ELON POLL

What HQ2 Finalist Cities Think about Amazon Moving to Town

Survey of Adult Residents in U.S. Finalist MSAs
In Partnership with the Business Journals

March 30th – April 3rd, 2018

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Survey Overview

In partnership with the Business Journals, the Elon University Poll conducted a representative survey of residents in each of the 16 U.S. metropolitan statistical areas (MSAs) that contain a finalist site for Amazon second North American Headquarters, HQ2. These 16 regions encompass the 19 finalist locations in the United States. The survey was conducted online from March 30 to April 3, 2018 using opt-in online sample. Results were weighted to reflect the adult population demographics in each MSA.

A majority of residents in each region supported Amazon HQ2 moving to their area. However, we measured notable variation in support. For example, Atlanta, Pittsburgh and Indianapolis had high percentages of residents strongly supporting HQ2 while Los Angeles, Denver, Boston and Austin had lower levels. Opposition to HQ2 tended to be low in every region, but we measured opposition in Denver and Austin above the norm.

Several regions were notable in particular ways. Dallas and Atlanta residents were much more likely to think their region was the best choice among all other North American locations. Those in the New York City metro area (which contains Newark) were least likely to have heard a lot about the HQ2 bid. Special incentives for Amazon were popular in all areas, but especially in Indianapolis. However, a majority in all regions did not want to pay more taxes personally to fund those incentives.

The Los Angeles and New York City areas were the only locations with residents preferring HQ2 to be located downtown rather than in the suburbs. Those in the Denver, Washington, DC, Boston and Austin metros were the least likely to think their region needed the economic stimulus likely from HQ2. Residents of the DC, Austin and Denver metros were the least likely to accept more than 5 minutes of time to their daily commutes due to increased traffic.

Cross-tabs on pages 27 to 32 reveal several variables associated with higher levels of support for Amazon HQ2. Those most likely to support HQ2 in their area were those who had perceptions of regional need for economic stimulus, those whole held positive impressions of Amazon as a company, those who expected HQ2 would be positive for existing small businesses, and those with intentions to explore jobs at Amazon if HQ2 located near them.

While we were conducting interviews for this survey, President Trump tweeted negative information about Amazon as a company. We did not detect any patterns suggesting Republicans were significantly less likely to be supportive of HQ2 in a given area due to these tweets.

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Topline Results
Overall Support

Overall, how much do you support or oppose Amazon moving its second headquarters to your region?

MSA	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Atlanta	52	32	12	3	1	100	387
Austin	36	35	16	8	5	100	356
Boston	34	38	22	4	1	100	386
Chicago	48	34	13	3	2	100	387
Columbus	49	32	12	3	3	100	388
Dallas	44	34	16	4	2	100	390
Denver	35	32	17	9	7	100	382
Indianapolis	51	32	13	1	1	100	386
Los Angeles	35	38	21	4	2	100	391
Miami	45	35	17	2	2	100	386
Nashville	42	37	16	3	1	100	385
New York	39	37	20	3	2	100	961
Philadelphia	45	34	16	3	2	100	383
Pittsburgh	52	31	13	3	2	100	392
Raleigh	43	42	8	4	3	100	366
Washington	39	38	16	4	3	100	1,070
Total	43	35	16	4	2	100	7,396

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Best Choice

Thinking of all the other metropolitan areas in North America, do you think your region is the

best choice from the perspective of Amazon executives?

	Definitely yes	Probably yes	Probably not	Definitely not	Total	
	%	%	%	%	%	N=
Atlanta	61	33	5	1	100	387
Austin	44	41	10	4	100	357
Boston	44	40	15	1	100	386
Chicago	59	32	7	1	100	387
Columbus	53	38	6	2	100	390
Dallas	66	29	4	1	100	390
Denver	42	40	14	4	100	382
Indianapolis	52	35	12	2	100	386
Los Angeles	57	31	10	3	100	391
Miami	54	32	12	2	100	386
Nashville	51	39	8	2	100	385
New York	56	37	6	2	100	961
Philadelphia	53	40	6	1	100	383
Pittsburgh	52	40	7	2	100	392
Raleigh	49	39	10	2	100	367
Washington	48	40	10	2	100	1,068
Total	52	37	9	2	100	7,399

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Heard about HQ2?
How much have you heard about your region's efforts to attract Amazon HQ2?

MSA	A lot	A moderate amount	A little	None at all	Total	
	%	%	%	%	%	N=
Atlanta	27	32	23	18	100	386
Austin	21	38	29	12	100	357
Boston	25	40	22	13	100	386
Chicago	25	38	19	18	100	387
Columbus	21	35	26	18	100	390
Dallas	24	33	23	20	100	390
Denver	21	41	23	15	100	382
Indianapolis	26	29	30	15	100	387
Los Angeles	16	25	28	32	100	391
Miami	13	33	23	30	100	384
Nashville	18	35	28	19	100	385
New York	13	29	27	31	100	961
Philadelphia	19	31	32	18	100	381
Pittsburgh	31	45	16	8	100	392
Raleigh	25	32	27	16	100	367
Washington	22	39	24	15	100	1,070
Total	21	35	25	19	100	7,397

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Amazon Perception

On a scale of 0 to 10, with 0 being worst and 10 being best, what is your perception of Amazon as a company?

	<8	8 or 9	10	Total	
MSA	%	%	%	%	N=
Atlanta	20	34	46	100	358
Austin	28	42	30	100	340
Boston	23	45	33	100	337
Chicago	17	45	38	100	350
Columbus	22	47	31	100	365
Dallas	23	34	43	100	374
Denver	31	37	32	100	357
Indianapolis	21	39	41	100	362
Los Angeles	28	34	37	100	343
Miami	17	36	47	100	352
Nashville	22	38	41	100	351
New York	20	40	40	100	868
Philadelphia	23	43	34	100	359
Pittsburgh	17	46	36	100	367
Raleigh	20	45	35	100	345
Washington	24	44	33	100	982
Total	22	41	37	100	6,810

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Suburbs or Downtown

If Amazon decided to move HQ2 to your region, would you rather them be located in a

downtown area or in the suburbs?

MSA	Downtown Area	Suburbs	Total	
	%	%	%	N=
Atlanta	35	65	100	387
Austin	29	71	100	357
Boston	44	56	100	385
Chicago	41	59	100	387
Columbus	30	70	100	389
Dallas	32	68	100	390
Denver	39	61	100	382
Indianapolis	40	60	100	387
Los Angeles	51	49	100	391
Miami	43	57	100	386
Nashville	33	67	100	385
New York	55	45	100	961
Philadelphia	44	56	100	382
Pittsburgh	38	62	100	392
Raleigh	38	62	100	367
Washington	35	65	100	1,070
Total	40	60	100	7,398

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Housing Prices

If you had to guess, what long-term effect would Amazon HQ2 have on these aspects of your region's economy?

Average housing prices

MSA	Decrease	No Effect	Increase	Total	
	%	%	%	%	N=
Atlanta	2	30	67	100	383
Austin	1	24	74	100	357
Boston	5	38	56	100	385
Chicago	3	46	51	100	387
Columbus	2	39	59	100	388
Dallas	4	28	68	100	388
Denver	3	27	70	100	382
Indianapolis	5	39	56	100	384
Los Angeles	5	42	54	100	387
Miami	5	44	52	100	386
Nashville	3	34	63	100	382
New York	5	47	48	100	961
Philadelphia	4	50	46	100	383
Pittsburgh	2	36	62	100	392
Raleigh	3	28	69	100	366
Washington	2	32	65	100	1,066
Total	4	37	59	100	7,377

Commercial Rents

If you had to guess, what long-term effect would Amazon HQ2 have on these aspects of your region's economy?

Commercial property rents

MSA	Decrease	No Effect	Increase	Total	
	%	%	%	%	N=
Atlanta	2	32	66	100	381
Austin	2	26	72	100	356
Boston	3	34	63	100	383
Chicago	5	44	50	100	386
Columbus	2	35	64	100	388
Dallas	1	29	70	100	386
Denver	1	27	72	100	380
Indianapolis	3	33	64	100	386
Los Angeles	4	35	60	100	388
Miami	4	35	61	100	386
Nashville	1	30	69	100	382
New York	4	40	56	100	961
Philadelphia	4	39	57	100	382
Pittsburgh	2	33	65	100	392
Raleigh	2	27	71	100	366
Washington	3	28	69	100	1,067
Total	3	33	64	100	7,371

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Average wages

If you had to guess, what long-term effect would Amazon HQ2 have on these aspects of your

region's economy?

Average wages

MSA	Decrease	No Effect	Increase	Total	
	%	%	%	%	N=
Atlanta	2	29	69	100	382
Austin	2	49	49	100	357
Boston	5	37	58	100	385
Chicago	5	33	62	100	387
Columbus	5	32	63	100	389
Dallas	3	36	61	100	389
Denver	3	47	49	100	380
Indianapolis	2	29	69	100	386
Los Angeles	5	50	44	100	386
Miami	5	40	55	100	386
Nashville	3	35	62	100	384
New York	3	40	57	100	961
Philadelphia	4	36	60	100	383
Pittsburgh	2	37	61	100	392
Raleigh	2	39	59	100	365
Washington	4	37	60	100	1,066
Total	3	38	59	100	7,379

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Cost of Living

If you had to guess, what long-term effect would Amazon HQ2 have on these aspects of your region's economy?

Cost of living for local residents

MSA	Decrease	No Effect	Increase	Total	
	%	%	%	%	N=
Atlanta	2	50	48	100	381
Austin	3	36	61	100	357
Boston	5	52	43	100	384
Chicago	2	59	39	100	386
Columbus	2	58	39	100	385
Dallas	4	49	47	100	387
Denver	2	37	61	100	380
Indianapolis	3	55	42	100	386
Los Angeles	6	50	44	100	386
Miami	4	55	42	100	386
Nashville	3	50	48	100	382
New York	5	57	38	100	955
Philadelphia	4	61	35	100	380
Pittsburgh	2	53	45	100	389
Raleigh	2	50	48	100	366
Washington	2	44	53	100	1,065
Total	3	51	46	100	7,355

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City Attractiveness

If you had to guess, what long-term effect would Amazon HQ2 have on these aspects of your region's economy?

Attractiveness to businesses other than Amazon

MSA	Decrease	No Effect	Increase	Total	
	%	%	%	%	N=
Atlanta	5	12	83	100	385
Austin	6	16	78	100	357
Boston	8	23	69	100	384
Chicago	6	15	79	100	386
Columbus	7	14	79	100	389
Dallas	6	12	83	100	389
Denver	7	25	68	100	380
Indianapolis	6	13	81	100	386
Los Angeles	7	28	65	100	389
Miami	7	19	74	100	386
Nashville	2	19	79	100	385
New York	10	22	69	100	959
Philadelphia	7	18	75	100	382
Pittsburgh	3	16	80	100	392
Raleigh	6	14	80	100	366
Washington	6	19	75	100	1,067
Total	7	18	75	100	7,381

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Political Impact

Do you expect Amazon HQ2 moving to your area would make your region more conservative,

more liberal, or would it not make much difference?

MSA	More Conservative	More Liberal	No Difference	Total	
	%	%	%	%	N=
Atlanta	10	31	59	100	387
Austin	4	32	65	100	357
Boston	9	24	67	100	386
Chicago	8	23	69	100	386
Columbus	6	24	70	100	390
Dallas	8	30	62	100	390
Denver	6	27	67	100	382
Indianapolis	7	26	67	100	386
Los Angeles	14	27	60	100	391
Miami	12	29	60	100	386
Nashville	11	29	60	100	385
New York	8	25	67	100	961
Philadelphia	7	24	69	100	383
Pittsburgh	5	26	69	100	392
Raleigh	9	33	58	100	366
Washington	6	29	65	100	1,070
Total	8	27	65	100	7,398

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Would it be a good thing or a bad thing if your region became more conservative?

MSA	Good Thing	Bad Thing	Neither Good nor Bad	Total	
	%	%	%	%	N=
Atlanta	45	8	47	100	39
Austin	79	21	0	100	13
Boston	71	18	11	100	34
Chicago	75	5	20	100	32
Columbus	81	0	19	100	25
Dallas	73	10	17	100	30
Denver	65	35	0	100	24
Indianapolis	67	11	22	100	27
Los Angeles	80	16	4	100	53
Miami	70	10	20	100	46
Nashville	83	2	15	100	43
New York	71	19	9	100	78
Philadelphia	74	13	13	100	26
Pittsburgh	84	10	5	100	20
Raleigh	78	4	18	100	34
Washington	65	18	17	100	70
Total	72	13	16	100	594

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Would it be a good thing or a bad thing if your region became more liberal?

MSA	Good Thing	Bad Thing	Neither Good nor Bad	Total	
	%	%	%	%	N=
Atlanta	57	16	27	100	118
Austin	55	24	20	100	113
Boston	61	15	25	100	92
Chicago	57	13	30	100	88
Columbus	55	20	25	100	92
Dallas	52	22	27	100	117
Denver	44	37	18	100	100
Indianapolis	61	19	20	100	100
Los Angeles	45	21	34	100	102
Miami	59	11	30	100	110
Nashville	52	20	29	100	110
New York	64	12	24	100	234
Philadelphia	66	8	26	100	91
Pittsburgh	54	18	29	100	102
Raleigh	58	19	23	100	120
Washington	55	19	27	100	304
Total	56	18	26	100	1,993

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Incentives

When it comes to offering financial incentives or taxpayer support to lure HQ2 to your region,

which one of the following best describes your opinion:

MSA	We should offer as much as possible.	We should offer special incentives to Amazon, but within reason.	We should offer nothing more or less to Amazon than what is available to other businesses	We should not offer any financial incentives.	Total	
	%	%	%	%	%	N=
Atlanta	18	48	28	6	100	386
Austin	8	39	38	15	100	357
Boston	16	48	28	8	100	385
Chicago	14	49	29	8	100	387
Columbus	13	49	31	6	100	390
Dallas	12	48	32	8	100	389
Denver	9	31	42	17	100	382
Indianapolis	17	51	29	3	100	386
Los Angeles	21	35	33	11	100	391
Miami	16	48	24	11	100	386
Nashville	16	47	28	9	100	385
New York	14	44	34	9	100	961
Philadelphia	15	46	29	10	100	381
Pittsburgh	13	54	28	5	100	391
Raleigh	17	48	29	6	100	367
Washington	11	47	34	8	100	1,069
Total	14	46	32	9	100	7,394

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Willingness to Pay More Taxes for Incentives

Would you personally be willing to pay more in taxes in order to fund incentives for Amazon?

MSA	Yes	No	Total	
	%	%	%	N=
Atlanta	19	81	100	385
Austin	14	86	100	355
Boston	18	82	100	385
Chicago	16	84	100	384
Columbus	19	81	100	389
Dallas	21	79	100	386
Denver	14	86	100	379
Indianapolis	26	74	100	383
Los Angeles	17	83	100	387
Miami	21	79	100	385
Nashville	23	77	100	384
New York	16	84	100	956
Philadelphia	15	85	100	380
Pittsburgh	15	85	100	389
Raleigh	20	80	100	366
Washington	14	86	100	1,062
Total	18	82	100	7,356

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Additional Traffic Time

Thinking about traffic, how many extra minutes in your daily round trip commute would you be willing to accept in exchange for Amazon HQ2 moving to your region? [converted to categories]

MSA	0 Minutes	1 to 5	6 to 14	15 or more	Total	
	%	%	%	%	%	N=
Atlanta	23	21	25	32	100	387
Austin	33	22	25	19	100	357
Boston	27	18	21	33	100	386
Chicago	24	23	21	32	100	387
Columbus	20	23	26	31	100	391
Dallas	23	25	21	31	100	391
Denver	33	24	20	22	100	382
Indianapolis	20	22	28	30	100	387
Los Angeles	28	15	25	32	100	391
Miami	18	20	25	37	100	386
Nashville	21	22	22	35	100	385
New York	26	17	22	34	100	963
Philadelphia	27	18	24	31	100	383
Pittsburgh	23	18	24	35	100	392
Raleigh	22	21	30	27	100	367
Washington	31	21	21	27	100	1,070
Total	26	20	23	31	100	7,405

Impact on Existing Small Business

Would HQ2 be a positive or negative change for existing small businesses in your region?

MSA	Extremely positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Extremely negative	Total	
	%	%	%	%	%	%	N=
Atlanta	26	33	19	18	4	100	387
Austin	10	29	28	26	7	100	356
Boston	20	29	28	18	4	100	385
Chicago	23	26	27	20	4	100	387
Columbus	17	37	28	14	4	100	388
Dallas	18	32	25	19	4	100	389
Denver	11	28	23	28	9	100	382
Indianapolis	21	34	25	17	3	100	386
Los Angeles	15	36	26	16	7	100	390
Miami	20	32	24	19	5	100	386
Nashville	25	27	25	19	4	100	385
New York	18	28	24	23	8	100	958
Philadelphia	23	29	27	18	3	100	381
Pittsburgh	25	36	20	15	3	100	391
Raleigh	21	33	24	18	4	100	366
Washington	16	32	23	24	5	100	1069
Total	19	31	25	20	5	100	7385

Economic Need for HQ2

How much does your region's economy need jobs from Amazon's HQ2

MSA	A lot	Somewhat	Only a little	Not at all	Total	
	%	%	%	%	%	N=
Atlanta	42	38	15	4	100	387
Austin	16	41	29	15	100	356
Boston	20	51	22	7	100	386
Chicago	43	43	10	3	100	387
Columbus	33	49	14	5	100	388
Dallas	29	42	22	7	100	390
Denver	16	40	27	17	100	382
Indianapolis	38	50	8	4	100	386
Los Angeles	35	45	15	5	100	391
Miami	37	45	13	4	100	386
Nashville	32	45	17	5	100	385
New York	34	46	14	6	100	960
Philadelphia	43	42	11	4	100	383
Pittsburgh	45	42	11	2	100	392
Raleigh	30	44	19	7	100	367
Washington	24	43	23	11	100	1,068
Total	32	44	17	7	100	7,394

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Explore Jobs at HQ2

If Amazon locates its headquarters in your area, do you plan to explore job opportunities there?

MSA	Yes	No	Total	
	%	%	%	N=
Atlanta	57	43	100	387
Austin	47	53	100	356
Boston	48	52	100	386
Chicago	54	46	100	386
Columbus	45	55	100	387
Dallas	48	52	100	390
Denver	39	61	100	380
Indianapolis	47	53	100	386
Los Angeles	58	42	100	389
Miami	62	38	100	386
Nashville	48	52	100	383
New York	54	46	100	960
Philadelphia	49	51	100	381
Pittsburgh	49	51	100	392
Raleigh	49	51	100	365
Washington	47	53	100	1,069
Total	50	50	100	7,384

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Sample and Population Characteristics

Notes. See methodology section for further details about how the sample was weighted and how the population parameters were determined.

Sex

Are you male or female?

MSA	Male	Female	Total	
	%	%	%	N=
Atlanta	48	52	100	384
Austin	50	50	100	348
Boston	49	51	100	383
Chicago	49	51	100	383
Columbus	49	51	100	389
Dallas	49	51	100	390
Denver	50	50	100	378
Indianapolis	49	51	100	385
Los Angeles	49	51	100	387
Miami	49	51	100	385
Nashville	49	51	100	382
New York	48	52	100	953
Philadelphia	48	52	100	377
Pittsburgh	49	51	100	390
Raleigh	49	51	100	360
Washington	49	51	100	1,058
Total	49	51	100	7,332

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Age

How old are you?

MSA	18 - 49	50+	Total	
	%	%	%	N=
Atlanta	61	39	100	387
Austin	66	34	100	355
Boston	56	44	100	385
Chicago	58	42	100	387
Columbus	59	41	100	387
Dallas	62	38	100	390
Denver	61	39	100	381
Indianapolis	58	42	100	387
Los Angeles	60	40	100	385
Miami	54	46	100	383
Nashville	59	41	100	382
New York	57	43	100	959
Philadelphia	56	44	100	380
Pittsburgh	49	51	100	390
Raleigh	62	38	100	366
Washington	60	40	100	1,061
Total	59	41	100	7,365

Race

What is your race or ethnic background?

MSA	White	Hispanic	Black	Other	Total	
	%	%	%	%	%	N=
Atlanta	49	10	33	8	100	387
Austin	52	32	7	9	100	356
Boston	73	10	7	10	100	384
Chicago	54	22	17	8	100	387
Columbus	75	4	15	7	100	390
Dallas	48	28	15	9	100	388
Denver	65	23	5	7	100	381
Indianapolis	74	6	15	5	100	386
Los Angeles	31	45	6	18	100	390
Miami	32	44	20	4	100	385
Nashville	73	7	15	5	100	385
New York	47	24	16	13	100	956
Philadelphia	63	9	20	9	100	383
Pittsburgh	86	2	8	4	100	391
Raleigh	62	10	21	8	100	366
Washington	47	15	25	13	100	1,069
Total	56	18	16	9	100	7,384

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<u>Income</u>

What is your annual household income?

MSA	<$50k	$50k - $99.9k	>$100k	Total	
	%	%	%	%	N=
Atlanta	42	31	27	100	385
Austin	38	31	30	100	353
Boston	34	28	38	100	384
Chicago	40	30	30	100	386
Columbus	44	31	25	100	389
Dallas	41	31	28	100	389
Denver	36	32	32	100	381
Indianapolis	46	31	23	100	386
Los Angeles	41	28	31	100	390
Miami	49	29	22	100	386
Nashville	45	32	23	100	385
New York	38	27	35	100	957
Philadelphia	40	29	31	100	382
Pittsburgh	46	31	23	100	391
Raleigh	39	31	31	100	364
Washington	25	28	46	100	1,063
Total	39	30	32	100	7,371

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Education

What is the highest level of education you have completed?

MSA	< Bachelors	Bachelors or More	Total	
	%	%	%	N=
Atlanta	64	36	100	387
Austin	58	42	100	357
Boston	55	45	100	386
Chicago	64	36	100	387
Columbus	65	35	100	391
Dallas	67	33	100	391
Denver	59	41	100	382
Indianapolis	67	33	100	387
Los Angeles	67	33	100	391
Miami	70	30	100	386
Nashville	67	33	100	385
New York	61	39	100	963
Philadelphia	64	36	100	383
Pittsburgh	68	32	100	392
Raleigh	56	44	100	367
Washington	50	50	100	1,070
Total	61	39	100	7,405

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Question Order

1. What is your ZIP Code?
2. Your Zip code is part of a metro area that is a finalist for Amazon's second headquarters (HQ2). Please look at the map of finalist cities for HQ2 and click next.
3. Thinking of all the other metropolitan areas in North America, do you think your region is the best choice from the perspective of Amazon executives?
4. How much have you heard about your region's efforts to attract Amazon HQ2?
5. On a scale of 0 to 100, with 0 being worst and 100 being best, what is your perception of Amazon as a company?
6. If Amazon decided to move HQ2 to your region, would you rather them be located in a downtown area or in the suburbs?
7. If you had to guess, what long-term effect would Amazon HQ2 have on these aspects of your region's economy?
   Significant decrease - Modest decrease - No effect - Modest increase -Significant increase

   a. Average housing prices
   b. Commercial property rents
   c. Average wages
   d. Cost of living for local residents
   e. Attractiveness to businesses other than Amazon
8. Do you expect Amazon HQ2 moving to your area would make your region more conservative, more liberal, or would it not make much difference?
   a. [if conservative] Would it be a good thing or a bad thing if your region became more conservative?
   b. [if liberal] Would it be a good thing or a bad thing if your region became more liberal?
9. When it comes to offering financial incentives or taxpayer support to lure HQ2 to your region, which one of the following best describes your opinion:
10. Would you personally be willing to pay more in taxes in order to fund incentives for Amazon?
11. Thinking about traffic, how many extra minutes in your daily round trip commute would you be willing to accept in exchange for Amazon HQ2 moving to your region?
12. Would HQ2 be a positive or negative change for existing small businesses in your region?
13. How much does your region's economy need jobs from Amazon's HQ2
14. If Amazon locates its headquarters in your area, do you plan to explore job opportunities there?
15. Overall, how much do you support or oppose Amazon moving its second headquarters to your region?
16. Are you male or female?
17. How old are you?
18. What is your race or ethnic background?
19. What is your annual household income?
20. Do you consider yourself a Democrat, Republican, Independent or something else?
    a. Do you lean more towards the Democratic party or the Republican party?
21. If you could tell local business and political leaders one thing about Amazon moving to your region, what would you tell them?

Cross-Tabulations – Support in Detail [1]

Overall, how much do you support or oppose Amazon moving its second headquarters to your region?

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Whole Sample	42	36	16	4	2	100	7,248

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Company Perception (0 to 10)	%	%	%	%	%	%	N=
<8	14	36	30	11	9	100	1,479
8 or 9	36	46	14	3	1	100	2,717
10	67	24	7	1	0	100	2,477

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Your Region Best Region?	%	%	%	%	%	%	N=
Definitely yes	63	28	8	1	0	100	3,808
Probably yes	22	50	24	3	1	100	2,665
Probably not	9	29	31	23	8	100	631
Definitely not	6	6	13	17	58	100	142

[Row percentages. Example interpretation: Sixty-seven percent of those who rate Amazon as a 10 strongly support HQ2 moving to their region. Fourteen percent of those what rate Amazon as less than 8, strongly support HQ2 moving to their region.]

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[1] The purpose of cross tabulations in this section is to help understand overall relationships between support for headquarters moving to a region and various characteristics and attitudes of respondents. These results were weighted on demographic variables discussed in the methodology section below. This weight was calculated by averaging the population values for each of the 19 U.S. finalist cities. Each finalist location was given equal weight. Because the DC MSA has three finalist sites and the New York City MSA has two finalist sites, these samples were given three and two times as much weight in the average value calculation, respectively.

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Overall, how much do you support or oppose Amazon moving its second headquarters to your region?

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Extra Minutes to Commute Willingness	%	%	%	%	%	%	N=
0	23	33	27	10	7	100	1,886
1 to 5	36	43	17	4	1	100	1,470
6 to 14	49	39	11	2	0	100	1,689
15 or more	58	31	9	1	1	100	2,203
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Heard about HQ2	%	%	%	%	%	%	N=
A lot	63	25	6	3	3	100	1,503
A moderate amount	42	39	12	4	2	100	2,493
A little	32	42	20	4	2	100	1,846
None at all	31	35	27	4	3	100	1,402
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Location	%	%	%	%	%	%	N=
Downtown Area	42	36	16	3	3	100	2,925
Suburbs	42	36	16	4	2	100	4,320
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Expectations: Housing Price	%	%	%	%	%	%	N=
Decrease	39	38	11	5	6	100	257
No Effect	44	35	18	2	1	100	2,691
Increase	41	36	15	5	3	100	4,278
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Expectations: Rent	%	%	%	%	%	%	N=
Decrease	46	36	12	3	3	100	209
No Effect	45	35	17	2	1	100	2,398
Increase	41	36	15	5	3	100	4,614

ELON POLL

Overall, how much do you support or oppose Amazon moving its second headquarters to your region?

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Expectations: Average Wages	%	%	%	%	%	%	N=
Decrease	18	28	29	9	16	100	248
No Effect	31	37	22	6	3	100	2,749
Increase	51	35	11	2	1	100	4,230
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Expectations: Cost of Living	%	%	%	%	%	%	N=
Decrease	51	32	12	2	3	100	239
No Effect	46	35	16	2	1	100	3,690
Increase	37	37	16	6	4	100	3,277
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Expectations: Attractiveness to Other Businesses	%	%	%	%	%	%	N=
Decrease	25	33	25	8	9	100	482
No Effect	25	35	28	7	6	100	1,318
Increase	48	36	12	3	1	100	5,430
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Political Impact	%	%	%	%	%	%	N=
More Conservative	53	32	10	3	1	100	600
More Liberal	41	37	13	5	5	100	1,957
No Difference	41	36	18	4	2	100	4,689

ELON POLL

Overall, how much do you support or oppose Amazon moving its second headquarters to your region?

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Incentives Overall	%	%	%	%	%	%	N=
We should offer as much as possible.	71	22	6	1	0	100	994
We should offer special incentives to Amazon, but within reason.	49	41	9	1	0	100	3,340
We should offer nothing more or less to Amazon than what is available to other b	26	40	26	7	3	100	2,264
We should not offer any financial incentives.	19	20	30	15	16	100	645
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Personally Pay More Taxes for Incentives	%	%	%	%	%	%	N=
Yes	71	23	5	0	0	100	1,229
No	36	38	18	5	3	100	5,976

ELON POLL

Overall, how much do you support or oppose Amazon moving its second headquarters to your region?

	Strongly Support	*Somewhat Support*	*Neither support nor oppose*	*Somewhat Oppose*	*Strongly Oppose*	*Total*	
Regional Economic Need	*%*	*%*	*%*	*%*	*%*	*%*	N=
A lot	73	20	6	0	0	100	2,280
Somewhat	34	48	16	2	0	100	3,200
Only a little	19	41	27	8	4	100	1,265
Not at all	11	15	30	21	22	100	500
	Strongly Support	*Somewhat Support*	*Neither support nor oppose*	*Somewhat Oppose*	*Strongly Oppose*	*Total*	
Change for Existing Business	*%*	*%*	*%*	*%*	*%*	*%*	N=
Extremely positive	87	10	2	0	0	100	1,373
Somewhat positive	42	48	9	1	0	100	2,242
Neither positive nor negative	32	37	27	3	1	100	1,774
Somewhat negative	20	44	25	8	3	100	1,470
Extremely negative	13	20	19	19	29	100	378
Plan to Look for Jobs @ HQ2	*Strongly Support*	*Somewhat Support*	*Neither support nor oppose*	*Somewhat Oppose*	*Strongly Oppose*	*Total*	
	%	*%*	*%*	*%*	*%*	*%*	N=
Yes	56	34	9	1	0	100	3,628
No	28	37	23	7	5	100	3,607

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Overall, how much do you support or oppose Amazon moving its second headquarters to your region?

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Gender	%	%	%	%	%	%	N=
Male	43	35	15	4	3	100	3,552
Female	41	36	17	4	2	100	3,696
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Race	%	%	%	%	%	%	N=
White	40	36	17	5	3	100	4,101
Hispanic	44	39	12	3	2	100	1,319
Black	52	31	14	1	1	100	1,169
Other	35	39	18	4	3	100	659
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Age	%	%	%	%	%	%	N=
18 - 49	41	37	16	4	2	100	4,278
50+	43	34	16	4	3	100	2,970
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Income	%	%	%	%	%	%	N=
<$50k	42	34	18	3	2	100	2,753
$50k - $99.9k	43	37	14	4	2	100	2,174
>$100k	41	36	15	5	3	100	2,321
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Education	%	%	%	%	%	%	N=
< Bachelors	44	35	16	3	2	100	4,420
Bachelors or More	39	36	15	6	3	100	2,828
	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat Oppose	Strongly Oppose	Total	
Party	%	%	%	%	%	%	N=
Democrat	46	35	14	4	1	100	2,981
Independent	37	36	19	4	3	100	2,606
Republican	43	36	15	4	3	100	1,654
Total	42	36	16	4	2	100	7,241

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Cross Tabulations – Overall Support by City

Atlanta, GA MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	50	36	9	4	2	100	185
Female	55	28	14	3	0	100	198
	%	%	%	%	%	%	N=
Non-white	60	28	10	2	0	100	199
White	44	36	13	5	1	100	187
	%	%	%	%	%	%	N=
18 - 49	51	33	12	3	1	100	236
50+	55	30	11	4	0	100	150
	%	%	%	%	%	%	N=
<$50k	57	30	9	3	1	100	162
$50k - $99.9k	47	34	15	3	1	100	119
>$100k	53	32	10	4	1	100	103
	%	%	%	%	%	%	N=
< Bachelors	57	27	14	1	0	100	246
Bachelors or More	44	40	8	7	1	100	140
	%	%	%	%	%	%	N=
Democrat	55	32	11	2	1	100	160
Independent	53	28	15	4	1	100	136
Republican	48	39	8	5	0	100	89
Total	52	32	12	3	1	100	386

Austin, TX MSA
Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	35	35	16	8	5	100	174
Female	38	34	14	8	6	100	174
	%	%	%	%	%	%	N=
Non-white	41	31	14	9	4	100	170
White	32	37	17	7	6	100	186
	%	%	%	%	%	%	N=
18 - 49	39	33	17	7	4	100	234
50+	32	38	13	10	7	100	121
	%	%	%	%	%	%	N=
<$50k	37	37	17	2	7	100	135
$50k - $99.9k	44	32	10	10	4	100	111
>$100k	29	35	20	13	4	100	108
	%	%	%	%	%	%	N=
< Bachelors	41	34	16	5	5	100	207
Bachelors or More	29	36	16	12	6	100	149
	%	%	%	%	%	%	N=
Democrat	34	42	13	7	4	100	148
Independent	36	31	19	9	6	100	130
Republican	41	27	17	8	6	100	78
Total	36	35	16	8	5	100	356

ELON POLL

Boston, MA MSA
Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	37	31	25	4	2	100	187
Female	31	45	20	5	0	100	196
	%	%	%	%	%	%	N=
Non-white	37	39	21	4	0	100	104
White	32	39	23	5	2	100	280
	%	%	%	%	%	%	N=
18 - 49	31	42	23	4	1	100	214
50+	37	34	22	5	2	100	171
Total	34	38	22	4	1	100	385
	%	%	%	%	%	%	N=
<$50k	35	36	24	3	2	100	129
$50k - $99.9k	30	46	17	6	1	100	108
>$100k	35	36	24	4	1	100	147
	%	%	%	%	%	%	N=
< Bachelors	34	39	21	4	1	100	211
Bachelors or More	33	37	24	5	2	100	175
	%	%	%	%	%	%	N=
Democrat	34	47	14	5	0	100	137
Independent	32	35	26	4	2	100	189
Republican	36	29	30	3	2	100	60
Total	34	38	22	4	1	100	386

Chicago, IL MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	49	32	13	3	3	100	188
Female	48	35	14	4	0	100	195
	%	%	%	%	%	%	N=
Non-white	55	30	11	2	2	100	180
White	43	38	15	4	1	100	207
	%	%	%	%	%	%	N=
18 - 49	46	35	14	4	2	100	226
50+	52	32	12	3	1	100	161
	%	%	%	%	%	%	N=
<$50k	50	31	14	2	2	100	155
$50k - $99.9k	47	38	7	6	1	100	117
>$100k	47	33	17	2	1	100	115
	%	%	%	%	%	%	N=
< Bachelors	49	33	13	3	2	100	248
Bachelors or More	46	36	13	3	1	100	139
	%	%	%	%	%	%	N=
Democrat	59	30	9	2	0	100	205
Independent	37	42	15	5	1	100	109
Republican	37	31	22	3	7	100	72
Total	49	34	13	3	2	100	386

ELON POLL

Columbus, OH MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	48	33	11	3	4	100	190
Female	50	31	13	4	2	100	198
	%	%	%	%	%	%	N=
Non-white	43	38	12	5	3	100	97
White	51	30	12	3	3	100	292
	%	%	%	%	%	%	N=
18 - 49	47	35	11	5	2	100	230
50+	52	29	14	1	3	100	156
	%	%	%	%	%	%	N=
<$50k	46	32	16	3	3	100	169
$50k - $99.9k	55	30	8	4	3	100	122
>$100k	48	35	11	3	3	100	98
	%	%	%	%	%	%	N=
< Bachelors	51	31	13	2	3	100	253
Bachelors or More	46	34	11	6	3	100	136
	%	%	%	%	%	%	N=
Democrat	50	36	8	4	1	100	130
Independent	43	31	17	5	5	100	147
Republican	56	29	12	1	3	100	110
Total	49	32	12	3	3	100	388

ELON POLL

Dallas, TX MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	44	37	13	5	1	100	192
Female	45	32	18	3	3	100	197
	%	%	%	%	%	%	N=
Non-white	44	38	14	2	2	100	200
White	44	31	17	5	2	100	188
	%	%	%	%	%	%	N=
18 - 49	43	33	19	3	3	100	242
50+	46	38	10	5	1	100	147
	%	%	%	%	%	%	N=
<$50k	41	42	13	2	1	100	161
$50k - $99.9k	47	29	21	3	1	100	120
>$100k	47	29	13	7	4	100	108
	%	%	%	%	%	%	N=
< Bachelors	39	39	18	2	2	100	261
Bachelors or More	56	25	11	7	1	100	129
	%	%	%	%	%	%	N=
Democrat	47	33	14	4	3	100	135
Independent	39	36	19	5	1	100	144
Republican	49	34	13	3	2	100	110
Total	44	34	16	4	2	100	390

ELON POLL

Denver, CO MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	37	31	15	7	10	100	188
Female	32	34	18	12	3	100	191
	%	%	%	%	%	%	N=
Non-white	41	33	17	6	3	100	135
White	31	32	16	11	9	100	246
	%	%	%	%	%	%	N=
18 - 49	35	34	17	10	4	100	231
50+	33	30	17	9	11	100	150
	%	%	%	%	%	%	N=
<$50k	35	30	19	10	5	100	136
$50k - $99.9k	41	31	12	6	9	100	122
>$100k	27	36	18	12	6	100	123
	%	%	%	%	%	%	N=
< Bachelors	41	29	18	6	6	100	225
Bachelors or More	25	38	15	14	8	100	157
	%	%	%	%	%	%	N=
Democrat	39	33	11	12	5	100	139
Independent	32	32	21	6	9	100	164
Republican	32	33	17	11	6	100	78
Total	35	32	17	9	7	100	381

ELON POLL

Indianapolis, IN MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	49	37	11	1	1	100	189
Female	54	28	15	2	1	100	195
	%	%	%	%	%	%	N=
Non-white	49	36	12	0	3	100	102
White	52	31	14	2	1	100	283
	%	%	%	%	%	%	N=
18 - 49	52	30	15	2	1	100	223
50+	50	36	11	1	2	100	163
	%	%	%	%	%	%	N=
<$50k	44	36	16	2	1	100	176
$50k - $99.9k	55	29	14	2	0	100	121
>$100k	59	30	7	0	3	100	88
	%	%	%	%	%	%	N=
< Bachelors	53	30	14	2	1	100	260
Bachelors or More	47	37	13	1	2	100	126
	%	%	%	%	%	%	N=
Democrat	54	29	15	1	1	100	119
Independent	46	34	16	3	1	100	148
Republican	55	34	9	0	2	100	119
Total	**51**	**32**	**13**	**1**	**1**	**100**	**386**

ELON POLL

Los Angeles, CA MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	35	38	22	2	3	100	190
Female	34	37	22	6	1	100	197
	%	%	%	%	%	%	N=
Non-white	37	39	20	3	1	100	270
White	30	34	26	7	4	100	120
	%	%	%	%	%	%	N=
18 - 49	38	37	19	5	1	100	231
50+	30	40	24	2	4	100	154
	%	%	%	%	%	%	N=
<$50k	38	35	22	4	1	100	161
$50k - $99.9k	32	36	25	3	4	100	108
>$100k	33	43	17	5	2	100	120
	%	%	%	%	%	%	N=
< Bachelors	36	39	19	3	2	100	263
Bachelors or More	31	34	26	6	2	100	128
	%	%	%	%	%	%	N=
Democrat	40	38	16	5	1	100	170
Independent	29	36	29	4	2	100	127
Republican	34	39	20	4	3	100	93
Total	35	38	21	4	2	100	391

ELON POLL

Miami, FL MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	41	39	12	3	4	100	190
Female	49	30	21	0	0	100	195
	%	%	%	%	%	%	N=
Non-white	49	37	12	1	1	100	263
White	37	29	28	4	3	100	122
	%	%	%	%	%	%	N=
18 - 49	42	40	14	2	2	100	208
50+	48	29	20	2	2	100	175
	%	%	%	%	%	%	N=
<$50k	45	30	23	2	1	100	190
$50k - $99.9k	52	40	8	0	1	100	111
>$100k	37	40	14	3	6	100	85
	%	%	%	%	%	%	N=
< Bachelors	45	35	18	1	2	100	269
Bachelors or More	45	35	14	4	1	100	117
	%	%	%	%	%	%	N=
Democrat	48	34	15	2	2	100	174
Independent	39	40	19	1	1	100	127
Republican	48	30	17	3	3	100	85
Total	**45**	**35**	**17**	**2**	**2**	**100**	**386**

Nashville, TN MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	41	37	17	3	2	100	187
Female	44	38	16	2	0	100	195
	%	%	%	%	%	%	N=
Non-white	41	40	16	3	0	100	103
White	43	37	16	2	2	100	282
	%	%	%	%	%	%	N=
18 - 49	40	43	16	1	1	100	226
50+	45	30	18	4	2	100	156
	%	%	%	%	%	%	N=
<$50k	38	39	19	2	1	100	172
$50k - $99.9k	43	39	14	1	2	100	124
>$100k	50	32	13	5	0	100	89
	%	%	%	%	%	%	N=
< Bachelors	41	39	17	2	2	100	258
Bachelors or More	46	34	15	4	1	100	127
	%	%	%	%	%	%	N=
Democrat	47	38	13	1	0	100	123
Independent	34	40	19	4	3	100	144
Republican	48	34	16	2	1	100	117
Total	**42**	**37**	**16**	**3**	**1**	**100**	**384**

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New York City, NY MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	44	34	18	2	2	100	454
Female	35	39	21	4	1	100	499
	%	%	%	%	%	%	N=
Non-white	46	32	17	3	2	100	506
White	30	42	22	4	2	100	450
	%	%	%	%	%	%	N=
18 - 49	41	36	18	3	2	100	545
50+	36	37	22	3	2	100	414
	%	%	%	%	%	%	N=
<$50k	44	30	22	3	1	100	366
$50k - $99.9k	34	42	17	4	3	100	257
>$100k	38	40	19	3	1	100	334
	%	%	%	%	%	%	N=
< Bachelors	39	38	20	2	1	100	590
Bachelors or More	39	35	19	4	3	100	371
	%	%	%	%	%	%	N=
Democrat	41	36	19	3	0	100	455
Independent	36	36	22	3	3	100	320
Republican	38	40	17	2	3	100	184
Total	**39**	**37**	**20**	**3**	**2**	**100**	**959**

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Philadelphia, PA MSA
Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	47	35	13	3	3	100	180
Female	45	33	19	2	1	100	197
	%	%	%	%	%	%	N=
Non-white	41	36	18	3	1	100	142
White	47	33	15	3	2	100	241
	%	%	%	%	%	%	N=
18 - 49	45	34	15	4	1	100	211
50+	45	33	18	1	3	100	169
	%	%	%	%	%	%	N=
<$50k	48	29	20	2	1	100	153
$50k - $99.9k	42	41	14	1	2	100	110
>$100k	45	33	13	6	2	100	119
	%	%	%	%	%	%	N=
< Bachelors	47	34	16	2	1	100	246
Bachelors or More	42	33	16	5	3	100	137
	%	%	%	%	%	%	N=
Democrat	51	30	15	2	2	100	176
Independent	38	37	23	2	1	100	130
Republican	46	36	9	6	4	100	77
Total	**45**	**34**	**16**	**3**	**2**	**100**	**383**

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Pittsburgh, PA MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	55	31	10	3	2	100	192
Female	49	31	17	2	2	100	198
	%	%	%	%	%	%	N=
Non-white	49	26	22	2	1	100	55
White	52	31	12	3	2	100	336
	%	%	%	%	%	%	N=
18 - 49	50	33	13	1	3	100	193
50+	52	29	14	4	1	100	197
	%	%	%	%	%	%	N=
<$50k	52	29	16	2	1	100	181
$50k - $99.9k	49	39	9	2	1	100	121
>$100k	53	25	13	4	4	100	89
	%	%	%	%	%	%	N=
< Bachelors	53	32	13	1	1	100	266
Bachelors or More	49	28	14	5	4	100	126
	%	%	%	%	%	%	N=
Democrat	56	30	11	2	1	100	160
Independent	51	24	19	3	2	100	115
Republican	46	38	10	3	3	100	117
Total	**52**	**31**	**13**	**3**	**2**	**100**	**392**

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Raleigh, NC MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	48	37	8	6	2	100	176
Female	38	48	7	3	4	100	183
	%	%	%	%	%	%	N=
Non-white	50	41	4	1	4	100	140
White	39	42	10	6	2	100	225
	%	%	%	%	%	%	N=
18 - 49	42	41	9	4	3	100	228
50+	45	42	6	5	2	100	137
	%	%	%	%	%	%	N=
<$50k	42	42	7	5	4	100	142
$50k - $99.9k	46	41	8	2	2	100	110
>$100k	42	43	8	6	1	100	111
	%	%	%	%	%	%	N=
< Bachelors	47	41	5	4	3	100	206
Bachelors or More	39	43	11	5	2	100	160
	%	%	%	%	%	%	N=
Democrat	53	37	7	3	1	100	128
Independent	39	40	11	6	4	100	146
Republican	38	51	5	4	3	100	92
Total	**43**	**42**	**8**	**4**	**3**	**100**	**366**

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Washington, DC MSA

Overall, how much do you support or oppose Amazon moving its second headquarters

	Strongly Support	Somewhat Support	Neither support nor oppose	Somewhat oppose	Strongly Oppose	Total	
	%	%	%	%	%	%	N=
Male	44	35	14	5	2	100	520
Female	36	40	17	4	3	100	538
	%	%	%	%	%	%	N=
Non-white	44	37	14	3	3	100	562
White	35	38	17	6	3	100	507
	%	%	%	%	%	%	N=
18 - 49	37	39	16	5	3	100	639
50+	44	35	15	4	2	100	422
	%	%	%	%	%	%	N=
<$50k	34	39	20	4	3	100	270
$50k - $99.9k	39	37	17	4	3	100	300
>$100k	43	37	12	5	3	100	494
	%	%	%	%	%	%	N=
< Bachelors	42	35	17	3	3	100	538
Bachelors or More	37	40	14	6	3	100	532
	%	%	%	%	%	%	N=
Democrat	44	34	15	5	2	100	487
Independent	36	41	17	4	3	100	389
Republican	36	39	15	5	5	100	193
Total	**39**	**38**	**16**	**4**	**3**	**100**	**1,068**

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Methodological Information

Mode:	Online
Population:	Adult residents of MSAs that are finalists for Amazon HQ2
Dates in the field:	March 30 – April 3, 2018
Sample Size:	7,397
Weighting Variables:	Race, Gender, Age, Education, Income

Procedure

For this survey, the Elon University Poll used an online opt-in sample provided by Lucid, LLC. Respondents were recruited for this sample from many sample providers in the Lucid marketplace. Respondents received small amounts of compensation in exchange for their opinions.

For the administration of the survey, the Elon University Poll used Qualtrics. We only included interviews in the final data if respondents spent a minimum length of time on the interview. A survey was considered complete only if a respondent progressed through the entire survey.

Weighting

Weights were generated in Stata using a technique known as iterative proportional fitting, also known as raking. We typically weight results from the Elon University Poll on multiple demographic characteristics. In the case of this survey, weight variables were age, race, sex, education, and income. Population parameters were calculated based on U.S. Census American Community Survey values for each metropolitan statistical area.

Support for Transparency

The Elon University Poll supports transparency in survey research and is a charter member of the American Association for Public Opinion Research Transparency Initiative, which is a program promoting openness and transparency about survey research methods and operations among survey research professionals and the industry. All information about the Elon University Poll that we released to the public conforms to reporting conventions recommended by the American Association for Public Opinion Research and the National Council on Public Polls.

Credibility Intervals

Unlike a traditional random digit-dial telephone survey, online opt-in surveys do not have a traditional margin of error. To account for uncertainty inherent in any sample based research

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design, we provide a credibility interval for each metropolitan statistical area. More information about this technique is available at links below.[2]

The credibility intervals below were calculated with a simple random sample adjusted for design effects approach. This involves inflating traditional confidence intervals by multiplying those intervals by the design effect due to weighting.

Credibility Intervals by MSA:

MSA	N	Design Effect	Credibility Interval (+/-)
Atlanta	387	1.22	6.1
Austin	357	1.13	5.9
Boston	386	1.07	5.3
Chicago	387	1.23	6.1
Columbus	391	1.07	5.3
Dallas	391	1.28	6.3
Denver	382	1.18	5.9
Indianapolis	387	1.13	5.6
Los Angeles	391	1.36	6.7
Miami	386	1.27	6.3
NYC	963	1.19	3.8
Nashville	385	1.07	5.4
Philadelphia	383	1.1	5.5
Pittsburgh	392	1.05	5.2
Raleigh	367	1.1	5.6
Washington, DC	1,070	1.18	3.5

Question Construction and Question Order
In releasing survey results, the Elon University Poll provides the questions as worded and the order in which respondents receive these questions. In some cases, question ordering rotates to avoid biases.

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[2] Source 1: AAPOR: Guidance on Reporting Precision for Nonprobability Samples

Source 2: AAPOR Margin of Sampling Error/Credibility Interval

In an effort to provide neutral, non-biased questions, we attempt to observe conventional question wording and question order protocols in all of our polls. In order to avoid recency or primacy effects, we randomize candidate names within the text of each question. We pretest every questionnaire multiple times before entering the field.

Branching Questions
For questions with multiple response options, we often program our surveys to branch into a secondary probing question.

Frequently Asked Questions

1. **Who pays for the Elon University Poll?**

   Elon University fully funds the Elon University Poll. The poll operates under the auspices of the College of Arts and Sciences at Elon University, led by Dean Gabie Smith. The Elon University administration, led by Dr. Connie Ledoux Book, president of the university, fully supports the Elon University Poll as part of its service to the community.

   Because of this generous support, the Elon University poll does not engage in any contract work. This permits the Elon University Poll to operate as a neutral, non-biased, non-partisan resource.

2. **Does the Elon University Poll favor a certain party?**

   The Elon University Poll is an academic, non-partisan survey. We do not engage or work with any political candidates or parties. We employ best practices to ensure the results are not biased.

3. **Did you weight the data?**

   Yes. We apply weights to the data. For this survey, an iterative proportional fitting algorithm generated weights based on U.S. Census Bureau American Community Survey data for each metropolitan statistical area.

4. **What are the advantages and disadvantages of online opt-in surveys over traditional random-digital dial surveys?**

   Traditional telephone surveys have an advantage over online surveys in that assumptions of equal probability of selection are more appropriate. However, our opinion is that declining telephone response rates and the growth in online sample pool sizes helps narrow quality differences between the two modes. In the case of a survey as large as this one, a telephone survey would have been logistically and financially infeasible.

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The Elon University Poll Team

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