



Watertown, SD

# Research & Discovery

January 29, 2024





# Research & Discovery Overview

3



## FOCUS GROUPS & STAKEHOLDER MEETINGS

Reaching 14 Community Stakeholders

1



## PERCEPTION STUDY

Online Survey of Working Age Talent in Five "Best Bet" Target Talent Markets and in the State of South Dakota (outside Coddington County) to Establish Benchmark Perceptions

1,774 

## PEOPLE REACHED

1,774 Survey Respondents +  
14 Focus Group Participants



# Focus Group Findings

# Key Findings

## FOCUS GROUPS: WATERTOWN'S IMAGE

1

Participants describe Watertown as an excellent place to live and raise a family but **lacks an external perception and name recognition beyond South Dakota.**

2

Watertown is viewed as a **strong place to work or advance a career**, with no shortage of job opportunities at all levels. However, they expressed that there is **a lack of external perception** of the breadth and depth of career opportunities available in the region.

3

Watertown has a need for skills-based learning but is **in need of more teachers and space** to fill demand, particularly among welding and medical terminology degrees.

4

**The region is described as safe, family-friendly and growing.** Outdoor recreation, the schools, and community engagement are considered to be the region's greatest assets, while housing availability/cost is a rising concern among residents and prospective talent.

# Key Findings

## FOCUS GROUPS: WATERTOWN'S IMAGE

5

### **Housing availability and land-use restrictions are key concerns.**

Participants noted that the ability to live on acreage is an asset, but zoning and parcel size requirements make the ability to purchase land difficult.

- Housing costs are pushing residents into Brookings.
- Salaries for in-demand positions don't align with cost of housing

6

**Childcare is also described as a barrier** to attracting talent without ties to the region. One respondent noted they could not work for the first four months after relocating to Watertown due to a lack of childcare availability.

7

The region is described as **friendly but not always welcoming.**

Participants felt welcomed professionally but **found getting integrated into the community challenging on a personal level.**

- The area can be isolating for single, young people without families it is this cohort that's difficult to retain.
- Schools are how you become integrated currently into the community but more opportunities are needed.



### **Focus Groups**

If you're traveling or out of state and someone asks where you live, what do you say?

Between Fargo and Sioux Falls

**South Dakota**

**Sioux Falls** Not Mt. Rushmore

**Watertown, SD** West of Minneapolis



## Focus Groups

# What are the perceptions or misperceptions people have about Watertown and South Dakota?

"We're located in one of the two states that people have never been to. They just don't know about us."

"People always ask about how cold it is here. People really just don't know about it. It lacks an identity."

"There's nothing overtly negative. We're more of a blank slate."

"People assume we're very blue-collar because of manufacturing. We are, but that's not all we are."

"People always assume our weather is horrible all the time. We get all 4 seasons. Our summer is great and we have hobbies/activities to keep us content all year long...but it's not for everyone."

## What is your elevator pitch for Watertown?

"It's the biggest small town in the world. At grocery stores, you see your neighbors and soccer coaches, but we also have these rich dining, cultural, and recreational amenities."

"I tell people how peaceful and beautiful it is...you can watch the sunrise and sunset. You can be miles from neighbors if you choose to be, but you also don't have to be."

"We live in an environment where you can open garage doors and kids run from house to house. It's almost expected that they do that. You know that it's safe. In other places, you might have someone take something out of your garage, but here you'll only really see someone taking a popsicle."

"There are things to do, places to go. We have quaint local shops and recognizable brand amenities that we don't have to drive far to get to."

"We were the city on the go and a lake city. We do have a lot of recreation around the lake, which is not something a lot of South Dakota towns have."



Focus Groups

## Tools & Information to Create or Promote

"Relocation package and  
'How to get involved'  
directory."

"A digital concierge document  
that includes fun events that  
happen downtown, things that  
happen at the Lake, winter  
activities and testimonials."

"We have some tools, but  
they are not up to date or  
there is a lack of awareness  
about existing tools."

"Information on our  
independent healthcare  
system."



Focus Groups

# Potential to Share Messaging from "Freedom Works Here" Campaign



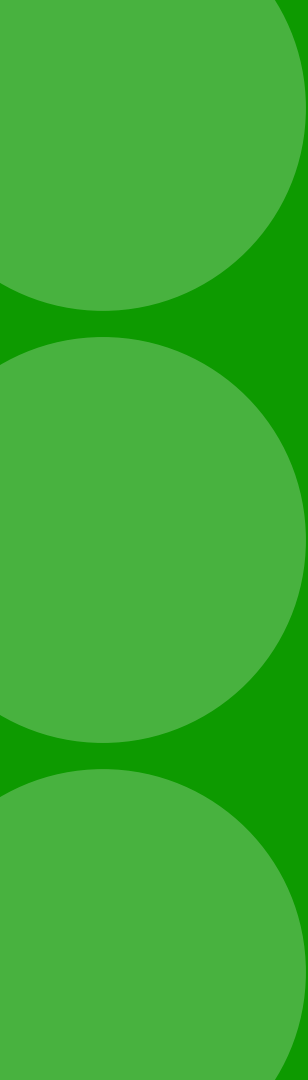
Less focus on freedom.  
**More focus on family.**



**Zero income tax.**  
Strong tax breaks.



Low crime. Low utilities. Good  
schools. **More space.**



# **External Talent Perception Study**

**Perceptions** of Watertown as a place to live are moderate. Opportunities exist to continue to grow awareness of the region and address misperceptions.

1

Talent **is seeking stability** after several years of turmoil...safety and security, stable employment that offers work/life balance, and the ability to afford a quality lifestyle rise to the top during relocation decisions.

2

Watertown is largely **a blank slate** and is perceived moderately as a place to live. Watertown is perceived to be able to address several of talent's "pain points" including an affordable cost-of-living and access to housing.

3

Talent is **not confident in the area's career and job opportunities**. There is a strong appetite for training but low awareness of how to access training and the depth and breadth of career opportunities in the area.

4

One person's "stagnant" is another person's "stability". The Watertown region **will not appeal to everyone**. A marketing strategy should align to the persona and preferences of those most interested in relocation.

5

Perceptions are **strongly influenced (positively) by familiarity**, emphasizing the importance of ambassadors and through testimonials. There is also an opportunity to leverage some messaging included in the State's "Freedom Works Here" campaign.

EXTERNAL TALENT PERCEPTION STUDY  
 Respondent **Demographics**

**Locations**



**59%**  
 are employed  
 full time

**Industries represented**

- Health Care and Social Assistance
- Educational Services
- Retail Trade
- Construction
- Manufacturing
- Accommodation and Food Services
- Finance and Insurance

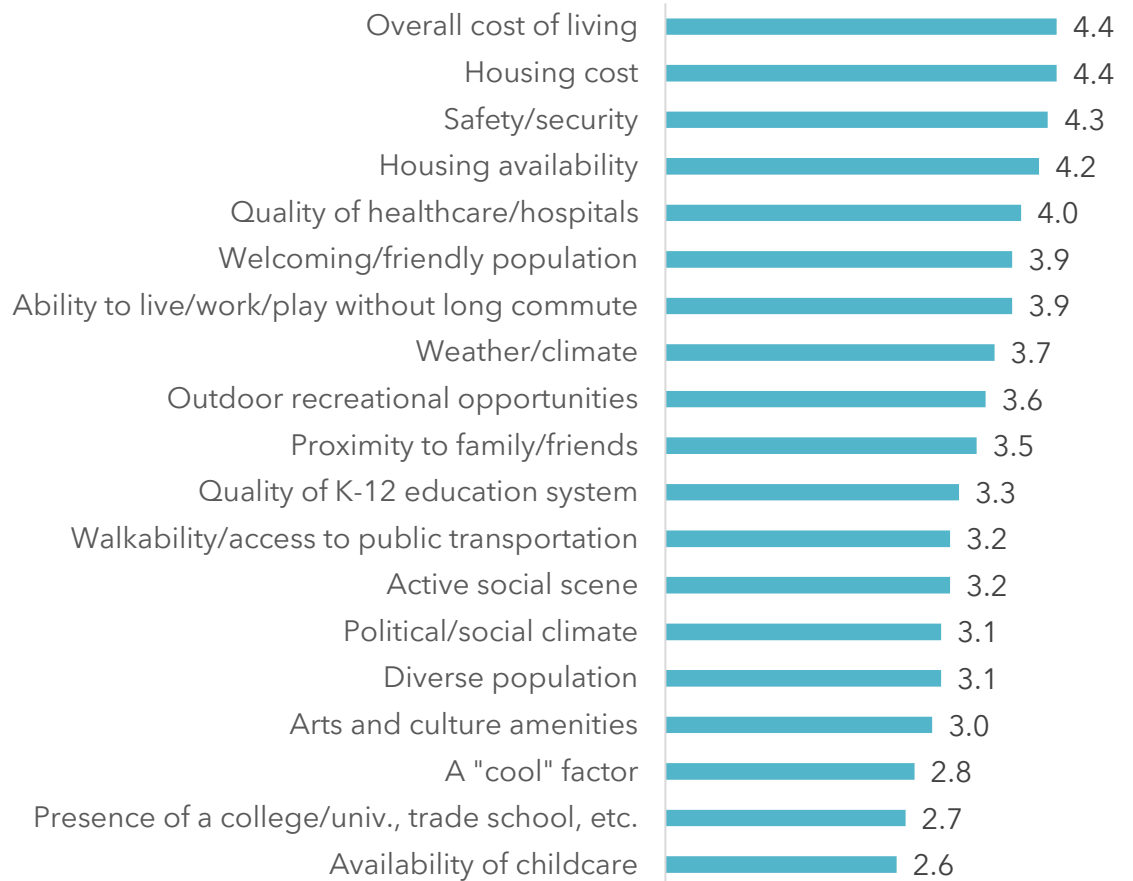


What **lifestyle** factors  
are important to talent



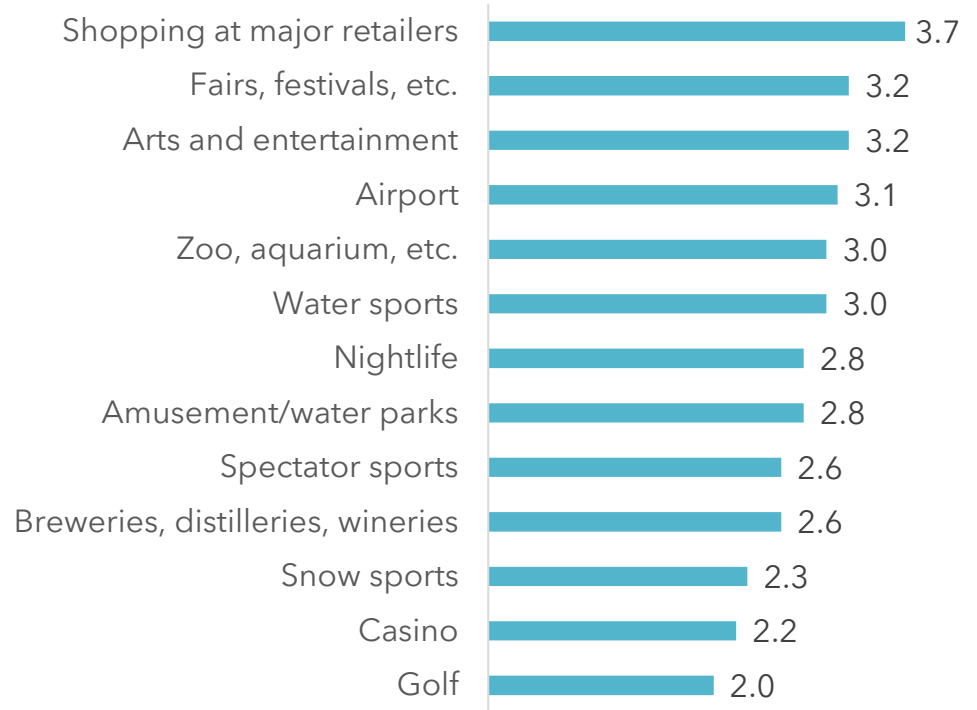
Talent prioritizes **practical lifestyle factors** including safety and security, housing, and cost-related factors.

*Q. Please rate the following quality of life factors on their importance if you were considering relocating to a new area more than 100 miles from your current location. (1=not important, 5=most important)*



## Shopping, community

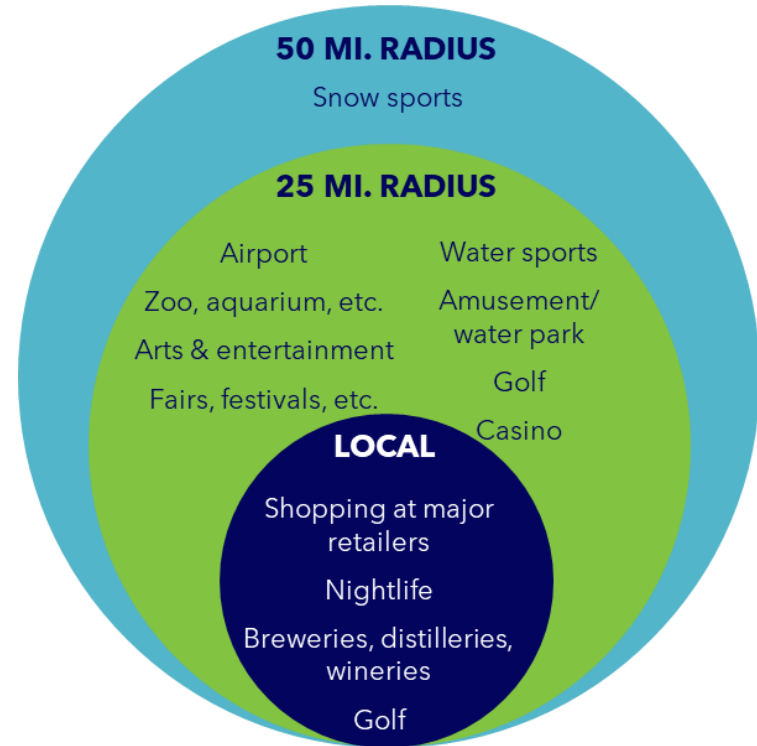
**events and arts and entertainment** are the most valued amenities to have access to.



*Q. How important is having access to the following amenities where you live? (1=not important, 5=very important)*

EXTERNAL TALENT PERCEPTION STUDY

Respondents are willing to travel up to **25 miles** for most amenities they want access to.



*Q. Please indicate how far you would be willing to travel to access the amenities you ranked as important (>3) in the prior question.*

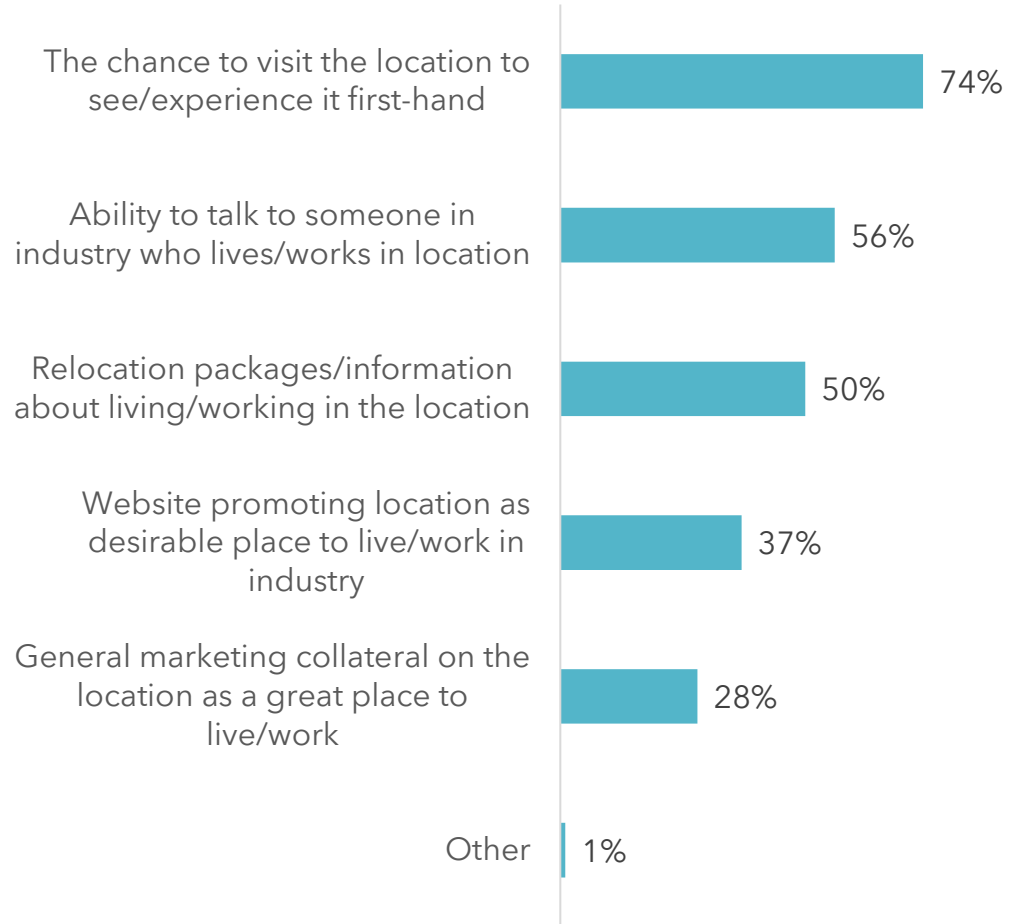
**First-hand experience**  
**and digital resources**  
are the top influencers  
of perceptions.

*Q. How influential are each of the following sources of information on your perceptions of an area as a place to live and/or work?*



Visiting a location and the **ability to hear from existing residents** are most helpful tools when evaluating locations.

*Q. What tools would be most helpful to you when considering a move to a new location?*



Responders weigh the availability of **job opportunities equally with the quality of place** when considering relocation.

75%

Agree with the statement "I would weigh a new job opportunity equally with how my quality of life would be impacted when considering relocation to a new area."



# What respondents think about **work and careers**



 **EXTERNAL TALENT PERCEPTION STUDY**

Top career-related factors include **salaries (relative to the cost of living), jobs that match skill sets, and work/life balance.**



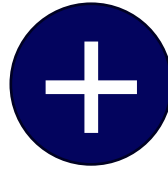
**4.4**

Salary offered in the area relative to the cost of living



**4.3**

A job opportunity for yourself matching skill set



**4.1**

Culture of good work/life balance



**3.9**

Alternative job/advancement opportunities for yourself in industry



**3.8**

Job opportunities for spouse/partner

*Q: Please rate the importance of the following career/professional development-related factors if you were considering relocating to a new area more than 100 miles from your current location.*

When considering specific job opportunities, **salary and benefits** are top priorities.

*Q. On a scale from 1 (not important) to 5 (most important), how important are the following job attributes when considering a new job opportunity?*



EXTERNAL TALENT PERCEPTION STUDY

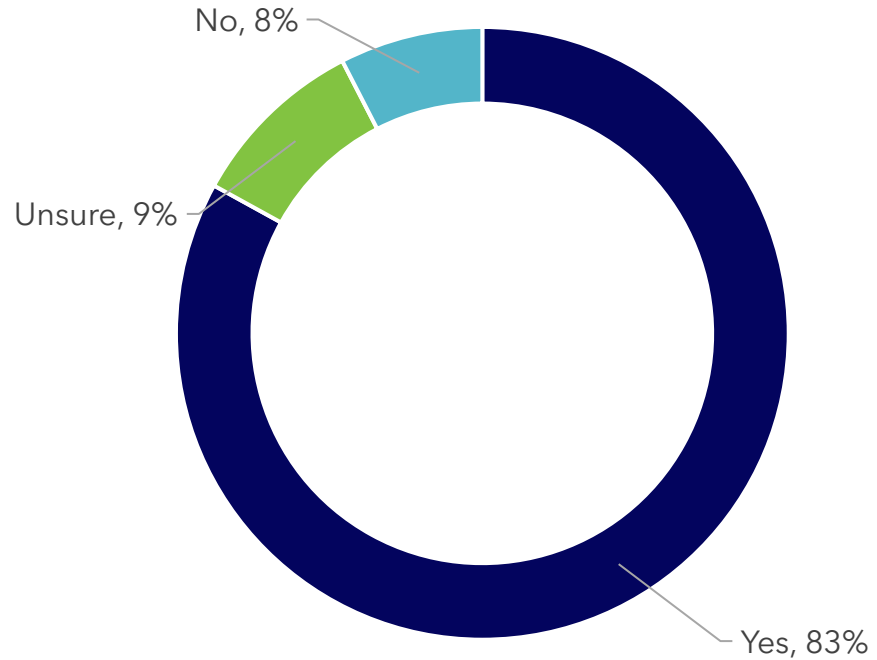
Respondents turn to online **job boards** and **company websites** to find jobs.



Q. Where would you most likely get information on career and/or new job opportunities? (choose all that apply)

EXTERNAL TALENT PERCEPTION STUDY

A majority of respondents are willing to undergo **additional training** to shift or upgrade their career path.



*Q. Would you be willing to undergo additional training or education if it allowed you to shift/upgrade your career path?*

Respondents are **interested in training opportunities** – and are willing to pay for them – but don't know how or where to access these opportunities.

**3.6**

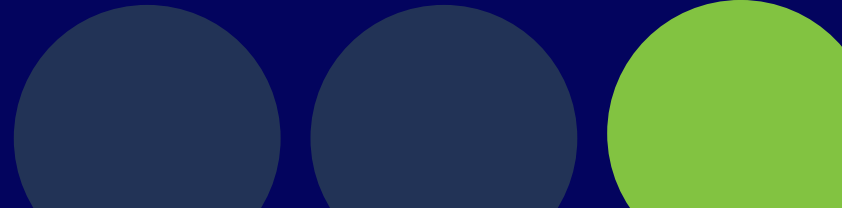
Average agreement with statement  
(1=don't agree/5=strongly agree)

**"I WOULD BE WILLING TO  
RELOCATE TO A NEW  
REGION/STATE TO ACCESS FREE  
TRAINING."**

**3.4**

Average agreement with statement  
(1=don't agree/5=strongly agree)

**"I WOULD BE WILLING TO INVEST  
(AT MY OWN EXPENSE) IN  
ADDITIONAL TRAINING."**



# What respondents think about **Watertown**

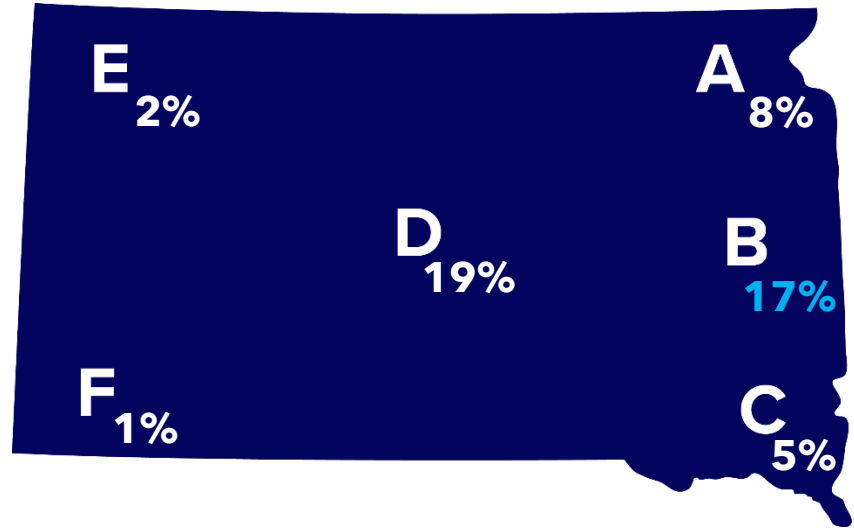


EXTERNAL TALENT PERCEPTION STUDY

A majority of respondents **could not locate Watertown** on a map. Of those that could locate it, a majority lived in state.

**48%**

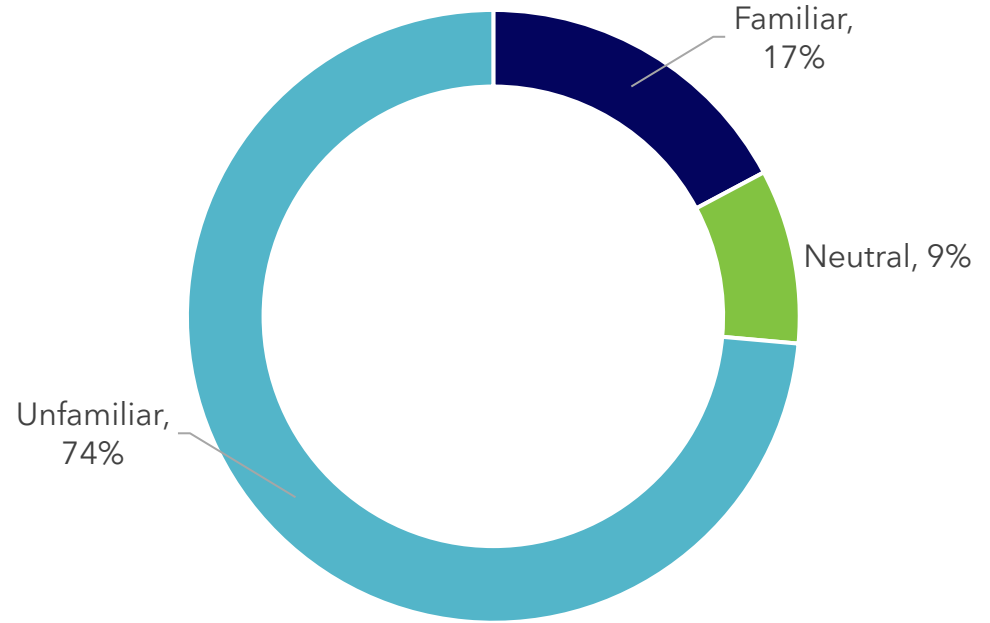
Stated they did not know where Watertown is located.



*Q. Referring to the map, which letter most accurately depicts the general location of Watertown, South Dakota?*

EXTERNAL TALENT PERCEPTION STUDY

A majority of respondents are **not familiar** with Watertown.



Q. How familiar are you with Watertown, SD?

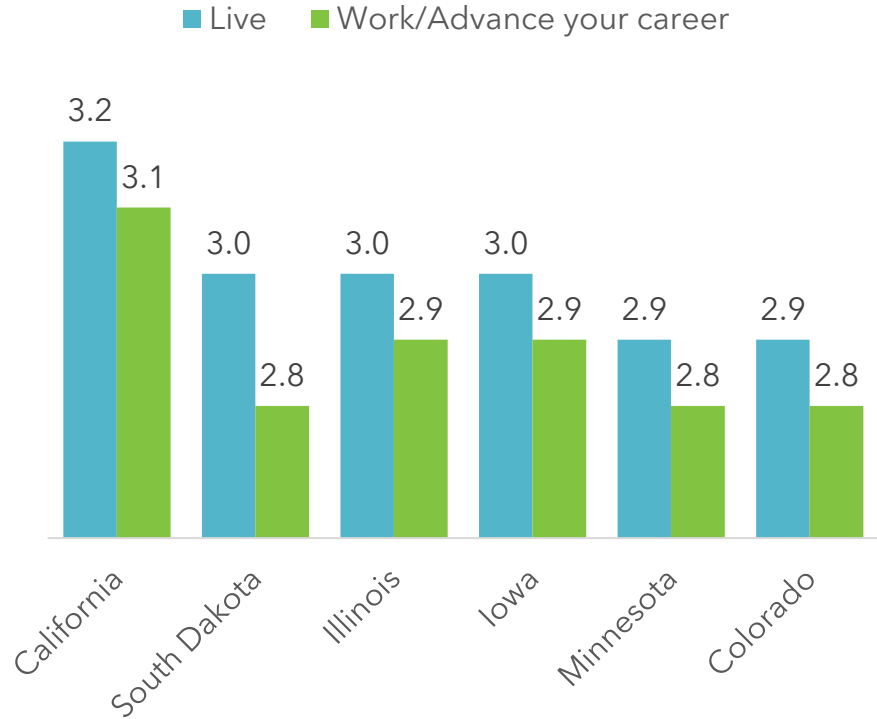
Watertown is perceived **moderately** as a place to live and less favorably as a place to work.

3.0

As a place to Live

2.9

As a place to work/advance your career



Q. Based on your experience or general perceptions, on a scale from 1 (poor) to 5 (excellent), please rate Watertown, SD as a place to...

EXTERNAL TALENT PERCEPTION STUDY

When rating Watertown as a place to live, there **safety, outdoor recreation, and the small-town experience are seen as strengths.**

Living in Watertown offers residents a suburban feel and most residents own their homes. In Watertown there are a lot of bars, restaurants, and parks.

It is safe and has a decent amount of amenities in or near the city.

Good conservative community, low crime, decent jobs and great facilities. Problem is snow during winter.

Because it has excellent outdoor recreation, hunting and fishing opportunities, and this city takes great pride in offering its employees competitive wages.

*Q: Please tell us why you assigned a rating of "4" or "5" out of 5 for Watertown, SD as a place to live. We'd appreciate your candid response.*

● ● EXTERNAL TALENT PERCEPTION STUDY

● ● When rating Watertown as a place to live, concerns about the **cold weather, limited growth opportunities, amenities** and **lack of cultural diversity** rise to the top.

It is a small town...not too many job opportunities and culturally not diverse enough.

It has many opportunities, but there isn't very much diversity in culture or opinion.

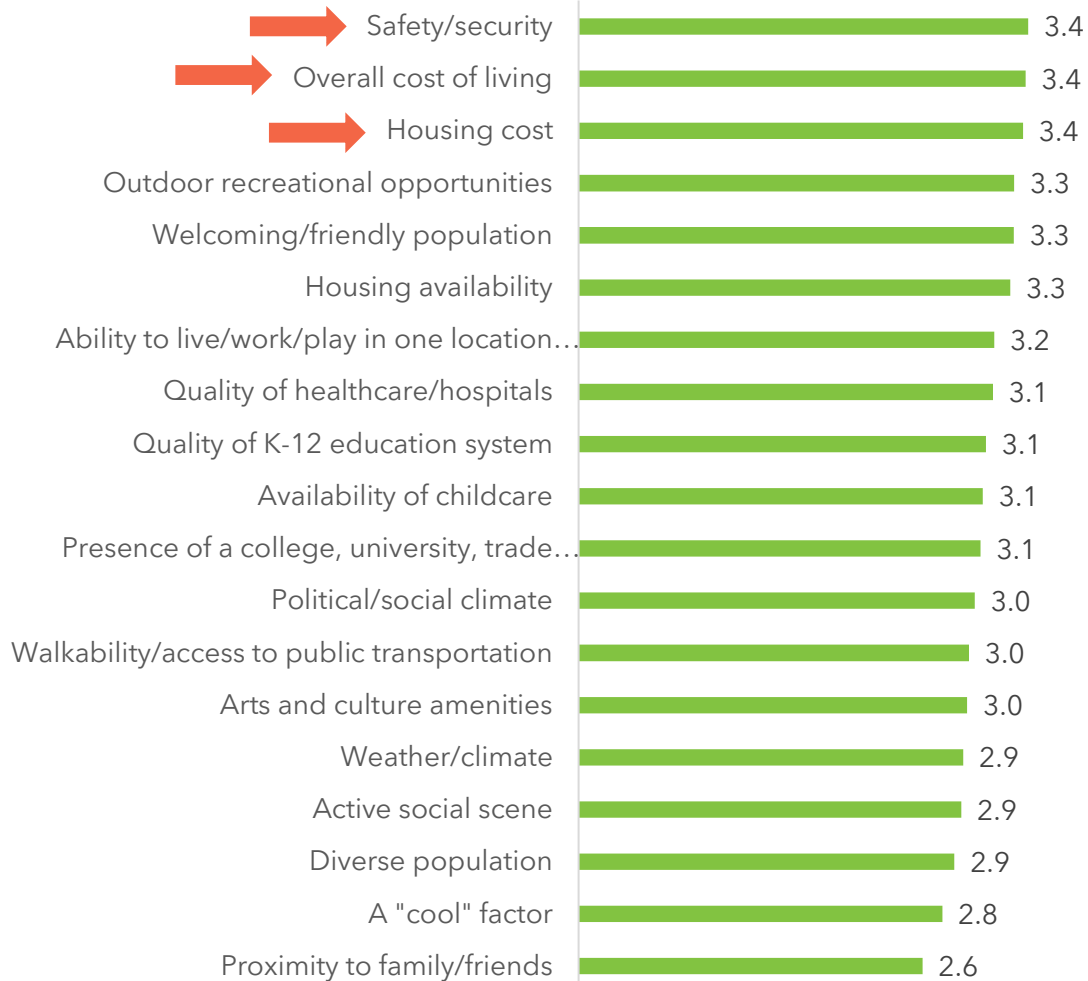
Weather is terrible. Good community, but so far from some amenities I personally would want to have closer. Not enough flights.

If you're looking for growth in the professional world, Watertown is just not the place. If you like small town life it might be perfect for you.

*Q: Please tell us why you assigned a rating of "1" or "2" out of 5 for Watertown, SD as a place to live. We'd appreciate your candid response.*

Watertown **scores**

**well** on select  
livability factors that  
are most important to  
talent.



*Q. Based on your experience or general perceptions, please rate Watertown, SD on the following quality of life factors:*

EXTERNAL TALENT PERCEPTION STUDY

Watertown **scores**  
**moderately** on select  
career-related factors.

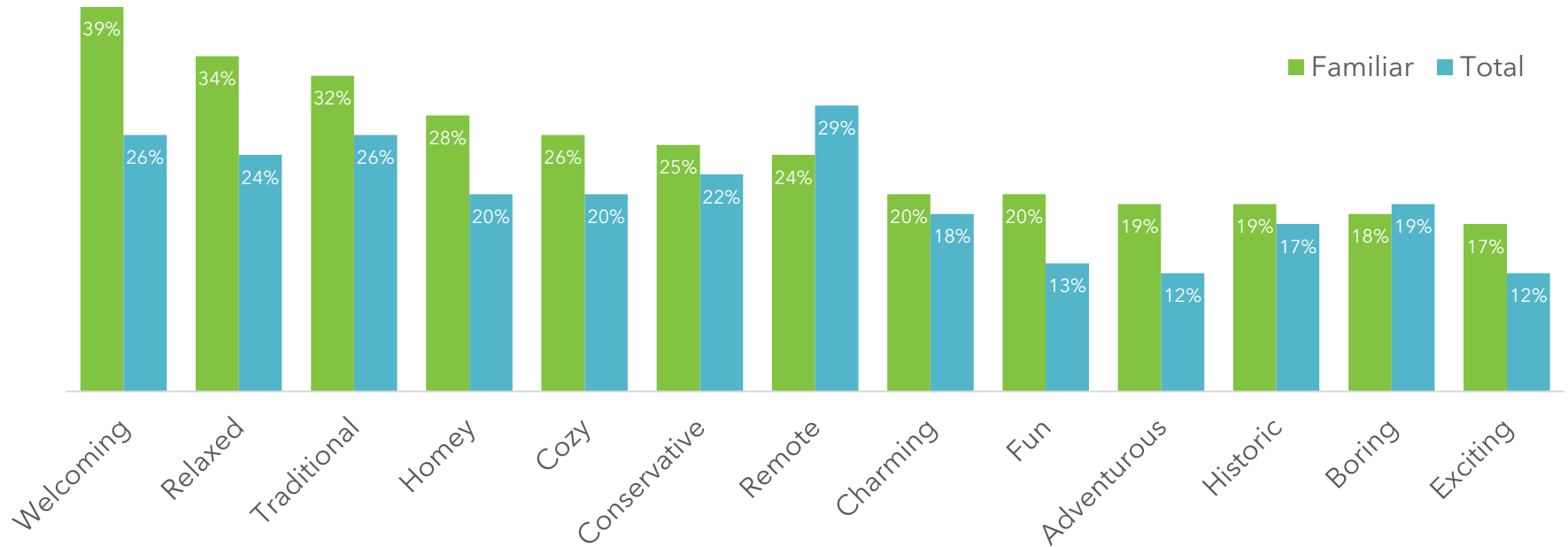


*Q. Based on your experience or general perceptions, please rate Watertown, SD on the following career/professional development-related factors:*



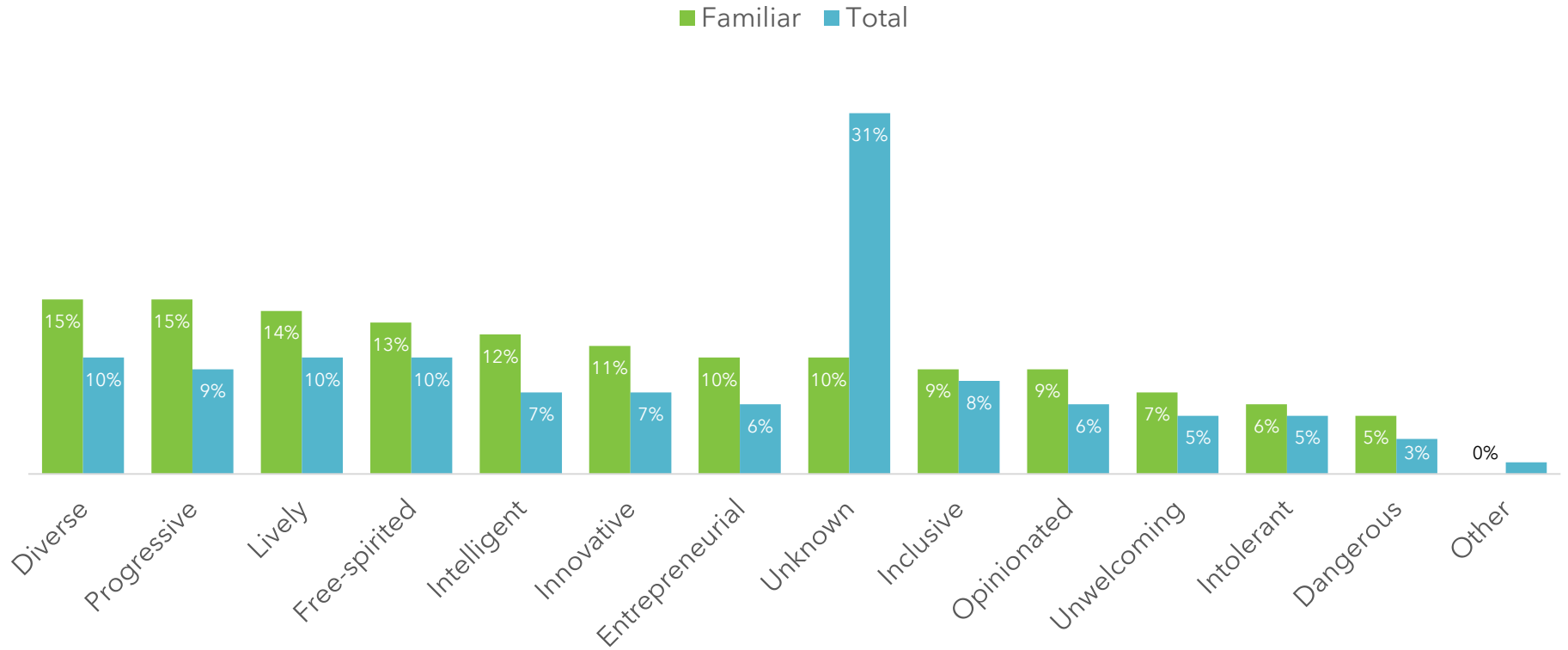
● ● EXTERNAL TALENT PERCEPTION STUDY

● ● Those familiar with Watertown consider it **welcoming, relaxed and traditional**. The dominant personality traits among all respondents are **unknown, remote, and traditional**.



Q. Which of the following words do you feel most captures the personality or "feel" of Watertown, SD? (choose all that apply)

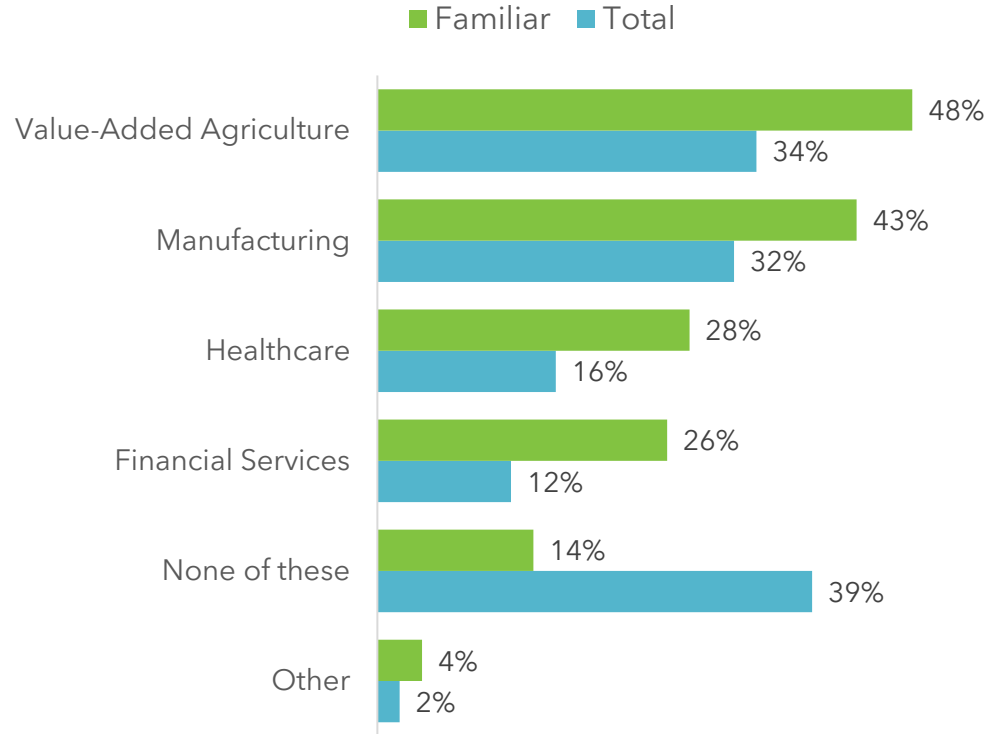
# The Personality of Watertown (Lower Associations), by Familiarity



Q. Which of the following words do you feel most captures the personality or "feel" of Watertown, SD? (choose all that apply)

Watertown is most associated with the **value-added agriculture** and **manufacturing** sectors.

*Q: Which of the following industries do you associate with Watertown, SD?*



What **messaging**  
resonates most



EXTERNAL TALENT PERCEPTION STUDY

# Most impactful **messaging**

■ More interested   ■ No impact   ■ Less interested

## Message 2

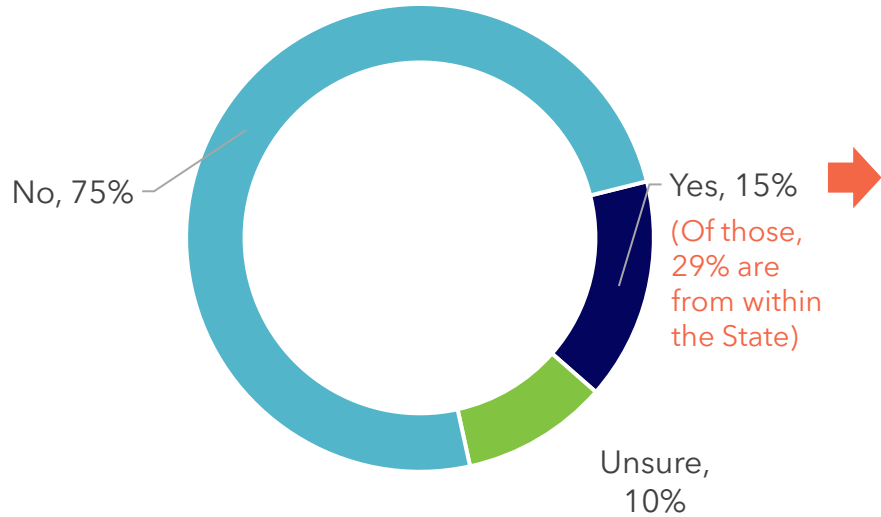


South Dakota has no personal income tax, no personal property tax and no inheritance tax. Most out-of-state professional licenses are accepted and valid here. Combine all that with Watertown's low cost of living and that means more of your hard-earned money stays in your pocket.

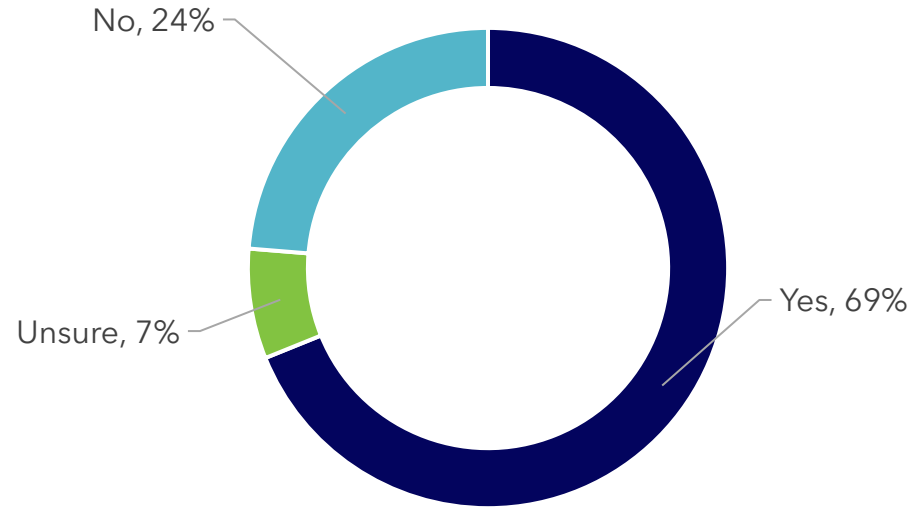
Watertown is a safe and friendly place to live, combining all the charm of small-town living with the conveniences and amenities of a bigger city. Watertown offers apartment living, rental homes, first-time homebuyer, and luxury lakeside living.

*Q: Do the following statements make you more interested, less interested, or have no impact on your interest in learning more about Watertown as a place to live and/or work?*

Perceptions of SD's **"Freedom Works Here"** Campaign



Q. Have you seen or heard about South Dakota's state campaign "Freedom Works Here"?

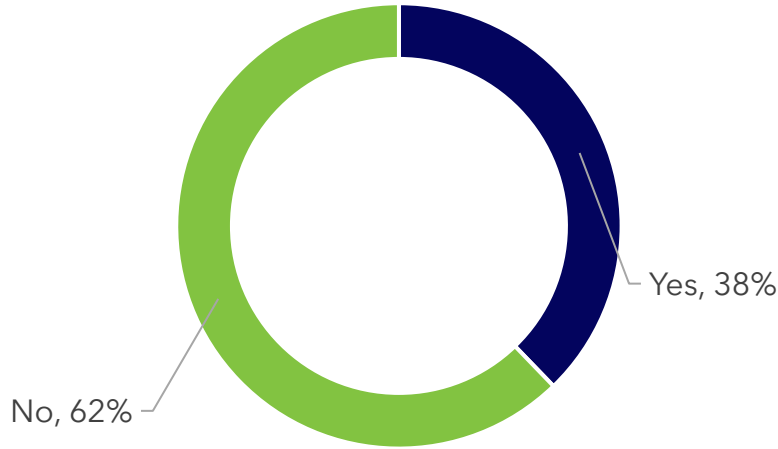


Q. Does the "Freedom Works Here" campaign inspire you to learn more about living and working in South Dakota?

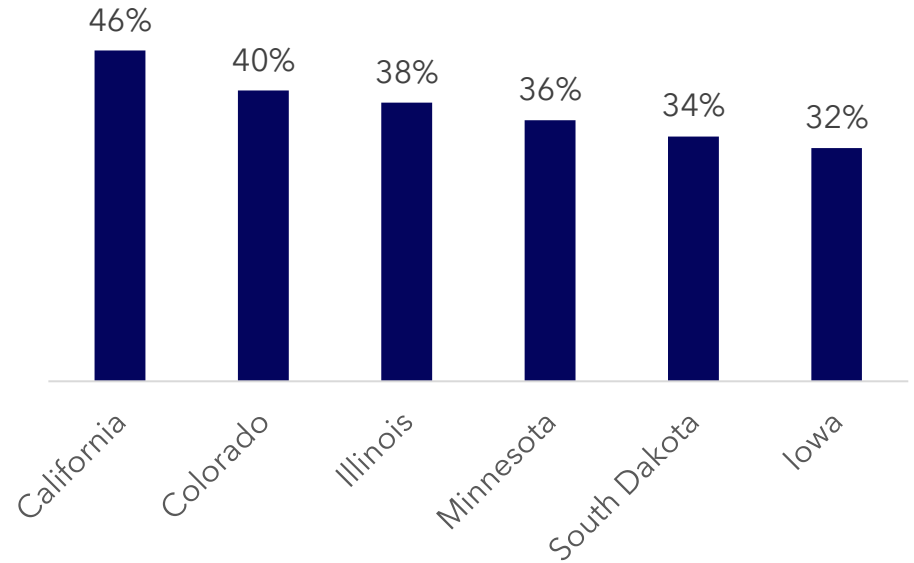
# What respondents think about relocating



EXTERNAL TALENT PERCEPTION STUDY  
Currently **Considering** a Relocation



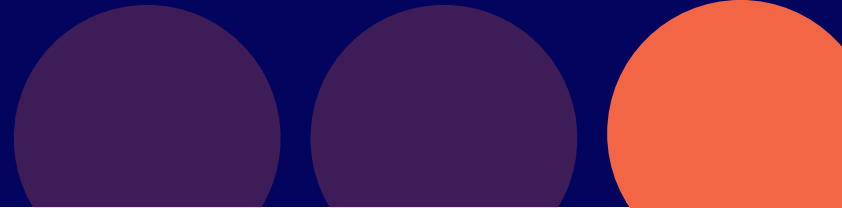
Percent currently considering a relocation, by target state



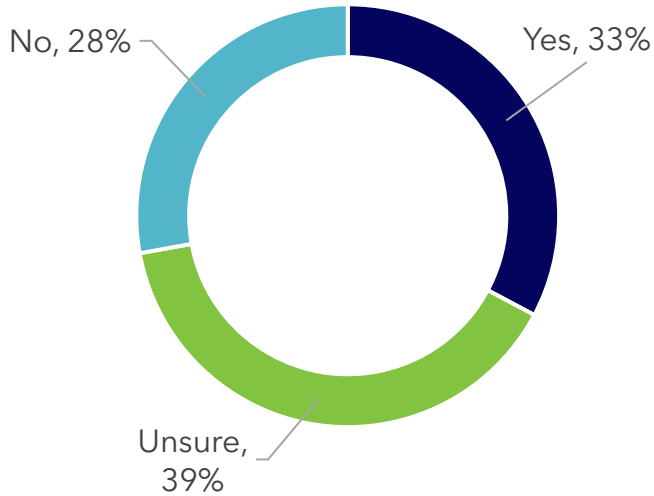
Q. Are you currently considering a relocation more than 100 miles from your current residence?

33%

Of respondents would consider moving to Watertown if a job opportunity that met their skill and salary requirements was available.



# Willingness to relocate to Watertown

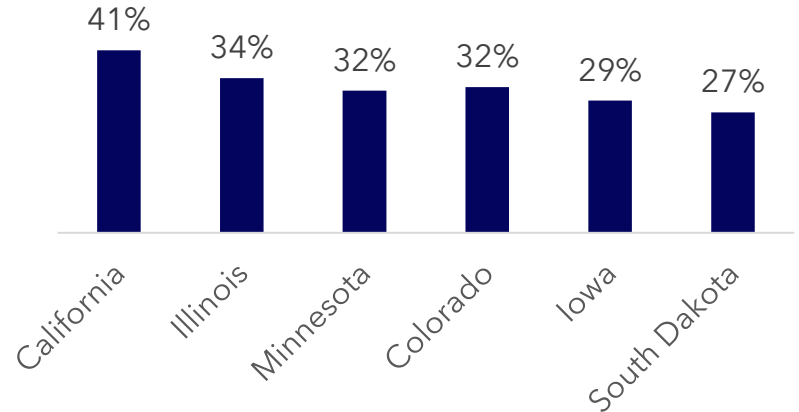


Q: If a job opportunity that matched your skill and salary requirements was offered to you in Watertown, SD, would you relocate there?

## Willing to relocate to Watertown, by Age



## Willing to relocate to Watertown, by Target State



## Potential Relocators

62%

are currently considering a relocation 100+ miles from their residence

28%

are familiar with Watertown

65%

Are **under 40** years of age

76%

Are **currently employed** full/part time

66%

Live with a **spouse/partner** and/or **children**

# Talent profile of Watertown's

## Potential Relocators

### Most important **lifestyle** factors

1. Overall cost of living
2. Housing cost
3. Safety/security
4. Housing availability
5. Quality of healthcare/hospitals

### Most important **amenities**

1. Shopping at major retailers
2. Fairs, festivals, etc.
3. Arts and entertainment
4. Water sports (fishing, boating, etc.)
5. Zoo, aquarium, etc.

**Info sources** most influential on the decision to relocate

1. General internet search/research
2. Family/friends in or near the area
3. Other

Top **industries** associated with Watertown

1. Value-Added Agriculture
2. Manufacturing
3. Healthcare

**28%**

...are **aware** of the "Freedom Works Here" campaign

**88%**

...are **inspired** by the campaign to learn more about living/working in SD

 **EXTERNAL TALENT PERCEPTION STUDY**

Those not interested in relocating to Watertown noted issues of **weather, affordable housing, lack of diversity** and **political climate.**

It's cold with a small population, and it's too far from any big city.

It is too remote and not sure what is around.

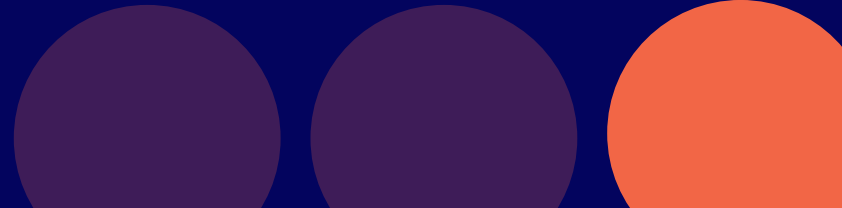
I personally don't have any interest in living in a rural town that is likely fairly homogeneous in regard to its ethnic background and political views.

Housing is not affordable.

*Q: Why would you NOT be interested in relocating to Watertown, SD?*

# Thank You!

Please let us know what questions we can answer.

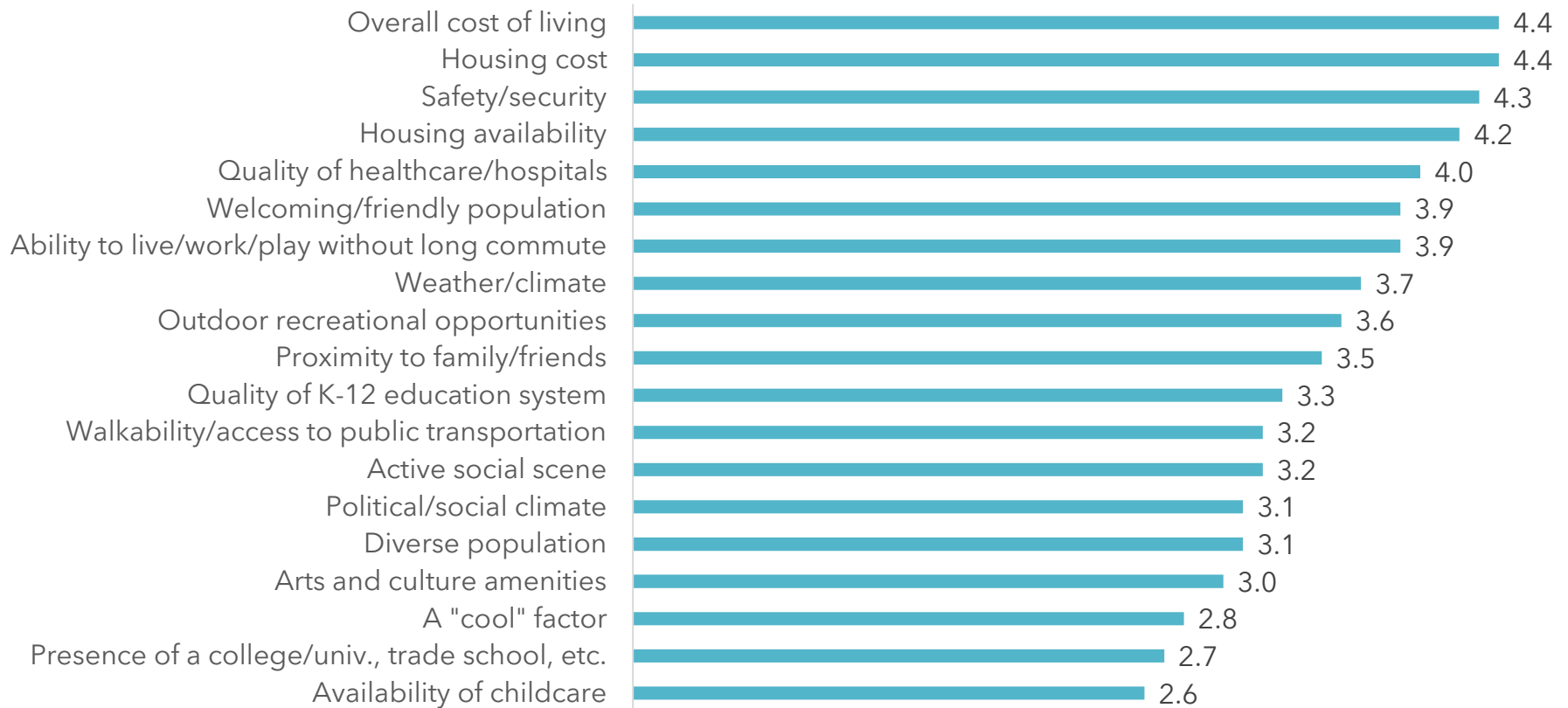




# Appendix

## EXTERNAL TALENT PERCEPTION STUDY

# The Importance of Select Lifestyle Factors



*Q. Please rate the following quality of life factors on their importance if you were considering relocating to a new area more than 100 miles from your current location. (1=not important, 5=most important)*

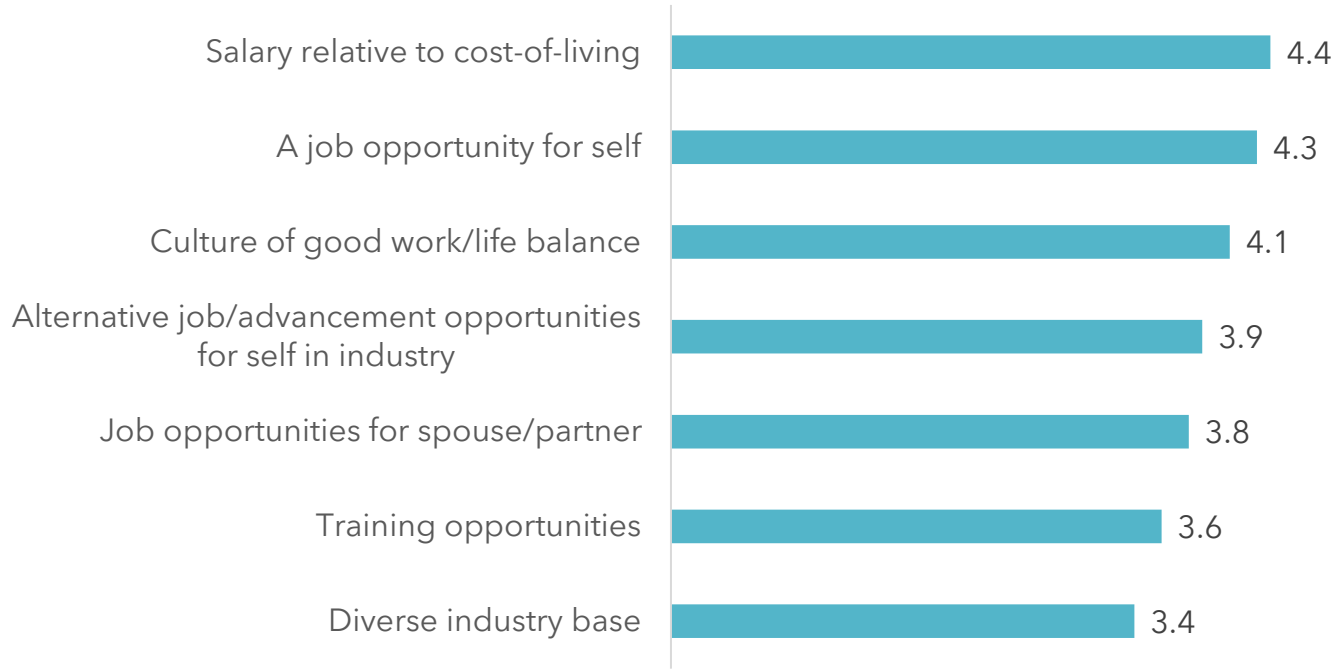
# The Importance of Select Lifestyle Factors, by Target State

Most Important Quality of Life Factors, by Target State

	CALIFORNIA	COLORADO	ILLINOIS	IOWA	MINNESOTA	SOUTH DAKOTA
#1	Overall cost of living (4.5)	Overall cost of living (4.5) Housing cost (4.5)	Overall cost of living (4.4)	Overall cost of living (4.5)	Housing cost (4.4)	Overall cost of living (4.5)
#2	Housing cost (4.4) Safety/security (4.4)	Safety/security (4.3)	Housing cost (4.3) Safety/security (4.3)	Housing cost (4.4)	Safety/security (4.3) Overall cost of living (4.3)	Housing cost (4.4) Safety/security (4.4)
#3	Housing availability (4.2)	Housing availability (4.2)	Housing availability (4.2)	Safety/security (4.3)	Housing availability (4.2)	Housing availability (4.3)

*Q. Please rate the following quality of life factors on their importance if you were considering relocating to a new area more than 100 miles from your current location. (1=not important, 5=most important)*

# The Importance of Select Career-Related Factors



*Q. Please rate the importance of the following career/professional development-related factors if you were considering relocating to a new area more than 100 miles from your current location. (1=not important, 5=most important)*

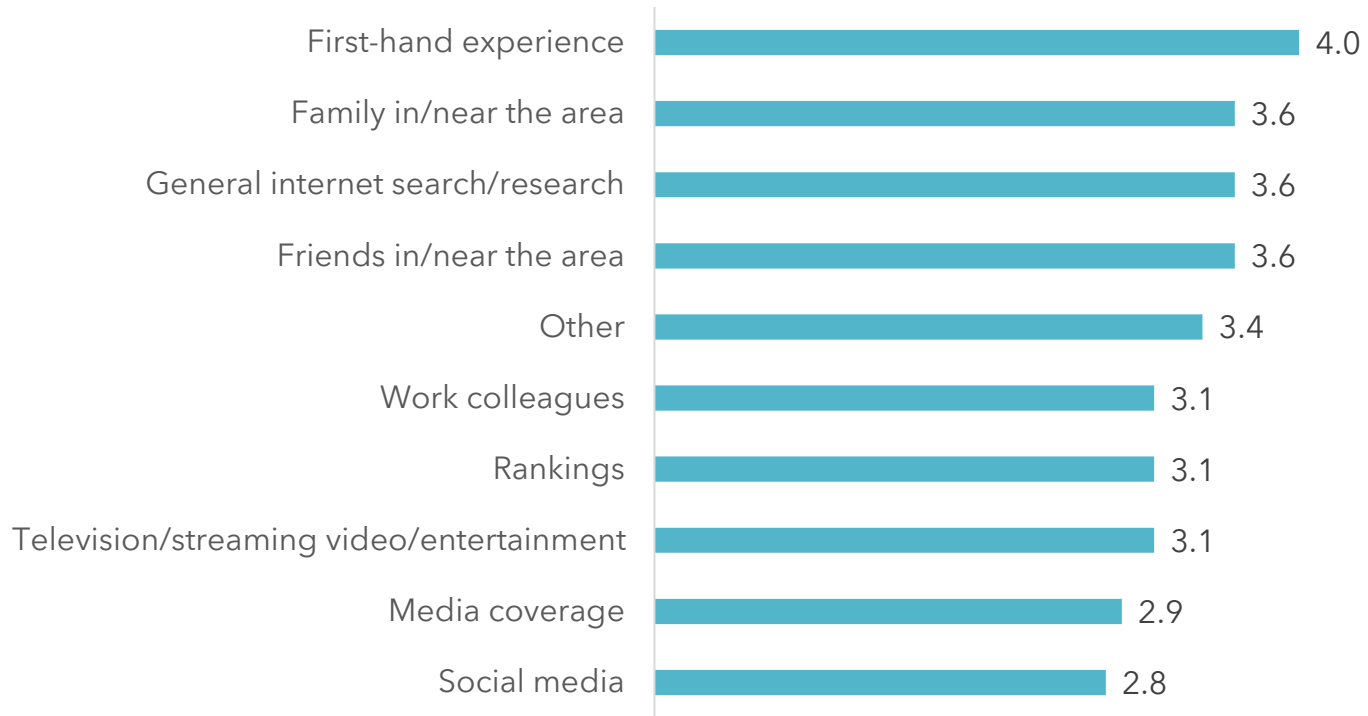
# The Importance of Select Career-Related Factors, by Target State

Most Important Career-Related Factors, by Target State

	CALIFORNIA	COLORADO	ILLINOIS	IOWA	MINNESOTA	SOUTH DAKOTA
#1	Job opportunity (4.4)	Job opportunity (4.4)	Salary relative to cost-of-living (4.4)	Salary relative to cost-of-living (4.5)	Job opportunity (4.3)	Salary relative to cost-of-living (4.4)
	Salary relative to cost-of-living (4.4)	Salary relative to cost-of-living (4.4)			Salary relative to cost-of-living (4.3)	
#2	Good work/life balance (4.1)	Alternative job/advancement opportunity (4.0)	Job opportunity (4.3)	Job opportunity (4.3)	Good work/life balance (4.0)	Job opportunity (4.3)
		Good work/life balance (4.0)				
#3	Alternative job/advancement opportunity (4.0)	Job opportunity for partner (3.7)	Good work/life balance (4.0)	Good work/life balance (4.1)	Alternative job/advancement opportunity (3.8)	Good work/life balance (4.1)

*Q. Please rate the importance of the following career/professional development-related factors if you were considering relocating to a new area more than 100 miles from your current location. (1=not important, 5=most important)*

# Influence of Information Sources on Perceptions of Place



*Q. How influential are each of the following sources of information on your perceptions of an area as a place to live and/or work? (1=not influential, 5=extremely influential)*

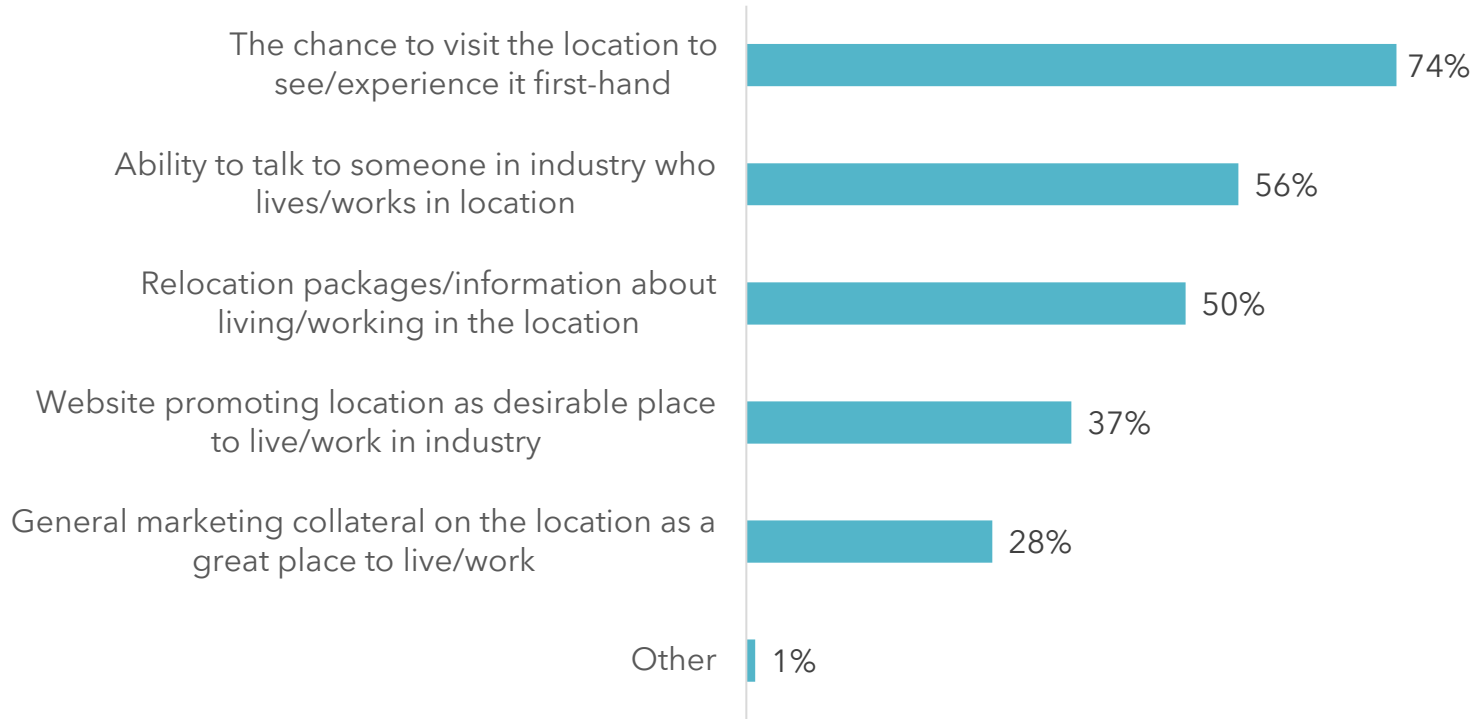
# Influence of Information Sources on Perceptions of Place, by Target State

Most Influential Information Sources for Location Perceptions, by Target State

	CALIFORNIA	COLORADO	ILLINOIS	IOWA	MINNESOTA	SOUTH DAKOTA
#1	First-hand experience (3.9)	First-hand experience (3.9)	First-hand experience (4.0)	First-hand experience (4.0)	First-hand experience (4.0)	First-hand experience (3.9)
#2	Internet research (3.8)	Internet research (3.6)	Family in/near the area (3.7)	Family in/near the area (3.7)	Family in/near the area (3.7)	Other (3.5)
					Friends in/near the area (3.7)	

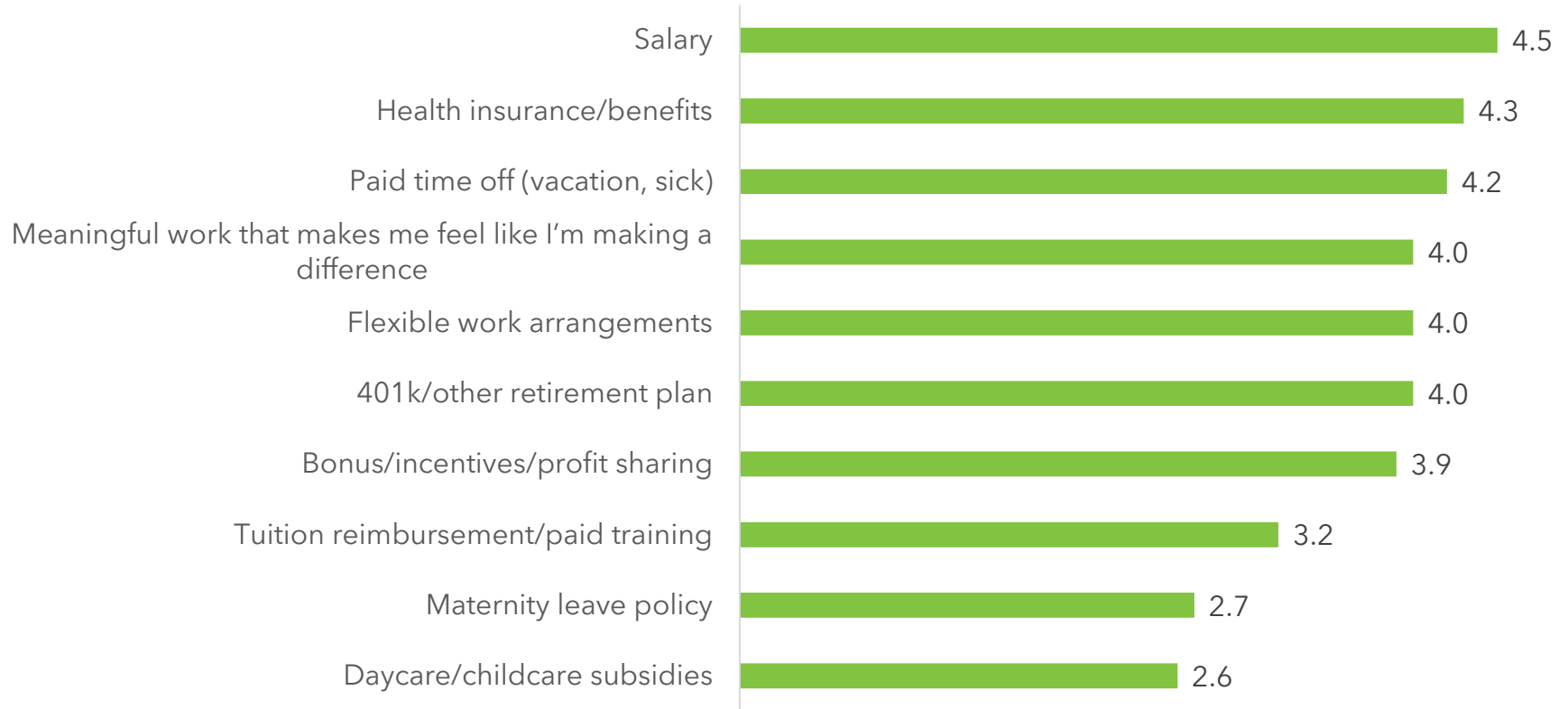
*Q. How influential are each of the following sources of information on your perceptions of an area as a place to live and/or work? (1=not influential, 5=extremely influential)*

## Most Helpful Tools When Considering a Relocation



*Q. What tools would be most helpful to you when considering a move to a new location? (choose all that apply)*

## The Importance of Select Job-Related Factors



Q. On a scale from 1 (not important) to 5 (most important), how important are the following job attributes when considering a new job opportunity?

# The Importance of Select Job-Related Factors, by Target State

Most important job-related factors, by target state

	CALIFORNIA	COLORADO	ILLINOIS	IOWA	MINNESOTA	SOUTH DAKOTA
#1	Salary (4.5)	Salary (4.5)	Salary (4.5)	Salary (4.5)	Salary (4.5)	Salary (4.5)
#2	Health insurance and benefits (4.3)	Health insurance and benefits (4.2)	Health insurance and benefits (4.2)	Health insurance and benefits (4.3)	Health insurance and benefits (4.2)	Health insurance and benefits (4.3)
#3	401k/other retirement plan (4.2)	Paid time off (4.1)	Paid time off (4.1) 401k/other retirement plan (4.1)	Paid time off (4.2)	Paid time off (4.1)	Paid time off (4.2)

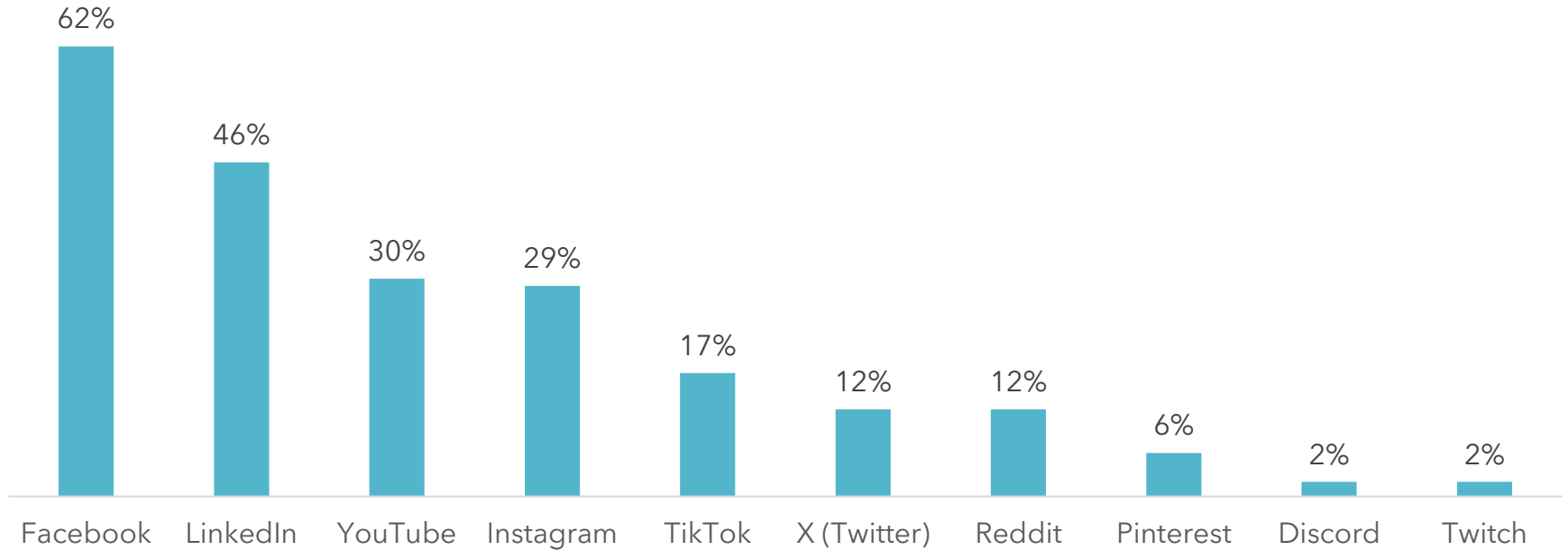
Q. On a scale from 1 (not important) to 5 (most important), how important are the following job attributes when considering a new job opportunity?

## Top Information Sources for Careers/New Jobs



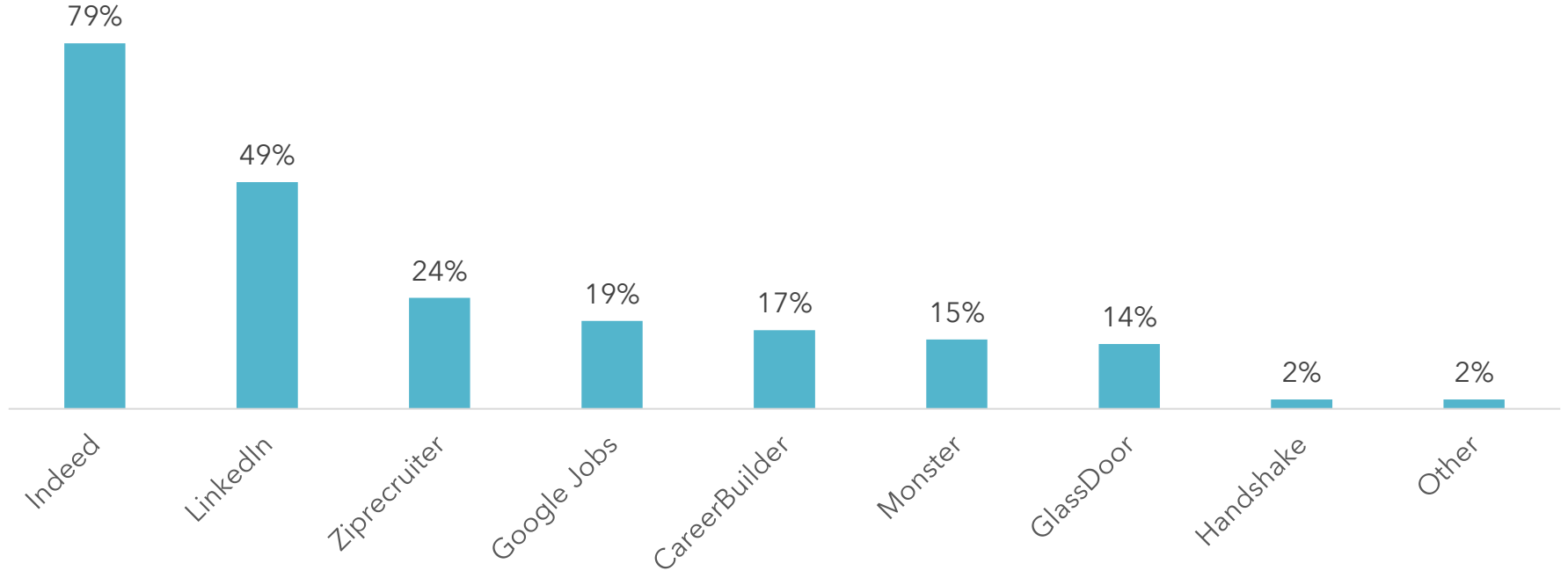
Q. Where would you most likely get information on career and/or new job opportunities? (choose all that apply)

# Social Media Channels Used for Employment Information



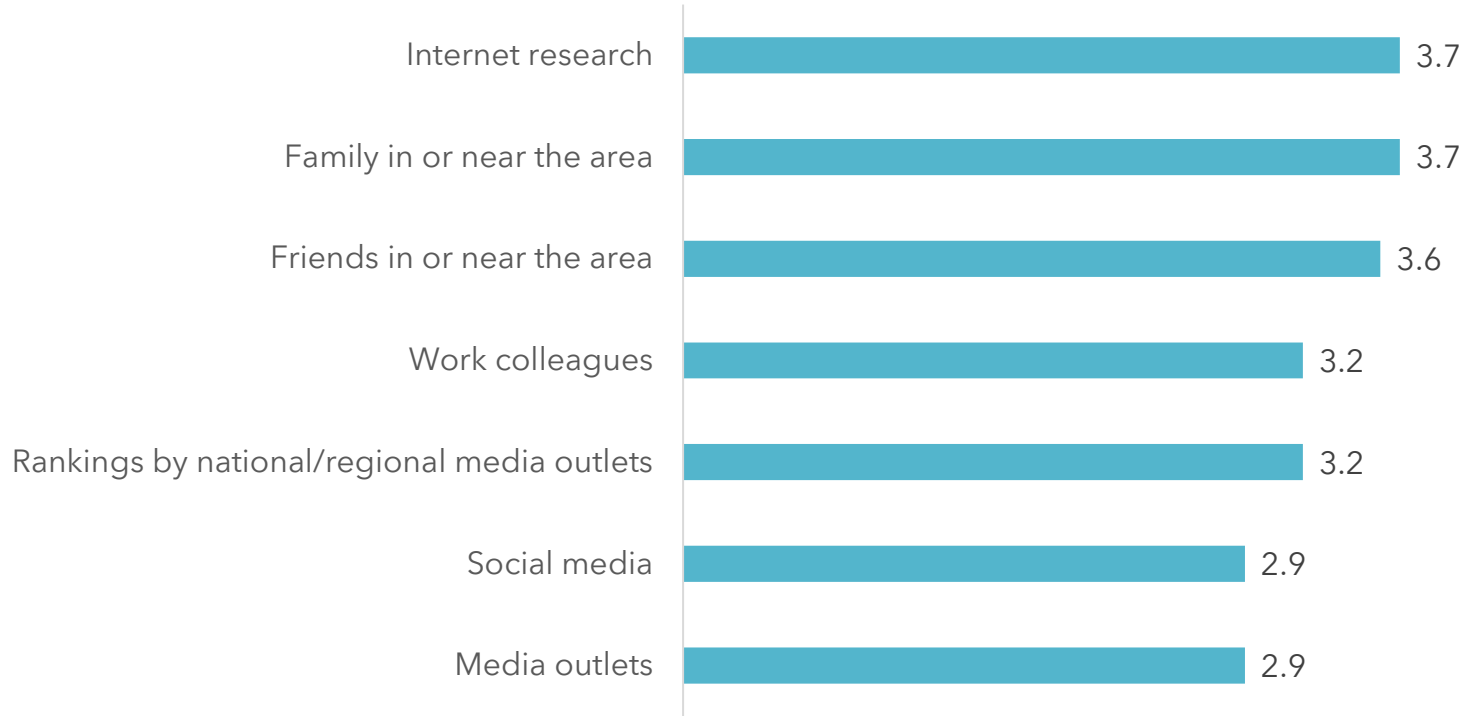
Q. What social media sources do you most frequently refer to when learning about new employment opportunities and places to work? (choose up to 3)

# Online Job Boards Used for Employment Information



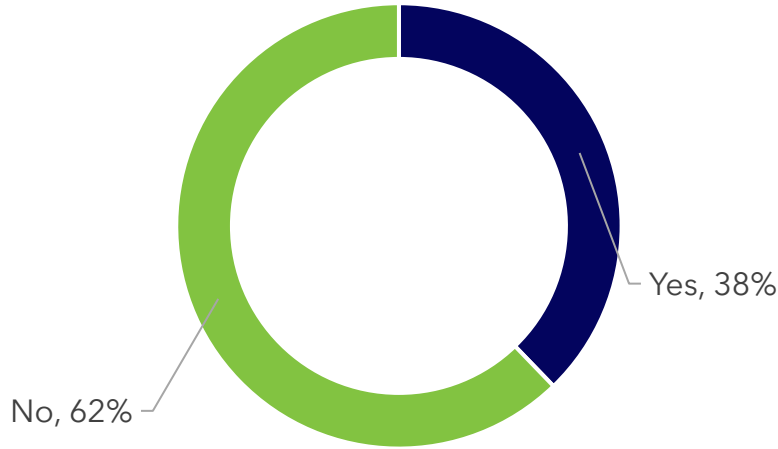
Q. What online job board sites do you most frequently refer to when looking for new job opportunities? (choose up to 3)

# Impact of Information Sources on Decision to Relocate

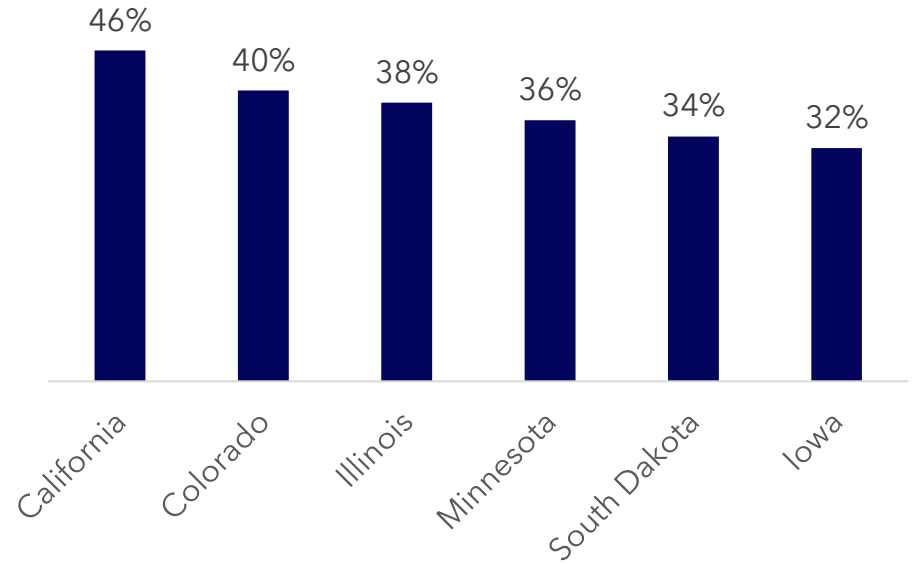


*Q. How much of an impact do each of the following sources of information have on your decision to relocate to a new area? (1=not influential, 5=extremely influential)*

# Currently Considering a Relocation



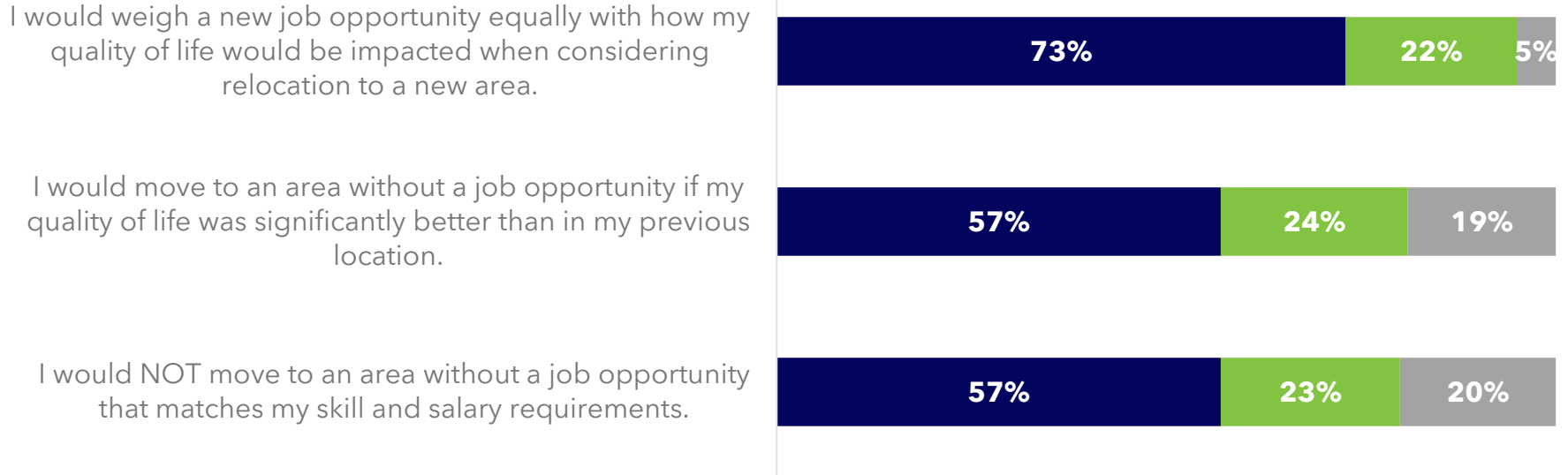
Percent currently considering a relocation, by target state



Q. Are you currently considering a relocation more than 100 miles from your current residence?

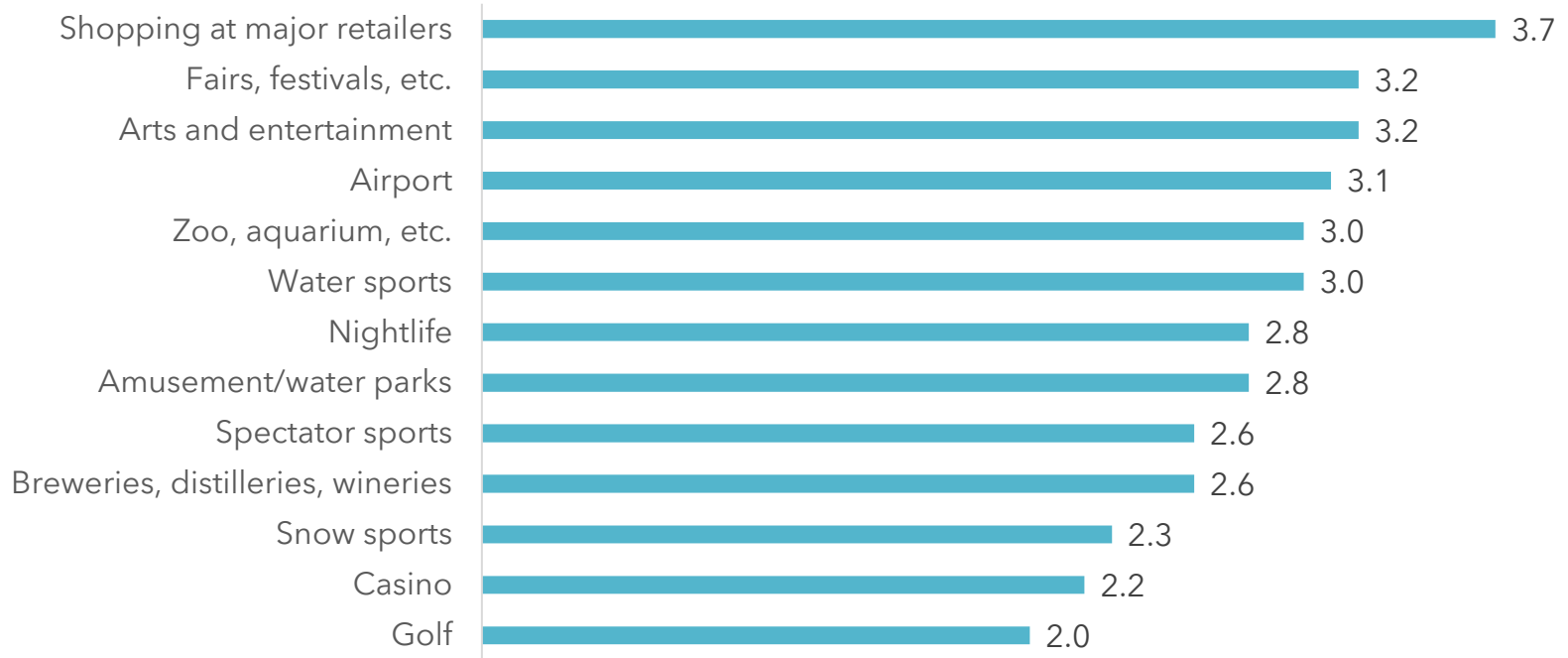
# Level of Agreement with Job Opportunity Statements

■ Agree ■ Neutral ■ Disagree



Q. On a scale from 1 (don't agree at all) to 5 (strongly agree), how much do you agree with the following statements?

# Importance of Access to Select Amenities



Q. How important is having access to the following amenities where you live? (1=not important, 5=very important)

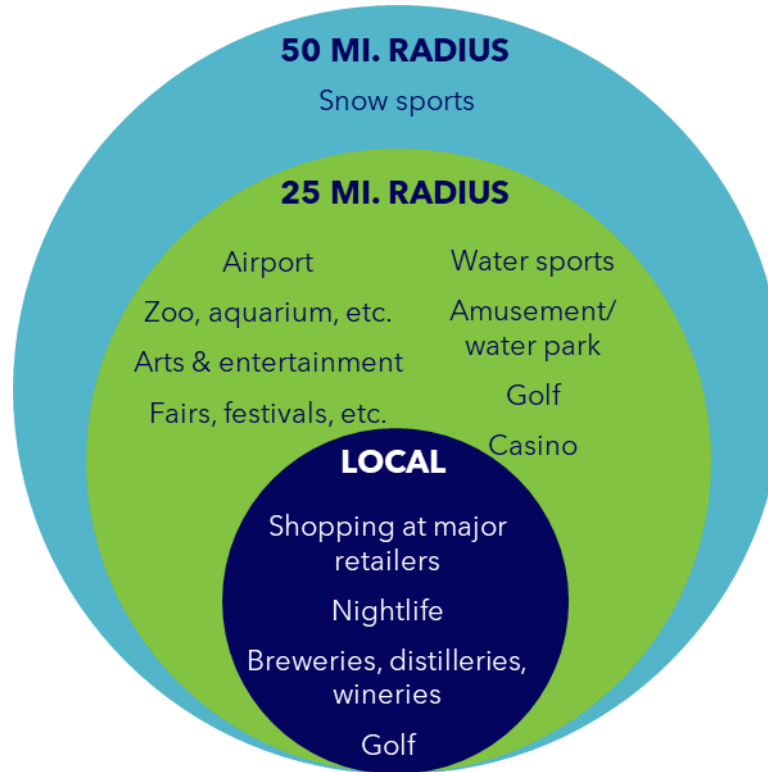
# Importance of Access to Select Amenities, by Target State

Top important amenities, by target state

	CALIFORNIA	COLORADO	ILLINOIS	IOWA	MINNESOTA	SOUTH DAKOTA
#1	Shopping at major retailers (4.1)	Shopping at major retailers (3.6)	Shopping at major retailers (3.9)	Shopping at major retailers (3.6)	Shopping at major retailers (3.7)	Shopping at major retailers (3.5)
#2	Arts and entertainment (3.5)	Arts and entertainment (3.2)	Fairs, festivals, etc. (3.3)	Fairs, festivals, etc. (3.2)	Water sports (3.1)	Water sports (3.1)
				Arts and entertainment (3.2)	Airport (3.1)	Fairs, festivals, etc. (3.1)
#3	Fairs, festivals, etc. (3.3)	Fairs, festivals, etc. (3.1)	Arts and entertainment (3.2)	Zoo, aquarium, etc. (3.1)	Arts and entertainment (3.0)	Airport (2.9)
		Airport (3.1)	Zoo, aquarium, etc. (3.2)			

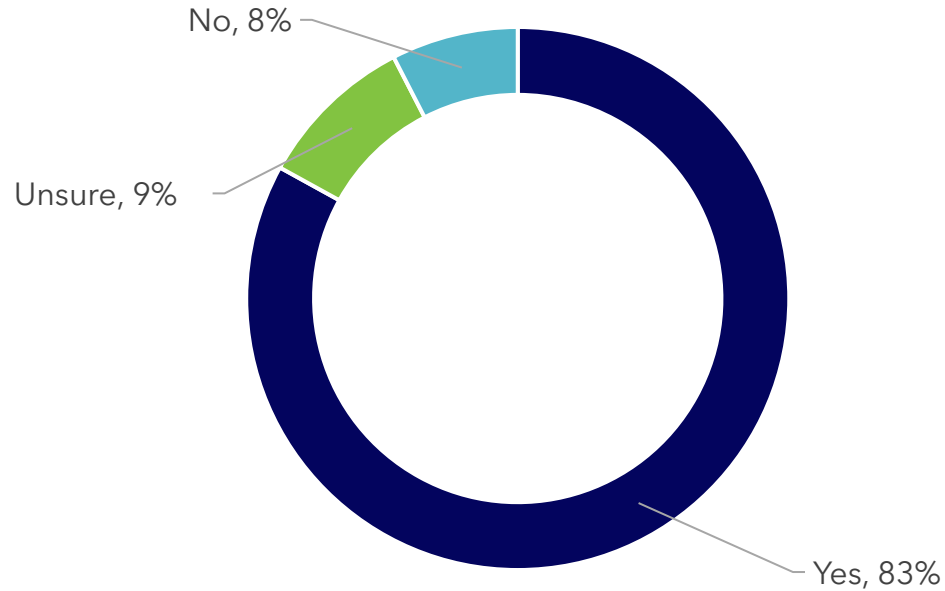
Q. How important is having access to the following amenities where you live? (1=not important, 5=very important)

# Distance Willing to Travel for Important Amenities



*Q. Please indicate how far you would be willing to travel to access the amenities you ranked as important (>3) in the prior question.*

# Willingness to Undergo Additional Training to Shift/Upgrade Career Path



*Q. Would you be willing to undergo additional training or education if it allowed you to shift/upgrade your career path?*

## Level of Agreement with Training Statements

I would be willing to relocate to a new region/state to access free training that allowed me to upgrade my career or job prospects

3.6

I would be willing to invest (at my own expense) in additional training if it allowed me to upgrade my career or job prospects

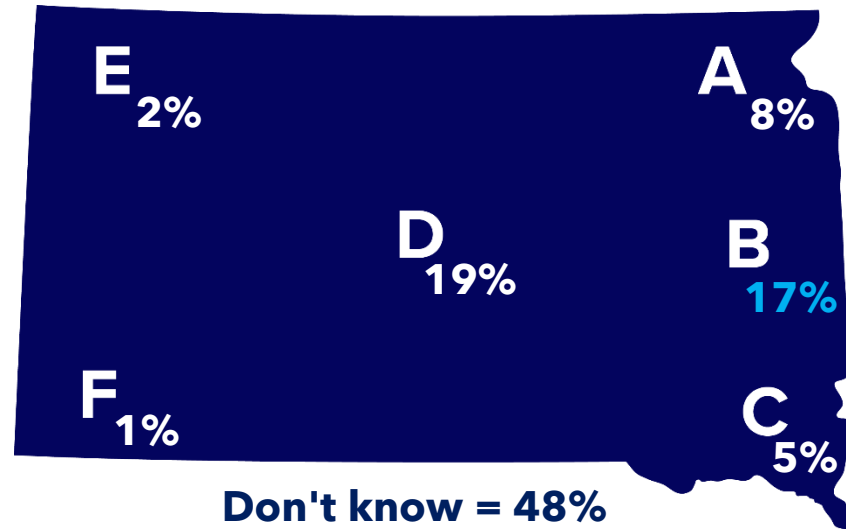
3.4

I'm aware of training programs available locally or online that would enable to upgrade my career or job prospects

3.2

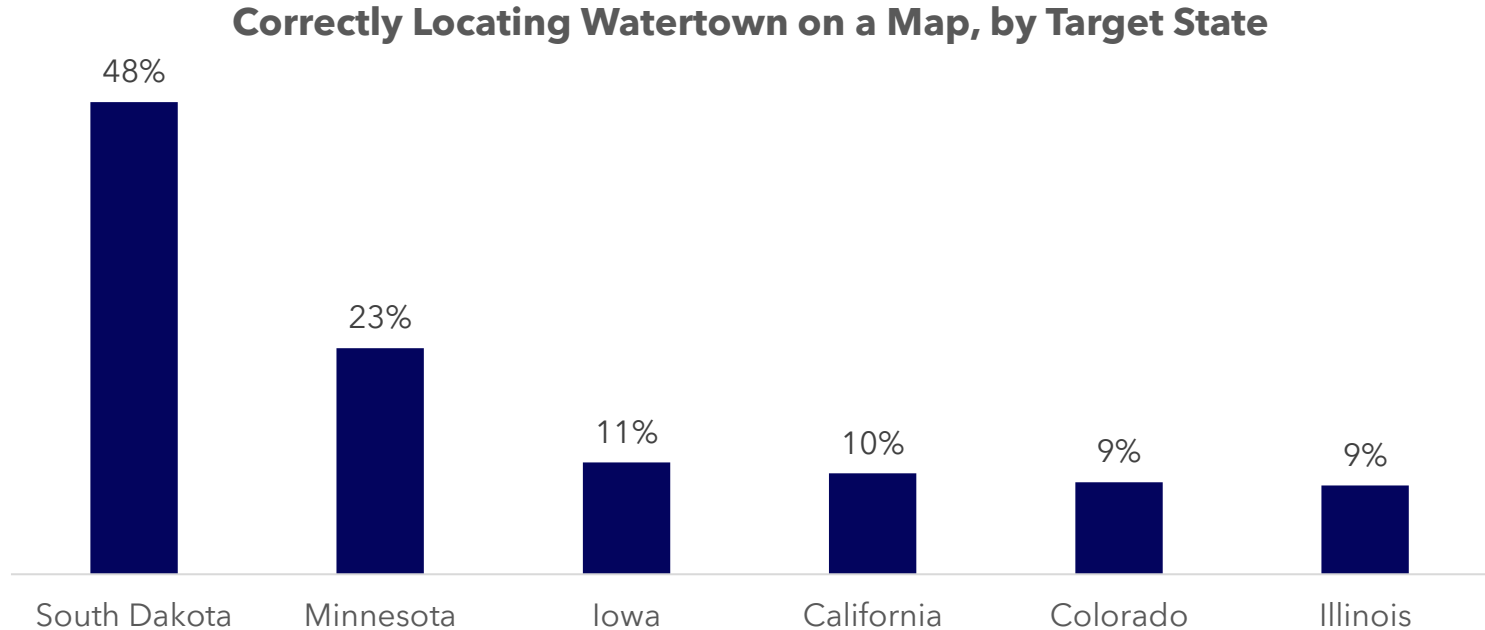
*Q. On a scale from 1 (don't agree at all) to 5 (strongly agree), how much do agree with each of the following statements?*

## Locating Watertown on a Map



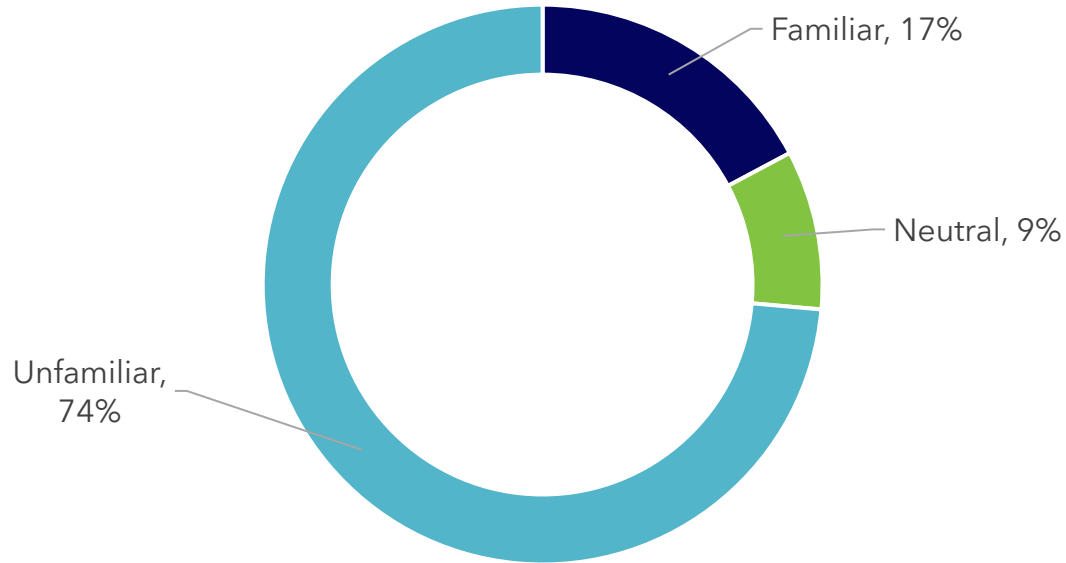
*Q. Referring to the map, which letter most accurately depicts the general location of Watertown, South Dakota?*

# Correctly Locating Watertown on a Map, by Target State



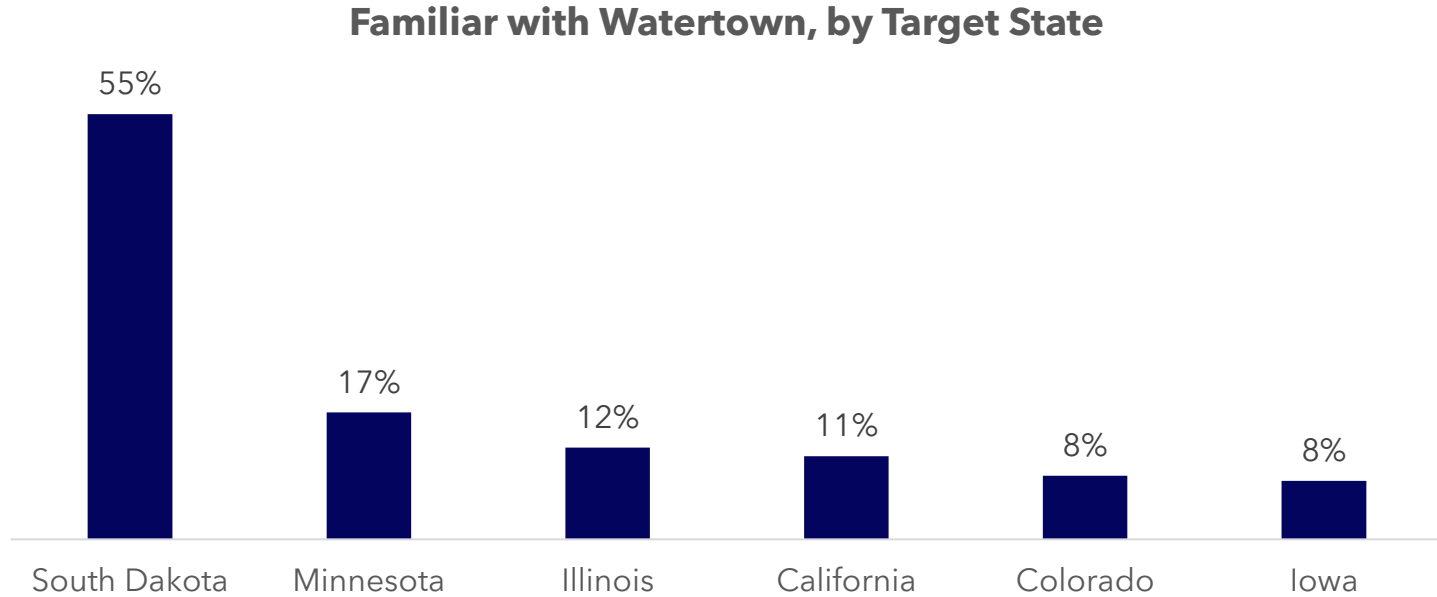
*Q. Referring to the map, which letter most accurately depicts the general location of Watertown, South Dakota?*

# Familiarity with Watertown



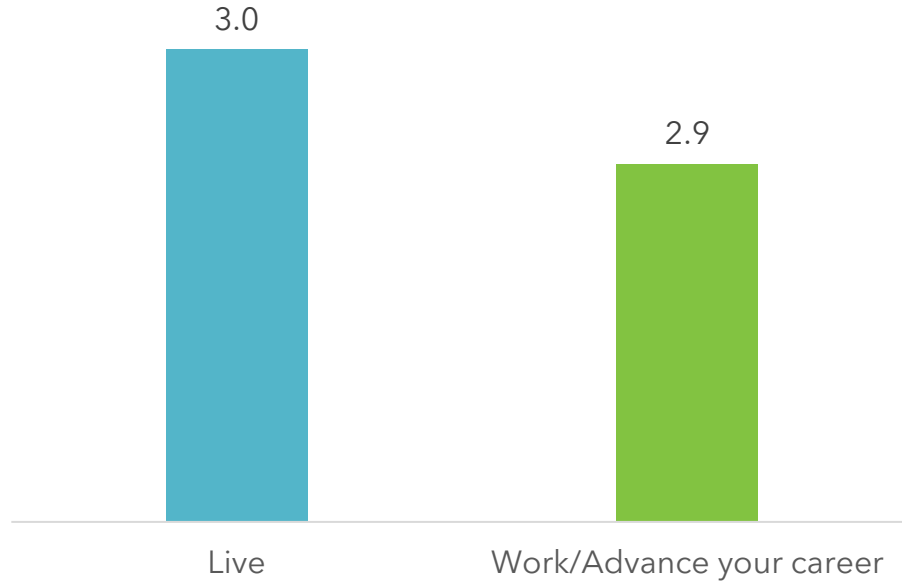
*Q. How familiar are you with Watertown, SD?*

# Familiar with Watertown, by Target State



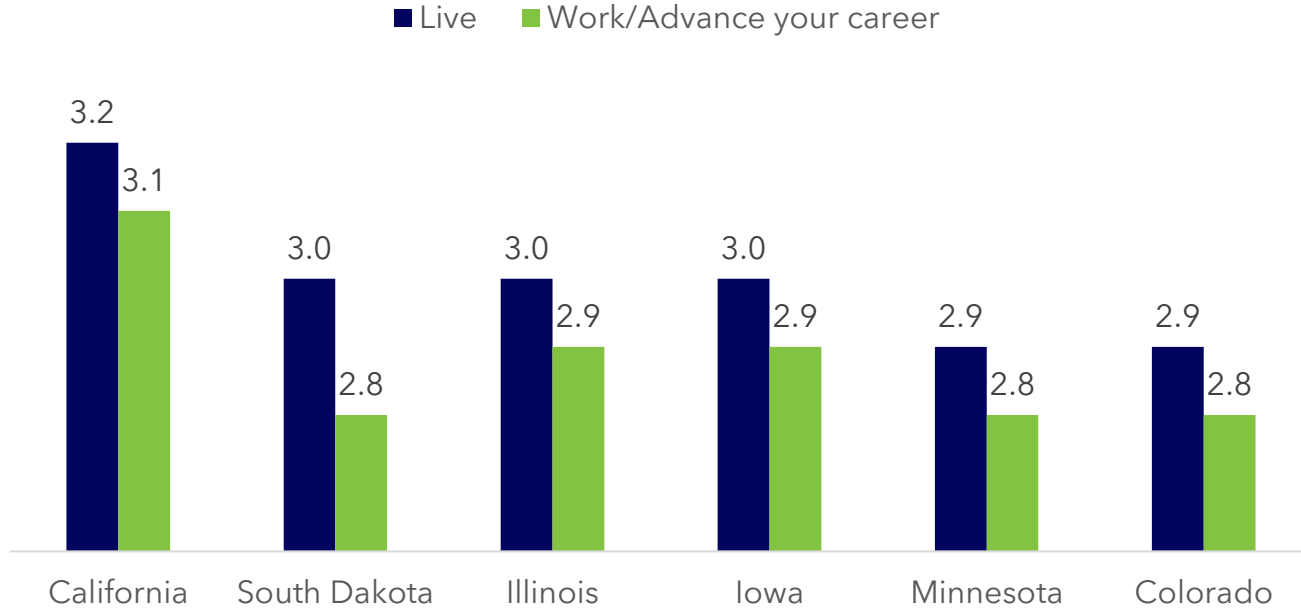
Q. How familiar are you with Watertown, SD?

## Rating Watertown as a Place to...



*Q. Based on your experience or general perceptions, on a scale from 1 (poor) to 5 (excellent), please rate Watertown, SD as a place to...*

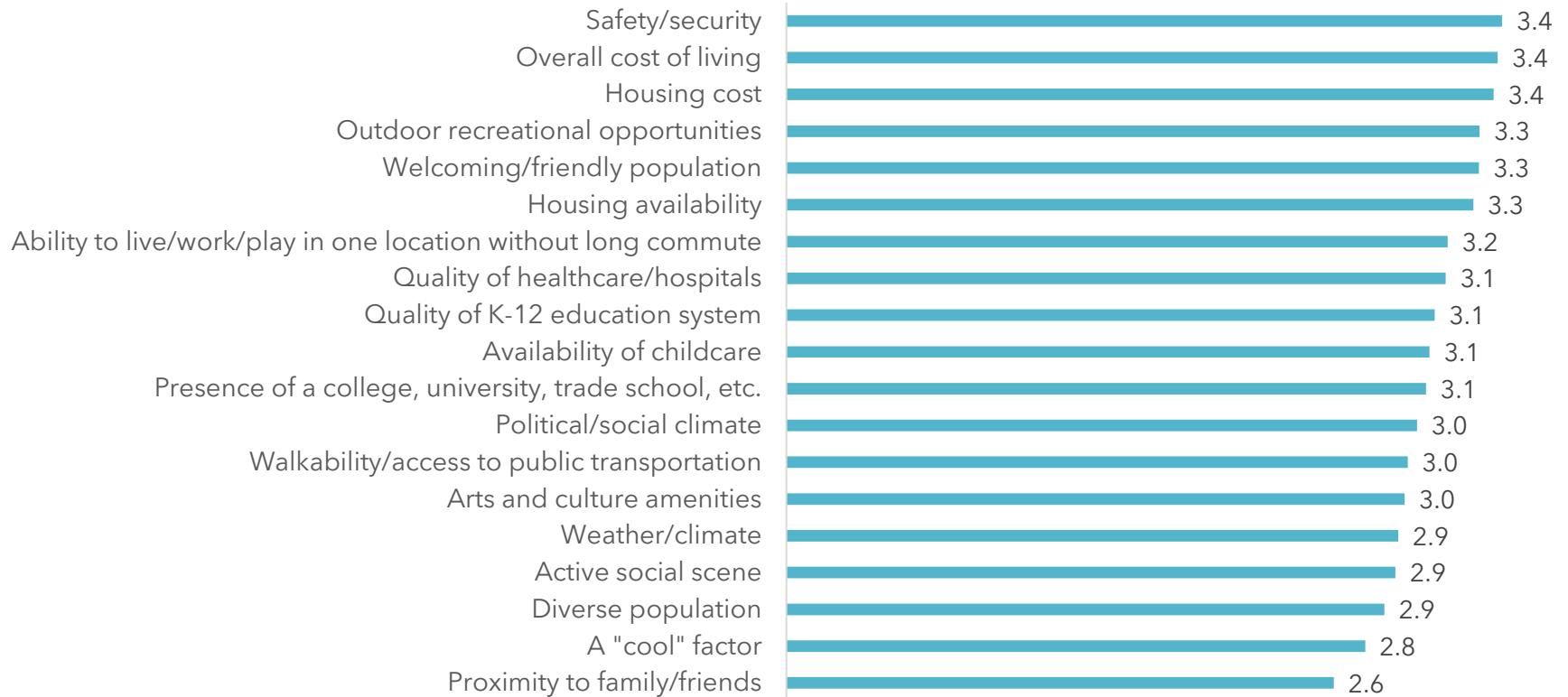
# Rating Watertown as a Place to...



Q. Based on your experience or general perceptions, on a scale from 1 (poor) to 5 (excellent), please rate Watertown, SD as a place to...

EXTERNAL TALENT PERCEPTION STUDY

# Rating Watertown on Select Lifestyle Factors

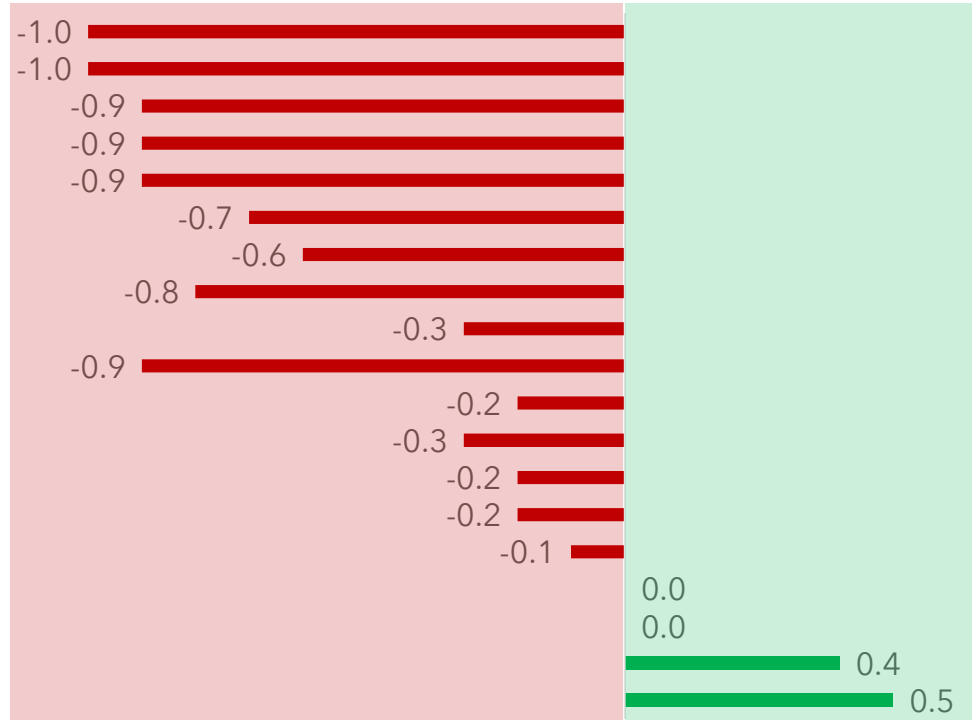


Q. Based on your experience or general perceptions, please rate Watertown, SD on the following quality of life factors: (1=poor, 5=excellent)

# Importance vs. Ratings of Watertown on Select Lifestyle Factors

FACTOR IMPORTANCE

- Housing cost
- Overall cost of living
- Safety/security
- Housing availability
- Quality of healthcare/hospitals
- Ability to live/work/play in one place without long commute
- Welcoming/friendly population
- Weather/climate
- Outdoor recreational opportunities
- Proximity to family/friends
- Quality of K-12 education system
- Active social scene
- Walkability/access to public transportation
- Diverse population
- Political/social climate
- Arts and culture amenities
- A "cool" factor
- Presence of a college, university, trade school, etc.
- Availability of childcare



**WATERTOWN RATINGS  
FALL BELOW  
FACTOR IMPORTANCE**

**WATERTOWN RATINGS  
EXCEED FACTOR  
IMPORTANCE**

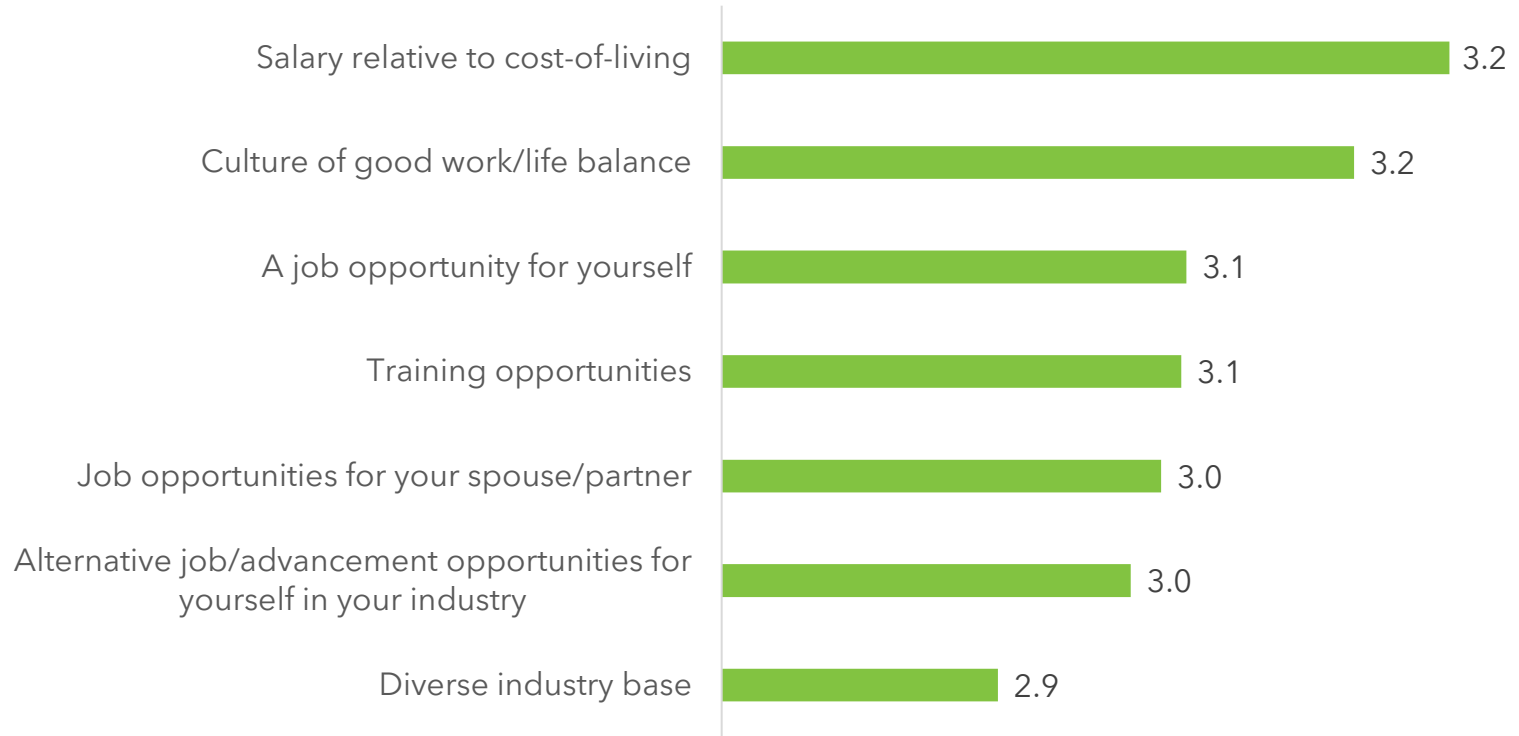
# Top Lifestyle Factors of Watertown, by Target State

Top Lifestyle Factors of Watertown, by Target State

	CALIFORNIA	COLORADO	ILLINOIS	IOWA	MINNESOTA	SOUTH DAKOTA
#1	Overall cost of living (3.6)	Housing cost (3.5)	Safety/security (3.5)	Overall cost of living (3.3)	Overall cost of living (3.4)	Safety/security (3.5)
	Housing cost (3.6)			Safety/security (3.3)		
#2	Housing availability (3.5)	Overall cost of living (3.4)	Overall cost of living (3.4)	Housing availability (3.2)	Housing cost (3.3)	Welcoming/friendly population (3.4)
	Safety/security (3.5)	Safety/security (3.4)	Housing cost (3.4) Outdoor recreational opportunities (3.4)	Welcoming/friendly population (3.2)	Safety/security (3.3) Outdoor recreational opportunities (3.3)	Ability to live/work/play in one location without a long commute (3.4)

Q. Based on your experience or general perceptions, please rate Watertown, SD on the following quality of life factors: (1=poor, 5=excellent)

## Rating Watertown on Select Career-Related Factors

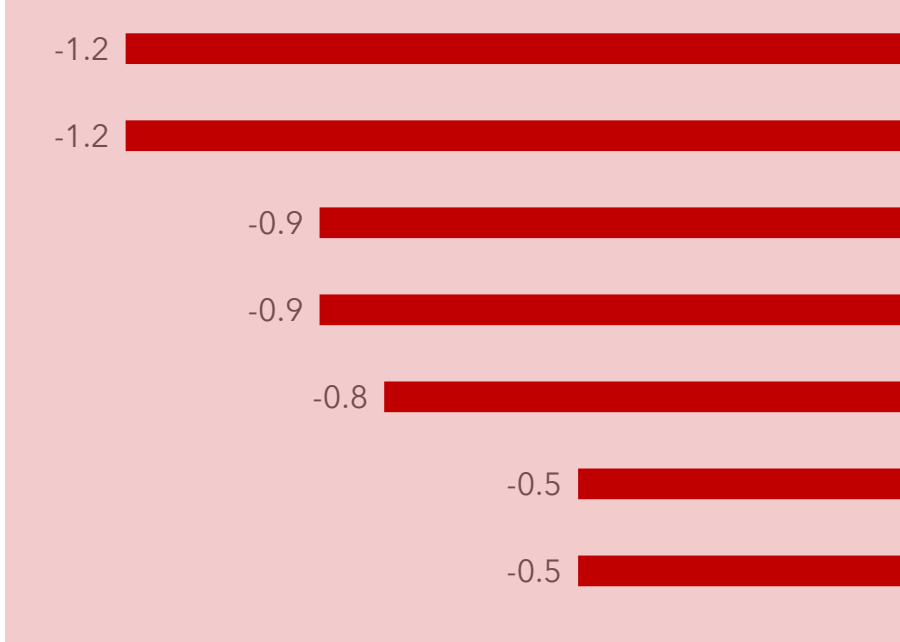


*Q. Based on your experience or general perceptions, please rate Watertown, SD on the following career/professional development-related factors. (1=poor, 5=excellent)*

# Importance vs. Ratings of Watertown on Select Career-Related Factors



- Salary relative to cost-of-living
- A job opportunity for yourself
- Culture of good work/life balance
- Alternative job/advancement opportunities for yourself in your industry
- Job opportunities for your spouse/partner
- Training opportunities
- Diverse industry base



**WATERTOWN RATINGS  
FALL BELOW  
FACTOR IMPORTANCE**

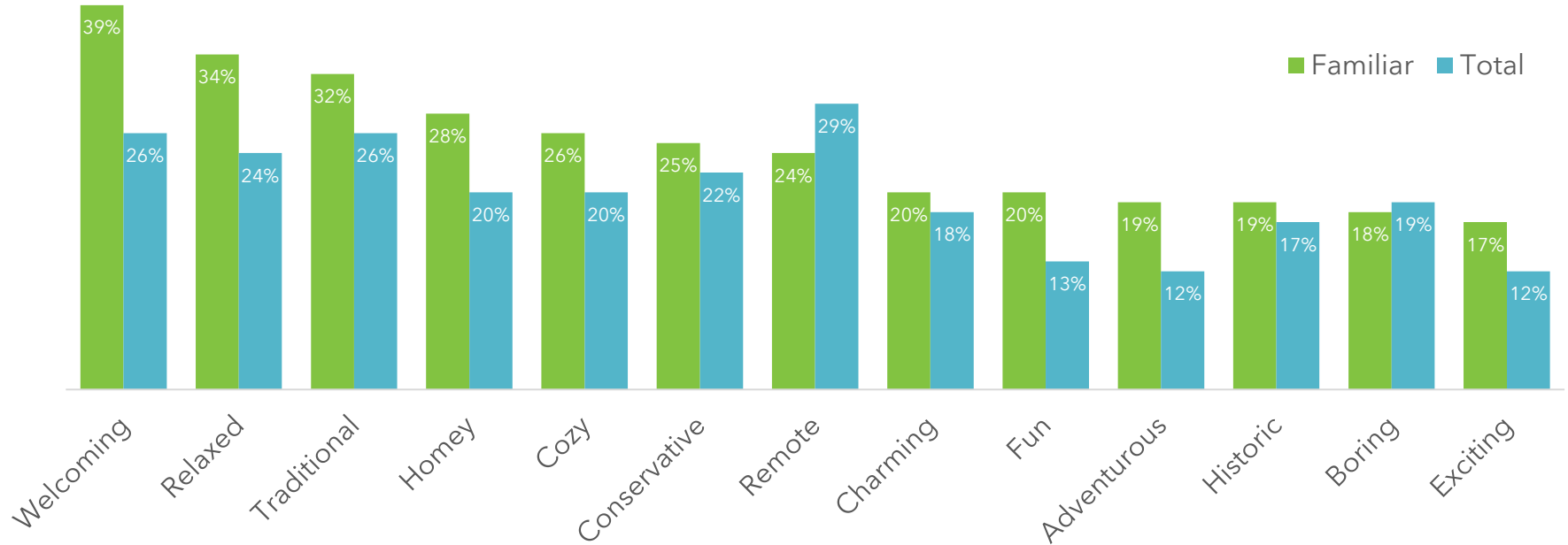
# Rating Watertown on Select Career-Related Factors, by Target State

Top Career-Related Factors of Watertown, by Target State

	CALIFORNIA	COLORADO	ILLINOIS	IOWA	MINNESOTA	SOUTH DAKOTA
#1	Salary relative to cost-of-living (3.4)	Salary relative to cost-of-living (3.2)	Salary relative to cost-of-living (3.3)	Salary relative to cost-of-living (3.2)	Salary relative to cost-of-living (3.2)	Salary relative to cost-of-living (3.1)
			Good work/life balance (3.3)			Good work/life balance (3.1)
#2	Good work/life balance (3.3)	Training opportunities (3.1)	Advancement opportunities in industry (3.1)	Good work/life balance (3.1)	Good work/life balance (3.1)	Job opportunities for spouse/partner (3.0)
			Training opportunities (3.1)	A job opportunity for self (3.1)		
		Good work/life balance (3.1)	Job opportunity for self (3.1)	Training opportunities (3.1)		
			Job opportunities for spouse/partner (3.1)			

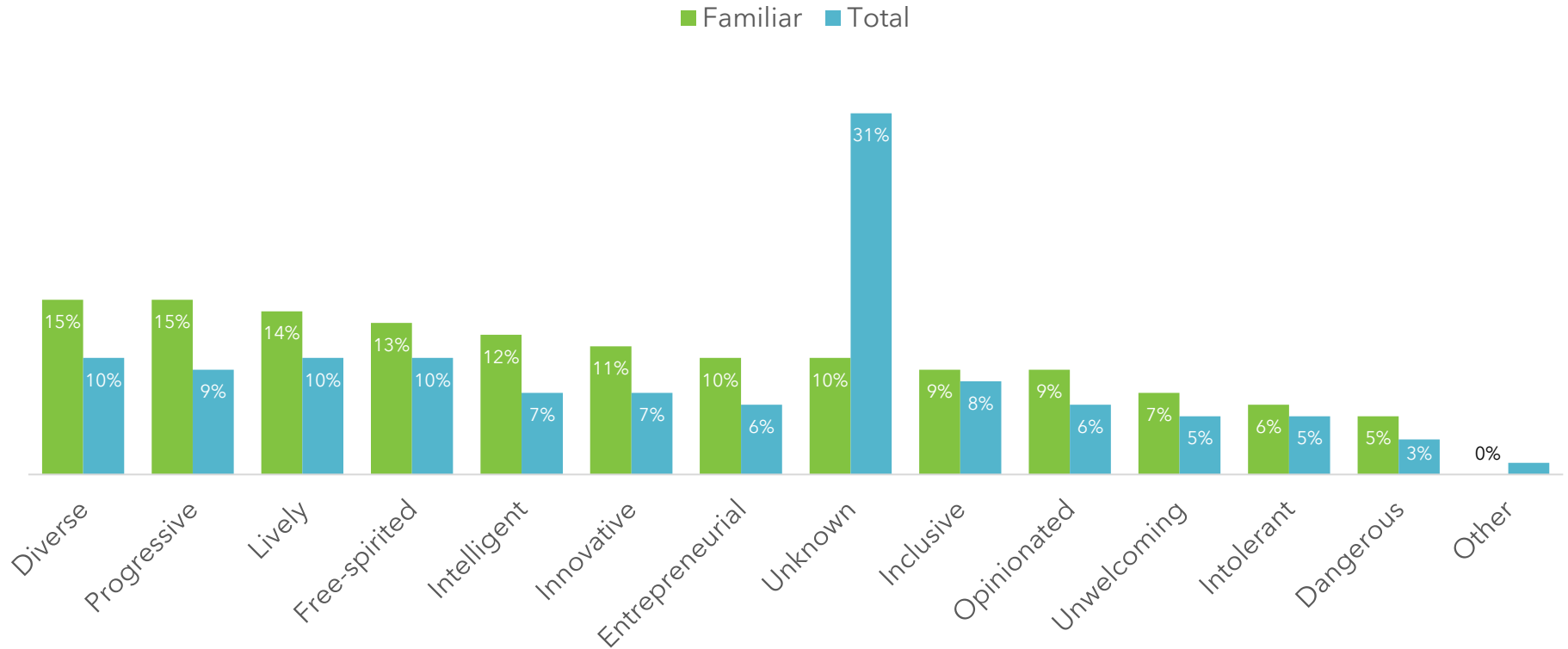
Q. Based on your experience or general perceptions, please rate Watertown, SD on the following career/professional development-related factors. (1=poor, 5=excellent)

# The Personality of Watertown (Top Associations), by Familiarity



Q. Which of the following words do you feel most captures the personality or "feel" of Watertown, SD? (choose all that apply)

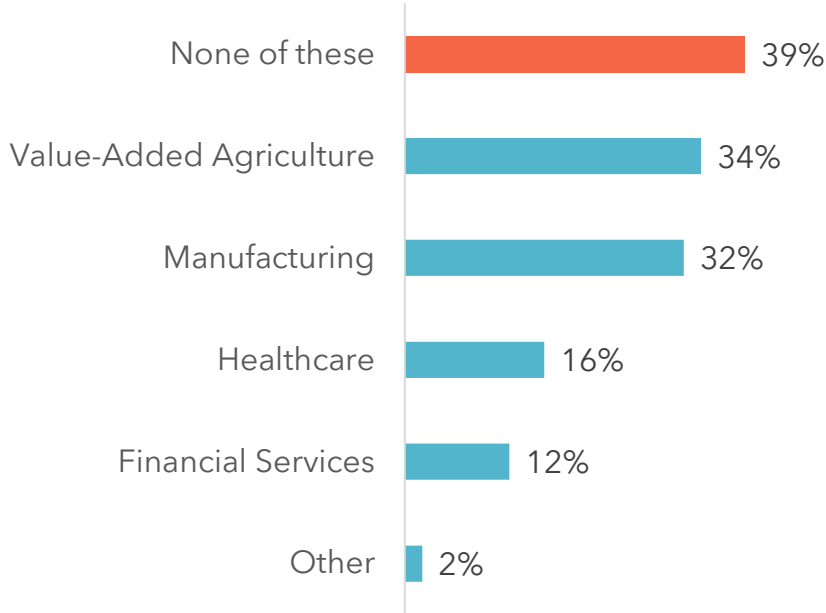
# The Personality of Watertown (Lower Associations), by Familiarity



Q. Which of the following words do you feel most captures the personality or "feel" of Watertown, SD? (choose all that apply)

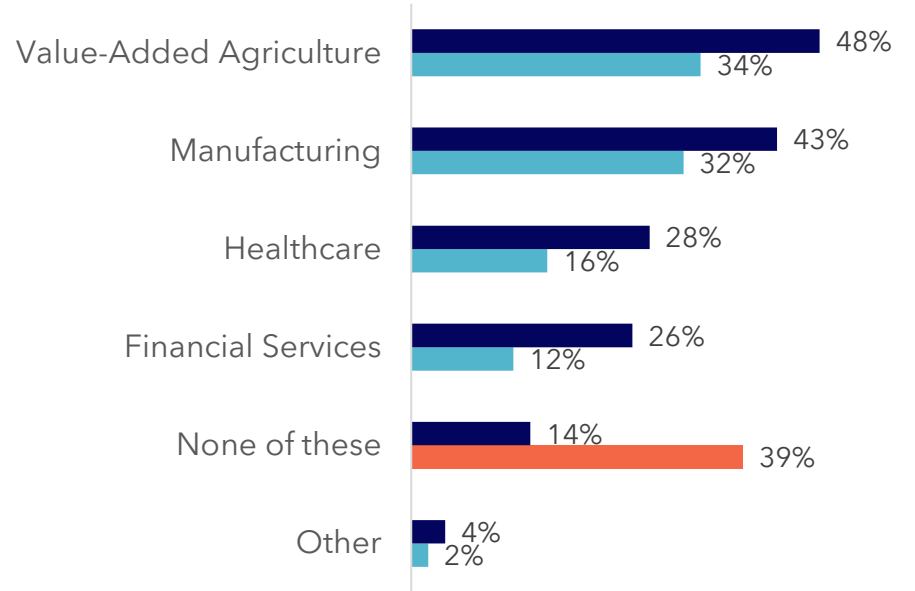
# Industries Associated with Watertown

## TOTAL



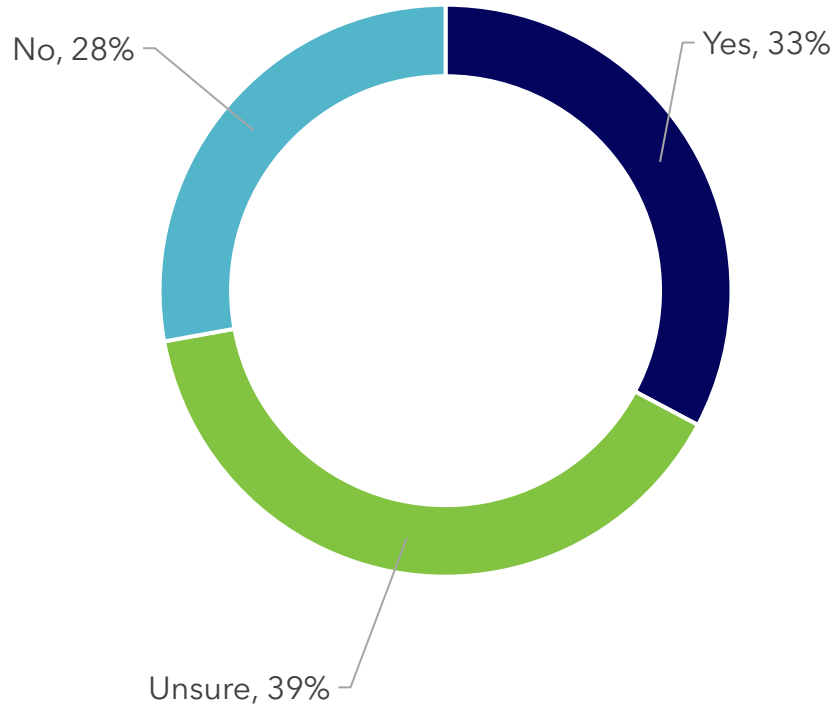
## BY FAMILIARITY

■ Familiar ■ Total



Q. Which of the following industries do you associate with Watertown, SD? (choose all that apply)

# Willingness to Relocate to Watertown

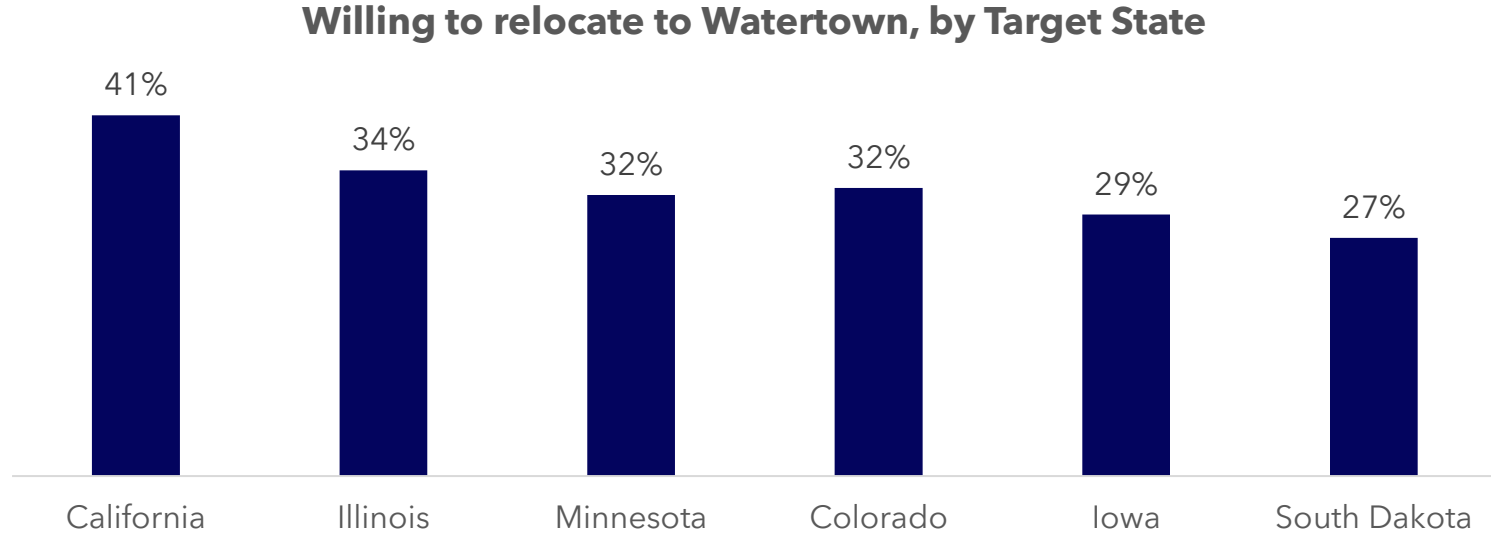


**↑52%**

*for those familiar with Watertown*

*Q. If a job opportunity that matched your skill and salary requirements was offered to you in Watertown, SD, would you relocate there?*

## Willing to Relocate to Watertown, by Target State



*Q. If a job opportunity that matched your skill and salary requirements was offered to you in Watertown, SD, would you relocate there?*

## EXTERNAL TALENT PERCEPTION STUDY

# Impact of Statements on Learning More about Watertown

■ More interested ■ No impact ■ Less interested

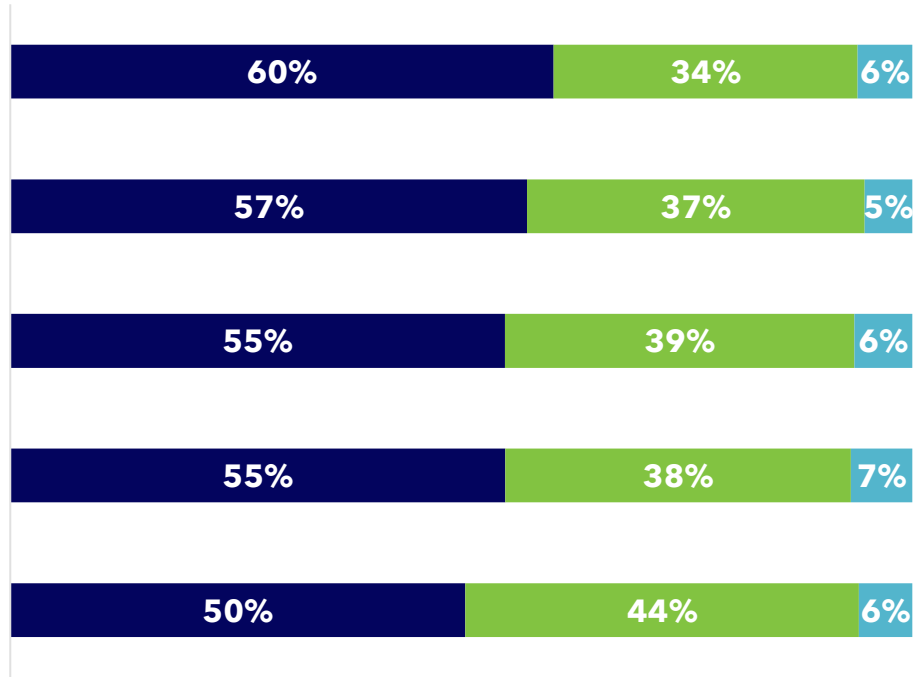
South Dakota has no personal income tax, no personal property tax and no inheritance tax. Most out-of-state professional licenses are accepted and valid here. Combine all that with Watertown's low cost of living and that means more of your hard-earned money stays in your pocket.

Watertown is a safe and friendly place to live, combining all the charm of small town living with the conveniences and amenities of a bigger city. Watertown offers apartment living, rental homes, first time homebuyer and luxury lakeside living.

Your career shouldn't be taxing, and in South Dakota, it won't be. Residents get to live high-quality lifestyles without having to pay income tax. That's one of the many reasons why we're one of the best states for overall well-being, happiness and quality of life.

Here in South Dakota, our economy is growing so quickly that our workforce can't fill all the amazing opportunities. With more than 20,000 job openings, high wages, and no personal income tax, South Dakota is the perfect place to get to work.

If you're looking for a community that works for you and your family, opportunities abound here in Watertown, South Dakota. Activities range from lakeside recreation, bike trails, a zoo and a thriving sports scene. Our school district is one of the best in the state and our hospital is the largest privately-owned facility in South Dakota. In Watertown, your family can have it all.



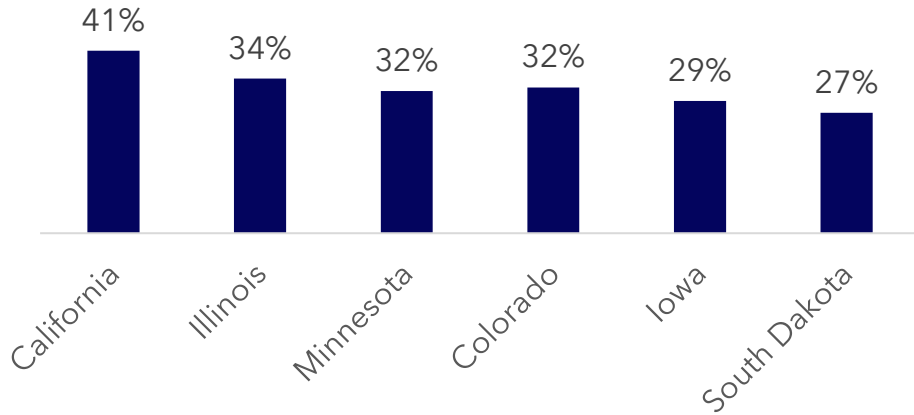
*Q. Do the following statements make you more interested, less interested or have no impact on your interest in learning more about Watertown, SD as a place to live and/or work?*



## EXTERNAL TALENT PERCEPTION STUDY

# Talent profile for those willing to **relocate to Watertown, SD.**

### Willing to relocate to Watertown, by Target State



# 62%

Are **currently considering a relocation** 100+ miles from their residence

# 28%

Are **familiar** with Watertown

# 76%

Are **currently employed** full/part time

# 66%

Live with a **spouse/partner** and/or **children**

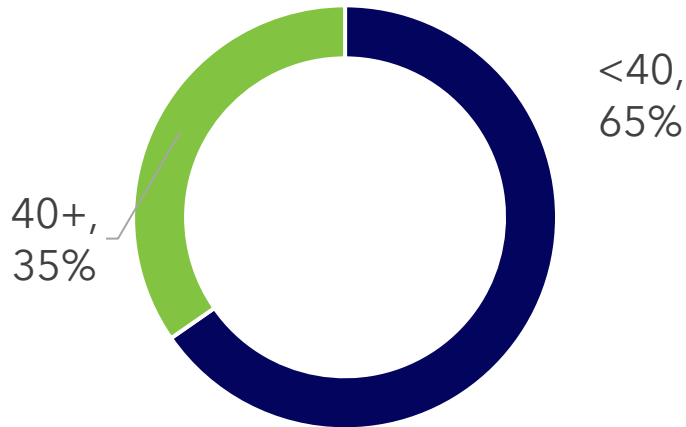
# 35%

Have a **Bachelor's degree** or higher



## EXTERNAL TALENT PERCEPTION STUDY

Profile of those **under 40** willing to consider relocating to Watertown.



# 61%

Are **currently considering a relocation** 100+ miles from their residence

# 28%

Are **familiar** with Watertown

# 77%

Are **currently employed** full/part time

# 61%

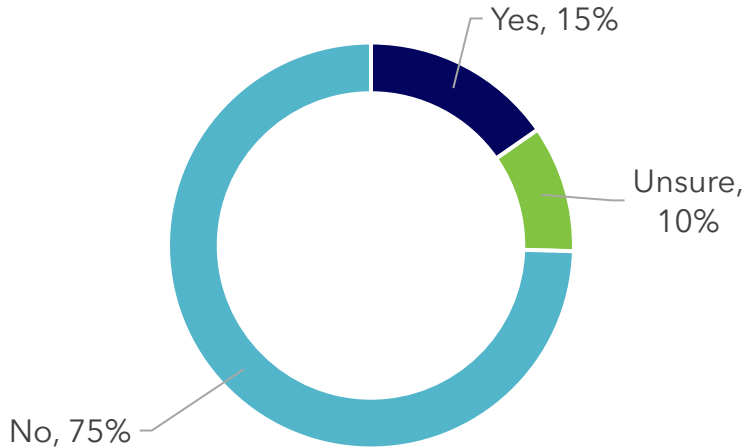
Live with a **spouse/partner** and/or **children**

# 36%

Have a **Bachelor's degree** or higher

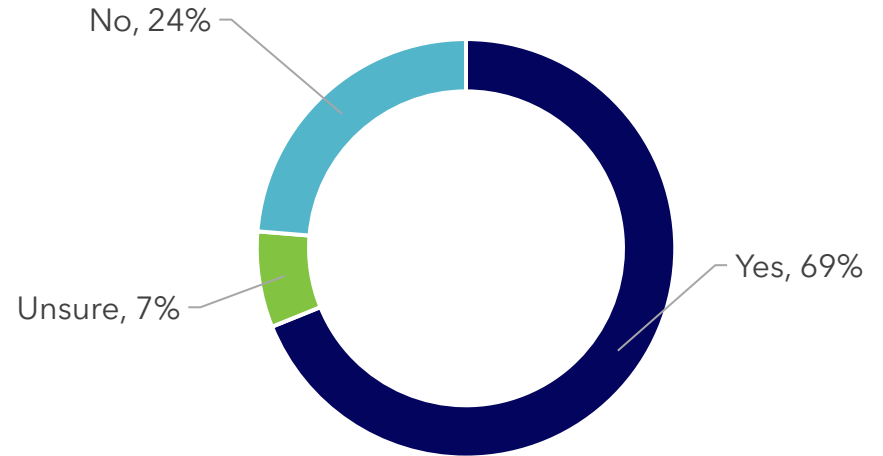
# South Dakota's "Freedom Works Here" Campaign

## Seen or heard about campaign



Q. Have you seen or heard about South Dakota's state campaign "Freedom Works Here"?

## Inspired by campaign to learn more



Q. Does the "Freedom Works Here" campaign inspire you to learn more about living and working in South Dakota?