

Heartland Monitor Poll - Austin Metro Supplement

Sample of 400 ADULTS AGE 18+ IN AUSTIN METRO AREA (200 on landline, 200 on cell)
 (Sample Margin of Error for 400 Respondents = $\pm 4.9\%$ in 95 out of 100 cases)
 Conducted July 8-12, 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

5/15 National Audience: N=1,000 American Adults Age 18+; conducted May 17-27, 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>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
The state and local level	44%	49%	63%	64%
The national level	39%	27%	15%	26%
Don't know / refused	17%	24%	23%	10%

2. Overall, when you think about the biggest economic and social challenges facing America, do you think new ideas and solutions are more likely to come from...?

<u>New Ideas And Solutions Come From...</u>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
State and Local institutions like government, businesses, and volunteer or community organizations because they are closer to the problems, are more adaptable, and have more at stake in finding solutions.	69%	69%	69%	69%
National institutions like the federal government, national businesses, and major non-profit organizations because they have more financial resources, experience, and long-term stability.	24%	23%	21%	22%
Don't know / refused	8%	9%	10%	10%



Heartland Monitor Poll - Austin Metro Supplement

And, on some specific issues and situations, which of the following do you think would do a better job, national institutions like I just described or state and local institutions?

Who Would Do A Better Job At... (Ranked by State & Local Institutions for Austin Audience)		State & Local Institutions	National Institutions	DK/Ref
8. Making neighborhoods more attractive places to live	AUSTIN	94%	4%	2%
	DETROIT	89%	8%	3%
	DENVER	95%	3%	3%
	2/15 NATIONAL	89%	9%	2%
3. Developing new products and services that create new jobs	AUSTIN	67%	26%	7%
	DETROIT	67%	27%	6%
	DENVER	67%	26%	8%
	2/15 NATIONAL	63%	30%	7%
4. Improving the way we educate young people	AUSTIN	65%	30%	5%
	DETROIT	65%	28%	7%
	DENVER	70%	26%	5%
	2/15 NATIONAL	66%	29%	5%
7. Finding new ways to provide more opportunity to poor people	AUSTIN	60%	34%	5%
	DETROIT	65%	29%	6%
	DENVER	67%	29%	4%
	2/15 NATIONAL	63%	32%	6%
6. Ensuring that businesses are regulated fairly and consistently	AUSTIN	51%	45%	4%
	DETROIT	49%	46%	5%
	DENVER	49%	44%	6%
	2/15 NATIONAL	51%	43%	6%
9. Improving wages and living standards for average families	AUSTIN	46%	48%	5%
	DETROIT	56%	39%	5%
	DENVER	53%	41%	6%
	2/15 NATIONAL	57%	39%	5%
5. Finding new ways to save energy and improve the environment	AUSTIN	44%	51%	5%
	DETROIT	41%	54%	5%
	DENVER	51%	44%	4%
	2/15 NATIONAL	43%	51%	6%



Heartland Monitor Poll - Austin Metro Supplement

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.

10. 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>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Right Direction	73%	69%	75%	66%
Wrong Track	21%	25%	19%	25%
Neither	4%	4%	2%	5%
Don't know / refused	1%	3%	4%	4%

11. 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>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
Approve	62%	56%	58%	60%
Disapprove	29%	34%	28%	31%
Don't know / refused	9%	11%	14%	9%

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

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



Heartland Monitor Poll - Austin Metro Supplement

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

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

14. 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>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
New and forward-thinking	34%	21%	29%	28%
Adequate but unremarkable	41%	44%	40%	42%
Old and outdated	18%	29%	22%	21%
Don't know / refused	8%	6%	9%	8%

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

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



Heartland Monitor Poll - Austin Metro Supplement

16. 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>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL
More local investments by government in areas like education and transportation	34%	30%	33%	25%
Lower local and property taxes	29%	19%	16%	21%
More local investments by businesses	14%	22%	22%	22%
A reduction in crime and illegal drugs	10%	16%	13%	16%
More local volunteering in community activities	9%	10%	12%	10%
Don't know / refused	3%	2%	4%	4%

Switching topics to the City of Austin...

17. In your opinion, what will the [insert city name] economy look like 10 years from now?

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

18. Now, as you may know, the Austin metropolitan area is among the top five 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?

<u>Growth Impact on Austin</u>	AUSTIN
Overall positive	47%
Overall negative	44%
Neither	6%
Don't know/ refused	3%



Heartland Monitor Poll - Austin Metro Supplement

19. 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 Austin	AUSTIN
Prepared	31%
Unprepared	68%
Don't know / refused	1%

20. What do you think is the principal reason for this growth?

Principal Reason for this Growth	AUSTIN
The increase in jobs related to the high tech and biotech industries	39%
The Austin area's attractive quality of life	25%
Texas' low taxes and less regulation of businesses	16%
Interest generated by events like the South by Southwest Festival	7%
The Austin area's K-12 and post-secondary education systems	4%
The increase in jobs related to the oil and gas industry	3%
Don't know / refused	5%

21. Which of the following do you believe is most important for the future of Austin's economy?

22. Which of the following do you believe makes Austin most unique compared to other cities?

Most Important Factor for Austin's Economy and Most Unique Factor	Q21 – Important For Economy	Q22 – Austin's Unique Factor
The High-Technology Industry	47%	12%
The Clean Energy Industry	11%	4%
The Music and Arts Scene	10%	65%
The Biotech and Pharmaceutical Industries	8%	1%
The University	8%	8%
State Government	7%	3%
The Oil and Gas Industry	4%	1%
Don't know / refused	5%	5%



Heartland Monitor Poll - Austin Metro Supplement

23. And, compared to other large cities, do you believe the ideas and solutions being proposed by leaders and local institutions in [insert city name] are...

Ideas and Solutions for City	AUSTIN	DETROIT
More innovative than other cities	30%	10%
Just as or more innovative as other cities, but held back by local challenges	48%	60%
Less innovative than other cities	15%	22%
Don't know / refused	7%	8%

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

Biggest Challenge for Austin	AUSTIN
Traffic and other issues relating to growth	52%
The cost of housing	17%
The quality of the education system	11%
Creating enough good jobs	7%
Social problems like crime and poverty	5%
Other	5%
Don't know / refused	2%

25. How long have you lived in the Austin area?

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



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26. And, if you had to choose, which would you consider yourself to be?

Locality Self-Identity	AUSTIN
A Texan	49%
An Austinite	44%
Don't know / refused	7%



Heartland Monitor Poll - Austin Metro Supplement

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

Prominent People Who Represent An Austin Success Story	AUSTIN
Willie Nelson	21%
Matthew McConaughey	16%
Michael Dell / Dell Computers	13%
Sandra Bullock	11%
Stevie Ray Vaughn	4%
Ann Richards	3%
Rick Perry	3%
Lance Armstrong	3%
George W. Bush	2%
Lloyd Doggett	2%
Drew Brees	2%
Vince Young	2%
Kirk Watson	1%
Earl Campbell	1%
Leslie Cochran	1%
Greg Abbott	1%
Ted Cruz	1%
Wendy Davis	1%
Richard Linklater	1%
Mack Brown	1%
Gonzalo Barrientos	1%
Darrell Royal	1%
Andy Roddick	1%
Lyndon Johnson	1%
Lady Bird Johnson	1%
Other people with only one or two mentions	21%
Don't know / refused	25%



Heartland Monitor Poll - Austin Metro Supplement

DEMOGRAPHICS

A. County

<u>County</u>	AUSTIN
Travis County	61%
Williamson County	24%
Hays County	9%
Bastrop County	4%
Caldwell County	2%

B. Do you live...?

<u>Austin City</u>	AUSTIN
Within the city limits of Austin	50%
Elsewhere within the county	50%

C. Gender

<u>Gender</u>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Male	50%	48%	49%	49%	49%
Female	50%	52%	51%	51%	51%



Heartland Monitor Poll - Austin Metro Supplement

D. Age

<u>Age</u>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
18 – 29	23%	18%	22%	22%	22%
30 – 39	22%	17%	20%	17%	17%
40 – 49	20%	16%	20%	18%	19%
50 – 59	17%	21%	18%	16%	18%
60 – 64	7%	9%	7%	8%	7%
65+	11%	19%	13%	18%	17%
Refused	--	--	*	1%	--

E. What is your main ethnic or racial background?

<u>Race/Ethnicity</u>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
White or Caucasian	57%	69%	70%	68%	67%
Hispanic or Latino	27%	3%	16%	10%	12%
African-American or Black	7%	22%	7%	12%	12%
Asian-American or Asian	4%	1%	1%	2%	2%
Native American	*	*	1%	1%	1%
Other	2%	3%	3%	4%	3%
Don't know / refused	3%	2%	2%	3%	3%

F. Are you registered to vote?

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



Heartland Monitor Poll - Austin Metro Supplement

G. Which of the following best describes your current relationship status? Are you . . .

Marital Status	AUSTIN	DENVER	2/15 NATIONAL	5/15 NATIONAL
Married	51%	52%	48%	47%
Not married but living together with a partner	6%	10%	8%	7%
Single and never married	24%	23%	22%	27%
Divorced	10%	10%	10%	9%
Separated	2%	1%	3%	2%
Widowed	4%	4%	6%	7%
Don't know / refused	2%	1%	2%	2%

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

Children	AUSTIN	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Parents (multiple responses accepted)	64%	64%	71%	70%	66%
I have school-age children	34%	24%	41%	32%	29%
I have adult children age 18 or older	36%	45%	36%	45%	44%
Non-Parents	34%	35%	29%	27%	32%
I have no children but hope to one day	21%	20%	12%	17%	19%
I have no children and no plans to have any	13%	15%	17%	11%	14%
Don't know / refused	1%	2%	1%	3%	2%

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

Education	AUSTIN	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Less than high school	2%	2%	2%	5%	4%
High school graduate	21%	22%	15%	23%	18%
Some college/vocational school	27%	29%	33%	28%	32%
College graduate	31%	29%	32%	28%	27%
Post graduate	18%	17%	18%	14%	17%
Don't know / refused	1%	2%	*	1%	2%



Heartland Monitor Poll - Austin Metro Supplement

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

<u>Party Affiliation</u>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Republican	23%	18%	24%	23%	19%
Democrat	33%	28%	31%	25%	27%
Total Independent /Other	41%	49%	43%	49%	47%
Independent	23%	28%	29%	29%	27%
Something Else	17%	19%	13%	18%	17%
Other	1%	2%	1%	2%	3%
Don't know / refused	2%	5%	2%	3%	6%

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

<u>Employment Status</u>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Employed full-time	56%	48%	62%	46%	44%
Employed part-time	12%	9%	10%	10%	10%
Retired	15%	23%	14%	22%	21%
Student	6%	5%	2%	7%	6%
Homemaker	5%	3%	6%	5%	6%
Unemployed and looking for work	2%	7%	3%	5%	6%
Unemployed but not looking for work	2%	3%	2%	3%	3%
Don't know / refused	2%	2%	1%	2%	4%

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

<u>Economic Status</u>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Upper Class	3%	3%	3%	2%	2%
Upper Middle Class	24%	19%	20%	14%	14%
Middle Class	48%	45%	47%	47%	45%
Lower Middle Class	18%	21%	19%	22%	25%
Lower Class	4%	10%	9%	12%	9%
Don't know / refused	3%	3%	2%	3%	5%



Heartland Monitor Poll - Austin Metro Supplement

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

<u>Annual Household Income</u>	AUSTIN	DETROIT	DENVER	2/15 NATIONAL	5/15 NATIONAL
Less than \$15,000	4%	9%	7%	11%	10%
\$15,000 to less than \$30,000	12%	15%	12%	14%	14%
\$30,000 to less than \$50,000	16%	16%	16%	16%	20%
\$50,000 to less than \$75,000	16%	14%	15%	16%	19%
\$75,000 to less than \$100,000	17%	12%	14%	13%	11%
\$100,000 to less than \$200,000	18%	15%	20%	14%	14%
\$200,000 or more	6%	6%	6%	3%	3%
Don't know / refused	11%	14%	10%	13%	9%

N. Which most accurately describes your current living situation?

<u>Current Living Situation</u>	AUSTIN	DETROIT	5/15 NATIONAL
I rent my home	23%	23%	34%
I own my home, but pay a mortgage	52%	42%	32%
I have paid off my mortgage and own my home fully	19%	26%	24%
Other	4%	NA	NA
Don't know/ refused (<i>Other included for Detroit and 5/15 National</i>)	3%	9%	9%

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

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



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P. Which best describes your vote history?

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