

# 2011 Countywide Attitudinal and Awareness Survey Results

# Purpose of Study

- Establish baseline for measuring future performance
- Identify perceptions about transportation system, issues, priorities
- Assess awareness and opinions about OCTA
- Measure perceptions about how effectively OCTA is delivering projects, programs, and services
- Profile resident use of the transportation system
- Profile OCTA communication exposure, and preferences

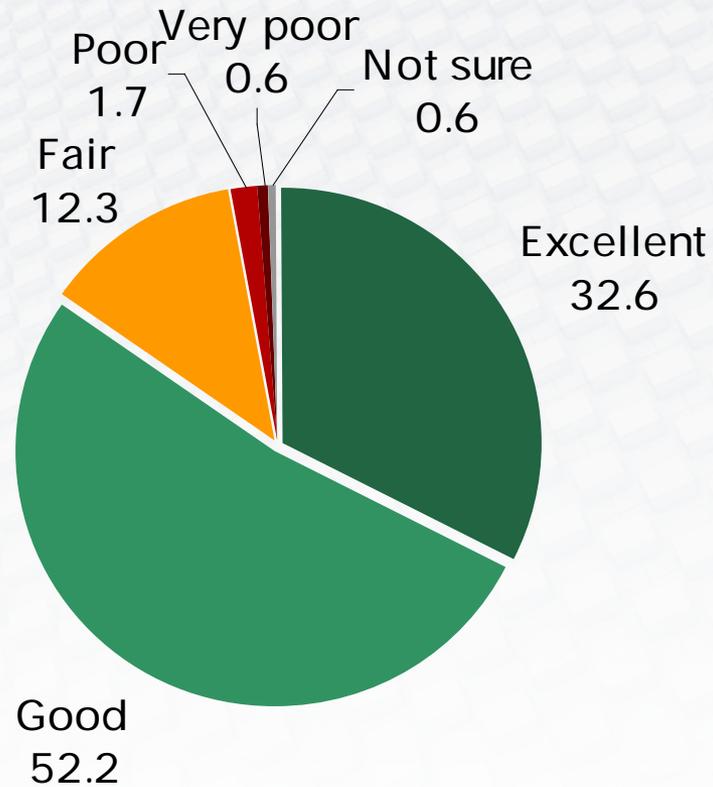
# Methodology of Study

- Telephone Survey
  - 2,010 adult Orange County residents
  - Random Land Line & Mobile Phones
  - English, Spanish & Vietnamese
  - 20-minutes
  - Online Option
- Conducted Oct 8<sup>th</sup> to November 1<sup>st</sup>, 2011
- Overall margin of error:  $\pm 2.19\%$

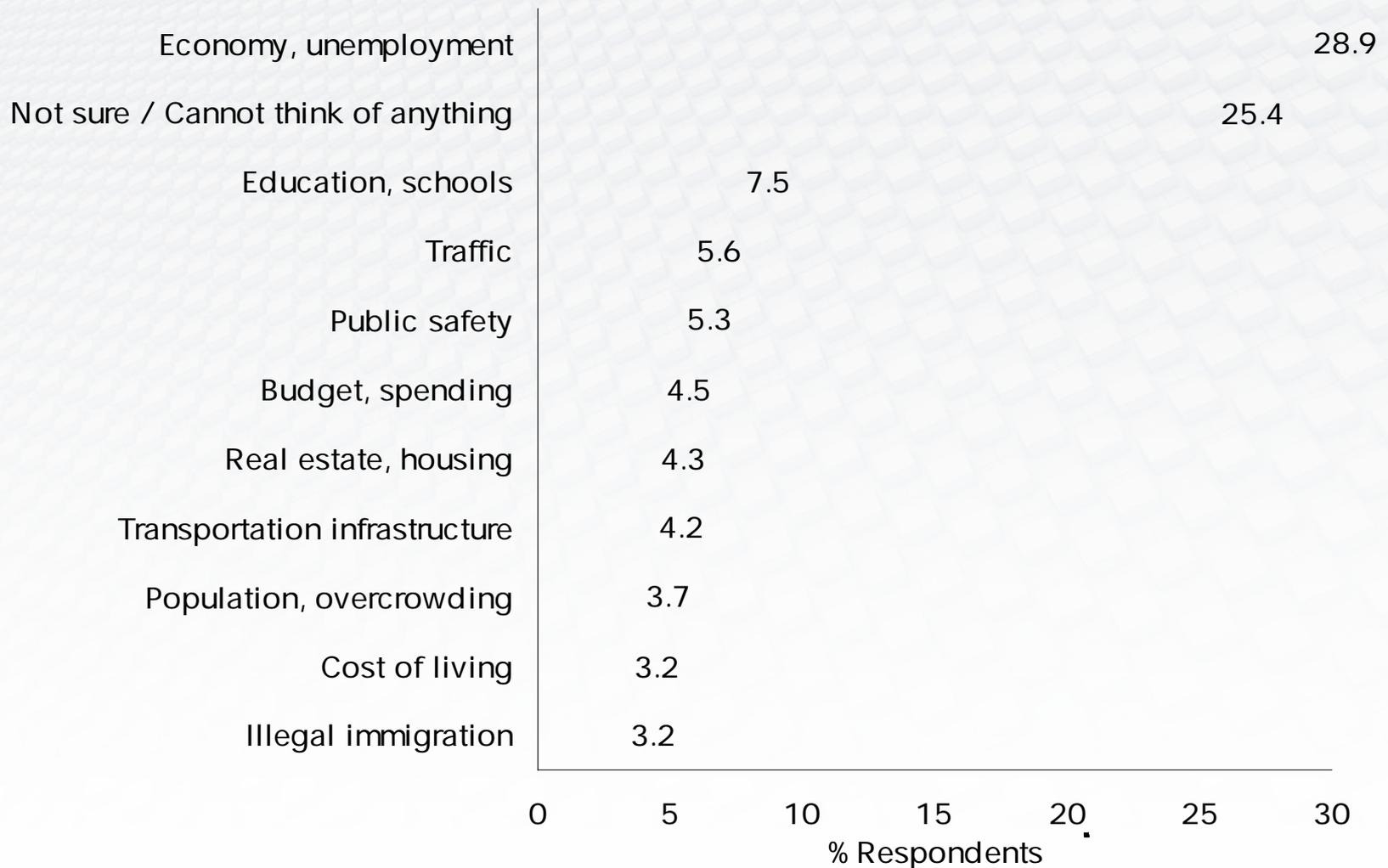
# Demographics of Sample

| Category            | Value                      | Percentage |
|---------------------|----------------------------|------------|
| Gender              | Male                       | 48%        |
|                     | Female                     | 52%        |
| Length of Residence | 4 years or less            | 10%        |
|                     | 5 to 14 years              | 21%        |
|                     | 15 years or more           | 69%        |
| Age                 | 18-34                      | 32%        |
|                     | 35-54                      | 34%        |
|                     | 55 or older                | 25%        |
| Ethnicity           | Caucasian                  | 40%        |
|                     | Latino/Hispanic            | 29%        |
|                     | Asian                      | 15%        |
|                     | Other                      | 16%        |
| Employment Status   | Employed full or part time | 58%        |
|                     | Student/Homemaker/Retired  | 29%        |
|                     | Looking for a job          | 6%         |

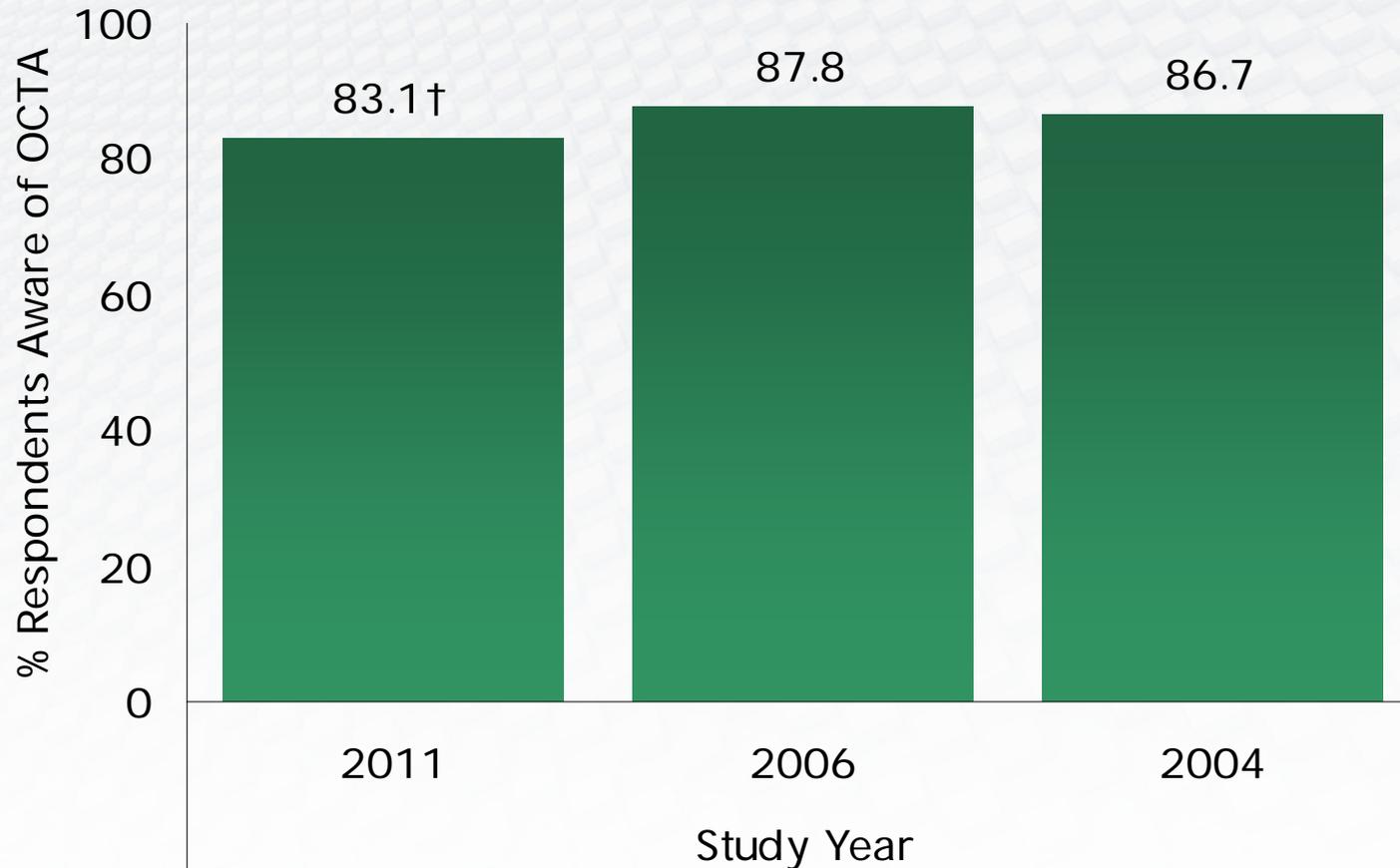
# Quality of Life



# Most Important Issues

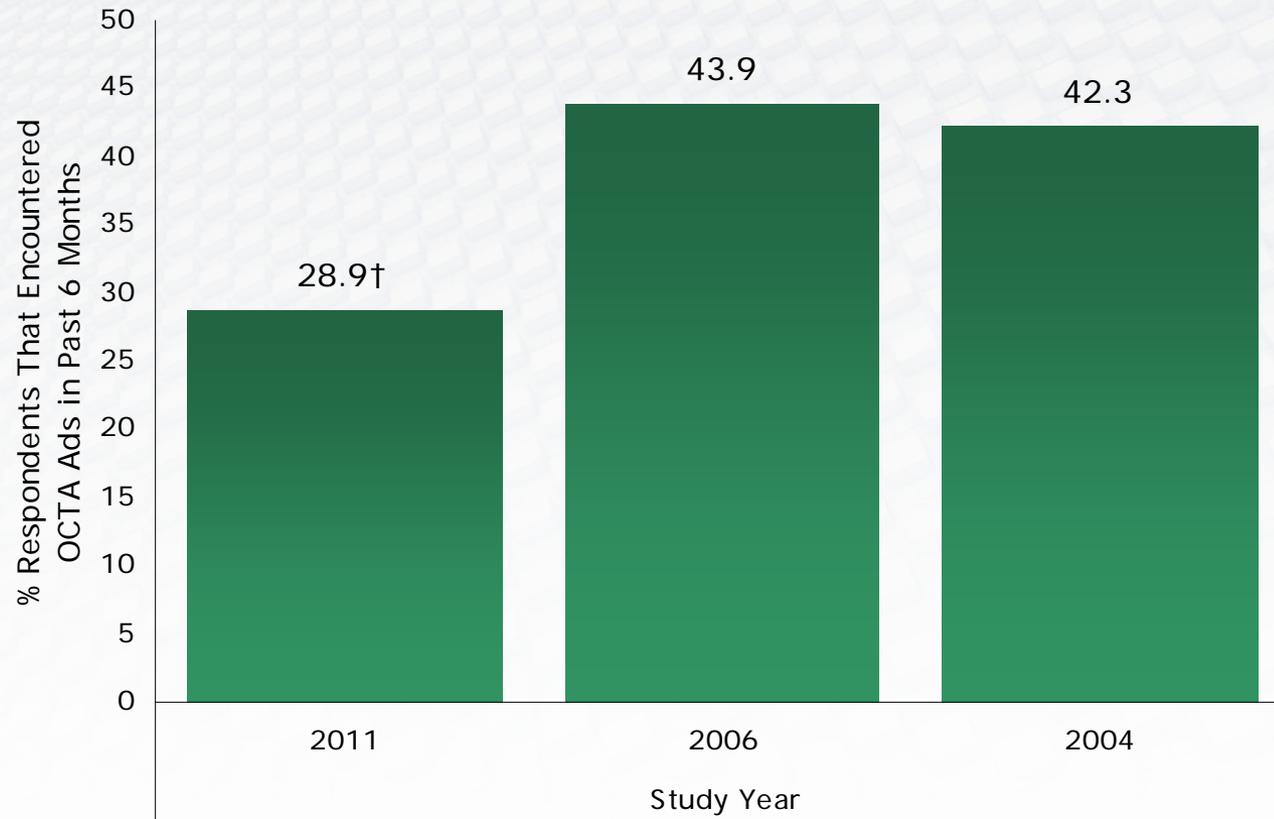


# Heard of OCTA by Study Year

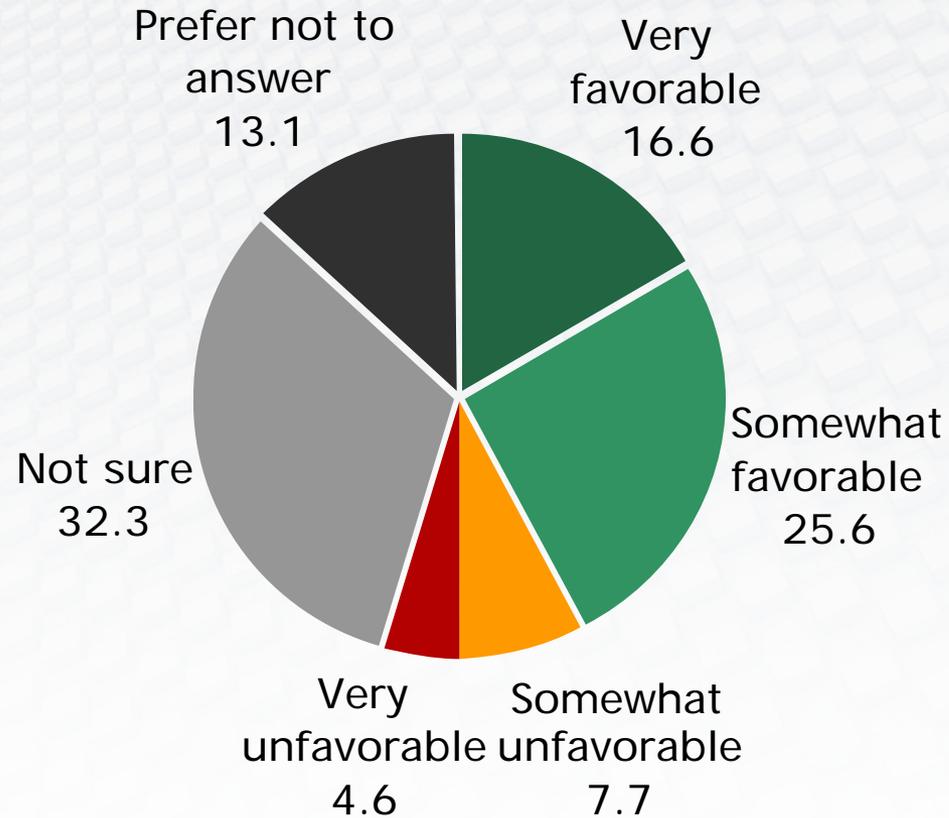


*(Dagger symbol denotes statistically significant difference)*

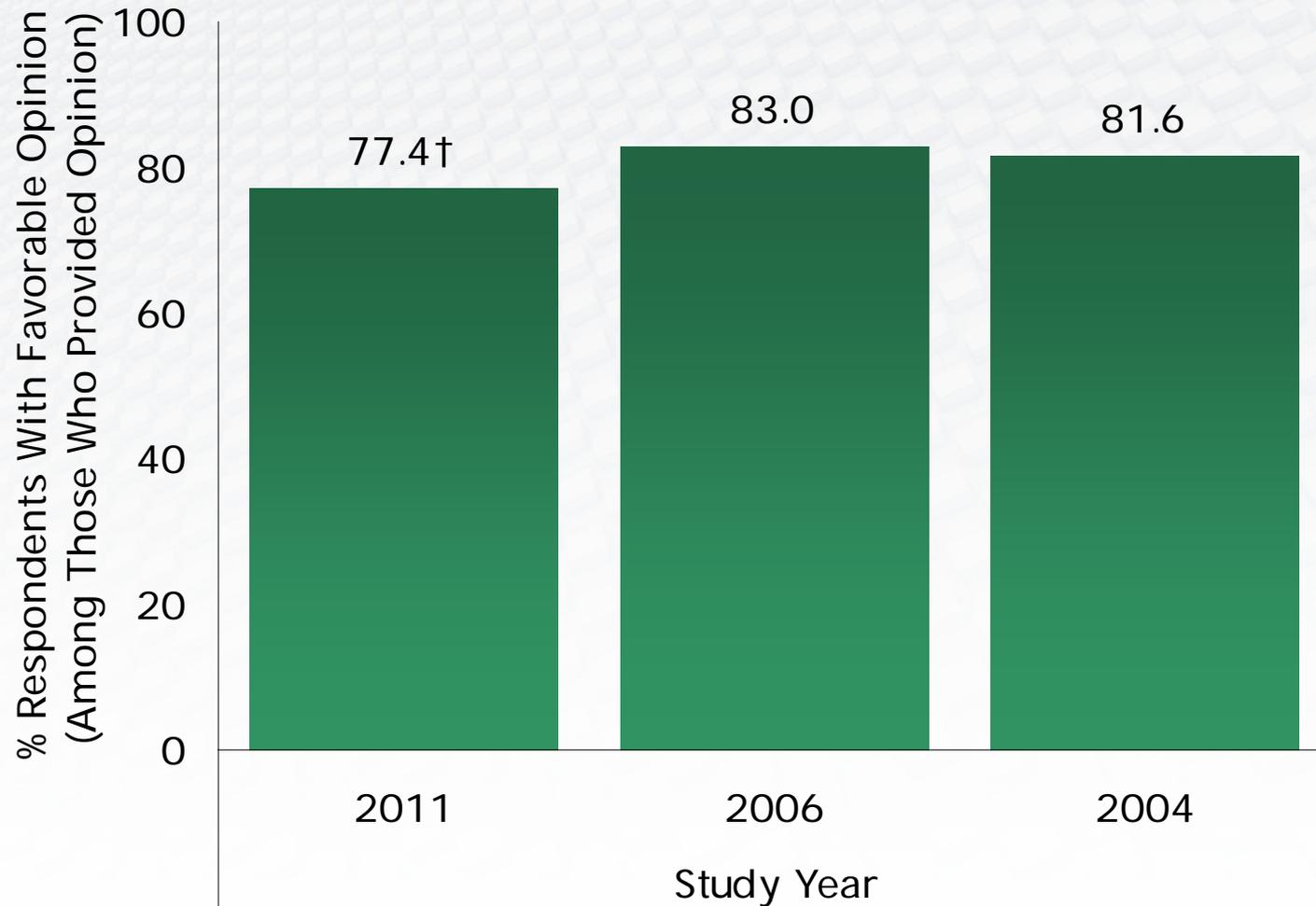
# Exposure to OCTA Advertising



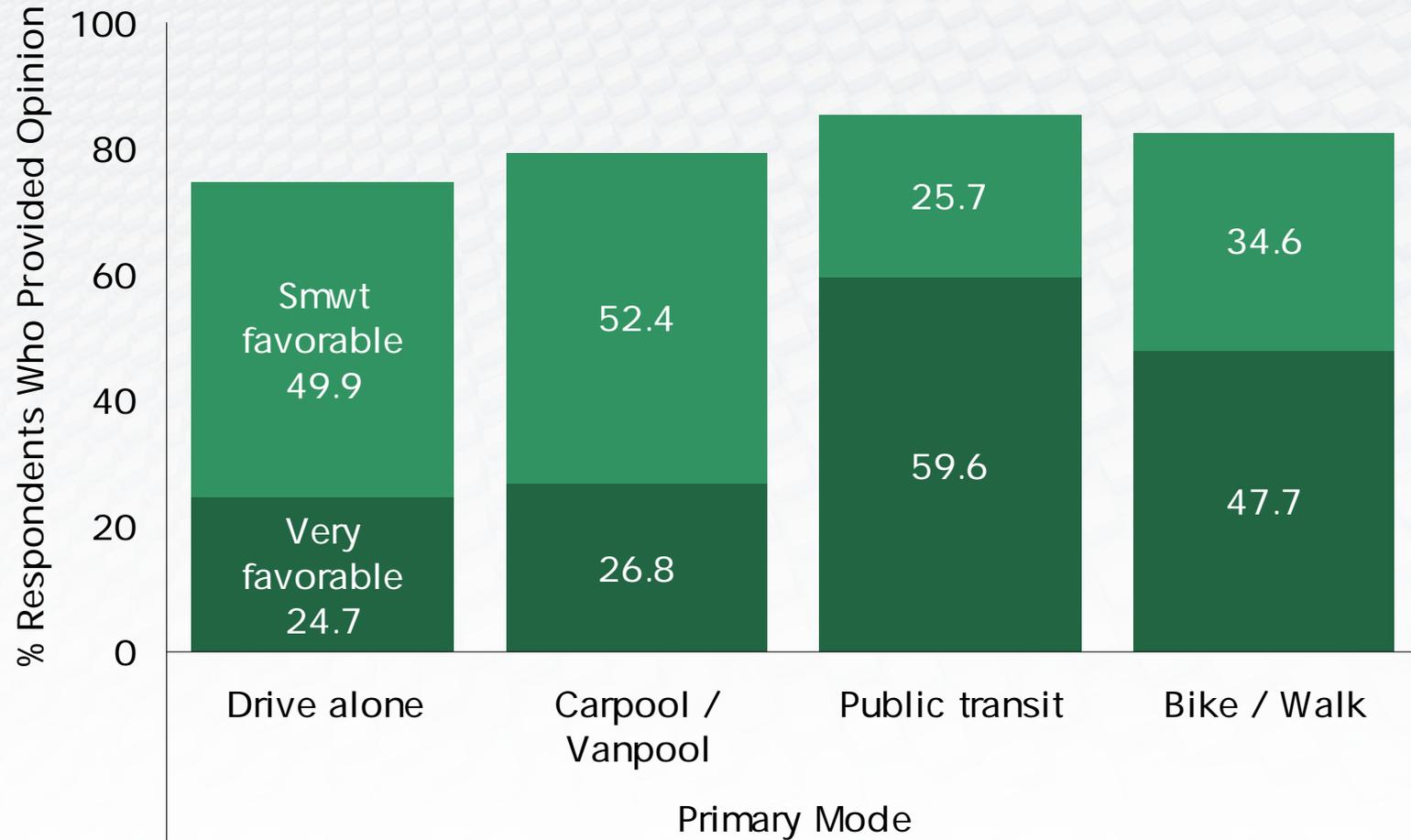
# Opinion of OCTA



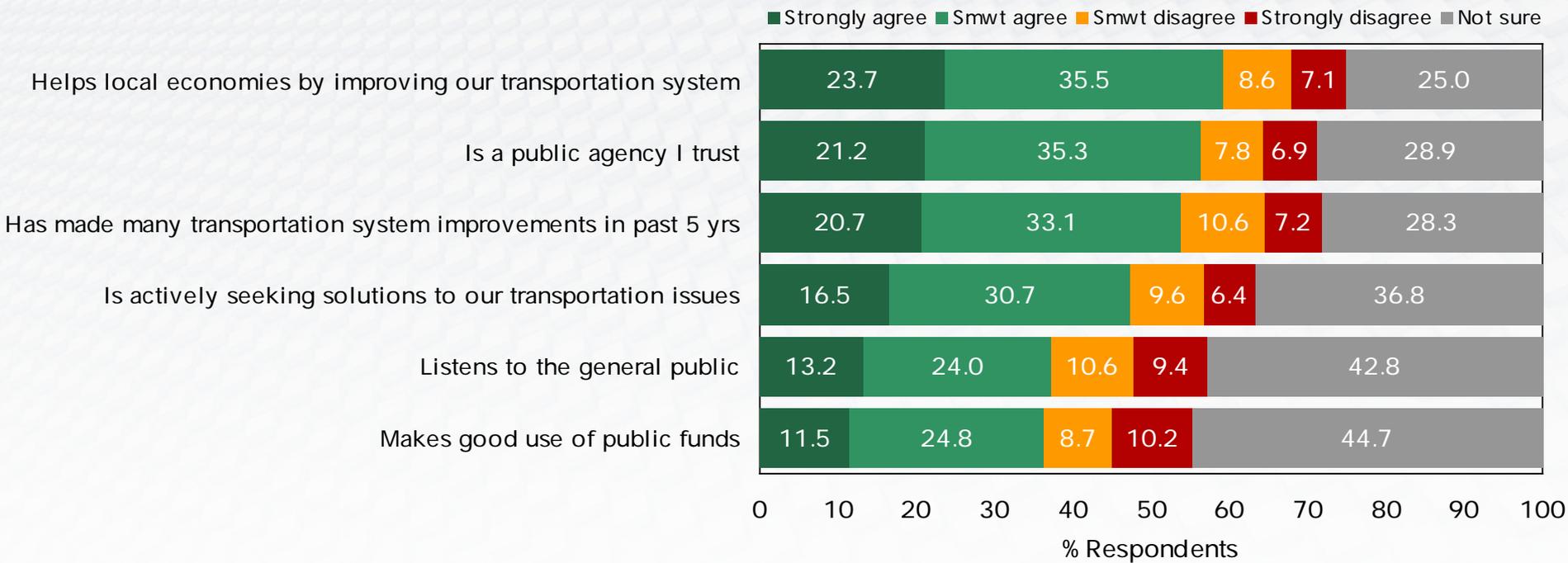
# Favorable Opinion by Study Year



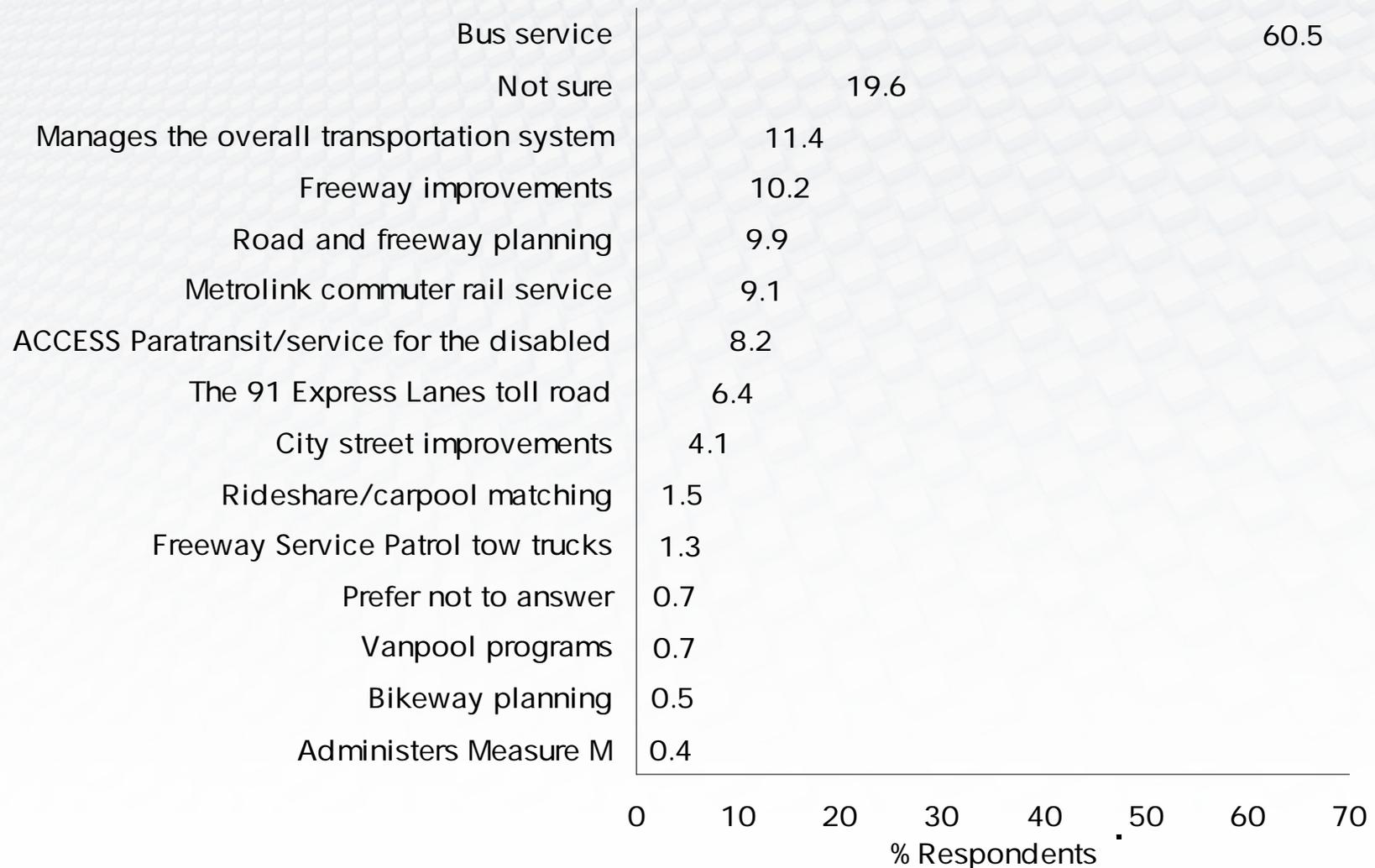
# Opinion of OCTA by Mode



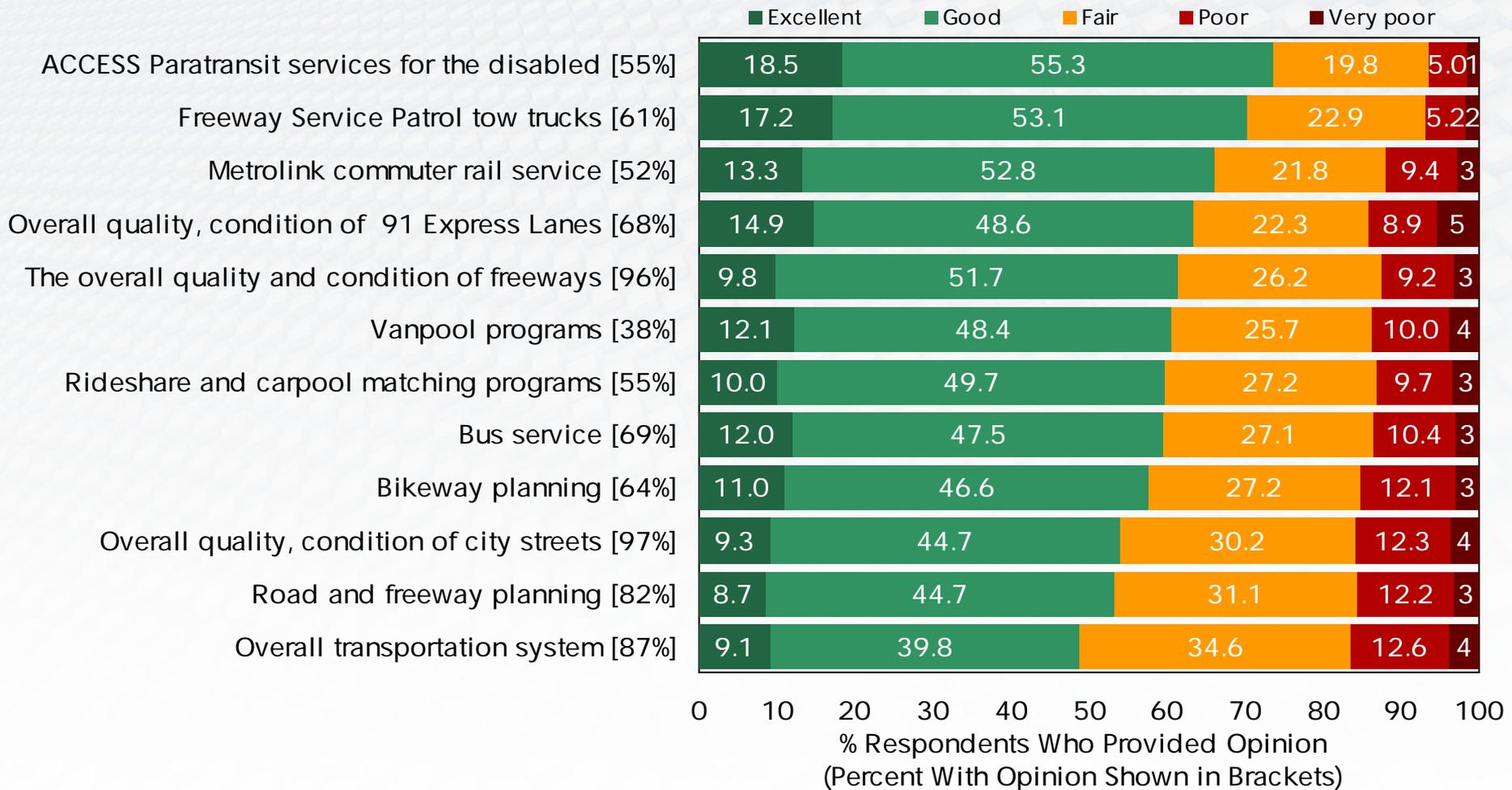
# Statements About OCTA



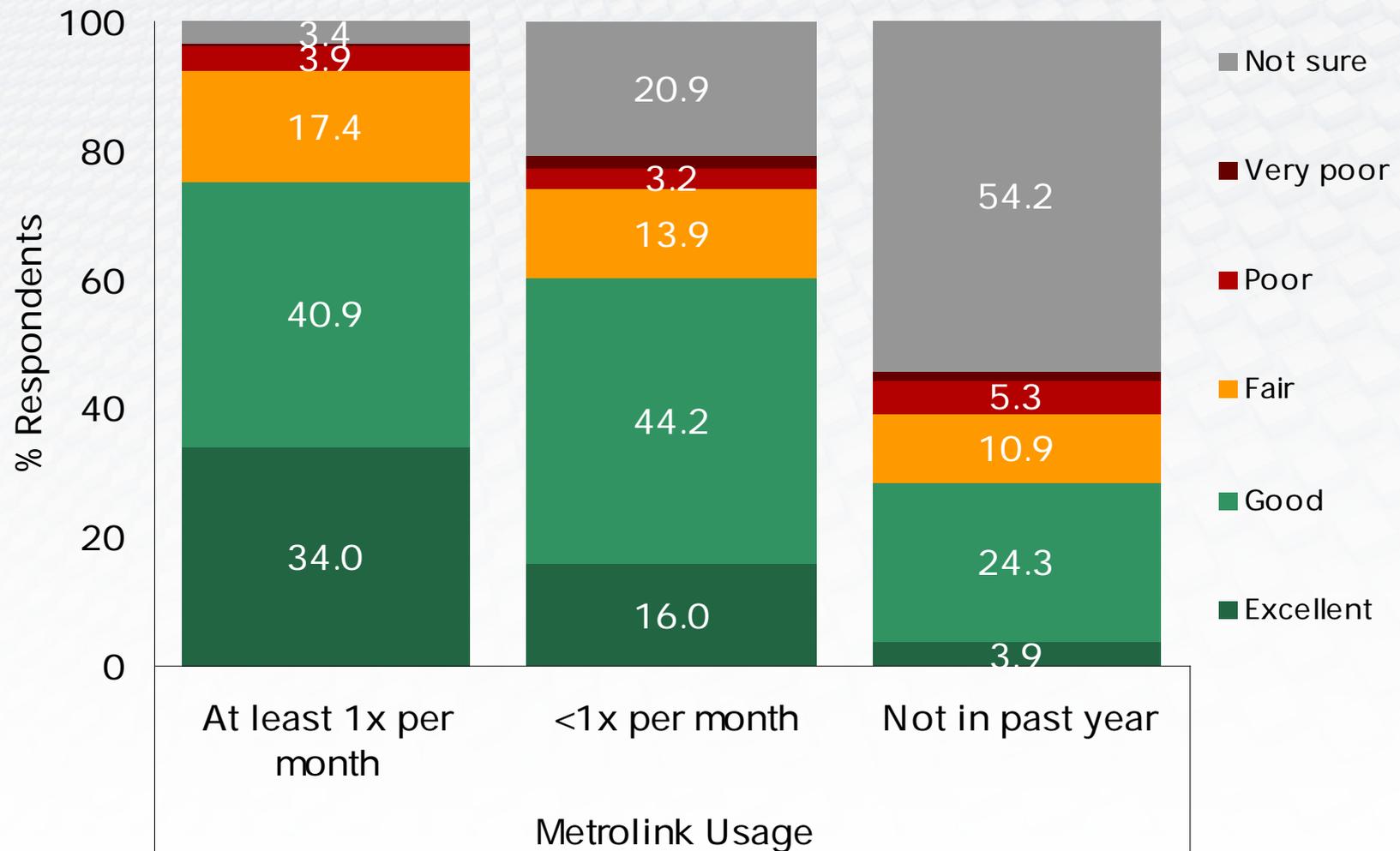
# Unaided Recall of OCTA Services



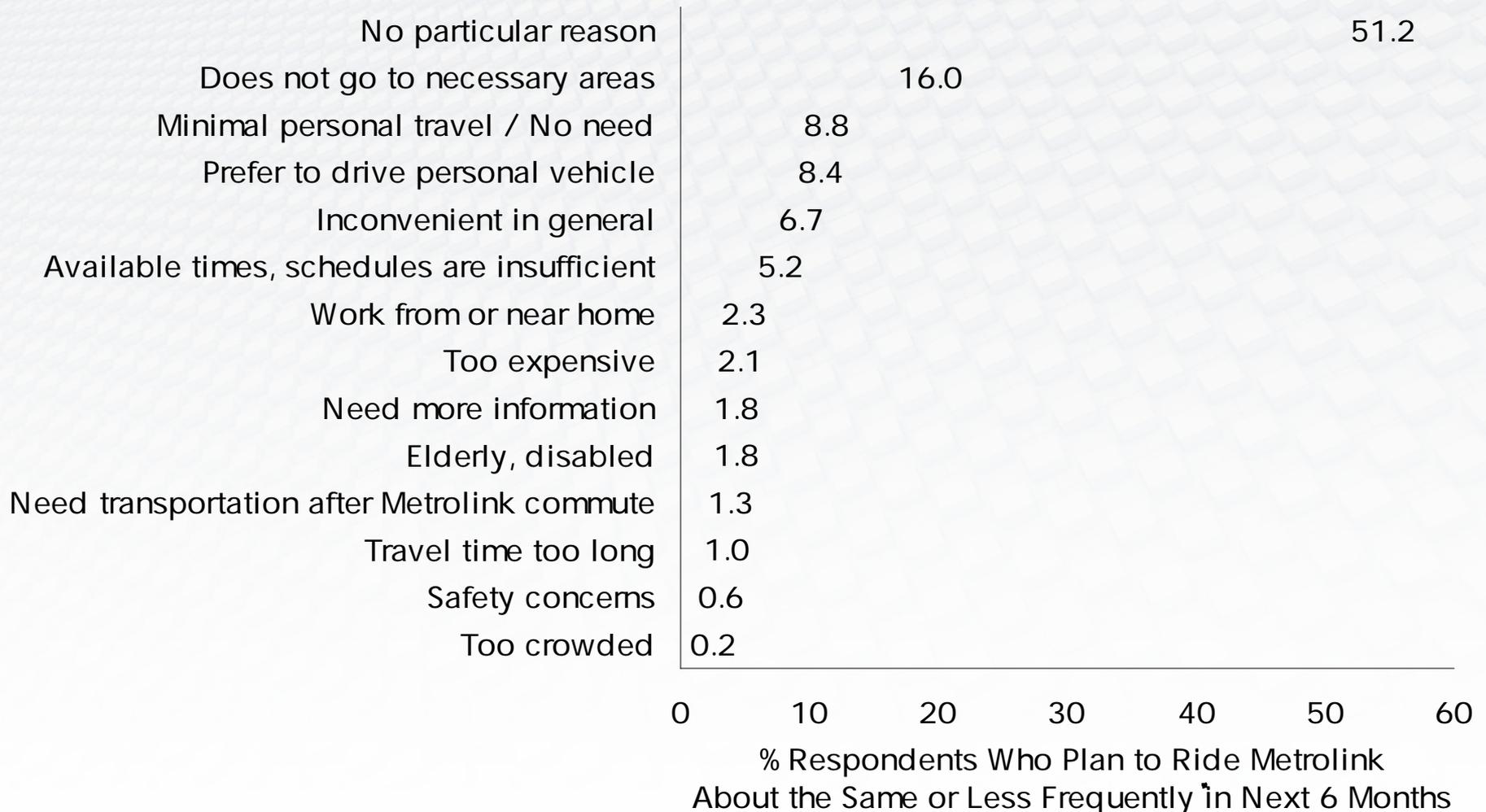
# Rating of Transportation Services



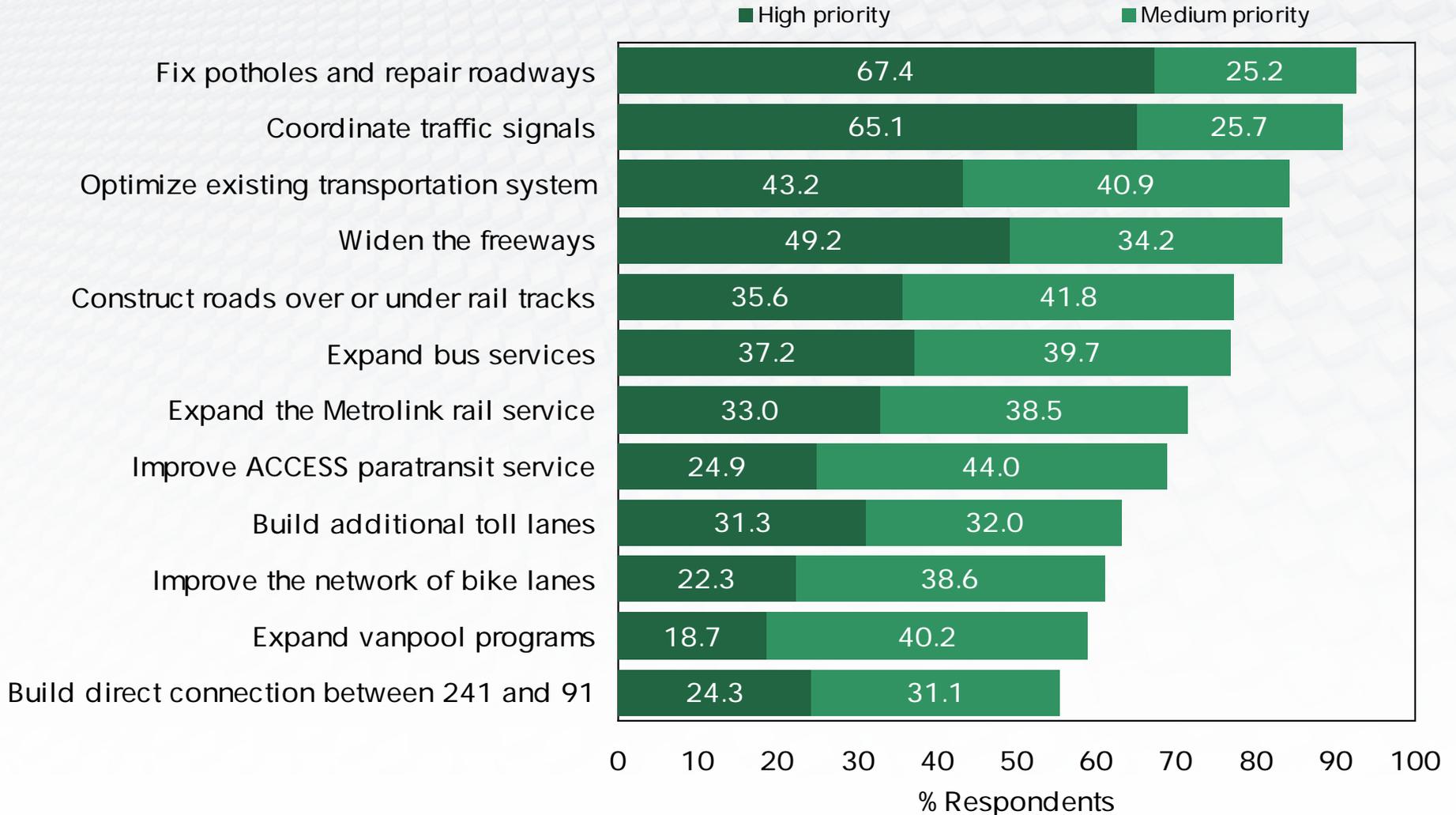
# Rating of Metrolink by Usage



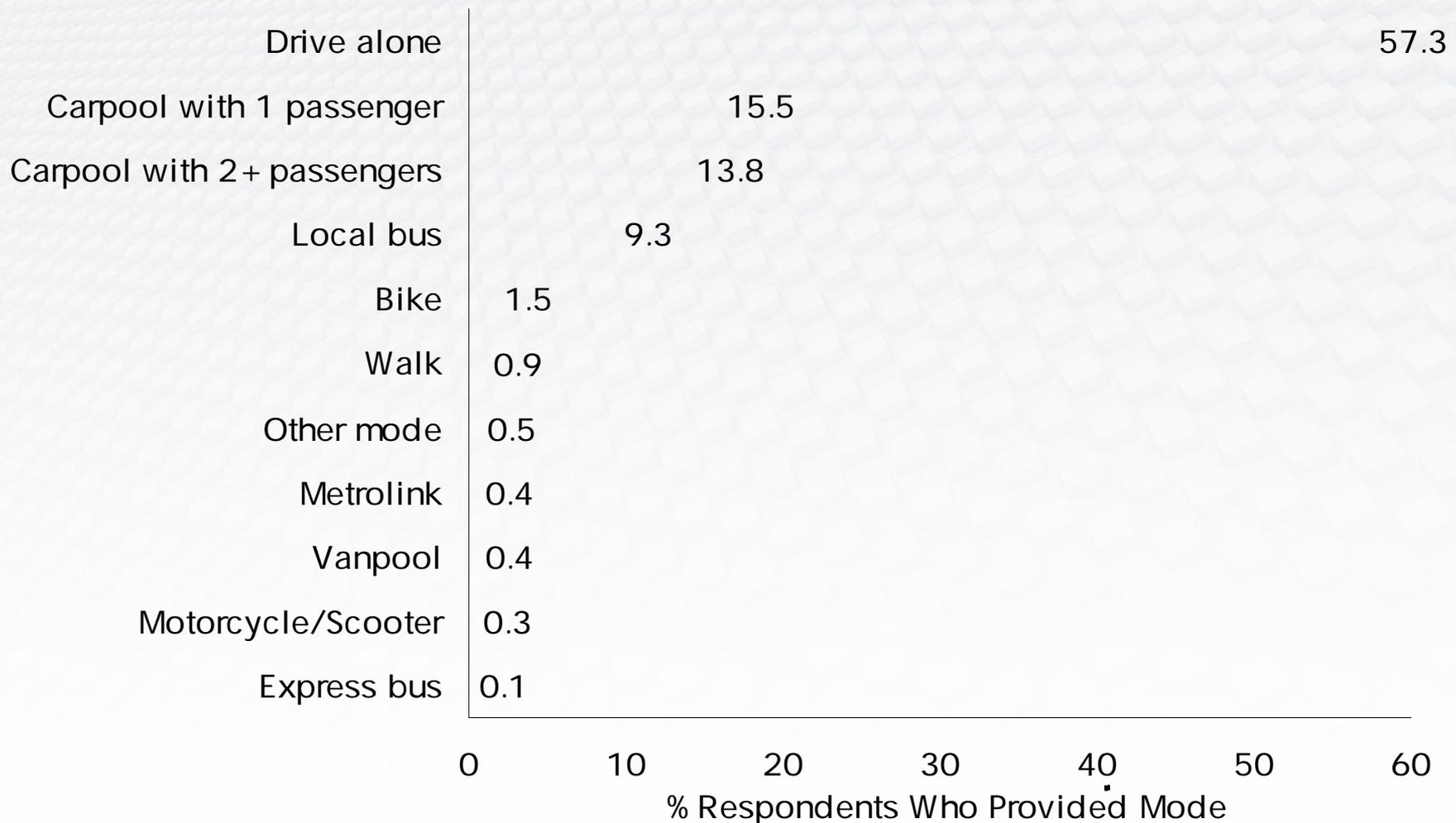
# Reasons for Not Riding Metrolink



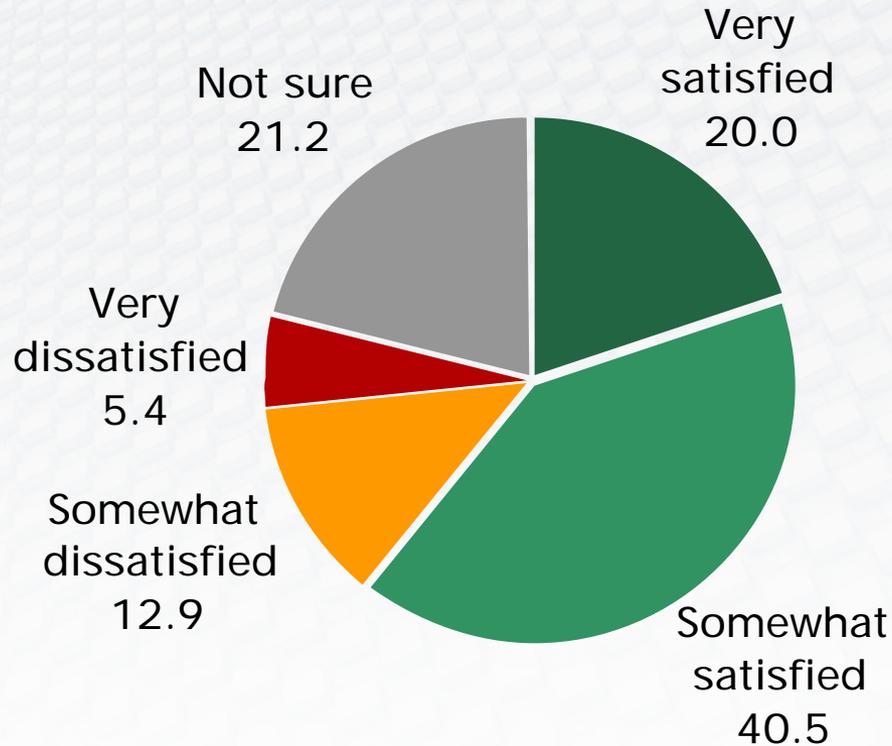
# Transportation Priorities



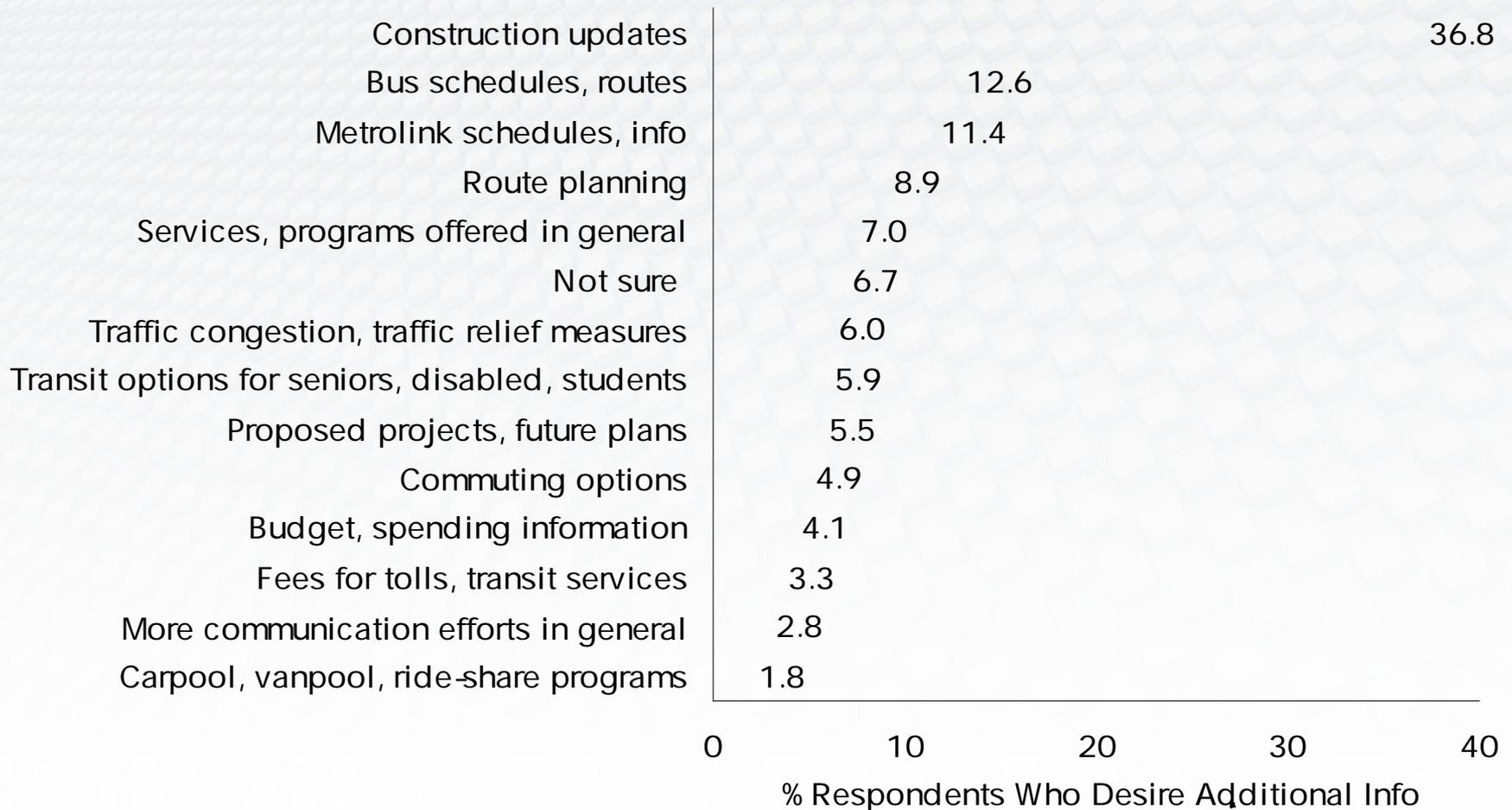
# Primary Transportation Mode



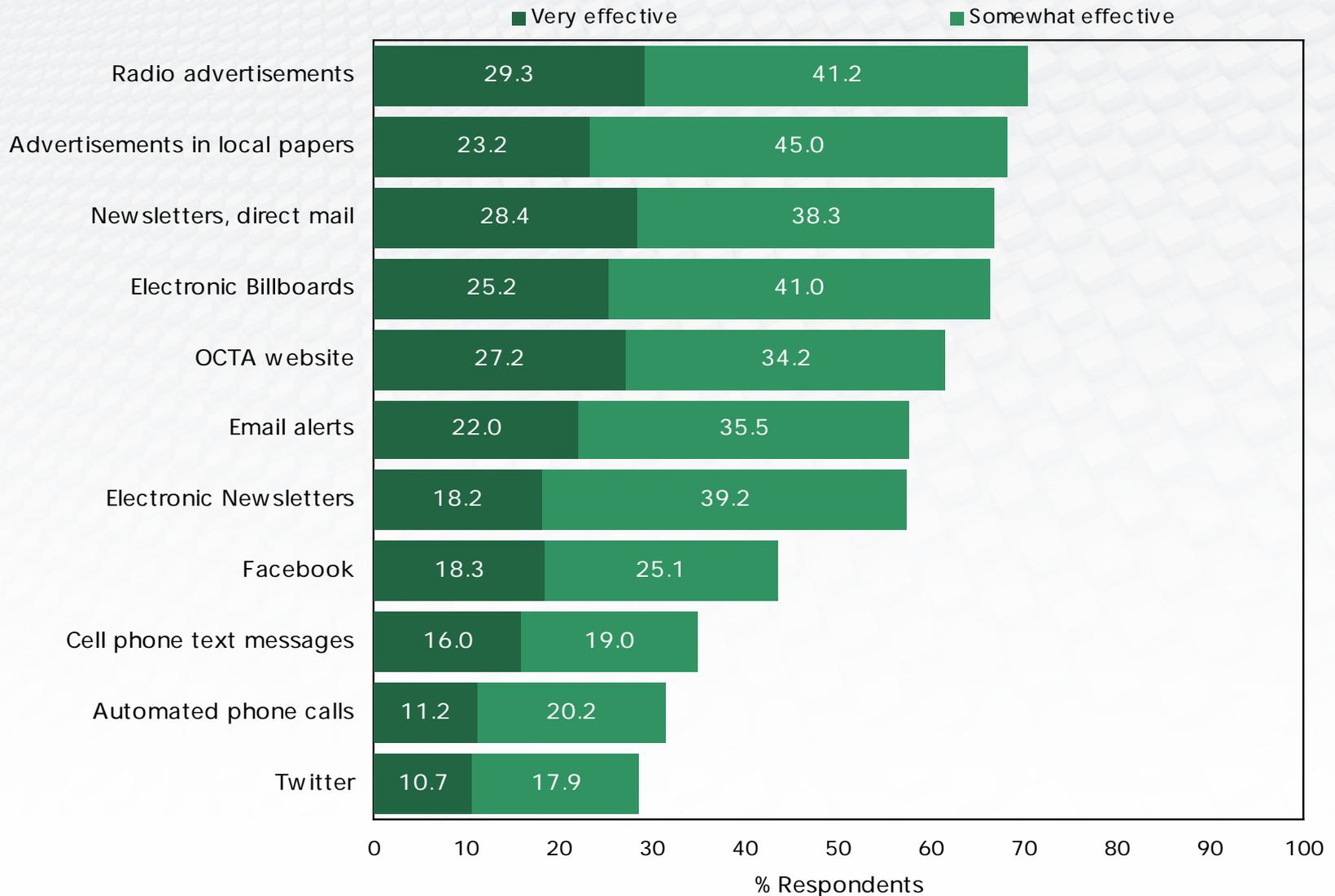
# Satisfaction With Communication



# Additional Info Topics Desired



# Most Effective Channels



# Key Findings & Conclusions

- Awareness of OCTA is high for a special district
- Awareness does not necessarily translate into an opinion of OCTA
- Positive ratings for OCTA-provided services
- Residents have clear priorities for ways to improve transportation system
- Communications scores are mixed

# Recommendations

- Enhance OCTA-resident communications
- Focus communications in channels rated as most effective for reaching OC residents
- Adjust performance metrics for tracking in future studies