

Survey Responses

The survey had a healthy response rate, with almost 200 responses from neighborhoods encompassing 400 households.

	Responses	Households	Yield
Mason Mill Neighborhood	99	235	42%
Houston Mill Rd (incl Logan's Knoll)	5		
McConnell Dr	22		
Mason Mill Rd	12		
Mason Woods Dr	23		
Vistavia Circle	37		
Victoria Estates Neighborhood	88	165	60%
Castle Falls Dr	33		
Houston Mill Rd (incl Rosemont)	4		
Liawen Ct	12		
Mason Mill Rd	15		
Rainier Falls/Victoria Falls	24		
Grand Total	187	400	47%

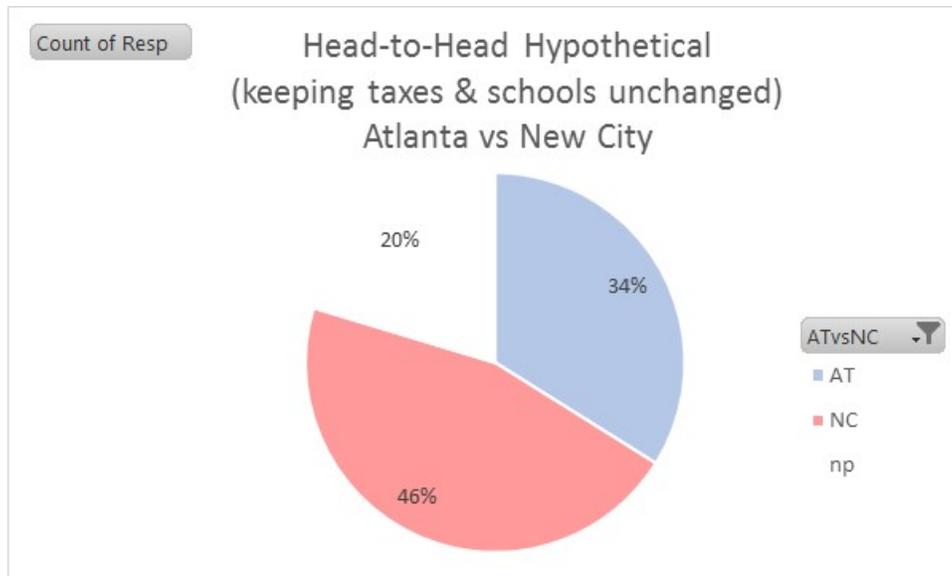
Question #5

Assuming (for now) that taxes/fees and school assignments would not change, circle which of these two hypothetical futures you would prefer (or "No preference" between these two).

- New City
- Atlanta
- No Preference

Analysis

Respondents preferred New City to Atlanta, 46% to 34%, with 20% expressing no preference.



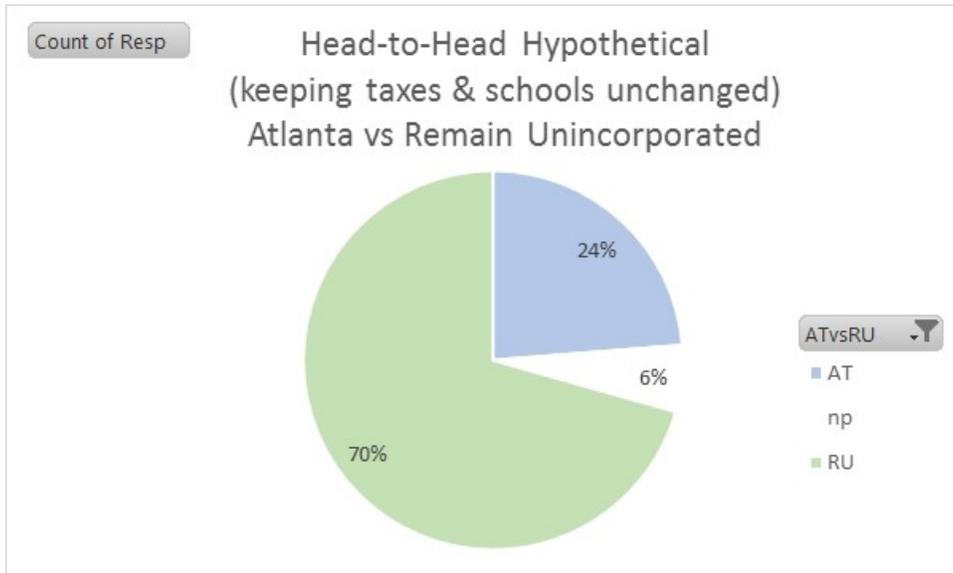
Question #6

Assuming (for now) that taxes/fees and school assignments would not change, circle which of these two hypothetical futures you would prefer (or "No preference" between these two).

- Atlanta
- Remain Unincorporated
- No Preference

Analysis

Respondents preferred "Remain Unincorporated" to "Atlanta" by a wide margin: 70% to 24%, with only 6% expressing no preference.



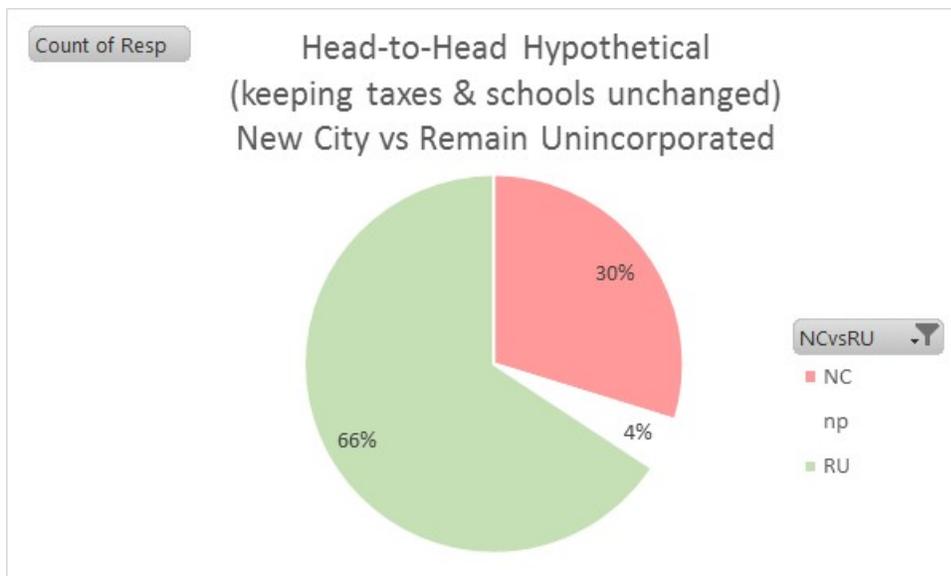
Question #7

Assuming (for now) that taxes/fees and school assignments would not change, circle which of these two hypothetical futures you would prefer (or "No preference" between these two).

- Remain Unincorporated
- New City
- No Preference

Analysis

Respondents preferred "Remain Unincorporated" to "New City" by more than 2:1: 66% to 30%, with only 4% expressing no preference.



Question #11

Now, please gather your opinions into a single forced ranking (1 = favorite, 2 = middle, 3 = worst)

Analysis - Overview

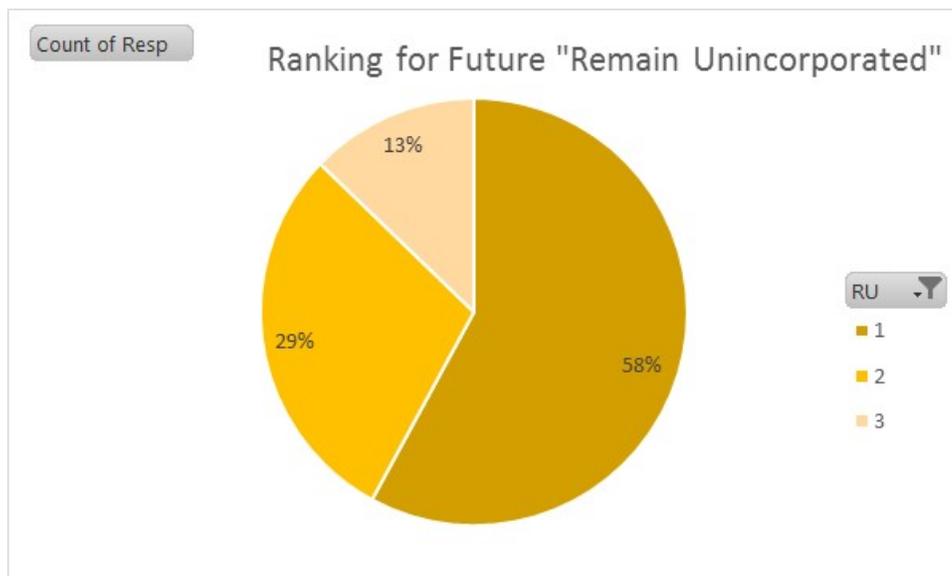
Of the 164 people who *fully* responded to the forced-ranking question (with no hypotheticals)...

- 95 put Remain Unincorporated at the top. (By a ~2:1 margin, New City was their *second* choice.)
- 35 put New City at the top. (By a ~2:1 margin, Remain Unincorporated was their *2nd*.)
- 34 put Atlanta at the top. (By a ~2:1 margin, Remain Unincorporated was their *2nd*.)

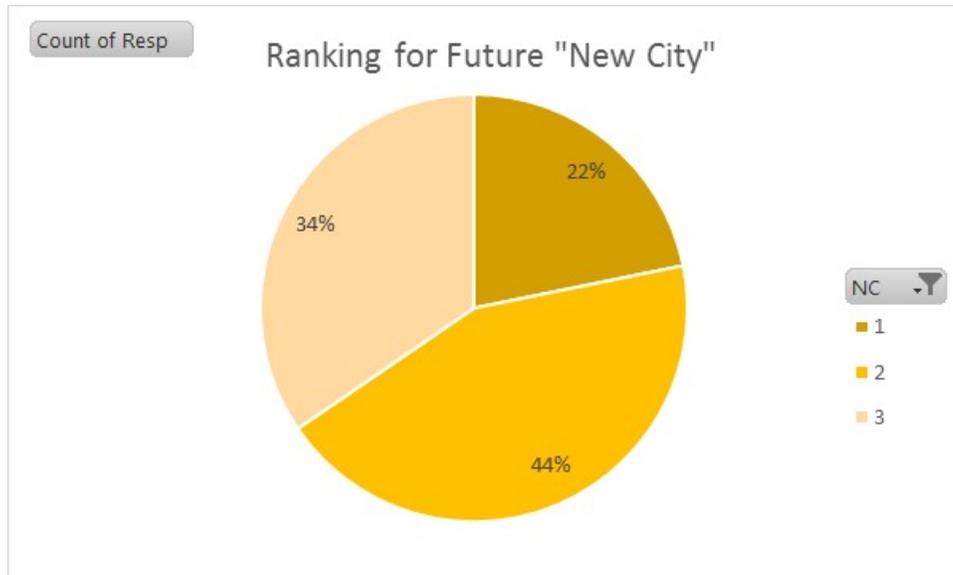
Analysis - Details

	Rank (1 = favorite, 2 = middle, 3 = worst)		
	1	2	3
Remain Unincorporated	95	48	21
New City	35	72	57
Atlanta	34	44	86
<i>Totals</i>	164	164	164

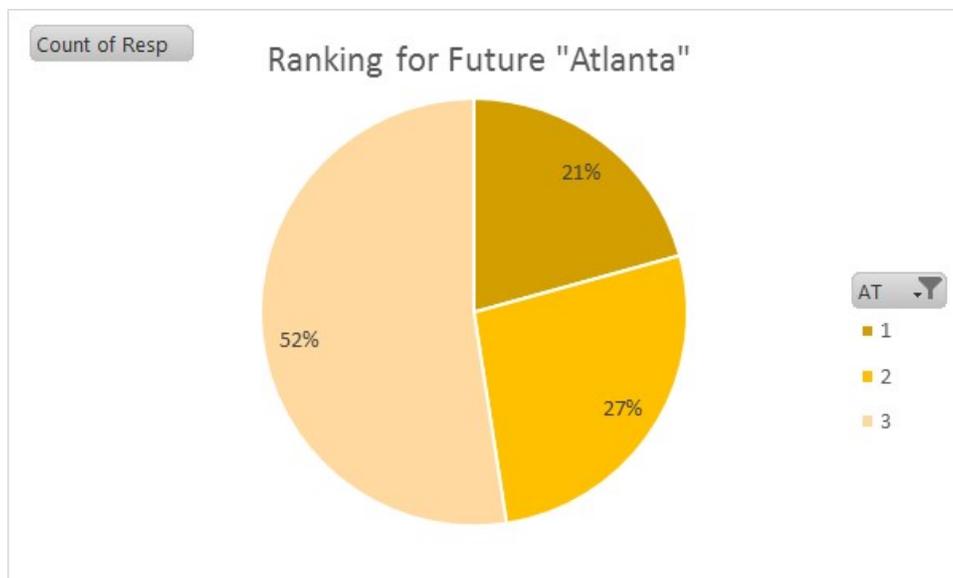
The future “Remain Unincorporated” was given a #1 ranking on 95 surveys, which was 58% of the 164 surveys in which the forced-ranking question was fully answered. Only 21 responses put “Remain Unincorporated” in third place.



Only 22% (36 of 165) listed “New City” as their first choice, with 44% (72 of 165) in second place and 34% (57 of 165) listing it as their third choice.¹



Only 21% (34 of 164) listed “Atlanta” as their first choice. Roughly a quarter (27%, or 44 of 164) listed “Atlanta” second, with a slight majority of 52% (86 out of 164) listing “Atlanta” as their #3 or least-favored choice.



¹ One survey listed New City as first choice but did not rank the other two futures, which is why there are 165 responses, not 164, for this one analysis.

The 2nd-place responses corresponding to each of the 1st-place responses showed similar patterns, with Remain Unincorporated strongly favored over either of the two cities, and with New City preferred to Atlanta.

Here is another way to look at the 164 responses with full 1st-2nd-3rd-place rankings:



The 95 respondents who listed “Remain Unincorporated” as their top choice were split almost 2:1 for “New City” over “Atlanta” as their second choice.



The 35 respondents who listed “New City” as their top choice were split over 2:1 for “Remain Unincorporated” over “Atlanta” as a second choice.



The 34 respondents who listed “Atlanta” as their top choice also were split over 2:1 for “Remain Unincorporated” over “New City” as a second choice.

