

2016



Cobb County 2016 Comprehensive Plan Survey Results

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Table of Contents

Introduction 1

Executive Summary..... 2

Perceptions of Local Conditions..... 3

 Availability of Stores 5

 Place to Raise Children..... 6

 Opportunities for Outdoor Recreation 7

 Opportunities to Meet People..... 8

 Job Opportunities 9

 Cost of Living 10

Evaluations of Selected Services..... 11

 Fire/EMT Services 13

 Medical Care 14

 Police Services..... 15

 Public Schools 16

 Access to Public Libraries..... 17

 Access to Parks and other Recreational Opportunities 18

 Condition of Homes and Properties 19

 Stormwater Drainage and Flood Control..... 20

Attitudes on Future Development..... 21

 Future Development: Renovation of Older Existing Development vs. Expansion into Undeveloped Areas 21

 Housing Mix 23

Issues Related to Transportation Planning	25
Traffic Conditions	25
Transportation Planning Priorities	27
Supporting Job Growth	29
Managing Traffic Congestion	30
Reducing Traffic Accidents	31
Improving Condition of Roads and Highways in County	32
Providing Safe Pedestrian/Bicycle Options	33
Improving Local and Commuter Bus Service	34
Best Long-Term Solution for Traffic Congestion in Cobb County	35
What Types of Development Do Cobb County Residents Want?	37
Manufacturing Facilities	39
Warehouse Facilities	40
“Live-Work” Developments	41
Neighborhood Retail/Grocery Stores	42
Office and Business Parks	43
Large-Scale Shopping Centers	44
Single-Family Housing	45
Multi-Family Housing	46
Appendix A: Individual Item Frequencies	47
Appendix B: 2016 Cobb County Comprehensive Plan Survey	66

Table of Figures

Figure A: Perceptions of Selected Conditions in Respondents' Local Areas	4
Figure B: Perceptions of the Availability of Grocery/Retail Stores (By Place of Residence)	5
Figure C: Perceptions of Local Area as a Place to Raise Children (By Place of Residence).....	6
Figure D: Perceptions of Opportunities for Outdoor Recreation (By Place of Residence).....	7
Figure E: Perceptions of Opportunities to Meet People (By Place of Residence)	8
Figure F: Perceptions of Job Opportunities in Respondent's Area (By Place of Residence)	9
Figure G: Perceptions of Cost of Living in Respondent's Area (By Place of Residence)	10
Figure H: Perceptions of Quality of Selected Services and Related Items in Respondent's Area	12
Figure I: Perceptions of Quality of Fire/EMT Services (By Place of Residence).....	13
Figure J: Perceptions of Availability of Medical Care (By Place of Residence)	14
Figure K: Perceptions of Quality of Police Services (By Place of Residence)	15
Figure L: Perceptions of Quality of Local Public School (By Place of Residence)	16
Figure M: Perceptions of Access to Public Libraries (By Place of Residence).....	17
Figure N: Perceptions of Access to Local Parks and Other Recreational Opportunities (By Place of Residence).....	18
Figure O: Perceptions of Physical Condition of Homes and Property in Local Area (By Place of Residence)	19
Figure P: Perceptions of Stormwater Drainage and Flood Control (By Place of Residence).....	20
Figure Q: Focus on Redevelopment of Older Existing Areas Rather than Expand into Undeveloped Areas	21
Figure R: Focus on Redevelopment of Older Existing Areas Rather than Expand into Undeveloped Areas (By Place of Residence)	22
Figure S: Cobb County Needs a Better Mix of Housing	23
Figure T: Cobb County Needs a Better Mix of Housing (By Place of Residence).....	24
Figure U: Perceptions of Traffic Conditions in Respondent's Area	25
Figure V: Perceptions of Traffic Conditions in Local Area (By Place of Residence)	26
Figure W: Perceived Priority Levels for Transportation and Job Growth Strategies.....	28
Figure X: Prioritizing Promotion of Job Growth (By Place of Residence)	29
Figure Y: Prioritizing Transportation Needs: Managing Congestion (By Place of Residence)	30
Figure Z: Prioritizing Transportation Needs: Reducing Accidents (By Place of Residence).....	31
Figure AA: Prioritizing Transportation Needs: Improving Conditions of Roads and Highways in County (By Place of Residence)	32

Figure BB: Prioritizing Transportation Needs: Providing Safe Pedestrian/Bicycle Options (By Place of Residence)	33
Figure CC: Prioritizing Transportation Needs: Improving Local/Commuter Bus Service (By Place of Residence)	34
Figure DD: Best Long-Term Solution to Traffic Congestion in Cobb County	35
Figure EE: Best Long-Term Solution to Traffic Congestion (By Place of Residence).....	36
Figure FF: What Types of Development Do Respondents Want?	38
Figure GG: More or Less Manufacturing Facilities? (By Place of Residence)	39
Figure HH: More or Less Warehouse Facilities? (By Place of Residence).....	40
Figure II: More or Less "Live-Work" Developments? (By Place of Residence)	41
Figure JJ: More or Less Neighborhood Retail/Grocery Stores? (By Place of Residence)	42
Figure KK: More or Less Office/Business Parks? (By Place of Residence)	43
Figure LL: More or Less Large Scale Shopping Centers? (By Place of Residence)	44
Figure MM: More or Less Single-Family Housing? (By Place of Residence)	45
Figure NN: More or Less Multi-Family Housing? (By Place of Residence)	46

Introduction

In anticipation of the development of its next Comprehensive Plan Update, representatives of Cobb County government engaged the services of the **A.L. Burruss Institute of Public Service and Research** at **Kennesaw State University** to conduct a survey of adult residents in the county to obtain their opinions on a number of issues related to quality of life, public services, transportation issues and priorities, and future development patterns in the county.

The Institute implemented a telephone survey of 2,498 adults (18 years of age and older) currently residing in Cobb County. The survey included both landline and cellphone respondents. After the data collection was completed, the sample data was weighted based on survey mode (landline vs cellphone), gender, age and education to reflect the distribution of those characteristics of among the population of Cobb County adults. The margin of error for the sample as a whole is $\pm 2\%$.

This report includes an executive summary followed by the presentation of the survey results. The analysis relies primarily on graphical representations of the survey results accompanied by brief textual descriptions of the data. In addition to the results for the county as a whole, results for respondents in different areas of the county are presented as well. The respondents were asked to place themselves into one of several areas of residence, including:

- Kennesaw and Acworth;
- Marietta;
- Vinings or Smyrna;
- Austell, Mableton and Powder Springs (referred to in this report as “south Cobb”);
- east Cobb outside of city limits, and;
- west Cobb outside of city limits.

Respondents who were not sure which area applied to them were asked to give brief description of where they live. This information, along with the respondent’s zip code, were used to place these individuals into one of the residential areas.

A frequency distribution for each of the survey items is included in Appendix A. The survey instrument can be found in Appendix B.

Executive Summary

The following is a brief summary of the results of the survey:

- When asked to rate quality of life issues and service related issues in their areas, significant majorities of respondents provided generally positive evaluations on most of these issues. Issues which generated relatively high levels of dissatisfaction are *job opportunities, the cost of living, the quality of public schools and traffic conditions*.
- Almost 90% of the respondents generally agreed that *future development should focus on redeveloping older existing areas* instead of expanding into undeveloped areas.
- Two-thirds of the respondents generally agree that Cobb County needs a *better mix of housing options* to meet the needs of families from all income levels;
- *Supporting job growth, managing traffic congestion, reducing accidents and improving the condition of county roads* were most often seen as deserving *very high or high priority* in future transportation planning. Over 70% of all respondents expressed these feeling about each of these four options;
- Respondents were evenly divided between *improving the county road system* (35%) and *expanding public transit* (34%) as the best long-term solution to traffic congestion in the county;
- Significant majorities of respondents would like to see *more “live-work” communities and single-family homes* in future development plans for the county. Significant majorities want to see fewer *warehouse and manufacturing facilities, large scale shopping centers, office and business parks, and multi-family homes* in future development plans for the county;
- To the extent that differences of opinions exist among respondents in different parts of the county, residents of south Cobb most consistently differ from respondents in other parts of the county. (That is not to suggest that this is true on every issue however.) In regards to rating issues related to quality of life and the availability of services, where discontent does exist, residents in south Cobb are more likely to express discontent on some issues than are respondents in other parts of the county. For instance, residents in south Cobb have slightly more negative opinions about their area as a place to raise children and meet people, the quality of public schools, job opportunities, the availability of medical care and other issues. It must be pointed out, however, that even on many of these issues significant percentages of respondents in south Cobb provided generally positive ratings. Other parts of the county stand out from the others less often depending on the issue being examined.

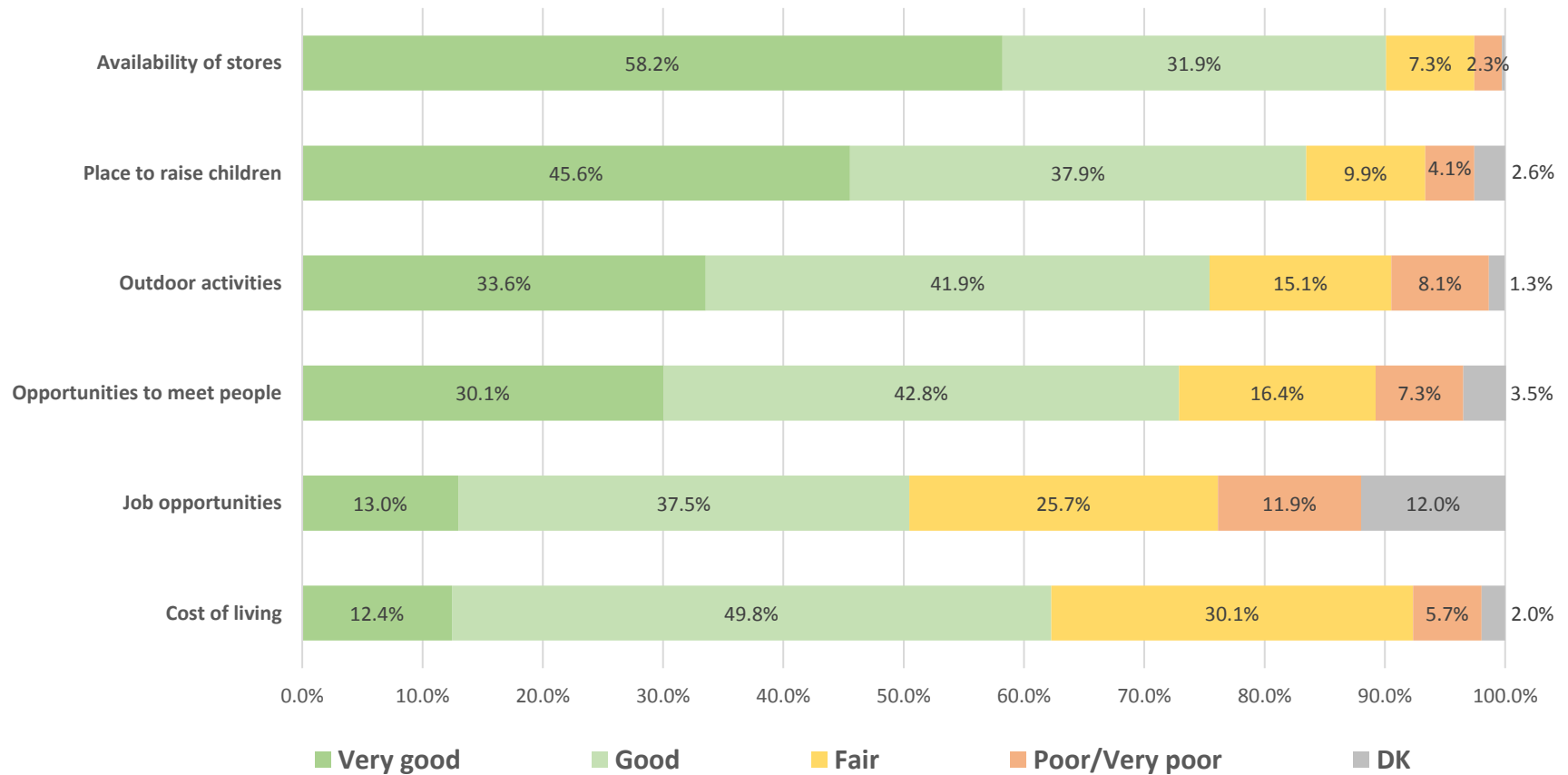
Perceptions of Local Conditions

The respondents were asked to evaluate the condition of several quality of life issues in the area where they live, including:

- The availability of stores where they can purchase food, clothes and other essential items;
- Their area as a place to raise children;
- The availability of outdoor activities;
- Opportunities to meet people;
- Job opportunities, and;
- The cost of living.

The results in **Figure A** reveal that significant majorities of respondents rated most of these items as *very good* or *good*. A bare majority of respondents (50.5%) said job opportunities in their area are *very good* or *good*; the other issues received positive appraisals from at least 60% of the respondents. The *availability of stores*, the *quality of their area as a place to raise children*, *outdoor activities* and *the opportunity to meet people* each received ratings of *very good* or *good* by at least 70% of the respondents. *Cost of living* (35.8%) and *job opportunities* (37.6%) were the only two items rated as less than good by at least a third of the respondents.

Figure A: Perceptions of Selected Conditions in Respondents' Local Areas

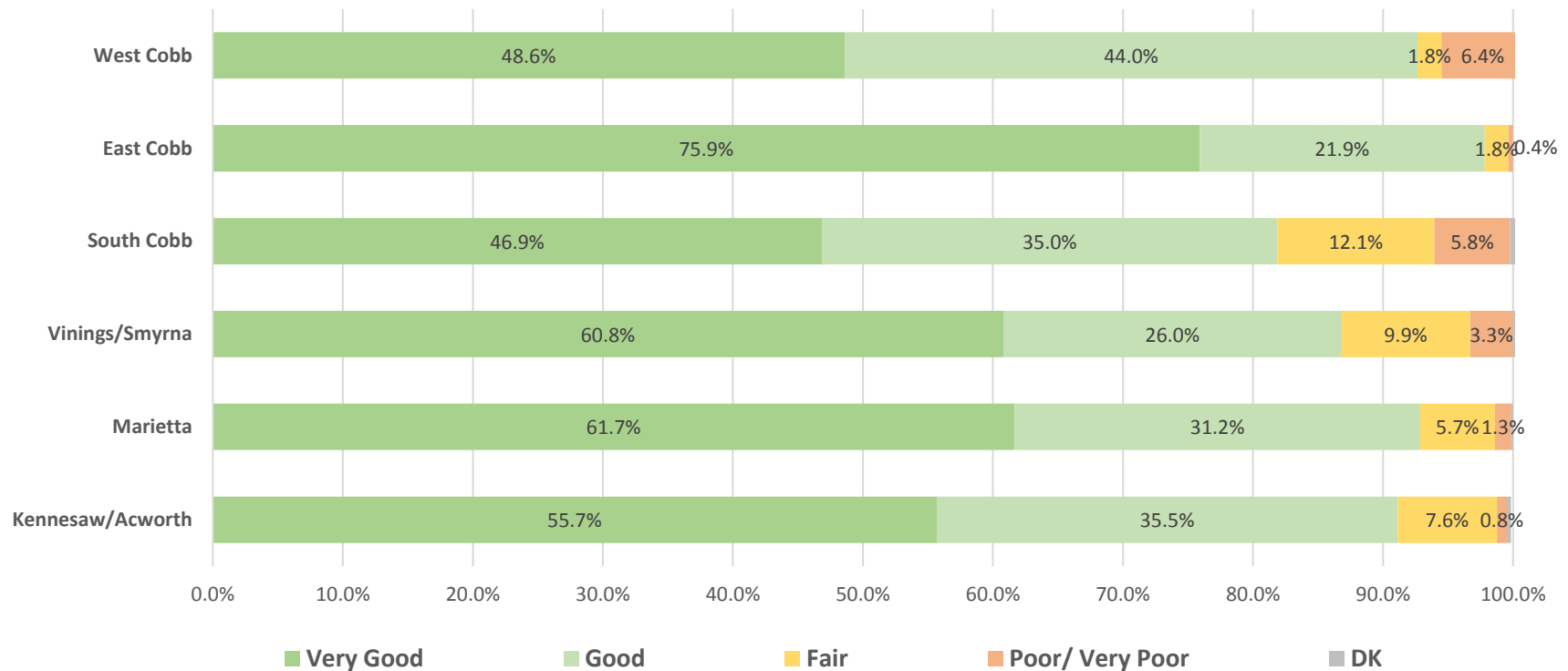


Responses to each of these items were cross-tabulated with the area in which the respondents live. A brief discussion of regional differences for each of these items is provided below.

Availability of Stores

Significant majorities (80%+) of respondents in each area of the county said the availability of stores in their area is either *very good* or *good* (see **Figure B**). Respondents from south Cobb and Vinings/Smyrna are only slightly more likely than respondents in other areas of the county to rate this item as only *fair* or *poor/very poor*.

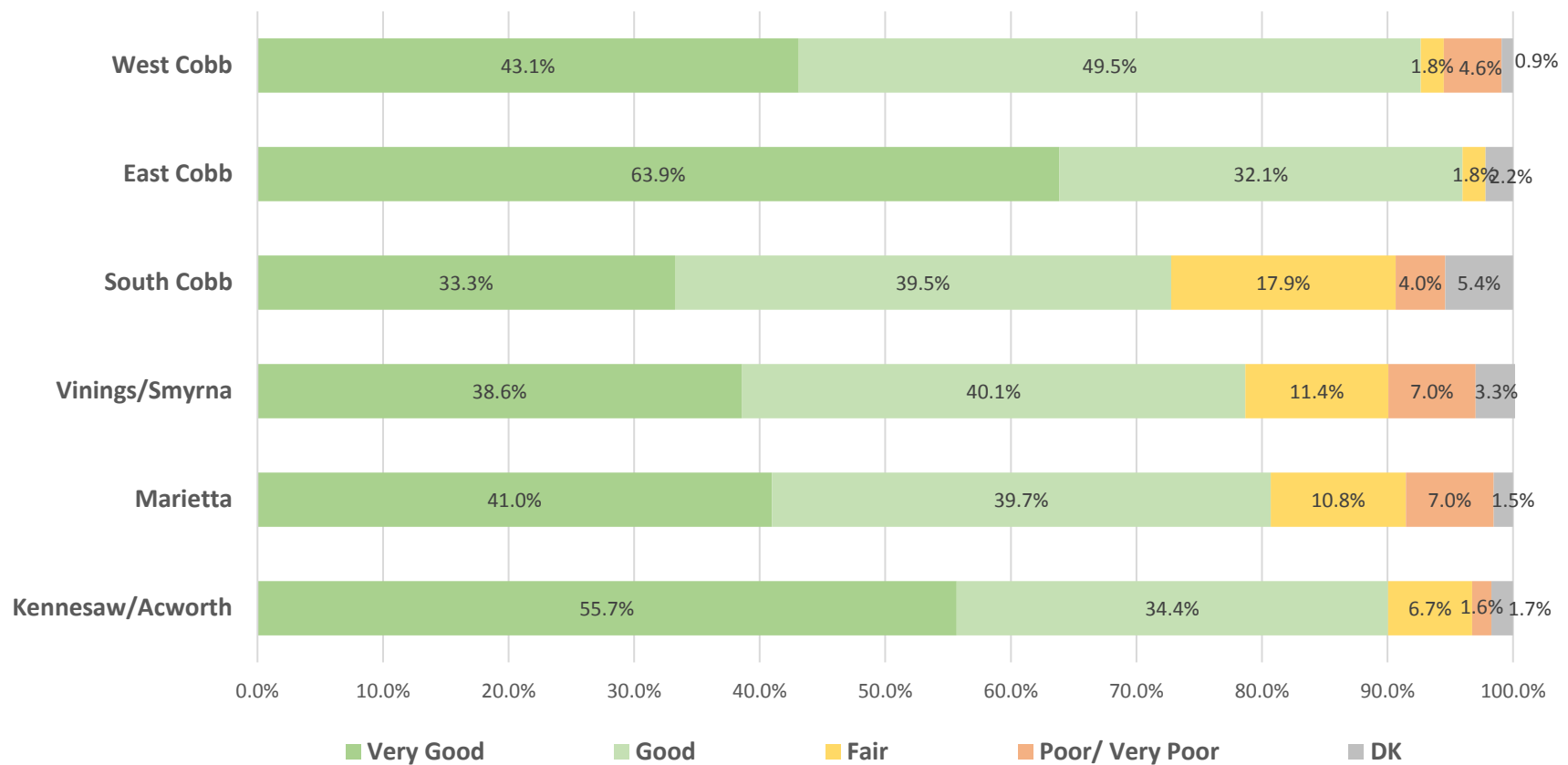
Figure B: Perceptions of the Availability of Grocery/Retail Stores (By Place of Residence)



Place to Raise Children

As indicated in **Figure C**, at least two-thirds of the respondents in each part of the county indicated their area is a *very good* or *good* place to raise children, with the most positive evaluations coming from residents in east Cobb, west Cobb and the Kennesaw/Acworth area. Respondents living in south Cobb, Vinings or Smyrna, and the Marietta area have slightly less positive overall impressions of their areas in this regard.

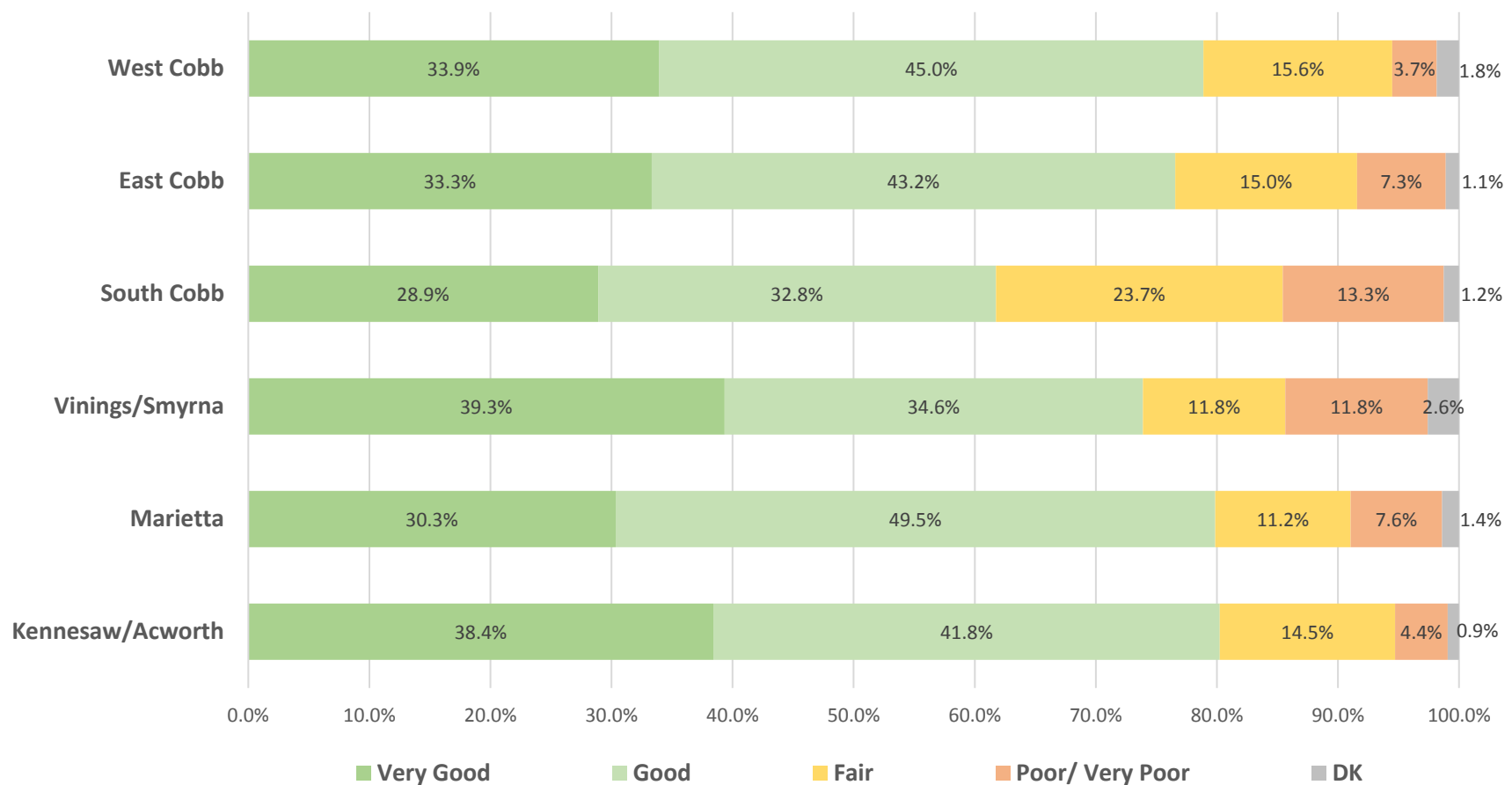
Figure C: Perceptions of Local Area as a Place to Raise Children (By Place of Residence)



Opportunities for Outdoor Recreation

With the exception of those living in south Cobb, at least 70% of the respondents in every area of the county indicated opportunities for outdoor recreation are *very good* or *good* (see **Figure D**). In south Cobb, 61.7% responded in a similar manner. Almost one-in-four respondents (23.7%) in south Cobb said these opportunities are just *fair*, and just over one-in-ten (13.3%) said they are *poor* or *very poor*.

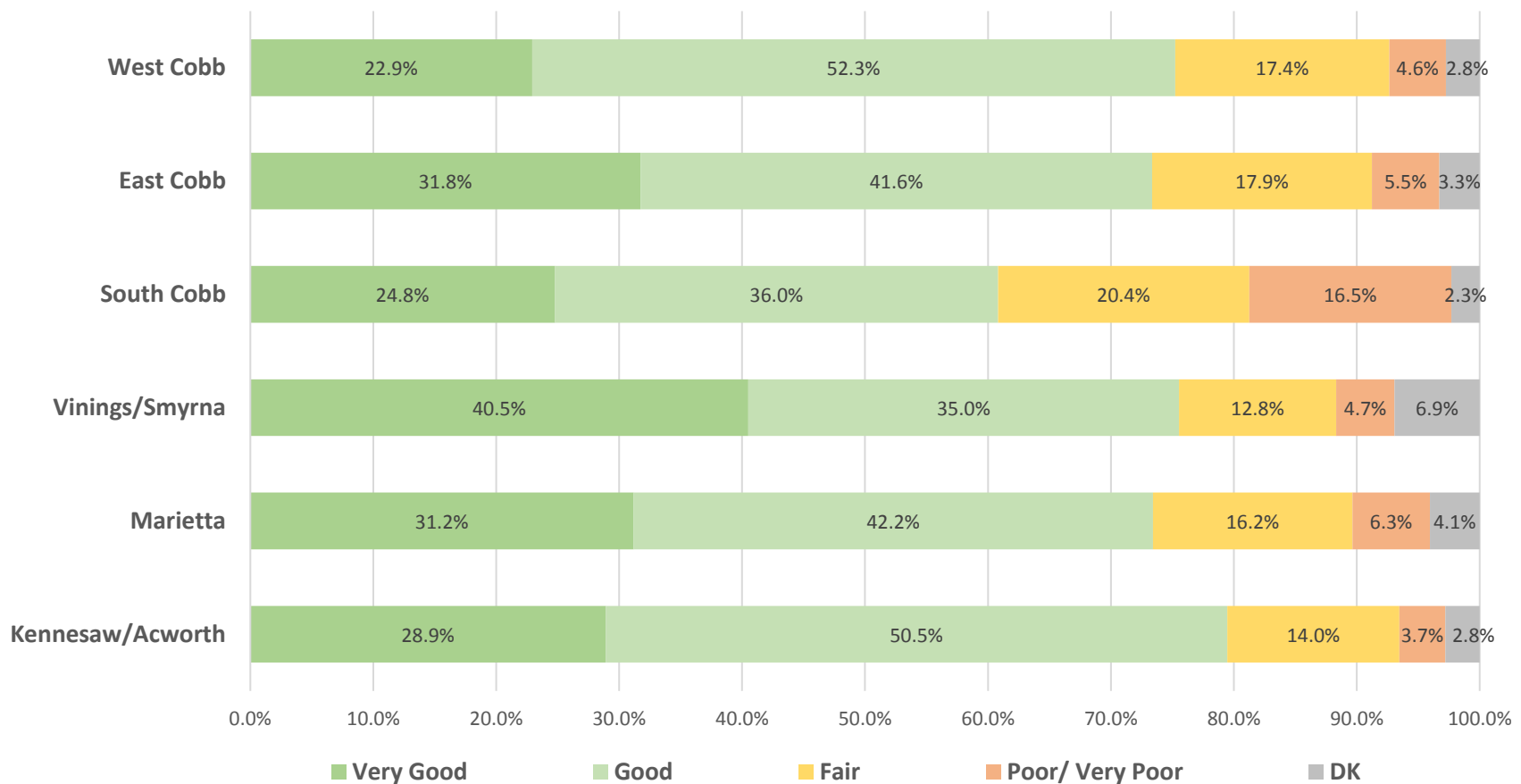
Figure D: Perceptions of Opportunities for Outdoor Recreation (By Place of Residence)



Opportunities to Meet People

Again, with the exception of residents of south Cobb, over 70% of the respondents from each of the regions in the county indicated opportunities to meet people in their area are *very good* or *good* (see **Figure E**). Only six out of every ten respondents in south Cobb felt similarly. Over one-third of the respondents in south Cobb said opportunities to meet people in their area are *only fair* (20.4%) or *poor/very poor* (16.5%).

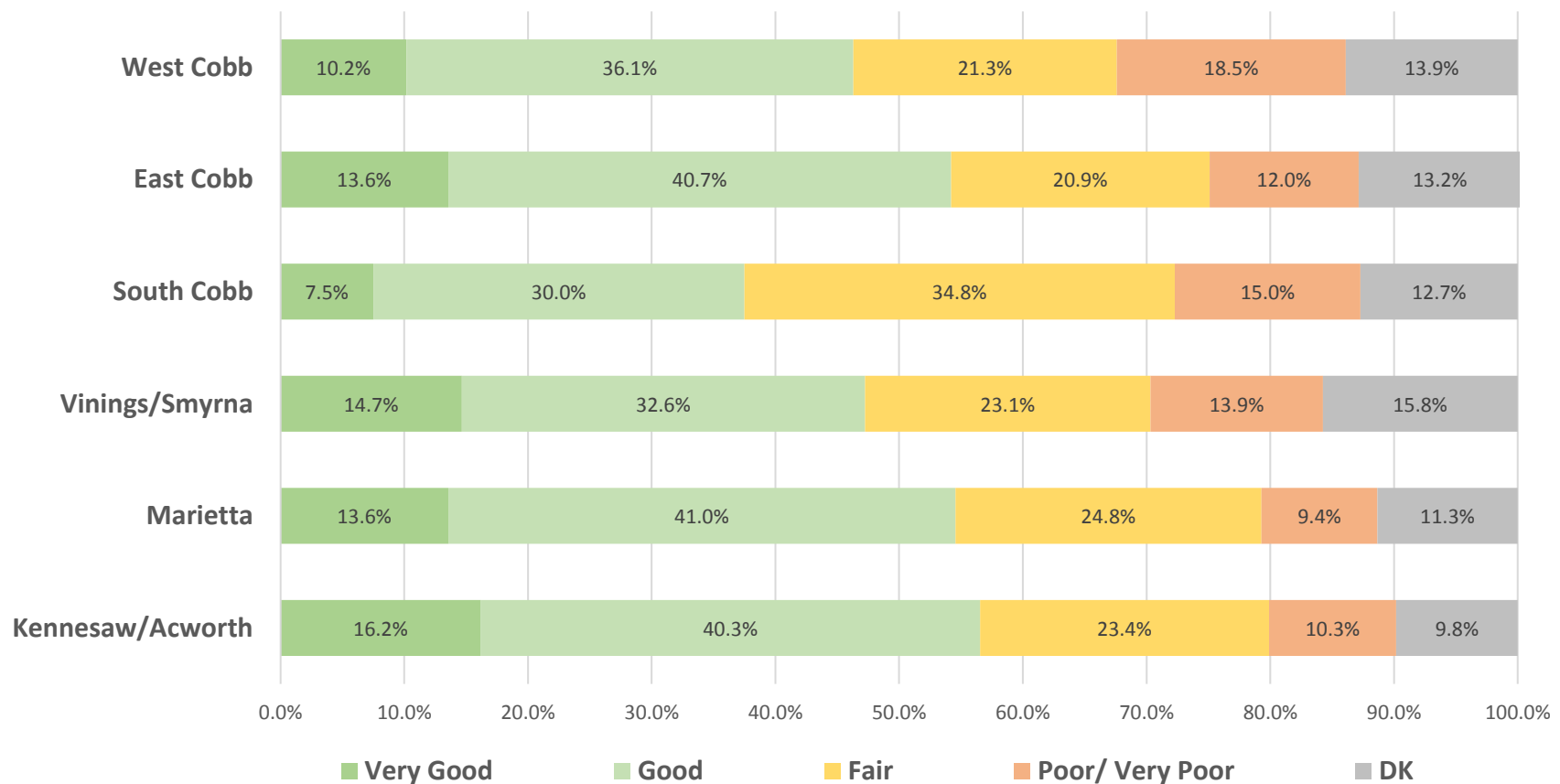
Figure E: Perceptions of Opportunities to Meet People (By Place of Residence)



Job Opportunities

Respondents all across Cobb County are less enthusiastic about job opportunities in their areas (see **Figure F**). A majority of residents from just three areas of the county – east Cobb, Marietta, and Kennesaw/Acworth – said job opportunities are either *very good* or *good*. At least one-third of the respondents in each of the areas (and in the case of south Cobb almost one-half) said job opportunities are only *fair* or *poor/very poor*.

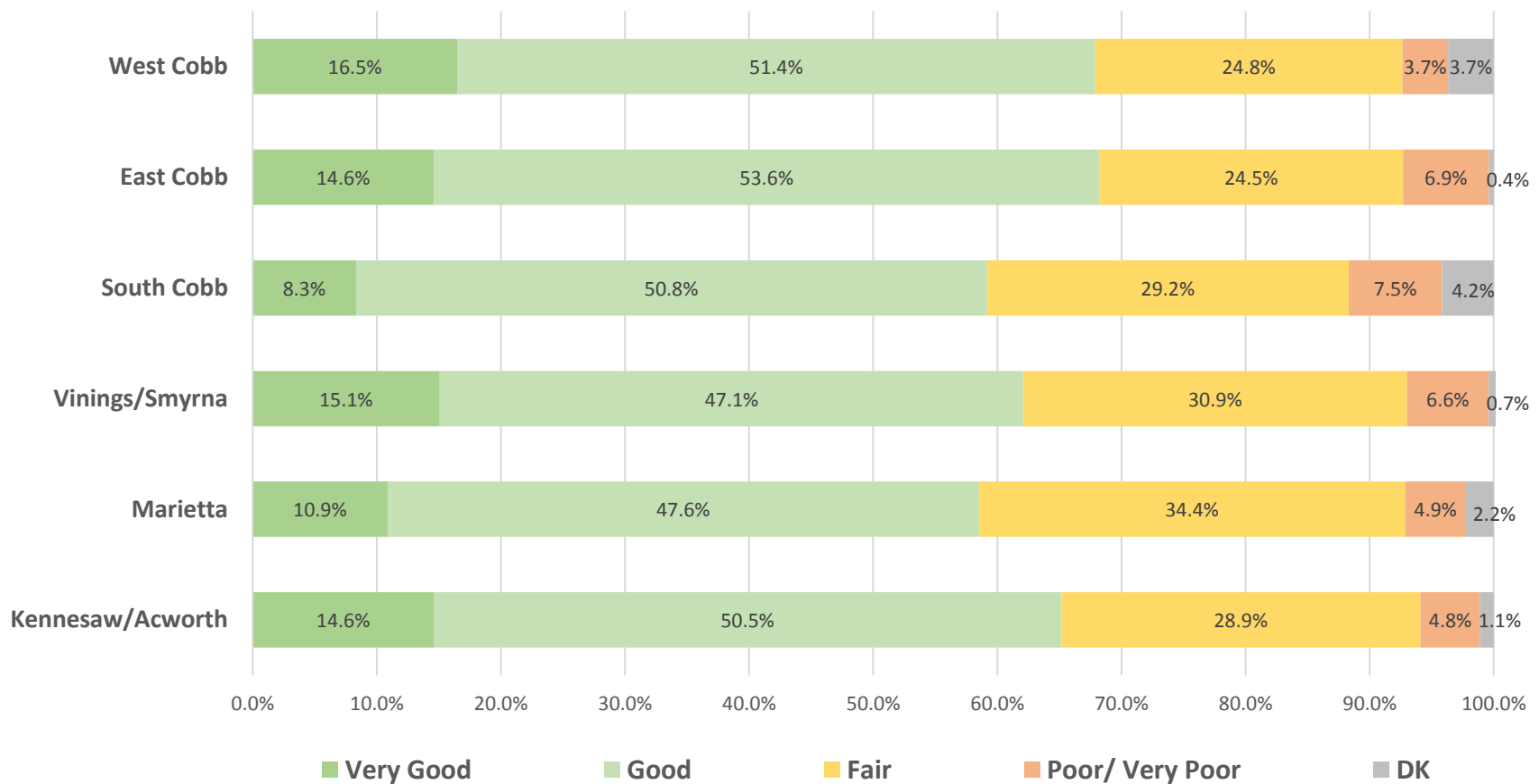
Figure F: *Perceptions of Job Opportunities in Respondent's Area (By Place of Residence)*



Cost of Living

At least 50% of the respondents from each area believe the cost of living in their area is either *very good* or *good*, with residents in east Cobb, west Cobb and the Kennesaw/Acworth areas having slightly more positive feelings about the cost of living than do residents in other parts of the county (see **Figure G**). Almost four out of every ten respondents (39.3%) in the Marietta area indicated the cost of living is just *fair* or *poor/very poor*. Residents in south Cobb and the Vinings/Smyrna areas have similar feelings.

Figure G: Perceptions of Cost of Living in Respondent's Area (By Place of Residence)



Evaluations of Selected Services

The respondents were asked to evaluate the quality of specific services and related items in their areas, including:

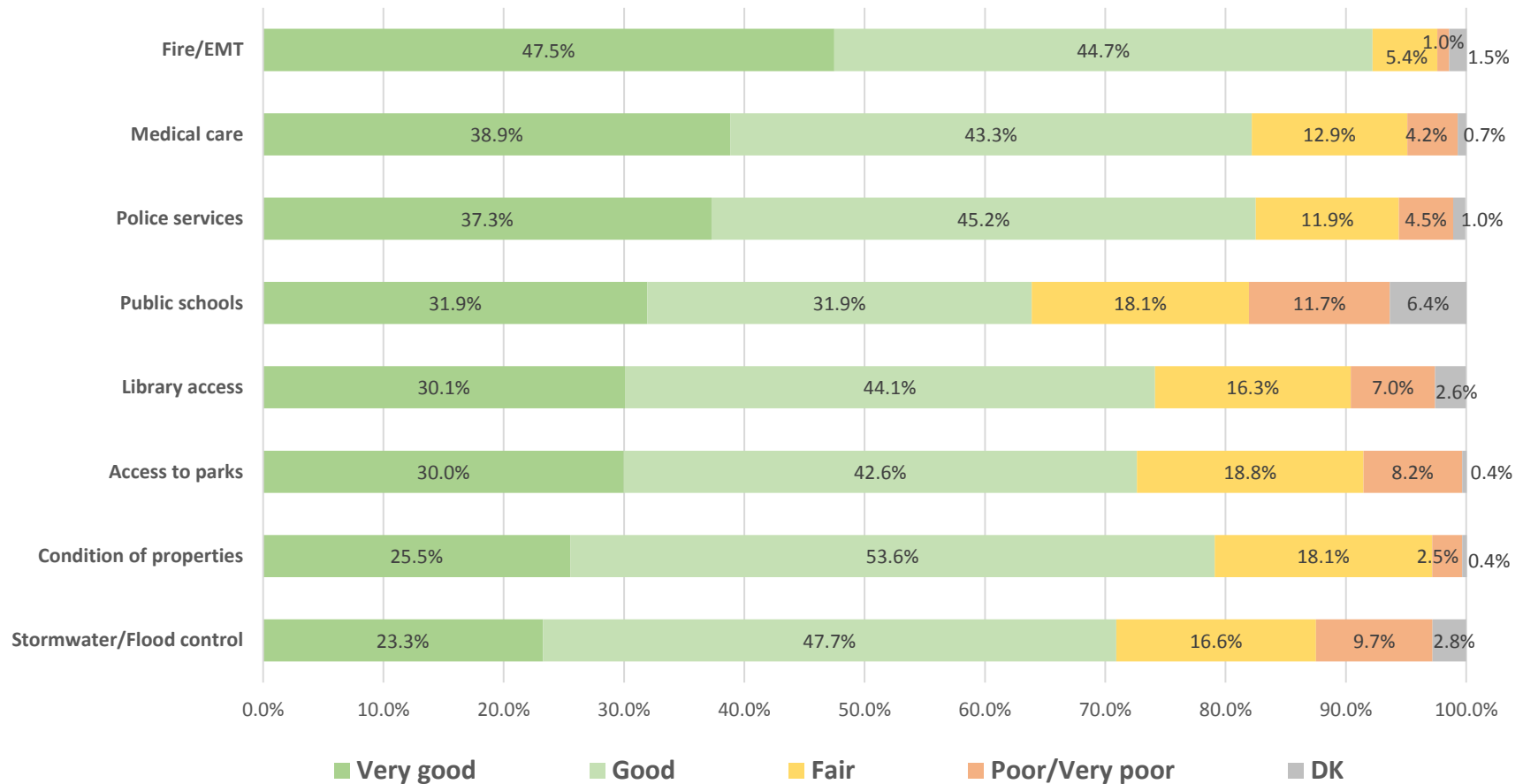
- Fire/EMT;
- Medical care;
- Police;
- Public libraries;
- Public parks and other recreational opportunities;
- The condition of homes and properties in their areas (i.e., code enforcement), and;
- Stormwater and flood control.

Figure H provides a summary of the results for these questions. With the exception of the quality of the public schools, at least 70% of the respondents indicated the quality of services associated with each item were either *very good* or *good*. *Fire and emergency medical services* received the most positive responses (92.5% either *very good* or *good*), followed by *police services* (82.5%), *medical care* (82.2%) and *the condition of homes and properties* in the respondent's area (79.1%).

Less than two-thirds of the respondents (63.8%) feel the public schools in their area are either *very good* (31.9%) or *good* (31.9%). Almost one in five respondents (18.1%) across the county said the schools are only *fair*, while just over one in ten respondents (11.7%) believe their schools are *poor/very poor*.

Approximately one-in-four respondents had less than positive evaluations of *access to parks and other recreational resources*, *stormwater and flood control*, and *access to public libraries*.

Figure H: Perceptions of Quality of Selected Services and Related Items in Respondent's Area

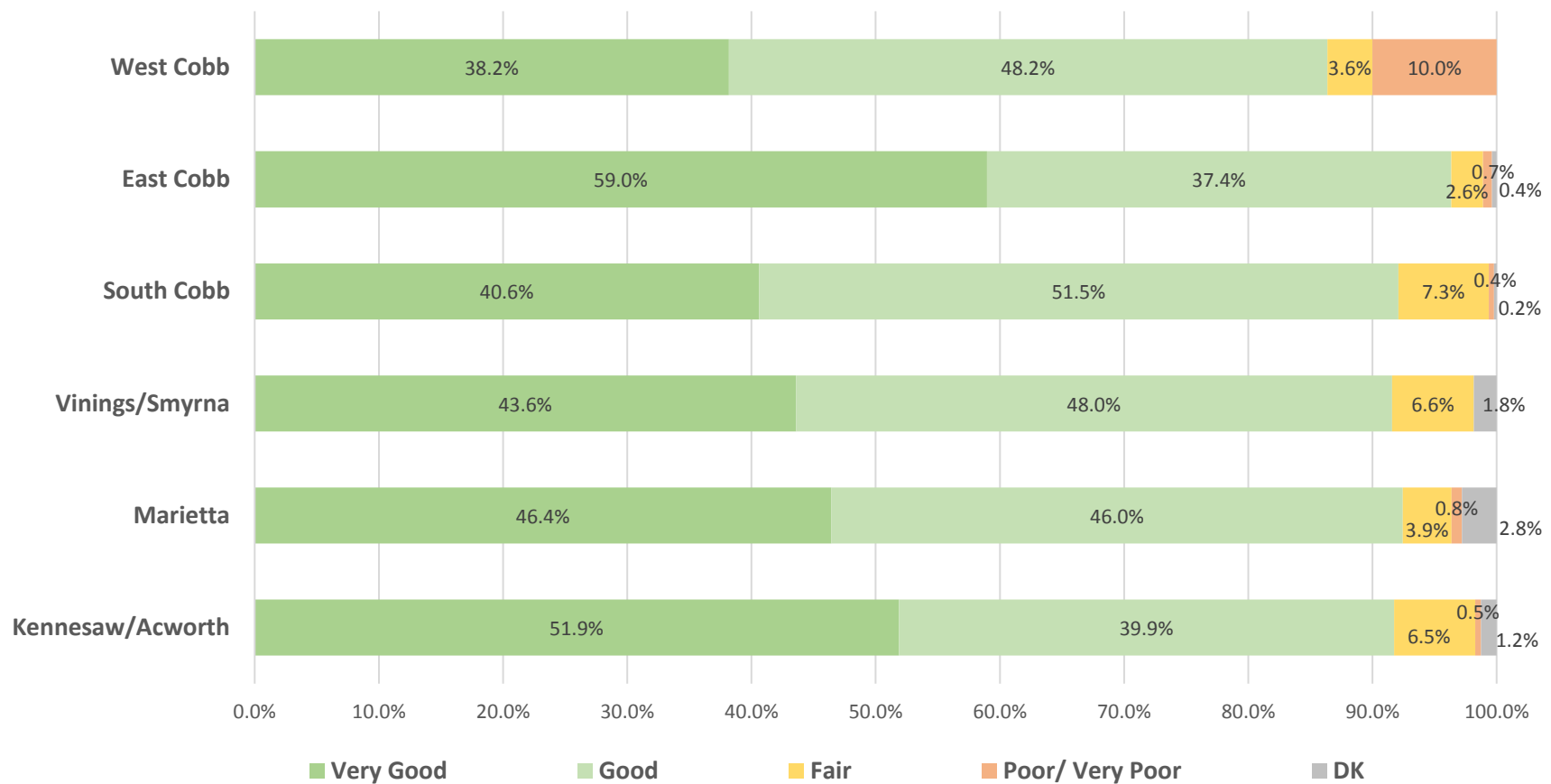


Regional comparisons of the responses to each of these items is provided below.

Fire/EMT Services

Overall, respondents from all parts of the county are pleased with fire and EMT services. At least 90% of the respondents in all regions, with the exception of west Cobb, indicated these services are either *very good* or *good* (see **Figure I**). For some reason, 10% of the respondents in west Cobb said these services are *poor/very poor*. Less than 1% of the respondents in every other part of the county responded in a similar fashion.

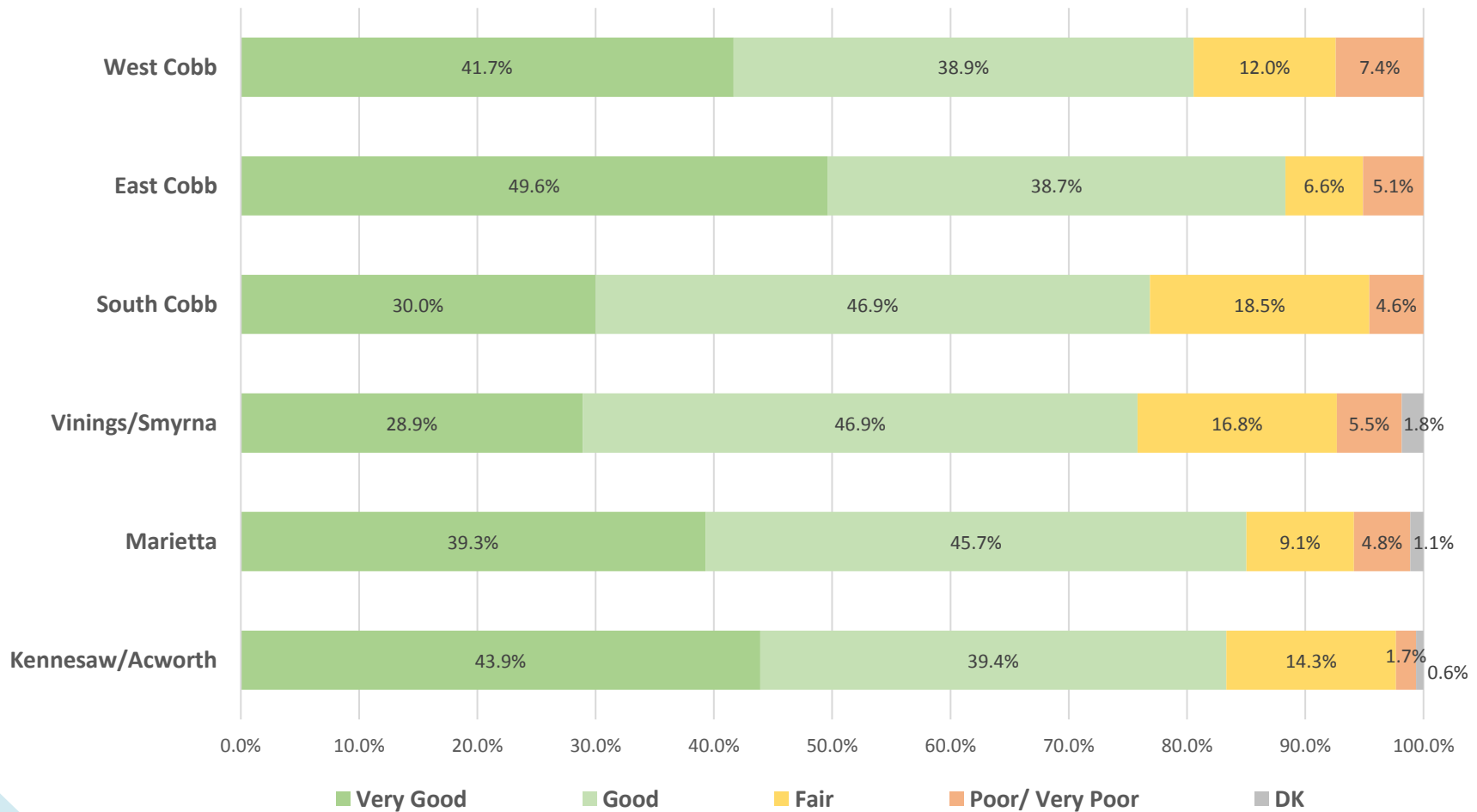
Figure I: Perceptions of Quality of Fire/EMT Services (By Place of Residence)



Medical Care

At least 75% of the respondents in each area of the county indicated the availability of medical care in their area is either *very good* or *good* (see **Figure J**). Respondents in south Cobb and the Vinings/Smyrna area are slightly more critical than their counterparts on this issue; over 20% of the respondents in both areas feel access to medical care is only *fair* or *poor/very poor*.

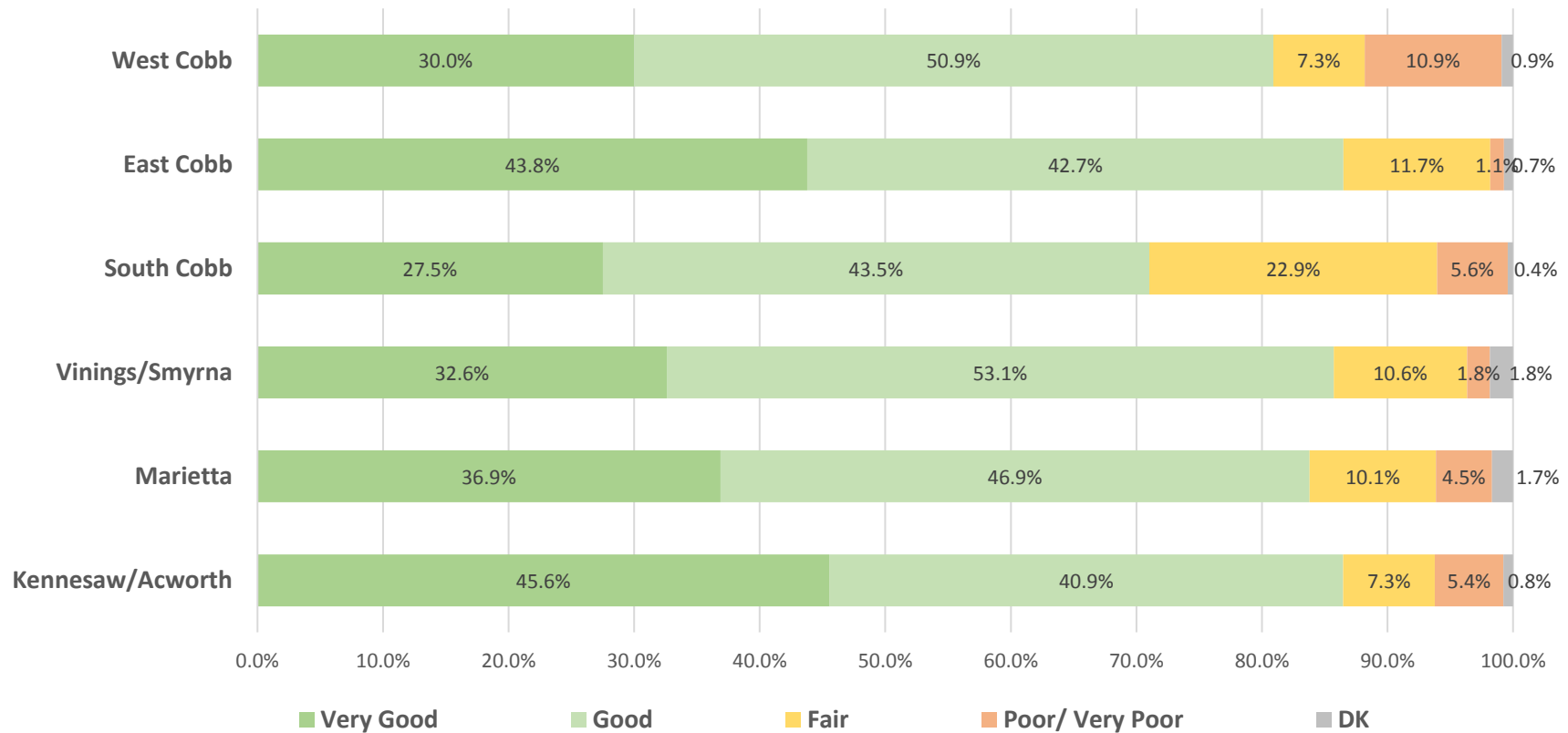
Figure J: Perceptions of Availability of Medical Care (By Place of Residence)



Police Services

At least 80% of the respondents in every area of the county with the exception of south Cobb feel police services in their areas are *very good* or *good* (see **Figure K**). In south Cobb, that percentage falls to 71%; more than one-in-four (28.5%) respondents in that area of the county believe police services are just *fair* (22.9%) or *poor/very poor* (5.6%).

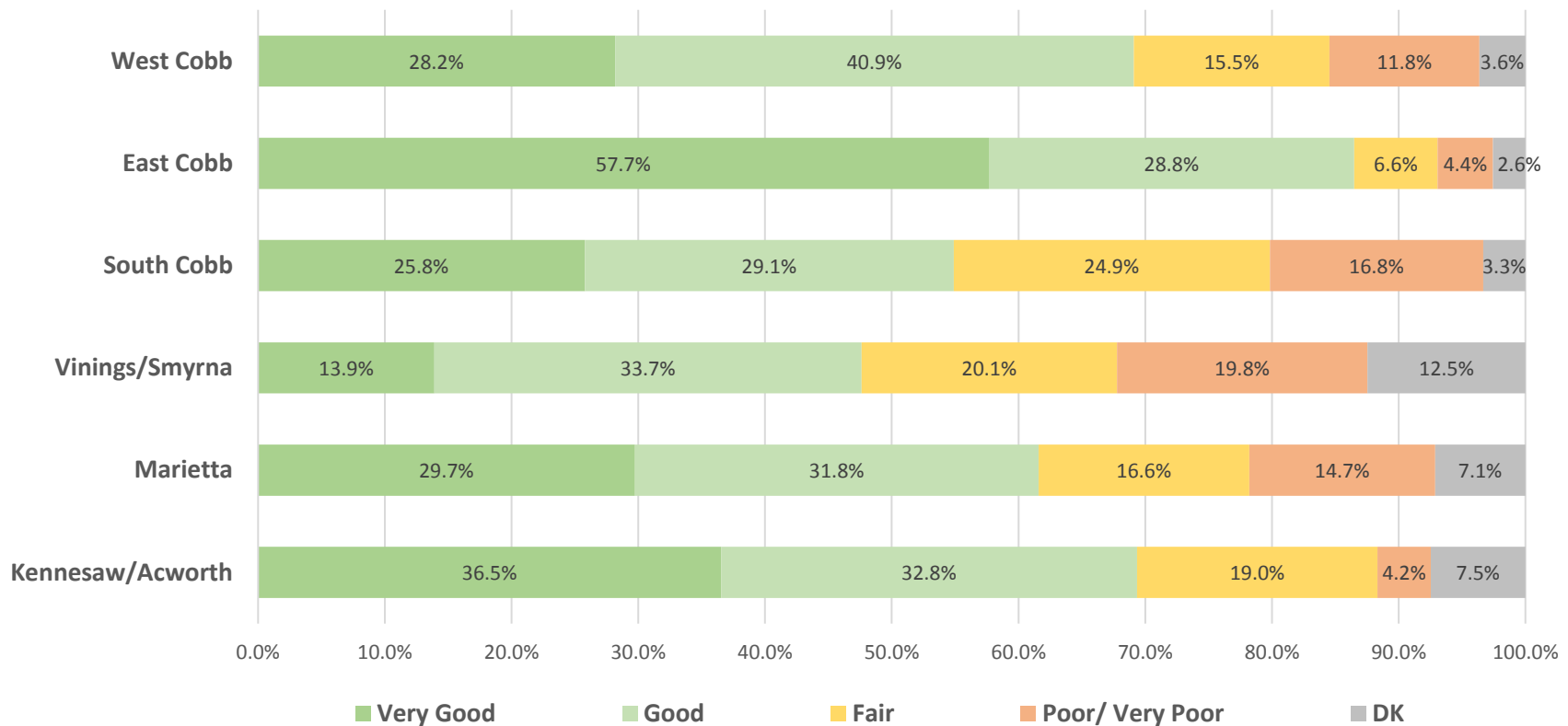
Figure K: Perceptions of Quality of Police Services (By Place of Residence)



Public Schools

Perceptions of the quality of the public schools vary significantly across the county (see **Figure L**). Perceptions of the quality of the public schools are generally highest among residents in east Cobb, the Kennesaw/Acworth area, and west Cobb (86.5%, 69.3% and 69.1%, respectively, either *very good* or *good*), followed by Marietta (61.5%) and south Cobb (54.9%). Less than one-half of the respondents (47.6%) in the Vinings/Smyrna area responded in a similar fashion. Almost one-in-five respondents (19.8%) in that area feel the public schools are *poor/very poor*. Respondents in south Cobb also are more critical of their public schools; 24.9% said the schools are only *fair* while 16.8% believe they are *poor/very poor*.

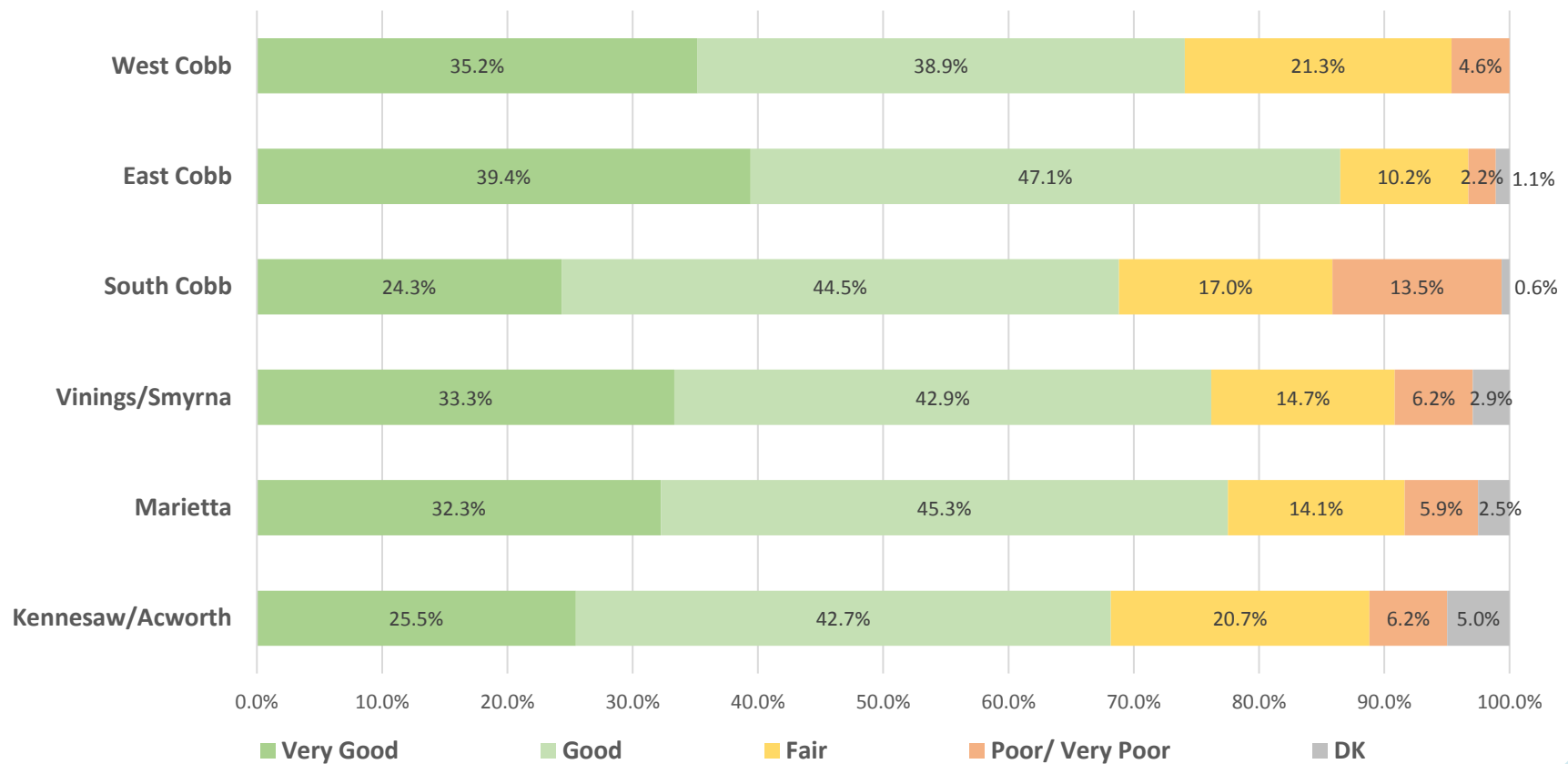
Figure L: Perceptions of Quality of Local Public School (By Place of Residence)



Access to Public Libraries

Attitudes about access to public libraries are generally good in all areas of the county (see **Figure M**). At least two-thirds of the respondents in each of the areas of the county feel their access to libraries is either *very good* or *good*, with residents in east Cobb expressing the most positive opinions (86.5% either *very good* or *good*). Between 10%-20% of the respondents in each area said the library access is only *fair*. Compared to other areas of the county, more respondents in south Cobb indicated their access to libraries is *poor/very poor* (13.5%).

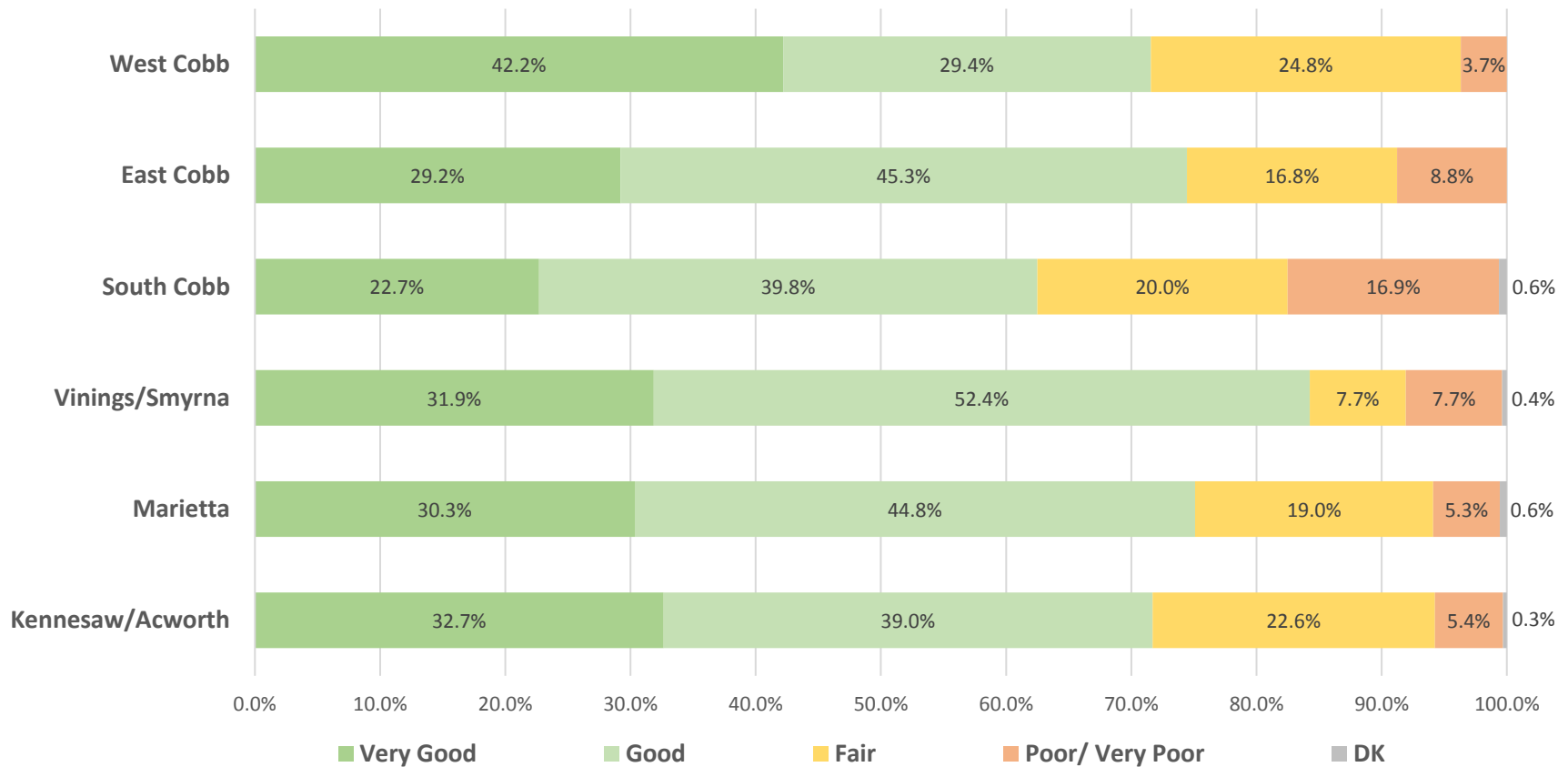
Figure M: Perceptions of Access to Public Libraries (By Place of Residence)



Access to Parks and other Recreational Opportunities

At least 70% of the respondents in each region of the county, with the exception of south Cobb, said their access to parks and other recreational opportunities is either *very good* or *good* (see **Figure N**). While the residents in the Vinings/Smyrna area are most likely (84.3%) to feel their access to local parks is *very good* or *good*, just 62.5% of the respondents in south Cobb feel the same way. One-fifth (20%) of the respondents in south Cobb said access to parks is just *fair*, while slightly fewer respondents (16.9%) believe access is *poor/very poor*.

Figure N: Perceptions of Access to Local Parks and Other Recreational Opportunities (By Place of Residence)

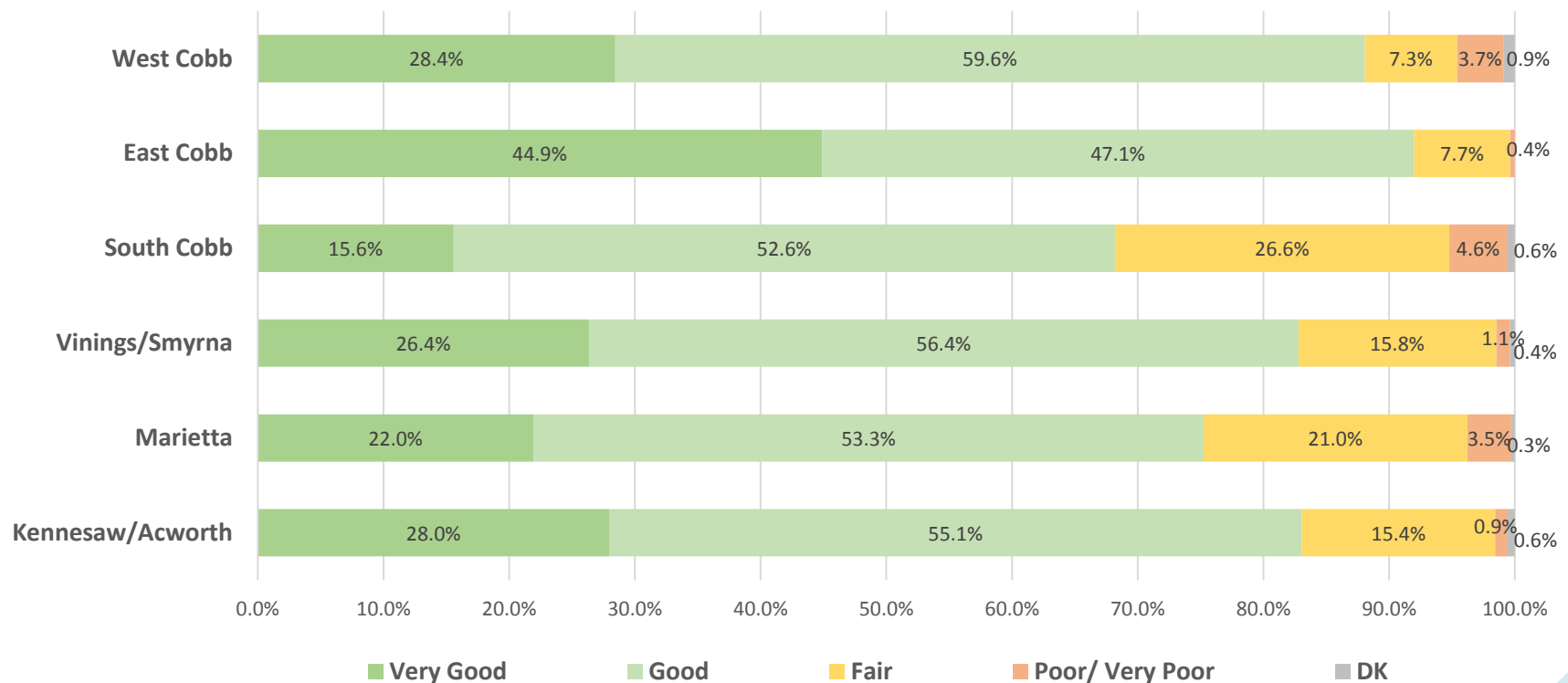


Condition of Homes and Properties

When it comes to perceptions of the condition of nearby homes and properties, residents in south Cobb once again are somewhat more critical than are respondents in most other areas of the county (see **Figure O**). Over one-fourth (26.6%) of the residents in this area said the condition of local properties is just *fair*, while one in twenty (4.6%) said the condition of properties is *poor/very poor*. The percentage of respondents who believe the condition of properties in their area are *only fair or poor/very poor* also is relatively high in the Marietta area (24.5% combined).

In contrast, over 80% of the respondents in east Cobb, west Cobb, Vinings/Smyrna and Kennesaw/Acworth believe the condition of homes in their local areas is *very good* or *good*.

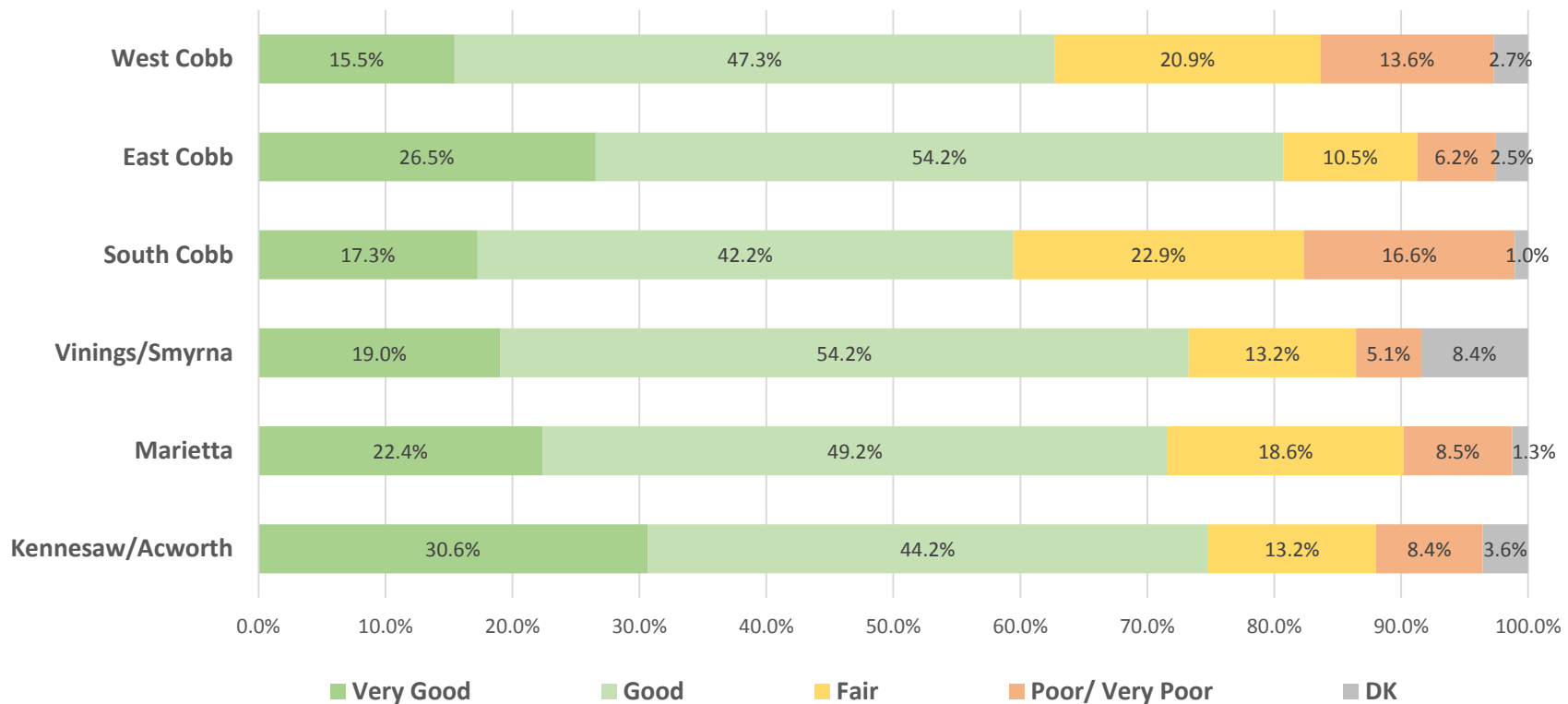
Figure O: Perceptions of Physical Condition of Homes and Property in Local Area (By Place of Residence)



Stormwater Drainage and Flood Control

While at least 70% of the respondents in east Cobb, Kennesaw/Acworth, Vinings/Smyrna, Marietta and west Cobb said stormwater drainage and flood control in their areas are either *very good* or *good*, perceptions of these conditions are somewhat more critical in south Cobb and west Cobb (see **Figure P**). In south Cobb, almost six out of every ten respondents (59.5%) believe these conditions are *very good* or *good*, but almost one in four respondents (22.9%) feel they are just *fair*, while almost one in five (16.6%) said conditions are *poor/very poor*. In west Cobb, over one-third of the respondents said these conditions are *fair* (20.9%) or *poor/very poor* (13.6%).

Figure P: Perceptions of Stormwater Drainage and Flood Control (By Place of Residence)



Attitudes on Future Development

The respondents were given several statements related to long-range planning and future development in the county and asked to state their level of agreement or disagreement with each statement.

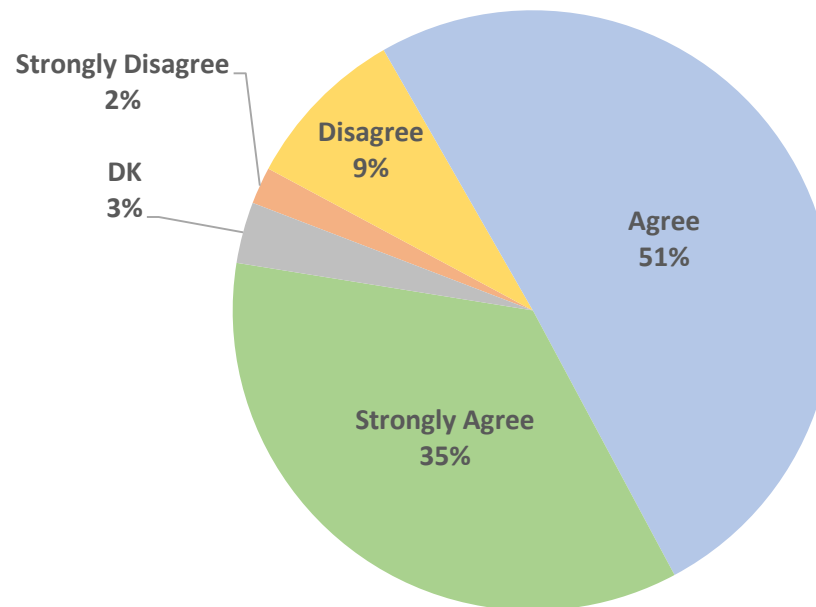
Future Development: Renovation of Older Existing Development vs. Expansion into Undeveloped Areas

Respondents were asked to respond to the following statement:

“Future economic development should focus on redeveloping older existing areas rather than expanding into undeveloped areas.”

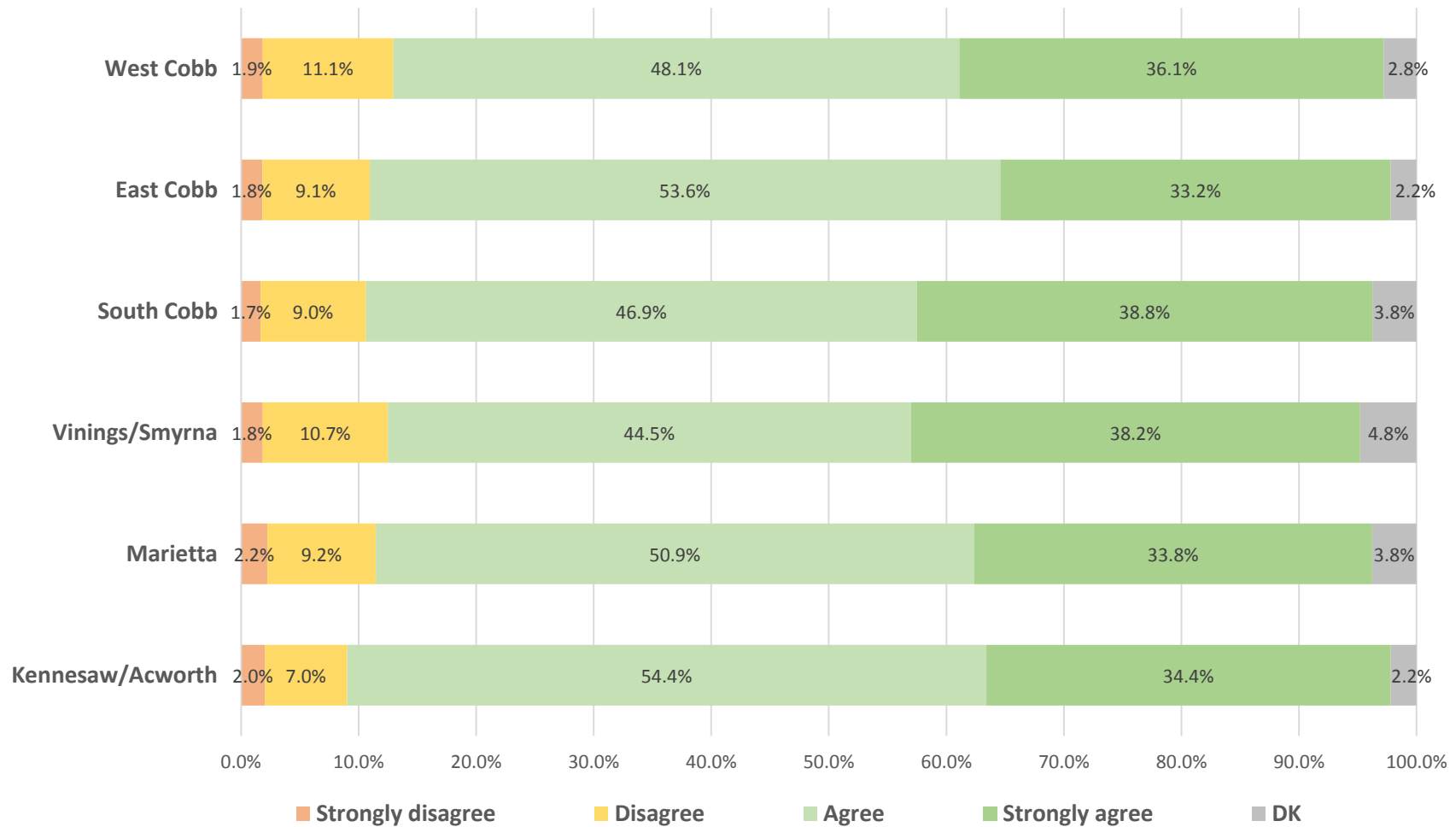
The results in **Figure Q** reveal that the vast majority of respondents either *agreed* (51%) or *strongly agreed* (35%) with this statement. Just one-in-ten respondents disagreed with this statement to any degree.

Figure Q: Focus on Redevelopment of Older Existing Areas Rather than Expand into Undeveloped Areas



As revealed in **Figure R**, responses to this question were consistent across all areas of the county.

Figure R: Focus on Redevelopment of Older Existing Areas Rather than Expand into Undeveloped Areas (By Place of Residence)



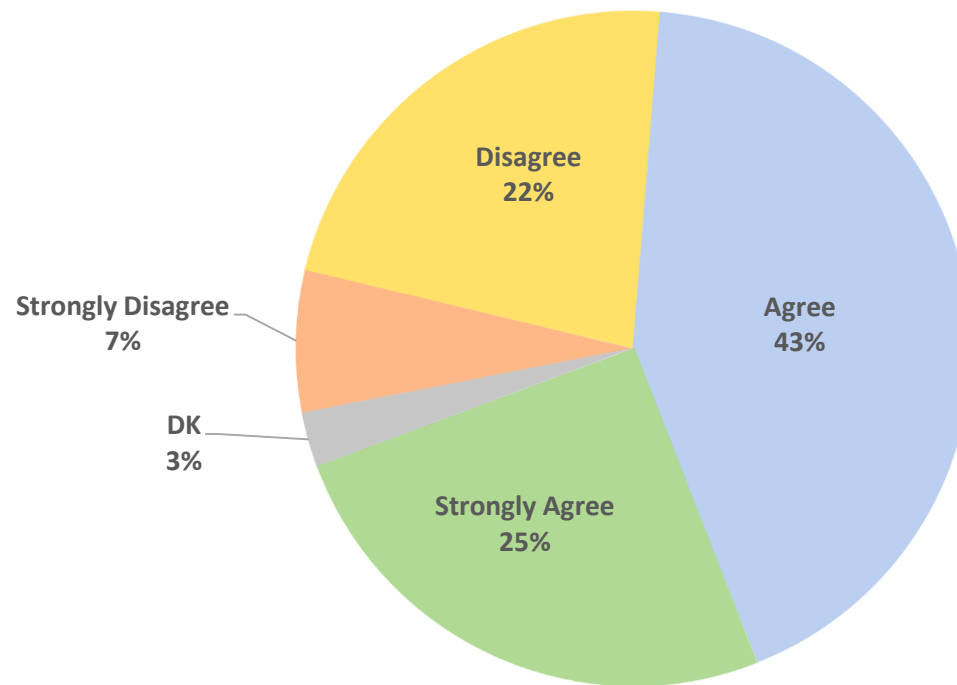
Housing Mix

The respondents were asked to state their level of agreement or disagreement with the following statement:

“Cobb County needs a better mix of housing options to meet the demands of families from all income levels.”

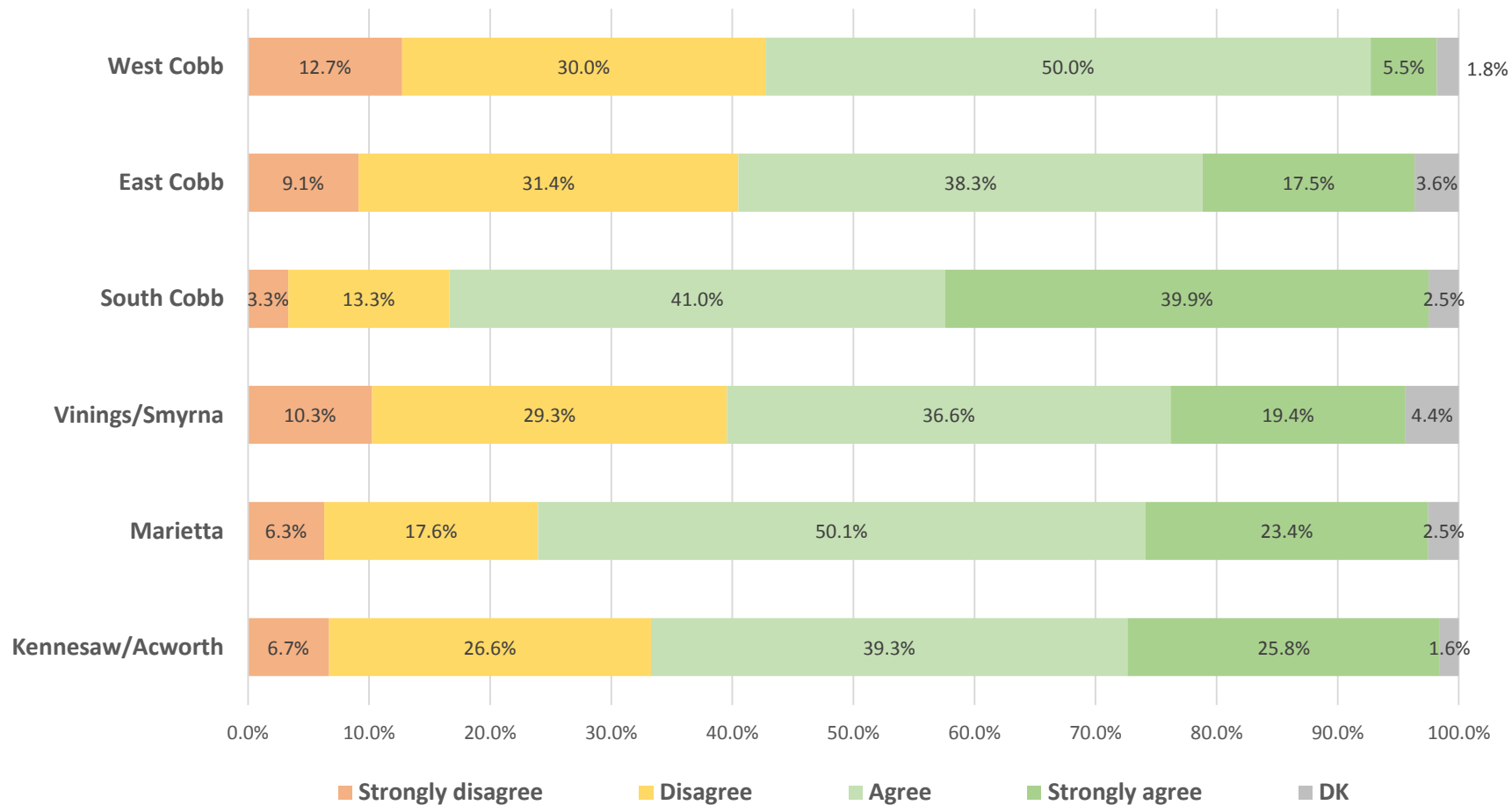
The results in **Figure S** reveal that two-thirds (68%) of all respondents either *agreed* (43%) or *strongly agreed* (25%) with this statement. Twenty-two percent (22%) *disagreed* and an additional 7% of the respondents *strongly disagreed* with the statement.

Figure S: Cobb County Needs a Better Mix of Housing



The results in **Figure T** indicate the belief that Cobb County needs a better mix of housing to meet the needs of people from all income levels is particularly strong in south Cobb and the Marietta area. Over 80% of the respondents in south Cobb generally agreed with this statement, while slightly fewer respondents (73.5%) in the Marietta area feel the same way. Respondents in west Cobb, east Cobb and the Vinings/Smyrna area exhibited the highest levels of disagreement with this statement.

Figure T: Cobb County Needs a Better Mix of Housing (By Place of Residence)



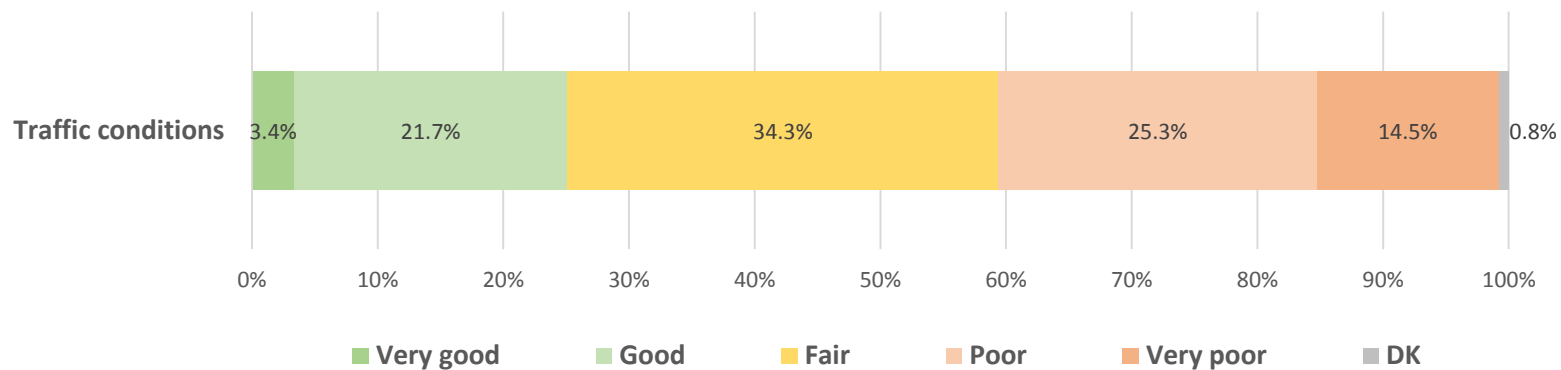
Issues Related to Transportation Planning

The respondents were asked a series of questions related to issues dealing with transportation and long-range planning.

Traffic Conditions

The respondents were asked to rate traffic conditions in the area where they live. **Figure U** reveals that almost four out of every ten respondents feel traffic in the area where they live is either *poor* (25.3%)¹ or *very poor* (14.5%). An additional one-third (34.3%) of the respondents said traffic conditions are only *fair*. One in four respondents indicated traffic conditions are generally good.

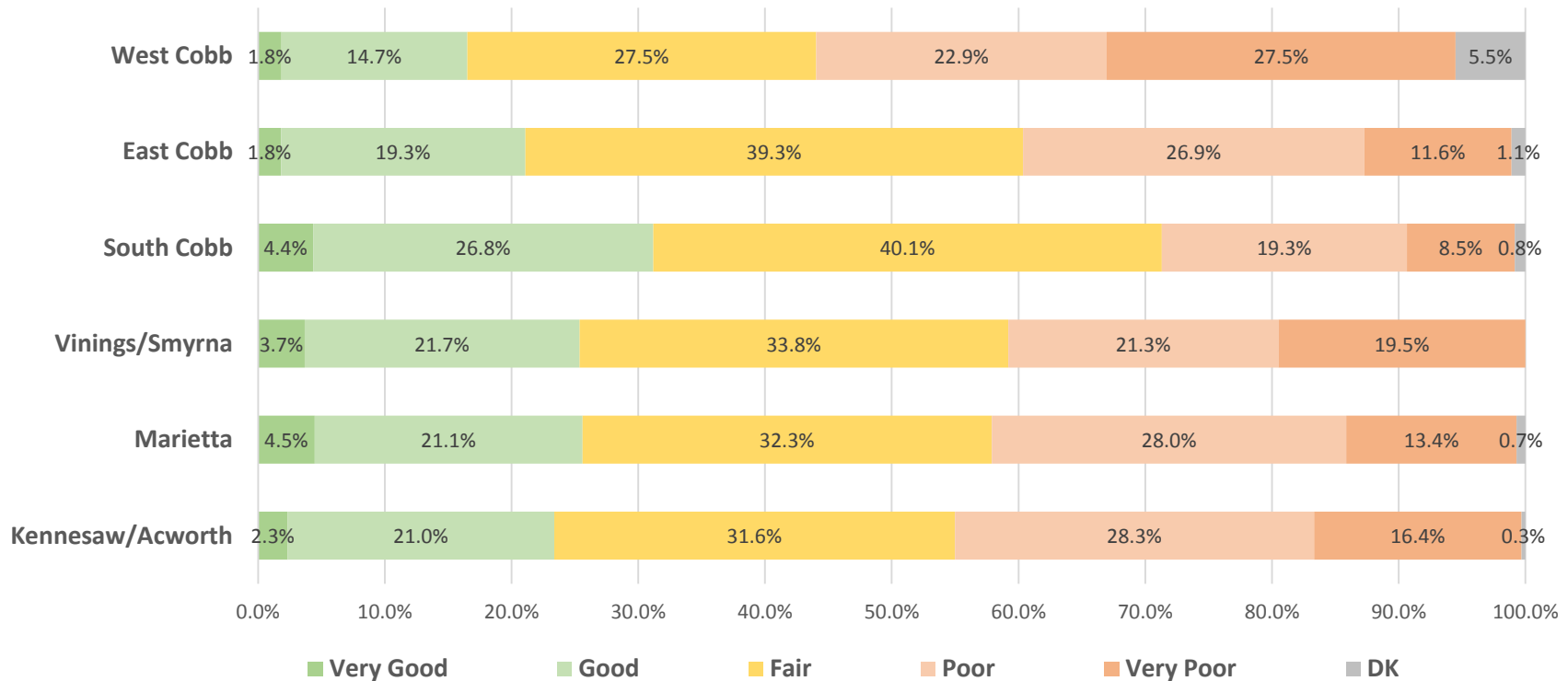
Figure U: Perceptions of Traffic Conditions in Respondent's Area



¹ Survey questions in this study that asked the respondents to rate the quality of certain conditions or services utilized a 5-point “very good – very poor” response set. Because the percentage of respondents falling into the “poor” or “very poor” categories on most of items were relatively small, those two categories were collapsed into a “poor/very poor” category for the purpose of analysis. On the issue of traffic conditions, however, the percentage of respondents in the “poor” and “very poor” categories were sizable, so the original 5-point response set was maintained for analytical purposes for this question only.

Perceptions of traffic conditions are *just fair or generally poor* all across the county (see **Figure V**). South Cobb is the only area in which as many as 30% of the respondents feel traffic conditions are *very good* (4.4%) or *good* (26.8%).

Figure V: Perceptions of Traffic Conditions in Local Area (By Place of Residence)



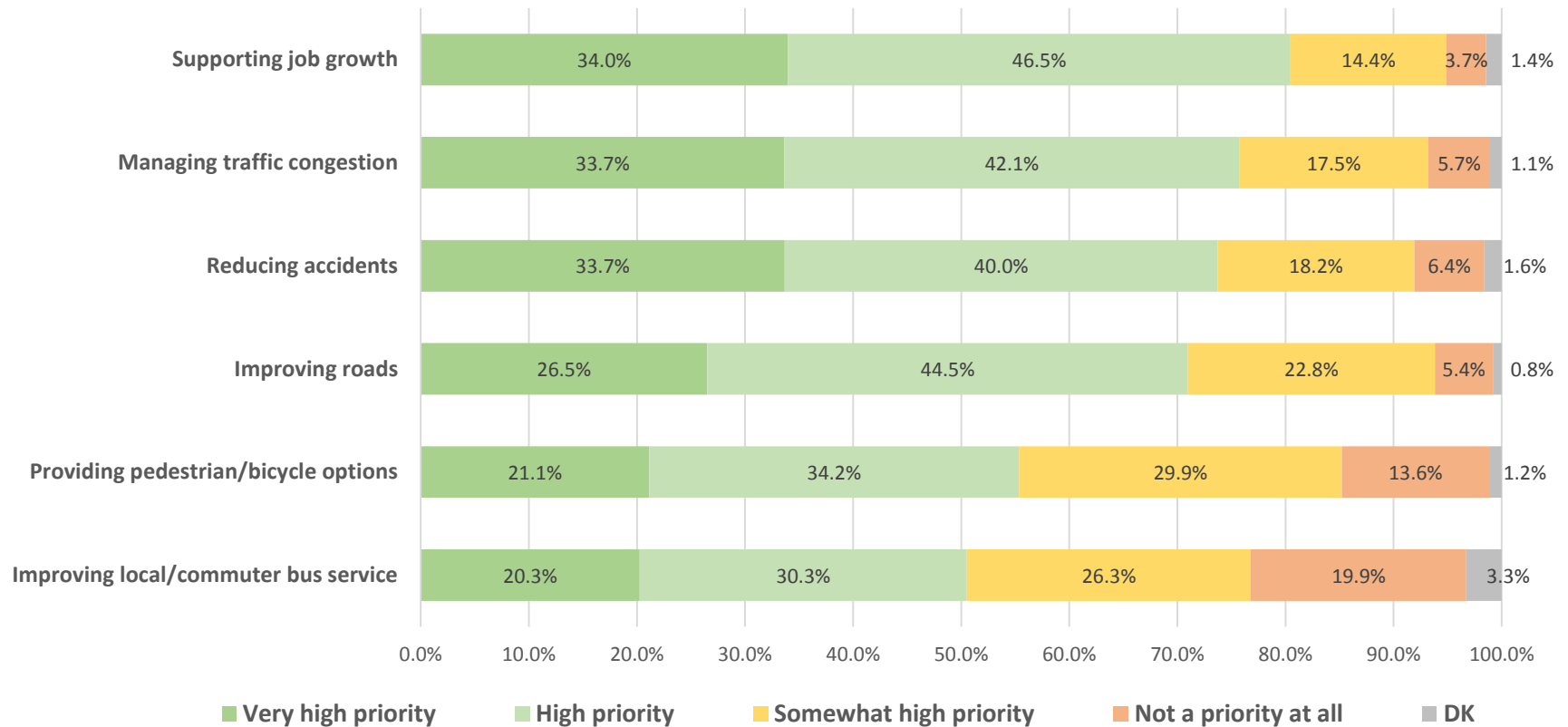
Transportation Planning Priorities

The respondents were given a number of items related to transportation planning and asked to evaluate whether each item should be a very high priority, a high priority, a somewhat high priority, or not a priority at all in future transportation planning. The items included were:

- Managing traffic congestion on county roads;
- Reducing the number of traffic accidents;
- Repaving and improving the condition of county roads;
- Providing safe and convenient pedestrian and bicycle options in the county;
- Improving local and commuter bus service, and;
- Supporting job growth in the county.

Figure W provides a summary of the responses to these questions. **Supporting job growth** (80.5%), **managing traffic congestion** (75.8%), **reducing accidents** (73.7%) and **improving the condition of county roads** (71%) were most often rated as either *very high* or *high* priorities. Smaller majorities of respondents said **providing safe pedestrian and bicycle options** (55.3%) or **improving local and commuter bus service** (50.6%) should receive those high levels of attention in future planning efforts.

Figure W: Perceived Priority Levels for Transportation and Job Growth Strategies

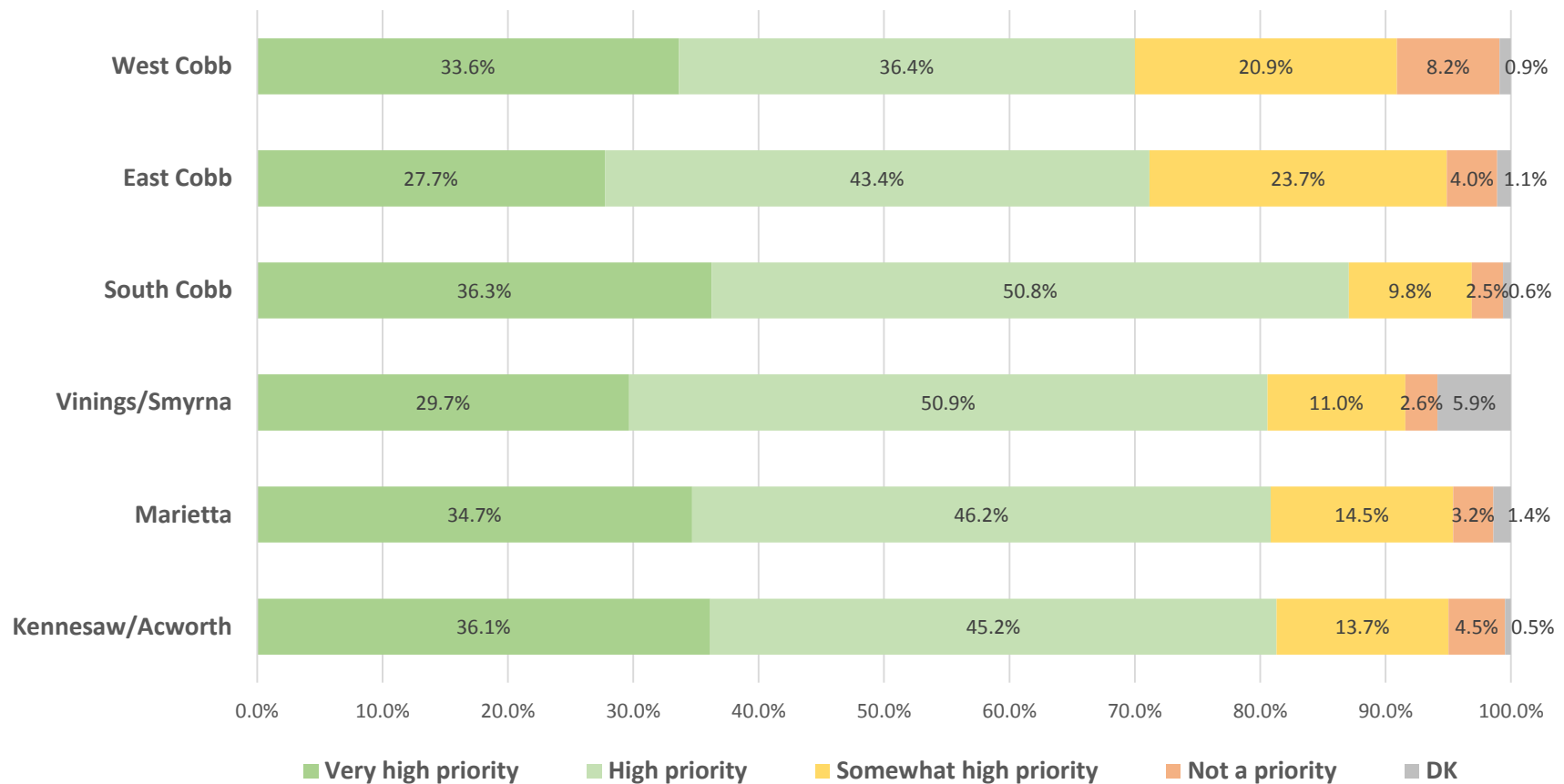


A brief summary of the results for each of these items for the different parts of the county is provided below.

Supporting Job Growth

At least 70% of the respondents in each area of the county said promoting job growth should be a *very high* or *high priority* (see **Figure X**) in future planning efforts. This is particularly true of respondents in south Cobb, the Vinings/Smyrna area, Marietta and the Kennesaw/Acworth area.

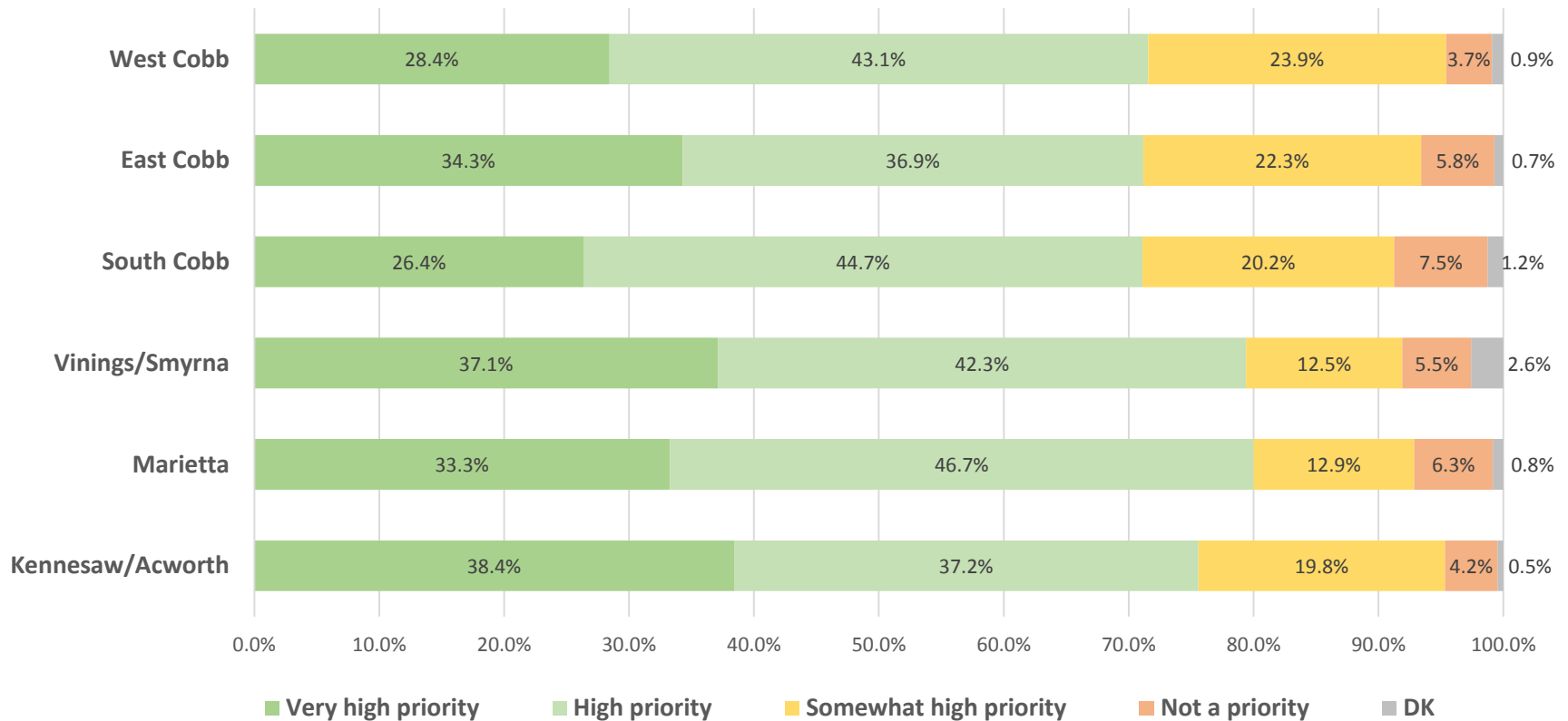
Figure X: Prioritizing Promotion of Job Growth (By Place of Residence)



Managing Traffic Congestion

At least 70% of the respondents in each of the local areas examined said managing traffic congestion should be either a *very high or high priority* (see **Figure Y**). Residents in the Marietta area (80%) and the Vinings/Smyrna area (79.4%) are slightly more likely than their counterparts to feel that way.

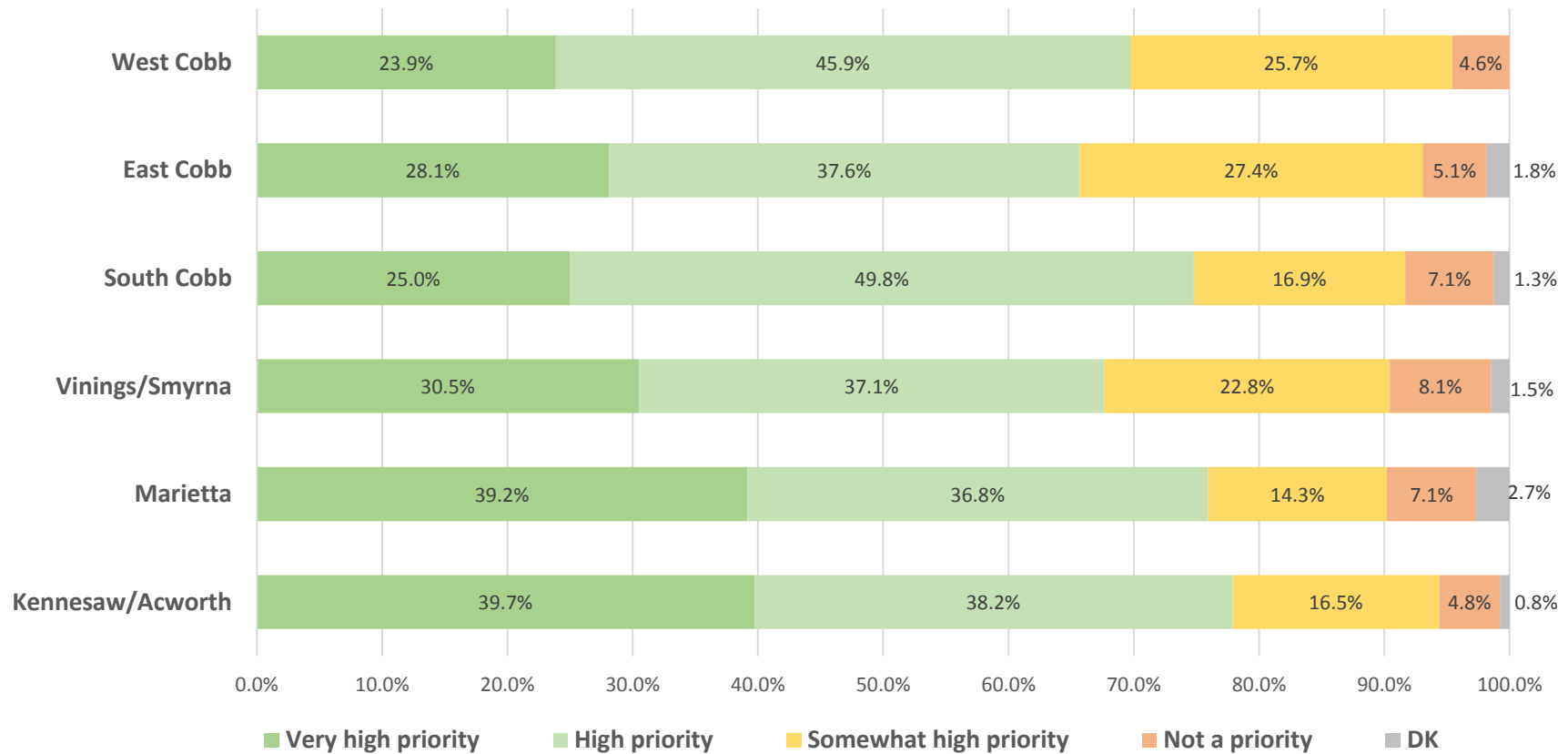
Figure Y: Prioritizing Transportation Needs: Managing Congestion (By Place of Residence)



Reducing Traffic Accidents

At least 60% of the respondents in each area said reducing traffic accidents should be a *very high or high priority* in future planning efforts. This belief is slightly higher among residents of the Kennesaw/Acworth area (77.9%), Marietta (76%) and south Cobb (74.8%).

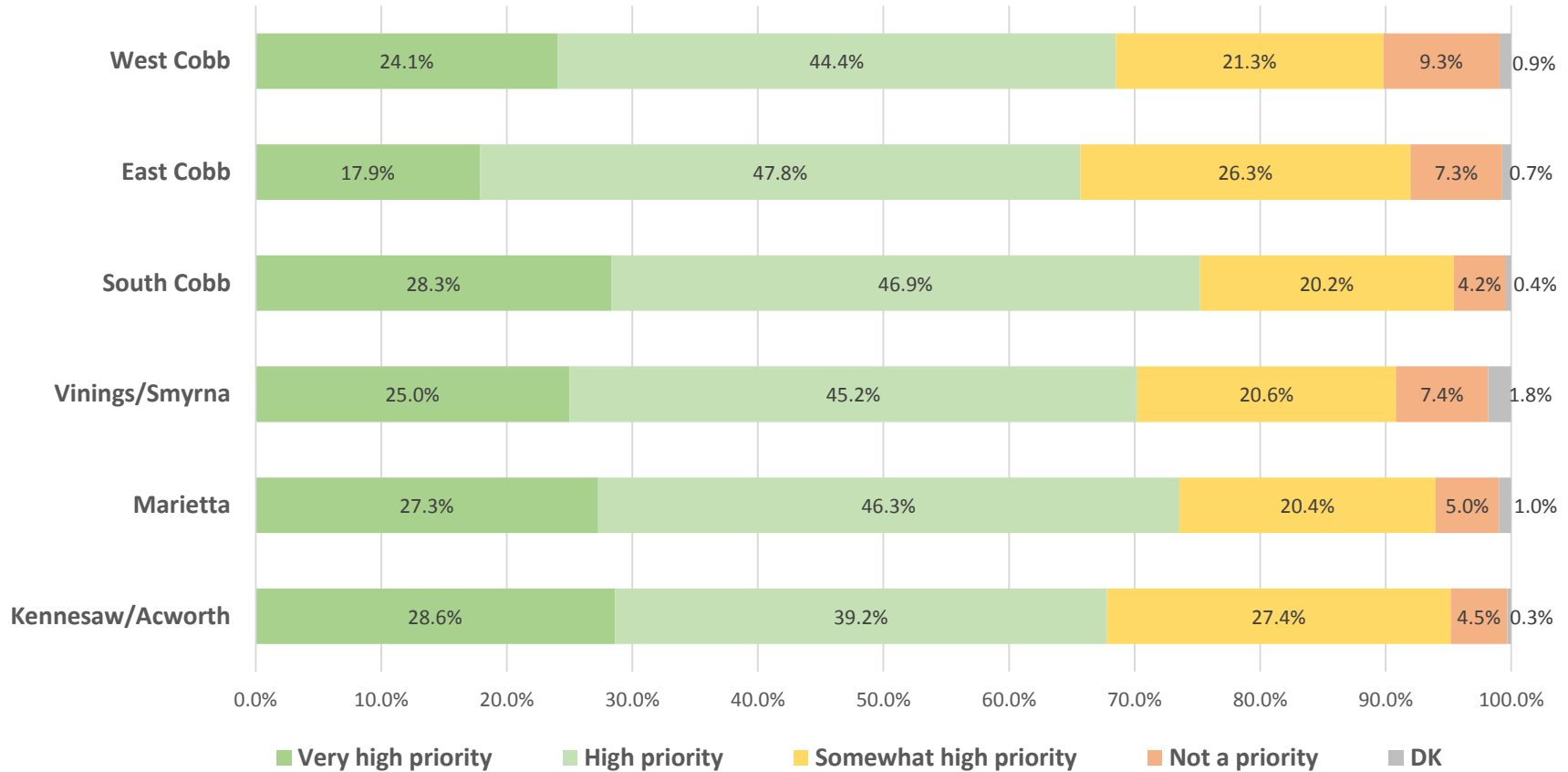
Figure Z: Prioritizing Transportation Needs: Reducing Accidents (By Place of Residence)



Improving Condition of Roads and Highways in County

Again, at least 60% of the respondents in each area of the county believe improving the condition of roads and highways in the county should be either a **very high or high priority** (see **Figure AA**). This feeling is highest among residents of south Cobb (75.2%).

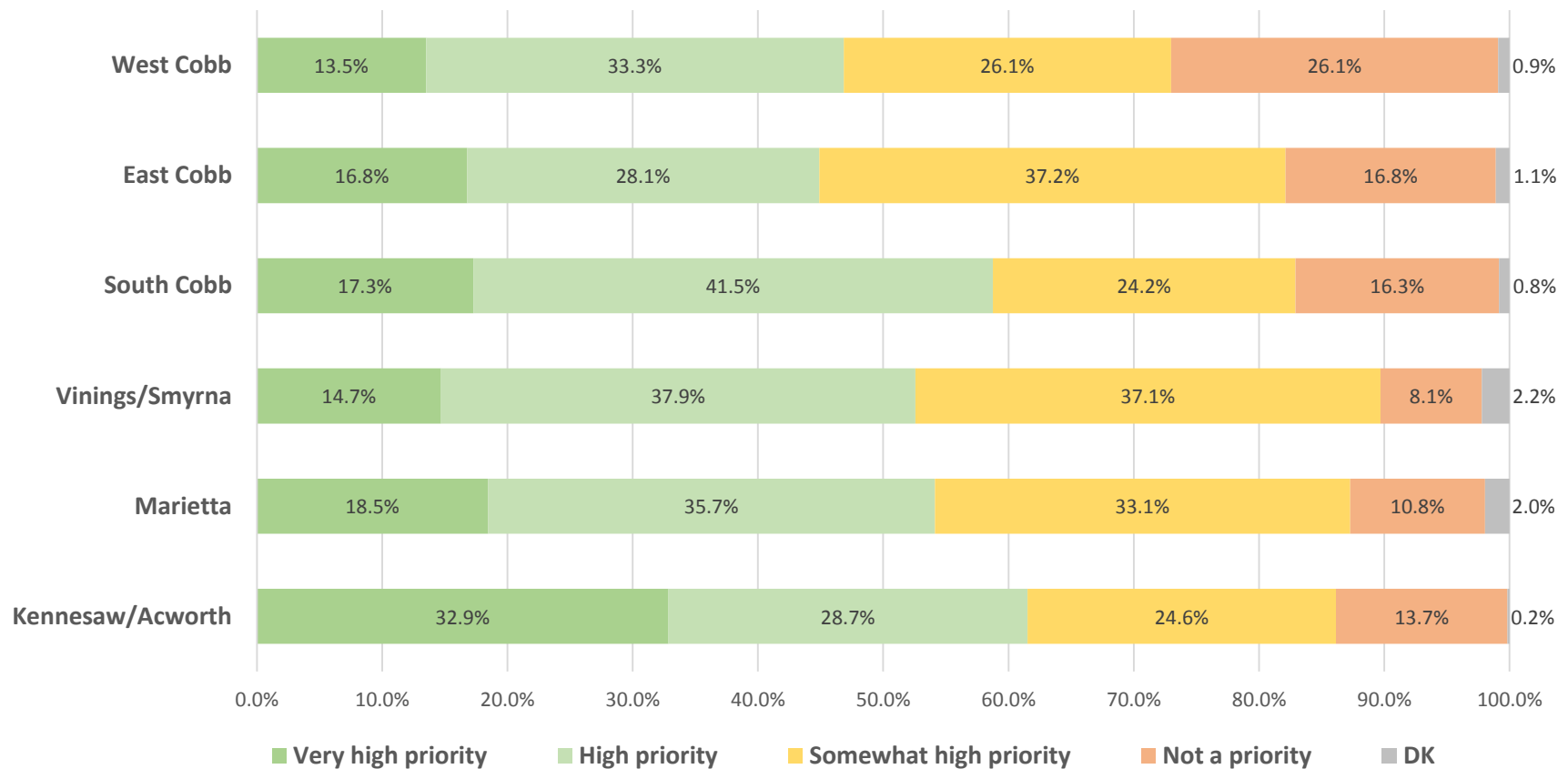
Figure AA: Prioritizing Transportation Needs: Improving Conditions of Roads and Highways in County (By Place of Residence)



Providing Safe Pedestrian/Bicycle Options

A majority of respondents in the Kennesaw/Acworth area (61.6%), south Cobb (58.8%), Marietta (54.2%) and the Vinings/Smyrna area (52.6%) feel providing safe pedestrian and bicycle options should be a *very high or high priority* in future transportation planning. Residents in west Cobb and east Cobb are less enthusiastic about the importance of these efforts (see **Figure BB**).

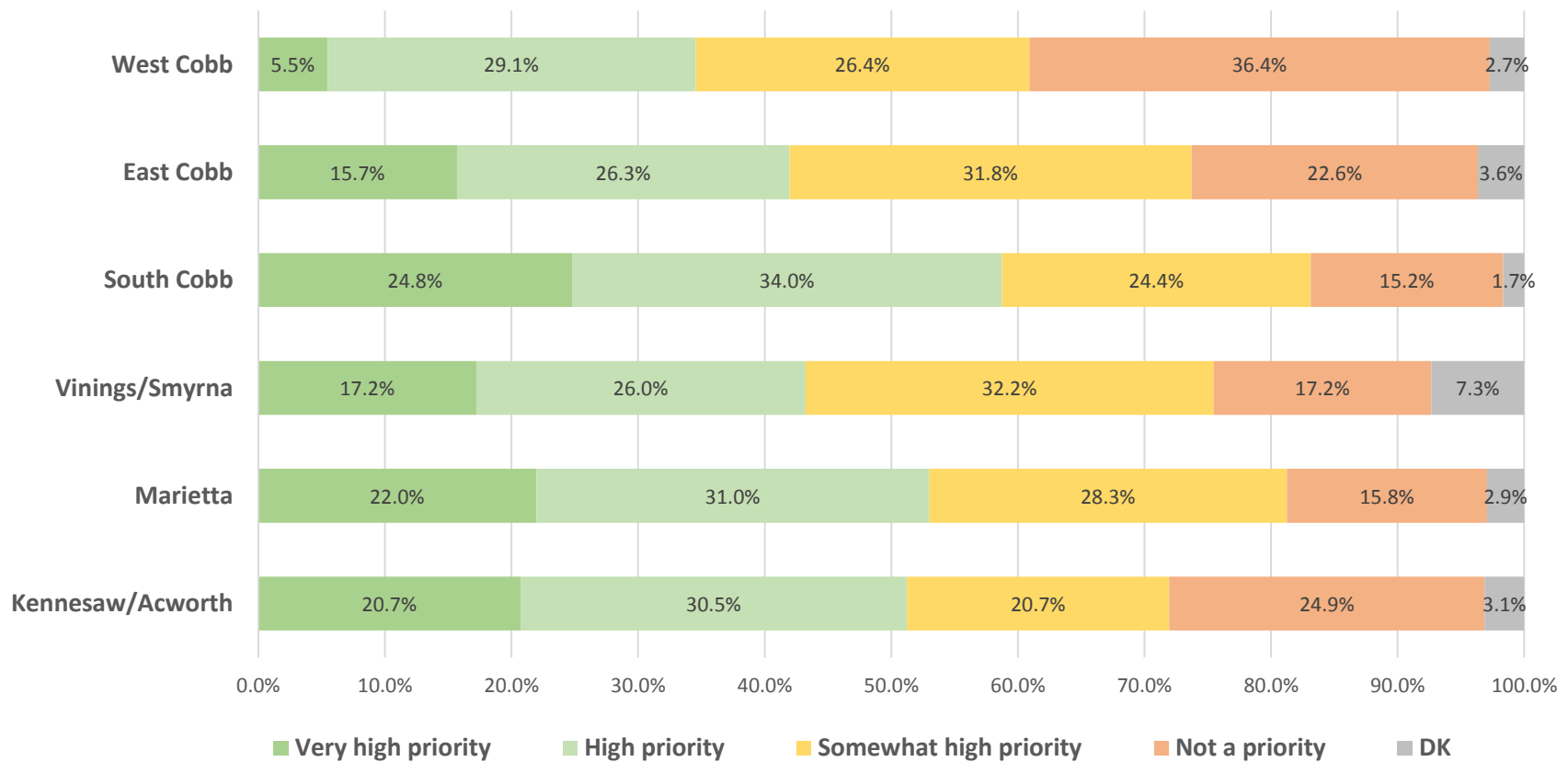
Figure BB: Prioritizing Transportation Needs: Providing Safe Pedestrian/Bicycle Options (By Place of Residence)



Improving Local and Commuter Bus Service

A majority of respondents in south Cobb (58.8%), the Marietta area (53%) and the Kennesaw/Acworth area (51.2%) feel improving local and commuter bus service should be a *very high or high priority* (see **Figure CC**). Residents of west Cobb are less enthusiastic about this potential transportation improvement; over one-third (36.4%) of these respondents said this option *should not be a priority* in future planning, while an additional one-fourth (26.4%) believe it should only be a *somewhat high priority*.

Figure CC: Prioritizing Transportation Needs: Improving Local/Commuter Bus Service (By Place of Residence)



Best Long-Term Solution for Traffic Congestion in Cobb County

The respondents were asked to indicate the best long-term solution to traffic congestion in Cobb County. They were given four options from which to choose, including **improving the county road system**, **expanding public transit**, **developing “live-work” communities**, or **doing nothing**. The results in **Figure DD** show that county residents were evenly divided between *improving the county road system* (35%) and *expanding public transit* (34%). Fewer respondents (22%) said *developing “live-work” communities* is the best solution. Less than one in ten respondents (6%) said the best approach would be to *do nothing*.

Figure DD: Best Long-Term Solution to Traffic Congestion in Cobb County

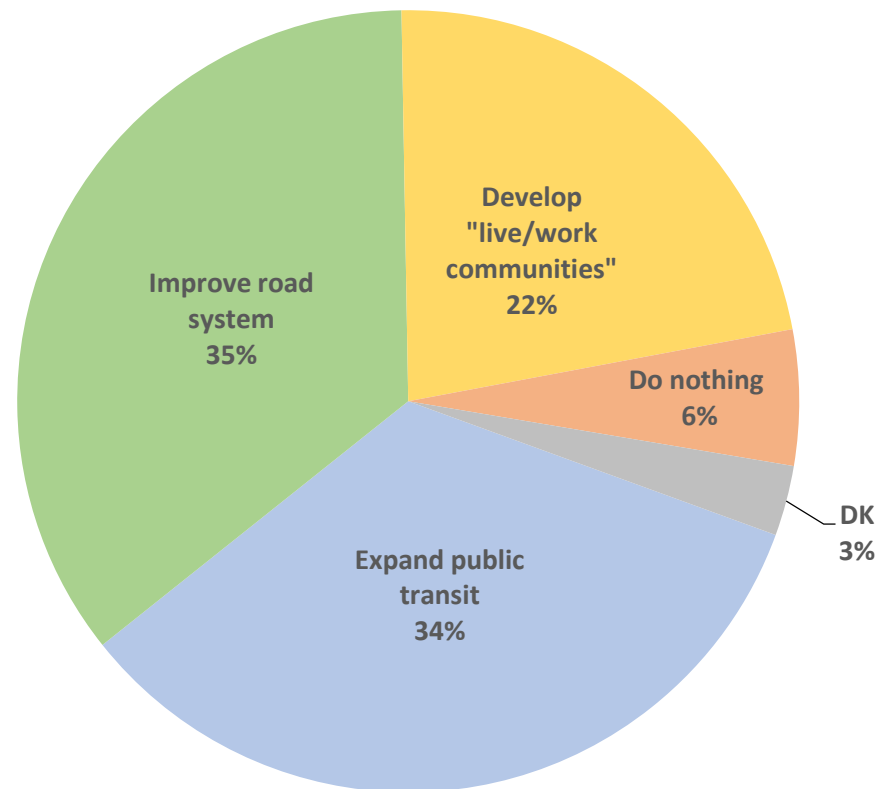
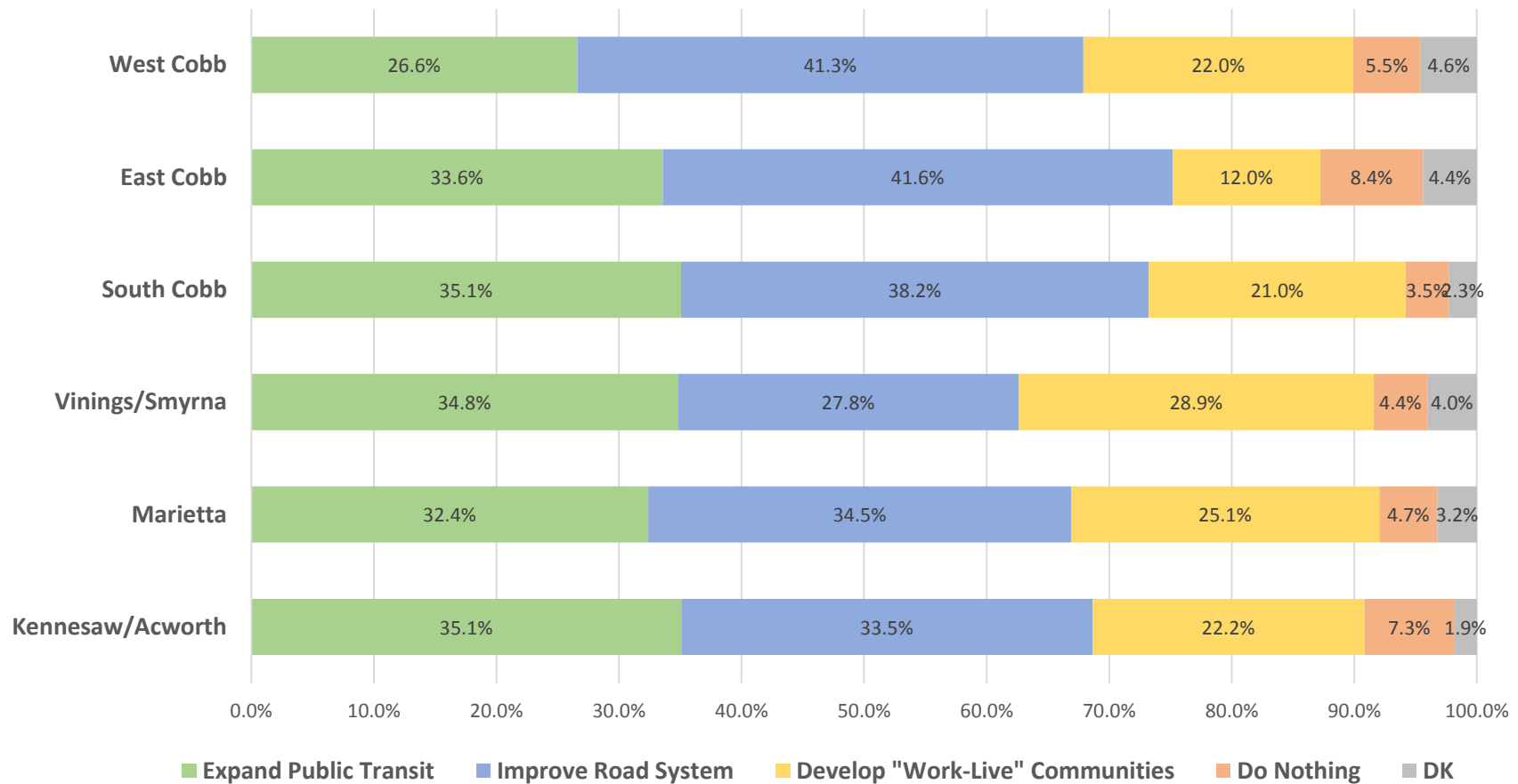


Figure EE provides a breakdown of these results for each area of the county. For most of Cobb County, residents were closely divided between *improving the road system* and *improving public transit*. Residents in east Cobb (41.6%) and west Cobb (41.3%) were more likely to prefer improving the county road system, while residents of the Vinings/Smyrna area were slightly more likely to prefer expanding public transit (34.8%) over improving the road system (27.8%).

Figure EE: Best Long-Term Solution to Traffic Congestion (By Place of Residence)



What Types of Development Do Cobb County Residents Want?

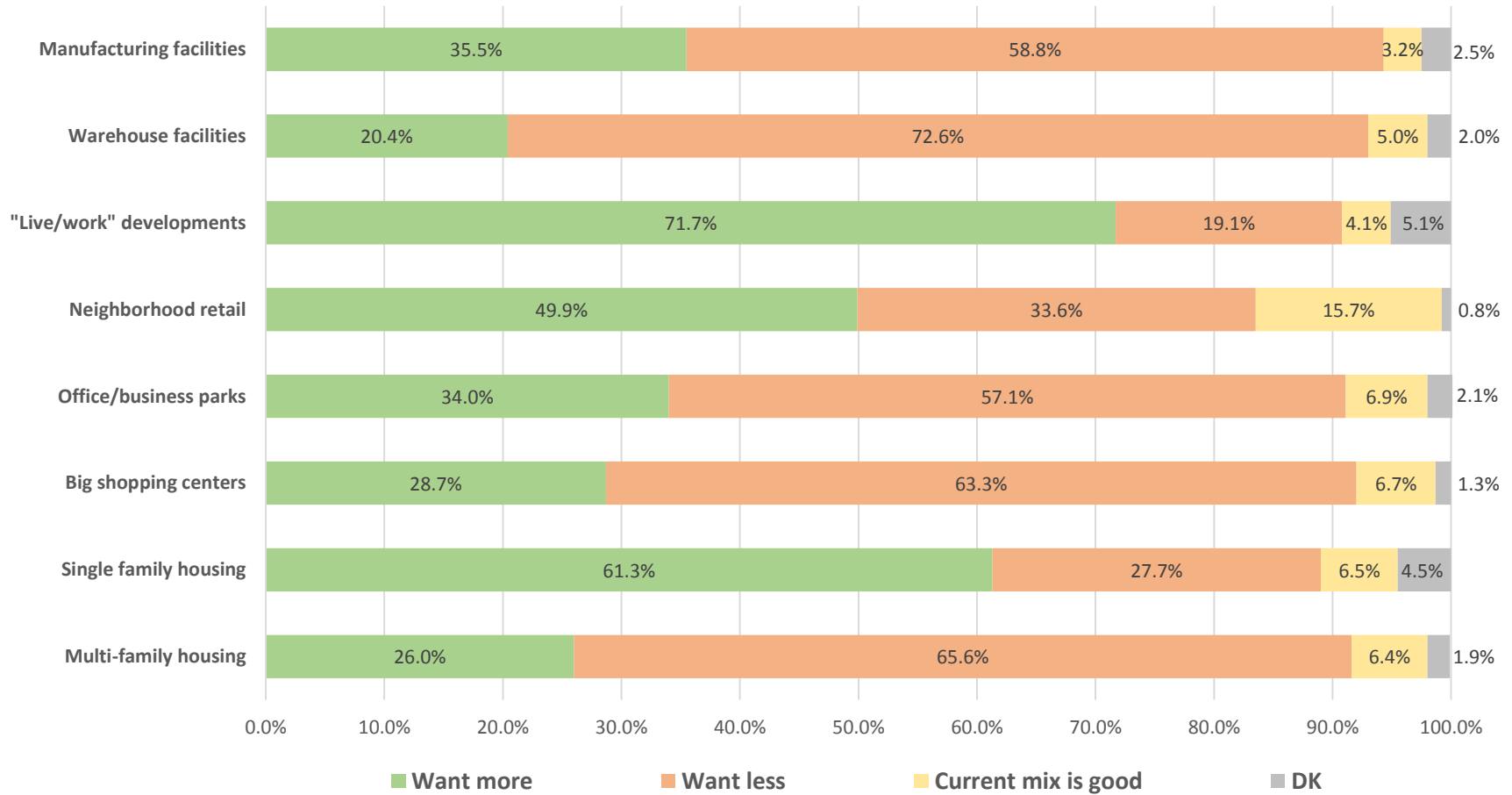
Respondents were given several future development options and asked to state if they would like to see *more* or *less* of each particular type of development in the future. The options fell into one of three broad categories – industrial, commercial and residential – and included the following:²

- Manufacturing facilities;
- Warehouse facilities;
- Office buildings and business parks;
- Large-scale (“big box”) shopping centers;
- Neighborhood retail/grocery stores;
- “Live-work” developments;
- Single-family (detached) homes, and;
- Multi-family (attached) homes such as apartments, townhouses and condos).

Figure FF provides a summary of the responses to these items. **Live-work developments** (71.7%) and **single-family detached housing** (61.3%) are the only two options a majority of respondents said they would like to see more of in Cobb County. Almost one-half (49.9%) of the respondents said they would like to see **more neighborhood retail and grocery stores** in their areas. Significant percentages of Cobb county residents want to see **fewer warehouse facilities** (72.6%), **multi-family housing** (65.6%), **large-scale shopping centers** (63.3%), **manufacturing facilities** (58.8%) and **office and business parks** (57.1%).

² When data collection started, an open-ended question was used to try to collect this type of information. A review of the responses after two interviewing sessions revealed that the respondents did not understand the nature of the question. Accordingly, a new set of close-ended questions were added to the survey instrument and are reflected in this analysis. As a result of this change, the sample size on these questions is smaller than that for the other questions in the survey.

Figure FF: What Types of Development Do Respondents Want?

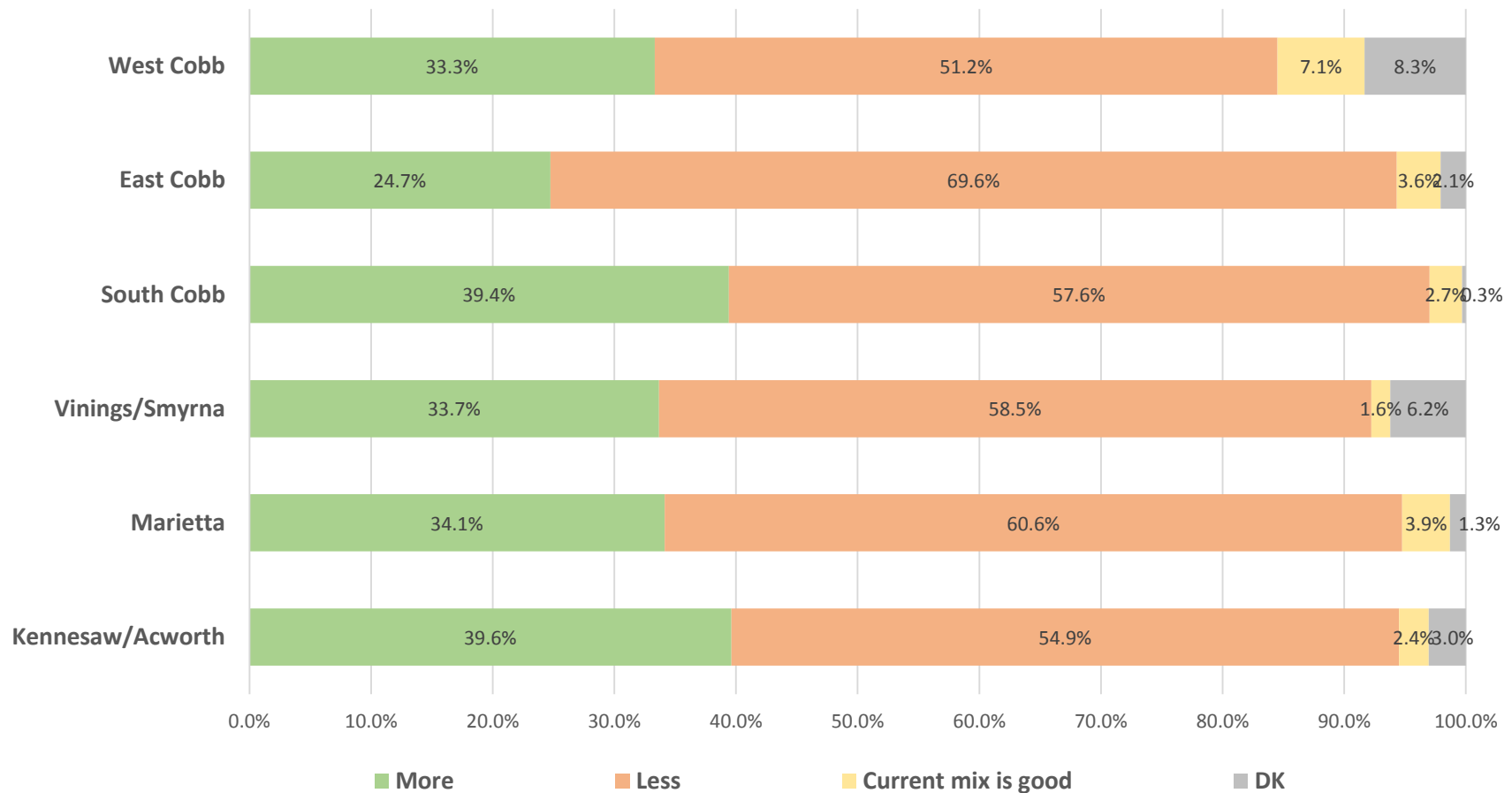


Results for each of these items for the different areas of the county are provided below.

Manufacturing Facilities

A majority of residents in every region of Cobb County want to see fewer manufacturing facilities in the county (see **Figure GG**). Respondents from east Cobb are particularly opposed (69.6%) to this type of development.

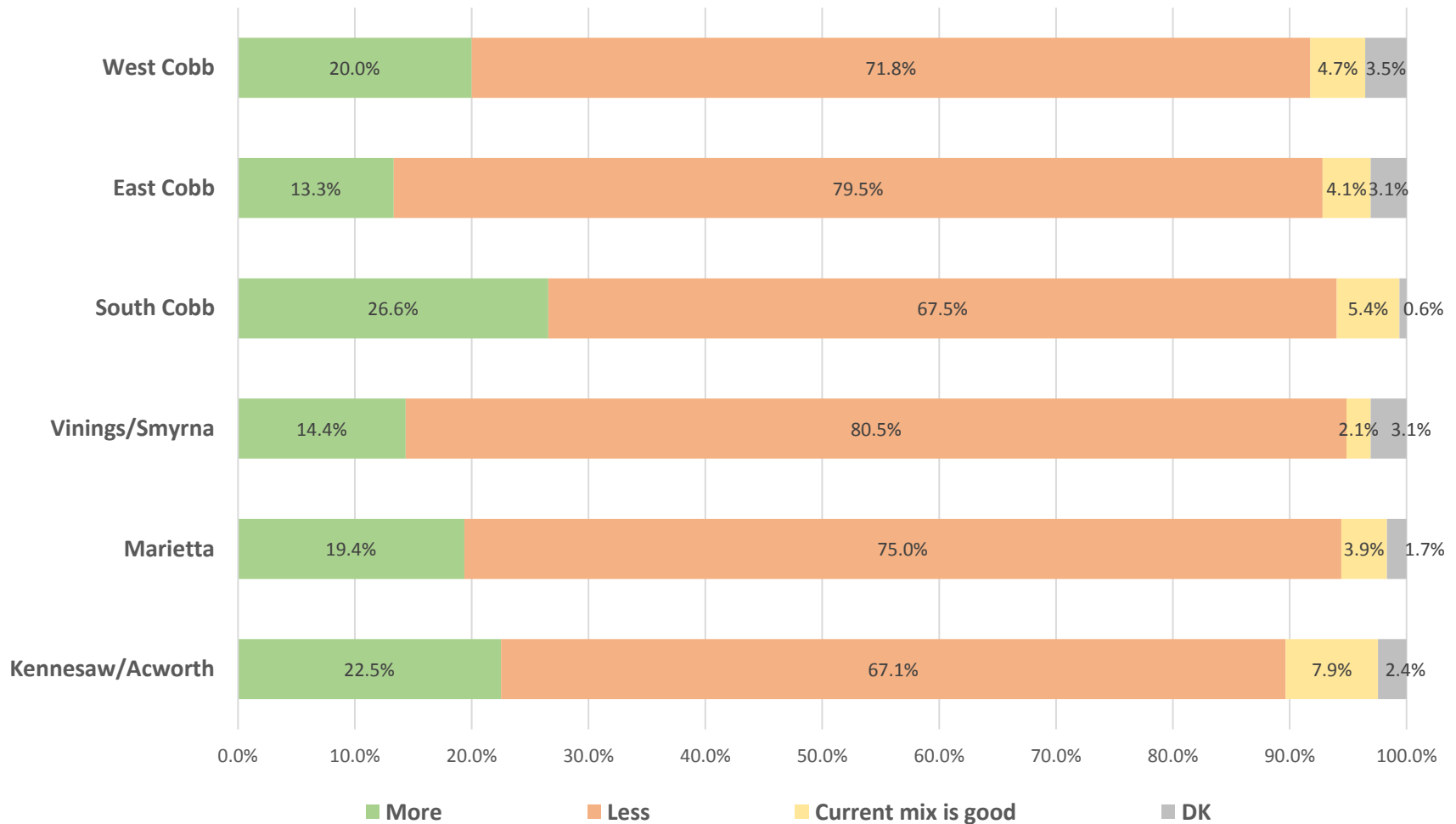
Figure GG: More or Less Manufacturing Facilities? (By Place of Residence)



Warehouse Facilities

Large majorities of respondents in each part of the county want to see fewer warehouse facilities in the county (see **Figure HH**).

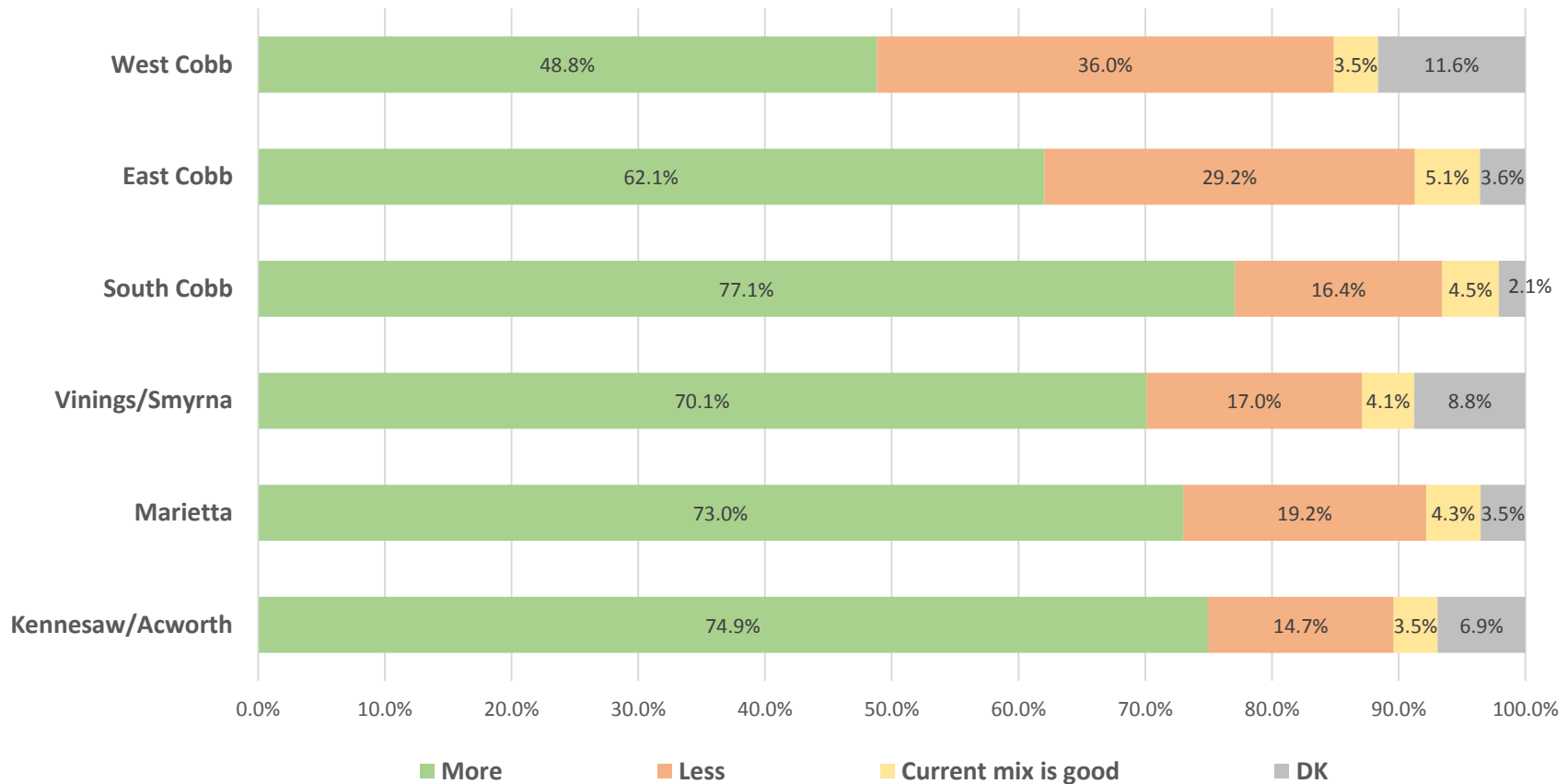
Figure HH: More or Less Warehouse Facilities? (By Place of Residence)



“Live-Work” Developments

Sizeable majorities of respondents in every area of the county, with the exception of west Cobb, indicated they would like to see more “live-work” developments in Cobb County (see **Figure II**). Respondents in west Cobb are more divided on this option; only 48.8% said they would like to see more of these developments, while 36% want fewer “live-work” developments.

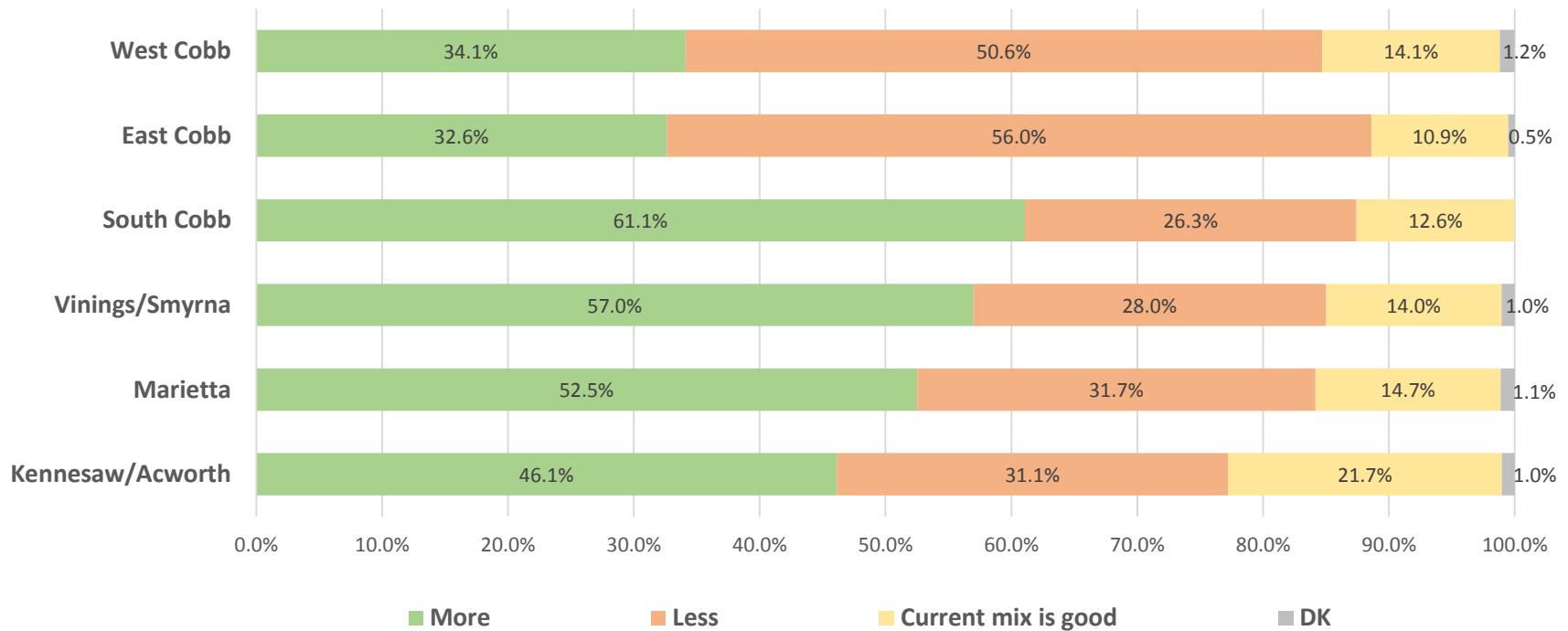
Figure II: More or Less “Live-Work” Developments? (By Place of Residence)



Neighborhood Retail/Grocery Stores

The various regions of Cobb County are divided on this issue (see **Figure JJ**). A majority of respondents in south Cobb (61.1%), the Vinings/Smyrna area (57%) and Marietta (52.5%) want to see *more* neighborhood retail and grocery stores in their areas. One-half of the respondents in east Cobb (56%) and west Cobb (50.6%) would like to see *less* development of this kind. Residents of the Kennesaw/Acworth area are more divided on this issue; slightly less than one-half (46.1%) indicated they would like *more* neighborhood stores in their area, while slightly more than one in five (21.7%) said the *current mix is about right*.³

Figure JJ: More or Less Neighborhood Retail/Grocery Stores? (By Place of Residence)

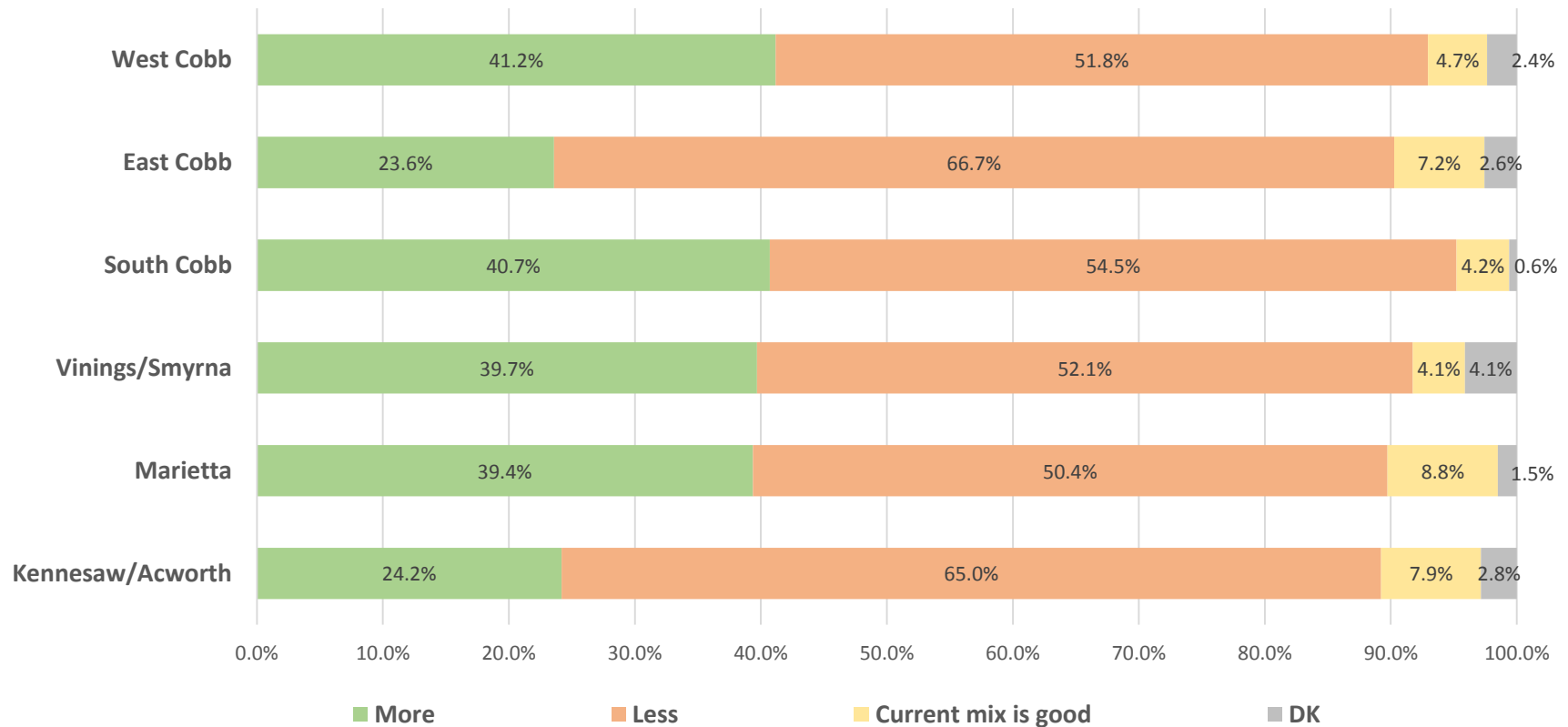


³ Although the response option “the current mix is about right” was not explicitly offered to the respondents as a valid response, if the respondents offered a response of that nature it was recorded as such.

Office and Business Parks

A majority of respondents in each area of the county would like to see *fewer office and business parks* in the county, although those majorities are relatively slim in south Cobb (54.5%), the Vinings/Smyrna area (52.1%), west Cobb (51.8%) and Marietta (50.4%) (see **Figure KK**).

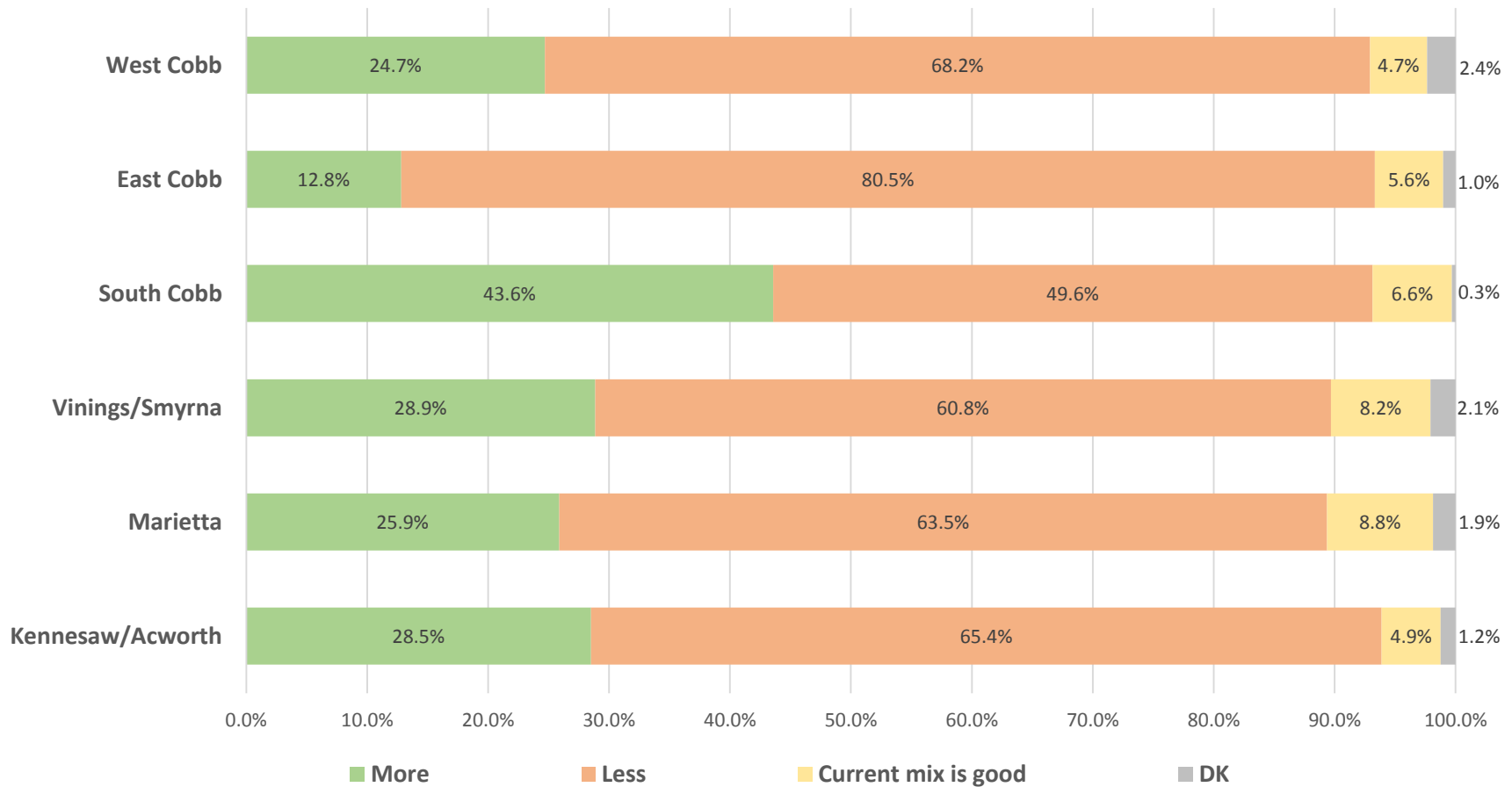
Figure KK: More or Less Office/Business Parks? (By Place of Residence)



Large-Scale Shopping Centers

A majority of respondents in most areas of the county want to see *fewer large-scale shopping centers* in the county (see **Figure LL**). Residents of south Cobb are more evenly divided on this issue; a plurality (49.6%) of these respondents want fewer developments of this type, while over four in ten (43.6%) would like to see more large shopping centers.

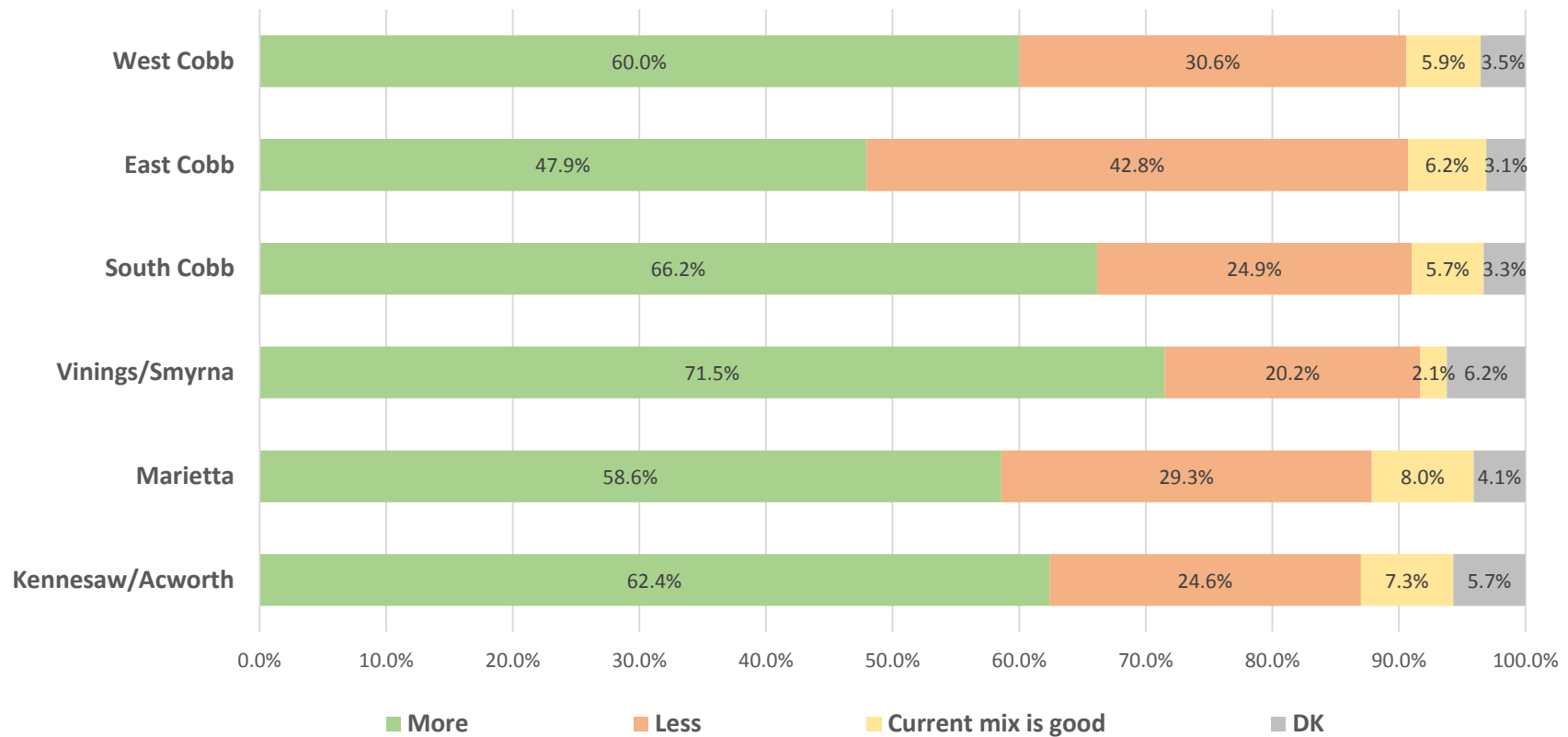
Figure LL: More or Less Large Scale Shopping Centers? (By Place of Residence)



Single-Family Housing

With the exception of east Cobb, a majority of respondents in every area of county said they would like to see *more single-family housing developments* in the county (see **Figure MM**). Residents in east Cobb are more evenly split on this issue.

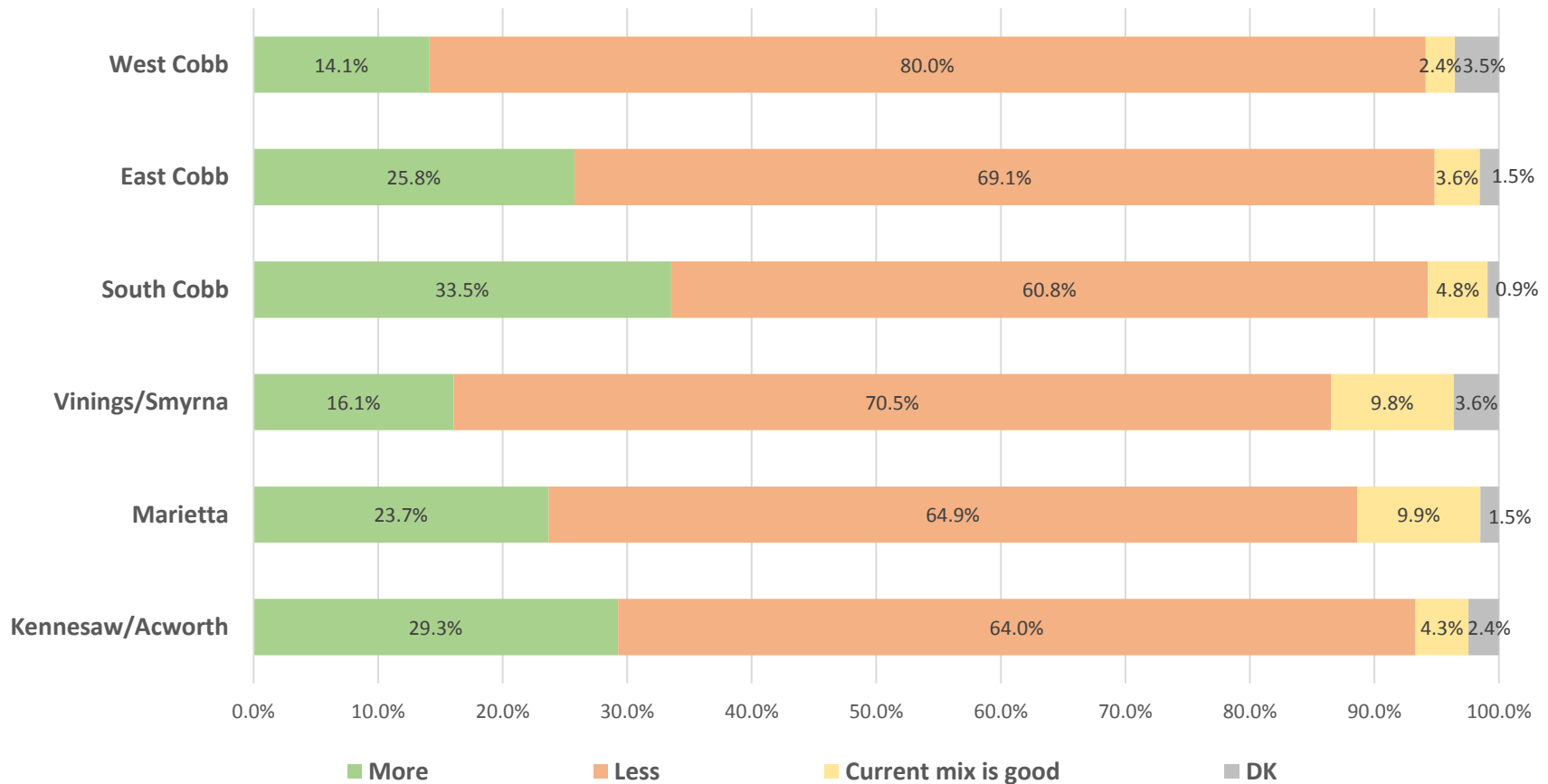
Figure MM: More or Less Single-Family Housing? (By Place of Residence)



Multi-Family Housing

Significant majorities of respondents in every area of the county said they want to see *fewer multi-family housing developments* in the county (see **Figure NN**). Residents in south Cobb and the Kennesaw/Acworth area expressed the most support (33.5% and 29.3%, respectively) for more developments of this kind.

Figure NN: More or Less Multi-Family Housing? (By Place of Residence)



Appendix A: Individual Item Frequencies (Weighted)

Rate job opportunities in your area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	324	13.0	13.0	13.0
	Good	936	37.5	37.5	50.5
	Fair	641	25.7	25.7	76.1
	Poor/Very Poor	297	11.9	11.9	88.0
	DK	300	12.0	12.0	100.0
	Total	2498	100.0	100.0	

Rate cost of living in your area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	311	12.4	12.4	12.4
	Good	1245	49.8	49.8	62.3
	Fair	751	30.1	30.1	92.3
	Poor/Very Poor	142	5.7	5.7	98.0
	DK	49	2.0	2.0	100.0
	Total	2498	100.0	100.0	

Rate your area as a place to raise kids

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	1138	45.6	45.6	45.6
	Good	947	37.9	37.9	83.5
	Fair	247	9.9	9.9	93.3
	Poor/Very Poor	102	4.1	4.1	97.4
	DK	64	2.6	2.6	100.0
	Total	2498	100.0	100.0	

Rate availability of stores for groceries, clothes etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	1454	58.2	58.2	58.2
	Good	797	31.9	31.9	90.1
	Fair	183	7.3	7.3	97.4
	Poor/Very Poor	58	2.3	2.3	99.8
	DK	6	.2	.2	100.0
	Total	2498	100.0	100.0	

Rate opportunities for outdoor recreation in your area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	838	33.6	33.6	33.6
	Good	1046	41.9	41.9	75.4
	Fair	378	15.1	15.1	90.5
	Poor/Very Poor	203	8.1	8.1	98.7
	DK	33	1.3	1.3	100.0
	Total	2498	100.0	100.0	

Rate traffic conditions in your area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	84	3.4	3.4	3.4
	Good	542	21.7	21.7	25.1
	Fair	858	34.3	34.3	59.4
	Poor/Very Poor	994	39.8	39.8	99.2
	DK	20	.8	.8	100.0
	Total	2498	100.0	100.0	

Rate opportunities to meet people in your area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	751	30.1	30.1	30.1
	Good	1070	42.8	42.8	72.9
	Fair	408	16.4	16.4	89.2
	Poor/Very Poor	181	7.2	7.2	96.5
	DK	88	3.5	3.5	100.0
	Total	2498	100.0	100.0	

Rate police services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	931	37.3	37.3	37.3
	Good	1130	45.2	45.2	82.5
	Fair	297	11.9	11.9	94.4
	Poor/Very Poor	114	4.6	4.6	99.0
	DK	26	1.0	1.0	100.0
	Total	2498	100.0	100.0	

Rate fire and emergency services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	1186	47.5	47.5	47.5
	Good	1117	44.7	44.7	92.2
	Fair	135	5.4	5.4	97.6
	Poor/Very Poor	24	1.0	1.0	98.5
	DK	36	1.5	1.5	100.0
	Total	2498	100.0	100.0	

Rate local public schools

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	798	31.9	31.9	31.9
	Good	798	31.9	31.9	63.9
	Fair	451	18.1	18.1	81.9
	Poor/Very Poor	292	11.7	11.7	93.6
	DK	159	6.4	6.4	100.0
	Total	2498	100.0	100.0	

Rate access to local public libraries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	751	30.1	30.1	30.1
	Good	1101	44.1	44.1	74.1
	Fair	407	16.3	16.3	90.4
	Poor/Very Poor	176	7.0	7.0	97.4
	DK	64	2.6	2.6	100.0
	Total	2498	100.0	100.0	

Rate availability of medical care

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	971	38.9	38.9	38.9
	Good	1082	43.3	43.3	82.2
	Fair	323	12.9	12.9	95.1
	Poor/Very Poor	105	4.2	4.2	99.3
	DK	17	.7	.7	100.0
	Total	2498	100.0	100.0	

Rate physical condition of homes and properties

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	638	25.5	25.5	25.5
	Good	1338	53.6	53.6	79.1
	Fair	451	18.1	18.1	97.2
	Poor/Very Poor	61	2.4	2.4	99.6
	DK	10	.4	.4	100.0
	Total	2498	100.0	100.0	

Rate stormwater drainage and flood control

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	581	23.3	23.3	23.3
	Good	1191	47.7	47.7	70.9
	Fair	414	16.6	16.6	87.5
	Poor/Very Poor	242	9.7	9.7	97.2
	DK	70	2.8	2.8	100.0
	Total	2498	100.0	100.0	

Rate access to park and recreation facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	749	30.0	30.0	30.0
	Good	1065	42.6	42.6	72.6
	Fair	471	18.8	18.8	91.5
	Poor/Very Poor	204	8.1	8.1	99.6
	DK	10	.4	.4	100.0
	Total	2498	100.0	100.0	

“Future economic development should focus on re-developing older existing areas rather than expanding into undeveloped areas”

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	50	2.0	2.0	2.0
	Disagree	221	8.9	8.9	10.8
	Agree	1261	50.5	50.5	61.3
	Strongly agree	886	35.4	35.4	96.7
	DK	81	3.3	3.3	100.0
	Total	2498	100.0	100.0	

“Cobb County needs a better mix of housing options to meet the demands of families from all income levels”

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	171	6.8	6.8	6.8
	Disagree	563	22.5	22.5	29.4
	Agree	1068	42.7	42.7	72.1
	Strongly agree	632	25.3	25.3	97.4
	DK	65	2.6	2.6	100.0
	Total	2498	100.0	100.0	

Managing traffic congestion on county roads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	841	33.7	33.7	33.7
	High priority	1051	42.1	42.1	75.7
	Somewhat high priority	437	17.5	17.5	93.2
	Not a priority at all	143	5.7	5.7	98.9
	DK	27	1.1	1.1	100.0
	Total	2498	100.0	100.0	

Reducing the number of traffic accidents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	841	33.7	33.7	33.7
	High priority	1000	40.0	40.0	73.7
	Somewhat high priority	455	18.2	18.2	91.9
	Not a priority at all	161	6.4	6.4	98.4
	DK	41	1.6	1.6	100.0
	Total	2498	100.0	100.0	

Repaving and improving the condition of county roads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	662	26.5	26.5	26.5
	High priority	1111	44.5	44.5	71.0
	Somewhat high priority	571	22.8	22.8	93.8
	Not a priority at all	134	5.4	5.4	99.2
	DK	20	.8	.8	100.0
	Total	2498	100.0	100.0	

Providing safe and convenient pedestrian/bicycle options

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	528	21.1	21.1	21.1
	High priority	855	34.2	34.2	55.4
	Somewhat high priority	746	29.9	29.9	85.2
	Not a priority at all	340	13.6	13.6	98.8
	DK	29	1.2	1.2	100.0
	Total	2498	100.0	100.0	

Improving local and commuter bus service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	506	20.3	20.3	20.3
	High priority	757	30.3	30.3	50.5
	Somewhat high priority	656	26.3	26.3	76.8
	Not a priority at all	498	19.9	19.9	96.7
	DK	81	3.3	3.3	100.0
	Total	2498	100.0	100.0	

Supporting job growth in the county

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	848	34.0	34.0	34.0
	High priority	1162	46.5	46.5	80.5
	Somewhat high priority	360	14.4	14.4	94.9
	Not a priority at all	92	3.7	3.7	98.6
	DK	36	1.4	1.4	100.0
	Total	2498	100.0	100.0	

Which of the following would be the best long-term solution to traffic congestion in Cobb County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Expand public transit	843	33.7	33.7	33.7
	Improve system of roads/highways	885	35.4	35.4	69.2
	Develop "live-work" communities	558	22.3	22.3	91.5
	Do nothing	139	5.6	5.6	97.1
	DK	73	2.9	2.9	100.0
	Total	2498	100.0	100.0	

The following 8 items were added to the survey after the second interviewing session when it was determined that the original question on the survey did not generate useful responses. The valid number of weighted cases for these items is 1837.

Would R like to see more or less single family housing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	1125	45.0	61.3	61.3
	Less	508	20.3	27.7	88.9
	Current mix is good	120	4.8	6.5	95.5
	DK	83	3.3	4.5	100.0
	Total	1837	73.5	100.0	
Not asked		662	26.5		
Total		2498	100.0		

Would R like to see more or less multi-family housing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	477	19.1	26.0	26.0
	Less	1205	48.2	65.6	91.6
	Current mix is good	118	4.7	6.4	98.1
	DK	36	1.4	1.9	100.0
	Total	1837	73.5	100.0	
Not asked		662	26.5		
Total		2498	100.0		

Would R like to see more or less office buildings and business parks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	624	25.0	34.0	34.0
	Less	1048	41.9	57.1	91.0
	Current mix is good	127	5.1	6.9	97.9
	DK	38	1.5	2.1	100.0
	Total	1837	73.5	100.0	
Not asked		662	26.5		
Total		2498	100.0		

Would R like to see more or less large-scale shopping centers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	526	21.1	28.7	28.7
	Less	1163	46.5	63.3	92.0
	Current mix is good	123	4.9	6.7	98.7
	DK	24	1.0	1.3	100.0
	Total	1837	73.5	100.0	
Not asked		662	26.5		
Total		2498	100.0		

Would R like to see more or less neighborhood retail or grocery stores?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	917	36.7	49.9	49.9
	Less	616	24.7	33.6	83.5
	Current mix is good	289	11.6	15.7	99.2
	DK	15	.6	.8	100.0
	Total	1837	73.5	100.0	
	Not asked	662	26.5		
Total		2498	100.0		

Would R like to see more or less "live-work" developments?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	1317	52.7	71.7	71.7
	Less	352	14.1	19.1	90.8
	Current mix is good	75	3.0	4.1	94.9
	DK	93	3.7	5.1	100.0
	Total	1837	73.5	100.0	
	Not asked	662	26.5		
Total		2498	100.0		

Would R like to see more or less manufacturing facilities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	652	26.1	35.5	35.5
	Less	1081	43.2	58.8	94.3
	Current mix is good	58	2.3	3.2	97.5
	DK	46	1.9	2.5	100.0
	Total	1837	73.5	100.0	
	Not asked	662	26.5		
Total		2498	100.0		

Would R like to see more or less warehouse facilities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	374	15.0	20.4	20.4
	Less	1333	53.4	72.6	93.0
	Current mix is good	93	3.7	5.0	98.0
	DK	37	1.5	2.0	100.0
	Total	1837	73.5	100.0	
	Not asked	662	26.5		
Total		2498	100.0		

What part of county does respondent reside in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kennesaw/Acworth	643	25.7	25.8	25.8
	Marietta	715	28.6	28.7	54.4
	Vinings/Smyrna	273	10.9	10.9	65.4
	Austell, Powder Springs or Mableton	481	19.2	19.3	84.6
	East Cobb	274	11.0	11.0	95.6
	West Cobb	109	4.4	4.4	100.0
	Total	2494	99.8	100.0	
Missing	Not sure	1	.0		
	DK	3	.1		
	Total	4	.2		
Total		2498	100.0		

Educational Attainment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school	230	9.2	9.2	9.2
	High school/GED	505	20.2	20.2	29.4
	Some college	728	29.1	29.1	58.5
	College graduate (BA; BS)	666	26.7	26.7	85.2
	Advanced degree	313	12.5	12.5	97.7
	Not provided	57	2.3	2.3	100.0
	Total	2498	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	1180	47.2	47.2	47.2
	Female	1319	52.8	52.8	100.0
	Total	2498	100.0	100.0	

Age group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	297	11.9	12.3	12.3
	25 - 34	465	18.6	19.3	31.7
	35 - 44	480	19.2	19.9	51.6
	45 - 54	481	19.3	20.0	71.6
	55 - 64	364	14.6	15.1	86.7
	65 and older	320	12.8	13.3	100.0
Total		2408	96.4	100.0	
Age not given		91	3.6		
Total		2498	100.0		

Appendix B: 2016 Cobb County Comprehensive Plan Survey

QUALITY

I'd like to ask you about a number of issues that might affect the quality of life in the area where you live. What about...

(the following items will be randomly ordered for each respondent)

job opportunities?

the cost of living?

your area as a place to raise children?

the availability of stores where you can buy food, clothes and other essential items?

opportunities for outdoor recreation?

traffic conditions?

opportunities to meet people?

Would you say this is (these are)...

1. Very Good...

2. Good...

3. Fair...

4. Poor, or...

5. Very poor... in the area where you live?

6. DK/NA

RESIDENTIAL

In terms of future development in the county, please tell me if you would like to see MORE or LESS of the following types of residential development. What about...

- *neighborhoods with single-family houses
- *multi-family developments such as condos, townhouses and/or apartments?

Would you like to see...

1. More, or...
2. Less of this type of residential development?
3. (Respondent offers) Current mix is good/keep about the same
4. DK.

COMMERCIAL

Please tell me if you would like to see MORE or LESS of the following types of commercial development. What about...

(the following will be randomized for each respondent)

- *Office buildings and business parks
- *Large-scale shopping centers
- *Neighborhood retail or grocery stores
- *"Live-work" developments where people can live close to where they work

Would you like to see...

1. More, or...
2. Less of this type of commercial development?
3. (Respondent offers) Current mix is good/keep about the same
4. DK.

INDUSTRIAL

Please tell me if you would like to see MORE or LESS of the following types of industrial development. What about...

(the following will be randomized for each respondent)

*manufacturing facilities

*warehouse facilities

Would you like to see...

1. More, or...
2. Less of this type of development?
3. (Respondent offers) Current mix is good/keep about the same
4. DK.

OTHERDEV

Are there other types of development that you would like to see either more or less of?

SERVICES

Please tell me if the following conditions in the area where you live are *very good, good, fair, poor, or very poor*. What about...

(the following items will be randomly ordered for each respondent)

police protection

fire and emergency services

the quality of the public schools

access to public libraries

the availability of medical care

the physical condition of homes and properties

stormwater drainage and flood control

access to local parks and recreation facilities

Would you say this is (these are)...

1. Very Good...

2. Good...

3. Fair...

4. Poor, or...

5. Very poor... in the area where you live?

6. DK/NA

Please tell me if you *strongly disagree*, *disagree*, *agree* or *strongly agree* with each of the following statements.

REDEVEL

“Future economic development in the county should focus on re-developing older existing areas rather than expanding into undeveloped areas in the county.”

Do you ...

1. Strongly disagree...
2. Disagree...
3. Agree, or...
4. Strongly agree with that statement?
5. DK

HOUSINGMIX

“Cobb County needs a better mix of housing options to meet the demands of families from all income levels.”

Do you ...

1. Strongly disagree...
2. Disagree...
3. Agree, or...
4. Strongly agree with that statement?
5. DK

TRAFFIC1

Now I'm going to read you several reasons why county government might want to invest in transportation. Keeping in mind that the county has limited funding, I'd like you to tell me if each goal should be a *very high priority, a high priority, a somewhat high priority, or not a priority at all* for Cobb County.

<The following items will be randomly ordered for each respondent>

Managing traffic congestion on county roads

Reducing the number of traffic accidents

Repaving and improving the condition of the country's roads and bridges

Providing safe and convenient pedestrian and bicycle options in the county

Improving local and commuter bus service

Supporting job growth in the county

What about.....? Should this be a...

1. Very high priority...
2. High priority...
3. Somewhat high priority, or...
4. Not a priority at all?
5. DK

FIXTRAF

Which of the following would be the best long-term solution to traffic congestion in Cobb County? Would the best solution be to...

(Programming note: the first three items below will be randomly ordered for each respondent)

transit...

Improve the system of roads and highways in the county...

Develop communities in which people can live very close to where they work...

Or, do nothing?

DK

Expand public

DEMOGS

We have almost completed the survey. The last few questions are used for statistical purposes only.

YRBORN

In what year were you born?

AREA

Do you live in ...

1. in Kennesaw or Acworth...
2. in Marietta...
3. in Vinings or Smyrna...
4. in Austell, Powder Springs or the Mableton area...
5. Outside city limits in east Cobb or...
6. Outside city limits in west Cobb?
7. (Do not read) Not sure - (get a description)
8. DK

EDUC

What is the highest level of education you completed? Was it...

1. 11th grade or less (without graduating)...
2. High school graduate or GED...
3. Some college (associate's degree, tech or vocational)...
4. College graduate (BA, BS)...
5. Graduate or Professional Degree (MA, MS, PHD, MD, Law etc)
6. DK/NA

ZIPCODE

What is your zipcode?

THANKS

These are all the questions I have for you. Thank you for taking the time to help us with this survey!

Code Gender by voice: 1 = Male 2 = Female