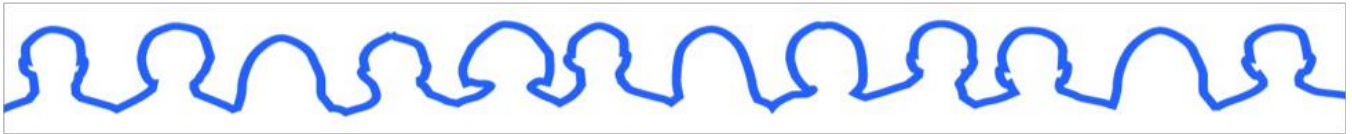


ZANDAN POLL

VOICES OF THE AUSTIN COMMUNITY



2015 POLL RESULTS

ZANDAN POLL

VOICES OF THE AUSTIN COMMUNITY

Thank you for taking the time to read this year's public opinion poll of the Austin community.

I undertook this project as a longtime citizen of Austin who has watched the community grow over the years. As I continued to hear differing opinions about the past, present, and future of Austin, I created the Zandan Poll to serve as an objective tool to measure how Austinites really feel about our evolving community.

As a follow-up from previous surveys, the 2015 Zandan Poll continues to analyze Austinites' opinions on important topics, such as economy, affordability and policy issues. In addition, this year's poll will also focus on "cultural identity," defined as the unique set of attributes, values and practices that characterize the city and set it apart from other places.

For this public opinion poll, 800+ Austin-area residents were surveyed from March 16 – 27, 2015. Respondents from the City of Austin as well as others from Travis, Williamson, Hays, Caldwell and Bastrop counties were included. The results are demographically representative.

This city has long been home for me after moving here in the 1970's, attending school, raising a family and starting a number of businesses. This survey stemmed from my Austin experience and my professional curiosity to find a way to scientifically measure how Austin citizens feel about the changes going on around them and about their connection to the city.

I have conducted survey research and social analytics for more than 30 years, and I know the benefits it can bring to all civic groups and organizations in addressing problems and opportunities.

As I share the 2015 results, my hope is that this poll continues to be a resource for the Austin community.



Peter Zandan, Ph.D.
Poll Executive Director and Financial Sponsor

The Zandan Poll: Voices of the Austin Community is an objective and scientifically-based survey developed and sponsored by Peter Zandan, to increase understanding and dialogue on key community issues.



Poll and Event Supporters Include:



For more than 50 years, KLRU has been a friend to Central Texans — with a mission to enrich the lives of viewers through quality public television programming, community service and public events. *KLRU is providing support for the 2015 Zandan Poll event and production.*



Research+Data Insights (RDI), headquartered in Austin and a division of Hill+Knowlton Strategies, is a global research, analytics and consulting firm. As advisors to organizations around the world, RDI provides data analytics and insights for global strategic and communications decisions. *RDI is providing support for the 2015 Zandan Poll research and event.*



Headquartered in Austin, Cambia Information Group is a full-service market research consultancy that specializes in helping companies and organizations understand how their key stakeholder groups perceive their brands, communications, products and services. *Cambia is providing support for the 2015 Zandan Poll survey and research.*



Hill+Knowlton Strategies-Austin provides strategic counsel in crisis communications, reputation management and corporate positioning. We work with Austin-based companies on regional, national, and global campaigns. *Hill+Knowlton Strategies is providing media relations for the 2015 Zandan Poll.*



Zandan Poll 2015: Voices of the Austin Community – Results

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q1. What do you think are the three most important problems facing Austin today? (Open-ended responses are reported as coded.)								
Traffic/ Roads/ Transportation	82%	78%	85%	85%	85%	79%	82%	83%
Affordability/ Cost of Living/ Affordable Housing/ Gentrification	50%	45%	53%	43%	51%	52%	56%	44%
Population Growth	24%	26%	23%	24%	22%	25%	23%	25%
Jobs/ Wages/ Unemployment/ Poverty/ Homelessness	17%	23%	14%	18%	13%	18%	20%	14%
Education	12%	15%	11%	10%	14%	12%	13%	11%
Water/Drought	11%	6%	13%	11%	14%	8%	11%	10%
Crime	10%	10%	10%	10%	8%	11%	8%	12%
None of these	5%	7%	4%	6%	3%	6%	4%	5%
Q2. Do you think Austin is...								
<input type="radio"/> Doing a good job of remaining unique from other major U.S. cities	38%	50%	32%	50%	35%	35%	40%	37%
<input type="radio"/> Unique but becoming more similar to other major U.S. cities	49%	44%	51%	44%	51%	50%	52%	46%
<input type="radio"/> Similar to other major U.S. cities	13%	6%	17%	6%	14%	15%	8%	18%
Q3. Do you believe Austin is at risk of losing its appeal because of the rising cost of living?								
<input type="radio"/> Yes, definitely	54%	47%	57%	41%	53%	59%	54%	53%
<input type="radio"/> Yes, somewhat	32%	38%	29%	34%	34%	30%	35%	30%
<input type="radio"/> Not really	11%	11%	11%	20%	12%	7%	9%	13%
<input type="radio"/> Definitely not	2%	2%	2%	3%	1%	2%	1%	2%
<input type="radio"/> Unsure	2%	2%	1%	2%	0%	2%	1%	2%
Q4. Has the rising cost of living in Austin limited how much of your earnings you've been able to put into personal savings?								
<input type="radio"/> Yes	66%	76%	60%	67%	60%	69%	72%	59%
<input type="radio"/> No	19%	10%	24%	16%	25%	17%	19%	20%
<input type="radio"/> Unsure	5%	5%	5%	7%	6%	4%	5%	5%
<input type="radio"/> Prefer not to answer	0%	0%	1%	0%	1%	0%	1%	0%
<input type="radio"/> Not applicable to me	9%	8%	10%	10%	9%	9%	3%	15%
Q5. Has your neighborhood experienced gentrification?								
<input type="radio"/> Yes	29%	42%	22%	32%	24%	31%	41%	17%
<input type="radio"/> No	62%	45%	71%	52%	70%	61%	49%	74%
<input type="radio"/> Unsure	9%	13%	7%	16%	6%	8%	10%	9%
Q6. In your opinion, has gentrification helped or hurt your neighborhood?								
<input type="radio"/> Helped	32%	36%	28%	22%	46%	30%	33%	31%
<input type="radio"/> Hurt	44%	37%	50%	44%	35%	48%	47%	37%
<input type="radio"/> Unsure	24%	27%	22%	34%	20%	22%	21%	32%

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q7. Should the City of Austin relax its development rules to allow for more types of housing to be built in the city such as town homes, garage apartments and other small apartment buildings?								
<input type="radio"/> Yes	57%	65%	53%	63%	59%	54%	59%	56%
<input type="radio"/> No	23%	16%	27%	17%	23%	27%	23%	23%
<input type="radio"/> Unsure	19%	19%	19%	20%	18%	20%	18%	21%
Q8. Would you support a 20% homestead exemption?								
<input type="radio"/> Yes	79%	75%	81%	69%	82%	82%	80%	79%
<input type="radio"/> No	7%	6%	7%	6%	7%	8%	7%	7%
<input type="radio"/> Unsure	14%	19%	11%	25%	12%	10%	14%	14%
Q9. Would you support a homestead exemption if it meant raising property taxes for industrial and commercial properties?								
<input type="radio"/> Yes	69%	58%	74%	57%	69%	74%	69%	69%
<input type="radio"/> No	13%	14%	12%	15%	13%	12%	13%	12%
<input type="radio"/> Unsure	18%	27%	14%	28%	19%	14%	18%	19%
Q10. How important do you think the following industries are to Austin's economy? (Reporting Extremely/Very Important)								
Technology	90%	90%	90%	88%	94%	88%	90%	90%
Education	86%	84%	86%	88%	82%	87%	85%	86%
Service industry (hotels, retail, restaurants, bars)	82%	85%	81%	87%	83%	80%	82%	83%
Healthcare	79%	79%	80%	79%	76%	82%	77%	82%
Entertainment/Festivals	78%	82%	77%	83%	81%	75%	78%	79%
Entrepreneurial/Business Owner	77%	76%	78%	84%	80%	73%	78%	77%
Transportation	76%	80%	74%	81%	71%	77%	72%	79%
Federal, state or local government	74%	72%	75%	73%	75%	74%	75%	73%
Real estate	74%	77%	72%	78%	68%	76%	74%	74%
Communications	71%	72%	70%	74%	65%	73%	66%	75%
Creative (design, fashion, art, music, writing)	71%	81%	65%	77%	72%	67%	74%	67%
Energy or Utilities	68%	75%	64%	71%	59%	71%	66%	69%
Law/Legal Services	54%	61%	51%	60%	46%	57%	53%	55%
Accounting and Finance	53%	61%	49%	57%	50%	53%	49%	56%
Manufacturing	51%	53%	50%	48%	48%	55%	45%	57%
Oil and Gas	48%	59%	42%	53%	43%	49%	45%	51%
Farming or Agriculture	38%	46%	35%	48%	34%	37%	35%	42%
Q11. How difficult do you think it is to get a good job in Austin?								
<input type="radio"/> Very difficult	18%	16%	19%	17%	14%	21%	20%	16%
<input type="radio"/> Somewhat difficult	49%	53%	46%	47%	47%	51%	49%	49%
<input type="radio"/> Not very difficult	24%	24%	24%	26%	28%	21%	24%	24%
<input type="radio"/> Not difficult at all	5%	4%	5%	7%	7%	3%	4%	6%
<input type="radio"/> Don't know	4%	3%	5%	3%	5%	5%	3%	6%

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q12. How important do you think start-up companies are to Austin's economy?								
<input type="radio"/> Extremely important	28%	34%	24%	33%	31%	24%	26%	29%
<input type="radio"/> Very important	39%	32%	42%	37%	39%	40%	40%	38%
<input type="radio"/> Somewhat important	28%	27%	28%	24%	24%	32%	31%	25%
<input type="radio"/> Not very important	2%	1%	2%	0%	3%	2%	2%	2%
<input type="radio"/> Not important at all	0%	1%	0%	1%	0%	0%	0%	1%
<input type="radio"/> Don't know	3%	5%	2%	5%	3%	2%	2%	5%
Q13. Do you think Austin should create city-specific incentive programs such as grants, tax reductions, loans and fee waivers to attract companies that bring or grow middle class jobs and/or train current residents for middle class jobs?								
<input type="radio"/> Yes	71%	79%	67%	80%	71%	67%	71%	70%
<input type="radio"/> No	15%	8%	19%	9%	16%	18%	14%	16%
<input type="radio"/> Unsure	14%	13%	14%	11%	13%	15%	14%	13%
Q14. Do you support economic incentives for companies that provide manufacturing jobs that pay \$60,000 or more annually to existing residents?								
<input type="radio"/> Yes, definitely	35%	36%	35%	41%	36%	32%	31%	39%
<input type="radio"/> Yes, somewhat	36%	37%	35%	35%	35%	37%	38%	34%
<input type="radio"/> Not really	14%	9%	17%	10%	16%	15%	15%	13%
<input type="radio"/> Definitely not	4%	1%	5%	2%	4%	4%	4%	3%
<input type="radio"/> Unsure	11%	17%	8%	12%	10%	12%	12%	10%
Q15. Do you think Austin should provide additional support, like affordable housing and tax incentives, for people in creative industries, such as musicians, entertainers and artists?								
<input type="radio"/> Yes, definitely	26%	31%	23%	27%	26%	25%	28%	24%
<input type="radio"/> Yes, somewhat	28%	31%	26%	28%	24%	30%	29%	27%
<input type="radio"/> Not really	29%	25%	31%	29%	29%	29%	28%	29%
<input type="radio"/> Definitely not	11%	6%	14%	9%	13%	11%	10%	12%
<input type="radio"/> Unsure	6%	7%	6%	7%	8%	5%	5%	8%
Q16. The city of Austin gives companies looking to build in Austin economic incentives if they agree to pay an hourly wage of at least \$11 per hour. Do you believe this is the right hourly wage?								
<input type="radio"/> Yes, definitely	42%	56%	35%	50%	39%	41%	44%	41%
<input type="radio"/> No, the wage should be more	37%	27%	42%	34%	37%	38%	40%	34%
<input type="radio"/> No, the wage should be less	7%	6%	7%	4%	8%	7%	4%	9%
<input type="radio"/> Unsure	14%	11%	16%	12%	16%	14%	12%	17%

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q17. How optimistic or pessimistic are you about the newly elected representatives in the mayor’s office?								
<input type="radio"/> Very optimistic	6%	7%	5%	6%	6%	5%	6%	5%
<input type="radio"/> Somewhat optimistic	32%	25%	36%	25%	34%	35%	32%	33%
<input type="radio"/> Somewhat pessimistic	19%	16%	20%	14%	19%	20%	22%	16%
<input type="radio"/> Very pessimistic	7%	7%	6%	5%	8%	6%	7%	6%
<input type="radio"/> Unfamiliar	23%	32%	18%	34%	20%	19%	21%	25%
<input type="radio"/> Undecided	14%	14%	14%	16%	12%	15%	13%	15%
Q18. How optimistic or pessimistic are you about the newly elected representatives in City Council?								
<input type="radio"/> Very optimistic	4%	4%	3%	3%	3%	4%	3%	4%
<input type="radio"/> Somewhat optimistic	31%	25%	34%	24%	34%	32%	33%	29%
<input type="radio"/> Somewhat pessimistic	19%	17%	21%	15%	20%	21%	20%	18%
<input type="radio"/> Very pessimistic	7%	5%	8%	4%	10%	7%	8%	6%
<input type="radio"/> Unfamiliar	26%	37%	20%	41%	22%	22%	23%	29%
<input type="radio"/> Undecided	13%	12%	14%	13%	12%	13%	12%	14%
Q19. The city of Austin is now divided into 10 single member districts, each with its own council member, and one mayor who is voted on at-large. How optimistic or pessimistic are you about the new 10-1 City Council structure?								
<input type="radio"/> Very optimistic	9%	10%	9%	8%	9%	10%	9%	9%
<input type="radio"/> Somewhat optimistic	34%	24%	40%	28%	40%	33%	37%	31%
<input type="radio"/> Somewhat pessimistic	15%	16%	15%	15%	11%	18%	16%	15%
<input type="radio"/> Very pessimistic	6%	5%	6%	3%	7%	6%	6%	5%
<input type="radio"/> Unfamiliar	22%	31%	17%	37%	20%	16%	19%	24%
<input type="radio"/> Undecided	14%	14%	14%	10%	12%	17%	13%	15%
Q20. How supportive are you of the coming Innovation Zone in the northeast corner of downtown? This zone will include Austin’s new medical school and teaching hospital among other additions.								
<input type="radio"/> Very supportive	23%	28%	20%	23%	25%	21%	23%	24%
<input type="radio"/> Somewhat supportive	28%	24%	30%	25%	29%	28%	29%	27%
<input type="radio"/> Neutral	23%	19%	26%	20%	20%	26%	24%	23%
<input type="radio"/> Somewhat unsupportive	4%	4%	4%	1%	5%	5%	6%	2%
<input type="radio"/> Very unsupportive	3%	1%	4%	2%	4%	2%	3%	2%
<input type="radio"/> Unfamiliar	15%	21%	12%	24%	12%	13%	13%	17%
<input type="radio"/> Undecided	4%	4%	4%	4%	4%	4%	2%	5%
Q21. How familiar are you with the “10 Goals in 10 Years” effort (also known as “10-10”)? This effort officially kicked off several years ago, and is related to enhancing Austin’s economic, healthcare, and technology infrastructure over the coming decade.								
<input type="radio"/> Very familiar	5%	7%	4%	3%	6%	5%	6%	4%
<input type="radio"/> Somewhat familiar	23%	26%	21%	23%	24%	21%	23%	22%
<input type="radio"/> Unfamiliar	72%	67%	75%	74%	70%	74%	71%	74%

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q22. Assuming an increase in taxes for projects that involve lots of new construction, how supportive are you of the following transportation initiatives/infrastructure projects? (Reporting Very/Somewhat Supportive)								
More dedicated express lanes on Austin’s major highways	70%	71%	70%	71%	69%	71%	66%	74%
Expanding service on the most frequently used bus routes	69%	69%	69%	77%	69%	66%	75%	64%
Above ground rail system	63%	65%	62%	71%	65%	59%	66%	61%
Underground subway system	52%	61%	47%	62%	52%	47%	56%	48%
Dedicated bicycle lanes throughout major Austin roadways	49%	54%	46%	57%	51%	44%	54%	44%
Moving I-35 underground	47%	53%	44%	47%	49%	45%	50%	44%
Converting lanes in the downtown area to be for buses only	41%	47%	39%	37%	45%	42%	43%	40%
Q23. Do you think the Austin Police Department (APD) treats people of all races and ethnicities fairly and equally?								
<input type="radio"/> Yes, definitely	22%	22%	21%	27%	20%	20%	18%	25%
<input type="radio"/> Yes, somewhat	32%	31%	32%	22%	31%	37%	31%	33%
<input type="radio"/> Not really	20%	20%	21%	18%	24%	20%	23%	18%
<input type="radio"/> Definitely not	12%	10%	13%	8%	13%	13%	16%	9%
<input type="radio"/> Unsure	14%	18%	12%	26%	12%	10%	13%	16%
Q24. Do you think APD officers should be equipped with body cameras?								
<input type="radio"/> Yes	82%	76%	85%	79%	82%	84%	79%	85%
<input type="radio"/> No	7%	8%	6%	12%	5%	5%	9%	5%
<input type="radio"/> Unsure	11%	16%	9%	9%	13%	11%	12%	10%
Q25. Which of the following do you support? (Select all that apply).								
<input type="checkbox"/> State policies to legalize same-sex marriage	55%	62%	51%	62%	53%	53%	65%	45%
<input type="checkbox"/> State policies to legalize marijuana	52%	57%	50%	51%	47%	56%	60%	44%
<input type="checkbox"/> State policies to lessen the impact of climate change	49%	57%	45%	58%	47%	47%	58%	41%
<input type="checkbox"/> Allowing religious artifacts (e.g., Ten Commandments display) in public spaces	45%	36%	50%	39%	45%	48%	37%	52%
<input type="checkbox"/> Allowing religious activities (e.g., prayer) in government supported institutions (e.g., schools)	44%	37%	48%	44%	43%	46%	35%	54%
<input type="checkbox"/> Policies to change or end the Affordable Care Act (ObamaCare)	41%	43%	40%	37%	38%	45%	33%	49%
<input type="checkbox"/> None of the above	5%	5%	5%	4%	6%	5%	4%	7%

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q26. In which of the following school districts do your children currently attend school? (Select all that apply)								
<input type="checkbox"/> Austin (AISD)	32%	32%	33%	16%	29%	39%	65%	7%
<input type="checkbox"/> Round Rock	12%	11%	13%	8%	11%	14%	5%	18%
<input type="checkbox"/> Leander	7%	6%	8%	16%	11%	2%	1%	12%
<input type="checkbox"/> Pflugerville	5%	4%	5%	0%	5%	7%	3%	7%
<input type="checkbox"/> Luling	3%	2%	4%	10%	3%	2%	0%	6%
<input type="checkbox"/> Manor	3%	2%	4%	0%	8%	1%	2%	5%
<input type="checkbox"/> Del Valle	3%	0%	5%	0%	0%	6%	5%	1%
<input type="checkbox"/> Hays	3%	5%	1%	0%	0%	5%	0%	5%
<input type="checkbox"/> Georgetown	3%	2%	3%	0%	2%	4%	0%	5%
<input type="checkbox"/> San Marcos	2%	2%	2%	4%	2%	1%	0%	3%
<input type="checkbox"/> Lockhart	2%	0%	3%	7%	3%	0%	0%	3%
<input type="checkbox"/> Bastrop	2%	0%	3%	0%	0%	3%	0%	3%
<input type="checkbox"/> Taylor	2%	2%	1%	0%	1%	2%	0%	3%
<input type="checkbox"/> Lake Travis	1%	1%	2%	2%	0%	2%	1%	1%
<input type="checkbox"/> Eanes	1%	0%	2%	0%	3%	0%	2%	0%
<input type="checkbox"/> Lago Vista	1%	0%	1%	0%	0%	1%	0%	1%
<input type="checkbox"/> Dripping Springs	0%	0%	0%	0%	1%	0%	0%	0%
<input type="checkbox"/> Johnson	0%	1%	0%	0%	0%	0%	1%	0%
<input type="checkbox"/> Other	3%	4%	2%	4%	4%	2%	4%	2%
<input type="checkbox"/> None of the above	16%	28%	8%	33%	18%	9%	13%	18%
Q27. Given the amount you pay in taxes, do you believe your children are getting a public education commensurate with your personal financial investment?								
<input type="radio"/> Yes, definitely	21%	18%	24%	25%	17%	23%	16%	26%
<input type="radio"/> Yes, somewhat	33%	33%	34%	22%	33%	37%	30%	36%
<input type="radio"/> Not really	21%	11%	27%	20%	19%	22%	21%	20%
<input type="radio"/> Definitely not	14%	20%	10%	9%	11%	17%	21%	8%
<input type="radio"/> Unsure	11%	18%	5%	24%	18%	2%	12%	10%
Q28. Why do you believe your child/children are not getting a public education commensurate with your financial investment? (Select all that apply)								
<input type="checkbox"/> Educational opportunities aren't adequate	68%	76%	64%	85%	69%	64%	72%	63%
<input type="checkbox"/> The facilities are run down/need improvement	38%	42%	36%	49%	30%	40%	52%	23%
<input type="checkbox"/> Costs too much	25%	16%	30%	0%	46%	21%	22%	29%
<input type="checkbox"/> The schools my child/children attend aren't safe	22%	23%	21%	0%	3%	36%	32%	10%
<input type="checkbox"/> Other	11%	2%	16%	7%	9%	13%	8%	15%

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q29. If financially feasible, would you send your child/children to private school (a school established by a private group rather than by a government entity, usually charging tuition and often guided by a particular philosophy or viewpoint) instead of public school?								
<input type="radio"/> Yes, my child/children currently attend private school	11%	12%	10%	4%	4%	17%	7%	13%
<input type="radio"/> Yes, I would send them to private school	49%	64%	39%	61%	40%	52%	55%	45%
<input type="radio"/> No	26%	14%	35%	14%	36%	24%	27%	26%
<input type="radio"/> Unsure	14%	10%	16%	21%	20%	7%	10%	16%
Q30. A charter school is a school that receives public funding but operates independently of the established public school system in its area. Would you send your child/children to a charter school?								
<input type="radio"/> Yes, my child/children currently attend a charter school	7%	8%	5%	6%	4%	8%	8%	6%
<input type="radio"/> Yes, I would consider/am considering sending them to a charter school	53%	51%	54%	55%	43%	59%	56%	51%
<input type="radio"/> No	28%	24%	30%	15%	39%	25%	27%	28%
<input type="radio"/> Unsure	13%	16%	10%	24%	14%	8%	9%	16%
Q31. Did the schools in your neighborhood influence where you and your family chose to buy or rent a place to live?								
<input type="radio"/> Yes, definitely	40%	39%	41%	33%	45%	40%	39%	41%
<input type="radio"/> Yes, somewhat	20%	17%	22%	36%	19%	15%	15%	24%
<input type="radio"/> Not really	27%	32%	24%	12%	27%	31%	27%	27%
<input type="radio"/> Definitely not	9%	6%	11%	14%	5%	9%	15%	4%
<input type="radio"/> Unsure	4%	6%	3%	4%	3%	4%	4%	4%
Q32. Do you support state vouchers that would allow public school students to channel public funding to the private school of their choice?								
<input type="radio"/> Yes, definitely	32%	43%	25%	15%	26%	42%	29%	35%
<input type="radio"/> Yes, somewhat	22%	16%	25%	17%	28%	19%	20%	23%
<input type="radio"/> Not really	16%	15%	16%	12%	16%	16%	17%	15%
<input type="radio"/> Definitely not	13%	4%	18%	7%	17%	12%	19%	8%
<input type="radio"/> Unsure	18%	22%	15%	50%	13%	11%	15%	20%

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q33. How much do you agree or disagree that the following characteristics describe the City of Austin? (Reporting Strongly/Somewhat Agree)								
Musical	94%	93%	95%	94%	97%	92%	94%	94%
Active	90%	90%	90%	93%	92%	87%	93%	87%
Artistic	89%	89%	89%	90%	90%	88%	91%	87%
Creative	89%	88%	89%	88%	91%	88%	91%	86%
Technologically sophisticated	87%	84%	88%	84%	88%	88%	90%	84%
Innovative	82%	82%	82%	82%	85%	81%	87%	77%
Entrepreneurial	81%	78%	82%	83%	81%	79%	84%	77%
Environmentally friendly	79%	79%	80%	77%	81%	79%	85%	74%
Young	77%	84%	74%	80%	79%	75%	80%	75%
Liberal	75%	75%	76%	80%	74%	74%	78%	73%
Culturally diverse	74%	77%	73%	79%	68%	76%	72%	76%
Laid back	72%	79%	68%	74%	73%	70%	74%	69%
Hipsterish	71%	81%	66%	80%	70%	68%	77%	65%
Weird	69%	74%	66%	70%	66%	69%	68%	69%
Philanthropic	55%	59%	53%	54%	54%	56%	55%	54%
Segregated	45%	42%	46%	38%	50%	44%	54%	37%
Narcissistic	42%	40%	43%	44%	37%	43%	45%	38%
Spiritual	39%	46%	35%	40%	37%	40%	42%	36%
Unequal	32%	29%	33%	22%	31%	37%	36%	27%
Religious	29%	26%	31%	23%	27%	34%	28%	31%
Conservative	25%	25%	25%	17%	25%	29%	26%	24%
Affordable	24%	32%	20%	33%	23%	21%	22%	26%

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q34. How much do you agree or disagree that the following characteristics describe yourself? (Reporting Strongly/Somewhat Agree)								
Laid back	75%	83%	71%	77%	69%	77%	78%	72%
Environmentally friendly	74%	72%	75%	71%	71%	78%	78%	71%
Active	69%	75%	65%	70%	70%	67%	70%	67%
Creative	65%	73%	60%	69%	63%	64%	67%	62%
Technologically sophisticated	62%	70%	58%	65%	59%	63%	65%	60%
Spiritual	56%	50%	59%	52%	53%	59%	53%	58%
Innovative	52%	60%	48%	55%	51%	52%	56%	48%
Liberal	50%	57%	47%	52%	47%	52%	63%	39%
Artistic	46%	57%	39%	47%	42%	48%	50%	41%
Religious	45%	41%	48%	41%	43%	49%	43%	47%
Musical	45%	58%	38%	46%	45%	45%	50%	41%
Conservative	43%	39%	45%	42%	44%	43%	35%	51%
Weird	40%	57%	31%	48%	32%	41%	45%	35%
Young	40%	82%	17%	57%	32%	37%	49%	31%
Entrepreneurial	37%	43%	34%	41%	36%	37%	40%	35%
Philanthropic	37%	38%	36%	33%	36%	39%	40%	34%
Hipsterish	19%	30%	13%	24%	14%	20%	21%	17%
Narcissistic	14%	21%	10%	20%	11%	13%	15%	12%

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		18-34	35+	0-5	6-20	21+	Yes	No
Q35. Which three landmarks do you most strongly associate with Austin? (Select up to three)								
<input type="checkbox"/> The Texas State Capitol	51%	51%	52%	53%	55%	49%	53%	50%
<input type="checkbox"/> University of Texas Tower	37%	33%	38%	32%	36%	39%	41%	33%
<input type="checkbox"/> 6th Street	32%	39%	29%	44%	36%	25%	32%	33%
<input type="checkbox"/> Zilker Park	23%	26%	21%	21%	17%	27%	26%	20%
<input type="checkbox"/> Lady Bird Lake/Town Lake and Butler Hike	22%	27%	19%	24%	20%	22%	25%	18%
<input type="checkbox"/> Barton Springs Pool	19%	15%	21%	15%	12%	25%	20%	17%
<input type="checkbox"/> Ann W. Richards Congress Avenue Bridge (Bat Bridge)	18%	14%	20%	21%	20%	16%	20%	16%
<input type="checkbox"/> Darrell K Royal Texas Memorial Stadium	15%	16%	14%	12%	11%	18%	12%	18%
<input type="checkbox"/> Pennybacker/360 Bridge	13%	12%	14%	5%	18%	14%	12%	15%
<input type="checkbox"/> Lake Travis	12%	9%	13%	12%	14%	10%	6%	17%
<input type="checkbox"/> Frost Bank Tower	7%	10%	6%	8%	10%	5%	8%	7%
<input type="checkbox"/> Mount Bonnell	7%	7%	7%	5%	5%	9%	4%	9%
<input type="checkbox"/> Stevie Ray Vaughan Statue	6%	5%	7%	4%	6%	8%	6%	7%
<input type="checkbox"/> The Bullock Texas State History Museum	5%	3%	5%	1%	4%	6%	5%	4%
<input type="checkbox"/> The Driskill Hotel	4%	2%	5%	5%	4%	4%	4%	4%
<input type="checkbox"/> The Moody Theater (ACL Live)	2%	1%	3%	2%	4%	2%	3%	2%
<input type="checkbox"/> Graffiti Park at Castle Hills (Baylor Street)	2%	5%	1%	3%	3%	2%	3%	1%
<input type="checkbox"/> Texas Governor's Mansion	2%	3%	2%	1%	3%	2%	2%	2%
<input type="checkbox"/> Long Center	2%	1%	2%	1%	2%	2%	2%	2%
<input type="checkbox"/> Rainey Street	2%	3%	1%	3%	1%	1%	3%	0%
<input type="checkbox"/> LBJ Presidential Library	1%	1%	1%	1%	3%	1%	1%	1%

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q36. Which of the following brands do you think are most representative for Austin's identity? (Select up to five)								
<input type="checkbox"/> The University of Texas at Austin	61%	59%	62%	65%	54%	63%	62%	60%
<input type="checkbox"/> Austin City Limits Music Festival	50%	47%	52%	55%	49%	49%	48%	52%
<input type="checkbox"/> SXSW (South by Southwest)	46%	46%	46%	53%	50%	40%	46%	46%
<input type="checkbox"/> Dell	32%	20%	38%	30%	37%	29%	26%	37%
<input type="checkbox"/> Whole Foods Market	31%	29%	33%	32%	37%	28%	32%	31%
<input type="checkbox"/> Alamo Drafthouse Cinema	29%	35%	26%	30%	35%	26%	30%	29%
<input type="checkbox"/> Capital City of Texas	29%	23%	32%	27%	30%	29%	29%	29%
<input type="checkbox"/> Amy's Ice Creams	19%	23%	16%	16%	15%	22%	24%	13%
<input type="checkbox"/> Broken Spoke Dance Hall	16%	8%	21%	12%	11%	22%	14%	18%
<input type="checkbox"/> Chuy's	15%	16%	14%	12%	17%	14%	13%	17%
<input type="checkbox"/> Torchy's Tacos	15%	25%	9%	24%	15%	11%	22%	8%
<input type="checkbox"/> Kerbey Lane Cafe	11%	15%	9%	17%	11%	9%	12%	10%
<input type="checkbox"/> Waterloo Records	10%	7%	12%	7%	10%	12%	12%	9%
<input type="checkbox"/> Formula One United States Grand Prix (at Circuit of the Americas)	10%	6%	12%	8%	12%	9%	8%	11%
<input type="checkbox"/> Tito's Handmade Vodka	9%	9%	9%	10%	12%	7%	9%	9%
<input type="checkbox"/> Threadgill's	8%	4%	9%	4%	6%	11%	9%	7%
<input type="checkbox"/> BookPeople	7%	8%	6%	7%	6%	7%	10%	4%
<input type="checkbox"/> Matt's El Rancho	6%	2%	9%	2%	4%	10%	7%	6%
<input type="checkbox"/> Republic of Texas Biker Rally	4%	2%	5%	1%	2%	6%	3%	5%
<input type="checkbox"/> Schlotzsky's	4%	5%	4%	3%	3%	5%	3%	5%
<input type="checkbox"/> Deep Eddy Vodka	3%	6%	2%	3%	4%	3%	5%	2%
<input type="checkbox"/> Juan in a Million	3%	4%	2%	1%	4%	3%	3%	3%
<input type="checkbox"/> AMD (Advanced Micro Devices)	3%	1%	4%	1%	1%	4%	2%	4%
<input type="checkbox"/> Sweet Leaf Tea Company	3%	4%	2%	2%	3%	3%	2%	3%
<input type="checkbox"/> El Arroyo	2%	2%	2%	0%	1%	4%	2%	2%
<input type="checkbox"/> Tacodeli	2%	5%	1%	3%	4%	1%	3%	1%
<input type="checkbox"/> McBride's Guns	2%	1%	2%	2%	1%	2%	1%	3%
<input type="checkbox"/> Austin Aztex	1%	2%	1%	1%	1%	2%	1%	2%
<input type="checkbox"/> Sup ATX	1%	1%	1%	0%	0%	1%	1%	0%
<input type="checkbox"/> Love Puppies Brownies	1%	1%	0%	1%	0%	1%	1%	0%
<input type="checkbox"/> LaRue Tactical	0%	0%	0%	0%	0%	0%	0%	0%
<input type="checkbox"/> Other	0%	1%	0%	1%	1%	0%	0%	1%
Q37. Which one of the following do you consider the top thing Austin has gained due to its growth over the past five years?								
<input type="radio"/> Stronger economy	42%	35%	45%	37%	51%	37%	42%	41%
<input type="radio"/> More diversity	22%	27%	19%	30%	18%	20%	23%	20%
<input type="radio"/> More creativity	7%	11%	4%	10%	3%	7%	4%	9%
<input type="radio"/> Stronger sense of community	4%	6%	2%	4%	4%	4%	4%	4%
<input type="radio"/> Mass transit	7%	8%	6%	5%	6%	9%	8%	6%
<input type="radio"/> None of the above	19%	13%	23%	14%	18%	23%	20%	19%

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		18-34	35+	0-5	6-20	21+	Yes	No
Q38. Which one of the following do you consider the top thing Austin has lost due to its growth over the past five years?								
<input type="radio"/> Lower cost of living	31%	37%	27%	32%	31%	30%	35%	26%
<input type="radio"/> Ease of transportation	23%	21%	24%	27%	24%	20%	17%	29%
<input type="radio"/> Less congested roads	23%	21%	24%	26%	27%	19%	21%	24%
<input type="radio"/> Small town feel	14%	11%	15%	9%	10%	18%	15%	13%
<input type="radio"/> Green space	3%	4%	3%	2%	3%	4%	4%	3%
<input type="radio"/> Stable neighborhoods	3%	2%	3%	1%	3%	3%	3%	2%
<input type="radio"/> Historic homes throughout Austin	2%	2%	2%	1%	0%	3%	3%	1%
<input type="radio"/> None of the above	3%	3%	2%	2%	2%	3%	2%	3%
Q39. Which one of the following cities do you believe Austin is most similar to?								
<input type="radio"/> Portland	21%	24%	19%	25%	25%	16%	27%	15%
<input type="radio"/> Seattle	14%	9%	16%	11%	13%	15%	11%	16%
<input type="radio"/> San Francisco	13%	15%	12%	16%	15%	11%	12%	14%
<input type="radio"/> San Antonio	11%	14%	9%	4%	12%	14%	10%	12%
<input type="radio"/> Dallas	10%	11%	10%	6%	9%	12%	9%	11%
<input type="radio"/> Nashville	9%	6%	11%	12%	8%	9%	9%	10%
<input type="radio"/> Houston	7%	7%	7%	5%	5%	10%	5%	9%
<input type="radio"/> Raleigh	3%	2%	3%	3%	2%	3%	3%	2%
<input type="radio"/> Boston	2%	1%	3%	3%	3%	2%	2%	3%
<input type="radio"/> New York City	2%	4%	0%	5%	1%	1%	3%	1%
<input type="radio"/> Washington, D.C.	2%	1%	2%	3%	2%	1%	1%	2%
<input type="radio"/> Other	7%	6%	8%	7%	6%	8%	8%	6%
Q40. If you had to move somewhere else in Texas, which one of the following cities/areas would you prefer to move to?								
<input type="radio"/> San Antonio	27%	33%	24%	34%	24%	27%	28%	27%
<input type="radio"/> Further away from Austin	23%	10%	29%	15%	19%	28%	18%	27%
<input type="radio"/> Dallas/Ft. Worth	17%	23%	14%	18%	19%	16%	19%	15%
<input type="radio"/> Houston	10%	15%	8%	13%	15%	7%	13%	8%
<input type="radio"/> El Paso	2%	1%	2%	2%	3%	1%	2%	2%
<input type="radio"/> Other	20%	17%	22%	18%	20%	22%	20%	21%
Q41. Is Austin more a town of the past, present or future?								
<input type="radio"/> Past	8%	7%	9%	9%	8%	9%	9%	8%
<input type="radio"/> Present	41%	45%	39%	45%	42%	39%	41%	41%
<input type="radio"/> Future	37%	36%	37%	38%	35%	37%	37%	36%
<input type="radio"/> Unknown	14%	12%	15%	8%	14%	16%	13%	14%
Q42. If you were in charge of Austin, what would your main plan for the city be?								
<input type="radio"/> Build for the future	58%	62%	56%	59%	67%	52%	57%	59%
<input type="radio"/> Protect Austin as it is now	21%	20%	22%	26%	20%	20%	21%	21%
<input type="radio"/> Return Austin to how it was in the past	21%	18%	22%	15%	13%	28%	22%	20%

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		18-34	35+	0-5	6-20	21+	Yes	No
Q43. What slogan best represents the Austin of today?								
<input type="radio"/> “Keep Austin Weird”	29%	37%	26%	44%	23%	27%	32%	27%
<input type="radio"/> “Live Music Capital of the World”	26%	26%	27%	22%	27%	28%	21%	31%
<input type="radio"/> There’s no one slogan that best represents the Austin of today	22%	18%	25%	16%	26%	23%	23%	22%
<input type="radio"/> “Don’t Dallas My Austin”	10%	12%	8%	7%	10%	10%	14%	6%
<input type="radio"/> “Bat City”	1%	0%	1%	1%	1%	1%	1%	1%
<input type="radio"/> I don’t know	7%	4%	9%	8%	7%	7%	5%	10%
<input type="radio"/> I have my own	4%	3%	5%	3%	6%	4%	5%	4%
Q44. Please rank the following that you would like prioritized for the future development of Austin: Transportation (e.g., Speed and efficiency)								
<input type="radio"/> 1st Priority	56%	48%	61%	53%	57%	57%	54%	58%
<input type="radio"/> 2nd Priority	27%	29%	27%	24%	28%	28%	31%	24%
<input type="radio"/> 3rd Priority	16%	23%	13%	22%	15%	15%	15%	17%
Q44. Please rank the following that you would like prioritized for the future development of Austin: People (e.g., Quality of life)								
<input type="radio"/> 1st Priority	33%	38%	31%	38%	31%	32%	35%	32%
<input type="radio"/> 2nd Priority	37%	33%	39%	34%	34%	40%	39%	35%
<input type="radio"/> 3rd Priority	30%	29%	31%	29%	34%	28%	26%	34%
Q44. Please rank the following that you would like prioritized for the future development of Austin: Commerce (e.g., Jobs, businesses and institutions)								
<input type="radio"/> 1st Priority	11%	14%	9%	9%	12%	11%	11%	10%
<input type="radio"/> 2nd Priority	36%	38%	35%	42%	37%	32%	30%	41%
<input type="radio"/> 3rd Priority	54%	48%	57%	49%	51%	57%	59%	49%
Q45. Which feature of other major cities would most benefit Austin?								
<input type="radio"/> Major sports team	18%	18%	18%	19%	17%	18%	13%	22%
<input type="radio"/> Major art and cultural institutions and museums	26%	31%	24%	32%	28%	23%	31%	22%
<input type="radio"/> Both	33%	34%	32%	30%	33%	34%	34%	31%
<input type="radio"/> Neither	23%	18%	26%	19%	22%	25%	21%	24%
Q46. Whose town is this anyway? (A haven for Millennials (born 1980 or after)/ young person’s town)(A Gen X/Baby Boomer town (born before 1980))								
<input type="radio"/> A haven for Millennials (born 1980 or after)/ young person’s town	74%	88%	67%	82%	73%	72%	74%	74%
<input type="radio"/> A Gen X/Baby Boomer town (born before 1980)	26%	12%	33%	18%	27%	28%	26%	26%
Q46. Whose town is this anyway? (University of Texas’ town)(Texas State Government’s town)								
<input type="radio"/> University of Texas’ town	75%	80%	73%	80%	76%	73%	78%	72%
<input type="radio"/> Texas State Government’s town	25%	20%	27%	20%	24%	27%	22%	28%

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		18-34	35+	0-5	6-20	21+	Yes	No
Q46. Whose town is this anyway? (A town for families)(A town for singles)								
<input type="radio"/> A town for families	31%	27%	33%	33%	23%	36%	33%	30%
<input type="radio"/> A town for singles	69%	73%	67%	67%	77%	64%	67%	70%
Q47. Do you think Austin has enough green and/or open spaces?								
<input type="radio"/> Definitely	21%	25%	18%	24%	25%	16%	21%	20%
<input type="radio"/> Somewhat	51%	55%	48%	55%	50%	49%	52%	49%
<input type="radio"/> Not really	24%	18%	28%	15%	21%	31%	21%	27%
<input type="radio"/> Not at all	5%	1%	6%	5%	5%	4%	5%	4%
Q48. How concerned are you that rapid development and new construction projects threaten Austin’s green and/or open spaces?								
<input type="radio"/> Very concerned	35%	31%	37%	28%	30%	41%	37%	33%
<input type="radio"/> Somewhat concerned	43%	45%	41%	45%	45%	40%	43%	42%
<input type="radio"/> Not very concerned	15%	15%	15%	16%	17%	13%	13%	17%
<input type="radio"/> Not concerned at all	5%	6%	5%	6%	7%	4%	6%	5%
<input type="radio"/> Unsure	2%	4%	1%	5%	1%	1%	2%	2%
Q49. Which green and/or open spaces in and around Austin do you personally enjoy the most? (Select up to three)								
<input type="checkbox"/> Zilker Park	57%	63%	54%	53%	58%	58%	61%	53%
<input type="checkbox"/> Lake Travis and the surrounding area	34%	31%	36%	31%	36%	35%	30%	39%
<input type="checkbox"/> Your neighborhood park	27%	24%	28%	24%	29%	27%	30%	24%
<input type="checkbox"/> Barton Creek Greenbelt	24%	35%	19%	26%	21%	26%	30%	19%
<input type="checkbox"/> Ann and Roy Butler Hike-and-Bike Trail at Lady Bird Lake (aka Town Lake Trail)	22%	21%	23%	17%	24%	24%	28%	17%
<input type="checkbox"/> The Boardwalk Trail at Lady Bird Lake	17%	18%	17%	17%	24%	14%	19%	16%
<input type="checkbox"/> Shoal Creek	7%	6%	7%	7%	3%	9%	9%	4%
<input type="checkbox"/> Colorado River Wildlife Sanctuary	5%	7%	5%	7%	4%	6%	5%	6%
<input type="checkbox"/> Waller Creek Greenbelt	3%	7%	2%	5%	3%	3%	4%	3%
<input type="checkbox"/> Butler Park	2%	3%	1%	2%	1%	2%	2%	2%
<input type="checkbox"/> Other	3%	3%	3%	2%	3%	4%	5%	2%
<input type="checkbox"/> None	10%	6%	12%	10%	10%	10%	6%	14%
Q50. Do you believe that pets in Austin are in public spaces, such as restaurant patios, too much?								
<input type="radio"/> Definitely	23%	13%	28%	19%	25%	23%	17%	29%
<input type="radio"/> Somewhat	24%	22%	26%	21%	24%	26%	24%	25%
<input type="radio"/> Not really	32%	38%	29%	36%	33%	30%	33%	31%
<input type="radio"/> Not at all	20%	28%	16%	23%	19%	20%	26%	15%

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q51. In your life, with which group do you feel the strongest sense of community?								
<input type="radio"/> People from your neighborhood	19%	14%	21%	11%	21%	20%	14%	23%
<input type="radio"/> People from work	18%	19%	17%	15%	16%	20%	18%	18%
<input type="radio"/> People you know through hobbies	13%	19%	10%	22%	14%	9%	14%	13%
<input type="radio"/> People from your religious community	12%	10%	14%	10%	12%	13%	11%	13%
<input type="radio"/> People from your city generally	11%	8%	12%	11%	12%	10%	13%	8%
<input type="radio"/> People you know through school	10%	16%	7%	14%	7%	10%	11%	10%
<input type="radio"/> People you know through non-work organizations	7%	2%	9%	5%	8%	6%	7%	6%
<input type="radio"/> People from your ethnic background	6%	8%	5%	7%	7%	6%	8%	4%
<input type="radio"/> Online communities	5%	3%	5%	5%	4%	5%	4%	5%
Q52. In your opinion, how often do you take advantage of Austin's cultural offerings?								
<input type="radio"/> Frequently	14%	19%	12%	12%	14%	15%	19%	10%
<input type="radio"/> Sometimes	48%	46%	50%	48%	48%	49%	52%	45%
<input type="radio"/> Rarely	31%	27%	34%	33%	34%	29%	26%	36%
<input type="radio"/> Never	6%	8%	5%	7%	4%	7%	3%	9%
Q53. How often do you attend religious services?								
<input type="radio"/> Weekly or more often	21%	17%	24%	19%	23%	21%	16%	27%
<input type="radio"/> 1-2 times per month	10%	10%	9%	6%	8%	12%	11%	9%
<input type="radio"/> Every 1-2 months	6%	7%	5%	6%	5%	6%	8%	4%
<input type="radio"/> A few times per year	14%	11%	16%	15%	13%	14%	11%	17%
<input type="radio"/> Once a year or less	17%	12%	20%	12%	19%	19%	17%	18%
<input type="radio"/> Don't know	3%	4%	2%	2%	3%	3%	2%	4%
<input type="radio"/> I am not religious	29%	39%	23%	39%	30%	24%	36%	22%
Q54. Please rate, on a scale from zero to ten, how well-suited Austin is as a place to live for the following groups. (Reporting 6-10 Well-suited)								
Young adults without children	88%	93%	86%	92%	91%	85%	89%	88%
LGBT (lesbian, gay, bisexual, and transgender)	82%	86%	80%	83%	83%	82%	86%	78%
Asian Americans	76%	78%	75%	80%	78%	73%	78%	74%
Young college graduates looking for work	75%	77%	75%	81%	77%	72%	74%	77%
Hispanics	72%	78%	68%	78%	71%	69%	76%	68%
Families with young children	70%	74%	69%	70%	74%	68%	74%	67%
The middle class	66%	77%	60%	66%	70%	62%	67%	65%
People over the age of 50	59%	58%	59%	58%	60%	59%	60%	58%
Single parents	58%	60%	57%	56%	60%	58%	62%	54%
African Americans	58%	64%	55%	62%	56%	58%	56%	61%
Immigrants	53%	57%	51%	62%	47%	53%	53%	53%
The poor	25%	27%	24%	28%	24%	24%	25%	25%

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		18-34	35+	0-5	6-20	21+	Yes	No
Q55. Do you follow any specific diet? (Select all that apply)								
<input type="checkbox"/> No, I don't have a specific diet	79%	78%	80%	76%	79%	81%	75%	83%
<input type="checkbox"/> Gluten	6%	9%	5%	6%	5%	7%	7%	5%
<input type="checkbox"/> Vegetarian	5%	7%	5%	10%	5%	4%	8%	3%
<input type="checkbox"/> Lactose Intolerant	5%	5%	5%	4%	6%	6%	7%	3%
<input type="checkbox"/> Paleo	4%	5%	3%	4%	4%	4%	4%	4%
<input type="checkbox"/> Vegan	2%	3%	1%	2%	1%	2%	3%	1%
<input type="checkbox"/> Other special diet	5%	4%	6%	3%	6%	6%	8%	3%
Q56. How important do you think these organizations, events, and/or festivals are to Austin's identity? (Reporting Extremely/Very Important, and excluding Don't know)								
SXSW (South by Southwest)	86%	86%	86%	92%	87%	83%	87%	86%
Austin City Limits Music Festival	86%	88%	84%	90%	86%	83%	87%	84%
UT Football Games	80%	83%	79%	84%	81%	79%	79%	82%
ACL Live at The Moody Theater	72%	74%	71%	79%	75%	67%	75%	69%
Pecan Street Festival	63%	67%	61%	59%	60%	66%	65%	61%
Zilker Kite Festival	60%	73%	53%	68%	57%	59%	61%	59%
Formula One United States Grand Prix (at Circuit of the Americas)	57%	62%	55%	60%	61%	54%	54%	61%
Austin Food & Wine Festival	55%	67%	49%	69%	54%	50%	54%	56%
Blues on the Green	52%	65%	45%	55%	49%	52%	56%	48%
FUN FUN FUN FEST	48%	60%	42%	61%	45%	45%	51%	45%
The Texas Relays	48%	48%	47%	47%	44%	50%	43%	52%
Republic of Texas Biker Rally	45%	53%	41%	48%	43%	45%	42%	48%
X Games	44%	53%	40%	48%	44%	43%	39%	49%
Ballet Austin	44%	54%	39%	39%	39%	49%	49%	39%
Marley Fest/Austin Reggae Festival	44%	60%	35%	53%	42%	42%	45%	42%
Eeyore's Birthday Party	40%	49%	35%	41%	33%	43%	46%	33%
Austin Startup Week	39%	60%	28%	61%	37%	32%	43%	36%
Austin Lyric Opera	37%	45%	33%	40%	32%	39%	37%	37%
African American Community Heritage Festival (AACHF)	35%	48%	29%	47%	32%	33%	38%	33%
Brazilian Carnival	25%	38%	18%	40%	23%	21%	26%	24%
Fusebox Festival	25%	38%	18%	34%	21%	24%	22%	28%

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		18-34	35+	0-5	6-20	21+	Yes	No
Q57. How important are these organizations, events, and/or festivals are to you personally? (Reporting Extremely/Very Important, and excluding Don't know)								
Austin City Limits Music Festival	42%	52%	37%	42%	43%	41%	49%	36%
SXSW (South by Southwest)	40%	52%	33%	46%	39%	37%	44%	36%
UT Football Games	38%	42%	36%	33%	37%	41%	39%	38%
Pecan Street Festival	34%	36%	33%	25%	30%	40%	35%	33%
ACL Live at The Moody Theater	32%	35%	31%	34%	35%	30%	38%	27%
Zilker Kite Festival	28%	37%	24%	28%	27%	28%	32%	24%
Blues on the Green	26%	38%	20%	27%	26%	26%	32%	21%
Austin Food & Wine Festival	25%	34%	20%	31%	23%	24%	26%	23%
FUN FUN FUN FEST	23%	32%	18%	32%	20%	21%	26%	20%
Formula One United States Grand Prix (at Circuit of the Americas)	22%	27%	20%	25%	20%	23%	22%	23%
Eeyore's Birthday Party	19%	22%	17%	19%	13%	22%	24%	13%
Ballet Austin	18%	22%	16%	17%	18%	19%	21%	15%
Marley Fest/Austin Reggae Festival	18%	27%	13%	20%	16%	18%	20%	16%
The Texas Relays	16%	22%	14%	16%	14%	18%	16%	17%
X Games	15%	24%	11%	18%	15%	14%	15%	15%
Republic of Texas Biker Rally	14%	17%	13%	12%	13%	16%	13%	16%
African American Community Heritage Festival (AACHF)	14%	22%	9%	15%	14%	13%	15%	12%
Austin Startup Week	14%	24%	8%	17%	13%	12%	13%	14%
Austin Lyric Opera	14%	17%	12%	12%	13%	14%	15%	12%
Brazilian Carnival	11%	17%	8%	9%	11%	11%	12%	9%
Fusebox Festival	7%	13%	5%	9%	8%	6%	7%	8%
Q58. Which two of the following events would you most support Austin hosting? (Select up to two.)								
<input type="checkbox"/> Summer Olympic Games	31%	36%	28%	33%	29%	32%	30%	33%
<input type="checkbox"/> Super Bowl	30%	34%	27%	29%	27%	32%	26%	33%
<input type="checkbox"/> Presidential Debate	22%	21%	23%	23%	24%	21%	27%	18%
<input type="checkbox"/> Democratic or Republican National Convention	19%	16%	20%	13%	24%	18%	22%	16%
<input type="checkbox"/> Soccer World Cup	17%	22%	15%	20%	20%	14%	23%	12%
<input type="checkbox"/> Major Professional Golf Association (PGA) tournament	14%	8%	17%	9%	17%	14%	10%	17%
<input type="checkbox"/> Miss America/Miss Universe	8%	11%	6%	12%	6%	8%	7%	9%
<input type="checkbox"/> Other	2%	1%	2%	4%	2%	1%	2%	2%
<input type="checkbox"/> None of the above	19%	16%	21%	17%	18%	20%	18%	20%

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	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
Q59. Why would you not want Austin to host those major events? (Select up to three.)								
<input type="checkbox"/> Traffic congestion	71%	59%	76%	61%	74%	74%	63%	78%
<input type="checkbox"/> Too expensive	35%	35%	35%	44%	34%	31%	35%	34%
<input type="checkbox"/> Lacking infrastructure	31%	15%	37%	22%	35%	32%	36%	26%
<input type="checkbox"/> Would not benefit me	28%	32%	26%	22%	30%	28%	26%	29%
<input type="checkbox"/> Austin should pull back from the “big events” business	16%	11%	17%	10%	16%	17%	18%	14%
<input type="checkbox"/> Too corporate	14%	15%	13%	11%	18%	12%	16%	11%
<input type="checkbox"/> Too political	13%	15%	13%	8%	25%	9%	9%	17%
<input type="checkbox"/> Don’t want Austin to lose its “weird” factor	8%	12%	6%	10%	4%	8%	11%	5%
<input type="checkbox"/> Other	2%	0%	3%	0%	0%	5%	3%	2%
Q60. How satisfied are you with the following creative offerings in Austin? (Reporting Extremely/Very Satisfied)								
Festivals (e.g., South by Southwest, ACL Music Festival, Austin Chamber Music Festival, FUN FUN FUN FEST)	67%	77%	61%	75%	70%	61%	69%	64%
Free Concerts (e.g., Blues on the Green, Texas Radio Live)	63%	73%	58%	70%	60%	62%	67%	59%
Museums (e.g., Blanton Museum of Art, Mexic	60%	62%	59%	64%	53%	63%	62%	58%
Performing Arts (e.g., Ballet Austin, ZACH Theatre)	57%	65%	52%	58%	51%	60%	61%	52%
Comedy Shows (e.g., Esther’s Follies, Cap City Comedy Club, Moontower Comedy Festival)	53%	62%	48%	58%	53%	51%	52%	54%
Art (e.g., The East Austin Handmade Arts Market, Art City Austin, East Austin Studio Tour)	50%	61%	43%	59%	46%	48%	56%	43%
Creative camps/classes geared toward children	49%	55%	46%	51%	51%	48%	52%	47%
Q61. Which of the following statements best characterizes your feelings about Austin’s creative culture?								
<input type="radio"/> The creative culture in Austin is what makes this a great city to live in	41%	51%	35%	51%	40%	37%	44%	38%
<input type="radio"/> The creative culture in Austin has been pushed out by a booming population and changing economy	26%	23%	28%	15%	23%	32%	31%	21%
<input type="radio"/> The creative culture in Austin has a minimal impact on my life	21%	13%	26%	19%	26%	20%	17%	26%
<input type="radio"/> I don’t care about the creative culture in Austin	6%	5%	7%	7%	5%	7%	3%	9%
<input type="radio"/> Don’t know	6%	8%	4%	8%	7%	4%	5%	6%
Q62. How many tattoos do you have?								
<input type="radio"/> 0	71%	63%	74%	67%	71%	72%	69%	72%
<input type="radio"/> 1	8%	11%	7%	9%	8%	8%	10%	7%
<input type="radio"/> 2	7%	8%	7%	10%	6%	7%	6%	8%
<input type="radio"/> 3	4%	7%	3%	5%	3%	4%	5%	3%
<input type="radio"/> 4	2%	3%	2%	2%	2%	2%	2%	2%
<input type="radio"/> 5 or more	7%	8%	7%	7%	9%	6%	8%	7%
<input type="radio"/> Prefer not to answer	1%	0%	1%	1%	1%	0%	1%	0%
S1. In which language would you prefer to take this survey?								
<input type="radio"/> English/Inglés	99%	98%	99%	100%	96%	99%	97%	100%
<input type="radio"/> Spanish/Español	1%	2%	1%	0%	4%	1%	3%	0%

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		18-34	35+	0-5	6-20	21+	Yes	No
S2. In which of the following Texas counties do you live?								
<input type="radio"/> Travis	58%	66%	54%	59%	55%	60%	100%	19%
<input type="radio"/> Williamson	24%	22%	25%	22%	30%	20%	0%	46%
<input type="radio"/> Hays	11%	9%	12%	12%	11%	10%	0%	21%
<input type="radio"/> Bastrop	5%	3%	6%	3%	1%	8%	0%	9%
<input type="radio"/> Caldwell	3%	1%	3%	4%	2%	2%	0%	5%
S3. What is your zip code? (Responses netted)								
<input type="radio"/> Central Austin	23%	35%	17%	30%	20%	21%	45%	2%
<input type="radio"/> Not Central Austin	77%	65%	83%	70%	80%	79%	55%	98%
S4. Do you live in the City of Austin?								
<input type="radio"/> Yes	48%	60%	42%	52%	46%	49%	100%	0%
<input type="radio"/> No	52%	40%	58%	48%	54%	51%	0%	100%
S5. What is your gender?								
<input type="radio"/> Male	50%	40%	55%	46%	57%	47%	49%	51%
<input type="radio"/> Female	50%	60%	45%	54%	43%	53%	51%	49%
S6. What is your age? (Generational netted categories reported.)								
<input type="radio"/> 18-34	35%	100%	0%	58%	29%	28%	43%	27%
<input type="radio"/> 35-44	20%	0%	30%	16%	25%	17%	21%	18%
<input type="radio"/> 45-64	34%	0%	52%	22%	34%	40%	29%	39%
<input type="radio"/> 65+ years	12%	0%	18%	4%	11%	15%	7%	16%
S7. Which of the following income groups includes your estimated total household income last year before taxes?								
<input type="radio"/> Up to \$25,000	19%	31%	13%	27%	16%	18%	22%	17%
<input type="radio"/> \$25,000 - \$49,999	24%	28%	21%	23%	21%	25%	25%	22%
<input type="radio"/> \$50,000 - \$99,999	31%	24%	34%	30%	29%	32%	30%	31%
<input type="radio"/> \$100,000 - \$199,999	21%	13%	25%	16%	29%	18%	17%	24%
<input type="radio"/> \$200,000 or more	6%	4%	7%	4%	6%	7%	6%	6%
S8. Are you of Hispanic, Latino or Spanish origin?								
<input type="radio"/> No, not of Hispanic, Latino, or Spanish origin	68%	57%	74%	72%	69%	66%	66%	70%
<input type="radio"/> Yes, Mexican, Mexican American, Chicano	23%	32%	18%	22%	19%	25%	21%	24%
<input type="radio"/> Yes, Puerto Rican	2%	2%	2%	1%	4%	1%	3%	1%
<input type="radio"/> Yes, Cuban	1%	2%	1%	1%	2%	1%	2%	1%
<input type="radio"/> Yes, another Hispanic, Latino, or Spanish origin	6%	9%	5%	4%	7%	7%	9%	4%
S9. What is your race? (Please select all that apply.)								
<input type="checkbox"/> White	79%	70%	84%	79%	78%	80%	74%	83%
<input type="checkbox"/> Black, African American	7%	11%	6%	8%	7%	7%	9%	6%
<input type="checkbox"/> American Indian or Alaska Native	1%	1%	2%	2%	1%	2%	1%	2%
<input type="checkbox"/> Asian	5%	9%	3%	9%	6%	3%	6%	4%
<input type="checkbox"/> Native Hawaiian/Other Pacific Islander	1%	1%	1%	0%	2%	1%	2%	0%
<input type="checkbox"/> Other	7%	11%	5%	4%	7%	9%	8%	6%

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		18-34	35+	0-5	6-20	21+	Yes	No
S10. Do you have any children under age 18 currently living in your household?								
<input type="radio"/> Yes	31%	36%	28%	23%	32%	33%	28%	34%
<input type="radio"/> No	69%	64%	72%	77%	68%	67%	72%	66%
S11. How many children under 18 do you have living at home?								
<input type="radio"/> 1	49%	48%	50%	39%	49%	52%	51%	47%
<input type="radio"/> 2	32%	30%	33%	30%	26%	36%	36%	28%
<input type="radio"/> 3	15%	19%	12%	24%	18%	10%	10%	18%
<input type="radio"/> 4	3%	3%	3%	2%	6%	1%	1%	4%
<input type="radio"/> 5 or more	2%	0%	3%	5%	2%	1%	2%	2%
D1. Were you raised in the Austin area?								
<input type="radio"/> Yes	29%	38%	24%	0%	0%	59%	32%	25%
<input type="radio"/> No	71%	62%	76%	100%	100%	41%	68%	75%
D2. In what year did you move to the Austin area? (Reported as number of years in Austin netted, including the life span of those raised in Austin D1.)								
<input type="radio"/> 0-5 years	21%	35%	14%	100%	0%	0%	23%	20%
<input type="radio"/> 6-20 years	30%	26%	33%	0%	100%	0%	28%	32%
<input type="radio"/> 21+ years	49%	39%	54%	0%	0%	100%	49%	48%
D3. What is the last grade of school you completed? (Responses netted)								
<input type="radio"/> High school grad or less	16%	18%	15%	6%	16%	20%	11%	21%
<input type="radio"/> Some college	43%	47%	41%	52%	31%	47%	41%	45%
<input type="radio"/> College+	41%	35%	44%	41%	53%	33%	48%	34%
<input type="radio"/> Prefer not to answer	0%	1%	0%	1%	0%	0%	0%	0%
D4. Which of the following best describes your current employment status?								
<input type="radio"/> Employed full time	48%	48%	47%	35%	59%	46%	58%	38%
<input type="radio"/> Employed part time	10%	16%	8%	15%	10%	9%	11%	10%
<input type="radio"/> Under-employed given my skills, but working full time	1%	1%	1%	2%	0%	1%	1%	1%
<input type="radio"/> Under-employed given my skills, working part time	2%	2%	2%	4%	1%	1%	2%	2%
<input type="radio"/> Full-time homemaker	7%	10%	6%	9%	6%	7%	4%	10%
<input type="radio"/> Student	6%	15%	1%	15%	2%	5%	7%	6%
<input type="radio"/> Retired	16%	0%	25%	10%	14%	20%	8%	24%
<input type="radio"/> Unemployed	7%	8%	7%	8%	5%	9%	8%	7%
<input type="radio"/> Other	3%	1%	4%	3%	3%	3%	2%	3%

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		18-34	35+	0-5	6-20	21+	Yes	No
D5. In which sector have you primarily worked over the course of your career?								
<input type="radio"/> Technology	14%	10%	16%	12%	17%	13%	13%	15%
<input type="radio"/> Education	13%	16%	12%	15%	13%	13%	13%	15%
<input type="radio"/> Service industry (hotels, retail, restaurants, bars)	11%	23%	4%	18%	10%	10%	12%	10%
<input type="radio"/> Federal, state or local government	10%	4%	14%	9%	12%	9%	8%	13%
<input type="radio"/> Healthcare/Medicine	9%	9%	10%	14%	7%	9%	12%	5%
<input type="radio"/> Accounting and Finance	5%	4%	5%	3%	2%	8%	5%	5%
<input type="radio"/> Real estate	3%	5%	2%	3%	2%	3%	3%	3%
<input type="radio"/> Creative (design, fashion, art, music, writing)	3%	4%	2%	3%	1%	3%	3%	2%
<input type="radio"/> Law/Legal Services	3%	2%	3%	2%	1%	4%	3%	2%
<input type="radio"/> Transportation	2%	2%	2%	2%	3%	2%	3%	2%
<input type="radio"/> Consulting	2%	0%	3%	2%	2%	1%	2%	1%
<input type="radio"/> Entrepreneurial/Business Owner	1%	0%	2%	0%	1%	2%	2%	1%
<input type="radio"/> Communications	1%	1%	1%	3%	1%	1%	2%	1%
<input type="radio"/> Energy or Utilities	1%	0%	2%	1%	2%	0%	1%	1%
<input type="radio"/> Entertainment/Festivals	1%	0%	1%	0%	1%	1%	1%	0%
<input type="radio"/> Farming or Agriculture	1%	1%	1%	0%	1%	1%	2%	0%
<input type="radio"/> Public Relations/Public Affairs	0%	0%	1%	0%	0%	1%	0%	1%
<input type="radio"/> None of these	19%	19%	18%	14%	23%	17%	14%	25%
D6. Have you voted in the last 4 years?								
<input type="radio"/> Yes	73%	52%	84%	57%	81%	74%	75%	71%
<input type="radio"/> No	27%	48%	15%	42%	19%	24%	25%	28%
<input type="radio"/> Don't know	1%	1%	1%	0%	0%	1%	1%	1%
D7. Generally speaking, which of the following best describes your political party affiliation?								
<input type="radio"/> Democrat	45%	41%	47%	38%	46%	47%	57%	33%
<input type="radio"/> Republican	29%	26%	31%	33%	32%	25%	20%	38%
<input type="radio"/> Independent	8%	5%	9%	5%	9%	8%	7%	8%
<input type="radio"/> Other/Don't know/ Prefer not to answer	19%	29%	14%	23%	13%	21%	16%	21%
D8. Did you or do you attend any of the following universities or colleges located in Austin? (Select all that apply.)								
<input type="checkbox"/> Austin Community College	24%	25%	23%	8%	14%	36%	29%	19%
<input type="checkbox"/> The University of Texas at Austin	16%	17%	16%	13%	12%	21%	23%	10%
<input type="checkbox"/> St. Edwards University	3%	3%	3%	0%	2%	4%	4%	2%
<input type="checkbox"/> Concordia University Texas	2%	2%	2%	1%	1%	3%	2%	2%
<input type="checkbox"/> Acton School of Business (Hardin–Simmons University)	1%	1%	1%	0%	1%	2%	0%	2%
<input type="checkbox"/> Huston–Tillotson University	1%	0%	1%	0%	0%	1%	1%	1%
<input type="checkbox"/> Texas Health and Science University	1%	0%	1%	0%	0%	1%	0%	1%
<input type="checkbox"/> None of the above	62%	57%	64%	79%	74%	46%	52%	70%

Zandan Poll 2015: Voices of the Austin Community – Results

The Zandan Poll is an objective public opinion poll of Austin-area residents. Its purpose is to examine public attitudes about living in Austin and explore factors such as social offerings, openness, and aesthetics to give Austin residents a scientifically-based, representative voice.

	Total	Age		Years in Austin			Austin City Resident	
		18-34	35+	0-5	6-20	21+	Yes	No
D9. Which of the following best describes your marital status?								
<input type="radio"/> Married	48%	25%	61%	41%	54%	48%	36%	60%
<input type="radio"/> Single, never married	29%	52%	17%	35%	26%	29%	39%	20%
<input type="radio"/> Single and living with a partner	11%	20%	6%	17%	7%	11%	14%	8%
<input type="radio"/> Divorced	7%	1%	11%	4%	7%	9%	8%	6%
<input type="radio"/> Widowed	3%	0%	4%	1%	5%	3%	1%	5%
<input type="radio"/> Separated	1%	1%	1%	1%	1%	0%	1%	0%
<input type="radio"/> Prefer not to answer	1%	1%	1%	1%	1%	0%	0%	1%
D10. Do you own or rent your current place of residence?								
<input type="radio"/> Own	57%	27%	73%	29%	63%	65%	45%	68%
<input type="radio"/> Rent	41%	68%	27%	68%	35%	33%	53%	30%
<input type="radio"/> Don't know	1%	3%	0%	1%	1%	2%	0%	2%
<input type="radio"/> Prefer not to answer	1%	2%	0%	2%	1%	0%	1%	1%
D11/12. How many languages, besides English or Spanish, are spoken in your home on a daily basis?								
<input type="radio"/> None, just English/Spanish	72%	67%	75%	70%	70%	75%	73%	72%
<input type="radio"/> 1	20%	23%	19%	19%	21%	21%	20%	21%
<input type="radio"/> 2	7%	9%	5%	10%	8%	4%	6%	7%
<input type="radio"/> 3 or more	1%	1%	1%	1%	1%	0%	1%	0%
D13. Through which method do you get the majority of your news?								
<input type="radio"/> Online	45%	57%	39%	54%	49%	39%	51%	40%
<input type="radio"/> TV	40%	29%	46%	29%	35%	48%	33%	47%
<input type="radio"/> Radio	5%	7%	4%	8%	5%	4%	6%	4%
<input type="radio"/> Print	5%	1%	7%	3%	5%	6%	5%	5%
<input type="radio"/> I don't keep up with news	4%	7%	3%	7%	5%	3%	4%	5%
<input type="radio"/> Other	0%	0%	1%	0%	1%	0%	1%	0%

Research Methodology

The Zandan Poll: Voices of Austin Community survey was sponsored and directed by Peter Zandan, Ph.D.

Cambia Information Group interviewed 814 Austin-area residents from the entire Austin Metropolitan Statistical Area (MSA). Interviewing was conducted March 16 – 27, 2015, using an online survey. The survey could be taken on a computer or on any mobile device and was offered in both English and Spanish.

Cambia used an online sample vendor as the primary sample source. Both Cambia and the sample vendor comply with, or exceed, all applicable industry standards published by ESOMAR, the MRS and CASRO.

Respondents were required to be at least 18 years of age to participate. They represented a broad spread across age, income, ethnicity, political interest and area in which they live. Once the data collection was complete, Cambia undertook a careful comparison of all demographics to the 2013 American Community Survey (U.S. Census Bureau) data for the Austin MSA. The Zandan Poll was weighted to Census on the following demographic variables: gender, income, ethnicity, college-educated and children in household. A small number of interviews and questions were removed for concerns regarding reliability.

The final results are demographically representative. Data collection successfully came close to the Census results so that the largest weight was 2.65. For example, the un-weighted proportion of males in the study was 44.8%. After weighting the proportion of males was 49.8%, almost exactly the same as the proportion of males in the Austin MSA according to the US Census Bureau (49.7%). After weighting was implemented the largest difference between the relevant demographic groups proportion in the study compared to the US Census is 3.3 percentage points.