



Connect > Engage > Advance

A white rectangular graphic with a dark blue background. On the left, there is a green speech bubble icon and a yellow hand icon pointing downwards. To the right, the text 'Shape the Cape' is written in a large, dark blue serif font. Below this, the text 'Be part of the solution.' is written in a smaller, light blue sans-serif font. In the bottom right corner of the graphic, the CCYP logo is displayed in a smaller size.

Shape  
the Cape

Be part of the solution. 

October 22, 2014



# Anne Van Vleck

*Executive Director*  
CCYP

# CCYP By The Numbers



# 950

## ACTIVE MEMBERS

# 256

## BUSINESSES & SPONSORS

# 64

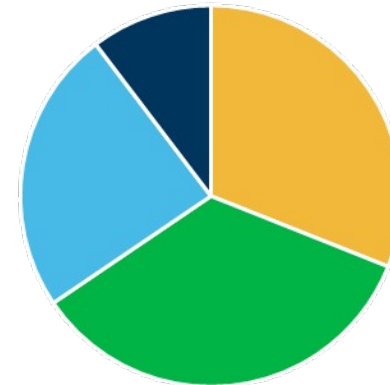
## NON-PROFIT PARTNERS

### Membership



- Non-Profit Membership - 64
- Individual Membership - 170
- Business Sole Proprietor - 81
- Business Membership - 96
- Student Membership - 9
- Partner - 30

### Sponsorship



- In-Kind/Media - 9
- Sponsor - 10
- Underwriter - 7
- Premier - 3

# Our Impact in Past Year



# 180

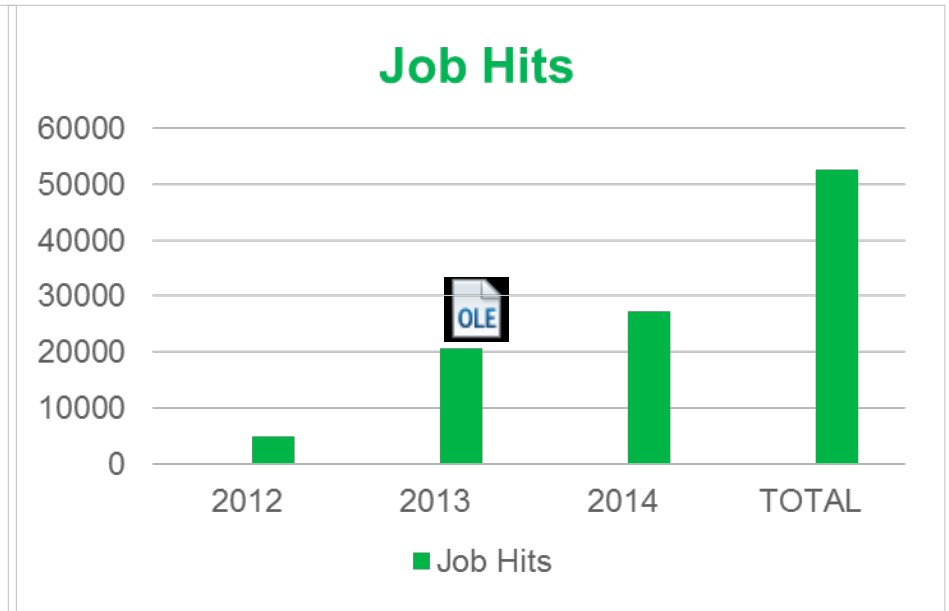
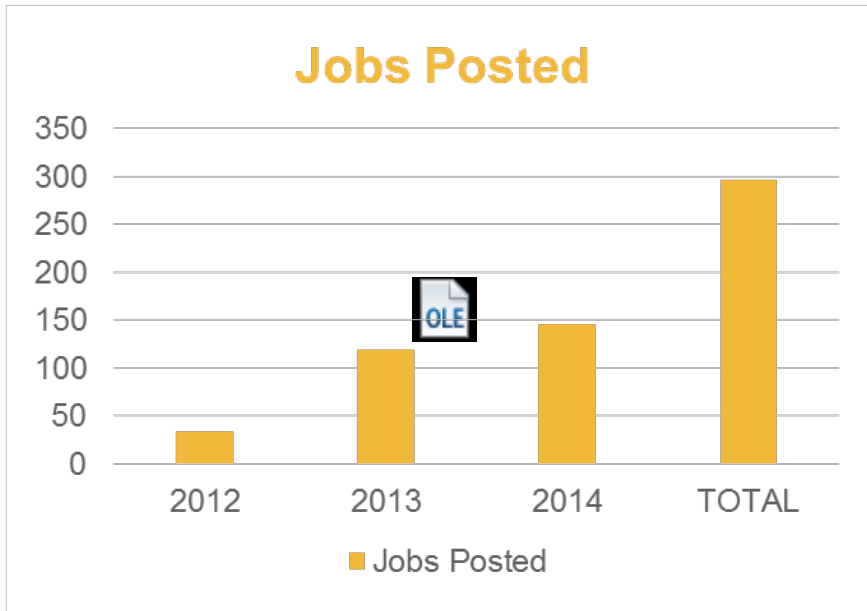
**JOBS  
POSTED**

# 36,500

**JOB HITS**

# 40-50

**ACTIVE JOB  
POSTINGS**



# Scholarships



24

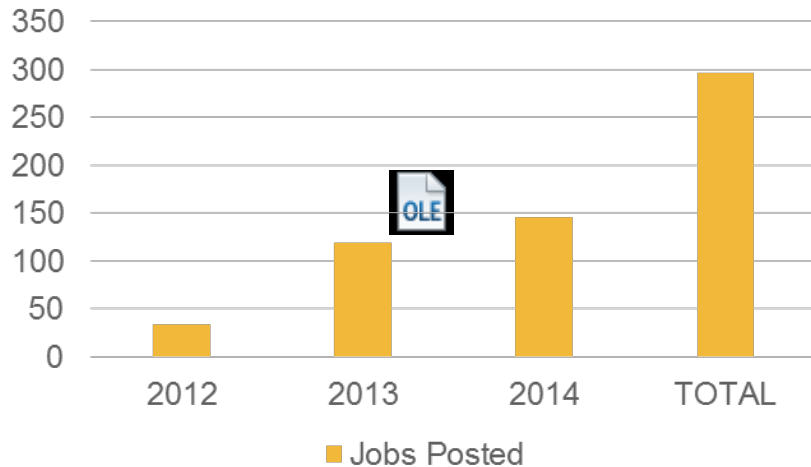
Scholarships  
Awarded

\$70,000

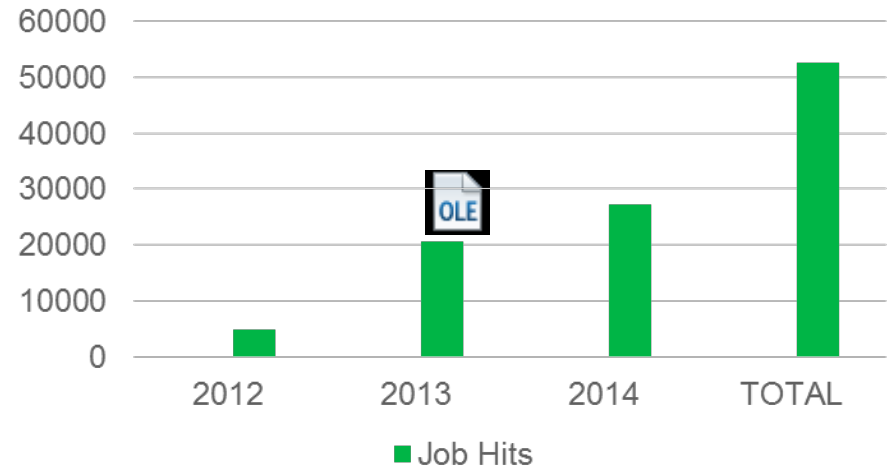
40-50

ACTIVE JOB  
POSTINGS

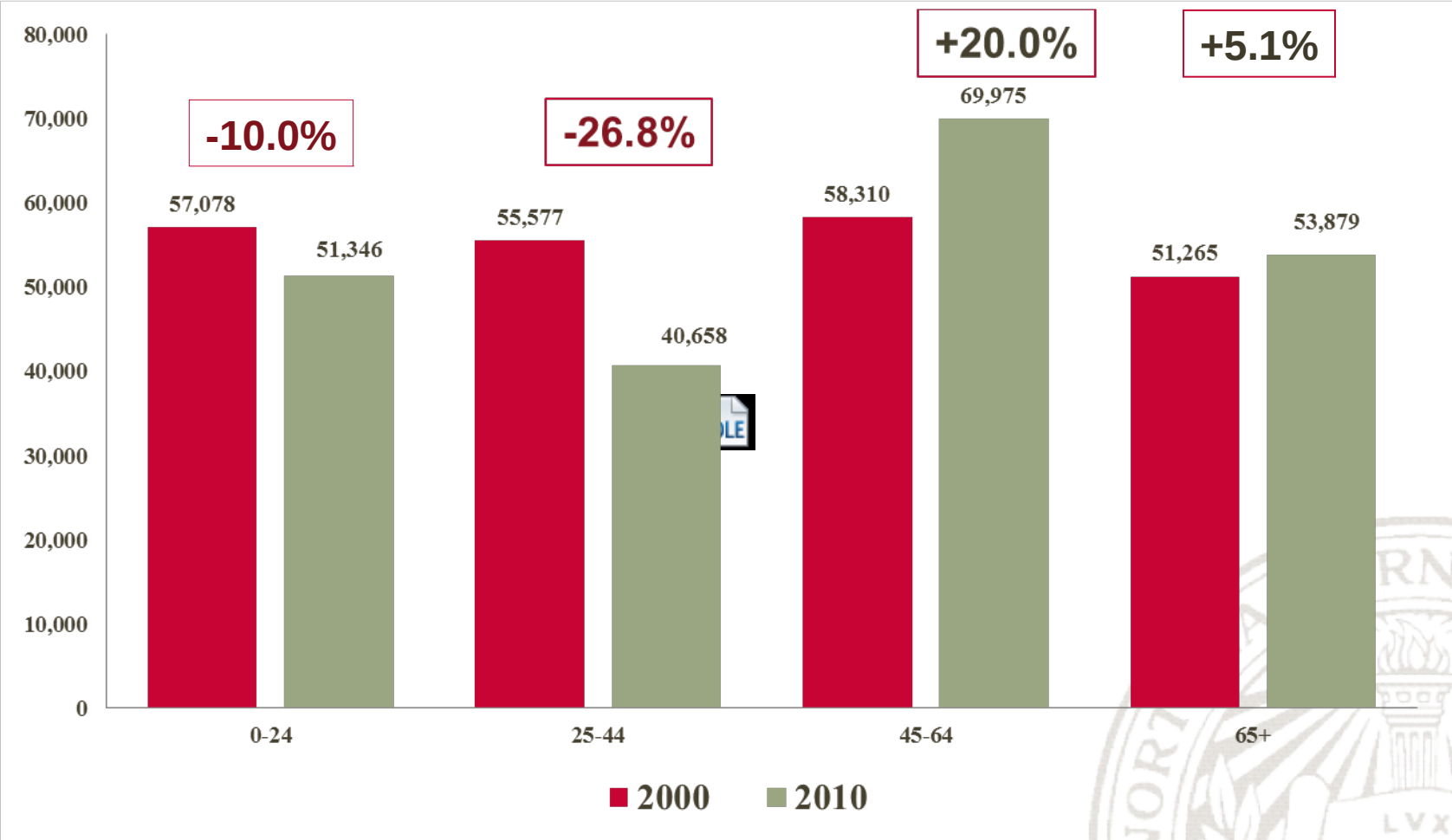
Jobs Posted



Job Hits

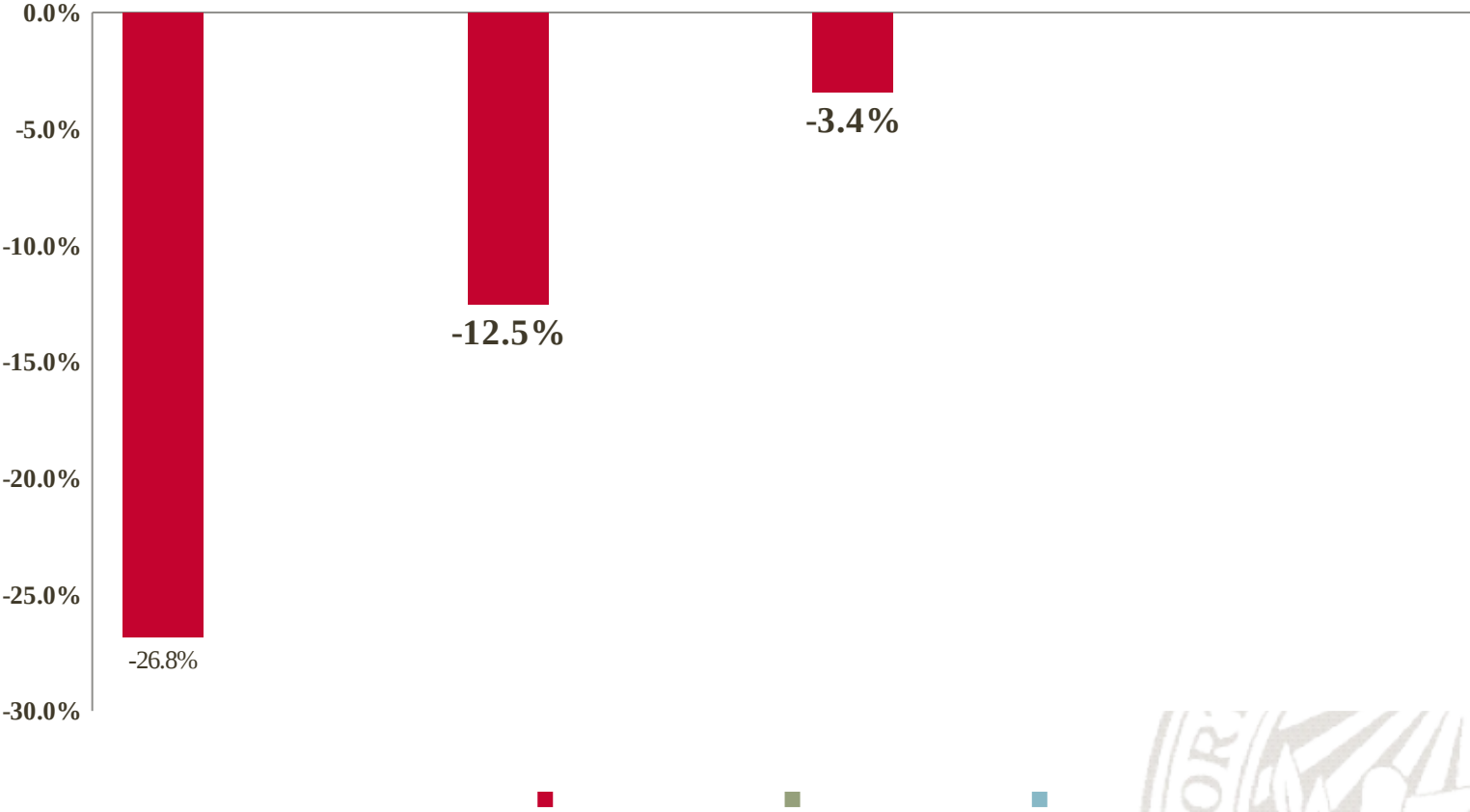


# Barnstable County Population by Age Group in 2000 and 2010



Source: U.S. Census

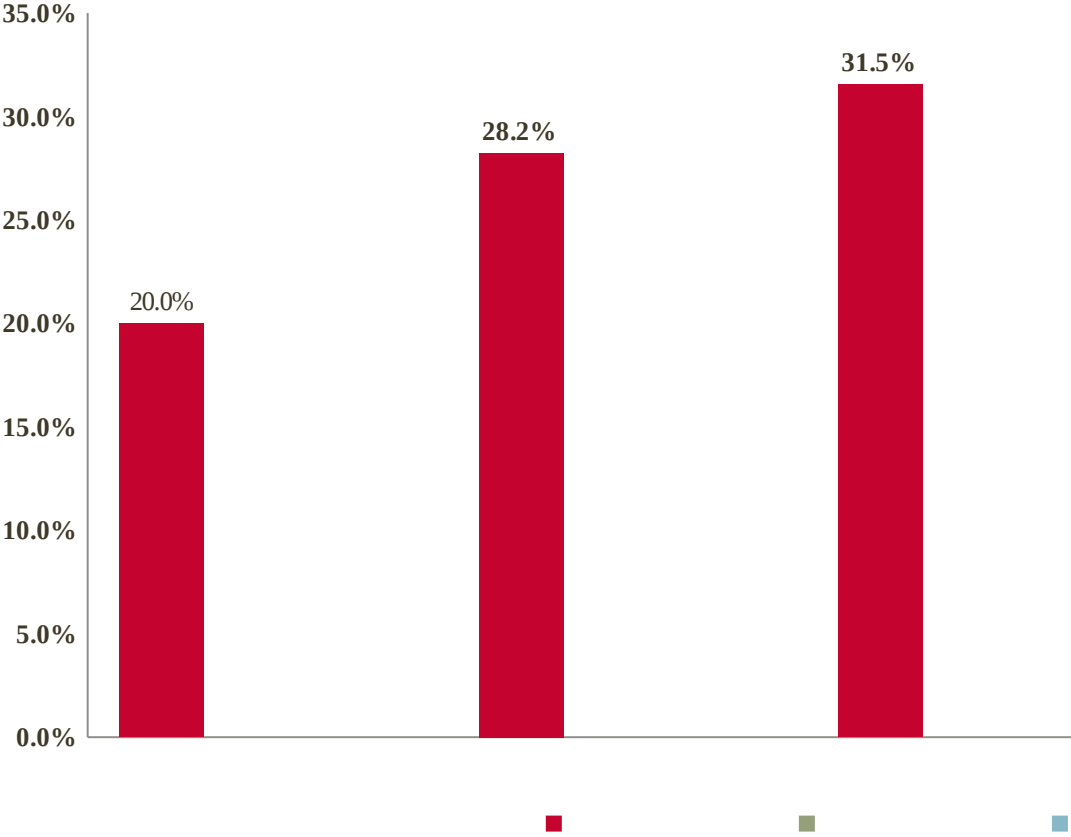
# Change in Population for 25 to 44 Year Olds on Cape Cod, in Massachusetts, and in the US between 2000 and 2010



Source: U.S. Census



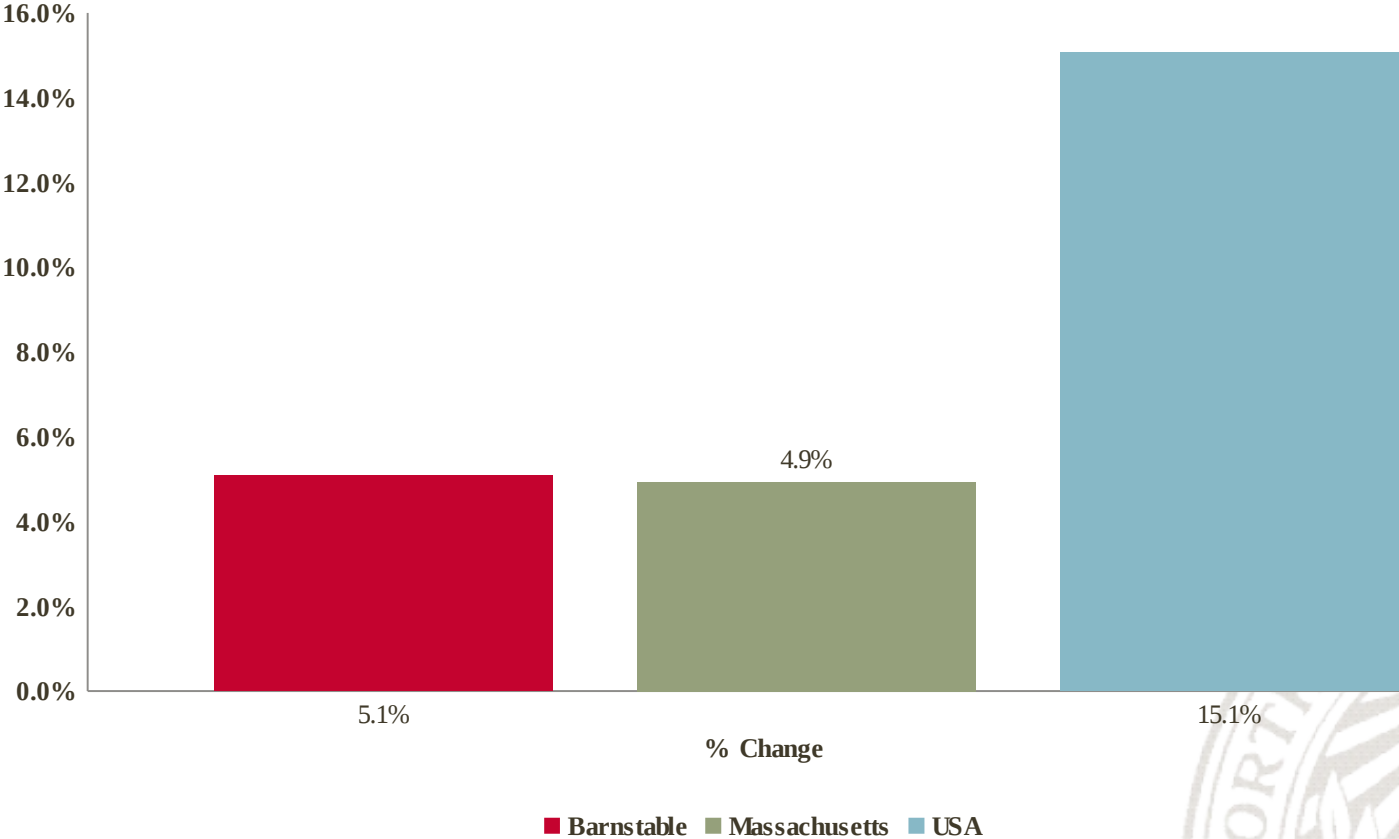
# Change in Population for 45 to 64 Year Olds on Cape Cod, in Massachusetts, and in the US between 2000 and 2010



Source: U.S. Census

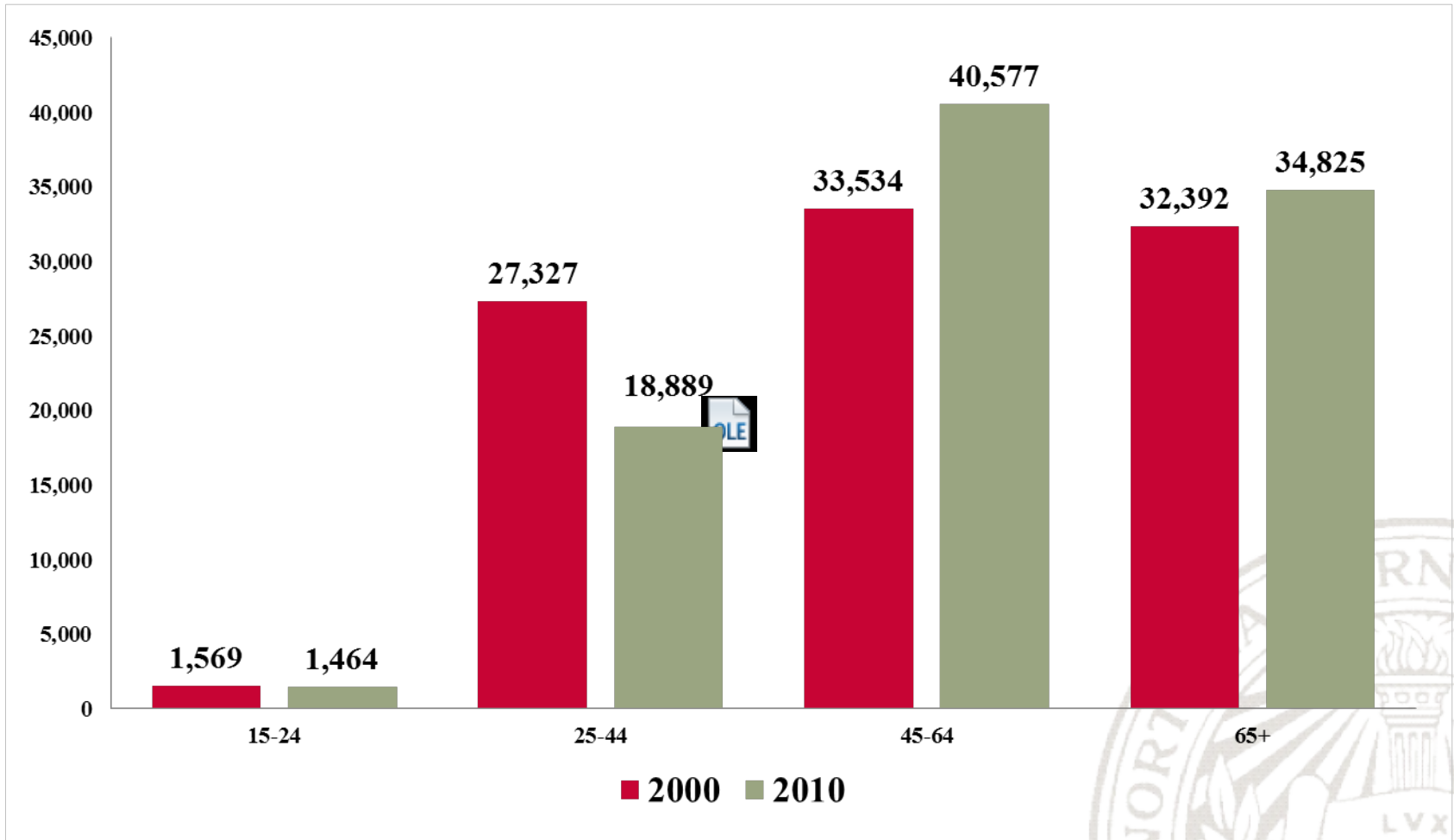


# Changes in Population for Residents 65 and Older on Cape Cod, in Massachusetts, and in the US between 2000 and 2010



Source: U.S. Census

# Number of Households in Barnstable County by Age Group in 2000 and 2010



Source: U.S. Census

# Survey Methodology and Sample Size

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- Online survey focusing on respondents age 25-44
- Convenience sampling and snow ball sampling

Description of the Respondent Groups	Version of the Survey Received	Sample Size of Respondents Age 25 to 44
Live-on-work-on	On-Cape	2,461
Live-on-work-off	On-Cape	170
Live-off-work-on	Live-of, Work-on	86
Live off-work off	Off-Cape	308

# Most Important Reasons for Moving to Cape Cod

Reason for Moving to Cape Cod	Percentage of Respondents Rating Very Important and Important
To enjoy the natural beauty <sup>a</sup>	82.9%
To enjoy the recreational opportunities	69.7%
To be near family members <sup>a</sup>	65.2%
To raise a family here	56.4%
I was offered a job here <sup>b</sup> .	54.1%

<sup>a</sup> Women tended to rate higher in importance  
<sup>b</sup> Men tended to rate higher in importance

# Most Important Reasons for Continuing to Live on Cape Cod

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Reason for Moving to Cape Cod	Percentage of Respondents Rating Very Important and Important
To enjoy the natural beauty <sup>a</sup>	88.3%
I have a job here.	87.3%
To enjoy the recreational opportunities	76.9%
To be near family members <sup>a</sup>	76.7%
I have a social network here <sup>a</sup> .	74.4%
To raise a family here <sup>a</sup>	70.2%
My spouse/partner has job here <sup>a</sup> .	64.9%
I have a professional network here.	63.4%

<sup>a</sup> Women tended to rate higher in importance

# Jobs, Career Development, and Wages

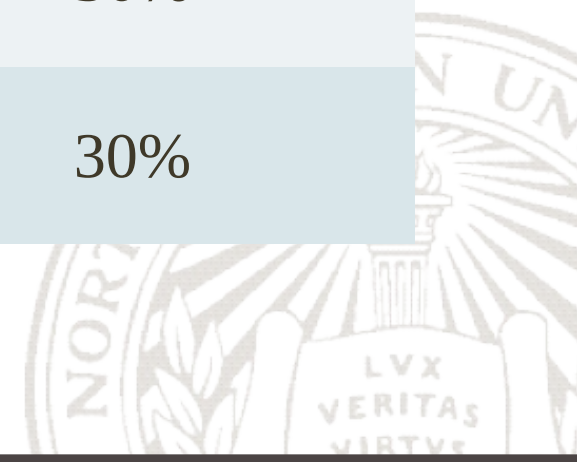
Statement	Percent of Respondents who Strongly Agree or Agree
Salaries and wages I earn are livable wages for the Cape. <sup>a</sup>	34.0%
There are enough opportunities for promotion in my chosen field. <sup>a</sup>	34.7%
There are enough jobs that require my education or experience.	36.6%
There are enough jobs available in my chosen career field.	38.8%
There are enough career development resources for me.	35.4%
There are enough mentoring resources for me.	31.9%

<sup>a</sup> Men tended to disagree more strongly than women.

# Housing Costs Burden

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Measure	Median
Percent of Gross Income Spent on Mortgage	35%
Percent of Gross Income Spent on Summer Rent	30%
Percent of Gross Income Spent on Winter Rent	30%



## Off Cape Survey: Important reasons that made you decide to move off Cape Cod

Response	Number of Responses	Percent of Responses
Not enough job opportunities in my field	215	26.3%
Not enough higher education opportunities	116	14.2%
Not enough social activities for people in my age group	115	14.1%
Available jobs did not pay a living wage	114	13.9%
Housing costs were too high	108	13.2%
To be near family or friends who live off Cape Cod	53	6.5%
Not enough job training opportunities	36	4.4%
I did not feel I was part of a community.	32	3.9%
Other	29	3.5%
<b>Total</b>	<b>818</b>	<b>100%</b>



## Off Cape Survey: Important reasons that would cause you to move back to Cape Cod

Response	Number of Responses	Percent of Responses
To be near family and friends	208	18.1%
A job offer for you	187	16.2%
To raise my family	152	13.2%
Housing options within your budget	126	10.9%
A job offer for your spouse/partner	121	10.5%
To be a care giver for family or friend	90	7.8%
Social activities for people in my age group	82	7.1%
Community events (e.g. festivals, fundraisers, sporting events, etc.)	73	6.3%
Higher education opportunities	38	3.3%
To be near a family member or friend who provides care for a member of my family	26	2.3%
Job training opportunities	26	2.3%
Other	22	1.9%
<b>Total</b>	<b>1,151</b>	<b>100%</b>

# Suspicious Confirmed

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## Pulls to Cape Cod

- Natural beauty and Cape Cod lifestyle
- Family and friends
- A good job in hand that pays a living wage

## Pushes off Cape Cod

- Lack of year round jobs that pay a living wage
- Lack of career advancement
- Lack of affordable housing that exacerbates inadequate wages



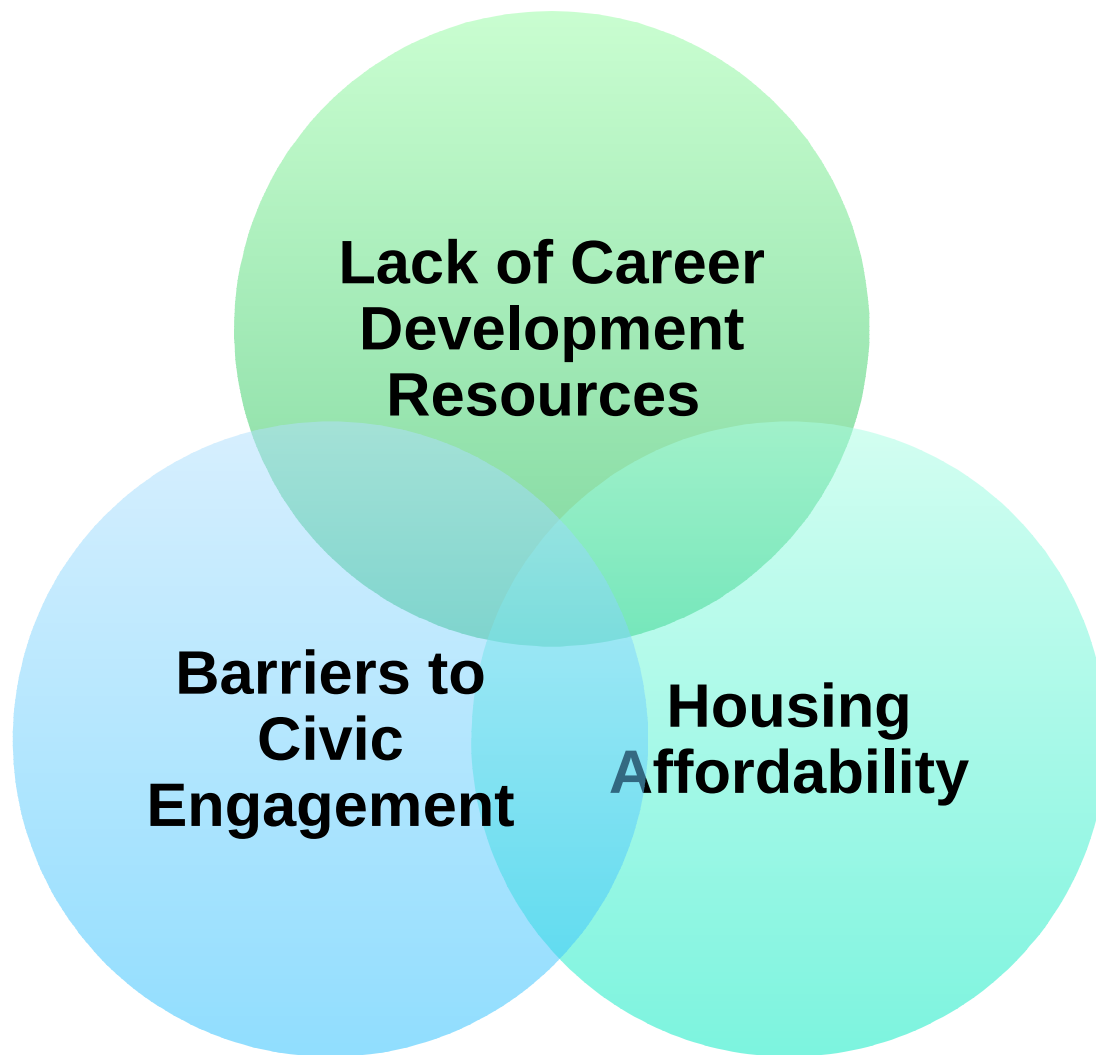
# Recommendations

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- Call greater attention to the “push” factors that threaten long-term viability of Cape Cod’s community
- Advocate for more “pulls”
  - Reduce barriers to new industry development
  - Create an economic development marketing campaign
  - Urge the creation of more higher education opportunities
  - Identify ways to develop more affordable housing



# Shape the Cape Findings



# Professional Development



**80%** of employed respondents reported their primary jobs are in their desired field

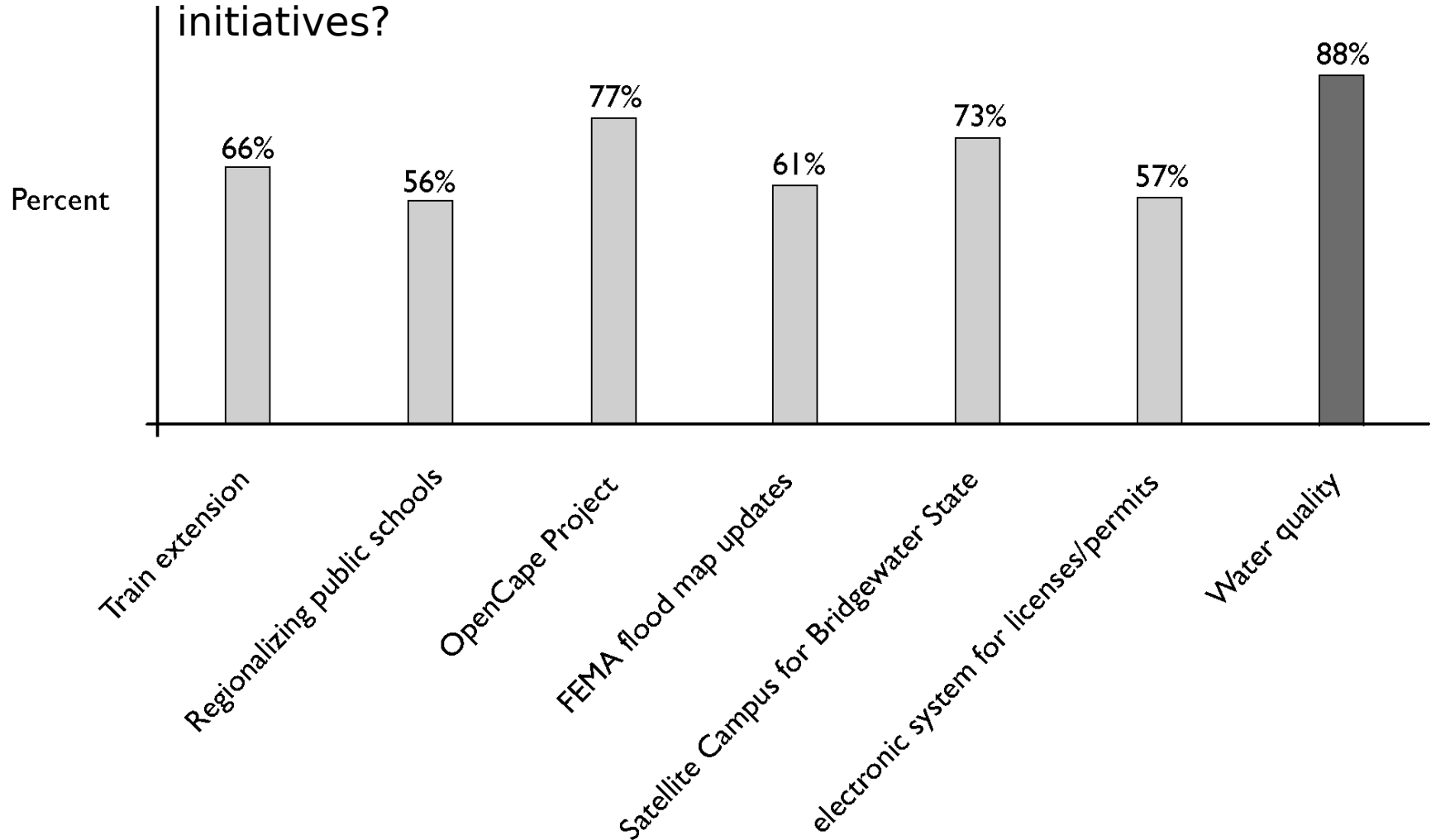
**55%** of respondents say there are not enough career development or mentoring resources available

**65%** of respondents say there are not enough opportunities for promotion in their chosen field

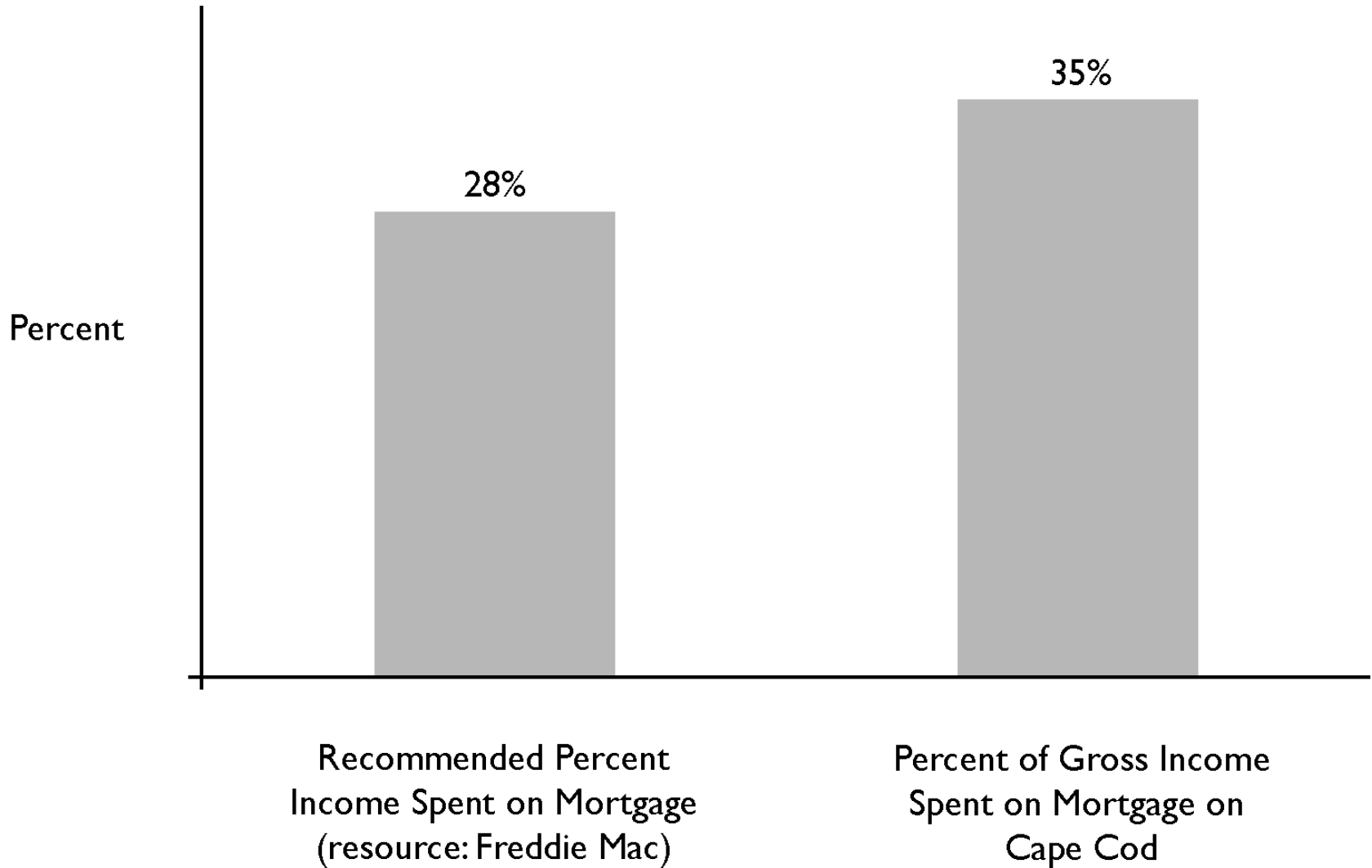
# Civic Engagement



How **familiar** are you with the following Cape Cod initiatives?



# Housing





**I. Launch Career Connect Mentor Exchange**

**II. Increase Civic Engagement**

**III. Expand Housing Resources and Options**



# #shapethecape



## Left Arm Strong



**THANK YOU!**

