

R&R Partners
UTA Image Study February 2017
Questionnaire with Longitudinal Results

Universe	Field dates	Sample size	Margin of Error
Wasatch Front	Sept. 2008	400 interviews	+/- 5.0%
Wasatch Front	Nov. 2009	409 interviews	+/- 5.0%
Wasatch Front	Dec./Jan. 2011	403 interviews	+/- 5.0%
Wasatch Front	Jan. 2012	401 interviews	+/- 5.0%
Wasatch Front	March 2013	404 interviews	+/- 5.0%
Wasatch Front	February 2014	632 interviews	+/- 4.0%
Wasatch Front	December 2014	601 interviews	+/- 4.0%
Wasatch Front	Dec./Jan 2015	612 interviews	+/- 4.0%
Wasatch Front	February 2017	610 interviews	+/- 4.0%

Hello. I'm _____ with Dan Jones & Associates an independent research firm. We are conducting a public opinion survey

- * The survey is about local transportation and transit issues
 - * Is there someone age 18 or older that I could talk to?
 - * The survey takes from 12-14 minutes.
 - * I am not selling anything.
-

In which county do you live?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Davis	15%	15%	14%	13%	13%	15%	14%	15%	15%
Salt Lake	51%	51%	49%	50%	50%	48%	50%	49%	51%
Utah	22%	21%	25%	23%	24%	25%	26%	25%	23%
Weber	12%	13%	11%	11%	10%	12%	10%	12%	10%
Other	--	--	--	2%	2%	0%	0%	0%	15%

(UTA IMPRESSIONS/ ATTITUDES)

1. Using a 1 to 7 scale where 1 means very low quality and 7 means very high quality, how would you rate the overall quality of transportation along the Wasatch Front?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Very low quality	--	--	--	--	--	--	1%	1%	1%
2	--	--	--	--	--	--	2%	3%	3%
3	--	--	--	--	--	--	8%	8%	11%
4	--	--	--	--	--	--	15%	14%	17%
5	--	--	--	--	--	--	35%	37%	35%
6	--	--	--	--	--	--	27%	23%	20%
7/ Very high quality	--	--	--	--	--	--	8%	11%	9%
Don't know	--	--	--	--	--	--	5%	3%	4%
Mean (1-7 scale)	--	--	--	--	--	--	5.02	5.03	4.83

2. Considering the ways public transit in Utah has changed over the past several years, are you satisfied or dissatisfied with the direction that public transit is going along the Wasatch Front in Utah?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Very satisfied	--	--	--	--	33%	28%	26%	29%	28%
Somewhat satisfied	--	--	--	--	45%	49%	54%	52%	51%
Somewhat dissatisfied	--	--	--	--	10%	11%	14%	10%	12%
Very dissatisfied	--	--	--	--	6%	7%	4%	5%	5%
Don't know (VOL)	--	--	--	--	7%	6%	2%	3%	3%

3. In your opinion, what are some of the benefits of a good public transit system in Utah?

**2014 and 2015 responses are not comparable to 2013 because the 2014 and 2015 survey was administered both over the phone as well as online while 2013 was administered exclusively over the phone. Respondents taking the survey online were able to see all options. Respondents taking the survey over the phone were unaided.*

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Minimizes air pollution	--	--	--	--	38%	63%	79%	51%	51%
Saves gasoline	--	--	--	--	12%	34%	78%	34%	27%
Provides transportation for those without means	--	--	--	--	15%	43%	77%	38%	34%
Saves driving hassles / traffic	--	--	--	--	33%	43%	72%	46%	41%
Winter transportation is easier/safer	--	--	--	--	3%	23%	65%	25%	21%
Convenience	--	--	--	--	26%	32%	49%	35%	29%
Makes Utah more like other big cities	--	--	--	--	1%	14%	46%	13%	9%
Other	--	--	--	--	37%	23%	5%	22%	32%
Don't Know	--	--	--	--	5%	3%	2%	5%	2%

4. When you think of the Utah Transit Authority or “UTA”, what first comes to mind?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Bus	--	--	--	--	--	--	--	30%	27%
Corruption/Overpaid Executives	--	--	--	--	--	--	--	11%	13%
Efficiency/Convenience	--	--	--	--	--	--	--	3%	5%
Front Runner	--	--	--	--	--	--	--	10%	17%
Trax	--	--	--	--	--	--	--	29%	30%
Expensive/Overpriced	--	--	--	--	--	--	--	3%	3%
Public Transportation	--	--	--	--	--	--	--	11%	8%
Utah Transit Authority	--	--	--	--	--	--	--	2%	2%
Positive - General	--	--	--	--	--	--	--	5%	9%
Negative - General	--	--	--	--	--	--	--	11%	8%
Other	--	--	--	--	--	--	--	5%	6%
Don't Know	--	--	--	--	--	--	--	2%	3%

5. From what you know or have heard, what does Utah Transit Authority or “UTA” do? (UNAIDED)

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Comments about: transit/ mass transit/ bus/ TRAX/ FrontRunner	92%	91%	93%	95%	81%	85%	81%	88%	87%
Comments about: roads/ road construction and maintenance	1%	1%	1%	2%	2%	0%	2%	0%	0%
Both types of comments: transit and roads	4%	3%	3%	1%	6%	3%	4%	4%	4%
Other	1%	2%	3%	2%	9%	11%	9%	4%	6%
Don't know	2%	1%	1%	1%	3%	4%	5%	4%	3%

6. Overall, do you have a favorable or unfavorable impression of the Utah Transit Authority or “UTA” - using a 1-7 scale, with ONE meaning “Very Unfavorable” and SEVEN meaning “Very Favorable?”

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Very unfavorable	3%	2%	3%	3%	4%	3%	3%	3%	4%
2	2%	2%	3%	2%	2%	3%	3%	6%	4%
3	4%	6%	7%	5%	10%	7%	7%	8%	8%
4	11%	11%	11%	14%	11%	12%	10%	16%	15%
5	29%	31%	31%	29%	31%	27%	28%	27%	30%
6	26%	29%	27%	24%	25%	27%	29%	26%	24%
7/ Very favorable	22%	18%	16%	19%	16%	18%	17%	13%	14%
Don't know	5%	3%	2%	4%	2%	3%	2%	1%	1%
Mean (1-7 scale)	5.38	5.28	5.15	5.21	5.03	5.16	5.15	4.89	4.93

7. Over the past six months, has your opinion of the Utah Transit Authority become worse, stayed about the same, or improved?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Worse	--	--	12%	13%	10%	8%	10%	12%	5%
Stayed about the same	--	--	77%	71%	71%	67%	69%	73%	81%
Improved	--	--	10%	14%	19%	22%	19%	13%	11%
Don't know	--	--	2%	2%	0%	2%	2%	2%	3%

8. IF WORSE: Why is your opinion of the Utah Transit Authority worse today? (OPEN ENDED)

**In 2014 and 2015 question type was changed to open-ended to allow for phone and online respondents to see the same question. Answers were coded using the previous categories so as to be comparable.*

	<u>2008</u>	<u>2009</u>	<u>07/10*</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
(Number responding)	--	--	(83)	(48)	(52)	(42)	(53)	(58)	(75)	(30)
Scandal / corruption	--	--	6%	4%	5%	3%	6%	10%	29%	10%
Executive wages / salaries	--	--	69%	35%	0%	11%	13%	45%	23%	13%
Financial management	--	--	--	--	6%	12%	8%	10%	21%	13%
Poor use of tax dollars	--	--	--	--	3%	1%	2%	10%	20%	10%
Bad publicity	--	--	--	--	5%	4%	0%	9%	17%	3%
Rate increases / cost to ride	--	--	--	14%	16%	11%	40%	9%	9%	10%
Cutting routes	--	--	10%	26%	14%	14%	25%	14%	5%	10%
Changing schedules	--	--	--	--	10%	13%	19%	2%	3%	0%
Accidents/people killed	--	--	--	--	25%	9%	4%	0%	1%	7%
Closed board / committee meetings	--	--	--	4%	--	3%	0%	0%	1%	0%
Not up to date/outdated	--	--	--	--	7%	0%	6%	3%	1%	0%
Miscellaneous	--	--	11%	21%	7%	19%	11%	21%	27%	40%
Don't know	--	--	0%	0%	0%	0%	4%	2%	0%	0%

**From a July 2010 mini study conducted by DJ&A.*

9. IF BETTER: Why is your opinion of the Utah Transit Authority better today? (OPEN ENDED)

**In 2014 and 2015 question type was changed to open-ended to allow for phone and online respondents to see the same question. Answers were coded using the previous categories so as to be comparable.*

	<u>2008</u>	<u>2009</u>	<u>07/10*</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
(Number responding)	--	--	(33)	(40)	(58)	(75)	(191)	(113)	(79)	(67)
Cover more area/more accessible	--	--	--	--	19%	9%	19%	8%	16%	19%
Better / improved service	--	--	--	37%	--	14%	4%	22%	16%	19%
Expanding / more routes	--	--	--	12%	8%	12%	27%	21%	18%	18%
I use it / I ride / ride more often	--	--	--	11%	8%	2%	17%	6%	16%	12%
Trying to improve	--	--	--	--	2%	4%	7%	6%	14%	12%
New TRAX lines	--	--	--	--	15%	10%	13%	8%	5%	4%
Safety measures taken	--	--	--	--	9%	1%	2%	4%	1%	3%
Extending FrontRunner	--	--	--	--	7%	30%	17%	13%	9%	1%
Ease of use	--	--	--	7%	--	1%	9%	10%	5%	1%
TRAX	--	--	--	--	10%	3%	1%	6%	3%	0%
Traffic flow at TRAX crossings	--	--	--	--	4%	1%	0%	1%	0%	0%
Addressing public needs	--	--	--	--	3%	0%	8%	7%	5%	0%
Miscellaneous	--	--	--	34%	14%	11%	11%	16%	16%	22%
Don't know	--	--	--	0%	1%	3%	1%	2%	1%	6%

**From a July 2010 mini study conducted by DJ&A. "IF IMPROVED" results were not coded in July 2010.*

Based on your perceptions and beliefs about the Utah Transit Authority, would you agree or disagree with the following descriptions of UTA, using a 1-7 scale, with ONE meaning you Strongly Disagree and SEVEN meaning you Strongly Agree?

10. UTA makes good use of public funds.

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Strongly disagree	--	3%	5%	4%	8%	4%	8%	10%	7%
2	--	5%	5%	3%	4%	6%	4%	7%	7%
3	--	6%	9%	10%	6%	8%	7%	10%	10%
4	--	12%	15%	17%	16%	15%	18%	17%	19%
5	--	27%	29%	29%	29%	28%	23%	25%	21%
6	--	29%	19%	16%	16%	20%	20%	15%	15%
7/ Strongly agree	--	13%	12%	10%	11%	11%	11%	8%	11%
Don't know	--	6%	7%	11%	9%	9%	8%	8%	10%
Mean (1-7 scale)	--	5.05	4.74	4.71	4.62	4.75	4.61	4.25	4.45

10. UTA is responsive to the community it serves

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Strongly disagree	--	--	--	--	--	--	4%	6%	4%
2	--	--	--	--	--	--	6%	5%	7%
3	--	--	--	--	--	--	10%	12%	11%
4	--	--	--	--	--	--	11%	14%	16%
5	--	--	--	--	--	--	26%	27%	26%
6	--	--	--	--	--	--	23%	20%	23%
7/ Strongly agree	--	--	--	--	--	--	15%	13%	11%
Don't know	--	--	--	--	--	--	4%	4%	3%
Mean (1-7 scale)	--	--	--	--	--	--	4.83	4.71	4.70

10. UTA is held accountable to the public

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Strongly disagree	--	--	--	--	--	--	--	15%	11%
2	--	--	--	--	--	--	--	9%	10%
3	--	--	--	--	--	--	--	9%	10%
4	--	--	--	--	--	--	--	15%	15%
5	--	--	--	--	--	--	--	21%	21%
6	--	--	--	--	--	--	--	15%	13%
7/ Strongly agree	--	--	--	--	--	--	--	10%	12%
Don't know	--	--	--	--	--	--	--	7%	7%
Mean (1-7 scale)	--	--	--	--	--	--	--	4.13	4.21

11. In the past six months have you seen or heard any messages or advertisements about UTA?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Yes	--	--	--	--	71%	58%	60%	60%	54%
No	--	--	--	--	29%	42%	40%	40%	46%

12. Where do you typically see or hear messages about UTA? (OPEN-ENDED)

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
TV	--	--	--	--	--	--	54%	54%	53%
Radio	--	--	--	--	--	--	22%	23%	21%
Bus/TRAX/Frontrunner/S tops	--	--	--	--	--	--	12%	14%	18%
Billboard	--	--	--	--	--	--	6%	9%	9%
Internet/websites	--	--	--	--	--	--	8%	5%	7%
Print	--	--	--	--	--	--	15%	8%	6%
News - General	--	--	--	--	--	--	8%	9%	5%
Outdoor	--	--	--	--	--	--	2%	1%	2%
Family/Friend/Acquainta nce	--	--	--	--	--	--	1%	1%	1%
Ads - General	--	--	--	--	--	--	1%	1%	1%
Other	--	--	--	--	--	--	7%	9%	7%
Don't know/Can't remember	--	--	--	--	--	--	0%	2%	2%

13. What do you remember about the message? (OPEN ENDED)

**In 2014 and 2015 question type was changed to open-ended to allow for phone and online respondents to see the same question. Answers were coded using the previous categories so as to be comparable.*

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Encouraging Ridership / Increased Availability to Ride	--	--	--	--	4%	17%	18%	20%	31%
Pollution / Clean Air	--	--	--	--	1%	8%	4%	11%	9%
Public Transportation Safety / Accidents	--	--	--	--	23%	12%	8%	2%	5%
TV / Side of Buses / Radio	--	--	--	--	3%	8%	2%	2%	5%
General Expansion	--	--	--	--	7%	16%	7%	8%	4%
Executive wages / Salaries	--	--	--	--	2%	2%	5%	6%	3%
Frontrunner Expansion	--	--	--	--	16%	10%	2%	2%	3%
Public Transportation Amenities	--	--	--	--	1%	1%	6%	0%	2%
TRAX Expansion	--	--	--	--	11%	10%	3%	2%	2%
Route Changes / Reduced Services	--	--	--	--	3%	1%	2%	1%	1%
Schedule Change	--	--	--	--	1%	1%	2%	1%	1%
Announcements / Road Closures	--	--	--	--	1%	1%	2%	1%	1%
Fee Increases / Decreases	--	--	--	--	2%	5%	7%	5%	1%
Under Budget / On Time	--	--	--	--	4%	3%	1%	1%	0%
Other	--	--	--	--	10%	11%	27%	17%	14%
Nothing	--	--	--	--	13%	18%	6%	32%	27%

14. Have you seen or heard:

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Ads about rail safety	--	--	--	--	73%	58%	54%	28%	30%
Ads about FrontRunner	--	--	--	--	69%	75%	43%	--	40%
Ads about Fare promotions	--	--	--	--	--	--	--	18%	12%
Ads about riding UTA	--	--	--	--	60%	63%	80%	46%	49%
Ads about new service	--	--	--	--	--	--	--	14%	11%
None of the Above	--	--	--	--	14%	9%	9%	39%	33%

15a. [IF YES] Where did you see or hear the ad about rail safety?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
TV	--	--	--	--	51%	61%	65%	57%	59%
Radio	--	--	--	--	23%	20%	24%	26%	27%
Newspaper*	--	--	--	--	5%	5%	10%	12%	3%
Billboard/on UTA Vehicle	--	--	--	--	7%	2%	11%	21%	26%
Other	--	--	--	--	14%	11%	14%	8%	10%

*In 2014b, "Print" was changed to "Newspaper"

**In 2015, "Outdoor" was changed to "Billboard/on UTA Vehicle"

15b. [IF YES] Where did you see or hear the ad about fare promotions UTA's prepaid electronic FAREPAY card?*

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
TV	--	--	--	--	--	--	42%	34%	34%
Radio	--	--	--	--	--	--	27%	29%	26%
Newspaper*	--	--	--	--	--	--	17%	11%	2%
Billboard/on UTA Vehicle	--	--	--	--	--	--	5%	32%	26%
Other	--	--	--	--	--	--	29%	13%	18%

* Prior to 2015, the question asked if respondents had seen or heard about "UTA's prepaid electronic FAREPAY card"

**In 2014b, "Print" was changed to "Newspaper"

***In 2015, "Outdoor" was changed to "Billboard/on UTA Vehicle"

15c. [IF YES] Where did you see or hear the ad about riding UTA?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
TV	--	--	--	--	57%	57%	63%	63%	64%
Radio	--	--	--	--	21%	17%	29%	25%	21%
Newspaper*	--	--	--	--	7%	6%	10%	11%	7%
Billboard/on UTA Vehicle	--	--	--	--	4%	7%	12%	29%	32%
Other	--	--	--	--	11%	14%	14%	4%	2%

*In 2014b, "Print" was changed to "Newspaper"

**In 2015, "Outdoor" was changed to "Billboard/on UTA Vehicle"

15d. [IF YES] Where did you see or hear the ad about FrontRunner?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
TV	--	--	--	--	--	--	--	--	63%
Radio	--	--	--	--	--	--	--	--	25%
Newspaper*	--	--	--	--	--	--	--	--	7%
Billboard/on UTA	--	--	--	--	--	--	--	--	
Vehicle									23%
Other	--	--	--	--	--	--	--	--	4%

(IMPRESSION OF BUS/ TRAX/ FRONTRUNNER)

And, using a 1-7 scale, do you agree or disagree with the following...?

16. I have a favorable impression of TRAX.

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Strongly disagree	2%	1%	3%	2%	4%	3%	2%	3%	2%
2	1%	2%	2%	3%	2%	2%	3%	2%	4%
3	2%	3%	4%	4%	4%	5%	5%	5%	5%
4	5%	5%	7%	9%	6%	10%	10%	7%	12%
5	16%	14%	15%	19%	22%	21%	22%	22%	23%
6	33%	33%	36%	31%	35%	31%	32%	35%	27%
7/ Strongly agree	38%	40%	32%	30%	25%	26%	24%	24%	26%
Don't know	4%	1%	2%	2%	1%	2%	2%	2%	2%
Mean (1-7 scale)	5.96	5.90	5.72	5.60	5.50	5.45	5.46	5.50	5.39

17. My impression of TRAX has improved in the last year.

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Strongly disagree	6%	6%	6%	6%	6%	5%	4%	7%	6%
2	3%	6%	4%	5%	5%	3%	5%	3%	4%
3	6%	6%	6%	7%	7%	7%	8%	7%	10%
4	12%	17%	18%	23%	24%	23%	22%	20%	27%
5	19%	19%	20%	21%	19%	23%	22%	24%	21%
6	19%	19%	25%	17%	21%	20%	21%	20%	13%
7/ Strongly agree	24%	21%	15%	18%	15%	14%	14%	15%	12%
Don't know	12%	6%	6%	4%	4%	4%	4%	5%	6%
Mean (1-7 scale)	5.09	4.92	4.87	4.80	4.73	4.80	4.79	4.93	4.48

18. I have a favorable impression of BUSES.

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Strongly disagree	5%	4%	5%	4%	4%	5%	5%	6%	6%
2	7%	8%	6%	5%	6%	7%	7%	6%	10%
3	15%	17%	16%	19%	13%	14%	13%	13%	15%
4	27%	29%	27%	23%	16%	19%	21%	19%	20%
5	15%	17%	18%	17%	32%	24%	24%	25%	22%
6	16%	12%	13%	12%	13%	15%	18%	17%	16%
7/ Strongly agree	5%	4%	5%	4%	13%	10%	8%	9%	9%
Don't know	6%	4%	3%	5%	3%	6%	4%	5%	4%
Mean (1-7 scale)	4.70	4.61	4.65	4.56	4.63	4.44	4.45	4.62	4.31

19. My impression of BUSES has improved in the last year.

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Strongly disagree	10%	11%	11%	11%	10%	11%	9%	11%	14%
2	9%	8%	9%	5%	10%	9%	9%	9%	9%
3	13%	13%	10%	13%	14%	14%	14%	9%	14%
4	21%	22%	27%	28%	27%	25%	26%	25%	26%
5	15%	20%	22%	21%	18%	19%	20%	20%	17%
6	9%	11%	10%	8%	9%	8%	10%	12%	9%
7/ Strongly agree	11%	8%	6%	7%	9%	6%	5%	7%	5%
Don't know	12%	8%	5%	7%	4%	8%	6%	6%	6%
Mean (1-7 scale)	4.05	4.06	4.00	4.00	3.95	3.88	3.98	4.27	3.75

20. I have a favorable impression of FRONTRUNNER

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Strongly disagree	1%	1%	5%	5%	3%	3%	1%	2%	2%
2	1%	3%	3%	3%	2%	1%	2%	2%	1%
3	2%	3%	3%	4%	3%	3%	4%	4%	5%
4	7%	7%	8%	9%	6%	10%	10%	9%	10%
5	10%	16%	12%	15%	20%	20%	18%	19%	20%
6	19%	23%	28%	24%	30%	29%	31%	30%	31%
7/ Strongly agree	31%	24%	24%	22%	24%	26%	26%	26%	23%
Don't know	29%	22%	18%	18%	12%	8%	8%	8%	7%
Mean (1-7 scale)	5.88	5.56	5.43	5.27	5.53	5.53	5.57	5.74	5.47

21. My impression of FrontRunner has improved in the last year

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Strongly disagree	--	--	8%	9%	6%	6%	4%	6%	7%
2	--	--	3%	2%	4%	2%	3%	3%	4%
3	--	--	4%	7%	6%	4%	6%	6%	8%
4	--	--	19%	20%	13%	20%	19%	16%	22%
5	--	--	20%	19%	20%	18%	19%	22%	24%
6	--	--	14%	14%	20%	20%	20%	21%	15%
7/ Strongly agree	--	--	17%	14%	20%	19%	21%	17%	13%
Don't know	--	--	15%	14%	11%	10%	8%	9%	8%
Mean (1-7 scale)	--	--	4.78	4.60	4.98	5.03	5.09	5.18	4.57

22. Which, if any, of the following UTA services are near your work or home?

**2013 and early 2014 question was asked as follows: "Are you aware of any UTA services near your home or work?"*

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Bus	--	--	--	--	66%	69%	78%	75%	78%
TRAX	--	--	--	--	33%	43%	39%	37%	40%
FrontRunner	--	--	--	--	27%	39%	39%	33%	38%
Streetcar	--	--	--	--	--	--	4%	3%	6%
None of the Above	--	--	--	--	15%	13%	7%	11%	10%
Don't know	--	--	--	--	--	--	1%	1%	0%

23. Are you aware that UTA offers the following services?
Please select all that apply

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Vanpool	--	--	--	--	--	--	--	--	41%
Carpool matching	--	--	--	--	--	--	--	--	24%
Pass programs for employers	--	--	--	--	--	--	--	--	47%
Pass programs for educational institutions	--	--	--	--	--	--	--	--	55%

(CURRENT EXPERIENCE WITH UTA BUS/ TRAX/ FRONTRUNNER)

24. Thinking about your own use of UTA buses, would you say ...?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
You have never used a UTA bus (Non-rider)	18%	18%	17%	14%	25%	27%	25%	28%	20%
Haven't used in past year (Non-rider)	47%	48%	50%	61%	50%	52%	51%	45%	53%
Have used within the last year (Infrequent rider)	--	--	--	20%	20%	16%	16%	18%	19%
Use weekly (Frequent rider)	--	--	--	4%	5%	5%	7%	8%	7%
Don't know	--	--	--	0%	0%	1%	1%	1%	0%
Prefer not to answer	--	--	--	0%	0%	0%	0%	0%	0%

<i>2008-2010 wording changes</i>		<u>2008</u>	<u>2009</u>	<u>2010</u>
	<i>You ride a few times a year</i>	24%	24%	21%
	<i>You ride a few times a month</i>	4%	5%	5%
	<i>You ride a few times a week</i>	3%	2%	4%
	<i>You ride many times a week</i>	4%	2%	4%
	<i>Don't know (DO NOT READ)</i>	2%	0%	0%
	<i>Refuse (DO NOT READ)</i>	0%	0%	0%

25. Now about your use of TRAX, would you say...?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
You have never used a TRAX (Non-rider)	21%	16%	14%	17%	20%	24%	23%	17%	15%
Haven't used in past year (Non-rider)	19%	22%	24%	29%	28%	27%	30%	28%	34%
Have used within the last year (Infrequent rider)	--	--	--	48%	45%	45%	39%	48%	44%
Use weekly (Frequent rider)	--	--	--	6%	6%	4%	6%	7%	6%
Don't know	--	--	--	0%	0%	0%	1%	1%	0%
Prefer not to answer	--	--	--	0%	0%	0%	0%	0%	0%

<i>2008-2010 wording changes</i>		<u>2008</u>	<u>2009</u>	<u>2010</u>
	<i>You ride a few times a year</i>	45%	51%	47%
	<i>You ride a few times a month</i>	8%	7%	8%
	<i>You ride a few times a week</i>	2%	2%	3%
	<i>You ride many times a week</i>	3%	2%	3%
	<i>Don't know (DO NOT READ)</i>	1%	0%	0%
	<i>Refuse (DO NOT READ)</i>	1%	0%	0%

26. And, your use of FrontRunner, would you say...?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
You have never used FrontRunner (Non-rider)	75%	73%	67%	68%	66%	61%	61%	50%	48%
Haven't used in past year (Non-rider)	5%	4%	12%	11%	10%	14%	13%	16%	22%
Have used within the last year (Infrequent rider)		--	--	21%	21%	23%	23%	30%	26%
Use weekly (Frequent rider)	--	--	--	1%	3%	2%	2%	4%	3%
Don't know	--	--	--	0%	0%	0%	1%	1%	1%
Prefer not to answer	--	--	--	0%	0%	0%	0%	0%	0%

<i>2008-2010 wording changes</i>		<u>2008</u>	<u>2009</u>	<u>2010</u>
	<i>You ride a few times a year</i>	12%	19%	19%
	<i>You ride a few times a month</i>	3%	2%	2%
	<i>You ride a few times a week</i>	0%	0%	0%
	<i>You ride many times a week</i>	0%	0%	0%
	<i>Don't know (DO NOT READ)</i>	5%	1%	0%
	<i>Refuse (DO NOT READ)</i>	2%	0%	0%

(NON-USERS OF BUS, TRAX, FRONTRUNNER)

27. What are the reasons you do not use UTA? (OPEN-ENDED)

**In 2014 question type was changed to open-ended to allow for phone and online respondents to see the same question*

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2017</u>
<i>(Number responding)</i>	--	--	--	--	(153)	(37)
Inconvenient/ lack of routes	--	--	--	--	39%	24%
Dirty/ not clean	--	--	--	--	0%	14%
Late/ can't trust	--	--	--	--	4%	0%
People using it (unsavory/ homeless/ etc.)	--	--	--	--	0%	3%
Need car (need to drive places)	--	--	--	--	20%	0%
Drivers – not helpful, mean, unfriendly	--	--	--	--	0%	3%
No control – too hot, cold, no radio, etc.	--	--	--	--	0%	5%
Crowded/ no place to sit	--	--	--	--	1%	0%
Crime/ personal safety	--	--	--	--	1%	0%
Can't carry things on	--	--	--	--	0%	0%
Price of Fares	--	--	--	--	4%	0%
Don't know routes/ don't know how to use	--	--	--	--	1%	0%
Just prefer driving own vehicle / no need to use						54%
Other	--	--	--	--	53%	8%
Don't know	--	--	--	--	0%	0%

**The 2014 and 2015 versions of Q26 is open-ended and responses are coded as follows:

	<u>2014</u>	<u>2014b</u>	<u>2015</u>
	(269)	(264)	(54)
Poor access - Doesn't go where / when needed	30%	13%	13%
Overly expensive - Poor price	10%	9%	7%
Inconvenient - Slow / Not on schedule / No nearby stops / poor x-fers	32%	39%	39%
Need / Prefer to use personal vehicle	36%	37%	26%
Age / Disability / Other limitations	10%	9%	9%
No need - General	14%	14%	28%
Other	3%	5%	4%
Don't know	1%	0%	2%

28. Do you see a time in the future when you will consider using UTA?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Definitely	45%	36%	36%	27%	13%	13%	12%	6%	14%
Probably	34%	42%	41%	43%	31%	33%	40%	31%	30%
Probably not	16%	17%	18%	25%	40%	36%	37%	37%	41%
Definitely not	4%	3%	4%	4%	14%	13%	6%	15%	14%
Don't know (DO NOT READ)	2%	1%	0%	0%	1%	4%	5%	11%	3%

IF OFTEN OR OCCASIONALLY USE ANY FORM OF UTA:

29. For what specific reasons do you use UTA transit? (Select all that apply)

**In 2015 this was changed to a multiple response question. Previously it was an open-end question. "Other" answers were coded to fit previous year's categories. Those*

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Parking	--	--	--	--	10%	10%	13%	39%	54%
Less stress/ can read, computer, work	--	--	--	--	0%	11%	7%	30%	41%
Fun/Enjoyment/Curiosity	--	--	--	--	--	--	6%	33%	38%
Clean air/ help environment/ do my part	--	--	--	--	0%	3%	2%	28%	37%
Save money/ save gas/ save car	--	--	--	--	5%	10%	9%	28%	31%
No other way/ have to Increase Productivity	--	--	--	--	6%	7%	11%	14%	16%
Other	--	--	--	--	--	1%	2%	0%	24%
Convenience	--	--	--	--	8%	12%	12%	8%	--
General Transportation Needs	--	--	--	--	65%	71%	54%	15%	--
Don't know	--	--	--	--	5%	3%	0%	0%	--
Don't use UTA	--	--	--	--	--	--	4%	2%	--

30. (ASK ALL) Not including UTA, do you typically have a car or other alternate mode of transportation available for your transportation needs?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Yes	--	--	--	--	96%	97%	94%	93%	95%
No	--	--	--	--	4%	3%	5%	6%	5%
Don't know	--	--	--	--	0%	0%	1%	1%	0%

IF SELDOM OR NEVER RIDE ANY FORM OF UTA:

31. Suppose you had no other form of transportation.... how would you feel about riding UTA Buses?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Very positive	--	--	--	--	18%	18%	20%	21%	19%
Somewhat positive	--	--	--	--	55%	50%	47%	47%	49%
Somewhat negative	--	--	--	--	17%	18%	21%	19%	20%
Very negative	--	--	--	--	8%	9%	7%	9%	8%
Don't know	--	--	--	--	2%	5%	4%	4%	4%

32. IF NEGATIVE (BUS): What concerns would you have about riding the bus? (OPEN-ENDED)

**In 2014 question type was changed to open-ended to allow for phone and online respondents to see the same question. Answers were coded using the previous categories so as to be comparable.*

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Inconvenient / lack of routes	--	--	--	--	50%	72%	61%	63%	69%
People who use it (unsavory/homeless/ etc.)	--	--	--	--	2%	7%	17%	8%	11%
Crime / personal safety	--	--	--	--	6%	7%	14%	14%	11%
Don't know routes/don't know how to use	--	--	--	--	5%	10%	6%	7%	6%
Late / can't trust	--	--	--	--	23%	10%	4%	12%	6%
Dirty / not clean	--	--	--	--	0%	6%	8%	7%	5%
Price of Fares	--	--	--	--	2%	6%	5%	4%	5%
Crowded / no place to sit	--	--	--	--	0%	2%	5%	1%	4%
Need car (need to drive places)	--	--	--	--	0%	0%	0%	0%	2%
Drivers – not helpful, mean, unfriendly	--	--	--	--	0%	1%	2%	1%	2%
Would not use in any capacity	--	--	--	--	--	--	2%	1%	2%
No control – too hot, cold, no radio, etc	--	--	--	--	1%	2%	0%	1%	1%
Can't carry things on	--	--	--	--	0%	1%	2%	0%	1%
Other	--	--	--	--	7%	3%	6%	6%	2%
Don't know	--	--	--	--	3%	2%	2%	2%	2%

33. Suppose you had no other form of transportation.... how would you feel about riding FrontRunner?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Very positive	--	--	--	--	33%	29%	34%	31%	32%
Somewhat positive	--	--	--	--	43%	44%	41%	44%	46%
Somewhat negative	--	--	--	--	6%	11%	6%	9%	9%
Very negative	--	--	--	--	6%	5%	6%	6%	5%
Don't know	--	--	--	--	11%	11%	12%	10%	8%

34. IF NEGATIVE (FrontRunner): What concerns would you have about riding FrontRunner? (OPEN-ENDED)

**In 2014 question type was changed to open-ended to allow for phone and online respondents to see the same question. Answers were coded using the previous categories so as to be comparable.*

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Inconvenient / lack of routes	--	--	--	--	48%	67%	69%	59%	59%
Price of Fares	--	--	--	--	19%	12%	15%	16%	17%
Crime / personal safety	--	--	--	--	0%	4%	2%	5%	8%
Late / can't trust	--	--	--	--	4%	1%	4%	0%	5%
Need car (need to drive places)	--	--	--	--	0%	0%	0%	0%	3%
Crowded / no place to sit	--	--	--	--	0%	0%	0%	0%	2%
Don't know routes/don't know how to use	--	--	--	--	8%	7%	4%	5%	2%
Dirty / not clean	--	--	--	--	0%	0%	0%	0%	0%
People who use it (unsavory/homeless/etc.)	--	--	--	--	0%	0%	0%	5%	0%
Drivers – not helpful, mean, unfriendly	--	--	--	--	0%	0%	0%	0%	0%
No control – too hot, cold, no radio, etc	--	--	--	--	0%	0%	0%	0%	0%
Can't carry things on	--	--	--	--	0%	0%	0%	0%	0%
Other	--	--	--	--	20%	8%	6%	7%	12%
Don't know	--	--	--	--	1%	12%	4%	10%	2%
Would not use in any capacity	--	--	--	--	--	--	15%	2%	2%
None/Nothing	--	--	--	--	--	--	7%	0%	5%

35. Suppose you had no other form of transportation.... how would you feel about riding TRAX?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Very positive	--	--	--	--	30%	29%	34%	27%	28%
Somewhat positive	--	--	--	--	48%	48%	47%	49%	48%
Somewhat negative	--	--	--	--	12%	11%	7%	9%	11%
Very negative	--	--	--	--	5%	7%	6%	7%	6%
Don't know (VOL)	--	--	--	--	5%	6%	6%	8%	7%

36. IF NEGATIVE (TRAX): What concerns would you have about riding TRAX? (OPEN-ENDED)

**In 2014 question type was changed to open-ended to allow for phone and online respondents to see the same question. Answers were coded using the previous categories so as to be comparable.*

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Inconvenient / lack of routes	--	--	--	--	51%	54%	63%	53%	69%
Crime / personal safety	--	--	--	--	12%	12%	7%	12%	21%
Price of Fares	--	--	--	--	2%	9%	7%	14%	12%
Crowded / no place to sit	--	--	--	--	0%	2%	0%	0%	6%
Dirty / not clean	--	--	--	--	0%	2%	0%	2%	4%
Late / can't trust	--	--	--	--	3%	0%	5%	2%	2%
People who use it (unsavory/homeless/etc.)	--	--	--	--	3%	2%	7%	9%	2%
Can't carry things on	--	--	--	--	0%	0%	0%	0%	2%
Need car (need to drive places)	--	--	--	--	3%	0%	2%	0%	0%
Drivers – not helpful, mean, unfriendly	--	--	--	--	0%	0%	0%	0%	0%
No control – too hot, cold, no radio, etc.	--	--	--	--	1%	0%	0%	0%	0%
Don't know routes/don't know how to use	--	--	--	--	5%	9%	7%	2%	2%
Other	--	--	--	--	20%	7%	7%	12%	6%
Don't know	--	--	--	--	0%	11%	5%	0%	4%

(ASK BOTH RIDERS AND NON-RIDERS)

Would each of the following make you more inclined to ride transit? Please answer on a 1-7 scale with ONE meaning "Definitely not" and SEVEN meaning "Definitely".

37. Higher gas prices

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Definitely not	13%	11%	11%	15%	7%	12%	10%	13%	16%
2	5%	6%	7%	4%	7%	7%	8%	8%	8%
3	5%	9%	7%	9%	9%	9%	10%	9%	13%
4	9%	10%	13%	12%	13%	15%	14%	13%	16%
5	18%	23%	20%	22%	23%	20%	21%	20%	19%
6	15%	14%	19%	13%	17%	18%	15%	15%	14%
7/ Definitely	33%	25%	21%	24%	21%	16%	19%	19%	12%
Don't know	2%	2%	1%	1%	3%	2%	2%	2%	2%
Mean score (1-7 scale)	4.95	4.71	4.68	4.60	4.77	4.47	4.54	4.43	4.06

38. Poor air quality/ 'red' or 'orange' air quality days

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Definitely not	17%	17%	17%	18%	9%	9%	11%	12%	14%
2	10%	10%	9%	8%	7%	8%	10%	8%	9%
3	11%	11%	8%	13%	14%	11%	12%	10%	11%
4	13%	14%	16%	13%	14%	17%	17%	15%	17%
5	19%	19%	20%	19%	24%	18%	18%	17%	19%
6	13%	12%	13%	14%	12%	15%	14%	15%	15%
7/ Definitely	15%	14%	15%	15%	19%	20%	15%	21%	15%
Don't know	4%	2%	1%	1%	1%	3%	2%	2%	1%
Mean score (1-7 scale)	4.07	4.03	4.14	4.10	4.49	4.54	4.26	4.49	4.25

39. More coverage/routes

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Definitely not	--	--	--	--	5%	5%	5%	5%	6%
2	--	--	--	--	5%	3%	4%	5%	4%
3	--	--	--	--	6%	6%	5%	6%	6%
4	--	--	--	--	6%	10%	10%	11%	10%
5	--	--	--	--	18%	19%	19%	21%	22%
6	--	--	--	--	25%	24%	24%	23%	26%
7/ Definitely	--	--	--	--	34%	31%	31%	27%	25%
Don't know	--	--	--	--	1%	2%	1%	3%	1%
Mean score (1-7 scale)	--	--	--	--	5.41	5.36	5.35	5.21	5.19

40. More frequency

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Definitely not	--	--	--	--	5%	6%	6%	5%	6%
2	--	--	--	--	5%	5%	4%	5%	5%
3	--	--	--	--	6%	4%	5%	5%	6%
4	--	--	--	--	8%	11%	12%	15%	14%
5	--	--	--	--	21%	20%	19%	21%	24%
6	--	--	--	--	23%	25%	23%	21%	22%
7/ Definitely	--	--	--	--	31%	26%	29%	25%	22%
Don't know	--	--	--	--	2%	3%	1%	3%	2%
Mean score (1-7 scale)	--	--	--	--	5.31	5.22	5.22	5.13	5.04

41. More evening service/routes

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Definitely not	--	--	--	--	--	--	--	8%	10%
2	--	--	--	--	--	--	--	7%	8%
3	--	--	--	--	--	--	--	7%	9%
4	--	--	--	--	--	--	--	16%	16%
5	--	--	--	--	--	--	--	20%	21%
6	--	--	--	--	--	--	--	18%	14%
7/ Definitely	--	--	--	--	--	--	-	19%	20%
Don't know	--	--	--	--	--	--	--	5%	2%
Mean score (1-7 scale)	--	--	--	--	--	--	--	4.74	4.56

42. Traffic/congestion

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Definitely not	--	--	--	--	5%	6%	6%	8%	7%
2	--	--	--	--	5%	6%	6%	5%	5%
3	--	--	--	--	9%	8%	6%	6%	8%
4	--	--	--	--	13%	15%	14%	10%	15%
5	--	--	--	--	23%	21%	23%	22%	22%
6	--	--	--	--	19%	22%	21%	23%	21%
7/ Definitely	--	--	--	--	26%	20%	21%	25%	19%
Don't know	--	--	--	--	1%	1%	1%	2%	2%
Mean score (1-7 scale)	--	--	--	--	5.05	4.89	4.92	5.05	4.83

43. Increased safety/security

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Definitely not	--	--	--	--	8%	9%	6%	10%	11%
2	--	--	--	--	11%	7%	8%	7%	6%
3	--	--	--	--	9%	9%	9%	10%	11%
4	--	--	--	--	14%	17%	18%	12%	16%
5	--	--	--	--	20%	20%	19%	19%	24%
6	--	--	--	--	17%	18%	21%	19%	15%
7/ Definitely	--	--	--	--	21%	17%	17%	20%	15%
Don't know	--	--	--	--	1%	2%	2%	3%	2%
Mean score (1-7 scale)	--	--	--	--	4.66	4.60	4.70	4.66	4.46

44. Increased cost or limited availability of parking

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Definitely not	--	--	--	--	7%	8%	7%	9%	10%
2	--	--	--	--	6%	7%	7%	6%	7%
3	--	--	--	--	8%	7%	9%	7%	8%
4	--	--	--	--	12%	16%	13%	12%	15%
5	--	--	--	--	23%	19%	20%	22%	24%
6	--	--	--	--	24%	22%	21%	17%	20%
7/ Definitely	--	--	--	--	19%	17%	19%	22%	14%
Don't know	--	--	--	--	1%	3%	2%	3%	2%
Mean score (1-7 scale)	--	--	--	--	4.85	4.71	4.78	4.80	4.59

45. More amenities or features at stops and stations

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
1/ Definitely not	--	--	--	--	--	--	--	--	13%
2	--	--	--	--	--	--	--	--	12%
3	--	--	--	--	--	--	--	--	11%
4	--	--	--	--	--	--	--	--	18%
5	--	--	--	--	--	--	--	--	19%
6	--	--	--	--	--	--	--	--	13%
7/ Definitely	--	--	--	--	--	--	--	--	10%
Don't know	--	--	--	--	--	--	--	--	2%
Mean score (1-7 scale)	--	--	--	--	--	--	--	--	3.99

In the past 12 months, have you used the following for information on how to ride UTA – including route and schedule information? (Percentage indicates “yes” response)

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
46. UTA Website	53%	61%	63%	45%	45%	46%	45%	50%	51%
47. Mobile App*	--	--	--	--	19%	24%	27%	17%	21%
48. UTA customer service by phone	35%	30%	29%	12%	10%	11%	13%	11%	9%
49. Bus or train stops and platforms	56%	67%	63%	44%	39%	38%	37%	39%	42%
50. Printed schedules	--	--	--	38%	36%	32%	31%	30%	27%
51. Other	21%	23%	26%	19%	6%	5%	6%	5%	13%

*In 2015, “Your mobile device or smart phone” was changed to “Mobile App”?

52. If you wanted to find information about UTA’s services, where would you first look for information? (Multi Response)

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
UTA website	--	--	--	--	74%	81%	83%	79%	87%
Mobile App	--	--	--	--	5%	18%	34%	8%	25%
UTA customer service by phone	--	--	--	--	6%	11%	20%	8%	15%
Bus or train stops and platforms	--	--	--	--	2%	11%	20%	5%	21%
Printed schedules	--	--	--	--	3%	15%	29%	8%	20%
Other	--	--	--	--	16%	8%	4%	7%	5%

*In 2015, “Your mobile device or smart phone” was changed to “Mobile App”?

53. Do you own the following?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Smart phone	--	--	--	--	--	--	--	75%	85%
iPad/Tablet	--	--	--	--	--	--	--	56%	61%
Basic mobile phone	--	--	--	--	--	--	--	30%	33%

How often do you use the following social media?

54. Twitter

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
(Number responding)				(401)	(403)	(632)	(601)	(612)	(610)
Never	--	--	--	86%	87%	79%	73%	73%	74%
Occasionally	--	--	--	10%	11%	14%	19%	16%	18%
Frequently	--	--	--	3%	2%	7%	8%	10%	9%
Don’t know	--	--	--	1%	0%	0%	0%	1%	0%

55. Facebook

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
<i>(Number responding)</i>				(401)	(403)	(632)	(601)	(612)	(610)
Never	--	--	--	39%	41%	31%	24%	25%	21%
Occasionally	--	--	--	29%	31%	24%	24%	26%	25%
Frequently	--	--	--	32%	27%	44%	52%	49%	53%
Don't know	--	--	--	0%	0%	1%	0%	0%	0%

56. Instagram

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
<i>(Number responding)</i>								(612)	(610)
Never	--	--	--	--	--	--	--	68%	58%
Occasionally	--	--	--	--	--	--	--	15%	20%
Frequently	--	--	--	--	--	--	--	17%	21%
Don't know	--	--	--	--	--	--	--	1%	0%

(DEMOGRAPHICS)

Finally, a few questions to help us analyze the data...

57. Please indicate your gender:

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Male	43%	50%	48%	48%	51%	50%	42%	50%	47%
Female	57%	50%	52%	52%	49%	50%	58%	50%	53%

58. What is your age category?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
18-24	4%	5%	5%	5%	5%	6%	8%	9%	7%
25-34	13%	15%	14%	14%	14%	14%	14%	15%	16%
35-44	16%	18%	17%	18%	18%	18%	17%	15%	21%
45-54	20%	21%	21%	25%	25%	21%	17%	17%	17%
55-64	23%	24%	24%	22%	22%	22%	24%	19%	18%
65 to 74	16%	12%	13%	8%	8%	10%	11%	17%	14%
75 and over	9%	5%	6%	7%	7%	9%	8%	8%	6%
Refuse	1%	0%	0%	1%	1%	0%	0%	0%	0%

59. What is your current job status?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Employed full-time	45%	45%	41%	40%	41%	40%	36%	39%	43%
Employed part-time	11%	11%	11%	11%	11%	8%	13%	10%	10%
Unemployed	3%	4%	4%	6%	4%	5%	3%	3%	3%
Retired	27%	20%	21%	20%	19%	21%	22%	24%	20%
Stay at home parent/ homemaker	7%	11%	12%	11%	14%	13%	13%	10%	10%
Self-employed	3%	6%	7%	5%	3%	4%	4%	5%	7%
Student	2%	2%	2%	3%	3%	3%	3%	4%	3%
Unable to work due to med. problem / disabled	1%	1%	1%	3%	1%	4%	1%	3%	3%
Other	1%	0%	2%	1%	0%	2%	1%	1%	1%
Don't know (DO NOT READ)	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to answer	--	--	--	--	--	--	1%	0%	0%

60. What is the last level of education you completed?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Some high school or less	2%	1%	2%	2%	2%	1%	2%	1%	1%
High school graduate or equivalent	13%	9%	13%	13%	12%	14%	15%	12%	10%
Some college/technical school	30%	33%	31%	34%	33%	35%	33%	32%	33%
College graduate	35%	35%	33%	35%	35%	30%	31%	33%	34%
Graduate or professional degree	19%	21%	21%	16%	16%	20%	17%	21%	21%
Prefer not to answer	1%	0%	0%	1%	1%	0%	1%	0%	0%

61. What is your approximate annual household income category?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Less than \$15,000	3%	3%	5%	6%	6%	5%	6%	4%	6%
\$15,000 to under \$25,000	7%	5%	6%	5%	6%	7%	7%	6%	5%
\$25,000 to under \$35,000	8%	7%	10%	6%	8%	9%	10%	10%	9%
\$35,000 to under \$50,000	11%	14%	15%	14%	12%	13%	14%	12%	12%
\$50,000 to under \$75,000	21%	21%	19%	18%	20%	21%	20%	19%	21%
\$75,000 to under \$100,000	14%	19%	20%	18%	18%	15%	15%	15%	18%
\$100,000 to under \$150,000	12%	14%	10%	14%	11%	10%	12%	14%	14%
\$150,000 or more	6%	7%	6%	8%	7%	6%	4%	8%	7%
Prefer not to answer	19%	10%	10%	11%	12%	13%	11%	12%	8%

62. Which of the following best describes your ethnic background?

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2012</u>	<u>2013</u>	<u>2014a</u>	<u>2014b</u>	<u>2015</u>	<u>2017</u>
Black/ African American	1%	0%	0%	2%	2%	0%	1%	1%	1%
Hispanic	1%	2%	2%	2%	3%	4%	4%	3%	4%
American Indian/ Native American	0%	0%	0%	1%	1%	1%	1%	1%	1%
Asian	1%	1%	0%	1%	1%	2%	1%	2%	2%
Hawaiian/ Pacific Islander	1%	0%	0%	1%	0%	0%	0%	0%	0%
Caucasian/White (not of Hispanic descent)	85%	94%	94%	89%	90%	89%	88%	91%	89%
White (of Hispanic descent)	8%	--	--	--	--	1%	--	--	2%
Other	3%	1%	1%	2%	1%	3%	2%	2%	1%
Refuse	2%	2%	2%	3%	2%	0%	2%	1%	1%

63. ZIPCODE – And finally, what is your zipcode?

84__ __ __