

**America THINKS Tolling Survey**

January 2013

Sample: 1,000 Nationally Representative  
Americans Ages 18 and Over**Kelton**

This survey is being conducted by Kelton, a leading national public opinion company. We are not trying to sell you anything, but would like to ask you a few questions for a national opinion study, the results of which will appear in the nation's leading media outlets in the coming weeks. Your answers will be confidential and anonymous.

**CONTENT QUESTIONS – GENERAL**

1. How strongly do you agree or disagree with the following statement: The United States can no longer build its way out of traffic congestion.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

2. About how much do you pay for each of the following in an average month? Please round to the nearest dollar. Your best guess is fine. (ROTATE RESPONSES IN SERIES)

\_\_\_ dollars (MINIMUM 0)

Don't know

I never use this product or service

1. Gas taxes
2. Tolls, including on highways, bridges and tunnels
3. Electricity
4. Natural gas/heating oil
5. Cable TV, internet and/or traditional phone service
6. Cell phone plan and service
7. Dry cleaning
8. Coffee

3. Many local and state departments of transportation are facing budget cuts due to inflation, as well as the decline of federal and state gas tax receipts as cars and trucks become more fuel efficient. To maintain existing roads, bridges and tunnels in your area, as well as build new ones, how would you prefer to pay over the next 10 years? (ROTATE RESPONSES)
  1. More tolls
  2. Higher sales taxes
  3. Higher gas taxes
  4. Higher property taxes
  
4. If you had to select one, which of the following would you prefer? (ROTATE RESPONSES)
  1. New roads funded by new tolls
  2. New roads funded by increased gas tax
  3. No new roads
  
5. Which of the following, if any, would you be willing to spend more money on if it was allocated to long-term surface transportation improvements in your area? Select all that apply. (ROTATE RESPONSES 1-7) (CHOOSE ALL THAT APPLY 1-8)
  1. Tolls on roads and bridges
  2. Public transportation fares
  3. Gas tax
  4. Property tax
  5. Income tax
  6. Sales tax
  7. Vehicle registration fees
  8. Other (RECORD EXACT RESPONSE)
  9. Nothing
  
6. Which of the following best describes how you feel about tolls on roads and bridges? (ROTATE RESPONSES)
  1. Tolls should be considered only in special, project-by-project situations
  2. Tolls, as a direct user fee, should be a primary source of transportation revenue
  3. Tolls should never be used

7. If you had to select one, which of the following tolls would you be most willing to support? (ROTATE REPOSNSSES)

Tolls used to...

1. Improve congestion
2. Improve existing highways, such as new technology and safety features
3. Construct new highways
4. Maintain existing highways

8. How strongly do you agree or disagree with the following statement: I would be willing to pay a higher toll fare on a road or highway if it saved me travel time.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. I don't drive (CODE AS NON-DRIVER)

9. In which of the following ways, if any, would you generally expect tolled roads to be better than non-tolled roads? Select all that apply. (ROTATE RESPONSES 1-6) (CHOOSE ALL THAT APPLY 1-7)

1. Snow removal
2. Road quality, such as fewer pot holes
3. Overall appearance, such as roadside cleanliness and signage
4. Availability of assistance or service for car emergencies, such as if a car breaks down or gets a flat tire
5. Less congestion or traffic
6. Higher speed limits or faster travel times
7. Other (RECORD EXACT RESPONSE)
8. None

10. (SKIP IF NON DRIVER) For which of the following, if any, would you be willing to pay a toll? Select all that apply. (ROTATE RESPONSES 1-3) (CHOOSE ALL THAT APPLY 1-4)

1. Access to highway lanes with less traffic
2. Access to higher-quality, well-maintained roads
3. Access to an alternative roadway with faster travel times
4. Other (RECORD EXACT RESPONSE)
5. Nothing

11. Please indicate if you think each of the following transportation structures should be funded by increased gas taxes or tolls, or if they should be eliminated altogether. (ROTATE RESPONSES IN SERIES)

	Increased gas taxes	Tolls	Eliminated altogether
Major bridges			
Major tunnels			
Interstate highways			
State highways			
Travel across state borders by vehicle			
Travel across international borders by vehicle, such as to Canada or Mexico			

For purposes of this survey, please think of public-private partnerships as contractual agreements that allow the private sector to finance, design, build, lease, manage or operate transportation facilities; these private sector participants then typically collect tolls, fares or other user fees to generate a return on their investment.

12. How strongly do you agree or disagree with the following statement: To provide additional long-term funding to build, expand, operate and maintain needed roads, bridges and tunnels, my state department of transportation should have the option to enter into agreements with private companies and investors.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

**CONTENT QUESTIONS – TRACKING QUESTIONS**

13. How strongly do you agree or disagree with the following statement: My state department of transportation should have the option to add tolls – either converting general purpose lanes to tolled lanes or adding new tolled lanes to while maintaining the existing non-tolled lanes – to major highways, bridges and tunnels in the state to help pay for their construction, maintenance and replacement.
1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
14. (SKIP IF NON-DRIVER) For which of the following interstate highway improvements, if any, would you be willing to pay a toll? Select all that apply. (ROTATE RESPONSES 1-7) (CHOOSE ALL THAT APPLY 1-8)
1. Repairing or rebuilding existing worn-out roads and bridges
  2. Creating urban bypasses, such as alternative routes to existing heavily used and congested urban area streets
  3. Creating dedicated truck lanes, which are special lanes, in addition to a highway or roadways' general purpose lanes, that all large trucks would be required to use
  4. Adding lanes to existing roads
  5. Integrating real-time traffic technology, such as lane management systems that can match available capacity on roads to changing traffic demands
  6. Creating new roads
  7. Reconstructing or modifying interchanges
  8. Other (RECORD EXACT RESPONSE)
  9. None
15. If you had to select one, which of the following tolls would you be most willing to support? (ROTATE RESPONSES)
1. Tolls used to improve existing interstate highways determined to be critical to commerce and congestion relief
  2. Tolls used to improve existing interstate highways determined to be in poor or mediocre condition
  3. Tolls used to construct new interstate highways
  4. Tolls used to maintain existing interstate highways

16. For which of the following reasons do you think it would be appropriate to waive tolls? (ROTATE RESPONSES)
1. Funerals
  2. Military travel
  3. Veterans
  4. Emergencies
  5. Electric and/or other alternative-fuel vehicles
  6. Other (RECORD EXACT RESPONSE)
  7. None

### CONTENT QUESTIONS – ALL-ELECTRONIC TOLLING

17. (SKIP IF NON DRIVER) Which would you be more willing to do? (ROTATE RESPONSES)

1. Stop and give change or cash at tollbooths
2. Have a device in my car that allows me to pay tolls at highway speed without stopping

For the purposes of this survey, please think of “all-electronic tolling” as a payment system for which tolls are collected electronically without stopping and without using cash. Toll is paid through a transponder device in vehicles or by taking a picture of a vehicle’s license plate and billing the registered owner. All-electronic tolling allows drivers to pay at highway speeds without slowing down or stopping at tollbooths.

18. Which of the following, if any, apply to all-electronic tolling? Select all that apply. (ROTATE RESPONSES 1-7) (CHOOSE ALL THAT APPLY 1-7)

1. Reduces congestion, such as cars don’t have to stop at a tollbooth to pay a toll
2. Increases safety, such as cars don’t have to merge or switch lanes to get to an appropriate toll booth
3. Reduces emissions, such as cars are on the road for a shorter period of time
4. Reduces costs, such as not having to expand lanes to accommodate toll booths or pay booth operators
5. Saves time in the car, such as by not having to slow down or stop to pay a toll
6. More convenient than traditional coin or cash tolling
7. Inevitable, such as technology that will soon replace all traditional coin or cash toll booths
8. None of these

For the purposes of this survey, please think of a “transponder” as a device placed in vehicles in order to capture information when driving through an All-Electronic tollbooth that allows automatic payment for the fee.

19. (SKIP IF NON DRIVER) Which of the following do you think would happen if you drove through an all-electronic tolling facility that you didn't have a specific transponder for? Select all that apply. (ROTATE RESPONSES 1-3) (CHOOSE ALL THAT APPLY)

1. Get a bill in the mail
2. Assume my current transponder would work anyway
3. Get a ticket in the mail
4. Other (RECORD EXACT RESPONSE)

20. (SKIP IF NON DRIVER) Which of the following, if any, would motivate you to have a transponder in your car? Select all that apply. (ROTATE RESPONSES 1-4) (CHOOSE ALL THAT APPLY 1-5)

1. To avoid having to stop to pay a toll
2. To avoid having to carry change or cash to pay a toll
3. To easily track how much I'm spending on tolls
4. To have access to certain highways, such as those with less traffic, that are all-electronic toll facilities
5. Other (RECORD EXACT RESPONSE)
6. Nothing