1st Vanderbilt University Poll - Nashville

September 14-27, 2015
John G. Geer & Joshua D. Clinton, Co-Directors

1,000 residents of Davidson County, TN

MoE: +/- 3.80 percentage points
Approval of Nashville Political Figures & Institutions

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Approval of Nashville Political Figures & Institutions by Party Identification

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%

Metro City Council
Democrats: 65%
Republicans: 54%
Independents: 57%

Metro School Board
Democrats: 49%
Republicans: 33%
Independents: 43%

Karl Dean
Democrats: 75%
Republicans: 59%
Independents: 60%

Megan Barry
Democrats: 50%
Republicans: 26%
Independents: 39%
Approval of Nashville Political Figures & Institutions by Race

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Nashville on the Right Track

Do you think things in the Nashville area are generally headed in the right direction, or do you feel that things are off on the wrong track?

72%

22%

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Do you think things in the Nashville area are generally headed in the right direction, or do you feel that things are off on the wrong track?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Right Direction</th>
<th>Wrong Track</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennial (18-28)</td>
<td>78%</td>
<td>14%</td>
</tr>
<tr>
<td>Gen X (29-44)</td>
<td>77%</td>
<td>17%</td>
</tr>
<tr>
<td>Boomer (45-63)</td>
<td>67%</td>
<td>28%</td>
</tr>
<tr>
<td>Silent (64+)</td>
<td>62%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Nashville on the Right Track by Income

Do you think things in the Nashville area are generally headed in the right direction, or do you feel that things are off on the wrong track?

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%

<table>
<thead>
<tr>
<th>Income Bracket</th>
<th>Right direction</th>
<th>Wrong track</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $15k</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>$15k-under $30k</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>$30k-under $45k</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>$45k-under $75k</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>$75k-under $100k</td>
<td>83%</td>
<td>17%</td>
</tr>
<tr>
<td>$100k+</td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>
Do you think things in the Nashville area are generally headed in the right direction, or do you feel that things are off on the wrong track?

<table>
<thead>
<tr>
<th>Race</th>
<th>Right direction</th>
<th>Wrong track</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>70%</td>
<td>24%</td>
</tr>
<tr>
<td>Black</td>
<td>73%</td>
<td>22%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>75%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Top 5 Priorities for Mayor & City Council

- Improving public education: 84%
- Reducing crime: 76%
- Taking steps to ensure the city's long term financial health: 71%
- Dealing with the problems of the poor and people in need: 69%
- Easing traffic congestion: 65%

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Other Priorities for Mayor & City Council

<table>
<thead>
<tr>
<th>Priority</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving public transportation systems</td>
<td>56%</td>
</tr>
<tr>
<td>Improving local neighborhoods outside of downtown</td>
<td>53%</td>
</tr>
<tr>
<td>Encouraging people to create and develop new small businesses</td>
<td>53%</td>
</tr>
<tr>
<td>Bringing new businesses to the city</td>
<td>47%</td>
</tr>
<tr>
<td>Supporting music and the arts like the Nashville Symphony or the Frist Center</td>
<td>25%</td>
</tr>
<tr>
<td>Limiting construction downtown</td>
<td>24%</td>
</tr>
<tr>
<td>Supporting professional sports teams like the Titans, Predators, and Sounds</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
## Top 5 Priorities for Mayor & City Council by Race

<table>
<thead>
<tr>
<th></th>
<th>Whites</th>
<th>Blacks</th>
<th>Hispanics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Improving public education</td>
<td>Improving public education</td>
<td>Improving public education</td>
</tr>
<tr>
<td>2.</td>
<td>Taking steps to ensure the city’s long-term financial health</td>
<td>Dealing with the problems of poor people and people in need</td>
<td>Reducing crime</td>
</tr>
<tr>
<td>3.</td>
<td>Reducing crime</td>
<td>Reducing crime</td>
<td>Dealing with the problems of poor people and people in need</td>
</tr>
<tr>
<td>4.</td>
<td>Easing traffic congestion</td>
<td>Improving local neighborhoods outside of downtown Nashville</td>
<td>Encouraging people to develop new small businesses</td>
</tr>
<tr>
<td>5.</td>
<td>Dealing with the problems of poor people and people in need</td>
<td>Taking steps to ensure the city’s long-term financial health</td>
<td>Taking steps to ensure the city’s long-term financial health</td>
</tr>
</tbody>
</table>

Source: Vanderbilt University Poll  
September 2015  
N=1,000; MoE: +/- 3.80%
Views on Rate of Population Growth

Do you think Nashville’s population is growing:

- Too quickly: 50%
- About the right amount: 44%
- Not quickly enough: 5%

Source: Vanderbilt University Poll
September 2015
N=523; MoE: +/- 5.21%
Spending on Social Programs

Overall, do you think the Metro city government should spend more or less than it currently does on social programs such as education and affordable housing?

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Spending on Social Programs by Race

Overall, do you think the Metro city government should spend more or less than it currently does on social programs such as education and affordable housing?

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Views on Convention Center

As you may know, in 2013, construction was completed on a new convention center in downtown Nashville. Supporters say the building improved the city’s ability to attract tourists and business activity. Critics say that the city spent too much money on the center that could have been spent improving other parts of the city. What about you? Would you say:

- Building the new convention center was a good idea (46%)
- The money should have been used elsewhere (49%)

Source: Vanderbilt University Poll
September 2015
N=477; MoE: +/- 5.46%
Views on Convention Center by Income

As you may know, in 2013, construction was completed on a new convention center in downtown Nashville. Supporters say the building improved the city’s ability to attract tourists and business activity. Critics say that the city spent too much money on the center that could have been spent improving other parts of the city. What about you? Would you say:

- Building the new convention center was a good idea
- Money spent should have been used elsewhere

Source: Vanderbilt University Poll
September 2015
N=477; MoE: +/- 5.46%
Tax Breaks for Businesses

Would you favor or oppose the Metro city government providing tax breaks to keep or attract the following businesses operating within the city?

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Favor</th>
<th>Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional sports teams like the Titans and Predators</td>
<td>47%</td>
<td>51%</td>
</tr>
<tr>
<td>Businesses focused on tourism</td>
<td>55%</td>
<td>42%</td>
</tr>
<tr>
<td>Movie and TV productions, such as ABC's Nashville</td>
<td>56%</td>
<td>39%</td>
</tr>
<tr>
<td>Manufacturing companies such as Bridgestone</td>
<td>65%</td>
<td>30%</td>
</tr>
<tr>
<td>Arts and music organizations like the Nashville Symphony or the Frist Center</td>
<td>73%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Means of Providing Affordable Housing

The Metro city government is debating some proposals to make housing more affordable for low-income people in Nashville. Which of the following programs would you prefer that the Metro city government pursue?

- Provide financial assistance for mortgage down payments for low-income people
- Increase the number of government vouchers that low-income people can use to pay part of their monthly rent on apartments or townhouses

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Performance of Public Schools by Use

What grade would you give the performance of public [PRESCHOOLS, KINDERGARTENS, and ELEMENTARY SCHOOLS]/[JUNIOR AND HIGH SCHOOLS] in your school district?

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%

Average scores - 1 = “F” or “Failing”, 5 = “A” or “Excellent”

Public pre-schools, kindergartens, and elementary schools

- All respondents: 4.1
- Parents with children in public school: 3.8

Public junior high and high schools

- All respondents: 3.6
- Parents with children in public school: 3.3
Performance of Public Schools by Race

What grade would you give the performance of public [PRESCHOOLS, KINDERGARTENS, and ELEMENTARY SCHOOLS]/[JUNIOR AND HIGH SCHOOLS] in your school district?

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Favorability of More Charter Schools

Would you favor or oppose opening more charter schools in the metro area? Charter schools are public, and function independently of the local district as long as they meet certain standards set by the state government.

Source: Vanderbilt University Poll
September 2015
N=517; MoE: +/- 5.24%
Typical Commute Time

On a typical [day/weekday], how much total time do you spend commuting to and from work?

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Means of Commute

On a typical day, how do you usually commute to work?

- Drive yourself: 69%
- Ride with someone else: 6%
- Walk or bike: 1%
- Take public transportation: 4%
- Something else: 2%

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Recently, there has been some discussion about limiting the amount of car traffic in center city Nashville. Do you think limiting the amount of traffic in downtown Nashville is a good idea or a bad idea?

56% Good idea
36% Bad idea

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Source of Medical Care

When you or someone close to you needs care from a medical professional for a non-life threatening issue, where do you typically go?

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Source of Medical Care by Income

When you or someone close to you needs care from a medical professional for a non-life threatening issue, where do you typically go?

<table>
<thead>
<tr>
<th>Source of Care</th>
<th>Under $15k</th>
<th>$15k-under $30k</th>
<th>$30k-under $45k</th>
<th>$45k-under $75k</th>
<th>$75k-under $100k</th>
<th>$100k+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary care physician/doctor</td>
<td>53%</td>
<td>30%</td>
<td>9%</td>
<td>9%</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>Clinic within a drugstore or supermarket</td>
<td>16%</td>
<td>11%</td>
<td>14%</td>
<td>16%</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Stand-alone urgent care center</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Hospital/emergency room</td>
<td>47%</td>
<td>49%</td>
<td>38%</td>
<td>33%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Someplace else/usually do not go</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
<td>3%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Food Availability

Would you say it is easy, difficult, or neither easy nor difficult to purchase healthy, affordable food in stores close to or within your neighborhood?

- Very or somewhat easy: 60%
- Neither easy nor difficult: 10%
- Very or somewhat difficult: 20%

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
**Food Availability by Income**

Would you say it is easy, difficult, or neither easy nor difficult to purchase healthy, affordable food in stores close to or within your neighborhood?

![Bar Chart]

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Ease of Finding Affordable Housing

How difficult would you say it is for households making [less than $30,000/between $40,000 and $60,000] a year to find affordable housing options in Nashville?

For households making less than $30k/year
- Not at all difficult: 4%
- Somewhat difficult: 28%
- Very difficult: 65%

For households making between $40k-$60k/year
- Not at all difficult: 12%
- Somewhat difficult: 43%
- Very difficult: 40%

Source: Vanderbilt University Poll
September 2015
N=1,000; MoE: +/- 3.80%
Support for Infill Housing

As Nashville continues to grow, many people are constructing new buildings in vacant lots in established neighborhoods. Supporters say that building in these areas revitalizes communities and makes them more walkable. Opponents argue that these new structures can damage the character of neighborhoods and increase property values so that many other people cannot afford to live there. Do you think Nashville should continue to allow construction on vacant lots without additional regulations, or do you think more regulations are needed?

<table>
<thead>
<tr>
<th>Allow construction on vacant lots without additional regulations</th>
<th>More regulations are needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>All respondents</td>
<td>Home owners</td>
</tr>
<tr>
<td>25%</td>
<td>31%</td>
</tr>
<tr>
<td>69%</td>
<td>64%</td>
</tr>
</tbody>
</table>

Source: Vanderbilt University Poll
September 2015
N=482; MoE: +/- 5.43%
Knowledge of Google Fiber

Have you read or heard about Google Fiber in Nashville, which is Google’s plan to build a fiber network in the city to bring ultra high-speed internet to Nashville?

66% Yes
33% No

Source: Vanderbilt University Poll
September 2015
N=502; MoE: +/- 5.32%