

Cobb Alternative Analysis Survey – Followup

1. What do you feel will be the single most significant transportation issue facing Cobb County 25 years from now?

Traffic congestion	41%
Inadequate public transit, including buses.....	17%
No rail transit in the county.....	12%
Lack of alternative route choices.....	10%
Lack of roads	6%
Poor condition and quality of roads.....	6%
Something else	5%
<i>Don't know/ Refused</i>	4%

2. County officials often have to decide priorities based on limited resources. If you had to choose, which is more important to you — building more roadways, or improving the public transit system?

Improving the public transit system.....	50%
Building more roadways	31%
<i>Both (volunteered response)</i>	13%
<i>Neither (volunteered response)</i>	5%
<i>Don't know/ Refused</i>	1%

3. Suppose the county was considering improving the public transit system. Would you prefer to improve the system through: (select all that apply)

Adding rail transit service within the county and connecting to MARTA.....	57%
Improving the local bus transit system	27%
Adding streetcar/trolley circulators in regional business districts	16%
Something else	13%
<i>Don't know/ Refused</i>	5%

4. Now I am going to read you three alternative approaches to address Cobb County's transportation problems. To make it easier for residents to get to local destinations, should Cobb County . . . ?

Make it easier for people to use public transit; or	34%
Make it easier for people to drive their vehicles; or	19%
Make it easier to walk	9%
<i>All of the above (volunteered response)</i>	36%
<i>Don't know/ Refused</i>	2%

Local officials are considering several possible ways to improve transportation back and forth between Cobb County and the Arts Center MARTA station in the City of Atlanta. One way is adding a new form of public transportation.

- [Rotate options] One option would be adding light rail transit, which means laying down tracks for passenger trains that could run along highways and on streets between Cobb County and the Arts Center MARTA station in Midtown Atlanta. Another possible option would be bus rapid transit, which means adding lanes to highways that can be used by passenger buses between Cobb County and the Arts Center MARTA station in Midtown Atlanta. If cost was not a factor, which would you prefer to see in place: light rail transit, or bus transit?

[If chooses an option: would you MUCH prefer to see train/bus, or would you SOMEWHAT prefer to see train/bus?]

Train–Much.....	57%
Train–Somewhat	4%
Bus–Much.....	15%
Bus–Somewhat	2%
<i>Both (volunteered response)</i>	7%
<i>Neither (volunteered response)</i>	12%
<i>It depends (volunteered response)</i>	3%
<i>Don't know/ Refused</i>	0%

- There are a couple of different possible end points in Cobb County for a new public transportation system. The south end in Midtown Atlanta would be the Arts Center MARTA station, but the two options for the northern end in Cobb County would be either in Acworth on SR 92 near Cowan Road, or at Kennesaw State University. If cost was not a factor, which end point would you prefer: Acworth, or Kennesaw State University?

[If chooses an option: would you MUCH prefer Acworth/Kennesaw State University, or would you SOMEWHAT prefer Acworth/Kennesaw State University?]

Acworth–Much.....	32%
Acworth–Somewhat	3%
Kennesaw State University–Much.....	40%
Kennesaw State University–Somewhat.....	4%
<i>Both (volunteered response)</i>	11%
<i>Neither (volunteered response)</i>	7%
<i>It depends (volunteered response)</i>	4%
<i>Don't know/ Refused</i>	0%

- How likely would you be to ride a light rail passenger train between Cobb County and the Arts Center MARTA station in Midtown Atlanta?

Very likely	41%
Somewhat likely	16%
Not too likely.....	9%
Not likely at all.....	25%
<i>It depends (volunteered response)</i>	8%
<i>Don't know/ Refused</i>	1%

8. How likely would you be to ride a bus with a dedicated lane between Cobb County and the Arts Center MARTA station in Midtown Atlanta?

Very likely	17%
Somewhat likely	18%
Not too likely	19%
Not likely at all.....	39%
<i>It depends (volunteered response)</i>	6%
<i>Don't know/Refused</i>	2%

[Rotate questions 9 and 10]

9. Suppose a new public transportation system was going to be developed between between Kennesaw or Acworth in Cobb County and Midtown Atlanta. The route would run entirely along I-75. Would you prefer it to be a light rail system, or a bus rapid transit system?

[If chooses an option: would you MUCH prefer to see rail/bus, or would you SOMEWHAT prefer to see rail/bus?]

Rail–Much	60%
Rail–Somewhat	6%
Bus–Much.....	16%
Bus–Somewhat	1%
<i>Both (volunteered response)</i>	6%
<i>Neither (volunteered response)</i>	9%
<i>It depends (volunteered response)</i>	2%
<i>Don't know/Refused</i>	1%

10. Suppose a new public transportation system was going to be developed between Kennesaw or Acworth in Cobb County and Midtown Atlanta. The route would run along US 41 in Cobb County to the Cumberland district, and then along I-75 in Atlanta. Would you prefer it to be a light rail system, or a bus rapid transit system?

[If chooses an option: would you MUCH prefer to see rail/bus, or would you SOMEWHAT prefer to see rail/bus?]

Rail–Much	52%
Rail–Somewhat	7%
Bus–Much.....	20%
Bus–Somewhat	1%
<i>Both (volunteered response)</i>	7%
<i>Neither (volunteered response)</i>	10%
<i>It depends (volunteered response)</i>	2%
<i>Don't know/Refused</i>	1%

11. Would you prefer a public transit system between Kennesaw or Acworth in Cobb County and Midtown Atlanta that had just a few stops along the way and served as an express system, or one that had a greater number of stops that would allow more convenient access to neighborhoods, shopping centers, and employment centers?

[If chooses an option: would you MUCH prefer to see express/more stops, or would you SOMEWHAT prefer to see express/more stops?]

Express–Much	31%
Express–Somewhat	7%
More stops–Much	33%
More stops–Somewhat	3%
<i>Both (volunteered response)</i>	13%
<i>Neither (volunteered response)</i>	9%
<i>It depends (volunteered response)</i>	4%
<i>Don't know/ Refused</i>	0%

12. An express bus system is a bus service, like GRTA that operates during morning and evening rush periods, mainly to take commuters to and from work. It does not have its own lane on the highway. How likely would you be to ride an express bus between Kennesaw or Acworth in Cobb County and the Arts Center MARTA station in Midtown Atlanta?

Very likely	20%
Somewhat likely	16%
Not too likely	13%
Not likely at all	41%
<i>It depends (volunteered response)</i>	6%
<i>I already do (volunteered response)</i>	1%
<i>Don't know/ Refused</i>	2%

13. Thinking back to the election on July 31, did you vote for or against the regional transportation initiative on the ballot? If you did not vote at all in that election, just say so.

Voted FOR	29%
Voted AGAINST	39%
Did not vote at all	28%
<i>Don't know/ Refused</i>	4%

14. [If FOR] What is the main reason you voted FOR the transportation initiative? (*do not read responses*) (select all that apply)

It would reduce traffic congestion	45%
It would be good for Cobb County	24%
I wanted more transit options available	24%
It would be good for the region	21%
I wanted more roads	12%
It would help the Beltline	10%
<i>Some other reason</i>	18%
<i>Don't know/ Refused</i>	0%

15. [If AGAINST] What is the main reason you voted AGAINST the transportation initiative? (*do not read responses*) (select all that apply)

Does not not trust the government to do a good job.....	32%
Did not want more taxes.....	29%
The proposed initiative was not comprehensive/good enough	26%
There was not enough in the proposal for Cobb County.....	17%
We do not need more money for transportation/Transportation is not the answer.....	16%
There was too much focus on public transit in the proposal.....	13%
There was too much focus on roads in the proposal	10%
<i>Some other reason</i>	18%
<i>Don't know/ Refused</i>	0%

My last few questions are for statistical purposes only.

16. About how many total miles do you drive daily on your commute to and from work?

0 to 10 miles	22%
10 to 20	15%
20 to 30	13%
30 to 40	11%
40 and up	16%
<i>Does not commute to work (volunteered response)</i>	22%
<i>Don't know/ Refused</i>	1%

17. How often do you drive on I-75 or US-41 as part of your commute to work?

Everyday	49%
Most days	9%
Some days	15%
Never.....	27%
<i>Don't know/ Refused</i>	0%

18. Do you commute to the City of Atlanta?

Yes.....	42%
No.....	58%
<i>Don't know/ Refused</i>	0%

19. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or what?

[IF DEMOCRAT OR REPUBLICAN] Would you call yourself a strong or a not very strong (Democrat/Republican)?

[IF INDEPENDENT OR ANYTHING ELSE] Do you think of yourself as closer to the Democratic or Republican party?

Strong Democrat.....	15%
Not very strong Democrat	3%
Lean Democrat	4%
Independent.....	27%
Lean Republican	8%
Not very strong Republican.....	6%
Strong Republican.....	19%
<i>No preference (volunteered response)</i>	10%
<i>Other (volunteered response)</i>	2%
<i>Don't know</i>	0%
<i>Refused</i>	5%

20. Please stop me when I reach the category that best defines your age.

18 to 29	10%
30 to 39	18%
40 to 49	24%
50 to 59	22%
60 or over	23%
<i>Don't know/Refused</i>	2%

[Record gender]

Male	45%
Female	55%

These results are based on a scientific telephone survey of 400 voters in Cobb County within a 2.5 mile radius of I-75 or US-41, resulting in a margin of sampling error of ±4.9%. The survey was conducted by The Schapiro Group, Inc., a Georgia-based research firm, using live callers from August 23-26, 2012.

Cobb Alternative Analysis Survey – Followup

1. What do you feel will be the single most significant transportation issue facing Atlanta 25 years from now?

Inadequate public transit, including buses.....	43%
Traffic congestion	38%
Poor condition and quality of roads.....	8%
Lack of roads	4%
Lack of alternative route choices	3%
Something else	4%
<i>Don't know/ Refused</i>	1%

2. City officials often have to decide priorities based on limited resources. If you had to choose, which is more important to you — building more roadways, or improving the public transit system?

Improving the public transit system.....	68%
Building more roadways	18%
<i>Both (volunteered response)</i>	11%
<i>Neither (volunteered response)</i>	2%
<i>Don't know/ Refused</i>	1%

3. Suppose the city was considering improving the public transit system. Would you prefer to improve the system through: (select all that apply)

Expanding MARTA rail service.....	61%
Having buses and trains run more frequently.....	29%
Adding streetcar/trolley circulators in regional business districts	22%
Having MARTA bus stops in more locations.....	27%
Something else	10%
<i>Don't know/ Refused</i>	3%

4. Now I am going to read you three alternative approaches to address Atlanta’s transportation problems. To make it easier for residents to get to local destinations, should Atlanta . . . ?

Make it easier for people to use public transit; or	44%
Make it easier for people to drive their vehicles; or	13%
Make it easier to walk	10%
<i>All of the above (volunteered response)</i>	33%
<i>Don't know/ Refused</i>	1%

Local officials are considering several possible ways to improve transportation back and forth between Cobb County and the Arts Center MARTA station in the City of Atlanta. One way is adding a new form of public transportation.

5. [Rotate options] One option would be adding light rail transit, which means laying down tracks for passenger trains that could run along highways and on streets between Cobb County and the Arts Center MARTA station in Midtown Atlanta. Another possible option would be bus rapid transit, which means adding lanes to highways that can be used by passenger buses between Cobb County and the Arts Center MARTA station in Midtown Atlanta. If cost was not a factor, which would you prefer to see in place: light rail transit, or bus transit?

[If chooses an option: would you MUCH prefer to see train/bus, or would you SOMEWHAT prefer to see train/bus?]

Train–Much	64%
Train–Somewhat	3%
Bus–Much.....	12%
Bus–Somewhat	3%
<i>Both (volunteered response)</i>	7%
<i>Neither (volunteered response)</i>	8%
<i>It depends (volunteered response)</i>	2%
<i>Don't know/Refused</i>	1%

6. There are a couple of different possible end points in Cobb County for a new public transportation system. The south end in Midtown Atlanta would be the Arts Center MARTA station, but the two options for the northern end in Cobb County would be either in Acworth on SR 92 near Cowan Road, or at Kennesaw State University. If cost was not a factor, which end point would you prefer: Acworth, or Kennesaw State University?

[If chooses an option: would you MUCH prefer Acworth/Kennesaw State University, or would you SOMEWHAT prefer Acworth/Kennesaw State University?]

Acworth–Much.....	7%
Acworth–Somewhat	1%
Kennesaw State University–Much.....	42%
Kennesaw State University–Somewhat.....	3%
<i>Both (volunteered response)</i>	13%
<i>Neither (volunteered response)</i>	11%
<i>It depends (volunteered response)</i>	11%
<i>Don't know/Refused</i>	13%

7. How likely would you be to ride a light rail passenger train between the Arts Center MARTA station in Midtown Atlanta and Cobb County?

Very likely	23%
Somewhat likely	16%
Not too likely	16%
Not likely at all.....	35%
<i>It depends (volunteered response)</i>	7%
<i>Don't know/Refused</i>	4%

8. How likely would you be to ride a bus with a dedicated lane between the Arts Center MARTA station in Midtown Atlanta and Cobb County?

Very likely	10%
Somewhat likely	11%
Not too likely	22%
Not likely at all.....	45%
<i>It depends (volunteered response)</i>	7%
<i>Don't know/Refused</i>	4%

[Rotate questions 9 and 10]

9. Suppose a new public transportation system was going to be developed between between Midtown Atlanta and Kennesaw or Acworth in Cobb County. The route would run entirely along I-75. Would you prefer it to be a light rail system, or a bus rapid transit system?

[If chooses an option: would you MUCH prefer to see rail/bus, or would you SOMEWHAT prefer to see rail/bus?]

Rail–Much	58%
Rail–Somewhat	6%
Bus–Much.....	9%
Bus–Somewhat	2%
<i>Both (volunteered response)</i>	7%
<i>Neither (volunteered response)</i>	7%
<i>It depends (volunteered response)</i>	5%
<i>Don't know/Refused</i>	6%

10. Suppose a new public transportation system was going to be developed between between Midtown Atlanta and Kennesaw or Acworth in Cobb County. The route would run along I-75 in Atlanta to the Cumberland District, and then along US 41 in Cobb County. Would you prefer it to be a light rail system, or a bus rapid transit system?

[If chooses an option: would you MUCH prefer to see rail/bus, or would you SOMEWHAT prefer to see rail/bus?]

Rail–Much	58%
Rail–Somewhat	6%
Bus–Much.....	10%
Bus–Somewhat	1%
<i>Both (volunteered response)</i>	7%
<i>Neither (volunteered response)</i>	7%
<i>It depends (volunteered response)</i>	5%
<i>Don't know/Refused</i>	6%

11. Would you prefer a public transit system between Midtown Atlanta and Kennesaw or Acworth in Cobb County that had just a few stops along the way and served as an express system, or one that had a greater number of stops that would allow more convenient access to neighborhoods, shopping centers, and employment centers?

[If chooses an option: would you MUCH prefer to see express/more stops, or would you SOMEWHAT prefer to see express/more stops?]

Express–Much	23%
Express–Somewhat	4%
More stops–Much	36%
More stops–Somewhat	3%
<i>Both (volunteered response)</i>	15%
<i>Neither (volunteered response)</i>	7%
<i>It depends (volunteered response)</i>	5%
<i>Don't know/ Refused</i>	8%

12. An express bus system is a bus service, like GRTA that operates during morning and evening rush periods, mainly to take commuters to and from work. It does not have its own lane on the highway. How likely would you be to ride an express bus between the Arts Center MARTA station in Midtown Atlanta and Kennesaw or Acworth in Cobb County?

Very likely	13%
Somewhat likely	11%
Not too likely	18%
Not likely at all	44%
<i>It depends (volunteered response)</i>	7%
<i>I already do (volunteered response)</i>	0%
<i>Don't know/ Refused</i>	7%

13. Thinking back to the election on July 31, did you vote for or against the regional transportation initiative on the ballot? If you did not vote at all in that election, just say so.

Voted FOR	41%
Voted AGAINST	31%
Did not vote at all	25%
<i>Don't know/ Refused</i>	3%

14. [If FOR] What is the main reason you voted FOR the transportation initiative? (*do not read responses*) (select all that apply)

It would be good for Atlanta	47%
It would reduce traffic congestion	44%
I wanted more transit options available	37%
It would be good for the region	33%
It would help the Beltline	20%
I wanted more roads	8%
<i>Some other reason</i>	10%
<i>Don't know/ Refused</i>	3%

15. [If AGAINST] What is the main reason you voted AGAINST the transportation initiative? (*do not read responses*) (select all that apply)

Did not want more taxes.....	42%
Does not not trust the government to do a good job.....	36%
The proposed initiative was not comprehensive/good enough	23%
There was not enough in the proposal for Atlanta.....	16%
We do not need more money for transportation/Transportation is not the answer.....	14%
There was too much focus on roads in the proposal	6%
There was too much focus on public transit in the proposal.....	5%
<i>Some other reason</i>	15%
<i>Don't know/ Refused</i>	0%

My last few questions are for statistical purposes only.

16. About how many total miles do you drive daily on your commute to and from work?

0 to 10 miles	35%
10 to 20	11%
20 to 30	10%
30 to 40	5%
40 and up	6%
<i>Does not commute to work (volunteered response)</i>	33%
<i>Don't know/ Refused</i>	1%

17. How often do you drive on I-75 or US-41 as part of your commute to work?

Everyday	22%
Most days.....	10%
Some days	22%
Never.....	44%
<i>Don't know/ Refused</i>	1%

18. Do you commute to Cobb County?

Yes.....	22%
No.....	77%
<i>Don't know/ Refused</i>	1%

19. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or what?

[IF DEMOCRAT OR REPUBLICAN] Would you call yourself a strong or a not very strong (Democrat/Republican)?

[IF INDEPENDENT OR ANYTHING ELSE] Do you think of yourself as closer to the Democratic or Republican party?

Strong Democrat.....	32%
Not very strong Democrat	4%
Lean Democrat	6%
Independent.....	27%
Lean Republican	5%
Not very strong Republican.....	3%
Strong Republican.....	15%
<i>No preference (volunteered response)</i>	5%
<i>Other (volunteered response)</i>	1%
<i>Don't know</i>	0%
<i>Refused</i>	2%

20. Please stop me when I reach the category that best defines your age.

18 to 29	13%
30 to 39	18%
40 to 49	25%
50 to 59	19%
60 or over	23%
<i>Don't know/Refused</i>	0%

[Record gender]

Male	44%
Female	56%

These results are based on a scientific telephone survey of 400 voters in the City of Atlanta within a 2.5 mile radius of I-75, resulting in a margin of sampling error of ±4.9%. The survey was conducted by The Schapiro Group, Inc., a Georgia-based research firm, using live callers from August 27-30, 2012.