



## Project Information

**What motivates young people to settle in a particular region?**

What do recent college graduates value most when deciding where to go post-graduation?

What attracts young professionals to a region?

How do these attitudes change

### **Survey for Students and Alumni**

900 total respondents:

**233 Current Students**

-182 traditional and 48 nontraditional

**667 alumnus**

## Policy Suggestions:

### **Brand the city**

Hold a competition within the marketing, new media, journalism, etc. departments to come up with the best branding strategy

### **Bangor Area Job Fairs**

Partnering local businesses with the University of Maine Career Center

### **Encourage Internships**

University department heads and internship coordinators should partner with local businesses or groups like FUSION:Bangor to connect students with local internship or job opportunities

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Our report will be finalized and sent to community partners Ben Sprague and Gibran Graham mid-May. There will be an op-ed and a blog post on The Point in the Bangor Daily News later this month!

**For further information or a copy of the final report, please contact:**

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## Revitalizing Bangor: Keeping Professionals In Central Maine

Cameron Huston, Sarah Nicols, Spencer Warmuth, Gareth Warr



Past research focuses on development of larger cities. Our study is unique because it focuses on a smaller city.

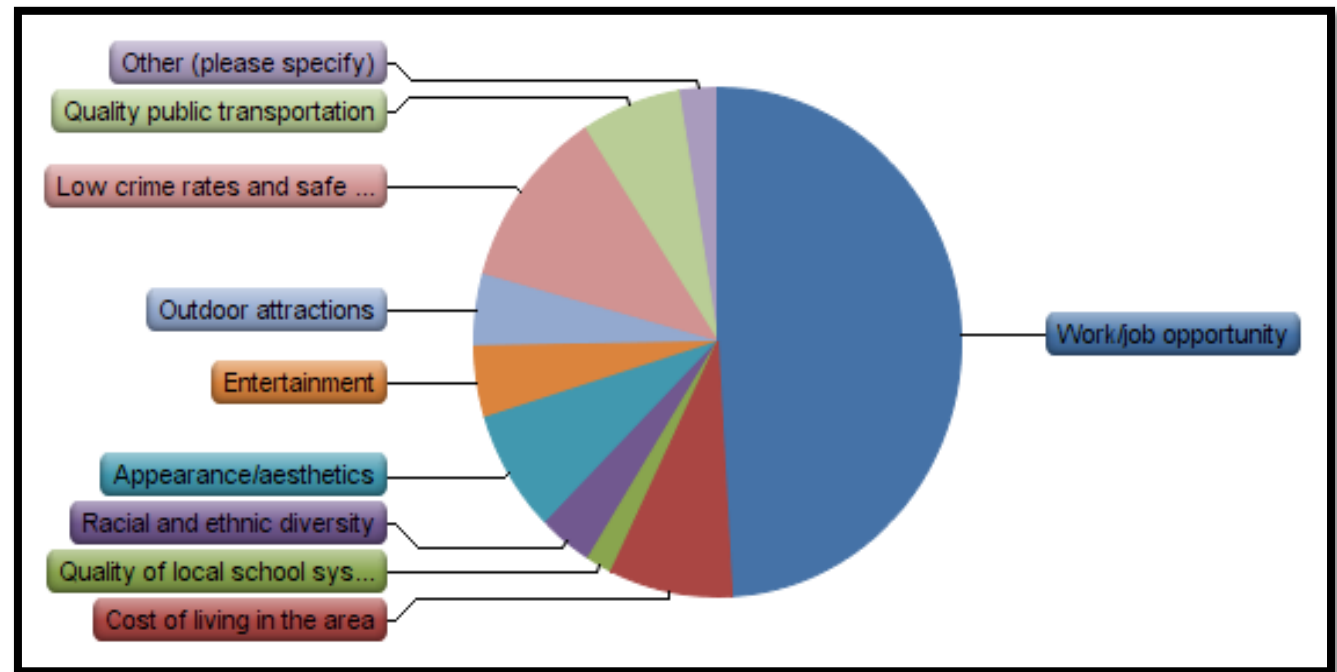
61% of respondents would like to live in a small city.

Bangor's outdoor attractions are plentiful, they just need to be promoted.

Bangor has made strides, but there is still progress to be made.

"If there was one thing that Bangor could do in order to make itself a more attractive destination to settle after you graduate, what would it be?"

"Which **one** of the following areas do you feel is most in need of improvement in Bangor?" (All Respondents)



**There is a positive correlation between students who work in Bangor, and want to live in Bangor after graduation.**

For the students who had paid or unpaid internships, **42%** are likely or very likely to settle in the Bangor area. For those who didn't, only **21%** are likely or very likely to

settle in the Bangor area.

For students who had *some* work experience in the Bangor area, **31%** are likely or very likely to settle in the Bangor area. For those who had no work experience in the area, only **14%** are likely or very likely to settle here.

Students who do not visit Bangor, are much less likely to see Bangor as a destination after graduation.

entertainment  
Bangor  
opportunities  
feel  
Maine  
work attract family  
public place people  
better  
mall  
city  
jobs  
diversity field downtown  
living