

**2011 TRIANGLE TRANSPORTATION SURVEY**  
*Durham, Orange and Wake Counties, North Carolina*  
3/6 – 3/9/2011

*N=904, +/- 3.25%*

**Registered Voters**

*(percentages may not add up to 100% due to rounding)*



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*Q. 1. Generally speaking, would you say that your community is going in the right direction, or has it gotten off onto the wrong track?*

64.5% Right direction  
15.8 Wrong track  
5.0 Mixed/both (volunteered)  
14.6 Unsure/no answer

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*Q. 2. What do you think should be the top priority for local elected officials to work on right now? Do you think it is...*

(randomly rotated)

40.8% Improving the quality of public education  
30.7 Attracting more businesses and jobs to the area  
2.1 Reducing traffic congestion  
3.4 Preventing home foreclosures  
5.2 Expanding public transportation systems  
12.0 Lowering taxes...or...  
3.0 Other (volunteered)  
2.7 Unsure/no answer

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*Q. 3. How often do you use local public transportation, such as bus services, that are available in your area? Would you say that you use public transportation very frequently, somewhat frequently, not very frequently, not at all or only on special occasions?*

5.7% Very  
5.7 Somewhat  
8.2 Not very  
64.3 Not at all  
15.2 Only on special occasions  
0.9 Unsure/no answer

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**Thinking more about transportation...**

*Q. 4. Do you agree or disagree with people who say that more public transportation choices will improve the quality of life in (Durham/Orange/Wake) County?*

68.5% Agree  
24.1 Disagree  
7.3 Unsure/no answer

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*Q. 5. Which of the following would you say is the biggest benefit from new or expanded public transportation? Is it...*

(randomly rotated)

29.8% Less traffic congestion  
22.6 Better air quality and environmental preservation  
10.8 Lower commuting costs  
17.8 Greater convenience and more travel options...or...  
9.8 More efficient land-use planning for future growth  
1.1 Other (volunteered)  
2.3 No benefit (volunteered)  
5.8 Unsure/no answer

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*Q. 6. Which of the following routes do you think should be the highest priority for a new or expanded public transportation system? Is it...*

(randomly rotated)

24.0% Traveling to and from the Research Triangle Park area  
12.4 Traveling to and from the Raleigh Durham Airport  
9.1 Traveling to and from the Raleigh downtown area  
32.6 Traveling between Durham, Orange and Wake Counties...or...  
14.2 Traveling within the county where you live  
0.8 Other (volunteered)  
2.0 No priority (volunteered)  
4.9 Unsure/no answer

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**Thinking about the types of transportation systems that could be built or expanded for the Triangle area...**

(ROTATED BATTERIES 7-8 AND 9-10)

*Q. 7. Do you favor or oppose more buses and bus routes for commuting and travel? Follow-up: Would you say that you strongly favor/oppose it, or just somewhat favor/oppose it?*

**71.1% TOTAL FAVOR**

33.5 Strongly favor  
37.6 Somewhat favor

**21.7% TOTAL OPPOSE**

12.4 Somewhat oppose

9.3 Strongly oppose

7.3% Unsure/no answer

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*Q. 8. How often do you think you might use an expanded bus system for commuting and travel? Would you say that you will use it...(rotated response options in sequence)...very frequently, somewhat frequently, not very frequently, not at all or only on special occasions?*

10.3% Very

25.8 Somewhat

13.1 Not very

28.2 Not at all

21.1 Only on special occasions

1.5 Unsure/no answer

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*Q. 9. Do you favor or oppose a train system for commuting and travel? Follow-up: Would you say that you strongly favor/oppose it, or just somewhat favor/oppose it?*

**77.1% TOTAL FAVOR**

47.4 Strongly favor

29.7 Somewhat favor

**17.2% TOTAL OPPOSE**

7.3 Somewhat oppose

9.9 Strongly oppose

5.7% Unsure/no answer

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*Q. 10. How often do you think you might use a train system for commuting and travel? Would you say that you will use it...(rotated response options in sequence)...very frequently, somewhat frequently, not very frequently, not at all or only on special occasions?*

14.4% Very

31.6 Somewhat

11.0 Not very

16.0 Not at all

23.7 Only on special occasions

3.4 Unsure/no answer

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*Q. 11. Do you favor or oppose a combined system of trains for major destinations and connector buses to individual neighborhoods? Follow-up: Would you say that you strongly favor/oppose*

*it, or just somewhat favor/oppose it?*

**76.4% TOTAL FAVOR**

43.5 Strongly favor  
32.9 Somewhat favor

**18.4% TOTAL OPPOSE**

7.8 Somewhat oppose  
10.6 Strongly oppose

5.2% Unsure/no answer

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*Q. 12. Thinking more about the choice between trains and more buses, if you had to choose between the two, would say that it is more important to have...(rotated)...more bus routes and areas that are served by them...or...more train routes and areas that are served by them?*

48.2% More buses  
41.5 More trains  
2.0 Both/mixed (volunteered)  
8.2 Unsure/no answer

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**Thinking about ways to pay for a new or expanded public transportation system for the Triangle area...**

*Q. 13. Would you vote for or against a sales tax increase of one-half of a percent to pay for new or expanded public transportation, if one was on the ballot in your county?*

56.6% For  
38.8 Against  
4.6 Unsure/no answer

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**Instead of paying one-half of a percent for new or expanded public transportation...**

*Q. 14. Would you vote for or against sales tax increases totaling three-quarters of a percent to pay for new or expanded public transportation and new school construction, if they were on the ballot in your county?*

51.5% For  
41.9 Against  
6.7 Unsure/no answer

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**Regardless of the amount that is requested...**

(Rotated next 2 questions)

*Q. 15. If the funding was used just for more bus routes and services, and did not include any rail systems, would you be more likely or less likely to vote for a sales tax increase of one-half of a percent to pay for new or expanded public transportation, or would it make no difference in your decision?*

12.1% More likely  
32.8 Less likely  
52.7 No difference  
2.4 Unsure/no answer

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(Split sample – random assignment between versions A and B)

*Q. 16a. If the price of gasoline increases to \$4 per gallon, would you be more likely or less likely to vote for a sales tax increase of one-half of a percent to pay for new or expanded public transportation, or would it make no difference in your decision?*

22.8% More likely  
11.7 Less likely  
63.8 No difference  
1.7 Unsure/no answer

*Q. 16b. If the price of gasoline increases to \$5 per gallon, would you be more likely or less likely to vote for a sales tax increase of one-half of a percent to pay for new or expanded public transportation, or would it make no difference in your decision?*

30.5% More likely  
11.9 Less likely  
55.7 No difference  
1.9 Unsure/no answer

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**Regardless of how you might vote on a future transportation sales tax levy request...**

*Q. 17. Do you agree or disagree that you might, in some way, benefit from having expanded and improved public transportation systems in your community, even if you never personally use them for your own travel and commuting needs?*

80% Agree  
16.0 Disagree  
4.0 Unsure/no answer

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(Rotated next 2 questions)

*Q. 18. If a county commissioner voted to place a sales tax increase of one-half of a percent on the ballot for new or expanded public transportation, would you be more likely or less likely to re-elect him or her, or would it make no difference in your decision?*

17.1% More likely  
23.9 Less likely  
57.5 No difference  
1.6 Unsure/no answer

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*Q. 19. If a county commissioner voted to increase vehicle registration fees by \$10 dollars for new or expanded public transportation, would you be more likely or less likely to re-elect him or her, or would it make no difference in your decision?*

13.1% More likely  
32.3 Less likely  
52.6 No difference  
2.0 Unsure/no answer

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**Finally, I have a few short questions for statistical purposes...**

*Q. 20. I would like to read you a list of age groups. Please stop me when I get to the one you are in.*

16.6% 18 to 29  
26.0 30 to 44  
30.1 45 to 59  
25.3 60 and older  
0.9 Refused  
0.3 Unsure

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*Q. 21. What is your main racial or ethnic heritage? Is it...*

65.3% White  
23.2 African-American  
1.4 Hispanic...or...  
6.0 Something else  
0.3 Mixed race (volunteered)  
3.1 Refused  
0.7 Unsure

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*Q. 22. Thinking about your current occupational status, are you currently employed working outside the home?*

62.1% Yes  
36.3 No  
1.6 Unsure/no answer

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*Gender:*

44.3% Men  
55.7 Women

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