

How Does Gen Z See Indy?

Study Overview	Respondent Breakdown	Non-Resident Respondents	Importance-Performance Analysis Results	Very Important Attributes	Distribution of Importance Scores	Distribution of Performance Scores	City Scores for Relocating and Visiting	Relocation City Scores by Demographic Group	Visit City Scores by Demographic Group	Relocation Demographic Differences Ranked by City
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Study Overview



The purpose of “How Does Gen Z See Indy?” for NextGen Indy was to analyze the opinions of 20 to 29-year-olds in regards to Indianapolis and the different attributes the city offers. This included understanding what Gen Z believes are the most important factors when deciding where to live.

The study assessed Gen Z’s perception of Indianapolis and compared it to 8 peer markets as a destination to travel or to relocate to. The methodology of the research was to interview 40 members of Gen Z to see what influences where they choose to live. Using natural language processing tools, we found common themes which were used to create a preliminary Qualtrics survey. After adjusting the survey based on responses from beta-testers, we sent out the survey to the public. We received 622 responses, which were narrowed down to 566 responses due to patterns of answers or speed in which they took the survey.

The demographics of the survey were both residents and non-residents of Indianapolis. Those that were non-residents had to be familiar with Indianapolis and not live in rural areas.

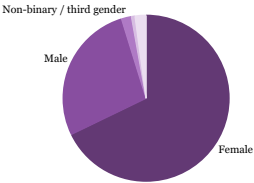
This is the Tableau Public Story the student researchers have made in conjunction with the presentation at NEXTGEN Indy: Driving Cultural Innovation. With the leadership of Dr. David Pierce, director of the IU Indianapolis Sports Innovation Institute, graduate students Connor Bryson, Chandler Davis, Kael Ecord, and Margaret Wade have developed the key findings and visuals found in the study.

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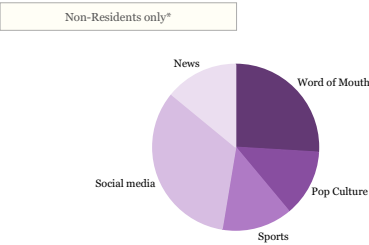
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Survey Respondents

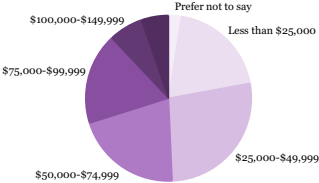
Gender



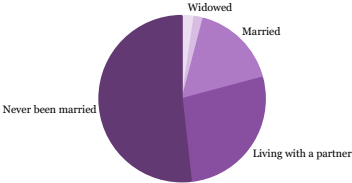
Source of Perception



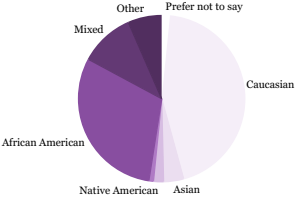
Household Income



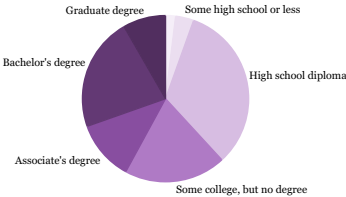
Marital Status



Race



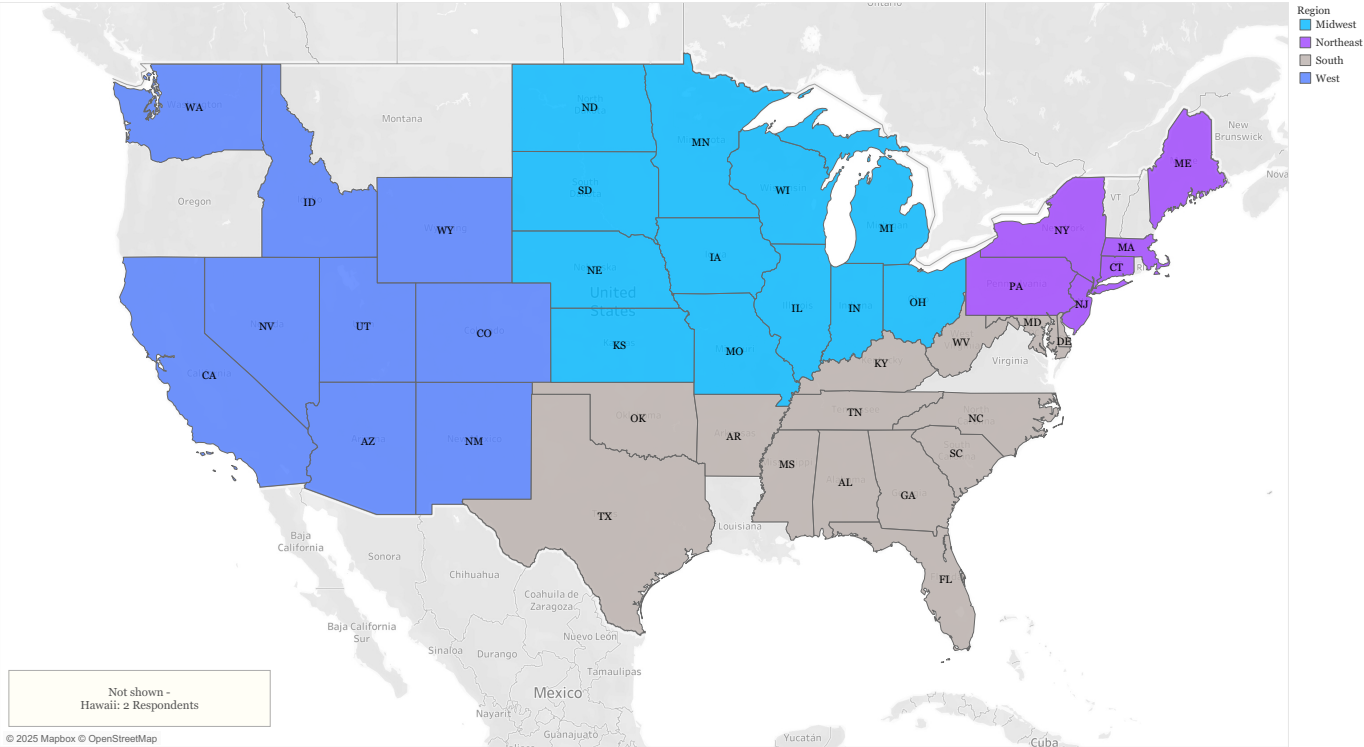
Education



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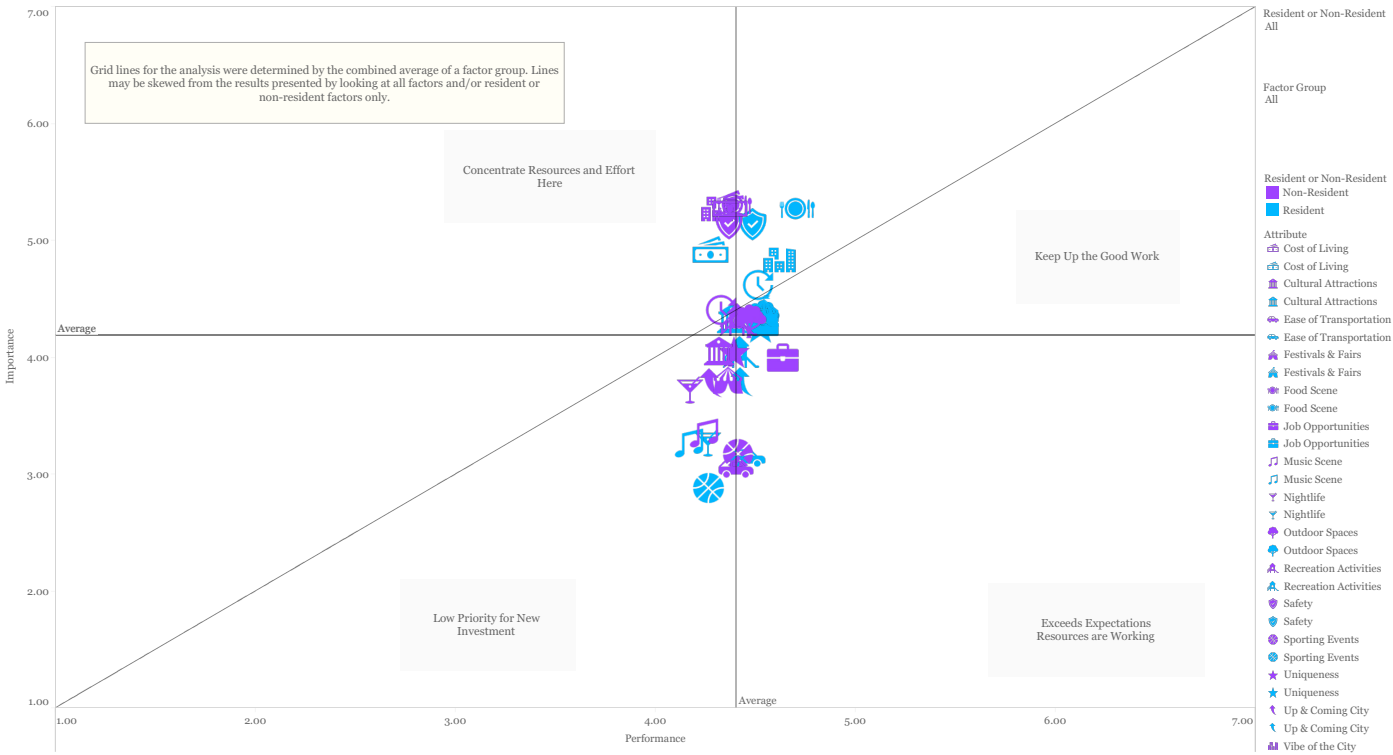
From which states are respondents from?



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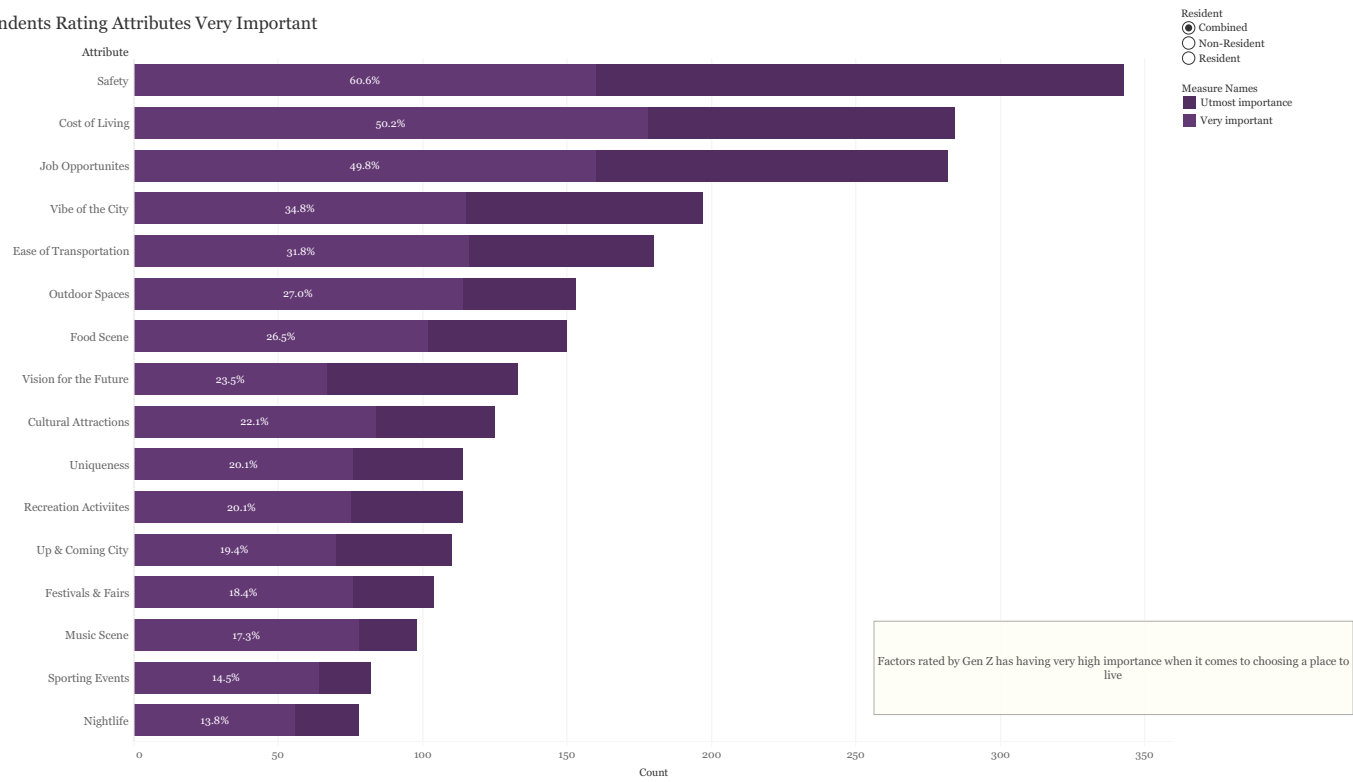
Importance-Performance Analysis Interactive Dashboard



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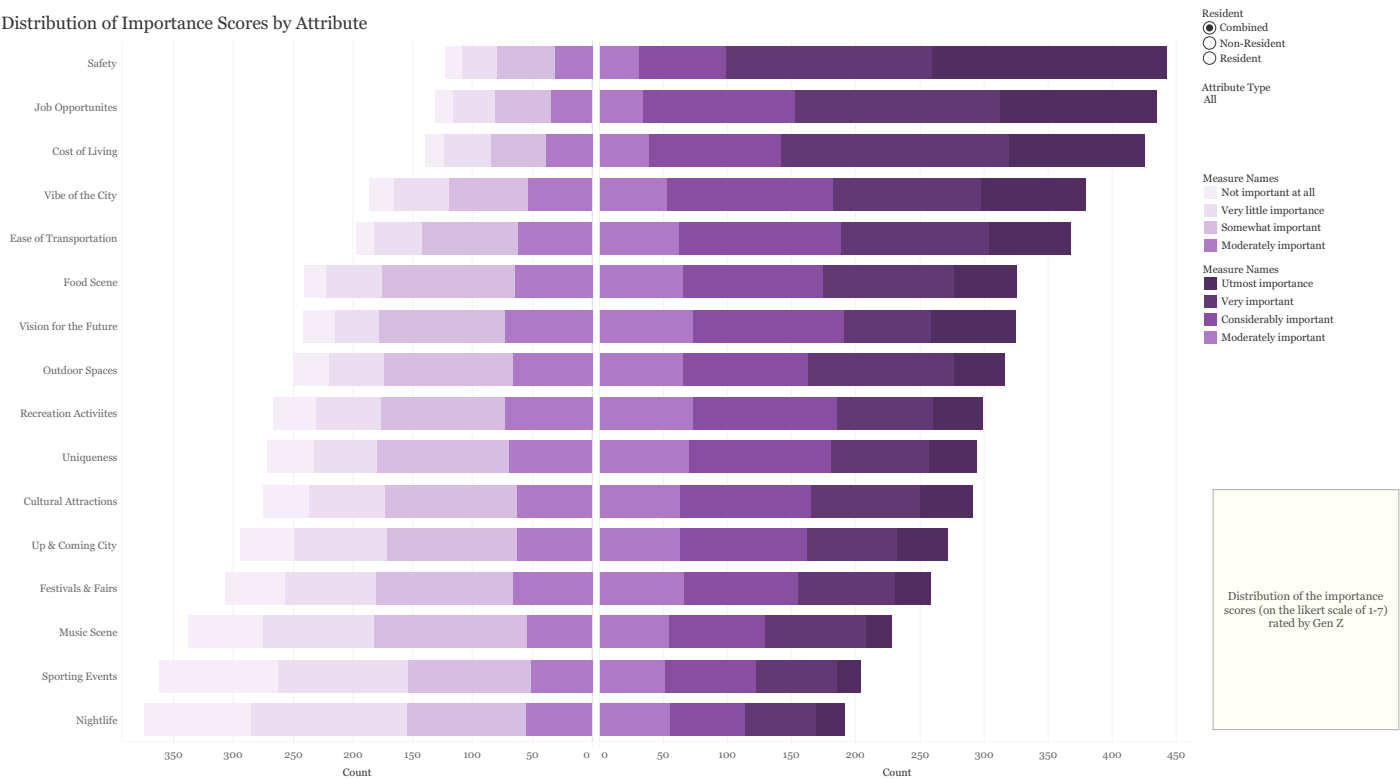
Respondents Rating Attributes Very Important



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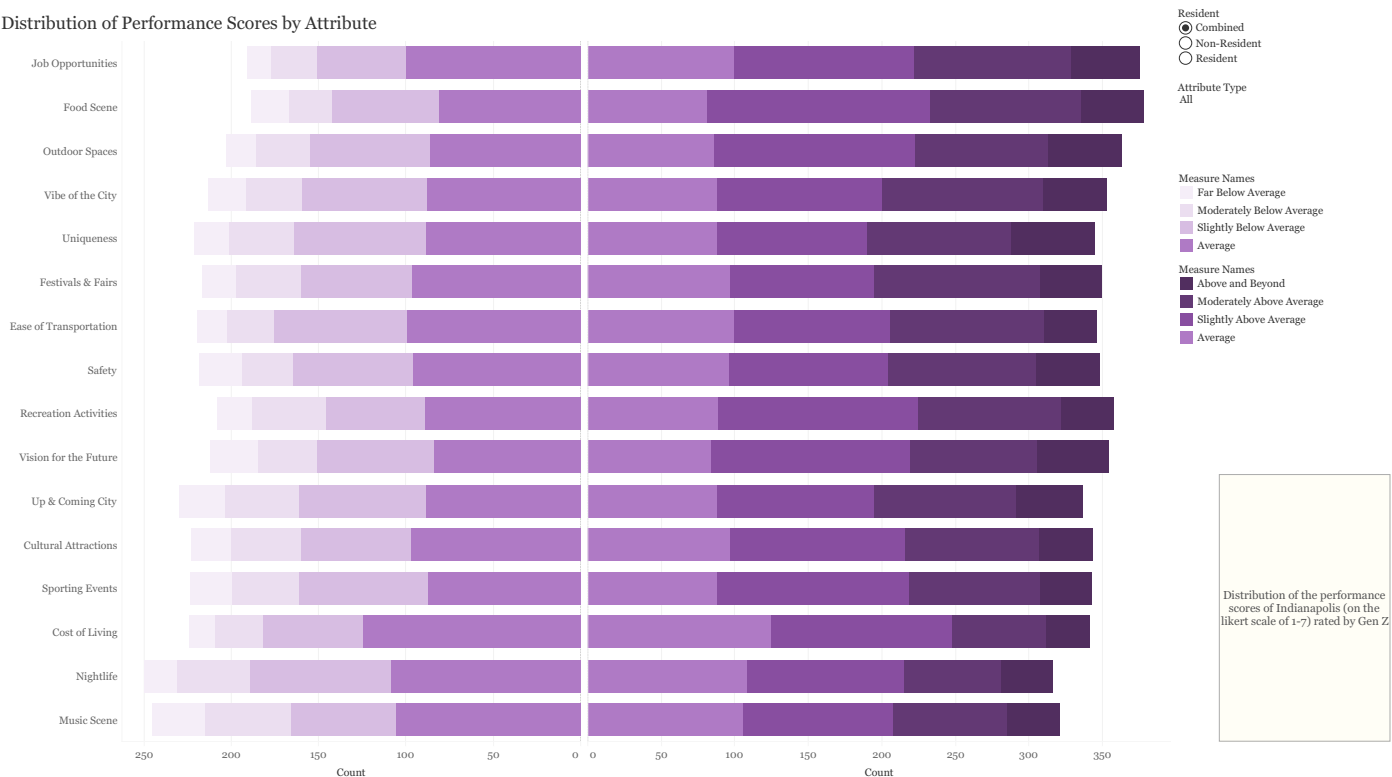
Distribution of Importance Scores by Attribute



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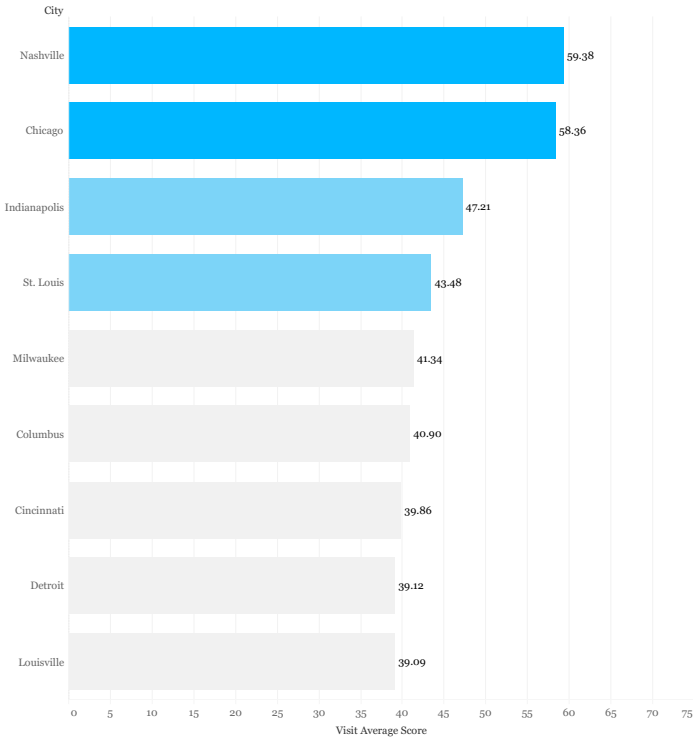
Distribution of Performance Scores by Attribute



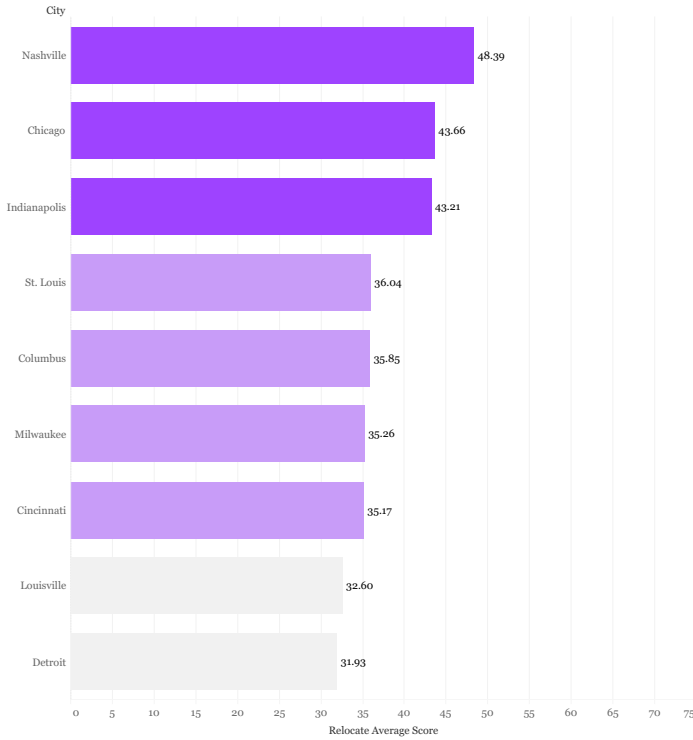
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Tourism Score



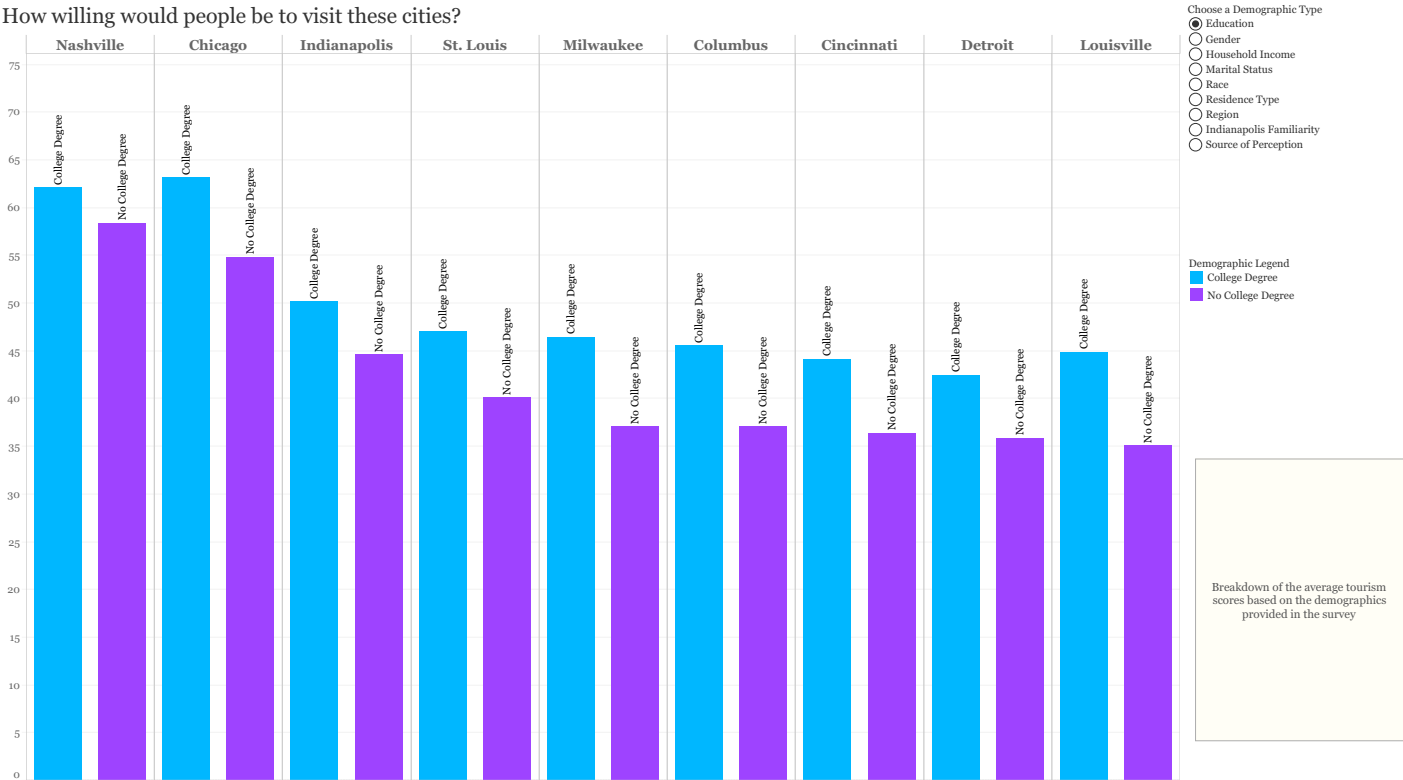
Relocation Score



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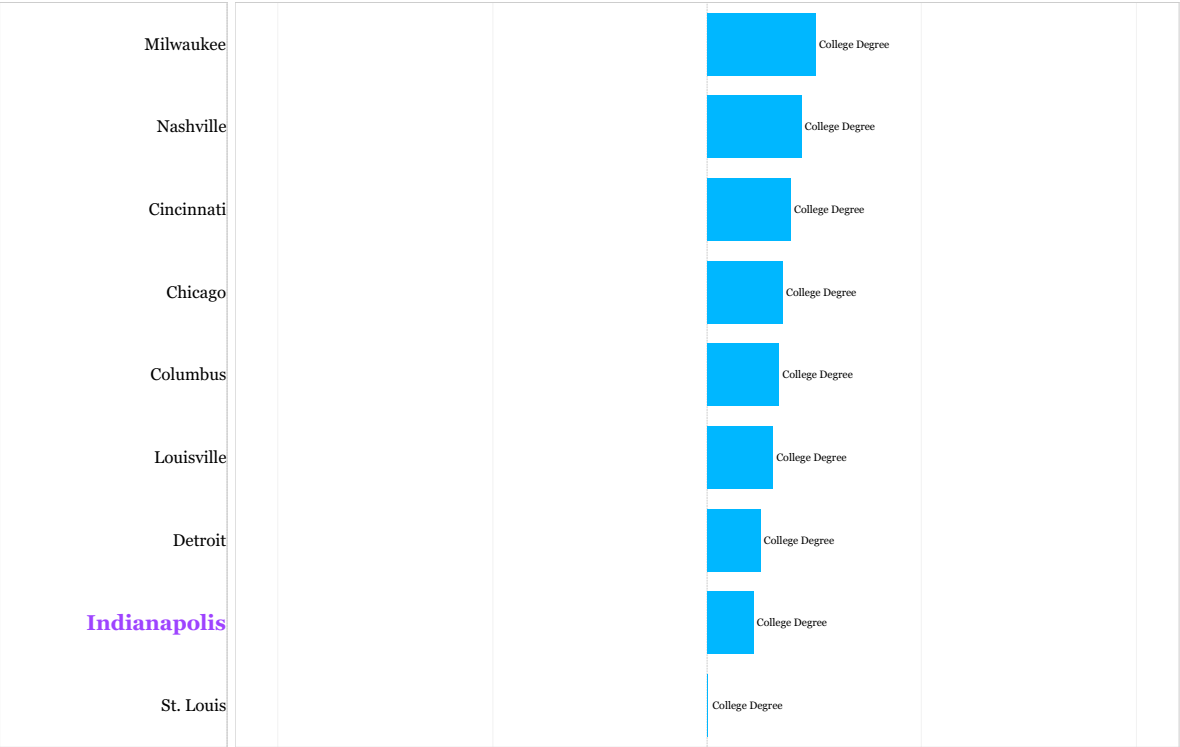
How willing would people be to visit these cities?



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Relocation Demographic Differences Ranked by City



Choose a Demographic

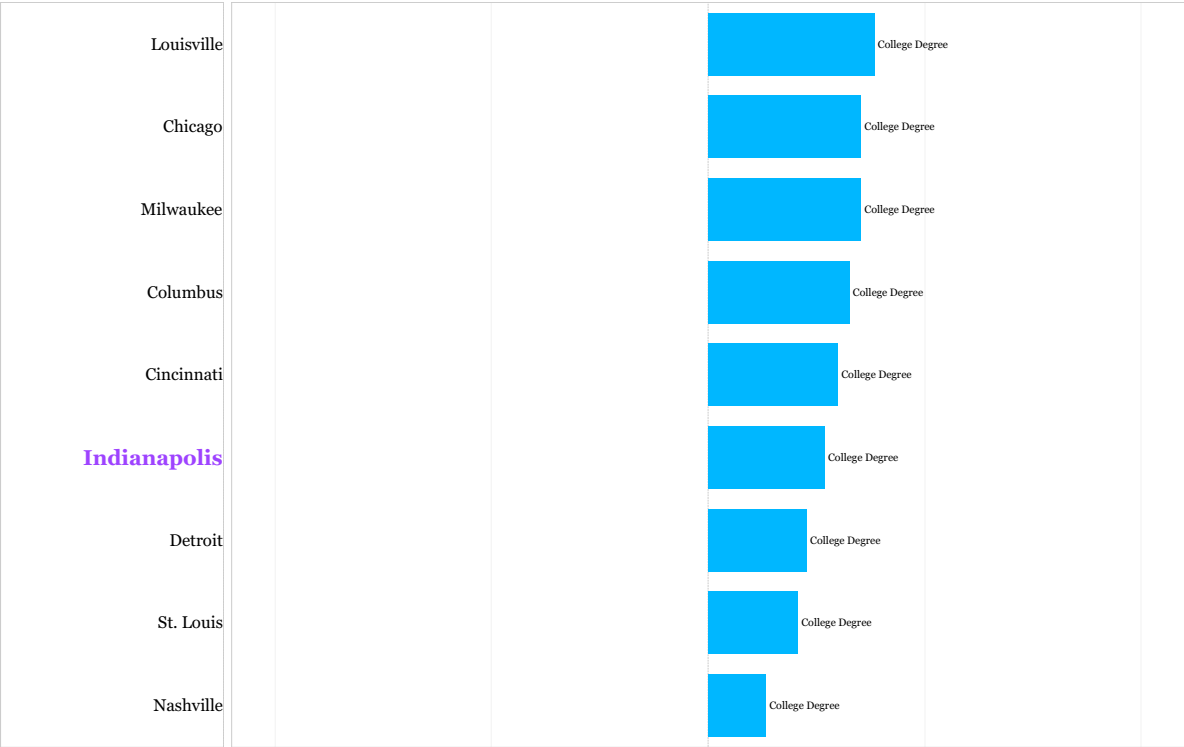
- ☒ Education
- ☐ Gender
- ☐ Household Income
- ☐ Marital Status
- ☐ Residence Type
- ☐ Indianapolis Familiarity
- ☐ Region
- ☐ Race

These graphs show the average difference between two groups (e.g. Males vs Females)

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Visit Demographic Differences Ranked by City



Choose a Demographic

- ☒ Education
- ☐ Gender
- ☐ Household Income
- ☐ Marital Status
- ☐ Residence Type
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