



# Iowa College Student Analysis

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## A Survey of Iowa's College Students



*Here Today, Where Tomorrow?*



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## Iowa Student Survey 2013

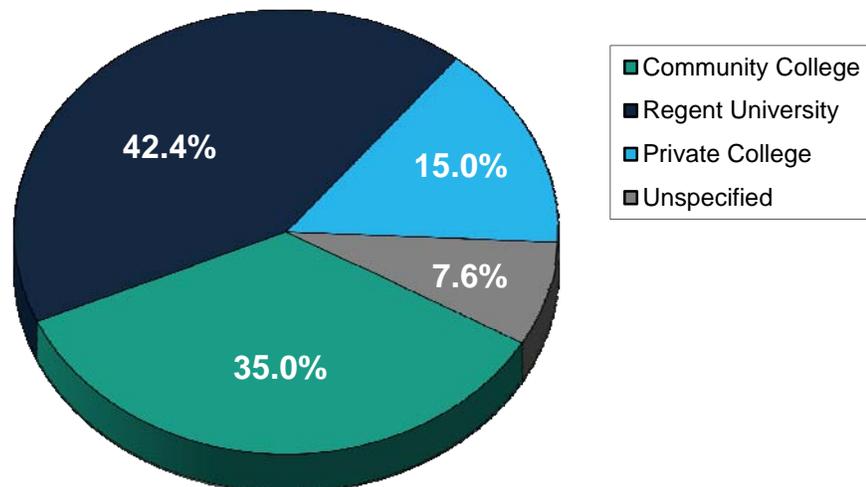
In January 2008, Iowa Workforce Development (IWD) in partnership with the Governor's Office, Department of Education and Department of Economic Development observed the need for a practical approach to address the migration of college graduates from the state of Iowa. IWD produced its first College Student Survey consisting of questions pertaining to students' demographics, areas of study, future ambitions, opinions of the state of Iowa, and what would attract them to relocate/ stay in the state of Iowa. This 2013 survey and analysis is a follow up to the original 2008 version. As the turnover in college students has progressed over the past five years, a new analysis is necessary to keep up with the changing perceptions of the latest population of college students.

*"Iowa is great. I've lived here for 19 years and it is an absolutely awesome place to be. When I graduate, I will probably find a job somewhere else though... nothing against Iowa. I just want to see what else is out there." - 19 year-old Loras College student*

This report is designed to inform government, community and business leaders in Iowa regarding the expectations and opinions of the future workforce. The report is broken into four sections covering: statewide data, community colleges, regent universities and private colleges. The following sections will cover demographics of age, gender, state of origin, desired population setting, etc. of college students. These demographics will address questions pertaining to fields of study, the occupation/ industry in which they would like to be employed, desired wages, desired benefits, opinions about features that attract them to stay/relocate in Iowa and whether they plan to stay in the state after graduation.

All colleges throughout the state were contacted and asked to distribute an on-line survey to their students. The survey received 5,074 responses. **Figure 1** details the survey respondents by collegiate category.

**Figure 1. College Respondents**



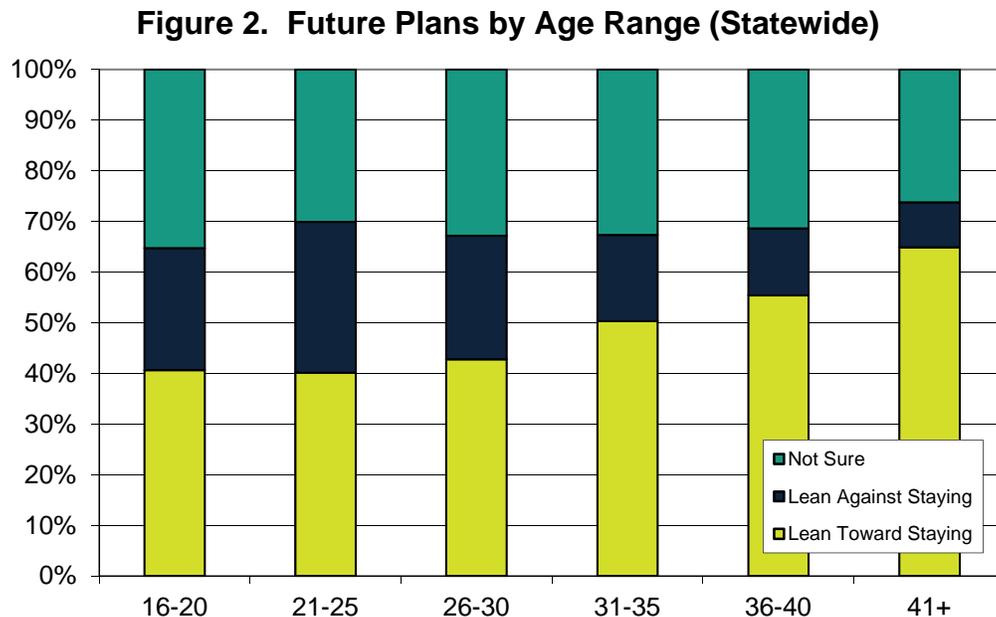
## Statewide Results

Close to half of students responding to the statewide survey (44.6%) lean toward staying in Iowa; however, nearly one-third (32.0%) of students are unsure of their plans after college, and the remaining 23.4 percent of students are contemplating leaving the state once they have completed their education.

*“Iowa is a great place with many opportunities. However, for the number of people graduating with similar degrees, the competition [is] fierce. I find that for one job, hundreds of people are applying. It is [hard] to move positions or advance your career for fear of having no job... I wish the high schools would emphasize (vocational trade) more, and focus less on students getting 4-year degrees. All my children hear is that they need to go to college and get undergraduate or graduate degrees, then they can't get a job. My son who completed a vocational degree was hired before he left school. Why aren't the high schools presenting that to the students?” - 40 year-old Des Moines Area Community College student*

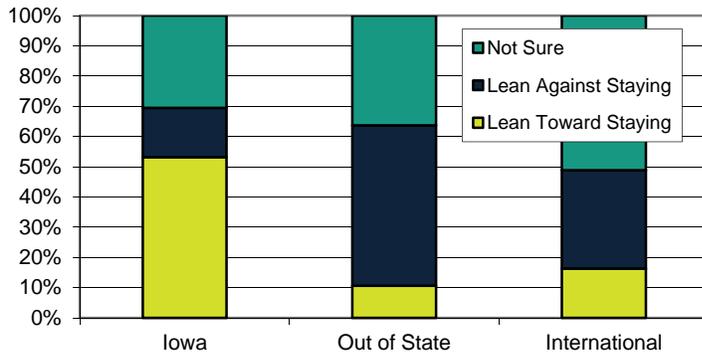
Nearly half (45.6%) of the female students plan to stay in Iowa while 42.8 percent of the male students lean toward making Iowa their home after completing their education.

Analysis was completed by age group to see if age was a factor in the decision to stay in Iowa. **Figure 2** illustrates that older students were more likely to stay in Iowa than younger students.



Students were asked to identify their state of origin in order to distinguish likeliness to remain in the state after completing their education by residency. This was analyzed based on whether or not they are an Iowa native, from another state, or an international student. **Figure 3**, on the next page, indicates that Iowa natives are more likely to stay in the state than those from outside of Iowa; however, nearly one-sixth (16.4%) lean toward leaving the state.

**Figure 3. State of Origin (Statewide)**

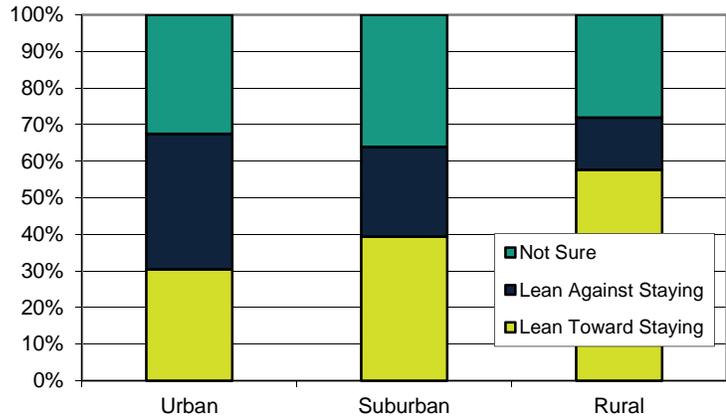


Iowa natives are more likely to stay in Iowa after graduation based on the data collected. 78.5 percent of respondents originate from the state of Iowa, 19.8 percent were from other states (U.S.) and 1.7 percent were international students. Over half (53.1%) of the Iowa students lean toward staying in the state, while only 10.6 percent of out-of-state students lean toward staying. However, 16.3 percent of the international students lean toward staying in the state. (Figure 3).

**Figure 4. Desired Population Setting (Statewide)**

Iowa provides population centers that are either rural, suburban or urban. It is important to understand the desired population setting in which the future workforce would like to reside.

Figure 4 shows that college students who would prefer to live in an urban setting are more apt to lean against staying in Iowa after completing their education (37.0%). However, those desiring residence in suburban or rural settings more strongly lean toward staying in Iowa after the completion of their education (39.4% and 57.7%, respectively).



### Student Retention

How do we attract college students to stay in Iowa? Based on survey results, attractive benefits would influence over four-fifths (85.5%) of graduates. Over half of respondents (54.4%), agree that employers in Iowa currently offer job opportunities with attractive benefits. Students are looking for positions that interest them personally, offer attractive benefits, career advancement opportunities and competitive wages (Figure 5, on the next page).

*"We are going to have to do something about the wages. Cost of living is getting so high even in the rural areas with rising utility bills, gasoline, rent increases, etc." - 52 year-old Indian Hills Community College student*

**Figure 5. Attractiveness of Job Opportunities (Statewide)**

Iowa Has Job Opportunities That...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Interest me personally	57.3%	86.6%	10.1%	3.4%
Offer attractive benefits	54.4%	85.5%	10.6%	4.0%
Offer career advancement	54.9%	84.6%	11.2%	4.2%
Provide competitive wages	45.5%	84.0%	11.8%	4.3%
Are in a variety of fields & industries	56.2%	63.5%	30.1%	6.3%

It is perceived that one of the reasons graduates leave the state is due to the lack of entertainment options. The results of this survey show that few students perceive Iowa having many types of entertainment opportunities (**Figure 6**). Only 36.7 percent of respondents stated that Iowa has entertainment options that interest them.

Over two-thirds (68.1%) of students stated that outdoor recreation is a feature that would influence them when deciding where to reside after completing their education; 64.8 percent of all respondents agree that Iowa has attractive outdoor recreation such as fishing, camping, hiking, hunting, etc.

**Figure 6. Entertainment in Iowa (Statewide)**

Iowa Has (an) Attractive...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Entertainment options that interest me	36.8%	73.9%	21.7%	4.4%
Outdoor recreation (fishing, camping, hiking, hunting, etc.)	64.8%	68.1%	26.2%	5.8%
Fitness/Health Centers/YMCAs	61.1%	64.0%	30.2%	5.9%
Cultural attractions (museums, theatres, festivals, etc)	40.6%	63.2%	31.4%	5.4%
Night life (coffee houses, bars, clubs, etc)	43.8%	60.8%	33.5%	5.7%
Commercial centers/districts	37.9%	55.4%	37.7%	7.0%
Sports teams/events/venues	34.1%	51.9%	40.8%	7.4%
Social/ethnic/religious/professional organizations	37.3%	49.4%	42.9%	7.8%
Organized recreation leagues	41.3%	44.6%	46.5%	9.0%
Golf courses, country clubs, resorts	41.6%	36.8%	53.0%	10.1%

Following outdoor recreation, fitness/health centers/YMCAs (64.0%), cultural attractions (63.2%), night life (60.8%), commercial centers (55.4%), and sports teams/events/venues (51.9%) would influence the most Iowa college students.

*“The New Bohemian district in Cedar Rapids is really promising, and the culture and shopping in Iowa City is a lot of fun. Shopping and dining in Des Moines is fun as well. Running trails and nature centers all over Iowa are good too. I wish there was more for people in their 20-30s to do in Cedar Rapids, like cool music venues or those theaters where you sit at tables and can order food and talk while they play movies.” - 23 year-old University of Iowa student*

The entertainment features that would not influence the most Iowa college students appear to be golf courses/country clubs/resorts (53.0%), organized recreation leagues (46.5%), social/ethnic/religious/professional organizations (42.9%), sports teams/events/venues (40.8%) and commercial centers (37.7%).

**Figure 7** indicates the importance that quality of life issues play in the student respondents' consideration to stay in Iowa. For example, a large majority (88.6%) of respondents would be influenced by clean/safe communities. Slightly over four-fifths (80.3%) of the survey respondents agree that such communities exist in Iowa. Nearly four-fifths (79.1%) of the students indicated that the ability to live near family/friends would influence their decision to stay in Iowa.

**Figure 7. Quality of Life (Statewide)**

Iowa Has...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Clean safe communities	80.3%	88.6%	9.1%	2.3%
Low crime rate	70.0%	85.6%	11.9%	2.5%
Strong education system	68.3%	84.6%	12.6%	2.9%
Medical care network that is easily accessible	67.9%	81.8%	14.8%	3.5%
Short & safe daily commutes	71.1%	80.1%	16.8%	3.1%
Living near family/friends	69.8%	79.1%	18.1%	2.8%
Communities I would consider raising a family	78.6%	76.1%	19.3%	4.6%
Suitable roads & highways	66.0%	76.0%	21.1%	2.9%
Weather I enjoy	35.4%	54.5%	40.8%	4.7%
Diverse communities	39.7%	46.3%	47.9%	5.8%

Diverse communities is the least impactful feature listed. Nearly half (47.9%) of respondents answered that they would not be influenced by the availability of diverse communities. Weather is the second least influential item listed (40.8%).

**Figure 8** documents the attractiveness of affordability when deciding where to live following graduation. Over two-thirds (67.3%) of students agree that Iowa has affordable living costs and 86.3 percent of students would be attracted to this feature.

Other highly motivating factors are affordable housing, education and medical care. Interestingly, 63.9 percent agree that Iowa has affordable education, 59.0 percent state agree that Iowa has affordable housing options and 50.6 percent of students agree that Iowa has affordable medical care.

**Figure 8. Cost of Living (Statewide)**

Iowa Has...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Affordable cost of living	67.3%	86.3%	10.5%	3.2%
Affordable housing	59.0%	84.7%	11.9%	3.4%
Affordable education	63.9%	82.8%	13.5%	3.7%
Affordable medical care	50.6%	79.3%	16.3%	4.4%
Affordable tax rate	47.3%	72.9%	21.4%	5.8%
Affordable travel options	41.4%	65.0%	29.7%	5.4%

In comparing June 2013 median home list prices, Des Moines, Iowa had a median price of \$167,900 compared to \$184,450 in Milwaukee, Wisconsin; \$189,900 in Kansas City, Kansas; \$209,000 in Chicago, Illinois; and \$225,123 in Minneapolis, Minnesota.

*(Source: www.realtor.com)*

**Figure 9** shows that students at Iowa’s colleges are interested in a variety of industries. Respondents who are interested in social services professions lean the most toward staying in Iowa. Respondents who are interested in a career in entertainment and recreation lean the most against staying in Iowa.

**Figure 9. Future Employment Interests (Statewide)**

Future Employment Interest	Lean Toward Staying	Lean Against Staying	Not Sure
Social Services	51.2%	19.4%	29.4%
Education	49.5%	21.0%	29.5%
General Business Administration	49.0%	19.0%	32.0%
Wholesale/Retail Trade	48.3%	22.4%	29.3%
Finance/Insurance/Real Estate	48.2%	20.3%	31.5%
Personal Services	46.8%	20.2%	33.0%
Manufacturing	45.2%	23.2%	31.6%
Healthcare	44.7%	21.2%	34.1%
Agriculture/Natural Resources/Environment	44.5%	23.5%	32.0%
Construction	42.8%	26.4%	30.8%
Transportation/Public Utilities	41.0%	21.5%	37.5%
Computer Information Technology	40.6%	26.2%	33.2%
Public Administration/ Government	39.5%	24.1%	36.4%
Other	34.5%	32.0%	33.5%
Active Military/Law Enforcement/ Public Safety	34.2%	28.0%	37.8%
Legal	31.6%	33.4%	35.0%
Entertainment & Recreation	29.6%	36.8%	33.6%
Communications/Journalism/Public Relations	26.8%	28.5%	44.7%

Students with future employment interests in social services (51.2%), education (49.5%), general business administration (49.0%), wholesale/retail trade (48.3%) and finance/insurance/real estate (48.2%) are among those most likely to stay in Iowa after graduation. Aspiring entertainment and recreation (36.8%), legal (33.4%), communications/journalism/public relations (28.5%), active military/law enforcement/public safety (28.0%), construction (26.4%), and computer information technology (26.2%) professionals are among those that most lean against staying in Iowa after graduation.

*“Iowa needs more quality skilled manufacturing jobs. We have top educational programs in this area but not nearly enough jobs to reflect the high quality of training that is available here. ...I think its crazy that someone who loves living here and has high sought after skills like me has to look to Michigan, Ohio, Texas or Colorado to find plentiful high paying jobs in skilled manufacturing.” - 36 year-old Des Moines Area Community College student*

Further examining those respondents who have an interest in manufacturing or construction that are unsure about or lean toward leaving Iowa, jobs that offer career advancement (87.5%), a job opportunity within their field of interest (86.8%), clean/safe communities (85.3%), jobs that offer attractive benefits (84.5%), affordable cost of living (83.9%), low crime rate (84.0%), jobs that offer competitive wages (83.3%), affordable housing (81.8%) and strong education systems (81.0%) would be attractions that may influence their decision.

Students interested in future careers in finance/insurance/real estate or general business administration are most attracted to jobs that offer attractive benefits (85.5%), job opportunities in their field of interest (84.3%), clean/safe communities (83.8%), jobs that offer career advancement (83.5%), affordable cost of living (82.6%), jobs that offer competitive wages (81.2%), affordable housing (81.2%), low crime rate (80.5%) and short and safe daily commute (78.7%).

There are a multitude of reasons why students in Iowa's colleges are enrolled in their chosen programs of study. Respondents are taking classes for their own personal improvement, continuing their education with a certification, working towards a two-year or four-year degree or striving for a graduate/professional degree. This survey finds that of students currently enrolled in a certificate or two-year degree program 55.1 percent lean toward staying in Iowa after completing their program of study. Students currently enrolled in either a four-year degree or graduate/professional degree programs are less inclined to lean toward staying in Iowa following completion of their degrees (38.6% and 35.3%, respectively).

**Figure 10. Field of Study (Certification/Two-year Degree)**

Field of Study	Lean Toward Staying	Lean Against Staying	Not Sure
Computer Information Technology	62.2%	10.8%	27.0%
Business/Administration/General Office Support	61.2%	9.0%	29.9%
Family/Consumer Sciences & Human Services	61.1%	5.6%	33.3%
Agriculture & Natural Resources	60.0%	13.3%	26.7%
Health Occupations	60.0%	9.5%	30.5%
Liberal Arts	57.4%	8.5%	34.0%
Construction Trades	50.0%	12.5%	37.5%
Hospitality & Tourism	50.0%	16.7%	33.3%
Manufacturing	50.0%	16.7%	33.3%
Transportation	50.0%	0.0%	50.0%

**Figure 10** focuses on students seeking certification or a two-year degree. When asked the field of study students were currently in the most common responses were health occupations, business/administrative support and liberal arts. Of the respondents who identified themselves as studying health occupations 60.0 percent lean toward staying in Iowa, 9.5 percent lean against staying in Iowa, and 30.5 percent are not sure if they will stay in Iowa after completing their education.

Over three-fifths (61.2%) of business/administration/general office support students lean toward staying in Iowa, 9.0 percent lean against staying in Iowa, and 29.9 percent stated that they are not sure if they will stay in Iowa after graduation. Less than three-fifths (57.4%) of Liberal Arts students responded that they lean toward staying in Iowa, 8.5 percent lean against staying in Iowa, and 34.0 percent are not sure if they will stay in Iowa after graduation.

Respondents seeking a two-year degree or certification in health occupations that are unsure about or leaning against staying in Iowa are most attracted to clean/safe communities (86.8%), affordable housing (84.2%), low crime rate (83.8%), short and

safe daily commutes (81.6%), suitable roads and highways (81.6%), job opportunities that offer attractive benefits (81.1%), accessible medical network (78.9%), affordable tax rates (78.9%), and strong education system (76.3%).

Respondents seeking two-year degree or certification in computer information technology that are unsure about or leaning against staying in Iowa are most attracted to job opportunities in their field or industry (78.6%), job opportunities that offer attractive benefits (78.6%), job opportunities that offer career advancement (78.6%), affordable cost of living (76.9%), job opportunities that offer competitive wages (71.4%), clean/safe communities (71.4%), affordable housing (69.2%), affordable tax rates (69.2%), affordable medical care (61.5%) and affordable education (61.5%).

**Figure 11. Field of Study (Four-year Degree)**

Field of Study	Lean Toward Staying	Lean Against Staying	Not Sure
Agriculture, Agricultural Operations & Related Sciences	67.5%	14.0%	18.5%
Physical Sciences	61.5%	15.4%	23.1%
Transportation	60.0%	40.0%	0.0%
Education	56.9%	15.5%	27.6%
Sales/Marketing, Finance, Economics	52.6%	23.7%	23.7%
Health Professions	52.3%	17.6%	30.1%
Mathematics/Statistics/Accounting	51.3%	12.5%	36.3%
Liberal Arts & Sciences/General Studies & Humanities	50.5%	19.4%	30.1%
Social Sciences	50.0%	26.1%	23.9%
Family/Consumer & Human Sciences	44.7%	23.7%	31.6%
Psychology	43.6%	32.7%	23.6%
Protective Services/Public Administration & Social Service Professions	42.9%	25.0%	32.1%
Engineering & Related Technologies	40.9%	26.9%	32.3%
Computer Information Technology	39.4%	28.8%	31.8%
Biology & Biomedical Sciences	38.5%	34.6%	26.9%
Literature/English	31.3%	37.5%	31.3%
Conservation & Natural Sciences/Resources	30.0%	26.7%	43.3%
Philosophy/Religion/Classics	30.0%	60.0%	10.0%
Communication/Journalism/Public Relations	25.0%	33.3%	41.7%
Visual & Performing Arts	23.5%	41.2%	35.3%
Personal, Design & Culinary Sciences	20.8%	58.3%	20.8%
Legal Professions	20.0%	10.0%	70.0%
Foreign Languages & Literatures	19.0%	33.3%	47.6%
Construction Trades	16.7%	33.3%	50.0%

**Figure 11** shows that students striving for a four-year degree and studying agriculture, agricultural operations and related sciences are most likely to stay in the state following graduation followed by physical sciences; transportation; education; sales/marketing, finance and economics; health professions; mathematics, statistics and accounting; and liberal arts & sciences.

The Governor’s STEM (Science, Technology, Engineering and Mathematics) Advisory Council is a partnership of business, policy and education leaders from across the state convening to bolster STEM education and innovation and to better position Iowa’s young people and the state’s economy for the future.

When looking at STEM related fields of study; the students pursuing a four-year degree that are unsure about or leaning against staying in Iowa are most attracted to clean/safe communities (87.0%), job opportunities in their field or industry (84.9%), low crime rate (84.1%), job opportunities that offer attractive benefits (82.8%), job opportunities that offer career advancement (82.6%), affordable cost of living (82.0%), affordable housing (80.3%), job opportunities that provide competitive wages (80.2%) and strong education system (78.5%).

**Figure 12. Field of Study (Post-Graduate/Professional Degree)**

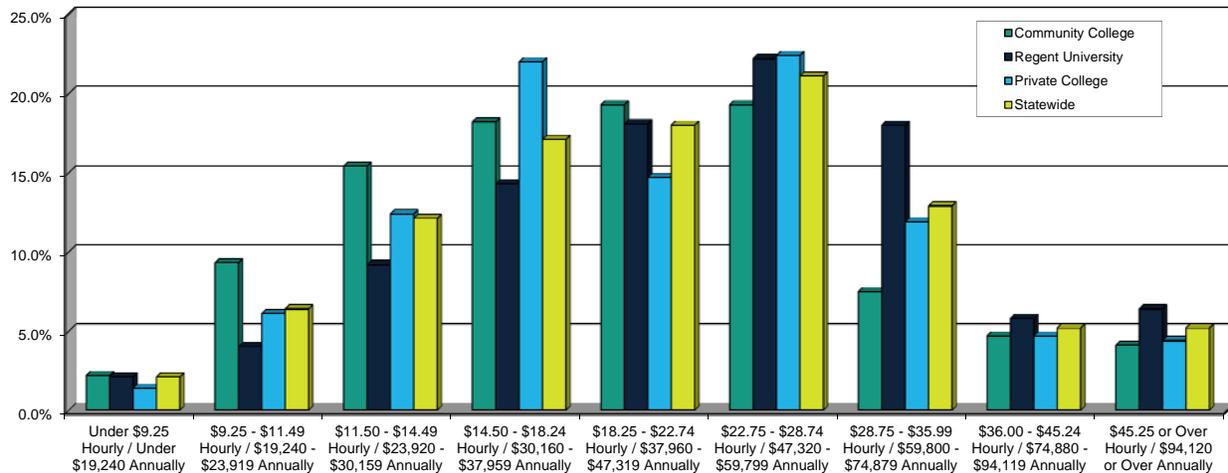
Field of Study	Lean Toward Staying	Lean Against Staying	Not Sure
Agriculture, Agricultural Operations & Related Sciences	53.3%	13.3%	33.3%
Communication/Journalism/Public Relations	50.0%	15.0%	35.0%
Mathematics/Statistics/Accounting	50.0%	26.9%	23.1%
Philosophy/Religion/Classics	50.0%	30.0%	20.0%
Education	49.4%	21.8%	28.7%
Family/Consumer & Human Sciences	47.4%	21.1%	31.6%
Protective Services/Public Administration & Social Service Professions	47.1%	17.6%	35.3%
Liberal Arts & Sciences/General Studies & Humanities	40.7%	27.1%	32.2%
Computer Information Technology	39.3%	39.3%	21.4%
Health Professions	36.7%	27.0%	36.3%
Social Sciences	36.2%	33.3%	30.4%
Literature/English	35.7%	17.9%	46.4%
Sales/Marketing, Finance, Economics	33.9%	33.9%	32.1%
Psychology	31.7%	26.7%	41.6%
Biology & Biomedical Sciences	28.7%	25.5%	45.7%
Visual & Performing Arts	25.0%	41.7%	33.3%
Legal Professions	22.7%	40.9%	36.4%
Personal, Design & Culinary Sciences	20.0%	40.0%	40.0%
Engineering & Related Technologies	17.2%	47.3%	35.5%
Physical Sciences	16.0%	56.0%	28.0%
Foreign Languages & Literatures	14.3%	47.6%	38.1%
Conservation & Natural Sciences/Resources	0.0%	0.0%	100%
Construction Trades	*	*	*
Transportation	*	*	*

\* Insufficient survey data/refused

Students advancing their education with a post-graduate or professional degree and studying agriculture, agricultural operations & related sciences (53.3%) are most likely to stay in the state following graduation (**Figure 12**) followed by communications, journalism and public relations (50.0%); mathematics, statistics and accounting (50.0%); philosophy, religion and classics (50.0%); and education (49.4%).

Keeping the focus on STEM related fields of study, students pursuing a graduate/ professional degree who are unsure about or leaning against staying in Iowa are very similar to the undergraduate students when responding to the survey. They are most attracted to clean/safe communities (87.8%), job opportunities in their field or industry (87.8%), job opportunities that offer career advancement (86.9%), strong education system (85.8%), job opportunities that offer attractive benefits (84.8%), job opportunities that provide competitive wages (84.4%), affordable cost of living (84.2%), affordable education (83.7%) and low crime rate (83.5%).

**Figure 13. Expected Wages Upon Completion of Education**



Overall, 84.0 percent of respondents claimed that competitive wages would attract them to maintain residence in the state following completion of their studies. However, only 45.5 percent of college students agree that Iowa has job opportunities that provide competitive wages. **Figure 13** above shows that 21.1 percent of statewide college students expect to earn wages in the \$22.75-\$28.74 per hour/\$47,320-\$59,799 per year upon completion of their education.

According to the 2012 IWD Statewide Laborshed Study, the current median wage of those who are employed is \$15.21 per hour and the median salary is \$57,000 per year. Of the 44.4 percent of college students expecting \$22.75+ per hour/\$47,320+ per year; 40.8 percent lean toward staying, 27.8 percent lean against staying and 31.4 percent are unsure about staying in the state of Iowa after completing their education.

**Figure 14. Type of College Currently Attending**

Type of College	Lean Toward Staying	Lean Against Staying	Not Sure
Community College	54.9%	15.1%	30.0%
Regent University	34.8%	32.1%	33.1%
Private College	42.9%	22.3%	34.8%

**Figure 14** demonstrates the likeliness of college students staying in the state based on the type of educational institution they are attending. Students who are attending community colleges lean more toward staying in the state (54.8%). Students who are attending the three regent universities lean more against staying in the state (32.1%).

## Additional Statewide Statistics

### Marital Status

Many respondents stated that Iowa is only attractive to those who are married and raising a family. Respondents who identified themselves as married are more likely to stay in Iowa (62.9%) while 12.9 percent of married respondents lean against staying. Of those who identified themselves as single, 39.8 percent lean toward staying while 26.6 percent lean against staying.

### Climate

A feature that was included in the survey this time around was the weather in Iowa. Unfortunately this is a feature the state of Iowa can do very little to address. Many college students commented that the harsh winters are a reason that they would choose to leave Iowa. Over one-third (35.4%) of respondents agree Iowa has weather they enjoy. However, only 54.5 percent of respondents stated that weather would influence their decision to stay in Iowa, which was less than most other factors measured.

*"I love Iowa City. It will always be a special place to me. But I'm sick of the Midwest. I want better weather and I want to be living on the cutting edge. I will be taking my tech degree and moving west most likely." - 22 year-old University of Iowa student*

### Statewide Trends

The last time IWD conducted this survey was spring of 2008. The state of Iowa had projected a job vacancy surplus and a shortage of qualified workers to fill those positions over the next 10 years. These projections were partially due to estimates of baby boomers retiring and college students migrating out of the state to find work elsewhere. Since that time, the economy bottomed out and unemployment rates rose in the state of Iowa beginning at 3.8% in early 2008, topping out at 6.4% in 2010, and now in June 2013 back down to as low as 4.6%.

With the perception that the job market is not as welcoming to new entries as it was before the recession, college students' responses to the survey have been affected. As a whole, respondents leaning toward staying in the state after graduation decreased from 47.1 percent to 44.6 percent. Students unsure about their future residence plans, increased considerably from slightly over one-fourth (25.5%) to nearly one-third (32.0%).

Although college students perception of Iowa employers providing competitive wages increased 7.7 percentage points, the total percent of Iowa college students who believe Iowa businesses provide competitive wages is still less than half (45.5%). There is a general belief that Iowa lacks entertainment options for young professionals. That perception dramatically increased over the past five years, as respondents who agreed that Iowa has entertainment options that interest them decreased 14.3 percentage points from 51.1 percent to 36.8 percent.

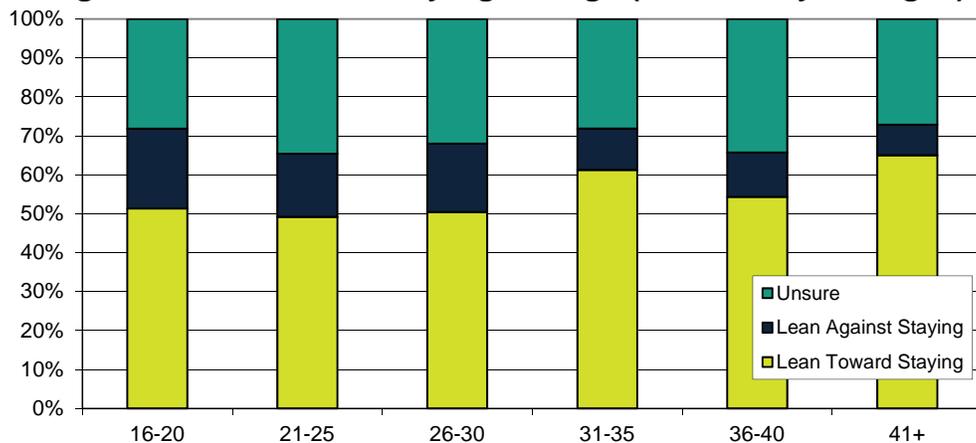
## Community College Results

The following data is based on the responses of community college students, which comprises 35.1 percent of all college student survey responses. The majority of respondents were female (70.1%), but both genders lean toward staying in the state after graduation. Over half of males (53.6%) and over half of females (55.5%) plan to stay in the state. Notably, nearly one-third of each gender were unsure of their decision at the time of the survey (30.1% male, 30.0% female).

Analysis was also done by age group for the community college section to see if age was a factor in the decision to stay in Iowa. **Figure 15** illustrates that the majority of each age category either leans toward staying in Iowa or are unsure of their future location, which once again gives the state an opportunity to promote the state as a place to live after completing their education at a community college.

**Figure 15** shows that with the exception of 31-35 year-olds, there is a steady increase in the percent of those who lean toward staying in Iowa as the students age increases, indicating that the older the student is, the more likely they are to stay in Iowa after graduation.

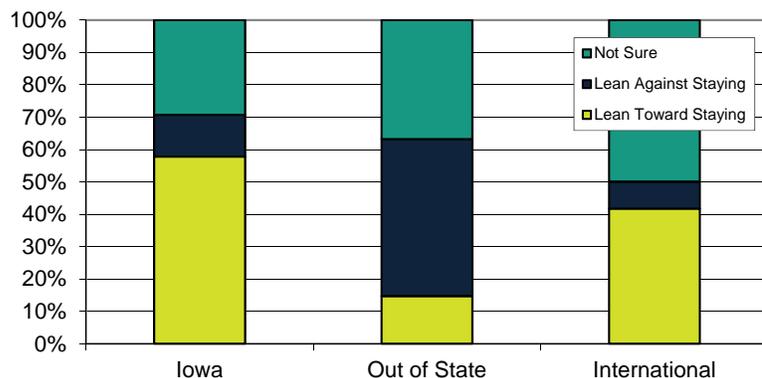
**Figure 15. Future Plans by Age Range (Community Colleges)**



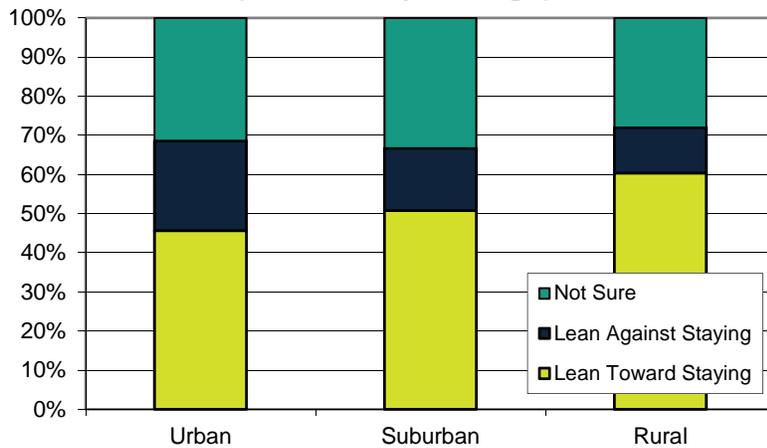
**Figure 16.**

**Future Plans by State of Origin (Community College)**

Additionally, there were 6.4 percent out-of-state and 1.1 percent international students who responded to the community college survey. Over half (51.5%) of the out-of-state students and 91.7 percent of the international students lean toward staying or are unsure of where they will reside after graduation (**Figure 16**).



**Figure 17.**  
**Future Plans by Desired Population Setting**  
**(Community College)**



Studying the population settings in which the students would like to reside indicates that a community college student's decision to stay in the state is impacted by the students' desired population setting. Students who want to live in a rural setting appear to be more likely to stay in the state (60.7%) than those who would choose a suburban (50.8%) or urban (45.6%) setting (Figure 17).

**Figure 18. Attractiveness of Job Opportunities (Community College)**

Iowa Has Job Opportunities That...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Offer attractive benefits	47.4%	84.6%	10.5%	4.9%
Interest me personally	53.3%	84.3%	10.9%	4.8%
Offer career advancement	47.2%	83.2%	10.8%	6.0%
Provide competitive wages	39.4%	82.4%	11.6%	6.0%
Are in a variety of fields & industries	51.7%	67.9%	23.4%	8.7%

Nearly two-fifths (39.4%) of community college students believe that Iowa provides competitive wages. However, over half (53.3%) agree that Iowa has job opportunities that interest them. Students are influenced by job opportunities that offer attractive benefits (84.6%), career advancement (83.2%), and competitive wages (82.4%) (Figure 18).

**Figure 19. Entertainment in Iowa (Community College)**

Iowa Has (an) Attractive...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Entertainment options that interest me	38.0%	72.1%	21.7%	6.2%
Outdoor recreation (fishing, camping, hiking, hunting, etc.)	65.1%	66.7%	25.2%	8.1%
Fitness/health centers/YMCAs	61.7%	63.9%	27.7%	8.4%
Cultural attractions (museums, theatres, festivals, etc)	43.4%	62.9%	29.9%	7.2%
Night life (coffee houses, bars, clubs, etc)	43.7%	58.8%	32.7%	8.5%
Commercial centers/districts	40.1%	55.1%	35.0%	9.9%
Social/ethnic/religious/professional organizations	40.4%	51.4%	38.1%	10.5%
Sports teams/events/venues	37.6%	51.0%	38.8%	10.2%
Organized recreation leagues	38.9%	44.7%	42.5%	12.8%
Golf courses, country clubs, resorts	40.0%	38.0%	48.2%	13.8%

On the previous page, **Figure 19** depicts that less than two-fifths (38.0%) of community college students perceive Iowa as having entertainment options that interest them. They believe Iowa does not have attractive sports teams, cultural attractions, night life, commercial centers, or social/ethnic/religious/professional organizations.

Community college students responded that they would be influenced by outdoor recreation (66.7%), fitness/health centers/YMCAs (63.9%), cultural attractions (62.9%), attractive night life (58.8%), commercial centers (55.1%), and sports teams/events/venues (51.0%). Golf courses/country clubs/resorts was the least influential feature; less than two-fifths (38.0%) of respondents would be influenced by that feature.

**Figure 20** shows that 79.2 percent of respondents agree that Iowa has communities in which they would consider raising a family. Over three-fourths (76.0%) would be attracted to raising a family in Iowa. Community college students are most attracted to clean/safe communities (88.3%), low crime rate (85.2%), strong education systems (83.7%), easily accessible medical care networks (82.8%), and living near family/friends (81.3%).

*"I think Iowa is a great place. Although I think we have always been a little "behind" the rest of the country when it comes to advancement in laws, life, views, and ideas. I feel that if we don't start changing things to better Iowans' lives, Iowa's population will just dwindle." - 23 year-old Des Moines Area Community College student*

**Figure 20. Quality of Life (Community College)**

Iowa Has...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Clean safe communities	74.6%	88.4%	8.4%	3.2%
Low crime rate	60.9%	85.4%	11.1%	3.5%
Strong education system	63.6%	83.8%	12.4%	3.8%
Medical care network that is easily accessible	62.7%	82.8%	13.5%	3.7%
Living near family/friends	73.0%	81.4%	14.8%	3.8%
Short & safe daily commutes	65.9%	80.8%	15.3%	3.9%
Suitable roads & highways	59.8%	79.2%	17.2%	3.6%
Communities I would consider raising a family	79.3%	76.0%	17.7%	6.3%
Weather I enjoy	30.6%	57.2%	36.2%	6.6%
Diverse communities	52.4%	53.1%	39.7%	7.2%

Community college students agree that Iowa does provide clean/safe communities (74.6%), living near family/friends (73.0%), short safe daily commutes (65.9%), strong education systems (63.6%), and easily accessible medical care networks (62.7%).

Features that respondents least agreed were featured in Iowa are weather the respondent enjoys (30.6%), diverse communities (52.4%) and suitable roads and highways (59.8%). Slightly less than two-fifths (39.7%) of community college respondents stated that diverse communities would not influence their decision to stay in Iowa.

**Figure 21** demonstrates that most community college students are influenced by affordable cost of living (87.7%), affordable housing (86.4%), and affordable education (84.9%). However, they do not agree that Iowa provides affordable options. Less than two-fifths (36.5%) agree Iowa offers affordable travel options; 39.2 percent agree Iowa offers affordable tax rates; less than half (45.8%) agree that Iowa offers affordable medical care; and only 47.6 percent agree Iowa has affordable housing.

**Figure 21. Cost of Living (Community College)**

Iowa Has...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Affordable cost of living	56.8%	87.7%	9.2%	3.1%
Affordable tax rate	39.2%	77.8%	16.2%	6.0%
Affordable housing	47.6%	86.4%	10.2%	3.4%
Affordable travel options	36.5%	67.2%	26.2%	6.6%
Affordable medical care	45.8%	83.3%	12.7%	4.0%
Affordable education	61.6%	84.9%	11.1%	4.0%

**Figure 22** shows that students at Iowa's community colleges are interested in a variety of industries. Respondents who are interested in the personal services industry lean most towards staying in Iowa (67.9%) manufacturing (66.7%), transportation/public utilities (62.5%), finance/insurance/real estate (57.6%), computer information technology (57.6%), education (56.8%), general business (56.5%), social services (56.2%), legal (55.1%) and healthcare (54.4%) professionals are also among those that lean more toward staying in Iowa after graduation.

**Figure 22. Future Employment Interest (Community College)**

Future Employment Interest	Lean Toward Staying	Lean Against Staying	Not Sure
Personal Services	67.9%	10.7%	21.4%
Manufacturing	66.7%	11.9%	21.4%
Transportation/Public Utilities	62.5%	12.5%	25.0%
Computer Information Technology	57.6%	14.2%	28.2%
Finance/Insurance/Real Estate	57.6%	10.2%	32.2%
Education	56.8%	15.5%	27.7%
Social Services	56.2%	12.3%	31.5%
General Business Administration	55.5%	14.9%	28.6%
Legal	55.1%	10.2%	34.7%
Healthcare	54.4%	15.1%	30.5%
Agriculture/Natural Resources/Environment	53.0%	19.7%	27.3%
Construction	52.4%	9.5%	38.1%
Public Administration/Government	50.0%	12.5%	37.5%
Wholesale/Retail Trade	48.5%	18.2%	33.3%
Active Military/Law Enforcement/Public Safety	45.5%	15.2%	39.4%
Other	45.4%	21.6%	33.0%
Entertainment & Recreation	42.6%	24.1%	33.3%
Communications/Journalism/Public Relations	33.3%	17.9%	48.7%

Respondents who are interested in the entertainment & recreation industry lean most against staying in Iowa (24.1%) followed by agriculture/natural resources/environment (19.7%), wholesale/retail trade (18.2%), communications/journalism/public relations (17.9%), education (15.5%), active military/law enforcement/public safety (15.2%), healthcare (15.1%) and general business (14.9%) professionals are also among those that lean more against staying in Iowa after graduation.

*"I am graduating with a degree in culinary arts in a couple months and the bottom line is that there are very few opportunities in Iowa to make a name for myself. There aren't very many good restaurants, hotels, or resorts, so I'm forced to look outside the state." - 25 year-old Indian Hills Community College student*

With Iowa's aging population, the state is going to have a large demand for healthcare professionals in the years to come. Community college students interested in future employment in healthcare that are unsure about or lean against staying in Iowa are most attracted to clean/safe communities (80.9%), easily accessible medical network (80.1%), jobs that offer attractive benefits (78.7%), low crime rate (77.8%), affordable medical care (77.6%), affordable housing (77.0%), affordable education (76.9%), jobs that provide competitive wages (76.5%), job opportunities in their field (75.6%) and strong education systems (75.4%).

### **Additional Community College Statistics**

#### **Marital Status**

Many respondents stated that Iowa is only attractive to those who are married and raising a family. Respondents who identified themselves as married are more likely to stay in Iowa (65.9%) while 7.3 percent of married respondents lean against staying. Of those who identified themselves as single, 49.4 percent lean toward staying while 19.1 percent lean against staying.

#### **Internships and Apprenticeships**

One of the easiest ways that people find work after completing their education is through internships or apprenticeships. Employers in the state of Iowa value job applicants with internship or apprenticeship experience. 12.0 percent of community college respondents are currently participating/have participated in an internship, 1.5 percent are currently participating/have participated in an apprenticeship.

#### **Employment Status**

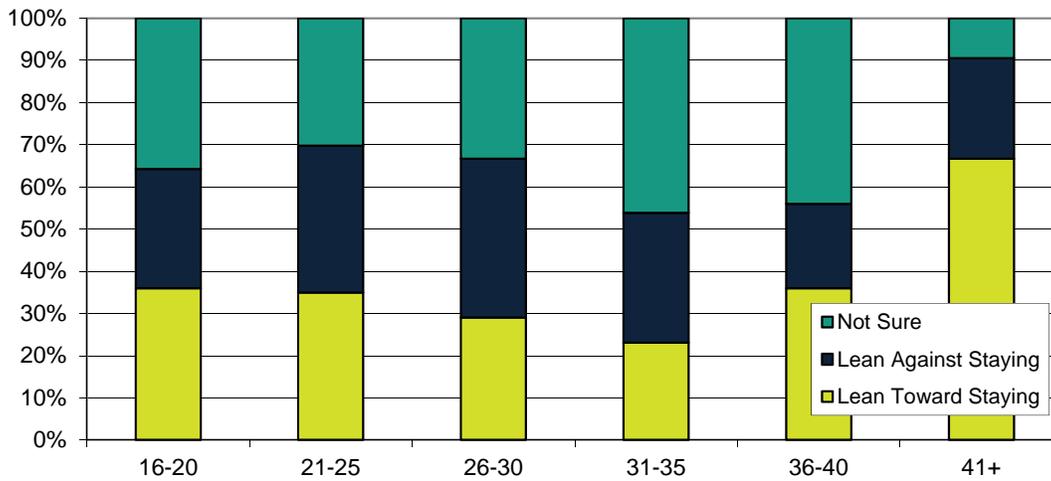
Of course not all students at Iowa's community colleges are full-time students with no jobs, some are full-time or part-time students working part-time jobs, and some are even working full-time jobs. 52.5 percent of respondents who identified themselves as not employed lean toward staying in the state, 54.1 percent of respondents that work part-time jobs lean toward staying in the state, while 60.9 percent who work full-time lean toward staying in the state after completing their education.

## Regent University Results

The following data is based on the responses of regent university students, which comprises 42.4 percent of all college student survey responses. The majority of respondents were female (58.6%); overall, both genders lean toward staying in the state after graduation rather than leaving the state. Over one-third of males (33.9%) and females (35.5%) plan to stay in the state. Notably, approximately one-third of each gender were unsure of their decision at the time of the survey (33.9% male, 32.7% female).

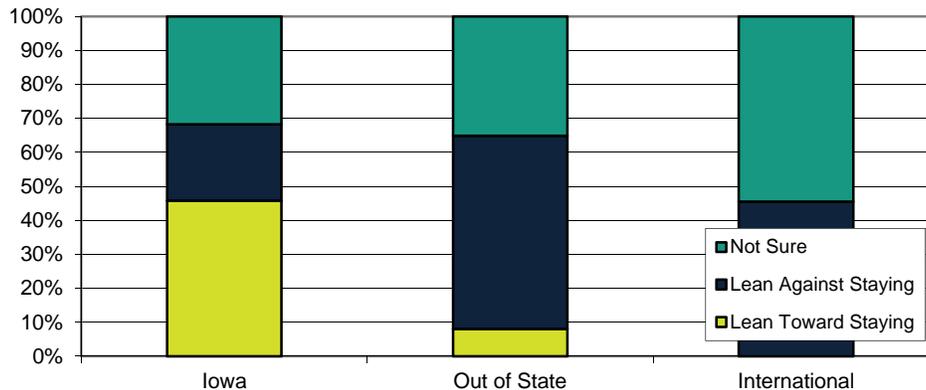
Analysis was also done by age group for the regent university section to see if this was a factor in the decision to stay in Iowa. **Figure 23** illustrates that age is an inconsistent variable for predicting students' decisions to remain in Iowa.

**Figure 23. Future Plans by Age Range (Regent Universities)**

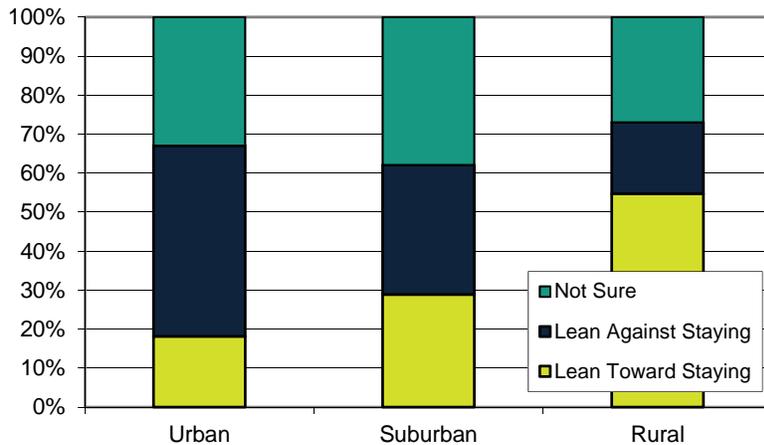


**Figure 24** indicates that Iowa natives are more likely to stay in the state than those from other states; they also represent 70.0% of all regent university student respondents. While the majority (34.9%) of regent university students lean toward staying in the state, there are 33.2 percent that are unsure.

**Figure 24. Future Plans by State of Origin (Regent Universities)**



**Figure 25. Future Plans by Desired Population Setting (Regent Universities)**



Studying the population settings in which the students would like to reside indicates that a regent university student's decision to stay in the state has much to do with population setting. Students who want to live in a rural setting appear to be much more likely to stay in the state (54.7%) than those who prefer a suburban (28.9%) or urban (18.2%) setting (Figure 25).

*"I am really interested in finding a job in north central Iowa so that my kids and I can remain close to the social support of my family. I am concerned about the job losses in that area paired with the concentration of work in the Des Moines Area. Not everyone is happy with having to leave their smaller communities behind." - 32 year-old Iowa State University student*

Nearly three-fifths (59.6%) of regent university students believe that Iowa has job opportunities that interest them (Figure 26) and just over half (52.0%) believe that Iowa offers competitive wages. These students are looking for job opportunities that offer attractive benefits (86.7%), career advancement (85.9%), and competitive wages (85.6%).

**Figure 26. Attractiveness of Job Opportunities (Regent Universities)**

Iowa Has Job Opportunities That...	Agree, Iowa Has..	Would Influence	Would Not Influence	No Opinion
Interest me personally	59.6%	88.7%	9.3%	2.0%
Offer attractive benefits	60.5%	86.7%	10.6%	2.7%
Offer career advancement	61.4%	85.9%	11.6%	2.5%
Provide competitive wages	52.0%	85.6%	11.8%	2.6%
Are in a variety of fields & industries	59.4%	60.0%	35.6%	4.4%

Only 36.1 percent of regent university students perceive Iowa as having entertainment options that interest them (Figure 27 on the next page). They believe Iowa does not have attractive sports teams/events/venues, cultural attractions, commercial centers, an attractive night life or social/ethnic/religious/professional organizations.

Regent university students responded that they would be influenced by attractive outdoor recreation (68.6%), fitness/health centers/YMCAs (63.0%), attractive night life (61.9%), cultural attractions (61.9%), and commercial centers (55.7%), which are similar interests to community college students.

**Figure 27. Entertainment in Iowa (Regent Universities)**

Iowa Has (an) Attractive...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Entertainment options that interest me	36.1%	75.4%	21.4%	3.2%
Outdoor recreation (fishing, camping, hiking, hunting, etc.)	66.7%	68.6%	27.4%	4.0%
Fitness/health centers/YMCAs	61.2%	63.0%	32.8%	4.2%
Cultural attractions (museums, theatres, festivals, etc)	38.0%	61.9%	34.0%	4.1%
Night life (coffee houses, bars, clubs, etc)	43.6%	61.9%	34.1%	4.0%
Commercial centers/districts	37.2%	55.7%	39.7%	4.6%
Sports teams/events/venues	31.4%	50.9%	43.7%	5.4%
Social/ethnic/religious/ professional organizations	33.9%	45.9%	48.3%	5.8%
Organized recreation leagues	42.7%	42.4%	51.5%	6.1%
Golf courses, country clubs, resorts	43.2%	34.6%	58.1%	7.3%

*“Iowa can be expensive and there are not enough opportunities for entertainment (i.e. sports, music, nightlife). Things like mini-golf, go-carts, cheaper movie theaters, a local zoo or a professional sports team would create more opportunities for things to do in Iowa.” - 30 year-old University of Iowa student*

**Figure 28. Quality of Life (Regent Universities)**

Iowa Has...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Communities I would consider raising a family	79.4%	75.3%	21.6%	3.1%
Diverse communities	29.0%	39.3%	56.5%	4.2%
Strong education system	72.2%	84.8%	12.9%	2.3%
Medical care network that is easily accessible	71.8%	79.8%	16.8%	3.4%
Clean safe communities	86.4%	89.4%	8.9%	1.6%
Low crime rate	80.3%	85.6%	12.7%	1.6%
Short & safe daily commutes	75.7%	79.4%	18.3%	2.3%
Suitable roads & highways	70.5%	73.6%	24.3%	2.1%
Living near family/friends	67.0%	77.5%	20.6%	1.9%
Weather I enjoy	39.4%	52.6%	43.8%	3.6%

**Figure 28** shows that 79.5 percent of respondents agree that Iowa has communities where they would consider raising a family; about three-fourths (75.1%) of regent university students would be influenced by an environment conducive to raising a family. Regent university students are most influenced by clean/safe communities (89.4%), low crime rate (85.6%), strong education systems (84.9%), easily accessible medical care networks (79.9%), and short safe daily commutes (79.5%).

Regent university students agree Iowa has clean/safe communities (86.5%), low crime rate (80.4%), short safe daily commutes (75.8%) and strong education systems (72.5%) which matches in theory to what they are looking for regarding quality of life when choosing a place to reside after graduating.

Features that respondents most disagreed were featured in Iowa are diverse communities (36.1%), attractive weather (29.1%) and proximity to family & friends (18.8%).

**Figure 29. Cost of Living (Regent Universities)**

Iowa Has...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Affordable cost of living	77.0%	84.4%	12.3%	3.3%
Affordable housing	70.3%	83.4%	13.3%	3.3%
Affordable education	67.5%	80.4%	16.2%	3.4%
Affordable medical care	55.5%	75.3%	20.0%	4.7%
Affordable tax rate	54.1%	69.0%	25.6%	5.4%
Affordable travel options	45.0%	63.3%	32.4%	4.3%

**Figure 29** demonstrates that most regent university students are influenced by affordable cost of living (84.4%), affordable housing (83.4%), and affordable education (80.4%). Less than half (45.0%) agree Iowa offers affordable travel options; 54.1 percent agree Iowa offers affordable tax rates; 55.5 percent agree that Iowa offers affordable medical care; and 67.5 percent agree Iowa has affordable education.

**Figure 30. Future Employment Interests (Regent Universities)**

Future Employment Interest	Lean Toward Staying	Lean Against Staying	Not Sure
Agriculture/Natural Resources/Environment	57.0%	16.6%	26.5%
Social Services	48.8%	25.6%	25.6%
Wholesale/Retail Trade	42.1%	26.3%	31.6%
Personal Services	41.0%	28.9%	30.1%
Education	40.8%	27.2%	32.1%
General Business Administration	37.0%	29.0%	34.0%
Manufacturing	36.9%	26.2%	36.9%
Finance/Insurance/Real Estate	34.8%	34.8%	30.4%
Construction	32.8%	37.9%	29.3%
Healthcare	32.2%	28.5%	39.3%
Transportation/Public Utilities	31.4%	28.6%	40.0%
Public Administration/Government	29.8%	30.9%	39.3%
Active Military/Law Enforcement/Public Safety	23.5%	36.7%	40.0%
Other	23.0%	45.1%	31.9%
Computer Information Technology	22.4%	38.2%	39.4%
Communications/Journalism/Public Relations	20.9%	36.1%	43.0%
Entertainment & Recreation	20.5%	46.6%	32.9%
Legal	14.3%	53.1%	32.7%

**Figure 30** shows that students at Iowa's regent universities are interested in a variety of industries. Respondents who are interested in agricultural (57.0%), social services (48.8%), wholesale/retail trade (42.1%), personal services (41.0%) and education (40.8%) professions lean most towards staying in Iowa; respondents who are interested in legal (53.1%), entertainment/recreation (46.6%), computer technology (38.2%), construction (37.9%) or active military/law enforcement/public safety (36.7%) professions lean the most against staying in Iowa after graduation.

## **Additional Regent University Statistics**

### **Internships and Apprenticeships**

One of the easiest ways that people find work after completing their education is through internships or apprenticeships. Employers in the state of Iowa value job applicants with internship or apprenticeship experience. Nearly two-fifths (39.4%) of regent university respondents are currently participating or have participated in an internship, 2.4 percent are currently participating/have participated in an apprenticeship.

### **Marital Status**

Many respondents stated that Iowa is only attractive to those who are married and raising a family. Respondents who identified themselves as married are more likely to stay in Iowa (44.4%) although 26.7 percent of married respondents lean against staying. Of those who identified themselves as single, 34.1 percent lean toward staying while 32.4 percent lean against staying.

### **Employment Status**

Of course not all students at regent universities are full-time students with no jobs, some are full-time or part-time students working part-time jobs, some are even working full-time jobs. 33.6 percent of respondents who identified themselves as not employed lean toward staying in the state, 36.0 of respondents that work part-time jobs lean toward staying in the state, while 34.1 percent who work full-time lean toward staying in the state after completing their education.

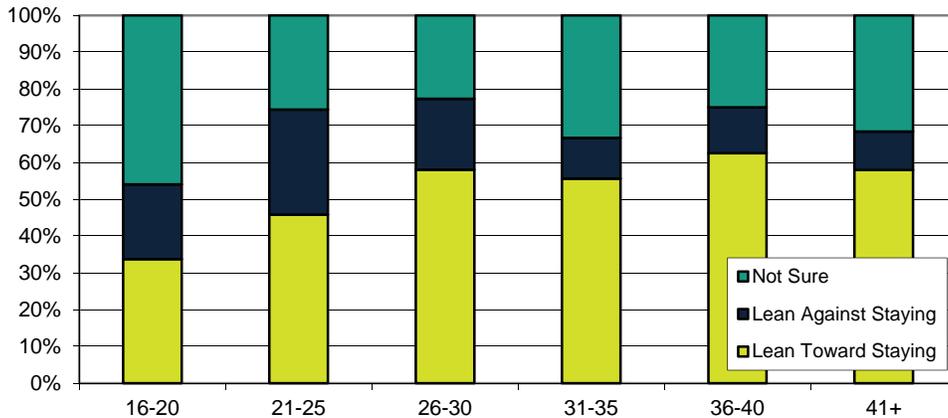
## Private College Results

The majority of private college students responding to the statewide survey (43.0%) lean toward staying in Iowa after graduation; however, over one-third (34.8%) are unsure of their plans after college and the remaining 22.2 percent are planning on leaving the state once they have graduated.

Over two-fifths (43.3%) of the male private college students plan to stay in Iowa following graduation, while 42.8 percent of the female students lean toward making Iowa their home after graduation.

Analysis by age group was also done to see if this is a factor in the students' decision to stay in Iowa. **Figure 31** illustrates that age is an inconsistent variable for determining students' decision to remain in Iowa. However, it is worth noting that 43.0 percent of all the private college students responding to the survey still plan to stay in the state.

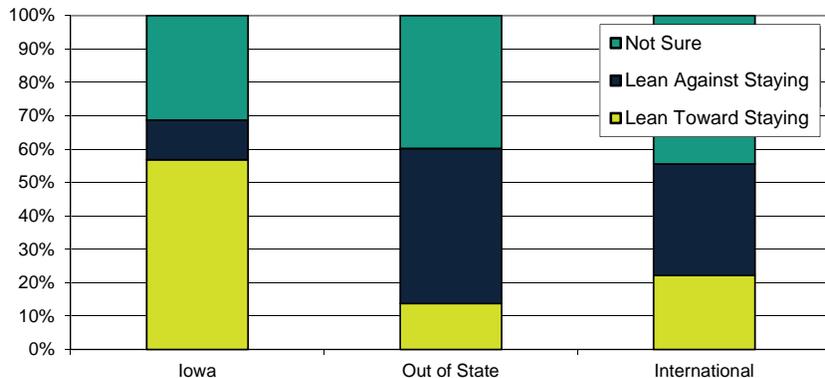
**Figure 31. Future Plans by Age Range (Private Colleges)**



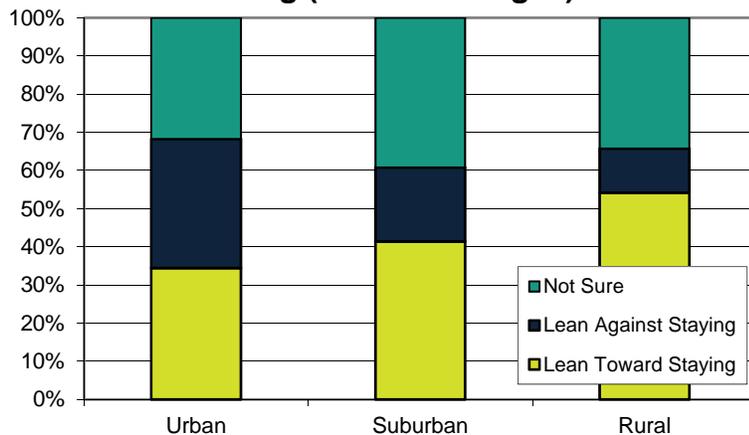
**Figure 32. Future Plans by State of Origin (Private Colleges)**

Private college students were asked to identify their state of origin in order to distinguish how likely they were to stay in Iowa after graduation based on whether they are an Iowa native, from another state, or an international student.

**Figure 32** indicates that Iowa natives are more likely to stay in Iowa than those from other states; however, 31.3 percent of Iowa natives are unsure about staying in the state.



**Figure 33. Future Plans by Desired Population Setting (Private Colleges)**



Survey results in **Figure 33** show that students preferring a rural setting are more likely to stay in the state. Over half (54.2%) of those desiring to live in rural areas lean toward staying in the state while 11.6 percent lean against staying; 34.2 percent are not sure.

Over two-fifths (41.4%) of students preferring a suburban setting lean toward staying while less than one-fifth (19.4%) lean against staying in Iowa; 39.2 percent are not sure. Over one-third (34.5%) of the student respondents desiring an urban setting lean toward staying in the state while 33.8 percent lean against staying; less than one-third (31.7%) are unsure.

**Figure 34** indicates that private colleges represent the highest percentage (60.2%) of all the collegiate groups when it comes to believing that Iowa has job opportunities that interest them. However, only 42.6 percent believe that Iowa offers competitive wages.

**Figure 34. Attractiveness of Job Opportunities (Private Colleges)**

Iowa Has Job Opportunities That...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Interest me personally	60.2%	88.7%	8.0%	3.3%
Offer attractive benefits	54.7%	86.8%	8.9%	4.3%
Offer career advancement	54.3%	86.5%	9.4%	4.1%
Provide competitive wages	42.6%	86.0%	10.5%	3.5%
Are in a variety of fields & industries	58.3%	62.6%	31.1%	6.3%

Private college students are looking for job opportunities that offer attractive benefits (86.8%), career advancement (86.5%) and competitive wages (86.0%).

Only 37.9 percent of private college students perceive Iowa as having entertainment options that interest them (Figure 35 on next page). They believe Iowa does not have attractive sports teams/events/venues, cultural attractions, night life or commercial centers/districts. Most private college students responded that they would be influenced by attractive outdoor recreation (70.3%), cultural attractions (69.3%), fitness/health centers/YMCAs (69.2%), attractive night life (64.3%) and attractive sports teams/events/venues (58.4%).

*“I would like to see Iowa acquire a professional sport team, any sport would work i.e. NBA, NFL, MLB, etc. It would create several jobs in all levels, generate revenue for the state, and bring people into the state to experience the great atmosphere that Iowa offers.” - 39 year-old Saint Ambrose University*

**Figure 35. Entertainment in Iowa (Private Colleges)**

Iowa Has (an) Attractive...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Entertainment options that interest me	38.1%	78.3%	18.2%	3.5%
Outdoor recreation (fishing, camping, hiking, hunting, etc.)	60.7%	70.2%	24.9%	4.9%
Cultural attractions (museums, theatres, festivals, etc)	41.1%	69.2%	26.2%	4.7%
Fitness/health centers/YMCAs	61.4%	69.0%	26.8%	4.2%
Night life (coffee houses, bars, clubs, etc)	45.7%	64.1%	32.2%	3.7%
Sports teams/events/venues	35.3%	58.2%	36.0%	5.8%
Commercial centers/districts	37.0%	57.6%	36.8%	5.6%
Social/ethnic/religious/professional organizations	38.6%	56.0%	37.9%	6.1%
Organized recreation leagues	42.1%	49.7%	42.7%	7.7%
Golf courses, country clubs, resorts	43.0%	38.9%	52.0%	9.1%

**Figure 36**, below, shows that 78.2 percent of respondents agree that Iowa has communities in which they would consider raising a family. Nearly four-fifths (78.4%) would be attracted to communities where they would consider raising a family. Private college students are most influenced by clean/safe communities (88.8%), low crime rate (88.2%), strong education systems (87.3%), easily accessible medical care networks (84.7%) and short safe daily commutes (80.2%).

Private college students agree that Iowa does have clean/safe communities (80.6%), short/safe daily commutes (72.3%), easily accessible medical care networks (70.7%) and strong education systems (70.2%).

**Figure 36. Quality of Life (Private Colleges)**

Iowa Has...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Clean safe communities	80.5%	88.8%	9.2%	2.0%
Low crime rate	65.4%	88.2%	9.9%	2.0%
Strong education system	70.1%	87.3%	10.8%	2.0%
Medical care network that is easily accessible	70.6%	84.6%	12.7%	2.6%
Short & safe daily commutes	72.2%	80.1%	17.1%	2.8%
Communities I would consider raising a family	78.1%	78.3%	16.8%	4.8%
Living near family/friends	69.8%	78.0%	19.3%	2.6%
Suitable roads & highways	68.1%	74.7%	22.0%	3.3%
Weather I enjoy	37.0%	53.2%	43.3%	3.5%
Diverse communities	36.5%	47.1%	46.3%	6.6%

Features that respondents most disagreed were featured in Iowa are attractive weather (34.4%), diverse communities (31.9%) and proximity to their friends & family (16.8%). However, only 47.1 percent of private respondents stated that diverse communities would influence their decision to remain in Iowa after completing their education.

**Figure 37** (on the next page) demonstrates that most private college students are attracted to affordable cost of living (91.4%) and most agree that Iowa provides affordable options (83.0%). Slightly more than half (51.7%) agree that Iowa offers affordable medical care, 52.2 percent agree Iowa offers affordable travel options, and 62.1 percent agree Iowa offers affordable tax rates; but 71.9 percent agree that Iowa has affordable housing, which is higher than other student perceptions.

**Figure 37. Cost of Living (Private Colleges)**

Iowa Has...	I Agree, Iowa Has...	Would Influence	Would Not Influence	No Opinion
Affordable cost of living	67.0%	90.3%	6.4%	3.3%
Affordable housing	56.9%	88.0%	8.2%	3.8%
Affordable education	59.4%	85.2%	10.6%	4.2%
Affordable medical care	50.9%	84.3%	11.5%	4.2%
Affordable tax rate	47.9%	74.2%	19.2%	6.6%
Affordable travel options	42.7%	66.0%	28.2%	5.8%

*“Moved here from Cincinnati, Ohio three years ago. My wife and I both love living in Dubuque. There is much to do, the town is clean and relatively quiet. We enjoy all there is to do here and prefer here to Cincinnati.” - 46 year-old Loras College student*

**Figure 38** shows that students at Iowa’s private colleges are interested in a variety of industries. Respondents who are interested in construction professions lean most towards staying in Iowa (80.0%), which is not representative of the college student population as a whole. Respondents who are interested in legal careers lean most toward leaving Iowa (50.0%).

In addition to aspiring construction professionals, those with interests in agriculture/natural resources/environmental (65.0%), finance/insurance/real estate (52.4%), and manufacturing (50.0%) careers are among those that lean more toward staying in Iowa after graduating from a private college.

Aspiring active military/law enforcement/public safety (42.9%), entertainment & recreation (35.0%) and public administration/government (30.0%) professionals are among those that more heavily lean toward leaving the state after completing their education.

**Figure 38. Future Employment Interests (Private Colleges)**

Future Employment Interest	Lean Toward Staying	Lean Against Staying	Not Sure
Construction	80.0%	0.0%	20.0%
Agriculture/Natural Resources/Environment	65.0%	5.0%	30.0%
Finance/Insurance/Real Estate	52.4%	11.9%	35.7%
General Business Administration	50.8%	11.5%	37.7%
Manufacturing	50.0%	28.6%	21.4%
Education	47.7%	22.7%	29.5%
Public Administration/Government	44.8%	31.0%	24.1%
Healthcare	42.0%	22.1%	35.9%
Other	40.9%	27.3%	31.8%
Computer Information Technology	38.9%	27.8%	33.3%
Social Services	36.8%	29.8%	33.3%
Personal Services	34.2%	18.4%	47.4%
Entertainment & Recreation	30.0%	35.0%	35.0%
Communications/Journalism/Public Relations	29.6%	29.6%	40.7%
Active Military/Law Enforcement/Public Safety	21.4%	42.9%	35.7%
Legal	18.8%	50.0%	31.3%
Transportation/Public Utilities	*	*	*
Wholesale/Retail Trade	*	*	*

\* Insufficient survey data/refused

## **Additional Private College Statistics**

### **Marital Status**

Respondents stated that Iowa is only attractive to those who are married and raising a family. Respondents who identified themselves as married are more likely to stay in Iowa (68.9%) while 18.0 percent of married respondents lean against staying. Of those who identified themselves as single, 39.3 percent lean toward staying while 23.4 percent lean against staying.

### **Internships and Apprenticeships**

One of the easiest ways that people find work after completing their education is through internships or apprenticeships. Employers in the state of Iowa value job applicants with internship or apprenticeship experience. 27.6 percent of private college respondents are currently participating or have participated in an internship, 2.1 percent are currently participating/have participated in an apprenticeship.

### **Employment Status**

Of course not all students at Iowa colleges are full-time students with no jobs, some are full-time or part-time students working part-time jobs, some are even working full-time jobs. 43.0 percent of respondents who identified themselves as not employed lean toward staying in the state, 41.9 of respondents that work part-time jobs lean toward staying in the state, while 48.3 percent who work full-time lean toward staying in the state after completing their education.

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## **Methodology**

The Iowa College Student Survey and The Iowa College Student Analysis are produced by Iowa Workforce Development (IWD) Regional Research & Analysis Bureau, in cooperation with Iowa's colleges and the Office of the Governor of Iowa.

In February 2013, The College Student Survey was sent to registrar offices of community colleges, state universities, and private institutions across the state of Iowa. The survey was then distributed electronically to the student population by college representatives. The window for responses extended from February 2013 through June 2013. There were 5,074 responses received.

The responses were collected by IWD Regional Research & Analysis Bureau and SPSS® was used to recode and formulate the received data into reportable measurements. Methods of analysis in SPSS® were frequency analysis, cross tabulations, and multiple response cross tabulation. The analysis does not weigh the importance of each variable against one another, but instead represents how many respondents chose that particular feature. For example:

*“Respondents seeking a two-year degree or certification in health occupations that are unsure about or leaning against staying in Iowa are most influenced by clean/safe communities (86.8%)...”*

The majority, (86.8%) represents the number of respondents who identified themselves as interested in a two-year degree or certification in health occupations who don't lean toward staying in Iowa that indicated clean/safe communities would influence their decision to stay in Iowa after graduation.

IWD does not imply that a particular feature is more important than any other feature, rather that a certain percentage of the respondents replied that one feature either is or is not featured in the state of Iowa, and if that feature attracts, does not attract, or if they have no opinion on that feature.



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