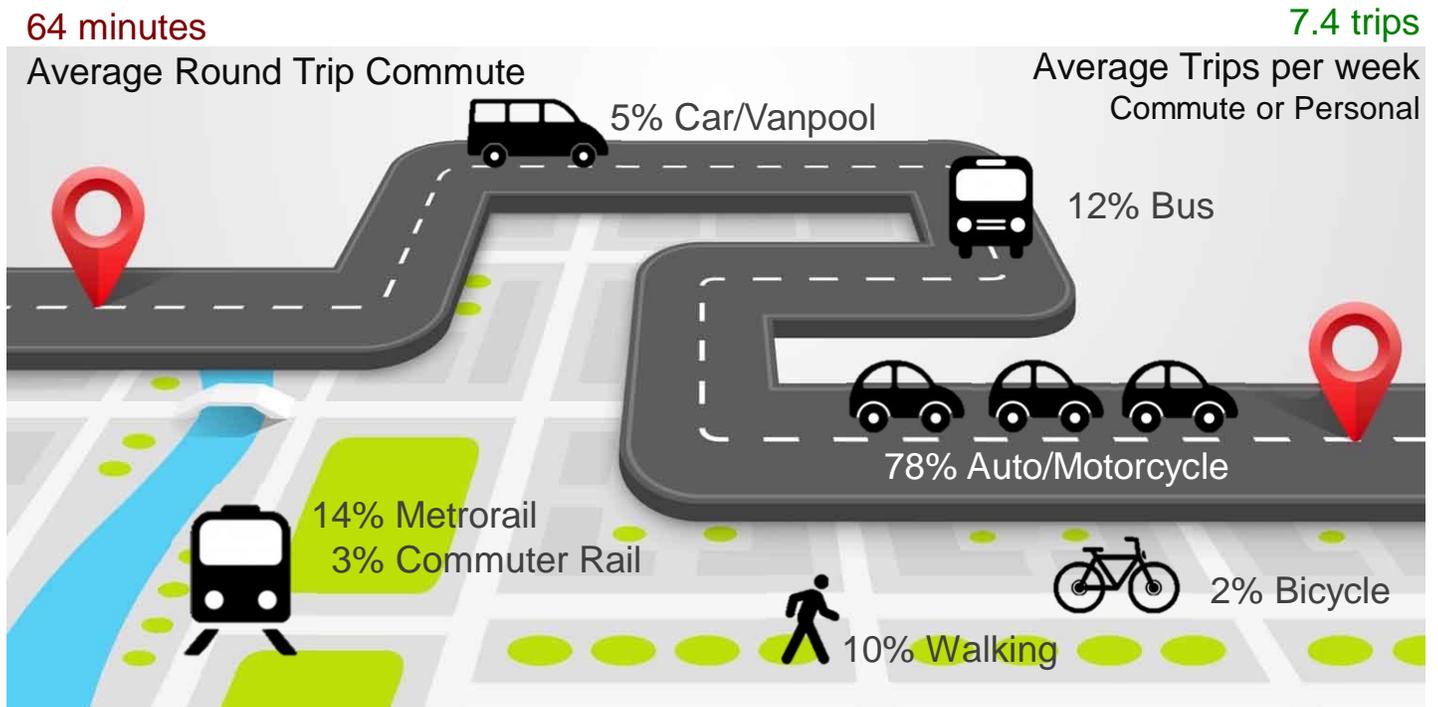




Commuter Profile (self reported data)

- 76% of employed/student residents work/attend in Northern Virginia.
- 78% use a single mode of transportation for their commute, 18% use multiple modes.
- Residents spend an average of 64 minutes commuting round trip, primarily by auto/motorcycle (78%).



Transportation Quality of Life

- Quality of life in terms of transportation in the Northern Virginia region averages 5.8 on a ten point scale, falling about midway between the worst and best possible quality.
- Still, 42% of residents believe their quality of life related to transportation in the region is improving.

Ideal Travel vs. Northern Virginia Travel

- The ideal travel experience is described as quick, smooth or easy, safe and predictable. Typical travel in the Northern Virginia region is described as slow, congested, unpredictable and frustrating.

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Transportation Personal Values

- 59% indicate traffic flow and congestion as having the biggest impact on their quality of life. Of those, 71% feel the region is doing a 'mostly bad' job in this area.
- Three other areas indicated as the most important factor include convenient access to work, shopping, restaurants, schools and services (14%), number and variety of public transportation options (13%) and maintenance and quality of the transportation infrastructure (13%).

Priority Areas

- Transportation areas of greatest importance to the future of the region include reducing trip times (58%), making the transportation system affordable (53%), investing in new highways and road improvements (45%), more predictable trip times (44%) and making the transportation system more efficient and safer by using latest technologies (42%).

Importance of Recently and Soon to be Completed Projects

- Building the Silver Line to Tysons and Loudoun County is regarded as the most important project by 42%.
- Replacement of the Woodrow Wilson Bridge is second most important cited by 32%.

Top Ranked Potential Project Types

- Upgraded arterial roads are the highest ranked potential project or improvement for the region.
- New or updated rail lines rank a very close second.

Public Awareness of NVTA & TransAction

- 33% have heard of the Northern Virginia Transportation Authority.
- 8% have heard of the TransAction long range transportation plan.

Self Driving Car Perceptions

- 84% believe driverless cars will be driving on Northern Virginia highways within the next 20 years.
- 51% are at least somewhat likely to try a self-driving car if they make it to Northern Virginia roads by 2020.

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Methodology

This fact sheet presents the findings of a survey conducted among a sample of 610 adults 18 years of age or older residing in one of nine jurisdictions in the Northern Virginia region. The nine jurisdictions represented include Arlington County, Fairfax County, Loudoun County, Prince William County, City of Alexandria, City of Fairfax, City of Falls Church, City of Manassas and City of Manassas Park.

This survey was conducted online and was live October 8-15, 2015.

This survey was designed to be representative on key demographics including jurisdiction, gender, age and ethnicity. Quotas were enforced among panel member participants in an effort to reflect census data for the region. Completed interviews are weighted by ethnicity to ensure reliable and accurate representation of the total nine jurisdiction population, 18 years of age and older.

Respondents for this survey were selected from among those who have volunteered to participate in online surveys and polls. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

About Heart+Mind Strategies (www.heartandmindstrategies.com)

We help clients understand the hearts and minds of the people that matter most to their enterprise; and we deliver the strategic decision making insight and advice to transform understanding into measurable success.

We are experts in human decision-making and its impact on marketing decisions and communications across industry and issue categories. We apply a rigorous framework and an experience-driven set of principles that have elected presidents and prime ministers, strengthened corporations, bolstered declining industries, and reinvigorated global brands.

This point of view illuminates

- How and why people make the decisions they do
- How perceptual equity can translate into bottom-line equity
- The role and linkage of both reason and emotion in persuasion
- What it takes to build measurable value

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