JTA General Public Survey 1999
SL10983

Good evening. My name is ____________ and I am calling on behalf of the center for urban transportation research at the university of south florida. We are conducting a short survey on community issues in the Jacksonville metropolitan area. We are not attempting to sell you anything, we are only interested in your opinions.

(Ask to speak to an adult if respondent is clearly not an adult, and repeat)

I need to speak to the male or female head of the household. Would they be available?

(Repeat intro if necessary)
(QUOTA 50% MALE 50% FEMALE)

1. For how many months of the year do you live in the Jacksonville area?

   10 or more 1
   7-9 2
   4-6 3
   3 or less 4
   Don't live in Jacksonville area 5 (TERMINATE)
   Don't know &
   Refused {

2. In what neighborhood or community in Jacksonville do you live?

   ___________________________ (Record exact response)

3. In your opinion, what is the single most important issue currently facing the Jacksonville community? (DO NOT READ RESPONSES) – check first response

   Traffic/transportation/roads 1
   Crime 2
   Education 3
   Dealing with population growth 4
   Tourism 5
   Unemployment 6
   Economic growth/business issues 7
   Other (Specify ________________ ) 8
   Don't know &
   Refused {


43
4. Are you employed outside the home?
   (if q1 ne 1 ask, "While you are living in Jacksonville, are you employed outside the
   home?)

   | Yes | 1 |
   | No  | 2 (SKIP TO Q. 13) |
   | Don't know | & (SKIP to Q. 13) |
   | Refused | { (SKIP to Q. 13) |

5. And are you employed full time, that is 35 or more hours per week, or part time?

   | Full time | 1 |
   | Part time | 2 |
   | Don't know | & |
   | Refused | { |

6. Do you currently hold more than one job?

   | Yes | 1 |
   | No  | 2 |

   [If Q6=yes, ask Q6A]

6A. Please answer the next few questions in this survey with respect to your primary job.

7. How many days do you usually travel to work in a week?

   ___ days [if 0 skip to Q. 13]

   (ALLOW 1-999)

8. And about how much time does it take you to commute to work?

   ___ minutes  
   Don't know  &  
   Refused {  

44
9. And about how many miles is your commute?

___ miles
Don't know &
Refused {

10A. Please tell me the number of days in a typical week that you drive alone to get to work? [If respondent uses more than one means of transportation in a single trip, for example walking or driving to the bus, please only enter the mode used for most of the trip.]

___ # of days

10B. When you drive to work, do you ever carpool, that is, go to work with someone else in the car? ["carpooling" is driving with someone else to the worksite - taking a child to school does not count as carpooling for this question]

Yes 1 (continue with Q10C)
No 2 (go to 10-E if applicable)

10C. Please tell me the number of days in a typical week that you carpool to get to work? ["carpooling" is driving with someone else to the worksite - taking a child to school does not count as carpooling for this question]

___ # of days

10D. (If 10(A) and 10(C) are >1, verify. If total of 10(A) and 10(C) are greater than Q7, subtract 10(C) from 10(A) and use this number as the 10(A) response.)

"So you drive to work alone (Q10A response) days per week and carpool (Q10C response) days per week?"

10A. response should be ___ (IF TOTAL = Q7, SKIP TO Q11,
10C. response should be ___ OTHERWISE CONTINUE)
10E. Please tell me the number of days in a typical week that you __________ to get to work? 
[If respondent uses more than one means of transportation in a single trip, for example walking or driving to the bus, please only enter the mode used for most of the trip.]

1. Vanpool, that is, ride to work in a van with 7-14 other people __________
2. Ride the bus or transit to work __________
3. Ride a bicycle __________
4. Walk or jog __________
5. Do something else (Specify __________) __________

[When the days for all modes are added the total should equal the answer in Q.5 and definitely not exceed 7 days. When responses equal the total number of days worked, go on to q. 11]

11. And at what time do you usually leave home to go to work? __ __ __ am (1) __ __ __ pm (2)
   Don’t know & Refused {

12. And at what time do you usually leave work to go home? __ __ __ am (1) __ __ __ pm (2)
   Don’t know & Refused {

13. Have you heard of any organizations that provide bus service or other transportation service in the Jacksonville area, or not?
   Yes 1
   No 2 (SKIP TO Q.15)
   Don't know & (SKIP TO Q.15)
   Refused { (SKIP TO Q.15)

14. Which organizations have you heard of? (All that apply) (DO NOT READ LIST)
   Jacksonville Transportation Authority or JTA 1
   Skyway 2
   Other (Specify __________________________) 9
   Don’t know &
   Refused {
15. Have you ever heard of JTA or the Jacksonville Transportation Authority, or not?

Yes 1
No 2 (Skip to q. 18)
Don't know & (Skip to q. 18)
Refused { (Skip to q. 18)

16. What services are you aware of that are provided by JTA? (RECORD ALL MENTIONS)

Local bus service 1
People mover or Skyway 2
Local road construction 3
Jaguar shuttle, stadium shuttle, or Alltell shuttle 4
Other (Specify ____________) 9
Don't know &
Refused {

IF Q16 (1) MENTIONED, SKIP TO AUTHOR NOTE BEFORE Q. 18

17. Are you aware that local public transit service is provided by JTA, or not?

Yes 1
No 2
Don't know &
Refused {

IF Q10(E2)>0 SKIP TO Q. 23

18. In the past year, have you ridden the bus in the Jacksonville area, or not?

Yes 1
No 2 (SKIP TO Q19)
Don't know & (SKIP TO Q19)
Refused { (SKIP TO Q19)

18a. Do you still ride the bus on a regular basis, or not?

Yes 1
No 2 (SKIP TO INSTRUCTIONS BEFORE Q20)
Don't Know & (SKIP TO INSTRUCTIONS BEFORE Q23)
Refused { (SKIP TO INSTRUCTIONS BEFORE Q23)
18b. About how often do you ride the bus? Would you say...?

<table>
<thead>
<tr>
<th>Choice</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7 days per week</td>
<td>1</td>
</tr>
<tr>
<td>1-4 days per week</td>
<td>2</td>
</tr>
<tr>
<td>1-3 days per month</td>
<td>3</td>
</tr>
<tr>
<td>once every few months, or</td>
<td>4</td>
</tr>
<tr>
<td>once per year or less</td>
<td>5</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>6</td>
</tr>
<tr>
<td>Refused</td>
<td>7</td>
</tr>
</tbody>
</table>

19. Have you ever ridden the bus in the Jacksonville area, or not?

<table>
<thead>
<tr>
<th>Choice</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
</tr>
<tr>
<td>Refused</td>
<td>4</td>
</tr>
</tbody>
</table>

IF (Q18a=2 or Q19=1), SKIP TO Q. 23

20. When you were riding the bus, about how often were you riding? Would you say...

<table>
<thead>
<tr>
<th>Choice</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7 days per week</td>
<td>1</td>
</tr>
<tr>
<td>1-4 days per week</td>
<td>2</td>
</tr>
<tr>
<td>1-3 days per month</td>
<td>3</td>
</tr>
<tr>
<td>once every few months, or</td>
<td>4</td>
</tr>
<tr>
<td>once per year or less</td>
<td>5</td>
</tr>
<tr>
<td>Don’t know</td>
<td>6</td>
</tr>
<tr>
<td>Refused</td>
<td>7</td>
</tr>
</tbody>
</table>
21. What is the main reason you no longer ride the bus? (check ONE answer)
(Do NOT read choices)

Work hours changed 01
Moved and bus no longer available 02
Moved and bus no longer convenient 03
Work site changed and bus no longer available 04
Work site changed and bus no longer convenient 05
Bought/gained access to a car 06
Began carpooling 07
Bus ran behind schedule 08
Bus fares were more than I was willing to pay 09
I didn’t feel that the bus was safe 10
Had to start taking kids to school/daycare 11
Parking became cheaper or free 12
Bus drivers were not as courteous as I would have liked 13
Specific bad experience riding bus (specify ____________) 14
Other, specify ____________ 91
None 00
Don’t know &
Refused { 49

22. For each of the following reasons, please tell me what influence each reason had in your decision to no longer ride the bus by using a number from 1 to 10, where 1 means the item had no influence at all and 10 means the item had a very strong influence. You may use any number from 1 to 10. (Start with item indicated in Q.21, and scatter items from there)

01 = no influence at all
02
03
04
05
06
07
08
09
10 = very strong influence
& = don’t know
{ = refused

A. (Use answer to Q. 21 if not in list) --
B. The Bus ran behind schedule --
C. Bus fares was more than I was willing to pay
D. I didn’t feel that the bus was safe
E. Bus drivers were not as courteous as I would have liked
F. I wasn’t comfortable being around other passengers

(IF Q16–2, SKIP TO Q24)

23. Have you ever heard of the Skyway or downtown people mover, or not?

Yes 1
No 2 (SKIP TO Q. 28)
Don’t know & (SKIP TO Q. 28)
Refused {} (SKIP TO Q. 28)

24. In the past year, have you used the Skyway, or not?

Yes 1
No 2
Don’t know &
Refused {}

25. Are you aware of any plans to expand the area that the Skyway serves, or not?

Yes 1
No 2
Don’t know &
Refused {

[SCRAMBLE ATTRIBUTES. ACCEPT ONLY ONE RESPONSE]

26. I’m going to read 4 statements that could describe your opinion about the Skyway. After I’ve read the statements, please choose the ONE that best describes your opinion about it.

(READ ALL ATTRIBUTES) Now which of these statements best describes your opinion about the Skyway?

The Skyway is a poor investment of taxpayer money 1
The Skyway is a good investment in the transportation system 2
The idea of the Skyway is sound but the way it was built is not good for downtown 3
The Skyway isn’t much use now but will be much better when it has been completed 4
Don’t know (DON’T READ) 
Refused (DON’T READ) {}
27. Are you aware that the Skyway is a JTA service, or not?
   Yes  1
   No   2
   Don't know &
   Refused { 

(IF Q16=4, SKIP TO Q29)

28. Have you ever heard of the Stadium shuttle service, which provides transportation to and from Jaguars' games and other sports events, or not?
   (NOTE: If respondent mentions Jaguar shuttle, this counts as a "yes")
   Yes  1
   No   2 (SKIP TO q.31)
   Don't know & (SKIP TO q.31)
   Refused { (SKIP TO q.31)

29. In the past year, have you used the Stadium shuttle service to go to the stadium, or not?
   Yes  1
   No   2
   Don't know &
   Refused { 

30. Are you aware that the Stadium shuttle service is a JTA service, or not?
   Yes  1
   No   2
   Don't know &
   Refused { 

31. Overall, how would you rate the public transit system in Jacksonville? Would you say that the system is:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>5</td>
</tr>
<tr>
<td>Good</td>
<td>4</td>
</tr>
<tr>
<td>Adequate</td>
<td>3</td>
</tr>
<tr>
<td>Poor, or</td>
<td>2</td>
</tr>
<tr>
<td>Very poor</td>
<td>1</td>
</tr>
<tr>
<td>Don't know</td>
<td>&amp;</td>
</tr>
<tr>
<td>Refused</td>
<td>{}</td>
</tr>
</tbody>
</table>

32. And overall, to what extent do you feel the need for public transit service in Jacksonville has changed in the last two years? Do you feel that this need has:

<table>
<thead>
<tr>
<th>Change</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased greatly</td>
<td>5</td>
</tr>
<tr>
<td>Increased slightly</td>
<td>4</td>
</tr>
<tr>
<td>Stayed about the same</td>
<td>3</td>
</tr>
<tr>
<td>Decreased slightly</td>
<td>2</td>
</tr>
<tr>
<td>Decreased greatly</td>
<td>1</td>
</tr>
<tr>
<td>Don't know</td>
<td>&amp;</td>
</tr>
<tr>
<td>Refused</td>
<td>{}</td>
</tr>
</tbody>
</table>

33. Next, I will read a few statements concerning transportation in the Jacksonville area. As I read each one, please indicate the extent to which you agree with each statement. Please respond by telling me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.

The first statement is: (SCRAMBLE STATEMENTS)

A. An effective public transportation system is important for the local economy. Do you (record response)

<table>
<thead>
<tr>
<th>Agreement</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>5</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>4</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>3</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>2</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1</td>
</tr>
<tr>
<td>Don't know</td>
<td>&amp;</td>
</tr>
<tr>
<td>Refuse</td>
<td>{}</td>
</tr>
</tbody>
</table>
B. Traffic congestion in the Jacksonville area is a major problem for me. Do you:

- Strongly agree: 5
- Somewhat agree: 4
- Neither agree nor disagree: 3
- Somewhat disagree: 2
- Strongly disagree: 1
- Don't know: &
- Refuse: }

C. Building and widening roads is the best solution to current traffic congestion. Do you (record response):

- Strongly agree: 5
- Somewhat agree: 4
- Neither agree nor disagree: 3
- Somewhat disagree: 2
- Strongly disagree: 1
- Don't know: &
- Refuse: }

D. Public transportation is an important part of solving our local transportation problems. Do you:

- Strongly agree: 5
- Somewhat agree: 4
- Neither agree nor disagree: 3
- Somewhat disagree: 2
- Strongly disagree: 1
- Don't know: &
- Refuse: }

E. Until the greater Jacksonville economy improves, I won't support any public projects. Do you:

- Strongly agree: 5
- Somewhat agree: 4
- Neither agree nor disagree: 3
- Somewhat disagree: 2
- Strongly disagree: 1
- Don't know: &
- Refuse: }
F. I will always vote no for anything involving a transit improvement. Do you:

- Strongly agree: 5
- Somewhat agree: 4
- Neither agree nor disagree: 3
- Somewhat disagree: 2
- Strongly disagree: 1
- Don't know: &
- Refuse: 

34. Have you heard, seen or read any advertising or other messages related to bus or other transit service in the Jacksonville area in the past 6 months, or have you not seen any such advertising?

- Yes: 1
- No: 2 (SKIP TO INSTRUCTIONS BEFORE Q. 37)
- Don't know: & (SKIP TO INSTRUCTIONS BEFORE Q. 37)
- Refused: 

35. Where did you see or hear this advertising? [All that apply]

(DO NOT READ LIST)

- Newspaper: 01
- Radio: 02

  Was this radio ad part of a traffic report?

- Yes: 1
- No: 2
- Don't know: &
- Refused: 

- Television: 03
- At work: 04
- In the mail: 05
- On billboards: 06
- On road signs: 07
- Received a phone call: 08
- At a bus stop/on a bench: 09
- On the side of buses/vans: 10
- Special event/transportation day: 11
- Other (Specify): 91
- Don't know: &
- Refused: 

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36. What message do you recall from this advertisement? [All that apply] (DO NOT READ CHOICES)

None 1
Bus service is available 2
Riding the bus saves money 3
Buses can get you where you want to go 4
Skyway service (generic) 5
Stadium shuttle (generic) 6
Other (Specify) 7
Don’t know &
Refused {

[If Q 10(E2) > 0, or if Q18=1, skip to Q38]
[1/2 get Q37 and 1/2 get Q38]
[Scramble Statements]

37. I am going to describe some changes that might be made to the bus system and ask you about how they might affect your willingness to use the bus. For each of the following statements, please indicate the extent to which you agree or disagree that the change would make you willing to use the bus once per month or more. Please respond by telling me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.

Strongly agree 5
Somewhat agree 4
Neither agree nor disagree 3
Somewhat disagree 2
Strongly disagree 1
Don’t know &
Refused {

The first/next statement is: I would ride the bus once per month or more if.....

A. Buses came to my stop at least once every 30 minutes
B. The bus rides were shorter
C. Buses were cleaner and more comfortable
D. Buses were safer
E. Buses were less crowded
F. The bus went closer to my home and work
G. Transit information and passes were more readily available
H. Bus stops were safer, cleaner, and more comfortable
I. Buses ran more on schedule (?)
38. In your opinion, to what extent should each of the following issues receive taxpayer support? Please respond by telling me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree that the issue should receive taxpayer support.

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>5</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>4</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>3</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>2</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1</td>
</tr>
<tr>
<td>Don’t know</td>
<td>&amp;</td>
</tr>
<tr>
<td>Refused</td>
<td>{</td>
</tr>
</tbody>
</table>

The first/next issue is: Taxpayer support should be provided for:

A. Increasing frequency of bus service
B. Providing more night time bus service
C. Providing more early morning bus service
D. Providing more weekend bus service
E. Providing bus service to more areas of town
F. Express services from park ‘n’ ride to employment centers
G. Making buses run more on schedule (?)
H. Making Skyway service more frequent and expanding hours of service

(IF Q4=NO/DON’T KNOW/REFUSED, DO NOT ASK Q39E AND Q39F)

39. Which of the following do you do once per week or more? Do you: ______ at least once per week, or not?

| Yes: 1 |
| No: 2 |
| Don’t know & |
| Refused { |

A. Watch network television
B. Watch cable television
C. Read the paper on weekdays
D. Read the Sunday paper
E. Listen to the radio while going to work
F. Listen to the radio at work
G. Listen to the radio at home
d1. Now I just have a few questions remaining that are for statistical and classification purposes only. Your answers will remain completely anonymous and confidential. What is your marital status?

<table>
<thead>
<tr>
<th>Status</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>1</td>
</tr>
<tr>
<td>Married</td>
<td>2</td>
</tr>
<tr>
<td>Divorced/Separated</td>
<td>3</td>
</tr>
<tr>
<td>Widowed</td>
<td>4</td>
</tr>
<tr>
<td>Don’t know</td>
<td>&amp;</td>
</tr>
<tr>
<td>Refused</td>
<td>{}</td>
</tr>
</tbody>
</table>

d2. Do you have any children under the age of 6 in your household?

<table>
<thead>
<tr>
<th>Response</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Don’t know</td>
<td>&amp;</td>
</tr>
<tr>
<td>Refused</td>
<td>{}</td>
</tr>
</tbody>
</table>

d3. Do you have any children aged 6-16 in your household?

<table>
<thead>
<tr>
<th>Response</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Don’t know</td>
<td>&amp;</td>
</tr>
<tr>
<td>Refused</td>
<td>{}</td>
</tr>
</tbody>
</table>

d4. How many working vehicles do you have in your household?

(Record number ) ______
Don’t know &
Refused {}
d5. What is the highest level of education you have completed?

Did not complete high school  1
High school graduate  2
Trade/technical school  3
Attended college/associate degree  4
College graduate  5
Post Graduate degree  6
Don't know &
Refused { }

d6. What is your race?

White  1
African-American  2
Hispanic  3
Asian  4
American Indian  5
Other, specify ___________  6
Refused { }

d7. Please stop me when I read the category that contains your age:

18 - 24 years old  1
25 - 34  2
35 - 44  3
45 - 54  4
55 - 64  5
65 or older  6
Refused (DON'T READ) { }
Please stop me when I read the range that contains your household's total income, including yourself and anyone else in your household that worked, for 1998?

- Under $10,000 1
- $10,000 - $19,999 2
- $20,000 - $29,999 3
- $30,000 - $39,999 4
- $40,000 - $49,999 5
- $50,000 - $59,999 6
- $60,000 - $69,999 7
- $70,000 or more 8

Don't know (DON'T READ) &
Refused (DON'T READ) }

(DO NOT ASK)

Please record sex

- Male 1
- Female 2

Thank you very much. That concludes our survey. So that my supervisor can verify my work, may I please have just your first name?