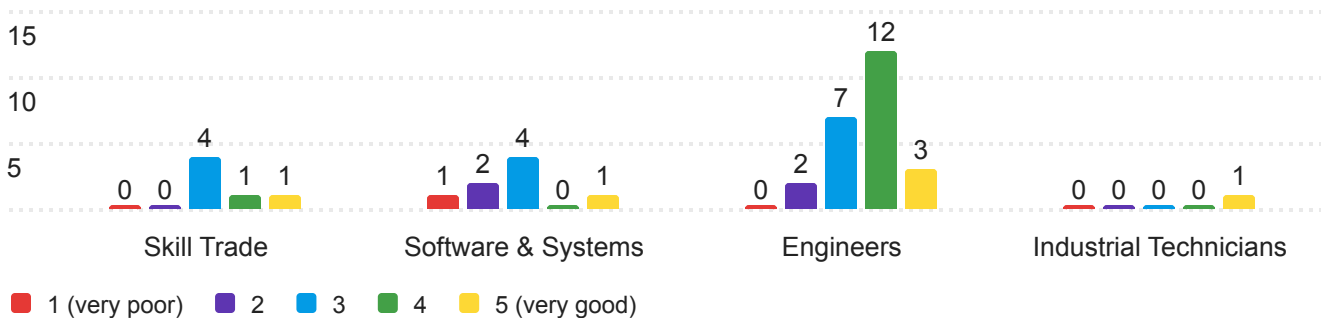
Rate the Lakeshore Region's opportunities for career advancement from 1-5: breakout with education.

198 Responses
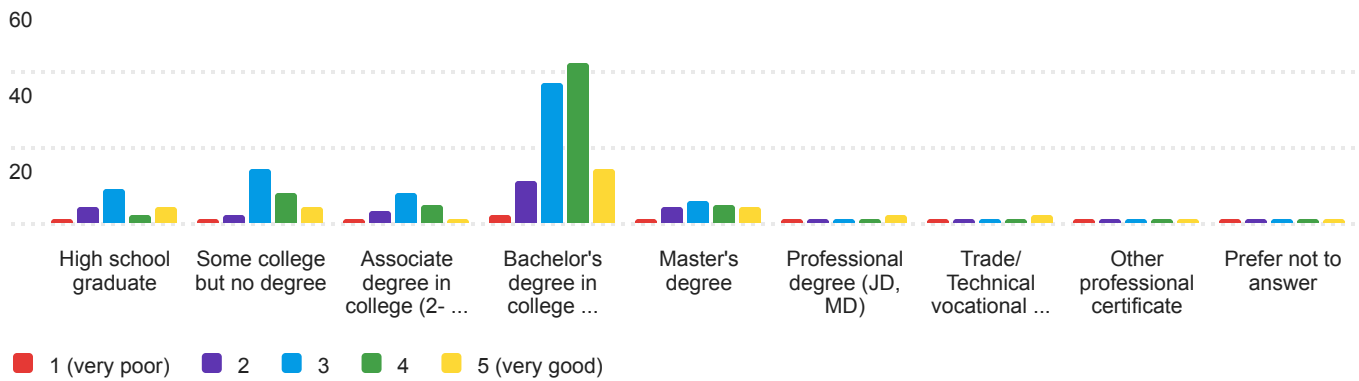


Rate the Lakeshore Region's opportunities for career advancement from 1-5: breakout with education numbers

| Field | 1 (very poor) | 2 | 3 | 4 | 5 (very good) |
|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 1 | 4 | 9 | 2 | 4 |
| Some college but no degree | 1 | 2 | 14 | 8 | 4 |
| Associate degree in college (2- year) | 0 | 3 | 8 | 5 | 1 |
| Bachelor's degree in college (4-year) | 2 | 11 | 37 | 42 | 14 |
| Master's degree | 0 | 4 | 6 | 5 | 4 |
| Professional degree (JD, MD) | 0 | 0 | 0 | 1 | 2 |
| Trade/ Technical vocational training | 0 | 1 | 0 | 0 | 2 |
| Other professional certificate | 0 | 0 | 1 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |
| Total | 4 | 25 | 75 | 63 | 31 |

**How competitive are salary / benefits?**

Respondents were asked to rank the opportunities for competitive salaries/benefits in the Lakeshore Region on a scale of 1-5. The average response was 3.24 out of 5.00, and less than half (41.47%) of participants answering good or very good.

## Rate the Lakeshore Region's opportunities for competitive salaries/benefits from 1-5.

205 Responses



## Rate the Lakeshore Region's opportunities for competitive salaries/benefits from 1-5.

| Field | Choice Count | |
|---|---|---|
| 1 (very poor) | 4.88% | 10 |
| 2 | 17.07% | 35 |
| 3 | 36.59% | 75 |
| 4 | 31.71% | 65 |
| 5 (very good) | 9.76% | 20 |
| Total | | 205 |

## Rate the Lakeshore Region's opportunities for competitive salaries/benefits from 1-5: breakout with industry

204 Responses
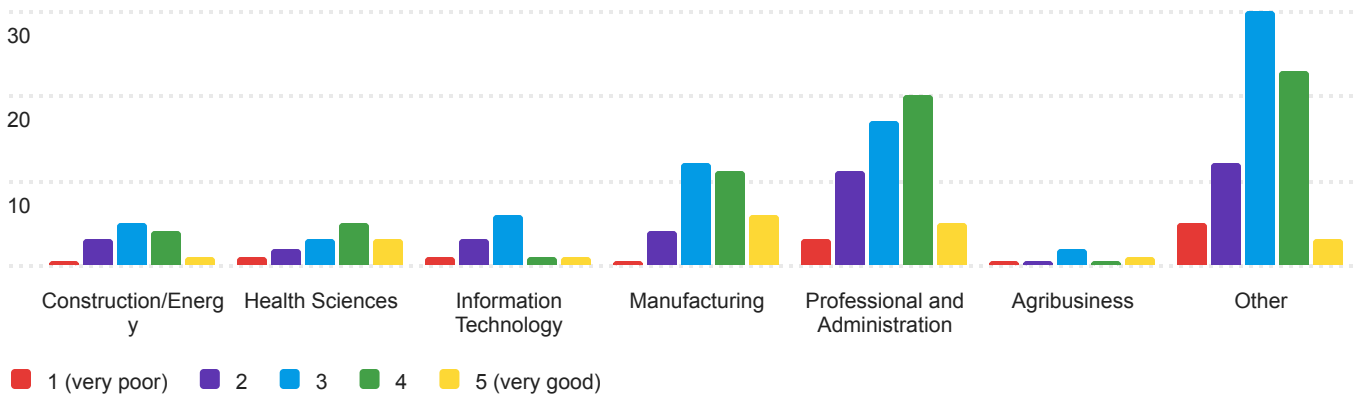
## Rate the Lakeshore Region's opportunities for competitive salaries/benefits from 1-5: breakout with industry numbers

| Field | 1 (very poor) | 2 | 3 | 4 | 5 (very good) |
|---|---|---|---|---|---|
| Construction/Energy | 0 | 3 | 5 | 4 | 1 |
| Health Sciences | 1 | 2 | 3 | 5 | 3 |
| Information Technology | 1 | 3 | 6 | 1 | 1 |
| Manufacturing | 0 | 4 | 12 | 11 | 6 |
| Professional and Administration | 3 | 11 | 17 | 20 | 5 |
| Agribusiness | 0 | 0 | 2 | 0 | 1 |
| Other | 5 | 12 | 30 | 23 | 3 |
| Total | 10 | 35 | 75 | 64 | 20 |

## Rate the Lakeshore Region's opportunities for competitive salaries/benefits from 1-5: breakout with data slices
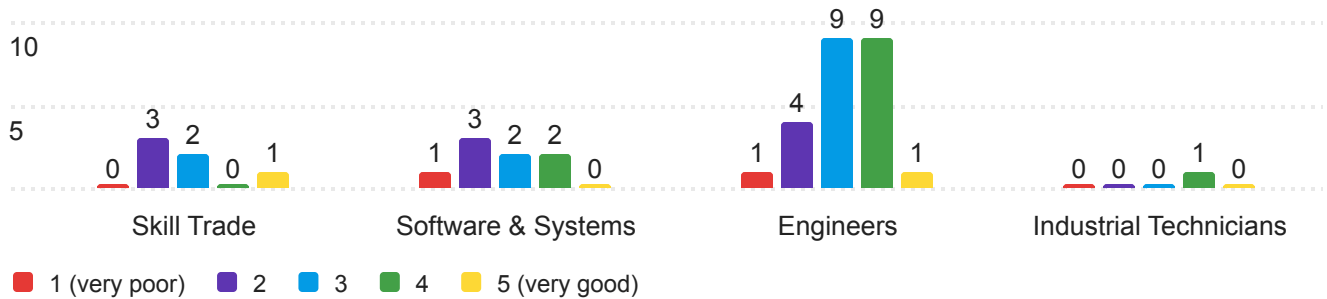
39 Responses



## Rate the Lakeshore Region's opportunities for competitive salaries/benefits from 1-5: breakout with education

198 Responses
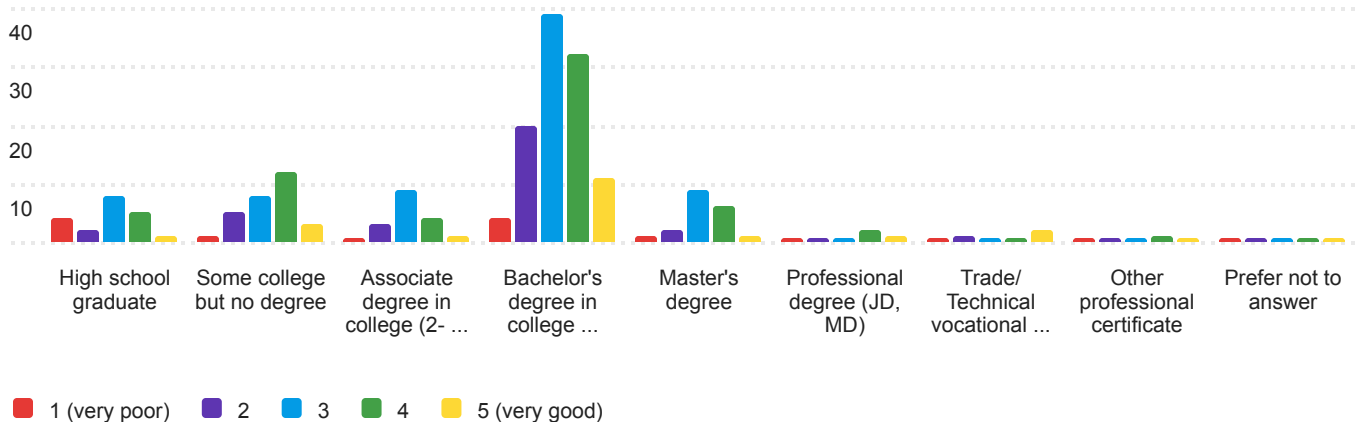
Rate the Lakeshore Region's opportunities for competitive salaries/benefits from 1-5: breakout with education numbers
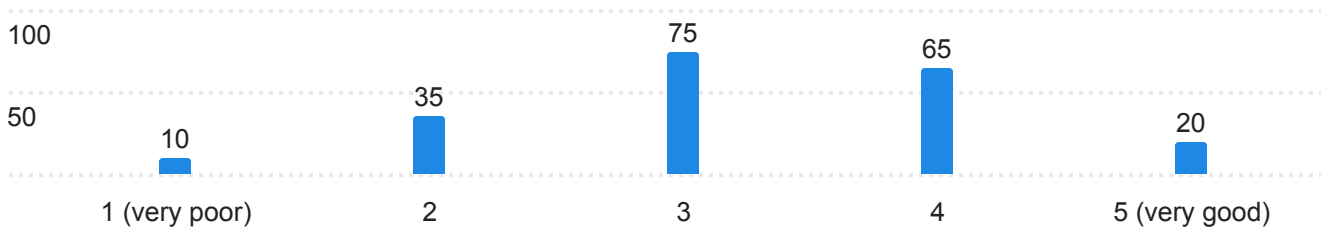
| Field | 1 (very poor) | 2 | 3 | 4 | 5 (very good) |
|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 4 | 2 | 8 | 5 | 1 |
| Some college but no degree | 1 | 5 | 8 | 12 | 3 |
| Associate degree in college (2- year) | 0 | 3 | 9 | 4 | 1 |
| Bachelor's degree in college (4-year) | 4 | 20 | 39 | 32 | 11 |
| Master's degree | 1 | 2 | 9 | 6 | 1 |
| Professional degree (JD, MD) | 0 | 0 | 0 | 2 | 1 |
| Trade/ Technical vocational training | 0 | 1 | 0 | 0 | 2 |
| Other professional certificate | 0 | 0 | 0 | 1 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |
| Total | 10 | 33 | 73 | 62 | 20 |

**Does the Lakeshore offer professional networking opportunities?**

Respondents were asked to rank the opportunities for professional networking in the Lakeshore Region on a scale of 1-5. The average response was 3.49 out of 5.00, and 49.25% of respondents answering good or very good. Here, too, we see areas for improvement.

## Rate the opportunities for professional networking in the Lakeshore Region from 1-5.

201 Responses
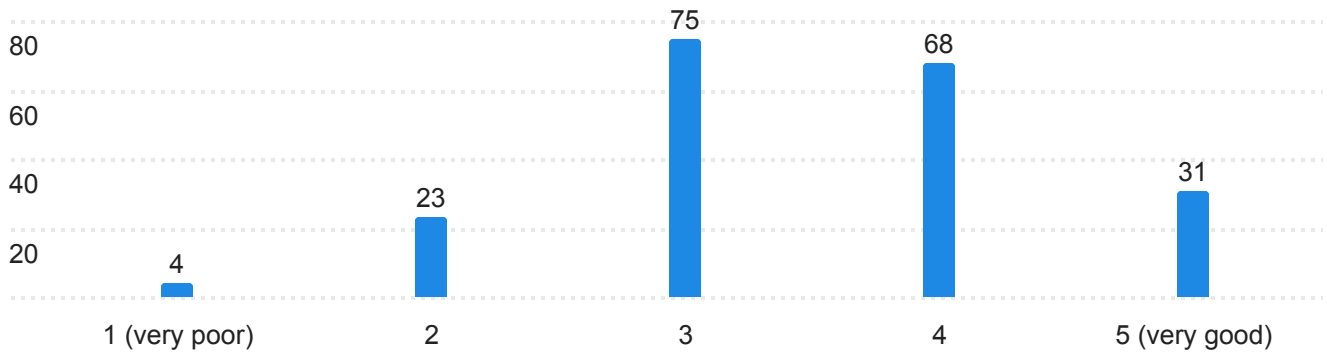


## Rate the opportunities for professional networking in the Lakeshore Region from 1-5.

| Field | Choice Count | |
|---|---:|---:|
| 1 (very poor) | 1.99% | 4 |
| 2 | 11.44% | 23 |
| 3 | 37.31% | 75 |
| 4 | 33.83% | 68 |
| 5 (very good) | 15.42% | 31 |
| Total | | 201 |

# Rate the opportunities for professional networking in the Lakeshore Region from 1-5: breakout with industry

200 Responses



Legend: ■ 1 (very poor) ■ 2 ■ 3 ■ 4 ■ 5 (very good)

# Rate the opportunities for professional networking in the Lakeshore Region from 1-5: breakout with industry numbers.

| Field | 1 (very poor) | 2 | 3 | 4 | 5 (very good) |
|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 2 | 3 | 4 | 9 | 2 |
| Some college but no degree | 1 | 2 | 8 | 13 | 5 |
| Associate degree in college (2- year) | 0 | 2 | 8 | 6 | 1 |
| Bachelor's degree in college (4-year) | 1 | 14 | 46 | 29 | 15 |
| Master's degree | 0 | 2 | 7 | 7 | 3 |
| Professional degree (JD, MD) | 0 | 0 | 1 | 0 | 2 |
| Trade/ Technical vocational training | 0 | 0 | 0 | 1 | 2 |
| Other professional certificate | 0 | 0 | 1 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |
| Total | 4 | 23 | 75 | 65 | 30 |

## Rate the opportunities for professional networking in the Lakeshore Region from 1-5: breakout with data slices

37 Responses



## Rate the opportunities for professional networking in the Lakeshore Region from 1-5: breakout with education

197 Responses



## Rate the opportunities for professional networking in the Lakeshore Region from 1-5: breakout with education numbers

| Field | 1 (very poor) | 2 | 3 | 4 | 5 (very good) |
|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 2 | 3 | 4 | 9 | 2 |
| Some college but no degree | 1 | 2 | 8 | 13 | 5 |
| Associate degree in college (2- year) | 0 | 2 | 8 | 6 | 1 |
| Bachelor's degree in college (4-year) | 1 | 14 | 46 | 29 | 15 |
| Master's degree | 0 | 2 | 7 | 7 | 3 |

| | | | | | |
|---|---|---|---|---|---|
| Professional degree (JD, MD) | 0 | 0 | 1 | 0 | 2 |
| Trade/ Technical vocational training | 0 | 0 | 0 | 1 | 2 |
| Other professional certificate | 0 | 0 | 1 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |
| Total | 4 | 23 | 75 | 65 | 30 |

## What improvements are needed?

Respondents were asked about improvements that could be made for the living and working experience of young adults and were given a list to choose up to five. The top three responses were:

1. Increased affordable housing options
2. Higher wages/salaries
3. More jobs with work-life balance

Of those who selected "other," a common theme was for the population be more accepting and less isolating towards those who are not White and Christian, as well as unionized workplaces, better remote salaries, more advertisements for social events, and more senior services for Latinos.

## What could enhance or improve the living and working experience for young adults in Allegan and Ottawa Counties? Select up to 5. - Selected Choice

| Field | Choice Count |
| --- | --- |
| Increased affordable housing options | 103 |
| Higher job wages/ salaries | 88 |
| Increased availability of jobs that offer a work-life balance | 70 |
| More vibrant nightlife and social scene | 63 |
| Better public transportation | 59 |
| More diverse population | 55 |
| More Job/ career growth opportunities | 54 |
| More networking opportunities for young professionals | 52 |
| Increased efforts to be a welcoming, inclusive community | 46 |
| Better public spaces and community gathering areas | 45 |
| More social connection opportunities | 44 |
| Increased walkable and bike friendly streets | 38 |
| Better arts and entertainment options | 34 |
| Expanded outdoor recreation opportunities | 33 |

| | |
|---|---|
| Increased sustainability and environmental eforts | 31 |
| More family-friendly amenities and services | 31 |
| Increased access to educational and skill development/ job training opportunties | 31 |
| Variety of cultural and/ or religious options | 29 |
| Better social or community involvement opportunities | 29 |
| Increased access to quality healthcare | 25 |
| More robust startup/entrepreneurship ecosystem | 24 |
| More access to local amenities and services | 23 |
| Improved safety and security efforts | 20 |
| Better access to high-speed internet | 19 |
| No changes needed- the region is great as it is | 10 |
| More robust social and support systems | 10 |
| Other (please specify) | 7 |

Most respondents worked / lived in Ottawa or Allegan County.

## What county do you live in?

163 Responses

19%, 31 — 12%, 20

- Other
- Ottawa
- Allegan

69%, 112
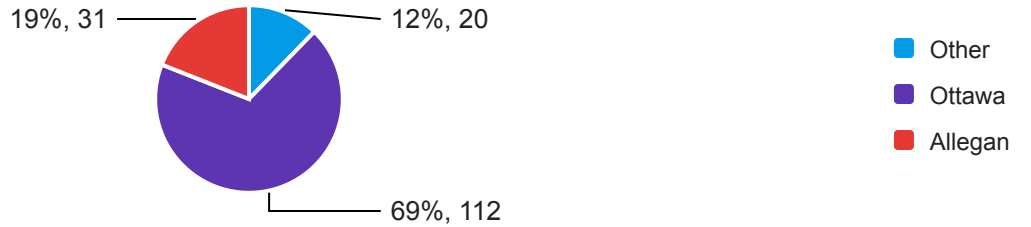
Results indicated that 19 of the participants who answered "Other" responded saying they live in Kent County, and 1 participant stated they live in Van Buren County.

## What county do you live in: breakout with industry
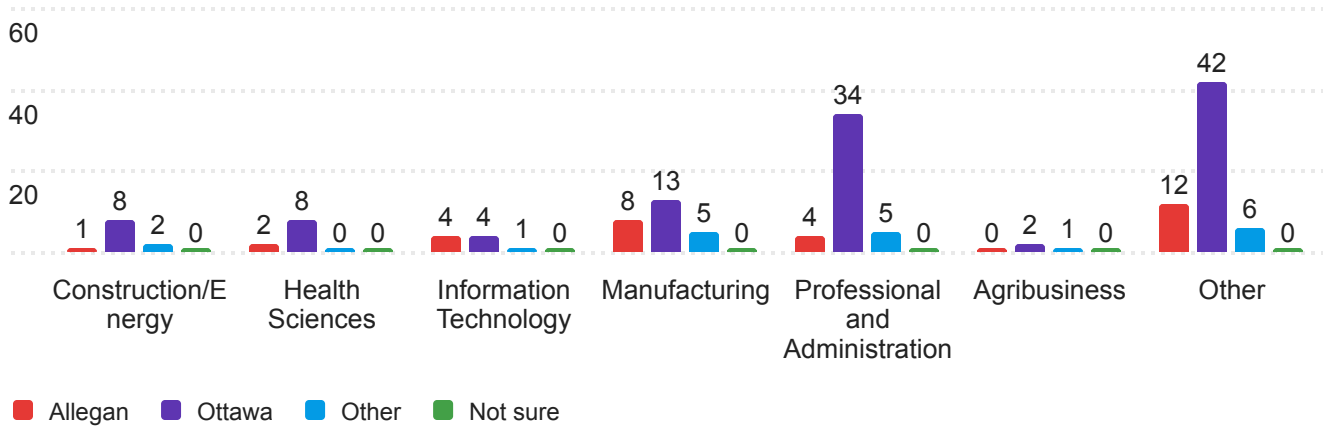
162 Responses

| | Construction/Energy | Health Sciences | Information Technology | Manufacturing | Professional and Administration | Agribusiness | Other |
|---|---|---|---|---|---|---|---|
| Allegan | 1 | 2 | 4 | 8 | 4 | 0 | 12 |
| Ottawa | 8 | 8 | 4 | 13 | 34 | 2 | 42 |
| Other | 2 | 0 | 1 | 5 | 5 | 1 | 6 |
| Not sure | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

- Allegan
- Ottawa
- Other
- Not sure

## What county do you live in: breakout with data slices

30 Responses



Legend: ■ Allegan  ■ Ottawa  ■ Other  ■ Not sure

## What county do you live in: breakout with education
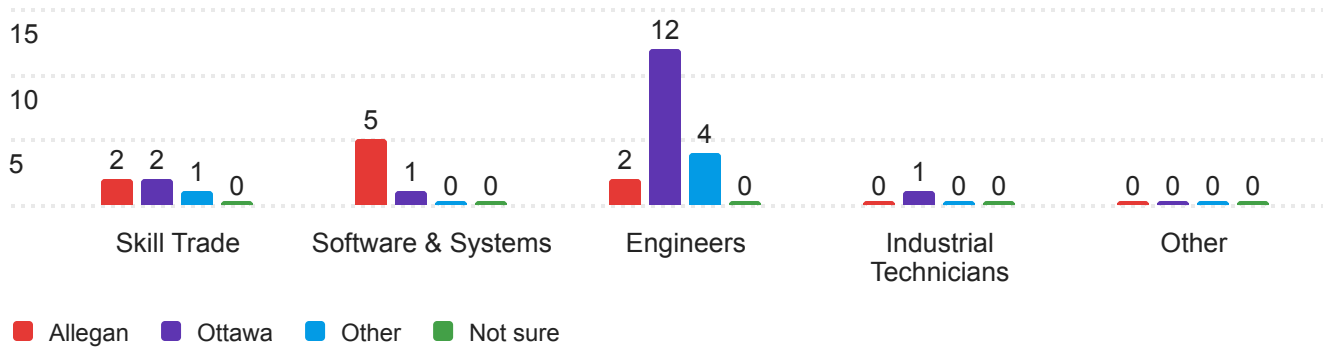
162 Responses



Legend: ■ Allegan  ■ Ottawa  ■ Other  ■ Not sure
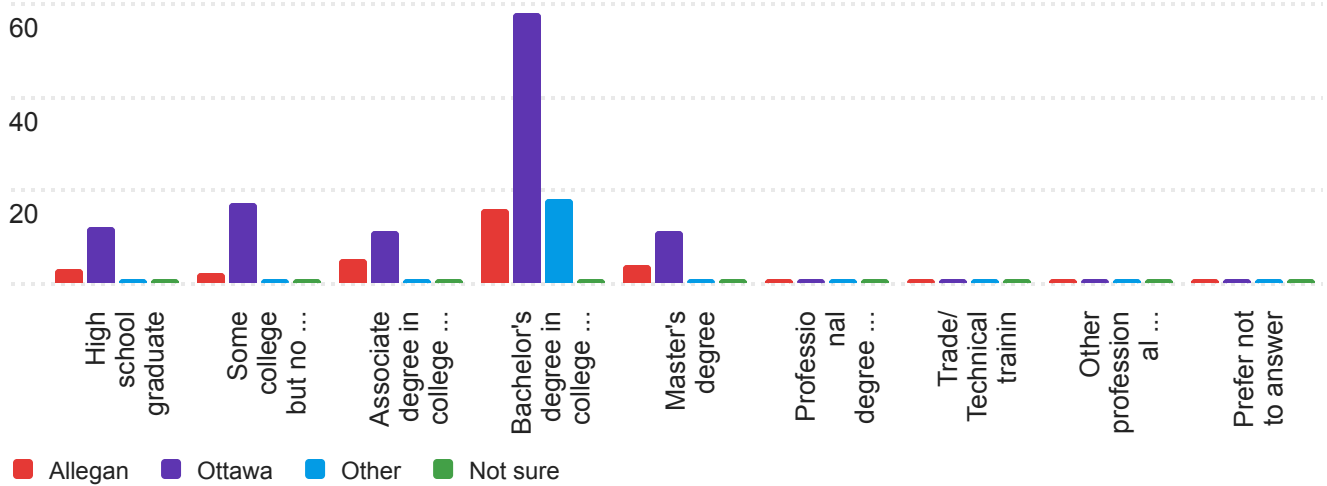
## What county do you live in: breakout with education numbers

| Field | Allegan | Ottawa | Other | Not sure |
|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 |
| High school graduate | 3 | 12 | 0 | 0 |
| Some college but no degree | 2 | 17 | 1 | 0 |
| Associate degree in college (2- year) | 5 | 11 | 0 | 0 |
| Bachelor's degree in college (4-year) | 16 | 58 | 18 | 0 |
| Master's degree | 4 | 11 | 1 | 0 |
| Professional degree (JD, MD) | 0 | 1 | 0 | 0 |
| Trade/ Technical vocational training | 1 | 0 | 0 | 0 |

| | | | | |
|---|---|---|---|---|
| Other professional certificate | 0 | 1 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 |
| Total | 31 | 111 | 20 | 0 |

Participants who responded "Other" to "What county do you work in" stated they work in "West Michigan", "West Michigan Regional Office", Kent County, and remotely.

## What county do you work in?
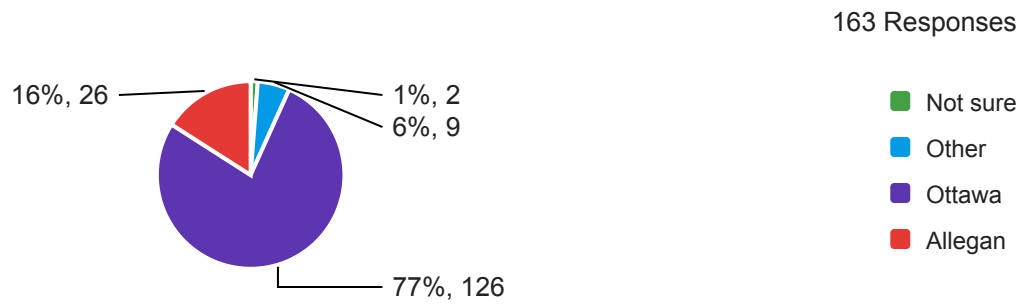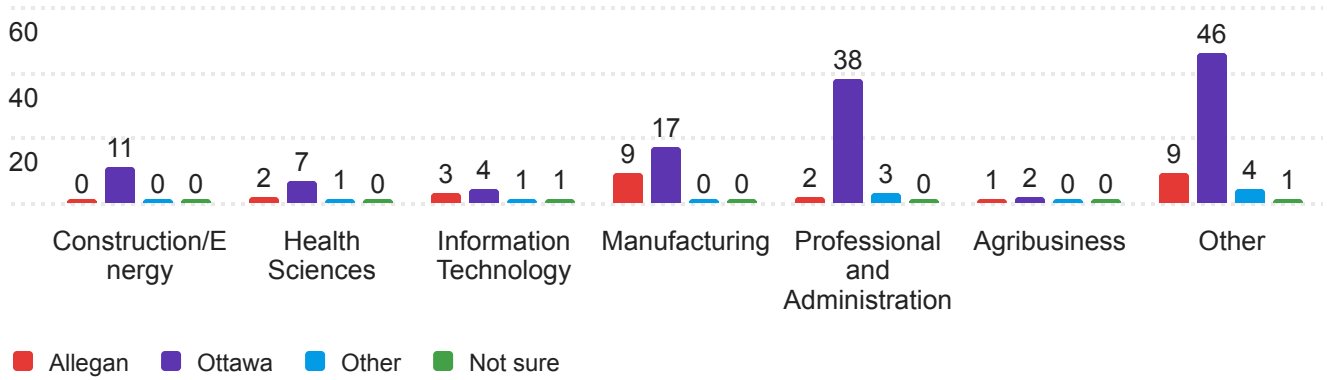
163 Responses

16%, 26
1%, 2
6%, 9
77%, 126

- Not sure
- Other
- Ottawa
- Allegan

## What county do you work in: breakout with industry

162 Responses

| | Construction/Energy | Health Sciences | Information Technology | Manufacturing | Professional and Administration | Agribusiness | Other |
|---|---|---|---|---|---|---|---|
| Allegan | 0 | 2 | 3 | 9 | 2 | 1 | 9 |
| Ottawa | 11 | 7 | 4 | 17 | 38 | 2 | 46 |
| Other | 0 | 1 | 1 | 0 | 3 | 0 | 4 |
| Not sure | 0 | 0 | 1 | 0 | 0 | 0 | 1 |

■ Allegan  ■ Ottawa  ■ Other  ■ Not sure

## What county do you work in: breakout with data slices

30 Responses

| | Skill Trade | Software & Systems | Engineers | Industrial Technicians |
|---|---|---|---|---|
| Allegan | 1 | 4 | 2 | 0 |
| Ottawa | 4 | 1 | 16 | 1 |
| Other | 0 | 1 | 0 | 0 |
| Not sure | 0 | 0 | 0 | 0 |

■ Allegan  ■ Ottawa  ■ Other  ■ Not sure

## What county do you work in: breakout with education

162 Responses

High school graduate · Some college but no degree · Associate degree in college ... · Bachelor's degree in college ... · Master's degree · Professional degree (JD, MD) · Trade/ Technical trainin · Other professional certificate · Prefer not to answer
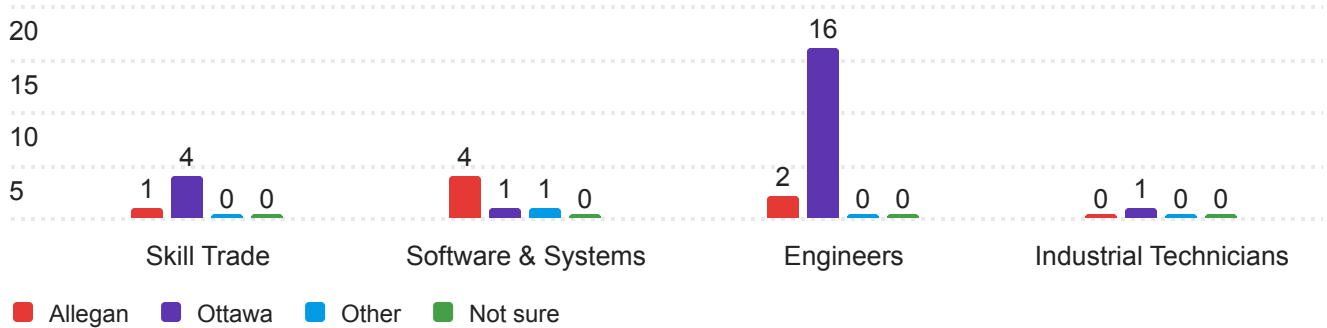
■ Allegan  ■ Ottawa  ■ Other  ■ Not sure
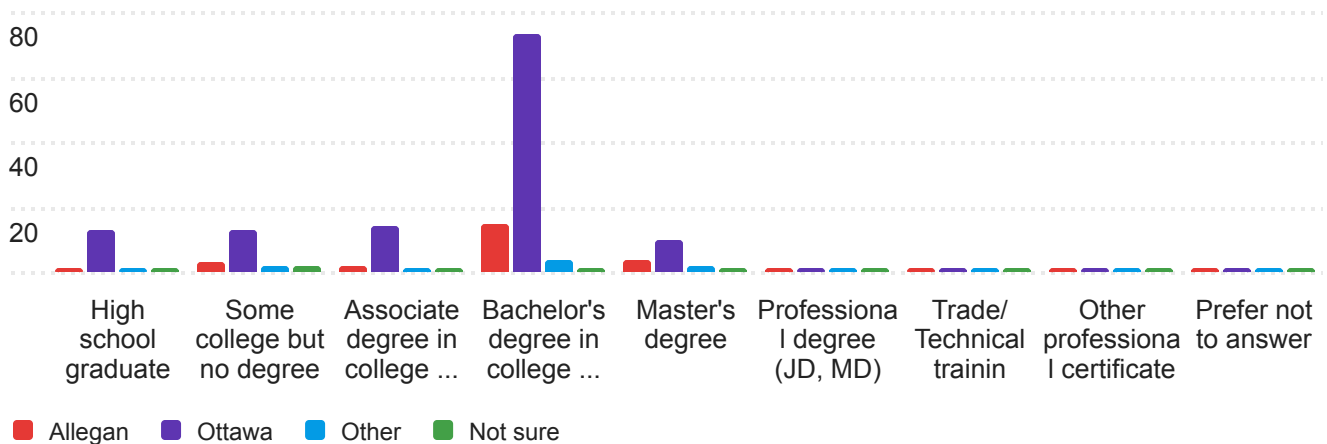
# What county do you work in: breakout with education numbers

| Field | Allegan | Ottawa | Other | Not sure |
|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 |
| High school graduate | 1 | 13 | 1 | 0 |
| Some college but no degree | 3 | 13 | 2 | 2 |
| Associate degree in college (2- year) | 2 | 14 | 0 | 0 |
| Bachelor's degree in college (4-year) | 15 | 73 | 4 | 0 |
| Master's degree | 4 | 10 | 2 | 0 |
| Professional degree (JD, MD) | 0 | 1 | 0 | 0 |
| Trade/ Technical vocational training | 1 | 0 | 0 | 0 |
| Other professional certificate | 0 | 1 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 |
| Total | 26 | 125 | 9 | 2 |

# What county do you live in: breakout with what county do you work in

163 Responses



Legend: Work in Allegan | Work in Ottawa | Other | Not sure
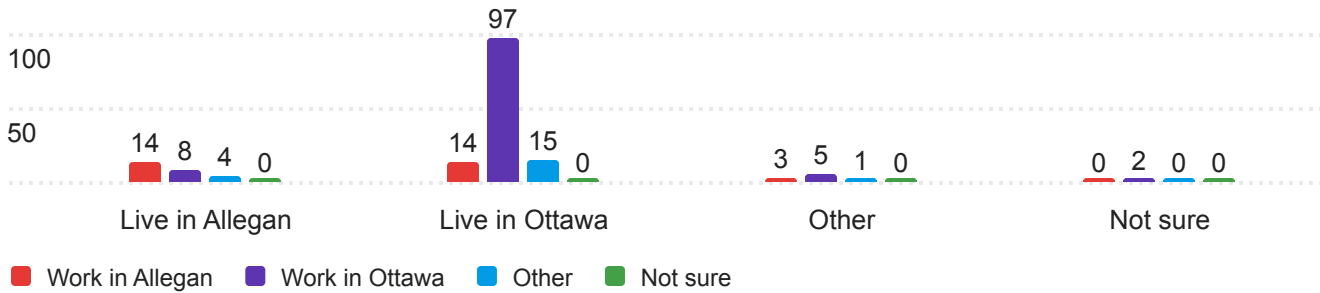
## Future Living Plans

Respondents were asked about how likely they are to still be living in the Lakeshore Region in 5 years on a scale of 1-5. The average was 3.90 out of 5.00 and 65.34% of participants answered likely or very likely. This was broken down based on children in the house, industry, data slices, education and full-time student status. Respondents were also asked about their top reasons for staying. The top selected reasons for staying for a set of choices were because of (a) a job, (b) family, and (c) Lake Michigan/outdoor recreation access.

### On a scale of 1-5, how likely are you to still be living in this region in 5 years?

176 Responses
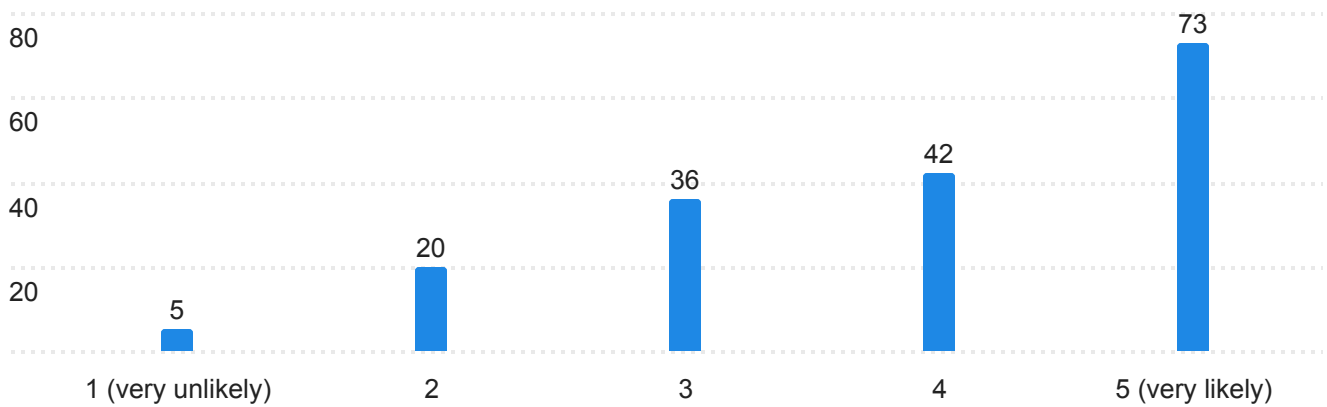


### On a scale of 1-5, how likely are you to still be living in this region in 5 years?

| Field | Choice Count | |
|---|---|---|
| 1 (very unlikely) | 2.84% | 5 |
| 2 | 11.36% | 20 |
| 3 | 20.45% | 36 |
| 4 | 23.86% | 42 |
| 5 (very likely) | 41.48% | 73 |
| Total | | 176 |

## On a scale of 1-5, how likely are you to still be living in this region in 5 years: breakout with do you have children 18 or under living in the household?

175 Responses
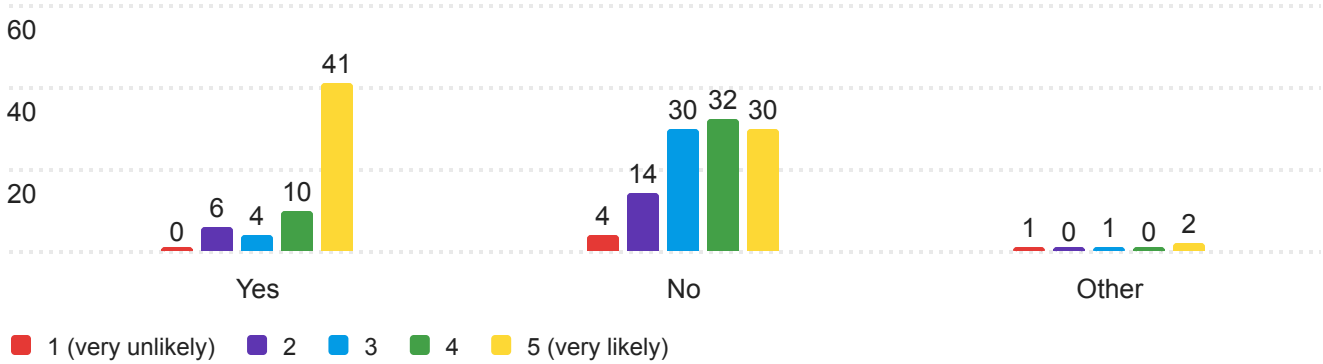


- 1 (very unlikely)
- 2
- 3
- 4
- 5 (very likely)

## On a scale of 1-5, how likely are you to still be living in this region in 5 years: breakout with industry

175 Responses
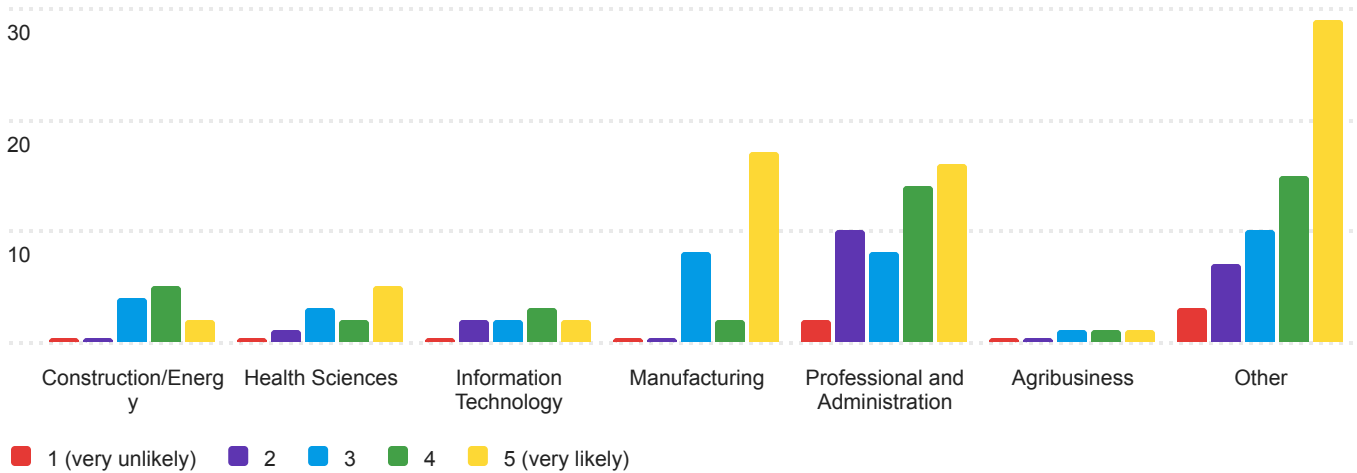


- 1 (very unlikely)
- 2
- 3
- 4
- 5 (very likely)

## On a scale of 1-5, how likely are you to still be living in this region in 5 years: breakout with industry numbers

| Field | 1 (very unlikely) | 2 | 3 | 4 | 5 (very likely) |
|---|---|---|---|---|---|
| Construction/Energy | 0 | 0 | 4 | 5 | 2 |
| Health Sciences | 0 | 1 | 3 | 2 | 5 |
| Information Technology | 0 | 2 | 2 | 3 | 2 |
| Manufacturing | 0 | 0 | 8 | 2 | 17 |
| Professional and Administration | 2 | 10 | 8 | 14 | 16 |

| | | | | | |
|---|---|---|---|---|---|
| Agribusiness | 0 | 0 | 1 | 1 | 1 |
| Other | 3 | 7 | 10 | 15 | 29 |
| Total | 5 | 20 | 36 | 42 | 72 |

On a scale of 1-5, how likely are you to still be living in this region in 5 years: breakout with data slices

31 Responses



1 (very unlikely)　2　3　4　5 (very likely)

On a scale of 1-5, how likely are you to still be living in this region in 5 years: breakout with education



1 (very unlikely)　2　3　4　5 (very likely)
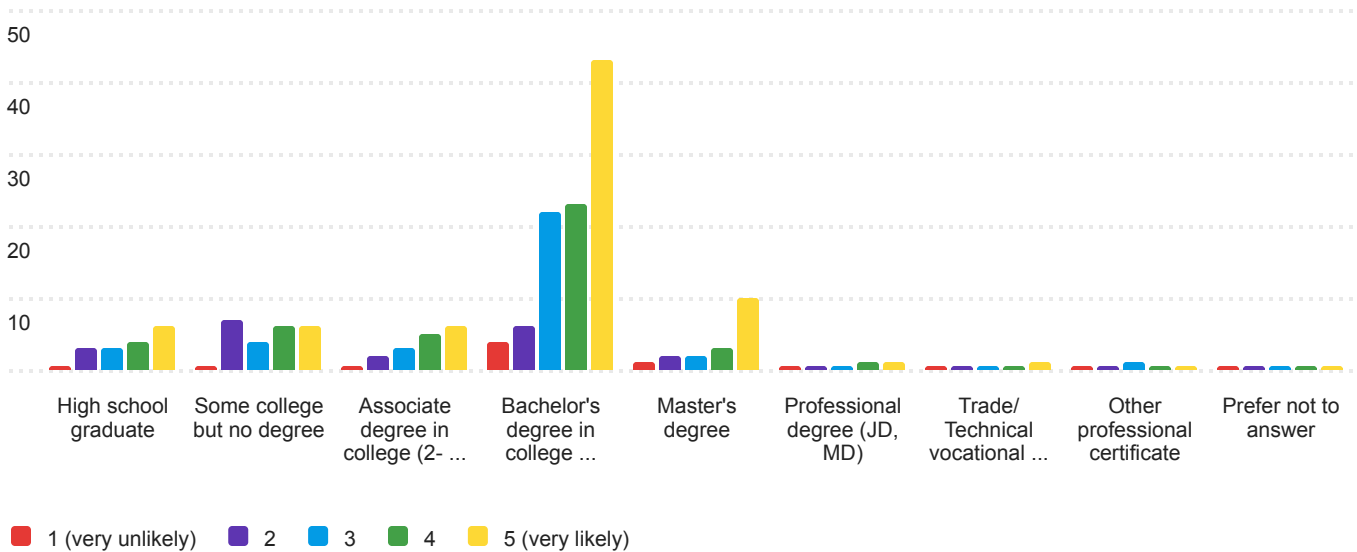
On a scale of 1-5, how likely are you to still be living in this region in 5 years: breakout with education numbers

| Field | 1 (very unlikely) | 2 | 3 | 4 | 5 (very likely) |
|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 0 | 3 | 3 | 4 | 6 |
| Some college but no degree | 0 | 7 | 4 | 6 | 6 |
| Associate degree in college (2- year) | 0 | 2 | 3 | 5 | 6 |

| | | | | | |
|---|---|---|---|---|---|
| Bachelor's degree in college (4-year) | 4 | 6 | 22 | 23 | 43 |
| Master's degree | 1 | 2 | 2 | 3 | 10 |
| Professional degree (JD, MD) | 0 | 0 | 0 | 1 | 1 |
| Trade/ Technical vocational training | 0 | 0 | 0 | 0 | 1 |
| Other professional certificate | 0 | 0 | 1 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |
| Total | 5 | 20 | 35 | 42 | 73 |

## On a scale of 1-5, how likely are you to still be living in this region in 5 years: breakout with race/ethnicity

175 Responses



Legend: White · Black or African American · American Indian or Alaska Native · Asian · Native Hawaiian or Pacific Islander · Other · Prefer not to answer

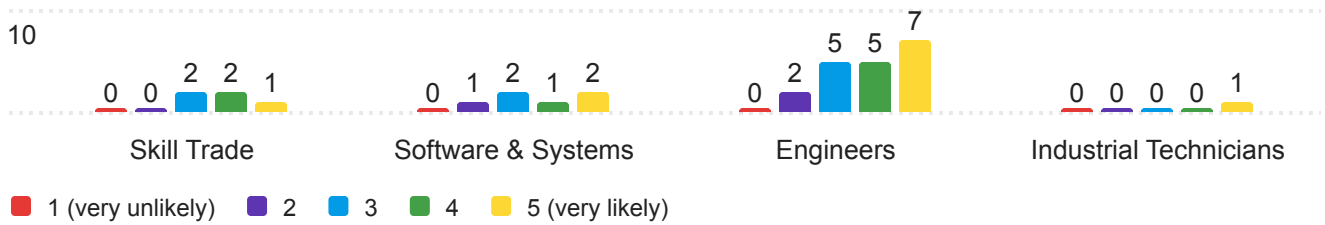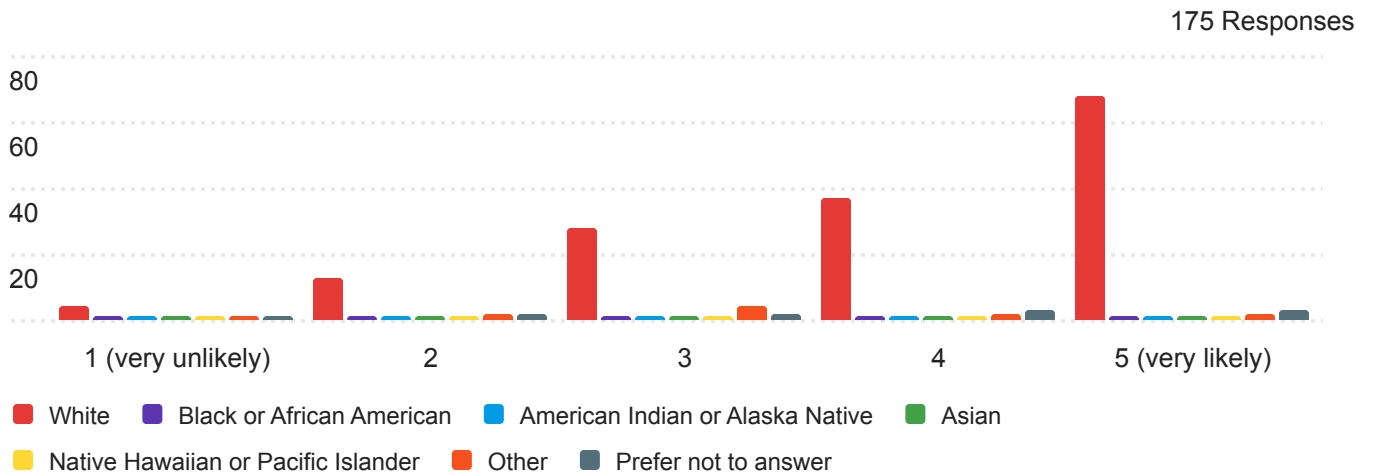## On a scale of 1-5, how likely are you to still be living in this region in 5 years: breakout with race/ethnicity numbers

| Field | 1 (very unlikely) | 2 | 3 | 4 | 5 (very likely) |
|---|---|---|---|---|---|
| White | 4 | 13 | 28 | 37 | 68 |
| Black or African American | 0 | 1 | 0 | 0 | 0 |
| American Indian or Alaska Native | 0 | 1 | 0 | 0 | 0 |
| Asian | 0 | 1 | 1 | 0 | 0 |
| Native Hawaiian or Pacific Islander | 0 | 0 | 0 | 0 | 0 |
| Other | 1 | 2 | 4 | 2 | 2 |
| Prefer not to answer | 0 | 2 | 2 | 3 | 3 |
| Total | 5 | 20 | 35 | 42 | 73 |

# On a scale of 1-5, how likely are you to still be living in this region in 5 years?: breakout Hispanic/Latino(a) origin



**1 (very unlikely)**  ■ **2**  ■ **3**  ■ **4**  ■ **5 (very likely)**
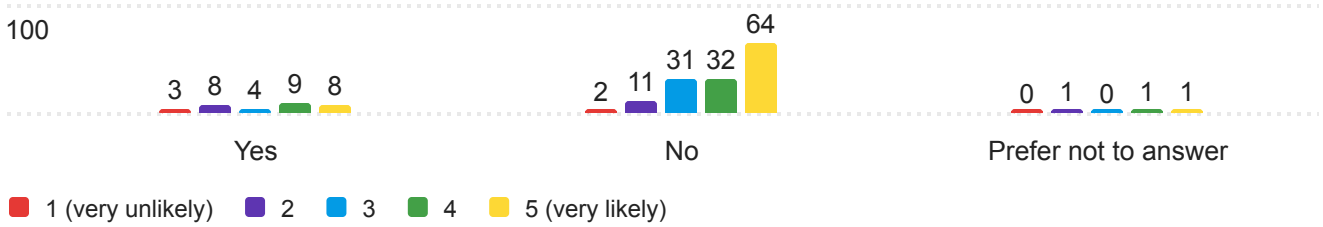
# On a scale of 1-5, how likely are you to still be living in this region in 5 years: breakout with relationship status

175 Responses



■ 1 (very unlikely)  ■ 2  ■ 3  ■ 4  ■ 5 (very likely)
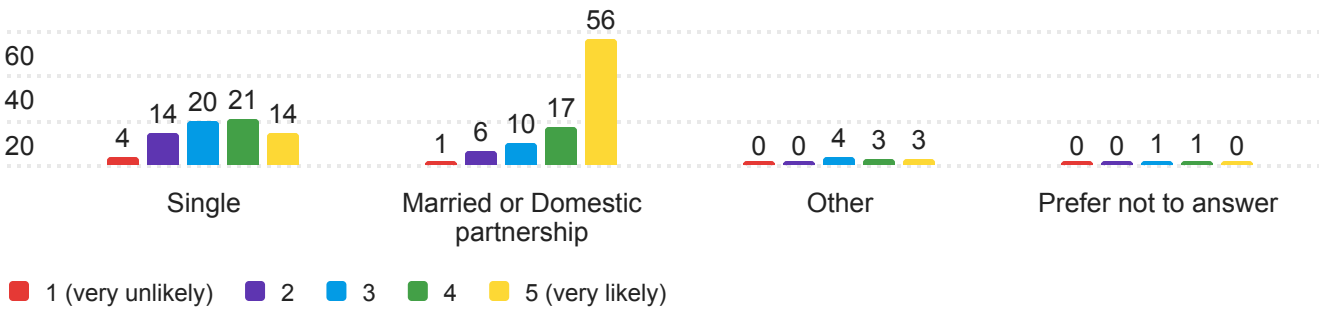
# On a scale of 1-5, how likely are you to still be living in this region in 5 years: breakout with living situation

175 Responses



■ Own  ■ Rent  ■ Living on campus  ■ Living with parents, other relatives, ...  ■ Other arrangement

■ Prefer not to answer
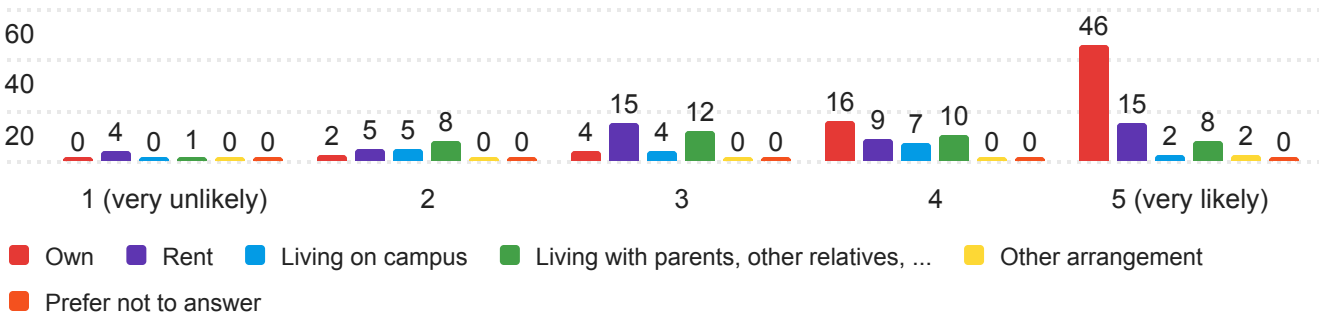
## On a scale of 1-5, how likely are you to still be living in this region in 5 years: breakout with are you a full-time student

173 Responses



Legend:
- 1 (very unlikely)
- 2
- 3
- 4
- 5 (very likely)

## What are the top 5 reasons you stay to work or live in Allegan or Ottawa Counties?

| Field | Choice Count |
| --- | --- |
| My current job is here | 107 |
| Living close or near family | 101 |
| Access to Lake Michigan, beaches, etc. | 74 |
| Outdoor recreation opportunities (e.g., hiking, biking, boating) | 49 |
| Living with or near my partner | 48 |
| Cannot afford to move | 48 |
| Sense of safety | 41 |
| Weather/climate | 39 |
| Convenient commutes | 39 |
| Job and career growth opportunities | 36 |
| Sense of community | 33 |
| Cost of living | 32 |
| Quality of schools/ education system | 31 |
| Living and/ or working around people my own age | 26 |
| Alignment with community values | 23 |
| Inclusive, welcoming community | 21 |
| Higher educator and/ or job training opportunities | 14 |
| Walkability/ bike friendly | 13 |
| Social or community involvement opportunities | 12 |
| Variety of cultural and/or religious options (e.g. festivals, church/denominations, ethnic dining, etc.) | 11 |
| Access to local amenities and services (ex. dry cleaners, gyms, banks, etc.) | 10 |
| Arts and entertainment options | 9 |
| History and heritage | 8 |

| | |
|---|---|
| Dominant policial views | 8 |
| Sustainability and environmental practice opportunities | 7 |
| Robust social and support systems (e.g. non-profit services) | 7 |
| Living among a diverse population | 6 |
| Access to quality healthcare | 5 |
| Access of high-speed internet | 4 |
| Other | 3 |

**Affordability and Cost of Living**

Respondents were asked about affordability of the cost of living in the Lakeshore Region on a scale of 1 to 5. The average response was 2.78 out of 5.00 and only 17.14% of respondents said affordable or very affordable. This was broken down with industry, data slices, and education.

## How affordable do you find the overall cost of living in the Lakeshore Region from 1-5?

175 Responses
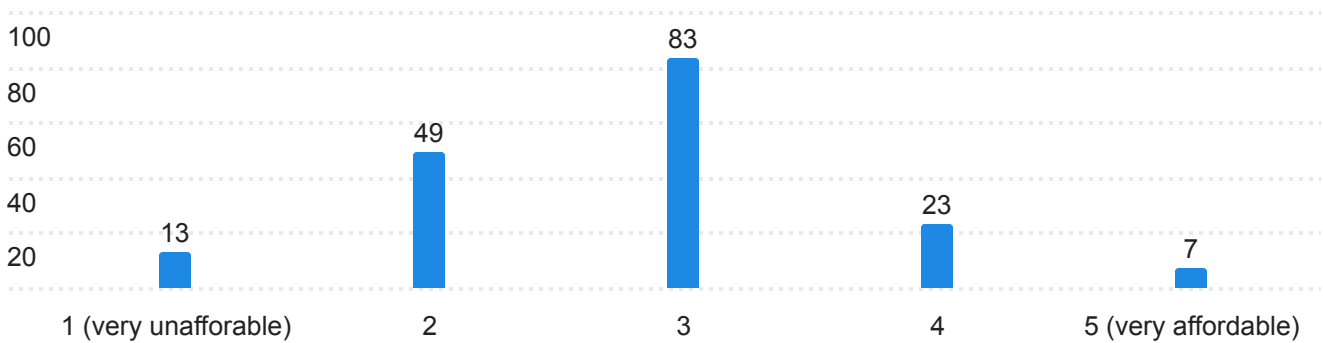


## Q31 - How affordable do you find the overall cost of living in the Lakeshore Region from 1-5?

| Field | | Choice Count |
|---|---|---|
| 1 (very unafforable) | 7.43% | 13 |
| 2 | 28.00% | 49 |
| 3 | 47.43% | 83 |
| 4 | 13.14% | 23 |
| 5 (very affordable) | 4.00% | 7 |
| Total | | 175 |

## How affordable do you find the overall cost of living in the Lakeshore Region from 1-5: breakout with industry

174 Responses



■ 1 (very unafforable)   ■ 2   ■ 3   ■ 4   ■ 5 (very affordable)
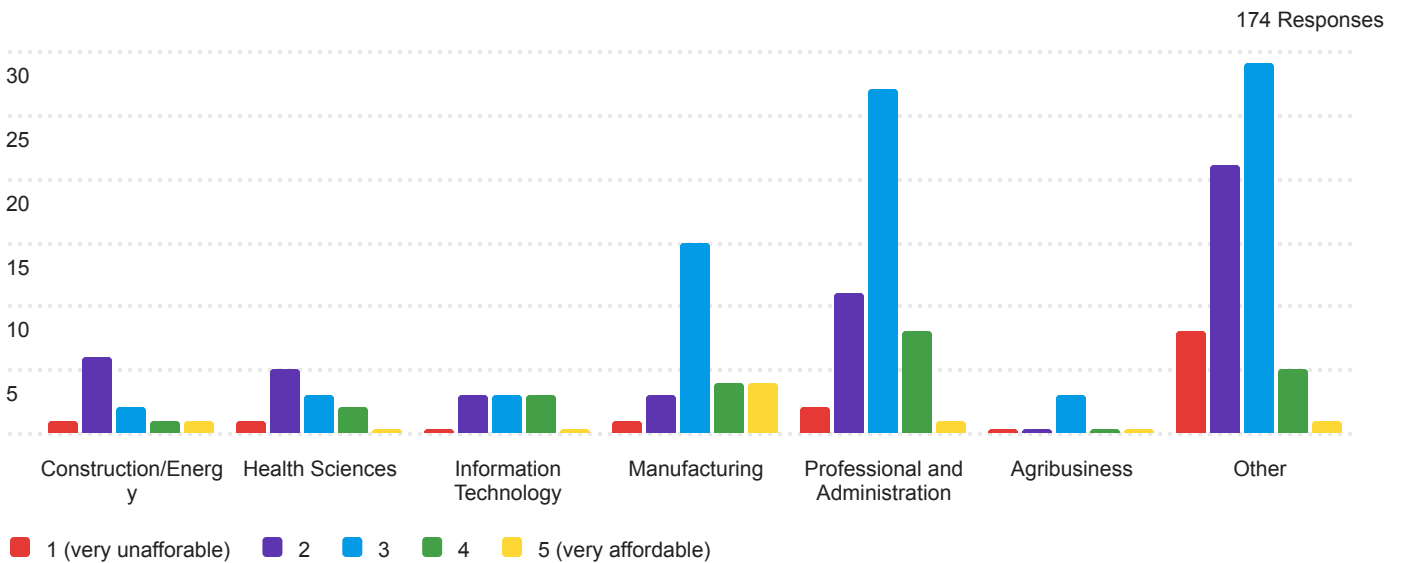
## How affordable do you find the overall cost of living in the Lakeshore Region from 1-5: breakout with industry numbers

| Field | 1 (very unafforable) | 2 | 3 | 4 | 5 (very affordable) |
|---|---|---|---|---|---|
| Construction/Energy | 1 | 6 | 2 | 1 | 1 |
| Health Sciences | 1 | 5 | 3 | 2 | 0 |
| Information Technology | 0 | 3 | 3 | 3 | 0 |
| Manufacturing | 1 | 3 | 15 | 4 | 4 |
| Professional and Administration | 2 | 11 | 27 | 8 | 1 |
| Agribusiness | 0 | 0 | 3 | 0 | 0 |
| Other | 8 | 21 | 29 | 5 | 1 |
| Total | 13 | 49 | 82 | 23 | 7 |

How affordable do you find the overall cost of living in the Lakeshore Region from 1-5: breakout with data slices

31 Responses



- 🟥 1 (very unafforable)  🟪 2  🟦 3  🟩 4  🟨 5 (very affordable)

How affordable do you find the overall cost of living in the Lakeshore Region from 1-5: breakout with education

175 Responses



- 🟥 1 (very unafforable)  🟪 2  🟦 3  🟩 4  🟨 5 (very affordable)
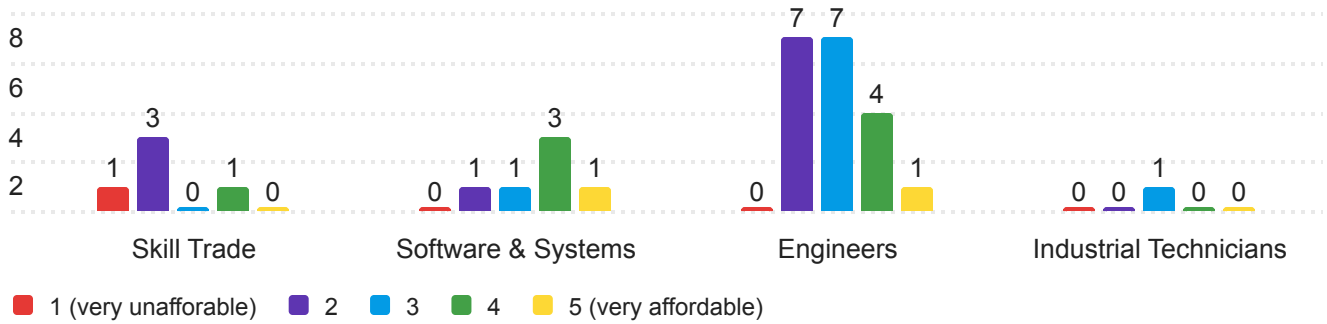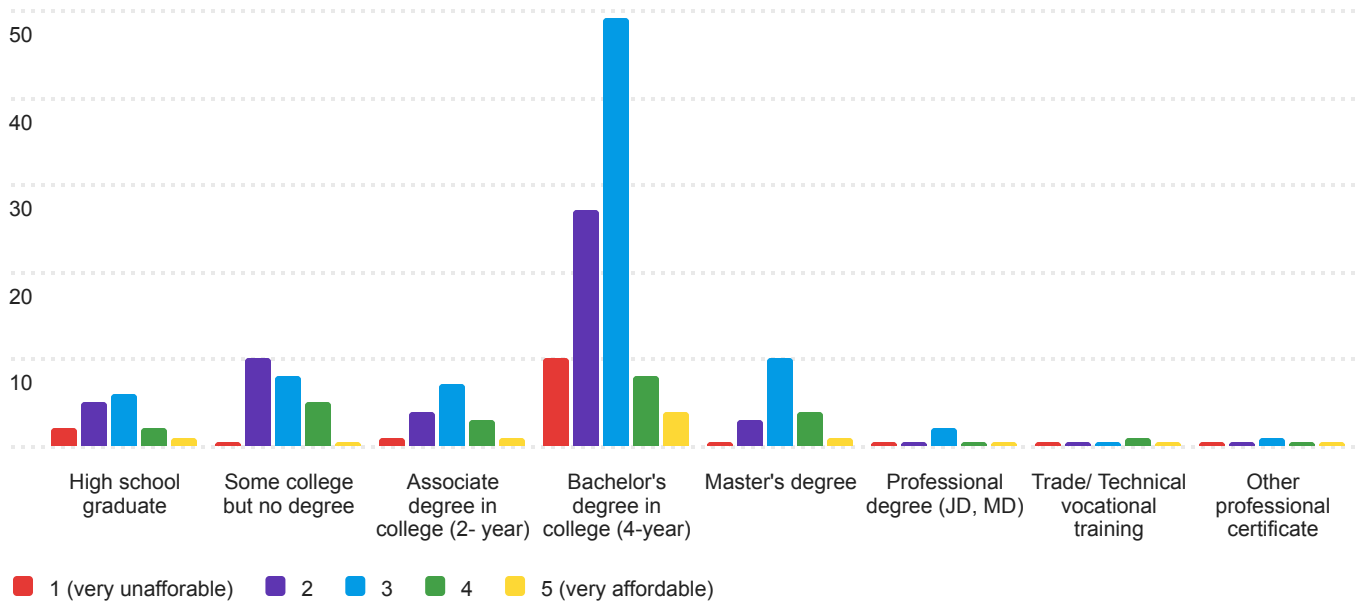
How affordable do you find the overall cost of living in the Lakeshore Region from 1-5: breakout with education numbers

| Field | 1 (very unafforable) | 2 | 3 | 4 | 5 (very affordable) |
|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 2 | 5 | 6 | 2 | 1 |
| Some college but no degree | 0 | 10 | 8 | 5 | 0 |
| Associate degree in college (2- year) | 1 | 4 | 7 | 3 | 1 |

| | | | | | |
|---|---|---|---|---|---|
| Bachelor's degree in college (4-year) | 10 | 27 | 49 | 8 | 4 |
| Master's degree | 0 | 3 | 10 | 4 | 1 |
| Professional degree (JD, MD) | 0 | 0 | 2 | 0 | 0 |
| Trade/ Technical vocational training | 0 | 0 | 0 | 1 | 0 |
| Other professional certificate | 0 | 0 | 1 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |
| Total | 13 | 49 | 83 | 23 | 7 |

## Why do people move away from the Lakeshore?

A group of respondents answered they used to live or work in the Lakeshore Region but no longer do so. They were asked a series of questions in response. Of those who moved, 10 reported living elsewhere in Michigan. Two respondents reported having moved to Florida, or California (each), and one respondent each reported having moved to Wyoming, Wisconsin, Virginia, Utah, Pennsylvania, Ohio, New Jersey, Montana, Delaware, Connecticut, and Colorado. They were then asked about the top five main factors for moving given a list. Those who selected "Other" stated it was because of school/post-secondary education.

## What were the main factors in your move? Select up to 5 factors below.

| Field | Choice Count |
| --- | --- |
| New job | 8 |
| Job and career growth opportunities | 8 |
| Availability of jobs that offer a work-life balance | 8 |
| My current job is here | 7 |
| Desire for new or different experiences | 7 |
| Social or community involvement opportunities | 5 |
| Quality of schools/ education system | 5 |
| More diverse population | 5 |
| Robust startup/entrepreneurship ecosystem | 4 |
| Networking opportunities for young professionals | 4 |
| Walkable and bike-friendly streets | 4 |
| Sustainability and environmental practice opportunities | 4 |
| Outdoor recreation opportunities (e.g., hiking, biking, boating) | 4 |
| Arts and entertainment options | 4 |
| Access to local amenities and services (ex. dry cleaners, gyms, banks, etc.) | 4 |
| Other | 3 |
| Public spaces and community gathering areas | 3 |
| Access to educational and skill development programs/ job training opportunities | 3 |
| Living with or near my partner | 3 |
| Living and/ or working around people my own age | 3 |
| Family-friendly amenities and services (e.g. child-care, activities, etc.) | 3 |
| Weather/climate | 2 |
| Variety of cultural and/or religious options (e.g. festivals, church/denominations, ethnic dining, etc.) | 2 |
| Living close or near family | 2 |
| Efforts to be a welcoming, inclusive community | 2 |
| Access of high-speed internet | 2 |
| Public transportation | 1 |
| Robust social and support systems (e.g. non-profit services) | 1 |

| | |
|---|---|
| Alignment with community values | 1 |
| Access to quality healthcare | 1 |
| Safety and security efforts | 0 |

Respondents were asked how likely they are to move back to the Lakeshore Region on a scale of 1-5. The average response was 3.25 out of 5 and 41.67% of participants answered likely or very likely, suggesting those who left are not likely returning to the area.

## On a scale of 1-5, how likely are you to move back to the Lakeshore Region in 5 years?

24 Responses
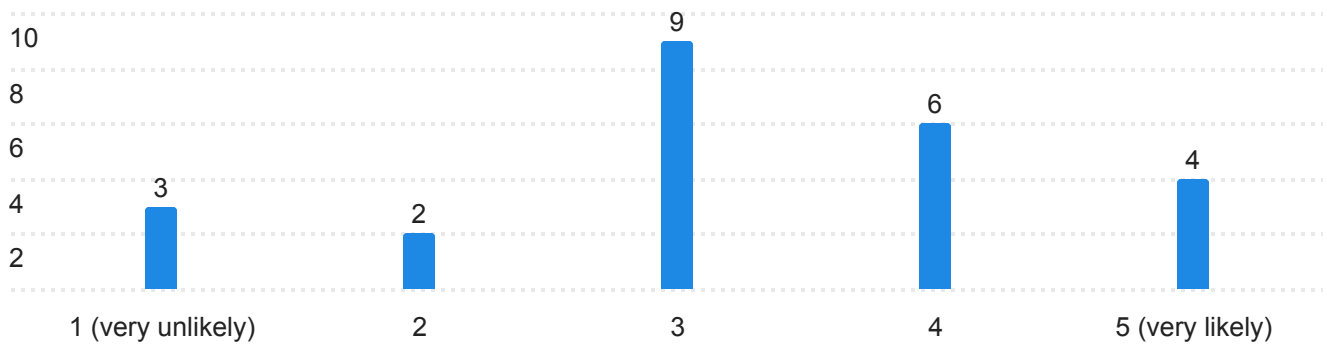


## On a scale of 1-5, how likely are you to move back to the Lakeshore region in 5 years?

| Field | Choice Count | |
|---|---|---|
| 1 (very unlikely) | 12.50% | 3 |
| 2 | 8.33% | 2 |
| 3 | 37.50% | 9 |
| 4 | 25.00% | 6 |
| 5 (very likely) | 16.67% | 4 |
| Total | | 24 |

On a scale of 1-5, how likely are you to move back to the Lakeshore region in 5 years: breakout with do you have children 18 or under living in the household?

22 Responses
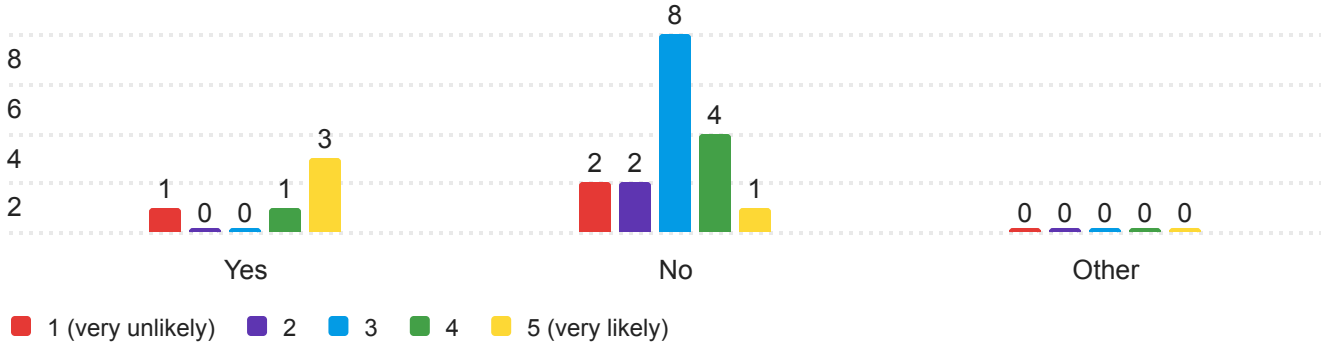


■ 1 (very unlikely)   ■ 2   ■ 3   ■ 4   ■ 5 (very likely)

On a scale of 1-5, how likely are you to move back to the Lakeshore region in 5 years: breakout with industry

24 Responses



■ 1 (very unlikely)   ■ 2   ■ 3   ■ 4   ■ 5 (very likely)

On a scale of 1-5, how likely are you to move back to the Lakeshore region in 5 years: breakout with data slices

6 Responses



■ 1 (very unlikely)   ■ 2   ■ 3   ■ 4   ■ 5 (very likely)

On a scale of 1-5, how likely are you to move back to the Lakeshore region in 5 years: breakout with education

22 Responses



■ 1 (very unlikely)　■ 2　■ 3　■ 4　■ 5 (very likely)
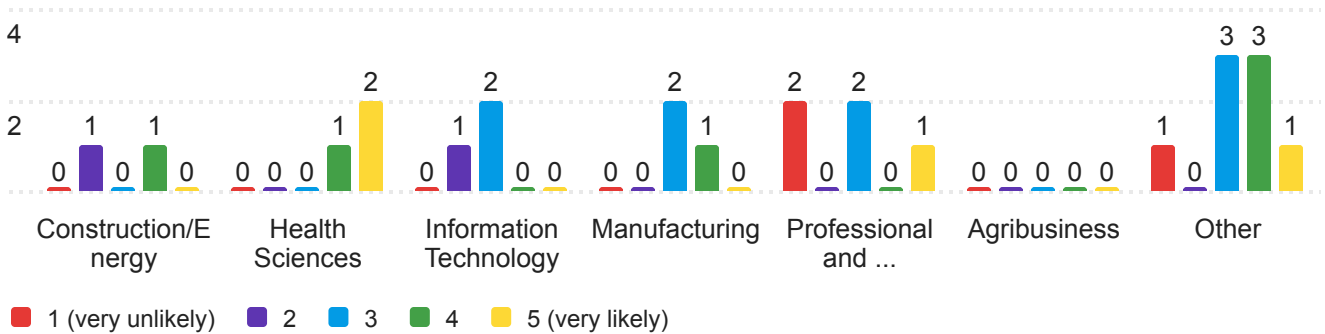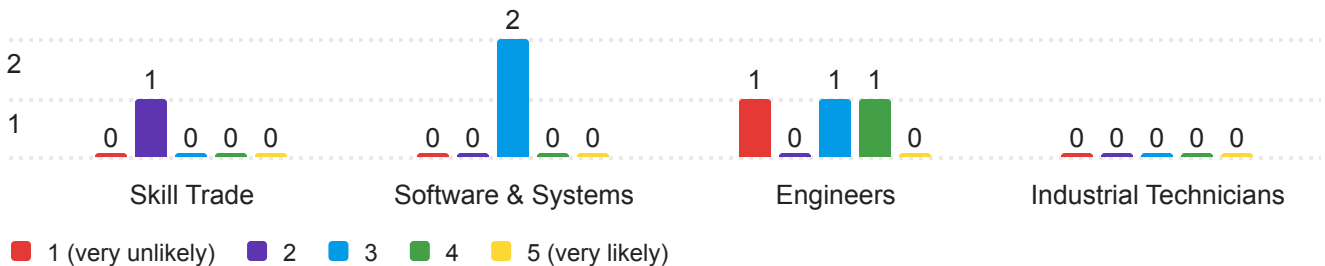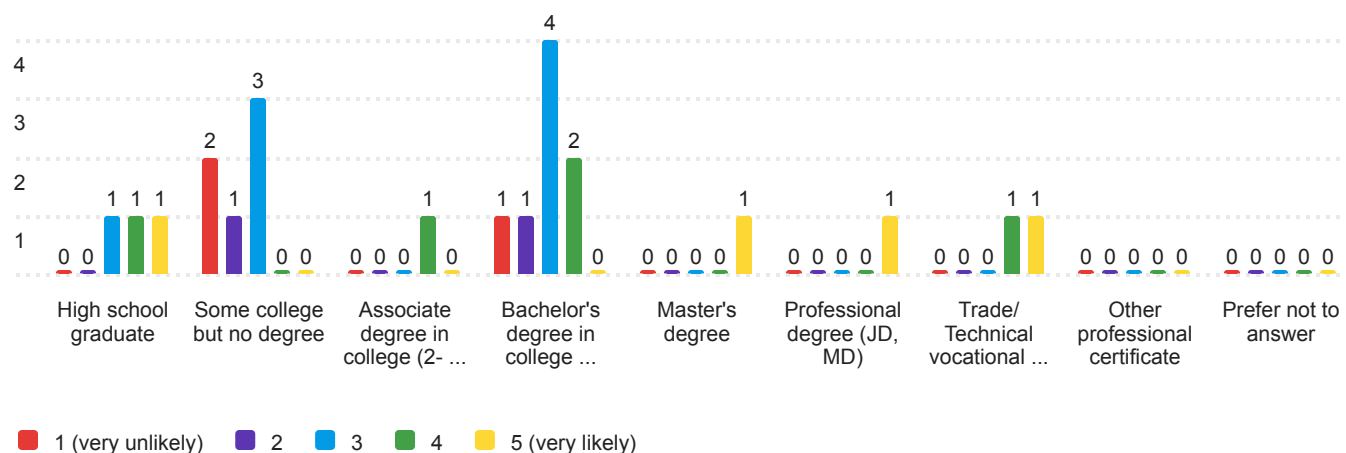
## What would bring people back to the Lakeshore?

Respondents who moved away from the Lakeshore Region were asked if any changes or improvements could bring them back. The most popular responses were more job/career growth opportunities, increased affordable housing options, and increased availability of jobs that offer a work-life balance.

# What changes or improvements, if any, could bring (or move) you back to the Lakeshore Region? - Selected Choice

| Field | Choice Count |
|---|---|
| More Job/ career growth opportunities | 9 |
| Increased affordable housing options | 7 |
| Increased availability of jobs that offer a work-life balance | 6 |
| More social connection opportunities | 5 |
| More networking opportunities for young professionals | 5 |
| More diverse population | 5 |
| Higher job wages/ salaries | 5 |
| Increased efforts to be a welcoming, inclusive community | 5 |
| Increased access to quality healthcare | 5 |
| Variety of cultural and/ or religious options | 4 |
| Better public transportation | 4 |
| Expanded outdoor recreation opportunities | 4 |
| Other (please specify) | 3 |
| Increased sustainability and environmental eforts | 3 |

| | |
|---|---|
| More robust startup/entrepreneurship ecosystem | 3 |
| More family-friendly amenities and services | 3 |
| Better arts and entertainment options | 3 |
| Increased access to educational and skill development/ job training opportunties | 3 |
| No changes needed- the region is great as it is | 2 |
| Increased walkable and bike friendly streets | 2 |
| More vibrant nightlife and social scene | 2 |
| Better social or community involvement opportunities | 2 |
| Improved safety and security efforts | 2 |
| Better public spaces and community gathering areas | 2 |
| More access to local amenities and services | 1 |
| More robust social and support systems | 0 |
| Better access to high-speed internet | 0 |

## Cost of living for those outside the Lakeshore

Respondents were asked how affordable they find the overall cost of living where they currently live on a scale of 1-5. The average response was 3.17 out of 5.00, and 37.50% of respondents answering affordable or very affordable. Clearly, the respondents do not think the area is very affordable.

### How affordable do you find the overall cost of living where you currently live?

24 Responses
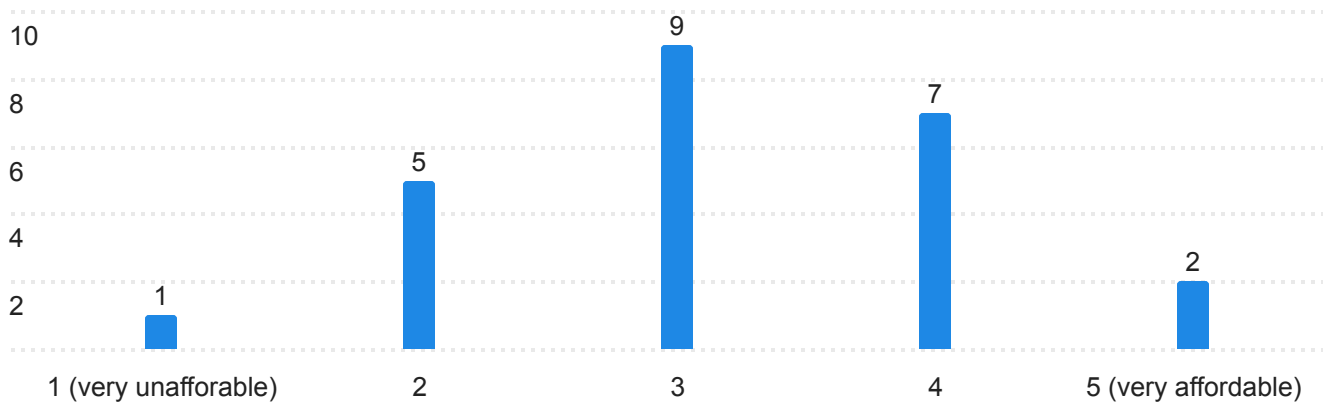


### How affordable do you find the overall cost of living where you currently live?

| Field | Choice Count | |
|---|---|---|
| 1 (very unafforable) | 4.17% | 1 |
| 2 | 20.83% | 5 |
| 3 | 37.50% | 9 |
| 4 | 29.17% | 7 |
| 5 (very affordable) | 8.33% | 2 |
| Total | | 24 |

How affordable do you find the overall cost of living where you currently live: breakout with industry

24 Responses



**Legend:** 1 (very unafforable) · 2 · 3 · 4 · 5 (very affordable)

How affordable do you find the overall cost of living where you currently live: breakout with data slices

6 Responses



**Legend:** 1 (very unafforable) · 2 · 3 · 4 · 5 (very affordable)

## How affordable do you find the overall cost of living where you currently live: breakout with education

22 Responses



- 🟥 1 (very unafforable)  🟪 2  🟦 3  🟩 4  🟨 5 (very affordable)
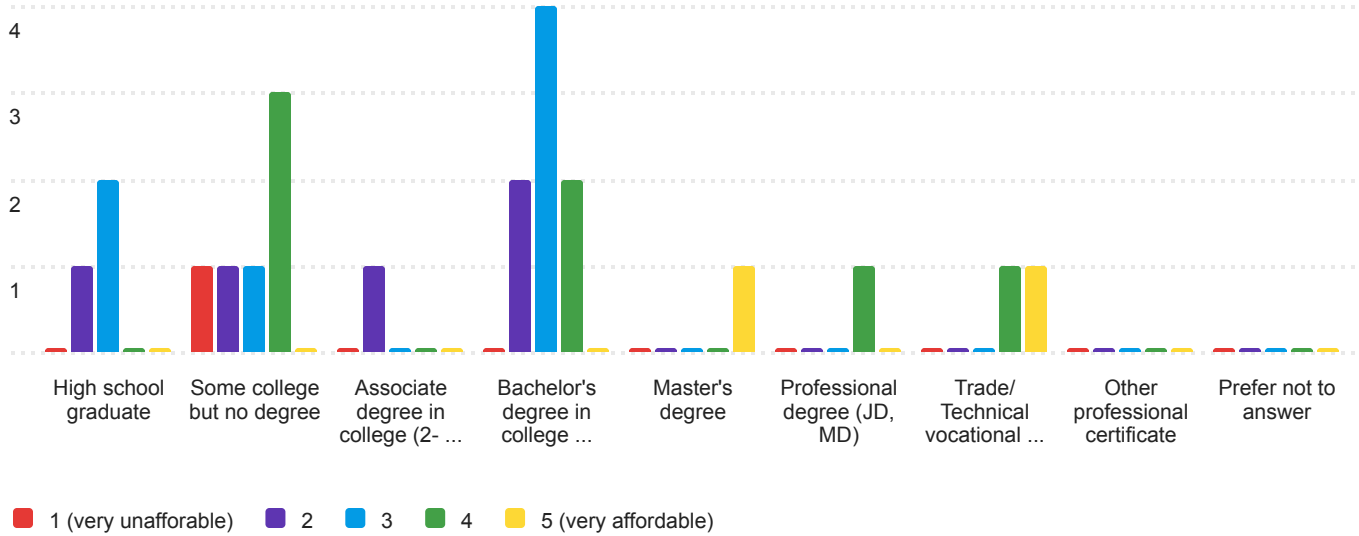
## How affordable do you find the overall cost of living where you currently live: breakout with education numbers

| Field | 1 (very unafforable) | 2 | 3 | 4 | 5 (very affordable) |
|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 0 | 1 | 2 | 0 | 0 |
| Some college but no degree | 1 | 1 | 1 | 3 | 0 |
| Associate degree in college (2- year) | 0 | 1 | 0 | 0 | 0 |
| Bachelor's degree in college (4-year) | 0 | 2 | 4 | 2 | 0 |
| Master's degree | 0 | 0 | 0 | 0 | 1 |
| Professional degree (JD, MD) | 0 | 0 | 0 | 1 | 0 |
| Trade/ Technical vocational training | 0 | 0 | 0 | 1 | 1 |
| Other professional certificate | 0 | 0 | 0 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |
| Total | 1 | 5 | 7 | 7 | 2 |

How affordable do you find the overall cost of living where you currently live: breakout with what percentage of your monthly household income is spent on housing?

22 Responses



Legend:
- 1 (very unafforable)
- 2
- 3
- 4
- 5 (very affordable)

Categories:
- Less than or equal to 30%: 0, 3, 1, 1, 1
- More than 30%, but less than 50%: 0, 0, 2, 5, 1
- Greater than or equal to 50%: 1, 1, 3, 1, 0
- Prefer not to answer: 0, 1, 1, 0, 0
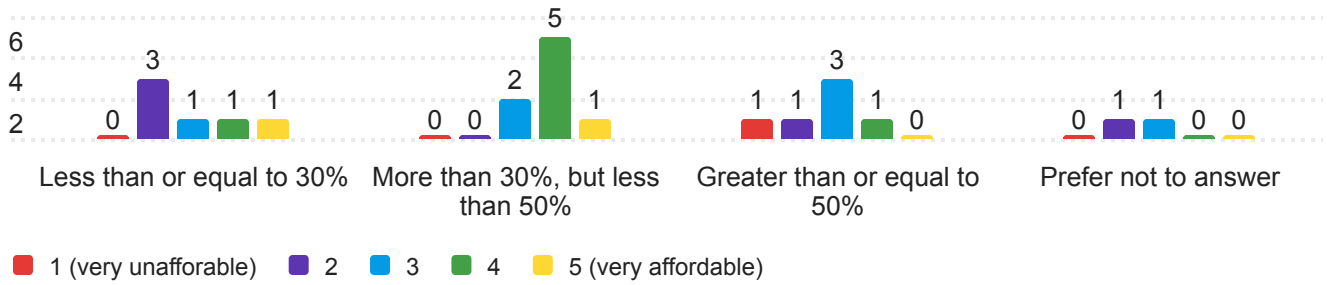
**Demographics**

## What is the highest level of school you have completed?
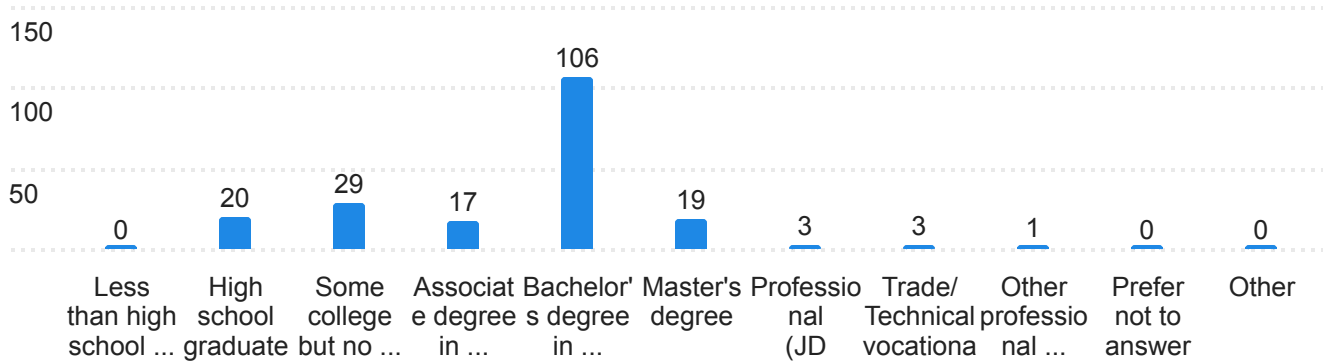
198 Responses



## What is the highest level of school you have completed: breakout with industry

197 Responses



- ● High school graduate  ● Some college but no degree  ● Associate degree in college (2- year)
- ● Bachelor's degree in college (4-year)  ● Master's degree  ● Professional degree (JD, MD)
- ● Trade/ Technical vocational training  ● Other professional certificate  ● Prefer not to answer
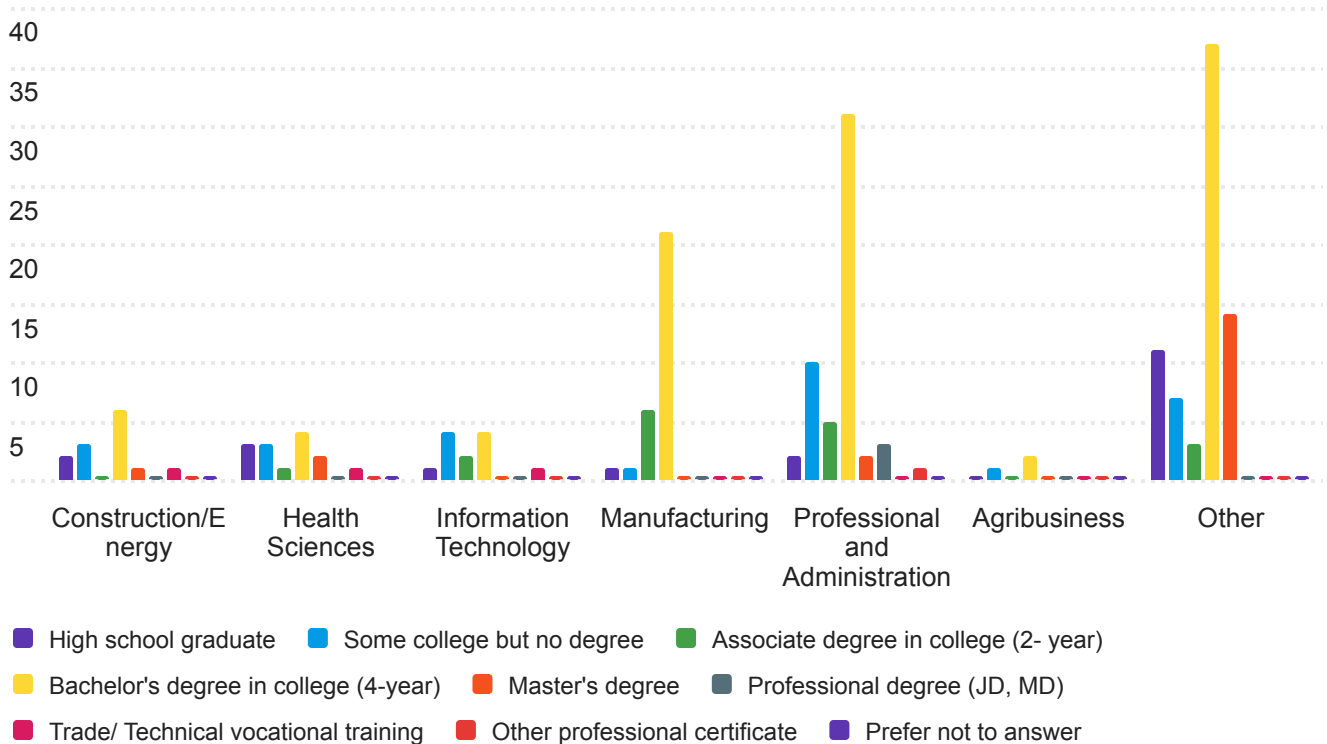
# What is the highest level of school you have completed: breakout with industry numbers

| Field | Construction/Energy | Health Sciences | Information Technology | Manufacturing | Professional and Administration | Agribusiness | Other |
|---|---|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 2 | 3 | 1 | 1 | 2 | 0 | 11 |
| Some college but no degree | 3 | 3 | 4 | 1 | 10 | 1 | 7 |
| Associate degree in college (2- year) | 0 | 1 | 2 | 6 | 5 | 0 | 3 |
| Bachelor's degree in college (4-year) | 6 | 4 | 4 | 21 | 31 | 2 | 37 |
| Master's degree | 1 | 2 | 0 | 0 | 2 | 0 | 14 |
| Professional degree (JD, MD) | 0 | 0 | 0 | 0 | 3 | 0 | 0 |
| Trade/ Technical vocational training | 1 | 1 | 1 | 0 | 0 | 0 | 0 |
| Other professional certificate | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 13 | 14 | 12 | 29 | 54 | 3 | 72 |

# What is the highest level of school you have completed: breakout with data slices

37 Responses
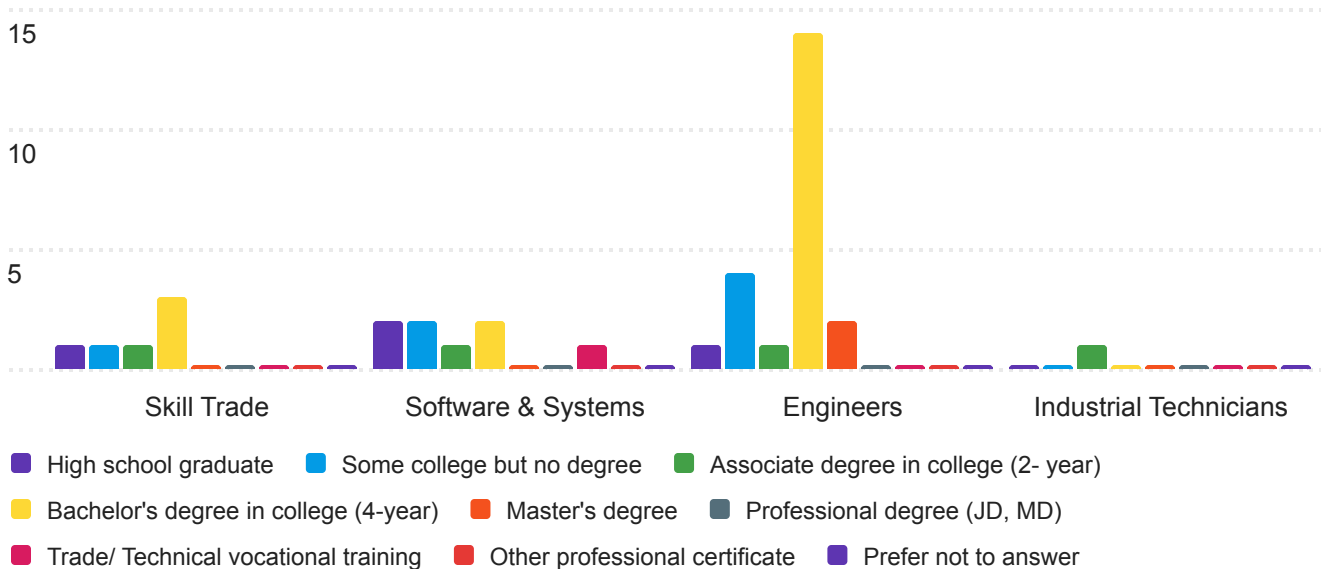
# What is the highest level of school you have completed: breakout with data slices numbers

| Field | Skill Trade | Software & Systems | Engineers | Industrial Technicians | Other |
|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 1 | 2 | 1 | 0 | 0 |
| Some college but no degree | 1 | 2 | 4 | 0 | 0 |
| Associate degree in college (2- year) | 1 | 1 | 1 | 1 | 0 |
| Bachelor's degree in college (4-year) | 3 | 2 | 14 | 0 | 0 |
| Master's degree | 0 | 0 | 2 | 0 | 0 |
| Professional degree (JD, MD) | 0 | 0 | 0 | 0 | 0 |
| Trade/ Technical vocational training | 0 | 1 | 0 | 0 | 0 |
| Other professional certificate | 0 | 0 | 0 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |
| Total | 6 | 8 | 22 | 1 | 0 |

## What is your current living situation?
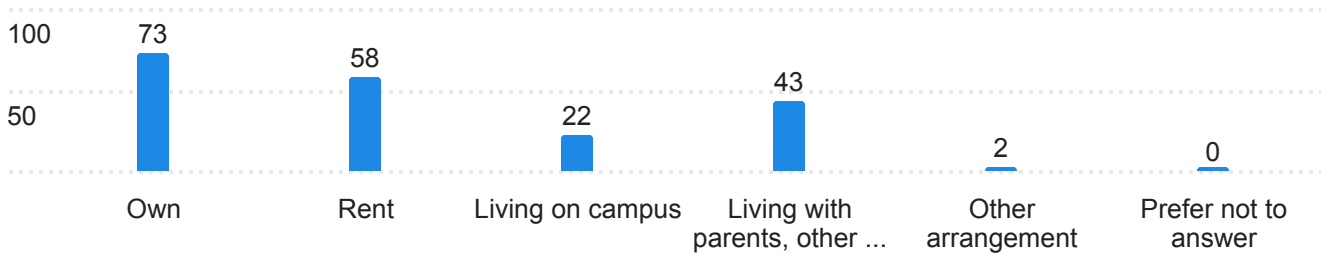
198 Responses



## What is your current living situation: breakout with industry

197 Responses
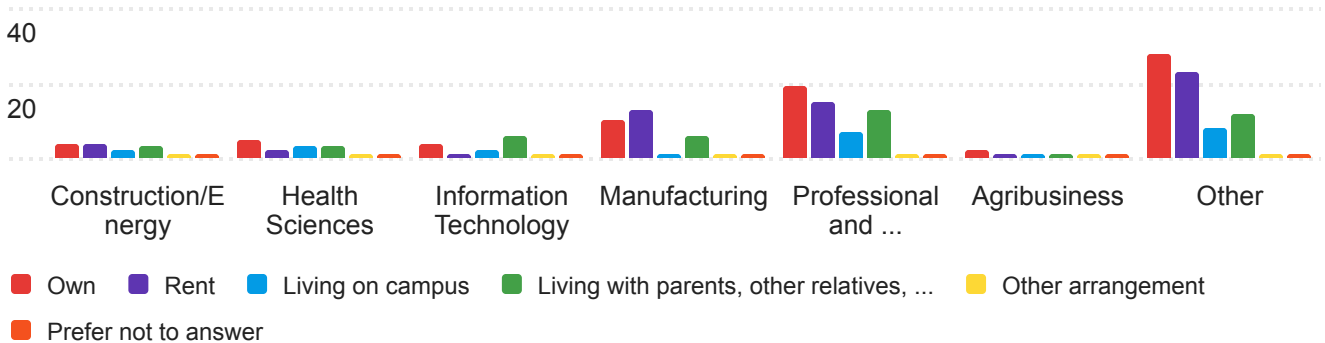
# What is your current living situation: breakout with industry numbers

| Field | Construction/Energy | Health Sciences | Information Technology | Manufacturing | Professional and Administration | Agribusiness | Other |
|---|---|---|---|---|---|---|---|
| Own | 4 | 5 | 4 | 10 | 19 | 2 | 28 |
| Rent | 4 | 2 | 0 | 13 | 15 | 1 | 23 |
| Living on campus | 2 | 3 | 2 | 0 | 7 | 0 | 8 |
| Living with parents, other relatives, friends | 3 | 3 | 6 | 6 | 13 | 0 | 12 |
| Other arrangement | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 13 | 14 | 12 | 29 | 54 | 3 | 72 |

# What is your current living situation: breakout with data slices
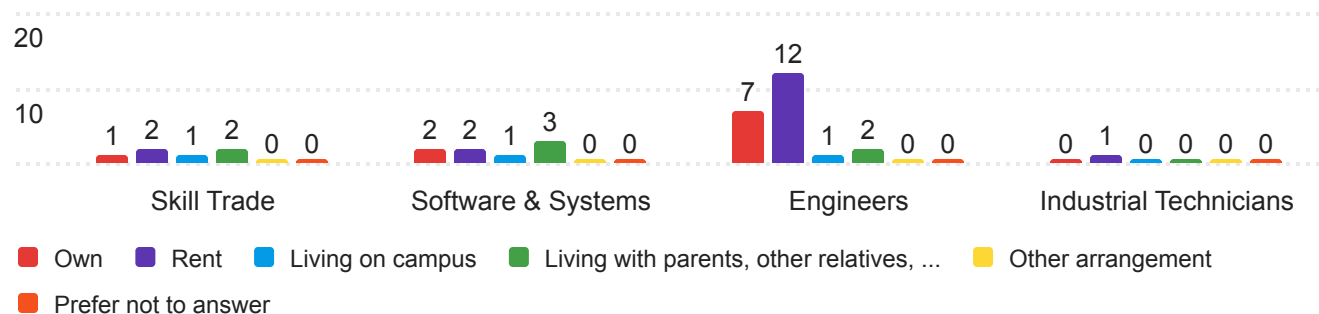
37 Responses

# What is your current living situation: breakout with education

198 Responses



Legend: Own | Rent | Living on campus | Living with parents, other relatives, friends | Other arrangement | Prefer not to answer
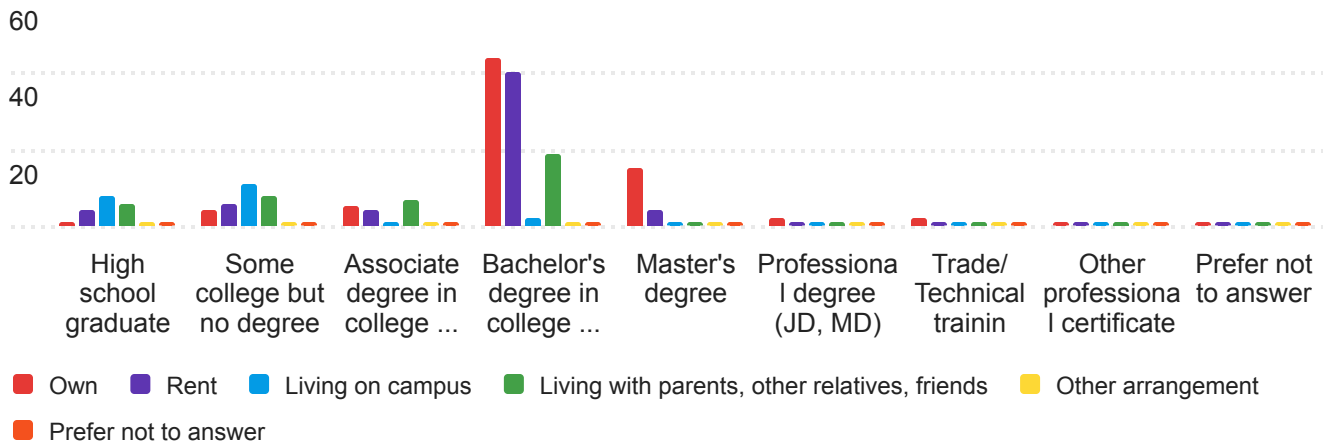
# What is your current living situation: breakout with education numbers

| Field | Less than high school degree | High school graduate | Some college but no degree | Associate degree in college (2- year) | Bachelor's degree in college (4-year) | Master's degree | Professional degree (JD, MD) | Trade/ Technical vocational training | Other professional certificate | Prefer not to answer | Other |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Own | 0 | 1 | 4 | 5 | 44 | 15 | 2 | 2 | 0 | 0 | 0 |
| Rent | 0 | 4 | 6 | 4 | 40 | 4 | 0 | 0 | 0 | 0 | 0 |
| Living on campus | 0 | 8 | 11 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Living with parents, other relatives, friends | 0 | 6 | 8 | 7 | 19 | 0 | 1 | 1 | 1 | 0 | 0 |
| Other arrangement | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 0 | 20 | 29 | 17 | 106 | 19 | 3 | 3 | 1 | 0 | 0 |

# What best describes your current relationship status?

198 Responses

2%, 3
6%, 11
44%, 87
49%, 97

- Prefer not to answer
- Other
- Married or Domest...
- Single

# What best describes your current relationship status: breakout with industry

197 Responses

| | Construction/Energy | Health Sciences | Information Technology | Manufacturing | Professional and ... | Agribusiness | Other |
|---|---|---|---|---|---|---|---|
| Single | 9 | 5 | 7 | 11 | 25 | 0 | 30 |
| Married or Domestic partnership | 4 | 7 | 3 | 16 | 26 | 2 | 38 |
| Other | 0 | 1 | 0 | 2 | 3 | 1 | 4 |
| Prefer not to answer | 0 | 1 | 2 | 0 | 0 | 0 | 0 |

- Single
- Married or Domestic partnership
- Other
- Prefer not to answer

# What best describes your current relationship status: breakout with data slices

37 Responses

| | Skill Trade | Software & Systems | Engineers | Industrial Technicians |
|---|---|---|---|---|
| Single | 3 | 5 | 9 | 0 |
| Married or Domestic partnership | 2 | 3 | 13 | 1 |
| Other | 1 | 0 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 |

- Single
- Married or Domestic partnership
- Other
- Prefer not to answer

## What best describes your current relationship status: breakout with education
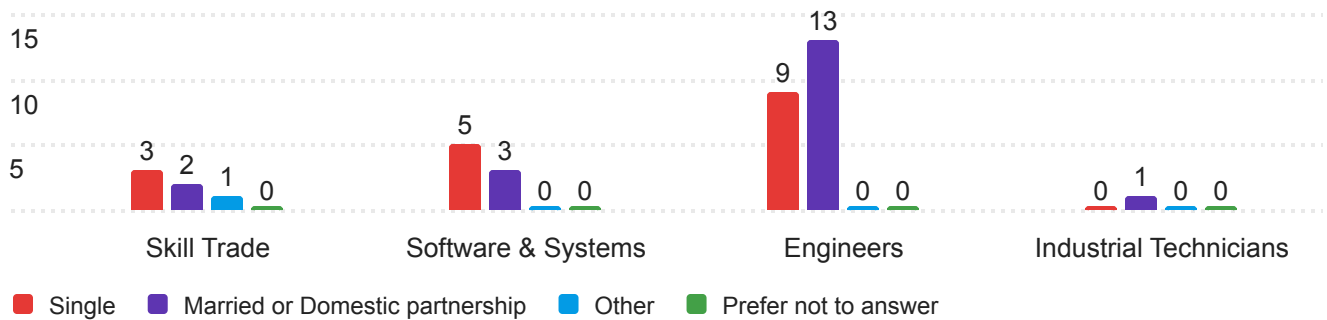
198 Responses



Legend: Single, Married or Domestic partnership, Other, Prefer not to answer
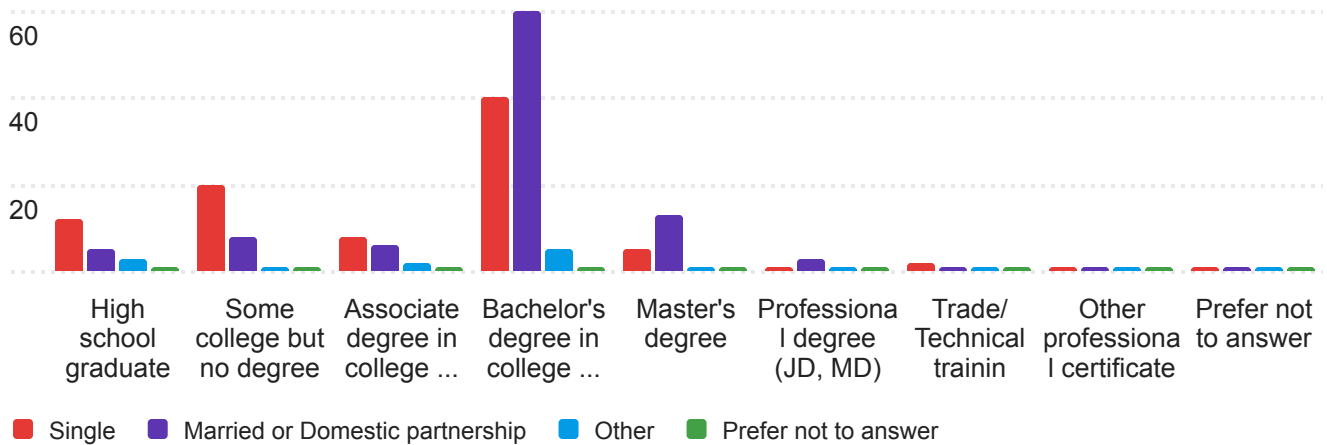
## What best describes your current relationship status: breakout with education numbers

| Field | Single | Married or Domestic partnership | Other | Prefer not to answer | Total |
|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 12 | 5 | 3 | 0 | 20 |
| Some college but no degree | 20 | 8 | 0 | 1 | 29 |
| Associate degree in college (2- year) | 8 | 6 | 2 | 1 | 17 |
| Bachelor's degree in college (4-year) | 40 | 60 | 5 | 1 | 106 |
| Master's degree | 5 | 13 | 1 | 0 | 19 |
| Professional degree (JD, MD) | 0 | 3 | 0 | 0 | 3 |
| Trade/ Technical vocational training | 2 | 1 | 0 | 0 | 3 |
| Other professional certificate | 0 | 1 | 0 | 0 | 1 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |

## Do you have children 18 or under in your household?

198 Responses



33%, 66
2%, 4
65%, 128

Legend: Other, No, Yes

## Do you have children 18 or under in your household: breakout with industry

197 Responses



| | Construction/Energy | Health Sciences | Information Technology | Manufacturing | Professional and Administration | Agribusiness | Other |
|---|---|---|---|---|---|---|---|
| Yes | 4 | 6 | 1 | 11 | 19 | 0 | 24 |
| No | 9 | 7 | 11 | 17 | 35 | 3 | 46 |
| Other | 0 | 1 | 0 | 1 | 0 | 0 | 2 |

■ Yes   ■ No   ■ Other

## Do you have children 18 or under in your household: breakout with data slices

37 Responses



| | Skill Trade | Software & Systems | Engineers | Industrial Technicians |
|---|---|---|---|---|
| Yes | 1 | 2 | 7 | 0 |
| No | 4 | 6 | 15 | 1 |
| Other | 1 | 0 | 0 | 0 |

■ Yes   ■ No   ■ Other

## Do you have children 18 or under in your household: breakout with education

198 Responses



High school graduate · Some college but no degree · Associate degree in college ... · Bachelor's degree in college ... · Master's degree · Professional degree (JD, MD) · Trade/Technical trainin · Other professional certificate · Prefer not to answer
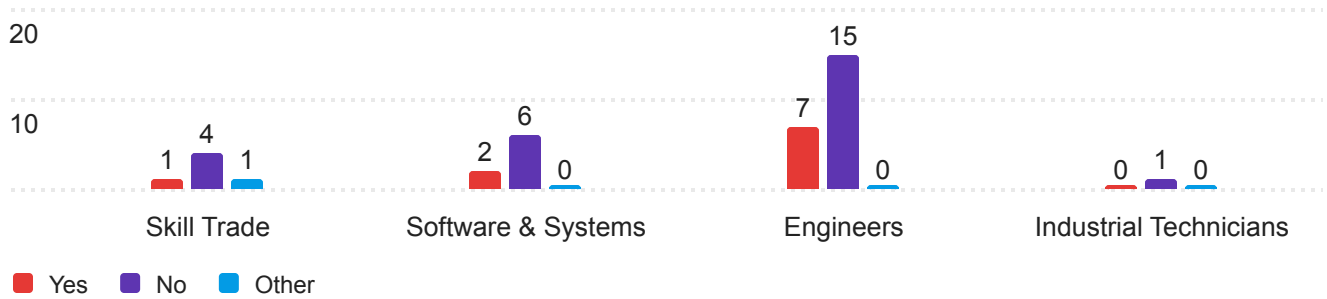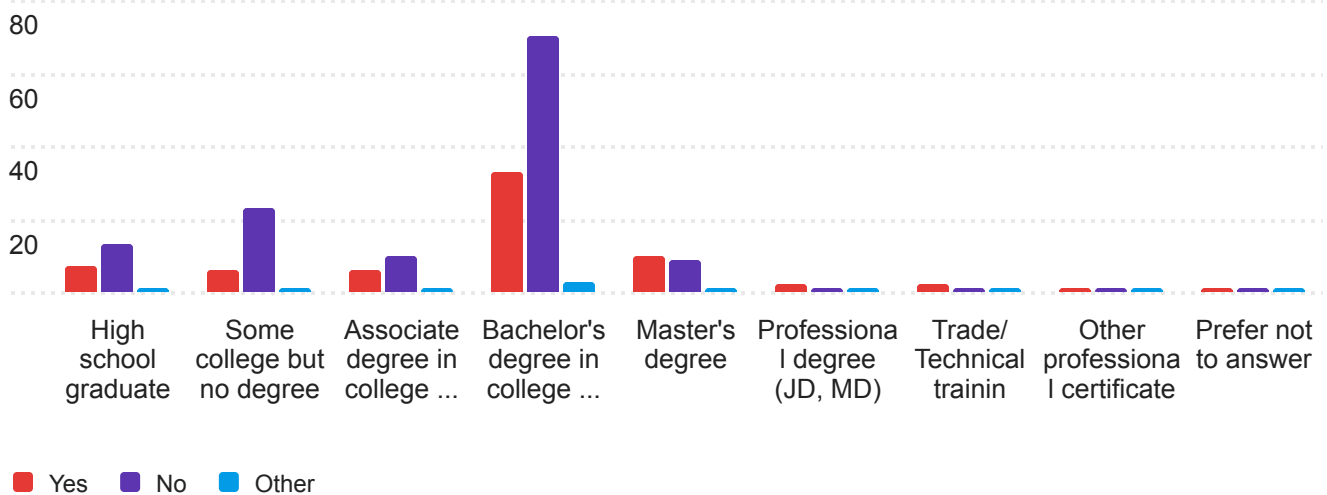
■ Yes   ■ No   ■ Other

# Do you have children 18 or under in your household: breakout with education numbers

| Field | Yes | No | Other | Total |
|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 |
| High school graduate | 7 | 13 | 0 | 20 |
| Some college but no degree | 6 | 23 | 0 | 29 |
| Associate degree in college (2- year) | 6 | 10 | 1 | 17 |
| Bachelor's degree in college (4-year) | 33 | 70 | 3 | 106 |
| Master's degree | 10 | 9 | 0 | 19 |
| Professional degree (JD, MD) | 2 | 1 | 0 | 3 |
| Trade/ Technical vocational training | 2 | 1 | 0 | 3 |
| Other professional certificate | 0 | 1 | 0 | 1 |
| Prefer not to answer | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 |

## Are you Hispanic, Latino/a, or Spanish origin?

198 Responses

20%, 39

2%, 4

78%, 155

- Prefer not to answer
- No
- Yes

## Are you Hispanic, Latino/a, or Spanish origin: breakout with industry

197 Responses

| Industry | Yes | No | Prefer not to answer |
|---|---|---|---|
| Construction/Energy | 2 | 11 | 0 |
| Health Sciences | 5 | 9 | 0 |
| Information Technology | 1 | 10 | 1 |
| Manufacturing | 1 | 27 | 1 |
| Professional and ... | 15 | 38 | 1 |
| Agribusiness | 1 | 2 | 0 |
| Other | 14 | 57 | 1 |

- Yes
- No
- Prefer not to answer

## Are you Hispanic, Latino/a, or Spanish origin: breakout with data slices

37 Responses

| | Yes | No | Prefer not to answer |
|---|---|---|---|
| Skill Trade | 0 | 6 | 0 |
| Software & Systems | 1 | 7 | 0 |
| Engineers | 3 | 17 | 2 |
| Industrial Technicians | 0 | 1 | 0 |

- Yes
- No
- Prefer not to answer

## Are you Hispanic, Latino/a, or Spanish origin: breakout with education

198 Responses



Legend: Yes (red), No (purple), Prefer not to answer (blue)

| | High school graduate | Some college but no degree | Associate degree in college ... | Bachelor's degree in college ... | Master's degree | Professional degree (JD, MD) | Trade/ Technical trainin | Other professional certificate | Prefer not to answer |
|---|---|---|---|---|---|---|---|---|---|
| Yes | 7 | 11 | 4 | 11 | 3 | 1 | 2 | 0 | 0 |
| No | 13 | 18 | 13 | 91 | 16 | 2 | 1 | 1 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 |

## Race/ Ethnicity

198 Responses



| White | Black or African American | American Indian or Alaska Native | Asian | Native Hawaiian or Pacific ... | Other | Prefer not to answer |
|---|---|---|---|---|---|---|
| 167 | 1 | 2 | 4 | 0 | 13 | 11 |

## Race/ Ethnicity: breakout with industry

197 Responses



Legend: White (red), Black or African American (purple), American Indian or Alaska Native (blue), Asian (green), Native Hawaiian or Pacific Islander (yellow), Other (orange), Prefer not to answer (gray)

Categories: Construction/Energy, Health Sciences, Information Technology, Manufacturing, Professional and Administration, Agribusiness

# Race/ Ethnicity: breakout with industry

| Field | Construction/Energy | Health Sciences | Information Technology | Manufacturing | Professional and Administration | Agribusiness | Other |
|---|---|---|---|---|---|---|---|
| White | 13 | 11 | 9 | 23 | 45 | 3 | 62 |
| Black or African American | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| American Indian or Alaska Native | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Asian | 0 | 0 | 2 | 1 | 1 | 0 | 0 |
| Native Hawaiian or Pacific Islander | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 3 | 0 | 2 | 3 | 0 | 5 |
| Prefer not to answer | 0 | 0 | 1 | 3 | 4 | 0 | 3 |
| Total | 13 | 14 | 12 | 29 | 54 | 3 | 72 |

# Race/ Ethnicity: breakout with data slices
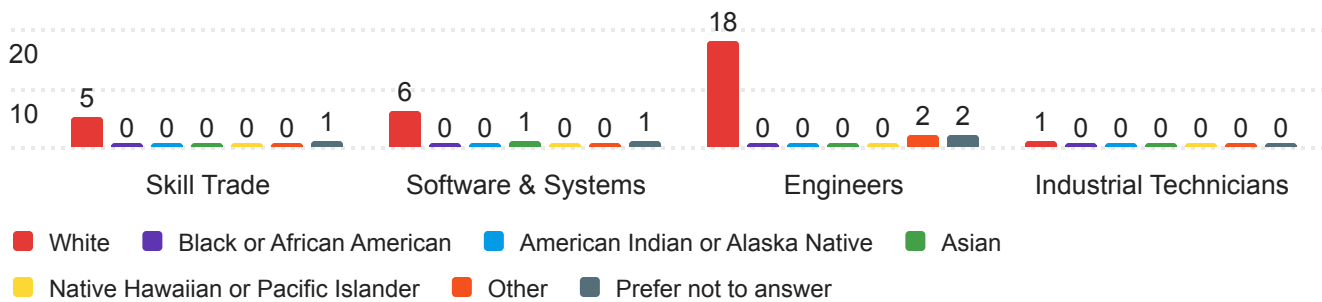
37 Responses

## Race/ Ethnicity: breakout with education

198 Responses



- 🟥 White
- 🟪 Black or African American
- 🟦 American Indian or Alaska Native
- 🟩 Asian
- 🟨 Native Hawaiian or Pacific Islander
- 🟧 Other
- ⬛ Prefer not to answer

## Race/ Ethnicity: breakout with education numbers

| Field | White | Black or African American | American Indian or Alaska Native | Asian | Native Hawaiian or Pacific Islander | Other | Prefer not to answer | Total |
|---|---|---|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 15 | 0 | 0 | 1 | 0 | 2 | 2 | 20 |
| Some college but no degree | 21 | 0 | 2 | 1 | 0 | 4 | 1 | 29 |
| Associate degree in college (2- year) | 13 | 0 | 0 | 0 | 0 | 2 | 2 | 17 |
| Bachelor's degree in college (4-year) | 92 | 1 | 0 | 2 | 0 | 5 | 6 | 106 |
| Master's degree | 19 | 0 | 0 | 0 | 0 | 0 | 0 | 19 |
| Professional degree (JD, MD) | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Trade/ Technical vocational training | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Other professional certificate | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

## "Other"

Other - Text

White and Asian

Hispanic

Mexican

## Are you a full-time student?

196 Responses
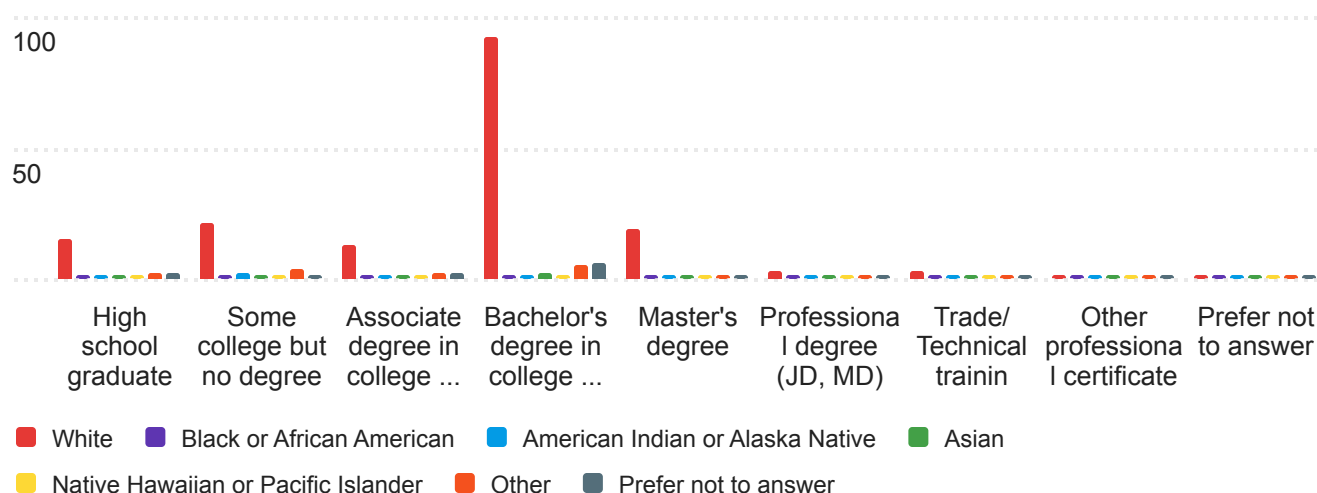
30%, 58

70%, 138

- No
- Yes
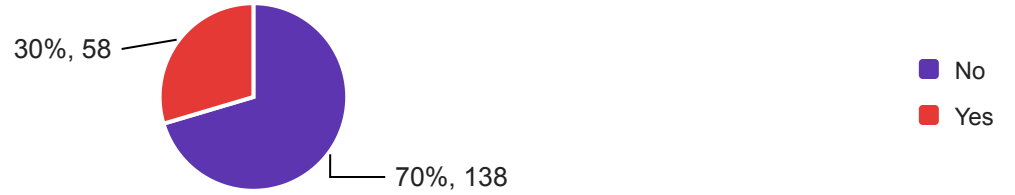
## Are you a full-time student: breakout with industry

195 Responses

| | Construction/Energy | Health Sciences | Information Technology | Manufacturing | Professional and ... | Agribusiness | Other |
|---|---|---|---|---|---|---|---|
| Yes | 6 | 8 | 5 | 8 | 15 | 0 | 16 |
| No | 6 | 6 | 7 | 20 | 39 | 3 | 56 |

- Yes
- No
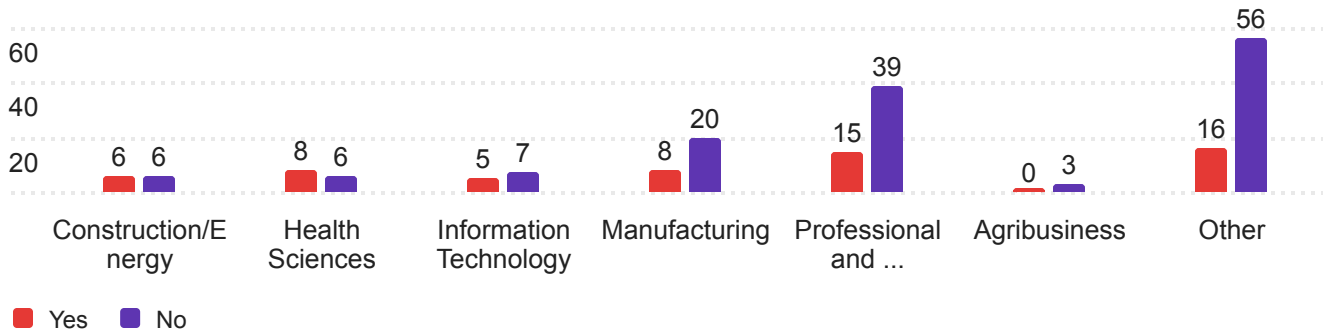
## Are you a full-time student: breakout with data slices

35 Responses

| | Skill Trade | Software & Systems | Engineers | Industrial Technicians |
|---|---|---|---|---|
| Yes | 2 | 4 | 8 | 0 |
| No | 3 | 4 | 13 | 1 |

- Yes
- No
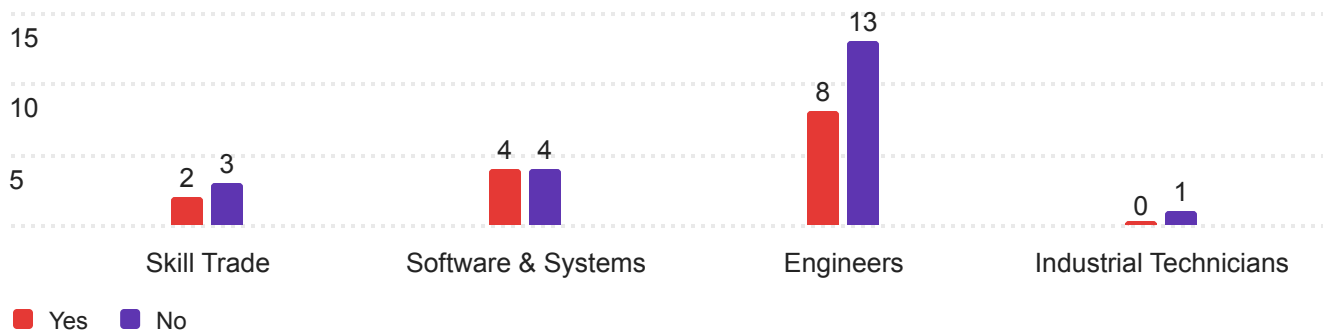
## Are you a full-time student: breakout with education

196 Responses
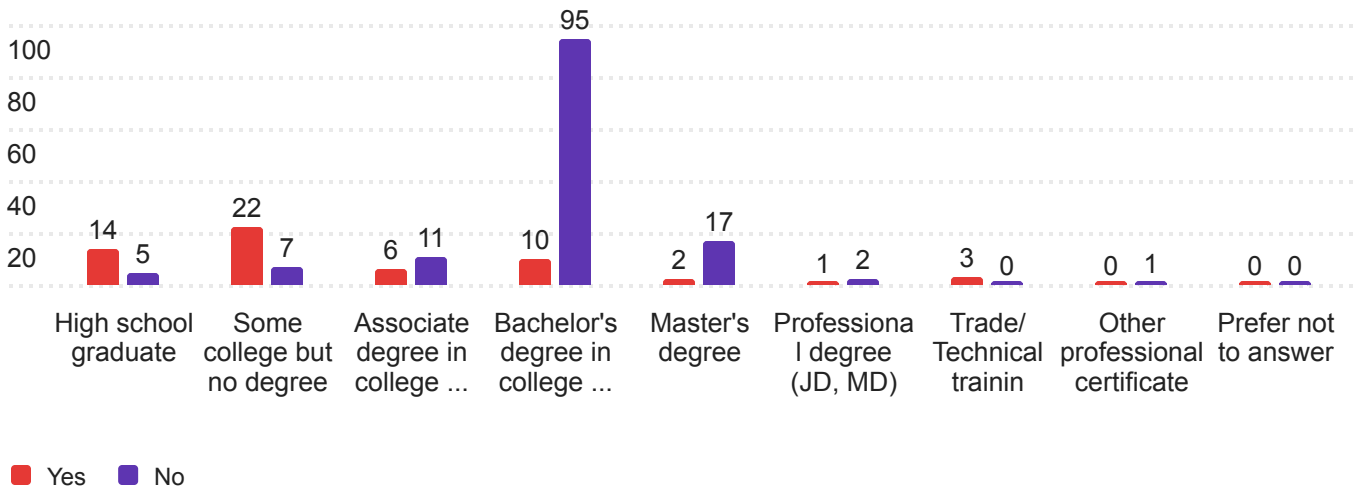


Bar chart data:

| Education | Yes | No |
|---|---|---|
| High school graduate | 14 | 5 |
| Some college but no degree | 22 | 7 |
| Associate degree in college ... | 6 | 11 |
| Bachelor's degree in college ... | 10 | 95 |
| Master's degree | 2 | 17 |
| Professional degree (JD, MD) | 1 | 2 |
| Trade/Technical trainin | 3 | 0 |
| Other professional certificate | 0 | 1 |
| Prefer not to answer | 0 | 0 |

■ Yes ■ No

## Approximately what percentage of your monthly household income is spent on housing (e.g., rent, mortgage, ect.)?

198 Responses
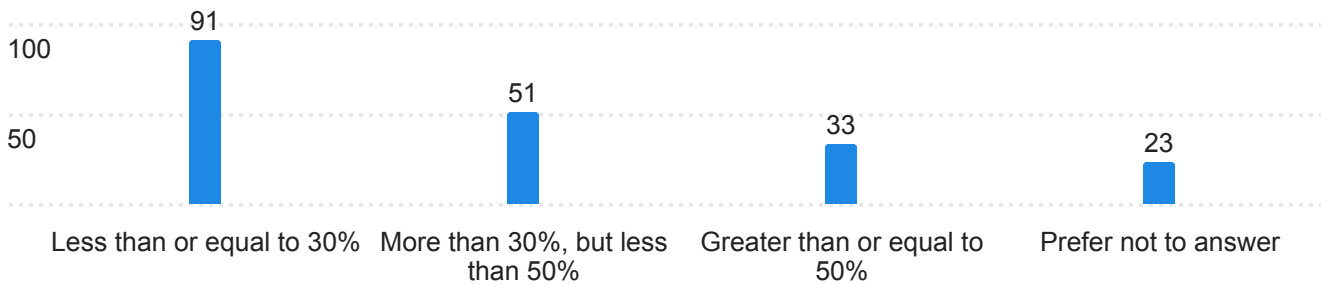


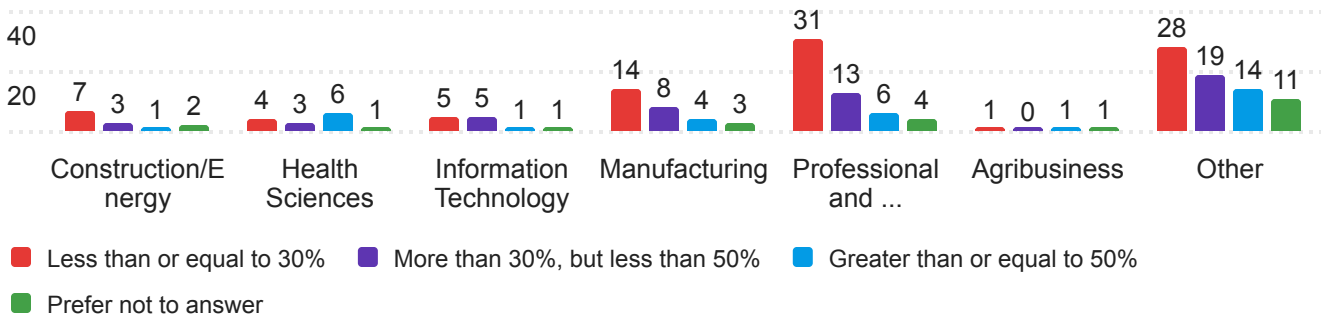| Category | Count |
|---|---|
| Less than or equal to 30% | 91 |
| More than 30%, but less than 50% | 51 |
| Greater than or equal to 50% | 33 |
| Prefer not to answer | 23 |

## Approximately what percentage of your monthly household income is spent on housing (e.g., rent, mortgage, ect.): breakout with industry

197 Responses



| Industry | Less than or equal to 30% | More than 30%, but less than 50% | Greater than or equal to 50% | Prefer not to answer |
|---|---|---|---|---|
| Construction/Energy | 7 | 3 | 1 | 2 |
| Health Sciences | 4 | 3 | 6 | 1 |
| Information Technology | 5 | 5 | 1 | 1 |
| Manufacturing | 14 | 8 | 4 | 3 |
| Professional and ... | 31 | 13 | 6 | 4 |
| Agribusiness | 1 | 0 | 1 | 1 |
| Other | 28 | 19 | 14 | 11 |

■ Less than or equal to 30%    ■ More than 30%, but less than 50%    ■ Greater than or equal to 50%
■ Prefer not to answer
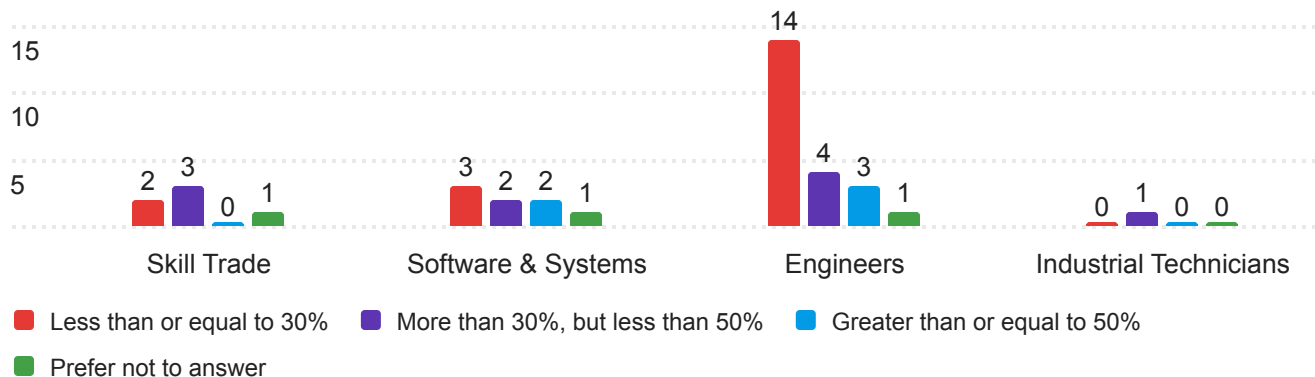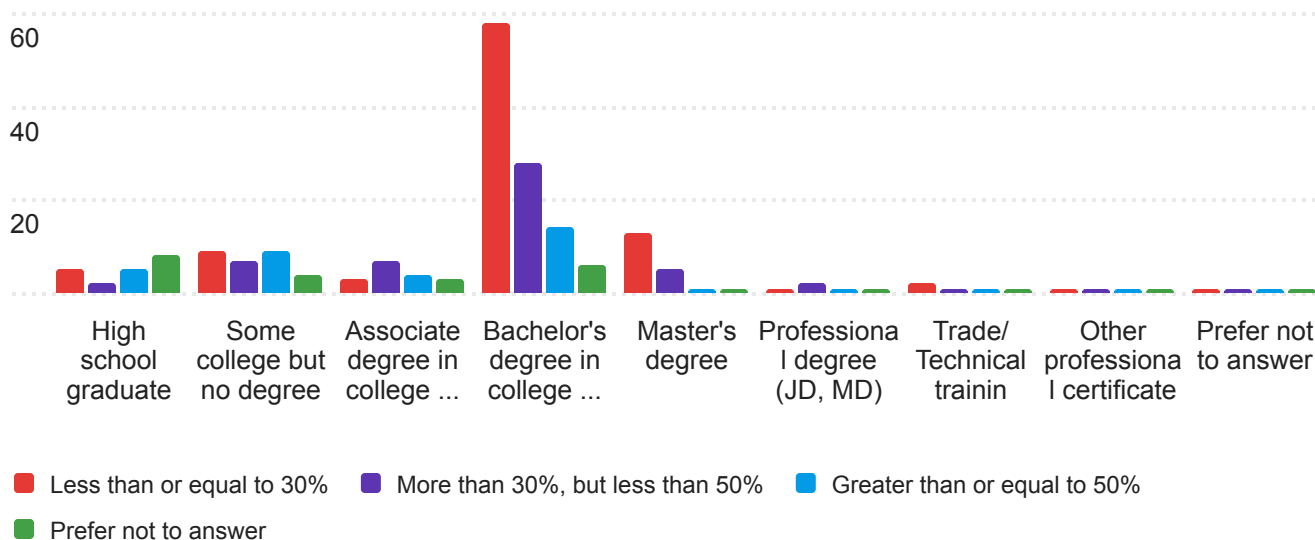
## Approximately what percentage of your monthly household income is spent on housing (e.g., rent, mortgage, ect.): breakout with data slices

37 Responses



- ■ Less than or equal to 30%
- ■ More than 30%, but less than 50%
- ■ Greater than or equal to 50%
- ■ Prefer not to answer

## Approximately what percentage of your monthly household income is spent on housing: breakout with education

198 Responses



- ■ Less than or equal to 30%
- ■ More than 30%, but less than 50%
- ■ Greater than or equal to 50%
- ■ Prefer not to answer

## Approximately what percentage of your monthly household income is spent on housing: breakout with education numbers

| Field | Less than or equal to 30% | More than 30%, but less than 50% | Greater than or equal to 50% | Prefer not to answer | Total |
|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 |

| | | | | | |
|---|---|---|---|---|---|
| High school graduate | 5 | 2 | 5 | 8 | 20 |
| Some college but no degree | 9 | 7 | 9 | 4 | 29 |
| Associate degree in college (2- year) | 3 | 7 | 4 | 3 | 17 |
| Bachelor's degree in college (4-year) | 58 | 28 | 14 | 6 | 106 |
| Master's degree | 13 | 5 | 0 | 1 | 19 |
| Professional degree (JD, MD) | 1 | 2 | 0 | 0 | 3 |
| Trade/ Technical vocational training | 2 | 0 | 1 | 0 | 3 |
| Other professional certificate | 0 | 0 | 0 | 1 | 1 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |

What is your total annual income level? (Please respond with your personal income, not household income).

198 Responses
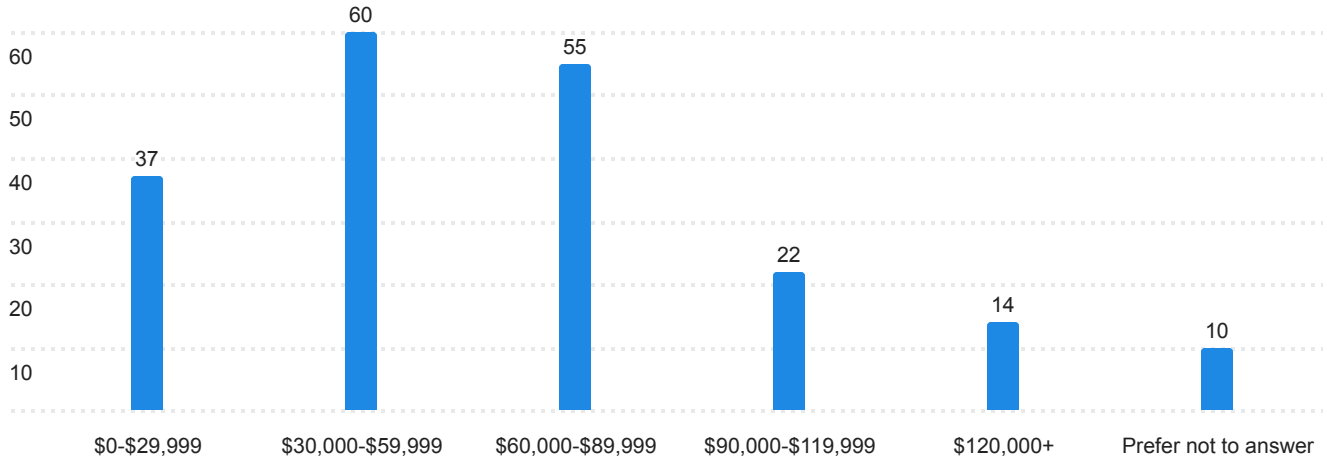


What is your total annual income level? (Please respond with your personal income, not household income): breakout with industry
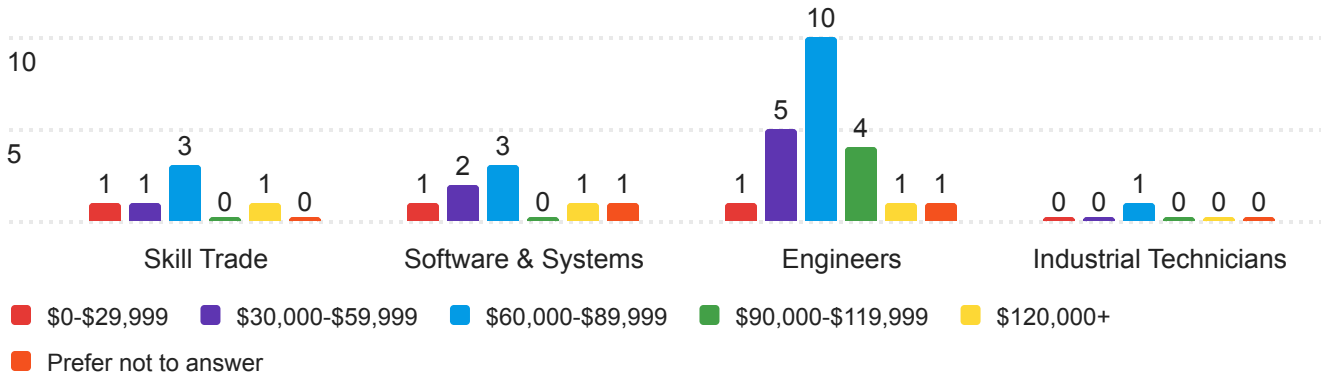
197 Responses
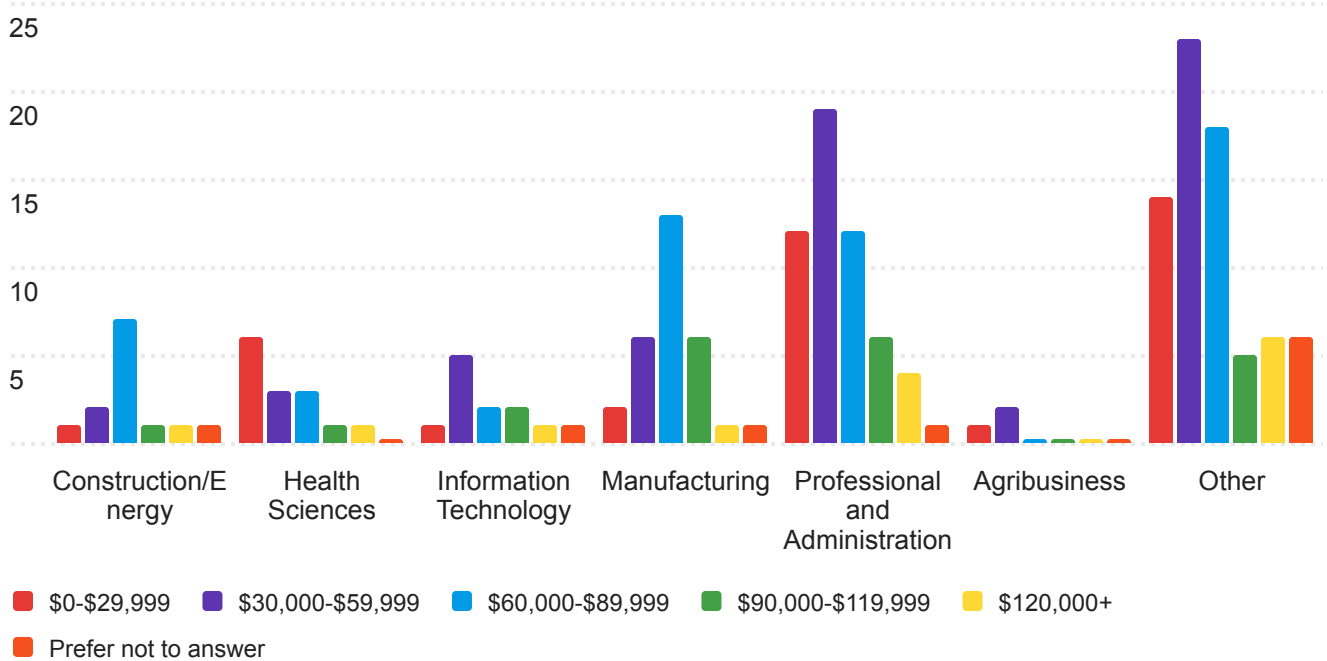
# What is your total annual income level? (Please respond with your personal income, not household income): breakout with industry numbers

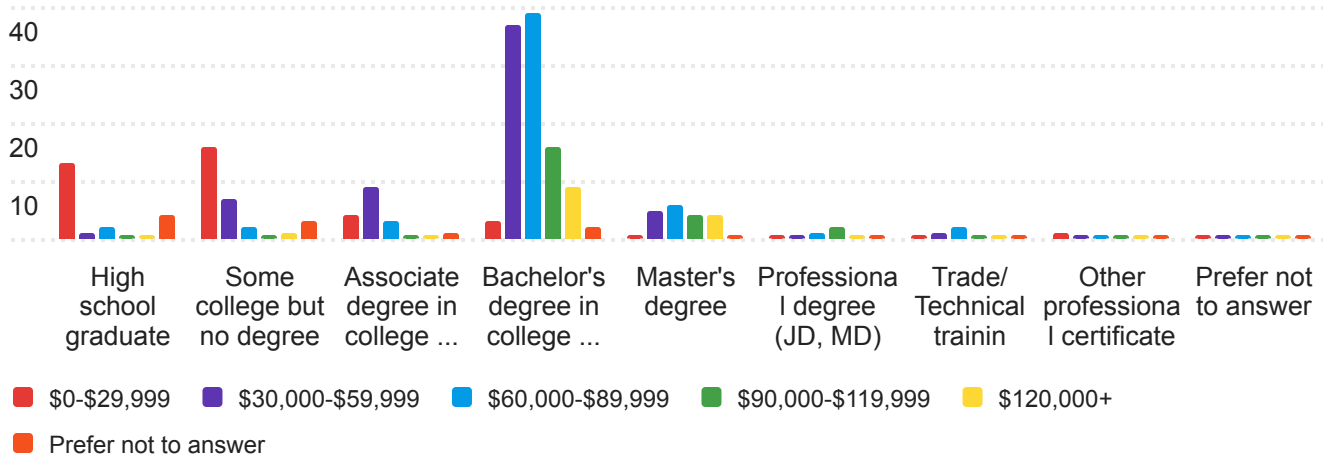| Field | $0-$29,999 | $30,000-$59,999 | $60,000-$89,999 | $90,000-$119,999 | $120,000+ | Prefer not to answer |
|---|---|---|---|---|---|---|
| Construction/Energy | 1 | 2 | 7 | 1 | 1 | 1 |
| Health Sciences | 6 | 3 | 3 | 1 | 1 | 0 |
| Information Technology | 1 | 5 | 2 | 2 | 1 | 1 |
| Manufacturing | 2 | 6 | 13 | 6 | 1 | 1 |
| Professional and Administration | 12 | 19 | 12 | 6 | 4 | 1 |
| Agribusiness | 1 | 2 | 0 | 0 | 0 | 0 |
| Other | 14 | 23 | 18 | 5 | 6 | 6 |

# What is your total annual income level? (Please respond with your personal income, not household income): breakout with data slices

37 Responses

## What is your total annual income level? (Please respond with your personal income, not household income): breakout with education

198 Responses



- 🟥 $0-$29,999
- 🟪 $30,000-$59,999
- 🟦 $60,000-$89,999
- 🟩 $90,000-$119,999
- 🟨 $120,000+
- 🟧 Prefer not to answer

## What is your total annual income level? (Please respond with your personal income, not household income): breakout with education numbers

| Field | $0-$29,999 | $30,000-$59,999 | $60,000-$89,999 | $90,000-$119,999 | $120,000+ | Prefer not to answer |
|---|---|---|---|---|---|---|
| Less than high school degree | 0 | 0 | 0 | 0 | 0 | 0 |
| High school graduate | 13 | 1 | 2 | 0 | 0 | 4 |
| Some college but no degree | 16 | 7 | 2 | 0 | 1 | 3 |
| Associate degree in college (2-year) | 4 | 9 | 3 | 0 | 0 | 1 |
| Bachelor's degree in college (4-year) | 3 | 37 | 39 | 16 | 9 | 2 |
| Master's degree | 0 | 5 | 6 | 4 | 4 | 0 |
| Professional degree (JD, MD) | 0 | 0 | 1 | 2 | 0 | 0 |
| Trade/ Technical vocational training | 0 | 1 | 2 | 0 | 0 | 0 |
| Other professional certificate | 1 | 0 | 0 | 0 | 0 | 0 |
| Prefer not to answer | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 | 0 |

| What are some of the challenges or drawbacks you've experienced living/ working in Allegan or Ottawa Counties? |
| --- |
| "Night life" and other social and cultural activities for young people are very limited. Very limited diversity. Dominant social and political culture is proud to be insular and rigid. Many services are sprawled. |
| A major challenge I've faced is not finding people my age in the workforce. |
| Access to healthcare, poor internet, struggled to find a job less than 40 miles away with my original degree |
| Access to sustainable products and practices, walkable community |
| Accessing quality healthcare, welcoming community, walkability, and sustainability practices |
| Affordable housing |
| Affordable housing as a single person rent is to high 1200 -1400 and affordable homeownership with my pre-approved amount of 160,000 is basically rare. I am most likely going to be moving to Kent in the next year due to affordability since I want a home. |
| At times I've faced discrimination issues at school or at stores. |
| Biggest Issue/Challenge: housing market and inability to afford a home as a single young adult with a single income.  I have a degree and a well-paying job and a mortgage for anything better than a fixer-upper is more than an entire paycheck a month.  Second Drawback: Local politics.  Recent political issues/drama (re: Ottawa Impact) has been frustrating to watch.  It makes me feel hopeless and embarrassed for my county. |
| Businesses close early on weekends. |
| Career opportunities, local events, lack of diversity, cost of living for young couple |
| Commute can sometimes be rough with traffic |
| Commute to Grand Rapids where all the jobs are |
| Commuting to and from work in Zeeland, Dislike driving |
| Conservative perspectives, strong and overpowering religious overtones and opinions |
| Conservative politics, "good old boy" club |
| conservative views |
| Construction |
| Cost of housing |
| Cost of Living |
| Cost of living |
| Cost of Living |
| Cost of living - Lack of diversity |
| Cost of living (especially housing) in relationship to career development opportunities. |
| Cost of living a an young adult can be a little pricey when it comes to housing in Ottawa County. |
| Cost of living but this is high everywhere right now |
| Cost of living in Ottawa County is very high. |
| Cost of living or just cost of housing in general |
| Cost of living, dense talent market |
| Cost of living, housing availability |
| Cost of living.  Rapid development.  Massive migration of people coming into our area. |
| Cost of living. Not as many professional job opportunities. |

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| Cost of living/ housing, not as diverse of community or resources as in larger cities, more conservative values |
| County government unpredictability, local opinions on politics, which influence the culture. Lack of support for more progressive work ideals. Significant lack of affordable housing due to typical development patterns and the rise of Short Term Rentals. |
| Distance from family and weather |
| Diversity is less integrated and more segregated |
| Diversity, especially a lack of religious diversity in that everyone is pretty much assumed to be Christian to the point that it feels oppressive. |
| Dominant cultural tone doesn't align with an inclusive community. Excessive advertising and signage in town. |
| Dominant political views, social service accessiblity |
| Employment Opportunities |
| High Housing Costs |
| High housing costs and low housing availability |
| high rent costs |
| Highly conservative commissioners recently who have reduced social safety nets and inclusivity. |
| Housing & transportation |
| Housing availability and affordability |
| Housing is insanely expensive. It seems all the out of towners have summer homes here and it makes my commute to work well over 45 min. I could never afford to live close to work. |
| I am near my husband's family, but far from my own (from Detroit). It is hard to plan visits with them and to see them on a regular basis. |
| I can't think of anything other than maybe traffic but who can really control that anyways! |
| I do not feel as though the community provides equitable opportunities to anyone who is not white, christian, and conservative. Nor is it inclusive |
| I lived and worked in Ottawa county for about 2 - 2.5 years and felt like finding true friendships was hard. People are welcoming but there was never anyone that truly got me or felt like a long term friend. My commute was easy but I got very lucky. I think most commutes in the area can be 30 - 40 minutes which to me feels too long. Cost of living is SO much higher in these areas than it ever been. Rent is the same as I paid in Philly and that is outrageous to me. |
| I love living in this area. The only concerns I see are shifts starting to move away from the conservative values that have made our community strong and created the destination it is today. |
| I wish there was more opportunities for social work jobs. |
| Inconvenient to travel between some parts of the county |
| inflation, cost of living |
| Internet |
| It is a little small. I enjoy living in big cities. |
| Job market is awful here. Especially in Tech sales. It does not really exist. Plus many people are into Jesus and family life. I am 30 years old. I prefer more to life. It is great if you're retired and have wealth. It is pretty area. But the culture is passive aggressive and very small business oriented mindset (I have worked with North America) and MI is not known for business outside of the automotive sector and healthcare sector. |
| Lack of competitive pay, lack of growth opportunities, and lack of healthcare options. |
| Lack of Diversity |
| Lack of diversity within professional circles in the area, public transportation outside of city limits is nonexistent, polarized/challenging political spaces, housing costs in the area are skyrocketing |

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| Lack of diversity, lack of public transportation opportunities, political echo chambers |
| Lack of diversity, raging political views, and weak public schools |
| Lack of diversity, very narrow worldviews |
| Lack of inclusivity of diverse identities, lack of people of color in positions of leadership, discrimination against young leaders/professionals. |
| Lack of inclusivity, community of young professionals, and extremist/political views and groups such as the Ottawa Impact group. |
| Lack of people my own age, small worldview |
| Lack of representation in corporations or work environments. This leads to difficulty when wanting to connect in a work space. |
| Lake effect snow, Michigan weather, lots of road construction |
| Limited diversity compared to other areas we have lived in the US (California) |
| Long commutes to job opportunities. Not a lot of job opportunities in general. |
| Long Commutes. |
| Long term career growth opportunities |
| Lots of big business and the smaller business are scattered. Lack of entrepreneurial community with the entrepreneurs. |
| Low hard tech founder density |
| Lower wages than in bigger cities |
| Many of my friends have moved away because they've experienced discrimination on the basis of their race/ethnicity or their LGBTQ+ identity. |
| Minimal diversity. Don't feel welcome because I'm not religious. |
| My girlfriend is not from this area, and my college is not in MI. Because of that, I have certain connections that might take me away from the area. |
| N.A |
| N/A |
| No sense of community, no diversity, dominant political views, entitled civilians |
| Nondiverse population (ethnicity/religion/perspective), radical political views, limited job opportunities outside of specific industries |
| None yet. |
| None, although there are things that don't go well I wouldn't count them as drawbacks. They are just day to day instances. |
| North side holland doesn't have a good community center for families |
| Not a lot of opportunity for growth. Longer commutes to younger/happening communities (such as GR). Not close to my partner.  Lack of diversity in both people and restaurants/grocery. |
| Not a lot of places are walkable and the community can be more diverse and closer. I think we do better then most places but its can be greatly improved. The cost of living is high. |
| Not enough convenient public transportation |
| Ottawa Impact |
| Ottawa Impact, political challenges, winter weather, old rich white people that run the city and think they are royalty |
| Our fimily were migrant worker.  We came to Michigan from about 1942-43.  We worked in the fields in the summer and in the fall go back to Austin, Tex.  In about 1952-53 we setlled in Holland. To make the story short, I met my wife in Holland, married and had three children.  At the time we were married we were denied housing because of our race.  Our parents had the same problem.  My wife and I made a decision to get in the community to make changes for the sake of our children and those settlling out of the migrant stream.  Families started to get together to organize to address the problems of that time. |

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| Several organization were formed. We decided it was better to form one organization to have one voice.  Latin American United for Progress (LAUP) was created around 1975.   We met with city and county officials as well with State representatives to discusses the problems we were experiences. Most of the officials of that time took the time to listen and made some changes in education, housing, employment ...... The sad part of it is that we are still talking of the same problems today.  I would suggest to start addressing the issues that keep minorities from living the American Dream. |
| Political division, cost of living, "gate-keeping" by established and prominent individuals/groups |
| Political landscape, housing |
| Political views, lack of apartment complexes, food and people diversity, public transportation (lack of Lime Scooters, Ubers) |
| Poor public transportation, stigmas and bias against newcomers, "savior mentality" towards those who are low income |
| Poor traffic flow; Ottawa county should invest in intelligent (sensing) street lights |
| Public transportation isn't ideal, harsh winters sometimes, cost of living is expensive |
| Real estate prices, lack of multiethnic interactions, lack of diverse eating out food options |
| Rent and housing prices |
| Seems like more and more buildings are going up and land is not being preserved |
| Slow/bad drivers, long commute to the highway and GR - could benefit from a train system, everything closes early, not a lot of nightlife opportunities or options for adults without kids |
| Small downtowns with no commercial businesses |
| Some of the politics and stakeholders in that system, entrepreneurial opportunities and community is a great start at the moment, but still a bit limited |
| State-regulated highways in residential areas, finding options with my dietary restrictions (vegan), finding a job in my desired industry and within my desired salary range, we're also concerned about the quality of schools |
| Strong political values & high cost of living |
| The cold winters |
| The cost of living in Allegan County and Ottawa County may be relatively high, especially in terms of housing, healthcare, and daily necessities. |
| The distance from grand rapids which is my home |
| The Dutch CRC community is very cliquey. If you're not Dutch or CRC, you're an outsider, even if you're another denomination of Christian. It's hard to fit into this community when you're not Dutch. |
| The Holland/Zeeland area (can't speak to broader Ottawa County) feels like it is a place where you settled down once you have a family (married, already have children or planning on it) versus a place to meet someone and then settle down. Very orientated towards family life versus the life of a single, young professional. |
| The lack of diversity (although it seems to be growing!) and reliable public transportation are downsides to our region. |
| The metro/downtown areas are few and far between - would love to see more/better upkeep of main streets and more local arts + shopping. |
| The pace of life is a little fast |
| The political climate and lack of diversity |
| There are not many engineering opportunities that I am interested in outside of my current job in Allegan county. |
| there is no...at the moment |
| Traffic |
| Very conservative area |
| Way too religious. |

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| When it's not winter, it's construction season. Too many tourists during Tulip Time. Downtown Zeeland isn't growing as fast as I think it could, and some of its rules are a little outdated; let us buy alcohol on sundays please. |
| While the overall cost of living is relatively low, housing prices in some areas may rise, affecting budgets. |
| Working at an environmental based non-profit but needing to get money from donors who are very right-leaning politically |

# PRESENTED BY

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