

NEXT GEN Perceptions Survey

- **Survey Beta Test** - Talent Dubuque: An Intern Engagement Program participants, 64 responses
- **Launched** - November 1, 2023
- **Closed** – December 15, 2023
- **Outreach Methods**
 - Local Institutions of Higher Learning
 - High School Seniors in Dubuque & Dubuque County
 - Young Professionals Groups in Dubuque & Dubuque County
 - AccessDubuqueJobs.com Workforce Investors
 - Distinctively Dubuque Alumni
 - Opportunity Dubuque Participants
 - Dubuque Works Partners
 - Community Organizations - Dubuque Unidos, The Black Mens Coalition, Arts & Culture Nonprofits, Others
 - Greater Dubuque Communications - E-newsletter(s), Direct Email, Boosted
 - Social Media, Print Ads

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At Close of Survey:

- 2,061 valid responses with 90.2% (1,859) reporting demographic info

AGE:

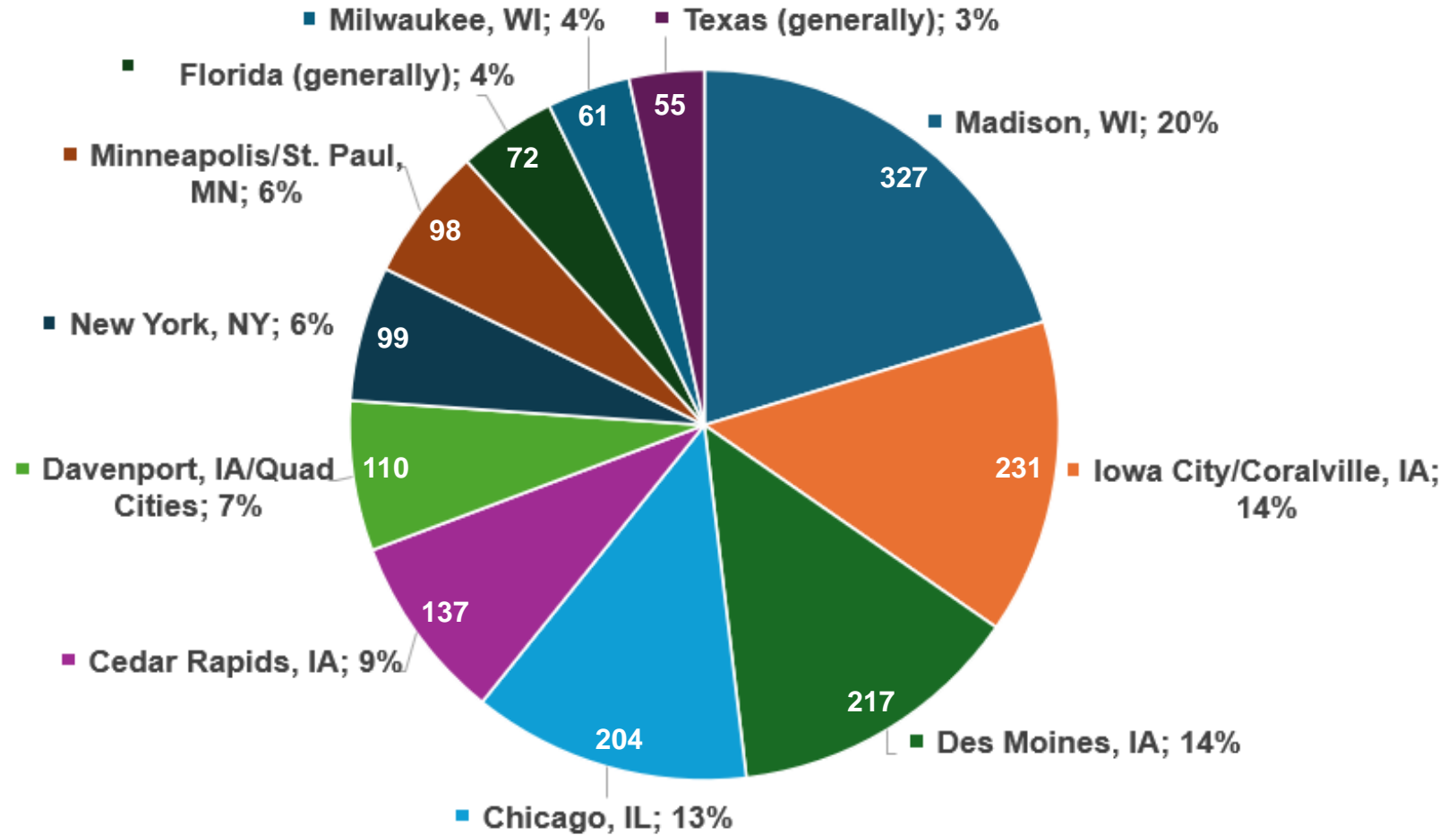
- 74.7% (1,540) of responses from target age of under 40.
- 56.1% (1,157) of respondents are 30 and under.

RACE/ETHNICITY OVERALL:

- 77.7% (1,601) White/Non-Hispanic
- 3.6% (75) Hispanic/Latino
- 2.4% (50) Black/African American
- 1.2% (24) Asian
- 0.7% (14) American Indian/Alaskan Native
- 0.3% (7) Native Hawaiian/Pacific Islander
- 2.0% (42) Two or more races or ethnicities
- 0.3% (6) Other
- 1.8% (38) Prefer not to answer
- 9.9% (204) Skipped question

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Top Competitor Communities as Identified as Alternatives to Living in Greater Dubuque Region by all 40 and under respondents



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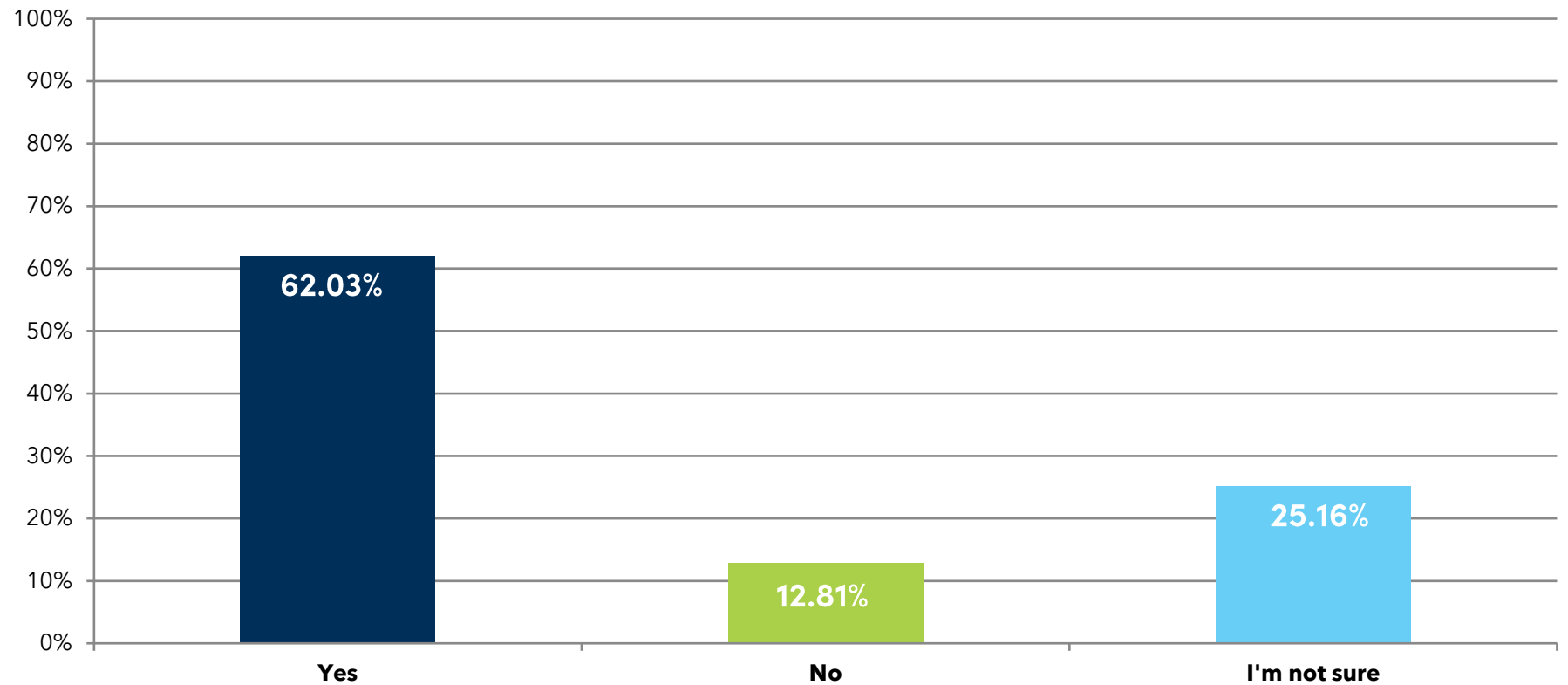
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**Are you
considering
staying in the
Greater
Dubuque
region?**

Yes = 641

No = 183

Unsure = 333



*Chart above and those on following slides reflect 1,157 responses associated with 30 and under.

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Why are you planning to stay?

Proximity to family: Many respondents mentioned that their family lives in the area or that they want to stay close to family members.

Job or career opportunities: Several individuals cited their job or career as a reason for staying, highlighting stable employment or business ownership in the community.

Sense of community: A significant number of respondents expressed appreciation for the sense of community in Dubuque, mentioning established social networks, friendships, and a feeling of belonging.

Quality of life: People mentioned various aspects contributing to their quality of life, such as low cost of living, good schools, safety, and access to amenities and outdoor activities.

Familiarity or attachment to the area: Many respondents indicated that they grew up in Dubuque or have lived there for a long time, expressing a sense of attachment to the community and a preference for its characteristics.

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Why are you planning to stay?

"Love all the varieties of things to do here. Lots of outdoor activities and a lot more fun businesses popping up."

"I enjoy Dubuque and my family is here."

"I love that my family is near, and I enjoy that Dubuque is not a big city but also has enough that I do not have to drive very far to go to the store."

"I am overall happy with the amenities available, and I am close to family."

"Dubuque is a nice size! It has everything I need but is not super busy. I really enjoy all the events that are open to the public, especially the town clock music events and farmers market."

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Why are you considering leaving?

Limited Job Opportunities: Many individuals express a desire to move to areas with better employment prospects, including specific fields like aviation, healthcare, cinema, and acting.

Seeking Diversity and Cultural Opportunities: There is a common theme of wanting to live in more diverse and culturally rich environments, with some respondents feeling that Dubuque does not provide the diversity or cultural amenities they desire.

Preference for Urban Environment: A significant number of respondents express a desire to live in larger or more urban cities, citing reasons such as a faster-paced lifestyle, more amenities, and a broader range of cultural and recreational opportunities.

Educational Pursuits: Many individuals mention leaving Dubuque for educational reasons, either to attend college elsewhere or pursue higher education in locations perceived as offering better academic and career opportunities.

Personal Growth and Exploration: Several respondents express a desire for personal growth, new experiences, and exploration, indicating a feeling of being held back or limited in Dubuque.

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Why are you considering leaving?

"I am leaving Dubuque for a more fast-paced environment. Boston offers more opportunities for lifestyles that Dubuque doesn't. Not to mention, I can make a greater impact on a community that aligns with my personal goals and lifestyle."

"I'm not happy, unfriendly people, nothing to do"

"I feel like the town of Dubuque is just extremely old, the events, shopping, restaurants, and culture is rooted around an older generation especially considering this is a college town it has a way older feel than like Cedar Falls or Ames or Iowa City"

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Why are you considering leaving?

"As a queer person, there's no community here for me and honestly, I don't feel safe in Dubuque anymore."

"The city is pretty but it is very run down and old so the new generation has nothing exciting, new or pretty. There also isn't a lot of diversity here, there is no sense of culture."

"I grew up here and there are not many opportunities to grow."

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What would sway your decision?

Employment Opportunities: Numerous respondents mention job-related factors, such as finding good-paying jobs, job opportunities after graduation, and career growth.

Housing Affordability: The cost and availability of housing are significant concerns, with mentions of expensive housing, the need for affordable rentals, and difficulties in finding suitable housing.

Community Amenities and Entertainment: Residents express a desire for more activities and amenities, including entertainment options, recreational facilities, and diverse dining and shopping experiences.

Family and Relationships: Family-related factors, such as proximity to family, family decisions, and the overall environment for raising children, play a crucial role in the decision to stay or leave.

Diversity and Inclusivity: Some respondents highlight the importance of diversity, inclusivity, and community values, expressing concerns about the lack of opportunities for people from different backgrounds.

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What would sway your decision?

"The cost of housing and overall living costs were the most prominent factors when deciding whether to stay or leave."

"Housing is the big factor. A lot of housing is very expensive for both renting and purchasing."

"Mostly what will sway me is the ability to find work once I'm out of school, as well as affordable housing."

"If I can find a good job here."

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What would sway your decision?

"Job opportunities, outdoor activities, whether I can find affordable land that meets my needs."

"Family, job pay, housing."

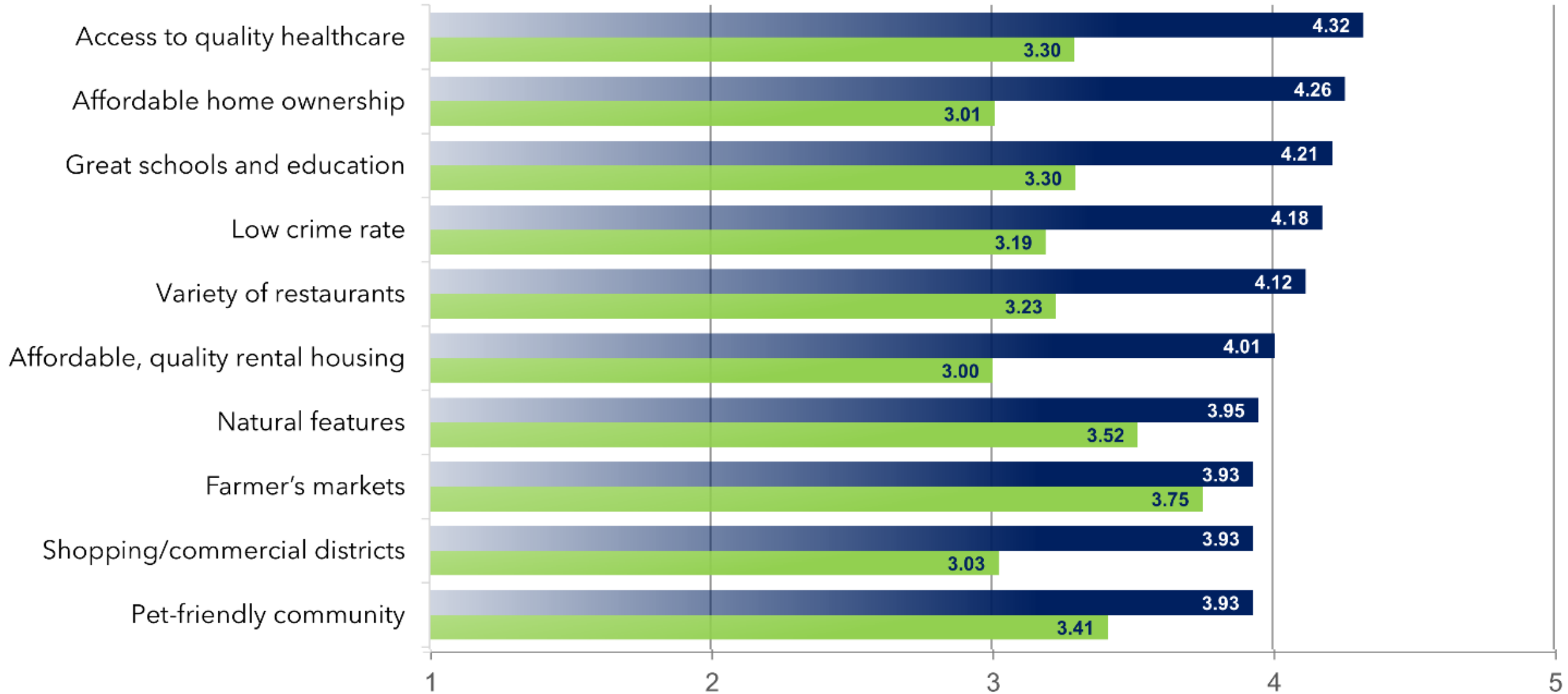
"The pay for my career is a huge factor. Along with childcare options that are available and credible."

"Focusing on my career, affordability of living, and job opportunities will significantly sway my decision.""

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Rating importance of all 35 factors provide when choosing where you live / work in the future versus how Greater Dubuque ranks on same factors*

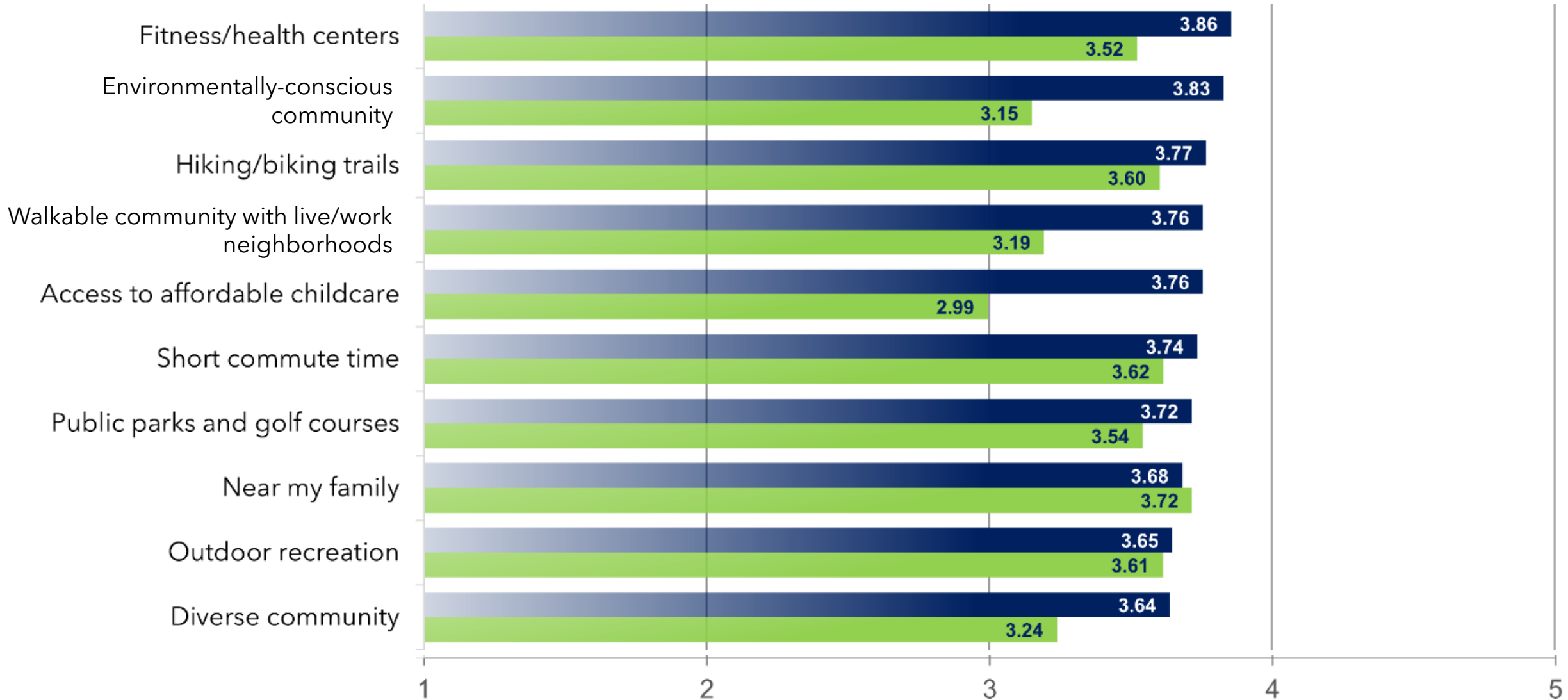


*Results reflect responses from 1,157 persons surveyed who identified as 30 years old or younger

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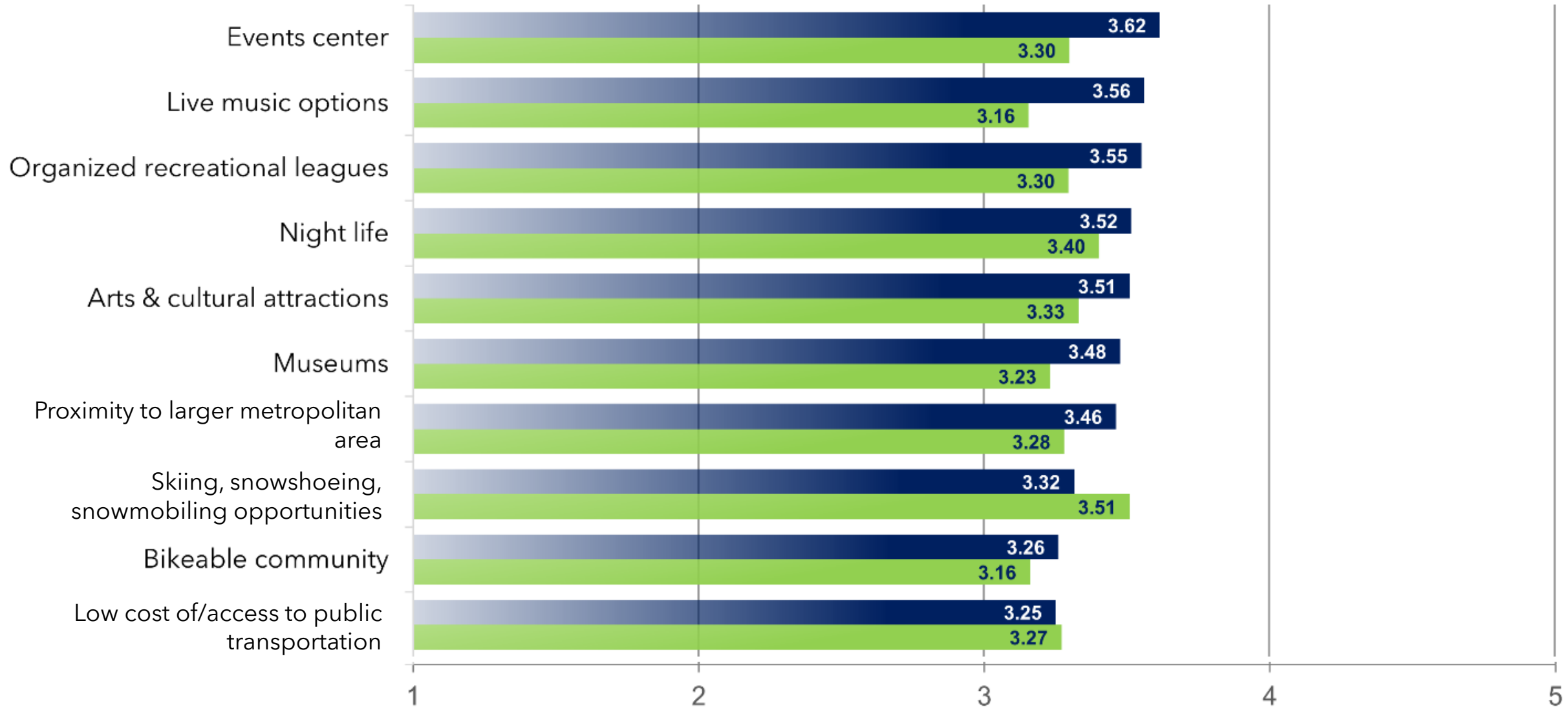


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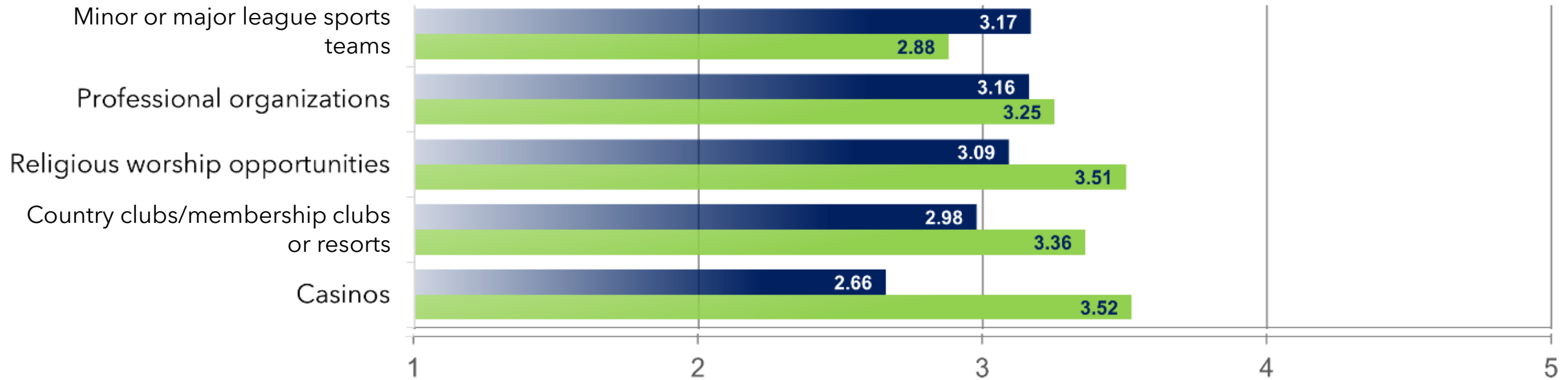


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