Survey of Impressions of the State of Alabama

State leaders are interested in increasing the number of university graduates that choose to live and work in Alabama. The purpose of this survey is to help better understand the impressions that soon-to-be university graduates have of the state of Alabama. The information you share will help guide our efforts to better connect graduates with career opportunities and communities in the state and inform community and state leaders about what matters to students about to enter the workplace.

General Demographic Information:

1. Institution you currently attend **(dropdown list)**
2. Gender **(dropdown list)**
3. Ethnicity **(dropdown list)**
4. State in which you completed High School **(drop down list)**
5. Major **(drop down list)**
6. During your time attending this university have you had an opportunity to explore other areas of the state? **Yes\_\_\_ No \_\_\_(force choice)**
   1. If yes, please indicate communities that you visited for an event or activity, and include your university town in the list. **(dropdown list)** 
      1. Mobile
      2. Gulf Shores/Orange Beach
      3. Dothan/Enterprise/Troy
      4. Montgomery/Wetumpka/Prattville
      5. Birmingham/Mountain Brook/Vestavia/Hoover/Bessemer/Trussville
      6. Gadsden
      7. Clanton
      8. Huntsville/Madison
      9. Decatur/Athens
      10. Florence/Mussel Shoals/Tuscumbia
      11. Tuscaloosa/Northport
      12. Monroeville
      13. Demopolis/Livingston
      14. Guntersville/Scottsboro
      15. Montevallo
      16. Anniston/Oxford
      17. Jacksonville
      18. Auburn/Opelika
      19. Eufaula
      20. Jasper
7. Whether or not you visited this community, which areas of Alabama do you perceive most positively. Select up to 3 communities and rank them
   * 1. Mobile
     2. Gulf Shores/Orange Beach
     3. Dothan/Enterprise/Troy
     4. Montgomery/Wetumpka/Prattville
     5. Birmingham/Mountain Brook/Vestavia/Hoover/Bessemer/Trussville
     6. Gadsden
     7. Clanton
     8. Huntsville/Madison
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     15. Montevallo
     16. Anniston/Oxford
     17. Jacksonville
     18. Auburn/Opelika
     19. Eufaula
     20. Jasper

**On a scale of 1-5 please rate your impressions of the following aspects of life in Alabama**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Please rate | Very Negative | Negative | Neutral | Positive | Very Positive | No opinion |
| Alabama as a place to live? |  |  |  |  |  |  |
| Alabama as a place to work? |  |  |  |  |  |  |
| Friendliness of Alabama’s people |  |  |  |  |  |  |
| Acceptance towards people of diverse backgrounds |  |  |  |  |  |  |
| Opportunities to practice my faith |  |  |  |  |  |  |
| The state’s natural environment |  |  |  |  |  |  |
| Cleanliness of cities and towns |  |  |  |  |  |  |
| Opportunities to attend cultural events |  |  |  |  |  |  |
| Quality business establishments |  |  |  |  |  |  |
| Shopping opportunities |  |  |  |  |  |  |
| Job opportunities in my field of study |  |  |  |  |  |  |
| Outdoor Recreational Opportunities |  |  |  |  |  |  |
| Opportunities to continue education |  |  |  |  |  |  |
| Access to affordable quality housing |  |  |  |  |  |  |
| Access to quality child care |  |  |  |  |  |  |
| Access to quality health care |  |  |  |  |  |  |
| Overall Cost of Living |  |  |  |  |  |  |
| Ease of travel |  |  |  |  |  |  |
| Tax Rates |  |  |  |  |  |  |
| Broadband Service |  |  |  |  |  |  |
| Utility Costs |  |  |  |  |  |  |
| Pk-12 Schools |  |  |  |  |  |  |
| Government |  |  |  |  |  |  |
| Crime Prevention |  |  |  |  |  |  |
| Variety of dining establishments |  |  |  |  |  |  |
| Overall image or reputation |  |  |  |  |  |  |

Using the same aspects, please rate the importance of these factors for you when considering a place to live and work?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Please rate | Not at all Important | Not Important | Neutral | Important | Very Important | No opinion |
| Alabama as a place to live? |  |  |  |  |  |  |
| Alabama as a place to work? |  |  |  |  |  |  |
| Friendliness of People |  |  |  |  |  |  |
| Acceptance towards people of diverse backgrounds |  |  |  |  |  |  |
| Overall appearance |  |  |  |  |  |  |
| Cleanliness |  |  |  |  |  |  |
| Opportunities to attend cultural events |  |  |  |  |  |  |
| Overall quality of business establishments |  |  |  |  |  |  |
| Shopping Opportunities |  |  |  |  |  |  |
| Job Opportunities |  |  |  |  |  |  |
| Job Opportunities in field of study |  |  |  |  |  |  |
| Outdoor Recreational Opportunities |  |  |  |  |  |  |
| Educational Opportunities |  |  |  |  |  |  |
| Access to affordable quality housing |  |  |  |  |  |  |
| Access to quality child care |  |  |  |  |  |  |
| Access to quality health care |  |  |  |  |  |  |
| Overall Cost of Living |  |  |  |  |  |  |
| Ease of travel |  |  |  |  |  |  |
| Overall image or reputation |  |  |  |  |  |  |
| Broadband Service |  |  |  |  |  |  |
| Utility Costs |  |  |  |  |  |  |
| Crime Prevention |  |  |  |  |  |  |
| Variety of dining establishments |  |  |  |  |  |  |

Do you anticipate staying in Alabama after you graduate? Yes \_\_\_\_ No\_\_\_\_ (**force choice)**

Please let us know the primary reasons why or why not:

Thank you for your input.