



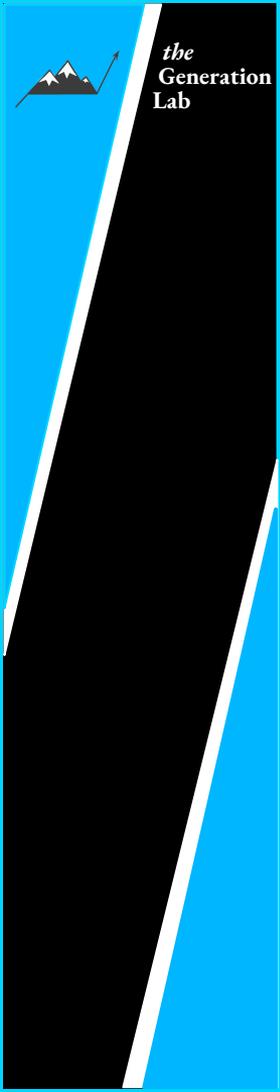
the Generation Lab

AXIOS

2022 Axios-Generation Lab Next Cities Index

A study on youth views on the political climate and partisanship, based on a survey
of 2,108 students (18-24)

Confidential: The information contained in this transmission may contain privileged and confidential information. It is intended only for the use of the person(s) or entity named above.



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

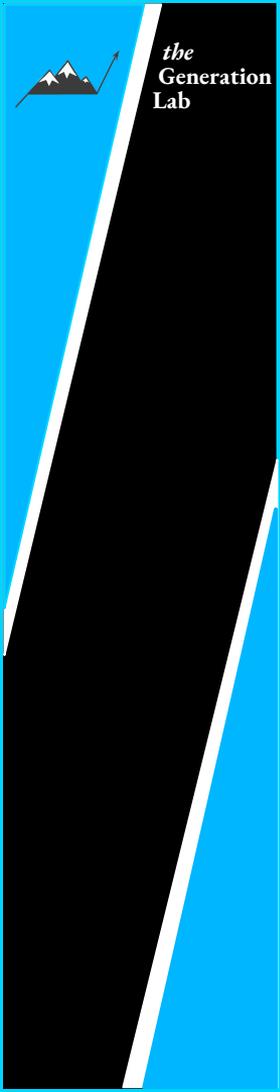
- Colorado Springs and Austin not top 15 destinations for lowest income group; Kansas City and Miami are not top 15 for higher income groups
- Denver is #1 for those who make less than \$26K but #14 for those who make more than \$80K

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

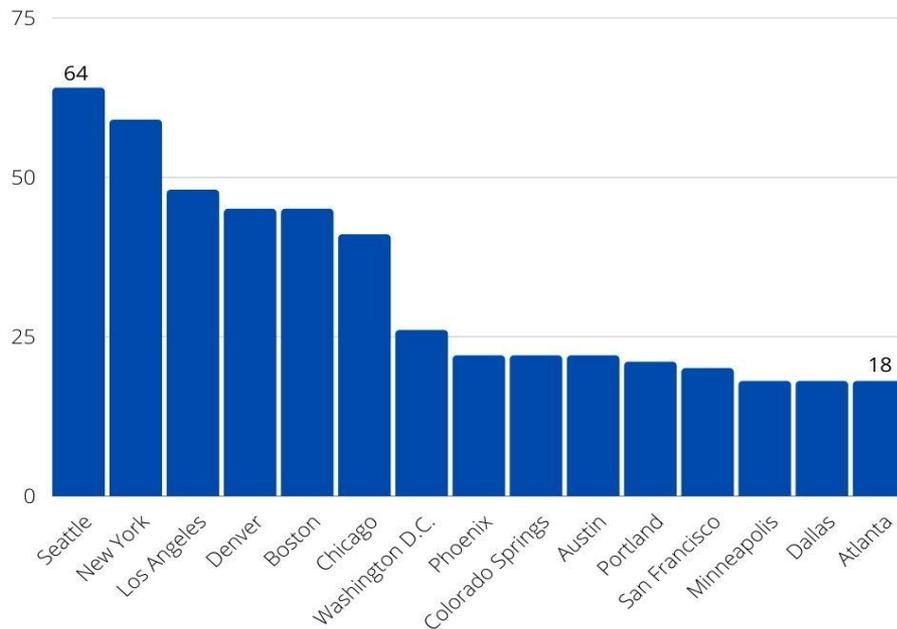


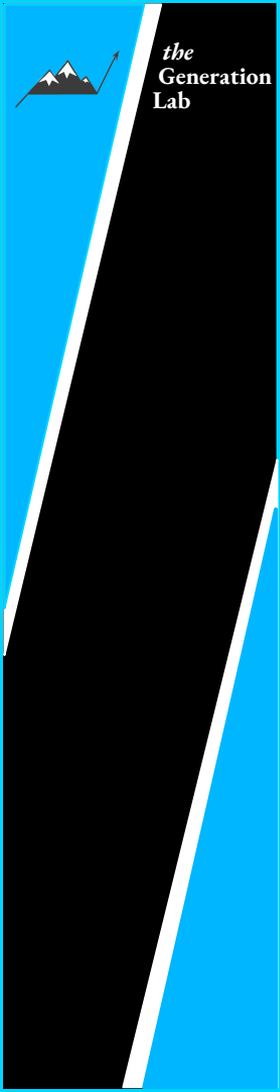
II FINDINGS

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





II FINDINGS

2. 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?”

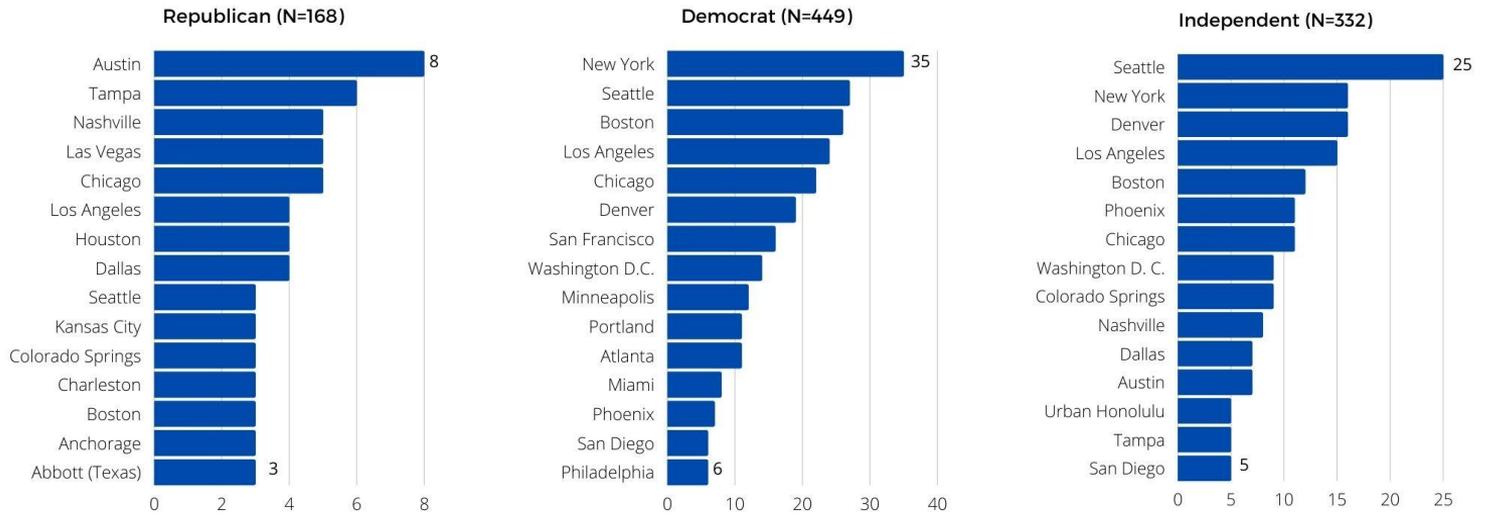
Income Level



II FINDINGS

3. Southern cities more popular among Republicans

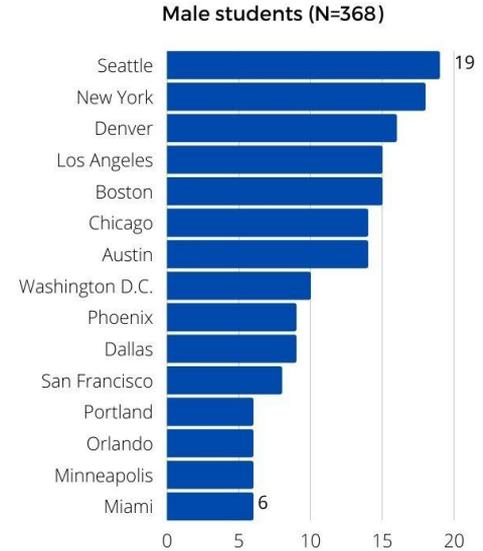
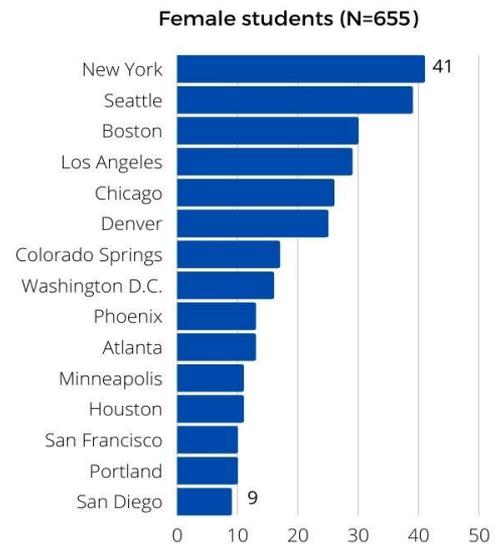
“Considering all factors that matter to you, where would you most like to live after college?”
Political Party

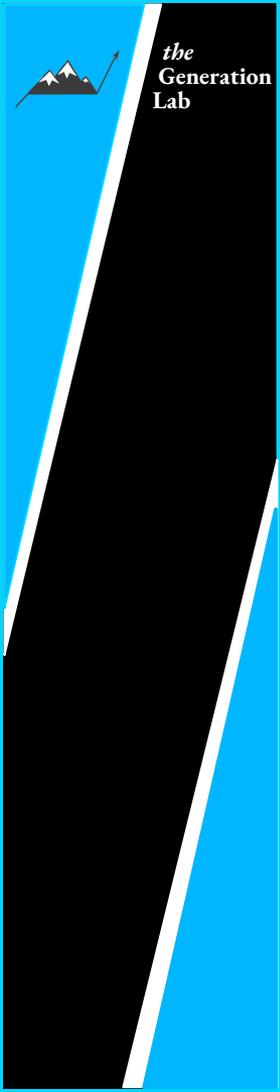


II FINDINGS

4. 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

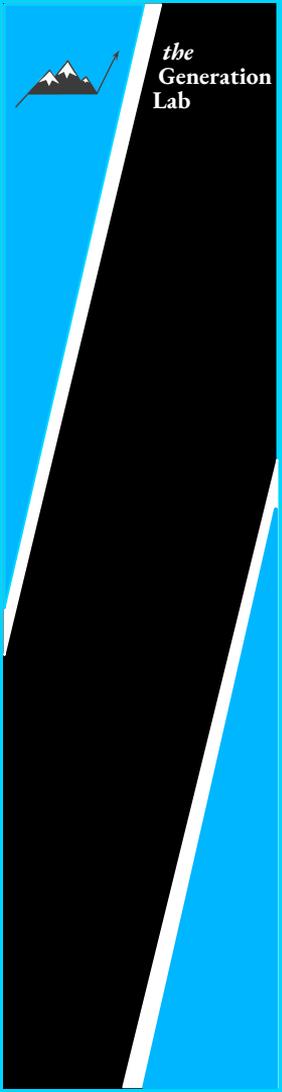




III METHODOLOGY

Methodology: This study was conducted in two waves from Nov. 18, 2021, through Feb. 14, 2022, from a representative sample of 2,109 students nationwide from 2-year and 4-year schools.

- The margin of error is +/- 2.1 percentage points. The Generation Lab conducts polling using a demographically representative sample frame of college students at community colleges, technical colleges, trade schools and public and private four-year institutions.



IV 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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