



TCC Executive Summary

Growth Poll Data

September, 2007

Growth has become the central Triangle issue as we continue to draw residents to our region for its strong economy, excellent school systems and numerous honors as a top place in the nation to live and raise a family.

While the economies in other regions have suffered, the Triangle's economy has remained relatively strong. Growth related industries have played a significant role in fueling our local economy in the face of a nation-wide economic downturn.

The increased attention on our region's growth and its affect on Triangle residents has garnered attention from media, political candidates and local leaders discussing the implications of growth. The challenges, good and bad, have had an effect on how Triangle residents live, work and commute. Triangle residents deal with growth in every facet of daily life - whether they are new to the region or life-long residents.

The implications of growth are often conveyed as being hardships on residents through local media and candidates during election cycles, but the [Triangle Community Coalition \(TCC\)](#) recently conducted a poll to find out what local voters really think about the role growth plays in residents' day-to-day function.

The findings show that voters understand growth has benefited our region and **our leaders need to be careful to keep the perks without impeding growth with over burdensome laws and regulations or our local economy will suffer. It shows that residents understand that hampering growth in the face of a possible nation-wide recession is not what residents want to see occur.**

Specifically, the poll showed that voters have three primary thoughts regarding growth:

- Positive quality of life stemming from the Triangle's growth
- A need to manage the growth responsibly
- Continue the benefits that growth has afforded the region

Quality of Life: *Jobs...and growth*

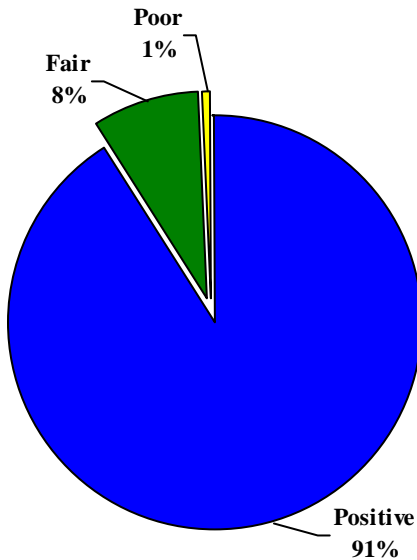
The Triangle’s economy has remained strong despite the national downturn. It is clearly one of the biggest draws for our region and why companies continue to add jobs and commit to the region – despite difficult economies in other regions. And when these companies add jobs, inevitably their employees need places to live. Voters recognize the power of the strong local economy and that housing and growth have been an integral reason for its strength and resiliency.

- Voters are generally happy with the way the community is heading (a combined 54% believe that their community is headed in the right direction).

		Q. 1. Generally speaking, would you say that (Cary/Raleigh) is moving in the right direction or has it gotten off onto the wrong track?				Table Total
		Right direction	Wrong track	Both/ Mixed	DK/NA	
		Row %	Row %	Row %	Row %	Row %
VOTING TURNOUT PROPENSITY (observed):	High	41.5%	45.9%	9.1%	3.5%	100.0%
	Moderate	56.2%	29.3%	9.2%	5.2%	100.0%
	Low	59.9%	29.6%	8.5%	2.0%	100.0%
CITY:	Cary	47.6%	43.0%	6.3%	3.1%	100.0%
	Raleigh	59.6%	25.0%	11.5%	4.0%	100.0%
Table Total		53.7%	33.9%	8.9%	3.6%	100.0%

- A large majority - 91% - are happy with the quality of life in Raleigh and Cary.

How would you rate the overall quality of life in your city?



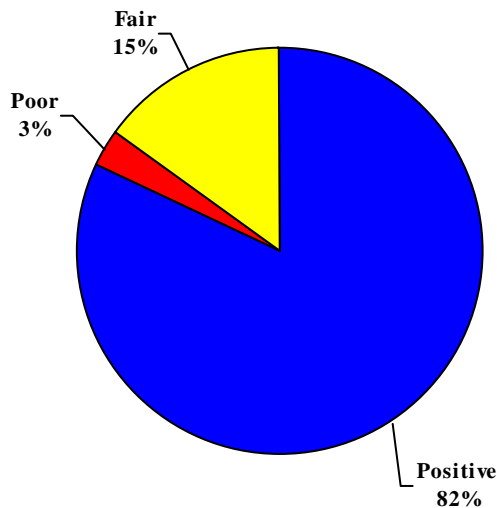
- Even with the national slowdown, voters in this region still think the economy is strong. Over 80% have a positive view of the local economy (although this number may have changed since the poll was first taken given the slowdown in the housing industry nationally and locally).

How would you rate the overall state of the local economy?

82% TOTAL POSITIVE:

26% Excellent

56% Good



- Housing has been a key driver in the strength of our local economy. A clear majority (over 57%) believe that our region’s ability to attract and sustain new housing is one of the primary reasons for the current state of our economy.

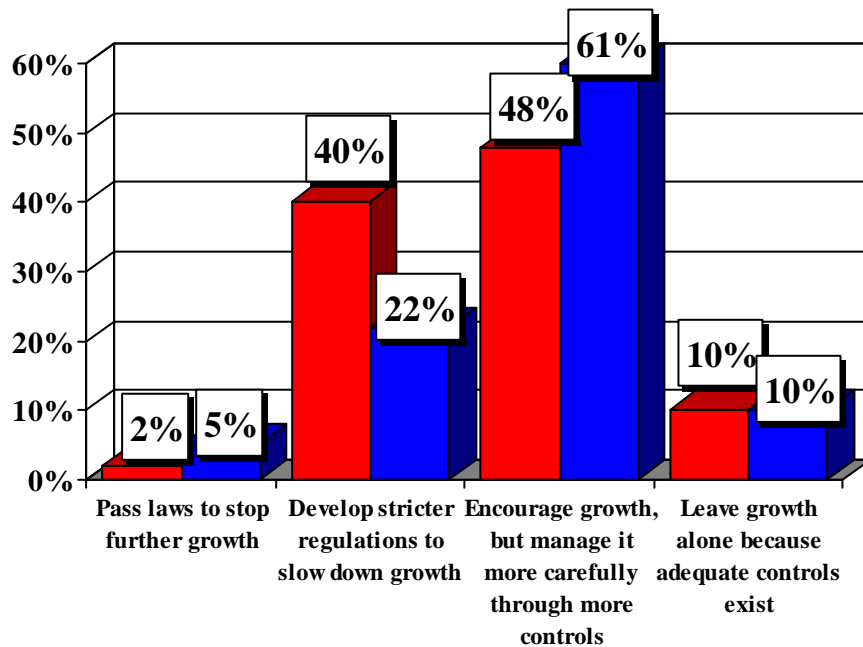
		Q. 3. Do you agree or disagree with people who say that the strength of the local housing market and ability attract and sustain new housing has been one of the primary reasons for the current state of the local economy?				Table Total
		Agree	Disagree	Both/ Mixed	DK/NA	
		Row %	Row %	Row %	Row %	Row %
GENDER:	Men	49.3%	41.3%	2.9%	6.6%	100.0%
	Women	65.2%	26.4%	2.4%	6.0%	100.0%
CITY:	Cary	56.7%	33.5%	2.7%	7.1%	100.0%
	Raleigh	57.8%	34.2%	2.6%	5.4%	100.0%
Table Total		57.2%	33.8%	2.7%	6.3%	100.0%

- The biggest factor for new folks moving to this region is the local economy and jobs. When given a list of reasons why, 41% picked the economy and employment opportunities.

Managing Growth: *Encourage growth---don't stop or slow it*

Voters are both ideologically and practically opposed to big changes that might undermine our local economy. While there is a desire to manage growth with proper controls, voters do not want to stop growth.

- Voters in Raleigh and Cary do not want to pass laws that stop or restrict growth. Rather, most voters agree that growth should be encouraged (48% in Cary and 61% in Raleigh) but managed more carefully through **more** controls. Only less than 5% of voters surveyed believe that growth should be stopped.



- Along similar lines, Cary and Raleigh voters do not want their elected leaders to develop tough or strict laws to slow growth. When given a choice, only 40% want elected leaders to pass tough laws to slow down growth. In Raleigh, only 22% want to slow growth.

- Voters are pretty happy with the government leadership of their respective communities. Specifically, 58% of voters in Cary approve of the work being done by the current council. In Raleigh, that number jumps to an approval rate of over 62%.

		Q. 6. Generally speaking, do you approve or disapprove of the work being done by the (Cary/Raleigh) City Council?			Table Total
		Total approve	Total disapprove	DK/NA	
		Row %	Row %	Row %	Row %
CITY:	Cary	58.3%	31.6%	10.1%	100.0%
	Raleigh	62.6%	31.7%	5.7%	100.0%
Table Total		60.5%	31.7%	7.9%	100.0%

The Benefits of Growth: *Diversity, lower taxes and jobs*

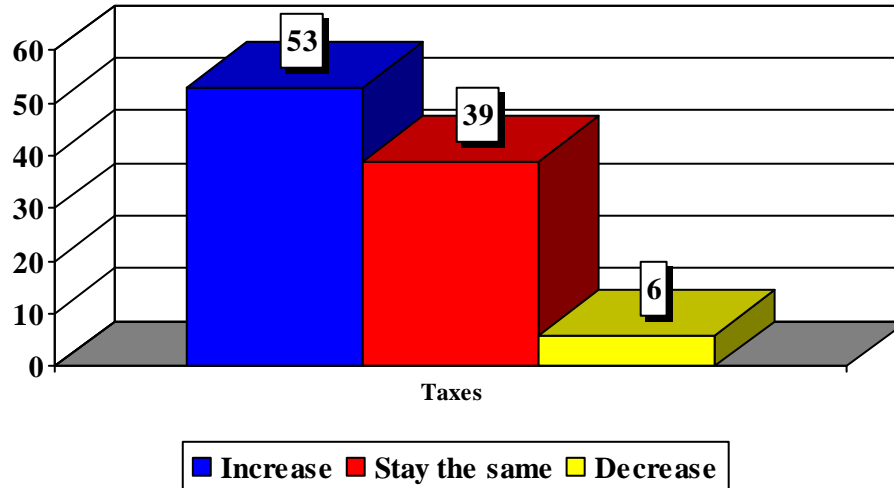
Triangle voters recognize that growth helps increase the tax base and holds taxes down for existing home owners and taxpayers. A strong economy fuels fewer taxes for current residents, an important goal for voters.

- New housing growth helps with taxes, brings jobs and offers better choices and cultural diversity. When given a choice, voters agree that the single biggest benefit that comes from housing growth is a large tax base to share the tax burden. The top three reasons include:
 - Larger tax base (20%)
 - Better choices of housing and places to live (16%)
 - More diversity of people and cultures (16%)

Which of the following would you say is the biggest benefit that comes from housing growth in your area?

- 20%** *A larger base of taxpayers to share the tax burden*
- 17%** *Lots of jobs and a strong economy*
- 16%** *Better choices of housing and places to live*
- 16%** *More diversity of people and cultures*
- 7%** *Better schools and more educational opportunities*
- 6%** *More shopping and access to conveniences*
- 3%** *Recreational and entertainment opportunities*
- 6%** *No benefits from growth (volunteered)*
- 5%** *Other (volunteered)*

- Taxes will increase if housing growth stops. A majority of voters in Raleigh and Cary (53%) believe that if housing growth is stopped or prohibited, that taxes will go up.



- An even higher percentage of African Americans (over 65%) think taxes would increase. In Raleigh, approximately 60% of African Americans believe that if housing growth is stopped taxes will increase.

		Q. 16. If any future new housing growth was prohibited in your city, do you think that your taxes would increase, stay about the same or decrease?				Table Total
		Increase	Same	Decrease	DK/NA	
		Row %	Row %	Row %	Row %	Row %
RACE:	White	52.6%	42.9%	2.5%	2.0%	100.0%
	Black/African-American	65.4%	16.6%	18.1%	.0%	100.0%
	Latino/Hispanic	14.4%	34.4%	51.1%	.0%	100.0%
	Other	33.9%	41.8%	17.5%	6.8%	100.0%
	DK/NA	60.5%	12.0%	10.0%	17.5%	100.0%
CITY:	Cary	46.4%	47.4%	4.7%	1.5%	100.0%
	Raleigh	59.5%	30.6%	7.1%	2.8%	100.0%
Table Total		53.0%	38.9%	5.9%	2.2%	100.0%

About the TCC Growth Issues Survey:

The TCC poll was conducted by Fallon Research and Communications, Inc. The survey was conducted through telephone interviews of 407 randomly selected registered voters in the cities of Cary and Raleigh that have histories of voting in recent odd-year municipal elections.

The interviews were performed during the period of July 22-24, 2007. The overall estimated margin of sampling error is +/- 4.85%, based on a confidence level of 95%. This means that if this survey was repeated, 95 times out of 100 the results would be within plus or minus 4.85% of those provided in the survey. Further adjustments were made to proportionally weight the results toward the demographic and geographic characteristics of the respective cities.