



THE ZANDAN POLL 2024

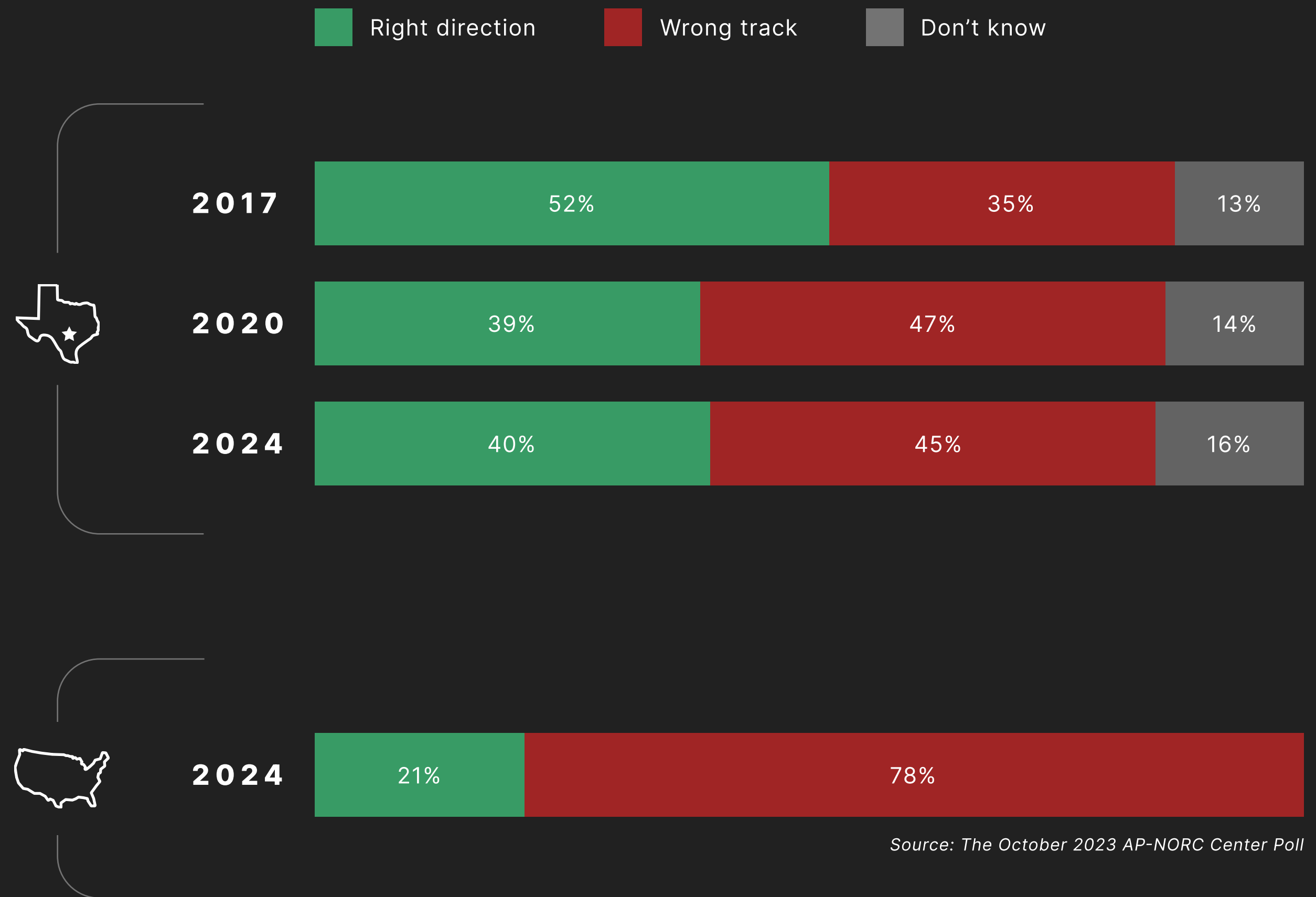
Snapshot of Results

Surprisingly, our attitudes about the direction of the city have stayed pretty much the same since 2020

We all know Austin has experienced a wild ride over the past 3-4 years with COVID, inflation, hyper-growth, the heat, the cold spell. So it's surprising that there hasn't been a significant shift downward over the past few years. Our city is one of the fastest-growing cities in the country. Once the city can catch up to its growth, I hope to see this trend change its course.

Interestingly, Austin significantly outperforms nationwide polling, where significantly more people feel our country is heading in the wrong direction.

In a national survey conducted by the AP, 21% say our country is heading in the right direction. So Austin is almost 20 points better than the national average.

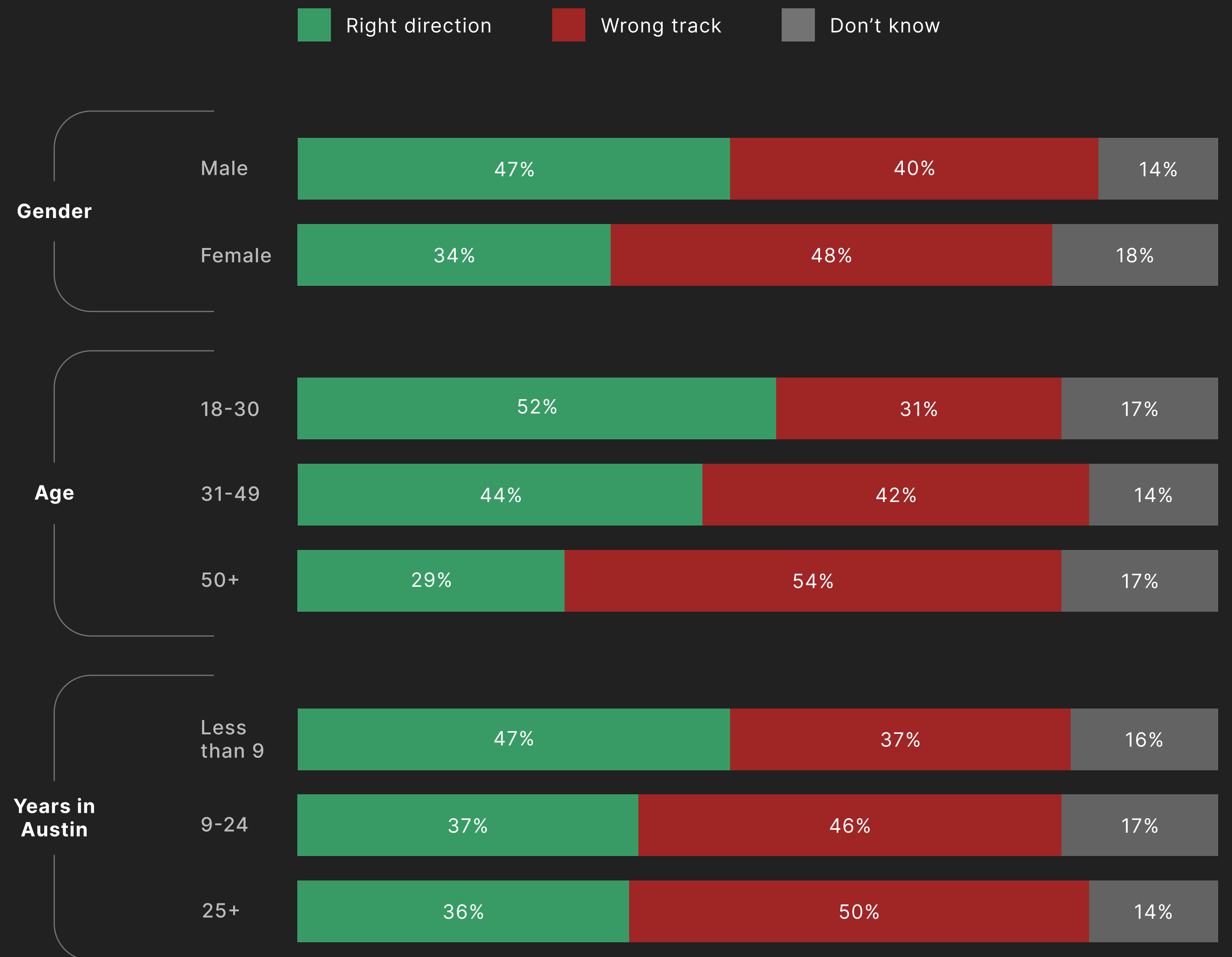


We see big differences in attitudes about our city based on gender, age, and years in Austin

Interestingly, men are about 38% more likely than women to say that Austin is heading in the right direction.

People who are new to Austin love it, and people who have been here for a while don't want it to change.

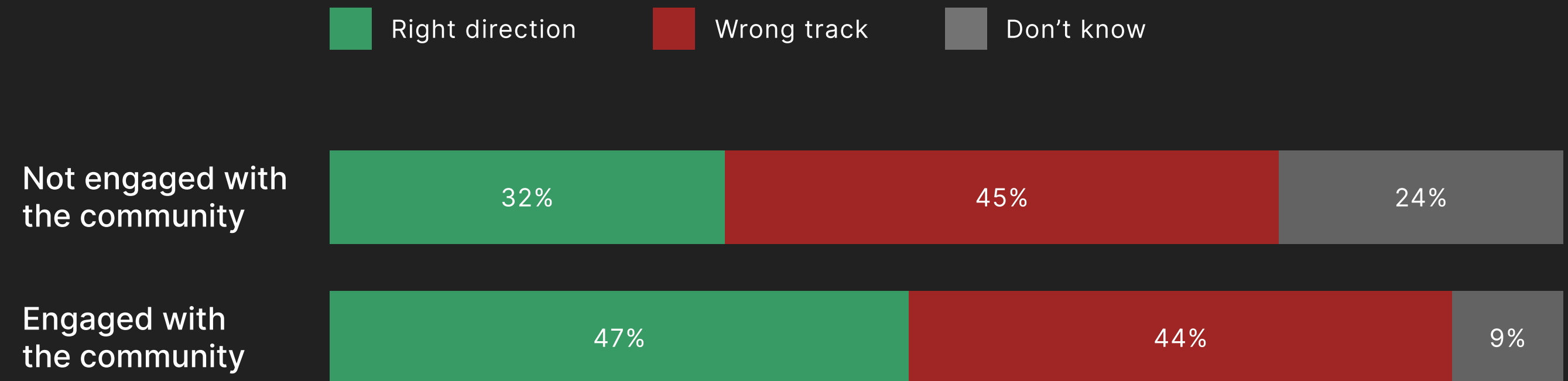
People who have lived in Austin less than 10 years are 27% more likely to say Austin is heading in the right track. (47% vs. 37%)



The more engaged you are in our city and community, the more positive you are about Austin's direction

40% of Austin residents think the city is heading in the right direction, BUT for people who are engaged with the community, they are over 46% more likely to believe Austin is heading in the right direction. So if you want to be satisfied, get involved! Religious organizations, schools, pet shelters, feeding the homeless, cultural activities, parks, volunteering.

Austin isn't just special on its own, if we get involved, we can make it special.

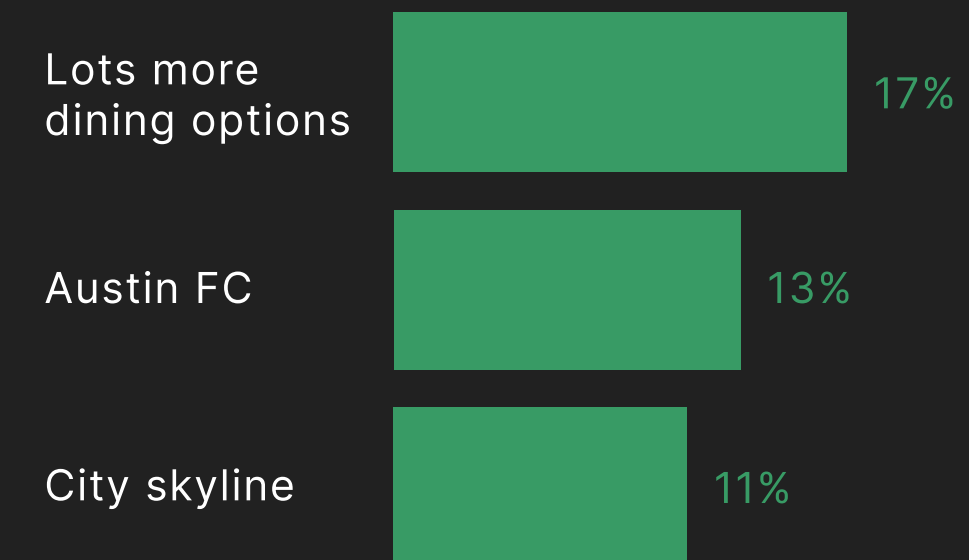


Our three biggest gains and three biggest problems

The best new things about Austin in the past 10 years are the Growth of Dining Options, the Launch of Austin FC, and the Changes to the City Skyline. The expanded dining options is particularly pleasing to those over 50, while younger respondents are more likely to cite the city skyline.

The 3 most important issues facing Austin are Traffic, Homelessness, and Housing Prices. Older folks are very concerned about traffic, whereas younger folks care more about homelessness, and everyone cares about housing prices.

😊 Top 3 biggest gains

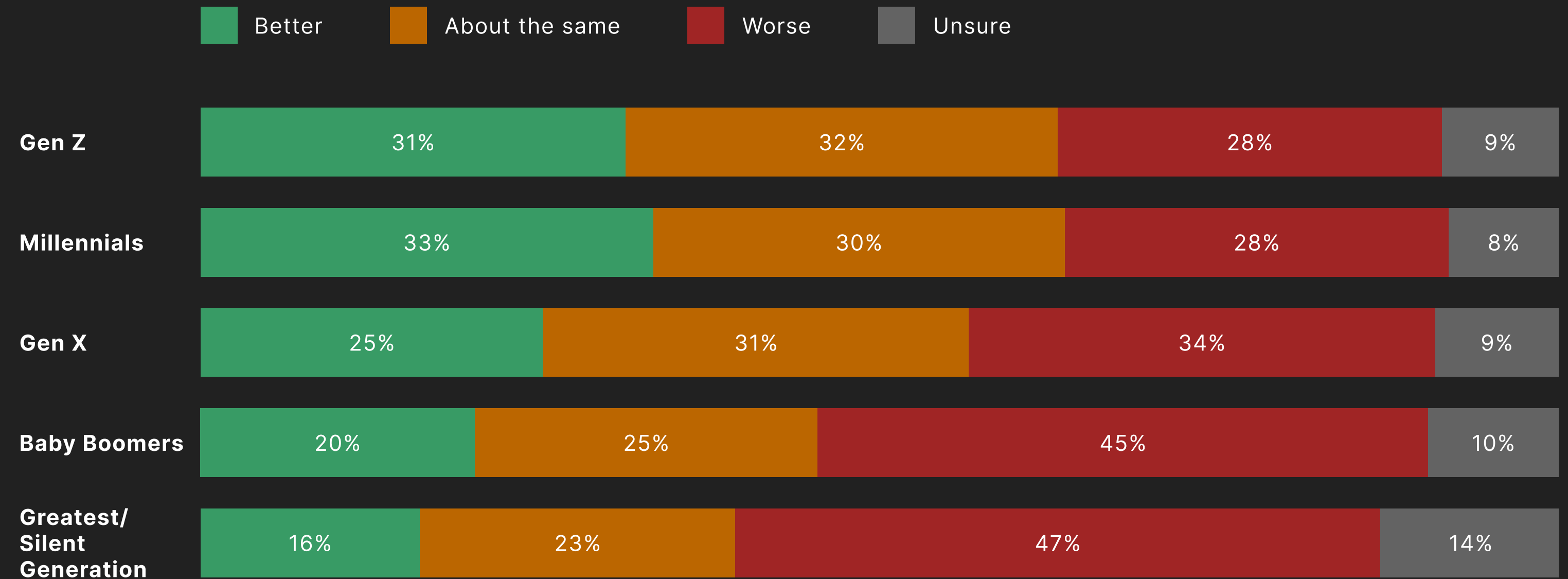


😞 Top 3 biggest problems



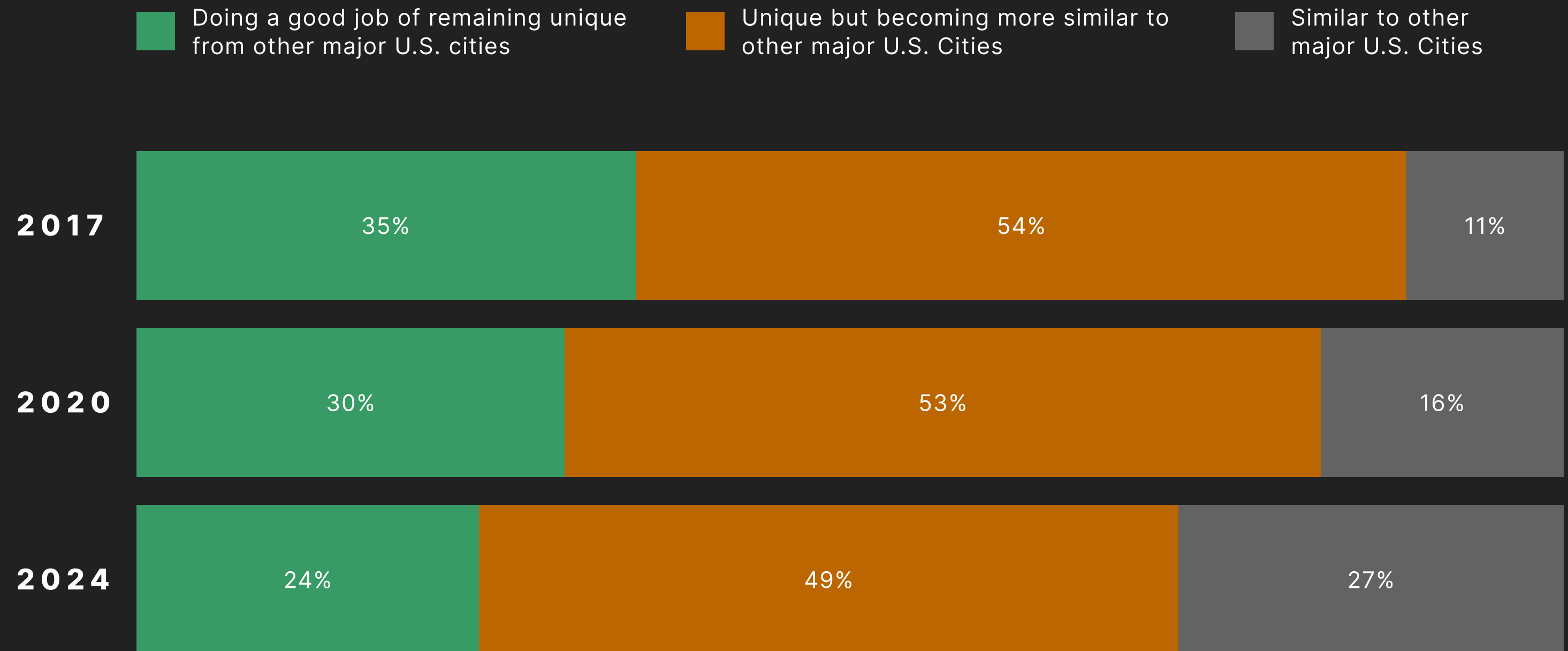
Millennials and GenZ are happiest, Boomers unhappiest

Millennials are actually the happiest with Austin, followed closely by Gen Z. Baby Boomers are 60% less happy with Austin.



Austin is still a unique and culturally vibrant city. One of the top youngest cities in the country.

73% of residents believe Austin is unique relative to other US cities, especially younger people, but that percentage is going down over time.



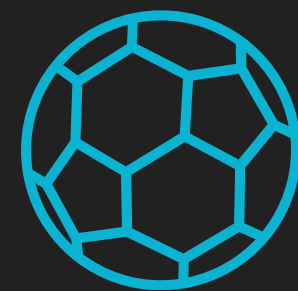
Recommendations for Austin



If you want to be more satisfied with the direction of Austin, get involved in your community!



There may be a solution to housing prices and affordability, the vast majority of respondents accept more people living in their neighborhoods in the hopes the greater housing supply stabilizes rent and housing prices.



People love Austin FC, maybe we are ready for more pro teams and stadiums.

Additional Learnings

Good news

1. Slightly more people think Austin is heading in the right direction in 2024 relative to 2020
2. The largest share of respondents (43%) report that Austin somewhat lives up to positive hype, while 21% feel it definitely does, for a T2B of 64%.
3. The vast majority of respondents (77%) accept more people living in their neighborhoods in the hopes that greater housing supply will stabilize rent/housing prices.
4. The greatest support is seen for making investments in infant child care, with 62% of Austin area residents favoring such a policy. Stopping arrests for marijuana possession is also broadly supported, as is marijuana legalization in general. Medicare for All also has the support of 57% of those surveyed.
5. 62% of those surveyed say that innovation is important to Austin's economy. This view is particularly strongly held among those with high levels of civic engagement. Looking over time, the perceived importance of innovation to the local economy has decreased, from 78% in 2017 and 75% in 2020 to 62% today.
6. A majority also see Austin as having a more innovative culture compared to other U.S. cities, with 10% rating it "world-class."
7. 11% of Austin area residents believe AI is a blessing, 15% consider it a curse, and 57% say it is both. The rest (17%) either don't know, or don't care.
8. To support innovation, two-thirds of Austin area residents support training people to fill tech and manufacturing jobs, rather than giving such incentives to businesses. A majority also support affordable housing and tax incentives for musicians, entertainers and artists, and major development projects for innovative companies, such as Q2 Stadium, The Domain and the UT Medical School.
9. Food and music are the twin aspects of Austin culture that respondents most identify with.
10. Franklin Barbecue is the winner, chosen by 15% of Austin area residents as the best in the city. Rudy's and The Salt Lick trail at 11% each, with Black's at 10%.
11. The best new things about Austin in the past 10 years are the growth of dining options, the launch of Austin FC, and the changes to the city skyline. The expanded dining options are particularly pleasing to those over 50, while younger respondents are more likely to cite the city skyline.

Bad news

1. Today, 40% say Austin is headed in the right direction and 45% on the wrong track, with 16% undecided.
2. When questioned about the rising cost of living in Austin, 56% of respondents cited this as a definitive reason the city is losing appeal.
3. A massive 75% of respondents report needing to cut spending due to the rising cost of living in Austin, while only 16% answered "no." This is a significant increase from prior years' surveys, reflecting the impact of inflation in the past three years.
4. When asked to think five years into the future, over half of respondents expected that life in Austin will be worse, while only 16% expected improvement, and 23% believed life will be about the same. Men were substantially more likely to be optimistic about the future of Austin than women.
5. The share who feel Austin lives up to the hype has declined from 79% in 2017 and 72% in 2020 to only 64% today. One-third of Austin area residents say it does not live up to the positive hype, up from one-quarter in 2020 and one-fifth in 2017.