



To: Capital Access Alliance
From: Ryan Munce – co/efficient
Date: May 15, 2023
Re: Survey on Potential Perimeter Rule Modernization

The following outlines the key findings of a survey on the awareness, public perception of, and attitudes toward the federal Perimeter Rule as it concerns Ronald Reagan Washington National Airport (DCA).

Methodology

The survey consisted of responses from 1,081 Virginia residents and was conducted between May 8 through May 11, 2023, using mobile text responses and landline phone interviews. The survey is balanced by the age, gender, educational level, geography, and party affiliation of Northern Virginia. The survey has a margin of error of plus or minus 3.13 percent.

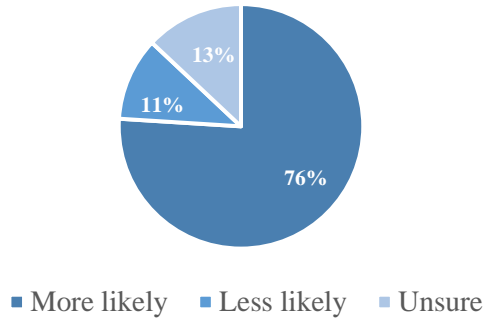
Key Findings

The results show that a significantly low number of Virginians across all demographics are aware of the Perimeter Rule. Only 21 percent of the surveyed individuals reported being aware of the policy. Even in the Northern Virginia, more than two-thirds of the population remain unaware of the Perimeter Rule.

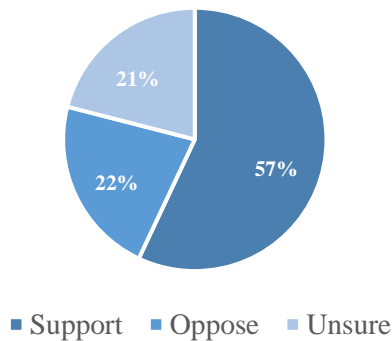
- A significantly low number of Virginians across all demographics are aware of the perimeter rule – only 21 percent of individuals surveyed.
- In Northern Virginia, more than two-thirds of the population remains unaware of the perimeter rule.
- Affordability is the key factor for public support of modernizing the perimeter rule, with more than 76 percent supporting efforts to lower ticket prices.
- When hearing an explanation of the perimeter rule, voters in the Commonwealth oppose it by a two-to-one margin.
- Nearly six out of ten (57 percent) Northern Virginia residents support reforming the perimeter rule, and only 22 percent believe it should be kept as is.

The data shows that convenience is a very important factor for respondents in Northern and Central Virginia. Respondents statewide indicated that cost is the primary factor in their decision-making process. Lower ticket prices as a key factor indicates a desire for increased affordability and access to air travel. Modernizing the Perimeter Rule would enhance travel options and unlock more cost-effective and affordable ticket costs.

If you knew that adding additional flights at Ronald Reagan Washington National Airport would lower ticket costs, would you be more or less likely to support adding additional flights?



Seventy-six percent of respondents expressed that they would be more likely to support modernizing of the Perimeter Rule if it resulted in reduced ticket prices. This finding shows that affordability is the key factor for public support regarding the rule.



Knowing what you know now, do you support or oppose adding additional flights at Ronald Reagan Washington National Airport?

When provided with an explanation of the Perimeter Rule, respondents opposed it by a two-to-one margin. The data shows that 57 percent of respondents support modernizing the Perimeter Rule altogether, representing a substantial margin in favor of its reform. Considering these findings: it is evident that cost considerations heavily influence public opinion of the Perimeter Rule and Virginians support its modernization.
