



Baton Rouge Area General Population Telephone Survey

Prepared for

**I-10 Corridor Improvement Study
Stage 0 Feasibility Study
SPN H.004100.1
Legacy Project No. 700-17-0209**

August 19, 2015



About the Public Policy Research Lab

Louisiana State University's Public Policy Research Lab (PPRL) is a research center dedicated to high quality, state-of-the-art data collection and analytics, with a special emphasis on survey research. PPRL is a joint effort of the Manship School of Mass Communication's Reilly Center for Media and Public Affairs and the College of Humanities and Social Sciences.

PPRL provides a variety of services including survey research, 'big data' analytics, social media tracking, and focus group interviews. The Lab is primarily known for its telephone survey work. PPRL has 52 computer-assisted telephone interview call stations and a corps of highly-trained, well-supervised professional callers. It is one of the largest phone survey data collection facilities in the Southeastern Conference.

The Lab is dedicated to meeting the unique goals and objectives for each project by working closely with those seeking data, research expertise, or analysis. PPRL's clients have included: the federal Center for Disease Control and Prevention, the Louisiana Department of Health and Hospitals, the Louisiana Department of Labor, Louisiana Public Broadcasting, the Mississippi-Alabama Sea Grant Consortium, and the Baton Rouge Area Foundation.

More information on previous surveys may be found at: www.survey.lsu.edu

Executive Summary

- 48 percent of residents of the Baton Rouge area use I-10 every day or on weekdays.
- 43 percent of Baton Rouge area residents use I-10 frequently during peak traffic hours.
- 53 percent experience substantial traffic delays on a daily basis.
- 56 percent of commuters estimate their traffic delays at 20 minutes or more.
- When evaluating conditions on I-10, residents give the lowest ratings to I-10 for “ease and speed of travel” and “availability of alternative routes”, once again echoing concerns about traffic.
- 84 percent of residents believe that retaining the status quo will harm the community. Large majorities reducing congestion will improve quality of life, safety, commute times, and business conditions.
- 93 percent of Baton Rouge area residents say reducing congestion on I-10 is a very high priority.

Interstate Use

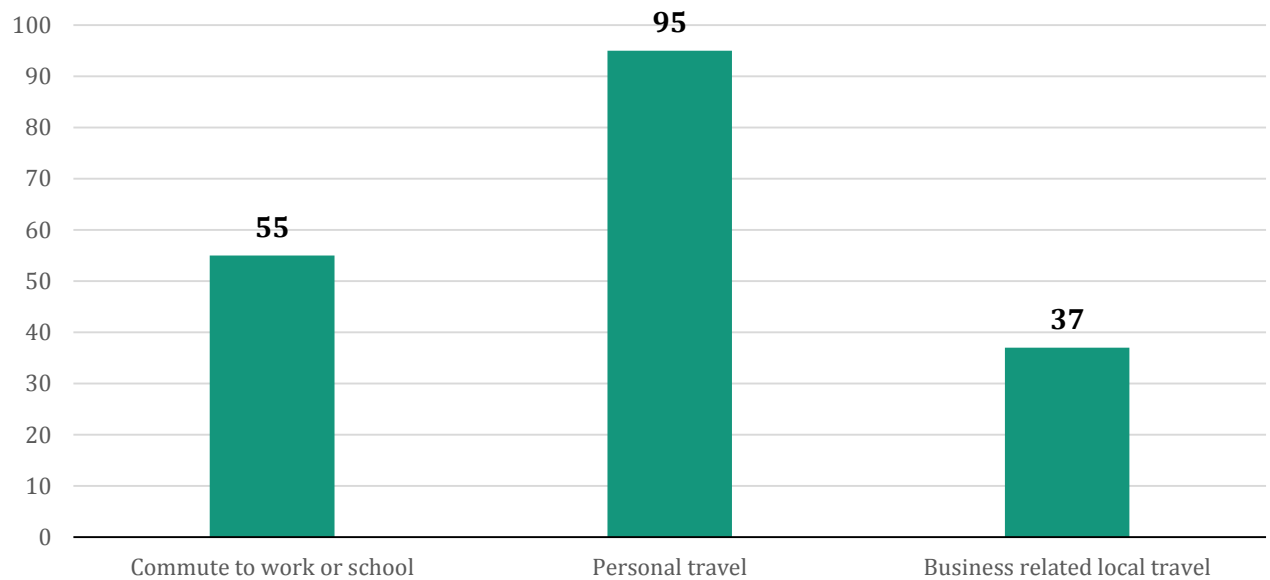
About half (48%) of the residents of the Baton Rouge area (defined in this report as residents of East Baton Rouge Parish, Ascension Parish, Iberville Parish, Livingston Parish, and West Baton Rouge Parish) use I-10 in Baton Rouge every day or on weekdays. Another 41% report using this section of interstate highway on the weekends or at least occasionally. Only 11% report using I-10 in Baton Rouge rarely, and zero respondents indicated they never use this portion of highway.

There are differences in frequency of use by location of residence and location of employment. Residents of East Baton Rouge Parish report more frequent use than residents of surrounding parishes (see Detailed Tables for breakdowns by respondent characteristics) as do residents who live closer to an Interstate interchange or are employed along the I-10 corridor or in downtown Baton Rouge. Younger residents also report more frequent use of this section of I-10.

Residents of the area use this stretch of I-10 not only for daily commutes to work or school, but also for personal travel for errands or leisure (see Figure 1). Location of employment along the I-10 corridor or in downtown Baton Rouge is strongly related to use of the Interstate for work/school commuting, but all residents of the area use the I-10 about as frequently for personal travel whether or not they live or work near it.

Frequency of use is highest during weekday peak hours (6:00am to 9:00am and 3:00pm to 7:00pm). Use is more occasional during off-peak hours of the weekdays and on the weekends (see Figure 2). Younger residents and residents who work near the Interstate use the Interstate more frequently at peak hours; however, these differences shrink during off-peak hours.

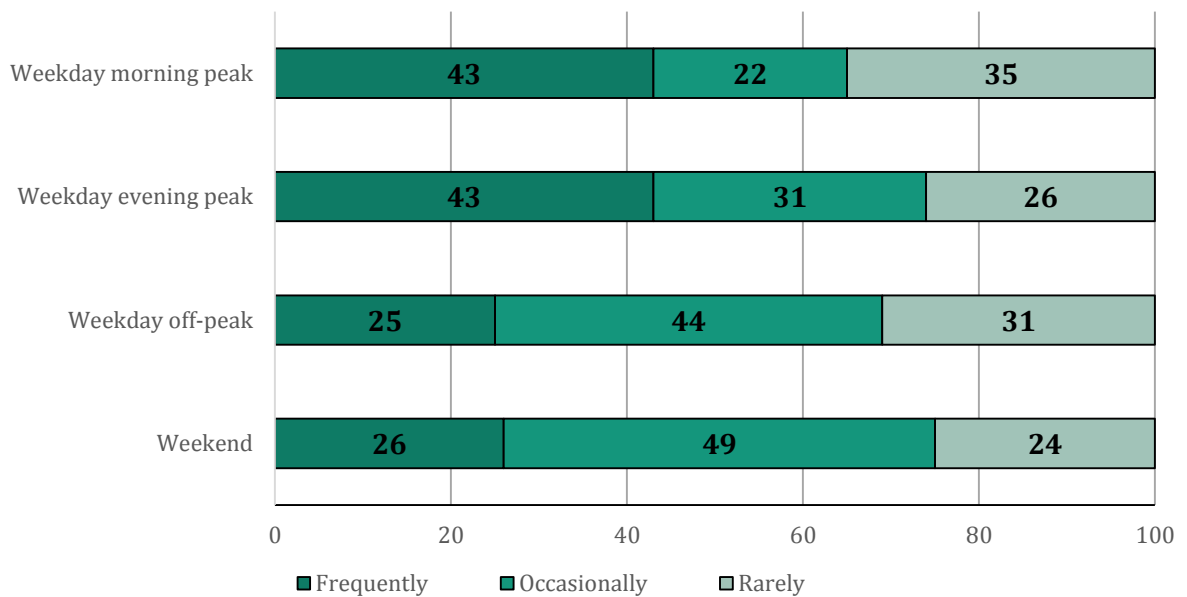
Figure 1: Majority of Area Residents Use I-10 in Baton Rouge for Commuting and Personal Travel
 % saying they travel on I-10 in Baton Rouge for...



SOURCE: Interstate-10 Improvement Study: General Population Telephone Survey
 Public Policy Research Lab

Figure 2: Area Residents Use I-10 Frequently during Peak Hours, Occasionally during Off-peak Hours

% answering each response option



SOURCE: Interstate-10 Improvement Study: General Population Telephone Survey
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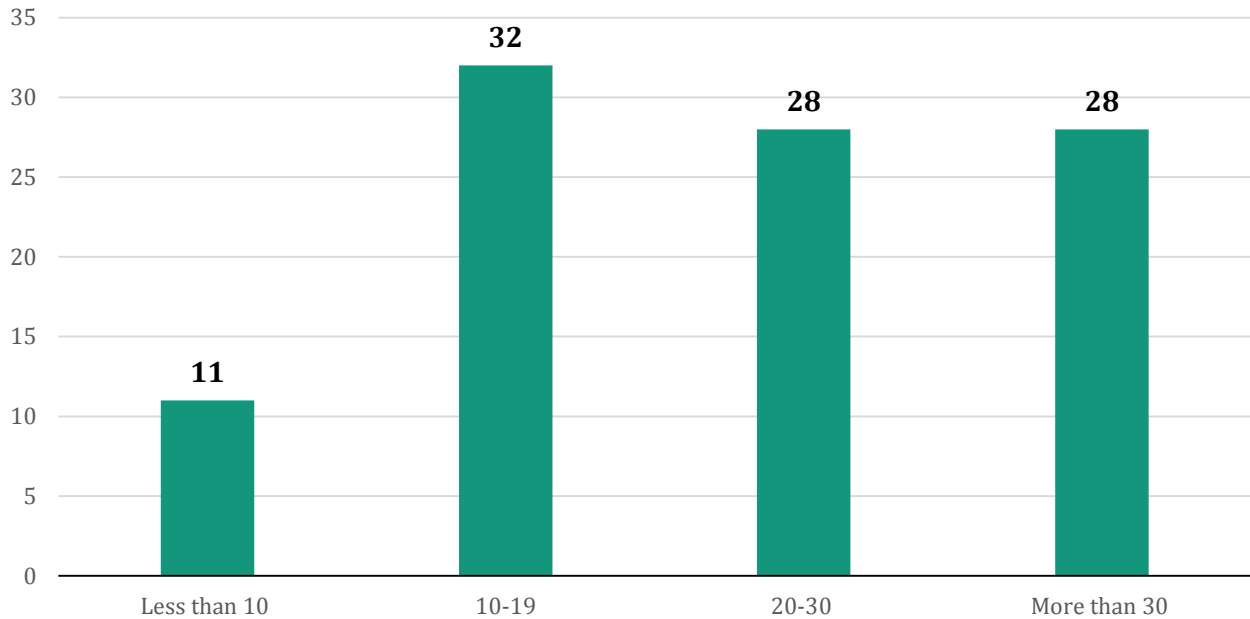
Traffic Delays

A majority of residents who use this section of I-10 (53%) report experiencing traffic delays on a daily basis, while 37% experience delays occasionally and ten percent rarely. The groups who tend to use this section of I-10 more frequently (younger residents and those employed nearby) also report more frequent experiences of congestion.

Nearly a third of residents (28%) report traffic delays of more than 30 minutes on this section of I-10 (see figure 3). Another 28% reports delays between 20 and 30 minutes. A substantial majority (84%) also report avoiding I-10 in order to bypass traffic.

Figure 3: Area Commuters Spend Substantial Time in Traffic Delays

% saying they are delayed ____ minutes due to traffic



SOURCE: Interstate-10 Improvement Study: General Population Telephone Survey

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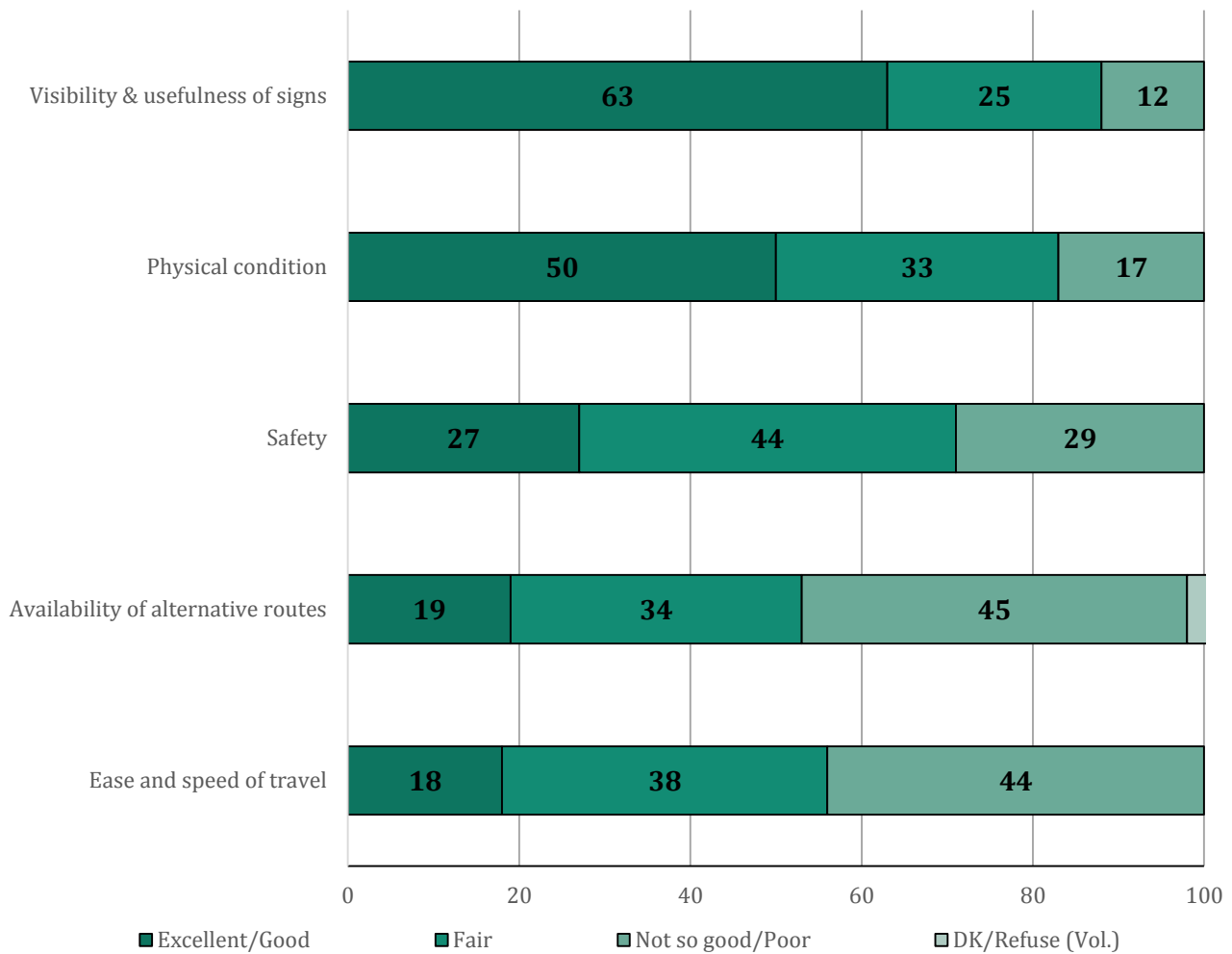
Quality Ratings

Figure 4 displays the percent of area residents who rate the quality of various features of I-10 in Baton Rouge as Excellent/Good, Fair, or Not so good/Poor. The visibility and usefulness of signs along I-10 receive the most positive evaluations. At the other end, fewer than one in five area residents give I-10 in Baton Rouge positive marks for availability of alternative routes (19%) or ease and speed of travel (18%). Just over one quarter view safety conditions on this stretch of I-10 positively.

Once again, proximity to the Interstate appears to play some role in these evaluations. Residents outside East Baton Rouge Parish, residents with longer commute times, and residents who work near this section of I-10 express more negative evaluations about the ease and speed of travel. These differences are absent or significantly less prominent for other dimensions of evaluation.

Figure 4: I-10 in Baton Rouge Receives Lowest Marks for Speed of Travel and Availability of Alternative Routes

% answering each response option



SOURCE: Interstate-10 Improvement Study: General Population Telephone Survey

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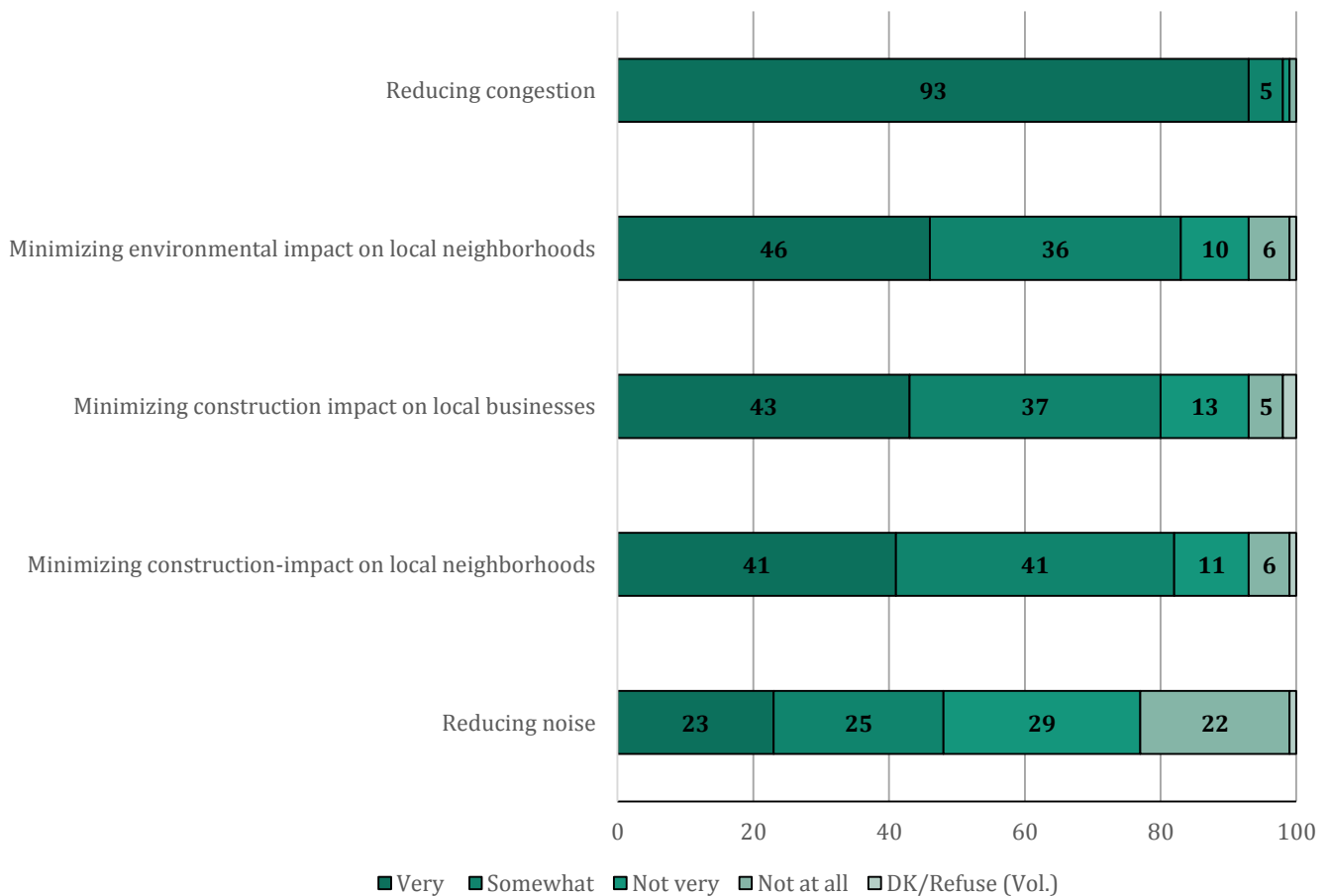
Goals for Improvement Projects

Area residents are most concerned with reducing traffic congestion. More than nine in ten respondents say reducing congestion is very important for planners to consider when designing improvement projects for this stretch of I-10. No other possible consideration included on the survey receives even half as many respondents saying it is very important. Nevertheless, for minimizing environmental and construction impacts on local neighborhoods and businesses, large majorities say these are at least somewhat important considerations. In contrast, a relatively small share express concern about noise reduction.

Several of these considerations – reducing noise and minimizing impacts on local neighborhoods – reveal differences by residence and commute time. Those who live closer to the Interstate tend to consider these to be more important considerations, while those who spend more time commuting consider them less important. However, these differences are generally between proportions saying either “very important” or “somewhat important”. In other words, even nearby residents and commuters are not so divided that one group takes these considerations seriously and the other considers them not at all important.

Figure 5: Reducing Congestion is Top Priority

% saying each is ___ important for planners to take into consideration when designing I-10 improvements



SOURCE: Interstate-10 Improvement Study: General Population Telephone Survey
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Value of Improvement Projects

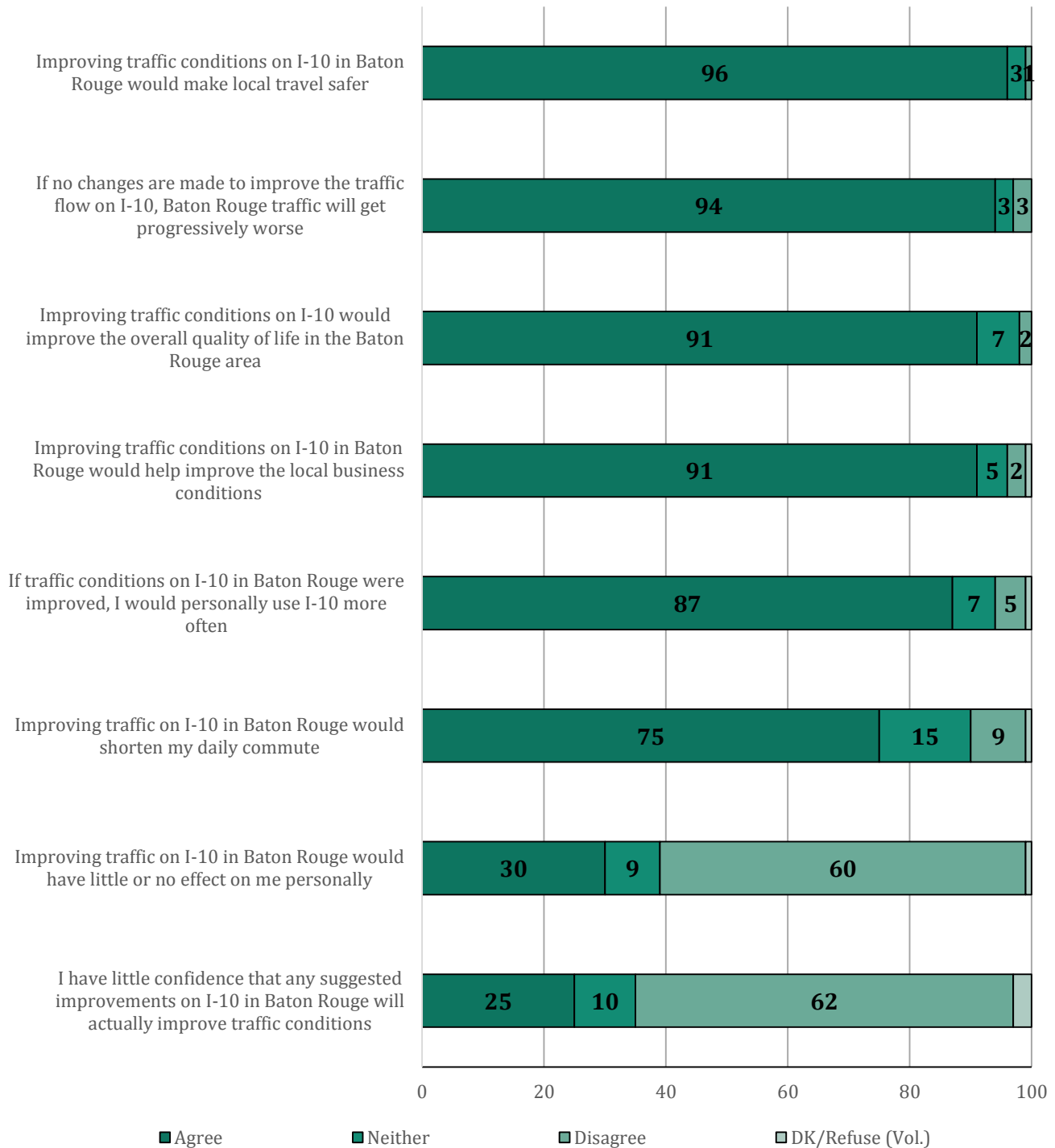
Area residents generally agree that an improvement project would provide benefits. They also worry about the impact if decision-makers fail to improve I-10 conditions in Baton Rouge. Nearly six in ten (59%) say it would be 'very bad' for the community if nothing is done to improve traffic on I-10 in Baton Rouge. Another 25% say it would be somewhat 'bad'. In other words, a very large majority (84%) believe that retaining the status quo will harm the community. Although, residents of East Baton Rouge Parish and residents who work near the Interstate are more likely than others to say that making no improvements would be bad for the community, large majorities of those who live and work further from the Interstate have a similar view. Large majorities also believe the status quo will be detrimental to commuters (90%).

Figure 6 displays the percent of respondents who agree with various statements about I-10 and efforts to improve it. Substantial majorities agree that improvements in traffic conditions on I-10 will improve safety (96%), improve quality of life in the Baton Rouge area (91%), and improve local business conditions (91%). Three fourths (75%) believe improving traffic conditions would shorten their daily commute, and 87% say they would use I-10 in Baton Rouge more often. Only 30% say that improvements to I-10 would have no effect on them.

Finally, most (60%) have confidence that improvements on I-10 will actually improve traffic conditions.

Figure 6: Large Majorities Agree on Need for Improvement

% saying they agree/disagree with the following statements



SOURCE: Interstate-10 Improvement Study: General Population Telephone Survey
Public Policy Research Lab



Public Policy Research Lab

Survey Methodology

Data in this report are from a randomly selected, representative group of adult residents of East Baton Rouge Parish and surrounding areas (Ascension Parish, Iberville Parish, Livingston Parish, and West Baton Rouge Parish). Data were collected via telephone interviews conducted from April 15 to May 6, 2015, among a randomly selected sample of 655 adult residents (18 years or older) of this geographic area. The sample includes 402 residents of East Baton Rouge Parish, 77 residents of Ascension Parish, 44 residents of Iberville Parish, 90 residents of Livingston Parish, and 42 residents of West Baton Rouge Parish.

The survey includes a traditional landline telephone survey combined with a survey of Louisiana cell phone users. The combined sample of 655 respondents includes 429 respondents interviewed on a landline and 226 respondents interviewed on a cell phone. The design of the landline sample ensures representation of both listed and unlisted numbers by use of random digit dialing. The cell phone sample is randomly drawn from known, available phone number banks dedicated to wireless service.

The response rate is 22% for the landline sample and 8% for the cell phone sample. This response rate is the percentage of residential households or personal cell phones for which an interview is completed. The rates are calculated using the American Association for Public Opinion Research's method for Response Rate 3 as published in their Standard Definitions. Response rates have declined steadily for all surveys over the past several decades. The response rates for this survey are within the range of what national survey research organizations such as Gallup and the Pew Research Center have reported.

The combined landline and cell phone sample is weighted using an iterative procedure that matches race and ethnicity, education, household income, gender and age to known profiles for East Baton Rouge Parish, Ascension Parish, Iberville Parish, Livingston Parish, and West Baton Rouge Parish found in the Census Bureau's American Community Survey. The sample is also weighted for population density by parish.

Weighting cannot eliminate every source of nonresponse bias. However, proper conduction of random sampling combined with accepted weighting techniques has a strong record of yielding unbiased results. The margin of error and tests for statistical significance take this weighting into account.

The overall sample has an overall margin of error of +/- 3.83 percentage points. The margin of error will be larger for subgroups within this sample (see MOE column in Detailed Tables).

In addition to sampling error, as accounted for through the margin of error, readers should recognize that questions wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Survey Questionnaire & Toplines

NOTE: Percentages may not sum to 100 due to rounding.

Q1. To begin, how often do you travel on I-10 in Baton Rouge?

Every day	38
Weekdays	10
Weekends	5
Occasionally (a few times per week)	36
Rarely	11
Never	0
Don't Know / Refused (Vol.)	0

[ASK ONLY IF Q1 = 'Everyday', 'Weekdays', 'Weekends' OR 'Occasionally']

Q2a. For what purposes do you generally travel on I-10 in Baton Rouge? Do you travel on I-10 to commute to work or school?

Yes	55
No	45
Don't Know / Refused (Vol.)	0

[ASK ONLY IF Q1 = 'Everyday', 'Weekdays', 'Weekends' OR 'Occasionally']

Q2b. Do you travel on I-10 to do other personal travel (such as dining, shopping, or doctor appointments)?

Yes	95
No	5
Don't Know / Refused (Vol.)	0

[ASK ONLY IF Q1 = 'Everyday', 'Weekdays', 'Weekends' OR 'Occasionally']

Q2c. Do you travel on I-10 to do business related local travel (such as deliveries or service calls)

Yes	37
No	63
Don't Know / Refused (Vol.)	0

[ASK ONLY IF Q1 = 'Everyday', 'Weekdays', 'Weekends' OR 'Occasionally']

Q3. Do you travel on I-10 for any other reason? If so, what is the reason?

[OPEN ENDED]

[ASK ONLY IF Q1 = 'Everyday', 'Weekdays', 'Weekends' OR 'Occasionally']

Q4a. How often do you travel on I-10 in Baton Rouge during the following hours: Morning Peak Hours Monday through Friday from 6-9am?

Frequently	43
Occasionally	22
Rarely	35
Don't Know / Refused (Vol.)	0

[ASK ONLY IF Q1 = 'Everyday', 'Weekdays', 'Weekends' OR 'Occasionally']

Q4b. Evening Peak Hours Monday through Friday from 3-7pm?

Frequently	43
Occasionally	31
Rarely	26
Don't Know / Refused (Vol.)	0

[ASK ONLY IF Q1 = 'Everyday', 'Weekdays', 'Weekends' OR 'Occasionally']

Q4c. Monday through Friday off-peak 10am to 2pm?

Frequently	25
Occasionally	44
Rarely	31
Don't Know / Refused (Vol.)	0

[ASK ONLY IF Q1 = 'Everyday', 'Weekdays', 'Weekends' OR 'Occasionally']

Q4d. Weekends Saturday and Sunday

Frequently	26
Occasionally	49
Rarely	24
Don't Know / Refused (Vol.)	0

[ASK ONLY IF Q1 = 'Everyday', 'Weekdays', 'Weekends' OR 'Occasionally']

Q5. How often do you experience congestion or travel delays on I-10 in Baton Rouge?

Daily	53
Occasionally	37
Rarely	10
Don't Know / Refused (Vol.)	1

Q6. When experiencing traffic related delays on I-10 in Baton Rouge, what is your estimated delay time?

Less than 10 minutes	11
10-19 minutes	32
20-30 minutes	28
More than 30 minutes	28
Don't Know / Refused (Vol.)	1

Q7. Do you ever avoid traveling on I-10 in the Baton Rouge area to avoid traffic delays?

Yes	84
No	15
Don't Know / Refused (Vol.)	0

Q8. Do you ever check for news or information about local traffic conditions before traveling in the Baton Rouge Area?

Yes	70
No	30
Don't Know / Refused (Vol.)	0

[ASK IF Q8 = 'Yes']

Q9a. Which of the following sources do you use to get information about local traffic conditions? Do you use television news?

Yes	72
No	28
Don't Know / Refused (Vol.)	0

[ASK IF Q8 = 'Yes']

Q9b. Do you use radio news?

Yes	73
No	27
Don't Know / Refused (Vol.)	0

[ASK IF Q8 = 'Yes']

Q9c. Do you use the Internet?

Yes	59
No	41
Don't Know / Refused (Vol.)	0

[ASK IF Q8 = 'Yes']

Q9d. Do you use smartphone apps (like Google Traffic)?

Yes	60
No	40
Don't Know / Refused (Vol.)	0

[ASK IF Q8 = 'Yes']

Q9e. Do you use a GPS device in your car?

Yes	32
No	27
Don't Know / Refused (Vol.)	0

[ASK IF Q8 = 'Yes']

Q9f. Do you use any others? Please specify.

[OPEN ENDED]

Q10. Do you use any other devices or sources to get information about local traffic conditions? If so, what are they?

[OPEN ENDED]

Q11a. Now, I am going to ask you to rate travel along I-10 in Baton Rouge along a number of criteria. Please rate each item on a 1-5 scale, where 1 indicates a very negative or poor evaluation and 5 indicates a very positive or excellent evaluation. To begin, how would you rate I-10 in Baton Rouge in terms of the ease and speed of travel? Would you say it is excellent, good, fair, not so good, or poor?

Poor	21
Not so Good	23
Fair	38
Good	15
Excellent	3
Don't Know / Refused (Vol.)	0

Q11b. How would you rate I-10 in Baton Rouge in terms of safety?

Poor	12
Not so Good	17
Fair	44
Good	23
Excellent	4
Don't Know / Refused (Vol.)	0

Q11c. What about in terms of the visibility and usefulness of signs along I-10 in Baton Rouge?

Poor	5
Not so Good	7
Fair	25
Good	42
Excellent	21
Don't Know / Refused (Vol.)	0

Q11d. What about the physical condition of I-10 in Baton Rouge?

Poor	8
Not so Good	9
Fair	33
Good	43
Excellent	7
Don't Know / Refused (Vol.)	1

Q11e. How would you rate I-10 in Baton Rouge in terms of the availability of alternative routes?

Poor	28
Not so Good	17
Fair	34
Good	15
Excellent	4
Don't Know / Refused (Vol.)	3

Q12. Based on your personal experience, what area along I-10 between LA 415 and the I-10/I-12 split experiences the worst traffic congestion?

[OPEN ENDED]

Q13. And based on your experience, which interchanges getting on to or off of I-10, between LA 415 and I-10/I-12 split, are most problematic?

[OPEN ENDED]

[ASK IF ANSWERED Q13]

Q14. If you could make one change to improve traveling on I-10 on the section you just mentioned what would it be?

[OPEN ENDED]

Q15. I am going to read through a list of items, planners would take into consideration in designing improvements to I-10. Please tell me how important each item is to you personally: Reducing noise in local neighborhoods?

Very important	23
Somewhat important	25
Not very important	29
Not at all important	22
Don't Know / Refused (Vol.)	1

Q16. Reducing congestion and travel delays?

Very important	93
Somewhat important	5
Not very important	1
Not at all important	1
Don't Know / Refused (Vol.)	0

Q17. Minimizing environmental impacts on local neighborhoods?

Very important	46
Somewhat important	36
Not very important	10
Not at all important	6
Don't Know / Refused (Vol.)	1

Q18. Minimizing construction-related impacts on local neighborhoods?

Very important	41
Somewhat important	41
Not very important	11
Not at all important	6
Don't Know / Refused (Vol.)	1

Q19. Minimizing construction-related impacts on local businesses?

Very important	43
Somewhat important	37
Not very important	13
Not at all important	5
Don't Know / Refused (Vol.)	2

Q20. Now imagine that nothing is done to improve traffic on I-10 in Baton Rouge. How good or bad do you think that would be for the local community?

Very Good	4
Somewhat Good	4
Neither Good nor Bad	8
Somewhat Bad	25
Very Bad	59
Don't Know / Refused (Vol.)	2

Q21. Imagine again that nothing is done to improve traffic on I-10 in Baton Rouge. How good or bad do you think that would be for daily commuters?

Very Good	3
Somewhat Good	2
Neither Good nor Bad	5
Somewhat Bad	16
Very Bad	74
Don't Know / Refused (Vol.)	0

Q22. What do you think the single biggest benefit would be to improving traffic flow on I-10 in Baton Rouge?

[OPEN ENDED]

Q23. And what would be your biggest concern about efforts to improve traffic flow?

[OPEN ENDED]

Q24. Please tell me whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements: If no changes are made to improve the traffic flow on I-10, Baton Rouge traffic will get progressively worse.

Strongly agree	64
Agree	30
Neither agree nor disagree	3
Disagree	2
Strongly Disagree	1
Don't Know / Refused (Vol.)	0

Q25. If traffic conditions on I-10 in Baton Rouge were improved, I would personally use I-10 more often.

Strongly agree	50
Agree	37
Neither agree nor disagree	7
Disagree	5
Strongly Disagree	0
Don't Know / Refused (Vol.)	1

Q26. Improving traffic on I-10 in Baton Rouge would shorten my daily commute.

Strongly agree	44
Agree	31
Neither agree nor disagree	15
Disagree	6
Strongly Disagree	3
Don't Know / Refused (Vol.)	2

Q27. Improving traffic on I-10 in Baton Rouge would have little or no effect on me personally.

Strongly agree	12
Agree	18
Neither agree nor disagree	9
Disagree	30
Strongly Disagree	30
Don't Know / Refused (Vol.)	0

Q28. Improving traffic conditions on I-10 in Baton Rouge would make local travel safer.

Strongly agree	58
Agree	38
Neither agree nor disagree	3
Disagree	0
Strongly Disagree	1
Don't Know / Refused (Vol.)	0

Q29. Improving traffic conditions on I-10 would improve the overall quality of life in the Baton Rouge area.

Strongly agree	52
Agree	39
Neither agree nor disagree	7
Disagree	2
Strongly Disagree	0
Don't Know / Refused (Vol.)	0

Q30. NO QUESTION

Q31. Improving traffic conditions on I-10 in Baton Rouge would help improve the local business conditions.

Strongly agree	46
Agree	45
Neither agree nor disagree	5
Disagree	2
Strongly Disagree	0
Don't Know / Refused (Vol.)	1

Q32. I have little confidence that any suggested improvements on I-10 in Baton Rouge will actually improve traffic conditions.

Strongly agree	10
Agree	15
Neither agree nor disagree	10
Disagree	41
Strongly Disagree	21
Don't Know / Refused (Vol.)	2

Q33. Which of the following sources would you be MOST likely to use to learn about a potential I-10 corridor improvement project?

Television	44
Radio	6
Newspaper	11
Internet	19
Public meetings	2
Social media (e.g., Facebook or Twitter)	14
Local neighborhood association meetings or newsletters	4
Don't Know / Refused (Vol.)	0

Q34. Approximately how far do you live from an interchange on the stretch of I-10 between LA415 and the 10-12 Split?

Less than a mile	8
1-2 miles	11
3-5 miles	22
6-10 miles	22
More than 10 miles	35
Don't Know / Refused (Vol.)	2

Q35. Which category best describes your interest in this project? [PLEASE CHOOSE ONE ANSWER ONLY]

Resident along this section of I-10	22
Business or institution (owner/manager) along this section of I-10	5
Commuter utilizing this section of I-10	56
Other, please specify [OPEN ENDED]	12
Don't Know / Refused (Vol.)	5

Q36. In what zip code do you live?

[OPEN ENDED]

Q37. Are you currently employed?

Yes	67
No	33
Don't Know / Refused (Vol.)	0

Q38. Are you or anyone in your household currently employed in a business that is located along the I-10 corridor or in downtown Baton Rouge?

Yes	33
No	67
Don't Know / Refused (Vol.)	0

Q39. What is the longest commute that anyone in your household has to make on a regular basis?

Less than 5 minutes	3
5-10 minutes	10
11-30 minutes	34
30 minutes or more	51
Don't Know / Refused (Vol.)	1

Q40. How many cars, trucks, or other motor vehicles are used in your household?

[OPEN ENDED]

Mean response: 4.29 cars

Median response: 2 cars

Q41. What is your age?

[OPEN ENDED]

Mean response: 44.26 years

Median response: 43 years

Q42. Which of the following categories best describes your level of education? Please stop me when I get to that category.

Less than High School	13
High School Education or GED	31
Some College or Associate's Degree	28
Bachelor's Degree or higher	28
Don't Know / Refused (Vol.)	0

Q43. Which of the following best describes you? Are you white, African-American, Asian, Native American or something else?

White/Caucasian	58
Hispanic	0
Black/African-American	35
Asian	1
Native American/Pacific Islander	0
Mixed race (Vol.)	1
Other	2
Don't Know / Refused (Vol.)	2

Q44. Are you currently employed full-time, employed part-time, retired, unemployed and looking for work, or not employed and not looking for work?

Employed Full-time	57
Employed Part-time	10
Retired	18
Unemployed and looking for work	5
Not employed and not looking for work	7
Disabled (Vol.)	4
Don't Know / Refused (Vol.)	0

Q45. We would like to know what your family income was last year before taxes. This information will remain strictly confidential and will only be used for statistical purposes. Please stop me when I get to the category that includes your family income.

Under \$10,000	8
\$10,000 - \$19,999	5
\$20,000 - \$29,999	11
\$30,000 - \$39,999	11
\$40,000- \$49,999	8
\$50,000 - \$74,999	9
\$75,000 - \$99,999	7
\$100,000 - \$149,999	12
\$150,000 - \$199,999	5
\$200,000 or more	4
Don't Know / Refused (Vol.)	22

[ASK ONLY IF UNSURE]

Q46. Gender

Male	48
Female	52

Q47. Do you have any other thoughts or concerns about a potential project to improve traffic flow on I-10 that we haven't asked about?

[OPEN-ENDED]