



CATS Poll Results

POLLING METHODOLOGY

- Likely voters in the city limits of Baton Rouge and Baker, conducted August 19-22, 2021 (4.9% MOE with 95% confidence interval)
- Sample size: 400 (60% cell phones, 40% landlines – live operator poll)
- Race/party: 52% black, 45% white, 4% “Other”/60% Democratic, 23% Republican, 17% Independents
- Gender: 55% female, 45% male
- Geography: Baker 6%, Choctaw 8%, Garden District 14%, Inner City Baton Rouge 33%, southeast Baton Rouge 17%, 23% south Baton Rouge (*Explanation is graphically depicted in Exhibit A*).

POLL RESULTS

How would you rate the current performance of Baton Rouge's bus system, which is also known as CATS?

Excellent	5%
Good	24%
Fair	22%
Poor	18%
No Opinion	32%

On October 9, voters will decide on a property tax renewal to support the operations of the CATS bus system. If the election were held today, how would you vote on this tax renewal?

Yes	57%
No	31%
Undecided	12%

How would you rate the CATS bus system for having easily accessible bus routes?

Excellent	5%
Good	24%
Fair	28%
Poor	16%
No Opinion	28%

How would you rate the CATS bus system for its buses being on time?

Excellent	4%
Good	20%
Fair	20%
Poor	13%
No Opinion	43%

How would you rate the CATS bus system for its bus routes providing access to jobs?

Excellent	5%
Good	28%
Fair	22%
Poor	16%
No Opinion	30%

How would you rate the CATS bus system for its bus routes providing access to shopping?

Excellent	8%
Good	33%
Fair	22%
Poor	9%
No Opinion	29%

How would you rate the CATS bus system for its bus routes providing access to doctors and hospitals?

Excellent	9%
Good	29%
Fair	21%
Poor	12%
No Opinion	30%

SUMMARY

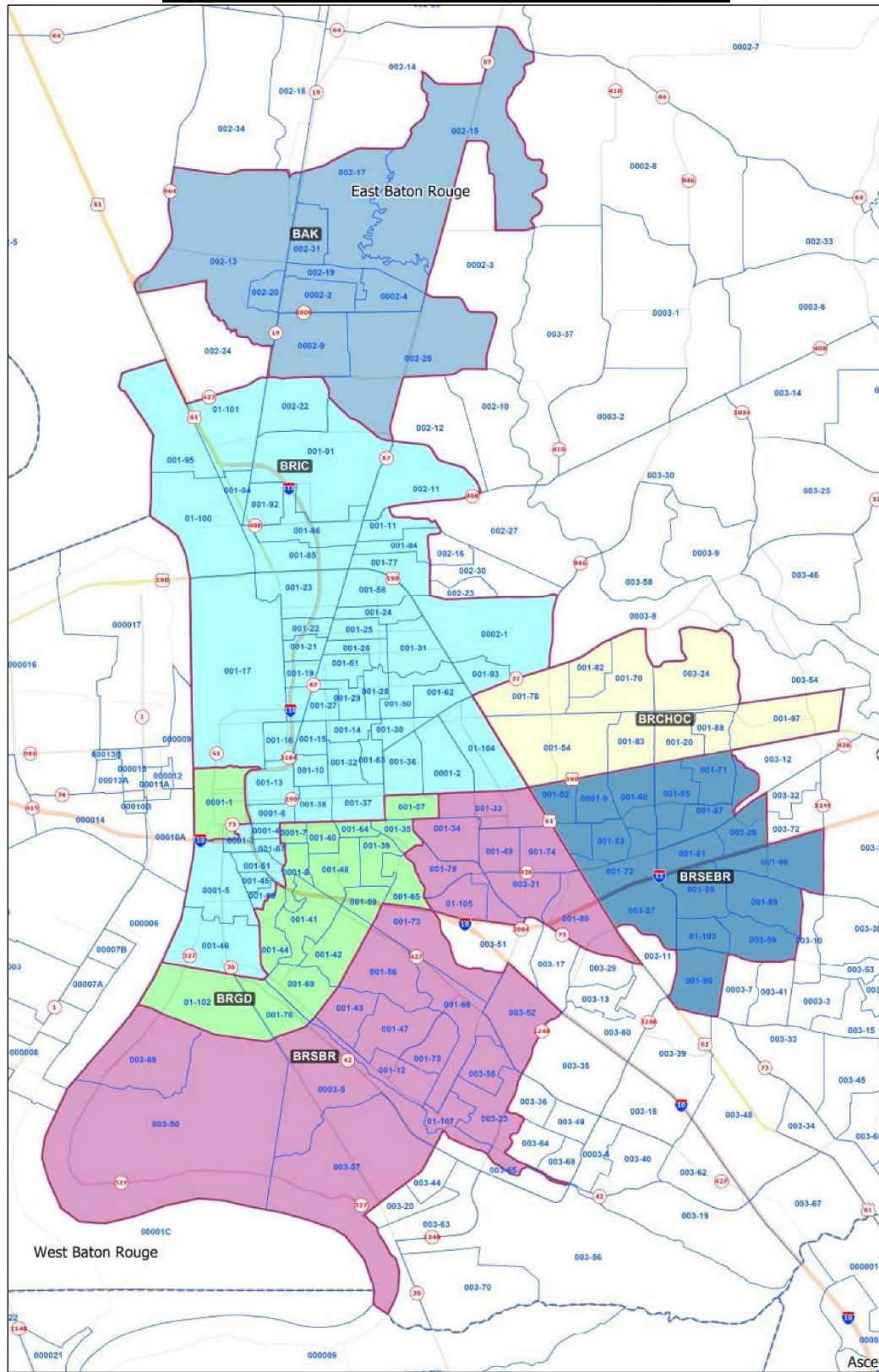
JMC Analytics and Polling was commissioned to conduct this poll for Future PAC. There are three main takeaways from this poll: (1) the tax renewal is overwhelmingly favored, (2) messaging further enhances the already strong support for the tax renewal, (3) the CATS system (from an approval standpoint) draws a blank in many voters' minds, particularly among those not using the CATS bus system.

When asked to give their opinion about the CATS system, there is a substantial difference of opinion depending on whether the poll respondent uses the CATS system. In general, its "excellent" + "good" rating exceeds its "poor" rating by a 29-18% margin, with only Republicans giving negative marks (white Democrats/Independents are split). Those using the CATS bus system, however, have a **much** more favorable impression: 59-20% "excellent"/"good" vs "poor."

You see a similar split when respondents rate various aspects of the CATS system: in all cases, respondents give a favorable rating each time ("access to shopping" gets the highest rating), but a large percentage either have no opinion or give it a fair rating. On the other hand, the percentages are higher among bus riders across the board.

This lack of a strong base of opposition creates a favorable climate for the passage of the tax renewal – the tax renewal is favored 57-31%. Registered Republicans are the only group opposed (66-30% opposition), while CATS riders are strongly (73-24%) in favor.

Appendix A: CATS taxing district regions



(BAK=Baker, BRCHOC=Chocoma, BRGD=Garden District, BRIC=inner city, BRSEBR=southeastern part of Baton Rouge, BRSBR=south Baton Rouge)