



Survey of 500 Registered Voters  
 Gwinnett County, Georgia  
 January 19 - 26, 2008  
 Landmark Communications, Inc.

**Race**

	Frequency	Percent
African-American	105	21.0
Hispanic	90	18.0
Asian	50	10.0
White	255	51.0
Total	500	100.0

**Gender**

	Frequency	Percent
Female	290	58.0
Male	210	42.0
Total	500	100.0

**Live within 5 Miles**

	Frequency	Percent
Outside 5 M.	372	74.4
Inside 5 M.	128	25.6
Total	500	100.0

**Have Children?**

	Frequency	Percent
No	320	64.0
Yes	180	36.0
Total	500	100.0

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**Age Bracket**

	Frequency	Percent
18-30	45	8.9
31-45	159	31.9
45-54	91	18.3
54-65	101	20.3
65+	103	20.6
Total	500	100.0

**Length of Registration**

	Frequency	Percent
0 - 5 Years	212	42.3
5 - 10 Years	113	22.6
10 - 20 Years	117	23.4
20 + Years	58	11.6
Total	500	100.0

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**Q1. What would you say is the most important challenge facing Gwinnett County today, that is, the one you are personally most concerned about?**

	Frequency	Percent
Government Corruption	6	1.2
Crime/ Illegal Drugs	71	14.2
Education	39	7.9
Enviroment/ Landfill Needs	1	.2
Growth/ Too Much	89	17.8
Growth/ Needs more	4	.8
Health Care	10	2.1
Infrastructure Not Enough	9	1.7
Illegal Immigration	26	5.1
Jobs	27	5.3
Morality in Community	1	.2
Terrorism	2	.3
Congestion/ Fix Roads/ Add Public Transportation	112	22.4
Trees Getting Torn Down - Save Trees	1	.2
Water Shortage/ Drought	45	9.0
Other	25	5.0
Undecided	34	6.7
Total	500	100.0

**Q2. What is you opinion of The Community Improvement District, also called CIDs?**

	Frequency	Percent
Favorable	56	11.1
Unfavorable	11	2.2
No Opinion	53	10.6
Never Heard Of	380	76.1
Total	500	100.0

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**Q3. What is your opinion of The Gwinnett Place CID, called the Gwinnett Place?**

	Frequency	Percent
Favorable	53	10.6
Unfavorable	9	1.7
No Opinion	61	12.1
Never Heard Of	378	75.6
Total	500	100.0

**Q4. What is your opinion of The Evermore CID, also called the Highway 78 Community Improvement District?**

	Frequency	Percent
Favorable	64	12.9
Unfavorable	17	3.4
No Opinion	61	12.2
Never Heard Of	357	71.5
Total	500	100.0

**Q5. What is your opinion of The Gwinnett Village CID, also called the Gwinnett Village Community Improvement District?**

	Frequency	Percent
Favorable	53	10.6
Unfavorable	22	4.4
No Opinion	69	13.8
Never Heard Of	356	71.2
Total	500	100.0

**Q6. What is your opinion of Gwinnett Place Area?**

	Frequency	Percent
Favorable	157	31.5
Unfavorable	75	15.1
No Opinion	117	23.4
Never Heard Of	150	30.0
Total	500	100.0

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**Q7. How often would you say that you visit the Gwinnett Place area?**

	Frequency	Percent
Daily	39	7.8
Multiple Times a Week	40	7.9
Once a Week	58	11.5
A Few Times a Month	66	13.1
Once a Month	71	14.2
A Few Times a Year	83	16.7
Once a Year	62	12.5
Never	55	11.1
Undecided	26	5.3
Total	500	100.0

**Q8. What would you say is the main reason that you don't come to the Gwinnett Place area more often?**

	Frequency	Percent
Diversity / Cultural Response	3	1.5
Other Malls & Shopping Is Closer	55	23.9
Stores / Shopping Unsatisfactory	16	6.9
Safety Concerns	13	5.9
Traffic Congestion	42	18.4
Too Far To Get There	31	13.6
Undecided	68	29.9
Total	228	100.0

**Q9. When you do visit the Gwinnett Place area, what would you say is the primary reason for your visit?**

	Frequency	Percent
Dining	30	5.9
Entertainment - Night Life	17	3.4
Shopping	331	66.3
Visiting Professional Services	20	3.9
Work	26	5.3
Undecided	76	15.1
Total	500	100.0

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**Q10. What would you say is the greatest strength or best part of the general area in and around the Gwinnett Place area?**

	Frequency	Percent
Convenient Location/Nearby	111	22.1
Dining: Ethnic Food/ Restaurants	48	9.6
Diversity / Cultural Variety	40	7.9
Entertainment Venue - Night Life	8	1.5
Shopping	147	29.3
Undecided	147	29.5
Total	500	100.0

**Q11. What would you say is the greatest weakness or the least favorable part of the general area in and around the Gwinnett Place area?**

	Frequency	Percent
Crime / Safety	52	10.3
Closed Stores / Closed Businesses	38	7.5
Diversity / Cultural Issue	10	2.0
Inconvenient To Me	6	1.2
Illegal Immigration	6	1.2
Lighting Is Too Dark	9	1.9
Restaurants (Unsatisfactory)	10	2.1
Signs In Foreign Language (Too Many)	3	.7
Traffic	212	42.5
Trash / Graffiti	10	2.1
Shopping (Unsatisfactory)	21	4.3
Walkability Is Poor / Not Enough Sidewalks	2	.3
Zoning / Construction (Unsatisfactory)	12	2.4
Undecided	108	21.6
Total	500	100.0

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**Q12. Generally speaking would you say things around the Gwinnett Place area over the past four years are getting better, getting worse, or staying about the same?**

	Frequency	Percent
Getting Better	72	14.4
Getting Worse	236	47.3
Staying About The Same	120	24.0
Undecided/Don't Know	71	14.2
Total	500	100.0

**Q13. If there were one thing that you could fix about Gwinnett Place to make it an even better place to visit, what would that be?**

	Frequency	Percent
Shopping	32	6.5
Traffic / Roads / Stop Lights	180	36.1
Stop Illegal Immigration	23	4.6
Diversity / Cultural Response	25	5.0
More Police/Safety	59	11.9
Put Signs In English	3	.7
Add Night Life	3	.7
Build Condominiums	9	1.7
Remove Apartments	4	.9
Remove So Much Retail Shops	20	3.9
Build Sidewalks / More Walk-Able Areas	10	2.1
Undecided	130	26.0
Total	500	100.0

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**Q14. On a scale of 1 to 10, how important do you consider building the new bridge over 85 on Pleasant Hill road, with 10 being very important and 1 being not important?**

	Frequency	Percent
1	59	11.8
2	18	3.6
3	18	3.6
4	18	3.6
5	74	14.8
6	32	6.4
7	27	5.5
8	50	10.1
9	21	4.3
10	182	36.5
Total	500	100.0

**Q15. On a scale of 1 to 10, how important do you consider adding more police or security groups, with 10 being very important and 1 being not important?**

	Frequency	Percent
1	29	5.8
2	8	1.5
3	7	1.4
4	20	3.9
5	51	10.2
6	27	5.5
7	51	10.3
8	78	15.7
9	30	5.9
10	199	39.8
Total	500	100.0



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**Q16. On a scale of 1 to 10, how important do you consider building more pedestrian-friendly sidewalks with new benches, improved lighting, and enhanced greenspace, with 10 being very important and 1 being not important?**

	Frequency	Percent
1	38	7.6
2	17	3.4
3	14	2.9
4	23	4.6
5	87	17.3
6	34	6.8
7	43	8.7
8	60	12.1
9	43	8.6
10	140	28.0
Total	500	100.0

**Q17. On a scale of 1 to 10, how important do you consider closing curb cuts along Pleasant Hill to limit the number of driveways and street entrances, with 10 being very important and 1 being not important?**

	Frequency	Percent
1	86	17.1
2	46	9.2
3	28	5.6
4	48	9.6
5	122	24.4
6	19	3.7
7	44	8.9
8	40	8.0
9	11	2.2
10	56	11.1
Total	500	100.0

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**Q18. On a scale of 1 to 10, how important do you consider creating new zoning standards that would allow office space promote mixed use re-development such as residential high rises, with 10 being very important and 1 being not important?**

	Frequency	Percent
1	120	24.0
2	32	6.3
3	35	7.0
4	38	7.7
5	84	16.9
6	44	8.7
7	44	8.8
8	34	6.9
9	29	5.8
10	40	8.0
Total	500	100.0

**Q19. On a scale of 1 to 10, how important do you consider renovating Gwinnett Place Mall, with 10 being very important and 1 being not important?**

	Frequency	Percent
1	61	12.3
2	17	3.5
3	16	3.2
4	27	5.3
5	86	17.2
6	41	8.2
7	41	8.2
8	46	9.2
9	21	4.3
10	143	28.6
Total	500	100.0

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**Q20. On a scale of 1 to 10, how important do you consider filling vacant buildings, with 10 being very important and 1 being not important?**

	Frequency	Percent
1	25	5.0
2	6	1.2
3	5	1.0
4	23	4.6
5	72	14.5
6	21	4.3
7	38	7.5
8	71	14.2
9	44	8.9
10	194	38.8
Total	500	100.0

**Q22. On a scale of 1 to 10, how important do you consider bringing in more stores and establishments that cater to the growing ethnic community, with 10 being very important and 1 being not important?**

	Frequency	Percent
1	93	18.5
2	35	7.0
3	24	4.8
4	26	5.1
5	100	20.1
6	44	8.9
7	29	5.9
8	41	8.2
9	22	4.4
10	85	17.1
Total	500	100.0

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**Q23. Would you support using existing "SPLOST" sales tax revenue and matching federal funds to rebuild and widen the Pleasant Hill Bridge?**

	Frequency	Percent
Yes, Rebuild Bridge	343	68.6
No. Keep Current Bridge	104	20.9
Undecided	49	9.8
Refused	3	.7
Total	500	100.0

**Q21. On a scale of 1 to 10, how important do you consider bringing in more office parks and professional buildings, with 10 being very important and 1 being not important?**

	Frequency	Percent
1	82	16.4
2	29	5.8
3	24	4.8
4	28	5.7
5	108	21.7
6	44	8.9
7	36	7.1
8	59	11.8
9	16	3.3
10	73	14.5
Total	500	100.0

**Q24. Generally speaking, would you support or oppose putting the TADs referendum on the ballot in order to let voters learn about the issue and decide whether to pass it?**

	Frequency	Percent
Support Referendum On Ballot	344	68.9
Oppose Referendum On Ballot	78	15.6
Undecided	75	15.0
Refused	3	.5
Total	500	100.0

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**Q25. Do you personally know someone who has been the victim of a crime in Gwinnett County?**

	Frequency	Percent
Yes	224	44.9
No	267	53.5
Undecided	6	1.2
Refused	3	.5
Total	500	100.0

**Q26. Do you personally know someone who has been the victim of a crime in the Gwinnett Place area?**

	Frequency	Percent
Yes	112	22.5
No	379	75.8
Undecided	6	1.2
Refused	3	.5
Total	500	100.0

**Q27. How persuasive? ... If you knew that the Gwinnett Place area had some of the lowest crime rates as compared to other retail areas?**

	Frequency	Percent
Very Persuasive	256	51.2
Somewhat Persuasive	99	19.8
Not Very Persuasive	55	11.0
Not at all Persuasive	49	9.7
Undecided	42	8.3
Total	500	100.0

**Q28. How persuasive? ... if you knew you could get in and out of the area faster and without all the hassles of other retail centers?**

	Frequency	Percent
Very Persuasive	299	59.7
Somewhat Persuasive	89	17.9
Not Very Persuasive	41	8.2
Not at all Persuasive	38	7.7
Undecided	32	6.5
Total	500	100.0

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**Q29. How persuasive? ... If you knew signage was available that could direct you to your destination?**

	Frequency	Percent
Very Persuasive	215	43.0
Somewhat Persuasive	127	25.5
Not Very Persuasive	76	15.2
Not at all Persuasive	48	9.5
Undecided	34	6.8
Total	500	100.0

**Q30. How persuasive? ... If you knew that many of the retail centers and shopping destinations in the Gwinnett Place area was undergoing renovations?**

	Frequency	Percent
Very Persuasive	136	27.2
Somewhat Persuasive	170	33.9
Not Very Persuasive	86	17.2
Not at all Persuasive	62	12.3
Undecided	46	9.2
Total	500	100.0

**Q31. How persuasive? ... If you knew that more and larger culturally diverse stores were coming into the area?**

	Frequency	Percent
Very Persuasive	142	28.4
Somewhat Persuasive	109	21.8
Not Very Persuasive	102	20.4
Not at all Persuasive	101	20.2
Undecided	46	9.2
Total	500	100.0

**Q32. Do you ever watch on cable television the Gwinnett County Government Access Channel?**

	Frequency	Percent
Yes	169	33.7
No	316	63.2
Undecided	15	3.1
Total	500	100.0