GA Bikes Complete Streets Baseline
Interview Schedule

CONFIDENTIAL

Field Dates: February 25-28, 2016

Project #16116   **Margin of Error = + 4.38%**

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* Denotes result under 0.5%.
^ Denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.

(ASK OF ALL CELL SAMPLE)

B.   Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

100%   Yes, cell and in safe place

(ASK OF THOSE IN QA WHO ARE <u>NOT</u> THE NAME ON THE VOTER FILE)

D.   Are you registered to vote in Georgia?
        (IF YES, ASK:) And would you say you are certain you are registered to vote in Georgia?

100%   YES, CERTAIN **(CONTINUE)**

E.   Are you, or is anyone in your household, employed by a newspaper, television or radio station, or a political party, or by a candidate for political office?

100%   NO

Before we begin, I have a few questions about yourself....

1.   In what year were you born?

         2%   18 - 24
        11%   25 - 34
        24%   35 - 44
        20%   45 - 54
        23%   55 - 64
        18%   65 AND ABOVE
         1%   REFUSED

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2.   Would you say that things in (**CITY)** are going in the right direction, or have they pretty
        seriously gotten off on the wrong track?

        48%   RIGHT DIRECTION
        40%   WRONG TRACK

        11%   NO OPINION **(DO NOT READ)**
         1%   REFUSED **(DO NOT READ)**

_____

3.   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? **(RANDOMIZE)**

        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

         1%   OTHER (SPECIFY _____) **(DO NOT READ)**

         2%   DON'T KNOW **(DO NOT READ)**
         1%   REFUSED **(DO NOT READ)**

_____

Thinking some more about transportation...

4.   How much have you seen, read, or heard recently about a policy known as Complete Streets? Is it... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

   2%   A LOT
   4%   SOME
   7%   NOT MUCH
          ...or...
   86%   NOTHING AT ALL?

   *   DON'T KNOW **(DO NOT READ)**
   –   REFUSED **(DO NOT READ)**

   6%   TOTAL A LOT/SOME
   93%   TOTAL NOT MUCH/NOTHING

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5.   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?

       (IF FAVOR/OPPOSE) And would you say you STRONGLY **(FAVOR/OPPOSE)** or just SOMEWHAT **(FAVOR/OPPOSE)**?

   61%   STRONGLY FAVOR
   26%   SOMEWHAT FAVOR
   5%   SOMEWHAT OPPOSE
   5%   STRONGLY OPPOSE

   2%   DON'T KNOW **(DO NOT READ)**
   –   REFUSED **(DO NOT READ)**

   87%   TOTAL FAVOR
   10%   TOTAL OPPOSE

___

6.   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?

(IF FAVOR/OPPOSE) And would you say you STRONGLY **(FAVOR/OPPOSE)** or just SOMEWHAT **(FAVOR/OPPOSE)**?

51%   STRONGLY FAVOR
35%   SOMEWHAT FAVOR
 6%   SOMEWHAT OPPOSE
 6%   STRONGLY OPPOSE

 2%   DON'T KNOW **(DO NOT READ)**
 –   REFUSED **(DO NOT READ)**

86%   TOTAL FAVOR
12%   TOTAL OPPOSE

7.   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?

(IF MORE LIKELY/LESS LIKELY, ASK:) And is that much **(more/less)** likely or just somewhat **(more/less)** likely?

17%   MUCH MORE LIKELY
25%   SOMEWHAT MORE LIKELY
 2%   SOMEWHAT LESS LIKELY
 2%   MUCH LESS LIKELY

52%   NO DIFFERENCE

 2%   DON'T KNOW **(DO NOT READ)**
 *   REFUSED **(DO NOT READ)**

42%   TOTAL MORE LIKELY
 5%^   TOTAL LESS LIKELY

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.

STRG AGR	**SMWHT AGR**	**SMWHT DISAGR**	**STRG DISAGR**	**DK DNR)**	**REF (DNR)**

(IF AGREE/DISAGREE) And, do you STRONGLY **(agree/disagree)** or just SOMEWHAT **(agree/disagree)**?

The **(first/next)** one is... **(ROTATE)**

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

40%	37%	13%	9%	1%	*
76%^		**22%**			

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

53%	30%	10%	5%	1%	*
84%^		**15%**			

(ROTATE Qs 10-17 AND Qs 18-21)
Now I would like to read you some statements from supporters of a 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. **(RANDOMIZE)**

(IF MORE/LESS LIKELY, ASK:) And, is that MUCH **(more/less)** likely or just SOMEWHAT **(more/less)** likely?

MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF	DK (DNR)	REF (DNR)

The **(first/next)** one is...

(SPLIT SAMPLE, ASK SAMPLE A Qs 10-13) (N=250)

10. The Complete Streets policy will help reduce traffic.

MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF	DK (DNR)	REF (DNR)
34%	27%	5%	5%	27%	2%	–
62%		**10%**				

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

MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF	DK (DNR)	REF (DNR)
52%	32%	4%	2%	10%	–	–
84%		**6%**				

12. 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.

MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF	DK (DNR)	REF (DNR)
40%	33%	4%	3%	18%	1%	–
74%^		**7%**				

13. A 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.

MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF	DK (DNR)	REF (DNR)
28%	20%	10%	9%	31%	1%	–
48%		**19%**				

(SPLIT SAMPLE, ASK SAMPLE B Qs 14-17) (N=250)

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

MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF	DK (DNR)	REF (DNR)
39%	28%	3%	5%	24%	1%	–
68%^		**8%**				

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

MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF	DK (DNR)	REF (DNR)
43%	22%	6%	6%	23%	–	*
65%		**12%**				

(Continued...)

MUCH MORE	**SMWT MORE**	**SMWT LESS**	**MUCH LESS**	**NO DIFF**	**DK (DNR)**	**REF (DNR)**

16. 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.

MUCH MORE	**SMWT MORE**	**SMWT LESS**	**MUCH LESS**	**NO DIFF**	**DK (DNR)**	**REF (DNR)**
38%	24%	5%	7%	25%	1%	–
62%		**12%**				

17. 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.

MUCH MORE	**SMWT MORE**	**SMWT LESS**	**MUCH LESS**	**NO DIFF**	**DK (DNR)**	**REF (DNR)**
39%	29%	4%	6%	21%	–	*
69%^		**10%**				

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 (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**)... very convincing, somewhat convincing, not too convincing, or not at all convincing as a reason to oppose the Complete Streets policy.

VERY CONV	SMWT CONV	NOT TOO	NOT AT ALL	DK (DNR)	REF (DNR)

The **(first/next)** one is... **(RANDOMIZE) (N=374, Results shown off of skip base)**

18. A Complete Streets policy would divert resources away from more urgent issues like law enforcement and education.

16%	29%	21%	33%	1%	–
45%		**54%**			

19. Designing the streets for all users will result in increased traffic congestion.

10%	27%	21%	42%	*	–
37%		**63%**			

20. 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.

12%	19%	14%	54%	1%	*
31%		**68%**			

21. People who walk and bike do not pay their fair share for roads so we should not spend transportation dollars accommodating them.

5%	11%	15%	69%	1%	–
16%		**83%^**			

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

(IF FAVOR/OPPOSE) And would you say you STRONGLY **(FAVOR/OPPOSE)** or just SOMEWHAT **(FAVOR/OPPOSE)**?

Q5 **INT**	Q22 **INF**	
61%	45%	STRONGLY FAVOR
26%	36%	SOMEWHAT FAVOR
5%	7%	SOMEWHAT OPPOSE
5%	8%	STRONGLY OPPOSE
2%	4%	DON'T KNOW **(DO NOT READ)**
–	*	REFUSED **(DO NOT READ)**
87%	**81%**	**TOTAL FAVOR**
10%	**15%**	**TOTAL OPPOSE**

Now, I just have a few more questions for statistical purposes only...

23.   What is the last grade you completed in school? **(DO NOT READ CHOICES)**

   *   SOME GRADE SCHOOL (GRADES 1-8)
  2%   SOME HIGH SCHOOL (GRADES 9-11)
 19%   GRADUATED HIGH SCHOOL (GRADE 12)
  3%   TECHNICAL/VOCATIONAL SCHOOL
 19%   SOME COLLEGE
 35%   GRADUATED COLLEGE
 21%   POST-GRADUATE

  *   REFUSED (**DO NOT READ**)

21%   HIGH SCHOOL OR LESS
23%^ SOME COLLEGE
56%   COLLEGE+

24.   And, in politics today, do you usually think of yourself as... **(ROTATE FIRST TWO CHOICES)**

a Republican,
a Democrat,
an Independent, or something else?

(IF REPUBLICAN OR DEMOCRAT, ASK:)
Would you call yourself a STRONG **(REPUBLICAN/DEMOCRAT)** or a NOT-SO-STRONG **(REPUBLICAN/DEMOCRAT)**?

(IF INDEPENDENT/SOMETHING ELSE/OTHER/NO PREFERENCE, ASK:) Do you think of yourself as closer **(ROTATE)** to the Republican ...or... to the Democratic party?

16%   STRONG REPUBLICAN
 5%   NOT-SO-STRONG REPUBLICAN
 6%   LEAN TO REPUBLICANS

19%   SOMETHING ELSE/INDEPENDENT

 9%   LEAN TO DEMOCRATS
 8%   NOT-SO-STRONG DEMOCRAT
34%   STRONG DEMOCRAT

 1%   DON'T KNOW **(DO NOT READ)**
 1%   REFUSED **(DO NOT READ)**

27%   TOTAL REPUBLICAN
52%^   TOTAL DEMOCRAT

25.   What is your main racial or ethnic heritage? Is it... **(READ LIST SLOWLY BEFORE ACCEPTING ANSWER, THEN ACCEPT <u>ONE</u> RESPONSE ONLY.)**

    48%   CAUCASIAN OR WHITE
    45%   AFRICAN-AMERICAN OR BLACK
    2%   HISPANIC ...or...
    1%   ASIAN?

    1%   OTHER **(DO NOT READ) (Specify: _____)**
    3%   REFUSED **(DO NOT READ)**

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26.   And, do you commute to work? **(IF YES, ASK)** And, if you had to estimate, how many minutes is your typical one-way commute? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

    49%   No

    24%   Less than 15 minutes
    18%   15 to 29 minutes
    5%   30 to 44 minutes
    2%   45 minutes to one hour
    1%   More than one hour

    1%   Don't Know/Refused **(DO NOT READ)**

51%^ TOTAL YES

(IF Q26:2-6, ASK) (N=253, Results shown off of total base)
27.   And, how do you typically commute to and from work? **(RANDOMIZE)**

    44%   By auto, by yourself
     3%   By carpool or in a car with others
      *   By biking
     1%   By walking
     1%   By public bus, subway or rail
      –   Tele-commuting
           ...or...
     2%   By more than one mode of transportation

      –   Other **(SPECIFY: _____)**
      –   DON'T KNOW **(DO NOT READ)**
      –   REFUSED **(DO NOT READ)**

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28.   Gender **(BY OBSERVATION)**

    48%   MALE
    52%   FEMALE