

Jacksonville Transportation Authority

Public Opinion Survey

September 2013



Methodology

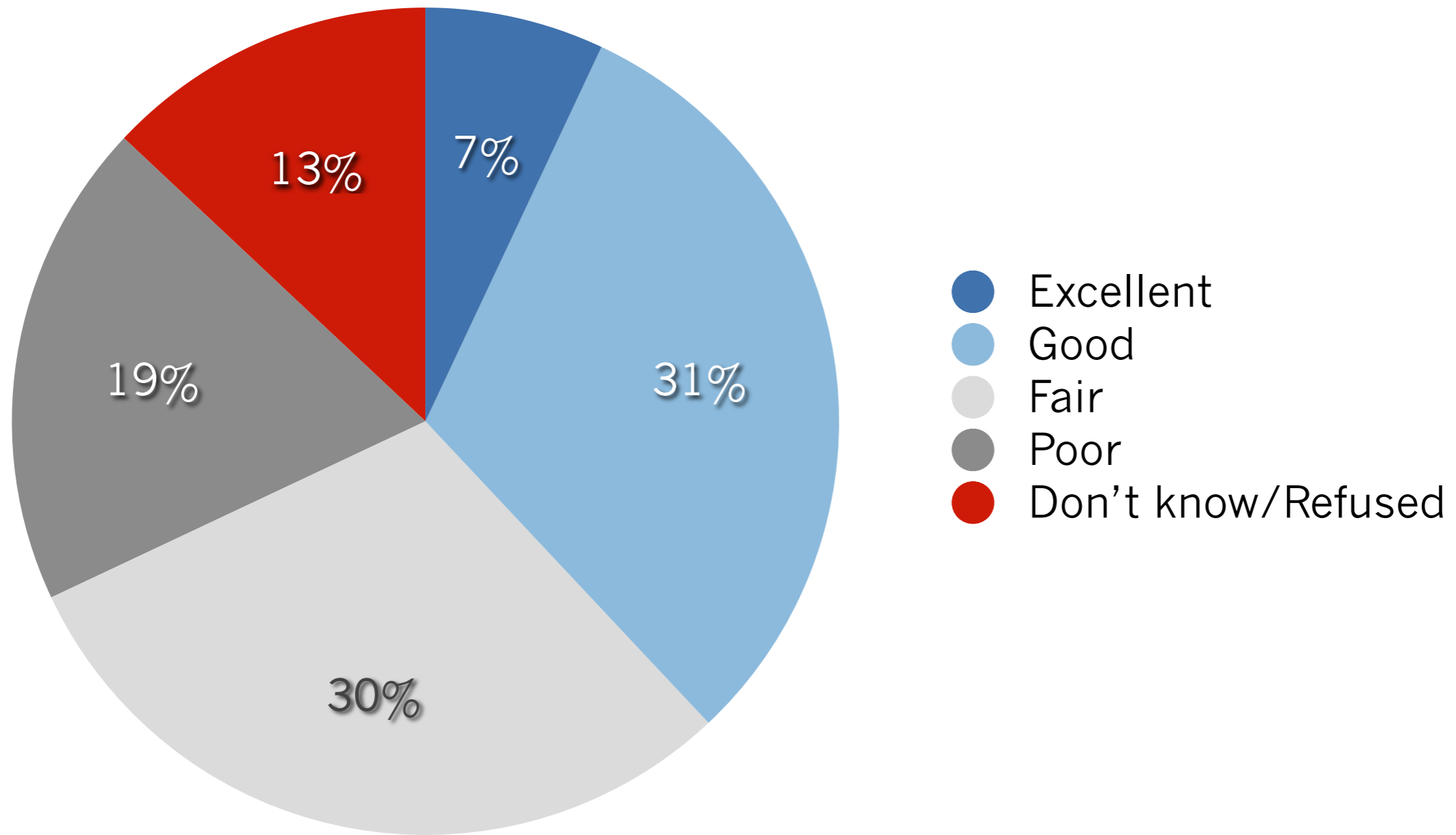
- ❖ Telephone survey of 400 Jacksonville area residents, including 100 cell phone-only residents
- ❖ Topics included:
 - ❖ Opinions on JTA and elements of the public transit system
 - ❖ Public transit ridership
 - ❖ Future transit options
- ❖ Fielded September 2013
- ❖ Margin of sampling error $\pm 4.8\%$



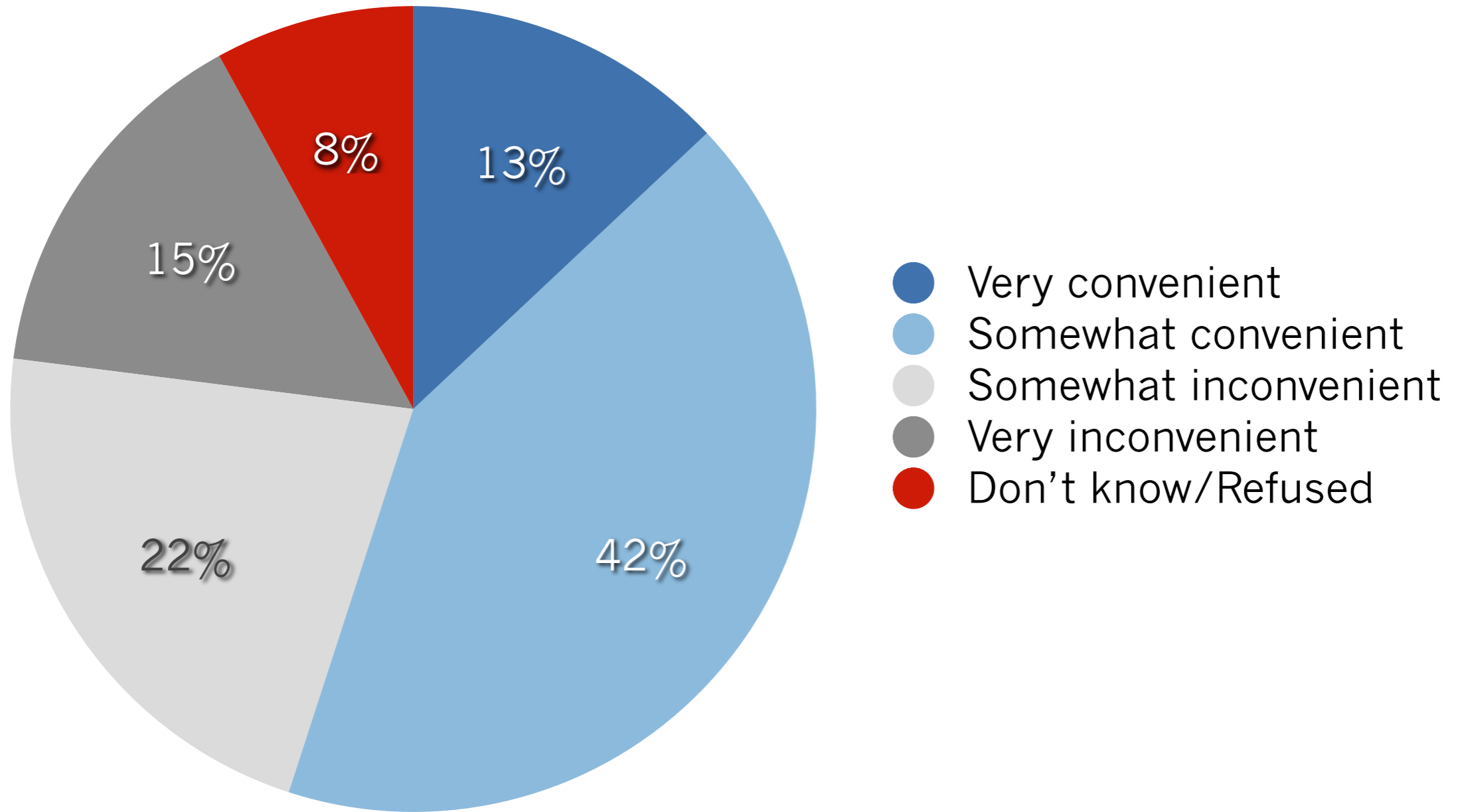


Opinions on JTA

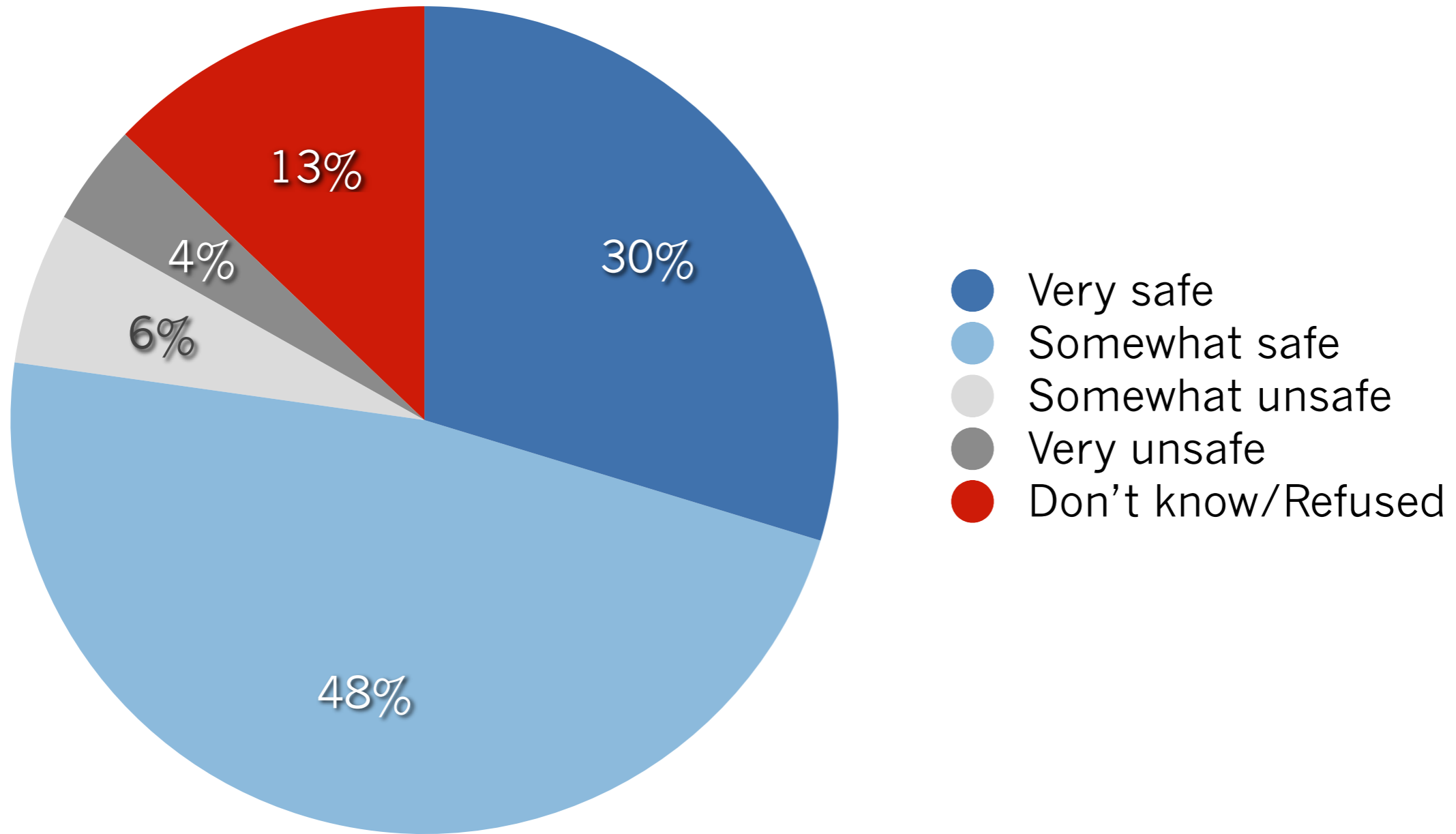
Overall, how would you rate the quality of all the public transit available in the Jacksonville area?



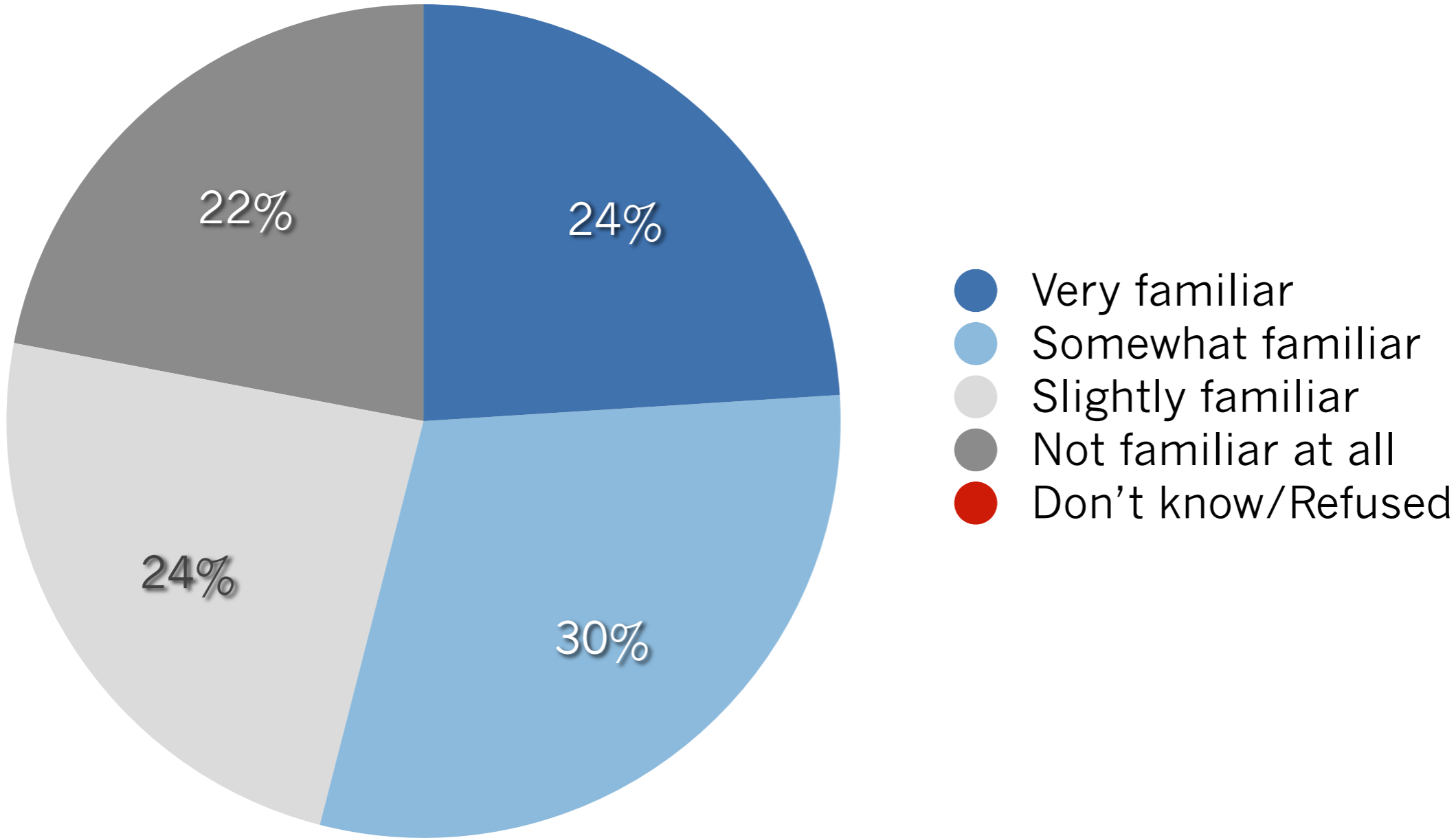
How convenient would you say that the public transit in the Jacksonville area is?



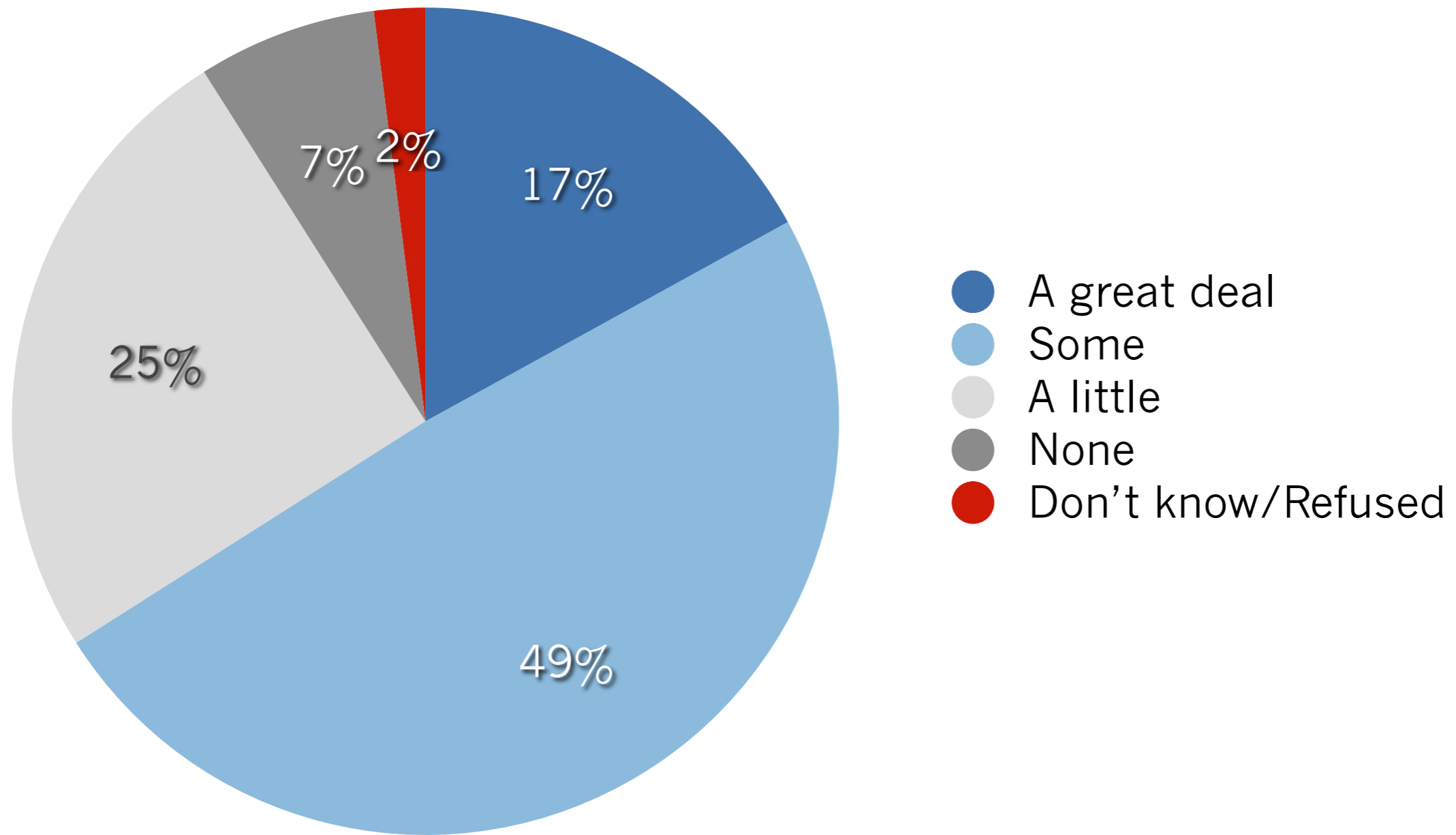
How safe would you say that the public transit in the Jacksonville area is?



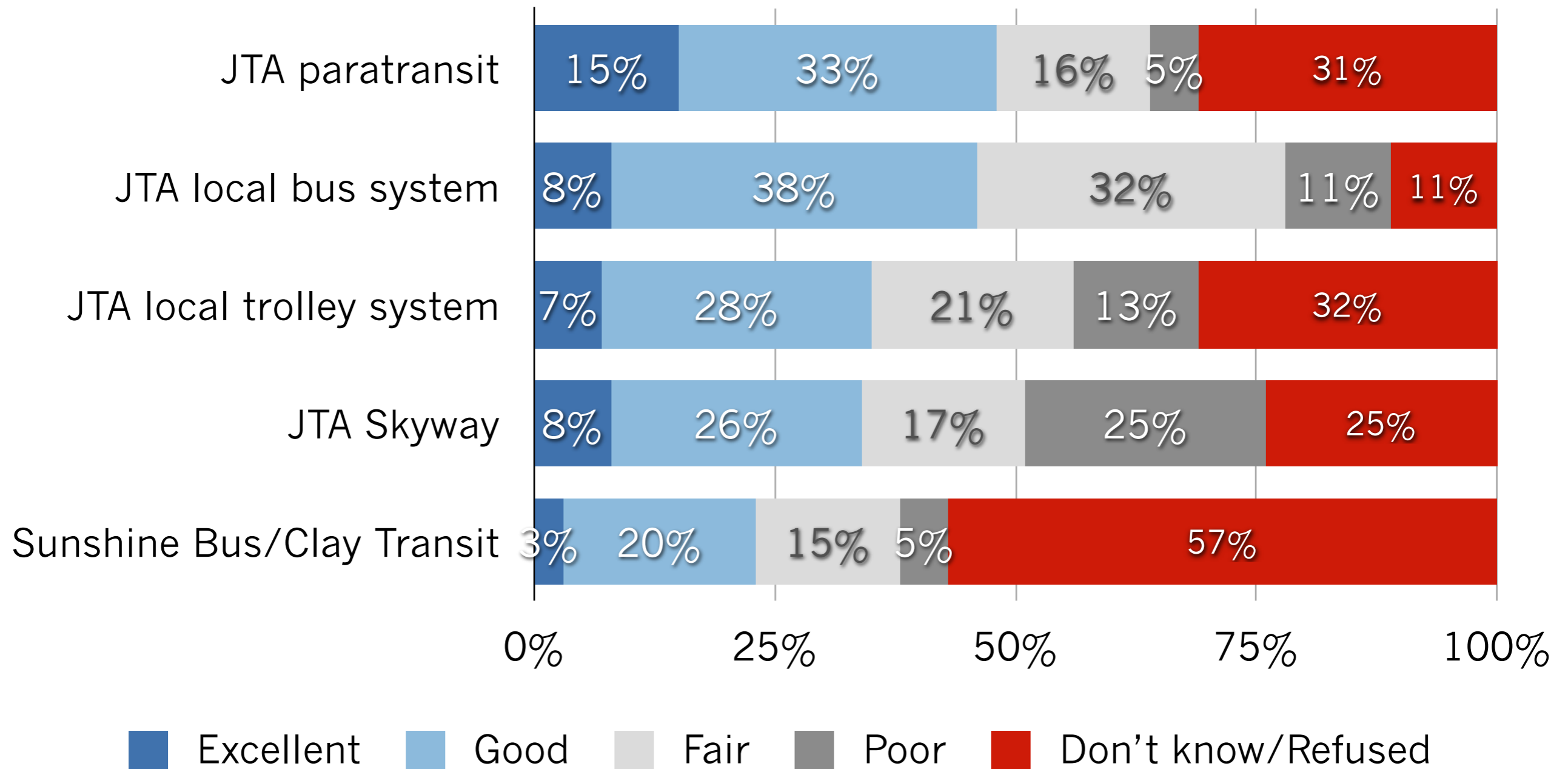
How familiar are you with JTA, the Jacksonville Transportation Authority?



[if familiar with JTA] How much confidence do you have in JTA to successfully meet the Jacksonville area's transportation needs?



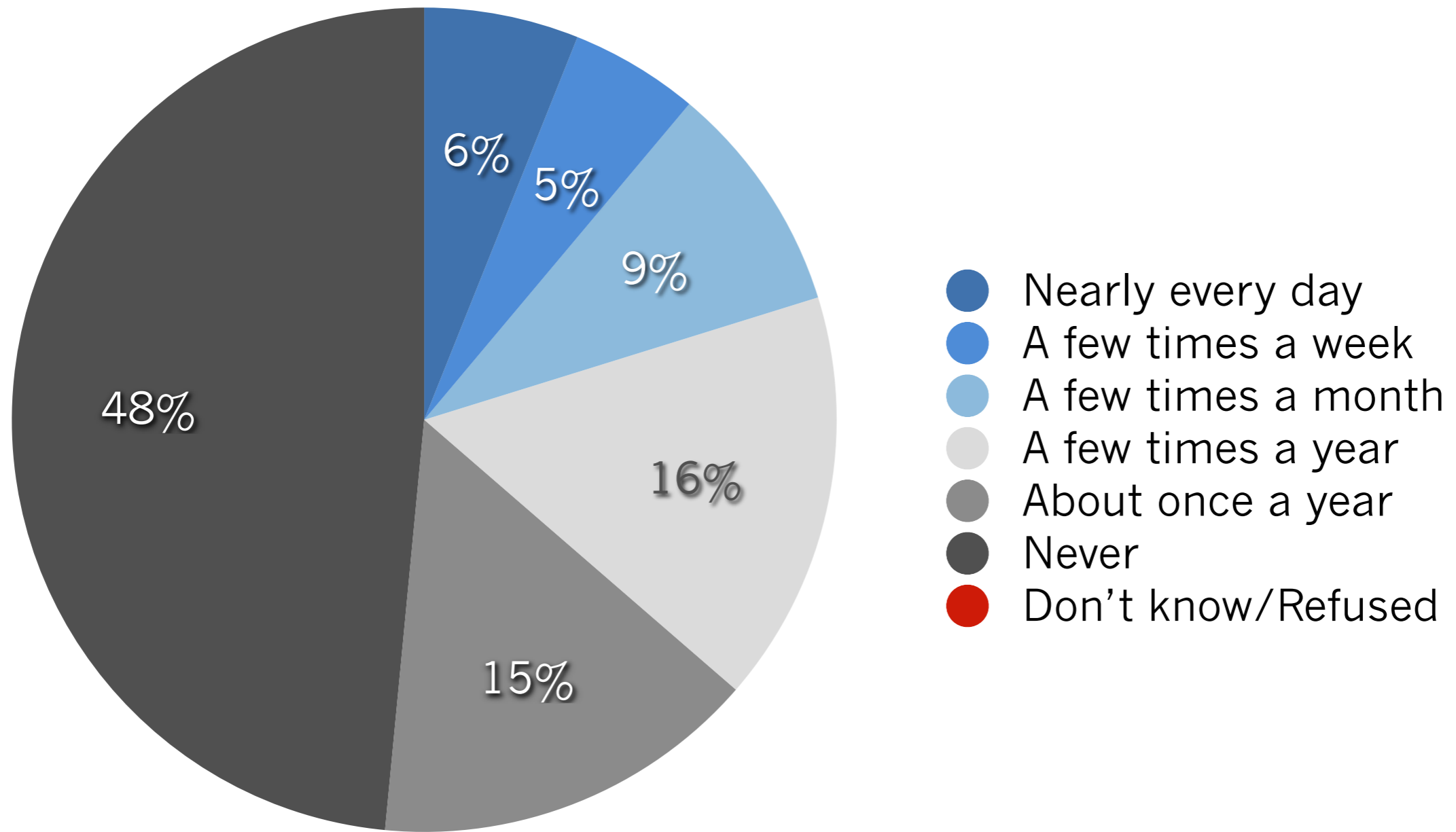
Next, I'm going to list the individual elements of the public transit system in the Jacksonville area, and I'd like you to rate the quality of each one.



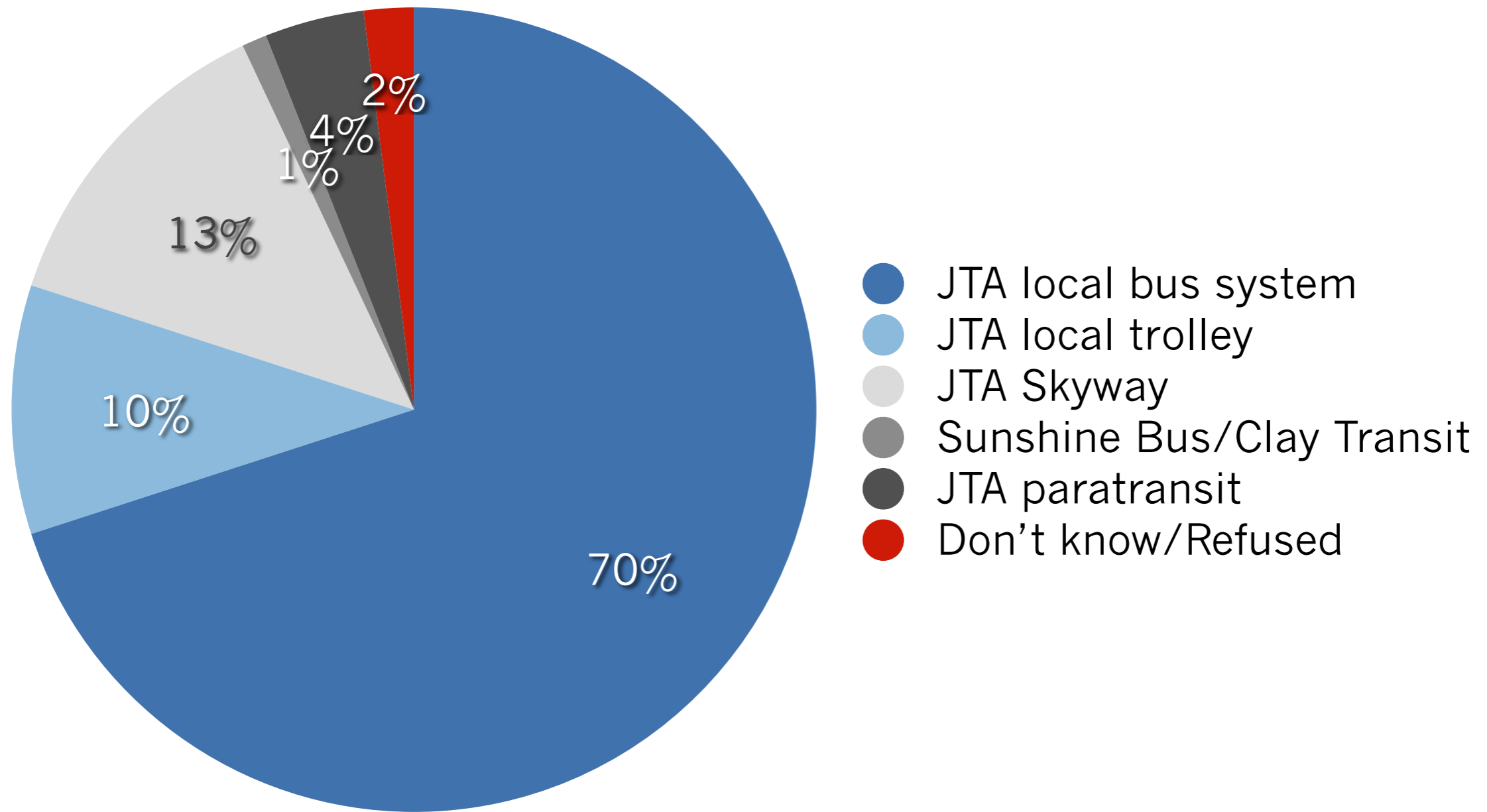


Ridership Patterns

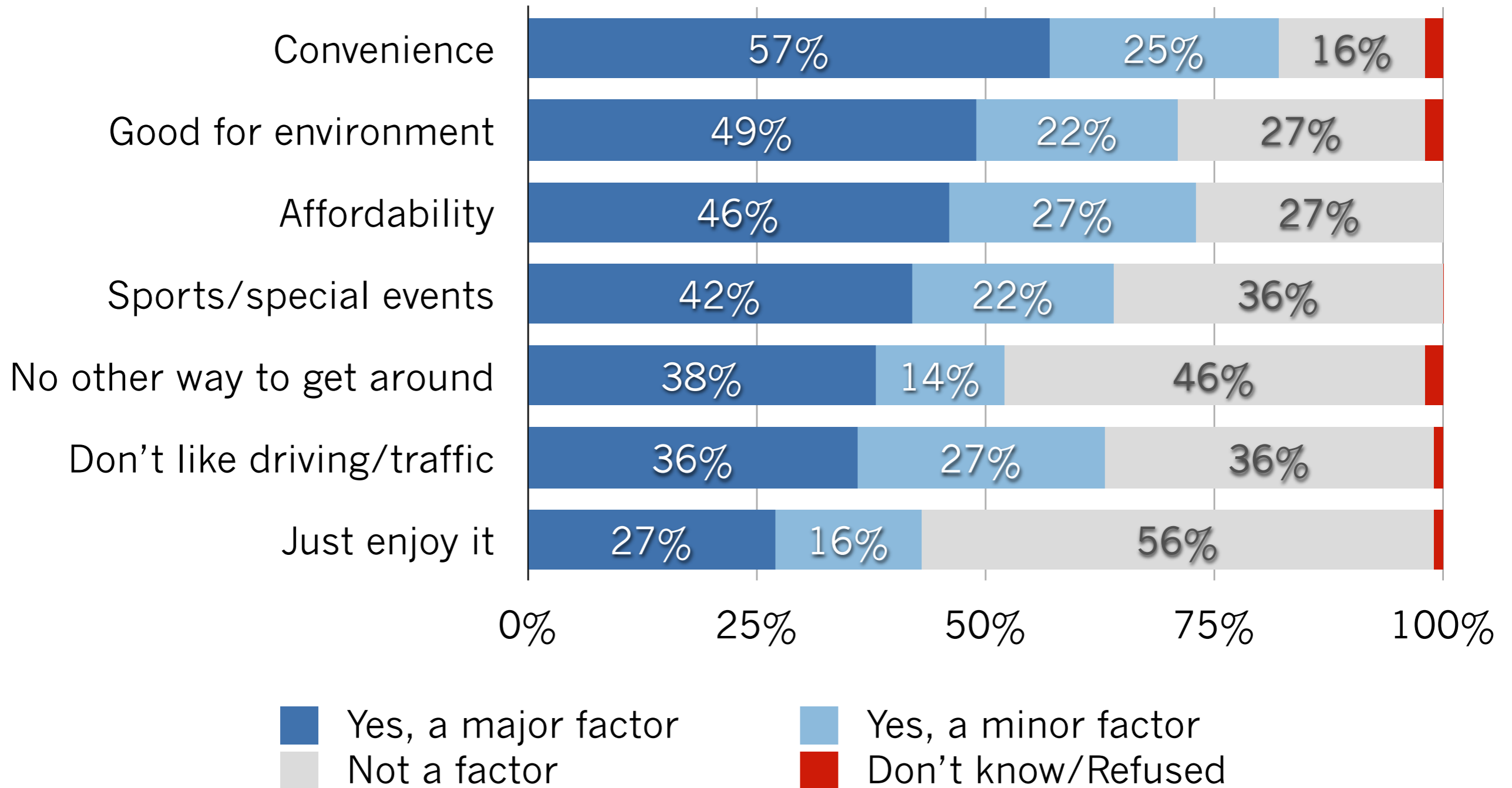
How often do you ride any of the public transit options I just mentioned?



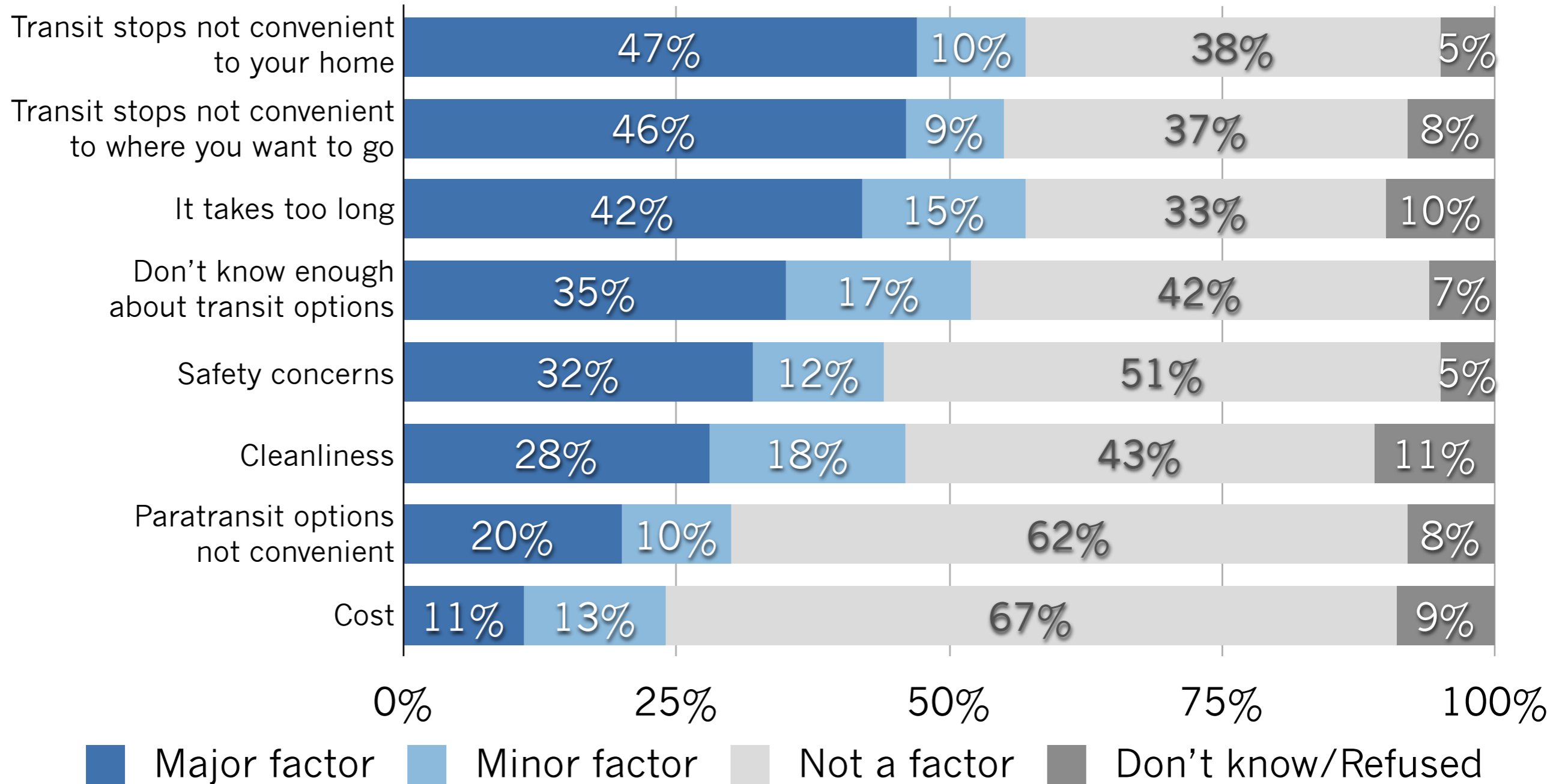
[if rides public transit] Which public transit option do you ride most often?



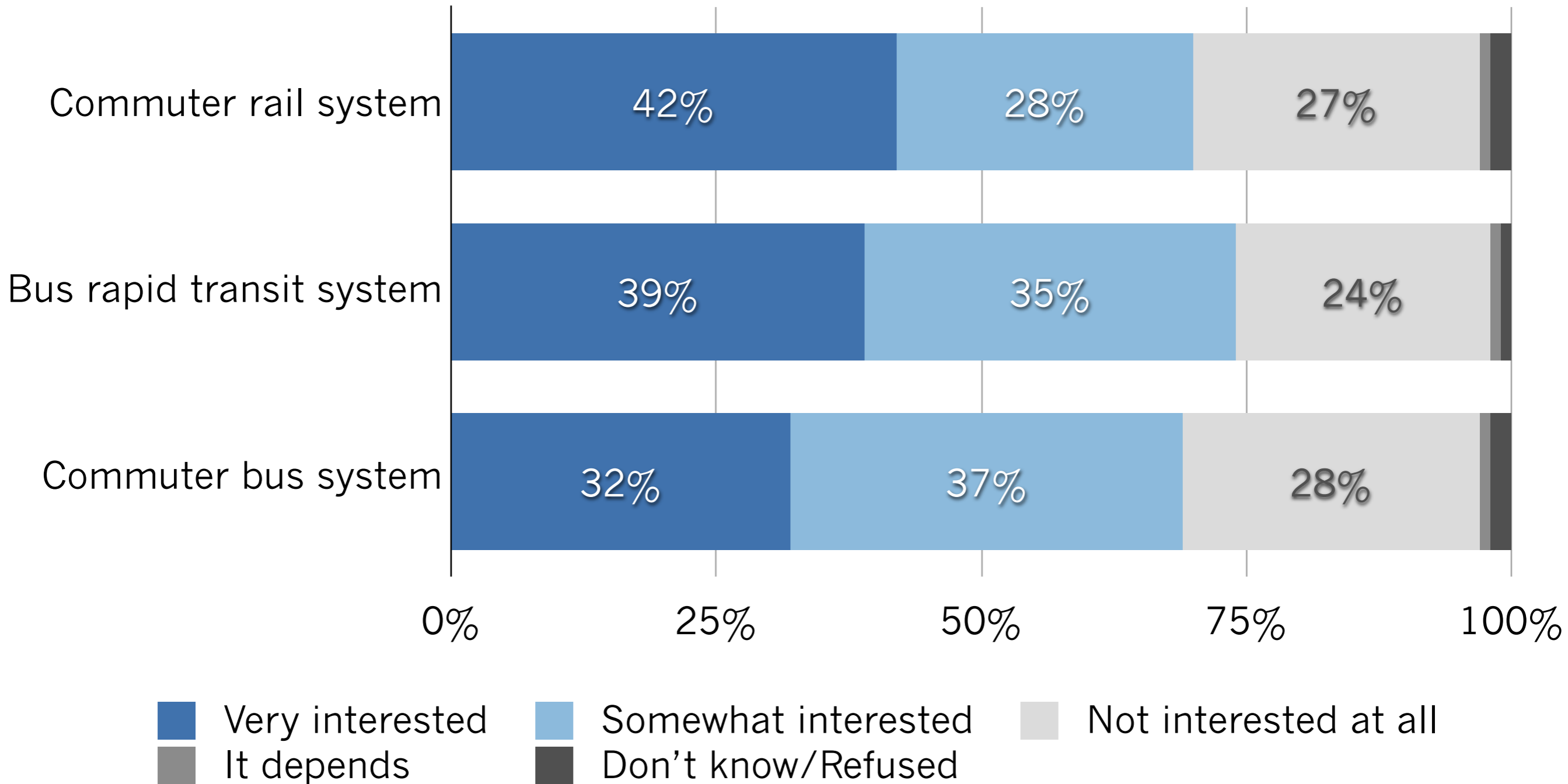
[if rides public transit] I'm going to read several reasons why someone might ride public transit, and I'd like you to tell me whether or not each one is a factor in your decision to ride.



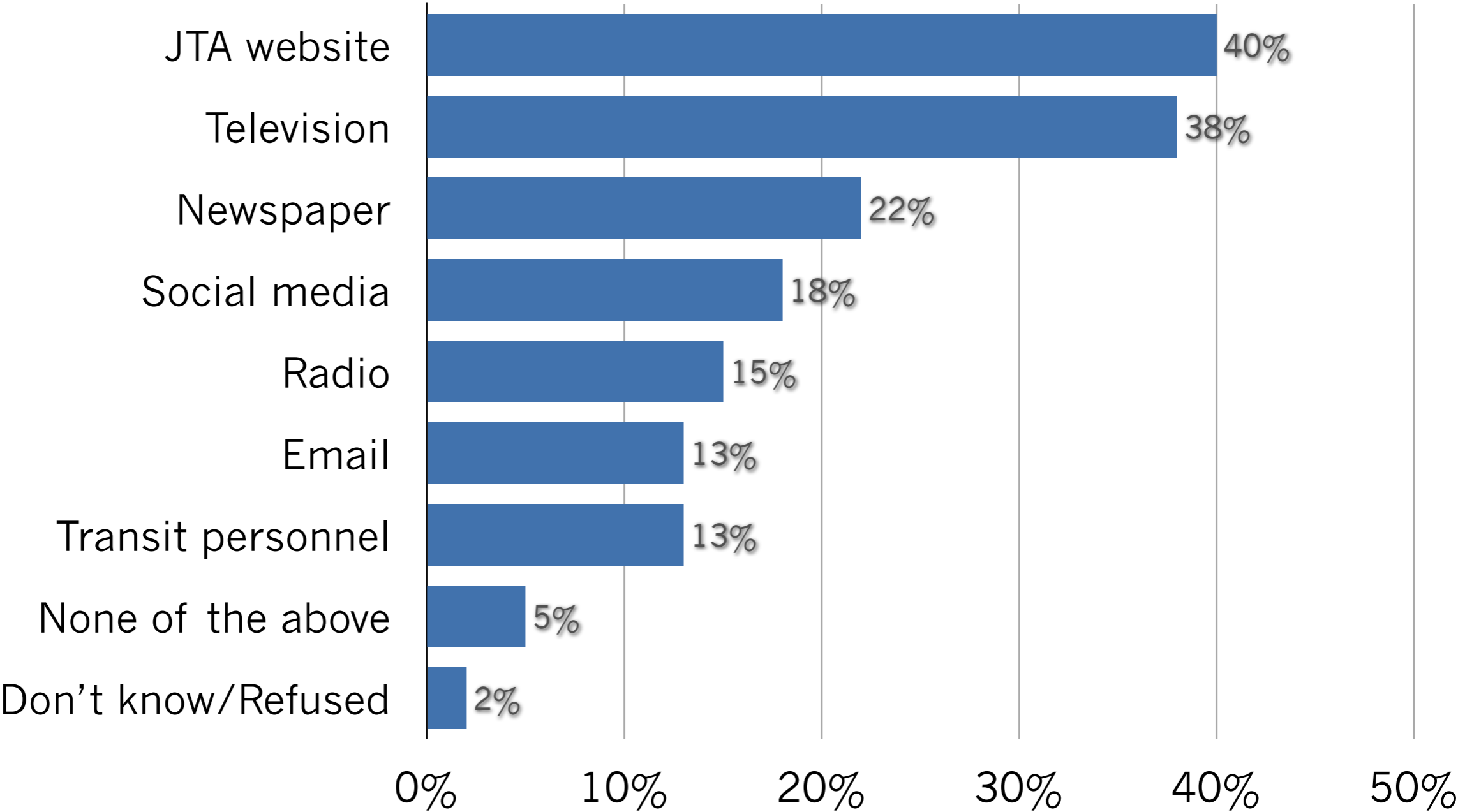
[if never rides public transit] I'm going to list a few reasons why someone might not ride public transit, and I'd like you to tell me whether or not each one is a factor for you.



JTA is considering adding a couple of new types of public transit to the area. How interested would you be in...



Where do you prefer to get your information about public transit? (select all that apply)



Summary

- ❖ 39% of residents rate the public transit available in Jacksonville as good or excellent, but 49% rate it as fair or poor.
- ❖ About three-quarters of residents consider local public transit to be at least somewhat safe, and a majority considers it to be at least somewhat convenient.
- ❖ Nearly half of residents are only slightly or not familiar at all with JTA.
 - ❖ Of those who are familiar, about two-thirds have at least some confidence in JTA to meet the area's transportation needs.



Summary

- ❖ JTA paratransit and the local bus system get the highest ratings, but no element of the public transit system is considered to be good or excellent by a majority of residents. This is due in part to the large number of respondents who are not sure about most of the services.
- ❖ Half of area residents ride public transit once a year or more.
 - ❖ Bus is by far the most popular mode.
 - ❖ More than half of those who ride transit consider convenience to be a major factor in their decision to ride, followed by it being good for the environment and affordable.
 - ❖ The most popular reasons for someone NOT to ride public transit are that stops are not convenient to their home, stops are not convenient to their destination, and it takes too long.



Summary

- ❖ A majority of residents is at least somewhat interested in each type of potential public transit tested.
- ❖ The primary sources for public transit information are the JTA website and television.

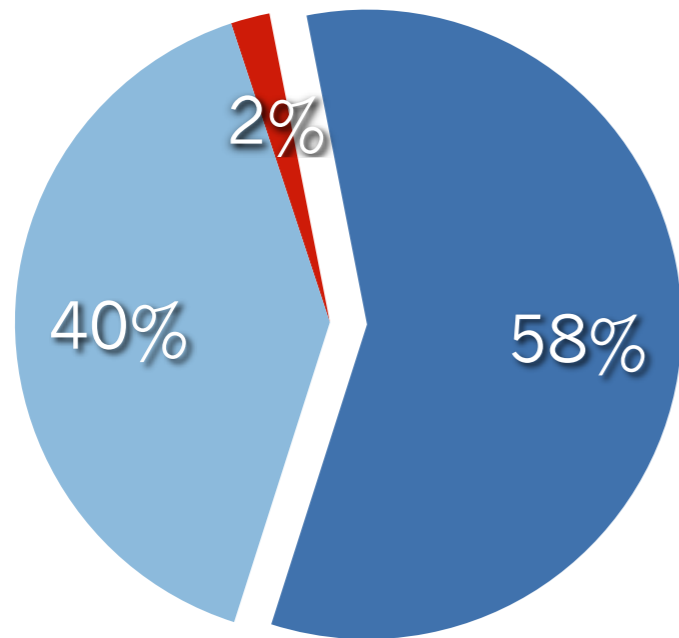




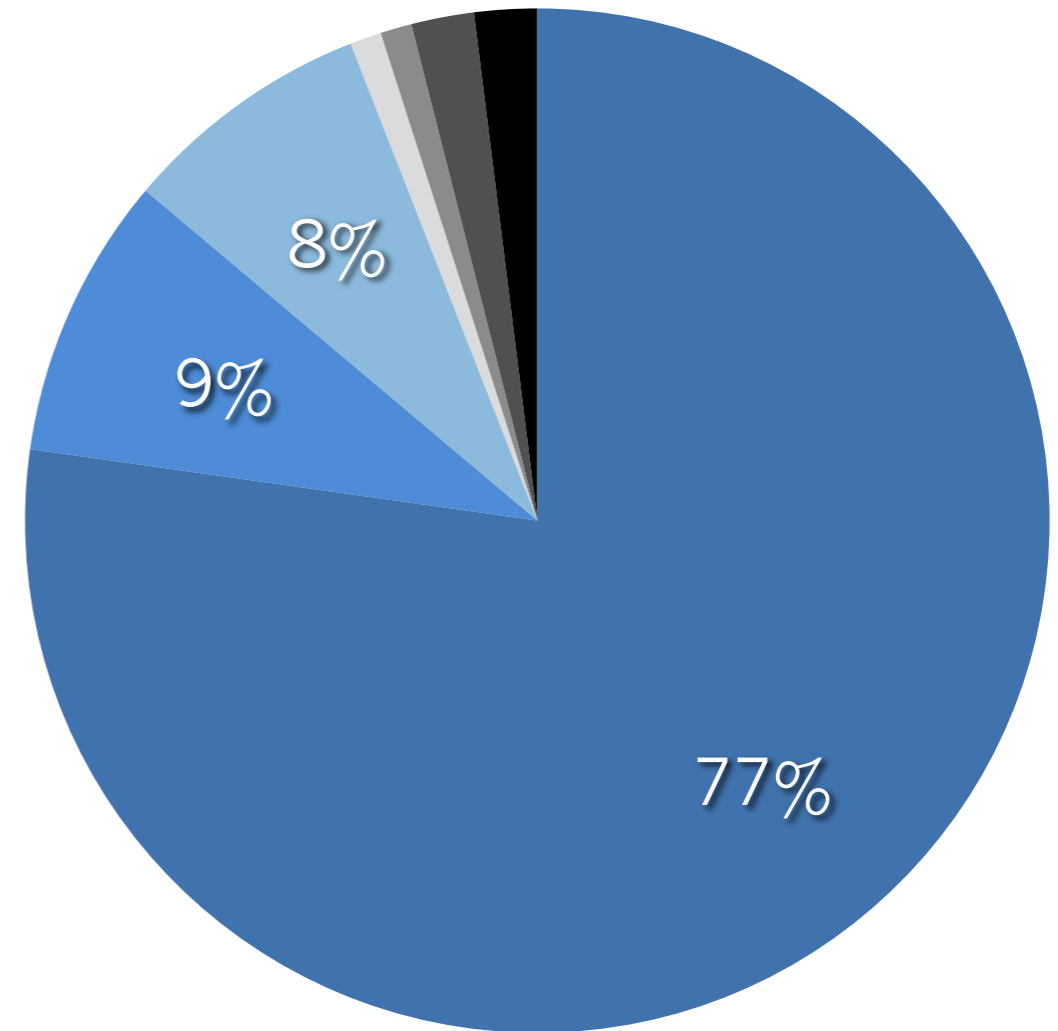
Demographics

How do you typically commute to your job?

Are you currently employed either full- or part-time?



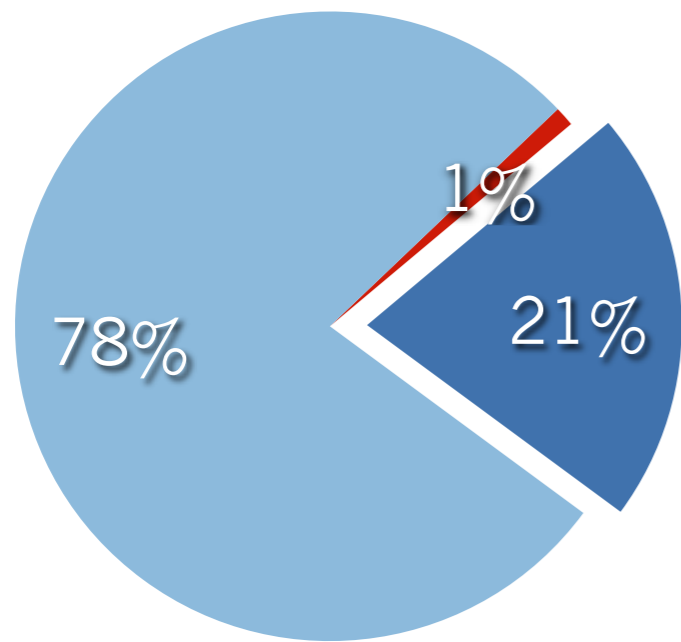
- Yes
- No
- Don't know/Refused



- Drive alone
- Carpool
- Public transit
- Walk
- Ride a bike
- Work from home
- Something else

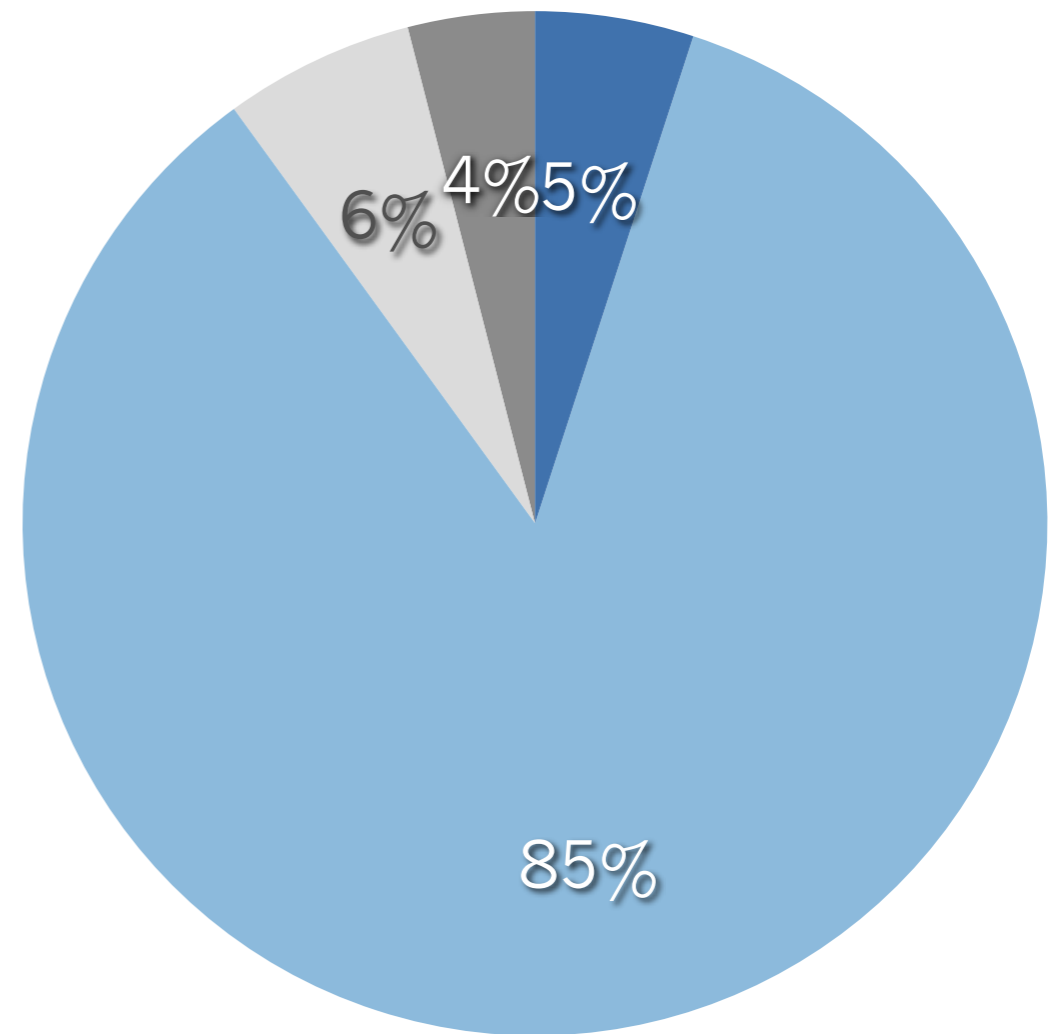


Have you ever served in the U.S. military or military reserves?



- Yes
- No
- Don't know/Refused

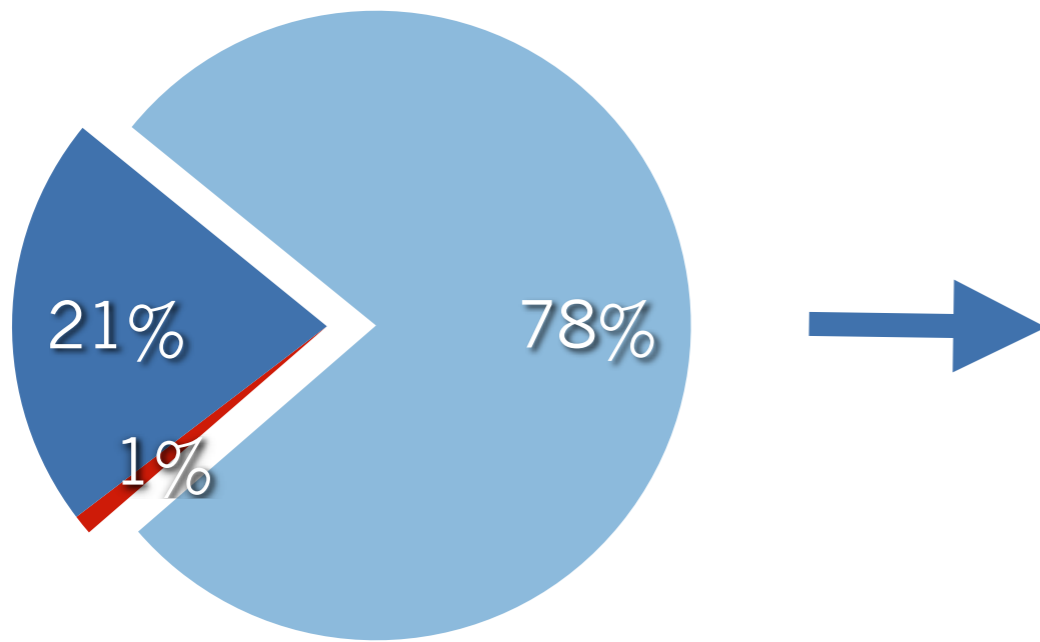
Are you presently on active duty, or did you serve on active duty in the past?



- Presently on active duty
- Served on active duty in the past
- Never on active duty
- Don't know/Refused

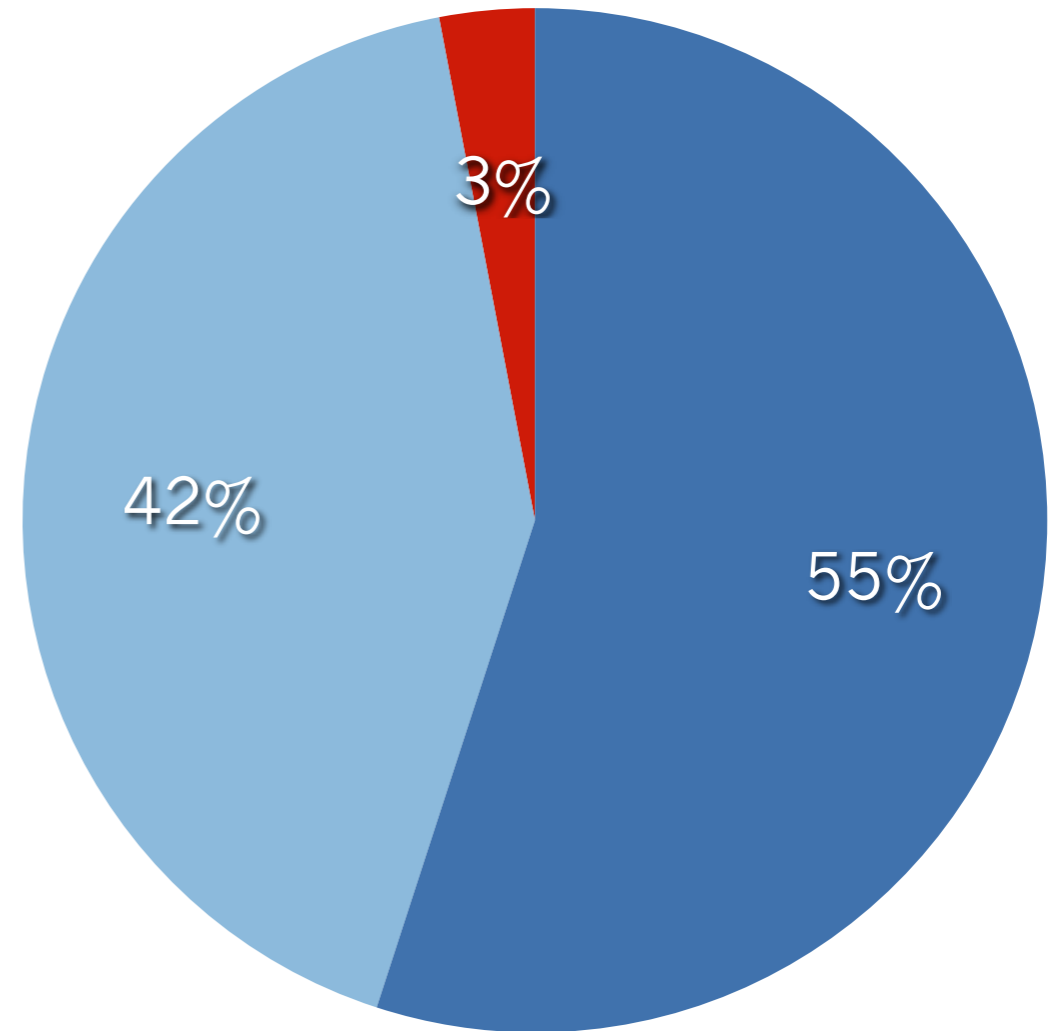


Have you ever served in the U.S. military or military reserves?



- Yes
- No
- Don't know/Refused

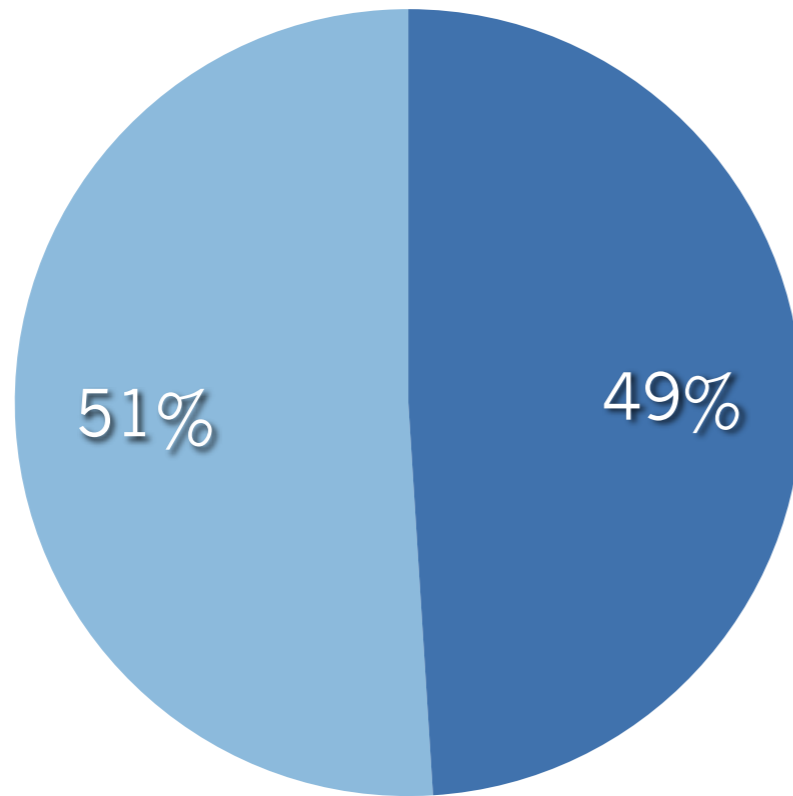
Have any of your immediate family members served in the military, or not?



- Yes
- No
- Don't know/Refused

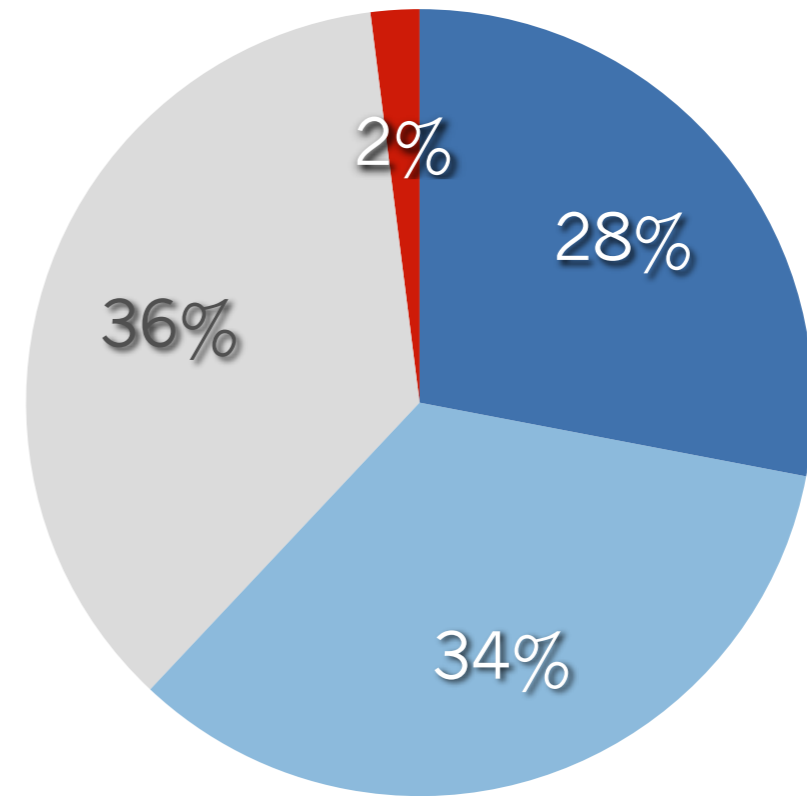


Gender



- Male
- Female

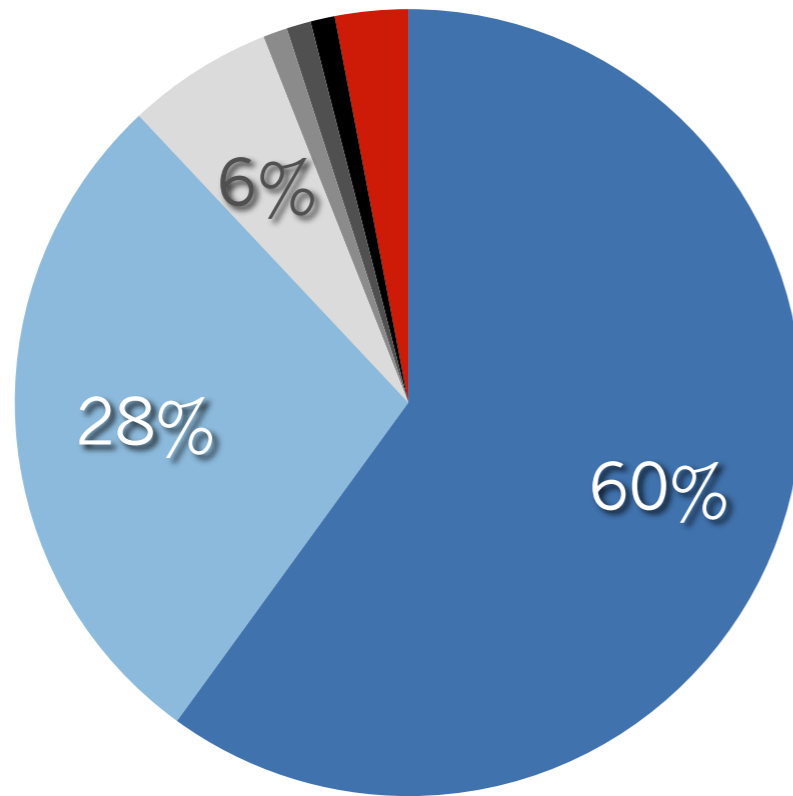
Age



- 18-34
- 35-54
- 55+
- Don't know/Refused

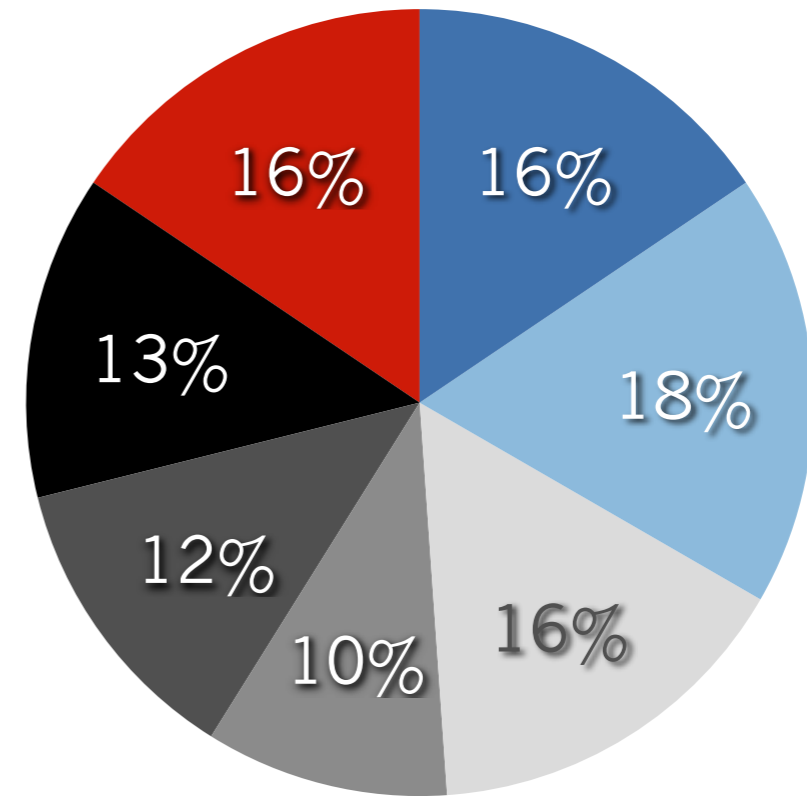


Race



- Caucasian
- African American
- Latino
- Asian
- Other
- Bi or Multiracial
- Don't know/Refused

Household Income



- Less than \$15,000
- \$15,000-\$30,000
- \$30,000-\$45,000
- \$45,000-\$60,000
- \$60,000-\$75,000
- More than \$75,000
- Don't know/Refused

