



Opinions and Perceptions of Alaskan Voters in Communities with Public Transit

Alaska Transit Conference
October 28, 2009





OVERVIEW

- **METHODOLOGY:** Telephone survey
- **FIELDING DATES:** Sept 28 – Oct 22, 2009
- **SAMPLE SIZE:** n=407
- **SAMPLE UNIVERSE:**
resident of a community with public transit,
registered to vote
- The views and opinions of the Alaska residents
were recorded on a strictly confidential basis.



RESEARCH DESIGN

- o Number of interviews per community based on population distribution:

Anchorage	n= 238
Eagle River, Chugiak	n= 34
Girdwood	n= 2

Fairbanks	n= 35
North Pole	n= 2

Bethel	n= 6
Juneau, Douglas	n= 30
Kenai, Soldotna	n= 13
Ketchikan, Saxman	n= 8
Kodiak	n= 6
Palmer, Wasilla	n= 18
Petersburg	n= 3
Prince of Wales	n= 3
Sitka	n= 9



NAME AWARENESS:

Off the top of your head, do you know the name of the public transportation in your community, such as a bus system or ferry?

NAME AWARENESS:



- Yes, correct name
- No
- Wrong name (3%)
- None local (1%)

	<u>Yes, correct name</u>
Anchorage	69%
Other Alaska	52%



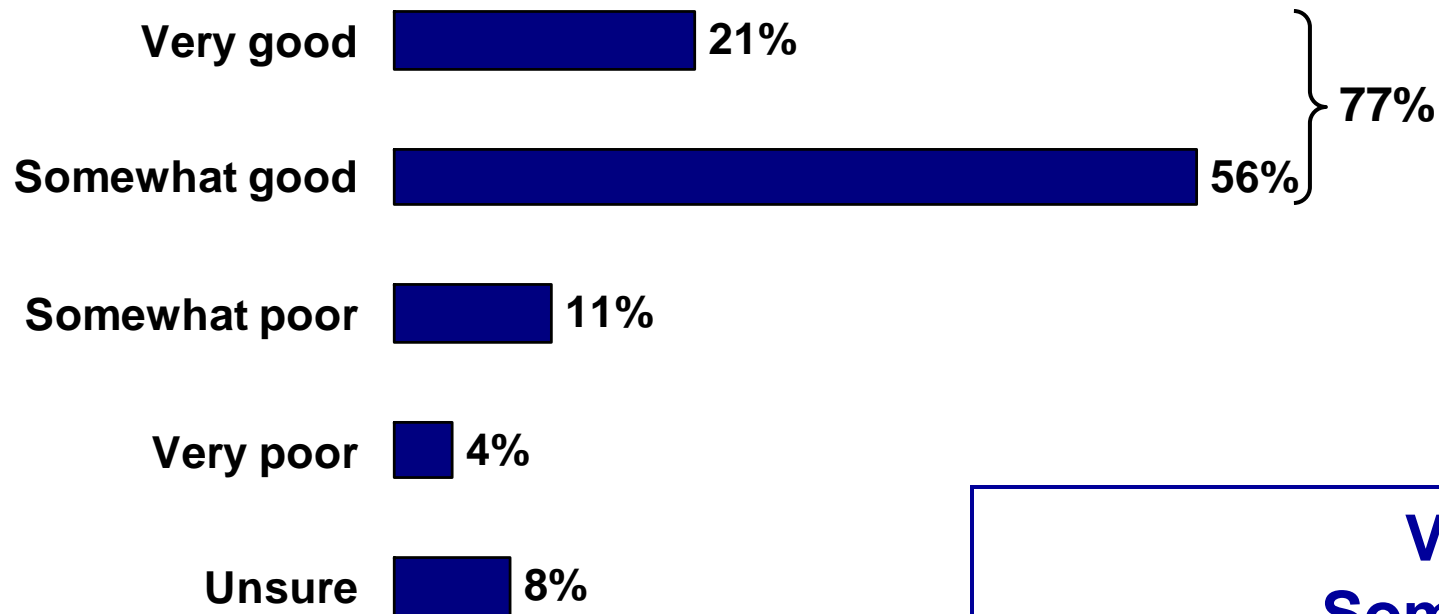
OVERALL IMPRESSION:

What is your overall impression
of _____?
(public transportation named)



OVERALL IMPRESSION:

[Among respondents who knew name]



<u>Very good/ Somewhat good</u>	
Anchorage	75%
Other Alaska	84%



IMPORTANCE OF PUBLIC TRANSIT:

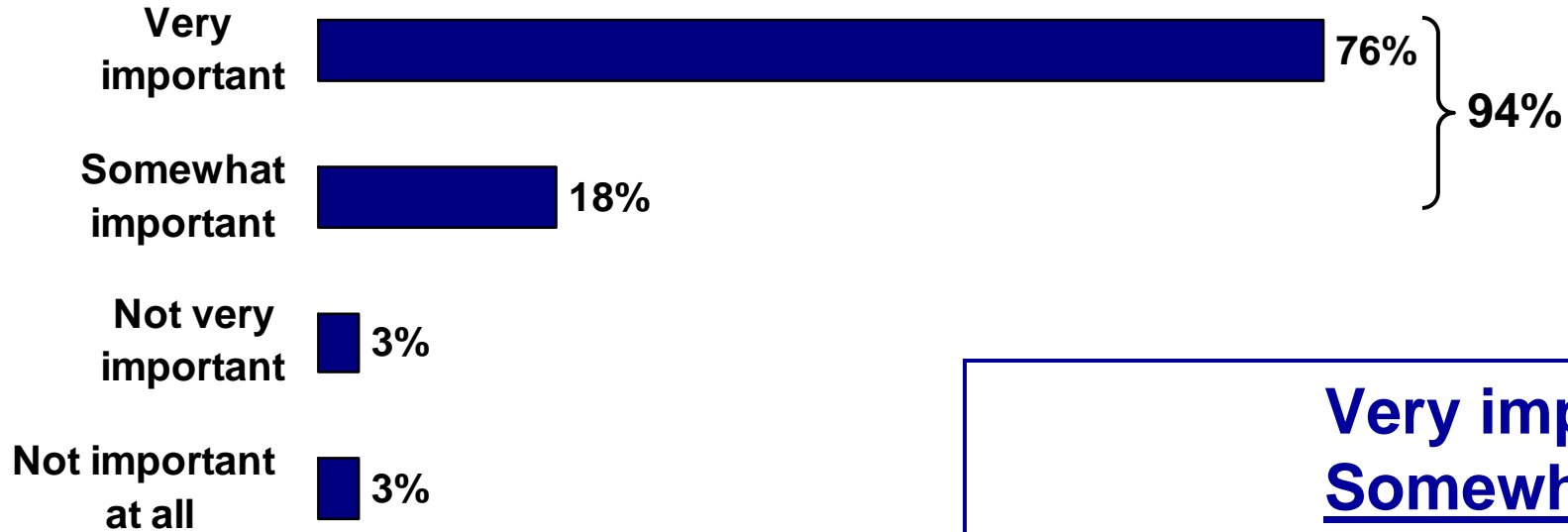
How important do you think it is to have public transit in your community?



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IMPORTANCE OF PUBLIC TRANSIT:



	<u>Very important/ Somewhat imp.</u>
Anchorage	95%
Other Alaska	91%

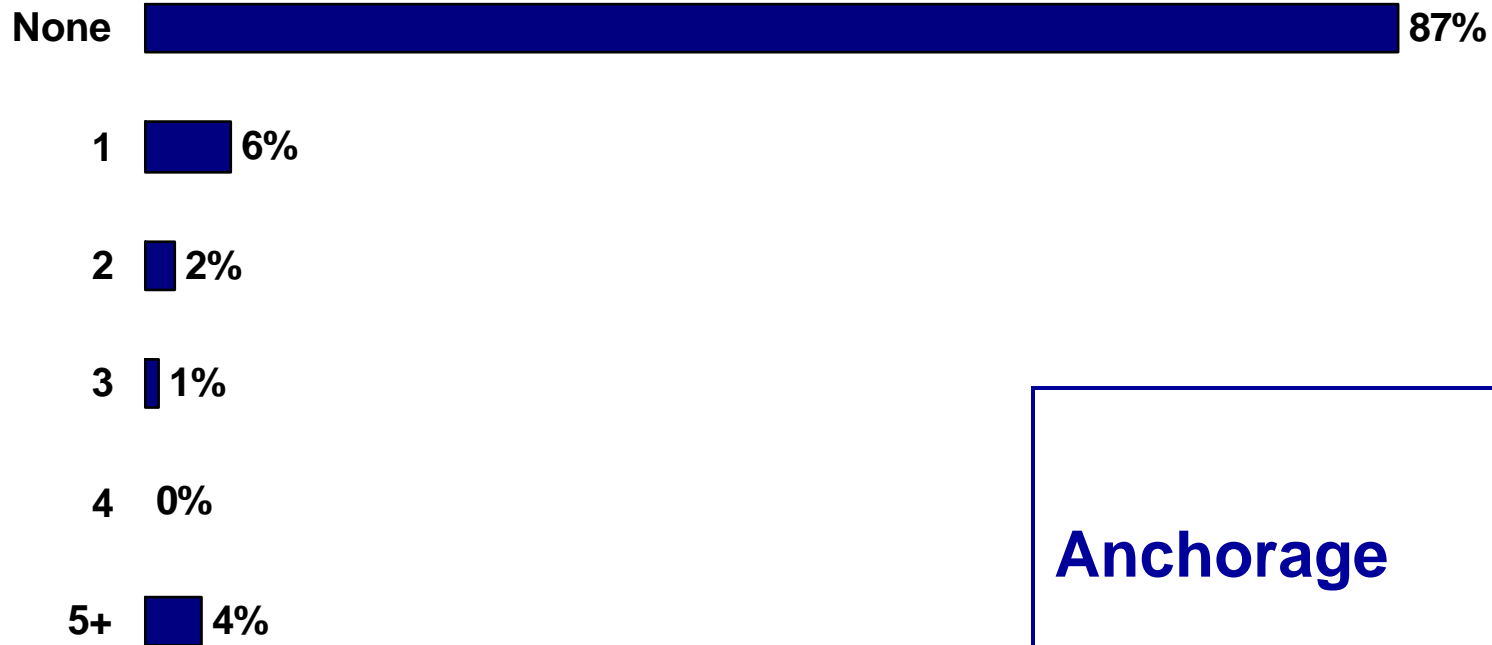


FREQUENCY OF USE:

In an average week in the past year, how many days have you used public transportation, such as a bus or ferry?



FREQUENCY OF USE: (average week)



	<u>None</u>
Anchorage	88%
Other Alaska	86%



FREQUENCY OF USE:

On average, how often do you use public transportation to go to work?



FREQUENCY OF USE: (to go to work)



	<u>Never</u>
Anchorage	82%
Other Alaska	97%



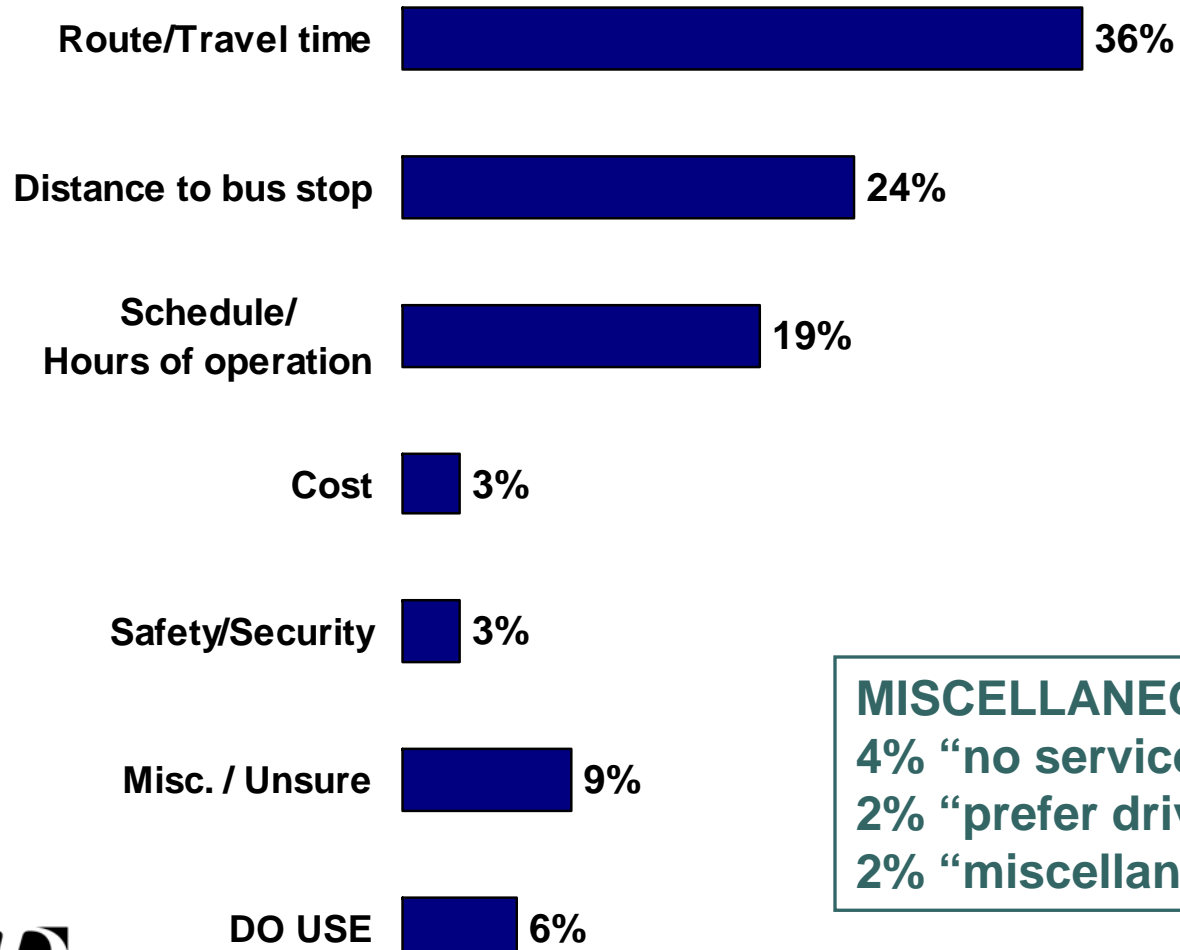
REASONS FOR NON-USE:

If you seldom or never use public transportation, please select your main reason for not using public transit.

- Cost
- Schedule/Hours of operation
- Route/Travel time
- Safety/Security
- Distance to bus stop



REASONS FOR NON-USE:



MISCELLANEOUS includes:
4% “no service here”
2% “prefer driving”
2% “miscellaneous”



REASONS FOR NON-USE: (Top Mentions)

	<u>Route/ Time</u>	<u>Distance to stop</u>	<u>Schedule/ Hours operated</u>
Anchorage	35%	24%	19%
Other Alaska	36%	23%	19%



LOCAL TRANSPORTATION PRIORITIES:

I am going to read you a list of local transportation issues.

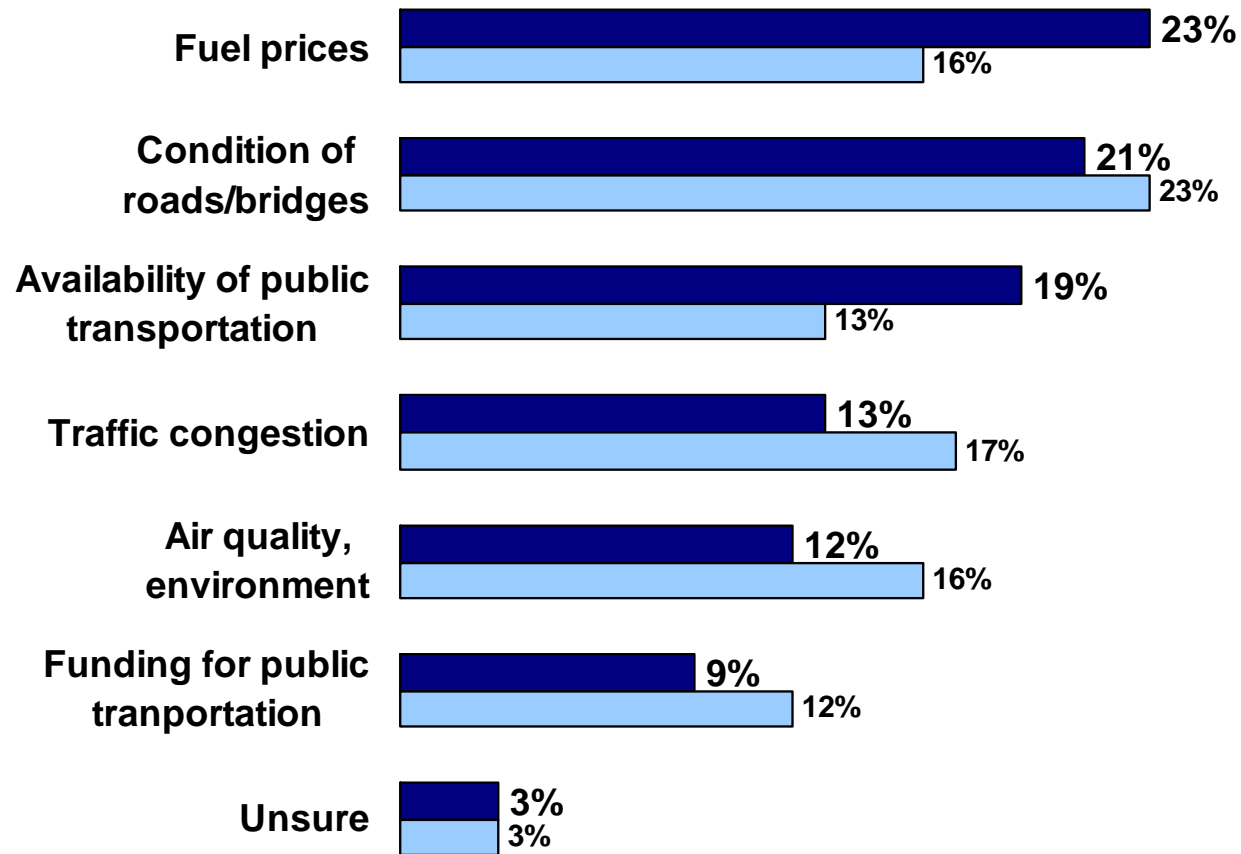
Please tell me which issue is most important to you.

- Traffic congestion
- Air quality & environmental impact
- Maintenance & condition of roads & bridges
- Availability of public transportation
- Fuel prices
- Funding for public transportation



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LOCAL TRANSPORTATION PRIORITIES:





LOCAL TRANSPORTATION PRIORITIES: (Top Mentions)

	<u>Condition of Roads</u>	<u>Fuel Prices</u>	<u>Availability of Public Trans.</u>	<u>Traffic</u>
Anchorage	20%	21%	23%	16%
Other Alaska	23%	28%	12%	8%



SUPPORT MOST TO HELP FUND TRANSPORTATION:

Which one of following would you support the most to help pay for these transportation items?

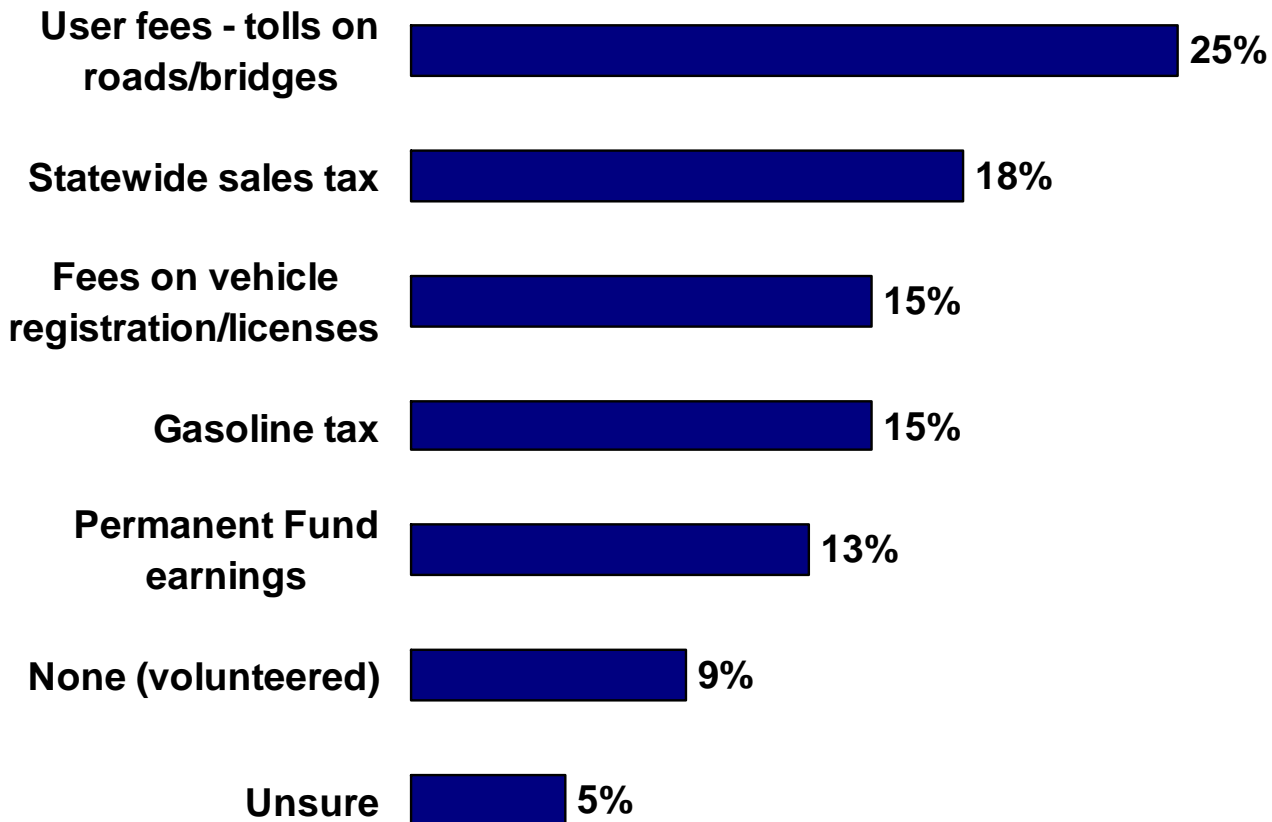
- Using Permanent Fund earnings
- Statewide sales tax
- Gasoline tax
- User fees – tolls on roads or bridges
- Fees on car registration & drivers' licenses



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SUPPORT MOST TO HELP FUND TRANSPORTATION:





SUPPORT MOST TO HELP FUND TRANSPORTATION:

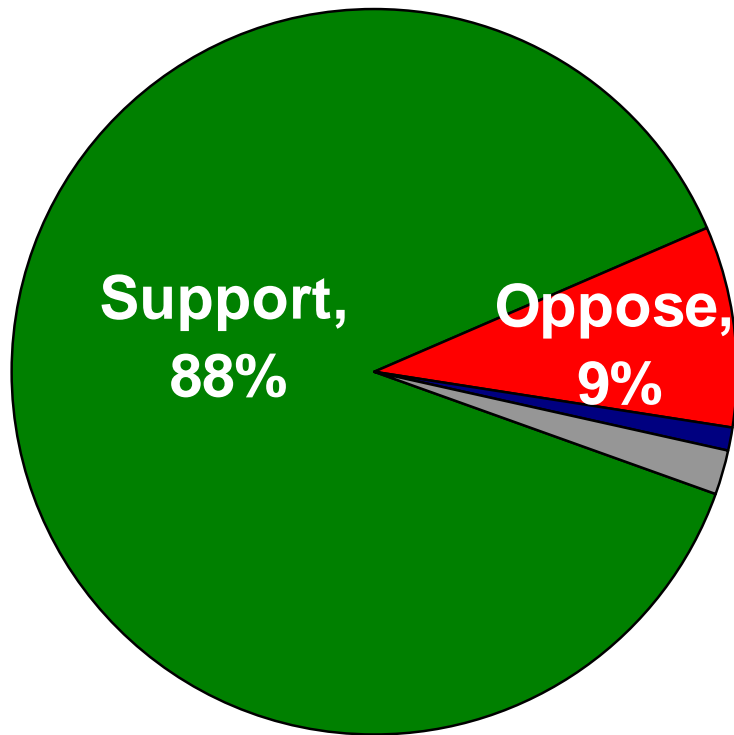
	<u>User Fees</u>	<u>Sales Tax</u>	<u>Gas Tax</u>	<u>Car/License Fees</u>	<u>Permanent Fund</u>
Anchorage	25%	20%	14%	14%	14%
Other Alaska	24%	15%	17%	19%	11%



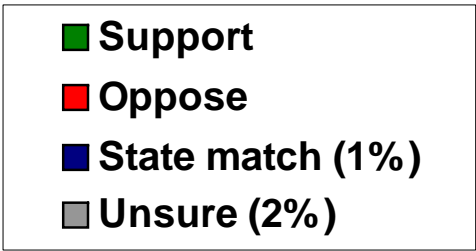
LOCAL/STATE MATCH:

Do you support or oppose the state and local governments providing matching funds for public transportation, where the federal government pays 80% and the local and state match is 20%?

LOCAL/STATE MATCH:

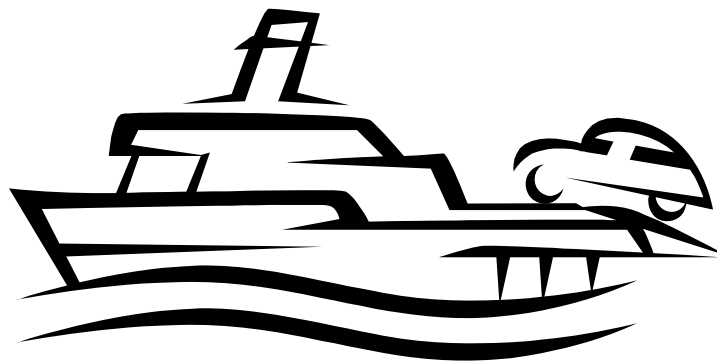
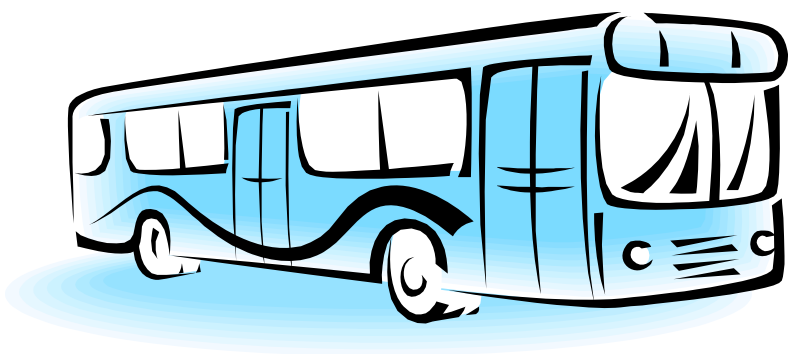


	<u>Support</u>
Anchorage	85%
Other Alaska	92%





TO SUM IT UP...



● ● ● | SUMMARY:

- Awareness of local public transportation is high – approximately two-out-of-three (63%).
- Overall impression is also high – over three-out-of-four (77%) “somewhat/very good”.
- And importance of public transportation is very high – over nine-out-of-ten (94%) “somewhat/very important”.



SUMMARY:

- On the other hand, average usage very low – approximately nine-out-of-ten (86-87%) “never use for work or otherwise” during an average week.
- Non-usage generally related to “route/ distance/time” considerations:
 - 36% Route/travel time
 - 24% Distance to bus stop
 - 19% Schedule/hours of operation
 - 3% Cost



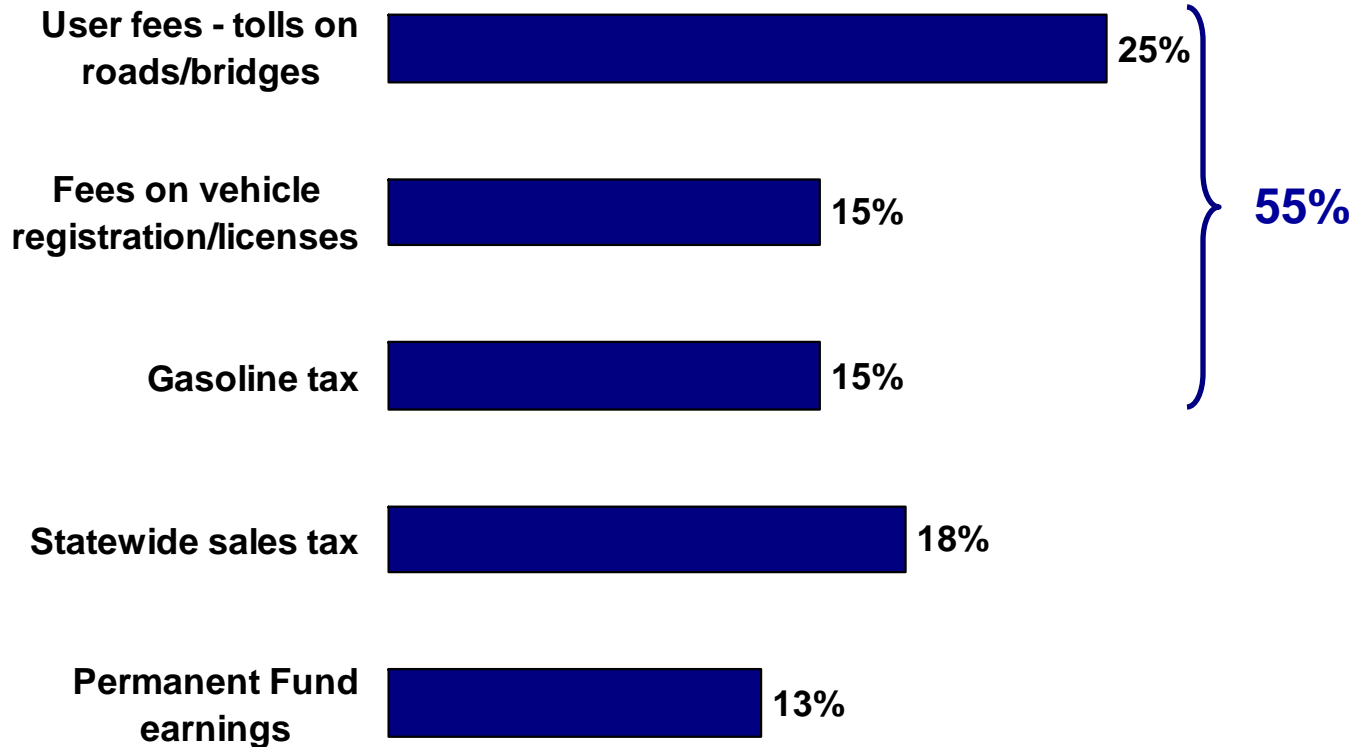
SUMMARY:

- **Regarding local transportation – main issues include (option list provided):**
 - **23% Fuel prices**
 - **21% Condition of roads/bridges**
 - **19% Availability of public transportation**
 - **13% Traffic congestion**
 - **12% Air quality/environment**
 - **9% Funding for public transportation**



SUMMARY:

- o Paying for public transportation “issues” generally falls on “users”





SUMMARY:

- o **However, nearly nine-out-of-ten (88%) support local government match at 80-20% ratio -- federal government at 80%; local/state at 20%.**



QUESTIONS?

