

# The Attitudes and Migration Patterns of College Graduates from Indiana

Lesley L. Fortriede, Department of Geography, Ball State University, Muncie, Indiana

## Introduction

October of 2009 marked the peak of unemployment in the United States for the current recession at a rate of 10.0 percent, and while with number has declined, it is still currently hovering around 8 percent. Many cities and states across the country have sought out ways to boost their local economies. One method that has been used is to try and find ways to attract college graduates. Richard Florida in his work, *Rise of the Creative Class*, states that college graduates prefer places of diversity and tolerance as they decide where they want to live after they graduate. His “creativity index” is a measure of these factors that he thinks are important to graduates. **This study used Richard Florida’s theory on “creative class” to investigate what motivates Indiana graduates in the places they choose to live after they earn their undergraduate degrees.**

## Objectives

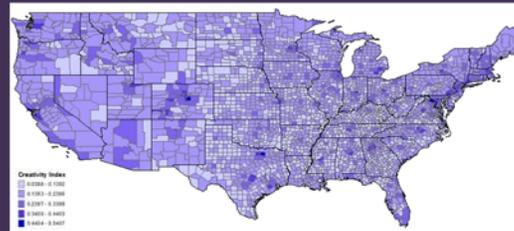
- Map where Indiana alumni are living after they graduate
- Map where current Ball State students would like to live after graduation
- Find out what influences where college graduates want to live after they graduate

## Methods

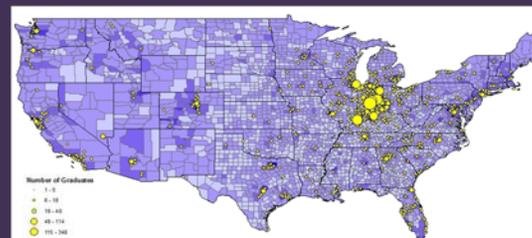
- Alumni data was gathered from Indiana University – Southeast, the University of Evansville, Rose-Hulman Institute of Technology, and Ball State University and organized based on where they currently live and their graduation year.
- A survey was also sent out to current Ball State students in April of 2012 asking about the factors they felt were important in the place where they would prefer to live, their academic year, and their hometown.
- The U.S. Department of Agriculture created their own creative class index based on Florida’s model to classify counties based on their creativity index, and this information was grouped and classified based on five natural breaks in the data and then mapped accordingly.

## Sources

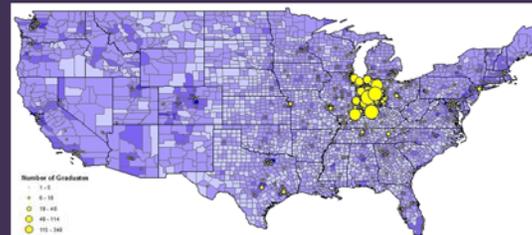
Creative Class County Codes. October 17, 2007. <http://www.ers.usda.gov/data-products/creative-class-county-codes.aspx> (accessed August 31, 2012).  
 Florida, Richard. 2002. *Rise of the Creative Class*. New York, NY: Basic Books.  
 United States Department of Labor, Bureau of Labor Statistics. *Labor Force Statistics from the Current Population Survey*. [cited 15 October 2012]. Available from <<http://data.bls.gov/pdq/querytool.jsp?survey=1n>>



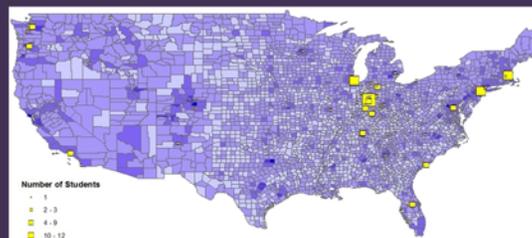
County Creative Class Index



Indiana Graduates from 1998



Indiana Graduates from 2010

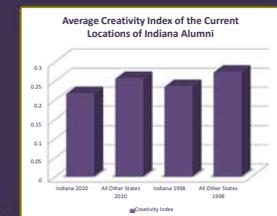


Where Current BSU Students want to live

## Results

- Recent alumni are living closer to home than alumni that graduated more than ten years ago.
- When they do move away from Indiana, alumni are choosing to live in places that have a higher creativity class index.
- Current students who responded to the survey placed economic issues as the most important factor they are looking for in where they want to live after graduation.
- Family connections and physical geography are the next most important factors to current students.
- Most current students would prefer to remain in Indiana or in the Midwest.

Current BSU Students Survey Respondents by Academic Year	
Graduating Senior	16
Senior	23
Junior	23
Sophomore	32
Freshman	48



Important Factors for Current BSU Students (Most important to least important)	
1	Economic Opportunities
2	Cost of Living
3	Family Connections
4	Physical Attributes
5	Weather
6	Family Friendly
7	Tolerant Atmosphere
8	Varied Recreational Activities
9	Dependable Public Transportation
10	Thriving Night-Life
11	Ethnic Diversity
11	Cultural Opportunities
12	Access to Parks
13	Civic Opportunities
14	Other

## Conclusions

The creativity index of a place may have a higher level of importance for those who are moving away than it does for those who want to stay in Indiana and the Midwest. The results of the survey could mean that Indiana graduates may be less concerned with creative class issues and more concerned with economic factor, family, and physical geography. **This suggests that graduates are moving away to find places with better economic opportunities rather than on characteristics of creativity.** More research should be done on the factors Indiana alumni look for when they are making the decision to move away or remain locally.

## Acknowledgements

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