
High-Speed Rail In America 2015

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Methodology

Methodology

- TechnoMetrica conducted a CATI (Computer-Assisted Telephone Interview) survey among randomly selected households within the continental United States. In order to minimize non-response bias, TechnoMetrica interviewers conducted the interviews during weeknights and weekends.
- The survey includes 1005 interviews using an RDD (Random Digit Dial) sample of both landline and cell phone numbers.
- The number of interviews completed in each region of the country is proportional to its representation in the total US population. To further assure representation to the American population, we weighted the data by gender, age, and race reflective of Census proportions.
- During this wave of questioning, all references to high-speed were substituted with “higher-speed,” as requested by APTA.
- At the 95% confidence level, the margin of error for respondents’ overall sample (1005) is +/- 3.2 percentage points.

Executive Summary

Executive Summary

- If the current study is any indication, a majority of Americans wish for the implementation of high-speed rail service throughout the nation. Nearly two-thirds of Americans (63%) report that they are likely to use high-speed train service for business or leisure travel, if such a mode of transportation were available to them today.
- Looking at the data more closely, over one-third of respondents (34%) say that they are very likely to use high-speed rail service, while another 31% identify themselves as somewhat likely to use this mode of transportation.
- Millennials, Black Americans, and Northeasterners are among the demographic segments most likely to use high-speed rail service. Close to four in five Americans aged 18-24 (78%) claim they are likely to use high-speed rail for business or leisure travel.
 - Over three-quarters of respondents identifying themselves as Black (77%) report that they are likely to utilize high-speed rail, while 75% of Northeastern Americans will likely be using this transportation mode also.
- In terms of party affiliation, respondents identifying themselves as Democrats expressed the highest likelihood of using high-speed rail for business or leisure travel, at 73%.
 - More than three in five Independents (61%) report that they would be likely to take high-speed rail if it were available, a decline of seven points from last year.
 - The share of Republicans who are likely to use high-speed train service increased by three percentage points this year, to 58%.

Executive Summary

- Once respondents are informed of the benefits of high-speed rail service, their likelihood of using the mode of transportation increases, especially among key demographics. Overall, when told of the cost and time saving benefits, the percentage of Americans likely to take high-speed rail climbed to nearly seventy percent (67%).
- Concerning political affiliation, respondents who identify themselves as Republican represent the largest growth in intended use, as their likelihood to use high-speed rail increased from 58% to 65% when notified of the benefits of this service. Further, the share of Independents who are likely to take high-speed rail improved from 61% to 67% after being informed of its benefits, while the likelihood among Democrats grew by two points.
- Due to their distinctive lifestyle, Millennials and younger adults are attracted by the benefits offered by a multi-modal transportation system. The likelihood of this demographic to use high-speed rail service improved when respondents were informed of its cost-saving benefits. The share of Americans aged 18-44 who are likely to take high-speed rail increased from 71% to 76%.
- Americans overwhelmingly support efforts to reduce government regulations in order to allow for real-estate development around high-speed rail stations, which would include the establishment of amenities such as popular retail shops. Overall, nearly three-quarters of respondents (71%) support reducing regulations so that amenities may be developed near rail stations. Nearly identical shares of Americans support deregulation strongly (36%) and somewhat (35%).

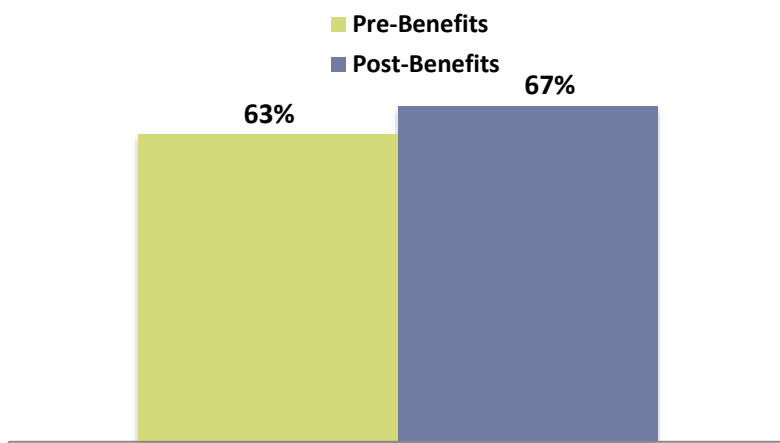
Detailed Findings

Awareness of High-Speed Rail Benefits Drives Shift in Consumer Likelihood of Using Service: Demographic Breakdown

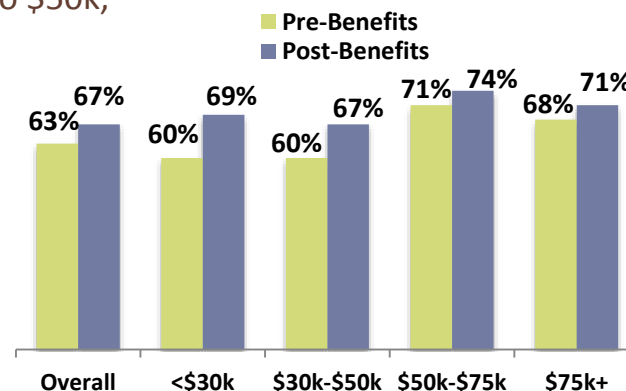
When respondents are informed of the benefits of high-speed rail service, the likelihood that they will use high-speed rail tends to increase, especially within key demographics. The most sizeable increases occurred among consumers earning less than \$30k, as well as those with incomes between \$30k to \$50k, Hispanic Americans, Westerners, and Republicans.

(Base = All Respondents: 2014 = 1004;
2015 = 1005)

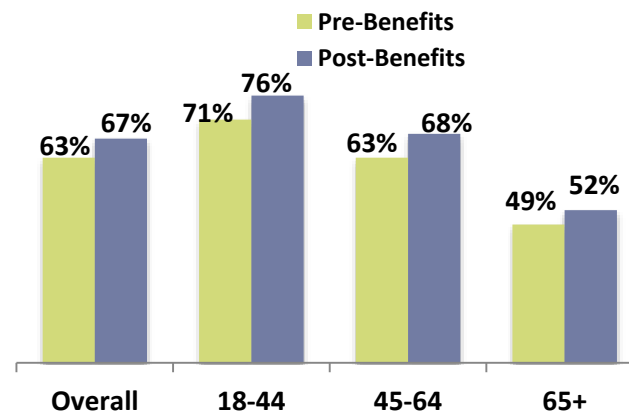
Likelihood to Use High-Speed Rail (Overall)



Likelihood by Income



Likelihood by Age

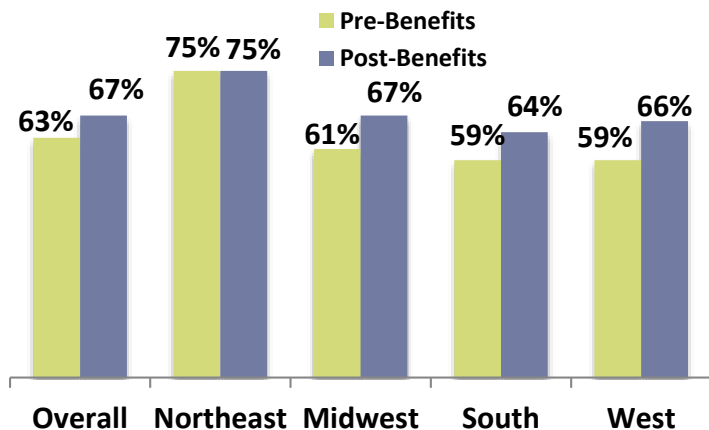


T8. High speed rail is less expensive than flying and driving and takes less time to reach your destination. It also avoids the use of rental cars, cabs, and parking fees. Currently, there are proposals...If there were high-speed train travel options that connected major metro areas across the U.S., how likely are you to use the service for business or leisure travel?

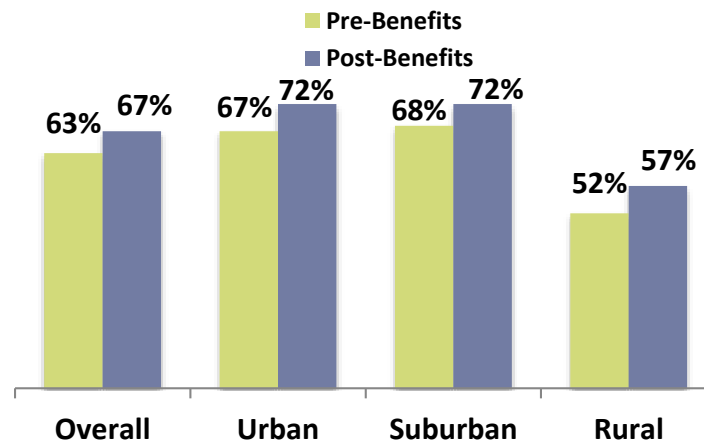


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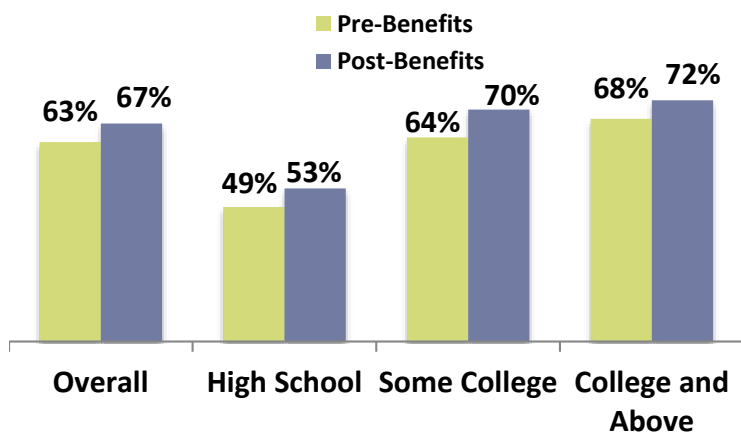
Likelihood by Region



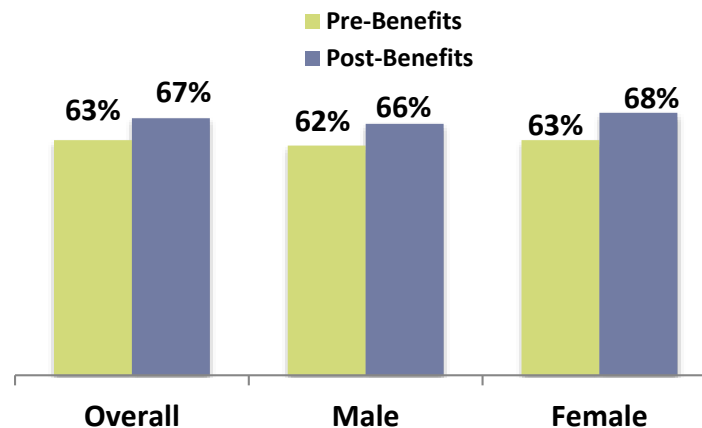
Likelihood by Area Type



Likelihood by Education Level



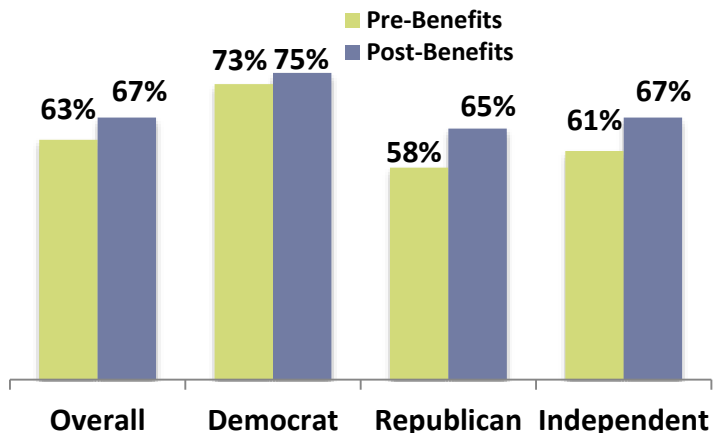
Likelihood by Gender



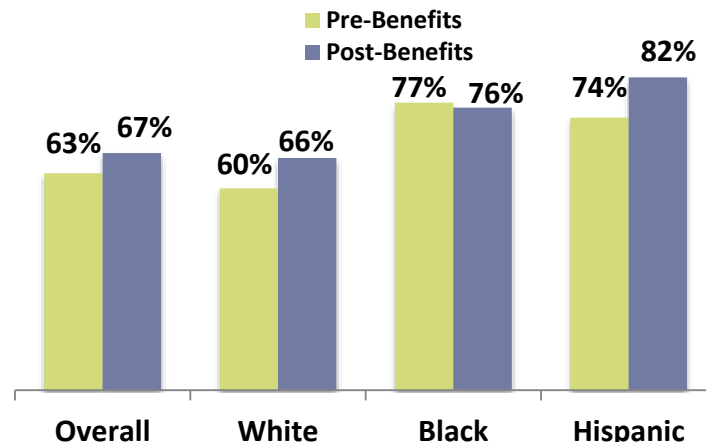
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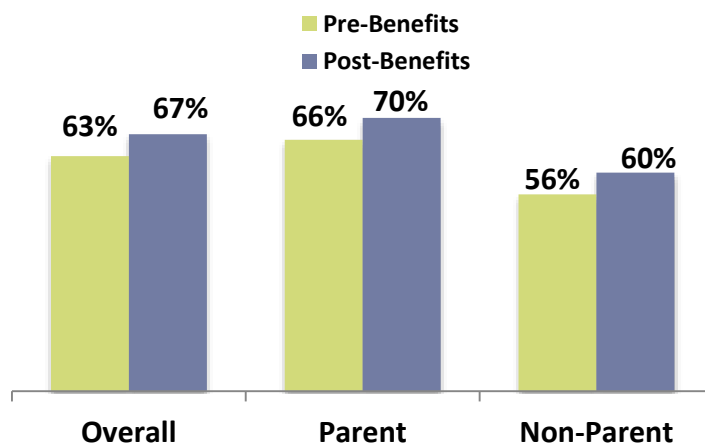
Likelihood by Political Party



Likelihood by Race



Likelihood by Parental Status

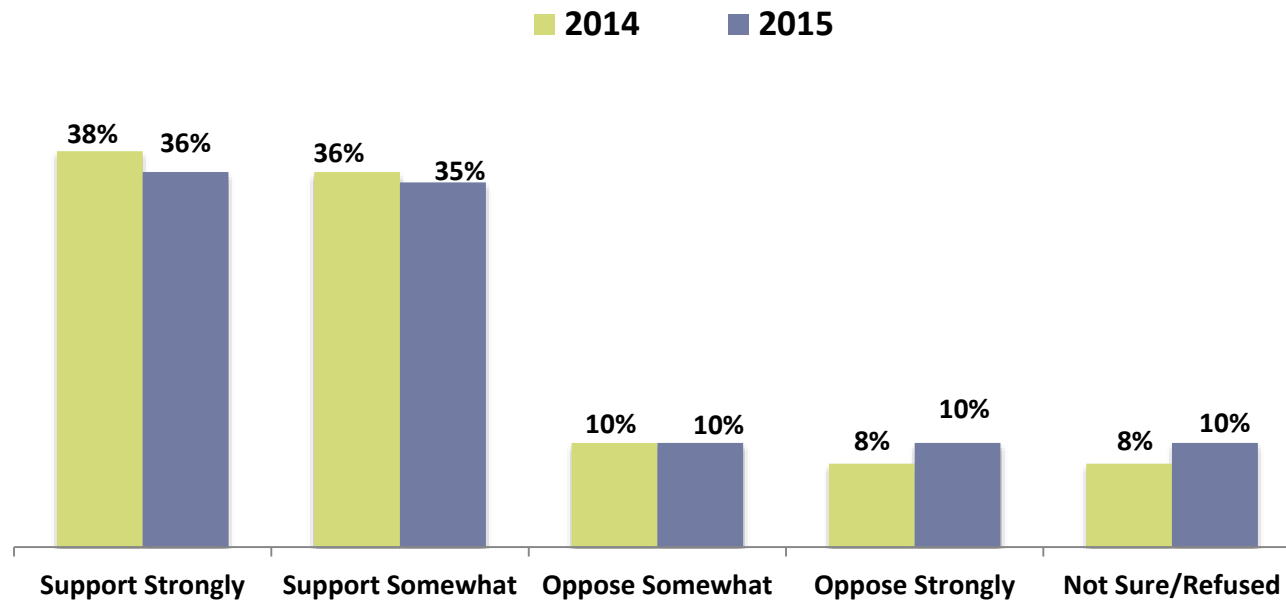


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Support Level for Deregulation of High-Speed Rail Station and Amenities Development

(Base = All Respondents: 2014 = 1004;
2015 = 1005)

Nearly three-quarters of Americans (71%) support the reduction of government regulations in order to allow the development of high-speed rail stations and surrounding amenities, such as popular retail shops, walkable neighborhoods, and unique dining experiences. Close to two in five respondents (36%) support deregulation strongly, while 35% support the move somewhat.



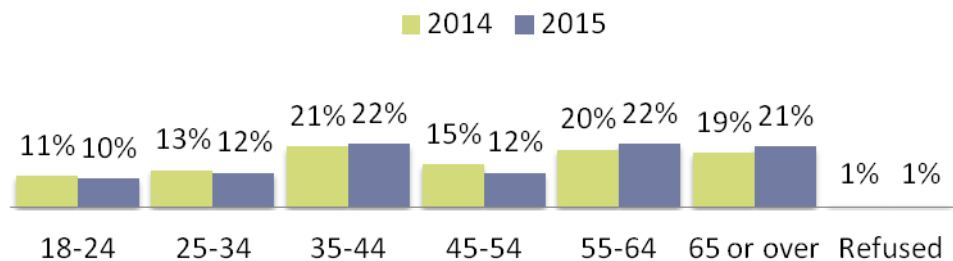
T9. I am going to read a few amenities that usually occur around high-speed rail stations: popular retail shops, walkable neighborhoods and unique dining experiences. Generally speaking would you support or oppose reducing government regulations to allow these developments to occur?

Demographics

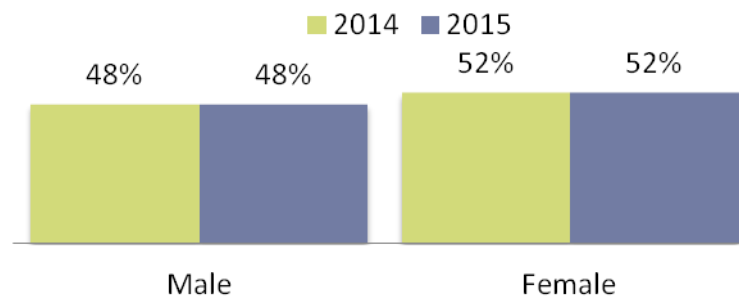
Demographics

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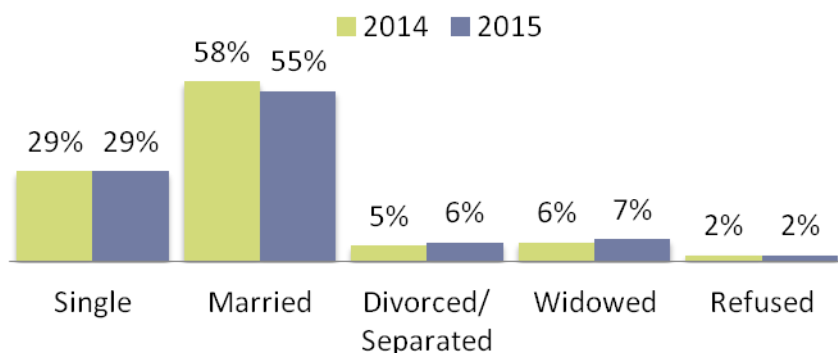
Age



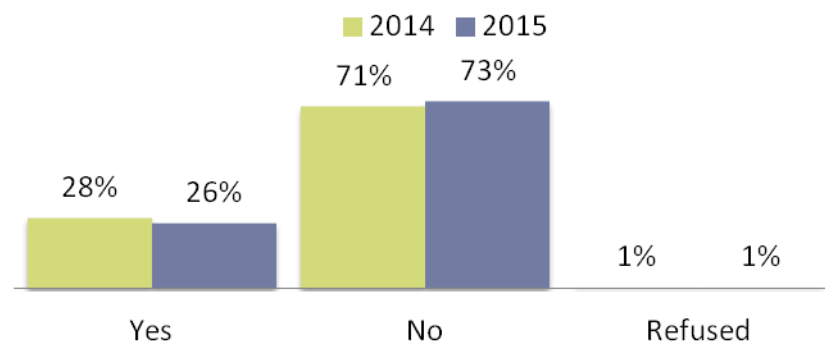
Gender



Marital Status



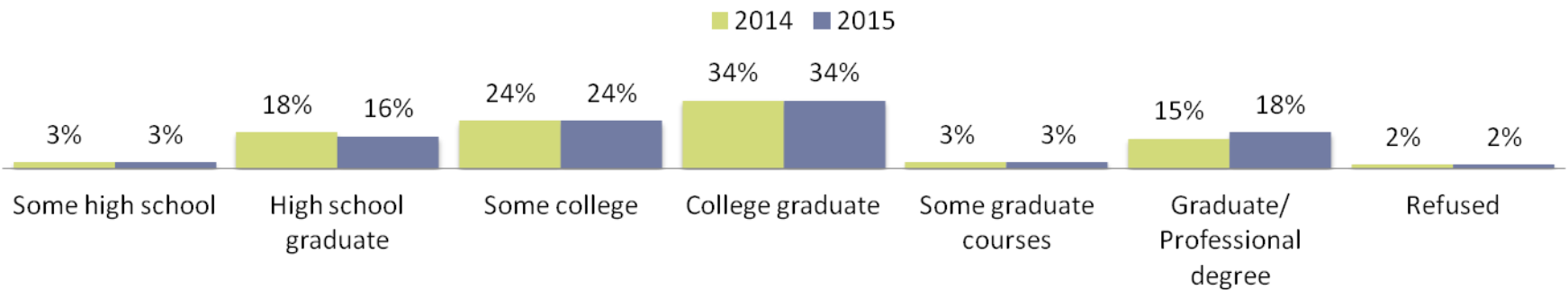
Parents



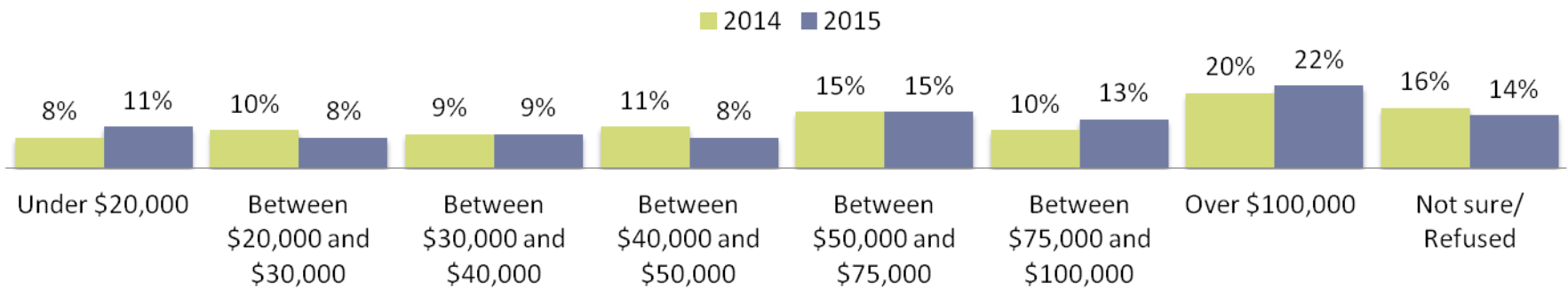
Demographics

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Education Level



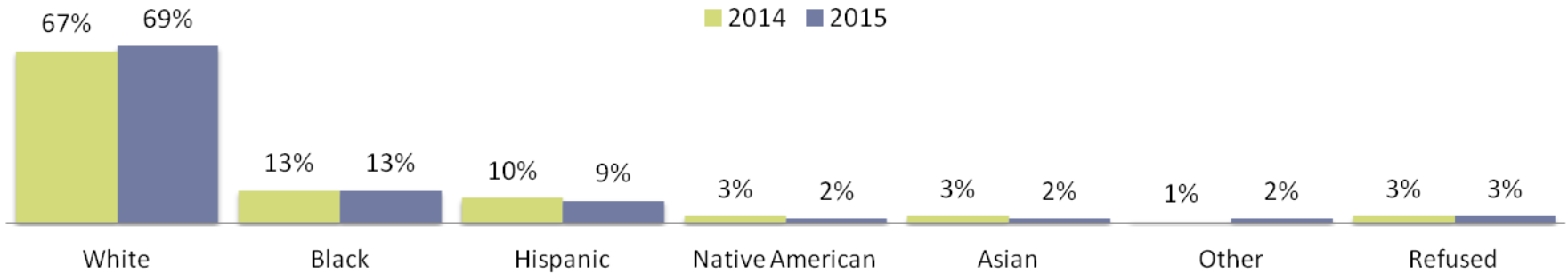
Household Income



Demographics

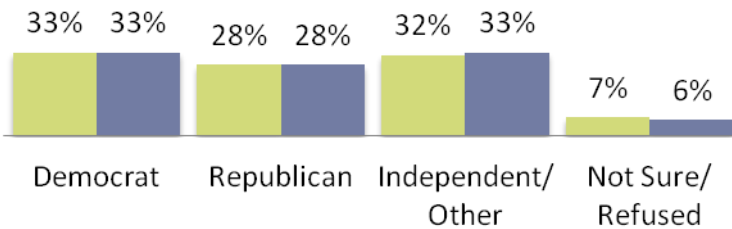
(Base = All Respondents: 2014 = 1004;
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Race/ Ethnicity



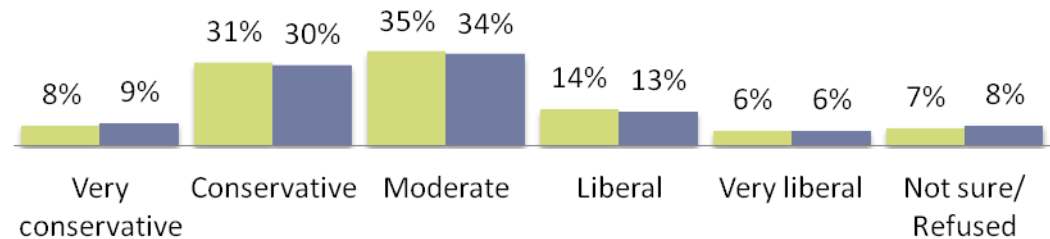
Political Party

2014 2015



Ideology

2014 2015



Demographics

(Base = All Respondents: 2014 = 1004;
2015 = 1005)

