

SURVEY OF ATLANTA RESIDENTS

Professor Michael Leo Owens and Associate Professor Zachary Peskowitz of Emory University fielded a survey of Atlanta residents from March 7-March 12, 2023. The survey asked respondents their attitudes on Atlanta politics and public policy issues, such as Buckhead de-annexation from the city of Atlanta and construction of the Atlanta police training facility. The survey sample consists of 800 Atlanta residents age 18+, with 400 residents living in the Buckhead neighborhood and 400 residents living in non-Buckhead portions of Atlanta. The survey included an oversample of Buckhead residents to estimate differences in policy attitudes, particularly on Buckhead de-annexation, between Buckhead and non-Buckhead portions of Atlanta.

McGuire Research Services recruited participants and administered the survey. Participants were invited to participate in the survey via landline, cell phones, and peer-to-peer text messaging. MRS used voter registration and consumer file databases maintained by a voter and commercial data vendor, L2, to contact potential survey participants.

The researchers employed iterative proportional fitting (also known as raking) to reweight the data to be representative of the population of registered voters on gender, age, race, and partisanship, as measured in the L2 voter file. As the survey's goal is to estimate policy attitudes among the population of registered voters in Atlanta, the Buckhead neighborhood, and the non-Buckhead portions of Atlanta, we use distinct weights for each of these three populations of interest. In the Methodology appendix, we provide the demographic targets for each of the three populations that we used for the iterative proportional raking procedure. The Methodology appendix includes additional details on the sampling process, wording of the survey items, and the statistical methods used to make the sample representative of the relevant population. As described in the Methodology appendix, attitudes on Buckhead City were measured using a two-part branching question. Respondents who lean toward

supporting the formation of Buckhead City are classified as supporters and respondents who lean against are classified as opponents.

The research was made possible by the financial support of the Emory University Research Committee and the Department of Political Science.

Table 1: Buckhead Cityhood Attitudes

	(1)	(2)	(3)
	Atlanta	Buckhead	Non-Buckhead
Support Buckhead Cityhood	22.23 [18.64,25.83]	40.69 [35.65,45.72]	17.32 [12.92,21.72]
Oppose Buckhead Cityhood	70.42 [66.37,74.47]	54.38 [49.25,59.51]	74.53 [69.50,79.56]
Not Sure	7.344 [4.942,9.747]	4.930 [2.353,7.507]	8.150 [5.091,11.21]
Num. Indivs.	800	400	400

95% confidence intervals in brackets

Table 2: Cityhood Referendum Process Attitudes

	(1)	(2)	(3)
	Atlanta	Buckhead	Non-Buckhead
Keep the Law	27.19 [23.29,31.09]	51.19 [46.05,56.33]	21.43 [16.56,26.31]
Change the Law	60.86 [56.44,65.28]	38.16 [33.18,43.13]	66.25 [60.66,71.85]
Not Sure	11.95 [8.916,14.98]	10.65 [7.415,13.89]	12.31 [8.397,16.23]
Num. Indivs.	800	400	400

95% confidence intervals in brackets

Table 3: Police Training Facility Attitudes

	(1) Atlanta	(2) Buckhead	(3) Non-Buckhead	(4) Black	(5) White
Support Pol. Training	48.31 [43.72,52.90]	61.14 [56.18,66.11]	45.81 [39.98,51.65]	43.50 [37.03,49.98]	54.90 [47.77,62.03]
Oppose Pol. Training	45.56 [40.95,50.17]	31.50 [26.82,36.19]	47.97 [42.12,53.82]	47.33 [40.74,53.93]	42.51 [35.42,49.60]
Not Sure	6.129 [3.931,8.327]	7.352 [4.620,10.08]	6.217 [3.401,9.033]	9.163 [5.411,12.92]	2.589 [0.289,4.889]
Num. Indivs.	800	400	400	284	401

95% confidence intervals in brackets

Table 4: Consequences of Buckhead Cityhood for Buckhead

	(1) Atlanta	(2) Buckhead	(3) Non-Buckhead
Good for Buckhead	27.10 [23.19,31.01]	45.27 [40.16,50.39]	22.18 [17.33,27.02]
Bad for Buckhead	51.07 [46.49,55.66]	36.28 [31.37,41.18]	55.77 [50.02,61.52]
Not Sure	21.83 [18.13,25.53]	18.45 [14.33,22.58]	22.05 [17.57,26.53]
Num. Indivs.	800	400	400

95% confidence intervals in brackets

Table 5: Consequences of Buckhead Cityhood for Atlanta

	(1) Atlanta	(2) Buckhead	(3) Non-Buckhead
Good for Atlanta	15.78 [12.66,18.90]	26.05 [21.56,30.54]	12.60 [8.986,16.21]
Bad for Atlanta	68.86 [64.76,72.96]	55.13 [49.99,60.27]	73.13 [68.22,78.03]
Not Sure	15.36 [12.19,18.53]	18.82 [14.56,23.07]	14.27 [10.50,18.05]
Num. Indivs.	800	400	400

95% confidence intervals in brackets

Table 6: Beliefs on Primary Motivation for Buckhead Cityhood

	(1)	(2)	(3)
	Atlanta	Buckhead	Non-Buckhead
Crime	30.94 [26.72,35.17]	37.65 [32.68,42.61]	29.93 [24.44,35.41]
Race	32.16 [27.85,36.46]	25.45 [20.98,29.92]	33.83 [28.42,39.23]
Tax	16.46 [12.88,20.04]	14.38 [10.60,18.15]	16.91 [12.14,21.68]
City Services	7.191 [4.994,9.387]	9.716 [6.834,12.60]	6.080 [3.591,8.570]
Zoning	7.011 [4.693,9.330]	7.312 [4.643,9.981]	6.874 [4.063,9.686]
Not Sure	6.235 [4.029,8.441]	5.494 [3.065,7.923]	6.383 [3.665,9.101]
Num. Indivs.	800	400	400

95% confidence intervals in brackets

Survey Item Wording

Buckhead City Attitudes:

Some residents of Buckhead started a campaign to break Buckhead away from the city of Atlanta to make a separate city called Buckhead City. They say a separate Buckhead City would be better able to reduce crime and provide more efficient, responsive government to Buckhead residents. They also say that the city of Atlanta has neglected the Buckhead neighborhood for too long and that Buckhead residents pay more in tax money than they get in return.

Opponents of the campaign to create a separate Buckhead City say Buckhead is an essential part of the city of Atlanta and a new Buckhead City would hurt both Atlanta and the Buckhead area. They also say that a new city will not reduce crime in Buckhead and taxes will go up and services will go down in both cities.

Having heard more, if you could vote on it, would you vote for or against the effort to create a new, separate Buckhead City? [ROTATE 1-2:2-1]

1. Vote for
2. Vote against
3. Not sure

[IF NOT SURE or WOULDN'T VOTE]: Do you lean toward voting for or voting against the effort to create a new, separate Buckhead City? [ROTATE 1-2:2-1]

1. Lean toward voting for
2. Lean toward voting against

By state law, a referendum to vote for or against creating a separate Buckhead City will not allow all registered voters in the city of Atlanta to vote. Only registered voters residing in the Buckhead neighborhood may vote. Should the state keep the law to only permit Buckhead residents to vote or should the state change the law to permit all residents of the city of Atlanta to vote? [ROTATE 1-2:2-1]

1. Change the law
2. Keep the law
3. Unsure

Regardless how you feel about Buckhead becoming a separate city, what do you think the primary motivation is behind the campaign? [ROTATE 1-5:5-1]

1. Crime
2. Race
3. Taxes
4. City Services
5. Planning/Zoning

6. Not sure

If the Buckhead neighborhood became a new and separate city – do you think it would be good or bad for the neighborhood of Buckhead overall? [ROTATE 1-2:2-1]

1. Good
2. Bad
3. Not sure

If the Buckhead neighborhood became a new and separate city – do you think it would be good or bad for the city of Atlanta overall? [ROTATE 1-2:2-1]

1. Good
2. Bad
3. Not sure

Police Training Facility Attitudes:

A project is underway to replace 85 acres of Atlanta’s South River Forest with a \$90 million training center for police and firefighters. Supporters insist the current training center is too old, police and firefighters deserve a new training center, and a new center will boost morale among and help recruit and retain police and firefighters.

Opponents call the proposed center “Cop City.” They insist it ignores strong public sentiment against the project, will harm the natural environment and neighborhoods near it, and result in more violence by the police. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose the new training center? [ROTATE 1-4:4-1]

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose

5. Not sure

Demographic Targets

Table A.1: Demographic Targets

	(1) Atlanta Percentage	(2) Buckhead Percentage	(3) Non-Buckhead Percentage
<u>Age</u>			
Age 18-39	48.56	42.98	49.71
Age 40-64	36.01	36.82	35.84
Age 65+	15.38	20.14	14.41
Age Unknown	0.04	0.06	0.04
<u>Gender</u>			
Male	49.07	47.26	49.44
Female	50.90	52.72	50.53
Gender Unknown	0.02	0.02	0.03
<u>Race</u>			
Asian	2.47	3.65	2.23
Black	53.91	18.43	61.19
Hispanic	3.79	4.76	3.59
Other	7.47	12.21	6.50
White	32.37	60.94	26.50
<u>Partisanship</u>			
Democrat	71.89	41.05	78.23
Non-Partisan	9.94	30.30	5.76
Republican	18.16	28.65	16.01
<u>Geography</u>			
Buckhead Resident	17.03	100.00	0.00
Buckhead Non-Resident	82.97	0.00	100.00

Buckhead Definition

In all analyses, Buckhead was defined using the Buckhead City Committee's precinct-based definition of the neighborhood. Under this definition, the precincts of the Buckhead neigh-

borhood are: 06I, 06N, 06Q, 07A, 07B, 07C, 07D, 07E, 07F, 07H, 07J, 07M, 07N, 08A, 08B, 08C, 08D, 08E, 08F1, 08F2, 08G, 08H, 08J, 08K, 08L, 08M, 08N1, 08N2, 09F.