



GENERATION GREENSBORO

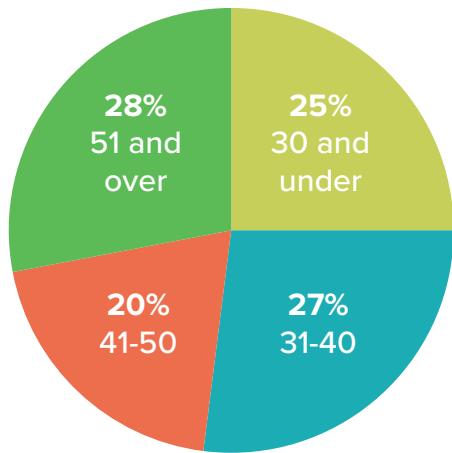
2018-2019 SURVEY RESULTS

RESPONDENT DEMOGRAPHICS

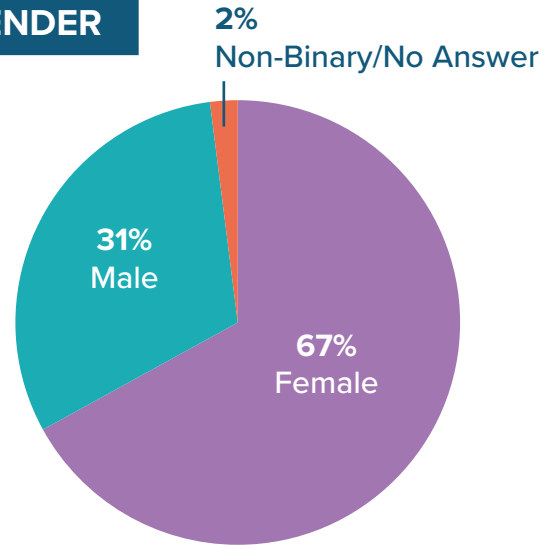
Total Respondents: 2,414

This survey was primarily distributed through local employers via the Greensboro Chamber of Commerce and Action Greensboro. To increase workforce representation, invitations to employees of Greensboro based businesses to complete the survey also were communicated through social media platforms, email distribution and hard copy flyers.

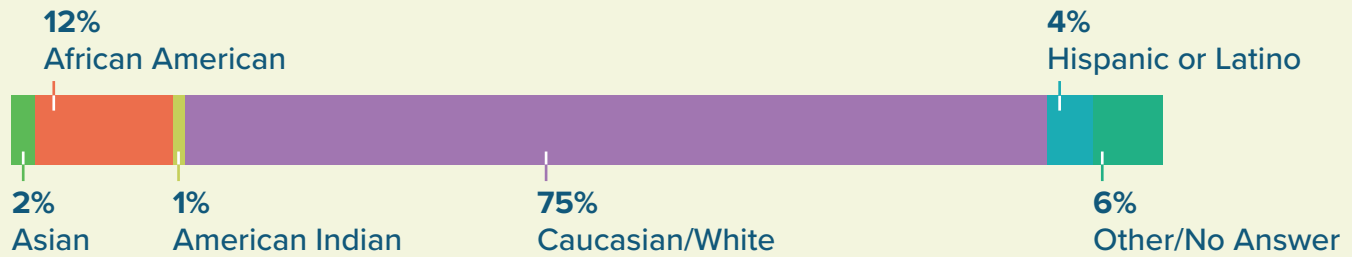
AGE



GENDER



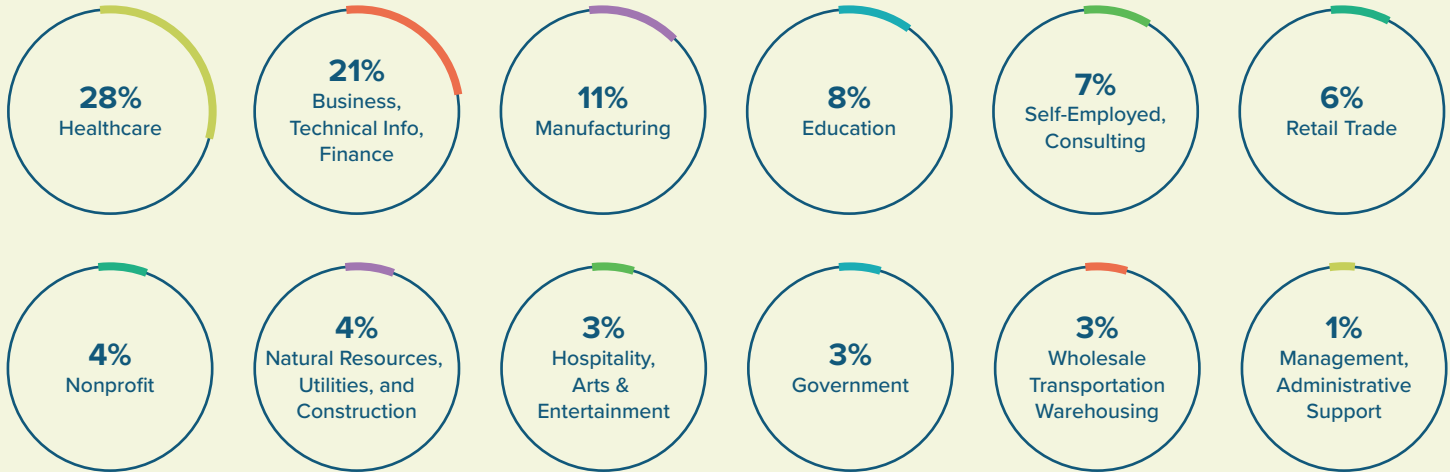
RACE



EDUCATION LEVEL



INDUSTRY REPRESENTATION



GREENSBORO CONNECTION



17%
Native



13%
Boomerang



70%
Transplant

RESIDENTIAL STATUS



53% of renters indicated they were interested in buying a home in Greensboro in the next 3 years.



LIVE AND WORK



Most survey respondents reported living in **Greater Greensboro** but working in **Central Greensboro**. This was most characteristic of those in the **25-40 age range**.

WORK

62%
Central Greensboro

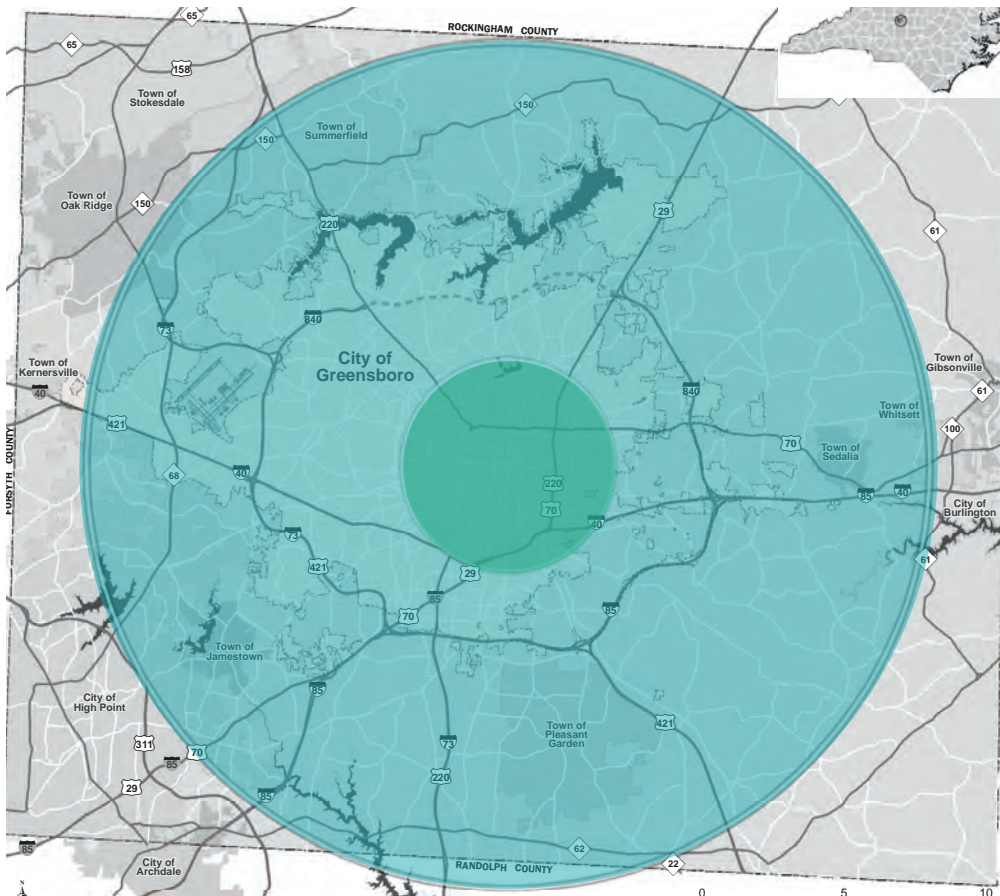
38%
Greater Greensboro

LIVE

32%
Central Greensboro

68%
Greater Greensboro

GREENSBORO GEOGRAPHY



Greater Greensboro

Central Greensboro



Renters in **Greater Greensboro** were less likely to be interested in buying than those in the **Central Greensboro**.

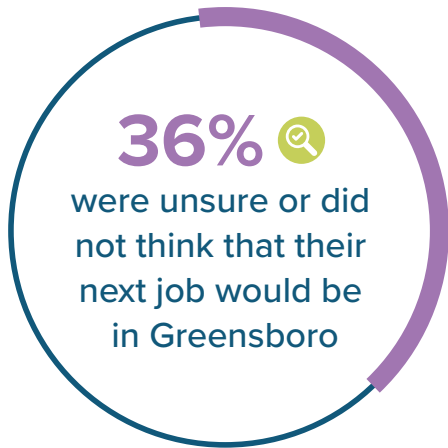
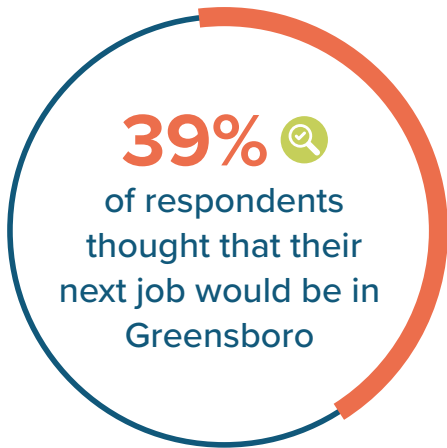


Residents living in **Central Greensboro** placed a higher value on neighborhoods, city culture and downtown vibrancy than those living in the **Greater Greensboro**.



Central Greensboro: Area within in a three-mile radius from the center of the city.
Greater Greensboro: Area beyond Central Greensboro reaching to the city limits

PROFESSIONAL ADVANCEMENT



REASONS CITED WERE

- 1. Personal reasons/motivators
- 2. No upward professional advancement
- 3. Career opportunities

Boomerangs and transplants were not as likely to believe their next job will be in Greensboro



Top aspects when considering changing or seeking a new job:

Work/
life balance

Job aligns
with career

Financial
stability

Income/
salary

Work
environment



PERCEPTION OF GREENSBORO



Regardless of age, gender and location survey respondents identified these three statements as the best way to describe Greensboro.

Work in progress/
improving

Great place to put down roots

Family-friendly

They also assigned the following emojis to their feelings about Greensboro.



9%



10%



13%



8%



35%



24%

PERSONAL PURSUITS



Outside of work, respondents placed high value on the following community resources:

K-12 Education

Healthcare

Safety

High Speed Internet

Leisure and Recreation

CIVIC PARTICIPATION



There were higher rates of civic involvement in local school and civic organizations rather than state, national and international organizations.

GENERATION GREENSBORO RECOMMENDATIONS

Community Recommendations: We recommend that the Greensboro community continues the following strategies and tactics to strengthen our ability to attract and retain a talented workforce.

- Leverage state and local funding for Guilford County Schools and early childhood education to make our community a choice community for **cradle to career learning** and development.
- Invest in **downtown Greensboro** and implement policies to make the center city more vibrant and feel safer.
- Incentivize **multi price point housing** and infill development in Greensboro’s central city.
- Support the development and continuation of programs and organizations that improve the **health of our people**.
- Strengthen **Greensboro’s identity** and reputation by elevating our positive attributes internally and externally.
- Embrace our community as a **University City** by nurturing college and university students and better connecting our seven campuses to downtown.
- Encourage private expansion of **fiber-optic internet** throughout all of Greensboro’s neighborhoods.
- Support the attraction and retention of **new jobs** and create awareness of local industry sectors and career opportunities.
- Promote **community engagement** and leadership development through local volunteerism, philanthropy and public service.
- Elevate our **social capital** by participating in community arts, culture, sporting events and celebrations.
- Practice **good citizenship** by saying hello on our streets and office hallways, meeting neighbors, building community and voicing our concerns with civility.

Employer Recommendations: We believe employers have a unique opportunity to enrich the lives of their employees starting from the recruitment and onboarding process. We recommend Greensboro employers consider the following practices and policies to strengthen the wellbeing of our local workforce.

- Acquaint new employees to Greensboro by using relocation guides and tailored Greensboro-specific **onboarding materials**.
- Encourage **community engagement** from c-suite executives to emerging-professionals through volunteerism, leadership development, civic clubs and community activities.
- Invest in Greensboro through **corporate philanthropy** and matching employee giving.
- Develop **team building exercises** and launch employee resource or “interest-based” group programs.
- Integrate **family friendly policies** within the workplace.
- Create an organizational **culture of health** by offering on-site fitness programs, wellness seminars and flexible desk spaces.
- Provide **educational advancement support** through tuition assistance or flex scheduling.
- Foster **professional development** through on-site lunch and learns and mentorship/reverse mentorship programs.
- Fuel Greensboro’s talent pipeline by hosting **interns** and/or apprenticeships
- Consider **small policy adjustments** that may reap big rewards, such as dress code and office hour flexibility.
- Keep in mind that place matters; consider Central Greensboro **satellite offices** or co-working space membership.

Refer to Action Greensboro’s Talent Toolkit for community resources, local examples and inspiration when implementing these recommendations!



ACTION GREENSBORO

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SPECIAL THANKS

*to the Center for Youth, Family, and Community Partnerships
at the University of North Carolina at Greensboro
for technical assistance on this survey.*

**For more on Action Greensboro
ACTIONGREENSBORO.ORG**