



SOUTHERN RAIL COMMISSION

**SOLA**  
SuperRegion




**GREATER NEW ORLEANS**  
INC  
REGIONAL ECONOMIC DEVELOPMENT



Baton Rouge Area Chamber®

# Baton Rouge to New Orleans Passenger Rail Voter Support Poll

**Y'ALL ABOARD.**



## The Southern Rail Commission is the leading voice for passenger rail in Louisiana, Mississippi and Alabama

The SRC engages and informs public and private rail interests to support and influence Southeast rail initiatives.

# Baton Rouge to New Orleans Passenger Rail Stations



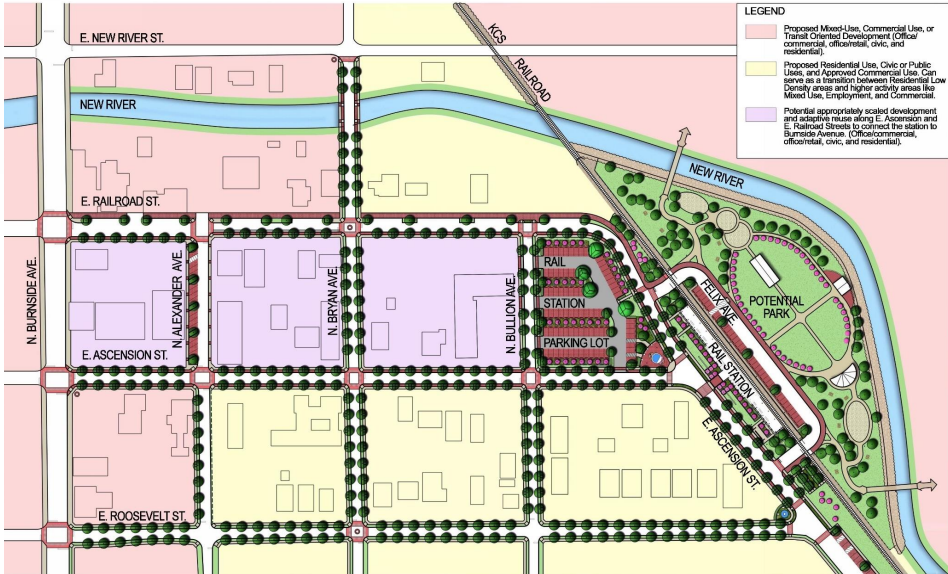
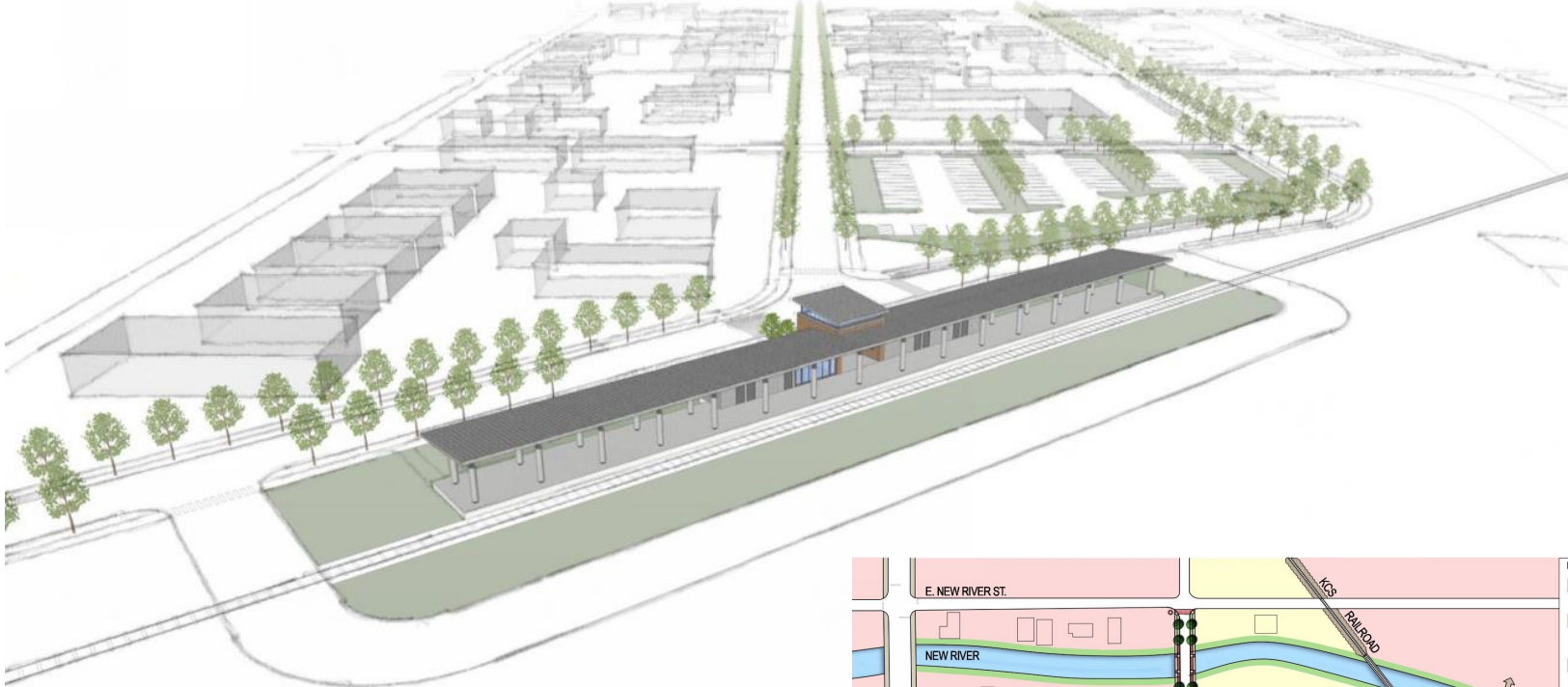
# Downtown Baton Rouge Station



# Suburban Baton Rouge Station



# Gonzales Station



# LaPlace Station Plan



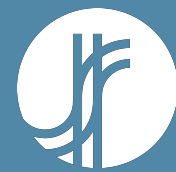
# BATON ROUGE TO NEW ORLEANS PASSENGER RAIL

A Survey of Registered Voters  
in Ascension, East Baton  
Rouge, Orleans, St. James,  
and St. John Parishes

**Conducted by LJR Custom Strategies**

*2257 Marais Street – New Orleans – LA – 70117 – 504.717.8509  
343 Tennessee Ave NE – Washington – DC – 20002 – 202.330.2374*

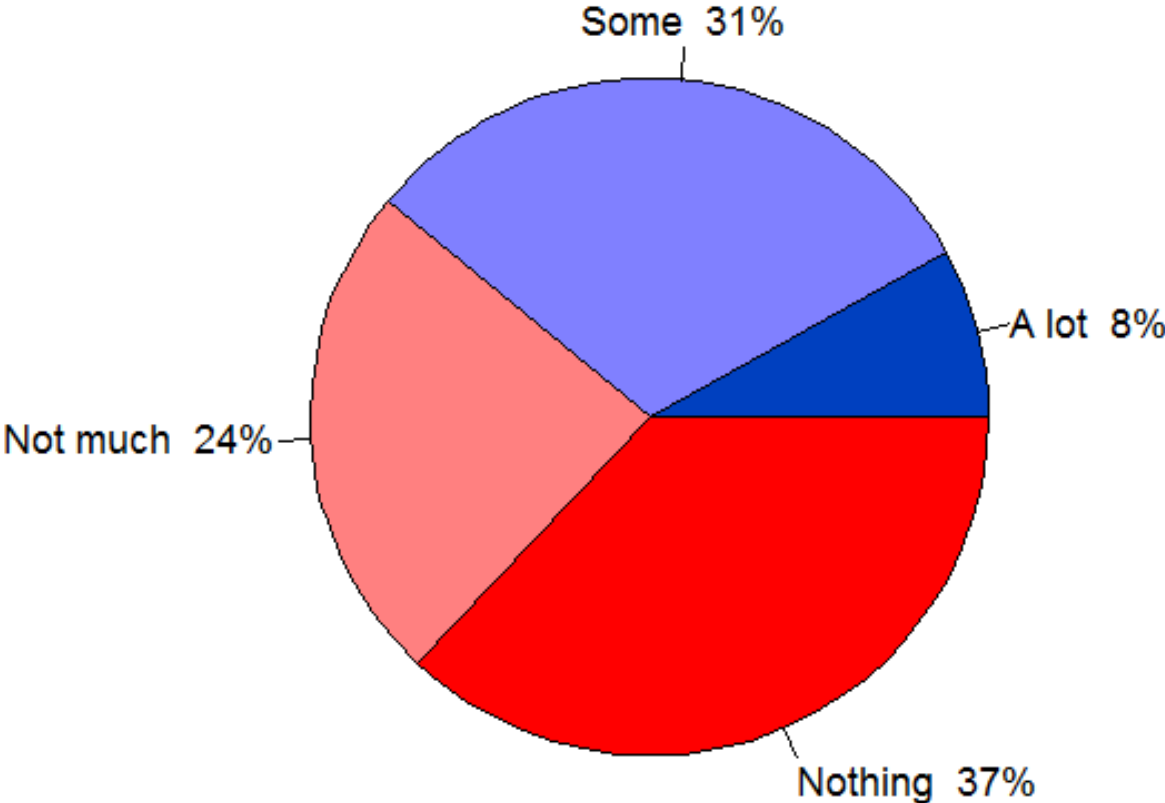




- Poll of 1,050 registered voters in Ascension, East Baton Rouge, Jefferson, Orleans, St. James, and St. John Parishes in Louisiana
- Conducted from February 28-March 10, 2019
- 175 interviews were conducted in each parish to insure equal statistical reliability of the parish-level data. All data are weighted back to their actual proportion of the full registered voter population across the six parish region
- Findings applying to the 1,050 sample are subject to sampling error of plus or minus 2.9%; subgroups of the sample are subject to error of up to +/- 10%

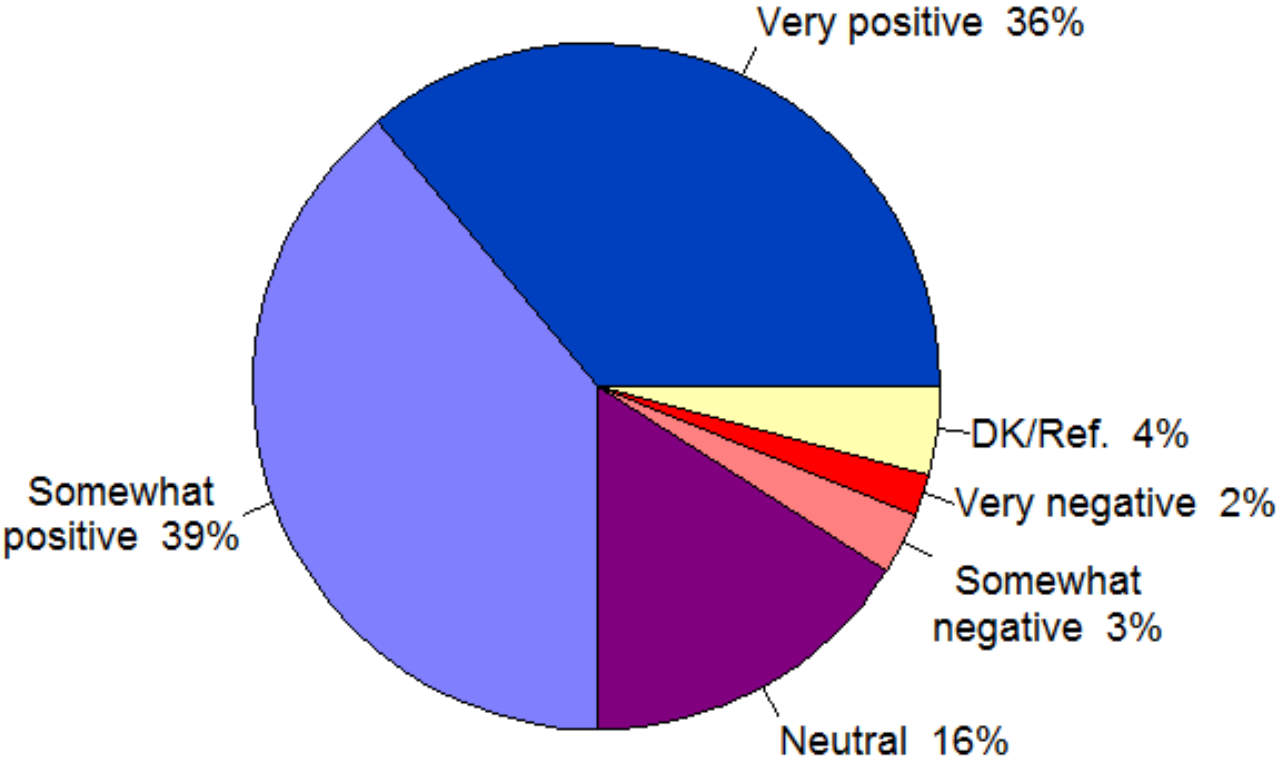


## Q.1 HEARD ABOUT PROPOSED PASSENGER RAIL



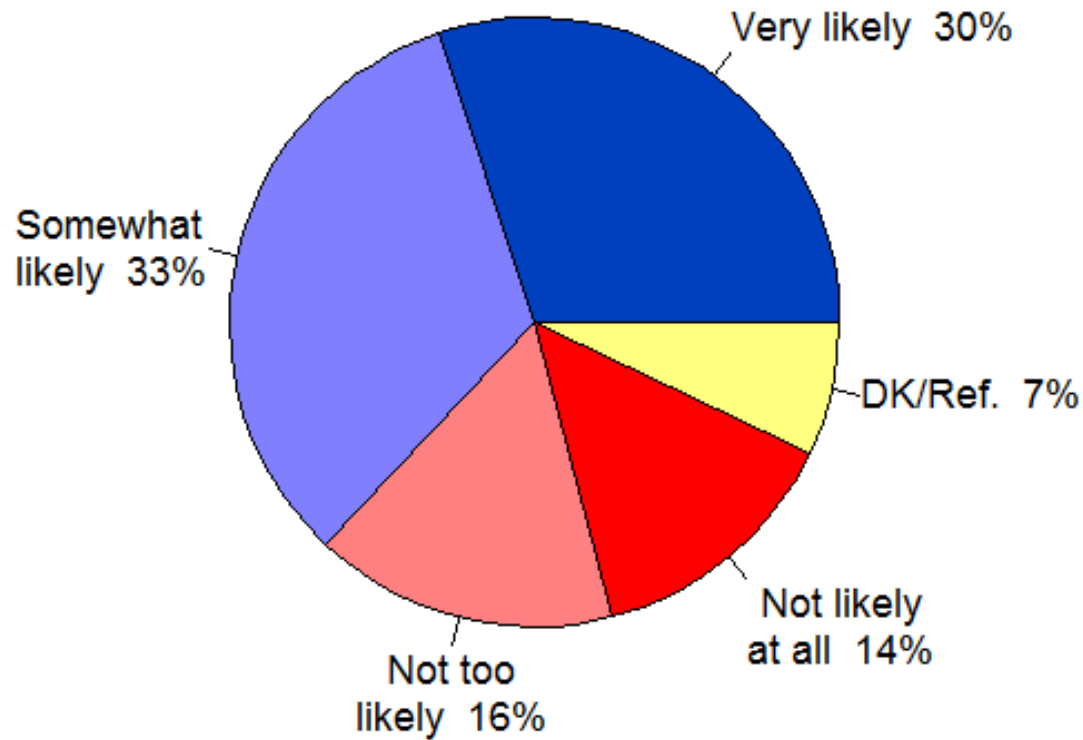


## Q.2 REACTION TO DESCRIPTION OF PASSENGER RAIL



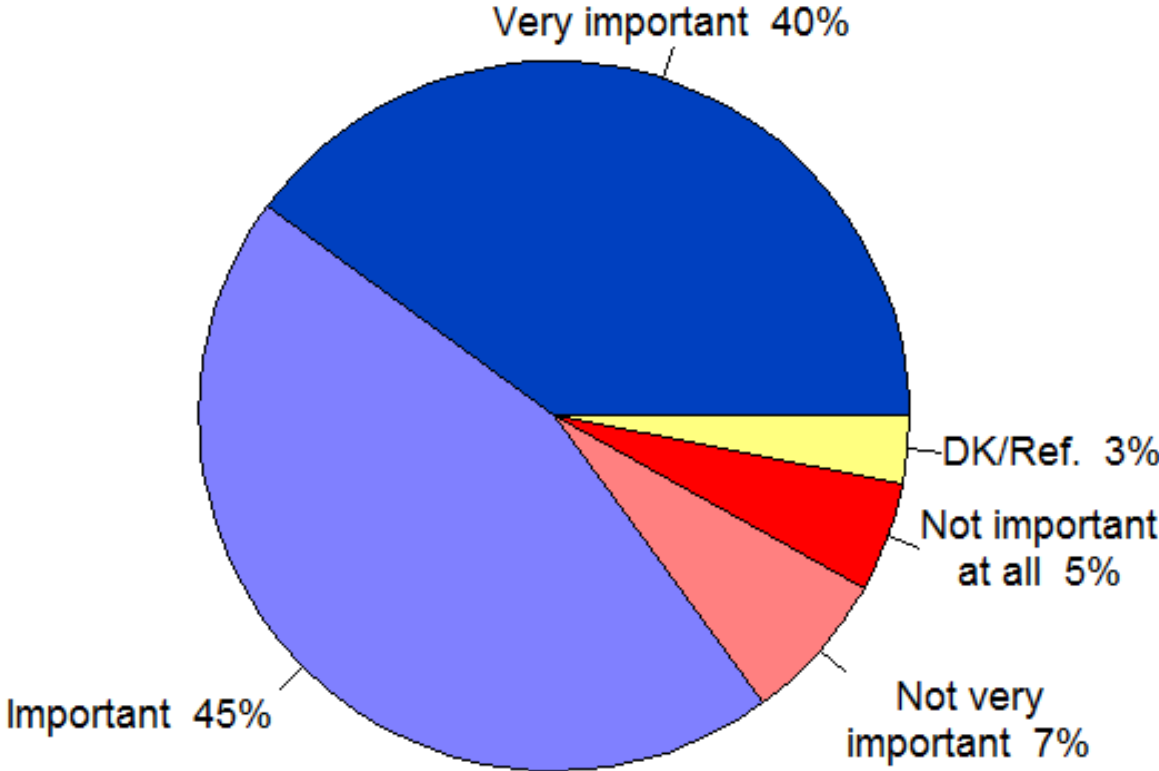


## Q.3 LIKLIHOOD OF USING PASSENGER RAIL SERVICE



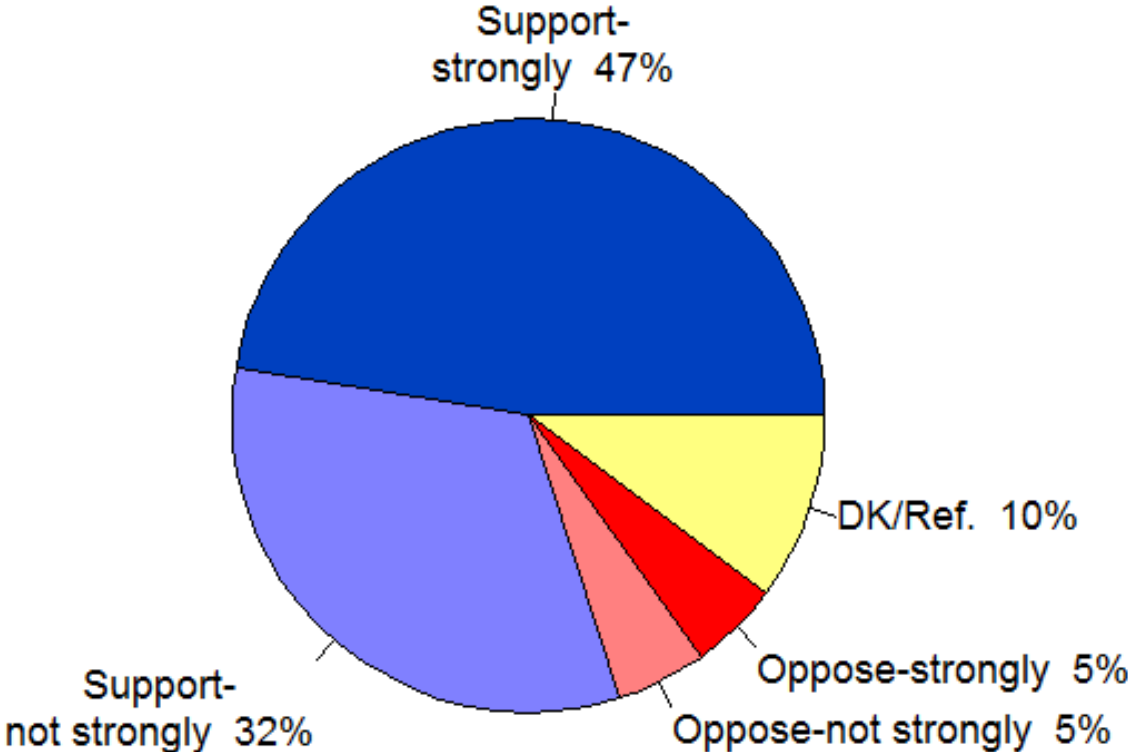


## Q.4 IMPORTANCE OF HAVING PASSENGER RAIL SERVICE



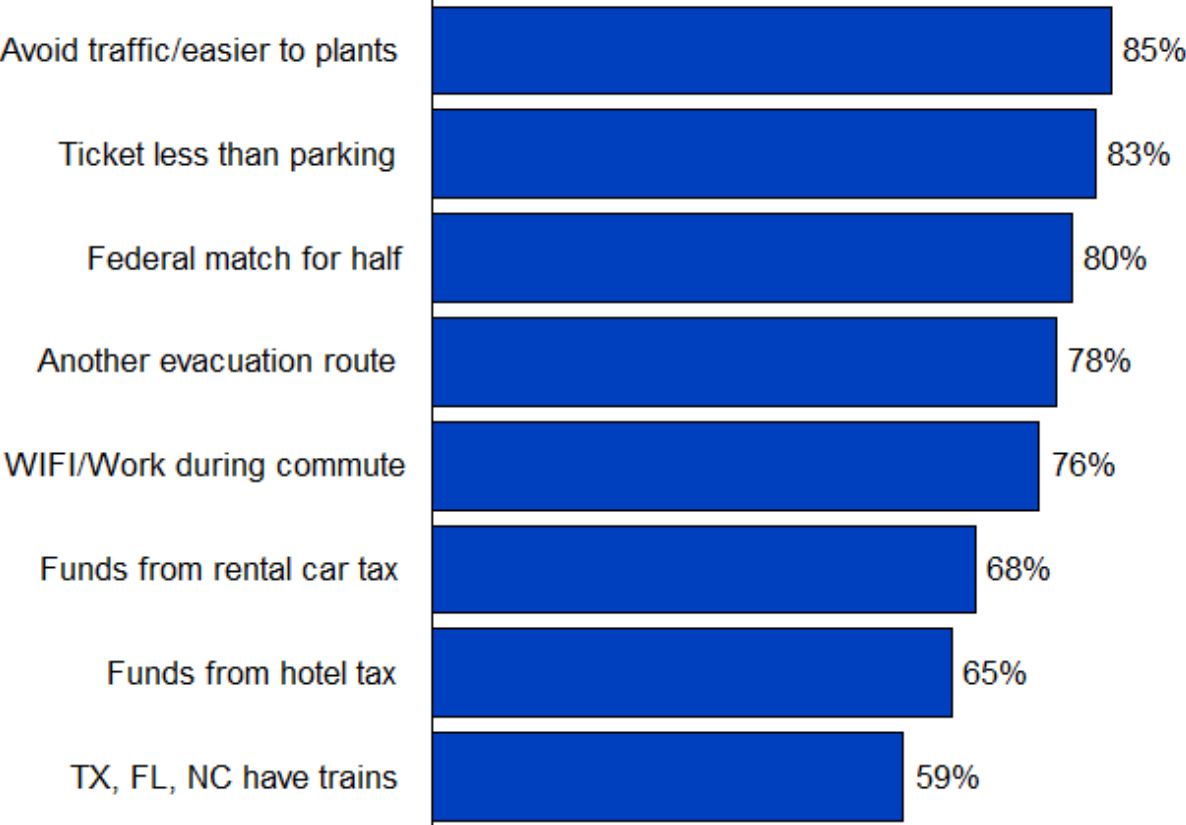


## Q.5 STATE FUNDING, WITH FEDERAL MATCH, FOR PASSENGER RAIL LINE

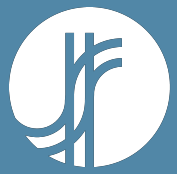




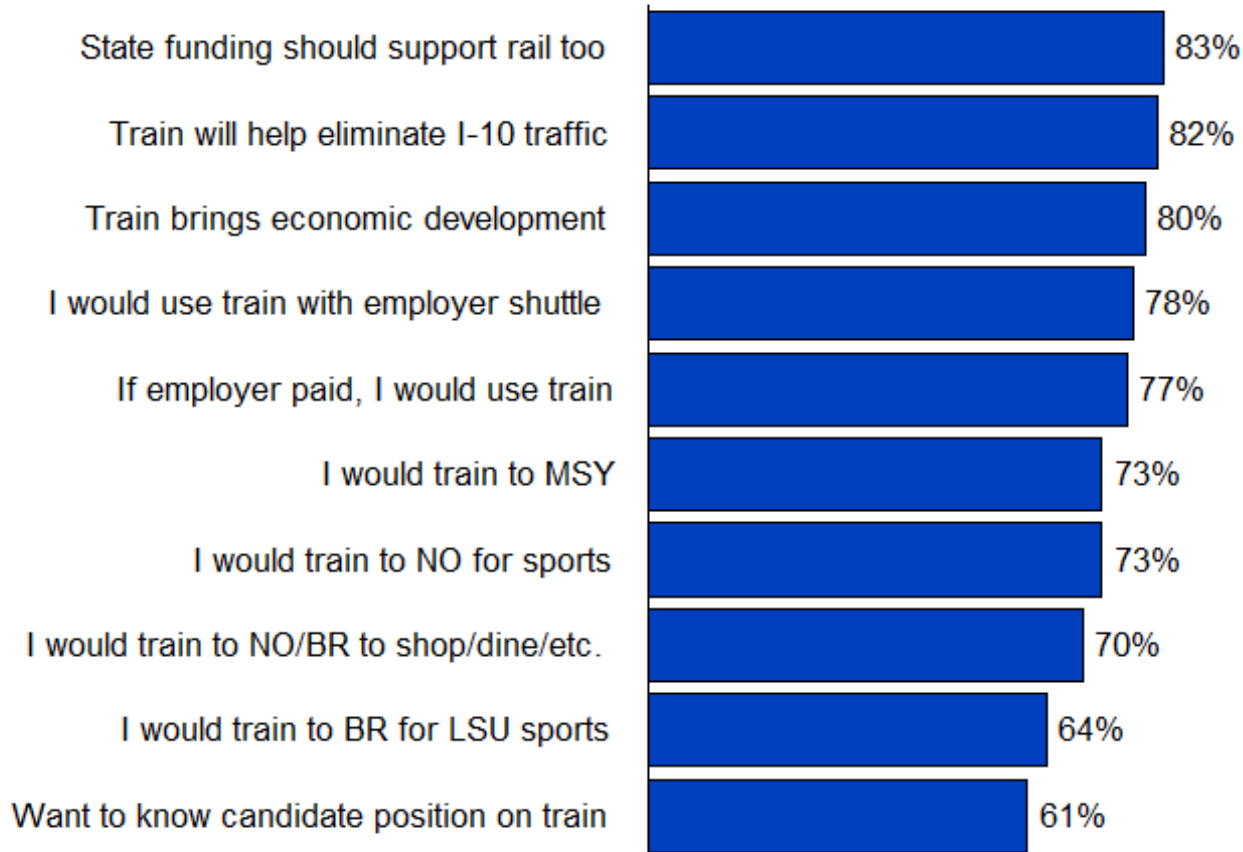
## Q.6-13 IMPACT OF INFORMATION ABOUT RAIL SERVICE



\*Percentage who say each statement makes them "much more likely" or "more likely" to support using state funding for passenger rail service.



## Q.14-23 STATEMENTS ABOUT PASSENGER RAIL SERVICE



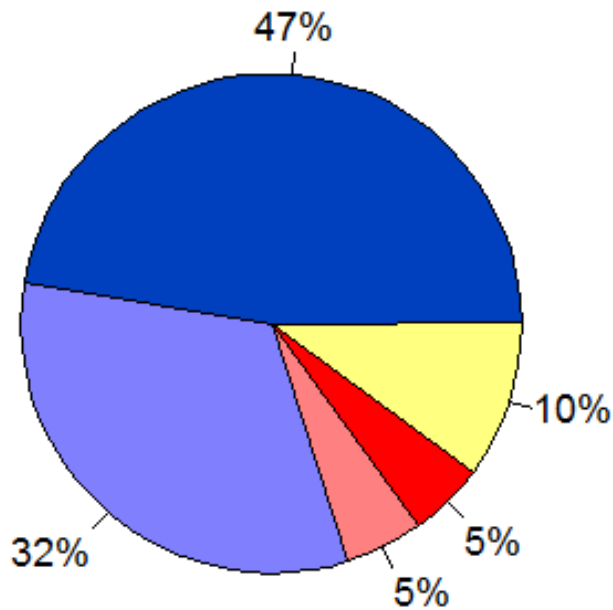
\*Percentage who "strongly agree" or "agree" with each statement.



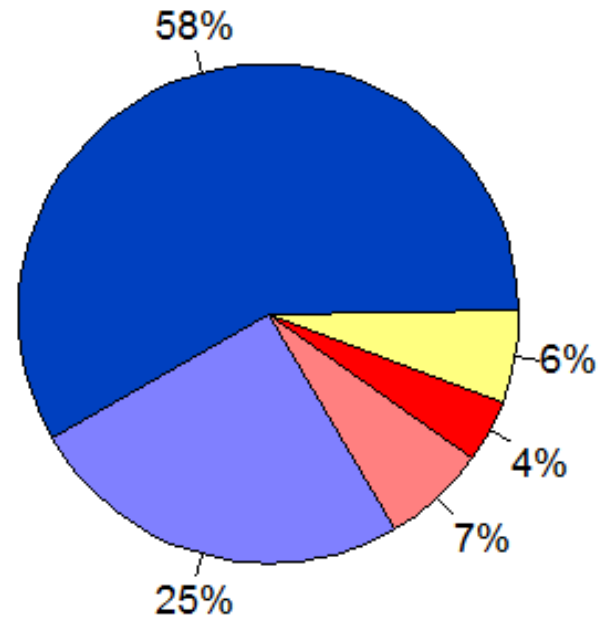


## Q.5, Q.24 CHANGE IN SUPPORT FOR STATE FUNDING, WITH FEDERAL MATCH, FOR PASSENGER RAIL LINE

Q.5 Initial Support



Q.24 Final Support

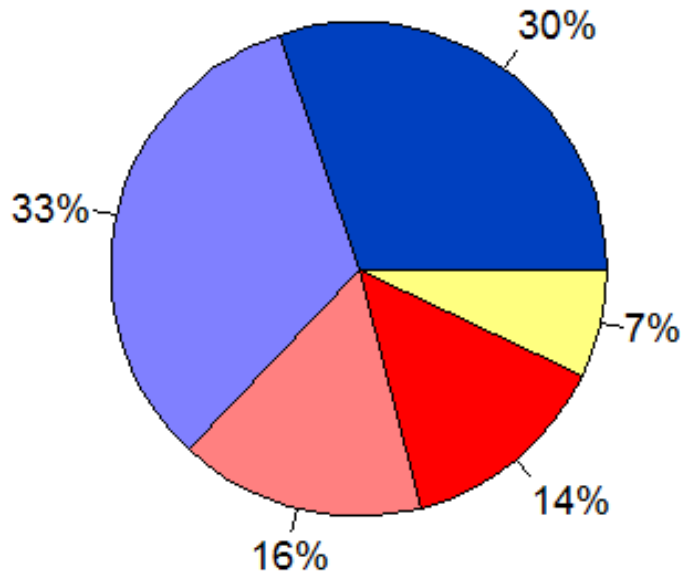


■ Support-strongly ■ Support-not strongly ■ Oppose-not strongly ■ Oppose-strongly ■ DK/Ref.

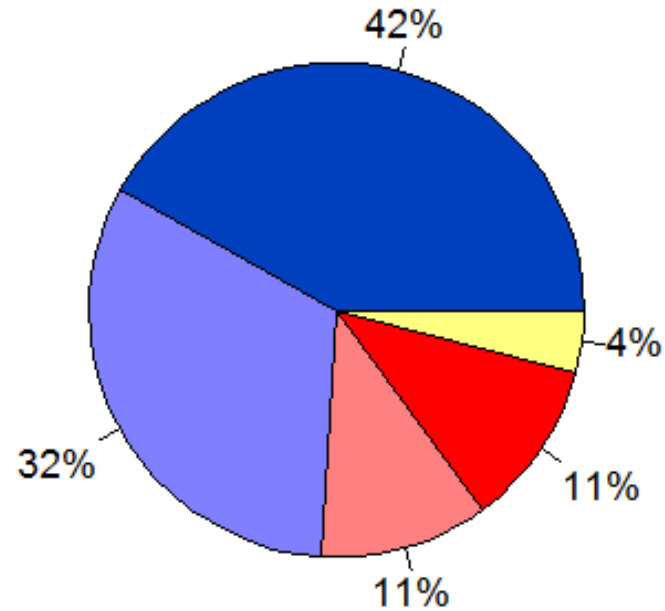


## Q.3, Q.25 CHANGE IN LIKELIHOOD OF USING PASSENGER RAIL SERVICE

Q.3 Initial Likelihood



Q.25 Final Likelihood

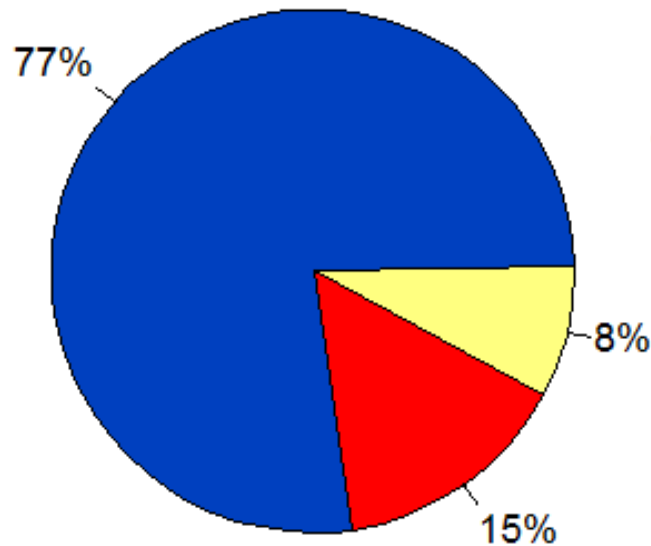


Very likely Somewhat likely Not too likely Not likely at all DK/Ref.

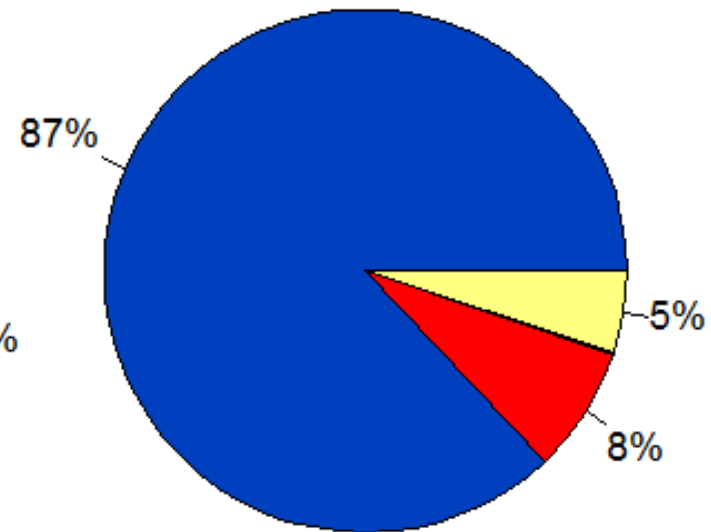


## Q.26-27 IMPACT OF TICKET COST

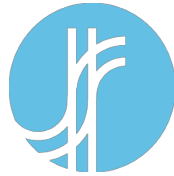
\$15 each way



\$10 each way



More likely Less likely DK/Ref.



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**Thank you!**

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