



# DC and NY residents are excited to welcome Amazon HQ2 to their cities

## Optimism is generally high, though some express concern about Amazon's impact on their daily life

**Washington, DC, December 4, 2018** – On November 13, Amazon announced it would build two supplemental headquarters in the New York City and Washington, DC, metro areas. The decision process took more than a year from the September 2017 announcement, and local citizens are well aware that their cities have been chosen. Eighty-two percent of Washington, DC, area residents and 80% of New York City area residents report awareness of the final decision.

The majority of residents report positive feelings toward Amazon's decision, though Washington, DC area residents are slightly more likely to believe it will be good for the area. Overall, 77% feel that Amazon operating nearby will be generally good for their area, including 81% in DC and 73% in New York. Nearly three-quarters (72%) overall are happy their cities won bids for Amazon's new offices, including 78% in DC and 67% in New York. Furthermore, 77% expect Amazon to try to act as a good corporate citizen; there is no difference between DC and New York area residents on this. Despite the optimism, nearly half (47%) report that they have concerns about what Amazon's presence will do to their daily lives. Another 48% believe their local governments offered too much to entice Amazon to their city.

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## Press Release – continued –

1. Is the [REGION] metro area headed in the right direction or is it off on the wrong track? (Select one)

	<b>Total (N = 1010)</b>	<b>Washington DC (N = 505)</b>	<b>New York (N = 505)</b>
Right direction	43%	47%	39%
Wrong track	38%	37%	40%
Don't know	19%	16%	22%

2. What is the main challenge facing the [REGION] metro area? (Open End)

	<b>Total</b>
Cost of living / economic inequality	33%
Public infrastructure	31%
Traffic congestion	20%
Crime	5%
Donald Trump	4%
Too many to narrow down	4%
Don't know	4%

3. How concerned are you, if at all, with the following issues in [REGION]? (Select one for each)  
a. Concerned summary

	<b>Total</b>	<b>Washington DC</b>	<b>New York</b>
Traffic	87%	89%	84%
Affordable housing	84%	86%	83%
Public transit infrastructure	83%	82%	85%
Local government policy making	76%	76%	75%
Availability of good paying jobs	65%	59%	72%

- b. Affordable housing

	<b>Total</b>	<b>Washington DC</b>	<b>New York</b>
Very concerned	54%	53%	55%
Somewhat concerned	30%	33%	28%
Not very concerned	9%	9%	10%
Not at all concerned	4%	3%	5%
Don't know	3%	3%	2%
<i>Concerned (net)</i>	<i>84%</i>	<i>86%</i>	<i>83%</i>
<i>Unconcerned (net)</i>	<i>13%</i>	<i>12%</i>	<i>15%</i>

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## Press Release – continued –

### c. Availability of good-paying jobs

	Total	Washington DC	New York
Very concerned	34%	30%	39%
Somewhat concerned	31%	29%	33%
Not very concerned	27%	32%	21%
Not at all concerned	6%	7%	5%
Don't know	2%	2%	2%
<i>Concerned (net)</i>	<i>65%</i>	<i>59%</i>	<i>72%</i>
<i>Unconcerned (net)</i>	<i>33%</i>	<i>39%</i>	<i>26%</i>

### d. Public transit infrastructure

	Total	Washington DC	New York
Very concerned	52%	46%	58%
Somewhat concerned	31%	36%	27%
Not very concerned	10%	12%	8%
Not at all concerned	4%	3%	4%
Don't know	3%	3%	3%
<i>Concerned (net)</i>	<i>83%</i>	<i>82%</i>	<i>85%</i>
<i>Unconcerned (net)</i>	<i>14%</i>	<i>16%</i>	<i>12%</i>

### e. Traffic

	Total	Washington DC	New York
Very concerned	59%	62%	56%
Somewhat concerned	27%	27%	28%
Not very concerned	9%	7%	11%
Not at all concerned	3%	3%	3%
Don't know	2%	2%	2%
<i>Concerned (net)</i>	<i>87%</i>	<i>89%</i>	<i>84%</i>
<i>Unconcerned (net)</i>	<i>11%</i>	<i>10%</i>	<i>13%</i>

### f. Local government policy making

	Total	Washington DC	New York
Very concerned	32%	31%	33%
Somewhat concerned	44%	45%	42%
Not very concerned	17%	17%	16%
Not at all concerned	4%	3%	4%
Don't know	4%	4%	5%
<i>Concerned (net)</i>	<i>76%</i>	<i>76%</i>	<i>75%</i>
<i>Unconcerned (net)</i>	<i>20%</i>	<i>20%</i>	<i>20%</i>

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4. Are you aware of the recent announcement that Amazon will locate HQ2 — major headquarters operations — in Long Island City in Queens, New York and in Crystal City in the Washington DC area?

	Total	Washington DC	New York
No	16%	15%	16%
Yes	81%	82%	80%
Don't know	3%	3%	4%

5. Do you agree or disagree with each of the following... (Select one for each)
- a. Agree summary

	Total	Washington DC	New York
Amazon locating operations in [REGION] will be generally good for the area	77%	81%	73%
I think Amazon will try to be a good corporate citizen in [REGION]	77%	78%	76%
I am happy that my local government won the Amazon HQ2	72%	78%	67%
The local government in [REGION] gave Amazon too much to win the HQ2	48%	45%	52%
I have concerns about what Amazon's presence will do to my daily life	47%	50%	44%

- b. Amazon locating operations in [REGION] will be generally good for the area

	Total	Washington DC	New York
Strongly agree	33%	34%	32%
Somewhat agree	44%	47%	42%
Somewhat disagree	10%	9%	12%
Strongly disagree	5%	5%	6%
Don't know	7%	6%	8%
<i>Agree (net)</i>	<i>77%</i>	<i>81%</i>	<i>73%</i>
<i>Disagree (net)</i>	<i>16%</i>	<i>14%</i>	<i>18%</i>

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c. I am happy that my local government won the Amazon HQ2

	<b>Total</b>	<b>Washington DC</b>	<b>New York</b>
Strongly agree	32%	34%	30%
Somewhat agree	40%	43%	38%
Somewhat disagree	11%	9%	13%
Strongly disagree	7%	6%	8%
Don't know	10%	7%	12%
<i>Agree (net)</i>	<i>72%</i>	<i>78%</i>	<i>67%</i>
<i>Disagree (net)</i>	<i>18%</i>	<i>15%</i>	<i>21%</i>

d. I have concerns about what Amazon's presence will do to my daily life

	<b>Total</b>	<b>Washington DC</b>	<b>New York</b>
Strongly agree	17%	15%	18%
Somewhat agree	30%	35%	25%
Somewhat disagree	25%	26%	24%
Strongly disagree	20%	17%	23%
Don't know	8%	7%	9%
<i>Agree (net)</i>	<i>47%</i>	<i>50%</i>	<i>44%</i>
<i>Disagree (net)</i>	<i>45%</i>	<i>43%</i>	<i>47%</i>

e. I think Amazon will try to be a good corporate citizen in [REGION]

	<b>Total</b>	<b>Washington DC</b>	<b>New York</b>
Strongly agree	35%	34%	36%
Somewhat agree	42%	43%	40%
Somewhat disagree	10%	9%	10%
Strongly disagree	5%	5%	5%
Don't know	8%	8%	9%
<i>Agree (net)</i>	<i>77%</i>	<i>78%</i>	<i>76%</i>
<i>Disagree (net)</i>	<i>15%</i>	<i>14%</i>	<i>16%</i>

f. The local government in [REGION] gave Amazon too much to win the HQ2

	<b>Total</b>	<b>Washington DC</b>	<b>New York</b>
Strongly agree	21%	18%	23%
Somewhat agree	27%	26%	29%
Somewhat disagree	18%	20%	16%
Strongly disagree	7%	8%	6%
Don't know	27%	27%	26%
<i>Agree (net)</i>	<i>48%</i>	<i>45%</i>	<i>52%</i>
<i>Disagree (net)</i>	<i>25%</i>	<i>28%</i>	<i>22%</i>

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### About the Study

These are findings from an Ipsos poll conducted November 15-19, 2018. For the survey, a sample of 1,010 adults 18+ from the New York City and Washington DC metro areas were interviewed online in English. The sample includes 505 Washington DC metro area residents and 505 New York City metro area residents.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,010, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

This study also has a credibility interval of 5.0 percentage points Washington DC metro and New York City metro respondents.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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### About Ipsos Public Affairs

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### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

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We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

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