



# Annual Market Survey Fall 2005

Prepared For:  
Valley Metro

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## Executive Summary

Valley Metro commissioned WestGroup Research of Phoenix to conduct a telephone survey of residents in Maricopa County. The purpose of the survey was to measure awareness and attitudes residents have regarding the various transportation options offered by Valley Metro. This study also provides tracking data for comparison to the Regional Market Study conducted in 2003. A total of 507, 14-minute surveys were completed with Maricopa County residents during September 2005. Calls were made by trained and experienced interviewers from the WestGroup Interviewing Center. The margin of error for the total sample is  $\pm 4.5$  at a 95% confidence level.

### System Awareness

- Unaided awareness of the Valley Metro name was measured at approximately 34%, an increase of 11 points (from 23%) since the 2003 report.
- Combined unaided and aided awareness results (total awareness) show slightly less than nine in ten Valley residents are aware of the Valley Metro name (87%; 78% in 2003).
- Those aware of Valley Metro were asked to provide two words describing the local transit system. Overall, 29% of the responses were of a negative connotation, 20% were positive, and 20% were neutral.
- Currently, four in five of those aware of Valley Metro are aware (unaided) of the local/city bus services provided (80% vs. 60% in 2003). Total NET awareness of local/city bus service in the Valley was 93% (unaided + aided awareness; compared to 88% in 2003).
- NET awareness for RAPID/Express bus service rose sharply from 43% in 2003 to 63% currently. Familiarity with the future light rail system also saw a significant increase (up from 67% in 2003 to 85% currently).
- Maricopa County residents feel the destination they could most likely reach via public transit would be the airport (56%).

### Advertising and News Story Awareness

- About 27% indicated they had seen or heard a paid advertisement for Valley Metro services within the past few months. Many remember seeing television ads (47%), followed by print ads (22%) and ads on the buses (14%). The main advertising message recalled was for carpooling (21%).
- More than one in three Valley residents recalled hearing or seeing a news story about Valley Metro within the past few months (38%). Of those aware, a majority said the content of the news story focused on light rail construction (60%).

- Combined advertising and news story awareness is approximately 52%.

### **Public Transit and Alternate Mode Usage**

- Walking (39%) and carpooling (21%) are the two alternate modes of transportation residents were most likely to have used within the past year.
- Those who have not used transit within the past were asked if they agreed with a number of statements, which were common reasons given as to why people do not use public transit. Preference for driving one's own car was the top statement with which a majority agreed (85%).
- Nearly half of Phoenix-area residents feel everyone is a perceived beneficiary of public transit services (48%). Other commonly perceived beneficiaries of public transit include people without cars (28%), the poor (17%), and people who cannot drive or who do not have a license (12%).
- One in twenty Phoenix-area residents (5%) relies fully on others to travel around the Valley and 14% occasionally need to rely on others for transportation need.

### **Motivating Factors and Propensity to Use Public Transit**

- 'Light rail stops close by' was the most motivating factor Valley residents felt would encourage them to use public transit (60% rate 4 or 5 where a 5 = "very likely" to motivate).
- 'Closer bus stops' (57% combined 4 + 5 ratings), 'no transfers needed' (54% combined 4 + 5 ratings), and 'more frequent transit service' (53% combined 4 + 5 ratings) were three other factors likely to motivate residents to use public transit services.
- Residents indicate they are most likely to consider using sporting event or special event shuttles (54% rate 4 + 5 where 5="very likely). Half of the residents (52%) indicate they are likely to consider using the new light rail system.
- Valley residents were asked under what circumstances they would be willing to consider using public transit. Twenty-nine percent of residents indicated they would consider using public transit 'if their car broke down or if they did not have a car to use.'
- When asked what specific destinations they would likely consider using public transit to get to, more than half of Valley residents indicated they would be at least somewhat likely to use public transit to go to the airport (63% very + somewhat likely) and sporting and entertainment venues (56% very + somewhat likely).
- The one specific place or location Valley residents are most likely to use public transportation to get to is to work (23%).

### Media Usage

- The main news and information sources for Valley residents include local television newscasts (64%), local newspapers (37%), the Internet (17%), and radio news and information programs (17%).
- When asked how they would go about finding information about riding the bus, more than two in five residents report they would go online to find any needed information about public transit in the Phoenix-metro area (44% vs. 23% in 2003).
- One-fourth of Valley residents say the best way for Valley Metro to communicate information to local residents about public transit systems is through a direct mail piece (28%).

### Conclusions

1. Unaided and aided awareness of the Valley Metro name has increase significantly over the past two years with specific increases in awareness of the RAPID/express service and the upcoming light rail system being the primary drivers for this shift.
2. Although awareness has increased, the belief that there is public transit service to specific destinations within the Valley has not changed. This means that residents are aware of the changes occurring to the system, but most have yet to see these changes affecting their ability to effectively use public transit. The dominant perception of the transit system in the Valley is that it is inadequate.
3. The advertising messages about carpooling are beginning to penetrate public awareness; however, news reports on the light rail system provide the primary information about the public transit system.
4. Increased convenience and less hassle continue to be the primary motivators for future transit usage. Residents would consider using public transit if the stops (both light rail and local bus) were closer to their homes and/or destinations, they did not need to transfer, and/or there was more frequent service overall.
5. Residents also are most likely to use public transit for special trips that tend to be more inconvenient when driving a personal vehicle – such as getting to the airport or traveling to sporting events or entertainment venues. This is particularly true for higher income residents who typically tend to resist using public transit. Work is an appealing destination if issues related to travel times can be addressed.
6. The highest potential for transit usage overall is among younger residents and those living in the central area of the city. However, many residents are looking forward to the start of light rail service and indicate a strong likelihood to use the system once it is available.

## I. Introduction

### A. Background and Methodology

Valley Metro commissioned WestGroup Research of Phoenix to conduct a telephone survey of residents in Maricopa County. The purpose of the survey was to measure awareness and attitudes residents have regarding the various transportation options offered by Valley Metro. This study also provides tracking data for comparison to the Regional Market Study conducted in 2003.

A total of 507, 14-minute surveys were completed with Maricopa County residents during September 2005. Calls were made by trained and experienced interviewers from the WestGroup Interviewing Center. The margin of error for the total sample is  $\pm 4.5$  at a 95% confidence level. Quotas were set for five regions within the county to provide statistically meaningful sample sizes for all areas of the Valley. However, in reporting the study results, data for the total sample will be weighted according to the actual population distribution in each region. Data from the individual regions will be reported as un-weighted data. Descriptions of the regions and the associated quotas and weighting percentages are listed in the table below.

Region Description	Quota	Weighting Percentage
<b>Northwest Valley</b> (Wickenburg, Surprise, El Mirage, Youngtown, Litchfield Park, Peoria and Glendale)	<b>113</b>	<b>22%</b>
<b>Northeast Valley</b> (Cave Creek, Carefree, Scottsdale, Fountain Hills, Paradise Valley, Salt River Indian Community)	<b>50</b>	<b>9%</b>
<b>Central Valley</b> (Phoenix)	<b>150</b>	<b>31%</b>
<b>Southwest Valley</b> (Buckeye, Goodyear, Avondale, Tolleson)	<b>50</b>	<b>3%</b>
<b>Southeast Valley</b> (Mesa, Queen Creek, Gilbert, Chandler, Tempe, Guadalupe, Apache Junction, Higley)	<b>144</b>	<b>34%</b>
<b>TOTAL</b>	<b>507</b>	<b>100%</b>

The following report summarizes the results of the cross-tabulated results of the survey. Differences by market segment, region and other demographics variables will be noted when meaningful. The cross-tabulated results for this study are available under separate cover.

**B. Personal Demographics**

As per established quotas, the residents were divided equally by gender (49% male and 51% female). About half of the residents were between the ages of 36 and 65 (49%) and 82% said they are Caucasian. Slightly more than two in five indicated they currently work full-time (43%); an additional 9% work part-time. Seven in ten (70%) said they have had at least some college education and more than half of those actually graduated from college (41% of total sample). The average household income for the total sample was \$65,500.

Other interesting personal demographics include:

- More than two-thirds of the residents indicated they have lived in the Valley for 11 or more years (68%).
- The average household size was 2.7 people.
- Four in five indicated they have access to the Internet (80%).
- On average, residents drive 14.4 miles to work, one way.

Tables 1a and 1b on the following pages show all demographic attributes of the study respondents.

**Table 1a: Respondent Demographics**

Characteristic	Total Sample (n=507)	Region				
		NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
<b>Gender</b>						
Male	49%	45%	52%	46%	42%	61%
Female	51	55	48	54	58	39
<b>Age</b>						
Under 26	10%	9%	20%	2%	10%	13%
26 to 35	12	9	14	8	12	17
36 to 45	14	16	24	18	11	15
46 to 55	20	19	16	20	21	20
56 to 65	15	19	16	22	14	13
66 to 75	16	17	4	20	19	13
76+	10	12	4	10	10	9
<b>Employment Status</b>						
Full-time	43%	43%	48%	38%	37%	49%
Part-time	9	7	18	10	9	8
Student	5	3	10	4	6	5
Retired	34	40	16	42	36	25
House spouse/ Not employed	9	7	6	4	10	11
<b>Education</b>						
Some HS or less	4%	5%	2%	-	4%	7%
HS graduate	24	24	28	18	23	28
Some college	29	29	26	12	33	29
College graduate	22	14	24	36	23	24
Graduate studies	19	26	16	34	17	12
<b>Income</b>						
Under \$30,000	15%	12%	6%	-	13%	23%
\$30K to \$49,999	17	21	12	12	17	16
\$50K to \$69,999	12	11	20	14	12	14
\$70K to \$99,999	15	15	22	18	13	14
\$100,000 or more	16	19	16	24	17	13
Average (000)	\$65.5	\$67.3	\$73.6	\$84.3	\$66.3	\$58.2



**Table 1b: Respondent Demographics**

Characteristic	Total Sample (n=507)	Region				
		NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
<b>Ethnicity</b>						
Caucasian	82%	85%	70%	92%	88%	71%
Hispanic	9	7	14	2	5	17
African American	3	4	4	-	1	5
Other	5	4	10	4	6	5
<b>Length of Residency</b>						
5 years or less	16%	19%	28%	20%	15%	13%
6 to 10 years	15	12	10	16	19	13
11 to 20	24	21	18	24	30	19
More than 20 years	44	48	44	40	36	55
<b>Average # in Household</b>	2.7	2.8	3.3	2.4	2.6	2.8
<b>Internet Access</b>	80%	76%	84%	86%	73%	75%
<b>Average # Miles to Work</b>	14.4	15.8	17.5	12.7	16.1	12.2
<b>Weekday Travel Times</b>						
Before 6 am	7%	10%	8%	4%	5%	8%
Between 6 and 9 am	24	27	28	28	21	24
Between 9 am and 3 pm	39	40	32	52	38	36
Between 3 and 6 pm	10	7	20	4	13	9
After 6 pm	6	6	4	2	6	9
It varies	12	9	4	6	16	13

### C. Ability to Travel Around the Valley

**About four in five residents, or 80%, reported they do not rely on others at all in their ability to get around the Valley.** Fourteen percent (14%) say they occasionally need to rely on others and 5% rely fully on others to travel around the Valley. These proportions are comparable to the results reported in the 2003 Annual Market study.

The highest proportion of those needing at least some assistance to travel around the Valley appear to reside in the Northwest (22% occasional + complete reliance) and the Central (21% occasional + complete reliance) regions. None of the 50 residents in the Northeast region noted they have to fully rely on others for transportation needs.

**Table 2: Ability to Travel Around the Valley**

Level of reliance	2003 Total (n=1044)	2005 Total (n=507)	2005 Region				
			NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
No reliance on others	79%	80%	77%	82%	90%	81%	77%
Occasional reliance on others	12	14	18	8	10	12	16
Complete reliance on others	5	5	4	6	-	6	5

*Which of the following best describes your ability to get around the Valley?*

## II. System Awareness and Image

### A. Awareness of “Valley Metro” Name

**When asked unaided to recall the name of the Valley’s transit system, about one in three Valley residents (34%) were able to do so correctly.** This is statistically significantly higher than the 23% recorded in the 2003 report. Unaided awareness was highest in the Northeast (40%) and Central (39%) areas of the Valley. In addition, residents from households of four or more (41%) and those under the age of 55 (43% vs. 20% of those over the age of 55) were more likely to be aware of the Valley Metro name unaided.

In addition to measuring unaided awareness of the Valley Metro name, aided awareness was also assessed. **Combined unaided and aided awareness results (total awareness) show slightly less than nine in ten Valley residents are aware of the Valley Metro name (87%; up from 78% in 2003).** Total awareness was strongest among those under the age of 55 (91%) and residents who have lived in the Valley for 16 or more years (91%). Of the market areas, the Southeast (90%) and Central (89%) regions had the highest levels of awareness overall.

**Table 3: Awareness of Valley Metro Name**

Awareness	2003 Total (n=1044)	2005 Total (n=507)	2005 Region				
			NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
Unaided Awareness	23%	34%	27%	34%	40%	31%	39%
Aided Awareness	55	54	56	50	42	59	49
<b>Total Awareness (Unaided + aided)</b>	<b>78%</b>	<b>87%</b>	<b>83%</b>	<b>84%</b>	<b>84%</b>	<b>90%</b>	<b>89%</b>

*What is the name of the transit system in the Valley? Valley Metro is the name of the transit system in the Valley. Have you heard that name before I just mentioned it now? (Among those not aware unaided.)*

## B. Perceived Image of Valley Metro System

Those aware of Valley Metro were asked to provide two words describing the local transit system. **Overall, 29% of the responses were of a negative connotation, 20% were positive, and 20% were neutral.** Of those who responded with a negative descriptive word, ‘inadequate/inefficient’ (9%) and ‘poor/bad’ (7%) were the most common responses. The Northeast region was the market area *most* likely to provide negative descriptive words (38%), while the Central region was the *least* likely to give negative descriptive words (22%). Interestingly, residents in the southwest area of the region were most likely to use the words “unavailable” or “unreachable” to describe the Valley Metro system (12% vs. 4% overall)

On the other hand, the most common positive responses were ‘good/satisfactory’ (11%) and ‘okay/fair’ (5%). Central area residents were those most likely to give positive descriptive words in response to this question. Those offering positive descriptors of the system were most likely to indicate the system is “good” or “satisfactory”

**Table 4: Impressions of Valley Metro System**  
(Among Those Aware of Valley Metro)

Image	2004 Non-Rider (n=407)	2005 Total (n=441)	2005 Region				
			NW (n=94)	SW (n=42)	NE (n=42)	SE (n=129)	Central (n=132)
<b>NET Negative</b>	<b>40%</b>	<b>29%</b>	<b>29%</b>	<b>33%</b>	<b>38%</b>	<b>32%</b>	<b>22%</b>
Inadequate/inefficient	19	9	4	10	14	12	7
Poor/bad	9	7	7	5	12	8	6
Unavailable/ unreachable	4	4	7	12	2	6	-
Slow	4	4	5	2	5	1	5
Non-existent	3	3	3	5	2	5	-
Unreliable/late	-	2	2	-	2	1	3
Inconvenient	7	2	-	-	2	3	2
Other negative*	2	3	3	1	1	3	5
<b>NET Positive</b>	<b>16%</b>	<b>20%</b>	<b>21%</b>	<b>14%</b>	<b>14%</b>	<b>16%</b>	<b>26%</b>
Good/satisfactory	-	11	14	7	7	8	14
OK/fair	8	5	2	-	-	4	11
Adequate/efficient	6	3	4	2	2	2	4
Useful/helpful	6	2	1	-	2	2	2
Better/improving	-	2	1	-	-	1	4
Cheap/economical	1	2	1	2	2	2	1
Other positive*	4	5	4	7	8	4	5
<b>NET Neutral</b>	<b>10%</b>	<b>20%</b>	<b>16%</b>	<b>17%</b>	<b>19%</b>	<b>18%</b>	<b>25%</b>
Bus/transportation sys.	-	6	4	5	5	5	8
Never used it	-	6%	8%	10%	7%	5%	4%
Don't know/NA	32%	29	29	31	24	33	26

*What two words would you use to describe the Valley Metro public transit system?*

\*Includes all responses with a consensus of 1% or less.

## C. Awareness of Valley Metro Services

### 1. Unaided Awareness of Services

Just as unaided awareness of the Valley Metro name has increased in the past few years, unaided awareness of Valley Metro local/city bus service has also increased significantly. **Currently, four in five of those aware of Valley Metro are aware (unaided) of the local/city bus services provided (80% vs. 60% in 2003).** Residents most likely to be aware of local/city bus service in 2005 include:

- Those under the age of 55 (86%).
- Residents with a college degree or higher education (89%).
- Northeast region residents (88%).

Although awareness of other services offered by Valley Metro has also increased, none have risen enough to be considered statistically significant changes. For example, awareness of Dial-a-Ride rose from 16% in 2003 to 18% currently. Also, awareness of vanpools was up 2% (to 6%) and Express bus service increased from 2% to 6%.

**Table 5: Unaided Awareness of Valley Metro Services – Total Mentions**  
(Among Those Aware of Valley Metro)

Services	2003 Total (n=1044)	2005 Total (n=441)	2005 Region				
			NW (n=94)	SW (n=42)	NE (n=42)	SE (n=129)	Central (n=132)
Local/City bus svc.	60%	80%	70%	79%	88%	83%	81%
Dial-a-Ride	16	18	22	7	26	11	21
Vanpools	4	6	2	5	10	7	7
Express bus svc.	2	6	6	2	10	2	8
Neighborhood circulator svc.*	2	4	5	5	2	2	7
Future light rail system	1	4	3	5	2	2	7
Carpool assistance	1	2	1	2	2	3	2
Other	6%	5%	6%	3%	2%	5%	5%
Don't know	15	18	23	19	14	18	14

*What services does Valley Metro provide? What others?*

\*(i.e., Flash/ ALEX/ GUS/Dash)

## 2. *Awareness of Specific Services (Net Unaided + Aided Awareness)*

In addition to measuring unaided awareness of the Valley Metro services, aided awareness of each service was also assessed. **Greater than nine in ten residents (93% NET unaided + aided) are aware that Valley Metro offers local/city bus service in the Valley.** This is noticeably higher than the 88% measured in 2003. Valley residents most likely to be aware of the local/city bus services include the following:

- Those between the ages of 36 and 55 (98% NET unaided + aided).
- Central and Northeast market area residents (97% and 96% NET unaided + aided, respectively).
- Valley residents of 16+ years (96% NET unaided + aided).

Almost all of the other services offered by Valley Metro also experienced increased NET awareness levels. **In fact, the largest increase of NET awareness of all Valley Metro services was for RAPID/Express bus service.** In 2003 about 43% of residents were aware (aided +unaided); however, current measures indicate slightly less than two-thirds (63%) are aware of RAPID/Express bus service as offered by Valley Metro. **Familiarity with the future light rail system also saw a significant increase (up from 67% in 2003 to 85% currently).**

**Table 6: Total Awareness of Valley Metro Services**

Services	2003 Total (n=1044)	2005 Total (n=507)	2005 Region				
			NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
Local/City bus svc.	88%	93%	88%	84%	96%	92%	97%
Future light rail system	67%	85%	85%	70%	96%	85%	83%
Dial-a-Ride	72%	77%	83%	60%	74%	70%	82%
RAPID/Express	43%	63%	59%	52%	56%	58%	75%
Vanpools	51%	52%	52%	42%	48%	56%	51%
Carpool assistance	40%	42%	41%	32%	38%	41%	45%
Neighborhood circulator svc.	35%	40%	39%	34%	42%	35%	46%
Telecommuting	19%	18%	21%	16%	18%	17%	16%

*Valley Metro offers a wide variety of services across the Valley or will be in the near future. I'm going to read you a list of these services. For each one, please indicate if you are aware or familiar with that service in the Valley.*

### 3. *Perception of Locations Accessible via Public Transit*

**Maricopa County residents feel the destination they could most likely reach via public transit would be the airport (56%).** However, the proportion of those expressing confidence in being able to reach the airport via public transit systems has declined somewhat since 2003 (down from 62%). Central area residents still retain this level of confidence (63%) (down from 62%). Central area residents still retain this level of confidence (63%). Two thirds (64%) of Central residents also are more likely than residents in the rest of the region (28% to 45%) to believe they could use transit to go shopping. Additionally, residents under the age of 35 are significantly more likely than those older to think there is currently transit service they could take to get to all of the locations tested. For example, 70% feel there is transit to get to/from the airport (vs. 52% of those over the age of 35).

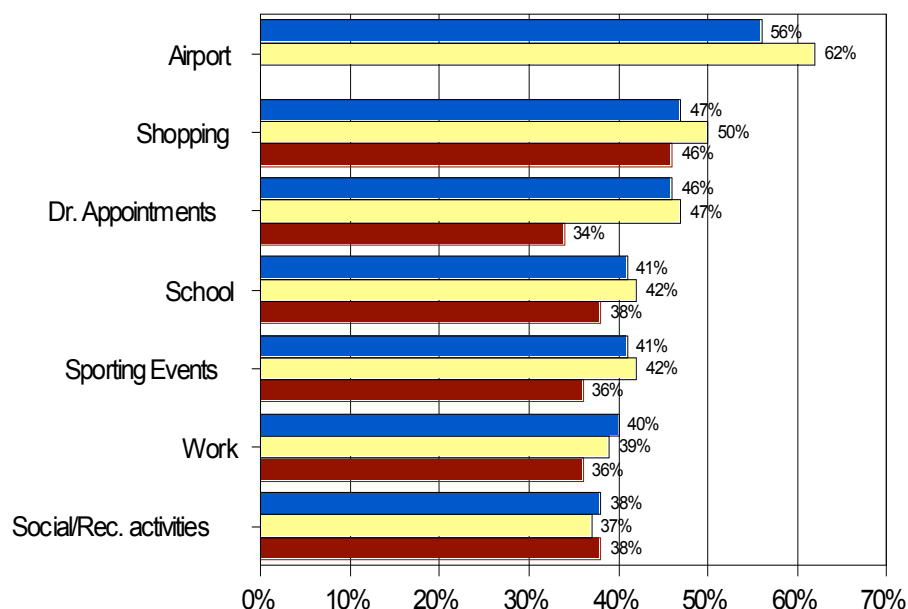
**Table 7: Perceived Locations Accessible by Public Transit**

Destinations	2003 Total (n=1044)	2005 Total (n=507)	2005 Region				
			NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
Airport	62%	56%	52%	44%	58%	52%	63%
Shopping	50%	47%	45%	28%	34%	39%	64%
Medical App'ts.	47%	46%	50%	30%	40%	36%	57%
School	42%	41%	34%	24%	38%	35%	57%
Sporting events	42%	41%	33%	28%	32%	38%	53%
Work	39%	40%	35%	28%	32%	33%	53%
Social/rec. activities	37%	38%	30%	22%	32%	33%	52%

*From what you know, do you think there is currently transit service that you could take to get...?*

## Locations Accessible by Public Transit

### Comparison of Results



### III. Advertising and News Story Awareness

#### A. Advertising Awareness

**One in four Valley resident recall seeing advertising in the past few months for Valley Metro services (27%).** This result is essentially the same as the 26% recorded in the 2003 Regional Market Study. Southeast region residents (31%) and those who have lived in the Valley for 16+ years (29%) were those most likely to recall seeing paid advertising for Valley Metro services in the past few months.

Those who recalled seeing paid advertising for Valley Metro recently were asked if they could remember where they saw the ad(s). **Many remember seeing television ads (47%), followed by print ads (22%) and ads on the buses (14%).**

**Table 8: Ad Awareness and Source**

Advertising	2003 Total (n=1044)	2005 Total (n=507)	2005 Region				
			NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
<b>Aware of Advertising</b>	<b>26%</b>	<b>27%</b>	<b>26%</b>	<b>22%</b>	<b>14%</b>	<b>31%</b>	<b>28%</b>
<b>Source*</b>							
TV	45%	47%	45%	36%	71%	44%	50%
Print ads	23	22	21	27	14	24	21
Ads on buses	21	14	21	18	-	9	19
Billboards	4	6	7	9	14	7	5
Radio	10	9	7	-	-	9	12
Direct mail	-	3	7	-	-	2	2
Web site	-	3	3	-	-	7	-
Other	6%	10%	3%	9%	-	16%	7%
Don't know	6	4	3	9	-	2	7

*Thinking of only paid advertising and not about news stories, in the past few months do you recall seeing or hearing any advertising about Valley Metro services? Where did you see the advertising for Valley Metro? (\*Among those aware of the advertising.)*



Those who recall seeing advertising within the past few months were asked if they could remember what the ad was about. **One in five noted the ad they saw was to encourage Valley resident to carpool (21%).** Southeast area residents remembered the carpooling message more than residents living in other market regions (29%). Other messages remembered by those aware of the Valley Metro ads included those about light rail (9%), services offered by Valley Metro (7%), and reducing air pollution (6%).

**Table 9: Recalled Advertising Message**  
(Among those aware of advertising)

Message	2003 Total (n=269)	2005 Total (n=138)	2005 Region				
			NW (n=29)	SW (n=11)	NE (n=7)	SE (n=45)	Central (n=42)
Carpool/ride the bus	17%	21%	17%	9%	14%	29%	14%
Light rail	7	9	14	9	43	7	5
Services offered	6	7	3	-	-	9	7
Reducing air pollution	4	6	7	-	-	4	7
Valley Metro (non-specific)	3	6	3	9	14	2	12
Route/schedule info.	6	5	3	-	-	4	7
High pollution advisories	1	4	7	-	-	-	7
They are hiring	5	3	7	-	-	-	5
New kinds of buses	1	3	-	-	-	4	5
Other	8%	10%	10%	18%	29%	7%	10%
Don't recall	45	39	48	54	-	38	38

*What was the message of the advertising that you saw? (Among those aware.)*

## B. Awareness of News Stories

Awareness of news stories about Valley Metro was somewhat higher than awareness of paid advertising for Valley Metro. **Nearly two in five residents, or 38%, remembered hearing or seeing news stories in the past few months.** Half of the Northeast market region residents recalled seeing these news stories (50%). Others highly likely to recall hearing/seeing news stories include those from households with three or fewer residents (43%), residents between the ages of 36 and 55 (43%), college graduates (or post graduates; 49%), and those with an annual income of \$50,000+ (47%).

Those aware of news stories within the past few months were also asked if they could recall what the news story was about. **A majority said the content of the news story focused on light rail construction (60%).** Others recalled seeing news stories about a possible strike (9%) and stories that encouraged Valley residents to ride the bus (4%).

**Table 10: News Story Awareness and Message**

News Stories	2003 Total (n=1044)	2005 Total (n=507)	2005 Region				
			NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
<b>Aware of News Stories</b>	<b>25%</b>	<b>38%</b>	<b>38%</b>	<b>34%</b>	<b>50%</b>	<b>33%</b>	<b>41%</b>
<b>Message Content*</b>							
Light rail construction	62%	60%	49%	47%	68%	62%	64%
Possible strike	-	9	12	-	8	2	14
Encouraging people to ride the bus	1	4	7	6	-	2	6
More routes/hours	6	3	5	-	-	2	5
High gas prices	-	3	7	-	4	-	3
Bus ridership	1	3	5	6	4	2	2
People crashing into buses	1	2	2	12	-	4	-
Budget cuts	1	2	2	-	4	-	3
Getting new buses	2	1	-	-	-	2	2
Other	11%	16%	20%	24%	16%	-	20%
Don't know	15	8	5	6	4	15	5

*What were those news stories about? (\*Among those aware of news stories.)*

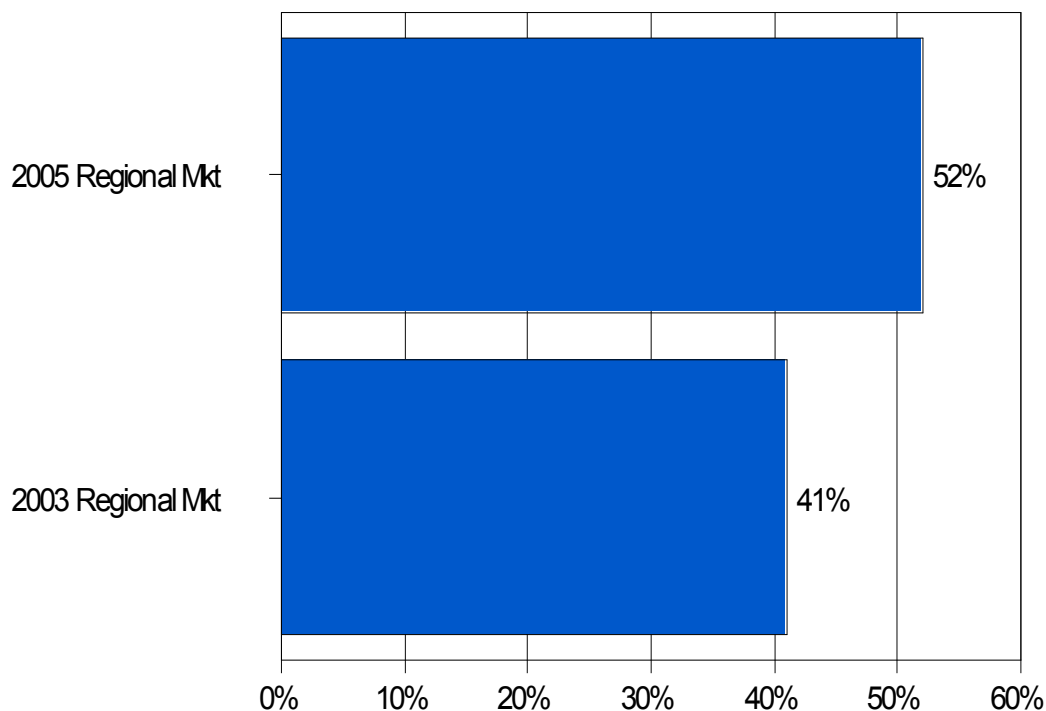
### C. Overall Awareness

**Combined advertising and news story awareness is approximately 52%.** This is significantly higher than the 2003 regional market study (41%). NET awareness of advertising and news stories about Valley Metro was significantly higher among the following demographic groups:

- Residents living alone (58%).
- Those between the ages of 36 and 55 (57%).
- Those who have graduated from college or have completed post graduate work (61%).
- Households with an annual income of \$50,000+ (59%).

## Overall Awareness of Valley Metro

### Advertising + News Stories



## IV. Public Transit and Alternate Mode Usage

### A. Alternate Mode Usage

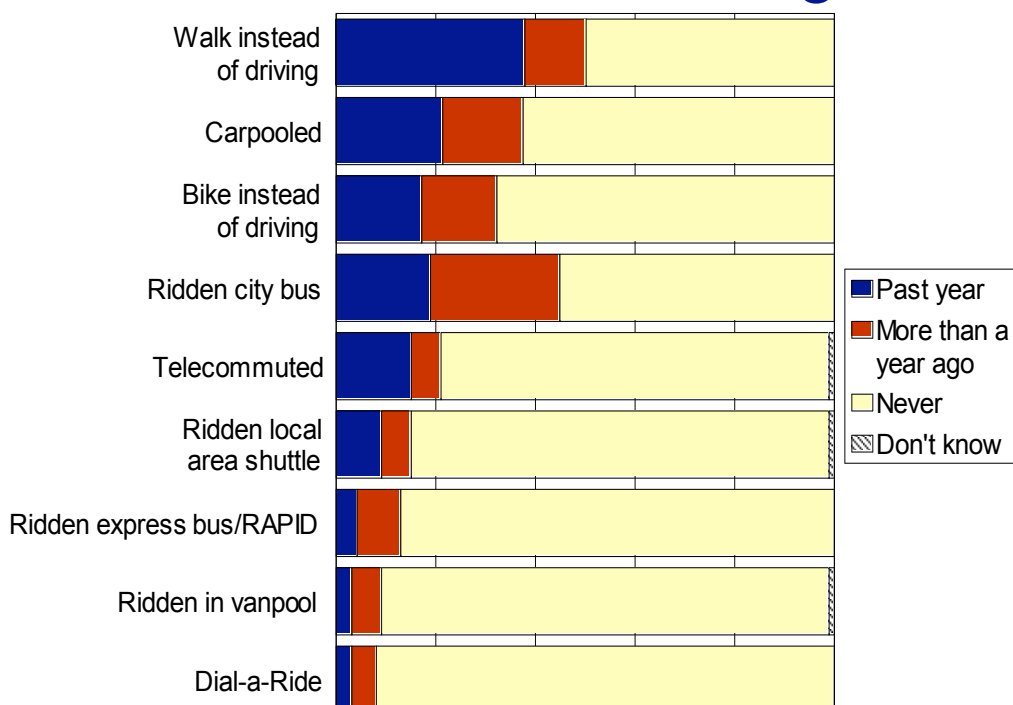
**Walking (39%) and carpooling (21%) are the two alternate modes of transportation residents were most likely to have used within the past year.** However, walking (51%), riding a city bus (45%), and carpooling (37%) are the top three alternative modes residents used the most in the past altogether. Overall, residents were less likely in 2005 to report using any alternate mode in the past year compared to responses in 2003.

Residents of the following demographic characteristics were those most likely to ridden a bus within the past year:

- Those with total reliance on others for getting around the Valley (42%).
- Residents under the age of 35 (38%).
- Households with four or more residents (24%).
- Those with a high school education or less (23% vs. 15% of college graduates).

In general, residents under the age of 35 were significantly more likely to have used alternate modes of transportation in almost every one of the modes tested (the two exceptions were vanpooling and Dial-a-Ride).

## Alternate Mode Usage



*I am going to list the various alternatives to driving alone. Please tell me when was the last time you used that mode, if ever.*

**Table 11: Alternate Mode Usage  
2003 Total Sample vs. 2005 Total Sample**

	2003 Past Year	2005 Past Year
Walk instead of driving	46%	39%
Carpooled	26	21
Ridden a city bus	21	19
Bike instead of driving	20	17
Telecommuted	20	15
Ridden a Local Area Shuttle	10	9
Ridden an express bus/RAPID	9	4
Ridden in a vanpool	7	3
Dial-A-Ride	3	3

**Table 11a: Alternate Mode Usage  
Northwest Region**

	2003 Past Year	2005			
		Past Year	More than a Year Ago	Never	Don't know
Walk instead of driving	37%	34%	10%	56%	-
Bike instead of driving	13	19	12	70	-
Carpooled	16	18	21	61	-
Ridden a city bus	15	16	26	58	-
Telecommuted	12	13	7	79	1
Ridden a Local Area Shuttle	8	5	8	87	-
Ridden an express bus	8	4	7	89	-
Dial-A-Ride	3	4	3	93	-
Ridden in a vanpool	4	3	9	88	-

**Table 11b: Alternate Mode Usage  
Southwest Region**

	2003 Past Year	2005			
		Past Year	More than a Year Ago	Never	Don't know
Walk instead of driving	41%	32%	12%	56%	-
Carpooled	33	24	16	60	-
Telecommuted	17	14	2	82	2
Bike instead of driving	14	14	14	72	-
Ridden a city bus	10	12	28	58	2
Ridden a Local Area Shuttle	9	2	2	96	-
Ridden in a vanpool	8	4	4	90	2
Ridden an express bus	7	4	2	94	-
Dial-A-Ride	2	2	2	96	-

**Table 11c: Alternate Mode Usage  
Northeast Region**

	2003 Past Year	2005			
		Past Year	More than a Year Ago	Never	Don't know
Walk instead of driving	53%	44%	8%	48%	-
Telecommuted	22	20	6	72	2
Ridden a city bus	19	14	24	62	-
Carpooled	20	12	20	66	2
Ridden a Local Area Shuttle	10	12	8	80	-
Bike instead of driving	18	10	20	70	-
Ridden an express bus	8	4	4	92	-
Ridden in a vanpool	8	2	-	98	-
Dial-A-Ride	3	-	4	96	-

**Table 11d: Alternate Mode Usage  
Southeast Region**

	2003 Past Year	2005			
		Past Year	More than a Year Ago	Never	Don't know
Walk instead of driving	50%	36%	12%	51%	1%
Carpooled	26	23	11	65	1
Bike instead of driving	24	16	15	68	1
Telecommuted	21	14	5	80	1
Ridden a city bus	17	11	21	67	1
Ridden a Local Area Shuttle	13	8	4	88	1
Ridden in a vanpool	9	4	6	89	1
Dial-A-Ride	4	2	5	92	1
Ridden an express bus	8	1	10	88	1

**Table 11e: Alternate Mode Usage  
Central Region**

	2003 Past Year	2005			
		Past Year	More than a Year Ago	Never	Don't know
Walk instead of driving	48%	41%	14%	44%	1%
Ridden a city bus	32	32	31	37	-
Carpooled	33	23	18	59	-
Bike instead of driving	23	20	16	63	1
Telecommuted	23	16	5	78	1%
Ridden a Local Area Shuttle	10	13	7	80	-
Ridden an express bus	11	6	11	83	-
Dial-A-Ride	3	4	8	88	-
Ridden in a vanpool	10	4	7	89	-

## B. Reasons for Not Using Public Transit

Those who have not used transit within the past year were asked if they agreed with a number of statements, which were common reasons given as to why people do not use public transit.

**Preference for driving one's own car was the top statement with which a majority agreed (85%).** 'The bus doesn't go where I need to go' and 'The bus stops are too far away' were the second and third most agreed with statements (58% and 52%, respectively).

Those with no or occasional reliance on others for transportation had three statements with which their agreement levels were significantly higher than those residents who noted they are fully reliant on others for getting around: 1) 'I prefer to drive my own car' (86%); 2) 'The bus doesn't go where I need to go' (59%); and 3) 'Riding the bus takes too long' (52%). All other statements tested had no significant different agreement levels between those who do not rely on others for transportation and those who are fully reliant on others for transportation.

**Table 12: Reasons for Not Using Public Transit**  
(Among those who have not used transit in the past year)

Reason	2005 Total (n=322)	2005 Region				
		NW (n=77)	SW (n=33)	NE (n=38)	SE (n=97)	Central (n=78)
I prefer to drive my own car	85%	82%	82%	87%	84%	88%
The bus doesn't go where I need to go	58	69	73	58	57	46
The bus stops are too far away	52	65	70	55	52	36
Riding the bus takes too long	51	49	64	63	44	55
Bus service isn't frequent enough	49	54	61	58	45	44
I don't know how to use the bus system	42	42	36	45	40	46
I'm waiting for the new light rail system	32	23	27	34	31	40
Bus stops are not safe	23	26	27	13	23	23
I'm uncomfortable being around the type of people who ride the bus	14	20	12	8	9	18
Buses are dirty	11	12	21	5	9	13
Buses are not safe	6	6	9	3	5	9

*People tell us different reasons why they do not use public transportation. You may or may not think the statements are true for you. I will read you several statements, and would like you to tell me which ones you agree are reasons you do not currently use public transportation here in the Metro Phoenix area.*



- In addition to a preference for driving their own vehicle, northwest residents are most likely to indicate that the bus does not go where they need it to (69%) and/or the bus stops are too far away (65%).
- Residents in the southwestern region of the Valley also are very likely to indicate that the bus does not go where they need it to (73%), the bus stops are too far away (70%) and riding the bus takes too long (64%).
- Northeast Valley residents also feel that riding the bus takes too long (63%).
- Central area residents who have not used public transit in the past year are more likely than those in other areas of the Valley to indicate they are waiting for the new light rail system (40%).
- Employed residents are more likely than those who are not employed to indicate they do not use transit because the bus does not go where they need it to (63%), riding the bus takes too long (63%), and bus service is not frequent enough (55%).
- Residents with household incomes over \$55,000 are more likely than those with lower household incomes to indicate that riding the bus takes too long (60%) and they are waiting for the light rail system (39%).
- Residents new to the Valley also indicated they are not using public transit currently because they are waiting for the light rail system (44%).

### C. Perceived Beneficiaries of Public Transit

**Approximately half of Phoenix-area residents feel everyone is a perceived beneficiary of public transit services (48%).** Central (59%) and Northeast (52%) region residents are those most likely to say everyone is a beneficiary of local public transit. Households with only one resident (55%) and those with at least some college education (51%) were also somewhat more likely to feel everyone benefits from public transit.

Other commonly perceived beneficiaries of public transit include people without cars (28%), the poor (17%), and people who cannot drive or who do not have a license (12%). Only one respondent (.2%) said no one benefits from having public transit.

**Table 13: Perceived Beneficiaries of Public Transit in the Valley  
Total Mentions**

Reason	2005 Total (n=507)	2005 Region				
		NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
Everyone	48%	44%	48%	52%	38%	59%
People without cars	28	30	30	16	28	29
Poor/low income	17	19	20	18	17	15
People who cannot drive/do not have a license	12	14	18	10	12	11
Elderly	8	11	10	4	8	6
Business/working people	8	10	8	8	10	7
Students	8	9	12	6	6	10
Young people	6	5	4	2	8	6
People with disabilities	6	9	8	2	5	5
People in metro area/live close to bus lines	3	4	-	2	4	1
No one	.2	-	-	-	1	-
Other	4	5	4	-	3	6
Don't know	3	-	4	4	8	1

*In your opinion, who benefits from having public transit in the Valley? Any others?*

## V. Motivating Factors and Propensity to Use Public Transit

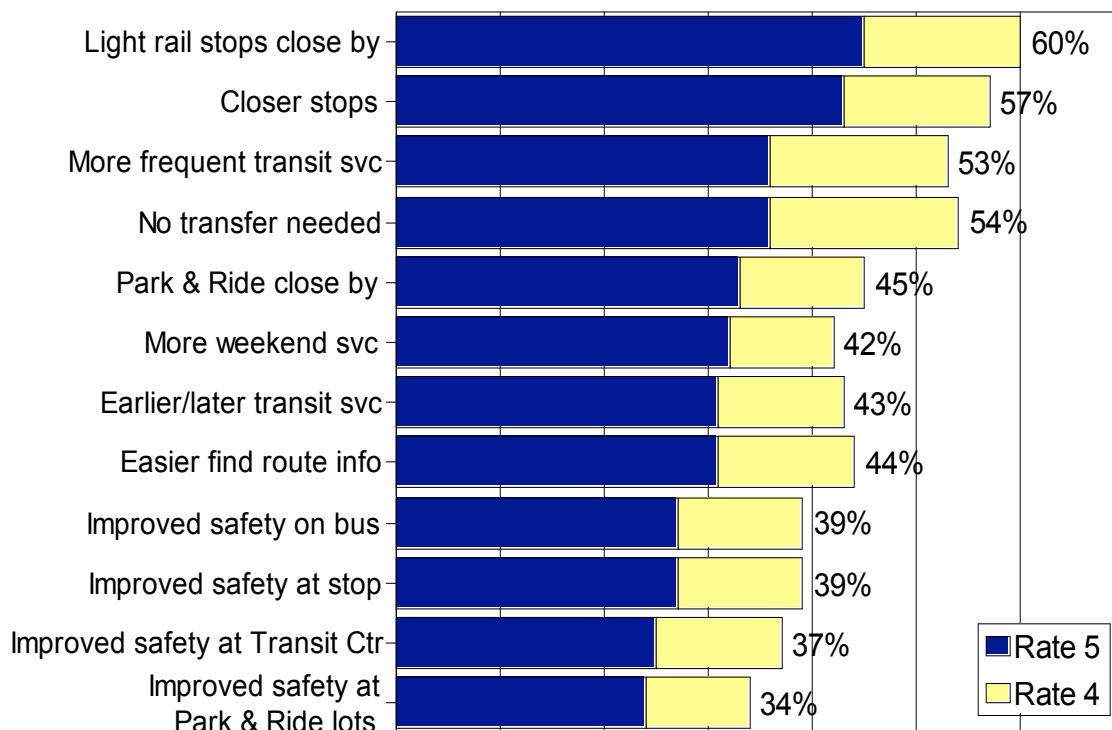
### A. Likelihood to be Motivated by Service Changes

**‘Light rail stops close by’ was the most motivating factor Valley residents felt would encourage them to use public transit (60% “4” or “5” rating where 5 = “very likely to motivate”).** The average rating for having light rail stops was 3.59.

Three other factors received combined four and five ratings from more than half of the residents, including ‘closer bus stops’ (57% combined 4 + 5 ratings), ‘no transfers needed’ (54% combined 4 + 5 ratings), and ‘more frequent transit service’ (53% combined 4 + 5 ratings). The least motivating factor was having ‘improved safety at Park & Ride lots (34% combined 4 + 5 ratings), which had an average rating of 2.85.

## Factors Likely to Motivate

*As rated on a 1 to 5 scale, where a "1" means "not at all likely" and a "5" means "very likely to motivate" you to use that service.*



**Table 14: Motivation by Service Change**  
 (Sum 4 + 5 ratings; "5" = "very likely to motivate" usage)

Motivating Factor	2003 Total (n=1044)	2005 Total (n=507)	Region				
			NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
Light rail stops close to your home and/or your destinations	66%	60%	59%	58%	76%	56%	60%
Stops closer to your home and/or your destinations	64%	57%	50%	52%	62%	56%	61%
No need to make a transfer between buses/ less time between transfers	55%	54%	46%	54%	56%	51%	61%
Increased frequency of transit service of any type	56%	53%	53%	42%	62%	54%	51%
Park and Ride convenient to your home	-	45%	41%	50%	60%	47%	41%
Easy to find info about routes & schedules	54%	44%	38%	42%	42%	42%	49%
Transit service available earlier or later in the day	47%	43%	31%	34%	40%	40%	51%
Increased service provided on the weekends	47%	42%	40%	44%	38%	38%	49%
Increase security and comfort on the bus	52%	39%	41%	42%	36%	37%	41%
Increased security and comfort at bus stop	52%	39%	41%	34%	36%	41%	38%
Increased security and comfort at transit center	-	37%	41%	34%	26%	31%	42%
Increased security and comfort at the Park and Ride	-	34%	35%	34%	32%	36%	31%

- Northeast region residents were particularly likely to note having light rail stops close would motivate them to use public transit (76% combined 4 + 5 ratings). In addition, they are also more likely than others to indicate they would be motivated by bus stops closer to their home/destinations (62%), increased frequency of service of any type (62%), and having Park and Ride lots convenient to their homes (60%).
- Central area residents indicate they would be motivated to use transit if bus stops were closer to their home/destinations (61%) and they did not need to make transfers or there was less time between transfers (61%).
- Younger residents were most likely to be motivated by light rail stops close by (72%), bus stops closer to home/destinations (67%), and no transfers or less time between transfers (71%).
- Residents with household incomes of at least \$50,000 indicate they would most likely be motivated by light rail stops closer to their homes (69%) and convenient park and ride locations (52%). Those with incomes under \$50,000 indicate they would be motivated to ride more often if there were more weekend service (46%).

## B. Propensity to Use Various Transportation Alternatives

Residents indicated they are most likely to consider using public transit in the form of sport and special events shuttles (54% rate 4 + 5 where 5="very likely) and half (52%) were likely to use the light rail service when it opens. Nor surprisingly, residents are least likely to see themselves using Dial-a-Ride service.

**Table 15: Likelihood to Use Public Transportation Options**  
(Sum 4+5 ratings; "5" = "very likely" to use type of public transportation)

Transit Types	2003 Total (n=1044)	2005 Total (n=507)	2005 Region				
			NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
Sporting/special event shuttles	na	54%	48%	52%	54%	53%	59%
Light rail service	56%	52%	50%	54%	64%	47%	55%
Express bus/RAPID	40%	42%	42%	40%	40%	40%	45%
Limited stop LOCAL bus service	na	39%	33%	42%	42%	36%	45%
Local city bus service	39%	38%	35%	30%	32%	34%	48%
Neighborhood circulators	32%	32%	24%	28%	24%	33%	37%
Dial-a-ride service	29%	28%	31%	20%	22%	30%	27%

*Assuming a convenient level of service throughout the Valley, please indicate how likely you would be to use each one of the following types of public transportation. Use a scale of 1 to 5 where a "1" means "not at all likely" and a "5" means "very likely."*

- Central market residents indicated their likelihood to use transit to use sporting or other special event shuttles was the highest of all Valley residents (59% rate 4 + 5), as was their likelihood to use local city bus service (48%) and neighborhood circulators (37%).
- Valley residents under the age of 35 are significantly more likely than those older (especially those over the age of 55) to indicate they are more likely to use public transit on four of the seven services tested. The four services include use of sporting/special event shuttles (62% rate 4 + 5), light rail (58% rate 4 + 5), limited stop local bus service (49% rate 4 + 5), and local bus service (46% rate 4 + 5).
- Employed residents are more likely than those not employed to indicate a likelihood to use sporting and special event shuttles (58%) as well as the future light rail service (57%). The same is true for residents with incomes over \$50,000 (sporting events 58% and light rail service 59%).
- As expected, older residents and those complete reliant on others for transportation are most likely to indicate they would use Dial-a-Ride service (38% and 52%, respectively).

### C. Circumstances for Consideration of Public Transit

Next, Valley residents were asked under what circumstances they would be willing to consider using public transit. **Three in ten residents indicated they would consider using public transit ‘if their car broke down or if they did not have a car to use’ (29%).** If there were ‘more convenient bus stops/locations’ (12%) was the second most common circumstance cited; similarly, having the bus ‘available in my area’ (7%) was also frequently named. It is also interesting to note the increase in use of ‘save rider money/gas prices keep rising’ as a circumstance to consider riding the bus (up from 1% in 1999 to 7% currently).

**Table 16: Circumstances for Consideration of Public Transit  
Total Mentions**

Responses	2005 Total* (n=507)	Non-rider 2004 (n=252)	Non-rider 1999 (n=292)	Non-rider 1988** (n=867)
If car broke down/did not have car	29%	14%	8%	na
More convenient stops/locations	12	6	na	na
Available in my area	7	14	5	na
Saved rider money/gas prices keep increasing	7	6	1	na
Get places in same amount of time	6	25	18	na
Rail instead of bus	4	3	10	na
Limited stop service	4	2	7	na
No transfers	3	6	15	17%
Evening service	3	1	16	14
Service to sporting events/downtown	3	3	-	-
Lost license/can't drive anymore	3	-	-	-
Adjustable work hours	2	3	11	-
Guaranteed ride home in emergency	2	1	3	na
Already ride the bus/consider it	2	-	-	-
Increased bus frequency	1	-	-	-
In an emergency/no other option	1	-	-	-
Use to go shopping	1	-	-	-
If did not need car for work	1	-	-	-
Would not ride under any circumstance	7	na	na	na
Other	7	na	na	Na
Don't know	12	na	na	na

*Under what circumstances would you be willing to consider using public transit? What else?*

*\* Prior to 2005 responses were among those indicating a “very good,” “good,” or “fair” chance of using transit in the future. \*\*In 1988, question worded: Which of these ideas would you say would be important to you?*

#### D. Likelihood to Use Transit to Specific Destinations

In the next series of questions residents were asked how likely they would be to use public transit to travel to specific Valley destinations. **For two of the destinations more than half of Valley residents indicated they would be at least somewhat likely to use public transit to get there: the airport (63% very + somewhat likely) and sporting and entertainment venues (56% very + somewhat likely).** Residents were least likely to believe that they or someone in their household would use public transit to go shopping (35%) or go to school (31%).

**Table 17: Likelihood to Use Transit to Specific Destinations**  
(Percent “Very” + “Somewhat likely” ratings)

Destinations	2005 Total (n=507)	2005 Region				
		NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
Airport	63%	58%	66%	68%	64%	65%
Sporting/entertainment venues	56%	50%	58%	58%	55%	59%
Social/Recreational	44%	42%	38%	38%	44%	48%
Work	42%	41%	50%	40%	37%	49%
Medical appointments	40%	39%	32%	36%	33%	50%
Shopping	35%	37%	30%	28%	30%	42%
School	31%	34%	36%	24%	24%	39%

*For each of the following locations, please indicate how likely you or someone in your household would be to use public transit to get to each location. Would you be very likely, somewhat likely, not very likely, or not at all likely to...?*

- In general, residents living in the central area were more likely than residents in the other areas of the Valley to indicate they or someone in their household would use transit to reach all the destinations queried.
- Younger residents also are more likely than older residents to report they would use public transit to reach all of the destinations.
- Employed residents were more likely than those not employed to indicate they or someone in their household would use public transit for sporting event/entertainment venues (62%), to go to the airport (69%), and to go to work (55%). Non-employed residents were more likely to indicate they would use transit for medical appointments (48%) and shopping (41%).
- Residents with higher incomes also were most likely to indicate they would use public transit to go to sports and entertainment venues (65%) or the airport (71%). Those with lower household incomes were more likely to indicate they might use public transit to go shopping (46%).



- Residents with four or more members in their household were more likely than those living in smaller households to report they might use public transit to go to school (28%), work (54%), to social or recreational activities (58%), and to sporting and entertainment venues (68%).

### E. Most Likely Destination Using Transit

**The one specific place or location Valley residents are most likely to use public transportation to get to is to work (23%).** Those most likely to indicate they would be most likely to go to work using public transit were Southwest region residents (30%), those between the ages of 36 and 55 (40%), households with four or more residents (30%), and residents with college degree/post graduate degree (29%).

**Three other destinations were also named by more than one in ten residents, including the airport (13%), sporting events (13%), and mall/shopping center (12%).** Only 6% say they would never use public transit to get to any Valley locations. Residents living in the northeast portion of the Valley were more likely than all other residents to indicate they would use public transit to get to the airport (24% vs. 13% overall). East Valley residents (12% northeast and 13% southeast) were more likely than other residents to indicate they would use public transit to get to Downtown Phoenix.

**Table 18: Most Likely Destination using Transit**

Destinations	2005 Total (n=507)	2005 Region				
		NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
Work	23%	19%	30%	20%	22%	28%
Airport	13	11	18	24	12	13
Sporting events	13	14	8	10	12	13
Mall/shopping center	12	10	12	10	12	13
Downtown Phoenix	9	9	4	12	13	5
Medical appointments	5	7	4	4	4	7
College/ASU	2	-	6	2	2	2
Social/recreational activities	2	3	2	2	1	3
Grocery store	2	4	-	-	2	2
Grade school/high school	1	-	-	2	1	1
Downtown Tempe	1	-	-	-	1	1
Would never use public transportation	6%	8%	6%	2%	8%	4%
Other	2	3	-	-	1	3
Don't know	10	13	10	12	9	7

*What one specific place would you or someone in your household be MOST likely to go to using public transportation if it were more convenient?*

## VI. Media Usage

### A. Primary Source of News and Information

The top four sources of news and information for Valley residents are local television newscasts (64%), local newspapers (37%), the Internet (17%), and radio news and information programs (17%). Internet usage is heaviest among those under the age of 55 (24% vs. 9% of those over 55), those with household incomes of \$50,000 or more (24%), and among those with a college degree (24%). Television usage is highest among females (68%) and those with household incomes under \$50,000 (73%).

**Table 19: Primary Source of News and Information  
Total Mentions**

Source	2003 Total (n=1044)	2005 Total (n=507)	2005 Region				
			NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
Local television newscasts	53%	64%	58%	70%	62%	64%	69%
Local newspapers	24	37	44	42	44	32	35
Internet	7	17	18	16	18	20	13
Radio news/ info.programs	14	17	20	18	6	17	18
Network National TV newscasts	8	11	9	4	10	13	11
Cable news stations	4	10	12	6	12	8	12
News or information magazines	7	2	1	-	2	4	3
Television info. programs	4	2	1	-	4	3	1
Satellite news stations	-	1	3	-	-	-	1
Other	9	-	-	-	-	-	-
Don't know	3	4	2	2	4	5	5

*Which source would you say is the one you rely on the most for news and information in general?*

## B. Likely Source of Information about Transit System

**The Internet has now become the most common resource that Valley residents would use to find information about riding the bus (mentioned by 44%; up from 23% in 2003).** Calling Valley Metro is the second most likely source (32%), followed by looking in the Yellow Pages (20%). Proposed usage of the Bus Book is down significantly from 2003 (6% from 17%).

Those most likely to use the Internet include:

- Residents with incomes over \$50,000 annually (63%)
- Those between the ages of 36 and 55 (60%)
- College graduates (58%)
- Employed residents (57%)

It should be noted, though, that those with complete reliance on others for transportation needs are significantly less likely to use the Internet to get information about public transit (21%). Instead, these residents are more likely to call the advertised phone number (46%) as are older residents (40%). Younger residents are more likely than older residents to indicate they would look to the Bus Book for information about the system (14%).

**Table 20: Source of Information about Transit System**

Response	2003 Total (n=1044)	2005 Total (n=507)	2005 Region				
			NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
Internet	23%	44%	43%	56%	48%	46%	41%
Call advertised number	24	32	29	30	36	30	35
Yellow pages	14	20	21	12	18	19	20
Bus Book	17	6	10	4	2	3	10
Newspaper	6	4	3	6	2	6	3
Bus stops/shelters	5	2	1	2	2	1	3
Friends/family member	5	2	2	-	2	1	3
Library	3	2	-	-	4	2	2
Distributed at work	2	2	2	2	2	2	1
Television	2	1	1	4	-	-	3
Convenient locations	1	1	1	-	-	1	1
In the mail	-	1	1	-	-	1	1
Other	5%	6%	1%	4%	-	5%	7%
Don't know	14	8	7	12	8	12	5

*How would you go about getting information about riding the bus?*

### C. Most Effective Communication Method

**One-fourth of Valley residents say the best way for Valley Metro to communicate information to local residents about public transit systems is through a direct mail piece (28%).** Television (20%), newspapers (18%), and the Internet (15%) are also mentioned as effective communication methods.

**Table 21: Most Effective Communication Method**

Method	2005 Total (n=507)	2005 Region				
		NW (n=113)	SW (n=50)	NE (n=50)	SE (n=144)	Central (n=150)
Direct mail	28%	30%	34%	30%	25%	27%
Television	20	16	10	10	19	27
Newspaper	18	16	24	28	21	14
Internet/e-mail	15	13	20	16	17	13
Radio	2	4	4	-	4	-
Bus shelters	2	4	-	-	2	2
Information on buses	1	3	-	2	-	2
Information at work	1	1	2	2	1	-
Bus Book	1	1	-	-	1	1
Flyers	1	1	-	2	1	1
Other	5%	6%	-	4%	5%	6%
Don't know	6	5	6	6	6	7

*What would be the best way for Valley Metro to inform you about the services it offers to Valley residents?*