

APA's Public Opinion Poll Results

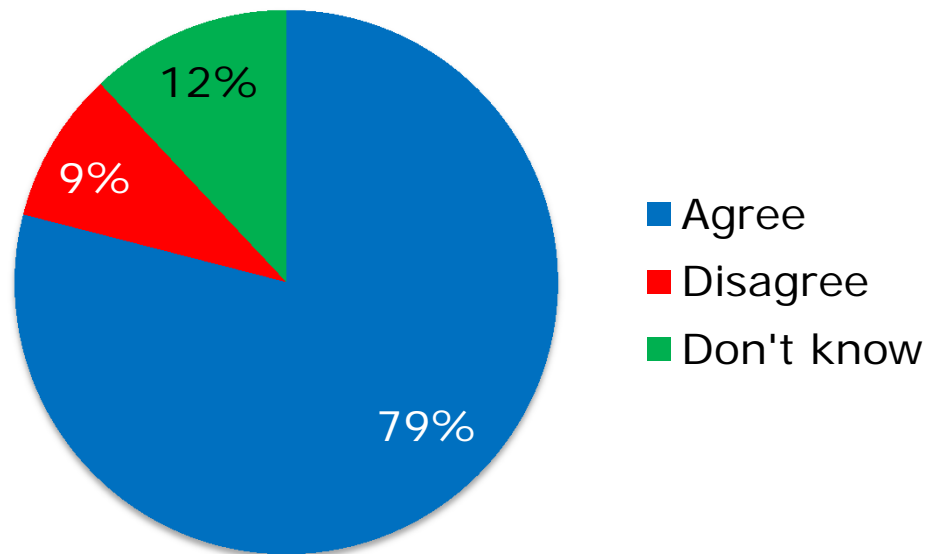
Methodology

- Poll results are + or – 3%
- 1,300 online interviews fielded by Harris Interactive March, 2012 using industry standard protocols.
- The data has been stratified to meet the 2010 US Census estimates for race, income, geography and age.
- This deck is an initial preview only. Final report will be available in June 2012.

Key Take-Aways

- 66% of Americans feel their community needs more planning/planning is supported by a big majority of all demographics, political parties and regions.
- Planners outrank elected officials as those best able to make sure the next 5 years are better than the last 5
- “Communities that Plan are stronger and more resilient than those who don’t” is a widely resonant message.

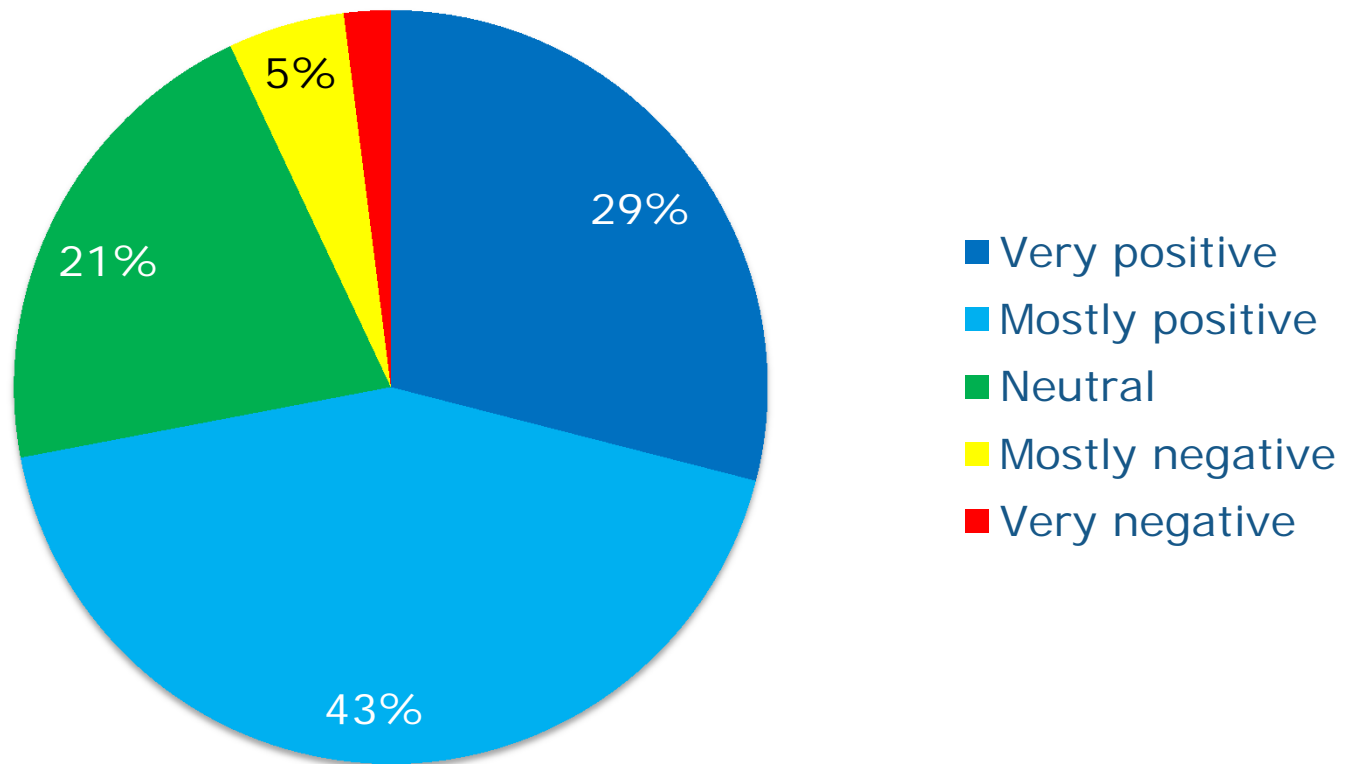
New Definition of Planning is Widely Embraced



Use this definition for "community planning": "a process that seeks to engage all members of a community to create more prosperous, convenient, equitable, healthy, and attractive places for present and future generations."

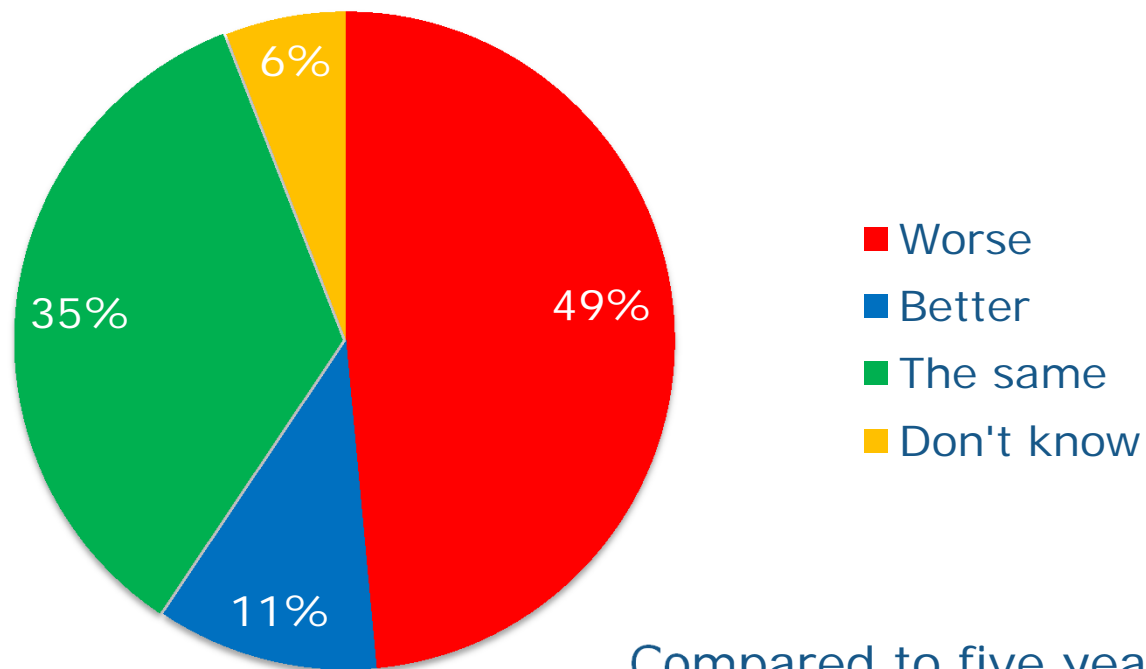
Generally, do you agree or disagree that your community could benefit from a community plan as defined above?

The Word "Planning" is Positive



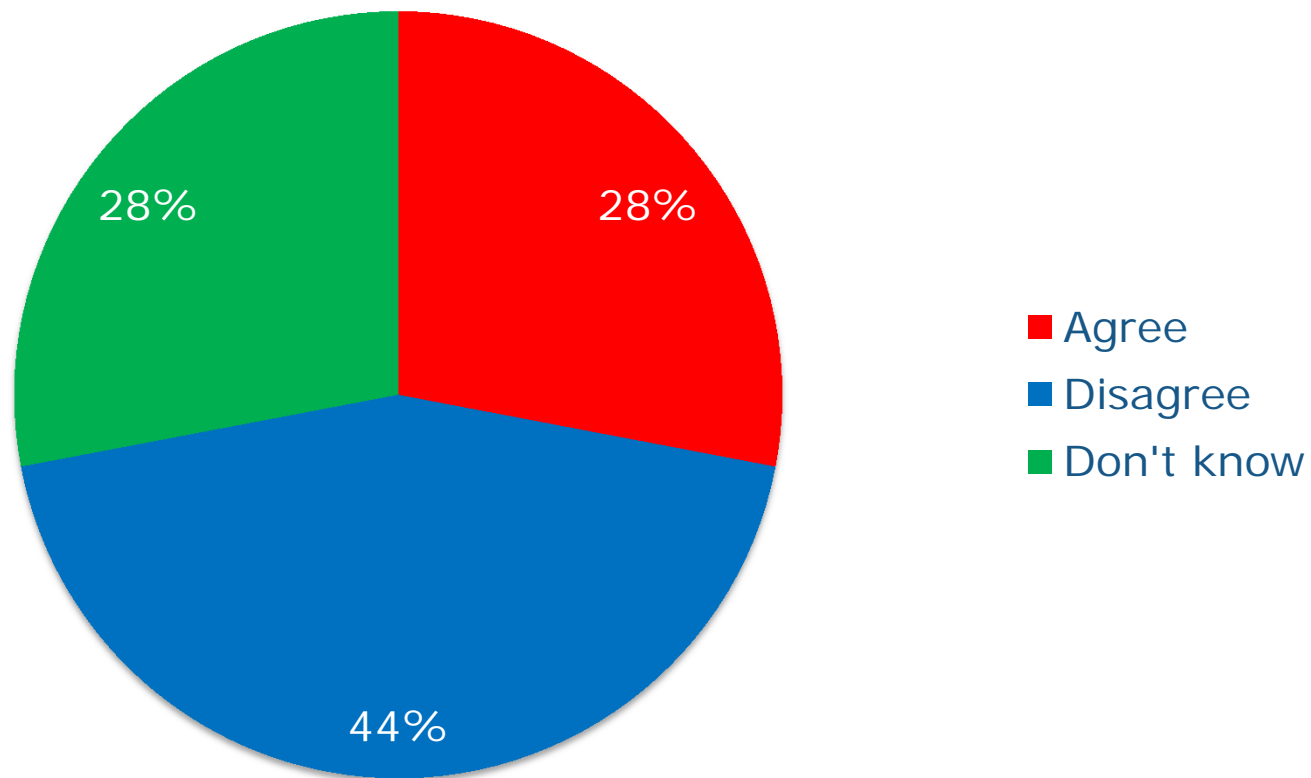
Does the word "planning" have a positive or negative meaning to you?

Half of Communities Worse Off Now



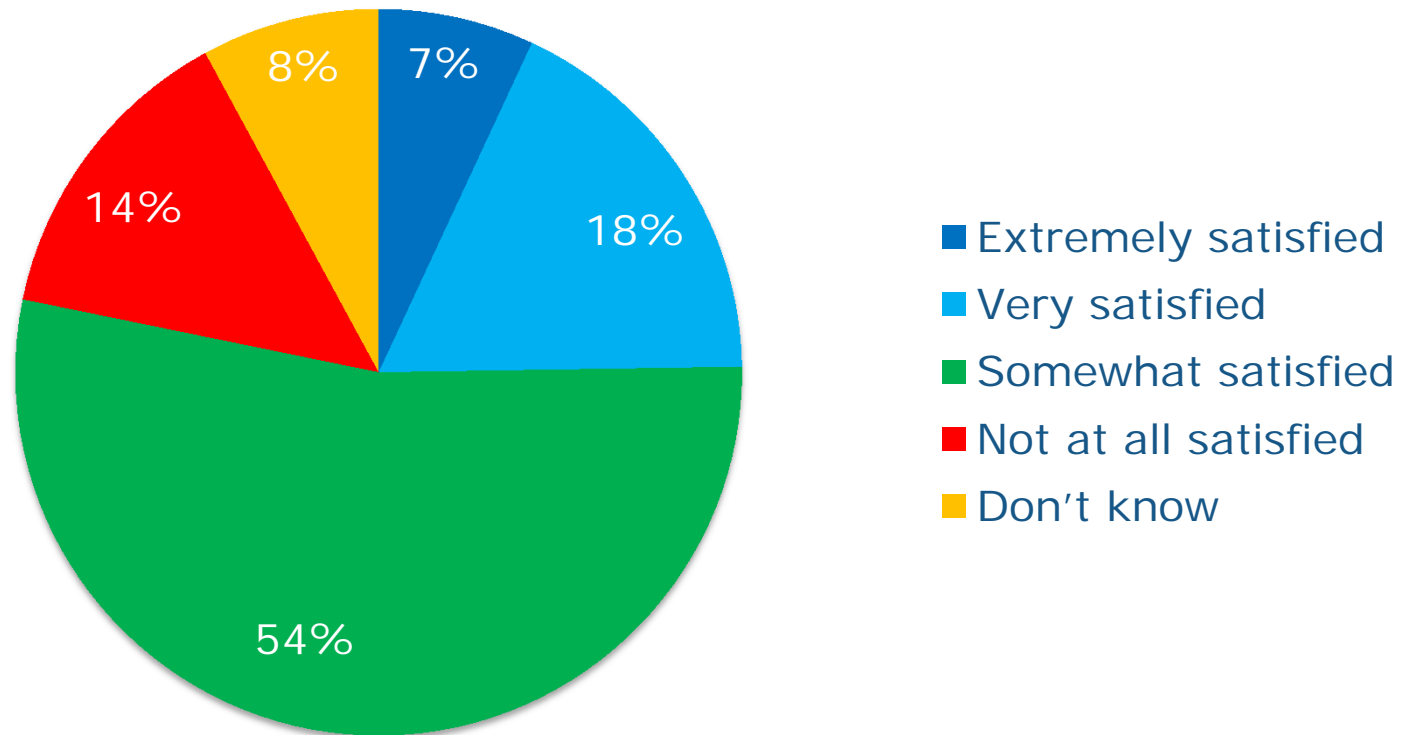
Compared to five years ago, is living in your community generally better for most people, worse for most people or about the same?

Not Enough Planning



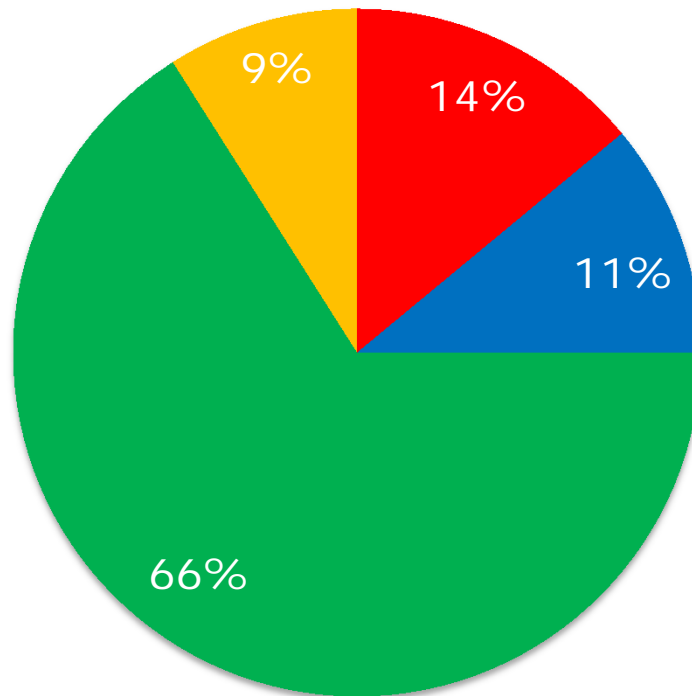
Do you agree or disagree with the following statement?:
My community is doing enough to address the economic situation.

Satisfaction with Planning is Solid



How satisfied are you with the planning that your community's professional planning department does for your area? (N=393)

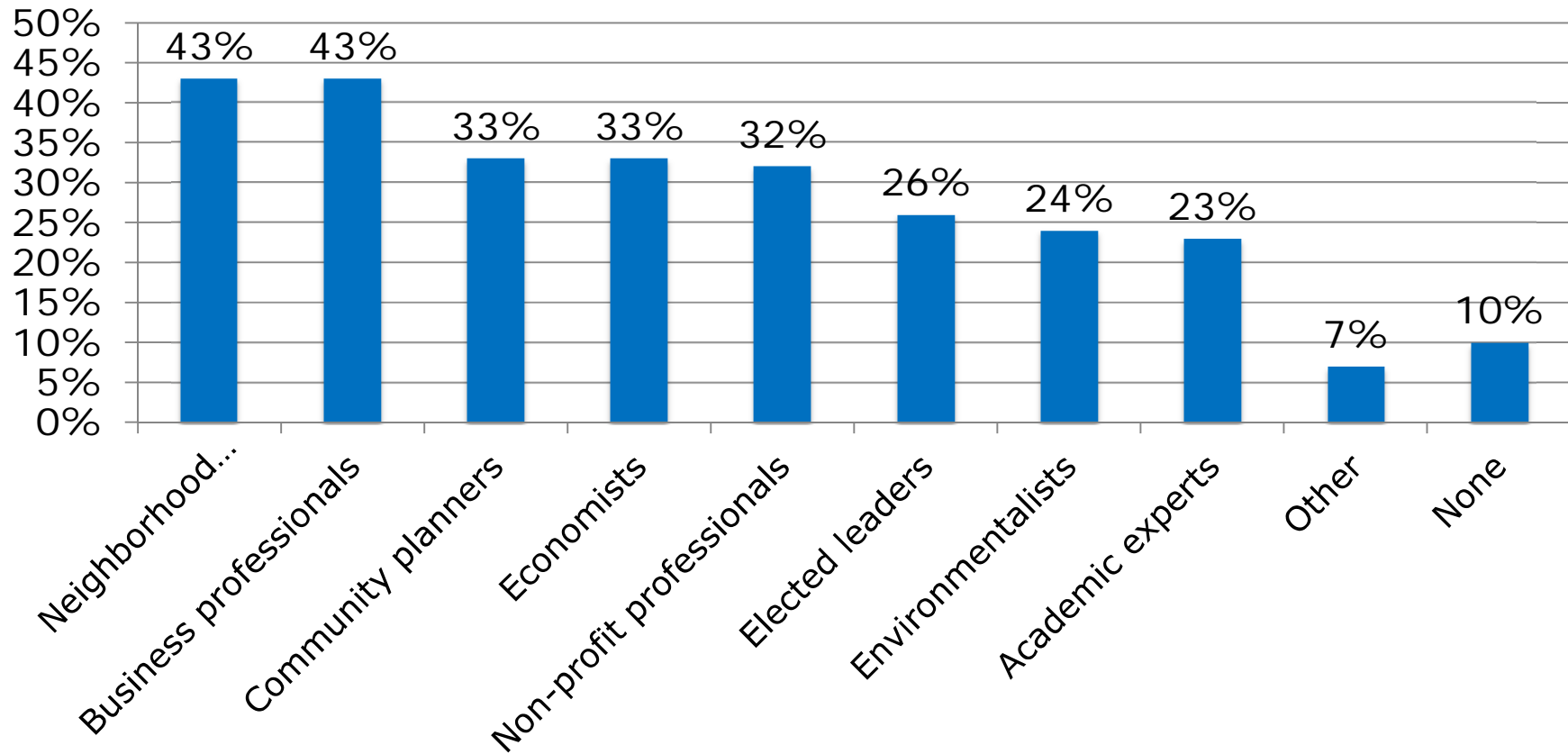
Market Forces Alone Are Not Enough



- Market forces alone will help the economy and bring more jobs
- Community planning is needed for economic improvement and job growth
- Both community planning and market forces are necessary for economic improvement and job creation

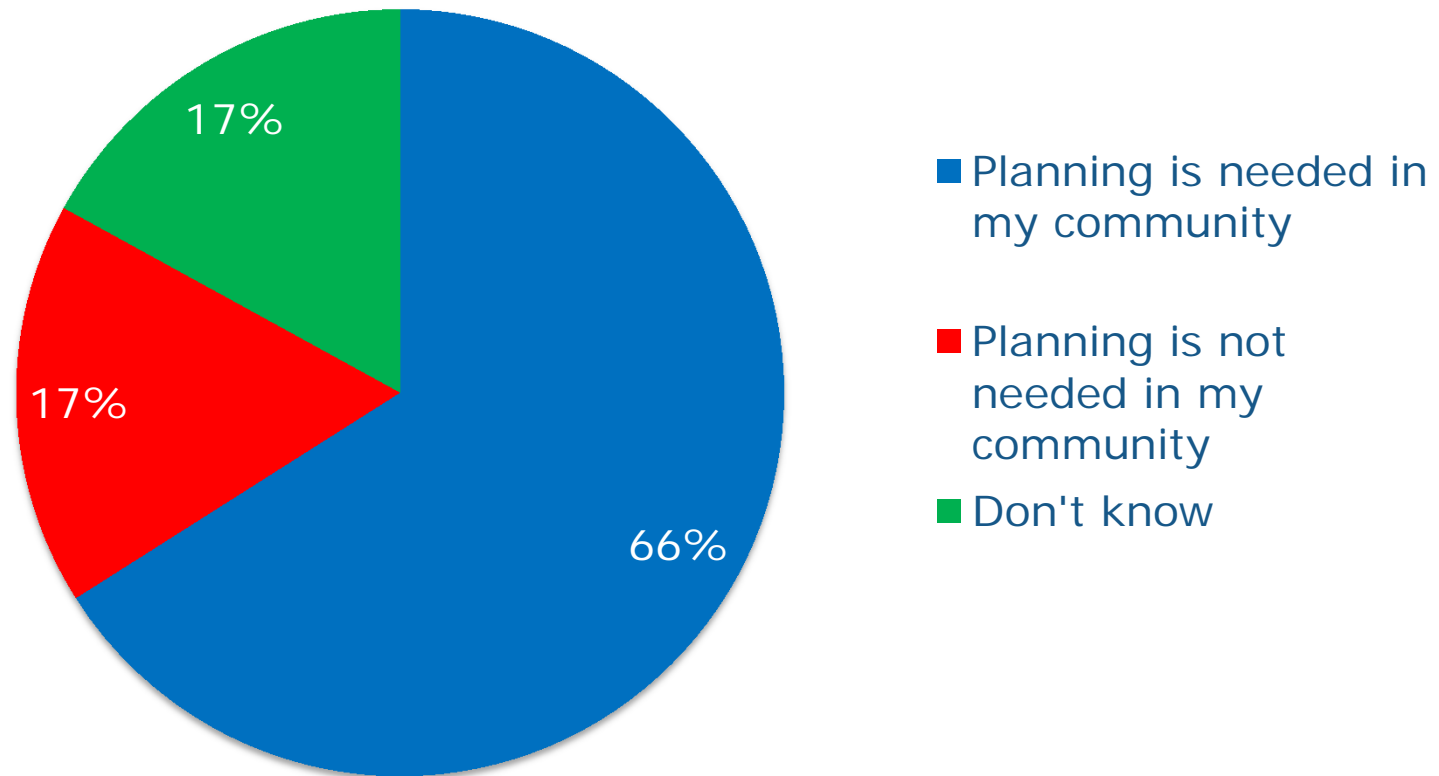
Some people believe that community planning is a necessary part of improving the US economy and encouraging job growth, while others believe that "market forces" alone will help the economy and bring more jobs. Which of the following statements comes closest to your belief?

Planners Are Viewed as Key Leaders



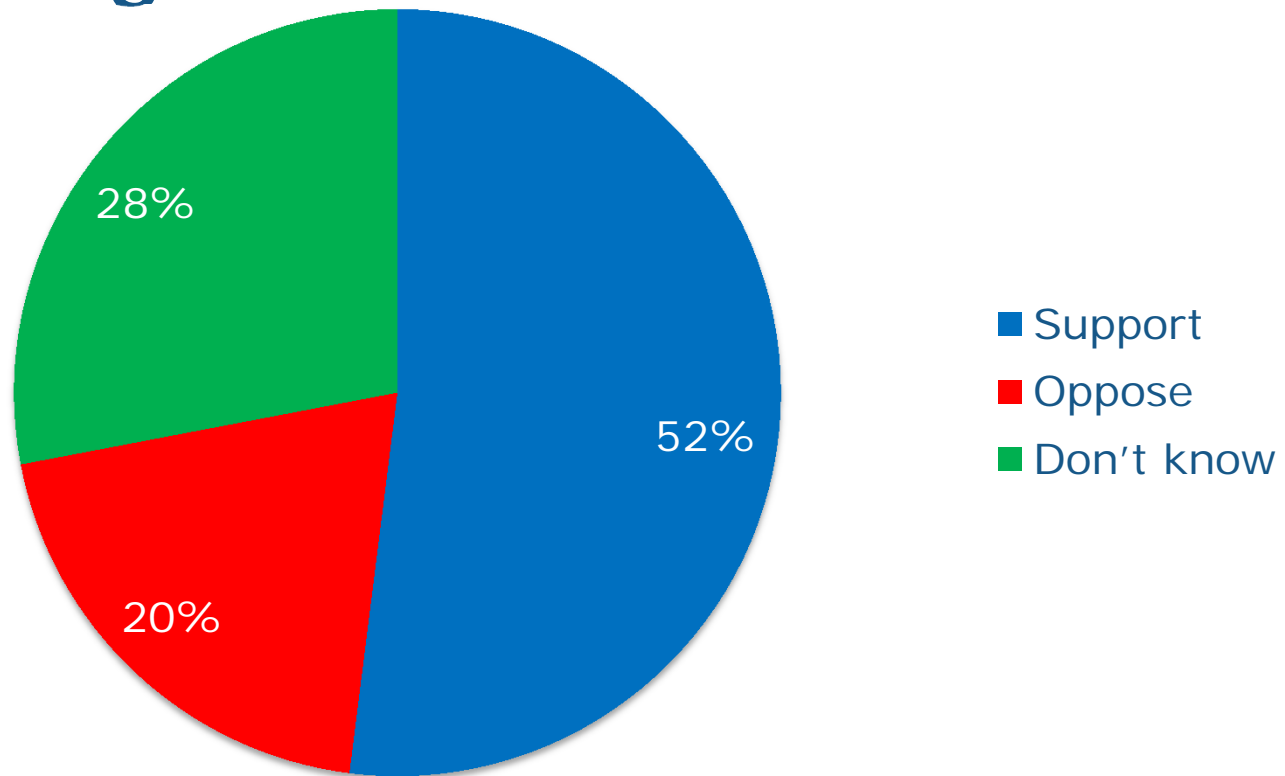
Which of the following types of leaders do you think are best able to understand and implement changes that will make the next five years better than the last five in your community? Please select all that apply

2/3rds Believe their Community Needs Planning



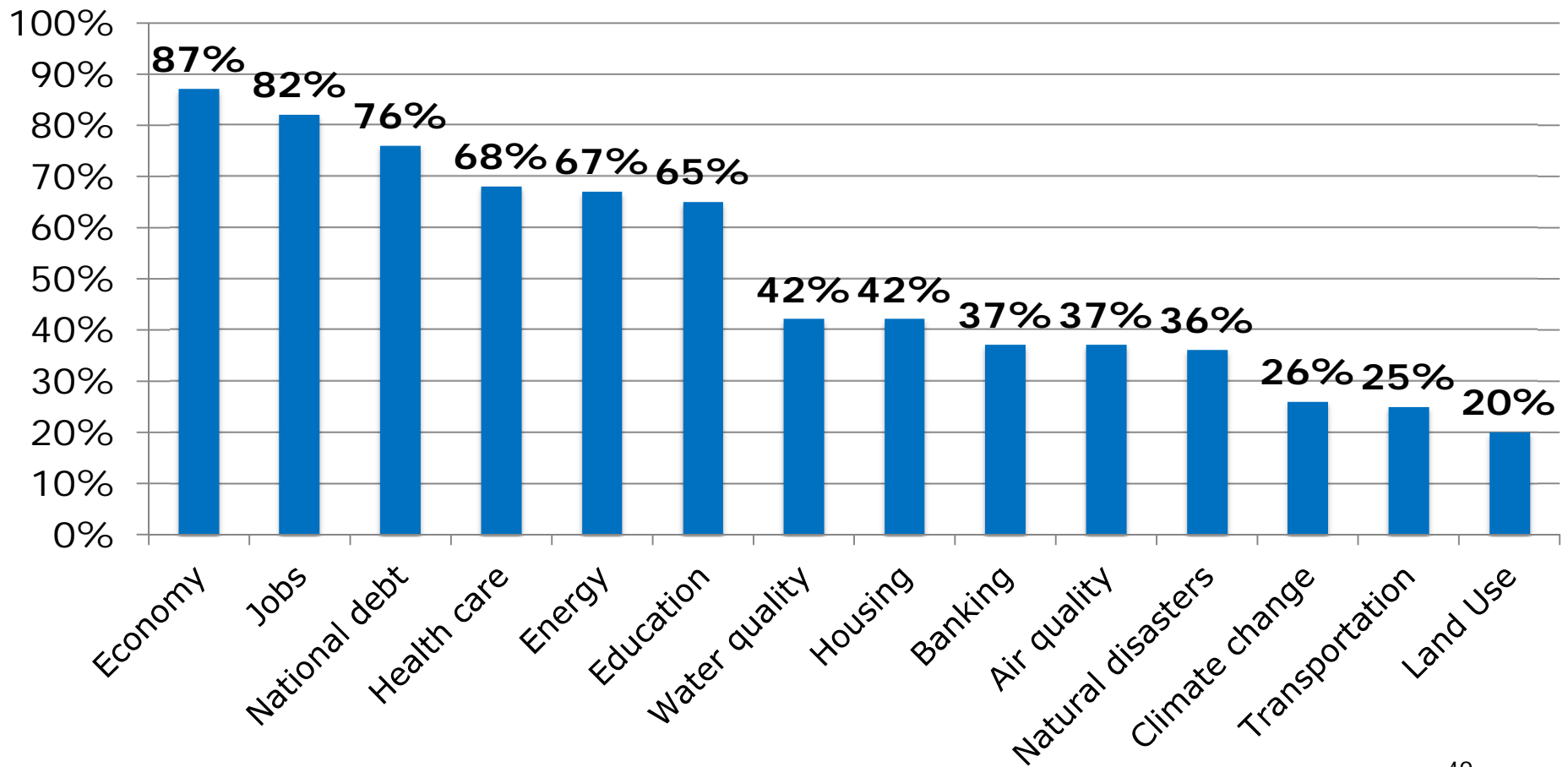
Some people believe their community needs planning, while others believe it should be left alone. Which of the following statements comes closest to your belief?

Majority Support the Use of Taxes For Planning

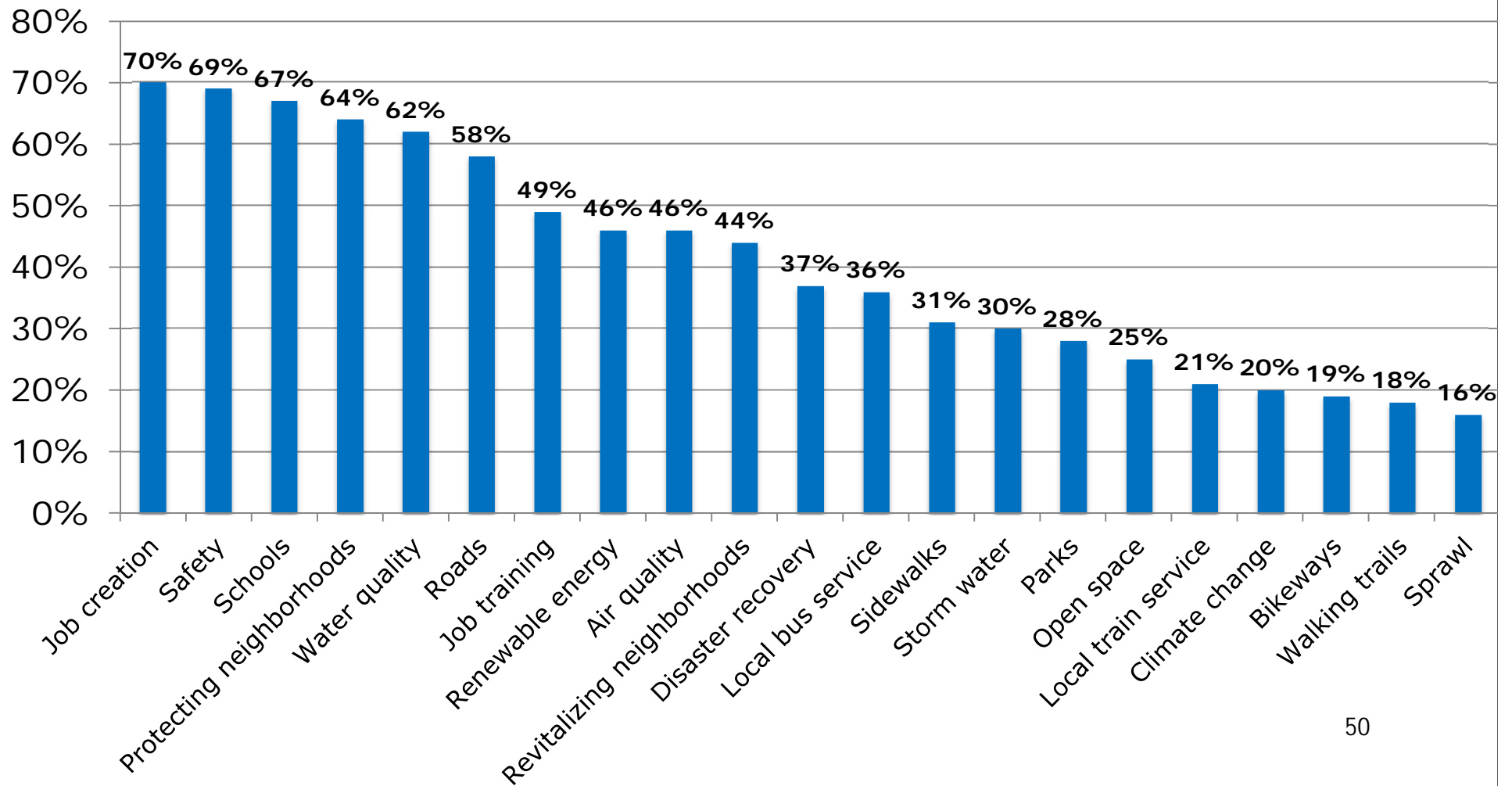


Do you support or oppose the use of your taxes to pay for implementation of community planning efforts?

High Priority National Issues



High Priorities for Planners as Seen By the General Public



Are Planners 'In Sync' With the Public?

- A) Priorities for Planners: Jobs, Safety, Schools, Protecting Neighborhoods, Water Quality.
- B) Local Funding Priorities: Education, Jobs, Clean Water, Safety, Economic Development.
- C) National Priorities: Economy/Jobs, National Debt, Health, Energy, Education.

Vs

- D) Planning Themes: Land Use, Transportation, Density, Housing, Zoning Code, Mixed Use, Sustainability, Climate Change.

105th
NPC
Chicago
2013

