

Atlanta Mayoral Primary Issues Survey

*Survey Conducted:
October 1-8, 2017*

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

220-4887

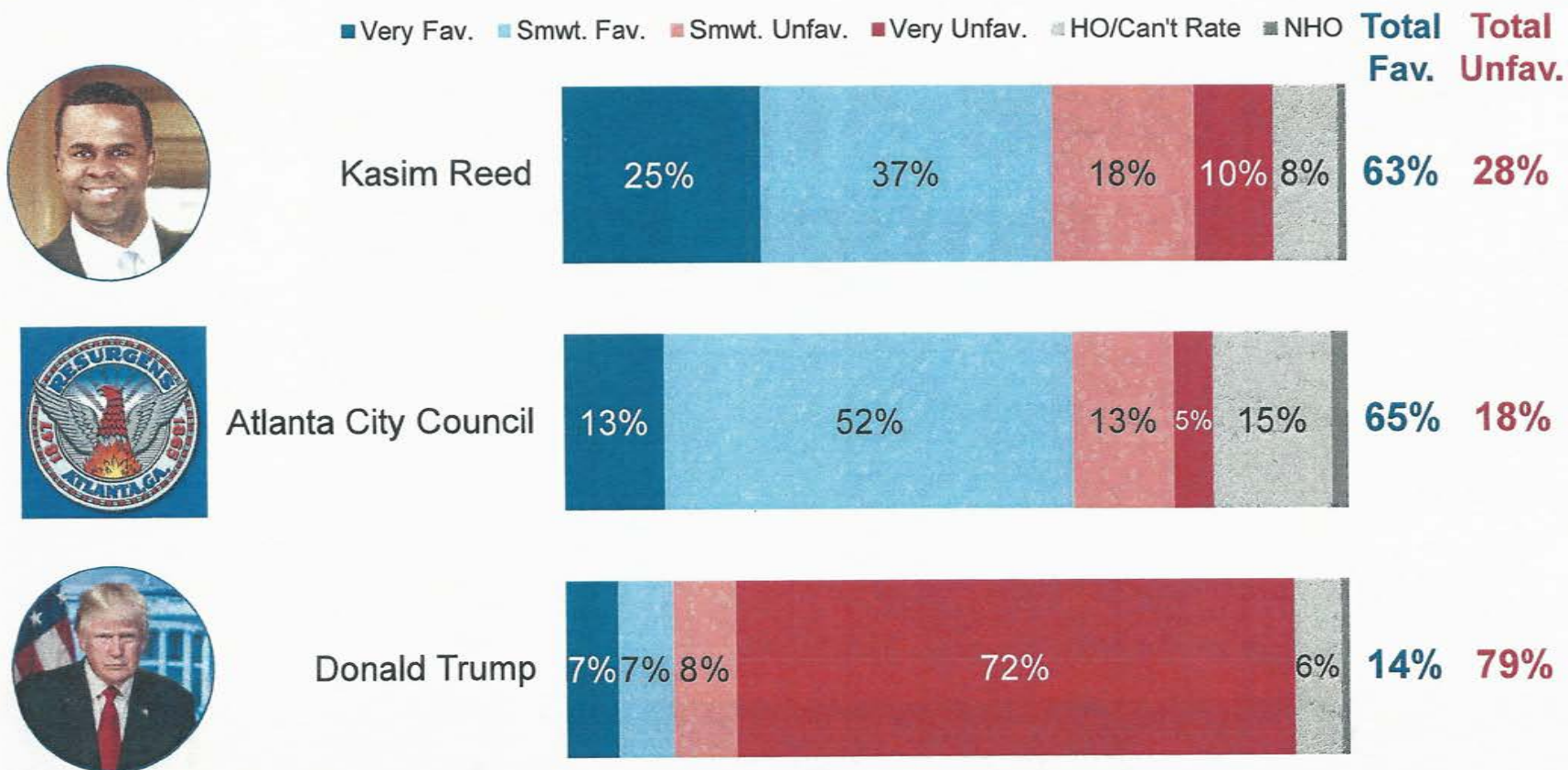
Methodology

- ✓ Survey of 600 Atlanta voters likely to cast a ballot in the November Mayoral primary survey
- ✓ Interviews were conducted via landline and cell phones
- ✓ Survey was conducted October 1-8, 2017
- ✓ The full sample margin of error is +/- 4.0% at the 95% confidence level
- ✓ The margin of error for population subgroups will be higher
- ✓ Some percentages do not sum to 100% due to rounding

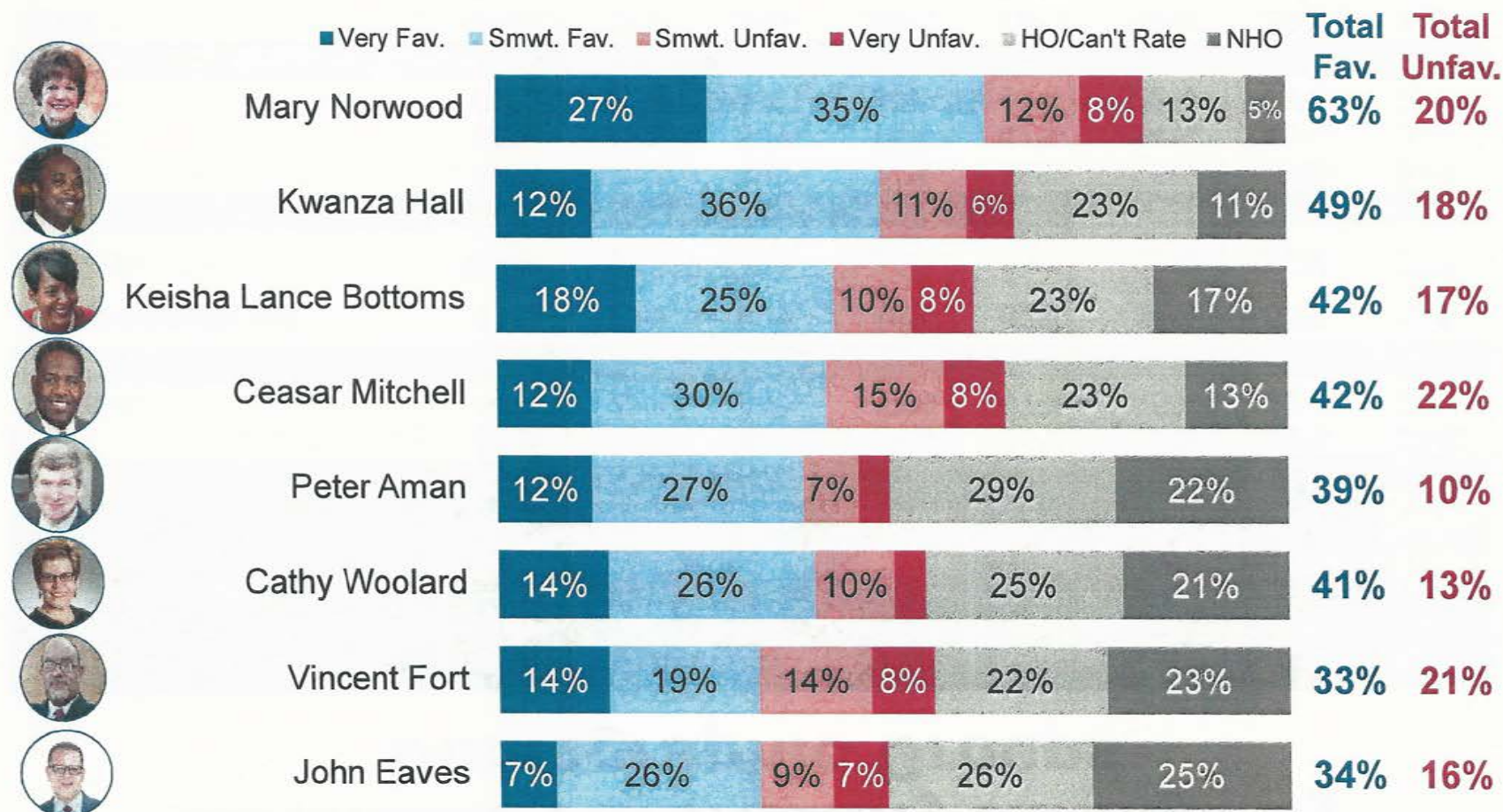


Voter Mood & Favorability Ratings

The Mayor has a better than two to one favorability rating and the City Council is also well-regarded by voters, whereas most hold an intense negative opinion of Trump.



Among the Mayoral candidates, Norwood is the best-known and most well-liked.



Fairbank, Maslin, Mauldin, Metz & Associates - FM3

PUBLIC OPINION RESEARCH & STRATEGY

Q2 d-k. Let me mention some people who are active in politics and government. Please tell me if you have a generally favorable or unfavorable opinion of that person. If you do not recognize a name, or if you have heard the name but do not have enough information to offer an opinion, you can tell me that too.

Candidate Favorability Ratings by Demographic Groups

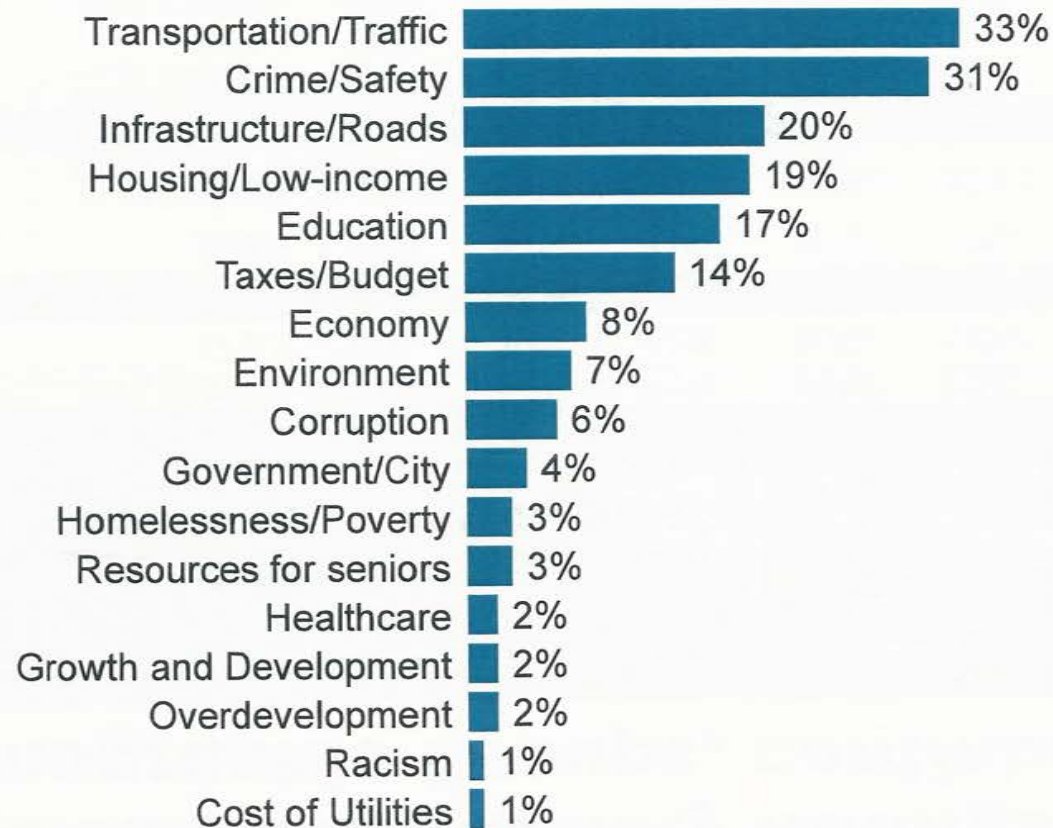
Demographic Group	Mary Norwood		Kwanza Hall		Keisha Lance Bottoms		Ceasar Mitchell	
	Total Fav.	Total Unfav.	Total Fav.	Total Unfav.	Total Fav.	Total Unfav.	Total Fav.	Total Unfav.
Gender								
Men	61%	20%	48%	19%	36%	20%	42%	24%
Women	64%	20%	49%	17%	47%	15%	42%	21%
Ethnicity								
African-Americans	61%	23%	60%	15%	62%	14%	55%	19%
Whites	64%	17%	33%	21%	21%	22%	27%	27%
Ages								
18-49	49%	20%	49%	17%	39%	15%	39%	14%
50-64	68%	19%	50%	15%	41%	14%	40%	24%
65+	69%	22%	47%	21%	45%	22%	46%	27%
Area by City Council District								
North	64%	17%	34%	18%	29%	19%	32%	21%
Southwest	64%	19%	60%	13%	72%	13%	63%	17%
Central/West	57%	33%	66%	13%	47%	22%	39%	23%
Central In Town	61%	22%	49%	20%	28%	19%	36%	28%
Southeast	64%	17%	50%	21%	49%	15%	45%	22%

Candidate Favorability Ratings by Demographic Groups, continued

Demographic Group	Cathy Woolard		Peter Aman		John Eaves		Vincent Fort	
	Total Fav.	Total Unfav.	Total Fav.	Total Unfav.	Total Fav.	Total Unfav.	Total Fav.	Total Unfav.
Gender								
Men	45%	13%	39%	10%	32%	16%	28%	25%
Women	37%	14%	39%	10%	35%	16%	38%	18%
Ethnicity								
African-Americans	29%	17%	33%	11%	49%	15%	47%	17%
Whites	55%	10%	49%	8%	16%	17%	19%	25%
Ages								
18-49	30%	7%	35%	6%	28%	8%	26%	13%
50-64	51%	16%	40%	11%	32%	18%	32%	25%
65+	41%	16%	41%	13%	40%	20%	41%	24%
Area by City Council District								
North	38%	15%	46%	11%	22%	17%	22%	27%
Southwest	28%	18%	33%	9%	55%	15%	52%	19%
Central/West	26%	13%	25%	12%	42%	15%	56%	11%
Central In Town	57%	9%	45%	9%	26%	13%	25%	20%
Southeast	44%	13%	30%	13%	35%	20%	33%	20%

Atlanta voters' top-of-mind concerns include issues related to traffic and roads and public safety...

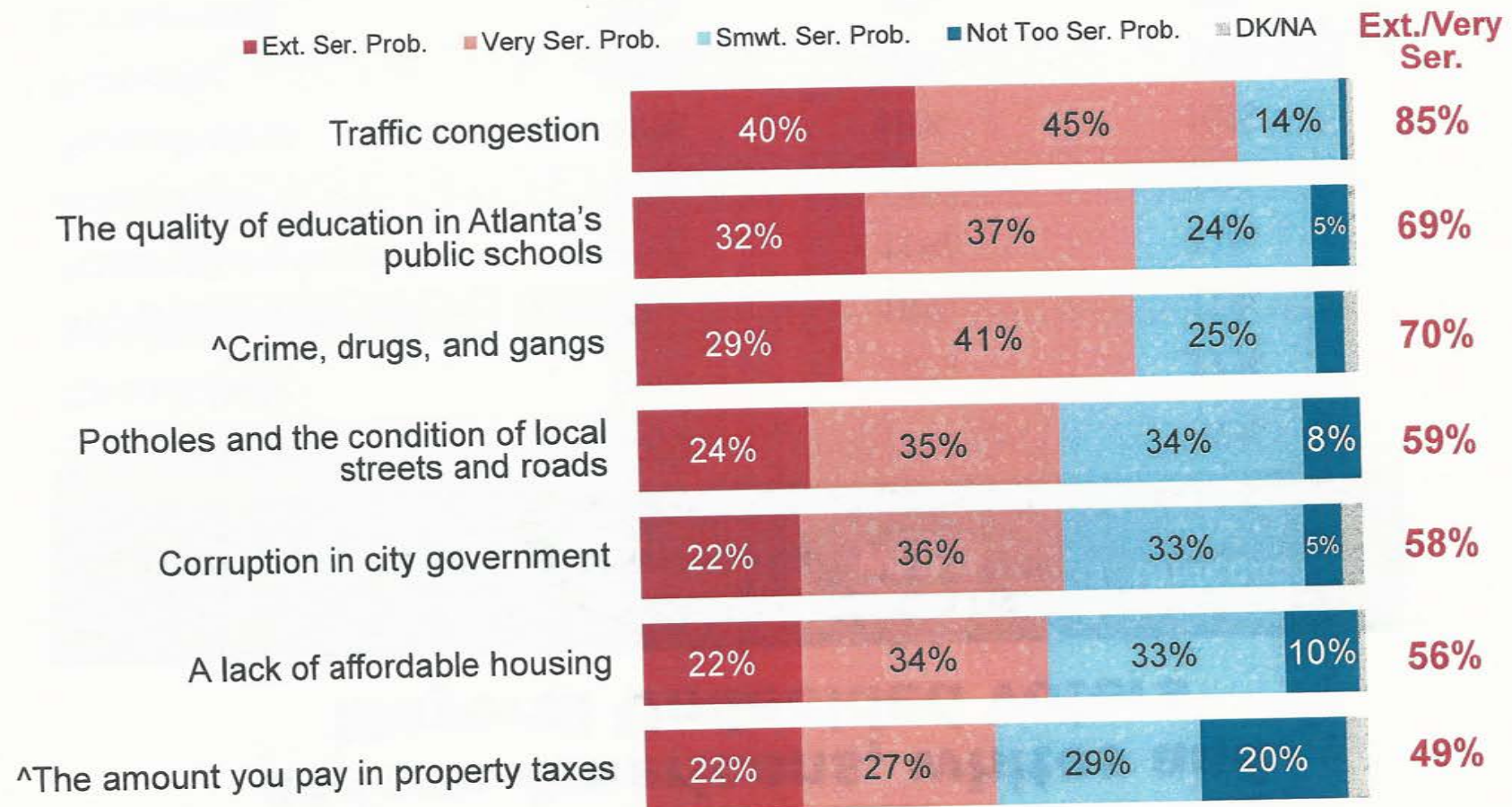
In your own words, what would you say is the one or two most important issues facing Atlanta residents that you would like to see City government do something about?



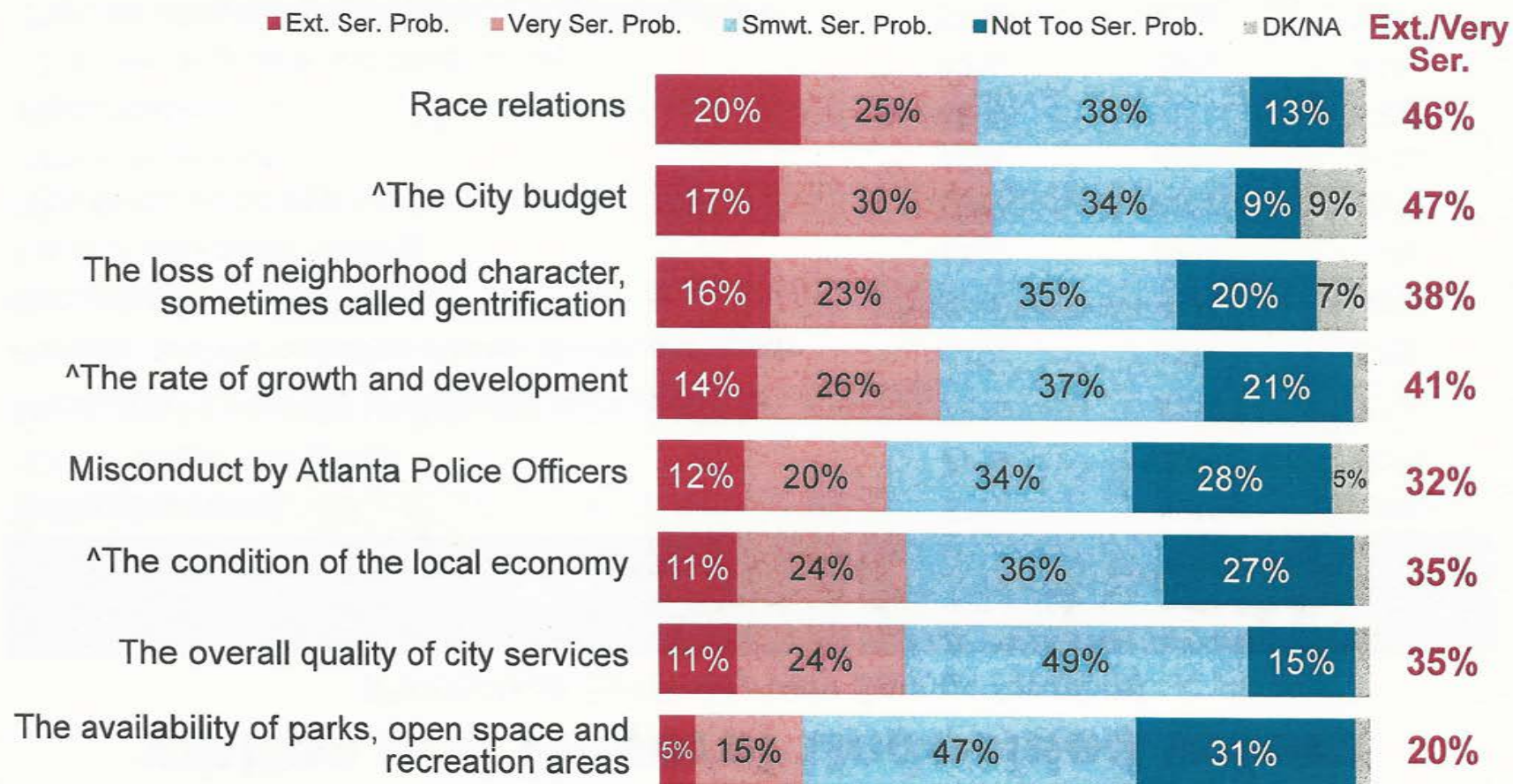
Top Open-end Concerns among African-Americans, whites and Mayoral Undecided voters

Issue	African-Americans	Whites	Undecided Voters
Transportation/Traffic	20%	47%	30%
Crime/Safety	33%	30%	27%
Infrastructure/Roads	20%	19%	22%
Housing/Low-Income	25%	11%	22%
Education	17%	17%	22%
Taxes/Budget	11%	18%	16%
Economy	9%	7%	11%
Environment	10%	3%	5%
Corruption	4%	9%	9%
Homelessness/Poverty	3%	3%	4%

...though traffic is a much more intense problem as four in ten identify it to be an “extremely” serious problem.



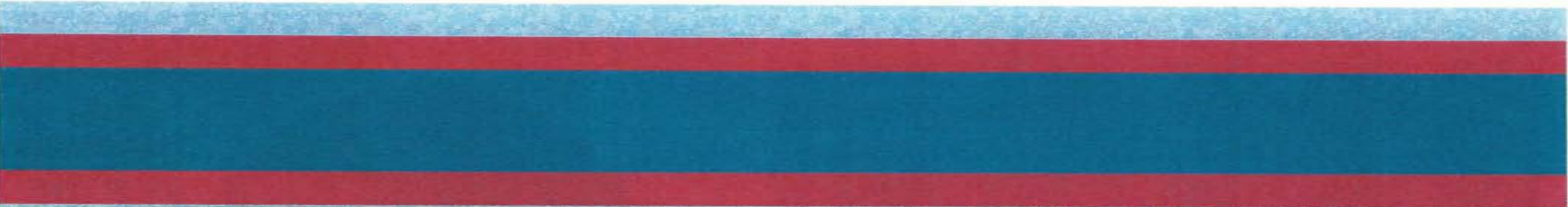
Nearly half view “race relations” as a highly serious problem, but fewer see police misconduct as a problem.



Rating of Issues by African-Americans, whites and Mayoral Undecided voters

(Percentage Extremely/Very Serious Problem)

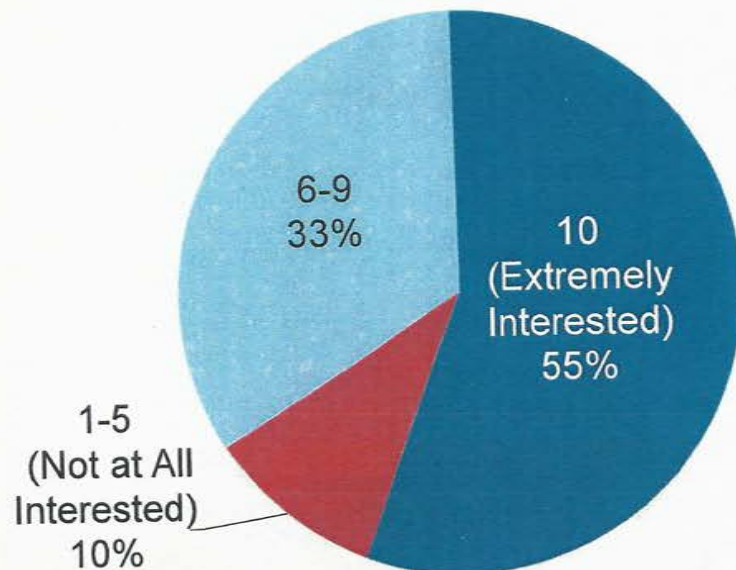
Demographic Group	African-Americans	Whites	Undecided Voters
Traffic congestion	84%	88%	88%
^Crime, drugs, and gangs	77%	60%	62%
The quality of education in Atlanta's public schools	72%	67%	73%
Potholes and the condition of local streets and roads	64%	51%	58%
Corruption in city government	61%	55%	58%
A lack of affordable housing	68%	37%	55%
^The amount you pay in property taxes	50%	48%	53%
^The City budget	48%	46%	54%
Race relations	48%	42%	48%
^The rate of growth and development	42%	39%	49%
The loss of neighborhood character/gentrification	51%	23%	36%
^The condition of the local economy	47%	20%	30%
The overall quality of city services	41%	29%	35%
Misconduct by Atlanta Police Officers	46%	12%	33%
The availability of parks/open space/recreation areas	17%	23%	29%



The November Primary Election for Mayor of Atlanta

Female voters, particularly African-American women, express a very high level of interest in the November election.

On November 7th there will be a City of Atlanta election for Mayor and City Council. On a scale of 1 to 10, with 1 meaning "not at all interested" and 10 meaning "extremely interested," please tell me how interested you are in the November 7th City of Atlanta election.



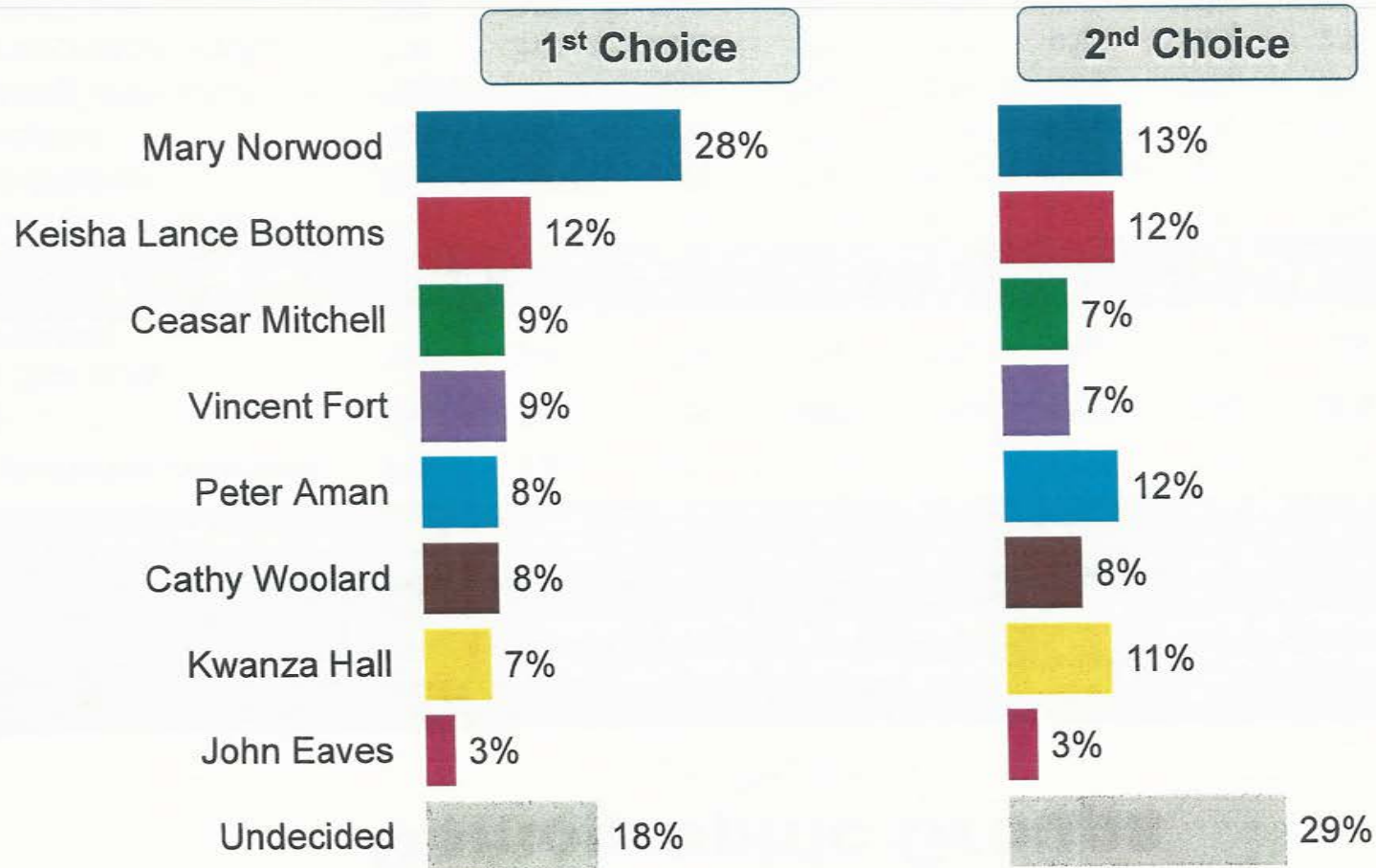
Fairbank, Maslin, Moulin, Metz & Associates - FM3

PUBLIC OPINION RESEARCH & STRATEGY

Q1.

Demographic Group	10	6-9	1-5
Gender			
Men	49%	39%	11%
Women	59%	30%	9%
Ethnicity			
African-Americans	59%	30%	9%
Whites	50%	38%	11%
African-Americans by Gender			
Men	52%	39%	9%
Women	63%	24%	9%
Age			
18-49	44%	45%	9%
50-64	57%	33%	10%
65+	60%	27%	12%
African-Americans by Age			
18-49	50%	39%	9%
50+	62%	27%	10%
Area by City Council District			
North	52%	36%	10%
Southwest	60%	29%	8%
Central/West	62%	28%	9%
Central In Town	53%	35%	11%
Southeast	51%	39%	10%

Norwood looks like a safe bet to make the runoff, while the rest of the field is in a scramble for the second spot.



Primary Vote for Mayor of Atlanta by Demographic Groups

(1st Choice)

Demographic Group	Ceasar Mitchell	Mary Norwood	Kwanza Hall	Vincent Fort	Peter Aman	Keisha Lance Bottoms	Cathy Woolard	John Eaves	Undecided
Interest in November Mayoral Election									
10 (Extremely Interested)	9%	25%	8%	11%	9%	12%	7%	3%	17%
6-9	7%	33%	7%	6%	7%	13%	9%	2%	16%
1-5 (Not at All Interested)	9%	24%	7%	7%	7%	5%	8%	5%	28%
Issues of Top Concern									
Infrastructure/Roads	7%	30%	5%	10%	4%	13%	9%	2%	20%
Crime/Safety	9%	30%	7%	8%	8%	17%	4%	1%	15%
Education	12%	18%	6%	9%	10%	11%	9%	2%	23%
Housing/Low-income	14%	17%	9%	15%	6%	14%	8%	0%	16%
Transportation/Traffic	7%	29%	4%	5%	14%	8%	15%	2%	16%
Taxes/Budget	7%	33%	9%	4%	12%	7%	8%	0%	20%
Economy	10%	25%	12%	5%	6%	10%	4%	5%	23%
Party									
Democrats	12%	21%	8%	11%	6%	15%	10%	3%	15%

Primary Vote for Mayor of Atlanta by Demographic Groups, Continued

(1st Choice)

Demographic Group	Cesar Mitchell	Mary Norwood	Kwanza Hall	Vincent Fort	Peter Aman	Keisha Lance Bottoms	Cathy Woolard	John Eaves	Undecided
Gender									
Men	7%	28%	8%	7%	8%	9%	10%	1%	21%
Women	10%	27%	7%	10%	8%	13%	6%	4%	15%
Ethnicity									
African-Americans	14%	19%	10%	13%	3%	19%	2%	4%	17%
Whites	2%	39%	3%	4%	15%	2%	16%	1%	17%
Ethnicity by Gender									
African-American Men	13%	20%	15%	13%	2%	18%	1%	3%	16%
African-American Women	15%	18%	7%	13%	3%	20%	2%	5%	17%
White Men	2%	36%	2%	3%	13%	2%	19%	0%	24%
White Women	2%	42%	6%	5%	18%	3%	13%	2%	9%
Ideology									
Liberal	10%	20%	9%	12%	6%	11%	14%	3%	14%
Moderate	7%	30%	8%	7%	10%	12%	5%	2%	18%
Conservative	11%	34%	3%	7%	7%	11%	3%	3%	22%

Primary Vote for Mayor of Atlanta by Demographic Groups, Continued

(1st Choice)

Demographic Group	Cesar Mitchell	Mary Norwood	Kwanza Hall	Vincent Fort	Peter Aman	Keisha Lance Bottoms	Cathy Woolard	John Eaves	Undecided
Ages									
18-49	9%	18%	14%	9%	5%	12%	6%	4%	23%
50-64	6%	29%	5%	6%	9%	13%	12%	2%	15%
65+	11%	35%	5%	10%	11%	10%	5%	3%	11%
Ethnicity by Age									
African-Amer. 18-49	14%	13%	18%	13%	0%	18%	1%	3%	20%
African-Amer. 50+	14%	22%	7%	12%	4%	19%	2%	5%	15%
White 18-49	3%	27%	8%	4%	11%	5%	14%	4%	24%
White 50+	2%	42%	2%	4%	17%	1%	16%	0%	15%
Ethnicity by Education									
Non-College African-Americans	13%	27%	11%	10%	1%	16%	0%	2%	19%
College African-Americans	15%	13%	9%	15%	4%	22%	3%	5%	14%
Non-College Whites	2%	39%	1%	1%	14%	4%	17%	4%	17%
College Whites	2%	38%	4%	4%	15%	2%	16%	1%	17%

Primary Vote for Mayor of Atlanta by Demographic Groups, Continued

(1st Choice)

Demographic Group	Ceasar Mitchell	Mary Norwood	Kwanza Hall	Vincent Fort	Peter Aman	Keisha Lance Bottoms	Cathy Woolard	John Eaves	Undecided
Union Status									
Union Households	14%	34%	12%	9%	3%	13%	2%	4%	10%
Non-Union Households	8%	27%	7%	9%	9%	11%	8%	3%	19%
Area by City Council District									
North	5%	35%	5%	5%	14%	5%	6%	4%	22%
Southwest	17%	19%	6%	13%	4%	26%	0%	3%	12%
Central/West	6%	16%	16%	26%	1%	11%	4%	3%	16%
Central In Town	10%	27%	6%	6%	8%	7%	18%	2%	17%
Southeast	5%	31%	11%	5%	6%	14%	7%	2%	20%

2nd Choice Vote for Mayor of Atlanta and 2nd Choice Vote by 1st Choice

(Note: Eaves 1st Choice not shown because of small sample size)

2 nd Choice Vote for Mayor	Total 2 nd Choice Vote	1 st Choice Vote for Mayor						
		Ceasar Mitchell	Mary Norwood	Kwanza Hall	Vincent Fort	Peter Aman	Keisha Lance Bottoms	Cathy Woolard
Ceasar Mitchell	7%	--	11%	15%	5%	9%	10%	3%
Mary Norwood	13%	19%	--	14%	23%	38%	31%	25%
Kwanza Hall	11%	17%	9%	--	32%	1%	18%	13%
Vincent Fort	7%	10%	7%	15%	--	2%	14%	10%
Peter Aman	12%	6%	28%	6%	6%	--	8%	19%
Keisha Lance Bottoms	12%	23%	15%	30%	16%	7%	--	4%
Cathy Woolard	8%	5%	14%	11%	6%	19%	6%	--
John Eaves	3%	10%	3%	3%	2%	0%	4%	4%

Voters are divided as to whether they want Atlanta's next mayor to bring change or maintain continuity with Reed's policies.

I am now going to read you several pairs of statements. After you hear each pair please tell me which candidate for Mayor of Atlanta you would be more likely to support. Please choose one even if it is hard to decide.

Atlanta needs new leadership, and our next mayor should take the city in a different direction than Kasim Reed has.

OR

Atlanta is headed in the right direction, and our next mayor should mostly continue the policies Kasim Reed has put in place.

Both/Neither/
Don't know/NA



Demographic Group	New Leadership	Right Direction	Both/ Neither/ DK/NA
Gender			
Men	43%	50%	7%
Women	50%	41%	9%
Ethnicity			
African-Americans	45%	47%	8%
Whites	50%	43%	7%
Ages			
18-49	40%	52%	8%
50-64	46%	45%	9%
65+	53%	40%	7%

However, it is clear that they want a mayor who can work with Georgia's Republican governor.

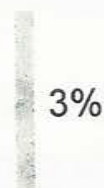
I am now going to read you several pairs of statements. After you hear each pair please tell me which candidate for Mayor of Atlanta you would be more likely to support. Please choose one even if it is hard to decide.

A mayor who is willing to work across the aisle with the Governor to get things done.

OR

A mayor who will stand up to Republicans to protect our community and all Atlanta residents.

Both/Neither/
Don't know/NA



Demographic Group	Work with Governor	Oppose GOP	Both/Neither/DK/NA
Gender			
Men	69%	29%	2%
Women	59%	37%	4%
Ethnicity			
African-Americans	56%	41%	3%
Whites	75%	22%	3%
Ages			
18-49	65%	34%	1%
50-64	63%	33%	4%
65+	63%	34%	3%

And nearly half want the city's mayor to make jobs and economic opportunity.

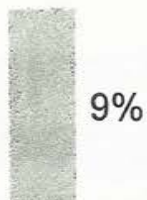
I am now going to read you several pairs of statements. After you hear each pair please tell me which candidate for Mayor of Atlanta you would be more likely to support. Please choose one even if it is hard to decide.

A mayor who will focus on creating new jobs and economic opportunity to support Atlanta's strong and growing middle class

OR

A mayor who will take on developers to protect long-time residents, neighborhoods, and Atlanta's unique history and culture.

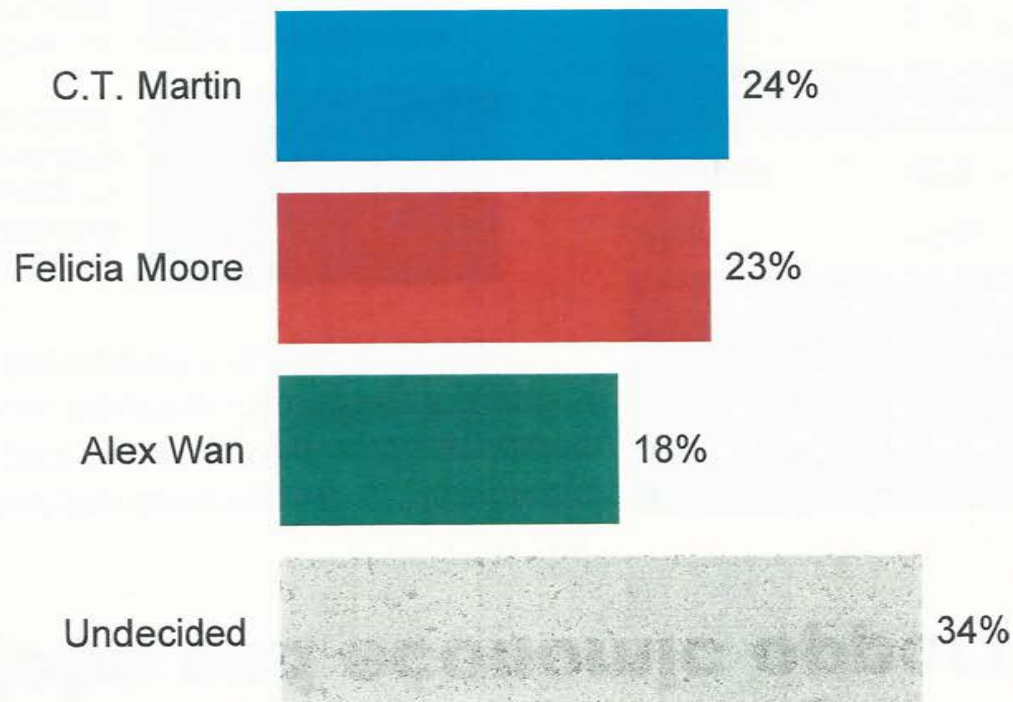
Both/Neither/
Don't know/NA



Demographic Group	Economic Growth	Protect Residents	Both/ Neither/ DK/NA
Gender			
Men	54%	39%	7%
Women	43%	47%	10%
Ethnicity			
African-Americans	49%	41%	9%
Whites	48%	45%	7%
Ages			
18-49	49%	43%	8%
50-64	47%	44%	9%
65+	49%	44%	8%

The race for City Council President is also highly competitive, and wide-open with a third of likely voters are undecided.

In November, there will also be an election for President of the Atlanta City Council among three current council members. If the election were held today, for whom would you vote for City Council President: C.T. Martin; Felicia Moore; and Alex Wan?





Candidate Profiles

Respondents heard short biographical profiles about the Mayoral candidates:

Candidate Profiles



Vincent Fort is 61 years old, African-American, and lives in Southwest Atlanta. He was elected to the Georgia State Senate in 1996, where he led the fight for progressive values for two decades—passing the nation's toughest law against predatory lenders, and authoring legislation to create a state hate crimes law and increase support for minority-owned businesses.



Mary Norwood is 65 years old, white, lives in the city's northside with her husband, and is known for her work in the community and dedication to public service. She is currently serving her third term as a citywide member of the Atlanta City Council, where she has been an independent voice focused on solving problems to move Atlanta forward.



Peter Aman is 47 years old, white and lives in northwest Atlanta. He is not a professional politician—in 2010, Mayor Reed appointed him the City's Chief Operating Officer overseeing all city operating departments, helping build a better-trained and larger police department, and guided the city to a financially-sound operating position.



John Eaves is 55 years old, African-American, and lives in southwest Atlanta. He is serving his third four-year term as Chairman of the Fulton County Commission, where he has transformed the criminal justice system, presided over the resurrection of Grady Memorial Hospital, and protected Atlanta homeowners by implementing a freeze on property tax assessments

Candidate Profiles, Continued

Candidate Profiles



Kwanza Hall is 46 years old, African-American, and lives in the Martin Luther King Historic District. Representing one of Atlanta's most diverse communities on the City Council for the past twelve years, he has been working to improve neighborhoods and ensure our city's economic, cultural, and health benefits accrue to people of all income levels and backgrounds.



Cathy Woolard is 60 years old, white, and lives in the Glenwood Park neighborhood. The first woman and openly gay person to be elected Atlanta City Council President, she championed the Atlanta Belt-Line, and personally led the City Council to pass the state's only comprehensive civil rights bill.

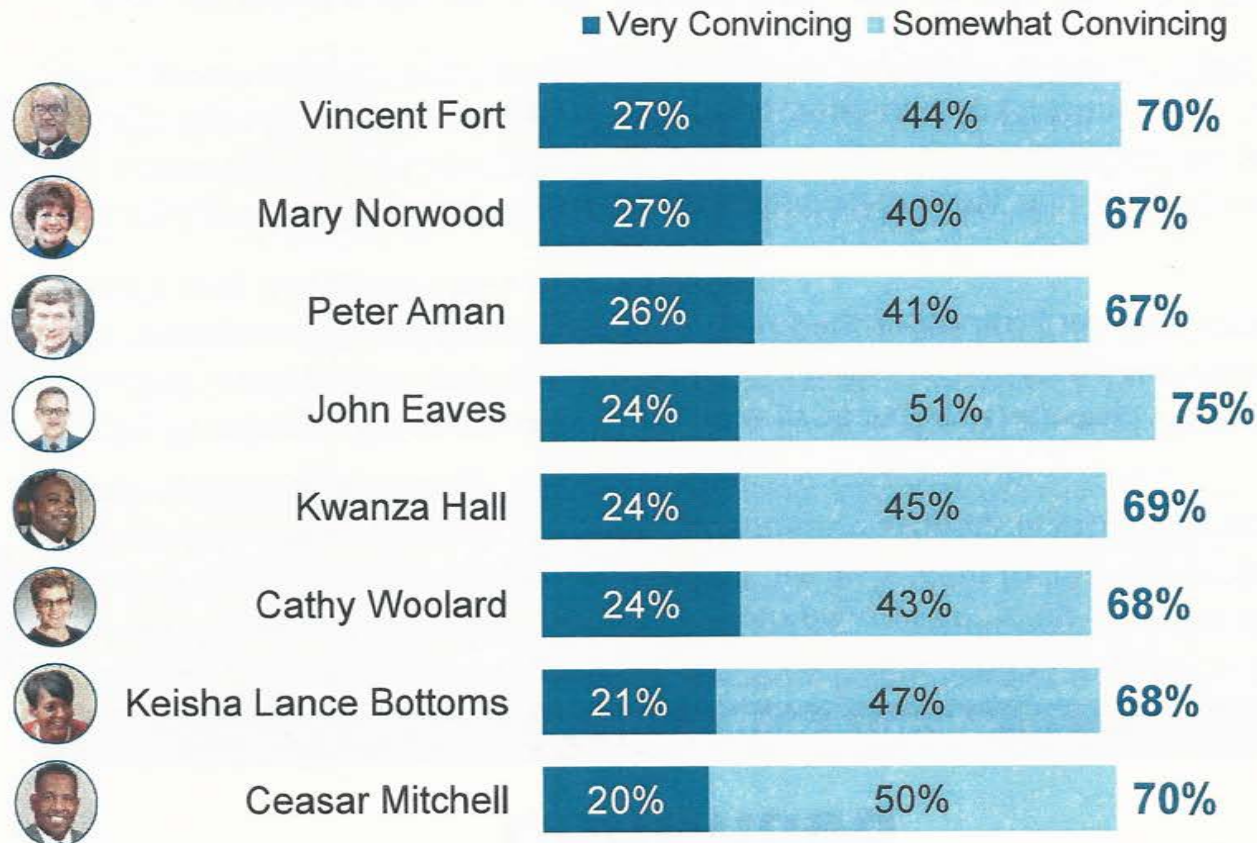


Keisha Lance Bottoms is African-American, an attorney, and lives in southwest Atlanta. As a member of the City Council for the past eight years, she has led the effort to reform the city's pension system, put more cops on the street without raising taxes, and spearheaded the planned redevelopment transition of Turner Field.

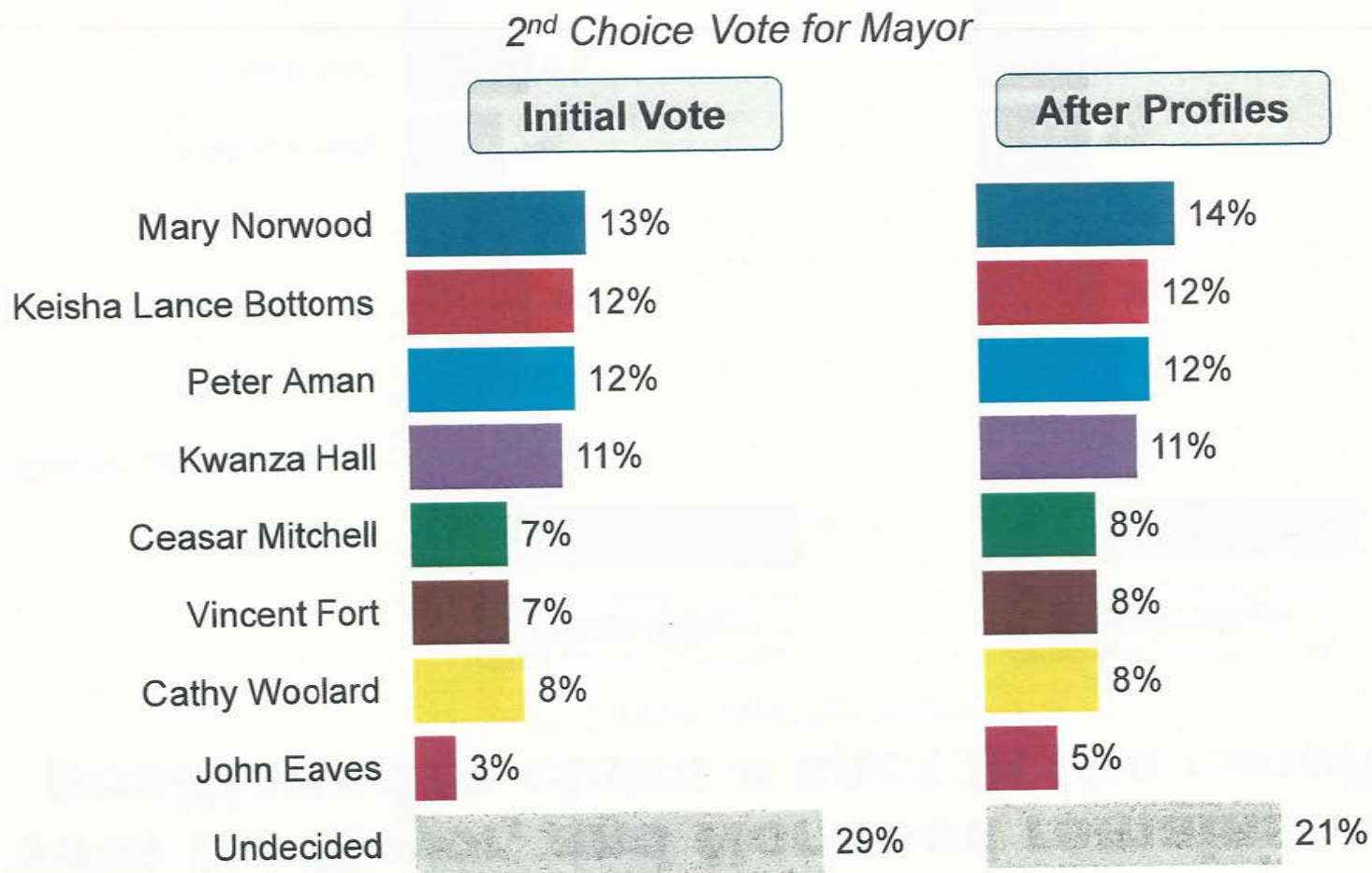


Ceasar Mitchell is 48 years old, African-American, an attorney, and lives in the historic West End community. As President of the Atlanta City Council for the past eight years, his leadership helped to restore fiscal stability, improve community services and attract new business investments that have created good jobs and economic opportunities for residents and small businesses.

These statements were well-received, though none were especially impactful.

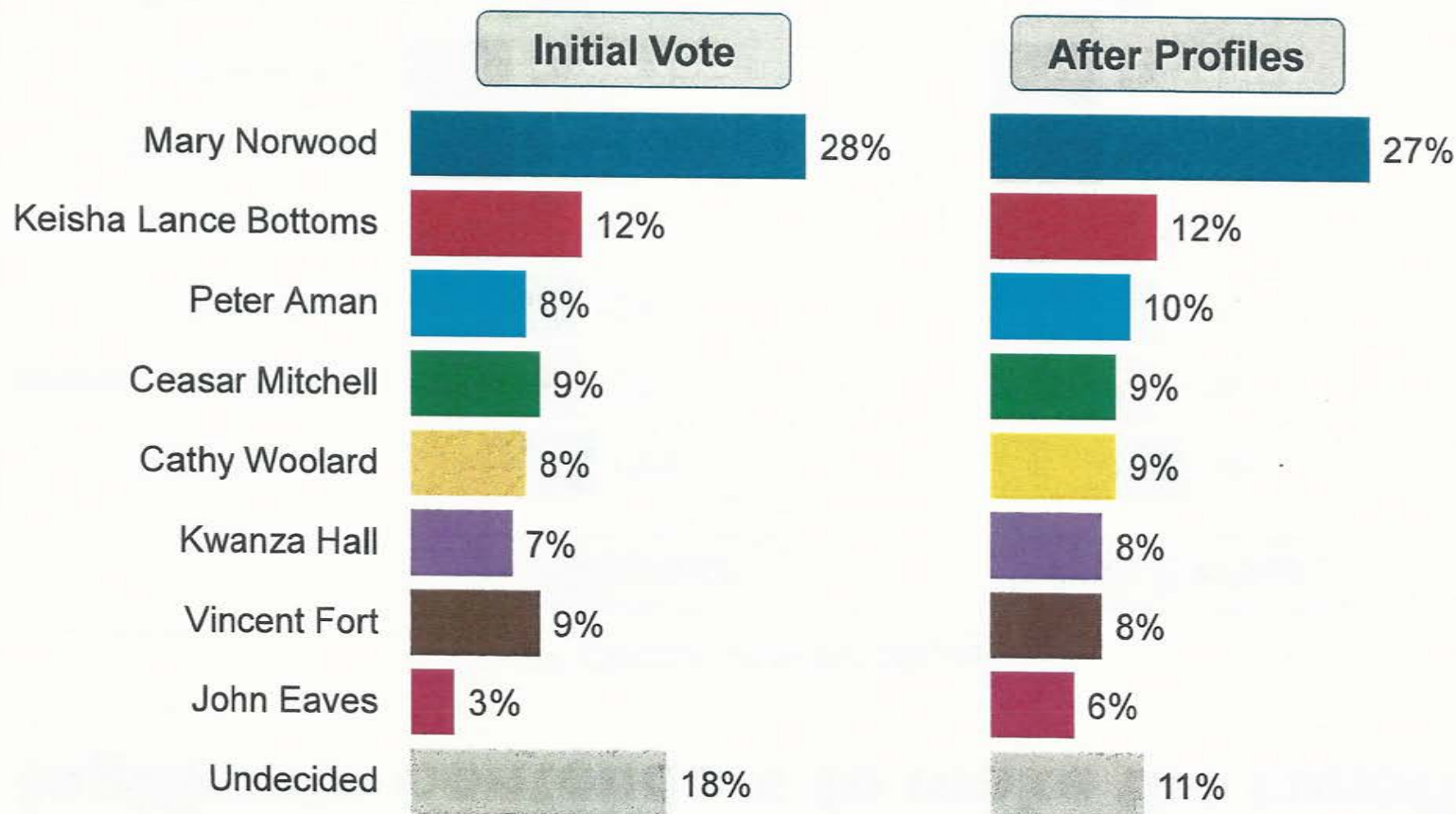


...and all of the other candidates look to legitimate contenders to make the runoff.



Thus, there was no fundamental shift in the vote for Mayor, and Norwood remains well-positioned to claim a spot in the runoff...




1st Choice Vote for Mayor



Segmenting the Electorate





Identifying the Candidates' Base Supporters,

Continued

Candidate	Percentage Consistent	Profile of Consistent Supporters
 Ceasar Mitchell	7%	City Council District 11
		Southwest City Council District Area
		College-Educated African-Americans
		African-Americans Ages 18-49
		Union Households
 Cathy Woolard	6%	White Men
		City Council District 1
		City Council District 2
		Liberal Democrats
 Kwanza Hall	5%	Central Intown City Council District Area
		City Council District 3
		African-Americans Ages 18-49
		Central/West City Council District Area
		Ages 18-49
		Ages 35-49

Segmenting the Electorate

Identifying the Candidates' Base Supporters

Candidate	Percentage Consistent	Profile of Consistent Supporters
 Mary Norwood	23%	Independents/Republicans Ages 50+ Independent/Republican Women Conservative Independents/Republicans Whites Ages 50+ Independents/Republicans
 Keisha Lance Bottoms	9%	City Council District 11 Southwest City Council District Area City Council District 12 African-American Women African-Americans Ages 50+
 Vincent Fort	7%	City Council District 4 Central/West City Council District Area City Council District 3 City Council District 1 City Council District 10
 Peter Aman	7%	Independents/Republicans Ages 50+ Whites Ages 50+ City Council District 8 White Women Liberal/Moderate Independent/Republican

For more information, contact:

Paul Maslin

Paul@FM3research.com

Rick Sklarz

Sklarz@FM3research.com

**12100 Wilshire Blvd., Suite 350
Los Angeles, CA 90025
Phone (310) 828-1183
Fax (310) 453-6562**

Fairbank, Maslin, Maullin, Metz & Associates – FM3

PUBLIC OPINION RESEARCH & STRATEGY

Segmenting the Electorate

Identifying the Swing Voters

- ✓ Three in ten (31%) survey respondents are “swing” voters – always undecided or changing their vote after hearing the candidate profiles.
- ✓ The most important demographic characteristic of swing voters is that they are younger, which in an odd-year city year election means voters under 50 years old.
- ✓ Also, men regardless of race or party affiliation comprise a larger share of the swing vote.
- ✓ Swing voters are more likely to live in the Central/Intown and Central/West areas – specifically Council Districts 4, 6 and 7.
- ✓ Swing voters top concerns are traffic congestion, education, crime/public safety, and corruption in city government