



Where Strategy Meets Science

To: Build With Strength
From: Brenda Gianiny
President, Axis Research
Date: September 27, 2016
RE: Polling Report – Georgia Voters

Methodology

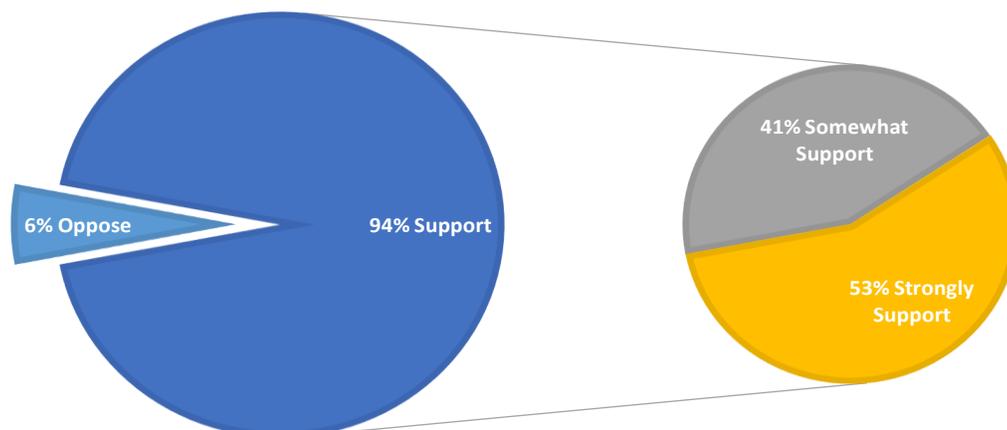
The following data comes from a poll of 400 registered voters living in Georgia. Respondents are distributed proportionate to the population throughout the state and are also representative of voters in the state in terms of gender, party affiliation, race and age. The poll was conducted online from September 22nd – 26th. The margin of error on these results is $\pm 5.0\%$.

NOTE: Totals may exceed 100% due to rounding.

Key Findings

- When presented with recent regulations passed in Sandy Springs requiring all buildings over three stories tall or more than 100,000 square feet in total size to be constructed with enhanced quality materials like concrete or steel, Georgia voters are nearly universally supportive.
 - More than nine-in-ten voters (96%) are supportive of the regulations passed in Sandy Springs.
 - A clear and large majority (57%) feel “STRONGLY” about their support.
- Voters are also supportive of their own city passing similar regulations by overwhelming margins (94% supporting, as illustrated below).

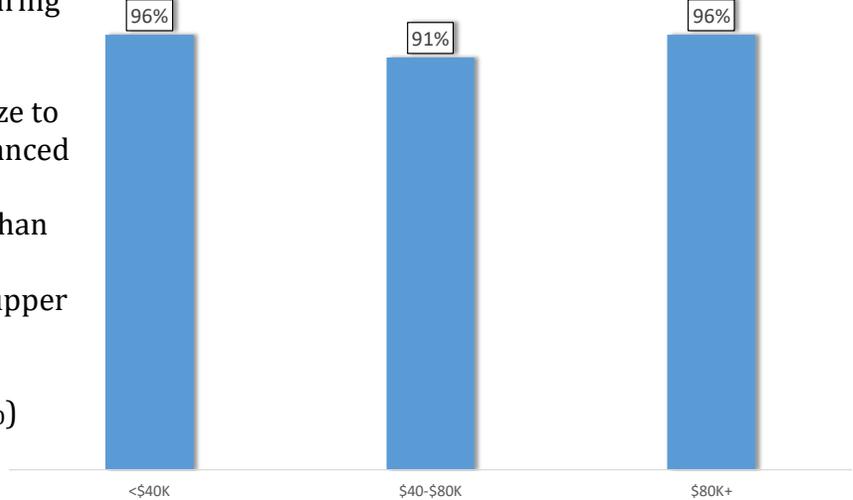
SUPPORT OR OPPOSE YOUR CITY PASSING A REGULATION REQUIRING ALL BUILDINGS OVER THREE STORIES TALL OR MORE THAN 100,000 SQUARE FEET IN SIZE TO BE CONSTRUCTED WITH ENHANCED QUALITY MATERIALS LIKE CONCRETE OR STEEL RATHER THAN WOOD FRAMING?



- Support for passing similar regulations in voters' own cities climbs above 95% in the following key regions and with key voting groups:
 - Women (97%)
 - Coastal Georgia (96%)
 - North GA Mountains (96%)
 - Older Whites (96%)
 - African American women (96%)
 - Atlanta Metro (95.2%)

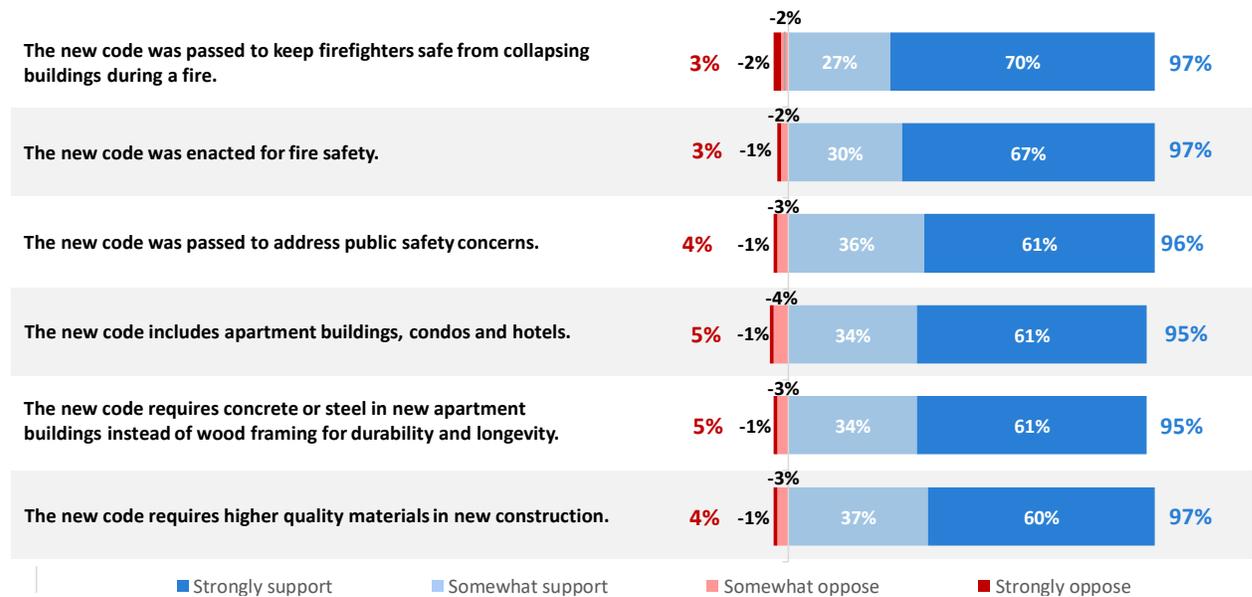
- Household income level does not divide the desire for safer construction. Voters at both ends of the income scale are equally supportive of their city passing regulations requiring all buildings over three stories tall or more than 100,000 square feet in size to be constructed with enhanced quality materials like concrete or steel rather than wood framing.

SUPPORT FOR PASSING REGULATIONS IN MY CITY BY INCOME



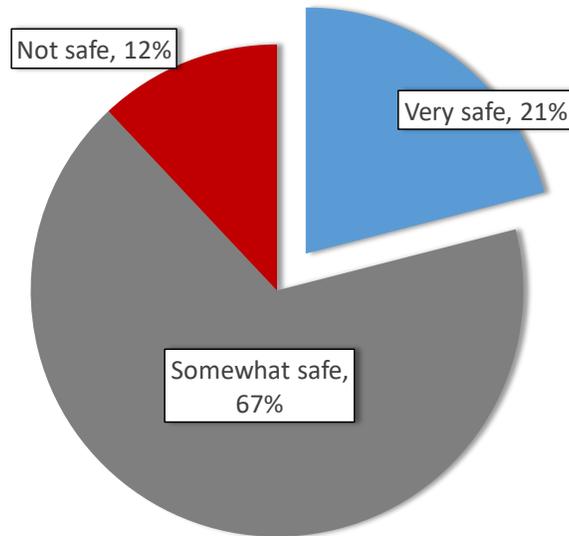
- Intensity does spike for upper income households with nearly six-in-ten upper income households (59%) “STRONGLY” supportive of their city passing these regulations.

- Support is driven by safety. Both safety for Georgia firefighters and safety for residents and guests of apartment buildings, condos and hotels.
 - 97% of voters support the new regulations for keeping firefighters safe during a fire.
 - However, 95% also support the measure because it applies to newly constructed apartment buildings, condos and hotels.



- And safety is important, and somewhat of a concern, to Georgia voters. Just 21% of Georgia voters feel “very safe” in the event of an emergency like a fire in new apartment buildings, new small office buildings, and new schools.
 - While the majority of voters feel “somewhat safe” (67%), just one-fifth are willing to express greater confidence in new construction today.

IN THE EVENT OF AN EMERGENCY LIKE A FIRE, HOW SAFE DO YOU FEEL IN NEW APARTMENT BUILDINGS AND SMALL OFFICE BUILDINGS CONSTRUCTED IN THE STATE?



- Those least likely to feel “very” safe are: men with children under 18 years old at home (just 17% feel “very safe”), Democrats (17%), older voters (18%), lower income households (18%), and women (18%).