

Market Research Results - 2015



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Transportation Issues: A Survey of Public Opinion, 2015



UNIVERSITY OF CENTRAL FLORIDA

INSTITUTE FOR
SOCIAL AND BEHAVIORAL SCIENCES

Survey Methodology



1,406 Total Interviews

108 Phone

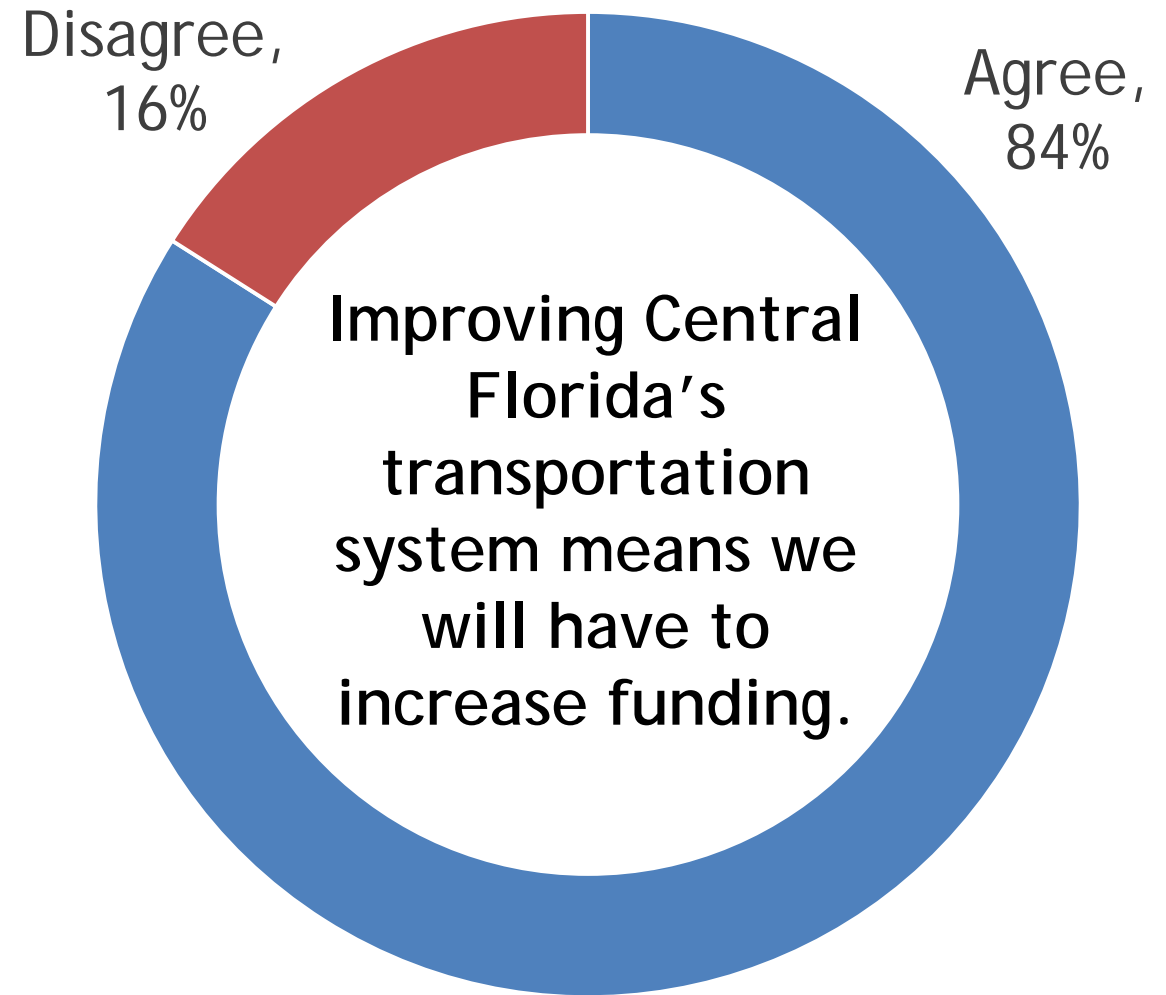
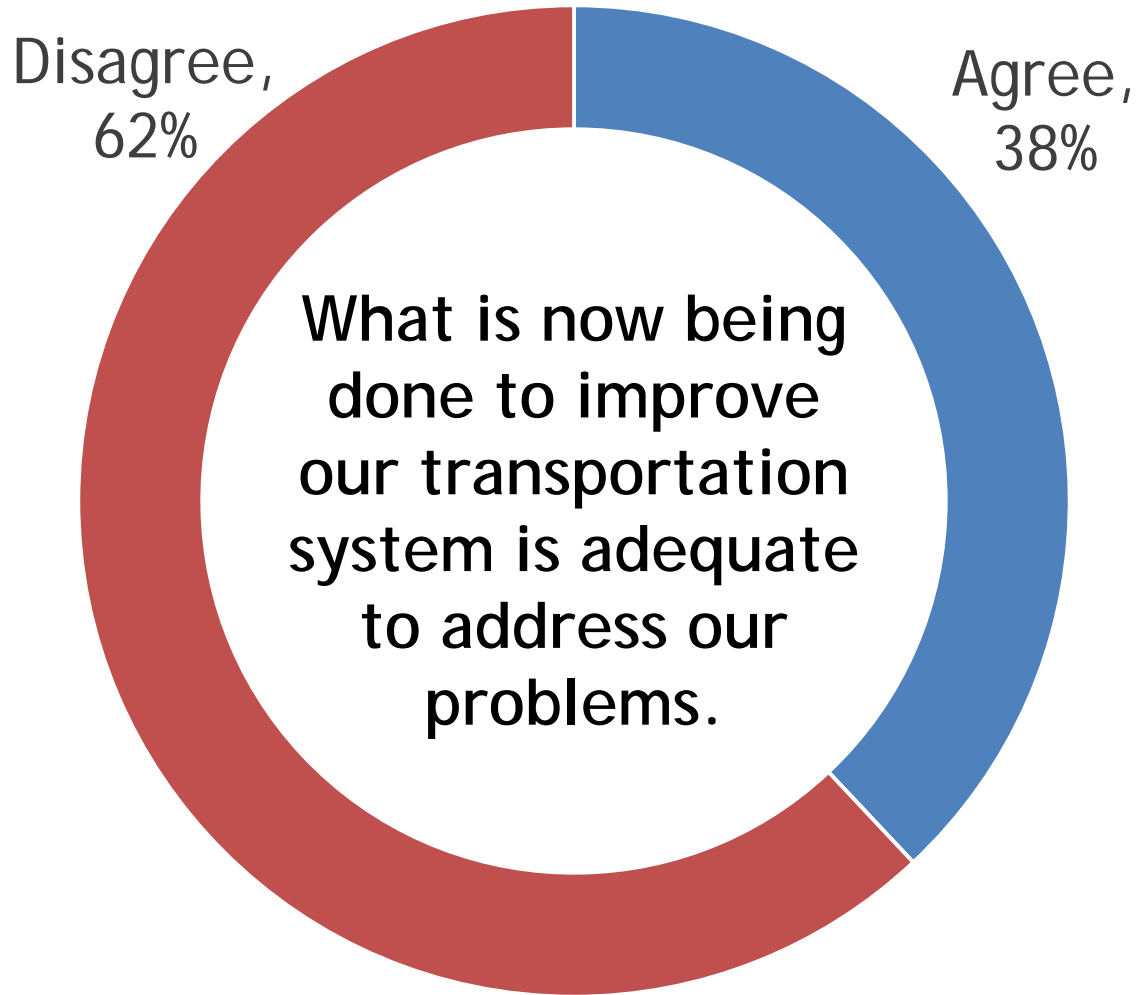
460 Probability Internet

383 Street Intercepts

455 Volunteer

- Multimodal survey
- Data weighted for gender/age imbalances
- $\pm 3.18\%$ margin of error (not including Internet volunteers)

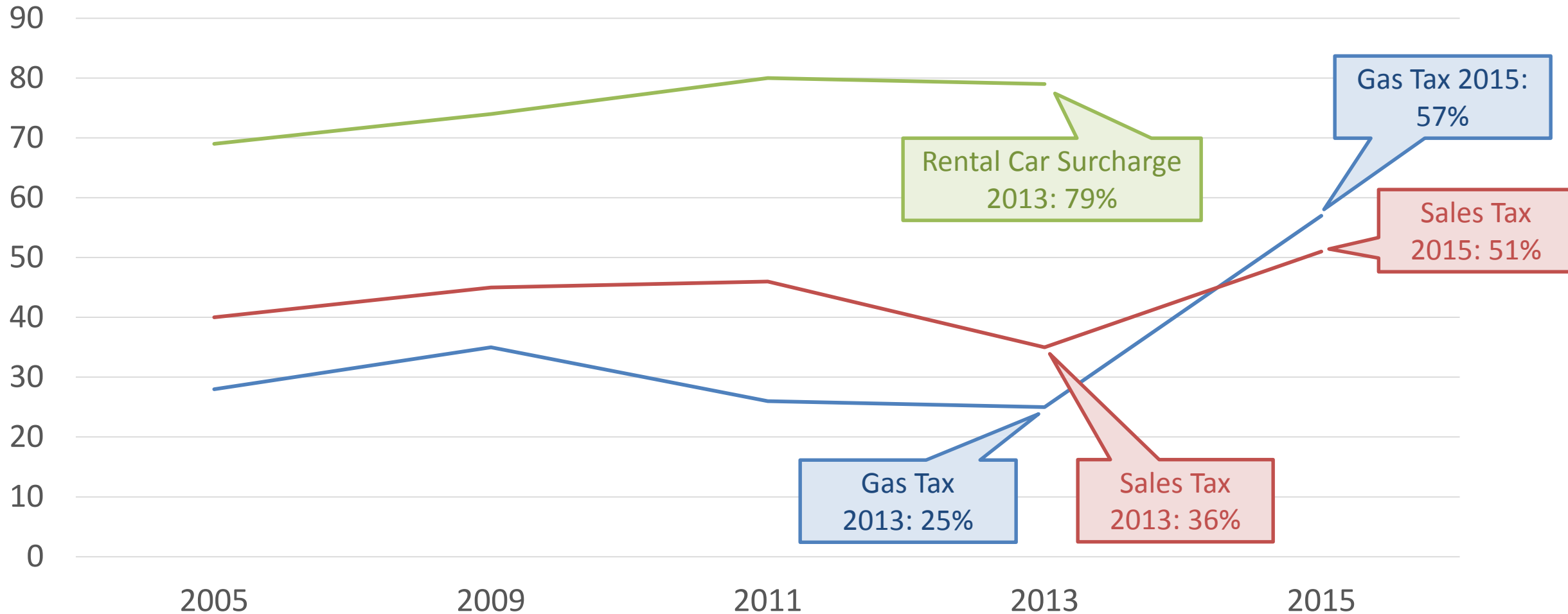
Better Transportation, More Investment







Dramatic Change in Funding Preferences

Percent who Approve or Strongly Approve of each funding mechanism:

— Gas Tax — Sales Tax — Rental Car Surcharge



Transportation Options More Important Than Ever

	REGION	ORANGE	OSCEOLA	SEMINOLE
 Expanding bus and rail	56%	58%	48%	55%
 Encouraging walking and biking	23%	26%	17%	18%
 Widening current roads	12%	9%	15%	16%
 Building new roads	10%	7%	19%	11%

Why Public Transportation Matters

**SOCIAL
RESPONSIBILITY**

91% agree

**ACCESS TO JOBS &
ECONOMIC GROWTH**

97% agree



SunRail Is Popular

- 35% have ridden SunRail at least once
- Labor force participants more likely to rate SunRail as their most enjoyable means of transportation
- 95% agree that “local governments should invest in SunRail to add regular weekend service”



Transportation Planning Factors

Percent
"Most
Important"

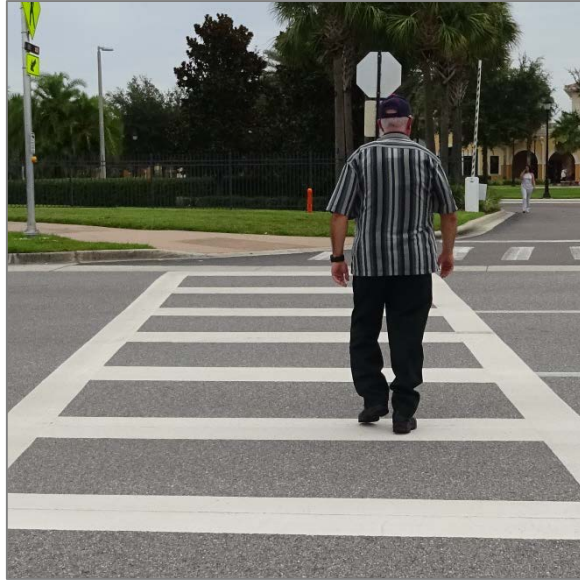


Walking and Bicycling

WE NEED TO WORK ON SAFETY

- Only 25% agree that roads are safe for bicyclists and pedestrians
- 17% think most drivers are aware of the need to share the road with bicyclists
- 32% think most drivers are aware of the need to yield to pedestrians in a crosswalk
- 65% think using crosswalks is a safe option for crossing roads
- Majorities of 75%+ want to live where they can travel safely by bike and foot

92% agree
biking and walking are
important pieces of the system



Take-Aways



- Public sees a clear need for more investment in transportation.
- Emerging consensus is that an increase in the gas tax is how the funds should be raised.
- System needs more attention to public transportation, biking and walking.
- Safety must always be the first concern, but a system that satisfies the needs of all users is also essential.

Read the Full Report Online


Research


Public Opinion Research

Tracking the Trends

Related Resources

[All Resources](#)

 [Public Opinion Research -- 2013](#)
(568Kb)

 [Public Opinion Research - Cross
Tabs Addendum - 2013](#) (323Kb)

 [Public Opinion Research
Presentation -- 2013](#) (1.94Mb)

 [Public Opinion Research - 2011](#)
(1.4Mb)

Public Opinion Research

The 2015 public opinion research survey was conducted in partnership with the UCF Institute for Social & Behavioral Sciences. Unlike its predecessors, the 2015 survey used innovative

methodology including 383 face-to-face iPad surveys in the community, an internet panel of 460 pre-screened online respondents who reflected a true probability sample for the region, and 108 computer-assisted telephone interviews with residents of Orange, Osceola and Seminole counties. In addition, we recruited 455 volunteers via the MetroPlan website and social media to take the survey online. Click below to read the full report.



 [Public Opinion Research -- 2015](#)
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