

**SURVEY OF METRO ATLANTA REGISTERED VOTERS
REGARDING TRANSPORTATION ISSUES**

CITY OF ATLANTA

MARCH 13-24, 2008

Hello, may I please speak with _____? Mr./Mrs. _____ this is _____ with Ayres, McHenry & Associates, a public opinion research company. We're talking with people in your county today for just a few minutes about transportation issues in metro Atlanta. We are not trying to sell anything, your answers are completely confidential, and we would really appreciate your cooperation (DO NOT PAUSE).

A. ENTER COUNTY FROM SAMPLE:

CITY OF ATLANTA..... 100%

1. Traffic congestion is a real problem for some people in metro Atlanta, while it is not such a problem for others. How about you? Is traffic congestion during weekday rush hours a very serious, somewhat serious, or not so serious problem for you?

	METRO ATLANTA	CITY OF ATL	N	E	S	W
VERY SERIOUS.....	31%	24%	24%	20%	24%	26%
SOMEWHAT SERIOUS.....	20%	17%	21%	20%	8%	19%
NOT SO SERIOUS.....	47%	55%	50%	58%	63%	51%
DON'T KNOW/NO OPINION.....	2%	4%	5%	2%	5%	4%

2. Do you have a full-time or part-time job outside of your home?

	METRO ATLANTA	CITY OF ATL	N	E	S	W
YES/FULL-TIME.....	46%	37%	40%	42%	35%	33%
YES/PART-TIME.....	10%	9%	10%	19%	3%	6%
NO.....	44%	53%	50%	40%	62%	61%

Metro Atlanta results are based on 1784 weighted cases, MoE = ±2.32 percent. City of Atlanta results are based on 400 cases, MoE = ±4.90 percent. Regional definitions are: North: City Council Districts 7 and 8; East: Districts 2, 5, and 6; South: Districts 1, 3, 4, and 12; West: Districts 9, 10, and 11. MoE for the regions ranges from ±8.73 to 10.82 percent.
Totals may not equal 100 percent due to rounding.

3. Do you travel outside of your home county to get to your workplace? IF YES, ASK: To which county do you travel for work?

	METRO	CITY OF				
	ATLANTA	ATL	N	E	S	W
YES, CHEROKEE	1%	0%	0%	0%	0%	0%
YES, CLAYTON.....	4%	3%	0%	0%	5%	6%
YES, COBB	5%	7%	5%	2%	14%	10%
YES, DEKALB.....	8%	8%	10%	7%	11%	4%
YES, DOUGLAS.....	0%	0%	0%	0%	0%	0%
YES, FAYETTE	1%	0%	0%	0%	0%	2%
YES, FULTON.....	27%	12%	15%	19%	11%	4%
YES, GWINNETT.....	4%	5%	12%	2%	0%	4%
YES, HENRY	1%	0%	0%	0%	0%	0%
YES, ROCKDALE.....	1%	0%	0%	0%	0%	0%
YES, SPALDING.....	0%	1%	0%	0%	3%	0%
YES, OTHER.....	7%	5%	5%	9%	3%	4%
NO	39%	56%	46%	62%	51%	57%
DON'T KNOW/REFUSED.....	2%	4%	7%	0%	3%	8%

Note: Results based on respondents who work outside of their home.

4. Which of the following best describe how you usually get to work: drive in a car alone, drive with others in a car pool, drive with others in a van pool, ride a local bus or shuttle, ride an express bus, ride a MARTA train, ride a motorcycle, bike, walk, or telecommute? (ACCEPT UP TO THREE RESPONSES)

	METRO	CITY OF				
	ATLANTA	ATL	N	E	S	W
DRIVE ALONE.....	90%	81%	83%	72%	78%	92%
DRIVE IN CAR POOL.....	6%	6%	2%	10%	5%	6%
DRIVE IN VAN POOL.....	1%	0%	0%	0%	0%	0%
LOCAL BUS	1%	3%	0%	3%	11%	0%
SHUTTLE.....	0%	0%	0%	0%	0%	0%
EXPRESS BUS.....	1%	1%	0%	2%	0%	0%
MARTA TRAIN.....	3%	6%	5%	5%	8%	8%
MOTORCYCLE.....	0%	0%	0%	0%	0%	0%
BIKE	0%	2%	0%	3%	5%	0%
WALK.....	1%	6%	5%	12%	3%	0%
TELECOMMUTE.....	2%	3%	5%	3%	0%	2%
COMBINATION (VOLUNTEERED).....	0%	1%	0%	2%	0%	0%
DON'T KNOW/REFUSED.....	0%	1%	2%	2%	0%	0%

Note: Results based on respondents who work outside of their home.
Totals exceed 100% because multiple responses were accepted.

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5. On a typical day, about how long does it take you to get home from work?

	METRO ATLANTA	CITY OF				
		ATL	N	E	S	W
LESS THAN 15 MINUTES.....	17%	20%	22%	21%	27%	14%
15 TO 29 MINUTES.....	25%	36%	39%	47%	19%	31%
30 TO 44 MINUTES.....	23%	19%	17%	17%	22%	20%
45 TO 59 MINUTES.....	15%	14%	10%	9%	16%	20%
AN HOUR OR MORE.....	19%	9%	7%	7%	8%	14%
DON'T KNOW/REFUSED.....	2%	3%	5%	0%	8%	0%

Note: Results based on respondents who work outside of their home.

6. How often have you used public transportation in the metro Atlanta area during the last year: several times a week, a few times a month, once or twice during the year, or never?

	METRO ATLANTA	CITY OF				
		ATL	N	E	S	W
SEVERAL TIMES/WEEK.....	5%	12%	4%	12%	20%	10%
FEW TIMES/MONTH.....	7%	15%	16%	21%	14%	9%
ONCE OR TWICE/YEAR.....	29%	36%	50%	37%	26%	33%
NEVER.....	58%	37%	29%	31%	38%	48%
DON'T KNOW/REFUSED.....	0%	1%	1%	0%	3%	0%

7. Which public transportation systems in metro Atlanta have you used in the last year? (DO NOT READ RESPONSES, ACCEPT MULTIPLE RESPONSES)

	METRO ATLANTA	CITY OF				
		ATL	N	E	S	W
MARTA.....	90%	89%	95%	96%	77%	88%
COBB COMMUNITY TRANSIT (CCT).....	3%	1%	0%	2%	0%	3%
GWINNETT COUNTY TRANSIT.....	2%	1%	0%	0%	2%	2%
GRTA ("GRETA") EXPRESS BUS.....	2%	1%	0%	3%	0%	0%
CLAYTON TRANSIT.....	0%	0%	0%	0%	2%	0%
THE "BUC" (BUCKHEAD).....	1%	1%	2%	0%	2%	2%
CHEROKEE AREA TRANS. (CATS).....	0%	0%	0%	0%	2%	0%
GEORGIA TECH STINGER/TROLLEY.....	0%	0%	0%	2%	0%	0%
FREE RIDE (ATLANTIC STATION).....	0%	0%	0%	0%	0%	0%
THE CLIFF (EMORY UNIVERSITY).....	0%	0%	0%	0%	0%	0%
PANTHER EXPRESS (GA STATE).....	0%	0%	0%	0%	0%	0%
ATL. UNIV. CENTER SHUTTLES.....	0%	0%	0%	0%	0%	0%
OTHER.....	7%	10%	4%	8%	21%	8%
DON'T KNOW/REFUSED.....	2%	3%	2%	2%	4%	5%

Note: Results based on respondents who have used public transportation at least once during the last year.
Totals exceed 100% because multiple responses were accepted.

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8. Overall, how would you rate your satisfaction with the public transportation systems you've used in the metro Atlanta area (ROTATE: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied)?

	METRO ATLANTA	CITY OF				
		ATL	N	E	S	W
VERY SATISFIED	35%	32%	30%	29%	33%	35%
SOMEWHAT SATISFIED.....	46%	45%	46%	49%	35%	49%
SOMEWHAT DISSATISFIED	12%	13%	12%	17%	16%	11%
VERY DISSATISFIED.....	5%	7%	9%	6%	11%	3%
DON'T KNOW/REFUSED.....	2%	3%	4%	0%	5%	3%

Note: Results based on respondents who have used public transportation at least once during the last year.

9. Why do you say you were dissatisfied? (PROBE FOR SPECIFICS, INCLUDING TRANSIT SYSTEM)

ASK QUESTION 10 ONLY OF RESPONDENTS GIVING RESPONSES 2, 3, OR 4 IN QUESTION 6

10. What is the primary reason you don't use public transportation more frequently in metro Atlanta? (DO NOT READ RESPONSES; ACCEPT UP TO THREE RESPONSES)

	METRO ATLANTA	CITY OF				
		ATL	N	E	S	W
ISN'T AVAILABLE IN MY AREA.....	20%	8%	13%	5%	7%	6%
DOESN'T GO WHERE I NEED TO.....	26%	25%	35%	31%	19%	17%
TAKES TOO MUCH TIME.....	6%	7%	8%	7%	5%	10%
COSTS TOO MUCH.....	1%	1%	0%	4%	1%	1%
NOT FAMILIAR WITH SYSTEM.....	1%	1%	0%	0%	0%	3%
REQUIRES TOO MANY TRANSFERS.....	2%	2%	4%	2%	1%	1%
CONCERNS ABOUT RELIABILITY.....	1%	1%	0%	2%	0%	1%
DON'T THINK IT IS SAFE.....	2%	3%	4%	0%	4%	3%
PREFER DRIVING.....	17%	19%	14%	11%	27%	24%
NEED CAR FOR WORK.....	3%	2%	3%	2%	3%	3%
OTHER (SPECIFY).....	35%	42%	37%	45%	41%	43%
DON'T KNOW.....	1%	1%	1%	0%	1%	2%

Totals exceed 100% because multiple responses were accepted.

11. Suppose there was public transportation within 15 minutes of your home, and would take you within a 10 minute walk of your final destination. In that situation, would you be very likely, somewhat likely, not too likely, or not at all likely to use public transportation for your trip?

	METRO ATLANTA	CITY OF				
		ATL	N	E	S	W
VERY LIKELY	26%	31%	24%	29%	40%	29%
SOMEWHAT LIKELY.....	28%	24%	22%	29%	21%	24%
NOT TOO LIKELY	13%	13%	13%	15%	12%	14%
NOT AT ALL LIKELY	32%	28%	38%	22%	24%	30%
DON'T KNOW	2%	4%	2%	5%	4%	3%

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Now I would like to read you several statements about new transportation options in metro Atlanta. For each one, please tell me if you agree or disagree with that statement. (ROTATE)

IF AGREE/DISAGREE, ASK: Would that be strongly AGREE/DISAGREE or just somewhat AGREE/DISAGREE?

		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ NO OPINION
12. Increased investment in public transportation would strengthen metro Atlanta's economy and create jobs, and would reduce traffic congestion, air pollution, and fuel consumption.	ATL	57%	28%	6%	6%	3%
	CITY	58%	28%	6%	5%	4%
	N	51%	32%	7%	4%	6%
	E	60%	28%	4%	5%	2%
	S	66%	24%	5%	2%	3%
13. My community needs more transportation options like commuter rail service, light rail, buses, and trolleys.	ATL	48%	26%	10%	13%	3%
	CITY	48%	29%	11%	10%	3%
	N	39%	31%	12%	15%	4%
	E	53%	25%	16%	6%	0%
	S	53%	26%	5%	13%	3%
14. My community needs more sidewalks and bike lanes.	ATL	58%	19%	11%	10%	2%
	CITY	60%	19%	10%	8%	2%
	N	60%	13%	9%	16%	2%
	E	60%	24%	7%	5%	3%
	S	67%	17%	10%	4%	2%
15. Rather than tackling big projects like rail and bus service, metro Atlanta needs to start with smaller projects like synchronizing traffic lights.	ATL	46%	24%	13%	11%	5%
	CITY	41%	26%	15%	12%	6%
	N	46%	17%	21%	7%	9%
	E	38%	28%	18%	13%	4%
	S	35%	31%	8%	16%	9%
16. Metro Atlanta can solve its transportation problems by building new and wider roads, without including new public transportation options.	ATL	20%	20%	22%	34%	4%
	CITY	19%	20%	16%	41%	3%
	N	12%	18%	13%	48%	9%
	E	15%	14%	16%	56%	0%
	S	25%	21%	16%	35%	3%
17. Metro Atlanta needs to continue funding road construction, but also spend additional money on new public transportation options.	ATL	49%	31%	8%	9%	4%
	CITY	43%	32%	8%	13%	4%
	N	38%	35%	7%	13%	6%
	E	41%	38%	9%	12%	1%
	S	40%	28%	9%	15%	8%
	W	52%	26%	8%	12%	2%

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18. Some people have proposed having a regional referendum in Metro Atlanta to fund a specific list of transportation projects, including rail and bus service. Would you support or oppose a sales tax of one cent per dollar for the region, which would end after a specified time period unless renewed by voters in another election?

	METRO ATLANTA	CITY OF				
		ATL	N	E	S	W
SUPPORT	58%	56%	55%	64%	60%	48%
OPPOSE.....	36%	35%	39%	26%	33%	42%
NEED TO KNOW MORE (VOL.).....	2%	2%	2%	3%	3%	2%
UNDECIDED/NO OPINION	4%	6%	4%	7%	3%	9%

19. If some of the money raised by a regional transportation referendum went to fund an expansion of MARTA, would that make you more likely or less likely to support the referendum, or does it have no effect on your support?

IF MORE/LESS LIKELY, ASK: Would that be much (more/less likely), or just somewhat (more/less likely)?

	METRO ATLANTA	CITY OF				
		ATL	N	E	S	W
MUCH MORE LIKELY	16%	19%	18%	16%	17%	22%
SOMEWHAT MORE LIKELY.....	17%	21%	21%	24%	20%	21%
SOMEWHAT LESS LIKELY.....	5%	6%	4%	9%	7%	5%
MUCH LESS LIKELY	10%	4%	5%	3%	4%	3%
NO EFFECT	48%	45%	48%	40%	48%	43%
DON'T KNOW/REFUSED.....	4%	6%	5%	8%	4%	6%

20. If a regional transit system were funded through a referendum, which of the following groups would you trust most to spend those funds and oversee that system: (ROTATE: Georgia Department of Transportation, the Atlanta Regional Commission, MARTA, the Georgia Regional Transportation Authority) or a new group created for that purpose?

	METRO ATLANTA	CITY OF				
		ATL	N	E	S	W
GDOT.....	23%	15%	20%	12%	13%	15%
ARC.....	5%	6%	9%	7%	4%	3%
MARTA	12%	21%	11%	18%	21%	33%
GRTA.....	11%	12%	9%	19%	8%	13%
NEW GROUP.....	31%	25%	35%	19%	31%	18%
DON'T KNOW/NO OPINION	19%	21%	17%	26%	23%	18%

21. Do you support or oppose raising revenue in your local community that would fund specific transportation projects in your neighborhood, such as a circulator bus, or a shuttle that would connect to other regional public transportation systems?

	METRO ATLANTA	CITY OF				
		ATL	N	E	S	W
SUPPORT	58%	56%	46%	60%	60%	56%
OPPOSE.....	37%	35%	40%	33%	33%	34%
NEED TO KNOW MORE (VOL.).....	1%	1%	1%	1%	0%	3%
UNDECIDED/NO OPINION	4%	7%	12%	5%	6%	7%

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Now I have a question just for statistical purposes.

22. Would you please stop me when I read the correct category for your total household income?

	METRO ATLANTA	CITY OF ATL	N	E	S	W
\$30,000 OR LESS	10%	20%	10%	14%	33%	20%
\$30,000 TO \$50,000.....	13%	13%	4%	10%	9%	22%
\$50,000 TO \$75,000.....	17%	12%	10%	15%	15%	10%
\$75,000 TO \$100,000.....	16%	9%	5%	7%	10%	11%
\$100,000 TO \$150,000.....	13%	14%	18%	18%	9%	10%
MORE THAN \$150,000	11%	12%	29%	12%	2%	7%
REFUSED.....	20%	22%	24%	25%	21%	20%

That's all the questions I have. Thank you very much for sharing your opinions with us.

23. GENDER FROM SAMPLE: _____

	METRO ATLANTA	CITY OF ATL	N	E	S	W
MALE	45%	45%	52%	45%	33%	48%
FEMALE.....	55%	55%	48%	55%	67%	52%

24. RACE FROM SAMPLE: _____

	METRO ATLANTA	CITY OF ATL	N	E	S	W
WHITE.....	58%	41%	94%	58%	16%	11%
AFRICAN-AMERICAN.....	33%	56%	4%	31%	82%	88%
OTHER	5%	1%	0%	2%	1%	0%
UNKNOWN	4%	3%	2%	8%	1%	1%

25. YEAR OF BIRTH FROM SAMPLE: _____

	METRO ATLANTA	CITY OF ATL	N	E	S	W
18-34	8%	7%	7%	6%	8%	6%
35-49	27%	22%	22%	31%	19%	17%
50-64	37%	31%	34%	35%	31%	25%
65+.....	28%	40%	37%	27%	42%	52%

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