

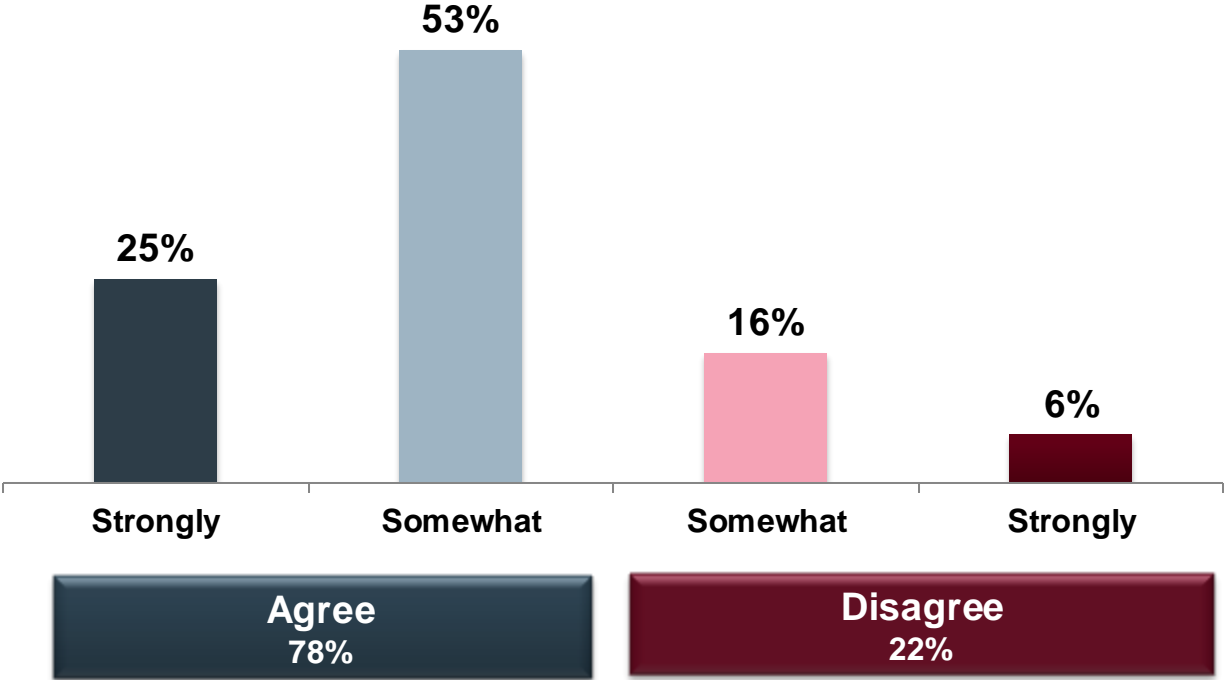
Transportation Through the Generations

A snapshot of three generations and
the Values and Priorities of Central
Floridians

Investing in transportation is a priority.

The strong majority (78%) view investing in regional transportation as important.

To what extent do you agree with the statement: *Investing in regional transportation is an important priority for our region?*

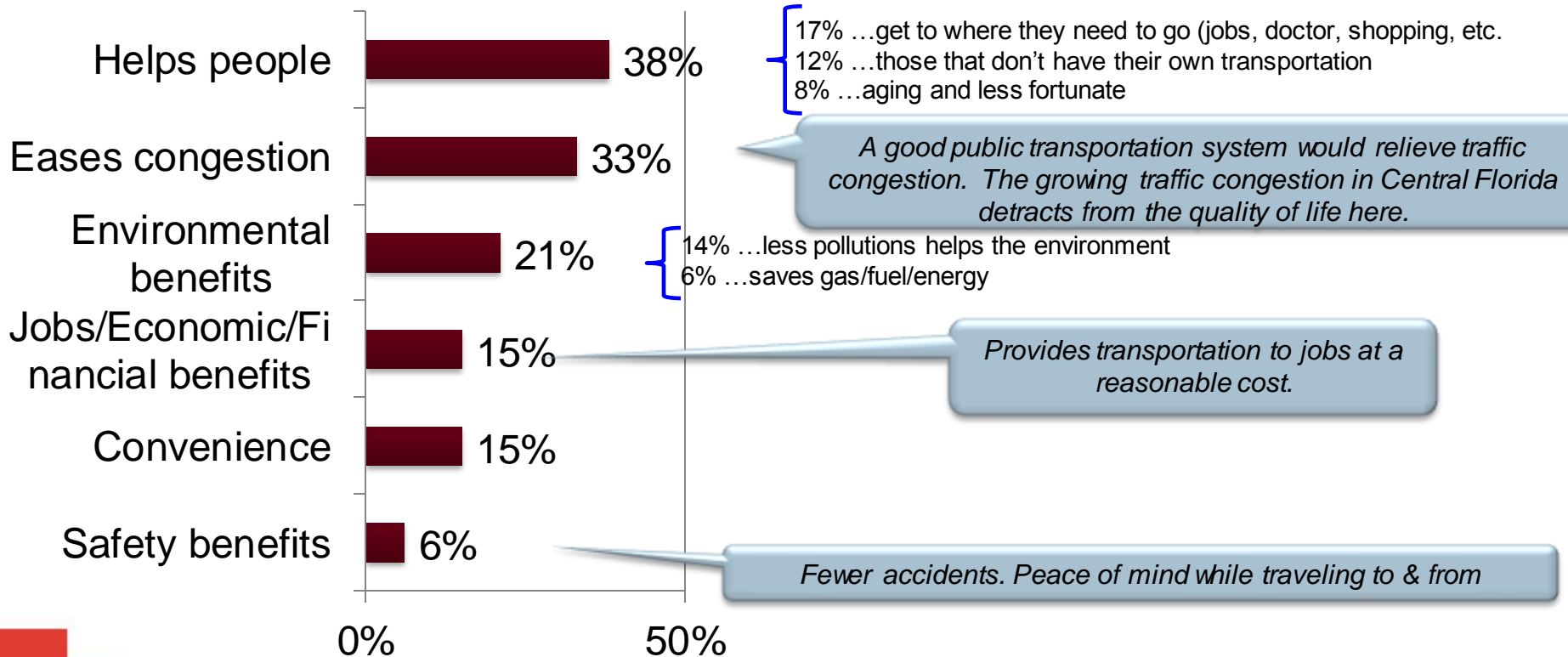


Investing in transportation is a priority.

The strong majority (78%) view investing in regional transportation as important, with helping people and easing congestion/reducing traffic seen as top benefits.

In your own words, please describe the main benefit of a good public transportation system (bus and rail) and why that is important to you personally.

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Generational Cohorts and Transportation

These are the psychographics for the demographics:

Baby Boomers – 50 to 69 1946 - 1964

Gen X – 35 to 50 - 1965 - 1981

Millennials - 18 to 34 - 1982 to present

Each cohort has a distinctive view of transportation ...



Change in Vehicle Miles Traveled and Person Miles Traveled

Survey Year

Average Annual VMT

(per person by age group)

Percent Change

Survey Year	16-30	31-55	56+	16-30	31-55	56+
1995	9,872	12,446	7,081	-	-	-
2001	9,748	12,892	7,951	-1.25	3.58	12.2
2009	7,319	11,493	7,781	-24.9	-10.8	-2.06

Survey Year

Average Annual PMT

(per person by age group)

Percent Change

Survey Year	16-30	31-55	56+	16-30	31-55	56+
1995	15,524	17,041	11,309	-	-	-
2001	15,552	18,299	12,220	0.18	7.38	8.05
2009	12,253	16,214	11,704	-21.2	-11.3	-4.2

- FHWA Office of Policy Transportation Studies , The Next Generation of Travel:
 - Research, Analysis, and Scenario Development
- The Pew Research Center. *Millennials: A Portrait of Generation Next*. Confident, Connected and Open to Change, Washington, D.C. 2010.