



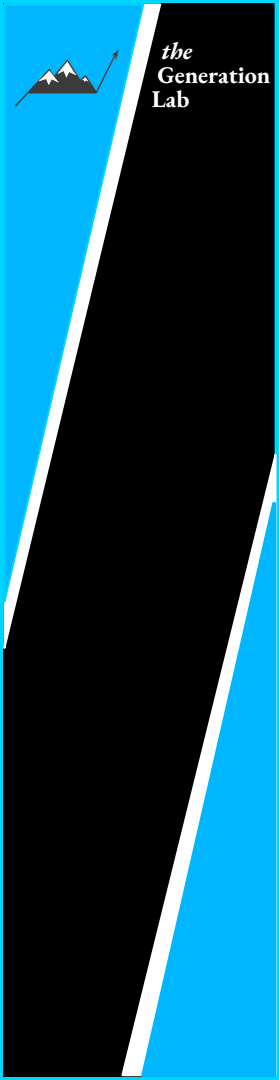
the Generation Lab

AXIOS

2022 Axios-Generation Lab Next Cities Index

A study on youth views on the political climate and partisanship, based on a survey of 506 young Americans (18-24)

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I KEY INSIGHTS

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KEY INSIGHTS

Overall

- Seattle is the most popular destination for youth (64)
- Top 15 cities are in 13 different states (San Francisco & Los Angeles; Colorado Springs & Denver are repeats)

Income Level

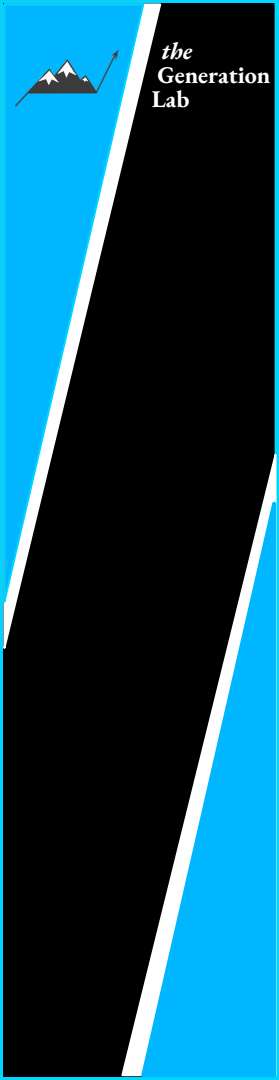
- Colorado Springs and Austin not top 15 destinations for lowest income group; Kansas City and Miami are not top 15 for higher income groups
- Denver is #1 for those who make less than \$26K but #14 for those who make more than \$80K

Political Party

- Austin most popular for Republicans but not top 15 for Democrats
- New York is #1 for Democrats and #2 for Independents; not in top 15 for Republicans
- 4 top 15 cities in Texas for Republicans: Austin (1), Houston (7), Dallas (8), Abbott (15)

Gender

- Men and Women have same top 6 cities in varying order: NY, Seattle, Boston, LA, Chicago, Denver
- Female top 15 includes Colorado Springs and Atlanta; Male top 15 includes Austin and Dallas

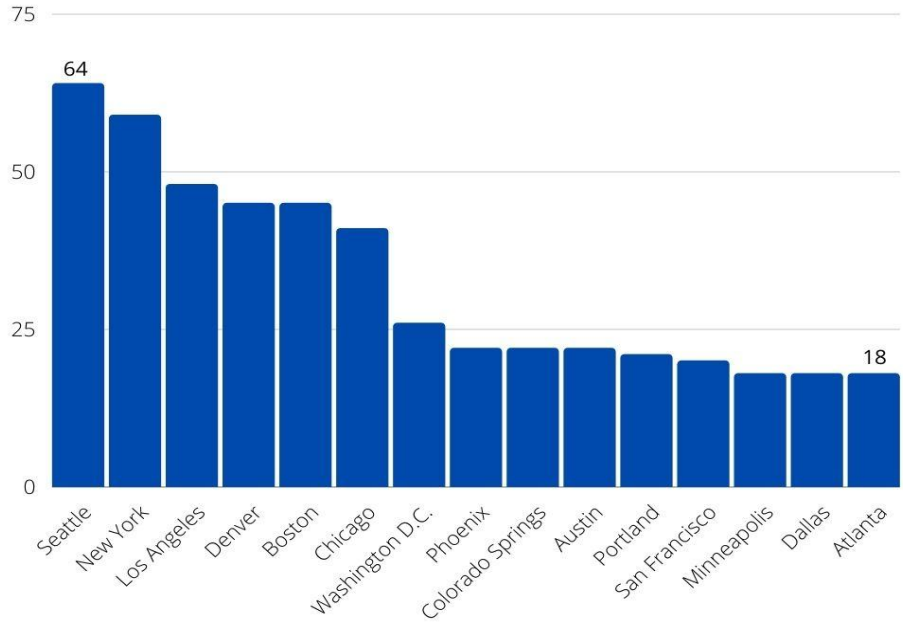


I FINDINGS

1. Seattle, New York, and Los Angeles are top 3 destination cities

“Considering all factors that matter to you, where would you most like to live after college?”

Overall

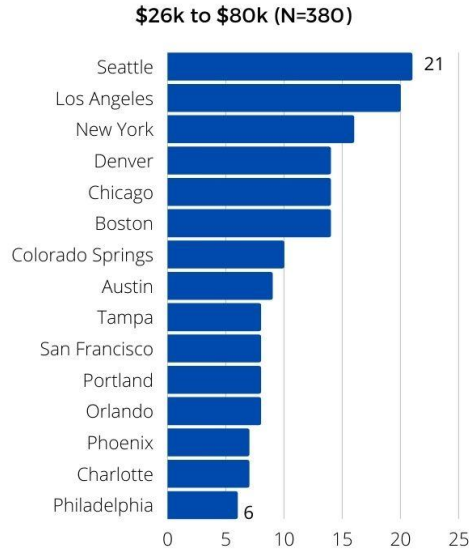
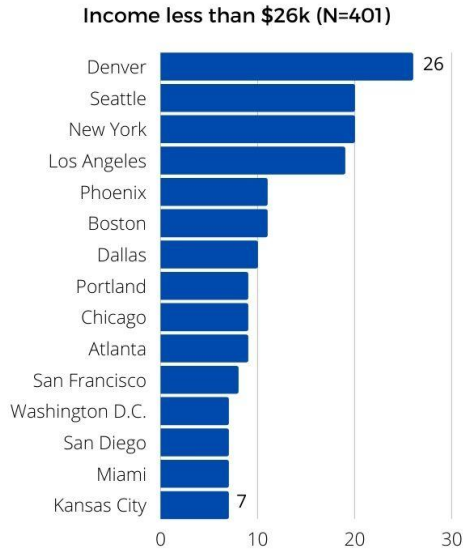


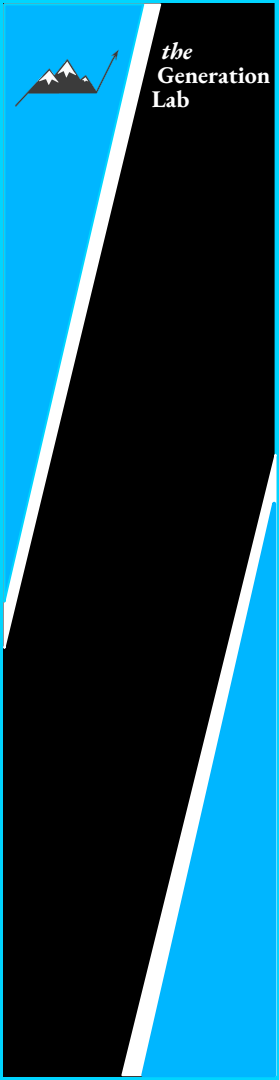


FINDINGS

14. Denver more popular than Seattle or NY for lower-income youth

“Considering all factors that matter to you, where would you most like to live after college?”
Income Level

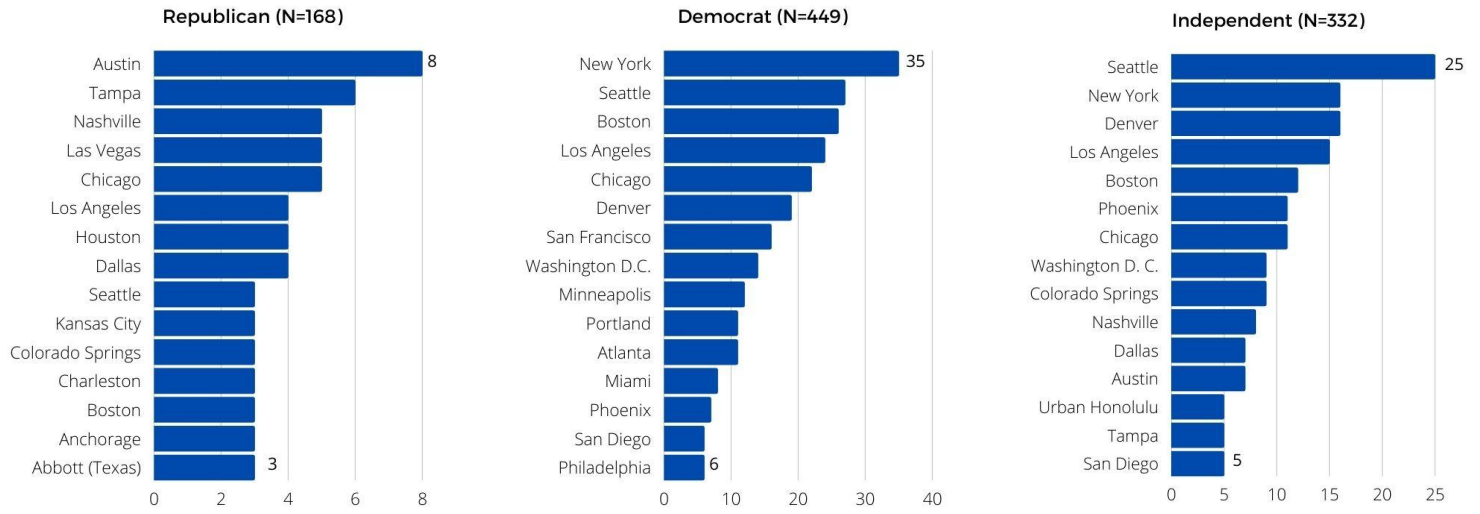




I FINDINGS

3. Southern cities more popular among Republicans

“Considering all factors that matter to you, where would you most like to live after college?”
Political Party

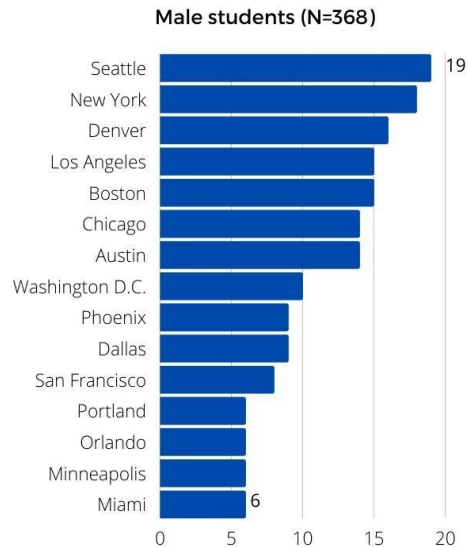
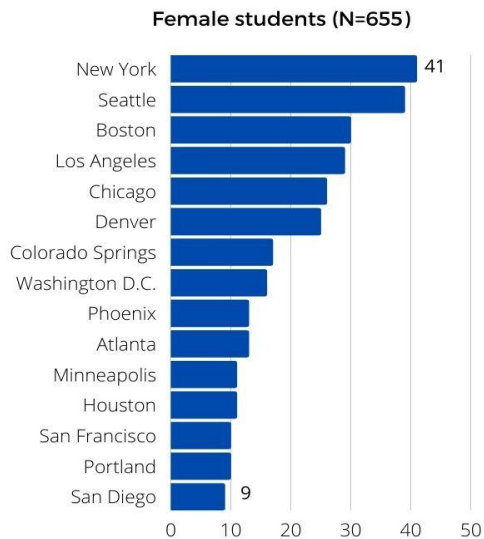


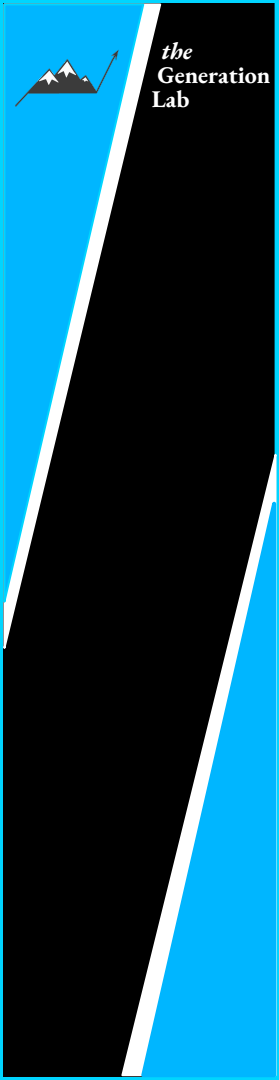
I FINDINGS

14. Top 15 cities similar across males and females

“Considering all factors that matter to you, where would you most like to live after college?”

Gender



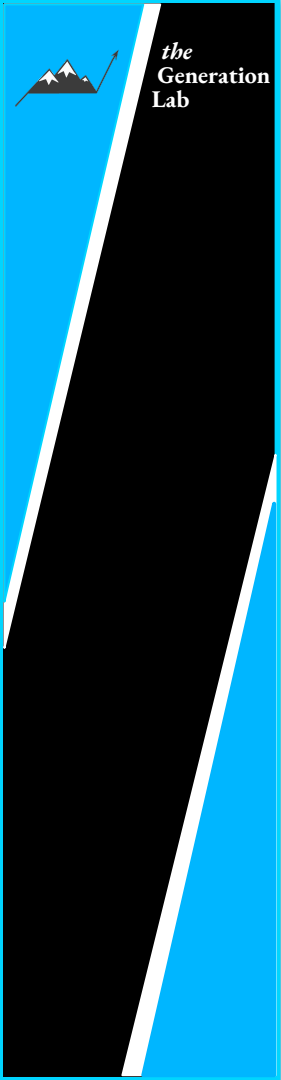


II METHODOLOGY

This study was conducted from a representative sample of 506 young people on November 24th to 28th, using a nationwide panel of individuals between the ages of 13 and 24.

The Generation Lab conducts polling using a demographically representative panel of young people from counties selected by applying probability proportional to size (PPS) sampling to ensure that all individuals in the population have the same probability of selection irrespective of the size of their county.

We add individuals to the Generation Lab Youth Panel by disseminating digital media ads at selected counties. The final frame used in our polling closely resembles a probability-based panel of individuals between the ages of 13 and 24 in the United States. The results of this survey were weighted based on age, sex, race, and education using statistics from the Census Bureau.



ABOUT US

The Generation Lab is a polling and research firm studying young people and the trends that shape their world.

We translate youth views and behavior for media, academia, businesses, government, and the American public. Whether through a one-day snapshot poll, or a multi-year longitudinal study, we pursue youth truth for our clients and the American public.



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