Community Survey
Final Report

Submitted to
The City of
Austin, Texas

by
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in association with
Wallace, Todd & Roberts, LLC

April 2010
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Overview of the Methodology

The City of Austin conducted a Community Survey as part of a comprehensive long range plan during February and March of 2010. The purpose of the survey was to gather citizen input as a cornerstone of the long range planning effort. The survey was designed to obtain statistically valid results from households throughout the City of Austin. The survey was administered by a combination of mail and phone.

ETC Institute worked extensively with City of Austin officials, as well as members of the Wallace, Roberts & Todd LLC project team in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

ETC Institute mailed surveys to a random sample of 6,000 households throughout the City of Austin. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed ETC Institute began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 1,200 completed surveys from City of Austin households, including at least 200 from each of the five reporting areas. These goals were accomplished, with a total of 1,311 surveys having been completed, including 245 or more from each of the five reporting areas. The results of the random sample of 1,311 households have a 95% level of confidence with a precision of at least +/-2.7%.

The following pages summarize major survey findings.
Major Survey Findings

- **Strengths of the City of Austin.** The aspects that the highest percentage of households rated as a “major strength” or “strength” for the City of Austin are: availability of arts, music and cultural amenities (79%), the University of Texas (76%), the State Capital (75%), unique local identity (74%), availability of parks and open space (73%), and quality of local businesses (73%).

- **Importance of Living Near Various Facilities and Amenities.** The facilities and amenities that the highest percentage of households rated as being “very important” or “somewhat important” to live near are: fire stations (93%), grocery stores (92%), hospitals and medical facilities (91%), parks, sports, and recreation facilities (87%), shopping areas (84%), place of employment (82%), sidewalks, biking and hiking trails (80%), and good schools (80%).

- **Potential Areas for Growth and Development.** The areas where households most support growth and development occurring are: near public transportation stations, stops, and routes (56%), centers outside of downtown (50%), and along roadway corridors (43%).

- **Transportation Issues That Should Receive the Most Emphasis.** Based on the sum of their top three choices, the transportation issues that households feel should receive the most emphasis from city leaders over the next two years are: ease of travel by car on freeways (49%), ease of north/south travel in Austin (37%), quality of public transportation – bus service (33%), ease of travel by car on major streets (31%), and ease of east/west travel in Austin (30%).

- **Allocation of $100 Among Various Transportation Improvements.** Respondents would allocate $27 out of $100 for improvements to freeways. The remaining $73 was allocated as follows: improvements to major streets throughout Austin ($18), improvements to public transportation – bus service ($14), improvements to public transportation – rail service ($14), improvements to neighborhood streets ($13), improvements to walking and biking systems ($12), and “other” ($2).
Future of Austin. Based on the sum of their top four choices, the ideas that best represent households’ vision for the future of Austin are: quality public schools (38%), affordable tax rate (32%), affordable housing (28%), high paying jobs/employment opportunities (27%), and reduced traffic congestion (26%).

Allocation of $100 Among Various Capital Improvement Initiatives. Respondents would allocate $25 out of $100 to improve the transportation system. The remaining $75 was allocated as follows: develop health and human service facilities ($21), repair and restore deteriorating infrastructure ($16), develop public safety facilities ($13), develop parks and recreation and facilities ($9), develop community facilities ($8), acquire open space ($6), and “other” ($2).
Section 1: 
Charts and Graphs
Q1. Level of Strength of Various Aspects of Life in the City of Austin
by percentage of respondents

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Major Strength</th>
<th>Strength</th>
<th>Neutral</th>
<th>Weakness</th>
<th>Major Weakness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of arts, music and cultural amenities</td>
<td>40%</td>
<td>39%</td>
<td>15%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>The University of Texas</td>
<td>44%</td>
<td>32%</td>
<td>18%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>The State Capital</td>
<td>36%</td>
<td>37%</td>
<td>29%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Unique local identity</td>
<td>35%</td>
<td>35%</td>
<td>21%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Availability of parks and open space</td>
<td>31%</td>
<td>42%</td>
<td>17%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Quality of local businesses</td>
<td>26%</td>
<td>47%</td>
<td>19%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Family friendly community</td>
<td>21%</td>
<td>43%</td>
<td>24%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Opportunities for community involvement</td>
<td>25%</td>
<td>40%</td>
<td>23%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Attention to environmental issues</td>
<td>27%</td>
<td>40%</td>
<td>23%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Availability of natural resources</td>
<td>26%</td>
<td>39%</td>
<td>24%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Places of Worship</td>
<td>31%</td>
<td>33%</td>
<td>30%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Historic characteristics of Austin</td>
<td>21%</td>
<td>40%</td>
<td>28%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Ethnic and cultural diversity of the community</td>
<td>22%</td>
<td>38%</td>
<td>28%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Downtown</td>
<td>21%</td>
<td>39%</td>
<td>28%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Character of neighborhoods</td>
<td>19%</td>
<td>39%</td>
<td>28%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>14%</td>
<td>32%</td>
<td>32%</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td>Air quality</td>
<td>13%</td>
<td>32%</td>
<td>35%</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>Quality of health and human services</td>
<td>13%</td>
<td>31%</td>
<td>37%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Quality of public education in schools</td>
<td>16%</td>
<td>25%</td>
<td>33%</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>Cost of living</td>
<td>12%</td>
<td>26%</td>
<td>28%</td>
<td>22%</td>
<td>11%</td>
</tr>
<tr>
<td>Population growth</td>
<td>14%</td>
<td>24%</td>
<td>30%</td>
<td>21%</td>
<td>11%</td>
</tr>
<tr>
<td>Quality of public transportation</td>
<td>11%</td>
<td>19%</td>
<td>32%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Level of taxation</td>
<td>9%</td>
<td>19%</td>
<td>37%</td>
<td>20%</td>
<td>14%</td>
</tr>
<tr>
<td>Existing roadway network</td>
<td>8%</td>
<td>17%</td>
<td>25%</td>
<td>25%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Source: Leisure Vision/ETC Institute (April 2010)

Q2. Aspects That Households Feel Are Most Important to be Major Strengths for the City of Austin
by percentage of respondents who selected the item as one of their top four choices

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Most Important</th>
<th>2nd Most Important</th>
<th>3rd Most Important</th>
<th>4th Most Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment opportunities</td>
<td>26%</td>
<td>25%</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Availability of arts, music and cultural amenities</td>
<td>25%</td>
<td>21%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>The University of Texas</td>
<td>24%</td>
<td>21%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>The State Capital</td>
<td>21%</td>
<td>19%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>Unique local identity</td>
<td>19%</td>
<td>18%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Availability of parks and open space</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Quality of local businesses</td>
<td>13%</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Family friendly community</td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Attention to environmental issues</td>
<td>14%</td>
<td>13%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Downtown</td>
<td>13%</td>
<td>12%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Character of neighborhoods</td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Quality of public education in schools</td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Cost of living</td>
<td>15%</td>
<td>13%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Population growth</td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Quality of public transportation</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Level of taxation</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Existing roadway network</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Leisure Vision/ETC Institute (April 2010)
Q3. Since You Have Lived in the City of Austin, Do You Generally Think the Quality of Life Is Better, Has Stayed the Same, or Is Worse?

by percentage of respondents

Better 31%
Stayed the same 28%
Worse 34%
Not sure 7%

Source: Leisure Vision/ETC Institute (April 2010)

Q4. Importance of Living Near Various Facilities and Amenities

by percentage of respondents

<table>
<thead>
<tr>
<th>Facility and Amenities</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Sure</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire stations</td>
<td>68%</td>
<td>35%</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>Grocery stores</td>
<td>57%</td>
<td>42%</td>
<td>35%</td>
<td>7%</td>
</tr>
<tr>
<td>Hospitals and medical facilities</td>
<td>61%</td>
<td>30%</td>
<td>35%</td>
<td>5%</td>
</tr>
<tr>
<td>Parks, sports, and recreation facilities</td>
<td>50%</td>
<td>37%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Shopping areas</td>
<td>36%</td>
<td>48%</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>Place of employment</td>
<td>48%</td>
<td>34%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Sidewalks, biking and hiking trails</td>
<td>48%</td>
<td>32%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Good schools</td>
<td>42%</td>
<td>37%</td>
<td>11%</td>
<td>16%</td>
</tr>
<tr>
<td>Police stations</td>
<td>39%</td>
<td>38%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Libraries</td>
<td>36%</td>
<td>47%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Dine-in restaurants</td>
<td>29%</td>
<td>41%</td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>Highways</td>
<td>33%</td>
<td>40%</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Major city streets</td>
<td>30%</td>
<td>42%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Arts, music and cultural facilities</td>
<td>26%</td>
<td>45%</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>Banks and financial institutions</td>
<td>29%</td>
<td>41%</td>
<td>10%</td>
<td>21%</td>
</tr>
<tr>
<td>Colleges and Universities</td>
<td>39%</td>
<td>30%</td>
<td>11%</td>
<td>21%</td>
</tr>
<tr>
<td>Public transportation routes</td>
<td>35%</td>
<td>32%</td>
<td>13%</td>
<td>21%</td>
</tr>
<tr>
<td>Places of worship</td>
<td>18%</td>
<td>35%</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Community gardens</td>
<td>23%</td>
<td>28%</td>
<td>13%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Source: Leisure Vision/ETC Institute (April 2010)
Q5. Facilities and Amenities That Are Most Important for Respondents to Live Near

by percentage of respondents who selected the item as one of their top three choices

- Good schools: 42%
- Grocery stores: 30%
- Hospitals and medical facilities: 30%
- Fire stations: 23%
- Place of employment: 22%
- Parks, sports, and recreation facilities: 22%
- Sidewalks, biking and hiking trails: 15%
- Shopping areas: 13%
- Public transportation routes: 13%
- Police stations: 13%
- Places of worship: 10%
- Arts, music and cultural facilities: 7%
- Highways: 7%
- Dine-in restaurants: 6%
- Major city streets: 6%
- Libraries: 5%
- Child care centers: 4%
- Colleges and Universities: 4%
- Banks and financial institutions: 3%
- Community gardens: 2%
- Other: 1%

Source: Leisure Vision/ETC Institute (April 2010)

Q6. Areas Respondents Most Support Growth and Development Occurring

by percentage of respondents (multiple choices could be made)

- Near public transportation stations, stops: 56%
- Centers outside of Downtown: 50%
- Along roadway corridors: 43%
- In suburban areas: 42%
- Downtown: 42%
- Other: 10%
- None: 3%

Source: Leisure Vision/ETC Institute (April 2010)
Q7. Level of Satisfaction with Various Components of the City's Transportation System
by percentage of respondents (excluding “don’t know” responses)

Ease of travel by car on neighborhood streets
17% Very Satisfied, 50% Satisfied, 21% Neutral, 8% Dissatisfied, 3% Very Dissatisfied

Existing walking & hiking system throughout Austin
12% Very Satisfied, 39% Satisfied, 32% Neutral, 11% Dissatisfied, 3% Very Dissatisfied

Ease of travel from home to downtown Austin
11% Very Satisfied, 32% Satisfied, 26% Neutral, 18% Dissatisfied, 12% Very Dissatisfied

Ease of walking throughout Austin
10% Very Satisfied, 33% Satisfied, 30% Neutral, 18% Dissatisfied, 9% Very Dissatisfied

Ease of travel by car on major streets
3% Very Satisfied, 31% Satisfied, 26% Neutral, 18% Dissatisfied, 12% Very Dissatisfied

Existing bicycle system throughout Austin
10% Very Satisfied, 27% Satisfied, 37% Neutral, 18% Dissatisfied, 9% Very Dissatisfied

Ease of travel by car on freeways
3% Very Satisfied, 25% Satisfied, 20% Neutral, 27% Dissatisfied, 21% Very Dissatisfied

Ease of bicycling throughout Austin
10% Very Satisfied, 22% Satisfied, 36% Neutral, 20% Dissatisfied, 12% Very Dissatisfied

Ease of north/south travel in Austin
1% Very Satisfied, 23% Satisfied, 23% Neutral, 26% Dissatisfied, 22% Very Dissatisfied

Quality of public transportation (bus service)
8% Very Satisfied, 21% Satisfied, 32% Neutral, 20% Dissatisfied, 19% Very Dissatisfied

Ease of east/west travel in Austin
7% Very Satisfied, 22% Satisfied, 29% Neutral, 25% Dissatisfied, 19% Very Dissatisfied

Source: Leisure Vision/ETC Institute (April 2010)

Q8. Transportation Issues That Should Receive the Most Emphasis from City Leaders Over the Next Two Years
by percentage of respondents who selected the item as one of their top three choices

Ease of travel by car on freeways
19% 1st Choice

Ease of north/south travel in Austin
37% 2nd Choice

Quality of public transportation (bus service)
33% 2nd Choice

Ease of travel by car on major streets
31% 2nd Choice

Ease of east/west travel in Austin
30% 2nd Choice

Existing bicycle system throughout Austin
15% 2nd Choice

Ease of travel from home to downtown Austin
14% 3rd Choice

Ease of walking throughout Austin
13% 3rd Choice

Existing walking & hiking system throughout Austin
13% 3rd Choice

Ease of bicycling throughout Austin
12% 3rd Choice

Ease of travel by car on neighborhood streets
12% 3rd Choice

Other
5% Other

Source: Leisure Vision/ETC Institute (April 2010)
Q9. Allocation of $100 Among Various Transportation Improvements

by percentage of respondents

Improvements to major streets throughout Austin
Improvements to freeways
Improvements to neighborhood streets
Improvements to public transportation, bus service
Improvements to public transportation, rail service
Improvements to walking and biking systems
Other

Source: Leisure Vision/ETC Institute (April 2010)

Q10. Level of Agreement That the City of Austin’s Future of Should Include the Following:

by percentage of respondents

<table>
<thead>
<tr>
<th>Item</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adequate water supply</td>
<td>70%</td>
<td>24%</td>
<td>6%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Quality public schools</td>
<td>71%</td>
<td>21%</td>
<td>7%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Strong economy maintained</td>
<td>65%</td>
<td>26%</td>
<td>7%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Clean rivers, creeks, and springs</td>
<td>54%</td>
<td>24%</td>
<td>9%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Reduced traffic congestion</td>
<td>61%</td>
<td>23%</td>
<td>8%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Affordable tax rate</td>
<td>64%</td>
<td>21%</td>
<td>7%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>High paying jobs/employment opportunities</td>
<td>54%</td>
<td>34%</td>
<td>9%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Crime reduction</td>
<td>54%</td>
<td>34%</td>
<td>7%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Energy conservation</td>
<td>44%</td>
<td>31%</td>
<td>13%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Health &amp; Human services available to all residents</td>
<td>40%</td>
<td>31%</td>
<td>13%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Environmental and natural resources protection</td>
<td>42%</td>
<td>27%</td>
<td>15%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>42%</td>
<td>30%</td>
<td>12%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Homelessness addressed</td>
<td>42%</td>
<td>30%</td>
<td>13%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Increased investment in deteriorating infrastructure</td>
<td>37%</td>
<td>29%</td>
<td>12%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Improved public transportation</td>
<td>45%</td>
<td>32%</td>
<td>15%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Libraries &amp; community ctrs are places for learning</td>
<td>34%</td>
<td>37%</td>
<td>22%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Historic and cultural resources preserved</td>
<td>30%</td>
<td>37%</td>
<td>22%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Increased local food production</td>
<td>30%</td>
<td>37%</td>
<td>22%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Added freeway capacity</td>
<td>30%</td>
<td>37%</td>
<td>22%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Unique local identity maintained</td>
<td>34%</td>
<td>35%</td>
<td>25%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Climate protection</td>
<td>35%</td>
<td>33%</td>
<td>22%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>More open space and parks</td>
<td>29%</td>
<td>37%</td>
<td>22%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>More arts, music, and cultural amenities</td>
<td>29%</td>
<td>37%</td>
<td>22%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Culturally diverse neighborhoods</td>
<td>26%</td>
<td>24%</td>
<td>12%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Improved bicycle and walking system</td>
<td>28%</td>
<td>21%</td>
<td>12%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>More recreation and sports facilities</td>
<td>28%</td>
<td>21%</td>
<td>12%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>High speed rail</td>
<td>23%</td>
<td>23%</td>
<td>16%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Streetcar</td>
<td>17%</td>
<td>13%</td>
<td>13%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>More toll roads</td>
<td>16%</td>
<td>11%</td>
<td>19%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>More open space and parks</td>
<td>29%</td>
<td>37%</td>
<td>22%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Leisure Vision/ETC Institute (April 2010)
Q11. Assets That Best Represent Respondents’ Vision for the Future of the City of Austin
by percentage of respondents who selected the item as one of their top four choices

- Quality public schools: 36%
- Affordable tax rate: 32%
- Affordable housing: 28%
- High paying jobs/employment opportunities: 27%
- Reduced traffic congestion: 26%
- Crime reduction: 26%
- Adequate water supply: 26%
- Health & human services available to all residents: 26%
- Added freeway capacity: 26%
- Strong economy maintained: 26%
- Improved public transportation: 26%
- Clean rivers, creeks, and springs: 26%
- Environmental and natural resources protection: 26%
- High speed rail: 14%
- Homelessness addressed: 14%
- Unique local identity maintained: 14%
- More open space and parks: 14%
- Improved bicycle and walking system: 14%
- Energy conservation: 14%
- Increased investment in deteriorating infrastructure: 14%
- Libraries & community ctrs are places for learning: 14%
- Increased local food production: 14%
- More arts, music, and cultural amenities: 14%
- Climate protection: 14%
- Historic and cultural resources preserved: 14%
- Culturally diverse neighborhoods: 14%
- More recreation and sports facilities: 14%
- More toll roads: 14%
- Streetcar: 14%
- Other: 14%

Source: Leisure Vision/ETC Institute (April 2010)

Q12. Allocation of $100 Among Various Capital Improvement Initiatives
by percentage of respondents

- Improve the transportation system: $25
- Develop community facilities: $8
- Develop public safety facilities: $13
- Repair and restore deteriorating infrastructure: $16
- Acquire open space: $6
- Develop parks and recreation facilities: $9
- Other: $2

Source: Leisure Vision/ETC Institute (April 2010)
Q13. Demographics: How Long Have You Lived in Austin?

by percentage of respondents

- 0-2 years: 3%
- 3-5 years: 8%
- 6-10 years: 14%
- 11-20 years: 22%
- 21+ years: 53%

Source: Leisure Vision/ETC Institute (April 2010)

Q14. Demographics: Ages of People in Household

by percentage of household occupants

- Under age 10: 15%
- Ages 10-19: 11%
- Ages 20-24: 6%
- Ages 25-34: 13%
- Ages 35-44: 13%
- Ages 45-54: 16%
- Ages 55-64: 14%
- Ages 65-74: 7%
- Ages 75+: 5%

Source: Leisure Vision/ETC Institute (April 2010)
Q15. Demographics: Age of Respondents
by percentage of respondents

- 30-44 years: 27%
- 45-54 years: 25%
- 55-64 years: 22%
- 65-74 years: 11%
- 75+ years: 6%
- 18-24 years: 4%
- 25-29 years: 5%

Source: Leisure Vision/ETC Institute (April 2010)

Q16. Demographics: Do You Own or Rent Your Home?
by percentage of respondents

- Own: 82%
- Rent: 18%

Source: Leisure Vision/ETC Institute (April 2010)
Q17. Demographics: What Is Your Highest Level of Education?
by percentage of respondents

- Some college/Associates degree: 26%
- Bachelor's degree: 26%
- Graduate work: 24%
- High school graduate or equivalent: 16%
- Less than high school: 8%
- Not provided: 6%

Source: Leisure Vision/ETC Institute (April 2010)

Q18. Demographics: Total Annual Household Income
by percentage of respondents

- Under $25,000: 12%
- $25,000-$49,999: 24%
- $50,000-$74,999: 19%
- $75,000-$99,999: 14%
- $100,000 to $149,999: 15%
- $150,000 or more: 10%
- Not provided: 6%

Source: Leisure Vision/ETC Institute (April 2010)
Q19. Demographics: Are You or Members of Your Household of Hispanic or Latin Ancestry?

Yes 36%
No 64%

Source: Leisure Vision/ETC Institute (April 2010)

Q20. Demographics: Race

White: 61%
African American/Black: 12%
Native American: 3%
Asian/Pacific Islander: 3%
Other: 22%
Not provided: 4%

Source: Leisure Vision/ETC Institute (April 2010)
Q22. Demographics: Gender
by percentage of respondents

Male
45%

Female
55%

Source: Leisure Vision/ETC Institute (April 2010)

Demographics: Location of Residence
by percentage of respondents

District B
20%

District A
20%

District C
21%

Central District
19%

District D
20%

Source: Leisure Vision/ETC Institute (April 2010)