2018 Community Survey
Summary of Needs and Opportunities

CAPE COD YOUNG PROFESSIONALS
Survey Purpose and Objectives

**PURPOSE:**
Gather current data from the community to help direct CCYP’s strategic planning process and future programming decisions.

**OBJECTIVES:**
1. Gauge general public perception/awareness of CCYP
2. Measure satisfaction of current members and sponsors
3. Understand non-member reasons for not joining/renewing
4. Obtain updated information on the current needs of young professionals on the Cape
   - Mini follow-up to Shape the Cape Survey – are we still on track?
Who Responded?
Respondent Demographics

400 TOTAL RESPONDENTS

By Gender
- Female: 72%
- Male: 28%

By Age
- 18 - 24: 10
- 25 - 34: 20
- 35 - 44: 30
- 45 - 54: 40
- 55 - 64: 50
- 65 - 74: 60
- 75 or older: 10

Total: 400 respondents
Who Responded?  
Respondent Demographics

n = 209

INDUSTRY
- 22% Nonprofit
- 22% “Other”
- 12% Banking/Finance
- 9% Marketing/Communications
- Just 2% for Trades and about 3% Science/Tech

JOB FUNCTION
- 15% Management
- 11% Owner/Sole Proprietor
- 10% Advertising
- 10% “Other”
- 7% each Administrative and Sales
Who Responded?
Geographic Distribution

Respondents spanned 27 Zip Codes
Who Responded? Members vs. Non-Members

43% = Current or Past Members
48% = Not Affiliated with CCYP in any way
Community Needs and Perceptions
Community Needs

Top Needs to Live and Work Successfully on Cape Cod

- Housing - affordable/attainable pricing
- Job opportunities - advancement
- City/County/State Policies that support living and working on Cape Cod year-round
- Housing - year-round options/availability
- Child care - affordable/attainable pricing
- Employee recruitment - quality candidates
- Business support - a supportive business community
- Work from home/telecommuting options
- Technology - high speed internet access/availability
- Student Loan Debt Relief
- Job opportunities - in my field of choice
- Higher Education - 4-year and/or graduate level
- Training/Career Development (i.e., workshops, certifications)
- Business support - entrepreneur training/mentoring
- Business support - startup capital
- Child care - options/availability
- Child care - after school care
- Transportation - options/availability
- Mentoring/support from the community
- Employee recruitment - resources/time to recruit
- Higher Education - 2-year and/or continuing education
- Business support - physical space
- Transportation - affordable/attainable pricing
- Job opportunities - entry level
- Trade Education/Training

- Student Loan Debt Relief
- Technology - high speed internet access/availability
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- Business support - physical space
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Community Needs

• **Highest Rated Needs**
  – Housing (affordable/attainable pricing)
  – Job Opportunities (advancement)
  – City/County/State Policies that Support Living and Working on Cape Cod Year-Round
  – Housing (year-round options/availability)
  – Child care (affordable/attainable pricing)

• **Lowest Rated Needs**
  – Job Opportunities (entry level)
  – Transportation (affordable/attainable pricing)
  – Business support (physical space)
  – Higher Education (2-year and/or continuing ed)
  – Employee recruitment (resources/time to recruit)
Putting the *Results* to Work
CCYP Strategic Plan

Top 10 Highest Rated Needs

- Housing
- Job Advancement Opportunities
- Better Policies
- Child care
- Quality candidates/recruitment
- Supportive Business Community
- Technology
- Student Loan Debt Relief
- Higher Education (4-year/grad)
Opportunities for Focus

• Advocacy for Policies and Resources
  – Housing Action Plan with CCYP-specific work
  – Child care
  – Student Loan Debt

• Marketing and Promotion
  – Through improving documentation/promotion of existing events
  – By creating messaging → Cape Cod is a vibrant place to live and work

• Skills-Based Job Development
  – Education of both workforce and employers

• Support, Partner, or Contribute New Ways of Thinking
  – Technology Infrastructure
  – Entrepreneur Development