

**TRANSIT SERVICES & FUNDING SURVEY**

*Hamilton County, Ohio*

*2/8/2016 – 2/11/2016*

*N=404, +/- 4.87%*

**General Election Voters**

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



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

58% Right direction  
21.9 Wrong track  
4.8 Mixed/both (volunteered)  
15.3 Unsure/no answer

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*Q. 2. Would you say that Hamilton County is going in the right direction, or has it gotten off onto the wrong track?*

44.6% Right direction  
38.6 Wrong track  
3.2 Mixed/both (volunteered)  
13.5 Unsure/no answer

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*Q. 3. What do you think should be the top priority for county leaders and elected officials to work on right now? Do you think it is...*

(randomly rotated)

24% Improving the quality of public education  
19.4 Attracting more businesses and jobs to the area  
1.8 Reducing traffic congestion  
27 Stopping crime  
3.7 Expanding public transit services...or...  
9.3 Lowering taxes  
5.6 Other (volunteered)  
9 All/combination/none of them (volunteered)  
.2 Unsure/no answer

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**Looking more closely at transportation...**

*Q. 4. Generally speaking, how much of a problem would you say traffic congestion is in Hamilton County? Is it a very big problem, somewhat of a problem, not much of a problem or not a problem at all?*

16.5% Very big

50.6 Somewhat  
22.6 Not much  
7.9 Not a problem  
2.4 Unsure/no answer

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*Q. 5. Which of the following would you consider as being the highest priority for local bus transportation to accomplish, in order to improve the current quality of life in Cincinnati and Hamilton County? Is it...*

(randomly rotated)

58.4% Connecting people to jobs  
24.6 Connecting people to needed services, such as healthcare or education...or...  
3.9 Connecting people to shopping or entertainment  
8.4 Other/combination (volunteered)  
4.6 Unsure/no answer

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**Looking ahead to elections that may be on the ballot this year. In addition to other things...**

(SPLIT SAMPLE – Randomly assigned to version A or B)

*Q. 6A. One of the issues on the ballot may be a **quarter-cent** sales tax for 10 years for the public transit and bus system in Hamilton County. Generally speaking, if today were Election Day, and you were voting, would you vote For or Against the sales tax?*

43.5% For  
50.6 Against  
5.9 Unsure/no answer

*Q. 6B. One of the issues on the ballot may be a **half-cent** sales tax for 10 years for the public transit and bus system in Hamilton County. Generally speaking, if today were Election Day, and you were voting, would you vote For or Against the sales tax?*

40.2% For  
54.4 Against  
5.4 Unsure/no answer

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*Q. 7. Generally speaking, how much do you think that expanded and improved bus and public transit services are needed in Hamilton County? Are they needed a lot, somewhat, not very much or not at all?*

26.3% A lot  
38.2 Somewhat  
18.9 Not very much  
8.5 Not at all

8.1 Unsure/no answer

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(SPLIT SAMPLE – Randomly assigned to version A or B)

*Q. 8A. If the money is used to make improvements to the bus system and expand transit services, would you be more or less likely to support increased funding for the public transit and bus system in Hamilton County, or would it make no difference in your decision?*

31.4% More likely  
15 Less likely  
49.6 No difference  
4.1 Unsure/no answer

*Q. 8B. If the money is used to preserve existing services and ensure that none have to be eliminated, would you be more or less likely to support increased funding for the public transit and bus system in Hamilton County, or would it make no difference in your decision?*

29.5% More likely  
14.4 Less likely  
50.2 No difference  
6 Unsure/no answer

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**Looking at a couple of related matters a little more closely...**

*Q. 9. Prior to this survey, have you ever heard of the agency named METRO, which provides bus and public transit services in the community? Follow-up if yes: Would you say that you have a favorable or unfavorable impression of it?*

61.3% Yes, favorable  
10.2 Yes, unfavorable  
3.8 Yes, mixed opinion (volunteered)  
15 Yes, heard/no opinion (volunteered)  
7.4 No, never heard  
2.3 Unsure/no answer

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**Now I would like to read you some things people have said about funding to upgrade and improve existing public transit and bus services. After each one, please tell me whether you agree or disagree with it. Here's the first one...**

(RANDOMLY ROTATED NEXT 3 QUESTIONS)

*Q. 10. Do you agree or disagree that...A sales tax is the best way to fund public transit improvements and upgrades, because everyone pays it, including renters, visitors and tourists?*

54.7% Agree  
41.6 Disagree  
3.7 Unsure/no answer

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*Q. 11. Do you agree or disagree that...You would be more likely to support a sales tax to fund public transit improvements and upgrades, if none of the money is used for the Cincinnati streetcar?*

54.2% Agree  
38.9 Disagree  
7 Unsure/no answer

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*Q. 12. Do you agree or disagree that...Even though you may not use public transit, ensuring that the system can provide transportation to seniors, students, workers and people without cars is essential to the economy and the basic quality of life in the community?*

92.2% Agree  
6.4 Disagree  
1.4 Unsure/no answer

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**Now I would like to read you some of the transit upgrades and improvements being considered by METRO. After each one, please tell me if you think it should be a high, medium or low priority for the use of additional tax dollars, if they are approved. Here's the first one...**

(RANDOMLY ROTATED NEXT 7 QUESTIONS)

*Q. 13. How much of a priority should it be to...Provide services earlier in the mornings and later in the evenings on weekdays?*

54.5% High  
28 Medium  
13.1 Low  
.5 Not a priority (volunteered)  
4 Unsure/no answer

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*Q. 14. How much of a priority should it be to...Offer more weekend service?*

34.8% High  
40.9 Medium  
20.5 Low  
.7 Not a priority (volunteered)  
3 Unsure/no answer

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*Q. 15. How much of a priority should it be to...Provide better service using small bus circulators in neighborhoods?*

34.3% High  
39.2 Medium  
19 Low  
.9 Not a priority (volunteered)  
6.6 Unsure/no answer

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*Q. 16. How much of a priority should it be to...Provide more park-and-ride lots in county suburbs and express service for commuters?*

42.5% High  
35.5 Medium  
18.3 Low  
.5 Not a priority (volunteered)  
3.2 Unsure/no answer

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*Q. 17. How much of a priority should it be to...Offer east-west crosstown routes that eliminate the need to take a bus downtown to transfer between routes?*

52.4% High  
29.8 Medium  
13.5 Low  
1.2 Not a priority (volunteered)  
3.2 Unsure/no answer

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*Q. 18. How much of a priority should it be to...Offer more customer services, such as real-time information about bus arrival times, better shelters and ticket vending machines?*

50.6% High  
31.3 Medium  
15.3 Low  
.5 Not a priority (volunteered)  
2.3 Unsure/no answer

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*Q. 19. How much of a priority should it be to...Create bus stops in the adjacent counties, to encourage out-of-county commuters to use them to get downtown, instead of driving on the interstates?*

39.5% High  
36.6 Medium

- 20.1 Low
- .7 Not a priority (volunteered)
- 3 Unsure/no answer

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**Thinking back to the funding options we discussed before, now that you know more about how the money would be spent...**

(SPLIT SAMPLE – Matched with Versions 6A and 6B)

*Q. 20A. If today were Election Day, and you were voting, would you vote For or Against the quarter-cent sales tax for 10 years for the public transit and bus system in Hamilton County?*

- 51.7% For – skipped next question
- 42.1 Against
- 6.2 Unsure/no answer – skipped next question

*Q. 20B. If today were Election Day, and you were voting, would you vote For or Against the half-cent sales tax for 10 years for the public transit and bus system in Hamilton County?*

- 57.6% For – skipped next question
- 39.3 Against
- 3.1 Unsure/no answer – skipped next question

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*Q. 21. What is the biggest reason that you would vote against it?*

**n=165**

- 37.1% Taxes are too high/do not want taxes to increase
- 11.3 Waste and mismanagement of funds/won't be used properly
- 10 Don't use public transportation
- 8.9 Should be funded differently
- 6.9 Not needed
- 6.2 Should be paid for by transit service users
- 4.1 Financial hardship/cannot afford it
- 2.4 The tax will last too long
- 9.4 Other
- 3.7 Unsure/no answer

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**Regardless of how you might vote...**

*Q. 22. Do you agree or disagree with people who say that, even though they may not ever use them, they will, in some way, benefit by having expanded and improved bus and public transit services in Hamilton County?*

- 79.5% Agree

- 17.4 Disagree
- .8 Mixed opinion (volunteered)
- 2.4 Unsure/no answer

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**Turning to a related transportation topic...**

*Q. 23. When it comes to the streetcar system planned for Cincinnati, please indicate, from among the following, who you think is responsible for operating the streetcar system when it begins providing service later this year. Do you think it is...*

(randomly rotated)

- 50.3% The City of Cincinnati
- 7.6 Hamilton County
- 9.9 The Ohio Department of Transportation...or...
- 21.3 METRO, which operates local bus system
- 1.2 Other/combination (volunteered)
- 9.7 Unsure/no answer

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*Q. 24. If you knew that METRO, which operates the local bus system, was going to be responsible for operations of the streetcar system in Cincinnati, what impact would this have on your level of confidence for the long-term success of the streetcar? Would you...*

(sequentially rotated)

- 21% Feel more confident in the streetcar system
- 55.1 About the same...or...
- 19.5 Feel less confident in the street car system
- 4.4 Unsure/no answer

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*Q. 25. As you may or may not know, METRO has agreed to operate the Cincinnati streetcar system, but said it will do so without using any public dollars it now uses to operate the bus system. Generally speaking, do you think it is a good idea or bad idea?*

- 66.3% Good idea
- 22.4 Bad idea
- 1.5 Mixed (volunteered)
- 9.8 Unsure/no answer

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**Thinking back to the possible tax for bus and transit services...**

*Q. 26. Does knowing that, if the sales tax is approved, none of the money will be used to operate the Cincinnati streetcar make you be more or less likely to support increased funding of the public transit and bus system in Hamilton County, or would it make no difference in your decision?*

25.8% More likely  
14.5 Less likely  
56.8 No difference  
2.9 Unsure/no answer

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

*Q. 27. I would like to read you a list of age groups. Please stop me when I get to the one you are in.*

10.4% 18 to 29  
20 30 to 44  
31.8 45 to 59  
35.3 60 and older  
2.4 Unsure/no answer

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*Q. 28. What is your main racial or ethnic heritage? Is it...*

70.9% White  
21.4 African-American  
.2 Hispanic  
.8 Asian-Indian...or...  
1.9 Something else  
.7 Mixed race (volunteered)  
4.2 Unsure/no answer

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*Q. 29. Regardless of whether it is on a full or part-time basis, are you currently employed working outside the home?*

61.5% Yes, employed  
35.7 No, not employed (homemaker – volunteered)  
2.8 Unsure/no answer

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*Gender:*

48.4% Male  
51.6 Female