RETAINING IOWA'S TALENT

Post-Graduation Location & Employment Plans

Released | November 2017

IOWA WORKFORCE DEVELOPMENT

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Iowa College Student Survey Analysis

Overview

From March through May 2017, Iowa Workforce Development collected data through an online survey that was given to college students across the State of Iowa. Surveys were distributed to students enrolled in community colleges, state universities, and private institutions (both for-profit and non-profit) including career/technical schools that had one or more physical locations in Iowa. See the methodology section (p.37) for a list of participating schools.

The purpose of the survey was to gather information regarding students' intentions to either remain in Iowa or locate outside of Iowa following graduation or upon program completion. In addition, the survey asked students to rate what factors were most important to them when deciding where to locate and then provide their perception of Iowa when it came to those same factors.

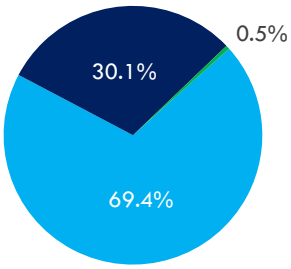
The following is a breakdown by demographics and student status of the overall sample collected.

Total Number of Student Respondents

8,693

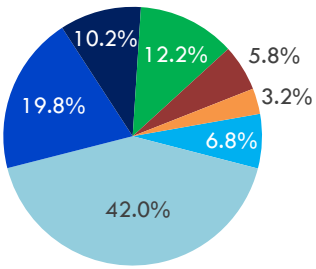
Respondents who did not provide an answer within the following categories are excluded from analysis.

Gender



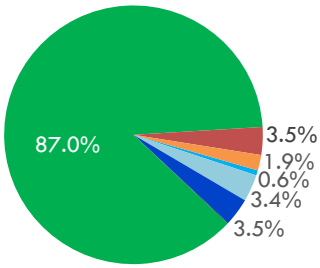
1 Female - 69.4%
Male - 30.1%
Other - 0.5%

Age



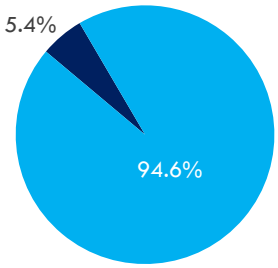
18 - 6.8%
1 19-21 - 42.0%
2 22-25 - 19.8%
26-30 - 10.2%
3 31-40 - 12.2%
41-50 - 5.8%
≥ 51 - 3.2%

Race*



American Indian/Alaskan Native - 0.6%
Asian - 3.4%
2 Black/African American - 3.5%
Native Hawaiian/Other Pacific Islander - 0.1%
1 White/Caucasian - 87.0%
2 Two or More Races - 3.5%
Other - 1.9%

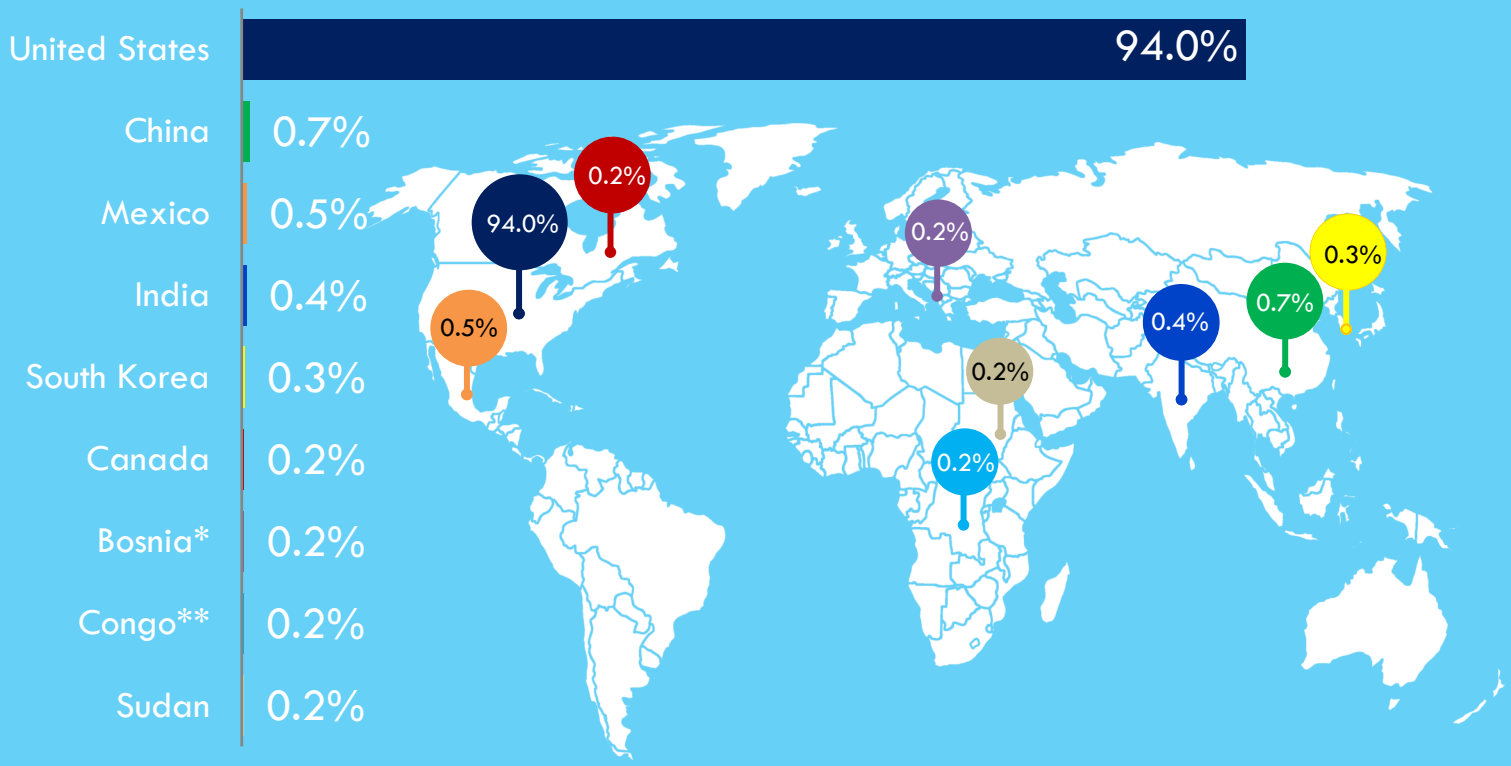
Ethnicity*



Hispanic - 5.4%
1 Not Hispanic - 94.6%

Options based upon categories used by the U.S. Census Bureau

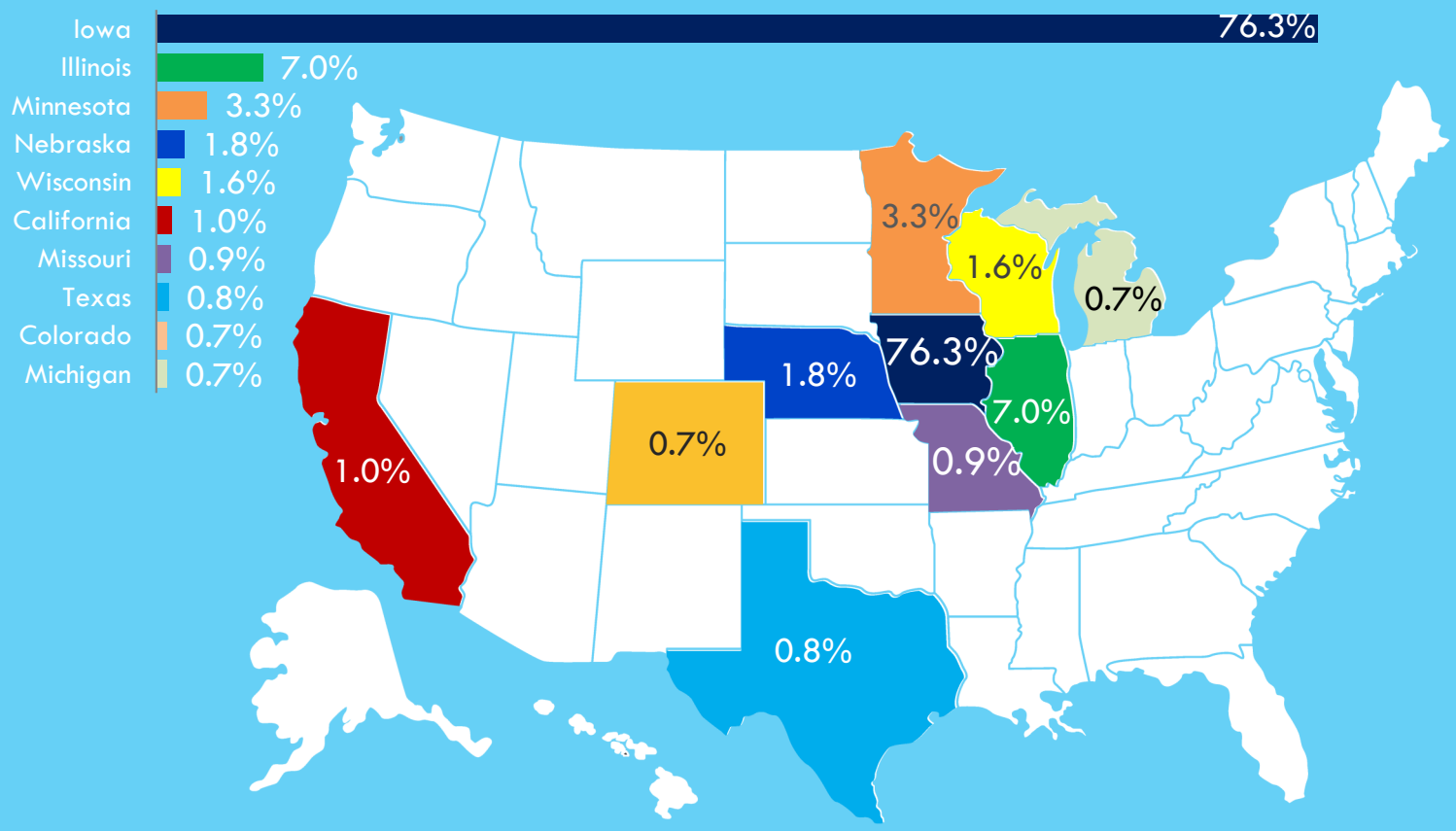
Country of Origin (top reported)



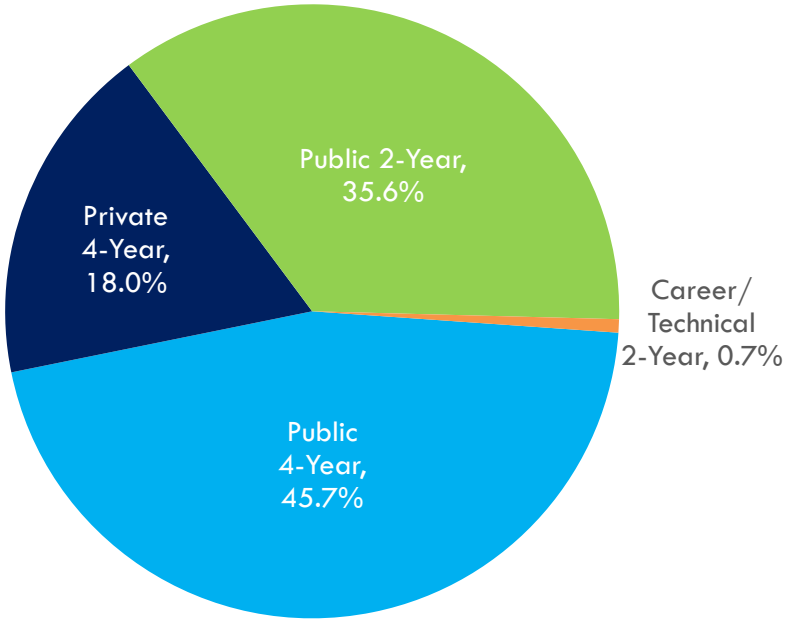
*Bosnia and Herzegovina
**Democratic Republic of Congo

State of Origin* (top reported)

*Among those reporting the United States as their country of origin.



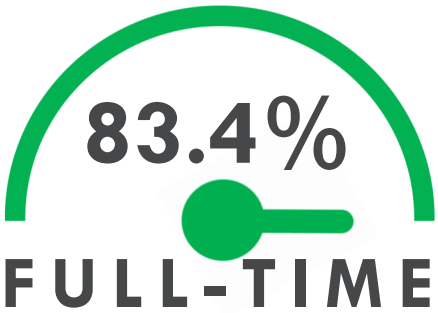
Percentage of Students by Institution Type

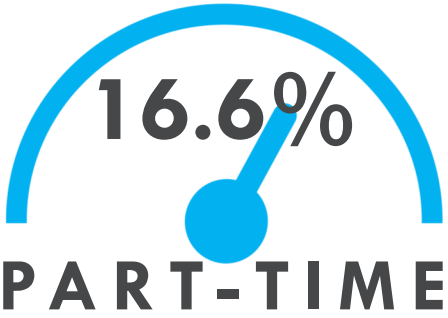


Total Students by Level of Education

	Level Currently Seeking	Highest Level Plan to Seek
Postgraduate or Professional Degree	1,326	4,186
Bachelor's Degree	4,532	3,300
Associate Degree	2,532	1,058
Job Certification Seekers	178	111
Journey-Worker Status Seekers	18	15

Student Status





How Students Take Courses

62.1% attend class in-person

8.0% online classes only

29.6% combination of in-person & online

Future Plans

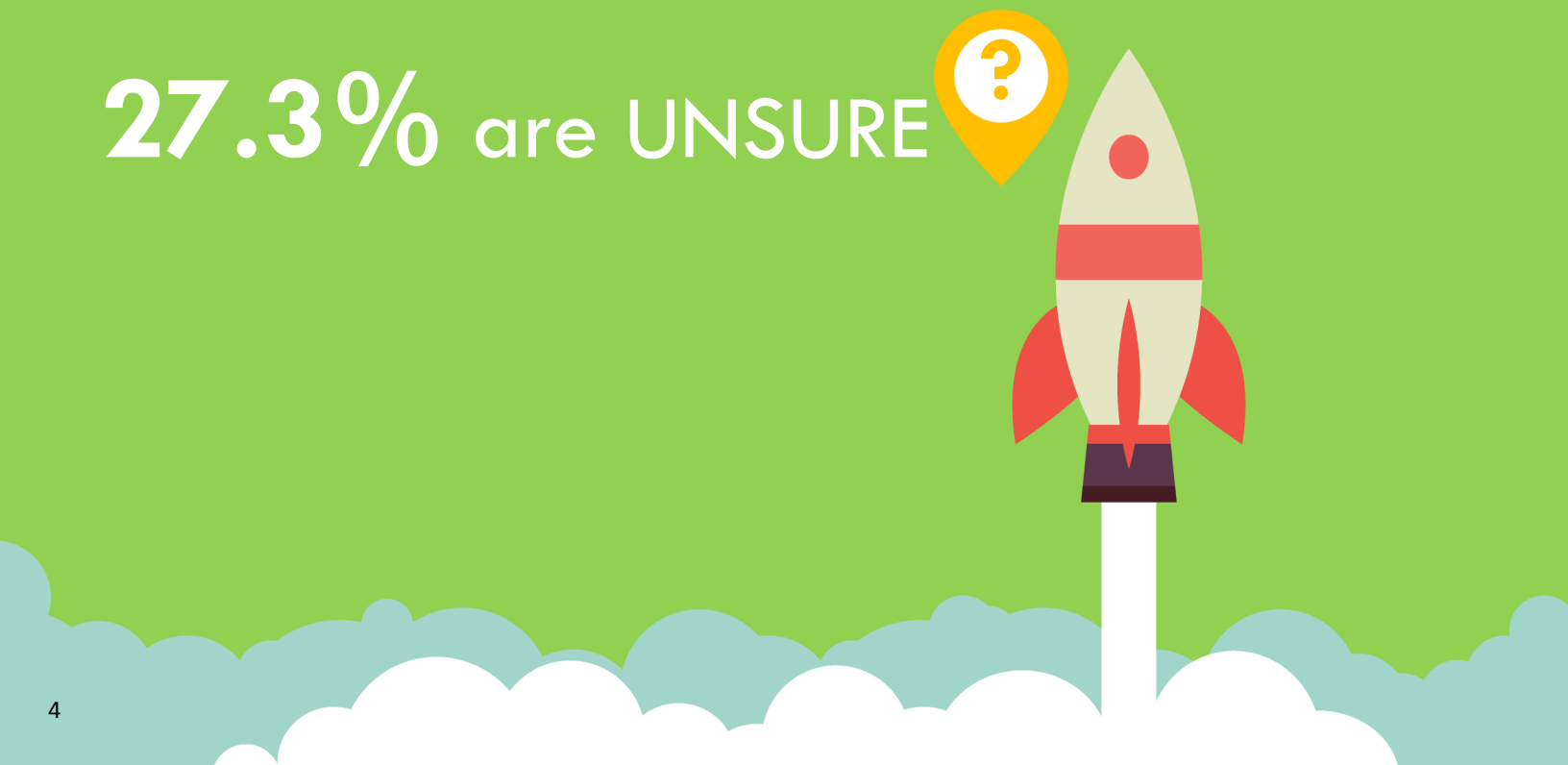
79.2% OF STUDENTS REPORT THAT THEY HAVE BEGUN TO CONSIDER WHERE THEY WILL LOCATE FOLLOWING GRADUATION OR UPON PROGRAM COMPLETION.

WILL THEY STAY/LOCATE IN IOWA?

46.0% are likely to STAY

26.7% are likely to LEAVE

27.3% are UNSURE

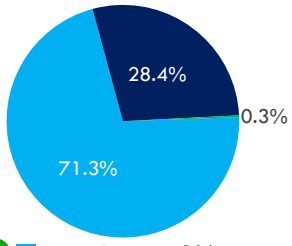


DEMOGRAPHIC COMPARISON

Respondents who did not provide an answer within the following categories are excluded from analysis.

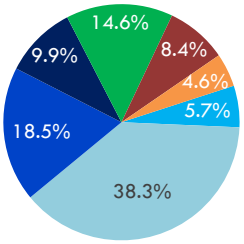
Likely to Stay in Iowa

Gender



1 Female - 71.3%
Male - 28.4%
Other - 0.3%

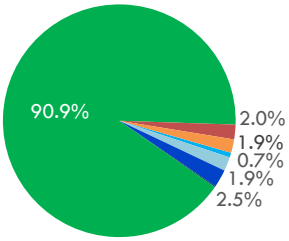
Age



18 - 5.7%
31-40 - 14.6% 3
1 19-21 - 38.3%
41-50 - 8.4%
2 22-25 - 18.5%
≥ 51 - 4.6%
26-30 - 9.9%

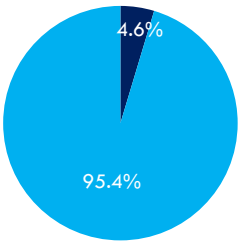
27 AVERAGE AGE 24

Race*



American Indian/Alaskan Native - 0.7%
Asian - 1.9%
2 Black/African American - 2.5%
Native Hawaiian/Other Pacific Islander - 0.1%
1 White/Caucasian - 90.9%
3 Two or More Races - 2.0%
Other - 1.9%

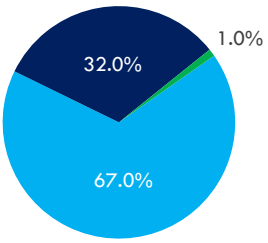
Ethnicity*



Hispanic - 4.6%
1 Not Hispanic - 95.4%

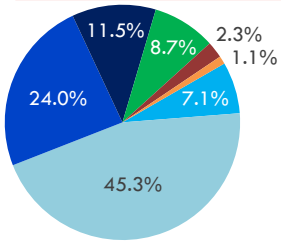
Likely to Leave Iowa

Gender



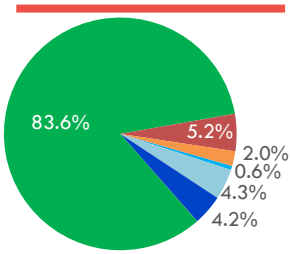
1 Female - 67.0%
Male - 32.0%
Other - 1.0%

Age



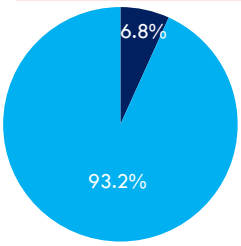
18 - 7.1%
31-40 - 8.7%
1 19-21 - 45.3%
41-50 - 2.3%
2 22-25 - 24.0%
≥ 51 - 1.1%
3 26-30 - 11.5%

Race*



American Indian/Alaskan Native - 0.6%
Asian - 4.3%
3 Black/African American - 4.2%
Native Hawaiian/Other Pacific Islander - 0.1%
1 White/Caucasian - 83.6%
2 Two or More Races - 5.2%
Other - 2.0%

Ethnicity*



Hispanic - 6.8%
1 Not Hispanic - 93.2%

**Options based upon categories used by the U.S. Census Bureau*

DEMOGRAPHIC COMPARISON (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

Likely to Stay in Iowa

Relationship Status

41.0%

OF SINGLES ARE LIKELY TO STAY

Likely to Leave Iowa

Relationship Status

29.3%

OF SINGLES ARE LIKELY TO LEAVE

Dependents

60.2%

OF THOSE WITH DEPENDENTS ARE LIKELY TO STAY

AMONG THOSE WHOSE DEPENDENTS LIVE IN IOWA:

64.3% ARE LIKELY TO STAY

13.5% ARE LIKELY TO LEAVE

Dependents

16.1%

OF THOSE WITH DEPENDENTS ARE LIKELY TO LEAVE

Family in Iowa

52.8%

OF THOSE WITH FAMILY IN IOWA ARE LIKELY TO STAY

Family in Iowa

20.6%

OF THOSE WITH FAMILY IN IOWA ARE LIKELY TO LEAVE

Origins

46.8% OF THOSE → FROM THE U.S. ← OF THOSE **26.7%**

ARE LIKELY TO STAY

ARE LIKELY TO LEAVE

Origins

54.5% OF THOSE → FROM IOWA ← OF THOSE **19.3%**

ARE LIKELY TO STAY

ARE LIKELY TO LEAVE

52.7% ARE LIKELY TO STAY

WHO ARE FROM A RURAL SETTING

21.0% ARE LIKELY TO LEAVE

32.9% ARE LIKELY TO STAY

WHO PREFER TO LIVE IN AN URBAN SETTING

36.7% ARE LIKELY TO LEAVE

ENROLLMENT COMPARISON

Likely to Stay in Iowa

Breakout of those **Likely to Stay** by Institution Type

Career/Technical..... 0.6%

1 Community Colleges...41.8%

Private 4-Year..... 18.8%

Public 4-Year..... 38.8%

Likely to Leave Iowa

Breakout of those **Likely to Leave** by Institution Type

Career/Technical..... 0.6%

Community Colleges...25.2%

Private 4-Year..... 16.7%

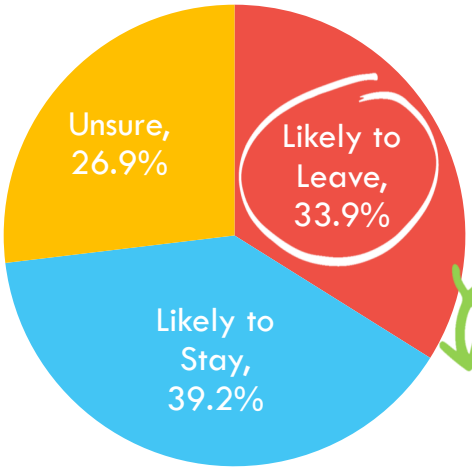
1 Public 4-Year..... 57.5%

Among the students who indicated that they are likely to stay over two-fifths (41.8%) are currently attending a community college. The next largest portion of those likely to stay in Iowa following graduation attend a public 4-year university.

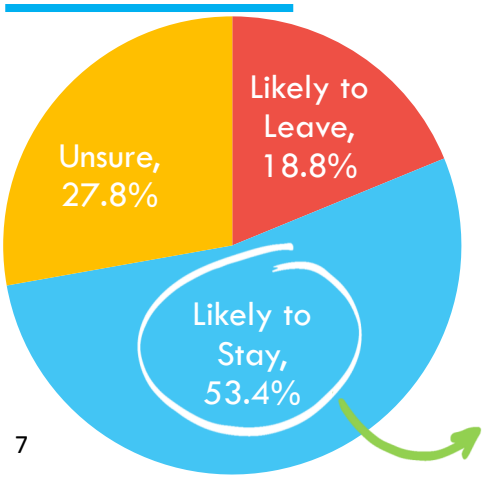
For those students who indicated they are likely to leave Iowa following graduation or upon program completion, nearly three-fifths (57.5%) are currently attending a public 4-year university.

Likely to Stay or Leave by Institution Type

Public 4-Year



Community College



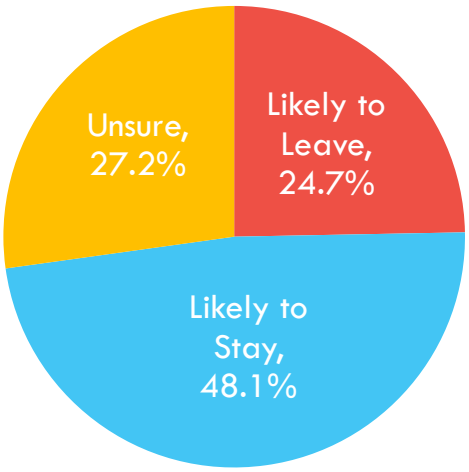
Within each school-type a **similar** percentage of students are **unsure** of where they would locate following graduation or upon program completion.

HOWEVER...

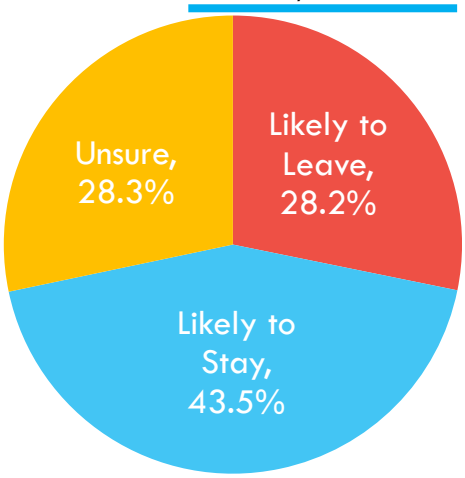
PUBLIC 4-YEAR UNIVERSITIES HAVE THE GREATEST PERCENTAGE OF STUDENTS (COMPARED TO THE OTHER INSTITUTION TYPES) THAT ARE **LIKELY TO LEAVE** IOWA, AT **33.9%**; WHILE

COMMUNITY COLLEGES HAVE THE GREATEST PERCENTAGE OF STUDENTS THAT ARE **LIKELY TO STAY IN** IOWA, AT **53.4%**.

Private 4-Year



Career/Technical

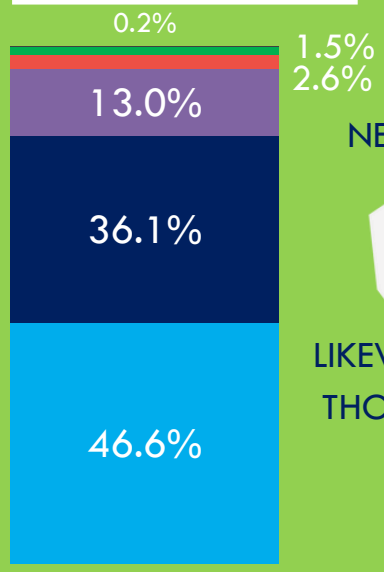


STUDENT STUDIES COMPARISON

Respondents who did not provide an answer within the following categories are excluded from analysis.

Likely to Stay in Iowa

Education Level Sought

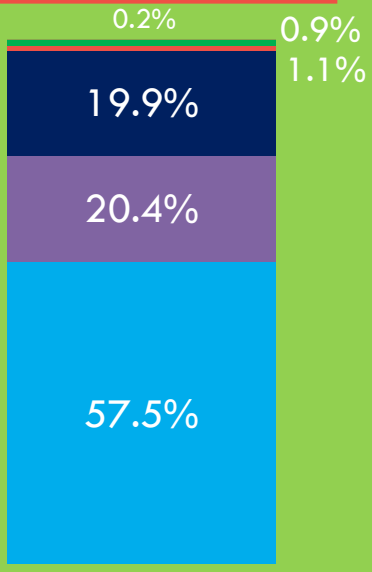


- Not Seeking a Degree or Certification - 1.5%
- Job-Related Certification - 2.6%
- Journey-Worker Status - 0.2%
- Associate Degree - 36.1%
- 1 Bachelor's Degree - 46.6%
- Postgraduate/Professional Degree - 13.0%

NEARLY HALF **(46.6%)** OF THOSE **LIKELY TO STAY IN IOWA** ARE SEEKING A **BACHELOR'S DEGREE;** LIKEWISE, THE MAJORITY **(57.5%)** OF THOSE **LIKELY TO LEAVE** ARE SEEKING A **BACHELOR'S DEGREE.**

Likely to Leave Iowa

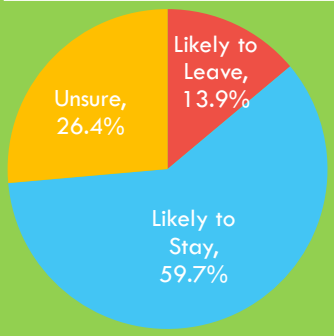
Education Level Sought



- Not Seeking a Degree or Certification - 0.9%
- Job-Related Certification - 1.1%
- Journey-Worker Status - 0.2%
- Associate Degree - 19.9%
- 1 Bachelor's Degree - 57.5%
- Postgraduate/Professional Degree - 20.4%

Likely to Stay or Leave by Education Level Sought

Job-Related Certification



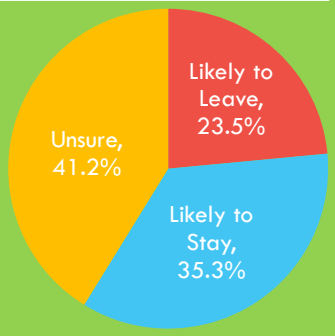
The likelihood of staying or leaving Iowa following graduation or upon program completion varies by the education level sought by the student.

FOR INSTANCE...

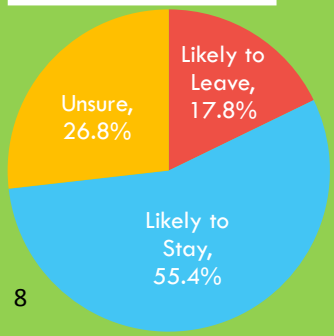
AMONG THOSE SEEKING AN **ASSOCIATE DEGREE, 55.4%** ARE **LIKELY TO STAY** IN IOWA.

FOR THOSE STUDENTS INDICATING THEY ARE PURSUING A **POSTGRADUATE/ PROFESSIONAL DEGREE—34.4%** REPORTED THAT THEY ARE **LIKELY TO LEAVE** IOWA.

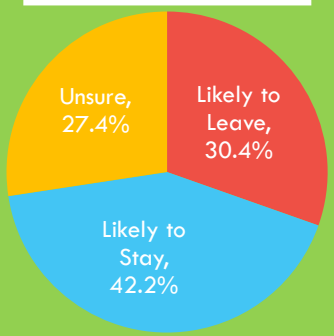
Journey-Worker Status



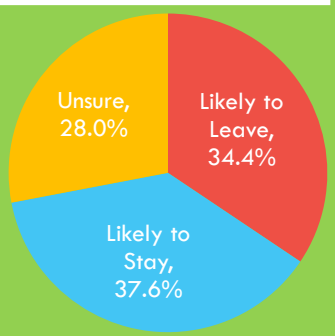
Associate Degree



Bachelor's Degree



Postgraduate/Professional Degree

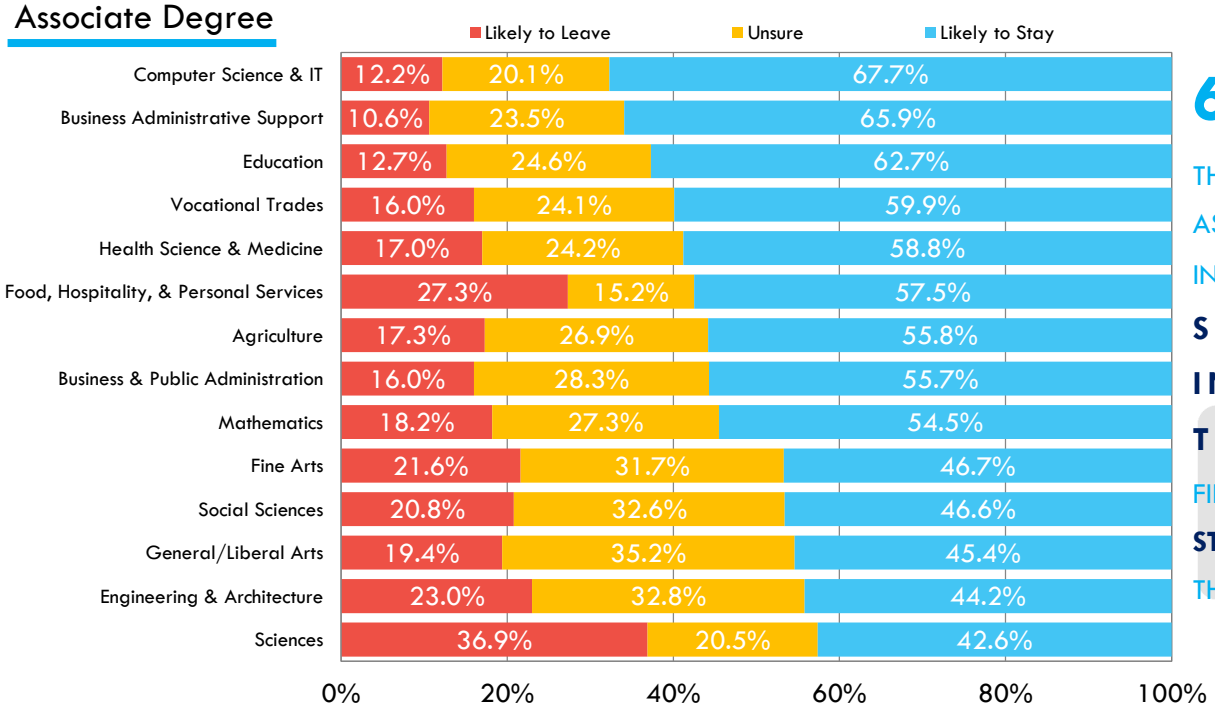


STUDENT STUDIES COMPARISON (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

Likely to Stay or Leave by Field of Study by Education Level Sought

Associate Degree

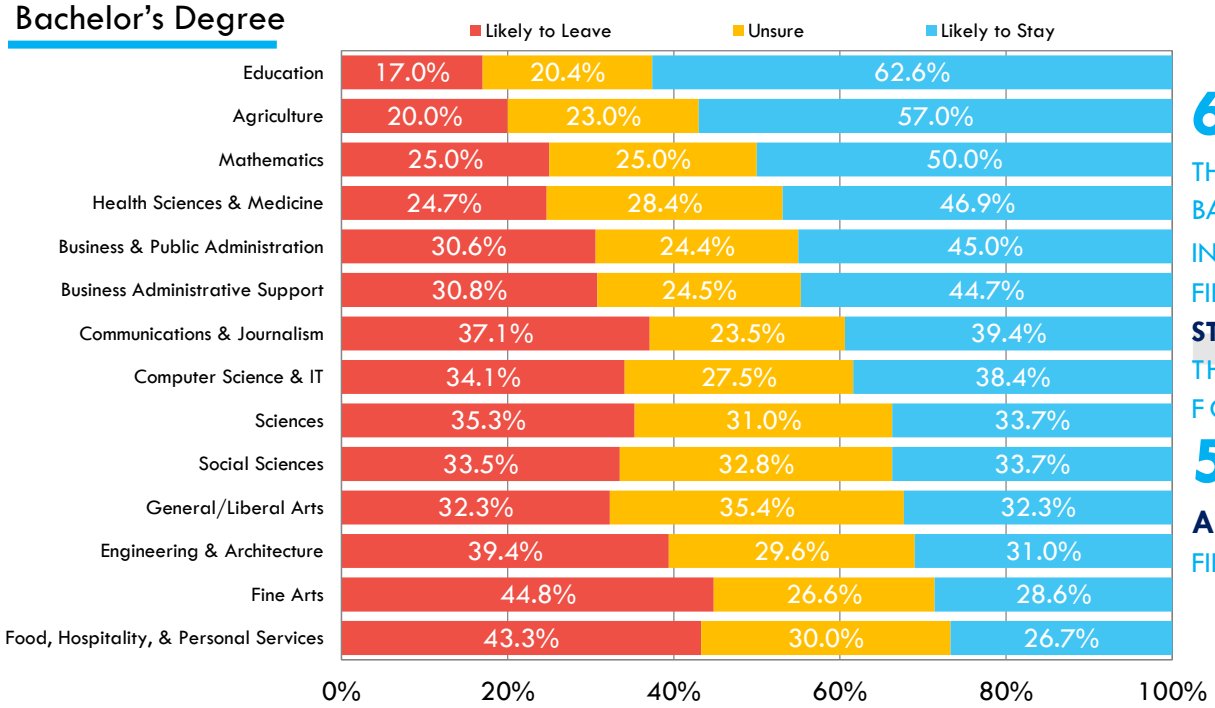


67.7% OF THOSE PURSUING AN ASSOCIATE DEGREE IN THE **COMPUTER SCIENCE & INFORMATION TECHNOLOGY** FIELD ARE **LIKELY TO STAY IN IOWA** AFTER THEY GRADUATE.

The transportation and other field of study categories are not included in the chart above due to insufficient survey data for reporting purposes.

Among those students pursuing an associate degree, those within the sciences field are the most likely to leave Iowa following graduation or upon program completion (36.9%) .

Bachelor's Degree



62.6% OF THOSE PURSUING A BACHELOR'S DEGREE IN THE **EDUCATION** FIELD ARE **LIKELY TO STAY** IN IOWA AFTER THEY GRADUATE. FOLLOWED BY **57.0%** IN THE **AGRICULTURAL** FIELD.

The other field of study category is not included in the chart above due to insufficient survey data for reporting purposes.

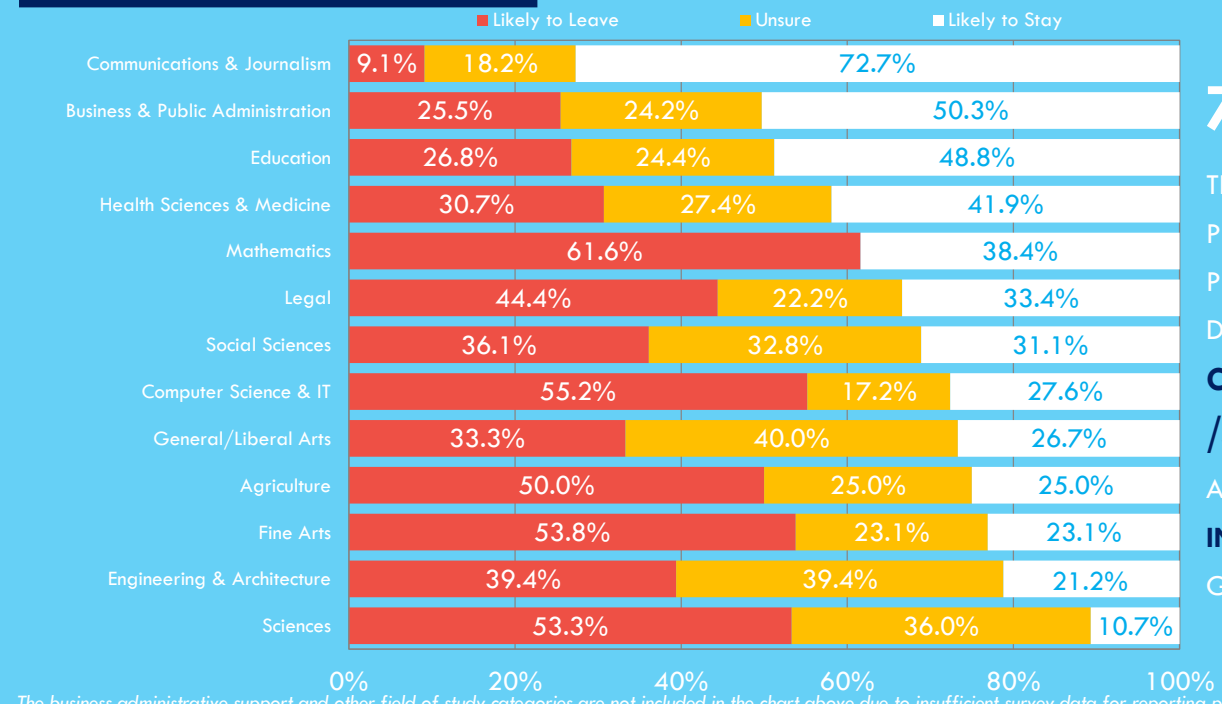
Among those students pursuing a Bachelor's degree, those within the fine arts field are the most likely to leave Iowa following graduation or upon program completion (44.8%); followed by those in the food, hospitality, & personal services field (43.3%) .

STUDENT STUDIES COMPARISON (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

Likely to Stay or Leave by Field of Study by Education Level Sought

Postgraduate/Professional Degree



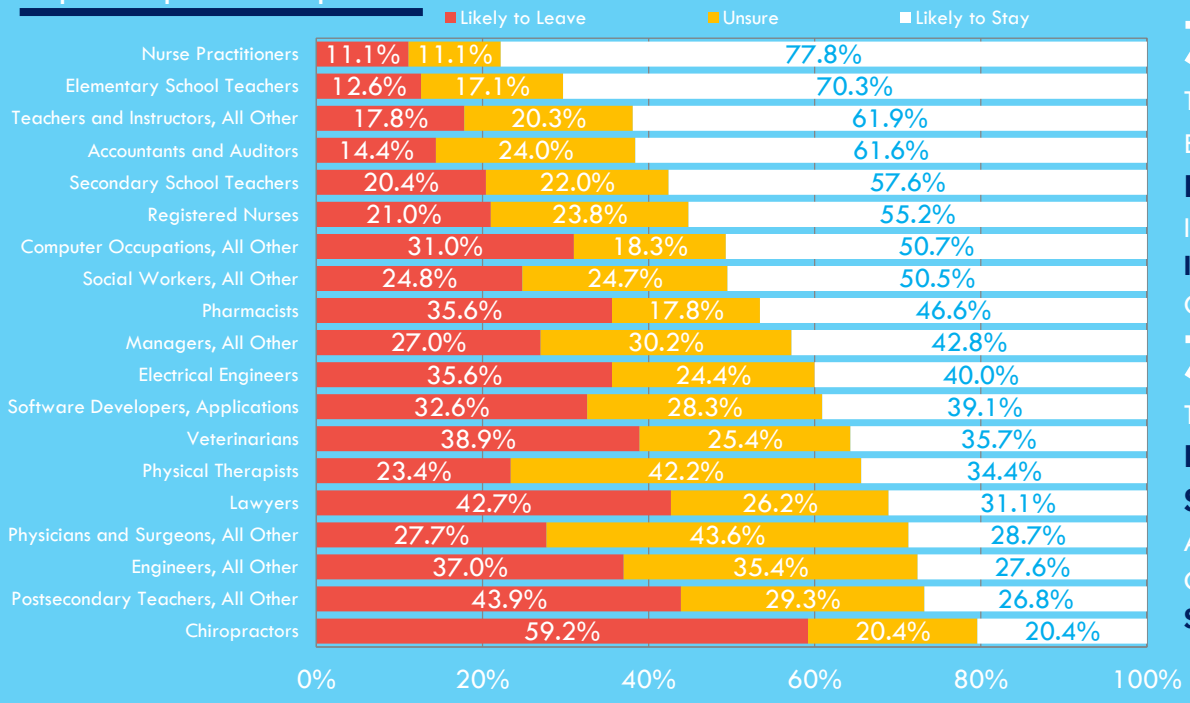
72.7% OF THOSE PURSUING A POSTGRADUATE/PROFESSIONAL DEGREE IN THE **COMMUNICATIONS/JOURNALISM** FIELD ARE **LIKELY TO STAY IN IOWA** AFTER THEY GRADUATE.

The business administrative support and other field of study categories are not included in the chart above due to insufficient survey data for reporting purposes.

Among those students pursuing a postgraduate/professional degree, those within the mathematics field (61.6%) are the most likely to leave Iowa following graduation or upon program completion.

Likely to Stay or Leave by Top Reported Occupation Intending to Pursue

Top Occupations Reported



77.8% OF THOSE INTENDING TO BECOME A **NURSE PRACTITIONER** ALSO INTEND TO **STAY IN IOWA** AFTER THEY GRADUATE.

70.3% OF THOSE THAT IDENTIFY **ELEMENTARY SCHOOL TEACHER** AS THEIR JOB OF CHOICE PLAN ON **STAYING IN IOWA**.

Students were asked if they had decided what occupation they planned to pursue once they graduated. The chart above indicates the top occupations reported by likeliness to leave or stay in Iowa following graduation or upon program completion.

Likely to Stay in Iowa

46.0% OF STUDENTS WHO INDICATED THEY HAVE STARTED TO CONSIDER WHERE TO LOCATE FOLLOWING GRADUATION OR UPON PROGRAM COMPLETION STATE THAT THEY **WILL "PROBABLY" OR "DEFINITELY" CHOOSE TO STAY IN IOWA.**

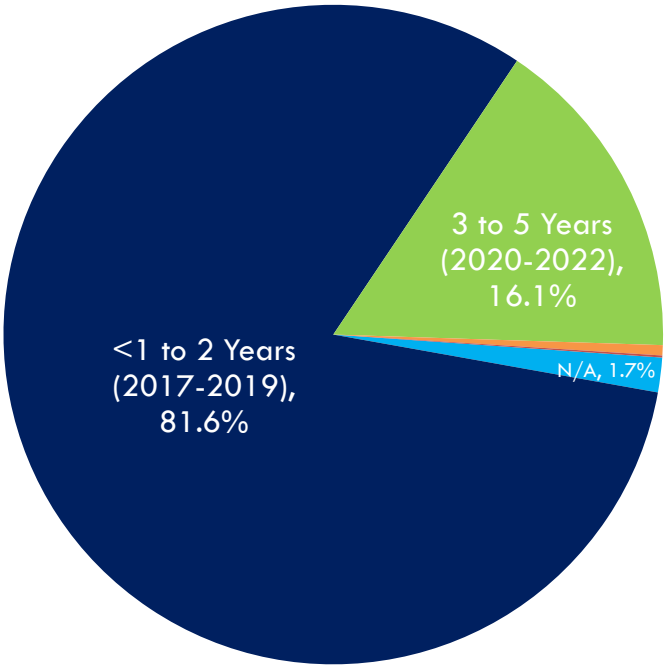
27.3% are unsure of their location plans following graduation or upon program completion.

The following section provides characteristics of this group of students who are likely to locate in Iowa. This includes, defining what motivates their career decision, the importance of work/life balance, wages, and benefits. It also shows how they rank certain factors that may influence a location decision (such as financial considerations, quality of life, and entertainment options) along with their opinion as to whether or not Iowa possesses these qualities and/or opportunities.

LIKELY TO STAY IN IOWA

Respondents who did not provide an answer within the following categories are excluded from analysis.

Anticipated Graduation/Completion Dates



Following Graduation/Completion, When Do They Intend to Become Employed?

%	Timeline for Employment
21.5%	Currently Employed/ No Plans to Change
57.6%	Immediately/ Currently Seeking
13.6%	1 to 2 Months
3.7%	3 to 6 Months
1.1%	7 to 12 Months
1.9%	Greater than 1 Year
0.6%	Do Not Plan to Seek Employment

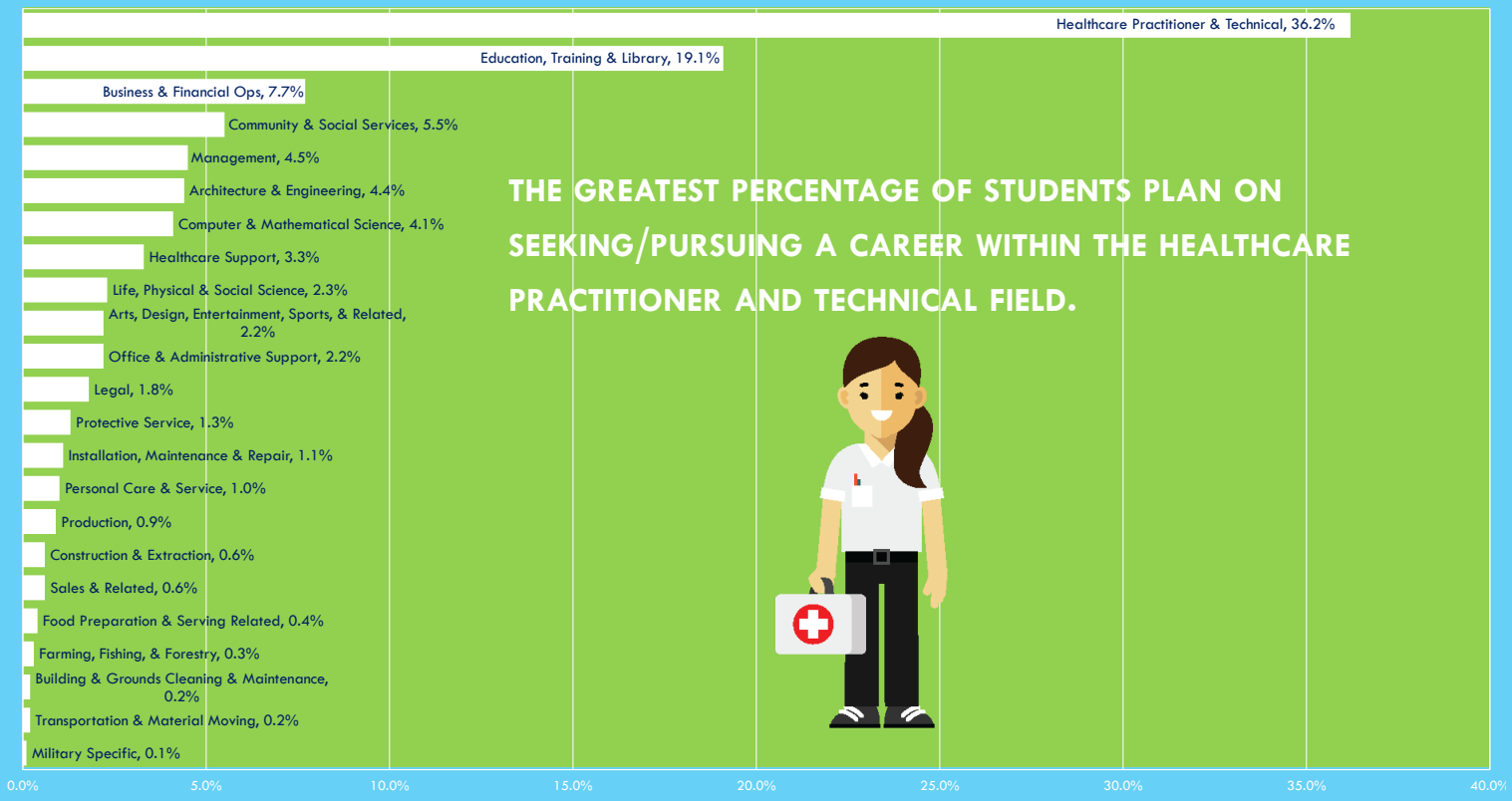
77.9%

Have Decided What Occupation They Want to Pursue.

LIKELY TO STAY IN IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

Top Occupational Groupings of Intended Careers



THE GREATEST PERCENTAGE OF STUDENTS PLAN ON SEEKING/PURSUING A CAREER WITHIN THE HEALTHCARE PRACTITIONER AND TECHNICAL FIELD.

Industries of Interest for Future Employment (respondent was allowed to select more than one)

%	Industry
36.1%	Healthcare
22.5%	Education
11.9%	Finance, Insurance, & Real Estate
11.6%	Social Services
11.3%	Personal Services, Entertainment & Rec.
8.2%	Information Technology
8.1%	Agriculture, Forestry, & Mining
7.9%	Public Administration & Government
6.2%	Manufacturing
5.8%	Communications
3.7%	Legal
3.6%	Construction
3.4%	Professional Services
2.3%	Military/Law Enforcement
2.0%	Transportation
1.7%	Utilities
1.6%	Wholesale & Retail Trade
1.1%	Other
0.6%	Accommodation & Food Services

LIKELY TO STAY IN IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

Current Job Offer in Place?

YES!

22.7% REPORT THAT THEY HAVE A CURRENT JOB OFFER

AMONG THESE

93.5%

STATE THAT THE JOB IS RELATED TO THEIR FIELD OF STUDY OR TRAINING PROGRAM

IN ADDITION, 96.2% REPORT THAT THIS JOB OFFER **IS LOCATED IN IOWA.**

Top Motivators For Making a Career Decision

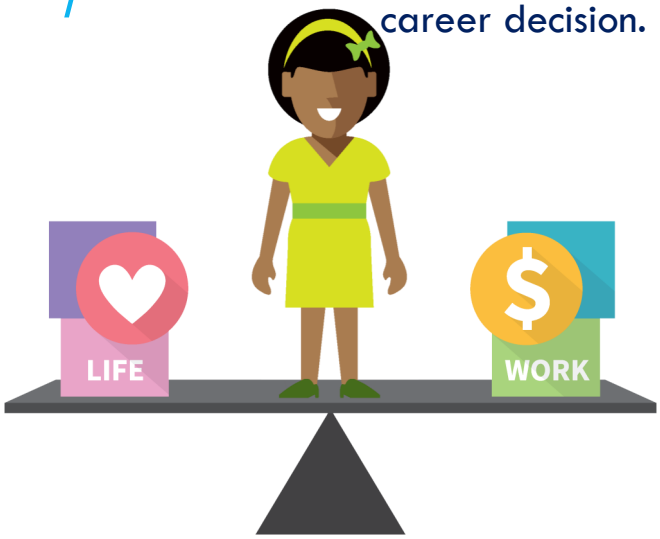
(respondent was allowed to select more than one)

49.9%	Personal Interest
37.3%	Earnings Potential
35.2%	Feel It Is Meant to Be
31.1%	Benefits Offered
29.6%	Location
28.4%	Job Security
28.0%	Aptitude for/Ability to Perform Job
18.7%	Family Reasons
12.0%	Humanitarian Reasons
6.3%	Physicality of Job

How Important is Work/Life Balance?

(Importance rating scale options available on p. 28)

Nearly **1/2** (47.1%) said it has **absolute importance** regarding their career decision.



Followed by **39.4%** who said it is **very important.**

LIKELY TO STAY IN IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

How Important is Salary/Wages When Considering a Job Offer?

45.0% STATE IT IS VERY IMPORTANT

& **28.4%** STATE IT HAS ABSOLUTE IMPORTANCE

How Important are Benefits When Considering a Job Offer?

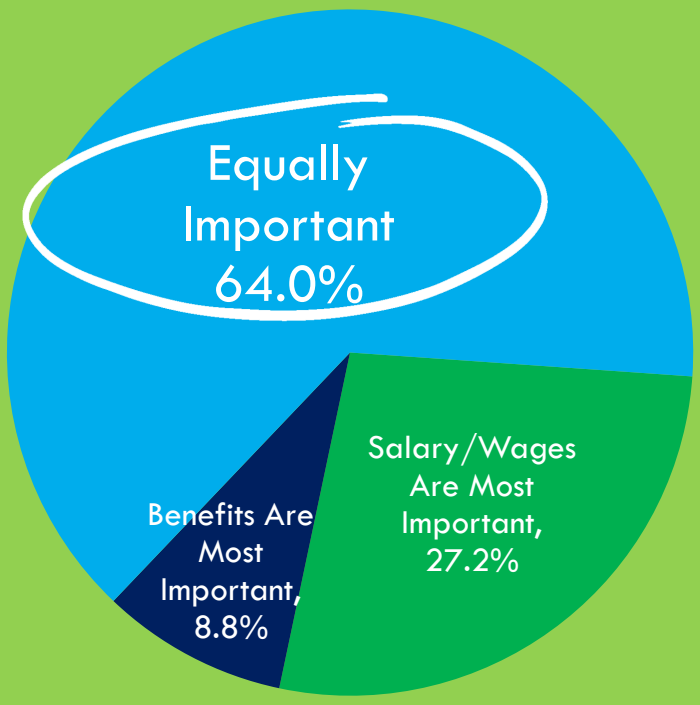
45.0% STATE IT IS VERY IMPORTANT

& **26.4%** STATE IT HAS ABSOLUTE IMPORTANCE

Which Has Greater Importance When Considering a Job Offer?

WAGES VS BENEFITS

WHILE 27.2% STATE SALARY/WAGES HAVE THE MOST IMPORTANCE WHEN CONSIDERING A JOB OFFER, NEARLY 2/3 (64.0%) FEEL THAT SALARY/WAGES AND BENEFITS ARE OF EQUAL IMPORTANCE.



LIKELY TO STAY IN IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

Expected Starting Wages/Salary*

	Overall	Architecture & Engineering	Arts, Design, Entertainment, & Sports	Business & Financial	Community & Social Services	Computer & Mathematical Science	Construction & Extraction	Education, Training, & Library	Healthcare Practitioner & Technical
$9.25-$11.49/hr | $19,240-$23,919/yr							18.2%		
$11.50-$14.49/hr | $23,920-$30,159/yr			★ 26.3%					17.9%	
$14.50-$18.24/hr | $30,160-$37,959/yr	17.7%		21.1%		24.2%	13.9%	27.3%	★ 29.7%	
$18.25-$22.74/hr | $37,960-$47,319/yr	18.2%	13.0%		22.0%	★ 29.5%	13.9%		26.4%	15.0%
$22.75-$28.74/hr | $47,320-$59,799/yr	★ 21.6%	23.4%	21.1%	★ 33.3%	18.9%	19.4%	★ 36.4%		★ 32.2%
$28.75-$35.99/hr | $59,800-$74,879/yr	13.9%	★ 44.2%		17.4%		★ 29.2%			16.1%
$36.00-$45.24/hr | $74,880-$94,119/yr									

	Healthcare Support	Installation, Maintenance, & Repair	Legal	Life, Physical, & Social Science	Management	Office & Administrative Support	Personal Care & Service	Production	Protective Service
$9.25-$11.49/hr | $19,240-$23,919/yr							★ 50.0%		
$11.50-$14.49/hr | $23,920-$30,159/yr	17.2%					23.7%	22.2%	12.5%	
$14.50-$18.24/hr | $30,160-$37,959/yr	★ 36.2%	21.1%		★ 25.0%		★ 42.1%		★ 31.3%	17.4%
$18.25-$22.74/hr | $37,960-$47,319/yr	25.9%	21.1%	12.9%		16.7%	15.8%		25.0%	
$22.75-$28.74/hr | $47,320-$59,799/yr		★ 31.6%	★ 29.0%	20.0%	★ 28.2%			12.5%	★ 39.1%
$28.75-$35.99/hr | $59,800-$74,879/yr			12.9%		17.9%				
$36.00-$45.24/hr | $74,880-$94,119/yr			12.9%	20.0%					17.4%

**Occupational groupings not included in the tables above have insufficient survey data for reporting purposes.*

Among all students likely to stay in Iowa, 21.6 percent expect a starting wage/salary within the following ranges: $22.75-$28.74/hr or $47,320-$59,799/yr. This is followed by 18.2 percent that expect to start at a range of $18.25-$22.74/hr or $37,960-$47,319/yr.

The tables above show the top reported wage/salary ranges, by occupational grouping, that students expect to receive following graduation or upon program completion. The ranges with the greatest percentage of responses are denoted with a star ★.

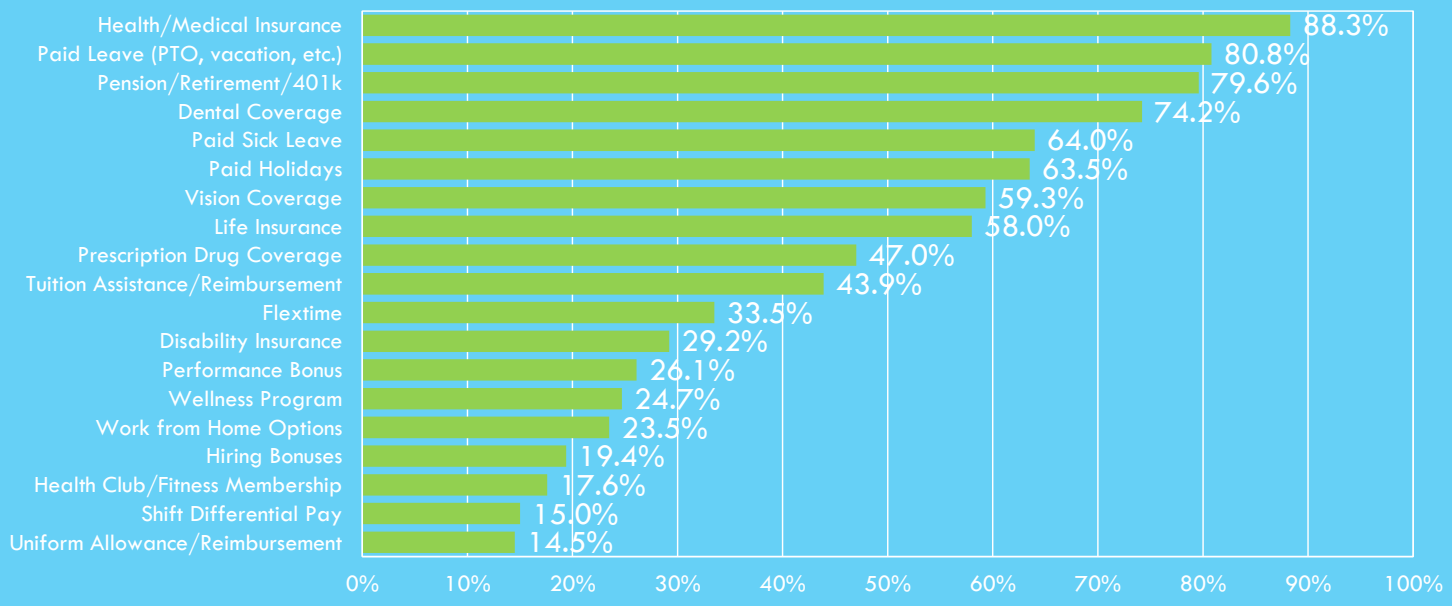
For each occupational grouping, over 60 percent of students are represented in the table. Of those that intend to pursue a career within the architecture and engineering occupational grouping, 44.2 percent expect to start at a range of $28.75-$35.99/hr or $59,800-$74,879/yr. At the other end of the spectrum, of those students who reported pursuing a career in personal care and service, 50.0 percent expect to start at a range of $9.25-$11.49/hr or $19,240-$23,919/yr.

Survey-takers were provided higher and lower wage ranges to select from, however, none of these categories qualified as "top-reported" ranges and, therefore, are not included in the tables above.

LIKELY TO STAY IN IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

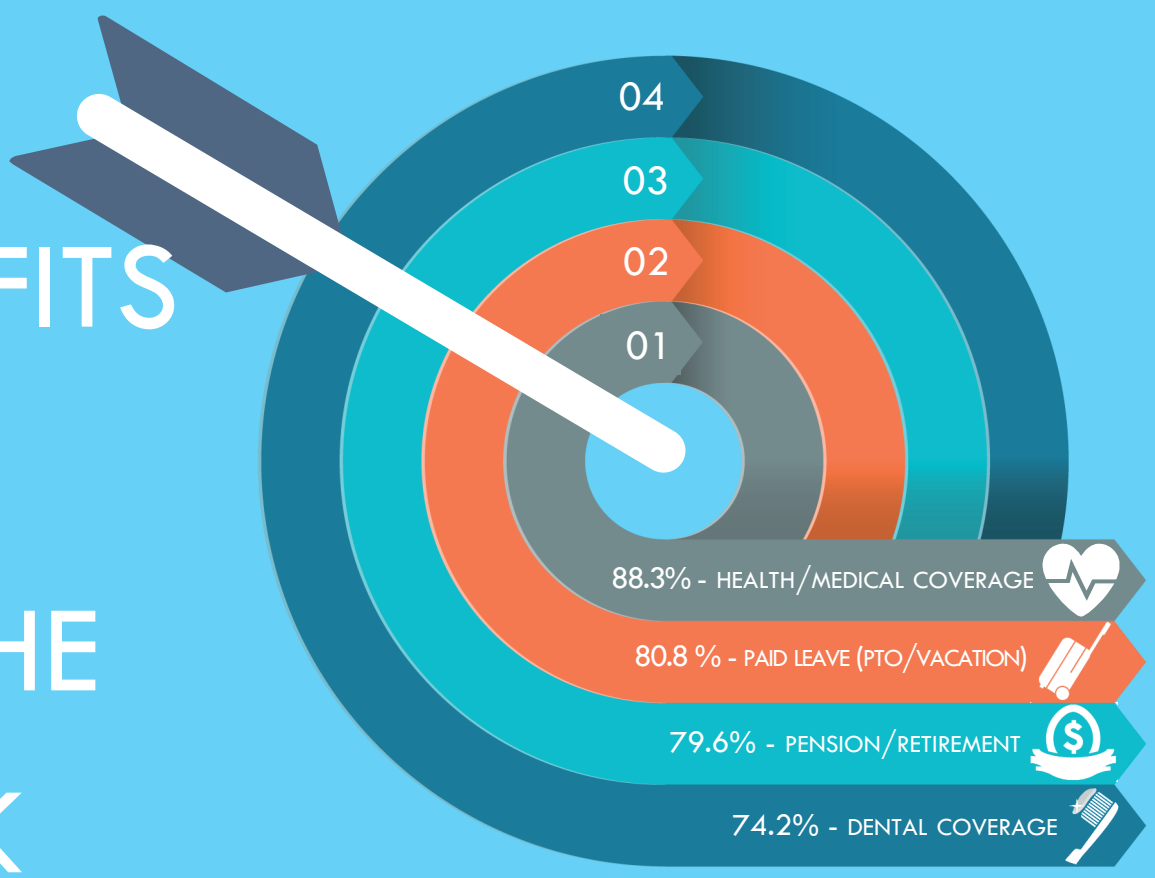
Desired Benefits (respondent was allowed to select more than one)



Overall, those students who are likely to stay in Iowa following graduation/upon program completion report that health/medical insurance is the most desired benefit an employer could offer, with 88.3% selecting it. Paid leave follows closely with slightly over four-fifths (80.8%) reporting it as a desired benefit of employment.

The tables on the following page illustrate how desired benefits differ based on the intended occupational grouping of the student. The top five benefits reported above are broken out by each occupational grouping. The benefit with the greatest percentage of responses is denoted with a star ⭐.

BENEFITS THAT HIT THE MARK



LIKELY TO STAY IN IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

Desired Benefits by Occupational Grouping* (respondent was allowed to select more than one)

	Architecture & Engineering	Arts, Design, Entertainment, & Sports	Business & Financial	Community & Social Services	Computer & Mathematical Science	Construction & Extraction	Education, Training, & Library	Healthcare Practitioner & Technical	Healthcare Support
Health/Medical Insurance	84.4%	65.8%	87.9% ★	91.6% ★	84.7% ★	81.8% ★	87.8% ★	93.5% ★	94.8% ★
Paid Leave (paid vacation, pto)	88.3% ★	68.4% ★	86.4%	91.6% ★	80.6%	81.8% ★	67.8%	85.0%	93.1%
Pension/Retirement/401k	88.3% ★	55.3%	87.1%	82.1%	79.2%	81.8% ★	76.3%	82.6%	77.6%
Dental Coverage	68.8%	60.5%	74.2%	86.3%	66.7%	45.5%	75.1%	80.5%	91.4%
Paid Sick Leave	62.3%	52.6%	63.6%	81.1%	58.3%	45.5%	64.4%	65.9%	75.9%

	Installation, Maintenance, & Repair	Legal	Life, Physical, & Social Science	Management	Office & Administrative Support	Personal Care & Service	Production	Protective Service
Health/Medical Insurance	84.2% ★	96.8% ★	95.0% ★	84.6% ★	89.5% ★	77.8% ★	75.0% ★	95.7% ★
Paid Leave (paid vacation, pto)	78.9%	83.9%	80.0%	84.6% ★	84.2%	61.1%	68.8%	87.0%
Pension/Retirement/401k	52.6%	90.3%	80.0%	78.2%	86.8%	38.9%	75.0% ★	82.6%
Dental Coverage	57.9%	77.4%	72.5%	67.9%	76.3%	61.1%	75.0% ★	78.3%
Paid Sick Leave	52.6%	61.3%	62.5%	64.1%	68.4%	55.6%	56.3%	69.6%

**Occupational groupings not included in the tables above have insufficient survey data for reporting purposes.*

For 15 out of the 17 occupational groupings listed above, health/medical coverage is the number one desired benefit reported among survey respondents. However, for two categories it was not number one. Those students intending to pursue a career in architecture or engineering report paid leave and a pension/retirement plan as their most desired benefits. In addition, those interested in an arts, design, entertainment or sports career also report paid leave as their top benefit.

Within the community & social services; construction; management; and production groupings the health/medical coverage benefit ties for first place as the most desired benefit among students. The paid leave benefit is the most commonly selected choice after health/medical coverage.

Likely to Leave Iowa

26.7% OF STUDENTS WHO INDICATED THEY HAVE STARTED TO CONSIDER WHERE TO LOCATE FOLLOWING GRADUATION OR UPON PROGRAM COMPLETION STATE THAT THEY **WILL "PROBABLY NOT" OR "DEFINITELY NOT" CHOOSE TO STAY IN IOWA.**

27.3% are unsure of their location plans following graduation or upon program completion.

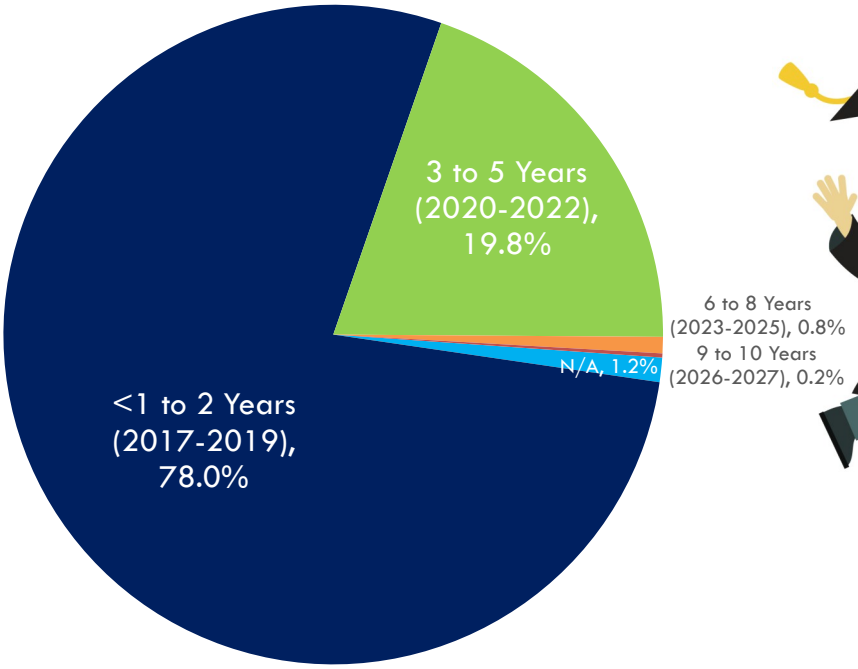
"I WOULD HAVE LOVED TO ACCEPT A JOB IN IOWA SINCE I AM FROM HERE AND MY EXTENDED FAMILY ALL LIVES HERE. HOWEVER, AFTER COMPILING A SPREADSHEET LOOKING AT BENEFITS, WAGES, AND CAREER ADVANCEMENT OPPORTUNITIES, I WAS SAD TO FIND THAT IOWA DOES NOT OFFER WHAT OTHER AREAS CAN. THEREFORE, I HAVE ACCEPTED A HIGHER PAYING JOB WITH MORE BENEFITS OUT OF STATE IN MADISON, WI. IOWA REALLY NEEDS TO PAY ITS NURSES—AND ITS NURSE EDUCATORS—MORE IF IT WANTS TO KEEP THEM!"
~ 27-YEAR-OLD ALLEN COLLEGE STUDENT

The following section provides characteristics of this group of students who are likely to leave Iowa. This includes, defining what motivates their career decision, the importance of work/life balance, wages, and benefits. It also shows how they rank certain factors that may influence a location decision (such as financial considerations, quality of life, and entertainment options) along with their opinion as to whether or not Iowa possesses these qualities and/or opportunities.

LIKELY TO LEAVE IOWA

Respondents who did not provide an answer within the following categories are excluded from analysis.

Anticipated Graduation/Completion Dates



Following Graduation/Completion, When Do They Intend to Become Employed?

%	Timeline for Employment
9.1%	Currently Employed/ No Plans to Change
62.8%	Immediately/ Currently Seeking
15.0%	1 to 2 Months
5.8%	3 to 6 Months
2.0%	7 to 12 Months
3.8%	Greater than 1 Year
1.5%	Do Not Plan to Seek Employment

75.1%

Have Decided What Occupation They Want to Pursue.

LIKELY TO LEAVE IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

Top Occupational Groupings of Intended Careers

THE GREATEST PERCENTAGE OF STUDENTS PLAN ON SEEKING/PURSUING A CAREER WITHIN THE HEALTHCARE PRACTITIONER AND TECHNICAL FIELD.

Industries of Interest for Future Employment (respondent was allowed to select more than one)

%	Industry
30.4%	Healthcare
21.4%	Education
17.3%	Personal Services, Entertainment & Rec.
12.3%	Social Services
10.1%	Information Technology
10.0%	Public Administration & Government
9.9%	Finance, Insurance & Real Estate
8.4%	Communications
7.1%	Professional Services
6.6%	Manufacturing
5.8%	Legal
5.1%	Agriculture, Forestry, & Mining
3.3%	Military/Law Enforcement
3.3%	Wholesale & Retail Trade
2.0%	Construction
2.0%	Transportation
1.8%	Utilities
1.3%	Other
0.6%	Accommodation & Food Services

LIKELY TO LEAVE IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

Current Job Offer in Place?

YES!

16.3% REPORT THAT THEY HAVE A CURRENT JOB OFFER

AMONG THESE

90.6%

STATE THAT THE JOB IS RELATED TO THEIR FIELD OF STUDY OR TRAINING PROGRAM

IN ADDITION, 73.5% REPORT THAT THIS JOB OFFER **IS NOT LOCATED IN IOWA.**

Top Motivators For Making a Career Decision

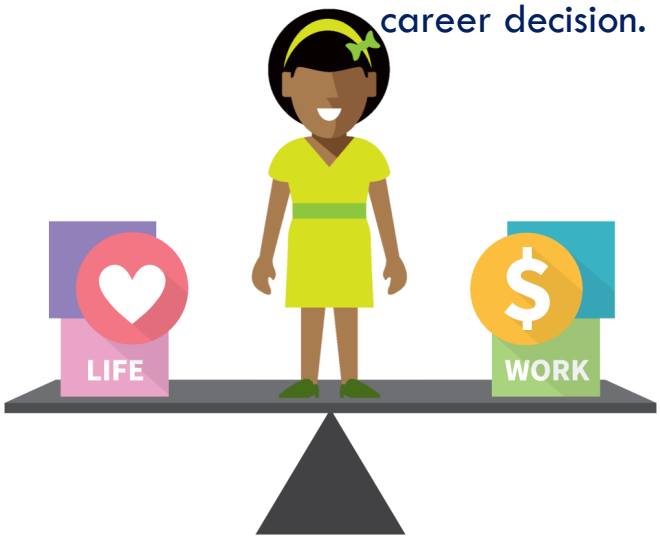
(respondent was allowed to select more than one)

55.4%	Personal Interest
37.8%	Earnings Potential
35.7%	Feel It Is Meant to Be
33.0%	Location
26.4%	Aptitude for/Ability to Perform Job
23.9%	Benefits Offered
22.2%	Job Security
17.8%	Humanitarian Reasons
10.3%	Family Reasons
8.0%	Potential for Innovation

How Important is Work/Life Balance?

(Importance rating scale options available on p. 28)

Over 1/3 (36.0%) said it has **absolute importance** regarding their career decision.



In addition, 40.3% said it is **very important.**

LIKELY TO LEAVE IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

How Important is Salary/Wages When Considering a Job Offer?

44.2% STATE IT IS VERY IMPORTANT

& **24.2%** STATE IT HAS ABSOLUTE IMPORTANCE

How Important are Benefits When Considering a Job Offer?

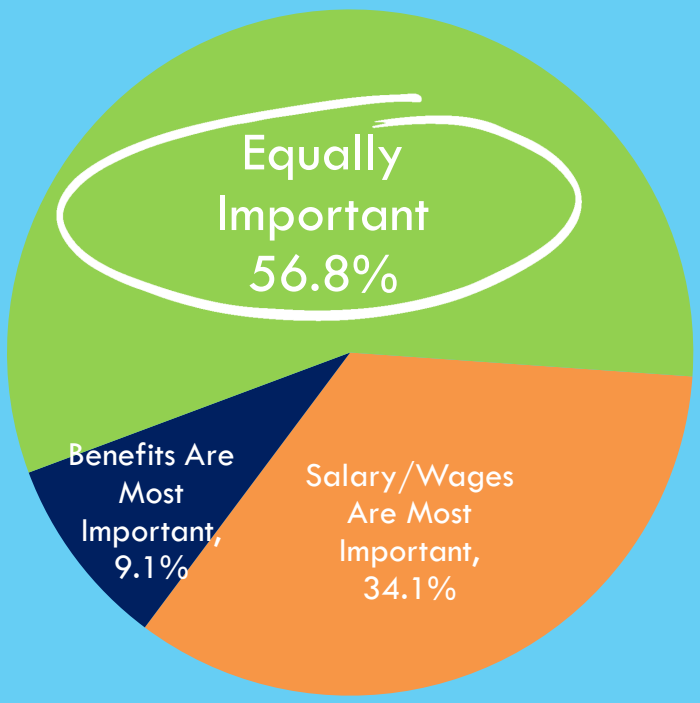
41.7% STATE IT IS VERY IMPORTANT

& 19.3% STATE IT HAS ABSOLUTE IMPORTANCE

Which Has Greater Importance When Considering a Job Offer?

WAGES VS BENEFITS

WHILE 34.1% STATE SALARY/WAGES HAS THE MOST IMPORTANCE WHEN CONSIDERING A JOB OFFER, NEARLY 3/5 (56.8%) FEEL THAT SALARY/WAGES AND BENEFITS ARE OF EQUAL IMPORTANCE.



LIKELY TO LEAVE IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

Expected Starting Wages/Salary*

	Overall	Architecture & Engineering	Arts, Design, Entertainment, & Sports	Business & Financial	Community & Social Services	Computer & Mathematical Science	Education, Training, & Library
$9.25-$11.49/hr | $19,240-$23,919/yr							
$11.50-$14.49/hr | $23,920-$30,159/yr			★ 26.8%		12.8%		14.9%
$14.50-$18.24/hr | $30,160-$37,959/yr	12.5%		19.6%		★ 35.9%		15.7%
$18.25-$22.74/hr | $37,960-$47,319/yr	16.3%			14.5%	33.3%		★ 24.6%
$22.75-$28.74/hr | $47,320-$59,799/yr	18.1%	15.9%	17.9%	★ 29.1%			14.9%
$28.75-$35.99/hr | $59,800-$74,879/yr	★ 20.1%	★ 52.2%		27.3%		22.6%	
$36.00-$45.24/hr | $74,880-$94,119/yr		21.7%				★ 35.8%	
$45.25-$56.99/hr | $94,120-$118,560/yr						15.1%	

	Healthcare Practitioner & Technical	Healthcare Support	Legal	Life, Physical, & Social Science	Management	Personal Care & Service	Protective Service
$9.25-$11.49/hr | $19,240-$23,919/yr		★ 17.6%				★ 25.0%	
$11.50-$14.49/hr | $23,920-$30,159/yr		★ 17.6%		15.8%		16.7%	
$14.50-$18.24/hr | $30,160-$37,959/yr		★ 17.6%				16.7%	★ 28.6%
$18.25-$22.74/hr | $37,960-$47,319/yr	12.9%	★ 17.6%			22.9%	16.7%	21.4%
$22.75-$28.74/hr | $47,320-$59,799/yr	21.1%		22.6%	★ 19.3%	17.1%	16.7%	
$28.75-$35.99/hr | $59,800-$74,879/yr	★ 24.8%		25.8%	★ 19.3%	★ 34.3%		21.4%
$36.00-$45.24/hr | $74,880-$94,119/yr							
$45.25-$56.99/hr | $94,120-$118,560/yr			★ 29.0%				

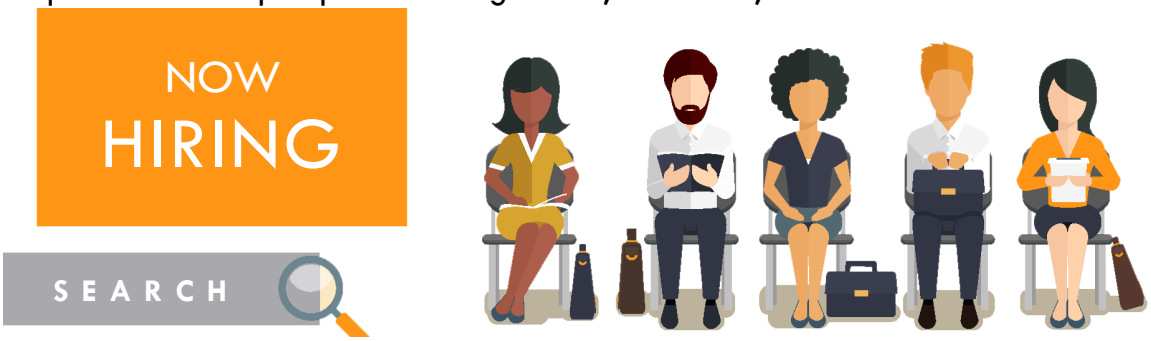
Occupational groupings not included in the tables above have insufficient survey data for reporting purposes.

Among all students likely to leave Iowa, 20.1 percent expect a starting wage/salary within the following ranges: $28.75-$35.99/hr or $59,800-$74,879/yr. This is followed by 18.1 percent that expect to start at a range of $22.75-$28.74/hr or $47,320-$59,799/yr.

The tables above show the top reported wage/salary ranges, by occupational grouping, that students expect to receive following graduation or upon program completion. The ranges with the greatest percentage of responses are denoted with a star ★.

For each occupational grouping, over 50 percent of students are represented in the table. Of those that intend to pursue a career within the legal occupational grouping 29.0 percent expect to start at a range of $45.25-$56.99/hr or $94,120-$118,560/yr. At the other end of the spectrum, of those students who report pursuing a career in personal care and service, 25.0 percent expect to start at a range of $9.25-$11.49/hr or $19,240-$23,919/yr.

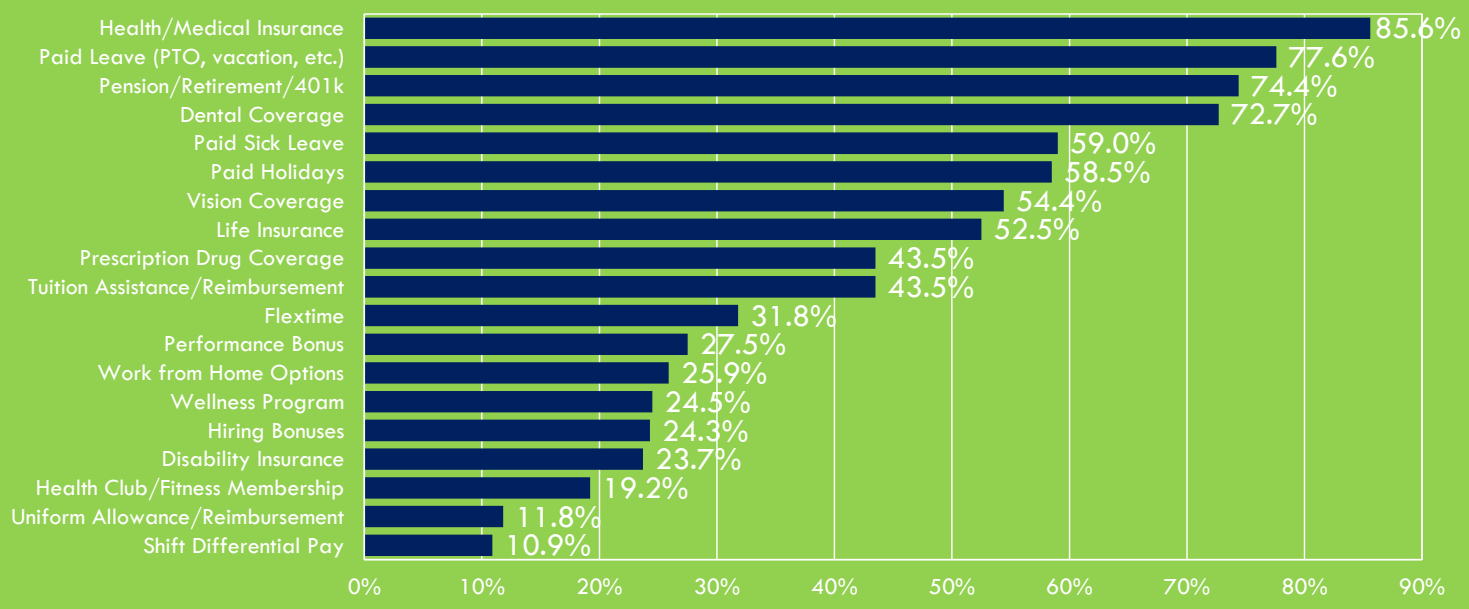
Survey-takers were provided higher and lower wage ranges to select from, however, none of these categories qualified as "top-reported" ranges and, therefore, are not included in the tables above.



LIKELY TO LEAVE IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

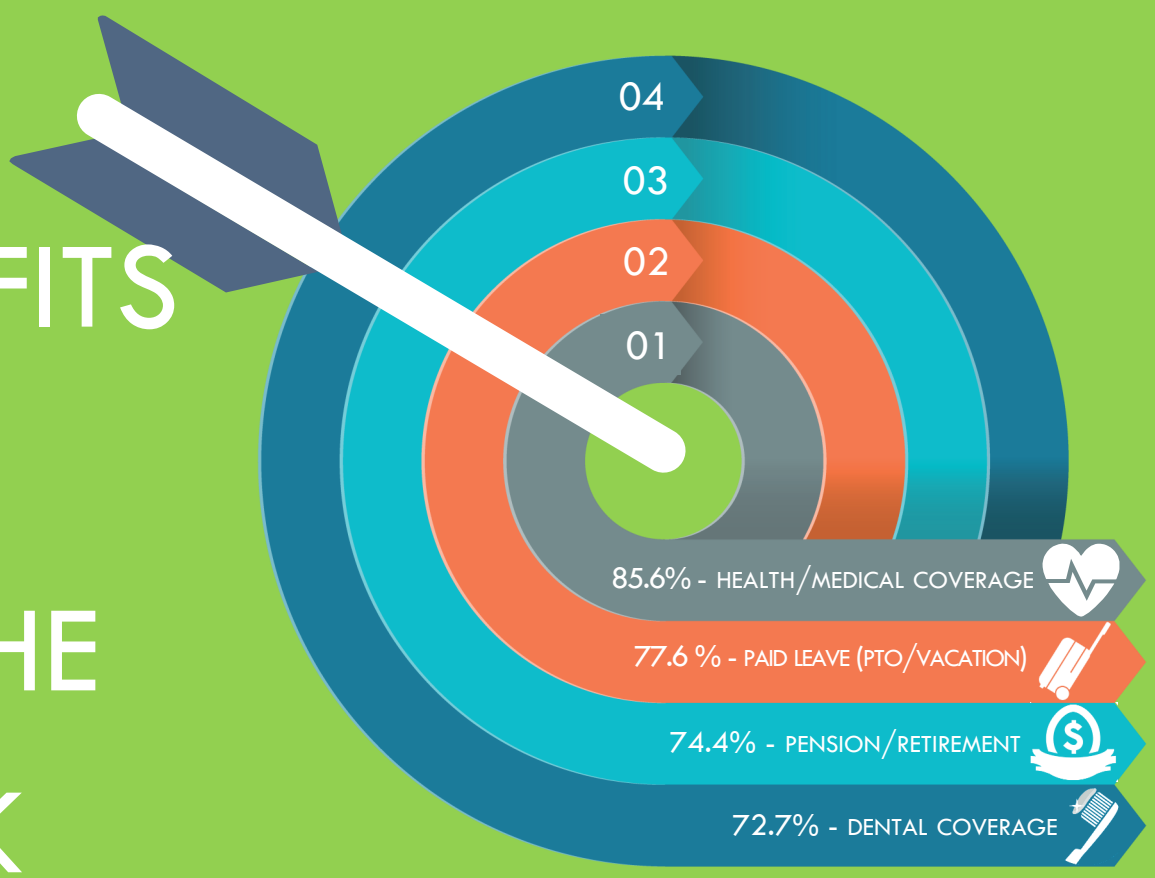
Desired Benefits (respondent was allowed to select more than one)



Overall, those students who are likely to leave Iowa following graduation/upon program completion report that health/medical insurance is the most desired benefit an employer could offer, with 85.6% selecting it. Paid leave follows closely with over three-fourths (77.6%) reporting it as a desired benefit of employment.

The tables on the following page illustrate how desired benefits differ based on the intended occupational grouping of the student. The top five benefits reported above are broken out by each occupational grouping. The benefit with the greatest percentage of responses is denoted with a star ★.

BENEFITS THAT HIT THE MARK



LIKELY TO LEAVE IOWA (CONTINUED)

Respondents who did not provide an answer within the following categories are excluded from analysis.

Desired Benefits by Occupational Grouping* (respondent was allowed to select more than one)

	Architecture & Engineering	Arts, Design, Entertainment, & Sports	Business & Financial	Community & Social Services	Computer & Mathematical Science	Education, Training, & Library	Healthcare Practitioner & Technical
Health/Medical Insurance	84.1% ★	73.2% ★	90.6% ★	84.2% ★	84.9%	88.0% ★	90.8% ★
Paid Leave (paid vacation, pto)	82.6%	73.2% ★	84.9%	81.6%	88.7% ★	69.2%	81.9%
Pension/Retirement/401k	82.6%	57.1%	81.1%	73.7%	84.9%	79.7%	76.8%
Dental Coverage	71.0%	58.9%	64.2%	76.3%	64.2%	76.7%	78.8%
Paid Sick Leave	49.3%	48.2%	54.7%	76.3%	73.6%	60.9%	60.4%

	Healthcare Support	Legal	Life, Physical, & Social Science	Management	Personal Care & Service	Protective Service
Health/Medical Insurance	94.1% ★	80.6%	93.0% ★	82.9%	91.7%	100% ★
Paid Leave (paid vacation, pto)	88.2%	87.1% ★	80.7%	85.7% ★	100% ★	57.1%
Pension/Retirement/401k	64.7%	80.6%	78.9%	71.4%	75.0%	85.7%
Dental Coverage	82.4%	74.2%	77.2%	74.3%	91.7%	57.1%
Paid Sick Leave	82.4%	58.1%	64.9%	48.6%	66.7%	64.3%

**Occupational groupings not included in the tables above have insufficient survey data for reporting purposes.*

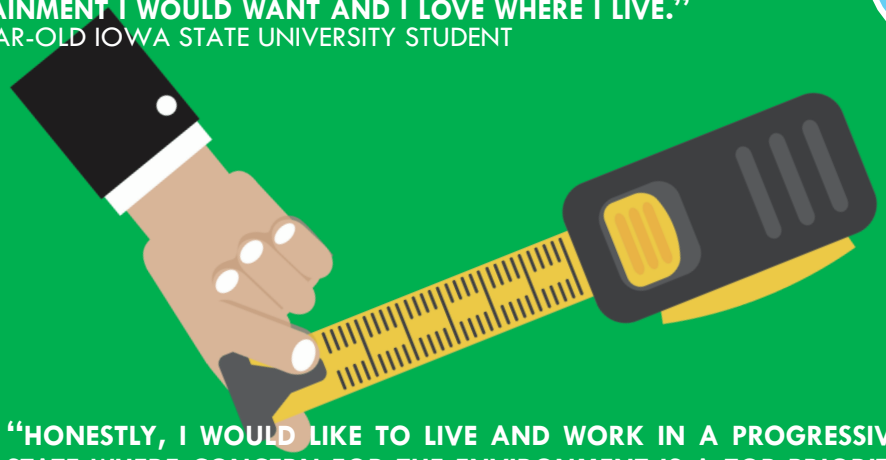
For 9 out of the 13 occupational groupings listed above, health/medical coverage is the number one desired benefit reported among survey respondents. However, for four categories it is not number one. Those students intending to pursue a career in computer & mathematical science; legal; management; and personal care & service report paid leave as their most desired benefit. In addition, those interested in an arts, design, entertainment or sports career also report paid leave as their top benefit.

WHAT DO STUDENTS FIND IMPORTANT WHEN DECIDING WHERE TO LOCATE ?

&

HOW DOES IOWA MEASURE UP?

"I LOVE IOWA. I THINK IT'S GREAT THAT I CAN LIVE ON 2 ACRES IN THE COUNTRY AND BE 20 MINUTES FROM DOWNTOWN DES MOINES. DES MOINES AND SURROUNDING AREAS PROVIDE ALL OF THE ENTERTAINMENT I WOULD WANT AND I LOVE WHERE I LIVE."
~ 19-YEAR-OLD IOWA STATE UNIVERSITY STUDENT



"HONESTLY, I WOULD LIKE TO LIVE AND WORK IN A PROGRESSIVE STATE WHERE CONCERN FOR THE ENVIRONMENT IS A TOP PRIORITY (ALTERNATIVE ENERGY, ALTERNATIVE TRANSPORTATION) CLOSELY FOLLOWED BY EQUALITY (IN: ACCESS TO HEALTHCARE, EQUAL PAYING JOBS, DIVERSITY OF POPULATION)."
~ 25-YEAR-OLD UNIVERSITY OF IOWA STUDENT

LOCATION CONSIDERATION FACTORS

Students were given a set of factors to consider within four different categories: employment considerations, financial situation, quality of life, and entertainment options. They were asked to rate the importance of each factor in regards to how it affects their decision on where to locate following graduation or upon program completion. They were given the following options to select from:

- No Importance
- Slightly Important
- Moderately Important
- Very Important
- Absolute Importance

They were then given the same factors and asked to what level they agree that Iowa has those factors, characteristics, or opportunities. They were given the following options to select from:

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

The following section provides the results of these questions by percentage of students who rated the factors as having absolute importance or being very important; the percentage of students that strongly agree or agree that Iowa provides for these factors; and the differences between the two. The results are provided for two groups: those likely to stay in Iowa and those likely to leave.

. EMPLOYMENT CONSIDERATIONS

. FINANCIAL SITUATION

. QUALITY OF LIFE

. ENTERTAINMENT OPTIONS

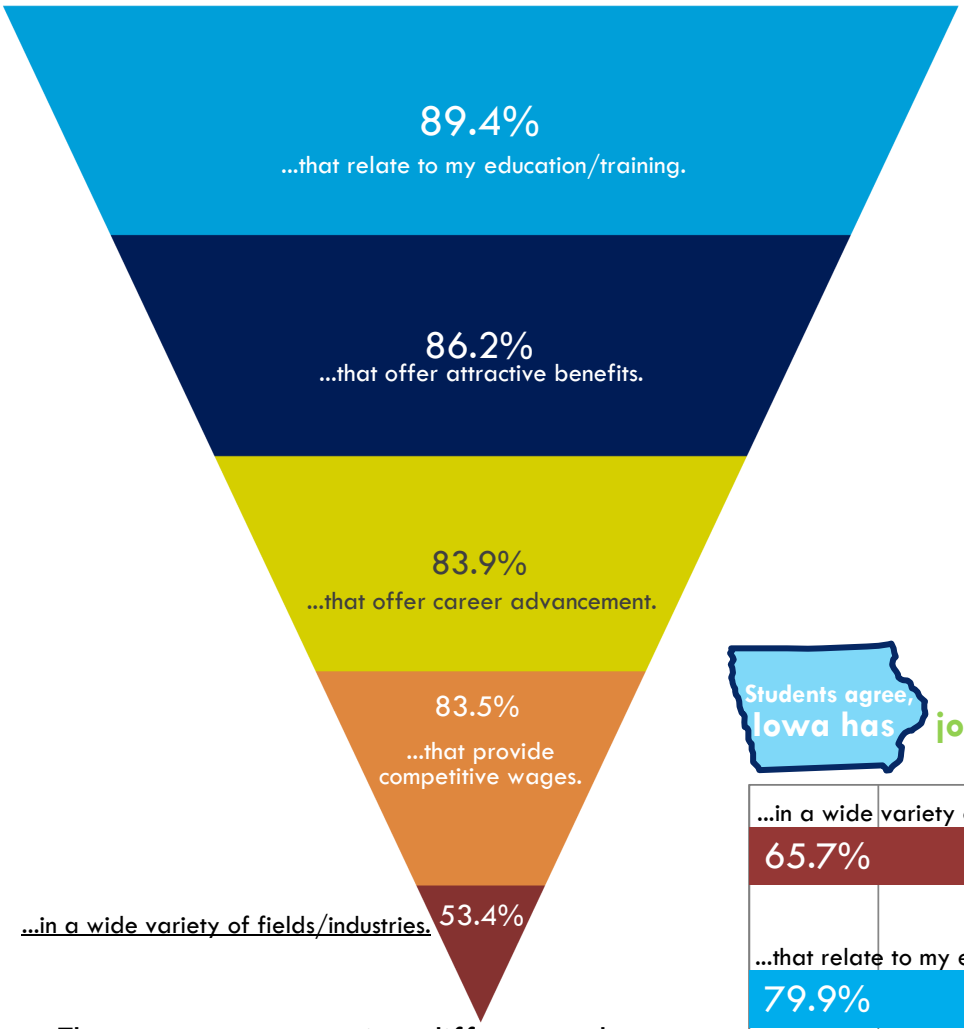
LIKELY TO STAY IN IOWA

Respondents who did not provide an answer within the following categories are excluded from analysis.

Employment Considerations

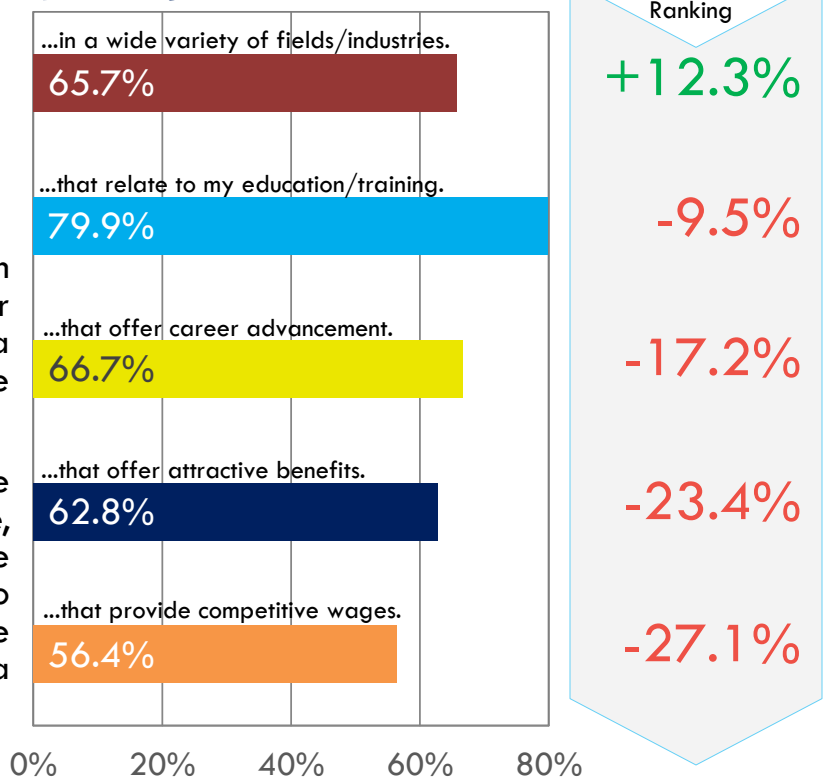
When considering where to locate following graduation or upon program completion the following factors related to employment considerations are reported as having either ABSOLUTE IMPORTANCE or as being VERY IMPORTANT in their decision-making process.

The place I choose to live should have job opportunities...



Among the employment consideration factors rated, the largest portion of students (89.4%) respond that the availability of job opportunities that relate to their education or training has absolute importance or is very important. Job opportunities that offer attractive benefits is second, with 86.2 percent of students rating it as having absolute importance or being very important. Students also reported if they agree that the State of Iowa provides these opportunities. The bar chart below shows the cumulative percentage of those that either STRONGLY AGREE or AGREE that Iowa has the employment opportunities they require in the place they choose to live.

Students agree, Iowa has job opportunities...



The percentage point difference between those that rank a factor as absolutely or very important and those that agree Iowa offers the factor is shown in the chart at the far right.

The greatest discrepancy is found within the "competitive wages" factor. In this instance, 83.5 percent of students find competitive wages to be important in deciding where to locate; however, only 56.4 percent agree that Iowa provides competitive wages, a difference of 27.1 percentage points.

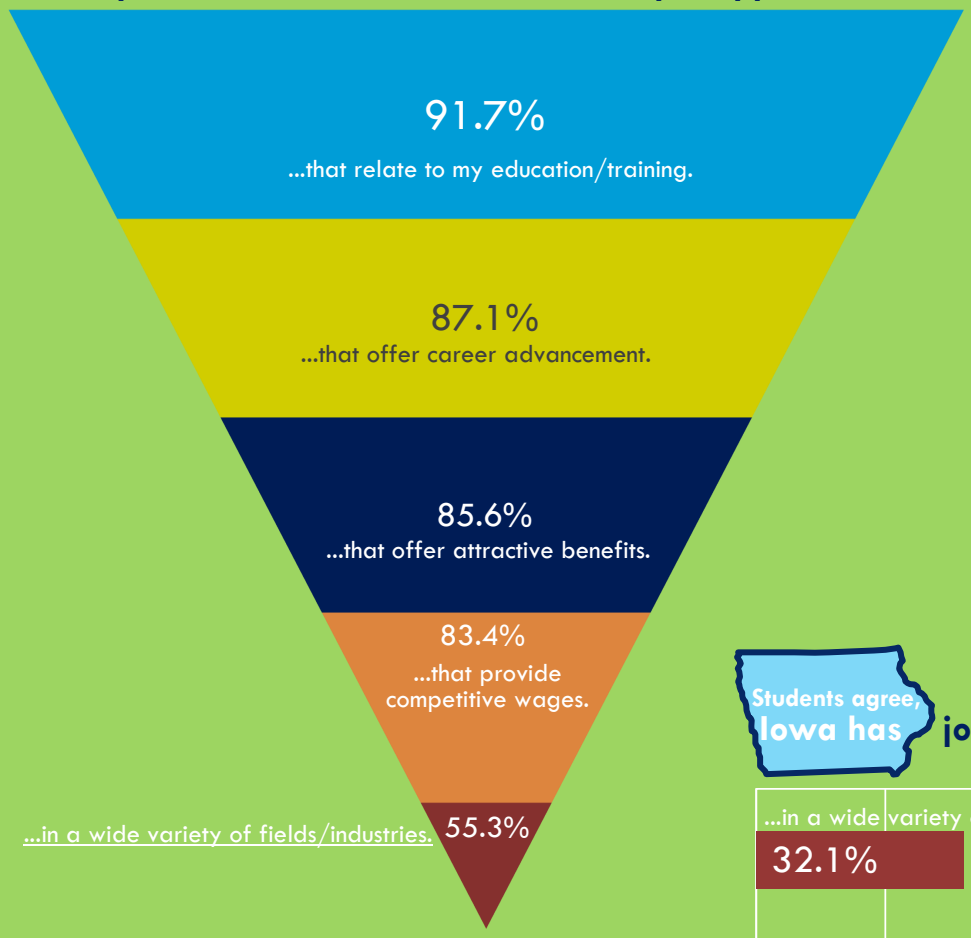
LIKELY TO LEAVE IOWA

Respondents who did not provide an answer within the following categories are excluded from analysis.

Employment Considerations

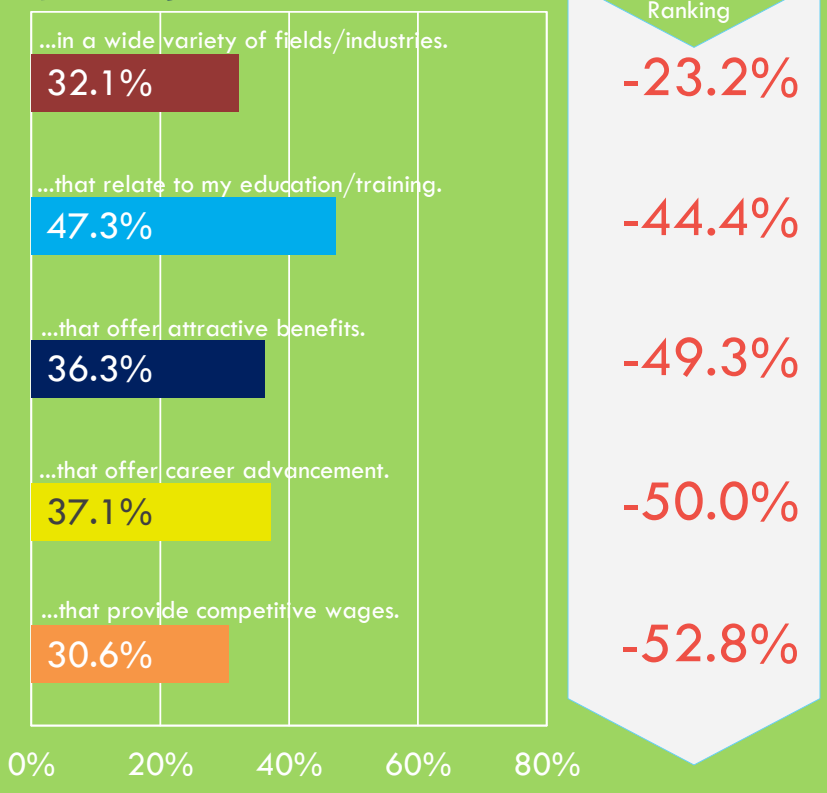
When considering where to locate following graduation or upon program completion the following factors related to employment considerations are reported as having either ABSOLUTE IMPORTANCE or as being VERY IMPORTANT in their decision-making process.

The place I choose to live should have job opportunities...



Among the employment consideration factors rated, the largest portion of students (91.7%) respond that the availability of job opportunities that relate to their education or training has absolute importance or is very important. Job opportunities that offer career advancement is second, with 87.1 percent of students rating it as having absolute importance or being very important. Students also reported if they agree that the State of Iowa provides these opportunities. The bar chart below shows the cumulative percentage of those that either STRONGLY AGREE or AGREE that Iowa has the employment opportunities they require in the place they choose to live.

Students agree, Iowa has job opportunities...



The percentage point difference between those that rank a factor as absolutely or very important and those that agree Iowa offers the factor is shown in the chart at the far right.

The greatest discrepancy is found within the "competitive wages" factor. In this instance, 83.4 percent of students find competitive wages to be important in deciding where to locate; however, only 30.6 percent agree that Iowa provides competitive wages, a difference of 52.8 percentage points.

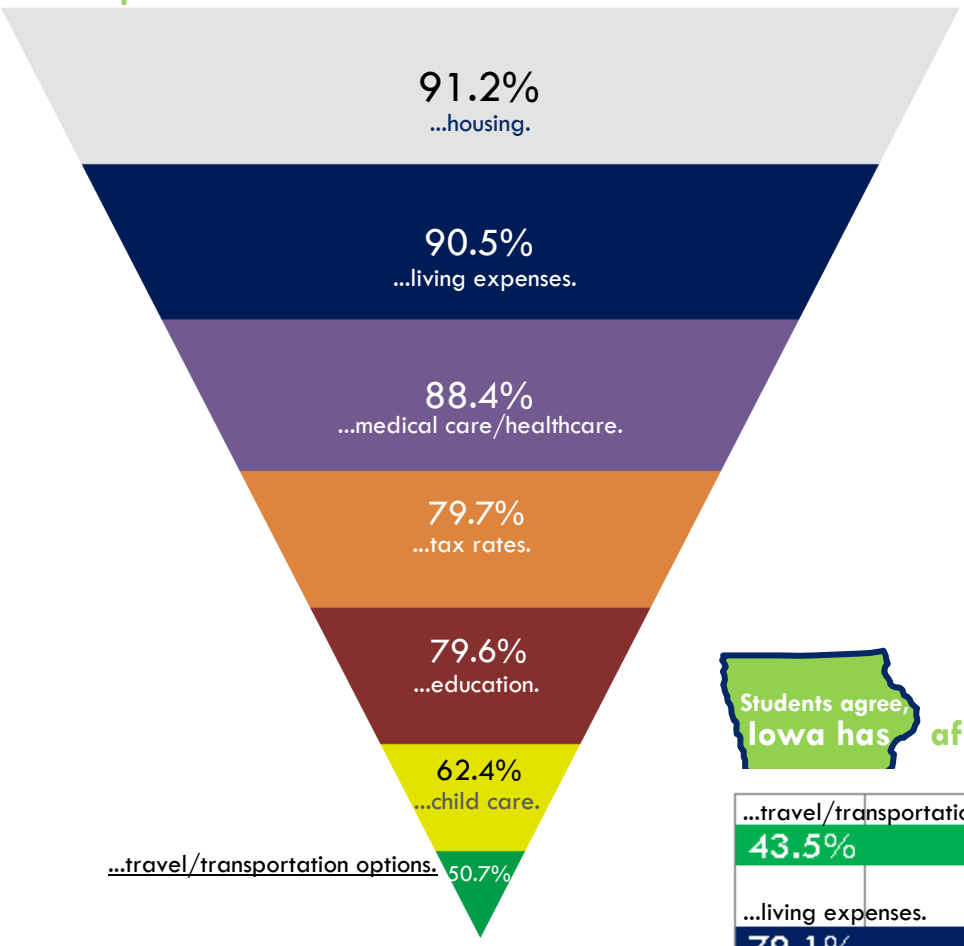
LIKELY TO STAY IN IOWA

Respondents who did not provide an answer within the following categories are excluded from analysis.

Finances

When considering where to locate following graduation or upon program completion the following factors related to finances are reported as having either ABSOLUTE IMPORTANCE or as being VERY IMPORTANT in their decision-making process.

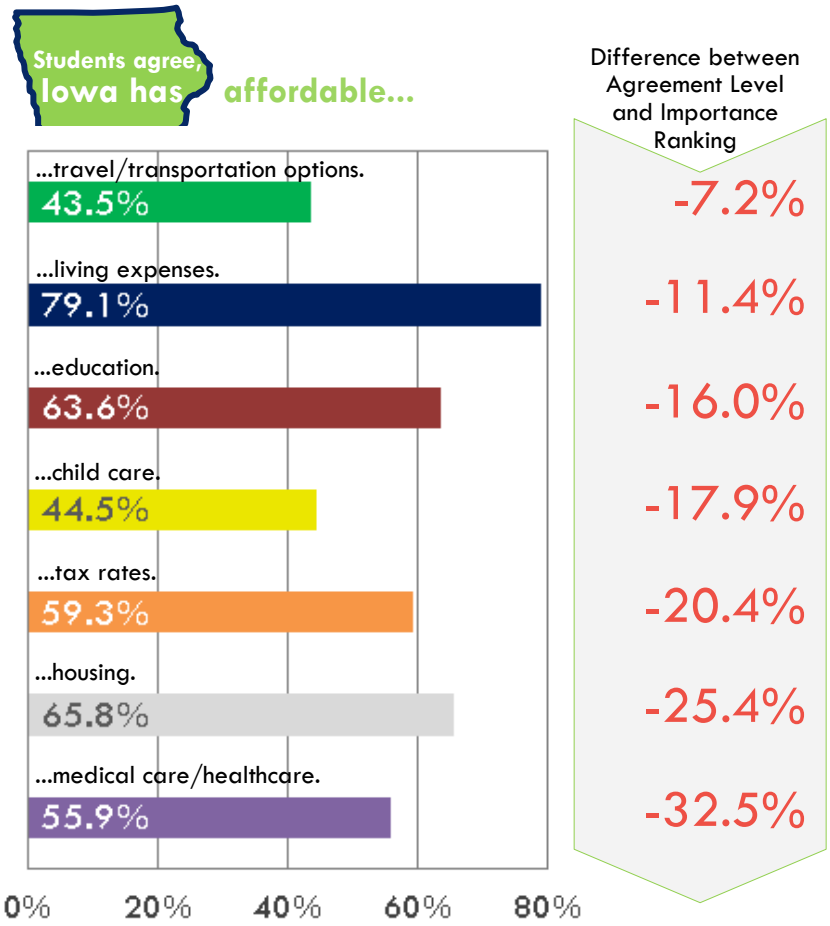
The place I choose to live should have affordable...



Among the financial factors rated, the largest portion of students (91.2%) respond that affordable housing has absolute importance or is very important. Affordable living expenses is second, with 90.5 percent of students rating it as having absolute importance or being very important. Students also reported if they agree that the State of Iowa is an affordable place to live. The bar chart below shows the cumulative percentage of those that either STRONGLY AGREE or AGREE that Iowa is an affordable place to live regarding this set of financial factors.

The percentage point difference between those that rank a factor as absolutely or very important and those that agree Iowa offers the factor is shown in the chart at the far right.

The greatest discrepancy is found within the "medical care/healthcare" factor. In this instance, 88.4 percent of students found affordable medical care to be important in deciding where to locate; however, only 55.9 percent agree that Iowa provides affordable medical care, a difference of 32.5 percentage points.



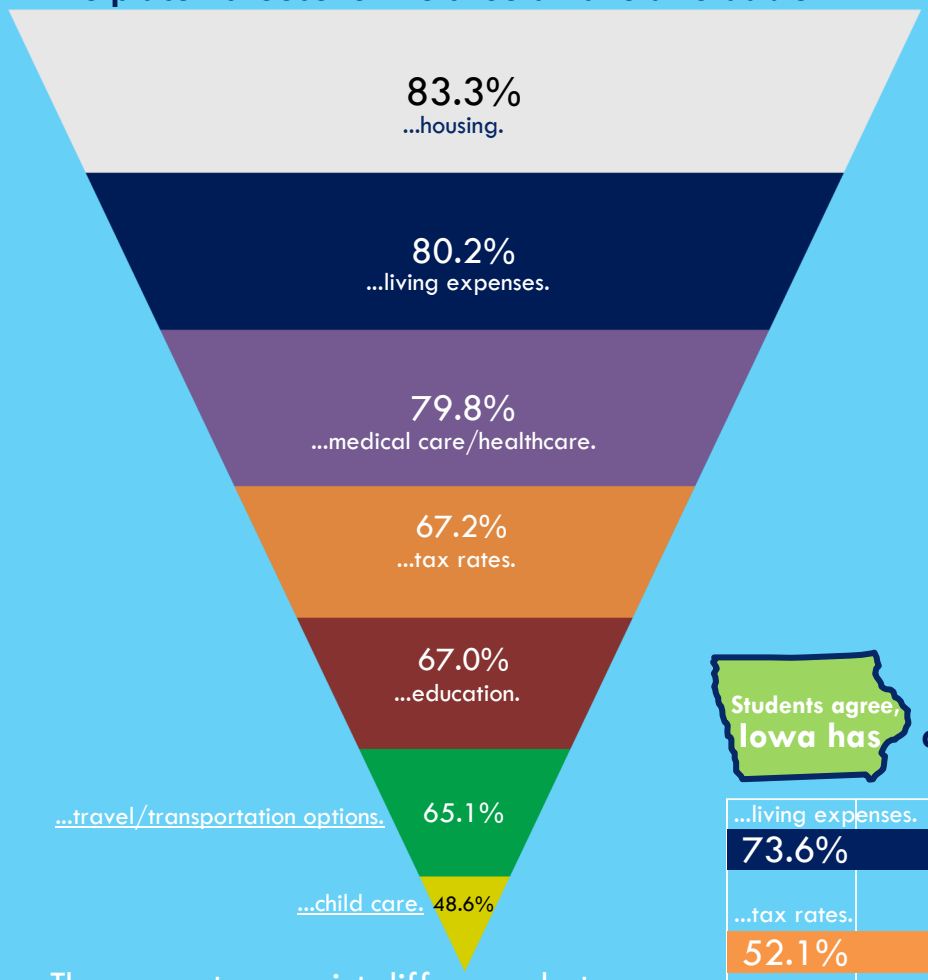
LIKELY TO LEAVE IOWA

Respondents who did not provide an answer within the following categories are excluded from analysis.

Finances

When considering where to locate following graduation or upon program completion the following factors related to finances are reported as having either ABSOLUTE IMPORTANCE or as being VERY IMPORTANT in their decision-making process.

The place I choose to live should have affordable...

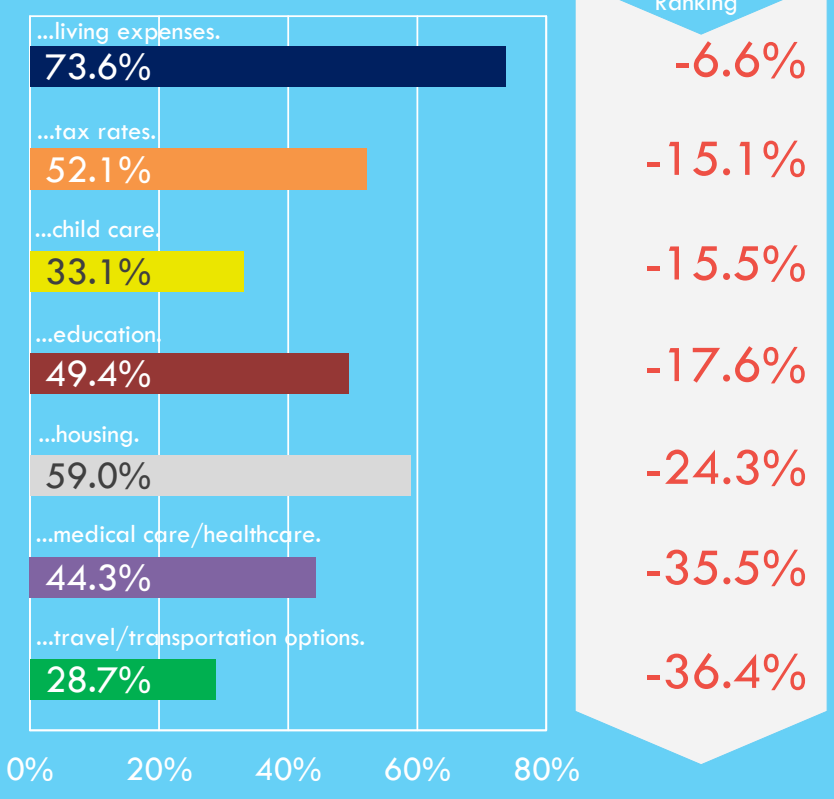


Among the financial factors rated, the largest portion of students (83.3%) respond that affordable housing has absolute importance or is very important. Affordable living expenses is second, with 80.2 percent of students rating it as having absolute importance or being very important. Students also reported if they agree that the State of Iowa is an affordable place to live. The bar chart below shows the cumulative percentage of those that either STRONGLY AGREE or AGREE that Iowa is an affordable place to live regarding this set of financial factors.

The percentage point difference between those that rank a factor as absolutely or very important and those that agree Iowa offers the factor is shown in the chart at the far right.

Within the "housing" factor there is a significant discrepancy between the importance ranking and the agreement level. In this instance, 83.3 percent of students find affordable housing options to be important in deciding where to locate; however, only 59.0 percent agree that Iowa provides affordable housing, a difference of 24.3 percent points.

Students agree, Iowa has affordable...



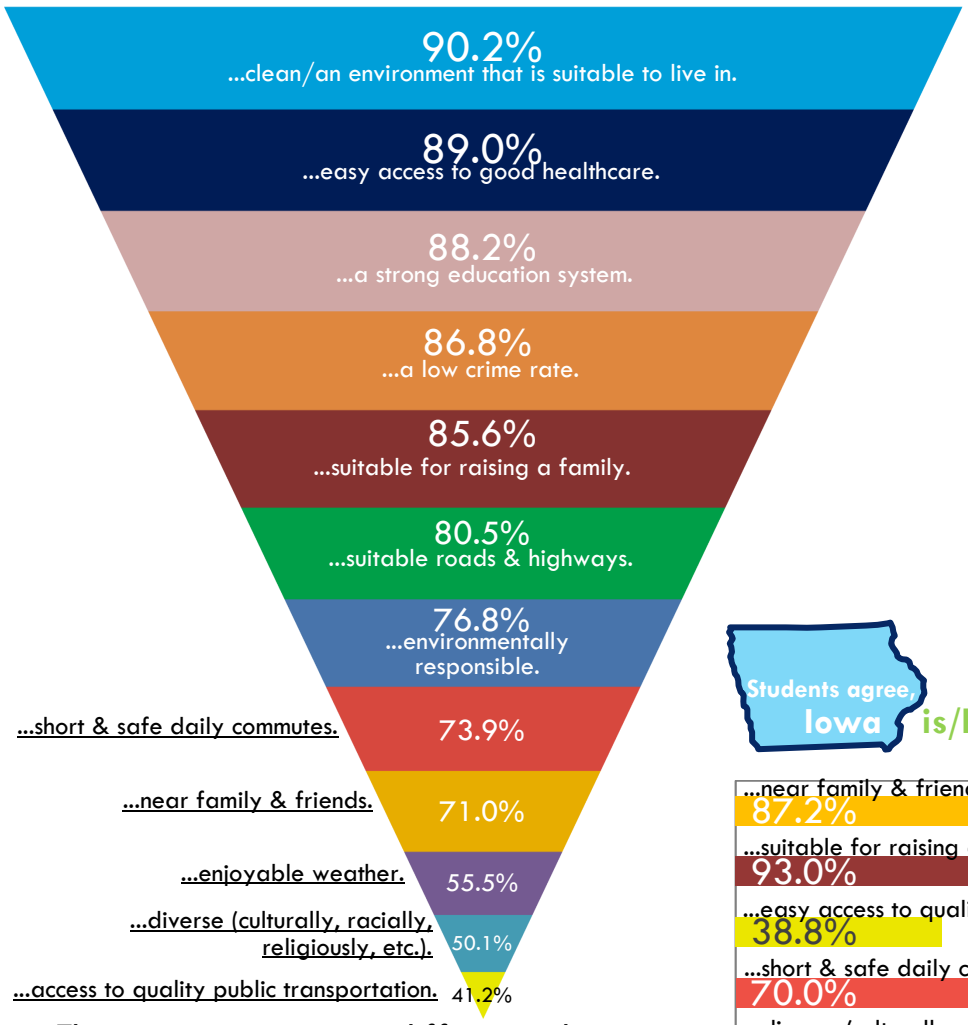
LIKELY TO STAY IN IOWA

Respondents who did not provide an answer within the following categories are excluded from analysis.

Quality of Life

When considering where to locate following graduation or upon program completion the following factors related to quality of life are reported as having either ABSOLUTE IMPORTANCE or as being VERY IMPORTANT in their decision-making process.

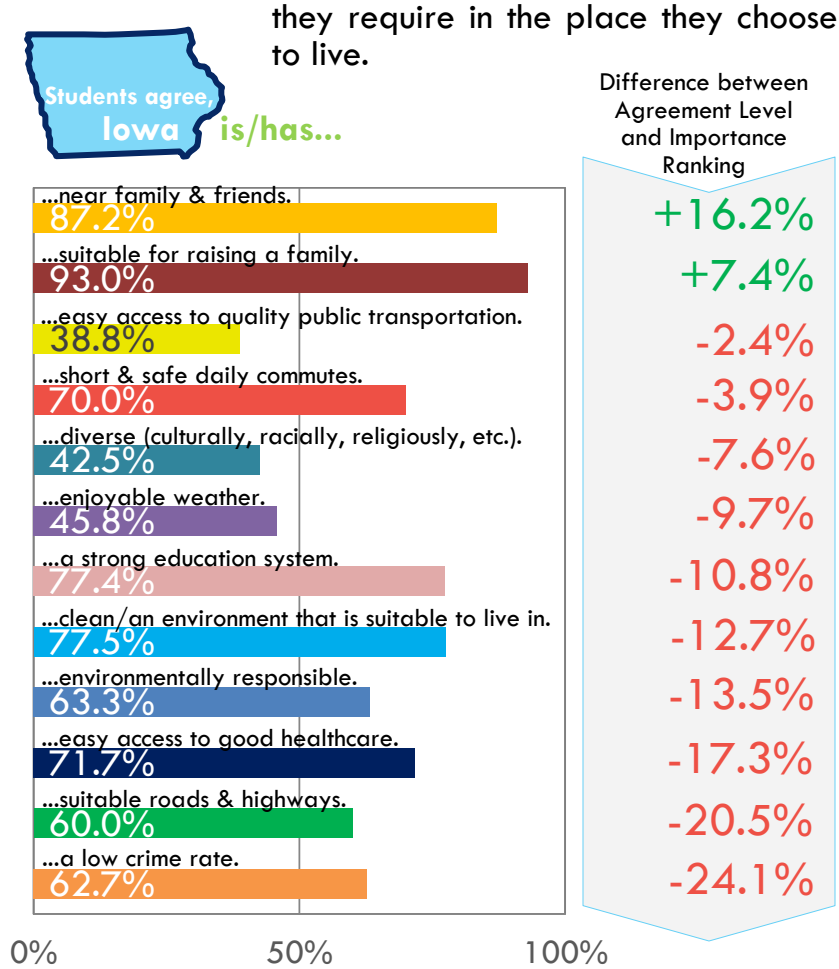
The place I choose to live should be/have...



Among the quality of life factors rated, the largest portion of students (90.2%) respond that having a clean environment that is suitable to live in has absolute importance or is very important. Easy access to good healthcare is second, with 89.0 percent of students rating it as having absolute importance or being very important. Students also reported if they agree that the State of Iowa has these quality of life factors. The bar chart below shows the cumulative percentage of those that either STRONGLY AGREE or AGREE that Iowa has the quality of life factors they require in the place they choose to live.

The percentage point difference between those that rank a factor as absolutely or very important and those that agree Iowa offers the factor is shown in the chart at the far right.

The greatest discrepancy is found within the "low crime rate" factor. In this instance, 86.8 percent of students find a low crime rate to be important in deciding where to locate; however, only 62.7 percent agree that Iowa has a low crime rate, a difference of 24.1 percentage points.



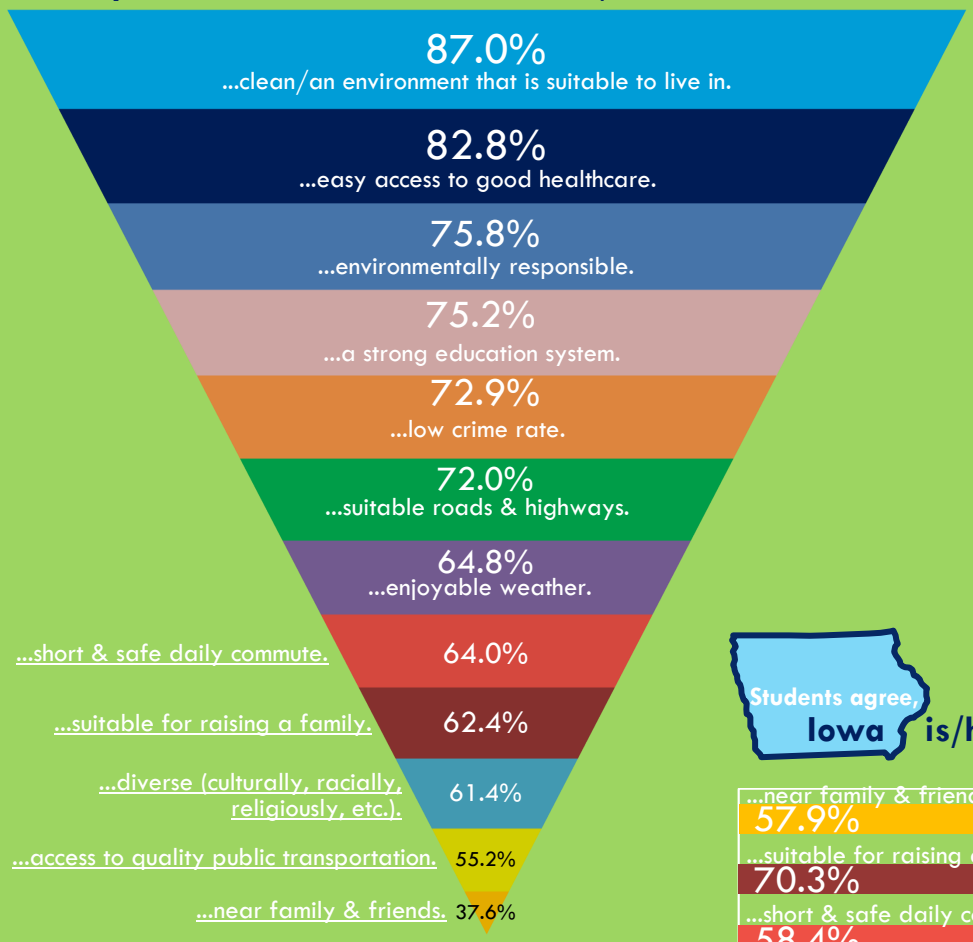
LIKELY TO LEAVE IOWA

Respondents who did not provide an answer within the following categories are excluded from analysis.

Quality of Life

When considering where to locate following graduation or upon program completion the following factors related to quality of life are reported as having either ABSOLUTE IMPORTANCE or as being VERY IMPORTANT in their decision-making process.

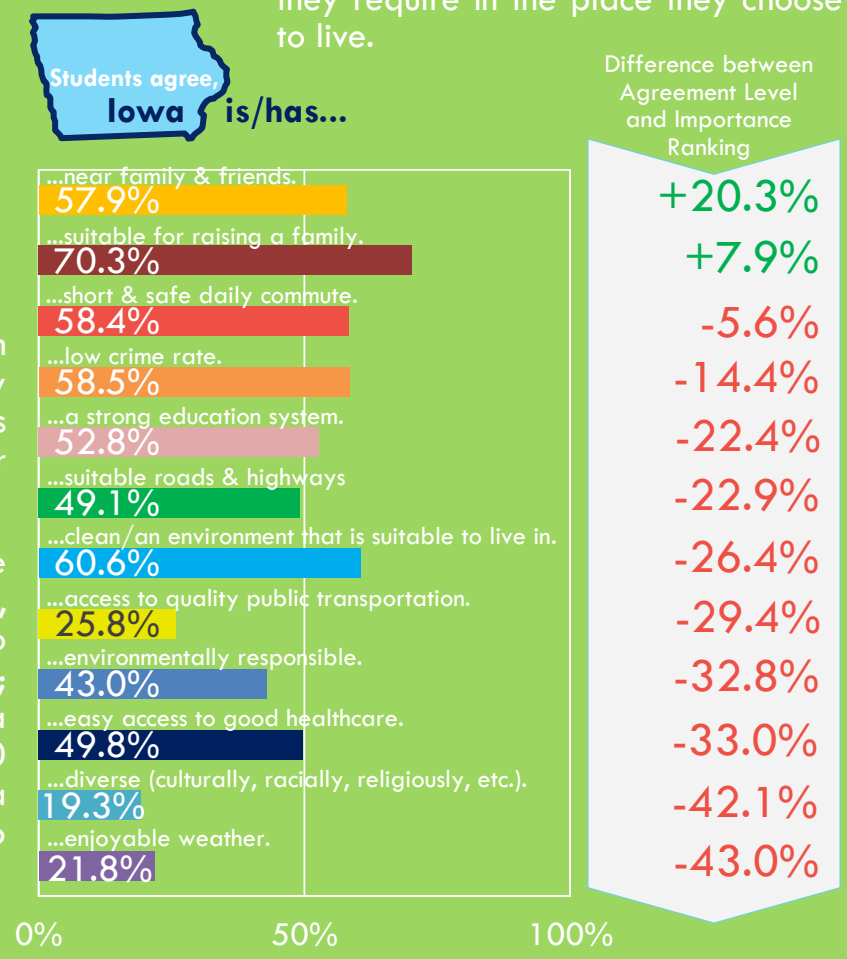
The place I choose to live should be/have...



Among the quality of life factors rated, the largest portion of students (87.0%) respond that having a clean environment that is suitable to live in has absolute importance or is very important. Easy access to good healthcare is second, with 82.8 percent of students rating it as having absolute importance or being very important. Students also reported if they agree that the State of Iowa has these quality of life factors. The bar chart below shows the cumulative percentage of those that either STRONGLY AGREE or AGREE that Iowa has the quality of life factors they require in the place they choose to live.

The percentage point difference between those that rank a factor as absolutely or very important and those that agree Iowa offers the factor is shown in the chart at the far right.

The greatest discrepancy is found within the "enjoyable weather" factor. In this instance, 64.8 percent of students report weather to be important in deciding where to locate; however, only 21.8 percent agree that Iowa has enjoyable weather, a difference of 43.0 percent. In addition, 57.9 percent agree Iowa is "near family and friends" but only 37.6 find this to be an important location factor.



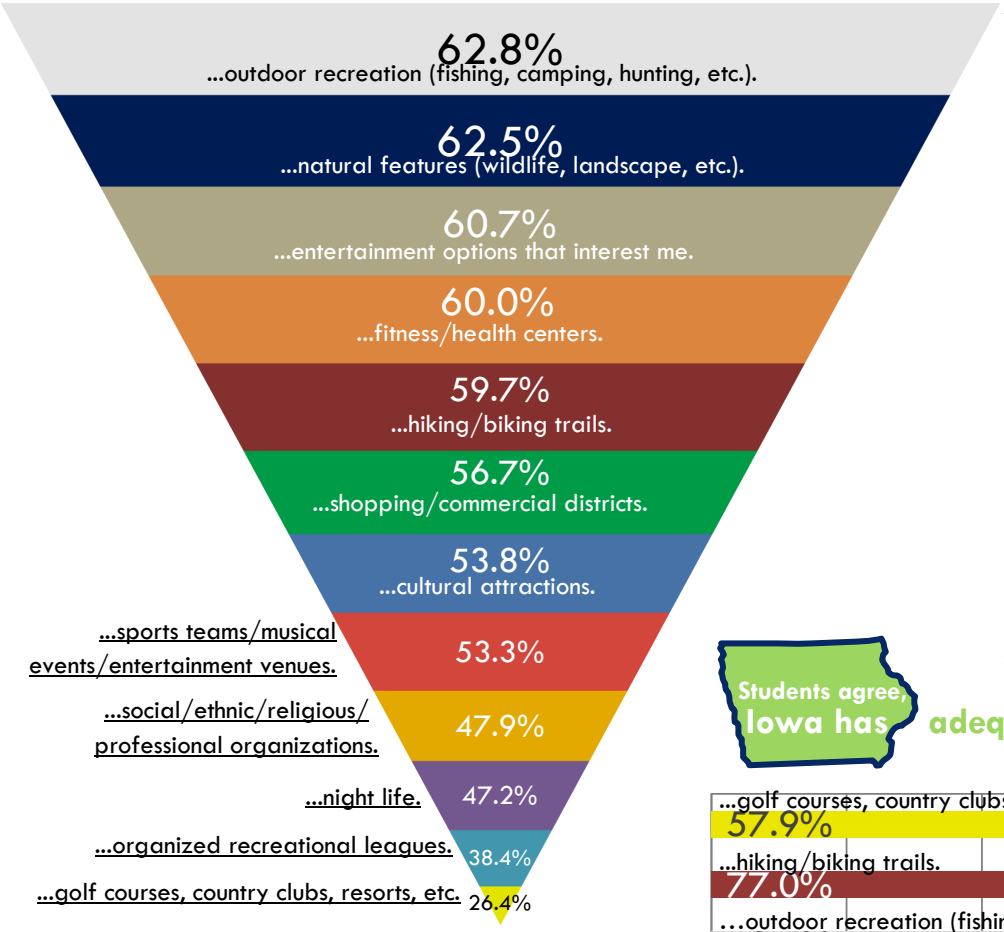
LIKELY TO STAY IN IOWA

Respondents who did not provide an answer within the following categories are excluded from analysis.

Entertainment Options

When considering where to locate following graduation or upon program completion the following factors related to entertainment options are reported as having either ABSOLUTE IMPORTANCE or as being VERY IMPORTANT in their decision-making process.

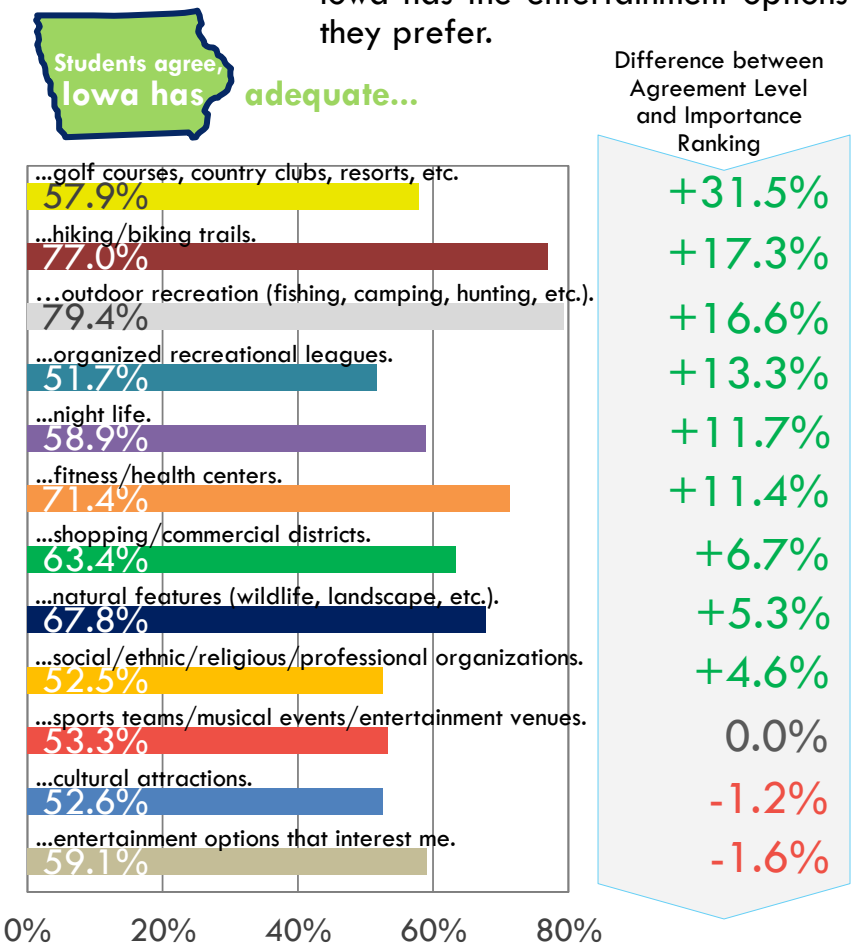
The place I choose to live should be/have...



Among the entertainment options factors rated, the largest portion of students (62.8%) respond that outdoor recreation has absolute importance or is very important. Natural features, such as wildlife and landscape is second, with 62.5 percent of students rating it as having absolute importance or being very important. Students also reported if they agree that the State of Iowa has the entertainment options they value. The bar chart below shows the cumulative percentage of those that either STRONGLY AGREE or AGREE that Iowa has the entertainment options they prefer.

The percentage point difference between those that rank a factor as absolutely or very important and those that agree Iowa offers the factor is shown in the chart at the far right.

The factor that the largest portion of students rank as having absolute importance or being very important is the "outdoor recreation" factor. Likewise, the largest portion of students (79.4%) agree that Iowa has adequate outdoor recreation. This results in a positive difference of 16.6 percentage points.



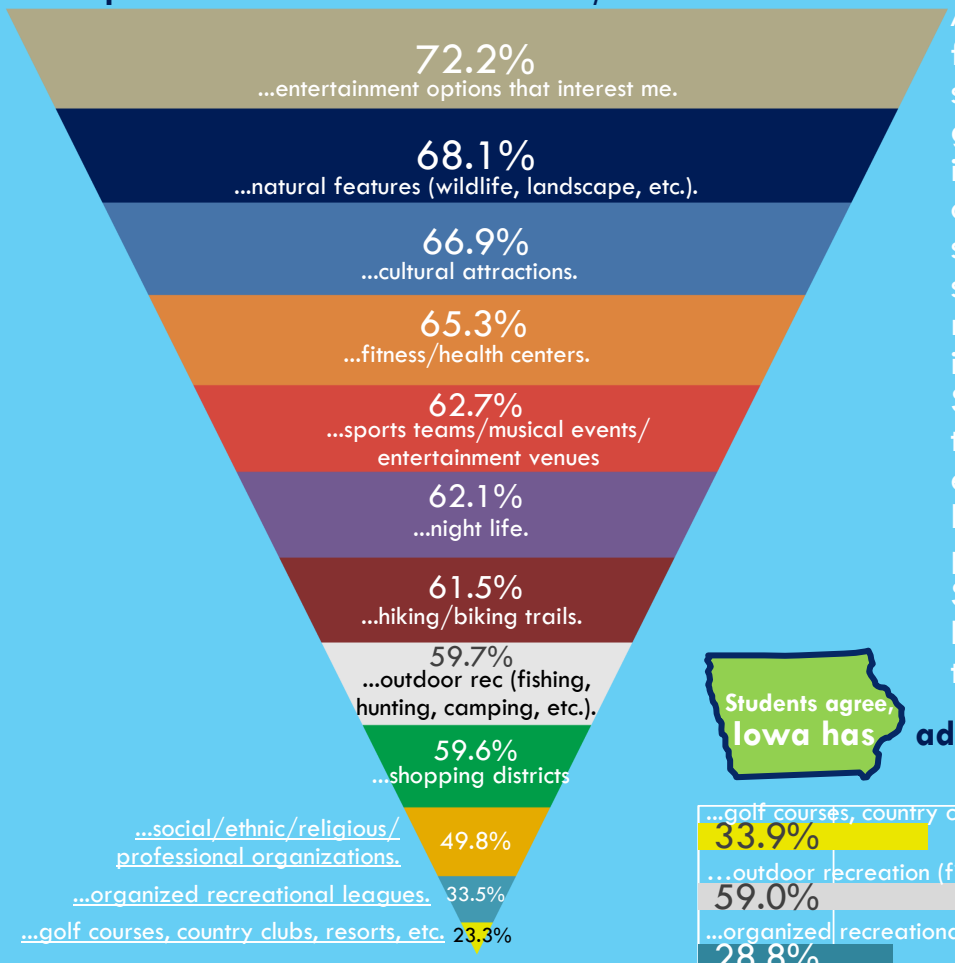
LIKELY TO LEAVE IOWA

Respondents who did not provide an answer within the following categories are excluded from analysis.

Entertainment Options

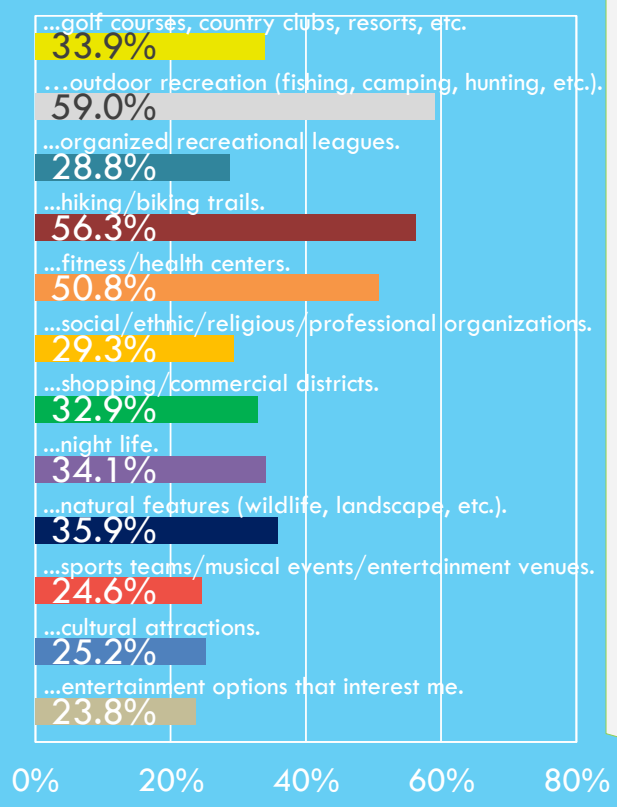
When considering where to locate following graduation or upon program completion the following factors related to entertainment options are reported as having either ABSOLUTE IMPORTANCE or as being VERY IMPORTANT in their decision-making process.

The place I choose to live should be/have...



Among the entertainment options factors rated, the largest portion of students (72.2%) respond that, in general, entertainment options that interest them has absolute importance or is very important. Natural features, such as wildlife and landscape is second, with 68.1 percent of students rating it as having absolute importance or being very important. Students also reported if they agree that the State of Iowa has the entertainment options they value. The bar chart below shows the cumulative percentage of those that either STRONGLY AGREE or AGREE that Iowa has the entertainment options they prefer.

Students agree, Iowa has adequate...



Difference between Agreement Level and Importance Ranking
+10.6%
-0.7%
-4.7%
-5.2%
-14.5%
-20.5%
-26.7%
-28.0%
-32.2%
-38.1%
-41.7%
-48.4%

The percentage point difference between those that rank a factor as absolutely or very important and those that agree Iowa offers the factor is shown in the chart at the far right.

The greatest discrepancy is found within the "entertainment options that interest me" factor. In this instance, 72.2 percent of students find that, in general, the availability of entertainment options that interest them to be important in deciding where to locate; yet only 23.8 percent agree that Iowa has adequate options, a difference of 48.4 percentage points.

HIGHLIGHTS

46.0% of students reported they are **likely to stay in Iowa** following graduation or upon program completion.

26.7% of students reported they are **likely to leave Iowa** following graduation or upon program completion.

LIKELY TO STAY:

- 9.1% of those likely to stay in Iowa are minorities
- 41.0% of singles are likely to stay in Iowa
- 52.8% with family in Iowa are likely to stay
- 54.5% of those that are from Iowa are likely to stay
- 41.8% of those likely to stay in Iowa are attending a community college
- 22.7% of those likely to stay in Iowa have a job offer in place and 96.2% of those offers are in Iowa.
- 47.7% are expecting starting wages in the range of $22.75-$28.74/hr or $47,320-$59,799/yr or HIGHER

LIKELY TO LEAVE:

- 16.4% of those likely to leave Iowa are minorities
- 29.3% of singles are likely to leave Iowa
- 20.6% with family in Iowa are likely to leave
- 19.3% of those that are from Iowa are likely to leave
- 57.5% of those likely to leave Iowa are attending a public 4-year school
- 16.3% of those likely to leave Iowa have a job offer in place and only 26.5% of those offers are in Iowa.
- 57.2% are expecting starting wages in the range of $22.75-$28.84/hr or $47,320-$59,799/yr or HIGHER

EMPLOYMENT CONSIDERATIONS (p.29-30):

Both groups, those likely to stay in Iowa and those likely leave Iowa, have similar percentages of students rank the employment consideration factors as absolutely or very important. However, those likely to leave Iowa are much less likely to agree that Iowa possesses those factors. For example, 83.5 percent of those likely to stay report "job opportunities with competitive wages" as absolutely or very important in their location-decision; likewise, 83.4 percent of those likely to leave feel that way. However, 56.4 percent of those likely to stay agree that Iowa provides competitive wages, while only 30.6 percent of those likely to leave agree.

FINANCIAL FACTORS (p.31-32):

Overall, those within the likely to stay group have a higher percentage of students that find the financial factors as having absolute importance or being very important regarding their location decision than among those in the likely to leave group. The factor that has the highest proportion of students, within each group, rank it as absolutely or very important regarding their location-decision is the "affordable housing" factor. Among those likely to stay in Iowa, 91.2 percent find it to have absolute importance or to be very important. Yet, only 65.8 percent of those likely to stay agree that Iowa has affordable housing. Among those likely to leave Iowa, 83.3 percent state that affordable housing is absolutely or very important regarding their decision of where to locate following graduation or upon program completion. However, only 59.0 percent of those likely to leave agree that Iowa has affordable housing options, a difference of 24.3 percent.

QUALITY OF LIFE (p.33-34):

The students were asked to rank, by level of importance concerning their location-decision, a set of quality of life factors. Being "near family and friends" is ranked as absolutely or very important by 71.0 percent of students likely to stay Iowa, whereas only 37.6 percent of those likely to leave give it high importance. Another factor of note is the importance of diversity in the place they choose to live. Slightly over half (50.1%) of students intending to stay in Iowa say diversity is absolutely or very important in their decision-making process while 61.4 percent of those likely to leave find it absolutely or very important.

ENTERTAINMENT OPTIONS (p.35-36):

In comparison to all of the sets of factors analyzed, the entertainment options factors have the lowest proportion of students that rank them as absolutely or very important regarding their location-decision following graduation or upon program completion. For this category, between those students likely to stay in Iowa and those likely to leave Iowa the "night life" factor has the greatest discrepancy, in terms of importance. Among those likely to stay, 47.2 percent find night life to be absolutely or very important while 62.1 percent of those likely to leave find it so. The availability of cultural attractions has the next highest difference: 66.9 percent of those likely to leave Iowa find this factor absolutely or very important and only 53.8 percent of those likely to stay find it to be. In addition, those students who are likely to stay in Iowa are more likely to agree that Iowa possesses each of these entertainment options than those students that are likely to leave. The greatest difference is in the general factor of "Iowa has adequate entertainment options that interest me". Nearly three-fifths (59.1%) of those likely to stay agree with this statement while only 23.8 percent of those likely to leave agree.

METHODOLOGY

In March 2017, Iowa Workforce Development sent the 2017 College Student Survey to representatives of all of the community colleges, state universities, and private institutions (both for-profit and non-profit) including career/technical schools, with one or more physical location in the State of Iowa. The contacts at each of these establishments were asked to electronically distribute the online survey to their student body via email.

The survey was open from mid-March through the end of May 2017. A total of 35 institutions participated in this survey and a total of 8,693 responses were used for analysis in this report. The number of responses per institution varied greatly and, therefore, the data in this report reflects those variances. The following is a list of the participating schools:

- Allen College
- Aveda Institute of Des Moines
- Central College
- Clarke University
- Des Moines Area Community College
- Dordt College
- Eastern Iowa Community College
- Emmaus Bible College
- Graceland University
- Hamilton Technical College
- Hawkeye Community College
- Iowa Central Community College
- Iowa Lakes Community College
- Iowa State University
- Iowa Valley Community College District
- Iowa Wesleyan College
- Iowa Western Community College
- Kaplan University
- Kirkwood Community College
- La'James International College
- Loras College
- Mercy College of Health Sciences
- Northeast Iowa Community College
- Northwest Iowa Community College
- Northwestern College
- Palmer College of Chiropractic
- Simpson College
- Southwestern Community College
- St. Ambrose University
- St. Luke's College
- University of Iowa
- University of Northern Iowa
- Upper Iowa University
- Waldorf University
- Western Iowa Tech Community College

Responses from the survey were collected and analyzed by Iowa Workforce Development. The analysis does not weigh the importance of each variable against one another, but instead represents how many students answered a question in a particular way or rated a feature at a certain level.

Prior to analysis of the data, efforts were made to ensure data quality. These steps included:

- Identifying and removing duplicate records
- Identifying and removing records of those respondents who do not live in Iowa nor are from Iowa and indicated taking online-classes only
- If the respondent did not answer how they attend classes but indicated they are not from Iowa nor live in Iowa, this record was removed from analysis
- If no "rating" questions were answered (those questions that determine what the student values in their location decision and their opinion as to if Iowa has those qualities) the record was removed from analysis
- Records of respondents that indicated they were less than 18-years-old were removed
- Records of respondents currently in high school and taking college credit courses were removed

The bulk of analysis in this report is upon two groups: those that indicated they are likely to stay in Iowa following graduation or upon program completion and those that indicated they are likely to leave. The responses of students that reported they are "unsure" about where they will locate were not analyzed at length in this report.

For those questions relating to "agreement level" (analysis found on p.29-36), the options given to the respondent were: strongly disagree, disagree, neutral, agree, and strongly agree. The cumulative percentage of those that agree or strongly agree are reported in this publication. The percentage that disagree cannot be reached by subtracting this cumulative percentage from 100 as it would not account for those that indicated neutral as their response.

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