

## 31. More jobs with convenient access to public transportation?

CATEGORY	PERCENT OF SAMPLE	COUNT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	UNSURE/ REFUSED
Total Sample	100%	639	54%	22	22	1
<b>REGION</b>						
North Central	40%	256	50%	25	23	2
North	20%	128	48%	23	29	0
South West	15%	93	62%	25	12	1
Central	14%	90	61%	13	22	3
South East	11%	71	61%	21	15	3
<b>AGE GROUP</b>						
18-34	30%	191	63%	21	15	1
35-54	36%	229	50%	26	24	0
55 or Over	33%	212	52%	20	25	4
<b>GENDER</b>						
Female	48%	305	61%	21	16	3
Male	52%	332	48%	23	27	1
<b>RACE/ ETHNICITY</b>						
Black/ African-American	26%	166	72%	19	8	1
White or Anglo	70%	447	48%	23	27	2
Other	3%	19	58%	26	16	0
<b>GEOGRAPHIC AREA</b>						
Urban	23%	147	61%	20	19	1
Suburban	48%	310	55%	22	22	1
Rural	29%	184	47%	26	23	4
<b>EDUCATION</b>						
Some High School	10%	63	68%	13	14	5
Graduated High School	29%	186	64%	19	16	1
Some College	27%	172	56%	23	20	1
Graduated College	24%	151	42%	27	28	2
Graduate School	10%	66	36%	30	30	3
<b>INCOME</b>						
\$30,000 or Less	22%	143	70%	15	13	1
\$30,001-\$50,000	19%	120	53%	27	20	1
\$50,001-\$70,000	13%	81	47%	35	19	0
\$70,001-\$100,000	15%	94	60%	19	20	1
More Than \$100,000	15%	94	35%	27	37	1
<b>POLITICAL IDEOLOGY</b>						
Conservative	55%	352	48%	24	26	2
Moderate	25%	159	64%	23	13	0
Liberal	16%	104	65%	17	17	0
Unsure	3%	21	43%	10	29	19

## 32. More jobs with flexible hours and schedule?

CATEGORY	PERCENT OF SAMPLE	COUNT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	UNSURE/ REFUSED
Total Sample	100%	639	54%	32	12	1
<b>REGION</b>						
North Central	40%	256	50%	36	11	4
North	20%	128	45%	42	13	0
South West	15%	93	63%	19	17	0
Central	14%	90	59%	28	12	1
South East	11%	72	68%	19	10	3
<b>AGE GROUP</b>						
18-34	30%	190	55%	35	9	0
35-54	36%	230	56%	30	13	1
55 or Over	33%	211	54%	28	15	3
<b>GENDER</b>						
Female	48%	307	61%	27	9	2
Male	52%	331	49%	35	15	1
<b>RACE/ ETHNICITY</b>						
Black/ African-American	26%	166	68%	26	4	2
White or Anglo	70%	447	50%	34	15	2
Other	3%	21	52%	33	14	0
<b>GEOGRAPHIC AREA</b>						
Urban	23%	146	59%	30	10	1
Suburban	49%	310	55%	31	13	1
Rural	29%	182	49%	35	13	3
<b>EDUCATION</b>						
Some High School	10%	63	62%	16	17	5
Graduated High School	29%	187	58%	33	9	1
Some College	27%	171	58%	27	13	2
Graduated College	24%	152	46%	40	13	1
Graduate School	10%	65	49%	34	15	2
<b>INCOME</b>						
\$30,000 or Less	22%	142	62%	27	8	3
\$30,001-\$50,000	19%	121	58%	31	12	0
\$50,001-\$70,000	13%	82	52%	28	20	0
\$70,001-\$100,000	15%	94	56%	37	6	0
More Than \$100,000	15%	93	44%	41	14	1
<b>POLITICAL IDEOLOGY</b>						
Conservative	55%	353	51%	34	13	1
Moderate	25%	159	63%	28	8	1
Liberal	16%	104	55%	32	13	1
Unsure	3%	22	45%	14	18	23

### 33. More employers that value gender, racial, and ethnic diversity?

CATEGORY	PERCENT OF SAMPLE	COUNT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	UNSURE/ REFUSED
Total Sample	100%	639	55%	26	17	2
<b>REGION</b>						
North Central	40%	256	54%	28	16	2
North	20%	129	46%	25	29	1
South West	15%	93	61%	24	13	2
Central	14%	91	59%	26	12	2
South East	11%	72	57%	24	15	4
<b>AGE GROUP</b>						
18-34	30%	190	57%	25	17	1
35-54	36%	229	58%	24	17	1
55 or Over	33%	212	51%	28	17	4
<b>GENDER</b>						
Female	48%	307	58%	26	13	4
Male	52%	330	52%	26	21	1
<b>RACE/ ETHNICITY</b>						
Black/ African-American	26%	165	75%	19	4	2
White or Anglo	70%	447	48%	29	21	2
Other	3%	20	50%	20	30	0
<b>GEOGRAPHIC AREA</b>						
Urban	23%	147	51%	32	16	1
Suburban	49%	310	56%	24	19	1
Rural	28%	182	55%	25	15	5
<b>EDUCATION</b>						
Some High School	10%	63	51%	14	27	8
Graduated High School	29%	187	66%	25	8	1
Some College	27%	171	51%	26	20	2
Graduated College	24%	151	52%	26	21	1
Graduate School	10%	66	42%	38	18	2
<b>INCOME</b>						
\$30,000 or Less	22%	142	61%	23	13	3
\$30,001-\$50,000	19%	121	59%	30	12	0
\$50,001-\$70,000	13%	82	46%	24	27	2
\$70,001-\$100,000	15%	94	61%	27	13	0
More Than \$100,000	15%	93	47%	26	26	1
<b>POLITICAL IDEOLOGY</b>						
Conservative	55%	352	49%	29	21	1
Moderate	25%	159	60%	25	12	3
Liberal	16%	104	68%	19	12	1
Unsure	3%	22	36%	18	23	23

## 34. More jobs with on-site or convenient childcare?

CATEGORY	PERCENT OF SAMPLE	COUNT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	UNSURE/ REFUSED
Total Sample	100%	639	60%	24	14	1
<b>REGION</b>						
North Central	40%	257	59%	24	16	2
North	20%	128	55%	28	16	0
South West	14%	92	63%	28	9	0
Central	14%	90	57%	21	19	3
South East	11%	71	76%	17	6	1
<b>AGE GROUP</b>						
18-34	30%	190	64%	25	10	1
35-54	36%	229	59%	26	14	0
55 or Over	33%	212	59%	20	18	2
<b>GENDER</b>						
Female	48%	308	67%	23	8	2
Male	52%	330	55%	25	20	0
<b>RACE/ ETHNICITY</b>						
Black/ African-American	26%	166	68%	23	7	2
White or Anglo	70%	447	58%	24	17	1
Other	3%	20	60%	35	5	0
<b>GEOGRAPHIC AREA</b>						
Urban	23%	147	69%	22	7	1
Suburban	48%	310	57%	25	16	1
Rural	29%	183	58%	23	17	2
<b>EDUCATION</b>						
Some High School	10%	64	67%	17	13	3
Graduated High School	29%	188	64%	21	12	2
Some College	27%	171	63%	25	11	1
Graduated College	24%	153	50%	28	21	1
Graduate School	10%	65	55%	28	17	0
<b>INCOME</b>						
\$30,000 or Less	22%	142	71%	18	8	3
\$30,001-\$50,000	19%	120	60%	25	14	1
\$50,001-\$70,000	13%	83	54%	34	12	0
\$70,001-\$100,000	15%	94	62%	22	16	0
More Than \$100,000	14%	92	52%	28	20	0
<b>POLITICAL IDEOLOGY</b>						
Conservative	55%	353	61%	22	16	1
Moderate	25%	159	60%	28	11	1
Liberal	16%	104	61%	28	12	0
Unsure	3%	22	55%	14	18	14

## 35. More jobs that offer good employee benefits?

CATEGORY	PERCENT OF SAMPLE	COUNT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	UNSURE/ REFUSED
Total Sample	100%	639	86%	12	1	1
<b>REGION</b>						
North Central	40%	256	88%	11	0	1
North	20%	128	82%	16	2	0
South West	15%	93	81%	16	3	0
Central	14%	91	84%	12	1	3
South East	11%	71	94%	4	0	1
<b>AGE GROUP</b>						
18-34	30%	189	85%	14	1	0
35-54	36%	230	89%	10	1	0
55 or Over	33%	212	85%	12	1	2
<b>GENDER</b>						
Female	48%	307	88%	9	2	2
Male	52%	331	84%	15	1	0
<b>RACE/ ETHNICITY</b>						
Black/ African-American	26%	165	90%	8	1	1
White or Anglo	70%	447	86%	13	1	1
Other	3%	21	71%	24	5	0
<b>GEOGRAPHIC AREA</b>						
Urban	23%	148	91%	8	1	1
Suburban	48%	309	85%	12	1	1
Rural	28%	182	83%	15	1	1
<b>EDUCATION</b>						
Some High School	10%	63	86%	11	2	2
Graduated High School	29%	187	87%	12	1	1
Some College	27%	171	88%	10	2	1
Graduated College	24%	152	82%	16	1	2
Graduate School	10%	65	89%	11	0	0
<b>INCOME</b>						
\$30,000 or Less	22%	143	86%	13	1	1
\$30,001-\$50,000	19%	120	88%	13	0	0
\$50,001-\$70,000	13%	82	89%	10	1	0
\$70,001-\$100,000	15%	95	92%	5	2	1
More Than \$100,000	15%	93	85%	15	0	0
<b>POLITICAL IDEOLOGY</b>						
Conservative	55%	354	85%	13	1	1
Moderate	25%	159	89%	11	0	0
Liberal	16%	105	85%	12	2	1
Unsure	3%	22	77%	14	0	9

## 36. More jobs closer to home that require a shorter commute?

CATEGORY	PERCENT OF SAMPLE	COUNT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	UNSURE/ REFUSED
Total Sample	100%	639	62%	29	8	0
<b>REGION</b>						
North Central	40%	256	62%	29	8	1
North	20%	129	50%	36	13	1
South West	15%	94	68%	28	4	0
Central	14%	91	58%	30	10	2
South East	11%	72	81%	17	1	1
<b>AGE GROUP</b>						
18-34	30%	190	65%	31	5	0
35-54	36%	230	57%	34	8	0
55 or Over	33%	211	66%	22	10	1
<b>GENDER</b>						
Female	48%	307	68%	24	7	2
Male	52%	331	57%	34	9	0
<b>RACE/ ETHNICITY</b>						
Black/ African-American	26%	166	59%	34	7	1
White or Anglo	70%	446	64%	27	8	0
Other	3%	21	57%	29	14	0
<b>GEOGRAPHIC AREA</b>						
Urban	23%	147	60%	31	9	0
Suburban	48%	310	60%	30	9	1
Rural	29%	183	67%	26	5	2
<b>EDUCATION</b>						
Some High School	10%	63	71%	16	10	3
Graduated High School	29%	187	68%	26	4	1
Some College	27%	171	64%	26	9	0
Graduated College	24%	152	56%	36	7	1
Graduate School	10%	65	46%	40	14	0
<b>INCOME</b>						
\$30,000 or Less	22%	142	71%	22	6	1
\$30,001-\$50,000	19%	121	73%	22	5	0
\$50,001-\$70,000	13%	82	61%	32	7	0
\$70,001-\$100,000	15%	94	53%	39	7	0
More Than \$100,000	14%	92	43%	40	16	0
<b>POLITICAL IDEOLOGY</b>						
Conservative	55%	353	61%	30	8	1
Moderate	25%	159	62%	30	8	0
Liberal	16%	103	69%	22	8	1
Unsure	4%	23	48%	35	9	9

## 37. More major national and international employers?

CATEGORY	PERCENT OF SAMPLE	COUNT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	UNSURE/ REFUSED
Total Sample	100%	639	41%	38	18	2
<b>REGION</b>						
North Central	40%	256	38%	40	18	4
North	20%	128	44%	36	20	1
South West	15%	93	41%	39	19	1
Central	14%	90	44%	37	16	3
South East	11%	71	44%	37	15	4
<b>AGE GROUP</b>						
18-34	30%	190	41%	44	14	2
35-54	36%	230	42%	37	20	1
55 or Over	33%	212	42%	34	19	5
<b>GENDER</b>						
Female	48%	306	37%	39	21	3
Male	52%	331	46%	37	15	2
<b>RACE/ ETHNICITY</b>						
Black/ African-American	26%	165	47%	38	14	1
White or Anglo	70%	447	39%	39	19	3
Other	3%	19	47%	21	26	5
<b>GEOGRAPHIC AREA</b>						
Urban	23%	147	39%	41	18	1
Suburban	48%	310	40%	38	19	3
Rural	29%	183	44%	35	16	4
<b>EDUCATION</b>						
Some High School	10%	63	41%	37	14	8
Graduated High School	29%	187	47%	33	18	2
Some College	27%	172	41%	37	21	1
Graduated College	24%	152	36%	43	18	2
Graduate School	10%	65	37%	43	17	3
<b>INCOME</b>						
\$30,000 or Less	22%	143	47%	31	17	5
\$30,001-\$50,000	19%	121	40%	41	19	0
\$50,001-\$70,000	13%	81	38%	47	12	3
\$70,001-\$100,000	15%	96	45%	40	13	3
More Than \$100,000	14%	92	39%	35	26	0
<b>POLITICAL IDEOLOGY</b>						
Conservative	55%	353	42%	38	18	2
Moderate	25%	159	41%	38	19	2
Liberal	16%	105	44%	38	16	2
Unsure	3%	22	18%	36	23	23

## 38. More jobs that allow telecommuting?

CATEGORY	PERCENT OF SAMPLE	COUNT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	UNSURE/ REFUSED
Total Sample	100%	639	30%	41	25	4
<b>REGION</b>						
North Central	40%	257	31%	35	30	4
North	20%	128	24%	44	30	2
South West	15%	93	29%	51	15	5
Central	14%	90	36%	37	21	7
South East	11%	71	32%	52	10	6
<b>AGE GROUP</b>						
18-34	30%	190	31%	48	20	1
35-54	36%	229	31%	38	28	3
55 or Over	33%	211	28%	38	27	7
<b>GENDER</b>						
Female	48%	307	33%	42	20	5
Male	52%	331	27%	40	29	3
<b>RACE/ ETHNICITY</b>						
Black/ African-American	26%	166	42%	37	17	4
White or Anglo	70%	447	26%	43	28	4
Other	3%	18	22%	56	22	0
<b>GEOGRAPHIC AREA</b>						
Urban	23%	148	26%	47	23	3
Suburban	48%	310	32%	39	27	3
Rural	28%	182	30%	41	23	7
<b>EDUCATION</b>						
Some High School	10%	63	40%	32	19	8
Graduated High School	29%	187	34%	42	19	5
Some College	27%	170	31%	38	29	2
Graduated College	24%	152	21%	47	27	5
Graduate School	10%	65	26%	42	32	0
<b>INCOME</b>						
\$30,000 or Less	22%	143	38%	34	22	7
\$30,001-\$50,000	19%	120	28%	45	28	0
\$50,001-\$70,000	13%	83	28%	43	27	2
\$70,001-\$100,000	15%	96	23%	45	30	2
More Than \$100,000	14%	92	29%	45	26	0
<b>POLITICAL IDEOLOGY</b>						
Conservative	55%	353	30%	40	27	3
Moderate	25%	159	35%	43	19	3
Liberal	16%	104	25%	44	28	3
Unsure	3%	22	23%	32	18	27