Georgia Bikes
Key Cities Survey


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Project #16116
Public Opinion Strategies is pleased to present the key findings of a telephone survey conducted in five Georgia cities: Athens, Augusta, Columbus, Macon, and Savannah. The survey was completed February 25-28, 2016, among 500 likely voters (100 per city), including 200 cell phone respondents, and has a margin of error of ±4.38%.

Glen Bolger was the principal researcher on this project. Kyle Clark was the project director, and Ryan Garikes and Victoria Van de Vate provided analytical support.
Political Environment
A majority of voters in Athens and Savannah believe things are going in the right direction. “Would you say that things in (CITY) are going in the right direction, or have they pretty seriously gotten off on the wrong track?”

**Overall**

- Right Direction: 59%
- Wrong Track: 21%
- No Opinion: 11%
- Refused: 2%*

**By City**

- Athens (20%): +38%
- Augusta (20%): +9%
- Columbus (20%): +0%
- Macon (20%): -13%
- Savannah (20%): +9%

*Denotes Rounding*
Issues
Reducing traffic congestion is the top transportation concern among voters. “Thinking now about transportation in this area, which of one of the following transportation issues do you believe is the most important problem facing your local area?”

- **35%** Reducing Traffic Congestion
- **28%** Improving Public Transportation
- **16%** Investing in Safer Places to Walk and Bike
- **11%** Giving Parents and Children Safer Routes to School
- **8%** Better Connecting Residential Communities to Local Destinations Like Shopping Centers and Recreation Centers
- **2%** Don’t Know
- **1%** Other
GOPers are most concerned about reducing traffic, while white women are more focused on safer places to walk and bike.

“Thinking now about transportation in this area, which of one of the following transportation issues do you believe is the most important problem facing your local area?”

**Top Groups - Reducing Traffic (35%)**
- Base GOP 54%
- GOP Men 53%
- Total GOP 51%
- GOP Women 47%
- Ind Men 47%
- Soft/Lean GOP 46%
- White Men 45%
- Commute Time 30+ min 44%
- Augusta 43%
- Macon 43%
- Men Age 18-54 42%
- Men With a Degree 41%
- Commute Time 15-29 min 41%
- Commute Method – Car, Alone 41%
- Men Without a Degree 41%
- Men 41%
- Columbus 40%
- White 40%
- Some College 40%

**Top Groups - Improving Public Transportation (28%)**
- Age 18-34 46%
- Ind Women 40%
- Commute Time – 30+ min 37%
- Soft/Lean Dem 36%
- Dem Men 36%
- Minority Women 33%
- African American 33%
- Total Dem 33%
- Independent 33%

**Top Groups - Investing in Safer Places to Walk and Bike (16%)**
- Age 45-54 23%
- White Women 23%
- Postgraduate Degree 23%
- Savannah 22%
- Women With a Degree 22%
- Base Dem 21%
- Ind Women 20%
- Macon 20%
- Athens 20%
- White 20%
Complete Streets
Voters are not at all familiar with Complete Streets.

“How much have you seen, read, or heard recently about a policy known as Complete Streets?”

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Lot/Some</td>
<td>6%</td>
</tr>
<tr>
<td>Total Not Much/Nothing</td>
<td>93%</td>
</tr>
</tbody>
</table>

*Denotes Rounding*
There is overwhelming support for a Complete Streets policy. Intensity of support is very strong.

“Complete Streets is a policy that would change the way Georgia communities design and build streets and roads. Instead of focusing solely on motor vehicles, your community would be encouraged to design and operate streets and roads for the safety of all users - which would mean more sidewalks, crosswalks, and protected bike lanes. Would you favor or oppose a Complete Streets policy?”

<table>
<thead>
<tr>
<th>Total Favor</th>
<th>87%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Oppose</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Denotes Rounding*
Support for Complete Streets is strong across party lines.

Complete Streets Policy by Party

<table>
<thead>
<tr>
<th>Party</th>
<th>Total Favor</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base GOP (16%)</td>
<td>84%</td>
<td>13%</td>
</tr>
<tr>
<td>Soft/Lean GOP (11%)</td>
<td>74%</td>
<td>25%</td>
</tr>
<tr>
<td>Ind (19%)</td>
<td>86%</td>
<td>9%</td>
</tr>
<tr>
<td>Soft/Lean Dem (18%)</td>
<td>86%</td>
<td>11%</td>
</tr>
<tr>
<td>Base Dem (34%)</td>
<td>94%</td>
<td>5%</td>
</tr>
</tbody>
</table>

+71% +49% +77% +75% +89%
Whites and minorities favor Complete Streets.

Complete Streets Policy by Ethnicity

- White (48%): 84% Favor, 13% Oppose
- Total Minority (49%): 91% Favor, 7% Oppose
- African American (45%): 91% Favor, 7% Oppose

Legend:
- Blue: Total Favor
- Red: Total Oppose
In all 5 cities, voters overwhelmingly favor the Complete Streets policy.

*Complete Streets Policy by City*

- **Athens** (20%): +76% Favor, 11% Oppose
- **Augusta** (20%): +72% Favor, 13% Oppose
- **Columbus** (20%): +71% Favor, 14% Oppose
- **Macon** (20%): +85% Favor, 7% Oppose
- **Savannah** (20%): +82% Favor, 6% Oppose

Legend:
- **Total Favor**
- **Total Oppose**
Women tend to favor Complete Streets slightly more than men, but support is very high among both genders.

*Complete Streets Policy by Gender/Age + Seniors*

<table>
<thead>
<tr>
<th>Gender/Age Group</th>
<th>Total Favor</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men Ages 18-54</td>
<td>84%</td>
<td>11%</td>
</tr>
<tr>
<td>Men Ages 55+</td>
<td>81%</td>
<td>15%</td>
</tr>
<tr>
<td>Women Ages 18-54</td>
<td>93%</td>
<td>6%</td>
</tr>
<tr>
<td>Women Ages 55+</td>
<td>91%</td>
<td>9%</td>
</tr>
<tr>
<td>Ages 65+</td>
<td>88%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Commuters and non-commuters alike support the Complete Streets policy.

*Complete Streets Policy by Commute Time + Commute Method*

<table>
<thead>
<tr>
<th>Commute Method</th>
<th>Total Favor</th>
<th>Total Oppose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do Not Commute (49%)</td>
<td>86%</td>
<td>10%</td>
</tr>
<tr>
<td>Less than 15 min (24%)</td>
<td>90%</td>
<td>9%</td>
</tr>
<tr>
<td>15-29 min (18%)</td>
<td>88%</td>
<td>11%</td>
</tr>
<tr>
<td>30+ min (8%)</td>
<td>84%</td>
<td>11%</td>
</tr>
<tr>
<td>Car, Alone (44%)</td>
<td>88%</td>
<td>11%</td>
</tr>
<tr>
<td>Other (7%)</td>
<td>94%</td>
<td>4%</td>
</tr>
</tbody>
</table>

+76%  +81%  +77%  +73%  +77%  +90%
There is similarly strong support for investing in safety improvements.

“And, would you favor or oppose investing a small percentage of your community's transportation budget on safety improvements for all users of public streets and roadways?”

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Favor</td>
<td>86%</td>
</tr>
<tr>
<td>Total Oppose</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Top Groups Strongly Favor (51%)**

- Ind Women: 71%
- Commute Method – Other: 68%
- Women With a Degree: 64%
- Macon: 63%
- Age 35-44: 62%
- Commute 30+ min: 62%
- Women Age 18-54: 61%
- White Women: 61%
- Postgraduate Degree: 61%
- Women: 58%
- Dem Women: 58%
- Base Dem: 57%
- Independent: 56%
Support for investing a small percentage of the transportation budget crosses party lines.

Investing Small Percentage of Transportation Budget by Party

+71%  
85%  
Base GOP (16%)

14%  
13%  
Soft/Lean GOP (11%)

+70%  
83%  
Ind (19%)

+73%  
86%  
Soft/Lean Dem (18%)

+73%  
85%  
Base Dem (34%)

+78%  
88%  

Total Favor  Total Oppose

Support for investing a small percentage of the transportation budget crosses party lines.
Voters in all 5 cities strongly favor investing in safety improvements.

Investing Small Percentage of Transportation Budget by City

- Athens (20%): +65% Favor, 17% Oppose
- Augusta (20%): +65% Favor, 16% Oppose
- Columbus (20%): +73% Favor, 13% Oppose
- Macon (20%): +88% Favor, 6% Oppose
- Savannah (20%): +79% Favor, 8% Oppose

Total Favor: 82%, 81%, 86%, 94%, 87%
Total Oppose: 17%, 16%, 13%, 6%, 8%
A majority of voters say their support for a candidate would not be influenced by a Complete Streets policy.

“And, would you be more likely or less likely to vote for a candidate for elected office if they supported a Complete Streets policy, or would it make no difference to your vote?”

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total More Likely</td>
<td>42%</td>
</tr>
<tr>
<td>Total Less Likely</td>
<td>5%*</td>
</tr>
<tr>
<td>No Difference</td>
<td>52%</td>
</tr>
<tr>
<td>Much More Likely</td>
<td>17%</td>
</tr>
<tr>
<td>Somewhat More Likely</td>
<td>25%</td>
</tr>
<tr>
<td>Much Less Likely</td>
<td>2%</td>
</tr>
<tr>
<td>Somewhat Less Likely</td>
<td>2%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Denotes Rounding

**Top Groups Much More Likely (17%)**

- Commute Method- Other: 29%
- Base Dem: 24%
- Postgraduate Degree: 24%
- Commute Time 15-29 min: 23%
- Dem Women: 23%
- Minority Women: 21%
- High School or Less Education: 20%
- Women Without a Degree: 20%
- Athens: 20%
Message Testing
Voters agree that safer streets are important and creating safe places to walk and bike will lead to more people walking and riding bikes.

“Now I would like to read you some statements you might hear about a Complete Streets policy. After I read each one, please tell me if you agree or disagree with that statement.”

Ranked by % Strongly Agree

Creating safer streets and neighborhoods is worth slowing motor vehicle traffic.

- 53% Much More Likely
- 84% Total More Likely
- 5% Much Less Likely
- 15% Total Less Likely

Investing taxpayer dollars in safer places to walk and bike will lead to more people walking and riding bikes.

- 40% Much More Likely
- 76% Total More Likely
- 9% Much Less Likely
- 22% Total Less Likely

*Denotes Rounding
Voters are much more likely to support Complete Streets knowing it gives children safer routes to school.

“Now I would like to read you some statements from supporters of the Complete Streets policy, and after I read each statement, please tell me whether that statement makes you more likely or less likely to support this plan, or if it makes no difference to you at all.”

Ranked by % Much More Likely^*

The Complete Streets policy will help give children safer routes to walk or bike to school.

- 52% Much More Likely
- 84% Total More Likely
- 6% Much Less Likely
- 6% Total Less Likely

The Complete Streets policy will help give moderate to low income residents more affordable transportation options.

- 43% Much More Likely
- 65% Total More Likely
- 6% Much Less Likely
- 12% Total Less Likely

The Complete Streets policy will make our communities more livable and attractive by making sure all residents have safe, comfortable, and convenient access to community destinations like shopping centers and parks.

- 40% Much More Likely
- 74% Total More Likely
- 7% Much Less Likely
- 12% Total Less Likely

The Complete Streets policy will help connect currently isolated communities to the rest of the city through sidewalks, bike lanes, multi-use paths and better access to public transportation.

- 39% Much More Likely
- 69% Total More Likely
- 10% Much Less Likely
- 6% Total Less Likely

*Denotes Rounding  ^Denotes split samples, N=250
Voters are not as convinced a Complete Streets policy improves public health.

*Ranked by % Much More Likely*

The Complete Streets policy will result in fewer crashes, injuries, and fatalities for all road users.

- 39% Much More Likely
- 5% Total More Likely
- 8% Much Less Likely
- 68% Total Less Likely

The Complete Streets policy will allow more retirees to stay in their homes by providing safe sidewalks and multi-use paths that connect them to community destinations like shopping centers and parks.

- 38% Much More Likely
- 7% Total More Likely
- 12% Much Less Likely
- 62% Total Less Likely

The Complete Streets policy will help reduce traffic.

- 34% Much More Likely
- 5% Total More Likely
- 10% Much Less Likely
- 62% Total Less Likely

The Complete Streets policy will help improve public health and will save taxpayers’ money currently spent on paying for health care costs associated with chronic diseases like heart disease and diabetes.

- 28% Much More Likely
- 9% Total More Likely
- 19% Much Less Likely
- 48% Total Less Likely

*Denotes Rounding  ^Denotes split samples, N=250*
## Top Messages by City

*Ranked by % Much More Likely*

<table>
<thead>
<tr>
<th></th>
<th>Athens (20%)</th>
<th>Augusta (20%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Complete Streets policy will help give children safer routes to walk or bike to school.</strong></td>
<td>50%</td>
<td>52%</td>
</tr>
<tr>
<td><strong>The Complete Streets policy will help connect currently isolated communities to the rest of the city through sidewalks, bike lanes, multi-use paths and better access to public transportation.</strong></td>
<td>49%</td>
<td>42%</td>
</tr>
<tr>
<td><strong>The Complete Streets policy will help give moderate to low income residents more affordable transportation options.</strong></td>
<td>43%</td>
<td>37%</td>
</tr>
<tr>
<td><strong>The Complete Streets policy will result in fewer crashes, injuries, and fatalities for all road users.</strong></td>
<td>41%</td>
<td>35%</td>
</tr>
</tbody>
</table>
# Top Messages by City

*Ranked by % Much More Likely*

<table>
<thead>
<tr>
<th>Columbus (20%)</th>
<th>Macon (20%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Complete Streets policy will help give children safer routes to walk or bike to school.</td>
<td>The Complete Streets policy will help give children safer routes to walk or bike to school.</td>
</tr>
<tr>
<td><strong>50%</strong></td>
<td><strong>60%</strong></td>
</tr>
<tr>
<td>The Complete Streets policy will result in fewer crashes, injuries, and fatalities for all road users.</td>
<td>The Complete Streets policy will help give moderate to low income residents more affordable transportation options.</td>
</tr>
<tr>
<td><strong>44%</strong></td>
<td><strong>51%</strong></td>
</tr>
<tr>
<td>The Complete Streets policy will allow more retirees to stay in their homes by providing safe sidewalks and multi-use paths that connect them to community destinations like shopping centers and parks.</td>
<td>The Complete Streets policy will make our communities more livable and attractive by making sure all residents have safe, comfortable, and convenient access to community destinations like shopping centers and parks.</td>
</tr>
<tr>
<td><strong>44%</strong></td>
<td><strong>50%</strong></td>
</tr>
<tr>
<td>The Complete Streets policy will help give moderate to low income residents more affordable transportation options.</td>
<td>The Complete Streets policy will help reduce traffic.</td>
</tr>
<tr>
<td><strong>39%</strong></td>
<td><strong>46%</strong></td>
</tr>
</tbody>
</table>
## Top Messages by City

*Ranked by % Much More Likely*

<table>
<thead>
<tr>
<th>Savannah (20%)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Complete Streets policy will help give children safer routes to walk or bike to school.</td>
<td>48%</td>
</tr>
<tr>
<td>The Complete Streets policy will help give moderate to low income residents more affordable transportation options.</td>
<td>44%</td>
</tr>
<tr>
<td>The Complete Streets policy will result in fewer crashes, injuries, and fatalities for all road users.</td>
<td>43%</td>
</tr>
<tr>
<td>The Complete Streets policy will make our communities more livable and attractive by making sure all residents have safe, comfortable, and convenient access to community destinations like shopping centers and parks.</td>
<td>43%</td>
</tr>
</tbody>
</table>
Voters did not find the messages in opposition to Complete Streets convincing.

“Now I would like to read you some statements from opponents of the Complete Streets policy, and after I read each statement, please tell me how convincing that statement is as a reason to oppose the Complete Streets policy… very convincing, somewhat convincing, not too convincing, or not at all convincing as a reason to oppose the Complete Streets policy.”

**Ranked by % Very Convincing**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Very Convincing</th>
<th>Total Convincing</th>
<th>Not At All Convincing</th>
<th>Total Not Convincing</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Complete Streets policy would divert resources away from more urgent issues like law enforcement and education.</td>
<td>16%</td>
<td>45%</td>
<td>33%</td>
<td>54%</td>
</tr>
<tr>
<td>There is very little demand for Complete Streets from people in my community, and even if my community built sidewalks and bike lanes, no one would use them.</td>
<td>12%</td>
<td>31%</td>
<td>54%</td>
<td>68%</td>
</tr>
<tr>
<td>Designing the streets for all users will not result in increased traffic congestion.</td>
<td>10%</td>
<td>37%</td>
<td>42%</td>
<td>63%</td>
</tr>
<tr>
<td>People who walk and bike do not pay for their fair share for roads so we should not spend transportation dollars accommodating them.</td>
<td>5%</td>
<td>16%</td>
<td>69%</td>
<td>83%*</td>
</tr>
</tbody>
</table>

*Denotes Rounding
After hearing more, support for Complete Streets remains very strong.

“And, now that you have heard some more information, would you favor or oppose a Complete Streets policy.”

<table>
<thead>
<tr>
<th></th>
<th>Initial</th>
<th>Informed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Favor</td>
<td>87%</td>
<td>81%</td>
</tr>
<tr>
<td>Total Oppose</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Strongly Favor</td>
<td></td>
<td>Strongly Favor</td>
</tr>
<tr>
<td>Somewhat Favor</td>
<td></td>
<td>36%</td>
</tr>
<tr>
<td>Strongly Oppose</td>
<td></td>
<td>Oppose 8%</td>
</tr>
<tr>
<td>Somewhat Oppose</td>
<td></td>
<td>Oppose 7%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Refused</td>
<td>1%*</td>
<td></td>
</tr>
</tbody>
</table>
THE BOTTOM LINE

Voters in these five Georgia cities overwhelmingly support a Complete Streets policy. The support crosses partisan and racial lines and is very strong among both men and women.

There is similarly strong support for investing a portion of the community’s transportation budget in safety improvements.

Politically, support for a Complete Streets policy would either benefit a candidate who supported it, or make no difference to voters.

Looking at messaging, our top message focuses on giving children safer routes to walk or bike to work, but we have no shortage of compelling messages to use in support of this potentially very popular policy.