

# TALENT WARS

The “Why” Behind Relocation Decisions

Fort Collins Chamber of Commerce 2021 Health Care in Your Future Summit| October 28, 2021



**61**  
**YEARS**  
SPECIALIZING  
IN  
**MARKETING**  
**PLACES**

**500+**  
represented  
places

**cities**  
**states**  
**regions**  
**countries**

**4 OFFICES**

NEW YORK



LOS ANGELES



DENVER



TORONTO

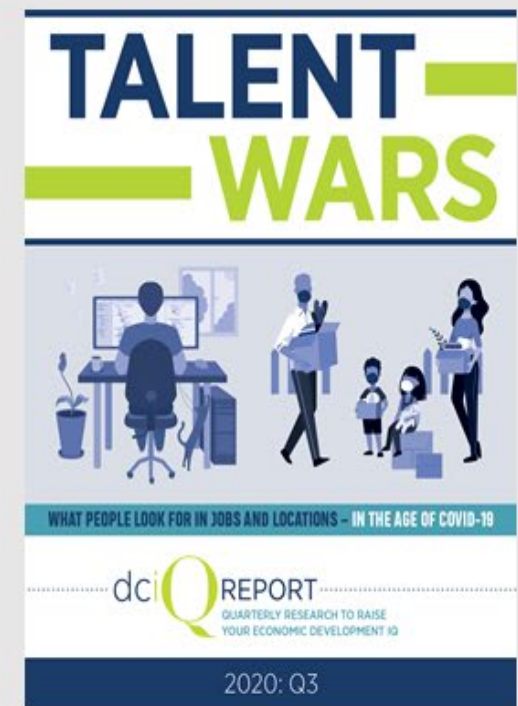
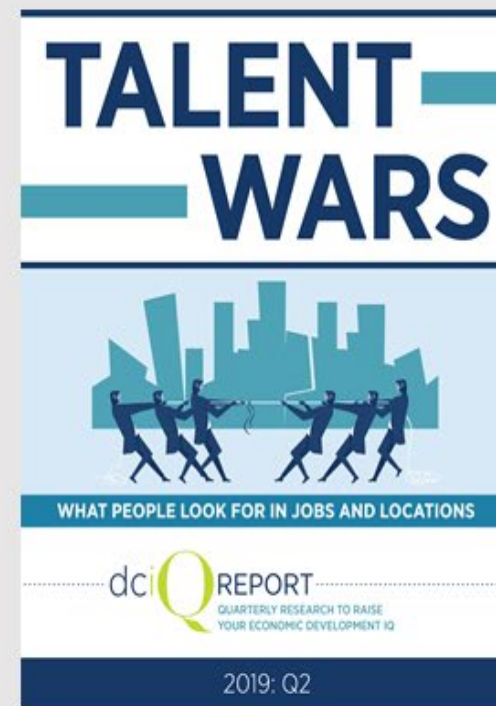


**55**  
**MARKETERS**  
WITH A PASSION FOR  
**PLACES**





# The Research





**1,016 respondents**



**Have Relocated in the  
Past 18 Months**



**Ages 21-65**





# | A Shift in Priorities?



# TOP TRIGGERS INSPIRING RELOCATION

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# What Does Quality of Life Really Mean...?








# A Region Doing Well...Arming Employers with Information

**WORK IN  
NORTHERN  
COLORADO**

*Hire Me.  
Connect My Partner.*





## HIRE ME. CONNECT MY PARTNER.

Recruiting an out-of-town or out-of-state employee shouldn't be daunting. "Hire Me. Connect My Partner." is a concierge service for the spouse or partner of your candidate. Allow us to assist your candidate's partner and connect them with potential employment opportunities.

[+ GET STARTED](#)

### BRAND GUIDELINES

Home to some of the most livable communities in Colorado, including Fort Collins, Greeley and Loveland.

[+ BRAND-GUIDELINES.PDF](#)

### LOGOS

Home to some of the most livable communities in Colorado, including Fort Collins, Greeley and Loveland.

[+ LOGO FILES](#)


### HELP US PROMOTE NORTHERN COLORADO TO TALENT

This HR Toolkit is for you, and we invite you to join us as a partner and to use these resources as you recruit talent for your organization or company. Download our logo for use on your

[+ DOWNLOAD THE LOGOS](#)




# A Region Doing Well...Capitalizing on Talent with Existing Ties



BOOMERANG  
— GREENSBORO —

[Greensboro Gurus](#) [Recent Boomerangs](#) [More](#) [Contact](#)

*You grew up, so did Greensboro*



You grew up,  
so did Greensboro



BOOMERANG  
— GREENSBORO —

[Connect with Us >](#)

If you grew up in Greensboro or went to school here, we are looking for you to boomerang back.

Get questions answered by our Greensboro Gurus.



[Interested? Talk to our Gurus](#)

Learn about concierge services to help you find a job, house, school, and more!



[Moving back? Let us help.](#)

See the Boomerangs who moved back, and why they're so glad they did!



[Meet other Boomerangs](#)

Have a boomerang in mind? [Tell Us More >](#)



# The Case for Training





**51%**

**Changed their careers  
due to the pandemic**



**54%**

**Enrolled in or completed  
additional training or  
educational programs.**

# A Region Doing Well...Providing Talent With Upskilling and Reskilling Resources



Up Your Lifestyle

Up Your Passions

Up Your Career

Skill Up

Find A Job

News + Resources

NURSING ASSISTANT

EMERGENCY MEDICAL TECHNICIAN

PHARMACY TECHNICIAN

## Pharmacy Technician

If you have a knack for precision and attention to detail, a career as a pharmacy technician may be your perfect fit.

High-End Earners (Top 10%) in the Upstate: \$41,786

Explore This Career →

High-End Earners (Top 10%) in the Upstate:

\$42K

Median Annual Salary in the Upstate:

\$32K

2,208

Current Jobs in the Upstate

992

Jobs Posted in the Upstate (12-Month Period)

-2%

Projected Job Growth in the Upstate (5 Years)

## Find a Program Near You

Select the Upstate county where you live to get started!

Greenville County ▼





# Top Relocation Factors

## TOP LOCATION FACTORS

1. COST OF LIVING
1. HOUSING COSTS
2. HOUSING AVAILABILITY
2. SAFETY/SECURITY
3. WELCOMING/FRIENDLY
3. QUALITY HEALTHCARE

## TOP CAREER FACTORS

1. SALARY
2. WORK/LIFE BALANCE
3. COMPANY BENEFITS
3. MEANINGFUL WORK
3. LOCATION OF JOB



# A Region Doing Well...Showcasing the Cost of Living

**Be in Buffalo**   HOME   WORK   LIVE   COMMUNITY   CONNECT   [GET UPDATES](#)   [f](#)   [t](#)   [in](#)   [@](#)

## Cost of Living Calculator

MOVING FROM:   MOVING TO:   MY CURRENT SALARY:


Select City ▼   NY Buffalo   \$50,000.00   **CALCULATE**





# | How Impressions are Formed





**52%**  
SOCIAL MEDIA



**51%**  
INTERNET  
RESEARCH



**41%**  
FIRST-HAND  
EXPERIENCE



**What social media sources do you most frequently refer to when learning about new employment opportunities and places to work?**



**63%**



**55%**



**52%**

**What social media sources do you most frequently refer to when learning about new places to live?**



**64%**



**55%**



**51%**

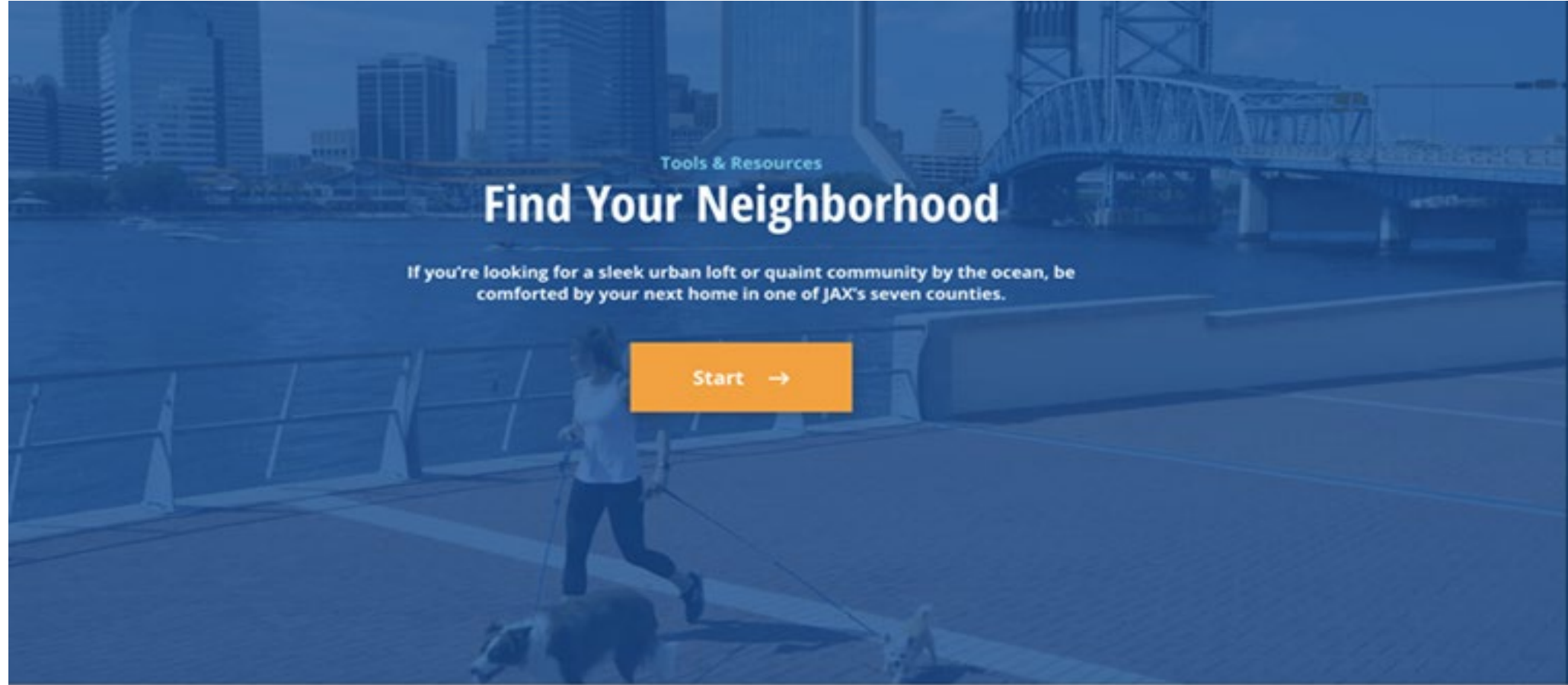


# | Where Talent Wants to Live

Community Type - Original Residence	Community Type - New Residence			
	Large urban area (more than 1 million pop.)	Mid-sized urban area (less than 1 million pop.)	Rural	Suburban
Large urban area (more than 1 million pop.)	56%	22%	12%	9%
Mid-sized urban area (less than 1 million pop.)	34%	44%	10%	12%
Rural	17%	13%	50%	19%
Suburban	10%	10%	10%	70%



# A Region Doing Well...Showing Diversity of Environments



# Q&A

**Please Be In Touch! [robyn.domber@aboutdci.com](mailto:robyn.domber@aboutdci.com)**