



Summer 2009 Regional Poll Results

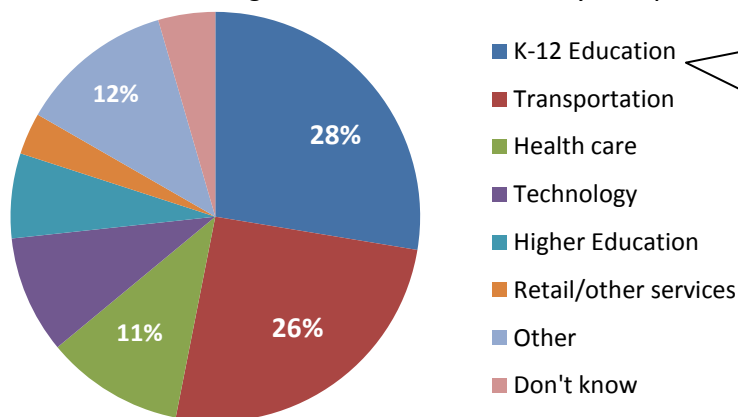
A **PLAN 2040** Summer 2009 Regional Poll was taken on July 28, 2009 for the 18-county transportation planning metro region. The objective of this poll was to gain insight into general public attitudes regarding the most important issues impacting them and where they feel the region should go from here regarding planning initiatives and leadership policymaking. Results from this and other discussions are being considered in the long range land development and transportation planning effort called PLAN 2040.

Summary of Results:

- The Atlanta metro area clearly faces issues of concern. The most important issues appear to be those of education (for younger respondents with new families) and transportation (for virtually every demographic group).
- Rail as an alternative is clearly the choice of virtually every demographic group in the survey.
- Majority of respondents view Atlanta Region as having a strong and sustainable economic future.
- Vast majority of respondents intend to stay in the metro area for the foreseeable future.

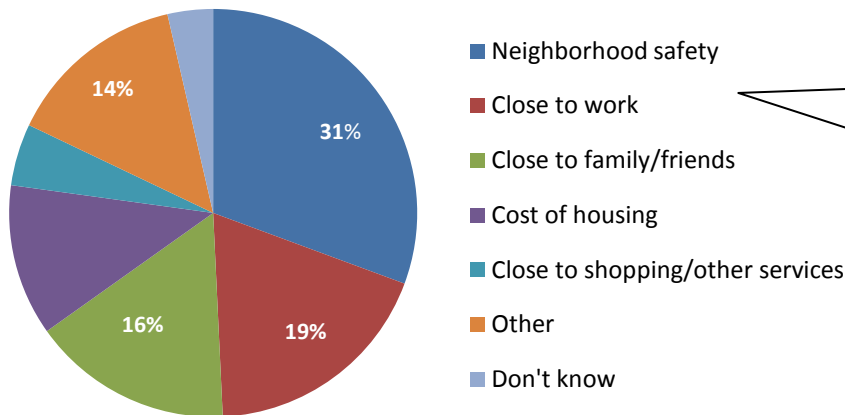
Some Detailed Results:

1. *What is the most important public or private investment that could be made for the Atlanta metro area to ensure that the region remains economically competitive?*



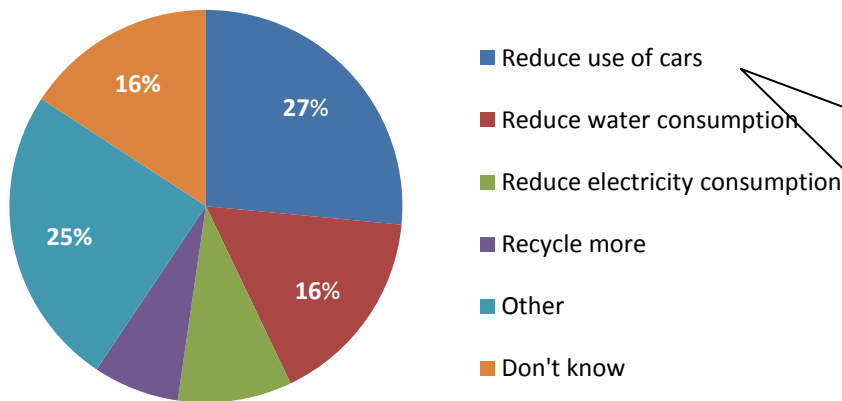
Transportation and K-12 Education were the two standout issues. "K-12 Education" polled 41% in 18-29 age group

2. What is the most important factor for you in deciding where to live?



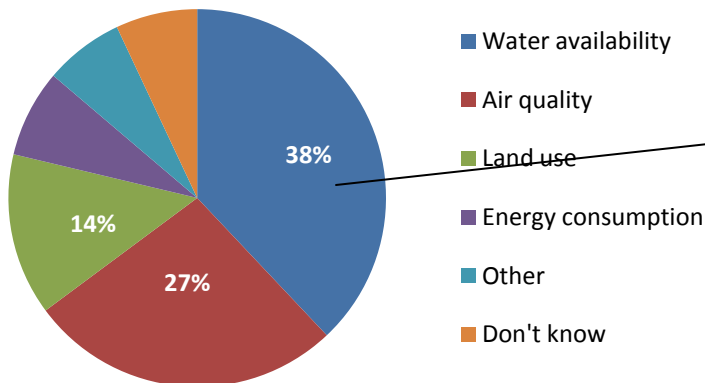
Neighborhood safety and living close to work led in deciding where one chooses to live.

3. What is the most important action residents can take to ensure the metro Atlanta area has a sustainable future?



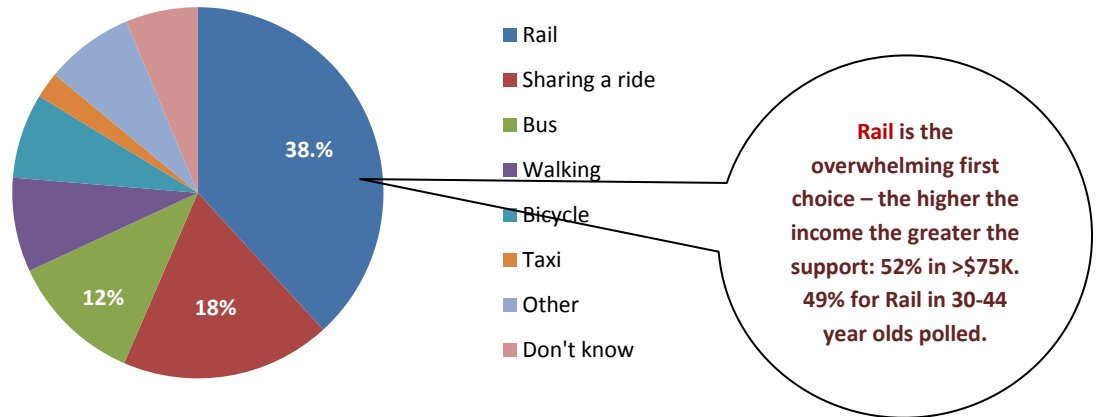
Respondents said that the most important action that can be taken to ensure metro Atlanta has a sustainable future would be to reduce the use of cars.

4. What is the most important environmental issue in metro Atlanta today?

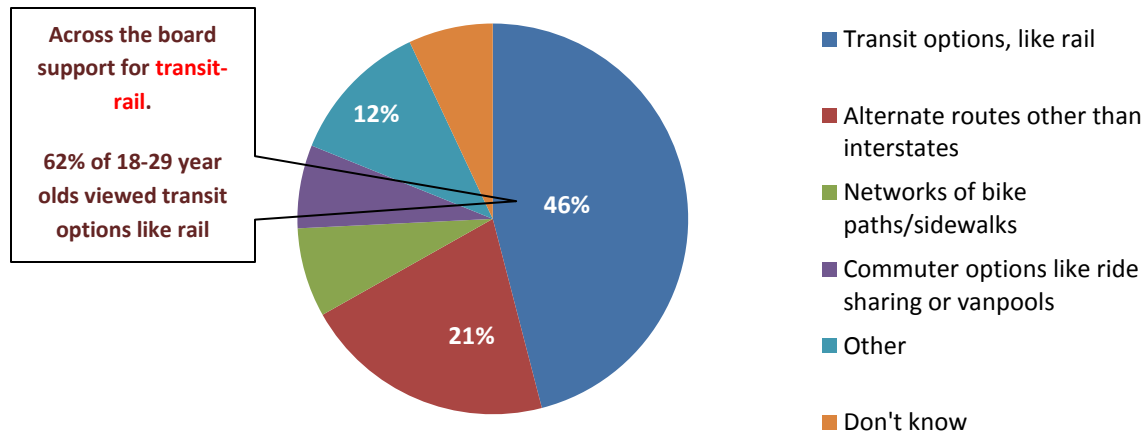


Water availability and air quality. 47% in 30-44 age group viewed water is most important.

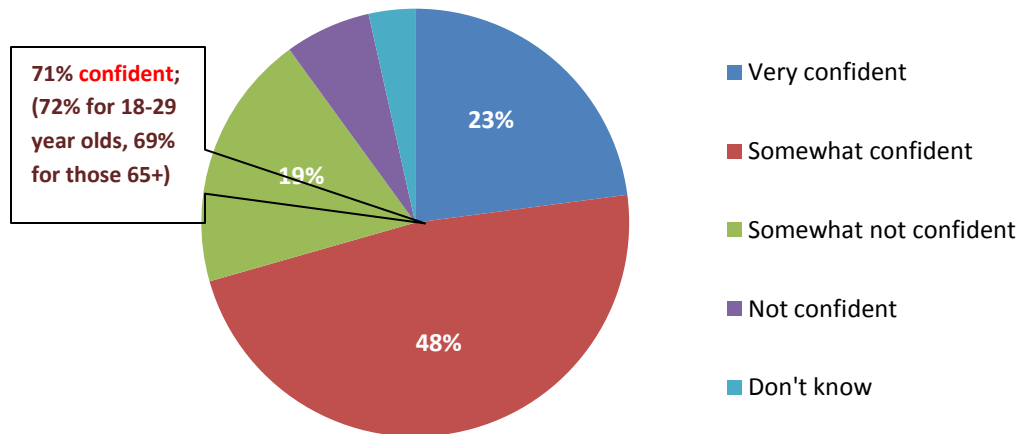
5. If you were to choose a travel alternative to your car, what would be your first choice?



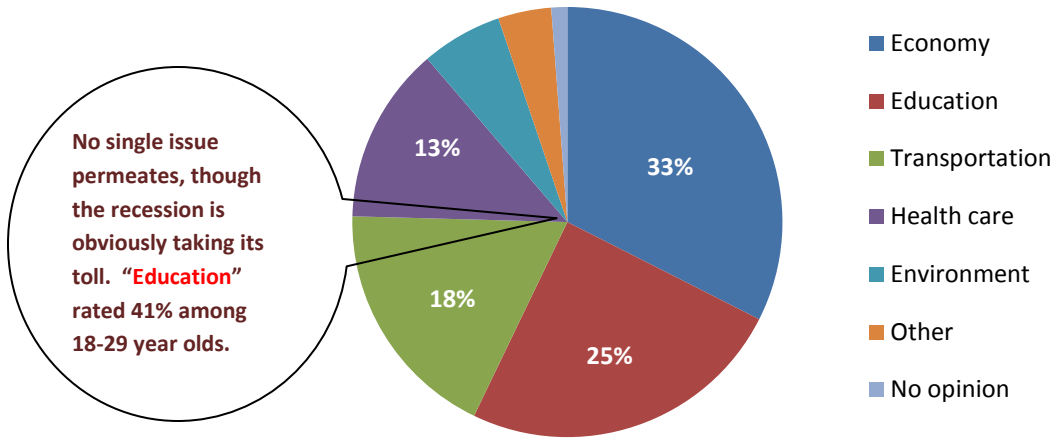
6. What is most lacking in the metro Atlanta area's transportation system?



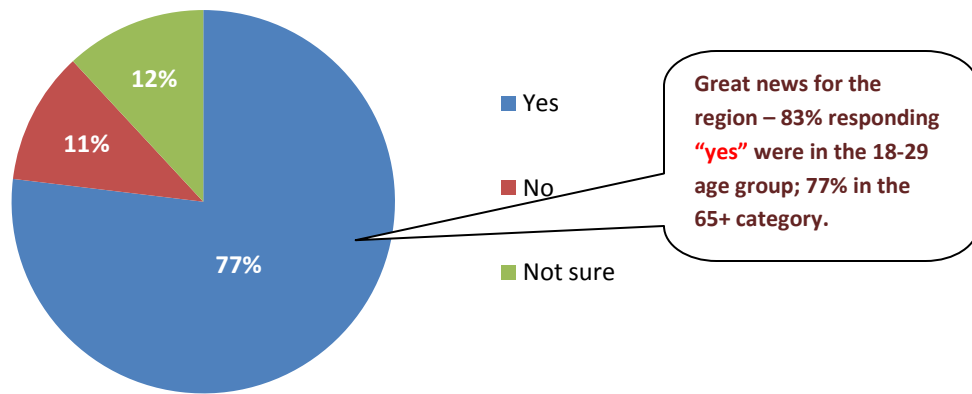
7. How confident are you that metro Atlanta area will have a sustainable economic future?



8. Which of the following issues do you most want regional business and political leaders to work on?



9. Do you plan to live in the metro Atlanta area for the foreseeable future?



Methodology:

- 654 registered voter responses collected on July 28, 2009
- Valid to the 18-county regional level, margin of error +/- 3.6 percent
- Weighted for age, race, gender and personal income
- Poll undertaken by Insider Advantage/Majority Opinion Research.