## BACKGROUND & METHODOLOGY

QMark Research & Polling has been contracted to conduct a quantitative study in the form of a telephone interview of 900 Oahu residents.

A total of 100 interviews were conducted in each of the nine Council District on the island of Oahu. The sample was derived using a listing generated from QMark's proprietary Random Digit Dialing software.

The margin of error for a sample of this size (n=900) is +/- 3.27 percentage points with a 95% confidence level.

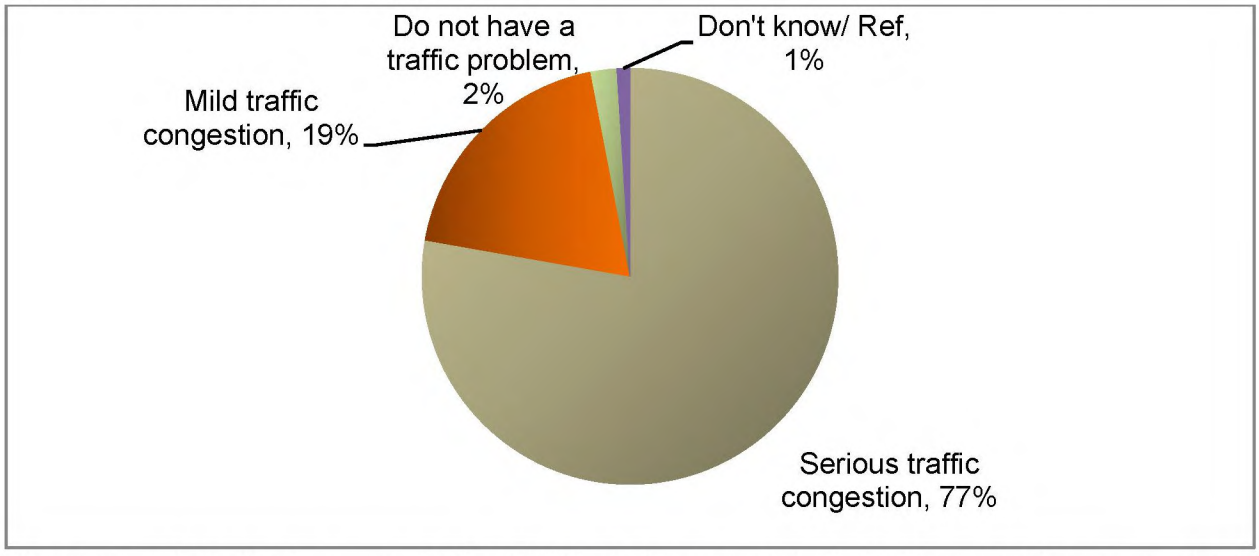
Each respondent was screened to ensure they were at least 18 years of age, resided full-time at the residence they are being contacted at and that they did not work in the fields of marketing, market research, advertising or public relations.



AR00080779

## GENERAL PERCEPTIONS

At the outset of the study Oahu residents were asked for their views regarding the Island's current traffic situation.




The research indicates a majority (77%) of Oahu residents believe we have a serious traffic congestion problem on the Island. Nineteen percent would describe the traffic situation as "mild" while two percent say there is no traffic problem. One percent is unsure how they feel about the issue.

- Even among those who oppose the proposed rail project for Oahu, 71% agree the island suffers from a "serious" traffic problem.

- The negative perception of traffic on the island increases as respondents get older. Among those under 35, 65% would describe the current traffic situation as a serious problem. By comparison, this number increases to 81% among those over 55 years of age.

When the results are tracked from 2006 we find the number of Oahu residents who believe we have a "serious" traffic problem down seven percentage-points. These individuals have moved into the more moderate zone now classifying the problem as "mild."

| | 2006 | 2009 |
|---|---|---|
| Serious traffic congestion | 84% | 77% |
| Mild traffic congestion | 12% | 19% |
| We do not have a traffic problem | 2% | 2% |
| Don't know/ Ref | 2% | 1% |



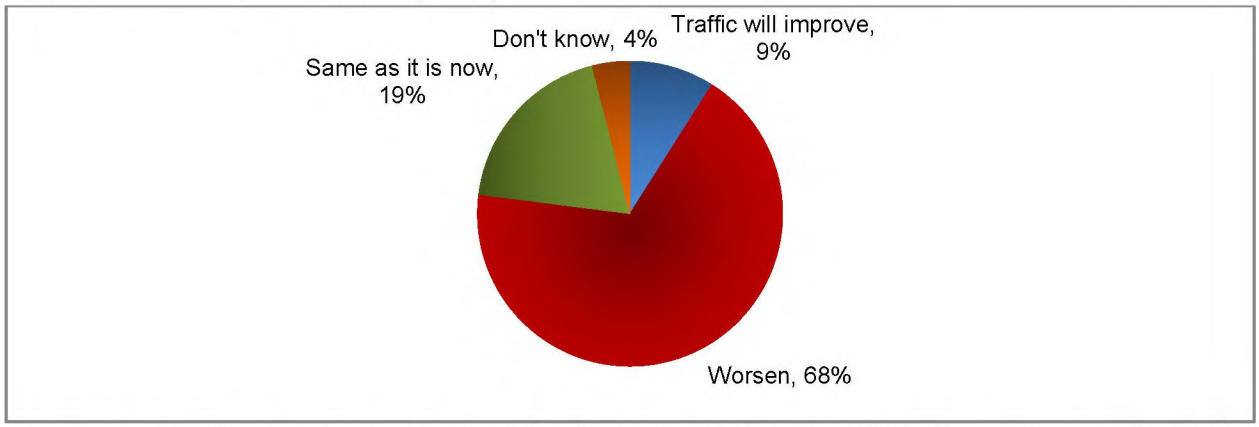
AR00080780

The table below breaks down the results from the prior section by City Council district.

| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Serious traffic | 77% | 78% | 75% | 77% | 75% | 79% | 73% | 84% | 77% |
| Mild traffic | 18% | 19% | 22% | 20% | 21% | 18% | 23% | 12% | 19% |
| No traffic problem | 5% | 1% | 2% | 3% | 2% | 2% | 3% | 1% | 2% |
| Don't know/ Ref | - | 2% | 1% | - | 2% | 1% | 1% | 3% | 2% |

## PROJECTED TRAFFIC IN 10 YEARS

In this section of the research respondents were asked about their perceptions of Oahu's traffic situation looking ten years into the future.




The research shows a majority (68%) believe that the traffic situation will only worsen in the coming decade. Of the remainder, roughly one in five (19%) are of the opinion that things have stabilized while 9% think things will actually improve in the coming decade.

When the results are tracked from 2006 we find Oahu residents more optimistic about the future as it relates to traffic on the island. Currently two-thirds (68%) believe the situation will worsen down 14 percentage-points from 82% in 2006.

| | 2006 | 2009 |
|---|---|---|
| Traffic will improve | 6% | 9% |
| Worsen | 82% | 68% |
| Same as it is now | 9% | 19% |
| Don't know/ Ref | 3% | 4% |

The table below breaks down the results by City Council district.

| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Traffic will improve | 9% | 10% | 8% | 5% | 11% | 10% | 13% | 9% | 9% |
| Worsen | 67% | 69% | 71% | 71% | 69% | 65% | 58% | 69% | 75% |
| Same as it is now | 20% | 20% | 18% | 22% | 16% | 20% | 20% | 18% | 14% |
| Don't know/ Ref | 4% | 1% | 3% | 3% | 4% | 5% | 9% | 4% | 2% |



AR00080781

## RAIL TRANSIT

At the outset of this section of the research Oahu residents were presented with the following description:

> The City & County of Honolulu with approval from the voters of Oahu is moving forward with the development of a 20-mile elevated rail transit line that will connect West Oahu with downtown Honolulu and Ala Moana Center.

After being read this description they were then asked for their opinions regarding the project. They were asked to quantify their perceptions using a four-point rating scale with they strongly support the project assigned a corresponding value of four and they strongly oppose it assigned a value of one. The table below highlights the percent results as well as the mean or average score. The higher the mean score the more positive the perception.

| | OVERALL |
|---|---|
| Strongly support (4) | 34% |
| Somewhat support (3) | 26% |
| NET SUPPORT | 60% |
| Somewhat oppose (2) | 16% |
| Strongly oppose (1) | 21% |
| NET OPPOSE | 37% |
| Don't know | 3% |
| | |
| MEAN | 2.8 |

The results show a majority of Oahu residents currently support the rail transit option described to them above. Thirty-four percent say they strongly support this project while another 26% somewhat support it. At the opposite end, 16% somewhat oppose the project while 21% strongly oppose it. Three percent are currently undecided. When these scores are combined they result in a mean average of 2.8 out of a possible 4.0.

Currently support for this project stands at a near two (60%/ Net Support) to one (37%/ Net oppose) margin.

- Support for this project drops once respondents hit 55 years of age. For example, among respondents under the age of 35, the mean or average score is a 3.0. By comparison, this number drops to 2.6 among those over the age of 55.

- Among the major ethnic segments support is highest among Filipinos (48% strongly support) and lowest among Hawaiians (20% strongly support).



AR00080782

The table below breaks down the results by City Council district. The results show at least half the residents in each district support this project as was described to them in this portion of the research.

| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Strongly support (4) | 41% | 32% | 27% | 25% | 30% | 25% | 49% | 38% | 42% |
| Somewhat support (3) | 19% | 31% | 27% | 27% | 25% | 30% | 21% | 29% | 26% |
| NET SUPPORT | 60% | 63% | 54% | 52% | 55% | 55% | 70% | 67% | 68% |
| Somewhat oppose (2) | 15% | 12% | 19% | 23% | 22% | 10% | 15% | 14% | 12% |
| Strongly oppose (1) | 25% | 24% | 23% | 21% | 18% | 30% | 11% | 17% | 19% |
| NET OPPOSE | 40% | 36% | 42% | 44% | 40% | 40% | 26% | 34% | 31% |
| Don't know | 1% | 2% | 4% | 4% | 5% | 5% | 4% | 2% | 1% |
| | | | | | | | | | |
| MEAN | 2.8 | 2.7 | 2.6 | 2.5 | 2.7 | 2.5 | 3.1 | 2.9 | 2.9 |

Next, we provide a brief profile of supporters and opponents of this project.

| | SUPPORT | OPPOSE | COMMENTS |
|---|---|---|---|
| **PEAK COMMUTER** | 56% | 50% | No significant differences |
| **WILL USE RAIL** | 64% | 15% | Two-thirds of supporters expect to use system |
| **HOUSEHOLD SIZE** | | | |
| MEDIAN | 3 | 3 | No significant differences |
| **BORN IN HAWAII** | 44% | 57% | Supporters more likely to be transplants to Hawaii |
| **AGE** | | | |
| 18-34 | 14% | 9% | Opponents to project tend to be older. |
| 35-54 | 51% | 44% | |
| 55+ | 32% | 43% | |
| MEAN | 50.2 | 53.4 | |
| **ETHNICITY** | | | |
| Caucasian | 25% | 28% | Proportionally Hawaiians tend to have a greater presence among opponents of this project while the opposite is true for Filipinos. |
| Japanese | 25% | 22% | |
| Hawaiian | 12% | 24% | |
| Filipino | 14% | 8% | |
| **HSE INCOME** | | | |
| < $50K | 22% | 21% | No significant differences |
| $50K-$100K | 31% | 31% | |
| $100K+ | 27% | 25% | |
| **GENDER** | | | |
| Female | 50% | 47% | No significant differences |
| Male | 50% | 53% | |



AR00080783

Next, respondents were asked why they support or oppose the rail project as described to them in this section of the research.

| SUPPORT N=546 | | OPPOSE N=330 | |
|---|---|---|---|
| 62% | Traffic- problem needs to be addressed | 35% | Cost – too expensive/ can't afford |
| 15% | Benefits environment | 25% | Ridership- not enough people will use |
| 13% | Benefits economy | 23% | Will not use/ route doesn't service me |
| 9% | Rider- will personally use rail | 15% | Prefer other alternatives |
| 6% | Route – favor | 14% | Elevated rail- ugly/ ruins sight lines |
| 6% | Best alternative available | 13% | City – mismanagement/ corrupt/ inept |
| 4% | Support but prefer alternative route | 10% | Will not solve traffic problem |
| 4% | Convenient/ efficient form of transit | 10% | Too much taxes |
| 4% | Support but need to examine other options | 9% | Prefer alternate route |

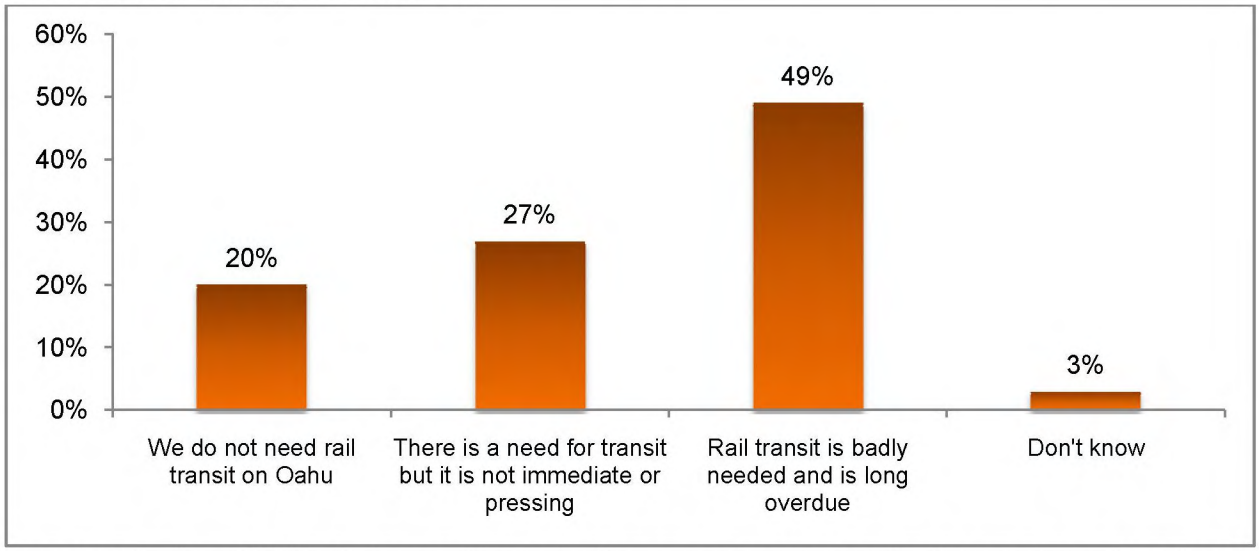
The top reason supporters of this project are backing it is the simple fact that they believe something needs to be done to address the island's traffic woes (62%). Ranking second were the 15% who feel this project will benefit the environment by getting more cars off the road and decreasing our reliance on fossil fuels. Thirteen percent favor this project because of its positive impact on the economy. Nine percent say they expect to use it while six percent each favor the route or feel it is the best alternative currently available.

At the opposite end, the top three reasons cited among opponents of this project are the cost (35%), the belief that ridership numbers are insufficient to justify the project (25%) and that the route does not fit their current situation/needs (23%).



AR00080784

In order to further probe community perceptions regarding this project Oahu residents were presented with three statements related to rail transit and asked which best reflected their own personal views.




Just one in five (20%) Oahu residents believe we do not need rail transit on the island. Twenty-seven percent feel there is a definite need for this project but it is not a pressing one at the moment. Half (49%) are of the opinion that rail transit is badly needed and is long overdue. Three percent are unsure how they feel about this topic.

- Younger residents are more inclined to be of the opinion that this is not an immediate or pressing need. Half (50%) of those 18 to 34 years of age believe there is a need but it is not an immediate one. By comparison, the number of 35 to 54 year olds who feel the same is half that at 26%.

The table below breaks down the results by City Council district. With the exception of Charles Djou's and Rod Tam's districts at least half the voters in each of the other Council Districts believe the need for rail transit is badly needed now.

| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Do NOT need transit | 21% | 17% | 20% | 25% | 18% | 33% | 14% | 16% | 20% |
| Need transit not pressing | 32% | 31% | 19% | 27% | 26% | 27% | 31% | 27% | 24% |
| Transit badly needed | 47% | 50% | 57% | 41% | 49% | 38% | 52% | 54% | 53% |
| Don't know | 1% | 2% | 4% | 6% | 7% | 2% | 3% | 3% | 3% |

At the conclusion of this section of the research Oahu residents were asked if they felt rail transit was a "good investment" in the future of Honolulu. They were asked to quantify their perceptions using a four-point rating scale with they feel rail transit is a good investment for Honolulu's future assigned a corresponding value of four and it is a very poor investment assigned a value of one. The table below highlights the percent results as well as the mean or average score. The higher the mean score the more positive the perception.

| | OVERALL |
|---|---|
| Very good investment (4) | 36% |
| Somewhat good (3) | 33% |
| Somewhat poor (2) | 12% |
| Very poor (1) | 16% |
| Don't know | 3% |
| | |
| MEAN | 2.9 |

Overall, 36% believe rail transit is a very good investment in the future of Honolulu. Another third (33%) of the respondents describe it as a somewhat good investment. Of the remainder, 12% feel it is a somewhat poor investment while 16% describe it as a very poor investment. Three percent are undecided. When these scores are combined they result in a mean or average score of 2.9 out of a possible 4.0.

- Those not born in Hawaii are more likely to view this as a good investment for Oahu's future than are those who were born and raised here. For instance 41% of current residents who were born elsewhere feel this is a very good investment for the future of Oahu. By comparison, the number who feels this is a very good investment among those born and raised in Hawaii is just 29%.

The table below breaks down the results by City Council district.

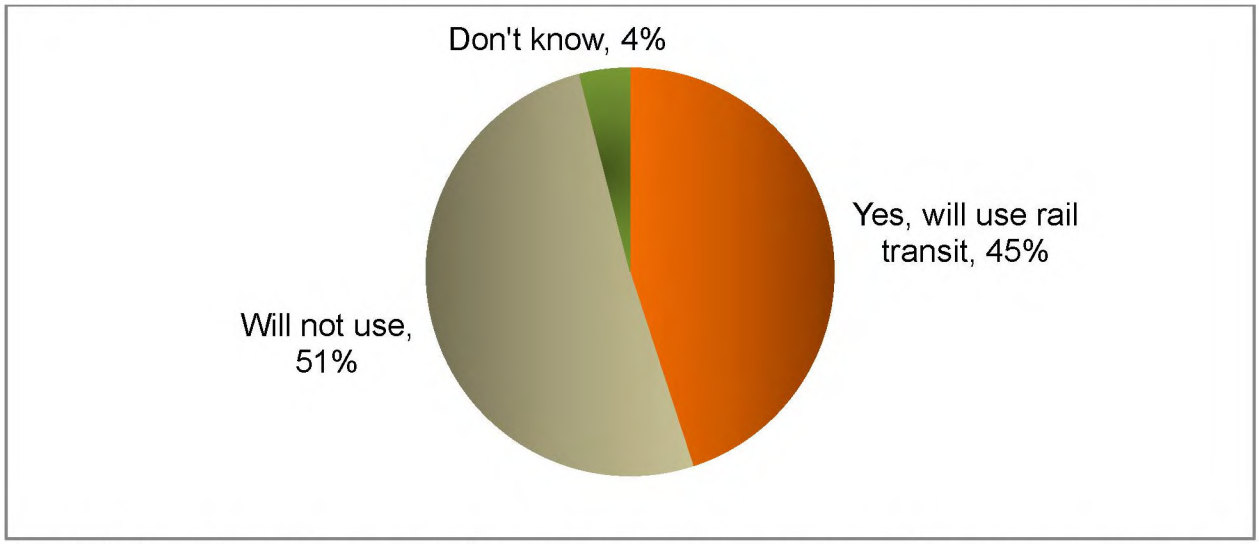
| | **Apo** | **Dela Cruz** | **An-derson** | **Djou** | **Koba-yashi** | **Tam** | **Cachola** | **Okino** | **Garcia** |
|---|---|---|---|---|---|---|---|---|---|
| Very good 4) | 38% | 36% | 31% | 29% | 41% | 26% | 43% | 35% | 44% |
| Somewhat good (3) | 27% | 38% | 34% | 32% | 25% | 34% | 38% | 39% | 29% |
| Somewhat poor (2) | 14% | 13% | 10% | 14% | 13% | 9% | 7% | 8% | 16% |
| Very poor (1) | 20% | 11% | 21% | 22% | 16% | 25% | 10% | 14% | 9% |
| Don't know | 2% | 3% | 4% | 3% | 5% | 6% | 2% | 4% | 2% |
| | | | | | | | | | |
| MEAN | 2.8 | 3.0 | 2.8 | 2.7 | 3.0 | 2.6 | 3.2 | 3.0 | 3.1 |



AR00080786

## RIDERSHIP

Oahu residents were asked if they expect to utilize the rail transit system upon its completion.




Nearly half (45%) of those polled say they expect to use the rail transit system at some point.

- Forty-two percent who current commute by car during peak morning or afternoon drive times believe they will use the rail transit system once it is complete. The numbers are higher for bus users as 58% who commute by bus during peak times expect to use the rail transit system.

- Overall, 45% of peak-time commuters believe they will at some point use the rail transit system.

- Expected ridership is highest among younger Oahu residents. Among those 18 to 34 years of age, 59% say they will use the rail transit system. Expected usage drops to 46% among those 35 to 54 and falls to 40% among those over the age of 55.

- Among the major ethnic segments Filipino (71%) respondents are the most likely to use the new rail transit system. Forty-three percent of Caucasians believe they will ride the rail while Japanese (38%) and Hawaiian (39%) respondents are the least likely users.



AR00080787

- Less affluent individuals are more likely to use the Oahu rail transit system. Among those currently residing in household with combined incomes below $50K/year, 56% say they will ride the elevated rail system. By comparison, expected usage declines to 43% among those residing in household with combined incomes in excess of $100K/year.

When the results are tracked we find expected usage declining slightly from three years prior.

| | 2006 | 2009 |
|---|---|---|
| Plan to use rail transit | 49% | 45% |
| Will not use/ Unsure | 51% | 55% |

The table below breaks down the results by City Council district. The results ranged from a high of 60% expected usage in Romy Cachola's district to a low of 29% for Ikaika Anderson's district.

| | **Apo** | **Dela Cruz** | **An-derson** | **Djou** | **Koba-yashi** | **Tam** | **Cachola** | **Okino** | **Garcia** |
|---|---|---|---|---|---|---|---|---|---|
| Yes, will use | 53% | 33% | 29% | 35% | 42% | 45% | 60% | 53% | 52% |
| Will not use | 39% | 64% | 68% | 63% | 55% | 52% | 34% | 45% | 40% |



AR00080788

## DISSEMINATION OF INFORMATION

Oahu residents were asked if they feel they've been properly informed about Honolulu's rail transit project. Then those who feel that they have not been properly informed were asked why type of information has been lacking thus far.

| PROPERLY INFORMED | | WHAT INFORMATION HAS BEEN LACKING? N=329 | |
|---|---|---|---|
| 58% | Yes, properly informed | 36% | Cost of the project |
| 36% | No, not properly informed | 21% | General information/ Don't know enough |
| 4% | Don't know/ Refused | 10% | Route/ Changes/ Don't know where it goes |
| | | 9% | Alternatives to rail/ KS/ Highways/ Buses |
| | | 8% | Misinformation/ Confused/ Conflicting info |
| | | 6% | Construction timeline/ impact/ traffic |
| | | 5% | Net impact of system |

Overall, 58% of Oahu residents believe sufficient information has been distributed regarding the proposed rail transit system. Of the remainder, 36% feel they have not been properly informed about the project while 4% are unsure how they feel about this question.

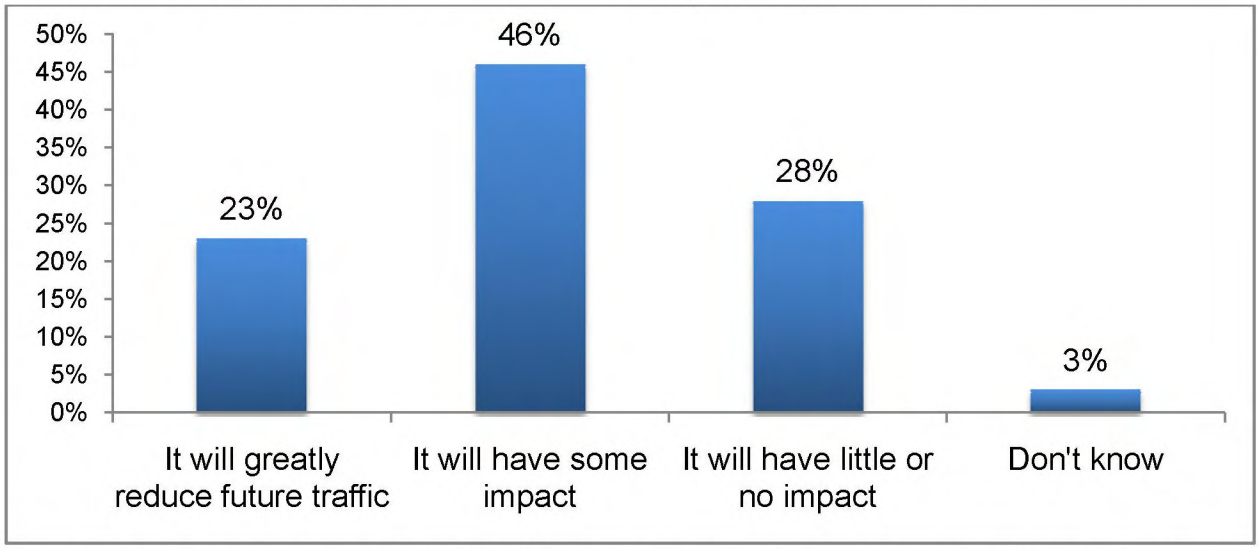
Next, those individuals who felt they have not been properly informed regarding this project (n=329) were asked what type of information they are seeking. Thirty-six percent of this segment has questions related to the cost of this project while 21% would like more information in general as they feel they do not have a good grasp of the overall project. Ten percent would like to know the exact route the project will service while 9% are interested in hearing about the alternatives to rail. Eight percent feel the City has been conducting a misinformation campaign and do not trust what they have heard thus far. Six percent would like more information regarding the construction timeline and its impact on traffic and surrounding areas.



AR00080789

## IMPACT ON TRAFFIC

In this section of the research Oahu residents were asked if they believe rail transit will make a real difference as far as future traffic congestion is concerned.




The results show one in four (23%) Oahu residents believe rail transit will greatly reduce the traffic on the island. Nearly half (46%) are of the opinion it will have some impact while 28% feel it will have little or no impact at all. Three percent are unsure how they feel about this issue.

The table below breaks down the results by City Council district.

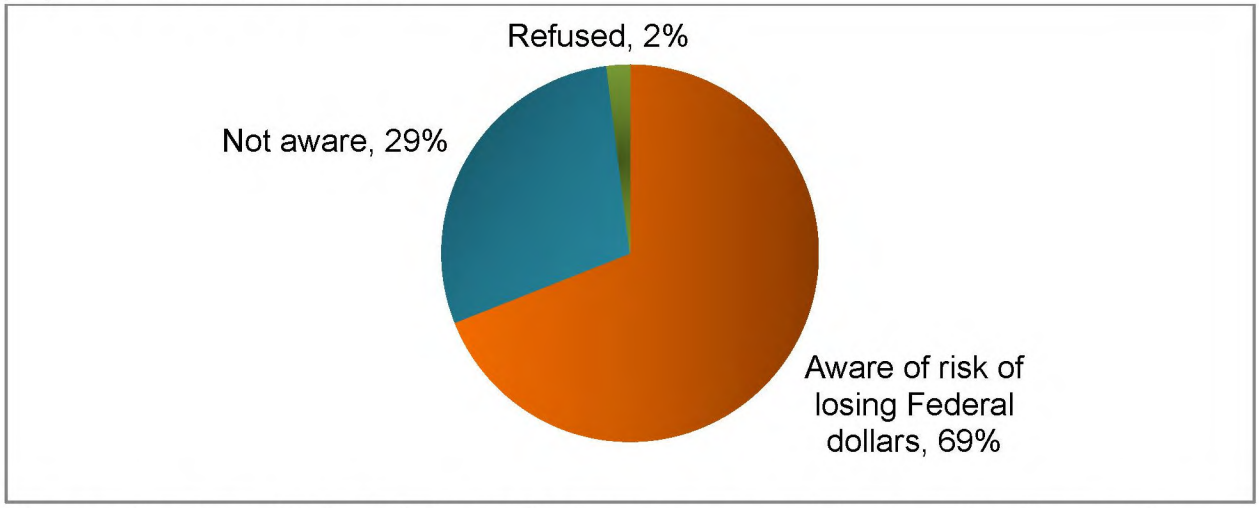
| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Greatly reduce traffic | 25% | 21% | 19% | 19% | 24% | 15% | 28% | 23% | 34% |
| Some impact | 47% | 43% | 53% | 53% | 47% | 45% | 48% | 46% | 37% |
| Little or no impact | 26% | 33% | 25% | 28% | 25% | 36% | 22% | 29% | 28% |
| Don't know | 3% | 4% | 3% | - | 4% | 4% | 2% | 2% | 1% |



AR00080790

## FEDERAL MONEY

Oahu residents were asked if they were aware that if ground is not broken on this project in a timely manner that the City risks having Federal monies designated for this project redirected elsewhere.




The results show 69% of Oahu residents are aware of the fact that if ground is not broken on this project in a timely manner the County risks losing Federal funding. Of the remainder, 29% are not aware of this fact while 2% refused to provide a response.

- Younger residents are the least likely to be aware of this fact. Just 46% of those 18 to 34 knew that the County risked losing Federal funding if this project does not proceed in a timely manner. By comparison, 78% of those over the age of 55 knew of this fact.

- Awareness of the risk of losing Federal funding is lowest among the less affluent. Among those residing in households with combined incomes below $50K/year, 61% knew Honolulu risked losing Federal funding. By comparison, awareness increases to 79% among those residing in household earning in excess of $100K/year.

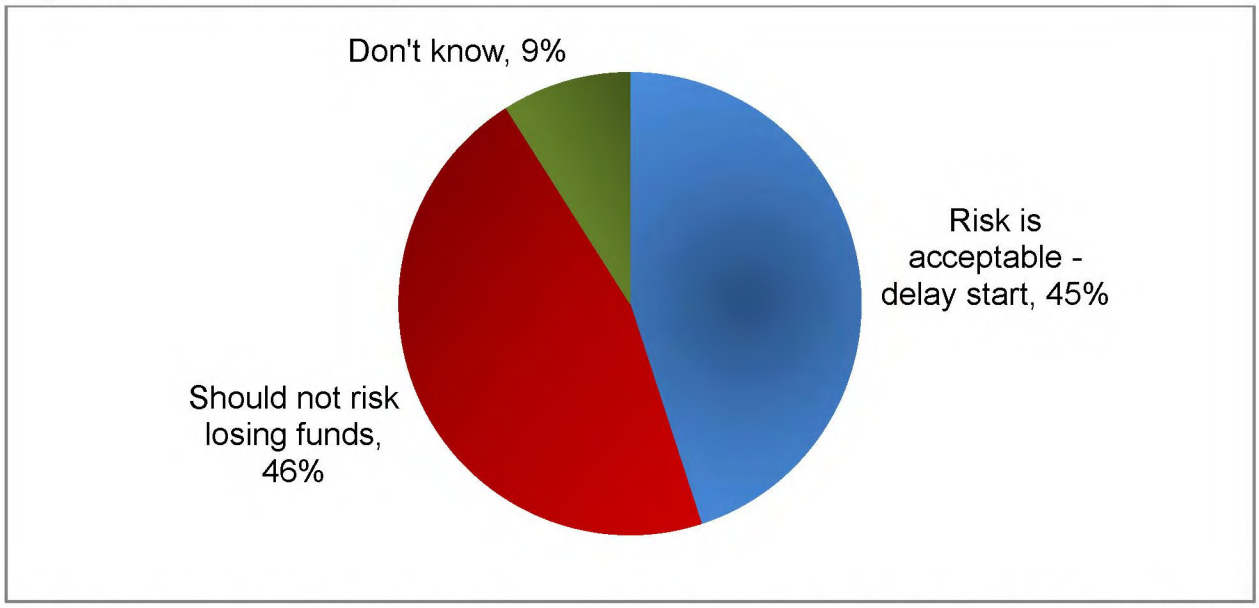
The table below breaks down the results by City Council district. A majority in each district is aware that Oahu risks losing Federal funding if ground is not broken in a timely manner.

| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Aware of risk | 65% | 69% | 77% | 79% | 63% | 71% | 59% | 73% | 63% |
| Not aware | 33% | 30% | 21% | 21% | 34% | 25% | 38% | 24% | 34% |
| Don't know | 2% | 1% | 2% | - | 3% | 4% | 3% | 3% | 3% |



AR00080791

Next, research respondents were asked if this risk was an acceptable one to them if the project were somehow delayed.




Understanding the possible risk of losing Federal monies, 45% say the project start being delayed is acceptable to them. Of the remainder, 46% say this is too great a risk to take while nine percent are unsure how they feel about this issue.

- Older respondents are more inclined to find the risk of losing Federal monies acceptable to them. Forty-eight percent of those over the age of 55 find the risk of losing Federal funding acceptable to them. By comparison, this number (acceptable risk) drops to 44% among those 35 to 54 and falls further to 41% among those under the age of 35.

The table below breaks down the results by City Council district. Risking Federal dollars by delaying the timely start of this project is more acceptable in the Districts represented by Ann Kobayashi, Charles Djou and Donovan Dela Cruz.

| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Risk Federal funds | 39% | 50% | 43% | 50% | 51% | 49% | 47% | 40% | 38% |
| Do not risk | 54% | 43% | 52% | 41% | 40% | 41% | 42% | 47% | 53% |
| Don't know | 7% | 8% | 5% | 9% | 9% | 10% | 11% | 13% | 9% |



AR00080792

## ECONOMIC IMPACT

In this section of the research respondents were presented with the idea that the rail transit project will bring jobs to Oahu and help the overall economy of the island. They were then asked to rate how strongly they agreed or disagreed with this statement. They were asked to quantify their perceptions using a four-point rating scale with they strongly agree with this idea assigned a corresponding value of four and they strongly disagree with it assigned a value of one. The table below highlights the percent results as well as the mean or average score. The higher the mean score the more strongly they agree with this statement.

| | OVERALL |
|---|---|
| Strongly agree (4) | 33% |
| Somewhat agree (3) | 40% |
| Somewhat disagree (2) | 13% |
| Strongly disagree (1) | 11% |
| Don't know | 2% |
| | |
| MEAN | 3.0 |

Overall, a third (33%) of the respondents polled strongly agrees that the rail transit project will bring added jobs and help to improve the overall economy of the island. Another two in five (40%) somewhat agree with this statement while the remainder disagree (13% somewhat disagree/ 11% strongly disagree) the project will have much of an impact economically. When these scores are combined they result in a mean or average score of 3.0 out of a possible 4.0.

- Even among those who oppose the project, two in five (10% strongly agree/ 33% somewhat agree) agree that rail transit will have a positive impact on the economy.

The table below breaks down the results by City Council district. Regardless of the district they reside in a majority of the respondents polled agree this project will have a positive economic impact.

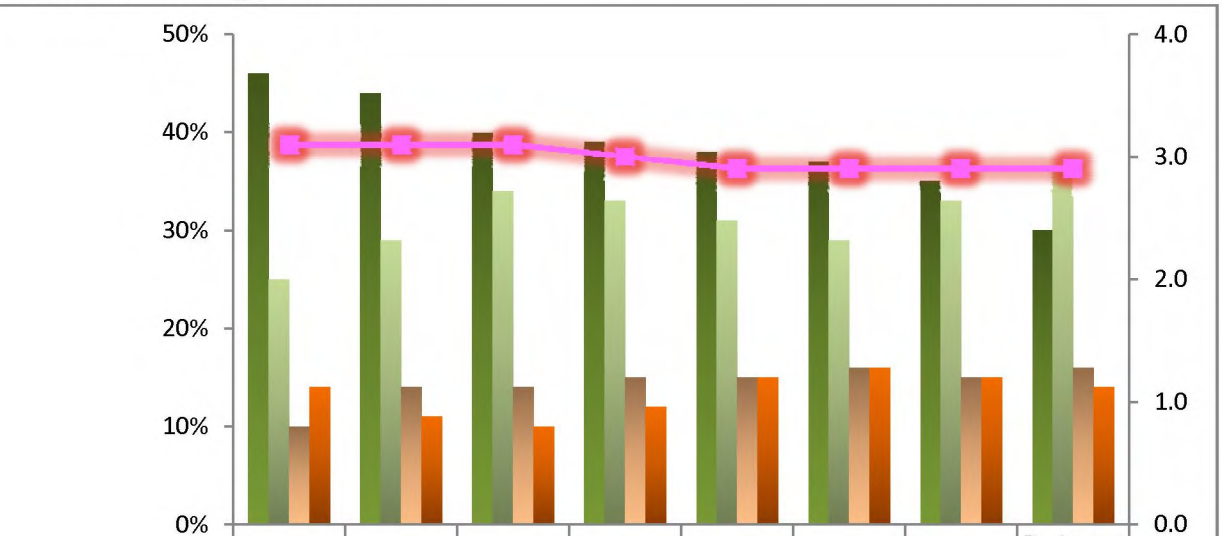
| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Strongly agree (4) | 42% | 34% | 26% | 26% | 31% | 30% | 39% | 34% | 39% |
| Somewhat agree (3) | 30% | 37% | 45% | 51% | 35% | 38% | 45% | 41% | 39% |
| Somewhat disagree (2) | 13% | 18% | 12% | 10% | 17% | 12% | 7% | 11% | 16% |
| Strongly disagree (1) | 14% | 10% | 12% | 12% | 11% | 17% | 9% | 13% | 5% |
| Don't know | 2% | 2% | 5% | 1% | 6% | 3% | - | 1% | 1% |
| | | | | | | | | | |
| MEAN | 3.0 | 3.0 | 2.9 | 2.9 | 2.9 | 2.8 | 3.1 | 3.0 | 3.1 |



AR00080793

## TALKING POINTS

In this section of the research Oahu residents were presented with eight potential benefits of the rail transit project being discussed. After being read each benefit they were asked to rate its importance to them personally. Respondents were told to quantify their perceptions using a four-point rating scale with it is a very important benefit of rail transit assigned a corresponding value of four and it is of no benefit at all assigned a value of one. The table below highlights the percent results as well as the mean or average score. The higher the mean score the greater its perceived impact in the decision-making process.




| | Building a rail transit system will get more and more expensive in the future so building it with today's dollars just makes sense | It will save riders money on gas, parking and vehicle maint. | It will provide economic stimulus such as job creation | It will provide convenience and reliability | Rail will reduce future traffic delay | Rail will help protect our environment by taking cars off the road | Rail will relieve traffic congestion in Leeward Oahu so that planned growth and development can continue to be directed toward that area preserving the rest of the island | Develop-ment around transit stations will bring benefits to the communities where they are located such as affordable housing, commercial developments like retail stores, bike paths and parks |
|---|---|---|---|---|---|---|---|---|
| Very important | 46% | 44% | 40% | 39% | 38% | 37% | 35% | 30% |
| Somewhat important | 25% | 29% | 34% | 33% | 31% | 29% | 33% | 36% |
| Very small benefit | 10% | 14% | 14% | 15% | 15% | 16% | 15% | 16% |
| No benefit at all | 14% | 11% | 10% | 12% | 15% | 16% | 15% | 14% |
| MEAN | 3.1 | 3.1 | 3.1 | 3.0 | 2.9 | 2.9 | 2.9 | 2.9 |

The results show the top three benefits tested (mean scores above 3.0) are that building it now will save us money in the future should we decide to construct it at a later date, that it will save riders money and that it will provide an economic stimulus.



AR00080794

In the prior section research respondents were given the opportunity to rate each of the eight potential benefits of rail transit on an individual basis. In this next section of the research respondents were asked to contrast the eight and choose the one they felt was most important to them.

| | OVERALL |
|---|---|
| Rail will reduce future traffic delay | 19% |
| It will provide economic stimulus such as job creation | 16% |
| Rail will relieve traffic congestion in Leeward Oahu so that planned growth and development can continue to be directed toward that area preserving the rest of the island | 15% |
| Rail will help protect our environment by taking cars off the road | 14% |
| Building a rail transit system will get more and more expensive in the future so building it with today's dollars just makes sense | 13% |
| It will save riders money on gas, parking and vehicle maintenance | 11% |
| Development around transit stations will bring benefits to the communities where they are located such as affordable housing, commercial developments like retail stores, bike paths and parks | 6% |
| It will provide convenience and reliability | 6% |

The results show there is no one argument for rail that clearly resonates with the general public as the top reason for building it. Nineteen percent feel the top reason for building rail is the reduction of future traffic delays. Sixteen percent each gravitated to the economic impact of the project or that it will help sustain continued growth in Leeward Oahu.

The top response in each council district is highlighted in orange.

| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Rail will reduce future traffic delay | 25% | 26% | 12% | 14% | 17% | 17% | 23% | 12% | 19% |
| It will provide economic stimulus such as job creation | 11% | 16% | 12% | 12% | 18% | 20% | 15% | 22% | 14% |
| Rail will relieve traffic congestion in Leeward Oahu so that planned growth and development can continue to be directed toward that area preserving the rest of the island | 13% | 16% | 18% | 15% | 15% | 14% | 12% | 16% | 18% |
| Rail will help protect our environment by taking cars off the road | 8% | 13% | 15% | 14% | 15% | 19% | 7% | 18% | 14% |
| Building a rail transit system will get more and more expensive in the future so building it with today's dollars just makes sense | 13% | 12% | 20% | 26% | 7% | 9% | 8% | 15% | 12% |
| It will save riders money on gas, parking and vehicle maintenance | 14% | 9% | 14% | 6% | 11% | 8% | 16% | 8% | 10% |
| Development around transit stations will bring benefits to the communities where they are located such as affordable housing, commercial developments like retail stores, bike paths and parks | 7% | 4% | 3% | 5% | 13% | 3% | 10% | 3% | 6% |
| It will provide convenience and reliability | 8% | 3% | 5% | 8% | 3% | 9% | 8% | 5% | 5% |



AR00080795

## NET EFFECT

After exposing research respondents to the potential benefits of rail transit on Oahu they asked once again for their feelings regarding this project. They were asked to use the same four-point rating scale used in the prior question to test for any movement one way or the other.

| | PRE-SURVEY | POST-SURVEY | NET +/(-) |
|---|---|---|---|
| Strongly support (4) | 34% | 39% | 5.0 |
| Somewhat support (3) | 26% | 26% | - |
| NET SUPPORT | 60% | 65% | 5.0 |
| Somewhat oppose (2) | 16% | 13% | (3.0) |
| Strongly oppose (1) | 21% | 20% | (1.0) |
| NET OPPOSE | 37% | 33% | (4.0) |
| Don't know | 3% | 2% | (1.0) |
| | | | |
| MEAN | 2.8 | 2.9 | .1 |

The results show exposing residents to the various issues discussed in the survey results in a positive swing of five percentage-points.

The table below breaks down the results by City Council district. The final tally shows positive changes in each district with the exception of Todd Apo's, ranging from a high of nine points in Ikaika Anderson's district to a relative low of two points in Rod Tam's and Nestor Garcia's districts.

| | **Apo** | **Dela Cruz** | **An-derson** | **Djou** | **Koba-yashi** | **Tam** | **Cachola** | **Okino** | **Garcia** |
|---|---|---|---|---|---|---|---|---|---|
| NET CHANGE - SUPPORT | NC | +6.0 | +9.0 | +8.0 | +7.0 | +2.0 | +6.0 | +4.0 | +2.0 |



AR00080796

## MEDIA

In this section of the research respondents were presented with nine ways in which one might gather information on this particular topic. First they were asked if they used each source as a means of gathering information regarding rail transit and then they were asked to contrast the various sources choosing the one they felt was best or most important.

| | SOURCE OF INFORMATION | BEST/ MOST IMPORTANT |
|---|---|---|
| Local TV news | 81% | 34% |
| Newspapers | 77% | 37% |
| Word-of-mouth | 58% | 7% |
| Radio | 40% | 5% |
| Internet | 32% | 9% |
| Direct mail | 19% | 2% |
| Council members | 18% | 2% |
| Neighborhood Board meetings | 12% | 2% |
| Community events | 12% | 1% |
| Other | 5% | 3% |

The results show the top two sources of information regarding this particular project are local television news and local newspapers. This is true among both supporters and opponents of this project.

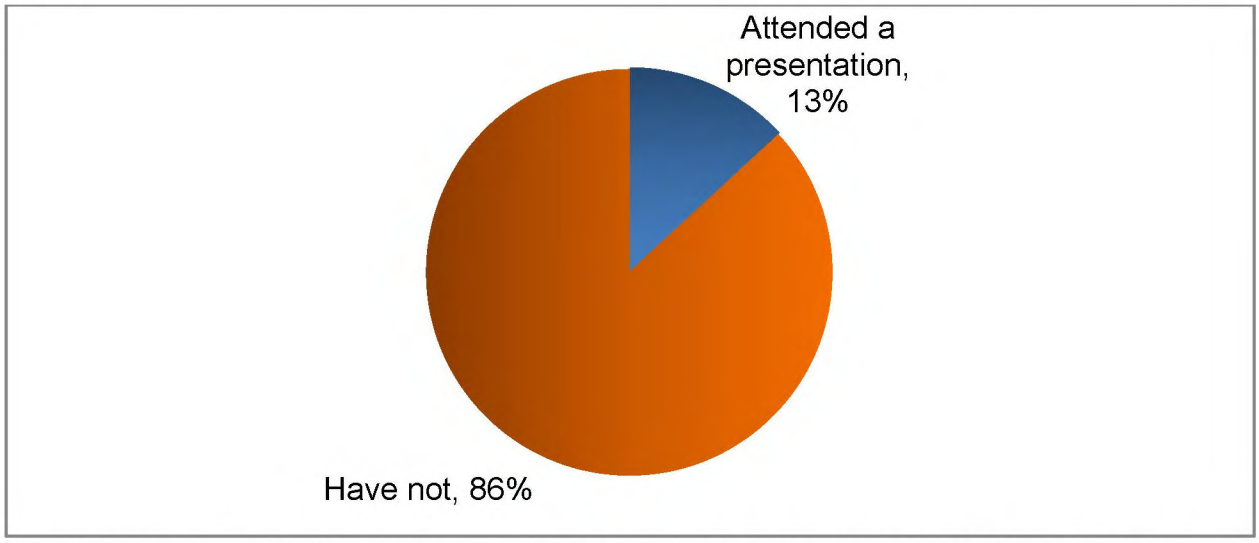
The table below breaks down the results by City Council district based on their most important source of information.

| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Newspapers | 34% | 34% | 32% | 41% | 38% | 35% | 35% | 45% | 36% |
| Local TV news | 41% | 36% | 36% | 30% | 33% | 25% | 39% | 31% | 35% |
| Internet | 5% | 7% | 7% | 10% | 11% | 10% | 11% | 10% | 8% |
| Word of mouth | 5% | 9% | 4% | 5% | 6% | 15% | 6% | 2% | 7% |
| Radio | 2% | 8% | 5% | 5% | 6% | 6% | 5% | 5% | 5% |
| Other | 2% | 1% | 7% | 2% | 2% | 4% | - | 3% | 2% |
| Neighborhood board | 6% | 3% | 4% | - | 3% | - | - | - | 2% |
| Council members | - | 3% | 2% | 4% | - | - | 2% | 2% | 2% |
| Direct mail | 4% | - | - | 2% | 1% | 3% | 1% | 1% | 2% |
| Community events | 2% | - | 2% | 1% | - | 1% | 1% | - | 1% |



AR00080797

At the conclusion of this section of the research respondents were asked if they have ever attended a presentation of any kind regarding the rail transit system planned for Oahu.




The results show 13% of Oahu residents have attended a presentation related to the City's rail transit project.

- Supporters (13%) of this project and opponents (15%) have attended meetings in equal proportions.

- The likelihood of having attended a rail transit related presentation increases as respondents become more affluent. Among those who reside in households with combined incomes below $50K/year, 7% say they have attended a presentation related to rail. This number increases to 12% among those residing in households earning anywhere from $50K to $100K and attendance tops out at 21% among those residing in households with combined incomes in excess of $100K/year.

The table below breaks down the results by City Council district.

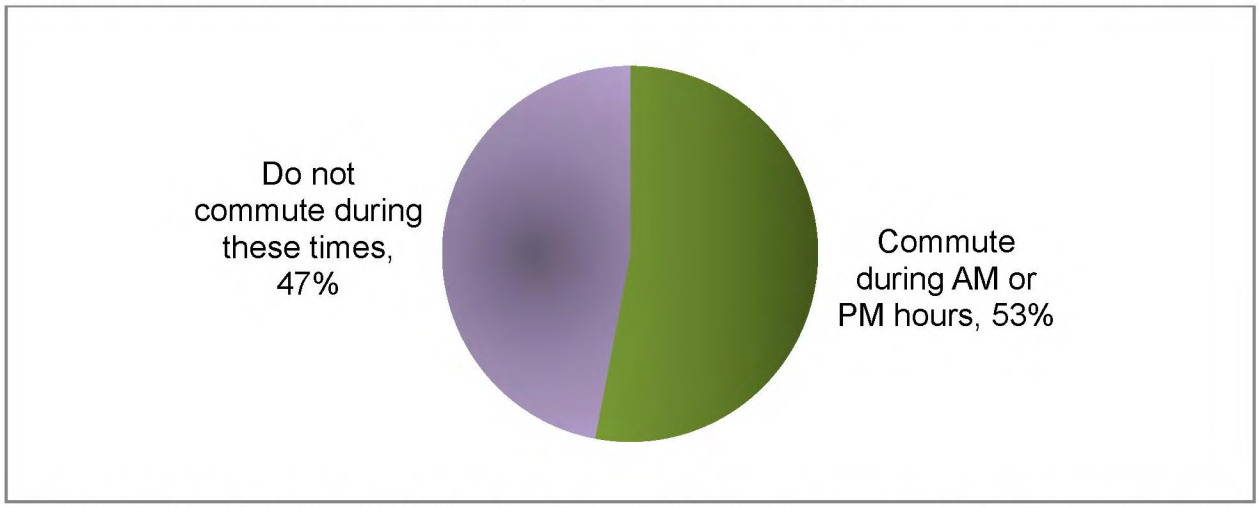
| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Attended a presentation | 18% | 10% | 15% | 11% | 13% | 15% | 11% | 17% | 11% |



AR00080798

## PEAK-TIME COMMUTE

Oahu residents were asked if they typically commute during peak AM or PM hours.

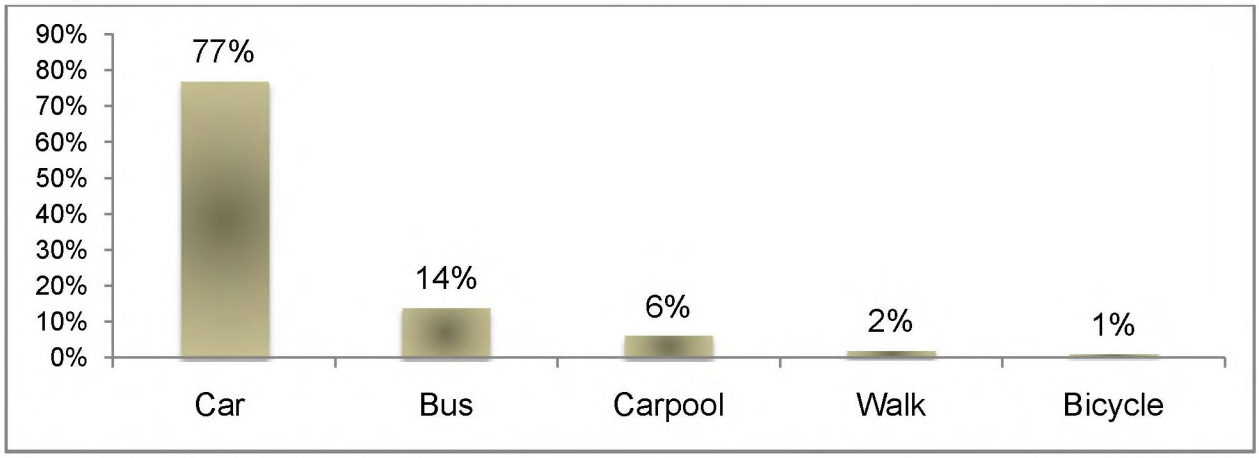



Roughly half (47%) the Oahu residents polled indicate they typically commute during peak AM and/or PM times.

The table below breaks down the results by City Council district.

| | Apo | Dela Cruz | An-derson | Djou | Koba-yashi | Tam | Cachola | Okino | Garcia |
|---|---|---|---|---|---|---|---|---|---|
| Commute during peak times | 63% | 48% | 46% | 49% | 54% | 47% | 57% | 58% | 55% |

At the conclusion of this section of the research those respondents (n=478) who indicated they commute during peak times were asked to describe their mode of transportation.




A majority (77%) of those who commute during peak hours are doing so via an automobile. Fourteen percent are using theBus.



AR00080799

## PROFILE OF RESPONDENTS

| | OVERALL | COMMENTS |
|---|---|---|
| **HOUSEHOLD SIZE** | | |
| 1-2 | 38% | The typical Oahu respondent resides in a household of 3.4 individuals. |
| 3+ | 61% | |
| MEAN | 3.4 | |
| **YEARS IN HAWAII** | | |
| Born in Hawaii | 48% | The sample is split nearly evenly among transplants and those born and raised in Hawaii. |
| Transplant | 52% | |
| **PRIMARY RESIDENCE** | | |
| Own | 72% | A majority of the Oahu residents polled own their primary residence. |
| Rent | 26% | |
| **REGISTERED VOTER** | 85% | A majority are registered to vote |
| **AGE** | | |
| 18-34 | 12% | The average age is 51.4 |
| 35-54 | 48% | |
| 55+ | 36% | |
| MEAN | 51.4 | |
| **ETHNICITY** | | |
| Caucasian | 26% | Half the sample is made up of Caucasian and Japanese respondents. |
| Japanese | 24% | |
| Hawaiian | 16% | |
| Filipino | 12% | |
| Other | 17% | |
| **HOUSEHOLD INCOME** | | |
| < $50K | 22% | |
| $50K-$100K | 30% | |
| $100K+ | 26% | |
| **GENDER** | | |
| Female | 48% | |
| Male | 52% | |



AR00080800