



2016 City of Tucson On-Board Survey

Overview

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- Summary findings

UPCOMING TUCSON TRANSIT SURVEY

We want to hear from you...

You may be approached to take a survey from January - March 2016 about your transit usage. Your cooperation would be greatly appreciated, as this information will help us plan for future regional transit adjustments to better meet your travel needs.

Thank you in advance for your assistance!



PRÓXIMA ENCUESTA DE TRANSITO EN TUCSON



Queremos saber de ti...

Es posible que le pregunten por su participación en una encuesta entre enero y marzo 2016 sobre su uso de tránsito. Su cooperación sería muy agradecida, ya que esta información nos ayudará a planear para futuros ajustes de tránsito regional para satisfacer mejor sus necesidades de viaje.

¡Gracias de antemano por su ayuda!

Data Purposes



- Statistically accurate information about transit customers and how they use the system
- Reliable linked origin-destination data needed for travel demand modeling and regional transit studies
- Improve transit forecasts by updating PAG's Regional Travel Model
- Title VI Civil Rights and Environmental Justice requirements

Survey elements



- On-to-off Counts
- Origin-Destination Survey

**ON-BOARD REGIONAL
TRANSIT SURVEY**

SURVEYOR



Survey sample targets

Target Total: 6,200 Origin-Destination completed surveys

- Sun Tran and Sun Shuttle: 5,800
- Sun Link: 400

Actual Total: 7,912 Origin-Destination completed

- Sun Tran and Sun Shuttle: 7,067
- Sun Link: 845

All data was weighted and expanded to represent the linked trips made by transit customers.



Required data collected

- Route / Direction
- Time of trip
- Transfers made
- Home address
- Origin address
- Destination address
- Origin place type
- Destination place type
- Access mode
- Egress mode
- Boarding location
- Alighting location

Summary findings

Travel Characteristics

- How passengers access public transit
- How passengers traveled from transit to their final destination
- Transfers

Summary findings

Most common types of place riders are coming from and going to

Destination Place Type				
Based on Unlinked Weight Factor				
Excluding Visitors				
	Sun Tran	Sun Shuttle	Sun Link	Overall
Your Home	40.18%	37.94%	41.13%	40.21%
Your usual Workplace	23.06%	25.58%	7.87%	22.28%
Personal business	7.01%	5.31%	2.77%	6.77%
Shopping	6.57%	12.41%	4.62%	6.51%
College / University	4.88%	3.25%	24.59%	5.91%
Social visit	5.60%	3.49%	3.55%	5.48%
Medical appointment / doctor visit	3.50%	9.33%	0.93%	3.42%
School K-12	3.10%	0.86%	0.43%	2.94%
Other business related	2.16%	0.63%	1.23%	2.10%
Dining out	1.58%	0.00%	6.92%	1.84%
Recreation / Sightseeing	1.51%	1.20%	4.34%	1.65%
Pick up / drop off someone	0.44%	0.00%	0.00%	0.41%
Major Sporting Event, Concert, or Conference	0.08%	0.00%	1.63%	0.16%
Airport (passengers only)	0.16%	0.00%	0.00%	0.15%
Escorting / accompanying someone	0.08%	0.00%	0.00%	0.07%
Hotel / Motel / Lodging	0.08%	0.00%	0.00%	0.07%
Unknown	0.02%	0.00%	0.00%	0.01%
Total	100.00%	100.00%	100.00%	100.00%

Summary findings

Demographic Characteristics

- Age
- Gender
- Race/ Ethnicity
- Income
- Employed status
- Student status
- Transit riders that speak another language besides English at home
- Transit riders with disabilities
- Vehicle availability
- Could transit rider use household vehicle to make trip
- Driver's License

Important findings



- Just over half of riders **do not have a working vehicle** in their household.
- 76% of riders indicated they **are not a student**.
- 63% of riders are **employed** either full time or part time.
- The **highest frequency riders** were between the ages of 25-34 years old (26%), and 18-24 years old (22%).
- The majority (78%) of riders make less than \$35,000 per year for their overall **household income**.

Important findings



- 54% of riders **do not have a working vehicle** in their household.
- 79% indicated they **are not a student**.
- 64% of riders are **employed** either full time or part time.
- 51% of riders indicated that they do **have a valid driver's license**.
- The **highest frequency rider** were between 25-34 years old (27%) and 18-24 years old (19%) and 35-44 years old (19%).
- The majority (78%), of riders make less than \$35,000 per year for their overall **household income**.

Important findings



- 57% of riders **do not have a working vehicle** in their household.
- 90% indicated they **are not a student**.
- 50% of riders are **employed** either full time or part time.
- 48% of riders indicated that they do **have a valid driver's license**.
- The **highest frequency riders** were between 25-34 years old (26%) and 35-44 years old (20%).
- The majority (62%) of riders make less than \$25,000 per year for their overall **household income**.

Important findings



- 36% of riders **do not have a working vehicle** in their household.
- 31% indicated they **are not a student**.
- 53% of riders are **employed** either full time or part time.
- 83% of riders indicated that they do **have a valid driver's license**.
- The **highest frequency riders** for the Sun Link service were 18-24 years old (59%) and 25-34 years old (14%).
- 51% of riders make less than \$15,000 per year for their overall **household income**.