Survey Report
The Perfect Place: Key Factors for College Students

Prepared by
Dr. Anna Haines
With
Students in Planning Analysis

Brock Baker
Jason Barrick
Adam Berklund
Travis Blasi
Ryan Boll
Jennifer Degenhardt
Jason Draheim
Jessica Gibeault
Zack Gruling
Eric Hyde
Jeffrey Hintz
Greg Kroeplien
Seth Lenaerts
Lane Loveland
Patrick McElroy
Derek Prust
Andrew Rooyakkers
Scott Seramur
Ryan Wagner
Sarah Whitman

University of Wisconsin – Stevens Point
May 2008

Table of Contents

Introduction

Economic development is a key issue for Wisconsin and many of its communities: Our young people are moving away, we are losing jobs to other states and public and private investment need to be strengthened. These issues and a number of related ones demand new solutions. Traditional economic development approaches such as building industrial parks, constructing speculative buildings and recruiting businesses through various incentive packages are not working. A new approach, one that understands and responds to today's market forces, is needed.

In the new economy, more and more of the workforce select where they would like to live and then find a job that enables them to live there. This is especially true for new college graduates and the soon-to-be-retiring baby boom generation – two highly critical market segments. Therefore, the new, most effective economic development strategy is to create communities that are desirable places for people to live. The focus then shifts from traditional economic development strategies to a more effective community development process.

Research shows that three out-of-four people under the age of 28 believe that it is more important to find the right place to live than the right job. And the over 80 million baby boomers that are just starting to retire will be able to move wherever they want. Research shows that people are looking for livable and walkable communities to live, where they can feel safe as they enjoy attractive neighborhoods, vibrant downtowns and popular gathering places. For Wisconsin to grow and prosper in this new era of choice, we must find ways to help communities understand these forces and to help them create communities, neighborhoods and places where people will choose to live.

Purpose

The economic development literature makes the case that young people are looking at location or place over career aspirations. With this hypothesis in mind, we wanted to see how students in a four year university in Central Wisconsin were thinking about their community choices as they prepare to leave. The survey aimed to ask of UW - Stevens Point juniors and senior what factors they will look for in a location upon graduation. Choosing what best fits one's lifestyle is what the survey intended to show along with how different elements can impact these decisions. Our initial question was: "What physical aspects of a community do young adults look for when they leave university?" This survey work was added to a project undertaken by the Center for Land Use Education, a cooperative extension unit, funded by UW-Extension's Program Innovation Fund.

Method

The NRES / GEOG 389/589 Spring of 2008 class sent out a 31 question electronic questionnaire via e-mail to 1,569 randomly selected juniors and seniors of the 4,525 at UW-Stevens Point. The survey instrument breaks down into six themes of community: aesthetic values/ climate/ geography, economic condition, entertainment/ recreation, housing, schools/ safety/

transportation, and size/ uniqueness. The survey included Likert Scale, checklist, rating scale, and multiple choice questions.

The students administered the pre-test survey to freshman in a communications course and chemistry course. After analyzing the pre-test data, the students reworked and refined many of the questions.

On April 14, 2008, the students sent a finished survey via email at random to 1,569 of the population of 4,525 juniors and seniors. The sample population was given one week to fill out the survey. The survey was voluntary.

To increase participation the students decided that an incentive was necessary to increase participation. Participants who took part in the survey could be registered in a drawing for a prize of $20. The response rate for the survey was about 24.2%, which is not quite low. Part of the reason for this is because the University gave us a time frame for when to distribute the survey; however, it turned out that many other surveys asking for student respondents were occurring during the same time. We received in total 380 respondents. We revised our confidence interval slightly because 22 respondents did not answer every question. We excluded them from our confidence interval calculation. Therefore, we needed to revise total respondents to 356. Our revised confidence interval was +/-4.99% with a confidence level of 95%.

The students used a number of analyses to study the survey data, including descriptive statistics, frequencies, and chi-square. The descriptive statistics included measures of central tendency, and measures of spread. The students used cross-tabulation and a chi-square analysis to compare proportion and test for differences between groups of students.

Results

This section of the report discusses the findings from various sections of the survey questionnaire. We report on findings of interest rather than reporting on every question. In Appendix A, we include that data.

Demographics

The students who responded to this survey came from all four colleges at the University of Wisconsin – Stevens Point campus. The demographics of the average respondent to the survey was a 21 year old full time, senior female, whom grew up in a town of 10,000-30,000 people and with the intention to graduate from the College of Letters and Science. Not surprisingly, the College of Letters and Science, which is the largest college on campus, had the highest number of respondents. Figure 1 shows the percentage of respondents from each college.

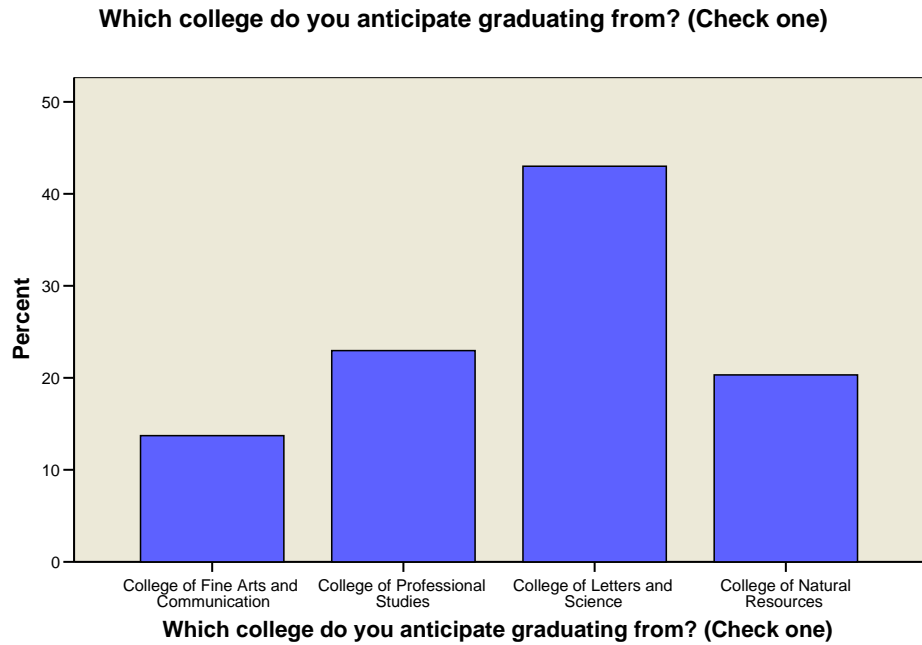**Which college do you anticipate graduating from? (Check one)**

Figure 1

Figure 2 shows the percentage of respondents by gender. Our responses from female students (65%) far outweighed our responses from male students (35%).

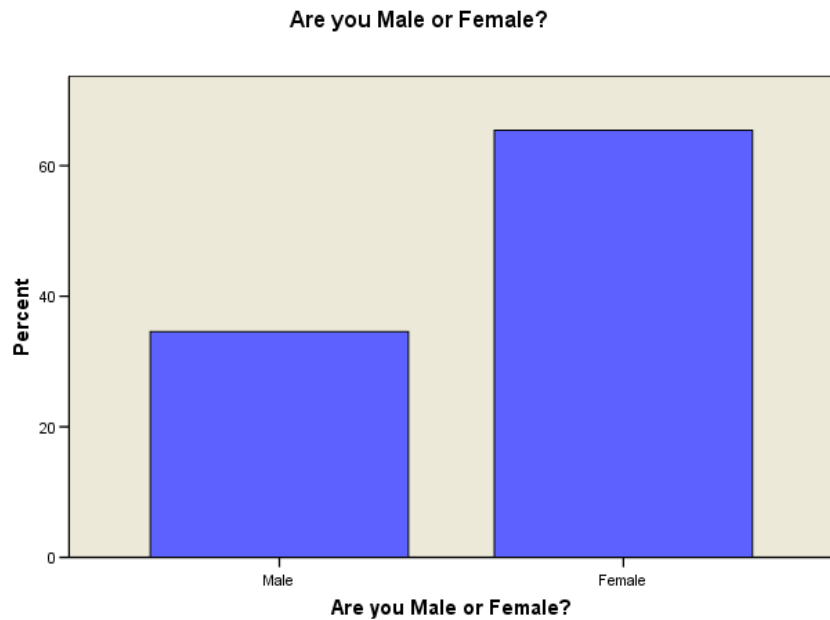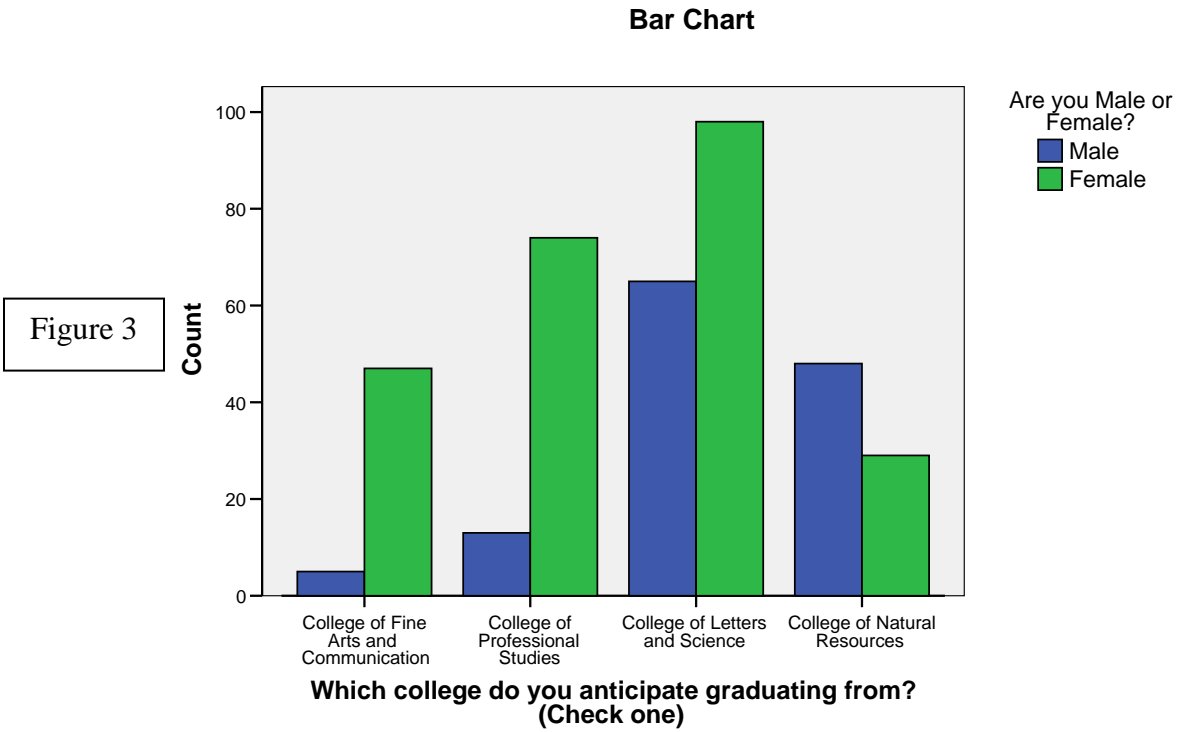**Are you Male or Female?**

Figure 2

Figure 3 shows the breakdown of male and female students among the various colleges. The only college that shows more male respondents than female respondents is the College of Natural Resources, which also reflects that college's gender breakdown.

Bar Chart

Figure 3

Chi-Square = 57.415; df = 3; p-value = .000

Figure 4 shows the breakdown between juniors and seniors, which reflects the sample of students.

I am a _____
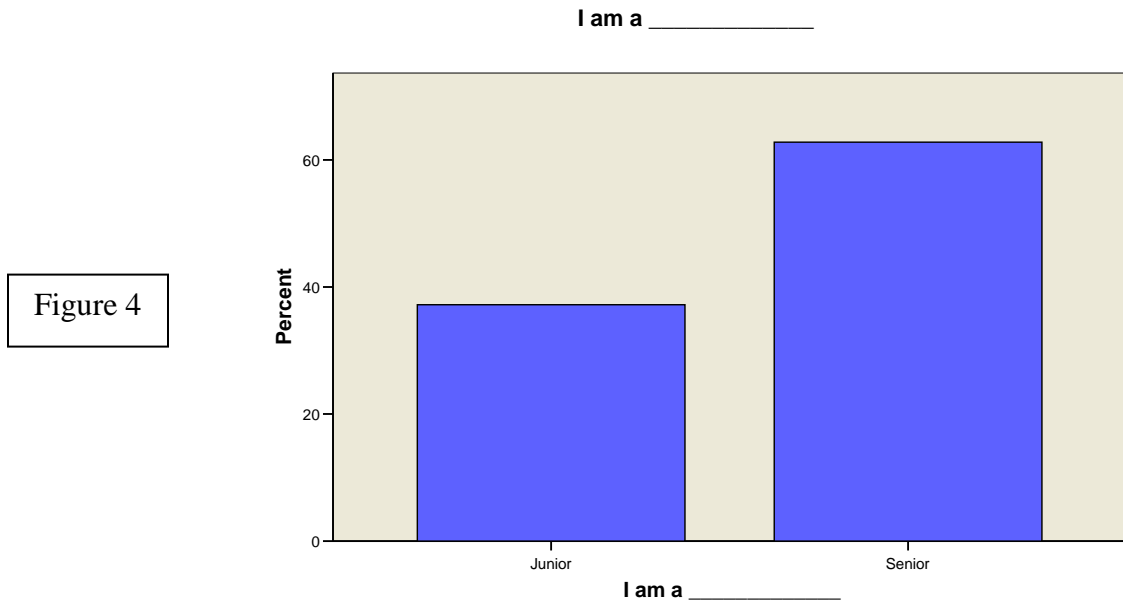
Figure 4

The final figure in this section, Figure 5, shows the breakdown of respondents from various colleges and the size of the city the respondent grew up in. The respondents reflect UWSP's student body in terms of the size of the city where they grew up. Students generally come from

smaller size communities. However, CNR student respondents tend to come from much smaller communities than students in other colleges.

Bar Chart
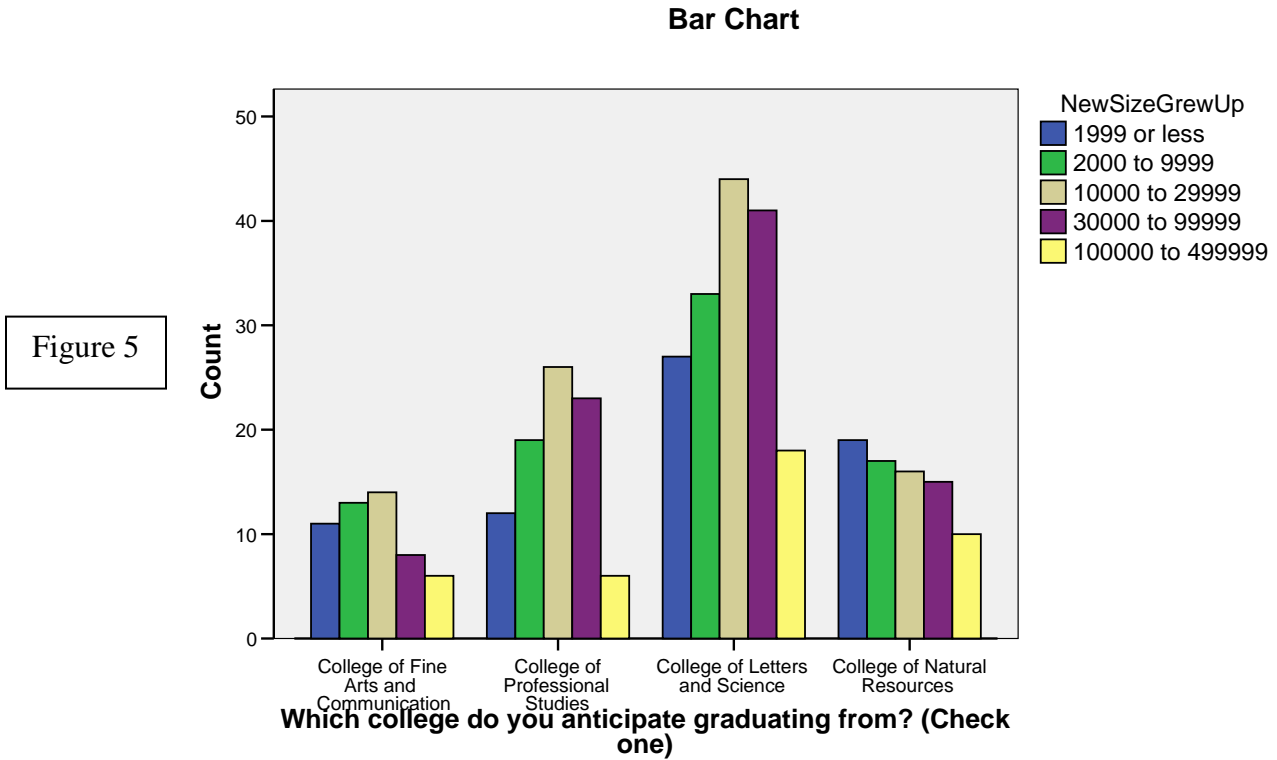
Figure 5

City Size Influence

City size influences where students want to locate after they graduate. Table 1 shows a cross tabulation of CNR students and all other colleges' students. 38.2% of CNR students want to live in communities smaller than ones they grew up in. Fully 72% of CNR students, when factoring in the "same size" response, want to live in communities of the same size or smaller than ones they grew up in. With consideration of Figure 5 above, CNR students are looking for very small communities. In contrast, 60% of students from other colleges want to live in communities significantly or slightly larger than the ones they grew up in. In conducting a chi-square analysis, the p-value is highly statistically significant between these two groups of students. Table 2 reveals a similar analysis where students selected the size of the community they would want to live. The analysis shows a highly statistically significant difference between these two groups of students. The sentiment to live in small sized communities is reflected in the CNR students with the question pertaining to a thirty minute travel time from a large city with 50% of them disagreeing or strongly disagreeing with the statement. The analysis also shows a highly statistically significant difference between these two groups of students.

			I want to live in a city that is _____ than the one I grew up in. (Select one to fill in the blank) (Significantly smaller)					Total
			significantly larger	slightly larger	same size	slightly smaller	significantly smaller	
Which College	All Other Colleges	% within Other Colleges	16.4%	43.4%	29.2%	7.8%	3.2%	100.0%
	CNR	% within CNR	3.9%	23.7%	34.2%	23.7%	14.5%	100.0%
Total		% within Which College	13.7%	39.2%	30.3%	11.2%	5.6%	100.0%

Chi-Square = 40.151; df = 4; p-value = .000

			NewIdealSize						Total
			1999 or less	2000-9999	10000-29999	30000-99999	100000-499999	500000 and over	
Which College	All Other Colleges	% within Other Colleges	2.5%	14.9%	29.5%	33.8%	15.3%	3.9%	100.0%
	CNR	% within CNR	22.4%	27.6%	30.3%	14.5%	3.9%	1.3%	100.0%
Total		% within Which College		17.6%	29.7%	29.7%	12.9%	3.4%	100.0%

Chi-Square = 55.342; df = 5; p-value = .000

			I would prefer to live within a 30 minute drive from a large city (Population greater than 100,000) after graduation.					Total
			strongly agree	agree	no difference	disagree	strongly disagree	
Which College	All Other Colleges	% within Other Colleges	32.7%	36.3%	18.5%	8.9%	3.6%	100.0%
	CNR	% within CNR	7.9%	18.4%	23.7%	32.9%	17.1%	100.0%
Total		% within Which College		32.5%	19.6%	14.0%	6.4%	100.0%

Chi-Square = 61.792; df = 4; p-value = .000

Another question that showed a significant difference between CNR students and the other colleges was the distance a student would be willing to relocate (see Table 4). Almost three-quarters of CNR students are willing to move more than 300 miles to relocate in contrast to 58% of the other colleges' students (still a high percentage). That particular mileage was included to indicate a willingness to move out of state.
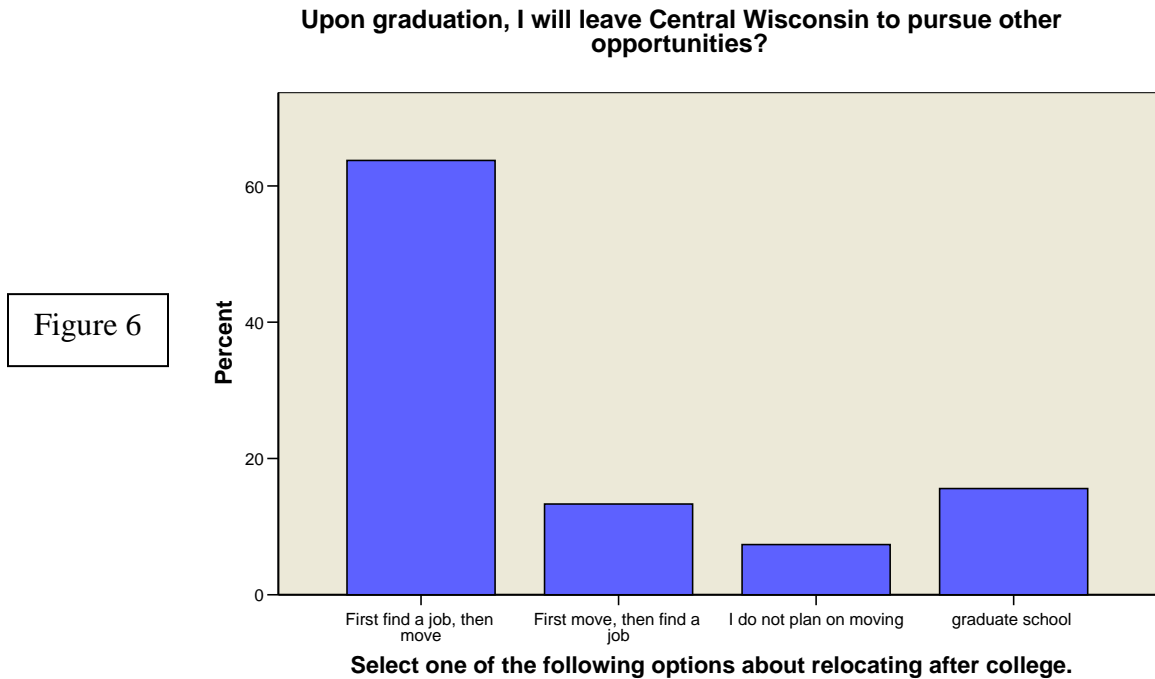
Table 4: Which College * How far would you be willing to relocate from your hometown to pursue a career?

			How far would you be willing to relocate from your hometown to pursue a career?				Total
			less than 30 miles	30 to 150 miles	150 to 300 miles	more than 300 miles	
Which College	All Other Colleges	% within Other Colleges	7.1%	19.2%	15.7%	58.0%	100.0%
	CNR	% within CNR	.0%	12.2%	13.5%	74.3%	100.0%
Total		% within Which College		17.7%	15.2%	61.4%	100.0%

Chi-Square = 9.626; df = 3; p-value = .022

Relocation after University – Job or Location?

One of the primary questions that we see in the literature is that the "Millennial" generation thinks differently about jobs and places to live. Thus, we asked a direct question about their plans upon leaving the university. Over 60% of the student respondents will first find a job, and then move as opposed to 12% who will move to a location and then find a job. Other possible responses involved not moving and going to graduate school (see Figure 6).

Upon graduation, I will leave Central Wisconsin to pursue other opportunities?

Figure 6

Select one of the following options about relocating after college.

However, 63% of the student respondents believe that location is very relevant or relevant as a factor in even accepting an offer for their dream job (see Figure 7). While students hold a strong desire to obtain a job, location may be a strong factor in their decision to take a particular job or not.

If you were offered your dream job, location would factor into your decision to accept the position.

Figure 7

If you were offered your dream job, location would factor into your decision to accept the position.

This analysis also shows that the 60% of the respondents choosing jobs first believe that location is very relevant and relevant to their decision to accept their dream job. For students choosing location first, 72% view location as very relevant or relevant in their decision to accept their dream job.

Table 5: Dream Job and Location

			If you were offered your dream job, location would factor into your decision to accept the position.					Total
			very relevant	relevant	neutral	irrelevant	very irrelevant	
Select one of the following after graduating from college:	Job First	% within Job	12.9%	46.7%	17.8%	15.6%	7.1%	100.0%
	Location First	% within Location	17.0%	55.3%	12.8%	12.8%	2.1%	100.0%
	Graduate School/ Not moving	% within Grad	21.0%	45.7%	18.5%	12.3%	2.5%	100.0%
Total		% within relocPlaceJob	15.3%	47.6%	17.3%	14.4%	5.4%	100.0%

Ninety-two percent of the students responding to jobs first, also responded that jobs in their field were important or very important when choosing a community (see Table 6). Students responding with location first, feel similarly to jobs first students with 89% responding that jobs in their field were important or very important when choosing a community.

Table 6: Importance of Jobs in Field

			How important is the amount of available jobs in your field when choosing a community to live in?					Total
			very important	important	neutral	unimportant	very unimportant	
Select one of the following after graduating from college:	Job First	% within Job	54.2%	37.8%	5.8%	2.2%	.0%	100.0%
	Location First	% within Location	40.4%	48.9%	10.6%	.0%	.0%	100.0%
	Graduate School/ Not moving	% within Grad	44.4%	42.0%	8.6%	2.5%	2.5%	100.0%
Total		% within relocPlaceJob	50.1%	40.2%	7.1%	2.0%	.6%	100.0%

To further analyze location versus job, we examined how students in different colleges respond to the question reflected in Figure 6. In general, no matter the college, a majority of students responded that they will first find a job and then move. The next two tables compares CNR students with others, and then Fine Arts and Communication (FAC) students with all others. Table 7 shows that 80% of CNR students will first find a job and then move. Only 7% of them state that they will first move, then find a job. Overall, the p-value is statistically significant between these two groups of students.

Table 7: Which College * Select one of the following options about relocating after college.

			Select one of the following options about relocating after college.				Total
			First find a job, then move	First move, then find a job	I do not plan on moving	graduate school	
Which College	All Other Colleges	% within Other Colleges	59.4%	15.1%	7.9%	17.6%	100.0%
	CNR	% within CNR	79.7%	6.8%	5.4%	8.1%	100.0%
Total		% within Which College		13.4%	7.4%	15.6%	100.0%

Chi-Square = 10.752; df = 3; p-value = .013

Table 8 shows that 27% of FAC students will first move, then find a job in comparison to 13% of all other students. Overall, the p-value is statistically significant between these two groups of students.

Table 8: Which College * Select one of the following options about relocating after college.

			Select one of the following options about relocating after college.				Total
			First find a job, then move	First move, then find a job	I do not plan on moving	graduate school	
Which College	FAC	% within FAC	45.8%	27.1%	12.5%	14.6%	100.0%
	All Other Colleges	% within Other Colleges	62.2%	12.6%	7.0%	18.3%	100.0%
Total		% within Which College		15.1%	7.9%	17.6%	100.0%

Chi-Square = 9.141; df = 3; p-value = .027

Location Characteristics

With an understanding that finding jobs is the motivation for most students, we turn to the importance of various locational aspects when they choose a community. Tables 9-14 focus on recreational opportunities and tables 15-20 focus on entertainment opportunities. Finally, tables 21 – 23 examine geographical features. The final sections look at schools and transportation.

Recreation

Despite the fact that an overwhelming number of respondents are focused on taking a job first, 54% of the respondents in colleges other than CNR, disagreed and strongly disagreed that they would be willing to live in a location that doesn't offer any of their ideal recreational activities. In comparison, 75% of the respondents from the CNR are not willing to live in a location that doesn't offer any of their ideal recreational activities (see Table 9). The difference between respondent groups is statistically significant at the 95% confidence level.

Table 9: CNR_OtherC * I am willing to live in a location that doesn't offer any of my ideal recreational activities.

			I am willing to live in a location that doesn't offer any of my ideal recreational activities.					Total
			strongly agree	agree	no difference	disagree	strongly disagree	
Which College	All Other Colleges	% within Other Colleges	1.4%	20.5%	23.4%	38.8%	15.8%	100.0%
	CNR	% within CNR	1.4%	6.8%	16.4%	57.5%	17.8%	100.0%
Total		% within Which College		17.7%	21.9%	42.7%	16.2%	100.0%

Chi-square: value – 12.238; df – 4; p-value - .016

For those students who responded that they would focus on a job first, 84% believe that recreational opportunities are very important or important when choosing a community (see Table 10). For those choosing location first, 83% respond that recreational opportunities are very important or important.

Table 10: Recreational opportunities

			How important are outdoor recreational (Skiing, fishing, hunting, bike riding, etc) opportunities to you when choosing a community to live in?					Total
			very important	important	neutral	unimportant	very unimportant	
Select one of the following after graduating from college:	Job First	% within Job	44.4%	40.0%	12.0%	2.7%	.9%	100.0%
	Location First	% within Location	31.9%	51.1%	12.8%	2.1%	2.1%	100.0%
	Graduate School/ Not moving	% within Grad	33.3%	49.4%	7.4%	7.4%	2.5%	100.0%
Total		% within relocPlaceJob	40.2%	43.6%	11.0%	3.7%	1.4%	100.0%

To better understand how recreational opportunities factor into college students' decisions about communities, the following table shows that 74% of student respondents who answered jobs first, view parks and open space as a critical type of public service they expect in a new community (see Table 11). For those that answered location first, 81% view parks and open space as a critical public service.

Table 11: Parks and Open Space

			Select the top three (3) public services that will have an impact in your decision to choose a community after college. (Parks and Open Spaces)		Total
			no	yes	
Select one of the following after graduating from college:	Job First	% within Job	26.2%	73.8%	100.0%
	Location First	% within Location	19.1%	80.9%	100.0%
	Graduate School/ Not moving	% within Grad	23.5%	76.5%	100.0%
Total		% within relocPlaceJob	24.6%	75.4%	100.0%

Ninety five percent of CNR students rate outdoor recreational opportunities very important (73%) and important (22%) when choosing a community to live in. 81% of other colleges' students rate outdoor recreation opportunities very important (32%) and important (49%). A chi-square test reveals that the difference between CNR students and all others is highly statistically significant for the importance of outdoor recreational opportunities.

Table 12: CNR_OtherC * How important are outdoor recreational (Skiing, fishing, hunting, bike riding, etc) opportunities to you when choosing a community to live in?

			How important are outdoor recreational (Skiing, fishing, hunting, bike riding, etc) opportunities to you when choosing a community to live in?					Total
			very important	important	neutral	unimportant	very unimportant	
Which College	All Other Colleges	% within Other Colleges	31.9%	49.1%	12.5%	4.7%	1.8%	100.0%
	CNR	% within CNR	73.0%	21.6%	5.4%	.0%	.0%	100.0%
Total		% within Which College		43.3%	11.0%	3.7%	1.4%	100.0%

Chi-Square: value – 42.012; df – 4; p-value - .000

The kinds of outdoor recreation that shows up as significant for CNR students are hunting and fishing (61%) and snowmobiling (13%). While 13% is a small percentage, it's a statistically significant difference between the two sets of college students.

Table 13: CNR_OtherC * The three types of recreation I am most interested in are: (Hunting and Fishing)

			The three types of recreation I am most interested in are: (Hunting and Fishing)		Total
			no	yes	
Which College	All Other Colleges	% within Other Colleges	76.2%	23.8%	100.0%
	CNR	% within CNR	39.0%	61.0%	100.0%
Total		% within Which College	68.6%	31.4%	100.0%

Chi-Square: value – 39.411; df – 1; p-value - .000

Table 14: CNR_OtherC * The three types of recreation I am most interested in are: (Snowmobiling)

			The three types of recreation I am most interested in are: (Snowmobiling)		Total
			no	yes	
Which College	All Other Colleges	% within Other Colleges	94.4%	5.6%	100.0%
	CNR	% within CNR	87.0%	13.0%	100.0%
Total		% within Which College		7.1%	100.0%

Chi-Square: value – 5.020; df – 1; p-value - .025

Entertainment

For those students who responded that they would focus on a job first, 65% believe that entertainment opportunities are very important or important when choosing a community. For those choosing location first, 62% responded that entertainment opportunities are very important or important.

Table 15: Entertainment Opportunities

			How important are entertainment (music, bars/clubs, bowling, movies, theatre) opportunities to you when choosing a community to live in?					Total
			very important	important	neutral	unimportant	very unimportant	
Select one of the following after graduating from college:	Job First	% within Job	11.1%	54.2%	18.2%	15.6%	.9%	100.0%
	Location First	% within Location	14.9%	46.8%	17.0%	17.0%	4.3%	100.0%
	Graduate School/ Not moving	% within Grad	6.2%	53.1%	28.4%	8.6%	3.7%	100.0%
Total		% within relocPlaceJob		53.0%	20.4%	14.2%	2.0%	100.0%

41% of other colleges' students view shopping as a type of entertainment they are interested in. Only 12% of CNR students list shopping as one of three types of entertainments they are interested in. We tested the hypothesis that there is no statistically significant difference between responses using a Chi-square test. We can reject the null hypothesis. The presence of shopping within a community matters when students are from one of the colleges other than CNR.

Table 19: CNR_OtherC * The three types of entertainment (passive participation) I am most interested in are (Shopping)

			The three types of entertainment (passive participation) I am most interested in are (Shopping)		Total
			no	yes	
Which College	All Other Colleges	% within Other Colleges	58.6%	41.4%	100.0%
	CNR	% within CNR	88.3%	11.7%	100.0%
Total		% within Which College		35.4%	100.0%

Chi-Square: value – 23.684; df – 1; p-value - .000

Geographical Features

The next three tables show the difference between CNR students and all the other students in how they ranked various geographical features of a desirable community. Rivers and lakes, and forests are critical features for CNR students with 86.5% and 65% desiring these features respectively. Students from other colleges respond with 82% and 55% desiring these features respectively. The largest contrast is with the beach or seaside as a desirable feature. For this question, 13.5% of CNR students ranked beaches highly in contrast to 38% of other colleges' students ranking beaches highly. The difference between respondent groups is statistically significant at the 95% confidence level for rivers and lakes. For forests and beaches, the confidence level is 99%.

Table 21: CNR_OtherC * Rank the geographical features of a desirable community (Rivers and lakes)

			Rank the geographical features of a desirable community (1 being most important) (Rivers and lakes)				Total
			1	2	3	4	
Which College	All Other Colleges	% within Other Colleges	52.0%	30.2%	13.5%	4.3%	100.0%
	CNR	% within CNR	35.1%	51.4%	10.8%	2.7%	100.0%
Total		% within Which College		34.6%	13.0%	3.9%	100.0%

Chi-Square: value – 11.647; df – 3; p-value - .009

Table 22: CNR_OtherC * Rank the geographical features of a desirable community (Forest)

			Rank the geographical features of a desirable community (1 being most important) (Forest)					Total
			1	2	3	4	5	
Which College	All Other Colleges	% within Other Colleges	18.9%	35.9%	20.3%	21.0%	3.9%	100.0%
	CNR	% within CNR	40.5%	24.3%	28.4%	6.8%	.0%	100.0%
Total		% within Which College		33.5%	22.0%	18.0%	3.1%	100.0%

Chi-Square: value – 25.365; df – 4; p-value - .000

Table 23: CNR_OtherC * Rank the geographical features of a desirable community (Beach/Seaside)

			Rank the geographical features of a desirable community (1 being most important) (Beach/Seaside)					Total
			1	2	3	4	5	
Which College	All Other Colleges	% within Other Colleges	19.9%	18.5%	20.3%	25.3%	16.0%	100.0%
	CNR	% within CNR	5.4%	8.1%	12.2%	40.5%	33.8%	100.0%
Total		% within Which College		16.3%	18.6%	28.5%	19.7%	100.0%

Chi-Square: value – 27.447; df – 4; p-value - .000

Schools

Tables 24 and 25 show the difference between students in CPS, where many students aim to become certified teachers, and all other colleges. Almost 90% of CPS students strongly agree and agree that schools are an important factor for a community in comparison to almost 70% of other students. While there is a significant difference between these groups, clearly local schools (K-12) are a factor these students will use as they compare communities.

Table 24: CPSallother * Quality and selection of schools are important for the community I plan to live in?

			Quality and selection of schools are important for the community I plan to live in?					Total
			strongly agree	agree	no difference	disagree	strongly disagree	
Which College	CPS	% within CPS	36.1%	51.8%	8.4%	2.4%	1.2%	100.0%
	All Other Colleges	% within Other Colleges	27.1%	41.6%	24.9%	5.2%	1.1%	100.0%
Total		% within Which College		44.0%	21.0%	4.5%	1.1%	100.0%

Chi-Square: value – 12.531; df – 4; p-value - .014

Table 25: CPSallother * Select the top three (3) public services that will have an impact in your decision to choose a community after college. (Schools (K - 12))

			Select the top three (3) public services that will have an impact in your decision to choose a community after college. (Schools (K - 12))		Total
			no	yes	
Which College	CPS	% within CPS	29.9%	70.1%	100.0%
	All Other Colleges	% within Other Colleges	46.9%	53.1%	100.0%
Total		% within Which College		57.0%	100.0%

Chi-Square: value – 7.934; df – 1; p-value - .005

Transportation

We specifically asked about public transportation as a factor for community choice with both walkable/bikable and sustainability issues in mind. However, for the most part this group of college students will not make public transportation options a critical factor in their community choice. Fine Arts students are more likely to prefer public transportation if efficient, but this may be because they are more likely to live in a large metropolitan area where public transportation is a viable option.

Table 26: FAC_OtherC * Assuming you move to a different community, how dependent on public transportation do you wish to be?

			Assuming you move to a different community, how dependent on public transportation do you wish to be?				Total
			completely	would prefer public transportation if efficient	may use public transportation	no intention of using public transportation	
Which College	FAC	% within FAC	.0%	50.0%	38.6%	11.4%	100.0%
	All Other Colleges	% within Other Colleges	6.6%	25.9%	49.1%	18.4%	100.0%
Total		% within Which College		30.1%	47.3%	17.2%	100.0%

Chi-Square: value – 11.802; df – 3; p-value - .008

Discussion and Conclusion

The purpose of this survey was to answer our main question of what physical aspects of a community do young adults look for as they get ready to leave the university. We also had six secondary topics which were aesthetic values (climate/geographical features), economic outlook, entertainment/recreation, housing, schools/safety and size.

Aesthetic values turned out to be a very important influence on juniors and seniors decisions when choosing a place to live. For example, 77.9% of students who filled out the survey showed

that rivers and lakes were very important to them when making a decision of where they would like to live. Climate also showed a significant influence on the decisions of juniors and seniors and there prime location of where they want to live.

The majority of juniors and seniors agree that taking into consideration the economic outlook of a city before accepting a job is important.

When juniors and seniors are choosing a place to live, the survey showed that recreational opportunities were very important when making their final decision. However, the types of recreation differ between individuals. For example hunting and fishing is not considered the top priorities for recreational opportunities. Biking, running, water sports and camping were ranked highly. This is an indication that when juniors and seniors move from the university recreation is going to play a major role in where they relocate.

Most juniors and seniors would prefer to live within a 30 minute drive from a large city after graduation. Students also state in the survey that they want to live within a larger city than the one that they previously grew up in. However, 90% of these students grew up in communities smaller than 100,000 people. Only 11% of the students grew up in cities larger than 100,000 and only 16% want to live in cities larger than 100,000. Interestingly, about 60% of these students want to live within a 30 minutes drive of city larger than 100,000. The implication is that they would want to take advantage of the amenities one would find in a larger community without living there.

The economic development and workforce implications for communities smaller than 100,000 people are several. First, this survey of a set of college students in Central Wisconsin reinforces the idea from the literature that location matters, and in particular, outdoor recreation and related amenities matter. This survey pointed to some of the factors that may be relevant, such as ample opportunity for walking and biking, and plenty of parks and open space. Second, this survey implies that recruitment and retention of a young workforce may involve focusing on people with particular skills and talents. Small communities cannot afford to focus all their efforts on recruitment of firms; they must pay attention to community amenities. Third, this survey implies that communities need to know the wants and desires of its residents and have the ability to respond to at least some of them.

Appendix A

1. Which college do you anticipate graduating from? (Check one)

		Response Total	Response Percent
College of Fine Arts and Communication⭐		52	14%
College of Professional Studies		87	23%
College of Letters and Science		163	43%
College of Natural Resources		77	20%
	Total Respondents	379	
	Average	2.7	
	Weighted Average	2.7	
	(skipped this question)	1	

2. Are you Male or Female?

		Response Total	Response Percent
Male		131	35%
Female⭐		248	65%
	Total Respondents	379	
	Average	1.65	
	Weighted Average	1.65	
	(skipped this question)	1	

3. I am a _____

		Response Total	Response Percent
Junior⭐		141	37%
Senior		238	63%
	Total Respondents	379	
	Average	1.63	
	Weighted Average	1.63	
	(skipped this question)	1	

4. How old are you?

		Response Average
	⭐View responses to this question [view]	**23.28**
	Total Respondents	**378**
	(skipped this question)	2

5. How many credits are you taking?

		Response Total	Response Percent
11 credits or less		**21**	**6%**
12 credits or more⭐		**358**	**95%**
	Total Respondents	**378**	
	Average	**1.95**	
	Weighted Average	**1.94**	
	(skipped this question)	2	

6. What was the size of the community you grew up in?

		Response Total	Response Percent
1,999 or less		**69**	**18%**
2,000 to 9,999		**82**	**22%**
10,000 to 29,999		**100**	**26%**
30,000 to 99,999		**87**	**23%**
100,000 to 499,999⭐		**24**	**6%**
500,000 to 999,999		**6**	**2%**
1,000,000 or more		**10**	**3%**
	Total Respondents	**378**	
	Average	**2.93**	
	Weighted Average	**2.92**	
	(skipped this question)	2	

7. What is your ideal community size in terms of population? (Check one)

	Response Total	Response Percent
1,999 or less	24	7%
2,000 - 9,999	63	18%
10,000 - 29,999	106	30%
30,000 - 99,999	107	30%
100,000 - 499,999⭐	46	13%
500,000 - 999,999	7	2%
1,000,000 or more	5	1%
Total Respondents	358	
Average	3.36	
Weighted Average	3.36	
(skipped this question)	22	

8. I want to live in a city that is _____ than the one I grew up in. (Select one to fill in the blank)

	Response Total	Response Percent
Significantly larger	51	14%
Slightly larger⭐	143	40%
Same size	112	31%
Slightly smaller	40	11%
Significantly smaller	19	5%
Total Respondents	358	
Average	2.59	
Weighted Average	2.54	
(skipped this question)	22	

9. I would prefer to live within a 30 minute drive from a large city (Population greater than 100,000) after graduation.

	Response Total	Response Percent
Strongly Agree⭐	98	27%
Agree	116	32%
No Difference	70	20%
Disagree	51	14%
Strongly Disagree	23	6%
Total Respondents	358	
Average	2.4	

	Weighted Average	2.4
	(skipped this question)	22

10. Would you be more likely to move to a town or city if it had a university?

		Response Total	Response Percent
More likely		**96**	**27%**
Neutral⭐		**226**	**63%**
Less likely		**36**	**10%**
	Total Respondents	**358**	
	Average	**1.83**	
	Weighted Average	**1.83**	
	(skipped this question)	22	

11. Rank the attributes when choosing a community to live in. (1-12 with 1 as the most important and 12 the least important)

		Ranking Average
Aesthetic value		**7.06**
Climate		**6.28**
Jobs		**3.01**
Entertainment		**7.38**
Recreation		**5.95**
Shopping		**9.24**
Housing Affordability		**4.69**
Schools (K-12)		**6.54**
Safety		**4.2**
Transportation aside from cars		**8.84**
Size of the place		**6.48**
Uniqueness		**8.33**
	Total Respondents	**358**
	(skipped this question)	22

12. How far would you be willing to relocate from your hometown to pursue a career?

	Response Total	Response Percent
Less than 30 miles	20	6%
30 to 150 miles ⭐	63	18%
150 to 300 miles	54	15%
More than 300 miles	219	62%
Total Respondents	**356**	
Average	**3.33**	
Weighted Average	**3.33**	
(skipped this question)	24	

13. How much does climate influence where you want to live?

	Response Total	Response Percent
Very Significant	41	12%
Significant	143	40%
Neutral ⭐	116	33%
Insignificant	46	13%
Very Insignificant	10	3%
Total Respondents	**356**	
Average	**2.55**	
Weighted Average	**2.55**	
(skipped this question)	24	

14. Rank the geographical features of a desirable community (1 being most important)

	Ranking Average
Rivers and lakes	1.72
Forest	2.44
Beach/Seaside	3.18
Mountain	3.29
Plains	4.36
Total Respondents	**356**
(skipped this question)	24

15. How important are outdoor recreational (Skiing, fishing, hunting, bike riding, etc) opportunities to you when choosing a community to live in?

		Response Total	Response Percent
Very Important		143	40%
Important ⭐		154	44%
Neutral		39	11%
Unimportant		13	4%
Very Unimportant		5	1%
	Total Respondents	354	
	Average	1.82	
	Weighted Average	1.82	
	(skipped this question)	26	

16. How important are entertainment (music, bars/clubs, bowling, movies, theatre) opportunities to you when choosing a community to live in?

		Response Total	Response Percent
Very Important		37	10%
Important ⭐		188	53%
Neutral		72	20%
Unimportant		50	14%
Very Unimportant		7	2%
	Total Respondents	354	
	Average	2.44	
	Weighted Average	2.44	
	(skipped this question)	26	

17. The three types of recreation I am most interested in are:

		Response Total	Response Percent
Hunting and Fishing		119	34%
Hiking and Walking ⭐		220	62%
Sports (participating)		103	29%
Skiing and Snowboarding		61	17%
Golf		37	10%
Swimming ⭐		113	32%
Snowmobiling		27	8%
Biking ⭐		167	47%
Canoeing and Kayaking		115	32%

Other, please specify view		44	12%
	Total Respondents	354	
	Average	12.81	
	Weighted Average	4.51	
	(skipped this question)	26	

18. The three types of entertainment (passive participation) I am most interested in are

		Response Total	Response Percent
Cinemas		156	44%
Sports (watching)		132	37%
Museums		100	28%
Live Music		166	47%
Bars/Clubs ⭐		144	41%
Shopping ⭐		135	38%
Theater (Stage)		69	19%
Festivals ⭐		121	34%
Other, please specify view		8	2%
	Total Respondents	354	
	Average	12.33	
	Weighted Average	4.23	
	(skipped this question)	26	

19. I am willing to live in a location that doesn't offer any of my ideal recreational activities.

		Response Total	Response Percent
Strongly Agree		8	2%
Agree ⭐		65	18%
Neutral		84	24%
Disagree		152	43%
Strongly Disagree		57	16%
	Total Respondents	354	
	Average	3.62	
	Weighted Average	3.51	
	(skipped this question)	26	

20. What salary do you expect to make straight out of college?

		Response Total	Response Percent
less than $25,000		0	0%
$25,001 to $35,000⭐		0	0%
$35,001 to $45,000		0	0%
$45,000 to $55,000		0	0%
more than $55,000		0	0%
	Total Respondents	**0**	
	(skipped this question)	1	

21. What salary would you require to take a job in a location that doesn't offer any of your ideal recreational activities?

		Response Total	Response Percent
$25,000-$35,000		0	0%
$35,000-$45,000		0	0%
$45,000-$55,000		0	0%
$55,000-$65,000⭐		0	0%
more than $65,000		0	0%
No amount of money		0	0%
	Total Respondents	**0**	
	(skipped this question)	1	

22. The type of housing I would like to live in after graduating college would be:

		Response Total	Response Percent
Apartment		107	30%
Duplex		27	8%
House⭐		210	59%
Other, please specify view		9	3%
	Total Respondents	**353**	
	Average	**2.24**	
	Weighted Average	**2.24**	
	(skipped this question)	27	

23. A diverse range of affordable housing options in a community is important to me.

		Response Total	Response Percent
Strongly Agree		96	27%
Agree⭐		208	59%
Neutral		39	11%
Disagree		8	2%
Strongly Disagree		2	1%
	Total Respondents	353	
	Average	1.9	
	Weighted Average	1.9	
	(skipped this question)	27	

24. Quality and selection of schools are important for the community I plan to live in?

		Response Total	Response Percent
Strongly Agree		101	29%
Agree⭐		153	43%
Neutral		77	22%
Disagree		18	5%
Strongly Disagree		4	1%
	Total Respondents	353	
	Average	2.07	
	Weighted Average	2.07	
	(skipped this question)	27	

25. Select the top three (3) public services that will have an impact in your decision to choose a community after college.

		Response Total	Response Percent
Schools (K - 12)⭐		204	58%
Higher Education (Tech and College Schools)		72	20%
Public Transportation		77	22%
Parks and Open Spaces⭐		285	81%
Libraries		110	31%
Public Utilities⭐		111	31%
Public Health		188	53%

Other, please specify [view]		12	3%
	Total Respondents	353	
	Average	12.04	
	Weighted Average	4.01	
	(skipped this question)	27	

26. Assuming you move to a different community, how dependent on public transportation do you wish to be?

		Response Total	Response Percent
Completely		14	4%
Would prefer public transportation if efficient		108	31%
May use public transportation		169	48%
No intention of using public transportation⭐		62	18%
	Total Respondents	353	
	Average	2.79	
	Weighted Average	2.79	
	(skipped this question)	27	

27. How important is the amount of available jobs in your field when choosing a community to live in?

		Response Total	Response Percent
Very Important		197	56%
Important⭐		134	38%
Neutral		19	5%
Unimportant		1	0%
Very Unimportant		2	1%
	Total Respondents	353	
	Average	1.52	
	Weighted Average	1.52	
	(skipped this question)	27	

28. Select one of the following options about relocating after college.

		Response Total	Response Percent
I will first find a job and then move. ⭐		**221**	**63%**
I will move to an area I want to live in and then find a job.		**51**	**14%**
I do not plan on moving.		**22**	**6%**
I am going to graduate school.		**59**	**17%**
	Total Respondents	**353**	
	Average	**1.77**	
	Weighted Average	**1.77**	
	(skipped this question)	27	

29. Upon graduation, I will leave Central Wisconsin to pursue other opportunities?

		Response Total	Response Percent
Strongly Agree		**120**	**34%**
Agree		**94**	**27%**
Neutral ⭐		**96**	**27%**
Disagree		**24**	**7%**
Strongly Disagree		**19**	**5%**
	Total Respondents	**353**	
	Average	**2.23**	
	Weighted Average	**2.23**	
	(skipped this question)	27	

30. If you were offered your dream job, location would factor into your decision to accept the position.

		Response Total	Response Percent
Very Relevant ⭐		**48**	**14%**
Relevant		**175**	**50%**
Neutral		**57**	**16%**
Irrelevant		**52**	**15%**
Very Irrelevant		**21**	**6%**
	Total Respondents	**353**	
	Average	**2.5**	

| | | Weighted Average | 2.5 |
| | | (skipped this question) | 27 |

31. I will take into consideration the economic outlook of a city before I take a job there.

		Response Total	Response Percent
Strongly Agree		41	12%
Agree⭐		202	57%
Neutral		92	26%
Disagree		22	6%
Strongly Disagree		5	1%
	Total Respondents	353	
	Average	2.36	
	Weighted Average	2.3	
	(skipped this question)	27	