TransitCenter Belief Arc Segmentation

Results from an online national segmentation survey fielded March 4-13, 2026, of N=2000 adults with oversamples of N=200 adults each in CA, IL, MD, MI, MN, NY, and PA.

VOSS RESEARCH STRATEGY

Key Takeaways

Why Narrative Power Matters for Transit

Funding for public transit already has broad public support: 73% of Americans back transformative investments (according to this research). That means this fight isn't mainly about winning an argument; it's about narrative power: whose story about transit is visible, trusted, and repeated often enough to shape what becomes politically possible. The belief arc research exists to help build that power deliberately, stage by stage, rather than leave it to chance.

Narrative

The underlying story that shapes how people understand and interpret an issue. It's the lens people already carry into every new fact and story they hear about public transit.

Narrative Power

The ability to make one narrative about transit more accepted as "common sense" than competing narratives—for example, the idea that "public transit is a waste of money." Those who shape these narratives also shape what is perceived as politically possible.

Narrative Organizing

The practice of treating narrative work as organizing, not just communications: building it alongside base-building and collective action so that the story and the movement grow together.

Narrative Infrastructure

The durable capacity that makes narrative work stick: trained messengers, tested language, and repeatable channels – the capacity to keep telling and adapting the story over time.

The Research Questions & Why a Belief Arc

THE RESEARCH QUESTIONS

TransitCenter set out to answer a specific set of questions, not simply to measure support for transit in the abstract:

- What beliefs does the public hold that might prevent them from believing that we should make transformative investments in transit?
- What beliefs stand in the way of people visibly taking action on transit funding?
- Who makes up transit's base, persuadable, and oppositional audiences, and how should that inform a broader narrative strategy for the field?

WHY A BELIEF ARC

A narrative map that outlines the series of beliefs a person adopts as they come to understand a complex social issue in a new way – developed with strategic guidance from Liberation Ventures, a movement builder in the reparations movement.

- **Go Beyond the Binary**
  - Support vs. oppose is a simplistic instrument. A belief arc shows where people are in their thinking – and how far they've already come.
- **Map Base, Persuadable & Opposition**
  - We can see exactly what distinguishes base supporters, persuadable audiences, and true opponents, rather than treating "the public" as a single audience.
- **Apply an Organizing Mindset**
  - Rather than trying to move everyone, advocates can target investment where the most movement is possible, and where it pays off most.

The Transit Belief Arc & Action Gap

73%

Support significantly increasing transit funding

47%

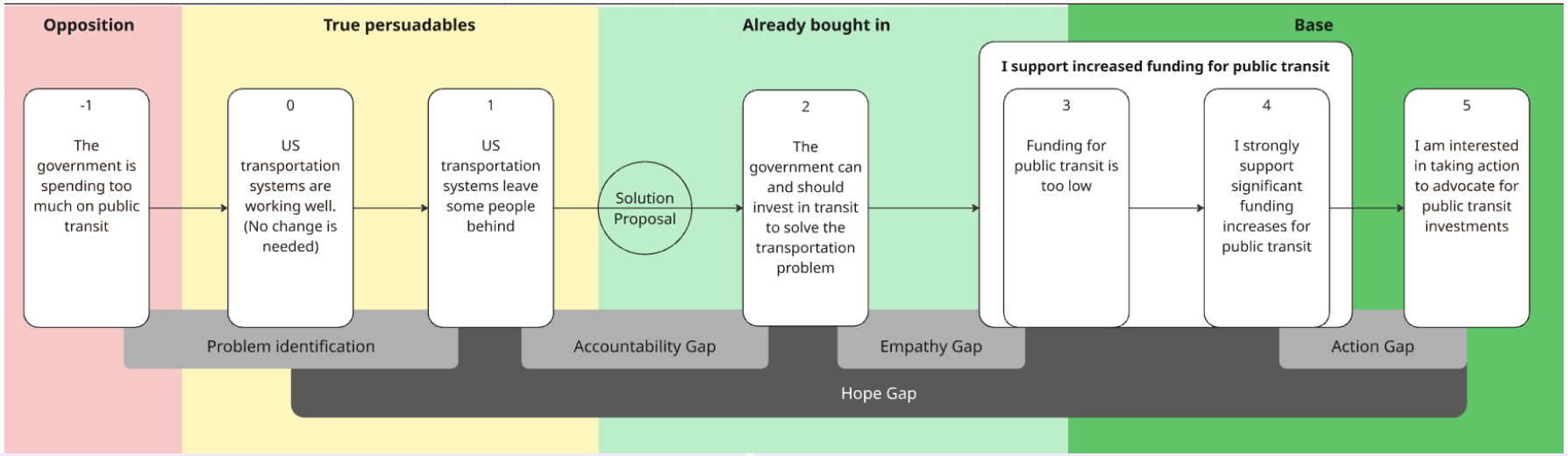
Are excited to vote for a pro-transit candidate – but interest drops to 30% or less for talking to a friend or posting on social media. Most supporters sit in ambient support: favorable, but not activated.

6%

Fall into a firmly oppositional segment

Public Transit Belief Arc

Transit is an essential and desirable public service, and greater investment in it would benefit everyone.



THE ACTION GAP

- Low salience – competing for attention
- Weak social signals – no visible peer action
- Absence of clear pathways to plug in
- Cynicism that action changes anything

THE HOPE GAP

A diffuse cynicism about political efficacy and leadership runs underneath every stage and every segment, including the base. It doesn't suppress belief in transit – but it suppresses the willingness to act on that belief.

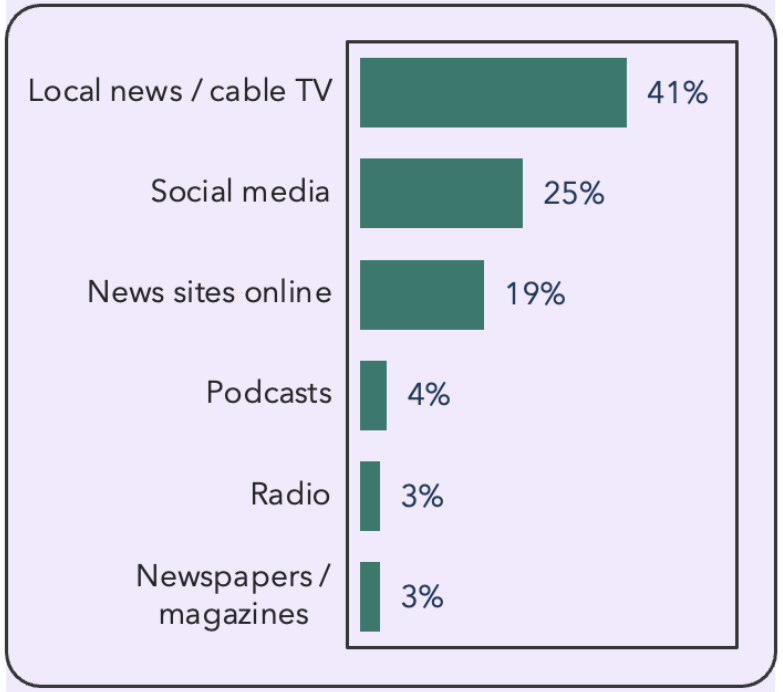
Seven Audience Segments & Media Consumption

Segments	Share	Group
Populist Progressive Transit Supporters	**19%**	Base
Populist Pro-Transit Improvers	**14%**	Base
Centrist Young Urban Transit Activists	**14%**	Persuadable
Satisfied Soft Supporters	**15%**	Persuadable
Older Cynical Rural Soft Supporters	**15%**	Persuadable
Younger Cynical Urban Soft Supporters	**17%**	Persuadable
Wealthy Conservative Opponents	**6%**	Opposition

Two base segments (33%) are the highest-leverage starting point; four persuadable segments (61%) are reachable with the right frame and channel; one opposition segment (6%) is not a persuasion target.

WHERE PEOPLE GET THEIR NEWS

News sources among all adults. Local news and cable TV dominate – but younger and more urban cohorts skew much more toward social media.



Methodology

Voss Research and Strategy designed and administered this survey which was conducted online using an opt-in panel March 4-13, 2026. The survey reached a sample of 2000 adults nationwide with oversamples of N=200 adults each in CA, IL, MD, MI, MN, NY, and PA. The national sample was weighted by gender, age, educational attainment, race/ethnicity and census region based on 2024 ACS proportions, and partisan identification. Each state sample was weighted by gender, age, and region (grouped by county) to reflect ACS proportions. Each state sample was then downweighted to their known proportion within the national sample. The survey error for the national sample is +/- 2.2% and for each state sample is +/- 6.9%.

Sample Proportions		%	Weighted N	Unweighted N
Total		100%	2000	3400
Gender	Men	49%	977	1637
	Women	51%	1012	1747
Region (Census region)	Northeast	18%	353	755
	Midwest	22%	432	1,023
	South	38%	753	960
	West	23%	462	662
Urbanicity (self-identified)	Urban	34%	675	1,191
	Suburban	42%	834	1,434
	Rural	24%	489	774
Generation	Gen Z	17%	345	509
	Millennial	28%	562	967
	Gen X	25%	509	835
	Baby Boomer	27%	536	997
	Silent	2%	48	92
Educational attainment	Non-college educated	67%	1,339	1,974
	College educated	33%	658	1,423
Race & Ethnicity (multi-select)	White	64%	1,280	2,338
	Black or African American	13%	260	529
	Latino/Latina or Hispanic	16%	320	467
	Asian American or Pacific Islander	6%	120	238
	Native/Indigenous American	3%	107	123
Partisan self-identification (2-3-2)	Democrat	34%	680	1,316
	Independent	28%	560	936
	Republican	32%	640	965
State	California	11%	225	425
	New York	6%	125	325
	Pennsylvania	3%	63	263
	Minnesota	2%	32	232
	Michigan	3%	63	263
	Illinois	4%	72	271
	Maryland	1%	29	229

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Strategic Summary

VOSS RESEARCH STRATEGY

What We Did

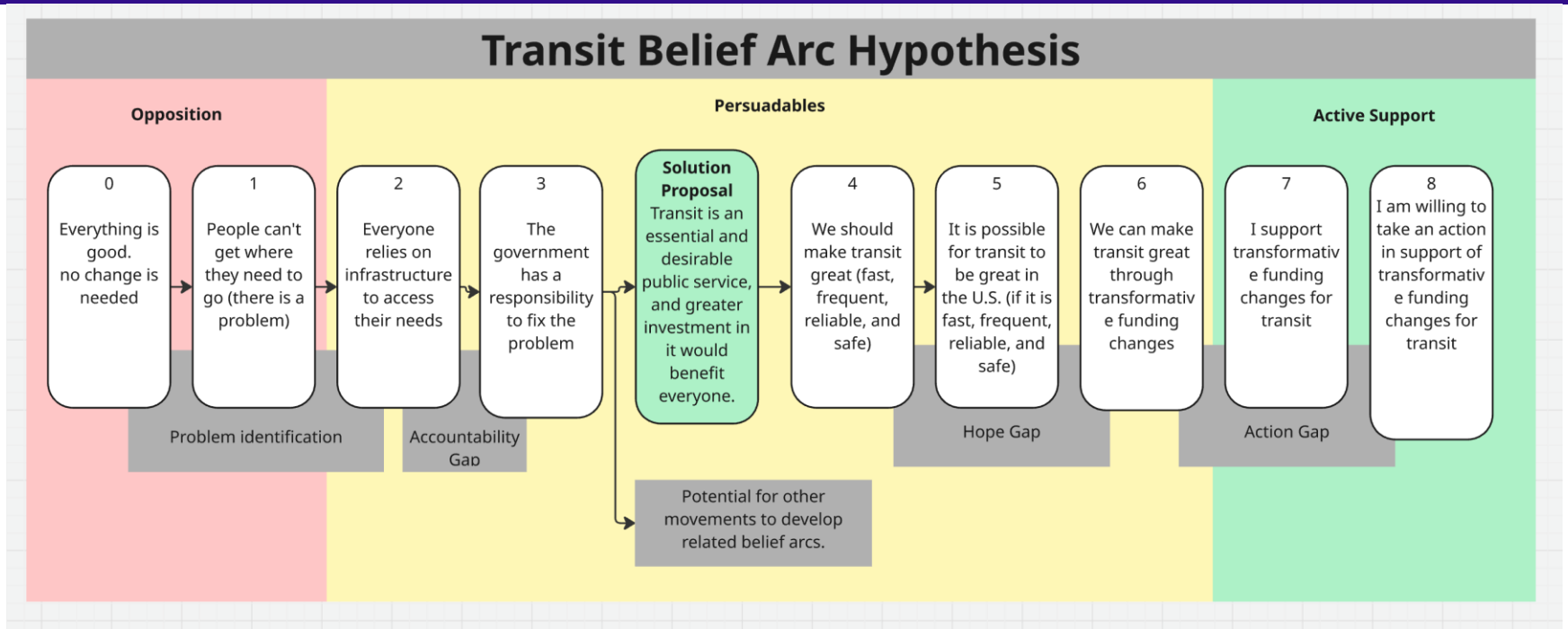
- This research started with the development of a belief arc, a new and powerful narrative tool, that mapped our hypothesis of the stages of belief from outright opposition to strong support for public transportation.

How the belief arc was developed:

- The belief arc hypothesis development began in late 2025 with a North Star visioning process led by the Narrative Change Steering Committee, comprised of advocates and communications experts across labor, climate, economic justice, and disability justice, and informed by 30 additional transit leaders.
- Grounded in the experience of advocates who engage the public on transit daily, participants surfaced more than 50 pro- and anti-transit frames and arguments, along with shared goals for the types of transit stories advocates would like to see more prominently featured.
- Drawing on these insights, the Steering Committee, supported by project advisor Amity Paye (Vice President of Narrative Change at Liberation Ventures), translated the arguments into nine belief segments and mapped a hypothesized belief arc.

- We then developed a survey instrument designed to identify distinct segments of the population around each stage of the arc based on their shared attitudes, values, and demographic characteristics.
- The survey reached a sample of 2000 adults nationwide with additional oversamples of 200 adults in CA, IL, MD, MI, MN, NY, and PA for a total dataset of 3400 interviews.
- Our analysis found 7 distinct segments. These segments were developed using a principal component analysis conducted on 30 likert-scaled questions which identified a subset of 15 questions with high factor loadings that were then used in a K-means cluster analysis.
- Our analysis of these 7 segments enabled further refinement of the belief arc.
- It highlighted the key distinctions between more supportive (base) segments and those that exhibit softer support (persuadables).
- It also identified several values initially thought to be contentious that are more broadly shared.

Initial Belief Arc



The initial belief arc, pictured above, envisioned the opposition as believing that there is no need for change. Moving from left to right are discrete stages of belief that culminate with strong support for transformative funding changes for transit and willingness to advocate for those funding changes.

The survey tested agreement of 30 statements, with 3-4 statements intended to reflect belief at each stage of this arc. The segmentation analysis yielded 7 distinct segments.

It also highlighted stages from this arc that are not as divisive as previously thought, while outlining other distinct stages that correlate with support and opposition to significantly increased funding for public transportation.

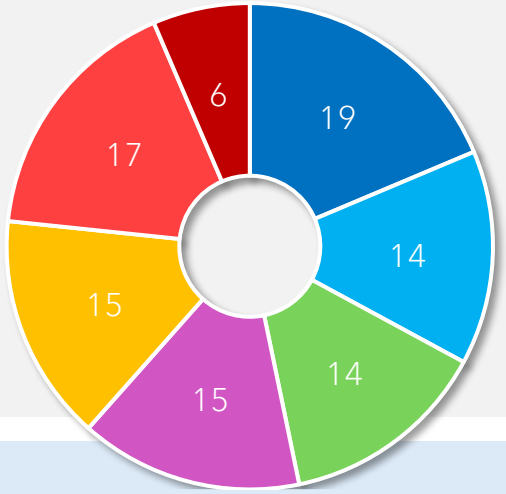
Demographic Profile of Segments

The largest segment is Populist Progressive Transit Supporters, at 19 percent.

The two base segments (Populist Progressive Transit Supporters and Populist Pro Transit Improvers) make up 33 percent of adults.

The one opposition segment (Wealthy Conservative Opponents) makes up 6 percent of adults.

The remaining 4 persuadable segments are 61 percent of the population.



		Base Segments (33%)		Persuadable Segments (61%)				Opposition (6%)
	All Adults	Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conserv. Opponents
Men	49	45	40	58	52	42	54	57
Women	51	54	59	42	48	57	46	43
18-29	19	20	14	31	17	6	29	6
30-39	16	15	16	18	15	15	19	13
40-49	20	21	20	23	14	19	21	18
50-64	24	21	24	14	31	30	20	35
65+	22	24	25	14	24	30	11	28
White	64	57	70	54	58	80	60	81
Black	13	15	8	23	16	4	16	3
Latino	16	22	12	20	19	10	16	7
Non-College	67	67	65	61	68	71	74	56
College	33	33	35	39	32	29	25	44
Democrat	34	49	42	37	34	22	28	12
Independent	28	28	28	18	29	32	30	30
Republican	32	20	24	41	32	37	32	52
Urban	34	42	24	45	37	17	40	22
Suburban	42	44	43	41	44	38	40	41
Rural	24	14	32	14	20	44	20	37

State Segment Profile

California is more likely to have Populist Progressive Transit Supporters.

New York is the most likely to have Populist Progressive Transit Supporters and Centrist Young Urban Transit Activists.

Minnesota is more likely to have Satisfied Soft Supporters and Wealthy Conservative Opponents.

Michigan is somewhat more likely to have Populist Progressive Transit Supporters.

Illinois is more likely to have Older Cynical Urban Soft Supporters and Wealthy Conservative Opponents

Maryland is more likely to have Populist Progressive Transit Supporters.

Segment Proportion Across States

	All	CA	NY	PA	MN	MI	IL	MD
Populist Progressive Transit Supporters	19	23	28	21	17	23	20	26
Populist Pro Transit Improvers	14	13	12	14	10	13	11	11
Centrist Young Urban Transit Activists	14	15	18	12	8	13	11	15
Satisfied Soft Supporters	15	17	15	14	21	13	16	15
Older Cynical Rural Soft Supporters	15	9	8	13	17	17	18	14
Younger Cynical Urban Soft Supporters	17	18	13	19	15	12	15	17
Wealthy Conservative Opponents	6	6	6	7	12	8	10	2
Base segments	33	35	40	35	27	36	31	37
Persuadable segments	61	59	54	58	61	55	60	61
Opposition segments	6	6	6	7	12	8	10	2

Media Trust and Political Identity

All segments are most likely to trust their friends as a source of information.

Base segments are among those most likely to trust independent journalists.

Cynical segments are defined, in part, by their low level of importance of political identity.

	All adults	Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conserv. Opponents
Media Trust (Total Trust)								
Your friends	36	39	34	56	34	28	31	25
Independent journalists	29	38	39	49	25	17	17	11
Traditional media	21	22	19	44	21	9	17	8
Progressive media sources	17	19	20	40	12	4	14	3
Cons. media sources	17	13	10	39	15	9	13	27
Influencers on social med.	9	6	4	33	5	2	9	3
Low for all	37	32	32	21	39	52	40	51
Importance of Political Identity								
Important	64	71	65	80	62	51	54	64
Not important	36	29	35	20	38	49	46	36

Media Usage

Satisfied Soft Supporters are much more likely than others to get their news from local news or cable TV while younger cohorts are more likely to get their news on social media.

Populist Pro Transit Improvers and Wealthy Conservative Opponents are more likely than other segments to get their news from news sites online.

News sources	All adults	Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conserv. Opponents
Local news or cable TV	41	43	38	34	52	43	35	48
Social media	25	27	21	36	21	19	34	9
News sites online	19	20	26	14	17	22	11	24
Podcasts	4	2	6	6	3	5	4	6
Radio	3	1	4	2	3	5	5	6
Newspapers or magazines	3	4	3	4	3	2	2	2

Segment Summary

VOSS RESEARCH STRATEGY

Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conservative Opponents

Who they are, demographically:

- They are more likely urban, the most Democratic, and the most Latino.

Key views on transit:

- **View transit positively:** They rate public transit in their community positively and are more likely than others to describe transit as affordable, reliable, convenient and safe.
- **Funding is too low:** They think current transit funding is too low and think transit agencies do not have enough funding because government does not prioritize it.
- **Tax the rich:** They overwhelmingly favor increasing taxes on billionaires and the wealthiest 1% in order to fully fund public transportation.

Key differentiators:

- **Trust in government.** They differ from other segments in their greater trust in the federal government to solve transportation problems. Even still, like others they are more positive toward local government.

Other dimensions:

- They are among the most progressive on race, class, views of corporations, and are the most concerned of any of the segments about climate change.

→ Key Strategic Takeaways:

→**They are a core base segment.** Transit systems largely serve them well, and they think that people can get around for the most part. But they do think that transit systems leave some people behind, are more likely than others to know someone without access, and think there are benefits to transit beyond the people who use it.

→Appeals to this segment need to focus on the broader benefits of transit.

Populist Progressive Transit Supporters	**Populist Pro Transit Improvers**	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conservative Opponents

Who they are, demographically:

- They are the most likely to be women, second most Democratic, and disproportionately rural and white.
- They have the highest ambulatory difficulty of any segment.

Key views on transit:

- **Rate transit negatively:** They rate public transit in their community negatively. They have low ratings on convenience.
- **Value transit strongly:** They care about public transportation and want to improve it.
- **Funding is too low:** They think current transit funding is too low, and think transit agencies do not have enough funding because government does not prioritize it.
- **Tax the rich:** They overwhelmingly favor increasing taxes on billionaires and the wealthiest 1% in order to fully fund public transportation.

Key differentiators:

- **Public transit needs improvement.** They do not think the system is good enough as it is and see lots of need for improvement.
- **Government responsibility.** They think transit is essential and strongly think local and state government needs to play an active role to improve transit systems.

Other dimensions:

- They are progressive on race, class, and have high levels of concern about climate change. They are the most anti-corporate and do not see corporations playing a role in transit solutions.

→ Key Strategic Takeaways:

→**They are a core base segment.** They are not currently served well by transit which is a core motivator for their desire for improvements. However, they also think improving transit benefits the country as a whole, not just the people it serves.

→**Appeals to this segment need to highlight that transit leaves some people behind.**

Populist Progressive Transit Supporters	Populist Pro Transit Improvers	**Centrist Young Urban Transit Activists**	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conservative Opponents

Who they are, demographically:

- They are disproportionately men, younger, Black, Latino, and are the most urban of any segment.
- They are politically more Republican (R+5) but hold more progressive views on race, class, corporations, and government.

Key views on transit:

- **Rate transit positively:** They rate public transit positively, describing it as convenient, affordable, reliable and safe.
- **Heavy transit users:** They are more likely than other segments to use public transit, biking, walking, and rideshare.
- **Funding is about right, but favor increases:** They think current funding is about right, but strongly favor increasing funding.
- **Tax the rich/congestion pricing :** They favor increasing taxes on billionaires & the wealthiest 1% to fully fund public transit, as well as on ride-share companies. They favor congestion pricing.

Key differentiators:

- **See market response to demand as a solution.** They are the lone persuadable segment to agree that private responses to demand can solve transportation issues.
- **Activism.** They are the most likely of any segment to express interest in taking actions in support of fully funding transit.

Other dimensions:

- They lean progressive on race, class, corporations, and have higher levels of concern about climate change.

→ Key Strategic Takeaways:

→**They are a <u>weak</u> persuadable segment.** They appear aligned and ready to take action, but they show many confounding attitudes. For example, they say improving transit is <u>not</u> a priority, yet are the most interested in taking action.

→ **Appeals need to thread anti-corporate sentiment with belief that market responses to demand can solve transit issues.**

Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	**Satisfied Soft Supporters**	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conservative Opponents

Who they are, demographically:

- They are somewhat older and more racially diverse but have the same partisanship as the overall population.

Key views on transit:

- **Rate transit positively:** They are the most likely to rate public transit in their community positively, describing it as reliable, convenient and affordable.
- **Funding is about right, but favor increases:** They think current funding is about right, but strongly favor increasing funding. They favor increasing taxes on billionaires & the wealthiest 1% to fully fund public transit.
- **Not anti-corporate like others but don't see private role in solving transit problems.** They don't overwhelmingly see a role for the private sector in improving transit and they don't think that the private sector can meet everyone's needs.

Key differentiators:

- **Trust Local Government.** They are the most likely of any segment to trust local government.
- **Don't see transit as problem for others.** They show an empathy gap. While a majority knows someone without a car, they are less likely than most segments to think that other people may have a harder time getting around than they should.

Other dimensions:

- They lean progressive on race, class, and the role of government, but are divided on the role of corporations and have lower levels of concern about climate change.

→ Key Strategic Takeaways:

→**They are a persuadable segment.** They support funding for transit even though they don't see transit as a problem for others.

→ Appeals to this segment should show local government solving transit issues and highlight the needs of others for better transit.

Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	**Older Cynical Rural Soft Supporters**	Younger Cynical Urban Soft Supporters	Wealthy Conservative Opponents

Who they are, demographically:

- They are older, more female, and the most rural of any segment. They lean Republican and are disproportionately white.

Key views on transit:

- **Rate transit negatively:** They rate public transit in their community negatively, likely due in part because of how rural they are.
- **They are unsure about funding levels, but favor increases:** They are the most likely unsure about current funding but a majority support increasing funding though with low intensity. They respond strongly to taxing billionaires to pay for transit.
- **Local government > government or private sector.** They are responsive to the idea of local government playing a role but are more skeptical about the federal government, and unsure if the private sector can be effective on transit.
- **Shift toward support.** They were the most likely to shift toward support for increased funding.

Key differentiators:

- **Low levels of trust.** They are the least trusting of media and they have low levels of political identity, both of which suggest higher levels of cynicism.

Other dimensions:

- They are anti-corporate and lean progressive on class but are more conservative on race and the role of government and are not really concerned about climate change.

→ Key Strategic Takeaways:

→**They are a persuadable segment.** They support funding for transit at weak levels and want to improve transit, but their cynicism is a barrier.

→ Appeals to this segment need to communicate that there is a problem (some are left behind), overcome cynicism by highlighting that other people also want to improve transit, and make clear we can fund transit through taxing billionaires.

Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	**Younger Cynical Urban Soft Supporters**	Wealthy Conservative Opponents

Who they are, demographically:

- They are younger, urban, non-college educated, lower-income, independent, and less likely to be registered to vote.

Key views on transit:

- **Rate transit positively:** They rate public transit in their community positively, but have weak ratings on positive attributes.
- **Low awareness:** They are much more likely to say they neither agree nor disagree to many statements that describe transit.
- **They think funding is about right, but favor increases:** They think funding is about right, but a small majority support increasing funding, though with low intensity.

Key differentiators:

- **High levels of cynicism.** Politics is not important to them and they are more independent and non-political than other clusters, all of which tend to correlate with high levels of cynicism.

Other dimensions:

- They are not concerned about climate change, divide evenly on the role of government, and lean progressive on dimensions of race, class, and corporations.

→ Key Strategic Takeaways:

→**They are a weak persuadable segment.** They support funding for transit at weak levels and show little opposition; but, they are stretched thin financially, less interested in taking action than others, and likely a heavy lift to activate and motivate.

→ **Appeals to this segment should inform them of the scope of the problem and needs to overcome their cynicism.**

Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conservative Opponents

Who they are, demographically:

- They are older, whiter, more male, and more rural. They are the most educated and majority Republican.

Key views on transit:

- **Rate transit negatively:** They rate public transit in their community negatively, have weak ratings on positive attributes, and are the most likely to describe transit as wasteful and dangerous.
- **Funding is too high because there is no demand:** They are more likely than any other segment to say funding is too high and they cite a lack of demand and government inefficiency for funding shortages.
- **Oppose all funding measures:** They are the only segment to reject increasing taxes on billionaires and oppose all approaches to increase funding.

Key differentiators:

- **Private Sector Believers.** They believe the private sector is best able to solve transportation issues and do not think the government has a responsibility to ensure people are able to get where they need to go.

Other dimensions:

- They are conservative on race, class, government, corporations, and are not concerned about climate change.

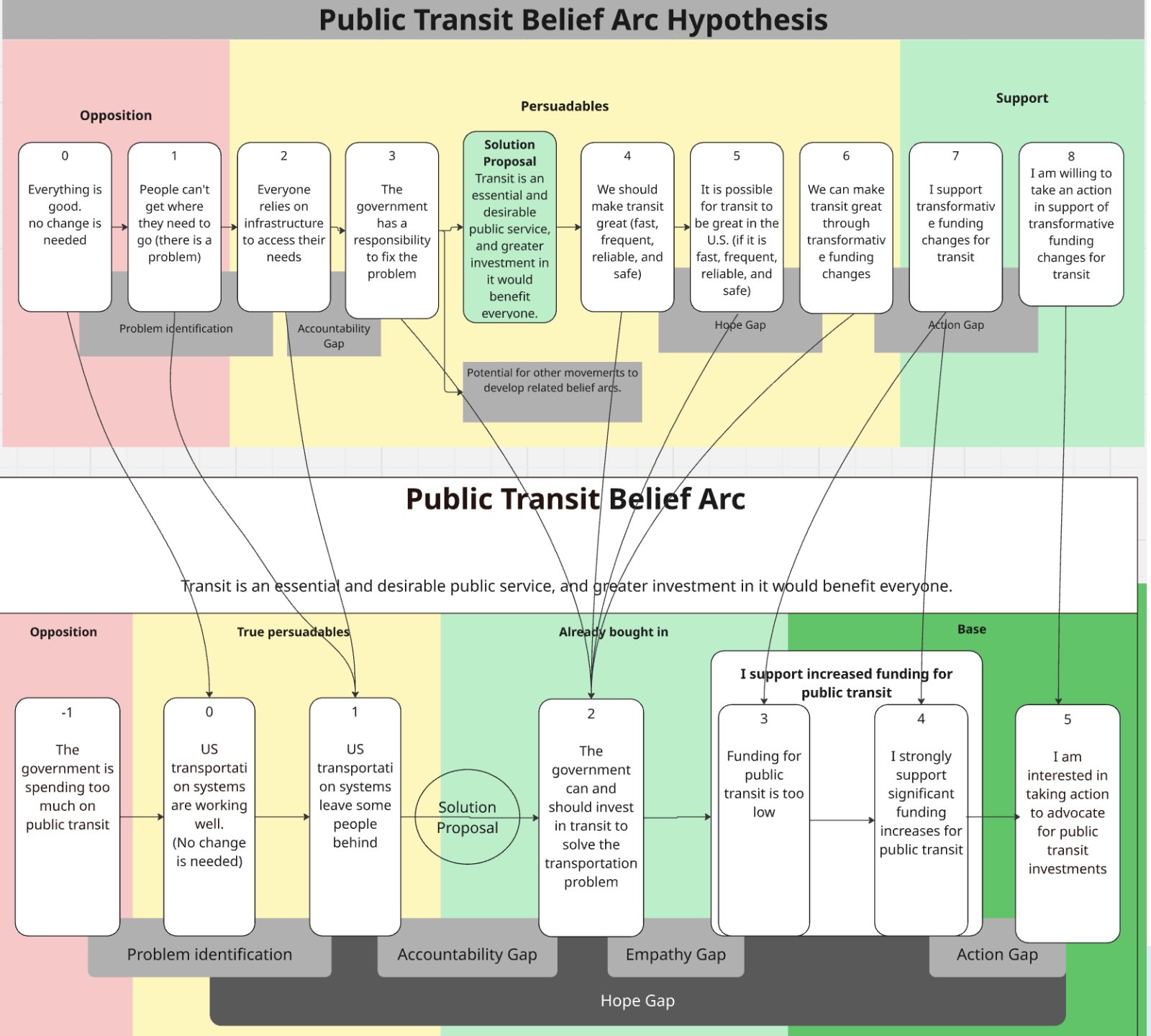
→ Key Strategic Takeaways:

→**They are the immovable opposition.** They do not think there is enough demand for transit, and even if there were, they would prefer the private market address solutions because they think government is inefficient.

→ They are not a target for communication or advocacy efforts.

Belief Arc

VOSS RESEARCH STRATEGY



Mapping the hypothesis to the revised arc.

Proposed Revision to Belief Arc

The segmentation suggests a different belief arc.

The core oppositional dimension, **Stage -1**, is that there is not enough demand for public transportation and government is inefficient in its management of transit.

At **Stage 0,** people believe that transit is good enough as it is. People divide nearly evenly on this point.

At **Stage 1**, we find the problem identification, that transportation leaves some people behind.

At **Stage 2** is the accountability gap: agreement that government has a responsibility to fix the problem.

At **Stage 3**, we start to see the salience gap. People generally agree that we should increase funding for public transportation, but when asked if funding is too high, low, or about right, only 1 in 3 say it is currently too low.

At **Stage 4**, within the broad support for increasing funding for public transportation is a more committed base of support that strongly agrees.

People broadly favor taxing the rich to address the problem, and our base of support strongly favors.

Here too, there are different levels of trust and confidence in our political leaders actually prioritizing solutions,

There are also different motivations for fixing the problem that may impact the salience of support differently.

- Some want to expand transit access to those who need it.
- Some believe better public transit options benefit everyone, not just those who use it.
- Some believe it has a positive impact on climate change.

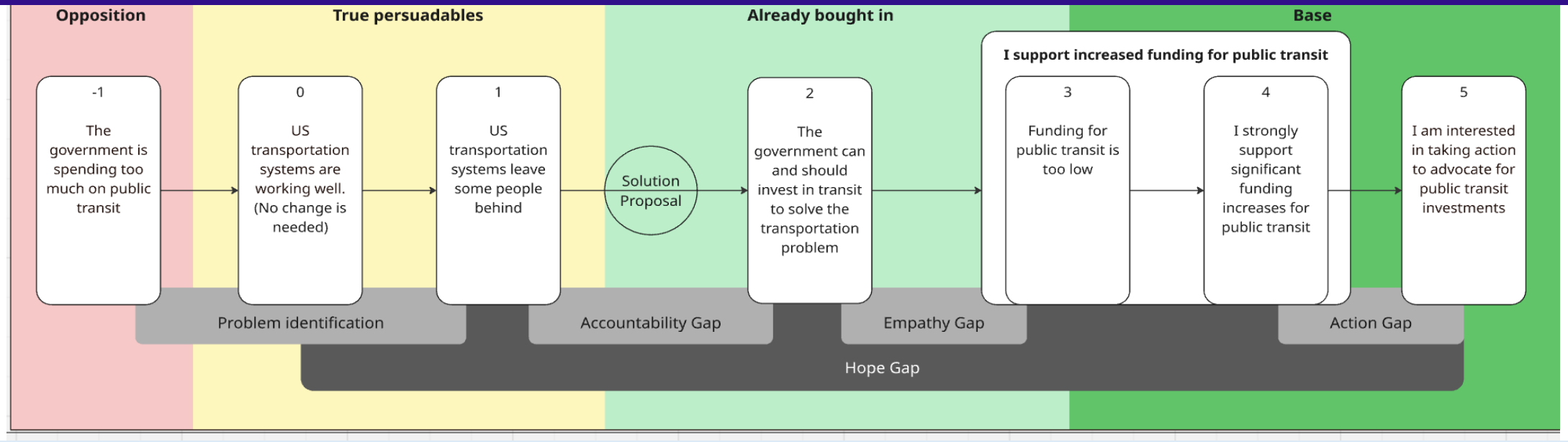
Stages 5 is where people express strong support for funding increases and interest in taking action, including support for tax increases that they might have to pay (like sales and payroll tax increases).

The Transit Belief Arc

Where Americans Fall on the Path from Skepticism to Action

Stage -1	Stage 0	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
The government is spending too much on public transit	US transportation systems are working well (no change is needed)	US transportation systems leave some people behind	The government can and should invest in transit to solve the transportation problem	I support increased funding for public transit Funding for public transportation today is too low.	I strongly support significant funding increases for public transit.	I am interested in taking action to advocate for public transit investments

Public Transit Belief Arc



Each segment maps to the Public Transit Belief Arc at different stages of the arc.

Problem Identification (moving from Stage 0 to 1) is the idea that transit leaves some people behind. The Wealthy Conservative Opponents sit below this stage. Younger Cynical Urban Soft Supporters straddle stage 0 and 1 on this point. They have weakly held views on how well transit serves people now, and the degree to which people are left behind.

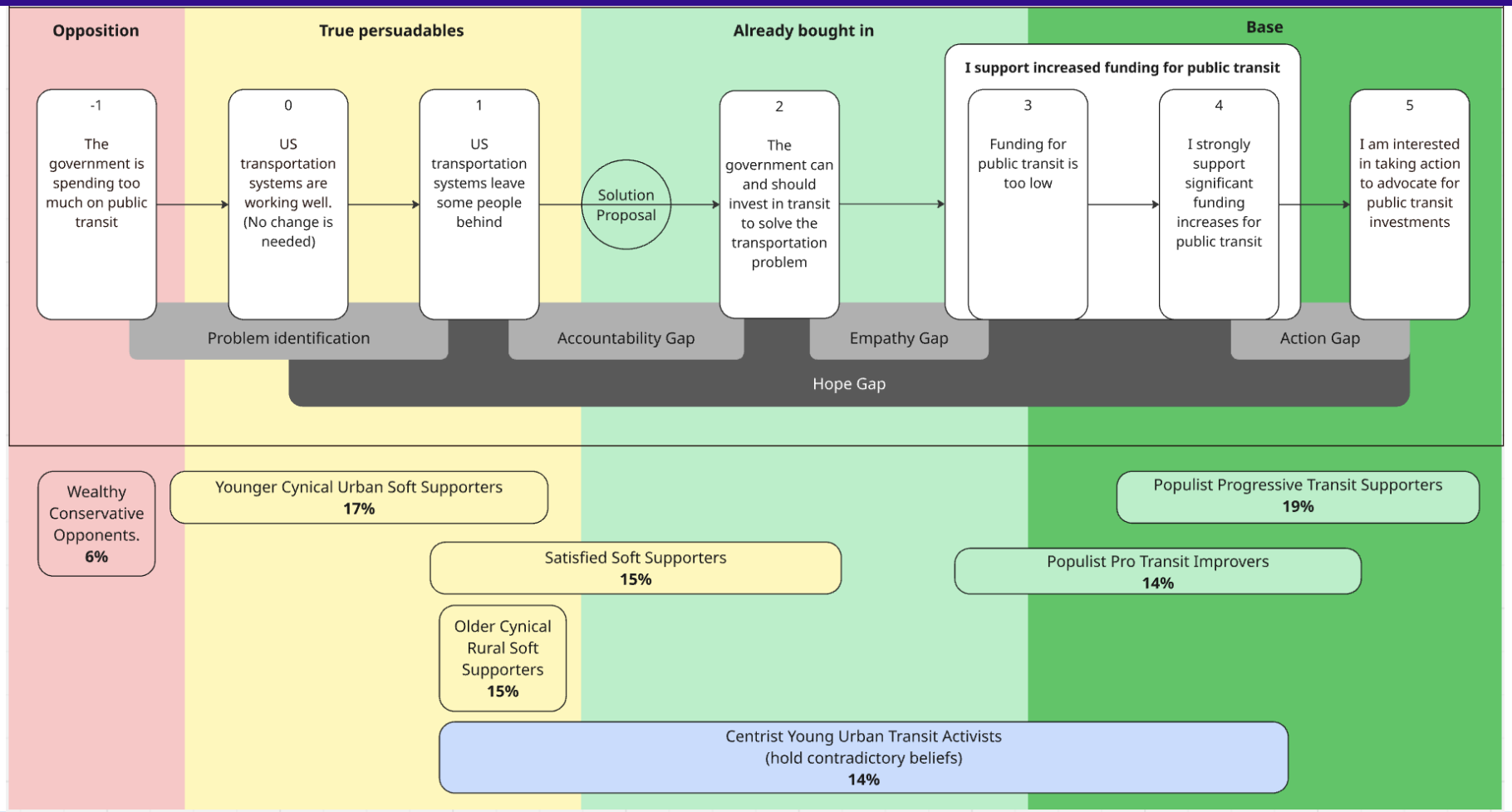
Accountability Gap (moving from Stage 1 to 2) is the idea that government has a responsibility to address the problem. Several persuadable segments exist here, believing both that there is a problem and that government has the responsibility to solve it.

Empathy Gap (moving from Stage 2 to 3) is the idea that improving public transit will create more benefits beyond just those who use it. There may be several different messages and benefits that motivate peoples' support for increased funding.

Action Gap (moving from Stage 3 to Stage 4) is when support extends to taking action. Two segments show strong interest in taking action, the Populist Progressive Transit Improvers and the Centrist Young Urban Transit Activists.

Hope Gap (existing across Stage 0 to 4) refers to the dimension of cynicism and efficacy that exists alongside views toward transit – the belief that politicians will implement needed change. This gap exists across other issues outside of this research.

Public Transit Belief Arc & Audience Segments



Four Groups – Four Narrative Strategies

Seven audience segments, four strategic categories – and four very different narrative strategies

6%	17%	15%	15%	14%	14%	19%
Opposition	Younger Cynical Urban	Older Cynical Rural	Satisfied Soft Supporters	Centrist Young Urban	Populist Pro-Transit Improvers	Populist Progressive Transit Supporters

Opposition

6% of adults

Wealthy Conservative Opponents

Don't design your messaging around this group. They are a small, manageable minority – and trying to reach them wastes resources better spent on audiences who are with you.

Narrative strategy: Don't design around them

True Persuadables

32% of adults

Older Cynical Rural Soft Supporters + Younger Cynical Urban Soft Supporters

These audiences need to be moved on whether government can and should invest in transit. Their skepticism runs deeper than salience. Close the accountability and hope gaps through specific human stories and visible evidence that action works.

Narrative strategy: Close the accountability and hope gaps

Already Bought In

29% of adults

Satisfied Soft Supporters + Centrist Young Urban Transit Activists

These audiences already support transformative transit investment – they just need transit to feel more urgent, to see others engaging, and to have a clear and easy pathway to act. Much closer to the base than to the true persuadables.

Narrative strategy: Activate with salience, social proof, and a clear ask

Base

33% of adults

Populist Progressive Transit Supporters + Populist Pro-Transit Improvers

Your highest-leverage starting point. Already support transformative investment and most likely to act. Saturate them with dignity and fairness framing, deepen their engagement, and give them a specific and visible way to show up.

Narrative strategy: Deepen engagement and give them somewhere to go

Stages of the Belief Arc Explained

VOSS RESEARCH STRATEGY

Stage -1: Government Spends Too Much

The oppositional stage of the belief arc that emerges from the segmentation analysis is that government spends too much on transit because there is not enough demand for transit (19 percent).

This is a core belief for the oppositional segment, the Wealthy Conservative Opponents.

However, there are sizable proportions of persuadable segments that hold this view when asked why a transit agency would not have enough funding to meet their needs.

This is different than the original hypothesis of "everything is good, no change is needed." It goes further in opposition to suggest that transit funding is inherently wasteful because people don't use it. There is change needed – to reduce spending on transit.

Which of the following do you think is the most likely reason why a transit agency would not have enough funding to meet their needs?

	All Adults	Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conserv. Opponents
Gov't does not prioritize transit funding	47	70	71	43	43	36	35	6
There is not enough demand for transit	19	8	9	18	23	28	21	46
Transit agencies are not run efficiently	17	12	10	23	14	21	18	31
Fares are too low	3	1	1	8	4	1	4	6

Stage 0: Transit System is Good Enough

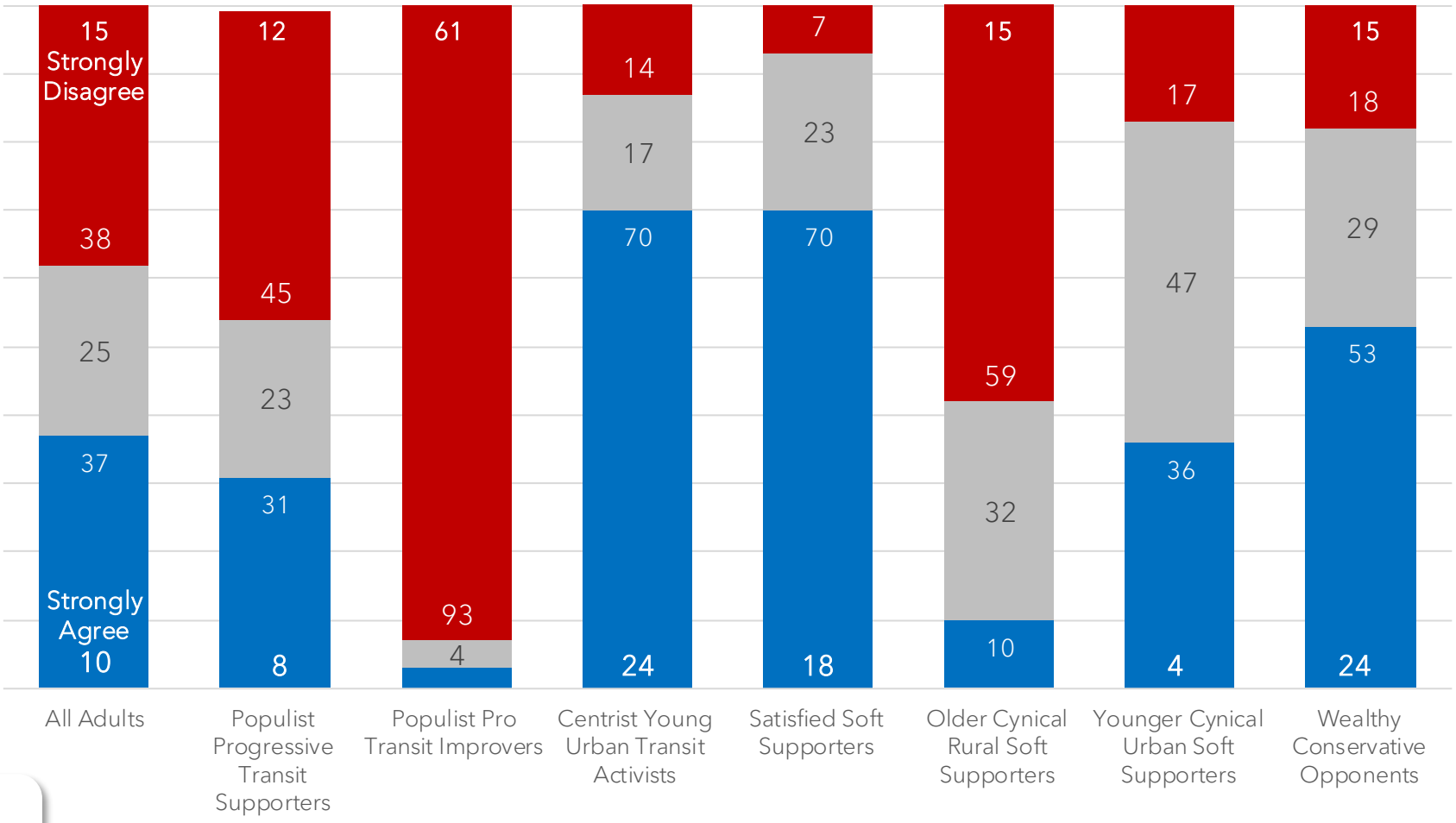
The next stage is that our system is good enough overall as it currently is, with 37 percent who agree.

Here agreement diverges by urbanicity. Rural segments tend to say it is not good enough.

Rural segments and base segments are most likely to say it is not good enough.

Less rural persuadable segments and the opposition segment tend to agree that our transportation system is good enough overall as it currently is.

Our transportation system is good enough overall as it currently is.



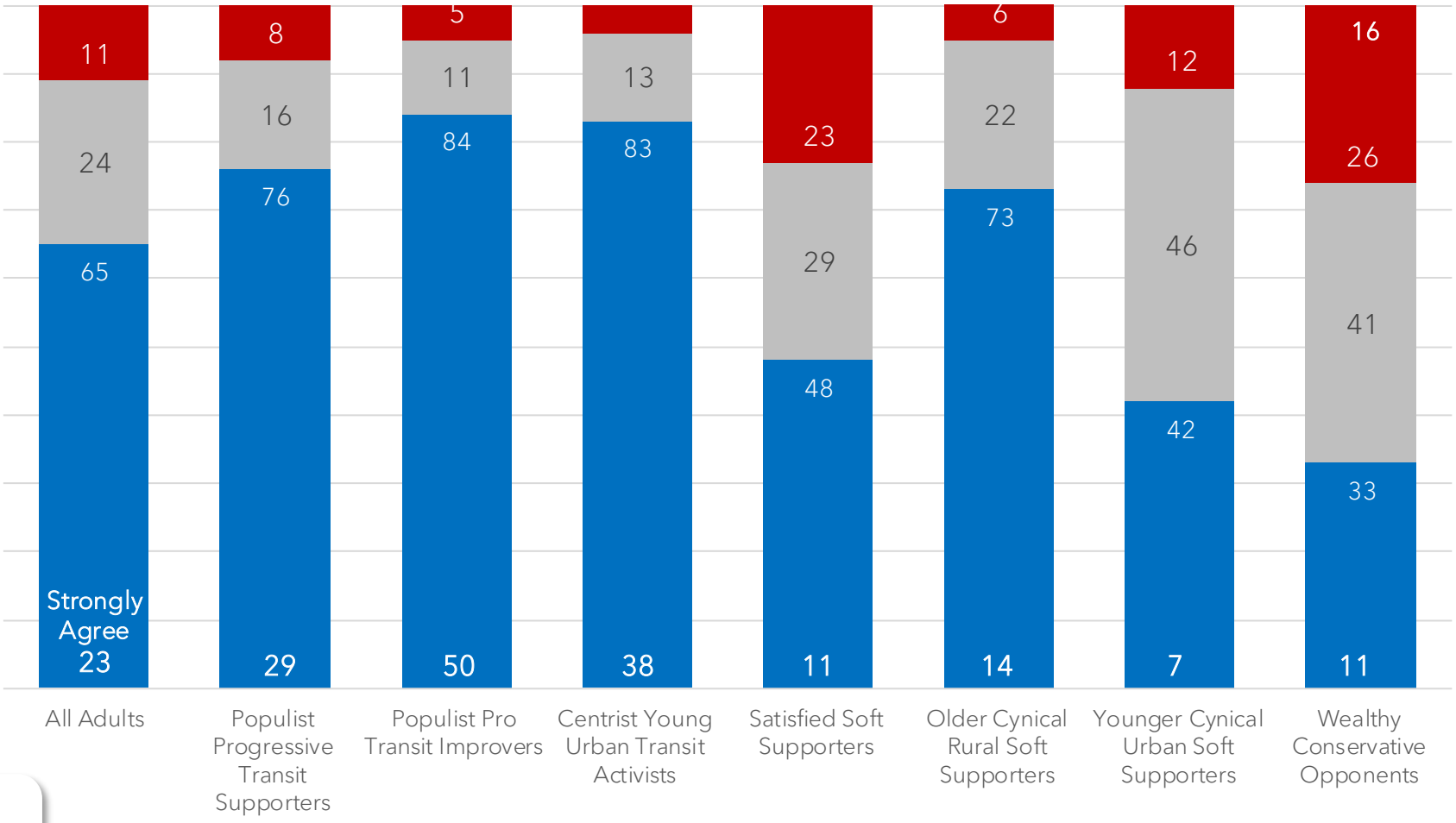
Total Disagree
Neither agree/disagree
Total Agree

Stage 1: Transit Leaves Some Behind

At Stage 1, the broad acknowledgement that there is a problem – that transportation does not serve everyone – suggests a potential opening, particularly with the Older Cynical Rural Soft Supporters.

They are less amenable to public transportation because they are disproportionately in rural areas but clearly recognize that transportation leaves some behind.

Transportation works well for some people but leaves others behind.



Total Disagree
Neither agree/disagree
Total Agree

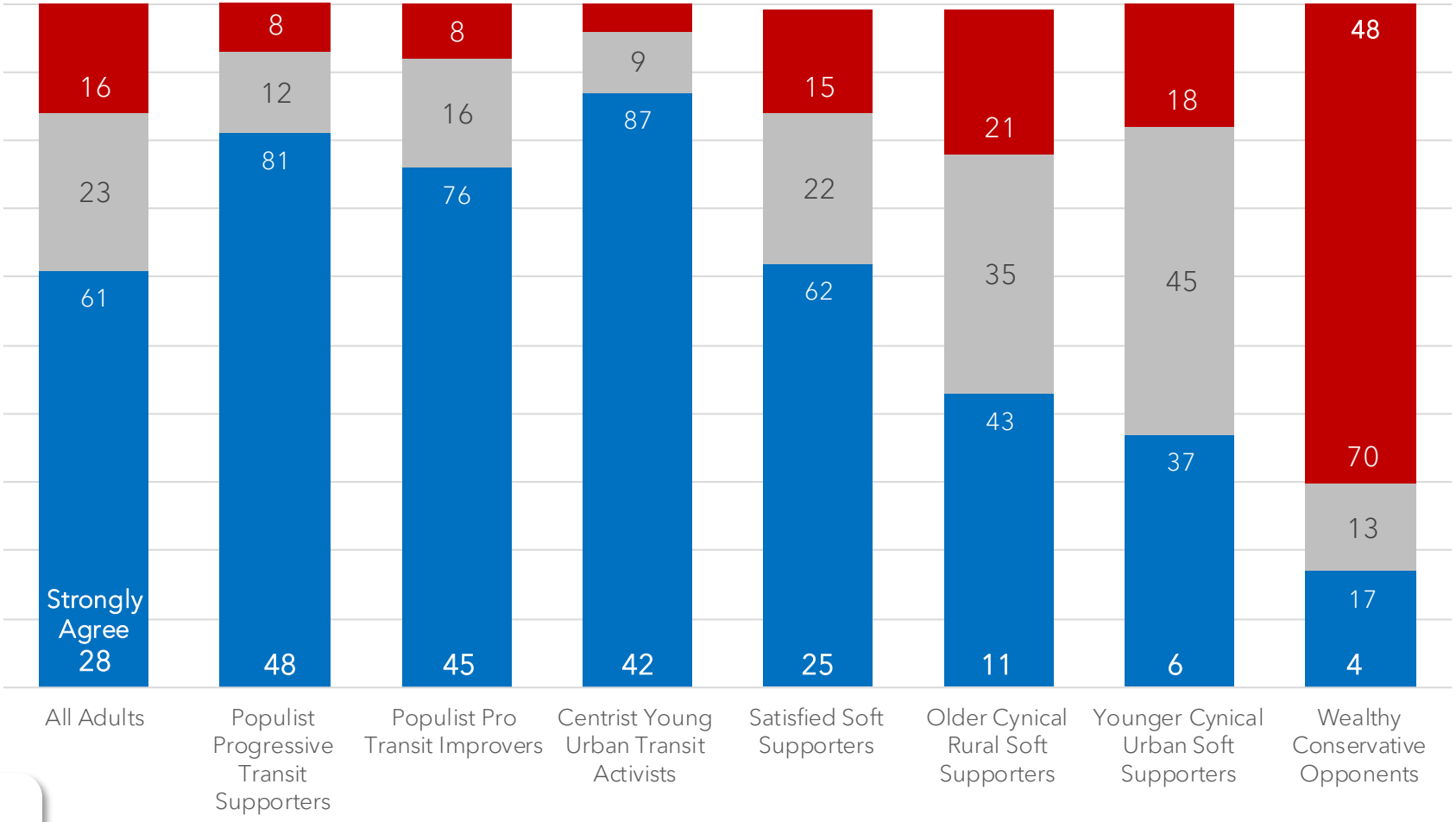
Stage 2: Government Has Responsibility

Agreement at Stage 2 on the role of government starts to divide segments and mirrors the correlation of support for our core policy of increased funding.

Base and some persuadable segments agree that our government has a responsibility to ensure people are able to get where they need to go.

Disagreement with this is a core belief of Wealthy Conservative Opponents who the data suggests are more traditionally conservative in their views towards government.

It is our government's responsibility to ensure people are able to get where they need to go.



Total Disagree
Neither agree/disagree
Total Agree

Stage 3: Funding is Too Low

At Stage 3, we see the base diverge from persuadables, with much stronger agreement among the base that funding is too low, while some persuadable segments say it is about right or are not sure .

The segments that most strongly support significant funding increases are much more likely than others to say that funding for public transportation today is too low.

Satisfied Soft Supporters are more likely than others to say funding is about right.

Older Cynical Rural Soft Supporters are more likely than others to say they are not sure while Wealthy Conservative Opponents are much more likely than others to say that funding is too high.

Do you think that funding for public transportation today is?

	All Adults	Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conserv. Opponents
Too High	12	6	7	18	4	12	15	39
Too low	33	52	68	24	17	27	20	4
About right	32	28	6	46	58	19	38	32
Not sure	23	14	19	12	22	42	27	25

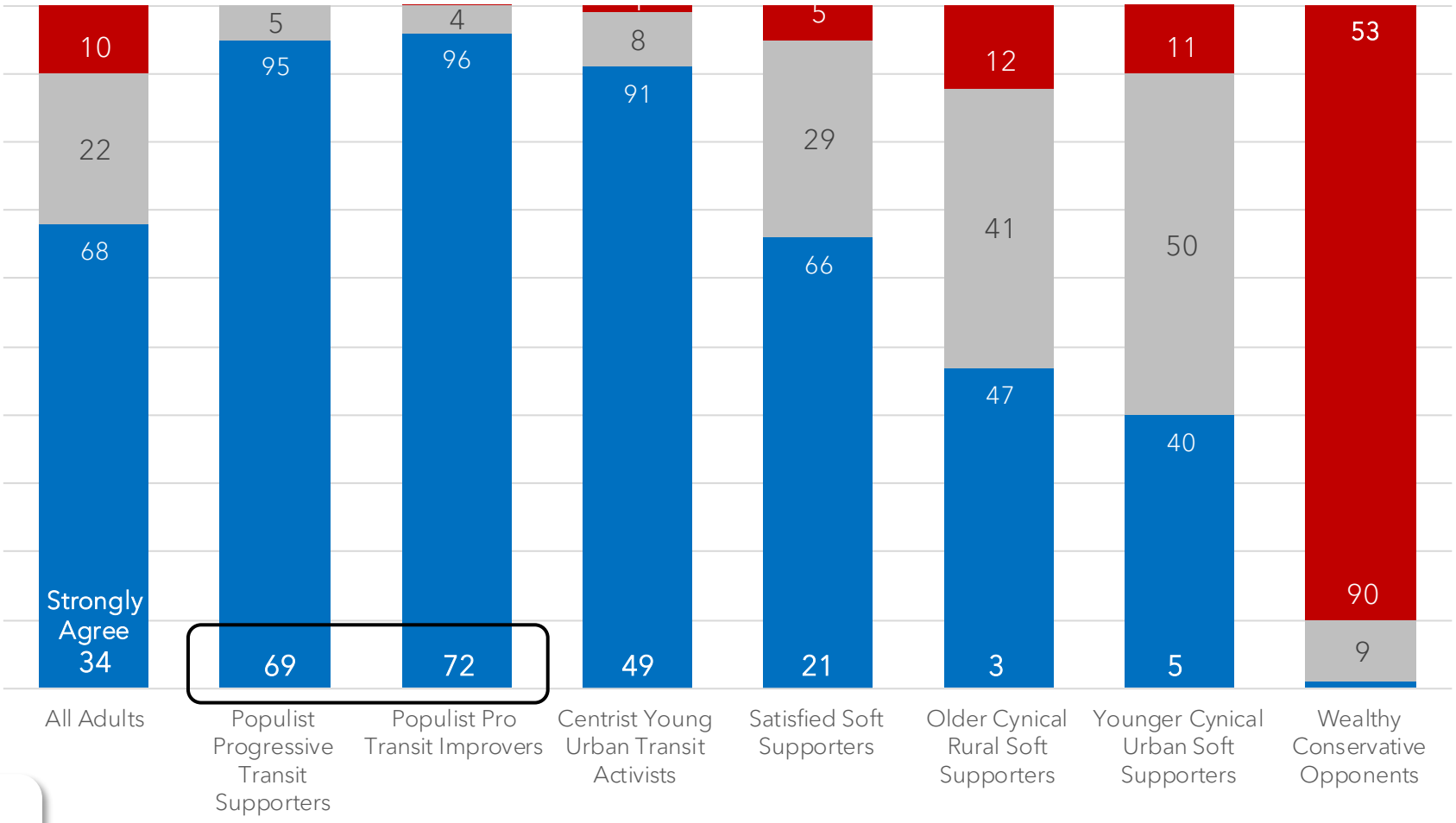
Stage 4: Support for Major Investments

In stage 4 is the base further stands out from persuadable groups in terms of the intensity of their agreement (percent who strongly agree).

This measure indicates general support for improving public transit, which is a higher threshold than our core policy proposal which was worded to connect the policy to the outcomes ("…so that it is affordable, reliable, and convenient for anyone who wants to access it."). See slide 45 for further analysis.

That language has a positive impact on persuadable audiences.

I support major public investments to significantly improve public transit.

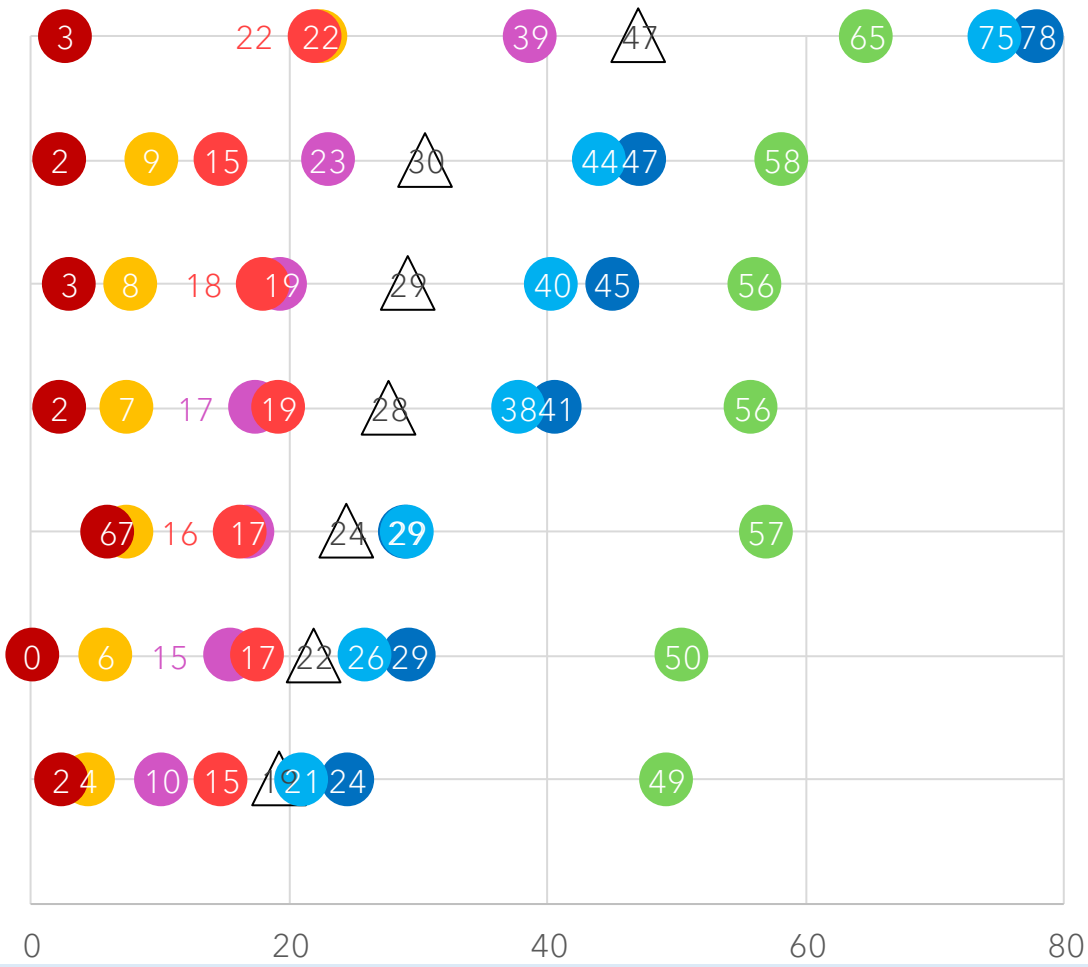


Total Disagree
Neither agree/disagree
Total Agree

Stage 5: Interest in Taking Action

At Stage 5, base segments as well as Centrist Young Urban Transit Activists express higher levels of interest in taking all actions, most notably voting for a candidate, talking to a friend or family member, and sharing a post on social media in support of fully funding public transportation.

Below are a series of actions. Please indicate how interested you are in taking any of the following actions to support fully funding public transportation in your state? [% Extremely or Very Interested]



- All Adults
- Populist Progressive Transit Supporters
- Populist Pro Transit Improvers
- Centrist Young Urban Transit Activists
- Satisfied Soft Supporters
- Older Cynical Rural Soft Supporters
- Younger Cynical Urban Soft Supporters
- Wealthy Conservative Opponents

Additional Survey Findings

- Support for Transportation Funding
- Transit Use
- Ratings of Transit
- Non-Transit Issue Dimensions
- Original Belief Arc

VOSS RESEARCH STRATEGY

Support for Transportation Funding

VOSS RESEARCH STRATEGY

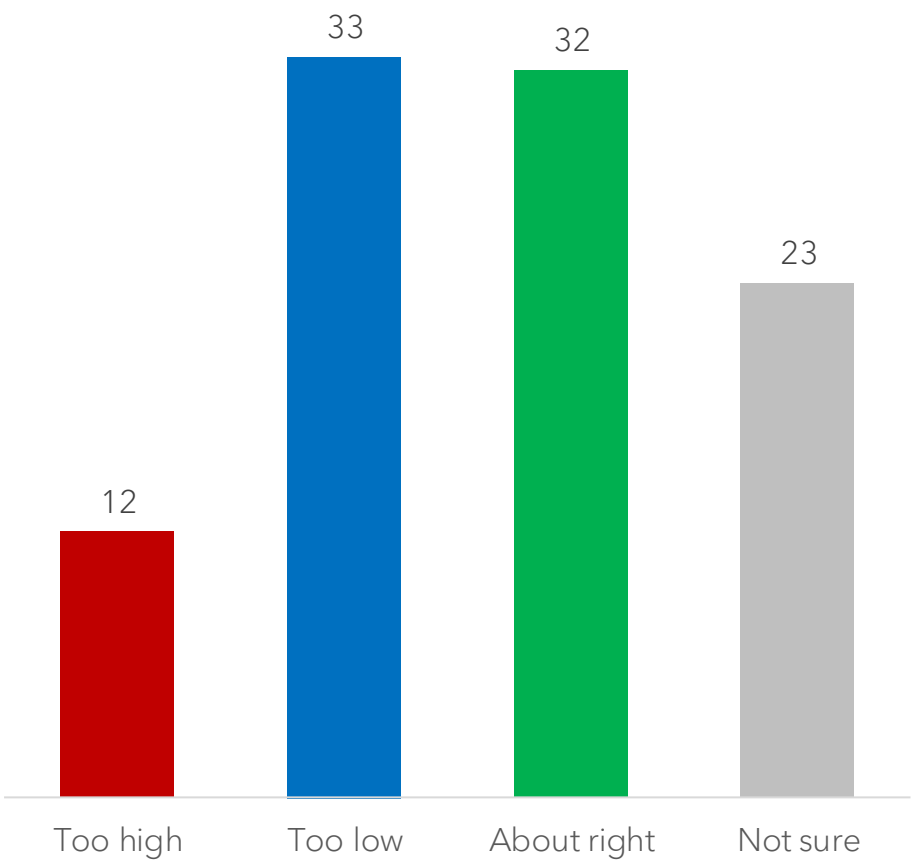
Public Transportation Funding

People think that funding for public transportation is either too low or about right, with another one in four who say they are not sure.

Just 12 percent say that funding is too high.

Millennials, Latino adults, and Democrats are among those most likely to say that funding is too low.

Do you think that funding for public transportation today is?



	Too high	Too low	About right
Total	12	33	32
Men	13	35	36
Women	10	31	29
Gen Z	15	34	40
Millennial	12	37	33
Gen X	10	32	31
Baby Boomer	12	28	30
White	12	32	31
Black	14	32	39
Latino	9	38	36
Non-College	12	31	33
College	12	36	32
Democrat	7	42	30
Independent	13	32	33
Republican	15	25	36
CA	12	35	37
IL	11	32	27
MD	11	35	33
MI	9	36	28
MN	15	33	30
NY	16	30	31
PA	12	33	34

Public Transportation Funding

Views toward funding differ significantly by segment.

The segments that most strongly support significant funding increases are much more likely than others to say that funding for public transportation today is too low.

Satisfied Soft Supporters are more likely than others to say funding is about right.

Older Cynical Rural Soft Supporters are more likely than others to say they are not sure while Wealthy Conservative Opponents are much more likely than others to say that funding is too high.

Do you think that funding for public transportation today is?

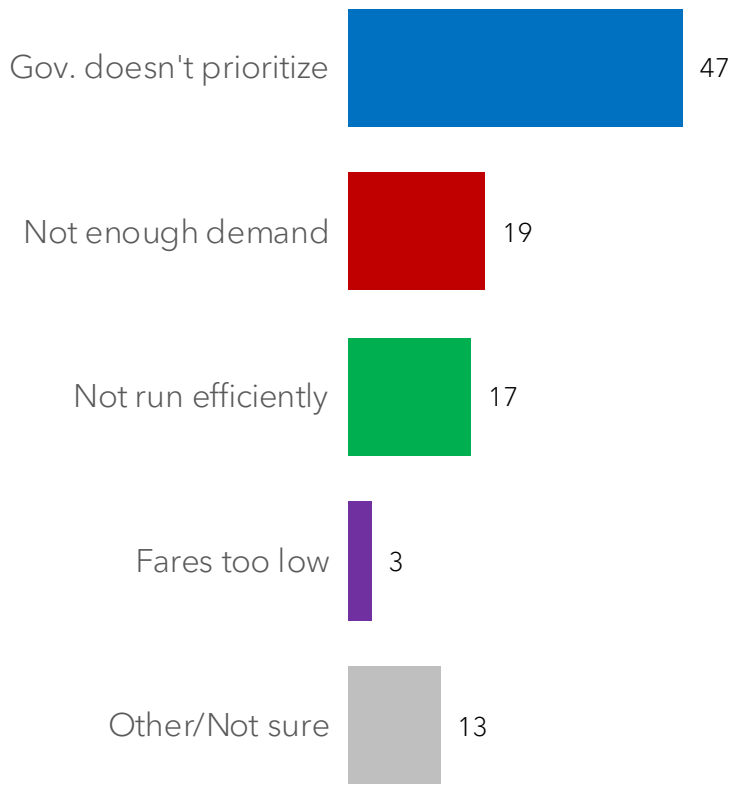
	All Adults	Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conserv. Opponents
Too High	12	6	7	18	4	12	15	39
Too low	33	52	68	24	17	27	20	4
About right	32	28	6	46	58	19	38	32
Not sure	23	14	19	12	22	42	27	25

Reasons for Lack of Funding

People are most likely to say the reason transit agencies do not have enough funding to meet their needs is because government does not prioritize them.

Gen Z, Millennial, Black, Latino and Democratic adults are more likely than others to hold this view, while older generations, Republicans, and Minnesotans are more likely to say there is not enough demand.

Which of the following do you think is the most likely reason why a transit agency would not have enough funding to meet their needs?



	Gov. doesn't prioritize	Not enough demand	Not run efficiently
Total	47	19	17
Men	44	22	21
Women	50	17	13
Gen Z	55	15	15
Millennial	53	14	18
Gen X	45	23	15
Baby Boomer	39	24	21
White	45	22	18
Black	53	17	16
Latino	54	14	14
Non-College	49	18	15
College	44	22	23
Democrat	57	16	12
Independent	46	19	19
Republican	37	24	22
CA	46	19	19
IL	44	17	25
MD	48	19	15
MI	45	23	14
MN	38	33	17
NY	41	19	25
PA	42	21	26

Reasons for Lack of Funding

The two segments that most strongly favor increased spending for public transportation are overwhelmingly likely to identify government prioritization as the key barrier. Wealthy Conservative Opponents are much more likely than others to name a lack of efficiency and a lack of demand as barriers.

Lack of demand for transit emerges as stage 0 on the revised belief arc.

Which of the following do you think is the most likely reason why a transit agency would not have enough funding to meet their needs?

	All Adults	Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conserv. Opponents
Gov't does not prioritize transit funding	47	70	71	43	43	36	35	6
There is not enough demand for transit	19	8	9	18	23	28	21	46
Transit agencies are not run efficiently	17	12	10	23	14	21	18	31
Fares are too low	3	1	1	8	4	1	4	6

Significant Funding Increases

Nearly three-quarters of adults favor the proposal to significantly increase funding, including 34 percent who favor a great deal.

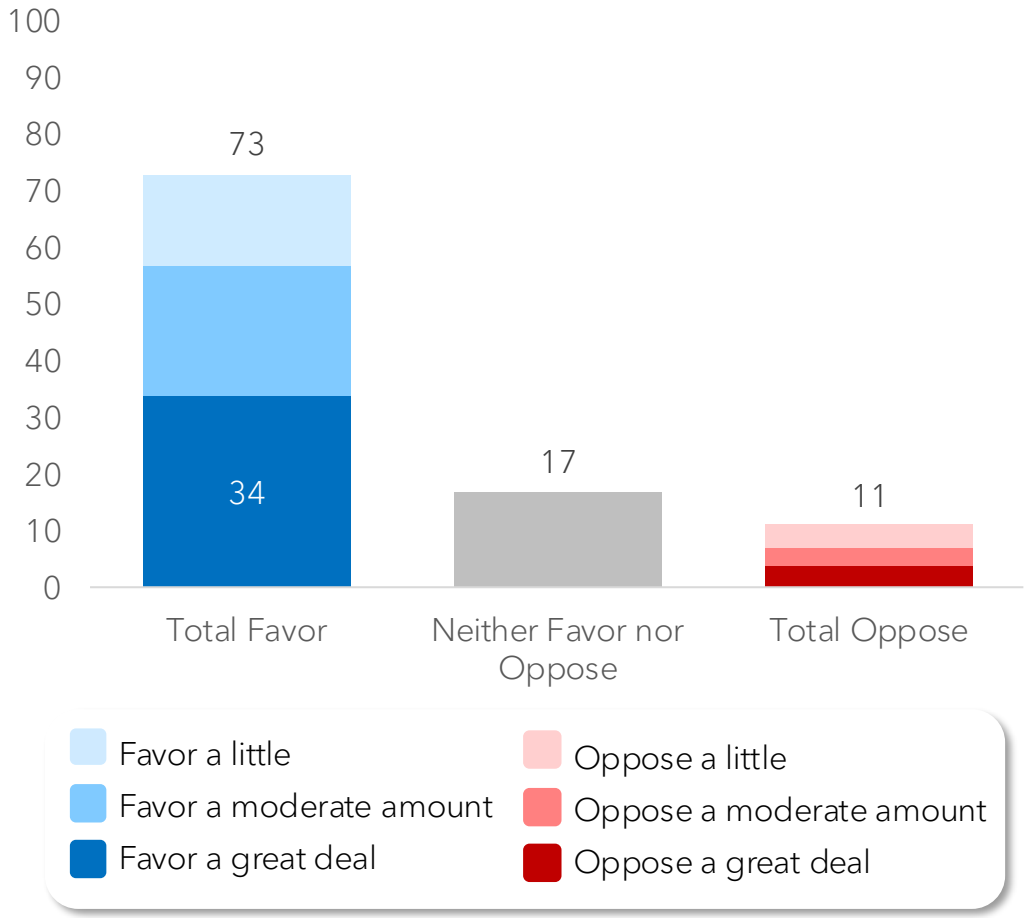
Only 11 percent oppose the proposal.

Support is strong across demographics, with majorities favoring in every subgroup.

Support correlates with age, partisanship, and urbanicity. Younger generations, Democrats, and people who live in urban areas are more likely to support than older generations, Republicans, and people who live in rural areas.

Black and Latino adults are more likely to support than white adults.

Here is a proposal for public transportation: Significantly increase funding over current levels to fully fund public transportation so that it is affordable, reliable, and convenient for anyone who wants to access it. Do you favor or oppose this proposal?



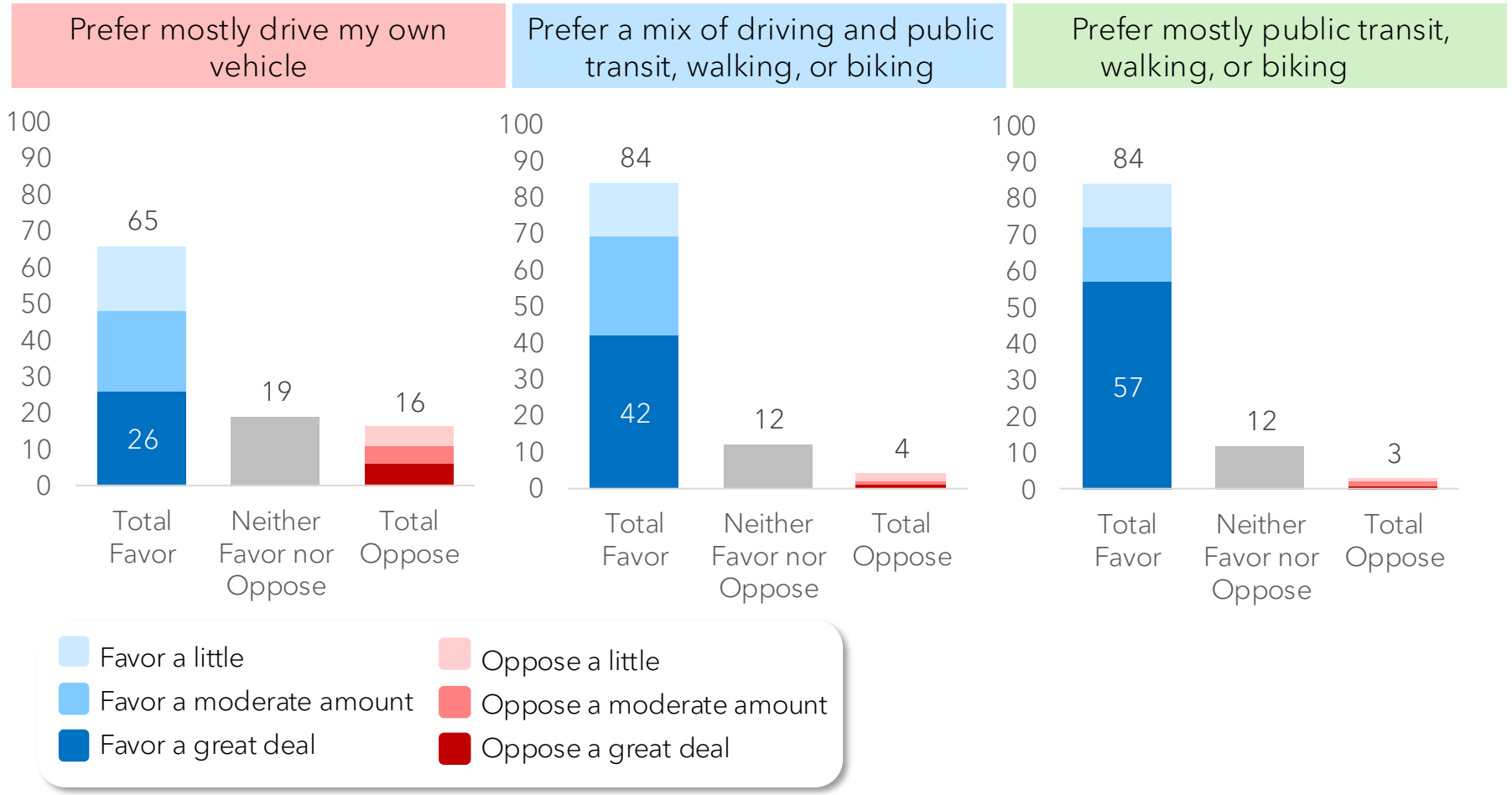
	Total Favor	Total Oppose
Total	73	11
Gen Z	86	3
Millennial	76	7
Gen X	66	12
Baby Boomer	66	17
White	70	12
Black	80	4
Latino	82	6
Democrat	82	4
Independent	72	11
Republican	65	17
Urban	81	7
Suburban	71	12
Rural	64	13
CA	75	12
IL	72	12
MD	77	6
MI	75	11
MN	62	21
NY	73	11
PA	75	13

Funding x Transit Preference

Support for significantly increasing funding for public transportation correlates slightly by transit preference.

However, even 2/3 of those who prefer to mostly drive their own vehicle favor significant increases to transit funding, and just 16 percent opposed.

Here is a proposal for public transportation: Significantly increase funding over current levels to fully fund public transportation so that it is affordable, reliable, and convenient for anyone who wants to access it. Do you favor or oppose this proposal?



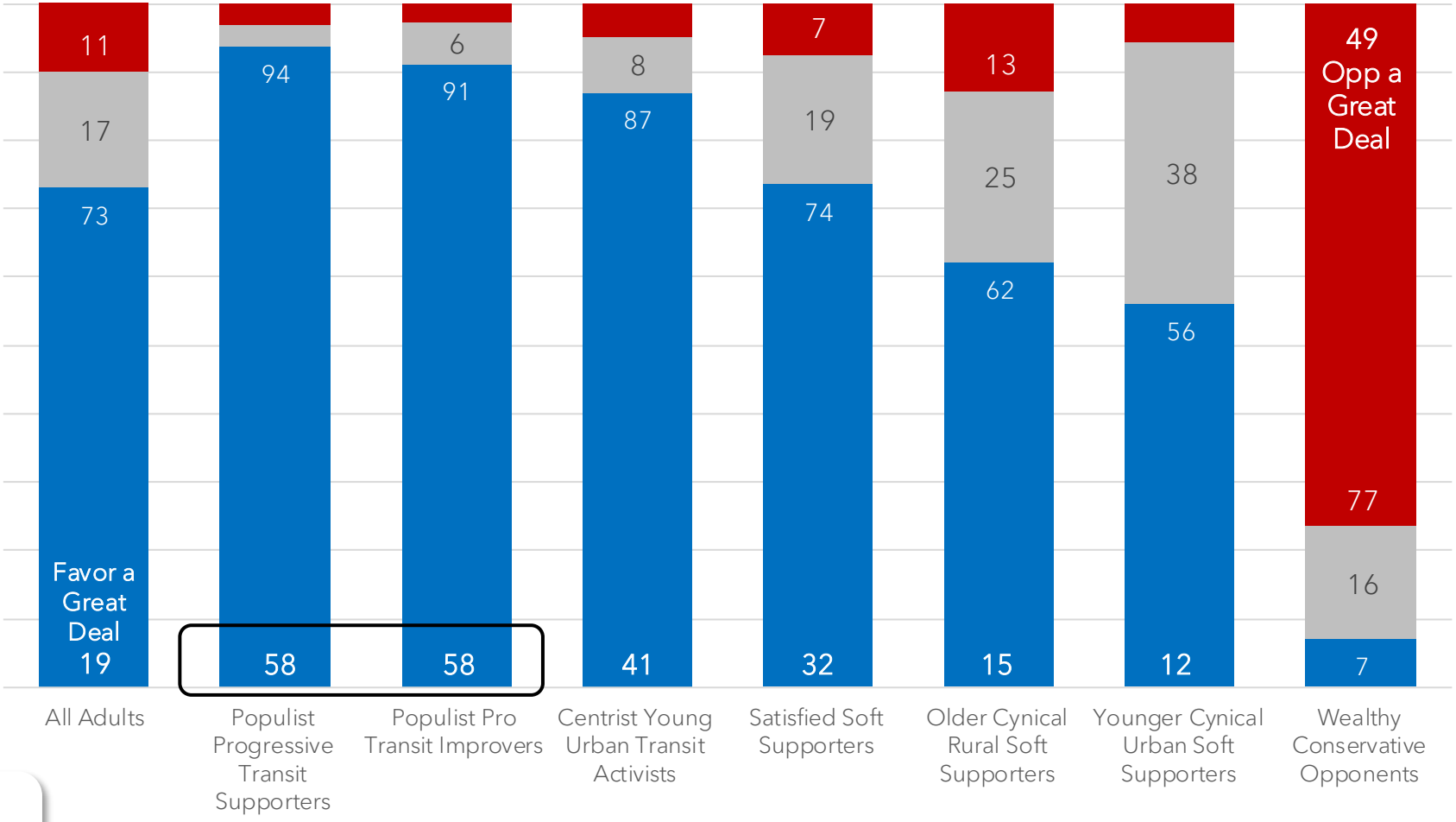
Significant Funding Increases

The segments - which were built using attitudes towards public transportation - correlate with support for significant funding increases.

Populist Progressive Transit Supporters and Populist Pro Transit Improvers are the strongest supporters of significant funding increases.

The only segment that opposes is Wealthy Conservative Opponents.

Here is a proposal for public transportation: Significantly increase funding over current levels to fully fund public transportation so that it is affordable, reliable, and convenient for anyone who wants to access it. Do you favor or oppose this proposal?



Total Oppose
Neither Favor/Oppose
Total Favor

Policies to Fund Public Transit

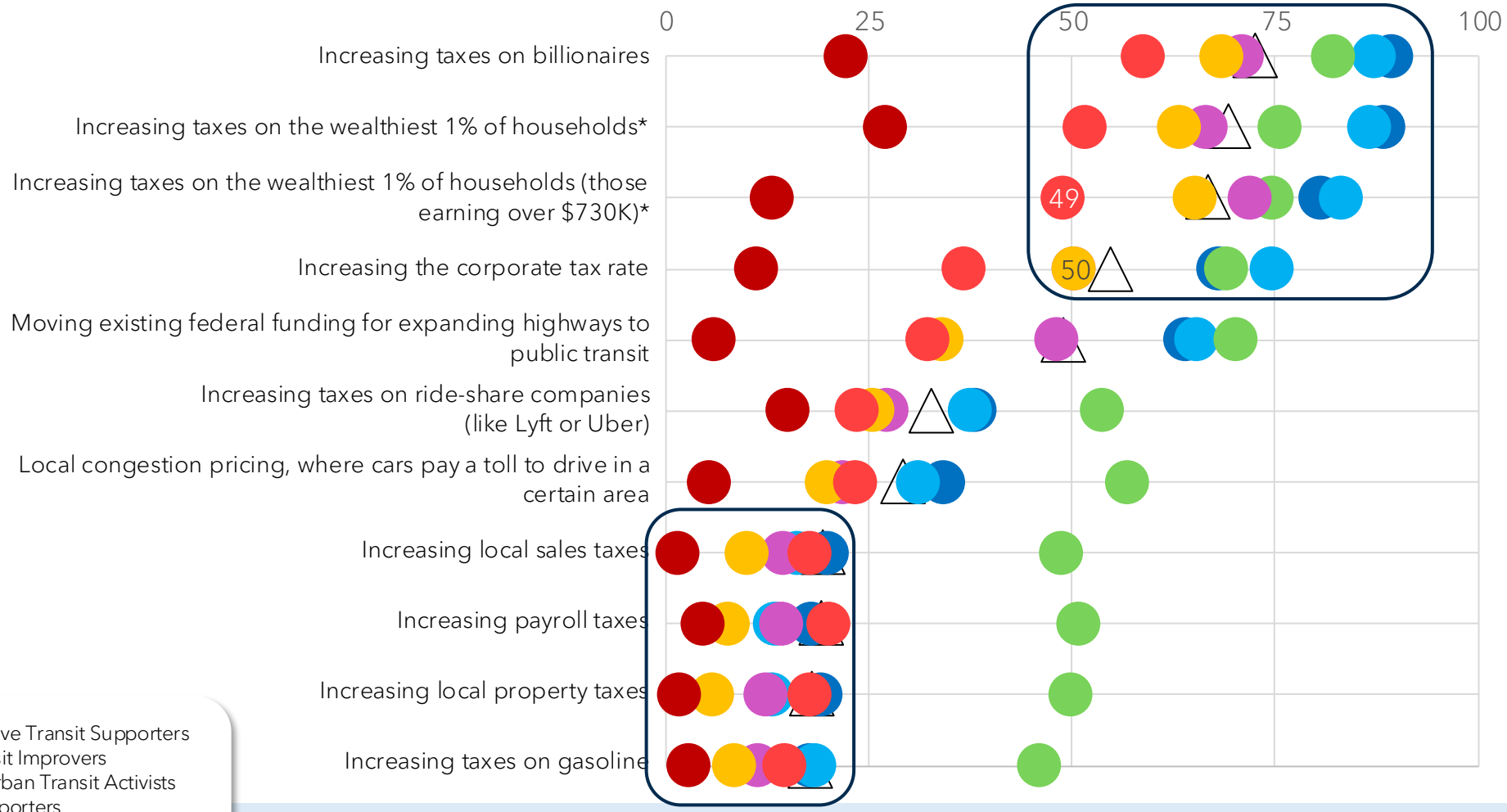
Americans are OK taxing the rich to fund transit, but do not support sales, payroll, and property taxes.

Base and persuadable segments, including soft supporters, favor increasing taxes on billionaires, the wealthiest 1% of households, and the corporate tax rate.

Base segments also favor moving existing federal funding for expanding highways to public transit.

With the exception of Centrist Young Urban Transit Activists, all segments reject increasing local sales taxes, payroll taxes, local property taxes, and taxes on gasoline.

Now you are going to see a list of approaches to pay for significant increases in funding that would fully fund public transportation so that it is affordable, reliable, and convenient for anyone who wants to access it. After you read each one, please indicate if you favor or oppose that approach. [Total Favor]



- All Adults
- Populist Progressive Transit Supporters
- Populist Pro Transit Improvers
- Centrist Young Urban Transit Activists
- Satisfied Soft Supporters
- Older Cynical Rural Soft Supporters
- Younger Cynical Urban Soft Supporters
- Wealthy Conservative Opponents

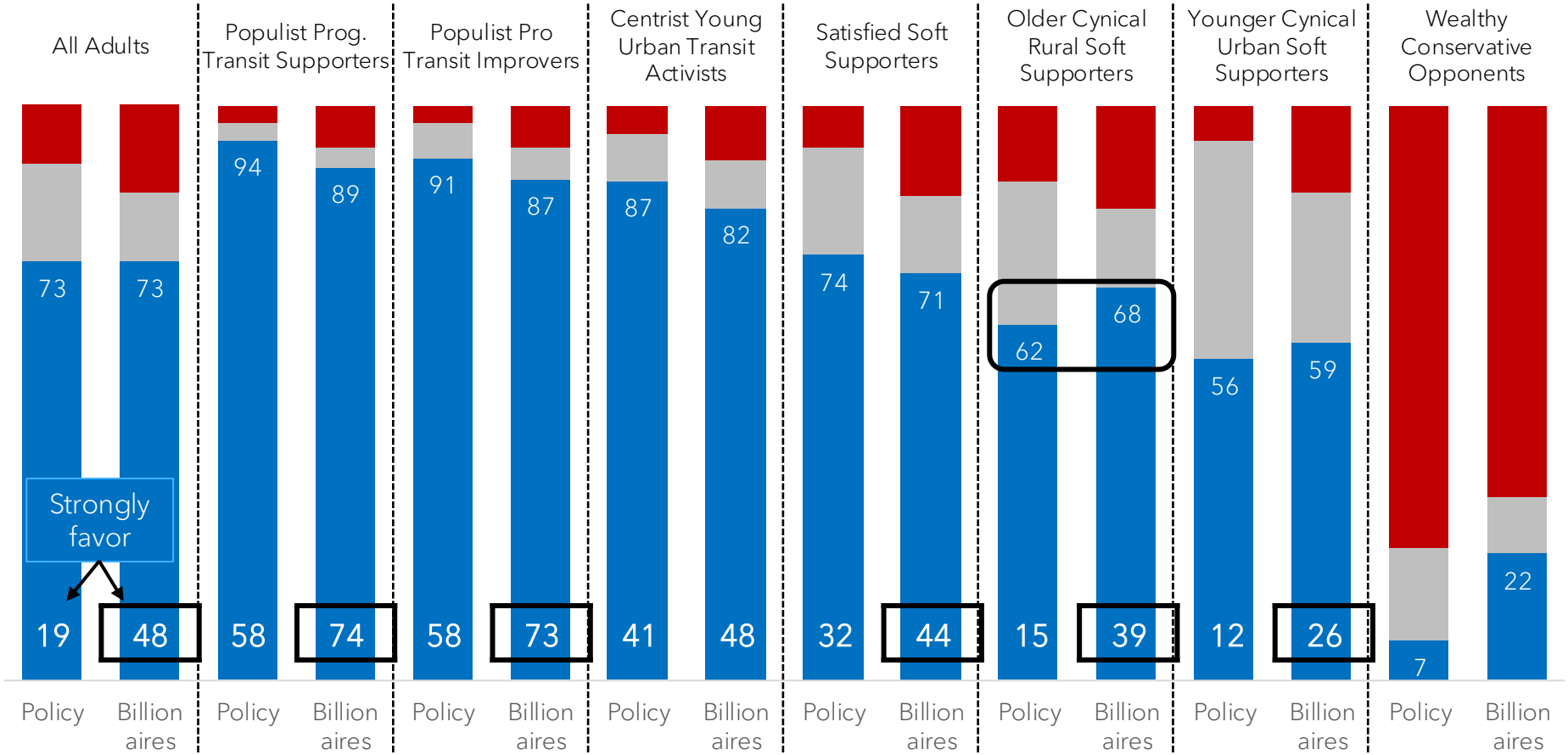
*Split Sampled

Who Pays Matters: Tax the Rich

People favor increasing taxes on billionaires (as an approach to significantly increase funding over current levels to fully fund public transit) at similar levels to their overall support for fully funding public transportation.

They are much more likely to strongly favor increasing taxes on billionaires across all segments which indicates strong populist undertones.

[Policy] Significantly increase funding over current levels to fully fund public transportation so that it is affordable, reliable, and convenient for anyone who wants to access it. [Billionaires] Increasing taxes on billionaires.

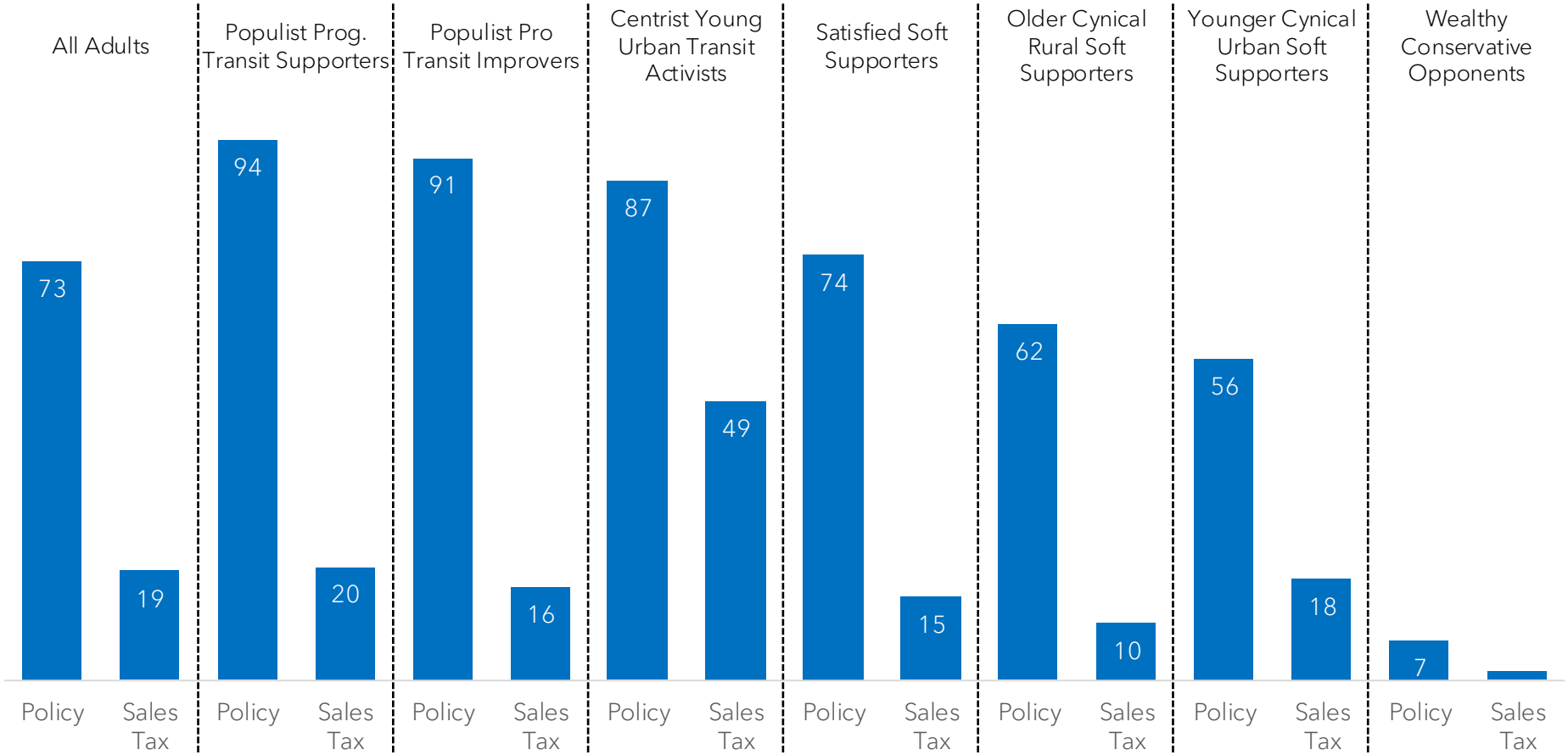


Total Oppose
Neither Favor/Oppose
Total Favor

Who Pays Matters: Tax Sensitivity

However, support for increasing local sales taxes in order to fully fund public transportation over current levels is a non-starter across all segments including base segments.

[Policy] Significantly increase funding over current levels to fully fund public transportation so that it is affordable, reliable, and convenient for anyone who wants to access it. [Sales Tax] Increasing local sales taxes.

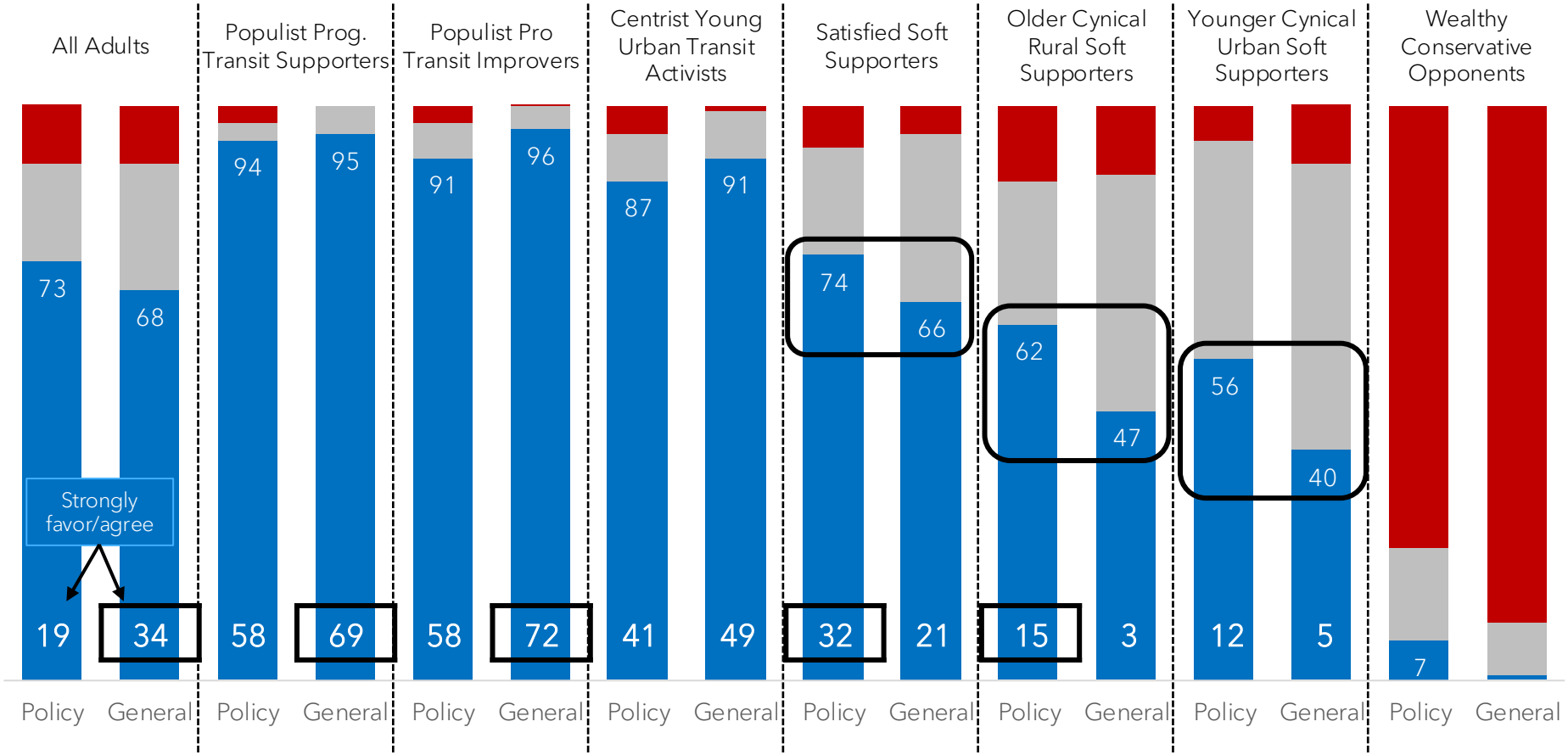


Naming Outcomes Boosts Support

People favor increasing funding as a proposal at higher levels when we connect it to outcomes: so that it is affordable, reliable, and convenient for anyone who wants to access it.

Satisfied Soft Supporters, Older Cynical Rural Soft Supporters, and Younger Cynical Urban Soft Supporters are much more likely to favor increased funding when connected to outcomes than they are to agree to a more general call for "major public investments to significantly improve public transit" that lacks specific outcomes.

[Policy] Significantly increase funding over current levels to fully fund public transportation so that it is affordable, reliable, and convenient for anyone who wants to access it. [General] I support major public investments to significantly improve public transit



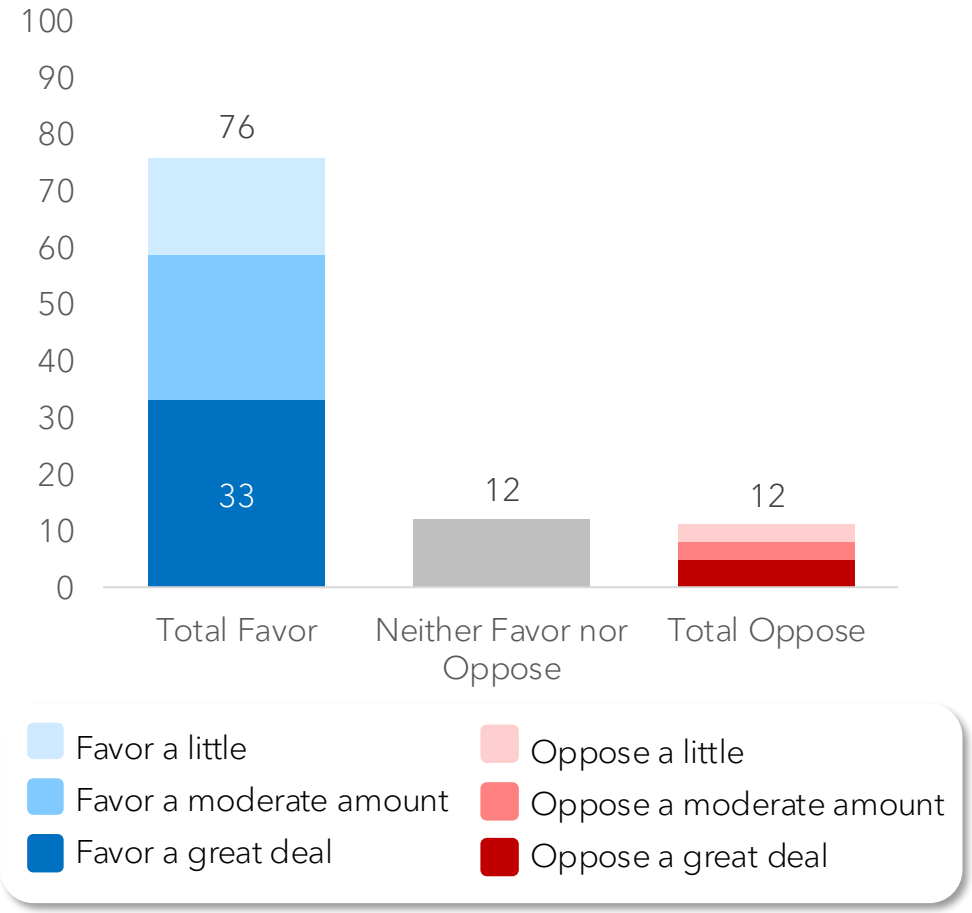
Total Oppose/Disagree
Neither
Total Favor/Agree

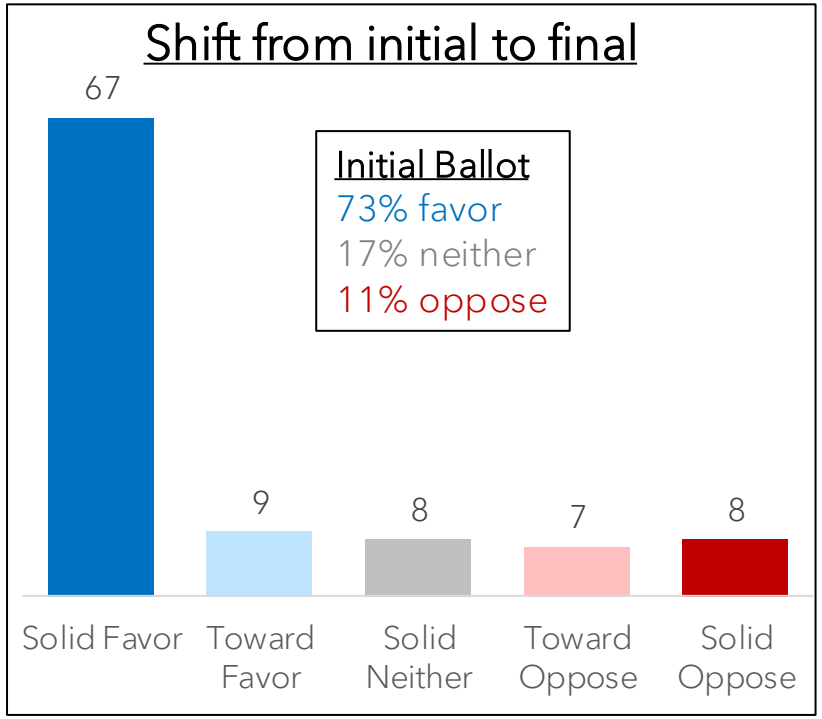
Re-Ask of Significant Funding

Support increases marginally by the end of the survey for significantly increasing funding levels to properly fund public transportation.

There is very little solid opposition and some movement in both directions.

Sometimes over the course of a survey people change their minds. Here again is a proposal for public transportation: Significantly increase funding over current levels to fully fund public transportation so that it is affordable, reliable, and convenient for anyone who wants to access it. Do you favor or oppose this proposal?



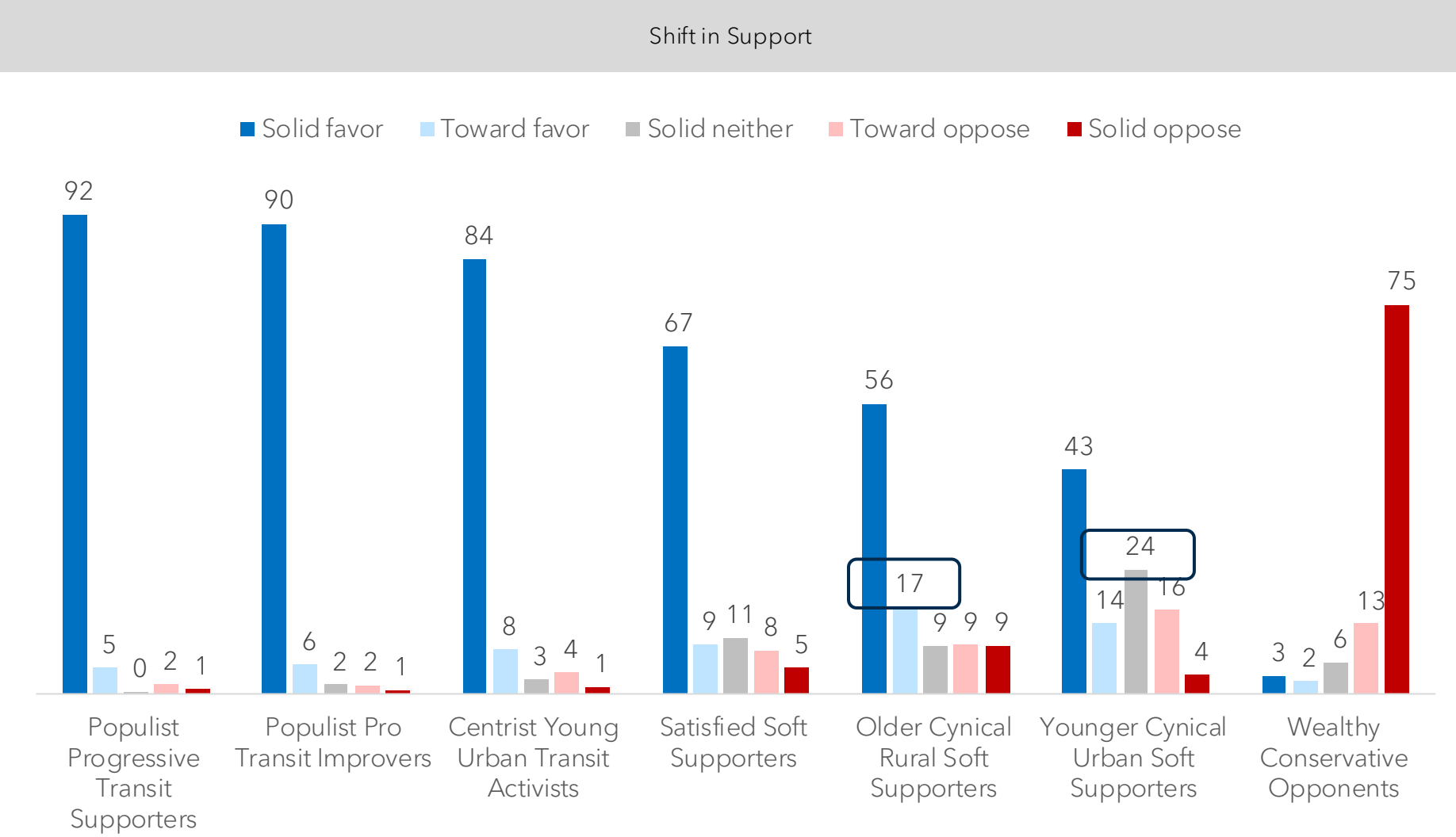


Shift in Support

Base and most persuadable segments consistently favor the funding proposal.

Older Cynical Rural Soft Supporters are the most likely to shift towards support.

Younger Cynical Urban Soft Supporters are the most likely to remain undecided and move in both directions.



Transit Use

VOSS RESEARCH STRATEGY

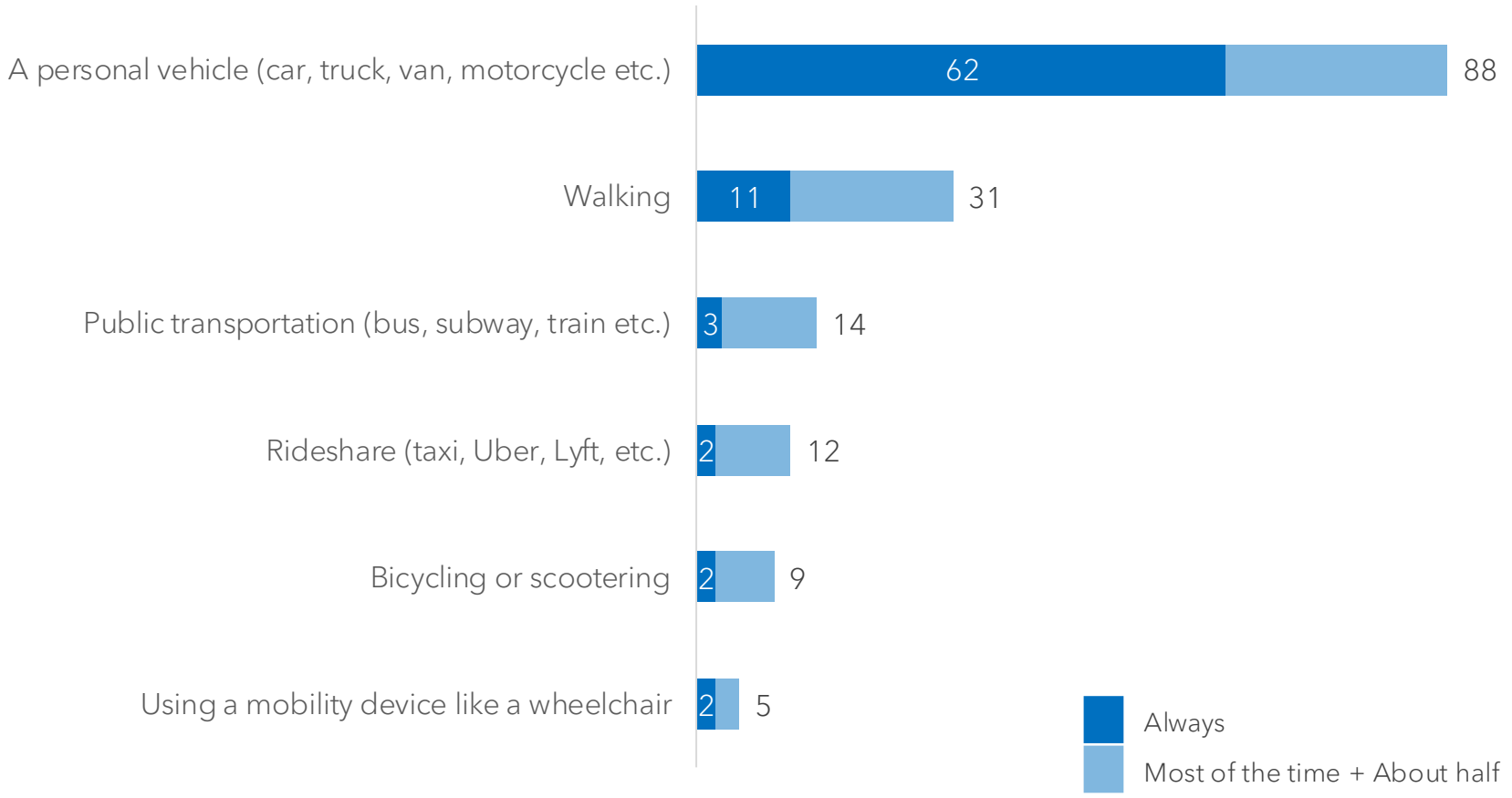
Transit Usage

Most people use a personal vehicle to get where they need to go.

Nearly one third of adults say they also walk "most" or at least "half the time" or more.

People use public transit, rideshare, and bicycle ess often.

How often do you use each of the following ways of getting where you need to go?



Transit Usage

Californians, New Yorkers, and Marylanders are more likely to walk and use public transit.

Minnesotans are most likely to use a personal vehicle and least likely to walk, bicycle, or use ride-share.

Michiganders are least likely to use public transportation.

How often do you use each of the following ways of getting where you need to go?

Total Half the Time or More	National	CA	NY	PA	MN	MI	IL	MD
A personal vehicle	88	90	75	87	92	90	88	83
Walking	31	41	46	31	20	30	30	40
Public transportation	14	22	32	13	10	7	15	22
Rideshare	12	18	17	12	5	11	11	15
Bicycling or scootering	9	12	9	9	5	8	6	8
Mobility device like a wheelchair	5	6	7	8	2	4	7	4

Transit Usage

Transit use does not strongly predict attitudinal segments, with a few exceptions.

First, older segments are more likely to use a personal vehicle.

Second, younger segments are more likely to walk.

Third, segments that are more urban are more likely to use public transportation.

Centrist Young Urban Transit Activists are more likely to use all sources of transportation, including mobility devices despite not having high levels of ambulatory difficulty. This confound could be due to their enthusiasm for transit or perhpas a different interpretation of "mobility device."

How often do you use each of the following ways of getting where you need to go?

Total Half the Time or More	All Adults	Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy conserve. opponents
A personal vehicle	88	84	88	87	89	93	88	95
Walking	31	36	23	54	28	16	36	15
Public transportation	14	20	6	33	14	2	15	3
Rideshare	12	11	6	33	9	4	12	4
Bicycling or scootering	9	6	5	24	7	3	11	4
Mobility device like a wheelchair	5	1	5	21	3	2	4	4
(% with ambulatory difficulty)	13	13	20	11	9	15	11	13

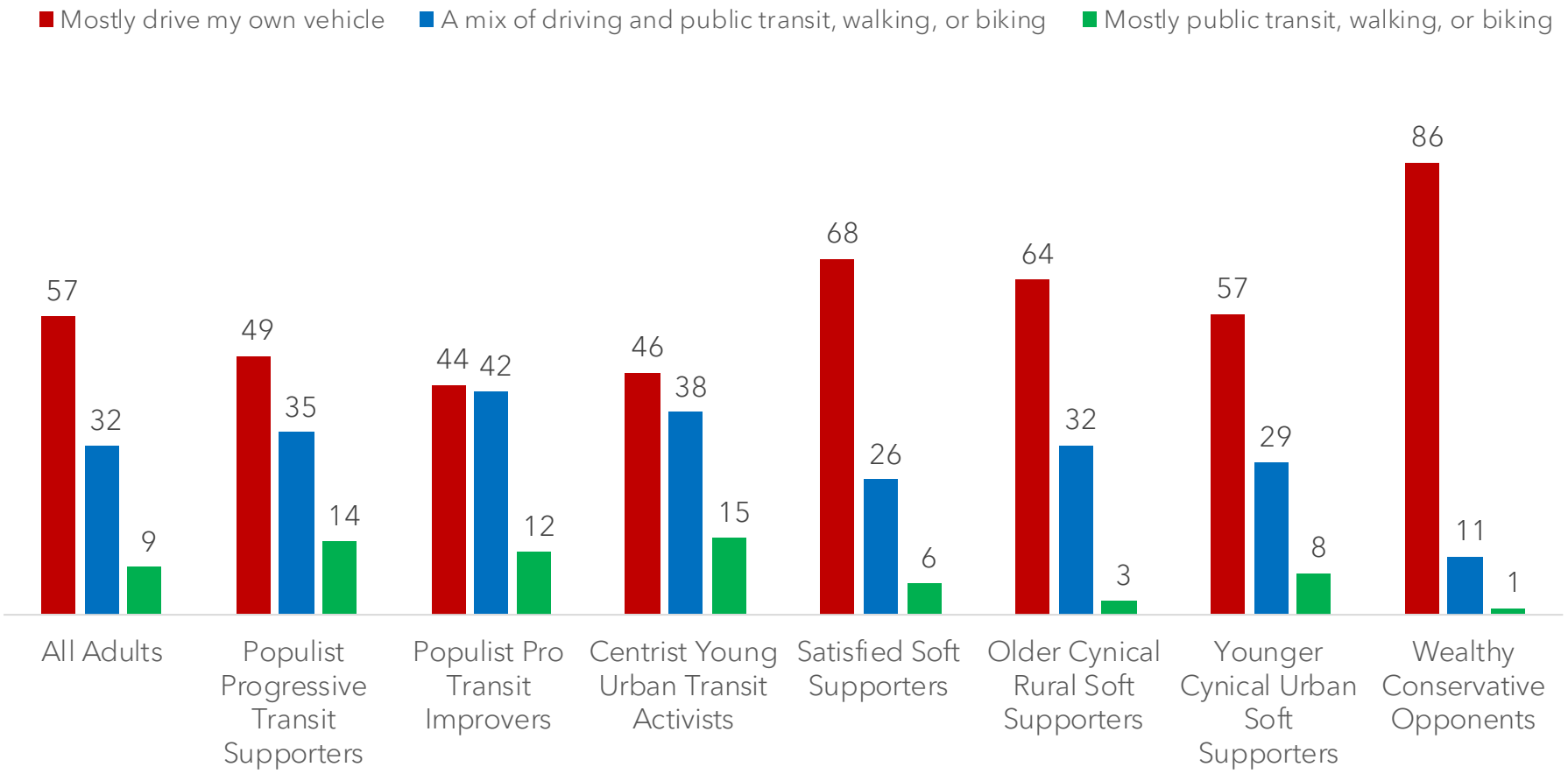
Transit Preference

A majority of Americans indicate they would ideally prefer to mostly drive their own vehicle.

Base segments as well as Centrist Young Urban Transit Activists are more likely than others to say they would prefer public transit or a mix of driving and public transit. Soft supporters and Wealthy Conservative Opponents are more likely to say they would prefer to drive their own vehicle.

Preference for driving does not predict opposition to funding, however. Most people prefer driving and therefore it is not a determinant of public transit support or opposition.

Regardless of where you live or your current transit use, which of the following would you ideally prefer? {ROTATE 1-3, 3-1}



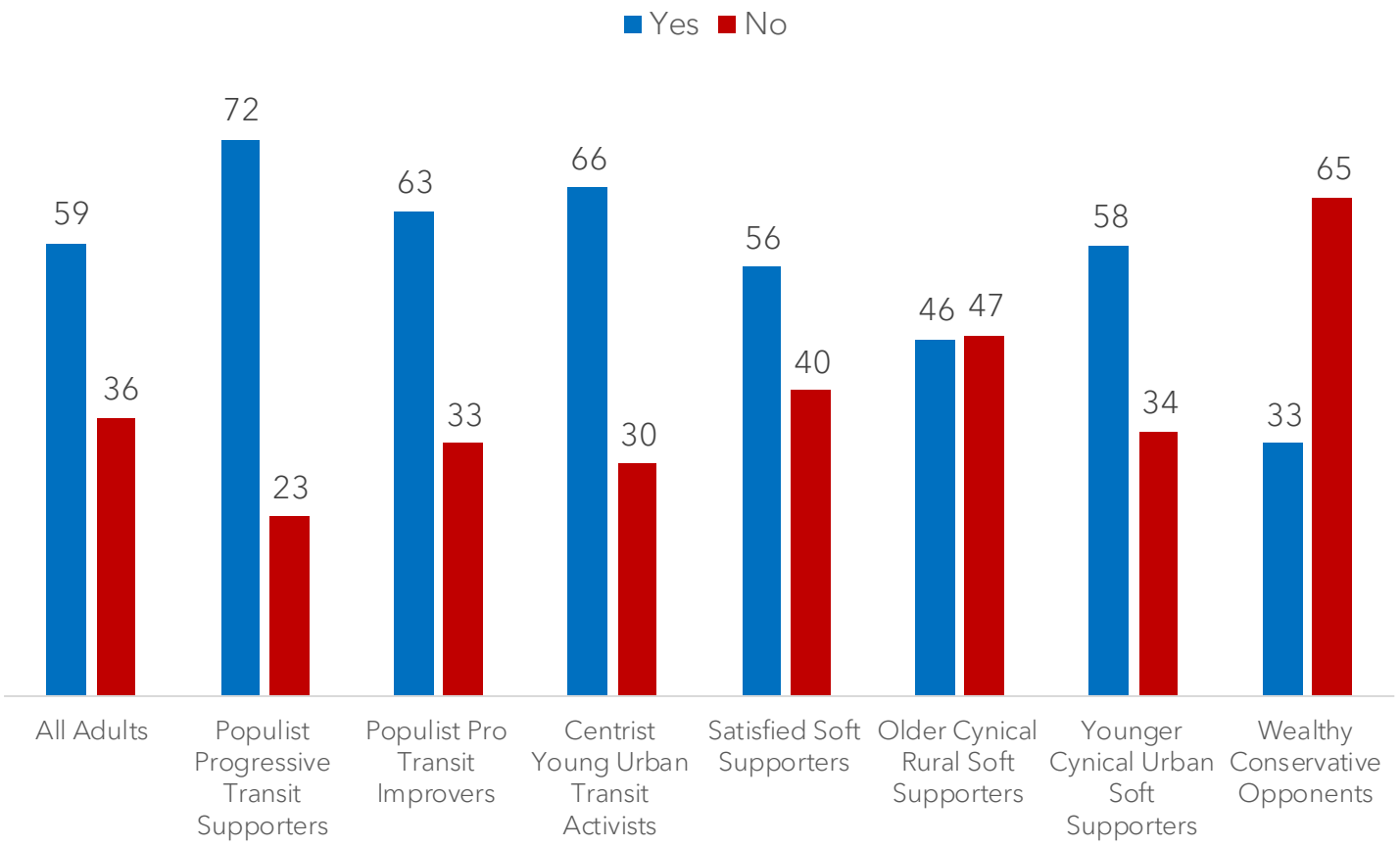
Know of Others Who Do Not Drive

A majority of adults know someone else who does not drive a car and relies on other ways of getting around.

Base and most persuadable segments are more likely to know someone.

Younger generations, people who live in urban areas, and those who prefer either a mix or who prefer public transportation are more likely than others to know someone who does not drive a car.

Do you know any other adults who do not drive a car, but instead rely on other ways of getting around?



	%Yes
Gen Z	75
Millennial	68
Gen X	56
Baby Boomer	42
Urban	70
Suburban	53
Rural	52
Prefer car	51
Prefer mix	67
Prefer public	76

Transit is Basic Societal Function

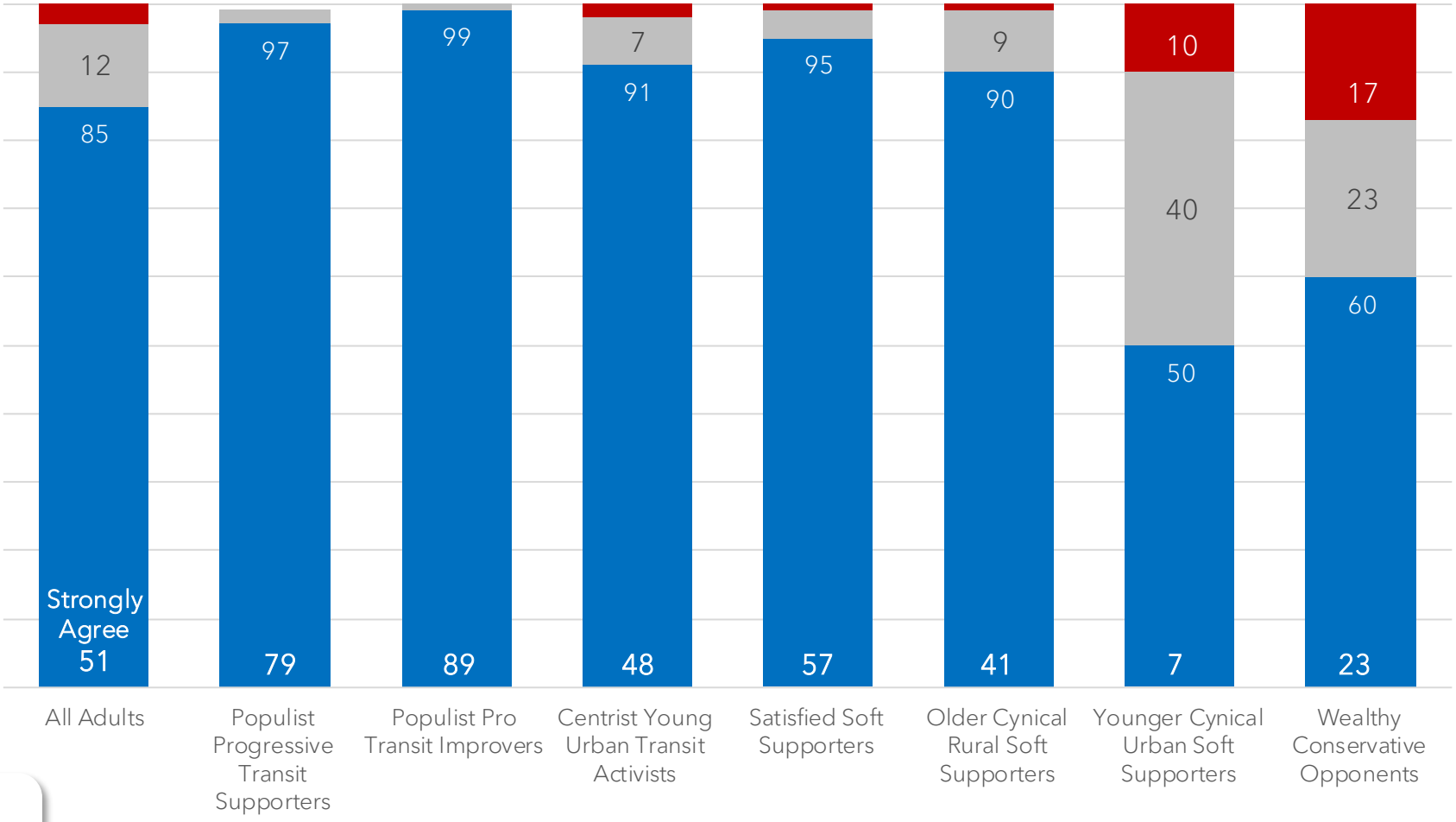
All segments agree that being able to get people and goods to where they need to go is a basic part of a functioning society.

This is not contested terrain.

This is a foundational belief for our core base supporters, but even a strong majority of Wealthy Conservative Opponents agree with this premise.

If anything this just underscores the broadly held importance people place in transit even if it polls as a lower salience issue.

Being able to reliably get people and goods to where they need to go is a basic part of a functioning society.



Total Disagree
Neither agree/disagree
Total Agree

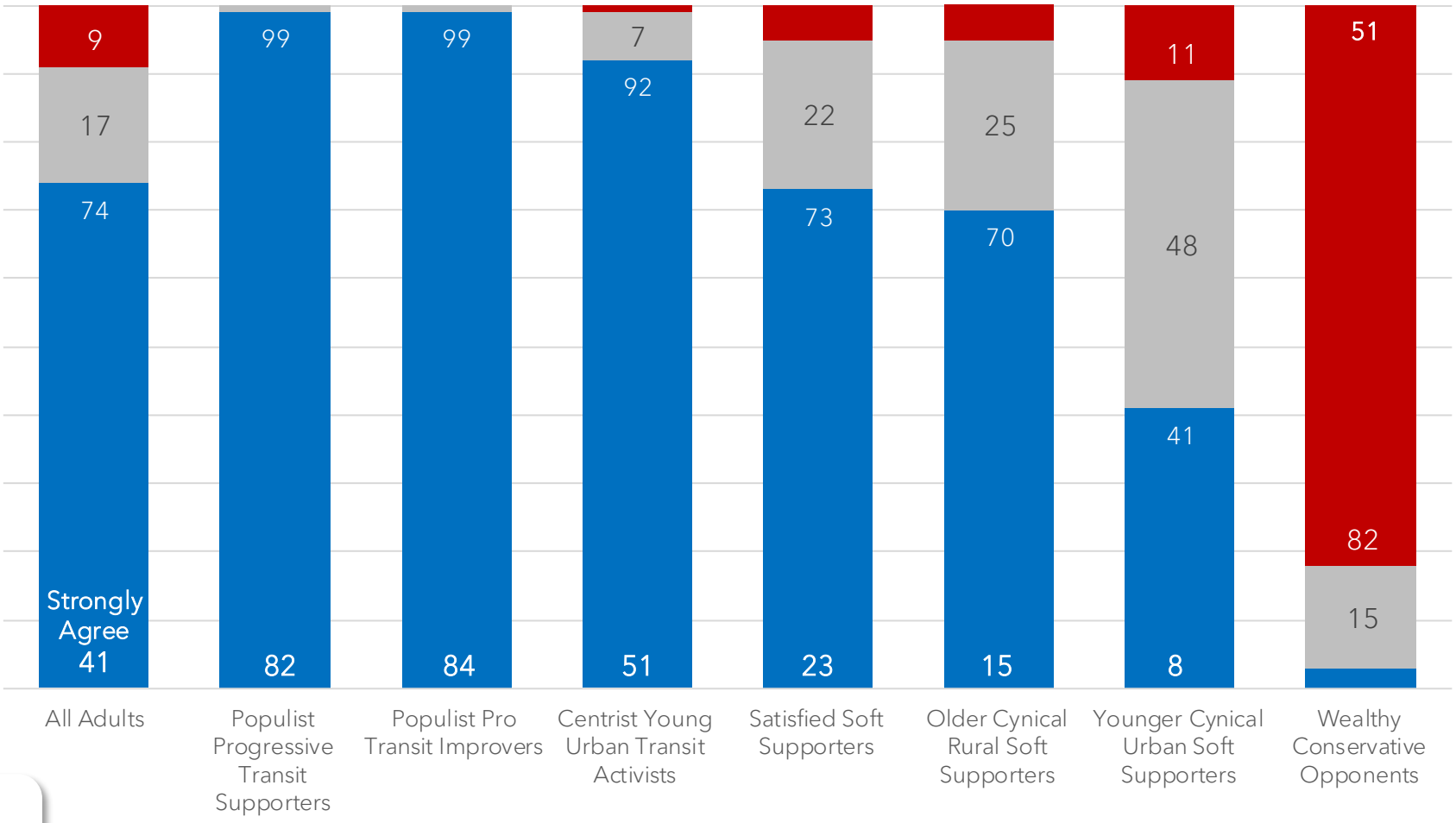
Transit Deserves More Funding

A majority of Americans agree that even if they do not use transit often, they believe it deserves more public funding.

This is a nearly universal value for base segments. Majorities of Centrist Young Urban Transit Activists, Satisfied Soft Supporters, and Older Cynical Rural Soft Supporters agree. Soft supporters agree with low intensity.

Only Wealthy Conservative Opponents disagree.

Even if I don't use transit often, I believe it deserves more public funding.



Total Disagree
Neither agree/disagree
Total Agree

Ratings of Transit

VOSS RESEARCH STRATEGY

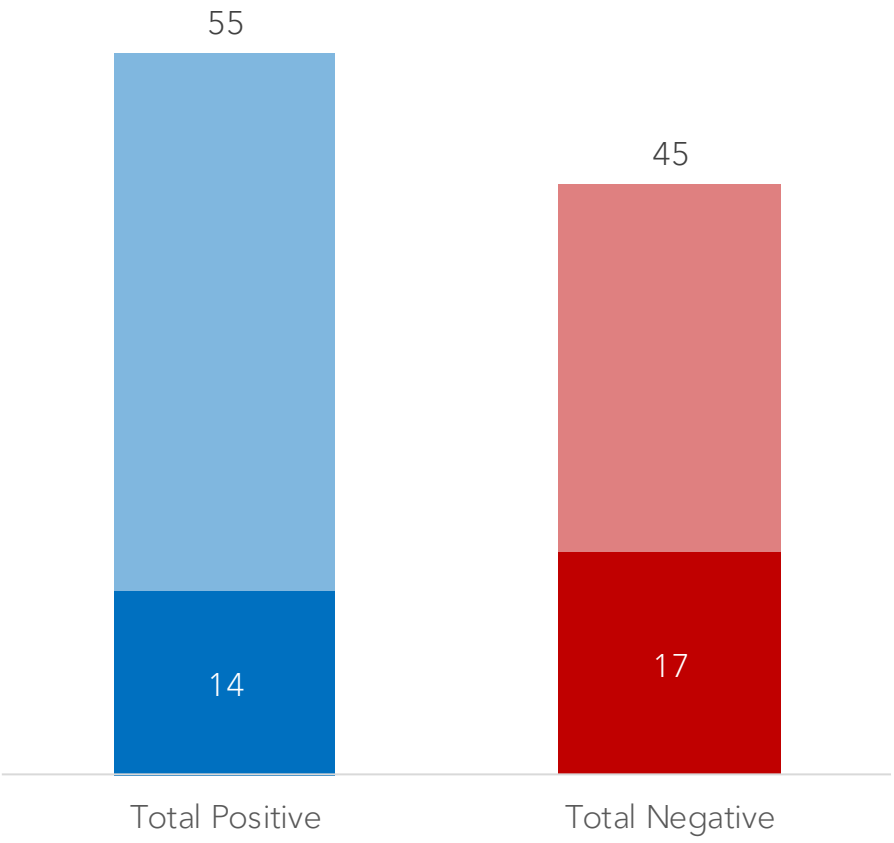
Quality of Public Transportation

A majority of adults rate the quality of public transportation positively in their community.

Views differ by generation with younger adults having more positive views than older adults.

Views also differ by urbanicity with urban adults rating public transportation positively and rural adults more likely to rate it negatively.

How would you rate the overall quality of public transportation in the community where you live?



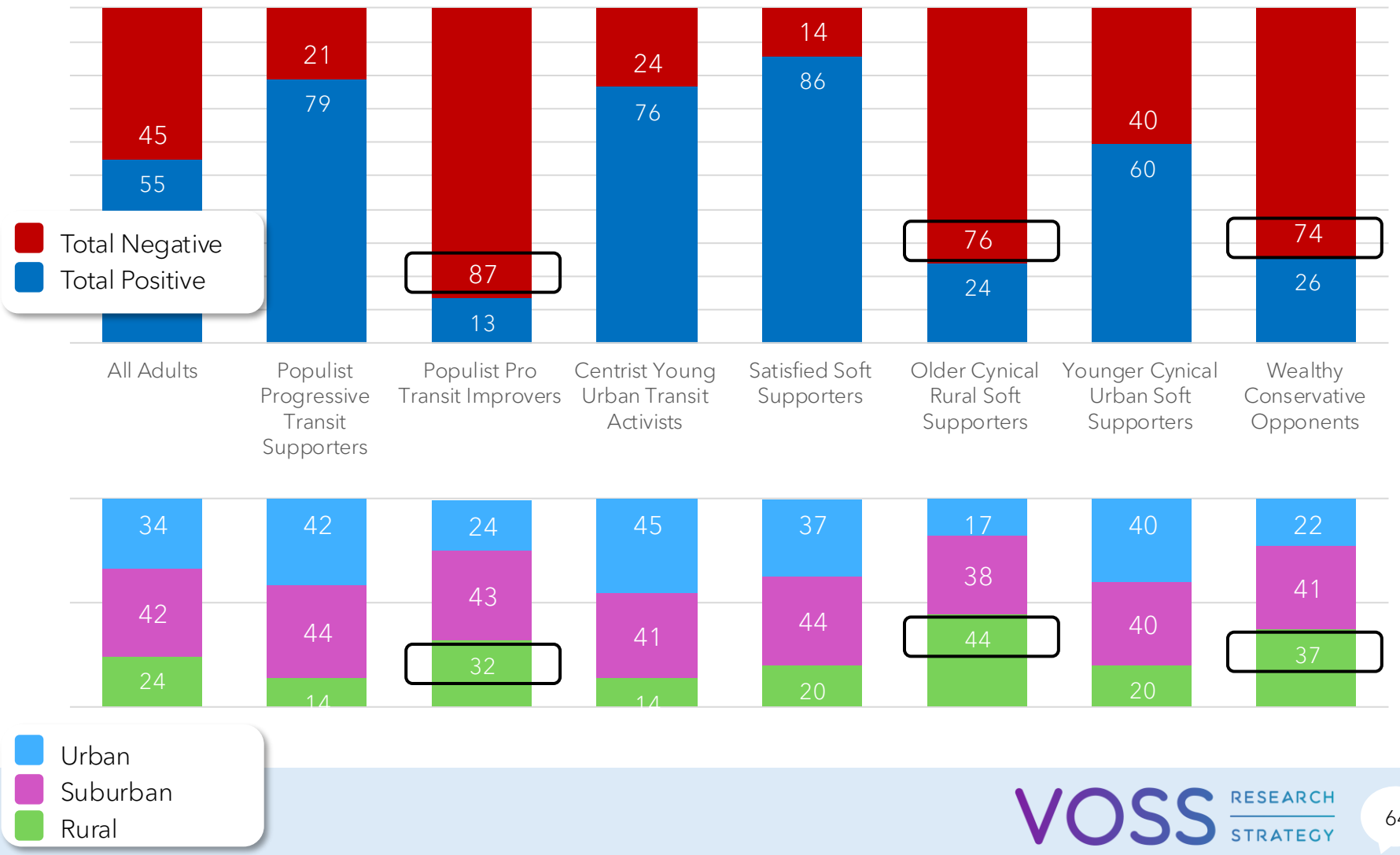
	Total Positive	Total Negative
Men	57	43
Women	53	47
Gen Z	65	35
Millennial	59	41
Gen X	51	49
Baby Boomer	49	51
White	52	48
Black	66	34
Latino	64	36
Non-College	56	44
College	54	46
Democrat	61	39
Independent	51	49
Republican	55	45
CA	61	39
IL	54	46
MD	60	40
MI	46	54
MN	51	49
NY	58	42
PA	56	44
Urban	66	34
Suburban	56	44
Rural	39	61

Quality of Public Transportation

Perceptions of the overall quality of public transportation are strongest among Populist Progressive Transit Supporters, Centrist Young Urban Transit Activists, and Satisfied Soft Supporters – segments which are also more likely urban than others.

Perceptions of quality are a dividing line for the Populist Pro Transit Improver segment. They are more likely to live in rural areas. **One of the defining features of this segment is their desire for improvement in public transit.**

How would you rate the overall quality of public transportation in the community where you live?



Barriers: Political Priorities & Enough Funding

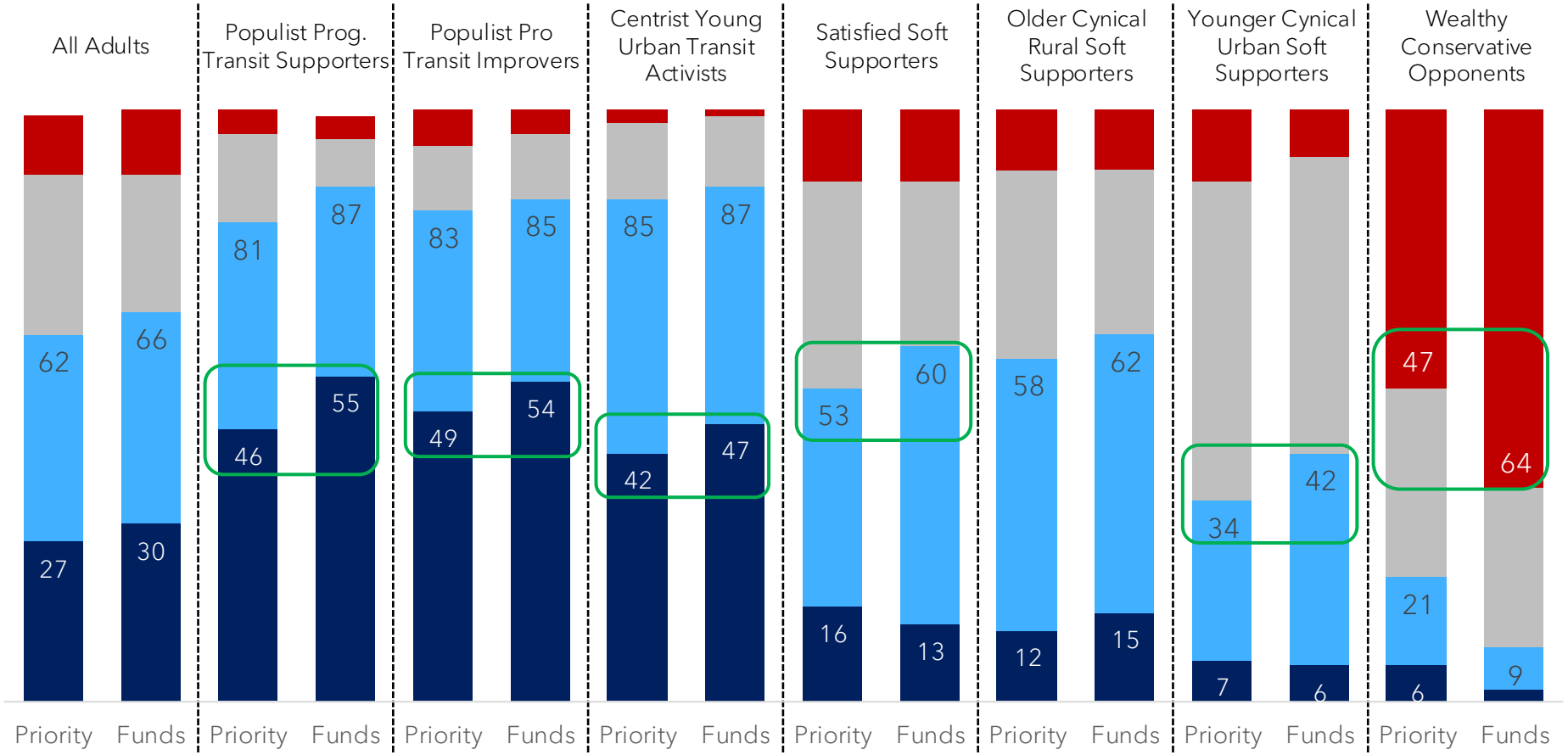
Base and persuadable segments are more likely to agree that the main barrier to better transit is not enough funding.

However, base segments agree that politicians not prioritizing transit and sufficient funds are both barriers to better transit.

Soft supporters agree with both but with low intensity and high proportions who are in the middle.

The only segment to disagree is Wealthy Conservative Opponents, who likely think there are other barriers.

[Priority] The main barrier to better transit is politicians who do not prioritize it.
[Funds] The main barrier to better transit is not enough funding.



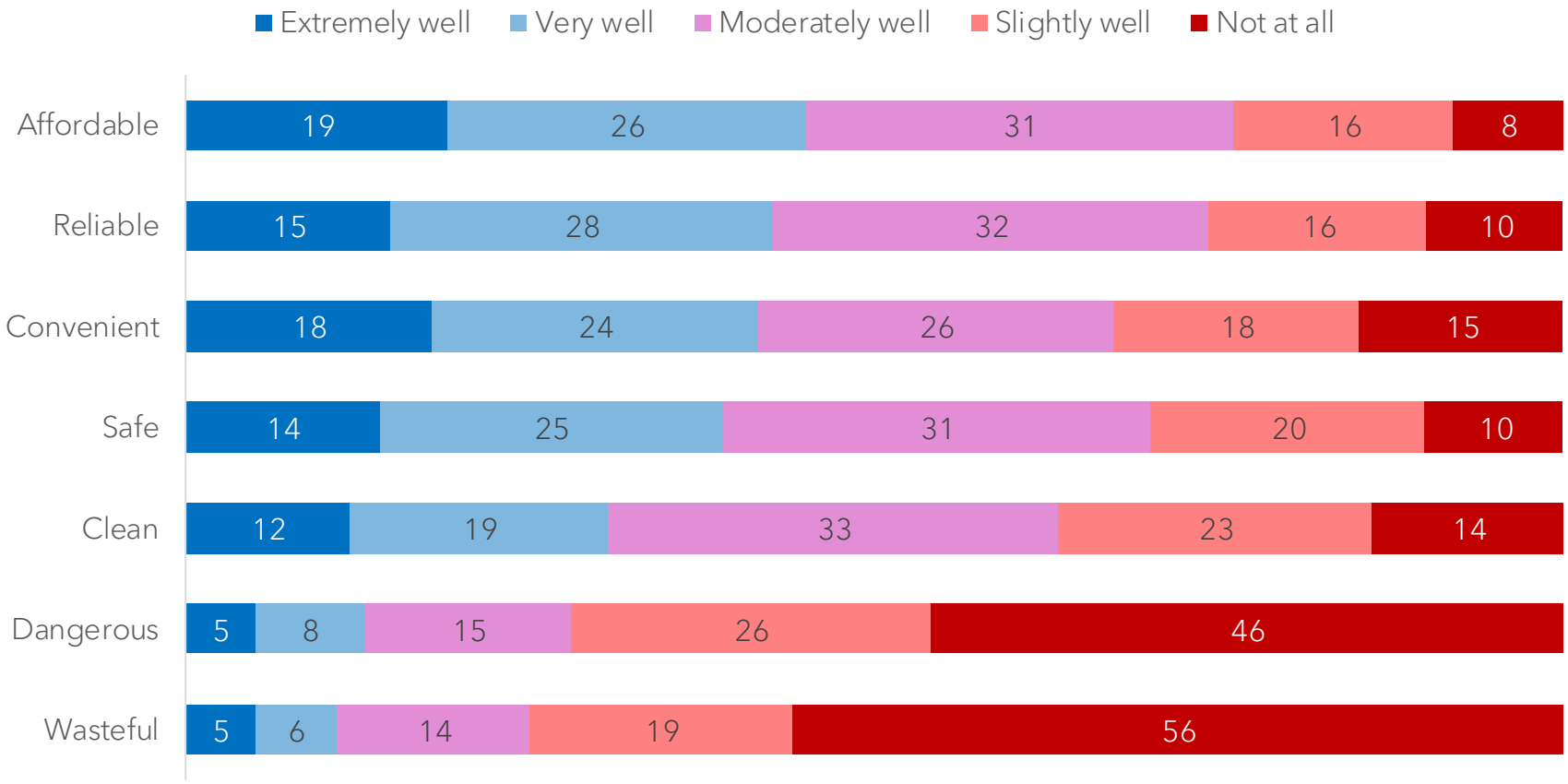
Total Disagree
Neither agree/disagree
Somewhat Agree
Strongly Agree

Descriptions of Public Transportation

Americans are most likely to describe public transportation in their state as affordable, reliable, and convenient; however, these descriptions are somewhat weak with fewer than one in five rating any of them as extremely well.

People are much more likely to describe public transportation as safe than they are to describe it as dangerous. Fully 46 percent say "dangerous" does not describe public transportation "at all."

Here is a set of words and phrases. Please indicate how well you think each one describes public transportation in your state.



Descriptions of Public Transportation

Segments that support public transportation are much more likely than others to describe public transportation positively as affordable, reliable, convenient, or safe.

Wealthy Conservative Opponents are among those most likely to describe public transportation as dangerous and wasteful.

Centrist Young Urban Transit Activists are more likely than all other segments to describe public transportation both positively and negatively.

Here is a set of words and phrases. Please indicate how well you think each one describes public transportation in your state.

Describes Extremely + Very Well	All Adults	Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conserv. Opponents
Affordable	44	60	27	66	61	23	33	29
Reliable	43	58	23	63	64	21	34	19
Convenient	42	62	18	67	61	16	37	15
Safe	39	54	24	62	52	20	31	16
Clean	30	37	15	57	39	14	26	16
Dangerous	13	7	14	25	3	13	15	26
Wasteful	11	4	13	27	1	7	9	32

Federal vs. Local Government

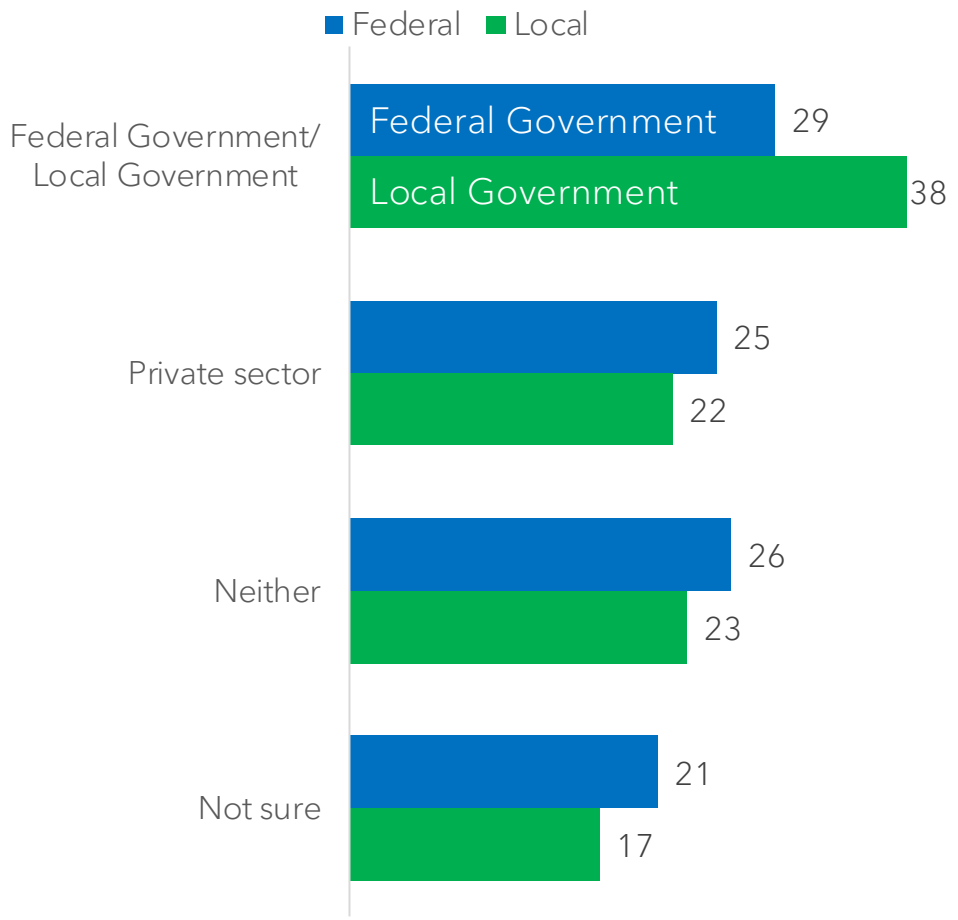
People do not have a strong view on who they trust more to solve problems when it comes to transportation issues.

They are somewhat more likely to trust government than the private sector, though nearly one in four say "neither."

However, people are much more likely to trust local government than they are the federal government.

When people consider local government as an option instead of the federal government, it generates more trust, especially among women, Baby Boomers, white adults, and people in New York and Maryland.

When you think about transportation issues, which of the following do you trust more to solve problems?



	Federal	Local
Total	29	38
Men	34	39
Women	23	36
Gen Z	45	50
Millennial	35	40
Gen X	23	33
Baby Boomer	19	32
White	24	35
Black	47	44
Latino	34	43
Non-College	29	38
College	29	37
Democrat	36	48
Independent	29	33
Republican	23	31
CA	32	41
IL	33	34
MD	32	42
MI	28	37
MN	32	41
NY	27	42
PA	24	28

Federal vs. Local Government

Nearly every segment trusts either the federal or the local government more than they trust the private sector when it comes to transit issues.

Satisfied Soft Supporters are those most likely to trust the local government more than the federal government (by 21 points).

Only Wealthy Conservative Opponents trust the private sector more than government when it comes to transit issues.

When you think about transportation issues, which of the following do you trust more to solve problems?

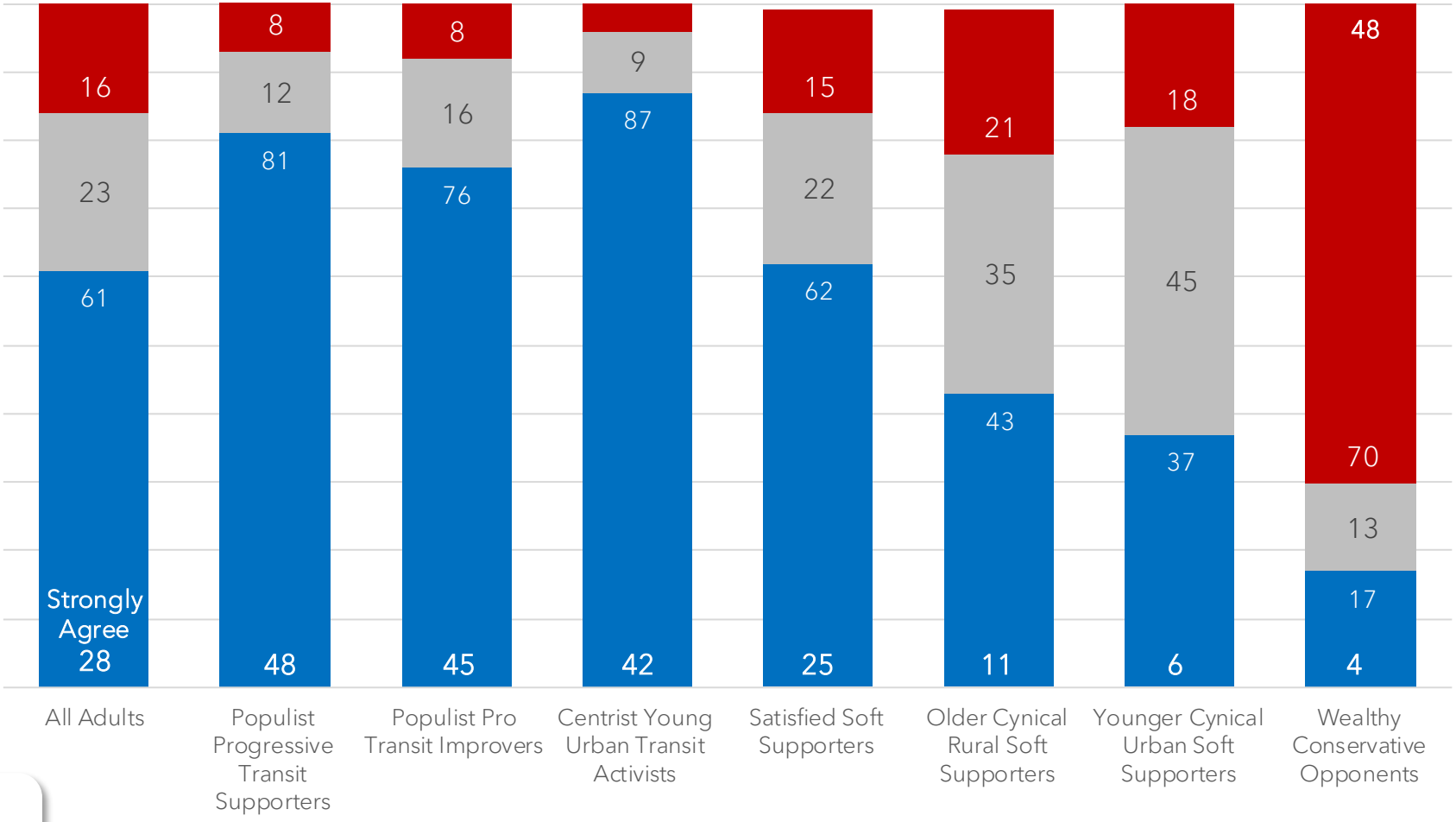
	All Adults	Populist Progressive Transit Supporters	Populist Pro Transit Improvers	Centrist Young Urban Transit Activists	Satisfied Soft Supporters	Older Cynical Rural Soft Supporters	Younger Cynical Urban Soft Supporters	Wealthy Conserv. Opponents
Federal	29	37	32	37	28	21	25	6
Local	38	43	37	48	49	32	30	11
Net Local	9	7	5	11	21	11	4	6
Private Sector	25	18	13	37	26	21	24	51
	22	17	17	27	17	17	24	57
Neither	26	26	35	17	18	28	30	25
	23	22	33	14	21	25	24	25
Not sure	21	19	20	8	28	30	21	19
	17	18	12	11	13	27	22	7

Government Responsibility

The role of government is a division among the segments with our base and some persuadable segments agreeing that our government has a responsibility to ensure people are able to get where they need to go.

Disagreement with this is a core belief of Wealthy Conservative Opponents who are more traditionally conservative in their views towards government.

It is our government's responsibility to ensure people are able to get where they need to go.



Total Disagree
Neither agree/disagree
Total Agree

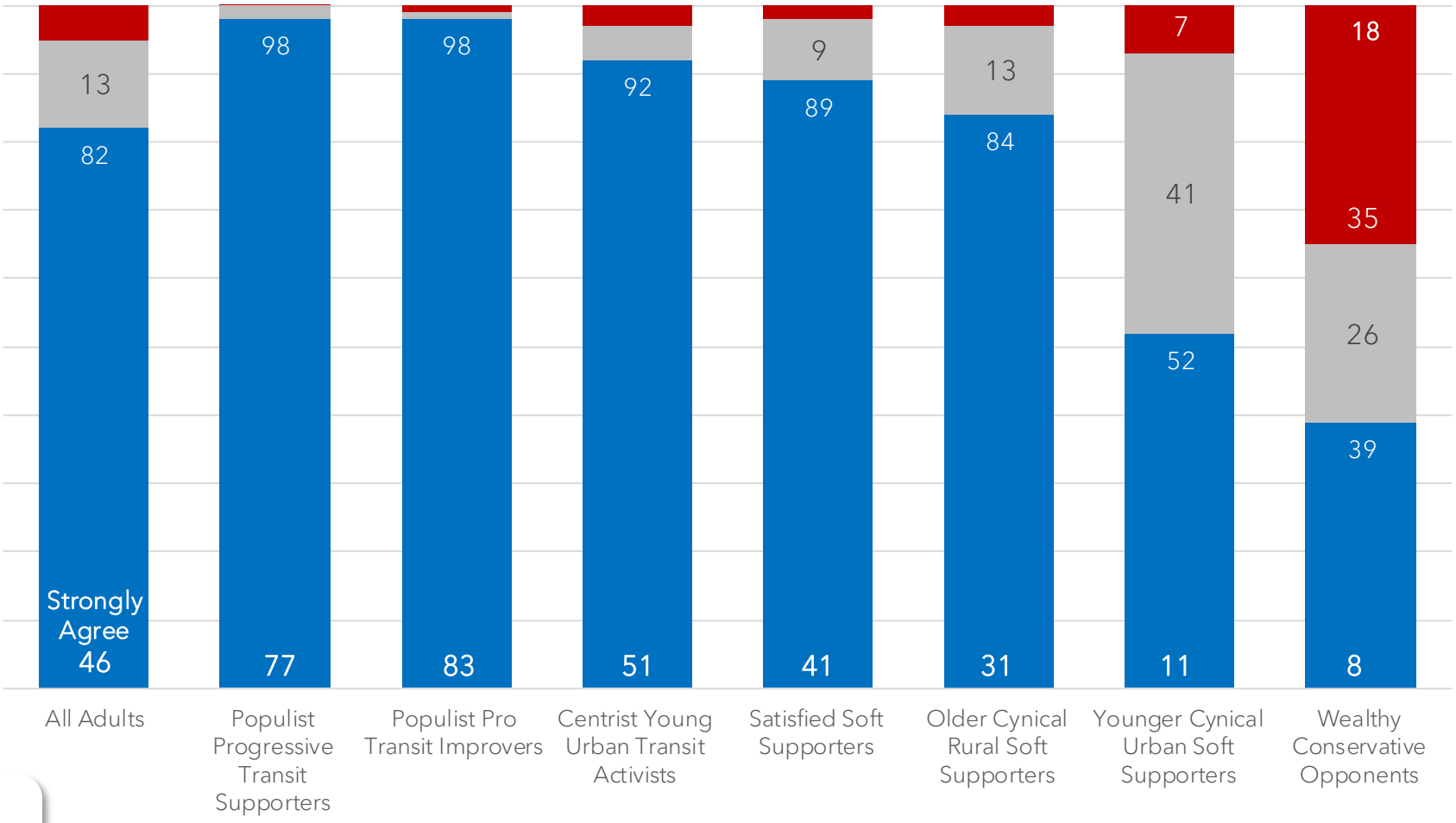
Local and State Government

Majorities of base and persuadable segments and even a plurality of Wealthy Conservative Opponents agree that local and state government should play an active role in improving transportation systems.

Base segments agree with this with more intensity.

As we saw elsewhere, belief in local governments exceeds that of federal governments, so this is less of a contested area.

Local and state governments should play an active role in improving transportation systems.



Total Disagree
Neither agree/disagree
Total Agree

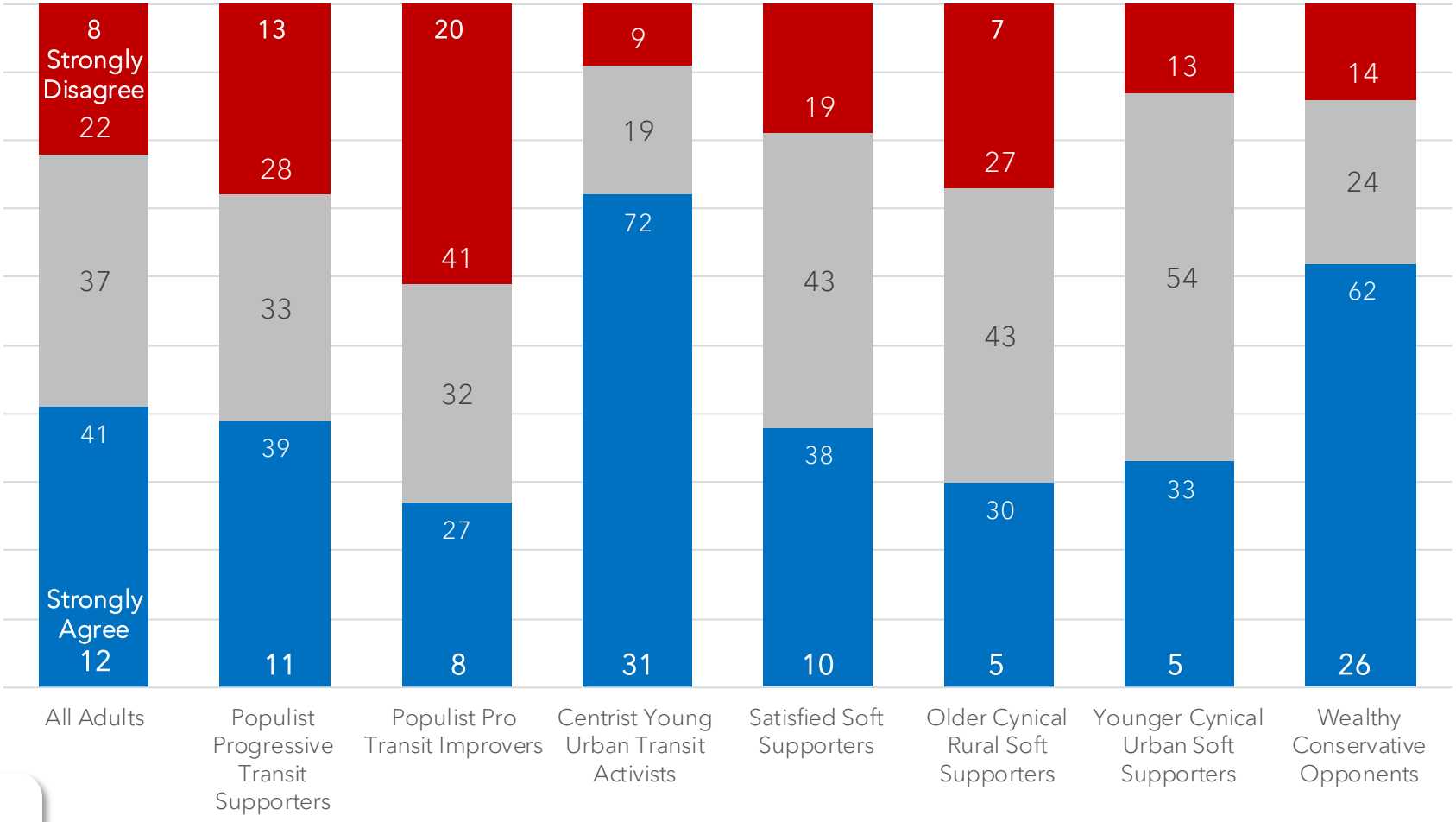
Companies Responding to Demand

Centrist Young Urban Transit Activists who tend to agree with many of our pro-transit value propositions are somewhat susceptible to the idea that private companies are best able to solve transportation issues.

They are not necessarily pro-corporate; in fact, a majority hold a more anti-corporate view when we explore that specific dimension. Rather, this perhaps could be due to their higher use of rideshare companies compared to other segments.

Wealthy Conservative Opponents on the other hand are more pro-corporate than other segments, which aligns with agreement on this statement

Private companies responding to demand are best able to solve transportation problems.



Total Disagree
Neither agree/disagree
Total Agree

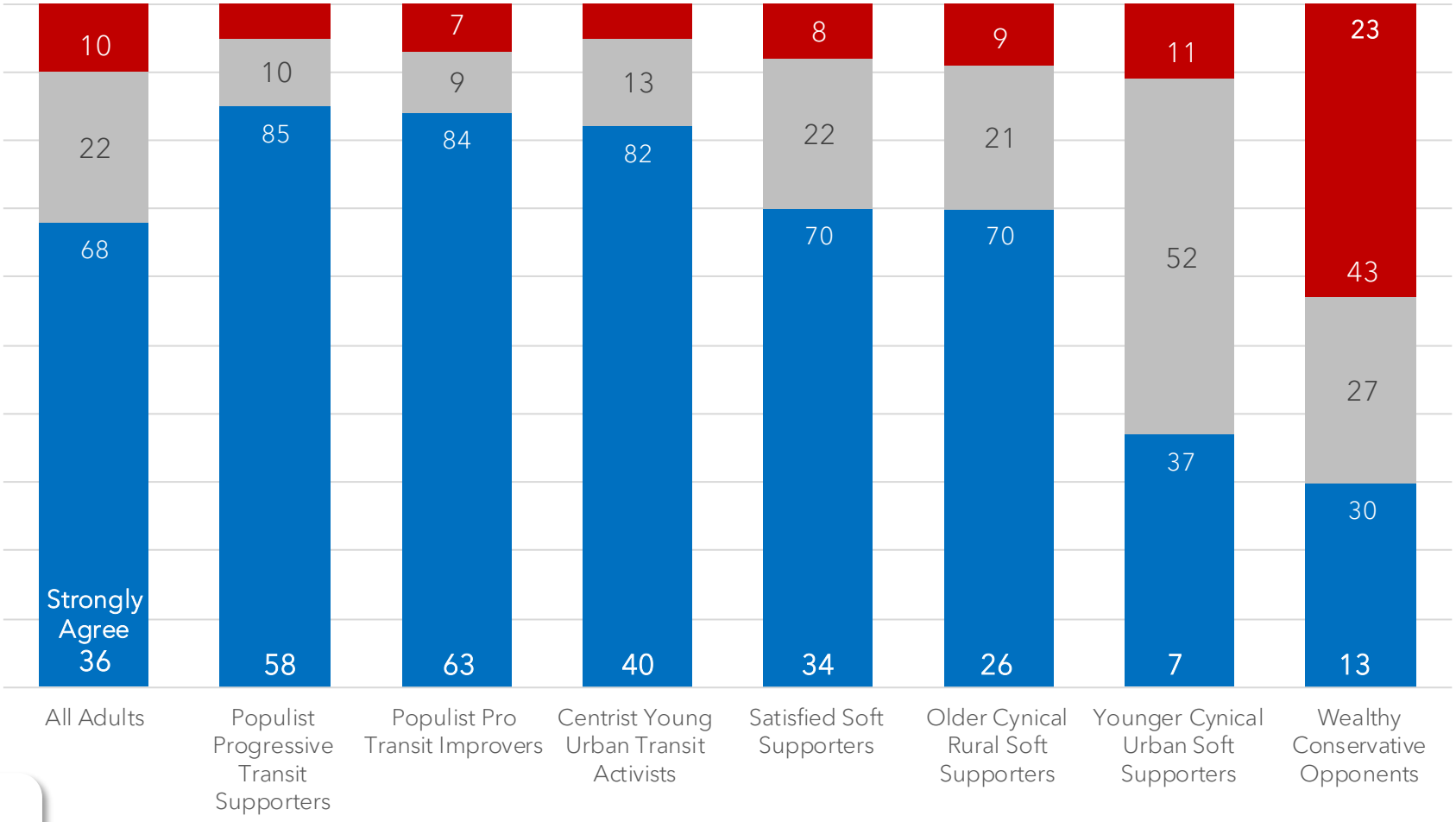
Private Companies Cannot Alone Meet Needs

Base and persuadable segments disagree that private companies would meet everyone's needs if we left transportation entirely to them.

Even Centrist Young Urban Activists who are open to rideshare and private companies meeting demands do not want to leave transportation systems entirely to private companies.

Additionally, three in ten Wealthy Conservative Opponents agree with this.

Leaving transportation entirely to private companies would not meet everyone's needs.



Total Disagree
Neither agree/disagree
Total Agree

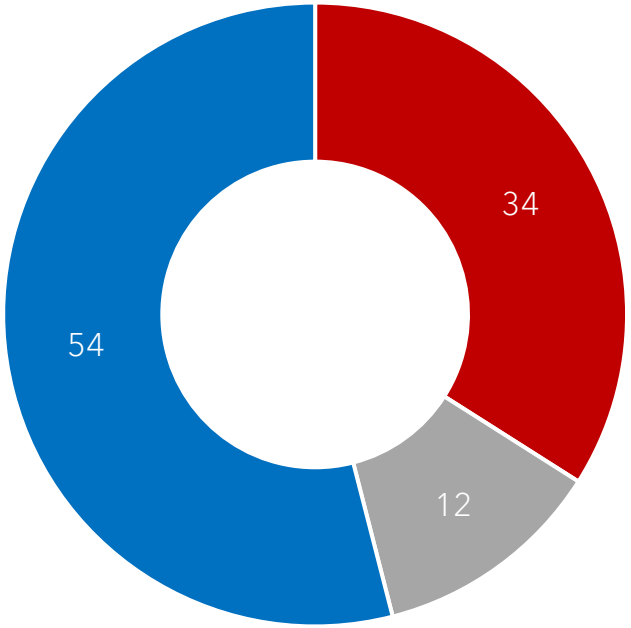
Corporations

People are much more likely to think that large corporations take from working people rather than provide for them.

Views correlate by age and partisanship with Gen Z and Millennials much more likely to view corporations skeptically while Baby Boomers divide evenly. Democrats are much more likely to be anti-corporate while half of Republicans say large corporations create wealth.

Which of the following statements about large corporations is closer to your opinion?

Large corporations take the wealth working people create by keeping wages low	Large corporations create wealth for working people by creating jobs



Gray: Not Sure

	Take wealth	Create wealth
Total	54	34
Men	51	40
Women	55	29
Gen Z	64	29
Millennial	59	29
Gen X	54	33
Baby Boomer	43	43
White	52	36
Black	61	28
Latino	60	28
Non-College	56	31
College	49	40
Democrat	66	24
Independent	55	32
Republican	40	50
CA	54	36
IL	51	35
MD	50	40
MI	57	30
MN	56	38
NY	54	34
PA	56	37

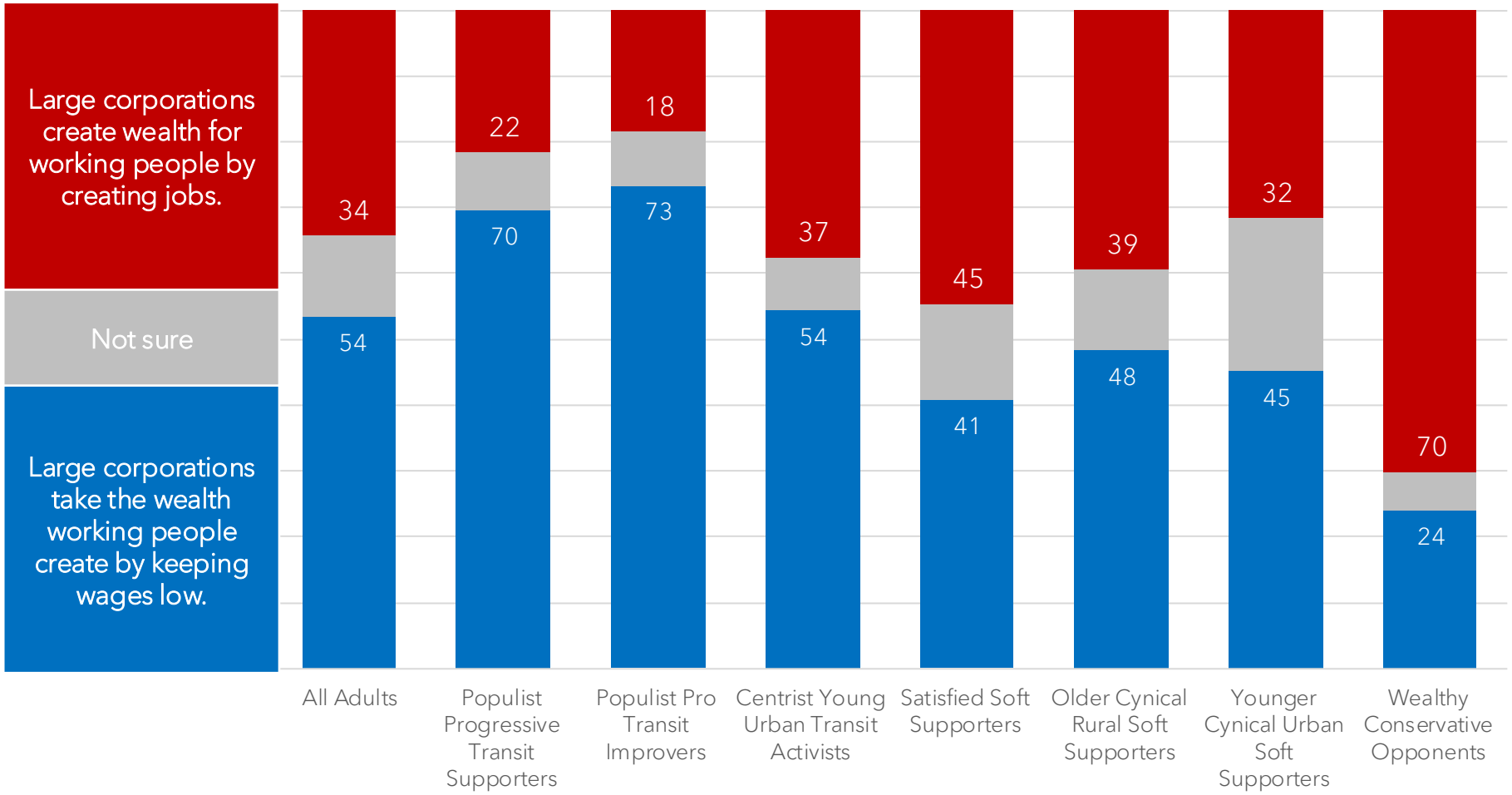
Corporations

Segments that are more supportive of public transportation are much more likely than others to say that large corporations take the wealth working people create by keeping wages low.

Persuadable segments are more mixed on this dimension, though tend to lean anti-corporate, while Wealthy Conservative Opponents have a positive view towards large corporations.

Satisfied Soft Supporters are the most divided on this with a narrow plurality holding a positive viewpoint towards large corporations.

Which of the following statements about large corporations is closer to your opinion?



Non-Transit Issue Dimensions

VOSS RESEARCH STRATEGY

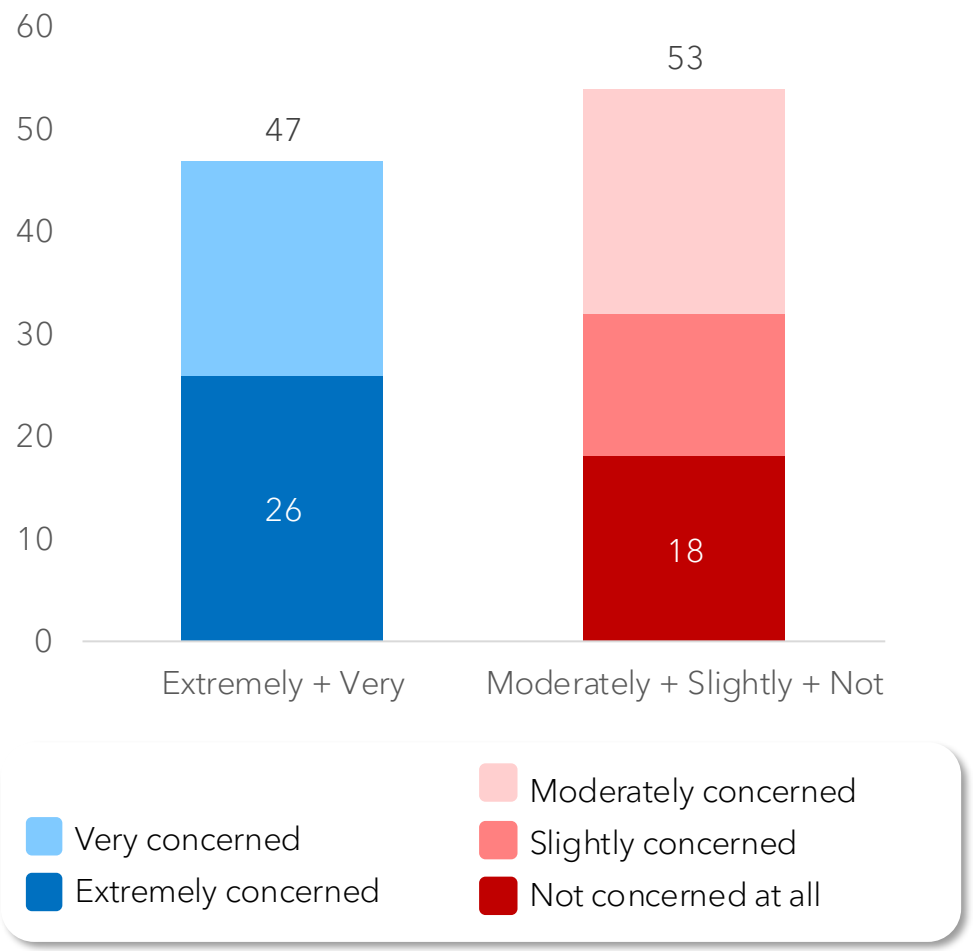
Climate Change

Concerns around climate change correlate most strongly with age, race, and partisanship.

Gen Z, Black, Latino, and Democratic adults are much more likely to say they are concerned about climate change.

Gen X, white, and Republican adults are much more likely to say they are not concerned.

How concerned are you about climate change? Are you:



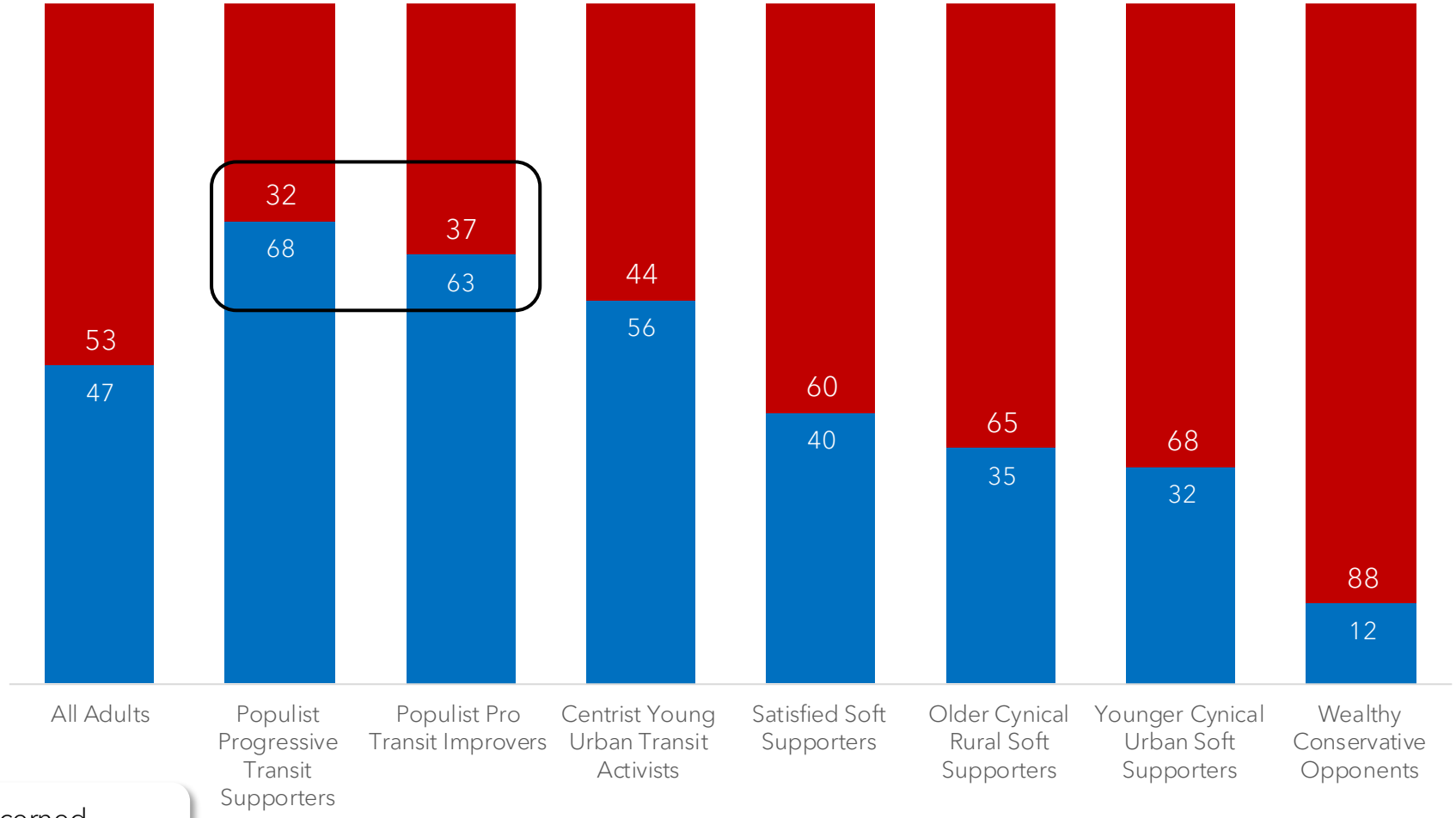
	Concerned	Not concerned
Total	47	53
Men	44	56
Women	50	50
Gen Z	53	47
Millennial	48	52
Gen X	41	59
Baby Boomer	46	54
White	44	56
Black	56	44
Latino	57	43
Non-College	44	56
College	52	48
Democrat	68	32
Independent	45	55
Republican	28	72
CA	55	45
IL	45	55
MD	43	57
MI	47	53
MN	44	56
NY	52	48
PA	46	54

Climate Change

Concerns with climate change correlates across segments.

Segments that are more strongly in favor of funding for public transit and favor transit more generally are more likely concerned with climate change, whereas segments that are less supportive of public transportation are less concerned with climate change.

How concerned are you about climate change? Are you extremely, very, moderately, slightly, or not concerned at all.
Total concerned (Extremely + Very), Total not concerned (Moderately + Slightly + Not at all)



Race

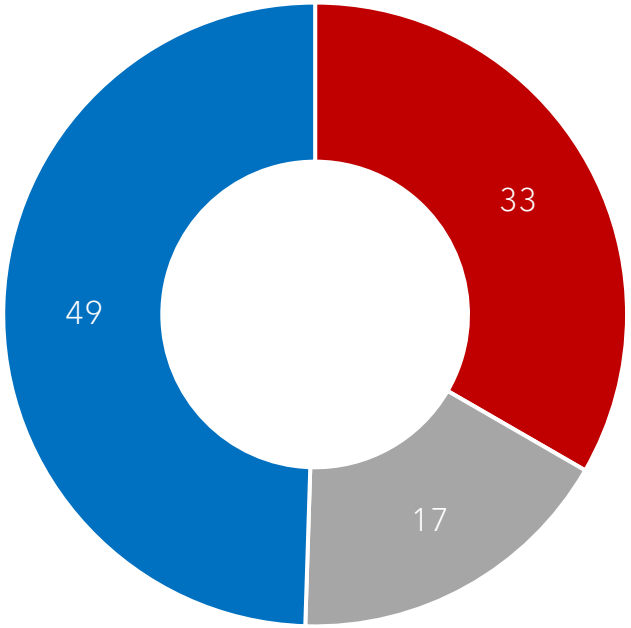
Nearly half of American adults say that people of color face greater barriers to economic success than white people.

Attitudes on this dimension correlate with age, race, and partisanship.

Younger generations, Black and Latino adults, and Democrats are more likely to say that people of color face greater barriers to economic success than white people.

Which of the following statements is closer to your opinion?

People of color face greater barriers to economic success than white people	People of color who cannot get ahead are mostly responsible for their own condition



Gray: Not Sure

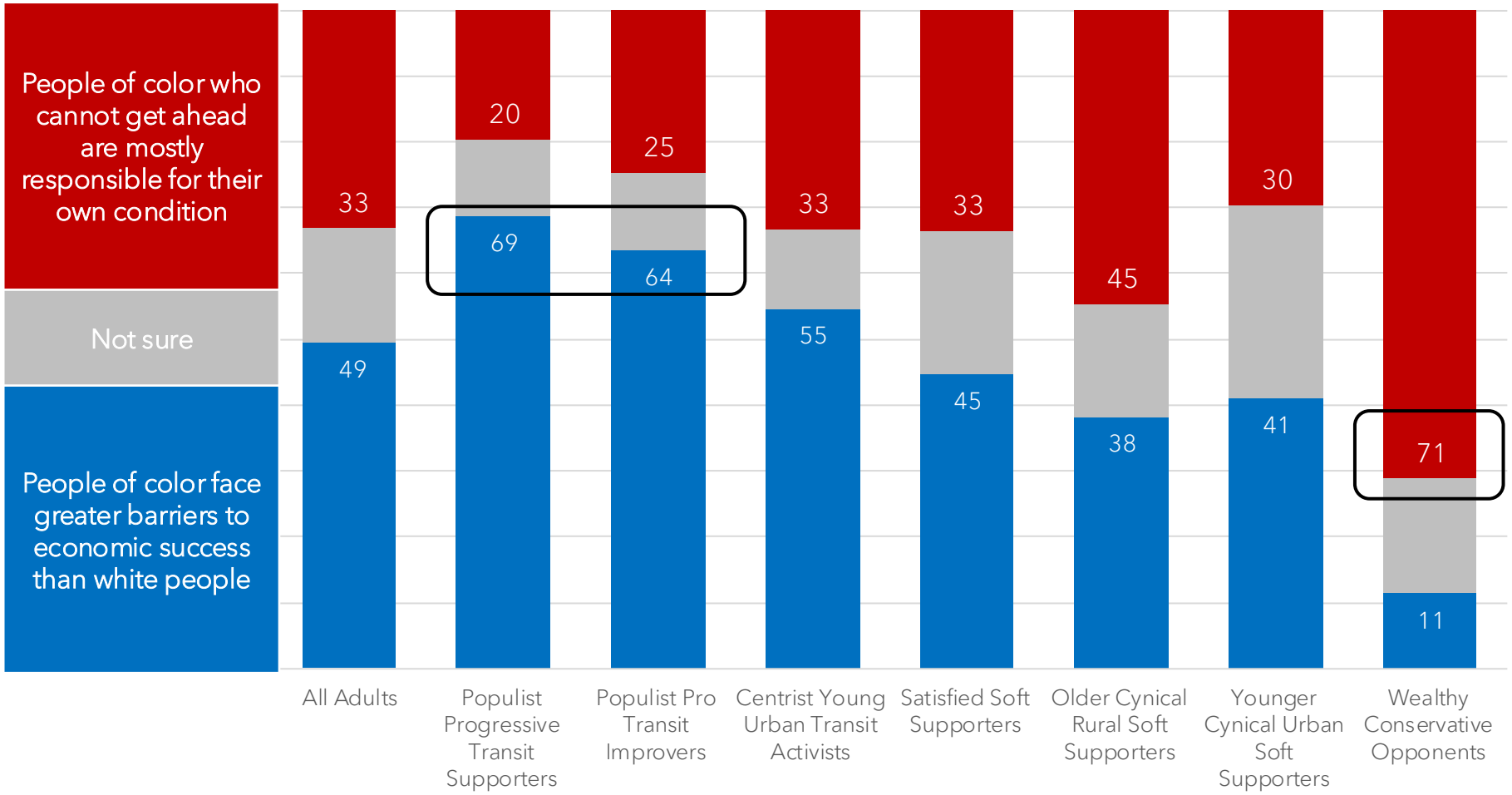
	Face barriers	Mostly responsible
Total	49	33
Men	47	40
Women	52	27
Gen Z	65	24
Millennial	52	29
Gen X	41	38
Baby Boomer	45	38
White	45	38
Black	73	18
Latino	55	26
Non-College	48	33
College	52	34
Democrat	72	16
Independent	47	33
Republican	30	52
CA	53	29
IL	45	34
MD	56	30
MI	54	32
MN	54	33
NY	54	28
PA	48	42

Race

Views towards race correlate across segments based on their support for transit.

Segments that most strongly support public transportation are most likely to say that people of color face greater barriers to economic success than white people.

Which of the following statements is closer to your opinion?



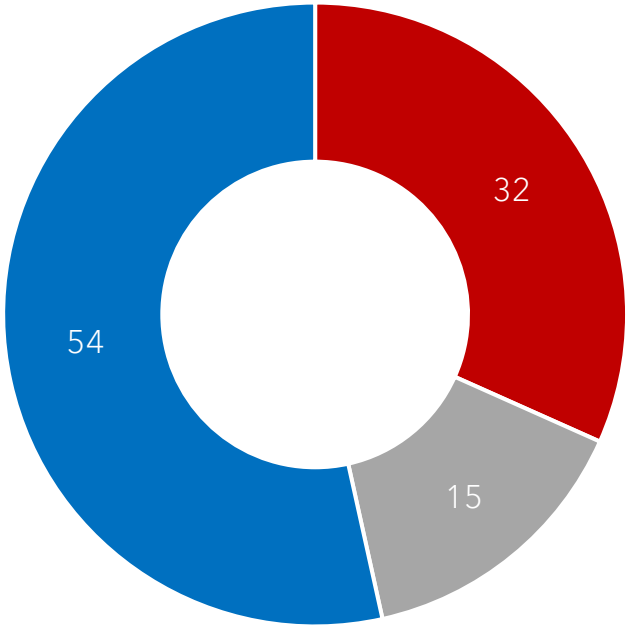
Class

A majority of Americans believe that wealthy Americans got their success because they were given more opportunities than others. Women, Black, and non-college educated adults are more likely to hold this view.

This view also correlates with age and partisanship, with younger generations and Democrats more likely to agree that wealthy Americans had more opportunities and older adults and Republicans more likely to agree that they worked harder than others.

In your opinion which of the following is the primary reason wealthy Americans have financial success?

Wealthy Americans got their success because they were given more opportunities than others	Wealthy Americans got their success because they worked harder than others



Gray: Not Sure

	More opport.	Worked harder
Total	54	32
Men	49	39
Women	58	25
Gen Z	64	28
Millennial	57	28
Gen X	50	32
Baby Boomer	48	37
White	51	35
Black	62	23
Latino	58	27
Non-College	55	30
College	51	36
Democrat	71	18
Independent	52	31
Republican	38	49
CA	54	31
IL	50	32
MD	58	27
MI	55	30
MN	54	35
NY	53	27
PA	60	28

Class

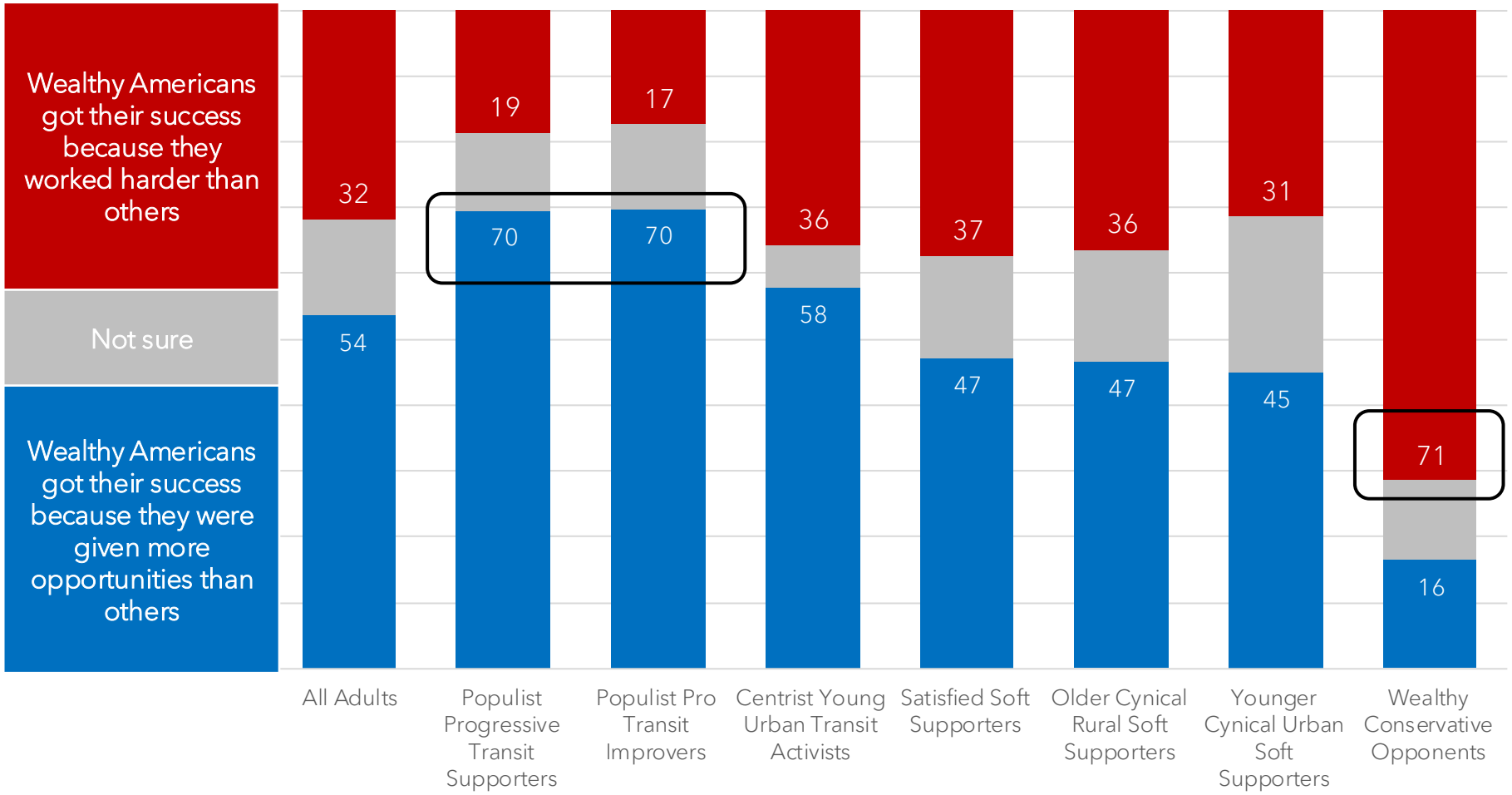
Views towards class correlate somewhat with the segments.

The two segments that support transit most are most likely to hold a progressive viewpoint on class.

At least a plurality of all base and persuadable segments hold a progressive view on class.

Only Wealthy Conservative Opponents hold a conservative worldview on class.

In your opinion which of the following is the primary reason wealthy Americans have financial success?

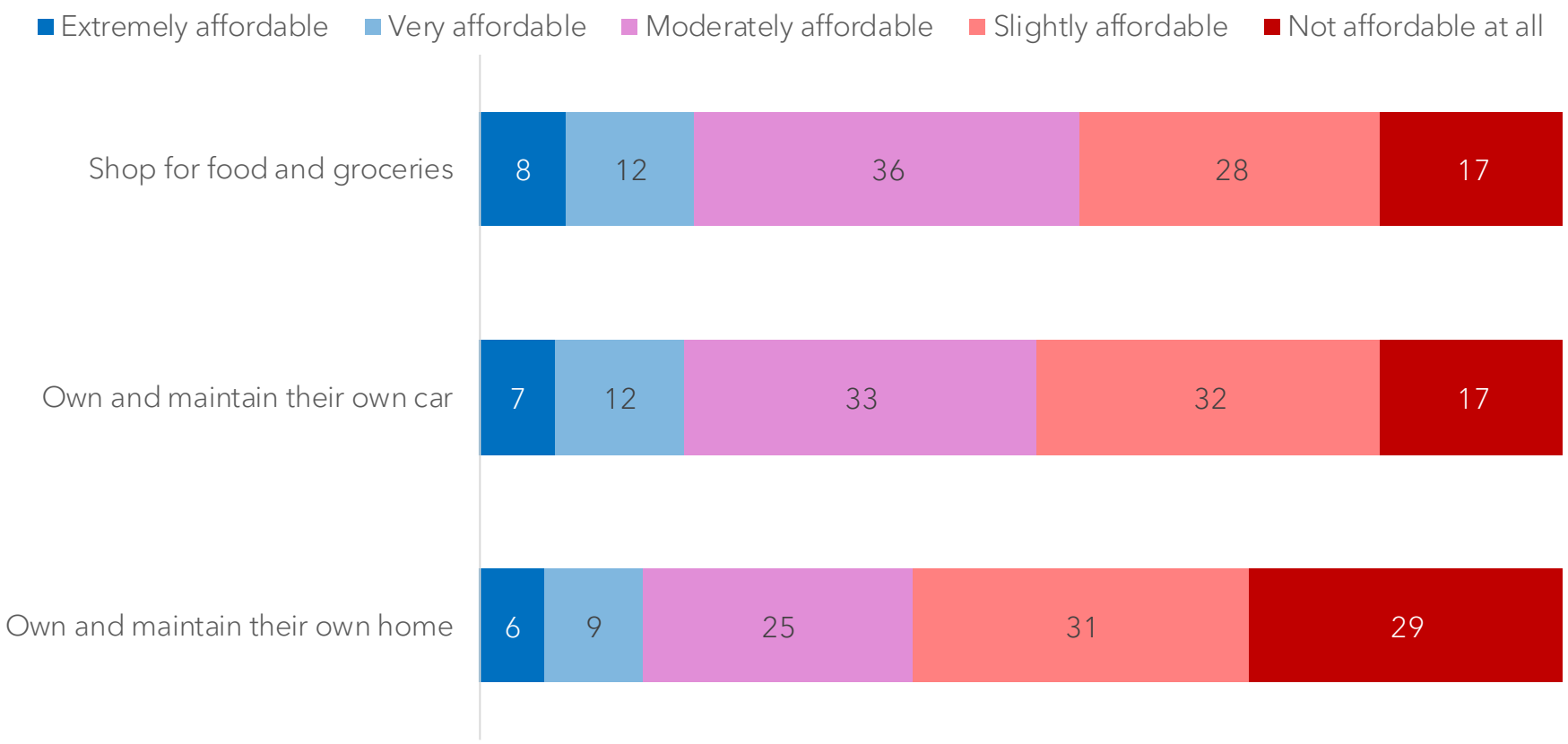


Affordability

People are most likely to describe the affordability of food and groceries, maintaining their own car, and maintaining their own home as moderately affordable or slightly affordable.

Home ownership is seen as the least affordable.

How affordable do you think it is for someone to do each of the following?



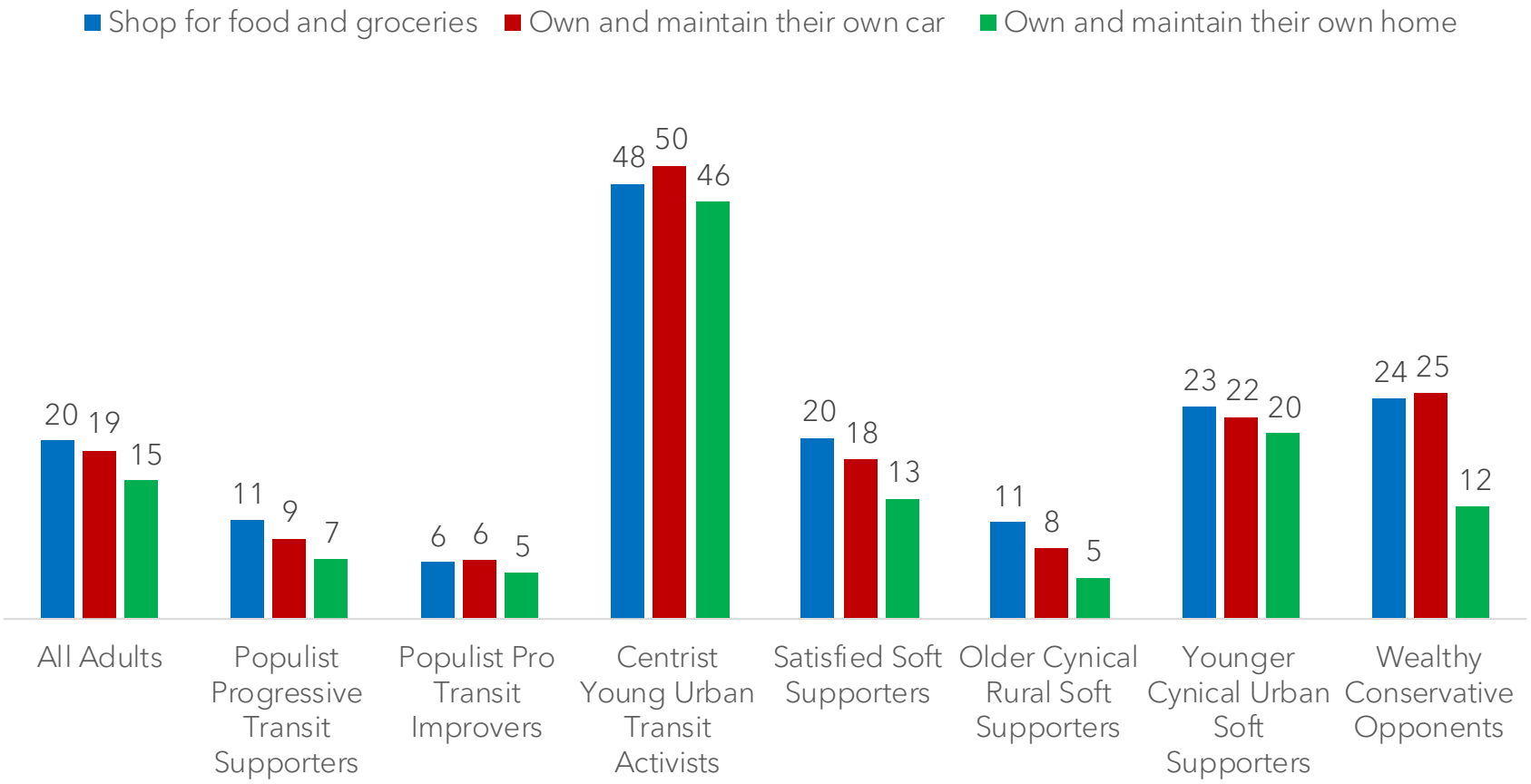
Affordability

Most segments see the affordability of owning and maintaining their own car somewhere between the affordability of food and groceries and maintaining their own home.

Centrist Young Urban Transit Activists are much more likely than others to say each is affordable.

Base segments are less likely to say each is affordable.

How affordable do you think it is for someone to do each of the following?
[Total Extremely + Very Affordable]

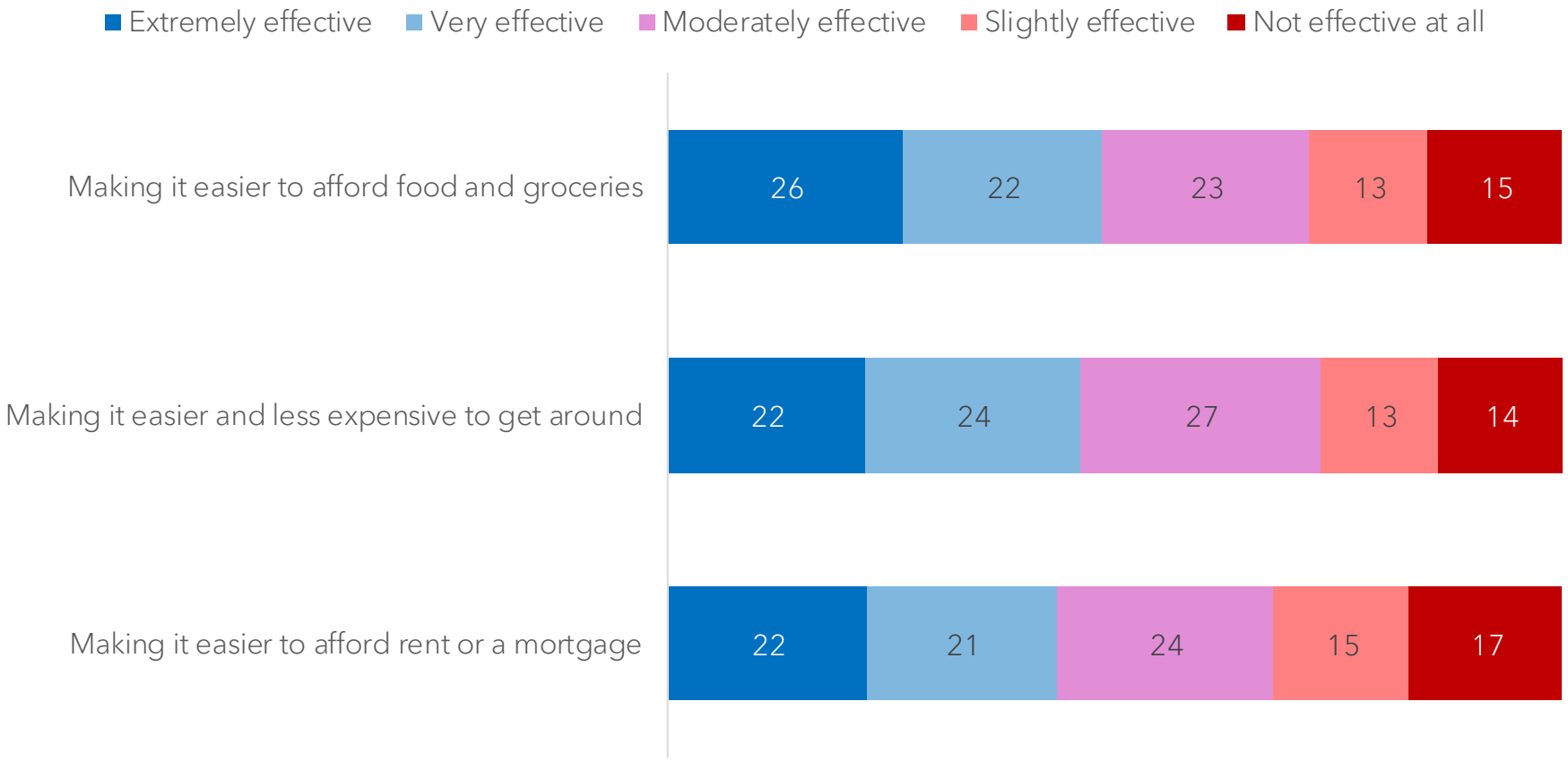


Government Effectiveness

People are somewhat more likely to say the government can be effective in making it easier to afford food and groceries and less expensive to get around.

They are somewhat less likely to view the government as effective in making it easier to afford rent or a mortgage.

And how effective do you think government can be in addressing each of the following?



Government Effectiveness on Affordability

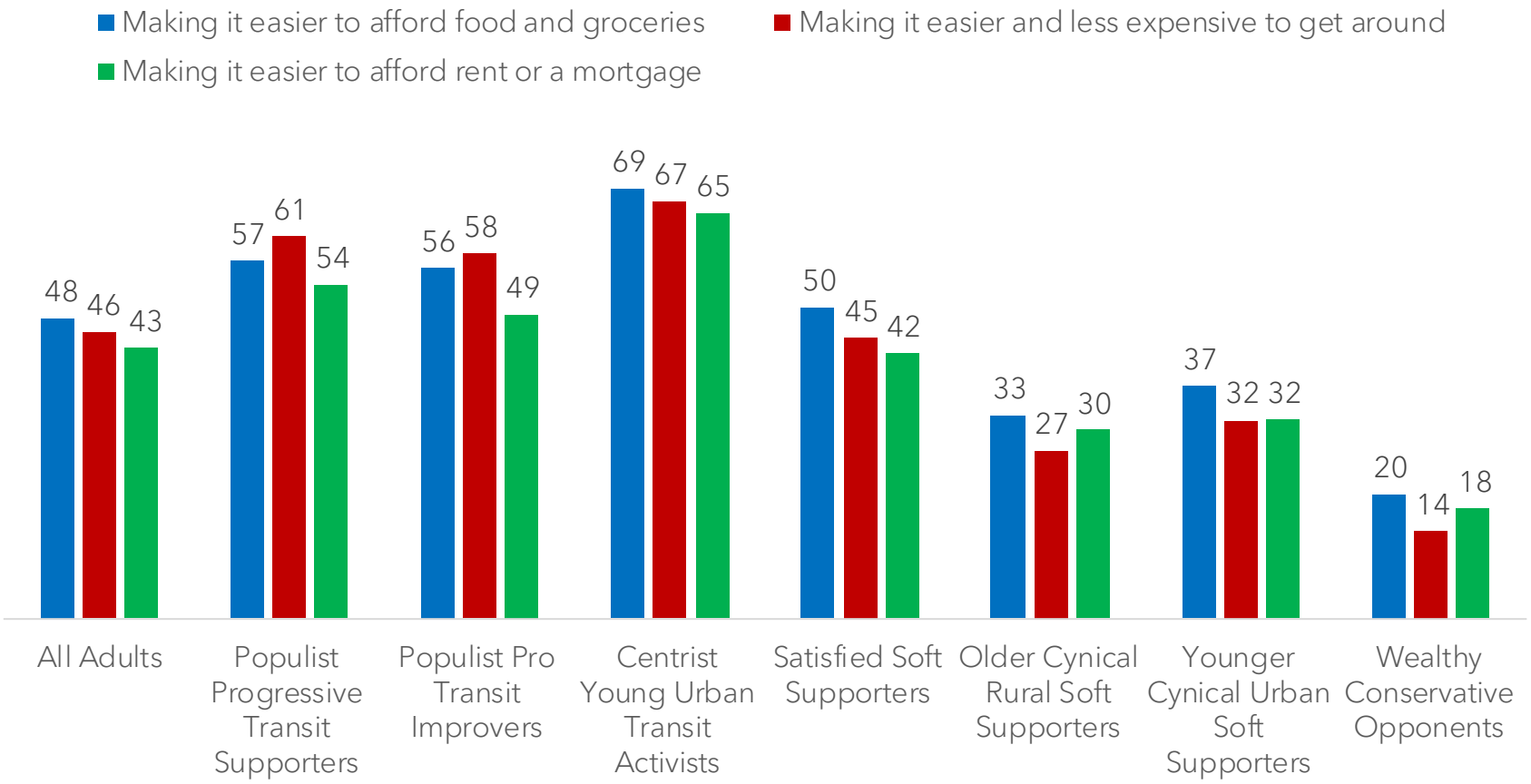
Base segments and Centrist Young Urban Transit Activists are more likely to say that government can be effective in addressing each domain of food, housing, and transit.

Opposition and opposition-leaning soft supporters are much less likely to say government is effective.

It's worth noting that this question did not specify which level of government.

In other questions, segments tend to trust and see a greater role for local government than the federal government, consistent with previous research on other issues.

And how effective do you think government can be in addressing each of the following?
[Total Extremely + Very Effective]



TransitCenter Belief Arc Segmentation

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