A Report on the

2019 Community Survey

Of Adults in Wake, Durham, and Orange Counties

North Carolina

This survey is a project of:

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Introduction

Method

The survey was conducted in August and September, 2019 in Wake, Durham, and Orange counties, North Carolina. It is part of a multi-year survey program which includes this 2019 survey of the general adult public, and annual surveys of each of four transit systems serving the area, GoRaleigh, GoDurham, GoTriangle, and GoCary.

Sample

The sample on which this report is based is a random sample of 1,202 adults in the three county area. The sample is stratified by county. This means that it includes three separate samples, 500 responses from Wake County, 400 from Durham County, and 302 from Orange County. In order to perform analysis on the total combined sample, the results are weighted to reflect the different adult (eighteen and older) populations of the three counties as defined by the American Community Survey five year population results as of 2017 for county, age, and sex of the population eighteen years of age or older.

The sample includes interviews conducted on both landlines and cell-phones. Landlines can easily be randomly sampled within a small geographic area (E.g., a county as opposed to the entire United States) because there is a known relationship between telephone numbers and location. That is not true of cellphones. There is no clear spatial relationship between a cell number and geography. Publicly available address lists of cell-users do not exist. Also, not only do cell numbers bear only very limited relationship to local geography such as city and county, but also many or most users do not change their number as they relocate.

Two techniques were therefore used to provide a sound cellphone sample. First, a random sample for random digit dialing (RDD) was developed based on proximity to switching station which is the computer control center handling a telephone area code and exchange (not a cell tower) closest to the location where the cell contract was first entered into. This is an approximation, but only an approximation because so many people, especially in an area such as the Triangle region, move to or from other locations after arranging cell service. Thus, while approximation helps, the sample still requires oral screening for county of residence. Screening is inherently costly in terms of labor, but the costs are magnified because by law cell numbers must be manually dialed and it generally takes more than one hundred dialings to locate a willing and qualified respondent.

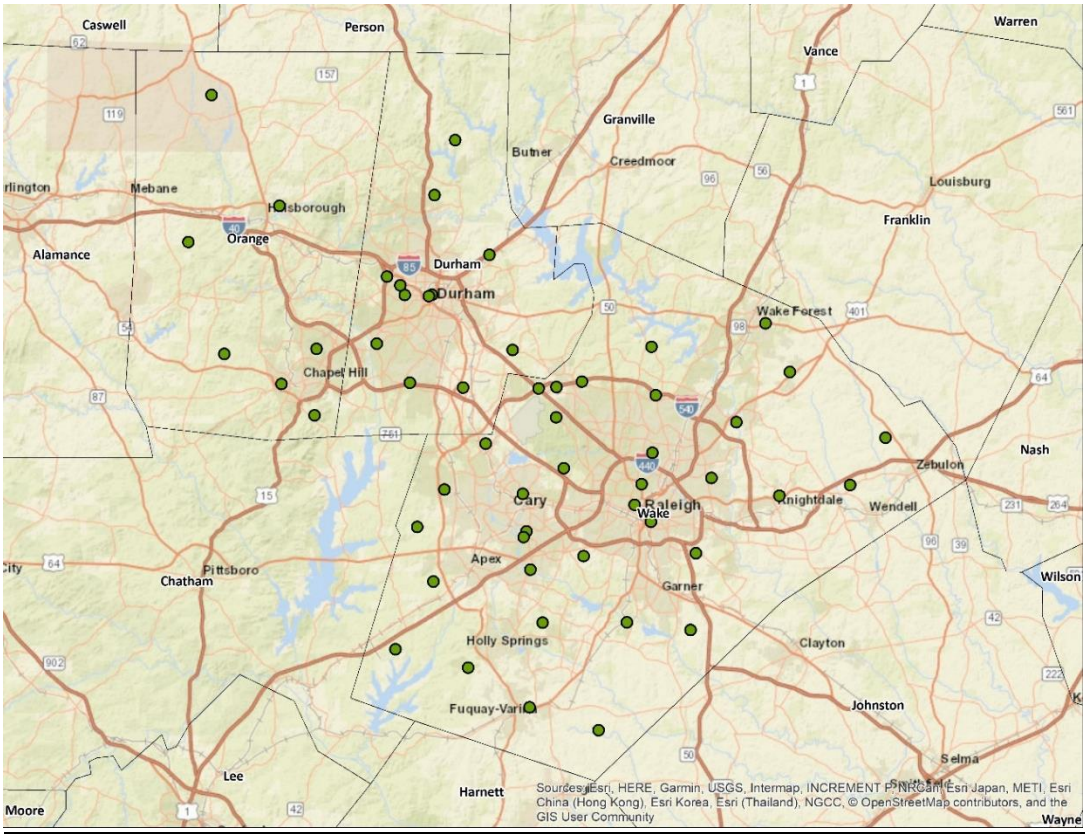
In spite of this legal requirement there has been a sudden proliferation since 2017 of robo-calls, which in the Triangle Region alone number in the many millions annually. This change, coupled with the caller ID incorporated into smartphones, and call-blocking software included in current versions of IOS and Android systems means that more than one hundred or more calls must be dialed before there is an opportunity even to qualify or eliminate a potential respondent.

Therefore, a supplementary sample of cell phone users based on commercially available lists of cell-phone users matched to large databases owned by credit unions and certain public sources was used to supplement the initial random sample. A comparison of the two cell-samples reveals that there is no substantial difference between the responses from the two sources.

Sample distribution

The map in Figure 1 indicates the distribution of the sample based on zip code centroids. It should be noted that each dot represents not one, but many respondents.

Figure 1 Respondent locations (zip code centroids)



Interviewing

The interviews were conducted by live interviewers using a CATI (Computer assisted telephone interviewing) system which presents interviewers with the appropriate next question and available responses on their screen. The CATI system also asks certain sets of questions in randomized order in cases where the order in which questions are asked may influence the response. Further, it also enables cross referencing among questions. For example, respondents were asked the main purpose of their most frequent local trips. Later, their response to that question was inserted into a question about their interest in using improved public transportation to make that trip [to work, shopping, school, etc.]

Results are presented in this report thematically rather than simply in order of the questionnaire. Thus, the sections explore themes including

- Current local travel behavior (purpose, mode, etc.)

- Awareness of transit services
- Awareness of transit improvement plans
- Attitudes toward public transportation as a benefit to the community
- Attitudes toward public transportation as personally useful
- Nature of the current transit market

How the transit user data differ from passenger surveys

In this community survey report the reader may notice that some statistics that describe current transit users are different from the transit-user statistics reported in the onboard surveys of passengers collected on the several bus systems as part of this overall project. Why is this?

Unlike the passenger surveys, the sample used for a community survey is based on a sample of all community households, not transit riders. A passenger survey conducted on buses, on the other hand, is, by definition, surveying a sample that is 100% transit-using. Thus, the demographic characteristics of the transit user found in a passenger survey will describe the typical person one would find on a bus. A community survey will describe the population as a whole. The community survey sample will include transit users only to the extent that they exist in the population, typically between 5% and 15% in the United States. A key difference between the transit users sampled in each of these two very different ways is that in a passenger survey we are obviously more likely to encounter frequent riders than infrequent riders. The household survey, when it happens to find transit users, finds them without regard to the frequency with which they use the buses. Insofar as the frequency of using transit is related to the characteristics of the rider, therefore, the characteristics of those sampled will also differ.

Notes on reading the report

- The results are presented in charts and tables as simple percentages rounded to the nearest whole percent. When a 0% appears, it means simply that the responses were less than one-half of one percent. There are some exceptions. In a few charts, when small numbers of responses needed to be shown, percentages are expressed to tenths.

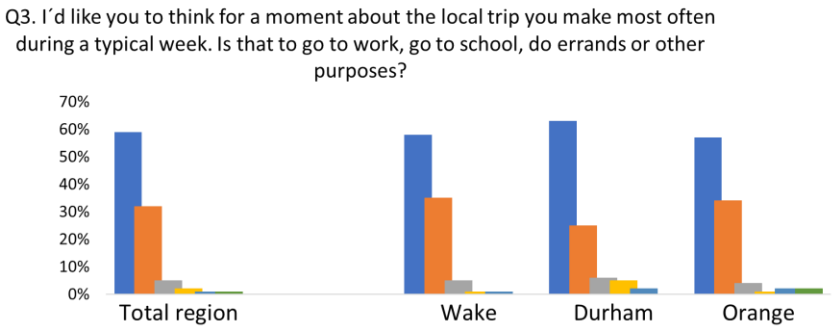
- Two sets of questions were asked of only one of two separate groups of respondents. One set was directed to those who most often use public transportation for their local trips, and the other to those who use other modes, primarily driving alone. This was defined by question #4[1]. Transit users were asked several questions labeled Q4AC1, Q4B, Q4C, and Q4DC1, appropriate to their use of transit, then they skipped to question 14. Non-transit users were asked question 5 through 12 to determine what they knew about public transportation. Other questions, with minor exceptions, were asked of all respondents.

- During the survey process it proved necessary for budgetary reasons to reduce the length of the survey by eliminating several questions. Because the CATI program was already in use, the original question numbers had to be maintained as empty variables. These are noted in the questionnaire.

[1] See Appendix: Questionnaire page 34

Profile of Local Travel, Purpose and Mode

Figure 2 Purpose of local trip made most often



	Total region	Wake	Durham	Orange
Work	59%	58%	63%	57%
Errands, Shopping	32%	35%	25%	34%
School	5%	5%	6%	4%
Recreation, social	2%	1%	5%	1%
Medical	1%	1%	2%	2%
Kids to school	1%	0%	0%	2%

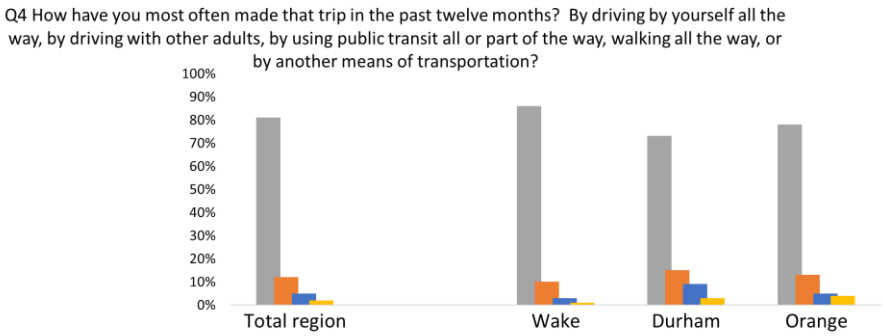
Purpose of local trip made most often

Respondents were asked the purpose of the local trip they make most often. The two primary purposes are travel to/from work and shopping.

Work trips predominate, with 59% of respondents region-wide indicating that their usual trip is to get to or from work. This is especially true in Durham County, where 63% cited work trips compared with 58% in Wake and 57% in Orange counties. Regionally, almost one-third of usual local trips are for shopping (32%). This is more the case in Wake (35%) and Orange (34%) than in Durham (25%).

The balance of usual local trips are for getting to school or university, and occasional purposes including recreation and medical purposes, and in a small number of cases, ferrying children to school.

Figure 3 Current mode for most frequent local trip



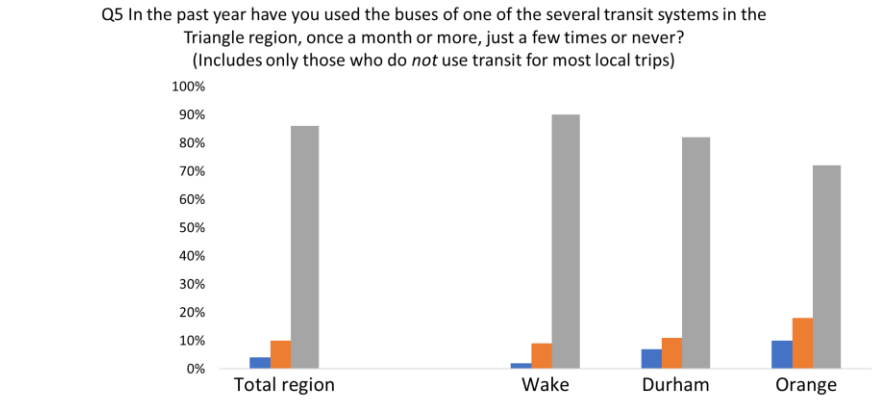
	Total region	Wake	Durham	Orange
Driving alone all the way	81%	86%	73%	78%
Driving with other adults or carpooling	12%	10%	15%	13%
Bus	5%	3%	9%	5%
Other (walk, bike, drive also taking child)	2%	1%	3%	4%

Current mode for most frequent local trip

Regionally, 81% of local travel is by single occupancy vehicle (SOV). This varies significantly among the three counties, with Wake at the high end (86% SOV), and Durham at the low end (73%).

Conversely, use of the bus systems is 5% regionally, and greatest in Durham at 9% and lower in Orange (5%) and Wake (3%). Traveling with other adults, including carpooling, stands at 12% regionally, 15% in Durham, 10% in Wake and 13% in Orange counties. Walking, biking and driving with a child account for the balance.

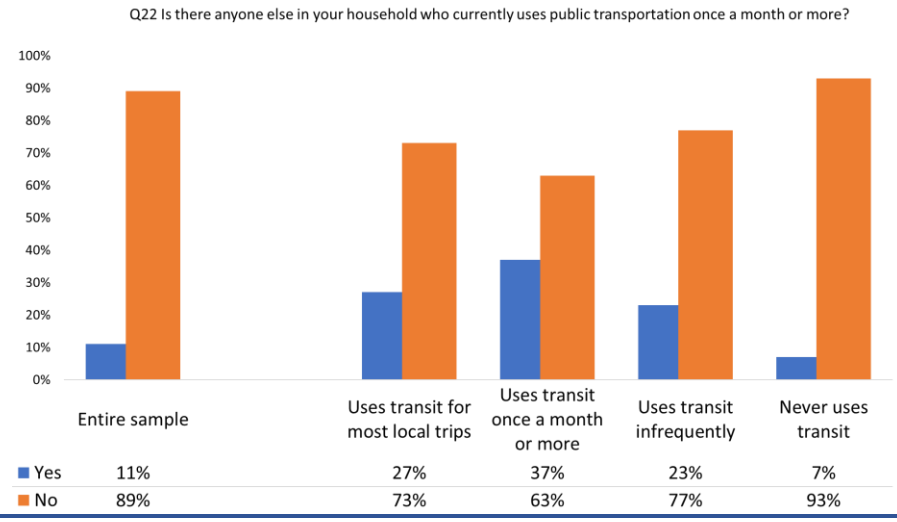
Figure 4 Use of public transportation by those for whom it is not the primary mode



Use of public transportation by those for whom it is not the primary mode

Some people who do not use transit for their most frequent local trip, do use it occasionally. Regionally, this includes 4% who used it once a month or more in the past year, and 10% who used it only a "few times" during the past year. This means that 5% use the bus systems for most local trips (Figure 3), while another 3.8% use it once a month or more, but not for their most frequent trips (i.e., 4% of the 95% who do not use transit for more trips = 3.8%). Thus, the adult population in the region who regularly use public transit is estimated at 8.8%. We will round that statistic off to 9%.

Figure 5 Other transit user in the household



Other transit user in the household

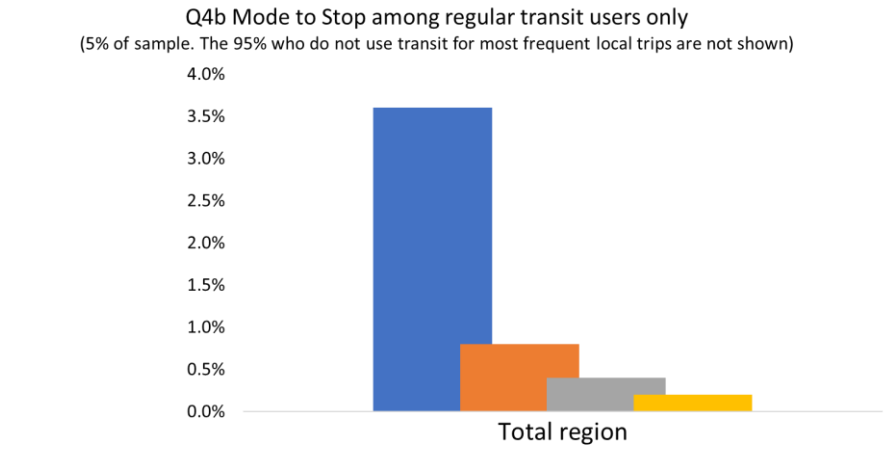
To estimate the percent of households with at least one regular transit user (a person who uses the bus for most trips or once a month or more) all respondents were asked whether there was anyone else in the household who uses transit once a month or more.

We have established that a total of 9% of adults use public transit for most trips or once a month or more. These respondents account for 9% of all households. There may be only one, or there may be more than one, transit user in each household within this 9%, but all we are interested in for a household estimate is that there is at least one transit user. Twenty-three percent (23%) of infrequent users and 7% of those who never use transit say another person in the household uses the buses once a month or more. Together these constitute 8.5% of the sample. Thus, a total of 9% + 8.5%, or 17.5% of households have one or more transit users. We can round that figure off and estimate that 18% of household in the area have one or more persons who use transit once a month or more. This is slightly on the high side of estimates seen elsewhere which usually run about 15%, but it is a reasonable estimate.

Mode to bus stop (Current transit users only)

Those who use the buses for most of their local trips (5% of the sample, or n=63) were asked how they access their bus stop. The regular transit users, like transit users everywhere, tend to walk to their bus stop (3.6% of the total sample).

Figure 6 Mode to bus stop (Current transit users only)

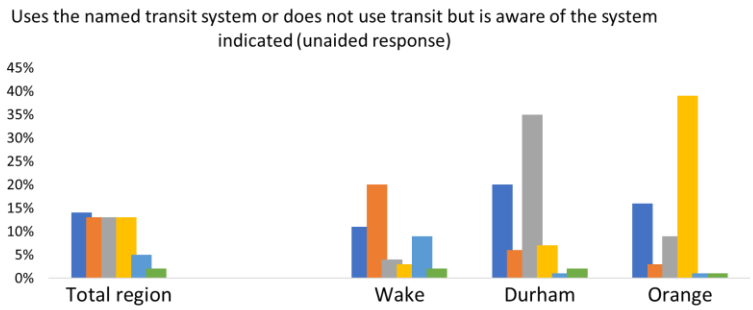


	Total region
Walk	3.6%
Use a park and ride	0.8%
Dropped off at stop	0.4%
Bicycle to stop	0.2%

This sub-sample is very small, and the results must be treated as approximations only. The 95% who do not use transit for their most frequent local trips are not shown in the chart. The separate county sub-samples are too small to include.

Awareness of Local Transit Systems

Figure 7 Awareness of local transit systems (Unaided)



	Total region	Wake	Durham	Orange
GoTriangle	14%	11%	20%	16%
GoRaleigh	13%	20%	6%	3%
GoDurham	13%	4%	35%	9%
Chapel Hill	13%	3%	7%	39%
GoCary	5%	9%	1%	1%
Wolfline	2%	2%	2%	1%

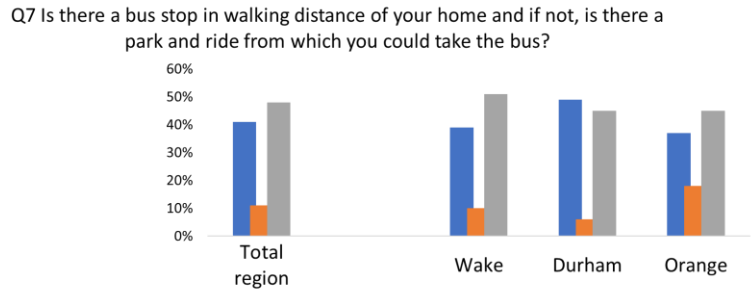
Unaided awareness of local transit systems

Awareness of the transit systems serving the Triangle is measured as follows: If respondents use a system in the Triangle Region, they are of course aware of it. If they do not use a local system but are able to name it as a bus system serving the Triangle Region (unaided – i.e. without choosing the name from a list), they are deemed to be "Aware."

All of the larger systems, including Chapel Hill Transit, enjoy awareness of 13% or 14% region-wide. The small systems, GoCary and Wolfline have – regionally – awareness of only 5% and 2%, not surprising given the extent of the region and the limits of their route structures.

Awareness of each system is associated with the respondent's location, as one would expect. That is, awareness of GoRaleigh is greatest in Wake County and GoDurham in Durham County. In Orange county, GoCary, a participating system in this study was, however, named by only 1%, while Chapel Hill Transit, a much larger system, was named by 38%. In each case, the second most frequently mentioned system was GoTriangle.

Figure 8 Awareness of bus stops [Non-transit users only]



	Total region	Wake	Durham	Orange
Yes there is a stop in walking distance	41%	39%	49%	37%
No stop, but there is park and ride	11%	10%	6%	18%
No or Not sure of either stop or park and ride	48%	51%	45%	45%

Awareness of bus Stops [Non-transit users only]

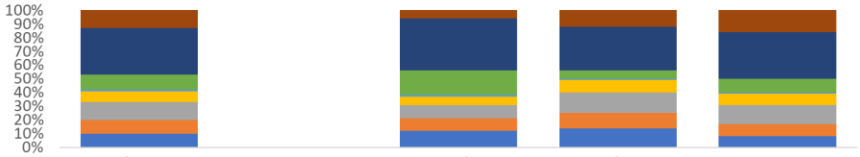
Awareness of a transit system is one thing. Awareness of details on how to use it is another.

One of the most basic elements of user knowledge is where to board the bus. Respondents who do not currently use transit were asked if they knew of a bus stop within walking distance of their home and, if not, whether there was a park and ride from which they could take a bus. A total of slightly more than half (52%) were either aware of a bus stop in walking distance (41%) or of a park and ride location (11%). On the other hand, almost half of the regional respondents (48%) either thought there was no stop in walking distance, or they were unsure about both the stop and a park & ride.

Bus stop awareness varies by county, with awareness highest in Durham (49%) and roughly the same in Wake (39%) and Orange (37%).

Figure 9 Awareness: Distance to bus stop or availability of park & ride [Non-transit users only]

Q7 How long would it take to walk to that bus stop?
Q8 If no stop in walking distance, is there a park and ride to get the bus?



	Total region	Wake	Durham	Orange
Not sure about walking distance to stop or if there is a Park & Ride	13%	6%	12%	16%
Knows no stop is walking distance but not sure about a park and ride	34%	38%	32%	34%
Too far to walk,but there is a park and Ride where I could get bus	11%	18%	6%	10%
Knows the stop but too far to walk	1%	1%	1%	1%
Eleven minutes or more	8%	6%	9%	8%
Six to ten minutes	13%	10%	15%	14%
Five minutes	10%	9%	11%	9%
Less than five minutes	10%	12%	14%	8%

Awareness: Distance to bus stop or availability of park & ride [Non-transit users only]

In Figure 8 we considered whether respondents who do not use public transportation were aware of a bus stop within walking distance, or, if not, whether they were aware of park&ride they could use. In Figure 9 we consider the same question but add detail by asking how long it would take to walk to the stop.

Of all respondents who do not use public transportation, 10% said there is a stop less than a five minute walk for them, while an additional 23% indicated that a stop was within a 5 to 10 minute walk. Thus, a total of one third (33%) of all respondents were aware of a bus stop within a 10 minute walk. Another 8% said that the stop would require a walk of 11 minutes or more and 1% indicated that they knew where the stop was, but it would be too far to walk.

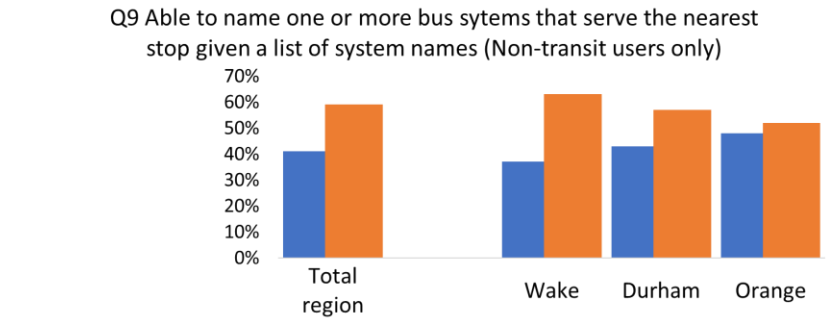
Another 11% indicated that there is no stop in walking distance but that there is a park&ride lot where they could catch a bus. Thus, a total of 54% either are aware enough of a bus stop to be able to estimate the walking time to it (even if it is too far to walk), or they are aware of a park&ride where they could access a bus.

The balance, 46% were either unsure about both the distance to a stop and a park&ride or were certain there is no stop in walking distance but uncertain about a park&ride.

Awareness, defined as the total who can estimate the walking time to a stop or know of a park&ride, varies only minimally among the three counties, with 56% in Wake and Durham, and 50% in Orange.

Bottom line: Although we saw in Figure 7 that unaided awareness of transit system names was relatively low (13% or 14% for the larger systems) more than half of those who do not currently use public transportation have operational awareness of where to board a bus if they wished to do so.

Figure 10 Awareness: Which bus system(s) serve the stop? [Non-transit users only]



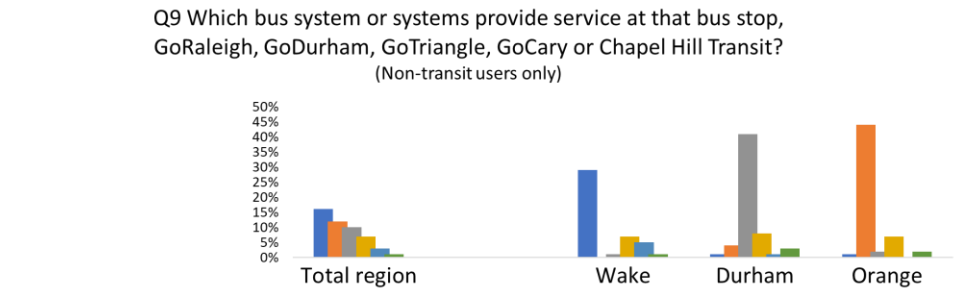
	Total region	Wake	Durham	Orange
Able to name one or more systems serving nearest stop	41%	37%	43%	48%
Unable to name a system serving nearest stop	59%	63%	57%	52%

Awareness: Which bus system(s) serve the stop? [Non-transit users only]

If potential transit users are to obtain trip information about bus services available to them, they would need to know the name of the bus system serving the bus stop or park&ride they would use.

More non-transit users (53%) are aware of a bus stop or park&ride than are able to name one or more of the bus systems providing service there (41%). Awareness in this sense varies considerably among the three counties with awareness higher in Orange (40%) and Durham (43%) counties than in wake County (37%).

Figure 11 Awareness: Which bus system(s) serve that stop? [Non-transit users only]



	Total region	Wake	Durham	Orange
GoRaleigh	16%	29%	1%	1%
Chapel Hill Transit	12%	0%	4%	44%
GoDurham	10%	1%	41%	2%
GoTriangle	7%	7%	8%	7%
GoCary	3%	5%	1%	0%
A system other than those	1%	1%	3%	2%

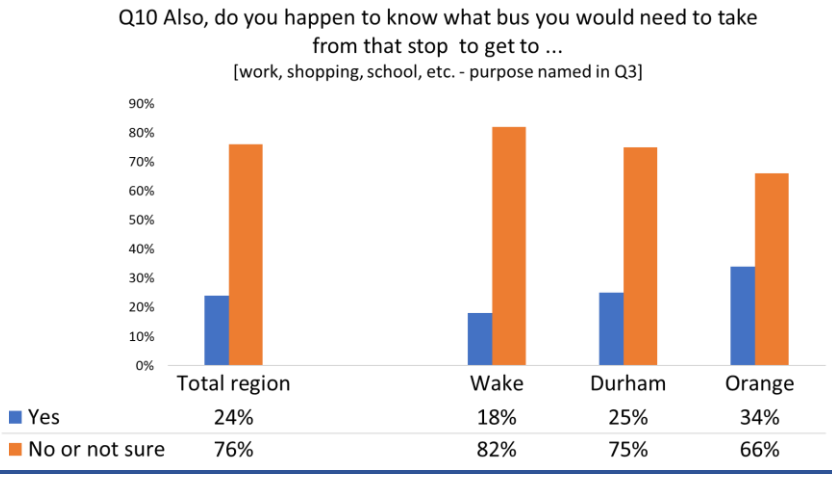
Awareness: Which bus system(s) serve that stop? [Non-transit users only]

The ability to identify the specific transit system serving the stop or park&ride of which respondents are aware relates closely to the primary system serving each of the three counties. For example, 41% of respondents from Durham County were able to name GoDurham as the system serving the stop they would use, 44% of Orange County respondents were able to identify Chapel Hill Transit as the local system, and 29% of Wake County respondents were able to identify GoRaleigh.

GoTriangle was identified by 7% or 8% in each of the three counties.

As was apparent in Figure 7, Orange County respondents tended to name Chapel Hill Transit rather than GoCary as the system serving the stop of which they were aware. Given the difference in the sizes of the Chapel Hill and GoCary systems, this is not surprising.

Figure 12 Awareness: Knowing which bus to take for most frequent local trip [Non-transit users only]



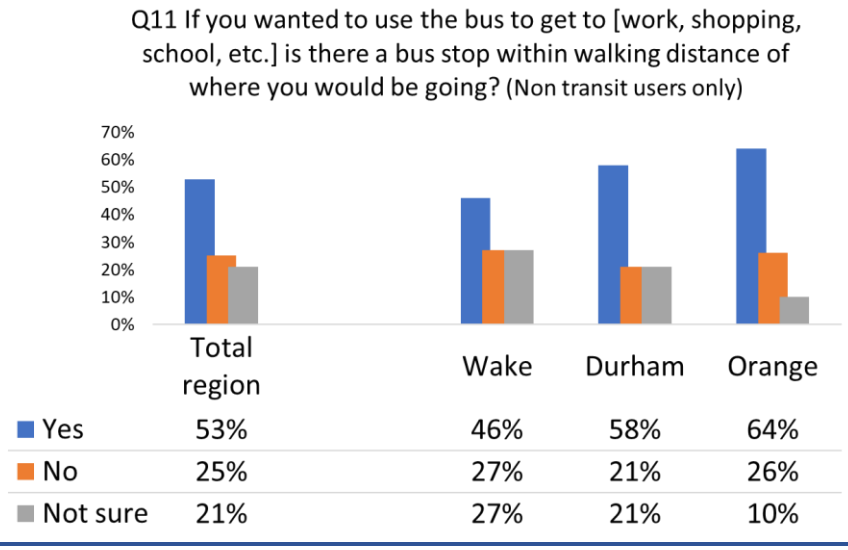
Awareness: Knowing which bus to take for most frequent local trip [Non-transit users only]

Another form of operational awareness of public transportation involves knowing which bus to take for trips people commonly make. Early in the survey respondents were asked (see Figure 2) the purpose of their most frequent local trip. Later in the survey they were asked if they knew which bus they would need to take to make that most frequent local trip for the purpose of getting to work, to shop, to get to school, or other specific purpose that they had named earlier in the survey. Regionwide, almost one fourth (24%) said that, "Yes," they did know which bus to take, while the balance, 76% said they did not know or were not sure. This level of awareness varies among the three counties, highest at 34% in orange county, next at 25% in Durham County, and 18% in Wake County.

Awareness: Knowing bus stop at destination [Non-transit users only]

Figure 9 demonstrated that regionally, 53% of those who do not use public transportation were able to identify a bus stop or park&ride where they could board a bus. The same percentage, 53%, indicated that they are aware of a bus stop at the destination to which they most frequently go locally.

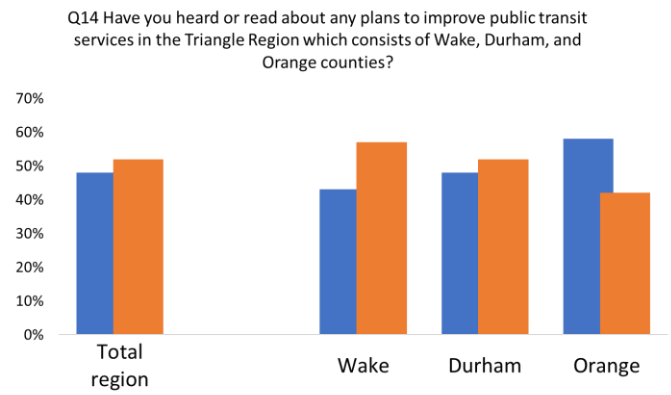
Figure 13 Awareness: Knowing bus stop at destination [Non-transit users only]



Again, this varies among the three counties with the highest awareness level found in Orange County (64%), 58% in Durham County, and 46% in Wake County.

Awareness of Transit Improvement Plans

Figure 14 Awareness of transit improvement plans

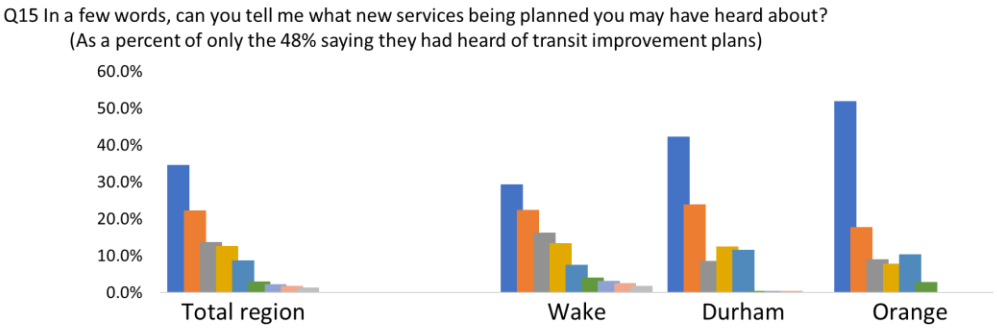


Awareness of transit improvement plans

Almost half of the Triangle Region's adult population say they have heard of plans to improve public transit services in the region. This level varies somewhat by county, with Orange County having the highest awareness at 58%, Durham at 48% and Wake at 43%.

These levels of self-reported awareness differ by county, but the more important message in the chart is not the inter-county differences, but the fact that so many members of the public say they are aware of these plans.

Figure 15 Respondents' descriptions of what they know of plans



	Total region	Wake	Durham	Orange
Light rail	34.6%	29.3%	42.3%	51.9%
Mentions rail	22.2%	22.3%	23.9%	17.8%
Expanded bus service	13.7%	16.3%	8.5%	9.0%
Misc response	12.6%	13.3%	12.6%	7.8%
Light rail cancelled	8.7%	7.4%	11.5%	10.4%
BRT	3.1%	4.1%	0.4%	2.8%
Roadways	2.2%	3.2%	0.4%	0.0%
Service expansion (general)	1.7%	2.5%	0.4%	0.2%
Tax	1.3%	1.8%	0.0%	0.2%

Respondents' Descriptions of what they know of plans

Respondents who said they were aware of transit improvement plans were asked to describe the plans in their own words. Light rail which has received much publicity because of the controversies surrounding it, was the item mentioned most frequently. More than thirty four percent (34.6%) mentioned light rail without further comment, However, another 8.7% noted that the light rail project has been cancelled. Still another 22.2% mentioned "rail" generically without specifying light rail or commuter rail. Mentions of rail in any form total 65.5% of all aspects of improvement plans mentioned.

In short, the public tends to associate transit improvement planning with rail. Mentions of rail in all forms dominate all three county's survey results. However, residents of Durham (42.3%) and Orange (51.9%) counties mentioned light rail than of Wake County (29.3%), not surprising given the proposed route between Chapel Hill to Durham.

Figure 16 Service improvement priorities

Service Improvement Priorities

	Wake	Durham	Orange	Region
Q18A For the Triangle region, how important is it to have bus service running more often, to more places, for more hours a day and more days a week?				
Very important	55%	59%	53%	55%
Somewhat important	27%	23%	29%	27%
Not very important	8%	8%	8%	8%
Not important at all	6%	5%	8%	6%
Not sure	4%	5%	2%	4%
Q18B For the Triangle region, how important is it to have a new service called "Bus Rapid Transit" running fast in their own lane separate from traffic, a service being planned for Raleigh & Chapel Hill?				
Very important	45%	50%	39%	45%
Somewhat important	25%	21%	31%	26%
Not very important	14%	11%	12%	13%
Not important at all	11%	10%	14%	11%
Not sure	5%	8%	4%	5%
Q18C For the Triangle region, how important is it to provide peak hour commuter trains running next to I-40 between Garner and Durham through Cary, Raleigh, and Research Triangle Park?				
Very important	57%	62%	50%	56%
Somewhat important	23%	21%	22%	22%
Not very important	9%	6%	10%	8%
Not important at all	7%	6%	12%	8%
Not sure	4%	5%	6%	6%

Service improvement priorities

Respondents were asked a series of three questions regarding how important they felt certain transit improvements would be to the Triangle region. The questions were asked in a randomized order to avoid "order bias." Responses are shown in Figure 16. The specific wording of each question is shown in the table.

Regionally, more than half of the respondents rated two service improvements as being "very important." They are:

- Bus service running more often, to more places, for more hours a day and more days a week (55%).
- Peak hour commuter trains running next to I 40 between Garner and Durham through Cary, Raleigh, and Research Triangle Park (56%).

The third service, bus rapid transit (BRT) also had high importance ratings, but it fell short of a majority at 45%.

The general expansion of bus service described in question 18A found majority support in the sense of being rated as very important in each of the three counties, but especially in Durham County where 59% rated such expansion as being very important. The development of commuter rail service between Garner and Durham received very strong support, especially in Wake (57%) and Durham (62%) counties, and substantial support in Orange County (50%).

For whatever reason, fewer people rated BRT as a very important transit improvement in each of the three counties than the other two improvements measured. There are several elements in the question, thus several possible reasons for this difference. It may be simply that BRT is a newer and probably less familiar concept to people than commuter rail service and bus service in general. Or it may be a response to the particular route described in the question. Or the response to BRT having its "own lane" which might imply a loss of roadway options for drivers.

Figure 17 Personal interest in service improvements

Service Improvement Priorities

	Wake	Durham	Orange	Region
Q19A How likely is it that you personally would use very frequent bus service with good connections to almost all Triangle region destinations, for many hours a day seven days a week?				
Very likely	19%	27%	23%	22%
Somewhat likely	33%	31%	33%	33%
Not likely	45%	38%	39%	42%
(VOL) Depends on the routes	0%	1%	2%	1%
Not sure	3%	3%	3%	3%
Q19B How likely is it that you personally would use Bus Rapid Transit running most of the route between downtown Raleigh and suburbs separated from traffic in separate lanes?				
Very likely	16%	17%	13%	15%
Somewhat likely	30%	25%	21%	27%
Not likely	50%	49%	61%	52%
(VOL) Depends on the routes	1%	2%	1%	1%
Not sure	4%	8%	4%	5%
Q19C How likely is it that you personally would use peak hour commuter trains running next to I-40 between Garner and Durham through Cary, Raleigh, and Research Triangle Park?				
Very likely	21%	26%	16%	21%
Somewhat likely	26%	24%	20%	26%
Not likely	49%	43%	59%	49%
(VOL) Depends on the routes	1%	2%	3%	1%
Not sure	3%	5%	2%	3%

Personal interest in service improvements

In addition to respondents being asked how important each transit improvement would be for the community, they were also asked how likely they were to actually use each of the improved services (Figure 17).

Notice that if we compare the percentages in the two tables, in each case more respondents said that the service expansion was very important than said they were very likely to use it. For example, while in Figure 16, 55% had said that generally expanded bus service was very important to the region, fewer, 22%, said that they were very likely to use it. BRT and rail service provided the same contrast. This was true not only regionally, but also within each of the three counties.

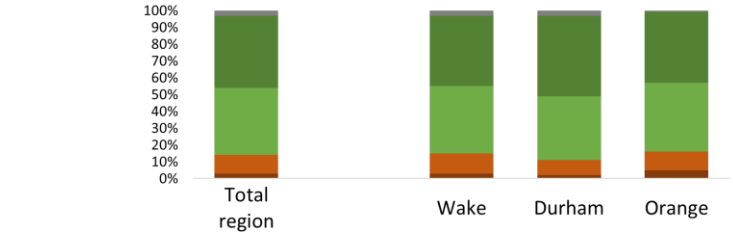
This difference can be described as the contrast between perception of community benefit and personal benefit. The contrast provides a revealing perspective which is examined in the next several figures.

To summarize opinions of the importance of transit improvements, respondents were asked how important they were collectively to the Triangle region. Respondents regionally and in each of the three counties are in general agreement that the improvements are very or somewhat important.

This is an impressive level of generic support for public transportation improvements, even allowing for some likely positive bias in the response resulting from the respondents' likely realization at this point of the survey that the questions were motivated by an interest in transit improvements.

Figure 18 How much would transit improvements benefit the Triangle Region?

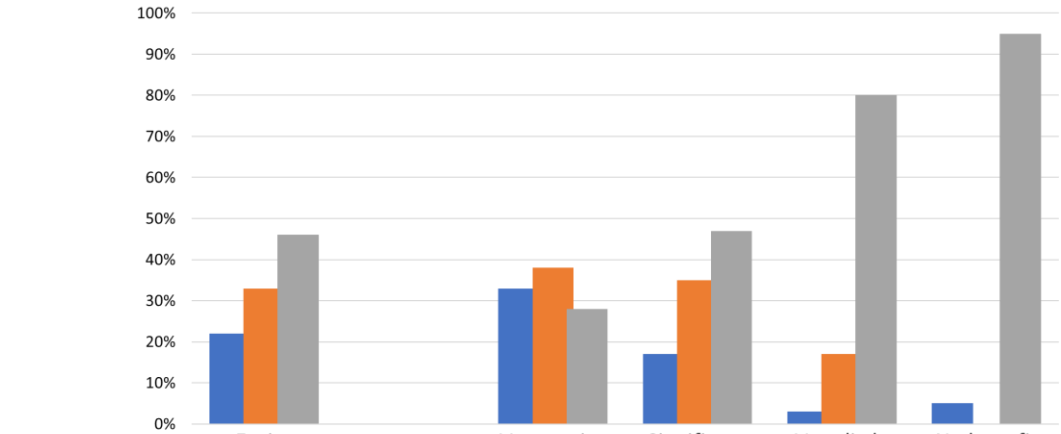
Q20 Regardless of whether you personally might use any of these services, how much, if at all, do you think that on the whole, they would benefit the Triangle Region?



	Total region	Wake	Durham	Orange
[VOL] Not sure	3%	3%	3%	1%
Very major benefit	43%	42%	48%	42%
Significant benefit	40%	40%	38%	41%
Very little benefit	11%	12%	9%	11%
No benefit at all	3%	3%	2%	5%

Figure 19 Self-Interest & Community Interest (1 of 2)

Q20 Regardless of whether you personally might use any of these services, how much, if at all, do you think that on the whole, they would benefit the Triangle Region?



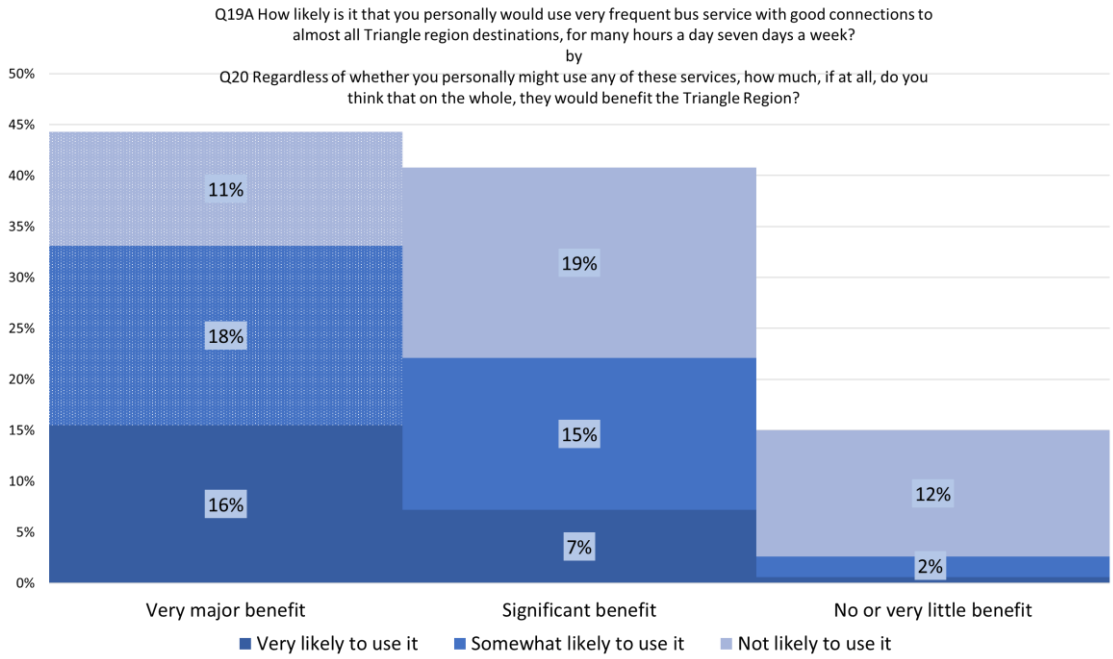
Q19A How likely is it that you personally would use very frequent bus service with good connections to almost all Triangle region destinations, for many hours a day, seven days a week?

	Entire sample	Very major benefit	Significant benefit	Very little benefit	No benefit at all
Very likely	22%	33%	17%	3%	5%
Somewhat likely	33%	38%	35%	17%	0%
Not likely	46%	28%	47%	80%	95%

Self-Interest & Community Interest

For understanding interest in improvement of public transit, perhaps the most interesting group of people are those who say that the improvements are very or somewhat important, but then say they are only somewhat likely or are not likely to use the improved services. This suggests that they are supporting transit improvement as a public good, not for reasons of self interest.

Figure 20 Self interest and community interest (2 of 2)



Self interest and community interest

Figure 20 presents the same data that we saw in the previous figure. However, in this chart the percentages are based on the entire adult population, not on the column in which they appear.

Sixteen percent (16%) express views most consistent with self-interest in that they consider expansion of bus service to be a very major benefit to the region, and they believe they are very likely to use it.

The most interesting components, however, are the 18% of the regional adult population who consider a major improvement in bus service to be a very major benefit for the region but who say they are only somewhat likely to use it, plus another 11% who say they are not likely to use it. In other words, a total of 29% of area adults support the idea that major improvement of bus service would be a substantial benefit to the region but that they themselves are would not use it or at least are ambivalent about using it.

This is a pattern typical of situations in which voters are asked to approve or disapprove bond or other tax related issues. Many people who would never use the transit services to be provided by the issue will nevertheless support the proposal as a "good government" action perceived as beneficial to the community at large.

The group that is perhaps most consistent in its views believes that there is no or very little community benefit in improved transit service and that they probably would not use it. The balance of the population is in the middle and believes that the improvement would be significant, although not a "very major benefit." Of that group 7% say they are very likely to use it, while the balance in the say they are not likely (19%) or only somewhat likely (15%) to use it.

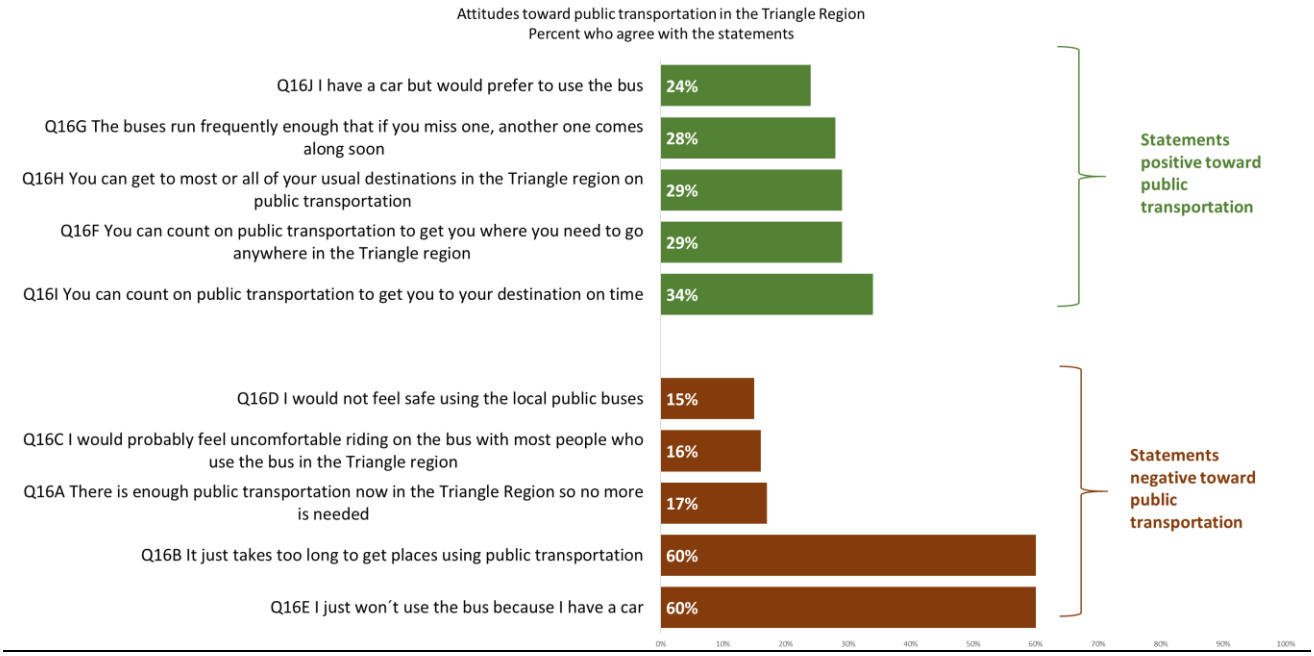
Attitudes Toward Public Transportation

Attitudes toward using public transportation

Respondents were asked their agreement or disagreement on a continuum with a series of statements about public transportation[2]. In Figure 21 those saying they agreed strongly or simply agreed are combined. While all statements were based on the agree/disagree format, in some statements agreement indicates a positive attitude toward public transportation while in other cases it implies a negative view.

The five positive statements about public transportation comprise a constellation of attitudes that would be ideal for encouraging use of public transit if they were widely shared. However, agreement with the statements varies within a range of only 24% to 34%.

Figure 21 Attitudes toward public transportation



On the other hand, it is not as if all views of public transit are negative. For example, only 17% say that there is enough public transportation now in the Triangle region so no more is needed. And only 15% or 16% agree with statements about feeling uncomfortable or even unsafe using public buses. However, 60% agree that "it just takes too long to get places using public transportation" and "I just won't use the bus because I have a car."

[2] Agree strongly, agree, disagree, disagree strongly

Detail of attitudes toward public transportation

Figure 22 and Figure 23 break out agreement and disagreement in detail and break down each of the questions by county.

Figure 22 Detail of attitudes toward public transportation

	Wake	Durham	Orange	Total region
Q16F You can count on public transportation to get you where you need to go anywhere in the Triangle region				
Agree strongly	5%	5%	3%	4%
Agree	23%	29%	23%	25%
Disagree	30%	33%	41%	34%
Disagree strongly	23%	15%	22%	21%
Not sure	19%	17%	10%	17%
Q16G The buses run frequently enough that if you miss one, another one comes along soon				
Agree strongly	3%	3%	6%	4%
Agree	22%	27%	25%	24%
Disagree	22%	27%	28%	24%
Disagree strongly	13%	8%	9%	11%
Not sure	40%	34%	32%	37%
Q16H You can get to most or all of your usual destinations in the Triangle region on public transportation				
Agree strongly	3%	7%	3%	4%
Agree	23%	30%	23%	25%
Disagree	31%	28%	35%	31%
Disagree strongly	22%	17%	23%	21%
Not sure	21%	17%	16%	19%
Q16I You can count on public transportation to get you to your destination on time				
Agree strongly	2%	3%	4%	3%
Agree	28%	30%	37%	31%
Disagree	27%	30%	26%	28%
Disagree strongly	9%	9%	6%	8%
Not sure	34%	27%	27%	31%
Q16J I have a car but would prefer to use the bus				
Agree strongly	4%	7%	9%	6%
Agree	14%	19%	24%	18%
Disagree	54%	46%	48%	50%
Disagree strongly	23%	23%	9%	20%
Not sure	5%	5%	10%	7%

Several general observations about Figure 22:

Perceptions of area transit services display a combination of disagreement and uncertainty ("not sure") that would present a challenge for marketing current transit services. For example, a total of 72% of respondents either disagree strongly (11%), disagree (24%) or are not sure (37%) whether buses run frequently enough that missing one would not be a problem.

These figures vary somewhat by county, but not in such a regular manner that any one of the three counties could reasonably be indicated as having a problem in this regard.

Figure 23 Detail of attitudes toward public transportation

	Wake	Durham	Orange	Total region
Q16A There is enough public transportation now in the Triangle Region so no more is needed				
Agree strongly	3%	4%	5%	4%
Agree	12%	12%	13%	13%
Disagree	36%	39%	36%	37%
Disagree strongly	31%	26%	34%	31%
Not sure	17%	18%	11%	16%
Q16B It just takes too long to get places using public transportation				
Agree strongly	20%	23%	16%	20%
Agree	40%	40%	41%	40%
Disagree	19%	19%	22%	20%
Disagree strongly	3%	4%	5%	4%
Not sure	18%	14%	16%	17%
Q16C I would probably feel uncomfortable riding on the bus with most people who use the bus in the Triangle region				
Agree strongly	3%	6%	3%	4%
Agree	13%	11%	9%	12%
Disagree	47%	47%	44%	46%
Disagree strongly	28%	28%	41%	31%
Not sure	9%	8%	3%	7%
Q16D I would not feel safe using the local public buses				
Agree strongly	4%	7%	4%	5%
Agree	11%	12%	7%	10%
Disagree	53%	50%	43%	50%
Disagree strongly	26%	22%	39%	28%
Not sure	7%	9%	6%	7%
Q16E I just won´t use the bus because I have a car				
Agree strongly	26%	22%	11%	22%
Agree	41%	34%	35%	38%
Disagree	25%	31%	31%	28%
Disagree strongly	6%	11%	16%	10%
Not sure	2%	2%	7%	3%

Detail of attitudes toward public transportation

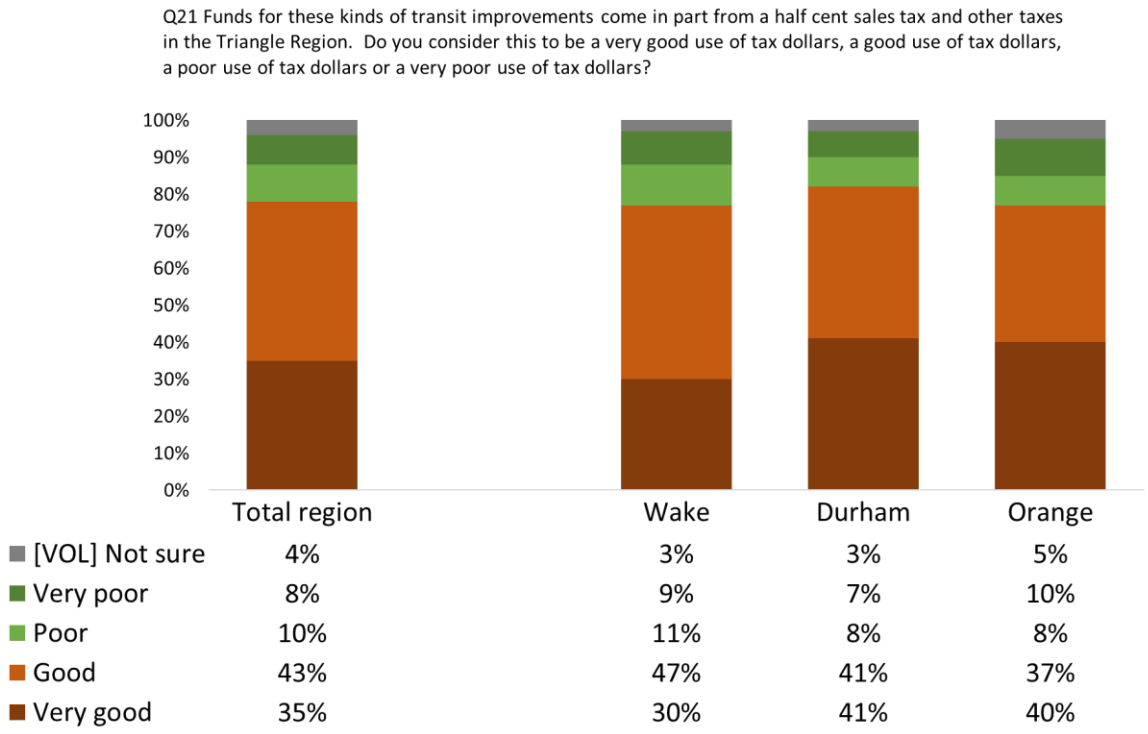
In Figure 23 we see a similar pattern:

The attitudes in each of the three counties tend to be similar, and there is no strikingly different pattern for any one of the three.

Where there is differentiation it is between Orange County and the other two counties. Differences appear there in terms of rejecting the use of the bus because the respondent has a car (Q16E), and the sense of safety using local public buses (Q16D), and not feeling uncomfortable writing on the bus with most people who use the bus in the region (Q16C). However, even when there are differences such as these, they are relatively small and the general patterns among the three counties than to be similar.

One positive note for transit in this set of questions is the high level of disagreement (68%) with the statement that "there is enough public transportation now in the Triangle region so no more is needed."

Figure 24 Use of tax funding for public transportation



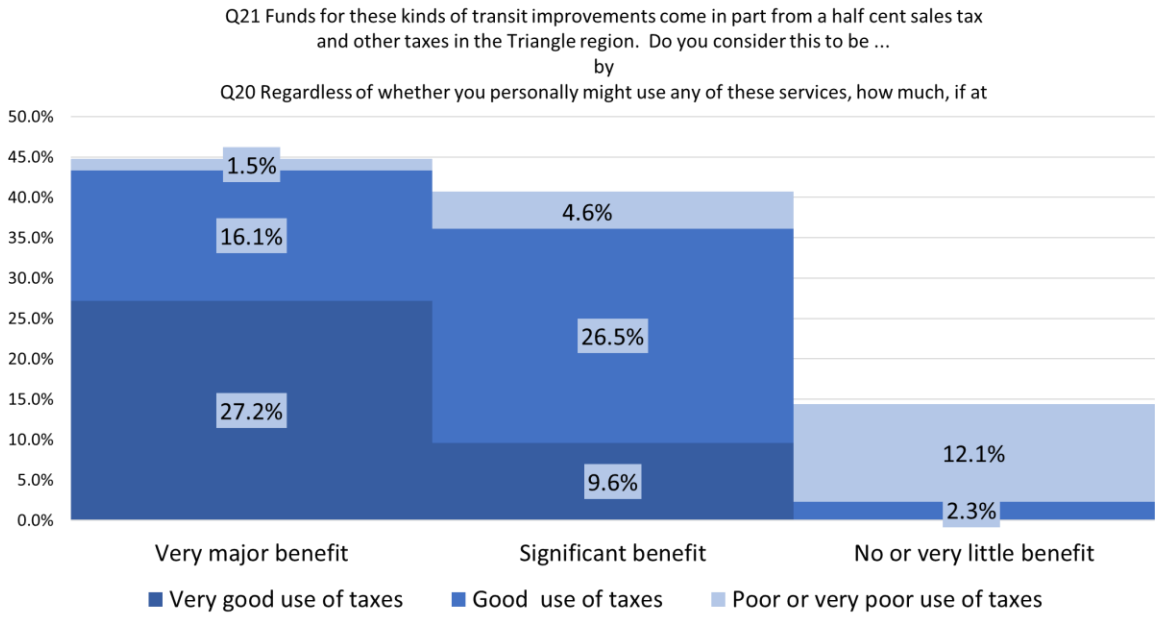
Use of tax funding for public transportation

It is one thing for people to say that additional transit services are important. It is another thing for them to say that tax support for such services is a good use of public revenue. In Figure 24 we see that regionally, a total of 78% indicate that the kinds of service improvements discussed in the interview constitute either a good (43%), or very good (35%) use of tax dollars.

We also see in this figure that the populations of the three counties are not entirely in agreement on this point. The percent saying that this is a very good use of tax dollars is 10% or 11% higher in Durham County (41%) and Orange County (40%) than in Wake County (30%).

In matters of support for taxation for public services, the deciding differences in public opinion are generally not a matter of outright support vs outright opposition to taxation, but rather full vs lukewarm support. Therefore, the real difference here is between the ratings of good and very good.

Figure 25 Attitudes toward good v poor use of tax and level of benefit improved transit brings



Attitudes toward good v poor use of tax and level of benefit improved transit brings

Figure 25 represents a crosstabulation between the belief that the transit improvements are a good use of tax money, and the belief that such improvements provide very major, or at least significant, benefits to the region as a whole. Thus, the total sample is broken into additive components. Each percentage shown in the figure is a percent of all respondents.

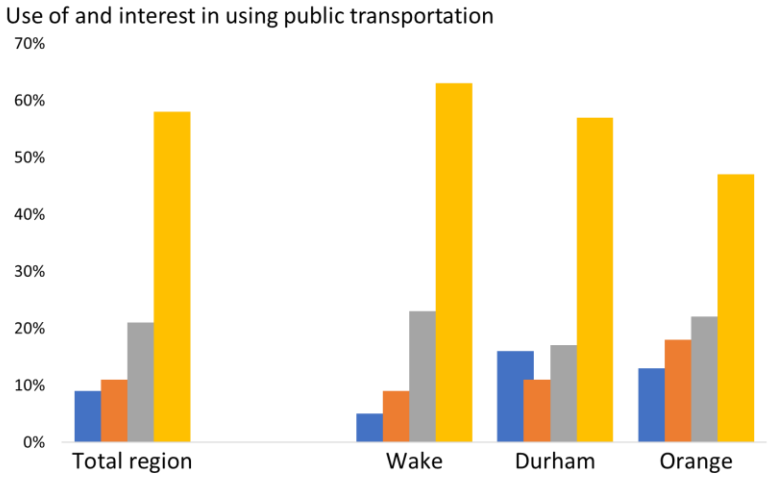
For example, 27.2% of all respondents hold a very consistent view that that transit improvements would provide a major benefit to the region and constitute a very good use of tax dollars. Another 9.6% believe that transit improvements would provide a significant benefit and constitute a very good use of taxes.

There is greater ambivalence among 16.1% who indicate that transit improvements would be a very major benefit for the region, but they consider them to be only a “good” use of tax monies.

Note here again that the primary division is in the matter of degree, not a difference between fully positive and purely negative attitudes.

Public Transportation Market

Figure 26 Current and potential market for using public transportation



	Total region	Wake	Durham	Orange
Regular rider	9%	5%	16%	13%
Occasional Rider	11%	9%	11%	18%
Some potential to use transit	21%	23%	17%	22%
Rejects using transit	58%	63%	57%	47%

Current and potential market for using public transportation

Respondents were asked several questions concerning their current use of transit and, if non users, their interest in possibly using transit[3]. The questions were combined into an index of transit utilization and potential utilization as shown in the figure above.

In this index, "Regular riders" include those who say they use public transportation for their most frequent local trip or who say they use public transportation at least once a month. Occasional riders are those who say they used public transportation in the past year, but less often than once a month. Those with some potential to use transit said that they would be very likely to use transit service once a month or more if service were "…within walking distance of home, ran every 15 minutes, and within a block or two before they needed to go." In addition, however, this segment had to reject at least two of the three statements that (Q16C) "It just takes too long to get places using public transportation," (Q16D) "I would not feel safe using the local public buses," and/or (Q16E) "I just won't use the bus because I have a car." Those passing that test were labeled as having "some potential to use transit." Thus, this is not a prediction that they will use transit, but it is an indication that at least they have the attitudinal potential to consider using it. Regionally, 40% either use transit to some extent now or have some potential to so. All others (58%) are labeled "Rejects using transit."

The counties differ in the degree to which they reject use of transit, with Wake County (63%) and Durham County (58%) having higher percentages than Orange County (47%) in this negative category.

Orange County and Durham County are similar in the percent of the adult public (13% and 16% respectively) who are classified as "regular riders," compared to only 5% in Wake County. In addition, Orange County has more occasional riders (18%) than Wake and Durham counties (9% and 11% respectively). The percentage of those with some potential to use transit is not dramatically different among the three counties.

[33] The questions include Q4, Q5, Q12, Q16B, Q16D, Q16E

Demographics of current and potential transit market

On the following page, Figure 27 provides a profile of the demographic characteristics of the current and potential transit user segments. Several characteristics of the market segments deserve comment:

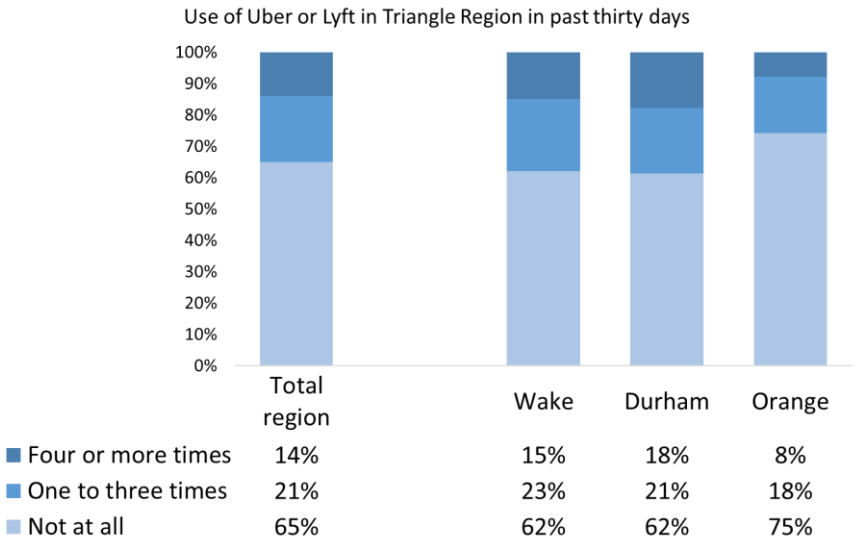
- Regular and occasional transit users are more likely to identify themselves as African American (23% and 17%, respectively) than those with some potential to use transit (17%) and those who reject using transit (18%). This reflects in tendency though not degree, the passenger survey data.
    - Those expressing some potential to use transit are not substantially different in ethnicity than those who reject using transit.
- The market segments are similar in terms of gender identification.
- While regular riders are more likely than the other segments to be renters (39% compared to 24% for the region) the other segments do not differ in any important way in this respect.
- Age does differ somewhat among the market segments. Regular riders are more likely (49%) to be in the youngest age group compared to the region overall (41%) and are much more likely than those with some potential to use transit (34%) to be in this youthful age group. The latter segment is more likely to fall into the categories 40-59 (48%) or 60 plus (18%).
- Income is another differentiator. Regular users of bus service (43%) and occasional users (34%) are more likely than potential users (22%) and rejectors (23%) to have household incomes of less than $50,000. In this respect, although the specific income levels and percentages differ, the results are consistent with the onboard passenger surveys which show lower incomes for transit users than the general population when compared to census data.
    - The percentages in the top income category ($125,000 or more) are similar enough among the segments to ignore the minor differences.
    - The primary difference between the potential transit users and regular and occasional users is in the upper middle income levels of $50,000 to $124,999 (47%) compared to the current regular riders (31%) and occasional riders (38%).

Figure 27 Demographics of current and potential transit market

Demographic profile of transit use and potential use

		Regular rider	Occasional rider	Some potential to use transit	Rejects using transit	Total region
Q26 Ethnic self-identification						
	African American	23%	23%	17%	18%	19%
	Hispanic	12%	8%	4%	7%	7%
	White/Caucasian	47%	55%	61%	59%	58%
	Asian	4%	0%	6%	4%	4%
	Other	14%	9%	11%	9%	10%
	Multi-ethnic	0%	5%	1%	3%	2%
Q31 Do you identify yourself as male, female, or do you prefer not to answer?						
	Male	44%	41%	48%	43%	44%
	Female	46%	49%	47%	52%	50%
	Prefer not to answer	10%	10%	5%	4%	6%
Q32 Do you rent or own the home where you now live?						
	Rent	39%	24%	25%	21%	24%
	Own	59%	75%	75%	78%	75%
	Not sure	2%	1%	0%	1%	1%
Q33 Age group						
	18-39	49%	40%	34%	42%	41%
	40-59	41%	47%	48%	40%	43%
	60+	10%	12%	18%	18%	16%
Q34 Income						
	Less than $20,000	19%	9%	5%	4%	6%
	$20,000 to $34,999	8%	11%	8%	8%	8%
	$35,000 to $49,999	16%	14%	9%	11%	11%
	$50,000 to $74,999	12%	15%	18%	16%	16%
	$75,000 to $100,000	12%	14%	19%	21%	19%
	$101,000 to $124,999	7%	9%	12%	14%	12%
	$125,000 or more	25%	29%	30%	26%	27%

Figure 28 Use of ridesharing in past thirty days

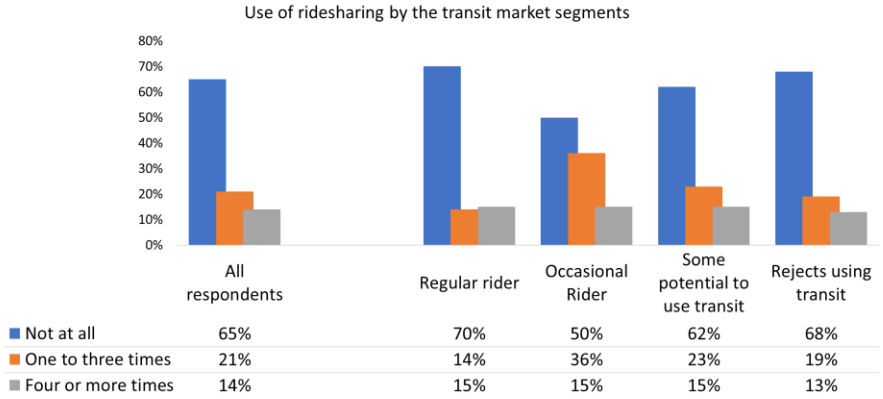


	Total region	Wake	Durham	Orange
Four or more times	14%	15%	18%	8%
One to three times	21%	23%	21%	18%
Not at all	65%	62%	62%	75%

Use of ridesharing in past thirty days

Network transportation companies (NTC's), specifically Uber and Lyft, have been used one or more times in the region by 35% of the adult population. They have been used least often in Orange County (25%), and by 38% in both Wake and Durham counties.

Figure 29 Use of ridesharing by the transit market segments



	All respondents	Regular rider	Occasional Rider	Some potential to use transit	Rejects using transit
Not at all	65%	70%	50%	62%	68%
One to three times	21%	14%	36%	23%	19%
Four or more times	14%	15%	15%	15%	13%

Use of ridesharing by the transit market segments

Occasional transit riders (50%) are more likely than the other segments to have used Uber or Lyft in the previous thirty days. They may well be using ride-sharing as either a primary more or a supplementary mode.

Regular transit riders are least likely to have used ridesharing (30%). Of those with some potential to use transit (38%) and of those who reject using transit (32%) had not used ridesharing in the thirty days prior to their interview.

Appendix: Questionnaire

Hello, We are conducting a survey in the Triangle region about community issues. My name is…… , and I am with CJI Research, a professional market research firm. I assure you we are not selling anything, we are strictly interested in your opinions. May I speak with the person in your household eighteen or older who had the most recent birthday? **[IF THAT PERSON IS NOT AVAILABLE, ASK FOR ANOTHER ADULT 18 OR OLDER]**
SCREEN

1 Are you a resident of Wake, Durham or Orange county?
- (1) Wake
- (2) Durham
- (3) Orange
- (4) None of these (TERMINATE)

2 Please tell me which of the following age categories best describes you:
- (1) Older than 60
- (2) 45 to 60
- (3) 30 to 44
- (4) 18 to 29
- (5) Refused

3 Some questions in this survey are about local transportation in the area of Wake, Durham and Orange counties. I'd like you to think for a moment about the local trip you make most often DURING A TYPICAL WEEK. Is that to go to work, go to school, do errands or any other purposes?
- (1) go to work
- (2) go to school
- (3) do errands or
- (4) any other purposes:
  - (a) Specify: _____

4 How have you <u>most often</u> made that trip in the past twelve months? By driving by yourself all the way, by driving with other adults, by using public transit all or part of the way, walking all the way, or by another means of transportation?
- (1) The bus/Public transit (or mentions GoRaleigh/GoDurham/GoTriangle/GoCary/ other transit system) (4a)
- (2) Driving alone all the way (5)
- (3) Driving with other adults or carpooling (5)
- (4) [VOL] Walking all the way (5)
- (5) [VOL] Bicycle (5)
- (6) [VOL] Driving self but also taking child to school, day care etc. (5)
- (7) Refused (5)

[REVIEWER NOTE: Q4a-Q4c are asked of only those who most often travel locally by bus. After answering Q4a-Q4c they skip to Q5. Note that Q4c and Q6 are the same question, but asked of different respondents. Analysis will connect them.]

(a) Which bus system or combinations of systems in the Triangle region did you use most often in the past year? (all that apply) [DO NOT READ]

(1) GoRaleigh	1. Mentions	2. Does not mention
(2) GoDurham	1. Mentions	2. Does not mention
(3) GoTriangle	1. Mentions	2. Does not mention
(4) GoCary	1. Mentions	2. Does not mention
(5) Chapel Hill Transit	1. Mentions	2. Does not mention
(6) Other:	1. Mentions	2. Does not mention

(b) Do you walk to your bus stop or get to it in another way?

(1) Walk
(2) Bicycle to stop
(3) Use scooter to stop
(4) Dropped off at stop
(5) Use a park&ride

(c) About how long does it take to get to the bus stop you use?

(1) _____ minutes (Numbers only, if a range given, record maximum)

(d) There are several other transit systems in the Triangle region. Do you happen to know the names of the public bus systems that provide bus service the Triangle region? **[ALL THAT APPLY. DO NOT READ RESPONSES]**

(1) GoRaleigh	1. Mentions	2. Does not mention
(2) GoDurham	1. Mentions	2. Does not mention
(3) GoTriangle	1. Mentions	2. Does not mention
(4) GoCary	1. Mentions	2. Does not mention
(5) Chapel Hill Transit	1. Mentions	2. Does not mention
(6) Wolfline	1. Mentions	2. Does not mention
(7) Other:		

[NOW SKIP TO Q14]

5 In the past year have you used the buses of one of the several transit systems in the Triangle region, once a month or more, just a few times or never?

(1) Once a month or more
(2) Just a few times
(3) Never
(4) Do not recall

6 Do you happen to know the names of the public bus systems that provide bus service in the Triangle region? **[ALL THAT APPLY. DO NOT READ RESPONSES]**

(a) GoRaleigh	1. Mentions	2. Does not mention
(b) GoDurham	1. Mentions	2. Does not mention
(c) GoTriangle	1. Mentions	2. Does not mention
(d) GoCary	1. Mentions	2. Does not mention
(e) Chapel Hill Transit	1. Mentions	2. Does not mention
(f) Wolfline	1. Mentions	2. Does not mention
(g) Other:		

7 Is there a bus stop in walking distance of your home?

(1) Yes (8)
(2) Yes – I currently use the bus (8)
(3) No (a)
(4) Not sure (a)

(a) Is there a park&ride lot from which you could take a bus?

(1) Yes (Q9)
(2) No (Q12)
(3) [VOL] Not sure (Q12)

8 About how long does it take (would it take) to walk to that bus stop?

(1) _____ minutes (Numbers only, if a range given, record maximum)
(2) [VOL] Too far to walk
(3) [VOL] Not sure

9 Which bus system or systems provide service at that bus stop **[IF Q7(a)=1, CHANGE THE TERM "BUS STOP" TO "PARK&RIDE]**, GoRaleigh, GoDurham, GoTriangle, GoCary, or Chapel Hill Transit? [ALL THAT APPLY]

(a) GoRaleigh	1. Mentions	2. Does not mention
(b) GoDurham	1. Mentions	2. Does not mention
(c) GoTriangle	1. Mentions	2. Does not mention
(d) GoCary	1. Mentions	2. Does not mention
(e) Chapel Hill Transit	1. Mentions	2. Does not mention
(f) Other:		

(a)_____
_____

10 Also, do you happen to know what bus you would need to take from that stop **[IF Q7(a)=1, CHANGE THE TERM "BUS STOP" TO "PARK&RIDE]**to **[PIPE IN ANSWER TO Q3]**

(1) Yes
(2) No
(3) Not sure

11 If you wanted to use the bus **[PIPE IN ANSWER TO Q3],** is there a bus stop in walking distance from where you would be going?
(1) Yes
(2) No
(3) Not sure

12 Let's say that one of the Triangle Region bus systems provided service within walking distance of your home, ran every fifteen minutes, and within a block or two of where you need to go in the area. Thinking realistically, how likely would you be to use that service once a month or more -- very likely, somewhat likely, not very likely, or definitely would not?
(1) Very likely ("POTENTIAL RIDER")
(2) Somewhat likely ("POSSIBLE RIDER")
(3) Not very likely ("DEFINITE NON-RIDER")
(4) Definitely would not ("DEFINITE NON-RIDER")
(5) Couldn't -- need car at work ("DEFINITE NON-RIDER")
(6) Couldn't -- other problem would prevent it ("DEFINITE NON-RIDER")
(7) Not sure ("DEFINITE NON-RIDER")
(8) I already use the bus (RIDER)
(9) Refused

13 [Question deleted. Numbering retained for computer files]

14 Have you heard or read about any plans to improve public transit services in the Triangle Region which consists of Wake, Durham, and Orange counties?
(1) Yes (Q15)
(2) No (Q16)
(3) Not sure (Q16)

15 [if yes] In a few words, can you tell me what new services being planned you may have heard about?
(1) _____
(2) _____
(3) Not sure of any (Q16)

16 For each of the following statements, please just tell me if you agree strongly, agree, disagree, or disagree strongly (1, 2, 3, 4, 8=NS) **[RANDOMIZE ORDER OF Q16 a-h]**

(a) There is enough public transportation now in the Triangle Region so no more is needed.

(b) It just takes too long to get places using public transportation

(c) I would probably feel uncomfortable riding on the bus with most people who use the bus in the Triangle region

(d) I would not feel safe using the local public buses

(e) I just won't use the bus because I have a car

(f) You can count on public transportation to get you where you need to go anywhere in the Triangle region

(g) The buses run frequently enough that if you miss one, another one comes along soon

(h) You can get to most or all of your usual destinations in the Triangle region on public transportation

(i) You can count on public transportation to get you to your destination on time

(j) I have a car but would prefer to use the bus

17 **[NOT A QUESTION. NO RESPONSES. INFORMATION ONLY. READ THROUGH THE FOLLOWING]** The next questions I will ask you involve major changes being made in public transportation services in the Triangle region.

(1) One change is bus service running more often, to more places, for more hours a day and more days a week.

(2) A second change is a new type of service called "Bus Rapid Transit" in which buses run fast in their own lanes separate from traffic. They stop at special sheltered stations rather than usual bus stops. Currently, Bus Rapid Transit is being planned in Raleigh and Chapel Hill.

(3) The third change is to provide peak hour commuter trains that would run between Garner and Durham through Cary, Raleigh, and Research Triangle Park

18 For the Triangle region, how important is it to have each of these public transportation services? **[ROTATE ORDER]**

(1) Is it Very important, somewhat important, not very important or not important at all to have bus service running more often, to more places, for more hours a day and more days a week. **[RESPONSE CODES 1-4; SET 8=Not sure]**

(2) Is it Very important, somewhat important, not very important or not important at all to have a new service called "Bus Rapid Transit" running fast in their own lanes separate from traffic, a service being planned for Raleigh and Chapel Hill?

(3) Is it Very important, somewhat important, not very important or not important at all to provide peak hour commuter trains running next to I-40 between Garner and Durham through Cary, Raleigh, and Research Triangle Park.

19 How likely is it that you personally would use each of the planned changes on a regular basis? [**ROTATE ORDER OF STATEMENTS 1-3] [CODED RESPONSES 1-3; 7=Depends on the routes; 8=Not sure** Is it very likely, somewhat likely or not likely that you personally would use …

(1) very frequent bus service with good connections to almost all Triangle region destinations, for many hours a day, seven days a week

(2) Bus Rapid Transit running most of the route between downtown Raleigh and suburbs separated from traffic in separate lanes

(3) peak hour commuter trains running next to I-40 between Garner and Durham through Cary, Raleigh, and Research Triangle Park.

20 Regardless of whether you personally might use any of these services, how much, if at all, do you think that on the whole, they would benefit the Triangle Region? Would they provide no benefit at all, very little benefit, significant benefit, very major benefit?

(1) no benefit at all
(2) very little benefit
(3) significant benefit
(4) very major benefit
(5) [VOL] Not sure

21. As you may be aware, funds for these kinds of transit improvements come in part from a half cent sales tax and other taxes in the Triangle region. Do you consider this to be a very good use of tax dollars, a good use of tax dollars, a poor use of tax dollars, or a very poor use of tax dollars?

(1) Very good
(2) Good
(3) Poor
(4) Very poor
(5) [VOL] Not sure

22. Is there anyone else in your household who currently uses public transportation once a month or more?
    a. Yes
    b. No
    c. [VOL] Not sure

23. [Question deleted. Numbering retained for computer files]

24. [Question deleted. Numbering retained for computer files]

25. In the past thirty days, how many times, if at all, have you used Uber or Lyft? [PROBE FOR A SPECIFIC NUMBER. IF GIVEN A RANGE, TAKE THE HIGH END NUMBER]
    # _____
    88 = Do not recall 99=REF

26. There are many diverse cultural and ethnic groups in the Raleigh, Durham, Cary area. With which cultural or ethnic groups do you identify? (Multiple response)

a.	African American	1=Yes	2=No
b.	Hispanic	1=Yes	2=No
c.	White	1=Yes	2=No
d.	Asian	1=Yes	2=No
e.	Other	1=Yes	2=No
f.	Refused	1=Yes	

27. To protect privacy please do not give us an address, but would you tell us which Zip Code you live in? __ ___ ___ ___ ___ 99999=REF

28. [Question deleted. Numbering retained for computer files]

29. [Question deleted. Numbering retained for computer files]

30. [Question deleted. Numbering retained for computer files]

31. Do you identify yourself as male, female, or do you prefer not to answer?
    a. Male
    b. Female
    c. Prefer not to answer

32. Do you rent or own the home where you now live?
    a. Rent
    b. Own
    c. Not sure
    d. REF

33. In what year were you born? _____

34. And the final question, which of the following groups does your total annual household income fall into? Please just stop me when I go to your income level
    (1) Less than $20,000
    (2) $20,000 to $34,999
    (3) $35,000 to $49,999
    (4) $50,000 to $74,999
    (5) $75,000 to $100,000
    (6) $101,000 to $124,999
    (7) $125,000 or more
    (8) Refused