

TallahasseeVoices

Cost of Travel

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***TallahasseeVoices is a pro bono Internet survey panel sponsored by Kerr & Downs Research. There were 698 responses to the survey sent out on May 17, 2006. Panel results have been weighted to reflect the demographics of Leon County and results are representative of all local residents who have access to the Internet at home, work, or school. Go to our website at www.tallahasseevoices.com to learn more about us.**

How Residents Are Dealing with High Gas Prices and High Air Fares

- 43% believe gas prices are never coming down; an increase from 13% in 2004 and 25% in 2005.
- Tallahassee residents think gas is “too expensive” at \$2.66/gallon
- 29% cancelled **pleasure** trips last year because of high gas prices
- 7% cancelled **business** trips last year because of high gas prices

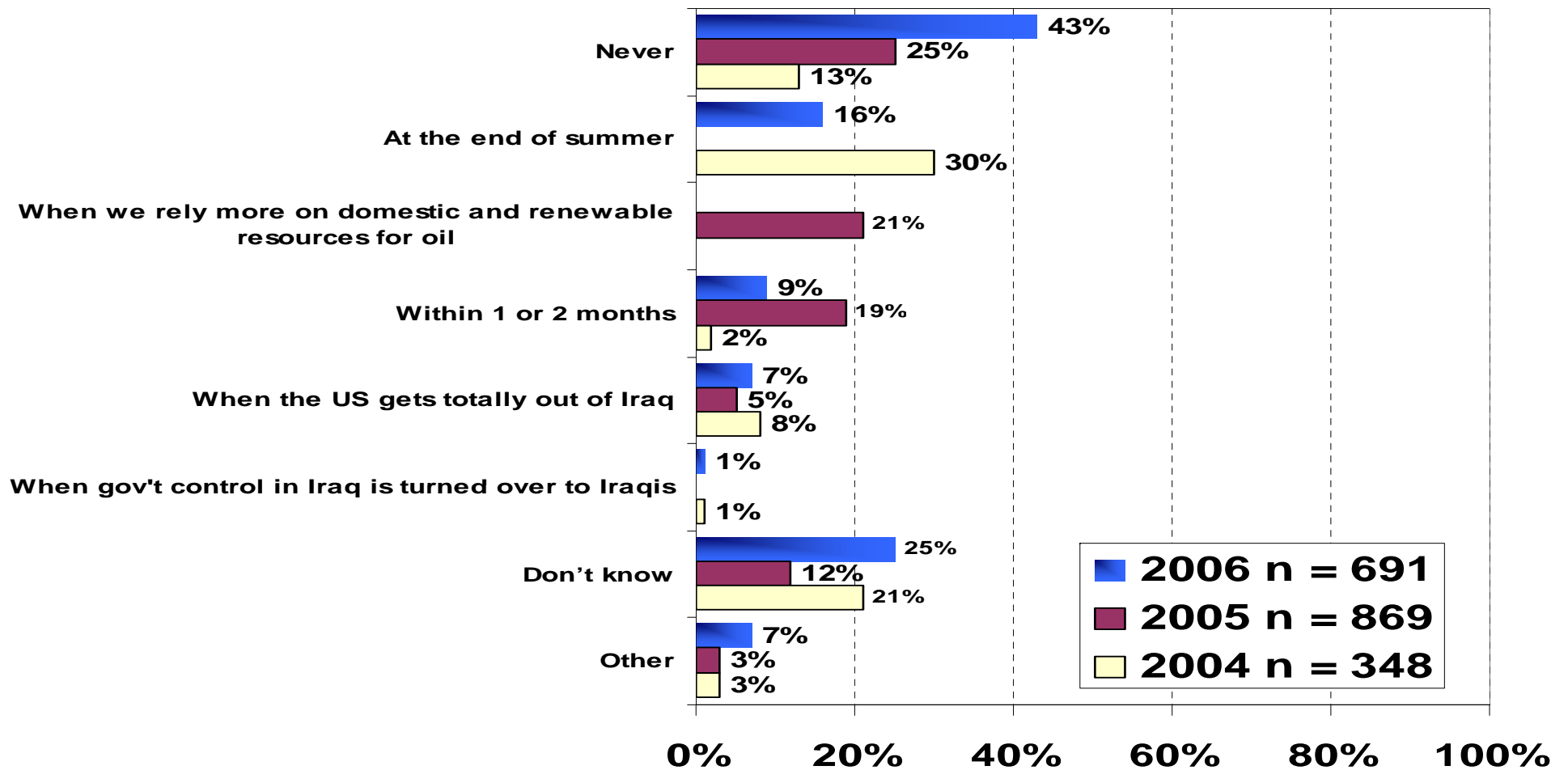
Tallahassee residents cut travel

- Tallahasseeans cut **business** trips by air 12% in 2005
- Tallahassee residents cut **pleasure** trips by air 9% in 2005
- 90% of local residents believe Tallahassee air fares increased in the past 18 months
- 69% have eliminated unnecessary car trips

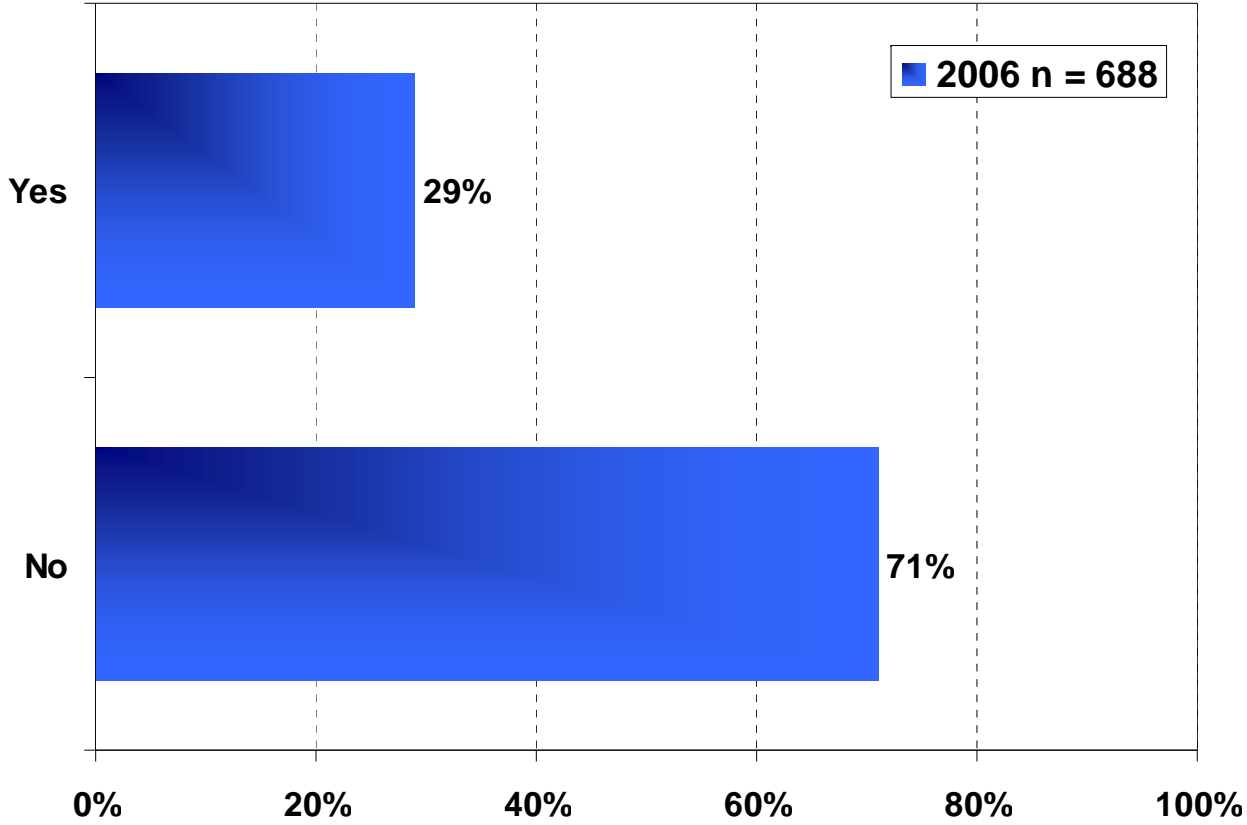
Residents have not adopted transit options

- 15% carpooled in 2006, down from 17% in 2005
- 1% rode Star Metro in 2006, down from 2% in 2005

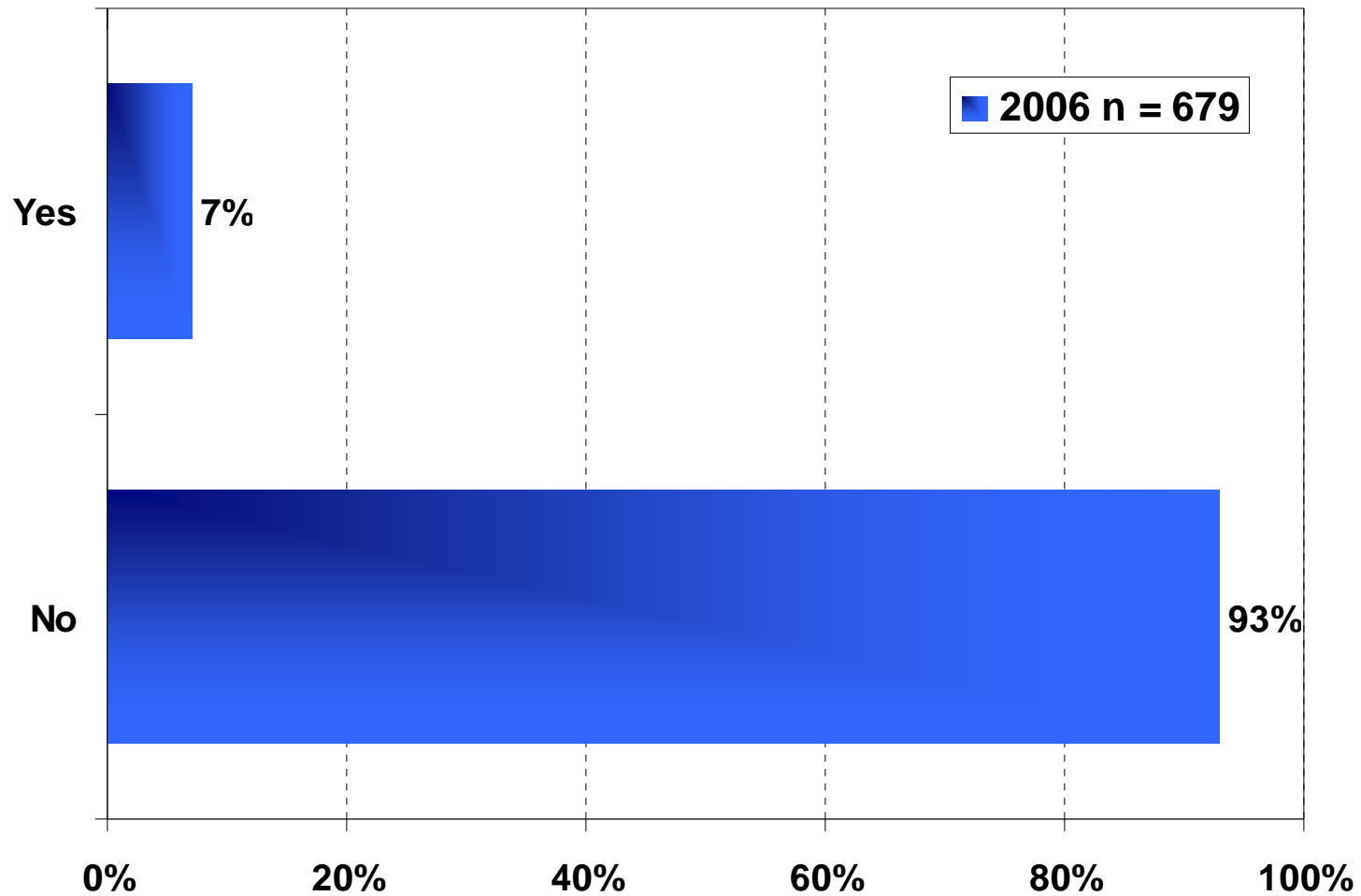
When do you expect gas prices to come down by 25-50 cents per gallon?



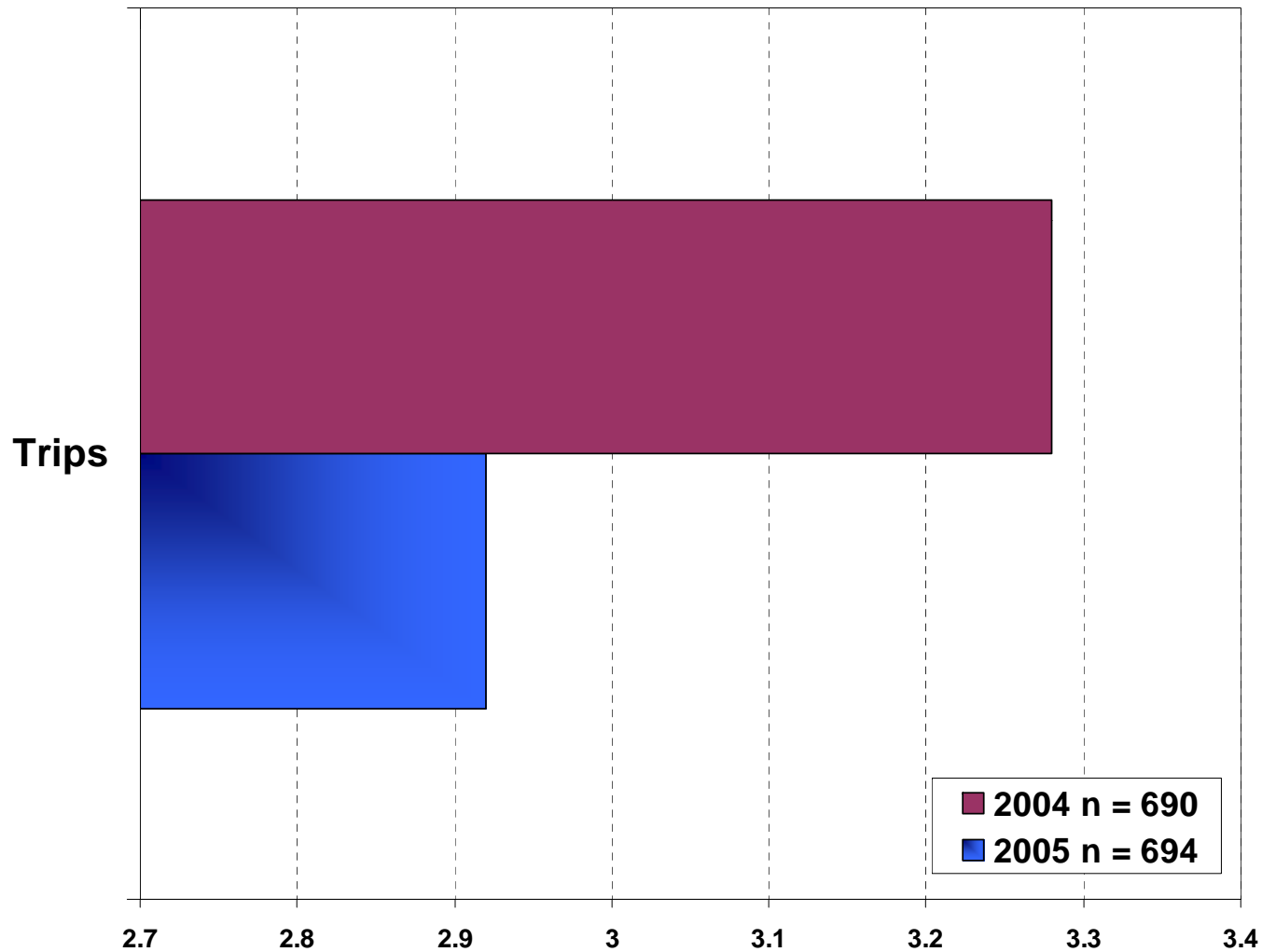
In the past year, have you canceled any **pleasure** trips because of the cost of gasoline?



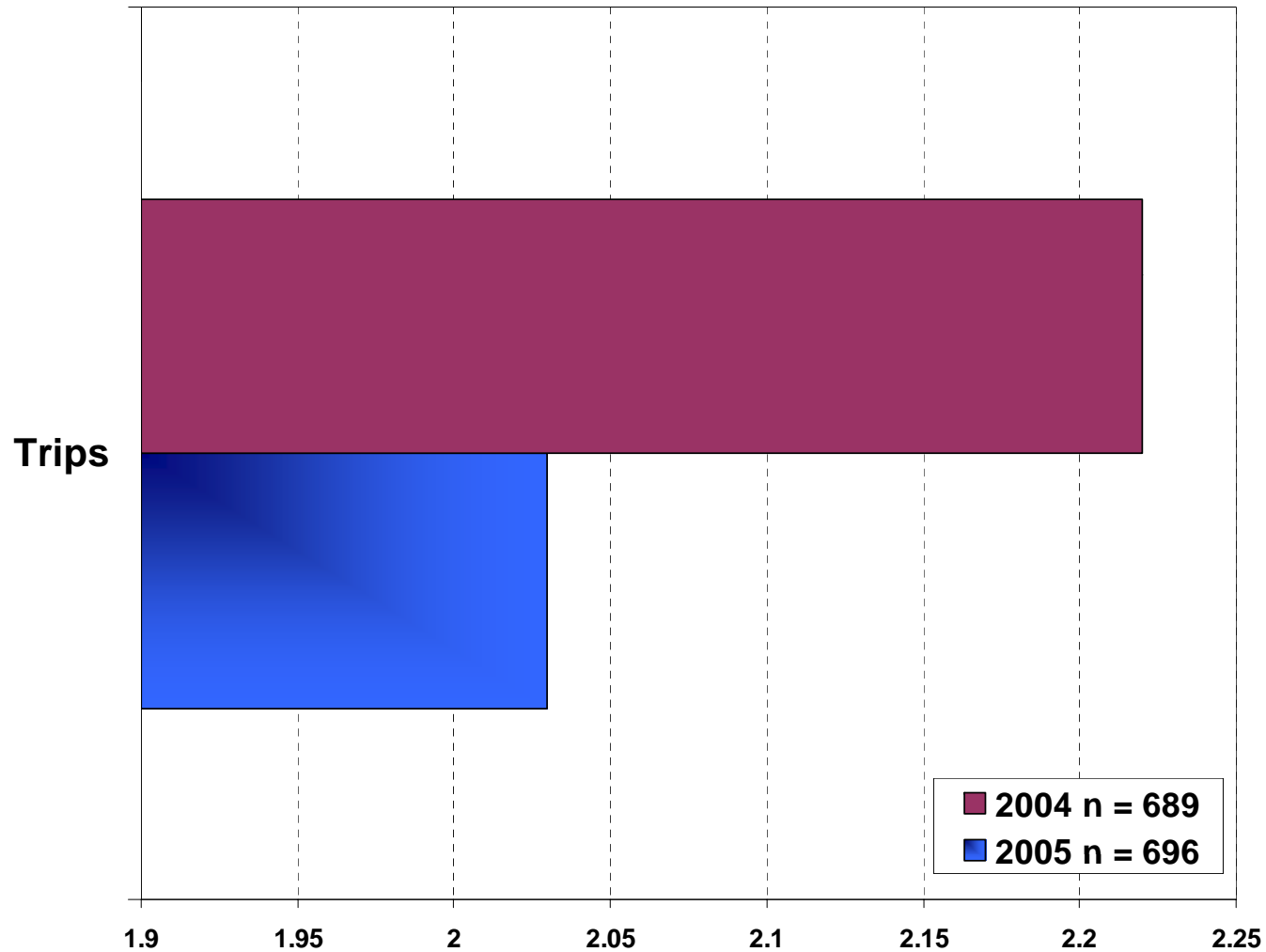
In the past year, have you canceled any **business** trips because of the cost of gasoline?



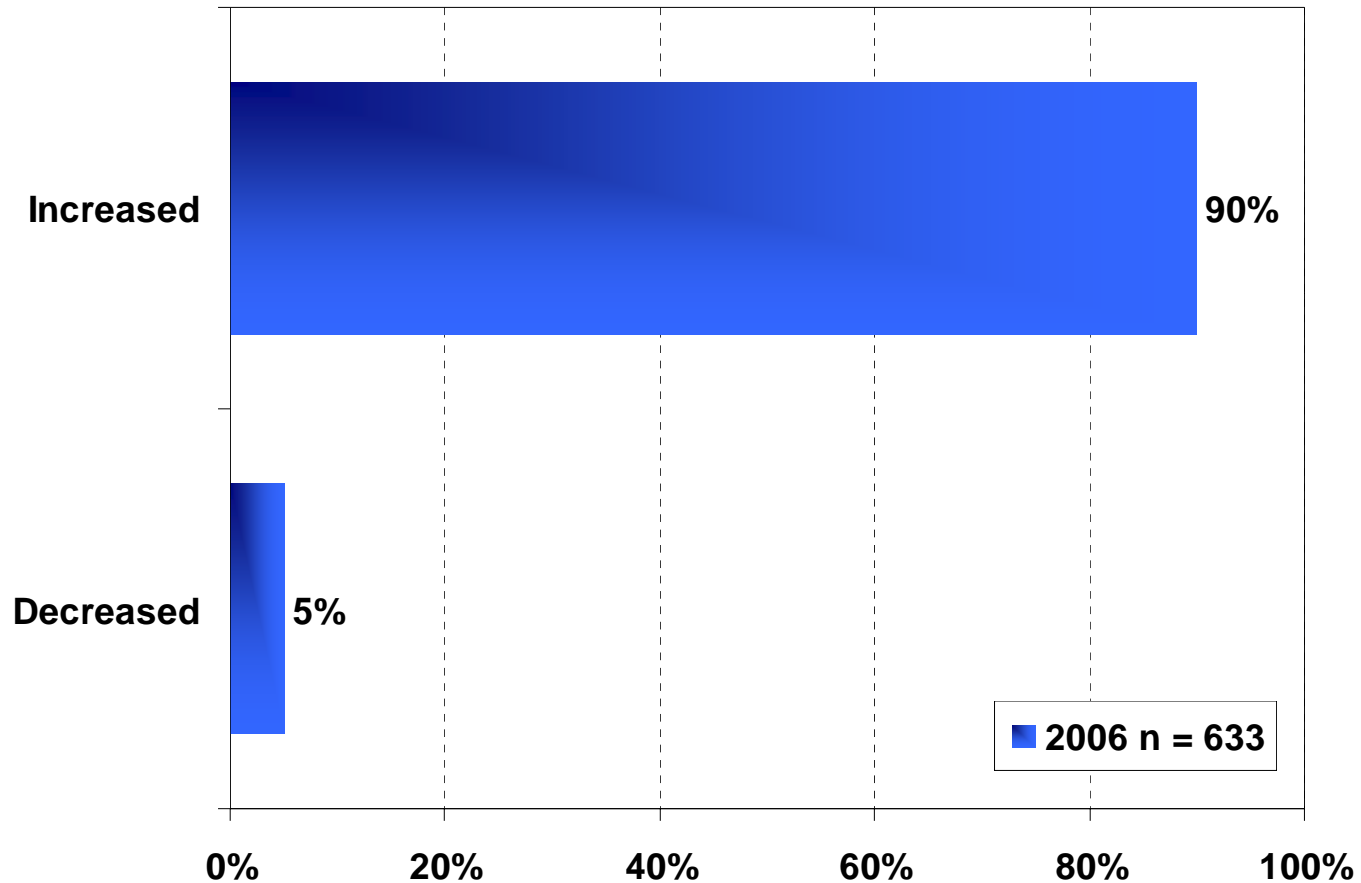
How many **business** trips did you take via airplane leaving from or coming into Tallahassee?



How many **pleasure** trips did you take via airplane leaving from or coming into Tallahassee?

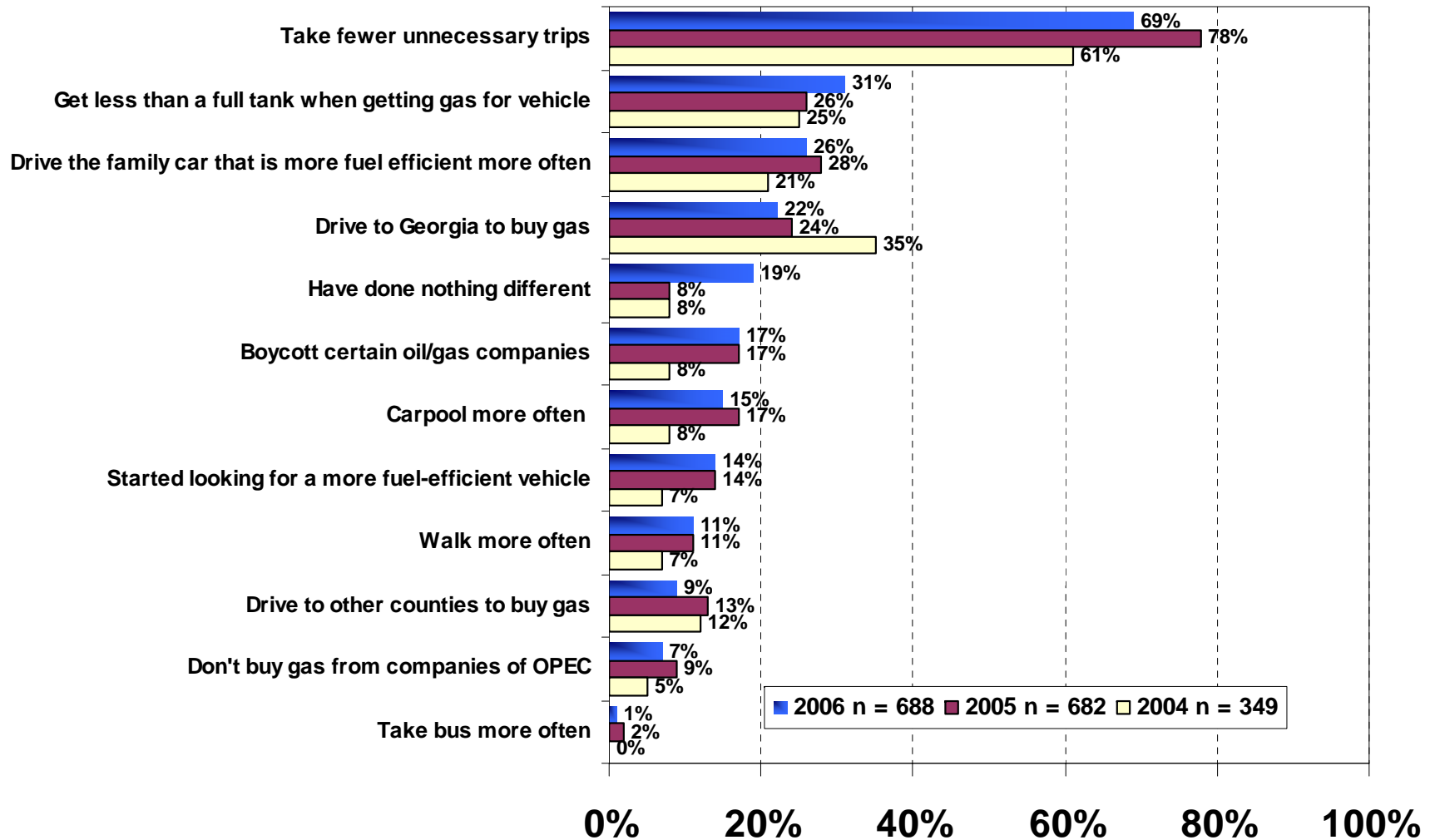


Have Tallahassee air fares increased or decreased in the past 18 months*?

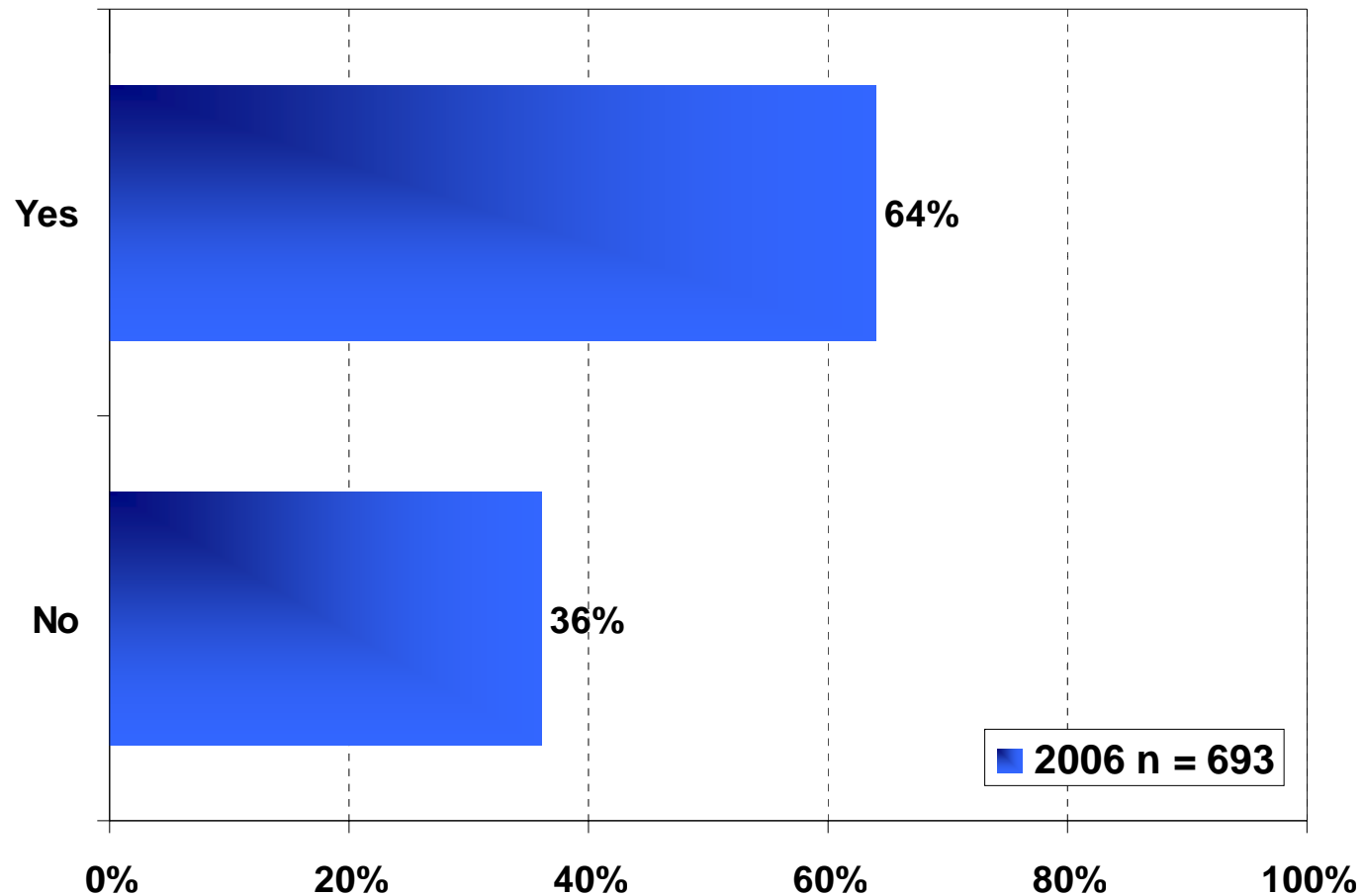


*On average, residents believe Tallahassee air fares have increased by 27%

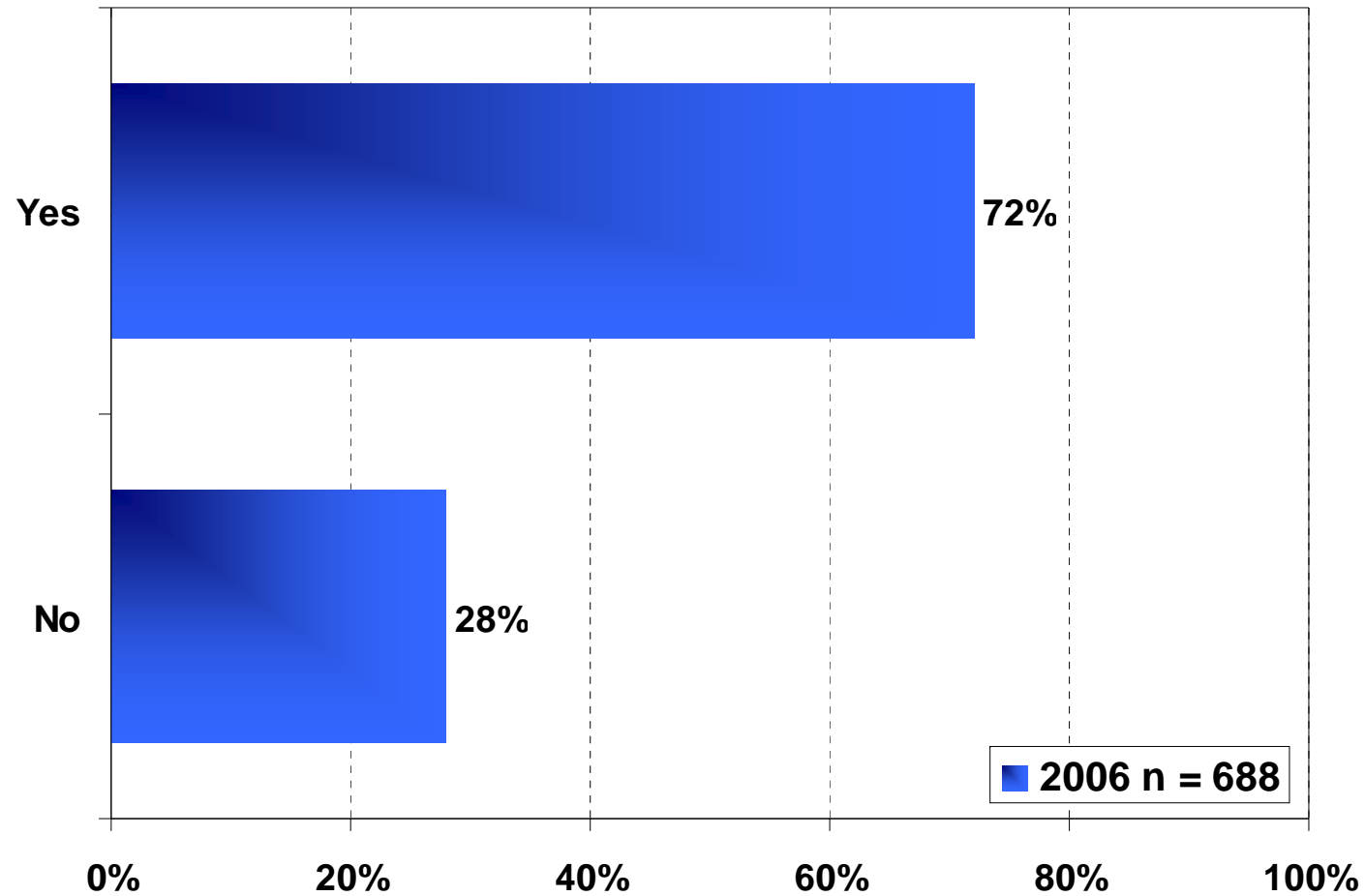
What have you done in the past 2 months because of the high price of gasoline?



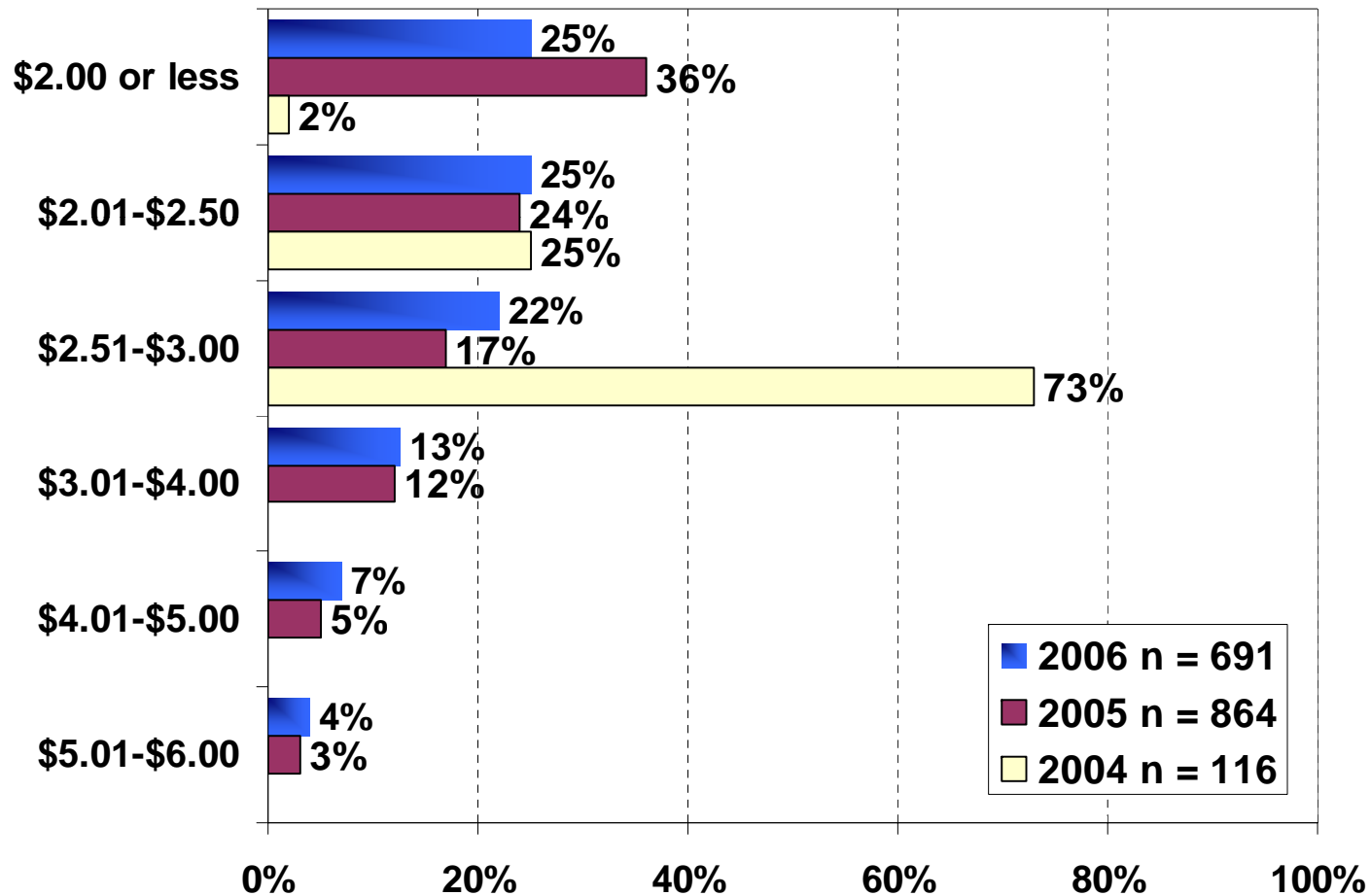
In the past year, have you decided to drive rather than fly on a **business** trip?



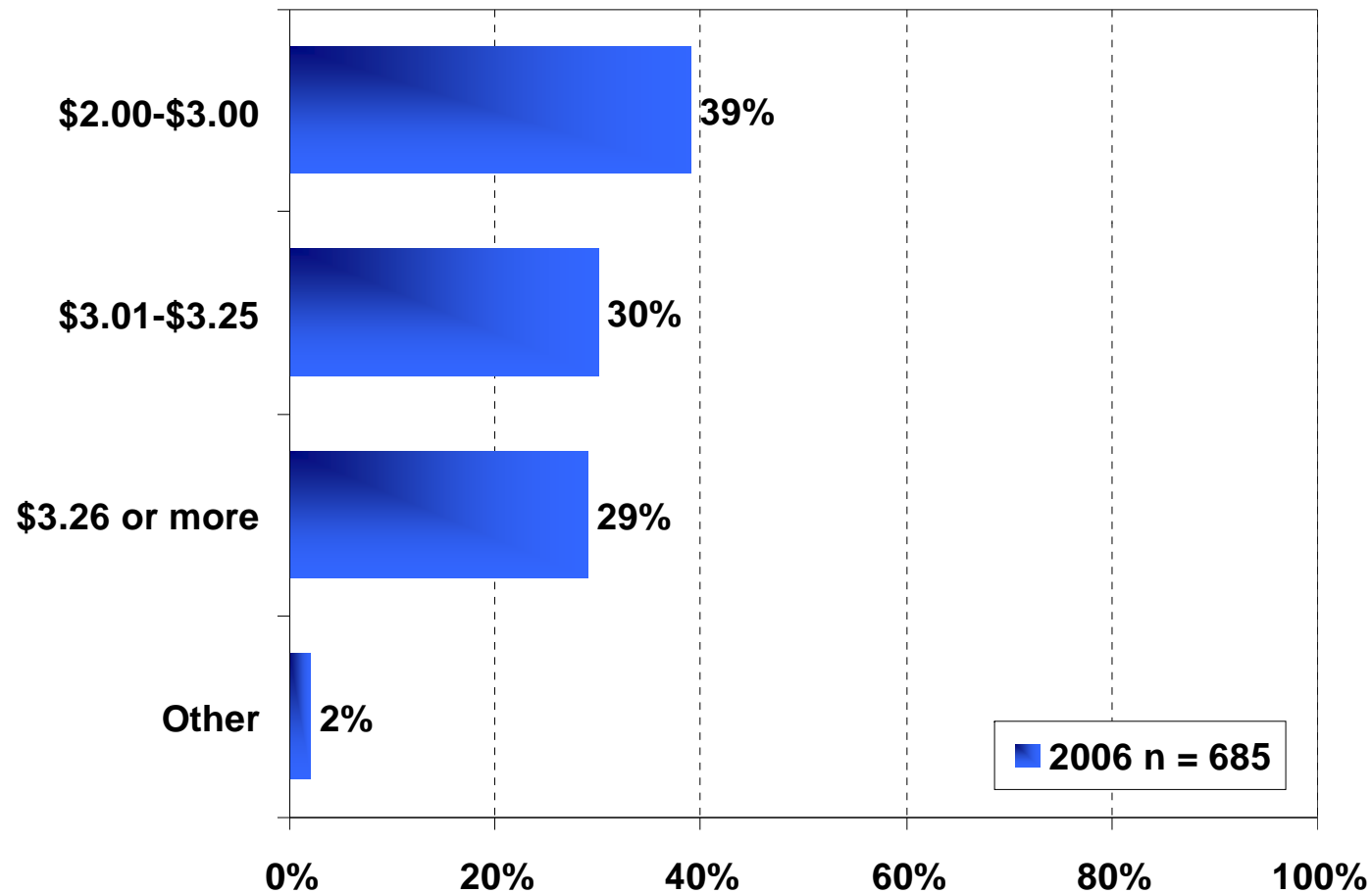
In the past year, have you decided to drive rather than fly on a **pleasure** trip?



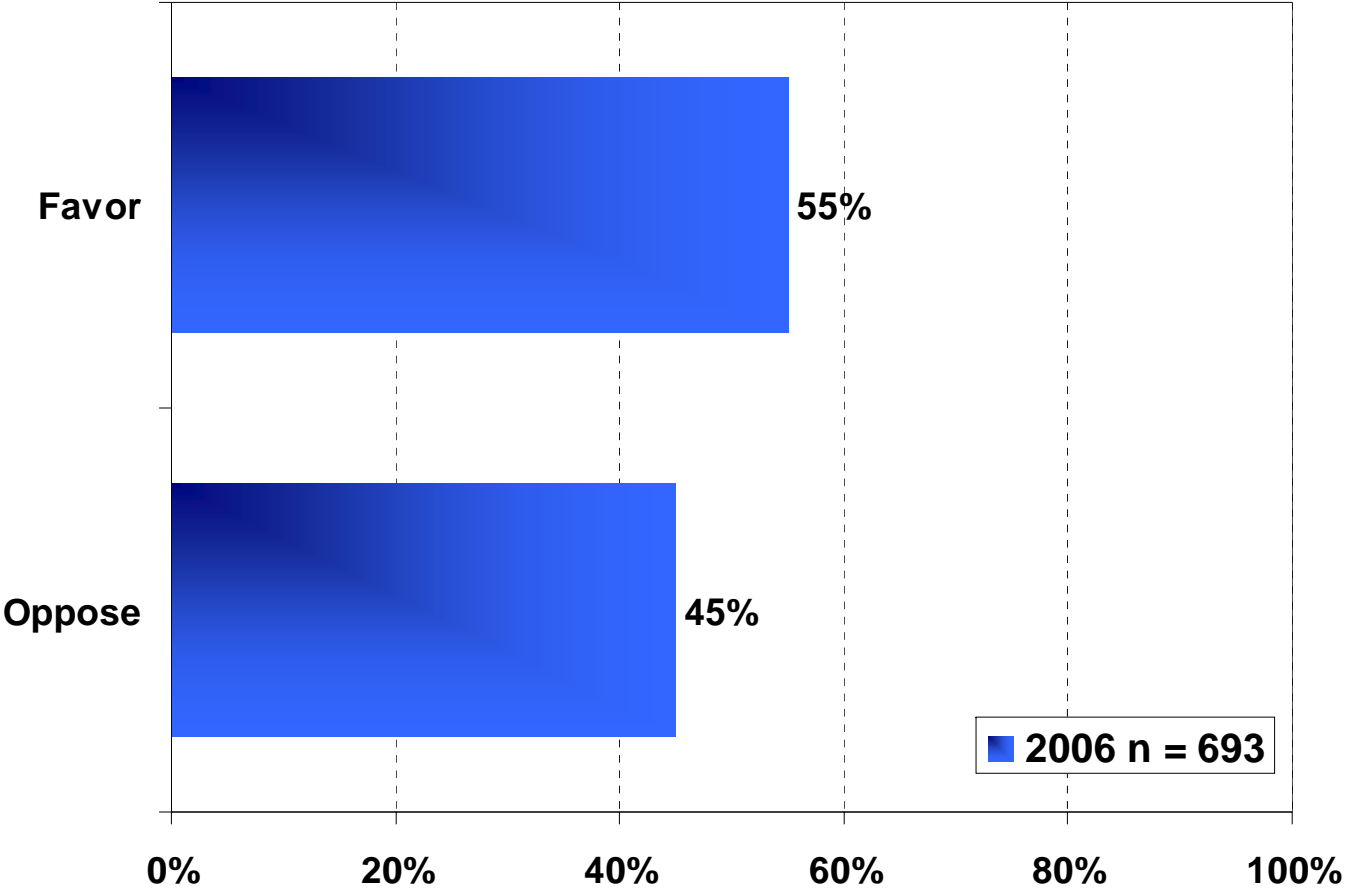
At what price per gallon do you feel that gas is “too expensive?”



At what price per gallon will “regular” gas be during the peak summer driving period?



Do you favor or oppose government subsidies to reduce the cost of air fares?*



*Do you favor or oppose the City of Tallahassee and Leon County governments offering subsidies (paid by your tax dollars) to low-fare airlines such as AirTran or Southwest to reduce overall air fares into and out of Tallahassee?