

# Cities of the 21<sup>st</sup> Century

January 2015

## A Survey of Public Opinions

Prepared for:

**The United States Conference  
of Mayors and The Council on  
Metro Economies and the  
New American City**

Prepared by:

**Zogby**  
Analytics



THE UNITED STATES CONFERENCE OF MAYORS



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# Executive Analysis

Americans are well into the process of reassessing their relationship with government at all levels. A series of jolts – fiscal and economic, international and domestic, ideological and partisan, and dashed expectations – have simultaneously forced Americans to wonder if government can indeed be relied upon to be a problem-solver capable of providing solutions to issues that vex their quality of life.

The U.S. Conference of Mayors commissioned Zogby Analytics to conduct a survey of 2,425 respondents nationwide to examine perceptions of their governments on the federal, state, and local levels and to offer an evaluation of performance.

- Respondents Think Local and Act Local –consistent with other polls, Americans continue to feel that things in the United States are heading in the wrong direction. Only 29% feel the US is on the right track while a majority (55%) say things are on the wrong track. Some of this is clearly partisan with 48% of Democrats responding “right track” (32% wrong track) and both Republicans (14% right, 80% wrong) and independents (20% right, 56% wrong) on opposite ends. But nearly half of all respondents (47%) agree that their city is on the right track and 32% say wrong track. This positive sentiment is expressed by residents of cities and suburbs of all sizes, as well as all age groups polled.

A good part of this may be due to the understanding by a majority (53%) who feel that their city (or the city nearest to them) “embraces the 21st century more than it is stuck in the 20th century”. Only one in five (22%) feel their city is stuck in the past. This is a consensus point among all subgroups. Importantly, it is a point of agreement among Democrats (59% to 21%), Republicans (50% to 26%) and independents (47% to 19%), also self-identified members of the Creative Class (59% to 25%), union households (57% to 25%), Hispanics (48% to 30%), African Americans (52% to 21%), and whites (55% to 21%).

- Where can the public go for solutions? -- So who do respondents sense have the best answers to problems? Who do they turn to provide new ideas, innovation and opportunities for economic growth? Americans like small business and small business leaders. By far and away they are trusted most for the kinds of ideas and innovations that produce economic growth – 58% of respondents gave them scores of 4-5 and only 10% rated them a 1 or 2. This sentiment was across the board, notably in both urban counties (62% and 15%) and rural areas (58% and 11%).

In second place, the next group most trusted was “a young person fresh out of graduate school” with 38% high trust and 17% low trust. Trust levels were even higher in bigger cities (42% in cities with more than 250,000 people and 46% in cities with 100,000 to 250,000 people.) And it was higher in urban counties (38%) than rural ones (31%).

“City mayors” came in third at 37% high trust and 25% low trust. Mayors are bolstered by stronger feelings among respondents in cities with 30,000 and 99,999 people (42% high trust) and suburbs with 100,000 to 249,999 people (45% high trust).



Governors were next with 33% high trust, but 33% gave scores of low trust. Rounding out the list were “a community college president” (31% high, 20% low), “a college president” (30% high, 21% low), “a CEO of a large high tech company” (31% high, 29% low), “a CEO of a large manufacturer” (29% high, 31% low), “your congressman” (26% high, 38% low), “the White House Council of Economic Advisors” (22% high, 43% low), and “a Wall Street investor” (17% high, 44% low).

There are lessons here. Respondents not only seem to trust what is closest to them – their own elected mayor – but also in this era of the non-expert they want dynamic growth from either those who have a record of producing wealth (small business), who are close to their own community or the youthful entrepreneur who is ready to launch a career and make a commitment. At the same time that respondents, especially younger ones, trust themselves and their peers more, they increasingly distrust the major institutions upon which they have relied on for decades. Mayors will have to turn more and more to nontraditional resources for new ideas and innovation.

- *Evaluating Mayors and City Government* – governing institutions and officials generally received low job performance ratings in the poll, but mayors and the city level scored higher than federal (18 % positive) and state counterparts (28% positive). Mayors received an overall positive rating of 38% (combined excellent and good scores) against a 54% negative rating (combined fair and poor scores). Respondents in cities of all sizes were more favorably disposed toward the performance of their mayors, while rural respondents tended to be more negative (31% to 60%). “Your local government” also fared better overall than other levels of government with a 36% positive and 57% negative. Again, local governments were beneficiaries of higher grades from respondents in urban centers, while rural respondents maintained a tradition going back to the founding of this nation of simply not liking any form of government (27% positive, 69% negative).

The respondents were able to review each public service a city mayor has responsibility for and evaluate each separately. As for the economy, respondents gave a 41% positive to 21% negative to their city’s capacity to “relationships with businesses and citizens to create jobs”. The numbers were more favorable among respondents in cities (generally half positive) than in rural areas (36% positive, 29% negative) and highest among both college graduates (48%-16%) and the Creative Class (48%-19%). But the view was less enthusiastic among Millennials (30% positive, 31% negative), the group that promises to be about 30% of the workforce in the next few years. Millennials will need some convincing that the cities that they like for social and cultural reasons will be job- (or gig-) machines that will help them succeed.

(In a separate question, Zogby Analytics asked respondents where they would rather live. Suburbs came in first place with 41%, followed by rural areas 28%, then cities at 26%. Residents of the cities of 250,000+ were most sanguine in their choice (54%) of cities as were residents of urban counties (49%). Millennials, with 33% choosing cities, topped the age groups. Those 30-49 years old preferred suburbs over cities 39% to 29%), but Boomers (50-64 years old) preferred suburbs 40%-19%, almost the identical percentages for those over 65. Young people want cities but they want to get started financially, as well. When we asked if their city offered “exciting and productive places for young people”, only 37% gave it a good grade – 45% of urban county dwellers. But it was only 32% positive to 28% negative among Millennials. The overall score for “enabling and nurturing entrepreneurs to develop and grow was only 39% to 22%, although the numbers were dramatically different among respondents in urban counties, 54% to 19%.)

Cities and mayors receive higher marks for “providing public safety to all – 54% grant scores of 4-5, while only 19% give 1-2. Even higher ratings are given to cities’ police “in protecting the safety and rights of minorities” – 62% high and 32% low. This is something – to varying degrees – that all races and ideologies agree upon by majorities. For example, whites offer a 67% high to 29% low performance for the police, as do Hispanics (60% to 34%) and African Americans (50%-43%). Liberals offer 54% to 39%, conservatives 73% to 24%, and moderates 60% to 35%. No doubt there are significant disagreements both in the frequency and intensity of the numbers among these groups, but the majority also indicate underlying support for police departments.

Fifty seven percent give high scores to cities for “keeping the community clean” and 60% like the way that cities “provide parks and recreation”. While overall 50% of respondents give high grades to cities for “removing snow and handling weather crises”, two in three (67%) of respondents in urban counties were favorable. By two to one – 42% to 23% -- respondents agreed that cities “offer a broad spectrum of culture and entertainment”, 54% of respondents in urban counties. The percentages were almost identical – 43% to 21% -- for “ensuring the best possible public education for children”.

Cities do well in the public mind with both basic services like “providing safe and well maintained roads” (46% to 22% overall) and “providing adequate public transportation” (44% to 26% overall) and in developing pathways to the future: “utilizing the latest technologies to improve public services” (39% to 20% overall) and “offering broadband to enable internet and mobile communications” (42% to 23% overall).

Where cities – and all governments – fall down is in “spending taxpayers’ money efficiently”. Only 32% of respondents gave this a high rating, the same percentage who gave it a negative rating.

- The Decline in Public Trust – we asked respondents to tell us their level of trust for the federal, state, and local governments on a scale of 1 to 5, with 1 being no trust and 5 being the highest trust. A majority (54%) gave the federal government scores of 1 or 2, while only 19% said a combined 4-5. They rated their own state government better – 37% 1 or 2, 28% 4 or 5. Local governments did best with a 25% low score and 38% high score. Significantly, respondents in urban counties were much more favorable toward their city government (only 21% 1 or 2, but 51% 4 or 5). Respondents in rural areas were less sanguine that their local governments – 31% 1 or 2 but only 29% 4 or 5.

When we asked respondents to rate their Mayor/City Council/Town Council using a scale of excellent-good-fair-poor, 38% rated these officials excellent-good, while 54% gave them a fair-poor rating. Standing alone the ratings for cities and mayors may not seem impressive numbers, but a different impression emerges when they are placed in context. Using the same scale (excellent-good-fair-poor), the President received a 36%-61% rating, “your governor” a 34% to 60% rating, Congress 15%-80%, “your state legislature” 28%-64%, the federal government 18%-77%, and “your state government” 28%-65%. Governments at all levels have lost the respect of millions, but local officials and institutions are viewed substantially better.

None of the levels of governments gets good grades when it comes to energy. Mayors are rated only slightly higher than respondents’ state or the federal government on addressing climate change (29% to 26% and 23%), energy conservation (35% to 31% and 26%), global warming (25% to 25% and 23%), and renewable energy (31% to 29% and 28%).

- Expectations of Mayors --But respondents are not shy about defining the priorities they want mayors to tackle: On a scale of 1 to 5, with 1 being the lowest priority and 5 being the highest, they said they wanted mayors to improve public safety (65% scored a combined 4 and 5), followed by fixing local infrastructure like streets, bridges, water and sewer lines (64%). Education, like public safety, is always a high priority and – consistent with Zogby Polls in communities and school districts throughout the US – they want mayors to “work closely with school administrators to prepare for the world of work in the 21st century (58% high priority, only 13% low priority). Economic development comes next and 47% of respondents nationwide say that mayors must “encourage entrepreneurs with low interest loans, microloans, and business training, while only 17% feel it is a low priority. Two in five (41%) say that mayors “must implement plans for 21st century transportation like cars on call, bicycles, etc.”, as do 41% want mayor’s to “emphasize green jobs, and 40% who say it is a high priority to “cut the cost of government, including renegotiating reduced pensions and benefits for public employees and retirees”.
- Expectations for the 114th Congress – Congress is not highly regarded but, while respondents place more trust in city and local governments, they still have some expectations that Congress should help in some matters. The most notable are immigration and infrastructure. We posed the following statements and asked respondents to rate how high a priority each is for the new Congress on a scale of 1 to 5 with 1 being lowest and 5 highest:

*The new Congress pass a new transportation investment bill that targets renewal, repair and modernization of the nation’s infrastructure, which will go directly to your city or metropolitan area*

*The new Congress pass comprehensive immigration reform which further strengthens border security, creates an effective employer verification system, reforms the legal immigration system, and allows the 11 million people residing in the country illegally to earn a pathway to citizenship.*

Majorities see both measures as high priorities for the new Congress. Fifty-five percent say that passing the transportation/infrastructure bill is a priority (11% low priority), while 53% see Congress passing the immigration bill as a high priority (18% low priority).

## In the Broader Context: The City of the Future

Over the past three decades Zogby Analytics has tracked many issues and asked many questions pertaining to how people feel about the future of technology, especially regarding public expectations-will it be better, worse or about the same? The results have always been interesting and provided a window into how we expect life will be for future generations, and also what impacts certain advances in technology will have on life in the eyes of people nationwide. Technologies not only impact the quality of our lives but also impact our dwellings such as cities, suburbs and rural areas. Cities can benefit from the latest technologies through the creation of green sector jobs, providing new forms of public transportation, and offering ultra high-speed internet. All of which will transform cities and prepare them for the 21th Century.

“Today, we are entering the era of Cities 3.0. In this era, the city is a hub of innovation, entrepreneurship and technology. It’s paperless, wireless and cashless”. This is a passage from Mayor of Sacramento, Kevin Johnson’s “Cities 3.0-A New Era” address, presented to the U.S. Conference of Mayors. The tone sums up the potential for growth in our cities across the country. There have been many seismic shifts in the United States; for instance, economically there has been the emergence of the green economy and nano-technology and on a cultural landscape, an evolution in Americans’ beliefs and values.



The Zogby Poll has been tracking these economic and cultural shifts for over three decades. This is an important theme of the best-selling book, *The Way We'll Be* by John Zogby, founder of the Zogby poll. The book represents a history of Zogby's polls, which have been used to carve out the beliefs and values held by different generations and age cohorts. The results are pretty startling-what the surveys found through an analysis of the aggregate data was a new awakening in America, a redefinition of the American Dream. Boomers wanted to trade in the Mercedes and Rolex and find a more meaningful purpose to life based on charitable and spiritual pursuits. Younger generations which we identify as "Nike's and First Global's" are more tolerant than their parents when it comes to issues such as abortion and gay marriage. They also consider themselves citizens of the world. The biggest takeaway from these groups and others we have developed through our own internal process of segmentation analysis, called "Neo-Tribes", is there are many instances where demographics cross.

We describe this as Beyond Demographics – new models of segmentation that represent the fullness and complexity of our lives. Members of each of the "Neo-Tribes" cut across demographic lines. While some demographic cohorts may be dominant, they are by no means determinant of the membership of any tribe. Each of the tribes is truly eclectic and the areas of crossover from one tribe into another are not always (or even often) intuitive.

What does this all mean? To be concise, Americans are always evolving. This is also the case with American cities and the people who live in them. As we head further into the 21st Century and evolve as humans so should the dwellings that we live and work in. In order for cities to compete and be centers of economic growth like they have been during the industrial and manufacturing revolutions of the nineteenth and twentieth centuries, cities will need new forms of transportation and technology-highspeed rail, cars on call, bicycles, ultra high-speed 'gigabit' Internet, and green technology to compete globally. Based on the results from past surveys and the recent nationwide online survey of adults commissioned by the U.S. Conference of Mayors, we see that substantial percentages of adults and residents of cities want to embrace new technology and transportation not only for their own personal benefit but also for future generations of city dwellers.

## Narrative Analysis/Commentary

### I. Views on the Impact of New Technologies

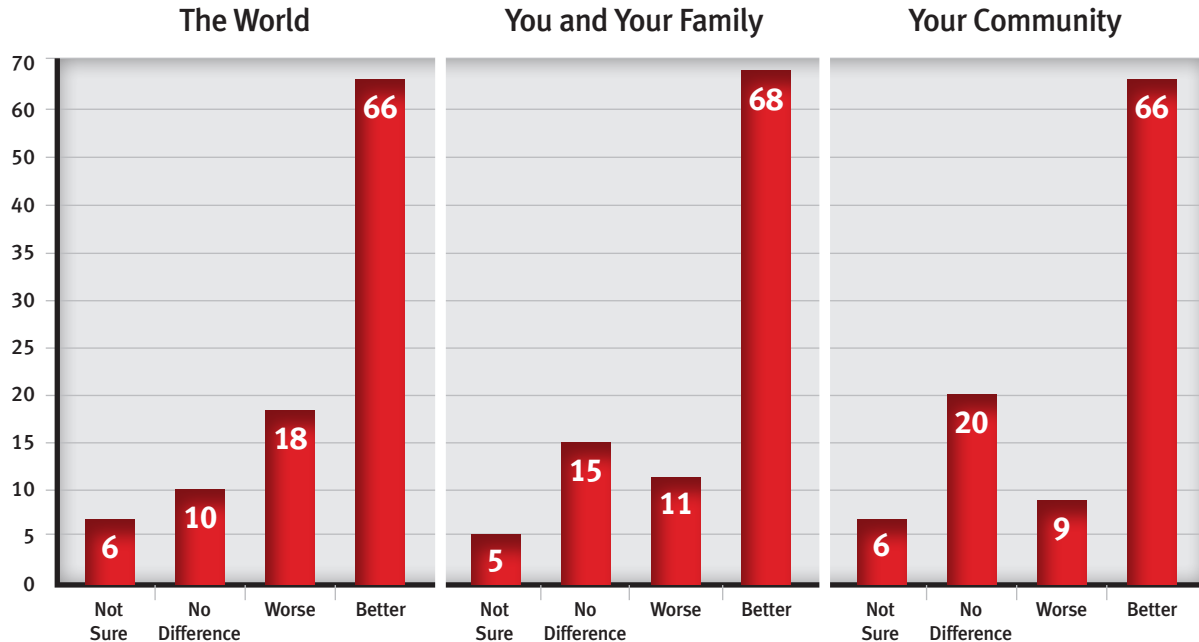
Zogby Analytics has been tracking issues concerning new technologies and how they can potentially impact the lives of Americans since the early nineties. **When we asked the question in 2001, at least two-thirds respondents believed technology would have an impact in a positive way on their family, community and the rest of the world.**

**Takeaway:** Over the years, adults and owners of small businesses views on technology and its potential benefits have been very favorable according to Zogby polls. Respondents express optimism about new technology in the context of how it will make life better for future generations. But can the positive opinion of technology by respondents nationwide translate into actual high paying jobs and revitalize cities as centers of innovation? As the U.S. Conference of Mayors poll points to, it will take steps from local governments and the private sector to put forth the adequate amount of time, energy and investment necessary to yield actual economic growth in cities and suburbs. The table below outlines the bullish view of technology's impact on future quality of life as seen by respondents almost fourteen years ago.

June 2001

## CHART 1.

### Technology's Impact on Future Quality of Life



**Demographics:** Two-thirds of those polled believe technology over the next 20 years will better the quality of life for themselves and their families. Less than one-tenth believes the quality of life will get worse (9%).

Among those who expect life to improve for themselves are over three-fourths of those with a college education or more (76%), 18-24 year olds, and those with incomes of over \$75,000 (both at 77%). Also included are people with Internet access, males, and those with personal computers (72% each), occupants of the suburbs (71%), and occupants of large cities (70%).

Those seventy and over (14%) and respondents with incomes of \$15,000-24,999 (15%) are among those who believe the quality of life will get worse.

## II. Economic Impact of New Technologies

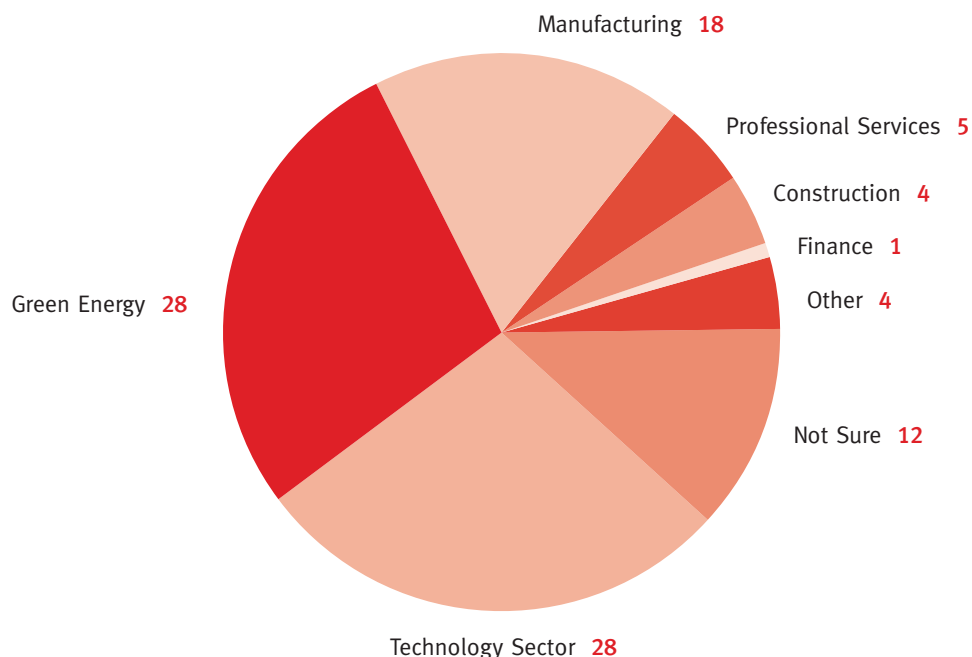
While Americans clearly view technology positively, how does that actually impact the economy? In March of 2010, Zogby was commissioned by 463/Technet to conduct an online survey of 4,143 respondents nationwide. The survey was conducted from 3/12/10 through 3/15/10. One of the questions directly posed was: **As the federal government seeks to help drive an economic recovery, which industry has the most potential to create good-paying, long-term jobs?** The top two choices representing a majority of respondents (28% each) were the technology sector and green energy. Americans were convinced these two sectors had immediate economic benefits.

**Take Away:** Respondents believe technology and green energy have what it takes to drive things economically and end the recession in America circa 2010. Fast forward almost five years later and while things economically haven't been perfect there has been significant gains made by new jobs created in the cyber security, nano-technology, software development, solar and wind energy sectors in the United States.

March 2010

### CHART 2

**As the federal government seeks to help drive an economic recovery, which industry has the most potential to create good-paying, long-term jobs?**

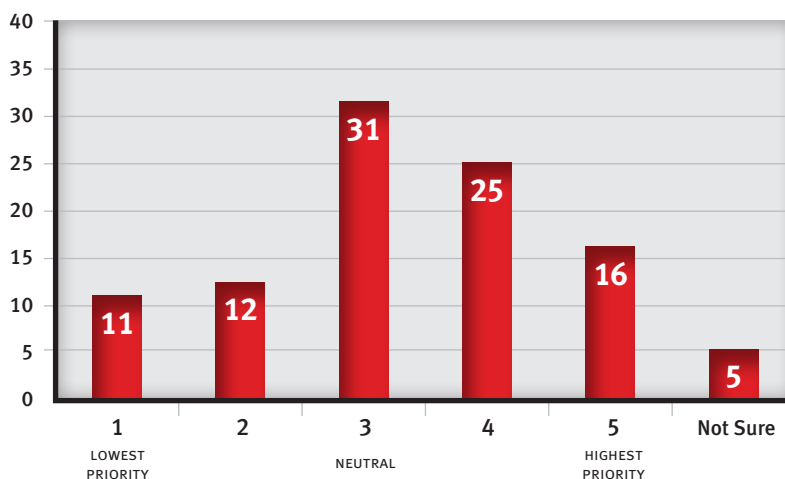


**Demographics:** About three in ten each of respondents report the technology sector (28%) and the green energy industry (28%) have the most potential to create good-paying, long-term jobs, while about a fifth (18%) say the manufacturing industry has the most. Twelve percent is not sure.

We asked a similar question for the online nationwide survey of 2,425 adults for the U.S. Conference of Mayors in December of 2014.

### CHART 3

Please rate each of the following situations as a priority for a city mayor on a scale of 1 to 5, with 1 being the lowest priority, 5 being the highest priority and 3 being neutral - Emphasizing growth of green jobs.



Four years later and U.S. adults still have positive feelings about the “green sector”. More than four in ten (41%) believed it was a priority for a city mayor (scores 4 and 5 combined).

**Takeaway:** In order for cities to usher in the 21st Century, they must be able to compete with the rest of the world and provide high paying jobs. Many economists, entrepreneurs and elected officials see the opportunities green jobs provide citizens. Solar energy, wind energy and nano technology are burgeoning industries on the cutting edge of new discoveries and provide of tens of thousands of jobs across the country. In order for cities to take advantage of the opportunities these sectors have to offer, it is imperative that local officials, business owners (large and small) and young local talent get together and talk and listen to each other, while devising solutions on how everyone can benefit from these industries.

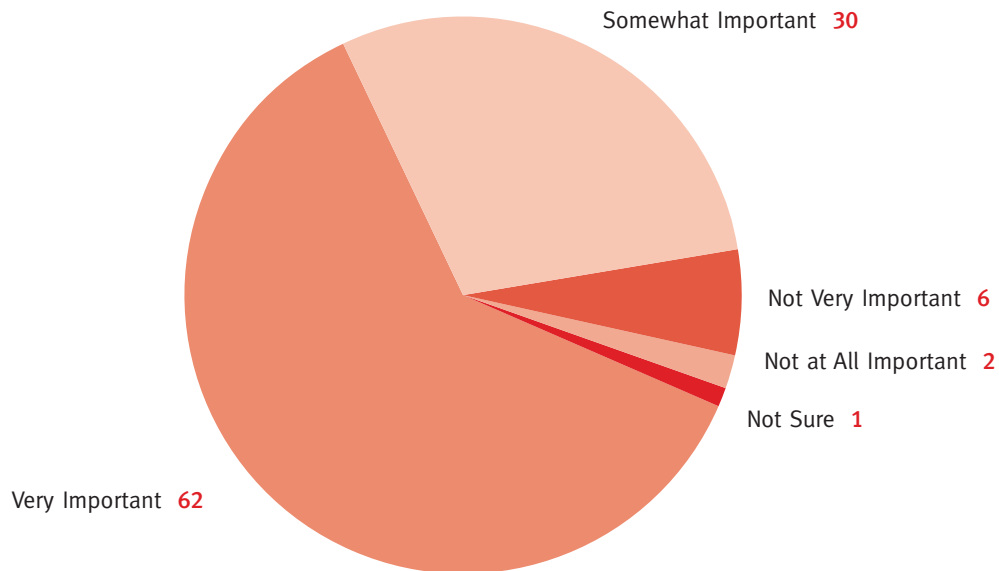
**Demographics:** People living in a rural area (32%) were less likely to rate green jobs as a priority for a city mayor. This is interesting since rural areas in Upstate New York and across the country have provided a landscape for wind and solar energy operations.

Adults making 100k+ annually were more likely (45%) to rate emphasizing green jobs as a priority for a city or town government. Other than these two subgroups, most did not fall more than a percentage point or two from the margin of error on both ends of the scale.

March 2010

#### CHART 4

High speed Internet/broadband access enables you to do more online and can enhance communication, work productivity, entertainment options and other priorities. How important would you say high speed Internet/broadband access is to your life?



Nearly all (92%) say high speed Internet/broadband access is important to their life, while 8% say it is not. This is also the true of almost every sub-group analyzed.

**Takeaway:** Just as with technology and green energy jobs, respondents in 2010 were also optimistic about the benefits of high-speed broadband Internet. Similarly, the case can also be made that today ultra high-speed 'gigabit' Internet will enhance work productivity, communication and other aspects of life, especially in cities and suburbs across the U.S.

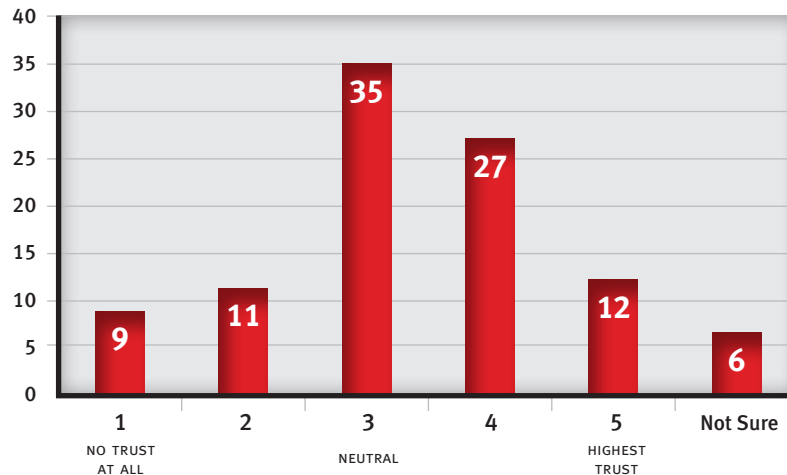


### III. City/Local Government Trust and Capacity

December 2014 U.S. Conference of Mayors

#### CHART 5

Now using the same 1 to 5 scale - with 1 being no trust at all, 5 being the highest trust, and 3 being neutral, please rate your city or town government in its capacity to - Utilize the latest technologies to improve public services.



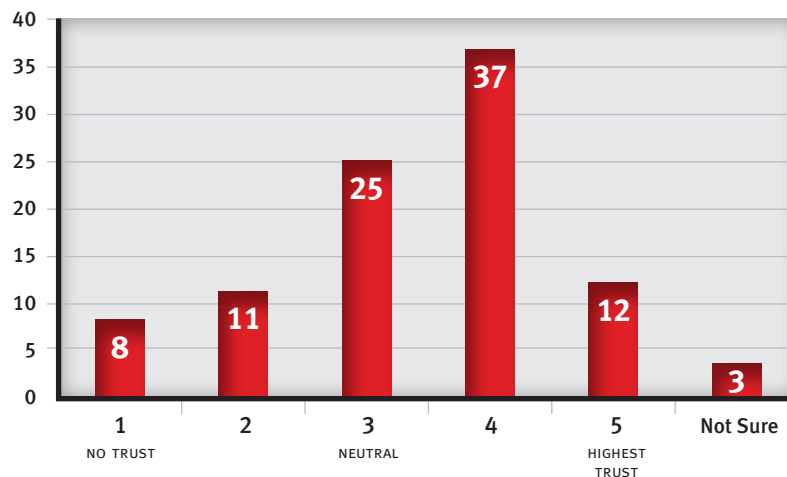
Perception vs reality is very important in this instance because on the one hand people continue to be optimistic when surveyed about the broad implications of technology on society throughout the past decade, but do the results mean new job opportunities and economic growth in cities, since we have been tracking the question? One element of the answer lies in determining if local elected officials are doing enough when it comes to citizens being able to utilize the latest technologies. Chart 5 above is a question we posed recently to 2,425 adults nationwide for a survey commissioned by the U.S. Conference of Mayors:

**The Takeaway:** Citizens expect their city and local governments to provide certain services such as road maintenance, parks and recreation and public safety. But citizens say they also need the latest technologies such as WIFI, telecommunications services and ultra high-speed Internet in order to produce goods and services.

**Demographics:** Those who were more likely to have trust in their city or town governments when it came to utilizing the latest technologies to improve public services are adults who live in cities of 30,000 to 99,999 people (42%), people who live in suburbs of 100,000 to 249,999 people (45%), people who live in suburbs less than 30,000 people (45%), respondents age 65+ (53%), and Catholics (45%).

## CHART 6

Now using the same 1 to 5 scale - with 1 being no trust at all, 5 being the highest trust, and 3 being neutral, please rate your city or town government in its capacity to - Provide public safety for all citizens.



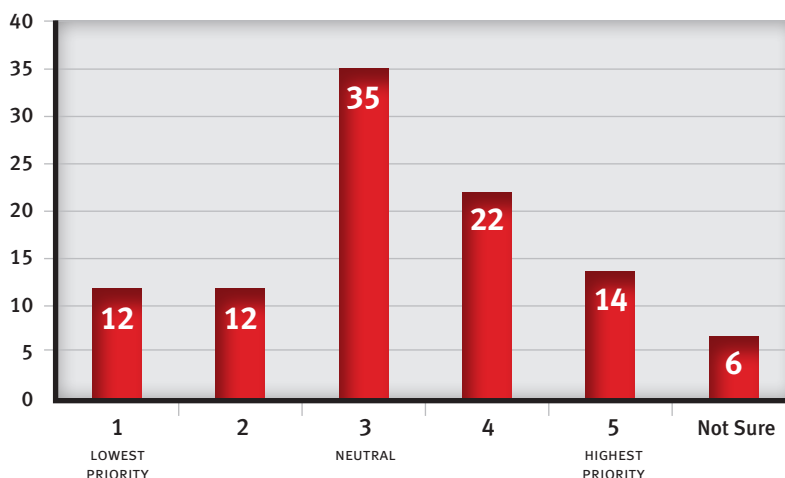
In order for cities to thrive and prosper economically, there needs to be rule of law and a safe environment for all citizens and businesses. A majority (54%) of adults surveyed (scores 4 and 5 combined) say they have trust in their city or town governments when it comes to providing public safety for all citizens. This is important in light of recent protests in Ferguson, MO. and New York about relations between city police and minority communities. Nearly twenty percent do not have trust while almost a quarter are neutral on the issue.

**Takeaway:** Most citizens have certain expectations of the services governments will provide them. Many seniors expect the federal government to provide social security and Medicare. Many citizens at the local level expect their city streets to be clean and roads maintained. They also expect police to provide safety for all citizens. Since safety is demanded from all citizens, they will also judge harshly how it's provided. Overall, considering the public's tendency to be critical of institutions and certain elected officials, having a majority of adults have trust in your services is not bad.

**Demographics:** Sub-groups more likely to have trust in their cities and towns to provide public safety for all citizens are those living in the Great Lakes/Central Region (60%), Republicans (60%) age 65+ (70%), college degrees (61%), Catholics (63%), and those with an annual income of 100k+ (64%). To a varying degree, majorities in most subgroups (including all races and ideologies) shared this sentiment.

## CHART 7

Please rate each of the following situations as a priority for a city mayor on a scale of 1 to 5, with 1 being the lowest priority, 5 being the highest priority and 3 being neutral - Providing next generation ultra high-speed 'gigabit' Internet service.



Slightly more than a third (36%, scores-4 and 5 combined) of adults surveyed believe providing next generation ultra high-speed 'gigabit' Internet is a priority for a city mayor. Almost an equal amount are neutral (35%) while nearly a quarter (24%) see it as not a priority (scores 1 and 2 combined)

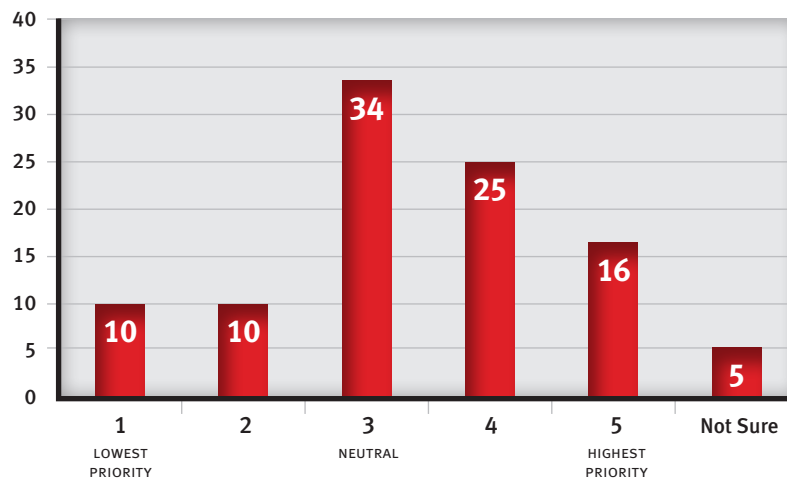
**Takeaway:** The need for ultra high-speed 'gigabit' Internet will become more of a priority in the future, especially as it helps people in cities do business and connect with consumers around the world.

**Demographics:** Respondents most likely to feel ultra high-speed internet is a priority for city mayors are people in a-City of 250,000 or more people (41%), people in a Suburb of 250,000 or more people (41%), Democrats (44%), people age 65+ (41%), Liberals (44%) those with college degrees (41%), annual income of 100k+ (48%), Catholics (41%), NASCAR Fans (43%) and the investor class (46%).

18-29 year olds (32%) were the most likely to say it was a low priority for city mayor.

## CHART 8

Please rate each of the following situations as a priority for a city mayor on a scale of 1 to 5, with 1 being the lowest priority, 5 being the highest priority and 3 being neutral -Implementing plans for 21st century transportation methods like cars on call, bicycles, etc.



Four in ten (41%) adults believe 21st century transportation methods like cars on call and bicycles are a priority (scores 4 and 5 combined) for city mayors. Only two in ten see it as not a priority (scores 1 and 2 combined). More than a third of adults are neutral (34%), while one in twenty are not sure.

**Takeaway:** As cities become more updated and new methods of transportation are introduced, more and more citizens will rely on new methods of transportation due to their cost efficient nature and they are better for the environment. The benefits of new transportation will reduce the amount of carbon dioxide released into the atmosphere and potentially provide more disposable income for citizens as a cheaper alternatives to owning cars.

**Demographics:** The sub-groups that believe cars on call and other 21st century methods of transportation are a priority for a city mayor were those living in a City of 250,000 or more people (50%), people living in a City of 30,000 to 99,999 people (48%), Democrats (49%), African Americans (49%), NASCAR Fans (51%) and the investor class (50%). Amongst those who answered neutral or not a priority, there was not a lot of deviation from the overall numbers compared with most sub-groups.

# Conclusion

*Technology*: is defined as the collection of tools, including machinery, modifications, arrangements and procedures used by humans. These tools, services and procedures are how we as people improve our lives and those of future generations. As we move further into the 21st Century, people as well as cities in the U.S. will need new tools to get a leg up on the global competition.

Respondents of Zogby surveys of the past two decades have been pretty clear in their assessment of how they feel about technology, green energy, high-speed internet and new modes of transportation-majorities and pluralities of adults believe these tools will improve their lives and grow the economy.

They also feel the time is right to make these opportunities a priority in order for cities and suburbs to be centers of growth and innovation once again. The technologies exist; the support of public is strong, now it is a matter of elected officials paving the way for these new and exciting technologies to become a reality in our cities and beyond.



# Tables and Charts

Q1-2. Overall do you feel things in the US/your city are heading in the right direction or are they off on the wrong track?											
	Overall	City 250k+	City 100k- 249,999	City 30k- 99,999	City <30k	Suburb 250k+	Suburb 100k- 249,999	Suburb 30k- 99,999	Suburb <30k	Urban County	Rural Area
US											
Right direction	29	35	33	33	22	24	38	19	23	38	21
Wrong track	55	46	53	51	64	56	45	65	56	48	67
Your city											
Right direction	47	47	42	51	45	41	47	49	49		
Wrong track	32	30	33	28	37	38	34	27	32		

Note: Percentages may not equal 100% due to rounding.

Q3. How would you rate the condition of your local economy?											
	Overall	City 250k+	City 100k- 249,999	City 30k- 99,999	City <30k	Suburb 250k+	Suburb 100k- 249,999	Suburb 30k- 99,999	Suburb <30k	Urban County	Rural Area
Positive	42	53	55	45	36	46	49	39	39	45	24
Excellent	9	12	10	7	10	11	14	4	9	16	5
Good	33	41	45	38	26	35	35	35	30	29	19
Negative	53	44	43	53	62	48	46	58	58	53	74
Fair	36	32	30	39	42	40	31	48	41	34	36
Poor	17	12	13	14	20	8	15	10	17	19	38
Not sure	4	3	2	3	3	6	6	3	4	1	3

Note: Percentages may not equal 100% due to rounding.

Q4. Overall, would you describe your city as embracing the 21 <sup>st</sup> Century or stuck in the 20 <sup>th</sup> Century?											
	Overall	City 250k+	City 100k- 249,999	City 30k- 99,999	City <30k	Suburb 250k+	Suburb 100k- 249,999	Suburb 30k- 99,999	Suburb <30k	Urban County	Rural Area
Embracing the 21 <sup>st</sup> Century	53	57	54	51	35	52	53	57	46		
Stuck in the 20 <sup>th</sup> Century	22	19	29	19	36	19	19	19	26		
Neither	13	13	10	17	16	9	15	13	13		
Not sure	12	11	8	13	13	20	14	10	15		

Note: Percentages may not equal 100% due to rounding.

**Q5-7. As you read each of the following, please rate how much you trust each to do a good job on behalf of the majority of people.**

	Trust (4+5)	Neutral (3)	No trust (1+2)	Not sure
7. Your city/town government	38	35	25	3
6. Your state government	28	33	37	2
5. Federal Government	19	25	54	2

**Q8-21. Please rate your city or town government in its capacity to . . .**

	Trust (4+5)	Neutral (3)	No trust (1+2)	Not sure
11. Provide for parks and recreation	60	25	11	4
10. Keep the community clean	57	25	16	3
9. Provide public safety for all citizens	54	25	19	3
15. Remove snow and handle weather crises when needed	50	27	17	6
21. Provide safe and well maintained roads	46	28	22	4
20. Provide adequate public transportation	44	26	26	5
12. Ensure the best possible public education for children	43	30	21	5
17. Offer a broad spectrum of culture and entertainment	43	31	23	3
19. Offer broadband to enable internet and mobile communications	42	29	23	7
8. Build relationships with businesses and citizens to create jobs	41	33	21	5
14. Enable and nurture entrepreneurs to develop and grow	39	33	22	6
18. Utilize the latest technologies to improve public services	39	35	20	6
13. Offer an exciting and productive place to live for young people	37	34	25	4
16. Spend taxpayer's money efficiently	32	31	32	5

**22. In your own words, what is the best thing about life in a city?**

Response	Number of responses	Response	Number of responses
Convenience/access to services	648	Like everything about a city	39
Art/culture/events/things to do	404	Location/size of city	19
People/diversity	196	Parks/green spaces	19
Don't like anything about a city	111	Family is there	14
The excitement	57	Education/schools	12
Public transportation	53	History	5
Economy/job opportunities	51	Not sure/no comment	165
Safety	40		

**23. Also in your own words, what is the least attractive thing about life in a city?**

Response	Number of responses	Response	Number of responses
Crowded/too many people	364	Poverty/the homeless	46
Crime	330	Too fast paced	40
Traffic/congestion	242	Lack of nature/green spaces	39
There's nothing bad	136	Corruption/bad police/gov't.	36
Dirty/pollution	130	Everything is bad	25
Noise	96	It's location	12
Urban blight	92	Too much development	12
Lack of/bad services	60	Income disparity	4
Too expensive	51	Not sure/no comment	118

**Q24-34. When it comes to new ideas, innovation, and economic growth, please rate how much trust you have for each of the following . . .**

	Trust (4+5)	Neutral (3)	No trust (1+2)	Not sure
27. A small business owner	58	28	10	4
28. A young person fresh out of graduate school	38	39	17	6
26. A city mayor	37	35	25	4
29. The governor of your state	33	30	33	4
25. A community college president	31	41	20	8
30. CEO of a large high tech company	31	34	29	5
24. A college president	30	41	21	8
31. CEO of a large manufacturer	29	35	31	6
34. Your Congressman or Congress woman	26	32	38	4
32. The White House Council of Economic Advisors	22	31	43	5
33. A Wall Street Advisor	17	33	44	5

**Q35-42. Please rate each of the following situations as a priority for a city mayor . . .**

	High priority (4+5)	Neutral (3)	Low priority (1+2)	Not sure
36. Improving public safety	65	22	10	4
37. Fixing infrastructure including roads, bridges, water and sewage systems	64	23	10	4
39. Working closely with public school administrators to ensure that children are being prepared for the world of work in the 21 <sup>st</sup> Century	58	25	13	4
38. Encouraging entrepreneurs with a variety of low interest loans, microloans, and business training	47	31	17	5
40. Emphasizing growth of green jobs	40	31	23	5
41. Implementing plans for 21 <sup>st</sup> Century transportation methods like cars on call, bicycles, etc.	41	34	20	5
35. Cutting the cost of government, including renegotiating reduced pensions and benefits for public employees and retirees	40	32	22	6
42. Providing next generation ultra high-speed 'gigabit' Internet service	36	35	24	6

**Q43-44. One of the issues that will be hotly debated in the new Congress is a federal spending bill on infrastructure. How important is it that. . .**

	High priority (4+5)	Neutral (3)	Low priority (1+2)	Not sure
43. The new Congress pass a new transportation investment bill that targets renewal, repair and modernization of the nation's infrastructure, which will go directly to your city or metropolitan area.	55	29	11	5
44. The new Congress pass comprehensive immigration reform which further strengthens border security, creates an effective employer verification system, reforms the legal immigration system, and allows the 11 million people residing in the country illegally to earn a pathway to citizenship.	53	25	18	5

**Q43-44. One of the issues that will be hotly debated in the new Congress is federal spending on infrastructure. How important is it that. . . ?**

	Overall	City 250k+	City 100k- 249,999	City 30k- 99,999	City <30k	Suburb 250k+	Suburb 100k- 249,999	Suburb 30k- 99,999	Suburb <30k	Urban County	Rural Area
43. The new Congress pass a new transportation investment bill that targets renewal, repair and modernization of the nation's infrastructure, which will go directly to your city or metropolitan area.											
High priority	55	59	49	64	58	49	57	53	57	61	46
Low priority	11	9	14	7	6	14	9	9	8	10	18
Not sure	5	5	6	3	3	6	3	7	6	3	6
44. The new Congress pass comprehensive immigration reform which further strengthens border security, creates an effective employer verification system, reforms the legal immigration system, and allows the 11 million people residing in the country illegally to earn a pathway to citizenship.											
High priority	53	61	59	49	50	44	48	50	50	60	50
Low priority	18	13	12	18	19	20	19	22	20	16	22
Not sure	5	3	4	4	3	6	3	7	4	3	6

*Note: Percentages may not equal 100% due to rounding.*

**Q 45-52. Please rate how each of the following is doing its job?**

	Overall	City 250k+	City 100k- 249,999	City 30k- 99,999	City <30k	Suburb 250k+	Suburb 100k- 249,999	Suburb 30k- 99,999	Suburb <30k	Urban County	Rural Area
<b>45. President</b>											
Positive	36	44	43	40	33	33	39	32	25	46	22
Negative	61	54	55	59	65	63	60	64	72	50	75
Not sure	3	2	3	2	2	4	2	4	4	3	3
<b>46. Congress</b>											
Positive	15	20	13	16	14	19	22	10	7	21	9
Negative	80	77	84	81	84	74	73	85	86	70	86
Not sure	5	2	4	3	2	7	6	5	7	8	5
<b>47. Your state's governor</b>											
Positive	34	38	35	39	32	40	40	28	26	39	28
Negative	60	58	59	57	62	53	52	68	67	51	66
Not sure	6	4	6	4	7	7	8	5	6	10	5
<b>48. Your state's legislature</b>											
Positive	27	32	27	27	26	36	32	22	20	32	23
Negative	64	61	66	64	68	54	58	68	73	55	70
Not sure	9	6	8	10	7	9	9	9	7	13	8
<b>49. Your mayor/City Council/Town Council</b>											
Positive	38	40	38	39	47	40	40	39	36	46	31
Negative	54	53	54	57	50	51	51	55	57	47	60
Not sure	8	7	8	4	3	9	9	6	7	7	9
<b>50. Federal government</b>											
Positive	18	24	18	16	14	23	19	11	9	30	13
Negative	77	72	78	81	81	73	73	85	85	61	84
Not sure	5	4	5	3	6	5	7	4	6	9	3
<b>51. Your state government</b>											
Positive	28	33	29	32	28	33	33	19	20	34	22
Negative	65	59	66	57	65	60	60	76	75	56	74
Not sure	7	7	6	11	8	8	8	5	6	10	4
<b>52. Your local government</b>											
Positive	36	34	41	35	34	41	42	37	39	48	27
Negative	57	61	52	57	59	50	49	59	56	44	69
Not sure	7	5	7	8	8	8	8	5	6	7	6

*Note: Percentages may not equal 100% due to rounding.*



**Q53. How would you rate your city's police force in protecting the safety and rights of people in minority communities - Excellent, Good, Fair, or Poor?**

	Overall	City 250k+	City 100k- 249,999	City 30k- 99,999	City <30k	Suburb 250k+	Suburb 100k- 249,999	Suburb 30k- 99,999	Suburb <30k	Urban County	Rural Area
Positive	62	57	52	66	68	68	65	70	59		
Excellent	18	18	14	16	29	14	16	20	19		
Good	44	39	38	50	39	54	49	50	40		
Negative	32	39	41	30	30	25	29	21	31		
Fair	22	28	29	23	23	14	22	11	18		
Poor	10	11	12	7	7	11	7	10	13		
Not sure	6	5	7	5	2	8	7	8	11		

*Note: Percentages may not equal 100% due to rounding.*

**Q54. Which of the following locations best represents where you would rather live?**

	Overall	City 250k+	City 100k- 249,999	City 30k- 99,999	City <30k	Suburb 250k+	Suburb 100k- 249,999	Suburb 30k- 99,999	Suburb <30k	Urban County	Rural Area
City	26	54	31	28	23	12	6	8	11	49	8
Suburb	41	31	51	49	25	68	80	62	58	17	6
Rural area	28	10	12	18	43	14	10	22	25	30	83
Not sure	6	6	6	5	10	6	4	8	6	4	4

*Note: Percentages may not equal 100% due to rounding.*

**Q55-Q58. Using a scale of Excellent, Good, Fair, or Poor how good a job do you think your city's mayor is doing addressing each of the following issues?**

	55. Climate Change	56. Energy Conservation	57. Global Warming	58. Renewable Energy
Positive	29	35	25	31
Excellent	10	8	8	9
Good	19	27	17	22
Negative	42	46	47	46
Fair	29	33	31	30
Poor	13	13	16	16
Not sure	28	20	28	24

*Note: Percentages may not equal 100% due to rounding.*

**Q59-Q62. Using a scale of Excellent, Good, Fair, or Poor how good a job do you think your state's government is doing addressing each of the following issues?**

	59. Climate Change	60. Energy Conservation	61. Global Warming	62. Renewable Energy
Positive	26	31	25	29
Excellent	9	8	8	8
Good	17	23	17	21
Negative	53	53	52	53
Fair	33	35	31	33
Poor	20	18	21	20
Not sure	22	16	23	18

*Note: Percentages may not equal 100% due to rounding.*

**Q63-Q66. Using a scale of Excellent, Good, Fair, or Poor how good a job do you think the federal government is doing addressing each of the following issues?**

	63. Climate Change	64. Energy Conservation	65. Global Warming	66. Renewable Energy
Positive	23	26	23	28
Excellent	8	8	7	8
Good	15	18	16	20
Negative	62	62	61	59
Fair	34	35	31	32
Poor	28	27	30	27
Not sure	14	12	16	13

*Note: Percentages may not equal 100% due to rounding.*

# Methodology

Zogby Analytics was commissioned by the US Conference of Mayors to conduct an online survey of 2,425 adults in the US. All interviews were completed from December 19 through December 22, 2014.

Using trusted interactive partner resources, thousands of adults were invited to participate in this interactive survey. Each invitation is password coded and secure so that one respondent can only access the survey one time.

Using information based on census data, voter registration figures, CIA fact books and exit polls, we use complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

Based on a confidence interval of 95%, the margin of error for 2,425 is +/- 2.0 percentage points. This means that all other things being equal, the identical survey repeated will have results within the margin of error 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data especially sets smaller than 50-75 respondents. At that subset we can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.

## **About Zogby Analytics:**

Zogby Analytics is respected nationally and internationally for its opinion research capabilities. Since 1984, Zogby has empowered clients with powerful information and knowledge critical for making informed strategic decisions.

The firm conducts multi-phased opinion research engagements for banking and financial services institutions, insurance companies, hospitals and medical centers, retailers and developers, religious institutions, cultural organizations, colleges and universities, IT companies and Federal agencies. Zogby's dedication and commitment to excellence and accuracy are reflected in its state-of-the-art opinion research capabilities and objective analysis and consultation.

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