

TO: Interested Parties

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RE: Key Findings From Survey on Transportation Options – Cuyahoga County, Ohio

DATE: August 27, 2012

The bipartisan polling team of Fairbank, Maslin, Maullin, Metz & Associates (D) and Public Opinion Strategies (R) recently partnered to complete a national opinion research project to assess public attitudes toward transportation, and in particular funding of public transportation and walking and biking options.¹ The research scope included a complementary set of 150 interviews with residents in Cuyahoga County, Ohio. The survey results reveal significant public satisfaction with existing public transportation in their community, but also show that Cuyahoga County residents embrace a program of local investment in expanding public transportation options, including buses, trains and light rail.

Specifically, key findings in Cuyahoga County include the following:

- **More than one-half of Cuyahoga County respondents assign “the availability of convenient public transportation system” a grade of an “A” or a “B.”** Cuyahoga County residents were asked to provide a report card for the availability of public transportation in their area, with generally positive responses. While 59 percent of survey respondents give public transportation in their area positive marks (a grade of “A” or “B”), another 28 percent only grade it a “C” – with ten percent offering a “D” or “F.”
- **Most local residents say they have no choice but to drive as much as they do.** Many Cuyahoga County residents feel they have no other option than to drive (52 percent agree). One-third of Cuyahoga County residents (32 percent) *strongly* agree with that they have no choice but to drive.
- **The current transportation system is viewed as outdated and inadequate for our current needs.** More than two-in-five Cuyahoga County respondents (44 percent) say that “our nation's transportation infrastructure is outdated, unreliable and inefficient.”
- **Cuyahoga County respondents are nearly three times as likely to say that they would invest in public transportation – as opposed to building new roads – as a way to solve traffic problems.** A combined 68 percent of Cuyahoga County respondents say improving public transportation (35 percent) and developing communities where people don’t have to drive as much (33 percent) are the best “long term solutions to reducing traffic” in their area – rather than other options like building roads (21 percent).

Moreover, many Cuyahoga County residents would prefer to use public transportation if it were more convenient. Two-in-five (43 percent) say that they “would like to use public transportation more often, but it is not convenient to or available from my home or work.”

- **In order to expand transportation options, Cuyahoga County residents overwhelmingly favor increased local investment in transportation.** 76 percent of Cuyahoga County residents back increased local government spending to expand public transportation options, including buses, trains and light rail.

ⁱ **Methodology:** From June 24 – July 1, 2012, FM3 and POS completed 800 telephone interviews with registered voters nationwide likely to cast ballots this November. Interviews were conducted on land lines and cell phones. The margin of sampling error for the full national sample is +/- 3.8%; margins of error for subgroups within the sample will be larger. The survey included a complementary sample of 150 likely voters in Cuyahoga County, Ohio, with a margin of sampling error of +/- 8.0%.

Prior to the survey, FM3 and POS held seven focus groups in four communities predominantly in outlying suburban areas of major metro areas, to assess their views on key issues related to transportation: Cuyahoga County, NC on May 14th; Raleigh, NC on May 15th; Philadelphia on May 21st; and Cleveland on May 22nd.