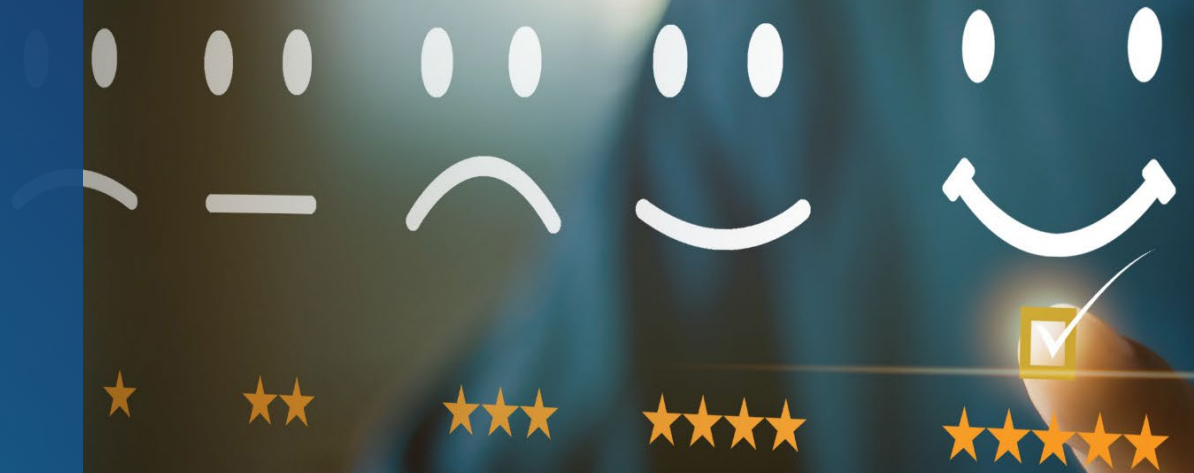


Central Indiana Community Preference Survey March 2026

Statara designed and administered this multimodal survey conducted by professional interviewers and via an online platform. The survey reached 1,500 adults, age 18 or older, who indicated they lived within a MIBOR county. The survey was conducted from March 23-29, 2026.

Nine percent of respondents were reached on wireless phones and twenty-three percent on VOIP/landlines. Sixty-eight percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of Indiana MIBOR area, and the data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third party vendor file. The overall margin of error is +/- 2.5%. The margin of error for subgroups is larger and varies.

Percentage totals may not add up precisely due to rounding



MIBOR Smart Growth 2026 Survey Methodology



Wireless (9%)
Not Wireless (23%)
Online (68%)



1500 Adults living
within a MIBOR county



Interviews conducted
March 23 – 29

The sample was drawn from a third-party vendor voter file. The overall margin of error is +/- 2.5%.
The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

Demographics

Gender



Women
52%



Men
48%

Owner/Renter



Homeowner: 74%
Renter: 17%
Lives w/Friends/Family: 8%

Kids at Home



Yes: 30%
No: 69%

Age



18-29: 19%
30-39: 16%
40-49: 15%
50-64: 24%
65+: 26%

Education



Non-College Graduates: 47%
4 Yr. College Degree: 31%
Post-Graduate Degree: 21%

Income



Less than 25k: 6%
25k-50k: 14%
50k-75k: 16%
75k-100k: 16%
Over 100k: 42%

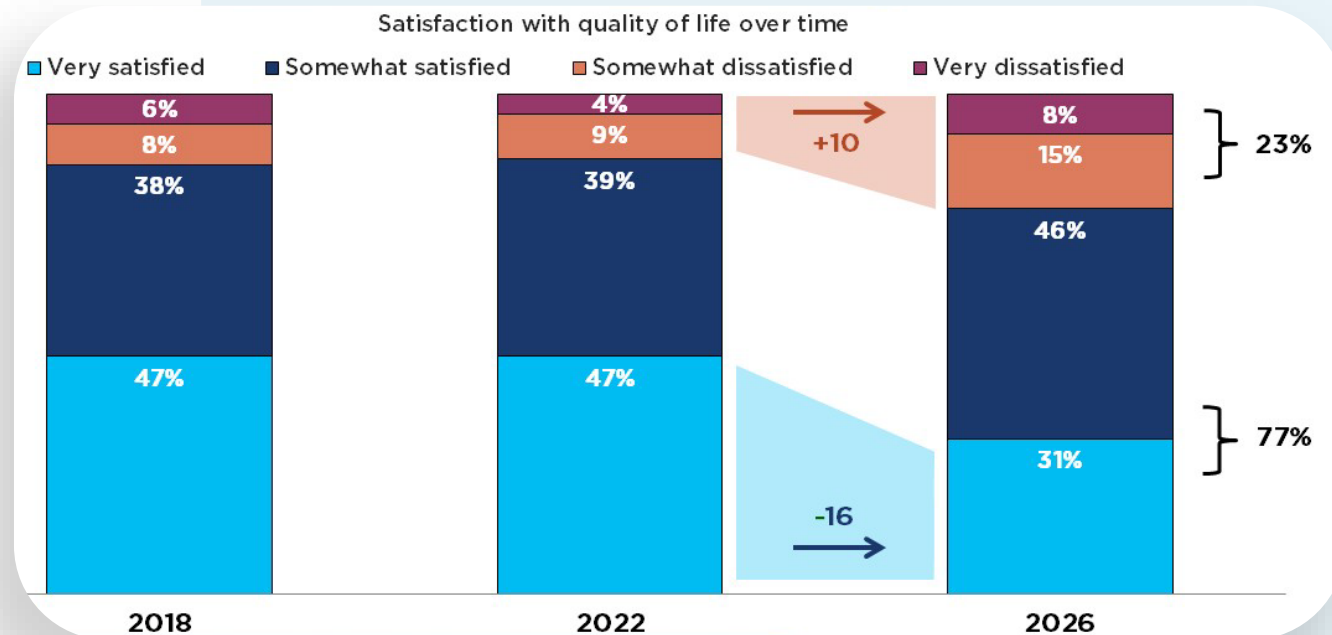
County Notes

County	Share of Sample	Urban	Suburban	Rural
Marion	39%	65%	35%	-
Hamilton	19%	7%	89%	4%
Hendricks	10%	-	82%	17%
Johnson	9%	-	73%	27%
Madison *	5%	-	60%	40%
Hancock *	5%	-	52%	48%
Boone *	4%	-	50%	48%
Morgan *	4%	-	21%	79%
Montgomery	2%	-	-	-
Shelby	2%	-	-	-

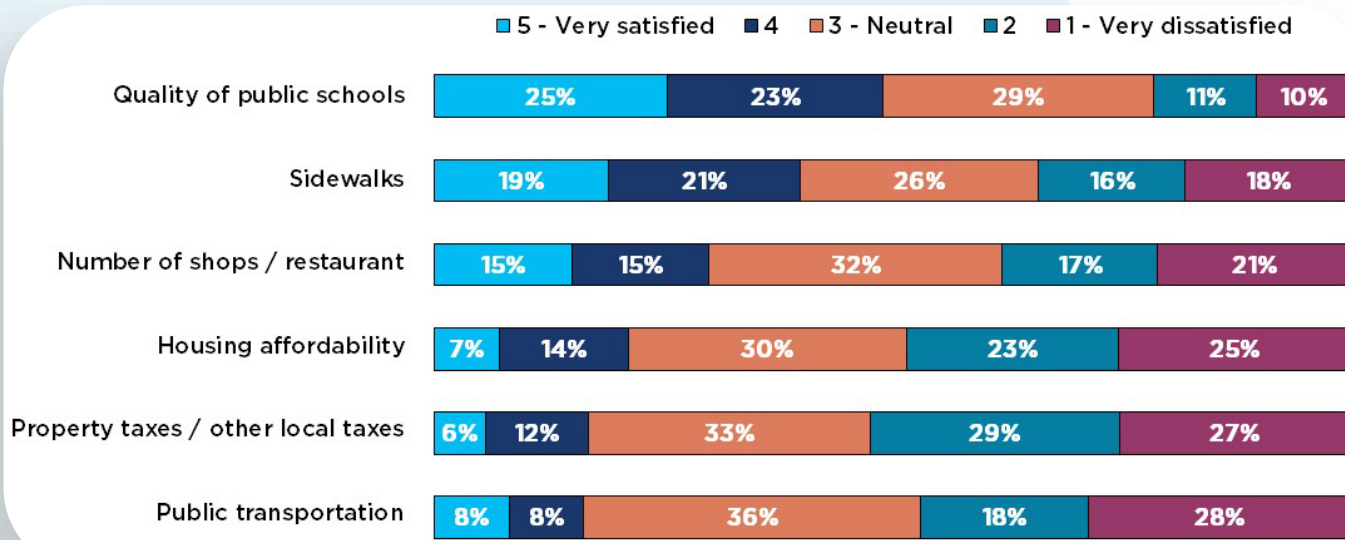
***Small sample size caution. When reviewing results within these counties, keep in mind that there are only between 60 and 70 respondents in each county. While large enough of statistical analysis, there is a high margin of error associated with the results. Montgomery and Shelby county are too small for review.**

Executive Summary

Residents remain broadly satisfied with the quality of life in their communities, but both overall satisfaction and intensity of satisfaction have declined since 2022. Three-quarters (77%) are very or somewhat satisfied, down 9 points from 86% in 2022. The share who are “very satisfied” has dropped more sharply, falling 16 points to 31%. At the same time, dissatisfaction has increased from 13% to 23%.



Executive Summary

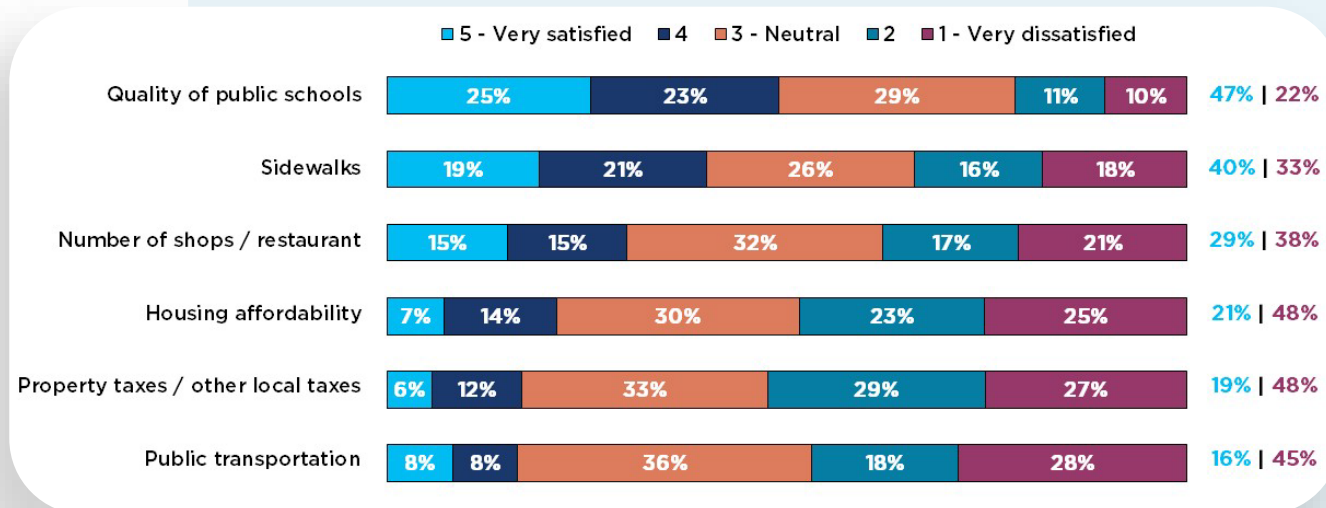


Affordability is driving changes. Nearly half of residents are dissatisfied with the affordability of housing in their area, a 15-point increase since 2022. Dissatisfaction with property and local taxes has also increased by 19-points. This trend of overall financial dissatisfaction is prevalent across all demographics.

Intense dissatisfaction with the level of property taxes and other local taxes doubled from 13% very dissatisfied in 2022 to 27% today. Similarly, intense dissatisfaction with the affordability of housing nearly doubled from 15% very dissatisfied to 26%.

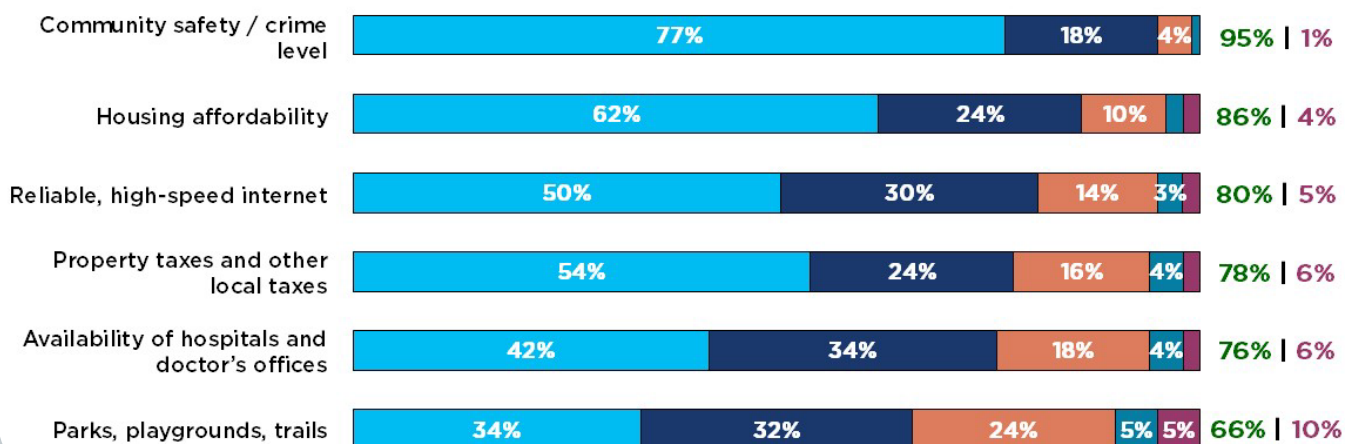
Executive Summary

Satisfaction with amenities mostly consistent with 2022 survey, but down from 2018. Majorities remain satisfied with most amenities like access to health care, public safety, cultural resources and parks. There continues to be less satisfaction with sidewalks, the number of shops in walking distance and public transportation. In most cases, satisfaction rates are similar to 2022, but down an average of 8-points from 2018.



Executive Summary

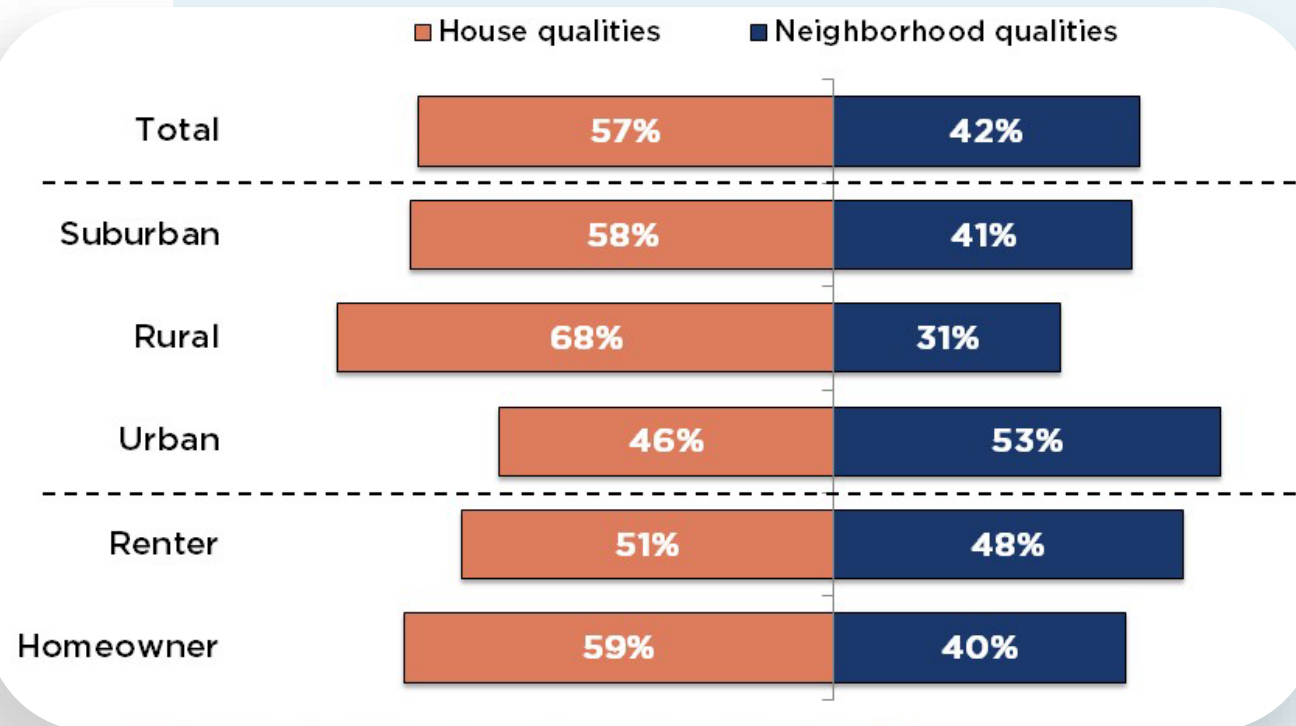
■ 5 - Very important ■ 4 ■ 3 - Neutral ■ 2 ■ 1 - Not important at all



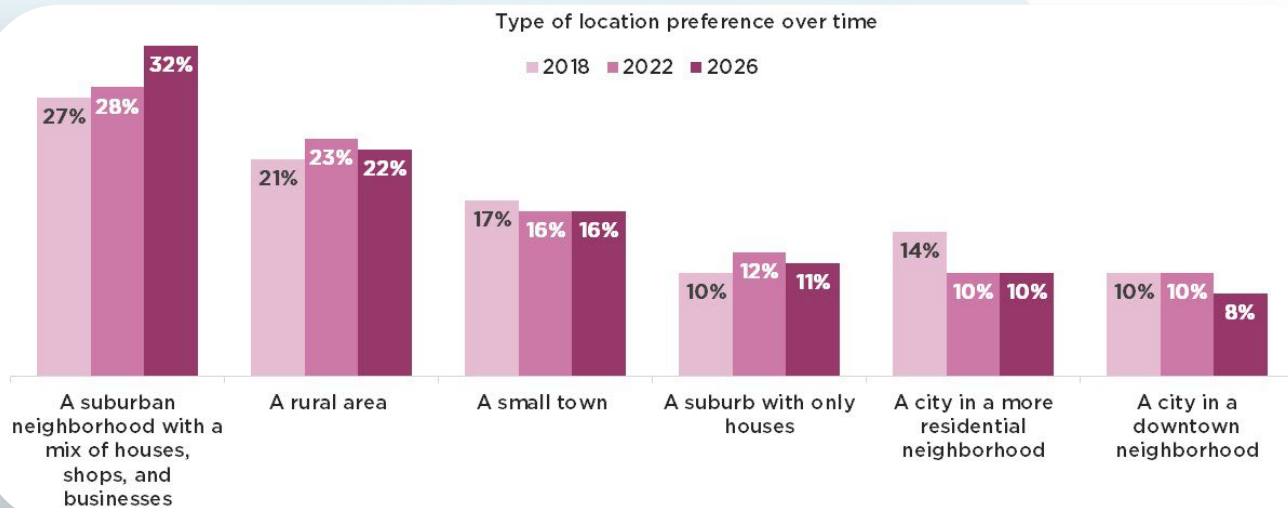
Public safety continues to be the most important factor in choosing where to live, but affordability has become a more important factor than previous years. Public safety was rated 95% very or somewhat important, a slight uptick from previous years where it came in around 90%. Housing affordability, however, shot up to 86% (+10-points in importance) and level of property taxes to 78% (+9-points).

Executive Summary

Home qualities outweigh neighborhood type in deciding where to live. A majority (57%) says that the qualities of the home itself, like size, layout and amenities, is more important in deciding where to live than the kind of neighborhood the house is in, like having shops, restaurants and parks nearby.



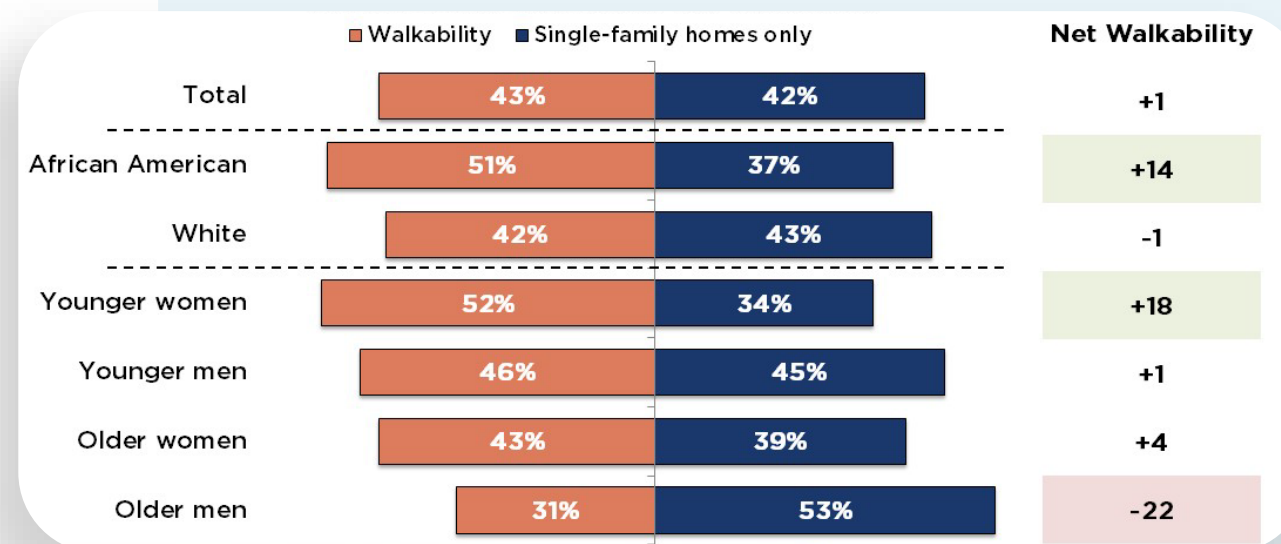
Executive Summary



Mixed use suburb top neighborhood preference. A plurality (31%) would most like to live in a suburban neighborhood with a mix of houses, shops and businesses; another 11% prefer a suburban neighborhood with houses only. A rural area (23%) or small town (17%) rank next, followed by a residential city neighborhood (9%) and a city neighborhood with a mix of offices, shops and apartments (8%).

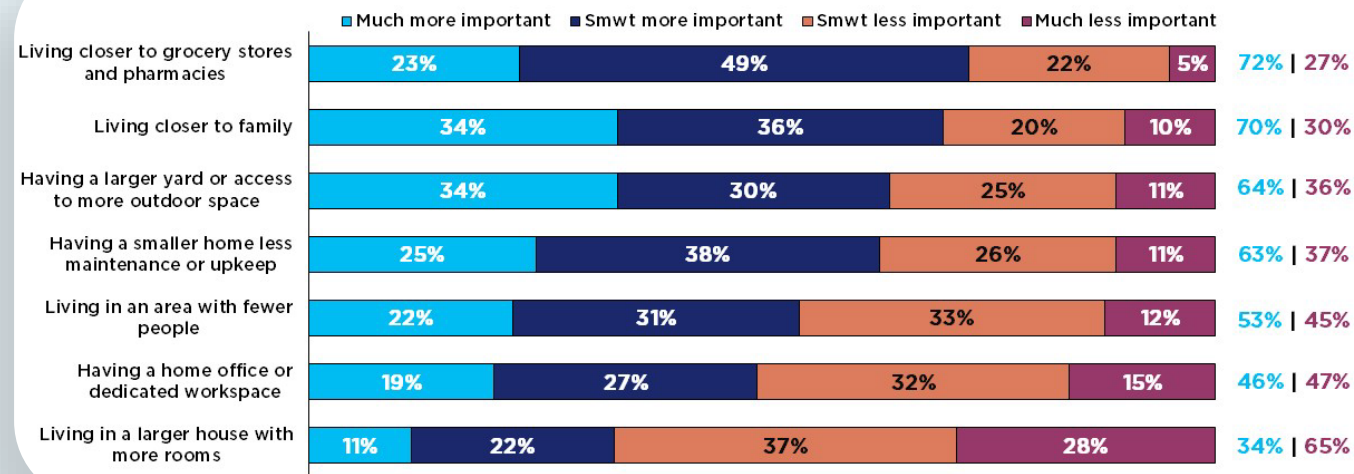
Executive Summary

Residents split in choice between walkable neighborhood and single-family home only neighborhood. Just under half (43%) choose the walkable neighborhood with a mix of housing, stores and restaurants while 42% prefer a neighborhood with single-family homes only and you have to drive to stores and restaurants. Women, residents under age 50 and college graduates tend to prefer the walkable neighborhood while men, older and non-college graduates slightly prefer the single-family homes only approach.



Executive Summary

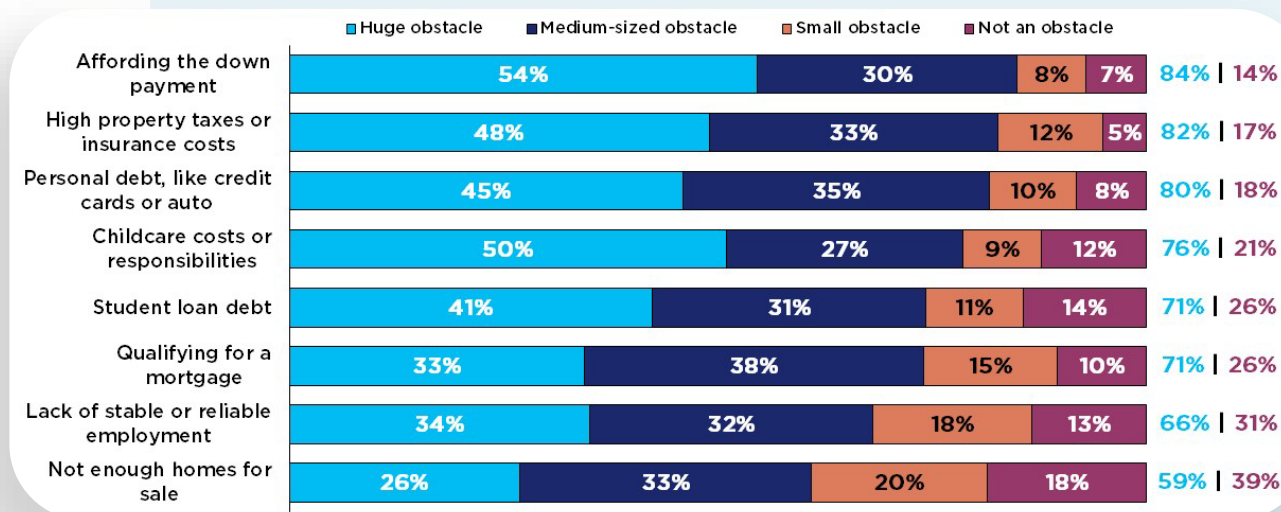
Importance of Housing Amenities Over Time



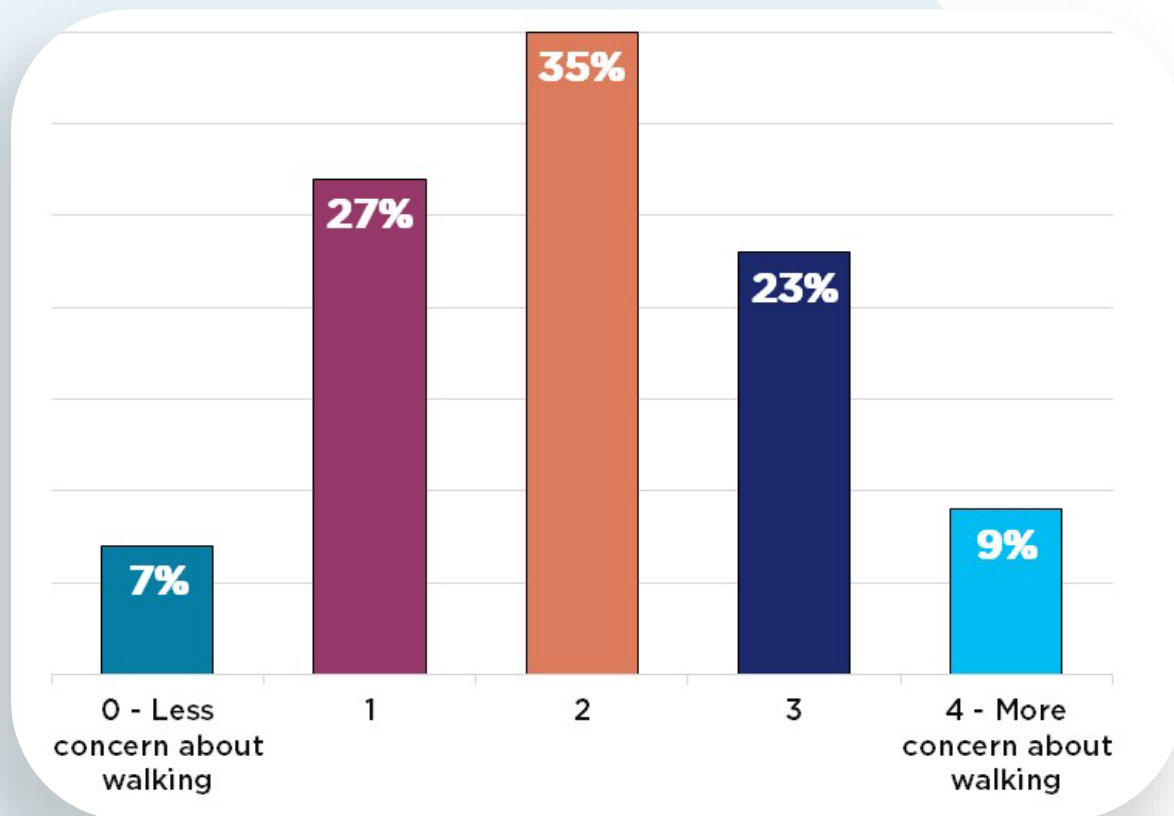
Lifestyle priorities remain stable from previous surveys. Respondents still want to live closer to families and have a larger yard. At the same time, having a large house itself has become a smaller priority along side living closer to a grocery store, which indicates a preference for downsizing to maintain a more manageable budget.

Executive Summary

Downpayment, personal debt and property taxes top obstacles to homeownership. Affording the down payment (86% huge or medium sized obstacle) ranks first, followed by high property taxes or insurance costs (82%) and personal debt (81%). Childcare costs or responsibilities also ranks high (76%).



Executive Summary



Walkability score provides insights into community preference demographics. Using four individual questions from the poll, this year's survey also includes a score to help determine who is most likely to prefer a walkable vs. a more car-centric community.

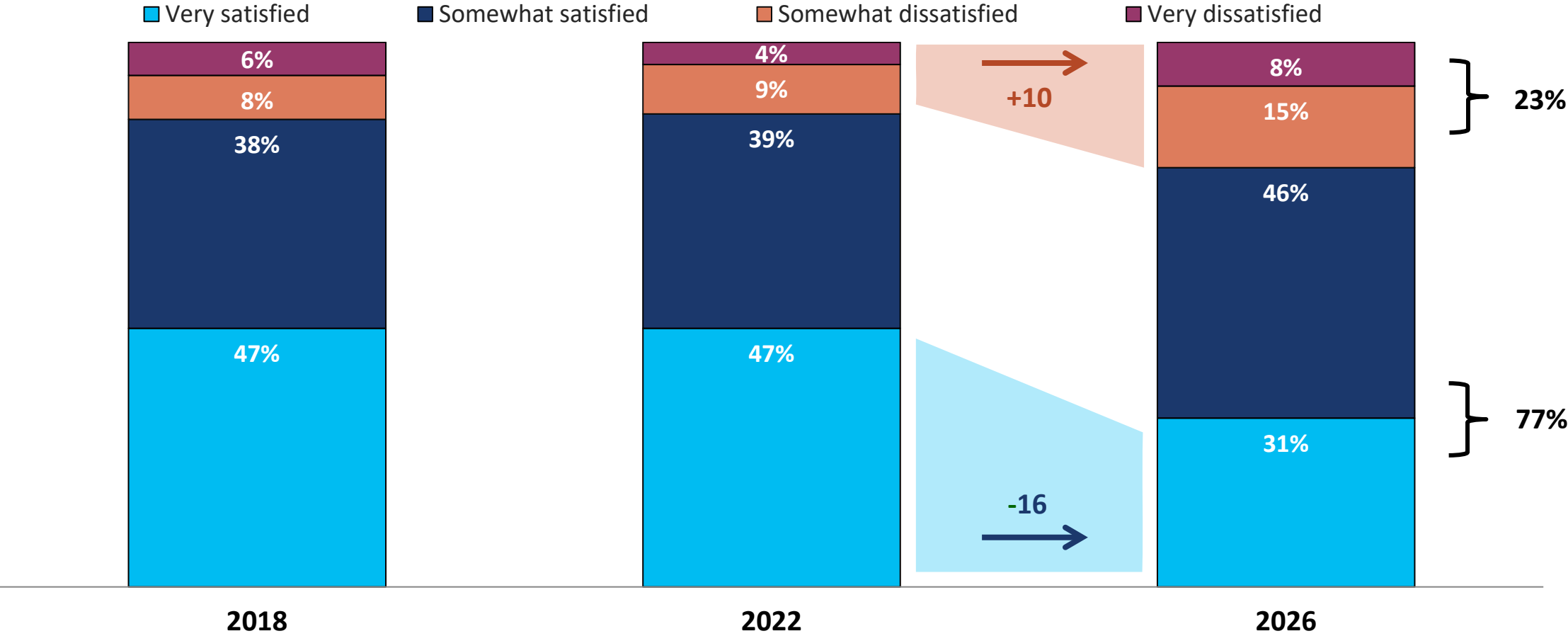
- The "walkable" group tends to be slightly more female, have more education and without children.
- The "car-centric" group tends to be more male, without a college degree or have children.

The background of the slide features a hand holding a small, light blue house model. Overlaid on this are several speech bubbles containing star ratings. The ratings include five solid stars, four solid stars and one outlined star, and three solid stars and two outlined stars. The text 'Community Satisfaction & Importance' is centered in white.

Community Satisfaction & Importance

Although three-quarters are satisfied with their quality of life, overall and intense satisfaction down significantly from 2022

Satisfaction with quality of life over time



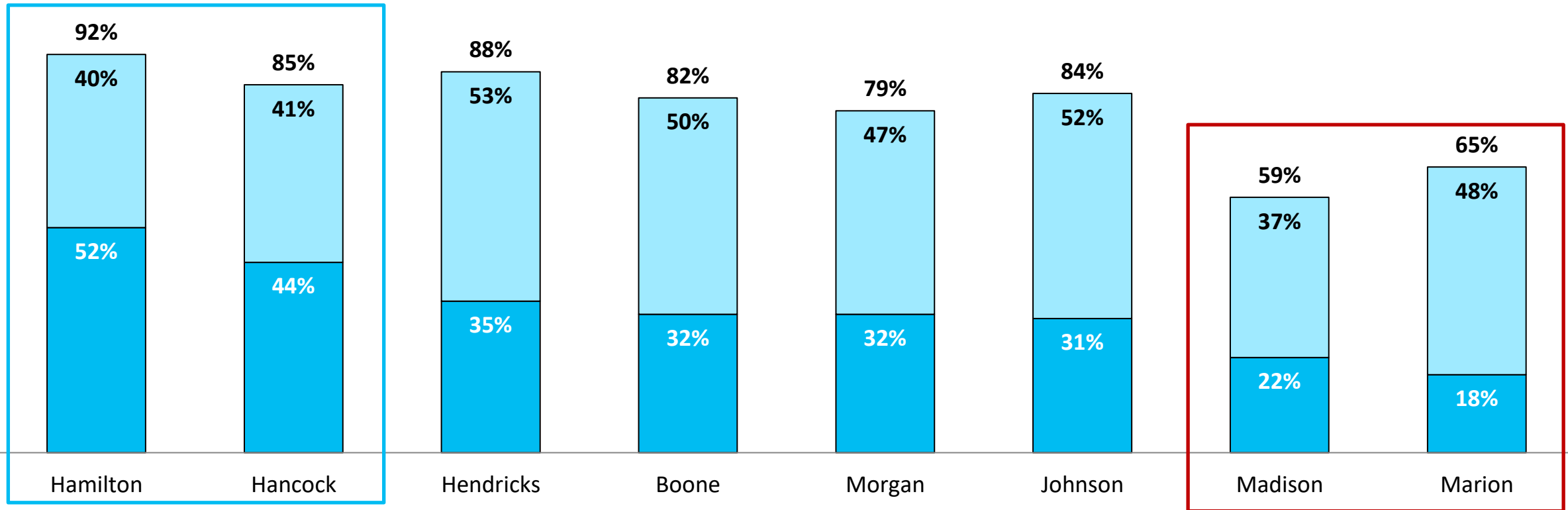
Individual categories may not sum to sub-totals due to rounding

Q.4. First let me ask you about the quality of life in your community. Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the quality of life in your community?

Quality of life satisfaction especially high in Hamilton and Hancock Counties, with around half saying they are “very” satisfied
Madison and Marion Counties report the lowest satisfaction

Satisfaction with quality of life by county

Very satisfied Somewhat satisfied



Individual categories may not sum to sub-totals due to rounding

Q.4. First let me ask you about the quality of life in your community. Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the quality of life in your community?



Each County is Less satisfied with the overall living condition in their areas than previous

Satisfaction (% Selected 4-5) over time	2018	Change →	2022	Change →	2026
Hamilton	92%	+3	95%	-3	92%
Hancock	87%	--	91%	-6	85%
Hendricks	89%	+2	91%	-3	88%
Boone	--	--	--	--	82%
Morgan	88%	-4	84%	-5	79%
Johnson	87%	+9	96%	-12	84%
Madison	72%	-3	69%	-10	59%
Marion	81%	--	81%	-16	65%

Individual categories may not sum to sub-totals due to rounding

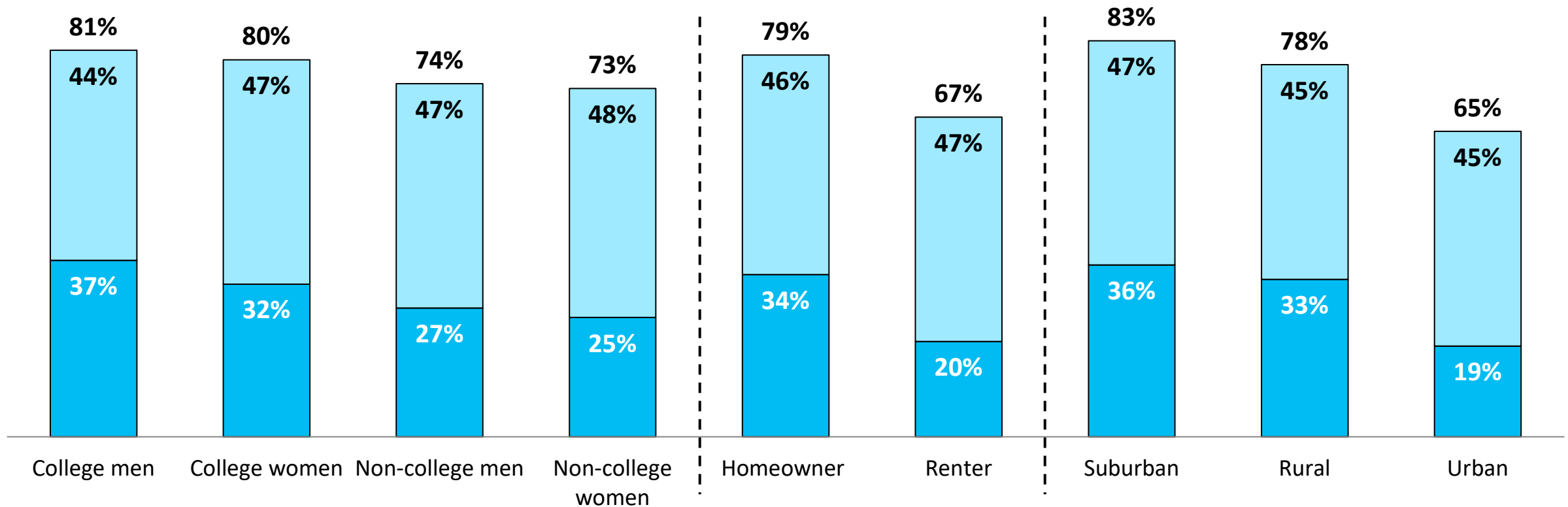
Q.7. Now I have a few questions about your neighborhood and community. I'd like to read you a list of amenities, features, and activities some people have said are important in deciding where to live. For each, please rate your satisfaction with that feature or amenity in your community on a scale of 1 to 5, with 1 being very dissatisfied, 3 being neutral, and 5 being very satisfied.



College-educated residents, homeowners, and suburban/rural residents report higher quality of life satisfaction

Satisfaction with quality of life by age/education, homeowner status, and urbanicity

■ Very satisfied ■ Somewhat satisfied



Individual categories may not sum to sub-totals due to rounding

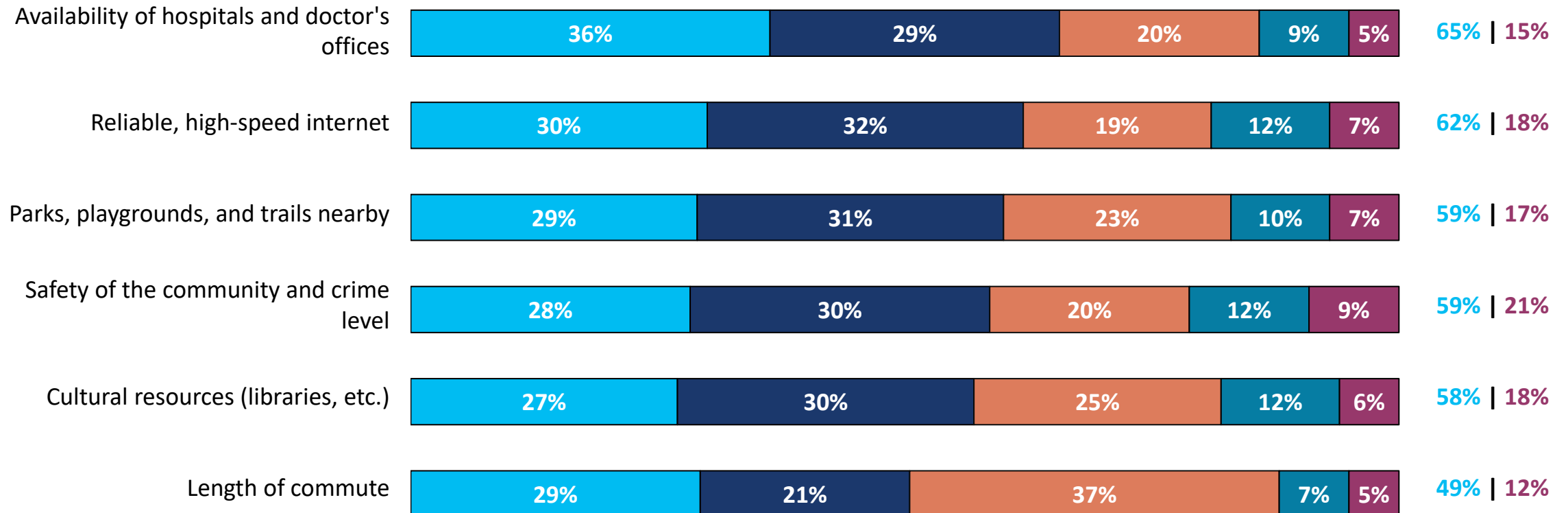
Q.4. First let me ask you about the quality of life in your community. Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the quality of life in your community?



Majorities satisfied with availability of health care, internet, parks, public safety and cultural

Satisfaction with community features on a scale of 1 to 5

5 - Very satisfied 4 3 - Neutral 2 1 - Very dissatisfied



Individual categories may not sum to sub-totals due to rounding

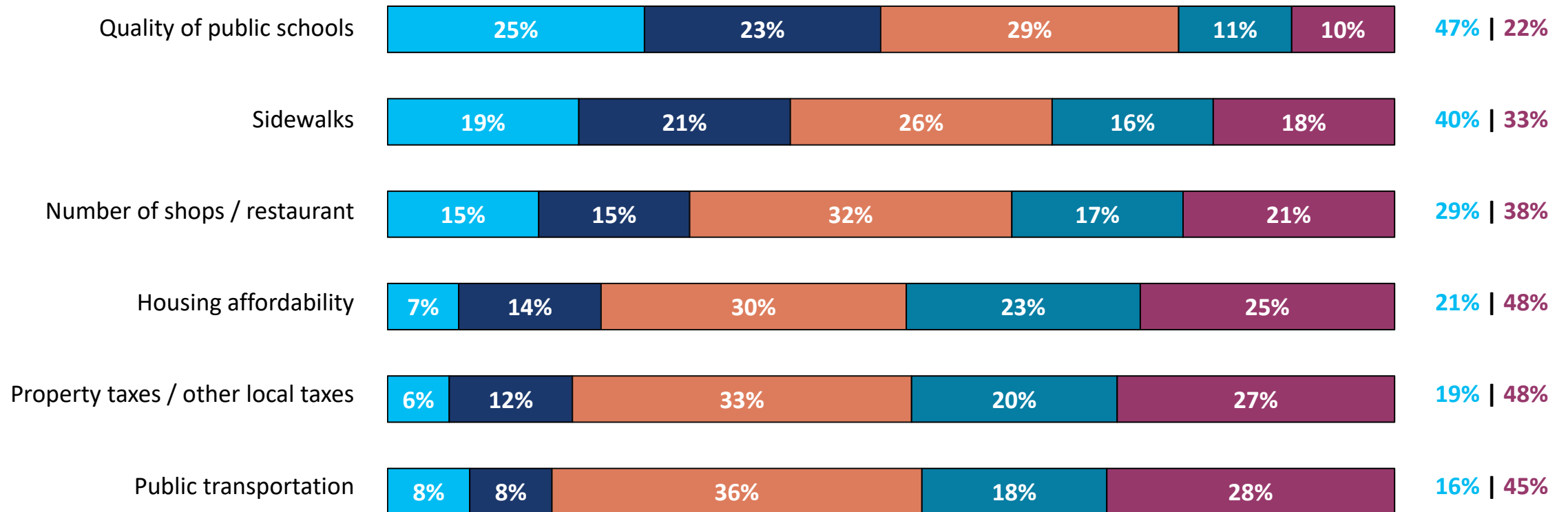
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Less satisfaction with number of shops and restaurants within walking distance, housing affordability, taxes, and public transportation

Satisfaction with community features on a scale of 1 to 5

5 - Very satisfied 4 3 - Neutral 2 1 - Very dissatisfied



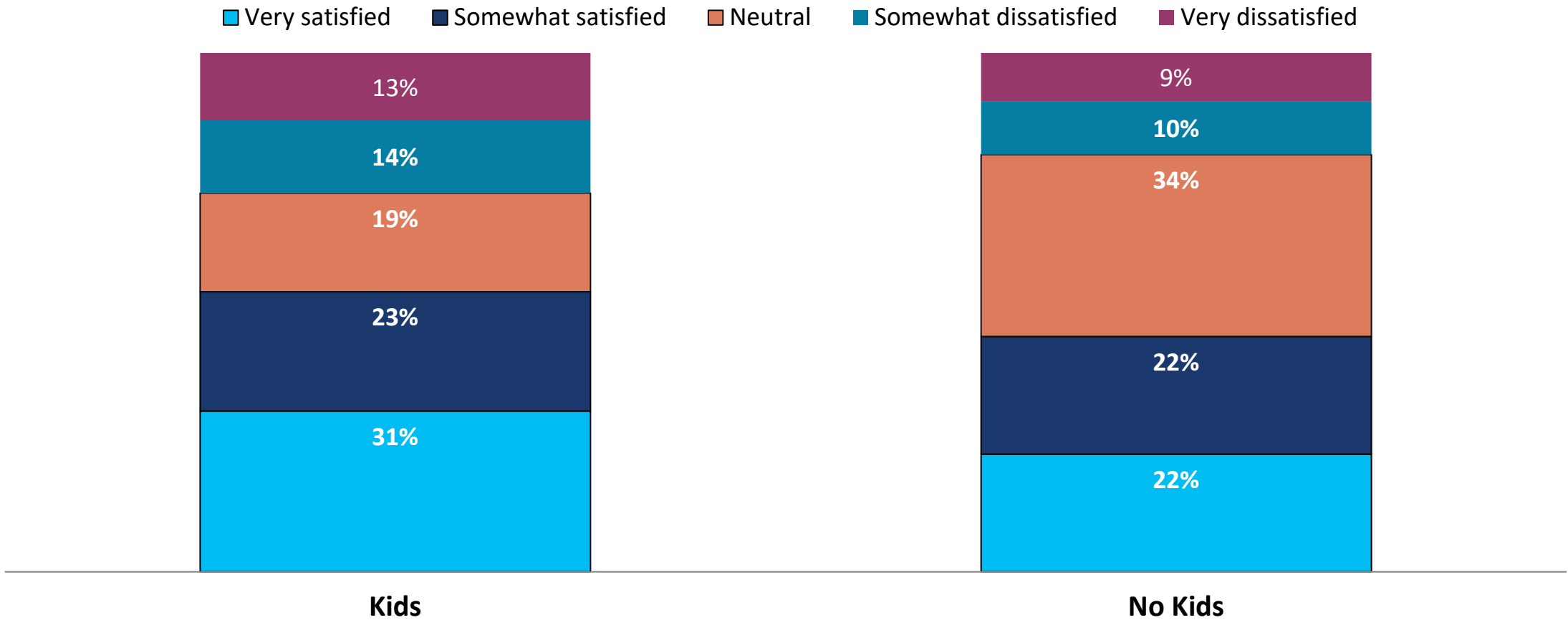
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Households with children rate the school system higher than those without children, but also have higher levels of dissatisfaction

Satisfaction with Schools by Presence of Children



Individual categories may not sum to sub-totals due to rounding

Q.7. Now I have a few questions about your neighborhood and community. I'd like to read you a list of amenities, features, and activities some people have said are important in deciding where to live. For each, please rate your satisfaction with that feature or amenity in your community on a scale of 1 to 5, with 1 being very dissatisfied, 3 being neutral, and 5 being very satisfied.



Satisfaction with almost all community features has decreased over time, especially housing affordability and taxes

Satisfaction (% Selected 4-5) over time	2018	Change →	2022	Change →	2026
Availability of hospitals and doctor's offices	77%	-8	69%	-4	65%
Reliable, high-speed internet	--	--	60%	+2	62%
Parks, playgrounds, trails	65%	-8	57%	+2	59%
Community safety / crime level	65%	-6	59%	+/-0	59%
Cultural resources (libraries, theaters, etc.)	66%	-6	60%	-2	58%
Length of commute	58%	-6	52%	-3	49%
Quality of public schools	--	--	--	--	47%
Sidewalks	52%	-9	43%	-3	40%
Shops and restaurants in walking distance	34%	-5	29%	+/-0	29%
Housing affordability	53%	-19	34%	-13	21%
Property taxes and other local taxes	41%	-9	32%	-13	19%
Availability / quality of public transportation	27%	-6	21%	-5	16%

Individual categories may not sum to sub-totals due to rounding

Q.7. Now I have a few questions about your neighborhood and community. I'd like to read you a list of amenities, features, and activities some people have said are important in deciding where to live. For each, please rate your satisfaction with that feature or amenity in your community on a scale of 1 to 5, with 1 being very dissatisfied, 3 being neutral, and 5 being very satisfied.



Madison and Morgan generally report lower satisfaction levels than other counties

Satisfaction (% Selected 4-5) by county	Total	Hamilton	Hendricks	Johnson	Marion	Boone	Hancock	Morgan	Madison
Availability of hospitals and doctor's offices	65%	82%	75%	72%	62%	61%	61%	43%	42%
Reliable, high-speed internet	62%	75%	59%	71%	56%	55%	67%	67%	41%
Parks, playgrounds, trails	59%	77%	71%	71%	47%	75%	60%	62%	33%
Community safety / crime level	59%	83%	73%	74%	34%	77%	79%	55%	51%
Cultural resources (libraries, theaters, etc.)	58%	76%	59%	62%	55%	52%	52%	40%	36%
Length of commute	49%	58%	60%	52%	45%	48%	55%	39%	29%
Quality of public schools	47%	66%	58%	57%	30%	74%	64%	41%	32%
Sidewalks	40%	65%	53%	43%	28%	36%	47%	32%	15%
Shops and restaurants in walking distance	29%	36%	23%	32%	32%	31%	14%	19%	17%
Housing affordability	21%	24%	21%	26%	18%	16%	24%	16%	31%
Property taxes and other local taxes	19%	23%	11%	27%	16%	19%	13%	28%	14%
Availability / quality of public transportation	16%	11%	15%	14%	22%	8%	19%	12%	14%

Individual categories may not sum to sub-totals due to rounding

Q.7. Now I have a few questions about your neighborhood and community. I'd like to read you a list of amenities, features, and activities some people have said are important in deciding where to live. For each, please rate your satisfaction with that feature or amenity in your community on a scale of 1 to 5, with 1 being very dissatisfied, 3 being neutral, and 5 being very satisfied.



Urban satisfaction lags on public safety, schools and parks, while rural and suburbanites less satisfied with walkability and public

Satisfaction with community on a scale of 1 to 5 by urbanicity

Satisfaction (% Selected 4-5)	Total	Rural	Suburban	Urban
Availability of hospitals and doctor's offices	65%	50%	71%	65%
Reliable, high-speed internet	62%	60%	64%	59%
Parks, playgrounds, trails	59%	60%	63%	51%
Community safety / crime level	59%	70%	65%	37%
Cultural resources (libraries, theaters, etc.)	58%	51%	58%	61%
Length of commute	49%	45%	53%	47%
Quality of public schools	47%	49%	54%	31%
Sidewalks	40%	31%	48%	31%
Shops and restaurants in walking distance	29%	26%	26%	39%
Housing affordability	21%	22%	22%	19%
Property taxes and other local taxes	19%	19%	19%	17%
Availability / quality of public transportation	16%	12%	14%	25%

Individual categories may not sum to sub-totals due to rounding

Q.7. Now I have a few questions about your neighborhood and community. I'd like to read you a list of amenities, features, and activities some people have said are important in deciding where to live. For each, please rate your satisfaction with that feature or amenity in your community on a scale of 1 to 5, with 1 being very dissatisfied, 3 being neutral, and 5 being very satisfied.



College men and women slightly more satisfied across the board than non-college counterparts, except for public transport

Satisfaction (% Selected 4-5) by gender/education	Total	College men	College women	Non-college men	Non-college women
Availability of hospitals and doctor's offices	65%	70%	67%	63%	59%
Reliable, high-speed internet	62%	67%	66%	61%	52%
Parks, playgrounds, trails	59%	64%	62%	58%	54%
Community safety / crime level	59%	66%	62%	58%	47%
Cultural resources (libraries, theaters, etc.)	58%	64%	62%	53%	50%
Length of commute	49%	56%	53%	43%	45%
Quality of public schools	47%	50%	54%	45%	39%
Sidewalks	40%	48%	42%	36%	32%
Shops and restaurants in walking distance	37%	29%	32%	29%	26%
Housing affordability	29%	27%	21%	20%	13%
Property taxes and other local taxes	21%	24%	24%	12%	13%
Availability / quality of public transportation	19%	14%	14%	22%	17%

Individual categories may not sum to sub-totals due to rounding

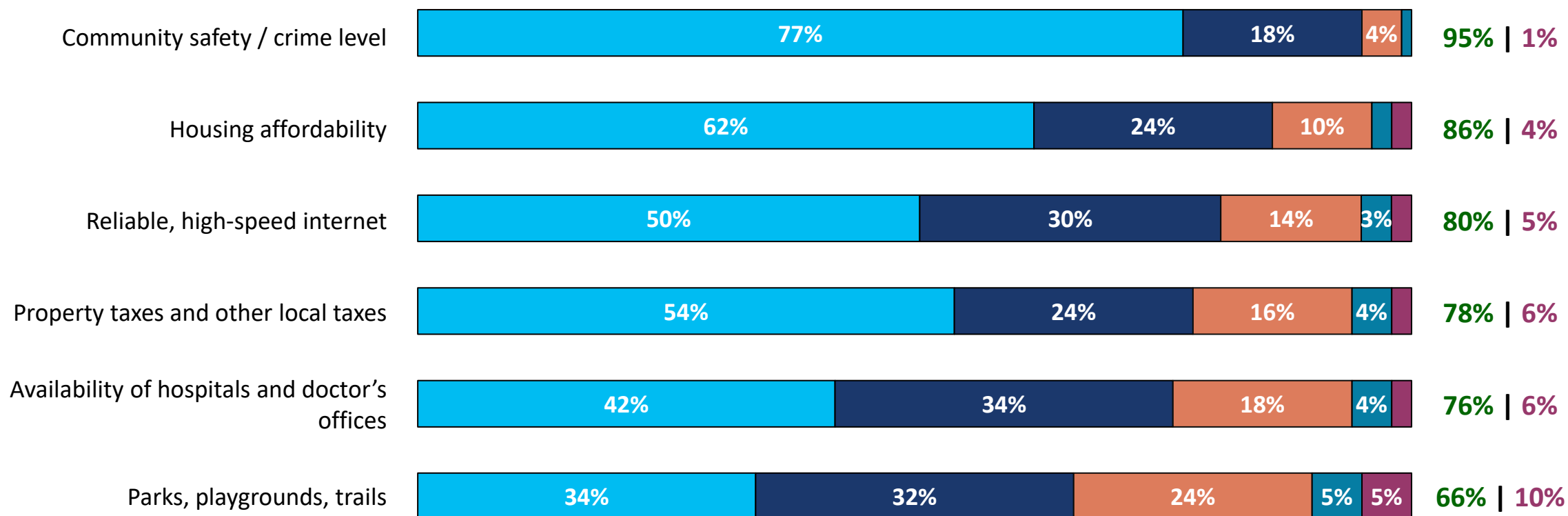
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Public safety most important of community features; housing costs, internet, healthcare availability also rank high

Importance of community features on a scale of 1 to 5

5 - Very important 4 3 - Neutral 2 1 - Not important at all



Individual categories may not sum to sub-totals due to rounding

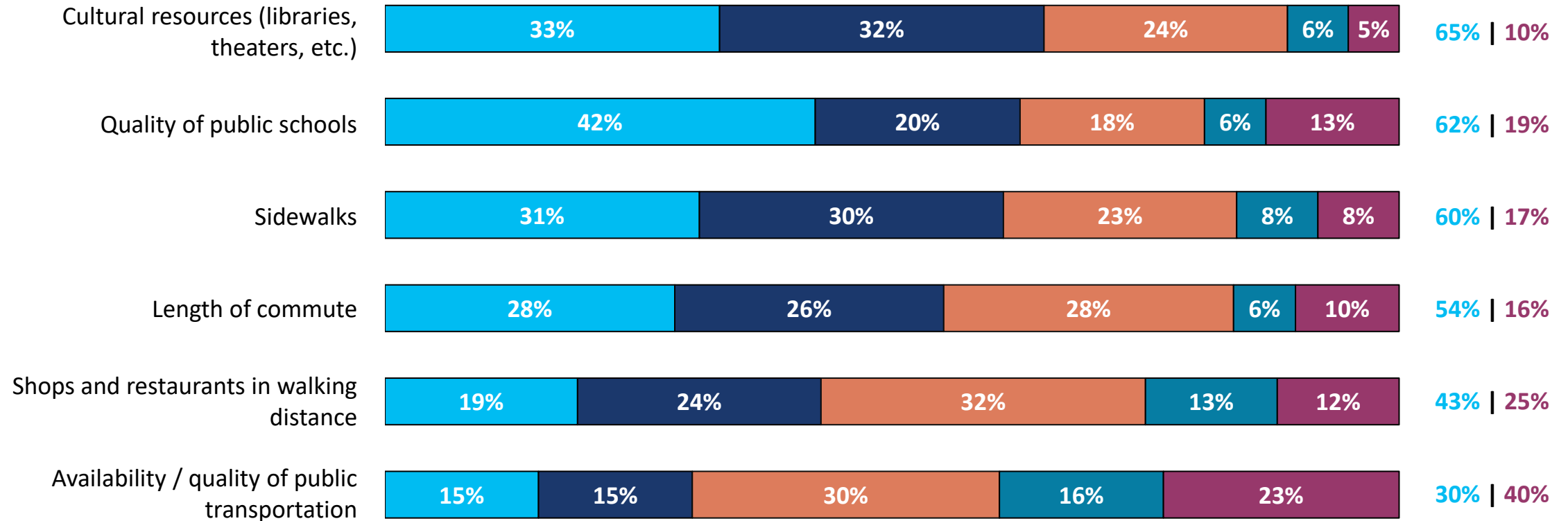
Q.8. Now think for a moment about where you would like to live. It may be your current home, or it may be somewhere new. I am going to read you that same list again. If you were deciding today where you wanted to live, please tell me how important each of the following would be to you on a scale of 1 to 5, with 1 being not important at all and 5 being very important.



Commute length, shopping access, and public transit relatively low importance

Importance of community features on a scale of 1 to 5

5 - Very important 4 3 - Neutral 2 1 - Not at all important



Individual categories may not sum to sub-totals due to rounding

Q.8. Now think for a moment about where you would like to live. It may be your current home, or it may be somewhere new. I am going to read you that same list again. If you were deciding today where you wanted to live, please tell me how important each of the following would be to you on a scale of 1 to 5, with 1 being not important at all and 5 being very important.



Public safety, housing costs, and reliable internet all increased in importance since 2022

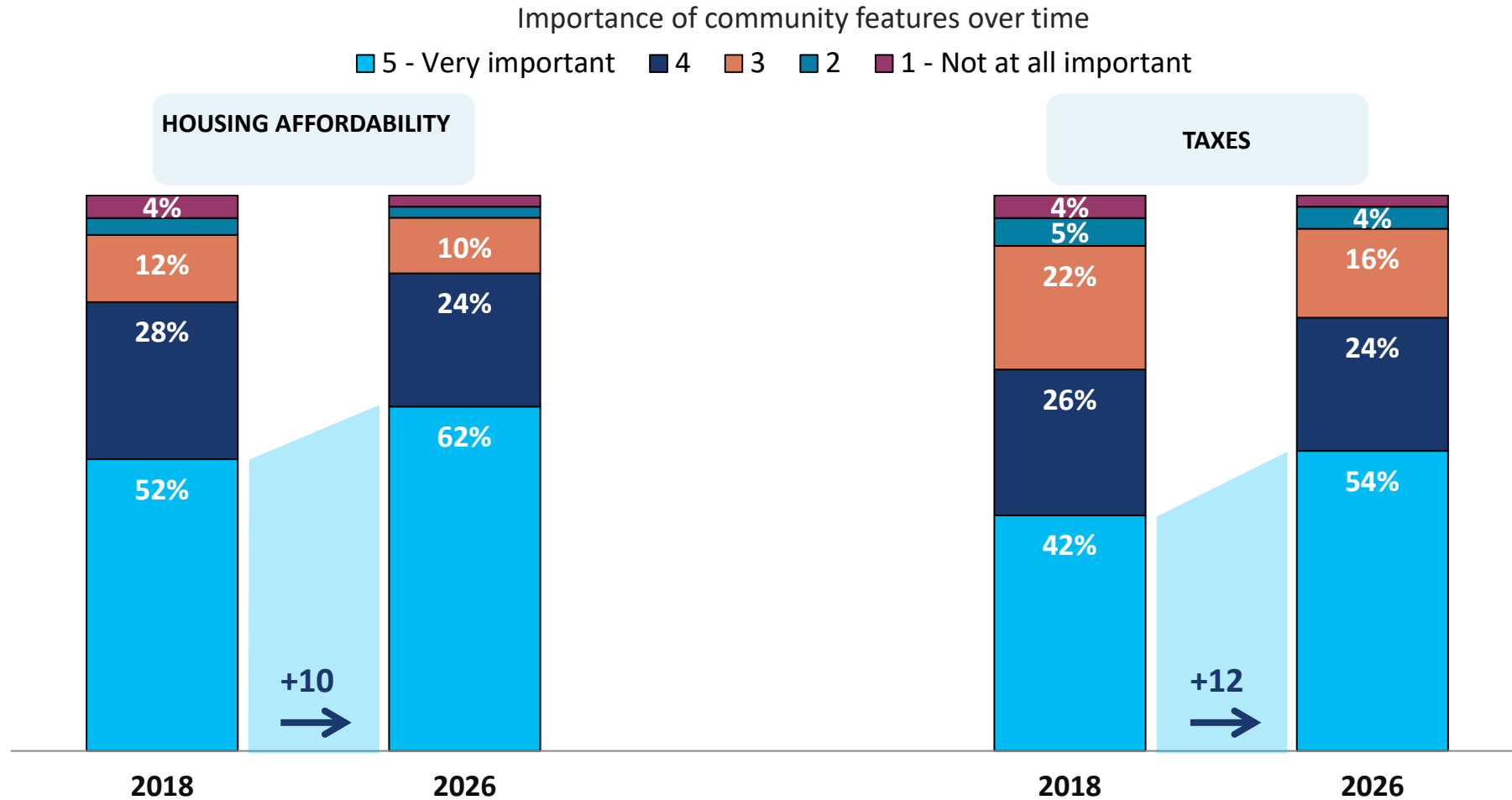
Importance (% Selected 4-5) over time	2018	Change →	2022	Change →	2026
Community safety / crime level	90%	+/-0	90%	+5	95%
Housing affordability	80%	-4	76%	+10	86%
Reliable, high-speed internet	--	--	72%	+8	80%
Level of property taxes and other local taxes	68%	+1	69%	+9	78%
Availability of hospitals and doctor's offices	78%	-4	74%	+2	76%
Parks, playgrounds, trails	64%	-1	65%	+1	66%
Cultural resources (libraries, theaters, etc.)	70%	-6	64%	+1	65%
Quality of public schools	--	--	--	--	62%
Sidewalks	59%	+/-0	59%	+1	60%
Length of commute	57%	-3	54%	+/-0	54%
Shops and restaurants in walking distance	45%	+/-0	45%	-2	43%
Availability / quality of public transportation	37%	-2	35%	-5	30%

Individual categories may not sum to sub-totals due to rounding

Q.8. Now think for a moment about where you would like to live. It may be your current home, or it may be somewhere new. I am going to read you that same list again. If you were deciding today where you wanted to live, please tell me how important each of the following would be to you on a scale of 1 to 5, with 1 being not important at all and 5 being very important.



Double-digit increases in those who rate housing affordability and taxes as 'very important' since 2018



Q.8. Now think for a moment about where you would like to live. It may be your current home, or it may be somewhere new. I am going to read you that same list again. If you were deciding today where you wanted to live, please tell me how important each of the following would be to you on a scale of 1 to 5, with 1 being not important at all and 5 being very important.

Rural residents place less importance on many community features

Importance of community features on a scale of 1 to 5 by urbanicity

Importance (% Selected 4-5)	Total	Rural	Suburban	Urban
Community safety / crime level	95%	95%	95%	93%
Housing affordability	86%	85%	85%	87%
Reliable, high-speed internet	78%	81%	81%	76%
Property taxes and other local taxes	78%	82%	80%	71%
Availability of hospitals and doctor's offices	76%	74%	77%	74%
Parks, playgrounds, trails	66%	55%	68%	71%
Cultural resources (libraries, theaters, etc.)	65%	56%	66%	71%
Quality of public schools	62%	57%	64%	62%
Sidewalks	60%	42%	62%	70%
Length of commute	54%	42%	56%	59%
Shops and restaurants in walking distance	43%	33%	41%	55%
Availability / quality of public transportation	30%	25%	28%	38%

Individual categories may not sum to sub-totals due to rounding

Q.8. Now think for a moment about where you would like to live. It may be your current home, or it may be somewhere new. I am going to read you that same list again. If you were deciding today where you wanted to live, please tell me how important each of the following would be to you on a scale of 1 to 5, with 1 being not important at all and 5 being very important.



Taxes less important to renters than homeowners, while walkability, commute time, and public transport more important

Importance of community features on a scale of 1 to 5 by home ownership

Importance (% Selected 4-5)	Total	Renter	Homeowner
Community safety / crime level	95%	92%	95%
Housing affordability	86%	91%	84%
Reliable, high-speed internet	78%	77%	81%
Property taxes and other local taxes	78%	67%	81%
Availability of hospitals and doctor's offices	76%	76%	76%
Parks, playgrounds, trails	66%	67%	67%
Cultural resources (libraries, theaters, etc.)	65%	66%	66%
Quality of public schools	62%	62%	63%
Sidewalks	60%	64%	60%
Length of commute	54%	61%	51%
Shops and restaurants in walking distance	43%	50%	41%
Availability / quality of public transportation	30%	38%	28%

Individual categories may not sum to sub-totals due to rounding

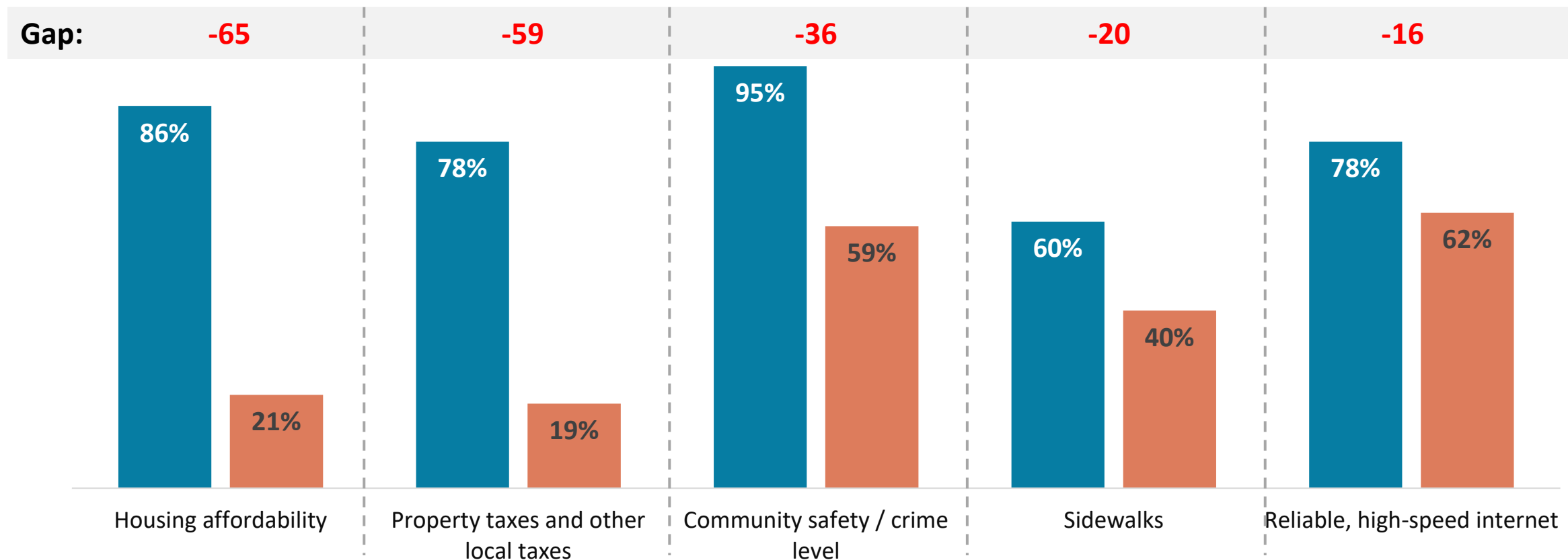
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Biggest gaps between importance and satisfaction exist in housing affordability, taxes, safety, sidewalks, and internet

Importance of community amenities vs. satisfaction on a scale of 1 to 5 (showing % selected 4-5)

■ Importance ■ Satisfaction



Individual categories may not sum to sub-totals due to rounding

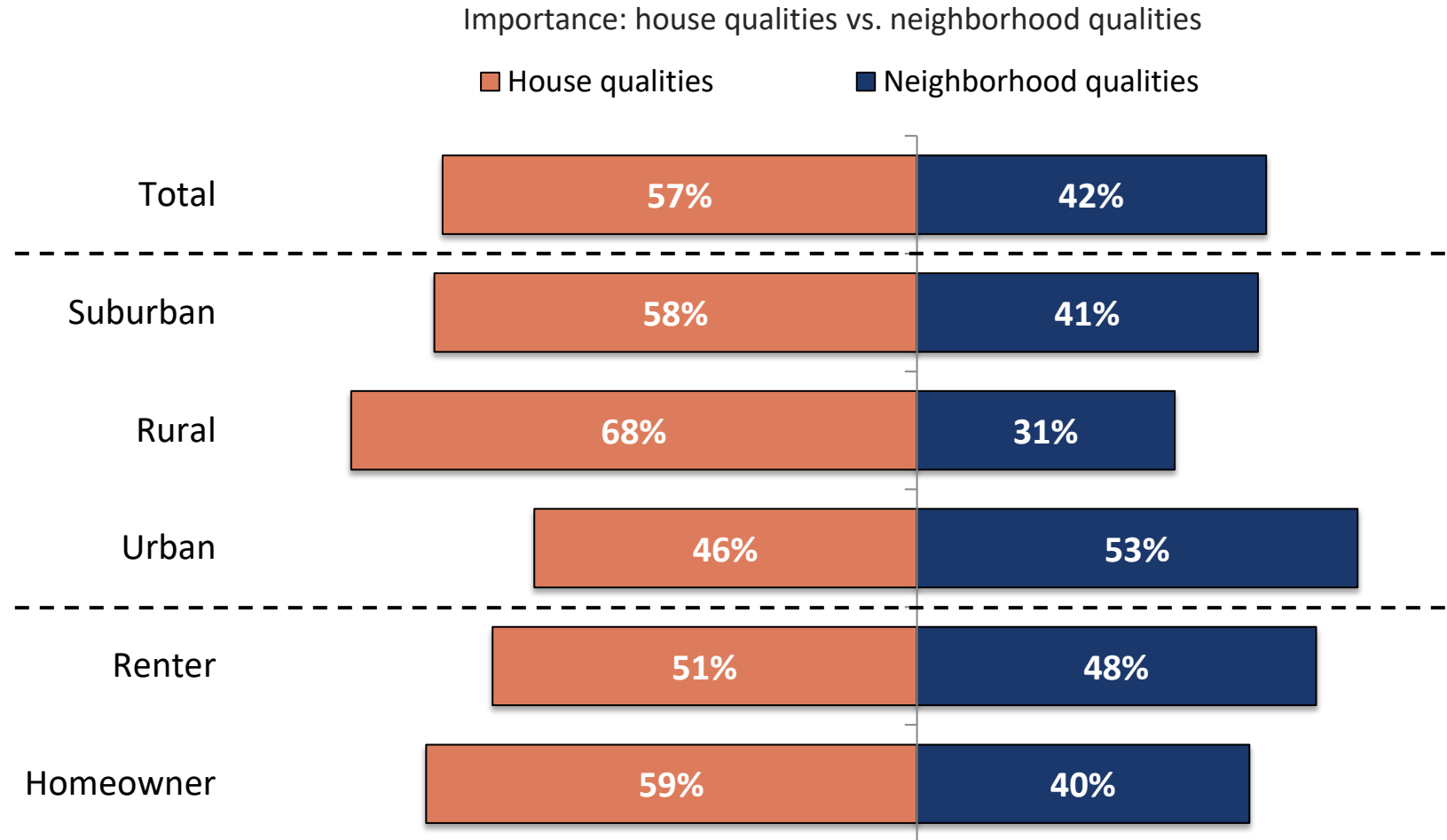
Q.7. Now I have a few questions about your neighborhood and community. I'd like to read you a list of amenities, features, and activities some people have said are important in deciding where to live. For each, please rate your satisfaction with that feature or amenity in your community on a scale of 1 to 5, with 1 being very dissatisfied, 3 being neutral, and 5 being very satisfied.



A 3D rendering of a community with many grey houses and one red house highlighted by a spotlight. The houses are arranged in a grid-like pattern on a blue surface. The red house is the only one of its color and is illuminated by a bright, circular spotlight, making it stand out from the rest of the community. The background is a solid blue color.

Community Preferences

Over half place more importance on house qualities / amenities than neighborhood qualities when deciding where to live

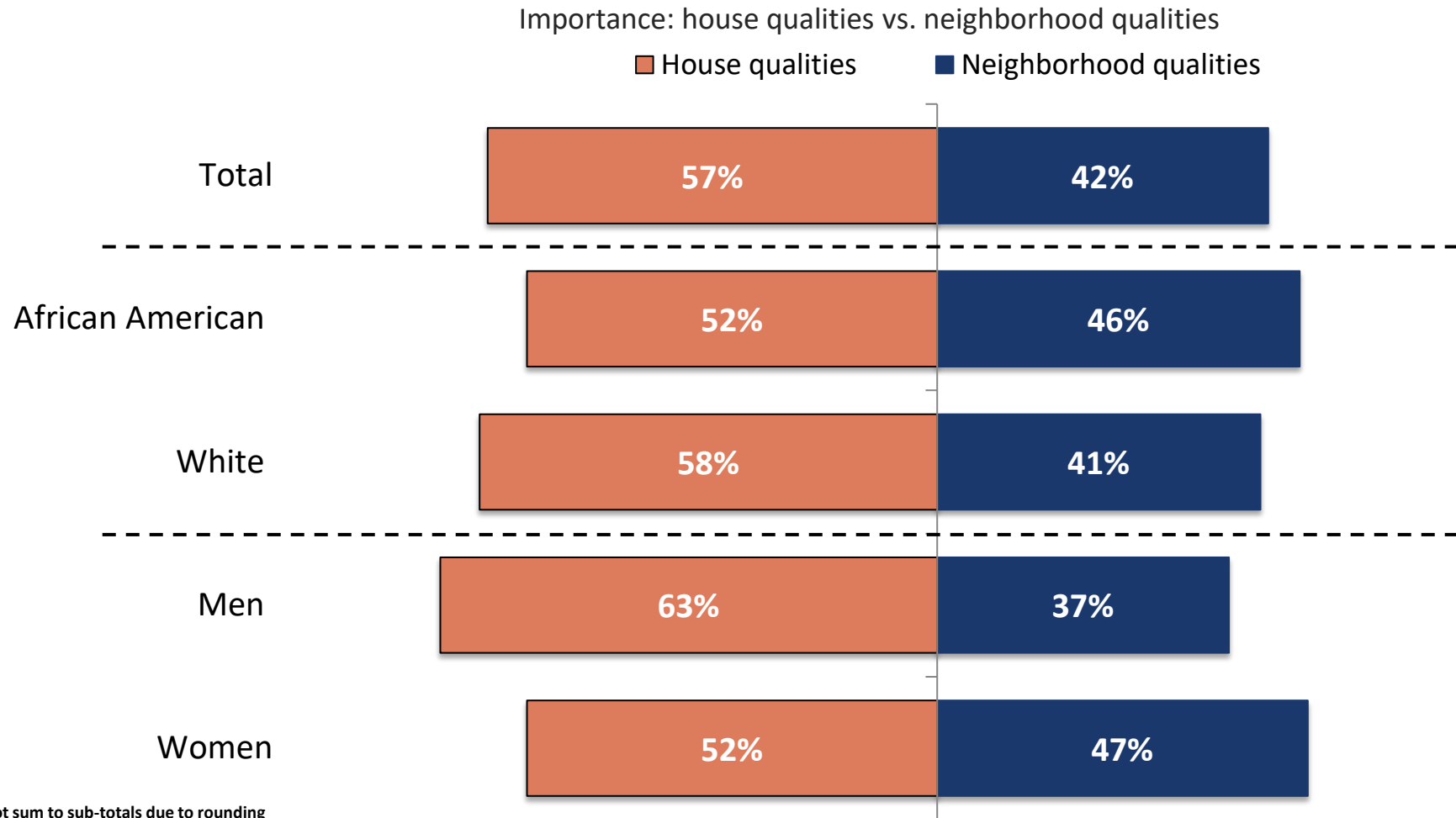


Individual categories may not sum to sub-totals due to rounding

Q.9. Which would be more important to you in deciding where to live: the qualities of the home itself, like size, layout and amenities OR the kind of neighborhood the house is in, like having shops, restaurants, parks and schools nearby?



White and male residents more likely to place higher importance on house qualities over neighborhood qualities

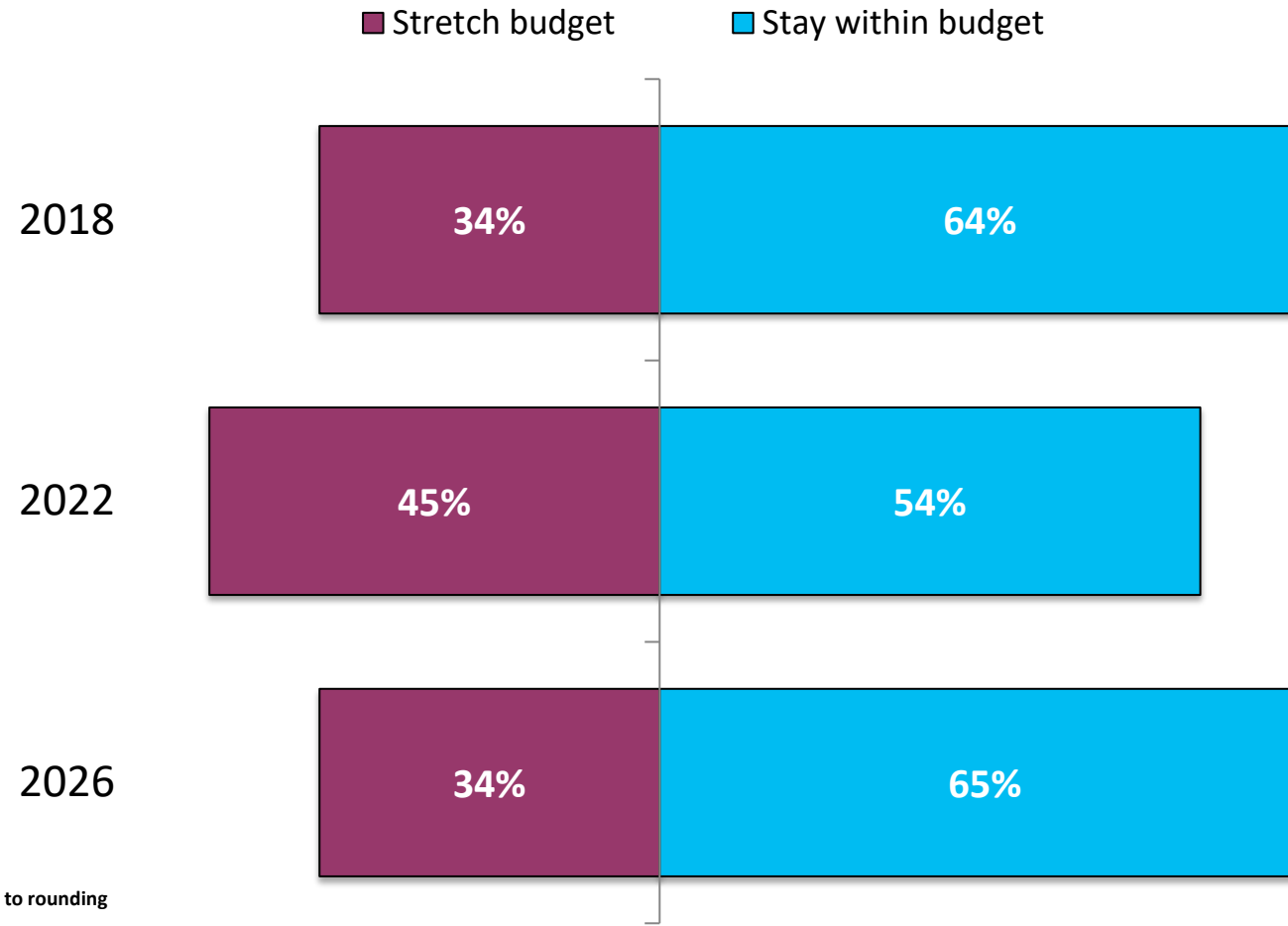


Q.9. Which would be more important to you in deciding where to live: the qualities of the home itself, like size, layout and amenities OR the kind of neighborhood the house is in, like having shops, restaurants, parks and schools nearby?



People have returned to a 2018 era of desiring fiscal conservatism in terms of housing preference

Preference over time: stretch budget for preferred neighborhood vs. stay within budget



Q.10. Which of the following comes closer to your preference when deciding on where to live?

“I would be willing to stretch my budget to spend more on housing so I could live in my preferred neighborhood.” OR “It is important for me to stay within my budget even if it means I would be unable to live in my preferred neighborhood.”

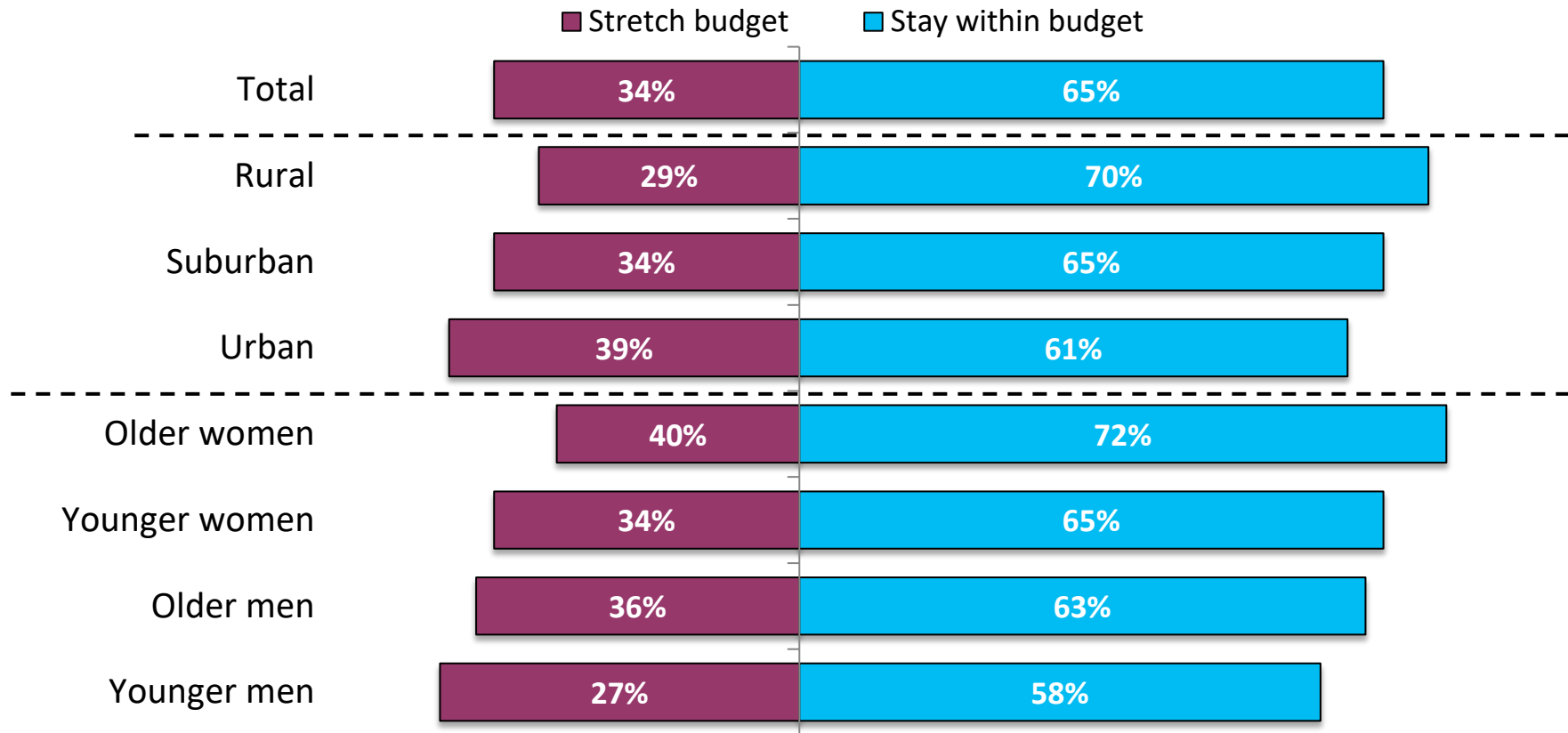
Individual categories may not sum to sub-totals due to rounding



Quality of life satisfaction especially high in Hamilton and Hancock Counties, with around half saying they are “very” satisfied

Younger men and urbanites most likely to stretch budget

Preference: stretch budget for preferred neighborhood vs. stay within budget



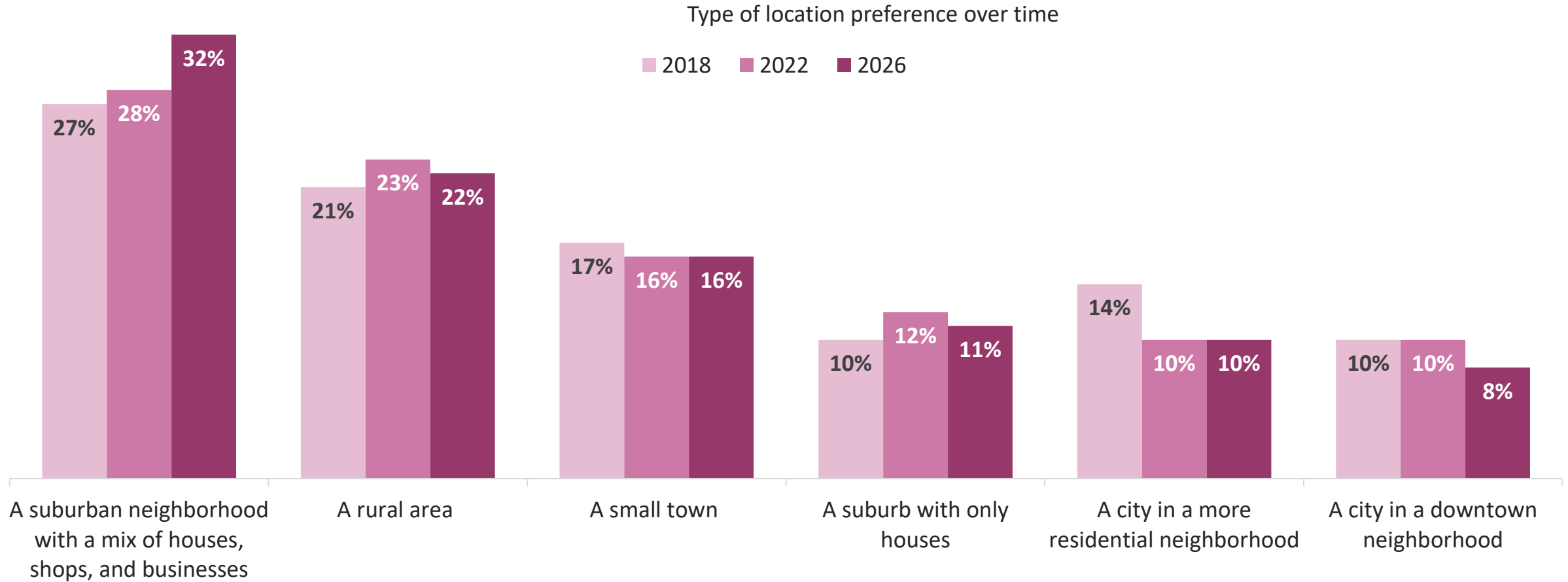
Individual categories may not sum to sub-totals due to rounding

Q.10. Which of the following comes closer to your preference when deciding on where to live?
 “I would be willing to stretch my budget to spend more on housing so I could live in my preferred neighborhood.” OR “It is important for me to stay within my budget even if it means I would be unable to live in my preferred neighborhood.”



A plurality say they would prefer to live in a suburban neighborhood with a mix of commercial businesses

This sentiment has grown since 2018



Individual categories may not sum to sub-totals due to rounding

Q.11 If you could live anywhere you wanted, in which type of the following locations would you most like to live?

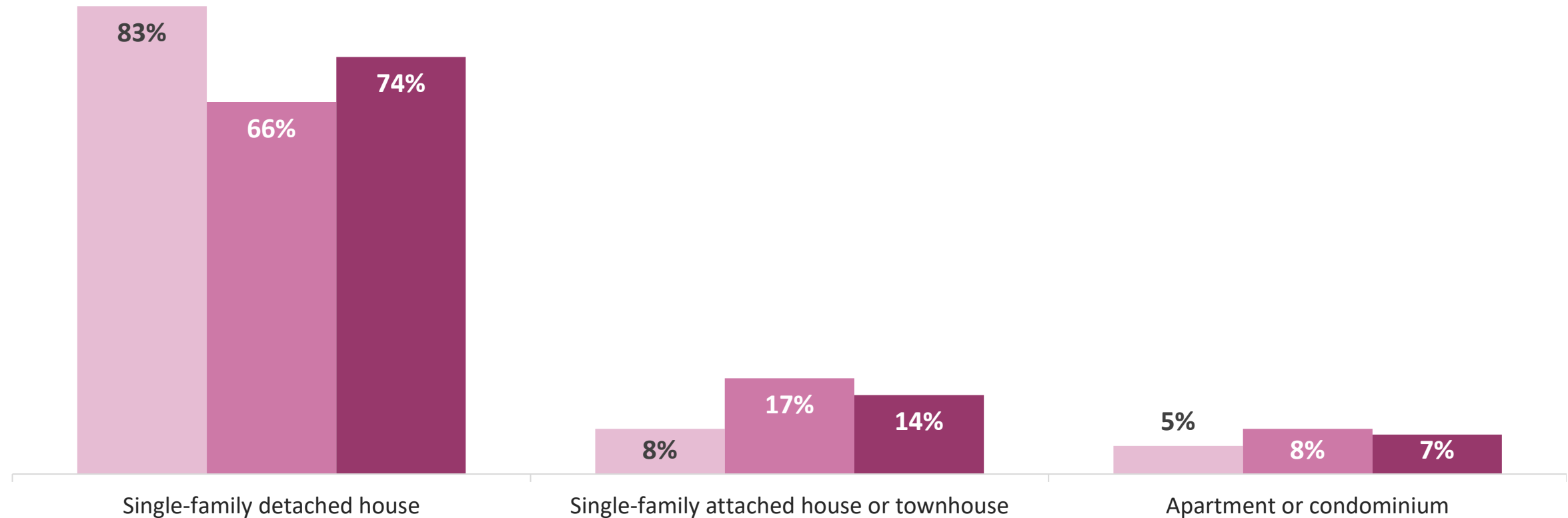


Most would prefer to live in a single-family detached home

While this sentiment has slightly softened since 2018, it remains

Type of residence preference over time

2018 2022 2026



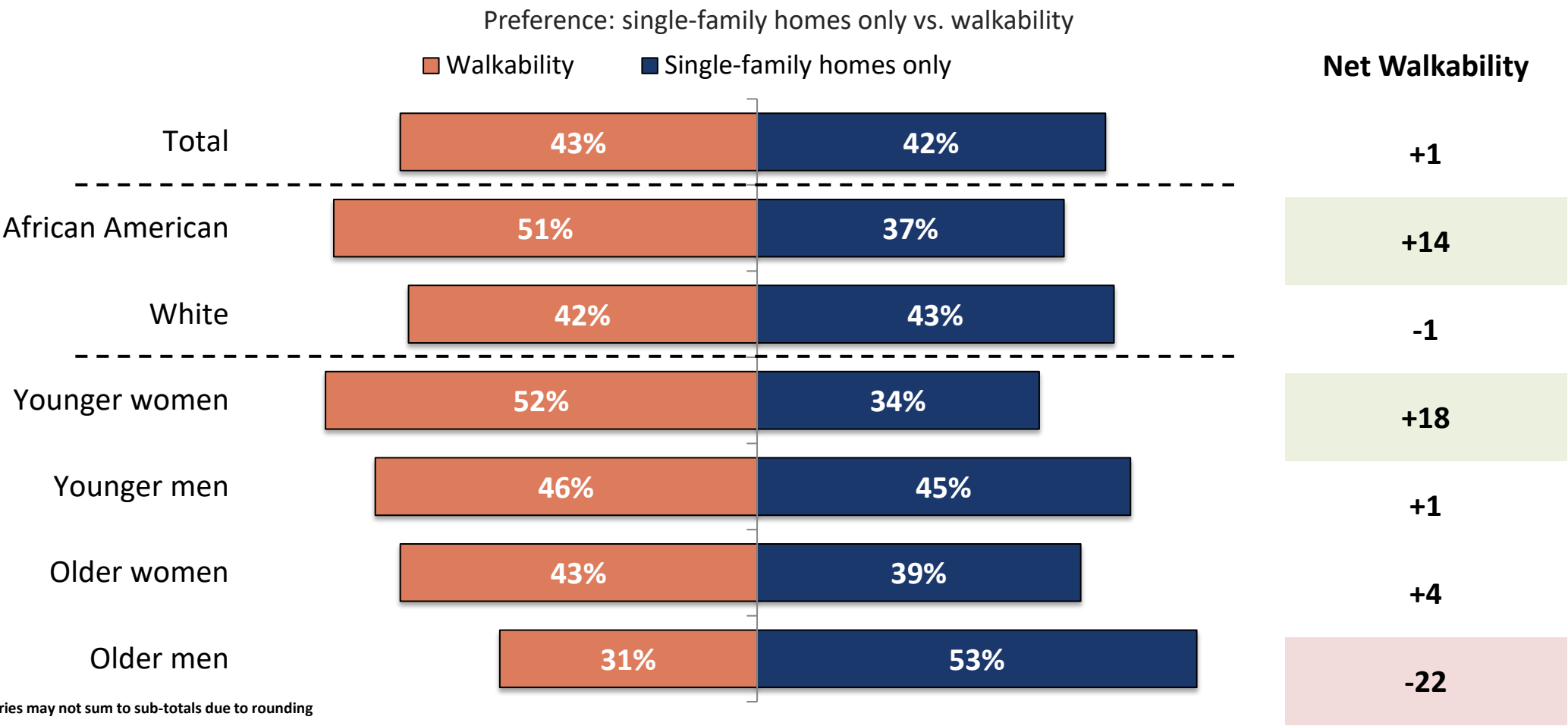
Individual categories may not sum to sub-totals due to rounding

Q.12. If you could live in any style residence you wanted, which of the following would you prefer to live in?



Overall adults are split on prioritizing walkability vs. single-family housing

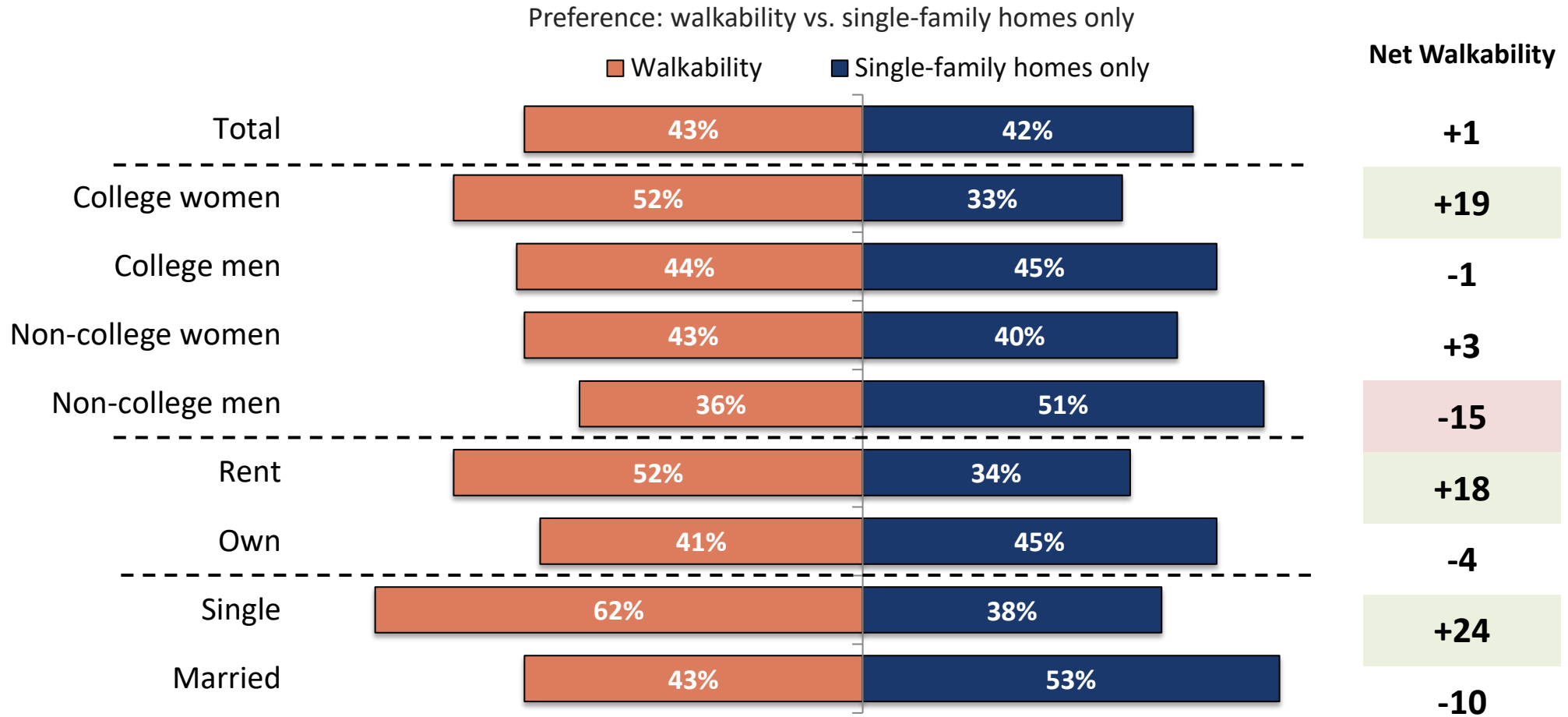
African American residents and young women are the most likely to choose walkability



Q.13. And if you had to choose, would you rather live in a neighborhood with a mix of different kinds of housing where you can walk to the stores and restaurants or a neighborhood with single-family homes only where you have to drive to stores and restaurants?



Renters, single residents, and college women more likely to prioritize walkability



Individual categories may not sum to sub-totals due to rounding

Q.13. And if you had to choose, would you rather live in a neighborhood with a mix of different kinds of housing where you can walk to the stores and restaurants or a neighborhood with single-family homes only where you have to drive to stores and restaurants?

Individual categories may not sum to sub-totals due to rounding



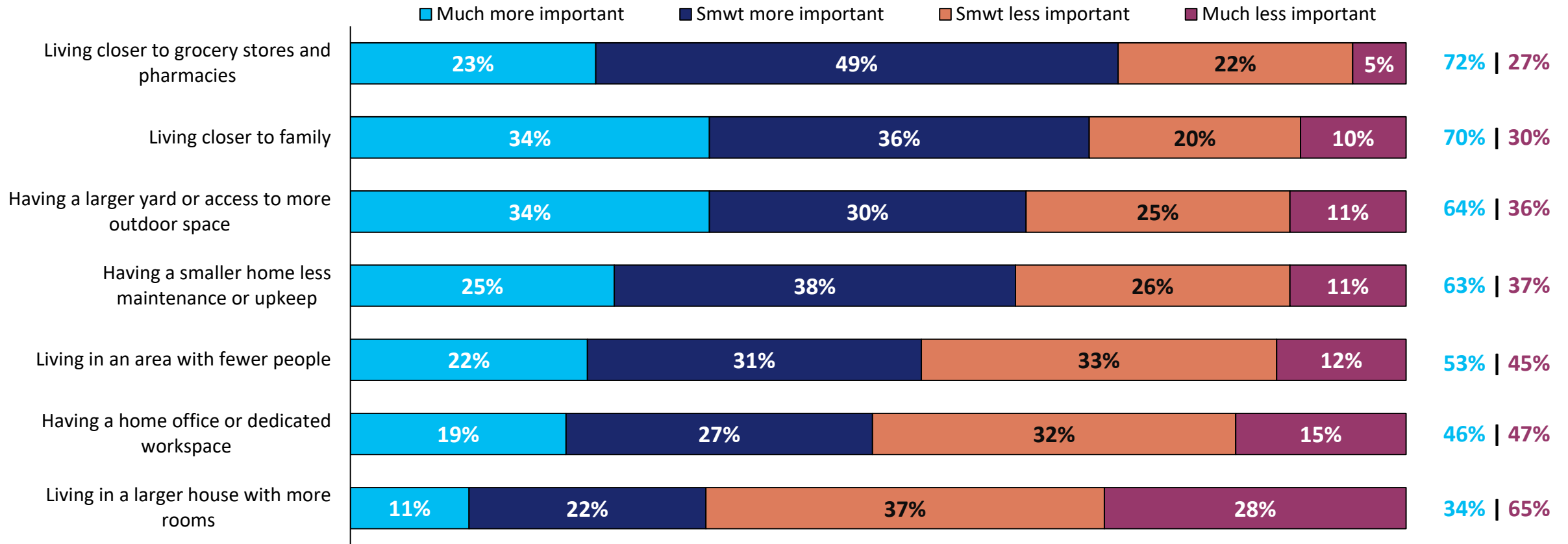


Current Preferences

Proximity to grocery stores and family have become more important to residents

Access to larger yard or outdoor space becoming more important, as well as having a smaller house

Importance of Housing Amenities Over Time



Individual categories may not sum to sub-totals due to rounding

Q.14. People's lives and lifestyle preferences change over time. Next, I am going to read you a series of statements, for each statement please tell me if this quality has become more or less important to you.



Younger people more likely to say outdoor spaces, a larger home, and a home office have increased in importance

Increase in importance of housing qualities by age/gender

% More important by Gender/Age	Total	Men under 50	Women under 50	Men 50+	Women 50+
Living closer to grocery stores and pharmacies	72%	68%	80%	63%	76%
Living closer to family	69%	65%	69%	63%	77%
Having a larger yard or access to more outdoor spaces	64%	76%	75%	54%	50%
Having a smaller home	62%	47%	56%	70%	76%
Having a home office or dedicated workspace	56%	68%	63%	45%	46%
Living in an area with fewer people	53%	55%	48%	57%	53%
Living in a larger home with more rooms	34%	47%	45%	24%	19%

Individual categories may not sum to sub-totals due to rounding

Q.14. People's lives and lifestyle preferences change over time. Next, I am going to read you a series of statements, for each statement please tell me if this quality has become more or less important to you.

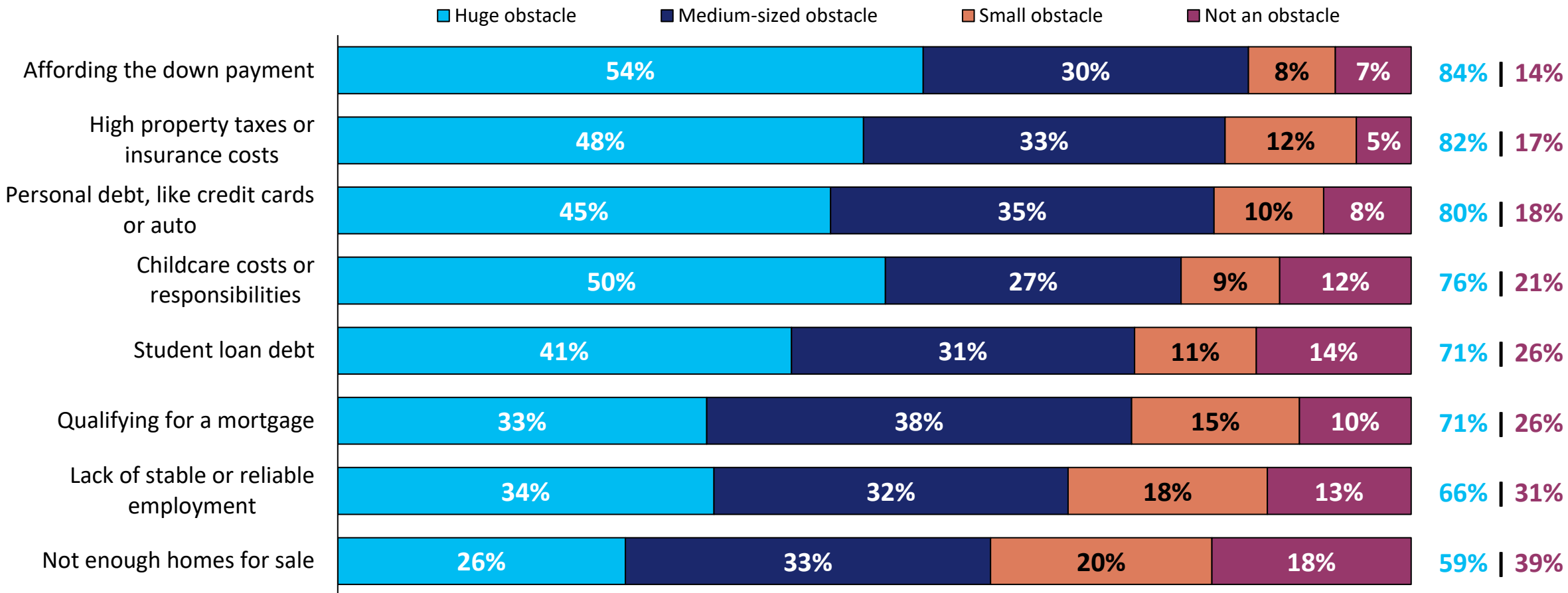
Individual categories may not sum to sub-totals due to rounding



A close-up photograph of a house key with a house-shaped keychain. The key is silver and has a simple notched design. The keychain is also silver and shaped like a house with a chimney. The background is a blurred image of a house with a white roof and a blue sky. The image is framed by a blue circular border on the left and bottom.

Obstacles to Homeownership

Down payment cost, property taxes, personal debt, and childcare costs are the top obstacles to home ownership

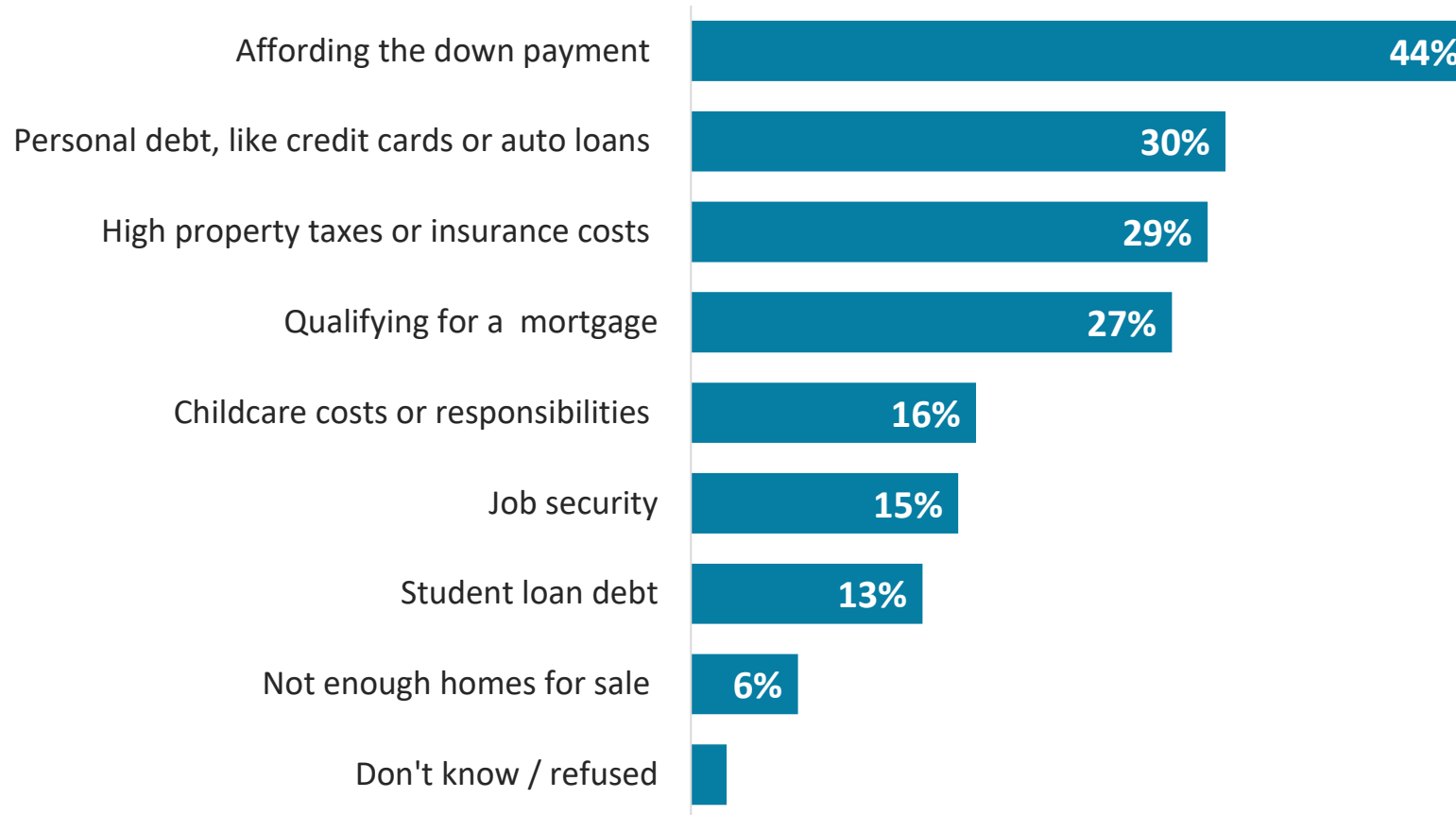


Individual categories may not sum to sub-totals due to rounding

Q.18. Next you are going to read several things some people have said are common obstacles to buying a home in central Indiana. After each one, please say whether you think it is a huge obstacle, a medium-size obstacle, a small obstacle, or not an obstacle to people who want to buy a home in central Indiana

When forced to choose the top two obstacles to home ownership, the same three top the list, and qualifying for a mortgage jumps higher on the list

Top 2 obstacles to home ownership – forced choice



Individual categories may not sum to sub-totals due to rounding

Q.19. Which TWO of those items do you see as the biggest obstacles to home ownership for people looking to buy a home in central Indiana?



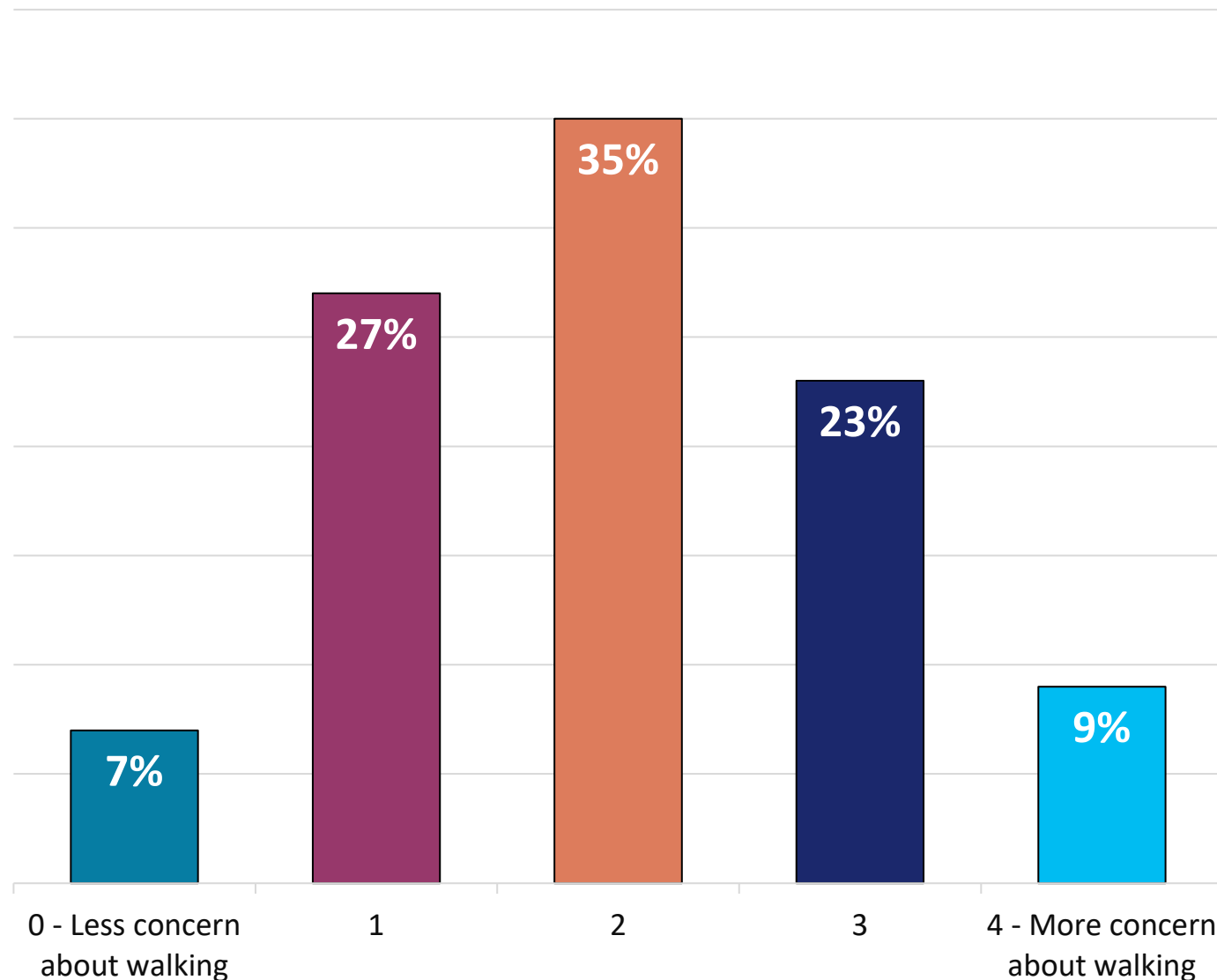
A grayscale photograph of a man and a woman walking a dog on a leash in front of a two-story house. The woman is on the left, smiling and looking towards the man. The man is on the right, looking forward. They are both dressed in casual attire. The dog is on a leash held by the woman. The house in the background has a porch with a railing and a ceiling fan. The entire image is framed within a circular shape with a blue gradient overlay.

Walkability Scores

Walkability Scores

- Respondents were modeled based on several factors to determine how much they wanted to a walkable community.
- Respondents who are higher rated are more likely to want a community that is walkable and lower scores mean less walkable communities
- Most respondents want some decree of walkability in their community.
- Respondents demonstrate mostly a normal distribution.

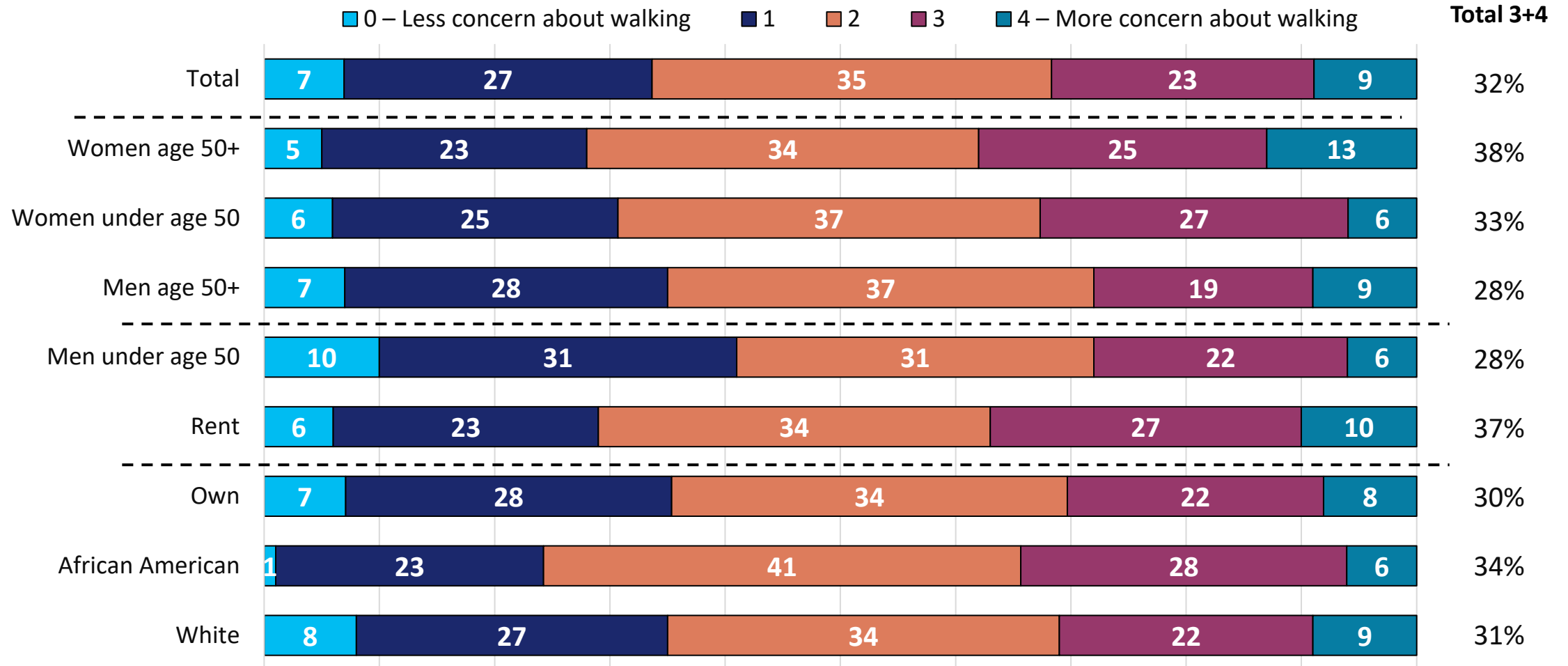
Walkability scores for Central Indiana residents



Individual categories may not sum to sub-totals due to rounding

Women, renters, and African Americans show small preference for more walkable communities

Walking score by age/gender, homeownership, and race



Individual categories may not sum to sub-totals due to rounding

Demographic profile of walking community preference

Differences in community preference tend to be more of degree and not magnitude. Still, certain communities are overrepresented in each camp.

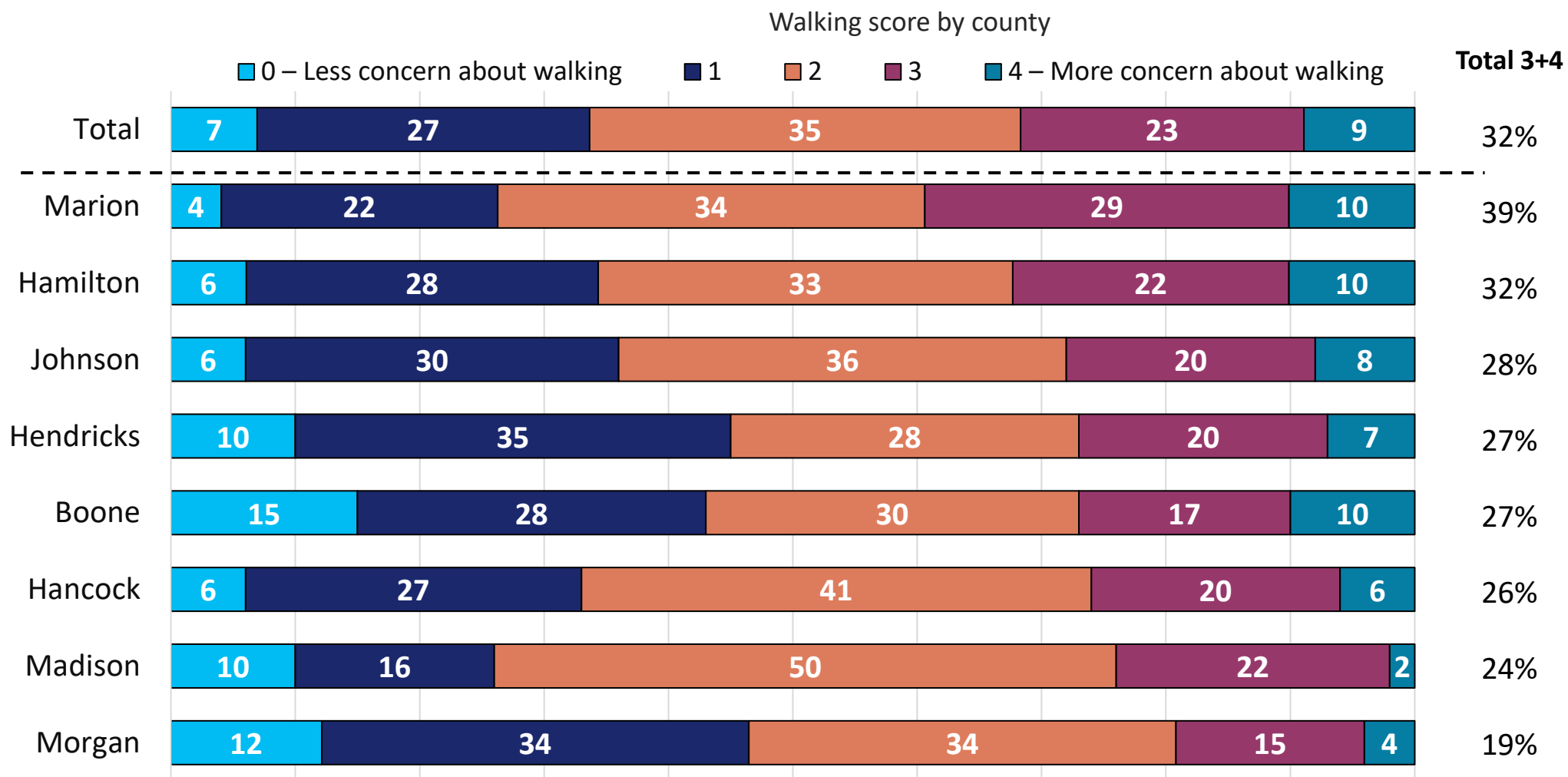
People who tend to prefer a walkable community (3 or 4 on walkability scale)

- More likely to be men
- More likely to be non-college graduates
- More likely to have kids than top walkers
- Majority have household income > \$100,000
- Most live in suburban or rural areas, with disproportionate share in rural communities

People who tend to prefer a more car-centric community (0 or 1 on walkability scale)

- More likely to be women
- More likely to be college graduates
- Less likely to have kids than car-centric community people
- The 4s are much more likely to be seniors
- Majority have household income < \$100,000
- Most live in suburban or urban areas, with a disproportionate share in urban areas

Marion County residents are most likely to want a walkable community, while Morgan and Hendricks are the least concerned



Individual categories may not sum to sub-totals due to rounding

Central Indiana Community Preference Smart Growth Survey

March 2026

American Strategies designed and administered this multimodal survey conducted by professional interviewers and via an online platform. The survey reached 1,500 adults, age 18 or older, who indicated they lived within a MIBOR county. The survey was conducted from March 23-29, 2026.

The survey was conducted from March 23-29, 2026.

Nine percent of respondents were reached on wireless phones and twenty-three percent on VOIP/landlines. Sixty-eight percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of Indiana MIBOR area, and the data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third party vendor file. The overall margin of error is +/- 2.5%. The margin of error for subgroups is larger and varies.

Percentage totals may not add up precisely due to rounding

