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## Survey Notes

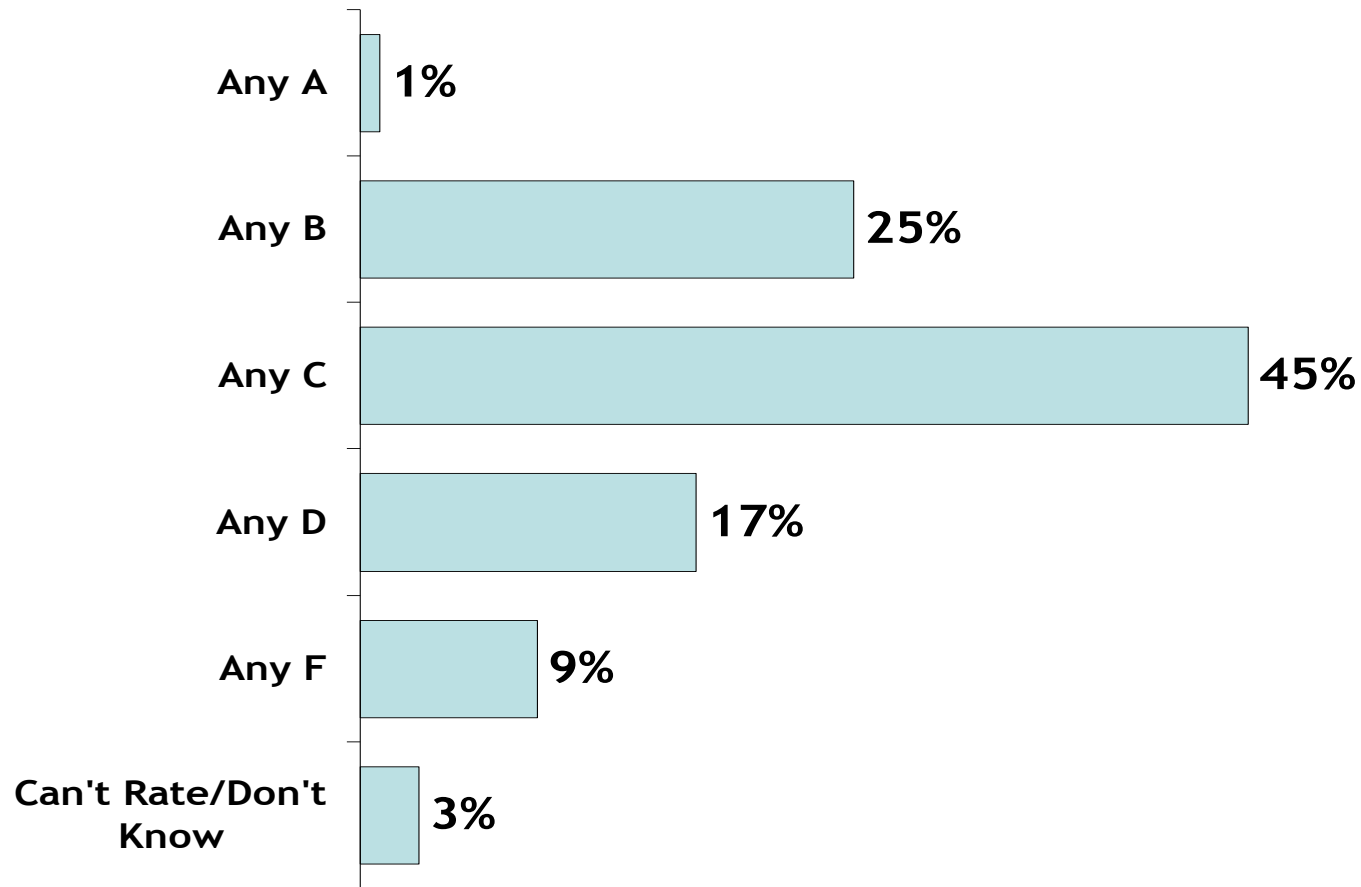
*This survey of 500 registered City of Austin voters was conducted via telephone in June 2003 by Liveable City and Opinion Analysts, a leading Austin research company.*

*The degree of confidence at the 95% interval is + or - 4.4%.*

*For further information about this survey, contact Brian Donovan, Executive Director, Liveable City, 512-481-8400 or [brian@liveablecity.org](mailto:brian@liveablecity.org)*

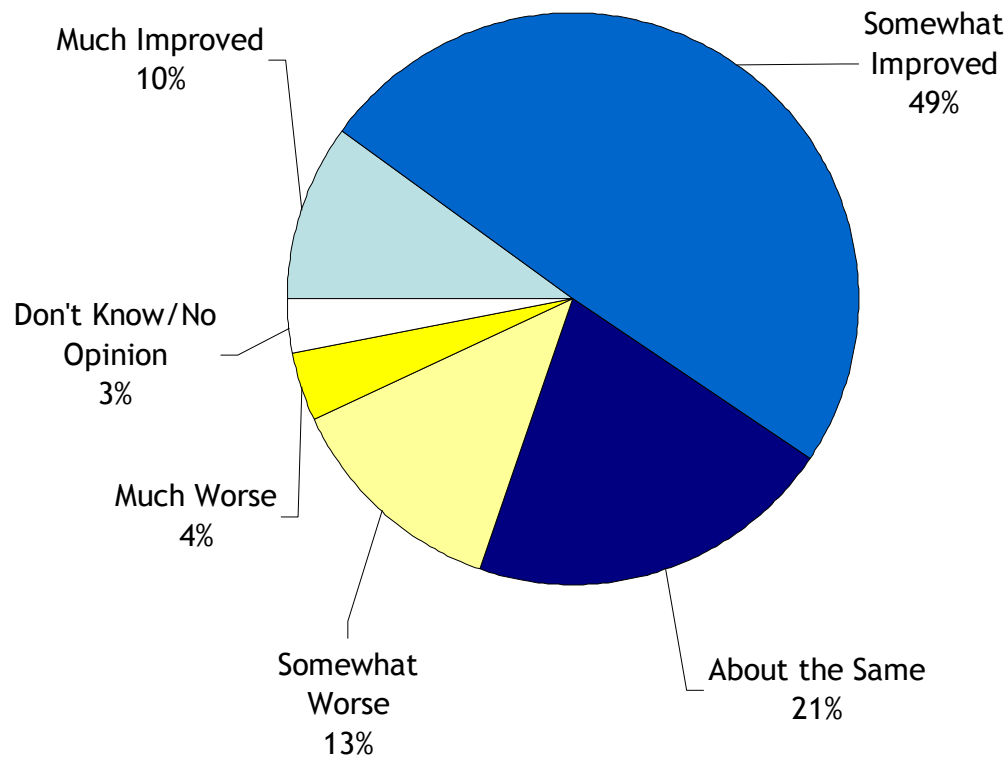
# Grade for Austin's Economy

*Thinking about the current performance of the local economy, if you were to give it a letter grade, what would that grade be?*



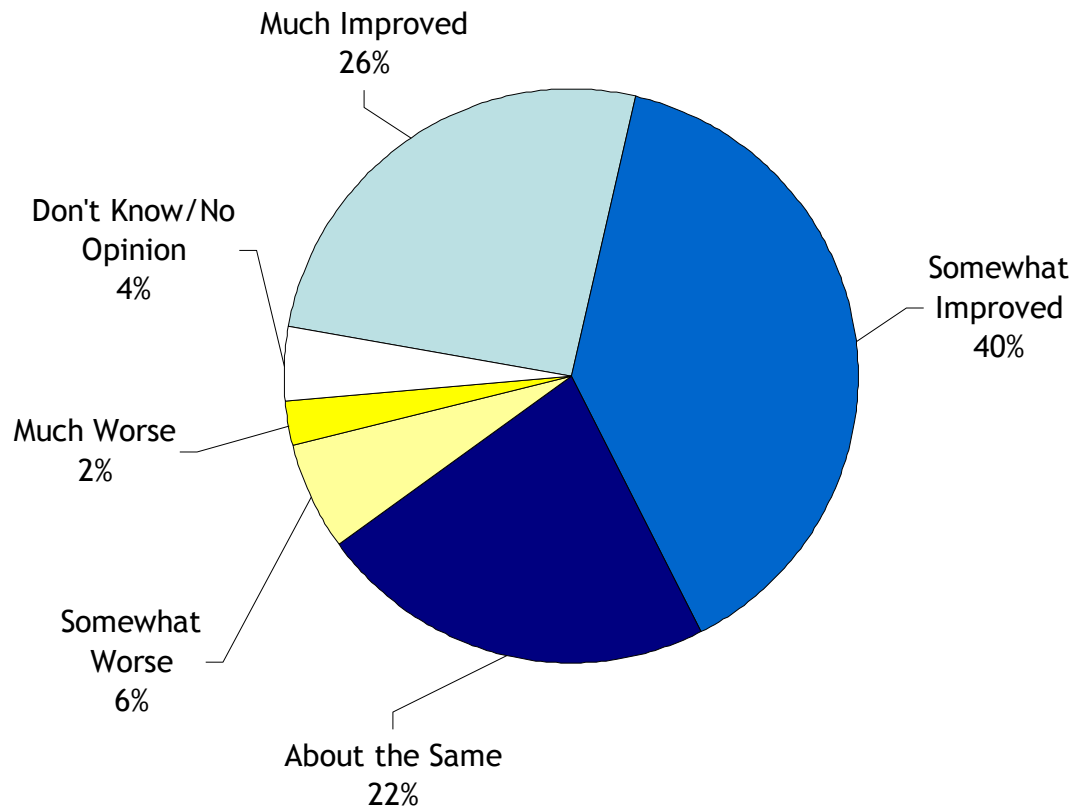
# Economic Expectations

*How do you think the local economy will perform over the next three years – will it be much improved, somewhat improved, about the same, somewhat worse, or much worse?*



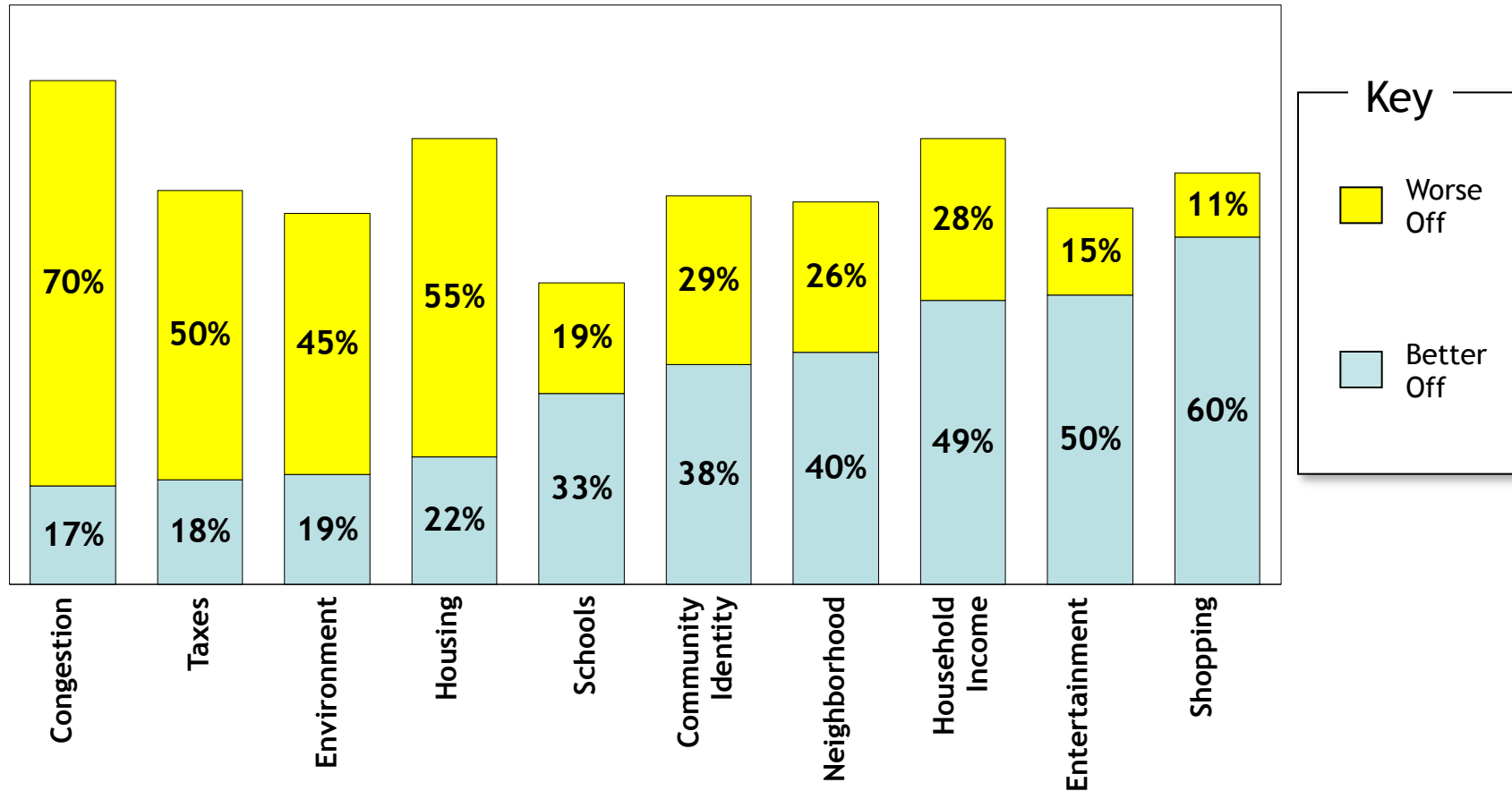
# Impact of Boom

*For several years in the late '90s, the economy was strong both locally and nationally. During that time, was the quality of life for you and your family much improved, somewhat improved, somewhat worse or much worse as a result?*



# Comparative Impact of Boom on Specific Areas<sup>(1)</sup>

*What about in these specific areas? Do you feel that the economic boom of the '90s made you and your family better or worse off in terms of:*

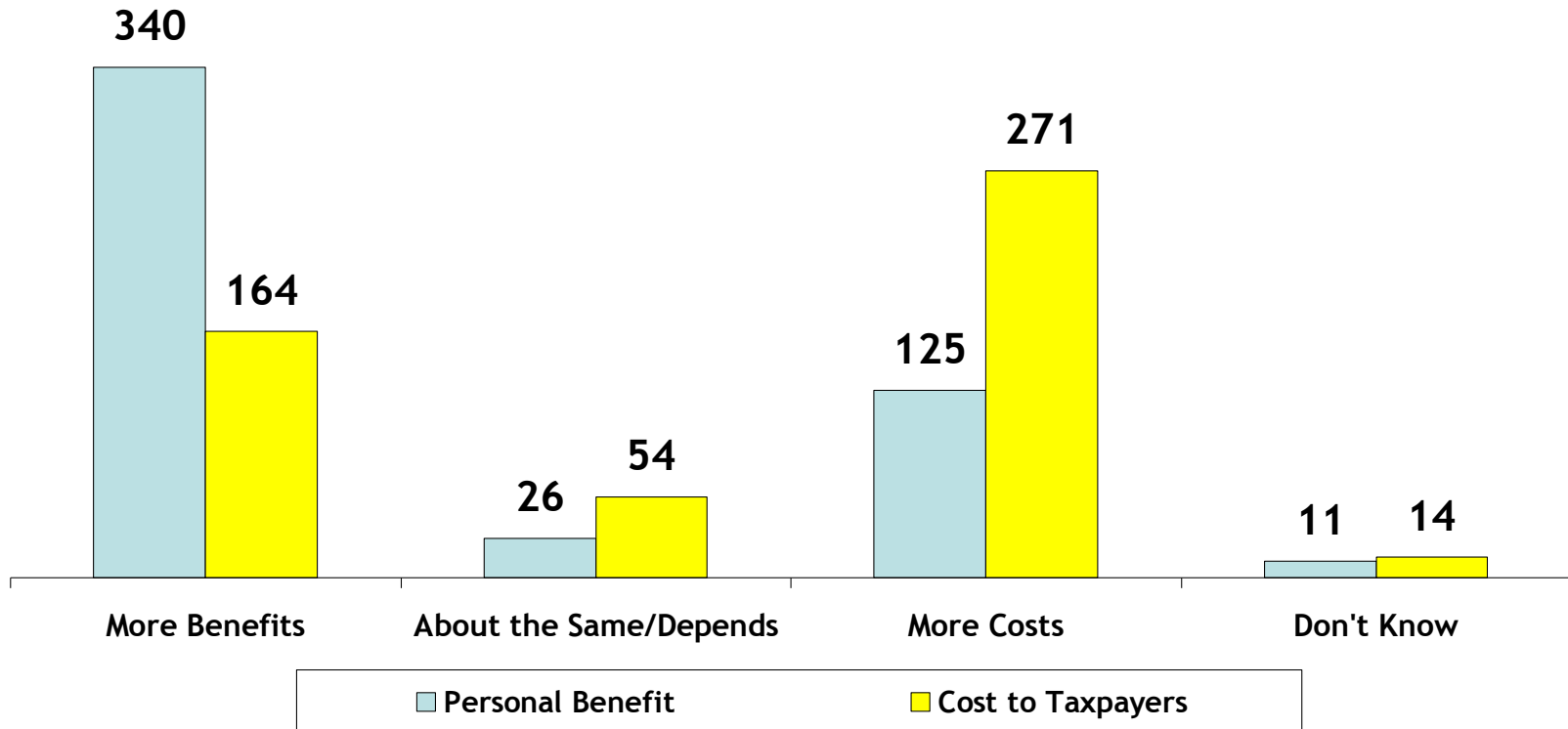


Note (1): 'Some of Each' and 'No Opinion' percentages not shown for chart clarity. Contact Liveable City if you are interested in this data.

# Personal Benefit from Growth

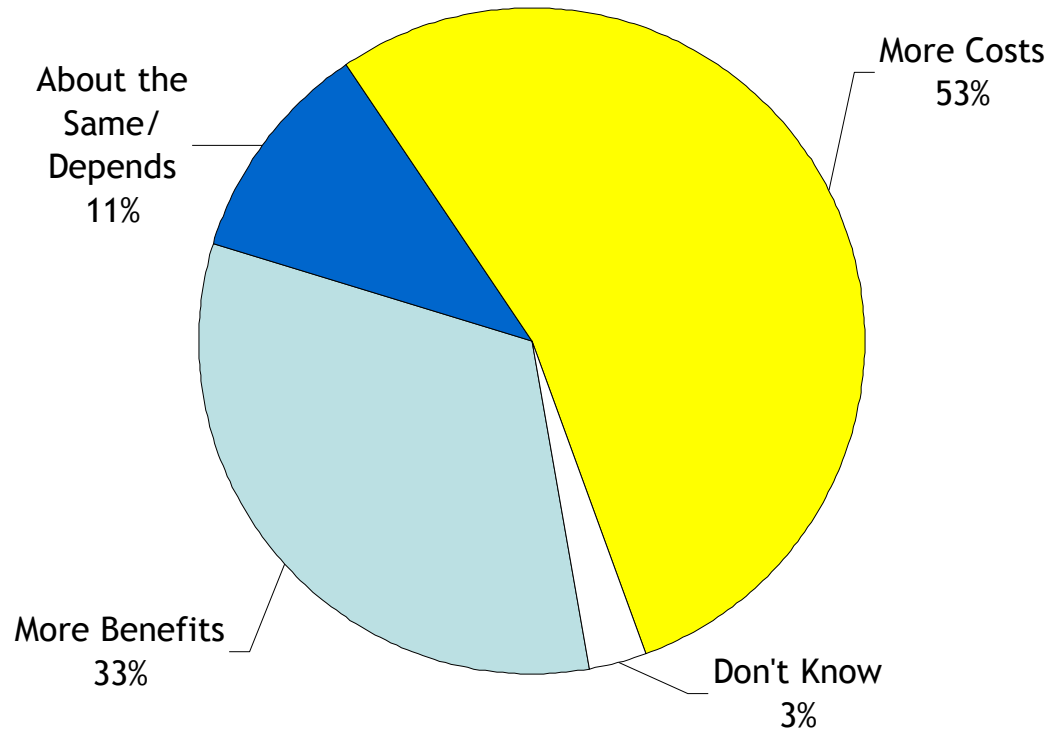
## Economic Growth Benefit and Costs to Taxpayers

- *Do you feel that you personally benefit, either directly or indirectly, from economic growth in your area?*
- *On the whole, do you think that growth has more benefits than costs or more costs than benefits for local taxpayers?*



# Population Growth Benefit and Costs to Community

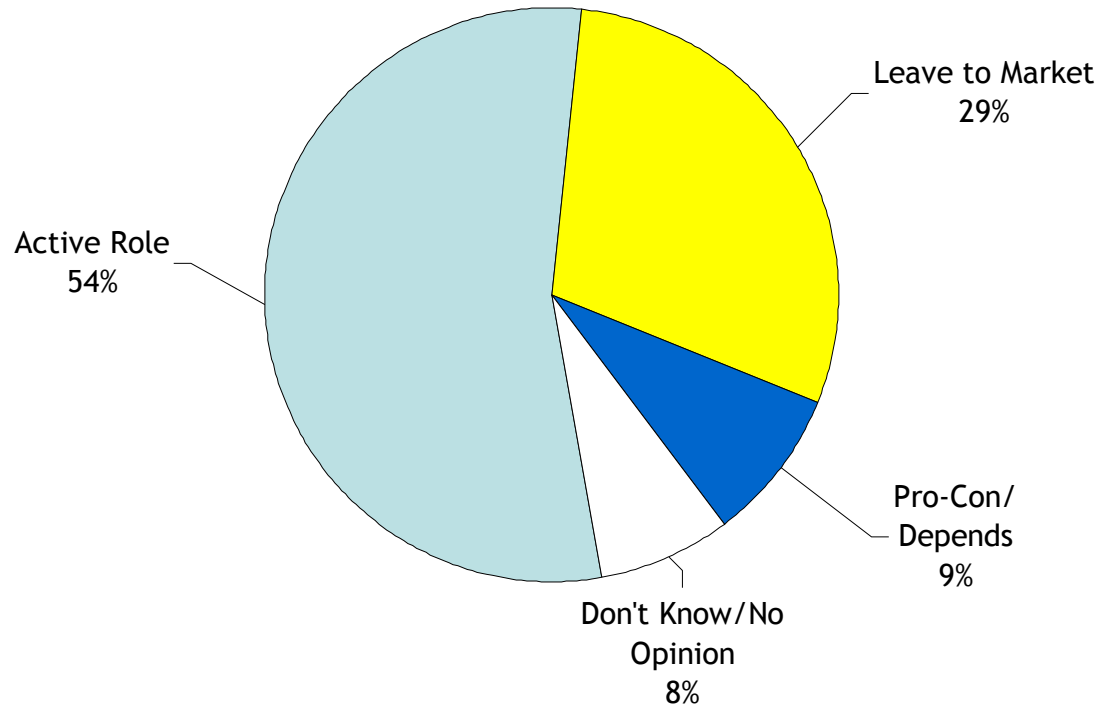
*Economic growth also brings new people to the area. Do you feel that such population growth has more benefits or costs for a community?*





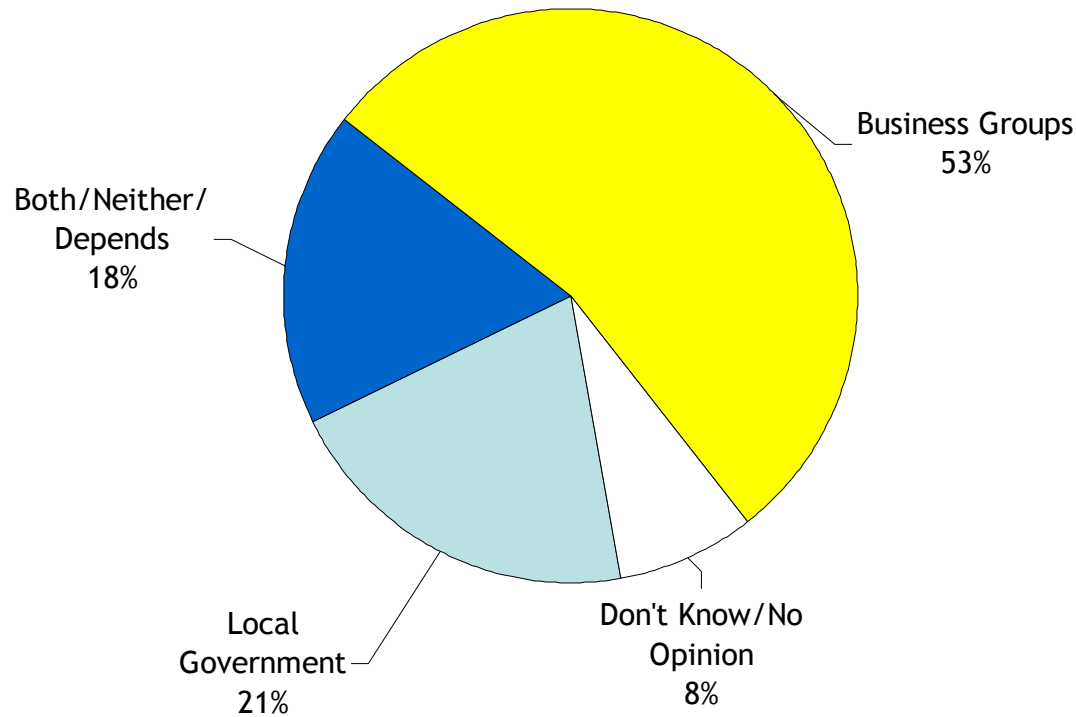
# Government Role in Economy

*Do you feel that local government – city council and county commissioners – should take an active role in shaping the local economy, or that the economy is better left to market forces to determine?*



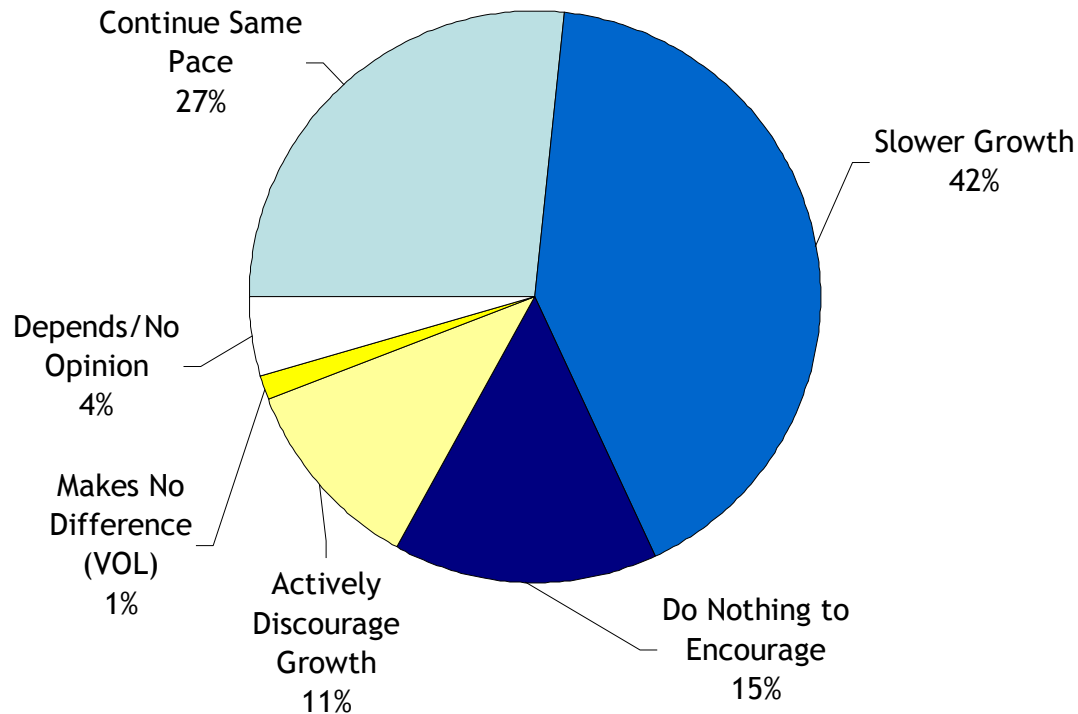
# Confidence in Local Government and Business Groups

*On issues of economic development, such as recruiting businesses to this area, do you have more confidence in the efforts of local government officials or in business groups like the Chamber of Commerce?*



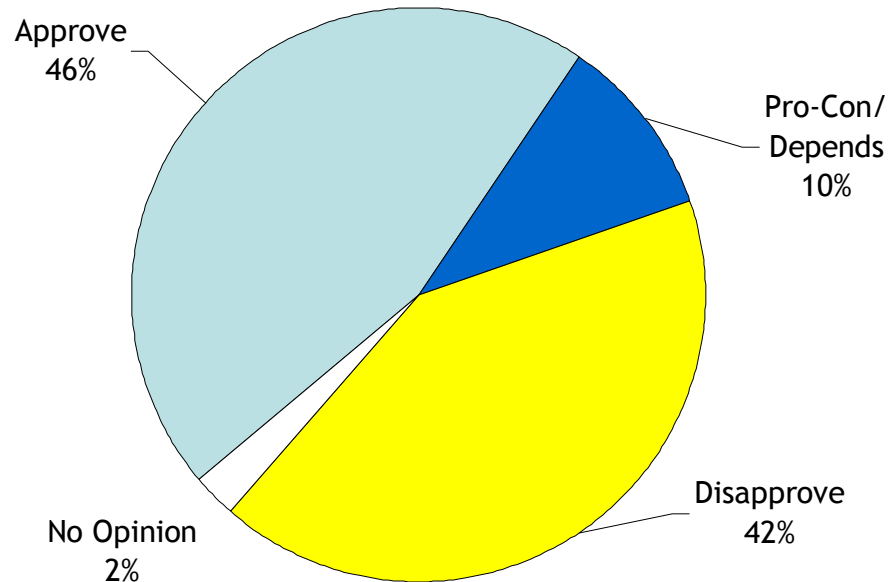
# Growth Rate

*The Austin metropolitan area has grown rapidly in recent years. To the extent that the decisions of local governments influence such growth, would you like to see your local government policies encourage continued growth at a similar rate, encourage growth but at a slower pace, do nothing to encourage further growth, or actively discourage growth?*



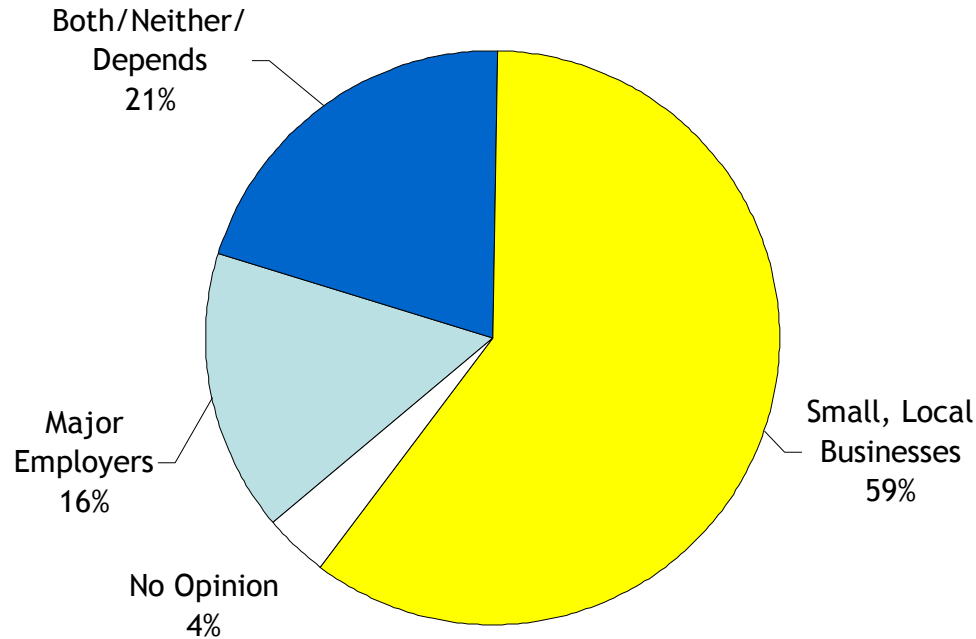
# General Position on Incentives

*Do you generally approve or generally disapprove of local governments offering incentives to private businesses to encourage them to locate or stay in the area?*



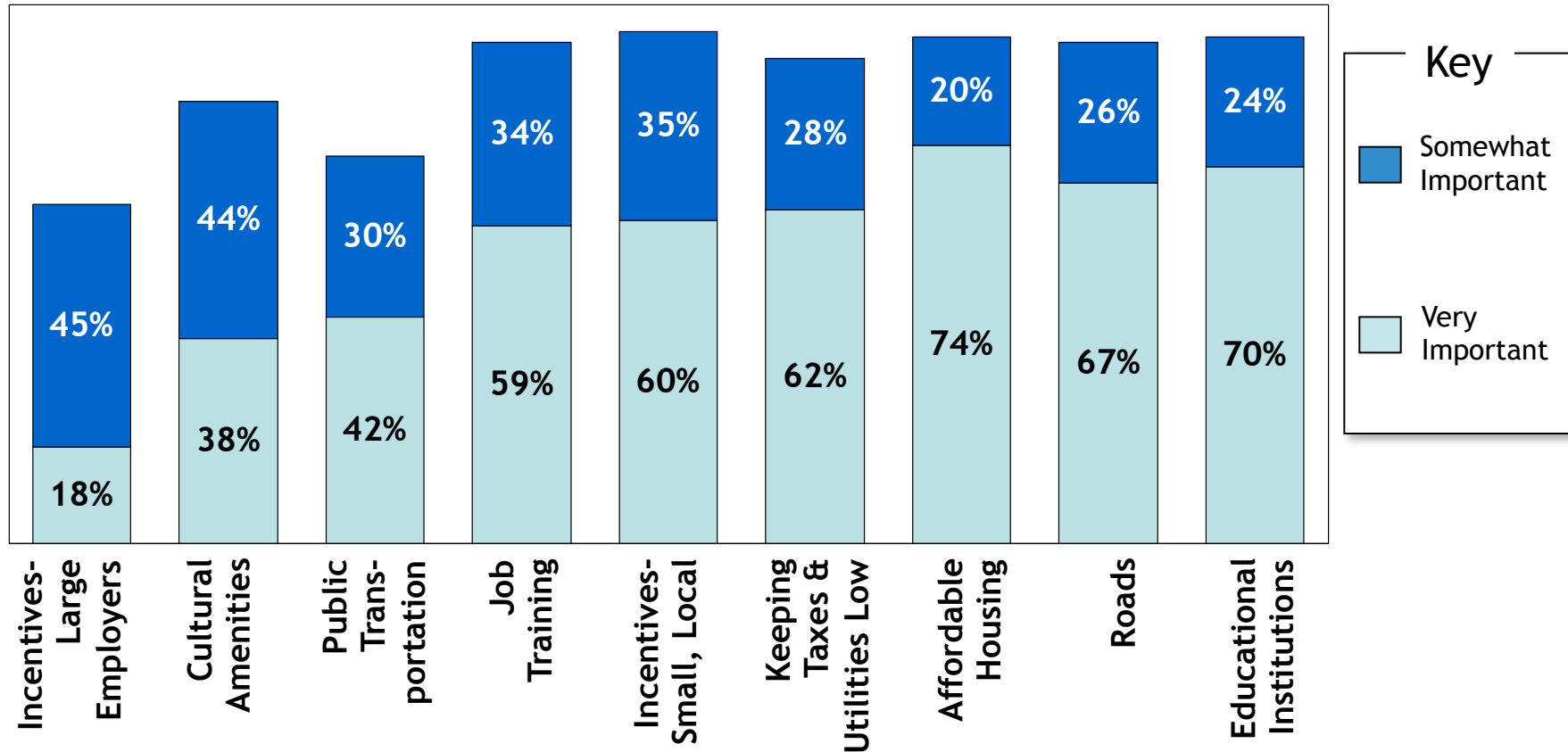
# Local Government Focus on Big & Small Business

*Do you feel that local government's efforts to promote economic growth should focus more on large major employers or on smaller, locally-owned businesses?*



# Priorities for Austin Economy<sup>(1)</sup>

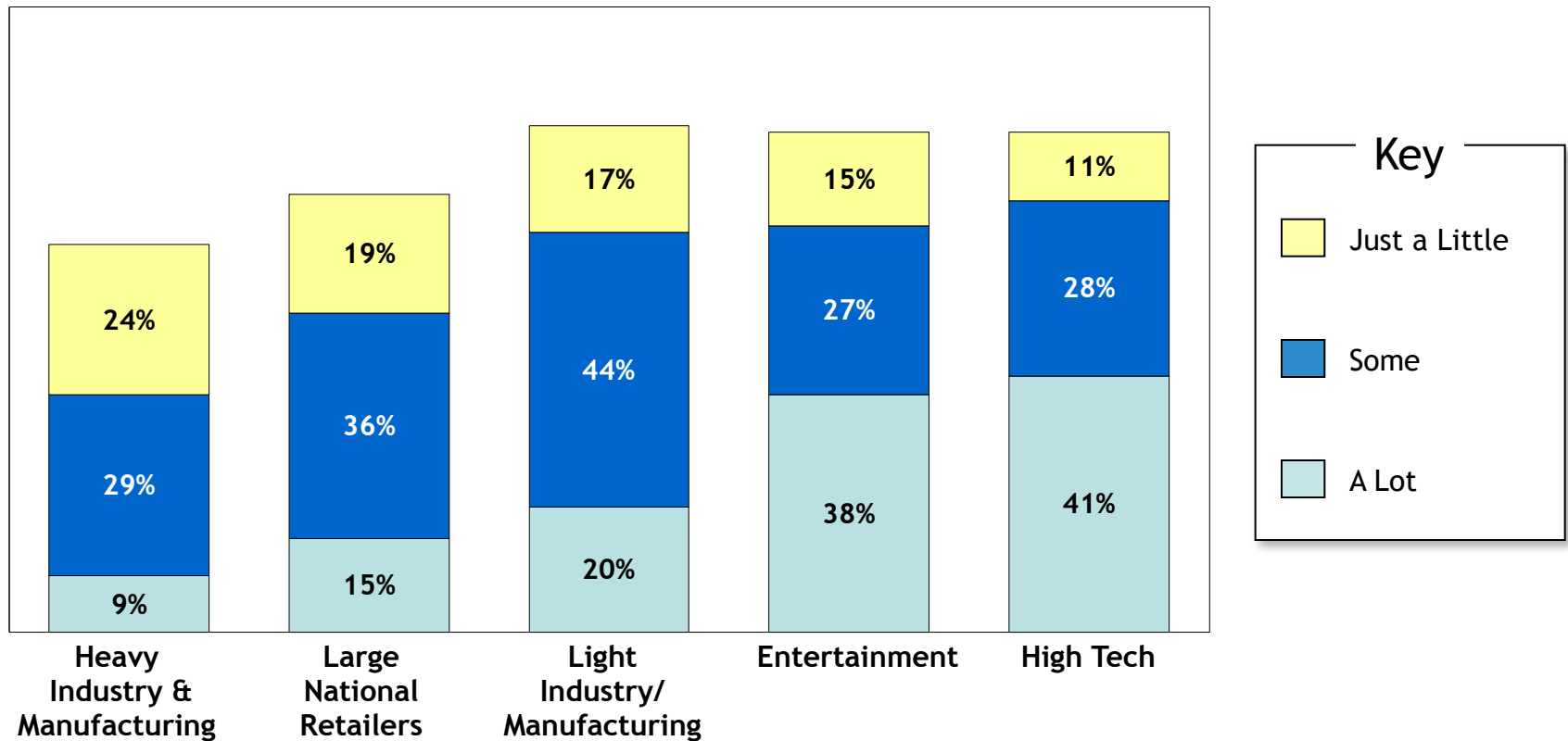
For each specific item, please tell us whether you think it is very important, somewhat important in supporting the local economy. First...



Note (1): 'Not Important' and 'Depends/No Opinion' percentages not shown for chart clarity. Contact Liveable City if you are interested in this data.

# Resources for Key Industries<sup>(1)</sup>

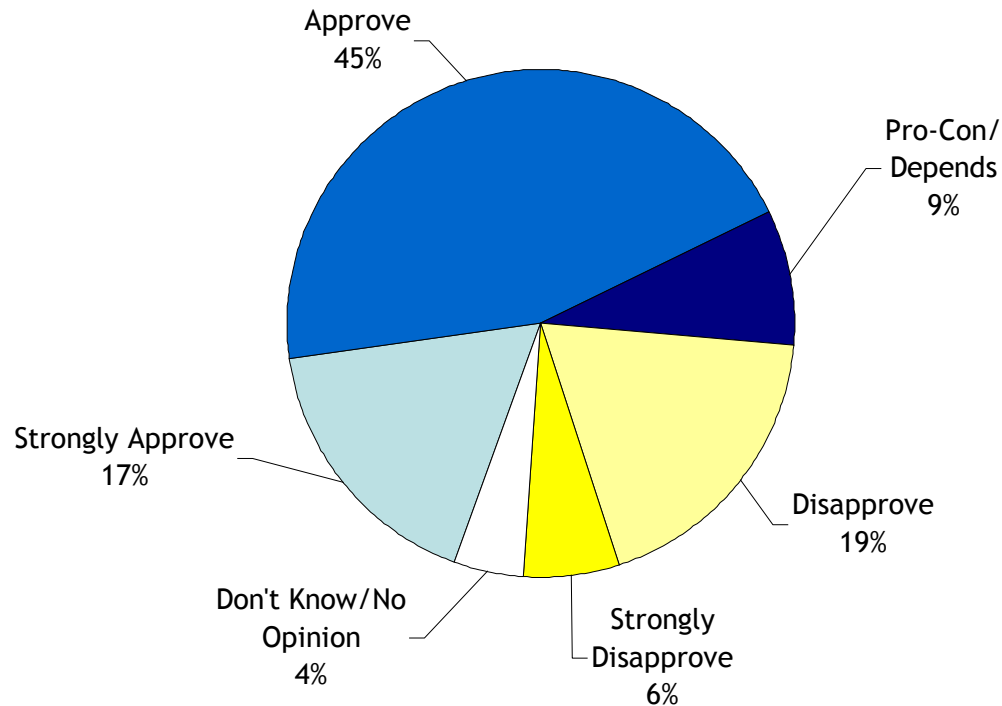
*If your local governments put resources into promoting economic growth here, would you like to see a lot, some, just a little, or none at all devoted to these kinds of businesses?*



Note (1): 'None' and 'Depends' percentages not shown for chart clarity. Contact Liveable City if you are interested in this data.

# Support for Growth Area Incentives

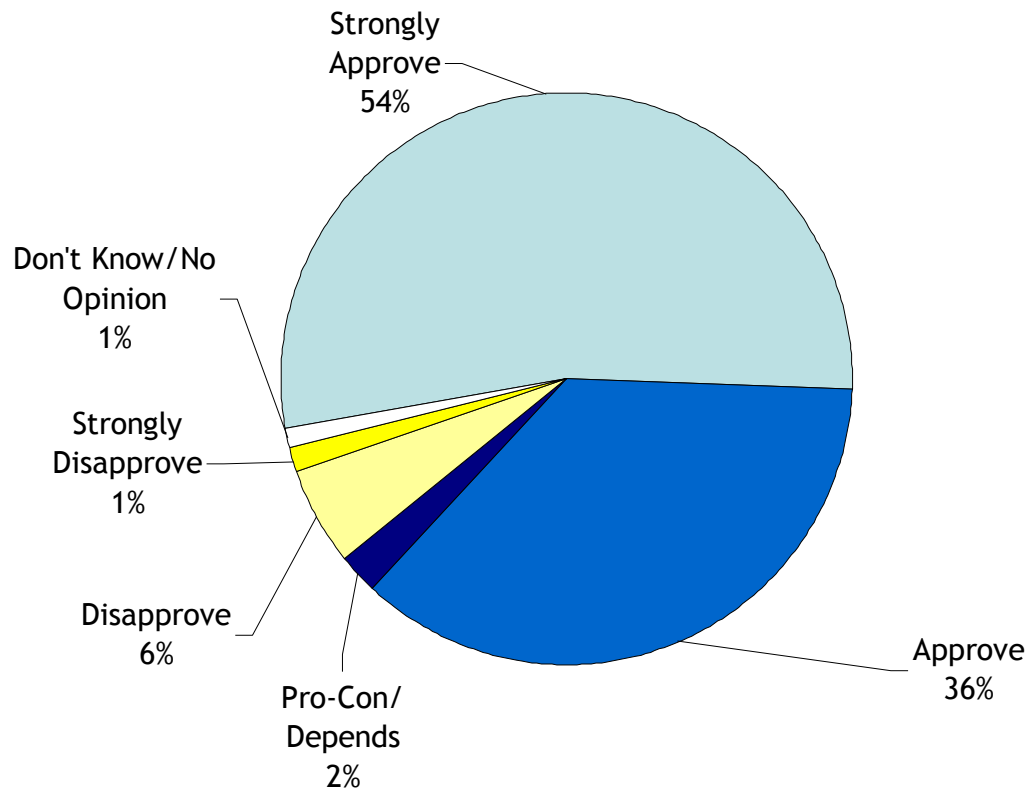
*Do you strongly approve, approve, disapprove, or strongly disapprove of local government using incentives and zoning policies to direct economic growth to particular geographic areas within the city?*





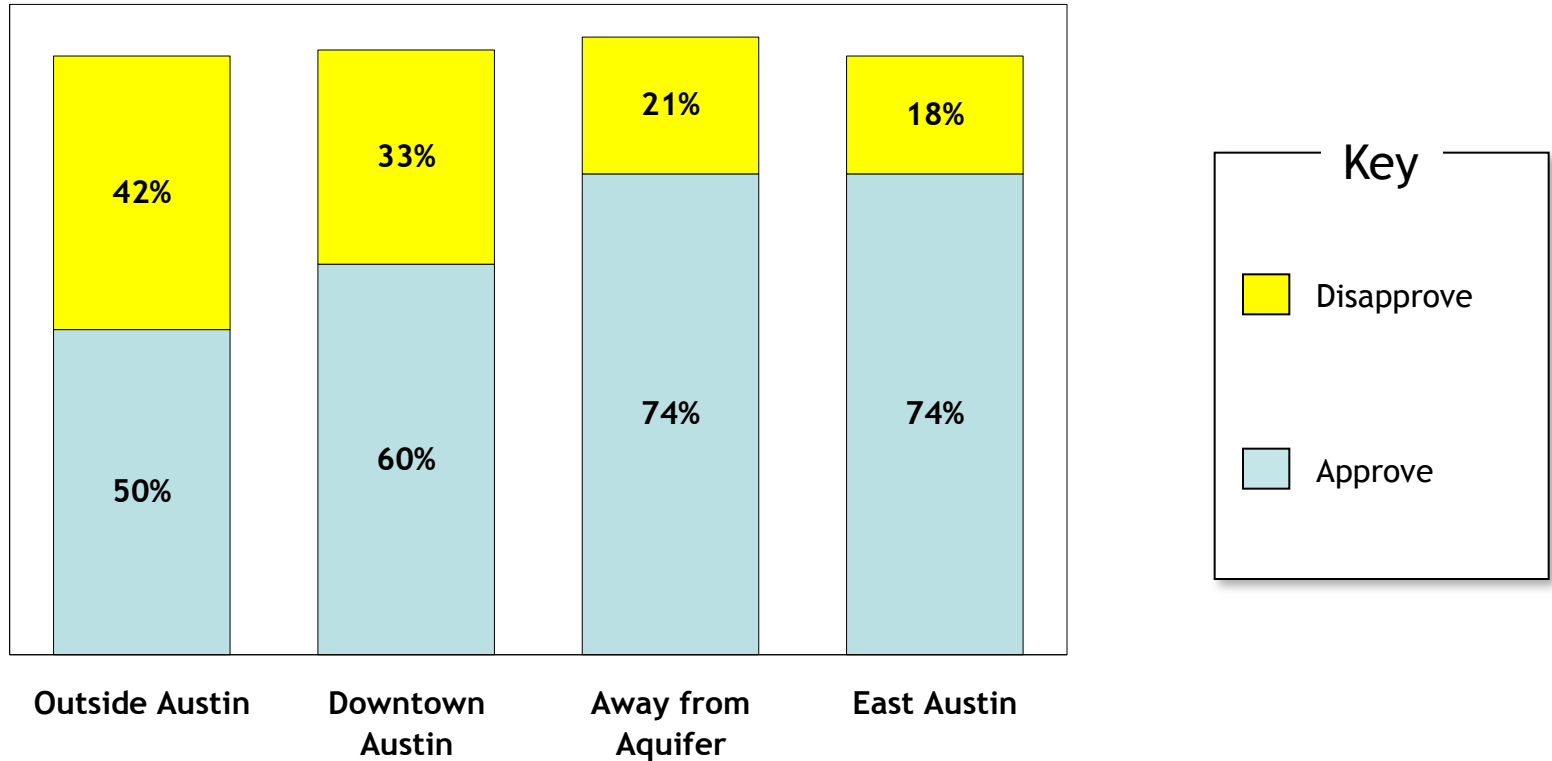
# Resources For Renewable Industries

*Do you strongly approve, approve, disapprove, or strongly disapprove of local government using incentives to encourage renewable resources, like solar and wind power and recycling?*



# Economic Incentives By Area<sup>(1)</sup>

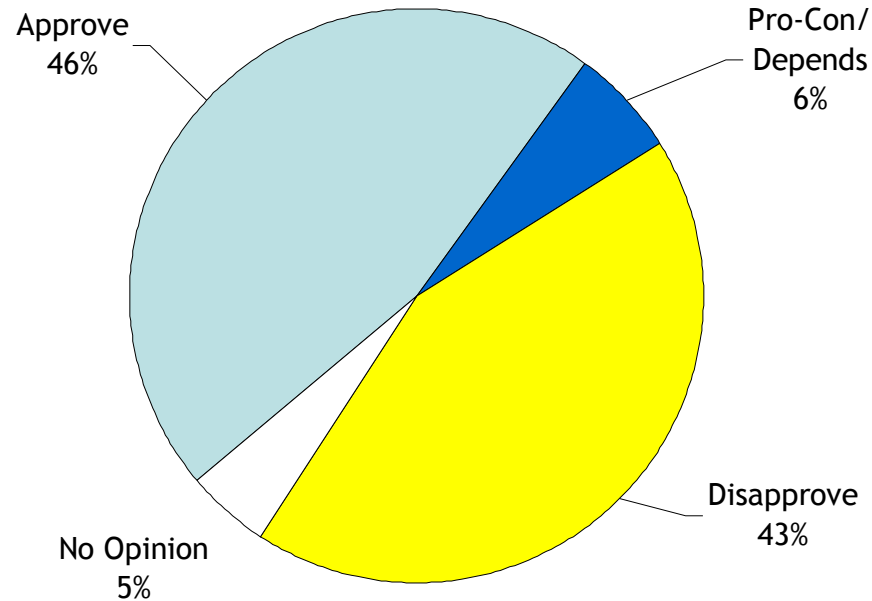
*Would you approve or disapprove local governments' using zoning and incentives to encourage economic development in the following areas?*



Note (1): 'Pro-Con/Depends' and 'No Opinion' percentages not shown for chart clarity. Contact Liveable City if you are interested in this data.

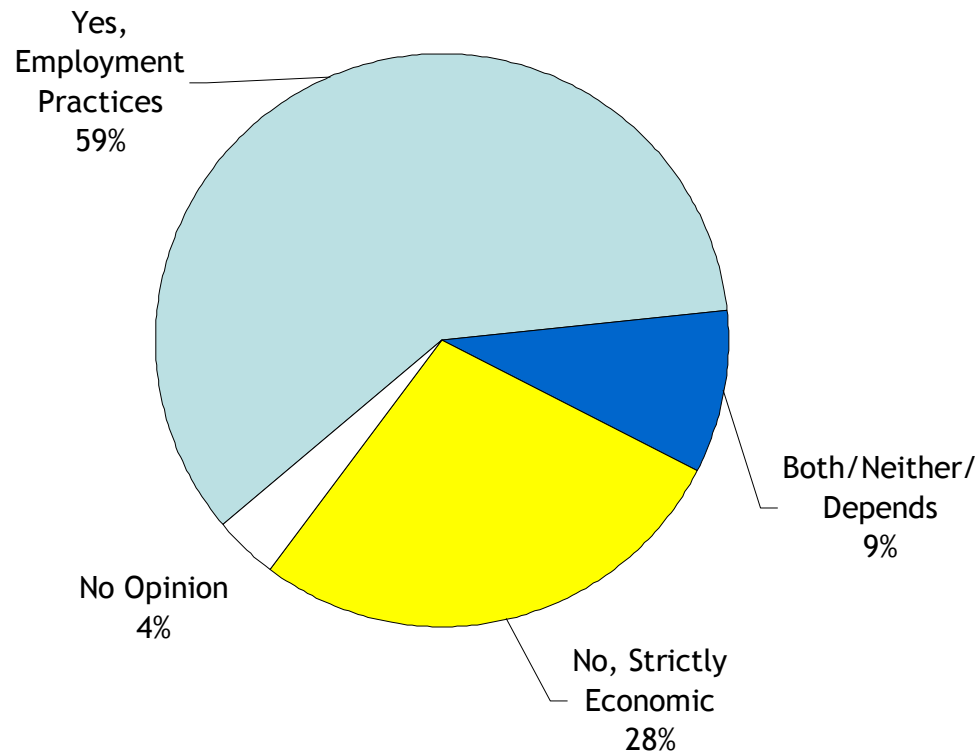
# Position on Big Box Incentives

*Would you approve or disapprove of a policy excluding large chain stores like Wal-Mart from benefiting from incentives for local economic development?*



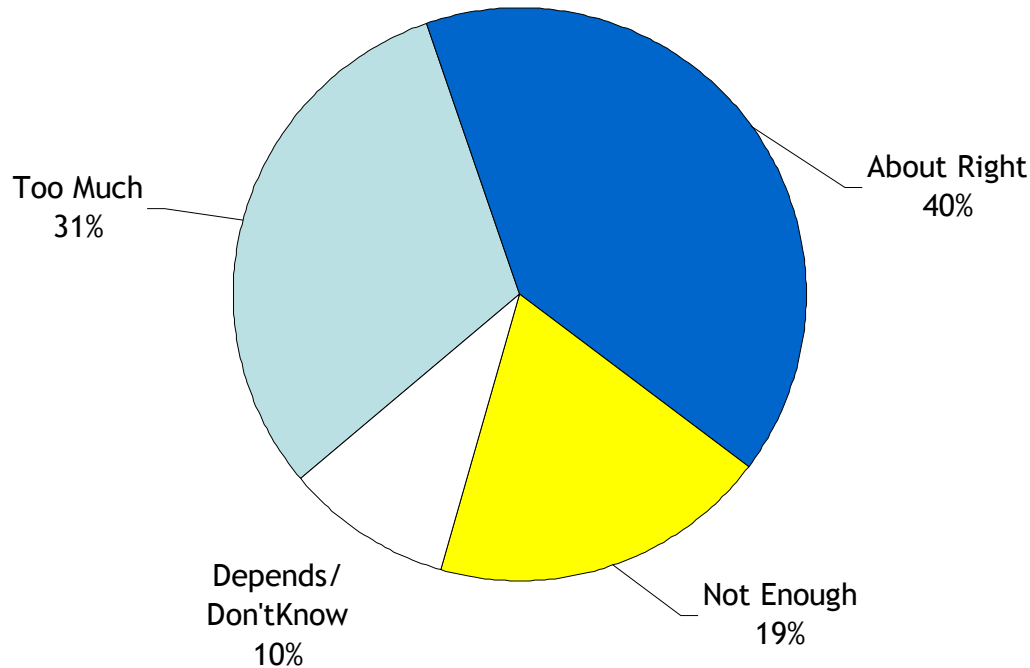
# Position on Employment Practices Incentives

*When deciding whether to offer incentives to businesses, do you feel that local government should consider the company's employment practices – such as minority recruitment, wage levels and health benefits – or base its decisions on strictly economic issues?*



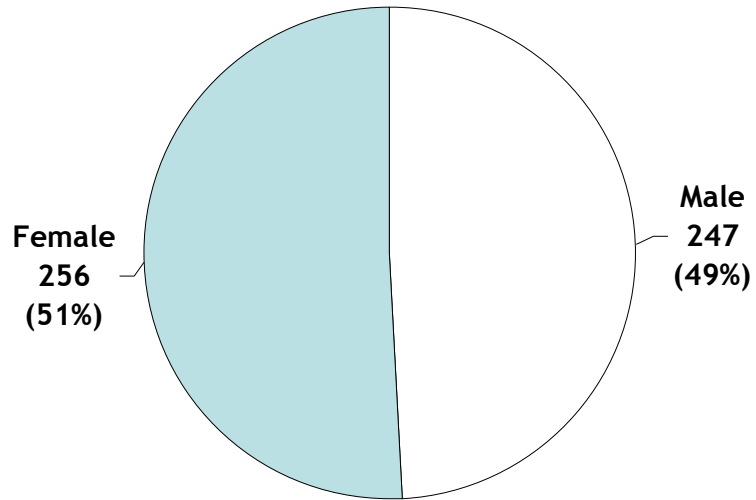
# Degree Of Regulation In Austin

*Some people feel that the local economy is hurt by too much government regulation adding costs and delays to every project. Others feel that regulation of development is necessary to protect the public interest. I want to ask how you feel about that. In general, do you feel that there is too much regulation of development, that is about right, or that there is not enough regulation?*

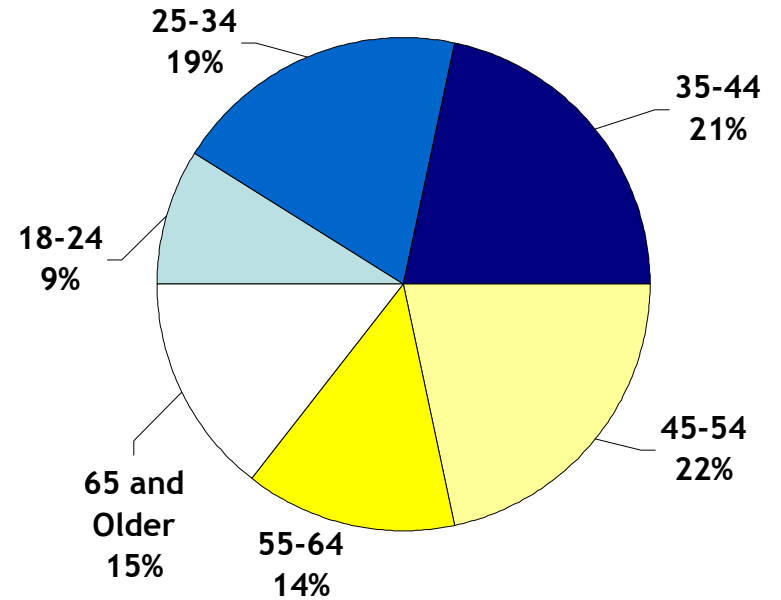


# Key Demographics

## Gender

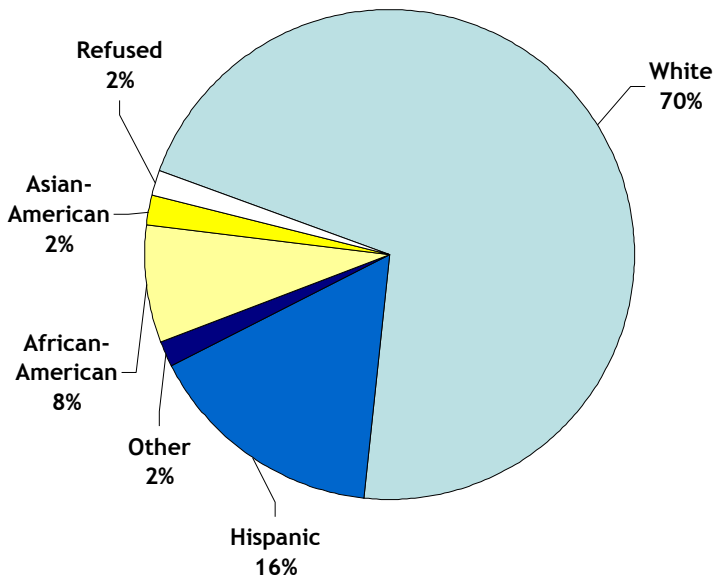


## Age

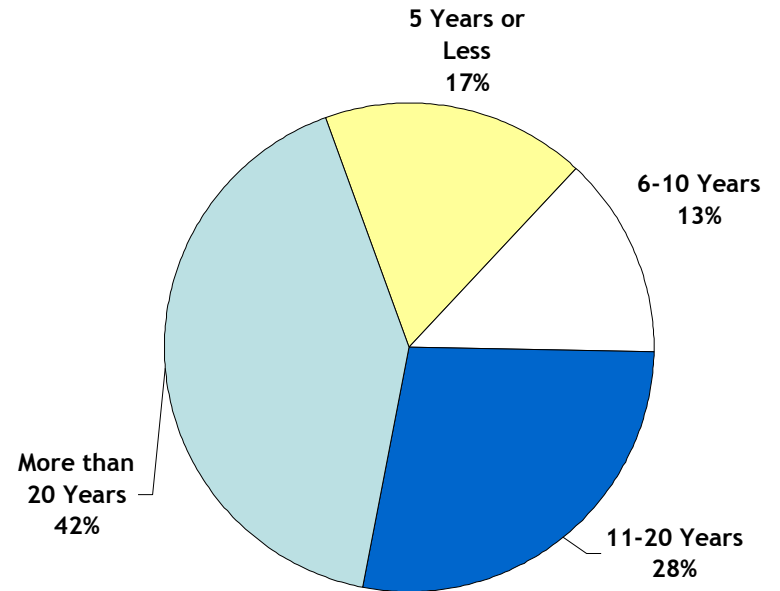


# Key Demographics

## Ethnicity

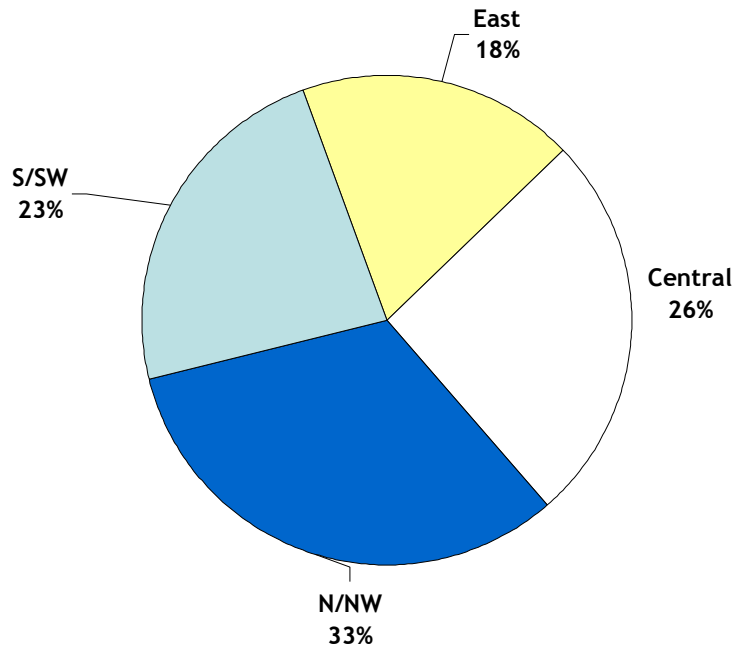


## Years in Area

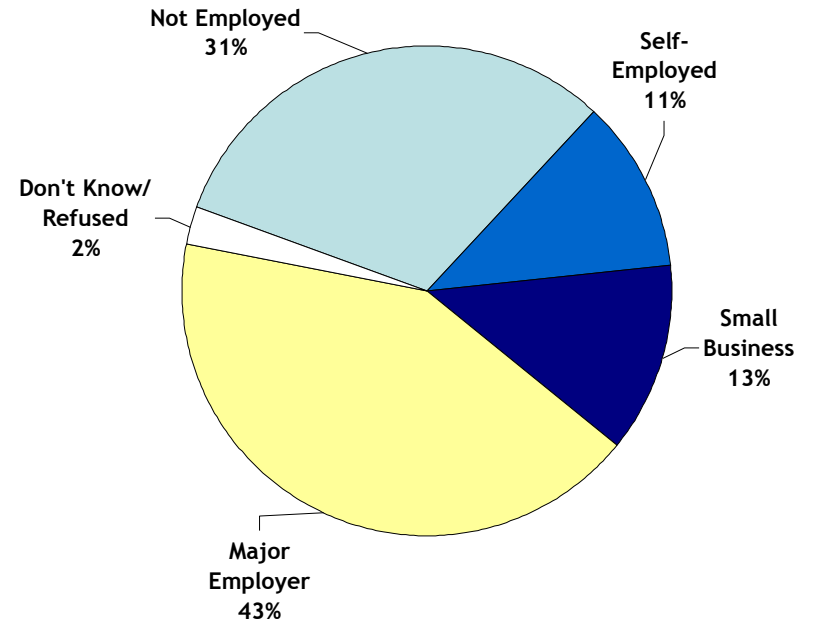


# Key Demographics

## Region



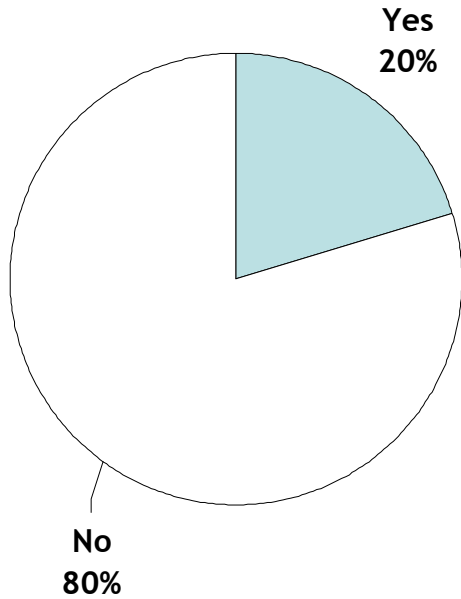
## Employment



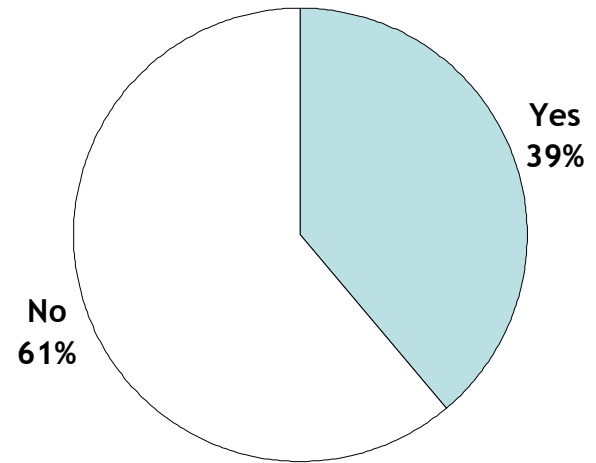


# Key Demographics

## Laid Off in Last Year

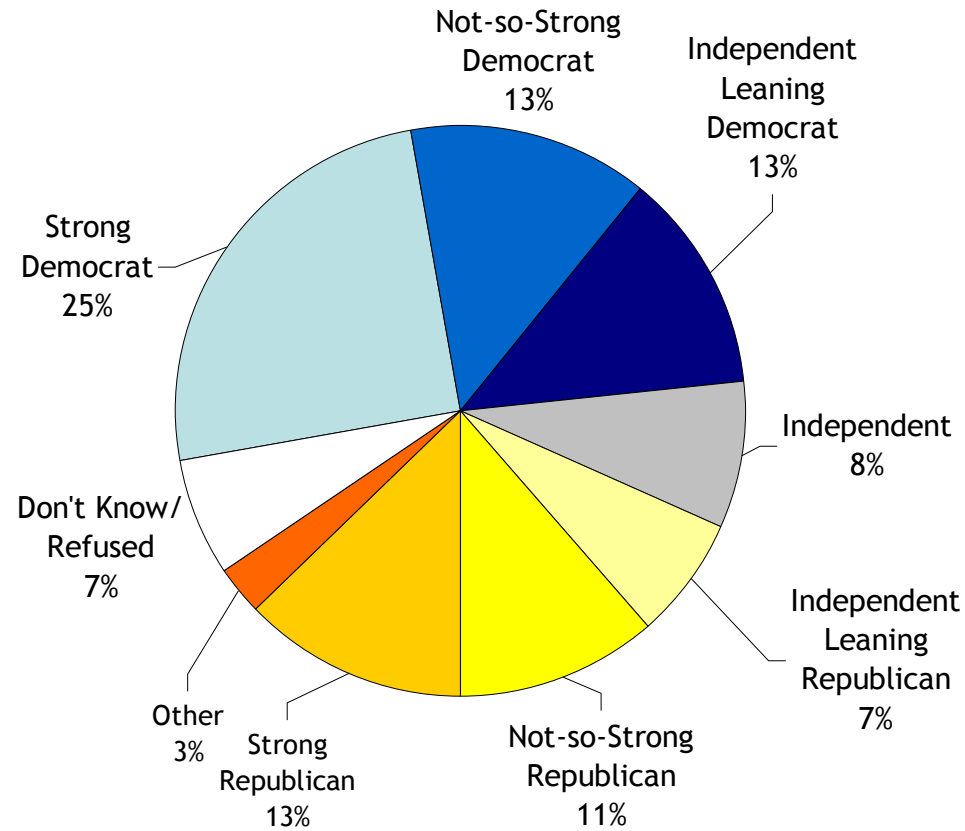


## Cutbacks in Last Year



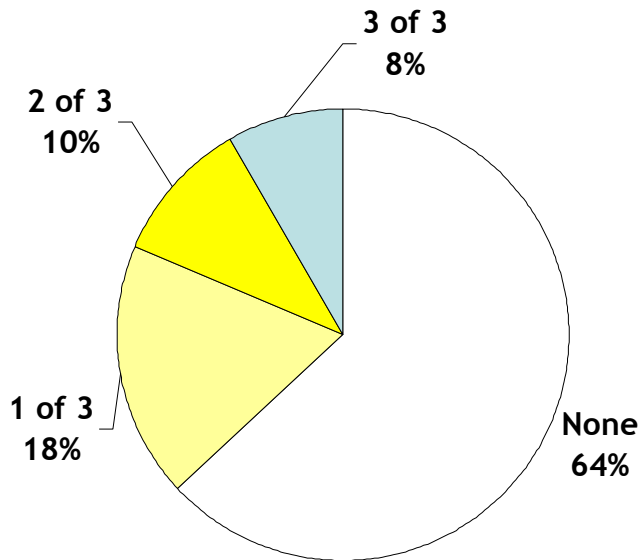
# Key Demographics

## Party Identification

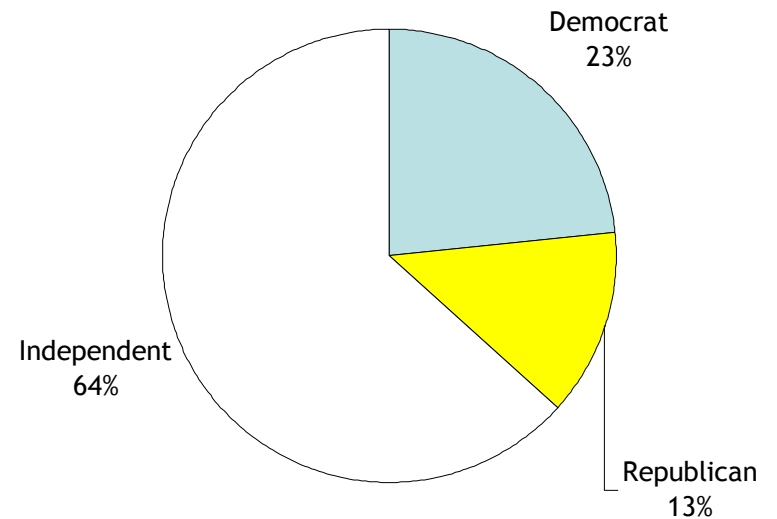


# Key Demographics

## City Voting Participation



## Primary Voting Participation



# Appendix

*Additional data is contained in a separate Appendix.*

*Please contact the Liveable City office for copies of the Appendix or more details about the survey.*