



Greater Cincinnati Voter Attitudes on Transportation Issues

***Key Findings of a Regional Voter Survey
Commissioned by the Cincinnati USA Regional
Chamber and Conducted May 20-24, 2017***

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PUBLIC OPINION RESEARCH & STRATEGY

220-4754

Methodology

- 800 interviews with voters in Greater Cincinnati:
 - 200 voters in Hamilton County, and an additional 200 to yield a total sample of 400 on key questions
 - 200 in Butler, Clermont, and Warren Counties in Ohio
 - 200 voters in Dearborn County, Indiana, and Boone, Campbell and Kenton counties in Kentucky



- All data weighted to reflect the true geographic distribution of voters in the region
- Margin of sampling error of $\pm 4.6\%$ at the 95% confidence interval for the overall sample
- Conducted May 20-24, 2017, via landline and cell phones among voters who participated in the November 2016 election
- Due to rounding, some percentages do not add up to 100%



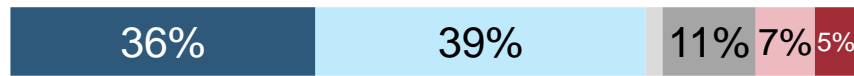
Issue Context

Voters have positive views of transportation agencies and companies.

■ Very Fav.
 ■ Smwt. Fav.
 ■ NHO
 ■ CR
 ■ Smwt. Unfav.
 ■ Very Unfav.
 Total Fav. **Total Unfav.**



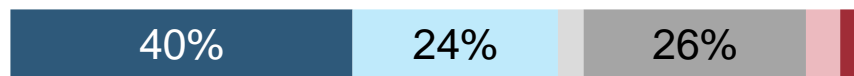
CVG, the Cincinnati Northern Kentucky International Airport



75% **12%**



*Transit Authority of Northern Kentucky, or TANK



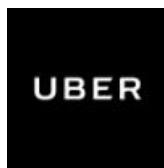
64% **7%**



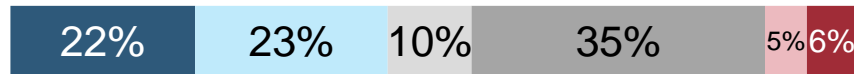
go*METRO ^Cincinnati Metro



55% **13%**



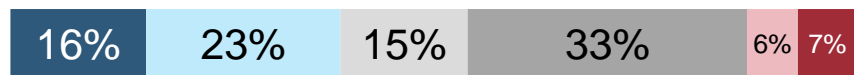
Uber



44% **11%**



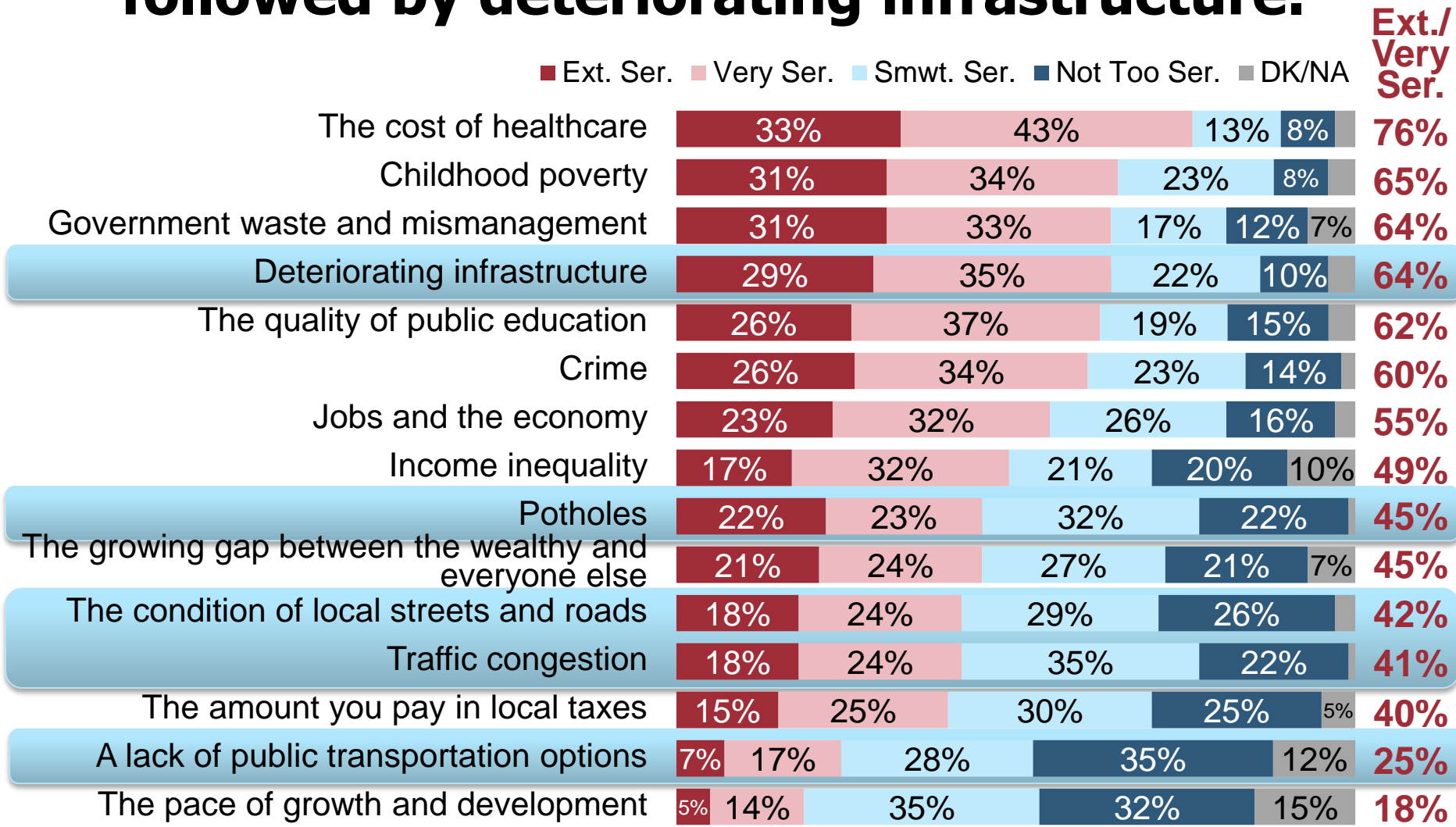
^The Southwest Ohio Regional Transit Authority, or SORTA



39% **13%**

*Asked in Kentucky Only ^ Hamilton County Only

Healthcare, poverty and government waste are seen as the most serious challenges, followed by deteriorating infrastructure.



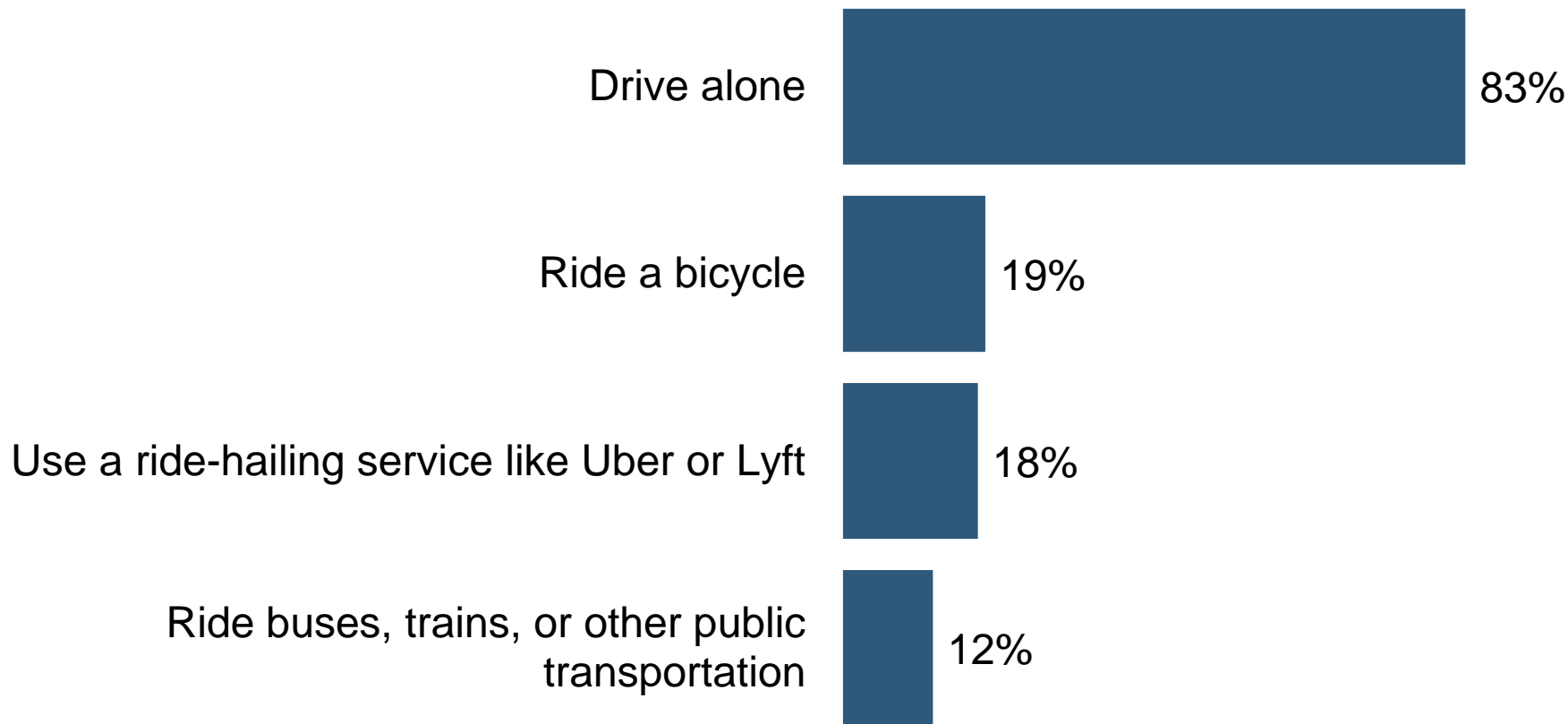
Q2. Here is a list of issues facing your community. Please tell me whether you consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem or a not too serious problem for people who live in the greater Cincinnati region. Split Sample



Regional Attitudes About Transportation

Voters in the region overwhelmingly rely on driving alone to get around.

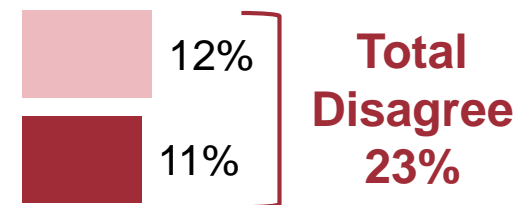
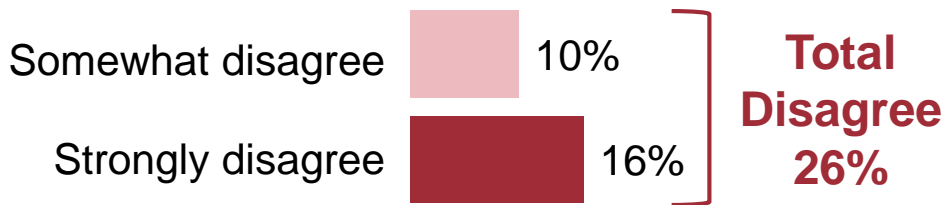
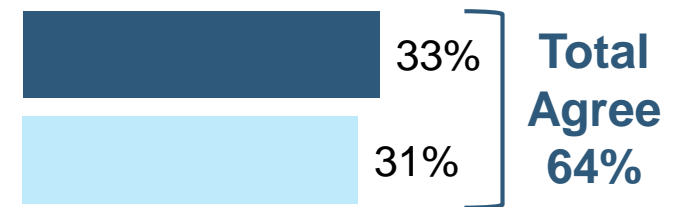
Do you regularly, that is, at least two or three times per week, use each of the following modes of transportation? By that, I mean for any purpose, including commuting to school or work, running errands, or recreation.



About two-thirds see a benefit to public transportation, and feel that the current transportation system is outdated.

My community would benefit from an expanded and improved public transportation system

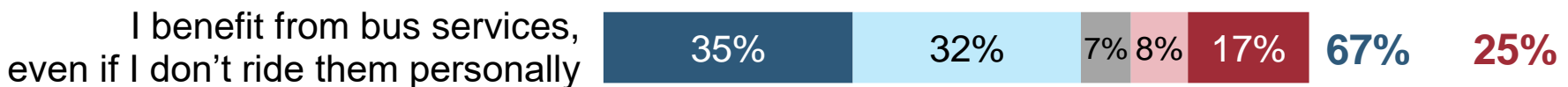
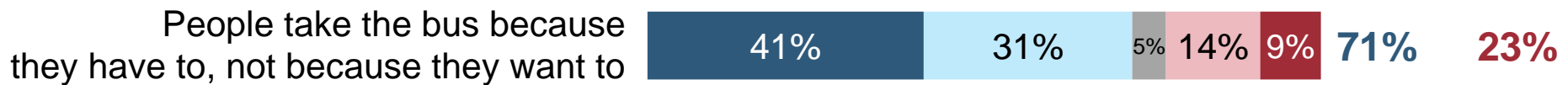
Our regional transportation infrastructure is outdated, unreliable and inefficient



Voters see personal benefits from the bus system, even when they don't use it; they also want to spend less time in their cars.

■ Strng. Agree ■ Smwt. Agree ■ DK/NA ■ Smwt. Disagree ■ Strng. Disagree

Total Agree **Total Disagree**

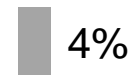
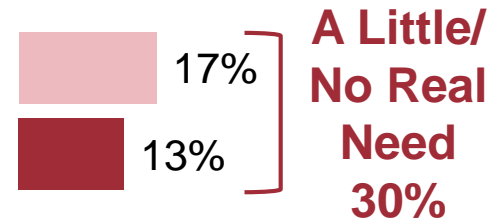
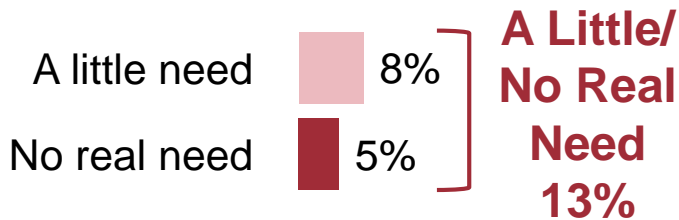
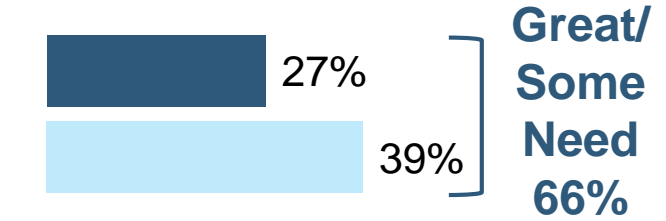
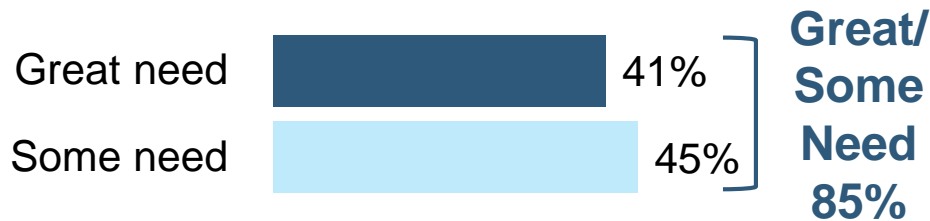


Large majorities see at least some need to invest more transportation funding, though more urgently for road repairs than public transit.

In general, how much need would you say that there is for more money to_____?

Properly maintain and repair streets and roads

Increase the use of alternatives to driving, such as buses, rail, walking and biking



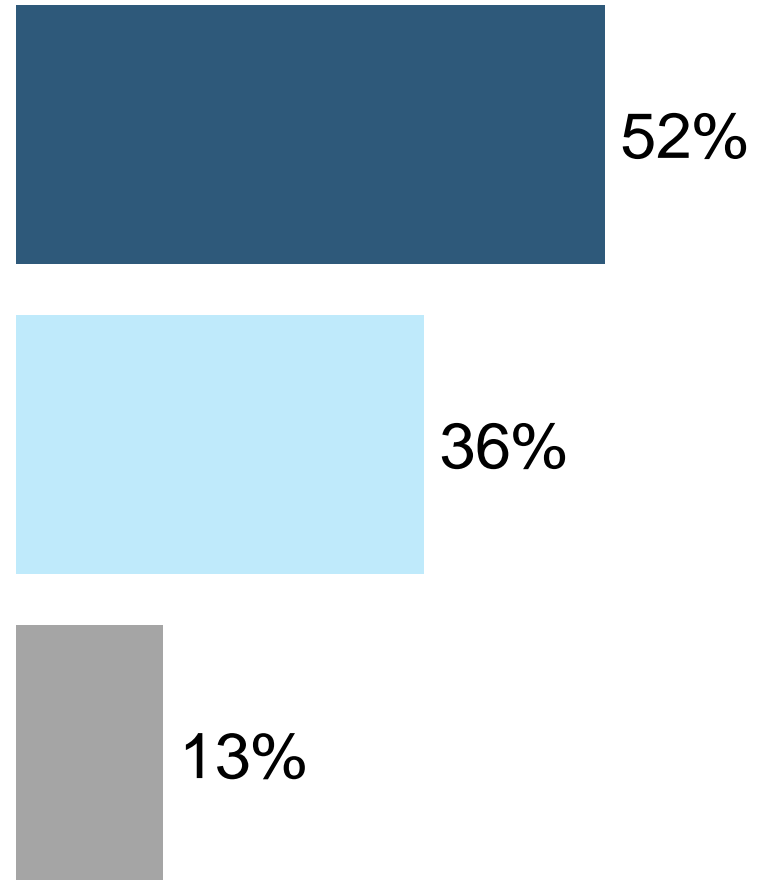
Highways are a much higher priority than public transit.

Our top transportation priority should be building, repairing, and expanding roads and highways

OR

Our top transportation priority should be improving and expanding public transportation, including trains and buses

Both/Neither/
Don't know/NA



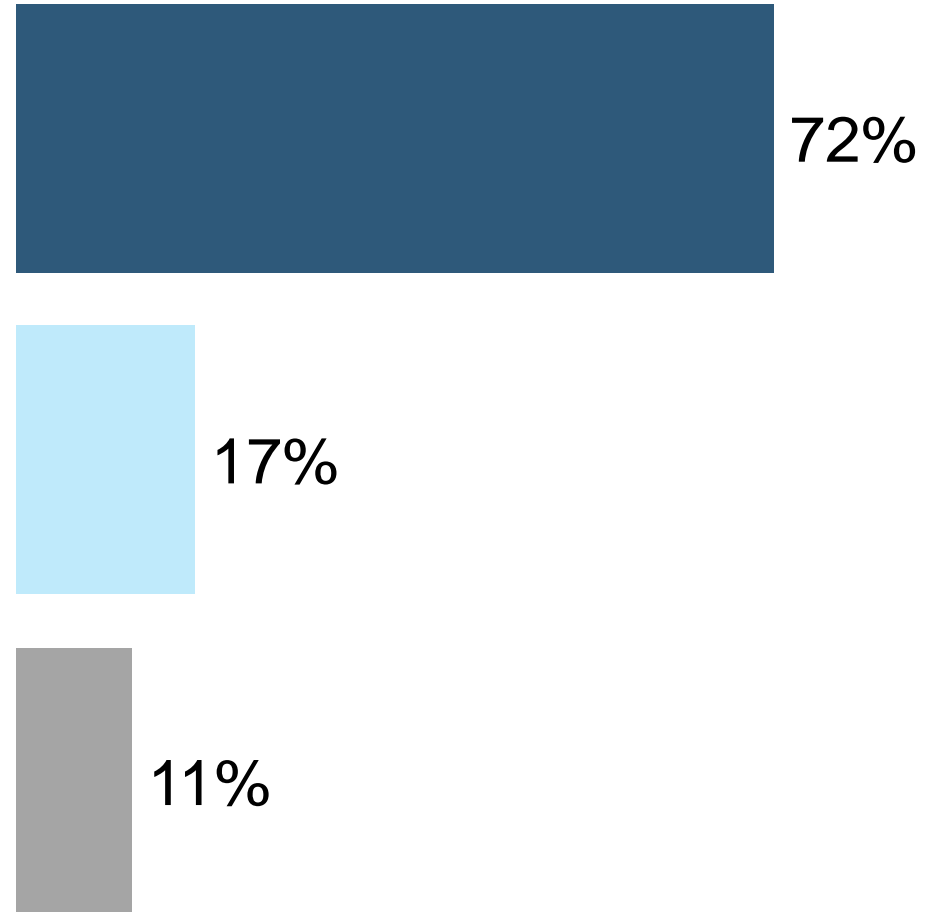
Voters strongly prefer fixing the roads and highways we have over expanding them.

Before we expand roads and widen highways, we should fix what we have first

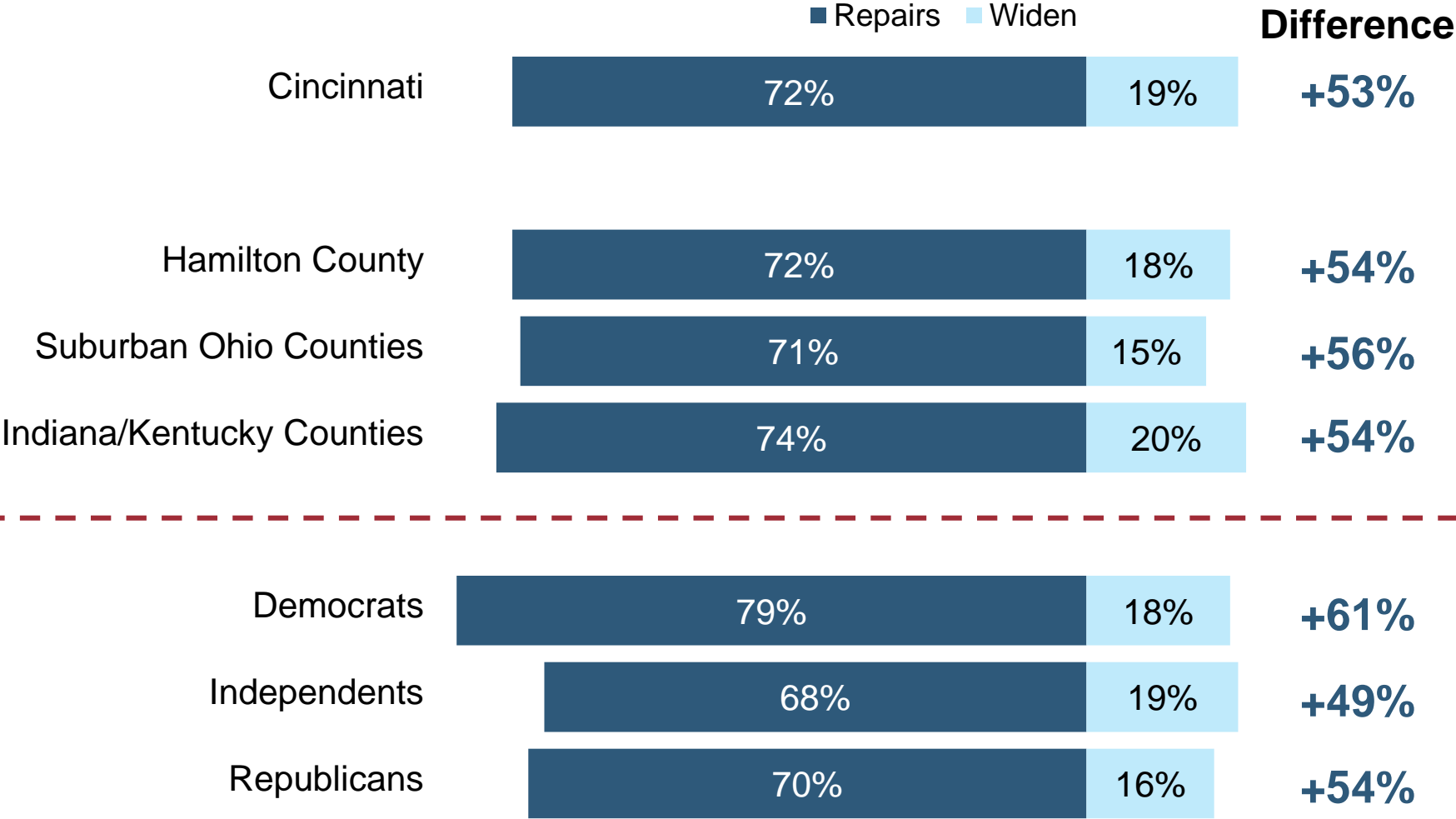
OR

It is important to expand roads and widen highways to address growth, even if it means spending less on routine repairs now

Both/Neither/
Don't know/NA



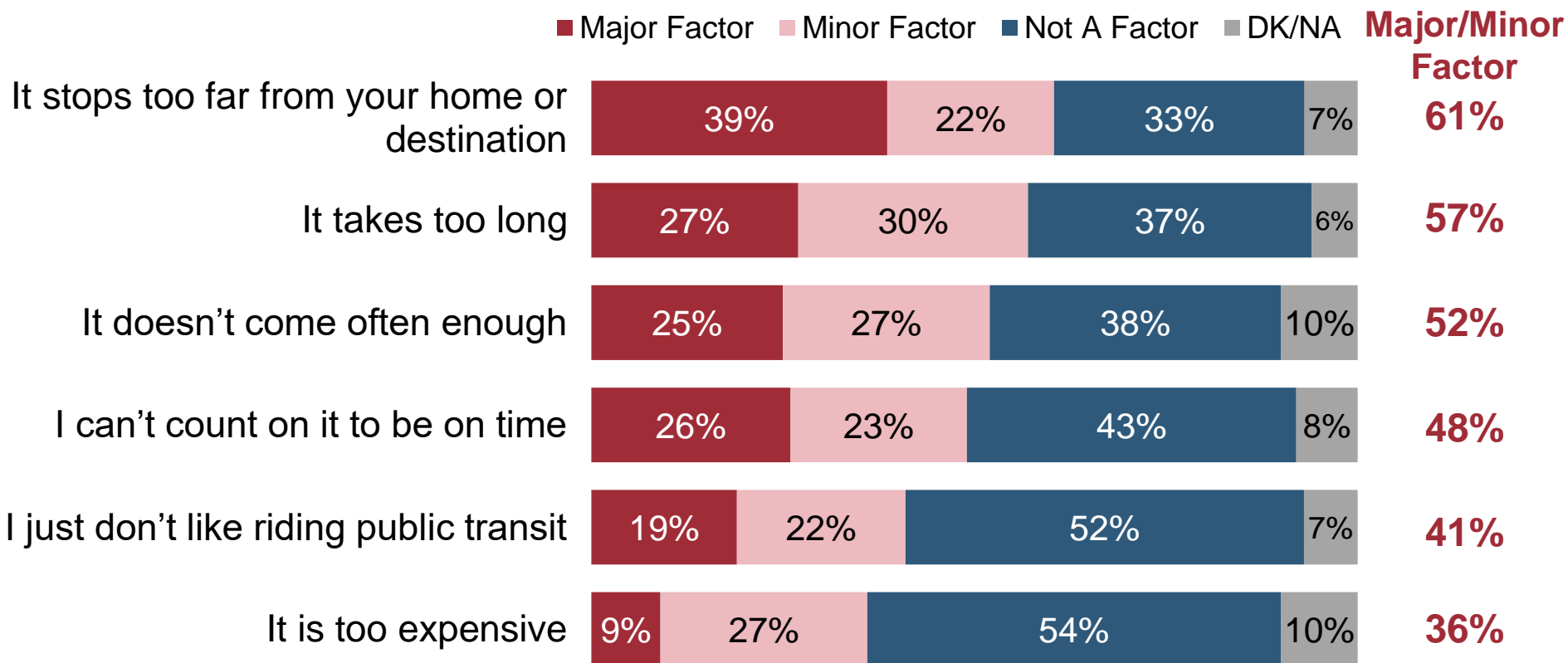
Fix-it-first is a higher priority across party and geographic groups.



Q6b. I'm going to read you several pairs of statements about transportation, and I'd like you to tell me which is closer to your view.

Reliability and convenience are the biggest barriers to riding transit more often.

I'm going to read you a list of barriers that some people say keep them from using public transportation, like trains or buses, more often than they do. Please tell me whether it is a major factor that keeps you from using public transportation more often, a minor factor, or not a factor at all.

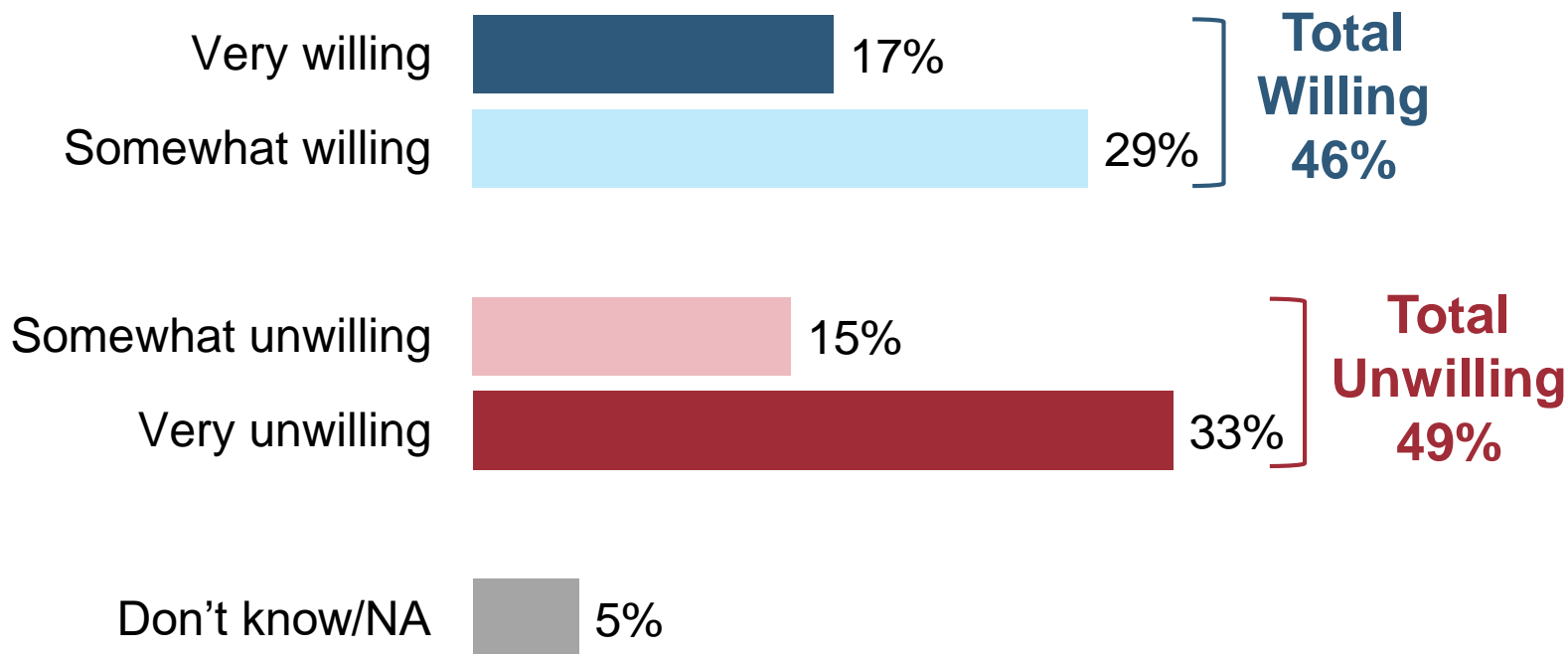




Voter Support for Transportation Investments

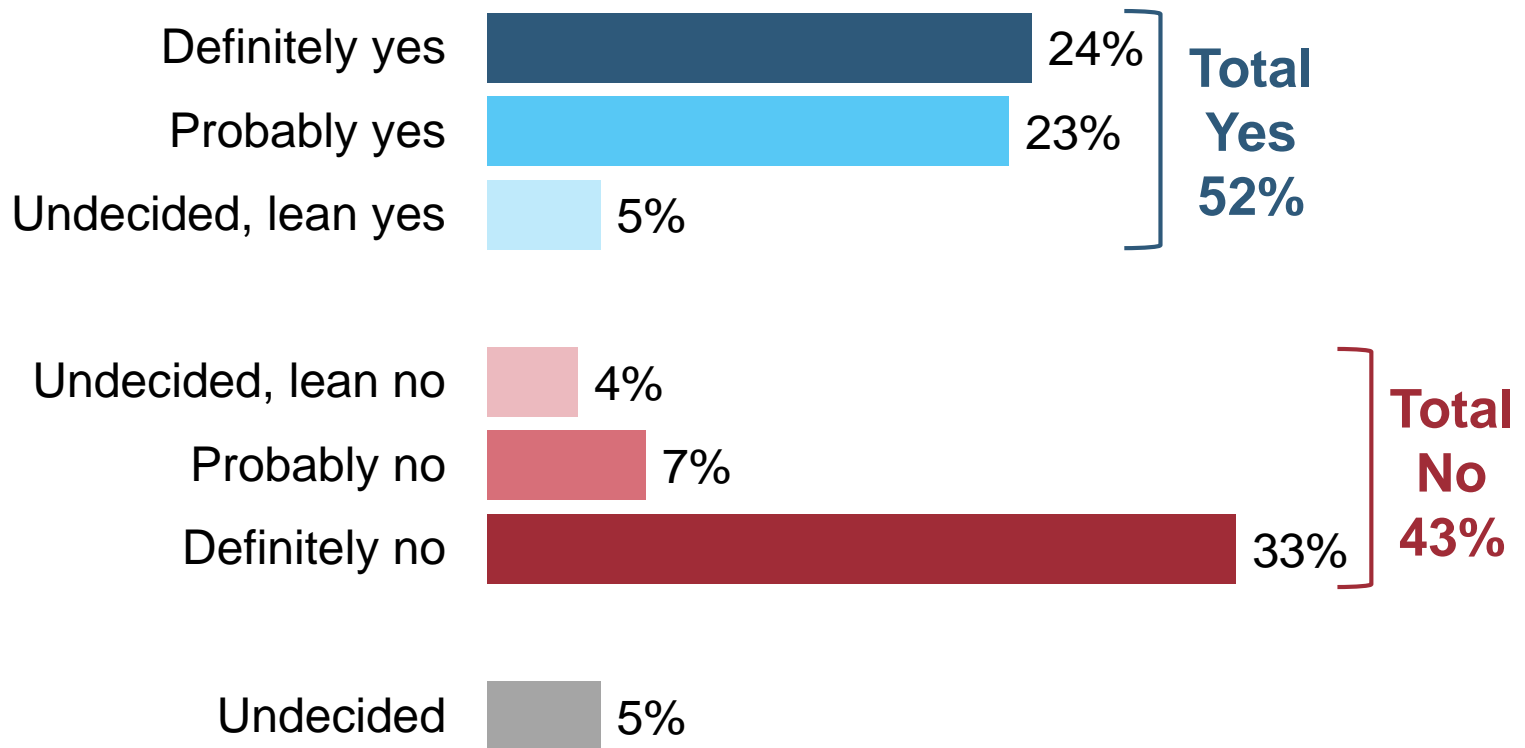
Conceptually, voters are split on their willingness to pay additional taxes to fund *regional* improvements.

Some people have proposed creating a regional public transportation system that would better connect people to major jobs and medical centers in the region. Regardless of how the money were raised, would your household be willing to pay additional taxes to fund the creation of this kind of regional transportation system?

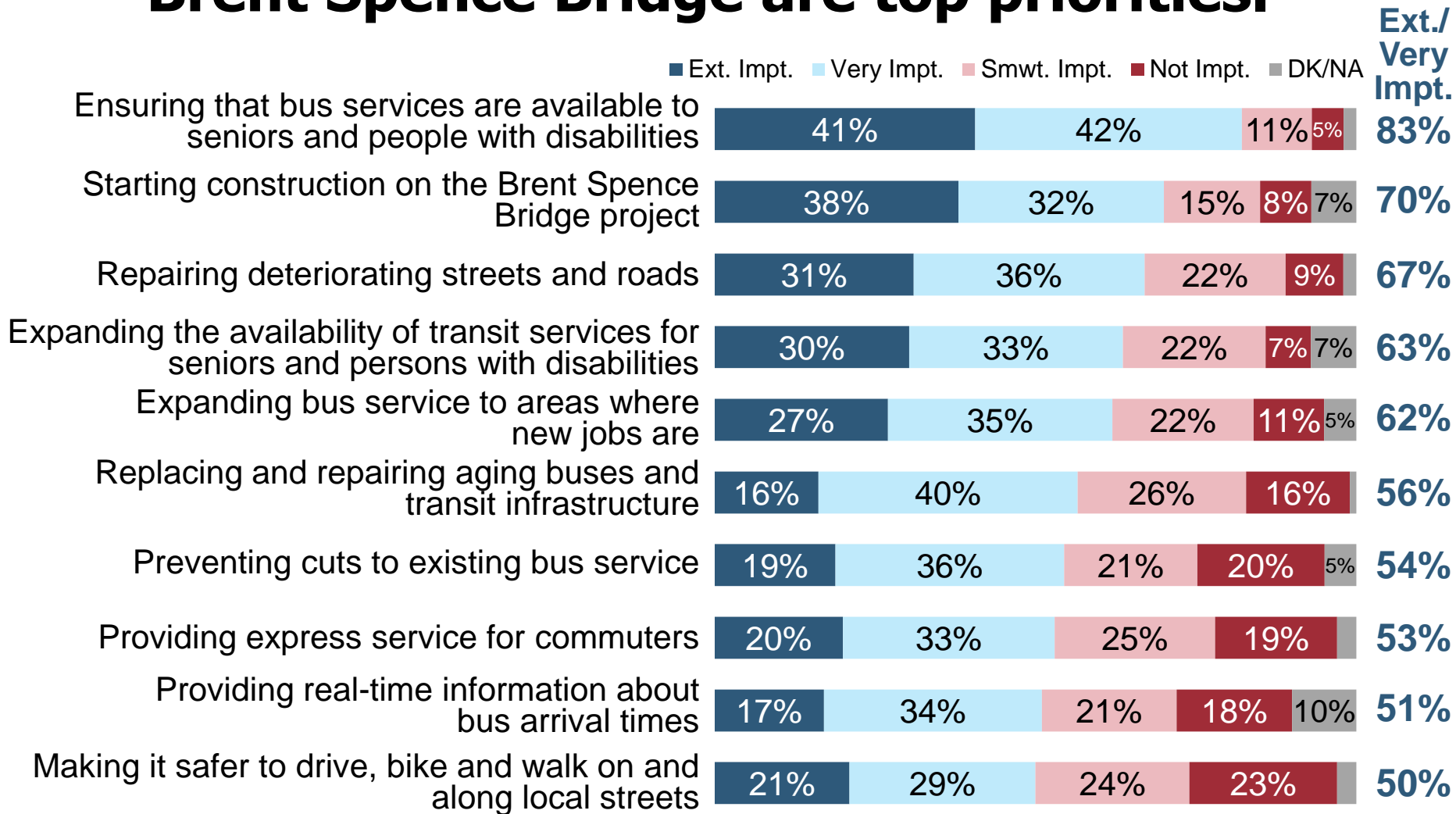


A narrow majority in Hamilton County is willing to pay 0.5% in new sales taxes.

Some people have discussed a ballot measure for Hamilton County to fund improvements to the bus system through a sales tax. If the sales tax rate were one half of 1%, do you think you would vote yes in favor of it or no to oppose it?

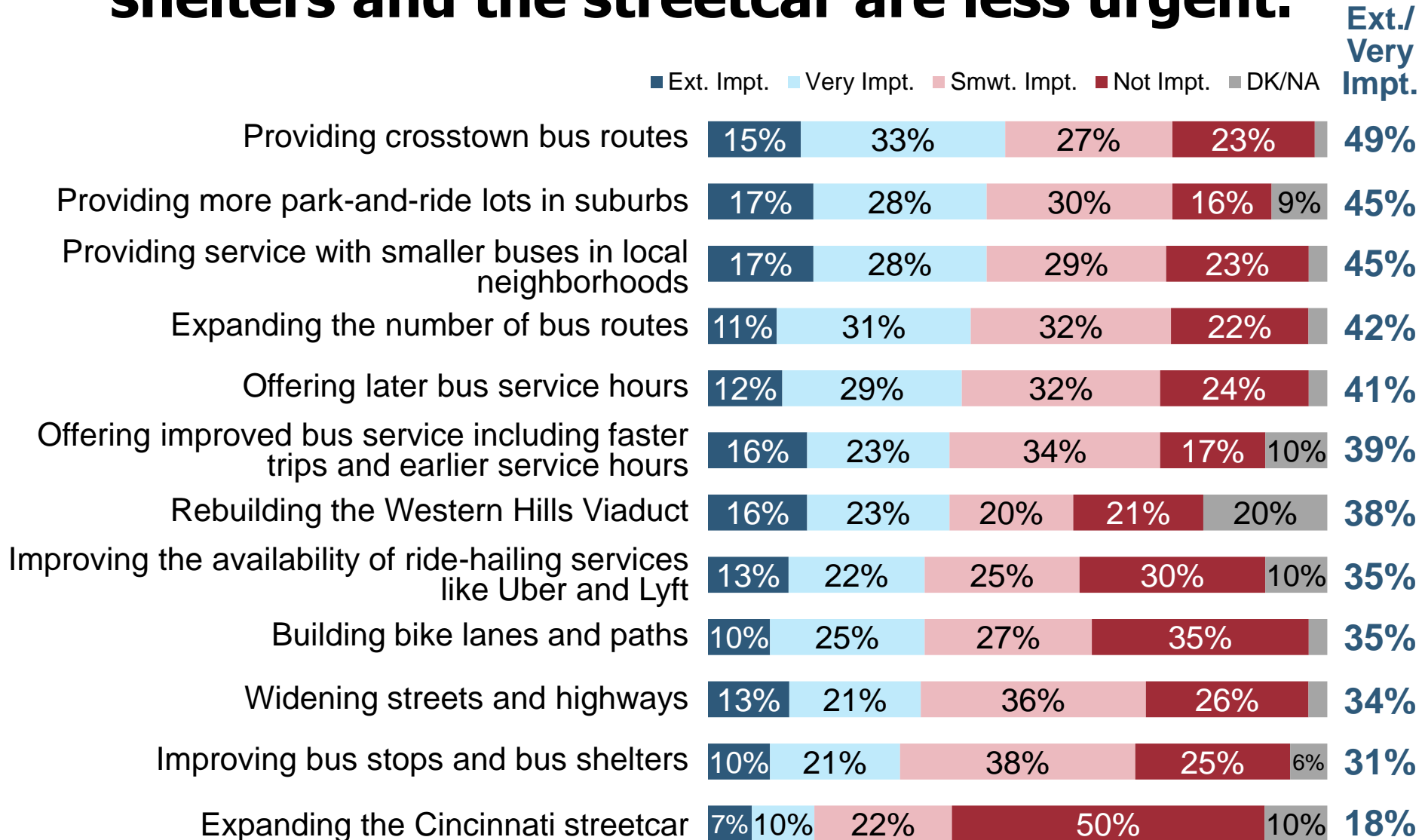


Transit for seniors and people with disabilities, basic repairs, and the Brent Spence Bridge are top priorities.



Q11. I am going to read you a list of some specific projects that could be undertaken to improve transportation in the region. Please tell me how important it is to you that that type of project be funded: extremely important, very important, somewhat important, or not important. Split Sample

Bike lanes, ride-hailing availability, bus stops and shelters and the streetcar are less urgent.

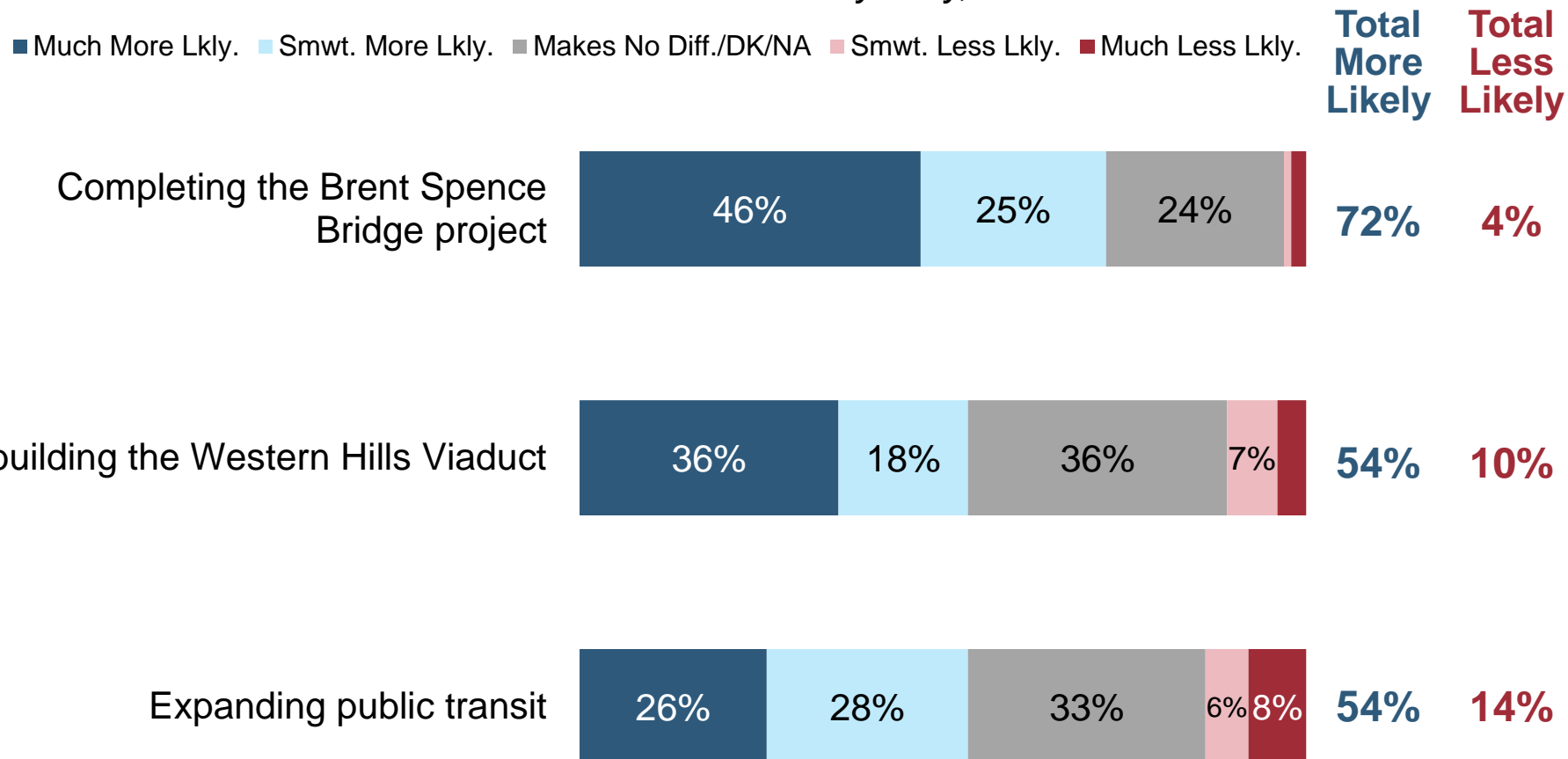


Q11. I am going to read you a list of some specific projects that could be undertaken to improve transportation in the region. Please tell me how important it is to you that that type of project be funded: extremely important, very important, somewhat important, or not important. Split Sample

More than seven in ten are more likely to support an elected official who supports completing the BSB.

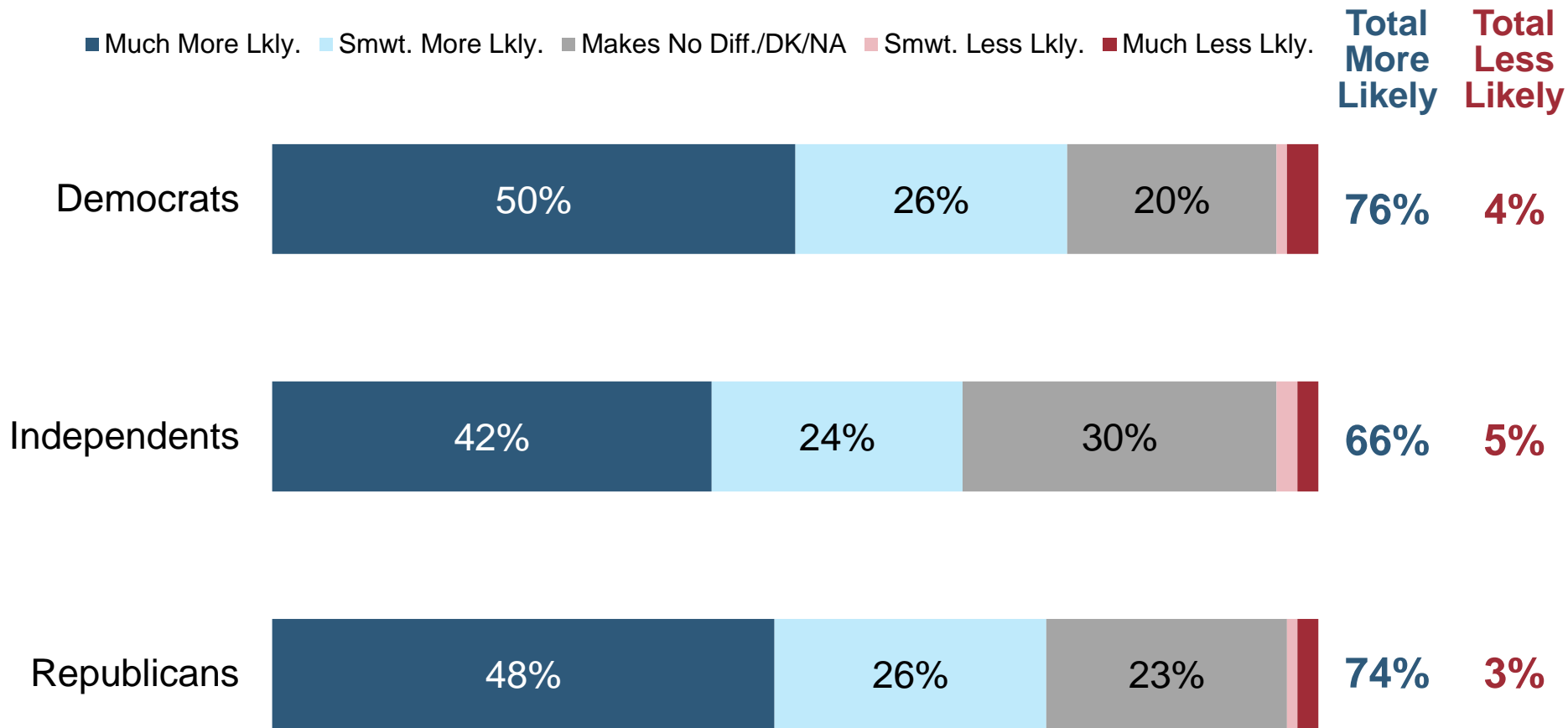
I am going to read you a list of positions an elected official could take on a number of issues having to do with transportation in the greater Cincinnati region. Please tell me whether the position would make you more likely to support him or her, or less likely.

^Asked in Hamilton County Only, n=400



Voters of all parties are more likely to back an official who supports completing the BSB.

Likelihood to Support an Elected Official Who Backs the Completion of the Brent Spence Bridge Project, by Party



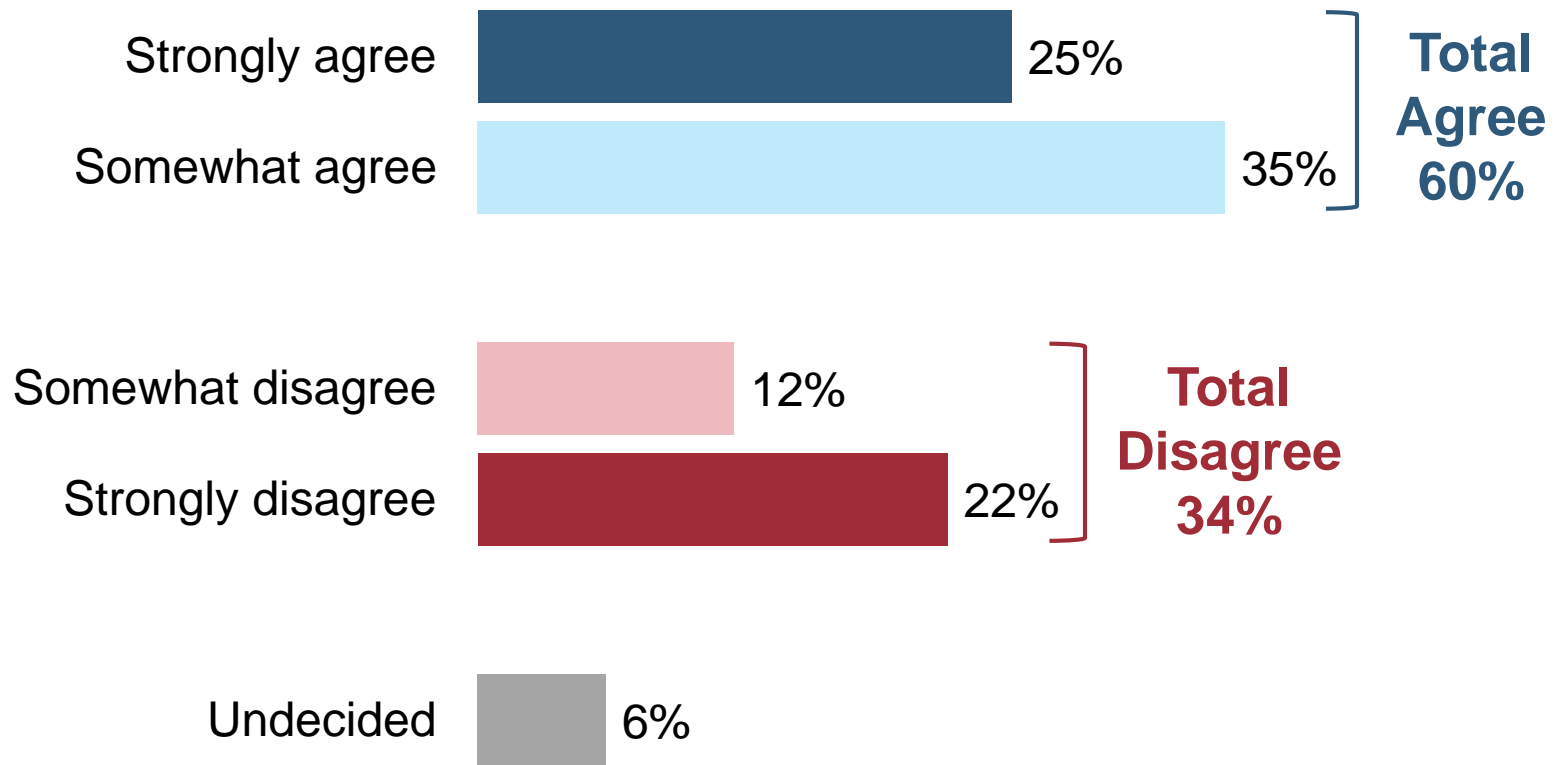
Q12b. I am going to read you a list of positions an elected official could take on a number of issues having to do with transportation in the greater Cincinnati region. Please tell me whether the position would make you more likely to support him or her, or less likely.



Views of Tolls and the Brent Spence Bridge

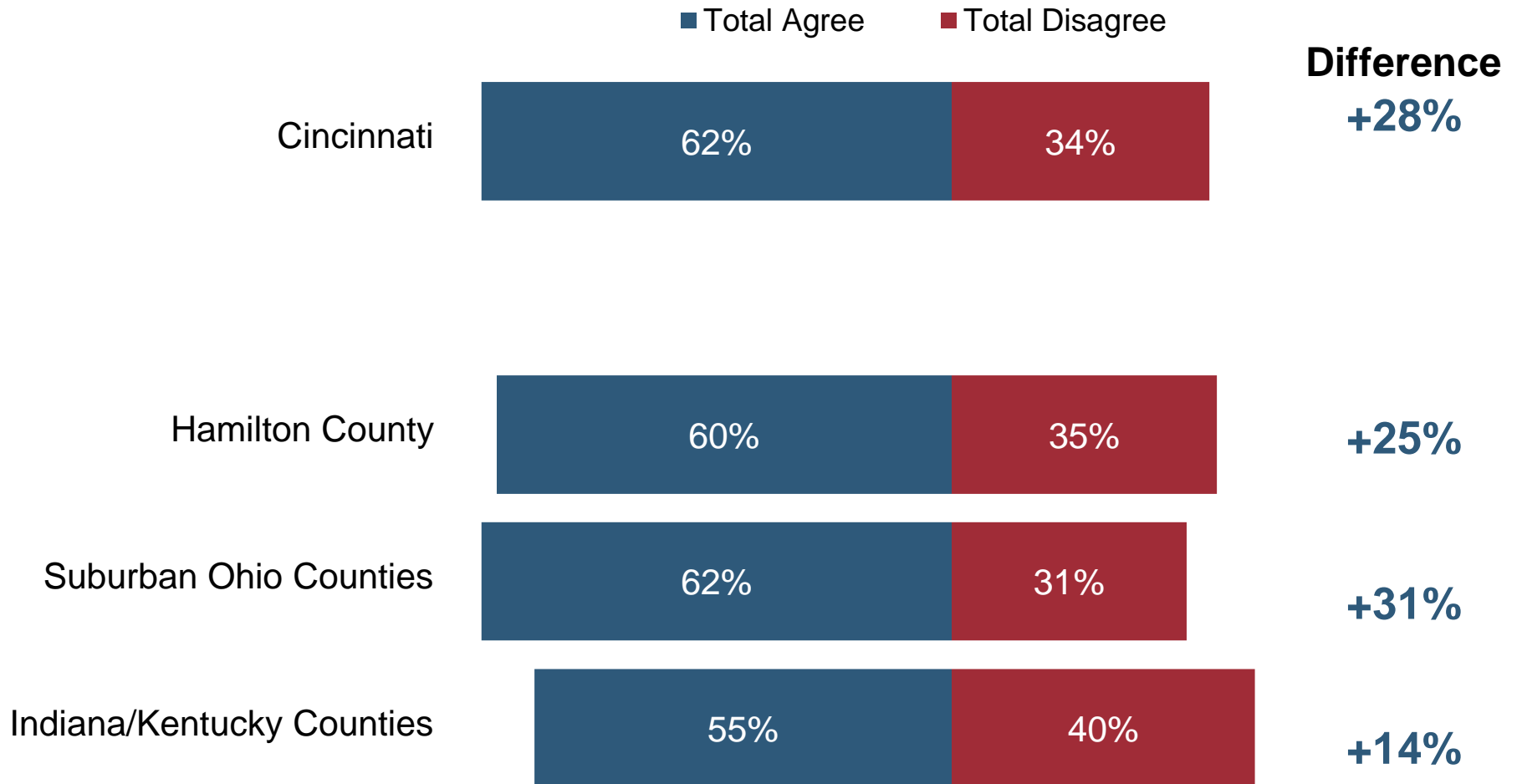
Three in five agree that tolls are a fair way to fund transportation improvements.

“Tolls are a fair way to fund transportation improvements.”



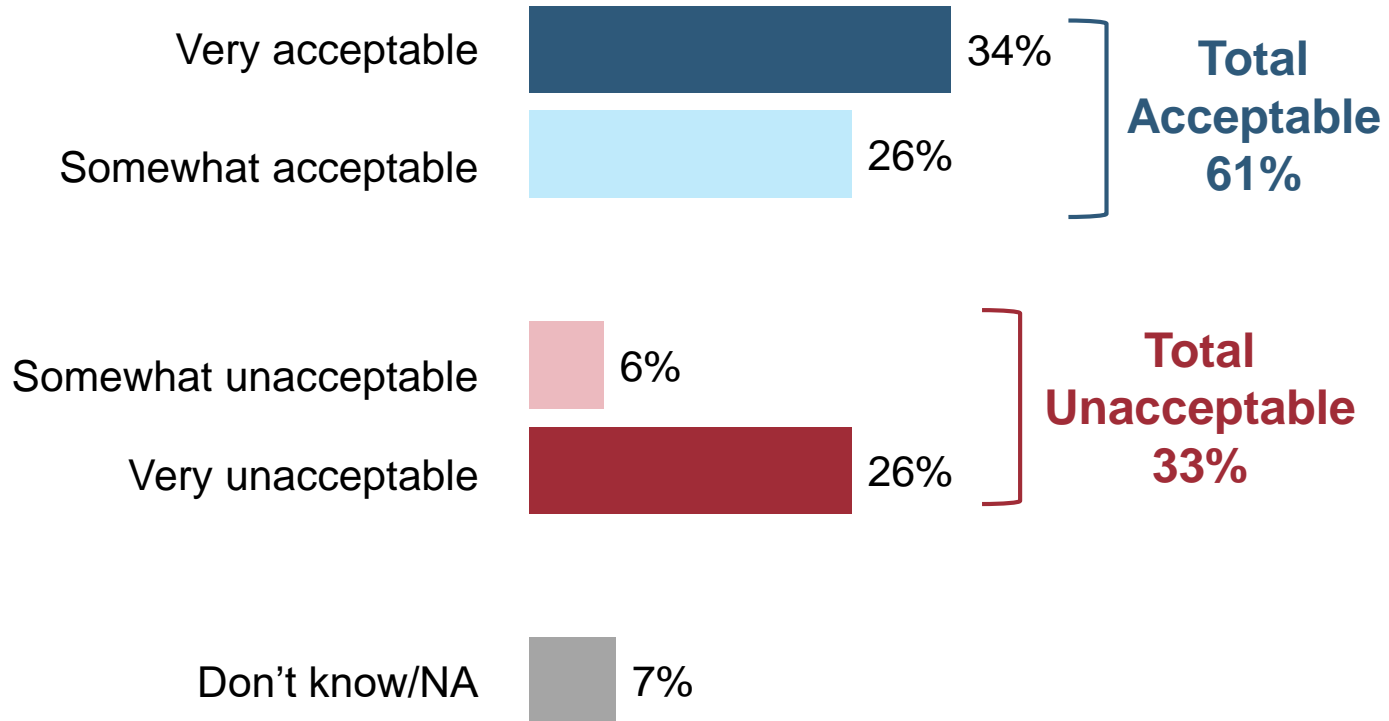
Majorities of voters in all regions agree that tolls are an appropriate funding source.

“Tolls are a fair way to fund transportation improvements.”



More than three in five view a one dollar toll as acceptable.

Some people have proposed charging a toll to users of the Brent Spence Bridge to help fund improvements to the bridge. In your opinion, would a one dollar toll be acceptable, or unacceptable?



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