BATTLEGROUND CONNECT

October 4, 2024

TO: Interested Parties
FROM: Battleground Connect
RE: M-SPLOST Polling Results

Methodology: A survey of 604 likely general election voters in Cobb County was conducted from Sept 30 through Oct 2. Interviews were administered to cell phones via text to web surveys. The margin of error for this survey is +/- 4% with a 95% confidence interval.

A question was included about Cobb County's support for the M-SPLOST referendum. Below are the results regarding the M-SPLOST referendum.

Cobb Commission Chairwoman Lisa Cupid has proposed a 30-year Mobility SPLOST which would raise $11 Billion to expand bus transit services in Cobb County, and this new sales tax increase would last for thirty years. Do you support an additional one- percent sales tax increase for 30 years to fund transit services in Cobb County?

		COUNTY COMMISSION DISTRICT				COBB SCHOOL BOARD DISTRICT							AGE				GENDER		PARTY			ETHNICITY				
	TOTAL	1	2	3	4	1	2	3	4	5	6	7	18-39	40-49	50-64	65+	male	fem.	Rep.	Dem.	Ind/ dont know	White	Black	Hisp.	Asian	oth.
Strongly support	126	36	28	22	39	18	17	21	15	10	21	16	20	25	47	34	56	70	10	96	20	67	55	3	2	1
	21%	19%	31%	12%	29%	22%	24%	32%	17%	11%	32%	17%	23%	21%	24%	17%	21%	21%	4%	40%	15%	16%	36%	14%	17%	10%
Somewhat support	101	28	20	37	16	11	14	8	22	18	7	14	15	23	23	39	37	64	22	57	21	60	34	2	4	0
	17%	15%	21%	20%	12%	14%	20%	11%	25%	18%	10%	15%	16%	19%	12%	20%	14%	19%	10%	24%	16%	14%	23%	10%	38%	2%
Total support	**227**	**64**	**48**	**59**	**55**	**29**	**31**	**29**	**36**	**28**	**28**	**30**	**35**	**49**	**71**	**72**	**93**	**134**	**32**	**153**	**41**	**127**	**89**	**4**	**6**	**1**
	38%	**34%**	**52%**	**32%**	**40%**	**35%**	**44%**	**44%**	**42%**	**29%**	**42%**	**32%**	**39%**	**40%**	**37%**	**36%**	**34%**	**40%**	**14%**	**63%**	**31%**	**30%**	**59%**	**24%**	**56%**	**13%**
Total oppose	**309**	**101**	**35**	**113**	**60**	**40**	**34**	**23**	**42**	**61**	**33**	**50**	**43**	**57**	**94**	**114**	**154**	**155**	**183**	**60**	**66**	**257**	**32**	**13**	**3**	**5**
	51%	**53%**	**38%**	**61%**	**44%**	**49%**	**49%**	**34%**	**49%**	**64%**	**50%**	**53%**	**48%**	**47%**	**49%**	**57%**	**57%**	**47%**	**80%**	**25%**	**49%**	**62%**	**21%**	**69%**	**27%**	**69%**
Somewhat oppose	83	26	14	25	18	11	14	2	7	12	16	14	16	17	22	28	36	47	35	31	17	65	9	4	1	4
	14%	14%	15%	13%	13%	13%	20%	3%	8%	13%	24%	15%	18%	14%	11%	14%	13%	14%	15%	13%	13%	16%	6%	21%	10%	53%
Strongly oppose	226	74	21	88	42	30	20	21	35	48	17	36	27	40	72	86	118	108	148	29	49	192	22	9	2	1
	37%	39%	23%	48%	31%	36%	29%	31%	41%	51%	26%	38%	30%	33%	37%	43%	44%	32%	65%	12%	37%	46%	15%	48%	17%	15%
Makes no difference	20	8	1	5	5	4	-	4	4	1	2	6	5	2	10	3	8	12	3	10	7	7	11	1	1	-
	3%	4%	2%	3%	4%	5%		6%	4%	1%	3%	6%	6%	1%	5%	1%	3%	4%	1%	4%	5%	2%	8%	4%	11%	
Not sure	48	15	8	8	17	9	5	11	4	6	4	9	7	13	18	10	16	31	11	18	19	26	19	1	1	1
	8%	8%	8%	5%	12%	11%	7%	16%	4%	6%	6%	9%	7%	11%	9%	5%	6%	9%	5%	7%	14%	6%	13%	3%	6%	19%
Net support	**-82**	**-36**	**13**	**-54**	**-4**	**-11**	**-4**	**6**	**-6**	**-33**	**-5**	**-20**	**-8**	**-9**	**-24**	**-41**	**-61**	**-20**	**-151**	**93**	**-24**	**-130**	**57**	**-8**	**3**	**-4**
	-14%	**-19%**	**14%**	**-29%**	**-3%**	**-14%**	**-5%**	**10%**	**-7%**	**-34%**	**-8%**	**-21%**	**-9%**	**-7%**	**-12%**	**-21%**	**-23%**	**-6%**	**-66%**	**39%**	**-18%**	**-31%**	**38%**	**-45%**	**28%**	**-56%**
TOTAL	604	188	93	186	137	83	70	66	86	96	67	95	91	121	193	199	272	332	230	242	133	417	151	18	11	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%