



Heartland Monitor Poll - Atlanta Metro Supplement

Sample of 400 Adults Age 18+ in Atlanta Metro Area (200 on landline, 200 on cell)

(Sample Margin of Error for 400 Respondents = ±4.9% in 95 out of 100 cases)

Conducted August 19-23, 2015

Atlanta Audience: N=400 Adults Age 18+ living in Atlanta; conducted Aug 19-23, 2015

Austin Audience: N=400 Adults Age 18+ living in Austin; conducted July 8-12, 2015

Detroit Audience: N=400 Adults Age 18+ living in Detroit; conducted May 26-28, 2015

Denver Audience: N=400 Adults Age 18+ living in Denver; conducted February 22-25, 2015

2/15 National Audience: N=1,000 American Adults Age 18+; conducted February 18-22, 2015

1. Thinking about the major challenges facing the country, do you think there is more progress being made today at...?

<u>More Progress Being Made At...</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
The state and local level	41%	44%	49%	63%	64%
The national level	35%	39%	27%	15%	26%
Don't know / refused	24%	17%	24%	23%	10%

Now, I'd like to ask some questions about your local area, that is the area in which you live, work, and spend most of your time.

2. Do you feel that your local area, in general, is headed in the right direction, or do you think things are seriously off on the wrong track?

<u>Direction of Local Area</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Right Direction	66%	73%	69%	75%	66%
Wrong Track	23%	21%	25%	19%	25%
Neither	5%	4%	4%	2%	5%
Don't know / refused	5%	1%	3%	4%	4%

3. Do you approve or disapprove of the job that political leaders in your local area are doing?

<u>Local Political Leaders' Job Approval/Disapproval</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Approve	51%	62%	56%	58%	60%
Disapprove	36%	29%	34%	28%	31%
Don't know / refused	13%	9%	11%	14%	9%



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4. And, how would you rate the economy in your local area? Is it...?

<u>Current State of Local Economy</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Excellent	6%	27%	6%	12%	8%
Good	42%	47%	34%	51%	35%
EXCELLENT / GOOD	49%	74%	40%	63%	42%
Fair	41%	23%	40%	29%	39%
Poor	10%	3%	19%	7%	18%
FAIR / POOR	51%	25%	59%	36%	57%
Don't know / refused	*	1%	1%	1%	1%

5. And, over the next 12 months, do you think the economy in your local area will...?

<u>Change in Local Area Economy</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Improve	43%	48%	40%	48%	35%
Stay the same	46%	45%	49%	42%	51%
Become worse	9%	6%	10%	9%	11%
Don't know / refused	3%	1%	1%	2%	2%

6. Now, thinking broadly about how institutions like government, business, and community organizations in your local area respond to challenges and opportunities.

Do they typically offer ideas and solutions that are...?

<u>Local Institutions Offer Ideas And Solutions That Are...</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
New and forward-thinking	18%	34%	21%	29%	28%
Adequate but unremarkable	40%	41%	44%	40%	42%
Old and outdated	30%	18%	29%	22%	21%
Don't know / refused	11%	8%	6%	9%	8%



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7. And, which approach would you prefer that local institutions take when faced with challenges and opportunities...

<u>Preferred Approach To Challenges And Opportunities</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Trying new ideas and solutions, even if the outcomes may be uncertain	75%	71%	74%	78%	71%
Relying on tried and tested ideas and solutions, even if means a lack of new thinking	17%	18%	20%	15%	20%
Don't know / refused	8%	11%	6%	7%	9%

8. Which of the following do you think would do the most to improve the quality of life in your local area?

<u>Improve The Quality Of Life In Your Local Area</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
More local investments by government in areas like education and transportation	34%	34%	30%	33%	25%
Lower local and property taxes	20%	29%	19%	16%	21%
More local investments by businesses	17%	14%	22%	22%	22%
A reduction in crime and illegal drugs	16%	10%	16%	13%	16%
More local volunteering in community activities	8%	9%	10%	12%	10%
Don't know / refused	4%	3%	2%	4%	4%

Switching topics to the City of Atlanta...

9. In your opinion, what will the Atlanta economy look like 10 years from now?

<u>Outlook for City's Economy</u>	ATLANTA	AUSTIN	DETROIT
Much improved	19%	20%	27%
Somewhat improved	42%	40%	44%
TOTAL IMPROVED	61%	60%	71%
ABOUT THE SAME	21%	22%	14%
Somewhat worse	9%	10%	8%
Much worse	4%	5%	5%
TOTAL WORSE	13%	15%	13%
Don't know / refused	5%	3%	2%



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10. Now, as you may know, the Atlanta metropolitan area is among the fastest growing cities in the nation in terms of population growth.

Do you believe that this growth has had an overall positive impact or an overall negative impact on your local area?

Growth Impact on Atlanta	ATLANTA	AUSTIN
Overall positive	62%	47%
Overall negative	32%	44%
Neither	3%	6%
Don't know/ refused	3%	3%

11. Which of the following do you think makes the Atlanta area stand out as such a desirable place to live or move to?

Reason why Atlanta is a desirable place to live	ATLANTA
Affordability and low cost of living	37%
Many top national and global companies	22%
Rich cultural and entertainment options	16%
Many top colleges and universities	14%
A high level of civic and community engagement	4%
Don't know / refused	7%

12. And, considering the challenges and opportunities posed by this growth, do you believe your local area is generally prepared or unprepared to handle this growth over the next several years?

Preparedness for Growth in City	ATLANTA	AUSTIN
Prepared	50%	31%
Unprepared	48%	68%
Don't know / refused	2%	1%



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13. Which of the following do you believe is most important for the future of Atlanta’s economy?
 14. Which of the following do you believe makes Atlanta most unique compared to other cities?

<u>Most Important Factor for Atlanta’s Economy and Most Unique Factor</u>	Q13 – Important For Economy	Q14 – Atlanta’s Unique Factor
Transportation	22%	12%
Healthcare	20%	10%
Film and Television	19%	36%
Manufacturing	12%	5%
Media and communications	11%	18%
Finance	11%	8%
Don’t know / refused	5%	10%

15. And, compared to other large cities, do you believe the ideas and solutions being proposed by leaders and local institutions in Atlanta are...

<u>Ideas and Solutions for City</u>	ATLANTA	AUSTIN	DETROIT
More innovative than other cities	18%	30%	10%
Just as or more innovative as other cities, but held back by local challenges	53%	48%	60%
Less innovative than other cities	23%	15%	22%
Don’t know / refused	5%	7%	8%

16. What do you consider to be the biggest challenge facing your local area?

<u>Biggest Challenge for Atlanta</u>	ATLANTA	AUSTIN
Traffic and other issues relating to growth	38%	52%
The quality of the education system	18%	11%
Social problems like crime and poverty	17%	5%
Creating enough good jobs	17%	7%
The cost of housing	4%	17%
Other	4%	5%
Don’t know / refused	1%	2%



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17. How long have you lived in the [insert city name] area?

<u>Length of Residency</u>	ATLANTA	AUSTIN
Less than 5 years	4%	6%
5-9 years	9%	15%
10-14 years	14%	14%
15-19 years	12%	12%
20+ years	42%	31%
Whole Life	19%	21%
Don't know / refused	1%	1%



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18. As you know, there are many famous and prominent people who hail from Atlanta. What one or two living people can you think of who represent an Atlanta success story and someone you are proud to call an Atlantan? This can be someone from the business community, politics, sports, entertainment, or another prominent position.

Prominent People Who Represent An Atlanta Success Story	ATLANTA
Jimmy Carter	14%
Tyler Perry	13%
Andrew Young	12%
Ted Turner	10%
Martin Luther King, Jr.	7%
Kasim Reed	7%
Arthur Blank	7%
Henry Louis "Hank" Aaron	5%
John Lewis	5%
Chris Bridges/Ludacris	3%
Clifford Joseph Harris, Jr. / T.I.	3%
Andre Lauren Benjamin / Andre 3000	2%
Usher Raymond	2%
Maynard Holbrook Jackson, Jr.	2%
Julia Roberts	1%
Dominique Wilkins	1%
Bernard Marcus	1%
S. Truett Cathy	1%
Jeffrey Lamar Williams / Young Thug	1%
Nayvadius Demun Wilburn / Future	1%
Julian Bond	1%
Sonny Perdue	1%
John Smoltz	1%
Herman Cain	1%
William B. Hartsfield	1%
Clark Howard	1%
Evander Holyfield	1%
Janelle Monae	1%
Jeff Foxworthy	1%
Zac Brown	1%
Other people with only one or two mentions	22%
Don't know / refused	18%



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19. And, as you know, Atlanta is home to some prominent businesses and companies. Which companies come to mind at being particularly good for Atlanta, its communities, and its people?

Prominent Businesses and Companies Who Are Particularly Good For Atlanta	ATLANTA
Coca-Cola	44%
The Home Depot	19%
Delta Air Lines	15%
UPS	6%
Turner Broadcasting System	6%
CNN	5%
AT&T	4%
Chick-Fil-A	4%
Film/TV Industry (Generic)	3%
Walmart	2%
Porsche	2%
Georgia Power	2%
Bank of America	2%
Emory Hospital/Medical School	1%
Atlanta Falcons	1%
Healthcare Industry (Generic)	1%
MARTA	1%
Georgia Aquarium	1%
Cox Enterprises	1%
Georgia-Pacific	1%
Mercedes-Benz	1%
Lockheed Martin	1%
Atlanta Hawks	1%
Grady Memorial Hospital	1%
Hospitals (Generic)	1%
Technology Industry (Generic)	1%
Google	1%
Southern Company	1%
Atlanta Gas Light	1%
Atlanta Braves	1%
Tyler Perry Studio	1%
Hartsfield-Jackson Atlanta International Airport	1%
Wells Fargo	1%
Construction Industry (Generic)	1%
Fire Arms Industry (Generic)	1%
Other companies/industries with only one or two mentions	24%
Don't know / refused	10%



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DEMOGRAPHICS

A. County

<u>County</u>	ATLANTA
Fulton County	30%
DeKalb County	21%
Gwinnett County	21%
Cobb County	21%
Clayton County	7%

B. Do you live...?

<u>Atlanta City</u>	ATLANTA
Within the city limits of Atlanta	26%
Elsewhere within the metro area	73%

C. Gender

<u>Gender</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Male	48%	50%	48%	49%	49%
Female	52%	50%	52%	51%	51%

D. Age

<u>Age</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
18 – 29	20%	23%	18%	22%	22%
30 – 39	19%	22%	17%	20%	17%
40 – 49	20%	20%	16%	20%	18%
50 – 59	19%	17%	21%	18%	16%
60 – 64	7%	7%	9%	7%	8%
65+	15%	11%	19%	13%	18%
Refused	--	--	--	*	1%



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E. What is your main ethnic or racial background?

<u>Race/Ethnicity</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
White or Caucasian	44%	57%	69%	70%	68%
Hispanic or Latino	8%	27%	3%	16%	10%
African-American or Black	39%	7%	22%	7%	12%
Asian-American or Asian	2%	4%	1%	1%	2%
Native American	1%	*	*	1%	1%
Other	3%	2%	3%	3%	4%
Don't know / refused	3%	3%	2%	2%	3%

F. Are you registered to vote?

<u>Registered to Vote</u>	ATLANTA	AUSTIN	DETROIT
Yes	95%	89%	84%
No	5%	11%	13%
Don't know / refused	*	--	3%

G. Thinking about children, which of the following describes you?

<u>Children</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Parents (multiple responses accepted)	62%	64%	64%	71%	70%
I have school-age children	28%	34%	24%	41%	32%
I have adult children age 18 or older	39%	36%	45%	36%	45%
Non-Parents	34%	34%	35%	29%	27%
I have no children but hope to one day	18%	21%	20%	12%	17%
I have no children and no plans to have any	16%	13%	15%	17%	11%
Don't know / refused	4%	1%	2%	1%	3%



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H. What is the last grade of formal education you have completed?

<u>Education</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Less than high school	1%	2%	2%	2%	5%
High school graduate	14%	21%	22%	15%	23%
Some college/vocational school	21%	27%	29%	33%	28%
College graduate	42%	31%	29%	32%	28%
Post graduate	19%	18%	17%	18%	14%
Don't know / refused	3%	1%	2%	*	1%

I. And, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

<u>Party Affiliation</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Republican	17%	23%	18%	24%	23%
Democrat	40%	33%	28%	31%	25%
Total Independent /Other	39%	41%	49%	43%	49%
Independent	23%	23%	28%	29%	29%
Something Else	14%	17%	19%	13%	18%
Other	2%	1%	2%	1%	2%
Don't know / refused	4%	2%	5%	2%	3%

J. Which of the following best describes your current employment status?

<u>Employment Status</u>	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Employed full-time	57%	56%	48%	62%	46%
Employed part-time	7%	12%	9%	10%	10%
Retired	17%	15%	23%	14%	22%
Student	3%	6%	5%	2%	7%
Homemaker	6%	5%	3%	6%	5%
Unemployed and looking for work	3%	2%	7%	3%	5%
Unemployed but not looking for work	2%	2%	3%	2%	3%
Don't know / refused	5%	2%	2%	1%	2%



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K. People are often classified in different economic categories. Do you consider yourself to be...?

Economic Status	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Upper Class	4%	3%	3%	3%	2%
Upper Middle Class	22%	24%	19%	20%	14%
Middle Class	46%	48%	45%	47%	47%
Lower Middle Class	17%	18%	21%	19%	22%
Lower Class	5%	4%	10%	9%	12%
Don't know / refused	7%	3%	3%	2%	3%

L. Please tell me which of the following categories best applies to your total annual household income?

Annual Household Income	ATLANTA	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Less than \$15,000	5%	4%	9%	7%	11%
\$15,000 to less than \$30,000	9%	12%	15%	12%	14%
\$30,000 to less than \$50,000	13%	16%	16%	16%	16%
\$50,000 to less than \$75,000	17%	16%	14%	15%	16%
\$75,000 to less than \$100,000	14%	17%	12%	14%	13%
\$100,000 to less than \$200,000	18%	18%	15%	20%	14%
\$200,000 or more	7%	6%	6%	6%	3%
Don't know / refused	17%	11%	14%	10%	13%

M. Which most accurately describes your current living situation?

Current Living Situation	ATLANTA	AUSTIN	DETROIT
I rent my home	22%	23%	23%
I own my home, but pay a mortgage	51%	52%	42%
I have paid off my mortgage and own my home fully	19%	19%	26%
Other	3%	4%	NA
Don't know/ refused (<i>Other included for Detroit</i>)	4%	3%	9%



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N. How likely are you to vote in the 2016 election for president?

Likelihood to Vote in 2016	ATLANTA	AUSTIN	DETROIT
Very likely	82%	79%	76%
Somewhat likely	7%	9%	9%
Not very likely	3%	3%	3%
Not at all likely	3%	6%	9%
Don't know / refused	6%	4%	3%

O. Which best describes your vote history?

Vote History	ATLANTA	AUSTIN	DETROIT
I almost always vote in every local, state, and national election	45%	35%	44%
I try to vote in every election, but sometimes miss local elections	28%	35%	25%
I usually vote only in national elections	12%	10%	9%
I usually vote only in local and state elections	2%	1%	1%
I rarely vote at all	3%	5%	15%
I never vote	5%	10%	NA
I was under 18 for the last election	*	2%	NA
Don't know / refused	4%	2%	5%

