



POLLING MEMORANDUM

TO: INTERESTED PARTIES
FROM: CHRIS PERKINS – PARTNER, LAUREN LUXENBURG – ACCOUNT EXECUTIVE
SUBJECT: KEY FINDINGS OF GEORGIA STATEWIDE TRANSPORTATION SURVEY
DATE: FEBRUARY 15, 2015

Methodology

On behalf of the Georgia Transportation Alliance, Wilson Perkins Allen Opinion Research conducted a study of likely voters in Georgia. Respondents were screened to ensure that they were neither a member of the news media nor a public relations company. WPA selected a random sample of registered voters from the Georgia voter file using Registration Based Sampling (RBS). The sample for this survey was stratified based on gender, age, ethnicity, and geography. This methodology allows us to minimize post-survey “weighting” which can reduce the reliability of survey results.

Respondents were contacted by phone via a live telephone operator interview February 8th-10th, 2015. The study has a sample size of 603 likely voters with a margin of error of ±4.0% in 95 out of 100 cases.

Importance of Transportation Infrastructure

- Nearly all Georgia voters believe that roads and bridges are important to economic development and job growth.

“How important are Georgia’s roads, bridges, and public transportation to economic development and job growth?”

	Results
Total Important	98%
Total Not Important	2%

- A majority of Georgia voters believe that roads and bridges are an essential government service.

“What types of services provided by the government do you think are most essential?”

Service	Results
Education	66%
Roads and Bridges	53%
Social Security and Medicare	50%
Health care	45%
Public Transit	31%

Government Funding for Transportation

- A plurality of voters believe that the state government rather than the federal government should fund transportation infrastructure.

“How do you think transportation projects should be funded?”

Level of Government	Results
State Government	48%
Federal Government	19%
Local Government	14%

- A majority of Georgia voters believe that the state budget is dedicating too little to roads and bridges.

“Would you say that five percent of the budget is too much for transportation infrastructure, too little for transportation infrastructure or would say it is about right?”

	Results
Too Little	51%
About Right	33%
Too Much	3%

- Voters believe that the state government should dedicate funds to Georgia’s transit systems.

“Do you believe that state government should dedicate funds to the one hundred twenty eight transit systems throughout Georgia?”

	Overall (100%)	Republican (37%)	Independent (30%)	Democrat (30%)
Total Support	61%	56%	56%	75%
Total Oppose	22%	27%	23%	14%
Undecided	17%	17%	21%	12%

- A majority of voters support the state legislature creating an additional \$1.5 billion in transportation funding.

“Would you support or oppose the state legislature creating an additional one point five billion dollars in funding for transportation?”

	Overall (100%)	Republican (37%)	Independent (30%)	Democrat (30%)
Total Support	53%	43%	52%	67%
Total Oppose	29%	38%	29%	18%
Undecided	18%	19%	19%	16%

The Georgia Transportation Funding Act 2015

- A majority of the voters support reforming Georgia's gas tax formula.

"Would support or oppose that transportation funding option: reforming Georgia's gas tax formula that would simplify and streamline the revenue system so that it keeps up with the current rate of inflation."

	Overall (100%)	Republican (37%)	Independent (30%)	Democrat (30%)
Total Support	58%	58%	53%	63%
Total Oppose	30%	29%	31%	27%
Undecided	13%	12%	15%	10%

- A plurality of voters support a gas tax increase for state's road maintenance backlog.

"Would support or oppose that transportation funding option: a gas tax increase that is dedicated to addressing the state's road maintenance backlog."

	Overall (100%)	Republican (37%)	Independent (30%)	Democrat (30%)
Total Support	49%	47%	46%	56%
Total Oppose	43%	44%	44%	41%
Undecided	8%	8%	10%	4%

- Six in ten voters support establishing transit funding to be distributed among transit systems statewide.

"Would support or oppose that transportation funding option: to establish transit funding to be distributed among transit systems statewide."

	Overall (100%)	Republican (37%)	Independent (30%)	Democrat (30%)
Total Support	62%	56%	59%	75%
Total Oppose	26%	31%	25%	18%
Undecided	12%	13%	16%	7%

- A plurality of voters oppose a gas tax increase for quicker transportation projects.

"Would support or oppose that transportation funding option: a gas tax increase that allows larger transportation projects to be completed quicker."

	Overall (100%)	Republican (37%)	Independent (30%)	Democrat (30%)
Total Support	44%	41%	39%	54%
Total Oppose	47%	51%	50%	41%
Undecided	8%	9%	10%	5%

Re-Electing Legislators and Transportation Funding

- Voters would be more likely to re-elect legislators who vote to increase taxes by one cent that can only be used to improve Georgia’s transportation system.

“If you knew that your state legislator voted to increase taxes by one cent that can only be used to improve our transportation system, would you be more likely or less likely to re-elect him or her?”

	Overall (100%)	Republican (37%)	Independent (30%)	Democrat (30%)
Total More Likely	53%	54%	48%	59%
Total Less Likely	28%	28%	35%	20%
Undecided	19%	18%	18%	21%

- A majority of Georgia voters are willing to pay a little more in gas tax if it would go to improve roads and transportation.

“Would you be willing to pay a little more in gas tax if you knew that it would go to improving our roads and transportation infrastructure needs?”

	Overall (100%)	Republican (37%)	Independent (30%)	Democrat (30%)
Yes	57%	57%	56%	60%
No	34%	36%	35%	29%
Undecided	9%	7%	9%	11%

Conclusion

There is real support to increase state funding for transportation in Georgia. Georgia voters value transportation as a key and essential priority for the state government. Nearly all voters believe that roads, bridges, and public transportation are important to the economic development and job growth of Georgia. Voters believe that the state government rather than the federal government should take the lead on handling transportation infrastructure issues. They see the federal government as being too involved in transportation in the state.

A majority of Georgia voters support the state legislature creating an additional \$1.5 billion in funding transportation. When looking specifically at the Georgia Transportation Funding Act, voters support establishing funding to be distributed among transit systems statewide and reforming Georgia’s gas tax formula that would simplify and streamline the revenue system so that it keeps up with the current rate of inflation. With voters more likely to support a state legislator who votes to increase transportation funding, we recommend that Georgia legislators support the Georgia Transportation Funding Act.

About Wilson Perkins Allen Opinion Research

Since 1998, WPA Opinion Research has been a leading provider of political polling for campaigns from Mayor and City Council to Governor and U.S. Senate in 47 states and several foreign countries. In 2013-2014 alone, WPA conducted polling in over 200 races for campaigns, caucuses and independent expenditures efforts. In Georgia, WPA was proud to be the pollster to Senator David Perdue and was the only pollster that had the outcome “pegged,” based on numerous reports.

WPA’s corporate research arm has provided market research to more than 100 of the Fortune 500 and to hundreds of small and medium businesses nationwide.