



# 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:**

<b>Anchorage</b>	<b>n= 238</b>
<b>Eagle River, Chugiak</b>	<b>n= 34</b>
<b>Girdwood</b>	<b>n= 2</b>

<b>Fairbanks</b>	<b>n= 35</b>
<b>North Pole</b>	<b>n= 2</b>

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



## 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%



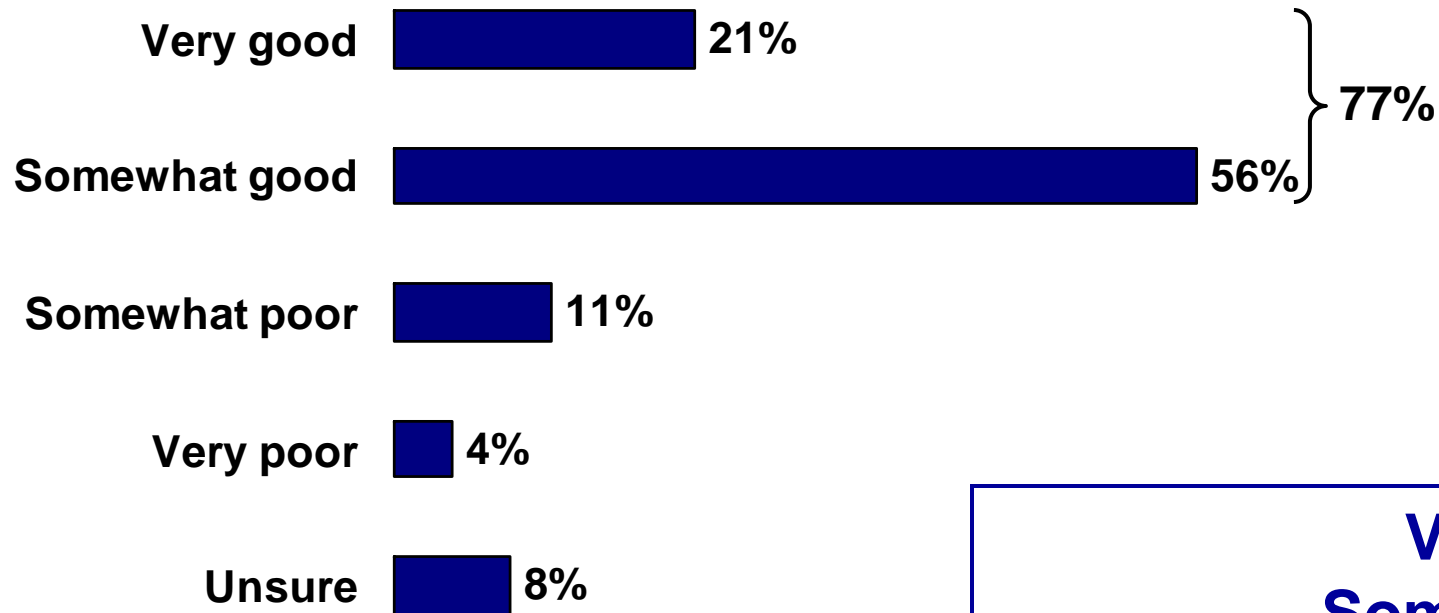
# OVERALL IMPRESSION:

What is your overall impression  
of \_\_\_\_\_?  
*(public transportation named)*



# OVERALL IMPRESSION:

[Among respondents who knew name]



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

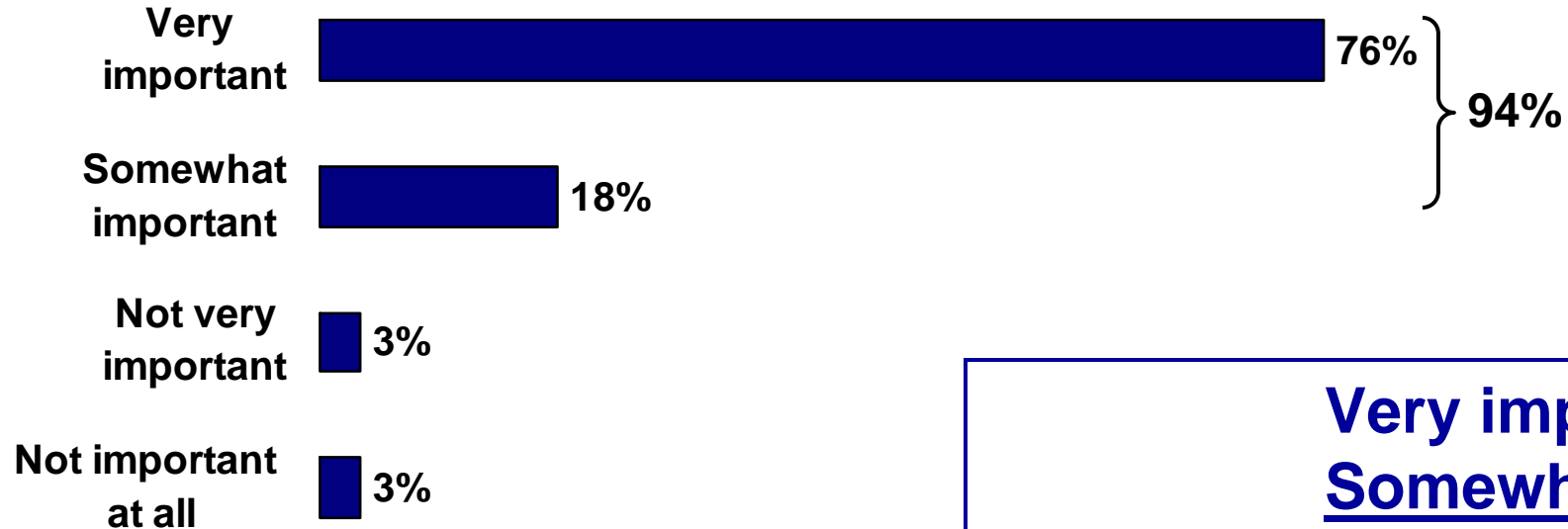


# IMPORTANCE OF PUBLIC TRANSIT:

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



# IMPORTANCE OF PUBLIC TRANSIT:



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

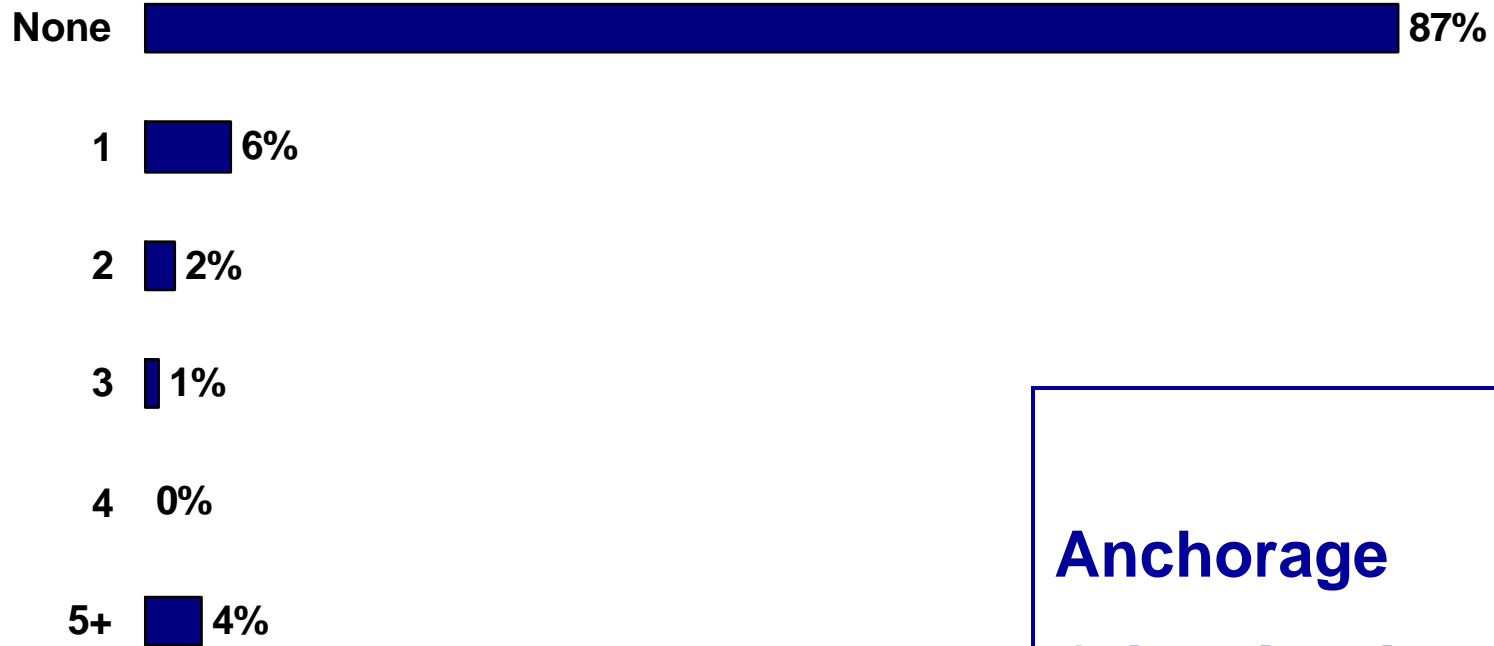


## FREQUENCY OF USE:

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>
<b>Anchorage</b>	<b>88%</b>
<b>Other Alaska</b>	<b>86%</b>



# 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%



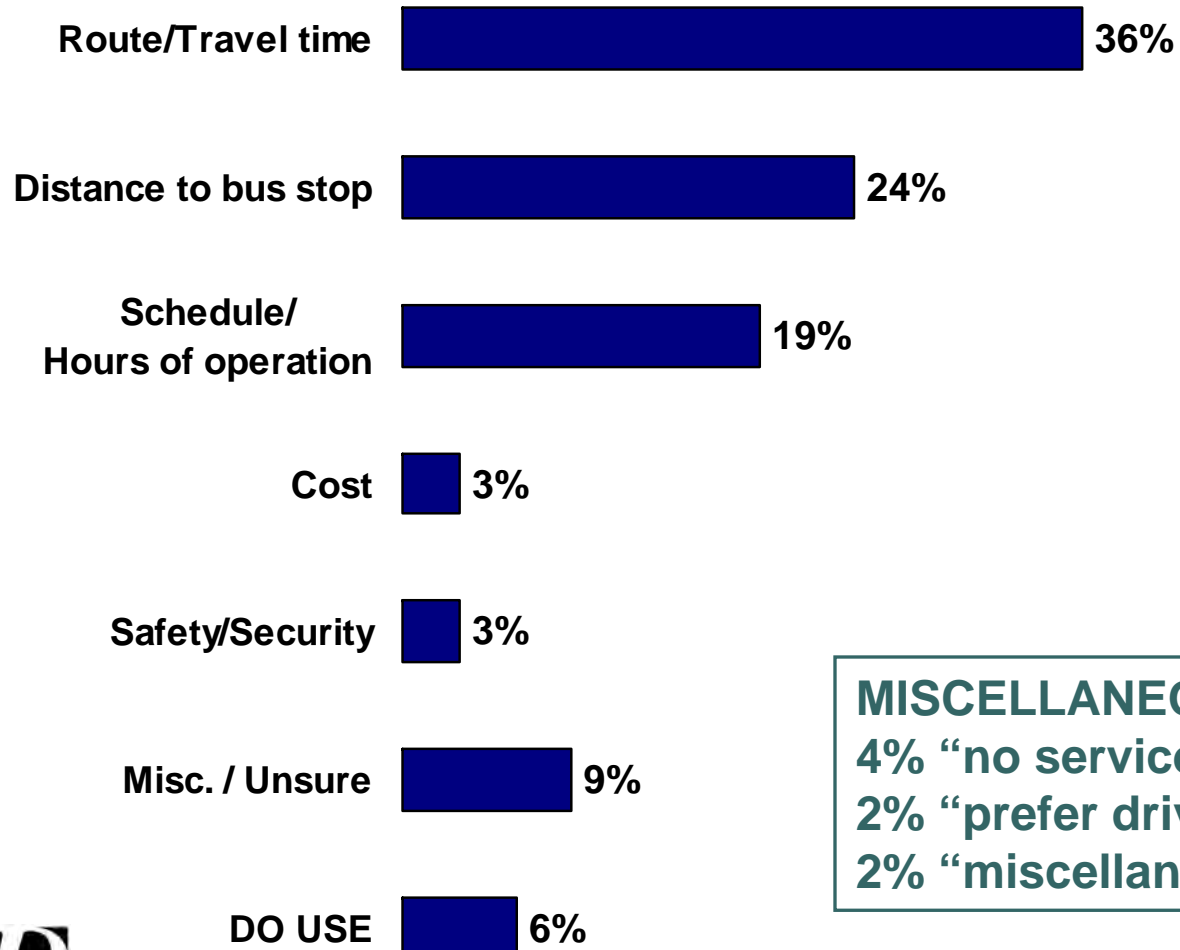
## REASONS FOR NON-USE:

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>
<b>Anchorage</b>	<b>35%</b>	<b>24%</b>	<b>19%</b>
<b>Other Alaska</b>	<b>36%</b>	<b>23%</b>	<b>19%</b>



# LOCAL TRANSPORTATION PRIORITIES:

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

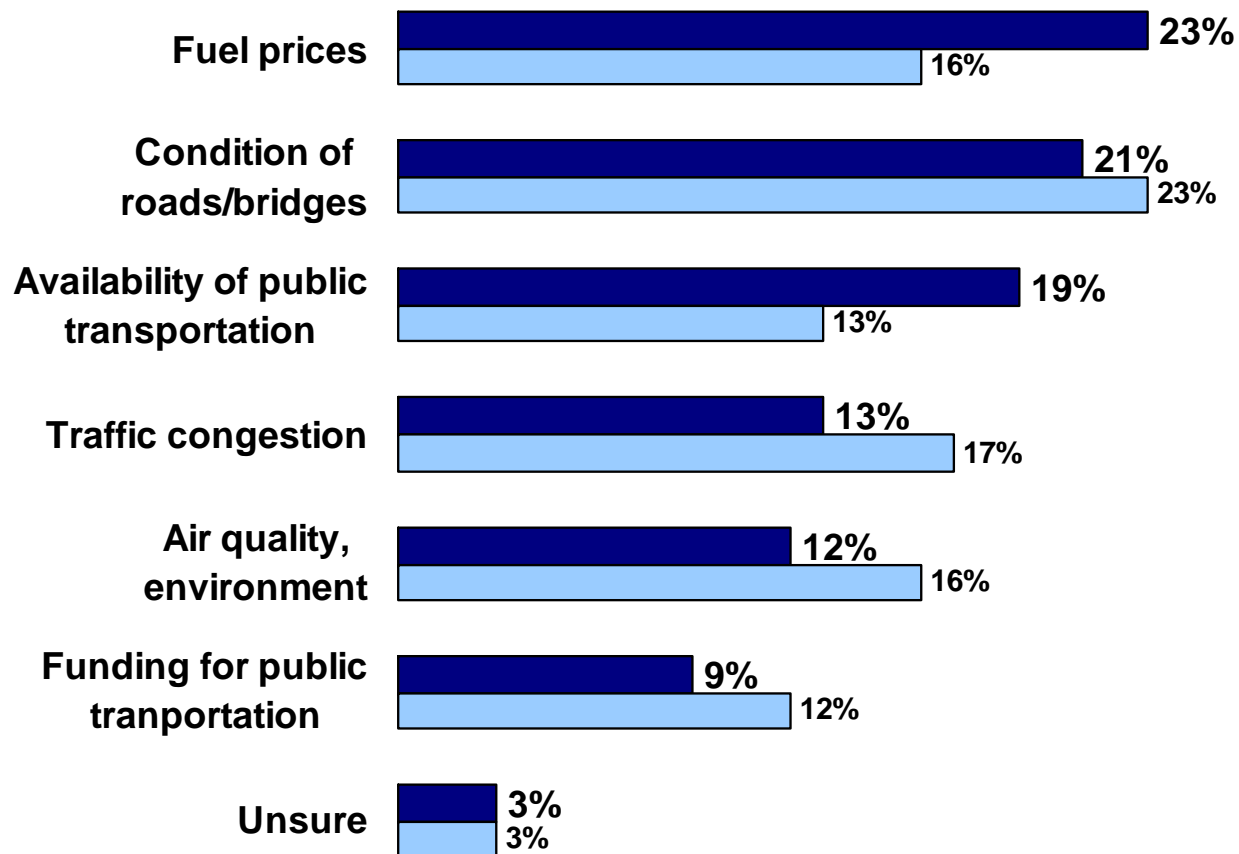
Please tell me which issue is most important to you.

- 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:



■ 1st Mention  
■ 2nd Mention



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# LOCAL TRANSPORTATION PRIORITIES: (Top Mentions)

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



# SUPPORT MOST TO HELP FUND TRANSPORTATION:

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

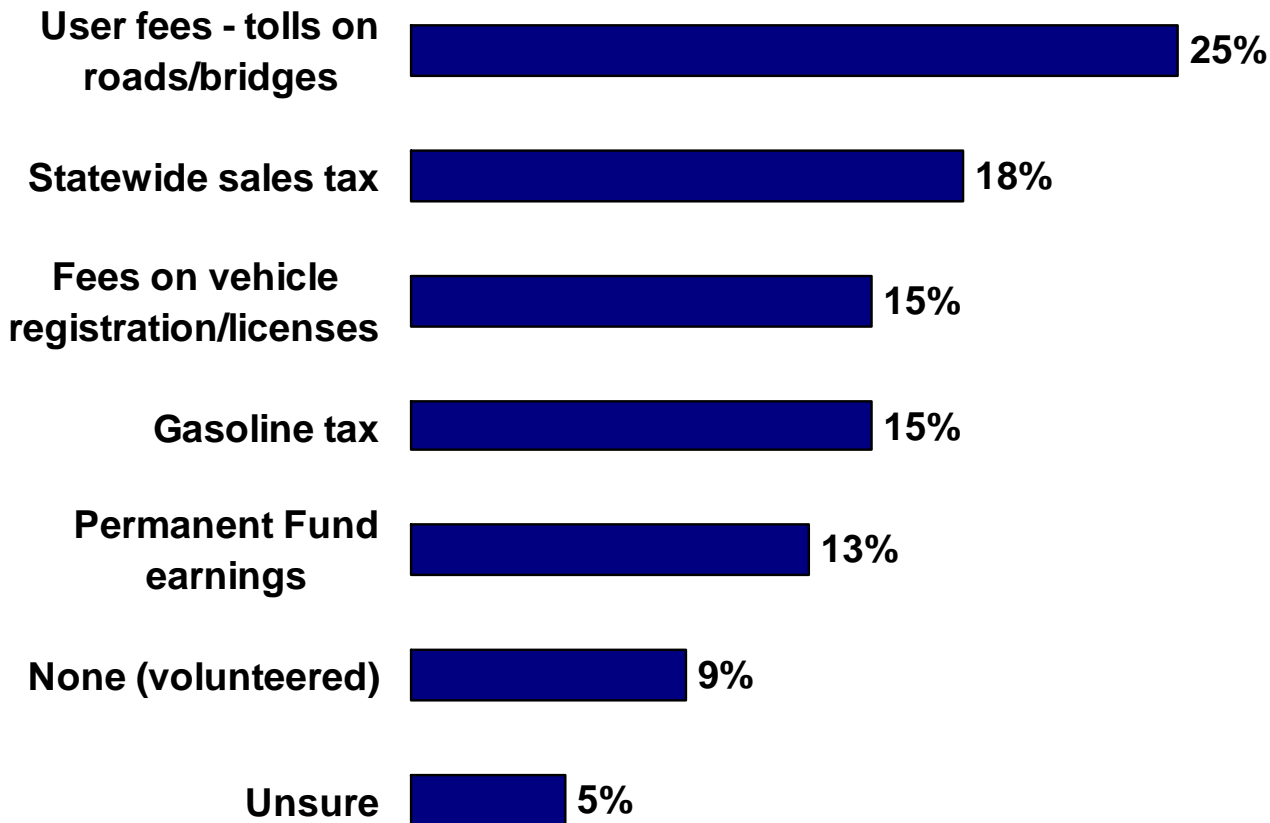
- Using Permanent Fund earnings
- Statewide sales tax
- Gasoline tax
- User fees – tolls on roads or bridges
- Fees on car registration & drivers' licenses



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# SUPPORT MOST TO HELP FUND TRANSPORTATION:



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# 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>
<b>Anchorage</b>	<b>25%</b>	<b>20%</b>	<b>14%</b>	<b>14%</b>	<b>14%</b>
<b>Other Alaska</b>	<b>24%</b>	<b>15%</b>	<b>17%</b>	<b>19%</b>	<b>11%</b>

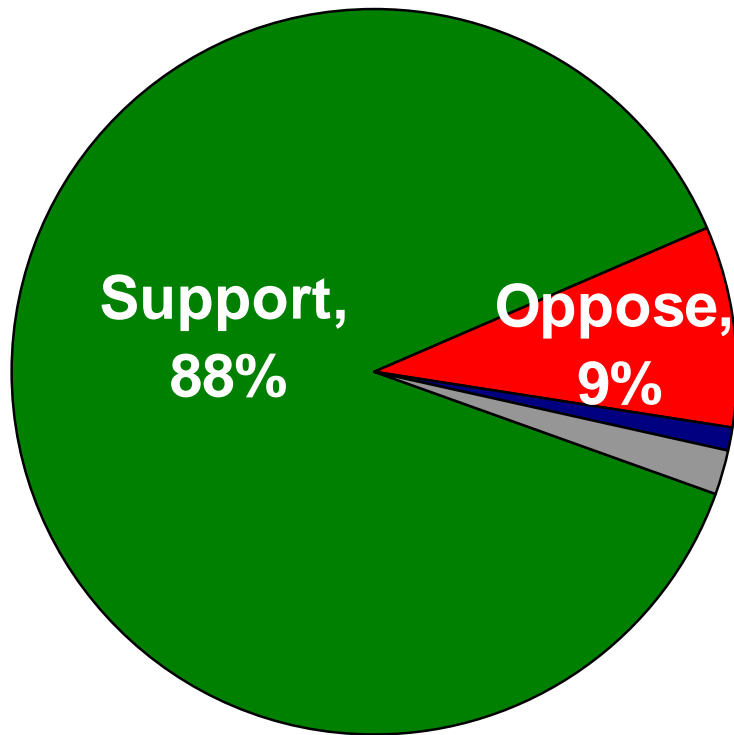


## LOCAL/STATE MATCH:

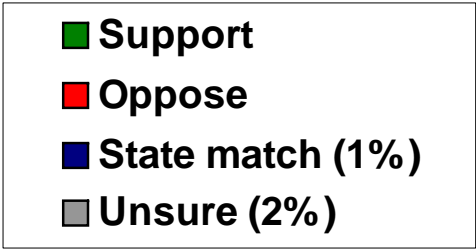
Do you support or oppose the state and local governments providing matching funds for public transportation, where the federal government pays 80% and the local and state match is 20%?



# LOCAL/STATE MATCH:

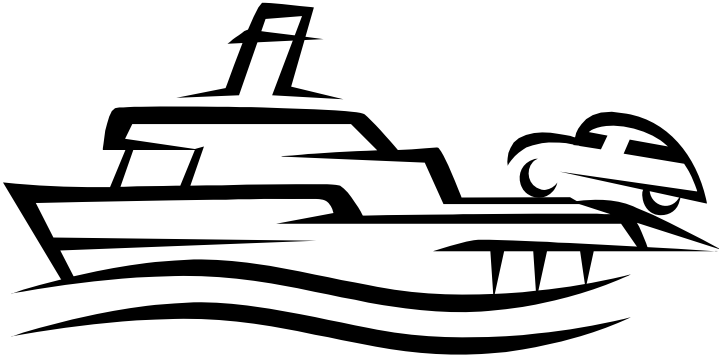
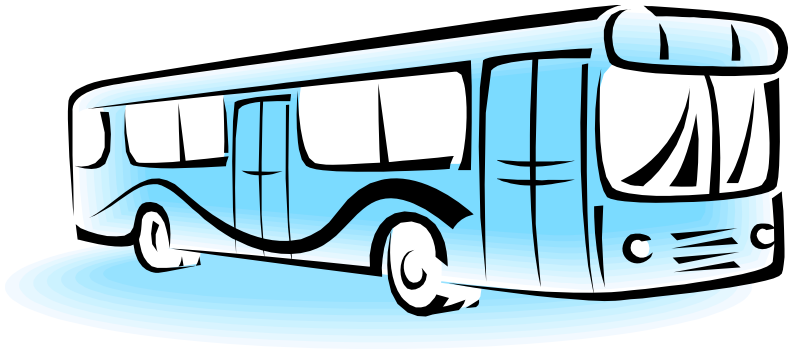


	<u>Support</u>
Anchorage	85%
Other Alaska	92%





# 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



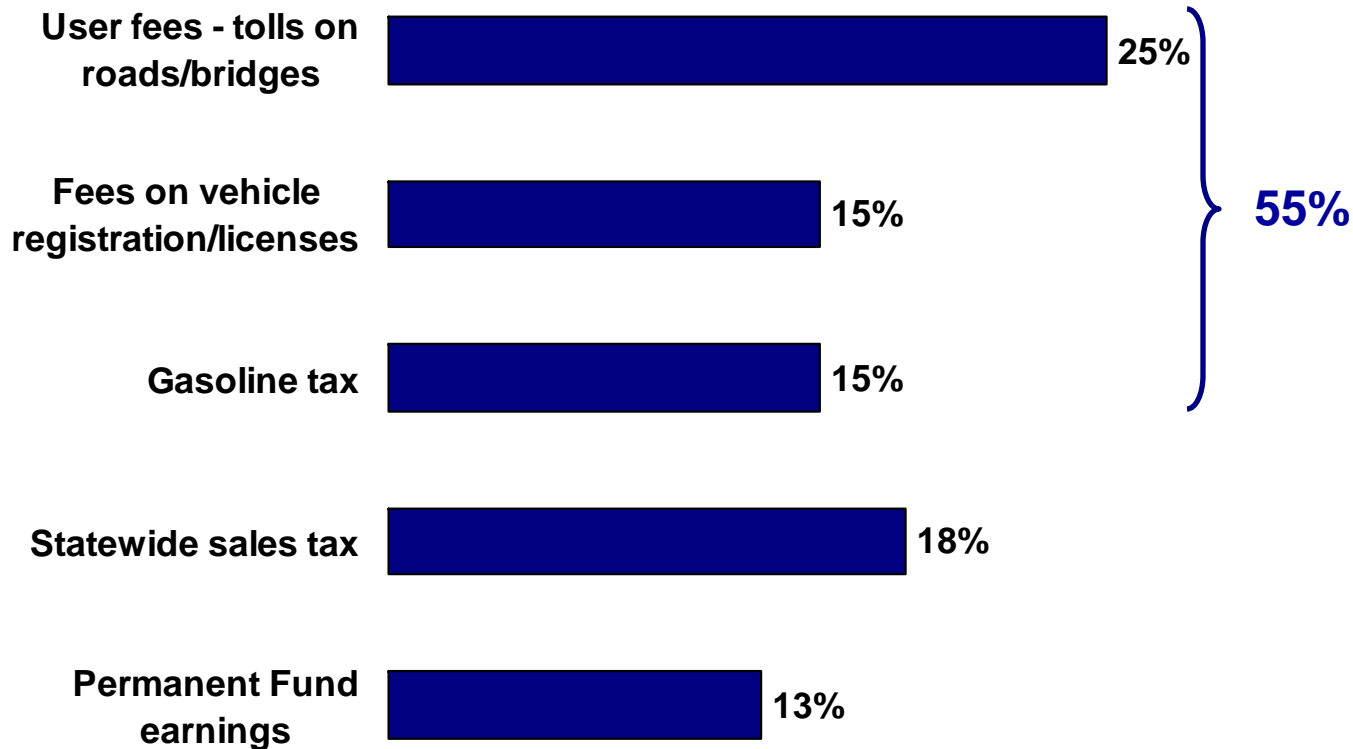
## SUMMARY:

- **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”**



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## 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?

