

# Zandan Poll: 2024

Austin Community Survey



# GOALS & METHODOLOGY

An aerial photograph of a city skyline, likely Austin, Texas, featuring a prominent river (the Colorado River) winding through the center. The skyline is composed of various high-rise buildings and skyscrapers. The foreground is dominated by lush green trees and a park-like area. The overall image has a dark, blue-tinted overlay, creating a professional and modern aesthetic.

# RESEARCH BACKGROUND AND METHODOLOGY



## Research Goal

- Detailed assessment of attitudes of the Austin metro area population, regarding:
  - What brought them to Austin
  - What makes Austin special, and
  - Problems / issues facing the city and metro area



## Target group

- Population of Austin Metropolitan Area, Texas
- Age 18+
- Representative by age, gender, race/ethnicity and geographic area based on Census data



## Methodology

- Gifted to the Austin community by longtime resident Noah Zandan
- Quantitative CAWI (Computer Administered Web Interviewing) survey
- Respondents obtained from online panels
- A total of **808 respondents**
- Interviewed **20 October 2024 – 4 January 2024**
- Methodology and survey design created by Peter Zandan, PhD.
- Conducted in partnership with survey research firm [Response:ai](#)

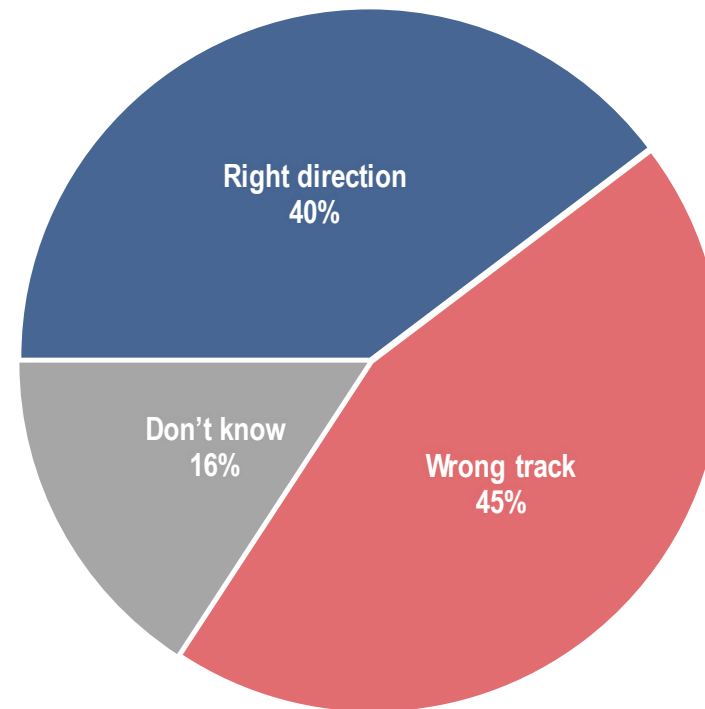


An aerial photograph of Austin, Texas, showing the city skyline with numerous high-rise buildings and the Colorado River winding through the city. The image is overlaid with a semi-transparent dark blue filter. The text "OVERALL DIRECTION AND PROBLEMS FACING THE AREA" is centered in white, bold, uppercase letters across the middle of the image.

# OVERALL DIRECTION AND PROBLEMS FACING THE AREA

# DIRECTION AUSTIN IS HEADED IN

Respondents were asked if they believe Austin is heading in the right direction as a city. While 45% said the wrong direction, they were followed closely by the 40% who felt the city was heading in the right direction. 16% didn't know. The youngest group of respondents were more likely to view Austin positively, as were those who identified as Democrats.



	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK			CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi	
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66	
Right direction	40%	47%	34%	52%	44%	29%	48%	49%	31%	51%	31%	47%	37%	36%	100%	0%	32%	40%	46%	40%	53%	55%	
Wrong track	45%	40%	48%	31%	42%	54%	41%	37%	48%	36%	56%	37%	46%	50%	0%	100%	45%	55%	43%	48%	38%	37%	
Don't know	16%	14%	18%	17%	14%	17%	11%	14%	21%	14%	12%	16%	17%	14%	0%	0%	24%	5%	11%	11%	9%	7%	

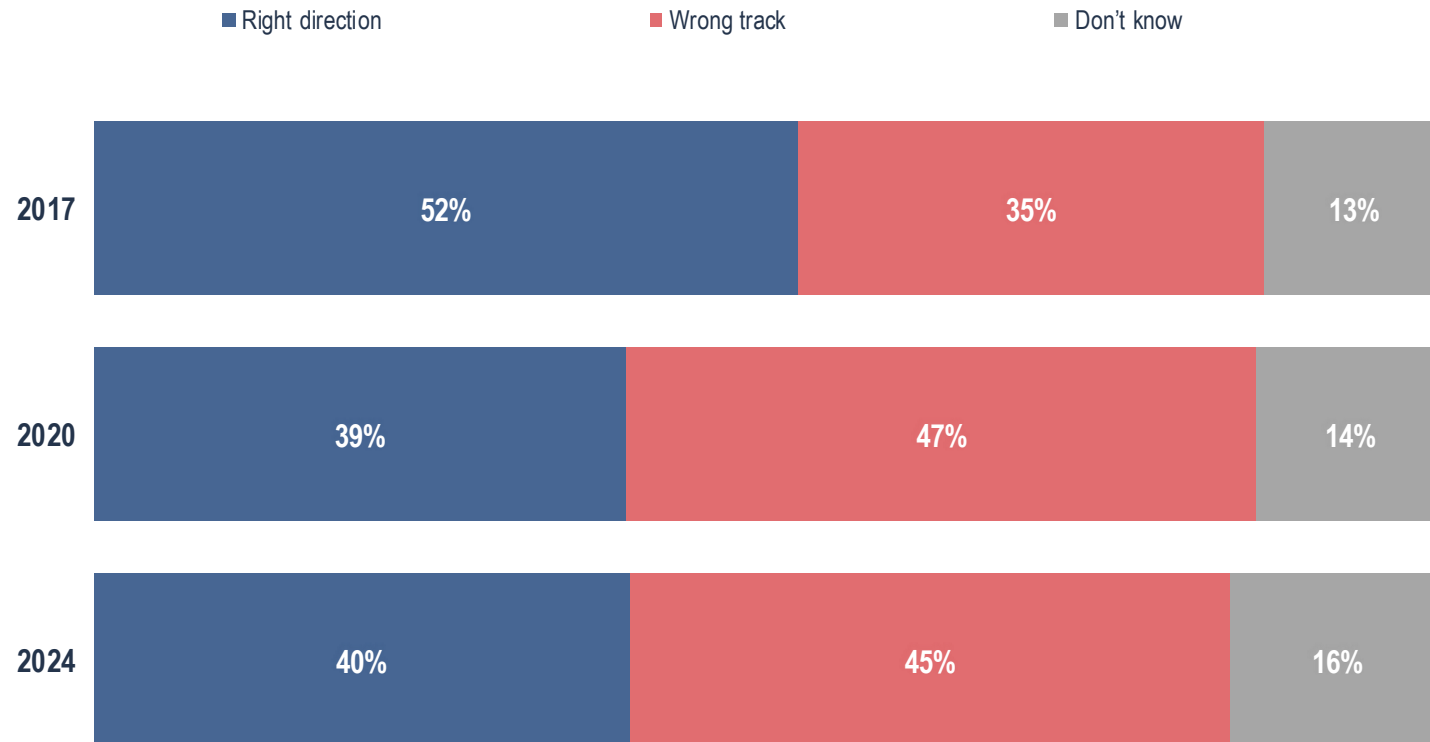
SDIRA: Thinking about Austin today, do you think things are headed in the right direction or off on the wrong track?

**Abbreviations:**  
 C.o.A. = City of Austin  
 Cent. A. = Central Austin  
 Dem. = Democrat  
 Rep. = Republican  
 Rel. Org. = Religious organization  
 Ch. Schl. = My child's school  
 Animal = Animal / Pet-related  
 HL/FP – Homelessness / Food-pantry  
 Multi = Multi-engaged (volunteered in 3+ civic activities)

ALL RESPONDENTS

# DIRECTION AUSTIN IS HEADED IN COMPARISON BY YEAR

Respondents were asked if they believe Austin is heading in the right direction as a city. Overall, the 2024 findings are comparable to 2020 and continue to show a worsening perception from the 2017 survey. Today, 40% say Austin is headed in the right direction and 45% on the wrong track, with 16% undecided.

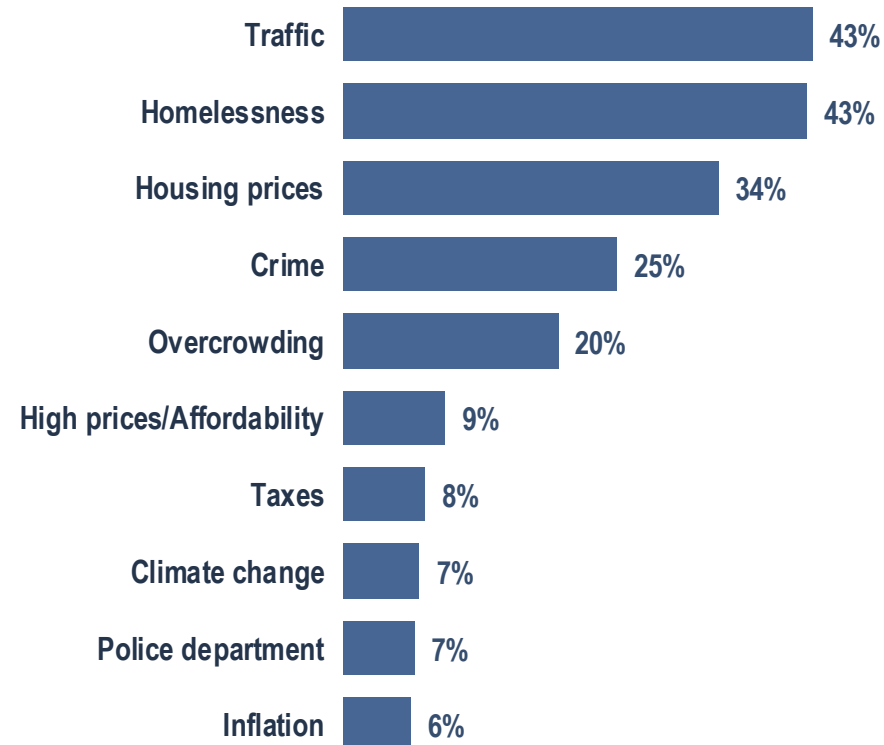


**BASIS:**

2017	813
2020	801
2024	808

# TOP 10 MOST IMPORTANT PROBLEMS FACING AUSTIN

When asked to prioritize problems facing Austin today, both traffic and homelessness tied at 43%, followed by housing prices at 34%. Crime and overcrowding both ranked over 20%, while all other issues came in under 10%, with inflation as the lowest on the list, at 6%.



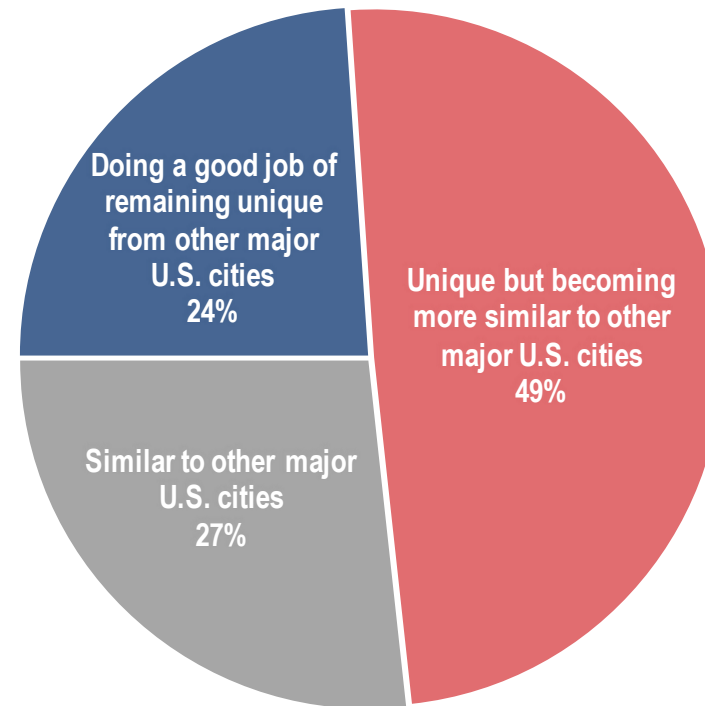
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

TOP 3	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
		Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Traffic	43%	46%	41%	31%	43%	50%	42%	40%	45%	51%	36%	32%	44%	52%	42%	39%	43%	42%	44%	45%	42%	43%
Homelessness	43%	41%	44%	47%	46%	38%	42%	46%	43%	44%	42%	49%	37%	42%	41%	46%	41%	37%	40%	46%	50%	41%
Housing prices	34%	32%	37%	30%	33%	38%	34%	37%	35%	40%	28%	33%	31%	39%	36%	34%	37%	33%	26%	35%	36%	23%

# AUSTIN UNIQUENESS

Nearly half of respondents rated Austin's uniqueness as present but becoming more similar to other U.S. cities. 27% felt that Austin was already similar to other major cities, while 24% felt the city had remained distinct.



**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

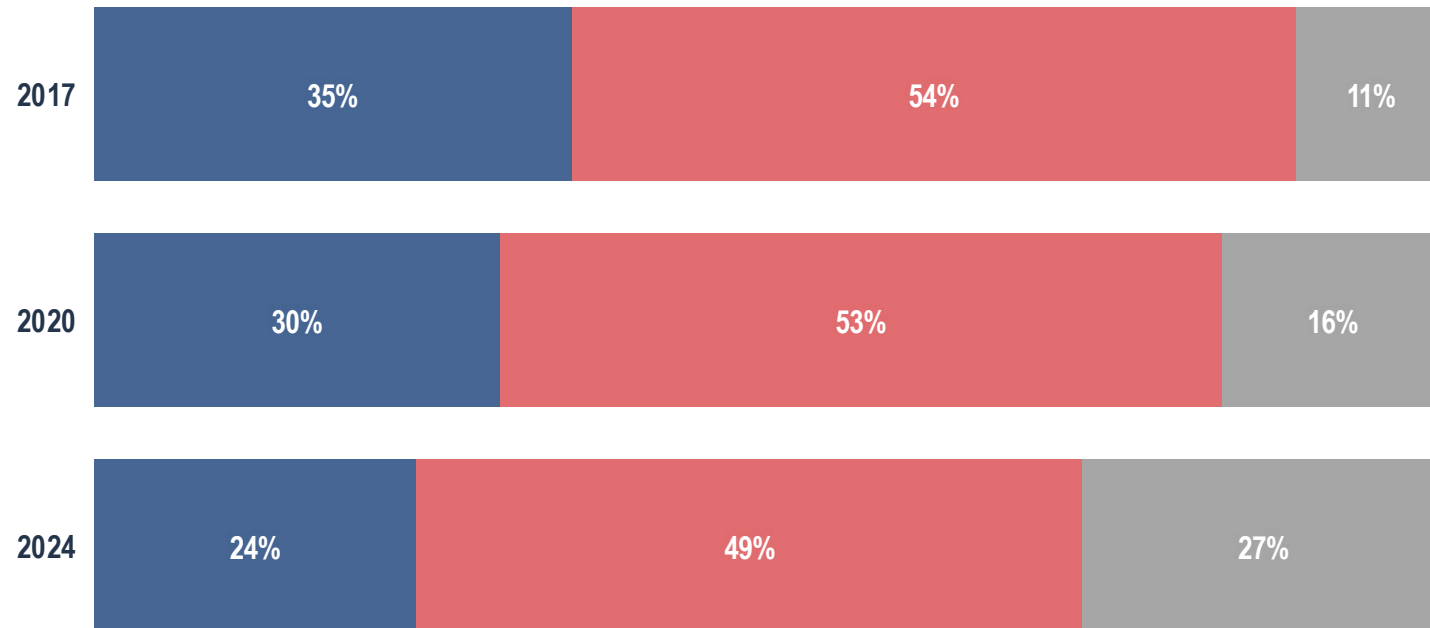
	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Doing a good job of remaining unique from ...	24%	28%	20%	33%	26%	17%	27%	25%	21%	24%	22%	27%	21%	24%	43%	8%	21%	19%	18%	30%	23%	20%
Unique but becoming more similar to other ...	49%	46%	53%	48%	45%	53%	48%	53%	51%	57%	46%	48%	52%	48%	41%	58%	46%	53%	52%	50%	54%	60%
Similar to other major U.S. cities	27%	26%	27%	19%	29%	30%	25%	22%	29%	19%	32%	25%	26%	28%	17%	33%	33%	29%	30%	20%	23%	21%



# AUSTIN UNIQUENESS COMPARISON BY YEAR

Austin appears to be losing its edge. This year, only 24% of those surveyed say Austin is doing a good job of remaining unique from other major U.S. cities. This is down from 30% in 2020 and 35% in 2017. Currently, 27% of area residents say that Austin is no different from other major U.S. cities.

- Doing a good job of remaining unique from other major U.S. cities
- Unique but becoming more similar to other major U.S. cities
- Similar to other major U.S. cities



BASIS:	
2017	813
2020	801
2024	808

# AFFORDABILITY

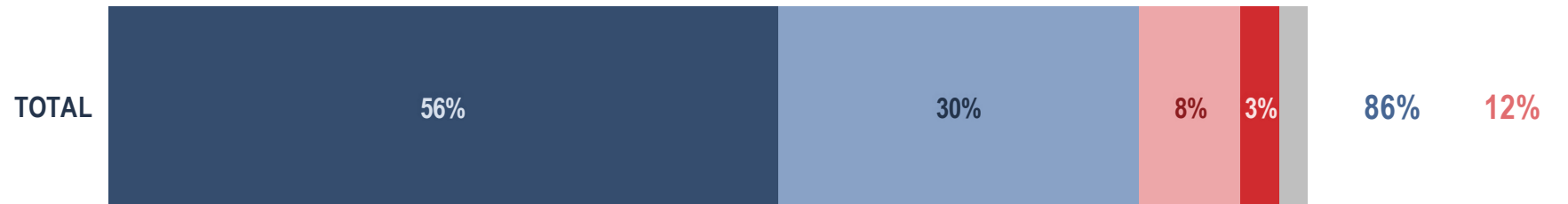
An aerial photograph of Austin, Texas, showing the city skyline with numerous high-rise buildings and a river winding through the center. The image is overlaid with a dark blue gradient, and the word 'AFFORDABILITY' is written in large, white, bold letters across the middle.

# IS AUSTIN AT RISK OF LOSING APPEAL DUE TO RISING COST OF LIVING

When questioned about the rising cost of living in Austin, 56% of respondents cited this as a definitive reason the city is losing appeal, while 30% felt it was somewhat responsible, for a T2B total of 86%. Only 12% answered in the negative. Opinions were fairly evenly distributed across age, home type, political party, and time living in Austin.

■ Yes, definitely    ■ Yes, somewhat    ■ Not really    ■ Definitely not    ■ Unsure

T2B    B2B



T2B = the sum of the two most positive options  
B2B = the sum of the two most negative options

**Abbreviations:**

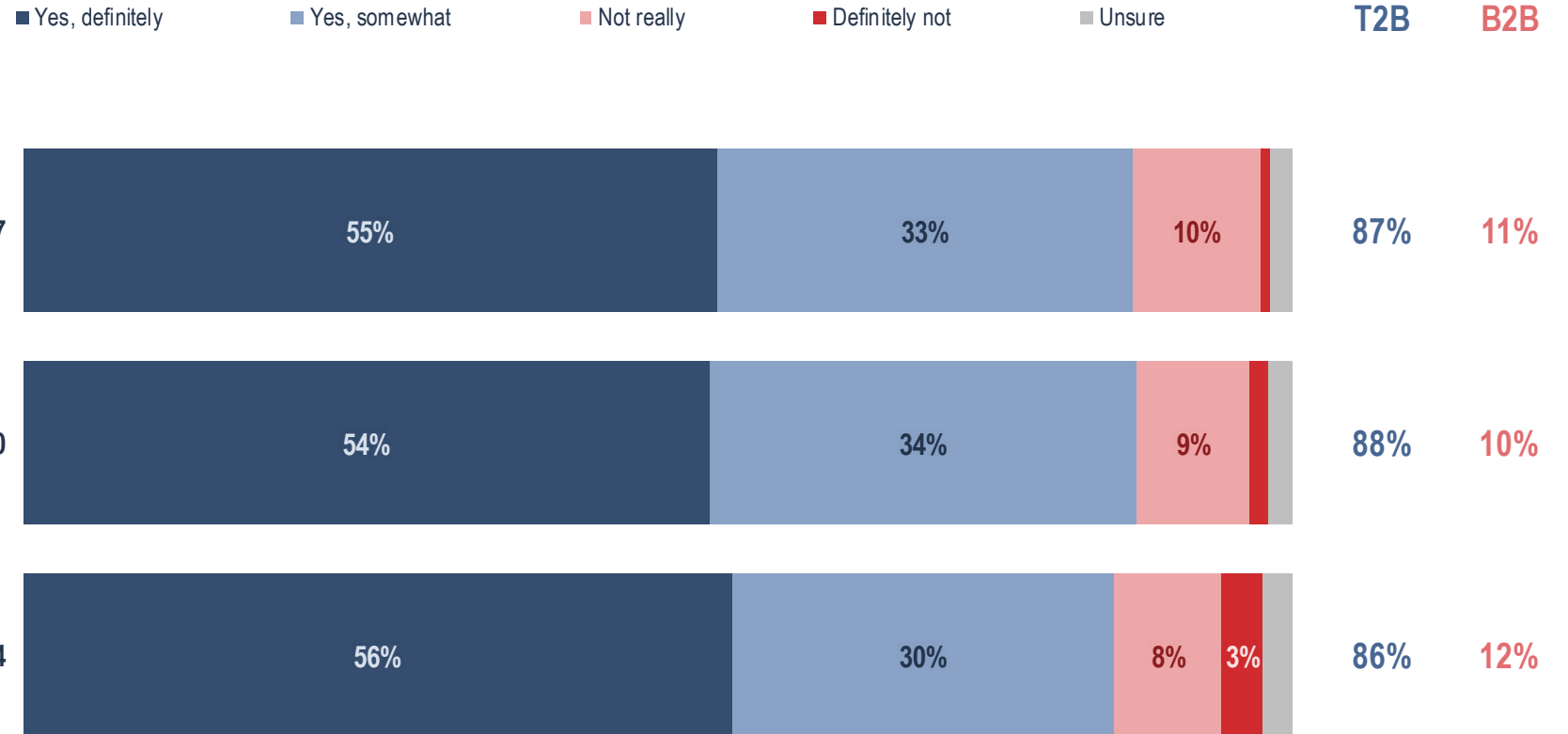
- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

ANALYZED BRAND	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY			YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi	
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66	
T2B	86%	84%	88%	85%	83%	89%	86%	89%	86%	90%	84%	82%	91%	85%	80%	93%	86%	91%	84%	89%	86%	92%	
B2B	12%	14%	10%	14%	13%	9%	12%	10%	11%	8%	16%	16%	8%	11%	19%	6%	9%	9%	15%	11%	14%	8%	



# IS AUSTIN AT RISK OF LOSING APPEAL DUE TO RISING COST OF LIVING COMPARISON BY YEAR

When questioned about the rising cost of living in Austin, 56% of respondents cited this as a definitive reason the city is losing appeal, while 30% felt it was somewhat responsible, for a T2B total of 86%. This is relatively unchanged from previous years.



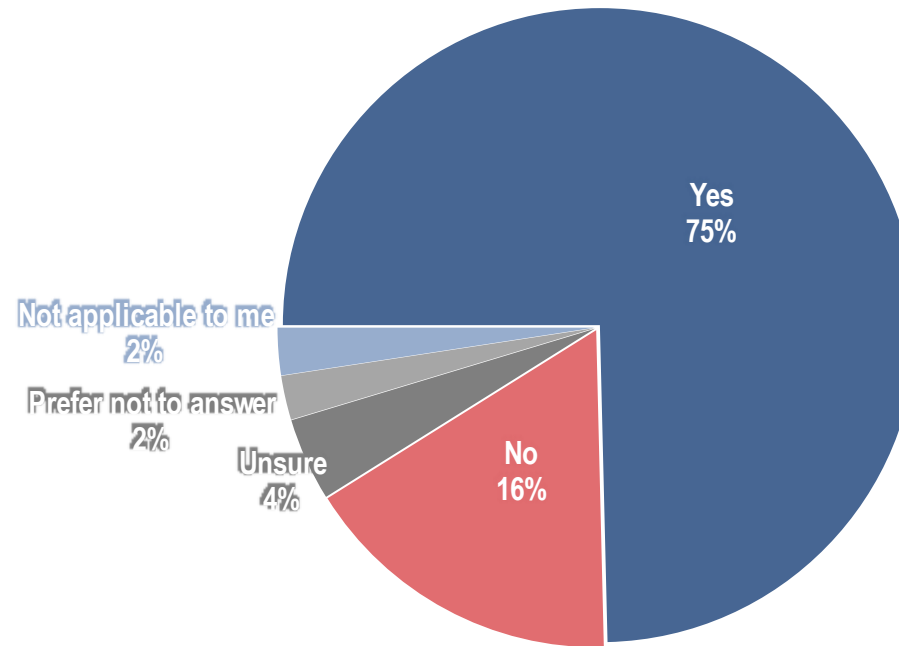
T2B = the sum of the two most positive options  
B2B = the sum of the two most negative options

**BASIS:**

2017	813
2020	801
2024	808

# HAD TO CUT BACK ON SPENDING DUE TO RISING COST OF LIVING

A massive 75% of all respondents report needing to cut spending due to the rising cost of living in Austin, while only 16% answered "no." Female respondents were more likely to confirm spending cuts. This issue seems to have bipartisan concern among respondents.



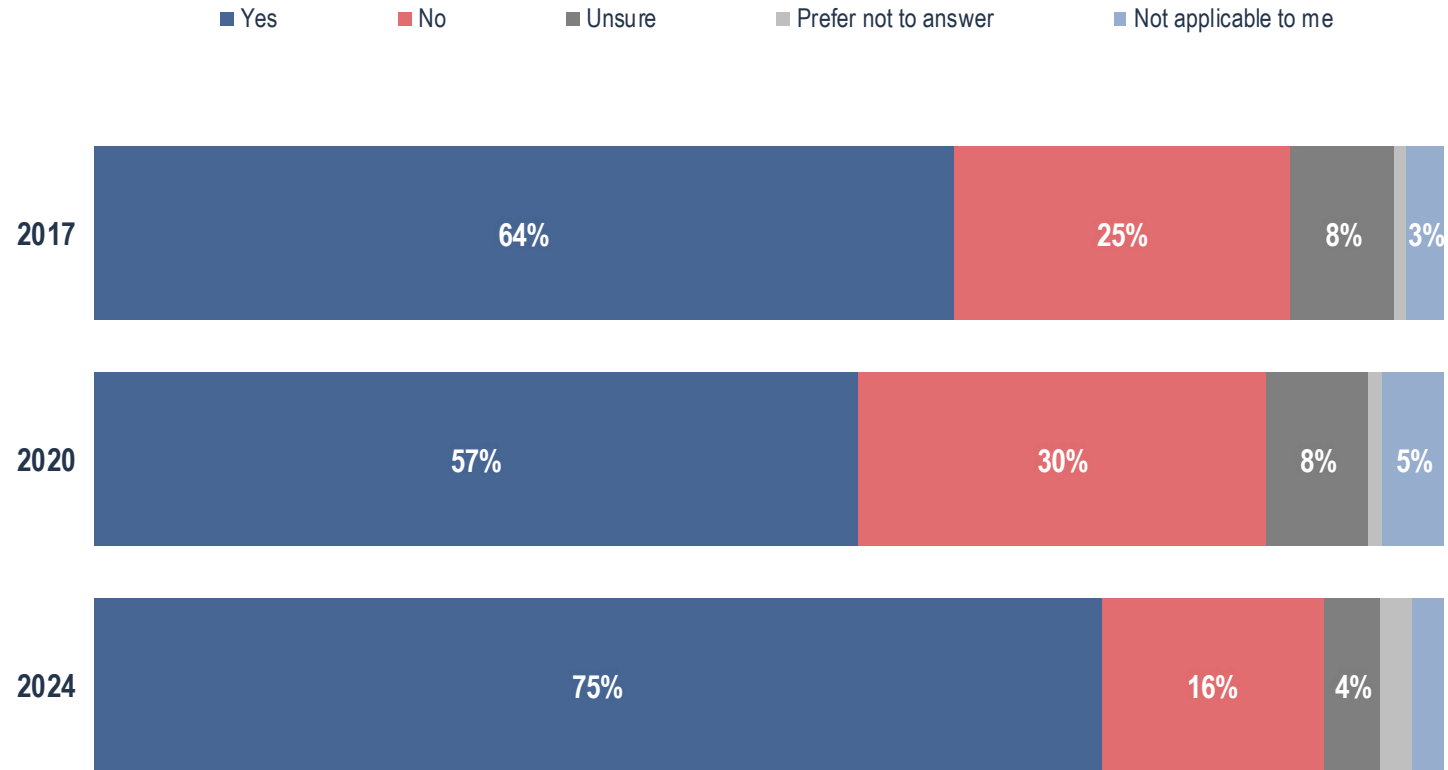
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Yes	75%	69%	80%	72%	81%	71%	76%	78%	74%	73%	77%	73%	76%	75%	67%	85%	75%	79%	84%	76%	75%	81%
No	16%	22%	11%	17%	12%	19%	17%	17%	16%	19%	16%	17%	15%	17%	25%	9%	15%	15%	11%	19%	19%	16%
Unsure	4%	5%	4%	6%	3%	5%	4%	4%	4%	5%	2%	5%	4%	4%	5%	2%	4%	3%	2%	2%	4%	0%
Prefer not to answer	2%	3%	2%	3%	2%	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%	1%	3%	1%	3%	1%	1%	1%
Not applicable to me	2%	2%	3%	3%	2%	2%	1%	0%	4%	1%	2%	4%	2%	2%	1%	2%	3%	2%	0%	3%	1%	2%

# HAD TO CUT BACK ON SPENDING DUE TO RISING COST OF LIVING

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.



**BASIS:**

2017	813
2020	801
2024	808

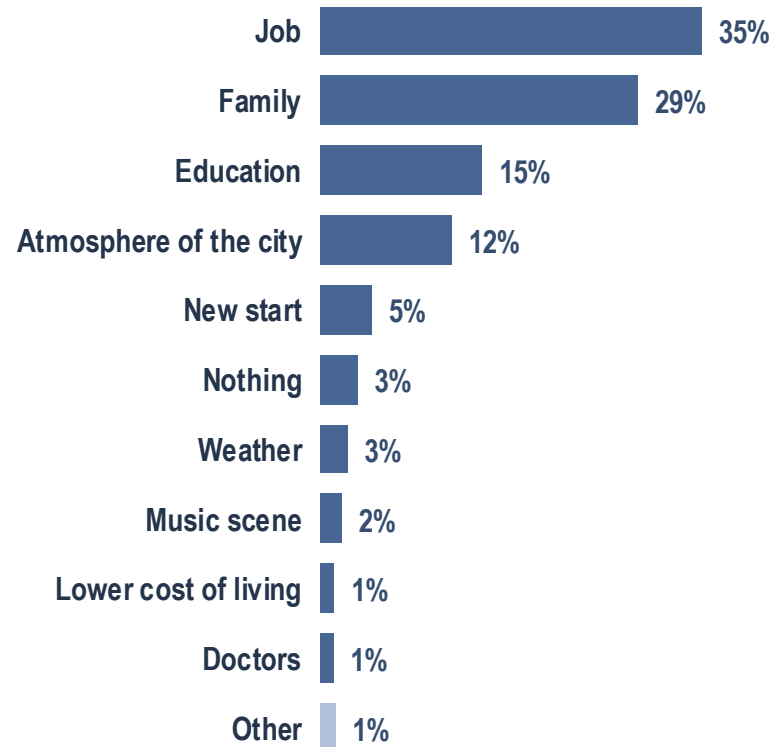


# GROWTH AND LIVING IN AUSTIN

An aerial photograph of Austin, Texas, showing a dense urban skyline with numerous high-rise buildings. In the foreground, a wide river flows through a lush green park area with many trees. The overall scene is captured in a dark, blue-tinted aesthetic, suggesting a dusk or dawn setting.

# REASONS WHY THEY MOVED TO AUSTIN

35% of respondents reported that a job brought them to the city, while 29% answered "family." Education came in 3rd, at 15%, with atmosphere following at 12%. All others ranked at 5% or lower. As expected, 50+ year olds were less likely to move to Austin for a job.



**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

LIVED IN AUSTIN FOR 5 YEARS OR LESS

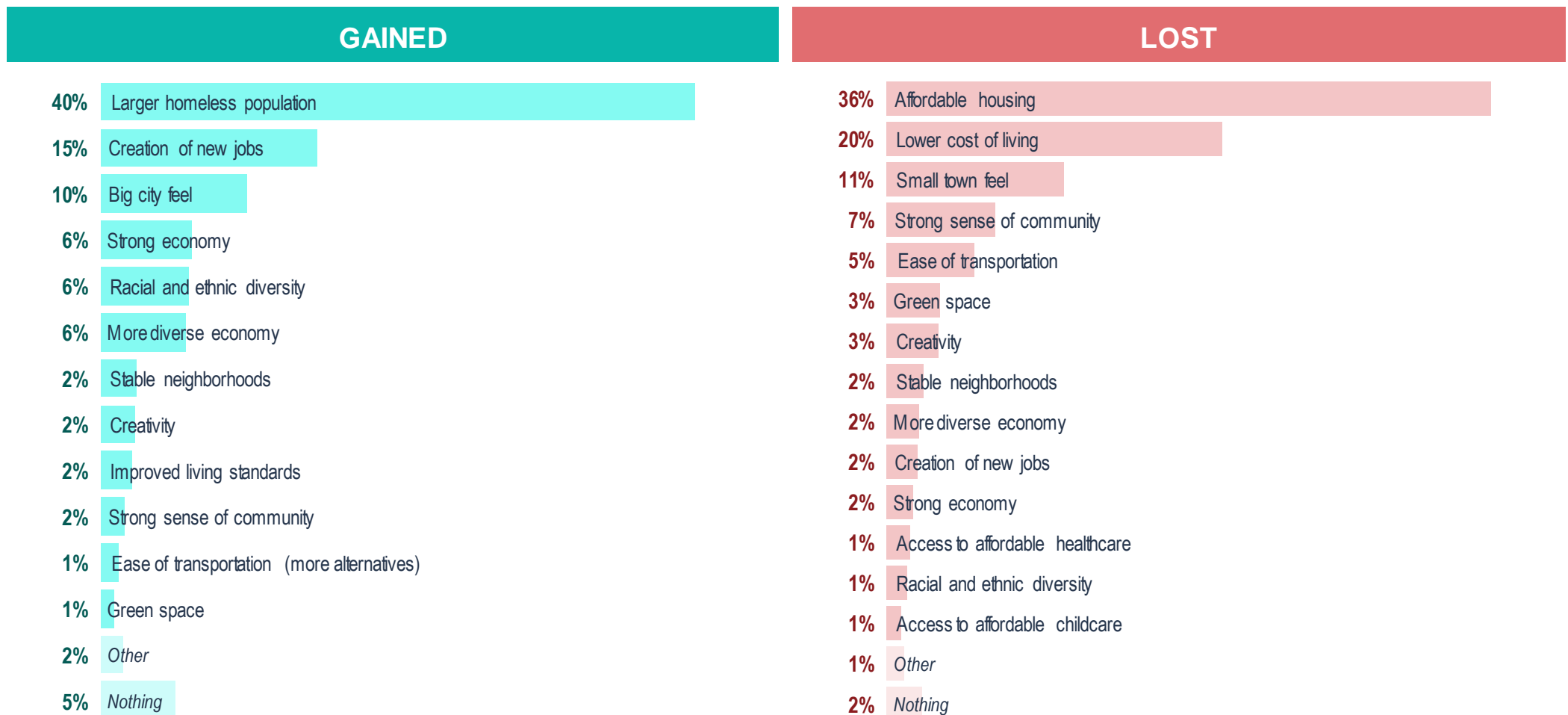
TOP 3	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		AUSTIN TRACK		CIVIC ENGAGEMENT					
		TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP
NUMBER OF RESPONDENTS	204	96	108	108	58	38	129	34	75	79	57	96	72	86	21	19	26	30	12
Job	35%	35%	35%	37%	42%	25%	41%	37%	26%	46%	35%	39%	38%	32%	48%	57%	33%	40%	55%
Family	29%	30%	28%	17%	32%	46%	22%	17%	41%	21%	39%	26%	31%	38%	45%	27%	16%	25%	23%
Education	15%	15%	15%	23%	13%	5%	15%	24%	15%	11%	19%	14%	11%	17%	11%	22%	9%	15%	15%

GOpen: What brought you to Austin?

# TOP THINGS THAT AUSTIN HAS...

When asked about the top things Austin has gained in the last 5 years, 40% reported a larger homeless population, while all other answers fell at 15% (creation of new jobs) or lower. Ease of transportation and green space were the least selected.

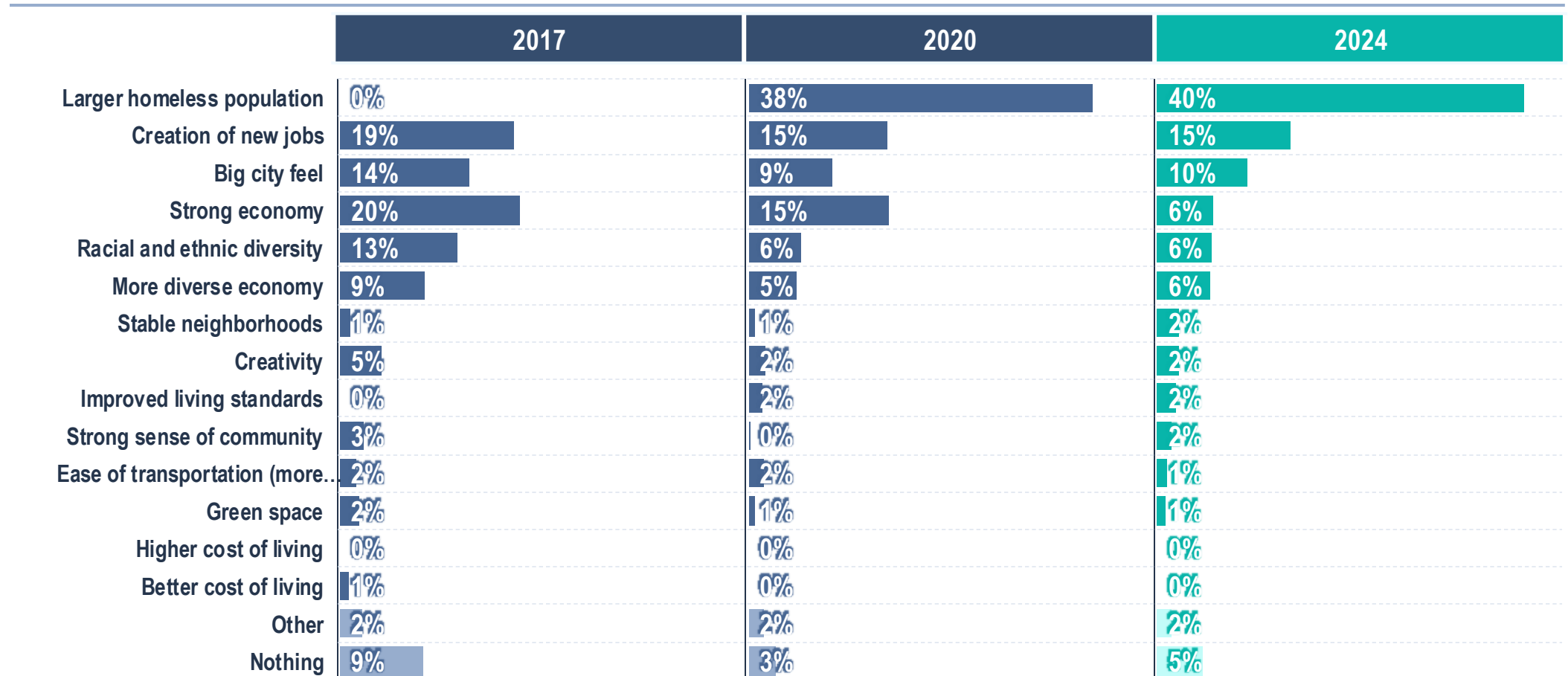
Respondents were asked the same question in regard to things that the city has lost in the last five years. 36% answered "affordable housing," followed by 20% who picked "lower cost of living," and 11% who answered, "small town feel." Affordable healthcare, diversity, and affordable childcare were the least likely to be selected as lost.





# TOP THINGS THAT AUSTIN HAS GAINED COMPARISON BY YEAR

Compared to previous years' surveys, the homeless issue has cleared gained prominence, with 40% now saying this problem has grown over the past 5 years. Perceptions of a strong economy in Austin have declined from 20% in 2017 and 15% in 2020 to only 6% today.



**BASIS:**

2017	813
2020	801
2024	808

# TOP THINGS THAT AUSTIN HAS LOST COMPARISON BY YEAR

Increasingly, Austin is seen as having lost affordable housing. Today, 36% of area residents say this is something that has been lost in Austin over the past 5 years, up from 22% in 2020.

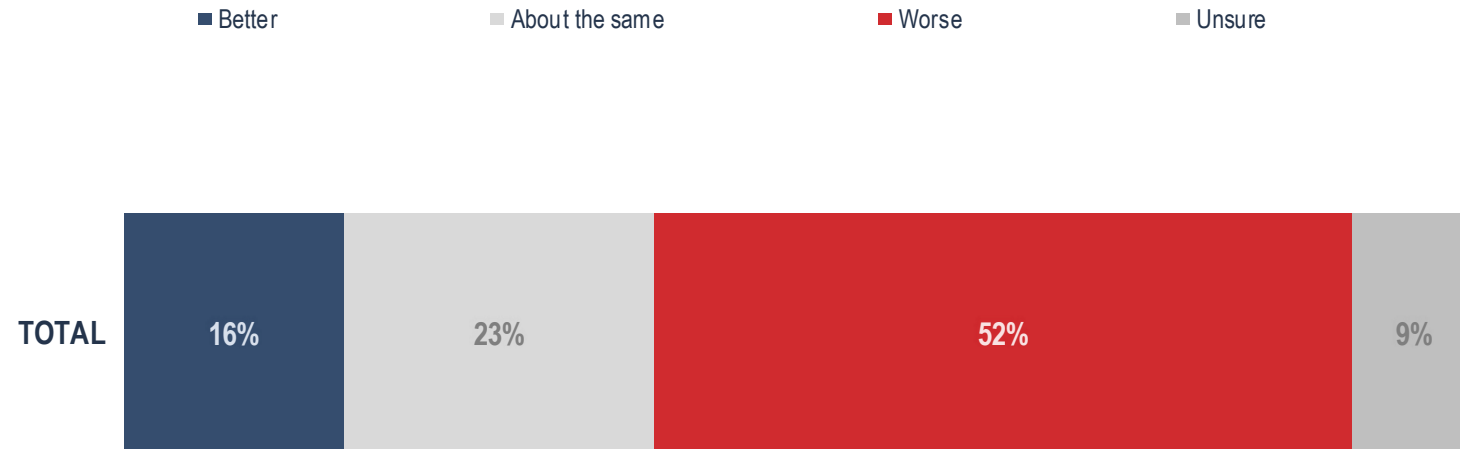
	2017	2020	2024
Affordable housing	0%	22%	36%
Lower cost of living	32%	21%	20%
Small town feel	11%	11%	11%
Strong sense of community	7%	6%	7%
Ease of transportation	26%	17%	5%
Green space	5%	5%	3%
Creativity	4%	2%	3%
Stable neighborhoods	4%	4%	2%
More diverse economy	1%	1%	2%
Creation of new jobs	1%	2%	2%
Strong economy	1%	2%	2%
Access to affordable healthcare	0%	0%	1%
Racial and ethnic diversity	5%	3%	1%
Access to affordable childcare	0%	0%	1%
Other	2%	2%	1%
Nothing	2%	2%	2%

**BASIS:**

2017	813
2020	801
2024	808

# EXPECTATION HOW LIFE IN AUSTIN WILL BE FOR MOST PEOPLE 5 YEARS INTO THE FUTURE

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. The oldest group of respondents were most likely to answer "worse," and Republicans were almost 20% more likely to feel negative toward the future of the city.



**Abbreviations:**

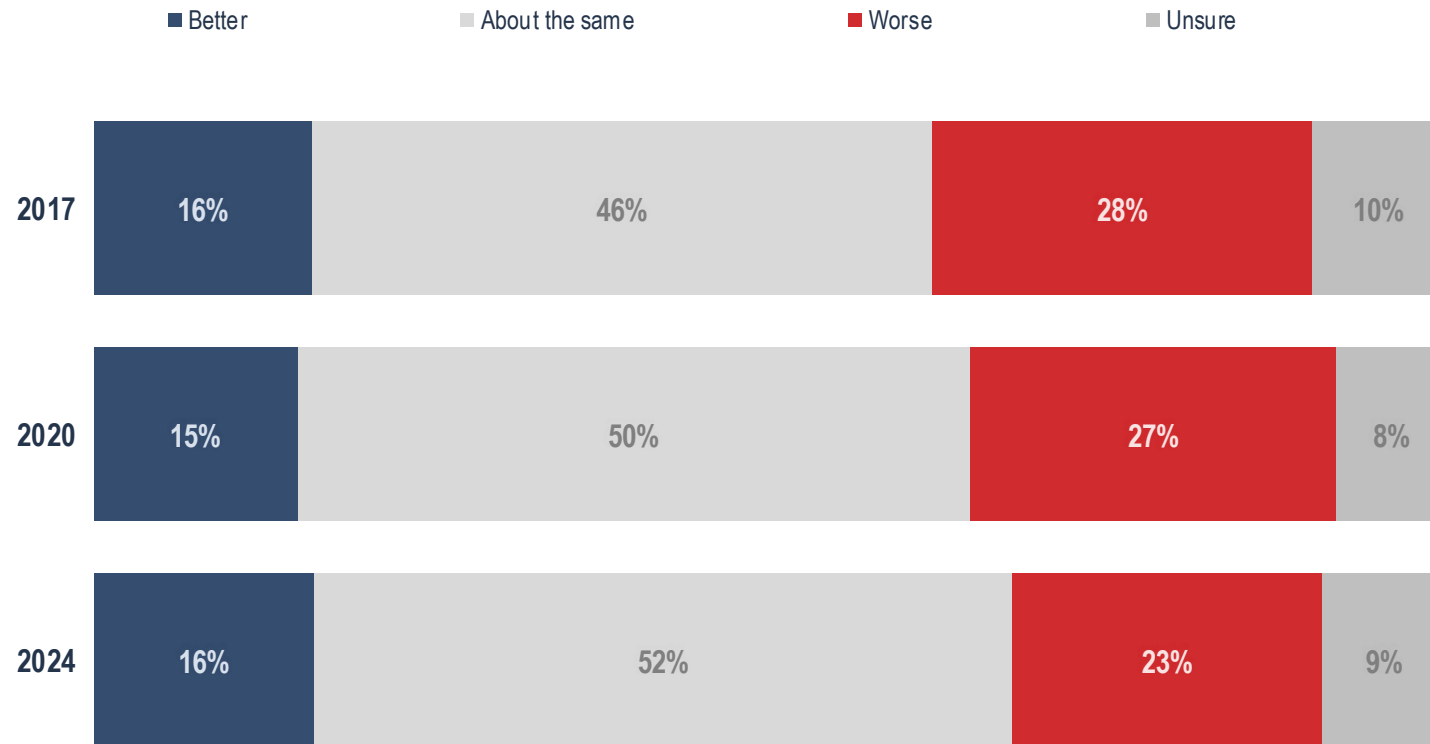
- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY			YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi	
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66	
Better	16%	23%	10%	26%	21%	7%	22%	17%	10%	17%	15%	23%	13%	14%	34%	5%	10%	17%	19%	22%	24%	26%	
Worse	52%	46%	56%	40%	52%	58%	47%	48%	57%	44%	61%	45%	56%	54%	30%	75%	52%	60%	59%	55%	47%	56%	



# EXPECTATION HOW LIFE IN AUSTIN WILL BE FOR MOST PEOPLE 5 YEARS INTO THE FUTURE COMPARISON BY YEAR

Overall, respondents feel that life in Austin will be "about the same" for most people in the next 5 years. 16% think life will be better, and 23% think it will be worse. This is slightly better than the perceptions measured in previous survey waves.

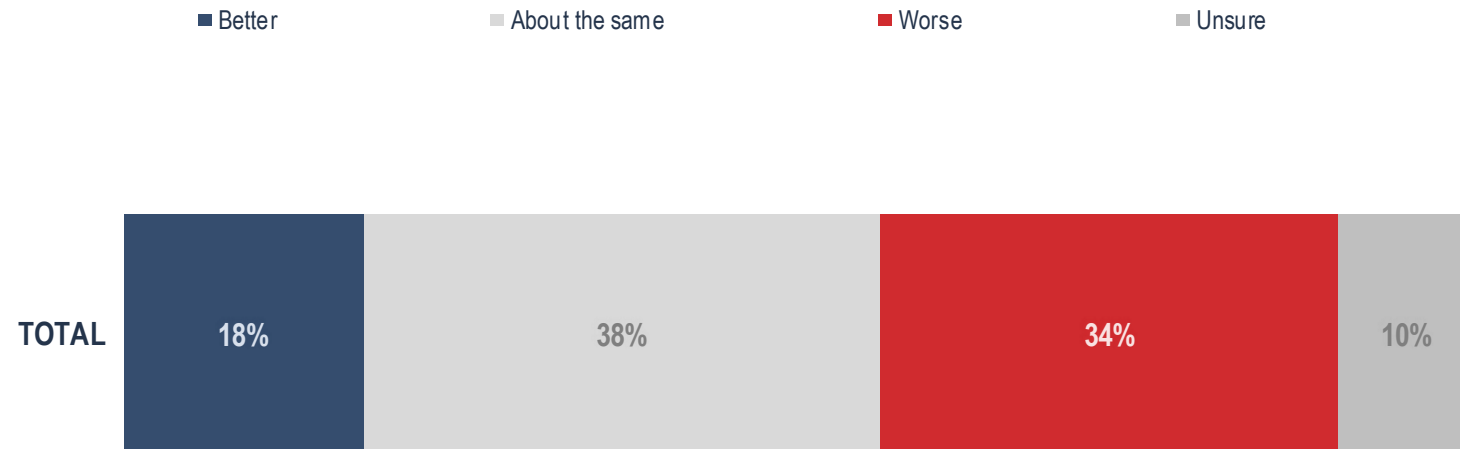


**BASIS:**

2017	813
2020	801
2024	808

# EVALUATION OF AUSTIN GROWTH MANAGEMENT COMPARED TO OTHER U.S. CITIES

When asked to compare Austin to other major U.S. cities, 38% believed Austin was managing growth about the same, while 34% felt it was managing worse, and only 18% felt that Austin was doing better comparatively. Men were again more likely to feel that Austin was doing better, while older respondents and Republican respondents were more likely to be pessimistic.



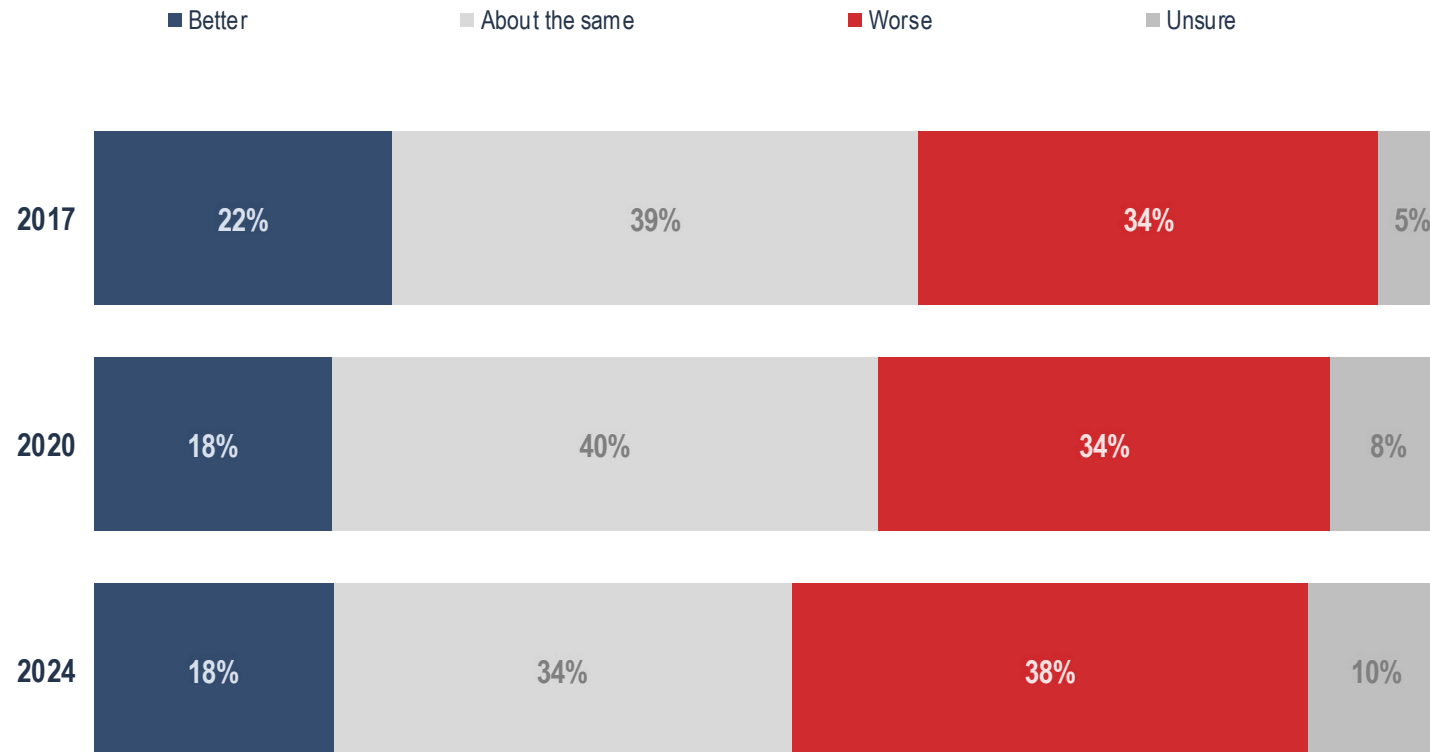
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Better	18%	24%	12%	27%	23%	9%	21%	19%	14%	23%	15%	22%	18%	14%	39%	5%	11%	18%	17%	22%	25%	27%
Worse	34%	31%	36%	26%	33%	39%	33%	27%	36%	29%	39%	28%	37%	37%	17%	52%	33%	41%	40%	39%	29%	35%

# EVALUATION OF AUSTIN GROWTH MANAGEMENT COMPARED TO OTHER U.S. CITIES COMPARISON BY YEAR

When asked to compare Austin to other major U.S. cities, 34% believed Austin was managing growth about the same, while 38% felt it was managing worse, and only 18% felt that Austin was doing better comparatively. This represents a slight worsening of perceptions than was measured in previous surveys.

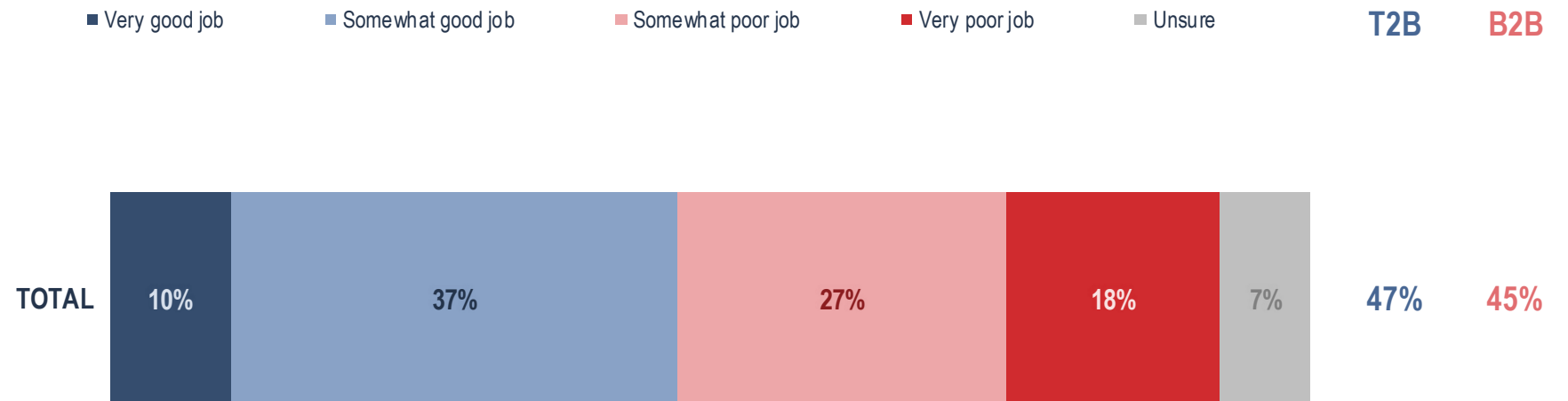


**BASIS:**

2017	813
2020	801
2024	808

# EFFECTIVITY OF IDENTITY AND CULTURE PROTECTION DESPITE GROWTH

37% of respondents felt that Austin was doing a somewhat good job of protecting its culture despite growth, though only 10% felt the city was doing a very good job (for a T2B of 47%). 27% felt the city was doing somewhat poorly at protecting local culture, and 18% felt it was very poor (for a very close B2B of 45%).



**T2B** = the sum of the two most positive options  
**B2B** = the sum of the two most negative options

**Abbreviations:**

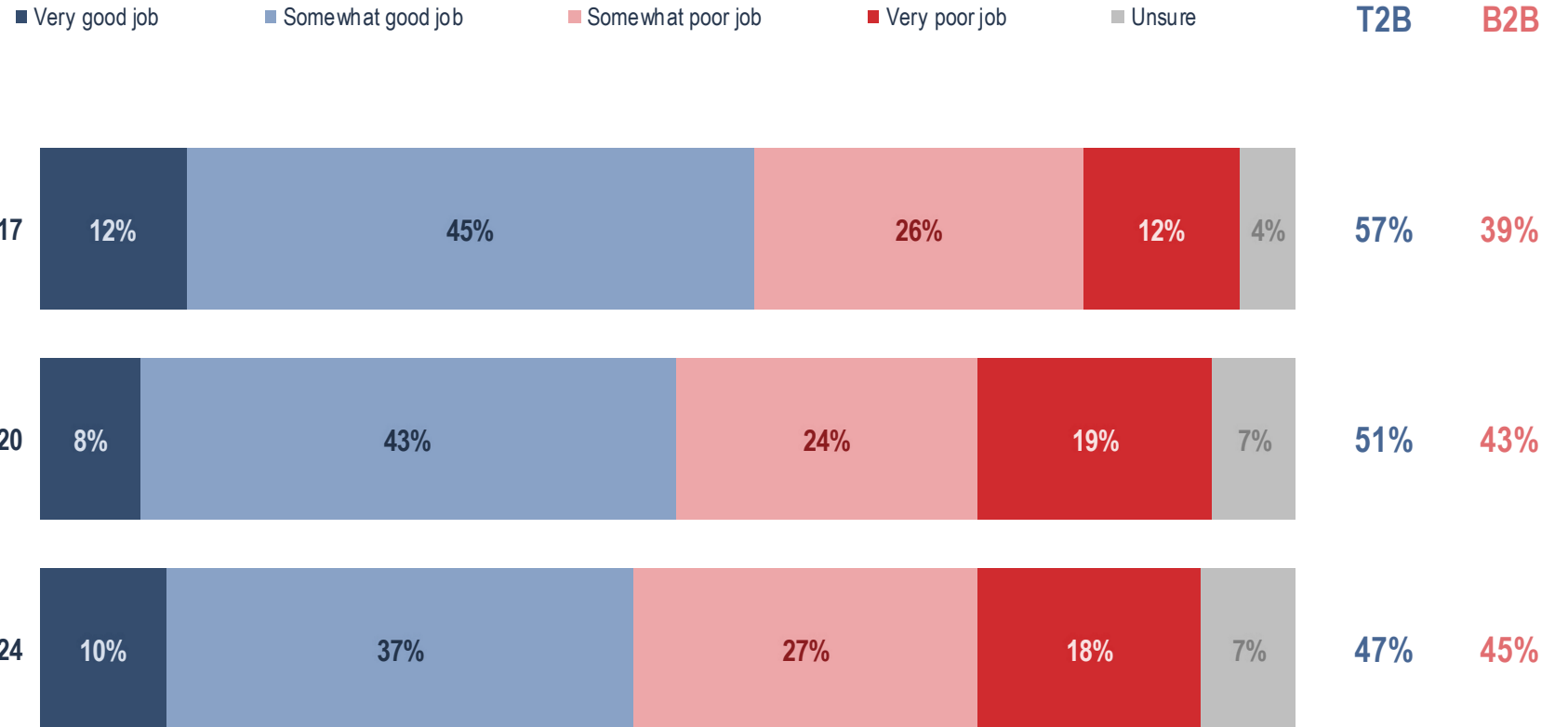
- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
T2B	47%	52%	43%	60%	50%	38%	51%	52%	43%	52%	46%	56%	44%	42%	75%	24%	43%	43%	44%	47%	57%	45%
B2B	45%	41%	48%	32%	45%	53%	44%	45%	46%	42%	48%	35%	49%	51%	22%	70%	45%	50%	53%	51%	40%	53%



# IDENTITY AND CULTURE PROTECTION DESPITE GROWTH COMPARISON BY YEAR

37% of respondents felt that Austin was doing a somewhat good job of protecting its culture despite growth, though only 10% felt the city was doing a very good job (for a T2B of 47%). 27% felt the city was doing somewhat poorly at protecting local culture, and 18% felt it was very poor (for a very close B2B of 45%). The share saying Austin is doing a very or somewhat good job at protecting its unique identity has declined steadily since 2017.



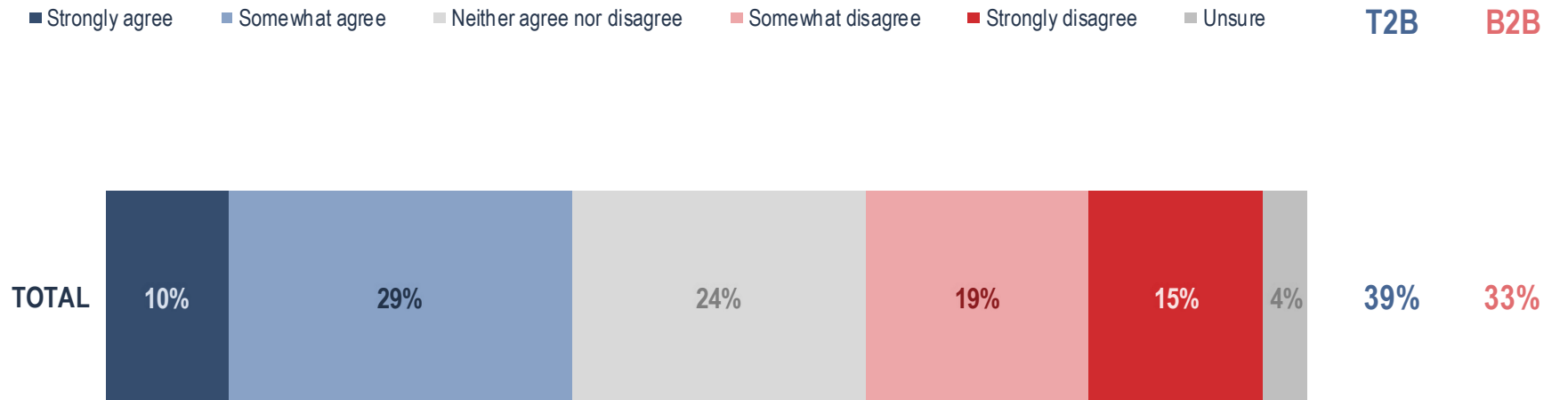
T2B = the sum of the two most positive options  
B2B = the sum of the two most negative options

**BASIS:**

2017	813
2020	801
2024	808

# EVALUATION OF HOW WHETHER THEY CONSIDER AUSTIN TO BE ONE OF THE BEST PLACES TO RAISE A FAMILY

When asked if they believed Austin was one of the best places to raise a family, 29% somewhat agreed, followed by 24% who felt neutral. 19% somewhat disagreed and 15% disagreed strongly. When looking at the T2B and B2B, positive and negative feelings are fairly split, with positive feelings in a narrow lead.



**T2B** = the sum of the two most positive options  
**B2B** = the sum of the two most negative options

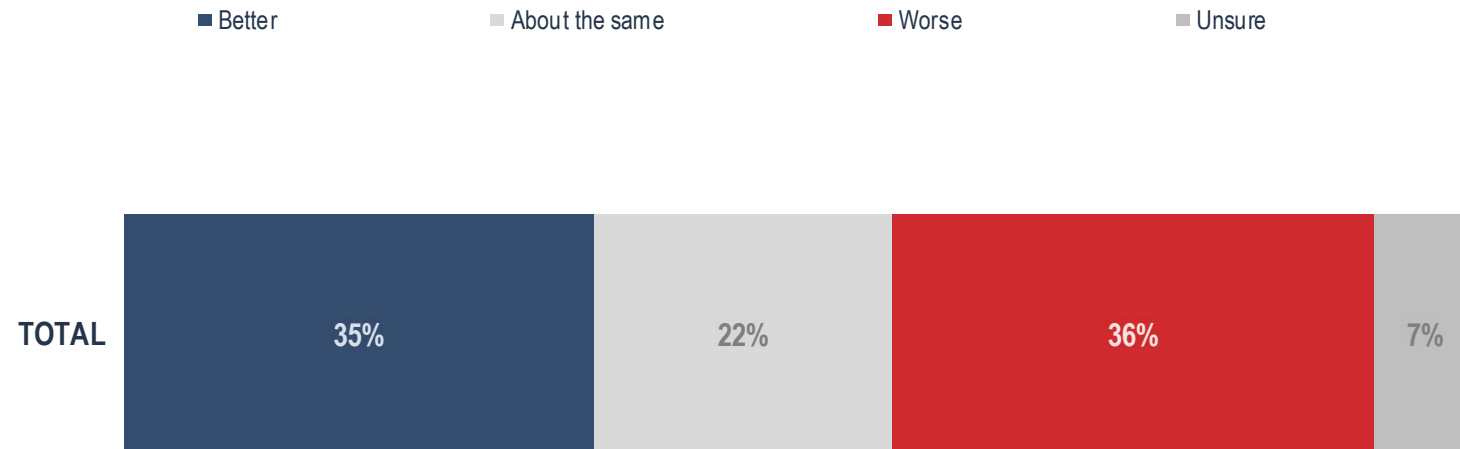
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
T2B	39%	45%	33%	40%	42%	36%	43%	48%	34%	46%	36%	42%	37%	37%	64%	21%	34%	29%	49%	42%	47%	44%
B2B	33%	27%	38%	31%	30%	37%	29%	22%	38%	25%	40%	30%	35%	34%	13%	55%	33%	49%	31%	37%	24%	27%

# EVALUATION OF AUSTIN AS A PLACE TO RAISE A FAMILY COMPARED TO OTHER U.S. CITIES

Compared to other cities, 36% felt Austin was about the same when it comes to raising a family. This nearly tied with the 35% who believed Austin is better. 22% report feeling that Austin is worse for raising a family.



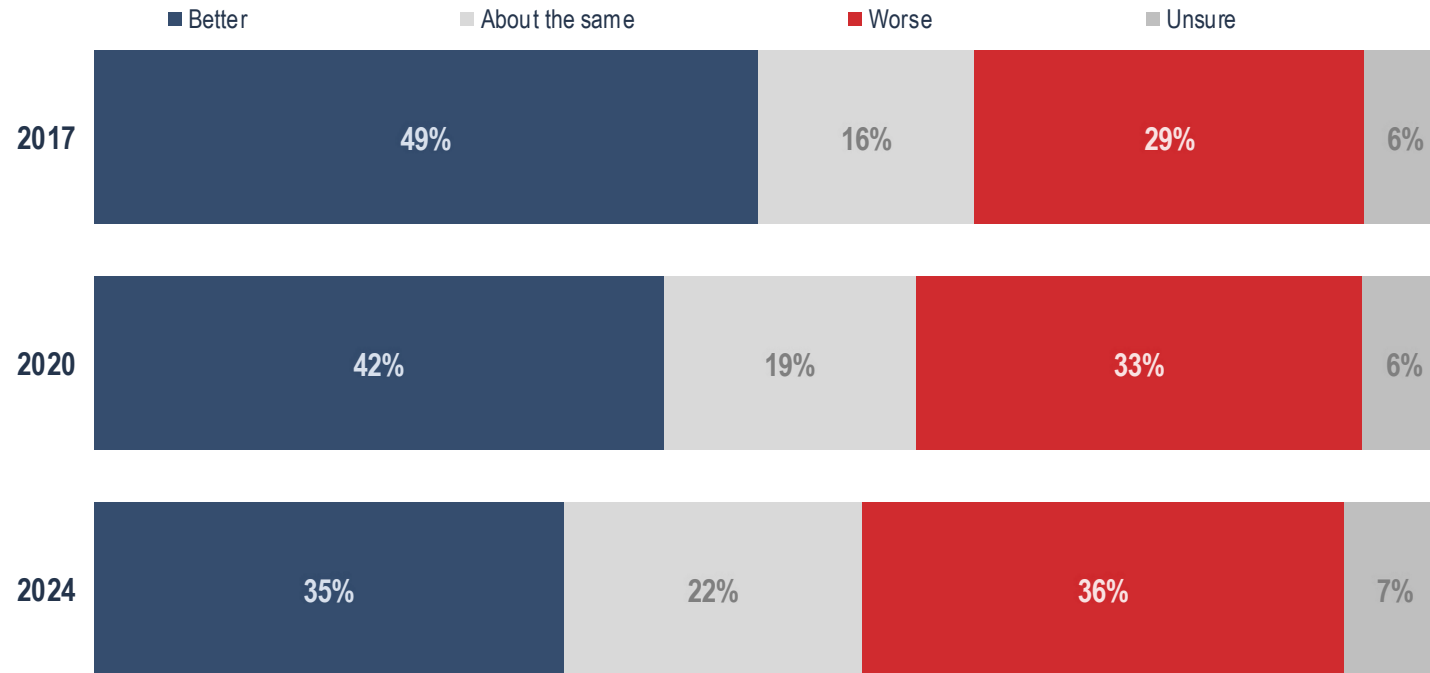
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Better	35%	39%	31%	41%	37%	30%	40%	44%	29%	42%	33%	39%	32%	33%	58%	19%	31%	29%	42%	37%	41%	40%
Worse	22%	20%	23%	19%	23%	23%	22%	15%	22%	17%	27%	19%	24%	23%	12%	36%	22%	30%	23%	27%	15%	14%

# EVALUATION OF AUSTIN AS A PLACE TO RAISE A FAMILY COMPARED TO OTHER U.S. CITIES COMPARISON BY YEAR

Austin is increasingly seen as a worse place than other U.S. cities to raise a family. The share rating Austin worse has increased from 29% in 2017 and 33% in 2020 to 36% today.

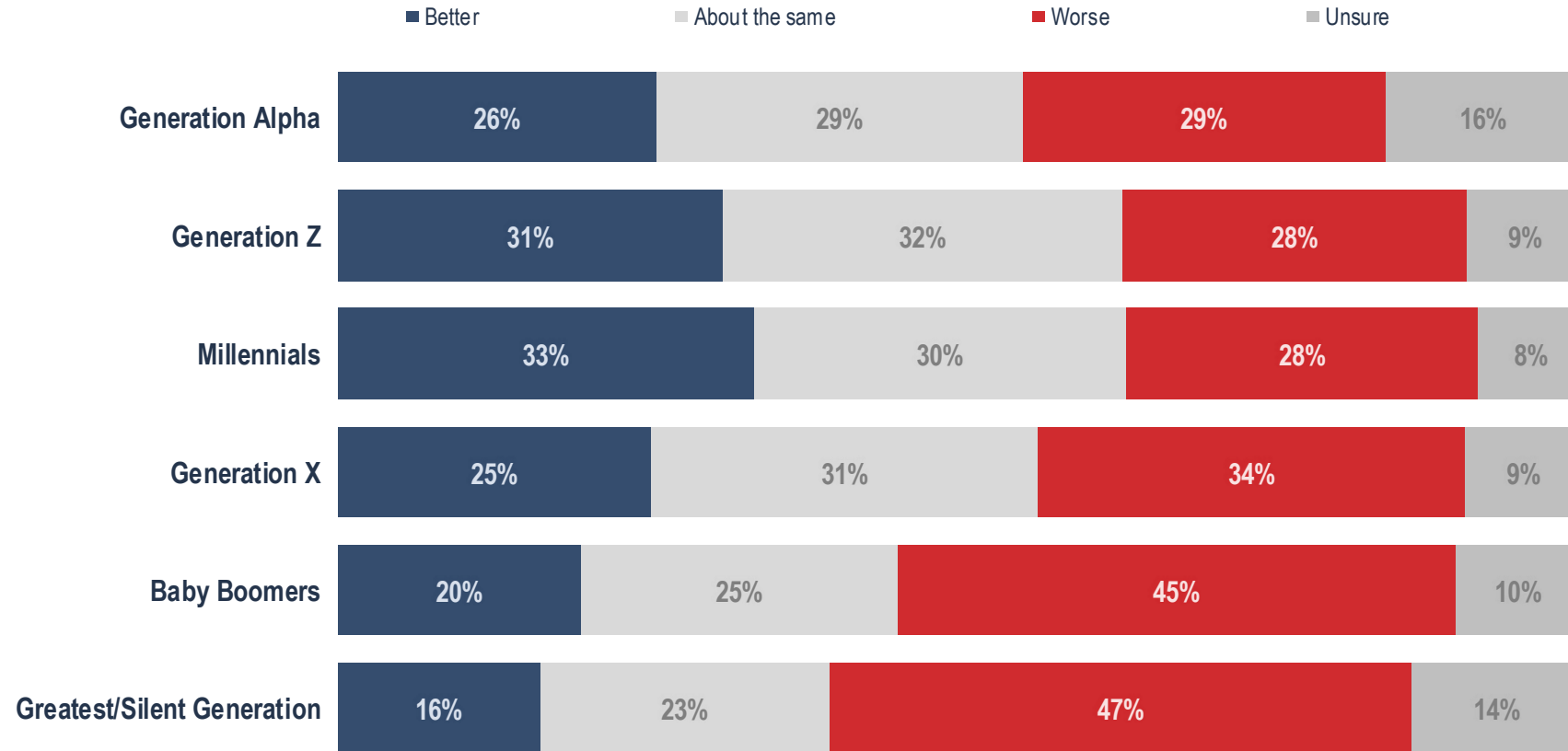


**BASIS:**

2017	813
2020	801
2024	808

# EVALUATION OF AUSTIN AS A PLACE FOR DIFFERENT GENERATIONS COMPARED TO OTHER U.S. CITIES

Millennials feel the best about Austin. Younger generations feel Austin is doing better than older generations.

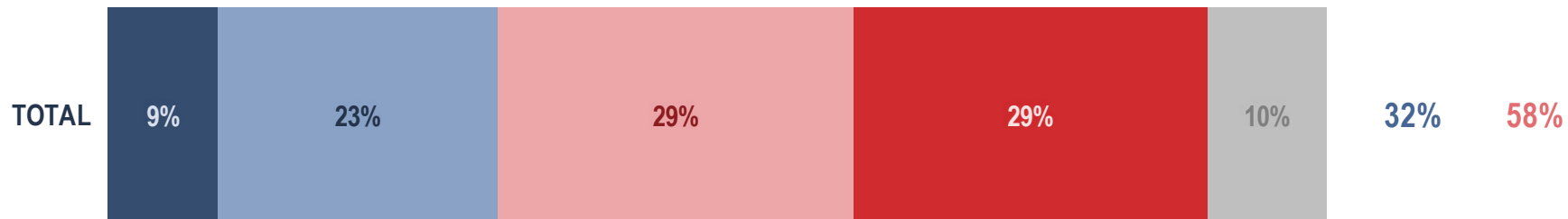




# EVALUATION OF HOW SIMILAR TO THEM ARE PEOPLE MOVING TO AUSTIN

Overall, most respondents felt that newcomers to the city were at least somewhat different to them (58% B2B split evenly). 23% felt some level of commonality to those new to the city, while only 9% felt very similar. Both older and conservative respondents were somewhat more likely to feel different from those moving the the city.

■ Very similar to me
■ A little similar to me
■ A little different from me
■ Very different from me
■ Unsure
T2B
B2B



T2B = the sum of the two most positive options  
B2B = the sum of the two most negative options

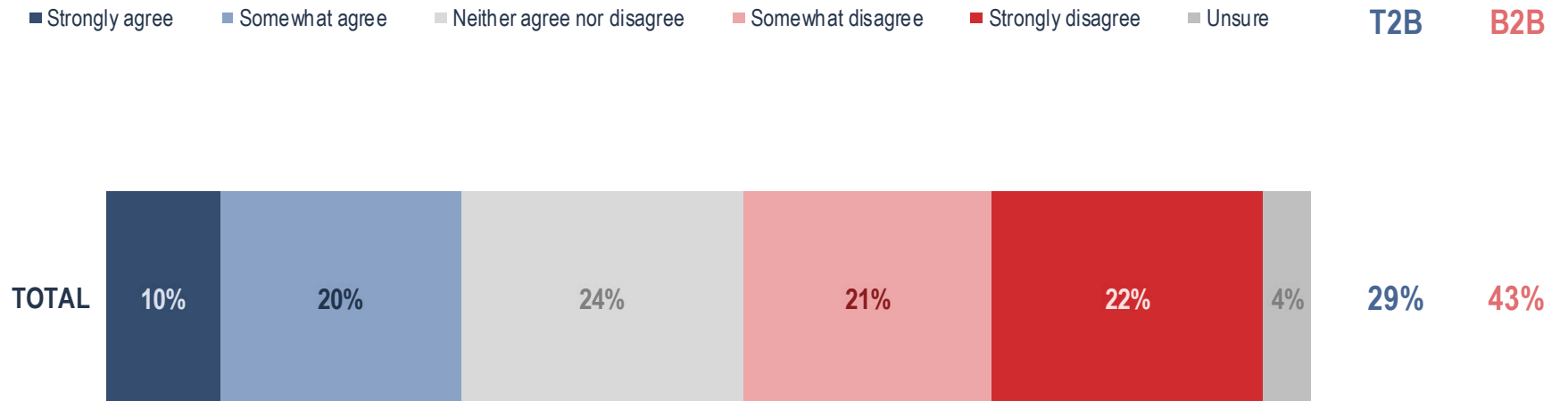
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
T2B	32%	34%	30%	43%	37%	22%	36%	42%	27%	38%	26%	42%	33%	23%	48%	22%	26%	33%	30%	32%	38%	38%
B2B	58%	58%	58%	51%	54%	65%	56%	54%	60%	52%	66%	49%	57%	67%	46%	70%	61%	62%	62%	61%	56%	57%

# EVALUATION OF HOW AUSTIN'S GROWTH BENEFITS PEOPLE LIKE THEM

The largest share of respondents (24%) felt neutral when asked if Austin's growth benefits people like them, but this is followed closely by the 22% who strongly disagree, the 21% who somewhat disagree, and the 20% who somewhat agree. Only 10% report strongly believing that Austin's growth is beneficial to people like them.



**T2B** = the sum of the two most positive options  
**B2B** = the sum of the two most negative options

**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
T2B	29%	36%	24%	40%	35%	19%	37%	33%	21%	35%	26%	36%	29%	24%	53%	13%	21%	31%	38%	36%	44%	50%
B2B	43%	36%	49%	30%	37%	55%	35%	32%	52%	36%	53%	32%	44%	53%	17%	68%	46%	48%	41%	52%	34%	34%

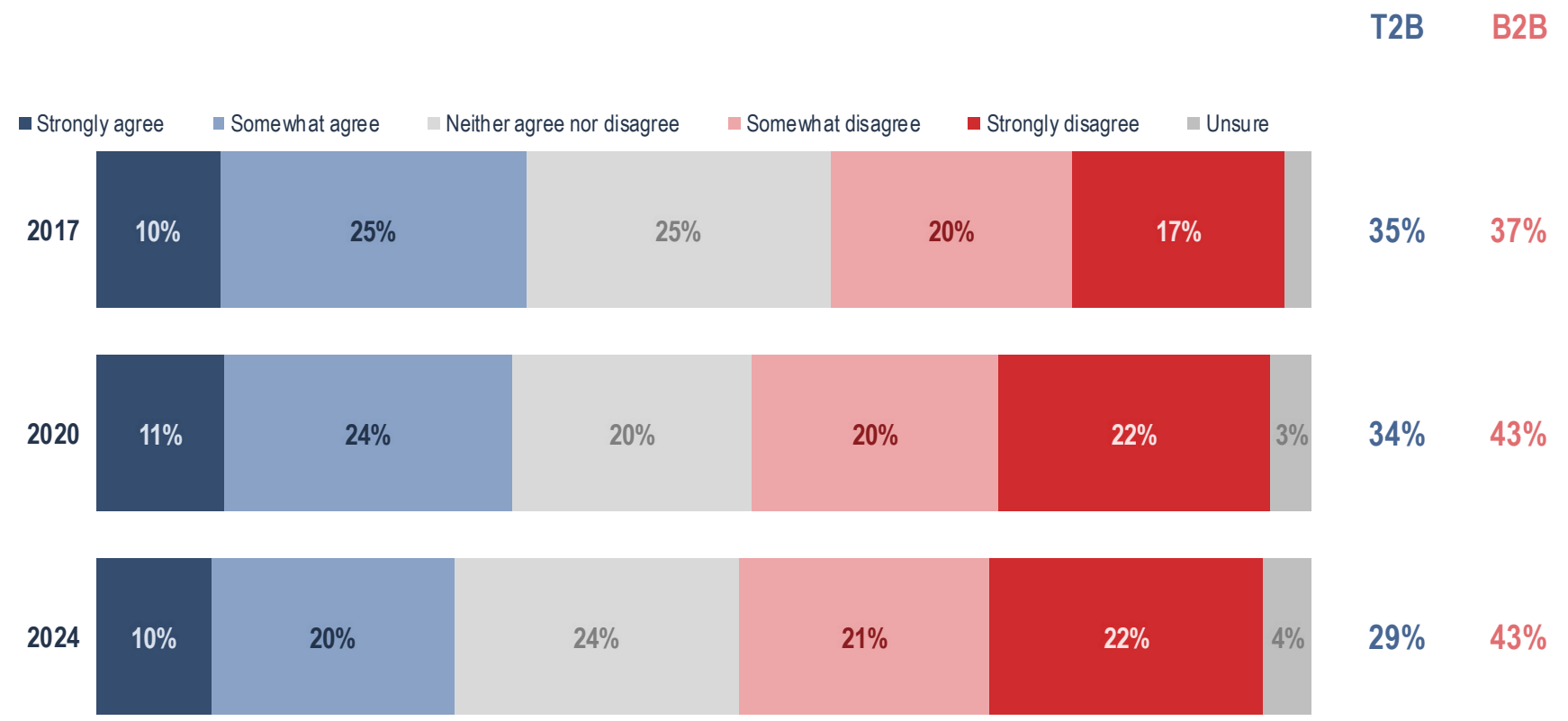
# HOW AUSTIN'S GROWTH BENEFITS PEOPLE LIKE THEM COMPARISON BY YEAR

The largest share of respondents (24%) felt neutral when asked if Austin's growth benefits people like them, but this is followed closely by the 22% who strongly disagree, the 21% who somewhat disagree. 29% agree that Austin's growth benefits them. This share is down from 34% in 2020 and 35% in 2017.

**T2B** = the sum of the two most positive options  
**B2B** = the sum of the two most negative options

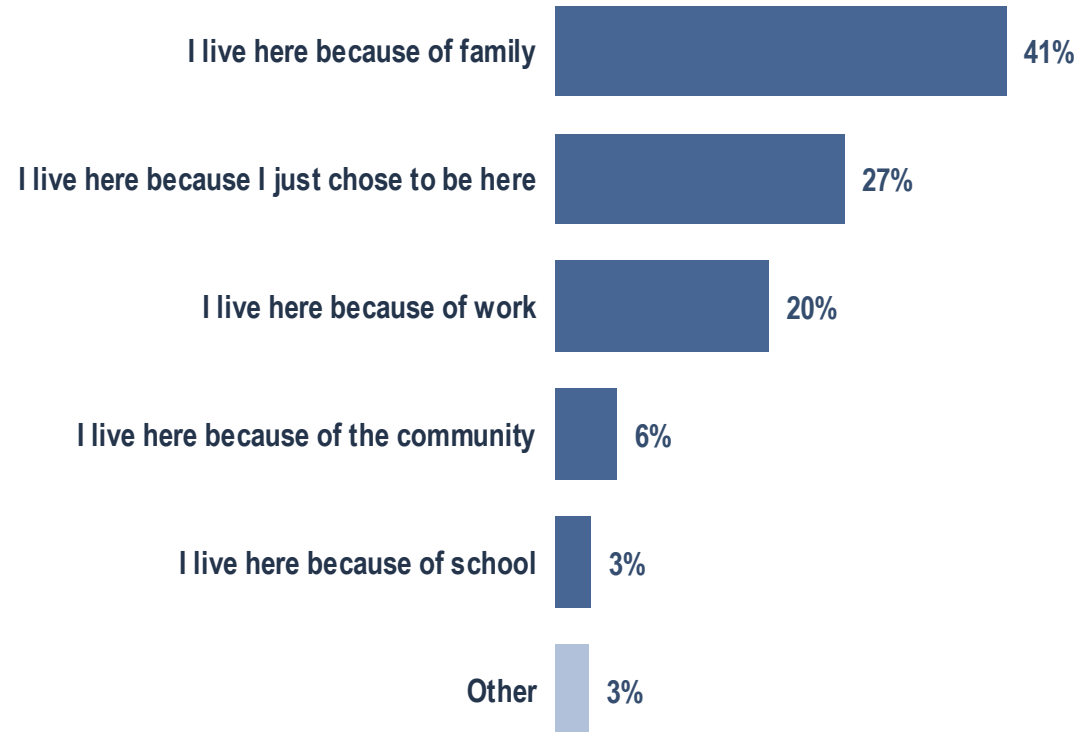
**BASIS:**

2017	813
2020	801
2024	808



# BEST DESCRIPTION OF THE REASON WHY THEY LIVE IN AUSTIN

41% of respondents reporting living in Austin because of family, while 27% chose to be in the city. Another 20% selected work as the reason for their location, while only 6% live in Austin for the community and 3% for school.



**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

TOP 3	GENDER		AGE			LIVE IN			POL. PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT						
	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem	Rep	< 9	9-24	25+	Right	Wrong	None	Rel. org	Ch. school	Animal	HL/FP	Multi	
NUMBER OF RESPONDENTS	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66	
I live here because of family	41%	34%	49%	45%	35%	44%	37%	24%	47%	41%	42%	37%	41%	46%	34%	45%	42%	45%	45%	47%	41%	45%
I live here because I just chose to be here	27%	27%	27%	21%	29%	28%	29%	44%	24%	29%	25%	18%	29%	32%	31%	25%	30%	20%	23%	18%	25%	14%
I live here because of work	20%	27%	12%	17%	22%	20%	23%	19%	16%	18%	21%	28%	21%	11%	20%	22%	20%	22%	23%	13%	20%	19%

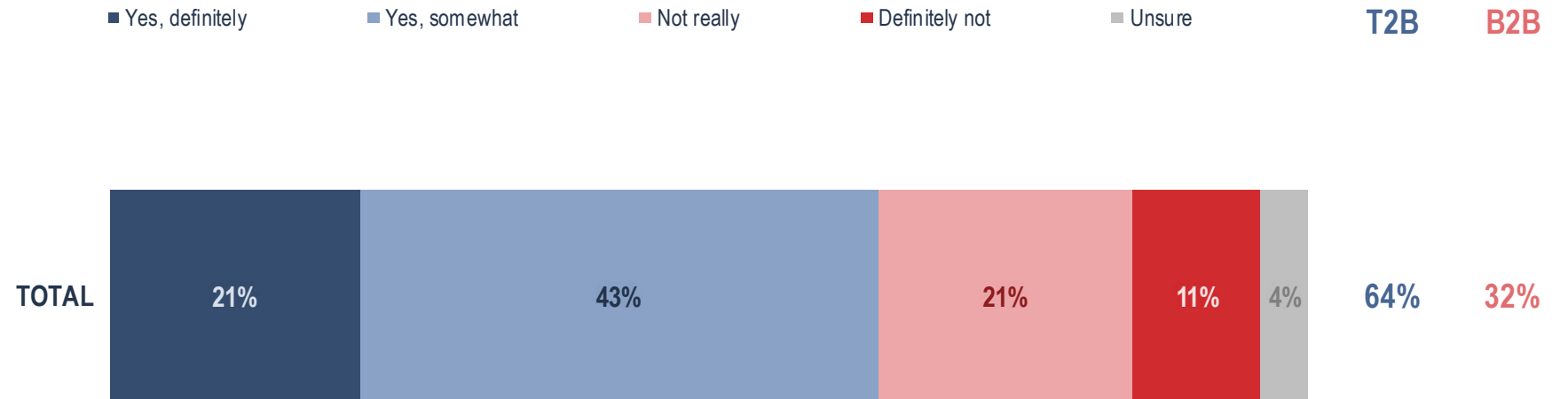
# CITY CHARACTERISTICS

An aerial photograph of Austin, Texas, showing the city skyline with numerous high-rise buildings and a river winding through the center. The image is overlaid with a dark blue gradient.



# EVALUATION OF HOW DOES AUSTIN LIVE UP TO THE POSITIVE HYPE IT GETS

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%. 21% selected "not really," but only 11% selected "definitely not" for a B2B of 32%.



T2B = the sum of the two most positive options  
B2B = the sum of the two most negative options

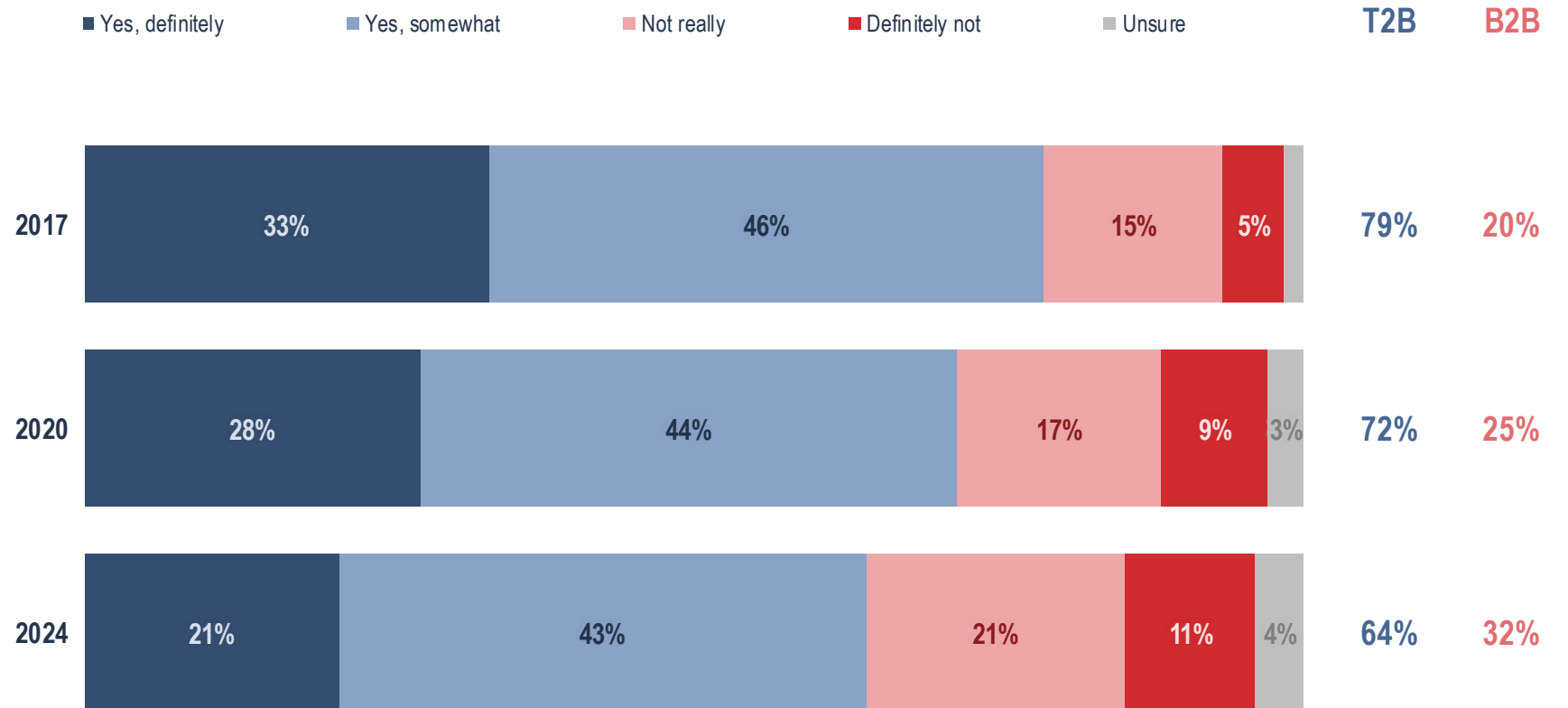
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY			YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi	
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66	
T2B	39%	45%	33%	40%	42%	36%	43%	48%	34%	46%	36%	42%	37%	37%	64%	21%	34%	29%	49%	42%	47%	44%	
B2B	33%	27%	38%	31%	30%	37%	29%	22%	38%	25%	40%	30%	35%	34%	13%	55%	33%	49%	31%	37%	24%	27%	

# DOES AUSTIN LIVE UP TO THE POSITIVE HYPE IT GETS?

Austin appears to have been overhyped. 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.



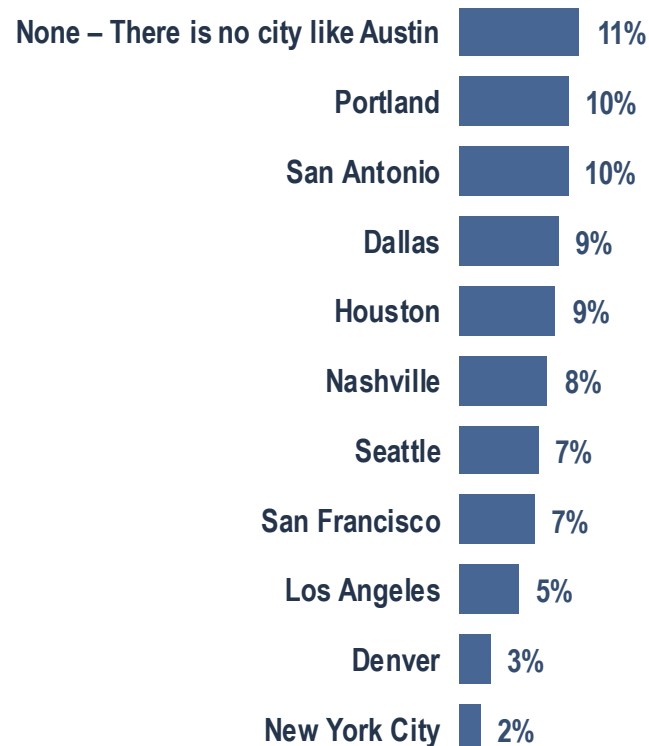
T2B = the sum of the two most positive options  
B2B = the sum of the two most negative options

**BASIS:**

2017	813
2020	801
2024	808

# TOP 10 MOST SIMILAR CITIES TO AUSTIN

While 11% of respondents believe there is no city similar to Austin, 10% selected Portland, while another 10% selected San Antonio, followed by 9% with Dallas and 9% Houston. The least common selections were LA, Denver, and NYC. The majority of cities listed were other cities in Texas.



**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

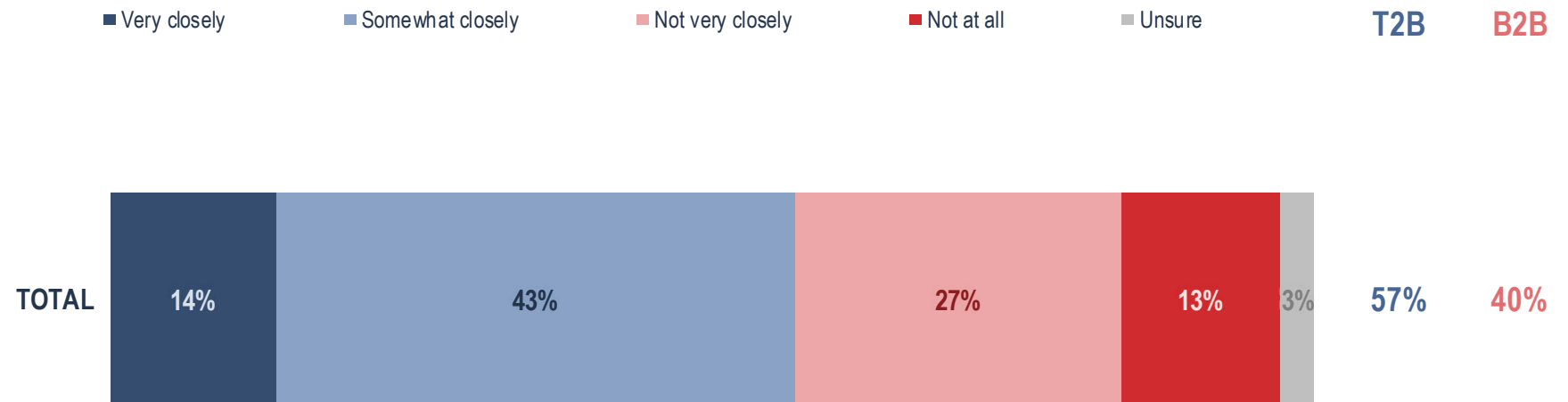
TOP 3	GENDER		AGE			LIVE IN			POL. PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT						
	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem	Rep	< 9	9-24	25+	Right	Wrong	None	Rel. org	Ch. school	Animal	HL/FP	Multi	
NUMBER OF RESPONDENTS	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66	
None – There is no city like Austin	11%	12%	10%	8%	11%	13%	10%	12%	12%	11%	8%	8%	10%	15%	15%	7%	14%	7%	9%	10%	11%	11%
Portland	10%	10%	10%	9%	11%	10%	12%	13%	8%	13%	5%	7%	11%	11%	8%	13%	8%	4%	9%	11%	10%	8%
San Antonio	10%	11%	9%	12%	10%	9%	10%	10%	10%	12%	10%	12%	10%	8%	11%	9%	10%	12%	9%	7%	11%	4%

# CIVIC ENGAGEMENT

An aerial photograph of Austin, Texas, showing the city skyline with various skyscrapers and buildings. The Colorado River flows through the center of the city, with a bridge crossing it. The foreground is dominated by lush green trees and a park area. The overall scene is captured in a soft, slightly hazy light, possibly during dawn or dusk.

# FOLLOWING OF LOCAL POLITICS IN THE AUSTIN AREA

43% of respondents reported following local politics somewhat closely, with a T2B of 57%, while 27% reported not following very closely, and 13% report not following local politics at all, for a B2B of 40%. Younger respondents were more likely to answer in the negative, as were Republicans, and those who had lived in the city for less time.



**T2B** = the sum of the two most positive options  
**B2B** = the sum of the two most negative options

**Abbreviations:**

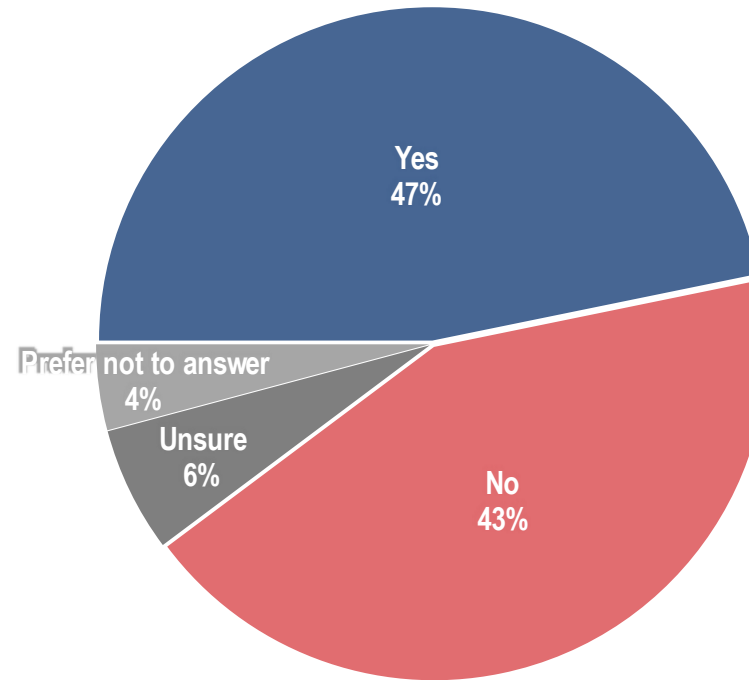
- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
T2B	57%	62%	52%	47%	54%	65%	60%	65%	54%	67%	61%	53%	53%	64%	62%	60%	45%	64%	61%	62%	68%	74%
B2B	40%	35%	45%	49%	43%	33%	37%	33%	44%	33%	39%	44%	43%	34%	37%	38%	49%	36%	37%	37%	32%	26%



# VOTED IN THE LATEST ELECTION (MAY 6<sup>TH</sup>)

47% of respondents reported voting in the May 6th election, while 43% did not. The oldest group of respondents was the most likely to have voted, although political parties were fairly evenly split in the affirmative.



	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY			YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi	
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66	
Yes	47%	50%	44%	35%	43%	56%	46%	50%	47%	56%	54%	41%	48%	51%	47%	53%	36%	60%	48%	53%	56%	64%	
No	43%	41%	46%	50%	47%	37%	43%	42%	43%	35%	41%	48%	40%	41%	44%	38%	52%	35%	41%	35%	39%	34%	
Unsure	6%	6%	6%	9%	7%	3%	6%	5%	6%	5%	5%	6%	7%	5%	5%	6%	6%	2%	8%	5%	1%	0%	
Prefer not to answer	4%	4%	5%	6%	3%	4%	4%	2%	5%	4%	1%	4%	5%	4%	4%	3%	5%	3%	3%	6%	4%	2%	

SVOTED: Did you vote in the latest election (May 6th for Central Texans)?

**Abbreviations:**

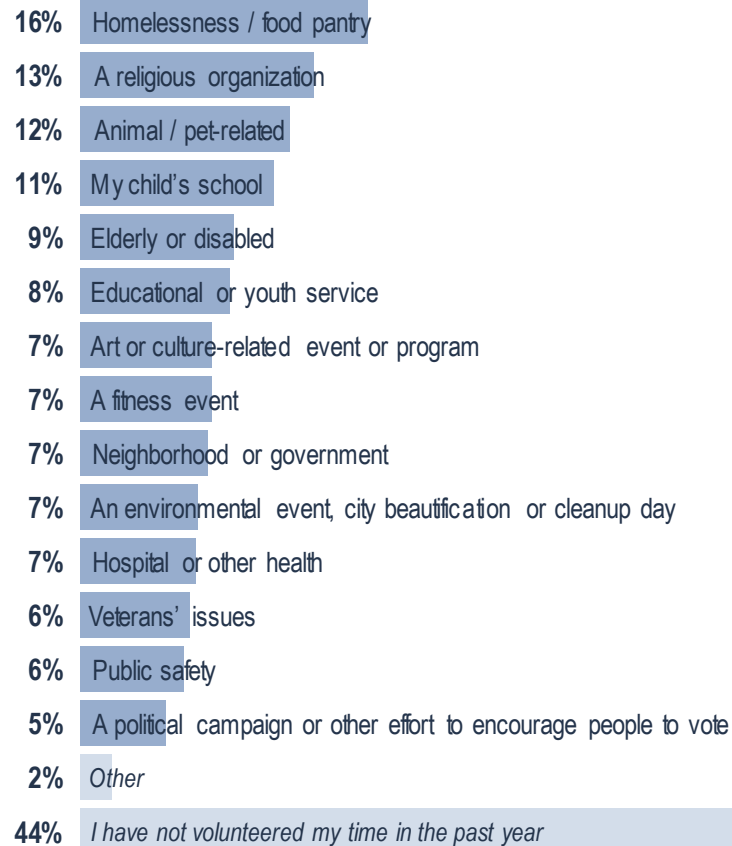
- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

# CIVIC ENGAGEMENT

When asked about civic engagement, 44% reported none in the past year, while 16% reported helping the homeless, 13% participated in a religious organization, and 12% volunteered with animals. Veterans' issues, public safety, and politics were the least common civic causes.

When asked if their employers provide any civic engagement related benefits, 45% reported N/A, while 13% reported PTO for elections, 11% reported employer sponsored volunteer opportunities, and 9% reported PTO for volunteer work.

## CAUSES VOLUNTEERED FOR IN THE PAST YEAR

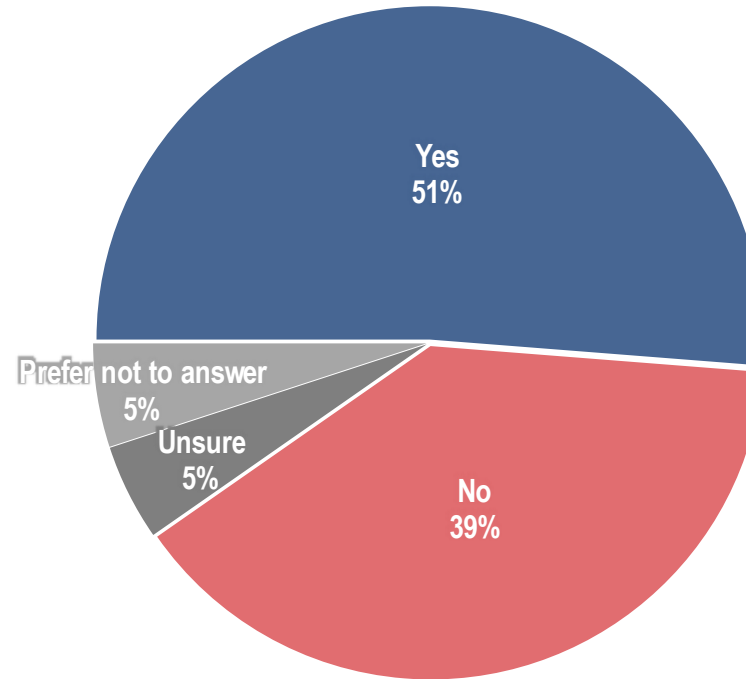


## ACTIVE EMPLOYER BENEFITS



# DONATED TO A LOCAL CHARITY IN THE PAST YEAR

Just over half of respondents reported donating to a local charity within the last year, while 39% had not.



	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY			YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
		Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi	
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66	
Yes	51%	52%	51%	47%	49%	55%	51%	57%	52%	54%	56%	47%	52%	54%	56%	53%	30%	76%	58%	83%	75%	81%	
No	39%	38%	40%	39%	45%	35%	41%	37%	37%	39%	34%	40%	38%	39%	37%	40%	59%	17%	33%	13%	19%	16%	
Unsure	5%	6%	3%	9%	3%	4%	3%	2%	6%	3%	5%	7%	4%	3%	4%	3%	5%	5%	7%	3%	2%	0%	
Prefer not to answer	5%	4%	5%	5%	3%	7%	5%	4%	5%	3%	4%	6%	5%	4%	3%	4%	6%	2%	2%	2%	3%	2%	

SCHRTY: In the past year, have you made a charitable donation to a local cause?

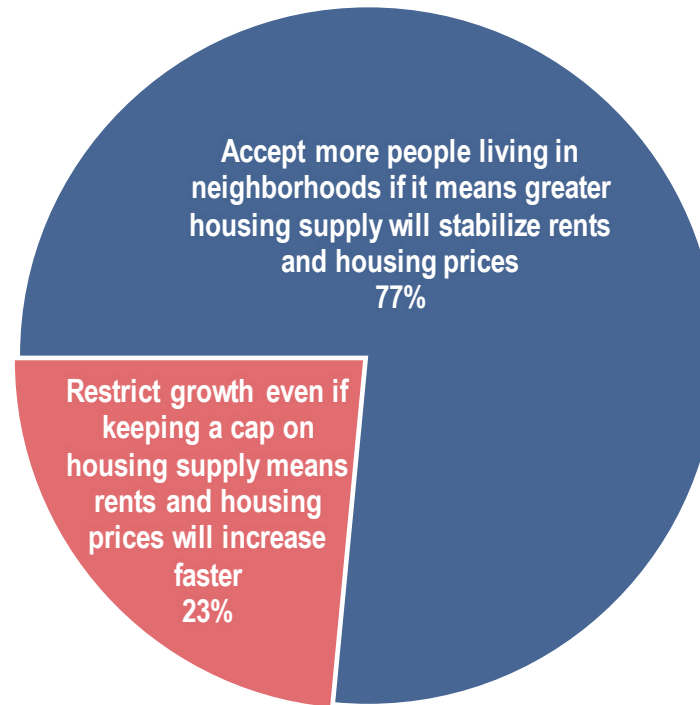
**Abbreviations:**  
 C.o.A. = City of Austin  
 Cent. A. = Central Austin  
 Dem. = Democrat  
 Rep. = Republican  
 Rel. Org. = Religious organization  
 Ch. Schl. = My child's school  
 Animal = Animal / Pet-related  
 HL/FP – Homelessness / Food-pantry  
 Multi = Multi-engaged (volunteered in 3+ civic activities)

# CURRENT EVENTS

An aerial photograph of Austin, Texas, showing the city skyline with numerous skyscrapers and modern buildings. The Colorado River flows through the center of the city, with a bridge crossing it. The foreground is dominated by lush green trees and a park area. The overall scene is captured in a soft, slightly hazy light, possibly during dawn or dusk.

# STANCE ON ECONOMIC GROWTH, HOUSING DEVELOPMENT AND NEIGHBORHOODS IN AUSTIN'S FUTURE

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. 23% want restrictions on growth even with increasing rent and housing costs. This group is more likely to be 50+, Republican, and to believe that Austin is on the wrong track as a city.



	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY			YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi	
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66	
Accept more people living in neighborhood ...	77%	76%	77%	82%	82%	69%	81%	83%	71%	85%	66%	82%	77%	71%	86%	67%	75%	71%	76%	83%	87%	81%	
Restrict growth even if keeping a cap on ...	23%	24%	23%	18%	18%	31%	19%	17%	29%	15%	34%	18%	23%	29%	14%	33%	25%	29%	24%	17%	13%	19%	

SHOUSING: Thinking broadly about your stance on economic growth, housing development, neighborhoods and Austin's future, which statement comes closest to your point of view, even if neither is exactly right?

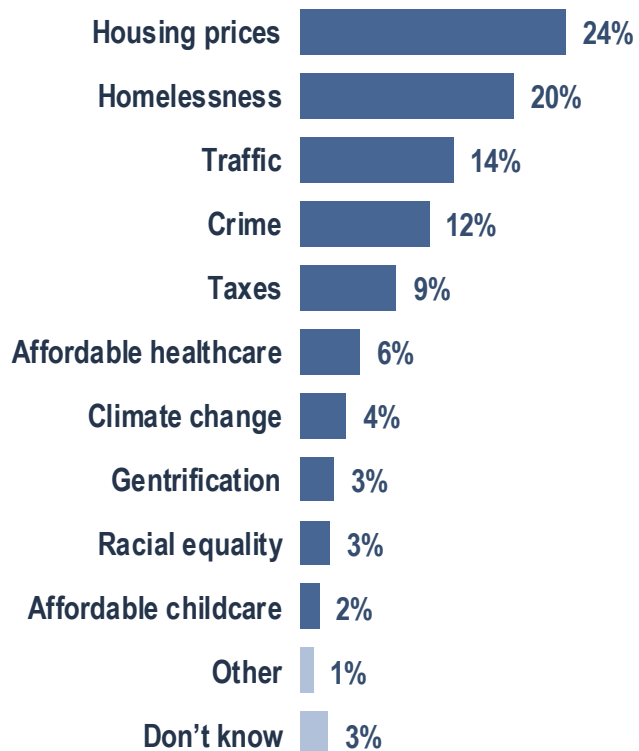
**Abbreviations:**  
 C.o.A. = City of Austin  
 Cent. A. = Central Austin  
 Dem. = Democrat  
 Rep. = Republican  
 Rel. Org. = Religious organization  
 Ch. Schl. = My child's school  
 Animal = Animal / Pet-related  
 HL/FP – Homelessness / Food-pantry  
 Multi = Multi-engaged (volunteered in 3+ civic activities)

ALL RESPONDENTS



# PROBLEMS FOR ELECTED OFFICIALS TO FOCUS ON

Two issues are foremost concern for Austin-area residents are housing prices and homelessness. These, along with traffic, crime and taxes, are what they most want elected officials to focus on. Housing cost is most central to younger residents, while this issue is tied with homelessness and traffic among those aged 50+. Homelessness is also the dominant concern among those who live in Central Austin, with 31% citing this as their primary concern.



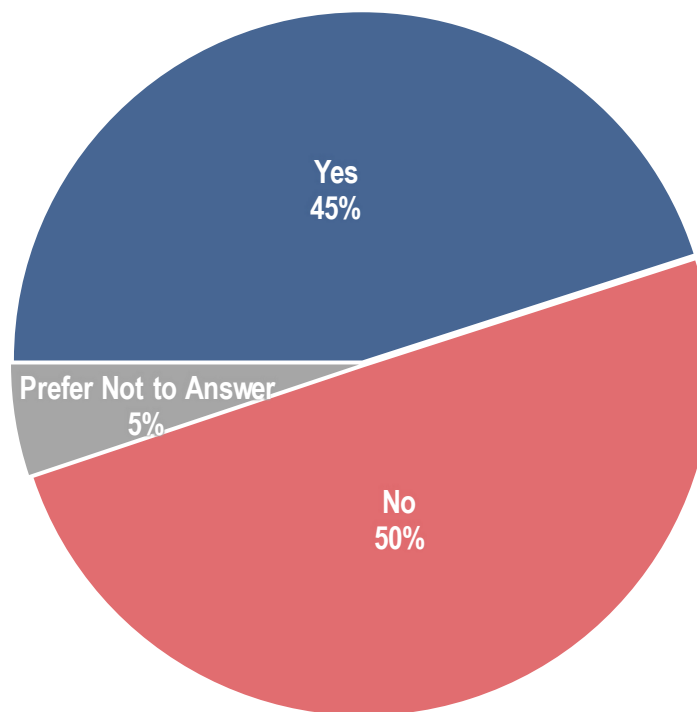
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

TOP 3	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
		TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Housing prices	24%	21%	28%	31%	29%	17%	24%	20%	25%	26%	20%	28%	24%	22%	26%	24%	26%	23%	24%	22%	28%	27%
Homelessness	20%	19%	20%	20%	21%	18%	23%	31%	16%	22%	19%	22%	16%	21%	21%	20%	18%	24%	19%	28%	27%	23%
Traffic	14%	16%	12%	10%	12%	18%	11%	7%	17%	15%	14%	10%	18%	14%	16%	13%	13%	21%	15%	8%	11%	7%

# CLIMATE CHANGE HAD AN IMPACT ON THEIR QUALITY OF LIFE IN AUSTIN

Respondents are divided in their perception of the impact of climate change on the quality of life in Austin. Half say it has not had any impact, while 45% say it has. The remainder have no answer to this question. Democrats are far more likely than Republicans to say that climate change has impacted their quality of life (62% vs. 29% for Republicans).



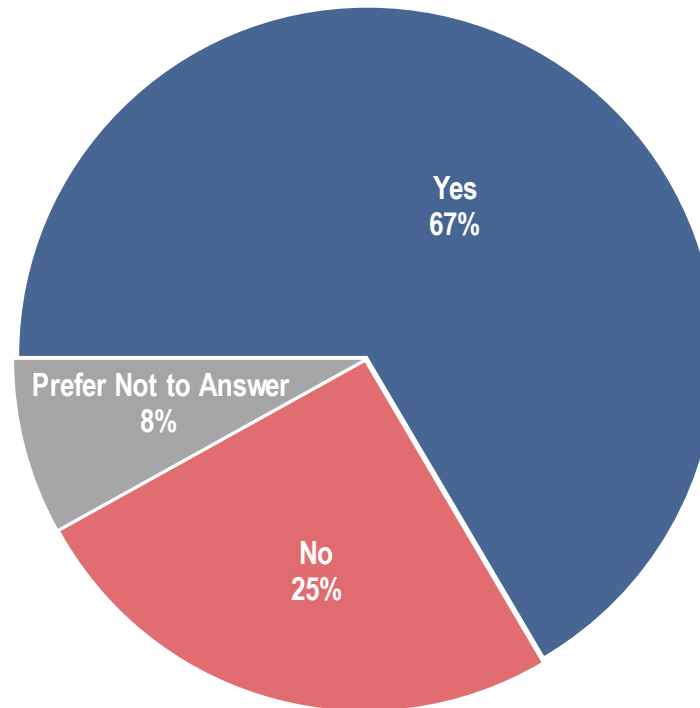
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK			CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi	
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66	
Yes	45%	42%	48%	45%	52%	40%	49%	50%	40%	62%	29%	46%	43%	46%	49%	44%	38%	43%	62%	57%	51%	65%	
No	50%	54%	46%	48%	44%	55%	45%	48%	55%	36%	69%	49%	51%	49%	49%	53%	55%	56%	34%	41%	44%	33%	
Prefer Not to Answer	5%	5%	6%	7%	4%	5%	5%	2%	5%	3%	2%	4%	6%	5%	2%	3%	7%	2%	5%	2%	5%	2%	

# SHOULD THE CITY OR STATE BE DOING MORE TO ADDRESS CLIMATE CHANGE?

Two-thirds of Austin area residents say the city or State should be doing more to address climate change. 86% of Democrats hold this view, along with 45% of Republicans.



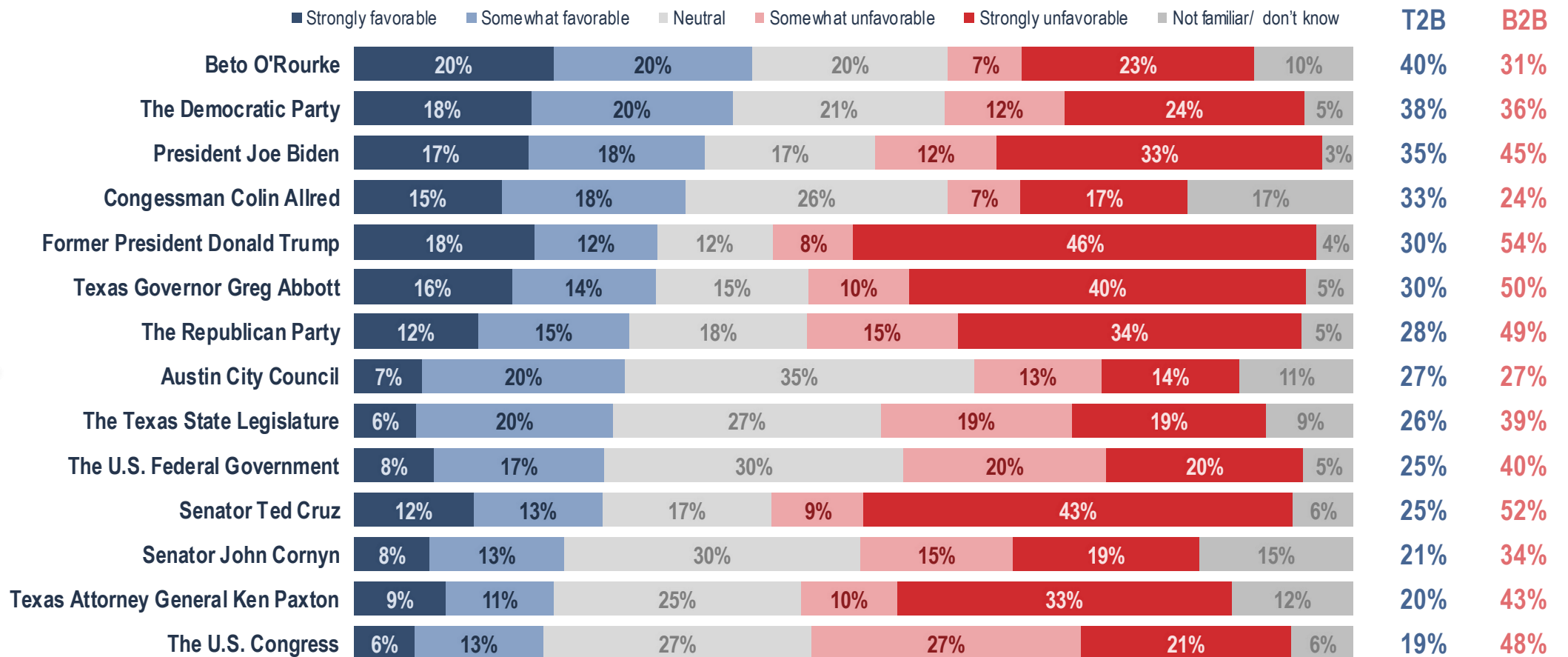
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Yes	67%	63%	70%	70%	74%	59%	72%	80%	61%	86%	45%	67%	65%	67%	75%	59%	63%	67%	76%	79%	67%	77%
No	25%	31%	20%	20%	19%	33%	21%	14%	30%	10%	48%	25%	25%	26%	21%	34%	28%	29%	18%	15%	27%	19%
Prefer Not to Answer	8%	6%	10%	10%	7%	8%	7%	5%	9%	4%	7%	8%	10%	6%	4%	7%	9%	4%	6%	6%	6%	4%

# FAVORABILITY TOWARDS POLITICAL FIGURES

Looking at a list of political figures in Texas, Beto O'Rourke has the highest favorability among Austin area residents, at 40% strongly or somewhat favorable. This is higher than the favorability recorded for the Democratic Party or President Joe Biden. Senators Cruz and Cornyn, Attorney General Ken Paxton, and the US Congress in general, register the lowest favorability, although the highest "strongly unfavorable" share is recorded for Donald Trump (46%) and Ted Cruz (43%). Congressman Collin Allred, who has announced that he will run against Cruz for Senate, has relatively high favorability (33%), although 17% of Austin-area residents have not heard of him.

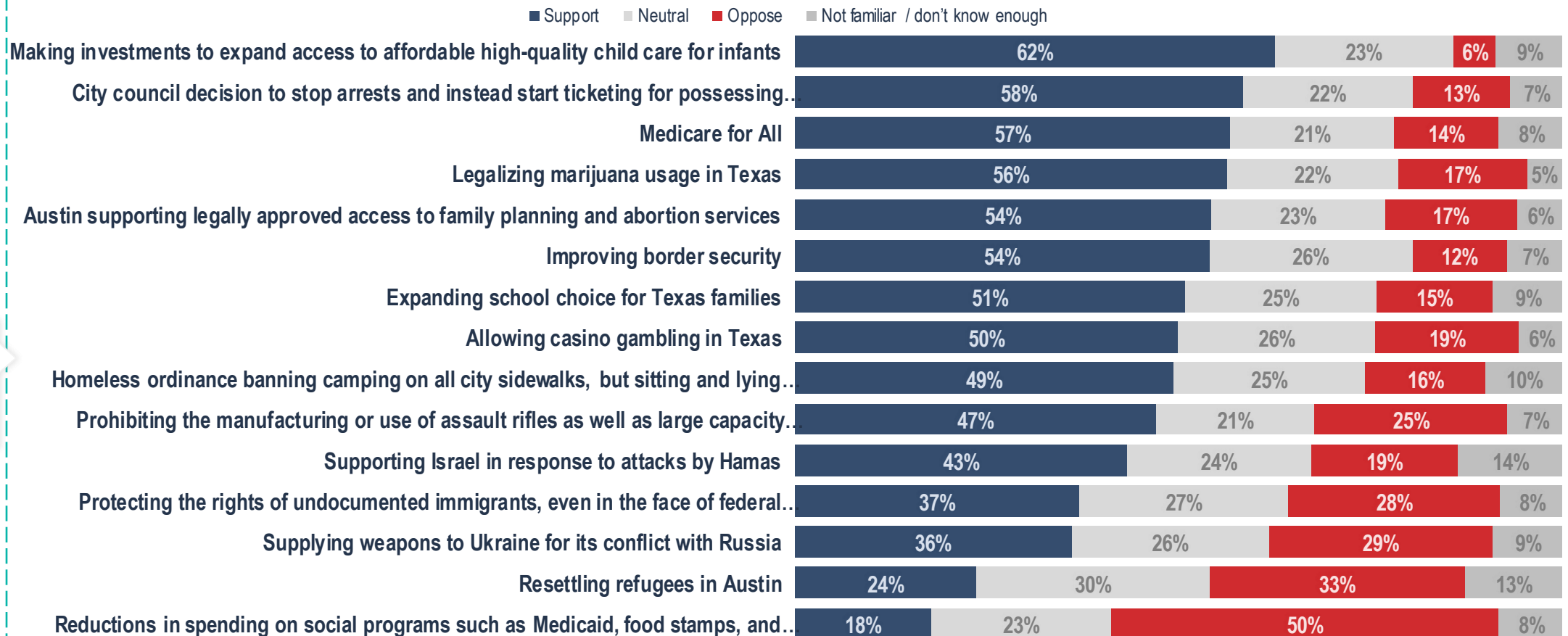


T2B = the sum of the two most positive options

B2B = the sum of the two most negative options

# SUPPORT FOR SELECTED POLICIES

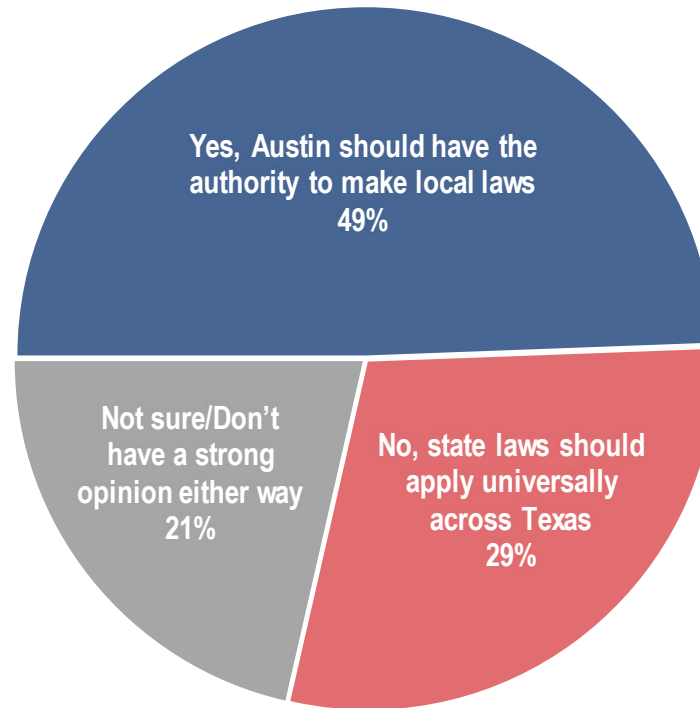
The greatest support is seen for making investments in infant child care, with 62% of Austin area residents favoring such a policy. Stopping arrests for marijuana possession is also broadly supported, as is marijuana legalization in general. Medicare for All also has the support of 57% of those surveyed. Conversely, reducing social programs is opposed by half of those surveyed. There is also not broad support for refugee resettlement in Austin, and respondents are divided in their views on continuing to supply weapons to Ukraine.



T2B = the sum of the two most positive options  
B2B = the sum of the two most negative options

# AUTHORITY TO MAKE LOCAL LAWS

Half of those surveyed say that Austin should have the authority to make local laws, while 29% favor uniform statewide laws, and 21% have no opinion on the issue. Democrats and younger people are more likely to favor the authority to make local laws.



**Abbreviations:**

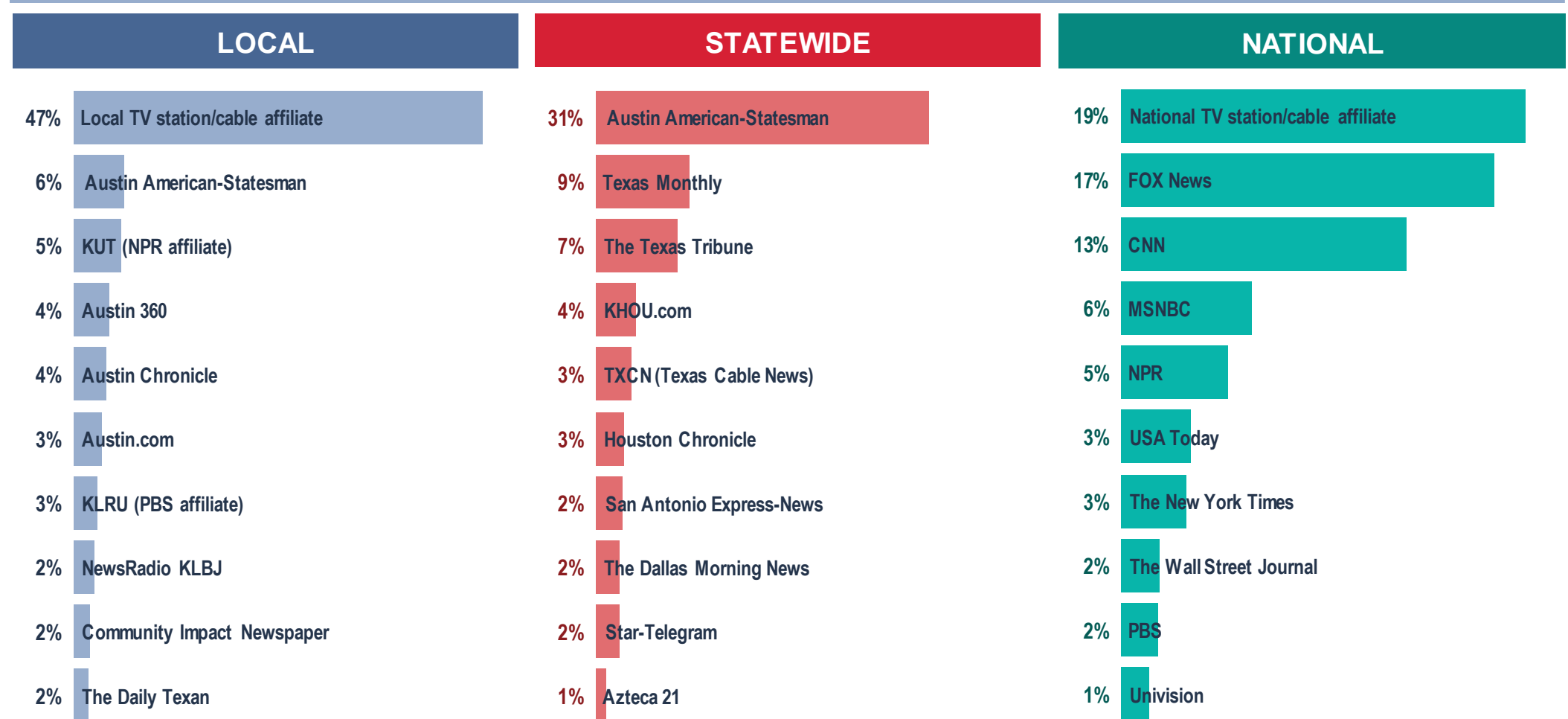
- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK			CIVIC ENGAGEMENT				
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Yes, Austin should have the authority to ...	49%	54%	45%	59%	55%	40%	57%	66%	41%	62%	36%	53%	46%	50%	66%	37%	43%	46%	59%	63%	56%	63%
No, state laws should apply universally a ...	29%	31%	27%	19%	25%	38%	21%	21%	38%	18%	49%	26%	31%	30%	19%	41%	30%	35%	23%	22%	26%	21%
Not sure/Don't have a strong opinion eith ...	21%	15%	28%	22%	20%	22%	22%	13%	21%	20%	15%	21%	23%	20%	15%	22%	27%	19%	18%	15%	18%	15%



# TOP10 NEWS SOURCES

Local TV is the dominant source of local news. For Statewide news, the Austin American-Statesman is the most frequently used source, while for national news, respondents vary between national network TV, Fox News and CNN.

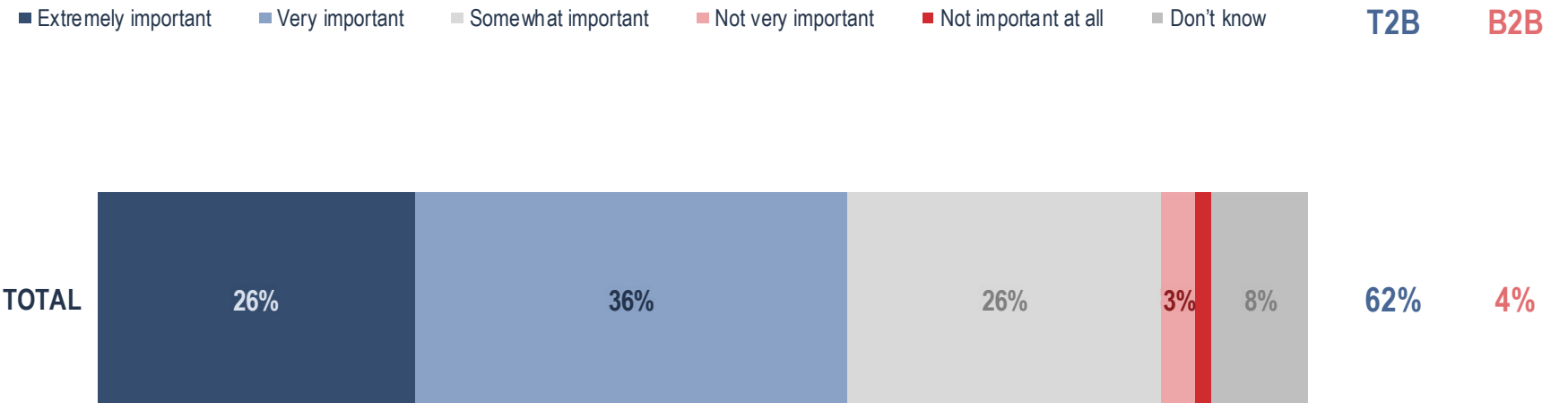


# ATTITUDES TOWARDS INNOVATION

An aerial photograph of Austin, Texas, showing the city skyline with numerous high-rise buildings and the Colorado River winding through the city. The image is overlaid with a dark blue gradient, and the title text is centered in white.

# IMPORTANCE OF INNOVATION FOR AUSTIN'S ECONOMY

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. Men are also more likely than women to hold this view (67% vs. 57%).



T2B = the sum of the two most positive options  
B2B = the sum of the two most negative options

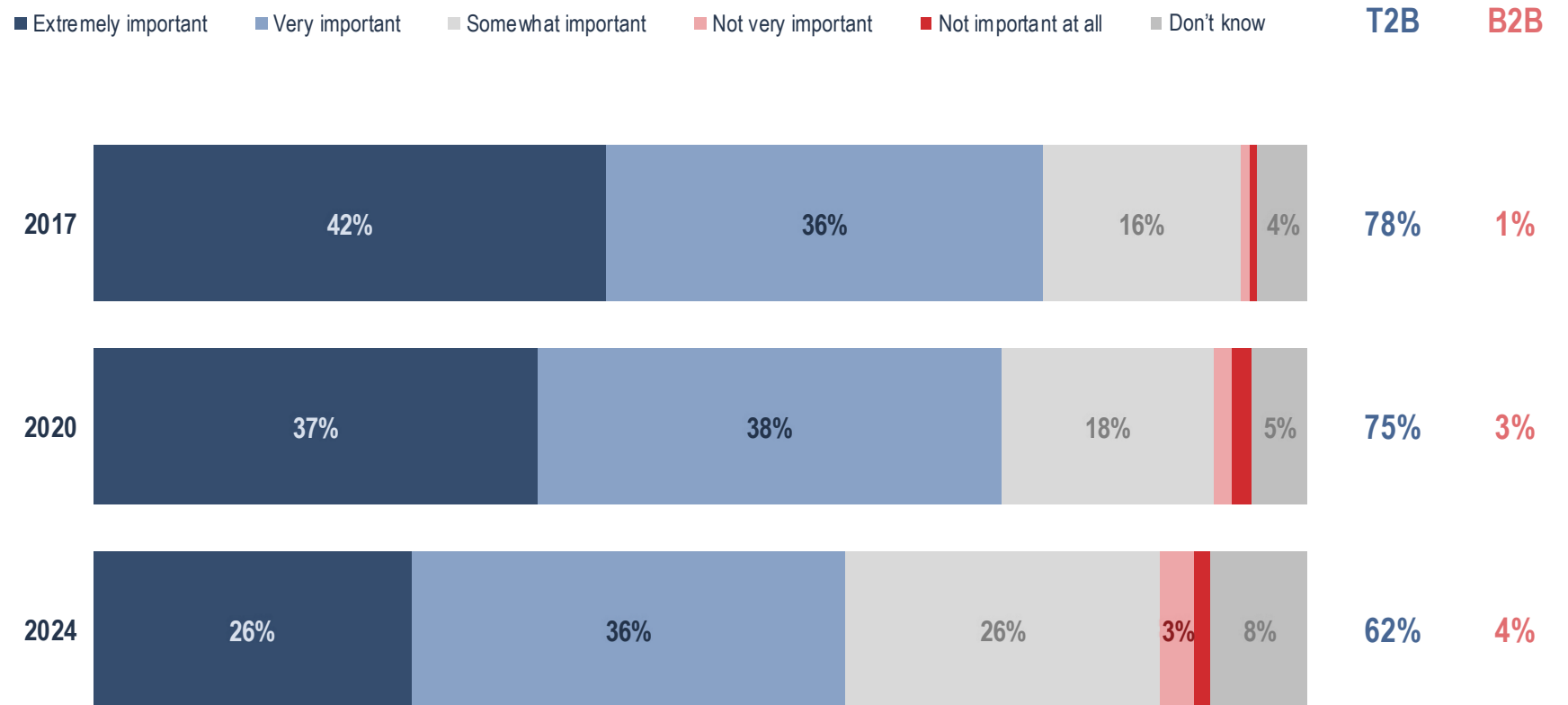
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
T2B	62%	67%	57%	56%	57%	69%	59%	56%	66%	69%	66%	67%	57%	62%	69%	62%	55%	70%	58%	69%	76%	76%
B2B	4%	4%	4%	7%	3%	3%	5%	8%	3%	3%	4%	4%	2%	6%	2%	5%	3%	2%	4%	6%	1%	0%

# IMPORTANCE OF INNOVATION FOR AUSTIN'S ECONOMY COMPARISON BY YEAR

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.



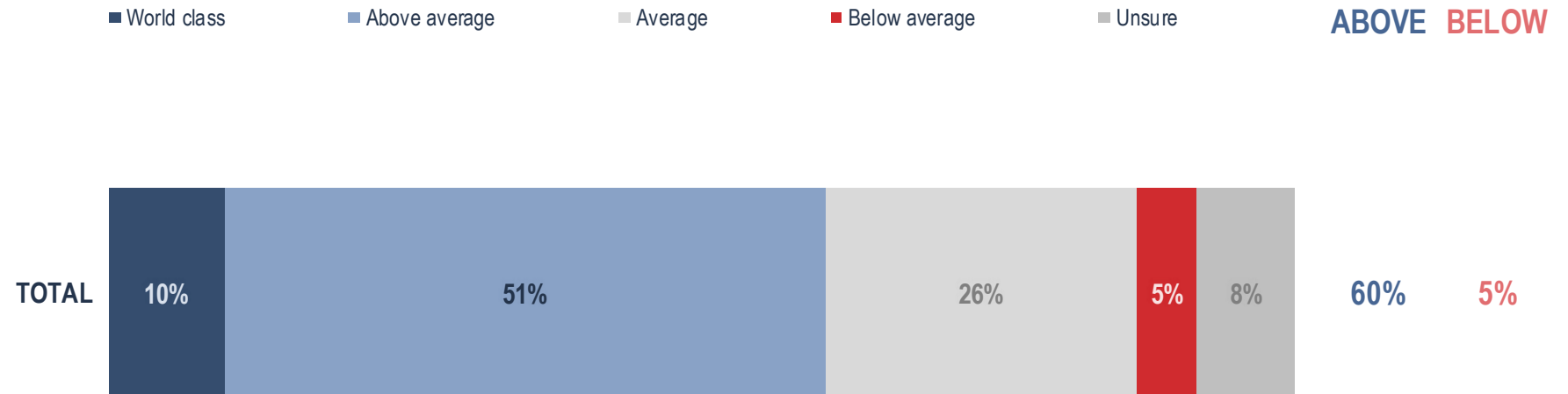
T2B = the sum of the two most positive options  
B2B = the sum of the two most negative options

**BASIS:**

2017	813
2020	801
2024	808

# INNOVATION CULTURE IN AUSTIN COMPARED TO OTHER U.S. CITIES

A majority also see Austin as having a more innovative culture compared to other U.S. cities, with 10% rating it "world class." Again, this finding is relatively consistent across all categories of respondents.



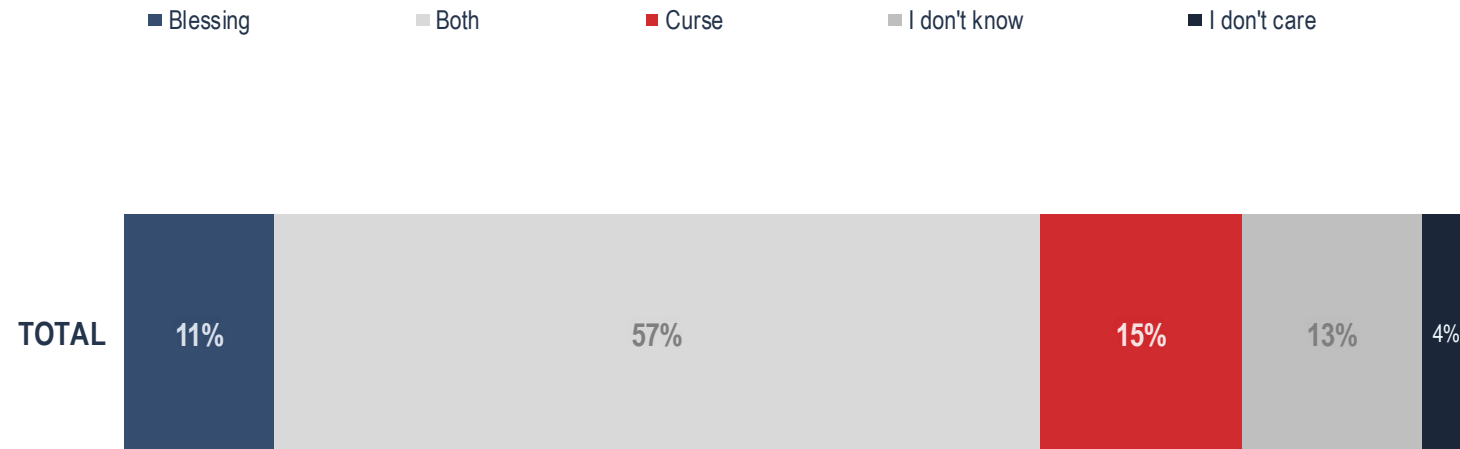
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Above average	60%	65%	57%	53%	58%	67%	60%	61%	60%	67%	66%	64%	55%	63%	71%	58%	53%	66%	57%	70%	69%	77%
Below average	5%	5%	5%	5%	6%	4%	6%	7%	4%	5%	4%	5%	6%	4%	2%	8%	6%	6%	5%	3%	2%	2%

# ATTITUDE TOWARDS ARTIFICIAL INTELLIGENCE (AI)

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.



**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Blessing	11%	16%	7%	15%	15%	6%	13%	13%	9%	13%	12%	13%	10%	11%	20%	6%	6%	10%	17%	12%	15%	17%
Curse	15%	14%	16%	12%	15%	17%	13%	16%	17%	12%	19%	14%	13%	18%	11%	19%	17%	19%	14%	19%	13%	17%



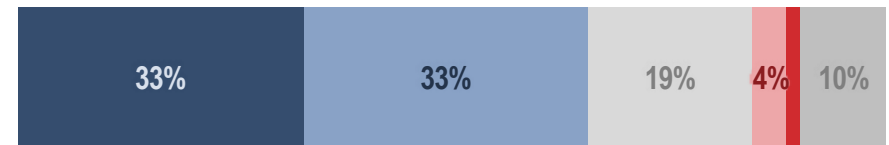
# SUPPORT FOR MEANS FOR SUPPORTING INNOVATION

To support innovation, two-thirds of Austin area residents support training people to fill tech and manufacturing jobs, rather than giving such incentives to business. 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. Only one-third support tax breaks for technology companies that move workers to Austin, and an equal share oppose such policies.

■ Strongly support ■ Somewhat support ■ Neither support nor oppose ■ Somewhat oppose ■ Strongly oppose ■ Not familiar / don't know enough

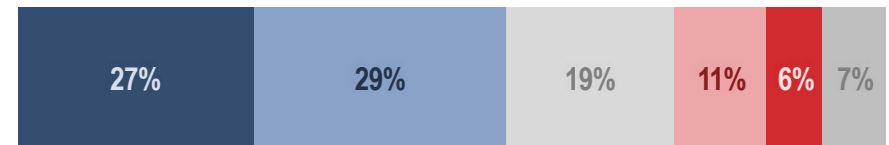
T2B B2B

**Focusing on training Austin residents to fill tech and manufacturing jobs rather than giving incentives to businesses**



66% 6%

**Providing additional support, like affordable housing and tax incentives, for people in creative industries, such as musicians, entertainers and artists**



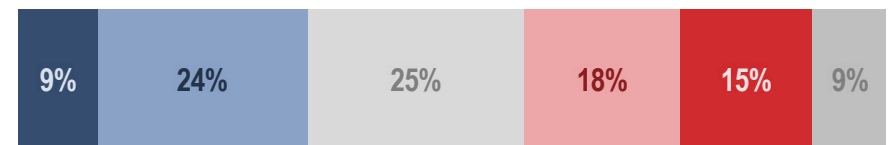
56% 17%

**Major development projects to support innovative companies and their workers (e.g., Q2 Stadium, the Domain, or the UT Medical School)**



55% 10%

**Tax breaks for technology companies who move workers here (e.g., Facebook, Google, Apple)**



33% 33%

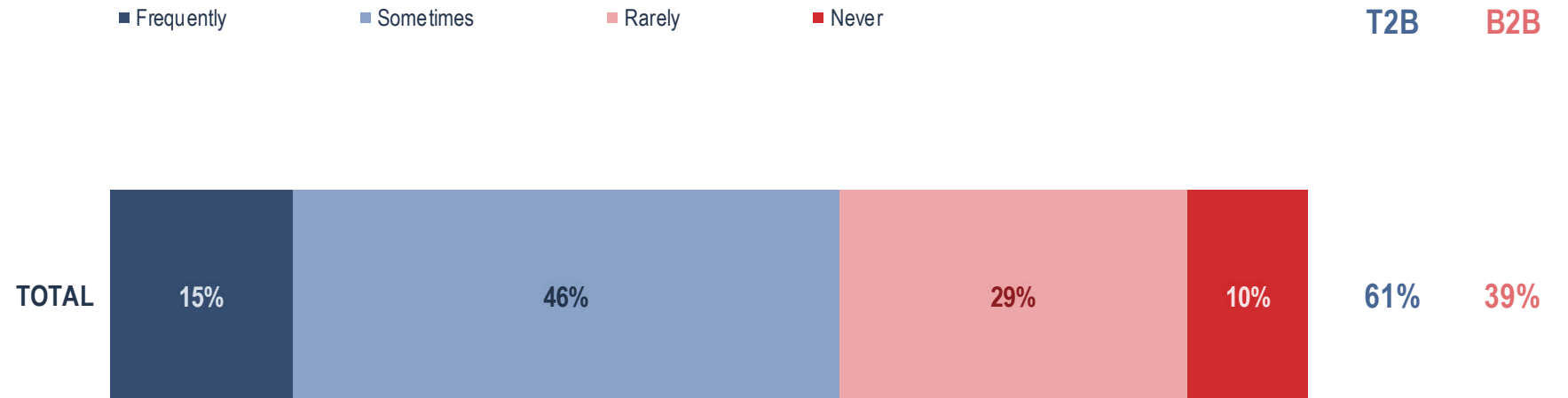
T2B = the sum of the two most positive options  
B2B = the sum of the two most negative options

# CREATIVE INVOLVEMENT

An aerial photograph of Austin, Texas, showing the city skyline with numerous skyscrapers and modern buildings. The Colorado River flows through the center of the city, surrounded by lush green trees and parks. The image is overlaid with a dark blue gradient, and the text 'CREATIVE INVOLVEMENT' is prominently displayed in white, bold, sans-serif font across the middle.

# FREQUENCY OF TAKING ADVANTAGE OF AUSTIN'S CULTURAL OFFERINGS

61% of Austin area residents say they take advantage of Austin's cultural offerings. 39% rarely or never do so. The share engaged in cultural offerings is higher among those ages 18-30 (74%), those living in Central Austin (77%), and among those who have lived in Austin less than 9 years (70%). It also positively correlates with civic engagement, with 80% of those engaged in multiple areas of their community saying they take advantage of Austin's cultural offerings, compared to only 45% of those with no civic engagement.



T2B = the sum of the two most positive options  
B2B = the sum of the two most negative options

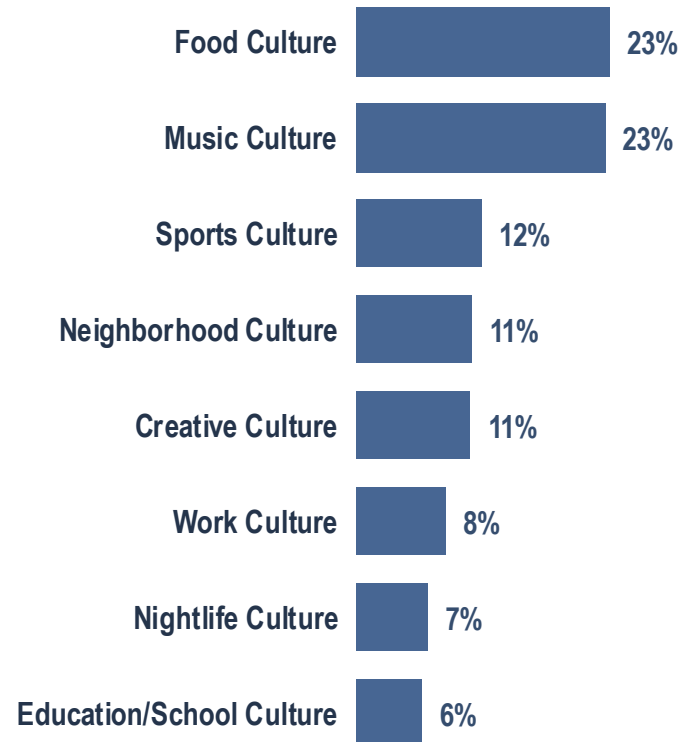
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP = Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
T2B	61%	62%	59%	74%	70%	47%	68%	77%	52%	65%	56%	70%	59%	55%	74%	55%	45%	64%	72%	79%	78%	86%
B2B	39%	38%	41%	26%	30%	53%	32%	23%	48%	35%	44%	30%	41%	45%	26%	45%	55%	36%	28%	21%	22%	14%

# AUSTIN CULTURE THEY IDENTIFY WITH THE MOST

Food and music are the twin aspects of Austin culture that respondents most identify with. Sports, neighborhood culture and the creative culture fall considerably lower on the list, with work culture, nightlife and education/school culture rounding out the mentions.



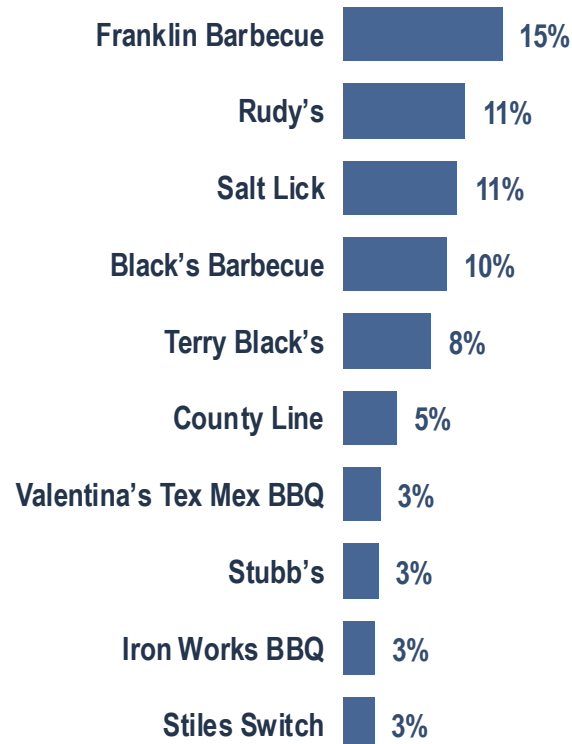
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

TOP 3	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
		TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Food Culture	23%	19%	27%	25%	23%	23%	23%	20%	24%	22%	24%	20%	26%	24%	22%	24%	24%	21%	25%	24%	21%	21%
Music Culture	23%	23%	23%	23%	22%	23%	23%	27%	23%	26%	23%	24%	18%	26%	21%	23%	24%	19%	18%	22%	26%	22%
Sports Culture	12%	17%	6%	8%	8%	17%	9%	2%	15%	9%	17%	12%	10%	13%	13%	12%	12%	13%	10%	9%	10%	8%

# TOP10 BARBECUES IN AUSTIN

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%.



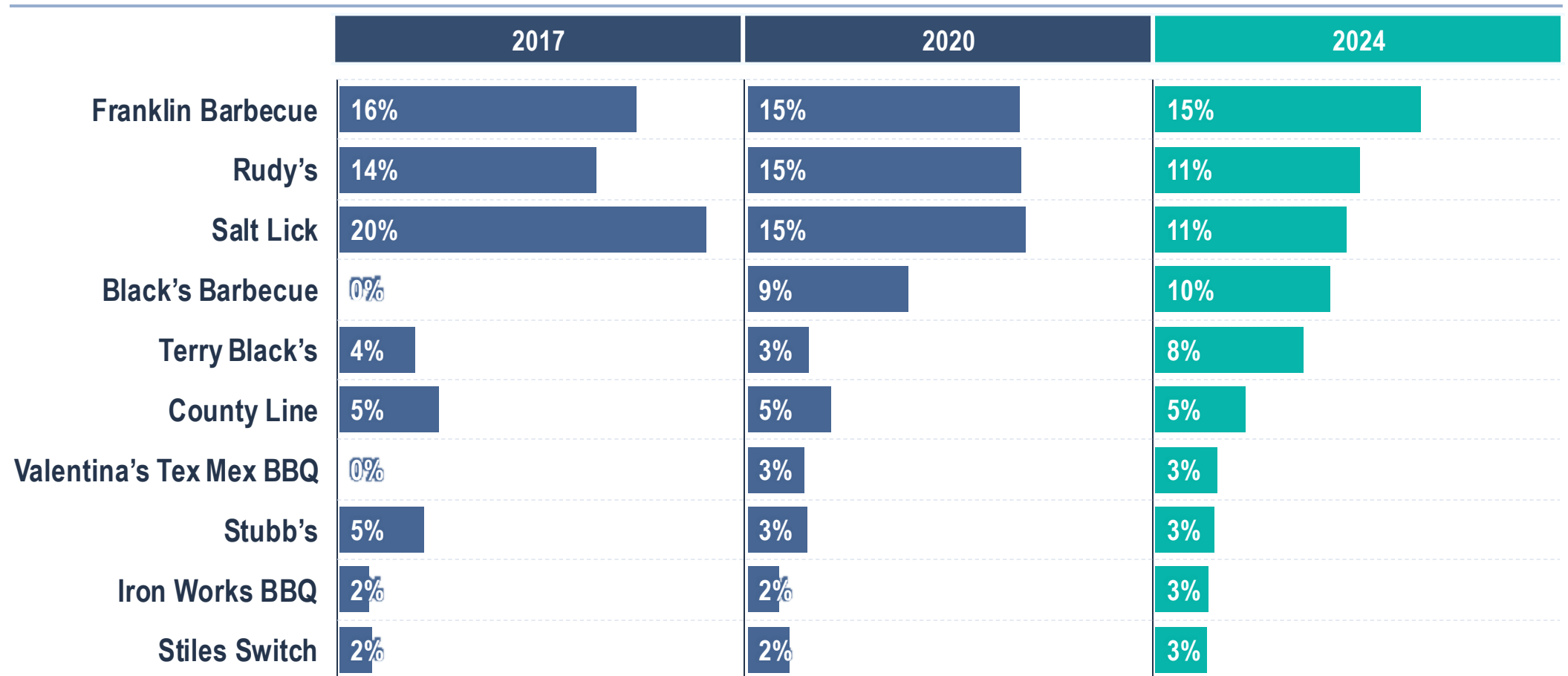
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

TOP 3	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
		TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Franklin Barbecue	15%	14%	15%	9%	15%	17%	12%	10%	17%	17%	16%	10%	18%	16%	17%	13%	12%	22%	12%	17%	18%	11%
Rudy's	11%	10%	12%	14%	10%	11%	10%	7%	13%	11%	13%	10%	12%	11%	12%	11%	15%	9%	6%	7%	9%	13%
Salt Lick	11%	10%	11%	9%	10%	12%	10%	11%	12%	11%	11%	9%	12%	11%	7%	13%	9%	12%	14%	7%	12%	6%

# TOP10 BARBECUES IN AUSTIN COMPARISON BY YEAR

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%. Preference for The Salt Lick has declined markedly, while Terry Black's has increased.



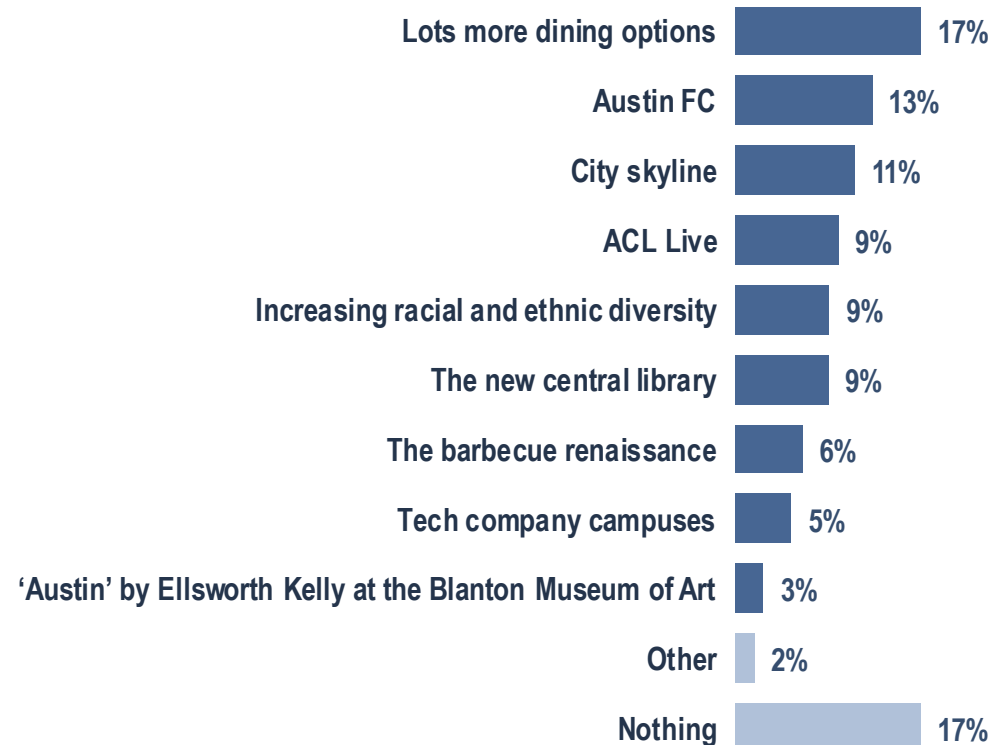
**BASIS:**

2017	813
2020	801
2024	808



# FAVORITE NEW THINGS ABOUT AUSTIN IN PAST 10 YEARS

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.



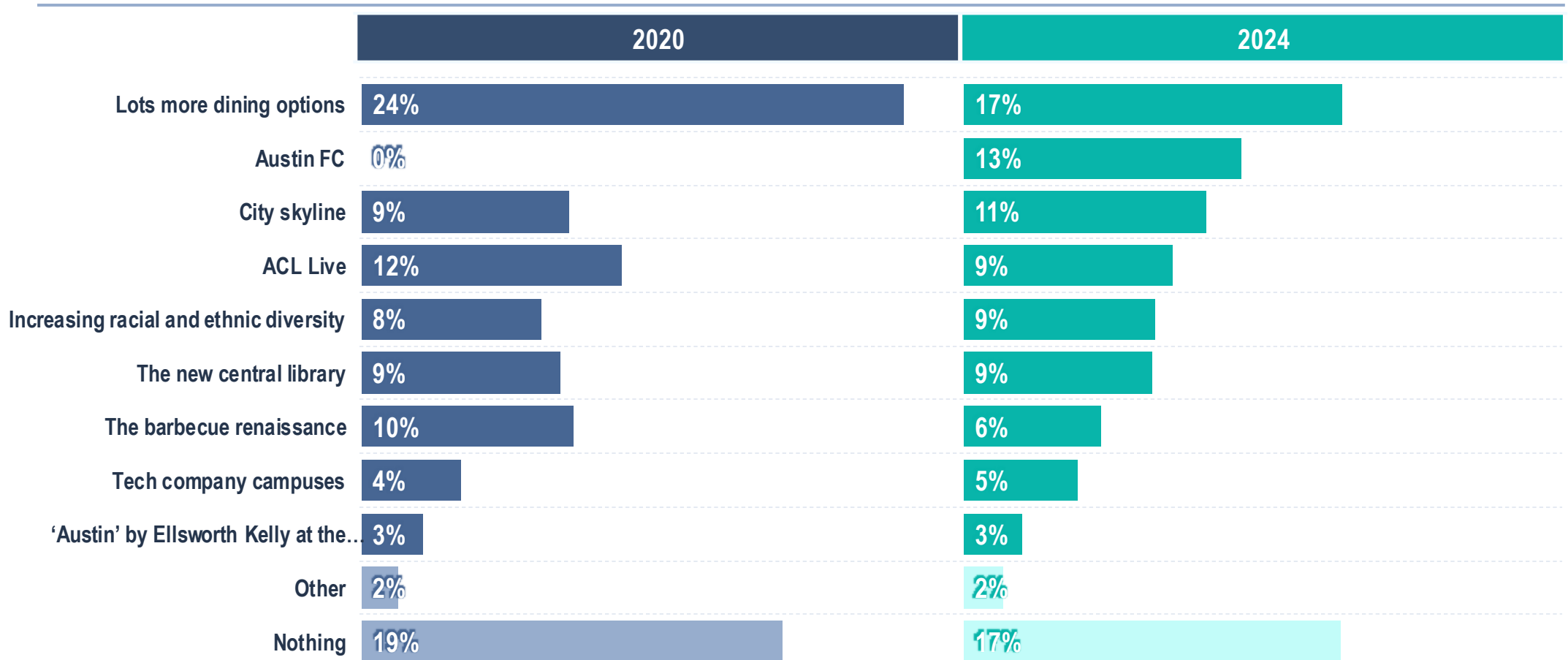
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

TOP 3	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
		TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Lots more dining options	17%	15%	19%	12%	18%	19%	13%	15%	21%	18%	21%	16%	20%	15%	17%	18%	16%	18%	21%	17%	15%	16%
Austin FC	13%	15%	10%	13%	17%	9%	16%	10%	9%	14%	13%	12%	11%	15%	15%	11%	11%	9%	20%	10%	15%	11%
City skyline	11%	13%	9%	16%	12%	7%	11%	13%	10%	11%	10%	14%	11%	8%	13%	9%	12%	8%	14%	15%	13%	16%

# FAVORITE NEW THINGS ABOUT AUSTIN IN PAST 10 YEARS COMPARISON BY YEAR

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. Austin FC is a new add from the previous surveys. Excitement about more dining options has declined somewhat from the 2020 survey.



**BASIS:**

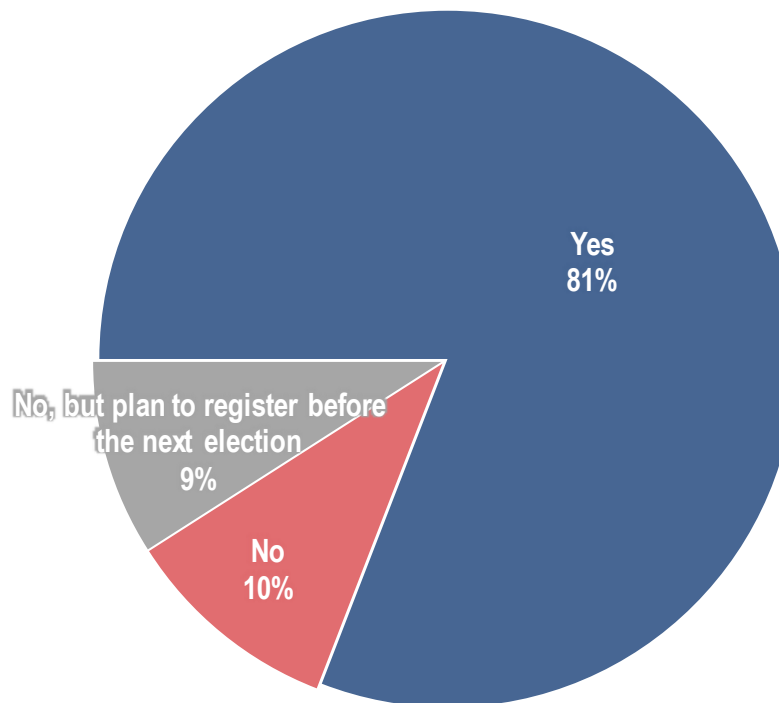
2020 801  
2024 808

An aerial photograph of Austin, Texas, showing the city skyline with numerous high-rise buildings and the Colorado River winding through the city. The image is overlaid with a semi-transparent dark blue filter. The text 'POLITICAL ATTITUDES AND VOTING BEHAVIOR' is centered in white, bold, sans-serif font across the middle of the image.

# POLITICAL ATTITUDES AND VOTING BEHAVIOR

# REGISTERED TO VOTE

81% of those surveyed say they are registered to vote, and another 9% say they plan to register before the next election. As is typical, this share increases with age, to 91% of those aged 50+, versus only 66% of those aged 18-30. Those who volunteer with church or school organizations are somewhat less likely to be registered to vote than those with other types of civic engagement. And those who feel Austin is headed in the wrong direction are also more likely to be registered to vote (88%).



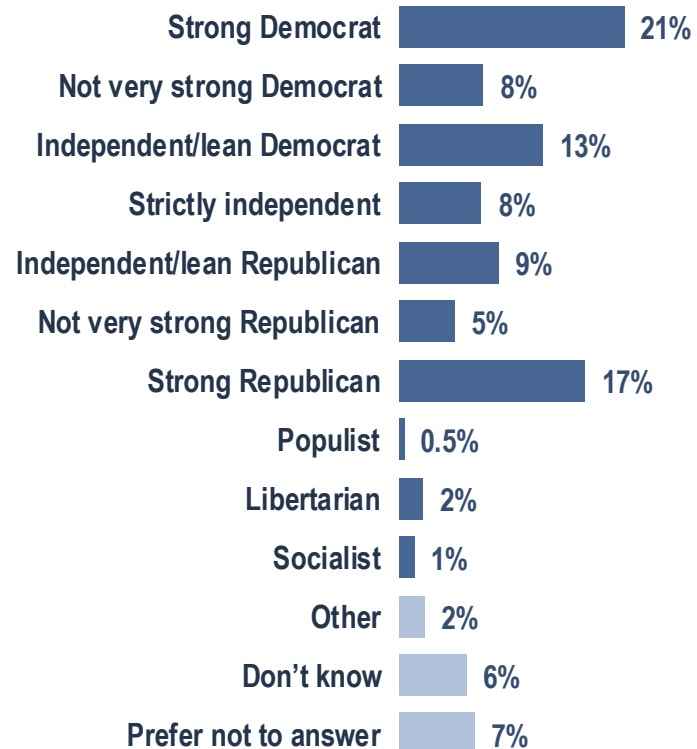
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Yes	81%	80%	83%	66%	78%	91%	79%	88%	83%	89%	88%	77%	78%	88%	78%	88%	81%	86%	77%	82%	83%	83%
No, but plan to register	9%	11%	6%	19%	10%	3%	11%	5%	7%	8%	4%	12%	10%	6%	13%	5%	7%	9%	12%	7%	6%	9%
No	10%	9%	11%	15%	12%	6%	11%	8%	9%	3%	8%	11%	13%	7%	9%	6%	12%	5%	12%	10%	11%	8%

# POLITICAL PARTY AFFILIATION

21% of respondents identify as strong Democrats, and 17% as strong Republicans. Overall, 42% of those surveyed align with the Democratic Party, vs. 31% with the Republican Party. 8% say they are strictly independent. Small shares label themselves as Libertarian (2%), Socialist (1%), Populist (0.5%) or “other” (2%). 13% either do not know their political stance or prefer not to state one.



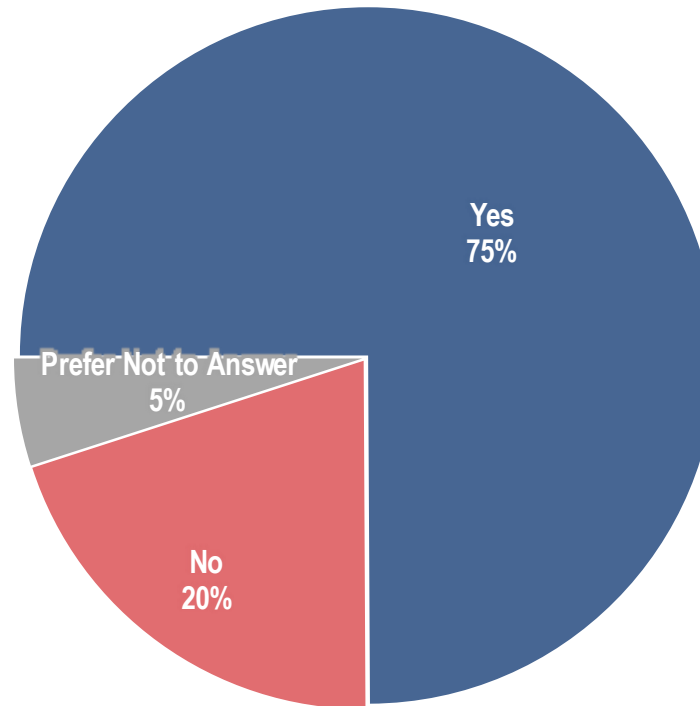
**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
		TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
DEMOCRAT	42%	38%	45%	41%	41%	42%	49%	59%	33%	100%	0%	41%	39%	45%	53%	33%	40%	40%	37%	38%	41%	38%
REPUBLICAN	31%	35%	28%	19%	27%	42%	21%	12%	43%	0%	100%	30%	32%	32%	25%	40%	31%	38%	41%	32%	28%	28%

# VOTED IN ANY ELECTION IN PAST 4 YEARS

75% of those surveyed say they have voted in an election in the past 4 years. As is typical, this share increases with age, to 88% of those aged 50+. There is no significant difference in the voting share of those who identify as Republicans vs. Democrats. Interestingly, those who feel Austin is on the wrong track are more likely to say they have voted (82% vs. 72% of those who say it is headed in the right direction). Respondents who are not engaged in any civic or volunteer activity are also much less likely to have voted (69%).



**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

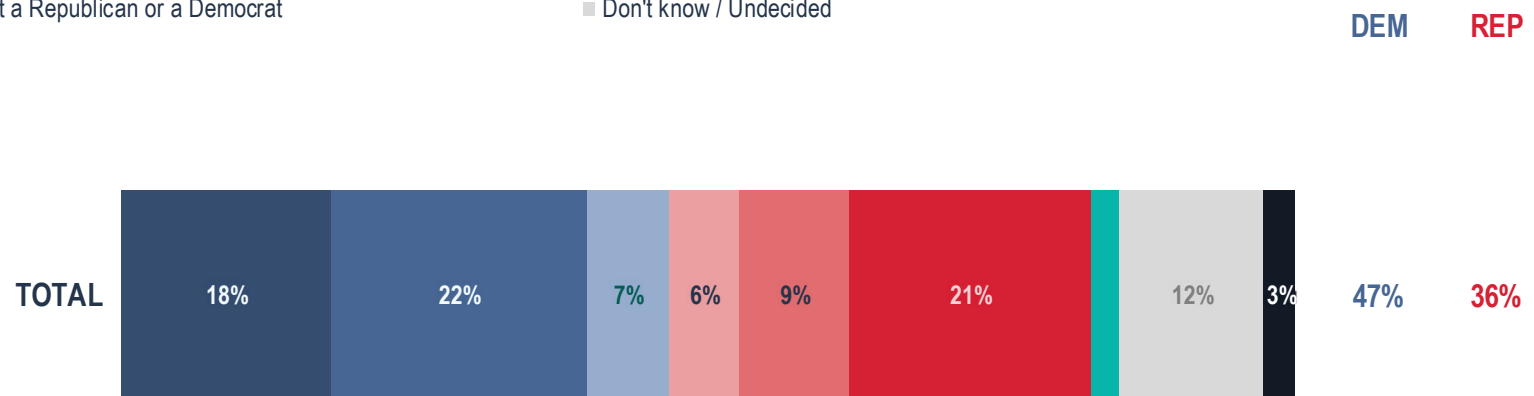
	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	808	341	459	247	280	281	444	112	364	338	234	275	271	262	328	351	351	103	94	102	134	66
Yes	75%	77%	73%	58%	69%	88%	72%	77%	78%	86%	85%	68%	73%	83%	72%	82%	69%	84%	74%	79%	76%	79%
No	20%	18%	22%	32%	27%	9%	23%	19%	17%	12%	14%	26%	20%	15%	25%	14%	26%	12%	20%	17%	17%	17%
Prefer Not to Answer	5%	5%	5%	10%	4%	3%	5%	4%	5%	2%	0%	5%	7%	3%	3%	4%	5%	4%	6%	4%	6%	4%



# VOTING BEHAVIOR IF THE 2024 PRESIDENTIAL ELECTION WERE HELD TOMMORROW

Among those registered to vote, 47% say they would vote for the Democratic candidate for President if the election were held tomorrow, while 36% say they would vote for the Republican. Interestingly, those expressing strong support for Donald Trump outweigh those expressing that level of voting intention for President Biden, at 21% vs. 18%.

- President Joe Biden
- Definitely the Democratic Party candidate, even if it's not Joe Biden
- Probably the Democratic Party candidate
- Probably the Republican Party candidate
- Definitely the Republican Party candidate, even if it's not Donald Trump
- Donald Trump
- A 3rd party candidate - not a Republican or a Democrat
- Don't know / Undecided
- Will not vote



**Abbreviations:**

- C.o.A. = City of Austin
- Cent. A. = Central Austin
- Dem. = Democrat
- Rep. = Republican
- Rel. Org. = Religious organization
- Ch. Schl. = My child's school
- Animal = Animal / Pet-related
- HL/FP – Homelessness / Food-pantry
- Multi = Multi-engaged (volunteered in 3+ civic activities)

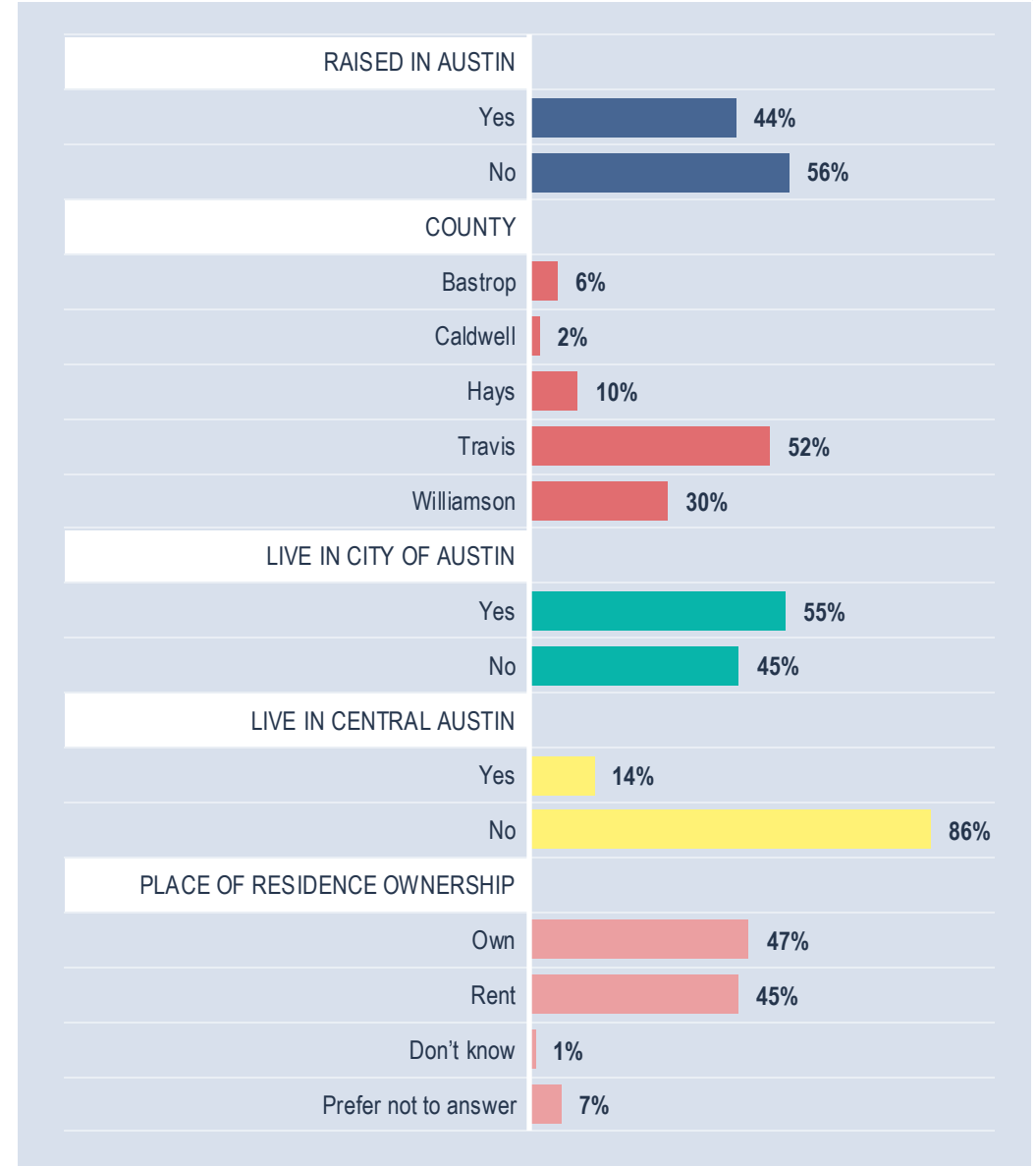
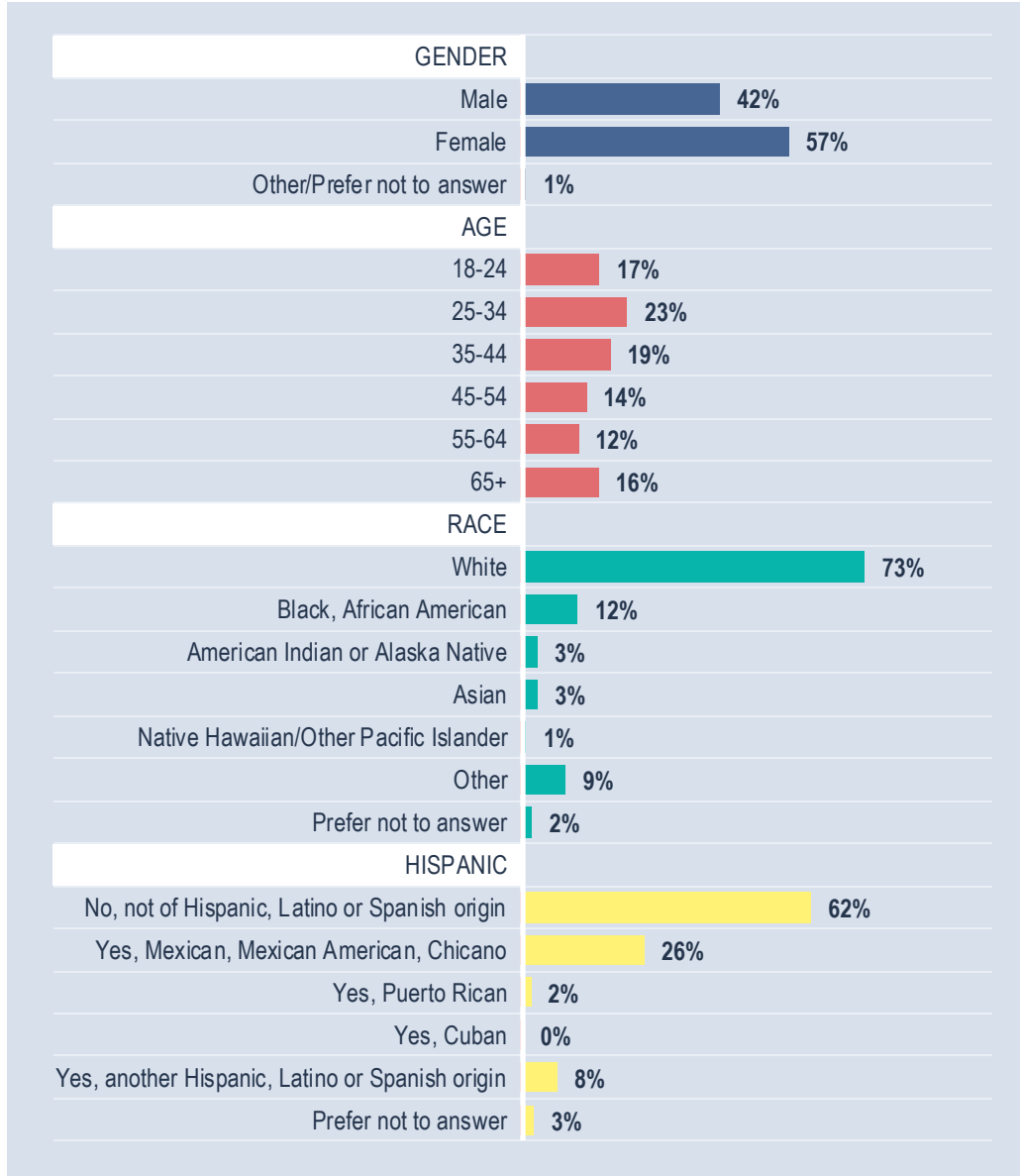
	TOTAL	GENDER		AGE			LIVE IN			POLITICAL PARTY		YEARS IN AUSTIN			AUSTIN TRACK		CIVIC ENGAGEMENT					
	TOTAL	Male	Female	18-30	31-49	50+	C.o.A.	Cent. A.	Other	Dem.	Rep.	< 9	9-24	25+	Right	Wrong	None	Rel. org.	Ch. Schl.	Animal	HL/FP	Multi
NUMBER OF RESPONDENTS	638	265	368	165	216	257	341	96	297	298	204	207	205	226	250	304	275	88	71	84	110	55
DEMOCRAT	47%	45%	48%	47%	45%	47%	57%	68%	36%	86%	3%	47%	43%	49%	61%	35%	46%	40%	38%	50%	44%	51%
REPUBLICAN	36%	41%	31%	25%	34%	41%	26%	11%	47%	4%	85%	34%	37%	36%	24%	49%	34%	47%	39%	36%	35%	32%

# SAMPLE STRUCTURE

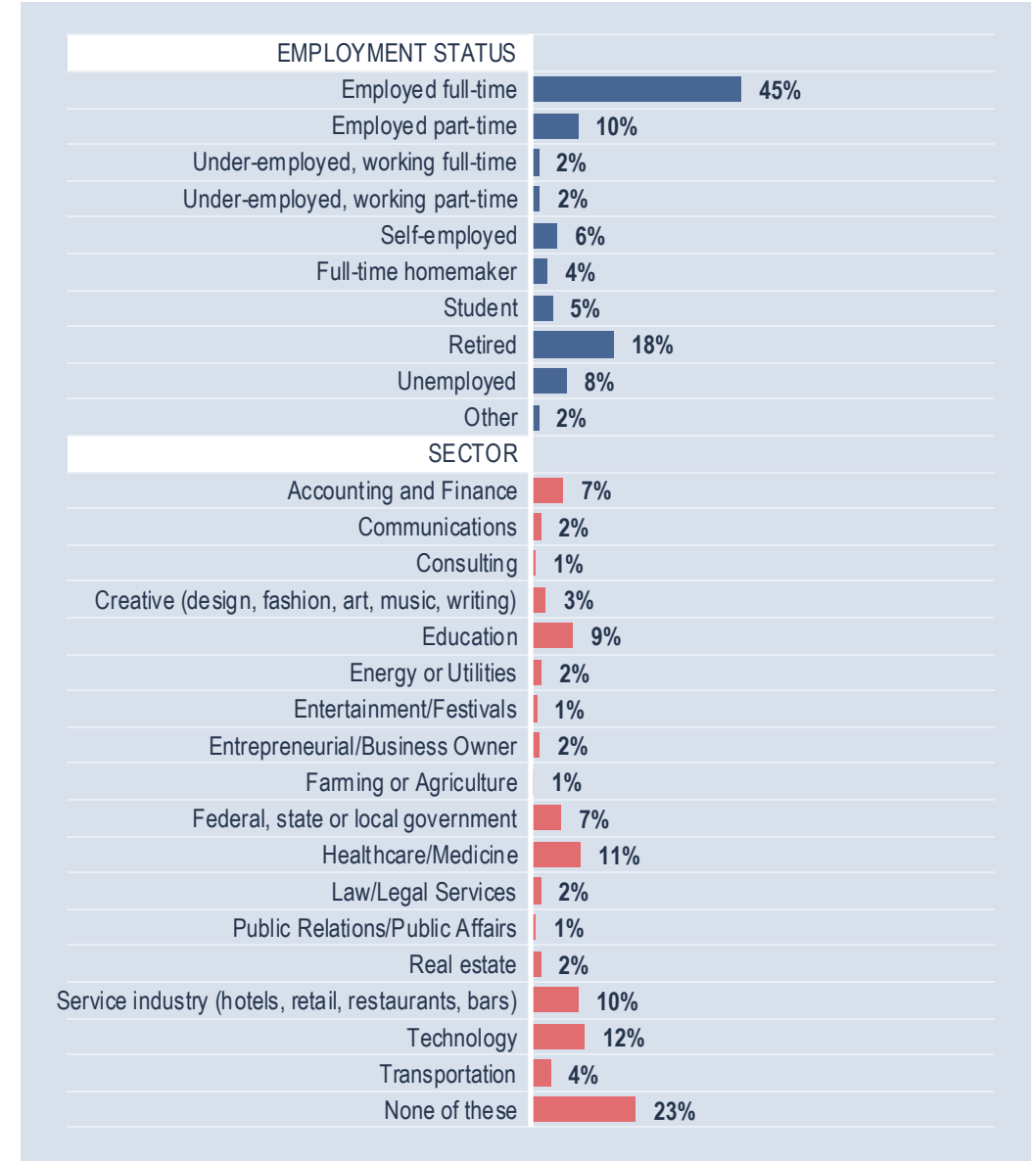
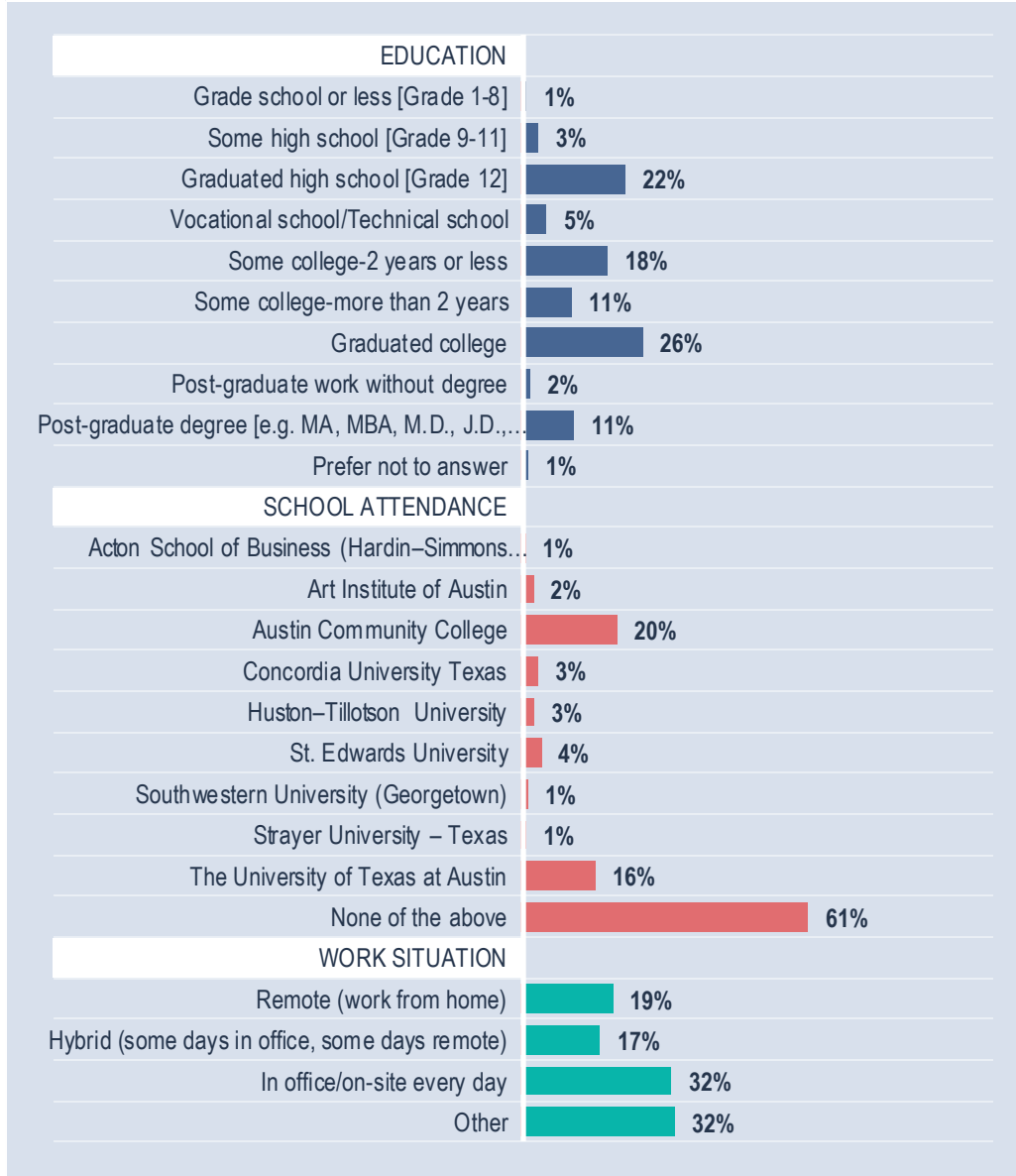
An aerial photograph of a city skyline, likely Austin, Texas, featuring a prominent river (the Colorado River) and a bridge. The city is densely packed with various high-rise buildings and structures. The image is overlaid with a semi-transparent dark blue filter, and the text 'SAMPLE STRUCTURE' is prominently displayed in white, bold, sans-serif font across the middle of the frame.

# SAMPLE STRUCTURE (Unweighted)

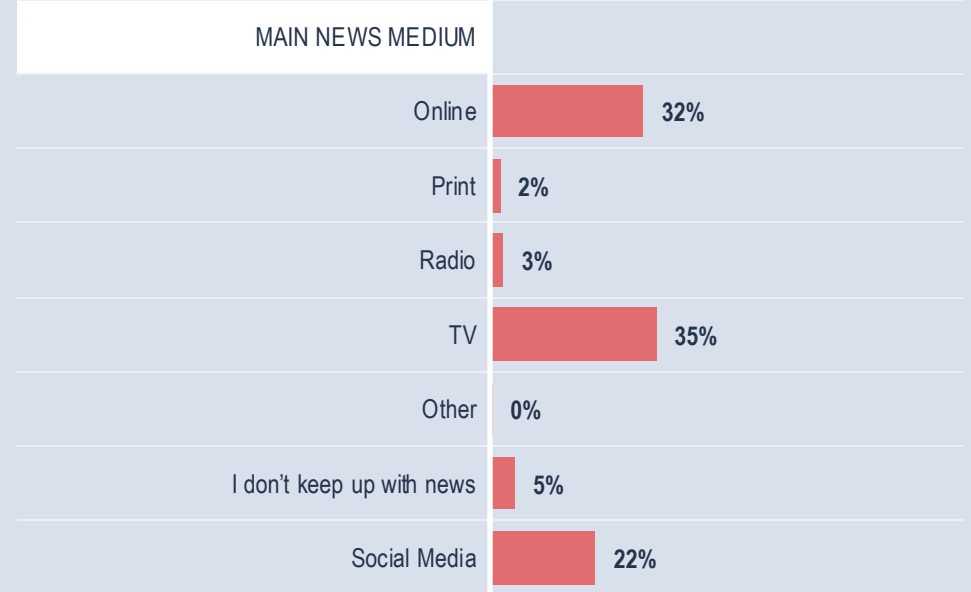
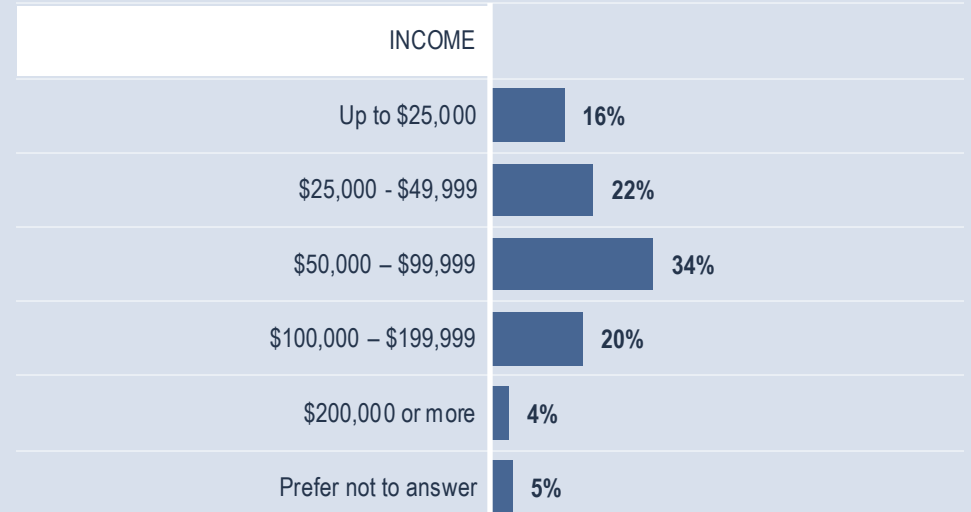
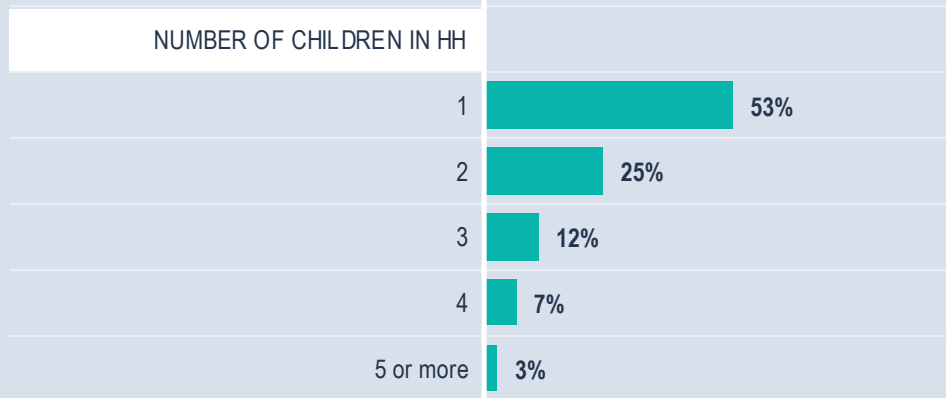
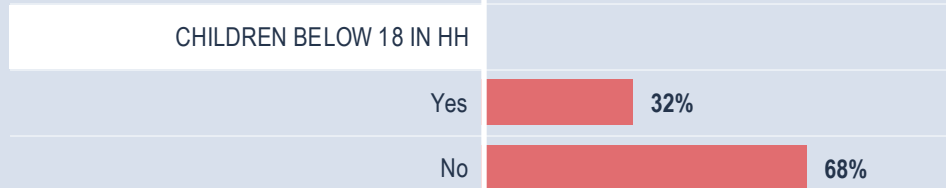
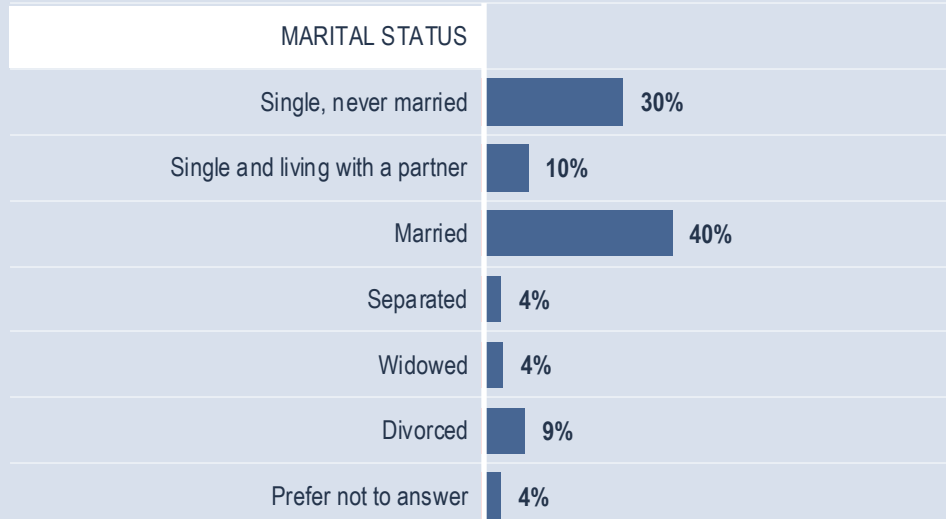
The final sample was weighted to balance the proportions by age and gender to Census data



# SAMPLE STRUCTURE

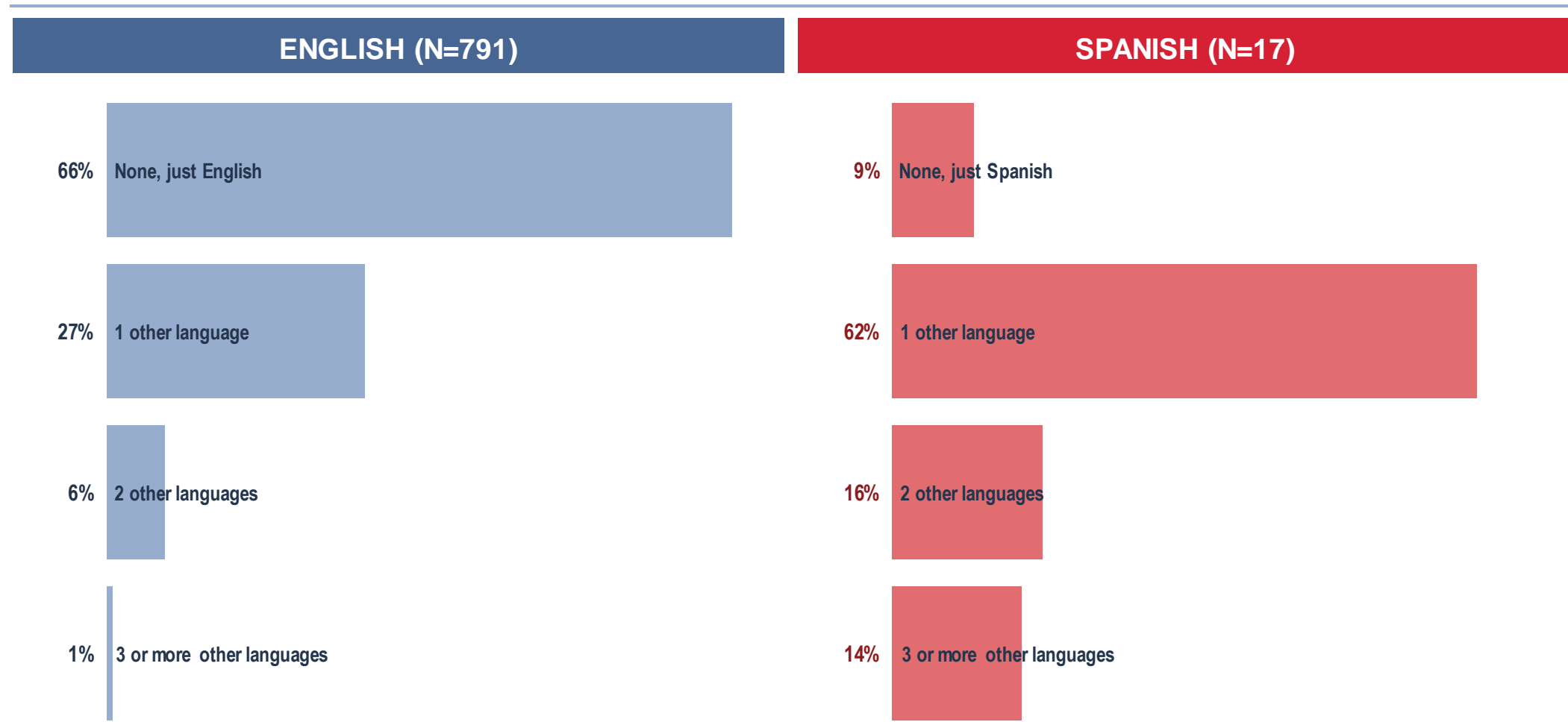


# SAMPLE STRUCTURE



# LANGUAGES SPOKEN DAILY AT HOME BESIDES MAIN LANGUAGE

Respondents were given the option to take the survey in either English or Spanish. Most (n=791) chose English. Of this group, one third report that they speak at least one other language at home. Of the small number of respondents who took the survey in Spanish (n=17), only 9% say they speak exclusively Spanish at home. Several of this group report speaking multiple languages.





For more information: [www.zandanpoll.org](http://www.zandanpoll.org)

**THANK YOU, AUSTIN**