



Georgia Bikes Key Cities Survey

A survey of 500 likely voters in the cities of Athens, Augusta, Columbus, Macon, and Savannah, with 200 cell phone interviews, Conducted February 25-28, 2016.

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Methodology

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 $\pm 4.38\%$.

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.

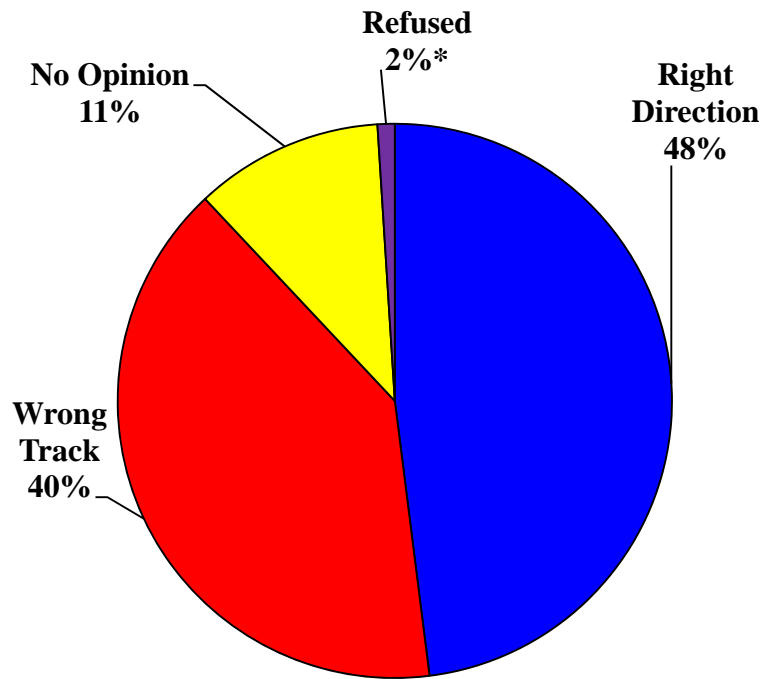


Political Environment

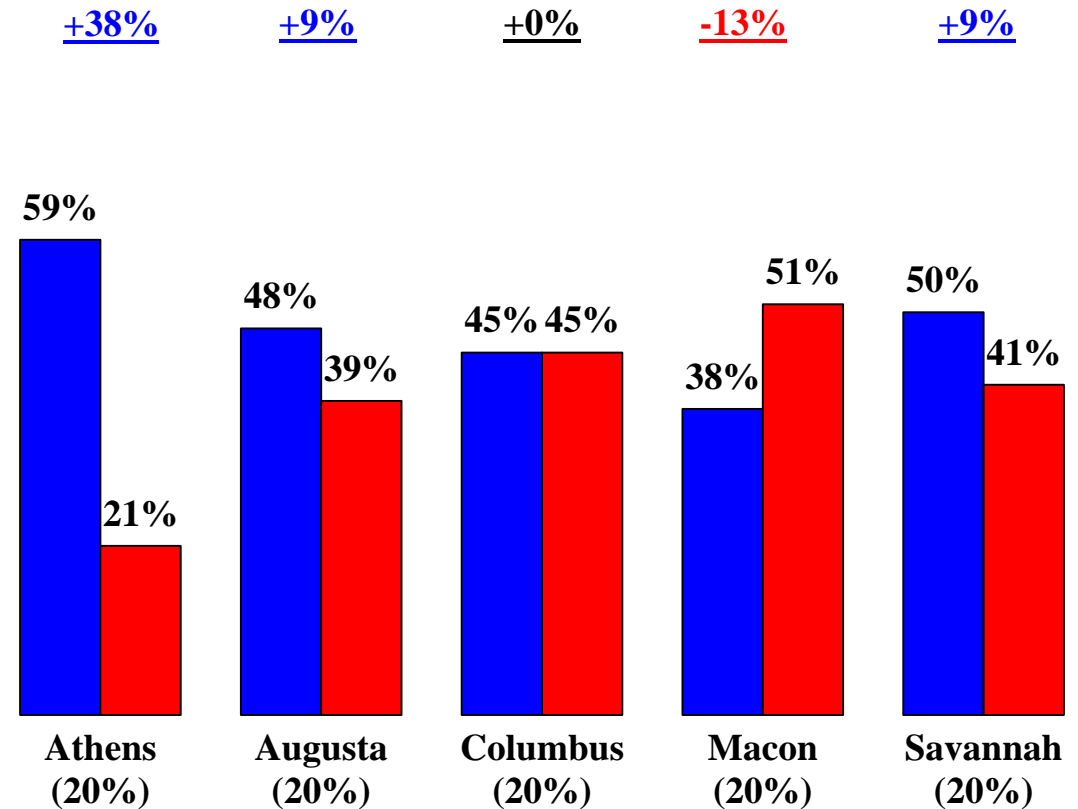
A majority of voters in Athens and Savannah believe things are going in the right direction.

“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



By City



**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%)

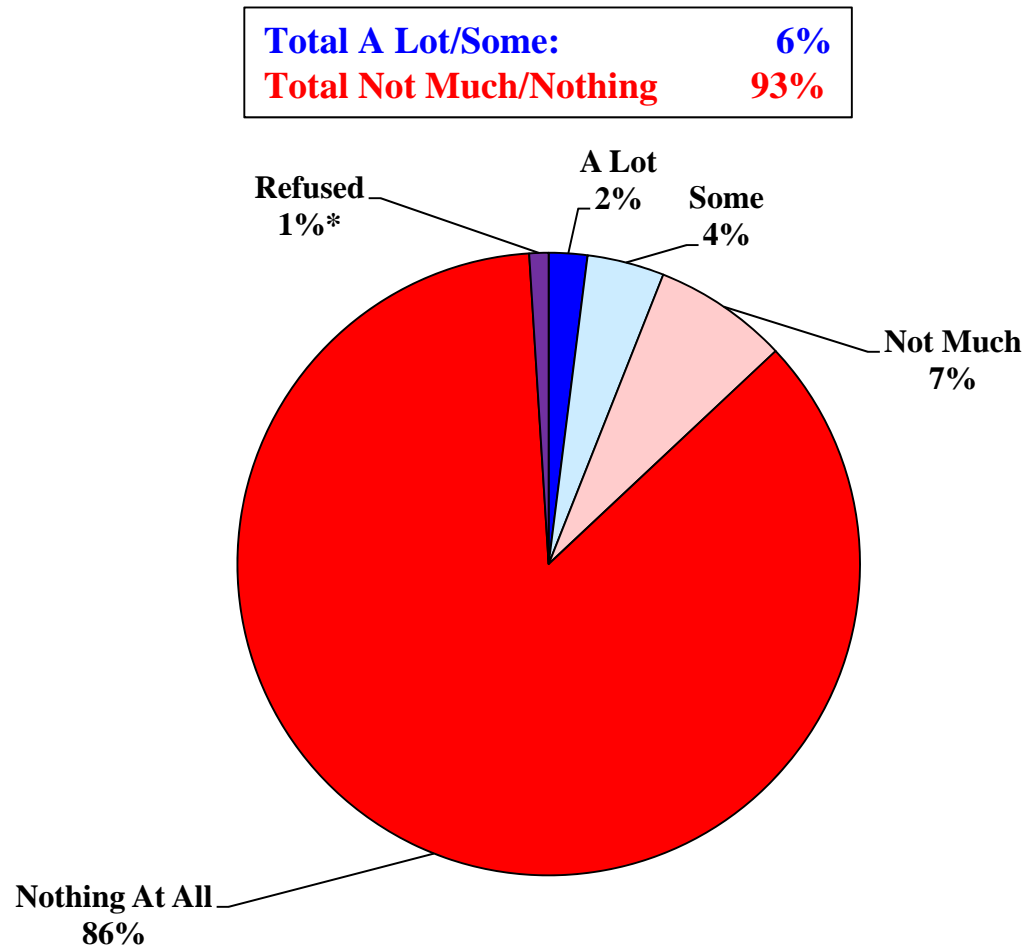
Age 45-54	23%
White Women	23%
Postgraduate Degree	23%
Savannah	22%
Women With a Degree	22%
Base Dem	21%
Ind Women	20%
Macon	20%
Athens	20%
White	20%



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?”

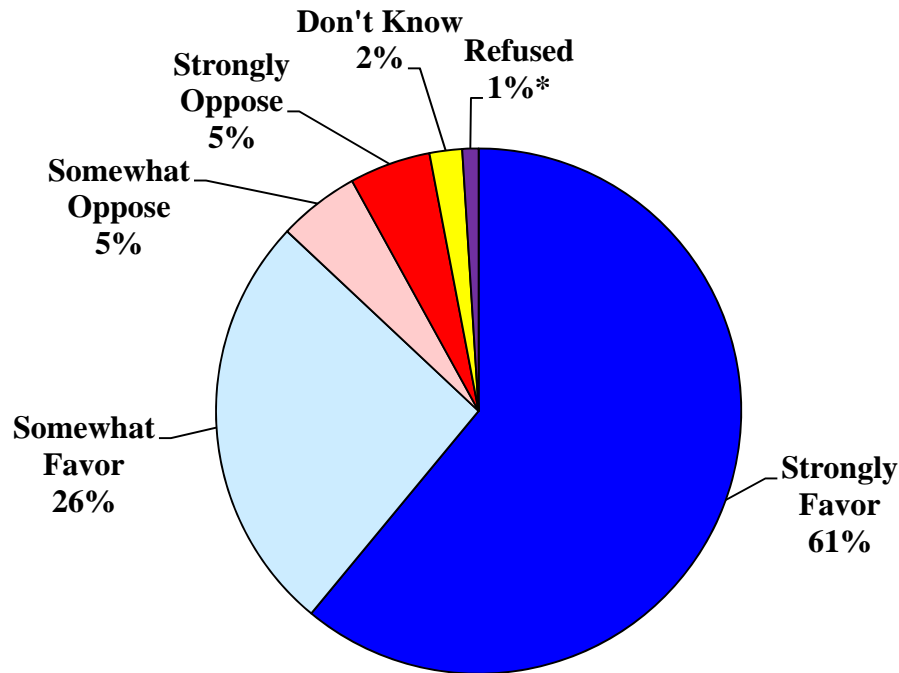


*Denotes Rounding

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?”

Total Favor	87%
Total Oppose	10%



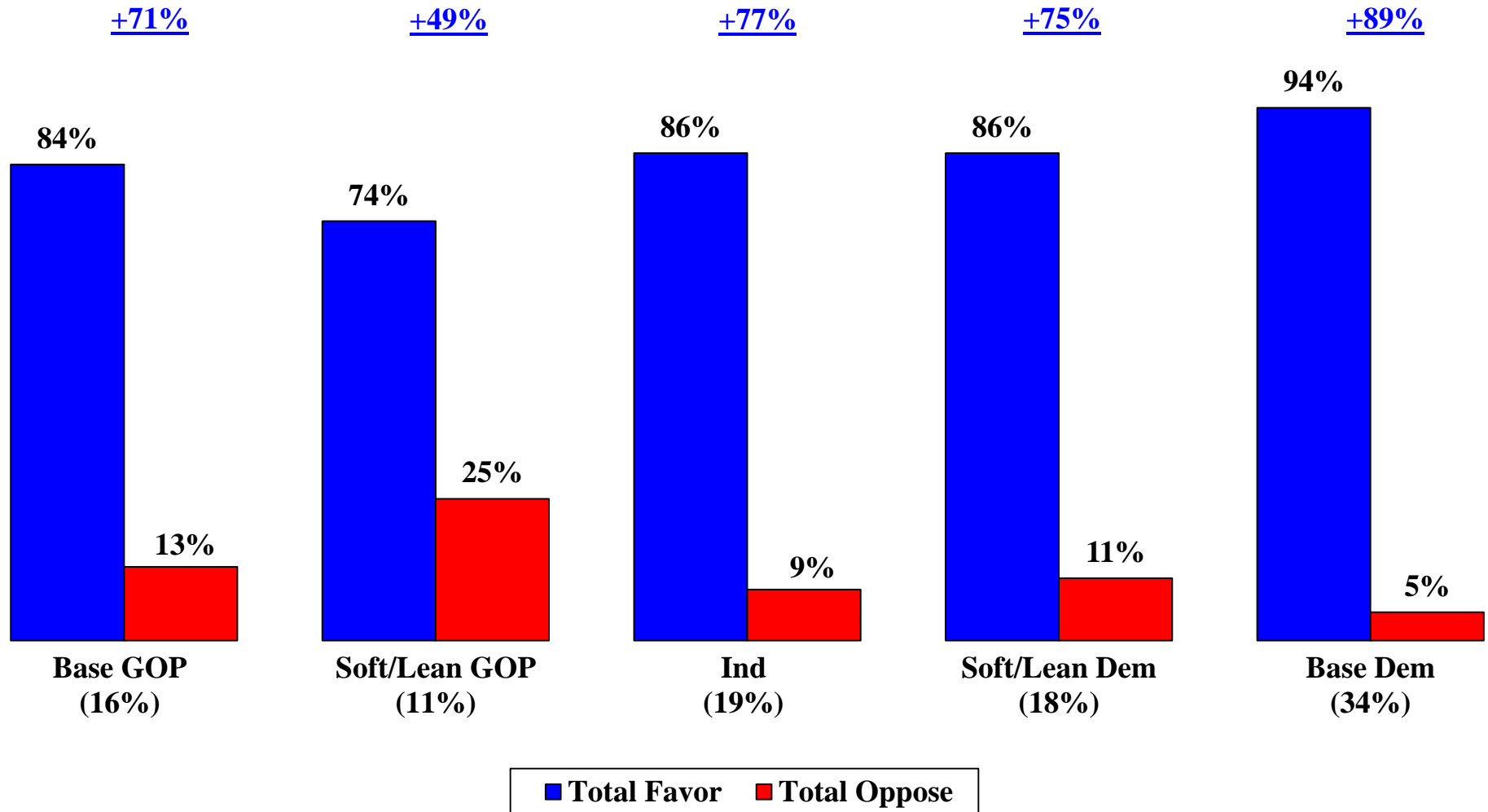
Top Groups Strongly Favor (61%)

Commute Method – Other	79%
Dem Women	78%
Ind Women	74%
Base Dem	73%
Total Dem	72%
Age 18-34	72%
Women	70%
Commute – Less than 15 min	70%
Women Without a Degree	70%
Women Age 18-54	70%
African American	70%
Women With a Degree	69%
Soft/Lean Dem	69%
Women Age 55+	69%
Total Minority	68%
Macon	68%
Savannah	67%
White Women	67%
High School or Less Education	67%

*Denotes Rounding

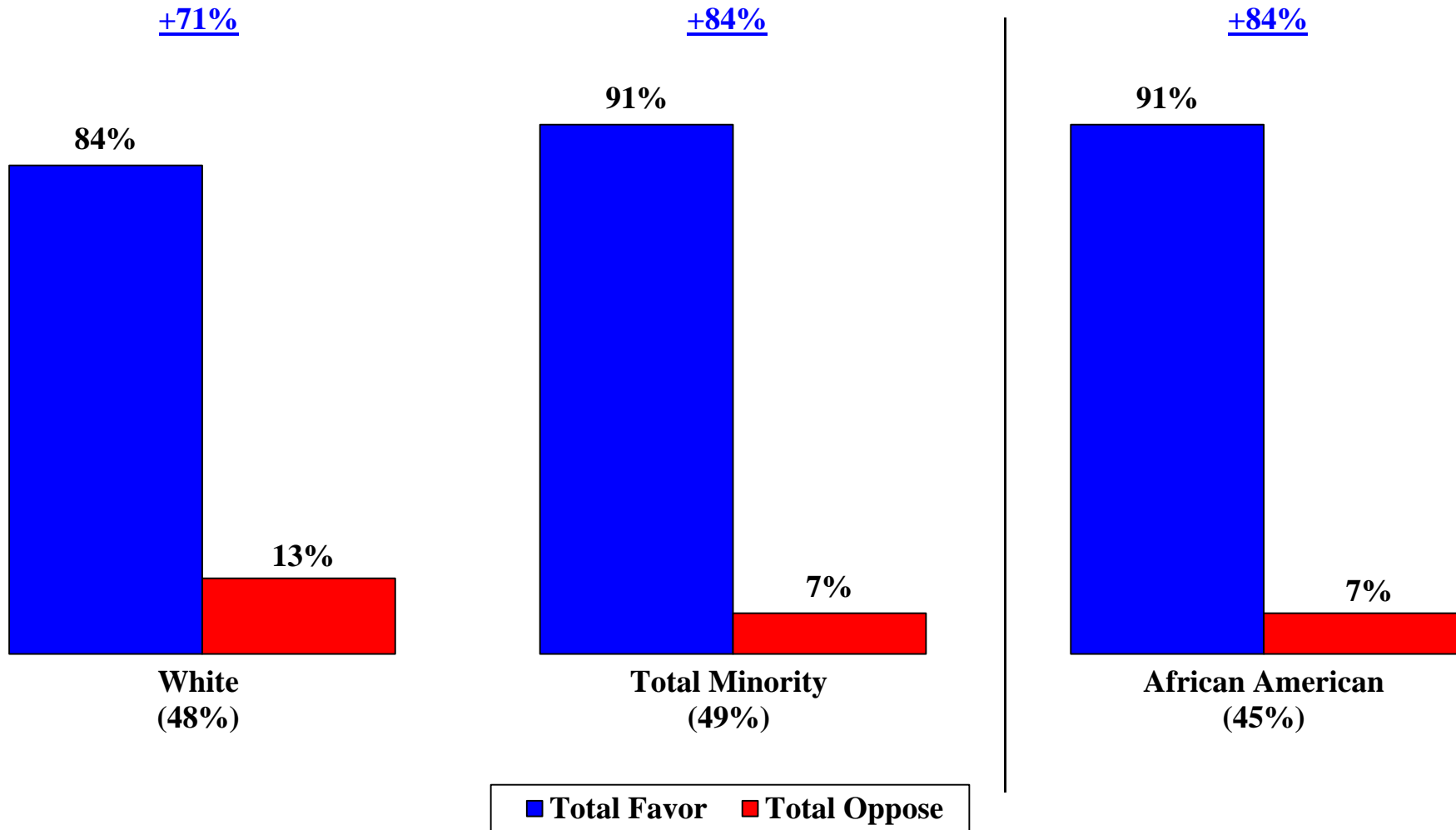
Support for Complete Streets is strong across party lines.

Complete Streets Policy by Party



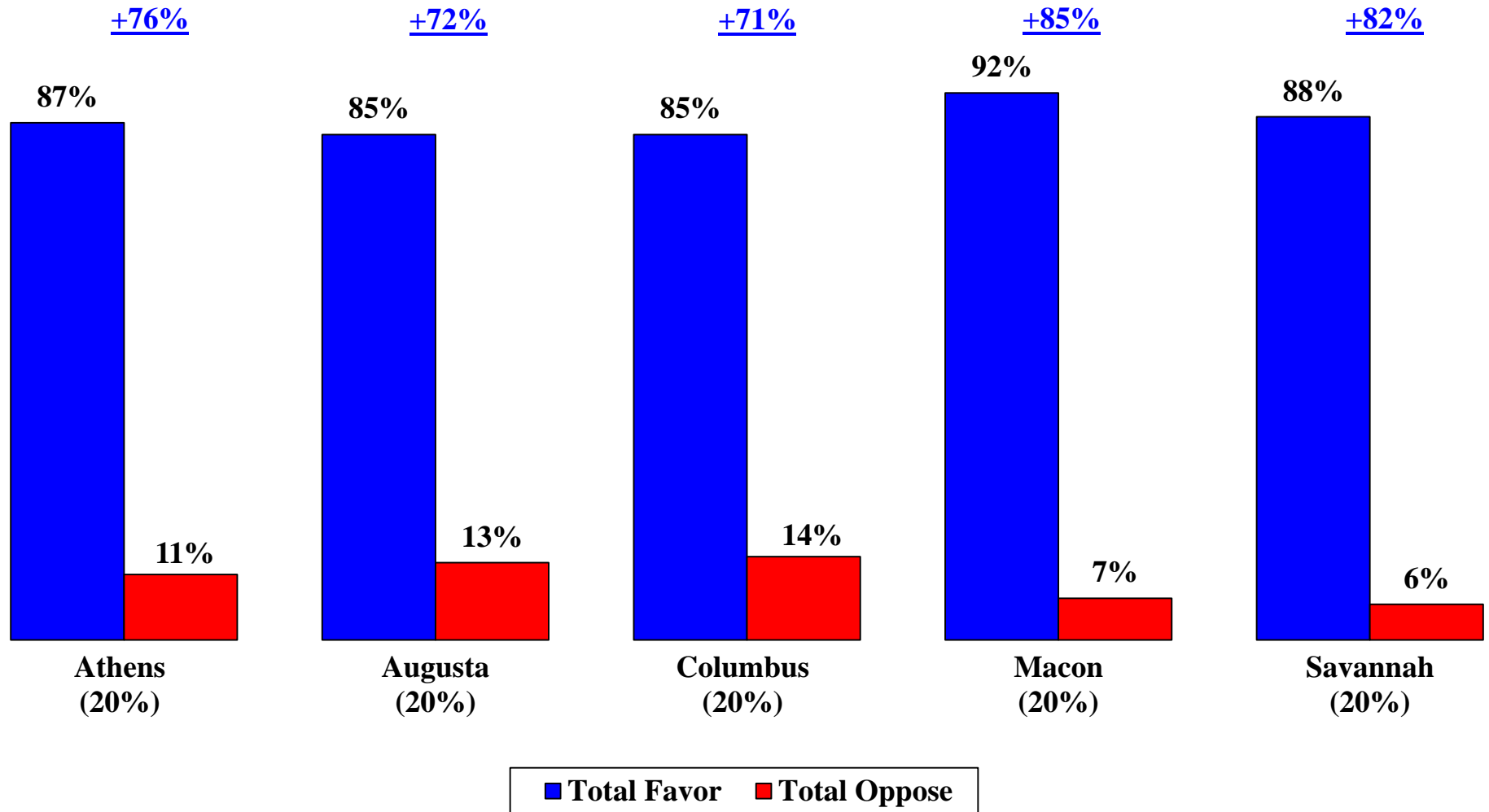
Whites and minorities favor Complete Streets.

Complete Streets Policy by Ethnicity



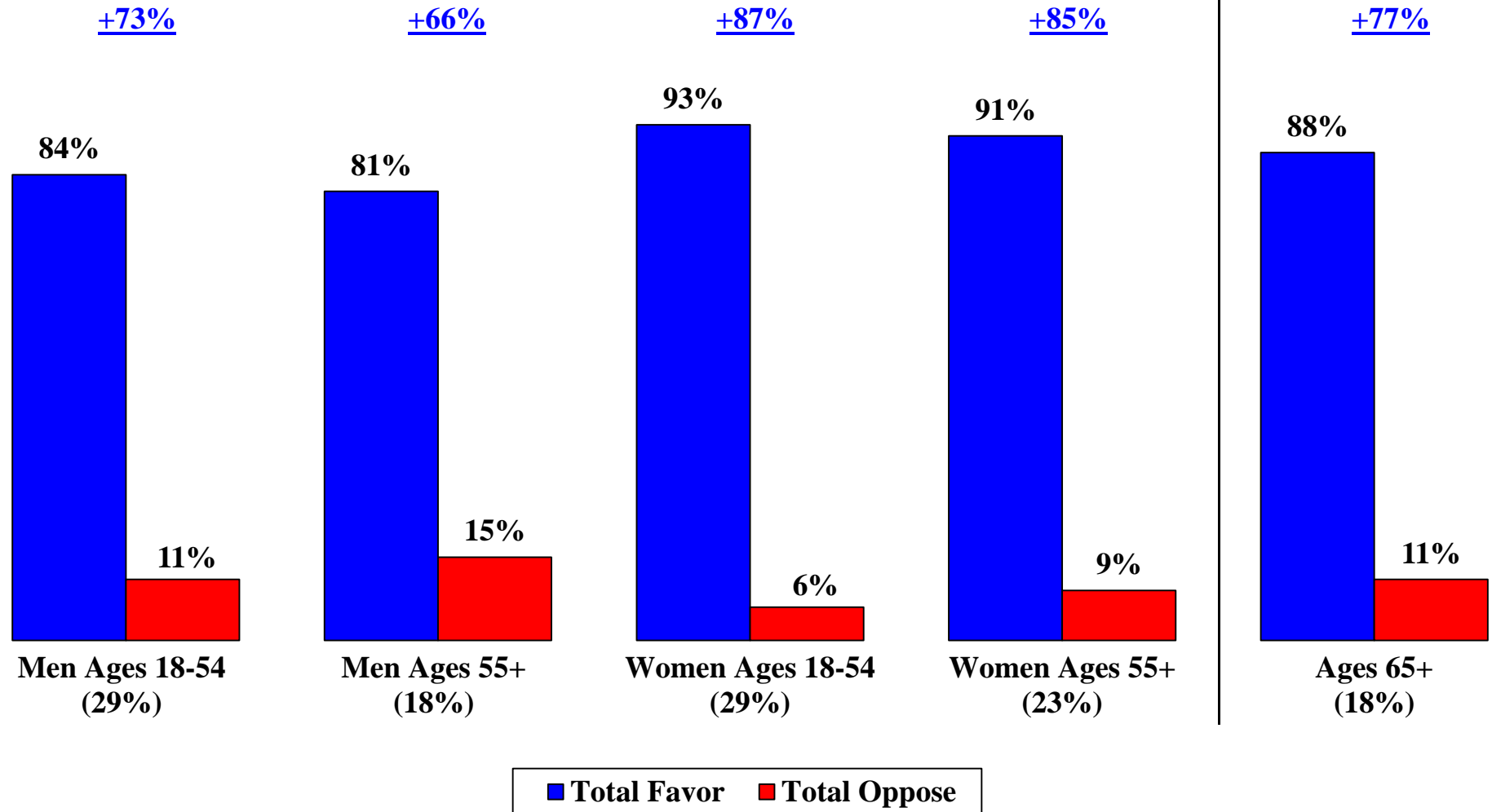
In all 5 cities, voters overwhelmingly favor the Complete Streets policy.

Complete Streets Policy by City



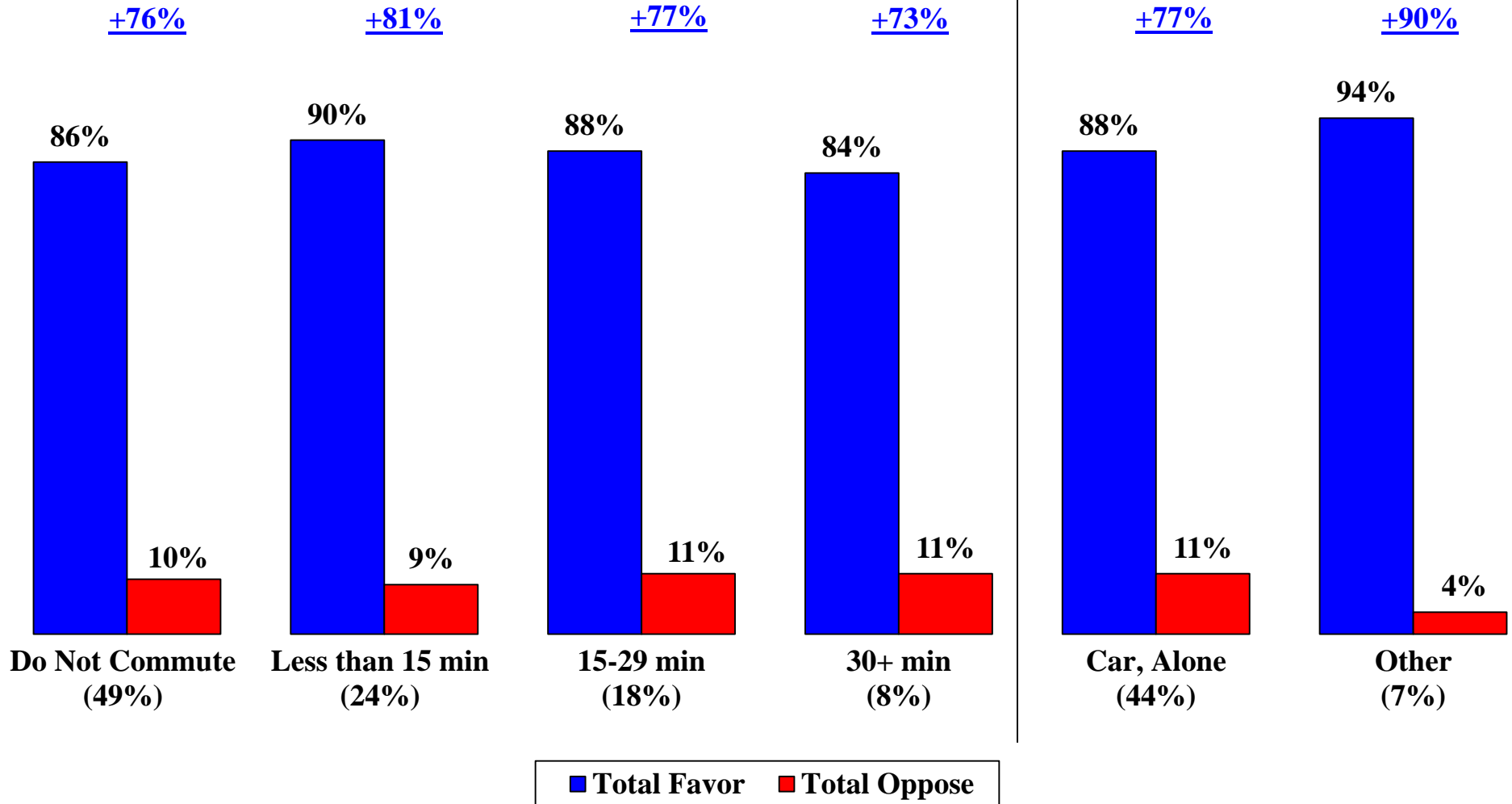
Women tend to favor Complete Streets slightly more than men, but support is very high among both genders.

Complete Streets Policy by Gender/Age + Seniors



Commuters and non-commuters alike support the Complete Streets policy.

Complete Streets Policy by Commute Time + Commute Method



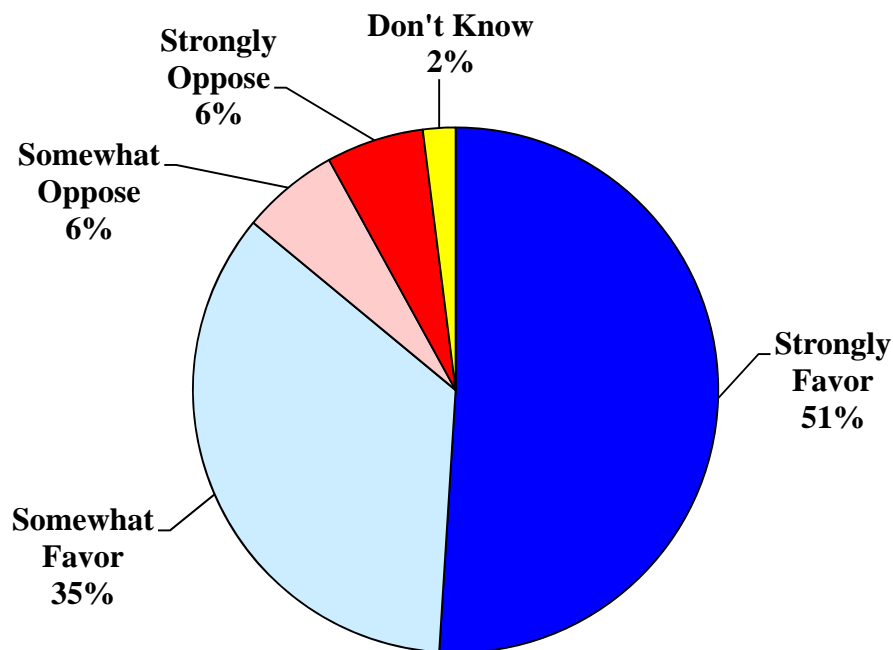
There is similarly strong support for investing in safety improvements.

“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?”

Total Favor	86%
Total Oppose	12%

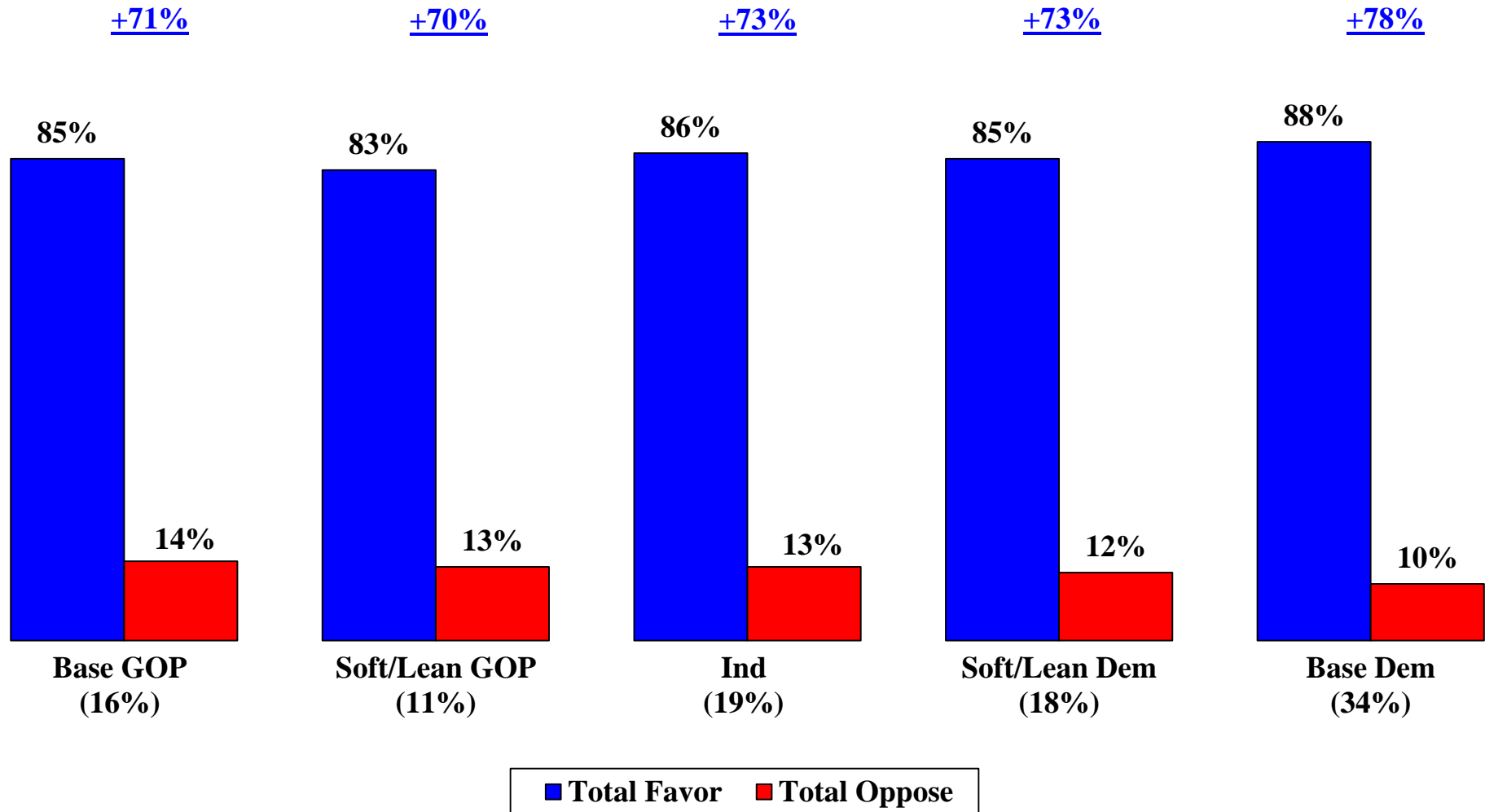
Top Groups Strongly Favor (51%)

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%



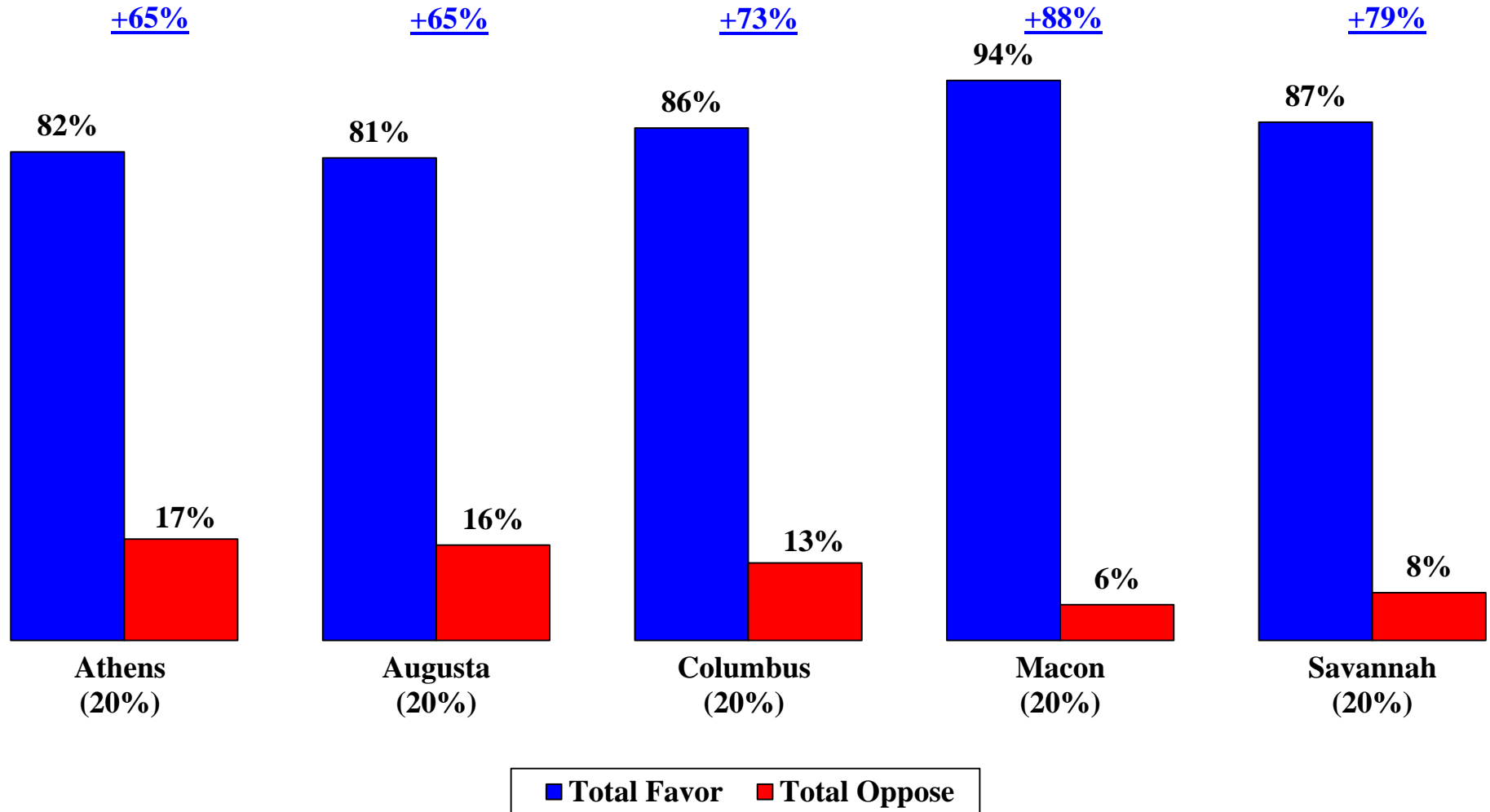
Support for investing a small percentage of the transportation budget crosses party lines.

Investing Small Percentage of Transportation Budget by Party



Voters in all 5 cities strongly favor investing in safety improvements.

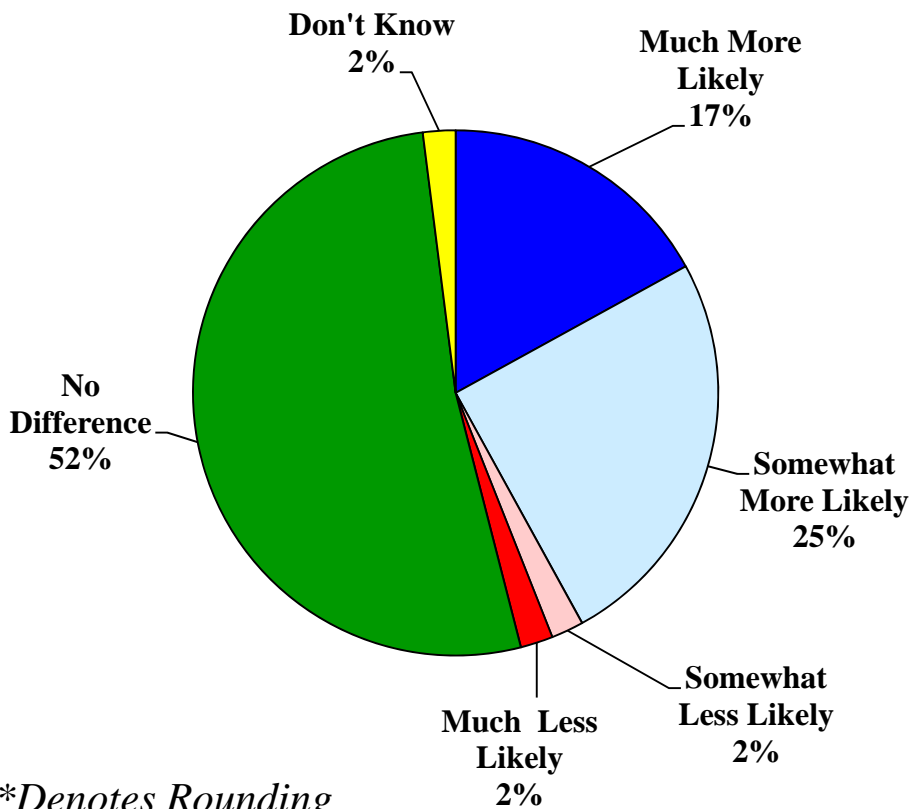
Investing Small Percentage of Transportation Budget by City



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?”

Total More Likely 42%
Total Less Likely 5%*



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%

*Denotes Rounding

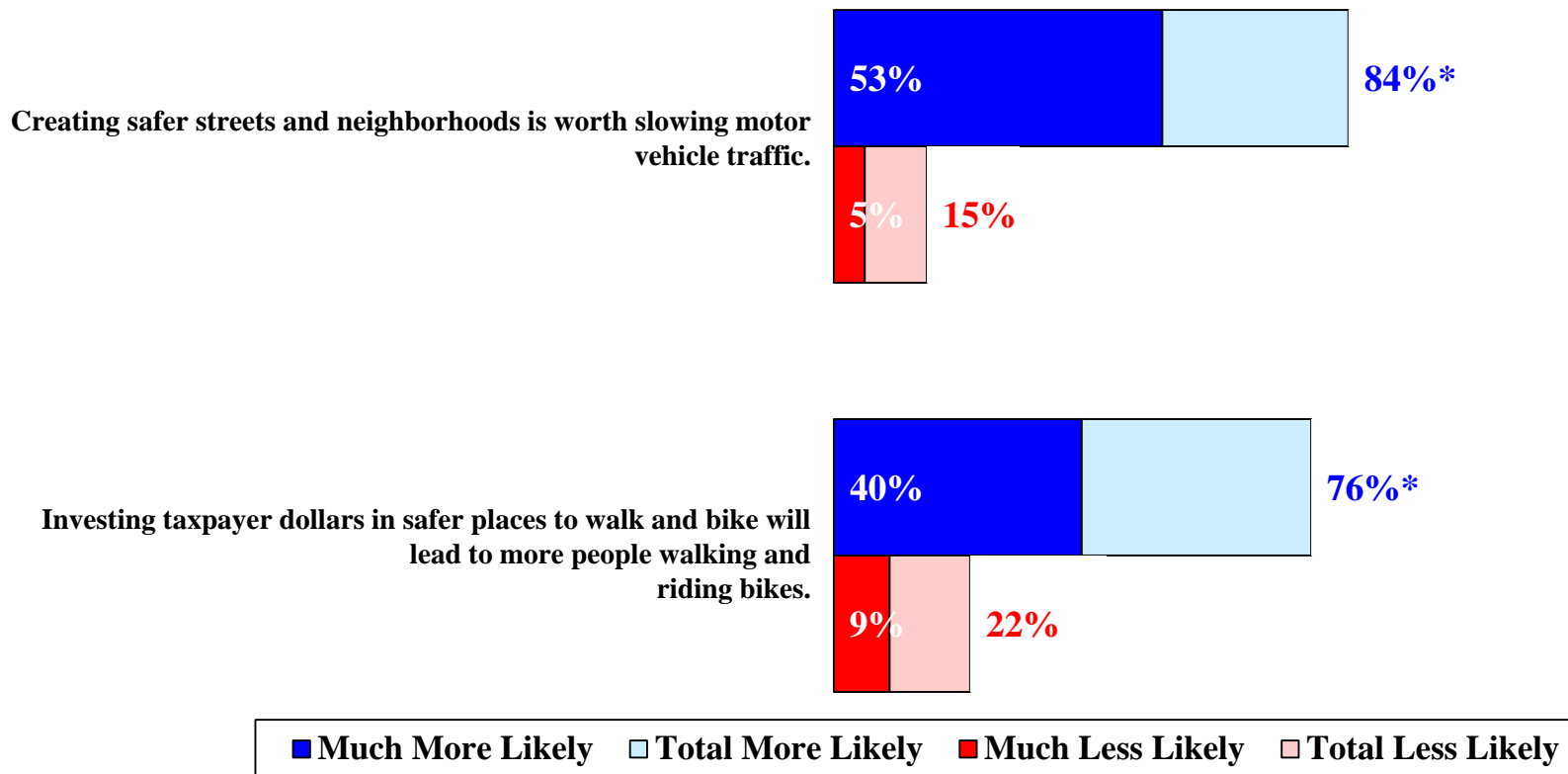


Message Testing

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

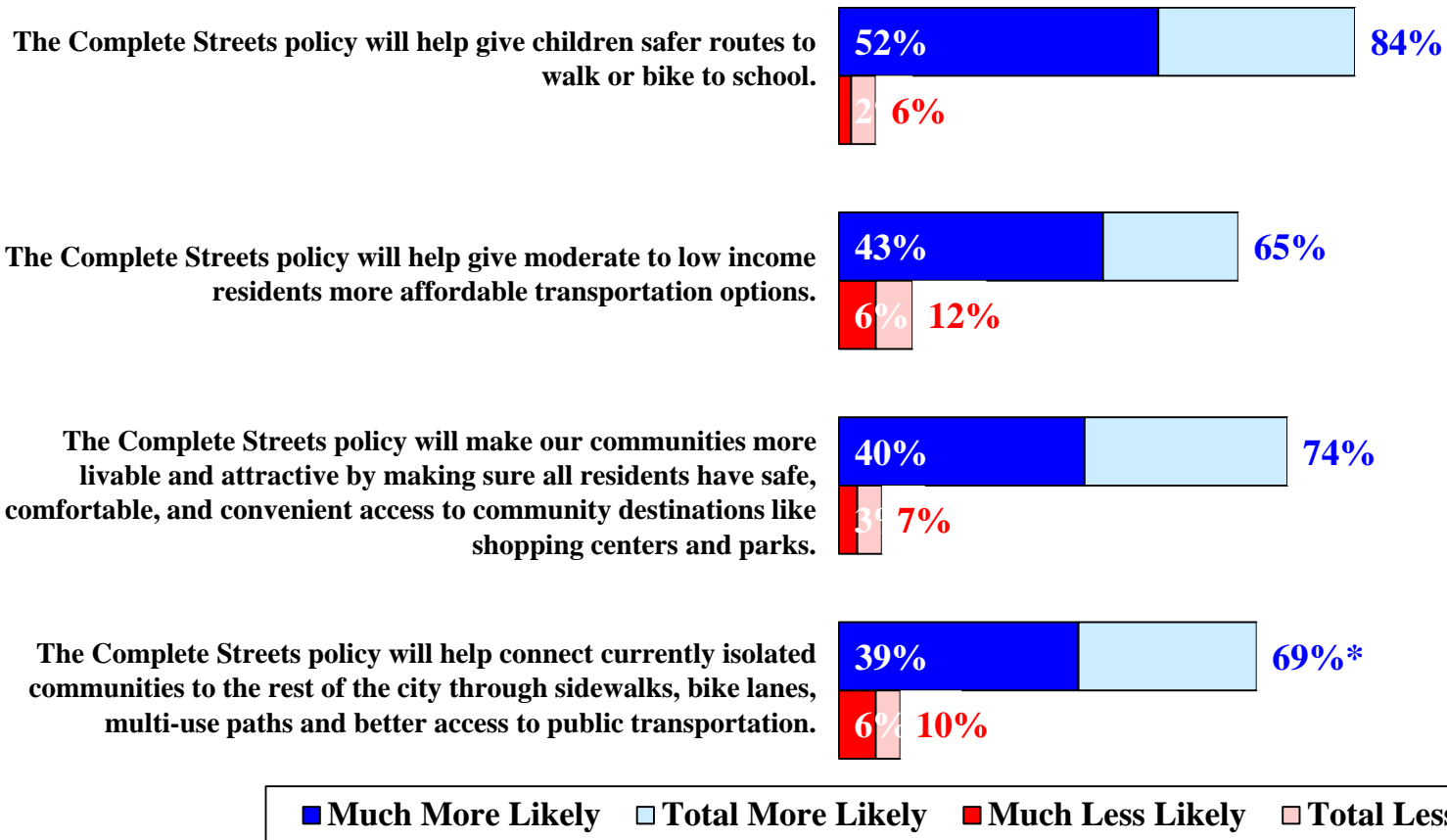


**Denotes Rounding*

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.”

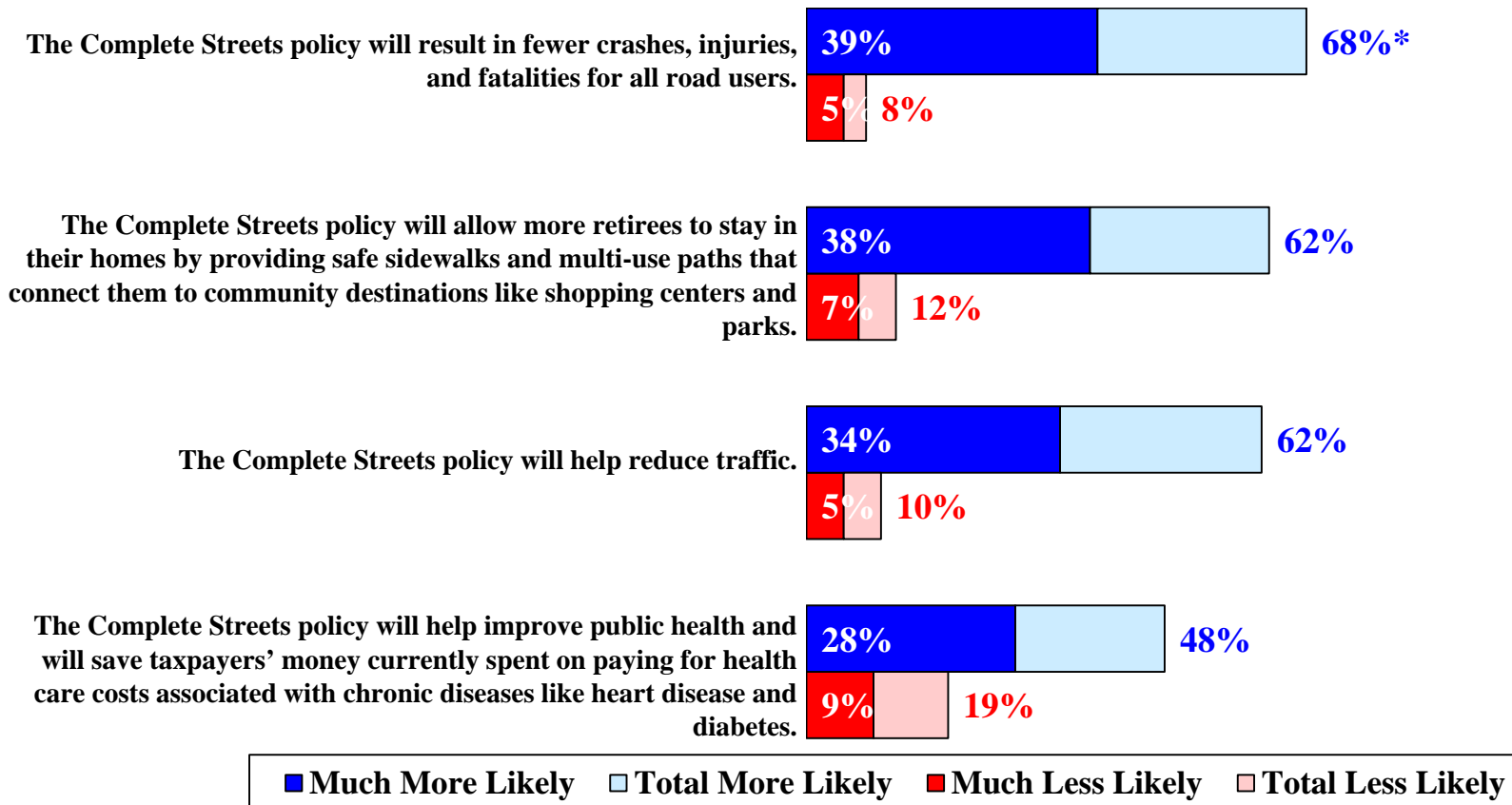
Ranked by % Much More Likely[^]



**Denotes Rounding ^Denotes split samples, N=250*

Voters are not as convinced a Complete Streets policy improves public health.

Ranked by % Much More Likely[^]



*Denotes Rounding [^]Denotes split samples, N=250

Top Messages by City

Ranked by % Much More Likely

<u>Athens</u> (20%)	
The Complete Streets policy will help give children safer routes to walk or bike to school.	50%
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.	49%
The Complete Streets policy will help give moderate to low income residents more affordable transportation options.	43%
The Complete Streets policy will result in fewer crashes, injuries, and fatalities for all road users.	41%

<u>Augusta</u> (20%)	
The Complete Streets policy will help give children safer routes to walk or bike to school.	52%
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.	42%
The Complete Streets policy will help give moderate to low income residents more affordable transportation options.	37%
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.	35%

Top Messages by City

Ranked by % Much More Likely

<u>Columbus</u> (20%)	
The Complete Streets policy will help give children safer routes to walk or bike to school.	50%
The Complete Streets policy will result in fewer crashes, injuries, and fatalities for all road users.	44%
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.	44%
The Complete Streets policy will help give moderate to low income residents more affordable transportation options.	39%

<u>Macon</u> (20%)	
The Complete Streets policy will help give children safer routes to walk or bike to school.	60%
The Complete Streets policy will help give moderate to low income residents more affordable transportation options.	51%
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.	50%
The Complete Streets policy will help reduce traffic.	46%

Top Messages by City

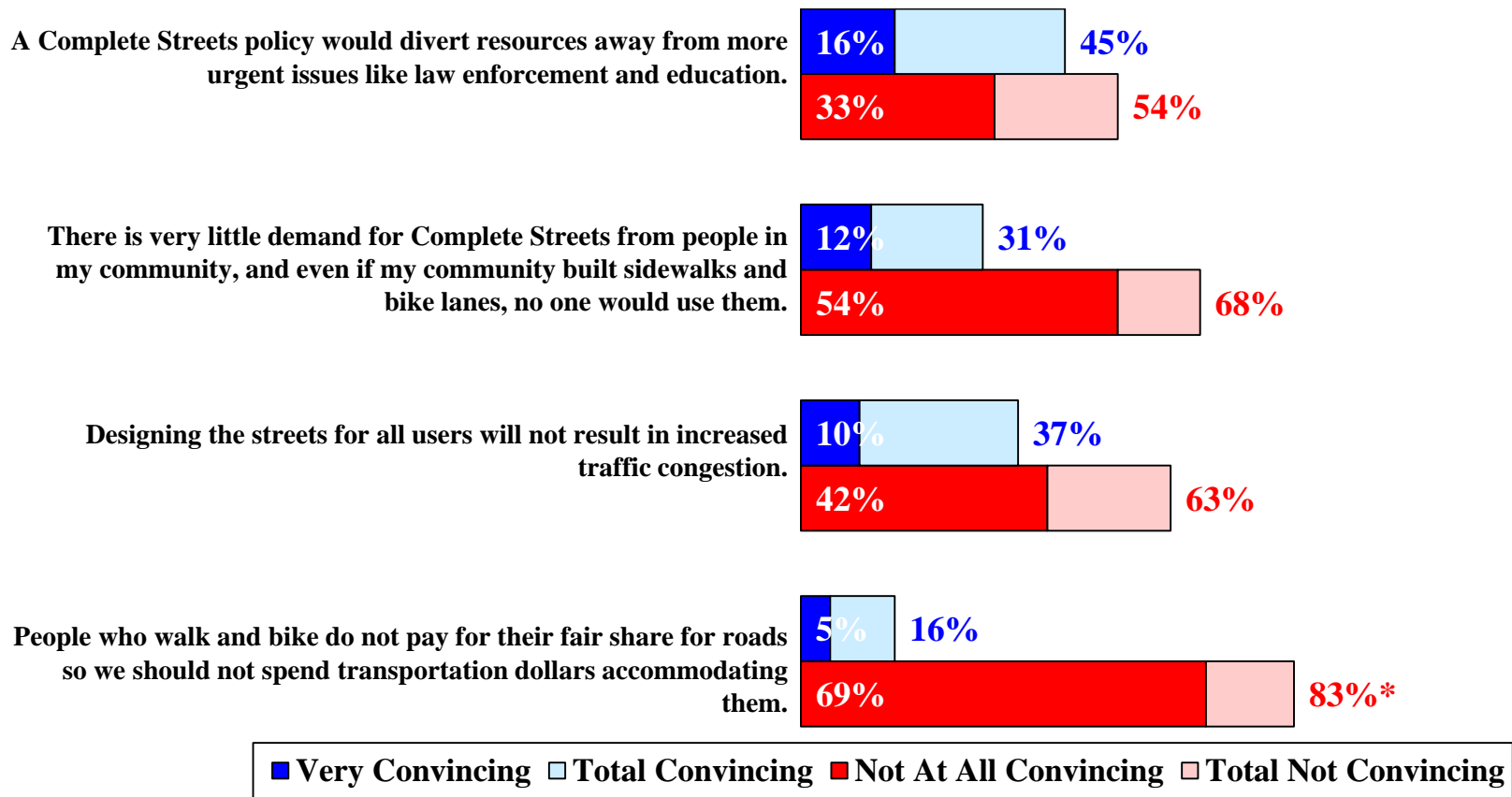
Ranked by % Much More Likely

<u>Savannah</u> (20%)	
The Complete Streets policy will help give children safer routes to walk or bike to school.	48%
The Complete Streets policy will help give moderate to low income residents more affordable transportation options.	44%
The Complete Streets policy will result in fewer crashes, injuries, and fatalities for all road users.	43%
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.	43%

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.”

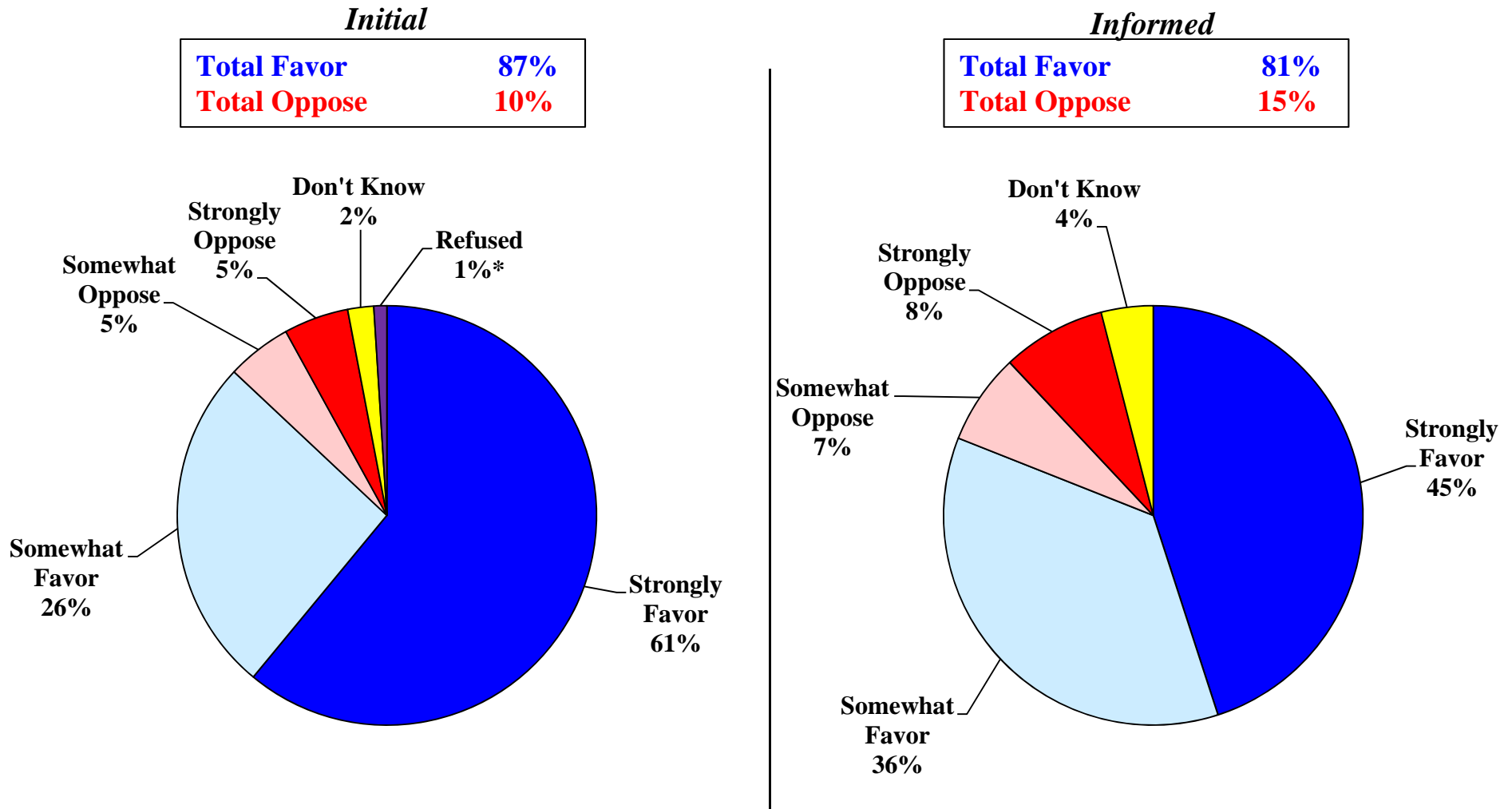
Ranked by % Very Convincing



**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.”





The Bottom Line

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.

**For more information about this presentation or about
Public Opinion Strategies, please give us a call.**

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Turning Questions Into Answers

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