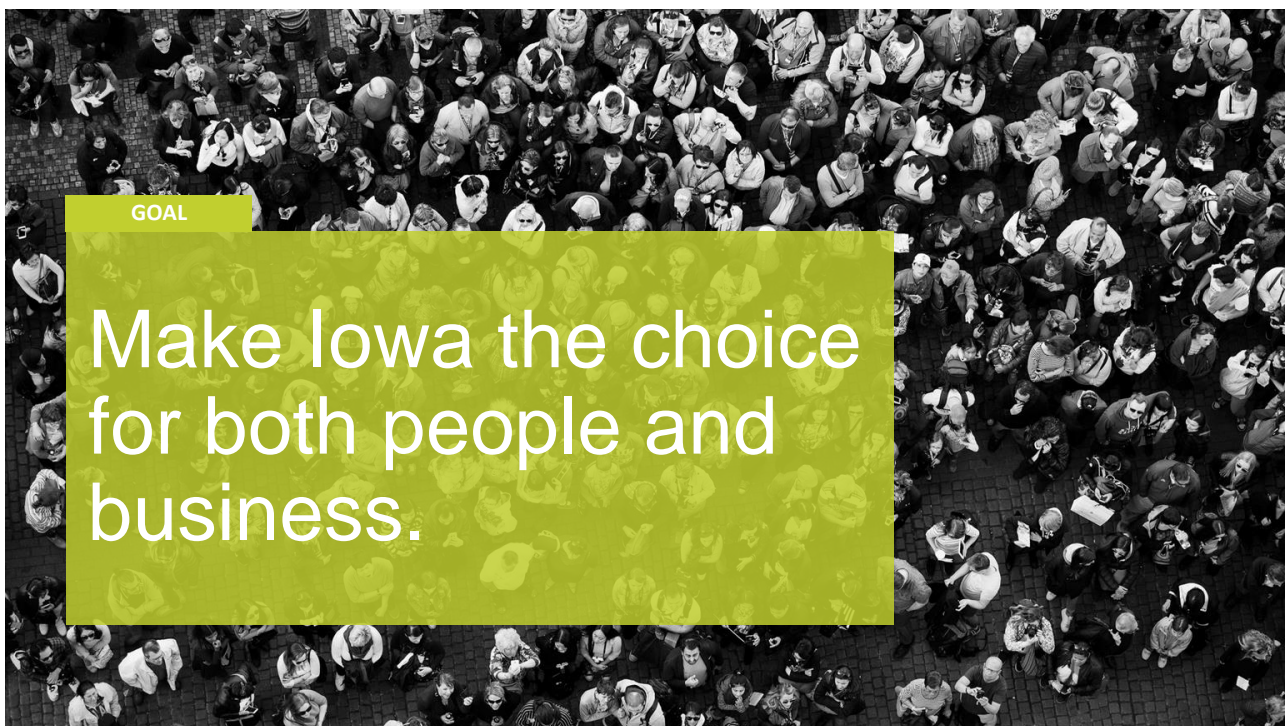




1



2

Research Audience Perceptions and Motivations Related to Iowa

Understand how Iowa is perceived today and the factors that motivate individuals to visit and move, such as:

- Attributes of the ideal place to visit and live
- Motivations to consider moving to a new state
- Concerns with moving to a new state
- Benefits and drawbacks of living in Iowa
- Impact of facts about Iowa
- Communication channels that most influence perceptions

3

3

Research Process



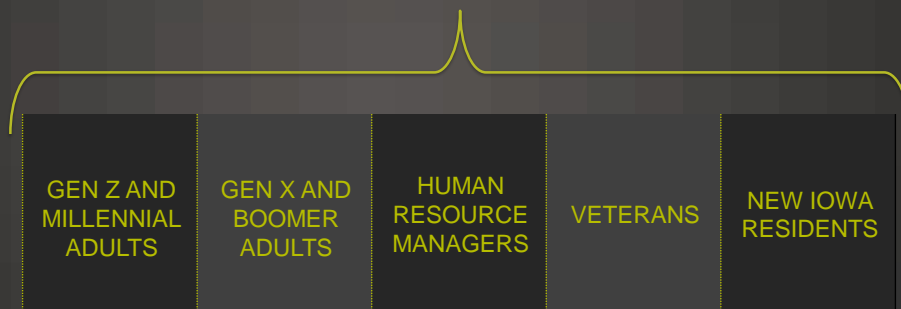
SECONDARY
RESEARCH



QUALITATIVE
RESEARCH



QUANTITATIVE
RESEARCH



4

4



5

Access to Natural Landscapes and Outdoor Activities are Important

When describing their ideal vacation destination and place to live, people say:

- Outdoor activities and scenery
- Culture and arts, including community festivals and events
- Quality restaurants
- Economic growth and job availability

"I like being close enough to appreciate what they have to offer when it comes to restaurants and shopping without actually living there. I really like that there are a lot of summer events near me, such as fireworks shows and concerts."

"I get small-town community and charm along with the conveniences of a metro area."

6

6

Travel is the First Step in Thinking About Moving to a New City

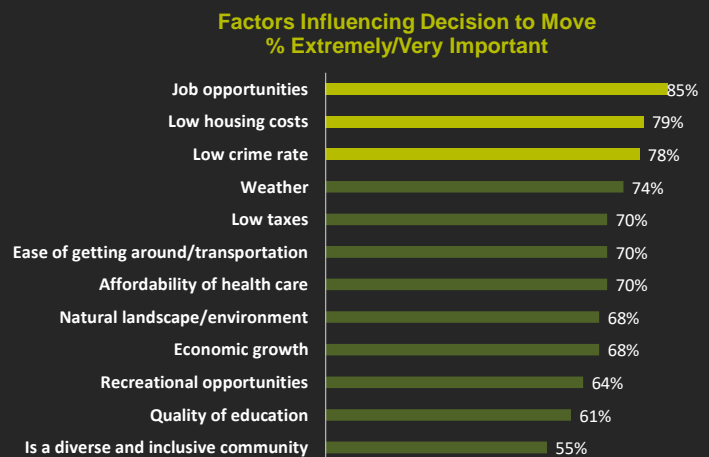


7

7

Travel Increases Interest, but Job Opportunities Motivate Moves

"My ideal place to move would offer great jobs, lots of culture, a reasonable amount of outdoor activities and be within a few hours flight from my family."



8

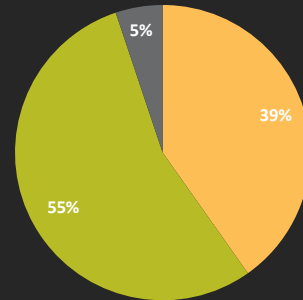
8

Perceptions of Iowa are Outdated, but Neutral

MIDWEST VALUES
ROLLING HILLS BORING
CORN COUNTRY
NOTHING TO DO
 LACK OF DIVERSITY
FLYOVER STATE SLOW PACE OF LIFE

PERCEPTIONS OF IOWA

Positive Neutral/Not Sure Negative



9

9

Iowa Isn't Associated with What People Need to Move – Particularly Jobs

TOP FIVE FACTORS INFLUENCING A DECISION TO MOVE

Job Opportunities
 Natural Landscapes
 Cost of Living/Housing Costs
 Recreational Opportunities
 Low Crime Rate

PERCEIVED BENEFIT OF LIVING IN IOWA

✗

✓

✓

✗

✓

10

10

But Perceptions Can be Changed

Impact of Facts About Iowa on Perceptions




% Rated as Making Iowa More Desirable



11

11

Perceptions of Iowa Shift Significantly after Learning More

	PRE-IOWA FACTS AND MESSAGES	↑	POST-IOWA FACTS AND MESSAGES
 Consider moving to Iowa	45%	18%	53%
 Consider visiting Iowa	35%	91%	67%
 Has a positive view of Iowa	40%	93%	77%

12

12



13

Audience Segments

Segment 1	Segment 2	Segment 3
Gen Zers & Millennials ages 22 to 29	Millennials & Gen Xers ages 30 to 39	Gen Xers & Boomers ages 40 to 55
Young adults looking to start and/or grow careers and have new experiences	Young families looking for a place to travel with and/or raise their families	Middle-aged adults with disposable income for travel and/or who may recommend Iowa to others

14

14



CREATIVE DEVELOPMENT

15



16

This is Iowa Campaign Advertising



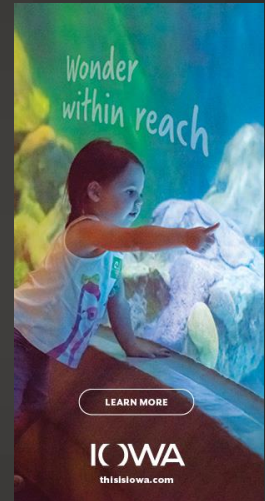
Natural Beauty



Culture & Lifestyle



Economic Viability

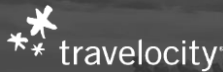


Affordability

17

17

Other Places You'll Find Our Message



18

18

NYC Real Estate Buzz Activation



- » Video was featured in top-tier media, including *USA Today* and *US News & World Report*
- » To date, the video has more than **3.3M views** and **3M+ engagements** (likes, comments, shares)
- » Governor conducted interviews with top-tier media in NYC

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Social Media



Cheley Yielding I fell in love with Iowa when we visited.

Nichole Alexandra Watching this video from tampa haha and my dad is from Iowa. Maybe I'll be taking a trip soon with the family

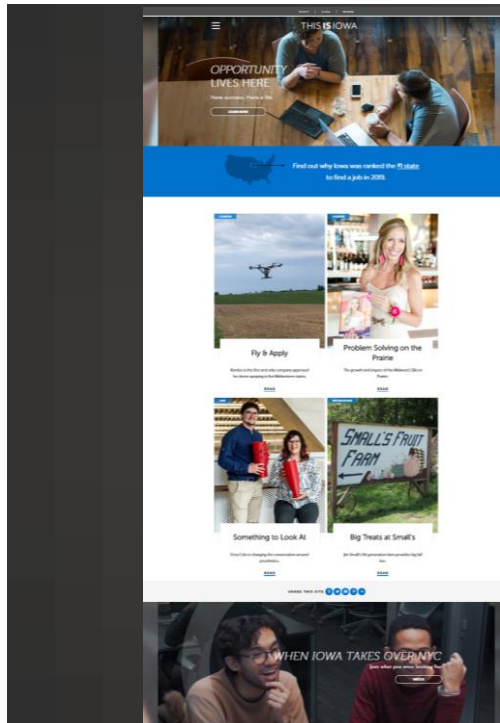
Todd Grundish I'm not from Iowa. I've only driven through once, have not intentions on moving and this video makes me want to move there now lol

Richard Escamilla I've driven through Iowa, but this has really made me consider looking to relocate



20

20

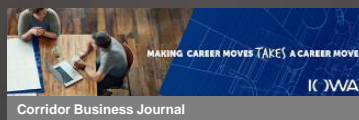


thisisiowa.com

- Launched as bridge between the campaign and IEDA existing sites
- Highlights lifestyle and feature stories, aligned with four key message pillars
- Site serves as call to action to learn more for campaign

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"This is Iowa" Results to-Date



22

