

## Appendix B

### Telephone Survey Summary



# St. Johns County Transportation Study

Prepared for PBS&J  
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March 22, 2011



# Introduction & Background

- ▶ The primary purpose of this study was to discover the public's knowledge about and attitudes toward the St. Johns County Council on Aging and the Sunshine Bus Company and the services these entities provide
- ▶ The research can be divided into several more specific areas:
  - ▶ Measuring the level of awareness within St. Johns County for both the Council on Aging (COA) and the Sunshine Bus Company
  - ▶ Determine the level of usage for the services that the COA provides
    - ▶ Determine reasons for not using the services provided
    - ▶ Find which ideas are more likely to increase the use of these services
  - ▶ Evaluate the levels of importance regarding public transportation
  - ▶ Determine how the COA and Sunshine Bus Company are regarded in terms of service and value to entire community
  - ▶ Measure advertising effectiveness
  - ▶ Determine attitudes about public transportation in general
  - ▶ Create a demographic profile of the respondents



# Methodology

- ▶ Research Consultant: Ulrich Research Services, located in Orange Park, Florida
- ▶ Data Collection: Telephone
- ▶ Data Processing: SPSS
- ▶ Dates: Interviews were conducted February 24-28, 2011
- ▶ Sample: Listed sample targeting households in St. Johns County
- ▶ Screening Criteria: Residents 18 years and older
- ▶ Sample Size: Quota of 150
- ▶ Range of Error: +/-8% at a 95% level of confidence
- ▶ Average Interview Length: Ranged from 8 to 15 minutes



# Respondent Profile

- ▶ A total of 150 St. Johns County residents were interviewed
- ▶ Respondents were generally white (86%), with 6% African American, 5% Asian, and 3% other minorities
- ▶ Nearly all (96%) reported to be year-round residents
- ▶ Nearly two-thirds (64%) are not employed outside the home, which is reflective of a high retirement population residing in St. Johns County
- ▶ The majority (86%) have an annual household income of \$30,000 or more
- ▶ The overall level of education is high.
  - ▶ 71% had attended at least some college, with 42% achieving an Associate or Bachelor degree and 12% holding a Masters of PhD
  - ▶ Less than 2% did not obtain a high school diploma
- ▶ Most respondents did not have a child 8-18 in the home (74%),
- ▶ The majority have someone 65 or over living in their household (72%)
- ▶ Nearly all respondents (95%) have an automobile available for their use, indicating a population that is not dependent on public transportation



# Summary of Findings

- ▶ The St. Johns County Council on Aging (COA) and the Sunshine Bus Company both are well-known within St. Johns County
  - ▶ The Sunshine Bus Company easily had the highest unaided awareness of any transportation company in the survey (58%) as well as the highest total awareness (90%)
  - ▶ The COA had the second highest unaided awareness of organizations serving St. Johns County (30%) and had a total awareness of 89%
- ▶ 59% of respondents were able to name at least one service provided by the COA or Sunshine Bus Company
  - ▶ The services most likely to be mentioned were Sunshine Bus Company (25%), Elderly Transportation Service (17%), and Bus Service (16%)
- ▶ This is contrasted against 80% of those surveyed not being able to recall any ads for anything relating to public transportation
  - ▶ The advertising forums where ads were most likely to be remembered were magazines (8%), newspapers (5%), and the sides of transit vehicles (4%)
- ▶ The level of awareness mentioned above is especially impressive considering that only 11% of those surveyed had ridden on a COA vehicle previously and only 10% of those surveyed had a family member who had used COA services



# Summary of Findings *continued...*

- ▶ COA services were rated highly by those who felt comfortable rating said services
  - ▶ 51% were unable to give a general overall rating of COA services
  - ▶ 39% rated the services as 'good' or 'very good,' while only 3% rated the services as 'poor' or 'very poor'
- ▶ Respondents looked very favorably on the value of a \$1 fare for a one-way ticket on the Sunshine Bus
  - ▶ 60% of those surveyed stated it was a 'very good' value and 19% stated that the value was 'good'
  - ▶ No respondent stated the value was 'poor' and only 6% rated the value as 'average'
- ▶ There was strong consensus on three strategies as the best way to improve St. Johns County's transportation system
  - ▶ The strategy that was most often thought of as the most important was "Expand public transportation services" (30%), however only 83% of respondents found this strategy to be 'very important' or 'somewhat important'
  - ▶ "Improve pedestrian facilities...and safety features" was the strategy most likely to be found 'very important' or 'somewhat important' (92%) but was only the second most likely strategy to be thought of as the most important (28%)

# Summary of Findings *continued....*



- ▶ As one would expect, those surveyed were much more likely to agree with the importance of having a good public transportation system than to agree with the need to pay taxes to support such a system
  - ▶ Among those surveyed, 90% agreed public transportation is an important service
  - ▶ 87% agreed that it should be improved to reduce congestion
  - ▶ 86% agreed that it is important to the local economy
  - ▶ However only 52% agreed that taxpayer funding should be increased

# Graphic Illustration of Survey Data

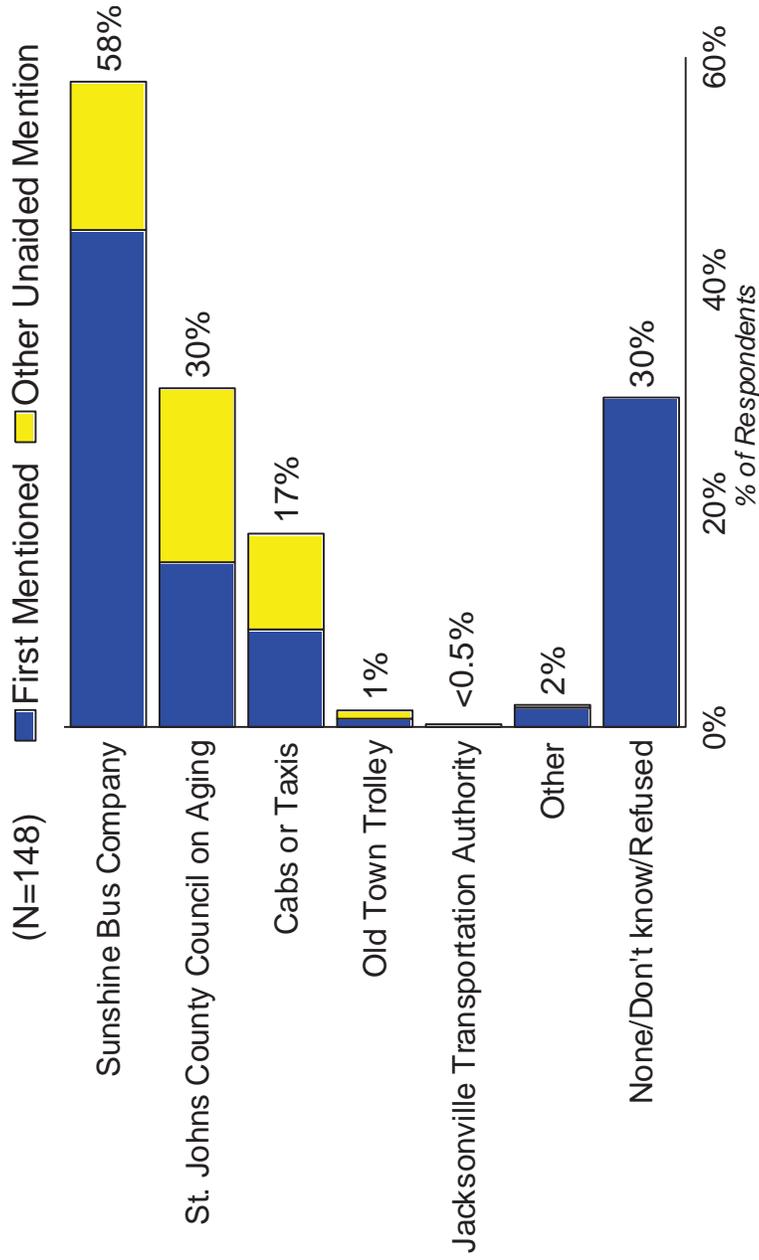


- ▶ The following slides illustrate the survey data for each question
- ▶ This data has been weighted to accurately reflect the targeted population in St. Johns County
- ▶ When appropriate, charts are annotated
- ▶ Each survey question, as it was administered during the interview, is included with each slide

# Public Transportation Entities – Unaided Awareness



Q2a. When you think of organizations that provide public transportation services in the St. Johns County area, what names come to mind?  
Q2b. Can you think of any others?

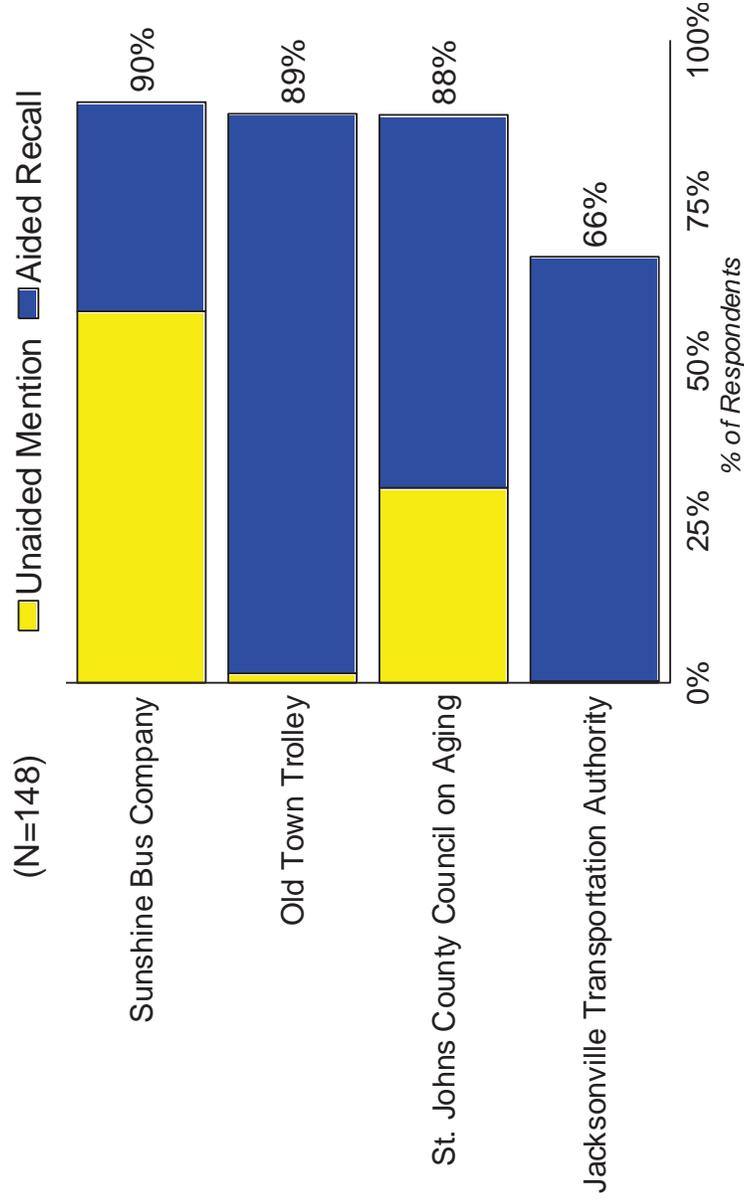


- Sunshine Bus Company had a total unaided recall of 58%, the highest of any public transportation entity
- The St. Johns County Council on Aging had the second highest total unaided recall (30%)
- 70% of those surveyed named at least one entity that provides public transportation

# Public Transit Entities – Total Awareness



Q2a. When you think of organizations that provide public transportation services in the St. Johns County area, what names come to mind?  
 Q2b. Can you think of any others?  
 Q2c. Have you ever heard of \_\_\_\_\_?

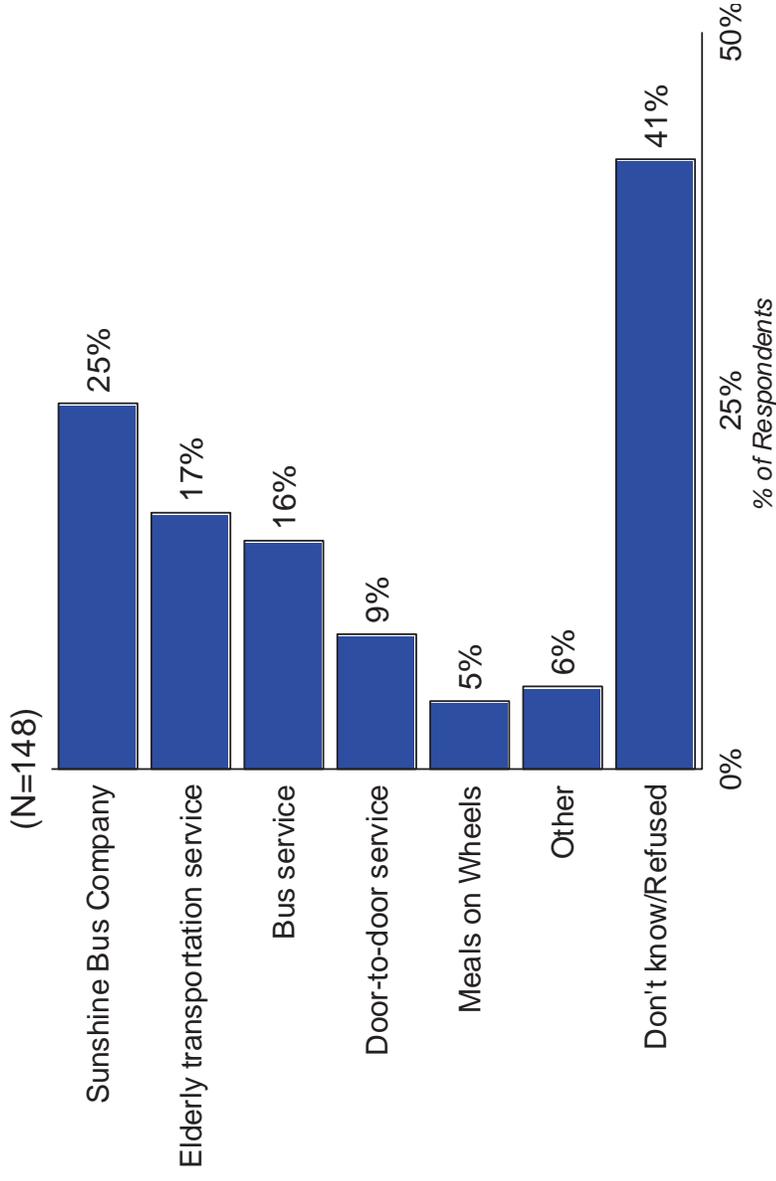


- Three of the entities that provide public transportation had virtually identical total awareness levels
- Jacksonville Transportation Authority (66%) was the only entity that did not have a total awareness level of approximately 90%

# Awareness of Services Provided by COA



Q6. As far as you know, what transportation services are provided by the St. Johns County Council on Aging?



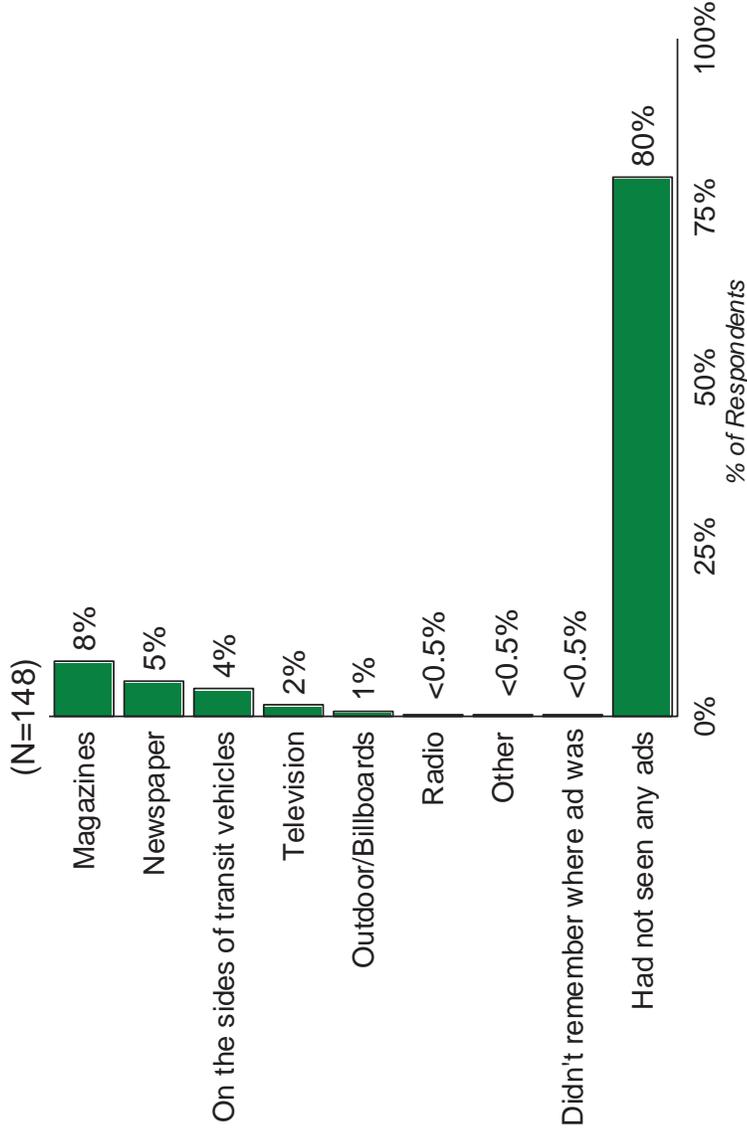
- 41% of those surveyed were unable to name any services provided by the Council on Aging
- Sunshine Bus Company was the service most likely to be mentioned by respondents (25%)
- The service least likely to be mentioned was Meals on Wheels (5%)



# Awareness of Advertising Related to Public Transportation



Q3. Have you heard, seen, or read any advertising or other messages related to public transportation during the last 6 months?  
 Q4. Where did you see or hear this public transportation advertising?

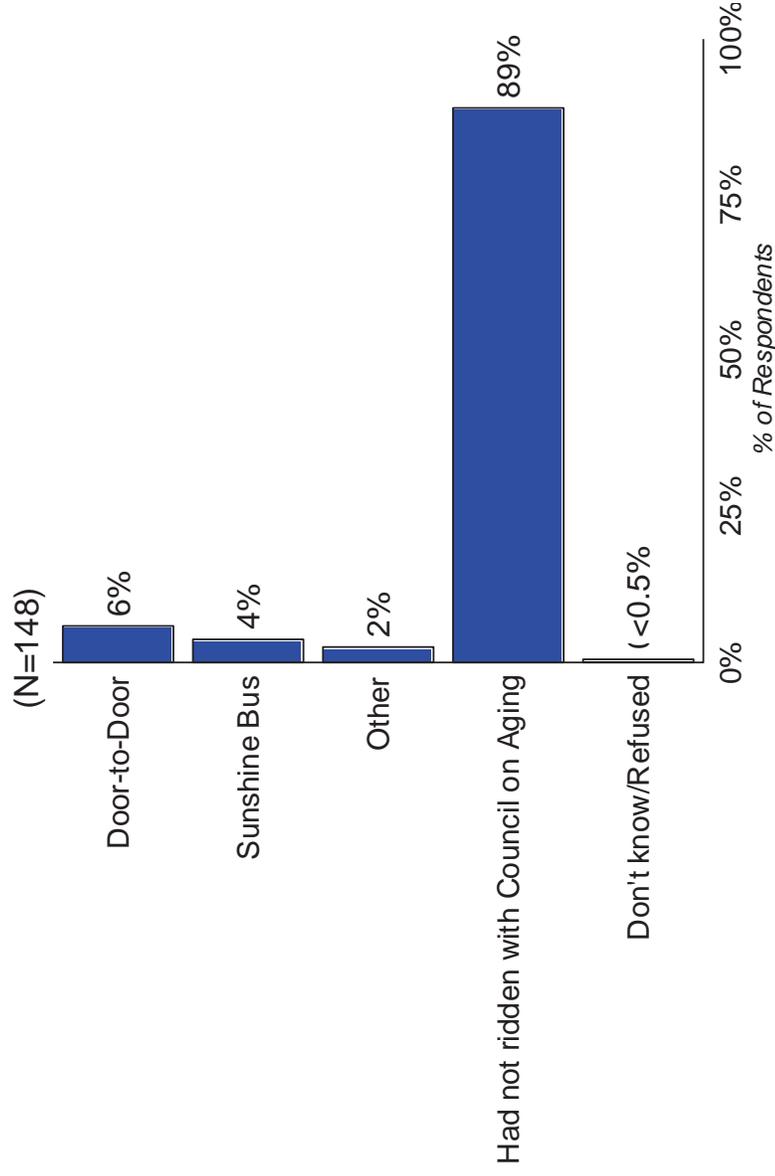


- The vast majority of respondents (80%) had not seen any recent ads related to public transportation
- Of those who had seen ads, the most likely medium to be remembered was magazines (8%) closely followed by the newspaper (5%) and the sides of transit vehicles (4%)

# Use of COA's Transportation Services



Q9. Have you ever ridden a Council on Aging transit vehicle?  
Q11. What Council on Aging services have you used?



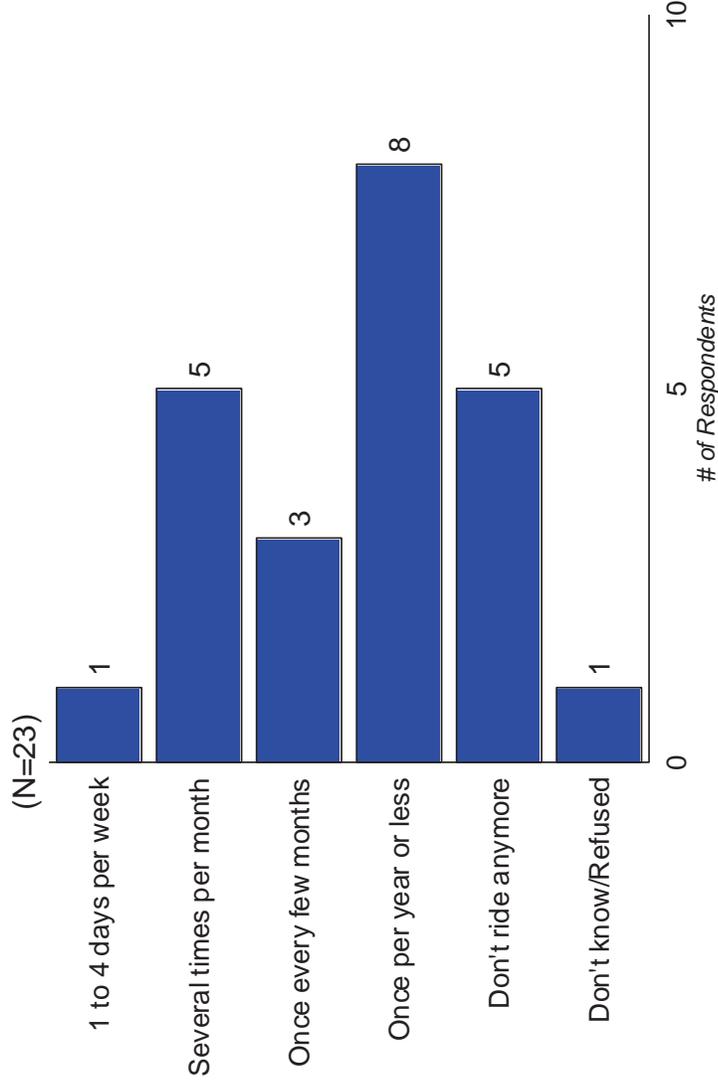
- Most respondents had not ridden a Council on Aging transit vehicle (89%)
- Especially on this question, it is important to remember that the data in this survey was weighted to match the approximate age distribution in St. Johns County
- This means a typical telephone survey, which tends to trend older, may have a much higher incidence of use of the COA services but be less accurate to the actual adult population

# Frequency of Use of COA's Transportation System



Q12. About how often do you ride the Council on Aging's public transportation system? Would you say every day, 1 to 4 days per week, several times per month, once every few months, or once per year or less?

Base: Those who said they have ridden a Council on Aging transit vehicle

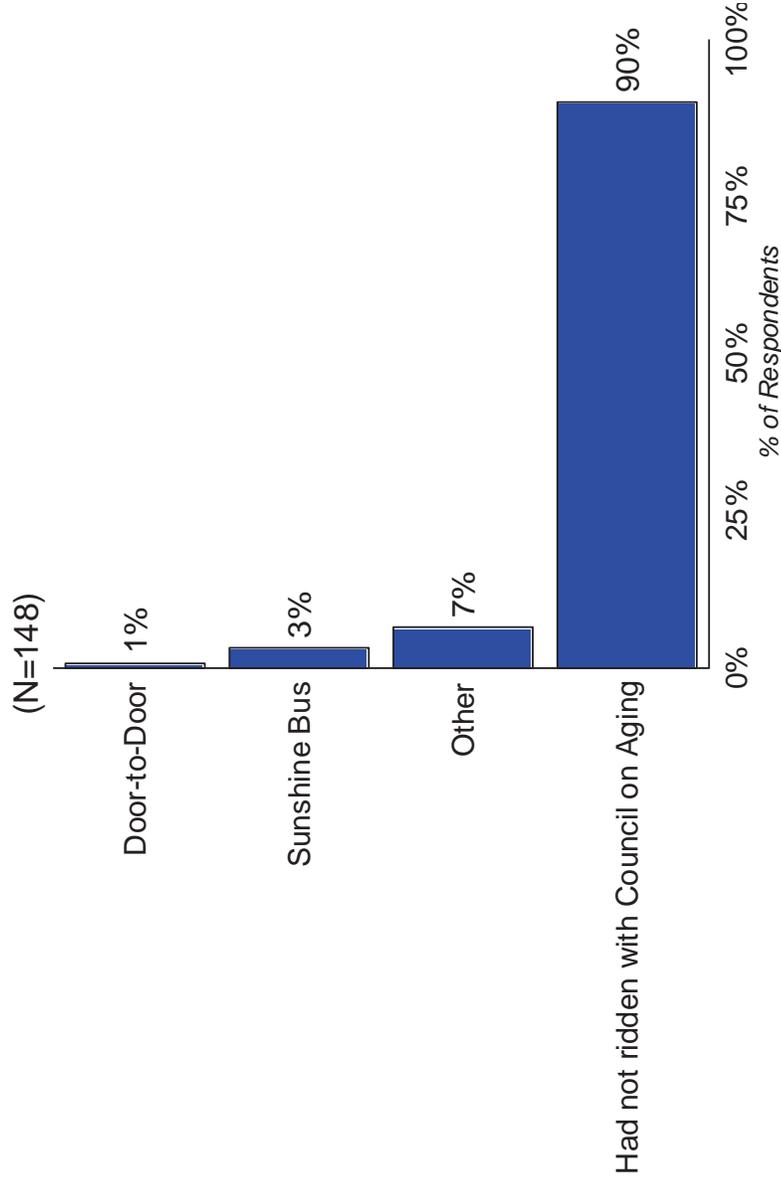


- Note that the numbers in this chart are not percentages, but are actual counts of respondents
- This is because the total number of respondents who answered this question was too small to make weighting reliable
- Very few of the respondents rode COA vehicles on a regular basis

# Use of Public Transportation Services by Family Members



Q14. Other than yourself, do any members of your household use public transportation services in St. Johns County?  
 Q15. Which services do they use?

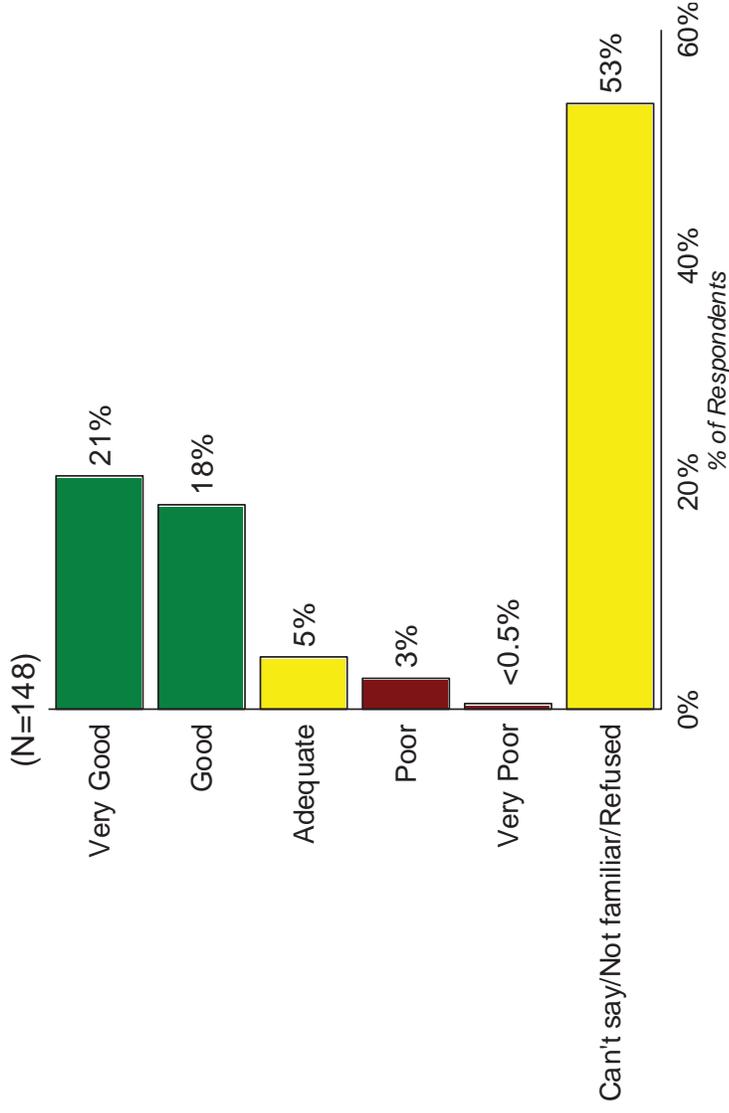


- Similarly, very few respondents (10%) had relatives who had made use of the public transportation services in St. Johns County

# Overall Rating of Services Provided by COA



Q7. Overall, how would you rate the public transportation services provided by the Council on Aging? Would you say that the service is very good, good, adequate, poor, or very poor?

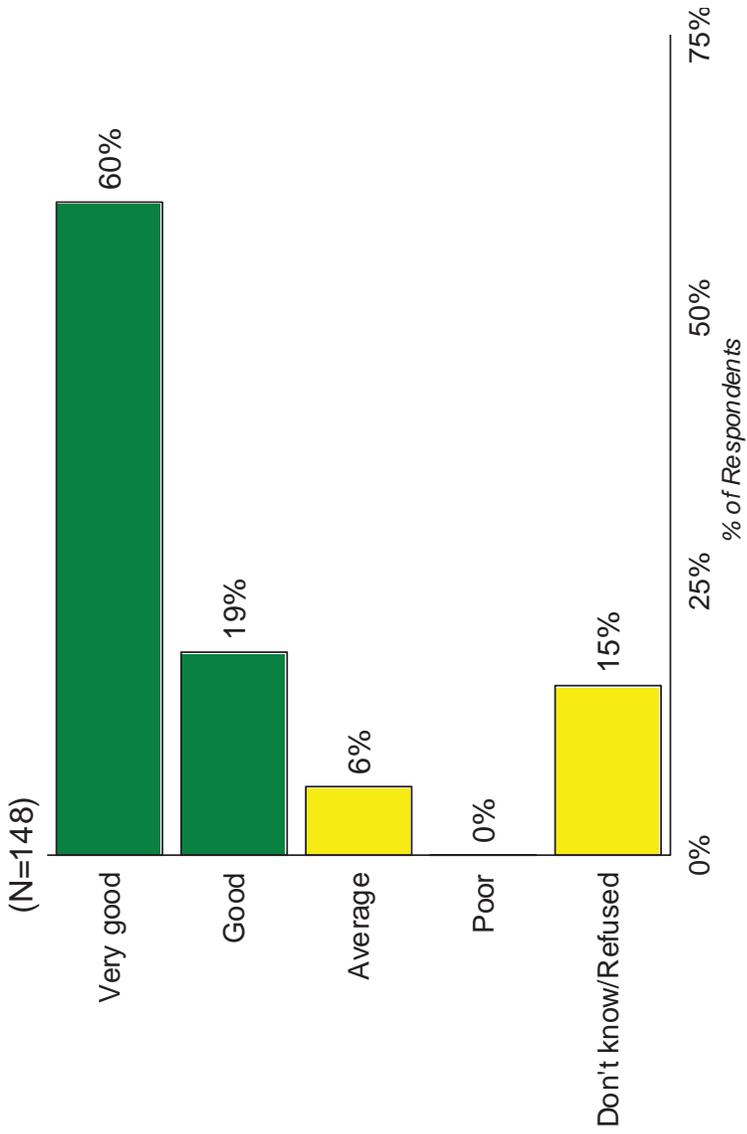


- Respondents who felt comfortable rating the COA transportation services overall gave positive feedback
- 21% stated that the services were 'very good' while an additional 18% stated the services were 'good'

# Value of the Sunshine Bus



Q16. With a standard Council on Aging Sunshine Bus fare of \$1.00 each way, how would you rate the value of service?

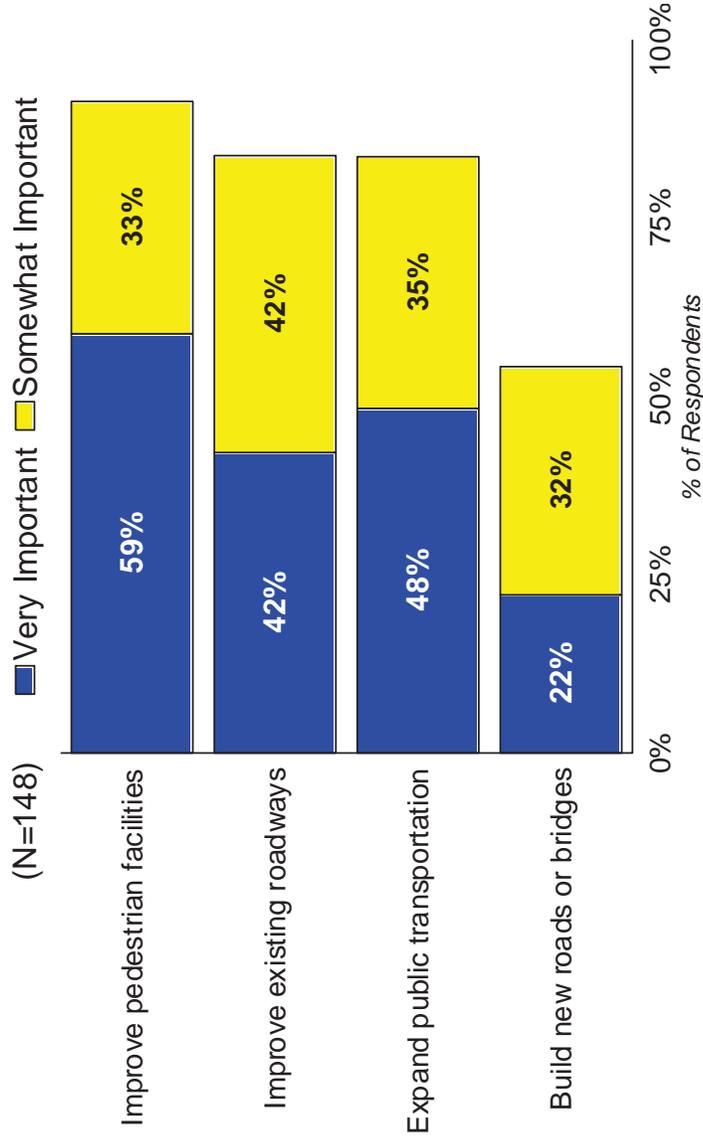


- About three fifths of those surveyed (60%) felt that the value provided by the Sunshine Bus was 'very good'
- 19% felt the value was 'good' and no respondent said the value was 'poor'

# Importance of Improving St. Johns County's Transit System



Q17. Next I'm going to read a list of four strategies for improving St. Johns County's transportation system. For each one, tell me if you think it is very important, somewhat important, not very important, or not at all important for St. Johns County to do.

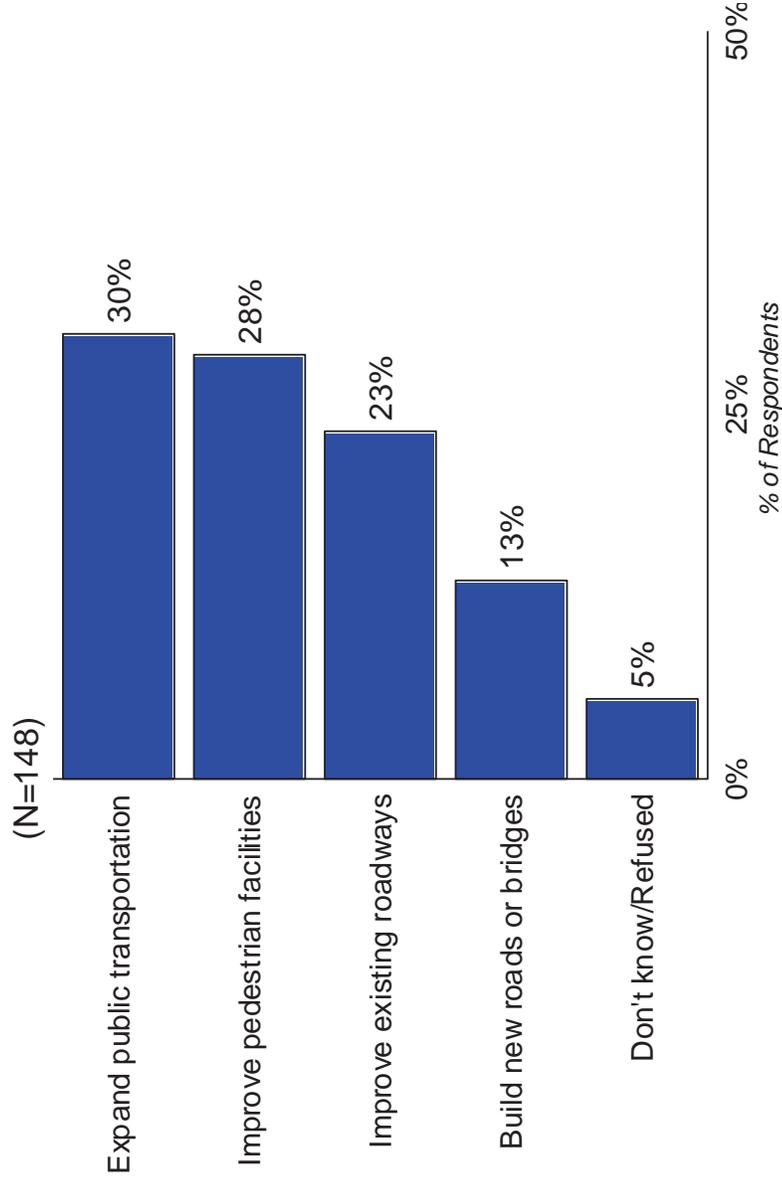


- Improving pedestrian facilities (92% total) surfaced as the most likely strategy to be thought of as important for improving St. Johns County's transportation system
- By far the strategy that was least likely to be thought of as important was building new roads or bridges (54% total), primarily because of the need to increase taxes among a population who has its own means of private transportation

# Improving St. Johns County's Transit System – Most Important



Q18. Which strategy do you think is most important for St. Johns County?

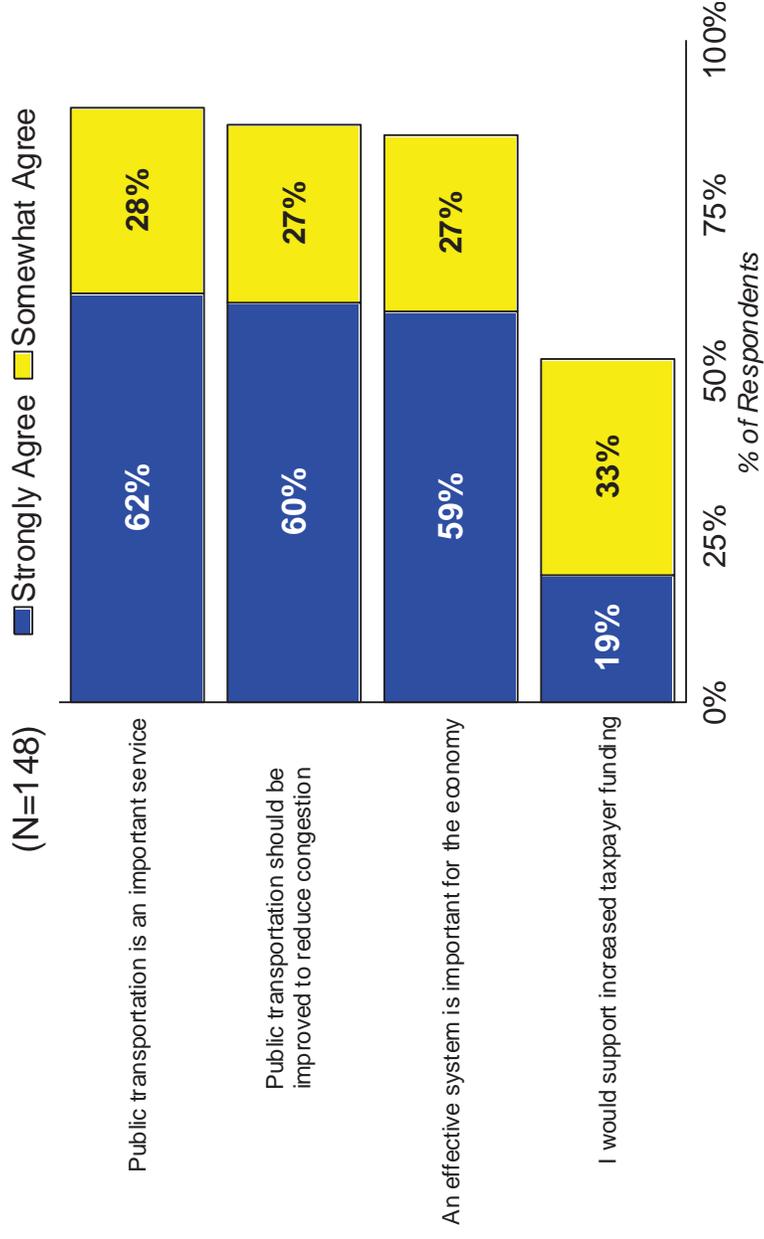


- Contrary to the previous slide, the strategy that the most respondents considered most important was expanding public transportation (30%)
- Once again, however, building new roads or bridges (13%) was a distant 4th place because of the resistance to fund the need with public dollars

# Attitudes Towards Public Transportation



Q19. Next, I'm going to read a few statements concerning transportation in St. Johns County. As I read each one, please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.

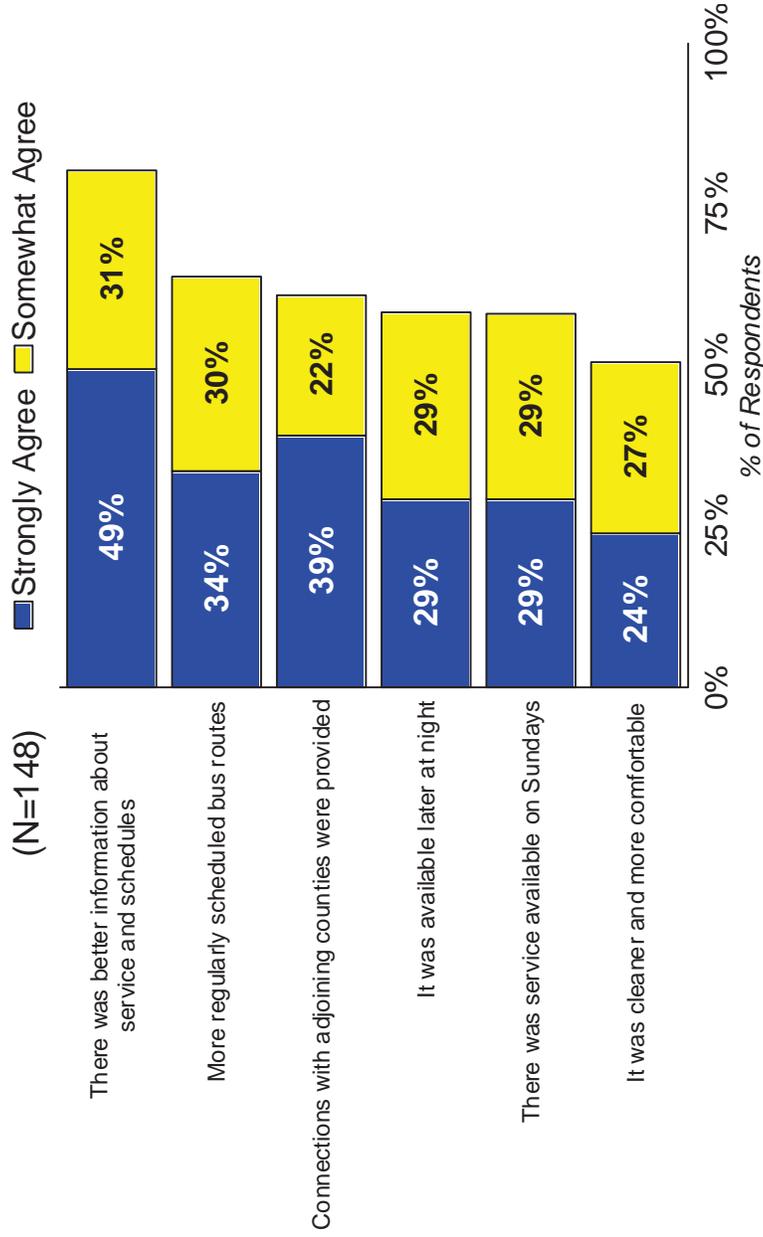


- The statements in the chart are summaries of the statements in the survey
- 85%-90% of those surveyed agreed with the top three statements regarding the affect of public transportation on the community
- In each case the majority “strongly agreed” with the perceived need and overall importance of public transportation and an effective transportation system

# Getting Residents to Use Public Transit



Q20. I am going to read a series of statements describing changes that might be made to the public transportation system and how they might affect your willingness to ride public transportation in St. Johns County. For each of the statements please tell me whether you strongly agree, somewhat agree, are neutral, somewhat disagree, or strong disagree that these changes would encourage you to use public transportation.



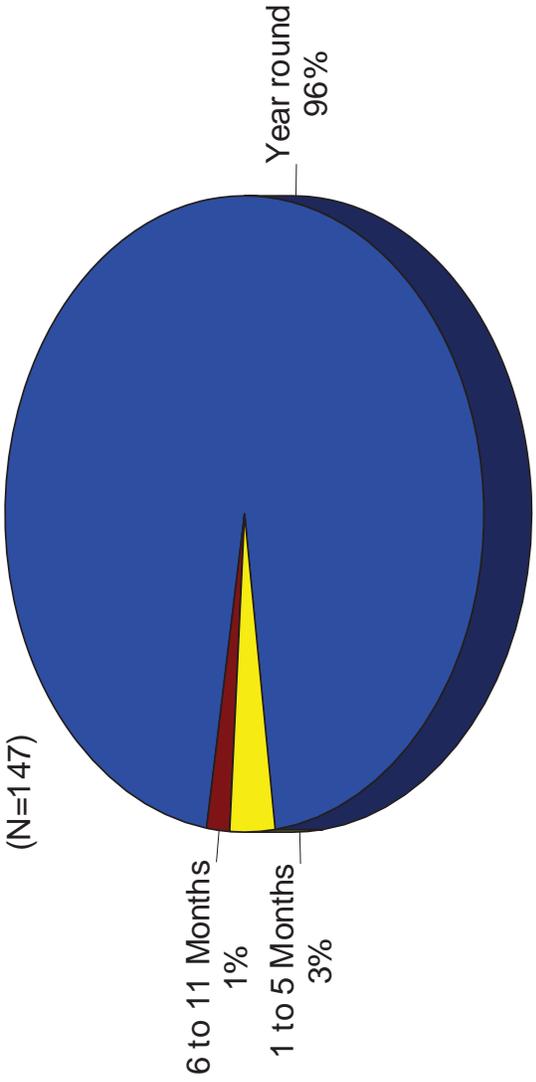
- Those surveyed stated that the most likely way to encourage people to use public transportation is to provide better information about services and schedules (80%)
- Other ideas that were agreed with by over 60% of the respondents were the need for more regularly scheduled bus routes (64%) and connections with adjoining counties (61%)

# Months Lived in St. Johns County



Q21. How many months of the year do you live in St. Johns County?

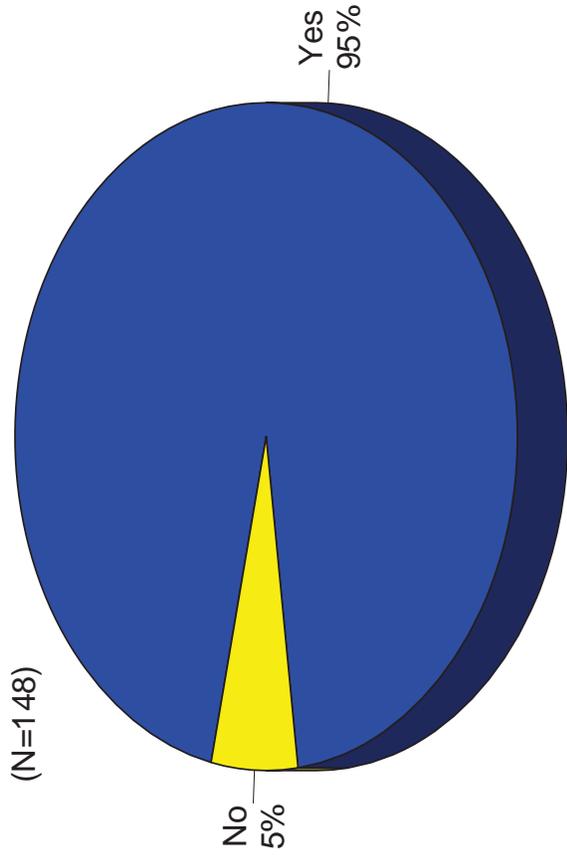
- 96% of those surveyed live year-round in St. Johns County



# Access to a Car



Q22. Do you have a working automobile available for your use?

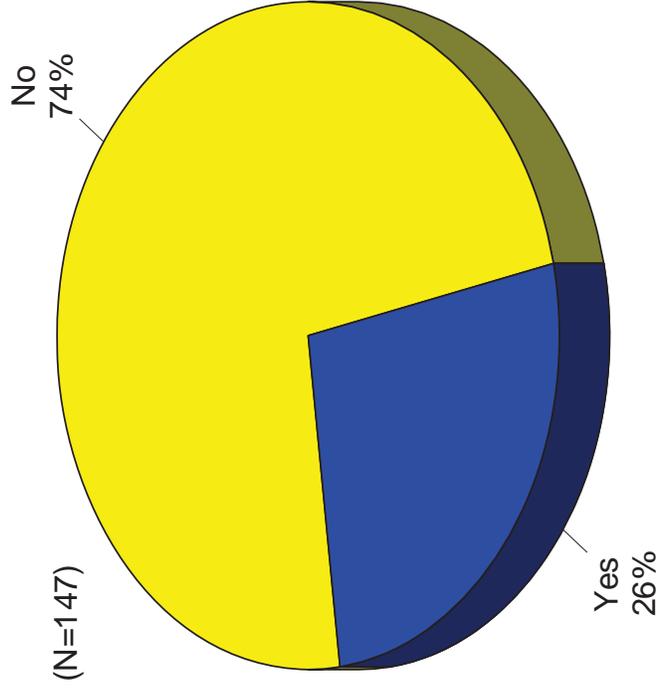


- 95% have their own personal form of transportation and are more likely not to require public transportation
- This does not take into account the ever-increasing cost of fuel
- Although the vast majority have access to a car, it is unclear how likely they would be to use public transportation if it were more readily available with expanded transit routes and improved time schedules



# Children 8 to 18 in the Household

Q28. Do you have any children between the ages of 8 and 18 living in your household?

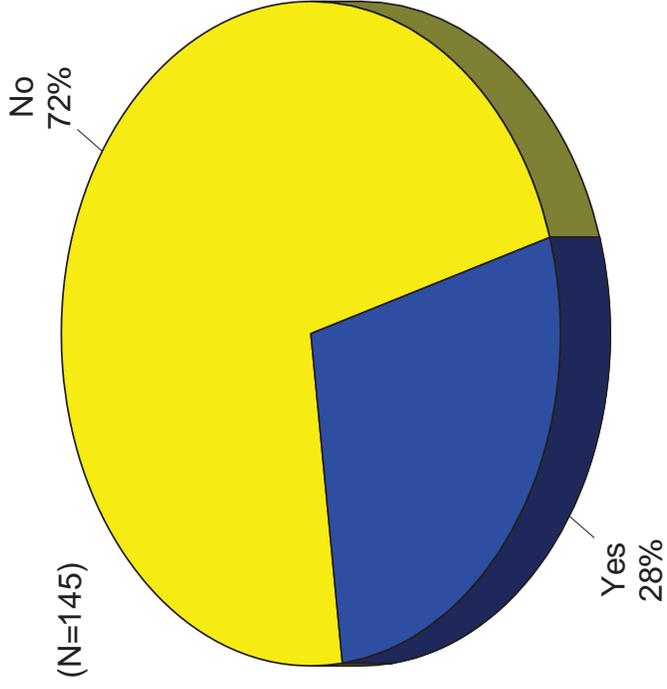


- About three fourths (74%) of respondents do not have a child between the ages 8 to 18 residing in the home
- This reflects on a dominate empty-nester and retired community



# Seniors 65 and Up in the Household

Q29. Do you have anyone 65 years of age or over living in your household?

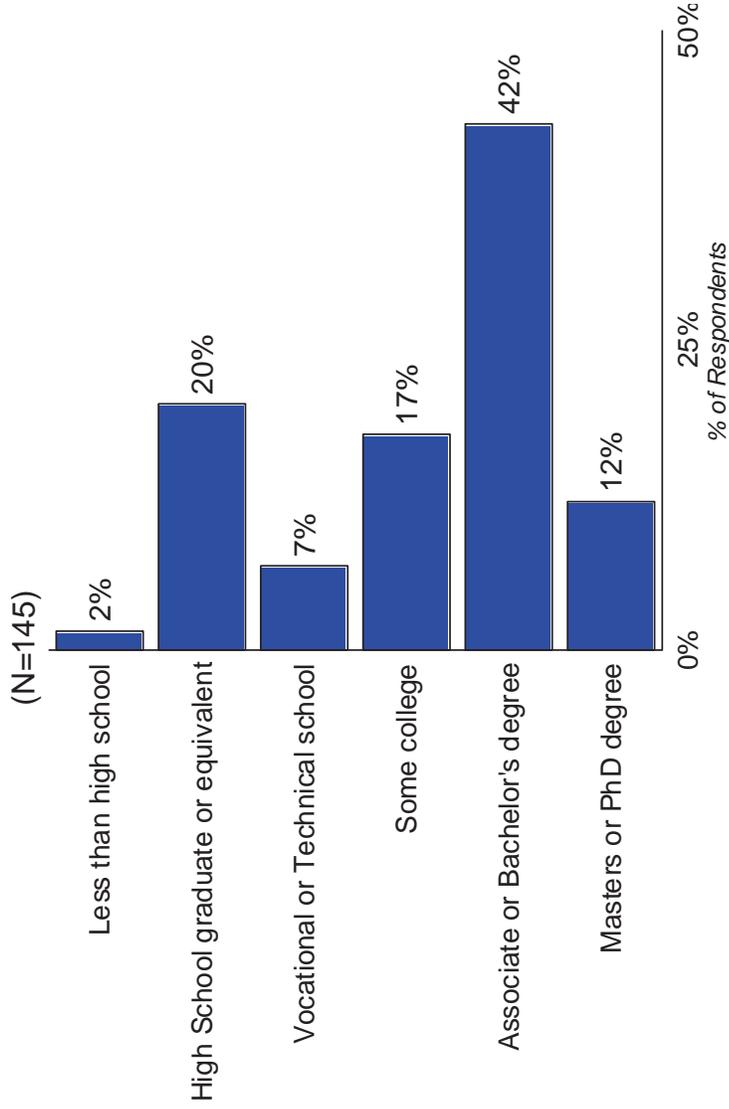


- Most respondents (72%) did not live with someone 65 or over



# Education

Q30. Please stop me when I reach the category describing the highest level of education you have completed:

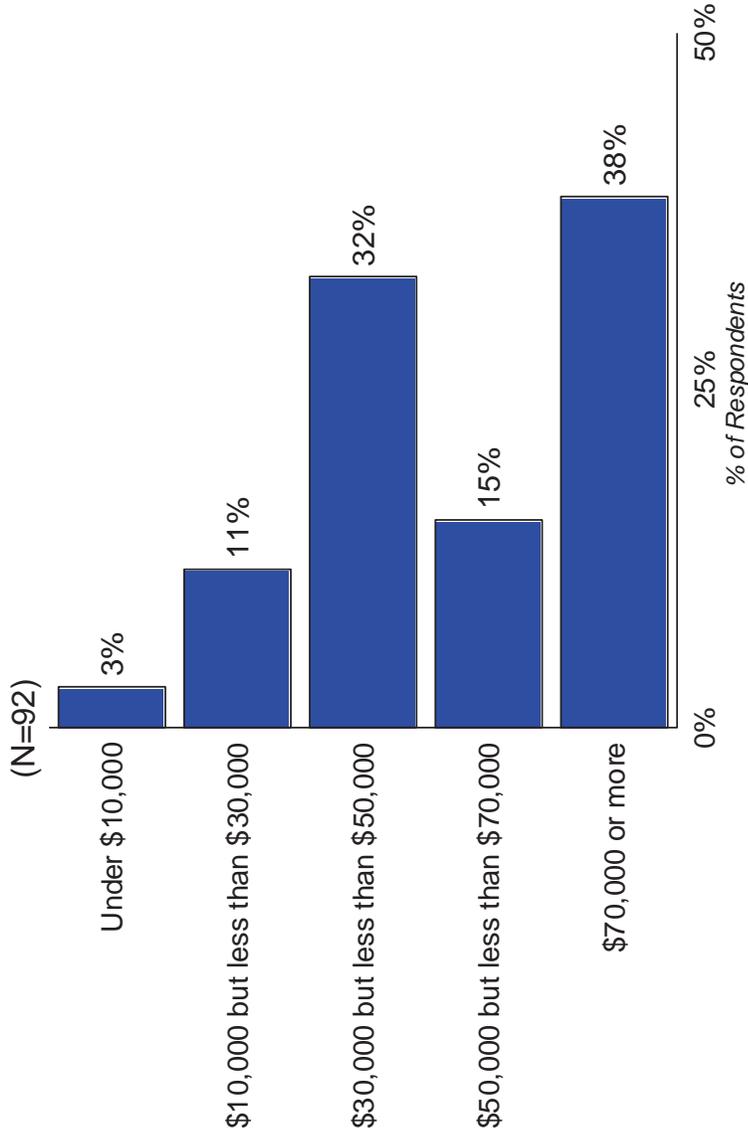


- St. Johns County can boast a well-educated community
- About half of the respondents (54%) had graduated with some degree from college
- Only 2% have not graduated from high school or possess a GED



# Annual Household Income

Q33. Into which of the following ranges does your annual household income fall?

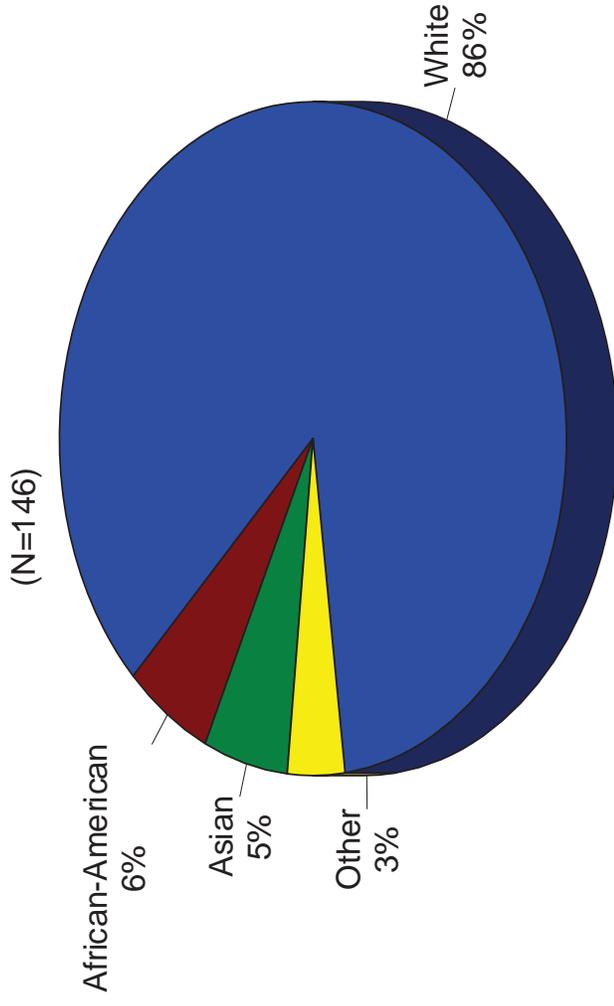


- Respondents had a wide variety of incomes with no single bracket dominating the sample
- These numbers have been adjusted to reflect only those persons who answered this question; all refusals have been deleted from the sample size of 150

# Ethnicity



Q3 I. How do you describe your ethnic identification?

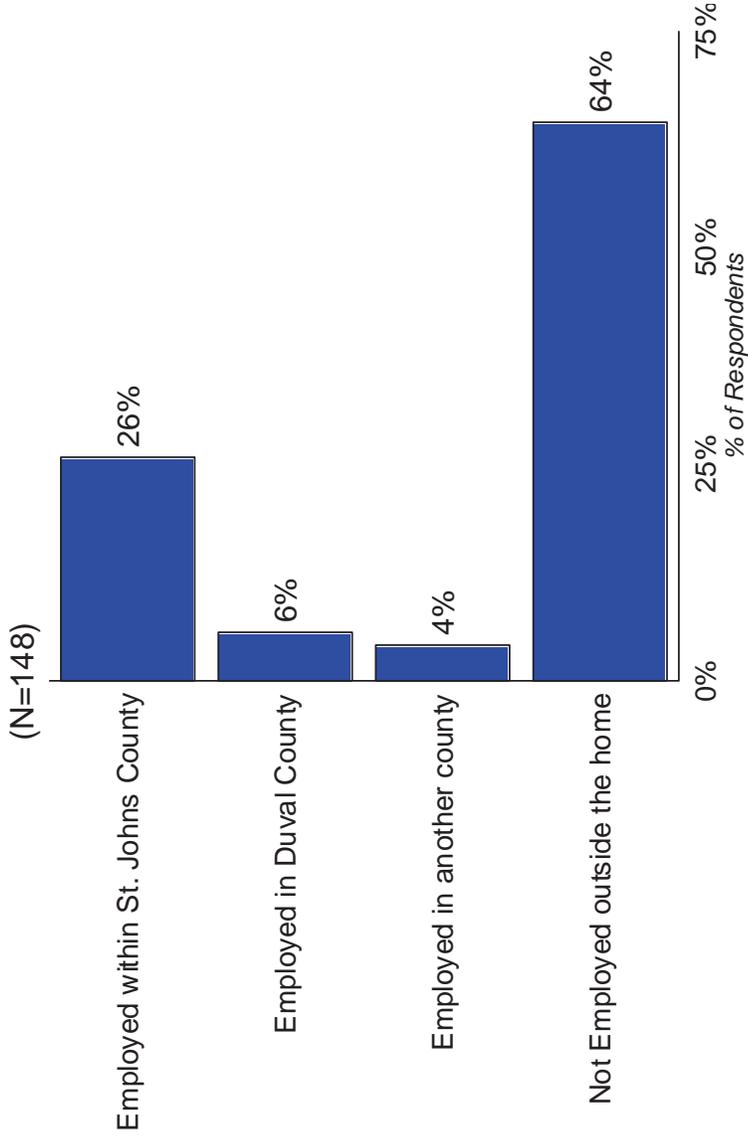


- The vast majority of respondents were white (86%)
- African-Americans comprised 6% of the sample
- Asians (5%) and other minorities (3%) rounded out the ethnic profile



# Employment Status

Q24. While living in St. Johns County are you employed outside the home?  
Q25. Is your employment outside the home located (read options below)

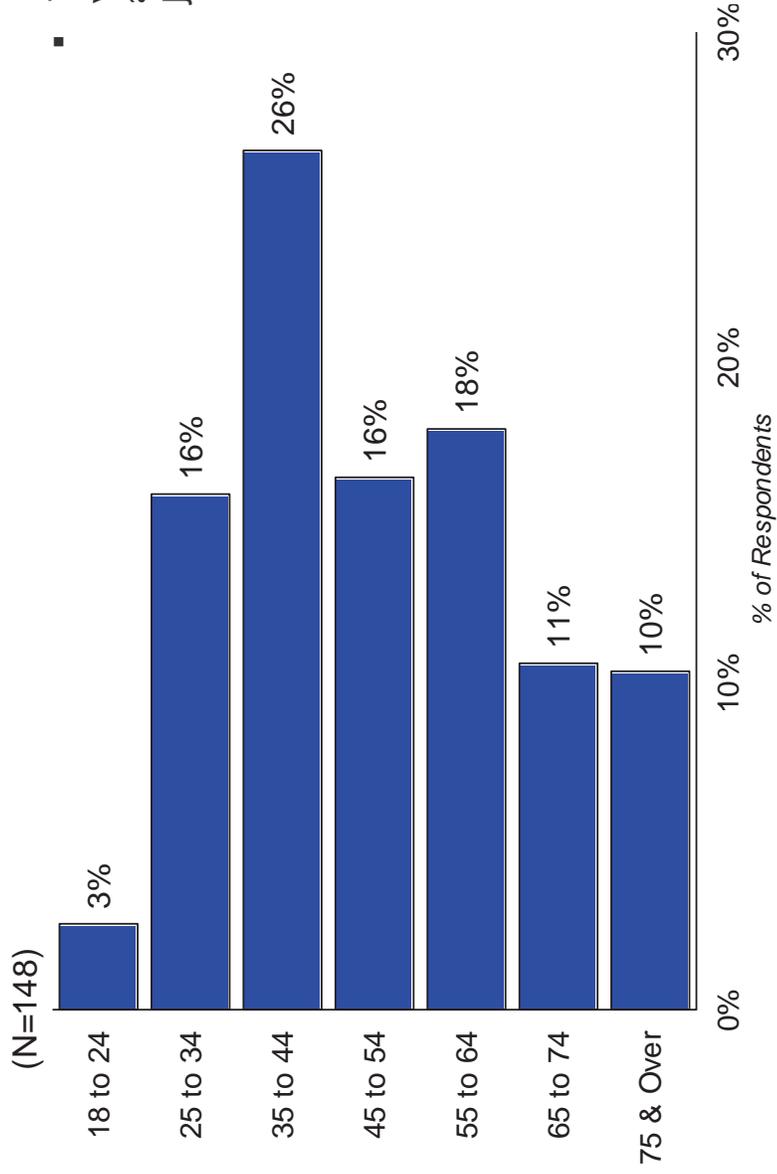


- Among those who are employed outside the home (36%), the majority are employed within St. Johns County (26%)



# Age

Q32. Into which of the following ranges does your age fall?



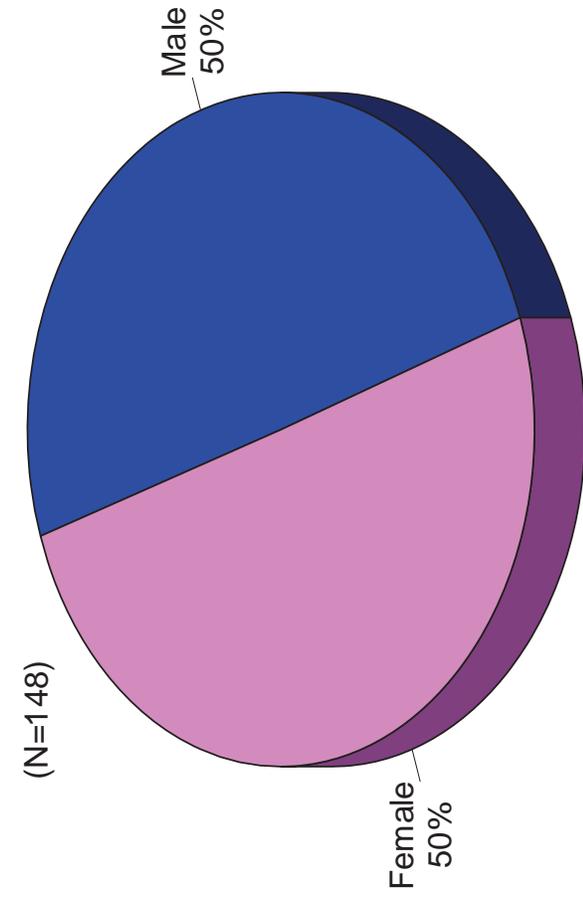
▪ This age profile data was weighted to as closely reflect the actual age distribution within St. Johns County



# Gender



Gender by observation.



- After weighting for age, the distribution among the two genders was split almost exactly down the middle