



 An objective look at 12 key criteria that enrich a college learning experience

THE **AIER** 2013|2014
College Destinations INDEX

2

Ann Arbor | MI

POPULATION: 347,962

SMALL METROS

**THE top 20
SMALL METROS**

Metropolitan Statistical Areas with greater than 15,000 college students¹

- 1 Boulder, CO
- 2 Ann Arbor, MI**
- 3 Madison, WI
- 4 Durham-Chapel Hill, NC
- 5 Gainesville, FL
- 6 Lincoln, NE
- 7 Bridgeport-Stamford-Norwalk, CT
- 8 Trenton-Ewing, NJ
- 9 Lexington-Fayette, KY
- 10 Fort Collins-Loveland, CO
- 11 Des Moines-West Des Moines, IA
- 12 Albany-Schenectady-Troy, NY
- 13 Binghamton, NY
- 14 Portland-South Portland-Biddeford, ME
- 15 Lansing-East Lansing, MI
- 16 Santa Barbara-Santa Maria-Goleta, CA
- 17 Tallahassee, FL
- 18 Lynchburg, VA
- 19 Omaha-Council Bluffs, NE-IA
- 20 Syracuse, NY

Colleges & Universities

A sampling of nearby colleges and universities.

- Eastern Michigan University
- University of Michigan-Ann Arbor

RANK	ACADEMIC ENVIRONMENT				QUALITY OF LIFE				PROFESSIONAL OPPORTUNITY				
	Overall Rank <small>Total score of all non-weighted rankings¹ for College Towns</small>	Student Concentration <small>Number of college students per 1,000 population²</small>	Student Diversity <small>Percent of student body that are non-residents³</small>	Research Capacity <small>Academic R&D expenditure per capita⁴</small>	Degree Attainment <small>Percent of 25-34 year old population with bachelor's degree or higher⁵</small>	Arts & Leisure <small>Establishments per 100,000 population in arts, entertainment & recreation⁵</small>	City Accessibility <small>Percent of workers 16+ who commute via public transportation, bike, or walk³</small>	Creative Class <small>Percent of workforce in the creative class³</small>	Cost of Living <small>Average 2-bedroom rent⁶</small>	Earning Potential <small>Income per capita⁷</small>	Entrepreneurial Activity <small>Net increase in total # of businesses per 100,000 population⁸</small>	Unemployment Rate <small>Unemployment rate⁹</small>	Brain Drain or Gain <small>Year-over year ratio of population with B.A. degree living in the area³</small>
			1 9.5%	1 \$3,710			1 14.8%						
2					2 55.31%								
	3 190.9						3 47.8%						
											5 5.1%		
						6 48.9							
										11 \$38,786			
									12 \$901		12 -3.4		
													15 0.997

¹AIER, 2011 ²U.S. Census, 2011 ³IPEDS, 2011 ⁴National Science Foundation, 2011 ⁵U.S. Economic Census, 2010 ⁶U.S. Dept. of Housing & Urban Development, 2013 ⁷Bureau of Economic Analysis, 2010 ⁸U.S. Small Business Administration, 2010 ⁹Bureau of Labor Statistics, 2013 average ^{*}Average of non-weighted rankings