



Survey of Metropolitan Atlanta
Residents Regarding Transit
Awareness

March 23 - 30, 2002

Conducted by:
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Methodology

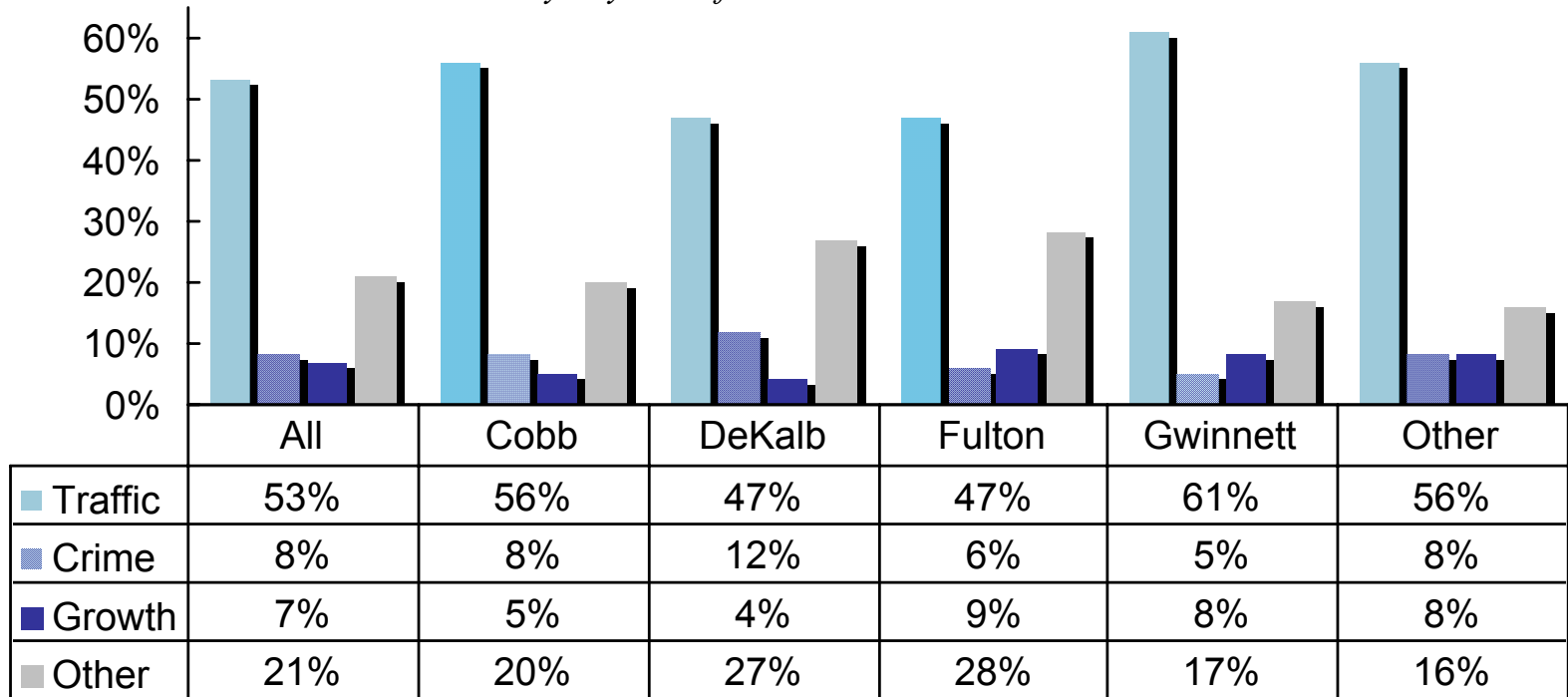
- **1,251 respondents drawn from throughout the “13-county non-attainment area” of metro Atlanta.**
- **The first 1,000 calls were based on 2000 Census data, with 600 interviews among non-Hispanic white respondents (60 percent), 282 interviews among non-Hispanic African-American respondents (28 percent), 67 interviews among Hispanic respondents (7 percent), and 51 interviews among Asian and other race, including multi-race, respondents (5 percent).**
- **Oversample interviews were then conducted to reach a total of 300 African-American and 300 Hispanic respondents (18 additional African-American calls and 233 additional Hispanic calls, or 251 additional calls).**
- **The sample including the oversample calls was then weighted to reflect the racial percentages in the 2000 Census data.**

Methodology (continued)

- The sample was also stratified by county based on 2000 Census data:
 - 1) Cobb County, 17 percent of respondents;
 - 2) DeKalb County, 18 percent of respondents;
 - 3) Fulton County, 22 percent of respondents;
 - 4) Gwinnett County, 17 percent of respondents;
 - 5) Other counties, including Cherokee (4 percent), Clayton (6 percent), Coweta (2 percent), Douglas (2 percent), Fayette (2 percent), Forsyth (3 percent), Henry (3 percent), Paulding (2 percent), and Rockdale (2 percent), for a total of 26 percent of respondents.
- The margin of error is plus or minus 3.10 percentage points.

Traffic is considered the most important problem by a wide margin.

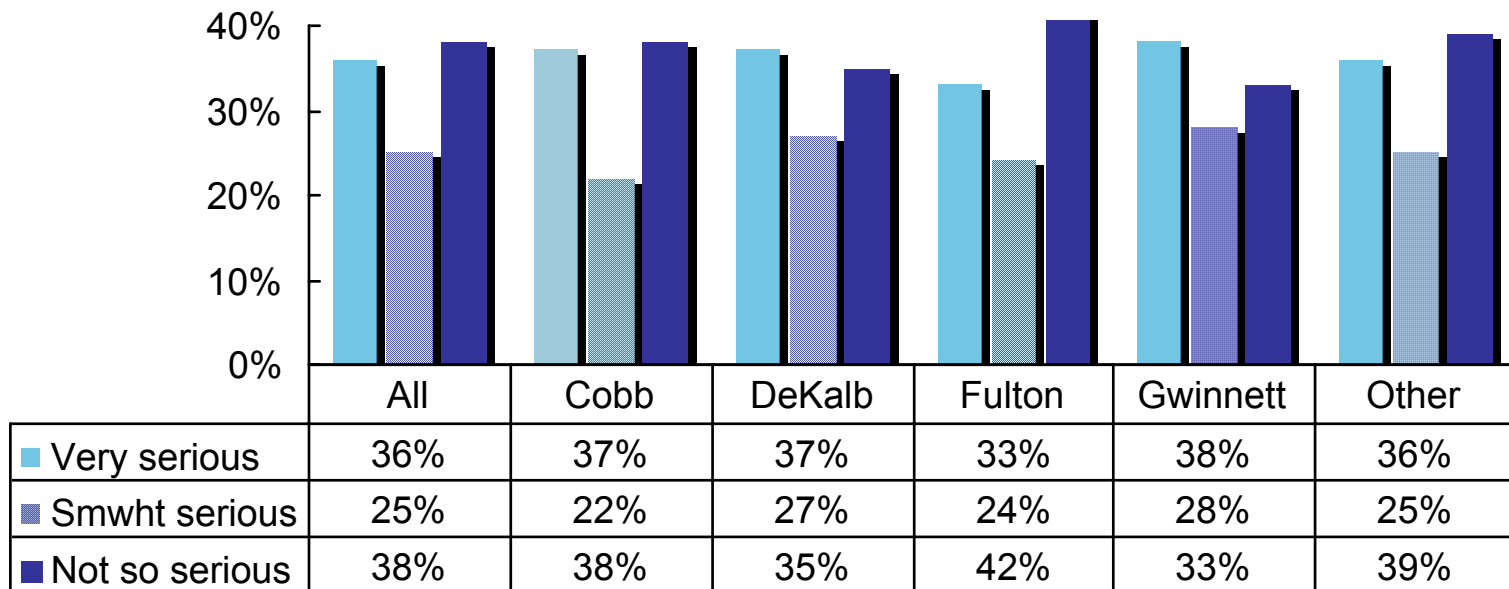
What would you say is the single most important problem facing the metro Atlanta region today, that is, the one you yourself are most concerned about?



Note: "Don't Know" percentages are excluded from chart.

Three-fifths of residents say rush hour traffic is a very serious or somewhat serious problem for them.

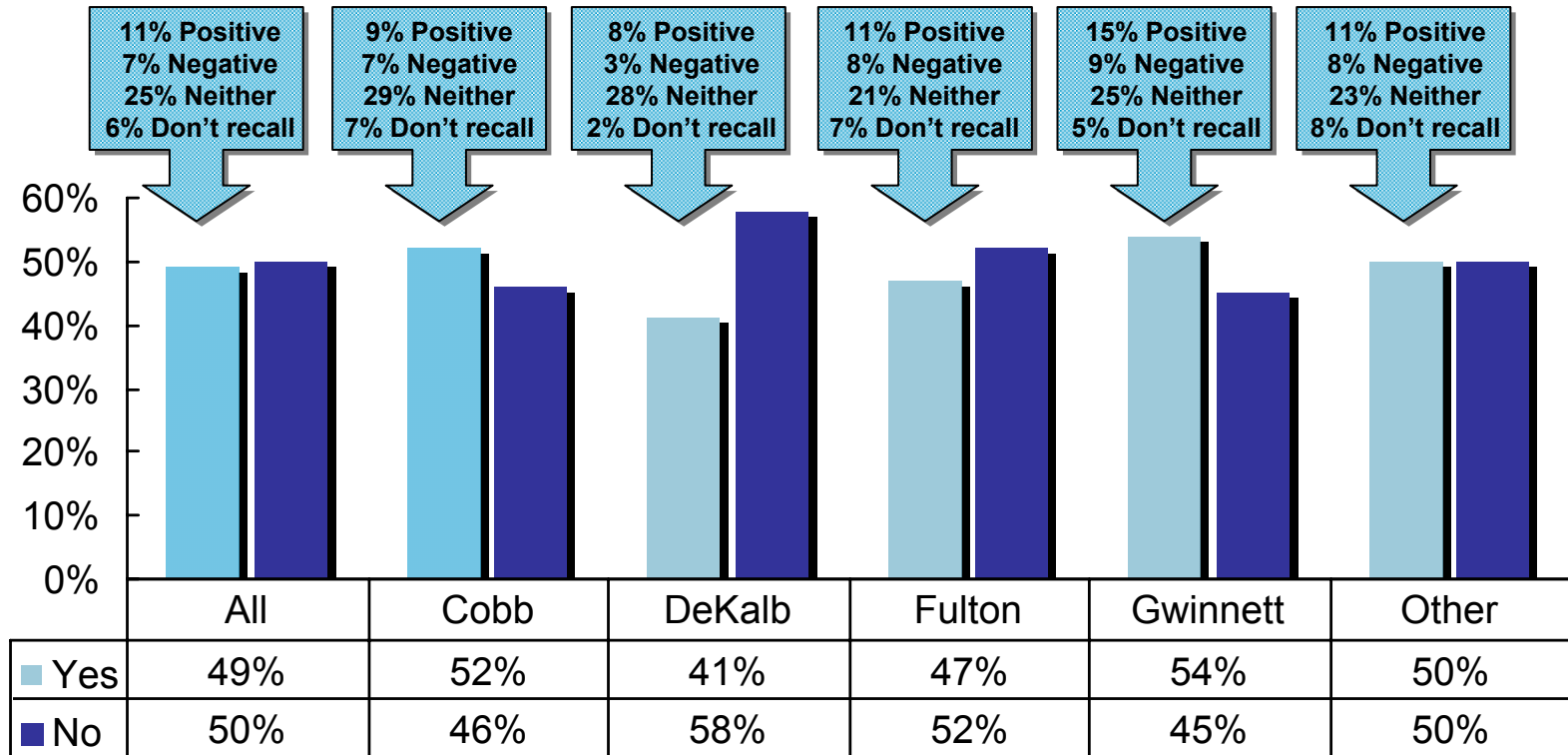
Traffic congestion is a real problem for some people in metro Atlanta, while it is not such a problem for others. Is traffic congestion during weekday rush hours a very serious, somewhat serious, or not so serious problem for you?



Note: "Don't Know/No Opinion" percentages are excluded from chart.

A bare majority of residents have not heard of GRTA.

Have you heard of the Georgia Regional Transportation Authority, also known as GRTA?
 (IF YES ASK:) Has what you have heard about the Georgia Regional Transportation Authority been mostly positive, mostly negative, or neither positive or negative?



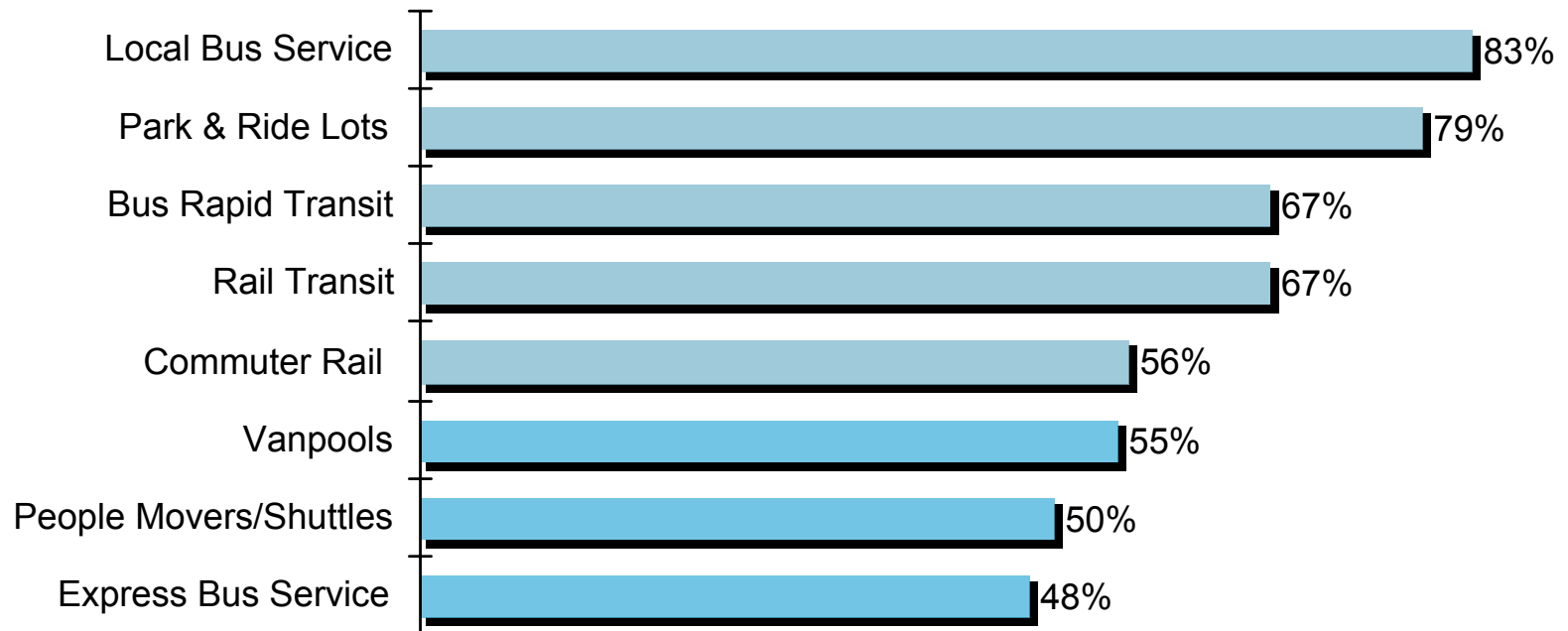
Note: "Don't Know/No Opinion" percentages are excluded from chart.



Four-fifths of residents have seen or heard something about local bus service or park & ride lots, but less than half have seen or heard something about express bus service.

Now I would like to read you a list of transit options, for each one, please tell me if you have seen or heard anything about it:

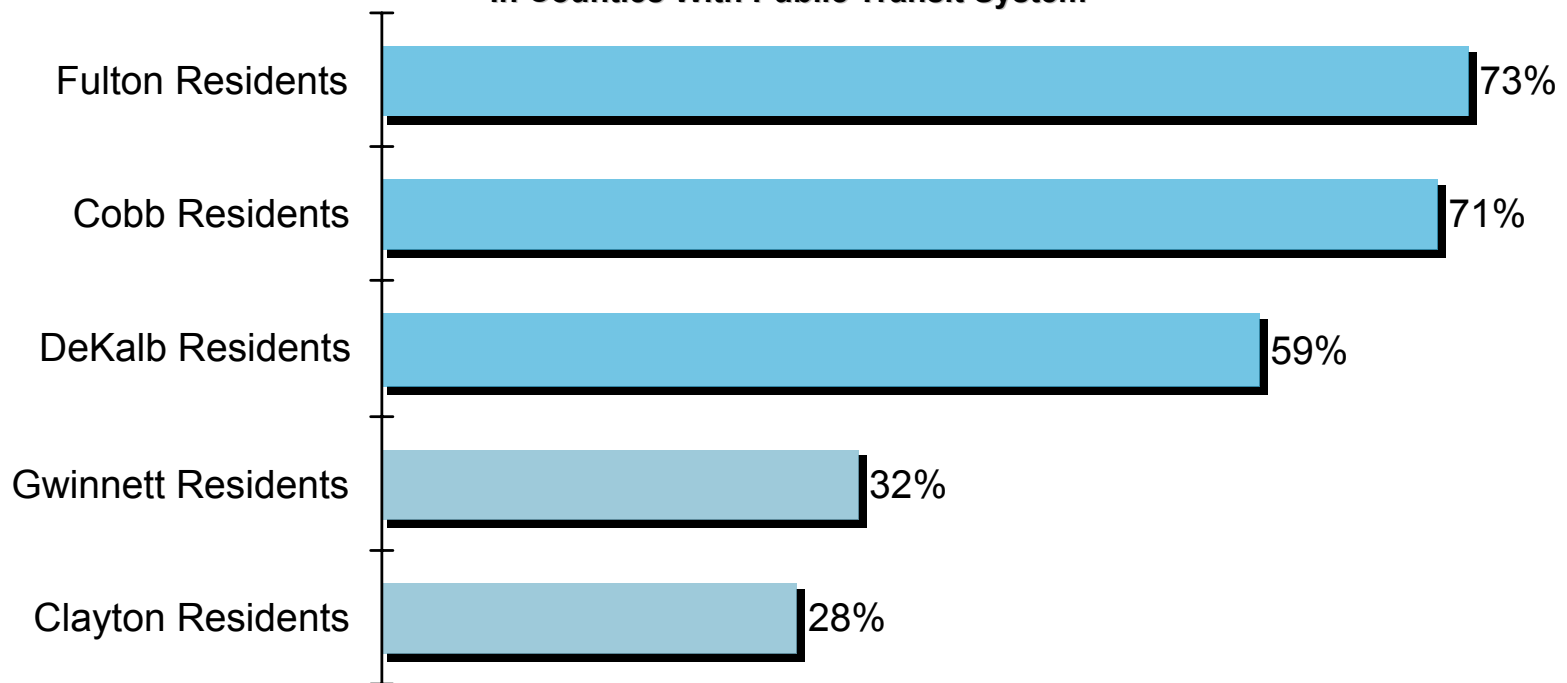
Ranked By Percent Who Have Seen/Heard About It



Fifty-seven percent of the respondents who live in a county with existing transit can correctly name their system.

As far as you know, does your county currently have its own transit system? (IF YES ASK:) Could you tell me the name of your county's transit system?

**Ranked By Percent of Residents Naming System Correctly
In Counties With Public Transit System**



Over three-fifths of respondents who say their county has a transit system do not know how that system is funded.

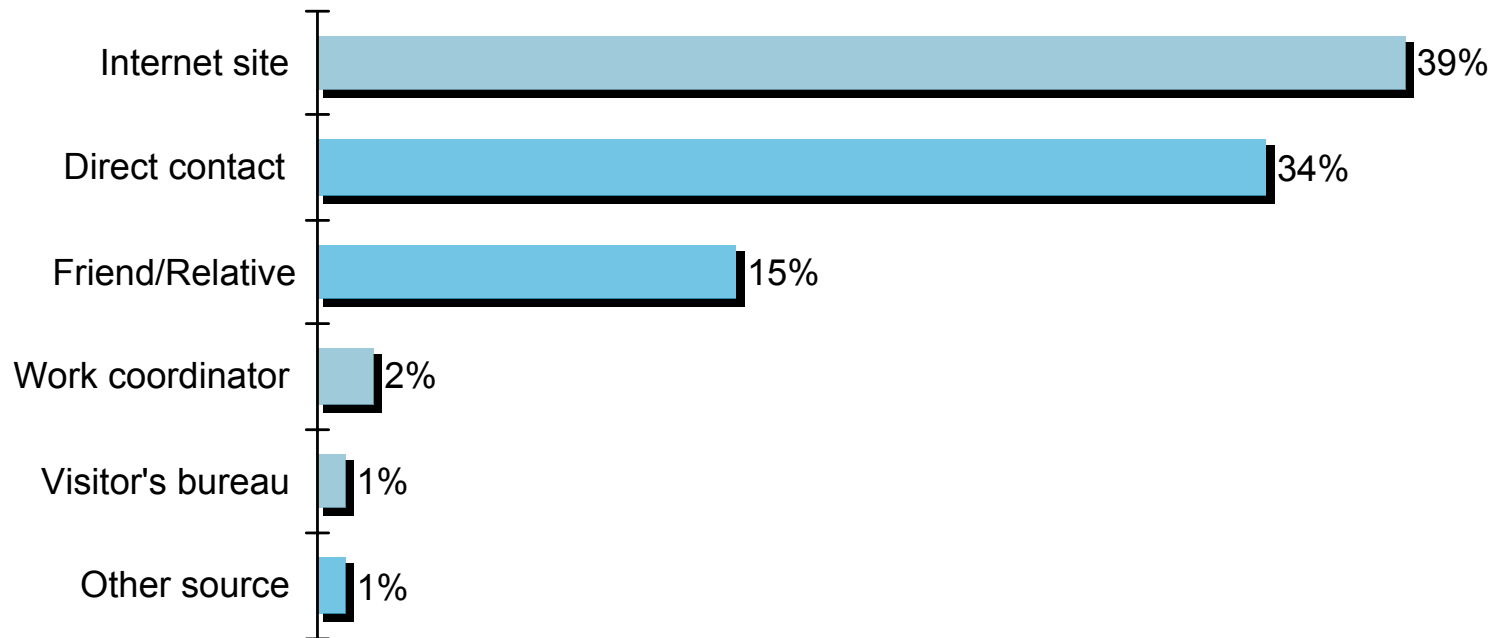
Do you know how your county's transit system is funded?

**Ranked By Percent of Residents Saying County Has Transit System
But Do Not Know How System is Funded**



People would be most likely to find out about routes, schedules, and fares by checking the transportation provider's internet site.

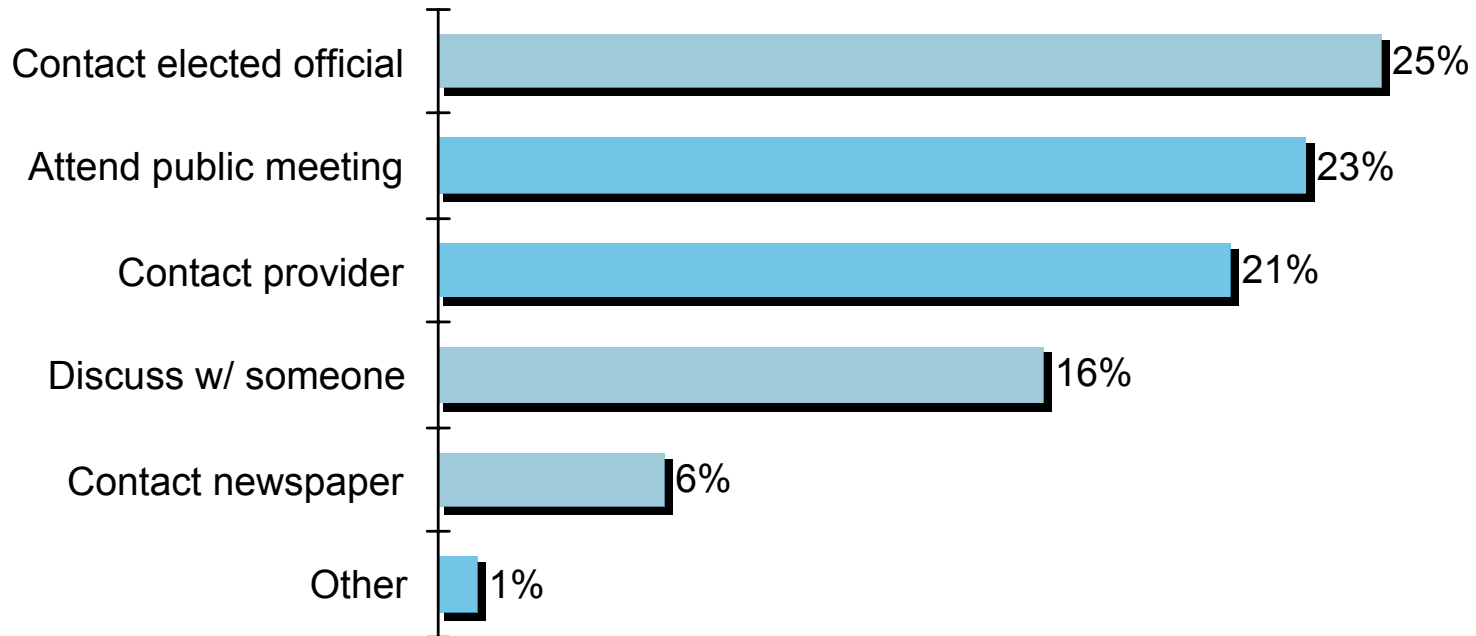
If you wanted to use public transportation, such as a bus, train, or vanpool, which of the following sources of information would you use to find out about routes, schedules, and fares:



Note: "Wouldn't Use" and "Don't Know/No Opinion" percentages are excluded from chart.

Respondents vary widely on their preferred method for voicing their opinion about public transportation issues.

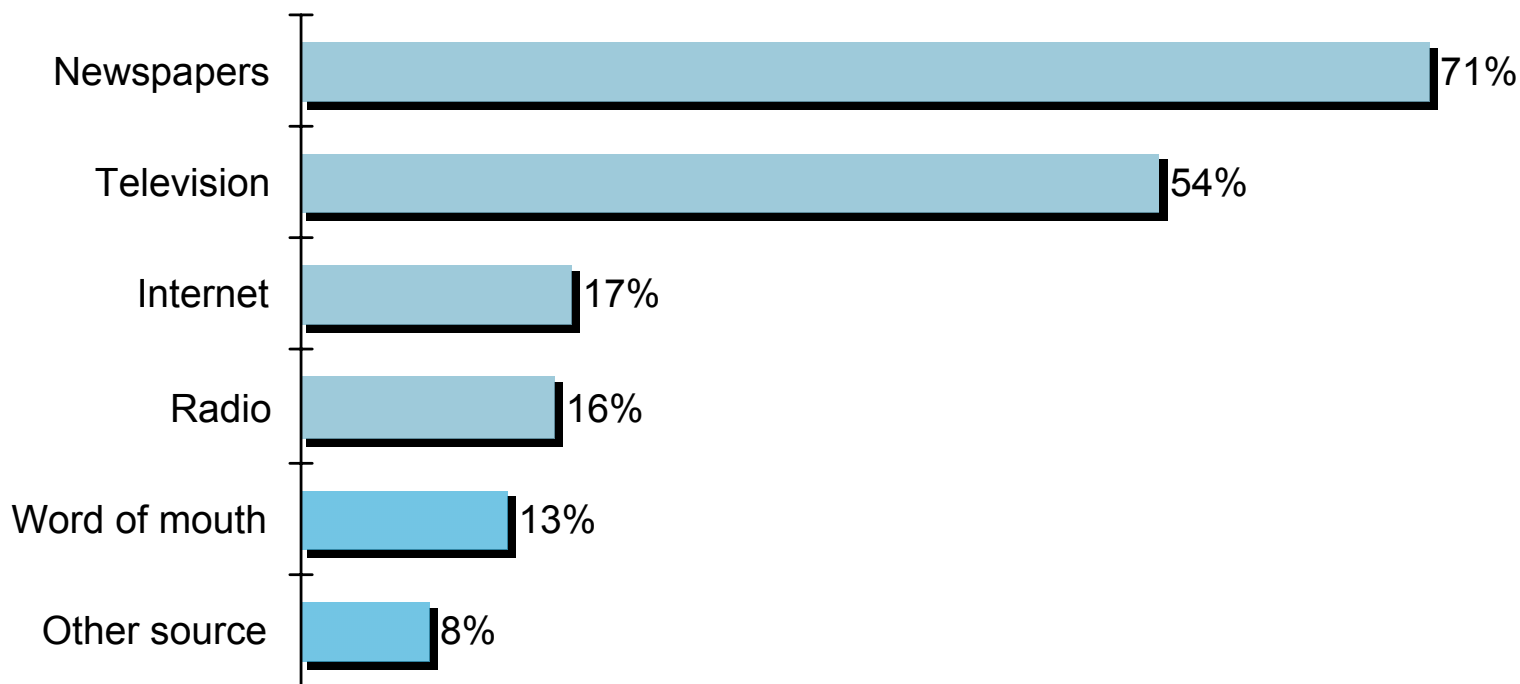
Which of the following would you be most likely to do if you wanted to voice your opinion about public transportation issues in metropolitan Atlanta:



Note: "Wouldn't Voice Opinion" and "Don't Know/No Opinion" percentages are excluded from chart.

Over two-thirds of respondents get information about local and regional issues from newspapers.

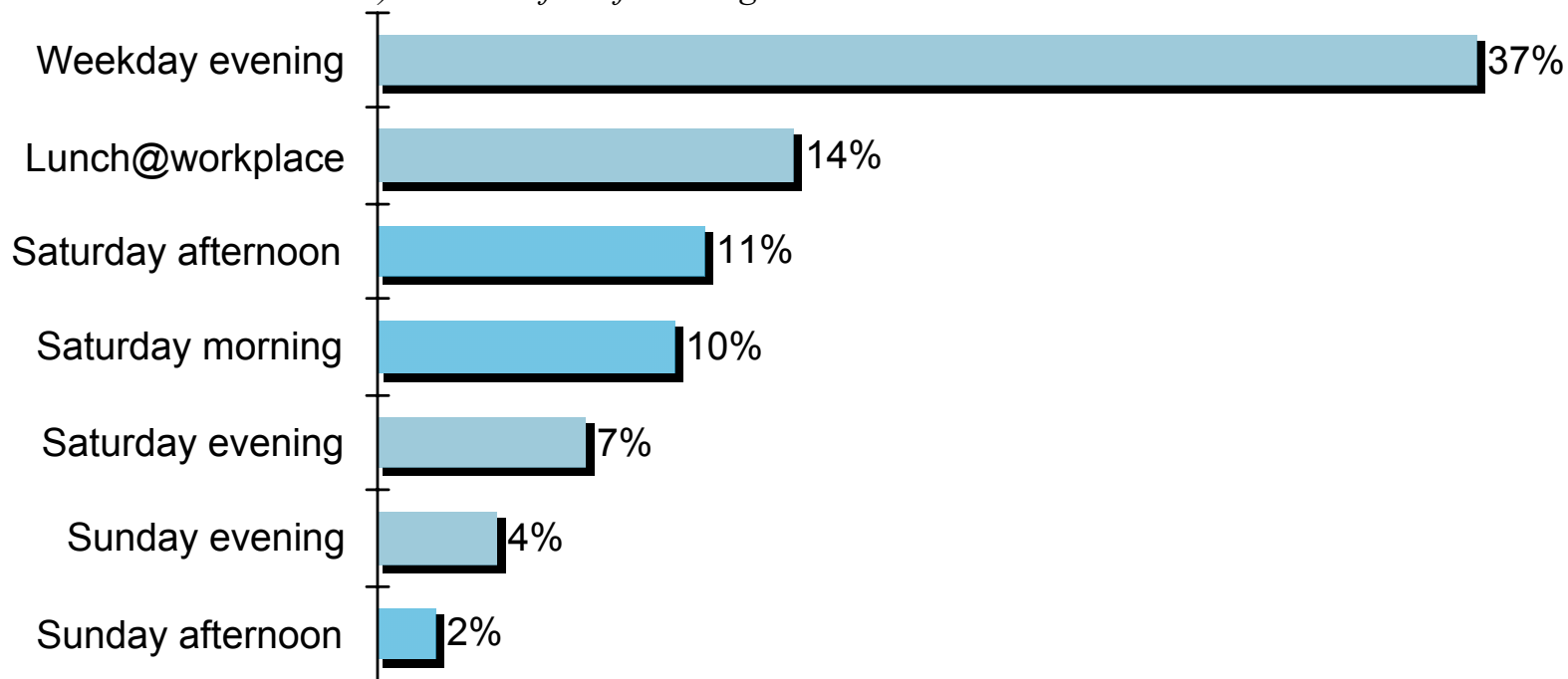
Where do you get your information about local and regional issues happening in and around where you work and live?



Note: "Don't Know/No Opinion" percentages are excluded from chart.

Weekday evenings are the most popular time to attend public meetings.

Would you be more likely to attend a public meeting during lunch at your workplace, or during the evenings or weekends at a local school, library, or public facility? (IF EVENINGS OR WEEKENDS ASK:) Which of the following times would be more convenient?



Note: "Don't Know/No Opinion" percentages are excluded from chart.

Conclusion

- A majority of adults in the region say traffic is the most important problem, giving GRTA a receptive audience.
- While there is a base of residents who already have heard about GRTA, there is significant room for improvement.
- The relatively low percentage of residents who have heard about express bus service may indicate confusion about the term.

Conclusion (continued)

- A majority of the residents in a county with existing transit can name their system, but there are wide variations among counties.
- Despite this base of knowledge about their systems, few residents know how transit is funded in their counties.
- Internet sites are the most likely sources for information about routes, schedules, and fares.

Conclusion (continued)

- Residents are most likely to voice their opinion about transit through an elected official or a public meeting, with weekday evenings considered the best time to attend a meeting.
- More than two-thirds of residents get their information about local and regional issues from newspapers.



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