



SUMMARY OF MAJOR FINDINGS

The Gwinnett Place Community Improvement District is in the process of planning, prioritizing and executing major decisions on revitalizing the Gwinnett Place area. The focus of this Landmark Survey was determining how those revitalization efforts are perceived, as well as identifying which solutions are actually being requested by the public.

The most striking point we have determined is that respondents clearly state that they are far more concerned about bad traffic than public safety. They are not saying that crime is the problem: it is clearly traffic concerns.

Landmark also found that the greatest demographic factors leading to different opinions were race and geographic proximity to the Gwinnett Place CID; there was generally very little difference of opinions between genders or age groups, or by length of residence.

ISSUES AND TOP PROBLEMS

Traffic is the top problem named by countywide voters: 22% of voters say traffic is their lead concern, while 18% of voters respond that "too much growth" is their top concern. Crime is listed as the top concern by 14% of voters. This finding is no different from other surveys that Landmark has conducted since 2006. Prior to 2006, "Growth" was usually named as the top problem: today it is "Traffic".

Issues by race...

	Blacks	Hispanics	Asians	Whites
Traffic	21%	20%	26%	23%
Crime	20%	33%	10%	6%

These responses were to open-ended questions regarding the top problem facing Gwinnett County. The answers were not "read" to respondents: they verbalized them on their own, and then their answers were categorized.

AWARENESS AND FAVORABILITY OF THE CIDS

The public is generally not aware of the term "Community Improvement District". Only 11% of the public viewed them favorably, while 2% viewed them unfavorably in general. 76% of voters said they have "Never Heard Of" Community Improvement Districts.

There was very little difference among the races for awareness of the CIDs: The "Never Heard Of" response was given by 73% of Blacks, 87% of Hispanics, 74% of Asians, and 74% of Whites.

The Gwinnett Place CID has an 11% favorable and 2% unfavorable rating. This is the lowest unfavorable rating of the 3 Gwinnett CIDs, though all three carry very small unfavorable ratings.

There was little difference by age group...

	18-30	31-45	46-54	55-65	65+
Favorable	25%	36%	23%	29%	38%
Unfavorable	14%	14%	25%	13%	11%

By Geography: when comparing residents who live within 5 miles vs. those farther than 5 miles on views of GP CID itself...

	Outside 5 Miles	Inside 5 miles
Favorable	10%	13%
Unfavorable	1%	2%
Never Heard of	79%	67%

The Evermore CID (which was also clarified as the "former Highway 78 CID", has a 13%-3% favorable-unfavorable rating.

The Gwinnett Village has a 14%-4% favorable-unfavorable rating.

AWARENESS, FAVORABLE-UNFAVORABLE PERCEPTIONS OF THE GWINNETT PLACE AREA

By a 32-15% margin, residents view the Gwinnett Place area favorably. 30% say they have "never heard of" the Gwinnett Place area. It has been our general assumption that most residents in the county know where Gwinnett Place is: while in fact most do know, there is room to increase the area's name recognition.

By Geography: when comparing residents who live within 5 miles vs. those farther than 5 miles on views of Gwinnett Place area...

	Outside 5 Miles	Inside 5 miles
Favorable	28%	41%
Unfavorable	16%	13%
Never Heard of	34%	20%

VISITATION HABITS: HOW OFTEN, WHY, AND, WHY NOT MORE?

Visitation Habits to Gwinnett Place area: How often, Why and Why Not
55% of residents say they visit the Gwinnett Place area one time or more a month. 40% say they visit less than one time per month ("irregular visitors"). 5% are undecided.

Claimed visitation of the Gwinnett Place area by race...

	Blacks	Hispanics	Asians	Whites
(Generally "regular" visitors) Daily, Multiple times a week, Once a week, a few times a month or once a month	61%	60%	73%	46%

PRIMARY REASONS WHY PEOPLE VISIT THE GWINNETT PLACE AREA

Of the 55% who do come one time a month or more ("regular visitors"), 66% said they were in the district to shop, 6% said dining, 5% said work, 4% said professional services, and 3% said they visited for entertainment.

...AND PRIMARY REASONS WHY SOME DON'T

Of those 40% who say they do not come to Gwinnett Place regularly, 24% say that the reason is that other malls are simply closer; 18% say traffic is too bad; 13% responded that Gwinnett Place was "Too Far"; 29% were undecided or did not know.

When asked why irregular visitors don't come to the area more often, the responses they gave, when broken down by race, were as follows...

	Blacks	Hispanics	Asians	Whites
Another shopping venue is closer	22%	33%	21%	22%
Too far	5%	0%	21%	19%
Traffic	24%	17%	7%	18%
Crime/Safety concerns	2%	0%	14%	8%

PERCEIVED STRENGTHS AND WEAKNESSES

Residents said that the greatest strength/most favorable part of the Gwinnett Place area is the shopping: 29% gave this response as the top response; 22% said "convenience"; 10% said Dining and the variety of ethnic restaurants; 8% gave a response that could be categorized as "culturally diversity".

Residents made clear that the greatest weakness/least favorable part of coming to Gwinnett Place was traffic. 43% of respondents said that the greatest weakness of visiting the District was traffic, while only 10% named public safety concerns as the primary weakness to the area.

By race, the numbers the favorable and unfavorable impressions of Gwinnett Place area itself as follows...

	Blacks	Hispanics	Asians	Whites
Favorable	33%	33%	30%	31%
Unfavorable	9%	7%	16%	20%

By race, the specific problems that were named as the biggest weaknesses/least favorable things about Gwinnett Place...

	Blacks	Hispanics	Asians	Whites
Traffic	47%	40%	46%	40%
Public Safety	6%	0%	14%	15%

By geography, the perceived weaknesses to the Gwinnett Place area broke down as follows...

	Outside 5 miles	Inside 5 miles
Crime	12%	7%
Traffic	44%	37%

PERCEPTION OF THE FUTURE

Many residents said that the next few years will be difficult for Gwinnett Place; in fact, if we had asked this question about Gwinnett County in general, the responses would have been similar. When asked if the direction for Gwinnett Place will be better or worse over the next four years, 14% said better, 47% said worse, and 24% said it would be about the same.

IF ONE THING COULD BE FIXED, WHAT WOULD IT BE?

Residents were asked if they could fix one thing about Gwinnett Place, what would it be. Traffic-related answers were 36% of all responses; "More Police"/"Safety" or was 12% of the responses.

By race...

	Blacks	Hispanics	Asians	Whites
Traffic response	34%	40%	34%	35%
Police/Public Safety	5%	13%	12%	14%

**SPECIFIC SOLUTIONS:
WHAT SOLUTIONS ARE RESIDENTS MOST PASSIONATE ABOUT?**

Landmark tested potential specific solutions to revitalizing the Gwinnett Place area to learn what residents viewed as their priorities. We used a 1-10 scale to allow residents to prioritize different answers. A "10" response was used to offer the "very important" response: a "1" meant it was very unimportant.

In order to categorize the answers into meaningful data, we grouped the numbered responses into three categories: 1-3 (most unimportant), 4-7 (neutral and no passion), and 8-10 (most important).

The overall responses are as follows...

	1-3	4-7	8-10
Pleasant Hill Bridge	19%	30%	51%
Add extra Police or Security	9%	30%	61%
Add sidewalks, benches, lighting, green space, etc.	14%	37%	49%
Close curb cuts	37%	47%	21%
New zoning standards for mixed use & high rises	37%	42%	21%
Renovate Gwinnett Place Mall	19%	39%	42%
Filing Vacant Buildings	7%	31%	62%
More Office Parks and Professional Buildings	32%	38%	30%
More stores for ethnic community	30%	40%	30%

Specific Solutions by Race, grouped by 8-10 (except where noted*)

	Blacks	Hispanics	Asians	Whites
Pleasant Hill Bridge	58%	47%	62%	54%
Add extra Police or Security	55%	53%	70%	65%
Add sidewalks, benches, lighting, green space, etc.	65%	60%	59%	36%
Close curb cuts	25%	20%	21%	21%
New zoning standards for mixed use & high rises	18%	20%	29%	20%
Renovate Gwinnett Place Mall 8-10: (note: the 1-3 answers grouped: very little difference)	44%	33%	44%	44%
<i>1-3:</i>	<i>20%*</i>	<i>20%*</i>	<i>16%*</i>	<i>19%*</i>
Filing Vacant Buildings	64%	60%	59%	62%
More Office Parks and Professional Buildings	31%	40%	34%	25%
More stores for ethnic community	37%	47%	33%	20%

PAYING FOR UPGRADES USING EXISTING GWINNETT SPLOST DOLLARS AND TAX ALLOCATION DISTRICTS

SPLOST

69% said that they support using existing SPLOST taxes to help pay for a new Pleasant Hill Road over I 85, while 21% opposed.

SUPPORT FOR PUTTING TADS ON THE BALLOT

By a 69% to 16% margin, residents said that they supported putting a Tax Allocation District referendum on the ballot for voters to decide. We did not ask whether they would vote for or against the proposal, we simply wanted to know whether voters supported the question being placed.

CRIME AWARENESS IN GWINNETT & AT GWINNETT PLACE

45% of Gwinnettians who participated in the survey responded "yes" when asked if they personally knew someone who had been a victim of crime in Gwinnett County; 54% said they did not personally know someone who had been a victim of crime in Gwinnett.

Personally know crime victim in Gwinnett County...

	Blacks	Hispanics	Asians	Whites
Yes	34%	53%	30%	49%
No	64%	47%	70%	48%

23% said they personally knew someone who had been a victim of crime in the area around Gwinnett Place; 76% said no, they did not personally know anyone who had been the victim of a crime.

Personally know crime victim at Gwinnett Place...

	Blacks	Hispanics	Asians	Whites
Yes	11%	47%	20%	19%
No	88%	53%	80%	78%

By Geography: personally knowing a crime victim at Gwinnett Place

	Outside 5 miles	Inside 5 miles
Yes	25%	16%
No	74%	81%

POTENTIAL PUBLIC MESSAGES

Respondents were offered a few different potential messages about the district in order to determine which message would have the greatest positive and most persuasive impact.

In other words, we offered that "if you knew" a series of positive things about Gwinnett Place in order to determine which was the most persuasive positive message.

If you knew...	Very Persuasive	Somewhat Persuasive	Not Very Persuasive	Not At All Persuasive
that Gwinnett Place area had some of the lowest crime rates as opposed to other retail areas	51%	20%	11%	10%
that you could get in and out of the area faster and without all the hassles of other retail centers	7%	60%	18%	10%
that signage was available that could direct you to your destination	43%	26%	15%	10%
that many of the retail centers and shopping destinations in the Gwinnett Place area are undergoing renovations	27%	34%	12%	9%
that larger culturally diverse stores were coming to the area	28%	22%	20%	20%

CLAIMED VIEWERSHIP OF GWINNETT GOVERNMENT ACCESS CHANNEL

And finally, we asked if respondents watched on cable television the Gwinnett County Government Access channel. 34% of respondents said yes, 63% said no.