Using New Technologies to Survey Memphis Residents
Identifying and Responding to Local Concerns

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Smart City Research Cluster Final Presentations
March 27, 2018
What Do City Residents Think?

A simple but very expensive question to answer!

Local telephone polls cost tens of thousands of dollars ($32/response)

We use Facebook to conduct local surveys at a fraction of the cost ($3/response)
Survey Recruitment

Conducted surveys in August (about 1,000 responses) and December (about 600) 2017

Use **targeted ads** to recruit Memphis residents
Responses by Zip Code (August)
Ratings of City Services

- Major streets well maintained: 45%
- Your streets well maintained: 45%
- Garbage collectors large items: 53%
- Police prevent crime: 55%
- Garbage collectors don’t spill: 63%
- Police prompt: 64%
- Police respectful: 77%
- Garbage collectors on time: 84%
- EMS prompt: 92%
- Fire prompt: 95%
- Fire respectful: 95%
- EMS respectful: 96%
**General Satisfaction**

**Overall Satisfaction**
- Memphis overall: 48%
- Your neighborhood: 70%

**Crime in Memphis**
- Decreasing: 4%
- Same: 21%
- Increasing: 75%

**Crime in neighborhood**
- Decreasing: 5%
- Same: 49%
- Increasing: 46%

**Contact police in past year**
- No: 64%
- Yes: 36%
Support for Amazon, IRV (December)

- Want Amazon HQ2: 87%
- Tax Breaks for Amazon: 76%
- Instant Runoff Voting: 47%

Proportion of Sample:

<table>
<thead>
<tr>
<th>Category</th>
<th>Proportion of Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Want Amazon HQ2</td>
<td>87%</td>
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<tr>
<td>Tax Breaks for Amazon</td>
<td>76%</td>
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<tr>
<td>Instant Runoff Voting</td>
<td>47%</td>
</tr>
</tbody>
</table>
# Accuracy of Facebook Targeting

Facebook Says You Are...

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Chances You Actually Are...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>24%</td>
</tr>
<tr>
<td>Living in one of 12 Memphis zipcodes</td>
<td>52%</td>
</tr>
<tr>
<td>Not college educated</td>
<td>67%</td>
</tr>
<tr>
<td>College educated</td>
<td>74%</td>
</tr>
<tr>
<td>Politically liberal</td>
<td>80%</td>
</tr>
<tr>
<td>Politically very liberal</td>
<td>97%</td>
</tr>
<tr>
<td>Living in Memphis, TN</td>
<td>98%</td>
</tr>
<tr>
<td>Aged 18–24</td>
<td>99%</td>
</tr>
<tr>
<td>Aged 25+</td>
<td>99%</td>
</tr>
</tbody>
</table>

![Bar Chart: Chances You Actually Are...](chart.png)
Thanks!

Questions / comments?

▶ Come to my poster!

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