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# Factors that Attract and Retain Young Professionals in the Greater Area of Aiken County, South Carolina

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A Delphi Study Conducted by the Greater Aiken Chamber of Commerce  
Young Professionals Blue Ribbon Panel

June 30, 2007

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## **Greater Aiken Chamber of Commerce Young Professionals Blue Ribbon Panel**

The success of marketing the Aiken area as a haven for retired persons is clearly demonstrated by the growth in the size of that population and by the increasing investments in housing and related services aimed specifically at that group. There is a growing perception that young people, particularly those with professional/management career aspirations, are not arriving in sufficient numbers to provide for the long-term viability of an age-diverse community. In that light, the Board of Directors of the Greater Aiken Chamber of Commerce have created a task force to gather information on this topic, and to make recommendations to them no later than September 2007.

### **Charge**

To define the issues and trends associated with the populations of recent college graduates and young professionals who elect to work and/or reside in the Greater Aiken Area. This working group will explore the relative position of this community in comparison to others of like size, develop a conversation with members of the target group to better understand the issues, and propose to the Chamber Board programs, activities, policies and/or strategies that will enhance this locale as an attractive community for this group in the years to come.

### **Members**

Dr. Thomas L. Hallman, Chancellor, University of South Carolina Aiken, Chair

Mr. J. David Jameson, President & CEO, Greater Aiken County Chamber of Commerce

Mr. Corey Feraldi, University of South Carolina Aiken

Ms. Andrea Haltiwanger, Security Federal Bank

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Ms. Fran Jones, Bridgestone/Firestone

Mr. Joe Lewis, First Citizens Bank

Mr. Jim Little, President, Washington Safety Management Solutions

Mr. Greg Paschal, A. G. Edwards

June 2007

### **Research and Report Preparation**

This research was sponsored by the Greater Aiken Chamber of Commerce and the University of South Carolina Aiken. Research was conducted by the USC Aiken Office of Institutional Effectiveness, and the report was prepared for the Blue Ribbon Panel by Dr. Braden J. Hosch.

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## **Executive Summary**

This report presents findings from a multi-part survey or Delphi study of young professionals concerning opportunities and quality of life in Aiken County, South Carolina. This research is significantly indebted to the work of Richard Florida (2002; 2005), which links the creation of a “creative class” with high levels of economic activity. While Florida’s work focuses on urban centers, this project explores how the needs of this group of creative young professionals might be addressed in the more rural environment of Aiken, South Carolina. This project is sponsored by the Greater Aiken Chamber of Commerce and conducted in conjunction with USC Aiken. Results from the study will inform recommendations to the Chamber about programs, activities, policies and/or strategies that will enhance Aiken as an attractive community for young professionals in the years to come.

Through an iterative process, this study collected feedback from young professionals who live or work in the greater Aiken area about what attracted them to Aiken and what keeps them in the area. Participants were also asked about what might prompt them to leave Aiken as well as what actions should be taken to attract more young professionals to the area. While about 100 individuals participated in this study, its findings are intended to be suggestive about broad issues affecting young professionals in the area.

### **Factors that Attracted Young Professionals to Aiken**

Cultural factors and aspects of the community were the top factors that attracted young professionals to Aiken. Respondents indicated that the most attractive feature of the community was its friendly people. Second tier attractive features included a short commute, the beauty or aesthetics of the community, the family-oriented nature of Aiken, along with the community’s character and sense of pride. Economic factors, such as affordable housing, low cost of living, and good business climate were rated slightly lower in terms of attracting these individuals to the area, and lowest rated items were horses, golf, and arts organizations.

One respondent observed that most young professionals cannot afford horses or golf, and several noted that Aiken is not their first choice of places to live. When respondents were asked to review initial findings, some participants suggested that importance of factors, such as having a job that pays well and career opportunities may have been muted in how people characterized their decision to live in Aiken. The primacy of economic factors in young professionals’ characterizations of what keeps them in the area and what might prompt them to leave lends credence to this interpretation.

### **Factors that Keep Young Professionals in Aiken**

Economic factors were cited as the primary reasons young professionals stay in Aiken and they were rated more highly than the top items that initially attracted this group to the area. The highest rated item was satisfaction with career, followed closely by quality of life. Other highly rated items were cost of living, good housing market/property values, and career opportunities/good job market. Lowest rated items again were horses and golf, but cultural events, spouse’s career, and people from diverse geographic regions also ranked low in participants’ estimation of what keeps them in the area.

As participants reviewed these findings, there was little disagreement with the importance attached to economic factors. Perhaps importantly, when respondents cited searching for

opportunities elsewhere, the cities most frequently cited were the nearby small cities of Augusta, Georgia or Columbia, South Carolina, rather than larger metropolitan areas of Charlotte, North Carolina or Atlanta, Georgia, suggesting a strong attachment to the regional area and also an affinity for a lifestyle not connected to a major city.

### **Factors that Might Prompt Young Professionals to Leave Aiken**

Economic factors were cited as the primary reasons that young professionals might leave Aiken. The top reason respondents indicated they might leave was a better job, followed by business opportunity elsewhere. Other highly rated items were a lack of jobs in the area, family reasons, loss of job, and spouse or significant other. Lowest rated items included geographic reasons, financial windfall, and either too much or not enough growth.

A recurrent subtext in the free responses indicated that some young professionals viewed a lack of tolerance in the community to be a negative feature of life in Aiken. These viewpoints prompted a number of other participants to object strongly to negative characterizations of Aiken, either. The distribution and nature of these responses suggest a perceptual division among those who participated in the study that roughly correlated with the length of time participants had lived in Aiken – those with shorter tenure in the community were apt to deem it less tolerant than those who had lived in Aiken more than ten years.

### **Priority of Actions to Attract More Young Professionals to Aiken**

Economic factors were cited as the top priorities for action to attract more young professionals to Aiken. Respondents rated higher salaries as the top item of importance and a wider range of job opportunities for young professionals was rated second. These were the most highly rated items in the entire study, closely followed by attracting new industry and corporate headquarters. Other highly rated items included improving the local schools, involving young professionals more in community organizations and boards and increasing opportunities for this population to develop professionally in their current positions. Free responses indicated the need for more technology-oriented retailers (Best Buy, Circuit City) and bookstores, as well as a shift in area marketing to extend beyond highlighting Aiken as a retirement community.

After reviewing the survey results, respondents in general agreed with this list of priorities, although several participants noted the tension between increasing salaries and maintaining a low cost of living.

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## Methodology

This study was conducted following the general practice of a Delphi Study, which uses an iterative process by which qualitative responses are collected, rated, and then commented upon. Throughout the process, all participants receive raw responses and analysis for comment on the wisdom or shortcomings found in the group’s compilation. Further comment allows, in effect, for creation of a “minority report” if there are perceived weaknesses in the ranked list (Brown, B., Cochran, S. & Dalkey, 1969; Linstone, H. & Turoff, M, 1975).

## Participants

To identify survey participants, the Chamber of Commerce sent an email request to members asking them to forward names and email addresses of young professionals in their organization between the ages of 22 and 39 in professional or career employment working and living in the City of Aiken or nearby who would be willing to participate in the survey. From this request, a distribution list of 220 separate email addresses from 68 different email domains (roughly representative of one company or organization per domain) was compiled. All email communication with participants was conducted through the email address of the CEO and President of the Chamber of Commerce.

At all stages of the process, individuals were informed that their participation in the study was completely anonymous, in no way were participants or non-participants tracked nor identified. Some brief demographic information was collected at various stages to assist in the analysis of the results.

## Wave 1 Prompts, Participants, and Analysis

The members of the Blue Ribbon Panel developed four prompts to which participants were asked to respond:

1. What are the 2-3 major factors that attracted you to live and/or work in Aiken?
2. Beyond the factors that initially attracted you to Aiken, what are 2-3 factors that keep you in the area?
3. What are 2-3 factors that might prompt you to leave Aiken?
4. What are 2-3 actions that should be taken to attract more young professionals to live and work in the Aiken area?

These prompts were placed into an online survey using TLT Flashlight and an invitation to provide feedback to the prompts was extended to a group of 80 individuals (40 men and 40 women) were selected randomly from each identifiable email domain to provide a randomly selected cross-sample for wave 1 of the study. Of these 80 individuals, 24 responded, for a response rate of 30%; participants provided a total of 199 separate responses to four prompts (see below). It is important to observe that the collection of qualitative data in Wave 1 of the study does not require a large sample to garner reliable results.

## Wave 1 Respondent Profile

<b>Gender:</b>	<b>N</b>	<b>Pct</b>	<b>Age:</b>	<b>N</b>	<b>Pct</b>
Male	10	42%	Younger than 25	2	8%
Female	14	58%	25-29	6	25%
			30-34	6	25%
			35-39	9	38%
			40 or older	1	4%

<b>Race or Ethnicity</b>	<b>N</b>	<b>Pct</b>
African American or Black	3	13%
Hispanic	1	4%
White	20	83%

Responses from all participants were assigned a category code and a subcategory code. From the coded responses, duplicated items were removed. These unduplicated items served as the basis for questions posed to participant in the second phase of the study. Responses from Wave 1 appear in the Appendix.

## Wave 2 Prompts, Participants, and Analysis

A total of 220 individuals were invited to participate in the second wave of this study to identify ways to attract young professionals to the Aiken, South Carolina area and retain them. These individuals were invited to rate unduplicated items provided in Wave 1. Prompts for Wave 2 were as follows:

1. Indicate the importance of factors that may have attracted you to live and/or work in Aiken (7=Very Important, 1=Not At All Important).
2. Indicate the importance of the factors that may keep you in the area (7=Very Important, 1=Not At All Important).
3. Rate the importance of factors that might prompt you to leave Aiken (7=Very Important, 1=Not Important At All).
4. Rate the actions that should be taken to attract more young professionals to live and work in the Aiken area in terms of their priority (7=Highest Priority, 1=Lowest Priority).

Participants rated these items in the online survey environment of TLT Flashlight and were also asked to provide any additional items that might have been missing from each list. A total of 76 individuals responded to the survey for a response rate of 35%.

## Wave 2 Respondent Profile

### 1 Please indicate your age:

N	Percent	
8	11%	Under 25
22	29%	25-29
16	21%	30-34
25	33%	35-39
5	7%	40 or older

### 5 How many children do you have?

N	Percent	
34	45%	None
16	21%	One
18	24%	Two
8	11%	Three or more

### 2 Please indicate your gender:

N	Percent	
43	57%	Female
32	43%	Male

### 6 Which best describes your employment status?

N	Percent	
74	97%	Employed full-time
2	3%	Employed part-time
0	0%	Not employed, looking for work
0	0%	Not employed, not looking for work

**3 Please indicate your race or ethnicity:**

N	Percent	
14	18%	African American or Black
0	0%	American Indian
0	0%	Asian
1	1%	Hispanic
61	80%	White
0	0%	Other

**7 How long have you lived or worked in the Aiken area?**

N	Percent	
5	7%	Less than 1 year
11	14%	1-3 years
27	36%	4-10 years
33	43%	More than 10 years

**4 Which best describes your marital status?**

N	Percent	
21	28%	Single
52	68%	Married
3	4%	Divorced, not remarried
0	0%	Widowed

All responses were downloaded and analyzed in MS Excel and SPSS. The body of the report provides a ranking of each item by mean as well as an indication of significant differences in responses by various demographic characteristics using a two-tailed t-test.

### **Wave 3 Prompts, Participants, and Analysis**

Following analysis of responses from Wave 2, a summary of findings and ranked lists of responses were produced, and the entire study population was asked to review responses and provide feed back about the results. This feedback was collected again using the TLT Flashlight online survey tool with two open ended questions:

1. Please tell us about areas where you agree with findings from this report.
2. Please tell us about areas where you disagree with findings from this report.

Nineteen individuals provided feedback in Wave 3, although a web counter attached to the Wave 2 results indicated that the findings were accessed by 52 different computers. A typo in the second prompt was discovered thirty minutes after posting and fixed, but the first five respondents had a second iteration of the first prompt. Results were downloaded and distributed to the Blue Ribbon Panel; they appear as the final section of the body of this report.



## Factors That Attracted Young Professionals to Aiken

Cultural factors and aspects of the community were the top factors that attracted young professionals to Aiken. The highest rated feature of the community in terms of attractiveness was friendly people (6.04); clustered in the 5.72-5.75 range were: short commute, beauty/aesthetics of the community, family-oriented community, sense of pride in the community, character of community, and sense of community. Economic factors, such as affordable housing, low cost of living, and good business climate were rated slightly lower in terms of attracting these individuals to the area. Lowest rated items were horses (2.61), golf (2.73), and arts organizations (3.61). One respondent observed that most young professionals cannot afford horses or golf, and several noted that Aiken is not their first choice of places to live.

*Prompt: Indicate the importance of factors that may have attracted you to live and/or work in Aiken (7=Very Important, 1=Not At All Important).*

Highest Rated Items	Mean
Friendly people	6.04
Short commute	5.75
Beauty/aesthetics of the community	5.75
Family-oriented community	5.75
Sense of pride in the community	5.75
Character of community	5.73
Sense of community	5.72
Affordable housing	5.69
Low cost of living	5.65
Good business climate/potential	5.62

Lowest Rated Items*	Mean
Horses	2.61
Golf	2.73
Arts organizations	3.61
Grew up in Aiken	3.72
Spouse's career	4.23
Social opportunities	4.41

\* Excludes recoded items about career transition



### Other factors listed by respondents

- Green space
- Clean environment
- Aiken Technical College
- Family in neighboring county
- Best town nearest to husband's job-- which is in a rural area in a neighboring county.
- none
- You assume that I like it here! I answered based on what is important to me anywhere, not just in Aiken.
- Street design.
- Business signs that aren't overbearing.
- Underground electric service,
- Access to healthcare (Family Practice/Internist/general health)
- An opportunity to make a positive change in social issues..
- The only reason I work in Aiken is because my husband grew up here and refuses to leave this area. I would move in a second if he was willing.
- My husband had an excellent job offer and the housing market is very affordable compared to NY where we moved from. Cost of living is much cheaper here than NY.

## Attractive Features – All Responses Ranked by Mean

Indicate the importance of factors that may have attracted you to live and/or work in Aiken (7=Very Important, 1=Not At All Important).

Item	Frequencies							Summary		Significance					
	Very Important			Not At All Important				Mean	Std. Dev.	Age	Race	Gender	Married	Children	How Long
	7	6	5	4	3	2	1								
Friendly people	26	33	12	2	1	1	0	6.04	0.98					*	
Short commute	24	27	15	4	2	1	2	5.75	1.35	*	**				
Beauty/aesthetics of the community	24	26	16	5	1	1	2	5.75	1.33						
Family-oriented community	28	20	16	7	0	3	1	5.75	1.38					***	
Sense of pride in the community	24	24	18	6	0	2	1	5.75	1.26						
Character of community	25	21	20	6	0	2	1	5.73	1.28					*	
Sense of community	25	19	20	7	1	1	1	5.72	1.27						
Affordable housing	32	21	6	9	1	2	4	5.69	1.68				*		
Low cost of living	28	23	8	11	0	1	4	5.65	1.59						
Good business climate/potential	21	25	16	7	2	2	1	5.62	1.33	*					
Convenience of everything	22	25	14	6	5	1	2	5.56	1.45		***		**		
Growth of community	25	20	14	9	4	4	0	5.54	1.46	*	**		*		
Career Move (recoded)	27	23	12	4	1	1	8	5.47	1.86				*		
Climate	17	25	13	12	2	1	4	5.32	1.56						
Size of the community	14	27	16	9	5	3	1	5.31	1.41		*				**
Good career opportunities/good job market	22	16	13	13	5	0	4	5.29	1.65		*		*		
Small town feel	22	22	10	5	9	4	3	5.25	1.76					*	
Good elementary and secondary schools	24	22	9	7	3	2	8	5.25	1.94					***	
Downtown atmosphere	17	21	16	12	3	3	3	5.21	1.58						
Friends in Aiken	34	12	8	5	1	1	15	5.13	2.32				*		***
Close to major cities	15	25	11	11	5	4	5	5.03	1.76		***				
Quantity of amenities	8	25	18	15	4	3	2	5.01	1.41						
Sense of history	15	18	17	11	7	3	4	4.97	1.68					*	
Good shopping in the area	11	15	20	18	3	5	2	4.86	1.50						
USC Aiken	21	12	11	11	6	4	10	4.72	2.08						
Southern traditions	12	21	14	11	3	7	8	4.67	1.91						
Family in Aiken	36	6	2	6	3	0	23	4.66	2.65						***
Social opportunities	10	12	18	16	4	4	10	4.41	1.86	*	*	*	*		
Spouse's career	17	12	13	4	3	4	20	4.23	2.38			**			
Advancement in the same company	15	15	12	7	3	2	21	4.23	2.33				*		
Advancement in a different company	14	16	10	6	4	3	22	4.11	2.36						*
Grew up in Aiken	26	3	3	5	2	2	34	3.72	2.75						***
Arts organizations	4	4	20	12	11	14	10	3.61	1.72					***	
Lateral move in the same company	4	3	11	15	7	1	32	2.96	1.97				*		
Lateral move in a different company	5	5	9	7	7	4	35	2.81	2.09		***		**		
Golf	2	8	6	11	7	7	34	2.73	1.93		*				
Horses	6	0	6	8	13	11	31	2.61	1.84						

 Highest rated items  
 Lowest rated items

\* Significant at p<0.05, \*\* Significant at p<0.01, \*\*\* Significant at p<0.001.

## Factors That Keep Young Professionals in the Aiken Area

Economic factors were cited as the primary reasons young professionals stay in Aiken and they were rated more highly than the top items that initially attracted this group to the area. The highest rated item was satisfaction with career (6.45), followed by quality of life (6.21). Other highly rated items (6.00-6.08) were cost of living, good housing market/property values, and career opportunities/good job market. Lowest rated items again were horses (2.82) and golf (2.88), but cultural events, spouse's career, and people from diverse geographic regions also ranked low in the 4.80-4.95 range.

*Prompt: Indicate the importance of the factors that may keep you in the area (7=Very Important, 1=Not At All Important).*

Highest Rated Items	Mean
Satisfaction with career	6.45
Quality of life	6.21
Cost of living	6.08
Good housing market/property values	6.05
Career opportunities/good job market	6.01
Satisfaction with housing	6.00
Friendly people	5.95

Lowest Rated Items*	Mean
Horses	2.82
Golf	2.88
Volunteer work	4.80
Cultural events	4.84
Spouse's career	4.84
Diverse people from all over the U.S.	4.95



### Other factors listed by respondents

- Loyalty to current organization
- Aiken Technical College
- Solid Christian community
- Hope for faster growth and development.
- Resources to find different and unique things.
- Living in Aiken was a last resort that offered immediate opportunities I couldn't get elsewhere.
- Political Climate
- career satisfaction, none of our family live in the area so that is a draw back

## Retention Features – All Responses Ranked by Mean

Indicate the importance of the factors that may keep you in the area (7=Very Important, 1=Not At All Important).

Item	Frequencies							Summary		Significance					
	Very Important				Not At All Important			Mean	Std. Dev.	Age	Race	Gender	Married	Children	How Long
	7	6	5	4	3	2	1								
Satisfaction with career	46	24	4	0	1	0	1	6.45	0.96		*		*		
Quality of life	37	21	16	1	1	0	0	6.21	0.91		*				
Cost of living	35	24	9	5	2	1	0	6.08	1.14		*		*		
Good housing market/property values	38	22	8	3	2	1	2	6.05	1.37		***				
Career opportunities/good job market	34	24	9	4	2	0	2	6.01	1.31	*		*	*		
Satisfaction with housing	36	25	6	3	2	2	2	6.00	1.43		***		*		
Friendly people	29	25	15	5	1	0	1	5.95	1.14		*				
Economic growth in the area	26	30	11	4	2	0	3	5.82	1.38	**	***		***		
Family-oriented community	27	25	9	11	1	1	2	5.72	1.41		**			**	
Beauty/aesthetics of community	22	20	22	7	4	0	0	5.65	1.16						
Good elementary and secondary schools	31	19	11	7	3	1	4	5.64	1.65					***	
Good business climate	22	29	11	7	2	1	3	5.63	1.47	***	*		***		
Close to family	36	15	9	6	0	1	8	5.61	1.92		*				
New businesses in area	22	24	17	9	1	1	2	5.61	1.36	***	**		***		
Increase in business	21	24	19	6	2	1	2	5.60	1.36	***	*		***		
Close to friends	31	17	14	4	2	1	6	5.59	1.77						
Slow and steady growth of community	22	22	19	6	3	2	2	5.53	1.45				*		
Quantity of activities and events	17	21	20	13	4	0	0	5.45	1.18	*	***		**		
Climate	20	21	19	8	4	1	3	5.39	1.51		*				*
Good shopping/new shopping	17	19	25	8	3	2	1	5.39	1.32	***	**		***		
Downtown	18	21	19	7	8	1	1	5.36	1.41						*
Child-oriented recreation and events	26	16	13	10	1	2	7	5.29	1.87		***			***	*
Social activities	18	22	13	14	4	3	2	5.25	1.54	***	*		***		
Green space	16	17	15	21	3	2	1	5.16	1.41						
Close to major cities	16	22	15	13	2	3	4	5.16	1.63	*	**	**			
Close to beaches and mountains	16	18	15	15	5	5	1	5.08	1.55						
Small town atmosphere	20	18	10	12	8	5	3	5.04	1.77						
Diverse people from all over the U.S.	18	16	13	16	4	4	5	4.95	1.77	***	***	*	***		
Cultural events	9	24	14	12	11	4	2	4.84	1.56		**		***		
Spouse's career	26	13	7	8	3	1	15	4.84	2.31			***			
Volunteer work	11	18	17	18	5	1	6	4.80	1.64	*					
Golf	3	5	9	15	7	3	33	2.88	1.94						
Horses	7	1	4	16	8	8	30	2.82	1.95						

 Highest rated items  
 Lowest rated items

\* Significant at p<0.05, \*\* Significant at p<0.01, \*\*\* Significant at p<0.001.

## **Factors That Might Prompt Young Professionals to Leave Aiken**

Economic factors were cited as the primary reasons that young professionals might leave Aiken. The top reason respondents indicated they might leave was a better job (5.96), followed by business opportunity elsewhere (5.62). Other highly rated items were a lack of jobs in the area, family reasons, loss of job, and spouse or significant other. Lowest rated items included geographic reasons, financial windfall, and either too much or not enough growth. A recurrent subtext in the free responses indicated that some young professionals viewed a lack of tolerance in the community to be a negative feature of life in Aiken.

*Rate the importance of factors that might prompt you to leave Aiken (7=Very Important, 1=Not Important At All).*

Highest Rated Items	Mean
Better job/promotion	5.96
Business opportunity elsewhere	5.62
Lack of jobs in the area	5.36
Family (moves or needs medical care)	5.34
Loss of job	5.20
Spouse, life partner, or significant other	5.16

Lowest Rated Items	Mean
Distance from major cities	3.14
Can move to beach	3.15
Complete degree program	3.20
Not enough growth on north side	3.47
Not enough arts or entertainment compared to larger cities	3.72
Economic windfall / lottery win	3.80
Too much growth	3.85



### **Other factors listed by respondents**

- Lack of tolerance and diversity
- Backwardness couched as family/traditional values
- Blue laws
- Not enough growth on north side.
- Increasing costs of childcare
- Continued growth of gang/drug activity
- I don't like how resistant many in Aiken are to change. I would prefer a larger town with more modern attitudes.
- Too many churches and religious zealots in the Aiken area.
- Not enough night life that are young professional-friendly, not enough local attractions
- Not enough good paying jobs other than Savannah River Site, etc.
- Legislative action by SC government, discontinuance of SC lottery education support
- Continued Aiken focus on retirees versus all groups.
- None
- Compared to other areas of the state and county that I have lived in and visited- there is almost no green movement in Aiken.
- Move to be closer to family
- Mainly depends upon fiancé's job in the future

## Departure Factors – All Responses Ranked by Mean

Rate the importance of factors that might prompt you to leave Aiken (7=Very Important, 1=Not Important At All).

Item	Frequencies							Summary		Significance					
	Very Important					Not At All Important		Mean	Std. Dev.	Age	Race	Gender	Married	Children	How Long
	7	6	5	4	3	2	1								
Better job/promotion	40	19	5	4	2	1	4	5.96	1.62		***				
Business opportunity elsewhere	33	19	8	6	3	2	5	5.62	1.78	***	***		**		
Lack of jobs in the area	31	18	5	6	6	1	8	5.36	2.01		*	*	*		
Family (moves or needs medical care)	25	20	7	13	1	2	6	5.34	1.82						
Loss of job	27	14	10	9	5	2	7	5.20	1.95						
Spouse, life partner, or significant other	30	11	12	7	4	4	8	5.16	2.05			*	*		
Loss of feeling of safety/security	22	11	16	10	4	5	6	4.97	1.91						
Environmental disaster/pollution	18	16	9	14	8	3	5	4.90	1.83						
Job is relocated	20	12	11	14	4	2	11	4.73	2.06	**	*	**			
Schools don't improve	17	15	9	12	2	7	11	4.56	2.13						
Spouse's job	25	13	4	4	5	3	18	4.56	2.48	*		***		*	
Falling behind in technology	13	11	12	13	9	7	9	4.31	1.97						
Traffic	12	8	16	13	9	8	8	4.26	1.90			*			
Crowding	11	9	15	13	7	9	10	4.15	1.96						
More affordable housing elsewhere	16	13	8	8	3	10	16	4.15	2.31	*	**		*		
Loss of small town feel	10	8	14	14	9	10	9	4.05	1.91					*	
Too much growth	10	6	18	9	6	13	13	3.85	2.03						*
Economic windfall / lottery win	19	3	7	10	5	10	20	3.80	2.38						
Not enough arts or entertainment compared to larger cities	11	6	8	15	10	11	14	3.72	2.03		*				**
Not enough growth on north side	8	7	11	8	11	10	19	3.47	2.07	**	***		*		
Complete degree program	11	5	7	10	3	10	29	3.20	2.27	*	*		*		
Can move to beach	7	8	8	10	4	7	30	3.15	2.19						
Distance from major cities	3	4	15	11	6	15	20	3.14	1.85				**		

 Highest rated items  
 Lowest rated items

\* Significant at  $p < 0.05$ , \*\* Significant at  $p < 0.01$ , \*\*\* Significant at  $p < 0.001$ .

## **Priority of Actions to Attract More Young Professionals to Aiken**

Economic factors were cited as the top priorities for action to attract more young professionals to Aiken. Higher salaries was rated #1 (6.34) and a wider range of job opportunities for young professionals was rated #2 (6.20), closely followed by attracting new industry and corporate headquarters (6.17). Other highly rated items included improving the local schools (6.11), involving young professionals more in community organizations and boards (6.00) and increasing opportunities for this population to develop professionally in their current positions (5.86). Free responses indicated the need for more technology-oriented retailers (Best Buy, Circuit City) and bookstores, as well as a shift in area marketing to extend beyond highlighting Aiken as a retirement community.

*Rate the actions that should be taken to attract more young professionals to live and work in the Aiken area in terms of their priority (7=Highest Priority, 1=Lowest Priority).rate the actions that should be taken to attract more young professionals to live and work in the Aiken area in terms of their priority (7=Highest Priority, 1=Lowest Priority).*

<b>Highest Rated Items</b>	<b>Mean</b>
Improve salaries	6.34
Add job opportunities for young professionals/people with college degree	6.20
Attract new industry/corporate headquarters	6.17
Improve schools	6.11
Involve young professionals more in community organizations/boards	6.00
Increase opportunity to develop professionally in current position or organization	5.86

<b>Lowest Rated Items</b>	<b>Mean</b>
Add coffee houses	4.07
Add fine arts (symphony, ballet)	4.22
Develop city relocation publication	4.71
Make office rental space more affordable in downtown	4.81
Make downtown smoke-free	4.95

### **Other factors listed by respondents**

- Repeal blue laws
- Develop and then emphasize education as a community value
- More informative website
- More funding for education. USCA & ATC are gateways to the area. I have a cousin who will be working here because she fell in love with the city while attending the local colleges.
- Specifically an Olive Garden or Cracker Barrel would be nice.
- A decent bookstore (Barnes & Noble, Books-a-Million, Borders, etc.)
- More funding for / options at the local library.
- Not missing, but get cigarettes out of restaurants! My wife is allergic and the smoke keeps us away from a lot of places we would otherwise frequent.
- Student Housing at Aiken Technical College
- More development of area between Aiken and North Augusta
- Develop mentoring opportunities between young professionals and older counterparts.
- If you want to attract young people to Aiken, it will require you to stop promoting Aiken as an equestrian and retirement community (which is your bread and butter). Young people don't care so much about golf and horses, nor can we afford to engage in those kinds of things. I feel what young people want is better shopping (the current mall is inadequate). They want more places to buy technology related things. We need a Best Buy, a Comp



- USA and larger bookstores. They want a more vibrant college-town feel. Thus, you need more bars and debauchery in the downtown area. Places that would be attractive to young people, not retirees, are needed. In short, we need a small area that is like "5 points" in Columbia. The growth and expansion of USCA and/or Aiken Technical College would seem a natural way to create a more college-like feel to the town. Thus, making those institutions more appealing to the young professionals of tomorrow would seem necessary. I could go on and on about this whole topic... However, I think I can summarize what needs to happen in one short sentence. "You have to stop marketing yourself as a retirement and equestrian community if you want to attract young people and/or the businesses that would attract young people." Frankly, I don't think the City of Aiken is willing to do that because Aiken has found it's niche and there is massive resistance from the "old Aikenites" to growth/change already. I am glad you have conducted this survey. I am hopeful that you will be able to attract young professionals to the area.
- Lower housing costs- There are more job opportunities in metropolitan cities like Charleston, Charlotte and Columbia. If the cost of housing and living are as high or higher in Aiken than the large metro areas, young professionals will not come to Aiken. They will take the better paying jobs in the larger cities where they can afford happier lifestyles.
  - Young professionals already want to be here. The issue is a lack of companies in the area of the type that attract, hire, and pay young professionals. However, I fail to see the need to attract young professionals in the first place. With the growth in retirement, the horse industry, and then the service industry for these two groups, the need to attract further segments of the general population will destroy the reason why everyone is attracted to Aiken in the first place. Manage the growth we have now, don't turn it into a virus.
  - I love the idea of city-wide free internet. I had never thought of that, and even though I live in the country, it would be nice to be able to use my lap top wherever I go.
  - Reduce traffic issues on the south side.
  - Aiken is growing increasingly polarized by socioeconomic status. Young professionals visiting/moving to this area are struck by the disparity. Action in the form of advocacy needs to be more evident in this community.
  - welcome young couples from other states and backgrounds
  - Mainly, improve schools for our future children and improve social organizations for young professionals.
  - Better Bowling alleys, Bring in Best Buy or Circuit City. We need an electronics store!



## Action Priorities – All Responses Ranked by Mean

Rate the actions that should be taken to attract more young professionals to live and work in the Aiken area in terms of their priority (7=Highest Priority, 1=Lowest Priority).rate the actions that should be taken to attract more young professionals to live and work in the Aiken area in terms of their priority (7=Highest Priority, 1=Lowest Priority).

Item	Frequencies							Summary		Significance					
	Highest Priority			Lowest Priority				Mean	Std. Dev.	Age	Race	Gender	Married	Children	How Long
	7	6	5	4	3	2	1								
Improve salaries	48	12	10	1	2	0	1	6.34	1.15	**	***	*		*	
Add job opportunities for young professionals/people with college degree	40	19	10	6	1	0	0	6.20	1.03		***				
Attract new industry/corporate headquarters	40	17	12	6	1	0	0	6.17	1.05		**				
Improve schools	37	23	6	5	3	1	0	6.11	1.19					**	
Involve young professionals more in community organizations/boards	33	21	12	9	1	0	0	6.00	1.10	***	***	*	*	*	
Increase opportunity to develop professionally in current position or organization	32	20	10	11	2	0	1	5.86	1.30	*	***		*		
Improve opportunities for business	27	20	13	11	2	1	1	5.69	1.36	*	***	*	*		
Improve networking opportunities	27	19	10	12	4	1	2	5.56	1.53	***	***		***		
Conduct and promote job fairs	23	23	10	13	7	0	0	5.55	1.33	**	***		**		
Add live music venues downtown	30	18	9	6	9	2	2	5.53	1.67	*	*				
Develop more affordable housing	27	12	17	11	2	4	1	5.47	1.55	*	***	*			
Improve social opportunities	25	17	15	11	4	1	3	5.43	1.58	***	**	*	**		*
Add recreational activities (e.g. ice rink for skating and hockey)	21	19	13	11	8	1	1	5.36	1.49		*	**			
Promote Aiken as family-oriented community	21	19	17	9	3	3	3	5.33	1.61		*			*	
Install city-wide free internet	28	13	13	11	0	2	8	5.27	1.93	***	***	*		***	
Improve night life (jazz clubs, dance clubs, bars)	28	13	12	7	5	5	5	5.23	1.92	**	**		***		
Improve Aiken website to highlight community amenities	17	19	16	16	1	5	1	5.21	1.49	**	**		*		
Add arts and entertainment	15	18	22	12	7	2	0	5.21	1.33		***				
Add Gen X attractions (Dave and Buster's, better movie theaters)	28	11	9	13	7	3	4	5.20	1.85		***				
Add more culturally diverse restaurants	24	12	15	10	9	2	3	5.19	1.71		***		*		*
Add activities for children outside of school and church	16	15	20	13	7	2	1	5.14	1.45		***			**	
Make downtown smoke-free	28	13	5	11	4	2	12	4.95	2.21	*					
Make office rental space more affordable in downtown	14	14	14	18	9	0	5	4.81	1.66	***	**	*			
Develop city relocation publication	10	19	15	16	5	5	5	4.71	1.70	*	**				
Add fine arts (symphony, ballet)	9	8	20	15	8	10	6	4.22	1.76						
Add coffee houses	14	6	12	16	7	6	14	4.07	2.08						

 Highest rated items  
 Lowest rated items

\* Significant at p<0.05, \*\* Significant at p<0.01, \*\*\* Significant at p<0.001.

## Reactions to Findings

Respondents were sent an email inviting them to review findings and respond to them. Nineteen individuals provided feedback about areas where they agreed or disagreed with the findings. Prompts and responses are below. They are neither edited for content nor for syntax.

### *1. Please tell us about areas where you agree with findings from this report.*

- not sure what the question is asking
- I agree with the low rating on horses and golf. I have lived here all my life and have had no exposure to or interest of either. Family and work are my life. They put me here and keep me here. As a fifth generation Aikenite, I am proud of my deep roots here. Economic development is the primary key. People will go where the jobs are. USCA and ATC will educate our citizens and a skilled workforce attracts new business.
- I totally agree about the retirement and equestrian sense of Aiken is not appealing to the young professionals. Aiken is a very beautiful city but fail to give light to social activities for the young and especially black residents. The number of blacks attending USCA has increased alot from when I first started and we have hardly anything to do.
- I agree with several comments made about horses and retirement. If you want to stay a retirement community fine. If you want yong professionals lighten up on the horse, increase access to professional education (graduate and post-graduate) and develop more mid-income level housing that doesn't start in the high 200s--not all of us have sold half million dollar homes in Ohio, Florida or Seattle.
- The Factors that keep young professionals in Aiken and the factors that might prompt young professionals to leave Aiken are 100% correct.
- I feel that your report is 100% on target. I feel like you have basically taken everything that I feel and think about Aiken and condensed into a 35 page report. It is comforting to know that I am not the only one in Aiken who feels the way I do about the community. There is a lot of potential in this town, but too much resistance to change.
- I agree with the friendly people and open clean space.
- Very interesting report! I totally agree with the report in regards to not being enough professional job opportunites in Aiken. If you do find a job the salary is generally low and you are stuck their because there isn't any other job opportunities around unless you drive to Augusta or Columbia. I also agree that there isn't much to do for professional adults in Aiken. No decent sports bars, dancing clubs etc. The report also suggests we need more services (ie restaurants, stores etc.) which is VERY true but at least it has improved with Bed, Bath and Beyond, Old Navy etc. I would like the Chamber to start monthly meetings of the under 40 crowd to see how we could help generate new business in town. Maybe a task force to help recruit businesses we would all like to see in Aiken. I agree 100% we need to stop focusing on the needs for seniors in Aiken. Let's breathe some new life into this town! From all the people I have met over the last couple years...there are plenty of newer people who have some great experiences from living in other states...let's draw on what they know and move Aiken into this century!!!
- The need for greenspace. The desire to have large retail stores in Aiken (would save many many trips to Augusta/Atlanta).
- I agree that economic opportunity is the most significant drive in attracting and keeping your professionals in Aiken. Friendly people also attract friendly people. I also agree that

marketing the horse industry does not attract a significant number of young professionals. I agree that the retirement community marketing does not attract young people.

- I agree with all findings from this report.
- I agree with all areas of this report.
- That people always want more money/higher salaries. That horses and golf aren't important factors. People would leave for a better job. This is common among the younger generations. We need a Best Buy or Circuit City.
- I agree that jobs, family, and salaries will continue to influence whether young professionals stay in or leave the Aiken area.
- I would agree with the idea of needing a technology based retail store, ie Best Buy or Circuit City. Currently, we either have to go to Columbia or Augusta or are forced to shop on-line. Also a citywide or countywide Internet server would be nice. I can't begin to count the times I could have used that with my job.
- short commute to work, community pride I most agree with the undertones of Aiken being a senior and family based community. While these factors are attractive in their own right, they are not conducive to attracting and retaining young, single professionals in the area. The community would do well to better incorporate young professionals onto the various boards and planning associations to address the issues of attraction and retention to the area.
- I'm not shocked that economic factors such as higher salaries, career advancement, and the like are what keep young professionals in the area while esoteric factors like aesthetics and small community-type advantages attract them. The latter attracts most everyone to Aiken while the former is the reason we are becoming primarily a retirement and equestrian community. But, without, or despite, any effort on your part, as the population grows in Aiken, naturally more young professionals will be attracted to the city because of economic opportunity because that is, as the study confirms, the driving force behind young professionals.
- We need an electronics store and the blue laws should be repealed.
- I do agree that golf, or horses are not a primary reason for moving or staying in the Aiken Area. I personally came here when I was in my teens due to job relocation for my father. However, it was the beauty of Aiken and the feeling of security to raise my own children that made me want to stay. It's home. I agree we need to improve our Mall and provide more stores to avoid everyone from going to Augusta or Columbia to spend their money.

*2. Please tell us about areas where you disagree with findings from this report.*

- not sure what the question is asking
- same as question one... If you need to know disagree - Just the negative comments about Aiken. We are not perfect but living here is definitely above average.
- The cost of living is another factor that I agree with. Aiken's cost of living is similar to a larger city such as Columbia or Charlotte which it shouldn't be.
- Business development toward the SRS and toward N. Augusta where's it at? Are you doing anything in those directions? Get the smoke out of the buildings--you know its common place now to be smoke-free in public buildings. Keep up the family areas (Odell Weeks) and expand its great.
- I disagree with factors that attract young professionals to Aiken. Most young professional come to work in Aiken because of a career (ie., SRS, Parsons, ARMC...). The decision to live in Aiken are the factors identified in this question. I think a focus point should be why do young professional choice to live in Aiken verses N. August or Columbia? Our

- employer may keep us working in Aiken, but we don't have to live in Aiken. Aiken is behind other cities in attractions, parks, bike paths for families...
- I don't disagree with it one bit. It is highly accurate in my eyes. You guys did a fantastic job with this research.
  - I disagree that housing is affordable.
  - I was surprised on some of the VERY negative responses that were given about Aiken being a miserable place to be and people are only here because of family situations etc. I have lived in many different states and towns and I would not call Aiken miserable. A little behind the times...Yes but not miserable.
  - It did not understand the lack of tolerance comment. Not a logical comment to me.
  - I do not disagree with any of the findings
  - That there is a lack of tolerance. Improving local schools. Coming from the Upstate of SC to this part of the state I thought that there would be a drop in public schools but the schools do a very fine job here in Aiken.
  - I feel that horses and golf are 2 large attractions for Aiken. However, I feel that this may either attract older citizens and/or young professionals who were not asked to participate in this survey.
  - I don't see as much of the intolerance of diversity as some seem to see. I deal with many different people everyday. They come from different racial, socioeconomic, and religious backgrounds. I have yet to hear anyone say that they are either coming to or leaving Aiken because of it shallow minded citizens.
  - The many small community-type factors such as "family-oriented community" and "character of community" that ranked so highly in the study do not correlate with many of the free responses you highlighted. "Lack of tolerance," "Backwardness couched as family/traditional values," "Blue laws," and even "... more bars and debauchery in the downtown area," are just some of the many free responses you provided to back up your findings. Despite these responses, it seems clear the majority of responders like Aiken as it is with only minor changes. I have to say I'm refreshed and more excited about my city than before the study because it appears most of the young professionals are attracted to Aiken for the same reasons I am. Meanwhile, the disenchanting appear to despise Aiken for the very same reasons I love it. I see the same weeding out process among retirees and horse enthusiasts leading me to believe that the question you should be asking is not how do we attract more young professionals to Aiken, but how do we maintain Aiken so that the influx of young professionals only adds to the city - not detracts. For that is the problem vexing all segments of growth in Aiken - maintaining the attraction while growth spurs.
  - The demographics could have been broader. Especially, the length of time you've lived in Aiken. People that have just moved there are not partial to the area and may produce survey results that are less tainted.
  - I feel the report is not an accurate reflection on the Aiken area or diverse enough to be statistically correct. I'm not sure how the 220 participants were chosen but only 76 responded. It concerns me that such a small group responded and that it was not ethnically diverse. I do feel growth is important to our community but the idea of growing as a college town with more bars isn't exactly how I would hope Aiken would grow.

## References

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## Appendix: Wave 1 Unabridged Results

<b>What are the 2-3 major factors that attracted you to live and/or work in Aiken? (Please list only one factor per box.)</b>
Sense of community and small town feeling
The growth of the community.
My husband got a job in Aiken and I followed.
Promotion at work
Character of the Community
family
Company asked me to relocate back to area - work out of facility in Augusta, GA
This is where I was born and raised.
Hometown
Family in Aiken
I relocated to Aiken for work
Aiken is my hometown and I love living here.
Horses
Close to large major cities
My parents lives here.
climate
Family
USCA
The small home town feel, but still has a lot to offer
Happy with the schools.
I don't want a long commute.
Aiken's small town charm provides a sense of pride that is richly filled with history. This keeps me living here besides the fact of loving a close-knit family.
size of community
Small Town Atmosphere
Beautiful town!
Friendly people in the area
What made the move good for both of us was the number of arts organizations. My background is in arts administraton.
Beautiful city with great little downtown
Quantity of Affordable Housing
friends
Family (parents, brother and his family) located in Aiken
Current Job
Good for raising a family
Lower housing prices (at least when I moved here)
The southern traditions and rich history of Aiken.
Aiken's close location to other major cities.
Horses
Family oriented community - small town feel. Coming from New York as a teenager it was difficult to get used to but now that I am older it is home.
golf
Aiken is one of the most beautiful cities in SC
Family oriented
One of the best school systems in the area
Small town feel, with big town shopping.
Everything is easily accessible.
I am attracted to working and living in Aiken because its location in the state of South Carolina.

It is easily accessible with interstates and primary state routes that can transport you to Atlanta, Charlotte or the coast easily.
business climate
Location to larger cities - Charlotte, Atlanta
Location
The affordable housing made Aiken a good fit for a young couple with a young family.
Class of town as perceived by outsiders
Vibrant Business Community
Grew up here and loved it
Aiken is not big and not small in its commercial development.
great business potential
Economics of the community.
standard of living
better job market.
Climate
I love the downtown area.
family and social opportunities

<b>Beyond the factors that initially attracted you to Aiken, what are 2-3 factors that keep you in the area? (Please list only one factor per box.)</b>
[Community]
[New stores coming into the Aiken Area]
[My husband is still working here.]
[Just moved last week]
[# of close friends and relationship in the community]
[job]
[Quality of life]
[Aiken is a small and friendly town.]
[Diverse quality of life (community events, shopping, etc.)]
[Conveniently located to beaches/mountain areas]
[We like the city and its beautiful downtown]
[The love of the area and its location to major cities (Charlotte, Atlanta, Jacksonville).]
[Slow steady growth]
[growth]
[I have access to cultural events.]
[people in the community]
[Property value - hope to buy a house soon and Aiken has a great market]
[excellent housing market]
[Great activities for my children to be involved in. ]
[Family]
[Own a home that I love.]
[Family ties are what keep me in Aiken.]
[cost of living]
[Close to nice vacation spots - Charleston, Asheville,NC]
[Beautiful town!]
[Being able to meet people from all different parts of the US]
[Although, I have been unable to find a paid job with an arts organization, I have do considerable volunteer work.]
[Horse races]
[Great place to raise a family]
[financial]
[Weather/climate]
[Easy to do business]

[Greenspace]
[Excited about new businesses coming to town..it's about time!!!]
[Its location. Close to the beach and close to the mountains of NC]
[The social activities of the community.]
[Steady increase in my field]
[horses]
[The location is central to many metropolitan areas as well as the coast and mountains. As a mother, I appreciate this in that my family can enjoy weekend trips without making a long trek/having to fly.]
[activities and events]
[the city is growing fast]
[a growing place for better job opportunity]
[Quick access to larger cities (Atlanta, Charlotte), and easy access to different beaches.]
[Happy with job]
[Family.]
[Aiken is large enough for me to accommodate my needs and small enough for me to notice the simple charms in life.]
[schools]
[Community is family oriented]
[Aiken is a good place to raise children.]
[Great golf course selection]
[Proximity to vacation spots (beach) and family in Atlanta, Aiken]
[Small town with lots to offer for kids]
[business growth]
[My children. I want them to enjoy being in one place throughout their entire education/childhood - create long lasting realtionships. This will also help them with their ability to network as adults.]
[the different activities that are in the area, like the craft fair, horse races, and the activities at Odell Weeks.]
[geography]

<b>What are 2-3 factors that might prompt you to leave Aiken? (Please list only one factor per box.)</b>
[Jobs]
[over growth]
[My husband finds a job more directly related to his field.]
[Promotion at work]
[Loss of Job]
[better job opportunity]
[Relocation mandate by current employer]
[Better job oppurtunity.]
[Lottery win that gets me a beach house]
[If family moved, then I would probably move.]
[I am worry that Aiken is growing too fast and that it will lose its small town feel]
[Employment opportunities.]
[not enough growth on North side]
[southside traffic]
[A substantially better career opportunity.]
[lack of available jobs within the area (My husband travels daily to Columbia.)]
[work]
[a job that pays more many.]
[If the city gets too overcrowded]
[Job opportunities for me and my husband, once my children are out of high school]
[I can make more money elsewhere.]



[Affordable housing market, it is not easily affordable for young professionals]
[business opportunity elsewhere]
[Higher paying position]
[Family]
[job relocation]
[I receive a job with an arts organization of name.]
[Better work opportunity in another community]
[If I have work I will stay in Aiken, If I won the lottery I would stay here.]
[relationship with significant other]
[Extraordinary career opportunity elsewhere]
[Need to continue to get more services (businesses) to move into Aiken. We have lots of people moving here now we need decent restaurants, a decent mall etc.]
[I may have to relocate for work]
[South side traffic is terrible]
[not enough development towards the interstate]
[The financial ability to obtain lake property. In that instance I would move up to the Columbia area.]
[growing fast could be good and bad - if it gets too congested that may prompt me to move to a more rural area.]
[getting my PHD.]
[We fall behind the times and don't stay up to date.]
[Beach]
[I enjoy cultural events and foods that a larger city can offer.]
[Jobs]
[environmental disaster]
[I might would leave for other opportunities within my organization.]
[Either my parents or my husbands require our assistance.]
[Continued uncontrolled increase in "congestion" of Aiken, with perceived little indication of officials to curb growth; small town charm rapidly going away]
[I will move if the public schools don't improve]
[Downtown parking is crowded]
[If we were to get to the point where we didn't feel safe]
[Economic development]

<b>What are 2-3 actions that should be taken to attract more young professionals to live and work in the Aiken area? (Please list only one action per box.)</b>
[More jobs]
[Giving young professionals a chance to shine their light.]
[Arts and entertainment geared toward a younger, educated audience. If you don't want to hang out in bars and aren't interested in the fare shown at the chain movie theater, there isn't much for you to do here.]
[Smoke free downtown]
[Attract New Industry,]
[more job opportunity-solicit businesses]
[Upgraded Gen X attractions (Dave and Busters, better movie theaters, etc.)]
[Better pay rate. Cost of living has gone way up in Aiken over the last few years and the pay rate has not caught up.]
[We need more businesses in the Aiken area. Company headquarters that can offer long term employment and job growth for people like me]
[More marketing of activities geared toward young professionals. The business afterhours is a great function but, maybe something more relaxed (Happy Hour w/ a drink limit) at a local pub. Maybe an auxiliary group can start this. This will give young professionals an opportunity to meet and network.]
[Have city wide wireless internet.]

[night life]
[A nightlife. More mainstream after hours activities. (i.e. Jazz Clubs, Dance clubs)]
[larger job market]
[maybe more events that would allow young professionals to network with other professionals to create more opportunities.]
[get more jobs that are for professional working individuals like business jobs, sociology, and other jobs that individuals have college degree.]
[Attract more industry to offer good jobs with benefits]
[Perhaps an Ice arena- lot of people are into hockey and want to play or skate.]
[Website for Aiken needs to easily provide information that a person would need in order to consider a move to Aiken. Certainly what to do but also where to seek employment, housing, restaurants, community clubs, churches, etc. You may consider a relocation publication available via email or snail mail.]
[Diverse services for employment]
[good schools]
[Promote Aiken as a family oriented community.]
[More community involvement with the young professionals]
[More activities for families with young children. The park at Odell Weeks is about it for kids under 4. If you aren't in school and/or involved with a church with an active younger membership, you are out of luck.]
[More bars/night scene]
[Encourage Business Opportunity]
[community more driven towards attracting families as much as retired individuals]
[More professional businesses in town. I don't want to have to drive to Augusta or Columbia to find a good executive type job.]
[Also, getting more young professionals involved in the community by accessing membership on more boards(i.e. The United Way, Salvation Army Board, The Chamber Board, The Co-op Board, Hospital Board, etc.) The word will spread about the "progressive/young" Aiken.]
[More less expensive office rental space for young and new companies to come to the downtown area.]
[cheaper office rentals in the downtown area]
[Increased career opportunities in that the payscales often send young professionals to other cities.]
[with the city growing maybe it would be a good idea to implement more Job Fairs that would show the young professionals exactly how much Aiken has to offer.]
[ballets]
[Promote what the city has to offer]
[Maybe more social activities-bars, coffe houses.]
[Entertainment]
[good social opportunities]
[Downtown Alive music]
[More things for kids to do...Ice Skating Rink, Decent bowling alley, Decent Movie Theater etc.]
[More culturally diverse establishments, mainly restaurants. We now have 4 main food groups: Southern, Mexican, Italian (pizza) and Asian.]
[Affordable housing]
[jobs]

## Appendix: Wave 2 Results T-Test Comparisons

### Q1: Factors That Attracted Young Professionals to Aiken by AGE

	Under 30				30 or older				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Convenience of everything	30	5.70	1.44	0.26	45	5.47	1.47	0.22	0.23		
Short commute	30	5.30	1.73	0.31	45	6.04	0.93	0.14	-0.74	*	-0.54
Arts organizations	30	3.23	1.87	0.34	45	3.87	1.58	0.23	-0.63		
Good shopping in the area	29	5.03	1.59	0.30	45	4.76	1.45	0.22	0.28		
Quantity of amenities	30	5.17	1.51	0.28	45	4.91	1.35	0.20	0.26		
Beauty/aesthetics of the community	30	5.70	1.58	0.29	45	5.78	1.15	0.17	-0.08		
Downtown atmosphere	30	5.00	1.95	0.36	45	5.36	1.28	0.19	-0.36		
Small town feel	29	4.86	1.96	0.36	46	5.50	1.60	0.24	-0.64		
Advancement in a different company	29	4.41	2.08	0.39	46	3.91	2.53	0.37	0.50		
Advancement in the same company	30	4.53	2.13	0.39	45	4.02	2.46	0.37	0.51		
Lateral move in a different company	28	3.21	2.18	0.41	44	2.55	2.01	0.30	0.67		
Lateral move in the same company	29	3.14	1.85	0.34	44	2.84	2.06	0.31	0.30		
Career move (recoded)	30	5.77	1.33	0.24	46	5.28	2.13	0.31	0.48		
Good career opportunities/good job market	29	5.24	1.72	0.32	44	5.32	1.61	0.24	-0.08		
Spouse's career	28	4.39	2.48	0.47	45	4.13	2.34	0.35	0.26		
Character of community	30	5.43	1.41	0.26	45	5.93	1.16	0.17	-0.50		
Family-oriented community	30	5.53	1.43	0.26	45	5.89	1.34	0.20	-0.36		
Friendly people	30	5.93	0.83	0.15	45	6.11	1.07	0.16	-0.18		
Growth of community	30	5.97	1.25	0.23	46	5.26	1.53	0.23	0.71	*	0.51
Sense of community	29	5.69	1.37	0.25	45	5.73	1.21	0.18	-0.04		
Sense of history	30	4.73	1.68	0.31	45	5.13	1.67	0.25	-0.40		
Sense of pride in the community	30	5.90	1.18	0.22	45	5.64	1.32	0.20	0.26		
Size of the community	30	5.37	1.35	0.25	45	5.27	1.47	0.22	0.10		
Southern traditions	30	4.63	1.77	0.32	46	4.70	2.02	0.30	-0.06		
Affordable housing	30	5.83	1.56	0.28	45	5.60	1.76	0.26	0.23		
Good business climate/potential	30	6.00	1.08	0.20	44	5.36	1.43	0.22	0.64	*	0.50
Low cost of living	30	5.63	1.71	0.31	45	5.67	1.52	0.23	-0.03		
Good elementary and secondary schools	30	4.77	2.16	0.39	45	5.58	1.73	0.26	-0.81		
USC Aiken	30	4.87	2.15	0.39	45	4.62	2.06	0.31	0.24		
Climate	30	5.23	1.74	0.32	44	5.39	1.45	0.22	-0.15		
Close to major cities	30	5.47	1.66	0.30	46	4.74	1.78	0.26	0.73		
Family in Aiken	30	4.43	2.67	0.49	46	4.80	2.66	0.39	-0.37		
Friends in Aiken	30	5.20	2.38	0.44	46	5.09	2.31	0.34	0.11		
Grew up in Aiken	30	3.57	2.60	0.47	45	3.82	2.87	0.43	-0.26		
Golf	30	2.60	1.71	0.31	45	2.82	2.08	0.31	-0.22		
Horses	30	2.97	1.99	0.36	45	2.38	1.72	0.26	0.59		
Social opportunities	30	5.00	1.51	0.28	44	4.00	1.99	0.30	1.00	*	0.57

## Q1: Factors That Attracted Young Professionals to Aiken by CHILDREN

Children (recoded)	No children				One or more child				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Convenience of everything	33	5.52	1.48	0.26	42	5.60	1.45	0.22	-0.08		
Short commute	33	5.64	1.45	0.25	42	5.83	1.27	0.20	-0.20		
Arts organizations	33	2.73	1.61	0.28	42	4.31	1.47	0.23	-1.58	***	-1.03
Good shopping in the area	32	5.03	1.43	0.25	42	4.93	1.57	0.24	0.11		
Quantity of amenities	33	4.91	1.38	0.24	42	5.10	1.45	0.22	-0.19		
Beauty/aesthetics of the community	33	5.73	1.21	0.21	42	5.76	1.43	0.22	-0.03		
Downtown atmosphere	33	4.88	1.78	0.31	42	5.48	1.37	0.21	-0.60		
Small town feel	34	4.74	1.90	0.33	41	5.68	1.54	0.24	-0.95	*	-0.55
Advancement in a different company	33	4.18	2.35	0.41	42	4.05	2.40	0.37	0.13		
Advancement in the same company	33	4.09	2.16	0.38	42	4.33	2.49	0.38	-0.24		
Lateral move in a different company	31	3.03	2.29	0.41	41	2.63	1.93	0.30	0.40		
Lateral move in the same company	32	3.03	1.99	0.35	41	2.90	1.97	0.31	0.13		
Career move (recoded)	34	5.62	1.48	0.25	42	5.36	2.13	0.33	0.26		
Good career opportunities/good job market	32	5.28	1.33	0.23	41	5.29	1.87	0.29	-0.01		
Spouse's career	31	3.97	2.48	0.45	42	4.43	2.32	0.36	-0.46		
Character of community	33	5.36	1.34	0.23	42	6.02	1.16	0.18	-0.66	*	-0.53
Family-oriented community	33	5.12	1.43	0.25	42	6.24	1.12	0.17	-1.12	***	-0.87
Friendly people	33	5.73	0.94	0.16	42	6.29	0.94	0.15	-0.56	*	-0.59
Growth of community	34	5.44	1.58	0.27	42	5.62	1.36	0.21	-0.18		
Sense of community	32	5.50	1.34	0.24	42	5.88	1.19	0.18	-0.38		
Sense of history	33	4.48	1.72	0.30	42	5.36	1.56	0.24	-0.87	*	-0.53
Sense of pride in the community	33	5.48	1.44	0.25	42	5.95	1.08	0.17	-0.47		
Size of the community	33	5.09	1.33	0.23	42	5.48	1.47	0.23	-0.39		
Southern traditions	34	4.24	1.91	0.33	42	5.02	1.87	0.29	-0.79		
Affordable housing	33	5.61	1.75	0.30	42	5.76	1.64	0.25	-0.16		
Good business climate/potential	32	5.41	1.56	0.28	42	5.79	1.12	0.17	-0.38		
Low cost of living	33	5.36	1.75	0.30	42	5.88	1.43	0.22	-0.52		
Good elementary and secondary schools	33	4.30	2.04	0.35	42	6.00	1.50	0.23	-1.70	***	-0.95
USC Aiken	33	4.61	2.22	0.39	42	4.81	1.99	0.31	-0.20		
Climate	32	5.13	1.48	0.26	42	5.48	1.63	0.25	-0.35		
Close to major cities	34	4.94	1.94	0.33	42	5.10	1.62	0.25	-0.15		
Family in Aiken	34	4.59	2.68	0.46	42	4.71	2.66	0.41	-0.13		
Friends in Aiken	34	5.12	2.45	0.42	42	5.14	2.25	0.35	-0.03		
Grew up in Aiken	33	3.58	2.73	0.47	42	3.83	2.79	0.43	-0.26		
Golf	33	2.64	1.80	0.31	42	2.81	2.05	0.32	-0.17		
Horses	33	2.42	1.50	0.26	42	2.76	2.08	0.32	-0.34		
Social opportunities	32	4.44	1.74	0.31	42	4.38	1.97	0.30	0.06		

## Q1: Factors That Attracted Young Professionals to Aiken by GENDER

Gender	Female				Male				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Convenience of everything	42	5.76	1.43	0.22	32	5.25	1.46	0.26	0.51		
Short commute	42	5.79	1.26	0.19	32	5.66	1.47	0.26	0.13		
Arts organizations	42	3.81	1.80	0.28	32	3.25	1.48	0.26	0.56		
Good shopping in the area	42	5.03	1.65	0.25	31	4.65	1.25	0.23	0.39		
Quantity of amenities	42	5.24	1.27	0.20	32	4.66	1.52	0.27	0.58		
Beauty/aesthetics of the community	42	5.74	1.43	0.22	32	5.72	1.20	0.21	0.02		
Downtown atmosphere	42	5.31	1.58	0.24	32	5.03	1.58	0.28	0.28		
Small town feel	43	5.19	1.84	0.28	31	5.29	1.68	0.30	-0.10		
Advancement in a different company	42	4.10	2.26	0.35	32	4.09	2.56	0.45	0.00		
Advancement in the same company	42	4.24	2.24	0.35	32	4.13	2.47	0.44	0.11		
Lateral move in a different company	40	2.88	2.13	0.34	31	2.65	2.06	0.37	0.23		
Lateral move in the same company	41	2.90	1.95	0.30	31	2.97	2.02	0.36	-0.07		
Career move (recoded)	43	5.12	1.93	0.29	32	5.91	1.69	0.30	-0.79		
Good career opportunities/good job market	41	5.44	1.67	0.26	31	5.03	1.60	0.29	0.41		
Spouse's career	40	4.88	2.33	0.37	32	3.34	2.18	0.39	1.53	**	0.68
Character of community	42	5.79	1.28	0.20	32	5.63	1.29	0.23	0.16		
Family-oriented community	42	5.69	1.41	0.22	32	5.78	1.36	0.24	-0.09		
Friendly people	42	6.12	0.99	0.15	32	5.91	0.96	0.17	0.21		
Growth of community	43	5.56	1.62	0.25	32	5.47	1.22	0.22	0.09		
Sense of community	42	5.76	1.43	0.22	31	5.61	1.02	0.18	0.15		
Sense of history	42	5.10	1.62	0.25	32	4.75	1.74	0.31	0.35		
Sense of pride in the community	42	5.81	1.47	0.23	32	5.63	0.94	0.17	0.18		
Size of the community	42	5.45	1.37	0.21	32	5.06	1.46	0.26	0.39		
Southern traditions	43	4.49	2.05	0.31	32	4.84	1.71	0.30	-0.36		
Affordable housing	42	5.98	1.55	0.24	32	5.28	1.78	0.32	0.69		
Good business climate/potential	42	5.67	1.51	0.23	31	5.52	1.06	0.19	0.15		
Low cost of living	42	5.71	1.78	0.28	32	5.53	1.32	0.23	0.18		
Good elementary and secondary schools	42	5.24	2.02	0.31	32	5.22	1.86	0.33	0.02		
USC Aiken	42	5.07	1.89	0.29	32	4.19	2.24	0.40	0.88		
Climate	41	5.37	1.58	0.25	32	5.22	1.56	0.28	0.15		
Close to major cities	43	5.28	1.72	0.26	32	4.63	1.76	0.31	0.65		
Family in Aiken	43	4.91	2.57	0.39	32	4.44	2.73	0.48	0.47		
Friends in Aiken	43	5.26	2.30	0.35	32	5.09	2.31	0.41	0.16		
Grew up in Aiken	42	3.76	2.69	0.42	32	3.75	2.86	0.51	0.01		
Golf	42	2.45	1.93	0.30	32	3.16	1.90	0.34	-0.70		
Horses	42	2.76	1.78	0.27	32	2.28	1.78	0.32	0.48		
Social opportunities	42	4.76	1.81	0.28	31	3.84	1.81	0.32	0.92	*	0.51

**Q1: Factors That Attracted Young Professionals to Aiken  
by HOW LONG in Aiken**

How long in Aiken (recoded)	One to ten years				More than ten years				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Convenience of everything	42	5.31	1.67	0.26	33	5.88	1.05	0.18	-0.57		
Short commute	42	5.50	1.47	0.23	33	6.06	1.12	0.19	-0.56		
Arts organizations	42	3.69	1.92	0.30	33	3.52	1.44	0.25	0.18		
Good shopping in the area	42	5.03	1.67	0.26	32	4.84	1.27	0.22	0.19		
Quantity of amenities	42	5.05	1.55	0.24	33	4.97	1.24	0.22	0.08		
Beauty/aesthetics of the community	42	5.67	1.56	0.24	33	5.85	0.97	0.17	-0.18		
Downtown atmosphere	42	5.45	1.58	0.24	33	4.91	1.55	0.27	0.54		
Small town feel	42	4.98	1.91	0.29	33	5.61	1.52	0.26	-0.63		
Advancement in a different company	42	4.60	2.38	0.37	33	3.48	2.22	0.39	1.11	*	0.48
Advancement in the same company	42	3.90	2.45	0.38	33	4.64	2.15	0.37	-0.73		
Lateral move in a different company	40	3.00	2.22	0.35	32	2.56	1.92	0.34	0.44		
Lateral move in the same company	41	2.63	1.79	0.28	32	3.38	2.14	0.38	-0.74		
Career move (recoded)	43	5.72	1.72	0.26	33	5.15	2.00	0.35	0.57		
Good career opportunities/good job market	41	5.12	1.86	0.29	32	5.50	1.32	0.23	-0.38		
Spouse's career	40	4.58	2.40	0.38	33	3.82	2.34	0.41	0.76		
Character of community	42	5.60	1.27	0.20	33	5.91	1.28	0.22	-0.31		
Family-oriented community	42	5.52	1.40	0.22	33	6.03	1.31	0.23	-0.51		
Friendly people	42	5.95	1.08	0.17	33	6.15	0.83	0.15	-0.20		
Growth of community	43	5.65	1.53	0.23	33	5.39	1.37	0.24	0.26		
Sense of community	41	5.51	1.47	0.23	33	5.97	0.92	0.16	-0.46		
Sense of history	42	4.76	1.75	0.27	33	5.24	1.56	0.27	-0.48		
Sense of pride in the community	42	5.55	1.50	0.23	33	6.00	0.83	0.14	-0.45		
Size of the community	42	4.95	1.58	0.24	33	5.76	1.03	0.18	-0.81	**	-0.60
Southern traditions	43	4.35	2.25	0.34	33	5.09	1.28	0.22	-0.74		
Affordable housing	42	5.69	1.91	0.29	33	5.70	1.36	0.24	-0.01		
Good business climate/potential	41	5.71	1.47	0.23	33	5.52	1.15	0.20	0.19		
Low cost of living	42	5.50	1.92	0.30	33	5.85	1.03	0.18	-0.35		
Good elementary and secondary schools	42	4.95	2.21	0.34	33	5.64	1.48	0.26	-0.68		
USC Aiken	42	4.98	2.15	0.33	33	4.39	1.98	0.35	0.58		
Climate	41	5.05	1.76	0.27	33	5.67	1.22	0.21	-0.62		
Close to major cities	43	5.05	1.76	0.27	33	5.00	1.79	0.31	0.05		
Family in Aiken	43	3.79	2.72	0.42	33	5.79	2.10	0.37	-2.00	***	-0.82
Friends in Aiken	43	4.42	2.64	0.40	33	6.06	1.39	0.24	-1.64	***	-0.78
Grew up in Aiken	42	2.52	2.28	0.35	33	5.24	2.56	0.45	-2.72	***	-1.12
Golf	42	2.50	2.03	0.31	33	3.03	1.79	0.31	-0.53		
Horses	42	2.62	1.91	0.30	33	2.61	1.78	0.31	0.01		
Social opportunities	41	4.49	2.09	0.33	33	4.30	1.57	0.27	0.18		

**Q1: Factors That Attracted Young Professionals to Aiken  
by MARITAL STATUS**

Married (recoded)	Not married				Married				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Convenience of everything	23	6.13	0.92	0.19	52	5.31	1.58	0.22	0.82	**	0.64
Short commute	23	6.09	1.04	0.22	52	5.60	1.45	0.20	0.49		
Arts organizations	23	3.43	1.67	0.35	52	3.69	1.74	0.24	-0.26		
Good shopping in the area	22	5.03	1.28	0.27	52	4.75	1.58	0.22	0.28		
Quantity of amenities	23	4.96	1.22	0.26	52	5.04	1.49	0.21	-0.08		
Beauty/aesthetics of the community	23	5.83	1.44	0.30	52	5.71	1.29	0.18	0.11		
Downtown atmosphere	23	5.35	1.80	0.38	52	5.15	1.49	0.21	0.19		
Small town feel	24	4.83	2.12	0.43	51	5.45	1.55	0.22	-0.62		
Advancement in a different company	23	4.61	2.13	0.44	52	3.88	2.45	0.34	0.72		
Advancement in the same company	23	5.09	1.68	0.35	52	3.85	2.49	0.35	1.24	*	0.58
Lateral move in a different company	22	3.86	2.21	0.47	50	2.34	1.87	0.26	1.52	**	0.74
Lateral move in the same company	23	3.74	1.68	0.35	50	2.60	2.00	0.28	1.14	*	0.62
Career move (recoded)	24	6.00	0.88	0.18	52	5.23	2.13	0.30	0.77	*	0.47
Good career opportunities/good job market	22	5.82	1.18	0.25	51	5.06	1.77	0.25	0.76	*	0.50
Spouse's career	21	3.86	2.56	0.56	52	4.38	2.32	0.32	-0.53		
Character of community	23	5.52	1.53	0.32	52	5.83	1.15	0.16	-0.31		
Family-oriented community	23	5.39	1.56	0.33	52	5.90	1.27	0.18	-0.51		
Friendly people	23	6.00	0.85	0.18	52	6.06	1.04	0.14	-0.06		
Growth of community	24	6.04	1.04	0.21	52	5.31	1.57	0.22	0.73	*	0.55
Sense of community	22	5.64	1.50	0.32	52	5.75	1.17	0.16	-0.11		
Sense of history	23	4.87	1.91	0.40	52	5.02	1.58	0.22	-0.15		
Sense of pride in the community	23	5.74	1.32	0.28	52	5.75	1.25	0.17	-0.01		
Size of the community	23	5.35	1.19	0.25	52	5.29	1.51	0.21	0.06		
Southern traditions	24	4.88	1.92	0.39	52	4.58	1.92	0.27	0.30		
Affordable housing	23	6.22	1.04	0.22	52	5.46	1.85	0.26	0.76	*	0.50
Good business climate/potential	23	6.04	1.07	0.22	51	5.43	1.40	0.20	0.61		
Low cost of living	23	6.09	1.04	0.22	52	5.46	1.75	0.24	0.63		
Good elementary and secondary schools	23	4.87	2.16	0.45	52	5.42	1.83	0.25	-0.55		
USC Aiken	23	5.22	2.07	0.43	52	4.50	2.07	0.29	0.72		
Climate	23	5.35	1.53	0.32	51	5.31	1.59	0.22	0.03		
Close to major cities	24	5.42	1.61	0.33	52	4.85	1.81	0.25	0.57		
Family in Aiken	24	4.83	2.43	0.50	52	4.58	2.77	0.38	0.26		
Friends in Aiken	24	5.96	1.68	0.34	52	4.75	2.49	0.35	1.21	*	0.57
Grew up in Aiken	23	3.78	2.41	0.50	52	3.69	2.91	0.40	0.09		
Golf	23	2.48	1.56	0.33	52	2.85	2.08	0.29	-0.37		
Horses	23	2.48	1.34	0.28	52	2.67	2.04	0.28	-0.19		
Social opportunities	23	5.22	1.65	0.34	51	4.04	1.85	0.26	1.18	*	0.67

## Q1: Factors That Attracted Young Professionals to Aiken by RACE

Race (recoded)	Nonwhite				White				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Convenience of everything	14	6.64	0.74	0.20	61	5.31	1.47	0.19	1.33	***	1.14
Short commute	14	6.64	0.74	0.20	61	5.54	1.37	0.18	1.10	**	1.00
Arts organizations	14	4.36	1.82	0.49	61	3.44	1.66	0.21	0.91		
Good shopping in the area	13	5.03	1.80	0.50	61	4.75	1.42	0.18	0.28		
Quantity of amenities	14	5.43	1.45	0.39	61	4.92	1.39	0.18	0.51		
Beauty/aesthetics of the community	14	5.93	1.38	0.37	61	5.70	1.32	0.17	0.22		
Downtown atmosphere	14	5.07	1.94	0.52	61	5.25	1.50	0.19	-0.17		
Small town feel	15	4.93	2.37	0.61	60	5.33	1.59	0.21	-0.40		
Advancement in a different company	15	4.27	2.28	0.59	60	4.07	2.40	0.31	0.20		
Advancement in the same company	14	4.86	2.32	0.62	61	4.08	2.33	0.30	0.78		
Lateral move in a different company	14	4.43	2.14	0.57	58	2.41	1.89	0.25	2.01	***	1.00
Lateral move in the same company	14	3.50	1.95	0.52	59	2.83	1.97	0.26	0.67		
Career move (recoded)	15	5.60	1.76	0.46	61	5.44	1.89	0.24	0.16		
Good career opportunities/good job market	14	6.07	1.59	0.43	59	5.10	1.62	0.21	0.97	*	0.60
Spouse's career	14	4.71	2.55	0.68	59	4.12	2.35	0.31	0.60		
Character of community	14	5.93	1.64	0.44	61	5.69	1.19	0.15	0.24		
Family-oriented community	14	6.14	1.66	0.44	61	5.66	1.30	0.17	0.49		
Friendly people	14	6.36	0.84	0.23	61	5.97	1.00	0.13	0.39		
Growth of community	15	6.40	0.99	0.25	61	5.33	1.48	0.19	1.07	**	0.85
Sense of community	14	6.07	1.07	0.29	60	5.63	1.30	0.17	0.44		
Sense of history	14	5.29	1.77	0.47	61	4.90	1.66	0.21	0.38		
Sense of pride in the community	14	6.21	0.97	0.26	61	5.64	1.30	0.17	0.57		
Size of the community	14	6.07	0.92	0.25	61	5.13	1.45	0.19	0.94	*	0.77
Southern traditions	15	5.07	1.75	0.45	61	4.57	1.95	0.25	0.49		
Affordable housing	14	6.36	1.08	0.29	61	5.54	1.76	0.22	0.82		
Good business climate/potential	14	6.21	1.31	0.35	60	5.48	1.31	0.17	0.73		
Low cost of living	14	5.93	1.77	0.47	61	5.59	1.55	0.20	0.34		
Good elementary and secondary schools	14	5.93	1.69	0.45	61	5.10	1.97	0.25	0.83		
USC Aiken	14	5.57	2.06	0.55	61	4.52	2.05	0.26	1.05		
Climate	14	6.00	1.24	0.33	60	5.17	1.60	0.21	0.83		
Close to major cities	15	6.33	0.98	0.25	61	4.70	1.76	0.23	1.63	***	1.14
Family in Aiken	15	5.07	2.49	0.64	61	4.56	2.70	0.35	0.51		
Friends in Aiken	15	5.53	2.07	0.53	61	5.03	2.39	0.31	0.50		
Grew up in Aiken	14	3.71	2.58	0.69	61	3.72	2.81	0.36	-0.01		
Golf	14	1.79	1.31	0.35	61	2.95	2.00	0.26	-1.17	*	-0.69
Horses	14	3.00	2.04	0.54	61	2.52	1.80	0.23	0.48		
Social opportunities	14	5.29	1.98	0.53	60	4.20	1.79	0.23	1.09	*	0.58



## Q2: Factors That Have Kept Young Professionals in Aiken by AGE

Age (recoded)	Under 30				30 or older				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Cultural events	30	5.10	1.69	0.31	46	4.67	1.46	0.22	0.43		
Good shopping/new shopping	30	6.03	1.00	0.18	45	4.96	1.35	0.20	1.08	***	0.91
Quantity of activities and events	30	5.80	1.10	0.20	45	5.22	1.18	0.18	0.58	*	0.51
Beauty/aesthetics of community	30	5.03	1.09	0.20	45	5.62	1.21	0.18	-0.59		
Downtown	30	5.67	1.32	0.24	45	5.16	1.45	0.22	0.51		
Green space	30	5.07	1.53	0.28	45	5.22	1.33	0.20	-0.16		
Small town atmosphere	30	4.70	1.78	0.33	46	5.26	1.74	0.26	-0.56		
Career opportunities/good job market	30	6.43	0.82	0.15	45	5.73	1.50	0.22	0.70	*	0.58
Satisfaction with career	30	6.63	0.56	0.10	46	6.33	1.14	0.17	0.31		
Spouse's career	28	5.29	2.24	0.42	45	4.56	2.33	0.35	0.73		
Volunteer work	30	5.30	1.29	0.24	46	4.48	1.77	0.26	0.82	*	0.53
Family-oriented community	30	5.77	1.33	0.24	46	5.70	1.47	0.22	0.07		
Friendly people	30	6.10	0.96	0.18	46	5.85	1.25	0.18	0.25		
Quality of life	30	6.23	0.90	0.16	46	6.20	0.93	0.14	0.04		
Slow and steady growth of community	30	5.63	1.52	0.28	46	5.46	1.41	0.21	0.18		
Social activities	30	6.00	1.11	0.20	46	4.76	1.59	0.24	1.24	***	0.90
Diverse people from all over the U.S.	30	5.80	1.13	0.21	46	4.39	1.90	0.28	1.41	***	0.90
Cost of living	30	6.17	1.26	0.23	46	6.02	1.06	0.16	0.14		
Good business climate	30	6.37	0.76	0.14	45	5.13	1.62	0.24	1.23	***	0.97
Economic growth in the area	30	6.33	0.76	0.14	46	5.48	1.59	0.23	0.86	**	0.69
Increase in business	30	6.30	0.79	0.15	45	5.13	1.46	0.22	1.17	***	1.00
New businesses in area	30	6.43	0.63	0.11	46	5.07	1.44	0.21	1.37	***	1.24
Good elementary and secondary schools	30	5.47	2.00	0.36	46	5.76	1.39	0.20	-0.29		
Good housing market/property values	30	6.13	1.53	0.28	46	6.00	1.28	0.19	0.13		
Satisfaction with housing	30	6.13	1.36	0.25	46	5.91	1.49	0.22	0.22		
Climate	30	5.30	1.56	0.28	46	5.46	1.49	0.22	-0.16		
Close to beaches and mountains	30	5.47	1.36	0.25	45	4.82	1.63	0.24	0.64		
Close to family	29	5.83	1.65	0.31	46	5.48	2.08	0.31	0.35		
Close to friends	29	6.00	1.63	0.30	46	5.33	1.83	0.27	0.67		
Close to major cities	29	5.76	1.24	0.23	46	4.78	1.74	0.26	0.98	*	0.65
Child-oriented recreation and events	30	5.37	1.83	0.33	45	5.24	1.91	0.28	0.12		
Golf	30	3.03	1.77	0.32	45	2.78	2.05	0.31	0.26		
Horses	30	3.33	1.97	0.36	44	2.48	1.89	0.28	0.86		

## Q2: Factors That Have Kept Young Professionals in Aiken by CHILDREN

Children (recoded)	No children				One or more child				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Cultural events	34	4.74	1.60	0.27	42	4.93	1.54	0.24	-0.19		
Good shopping/new shopping	33	5.55	1.28	0.22	42	5.26	1.36	0.21	0.28		
Quantity of activities and events	34	5.32	1.30	0.22	41	5.56	1.07	0.17	-0.24		
Beauty/aesthetics of community	33	5.03	1.18	0.20	42	5.74	1.15	0.18	-0.70		
Downtown	33	5.15	1.46	0.25	42	5.52	1.37	0.21	-0.37		
Green space	33	5.06	1.27	0.22	42	5.24	1.51	0.23	-0.18		
Small town atmosphere	34	4.71	1.68	0.29	42	5.31	1.81	0.28	-0.60		
Career opportunities/good job market	33	6.27	1.04	0.18	42	5.81	1.47	0.23	0.46		
Satisfaction with career	34	6.53	1.11	0.19	42	6.38	0.82	0.13	0.15		
Spouse's career	31	4.81	2.48	0.45	42	4.86	2.20	0.34	-0.05		
Volunteer work	34	4.79	1.84	0.32	42	4.81	1.49	0.23	-0.02		
Family-oriented community	34	5.18	1.60	0.28	42	6.17	1.06	0.16	-0.99	**	-0.73
Friendly people	34	5.76	1.28	0.22	42	6.10	1.01	0.16	-0.33		
Quality of life	34	6.18	0.90	0.15	42	6.24	0.93	0.14	-0.06		
Slow and steady growth of community	34	5.44	1.60	0.27	42	5.60	1.33	0.20	-0.15		
Social activities	34	5.32	1.79	0.31	42	5.19	1.33	0.21	0.13		
Diverse people from all over the U.S.	34	5.21	1.61	0.28	42	4.74	1.89	0.29	0.47		
Cost of living	34	6.00	1.26	0.22	42	6.14	1.05	0.16	-0.14		
Good business climate	33	5.64	1.65	0.29	42	5.62	1.32	0.20	0.02		
Economic growth in the area	34	5.88	1.49	0.26	42	5.76	1.30	0.20	0.12		
Increase in business	33	5.61	1.58	0.28	42	5.60	1.17	0.18	0.01		
New businesses in area	34	5.82	1.49	0.25	42	5.43	1.23	0.19	0.39		
Good elementary and secondary schools	34	4.91	1.90	0.33	42	6.24	1.12	0.17	-1.33	***	-0.85
Good housing market/property values	34	5.74	1.64	0.28	42	6.31	1.07	0.17	-0.57		
Satisfaction with housing	34	5.85	1.56	0.27	42	6.12	1.33	0.21	-0.27		
Climate	34	5.26	1.52	0.26	42	5.50	1.50	0.23	-0.24		
Close to beaches and mountains	33	5.00	1.46	0.25	42	5.14	1.63	0.25	-0.14		
Close to family	33	5.64	1.88	0.33	42	5.60	1.98	0.30	0.04		
Close to friends	33	5.67	1.93	0.34	42	5.52	1.66	0.26	0.14		
Close to major cities	33	5.21	1.75	0.30	42	5.12	1.55	0.24	0.09		
Child-oriented recreation and events	33	4.21	2.16	0.38	42	6.14	0.98	0.15	-1.93	***	-1.15
Golf	33	2.94	1.80	0.31	42	2.83	2.06	0.32	0.11		
Horses	32	2.63	1.58	0.28	42	2.98	2.20	0.34	-0.35		

## Q2: Factors That Have Kept Young Professionals in Aiken by GENDER

Gender	Female				Male				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Cultural events	43	4.91	1.59	0.24	32	4.69	1.51	0.27	0.22		
Good shopping/new shopping	42	5.60	1.21	0.19	32	5.06	1.41	0.25	0.53		
Quantity of activities and events	43	5.56	1.18	0.18	31	5.26	1.15	0.21	0.30		
Beauty/aesthetics of community	42	5.03	1.27	0.20	32	5.75	0.98	0.17	-0.72		
Downtown	42	5.29	1.33	0.21	32	5.41	1.52	0.27	-0.12		
Green space	42	5.38	1.29	0.20	32	4.81	1.49	0.26	0.57		
Small town atmosphere	43	5.12	1.72	0.26	32	4.88	1.84	0.33	0.24		
Career opportunities/good job market	42	6.29	1.09	0.17	32	5.63	1.50	0.26	0.66	*	0.50
Satisfaction with career	43	6.49	1.14	0.17	32	6.38	0.66	0.12	0.11		
Spouse's career	40	5.63	2.00	0.32	32	3.78	2.30	0.41	1.84	***	0.86
Volunteer work	43	4.91	1.70	0.26	32	4.59	1.54	0.27	0.31		
Family-oriented community	43	5.84	1.62	0.25	32	5.53	1.08	0.19	0.31		
Friendly people	43	6.02	1.32	0.20	32	5.81	0.86	0.15	0.21		
Quality of life	43	6.28	0.98	0.15	32	6.09	0.82	0.14	0.19		
Slow and steady growth of community	43	5.63	1.50	0.23	32	5.34	1.38	0.24	0.28		
Social activities	43	5.49	1.56	0.24	32	4.88	1.45	0.26	0.61		
Diverse people from all over the U.S.	43	5.30	1.57	0.24	32	4.41	1.92	0.34	0.90	*	0.51
Cost of living	43	6.28	1.03	0.16	32	5.78	1.24	0.22	0.50		
Good business climate	42	5.69	1.58	0.24	32	5.50	1.32	0.23	0.19		
Economic growth in the area	43	5.81	1.50	0.23	32	5.78	1.24	0.22	0.03		
Increase in business	42	5.60	1.59	0.25	32	5.56	0.98	0.17	0.03		
New businesses in area	43	5.70	1.52	0.23	32	5.44	1.11	0.20	0.26		
Good elementary and secondary schools	43	5.65	1.59	0.24	32	5.59	1.76	0.31	0.06		
Good housing market/property values	43	6.19	1.38	0.21	32	5.84	1.37	0.24	0.34		
Satisfaction with housing	43	6.14	1.44	0.22	32	5.78	1.43	0.25	0.36		
Climate	43	5.37	1.68	0.26	32	5.38	1.26	0.22	0.00		
Close to beaches and mountains	42	5.19	1.61	0.25	32	4.88	1.45	0.26	0.32		
Close to family	42	5.86	1.91	0.29	32	5.25	1.93	0.34	0.61		
Close to friends	42	5.90	1.69	0.26	32	5.13	1.81	0.32	0.78		
Close to major cities	43	5.60	1.40	0.21	31	4.48	1.71	0.31	1.12	**	0.72
Child-oriented recreation and events	42	5.33	1.92	0.30	32	5.19	1.82	0.32	0.15		
Golf	42	2.60	1.93	0.30	32	3.28	1.94	0.34	-0.69		
Horses	41	2.98	1.96	0.31	32	2.50	1.83	0.32	0.48		

**Q2: Factors That Have Kept Young Professionals in Aiken  
by HOW LONG in Aiken**

How long in Aiken (recoded)	One to ten years				More than ten years				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Cultural events	43	5.00	1.66	0.25	33	4.64	1.41	0.25	0.36		
Good shopping/new shopping	42	5.45	1.43	0.22	33	5.30	1.19	0.21	0.15		
Quantity of activities and events	42	5.55	1.29	0.20	33	5.33	1.02	0.18	0.21		
Beauty/aesthetics of community	42	5.03	1.25	0.19	33	5.67	1.05	0.18	-0.63		
Downtown	42	5.67	1.26	0.19	33	4.97	1.51	0.26	0.70	*	0.50
Green space	42	5.26	1.42	0.22	33	5.03	1.40	0.24	0.23		
Small town atmosphere	43	4.93	1.87	0.29	33	5.18	1.65	0.29	-0.25		
Career opportunities/good job market	42	6.05	1.38	0.21	33	5.97	1.24	0.22	0.08		
Satisfaction with career	43	6.40	1.16	0.18	33	6.52	0.62	0.11	-0.12		
Spouse's career	40	4.90	2.39	0.38	33	4.76	2.24	0.39	0.14		
Volunteer work	43	4.84	1.76	0.27	33	4.76	1.50	0.26	0.08		
Family-oriented community	43	5.53	1.61	0.25	33	5.97	1.07	0.19	-0.43		
Friendly people	43	5.93	1.28	0.20	33	5.97	0.95	0.17	-0.04		
Quality of life	43	6.16	1.00	0.15	33	6.27	0.80	0.14	-0.11		
Slow and steady growth of community	43	5.63	1.72	0.26	33	5.39	1.00	0.17	0.23		
Social activities	43	5.23	1.73	0.26	33	5.27	1.28	0.22	-0.04		
Diverse people from all over the U.S.	43	5.23	1.72	0.26	33	4.58	1.80	0.31	0.66		
Cost of living	43	6.05	1.27	0.19	33	6.12	0.96	0.17	-0.07		
Good business climate	42	5.55	1.66	0.26	33	5.73	1.21	0.21	-0.18		
Economic growth in the area	43	5.81	1.61	0.25	33	5.82	1.04	0.18	0.00		
Increase in business	42	5.69	1.41	0.22	33	5.48	1.30	0.23	0.21		
New businesses in area	43	5.77	1.41	0.22	33	5.39	1.27	0.22	0.37		
Good elementary and secondary schools	43	5.37	1.93	0.29	33	6.00	1.12	0.19	-0.63		
Good housing market/property values	43	5.93	1.61	0.25	33	6.21	0.99	0.17	-0.28		
Satisfaction with housing	43	5.88	1.64	0.25	33	6.15	1.12	0.20	-0.27		
Climate	43	5.09	1.69	0.26	33	5.79	1.14	0.20	-0.69	*	-0.48
Close to beaches and mountains	42	4.95	1.67	0.26	33	5.24	1.39	0.24	-0.29		
Close to family	42	5.52	1.95	0.30	33	5.73	1.91	0.33	-0.20		
Close to friends	42	5.31	2.01	0.31	33	5.94	1.37	0.24	-0.63		
Close to major cities	42	5.19	1.58	0.24	33	5.12	1.71	0.30	0.07		
Child-oriented recreation and events	42	4.86	2.19	0.34	33	5.85	1.15	0.20	-0.99	*	-0.57
Golf	42	2.69	1.99	0.31	33	3.12	1.87	0.32	-0.43		
Horses	41	2.88	2.06	0.32	33	2.76	1.84	0.32	0.12		

**Q2: Factors That Have Kept Young Professionals in Aiken  
by MARITAL STATUS**

Married (recoded)	Not married				Married				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Cultural events	24	5.63	1.17	0.24	52	4.48	1.59	0.22	1.14	***	0.82
Good shopping/new shopping	23	6.13	0.92	0.19	52	5.06	1.35	0.19	1.07	***	0.93
Quantity of activities and events	24	5.96	0.95	0.19	51	5.22	1.21	0.17	0.74	**	0.68
Beauty/aesthetics of community	23	5.03	1.08	0.23	52	5.54	1.18	0.16	-0.50		
Downtown	23	5.61	1.41	0.29	52	5.25	1.41	0.20	0.36		
Green space	23	5.26	1.29	0.27	52	5.12	1.46	0.20	0.15		
Small town atmosphere	24	4.96	1.90	0.39	52	5.08	1.72	0.24	-0.12		
Career opportunities/good job market	23	6.52	0.79	0.16	52	5.79	1.43	0.20	0.73	*	0.63
Satisfaction with career	24	6.75	0.44	0.09	52	6.31	1.09	0.15	0.44	*	0.53
Spouse's career	21	4.43	2.44	0.53	52	5.00	2.26	0.31	-0.57		
Volunteer work	24	5.25	1.54	0.31	52	4.60	1.66	0.23	0.65		
Family-oriented community	24	5.58	1.44	0.29	52	5.79	1.40	0.19	-0.21		
Friendly people	24	6.25	0.90	0.18	52	5.81	1.22	0.17	0.44		
Quality of life	24	6.50	0.78	0.16	52	6.08	0.95	0.13	0.42		
Slow and steady growth of community	24	6.08	1.06	0.22	52	5.27	1.54	0.21	0.81	*	0.62
Social activities	24	6.25	0.94	0.19	52	4.79	1.55	0.22	1.46	***	1.14
Diverse people from all over the U.S.	24	6.17	0.87	0.18	52	4.38	1.81	0.25	1.78	***	1.26
Cost of living	24	6.46	0.83	0.17	52	5.90	1.22	0.17	0.55	*	0.53
Good business climate	23	6.48	0.59	0.12	52	5.25	1.58	0.22	1.23	***	1.03
Economic growth in the area	24	6.46	0.51	0.10	52	5.52	1.55	0.22	0.94	***	0.81
Increase in business	23	6.30	0.76	0.16	52	5.29	1.45	0.20	1.02	***	0.88
New businesses in area	24	6.38	0.82	0.17	52	5.25	1.41	0.20	1.13	***	0.97
Good elementary and secondary schools	24	5.33	1.93	0.39	52	5.79	1.50	0.21	-0.46		
Good housing market/property values	24	6.29	1.27	0.26	52	5.94	1.42	0.20	0.35		
Satisfaction with housing	24	6.42	0.72	0.15	52	5.81	1.63	0.23	0.61	*	0.48
Climate	24	5.67	1.37	0.28	52	5.27	1.56	0.22	0.40		
Close to beaches and mountains	23	5.17	1.34	0.28	52	5.04	1.64	0.23	0.14		
Close to family	23	5.74	1.48	0.31	52	5.56	2.10	0.29	0.18		
Close to friends	23	5.74	1.54	0.32	52	5.52	1.87	0.26	0.22		
Close to major cities	23	5.52	1.31	0.27	52	5.00	1.74	0.24	0.52		
Child-oriented recreation and events	23	5.09	1.73	0.36	52	5.38	1.93	0.27	-0.30		
Golf	23	2.78	1.65	0.34	52	2.92	2.07	0.29	-0.14		
Horses	23	2.57	1.38	0.29	51	2.94	2.17	0.30	-0.38		

## Q2: Factors That Have Kept Young Professionals in Aiken by RACE

Race (recoded)	Nonwhite				White				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Cultural events	15	5.87	1.30	0.34	61	4.59	1.52	0.19	1.28	**	0.90
Good shopping/new shopping	14	6.29	1.27	0.34	61	5.18	1.26	0.16	1.11	**	0.88
Quantity of activities and events	15	6.47	0.92	0.24	60	5.20	1.10	0.14	1.27	***	1.25
Beauty/aesthetics of community	14	5.03	1.10	0.29	61	5.54	1.15	0.15	-0.51		
Downtown	14	5.93	1.27	0.34	61	5.23	1.42	0.18	0.70		
Green space	14	5.07	1.73	0.46	61	5.18	1.34	0.17	-0.11		
Small town atmosphere	15	4.93	2.37	0.61	61	5.07	1.61	0.21	-0.13		
Career opportunities/good job market	14	6.57	1.09	0.29	61	5.89	1.33	0.17	0.69		
Satisfaction with career	15	6.60	1.06	0.27	61	6.41	0.94	0.12	0.19		
Spouse's career	14	4.71	2.58	0.69	59	4.86	2.26	0.29	-0.15		
Volunteer work	15	5.53	1.92	0.50	61	4.62	1.53	0.20	0.91		
Family-oriented community	15	6.53	0.83	0.22	61	5.52	1.46	0.19	1.01	**	0.85
Friendly people	15	6.53	0.64	0.17	61	5.80	1.19	0.15	0.73	*	0.76
Quality of life	15	6.67	0.62	0.16	61	6.10	0.94	0.12	0.57	*	0.71
Slow and steady growth of community	15	6.07	1.03	0.27	61	5.39	1.51	0.19	0.67		
Social activities	15	6.07	1.44	0.37	61	5.05	1.51	0.19	1.02	*	0.69
Diverse people from all over the U.S.	15	6.33	1.23	0.32	61	4.61	1.73	0.22	1.73	***	1.15
Cost of living	15	6.67	0.82	0.21	61	5.93	1.17	0.15	0.73	*	0.73
Good business climate	14	6.36	1.08	0.29	61	5.46	1.50	0.19	0.90	*	0.69
Economic growth in the area	15	6.67	0.62	0.16	61	5.61	1.44	0.18	1.06	***	0.96
Increase in business	14	6.43	1.09	0.29	61	5.41	1.35	0.17	1.02	*	0.83
New businesses in area	15	6.47	1.06	0.27	61	5.39	1.35	0.17	1.07	**	0.89
Good elementary and secondary schools	15	5.93	1.75	0.45	61	5.57	1.63	0.21	0.36		
Good housing market/property values	15	6.87	0.35	0.09	61	5.85	1.46	0.19	1.01	***	0.96
Satisfaction with housing	15	6.80	0.41	0.11	61	5.80	1.53	0.20	1.00	***	0.89
Climate	15	6.20	1.21	0.31	61	5.20	1.51	0.19	1.00	*	0.73
Close to beaches and mountains	14	5.29	1.77	0.47	61	5.03	1.51	0.19	0.25		
Close to family	15	6.40	0.99	0.25	60	5.42	2.05	0.26	0.98	*	0.61
Close to friends	15	6.13	1.06	0.27	60	5.45	1.89	0.24	0.68		
Close to major cities	14	6.21	1.05	0.28	61	4.92	1.65	0.21	1.30	**	0.94
Child-oriented recreation and events	14	6.57	0.85	0.23	61	5.00	1.91	0.25	1.57	***	1.06
Golf	14	2.21	1.67	0.45	61	3.03	1.97	0.25	-0.82		
Horses	14	3.43	2.24	0.60	60	2.68	1.87	0.24	0.75		

### Q3: Factors That Might Prompt Young Professionals to Leave Aiken by AGE

Age (recoded)	Under 30				30 or older				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Not enough arts or entertainment compared to larger cities	30	3.83	2.20	0.40	45	3.64	1.93	0.29	0.19		
Loss of small town feel	29	3.76	2.03	0.38	45	4.24	1.82	0.27	-0.49		
Better job/promotion	30	6.37	1.10	0.20	45	5.69	1.86	0.28	0.68		
Business opportunity elsewhere	30	5.03	0.86	0.16	46	5.11	2.04	0.30	-0.07	***	-0.05
Job is relocated	29	5.55	1.38	0.26	45	4.20	2.26	0.34	1.35	**	0.72
Loss of job	29	5.31	1.67	0.31	45	5.13	2.13	0.32	0.18		
Lack of jobs in the area	29	5.86	1.43	0.27	46	5.04	2.26	0.33	0.82		
Spouse's job	28	5.29	2.17	0.41	44	4.09	2.58	0.39	1.19	*	0.50
Crowding	29	4.21	2.32	0.43	45	4.11	1.72	0.26	0.10		
Falling behind in technology	29	4.83	1.91	0.35	45	3.98	1.96	0.29	0.85		
Not enough growth on north side	29	4.34	2.02	0.38	45	2.91	1.92	0.29	1.43	**	0.73
Too much growth	30	3.57	2.11	0.39	45	4.04	1.98	0.29	-0.48		
Traffic	29	4.17	2.05	0.38	45	4.31	1.82	0.27	-0.14		
Economic windfall / lottery win	29	4.24	2.21	0.41	45	3.51	2.46	0.37	0.73		
Complete degree program	30	3.83	2.41	0.44	45	2.78	2.10	0.31	1.06	*	0.47
Schools don't improve	29	4.76	2.03	0.38	44	4.43	2.21	0.33	0.33		
More affordable housing elsewhere	29	4.90	2.27	0.42	45	3.67	2.23	0.33	1.23	*	0.55
Can move to beach	29	3.62	2.03	0.38	45	2.84	2.27	0.34	0.78		
Distance from major cities	29	3.59	1.80	0.33	45	2.84	1.83	0.27	0.74		
Environmental disaster/pollution	29	5.31	1.44	0.27	44	4.64	2.01	0.30	0.67		
Family (moves or needs medical care)	29	5.45	1.55	0.29	45	5.27	1.99	0.30	0.18		
Spouse, life partner, or significant other	30	5.43	1.87	0.34	46	4.98	2.17	0.32	0.46		
Loss of feeling of safety/security	29	5.34	1.86	0.34	45	4.73	1.92	0.29	0.61		

### Q3: Factors That Might Prompt Young Professionals to Leave Aiken by CHILDREN

Children (recoded)	No children				One or more child				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Not enough arts or entertainment compared to larger cities	33	3.64	2.03	0.35	42	3.79	2.05	0.32	-0.15		
Loss of small town feel	32	3.47	1.90	0.34	42	4.50	1.81	0.28	-1.03	*	-0.56
Better job/promotion	33	6.33	1.29	0.22	42	5.67	1.80	0.28	0.67		
Business opportunity elsewhere	34	5.03	1.60	0.28	42	5.29	1.86	0.29	-0.25		
Job is relocated	32	4.97	1.91	0.34	42	4.55	2.18	0.34	0.42		
Loss of job	33	5.39	1.78	0.31	41	5.05	2.09	0.33	0.35		
Lack of jobs in the area	33	5.70	1.85	0.32	42	5.10	2.12	0.33	0.60		
Spouse's job	31	5.39	2.12	0.38	41	3.93	2.57	0.40	1.46	*	0.62
Crowding	32	3.78	2.03	0.36	42	4.43	1.89	0.29	-0.65		
Falling behind in technology	32	4.28	1.85	0.33	42	4.33	2.08	0.32	-0.05		
Not enough growth on north side	32	3.75	1.88	0.33	42	3.26	2.20	0.34	0.49		
Too much growth	33	3.52	1.91	0.33	42	4.12	2.11	0.33	-0.60		
Traffic	32	3.88	2.03	0.36	42	4.55	1.77	0.27	-0.67		
Economic windfall / lottery win	32	4.22	2.28	0.40	42	3.48	2.42	0.37	0.74		
Complete degree program	33	3.42	2.31	0.40	42	3.02	2.26	0.35	0.40		
Schools don't improve	32	4.31	2.19	0.39	41	4.76	2.09	0.33	-0.44		
More affordable housing elsewhere	32	4.69	2.16	0.38	42	3.74	2.36	0.36	0.95		
Can move to beach	32	3.41	2.03	0.36	42	2.95	2.32	0.36	0.45		
Distance from major cities	32	3.38	1.74	0.31	42	2.95	1.92	0.30	0.42		
Environmental disaster/pollution	32	5.09	1.73	0.31	41	4.76	1.91	0.30	0.34		
Family (moves or needs medical care)	32	5.13	1.79	0.32	42	5.50	1.85	0.29	-0.38		
Spouse, life partner, or significant other	34	5.29	1.93	0.33	42	5.05	2.16	0.33	0.25		
Loss of feeling of safety/security	32	4.88	2.01	0.36	42	5.05	1.85	0.29	-0.17		



### Q3: Factors That Might Prompt Young Professionals to Leave Aiken by GENDER

Gender	Female				Male				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Not enough arts or entertainment compared to larger cities	42	3.79	1.97	0.30	32	3.53	2.08	0.37	0.25		
Loss of small town feel	42	4.00	1.77	0.27	31	4.03	2.07	0.37	-0.03		
Better job/promotion	42	6.26	1.29	0.20	32	5.53	1.93	0.34	0.73		
Business opportunity elsewhere	43	5.03	1.50	0.23	32	5.16	2.05	0.36	-0.12		
Job is relocated	41	5.29	1.89	0.29	32	3.94	2.05	0.36	1.36	**	0.69
Loss of job	42	5.36	1.83	0.28	31	4.94	2.11	0.38	0.42		
Lack of jobs in the area	42	5.79	1.68	0.26	32	4.75	2.29	0.40	1.04	*	0.52
Spouse's job	39	5.79	1.88	0.30	32	2.97	2.25	0.40	2.83	***	1.36
Crowding	41	4.46	1.96	0.31	32	3.66	1.86	0.33	0.81		
Falling behind in technology	41	4.51	1.83	0.29	32	3.97	2.10	0.37	0.54		
Not enough growth on north side	41	3.66	2.02	0.32	32	3.13	2.06	0.36	0.53		
Too much growth	42	4.07	2.05	0.32	32	3.47	1.93	0.34	0.60		
Traffic	41	4.66	1.96	0.31	32	3.66	1.66	0.29	1.00	*	0.55
Economic windfall / lottery win	41	4.17	2.31	0.36	32	3.22	2.35	0.42	0.95		
Complete degree program	42	3.43	2.31	0.36	32	2.78	2.14	0.38	0.65		
Schools don't improve	41	4.68	2.18	0.34	31	4.32	2.07	0.37	0.36		
More affordable housing elsewhere	41	4.54	2.17	0.34	32	3.56	2.38	0.42	0.97		
Can move to beach	42	3.38	2.25	0.35	31	2.90	2.12	0.38	0.48		
Distance from major cities	41	3.27	1.72	0.27	32	2.84	1.90	0.34	0.42		
Environmental disaster/pollution	41	4.83	1.84	0.29	31	4.94	1.82	0.33	-0.11		
Family (moves or needs medical care)	41	5.41	1.94	0.30	32	5.19	1.69	0.30	0.23		
Spouse, life partner, or significant other	43	5.63	1.84	0.28	32	4.47	2.17	0.38	1.16	*	0.58
Loss of feeling of safety/security	41	5.24	1.81	0.28	32	4.56	1.98	0.35	0.68		

### Q3: Factors That Might Prompt Young Professionals to Leave Aiken by HOW LONG in Aiken

How long in Aiken (recoded)	One to ten years				More than ten years				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Not enough arts or entertainment compared to larger cities	42	4.33	2.02	0.31	33	2.94	1.78	0.31	1.39	**	0.73
Loss of small town feel	41	3.76	1.88	0.29	33	4.42	1.90	0.33	-0.67		
Better job/promotion	42	6.12	1.52	0.23	33	5.76	1.75	0.30	0.36		
Business opportunity elsewhere	43	5.03	1.58	0.24	33	5.27	1.99	0.35	-0.24		
Job is relocated	41	4.93	1.99	0.31	33	4.48	2.15	0.37	0.44		
Loss of job	42	5.31	1.81	0.28	32	5.06	2.14	0.38	0.25		
Lack of jobs in the area	42	5.64	1.83	0.28	33	5.00	2.19	0.38	0.64		
Spouse's job	40	4.93	2.39	0.38	32	4.09	2.56	0.45	0.83		
Crowding	41	3.76	2.03	0.32	33	4.64	1.78	0.31	-0.88		
Falling behind in technology	41	4.51	2.10	0.33	33	4.06	1.80	0.31	0.45		
Not enough growth on north side	41	3.49	2.15	0.34	33	3.45	2.00	0.35	0.03		
Too much growth	42	3.43	2.05	0.32	33	4.39	1.90	0.33	-0.97	*	-0.49
Traffic	41	3.88	1.87	0.29	33	4.73	1.86	0.32	-0.85		
Economic windfall / lottery win	41	3.95	2.25	0.35	33	3.61	2.55	0.44	0.35		
Complete degree program	42	3.40	2.27	0.35	33	2.94	2.28	0.40	0.47		
Schools don't improve	41	4.76	2.17	0.34	32	4.31	2.10	0.37	0.44		
More affordable housing elsewhere	41	4.27	2.33	0.36	33	4.00	2.30	0.40	0.27		
Can move to beach	41	3.02	2.17	0.34	33	3.30	2.24	0.39	-0.28		
Distance from major cities	41	3.27	1.95	0.30	33	2.97	1.72	0.30	0.30		
Environmental disaster/pollution	40	5.05	1.80	0.28	33	4.73	1.88	0.33	0.32		
Family (moves or needs medical care)	41	5.34	1.70	0.27	33	5.33	1.99	0.35	0.01		
Spouse, life partner, or significant other	43	5.23	1.95	0.30	33	5.06	2.21	0.38	0.17		
Loss of feeling of safety/security	41	4.98	1.98	0.31	33	4.97	1.85	0.32	0.01		

### Q3: Factors That Might Prompt Young Professionals to Leave Aiken by MARITAL STATUS

Married (recoded)	Not married				Married				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Not enough arts or entertainment compared to larger cities	23	4.04	2.14	0.45	52	3.58	1.98	0.28	0.47		
Loss of small town feel	22	3.64	1.79	0.38	52	4.23	1.95	0.27	-0.59		
Better job/promotion	23	6.35	0.93	0.19	52	5.79	1.83	0.25	0.56		
Business opportunity elsewhere	24	5.03	0.85	0.17	52	5.33	2.02	0.28	-0.29	**	-0.19
Job is relocated	22	5.18	1.18	0.25	52	4.54	2.32	0.32	0.64		
Loss of job	23	5.26	1.66	0.35	51	5.18	2.09	0.29	0.08		
Lack of jobs in the area	23	6.04	1.33	0.28	52	5.06	2.19	0.30	0.99	*	0.54
Spouse's job	21	4.48	2.29	0.50	51	4.59	2.58	0.36	-0.11		
Crowding	22	3.91	2.02	0.43	52	4.25	1.95	0.27	-0.34		
Falling behind in technology	22	4.91	1.82	0.39	52	4.06	1.99	0.28	0.85		
Not enough growth on north side	22	4.23	2.00	0.43	52	3.15	2.03	0.28	1.07	*	0.53
Too much growth	23	3.74	2.00	0.42	52	3.90	2.06	0.29	-0.16		
Traffic	22	3.95	1.99	0.42	52	4.38	1.87	0.26	-0.43		
Economic windfall / lottery win	22	3.82	1.97	0.42	52	3.79	2.55	0.35	0.03		
Complete degree program	23	4.04	2.29	0.48	52	2.83	2.18	0.30	1.22	*	0.54
Schools don't improve	22	4.64	2.26	0.48	51	4.53	2.10	0.29	0.11		
More affordable housing elsewhere	22	4.95	1.94	0.41	52	3.81	2.38	0.33	1.15	*	0.53
Can move to beach	22	3.50	1.47	0.31	52	3.00	2.43	0.34	0.50		
Distance from major cities	22	4.00	1.27	0.27	52	2.77	1.94	0.27	1.23	**	0.75
Environmental disaster/pollution	22	5.18	1.37	0.29	51	4.78	1.99	0.28	0.40		
Family (moves or needs medical care)	22	4.77	1.69	0.36	52	5.58	1.84	0.26	-0.80		
Spouse, life partner, or significant other	24	4.42	2.04	0.42	52	5.50	1.99	0.28	-1.08	*	-0.54
Loss of feeling of safety/security	22	5.09	1.95	0.42	52	4.92	1.91	0.26	0.17		

### Q3: Factors That Might Prompt Young Professionals to Leave Aiken by RACE

Race (recoded)	Nonwhite				White				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Not enough arts or entertainment compared to larger cities	14	5.00	2.39	0.64	61	3.43	1.84	0.24	1.57	*	0.74
Loss of small town feel	13	3.85	2.15	0.60	61	4.10	1.87	0.24	-0.25		
Better job/promotion	14	6.86	0.36	0.10	61	5.75	1.73	0.22	1.10	***	0.88
Business opportunity elsewhere	15	5.03	0.41	0.11	61	5.33	1.87	0.24	-0.29	***	-0.22
Job is relocated	14	5.93	1.38	0.37	60	4.45	2.10	0.27	1.48	*	0.83
Loss of job	15	5.93	1.53	0.40	59	5.02	2.01	0.26	0.92		
Lack of jobs in the area	15	6.33	1.40	0.36	60	5.12	2.08	0.27	1.22	*	0.69
Spouse's job	13	4.92	2.53	0.70	59	4.47	2.49	0.32	0.45		
Crowding	14	4.00	2.45	0.65	60	4.18	1.85	0.24	-0.18		
Falling behind in technology	14	4.93	2.30	0.62	60	4.17	1.88	0.24	0.76		
Not enough growth on north side	14	5.36	1.82	0.49	60	3.03	1.88	0.24	2.32	***	1.26
Too much growth	14	4.07	2.34	0.62	61	3.80	1.97	0.25	0.27		
Traffic	14	4.64	1.91	0.51	60	4.17	1.91	0.25	0.48		
Economic windfall / lottery win	14	4.29	2.05	0.55	60	3.68	2.45	0.32	0.60		
Complete degree program	14	4.50	2.38	0.64	61	2.90	2.16	0.28	1.60	*	0.70
Schools don't improve	14	5.36	1.95	0.52	59	4.37	2.15	0.28	0.98		
More affordable housing elsewhere	14	5.57	1.79	0.48	60	3.82	2.30	0.30	1.75	**	0.85
Can move to beach	14	2.50	1.91	0.51	60	3.30	2.24	0.29	-0.80		
Distance from major cities	14	3.93	1.86	0.50	60	2.95	1.81	0.23	0.98		
Environmental disaster/pollution	14	5.21	1.53	0.41	59	4.83	1.90	0.25	0.38		
Family (moves or needs medical care)	14	5.57	1.50	0.40	60	5.28	1.90	0.24	0.29		
Spouse, life partner, or significant other	15	4.73	2.40	0.62	61	5.26	1.97	0.25	-0.53		
Loss of feeling of safety/security	14	5.07	2.02	0.54	60	4.95	1.90	0.25	0.12		

### Q4: Actions That Should Be Taken to Attract More Young Professionals to Aiken by AGE

Age (recoded)	Under 30				30 or older				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Add activities for children outside of school and church	29	5.28	1.39	0.26	45	5.04	1.49	0.22	0.23		
Add arts and entertainment	30	5.23	1.55	0.28	46	5.20	1.19	0.17	0.04		
Add coffee houses	29	4.66	2.02	0.38	46	3.70	2.04	0.30	0.96		
Add fine arts (symphony, ballet)	30	5.03	1.96	0.36	46	4.28	1.63	0.24	0.75		
Add Gen X attractions (Dave and Buster's, better movie theaters)	29	5.48	1.99	0.37	46	5.02	1.74	0.26	0.46		
Add more culturally diverse restaurants	30	5.43	1.52	0.28	45	5.02	1.83	0.27	0.41		
Add recreational activities (e.g. ice rink for skating and hockey)	29	5.34	1.54	0.29	45	5.38	1.47	0.22	-0.03		
Improve night life (jazz clubs, dance clubs, bars)	30	6.03	1.61	0.29	45	4.69	1.94	0.29	1.34	**	0.75
Add live music venues downtown	30	6.10	1.52	0.28	46	5.15	1.67	0.25	0.95	*	0.59
Improve networking opportunities	29	6.28	1.03	0.19	46	5.11	1.62	0.24	1.17	***	0.86
Improve social opportunities	30	6.30	1.06	0.19	46	4.87	1.61	0.24	1.43	***	1.05
Involve young professionals more in community organizations/boards	30	6.53	0.73	0.13	46	5.65	1.16	0.17	0.88	***	0.91
Add job opportunities for young professionals/people with college degree	30	6.47	0.97	0.18	46	6.02	1.04	0.15	0.44		
Attract new industry/corporate headquarters	30	6.23	1.04	0.19	46	6.13	1.07	0.16	0.10		
Conduct and promote job fairs	30	6.10	0.99	0.18	46	5.20	1.41	0.21	0.90	**	0.74
Develop more affordable housing	30	6.00	1.36	0.25	44	5.11	1.57	0.24	0.89	*	0.60
Improve opportunities for business	29	6.17	1.04	0.19	46	5.39	1.45	0.21	0.78	*	0.62
Improve salaries	28	6.71	0.60	0.11	46	6.11	1.34	0.20	0.61	**	0.58
Increase opportunity to develop professionally in current position or organization	30	6.27	1.01	0.19	46	5.59	1.41	0.21	0.68	*	0.55
Make office rental space more affordable in downtown	29	5.59	1.30	0.24	45	4.31	1.69	0.25	1.28	***	0.85
Improve schools	30	5.87	1.48	0.27	45	6.27	0.94	0.14	-0.40		
Make downtown smoke-free	30	5.67	1.71	0.31	45	4.47	2.39	0.36	1.20	*	0.58
Develop city relocation publication	30	5.30	1.53	0.28	45	4.31	1.70	0.25	0.99	*	0.61
Improve Aiken website to highlight community amenities	30	5.83	1.15	0.21	45	4.80	1.56	0.23	1.03	**	0.75
Promote Aiken as family-oriented community	30	5.57	1.38	0.25	45	5.18	1.74	0.26	0.39		
Install city-wide free internet	30	6.30	0.95	0.17	45	4.58	2.12	0.32	1.72	***	1.05

### Q4: Actions That Should Be Taken to Attract More Young Professionals to Aiken by CHILDREN

Children (recoded)	No children				One or more child				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Add activities for children outside of school and church	32	4.63	1.56	0.28	42	5.52	1.23	0.19	-0.90	**	-0.64
Add arts and entertainment	34	4.97	1.62	0.28	42	5.40	1.01	0.16	-0.43		
Add coffee houses	33	4.36	2.13	0.37	42	3.83	2.02	0.31	0.53		
Add fine arts (symphony, ballet)	34	5.03	1.74	0.30	42	4.31	1.79	0.28	0.72		
Add Gen X attractions (Dave and Buster's, better movie theaters)	33	5.33	1.91	0.33	42	5.10	1.81	0.28	0.24		
Add more culturally diverse restaurants	34	5.29	1.53	0.26	41	5.10	1.87	0.29	0.20		
Add recreational activities (e.g. ice rink for skating and hockey)	34	5.21	1.57	0.27	40	5.50	1.41	0.22	-0.29		
Improve night life (jazz clubs, dance clubs, bars)	33	5.58	1.84	0.32	42	4.95	1.96	0.30	0.62		
Add live music venues downtown	34	5.74	1.44	0.25	42	5.36	1.83	0.28	0.38		
Improve networking opportunities	33	5.79	1.43	0.25	42	5.38	1.59	0.25	0.41		
Improve social opportunities	34	5.82	1.40	0.24	42	5.12	1.66	0.26	0.70		
Involve young professionals more in community organizations/boards	34	6.29	0.80	0.14	42	5.76	1.25	0.19	0.53	*	0.51
Add job opportunities for young professionals/people with college degree	34	6.38	0.95	0.16	42	6.05	1.08	0.17	0.33		
Attract new industry/corporate headquarters	34	6.12	1.12	0.19	42	6.21	1.00	0.15	-0.10		
Conduct and promote job fairs	34	5.65	1.37	0.23	42	5.48	1.31	0.20	0.17		
Develop more affordable housing	33	5.70	1.29	0.22	41	5.29	1.72	0.27	0.40		
Improve opportunities for business	33	5.79	1.11	0.19	42	5.62	1.53	0.24	0.17		
Improve salaries	32	6.66	0.65	0.12	42	6.10	1.38	0.21	0.56	*	0.52
Increase opportunity to develop professionally in current position or organization	34	5.91	1.24	0.21	42	5.81	1.37	0.21	0.10		
Make office rental space more affordable in downtown	32	4.81	1.71	0.30	42	4.81	1.64	0.25	0.00		
Improve schools	33	5.67	1.49	0.26	42	6.45	0.74	0.11	-0.79	**	-0.67
Make downtown smoke-free	33	5.36	1.78	0.31	42	4.62	2.47	0.38	0.74		
Develop city relocation publication	33	4.61	1.75	0.30	42	4.79	1.68	0.26	-0.18		
Improve Aiken website to highlight community amenities	33	5.30	1.38	0.24	42	5.14	1.59	0.24	0.16		
Promote Aiken as family-oriented community	33	4.88	1.76	0.31	42	5.69	1.39	0.21	-0.81	*	-0.51
Install city-wide free internet	33	6.06	1.25	0.22	42	4.64	2.15	0.33	1.42	***	0.81

#### Q4: Actions That Should Be Taken to Attract More Young Professionals to Aiken by GENDER

Gender	Female				Male				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Add activities for children outside of school and church	41	5.34	1.54	0.24	32	4.81	1.26	0.22	0.53		
Add arts and entertainment	43	5.28	1.42	0.22	32	5.06	1.19	0.21	0.22		
Add coffee houses	42	4.38	1.85	0.29	32	3.56	2.26	0.40	0.82		
Add fine arts (symphony, ballet)	43	5.03	1.64	0.25	32	3.75	1.80	0.32	1.28		
Add Gen X attractions (Dave and Buster's, better movie theaters)	42	5.29	1.89	0.29	32	5.03	1.80	0.32	0.25		
Add more culturally diverse restaurants	43	5.35	1.53	0.23	31	4.90	1.94	0.35	0.45		
Add recreational activities (e.g. ice rink for skating and hockey)	43	5.72	1.37	0.21	30	4.80	1.49	0.27	0.92	**	0.64
Improve night life (jazz clubs, dance clubs, bars)	42	5.43	1.88	0.29	32	4.91	1.97	0.35	0.52		
Add live music venues downtown	43	5.60	1.71	0.26	32	5.38	1.64	0.29	0.23		
Improve networking opportunities	42	5.71	1.44	0.22	32	5.31	1.64	0.29	0.40		
Improve social opportunities	43	5.74	1.27	0.19	32	4.97	1.84	0.33	0.78	*	0.49
Involve young professionals more in community organizations/boards	43	6.28	0.88	0.13	32	5.59	1.24	0.22	0.69	*	0.64
Add job opportunities for young professionals/people with college degree	43	6.30	0.89	0.14	32	6.03	1.20	0.21	0.27		
Attract new industry/corporate headquarters	43	6.05	1.13	0.17	32	6.31	0.93	0.16	-0.27		
Conduct and promote job fairs	43	5.63	1.29	0.20	32	5.41	1.39	0.25	0.22		
Develop more affordable housing	42	5.81	1.23	0.19	31	4.97	1.80	0.32	0.84	*	0.55
Improve opportunities for business	42	5.95	1.15	0.18	32	5.31	1.53	0.27	0.64	*	0.47
Improve salaries	42	6.60	0.73	0.11	31	5.97	1.49	0.27	0.63	*	0.53
Increase opportunity to develop professionally in current position or organization	43	6.00	1.15	0.18	32	5.63	1.48	0.26	0.38		
Make office rental space more affordable in downtown	41	5.12	1.60	0.25	32	4.34	1.64	0.29	0.78	*	0.48
Improve schools	42	6.12	1.29	0.20	32	6.06	1.08	0.19	0.06		
Make downtown smoke-free	42	5.02	2.05	0.32	32	4.78	2.43	0.43	0.24		
Develop city relocation publication	42	5.00	1.51	0.23	32	4.25	1.83	0.32	0.75		
Improve Aiken website to highlight community amenities	42	5.36	1.43	0.22	32	4.97	1.56	0.27	0.39		
Promote Aiken as family-oriented community	42	5.38	1.58	0.24	32	5.22	1.66	0.29	0.16		
Install city-wide free internet	42	5.71	1.50	0.23	32	4.63	2.27	0.40	1.09	*	0.57

### Q4: Actions That Should Be Taken to Attract More Young Professionals to Aiken by HOW LONG in Aiken

How long in Aiken (recoded)	One to ten years				More than ten years				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Add activities for children outside of school and church	41	5.12	1.60	0.25	33	5.15	1.25	0.22	-0.03		
Add arts and entertainment	43	5.33	1.52	0.23	33	5.06	1.03	0.18	0.26		
Add coffee houses	42	4.43	2.09	0.32	33	3.61	2.00	0.35	0.82		
Add fine arts (symphony, ballet)	43	5.03	1.85	0.28	33	4.00	1.62	0.28	1.03		
Add Gen X attractions (Dave and Buster's, better movie theaters)	42	5.48	1.71	0.26	33	4.85	1.97	0.34	0.63		
Add more culturally diverse restaurants	43	5.58	1.56	0.24	32	4.66	1.79	0.32	0.93	*	0.55
Add recreational activities (e.g. ice rink for skating and hockey)	43	5.35	1.54	0.24	31	5.39	1.43	0.26	-0.04		
Improve night life (jazz clubs, dance clubs, bars)	43	5.49	1.97	0.30	32	4.88	1.83	0.32	0.61		
Add live music venues downtown	43	5.65	1.70	0.26	33	5.36	1.64	0.28	0.29		
Improve networking opportunities	42	5.62	1.65	0.25	33	5.48	1.37	0.24	0.13		
Improve social opportunities	43	5.77	1.31	0.20	33	5.00	1.80	0.31	0.77	*	0.49
Involve young professionals more in community organizations/boards	43	6.21	1.08	0.16	33	5.73	1.07	0.19	0.48		
Add job opportunities for young professionals/people with college degree	43	6.37	0.98	0.15	33	5.97	1.07	0.19	0.40		
Attract new industry/corporate headquarters	43	6.21	1.04	0.16	33	6.12	1.08	0.19	0.09		
Conduct and promote job fairs	43	5.60	1.33	0.20	33	5.48	1.35	0.23	0.12		
Develop more affordable housing	41	5.54	1.45	0.23	33	5.39	1.68	0.29	0.14		
Improve opportunities for business	42	5.76	1.32	0.20	33	5.61	1.41	0.25	0.16		
Improve salaries	41	6.46	0.90	0.14	33	6.18	1.40	0.24	0.28		
Increase opportunity to develop professionally in current position or organization	43	5.86	1.26	0.19	33	5.85	1.37	0.24	0.01		
Make office rental space more affordable in downtown	41	4.76	1.67	0.26	33	4.88	1.67	0.29	-0.12		
Improve schools	42	6.10	1.28	0.20	33	6.12	1.08	0.19	-0.03		
Make downtown smoke-free	42	5.05	2.26	0.35	33	4.82	2.17	0.38	0.23		
Develop city relocation publication	42	4.76	1.78	0.27	33	4.64	1.62	0.28	0.13		
Improve Aiken website to highlight community amenities	42	5.29	1.49	0.23	33	5.12	1.52	0.26	0.16		
Promote Aiken as family-oriented community	42	5.02	1.73	0.27	33	5.73	1.35	0.24	-0.70		
Install city-wide free internet	42	5.45	1.90	0.29	33	5.03	1.98	0.34	0.42		



#### Q4: Actions That Should Be Taken to Attract More Young Professionals to Aiken by MARITAL STATUS

Married (recoded)	Not married				Married				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Add activities for children outside of school and church	22	5.09	1.23	0.26	52	5.15	1.54	0.21	-0.06		
Add arts and entertainment	24	5.63	1.38	0.28	52	5.02	1.28	0.18	0.61		
Add coffee houses	23	4.04	2.08	0.43	52	4.08	2.09	0.29	-0.03		
Add fine arts (symphony, ballet)	24	5.03	1.85	0.38	52	4.21	1.73	0.24	0.82		
Add Gen X attractions (Dave and Buster's, better movie theaters)	23	5.48	1.68	0.35	52	5.08	1.92	0.27	0.40		
Add more culturally diverse restaurants	24	5.79	1.38	0.28	51	4.90	1.79	0.25	0.89	*	0.56
Add recreational activities (e.g. ice rink for skating and hockey)	24	5.46	1.50	0.31	50	5.32	1.49	0.21	0.14		
Improve night life (jazz clubs, dance clubs, bars)	24	6.21	1.28	0.26	51	4.76	2.01	0.28	1.44	***	0.86
Add live music venues downtown	24	6.00	1.56	0.32	52	5.31	1.69	0.23	0.69		
Improve networking opportunities	23	6.35	0.88	0.18	52	5.21	1.63	0.23	1.14	***	0.87
Improve social opportunities	24	6.21	1.14	0.23	52	5.08	1.63	0.23	1.13	**	0.80
Involve young professionals more in community organizations/boards	24	6.42	0.93	0.19	52	5.81	1.12	0.16	0.61	*	0.59
Add job opportunities for young professionals/people with college degree	24	6.33	1.13	0.23	52	6.13	0.99	0.14	0.20		
Attract new industry/corporate headquarters	24	6.21	1.06	0.22	52	6.15	1.06	0.15	0.05		
Conduct and promote job fairs	24	6.08	1.02	0.21	52	5.31	1.39	0.19	0.78	**	0.64
Develop more affordable housing	23	5.91	1.20	0.25	51	5.27	1.65	0.23	0.64		
Improve opportunities for business	23	6.17	0.89	0.18	52	5.48	1.48	0.20	0.69	*	0.57
Improve salaries	22	6.64	0.79	0.17	52	6.21	1.26	0.17	0.42		
Increase opportunity to develop professionally in current position or organization	24	6.33	0.87	0.18	52	5.63	1.41	0.20	0.70	*	0.60
Make office rental space more affordable in downtown	22	5.00	1.51	0.32	52	4.73	1.73	0.24	0.27		
Improve schools	23	5.70	1.52	0.32	52	6.29	0.98	0.14	-0.59		
Make downtown smoke-free	23	5.43	2.00	0.42	52	4.73	2.28	0.32	0.70		
Develop city relocation publication	23	5.22	1.31	0.27	52	4.48	1.81	0.25	0.74		
Improve Aiken website to highlight community amenities	23	5.70	1.02	0.21	52	5.00	1.62	0.22	0.70	*	0.51
Promote Aiken as family-oriented community	23	5.26	1.57	0.33	52	5.37	1.63	0.23	-0.10		
Install city-wide free internet	23	5.52	1.75	0.37	52	5.15	2.01	0.28	0.37		

### Q4: Actions That Should Be Taken to Attract More Young Professionals to Aiken by RACE

Race (recoded)	Nonwhite				White				Mean Diff.	Sig.	Effect Size
	N	Mean	Std. Dev	Std. Error	N	Mean	Std. Dev	Std. Error			
Add activities for children outside of school and church	14	6.29	0.99	0.27	60	4.87	1.41	0.18	1.42	***	1.16
Add arts and entertainment	15	6.40	0.99	0.25	61	4.92	1.24	0.16	1.48	***	1.32
Add coffee houses	15	4.87	2.45	0.63	60	3.87	1.94	0.25	1.00		
Add fine arts (symphony, ballet)	15	5.03	2.54	0.66	61	4.08	1.50	0.19	0.95		
Add Gen X attractions (Dave and Buster's, better movie theaters)	15	6.47	1.13	0.29	60	4.88	1.86	0.24	1.58	***	1.03
Add more culturally diverse restaurants	15	6.80	0.56	0.14	60	4.78	1.67	0.22	2.02	***	1.62
Add recreational activities (e.g. ice rink for skating and hockey)	15	6.13	1.64	0.42	59	5.17	1.39	0.18	0.96	*	0.63
Improve night life (jazz clubs, dance clubs, bars)	15	6.47	1.60	0.41	60	4.92	1.88	0.24	1.55	**	0.89
Add live music venues downtown	15	6.47	1.60	0.41	61	5.30	1.62	0.21	1.17	*	0.73
Improve networking opportunities	15	6.80	0.56	0.14	60	5.25	1.54	0.20	1.55	***	1.34
Improve social opportunities	15	6.40	1.30	0.34	61	5.20	1.56	0.20	1.20	**	0.84
Involve young professionals more in community organizations/boards	15	6.80	0.56	0.14	61	5.80	1.11	0.14	1.00	***	1.14
Add job opportunities for young professionals/people with college degree	15	6.93	0.26	0.07	61	6.02	1.07	0.14	0.92	***	1.18
Attract new industry/corporate headquarters	15	6.73	0.59	0.15	61	6.03	1.09	0.14	0.70	**	0.80
Conduct and promote job fairs	15	6.80	0.41	0.11	61	5.25	1.30	0.17	1.55	***	1.61
Develop more affordable housing	14	6.71	0.61	0.16	60	5.18	1.56	0.20	1.53	***	1.29
Improve opportunities for business	15	6.67	0.72	0.19	60	5.45	1.37	0.18	1.22	***	1.11
Improve salaries	15	6.93	0.26	0.07	59	6.19	1.24	0.16	0.75	***	0.83
Increase opportunity to develop professionally in current position or organization	15	6.87	0.35	0.09	61	5.61	1.33	0.17	1.26	***	1.29
Make office rental space more affordable in downtown	14	6.00	1.30	0.35	60	4.53	1.62	0.21	1.47	**	1.00
Improve schools	14	6.64	0.63	0.17	61	5.98	1.26	0.16	0.66		
Make downtown smoke-free	14	5.79	1.76	0.47	61	4.75	2.27	0.29	1.03		
Develop city relocation publication	14	6.00	1.36	0.36	61	4.41	1.64	0.21	1.59	**	1.06
Improve Aiken website to highlight community amenities	14	6.21	0.97	0.26	61	4.98	1.50	0.19	1.23	**	0.97
Promote Aiken as family-oriented community	14	6.14	1.29	0.35	61	5.15	1.62	0.21	1.00	*	0.68
Install city-wide free internet	14	6.57	0.76	0.20	61	4.97	2.00	0.26	1.60	***	1.06