



Central Florida Commuter Rail citizen public opinion survey

October 4th-5th, 2008

Methodology

- Sample of 502 respondents
 - Taken from a population of registered voters in four counties
 - N=100 per county
 - Reweighted to reflect 4-county household population
 - Including 151 households in the designated “rail corridor” (again, weighted proportionately to household population)
- Interviews conducted October 4-5, 2008
- Typical interview was about 15 minutes
- Sampling error of $\pm 4.4\%$ for 502 cases

Key findings

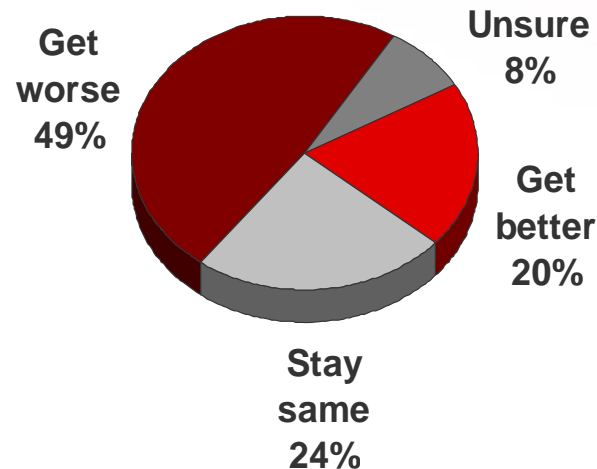
- Despite modest public awareness of details, there is a strong support among the citizenry for proceeding with development of commuter rail transit in Central Florida
 - Voters seem to resolve conflicts between traffic congestion and the costs of rail transit with an eye toward faster and safer travel in the region
- Support for rail transit springs more from anticipated personal than societal benefits
- Cool colors (like blues) and the words “sleek” and “cutting-edge” give some insight into public desires and expectations for commuter rail

Opinion climate

part 1 of 4

- Consistent with “wrong track” sentiments nationally (and their own commuting experience personally) residents across the region expect the region’s transportation situation to only worsen in coming years

Expect Central FL transportation system over next five years to...



Opinion climate

part 2 of 4

- Overwhelming belief that...
 - Solution lies outside the automobile
 - Need for action is urgent
- Tamped down by still-decisive realization that...
 - Many people don't want to get out of their own car
 - Costs may well present a not-yet surmountable hurdle

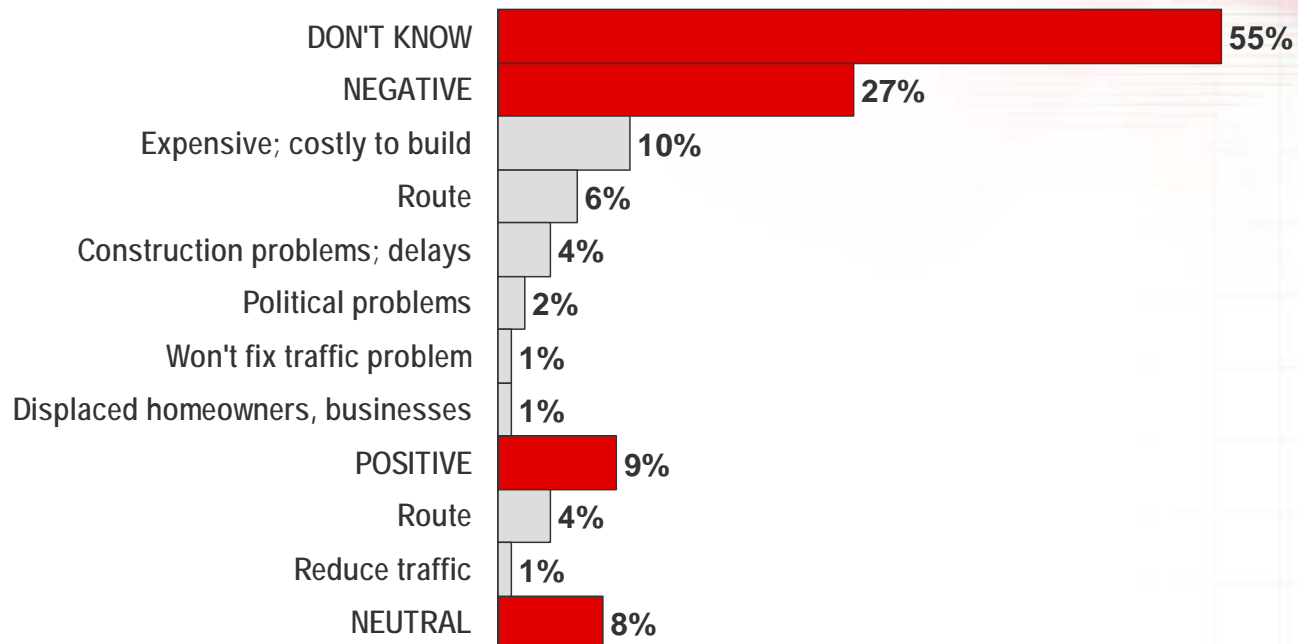
<u>Position</u> on transit-related issues	Agree			Disagree	
	strongly	total	margin	total	strongly
Alternatives to auto-commuting are necessary to reduce traffic congestion in region	56	87%	+ 75	12	5
Now is the time for our region to invest in a new, modern mass transit system	49	79%	+ 63	16	5
Central Florida commuters will never give up their cars to commute to and from work	26	59%	+ 21	38	14
Mass transit systems just cost too much tax money to build these days	25	51%	+ 12	42	20

Opinion climate

part 3 of 4

- Most folks don't know enough to offer an opinion on the current commuter rail proposal—but opponents are quicker to express an opinion than fans

***Top of mind* verbatim comments re: proposed commuter rail system**

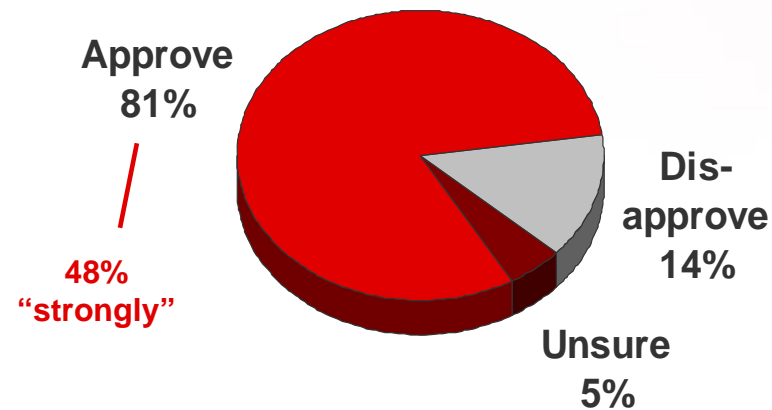


Opinion climate

part 4 of 4

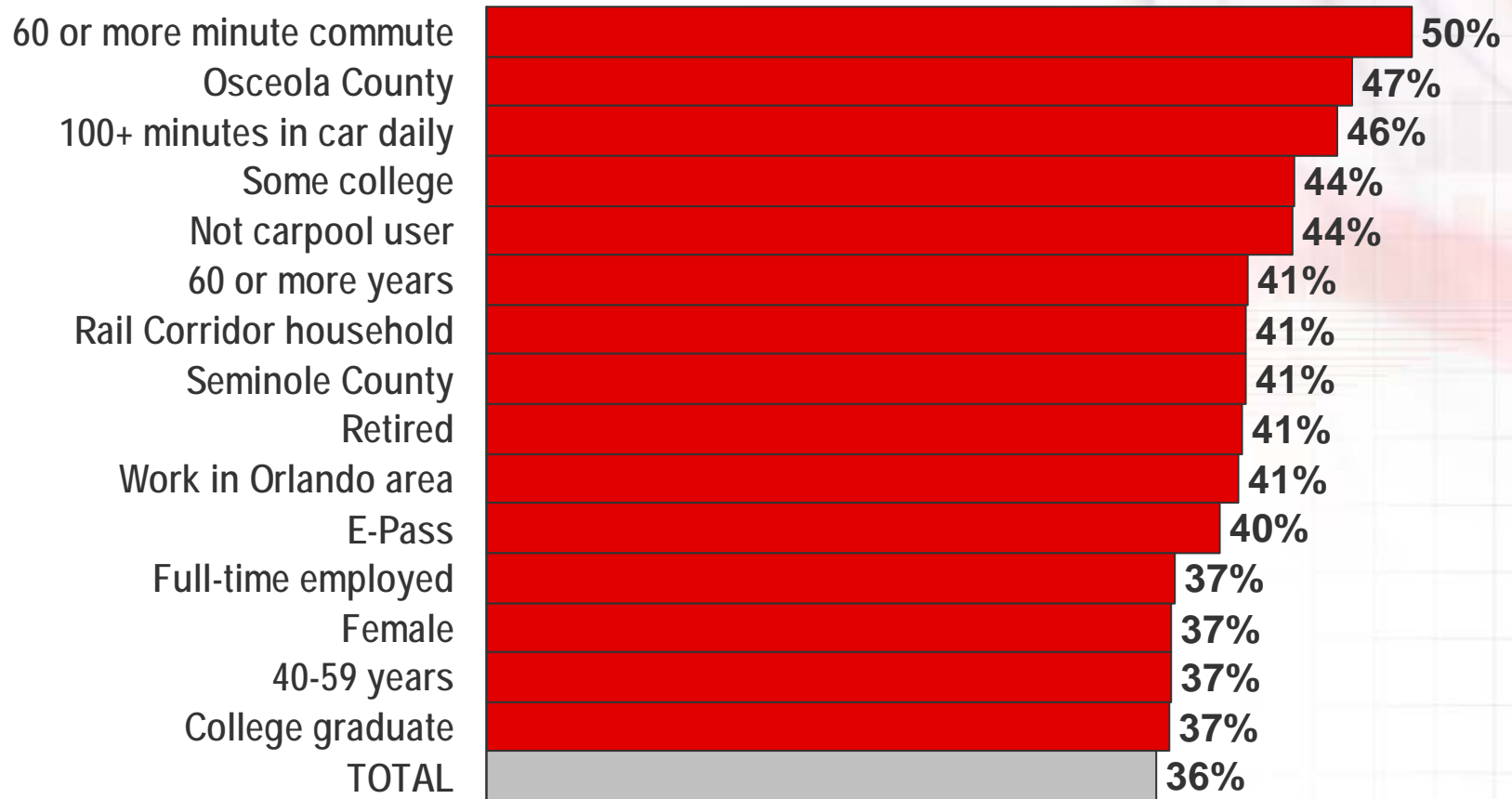
- On balance, however, whatever their lack of awareness or reservations, the public wants progress to be made

Central Florida *proceeding* to build commuter rail transit system—



Strongest SUPPORTERS

*select categories w/above-average likelihood of “strongly” agreeing that
“time to invest is now” and “region should proceed” with commuter rail system*



What they want

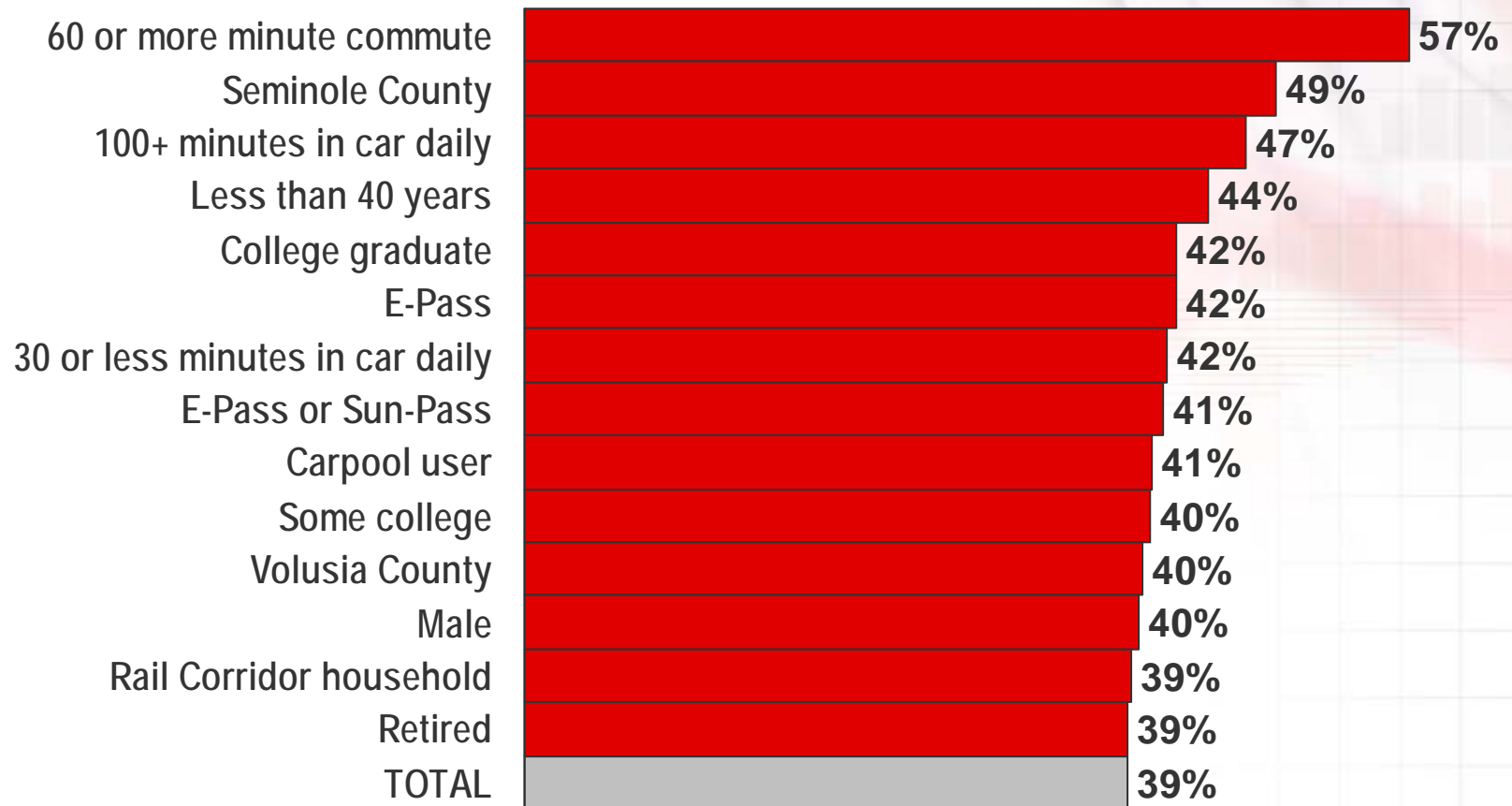
part 1 of 2

- Concerns over traffic congestion (and a desire to cut commute times) drive public demand
 - But safety is still a critical priority

How <i>important</i> a transit system goal?	essential	very	somewhat	not very	uns/ref
Relieve traffic congestion	39%	49	7	3	2
Make travel safer	31%	52	12	5	1
Cut commute times	26%	47	17	7	1
Add variety of transportation choices	26%	44	20	8	2
Corridors/connections between population/business centers	25%	46	19	8	3
Provide modern rail transit options	20%	46	18	14	2

Most CONGESTED

*select categories w/above-average likelihood of saying
“relieving traffic congestion” should be an “essential goal” of commuter rail system*



What they want

part 2 of 2

- Personal concerns of safety, cleanliness and reliability take precedence over (still valued) societal benefits
 - “Bettering the region” in various ways is nice and will always secure assent, but decisions will be made according to “what’s in it for me” mentality

<u>Priority of commuter rail system traits</u>	very high	high	medium	low
Safe and secure	66	86%	8	3
Clean and well-maintained	57	82%	14	2
Runs on time and keeps to its schedule	53	81%	14	1
Saves energy through efficient mass transit	52	80%	14	2
Frequent and convenient arrival and departure times	45	79%	16	3
Protects our air quality from pollution	52	78%	17	1
Reduces rush hour traffic and congestion on our highways	54	77%	16	5
Fast and saves time	47	75%	18	3
Attracts new jobs and investments to Central Florida	49	71%	22	3
Easy to use from where I or other members of my family live and work	43	71%	23	3

How they want it

part 1 of 2

- Cool colors (“blues, greens, and purples that match our skies and environment”) are consistently perceived as best matching the system qualities the public desires

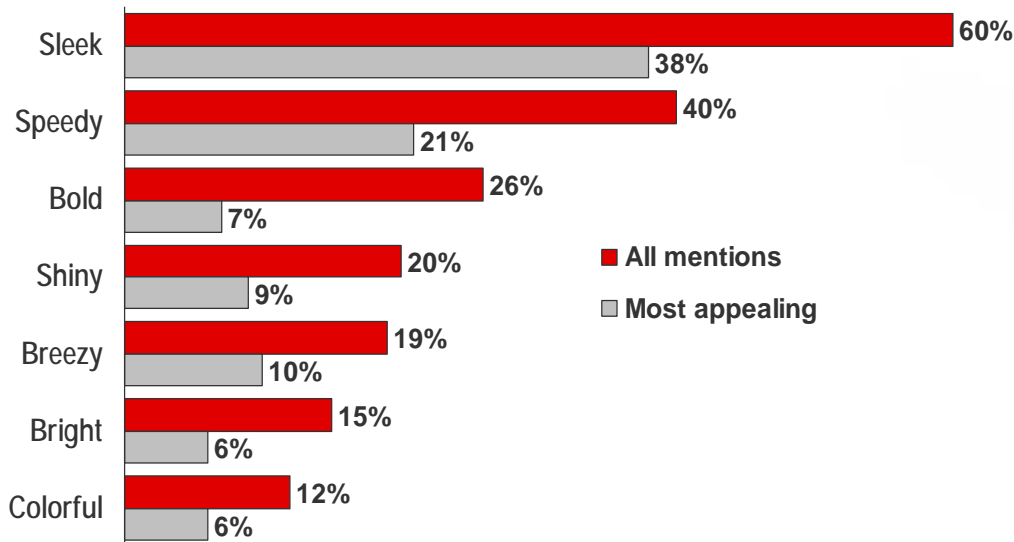
Color <u>scheme</u> that best matches...	cool	metallic	warm
Clean train	45%	28	20
Safe train that is carefully maintained and safe to ride on	42%	28	23
Train that stays on time according to its schedule	35%	34	23
Popular train that many people you know want to ride	35%	33	23
System with lots of choices and connections	33%	31	28
Fast train	22%	53	20

How they want it

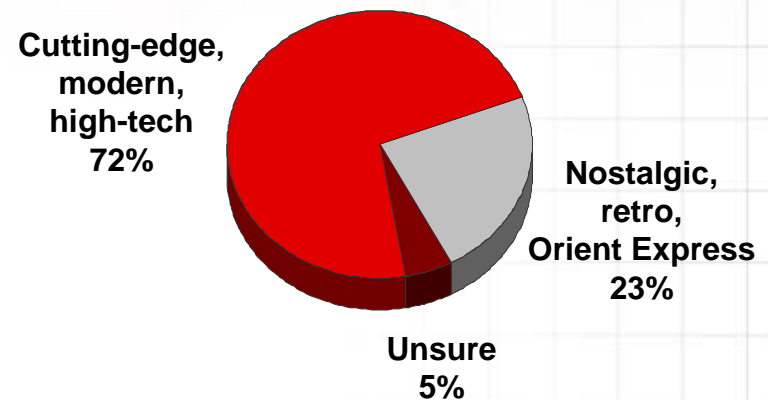
part 2 of 2

- Public's preference is decisive for a sleek, speedy, modern high-tech train

Words that describe appealing commuter rail system

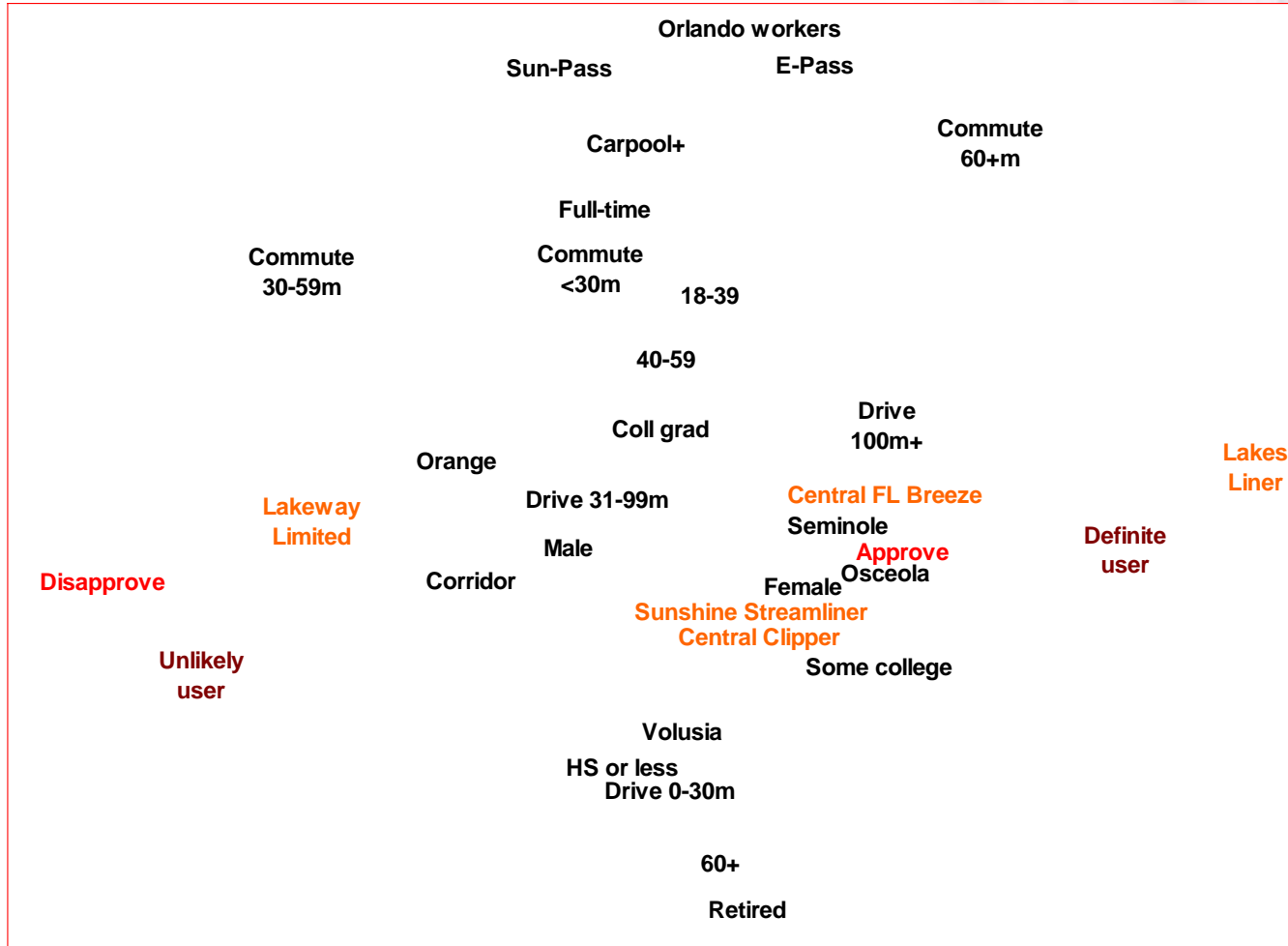


Type of train would most enjoy riding



APPEALING NAME perceptual map

most appealing name with demographics



BIG PICTURE perceptual map

