

Revitalizing Bangor: Keeping Professionals in Central Maine

Cameron Huston, Sarah Nicols,
Spencer Warmuth, & Gareth Warr

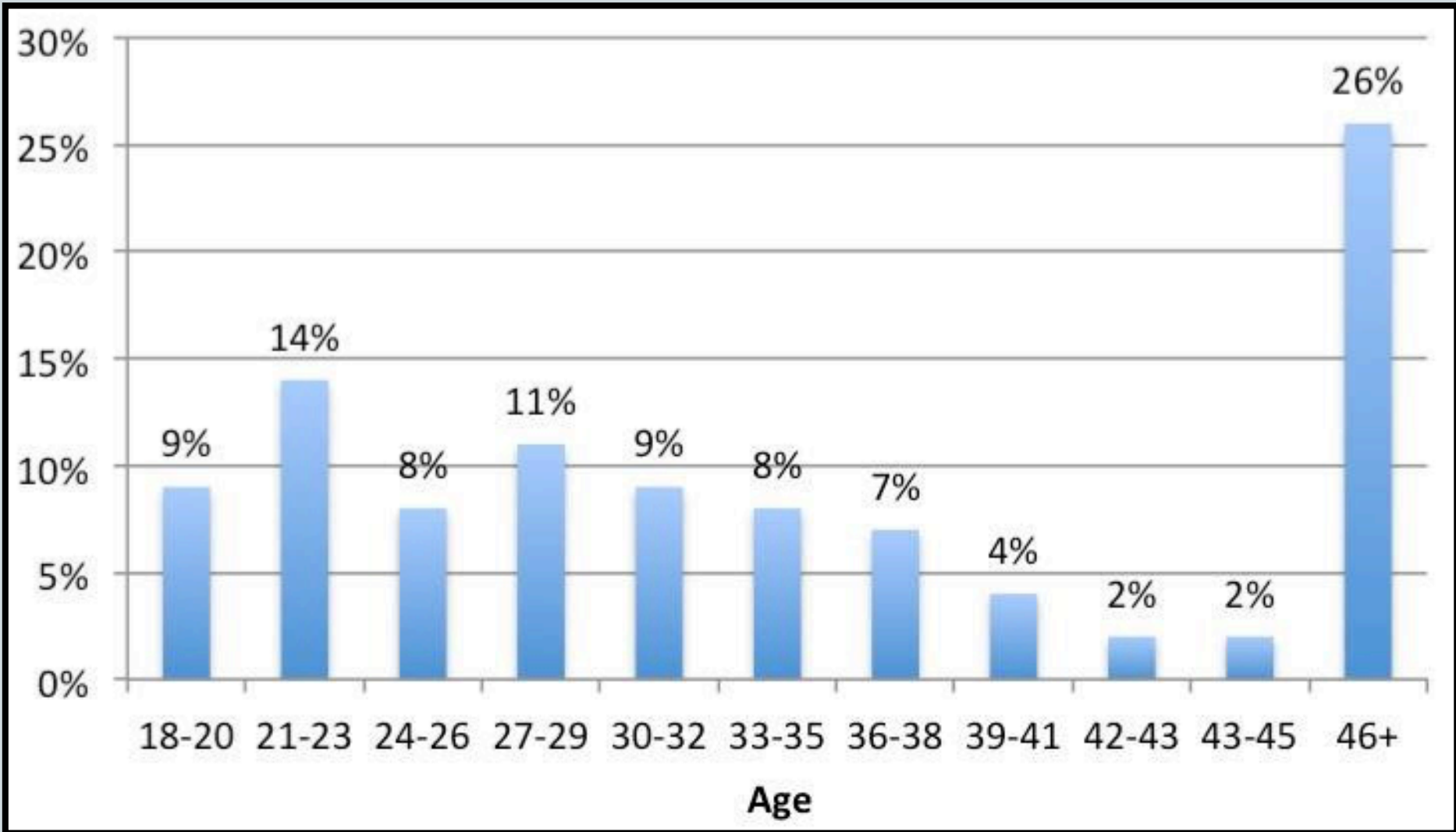
What motivates young people to settle in a region?

- 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 over time?

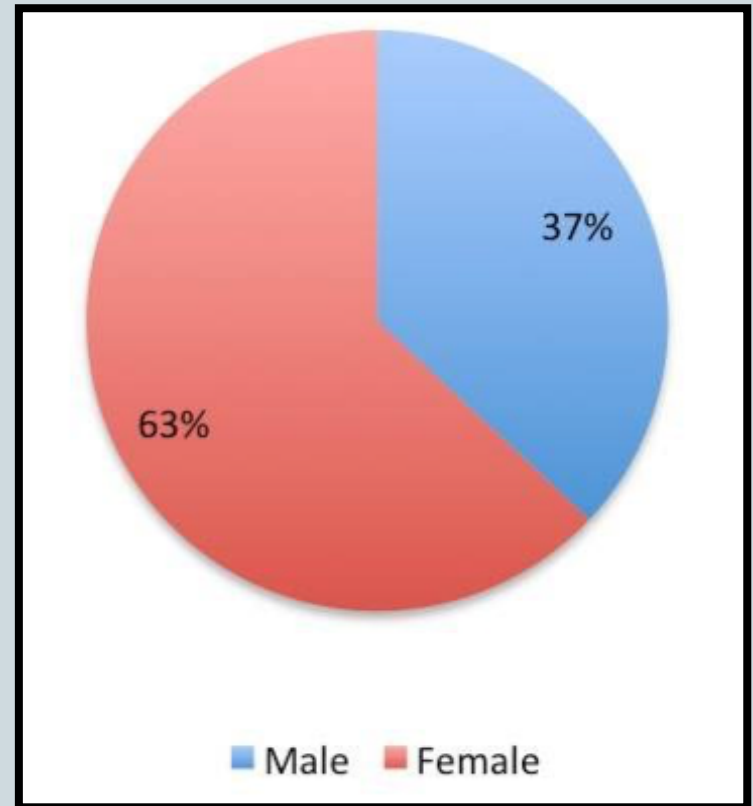
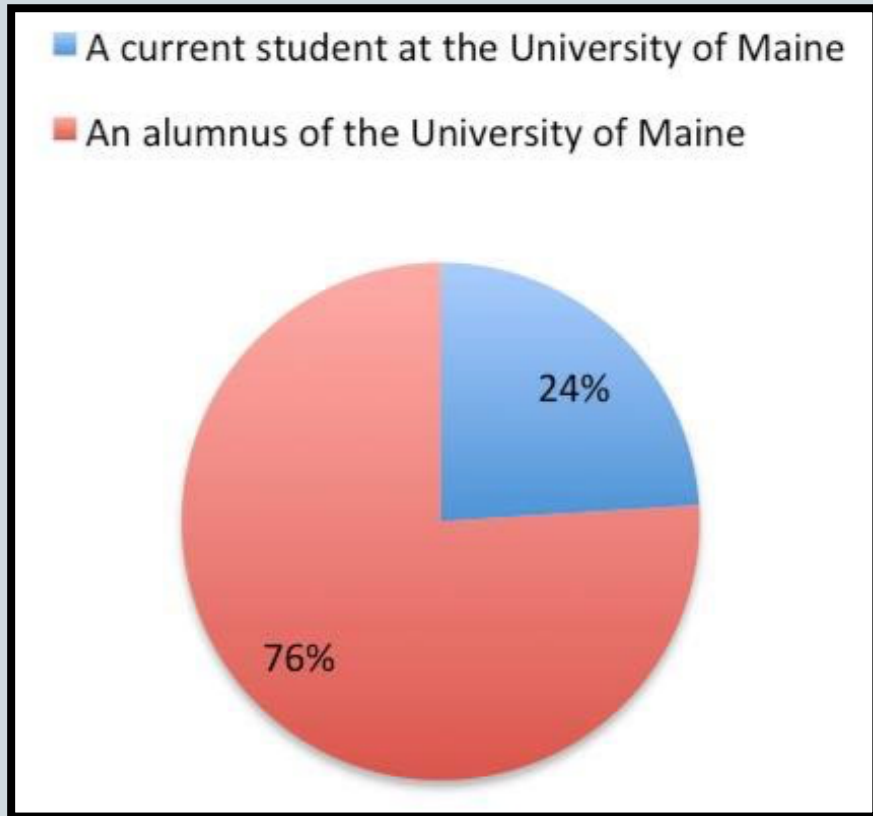
Research Methods

- Past research focuses on development of larger cities. Our study is unique because it focuses on a smaller city.
- Survey current students and alumni in order to make connections about where people want to live after graduation and why.
- 900 total respondents
 - 233 current students
 - 182 traditional and 48 nontraditional
 - 667 alumnus

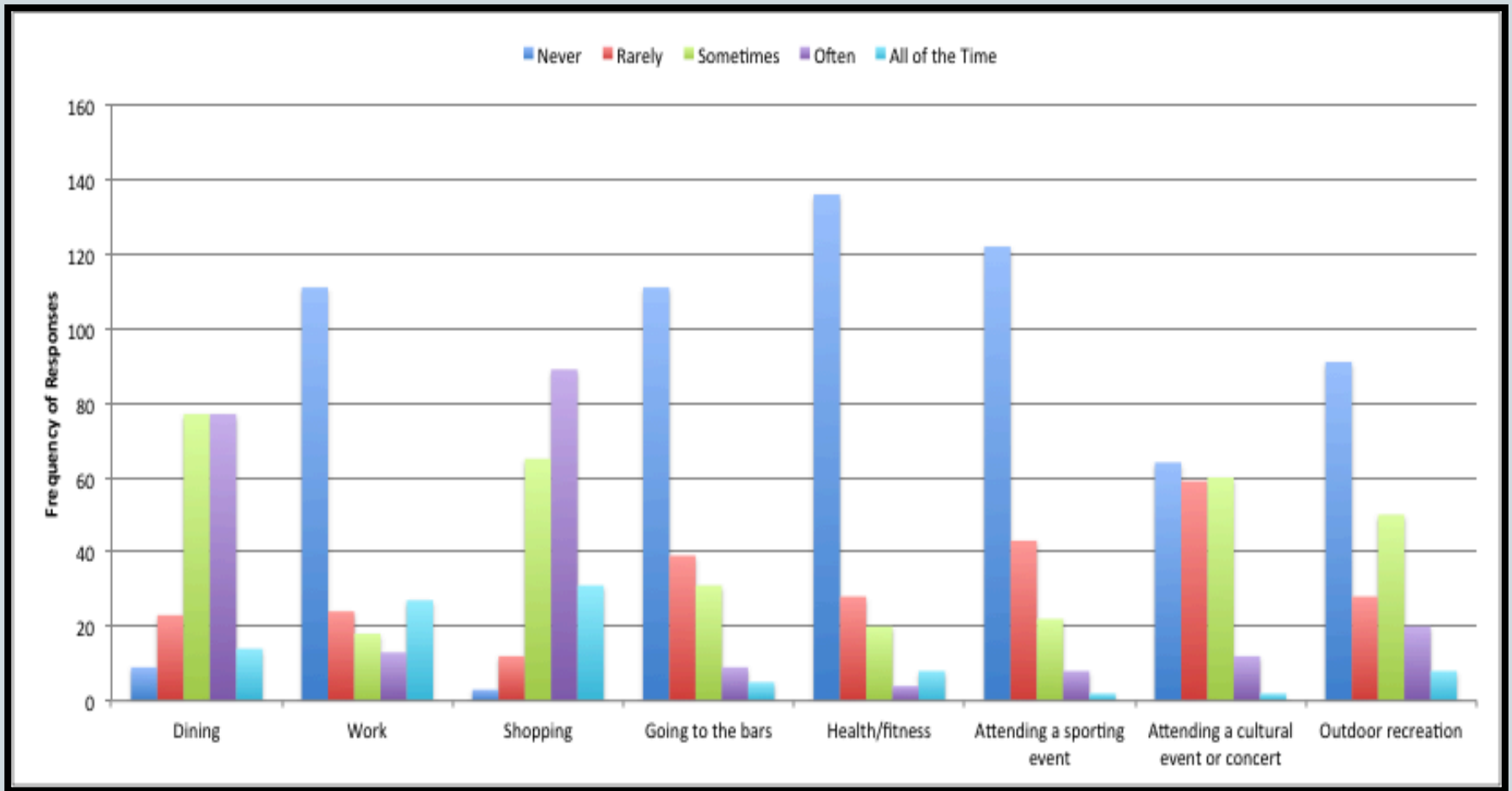
Survey Demographics



Survey Demographics

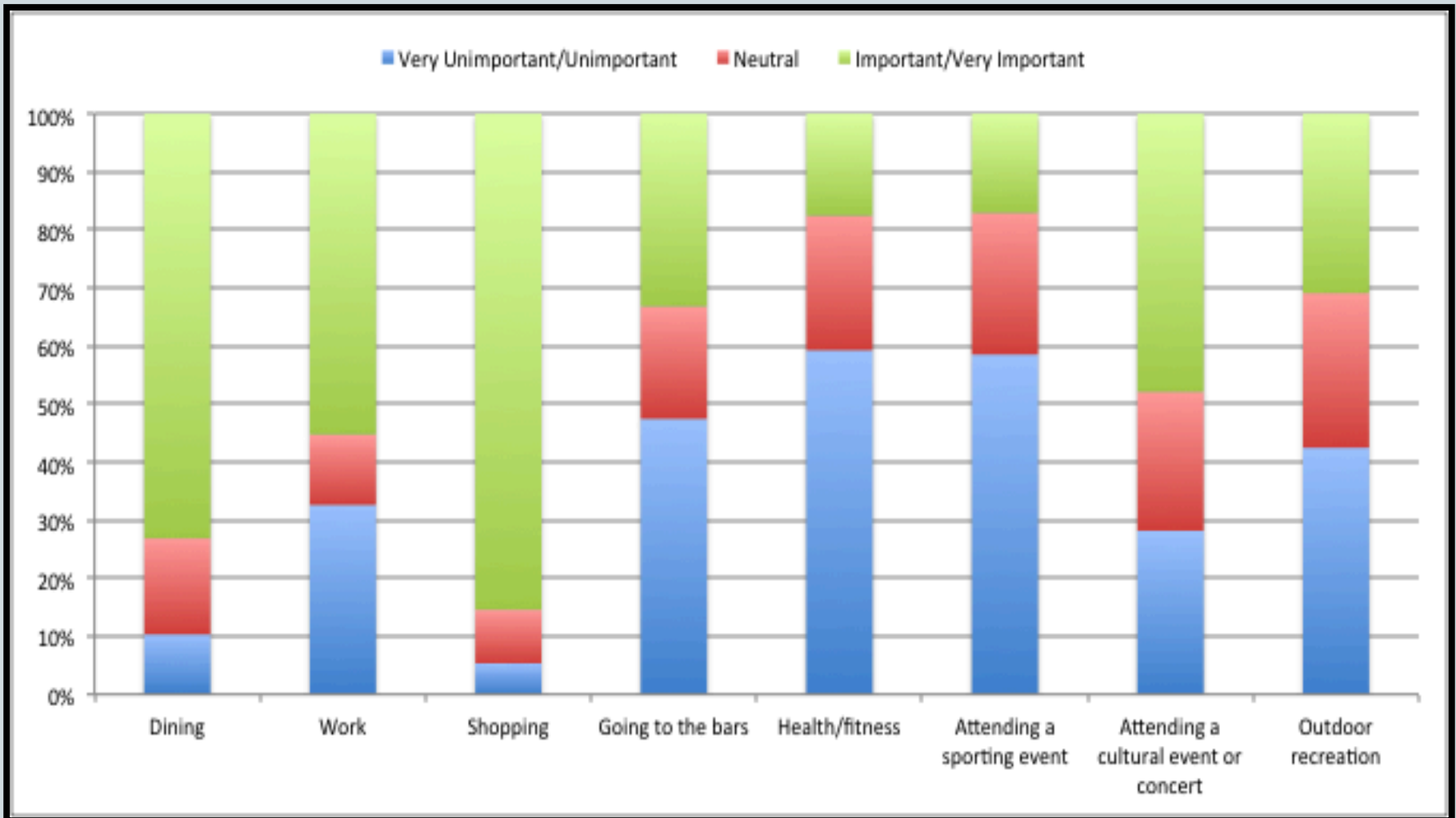


What Students are Doing in Bangor



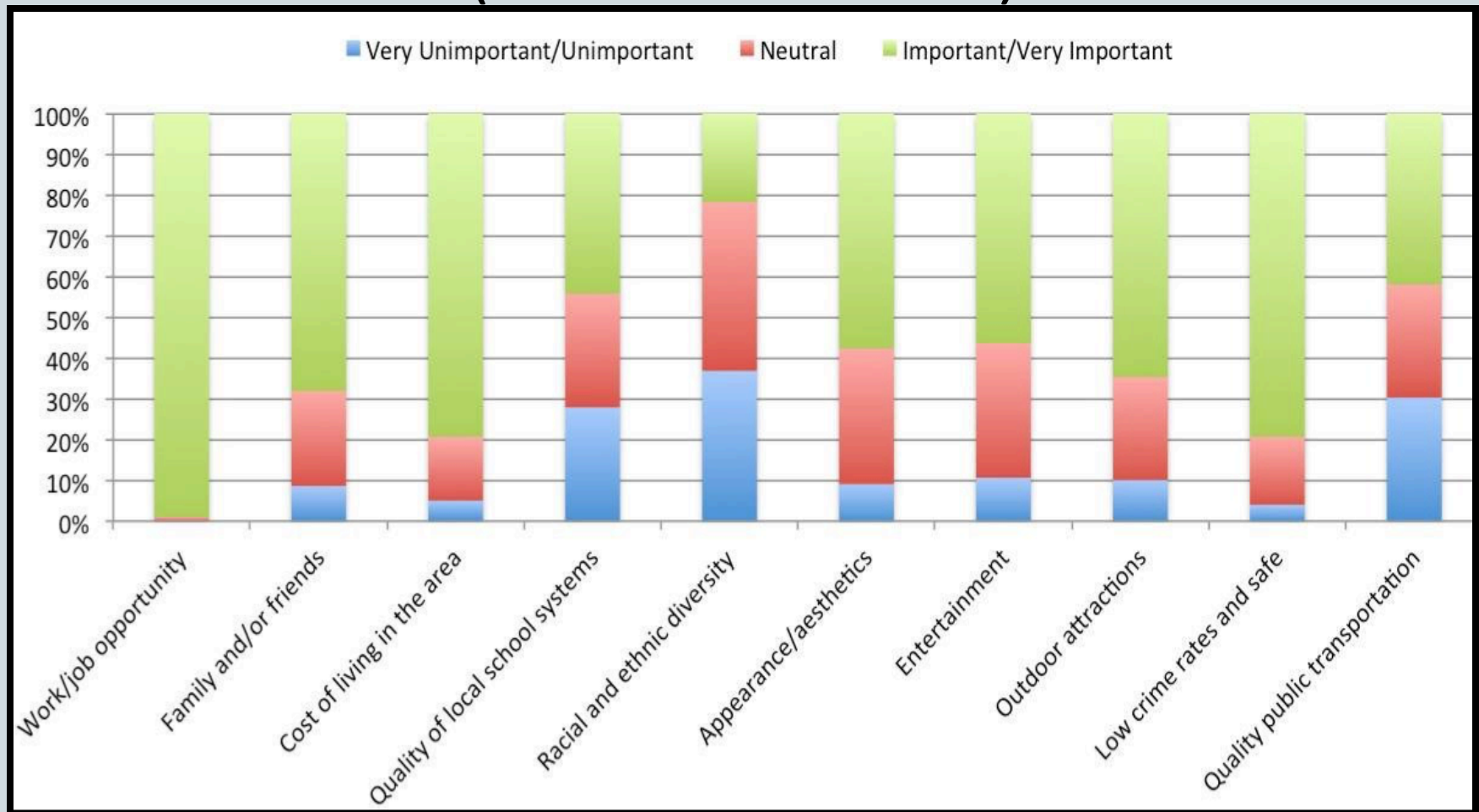
- Primarily going to places that are not abundantly available in Orono (ex. Dining and shopping).

Reasons to go to Bangor



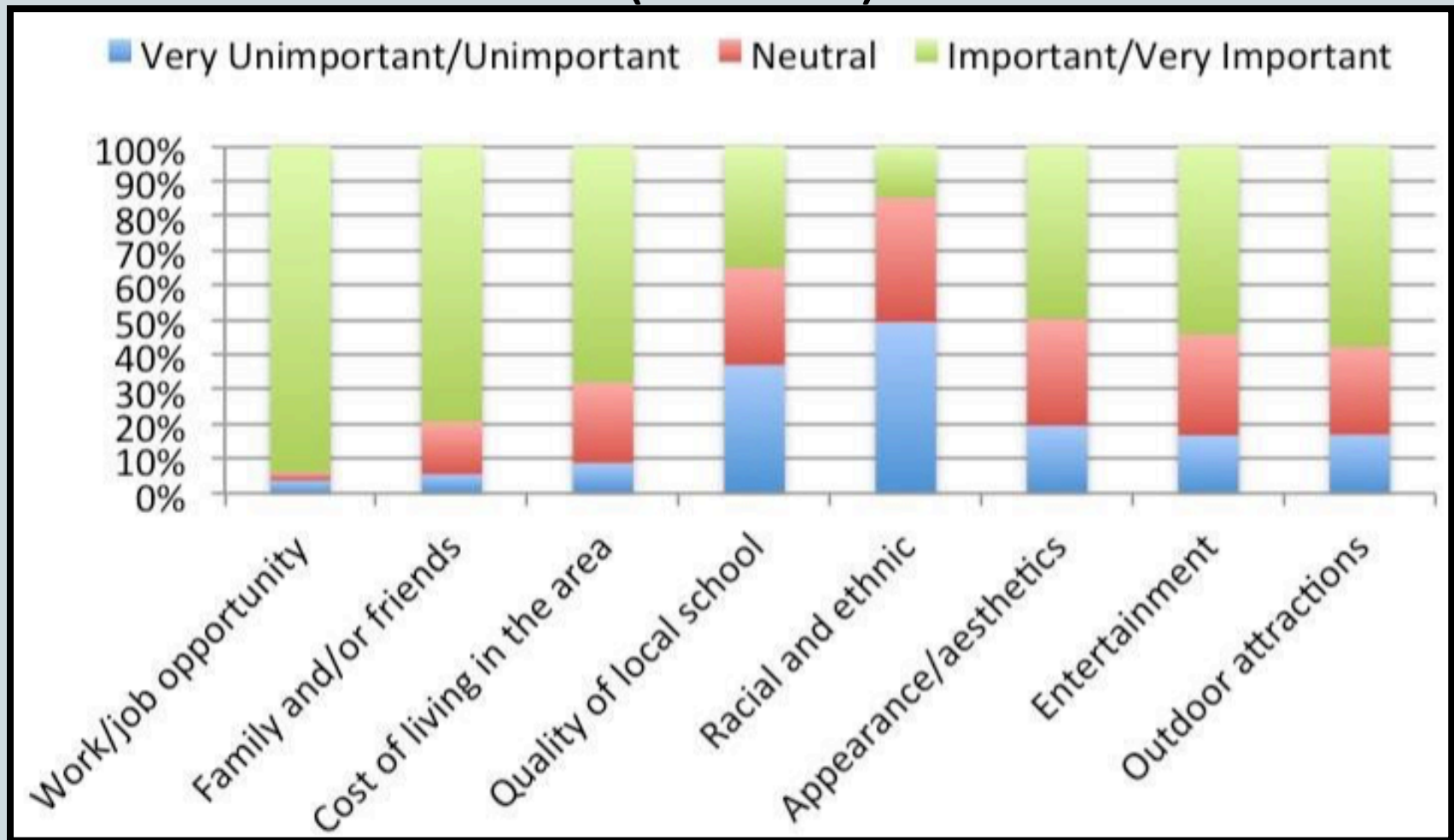
- Students considered activities only available in Bangor to be the most important reasons to go.

Influencing Factors on Where to Live (Current Students)



- Work, cost of living, and crime rates were of highest importance to current students.

Influencing Factors on Where to Live (Alumni)



- Work and presence of family and friends are the most important factors to alumni.

Visiting Bangor

Comparing “How many times do you visit Bangor a month?”
to “How likely are you to live in Bangor after you graduate?”

	Never, 1-3 times	4-10 times	More than 10 times
Very unlikely/ Unlikely	76.2%	66.2%	39.3%
Undecided	20.6%	20.3%	19.6%
Likely/Very Likely	3.2%	13.5%	41.1%

- Students who do not visit Bangor regularly are much less likely to see Bangor as a place to live after graduation.

Likelihood of Living in the Area?

How likely are you to live in the following areas after you graduate? - **The Bangor area**

	Worked Full Time/ Worked Part Time	Paid Internship/ Unpaid Internship	This Does Not Apply
Very unlikely/ Unlikely	46.6 %	36.8%	64.4%
Undecided	22.7%	21%	21.7%
Likely/Very Likely	30.7%	42.1%	13.9%

How likely are you to live in the following areas after you graduate? - **Maine**

	Worked Full Time/ Worked Part Time	Paid Internship/ Unpaid Internship	This Does Not Apply
Very unlikely/ Unlikely	15.9%	15.8%	25.2%
Undecided	27.3%	26.3%	32.2%
Likely/Very Likely	56.8%	57.9%	42.6%

Likelihood of Living out of State?

How likely are you to live in the following areas after you graduate? – **A different state**

	Worked Full Time/ Worked Part Time	Paid Internship/ Unpaid Internship	This Does Not Apply
Very unlikely/ Unlikely	23.3%	31.6%	13.3%
Undecided	25.6%	31.6%	22.1%
Likely/Very Likely	51.2%	36.8%	64.6%

How likely are you to live in the following areas after you graduate? – **A different country**

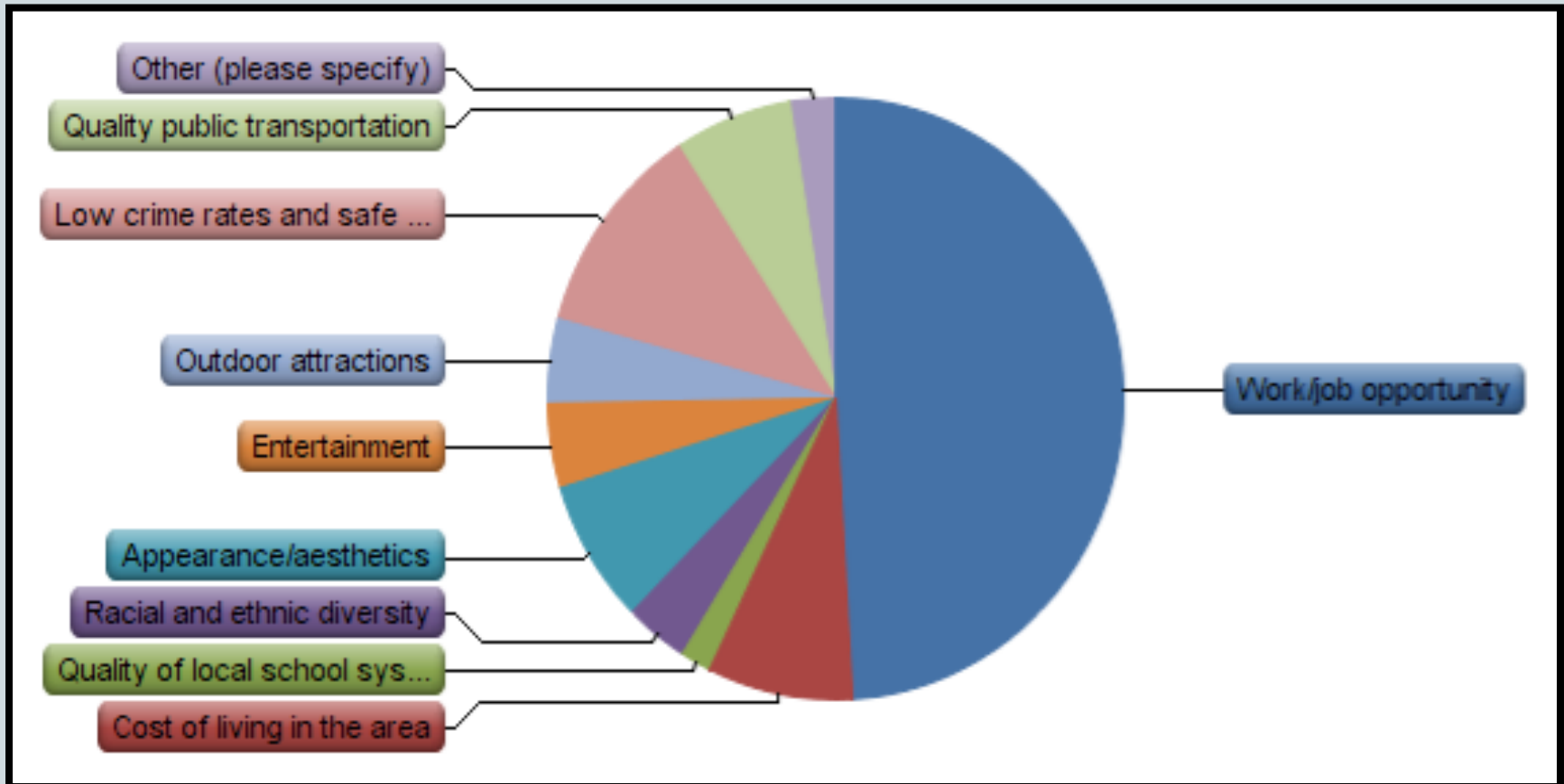
	Worked Full Time/ Worked Part Time	Paid Internship/ Unpaid Internship	This Does Not Apply
Very unlikely/ Unlikely	70.9%	73.7%	55.4%
Undecided	16.3%	21.1%	28.6%
Likely/Very Likely	12.8%	5.3%	16.1%

What does all of this mean?

- 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.

“Which **one** of the following areas do you feel is most in need of improvement in Bangor?”

(All Respondents)



- **49%** of all respondents said that work/job opportunity needed the most improvement.

“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?”

A word cloud visualization of responses to a survey question. The words are arranged in a circular pattern, with the most prominent words in the center and smaller words towards the edges. The words are color-coded: orange for 'Bangor', blue for 'opportunities', green for 'better', and purple for 'jobs'. Other words include 'entertainment', 'feel', 'Maine', 'work', 'attract', 'family', 'public', 'place', 'people', 'mall', 'city', 'diversity', 'field', 'downtown', and 'living'.

entertainment

Bangor

opportunities

feel

Maine

work attract family

public place people better

mall

city

jobs

diversity field downtown

living

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 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

Conclusion

- 61% of respondents would like to live in a small city.
- Outdoor attractions are plentiful, they just need to be promoted.
- Bangor has made strides, but there is still progress to be made.

Many Thanks to...

Professor Robert Glover

Bangor City Councilors Ben Sprague
and Gibran Graham

The University of Maine Alumni Association

The Bangor Daily News

Any Questions or Comments?