



MILLENNIAL VOICES

THE 2017 INDY REPORT



Presented by



Research by



INTRODUCTION

In 2017, *U.S. News & World Report* ranked Indy 55th in its annual “100 Best Places to Live in the USA” list.¹ As IndyHub has found consistently since 2013, millennials are among the happiest and most engaged residents, actively shaping the culture, diversity, opportunities and future of Indianapolis.

IndyHub’s mission is to cultivate, engage and support a community of 20- and 30-somethings who are excited about Indy and invested in its future.

Millennial Voices: The 2017 Indy Report presented by IndyHub with research by Achieve is the third research study on Indy’s millennials (born 1980-2000), the 20- and 30-year-olds IndyHub strives to reach. Since 2013, IndyHub has intended that employers, planners, local government, ad hoc commissions, cultural institutions and community organizations use this research in their understanding and engagement of this generation.

IndyHub partnered with Achieve beginning in 2015, looking to their expertise in the field of national millennial research. Millennial Voices: The 2015 Indy Report revealed that while Indy’s millennials overall were quite happy in the city, they had a high level of discontent with public transportation and a low level of trust in local government.

Millennial Voices: The 2017 Indy Report again shows that Indy millennials largely are happy with their city, though areas of disagreement and discontent emerged regarding the city’s cultural diversity and public education. Though this study was not conducted during a local election year, it did come on the heels of particularly heated national elections, and researchers questioned millennials about their activism.

During this study, millennials comprised 26 percent of Marion County’s population (slightly above the 23 percent nationally). As will be reported later in this report, millennials tended to define Indianapolis as Marion County or downtown plus the surrounding urban areas.

¹ <https://realestate.usnews.com/places/indiana/indianapolis>

ABOUT THE RESEARCH

For Millennial Voices: The 2017 Indy Report, millennials were defined as individuals born between 1980 and 2000, and included respondents who self-identified as living and/or working in the Indianapolis metropolitan area.

This research was a comparative investigation in community engagement/volunteerism, civic engagement/advocacy and charitable giving. Researchers extracted benchmarks for this study from the sources below. They are the same benchmarks used in the 2015 report and so have been retained here for consistent comparisons. Moreover, these studies offer validated benchmarks used in similar areas. Select reports from Achieve's Millennial Impact Project have been used for comparison because they offer insights into a nationally representative sample.

- 1. 2006 Social Capital Community Survey Wave 2, The Saguaro Seminar: Civic Engagement in America,²** Kennedy School of Government, Harvard University. This survey investigated the civic engagement of Americans by how connected respondents were to family, friends, neighbors and civic institutions locally and nationally.
- 2. Indiana Civic Health Index³ (2015 and 2017).** These indices examine how Indiana residents interact with one another, their communities and their government by measuring attitudes and actions in the civic arena. They also investigate impediments to civic participation and resources available to strengthen Indiana's civic climate.
- 3. The Millennial Impact Project⁴ (2015, 2016, 2017).** These reports are part of an ongoing series of research investigations into millennial preferences and attitudes toward causes throughout the country, conducted by Achieve in partnership with the Case Foundation. The Millennial Impact Project is the most comprehensive and trusted study of the millennial generation and their involvement with causes. With more than 100,000 participants in our studies, The Millennial Impact Project has helped organizations, corporations and individuals everywhere understand the best approaches to cultivate interest and involvement with this generation.
- 4. Millennial Voices: The 2015 Indy Report.⁵** This comparative investigative research study commissioned by IndyHub examined areas of community engagement/volunteerism, civic engagement/advocacy and charitable giving.

² hks.harvard.edu/saguaro/pdfs/2006SCCSw2.pdf

³ http://inbf.org/Portals/0/INCHI_2015_FINAL.pdf and http://inbf.org/Portals/0/INCHI_2017-10_23_17_1.pdf

⁴ themillennialimpact.com

⁵ <http://indyhub.org/wordpress/wp-content/uploads/2015/09/MillennialVoices-Report-final.pdf>

METHODOLOGY

Researchers employed a mixed-methods approach to investigate millennials' assessment of Indianapolis and its offerings. The first step, a quantitative method, was the construction and dissemination of a survey instrument measuring millennials' affinity for the city of Indianapolis. Areas of inquiry within this instrument comprised perceptions of the Indy community, professional development, community engagement, civic engagement and advocacy, as well as IndyHub-specific questions.

QUANTITATIVE

The survey, fielded from June 16 to Aug. 9, 2017, included a recruitment strategy that targeted two groups of diverse individuals across the city: millennials who were familiar with IndyHub, and millennials unfamiliar with IndyHub and its work with Indianapolis' young professionals. As such, the following actions were performed to recruit survey participants:

- contacting nearly 2,000 attendees of IndyVolved, a gathering of more than 100 nonprofit and civic-minded organizations that recruit 20- and 30-somethings to their cause,
- informing IndyHub's constituency via email and social media platforms,
- partnering with the Indianapolis mayor's communications office and official neighborhood liaisons,
- implementing specific broad outreach approaches to recruit millennials from diverse backgrounds,
- airing informational spots on WFYI, the city's public radio station, and
- talking directly with more than 300 civic, social, educational, neighborhood and community development partners representing a cross-section of the Indianapolis community, paying attention to geographic, professional, racial, gender and academic diversity.

Researchers thoughtfully devised these broad outreach plans to include millennials both inside and outside of IndyHub's network and across communities within the city, and to increase the share of respondents representing racial and gender diversity, specifically men and non-white residents. Still, the resulting respondent profile shows that an overwhelming majority of survey takers identified themselves as white/Caucasian, female and highly educated.

The resulting sample does provide clear and pointed insights into an active group - white, educated females - while also revealing a group that warrants greater, more targeted attention from the broader community: non-White males with less education. While these do not reflect the diverse results hoped for, the percentages do represent an increase in diversity from the prior report, showing that with time and attention, Indianapolis has the ability to increase its representation of diverse populations.

In total, 744 millennials completed the survey. Marion County/Indianapolis itself comprises 52 percent females and 48 percent males; as with all voluntary surveys, participants tend to be those who are most interested in the topic.

DEMOGRAPHIC HIGHLIGHTS:

GENDER

65%
female

34%
male

AGE

49% 22-29

47% 30-37

4% 18-21

RACE

83% white/Caucasian

9% black/African American

3% Spanish/Hispanic/Latino(a)

MARITAL STATUS

48% single

36% married

12% living with partner

EMPLOYMENT

88% employed full time

5% students

EDUCATION

56% bachelor's degree

29% master's degree

INCOME

64% household income
of \$50,000 or more

LIVING IN INDY

35% lived in Indy 1-5 years

20% 6-10 years

16% entire life

12% 11-20 years

8% less than one year

7% more than 20 years

QUALITATIVE

Researchers then interviewed a purposive sample of survey respondents from Sept. 7-19, 2017. This qualitative approach yielded 123 millennial survey respondents who indicated they were interested in participating in follow-up interviews. From this pool of interested respondents, researchers selected 25 individuals who represented diverse demographic traits and knowledge of IndyHub; eight participated in interviews. The quotations included throughout this report came from interviewees in the qualitative research portion of this study.

INTERVIEWEE DEMOGRAPHICS

- 3 female millennials, 5 male millennials
- 4 white/Caucasian (with one indicating membership in LGBTQ community), 1 black/African American, 1 mixed race, 1 other, 1 prefer not to answer
- 6 bachelor's degree, 2 master's degree
- 1 single, never married, 1 separated, 6 married
- 8 employed full time



LIVING IN AND LOVING INDY

WHAT IS “INDIANAPOLIS”?

Just as in 2015, nearly half of our respondents (48%) defined Indianapolis as “downtown and the surrounding urban areas,” and another third extended the city’s boundaries to “all of Marion County.”

Agile. It’s the word that encapsulates millennials’ perceptions of Indianapolis: a young city identifying itself by responding to the desires expressed by its young population.

“[The city has] changed so quickly based on the needs of its residents and has kept evolving over the past few years. It’s a young city ... not only the people, but just where it’s kind of ... still trying to find itself and establish its identity.”

MALE MILLENNIAL

Millennials are still happy with Indianapolis. Two years ago, 89 percent of survey respondents rated the city as an excellent (29%) or a good (60%) place to live. This year’s ratings (2017) are almost identical: 90 percent rated Indy as excellent (29%) or good (61%). These ratings far exceed previous national benchmarking data,⁶ where just 76 percent of respondents rated their city excellent (30%) or good (46%).

Rate Your City

Indy Millennials

Indy is excellent or good | **90%**

National Benchmark

My city is excellent or good | **76%**

⁶ hks.harvard.edu/saguaro/pdfs/2006SCCSw2.pdf

"Indy is a big city, but it feels like a small town. That's what I love about it. Everything is really accessible and ... the cost of living is low."

FEMALE MILLENNIAL

The percentage of millennials planning to stay in Indy remained steady from 2015 to 2017 at 42 percent and 43 percent, respectively. A little less than half of our respondents have lived here for five years or less, and nearly two-thirds (inclusive of those just mentioned) for 10 years or less. More than half see themselves as still being here five years from now; in a separate question, just over half said they own their own home while 7 percent are planning to buy a home in Indianapolis during the next 12 months. (Remember, the vast majority of respondents view Indianapolis as not extending outside of Marion County.)

Living in Indy



43%

Lived here 5 years or less



63%

Lived here 10 years or less



58%

Will still be here 5 years from now



52%

Own my own home

"The people are a strong point of Indy. The ability for people to come together, to be completely aware of what needs to be done in the city and taking charge and doing them ... It's very easy to meet people."

MALE MILLENNIAL

KEY TAKEAWAYS:

Indy's young adults feel good about their city and their place in it.

- Millennials are still happy with Indianapolis (90% this year, up 1% from 2015).
- More than half think they'll still be here in five years.

INVESTING IN INDY

Since Indy's millennials are happy with their city and more than half (58%) are planning to stay for five years or more, we believe the insights and priorities are worthy of great attention to all seeking their long-term investment as residents, community members and employees.

In order, said Indy should invest in its culture, education, social offerings and employment opportunities (with the latter two nearly tied).

Indy Should Invest More in the City's ...	
1. Culture	25%
2. Education	20%
3. Social offerings	12%
4. Employment opportunities	11%

Remember, more than three-quarters of millennial respondents defined Indianapolis as downtown plus surrounding urban areas or all of Marion County.

Notable here is the absence of public transportation, which was established as the top priority for Indy to invest in both IndyHub's 2013 investigation and *Millennial Voices: The 2015 Indy Report*. In November 2016, a public referendum passed in Marion County, establishing a source of local funding for expanded public transportation across the city. While system enhancements are not yet complete, an intentional decision was made to remove public transportation from the survey in order to explore additional areas of importance to respondents.

INVESTMENT INTEREST #1: CULTURE

Indy's millennials want increased investment in the city's culture. The topic not only generated the most support; the topic of Indy's culture and diversity elicited strong feelings on both sides of the conversation.

The city's millennial residents are highly interested in strengthening the city's cultural offerings and diversity. For this investigation, the term cultural offerings included arts and cultural activities, independent retailers and restaurants and the "vibe" only Indianapolis has to offer. Those who lauded the city for these traits mentioned friendliness, arts offerings and neighborhoods, as demonstrated by the following quotes provided during the qualitative phase of this study.

"[O]ne of the things [that] makes diverse people stay here is the culture of Indianapolis. Besides the nightlife and art, we have a top-notch symphony orchestra and a top-notch art museum, and we have an incredible zoo."

MALE MILLENNIAL

"Indianapolis has tried to be welcoming and accepting of everybody from all walks of life and embracing all kinds of different cultures."

MALE MILLENNIAL

"We have pockets of neighborhoods that have started to form identities where people just feel more comfortable being themselves. Mass Ave is one, Fountain Square is, Irvington ... those up-and-coming communities where 'come and be who you are' is celebrated. ... [People unfamiliar with the city] think Indy is a little bit backwards, from an acceptance perspective. We need to spread the awareness that Indy is a safe and happy place for everyone."

MALE MILLENNIAL

Respondents had mixed perceptions about the level of diversity in Indianapolis.

"The lack of diversity is very obvious ... There are some places that don't cater to minorities. A lot of places in Indy have the 'old boys' feeling to them. In terms of things that attract other groups of people, Indy does a really good job in the realm of sports. We have the Indy Eleven, the Colts and Indy Fuel that are draws and not cost-prohibitive ... [but] I think people are not used to seeing non-white people."

MALE MILLENNIAL

"Definitely, there is so much disparity [and] a complete lack of diversity [and] access. It is shocking to me how people don't have visibility into how other people live who are not like them."

FEMALE MILLENNIAL



INVESTMENT INTEREST #2: EDUCATION

Education gained importance since the previous IndyHub report. In 2015, education ranked below public transportation and culture as an investment area. In 2017, respondents ranked education second in importance.

“The Indianapolis Public School System has been struggling for a long time now. ... I want to have children someday, and I want to be sure ... they have access to a quality education. I plan to stay in Indianapolis for the long haul.”

MALE MILLENNIAL

“[IPS] seems really broken. It seems like we have these wonderful schools in the suburbs and then these schools that people are avoiding – people are moving away to send their kids other places. I’m one of them.”

FEMALE MILLENNIAL

At the time this study was being conducted, Indianapolis Public Schools (IPS) was frequently in the news as school officials were weighing decisions regarding school closures for upcoming academic years. Education is an important investment to follow more closely in coming years as millennials and their children begin to age.

“We chose where we live based on the school system. I would love to live in Broad Ripple and have all those things at my back door. But, you hear all these things about IPS and what’s happening in those schools and those neighborhoods I’m sure it’s not as bad as you might think, but it just seems insufficient.”

FEMALE MILLENNIAL

INVESTMENT INTEREST #3: SOCIAL OFFERINGS

Only 12 percent of Indy millennials see a need to increase investment in social offerings. **Millennials are highly satisfied with Indy, and a source of that satisfaction (with the city and with IndyHub) is social offerings.**

“A really unexpected city. I love showing off Indy when people come to visit.”

MALE MILLENNIAL

“There’s a really great [music] scene here, which makes this city a really great place to see local talent. ... I feel like there’s always something to do in Indianapolis.”

FEMALE MILLENNIAL

Even more than jobs, an Indy millennial’s neighborhood and personal network is the top item that keeps them in the city, selected as reason No. 1 by two-thirds of the sample.

TOP THREE REASONS Millennials Have Remained in Indy

1. Neighborhood/personal network	66%
2. Employment opportunities	51%
3. Social offerings	49%

Besides having plenty of varied things to do in Indy, a significant factor in millennial satisfaction with where they live appears to be their neighbors. In this year's study, 50 percent of respondents had some trust in neighbors and another 21 percent said they trusted their neighbors a lot, some even considering them best friends.

Together, those figures are slightly higher than benchmark estimates from the 2013 CPS Civic Engagement Supplement⁷ and findings by a Pew Research Center⁸ study: Nationally, 51 percent and 61 percent of individuals, respectively, trusted the people in their neighborhood.

Trust in the neighbors close to them still doesn't match trust in the colleagues they work with every day, however. Co-workers remain the most trusted group of people they know with 35 percent of respondents reporting they had some trust in co-workers and another 55 percent a lot of trust in co-workers.

INVESTMENT INTEREST #4: EMPLOYMENT OPPORTUNITIES

What nearly tied with social offerings as the third-most important area in which the city should invest? Jobs.

What drew these millennials to Indy and will keep them here? Jobs.

"We moved here for a job opportunity, and we quickly recognized you're absolutely not going to beat Indianapolis as a place to raise a family and enjoy a very good quality of life."

FEMALE MILLENNIAL

⁷ <https://www.census.gov/programs-surveys/cps/about/supplemental-surveys.html>

⁸ <http://www.pewresearch.org/fact-tank/2016/04/13/americans-divided-on-how-much-they-trust-their-neighbors/>

The majority of millennials we surveyed came to Indianapolis for work (38%), a 5-percent increase from 2015. Seventeen percent came to attend college, and 27 percent grew up here. Along the same line, Indy millennials said employment opportunities influenced them most to remain in Indy (51%) during the past year.

“Indy is still being defined. That’s happening pretty quickly, though. I like that it’s changing, that we have the business presence here to make those changes.”

FEMALE MILLENNIAL

“The biggest asset Indianapolis has for bringing in people from other parts of the country or the world is the amount of big businesses we have here. ... I also think it’s one of the great assets in bringing diversity here: working to bring corporations and companies that are good community [citizens] that care about where their employees live and their community.”

MALE MILLENNIAL

What could make millennials leave Indy? Again, the answer is jobs.

In another indicator of its significance in a millennial’s life, a job is the reason almost half (45%) of our respondents would leave Indy. (The next most-selected reason, the education system, lagged well behind at just 11%.)

Though just 14 percent of millennials surveyed said they expect to leave Indy in the next five years (22- to 29-year-olds represented the highest percentage), the figure is a 2-percent increase since 2015. The most popular cities they mentioned for relocation were Chicago, Seattle, DC, Denver, New York and San Francisco.

KEY TAKEAWAYS:

Culture and jobs significantly influence millennials’ decisions to move to and remain in Indy, yet the quality of education here is a big concern for many.

- Millennials offer varying perspectives on the diversity of Indy’s culture, though they agree that culture – the local vibe – is the top priority the city should address.
- The number of millennials who came to Indianapolis for work increased 5 percent in two years.
- Employment opportunity is the reason almost half (45%) of respondents would leave Indy.

MENTORS AND PROFESSIONAL DEVELOPMENT

Research showed that part of a fulfilling job for millennials is access to mentors and professional development. However, only 61 percent of millennial employees reported being mentored, virtually unchanged since 2015 (60%), and those with access to employer-provided professional training and development decreased, from 73 percent in 2015 to 67 in 2017.

In Indy, over half (55%) of mentors to millennials were current or former managers/supervisors, 19 percent were people within the same sector and 14 percent current co-workers/colleagues. These mentors most often were sharing experiences and advice, helping their millennial mentees develop skills and providing key networking opportunities. Almost half (45%) of mentees said they'd gotten personal networking and career advancement (e.g., a promotion or a raise) opportunities from mentors.

Researchers asked those with access to mentors what type and how much of mentoring or training opportunities were provided by employers:

- 76% | financially supported training/development
- 43% | allows time off for training/development
- 29% | has a structured mentoring program

"Professional development is an area where I'd like to be more involved, [but] when opportunities come up, it's at a bad time or I can't make a meeting. It's not that it's not offered, but there's room for it to grow. ... It's great to meet people over a drink, but have a networking breakfast where I'd be inclined to have a meaningful conversation."

MALE MILLENNIAL

KEY TAKEAWAYS:

Professional development and mentorship opportunities are among the conditions millennials look for in employers.

- Availability of mentor and development opportunities influence Indy millennials' job decisions.
- Indy millennial workers who were offered employer-provided professional training and development dropped since 2015.

GOVERNING INDY

Indy millennials have strong feelings (based in personal experience and perceptions) on where Indy should invest to create what they see as much-needed change.

In IndyHub's 2015 survey, 81 percent of the city's millennials trusted local government to do the right thing, evenly split between some trust and only a little trust at 39 percent, with only 3 percent saying they trust government a lot. The 2015 survey was fielded during a local election year, with mayoral candidates active in traditional and online media.

No such event took place during the 2017 research, which showed Indy millennials' trust in local government had risen by 7 points overall.

When summing all categories of trust (excluding the percentages that either had no trust or didn't know how much trust) Indy millennials in 2017 also trusted local government slightly more (88%) than in 2015 (81%) and more than the benchmark 2006 Social Community Capital Survey data (86%).

How much do you trust the Indy city government to do what is right?		
	2015	2017
Trust them a lot	3%	7%
Trust them some	39%	46%
Trust them only a little	39%	35%
Trust them not at all	13%	5%
Don't know	6%	6%

Since trust in local government could imply a positive relation to mayoral actions, we also examined how Indy millennials perceive Mayor Hogsett's priorities. For purposes of this study, the following were defined for respondents, who were asked to rate the importance of each priority to themselves: education, public safety, fiscal solvency and neighborhood-based economic development.⁹

Education topped this list, with 94 percent rating education as very important/important. This finding correlates with education's importance in responses to other survey questions:

Which of Mayor Hogsett's priorities are most important to you?

#1 answer: EDUCATION

Where should Indy invest first?

#2 answer: EDUCATION

What issue would cause you to leave Indy?

#2 answer: EDUCATION

"I want the system to think holistically for families that don't always have access, a voice, an ability to articulate what they need, who don't know how to get engaged or how the process works. I hope we are headed into a place where those perspectives are included at the table, where public education is accessible and people feel confident in sending their kids to a neighborhood/public school ... to have a choice of quality public schools."

FEMALE MILLENNIAL

Public safety and neighborhood-based economic development came in second and third, respectively, with 91 percent and 88 percent rating those areas as very important/important. While some millennials warned the city to be on its guard against neighborhood development that displaces disadvantaged residents, others saw the current approach to and pace of growth as positive.

"Gentrification and urban redevelopment are such big things in cities right now. Everybody wants to see communities get better ... less crime and vacant houses and better streets and sidewalks ... better amenities [nearby]. But, how do you do that without pricing people out of their homes? [We have to make sure] we're not pricing [out of their neighborhoods] people who have been there a long time."

MALE MILLENNIAL

"Indy is doing a great job of creating neighborhoods and housing from a diverse socioeconomic perspective so people can afford to live downtown. It's not growing so fast that people are going to go broke living there. There's a lot of mixed-development housing going up ... exciting to see."

MALE MILLENNIAL

⁹ Communications staff, Mayor's Office, City of Indianapolis, June 2017.

Fiscal solvency came in as the fourth-most important (72%) of the mayor's priorities to Indy's millennials. Last year (2016), the mayor launched an initiative to tackle the city's \$50 million budget deficit by cutting down on wasteful spending and identifying ways to make government more efficient.¹⁰

Importance of Mayor Hogsett's four areas of priority:

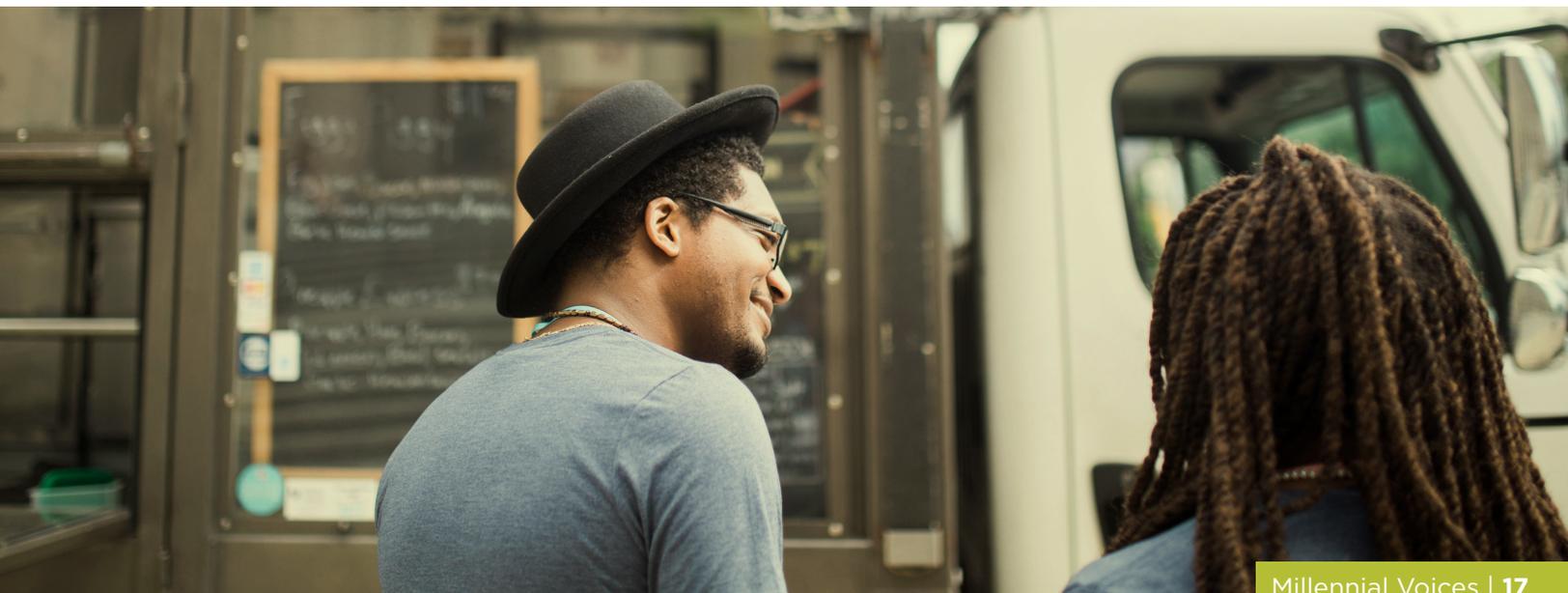
	Education	Public Safety	Economic Development	City's Fiscal Solvency
Very important	74%	54%	53%	33%
Important	20%	37%	35%	39%
Moderately important	4%	7%	9%	20%
Slightly important	1%	1%	2%	6%
Not important	1%	1%	1%	2%

KEY TAKEAWAYS:

Indy millennials show an increased trust in local government.

- Trust in local government jumped from 81 percent in 2015 to 88 percent this year.
- Of the Indy mayor's priorities, millennials ranked education as most important.

¹⁰ Information provided by Mayor Hogsett's communications office.



IMPROVING INDY

Indy millennials remain satisfied with the city, and they have grown more trusting of local government in the past two years. Has their contentment made them complacent, or do they believe they hold any power to make Indy a better place to live?

A full 97 percent of our study participants believed yes, they could have an impact on improving their city. However, only 28 percent believed they could have a big impact — down substantially from two years ago, when 46 percent believed they could have a big impact on creating change in Indy.

Research performed by Achieve for the 2016 Millennial Impact Report¹¹ also reflected a drop (albeit a smaller one) *nationally* in millennials' belief in their own power to create change. At the start of the presidential election season (early 2016), 90 percent of respondents believed they could have some level of impact in making the United States a better place to live (with 30% indicating the impact could be big). After the election, 83 percent thought they could have an impact. The drop largely was accounted for by an increase in respondents nationally deciding they could have no impact at all, rather than even a small one.

In general, how much impact do you think someone like you can have in making Indy a better place to live?			
	2015	2017	National Benchmark 2016
No impact at all	1%	2%	10%
A small impact	19%	31%	22%
A moderate impact	33%	38%	34%
A big impact	46%	28%	27%
Don't know	1%	1%	6%
(Can have an impact)	98%	97%	83%

(Due to rounding, percentages may not equal 100%)

¹¹ themillennialimpact.com

These findings are still in line with past benchmark data from the Social Capital Community Survey. In that survey, 96 percent of millennials believed someone like them could have an impact, and just 26 percent thought the impact could be big.

“One of the reasons I love Indy so much is that it’s a big city ... but it’s small enough that I can make an immediate impact.”

MALE MILLENNIAL



CIVIC ENGAGEMENT

Nearly all Indy millennials (97%) believe they can influence change in their city. **In the past 12 months, 90 percent of Indy millennials reported having participated with an organization or event.** Among that group, about half helped a service or civic organization. Most others worked with a school group, neighborhood or community association, and/or a cause-specific nonprofit organization.

Have you participated with any of these types of organizations or events in the last 12 months?



“Civic engagement is being able to come together with a plethora of people from many walks of life and pool resources, whether it be knowledge or expertise or skills, to make a difference in the city. It can be political or non-political ... being able to offer relief or resources or just being there for somebody.”

MALE MILLENNIAL

While participation levels have dropped slightly in nearly every category since 2015, **the biggest changes were reflected in increased participation with a service or civic organization and a decrease in involvement with a cause-specific nonprofit.**

Millennials participate with these organizations or events in a variety of ways, although traditional forms of philanthropy were still the most commonly reported. More specifically, as many millennials said they volunteered (88%) and/or donated (also 88%) to a cause or organization.



Among millennials who volunteered during the past 12 months, most (61%) volunteered 40 hours or less; and, among millennials who donated to organizations, the majority (60%) reported donating less than \$500 during the last 12 months. Close to half of Indy millennials (45%) have served on a nonprofit committee or as an officer in the past 12 months.

Hours Volunteered in Past 12 Months:			
< 1 hour	2%	41-75 hours	11%
1-4 hours	10%	76-100 hours	5%
5-10 hours	15%	101-120 hours	3%
11-25 hours	20%	120+ hours	9%
26-40 hours	14%	I didn't volunteer	12%

Amount Donated to Causes or Events in Past 12 Months:			
< \$15	4%	\$500 - \$999	9%
\$15 - \$49	10%	\$1,000 - \$2,499	9%
\$50 - \$99	12%	\$2,500 - \$5,000	4%
\$100 - \$249	21%	\$5,000+	4%
\$250 - \$499	13%	I didn't donate	12%

“There’s more opportunity to become civically engaged in Indy than a bigger city.”

MALE MILLENNIAL

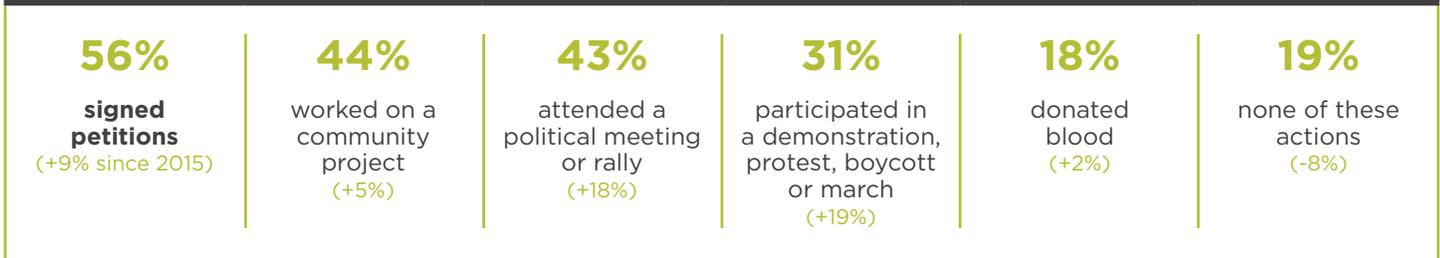
Do Indy millennials think their activities and the level at which they are performed define them as activists? **One-third of Indy millennials surveyed self-identified as an activist** - more than millennials nationally, where less than a quarter surveyed for the 2017 Millennial Impact Report¹² defined themselves as activists.

When it comes to how they are taking action, Indy millennials reported taking more and a wider variety of actions in the prior 12 months than they reported in 2015. **The No. 1 action respondents took this time? Signing petitions.**

Past benchmark data from the Social Community Capital Survey show that smaller percentages of millennial respondents nationally have signed a petition (33%) or worked on a community project (31%) than have Indy millennials.

¹² themillennialimpact.com

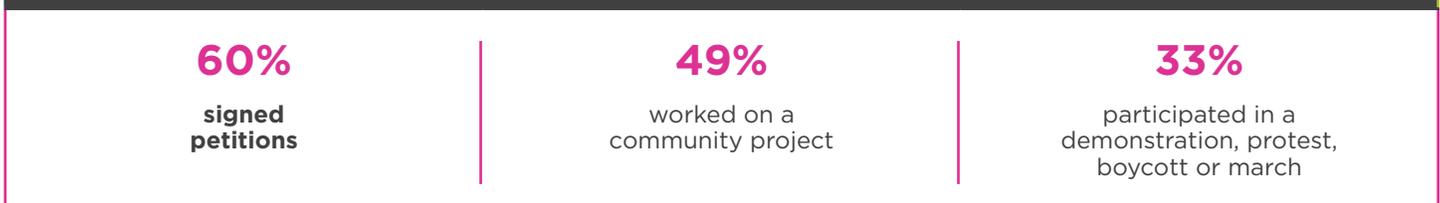
(Indy millennials) Actions taken in the past 12 months.



Similarly, the 2017 Millennial Impact Report asked what typical actions millennials took on behalf of causes/social issues of interest to them. The top three were:

- 1) signed petitions (including online)
- 2) attended a rally or march
- 3) attended a protest¹³

(National sample of millennials) Actions taken in the past 12 months (from the 2016 Millennial Impact Report).



To compare Indy millennials to all Americans: Pew Research Center reports on civic engagement in the digital age¹⁴ showed that in 2012, the following percentages of **all U.S. adults** were engaged in the following activities:

- 39%** | petitions (including online)
- 22%** | attended a political meeting
- 10%** | attended a political rally or speech
- 6%** | attended an organized protest

Together, these sources of data show that millennials generally are *more active than all adults* in the general population, and that Indy millennials are *slightly less active than millennials from across the country*.

¹³ These rankings are based on the number of times each action was selected, not on the number or percentage of respondents who selected an action.

¹⁴ <http://www.pewinternet.org/2013/04/25/civic-engagement-in-the-digital-age/>

When it comes to using the internet to express opinions about political or community issues in the past 12 months, Indy's survey respondents were more active online than in 2015, but only slightly.

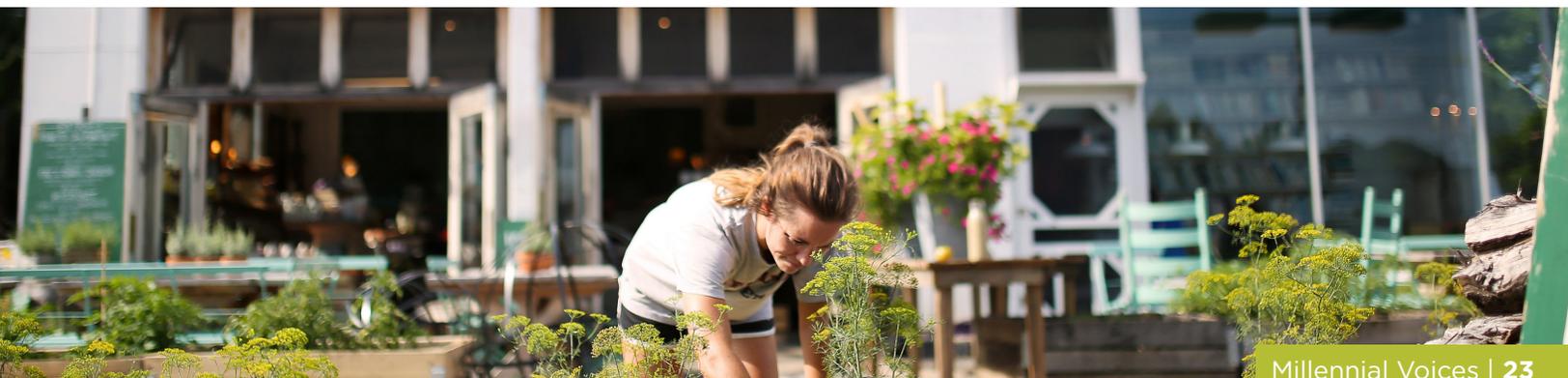
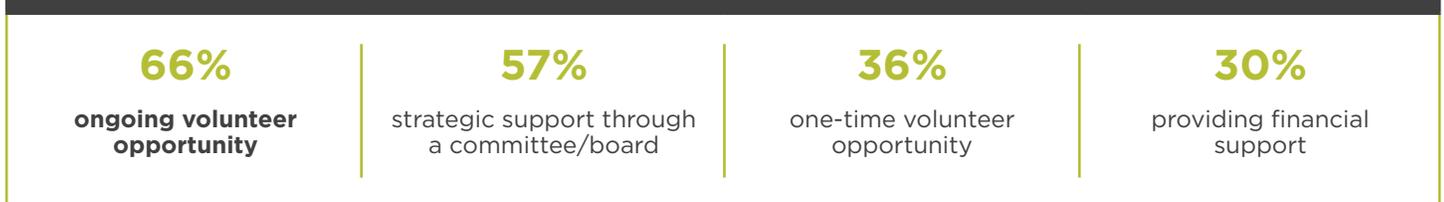
How often did you use the internet to express your opinions about **POLITICAL or COMMUNITY** issues within the past 12 months?

	2015	2017
Basically every day	5%	7%
A few times a week	9%	12%
A few times a month	15%	16%
Once a month	8%	8%
Less than once a month	26%	24%
Not at all	36%	33%

GETTING INVOLVED IN INDY

Given a choice, Indy millennials prefer to support their community through an ongoing volunteer opportunity (66%), followed by providing ongoing strategic support through a committee or board (57%). A one-time volunteer opportunity (36%) and providing financial support (30%) were selected by about a third of respondents.

How do millennials prefer to support their community?



For Indy millennials, the ability to volunteer through their job has increased since 2015. Of the 88 percent who said they'd volunteered in the past 12 months, 46 percent said their employer offered, suggested or promoted time off to do so, a 6-percent increase since 2015. Today, Indy millennials (and seemingly, from the data, their employers) are better aligned with national data from the 2015 Millennial Impact Report,¹⁵ which showed 44 percent indicated time spent volunteering in the past year was suggested or promoted by their company.

Moreover, the actions related to volunteer opportunities by employers have shifted in millennials' favor, with a 7-percent increase in paid time off mirrored by an 8-percent decrease in unpaid time off to volunteer.

Types of volunteer opportunities promoted by employers:

57%

**flexible work day
to accommodate
volunteering**
(-3% since 2015)

44%

all-company
optional
volunteer day
(+5%)

42%

paid time off
to volunteer
(+7%)

13%

all-company
mandatory
volunteer day
(-3%)

10%

unpaid time off
to volunteer
(-8%)

KEY TAKEAWAYS:

Indy millennials maintain strong enthusiasm for getting involved in change making, though their engagement preferences have shifted.

- They're more interested in civic organizations than cause-specific nonprofits.
- New engagement interests create more room for employers to offer opportunities for volunteering.
- 97 percent of our respondents believed they could have a positive impact on their world, exceeding the national figure.

¹⁵ themillennialimpact.com

CONCLUSIONS AND FINAL THOUGHTS

Four years after IndyHub began this research, Indy millennials still view their city as a cause. They advocate for diversity in their neighborhoods, want local government to invest in Indy's culture and education, and get involved in supporting nonprofits. Even those who weren't born here plan to stay, and they're committed to making their city the best it can be for everyone. They're also looking to employers and city government to do their part.

Indy's millennials have a great affinity for and pride in their city, but see great need for further investment in targeted areas.

This affinity and loyalty is evidenced in the way they speak about Indy: as an evolving city of opportunity made up of neighborhoods that, for the most part, accept and reflect the individuality of residents who support each other. They support local government's investment in strengthening neighborhoods, while cautioning officials against gentrification that forces out long-time residents. However, great differences in their perception of the city's recognition of diversity exist.

Millennials largely reported plans to stay in Indy, and employers play a significant role in keeping them here.

Jobs are what attracted many millennials to the city and are what they revealed would keep them here. A relatively small portion of respondents intended to seek employment outside Indy in the near future.

Respondents offered other insights for consideration by employers. One was their desire for thoughtful mentoring and opportunities for professional development – either mentors provided within the company, or resources provided to identify mentors and professional development opportunities outside the organization.

In addition, Indy millennials appreciated employers' contributions to increasing diversity among the city's residents through their hiring. They also appreciated that more employers are promoting volunteer work during the workday, with some even paying employees for the time used to volunteer.

The focus of civic engagement has shifted away from nonprofits.

While a high percentage of Indy millennials remain engaged in causes, participation levels dropped slightly in every category except civic organizations. The 5-percent increase there coincides with 18-percent and 19-percent increases, respectively, in political meeting/rally attendance and demonstration/protest/boycott/march participation – and occurred during and after a presidential election campaign.

This increase (and the resulting decreases) may indicate that elections draw Indy millennials' attention away from other forms of cause participation, or that more service and civic organizations have evolved to address the issues and causes perceived to be under attack today.

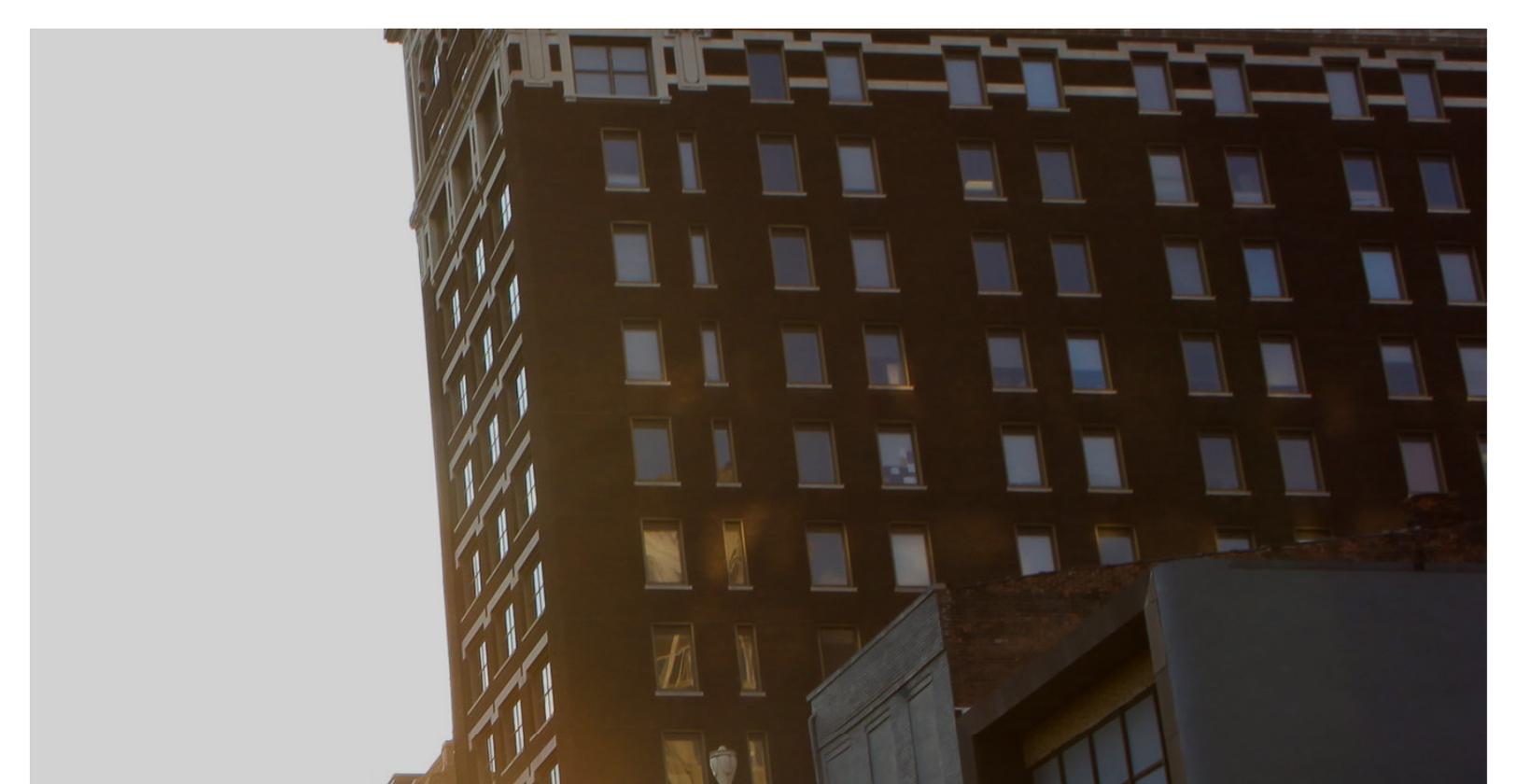
Although Indy millennials look to their own efforts to drive Indy forward, they believe less in the results of their efforts than in 2015 to effect significant change.

An incredible 97 percent of Indy millennials believed they can influence change in their city. Yet, researchers saw a drop in the percentage of those who believed their influence could be significant. Still, they remain highly engaged, much more so than members of the general adult population. Researchers also saw a noticeable change in where they apply those efforts: more to service and civic organizations, and less to cause-specific nonprofits.

If you live, work, run a business or nonprofit or want to drive a cause in Indianapolis, these 2017 findings should be good news. Time and again, IndyHub and Achieve see millennials with an inherent enthusiasm for cause-based work, paired with a value set that embraces inclusive policies and practices. They see their work in the city as a good investment – they are happy to be here and plan to stay.

More remains to be done, however. In order to thrive as a city of choice, Indianapolis must address key gaps with regard to inclusivity and recognition of the brilliant diversity of our residents, elevating our local culture, pursuing greatness in public education and fostering an economy prepared for expansion.

IndyHub will seek to work collaboratively in the Indianapolis community to pursue each of these priorities, and to continue this biennial research so that we may nurture millennials' enthusiasm and passion for this city.



indyhub

ACHIEVE

Copyright © 2018 Achieve and IndyHub | All Rights Reserved

achieveagency.com

indyhub.org

