



Chamber of Comm

LA CROSSE AREA

Constant Contact Survey Results

Survey Name: Young Professional Visioning

Response Status: Partial & Completed

Filter: None

11/7/2016 3:10 PM CST

*Where did you predominantly grow up?

Answer	0%	100%	Number of Response(s)	Response Ratio
The 7 Rivers Region (western Wisconsin, southeast Minnesota, northeast Iowa)			35	30.7 %
Wisconsin (outside the 7 Rivers Region)			27	23.6 %
Minnesota (outside the 7 Rivers Region)			16	14.0 %
Iowa (outside the 7 Rivers Region)			5	4.3 %
Illinois			3	2.6 %
La Crosse			17	14.9 %
Other			11	9.6 %
No Response(s)			0	0.0 %
Totals			114	100%

*Do you have children?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			48	42.1 %
No			66	57.8 %
No Response(s)			0	0.0 %
Totals			114	100%

***Why did you move to the La Crosse area? Select all that apply.**

Answer	0%	100%	Number of Response(s)	Response Ratio
Born Here			29	25.6 %
A Job Attracted Me			38	33.6 %
Came Here for School			38	33.6 %
Could Live/Work Anywhere. I Chose It.			16	14.1 %
My Spouse Found a Job Here			15	13.2 %
To Be Close to Family			34	30.0 %
Other			12	10.6 %
Totals			113	100%

Housing: Please select your current housing situation. Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Live with parents/family member			4	3.5 %
Rent: live alone			17	14.9 %
Rent: have roommates			16	14.0 %
Own			68	59.6 %
Other			9	7.8 %
No Response(s)			0	0.0 %
Totals			114	100%

***Rank the top attractions to living in the La Crosse area?**

1 = Least

Answer	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Ranking Score*
Career Opportunities											109	6.1
Cost of Living											109	6.5
Family and/or Friends											109	6.8
Local Restaurants and Bar Scene											109	6.0
Schools											109	5.5
Accessibility to Public Parks, Hiking, Biking, etc.											109	7.0
Culture, Art, Music											109	5.6
Quality of Shopping											109	4.1
Public Transportation											109	3.1
Other											109	4.3

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

TextBlock:

During our Young Professional's planning session, several areas of importance were identified. Please help us collect more detailed information in the following valued areas.

TextBlock:

Downtown La Crosse Shops & Restaurants


When asked what can be done to attract talent, the group answered, "Downtown bars and restaurants."

Please let us know based on our current downtown businesses, how we're doing.

1 = We have too few., 2 = Just the right amount & mix., 3 = The right amount, but we need more variety., 4 = We have too many.

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Restaurants					102	2.4
Shops					102	1.9
Bars					102	3.0

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Talent Attraction: The group said downtown La Crosse businesses are a selling point for attracting  talent. What qualities do you feel are most appealing to encourage someone to move to the La Crosse area? Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Locally owned			70	67.9 %
Continuously new options			42	40.7 %
Family friendly			59	57.2 %
Energetic Nightlife			45	43.6 %
Historic preservation			42	40.7 %
Mix of residential, offices, retail and restaurants			60	58.2 %
Quality of the businesses			51	49.5 %
Other			5	4.8 %
Totals			103	100%

Outdoor Recreation Attraction: When asked how to attract more talent, the group replied "access to bikes, trails, outdoors, etc." Based on our current outdoor recreational opportunities that are within a day-trip, how is our quality in the following areas?

1 = Poor, 3 = Adequate, 5 = Exceptional, 6 = Don't Know

Answer	1	2	3	4	5	6	Number of Response(s)	Rating Score*
Hiking/Trail Running							102	4.5
Mountain Biking							103	4.9
Sailing/Wind Surfing							102	4.5
Motorized Boating							103	4.7
Fishing							100	4.6
Cross-Country Skiing/Snowshoeing							103	4.5
Downhill Skiing							102	4.0
Kayaking/Canoeing							103	4.4
ATV/Snowmobile Trails							102	4.9
Dirt Bike Tracks (motorized)							102	5.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Boat Access: In our visioning session, better access from the river to downtown La Crosse ranked high. If you agree, describe your vision.

46 Response(s)

Concerns with housing stock was mentioned as a problem. Please tell us your satisfaction with the current offerings of housing.

1 = Highly Dissatisfied, 2 = Somewhat Dissatisfied, 3 = Satisfied, 4 = Somewhat Satisfied, 5 = Highly Satisfied

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Rental Quality						94	2.2
Rental Affordability						94	2.2
Rental Locations						94	2.6
Owning Quality						94	3.2
Owning Affordability						94	3.0
Owning Locations						94	3.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

MentorshipsThe Young Professionals said mentorships were the top way to develop themselves as future business leaders. Where are you seeking that advising?

Answer	0%	100%	Number of Response(s)	Response Ratio
A program within my company.			28	30.7 %
A program with someone outside of my company.			21	23.0 %
Either.			45	49.4 %
Totals			91	100%

What are you seeking in a mentorship? Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Career Path Advice			64	73.5 %
Work-Life Balance			50	57.4 %
Stress Reduction			34	39.0 %
Best-Practices Sharing			57	65.5 %
New Ways to Work through Current Issues			34	39.0 %
Women-in-Leadership Advice			39	44.8 %
Just Someone to Listen, Not Advise			11	12.6 %
One on One Opportunities			42	48.2 %
Group Opportunities			27	31.0 %
Fostering insight			25	28.7 %
Identifying Needed Knowledge			34	39.0 %
Expanding My Horizons			56	64.3 %
Other			3	3.4 %
Totals			87	100%

Talent Retention: To keep our talent here, the Young Professionals identified "continuing our small business/entrepreneurial atmosphere". Tell us what this statement means to you.

45 Response(s)

***Volunteering**The desire to get involved in the community/volunteer was a top answer. Please tell us your current level of involvement outside of your work commitments in any of the following:

1 = Not Interested, 2 = Not Involved, but Interested, 3 = Somewhat Involved, 4 = Very Involved/Leadership Role

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Athletic Activities					95	2.2
Hobby					95	2.5
Religious Activity					95	1.9
Professional Development					95	2.6
Cause or Event					95	2.6
Charitable Cash Donations					95	2.1
Other (describe below)					95	1.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Developing Business Leaders: The need for an apprenticeship program and engagement with the universities came up. Please specify in what areas you would like to see work done. Select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
More mentoring of college students			59	64.8 %
Increased internship opportunities			67	73.6 %
Engagement of area high school students			62	68.1 %
Engage middle schoolers			25	27.4 %
Engage grade schoolers			15	16.4 %
Early childhood prevention			14	15.3 %
Other			2	2.1 %
Totals			91	100%