



EXECUTIVE SUMMARY

Cobb County residents consistently identify traffic congestion as their primary concern, with residents in the south and southeastern areas of Cobb County more likely to support the M-SPLOST proposal and underscoring the importance of the program to address the needs of each community. In response to the identified concerns and variations, 63% of residents indicate support for M-SPLOST, suggesting widespread recognition of the urgency to invest in infrastructure improvements and the proposal as a whole.





Cobb County, Georgia M-SPLOST Proposal

Image, Ballot, and Message Testing
November 13th, 2023



Q1:What is your opinion of public transportation in Cobb County?

	%
Favorable	30%
Unfavorable	39%
Unsure	31%

Q2:In your opinion, what should be the top priorities for transportation in Cobb County?

	%
Traffic	46%
Improve Mobility	26%
Access to Jobs	9%
Decrease Costs	6%
Environment	5%
Unsure	8%

Q3:How do you define transit in Cobb County?

	%
Cars	43%
Bus line	30%
MARTA	11%
Train/Rail	7%
Subway	1%
Other	8%

Q4:The Cobb County Commission has proposed a 30-year public transportation program, known as M-SPLOST, to expand transit and build a new rapid bus system. How likely are you to support this proposal?

	%
V' likely	39%
Sw' likely	24%
Sw' unlikely	8%
Not at all likely	20%
Unsure	9%

Q5:M-SPLOST is a temporary, 1-penny sales tax that will generate approximately \$11 billion over the next 30 years to collect the resources needed for transit capital improvements and operations. If approved by the Commission, Cobb County residents will vote on the M-SPLOST proposal in the November 2024 general election. Do you support or oppose this proposal?

	%
Support	54%
Oppose	25%
Unsure	21%

Q6:If you knew that constructing a new rapid bus system would result in a 1-penny sales tax, but would increase mobility in the northern and southern portions of Cobb County, would you be more or less likely to support this proposal?

	%
More likely	51%
Less likely	20%
No Diff	30%

Q7: The M-SPLOST proposal would allow east and west Cobb to remain relatively unchanged while expanding access to more transit options to north and south Cobb County. Does knowing this make you more or less likely to support M-SPLOST?

	%
More likely	34%
Less likely	28%
No Diff	38%

Q8: Do you support adding safe and reliable micro-transit ride-share options, which groups passengers together in one automobile to connect people to jobs, schools, and transportation hubs?

	%
Yes	51%
No	22%
Unsure	27%

Q9: A rapid bus system would provide the majority of transit expansion in the north and south parts of Cobb County. This would allow for higher density in these areas while ensuring east and west Cobb County remains low-density. Does knowing this make you more or less likely to support M-SPLOST?

	%
More likely	34%
Less likely	29%
No Diff	37%

Q10: A rapid bus system would expand transit between the Kennesaw State University main campus and Marietta, providing relief to the traffic congestion in the area. Does knowing this make you more or less likely to support M-SPLOST?

	%
More likely	61%
Less likely	12%
No Diff	27%

Q11: A rapid bus system would provide easier and more reliable access to the Braves Stadium and The Battery. Does knowing this make you more or less likely to support M-SPLOST?

	%
More likely	55%
Less likely	15%
No Diff	30%

Q12: In your opinion, what is the MOST important reason for Cobb County to expand transit projects?

	%
Traffic	41%
Those w/o Car	17%
Improvements	11%
Increased routes	5%
Environment	5%
Access to Jobs	4%
Other	10%
Unsure	6%

Q13: Which of the following is the MOST concerning issue with the M-SPLOST proposal?

	%
Too Long	20%
More Crime	16%
Not Affected	13%
Oppose Tax	12%
Not Effective	7%
Too Costly	4%
No Need	3%
Other	13%
Unsure	12%

Q14: How should Cobb County address traffic congestion and construction?

	%
Roads	38%
Commuter Service	24%
Bus Service	19%
Unsure	19%

Q15: Knowing what you know now, if the November 2024 general election were held today, would you support or oppose the 30-year M-SPLOST proposal?

	%
Support	47%
Oppose	28%
Unsure	25%

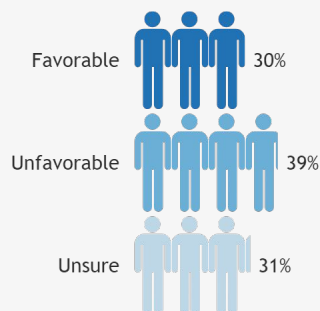
Q16: Which of the following do you consider the MOST important issue facing Cobb County?

	%
Inflation	41%
Traffic	20%
Property Tax	13%
Economy/Jobs	12%
Infrastructure	11%
Unsure	3%

Q17: Over the past three months, how often have you used public transit instead of your personal vehicle?

	%
> 30 times	2%
15-30 times	2%
5-15 times	3%
< five times	85%
Unsure	7%

What is your opinion of public transportation in Cobb County?



Critical Crosstabs:

By Gender

Column %	Female	Male
Favorable	32%	27%
Unfavorable	34%	44%
Unsure	33%	29%

By Education

Column %	HS	College	Grad+
Favorable	42%	23%	23%
Unfavorable	26%	45%	48%
Unsure	32%	32%	29%

By Ideology

Column %	Moderate	Conserv.	Liberal
Favorable	29%	34%	27%
Unfavorable	38%	32%	49%
Unsure	33%	34%	24%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	34%	23%	25%	36%	30%
Unfavorable	45%	45%	41%	34%	35%
Unsure	21%	32%	35%	30%	35%

By Race

Column %	White	Black	Other
Favorable	23%	44%	31%
Unfavorable	40%	35%	44%
Unsure	37%	21%	25%

By Last 4 Generals

Column %	4	3	2	1	0
Favorable	32%	25%	31%	36%	18%
Unfavorable	38%	42%	45%	29%	37%
Unsure	30%	33%	24%	34%	45%

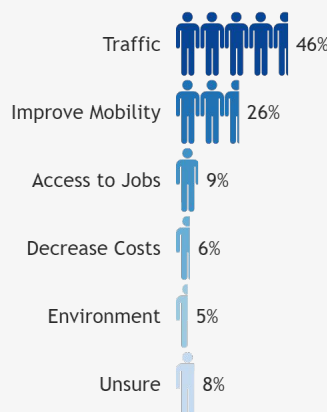
By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Favorable	34%	28%	25%	25%
Unfavorable	43%	34%	36%	44%
Unsure	22%	38%	40%	32%

By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
Favorable	29%	30%	24%	40%
Unfavorable	38%	42%	42%	33%
Unsure	34%	28%	34%	27%

In your opinion, what should be the top priorities for transportation in Cobb County?



Actual answer options read:

- Providing alternatives to traffic congestion.
- Improving mobility for people who are unable to drive or do not have reliable transportation
- Increasing access to jobs
- Decreasing household transportation costs
- Minimizing negative environmental impacts
- Unsure

Critical Crosstabs:

By Gender

Column %	Female	Male
Traffic	41%	52%
Improve Mobility	30%	22%
Access to Jobs	11%	8%
Decrease Costs	6%	6%
Environment	5%	5%
Unsure	8%	8%

By Education

Column %	HS	College	Grad+
Traffic	43%	50%	44%
Improve Mobility	25%	24%	30%
Access to Jobs	13%	8%	5%
Decrease Costs	6%	6%	5%
Environment	4%	4%	7%
Unsure	8%	7%	8%

By Ideology

Column %	Moderate	Conserv.	Liberal
Traffic	47%	42%	49%
Improve Mobility	27%	23%	29%
Access to Jobs	10%	11%	6%
Decrease Costs	3%	8%	8%
Environment	6%	4%	6%
Unsure	7%	12%	2%

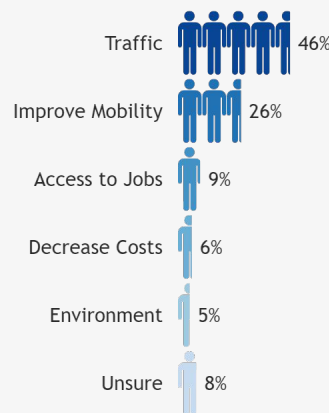
By Age

Column %	18-34	35-44	45-54	55-64	65+
Traffic	35%	50%	49%	49%	46%
Improve Mobility	39%	25%	24%	19%	25%
Access to Jobs	3%	6%	10%	15%	10%
Decrease Costs	9%	9%	5%	5%	4%
Environment	10%	4%	4%	5%	4%
Unsure	4%	6%	8%	7%	11%

By Race

Column %	White	Black	Other
Traffic	49%	44%	36%
Improve Mobility	21%	29%	44%
Access to Jobs	7%	16%	7%
Decrease Costs	7%	4%	3%
Environment	7%	2%	3%
Unsure	9%	5%	6%

In your opinion, what should be the top priorities for transportation in Cobb County?



Actual answer options read:

- Providing alternatives to traffic congestion.
- Improving mobility for people who are unable to drive or do not have reliable transportation
- Increasing access to jobs
- Decreasing household transportation costs
- Minimizing negative environmental impacts
- Unsure

Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
Traffic	49%	47%	51%	30%	47%
Improve Mobility	21%	34%	22%	32%	36%
Access to Jobs	12%	3%	7%	13%	7%
Decrease Costs	5%	5%	12%	6%	3%
Environment	4%	6%	3%	10%	2%
Unsure	9%	6%	5%	9%	5%

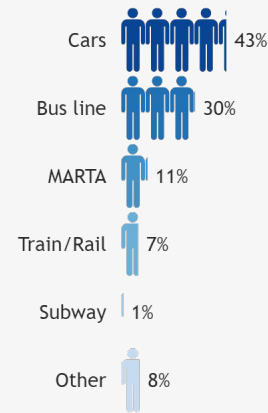
By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Traffic	47%	45%	49%	33%
Improve Mobility	24%	22%	32%	35%
Access to Jobs	14%	7%	4%	11%
Decrease Costs	6%	8%	2%	4%
Environment	6%	5%	4%	6%
Unsure	3%	13%	9%	12%

By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
Traffic	45%	46%	47%	48%
Improve Mobility	21%	30%	24%	31%
Access to Jobs	11%	8%	8%	9%
Decrease Costs	6%	7%	7%	4%
Environment	8%	3%	5%	3%
Unsure	8%	7%	9%	6%

How do you define transit in Cobb County?



Critical Crosstabs:

By Gender

Column %	Female	Male
Cars	42%	44%
Bus line	31%	30%
MARTA	11%	10%
Train/Rail	8%	6%
Subway	1%	1%
Other	7%	8%

By Education

Column %	HS	College	Grad+
Cars	40%	45%	46%
Bus line	34%	29%	28%
MARTA	11%	11%	10%
Train/Rail	6%	7%	9%
Subway	0%	2%	1%
Other	8%	7%	7%

By Ideology

Column %	Moderate	Conserv.	Liberal
Cars	43%	49%	38%
Bus line	31%	30%	30%
MARTA	9%	11%	13%
Train/Rail	9%	3%	9%
Subway	1%	1%	0%
Other	6%	6%	10%

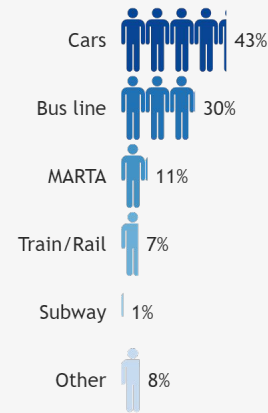
By Age

Column %	18-34	35-44	45-54	55-64	65+
Cars	44%	52%	43%	41%	39%
Bus line	25%	31%	33%	36%	27%
MARTA	15%	7%	9%	13%	10%
Train/Rail	2%	3%	10%	6%	11%
Subway	1%	1%	1%	0%	1%
Other	12%	5%	4%	4%	11%

By Race

Column %	White	Black	Other
Cars	48%	33%	45%
Bus line	28%	37%	28%
MARTA	11%	11%	9%
Train/Rail	5%	10%	11%
Subway	1%	1%	1%
Other	8%	9%	6%

How do you define transit in Cobb County?



Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
Cars	42%	46%	47%	40%	44%
Bus line	31%	34%	24%	32%	20%
MARTA	7%	9%	14%	20%	24%
Train/Rail	10%	6%	4%	2%	3%
Subway	1%	1%	3%	0%	0%
Other	9%	4%	8%	6%	9%

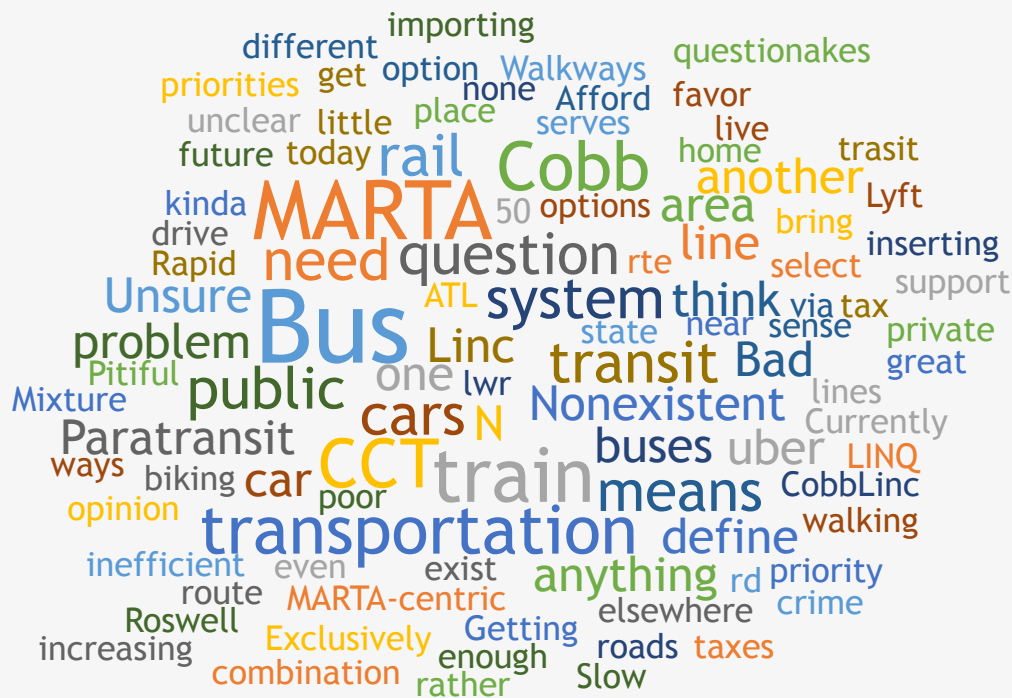
By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Cars	38%	52%	44%	47%
Bus line	32%	31%	26%	29%
MARTA	11%	7%	17%	2%
Train/Rail	11%	3%	7%	1%
Subway	1%	1%	1%	2%
Other	7%	7%	4%	19%

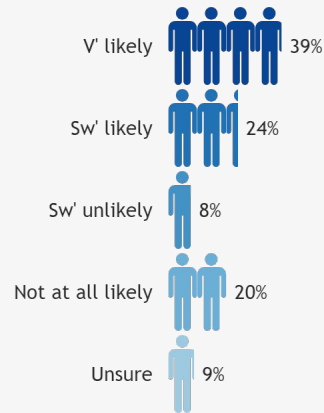
By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
Cars	47%	35%	48%	39%
Bus line	31%	35%	26%	31%
MARTA	10%	13%	10%	11%
Train/Rail	6%	7%	7%	9%
Subway	1%	1%	0%	1%
Other	6%	9%	8%	10%

82 Verbatim Responses



The Cobb County Commission has proposed a 30-year public transportation program, known as M-SPLOST, to expand transit and build a new rapid bus system. How likely are you to support this proposal?



Critical Crosstabs:

By Gender

Column %	Female	Male
V' likely	43%	34%
Sw' likely	24%	25%
Sw' unlikely	8%	7%
Not at all likely	16%	25%
Unsure	9%	9%

By Education

Column %	HS	College	Grad+
V' likely	45%	35%	37%
Sw' likely	25%	25%	21%
Sw' unlikely	7%	9%	8%
Not at all likely	13%	23%	26%
Unsure	11%	8%	8%

By Ideology

Column %	Moderate	Conserv.	Liberal
V' likely	40%	25%	63%
Sw' likely	29%	21%	19%
Sw' unlikely	10%	8%	2%
Not at all likely	14%	34%	8%
Unsure	7%	12%	8%

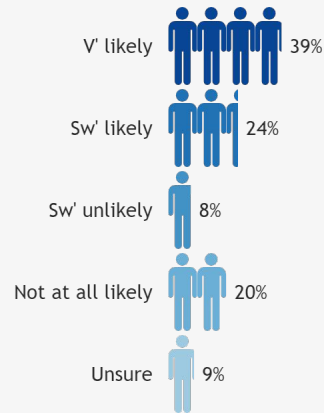
By Age

Column %	18-34	35-44	45-54	55-64	65+
V' likely	51%	36%	35%	40%	36%
Sw' likely	26%	22%	19%	25%	27%
Sw' unlikely	5%	5%	11%	7%	9%
Not at all likely	11%	27%	26%	16%	20%
Unsure	7%	10%	9%	11%	9%

By Race

Column %	White	Black	Other
V' likely	31%	50%	55%
Sw' likely	26%	25%	14%
Sw' unlikely	9%	6%	5%
Not at all likely	24%	12%	20%
Unsure	11%	6%	6%

The Cobb County Commission has proposed a 30-year public transportation program, known as M-SPLOST, to expand transit and build a new rapid bus system. How likely are you to support this proposal?



Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
V' likely	37%	40%	39%	46%	44%
Sw' likely	25%	19%	21%	29%	30%
Sw' unlikely	8%	10%	9%	6%	3%
Not at all likely	23%	20%	19%	12%	11%
Unsure	8%	11%	13%	7%	12%

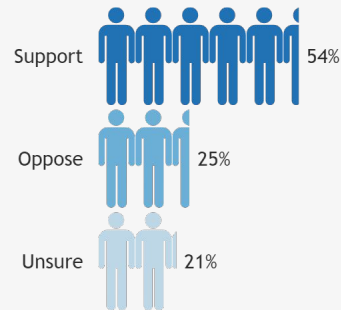
By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
V' likely	57%	19%	34%	28%
Sw' likely	25%	20%	25%	22%
Sw' unlikely	3%	11%	13%	5%
Not at all likely	7%	38%	21%	26%
Unsure	7%	12%	7%	19%

By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
V' likely	27%	47%	37%	51%
Sw' likely	29%	22%	21%	24%
Sw' unlikely	13%	5%	7%	4%
Not at all likely	22%	15%	25%	14%
Unsure	8%	11%	10%	7%

M-SPLOST is a temporary, 1-penny sales tax that will generate approximately \$11 billion over the next 30 years to collect the resources needed for transit capital improvements and operations. If approved by the Commission, Cobb County residents will vote on the M-SPLOST proposal in the November 2024 general election. Do you support or oppose this proposal?



Critical Crosstabs:

By Gender

Column %	Female	Male
Support	57%	51%
Oppose	20%	30%
Unsure	23%	19%

By Education

Column %	HS	College	Grad+
Support	59%	52%	52%
Oppose	15%	28%	32%
Unsure	26%	20%	16%

By Ideology

Column %	Moderate	Conserv.	Liberal
Support	57%	37%	75%
Oppose	20%	41%	8%
Unsure	23%	21%	17%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	70%	45%	54%	51%	53%
Oppose	15%	29%	31%	24%	24%
Unsure	15%	25%	15%	25%	23%

By Race

Column %	White	Black	Other
Support	51%	61%	57%
Oppose	27%	18%	29%
Unsure	22%	21%	13%

By Last 4 Generals

Column %	4	3	2	1	0
Support	51%	54%	52%	63%	72%
Oppose	29%	24%	27%	14%	11%
Unsure	20%	23%	21%	23%	16%

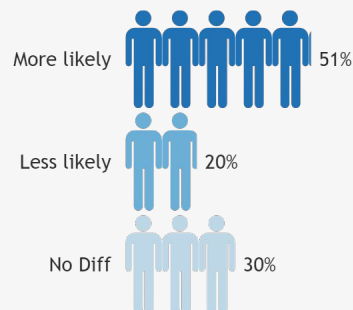
By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Support	71%	33%	56%	31%
Oppose	9%	46%	27%	27%
Unsure	20%	21%	17%	42%

By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
Support	46%	62%	51%	63%
Oppose	26%	19%	31%	20%
Unsure	29%	19%	18%	17%

If you knew that constructing a new rapid bus system would result in a 1-penny sales tax, but would increase mobility in the northern and southern portions of Cobb County, would you be more or less likely to support this proposal?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	50%	51%
Less likely	18%	21%
No Diff	31%	28%

By Education

Column %	HS	College	Grad+
More likely	54%	48%	49%
Less likely	18%	20%	20%
No Diff	27%	31%	32%

By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	55%	32%	72%
Less likely	15%	33%	5%
No Diff	30%	35%	23%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	57%	47%	47%	52%	50%
Less likely	8%	17%	23%	21%	24%
No Diff	35%	36%	30%	27%	26%

By Race

Column %	White	Black	Other
More likely	45%	61%	53%
Less likely	19%	21%	17%
No Diff	35%	18%	30%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	49%	54%	40%	50%	75%
Less likely	23%	17%	21%	14%	7%
No Diff	28%	29%	39%	35%	19%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	69%	29%	50%	31%
Less likely	9%	33%	22%	19%
No Diff	22%	38%	28%	50%

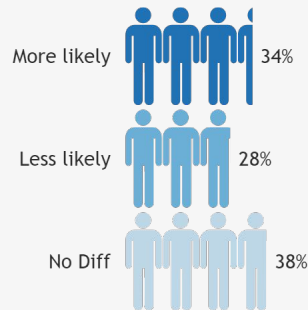
By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
More likely	50%	51%	44%	59%
Less likely	19%	17%	23%	18%
No Diff	31%	31%	33%	23%

By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
More likely	3%	77%	37%
Less likely	57%	5%	14%
No Diff	40%	18%	48%

The M-SPLOST proposal would allow east and west Cobb to remain relatively unchanged while expanding access to more transit options to north and south Cobb County. Does knowing this make you more or less likely to support M-SPLOST?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	34%	34%
Less likely	26%	30%
No Diff	40%	35%

By Education

Column %	HS	College	Grad+
More likely	44%	29%	27%
Less likely	25%	30%	29%
No Diff	31%	41%	44%

By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	41%	23%	40%
Less likely	22%	40%	21%
No Diff	37%	37%	39%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	34%	26%	32%	36%	38%
Less likely	29%	25%	21%	30%	33%
No Diff	37%	49%	47%	34%	30%

By Race

Column %	White	Black	Other
More likely	28%	46%	39%
Less likely	29%	23%	35%
No Diff	43%	31%	26%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	31%	38%	33%	37%	42%
Less likely	36%	20%	30%	16%	8%
No Diff	33%	42%	37%	47%	50%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	45%	21%	33%	28%
Less likely	21%	39%	28%	27%
No Diff	35%	40%	39%	45%

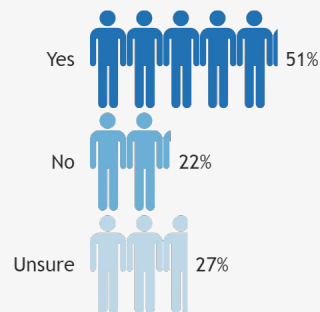
By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
More likely	36%	32%	26%	44%
Less likely	28%	19%	35%	26%
No Diff	36%	49%	39%	30%

By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
More likely	6%	50%	26%
Less likely	52%	17%	28%
No Diff	42%	33%	46%

Do you support adding safe and reliable micro-transit ride-share options, which groups passengers together in one automobile to connect people to jobs, schools, and transportation hubs?



Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	52%	51%
No	20%	25%
Unsure	29%	24%

By Education

Column %	HS	College	Grad+
Yes	54%	48%	52%
No	17%	25%	26%
Unsure	29%	27%	22%

By Ideology

Column %	Moderate	Conserv.	Liberal
Yes	50%	46%	64%
No	22%	28%	13%
Unsure	28%	26%	24%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	72%	45%	55%	54%	38%
No	15%	20%	22%	18%	29%
Unsure	12%	34%	23%	28%	33%

By Race

Column %	White	Black	Other
Yes	46%	58%	63%
No	22%	23%	19%
Unsure	32%	19%	18%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	45%	52%	55%	69%	54%
No	27%	21%	22%	11%	8%
Unsure	28%	27%	24%	20%	37%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Yes	59%	42%	53%	41%
No	15%	33%	21%	21%
Unsure	26%	25%	26%	38%

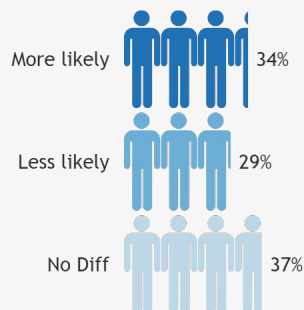
By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
Yes	52%	54%	43%	59%
No	20%	18%	29%	19%
Unsure	29%	28%	28%	22%

By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
Yes	31%	65%	38%
No	52%	11%	16%
Unsure	17%	24%	46%

A rapid bus system would provide the majority of transit expansion in the north and south parts of Cobb County. This would allow for higher density in these areas while ensuring east and west Cobb County remains low-density. Does knowing this make you more or less likely to support M-SPLOST?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	30%	37%
Less likely	29%	29%
No Diff	40%	34%

By Education

Column %	HS	College	Grad+
More likely	40%	30%	30%
Less likely	30%	28%	30%
No Diff	31%	42%	40%

By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	38%	27%	39%
Less likely	25%	39%	21%
No Diff	37%	35%	40%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	32%	25%	40%	37%	32%
Less likely	28%	27%	22%	28%	35%
No Diff	40%	48%	37%	35%	33%

By Race

Column %	White	Black	Other
More likely	27%	41%	54%
Less likely	30%	28%	23%
No Diff	43%	31%	23%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	30%	36%	41%	32%	48%
Less likely	36%	21%	24%	24%	13%
No Diff	34%	43%	35%	43%	39%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	42%	25%	34%	18%
Less likely	22%	36%	31%	36%
No Diff	36%	39%	35%	46%

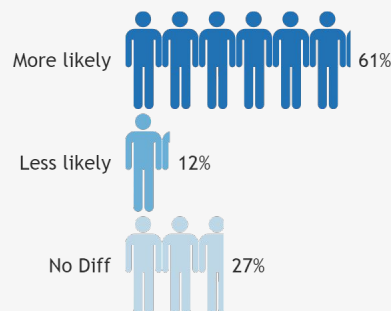
By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
More likely	31%	35%	30%	41%
Less likely	31%	27%	32%	25%
No Diff	39%	38%	38%	34%

By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
More likely	10%	48%	24%
Less likely	52%	20%	25%
No Diff	38%	32%	51%

A rapid bus system would expand transit between the Kennesaw State University main campus and Marietta, providing relief to the traffic congestion in the area. Does knowing this make you more or less likely to support M-SPLOST?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	62%	60%
Less likely	10%	15%
No Diff	28%	25%

By Education

Column %	HS	College	Grad+
More likely	67%	57%	59%
Less likely	12%	12%	13%
No Diff	21%	31%	28%

By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	64%	49%	77%
Less likely	7%	22%	5%
No Diff	29%	29%	19%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	76%	56%	61%	58%	59%
Less likely	5%	12%	12%	11%	16%
No Diff	19%	33%	27%	31%	25%

By Race

Column %	White	Black	Other
More likely	57%	64%	75%
Less likely	13%	8%	16%
No Diff	30%	27%	9%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	56%	65%	60%	68%	82%
Less likely	16%	11%	10%	6%	3%
No Diff	29%	24%	30%	26%	15%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	73%	48%	63%	41%
Less likely	4%	22%	12%	22%
No Diff	23%	31%	25%	37%

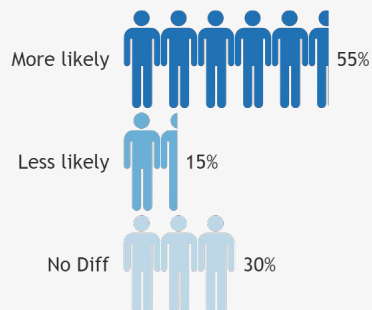
By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
More likely	59%	64%	59%	64%
Less likely	12%	11%	15%	10%
No Diff	29%	25%	26%	25%

By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
More likely	20%	85%	48%
Less likely	39%	2%	7%
No Diff	41%	13%	45%

A rapid bus system would provide easier and more reliable access to the Braves Stadium and The Battery. Does knowing this make you more or less likely to support M-SPLOST?



Critical Crosstabs:

By Gender

Column %	Female	Male
More likely	56%	55%
Less likely	13%	16%
No Diff	31%	29%

By Education

Column %	HS	College	Grad+
More likely	58%	54%	54%
Less likely	16%	13%	16%
No Diff	27%	33%	30%

By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	60%	42%	71%
Less likely	9%	28%	5%
No Diff	32%	31%	25%

By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	70%	56%	55%	58%	46%
Less likely	5%	11%	16%	14%	21%
No Diff	24%	33%	29%	28%	34%

By Race

Column %	White	Black	Other
More likely	51%	61%	64%
Less likely	15%	14%	15%
No Diff	34%	25%	21%

By Last 4 Generals

Column %	4	3	2	1	0
More likely	50%	56%	64%	59%	78%
Less likely	17%	13%	9%	16%	5%
No Diff	33%	32%	27%	25%	18%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
More likely	69%	39%	57%	34%
Less likely	6%	25%	14%	22%
No Diff	24%	37%	30%	43%

By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
More likely	54%	56%	51%	64%
Less likely	13%	13%	16%	15%
No Diff	34%	31%	33%	21%

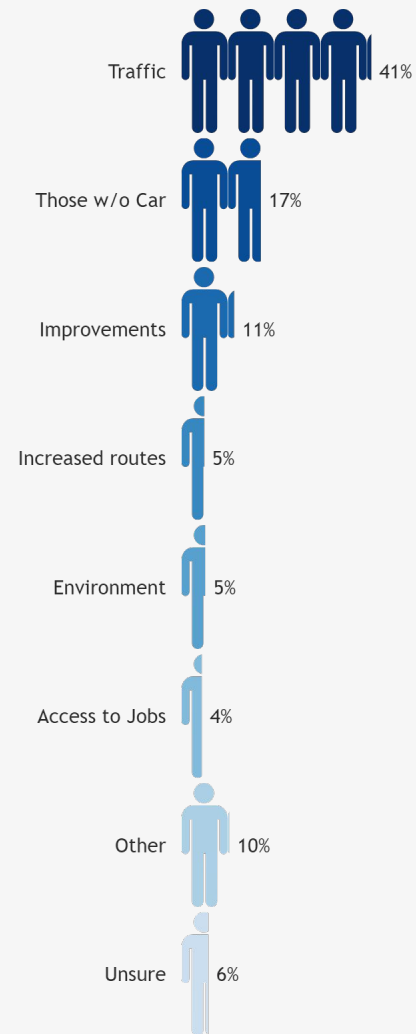
By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
More likely	15%	79%	42%
Less likely	42%	3%	12%
No Diff	43%	19%	46%

In your opinion, what is the MOST important reason for Cobb County to expand transit projects?

Actual answer options read:

- Need to reduce traffic congestion and commute time
- Support for those without a car or reliable transportation
- Current public transit needs improvements
- Need for increased routes and frequency
- Protection for the environment and reduction in pollution
- Expanded access to jobs and new businesses
- Other
- Unsure



Critical Crosstabs:

By Gender

Column %	Female	Male
Traffic	39%	43%
Those w/o Car	20%	14%
Improvements	11%	12%
Increased routes	4%	6%
Environment	7%	3%
Access to Jobs	5%	4%
Other	9%	11%
Unsure	5%	7%

By Education

Column %	HS	College	Grad+
Traffic	37%	41%	46%
Those w/o Car	15%	19%	17%
Improvements	13%	12%	7%
Increased routes	6%	5%	4%
Environment	7%	3%	6%
Access to Jobs	5%	4%	4%
Other	10%	11%	10%
Unsure	6%	6%	5%

By Ideology

Column %	Moderate	Conserv.	Liberal
Traffic	44%	44%	32%
Those w/o Car	19%	12%	22%
Improvements	9%	9%	20%
Increased routes	4%	6%	5%
Environment	5%	2%	11%
Access to Jobs	6%	2%	4%
Other	7%	15%	7%
Unsure	5%	11%	0%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Traffic	24%	46%	44%	46%	43%
Those w/o Car	28%	14%	15%	16%	15%
Improvements	12%	15%	8%	13%	11%
Increased routes	7%	3%	3%	7%	4%
Environment	16%	1%	4%	1%	5%
Access to Jobs	3%	2%	6%	6%	4%
Other	8%	13%	13%	5%	12%
Unsure	2%	7%	7%	6%	7%

By Race

Column %	White	Black	Other
Traffic	41%	41%	42%
Those w/o Car	17%	16%	20%
Improvements	11%	14%	7%
Increased routes	3%	6%	10%
Environment	7%	3%	1%
Access to Jobs	3%	9%	1%
Other	12%	6%	14%
Unsure	6%	6%	6%

Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
Traffic	43%	42%	44%	34%	31%
Those w/o Car	14%	20%	14%	27%	18%
Improvements	11%	9%	6%	17%	22%
Increased routes	4%	9%	2%	4%	5%
Environment	4%	1%	14%	9%	6%
Access to Jobs	7%	3%	3%	1%	2%
Other	12%	11%	8%	7%	10%
Unsure	6%	5%	10%	2%	5%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Traffic	37%	44%	45%	43%
Those w/o Car	19%	13%	21%	15%
Improvements	17%	7%	7%	6%
Increased routes	6%	6%	3%	4%
Environment	9%	2%	3%	2%
Access to Jobs	7%	2%	3%	5%
Other	5%	16%	11%	15%
Unsure	1%	10%	8%	11%

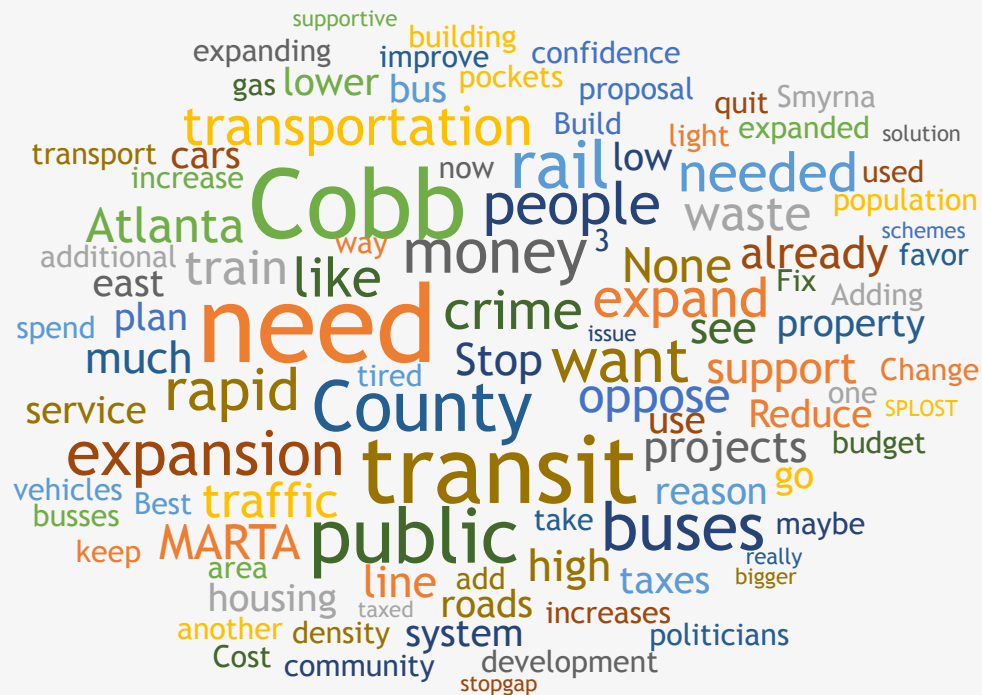
By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
Traffic	43%	40%	41%	40%
Those w/o Car	16%	22%	17%	15%
Improvements	7%	10%	13%	16%
Increased routes	4%	7%	1%	9%
Environment	7%	1%	7%	3%
Access to Jobs	7%	3%	3%	4%
Other	11%	8%	11%	9%
Unsure	6%	8%	6%	3%

By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
Traffic	38%	41%	45%
Those w/o Car	9%	21%	17%
Improvements	6%	15%	9%
Increased routes	4%	7%	2%
Environment	1%	7%	6%
Access to Jobs	1%	5%	6%
Other	26%	3%	8%
Unsure	16%	1%	7%

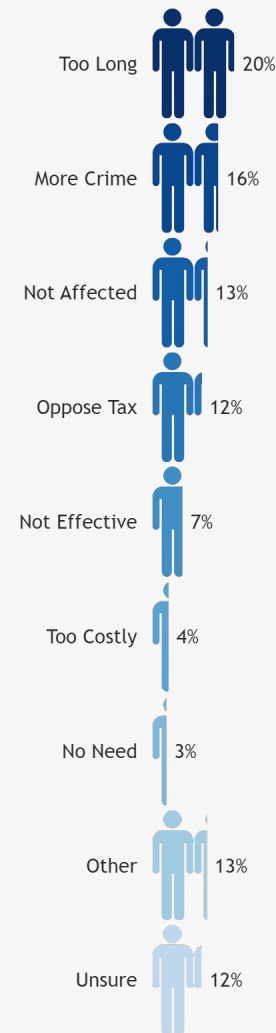
130 Verbatim Responses



Which of the following is the MOST concerning issue with the M-SPLOST proposal?

Actual answer options read:

- The 30-year proposal is too long
- Increased public transit would bring more people and crime to Cobb County
- I am not personally affected by public transportation or traffic
- Opposed to an additional sales tax
- Public transportation does not save time or reduce traffic
- The cost is too high
- No need for additional public transit
- Other
- Unsure



Critical Crosstabs:

By Gender

Column %	Female	Male
Too Long	23%	16%
More Crime	17%	15%
Not Affected	14%	13%
Oppose Tax	10%	14%
Not Effective	5%	10%
Too Costly	3%	4%
No Need	3%	4%
Other	12%	14%
Unsure	13%	10%

By Education

Column %	HS	College	Grad+
Too Long	13%	25%	22%
More Crime	16%	15%	18%
Not Affected	17%	11%	11%
Oppose Tax	11%	12%	12%
Not Effective	7%	8%	7%
Too Costly	4%	4%	3%
No Need	4%	3%	3%
Other	13%	12%	15%
Unsure	14%	11%	9%

By Ideology

Column %	Moderate	Conserv.	Liberal
Too Long	19%	14%	31%
More Crime	18%	22%	4%
Not Affected	16%	9%	14%
Oppose Tax	9%	17%	6%
Not Effective	7%	8%	5%
Too Costly	3%	6%	1%
No Need	4%	5%	0%
Other	12%	10%	19%
Unsure	11%	9%	19%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Too Long	27%	20%	16%	18%	19%
More Crime	18%	10%	24%	17%	12%
Not Affected	10%	5%	9%	12%	23%
Oppose Tax	7%	15%	9%	15%	13%
Not Effective	6%	11%	10%	7%	4%
Too Costly	2%	2%	2%	6%	5%
No Need	1%	2%	5%	5%	3%
Other	14%	22%	15%	10%	9%
Unsure	15%	13%	10%	10%	12%

By Race

Column %	White	Black	Other
Too Long	19%	20%	21%
More Crime	14%	17%	23%
Not Affected	14%	12%	10%
Oppose Tax	12%	11%	12%
Not Effective	9%	5%	6%
Too Costly	2%	8%	3%
No Need	3%	3%	6%
Other	14%	11%	10%
Unsure	12%	12%	8%

Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
Too Long	17%	17%	19%	28%	32%
More Crime	14%	20%	11%	22%	8%
Not Affected	14%	14%	7%	14%	9%
Oppose Tax	14%	9%	11%	9%	7%
Not Effective	7%	9%	9%	2%	11%
Too Costly	3%	4%	2%	11%	1%
No Need	4%	5%	1%	1%	3%
Other	16%	11%	11%	7%	16%
Unsure	10%	10%	29%	7%	13%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Too Long	24%	11%	22%	18%
More Crime	10%	24%	19%	11%
Not Affected	17%	11%	12%	6%
Oppose Tax	7%	18%	11%	20%
Not Effective	6%	9%	8%	5%
Too Costly	5%	2%	4%	2%
No Need	2%	6%	4%	3%
Other	13%	10%	14%	20%
Unsure	16%	9%	7%	14%

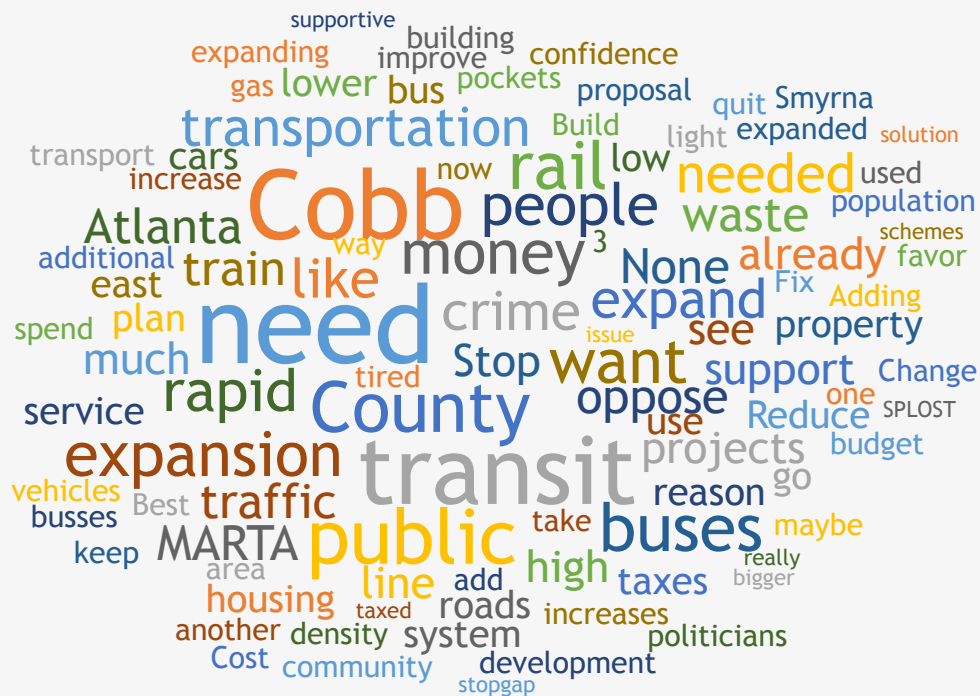
By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
Too Long	20%	23%	20%	17%
More Crime	20%	13%	10%	20%
Not Affected	15%	13%	14%	11%
Oppose Tax	13%	10%	14%	8%
Not Effective	7%	9%	6%	8%
Too Costly	3%	4%	2%	7%
No Need	3%	4%	4%	3%
Other	13%	10%	17%	11%
Unsure	6%	13%	13%	16%

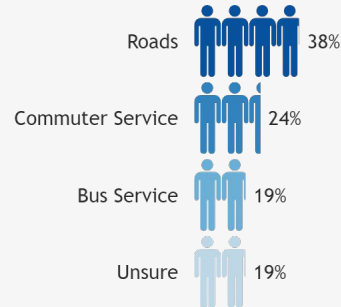
By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
Too Long	5%	29%	13%
More Crime	24%	15%	9%
Not Affected	3%	17%	17%
Oppose Tax	29%	4%	13%
Not Effective	9%	6%	9%
Too Costly	5%	2%	6%
No Need	9%	1%	3%
Other	14%	11%	15%
Unsure	1%	15%	16%

161 Verbatim Responses



How should Cobb County address traffic congestion and construction?



Actual answer options read:

- Cobb County should focus on building new roads and improving and widening existing roads
- Cobb County should increase commuter or express service, including building new routes and more frequent stops
- Cobb County should increase local bus service, including more frequent stops and new routes
- Unsure

Critical Crosstabs:

By Gender

Column %	Female	Male
Roads	34%	43%
Commuter Service	24%	25%
Bus Service	22%	15%
Unsure	20%	17%

By Education

Column %	HS	College	Grad+
Roads	36%	39%	41%
Commuter Service	22%	26%	24%
Bus Service	22%	17%	17%
Unsure	20%	19%	17%

By Ideology

Column %	Moderate	Conserv.	Liberal
Roads	33%	58%	21%
Commuter Service	25%	12%	41%
Bus Service	21%	12%	26%
Unsure	20%	18%	12%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Roads	27%	44%	45%	40%	36%
Commuter Service	32%	17%	28%	29%	18%
Bus Service	32%	18%	12%	18%	17%
Unsure	10%	21%	15%	14%	28%

By Race

Column %	White	Black	Other
Roads	39%	37%	41%
Commuter Service	25%	24%	22%
Bus Service	16%	23%	22%
Unsure	21%	16%	15%

By Last 4 Generals

Column %	4	3	2	1	0
Roads	39%	42%	30%	38%	39%
Commuter Service	23%	26%	23%	23%	32%
Bus Service	16%	17%	23%	30%	13%
Unsure	22%	14%	24%	9%	17%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Roads	24%	62%	38%	38%
Commuter Service	35%	9%	28%	11%
Bus Service	28%	8%	16%	18%
Unsure	13%	21%	19%	33%

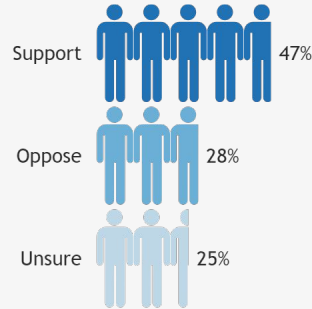
By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
Roads	38%	32%	41%	41%
Commuter Service	23%	33%	22%	23%
Bus Service	22%	16%	16%	21%
Unsure	18%	19%	22%	16%

By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
Roads	67%	27%	34%
Commuter Service	8%	33%	22%
Bus Service	6%	25%	16%
Unsure	19%	16%	27%

Knowing what you know now, if the November 2024 general election were held today, would you support or oppose the 30-year M-SPLOST proposal?



Critical Crosstabs:

By Gender

Column %	Female	Male
Support	47%	48%
Oppose	24%	32%
Unsure	30%	20%

By Education

Column %	HS	College	Grad+
Support	52%	45%	45%
Oppose	21%	30%	33%
Unsure	27%	25%	21%

By Ideology

Column %	Moderate	Conserv.	Liberal
Support	50%	28%	75%
Oppose	22%	46%	8%
Unsure	29%	26%	17%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	60%	46%	53%	46%	39%
Oppose	13%	28%	31%	32%	30%
Unsure	27%	26%	16%	22%	31%

By Race

Column %	White	Black	Other
Support	44%	53%	50%
Oppose	30%	24%	23%
Unsure	26%	23%	27%

By Last 4 Generals

Column %	4	3	2	1	0
Support	45%	50%	42%	49%	67%
Oppose	33%	23%	30%	17%	14%
Unsure	22%	27%	28%	34%	19%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Support	68%	21%	50%	27%
Oppose	11%	50%	29%	36%
Unsure	21%	29%	21%	37%

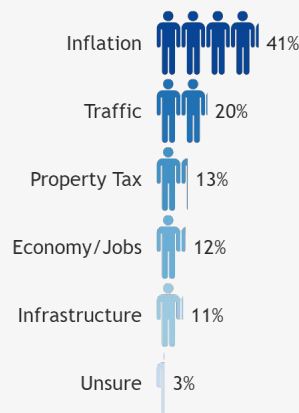
By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
Support	40%	56%	47%	51%
Oppose	29%	24%	33%	21%
Unsure	31%	21%	20%	28%

By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
Support	1%	80%	20%
Oppose	91%	3%	18%
Unsure	8%	17%	63%

Which of the following do you consider the **MOST** important issue facing Cobb County?



Actual answer options read:

- Inflation and the cost of living
- Traffic congestion and construction
- Property tax reform
- Economy and creating good jobs
- Infrastructure, like roads and bridges
- Unsure

Critical Crosstabs:

By Gender

Column %	Female	Male
Inflation	44%	38%
Traffic	22%	19%
Property Tax	9%	17%
Economy/Jobs	15%	8%
Infrastructure	9%	13%
Unsure	3%	4%

By Education

Column %	HS	College	Grad+
Inflation	43%	42%	37%
Traffic	20%	18%	24%
Property Tax	10%	14%	14%
Economy/Jobs	15%	9%	12%
Infrastructure	9%	14%	8%
Unsure	3%	3%	4%

By Ideology

Column %	Moderate	Conserv.	Liberal
Inflation	36%	54%	35%
Traffic	20%	14%	30%
Property Tax	15%	12%	8%
Economy/Jobs	16%	8%	8%
Infrastructure	10%	8%	15%
Unsure	2%	4%	4%

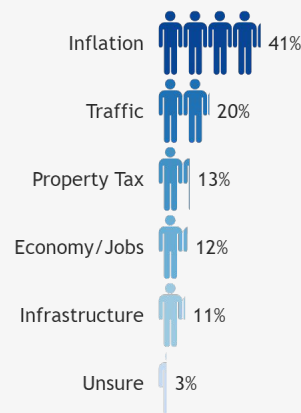
By Age

Column %	18-34	35-44	45-54	55-64	65+
Inflation	48%	47%	41%	35%	39%
Traffic	20%	20%	16%	16%	26%
Property Tax	10%	18%	13%	17%	8%
Economy/Jobs	10%	5%	16%	13%	12%
Infrastructure	8%	6%	11%	15%	12%
Unsure	3%	3%	3%	4%	3%

By Race

Column %	White	Black	Other
Inflation	41%	40%	45%
Traffic	25%	16%	7%
Property Tax	11%	12%	22%
Economy/Jobs	9%	18%	10%
Infrastructure	11%	11%	12%
Unsure	3%	3%	4%

Which of the following do you consider the **MOST** important issue facing Cobb County?



Actual answer options read:

- Inflation and the cost of living
- Traffic congestion and construction
- Property tax reform
- Economy and creating good jobs
- Infrastructure, like roads and bridges
- Unsure

Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
Inflation	36%	46%	54%	38%	55%
Traffic	21%	24%	14%	19%	15%
Property Tax	13%	10%	20%	12%	4%
Economy/Jobs	14%	6%	4%	22%	10%
Infrastructure	13%	10%	5%	5%	15%
Unsure	4%	3%	3%	5%	1%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
Inflation	33%	52%	37%	59%
Traffic	24%	16%	22%	10%
Property Tax	10%	13%	19%	8%
Economy/Jobs	18%	6%	7%	13%
Infrastructure	11%	10%	12%	3%
Unsure	3%	2%	4%	7%

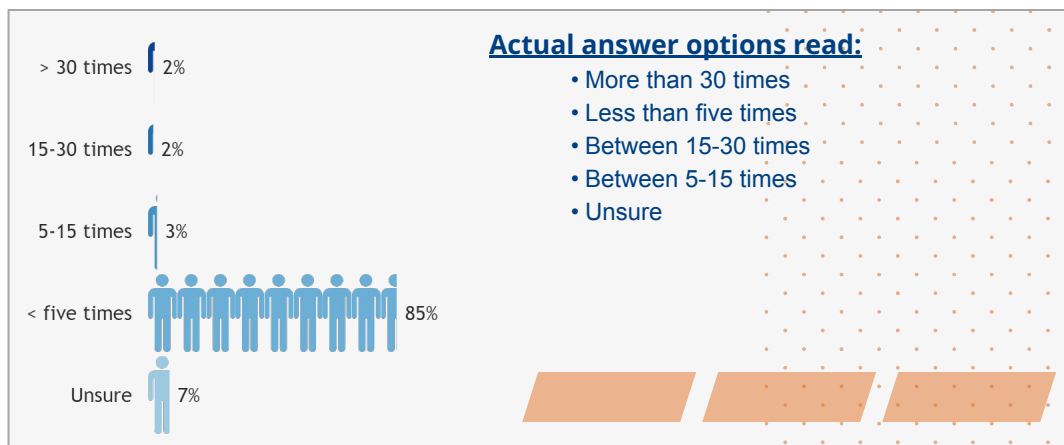
By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
Inflation	35%	48%	39%	47%
Traffic	20%	21%	25%	15%
Property Tax	14%	10%	13%	12%
Economy/Jobs	14%	12%	8%	14%
Infrastructure	13%	5%	13%	9%
Unsure	4%	4%	2%	3%

By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
Inflation	49%	37%	42%
Traffic	11%	26%	17%
Property Tax	22%	9%	11%
Economy/Jobs	7%	13%	13%
Infrastructure	8%	12%	10%
Unsure	4%	2%	6%

Over the past three months, how often have you used public transit instead of your personal vehicle?



Critical Crosstabs:

By Gender

Column %	Female	Male
> 30 times	3%	1%
15-30 times	2%	2%
5-15 times	4%	2%
< five times	84%	87%
Unsure	7%	8%

By Education

Column %	HS	College	Grad+
> 30 times	3%	1%	3%
15-30 times	3%	1%	1%
5-15 times	3%	3%	3%
< five times	80%	89%	87%
Unsure	11%	6%	5%

By Ideology

Column %	Moderate	Conserv.	Liberal
> 30 times	1%	3%	5%
15-30 times	3%	0%	1%
5-15 times	3%	5%	2%
< five times	86%	82%	87%
Unsure	7%	10%	6%

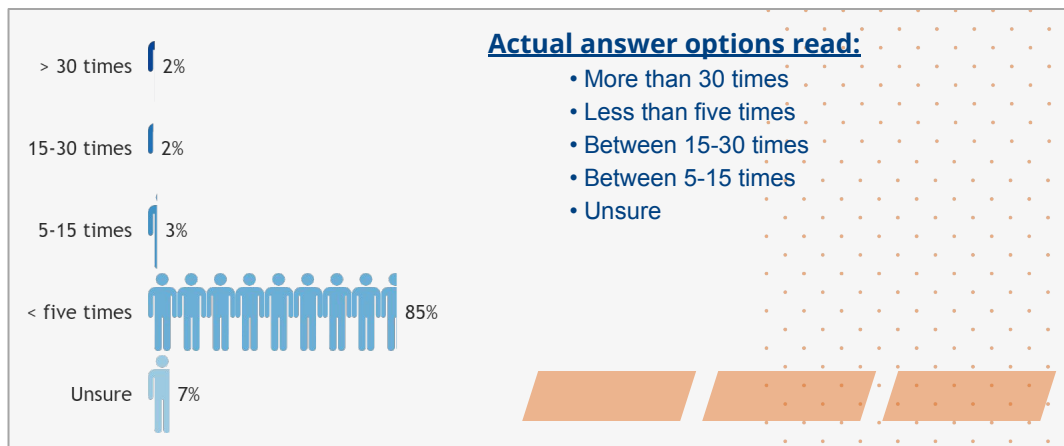
By Age

Column %	18-34	35-44	45-54	55-64	65+
> 30 times	4%	1%	1%	6%	0%
15-30 times	1%	0%	1%	5%	1%
5-15 times	3%	1%	3%	2%	5%
< five times	86%	90%	93%	77%	84%
Unsure	7%	7%	2%	11%	9%

By Race

Column %	White	Black	Other
> 30 times	1%	6%	0%
15-30 times	0%	4%	2%
5-15 times	2%	6%	4%
< five times	92%	75%	76%
Unsure	5%	9%	17%

Over the past three months, how often have you used public transit instead of your personal vehicle?



Critical Crosstabs:

By Last 4 Generals

Column %	4	3	2	1	0
> 30 times	3%	1%	2%	4%	0%
15-30 times	3%	1%	2%	0%	0%
5-15 times	2%	3%	4%	4%	9%
< five times	84%	86%	85%	92%	86%
Unsure	9%	9%	7%	1%	5%

By Self-Reported Party

Column %	Dem.	Repub.	Indep.	Other
> 30 times	4%	1%	1%	0%
15-30 times	4%	0%	0%	0%
5-15 times	4%	1%	4%	2%
< five times	81%	89%	89%	87%
Unsure	8%	9%	5%	10%

By County Commissioner District

Column %	Dist 1 - NW	Dist 2 - SE	Dist 3 - E	Dist 4 - S
> 30 times	3%	3%	1%	3%
15-30 times	2%	1%	0%	3%
5-15 times	1%	8%	2%	3%
< five times	86%	82%	94%	76%
Unsure	7%	7%	2%	16%

By Initial M SPLOST Opinion

Column %	Oppose	Support	Unsure
> 30 times	0%	3%	4%
15-30 times	0%	1%	5%
5-15 times	1%	4%	4%
< five times	94%	83%	80%
Unsure	4%	9%	6%

Methodology and Demographics

Fielded On: November 10-13, 2023

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Method: Mobile Text Response and
Landline Interviews

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Population & Sample Description:

1,320 Likely General Election Voters

-

MoE: +/- 3.09%

-

Weighting: Age, Gender, Education Level,
Race, and County Commissioner District

-

For information, contact:

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President

co/efficient

ryan@coefficient.org

Age

	%
18-34	16%
35-44	15%
45-54	19%
55-64	20%
65+	30%

Gender

	%
Female	54%
Male	46%

Education

	%
HS	37%
College	40%
Grad+	24%

Race

	%
White	61%
Black	28%
Other	11%

Ideology

	%
Moderate	44%
Conserv.	32%
Liberal	24%

Self-Reported Party

	%
Dem.	42%
Repub.	27%
Indep.	23%
Other	8%

Last 4 Generals

	%
4	50%
3	22%
2	11%
1	12%
0	5%

County Commissioner District

	%
Dist 1 - NW	29%
Dist 2 - SE	18%
Dist 3 - E	31%
Dist 4 - S	23%