

Cobb County Comprehensive Transportation Plan

Public Opinion Survey


October 2013



Methodology

- ❖ Telephone survey of 400 Cobb County residents, including 100 cell phone-only residents
- ❖ Topics included:
 - ❖ Opinions of the Cobb County transportation system
 - ❖ Transportation priorities
 - ❖ Transportation funding
 - ❖ Public transit ridership
- ❖ Fielded September 2013
- ❖ Margin of sampling error $\pm 4.8\%$

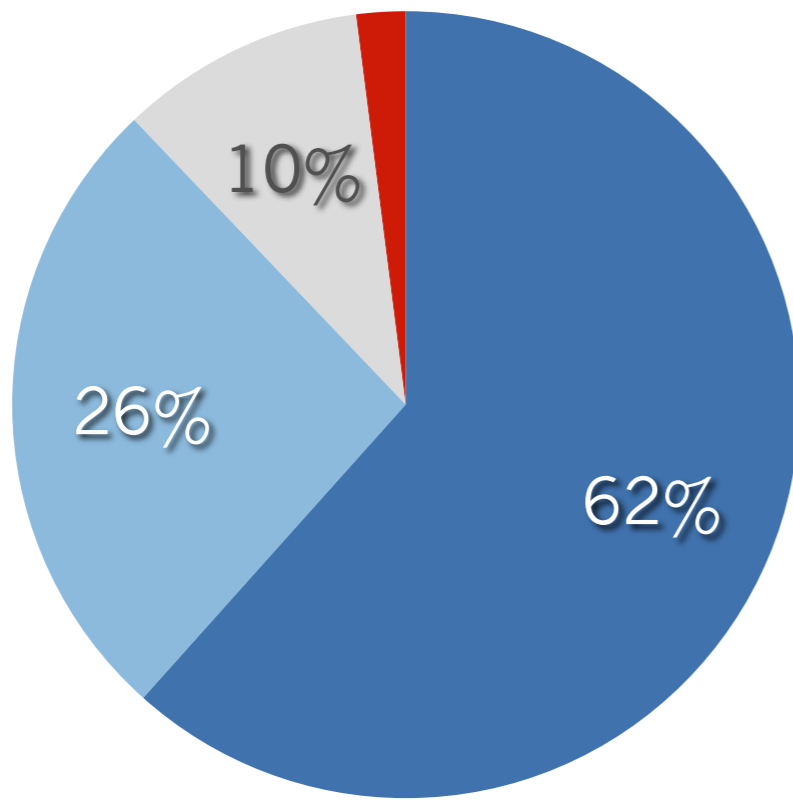




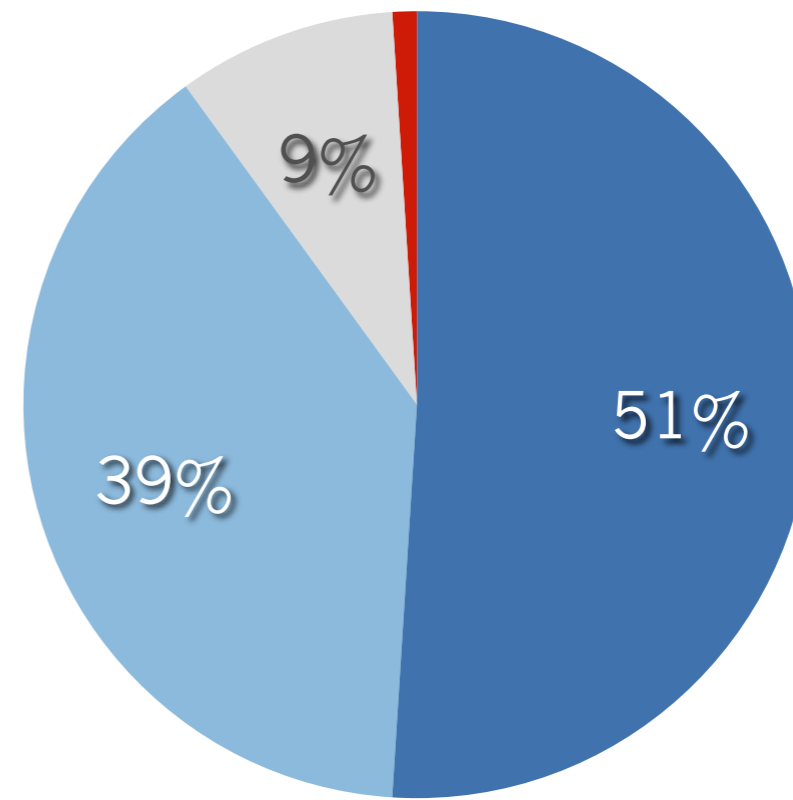
Transportation in Cobb County

In your opinion, is the traffic congestion on the _____ in Cobb County a major issue facing the County, a minor issue, or not an issue at all?

Interstates



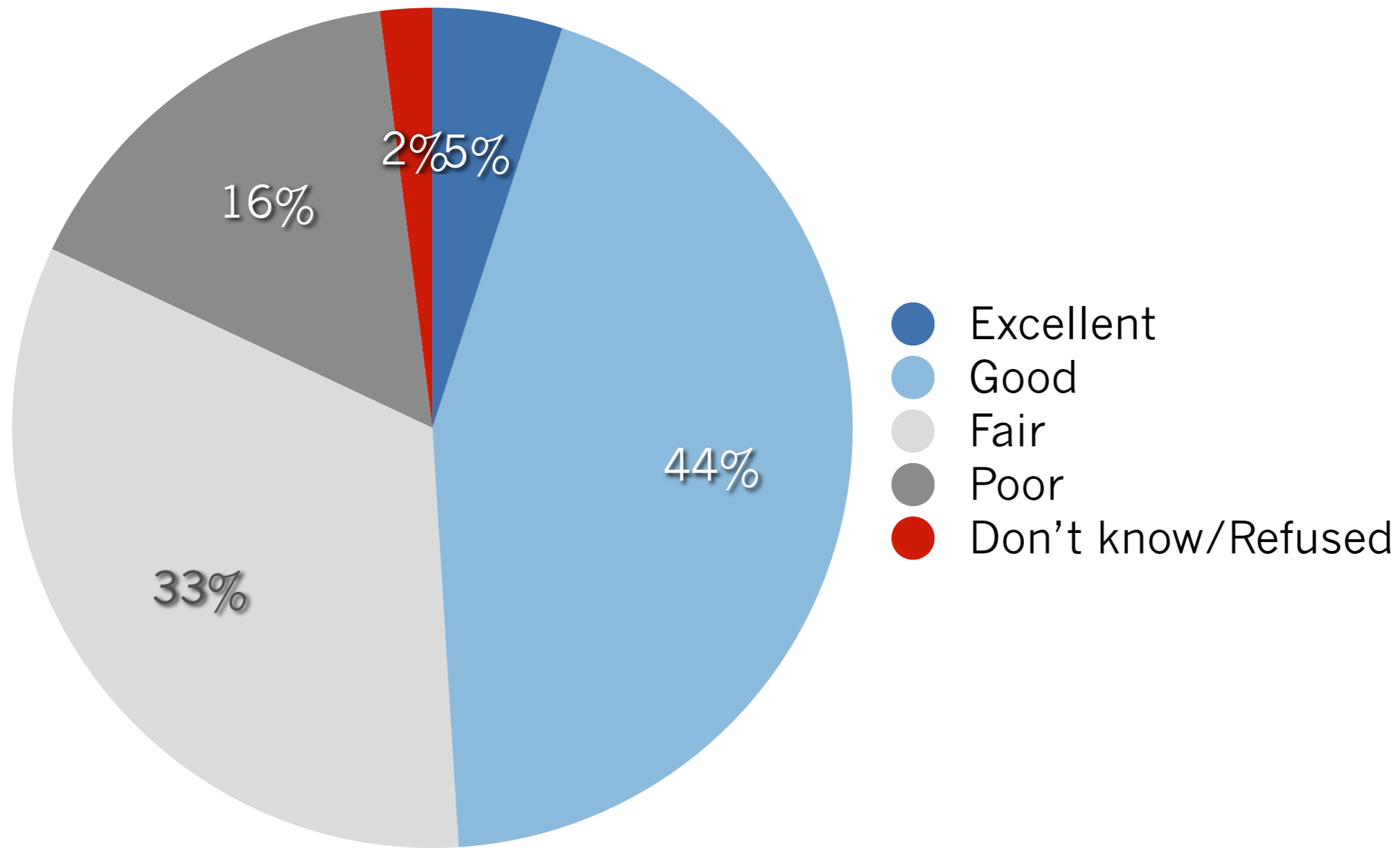
Roads



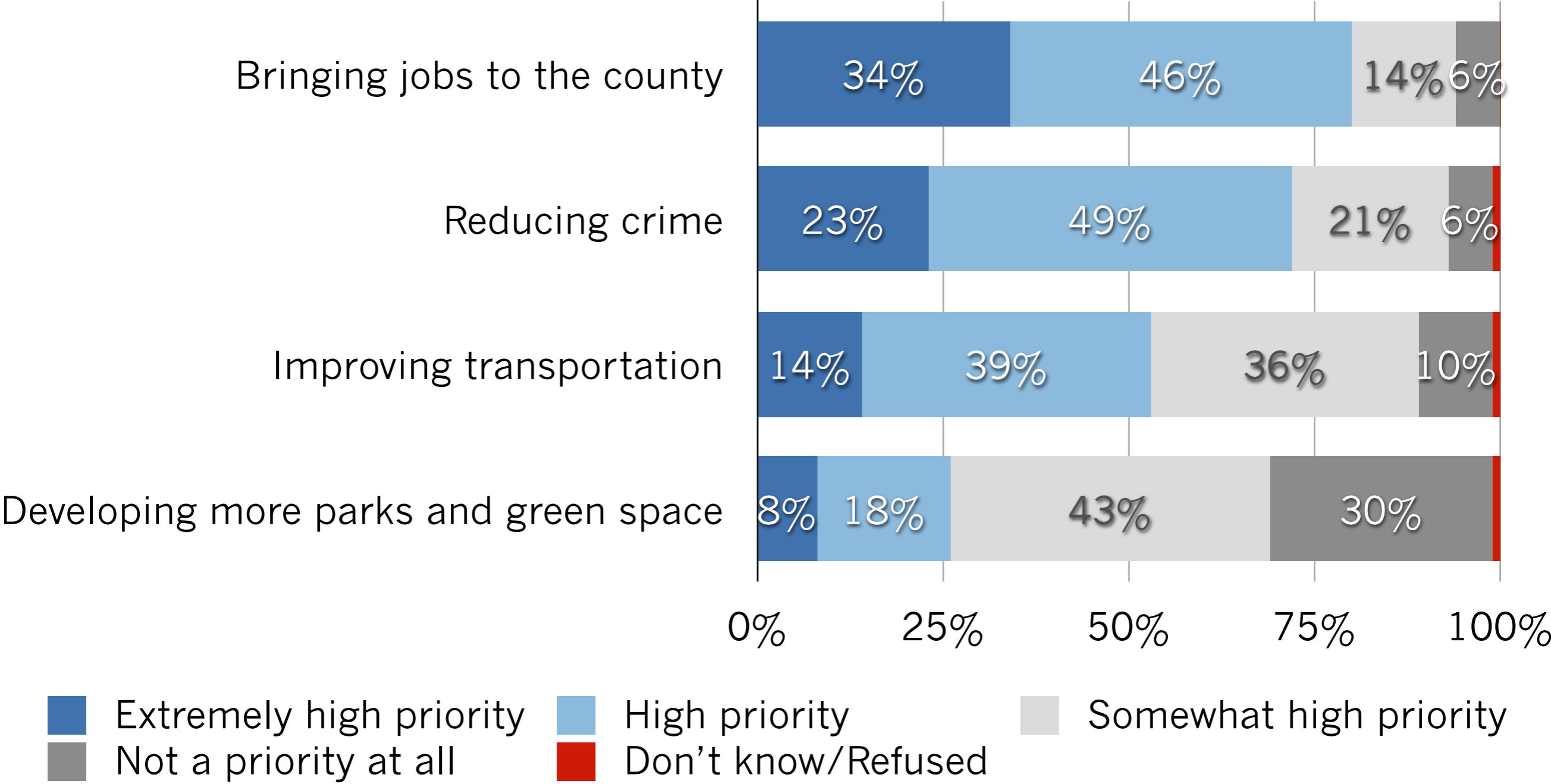
● Major issue ● Minor issue ● Not an issue at all ● Don't know/Refused



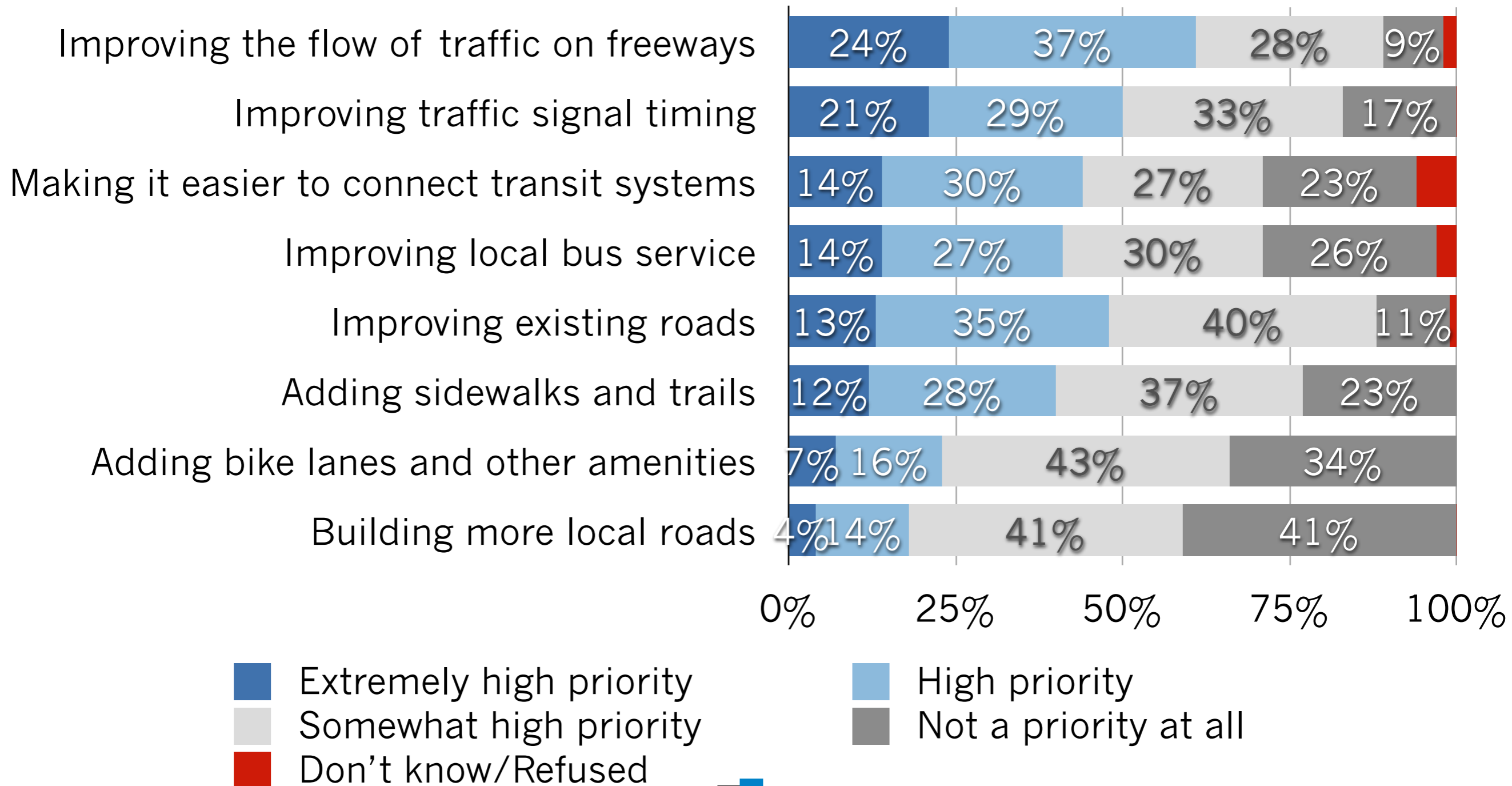
Overall, how would you rate the quality of the transportation system in Cobb County, including all of its roads, interstates, and public transit?



I'm going to read you several areas where the county government could make improvements. Keeping in mind that the county has limited funding, I'd like you to tell me how much of a priority each one should be.



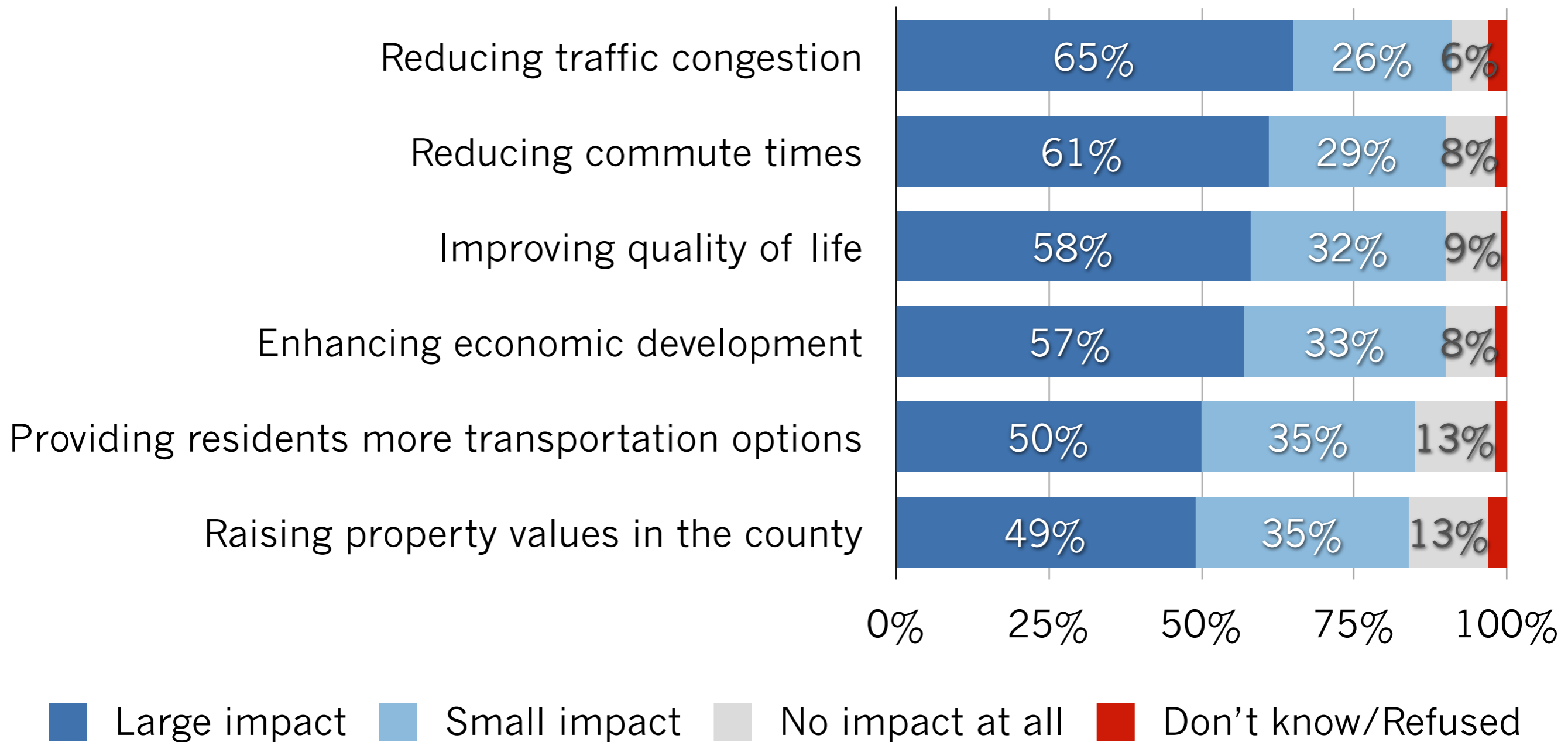
I'm going to read you several aspects of transportation where the county government could make improvements. Keeping in mind that the county has limited funding, I'd like you to tell me how much of a priority each one should be.



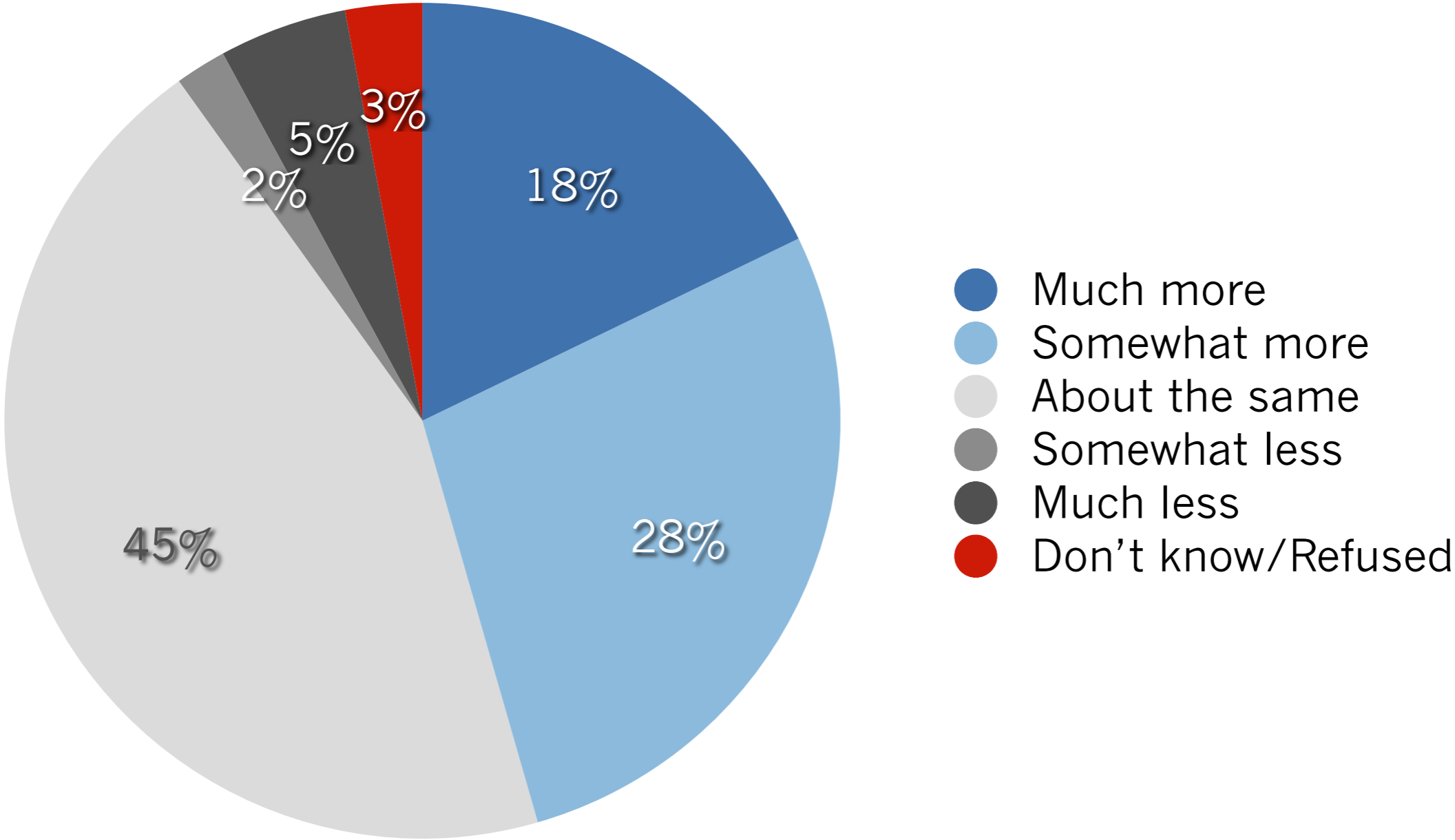


Transportation Funding

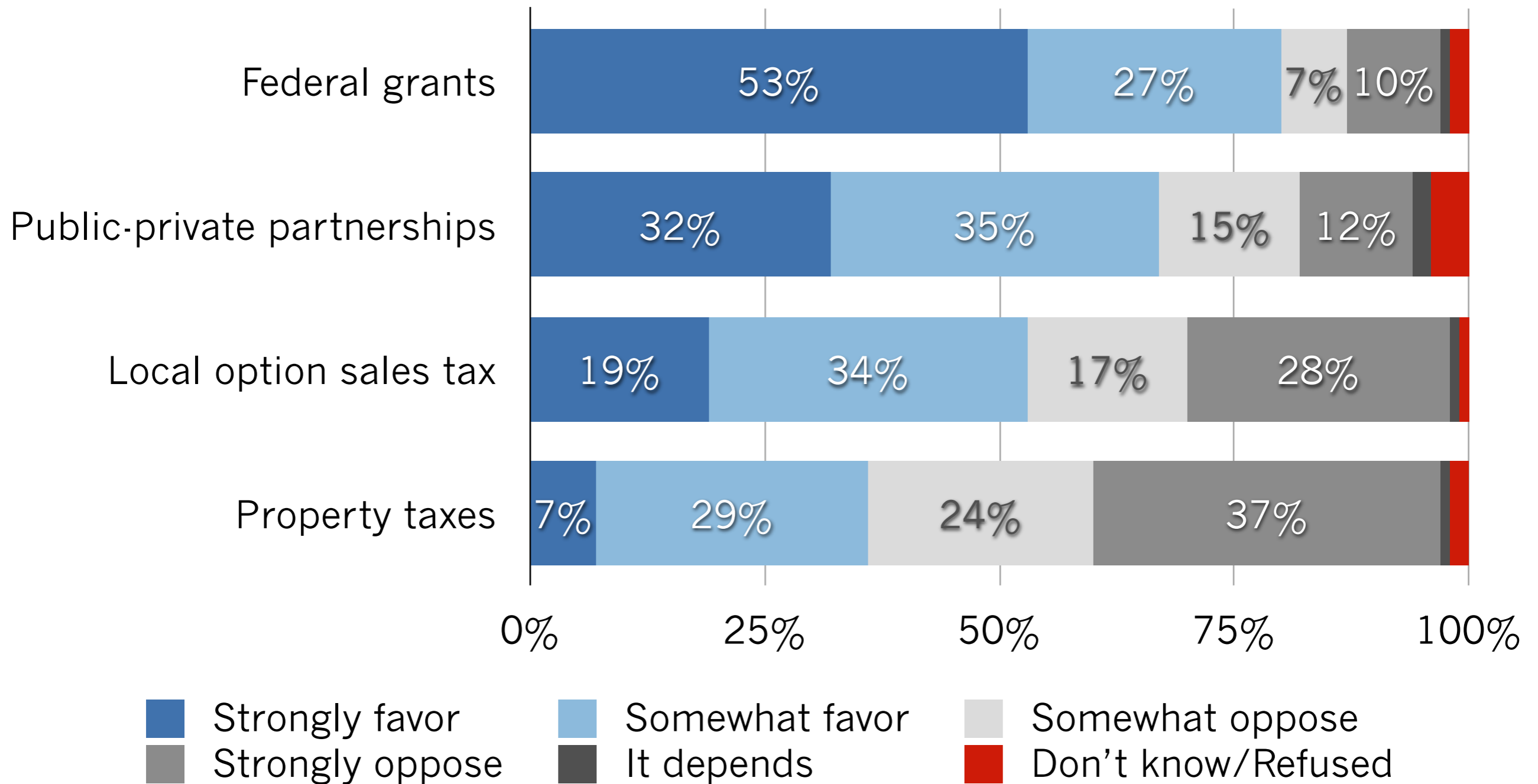
In your opinion, how much of an impact does funding for transportation improvements have on each of the following?



In your opinion, should the county spend more on transportation, less on transportation, or about the same as it does now?



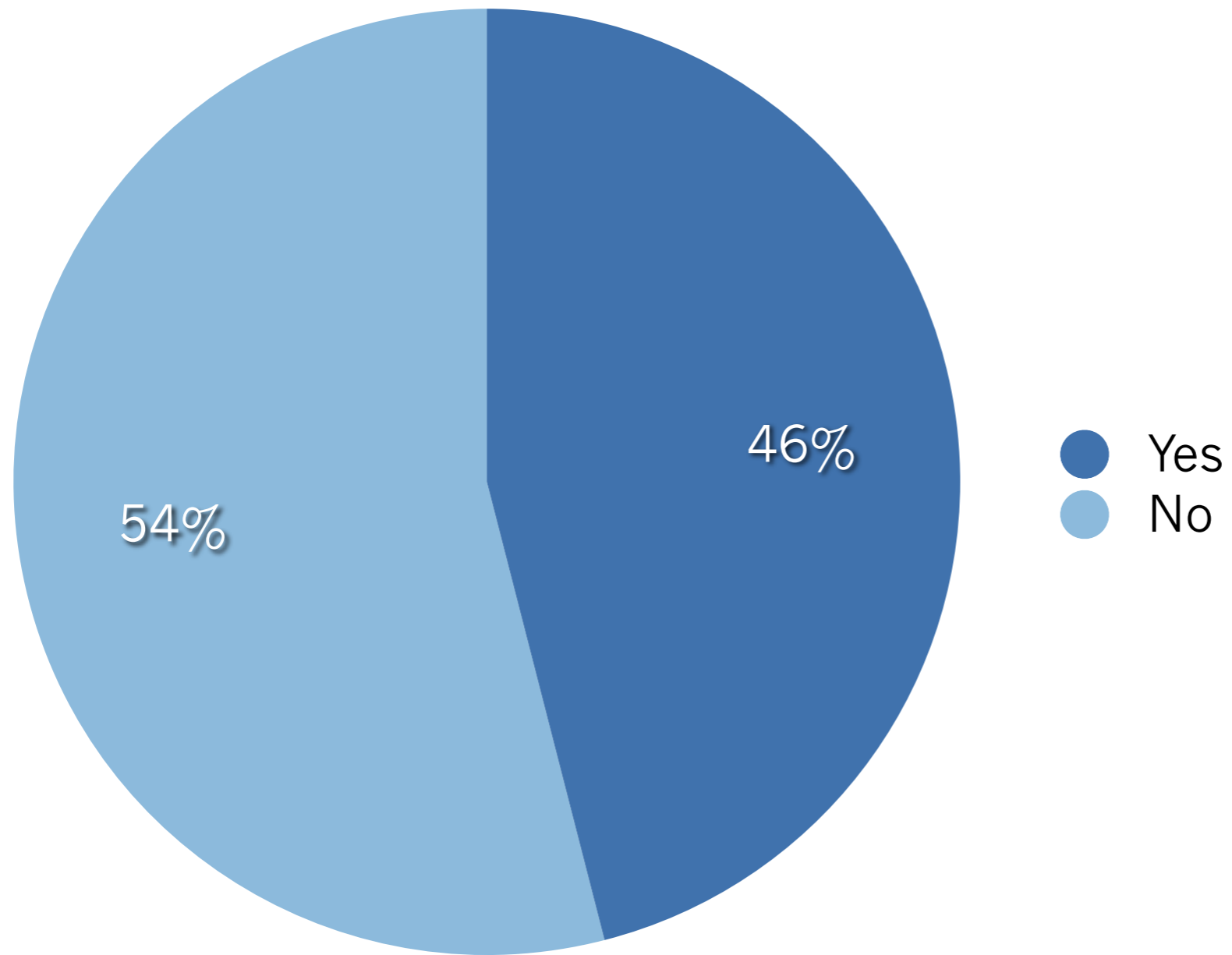
I'm going to list a few possible sources that the county could use to pay for transportation improvements, and I'd like you to tell me if you would favor or oppose the county using each one.



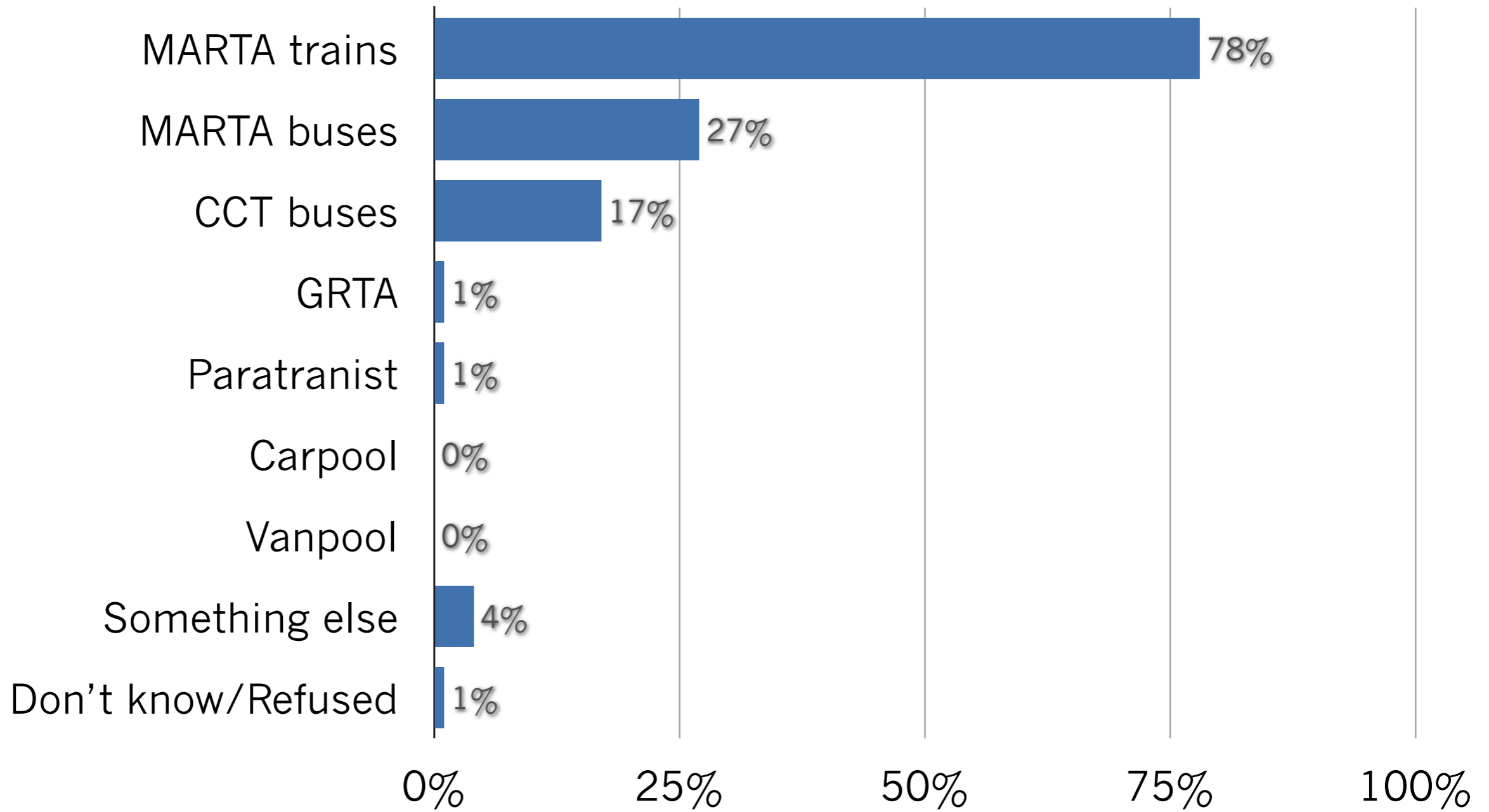


Ridership

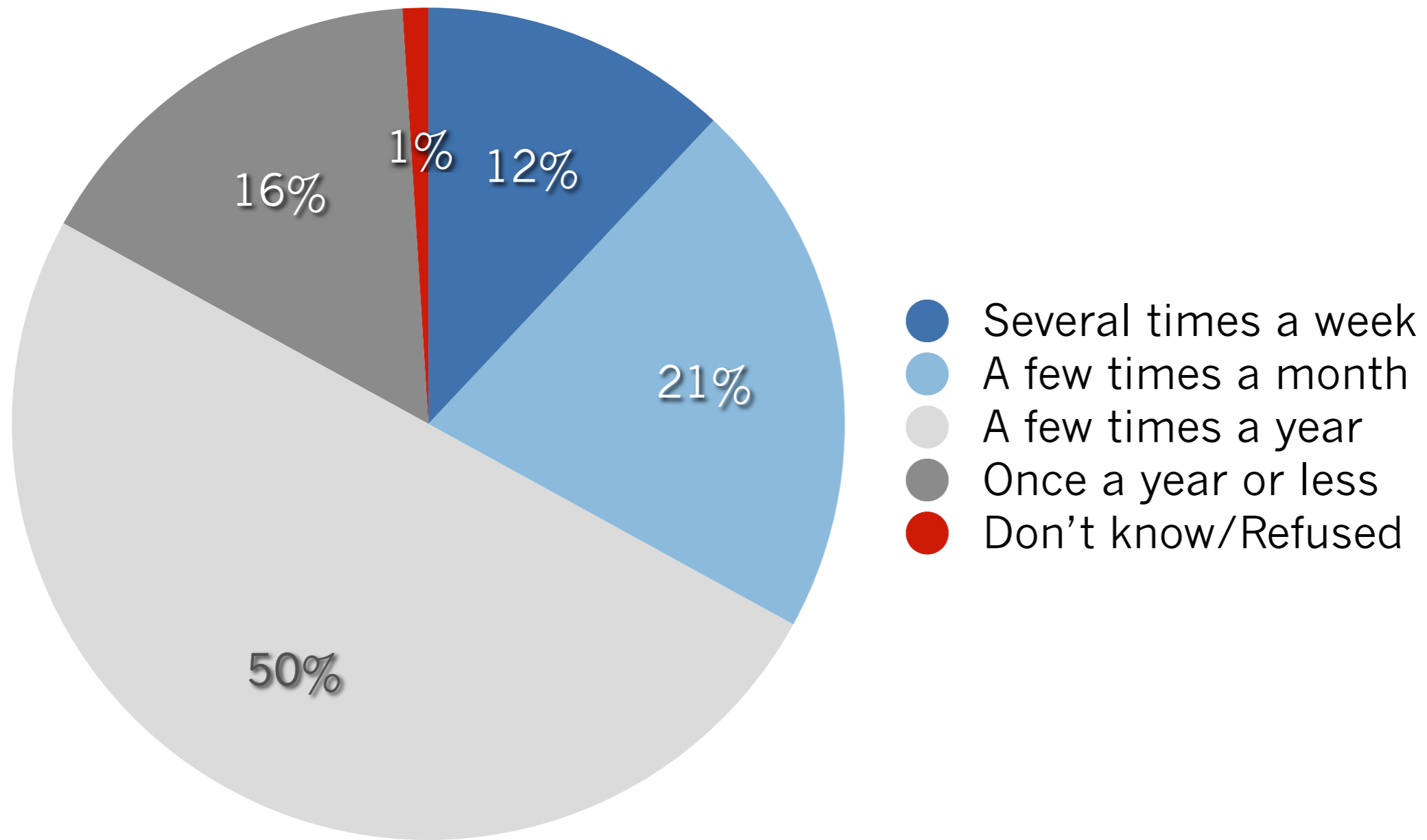
Do you ever ride public transit in Georgia,
including any type of buses or MARTA trains?



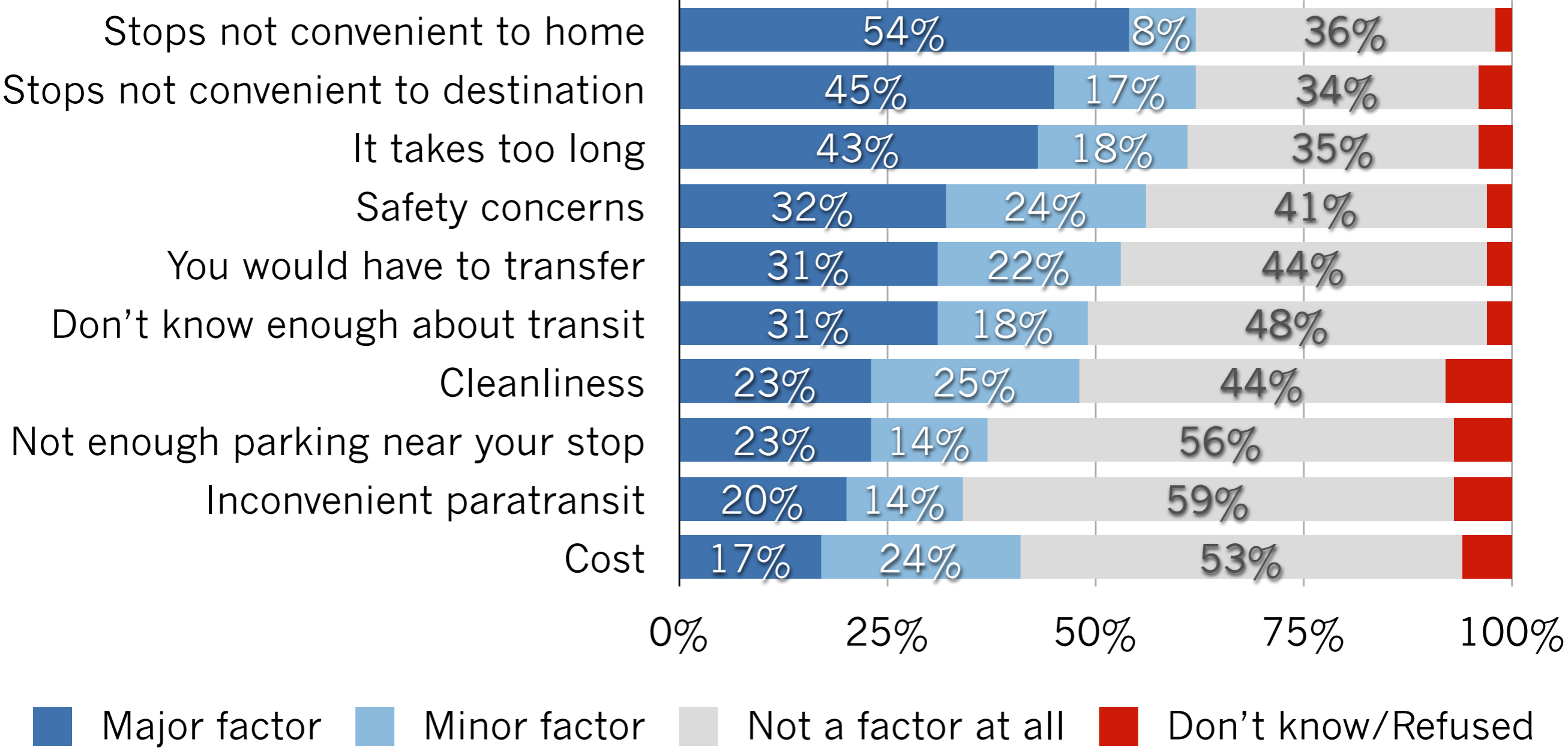
(if rides public transit) **What types of public transit do you ride?**
(select all that apply)



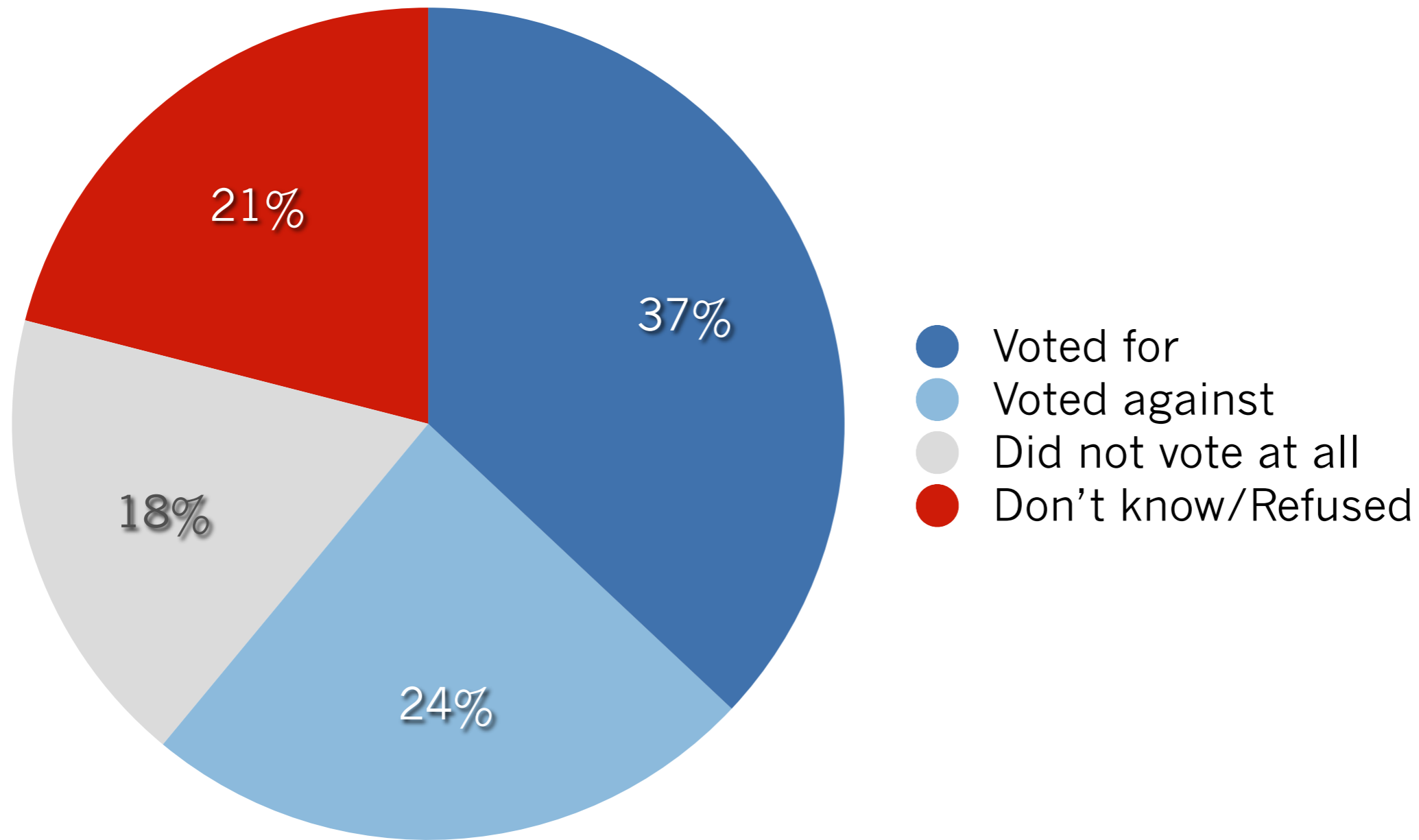
(if rides public transit) About how often do you ride public transit?



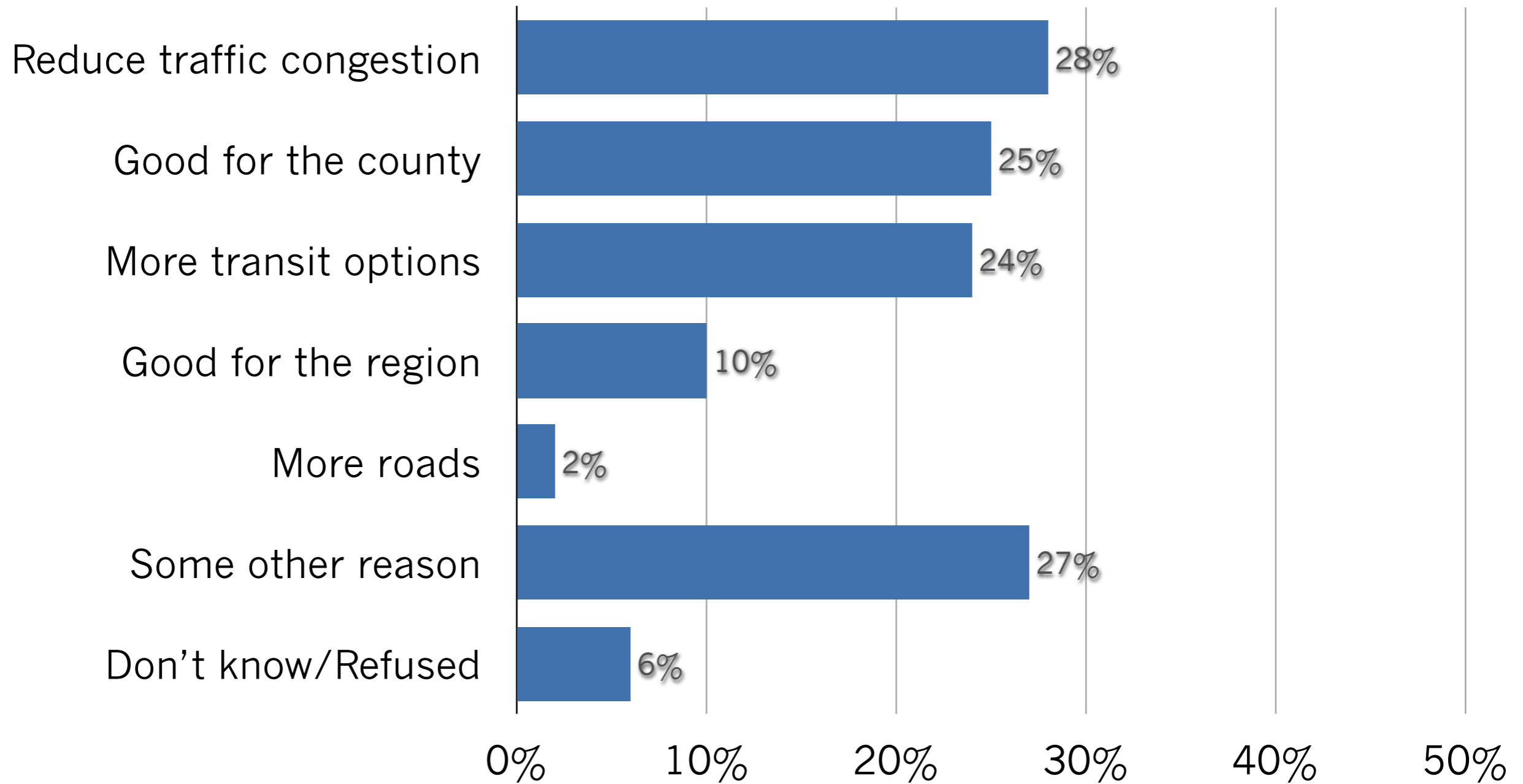
I'm going to list a few reasons why someone might not ride public transit, and I'd like you to tell me whether or not each one is a factor for you.



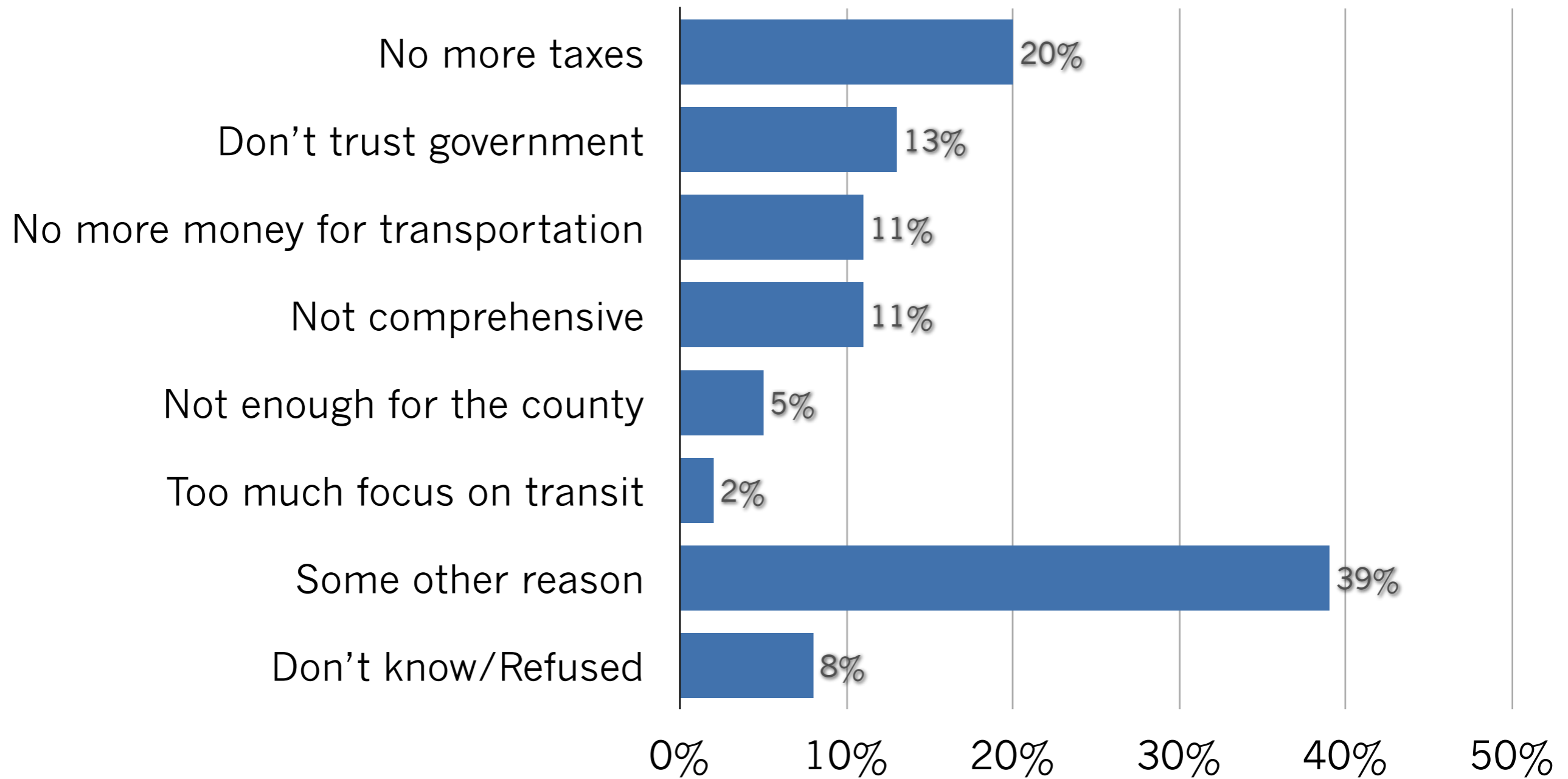
Thinking back to the election in the summer of 2012, did you vote for or against the regional transportation initiative on the ballot?



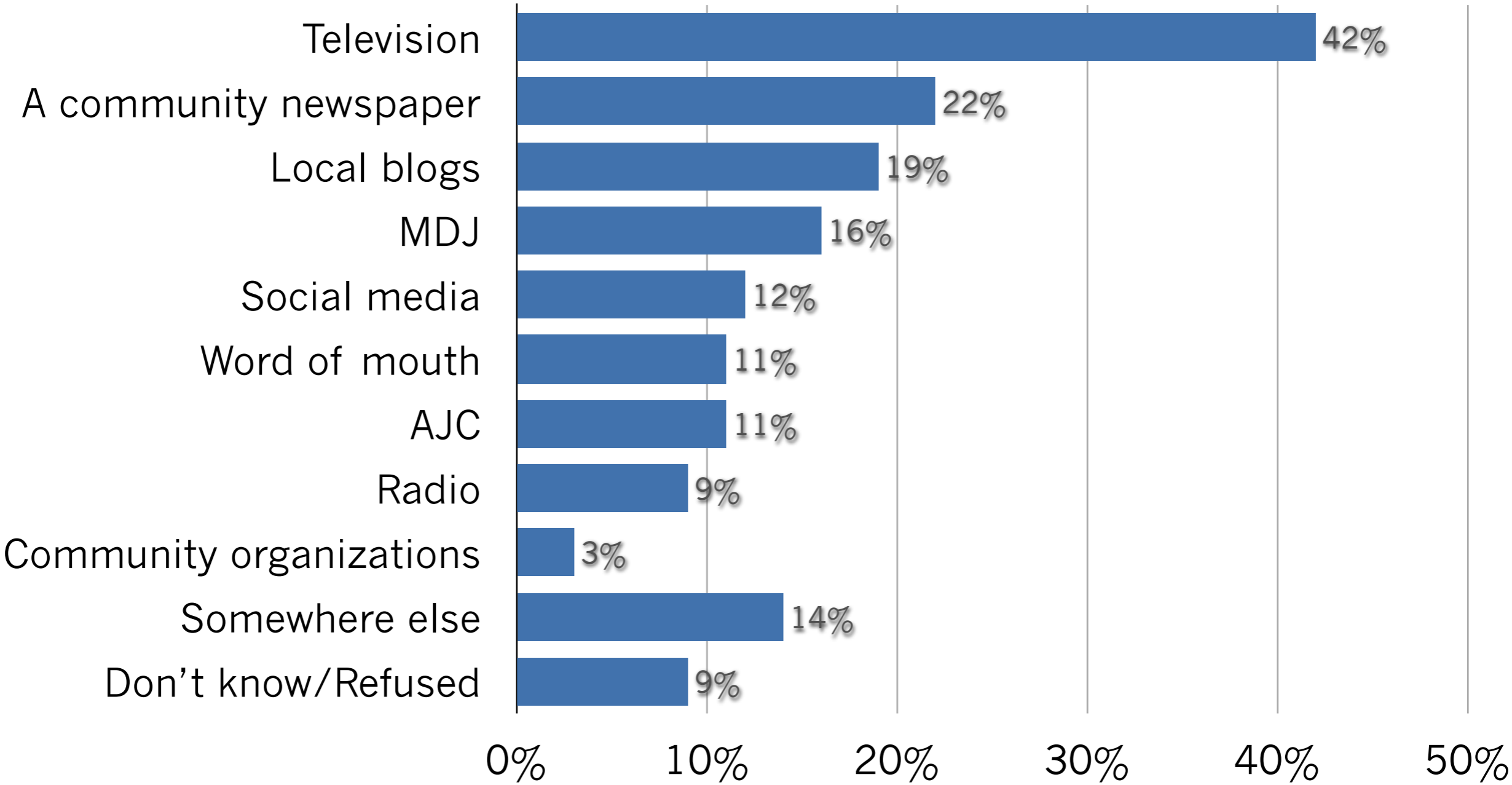
(if voted FOR) What is the main reason you voted FOR the transportation initiative? (select all that apply)



(if voted AGAINST) What is the main reason you voted AGAINST the transportation initiative? (select all that apply)



How do you receive most of your information and news about your local community and Cobb County? (select all that apply)



Summary

- ❖ More than half of residents consider traffic on both the roads and interstates passing through Cobb County to be a major issue, and nearly half of residents rate the Cobb County transportation system as only “fair” or “poor.”
- ❖ Despite that, improving the transportation system ranks well behind bringing jobs to the county and reducing crime on residents’ priorities list.
- ❖ Among possible transportation improvements, residents place the highest priority on improving the flow of traffic on freeways and improving traffic signal timing.



Summary

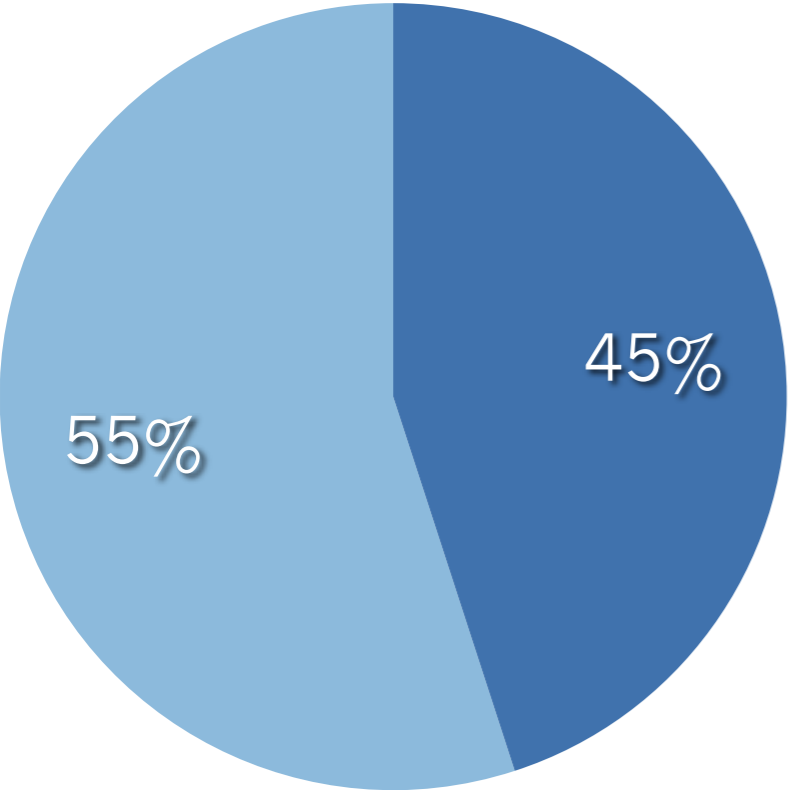
- ❖ Residents believe that funding for transportation improvements has substantial impact on all of the tested items, and nearly half believe that the County should spend more on transportation. About as many believe that the County should continue to spend at current levels.
- ❖ Majorities of residents at least somewhat favor all of the funding sources other than property taxes. Most residents *strongly* favor federal grants.
- ❖ Nearly half of residents ride public transit in Georgia, primarily MARTA trains. Only one-third of those ride a few times a month or more. The main reasons someone might not ride public transit are the inconvenient location of stops and the time it takes.





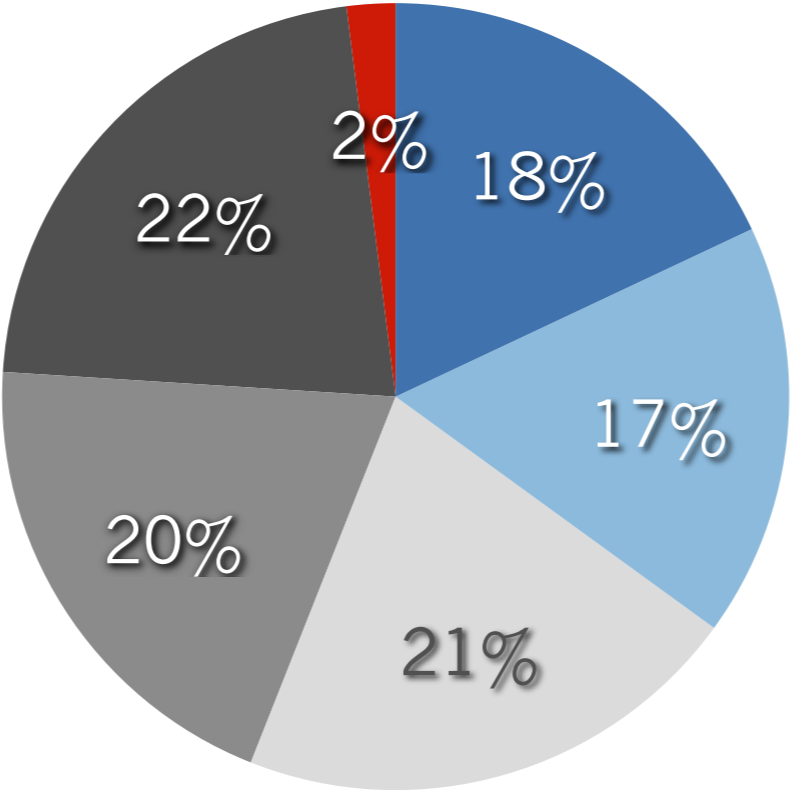
Demographics

Gender



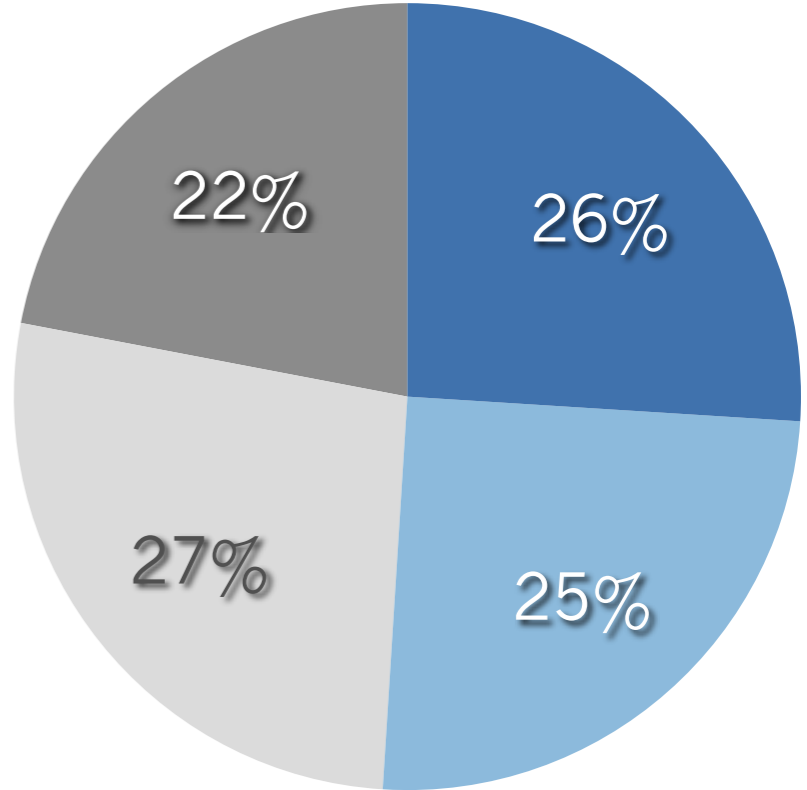
- Male
- Female

Age



- 18-29
- 30-39
- 40-49
- 50-59
- 60+
- Don't know/Refused

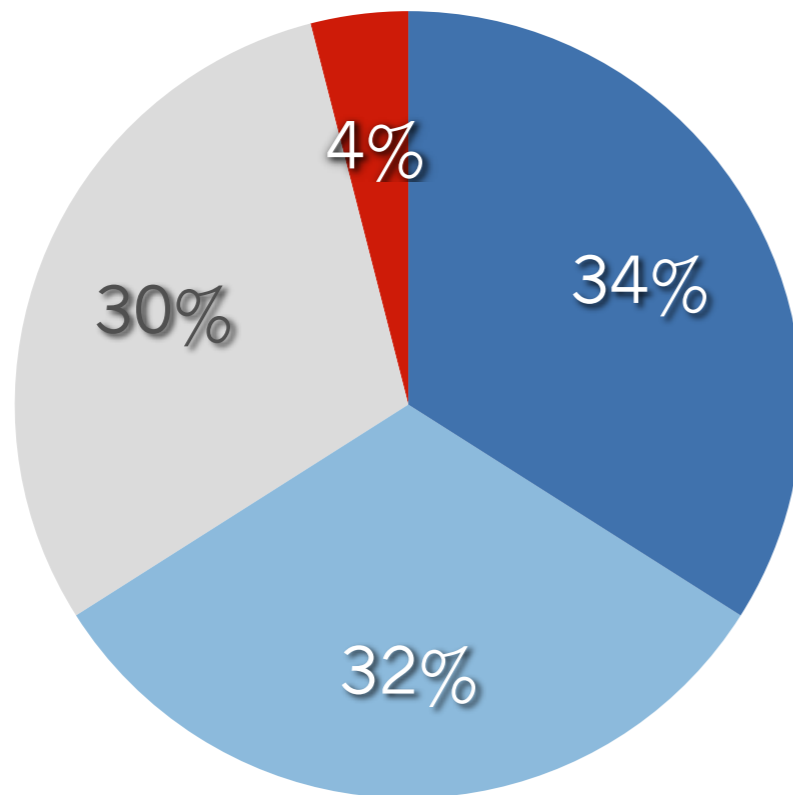
Commission District



- 1
- 2
- 3
- 4

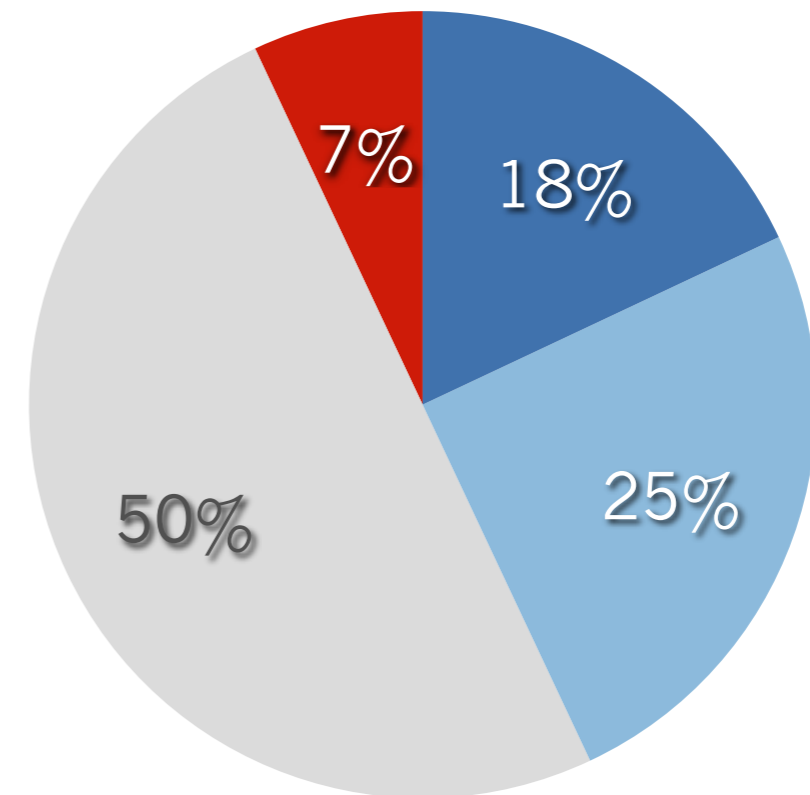


Political Party



- Democrat
- Republican
- Independent
- Don't know/Refused

Do you consider yourself to be a supporter of the Tea Party movement, an opponent of the Tea Party movement, or neither?



- Supporter
- Opponent
- Neither
- Don't know/Refused

