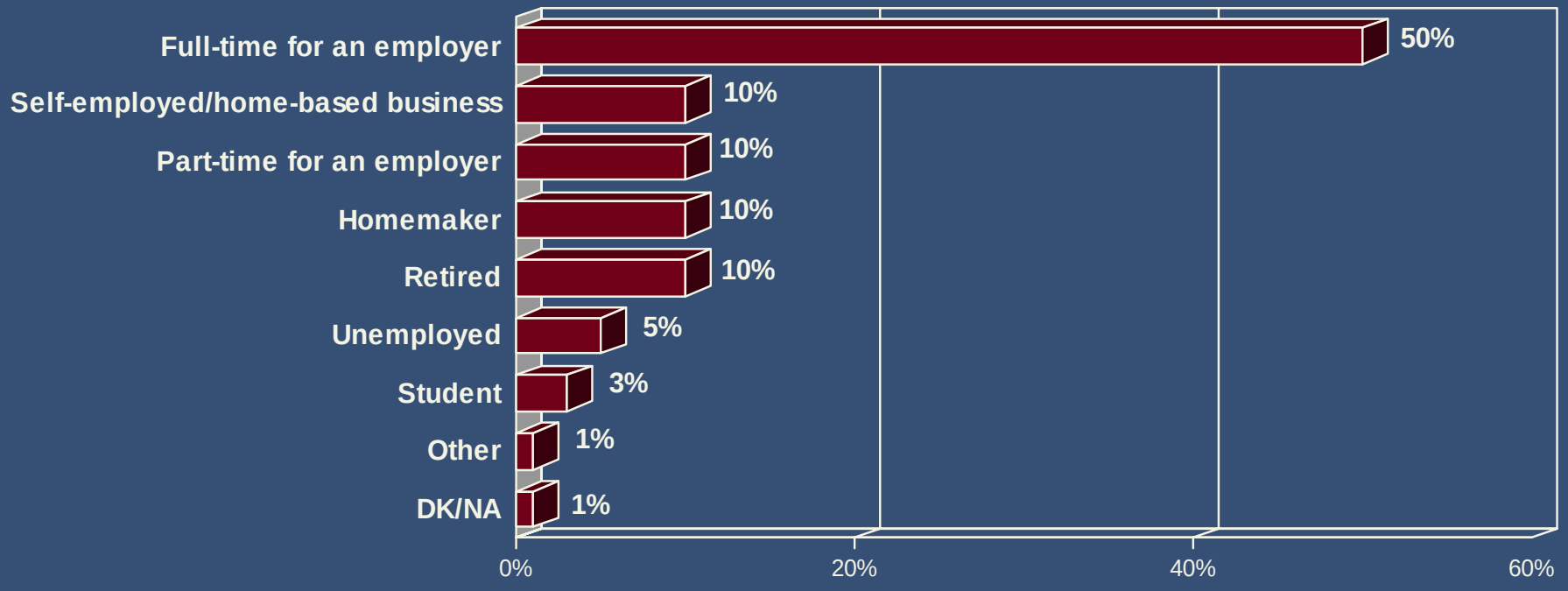
# Appendix A: Additional Respondent Information

# Employment Status

GODBE RESEARCH
Gain Insight

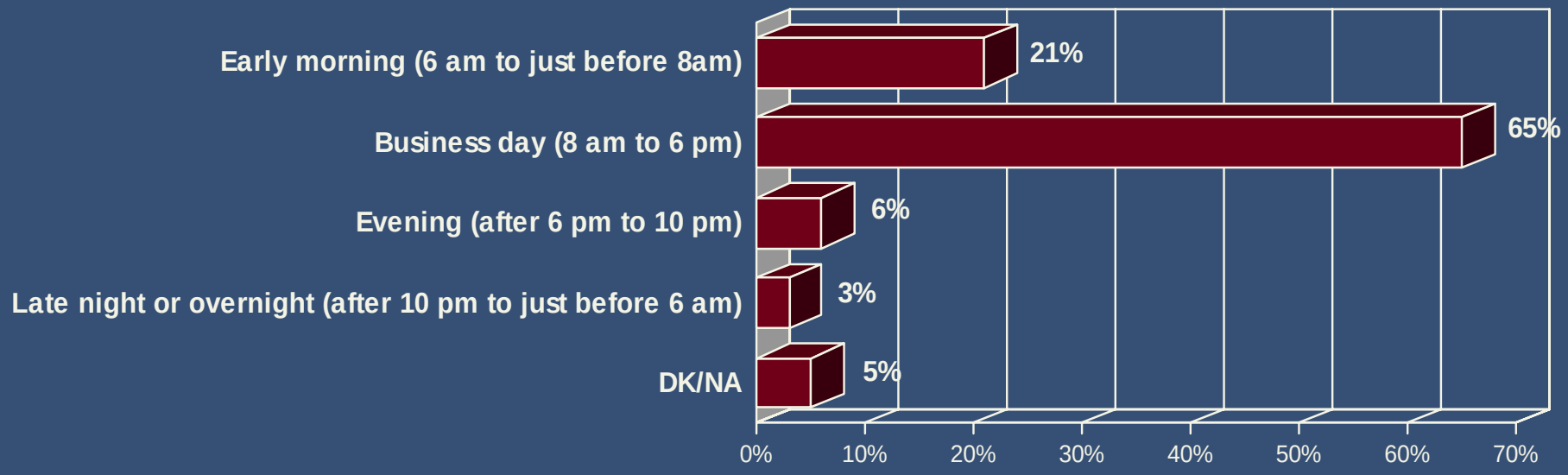
Which of the following best describes your working status?



# Work Hours

GODBE RESEARCH
Gain Insight

[EMPLOYED] What hours do you work?




n = 280

# Work Location

GODBE RESEARCH
Gain Insight

[EMPLOYED] What is your work zip code?

| | |
|---|---|
| **94588** | 16% |
| **94550** | 15% |
| **94551** | 12% |
| **94566** | 10% |
| **94568** | 7% |
| **94583** | 3% |
| **94544** | 1% |
| **94577** | 1% |
| **94536** | 1% |
| **94621** | 1% |
| **94538** | 1% |
| **94586** | 1% |
| **95054** | 1% |
| **94546** | 1% |

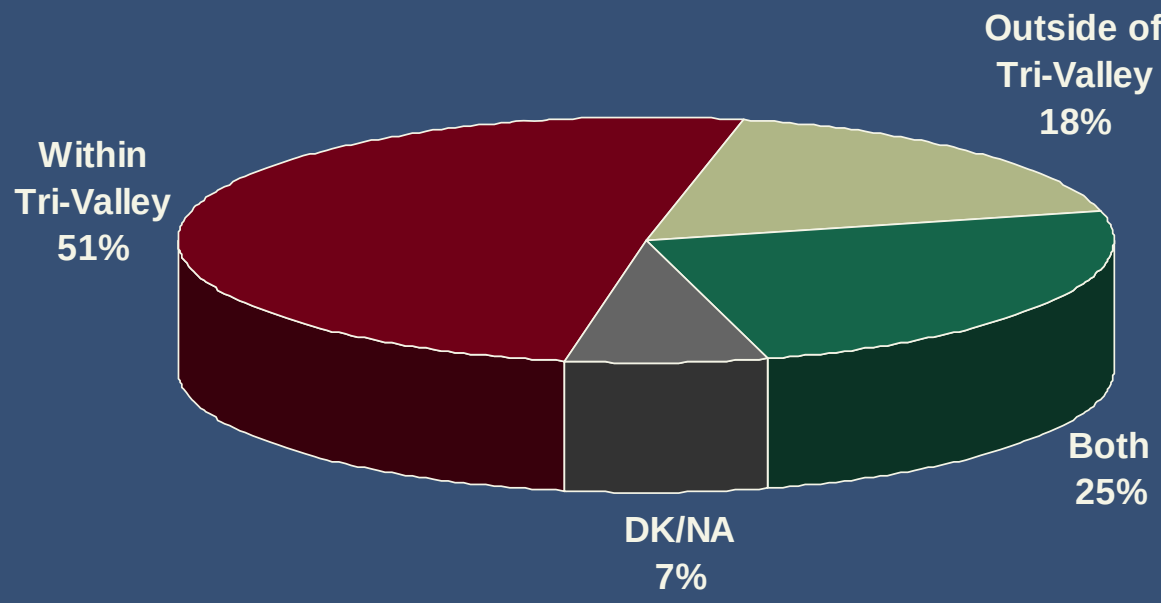
| | |
|---|---|
| **95215** | 1% |
| **94043** | 1% |
| **94578** | 1% |
| **94115** | 1% |
| **94040** | 1% |
| **94558** | 1% |
| **95133** | 1% |
| **90301** | 1% |
| **94110** | 1% |
| **94612** | 1% |
| **94111** | 1% |
| **94888** | 1% |
| **Other** | 9% |
| **DK/NA** | 11% |

**n = 280**

# Frequently Visited Areas

GODBE RESEARCH
Gain Insight

[NOT EMPLOYED] Do you typically travel within or outside of the Tri-Valley area?

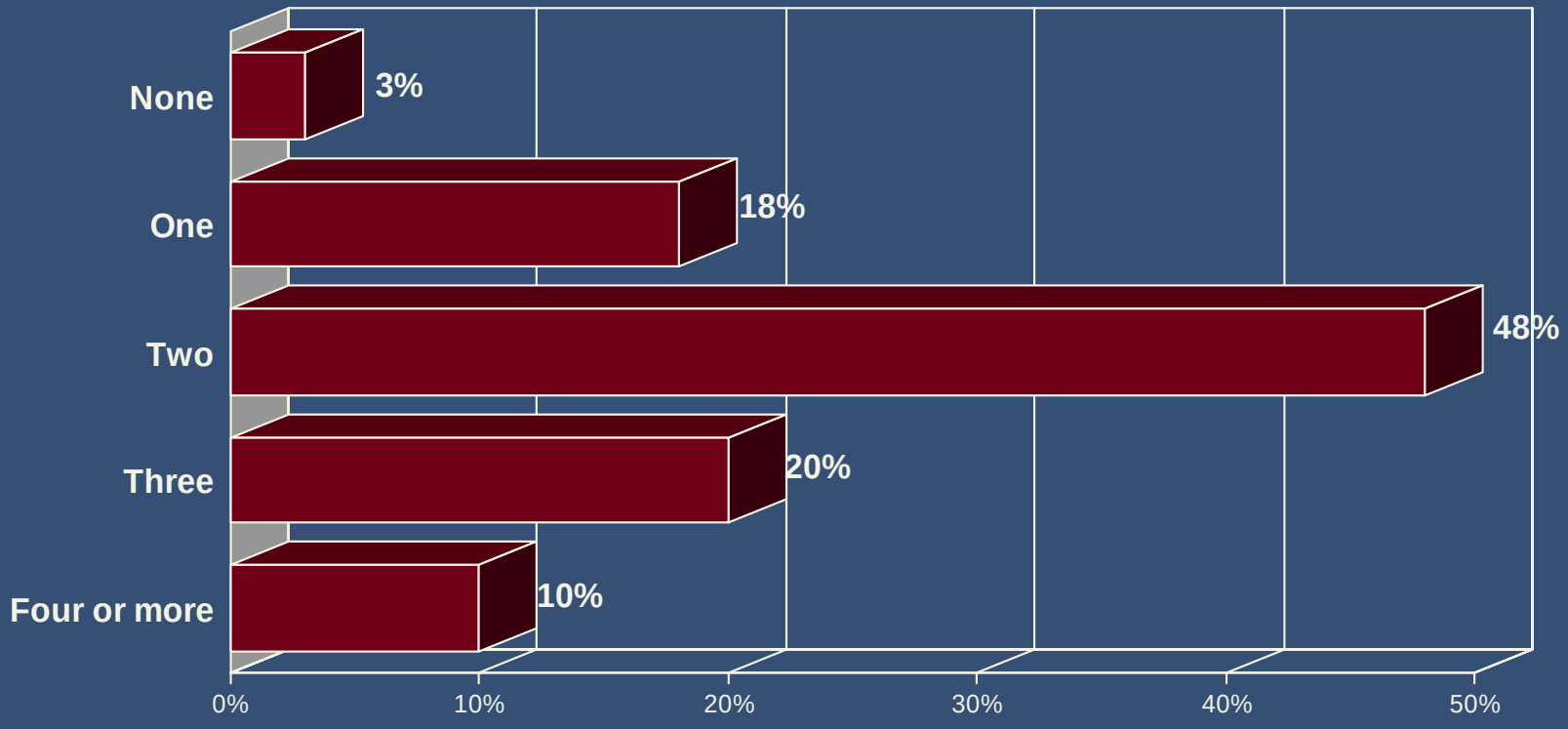



n = 120

# Automobiles in the Household

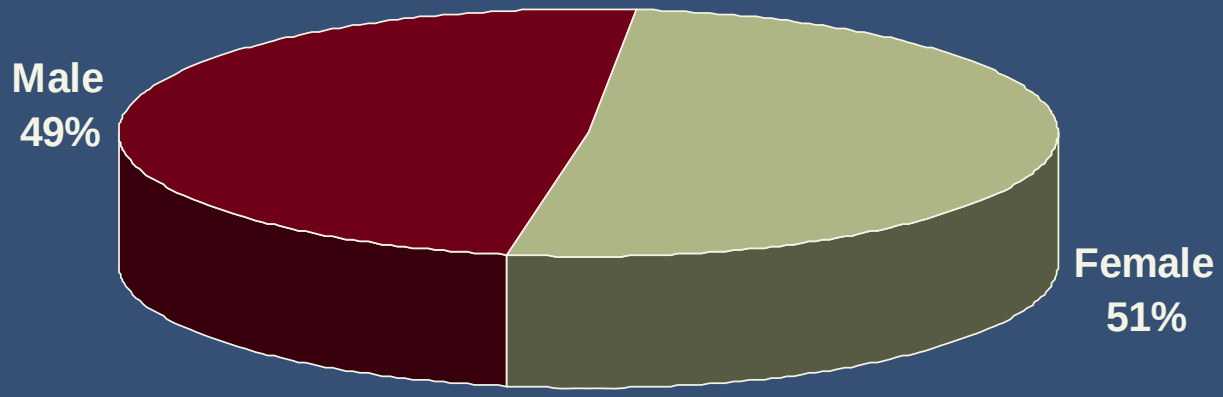
GODBE RESEARCH
Gain Insight

How many automobiles in working condition are in your household?



# Gender

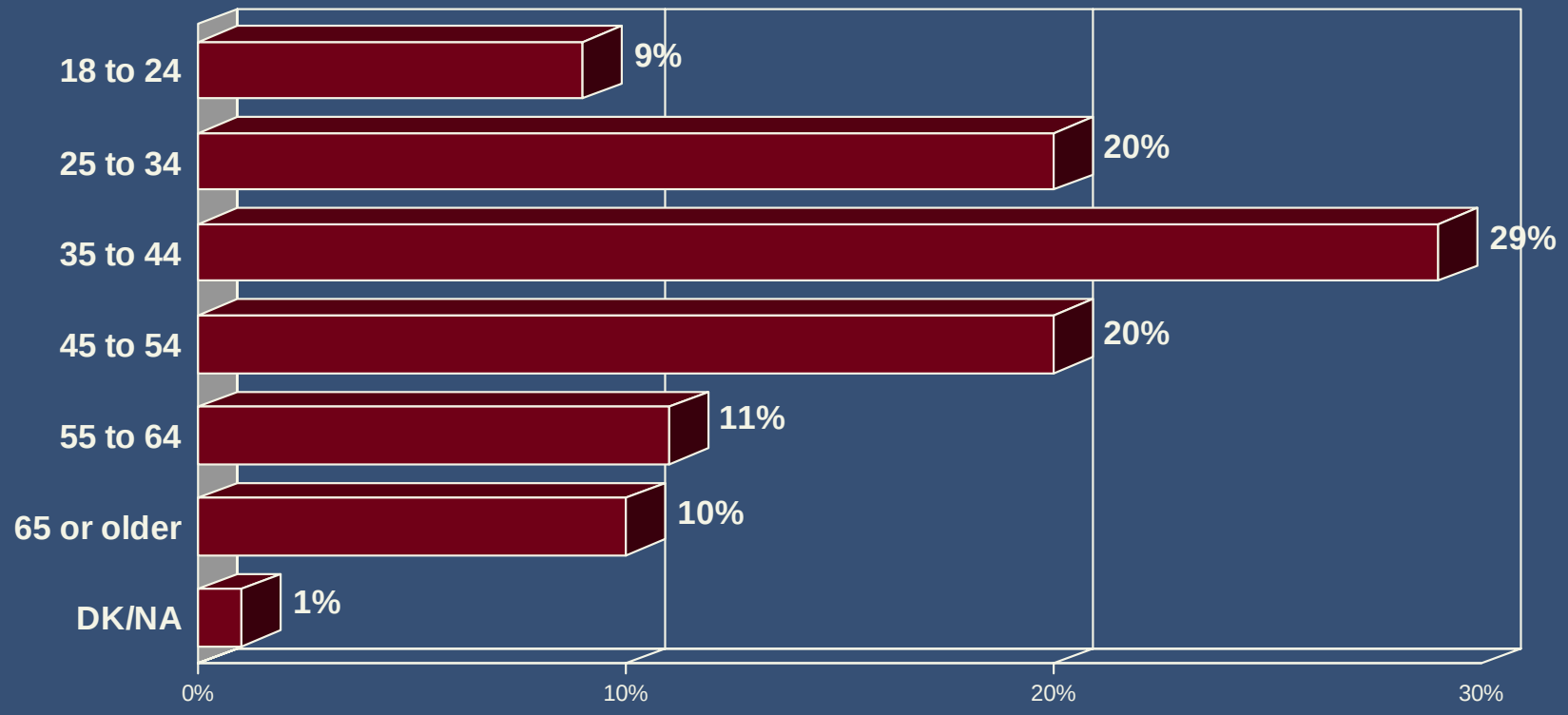
GODBE RESEARCH
Gain Insight



# Age

GODBE RESEARCH
Gain Insight

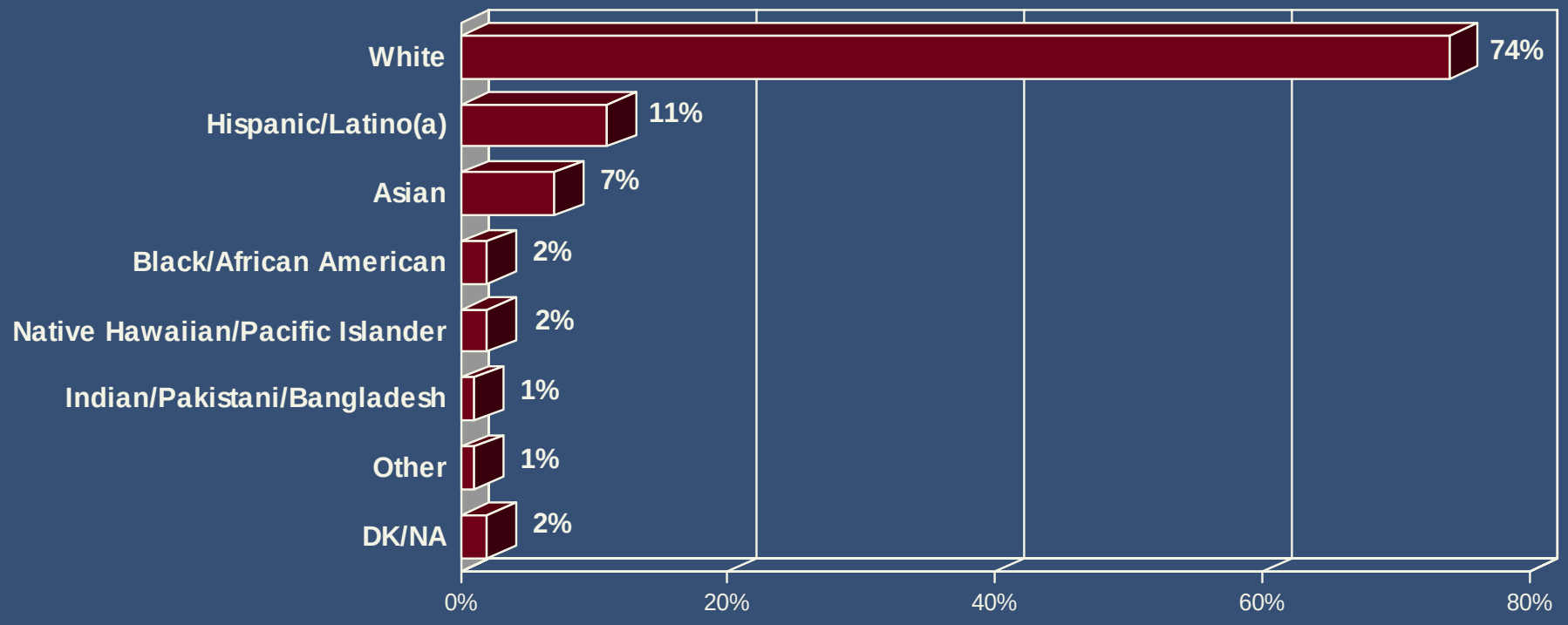
What is your age?



# Ethnicity

GODBE RESEARCH
Gain Insight

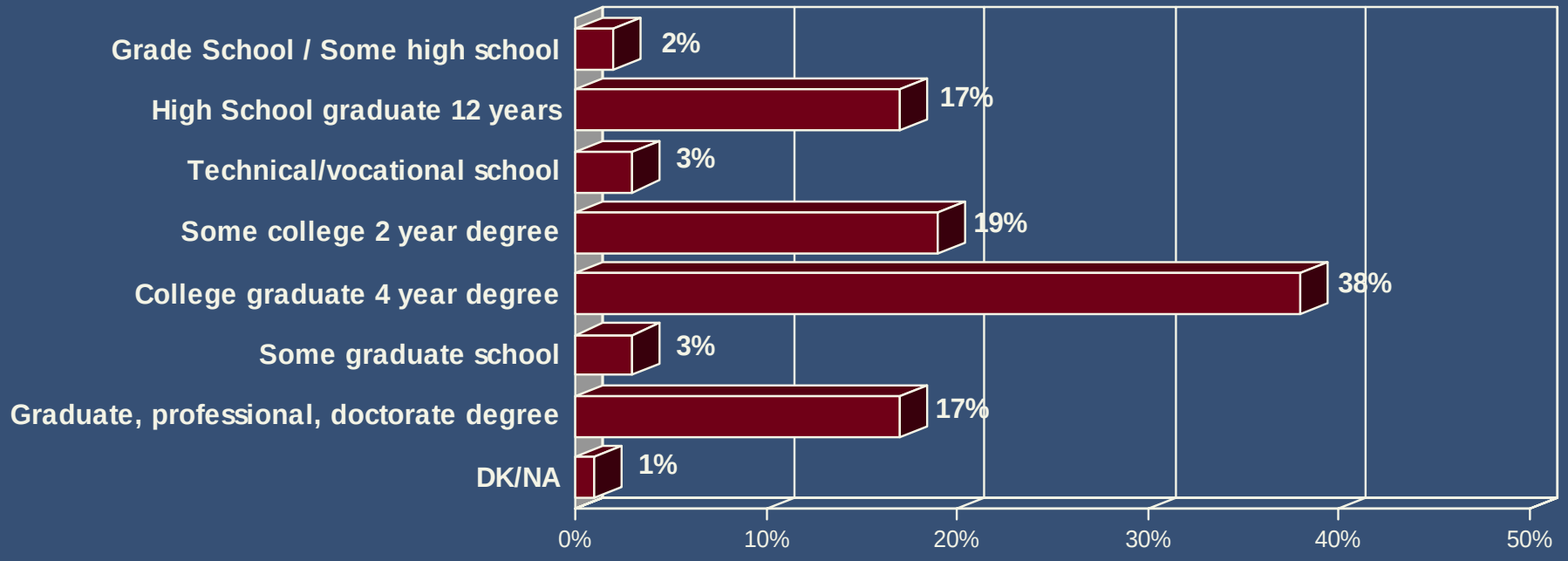
Which ethnic group do you consider yourself a part of or feel closest to?



# Level of Education

GODBE RESEARCH
Gain Insight

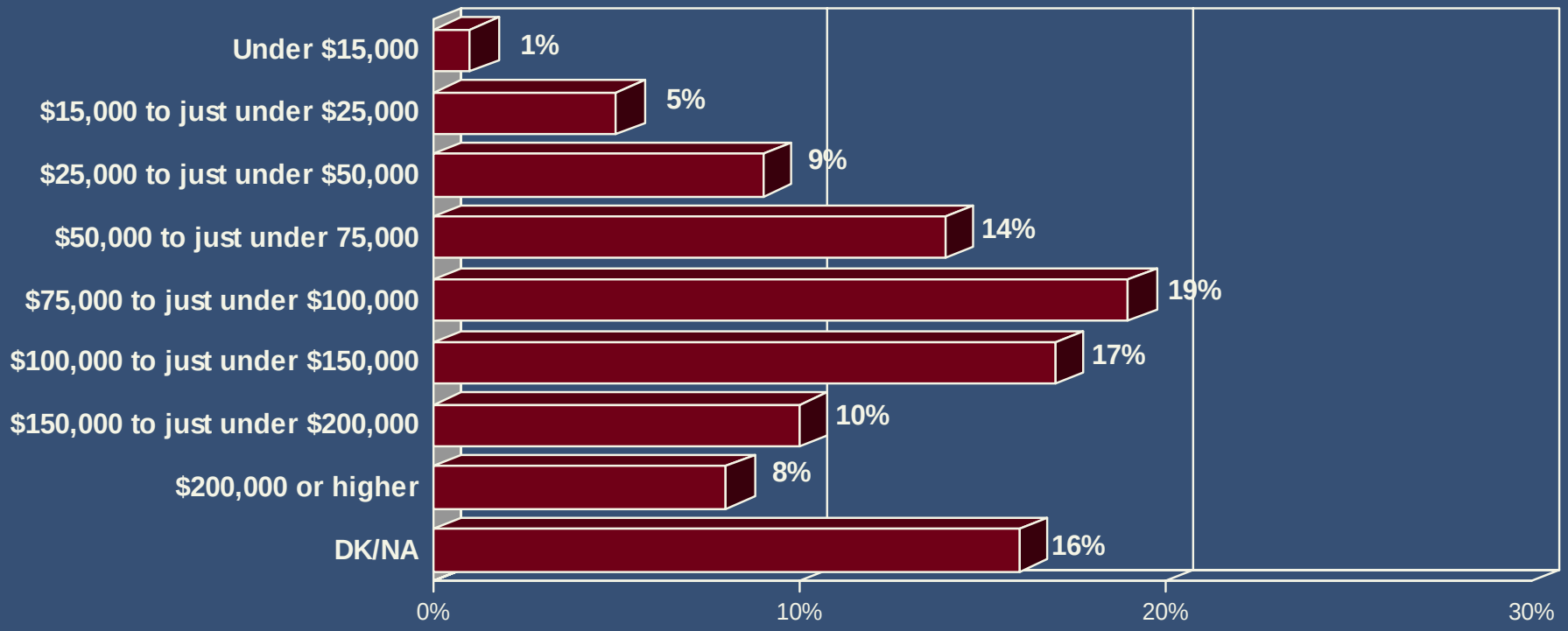
What is the last grade or level you completed in school?



# Annual Household Income

GODBE RESEARCH
Gain Insight

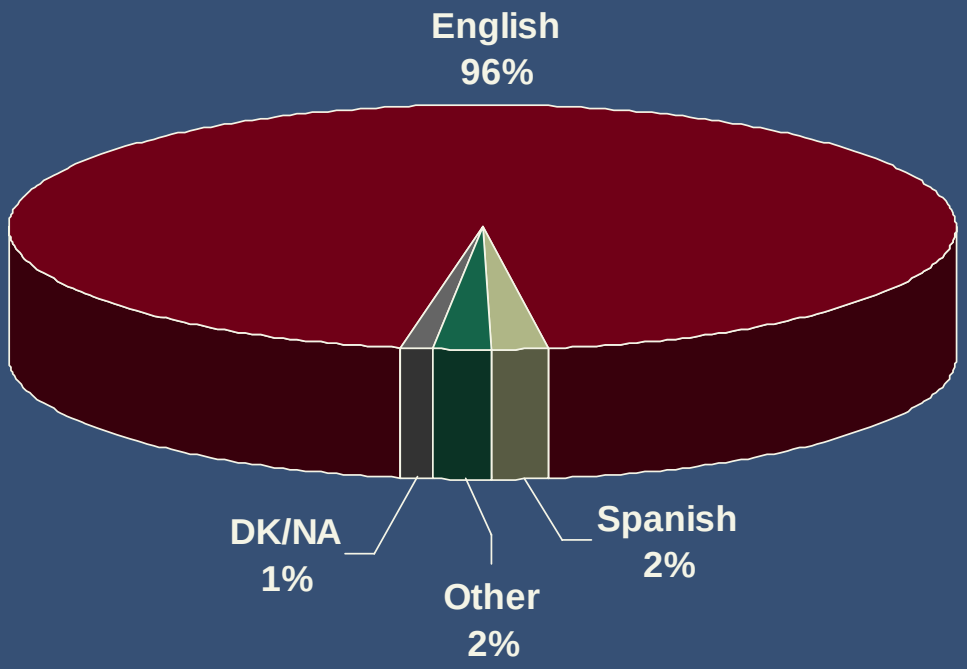
Please stop me when I reach the category that best describes your total household income.



# Primary Household Language

GODBE RESEARCH
Gain Insight

What is the primary language of speech in your household?




| Likelihood to use information about area transportation in primary household language instead of English | |
|---|---|
| Yes | 43% |
| No | 57% |

# Appendix B: Detailed Methodology

# Sample Characteristics

GODBE RESEARCH
Gain Insight

Overall, 400 respondents completed the survey, representing a total universe of approximately 122,098 adult residents in the Tri-Valley area cities: Livermore, Pleasanton and Dublin. The study parameters resulted in a margin of error of plus or minus 4.9 percent. Interviews were conducted from October 9 through October 13, 2008, and the average interview length was approximately 15 minutes.

**Sample, Screeners and Weighting**

The respondents for this study were selected using random digit dialing (RDD), which randomly selects phone numbers from the active residential phone exchanges within the area of the study. Interviewers first asked potential respondents a series of questions referred to as "Screeners," which were used to ensure that the person lived in the Tri-Valley area and was at least 18 years old.

Once collected, the sample of respondents was compared with the adult population in each of the cities according to the 2000 US Census Data to examine possible differences between the demographics of the sample of respondents and the actual universe of residents ages 18 and older in the area. The data were weighted to correct these differences, and the results presented are representative of the adult resident characteristics in the Tri-Valley area in terms of gender, age and ethnicity.

**Survey Question Randomization and Multiple Responses**

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, the series of items in Question 10 in the survey were randomized such that the respondents were not consistently asked the questions in the same order.

Questions 1, 5, 6, 9, 12 and G allowed the respondents surveyed to mention multiple responses. For this reason, the response percentages may sum to more than 100, and these represent the percentage of the respondents that mentioned a particular response, rather than the percentage of total responses.

**Subgroup Comparisons**

In addition to looking at the overall results, it is also useful to examine the responses of different demographic and behavioral groups. Generally, Godbe Research comments only on statistically significant differences in key segments in this type of report. The main report highlights statistically significant differences observed in responses by gender, age, ethnicity, city of residence, level of education, annual household income, public transit use and reasons for public transit non-use . For percentages broken down by other demographic groups, please see the crosstabulation tables in Appendix E.

# Margin of Error I

GODBE RESEARCH
Gain Insight

Because a survey typically involves a limited number of people who are part of a larger population group, by mere chance alone, there will almost always be some differences between a sample and the population from which it was drawn.

These differences are known as “sampling error” and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to calculate the sampling error. Sampling error is determined by four factors: the population size, the sample size, a confidence level, and the dispersion of responses.

The following table shows the possible sampling variation that applies to a percent result reported from a probability type sample. Because the sample of 400 respondents was drawn from the estimated population of approximately 122,098 adult in the Tri-Valley area, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percent points from the result that would have been obtained if the interviews had been conducted with all the area residents. As the table indicates, the maximum margin of error for all aggregate responses is between 2.9 and 4.9 percent for the survey.

This means that, for a given question with dichotomous response options (e.g., Yes/No) answered by all 400 respondents, one can be 95 percent confident that the difference between the percent breakdowns of the sample and those of the total population is no greater than 4.9 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of the respondents said yes, one can be 95 percent confident that the actual percent of the population that would say yes is between 45 (50 minus 4.9) percent and 55 (50 plus 4.9) percent.

The margin of error for a given question also depends on the distribution of responses to the question. The 4.9 percent refers to dichotomous questions where opinions are evenly split in the sample with 50 percent of the respondents saying yes and 50 percent saying no. If that same question were to receive a response in which 10 percent of the respondents say yes and 90 percent say no, then the margin of error would be no greater than plus or minus 2.9 percent. As the number of respondents in a particular subgroup (e.g., age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup’s response will be higher. Due to the high margin of error, Godbe Research cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents.

# Margin of Error II

GODBE RESEARCH
Gain Insight

| *n* | Distribution of Responses | | | | |
|---|---|---|---|---|---|
| | 90% / 10% | 80% / 20% | 70% / 30% | 60% / 40% | 50% / 50% |
| 1100 | 1.8% | 2.4% | 2.7% | 2.9% | 2.9% |
| 1000 | 1.9% | 2.5% | 2.8% | 3.0% | 3.1% |
| 900 | 2.0% | 2.6% | 3.0% | 3.2% | 3.3% |
| 800 | 2.1% | 2.8% | 3.2% | 3.4% | 3.5% |
| 700 | 2.2% | 3.0% | 3.4% | 3.6% | 3.7% |
| 600 | 2.4% | 3.2% | 3.7% | 3.9% | 4.0% |
| 500 | 2.6% | 3.5% | 4.0% | 4.3% | 4.4% |
| **400** | **2.9%** | **3.9%** | **4.5%** | **4.8%** | **4.9%** |
| 300 | 3.4% | 4.5% | 5.2% | 5.5% | 5.7% |
| 200 | 4.2% | 5.5% | 6.3% | 6.8% | 6.9% |
| 100 | 5.9% | 7.8% | 9.0% | 9.6% | 9.8% |

# Reading Crosstabulation

GODBE RESEARCH
Gain Insight

The questions discussed and analyzed in this report comprise a subset of various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate particular insights are included in the discussion. Should readers wish to obtain a closer look at subgroups for a given question, the complete breakouts appear in Appendix E. These crosstabulation tables provide detailed information on the responses to each question by demographic and behavioral groups that were assessed in the survey. A typical crosstabulation table is shown here.

A short description of the item appears on the left-hand side of the table. The item sample size (in this case n = 400) is presented in the first column of data under "Total."

The results to each possible answer choice of all respondents are presented in the first column of data under "Total." The aggregate number of respondents in each answer category is presented as a whole number, and the percent of the entire sample that this number represents is just below the whole number. For example, among the total respondents, 92 were aware of LAVTA's proposed BRT service and this number equals 23 percent of the total sample size of 400. Next to the "Total" column are other columns representing responses given by men and women. The data from these columns are read in exactly the same fashion as the data in the "Total" column, although each group makes up a smaller percent of the entire sample.

| | | Gender | | |
|---|---|---|---|---|
| | | **Total** | **Male** | **Female** |
| **The Livermore-Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service?** | **Total** | 400 | 196 | 203 |
| | **Yes** | 92 | 55 | 37 |
| | | 23.0% | 27.8% | 18.3% |
| | **No** | 306 | 141 | 165 |
| | | 76.7% | 71.8% | 81.3% |
| | **DK/NA** | 1 | 1 | 1 |
| | | 0.3% | 0.3% | 0.4% |

# Subgroup Comparisons

GODBE RESEARCH
Gain Insight

To test whether or not the differences found in percent results among subgroups are likely due to actual differences in opinions or behaviors – rather than the results of chance due to the random nature of the sampling design – a "z-test" was performed. In the headings of each column are labels, "A," "B," "C," etc. along with a description of the variable. The "z-test" is performed by comparing the percent in each cell with all other cells in the same row within a given variable (within Gender in the pictured table, for example).

The results from the "z-test" are displayed in a separate table below the crosstabulation table. If the percent in one cell is statistically different from the percent in another, the column label will be displayed in the cell from which it varies significantly. For instance, in the adjacent table, a significantly higher percent of men (28%) were aware of the proposed BRT service than the percentage of women (18%). Hence the letter "B" which stands for "Female" respondents appears under column "A," which stands for "Male" respondents. The letters in the table indicate the differences where one can be 95 percent confident that the results are due to actual differences in opinions or behaviors reported by subgroups of respondents.

It is important to note that the percent difference among subgroups is just one piece in the equation to determine whether or not two percentages are significantly different from each other. The variance associated with each data point is integral to determining significance. Therefore, two calculations may be different from each other according to the percent reported, yet the difference may not be statistically significant according to the "z" statistic.

| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 400 | 196 | 203 |
| | Yes | 92 | 55 | 37 |
| | | 23.0% | 27.8% | 18.3% |
| | No | 306 | 141 | 165 |
| | | 76.7% | 71.8% | 81.3% |
| | DK/NA | 1 | 1 | 1 |
| | | 0.3% | 0.3% | 0.4% |

| | | Gender | |
|---|---|---|---|
| | | Male | Female |
| | | (A) | (B) |
| The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | B | |
| | No | | A |
| | DK/NA | | |

# Understanding a Mean

GODBE RESEARCH
Gain Insight

In addition to the analysis of the percent of the responses, certain results are discussed with respect to a descriptive "mean." Means are the arithmetic averages of responses. For example, to derive respondents' likelihood of using the new BRT service in response to a potential benefit, a number value is first assigned to each response category (in this case, "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0). The individual answer of each respondent is then assigned the corresponding number – from +2 to 0 in this example. Finally, all respondents' answers are averaged to produce a final score that reflects overall rating for a city service. The resulting mean makes the interpretation of the data considerably easier.

In the crosstabulation tables (Appendix E), as well as in the tables and charts throughout the report for Question 10, the reader will find mean scores. These mean scores represent the average response of each group. The adjacent table shows the scales for all the three questions. Responses of "DK/NA" were not included in the calculations of the means for any question.

| Question | Measure | Scale | Values |
|---|---|---|---|
| Q10 | Likelihood of Use Ratings | +2 to 0 | +2 = "Much More Likely"<br>+1 = "Somewhat More Likely"<br>0 = "No Effect" |

# Means Comparisons

GODBE RESEARCH
Gain Insight

Only those subgroups that are of particular interest, or that illustrate a particular insight, are included in the discussion within the report with regard to mean scores. A typical crosstabulation table of mean scores is shown in the table.

The aggregate mean score for each item in the question series is presented in the first column of the data under "Total." For example, among all the survey respondents, the likelihood of using the BRT in response to the potential benefit "The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours" earned a likelihood score of 1.1. Next to the "Total" column are other columns representing the mean scores assigned to the respondents grouped by Gender.

The data from these columns are read in the same fashion as the data in the "Total" column. To test whether two mean scores are statistically different, a "t-test" is performed. As in the case of the "z-test" for percentages, a statistically significant result is indicated by the letter representing the data column.

| | Gender | | |
|---|---|---|---|
| | Total | Male | Female |
| A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.1 | 1.0 | 1.2 |
| B. There will be WiFi access onboard, so you can be online during your bus ride | 0.8 | 0.7 | 0.8 |
| C. You can use your laptop while on the bus | 0.8 | 0.8 | 0.8 |
| D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.0 | 0.9 | 1.1 |

| | Gender | |
|---|---|---|
| | Male | Female |
| | (A) | (B) |
| A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | |
| B. There will be WiFi access onboard, so you can be online during your bus ride | | |
| C. You can use your laptop while on the bus | | |
| D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | A |

# Appendix C: Topline Report

**Livermore-Amador Valley Transit Authority (LAVTA)**
**2008 Bus Rapid Transit Marketing Survey**
**Topline Report**
**October 2008**

The Livermore-Amador Valley Transit Authority (LAVTA) commissioned Godbe Research to conduct a survey of residents in the Tri-Valley area. The overarching objective of the survey is to assess area residents' potential reception of a proposed Bus Rapid Transit (BRT) service to guide marketing efforts. The survey included testing the relative appeal of different features of the Rapid and whether they might affect ridership. The survey was also designed to capture information on current public transit use in the Tri-Valley area, baseline awareness, favorability and likely use of the Rapid, and what might resonate the most with the choice rider.

## SURVEY METHODOLOGY

The respondents for this study were selected using random digit dialing (RDD), which randomly selects phone numbers from the active residential phone exchanges within the area of the study. Overall, 400 respondents completed the survey, representing a total universe of approximately 122,098 adult residents in the three cities: Livermore, Pleasanton and Dublin. The study parameters resulted in a margin of error of plus or minus 4.9 percent. Interviews were conducted from October 9 through October 13, 2008, and the average interview length was approximately 15 minutes.

In order to allow geographic segmentation of the survey results, a quota was assigned for each of the three cities in the survey. Approximately 29 percent of the interviews were completed in the City of Dublin, which is higher than its actual representation in the overall universe of adult residents in the Tri-Valley area (19%). Meanwhile, the quota for Pleasanton was set lower than its actual population representation. For the overall results presented in this topline report, the over-sampling of Dublin residents and under-sampling in Pleasanton, were corrected by statistically weighting the data to show the actual representation of adult population in each city.

| | Unweighted | | Weighted | |
|---|---|---|---|---|
| | Survey Quota | Sample Percentage | Sample Size | Population Percentage |
| Livermore | 175 | 44% | 175 | 44% |
| Pleasanton | 110 | 28% | 150 | 38% |
| Dublin | 115 | 29% | 75 | 19% |

Once collected, the sample of respondents was compared with the adult population in each of the cities according to the 2000 US Census Data to examine possible differences between the demographics of the sample of respondents and the actual universe of residents ages 18 and older in the area. The data were weighted to correct these differences, and the results presented are representative of the adult resident characteristics in the Tri-Valley area in terms of gender, age and ethnicity.





## QUESTIONNAIRE METHODOLOGY

To avoid the problem of systematic position bias, where the order in which a series of questions is asked systematically influences the answers, the series of items in Question 10 in the survey were randomized such that the respondents were not consistently asked the questions in the same order.

Questions 1, 5, 6, 9, 12 and G allowed the respondents surveyed to mention multiple responses. For this reason, the response percentages may sum to more than 100, and these represent the percentage of the respondents that mentioned a particular response, rather than the percentage of total responses.

## MEAN SCORES AND ROUNDING

In addition to the percentage breakdown of responses to each question, results for the question testing the influence of potential Rapid services and features on the residents' likelihood of using the service (Q10) includes a mean score. For example, to derive respondents' overall likelihood of using the Rapid, a number value is first assigned to each response category (in this case, "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0). The individual answer of each respondent is then assigned the corresponding number – from +2 to 0 in this example. Finally, all respondents' answers are averaged to produce a final score that reflects overall likelihood of using the Rapid. The resulting mean score makes the interpretation of the data considerably easier. Responses of "Don't Know" (DK/NA) were not included in the calculations of the means for any question.

Conventional rounding rules apply to the percentages shown in this report, .5 or above is rounded up to the next number, and .4 or below is rounded down to the previous number. As a result, the percentages may not add up to 100 percent.

1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? [MULITPLE RESPONSES]

| | |
|---|---|
| Drive alone | 70% |
| Carpool or Vanpool | 13% |
| BART | 8% |
| Bus (Wheels) | 8% |
| Bicycle | 5% |
| ACE commuter train | 3% |
| Walk | 2% |
| Other public transit | 1% |
| Other | 1% |
| DK/NA | 1% |

**Public Transit Users**

2. [PUBLIC TRANSIT USERS] In this 12-month period, how often did you take public transit?

n = 73

| | |
|---|---|
| Everyday | 16% |
| Every weekday (Monday through Friday) | 8% |
| Few times a week | 16% |
| Few times a month | 30% |
| Once a month | 4% |
| Few times a year | 18% |
| Once a year or less often | 5% |
| DK/NA | 3% |

3. [PUBLIC TRANSIT USERS] Do you normally have access to an automobile for these trips?

n = 73

| | |
|---|---|
| Yes | 75% |
| No | 25% |





**Public Transit Non-Users**

4. [PUBLIC TRANSIT NON-USERS] In this 12-month period, have you considered using public transit?

n = 326

| | |
|---|---|
| Yes | 45% |
| No | 53% |
| DK/NA | 3% |

5. [CONSIDERED PUBLIC TRANSIT] Why did you ultimately decide not to use public transit? [MULTIPLE RESPONSES]

n = 145

| | |
|---|---|
| Public transit doesn't go to my destination | 20% |
| Public transit isn't as fast or efficient | 18% |
| Prefer flexibility or convenience of driving | 14% |
| Did use public transit, just not as much as other transportation modes | 11% |
| Don't like public transit schedule | 8% |
| Public transit isn't as reliable or dependable | 5% |
| Public transit costs too much | 4% |
| Need car to drop off or pick up children or others | 4% |
| Public transit is not convenient | 4% |
| Public transit stops are not located close by | 4% |
| Need car to run errands during the day | 3% |
| Public transit isn't as comfortable | 2% |
| Ample free parking | 2% |
| Other | 4% |
| DK/NA | 2% |

6. [NOT CONSIDERED PUBLIC TRANSIT] Why have you not considered using public transit? [MULTIPLE RESPONSES.]

n = 181

| | |
|---|---|
| Public transit doesn't go to my destination | 20% |
| Prefer flexibility or convenience of driving | 13% |
| Don't like public transit schedule | 9% |
| Did use public transit, just not as much as other transportation modes | 8% |
| Public transit isn't as fast or efficient | 6% |
| Need car to drop off or pick up children or others | 5% |
| Public transit isn't as comfortable | 5% |
| Public transit is not convenient | 5% |
| No need to use it | 4% |
| Public transit costs too much | 4% |
| Work from home/Mostly stay at home | 3% |
| Need car to run errands during the day | 3% |
| Public transit stops are not located close by | 3% |
| Public transit isn't as reliable or dependable | 2% |
| Other | 6% |
| DK/NA | 6% |

**BACK TO ALL RESPONDENTS**

7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service?

| | |
|---|---|
| Yes | 23% |
| No | 77% |
| DK/NA | 0% |

8. [AWARE OF THE RAPID] Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? Is that very or somewhat favorable/unfavorable?

n = 92

| | |
|---|---|
| Very favorable | 49% |
| Somewhat favorable | 28% |
| Neither favorable nor unfavorable | 7% |
| Somewhat unfavorable | 2% |
| Very unfavorable | 10% |
| DK/NA | 4% |

9. [UNFAVORABLE OPINION OF THE RAPID] What is the primary reason why you have an unfavorable opinion of the Rapid service? [MULITPLE RESPONSES]

n = 11

| | |
|---|---|
| Money should be spent on other city priorities | 23% |
| Won't personally use it | 21% |
| Increased traffic / decreased traffic safety in my neighborhood | 13% |
| Won't really be faster than existing travel options | 9% |
| Costs too much money | 9% |
| No compelling reason for the Rapid in the area | 6% |
| Other | 18% |





10. Next, I'm going to read to you a list of potential benefits brought by LAVTA's Bus Rapid Transit service. After hearing each potential benefit, please tell me if it would affect your likelihood of using the service when it begins in late 2009.

Here's the first/next one: _____. Does hearing this benefit make you more likely to use the Rapid service, or does it have no effect on you? [IF MORE LIKELY]: Is that much more likely or somewhat more likely?

| | Mean Score | Much More Likely | Somewhat More Likely | No Effect | DK/NA |
|---|---|---|---|---|---|
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.1 | 41% | 26% | 32% | 1% |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | 0.8 | 28% | 21% | 50% | 1% |
| 10C. You can use your laptop while on the bus | 0.8 | 29% | 18% | 53% | 1% |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.0 | 37% | 29% | 34% | 1% |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | 0.9 | 32% | 29% | 39% | 1% |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.1 | 43% | 23% | 34% | 1% |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.0 | 38% | 26% | 35% | 1% |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the Rapid a faster way to travel through city streets | 1.1 | 40% | 28% | 31% | 0% |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.0 | 39% | 24% | 37% | 1% |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | 0.9 | 31% | 29% | 40% | 0% |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | 0.7 | 21% | 26% | 51% | 2% |
| 10L. You can bring your commuter mug onto the bus | 0.7 | 25% | 18% | 55% | 1% |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | 0.7 | 22% | 22% | 53% | 2% |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.0 | 37% | 28% | 35% | 0% |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.1 | 41% | 24% | 35% | 1% |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | 0.8 | 26% | 24% | 50% | 1% |

Mean Score Computation: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0

| | Mean Score | Much More Likely | Somewhat More Likely | No Effect | DK/NA |
|---|---|---|---|---|---|
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.1 | 42% | 24% | 33% | 1% |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | 0.9 | 34% | 20% | 44% | 2% |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | 0.8 | 25% | 24% | 49% | 2% |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.1 | 39% | 29% | 31% | 1% |
| 10U. The Rapid offers one of the safest ways to travel | 0.8 | 24% | 27% | 47% | 2% |
| 10V. There is free parking near the Rapid bus stops | 1.1 | 40% | 30% | 28% | 1% |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | 0.9 | 31% | 30% | 37% | 1% |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | 0.6 | 17% | 25% | 57% | 2% |
| 10Y. The Rapid bus stops are nice and comfortable | 0.9 | 23% | 30% | 45% | 3% |

Mean Score Computation: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0

11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? Is that definitely or probably yes/no?

| | |
|---|---|
| Definitely Yes | 21% |
| Probably Yes | 46% |
| Probably No | 19% |
| Definitely No | 11% |
| DK/NA | 2% |

12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service?

n = 262

| | |
|---|---|
| Nothing | 73% |
| Destination of the Rapid | 9% |
| Convenience of bus stop locations | 5% |
| Affordability | 4% |
| Coverage of the routes | 4% |
| Convenient bus schedules | 2% |
| Onboard safety | 2% |
| Reliability and efficiency | 1% |
| Other | 3% |





13. What is your most preferred source for getting information about transportation in your area?

| | |
|---|---|
| Website | 22% |
| Newspaper | 17% |
| E-mail | 12% |
| Internet (unspecified) | 10% |
| Postal mail | 8% |
| Word of mouth/Friends or Family | 7% |
| TV | 4% |
| Phone Book/Yellow Pages | 4% |
| Radio | 3% |
| Kiosks at bus stops/BART station | 3% |
| Printed timetable | 2% |
| Other | 4% |
| DK/NA | 7% |

## ADDITIONAL RESPONDENT INFORMATION

A. Which of the following best describes your working status?

| | |
|---|---|
| Full-time for an employer | 50% |
| Self-employed/home-based business | 10% |
| Part-time for an employer | 10% |
| Homemaker | 10% |
| Retired | 10% |
| Unemployed | 5% |
| Student | 3% |
| Other | 1% |
| DK/NA | 1% |

B. [EMPLOYED] What hours do you work?

n = 280

| | |
|---|---|
| Early morning (6 am to just before 8am) | 21% |
| Business day (8 am to 6 pm) | 65% |
| Evening (after 6 pm to 10 pm) | 6% |
| Late night or overnight (after 10 pm to just before 6 am) | 3% |
| DK/NA | 5% |

C. [EMPLOYED] What is your work zip code?

n = 280

| | | | |
|---|---|---|---|
| 94588 | 16% | 95215 | 1% |
| 94550 | 15% | 94043 | 1% |
| 94551 | 12% | 94578 | 1% |
| 94566 | 10% | 94115 | 1% |
| 94568 | 7% | 94040 | 1% |
| 94583 | 3% | 94558 | 1% |
| 94544 | 1% | 95133 | 1% |
| 94577 | 1% | 90301 | 1% |
| 94536 | 1% | 94110 | 1% |
| 94621 | 1% | 94612 | 1% |
| 94538 | 1% | 94111 | 1% |
| 94586 | 1% | 94888 | 1% |
| 95054 | 1% | Other | 9% |
| 94546 | 1% | DK/NA | 11% |

D. [NOT EMPLOYED] Do you typically travel within or outside of the Tri-Valley area?

n = 120

| | |
|---|---|
| Within Tri-Valley | 51% |
| Outside of Tri-Valley | 18% |
| Both | 25% |
| DK/NA | 7% |





E. How many automobiles in working condition are in your household?

| | |
|---|---|
| One | 18% |
| Two | 48% |
| Three | 20% |
| Four or more | 11% |
| None | 3% |

F. What is your age?

| | |
|---|---|
| 18 to 24 | 9% |
| 25 to 34 | 20% |
| 35 to 44 | 29% |
| 45 to 54 | 20% |
| 55 to 64 | 11% |
| 65 or older | 10% |
| DK/NA | 1% |

G. Which ethnic group do you consider yourself a part of or feel closest to? [MULTIPLE RESPONSES]

| | |
|---|---|
| White | 74% |
| Hispanic/Latino(a) | 11% |
| Asian | 7% |
| Black/African American | 2% |
| Native Hawaiian or Pacific Islander | 2% |
| Indian/Pakistani/Bangladesh | 1% |
| Other | 1% |
| DK/NA | 2% |

H. What is the last grade or level you completed in school?

| | |
|---|---|
| Grade School / Some high school | 2% |
| High School graduate 12 years | 17% |
| Technical/vocational school | 3% |
| Some college 2 year degree | 19% |
| College graduate 4 year degree | 38% |
| Some graduate school | 3% |
| Graduate, professional, doctorate degree [DDS, DVM, JD, LLM, MA, MS, MBA, MD, PhD] | 17% |
| DK/NA | 1% |

I. What is the primary language of speech in your household?

| | |
|---|---|
| English | 96% |
| Spanish | 2% |
| Other | 2% |
| DK/NA | 1% |

J. [ENGLISH IS NOT A PRIMARY LANGUAGE] If you were to receive information about area transportation in your primary household language instead of English, would you be more likely to use the information?

n = 15

| | |
|---|---|
| Yes | 43% |
| No | 57% |

K. Please stop me when I reach the category that best describes your total household income.

| | |
|---|---|
| Under $15,000 | 1% |
| $15,000 to just under $25,000 | 5% |
| $25,000 to just under $50,000 | 10% |
| $50,000 to just under 75,000 | 14% |
| $75,000 to just under $100,000 | 19% |
| $100,000 to just under $150,000 | 17% |
| $150,000 to just under $200,000 | 10% |
| $200,000 or higher | 8% |
| DK/NA | 16% |

L. Respondent's Sex:

| | |
|---|---|
| Male | 49% |
| Female | 51% |

# Appendix D: Questionnaire

**2008 LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY (LAVTA)**
**BUS RAPID TRANSIT (the Rapid) MARKETING SURVEY**
Final Questionnaire

Hello, my name is _____ and I'm calling on behalf of GRA, a public opinion research firm. We're conducting a survey concerning issues that are important to local residents and we would like to get your opinions. It should just take a few minutes of your time.

[IF NEEDED:] This is a study about issues of importance to residents in your community. This is only a survey, and I am not selling anything.

For statistical reasons, I would like to speak to the youngest male currently at home that is at least 18 years of age. [IF NO MALE AT LEAST 18 AVAILABLE, THEN ASK]:
Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age. [IF NO FEMALE AT LEAST 18 AVAILABLE, THEN ASK FOR CALLBACK TIME]

[IF THE INDIVIDUAL SAYS THEY ARE ON THE NATIONAL DO NOT CALL LIST, RESPOND BASED ON THE GUIDELINES FROM THE MARKETING RESEARCH ASSOCIATION. FOR EXAMPLE, IF THE INDIVIDUAL SAYS: "There's a law that says you can't call me," RESPOND WITH: "Most types of opinion and marketing research studies are exempt under the law that congress recently passed. That law was passed to regulate the activities of the telemarketing industry. This is a legitimate research call. Your opinions count!"]

~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Record Gender [DO NOT ASK]:

| | |
|---|---|
| Male | 1 |
| Female | 2 |

**Screener**

i. To begin, may I have your zip code to verify that your residence falls within the scope of this research?

| | | |
|---|---|---|
| 94550 (Livermore) | 1 | [GO TO Q1] |
| 94551 (Livermore) | 2 | [GO TO Q1] |
| 94566 (Pleasanton) | 3 | [GO TO Q1] |
| 94568 (Dublin or Pleasanton) | 4 | [CONTINUE] |
| 94588 (Pleasanton) | 5 | [GO TO Q1] |
| Other | 98 | [THANK & TERMINATE] |
| DK/NA | 99 | [THANK & TERMINATE] |

ii. [IF ZIP CODE = 94568] Do you live in the City of Dublin or Pleasanton?

| | | |
|---|---|---|
| Dublin | 1 | |
| Pleasanton | 2 | |
| DK/NA | 99 | [THANK & TERMINATE] |

**[MAINTAIN GENDER QUOTA BY CITY]**





1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? [DON'T READ CHOICES. ALLOW MULITPLE RESPONSES.]

| | | |
|---|---|---|
| ACE commuter train | 1 | [CONTINUE] |
| BART | 2 | [CONTINUE] |
| Bicycle | 3 | [SKIP TO Q4] |
| Bus (Wheels) | 4 | [CONTINUE] |
| Carpool or Vanpool | 5 | [SKIP TO Q4] |
| Drive alone | 6 | [SKIP TO Q4] |
| Walk | 7 | [SKIP TO Q4] |
| Other public transit [SPECIFY: _____] | 97 | [CONTINUE] |
| Other [SPECIFY: _____] | 98 | [SKIP TO Q4] |
| DK/NA | 99 | [SKIP TO Q4] |

**Public Transit Users**

2. [IF Q1 = 1, 2, 4 OR 97, PUBLIC TRANSIT USERS] In this 12-month period, how often did you take public transit? [IF RESPONDENT SAYS EVERYDAY, CONFIRM WHETHER IT'S JUST WEEKDAYS OR INCLUDING WEEKENDS TOO.]

| | |
|---|---|
| Everyday | 1 |
| Every weekday (Monday through Friday) | 2 |
| Few times a week | 3 |
| Few times a month | 4 |
| Once a month | 5 |
| Few times a year | 6 |
| Once a year or less often | 7 |
| DK/NA | 99 |

3. [IF Q1 = 1, 2, 4 OR 97, PUBLIC TRANSIT USERS] Do you normally have access to an automobile for these trips?

| | |
|---|---|
| Yes | 1 |
| No | 2 |
| [Don't read] Refused/DK/NA | 99 |
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

**Public Transit Non-Users**

4. [IF Q1 ≠ 1, 2, 4 OR 97, PUBLIC TRANSIT NON-USERS] In this 12-month period, have you considered using public transit?

| | | |
|---|---|---|
| Yes | 1 | [CONTINUE] |
| No | 2 | [SKIP TO Q6] |
| [Don't read] Refused/DK/NA | 99 | [SKIP TO Q6] |

5. [IF Q4 = 1, HAVE CONSIDERED PUBLIC TRANSIT] Why did you ultimately decide not to use public transit? [DON'T READ CHOICES. ALLOW MULTIPLE RESPONSES.]

| | |
|---|---|
| Did use public transit, just not as much as other transportation modes | 1 |
| Ample free parking | 2 |
| Don't like public transit schedule | 3 |
| Need car to drop off or pick up children or others | 4 |
| Need car to run errands during the day | 5 |
| Prefer flexibility or convenience of driving | 6 |
| Public transit costs too much | 7 |
| Public transit doesn't go to my destination | 8 |
| Public transit isn't as comfortable | 9 |
| Public transit isn't as fast or efficient | 10 |
| Public transit isn't as reliable or dependable | 11 |
| Other [Specify: _____] | 98 |
| DK/NA | 99 |

6. [IF Q4 = 2 OR 99, HAVE NOT CONSIDERED PUBLIC TRANSIT] Why have you not considered using public transit? [DON'T READ CHOICES. ALLOW MULTIPLE RESPONSES.]

| | |
|---|---|
| Did use public transit, just not as much as other transportation modes | 1 |
| Ample free parking | 2 |
| Don't like public transit schedule | 3 |
| Need car to drop off or pick up children or others | 4 |
| Need car to run errands during the day | 5 |
| Prefer flexibility or convenience of driving | 6 |
| Public transit costs too much | 7 |
| Public transit doesn't go to my destination | 8 |
| Public transit isn't as comfortable | 9 |
| Public transit isn't as fast or efficient | 10 |
| Public transit isn't as reliable or dependable | 11 |
| Other [Specify: _____] | 98 |
| DK/NA | 99 |





**BACK TO ALL RESPONDENTS**

7. The Livermore Amador [AM-mah-door] Valley Transit Authority, or LAVTA [LAF-TA] will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? [IF NECESSARY THE TRI-VALLEY AREA REFERS TO DUBLIN, PLEASANTON AND LIVERMORE AREA.]

| | | |
|---|---|---|
| Yes | 1 | [CONTINUE] |
| No | 2 | [SKIP TO Q10] |
| [Don't read] Refused/DK/NA | 99 | [SKIP TO Q10] |

8. [IF Q7 = 1, AWARE OF THE RAPID] Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? [GET ANSWER, THEN ASK]: Is that very or somewhat <FAVORABLE/UNFAVORABLE>?

| | | |
|---|---|---|
| Very favorable | 1 | [SKIP TO Q10] |
| Somewhat favorable | 2 | [SKIP TO Q10] |
| [DON'T READ] Neither favorable nor unfavorable | 3 | [SKIP TO Q10] |
| Somewhat unfavorable | 4 | [CONTINUE] |
| Very unfavorable | 5 | [CONTINUE] |
| [DON'T READ] DK/NA | 99 | [SKIP TO Q10] |

9. [IF Q8 = 4 OR 5, UNFAVORABLE] What is the primary reason why you have an unfavorable opinion of the Rapid service? [DON'T READ CHOICES. ALLOW MULITPLE RESPONSES.]

| | |
|---|---|
| Costs too much money | 1 |
| Don't like seeing buses in my neighborhood | 2 |
| Increased traffic / decreased traffic safety in my neighborhood | 3 |
| Money should be spent on other city priorities | 4 |
| My city opposes it | 5 |
| No compelling reason for the Rapid in the area | 6 |
| Won't personally use it | 7 |
| Won't really be faster than existing travel options | 8 |
| Won't really be more comfortable than existing travel options | 9 |
| Won't really be more reliable than existing travel options | 10 |
| Other [specify: _____] | 98 |
| [Don't read] Refused/DK/NA | 99 |

10. Next, I'm going to read to you a list of potential benefits brought by LAVTA's Bus Rapid Transit service. After hearing each potential benefit, please tell me if it would affect your likelihood of using the service when it begins in late 2009.

    Here's the first/next one: _____. Does hearing this benefit make you more likely to use the Rapid service, or does it have no effect on you? [IF MORE LIKELY, ASK]: Is that much more likely or somewhat more likely?

| RANDOMIZE | No Effect | Somewhat More Likely | Much More Likely | [DON'T READ] DK/NA |
|---|---|---|---|---|
| A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 0 | 1 | 2 | 99 |
| B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | 0 | 1 | 2 | 99 |
| C. You can use your laptop while on the bus | 0 | 1 | 2 | 99 |
| D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 0 | 1 | 2 | 99 |
| E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | 0 | 1 | 2 | 99 |
| F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 0 | 1 | 2 | 99 |
| G. The Rapid service provides a faster way to get through commute traffic than driving | 0 | 1 | 2 | 99 |
| H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 0 | 1 | 2 | 99 |
| I. When the El Charro [CHAR-ROH] overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 0 | 1 | 2 | 99 |
| J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | 0 | 1 | 2 | 99 |
| K. Riding the Rapid buses is a more reliable way to travel than driving | 0 | 1 | 2 | 99 |
| L. You can bring your commuter mug onto the bus | 0 | 1 | 2 | 99 |
| M. The Rapid is a premium express service serving the Tri-Valley area | 0 | 1 | 2 | 99 |
| N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 0 | 1 | 2 | 99 |
| O. With gas prices being so high, riding the bus costs you less than driving | 0 | 1 | 2 | 99 |
| P. Rather than driving door to door, you get exercise walking to and from the bus stop | 0 | 1 | 2 | 99 |
| Q. You can use the same transit pass to pay for both BART and Rapid fares | 0 | 1 | 2 | 99 |
| R. LAVTA [LAF-TA] would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | 0 | 1 | 2 | 99 |
| S. As an incentive for taking the bus instead of driving, LAVTA [LAF-TA] would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | 0 | 1 | 2 | 99 |
| T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 0 | 1 | 2 | 99 |
| U. The Rapid offers one of the safest ways to travel | 0 | 1 | 2 | 99 |
| V. There is free parking near the Rapid bus stops | 0 | 1 | 2 | 99 |





| RANDOMIZE | No Effect | Somewhat More Likely | Much More Likely | [DON'T READ] DK/NA |
|---|---|---|---|---|
| W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | 0 | 1 | 2 | 99 |
| X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | 0 | 1 | 2 | 99 |
| Y. The Rapid bus stops are nice and comfortable | 0 | 1 | 2 | 99 |

11. Now that you have heard more about some of the benefits of LAVTA's [LAF-TA] Rapid service, will you use it when it starts in late 2009? [GET ANSWER THEN ASK]: Is that definitely or probably <YES/NO>?

| | | |
|---|---|---|
| Definitely Yes | 1 | [SKIP TO Q13] |
| Probably Yes | 2 | [CONTINUE] |
| Probably No | 3 | [CONTINUE] |
| Definitely No | 4 | [SKIP TO Q13] |
| [Don't read] Refused/DK/NA | 99 | [SKIP TO Q13] |

12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? [IF YES, PROBE FOR DETAILS. IF RESPONDENT SAYS "NOTHING," RECORD 99.]

_____

13. What is your most preferred source for getting information about transportation in your area? [DON'T READ LIST. RECORD ONE RESPONSE.]

| | |
|---|---|
| E-mail | 1 |
| Kiosks at bus stops / BART station | 2 |
| Newspaper [SPECIFY: _____] | 3 |
| Phone Book / Yellow Pages | 4 |
| Postal mail | 5 |
| Printed timetable | 6 |
| Radio [SPECIFY STATION: _____] | 7 |
| TV [SPECIFY STATION: _____] | 8 |
| Website [SPECIFY: _____] | 9 |
| Word of mouth / Friends or Family | 10 |
| Other [Specify] | 98 |
| [Don't read] Refused/DK/NA | 99 |

**To wrap things up, I have just a few more questions for comparison purposes.**

A. Which of the following best describes your working status?

| | | |
|---|---|---|
| Full-time for an employer | 1 | |
| Part-time for an employer | 2 | |
| Self-employed / home-based business | 3 | |
| Unemployed | 4 | [SKIP TO QD] |
| Homemaker | 5 | [SKIP TO QD] |
| Retired | 6 | [SKIP TO QD] |
| Student | 7 | [SKIP TO QD] |
| Other, please specify | 98 | [SKIP TO QD] |
| [DON'T READ] Prefer not to say/NA | 99 | [SKIP TO QD] |

B. [IF A = 1, 2 OR 3, EMPLOYED] What hours do you work? [DON'T READ RESPONSES.]

| | |
|---|---|
| Early morning (6 am to just before 8am) | 1 |
| Business day (8 am to 6 pm) | 2 |
| Evening (after 6 pm to 10 pm) | 3 |
| Late night or overnight (after 10 pm to just before 6 am) | 4 |
| [DON'T READ] DK/NA | 99 |

C. [IF A = 1, 2 OR 3, EMPLOYED] What is your work zip code? _____ [SKIP TO QE]

D. [IF A ≠ 1, 2 OR 3, NOT EMPLOYED] Do you typically travel within or outside of the Tri-Valley area?

| | |
|---|---|
| Within Tri-Valley | 1 |
| Outside of Tri-Valley | 2 |
| Both | 3 |
| [DON'T READ] DK/NA | 99 |

E. How many automobiles in working condition are in your household? _____

F. What is your age? [DON'T READ CHOICES.]

| | |
|---|---|
| 18 to 24 | 1 |
| 25 to 34 | 2 |
| 35 to 44 | 3 |
| 45 to 54 | 4 |
| 55 to 64 | 5 |
| 65 or older | 6 |
| DK/NA | 99 |





G. Which ethnic group do you consider yourself a part of or feel closest to? [DON'T READ CHOICES, UNLESS RESPONDENT HESITATES. ALLOW MULTIPLE RESPONSES.]

| | |
|---|---|
| White | 1 |
| Asian | 2 |
| Black/African American | 3 |
| Hispanic/Latino[a] | 4 |
| Indian/Pakistani/Bangladeshi | 5 |
| American Indian or Alaska Native | 6 |
| Native Hawaiian or Pacific Islander | 7 |
| Other [SPECIFY: _____] | 98 |
| DK/NA | 99 |

H. What is the last grade or level you completed in school? [DO NOT READ CHOICES.]

| | |
|---|---|
| Grade School / Some high school | 1 |
| High School graduate [12 years] | 2 |
| Technical/vocational school | 3 |
| Some college [2 year degree] | 4 |
| College graduate [4 year degree] | 5 |
| Some graduate school | 6 |
| Graduate, professional, doctorate degree [DDS, DVM, JD, LLM, MA, MS, MBA, MD, PhD] | 7 |
| [Don't read] DK/NA | 99 |

I. What is the primary language of speech in your household?

| | | |
|---|---|---|
| English | 1 | [GOTO QK] |
| Spanish | 4 | [CONTINUE] |
| Other, [SPECIFY]: _____ | 98 | [CONTINUE] |
| DK/NA/REFUSED | 99 | [GOTO QK] |

J. If you were to receive information about area transportation in your primary household language instead of English, would you be more likely to use the information?

| | |
|---|---|
| Yes | 1 |
| No | 2 |
| DK/NA/REFUSED | 99 |

K. To wrap things up, can you please tell me if your total household income **before** taxes in 2007 was more or less than $75,000 per year?

| | | |
|---|---|---|
| Less | 1 | [SKIP TO QK1] |
| More | 2 | [SKIP TO QK2] |
| [Don't read] Refused/DK/NA | 99 | [SKIP TO QL] |

K1. Please stop me when I reach the category that best describes your total household income.

Under $15,000 ---------- 1
$15,000 to just under $25,000 ---------- 2
$25,000 to just under $50,000 ---------- 3
$50,000 to just under 75,000 ---------- 4
[Don't Read] DK/NA ---------- 99

K2. Please stop me when I reach the category that best describes your total household income.

$75,000 to just under $100,000 ---------- 5
$100,000 to just under $150,000 ---------- 6
$150,000 to just under $200,000 ---------- 7
$200,000 or higher ---------- 8
[Don't Read] DK/NA ---------- 99

**These are all the questions I have for you today. Thank you very much for your time and participation.**

L. Respondent's Sex:

Male ---------- 1
Female ---------- 2

PHONE _____

DATE OF INTERVIEW _____ VALIDATED BY _____

INTERVIEWER: _____

NUMBER: _____

# Appendix E: Crosstabulation Tables

| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 400 | 196 | 203 |
| | ACE commuter train | 10<br>2.6% | 10<br>4.9% | 1<br>.4% |
| | BART | 32<br>8.0% | 10<br>5.3% | 22<br>10.7% |
| | Bicycle | 18<br>4.6% | 7<br>3.7% | 11<br>5.4% |
| | Bus (Wheels) | 31<br>7.8% | 8<br>3.9% | 23<br>11.5% |
| | Carpool or Vanpool | 52<br>13.0% | 26<br>13.1% | 26<br>12.9% |
| | Drive alone | 280<br>70.2% | 144<br>73.4% | 136<br>67.1% |
| | Walk | 8<br>2.0% | 2<br>1.0% | 6<br>3.0% |
| | Other public transit | 2<br>.5% | 2<br>1.0% | 0<br>.0% |
| | Other | 5<br>1.3% | 1<br>.3% | 5<br>2.3% |
| | DK/NA | 4<br>1.0% | 1<br>.3% | 3<br>1.7% |

**Comparisons of Column Proportions[b,c]**

| | | Gender | |
|---|---|---|---|
| | | Male | Female |
| | | (A) | (B) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | B | |
| | BART | | A |
| | Bicycle | | |
| | Bus (Wheels) | | A |
| | Carpool or Vanpool | | |
| | Drive alone | | |
| | Walk | | |
| | Other public transit | | .[a] |
| | Other | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Age | | | |
|---|---|---|---|---|---|
| | | Total | 18 to 24 | 25 to 34 | 35 to 44 |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 394 | 35 | 81 | 115 |
| | ACE commuter train | 10<br>2.6% | 0<br>.0% | 3<br>3.5% | 3<br>2.8% |
| | BART | 31<br>7.9% | 1<br>1.4% | 10<br>12.6% | 6<br>5.0% |
| | Bicycle | 18<br>4.6% | 2<br>4.3% | 5<br>5.9% | 5<br>4.2% |
| | Bus (Wheels) | 31<br>7.9% | 6<br>15.8% | 7<br>8.1% | 10<br>8.5% |
| | Carpool or Vanpool | 52<br>13.2% | 5<br>14.1% | 16<br>19.1% | 12<br>10.1% |
| | Drive alone | 276<br>70.0% | 21<br>59.3% | 54<br>66.3% | 83<br>72.6% |
| | Walk | 8<br>2.0% | 1<br>3.8% | 0<br>.0% | 3<br>2.5% |
| | Other public transit | 2<br>.5% | 0<br>.0% | 0<br>.0% | 1<br>1.2% |
| | Other | 5<br>1.3% | 2<br>5.0% | 0<br>.0% | 1<br>.5% |
| | DK/NA | 4<br>1.0% | 0<br>.0% | 0<br>.0% | 2<br>1.6% |

| | | Age | | |
|---|---|---|---|---|
| | | 45 to 54 | 55 to 64 | 65 and older |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 80 | 44 | 39 |
| | ACE commuter train | 3<br>3.5% | 1<br>2.1% | 1<br>1.6% |
| | BART | 9<br>11.0% | 3<br>6.4% | 3<br>7.6% |
| | Bicycle | 2<br>3.0% | 3<br>6.4% | 2<br>5.0% |
| | Bus (Wheels) | 3<br>3.7% | 2<br>4.3% | 4<br>10.8% |
| | Carpool or Vanpool | 11<br>14.2% | 4<br>8.8% | 5<br>11.9% |
| | Drive alone | 61<br>77.0% | 33<br>75.1% | 23<br>59.6% |
| | Walk | 2<br>2.3% | 1<br>3.1% | 1<br>1.3% |
| | Other public transit | 1<br>.8% | 0<br>.0% | 0<br>.0% |
| | Other | 0<br>.0% | 2<br>5.5% | 1<br>1.6% |
| | DK/NA | 0<br>.0% | 0<br>.0% | 2<br>5.7% |

**Comparisons of Column Proportions[b,c]**

| | | Age | | | |
|---|---|---|---|---|---|
| | | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| | | (A) | (B) | (C) | (D) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | .[a] | | | |
| | BART | | | | |
| | Bicycle | | | | |
| | Bus (Wheels) | | | | |
| | Carpool or Vanpool | | | | |
| | Drive alone | | | | |
| | Walk | | .[a] | | |
| | Other public transit | .[a] | .[a] | | |
| | Other | | .[a] | | .[a] |
| | DK/NA | .[a] | .[a] | | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*



**Comparisons of Column Proportions[b,c]**

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| | | (E) | (F) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | | |
| | BART | | |
| | Bicycle | | |
| | Bus (Wheels) | | |
| | Carpool or Vanpool | | |
| | Drive alone | | |
| | Walk | | |
| | Other public transit | .[a] | .[a] |
| | Other | | |
| | DK/NA | .[a] | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Ethnicity | | | | |
|---|---|---|---|---|---|---|
| | | Total | White | Hispanic | Asian | Other |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 390 | 294 | 44 | 33 | 21 |
| | ACE commuter train | 10<br>2.7% | 8<br>2.6% | 2<br>5.0% | 0<br>.0% | 1<br>3.1% |
| | BART | 30<br>7.7% | 25<br>8.4% | 3<br>7.6% | 0<br>.0% | 2<br>10.7% |
| | Bicycle | 18<br>4.7% | 15<br>5.2% | 0<br>.0% | 2<br>4.6% | 2<br>7.4% |
| | Bus (Wheels) | 31<br>7.9% | 17<br>5.8% | 7<br>15.6% | 4<br>13.6% | 3<br>14.0% |
| | Carpool or Vanpool | 51<br>13.1% | 40<br>13.6% | 3<br>6.7% | 6<br>18.4% | 2<br>11.3% |
| | Drive alone | 274<br>70.1% | 210<br>71.6% | 29<br>66.8% | 20<br>60.8% | 15<br>71.6% |
| | Walk | 8<br>2.0% | 5<br>1.7% | 2<br>3.5% | 1<br>2.6% | 1<br>2.4% |
| | Other public transit | 2<br>.5% | 2<br>.7% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | Other | 5<br>1.3% | 5<br>1.7% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | DK/NA | 4<br>.9% | 4<br>1.2% | 0<br>.0% | 0<br>.0% | 0<br>.0% |

### Comparisons of Column Proportions[b,c]

| | | Ethnicity | | | |
|---|---|---|---|---|---|
| | | White (A) | Hispanic (B) | Asian (C) | Other (D) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | | | [a] . | |
| | BART | | | [a] . | |
| | Bicycle | | [a] . | | |
| | Bus (Wheels) | | | | |
| | Carpool or Vanpool | | | | |
| | Drive alone | | | | |
| | Walk | | | | |
| | Other public transit | | [a] . | [a] . | [a] . |
| | Other | | [a] . | [a] . | [a] . |
| | DK/NA | | [a] . | [a] . | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Employment Status | | | |
|---|---|---|---|---|---|
| | | Total | Work for an employer | Self-employed | Non-working |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 391 | 238 | 41 | 112 |
| | ACE commuter train | 10<br>2.7% | 7<br>2.9% | 1<br>1.8% | 3<br>2.5% |
| | BART | 31<br>8.0% | 20<br>8.3% | 3<br>7.9% | 8<br>7.6% |
| | Bicycle | 18<br>4.7% | 10<br>4.3% | 3<br>6.6% | 5<br>4.8% |
| | Bus (Wheels) | 31<br>7.9% | 14<br>5.7% | 1<br>1.6% | 17<br>15.0% |
| | Carpool or Vanpool | 51<br>13.0% | 32<br>13.3% | 3<br>7.5% | 16<br>14.5% |
| | Drive alone | 274<br>69.9% | 176<br>73.7% | 37<br>90.5% | 61<br>54.4% |
| | Walk | 8<br>2.0% | 4<br>1.6% | 1<br>2.0% | 3<br>3.1% |
| | Other public transit | 2<br>.5% | 0<br>.0% | 0<br>.0% | 2<br>1.8% |
| | Other | 5<br>1.4% | 1<br>.6% | 0<br>.0% | 4<br>3.4% |
| | DK/NA | 4<br>1.0% | 2<br>1.0% | 0<br>.0% | 2<br>1.4% |



### Comparisons of Column Proportions[b,c]

| | | Employment Status | | |
|---|---|---|---|---|
| | | Work for an employer (A) | Self-employed (B) | Non-working (C) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | | | |
| | BART | | | |
| | Bicycle | | | |
| | Bus (Wheels) | | | A |
| | Carpool or Vanpool | | | |
| | Drive alone | C | C | |
| | Walk | | | |
| | Other public transit | [a] . | [a] . | |
| | Other | | [a] . | A |
| | DK/NA | | [a] . | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Working Hours | | | |
|---|---|---|---|---|---|
| | | Total | Morning | Business day | Evening/Late night |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 266 | 58 | 182 | 26 |
| | ACE commuter train | 8<br>2.9% | 3<br>4.8% | 5<br>2.7% | 0<br>.0% |
| | BART | 21<br>7.9% | 3<br>5.9% | 17<br>9.3% | 1<br>2.6% |
| | Bicycle | 13<br>4.8% | 4<br>7.1% | 8<br>4.5% | 1<br>2.0% |
| | Bus (Wheels) | 14<br>5.3% | 2<br>3.9% | 7<br>3.8% | 5<br>19.0% |
| | Carpool or Vanpool | 33<br>12.5% | 6<br>9.6% | 27<br>15.0% | 0<br>1.7% |
| | Drive alone | 202<br>75.8% | 43<br>73.8% | 139<br>76.2% | 20<br>77.3% |
| | Walk | 5<br>1.7% | 1<br>1.1% | 4<br>2.2% | 0<br>.0% |
| | Other public transit | | | | |
| | Other | 1<br>.6% | 1<br>1.7% | 1<br>.3% | 0<br>.0% |
| | DK/NA | 2<br>.9% | 1<br>1.0% | 2<br>1.0% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Working Hours | | |
|---|---|---|---|---|
| | | Morning | Business day | Evening/ Late night |
| | | (A) | (B) | (C) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | | | .[a] |
| | BART | | | |
| | Bicycle | | | |
| | Bus (Wheels) | | | B |
| | Carpool or Vanpool | | | |
| | Drive alone | | | |
| | Walk | | | .[a] |
| | Other | | | .[a] |
| | DK/NA | | | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Work Location | | |
|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 248 | 168 | 80 |
| | ACE commuter train | 5<br>2.1% | 2<br>1.3% | 3<br>3.7% |
| | BART | 20<br>8.0% | 13<br>7.7% | 7<br>8.5% |
| | Bicycle | 10<br>4.2% | 8<br>4.5% | 3<br>3.5% |
| | Bus (Wheels) | 13<br>5.3% | 8<br>4.9% | 5<br>6.1% |
| | Carpool or Vanpool | 26<br>10.6% | 19<br>11.2% | 8<br>9.4% |
| | Drive alone | 196<br>79.3% | 133<br>79.1% | 64<br>79.6% |
| | Walk | 3<br>1.3% | 3<br>1.8% | 0<br>.0% |
| | Other public transit | | | |
| | Other | 1<br>.6% | 1<br>.6% | 1<br>.7% |
| | DK/NA | 2<br>1.0% | 0<br>.0% | 2<br>3.0% |



**Comparisons of Column Proportions[b,c]**

| | | Work Location | |
|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley |
| | | (A) | (B) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | | |
| | BART | | |
| | Bicycle | | |
| | Bus (Wheels) | | |
| | Carpool or Vanpool | | |
| | Drive alone | | |
| | Walk | | .[a] |
| | Other | | |
| | DK/NA | .[a] | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 112 | 61 | 22 | 29 |
| | ACE commuter train | 3<br>2.5% | 0<br>.0% | 2<br>10.2% | 1<br>2.0% |
| | BART | 8<br>7.6% | 6<br>9.8% | 0<br>1.9% | 2<br>7.0% |
| | Bicycle | 5<br>4.3% | 3<br>5.5% | 2<br>7.0% | 0<br>.0% |
| | Bus (Wheels) | 16<br>14.4% | 7<br>10.9% | 4<br>18.6% | 6<br>18.7% |
| | Carpool or Vanpool | 17<br>15.4% | 11<br>17.6% | 2<br>9.5% | 4<br>15.1% |
| | Drive alone | 62<br>55.1% | 37<br>60.3% | 10<br>46.5% | 15<br>50.8% |
| | Walk | 3<br>3.1% | 1<br>2.3% | 1<br>2.3% | 2<br>5.1% |
| | Other public transit | 2<br>1.8% | 2<br>3.3% | 0<br>.0% | 0<br>.0% |
| | Other | 4<br>3.4% | 1<br>.9% | 2<br>11.0% | 1<br>3.2% |
| | DK/NA | 1<br>.9% | 1<br>1.7% | 0<br>.0% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley | Both |
| | | (A) | (B) | (C) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | .[a] | | |
| | BART | | | |
| | Bicycle | | | .[a] |
| | Bus (Wheels) | | | |
| | Carpool or Vanpool | | | |
| | Drive alone | | | |
| | Walk | | | |
| | Other public transit | | .[a] | .[a] |
| | Other | | | |
| | DK/NA | | .[a] | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Automobiles in the Household | | | |
|---|---|---|---|---|---|
| | | Total | One | Two | Three or more |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 386 | 73 | 191 | 123 |
| | ACE commuter train | 10<br>2.7% | 2<br>2.8% | 5<br>2.8% | 3<br>2.6% |
| | BART | 29<br>7.6% | 6<br>7.8% | 15<br>7.7% | 9<br>7.4% |
| | Bicycle | 18<br>4.7% | 6<br>8.1% | 10<br>5.4% | 2<br>1.7% |
| | Bus (Wheels) | 23<br>6.0% | 8<br>11.0% | 8<br>4.3% | 7<br>5.6% |
| | Carpool or Vanpool | 52<br>13.5% | 12<br>16.5% | 33<br>17.2% | 7<br>5.9% |
| | Drive alone | 279<br>72.2% | 40<br>55.5% | 134<br>70.4% | 104<br>84.9% |
| | Walk | 6<br>1.7% | 1<br>.7% | 5<br>2.8% | 1<br>.5% |
| | Other public transit | 1<br>.2% | 1<br>.8% | 0<br>.0% | 0<br>.0% |
| | Other | 5<br>1.4% | 3<br>4.7% | 0<br>.0% | 2<br>1.5% |
| | DK/NA | 4<br>.9% | 2<br>3.3% | 1<br>.6% | 0<br>.0% |



**Comparisons of Column Proportions[b,c]**

| | | Automobiles in the Household | | |
|---|---|---|---|---|
| | | One | Two | Three or more |
| | | (A) | (B) | (C) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | | | |
| | BART | | | |
| | Bicycle | | | |
| | Bus (Wheels) | | | |
| | Carpool or Vanpool | C | C | |
| | Drive alone | | | A B |
| | Walk | | | |
| | Other public transit | | .[a] | .[a] |
| | Other | | .[a] | |
| | DK/NA | | | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Level of Education | | |
|---|---|---|---|---|
| | | Total | High School Graduate or less | Some College |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 394 | 75 | 87 |
| | ACE commuter train | 10<br>2.6% | 3<br>3.9% | 5<br>5.5% |
| | BART | 31<br>8.0% | 1<br>1.0% | 4<br>5.0% |
| | Bicycle | 18<br>4.6% | 4<br>4.8% | 3<br>3.7% |
| | Bus (Wheels) | 31<br>7.9% | 11<br>14.4% | 5<br>6.0% |
| | Carpool or Vanpool | 51<br>12.9% | 12<br>15.6% | 10<br>11.5% |
| | Drive alone | 277<br>70.4% | 44<br>59.3% | 61<br>70.1% |
| | Walk | 8<br>2.0% | 2<br>2.0% | 2<br>2.3% |
| | Other public transit | 2<br>.5% | 0<br>.0% | 1<br>1.6% |
| | Other | 5<br>1.2% | 0<br>.0% | 2<br>2.8% |
| | DK/NA | 3<br>.9% | 0<br>.0% | 1<br>1.2% |

| | | Level of Education | |
|---|---|---|---|
| | | College Graduate | Graduate Degree |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 152 | 80 |
| | ACE commuter train | 3<br>1.8% | 0<br>.0% |
| | BART | 22<br>14.2% | 5<br>6.1% |
| | Bicycle | 6<br>4.2% | 5<br>6.4% |
| | Bus (Wheels) | 7<br>4.7% | 8<br>9.8% |
| | Carpool or Vanpool | 21<br>14.1% | 8<br>9.7% |
| | Drive alone | 111<br>72.8% | 61<br>76.5% |
| | Walk | 4<br>2.6% | 1<br>.8% |
| | Other public transit | 1<br>.4% | 0<br>.0% |
| | Other | 2<br>1.3% | 1<br>.7% |
| | DK/NA | 2<br>1.6% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Level of Education | | | |
|---|---|---|---|---|---|
| | | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | | (A) | (B) | (C) | (D) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | | | | .[a] |
| | BART | | | A | |
| | Bicycle | | | | |
| | Bus (Wheels) | | | | |
| | Carpool or Vanpool | | | | |
| | Drive alone | | | | |
| | Walk | | | | |
| | Other public transit | .[a] | | | .[a] |
| | Other | .[a] | | | |
| | DK/NA | .[a] | | | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Annual Household Income | | | |
|---|---|---|---|---|---|
| | | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 400 | 62 | 131 | 69 |
| | ACE commuter train | 10<br>2.6% | 3<br>4.5% | 3<br>1.9% | 2<br>3.4% |
| | BART | 32<br>8.0% | 3<br>5.0% | 9<br>7.0% | 6<br>9.2% |
| | Bicycle | 18<br>4.6% | 3<br>4.4% | 6<br>4.6% | 3<br>3.8% |
| | Bus (Wheels) | 31<br>7.8% | 15<br>24.9% | 3<br>2.6% | 4<br>5.2% |
| | Carpool or Vanpool | 52<br>13.0% | 8<br>12.9% | 17<br>13.1% | 12<br>17.0% |
| | Drive alone | 280<br>70.2% | 28<br>46.2% | 98<br>74.9% | 48<br>70.1% |
| | Walk | 8<br>2.0% | 2<br>2.5% | 1<br>.6% | 2<br>2.4% |
| | Other public transit | 2<br>.5% | 1<br>2.3% | 1<br>.5% | 0<br>.0% |
| | Other | 5<br>1.3% | 1<br>2.2% | 2<br>1.2% | 1<br>2.1% |
| | DK/NA | 4<br>1.0% | 1<br>1.0% | 1<br>.5% | 0<br>.0% |

| | | Annual Household | |
|---|---|---|---|
| | | $150,000 or more | DK/NA |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 75 | 63 |
| | ACE commuter train | 2<br>2.9% | 1<br>1.0% |
| | BART | 6<br>8.1% | 7<br>11.5% |
| | Bicycle | 3<br>3.8% | 4<br>6.4% |
| | Bus (Wheels) | 4<br>4.8% | 5<br>8.1% |
| | Carpool or Vanpool | 9<br>12.4% | 6<br>9.2% |
| | Drive alone | 60<br>80.7% | 45<br>71.5% |
| | Walk | 0<br>.0% | 4<br>6.3% |
| | Other public transit | 0<br>.0% | 0<br>.0% |
| | Other | 1<br>.7% | 0<br>.7% |
| | DK/NA | 2<br>2.4% | 1<br>1.6% |

**Comparisons of Column Proportions[b,c]**

| | | Annual Household Income | | | | |
|---|---|---|---|---|---|---|
| | | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | | (A) | (B) | (C) | (D) | (E) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | B C D | | | | |
| | BART | | | | | |
| | Bicycle | | | | | |
| | Bus (Wheels) | | A | | A | A |
| | Carpool or Vanpool | | | [a] | [a] | [a] |
| | Drive alone | | | | | |
| | Walk | | | [a] | | |
| | Other public transit | | | | | |
| | Other | | | | | |
| | DK/NA | | | | | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

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*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|---|
| | | Total | Aware | Unaware |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 398 | 92 | 306 |
| | ACE commuter train | 10<br>2.6% | 4<br>4.2% | 7<br>2.1% |
| | BART | 32<br>8.0% | 9<br>9.4% | 23<br>7.6% |
| | Bicycle | 18<br>4.6% | 8<br>9.2% | 10<br>3.2% |
| | Bus (Wheels) | 31<br>7.8% | 7<br>7.6% | 24<br>7.9% |
| | Carpool or Vanpool | 52<br>13.0% | 10<br>10.6% | 42<br>13.8% |
| | Drive alone | 279<br>70.1% | 59<br>64.6% | 220<br>71.7% |
| | Walk | 8<br>2.0% | 1<br>.7% | 7<br>2.4% |
| | Other public transit | 2<br>.5% | 1<br>1.5% | 1<br>.2% |
| | Other | 5<br>1.3% | 2<br>2.5% | 3<br>1.0% |
| | DK/NA | 4<br>1.0% | 1<br>1.3% | 3<br>.9% |

**Comparisons of Column Proportions[a,b]**

| | | Awareness of LAVTA-BRT Service | |
|---|---|---|---|
| | | Aware | Unaware |
| | | (A) | (B) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | | |
| | BART | | |
| | Bicycle | | |
| | Bus (Wheels) | B | |
| | Carpool or Vanpool | | |
| | Drive alone | | |
| | Walk | | |
| | Other public transit | | |
| | Other | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

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*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Likelihood of Using the Rapid | | |
|---|---|---|---|---|
| | | Total | Yes | No |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 392 | 270 | 122 |
| | ACE commuter train | 9<br>2.3% | 6<br>2.3% | 3<br>2.2% |
| | BART | 31<br>7.8% | 26<br>9.5% | 5<br>4.2% |
| | Bicycle | 18<br>4.7% | 18<br>6.6% | 1<br>.4% |
| | Bus (Wheels) | 31<br>7.9% | 27<br>9.9% | 4<br>3.4% |
| | Carpool or Vanpool | 51<br>13.1% | 30<br>11.0% | 22<br>17.8% |
| | Drive alone | 275<br>70.3% | 188<br>69.5% | 88<br>72.0% |
| | Walk | 8<br>2.0% | 7<br>2.5% | 1<br>.9% |
| | Other public transit | 2<br>.5% | 2<br>.7% | 0<br>.0% |
| | Other | 5<br>1.4% | 5<br>1.8% | 1<br>.4% |
| | DK/NA | 4<br>1.0% | 1<br>.4% | 3<br>2.5% |

**Comparisons of Column Proportions[b,c]**

| | | Likelihood of Using the Rapid | |
|---|---|---|---|
| | | Yes | No |
| | | (A) | (B) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | | |
| | BART | | |
| | Bicycle | B | |
| | Bus (Wheels) | B | |
| | Carpool or Vanpool | | |
| | Drive alone | | |
| | Walk | | |
| | Other public transit | | .[a] |
| | Other | | |
| | DK/NA | | |

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| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| 2. In this 12-month period, how often did you take public transit? | Total | 73 | 28 | 45 |
| | Everyday | 11<br>15.5% | 7<br>23.0% | 5<br>10.8% |
| | Every weekday (Monday through Friday) | 6<br>8.4% | 4<br>13.9% | 2<br>4.9% |
| | Few times a week | 12<br>16.2% | 3<br>12.1% | 8<br>18.8% |
| | Few times a month | 22<br>29.7% | 8<br>26.5% | 14<br>31.7% |
| | Once a month | 3<br>4.1% | 1<br>2.4% | 2<br>5.3% |
| | Few times a year | 13<br>18.3% | 4<br>12.7% | 10<br>21.8% |
| | Once a year or less often | 4<br>4.8% | 1<br>1.8% | 3<br>6.8% |
| | DK/NA | 2<br>3.0% | 2<br>7.7% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Gender | |
|---|---|---|---|
| | | Male | Female |
| | | (A) | (B) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | |
| | Every weekday (Monday through Friday) | | |
| | Few times a week | | |
| | Few times a month | | |
| | Once a month | | |
| | Few times a year | | |
| | Once a year or less often | | |
| | DK/NA | | .[a] |

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| | | Age | | | | |
|---|---|---|---|---|---|---|
| | | Total | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| 2. In this 12-month period, how often did you take public transit? | Total | 72 | 6 | 18 | 20 | 14 |
| | Everyday | 11<br>15.7% | 3<br>45.8% | 3<br>14.8% | 2<br>11.7% | 2<br>13.5% |
| | Every weekday (Monday through Friday) | 6<br>7.9% | 0<br>.0% | 3<br>15.2% | 2<br>8.9% | 1<br>5.0% |
| | Few times a week | 12<br>16.4% | 0<br>.0% | 3<br>15.7% | 5<br>22.9% | 3<br>19.5% |
| | Few times a month | 22<br>30.1% | 3<br>45.8% | 4<br>24.2% | 8<br>39.9% | 4<br>27.9% |
| | Once a month | 3<br>4.2% | 0<br>.0% | 1<br>3.7% | 1<br>7.0% | 0<br>.0% |
| | Few times a year | 13<br>18.5% | 0<br>.0% | 3<br>14.4% | 2<br>9.6% | 4<br>29.9% |
| | Once a year or less often | 3<br>4.2% | 1<br>8.4% | 0<br>.0% | 0<br>.0% | 1<br>4.2% |
| | DK/NA | 2<br>3.0% | 0<br>.0% | 2<br>12.0% | 0<br>.0% | 0<br>.0% |



| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| 2. In this 12-month period, how often did you take public transit? | Total | 6 | 8 |
| | Everyday | 1<br>16.7% | 1<br>7.8% |
| | Every weekday (Monday through Friday) | 0<br>7.4% | 0<br>.0% |
| | Few times a week | 1<br>16.7% | 1<br>7.8% |
| | Few times a month | 2<br>33.3% | 1<br>7.8% |
| | Once a month | 1<br>16.7% | 0<br>.0% |
| | Few times a year | 1<br>9.2% | 4<br>51.4% |
| | Once a year or less often | 0<br>.0% | 2<br>25.1% |
| | DK/NA | 0<br>.0% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Age | | | |
|---|---|---|---|---|---|
| | | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| | | (A) | (B) | (C) | (D) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | | | |
| | Every weekday (Monday through Friday) | [a] | | | |
| | Few times a week | [a] | | | |
| | Few times a month | | | | |
| | Once a month | [a] | | | [a] |
| | Few times a year | [a] | | | |
| | Once a year or less often | | [a] | [a] | |
| | DK/NA | [a] | | [a] | [a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

### Comparisons of Column Proportions[b,c]

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| | | (E) | (F) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | |
| | Every weekday (Monday through Friday) | | [a] . |
| | Few times a week | | |
| | Few times a month | | |
| | Once a month | | [a] . |
| | Few times a year | | |
| | Once a year or less often | [a] . | |
| | DK/NA | [a] . | [a] . |

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*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Ethnicity | | | | |
|---|---|---|---|---|---|---|
| | | Total | White | Hispanic | Asian | Other |
| 2. In this 12-month period, how often did you take public transit? | Total | 71 | 49 | 12 | 4 | 6 |
| | Everyday | 10<br>14.6% | 6<br>13.1% | 4<br>32.5% | 0<br>.0% | 0<br>.0% |
| | Every weekday (Monday through Friday) | 6<br>8.0% | 4<br>7.4% | 2<br>17.1% | 0<br>.0% | 0<br>.0% |
| | Few times a week | 12<br>16.6% | 7<br>15.2% | 0<br>.0% | 2<br>49.7% | 2<br>38.6% |
| | Few times a month | 22<br>30.5% | 13<br>27.1% | 3<br>22.6% | 2<br>50.3% | 4<br>61.4% |
| | Once a month | 3<br>4.2% | 3<br>6.2% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | Few times a year | 13<br>18.7% | 12<br>24.8% | 1<br>9.9% | 0<br>.0% | 0<br>.0% |
| | Once a year or less often | 3<br>4.3% | 3<br>6.2% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | DK/NA | 2<br>3.1% | 0<br>.0% | 2<br>17.8% | 0<br>.0% | 0<br>.0% |



### Comparisons of Column Proportions[b,c]

| | | Ethnicity | | | |
|---|---|---|---|---|---|
| | | White | Hispanic | Asian | Other |
| | | (A) | (B) | (C) | (D) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | | [a] . | [a] . |
| | Every weekday (Monday through Friday) | | | [a] . | [a] . |
| | Few times a week | | [a] . | | |
| | Few times a month | | | | |
| | Once a month | | [a] . | [a] . | [a] . |
| | Few times a year | | | [a] . | [a] . |
| | Once a year or less often | | [a] . | [a] . | [a] . |
| | DK/NA | [a] . | | [a] . | [a] . |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Employment Status | | | |
|---|---|---|---|---|---|
| | | Total | Work for an employer | Self-employed | Non-working |
| 2. In this 12-month period, how often did you take public transit? | Total | 73 | 40 | 5 | 28 |
| | Everyday | 11<br>15.6% | 6<br>14.8% | 0<br>.0% | 5<br>19.4% |
| | Every weekday (Monday through Friday) | 6<br>8.4% | 6<br>15.3% | 0<br>.0% | 0<br>.0% |
| | Few times a week | 12<br>16.3% | 7<br>17.7% | 0<br>.0% | 5<br>16.9% |
| | Few times a month | 22<br>29.9% | 12<br>31.2% | 2<br>43.8% | 7<br>25.8% |
| | Once a month | 3<br>4.2% | 2<br>5.9% | 1<br>14.4% | 0<br>.0% |
| | Few times a year | 13<br>18.4% | 6<br>15.1% | 2<br>41.8% | 5<br>19.1% |
| | Once a year or less often | 3<br>4.2% | 0<br>.0% | 0<br>.0% | 3<br>10.9% |
| | DK/NA | 2<br>3.0% | 0<br>.0% | 0<br>.0% | 2<br>7.8% |

### Comparisons of Column Proportions[b,c]

| | | Employment Status | | |
|---|---|---|---|---|
| | | Work for an employer | Self-employed | Non-working |
| | | (A) | (B) | (C) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | .[a] | |
| | Every weekday (Monday through Friday) | | .[a] | .[a] |
| | Few times a week | | .[a] | |
| | Few times a month | | | |
| | Once a month | | | .[a] |
| | Few times a year | | | |
| | Once a year or less often | .[a] | .[a] | |
| | DK/NA | .[a] | .[a] | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

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*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Working Hours | | | |
|---|---|---|---|---|---|
| | | Total | Morning | Business day | Evening/Late night |
| 2. In this 12-month period, how often did you take public transit? | Total | 43 | 10 | 27 | 5 |
| | Everyday | 6<br>13.8% | 2<br>21.0% | 4<br>13.7% | 0<br>.0% |
| | Every weekday (Monday through Friday) | 5<br>12.7% | 3<br>27.8% | 3<br>9.3% | 0<br>.0% |
| | Few times a week | 7<br>16.6% | 1<br>5.9% | 4<br>15.6% | 2<br>44.1% |
| | Few times a month | 15<br>34.0% | 1<br>7.0% | 11<br>40.1% | 3<br>55.9% |
| | Once a month | 3<br>7.1% | 1<br>9.2% | 2<br>7.6% | 0<br>.0% |
| | Few times a year | 7<br>15.9% | 3<br>29.0% | 4<br>13.8% | 0<br>.0% |
| | Once a year or less often | | | | |
| | DK/NA | | | | |



### Comparisons of Column Proportions[b,c]

| | | Working Hours | | |
|---|---|---|---|---|
| | | Morning | Business day | Evening/ Late night |
| | | (A) | (B) | (C) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | | .[a] |
| | Every weekday (Monday through Friday) | | | .[a] |
| | Few times a week | | | |
| | Few times a month | | | |
| | Once a month | | | .[a] |
| | Few times a year | | | .[a] |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Work Location | | |
|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley |
| 2. In this 12-month period, how often did you take public transit? | Total | 39 | 23 | 16 |
| | Everyday | 5<br>13.4% | 4<br>15.8% | 2<br>10.2% |
| | Every weekday (Monday through Friday) | 4<br>9.4% | 2<br>7.6% | 2<br>12.0% |
| | Few times a week | 6<br>16.8% | 2<br>9.7% | 4<br>26.8% |
| | Few times a month | 15<br>37.6% | 10<br>42.7% | 5<br>30.4% |
| | Once a month | 3<br>7.8% | 3<br>13.3% | 0<br>.0% |
| | Few times a year | 6<br>14.9% | 2<br>10.9% | 3<br>20.7% |
| | Once a year or less often | | | |
| | DK/NA | | | |

**Comparisons of Column Proportions[b,c]**

| | | Work Location | |
|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley |
| | | (A) | (B) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | |
| | Every weekday (Monday through Friday) | | |
| | Few times a week | | |
| | Few times a month | | |
| | Once a month | | .[a] |
| | Few times a year | | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 2. In this 12-month period, how often did you take public transit? | Total | 27 | 13 | 7 | 8 |
| | Everyday | 5<br>19.8% | 2<br>16.2% | 0<br>.0% | 3<br>41.4% |
| | Every weekday (Monday | | | | |
| | Few times a week | 5<br>17.3% | 2<br>15.9% | 2<br>27.0% | 1<br>11.6% |
| | Few times a month | 7<br>24.2% | 2<br>18.1% | 2<br>33.6% | 2<br>25.9% |
| | Once a month | | | | |
| | Few times a year | 5<br>19.5% | 4<br>34.5% | 0<br>6.2% | 1<br>7.4% |
| | Once a year or less often | 3<br>11.1% | 2<br>15.3% | 0<br>.0% | 1<br>13.7% |
| | DK/NA | 2<br>8.0% | 0<br>.0% | 2<br>33.2% | 0<br>.0% |



**Comparisons of Column Proportions[b,c]**

| | | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley | Both |
| | | (A) | (B) | (C) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | .[a] | |
| | Few times a week | | | |
| | Few times a month | | | |
| | Few times a year | | | |
| | Once a year or less often | | .[a] | |
| | DK/NA | .[a] | | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Automobiles in the Household | | | |
|---|---|---|---|---|---|
| | | Total | One | Two | Three or more |
| 2. In this 12-month period, how often did you take public transit? | Total | 63 | 16 | 27 | 21 |
| | Everyday | 8<br>12.8% | 2<br>12.9% | 5<br>19.2% | 1<br>4.5% |
| | Every weekday (Monday through Friday) | 6<br>9.7% | 1<br>9.5% | 4<br>13.5% | 1<br>5.0% |
| | Few times a week | 10<br>15.5% | 4<br>25.6% | 1<br>4.8% | 5<br>21.7% |
| | Few times a month | 20<br>30.9% | 6<br>41.7% | 7<br>27.3% | 6<br>27.4% |
| | Once a month | 3<br>4.8% | 0<br>.0% | 2<br>7.8% | 1<br>4.5% |
| | Few times a year | 13<br>21.1% | 2<br>10.3% | 7<br>25.6% | 5<br>23.4% |
| | Once a year or less often | 1<br>1.8% | 0<br>.0% | 1<br>1.9% | 1<br>2.9% |
| | DK/NA | 2<br>3.5% | 0<br>.0% | 0<br>.0% | 2<br>10.5% |

**Comparisons of Column Proportions[b,c]**

| | | Automobiles in the Household | | |
|---|---|---|---|---|
| | | One | Two | Three or more |
| | | (A) | (B) | (C) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | | |
| | Every weekday (Monday through Friday) | | | |
| | Few times a week | | | |
| | Few times a month | | | |
| | Once a month | .[a] | . | |
| | Few times a year | | | |
| | Once a year or less often | .[a] | . | |
| | DK/NA | .[a] | .[a] | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Level of Education | | | | |
|---|---|---|---|---|---|---|
| | | Total | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| 2. In this 12-month period, how often did you take public transit? | Total | 73 | 14 | 15 | 31 | 13 |
| | Everyday | 11<br>15.6% | 4<br>29.2% | 3<br>19.7% | 4<br>14.0% | 0<br>.0% |
| | Every weekday (Monday through Friday) | 6<br>8.4% | 0<br>.0% | 3<br>16.7% | 2<br>6.1% | 2<br>13.5% |
| | Few times a week | 12<br>16.3% | 1<br>4.4% | 1<br>9.3% | 3<br>10.1% | 7<br>52.4% |
| | Few times a month | 22<br>29.9% | 7<br>50.4% | 3<br>19.4% | 9<br>30.3% | 2<br>19.3% |
| | Once a month | 3<br>4.2% | 0<br>.0% | 0<br>.0% | 2<br>7.5% | 1<br>5.3% |
| | Few times a year | 13<br>18.4% | 0<br>.0% | 3<br>22.0% | 9<br>28.3% | 1<br>9.5% |
| | Once a year or less often | 3<br>4.2% | 0<br>.0% | 2<br>12.8% | 1<br>3.6% | 0<br>.0% |
| | DK/NA | 2<br>3.0% | 2<br>16.0% | 0<br>.0% | 0<br>.0% | 0<br>.0% |



**Comparisons of Column Proportions[b,c]**

| | | Level of Education | | | |
|---|---|---|---|---|---|
| | | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | | (A) | (B) | (C) | (D) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | | | .[a] |
| | Every weekday (Monday through Friday) | .[a] | | | |
| | Few times a week | | | | A C |
| | Few times a month | | | | |
| | Once a month | .[a] | .[a] | | |
| | Few times a year | .[a] | | | |
| | Once a year or less often | .[a] | | | .[a] |
| | DK/NA | | .[a] | .[a] | .[a] |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Annual Household Income | | | |
|---|---|---|---|---|---|
| | | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 |
| 2. In this 12-month period, how often did you take public transit? | Total | 73 | 21 | 15 | 14 |
| | Everyday | 11<br>15.5% | 7<br>32.4% | 0<br>.0% | 2<br>17.3% |
| | Every weekday (Monday through Friday) | 6<br>8.4% | 0<br>.0% | 5<br>30.4% | 0<br>.0% |
| | Few times a week | 12<br>16.2% | 3<br>14.4% | 0<br>.0% | 2<br>16.2% |
| | Few times a month | 22<br>29.7% | 7<br>35.6% | 8<br>56.6% | 0<br>3.1% |
| | Once a month | 3<br>4.1% | 0<br>.0% | 1<br>4.5% | 2<br>17.3% |
| | Few times a year | 13<br>18.3% | 1<br>6.9% | 1<br>8.5% | 6<br>46.1% |
| | Once a year or less often | 4<br>4.8% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | DK/NA | 2<br>3.0% | 2<br>10.7% | 0<br>.0% | 0<br>.0% |

| | | Annual Household | |
|---|---|---|---|
| | | $150,000 or more | DK/NA |
| 2. In this 12-month period, how often did you take public transit? | Total | 11 | 13 |
| | Everyday | 1<br>12.7% | 1<br>7.3% |
| | Every weekday (Monday through Friday) | 1<br>7.7% | 1<br>5.6% |
| | Few times a week | 3<br>25.9% | 4<br>29.2% |
| | Few times a month | 3<br>27.4% | 2<br>19.2% |
| | Once a month | 0<br>.0% | 0<br>.0% |
| | Few times a year | 2<br>20.7% | 2<br>16.4% |
| | Once a year or less often | 1<br>5.5% | 3<br>22.4% |
| | DK/NA | 0<br>.0% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Annual Household Income | | | | |
|---|---|---|---|---|---|---|
| | | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | | (A) | (B) | (C) | (D) | (E) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | a | | | |
| | Every weekday (Monday through Friday) | a | | a | | |
| | Few times a week | | a | | | |
| | Few times a month | | C | | | |
| | Once a month | a | | | a | a |
| | Few times a year | | | | | |
| | Once a year or less often | a | a | a | | |
| | DK/NA | | a | a | a | a |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

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| | | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|---|
| | | Total | Aware | Unaware |
| 2. In this 12-month period, how often did you take public transit? | Total | 73 | 19 | 54 |
| | Everyday | 11<br>15.5% | 6<br>31.2% | 5<br>10.1% |
| | Every weekday (Monday through Friday) | 6<br>8.4% | 0<br>.0% | 6<br>11.3% |
| | Few times a week | 12<br>16.2% | 3<br>14.2% | 9<br>16.8% |
| | Few times a month | 22<br>29.7% | 4<br>23.1% | 17<br>32.0% |
| | Once a month | 3<br>4.1% | 1<br>7.4% | 2<br>3.0% |
| | Few times a year | 13<br>18.3% | 2<br>12.4% | 11<br>20.3% |
| | Once a year or less often | 4<br>4.8% | 0<br>.0% | 4<br>6.5% |
| | DK/NA | 2<br>3.0% | 2<br>11.6% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Awareness of LAVTA-BRT Service | |
|---|---|---|---|
| | | Aware | Unaware |
| | | (A) | (B) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | B | |
| | Every weekday (Monday through Friday) | a | |
| | Few times a week | | |
| | Few times a month | | |
| | Once a month | | |
| | Few times a year | | |
| | Once a year or less often | a | |
| | DK/NA | | a |

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| | | Likelihood of Using the Rapid | | |
|---|---|---|---|---|
| | | Total | Yes | No |
| 2. In this 12-month period, how often did you take public transit? | Total | 71 | 57 | 14 |
| | Everyday | 11<br>15.0% | 9<br>15.2% | 2<br>14.4% |
| | Every weekday (Monday through Friday) | 5<br>7.7% | 2<br>3.9% | 3<br>23.0% |
| | Few times a week | 12<br>16.7% | 11<br>19.8% | 1<br>4.4% |
| | Few times a month | 21<br>29.9% | 20<br>35.6% | 1<br>6.8% |
| | Once a month | 3<br>4.3% | 2<br>4.1% | 1<br>4.8% |
| | Few times a year | 13<br>18.9% | 9<br>16.5% | 4<br>28.9% |
| | Once a year or less often | 3<br>4.3% | 1<br>1.1% | 2<br>17.6% |
| | DK/NA | 2<br>3.1% | 2<br>3.9% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Likelihood of Using the Rapid | |
|---|---|---|---|
| | | Yes | No |
| | | (A) | (B) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | |
| | Every weekday (Monday through Friday) | | A |
| | Few times a week | | |
| | Few times a month | B | |
| | Once a month | | |
| | Few times a year | | |
| | Once a year or less often | | A |
| | DK/NA | | .[a] |

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*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| 3. Do you normally have access to an automobile for these trips? | Total | 73 | 28 | 45 |
| | Yes | 55<br>74.8% | 23<br>82.6% | 31<br>69.9% |
| | No | 18<br>25.2% | 5<br>17.4% | 14<br>30.1% |



**Comparisons of Column Proportions[a,b]**

| | | Gender | |
|---|---|---|---|
| | | Male | Female |
| | | (A) | (B) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | |
| | No | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Age | | | | |
|---|---|---|---|---|---|---|
| | | Total | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| 3. Do you normally have access to an automobile for these trips? | Total | 72 | 6 | 18 | 20 | 14 |
| | Yes | 54<br>74.5% | 3<br>54.2% | 15<br>79.5% | 13<br>66.0% | 13<br>86.5% |
| | No | 18<br>25.5% | 3<br>45.8% | 4<br>20.5% | 7<br>34.0% | 2<br>13.5% |

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| 3. Do you normally have access to an automobile for these trips? | Total | 6 | 8 |
| | Yes | 6<br>100.0% | 5<br>59.2% |
| | No | 0<br>.0% | 3<br>40.8% |

**Comparisons of Column Proportions[b,c]**

| | | Age | | | | | |
|---|---|---|---|---|---|---|---|
| | | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and older |
| | | (A) | (B) | (C) | (D) | (E) | (F) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | | | | [a] . | |
| | No | | | | | [a] . | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

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*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Ethnicity | | | | |
|---|---|---|---|---|---|---|
| | | Total | White | Hispanic | Asian | Other |
| 3. Do you normally have access to an automobile for these trips? | Total | 71 | 49 | 12 | 4 | 6 |
| | Yes | 53<br>74.2% | 38<br>78.5% | 8<br>67.5% | 2<br>49.7% | 4<br>70.1% |
| | No | 18<br>25.8% | 11<br>21.5% | 4<br>32.5% | 2<br>50.3% | 2<br>29.9% |

**Comparisons of Column Proportions[a,b]**

| | | Ethnicity | | | |
|---|---|---|---|---|---|
| | | White | Hispanic | Asian | Other |
| | | (A) | (B) | (C) | (D) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | | | |
| | No | | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Employment Status | | | |
|---|---|---|---|---|---|
| | | Total | Work for an employer | Self-employed | Non-working |
| 3. Do you normally have access to an automobile for these trips? | Total | 73 | 40 | 5 | 28 |
| | Yes | 54<br>74.6% | 35<br>87.4% | 5<br>100.0% | 15<br>52.3% |
| | No | 18<br>25.4% | 5<br>12.6% | 0<br>.0% | 13<br>47.7% |

**Comparisons of Column Proportions[b,c]**

| | | Employment Status | | |
|---|---|---|---|---|
| | | Work for an employer | Self-employed | Non-working |
| | | (A) | (B) | (C) |
| 3. Do you normally have access to an automobile for these trips? | Yes | C | [a] . | |
| | No | | [a] . | A |

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*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Working Hours | | | |
|---|---|---|---|---|---|
| | | Total | Morning | Business day | Evening/Late night |
| 3. Do you normally have access to an automobile for these trips? | Total | 43 | 10 | 27 | 5 |
| | Yes | 38<br>89.9% | 9<br>88.2% | 24<br>88.7% | 5<br>100.0% |
| | No | 4<br>10.1% | 1<br>11.8% | 3<br>11.3% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Working Hours | | |
|---|---|---|---|---|
| | | Morning | Business day | Evening/ Late night |
| | | (A) | (B) | (C) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | | [a] . |
| | No | | | [a] . |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Work Location | | |
|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley |
| 3. Do you normally have access to an automobile for these trips? | Total | 39 | 23 | 16 |
| | Yes | 34<br>88.8% | 20<br>88.4% | 14<br>89.3% |
| | No | 4<br>11.2% | 3<br>11.6% | 2<br>10.7% |

**Comparisons of Column Proportions[a,b]**

| | | Work Location | |
|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley |
| | | (A) | (B) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | |
| | No | | |

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*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 3. Do you normally have access to an automobile for these trips? | Total | 27 | 13 | 7 | 8 |
| | Yes | 14<br>51.2% | 7<br>52.6% | 3<br>39.4% | 5<br>58.6% |
| | No | 13<br>48.8% | 6<br>47.4% | 4<br>60.6% | 3<br>41.4% |

**Comparisons of Column Proportions[a,b]**

| | | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley | Both |
| | | (A) | (B) | (C) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | | |
| | No | | | |

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*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Automobiles in the Household | | | |
|---|---|---|---|---|---|
| | | Total | One | Two | Three or more |
| 3. Do you normally have access to an automobile for these trips? | Total | 63 | 16 | 27 | 21 |
| | Yes | 54<br>85.8% | 13<br>84.7% | 22<br>81.6% | 19<br>91.9% |
| | No | 9<br>14.2% | 2<br>15.3% | 5<br>18.4% | 2<br>8.1% |

**Comparisons of Column Proportions[a,b]**

| | | Automobiles in the Household | | |
|---|---|---|---|---|
| | | One | Two | Three or more |
| | | (A) | (B) | (C) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | | |
| | No | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Level of Education | | | | |
|---|---|---|---|---|---|---|
| | | Total | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| 3. Do you normally have access to an automobile for these trips? | Total | 73 | 14 | 15 | 31 | 13 |
| | Yes | 54<br>74.6% | 7<br>50.2% | 9<br>57.6% | 28<br>89.0% | 11<br>86.0% |
| | No | 18<br>25.4% | 7<br>49.8% | 6<br>42.4% | 3<br>11.0% | 2<br>14.0% |

**Comparisons of Column Proportions[a,b]**

| | | Level of Education | | | |
|---|---|---|---|---|---|
| | | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | | (A) | (B) | (C) | (D) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | | A | |
| | No | C | | | |

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*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Annual Household Income | | | | | |
|---|---|---|---|---|---|---|---|
| | | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| 3. Do you normally have access to an automobile for these trips? | Total | 73 | 21 | 15 | 14 | 11 | 13 |
| | Yes | 55<br>74.8% | 8<br>38.7% | 15<br>100.0% | 12<br>89.7% | 11<br>100.0% | 9<br>65.9% |
| | No | 18<br>25.2% | 13<br>61.3% | 0<br>.0% | 1<br>10.3% | 0<br>.0% | 4<br>34.1% |

**Comparisons of Column Proportions[b,c]**

| | | Annual Household Income | | | | |
|---|---|---|---|---|---|---|
| | | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | | (A) | (B) | (C) | (D) | (E) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | a<br>.<br>a<br>. | A | a<br>.<br>a<br>. | |
| | No | C | | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|---|
| | | Total | Aware | Unaware |
| 3. Do you normally have access to an automobile for these trips? | Total | 73 | 19 | 54 |
| | Yes | 55<br>74.8% | 10<br>55.6% | 44<br>81.5% |
| | No | 18<br>25.2% | 8<br>44.4% | 10<br>18.5% |

**Comparisons of Column Proportions[a,b]**

| | | Awareness of LAVTA-BRT Service | |
|---|---|---|---|
| | | Aware | Unaware |
| | | (A) | (B) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | A |
| | No | B | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Likelihood of Using the Rapid | | |
|---|---|---|---|---|
| | | Total | Yes | No |
| 3. Do you normally have access to an automobile for these trips? | Total | 71 | 57 | 14 |
| | Yes | 53<br>74.9% | 42<br>73.3% | 11<br>81.8% |
| | No | 18<br>25.1% | 15<br>26.7% | 3<br>18.2% |

**Comparisons of Column Proportions[a,b]**

| | | Likelihood of Using the Rapid | |
|---|---|---|---|
| | | Yes | No |
| | | (A) | (B) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | |
| | No | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| 4. In this 12-month period, have you considered using public transit? | Total | 326 | 168 | 158 |
| | Yes | 145<br>44.5% | 83<br>49.4% | 62<br>39.4% |
| | No | 171<br>52.5% | 78<br>46.5% | 93<br>58.9% |
| | DK/NA | 10<br>2.9% | 7<br>4.0% | 3<br>1.8% |

**Comparisons of Column Proportions[a,b]**

| | | Gender | |
|---|---|---|---|
| | | Male | Female |
| | | (A) | (B) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | |
| | No | | A |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Age | | | | |
|---|---|---|---|---|---|---|
| | | Total | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| 4. In this 12-month period, have you considered using public transit? | Total | 322 | 29 | 63 | 95 | 65 |
| | Yes | 143<br>44.6% | 14<br>48.7% | 29<br>45.5% | 38<br>40.1% | 28<br>43.1% |
| | No | 169<br>52.6% | 14<br>47.8% | 34<br>53.4% | 51<br>53.6% | 37<br>56.9% |
| | DK/NA | 9<br>2.8% | 1<br>3.6% | 1<br>1.1% | 6<br>6.3% | 0<br>.0% |



| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| 4. In this 12-month period, have you considered using public transit? | Total | 39 | 31 |
| | Yes | 21<br>54.1% | 14<br>43.8% |
| | No | 18<br>45.9% | 16<br>52.3% |
| | DK/NA | 0<br>.0% | 1<br>3.9% |

**Comparisons of Column Proportions[b,c]**

| | | Age | | | | | |
|---|---|---|---|---|---|---|---|
| | | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and older |
| | | (A) | (B) | (C) | (D) | (E) | (F) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | | | | | |
| | No | | | | | | |
| | DK/NA | | | | .[a] | .[a] | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Ethnicity | | | | |
|---|---|---|---|---|---|---|
| | | Total | White | Hispanic | Asian | Other |
| 4. In this 12-month period, have you considered using public transit? | Total | 319 | 245 | 31 | 28 | 15 |
| | Yes | 143<br>44.9% | 104<br>42.3% | 18<br>58.7% | 9<br>32.5% | 12<br>82.6% |
| | No | 167<br>52.4% | 133<br>54.4% | 13<br>41.3% | 18<br>65.3% | 3<br>17.4% |
| | DK/NA | 9<br>2.7% | 8<br>3.2% | 0<br>.0% | 1<br>2.2% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Ethnicity | | | |
|---|---|---|---|---|---|
| | | White | Hispanic | Asian | Other |
| | | (A) | (B) | (C) | (D) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | | | |
| | No | D | | D | A C |
| | DK/NA | | .[a] | | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Employment Status | | | |
|---|---|---|---|---|---|
| | | Total | Work for an employer | Self-employed | Non-working |
| 4. In this 12-month period, have you considered using public transit? | Total | 318 | 198 | 37 | 84 |
| | Yes | 141<br>44.3% | 96<br>48.6% | 10<br>26.2% | 35<br>42.1% |
| | No | 168<br>52.9% | 95<br>47.7% | 27<br>73.8% | 47<br>55.9% |
| | DK/NA | 9<br>2.8% | 7<br>3.7% | 0<br>.0% | 2<br>2.0% |

**Comparisons of Column Proportions[b,c]**

| | | Employment Status | | |
|---|---|---|---|---|
| | | Work for an employer | Self-employed | Non-working |
| | | (A) | (B) | (C) |
| 4. In this 12-month period, have you considered using public transit? | Yes | B | | |
| | No | | A<br>.[a] | |
| | DK/NA | | | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Working Hours | | | |
|---|---|---|---|---|---|
| | | Total | Morning | Business day | Evening/Late night |
| 4. In this 12-month period, have you considered using public transit? | Total | 223 | 47 | 155 | 21 |
| | Yes | 100<br>44.7% | 17<br>36.4% | 77<br>49.7% | 6<br>26.4% |
| | No | 116<br>52.1% | 27<br>56.4% | 75<br>48.2% | 15<br>70.4% |
| | DK/NA | 7<br>3.3% | 3<br>7.2% | 3<br>2.1% | 1<br>3.2% |

**Comparisons of Column Proportions[a,b]**

| | | Working Hours | | |
|---|---|---|---|---|
| | | Morning | Business day | Evening/ Late night |
| | | (A) | (B) | (C) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | | |
| | No | | | |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Work Location | | |
|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley |
| 4. In this 12-month period, have you considered using public transit? | Total | 209 | 145 | 64 |
| | Yes | 96<br>46.0% | 60<br>41.6% | 36<br>56.0% |
| | No | 106<br>50.8% | 82<br>56.5% | 24<br>38.1% |
| | DK/NA | 7<br>3.2% | 3<br>1.9% | 4<br>5.9% |

**Comparisons of Column Proportions[a,b]**

| | | Work Location | |
|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley |
| | | (A) | (B) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | |
| | No | B | |
| | DK/NA | | |

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*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 4. In this 12-month period, have you considered using public transit? | Total | 85 | 48 | 15 | 21 |
| | Yes | 35<br>41.1% | 19<br>39.9% | 5<br>36.4% | 10<br>47.4% |
| | No | 49<br>57.6% | 29<br>58.8% | 9<br>60.8% | 11<br>52.6% |
| | DK/NA | 1<br>1.2% | 1<br>1.3% | 0<br>2.8% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley | Both |
| | | (A) | (B) | (C) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | | |
| | No | | | |
| | DK/NA | | | .[a] |

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*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Automobiles in the Household | | | |
|---|---|---|---|---|---|
| | | Total | One | Two | Three or more |
| 4. In this 12-month period, have you considered using public transit? | Total | 323 | 57 | 164 | 102 |
| | Yes | 145<br>44.9% | 22<br>39.5% | 79<br>48.1% | 44<br>42.8% |
| | No | 168<br>52.1% | 31<br>55.1% | 80<br>49.0% | 56<br>55.4% |
| | DK/NA | 10<br>3.0% | 3<br>5.4% | 5<br>2.9% | 2<br>1.8% |

**Comparisons of Column Proportions[a,b]**

| | | Automobiles in the Household | | |
|---|---|---|---|---|
| | | One | Two | Three or more |
| | | (A) | (B) | (C) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | | |
| | No | | | |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Level of Education | | | | |
|---|---|---|---|---|---|---|
| | | Total | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| 4. In this 12-month period, have you considered using public transit? | Total | 321 | 61 | 72 | 121 | 67 |
| | Yes | 144<br>44.9% | 20<br>32.7% | 31<br>42.5% | 51<br>42.1% | 43<br>63.7% |
| | No | 169<br>52.6% | 38<br>61.6% | 41<br>56.6% | 66<br>54.8% | 24<br>36.3% |
| | DK/NA | 8<br>2.5% | 3<br>5.6% | 1<br>.9% | 4<br>3.1% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Level of Education | | | |
|---|---|---|---|---|---|
| | | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | | (A) | (B) | (C) | (D) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | | | A C |
| | No | D | | | |
| | DK/NA | | | | .[a] |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Annual Household Income | | | |
|---|---|---|---|---|---|
| | | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 |
| 4. In this 12-month period, have you considered using public transit? | Total | 326 | 41 | 116 | 55 |
| | Yes | 145<br>44.5% | 11<br>26.8% | 56<br>47.9% | 30<br>55.0% |
| | No | 171<br>52.5% | 28<br>68.3% | 57<br>49.1% | 25<br>45.0% |
| | DK/NA | 10<br>2.9% | 2<br>4.9% | 3<br>3.0% | 0<br>.0% |

| | | Annual Household | |
|---|---|---|---|
| | | $150,000 or more | DK/NA |
| 4. In this 12-month period, have you considered using public transit? | Total | 64 | 50 |
| | Yes | 23<br>36.4% | 25<br>50.0% |
| | No | 38<br>59.7% | 23<br>46.6% |
| | DK/NA | 2<br>3.9% | 2<br>3.4% |

**Comparisons of Column Proportions[b,c]**

| | | Annual Household Income | | | | |
|---|---|---|---|---|---|---|
| | | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | | (A) | (B) | (C) | (D) | (E) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | | | | |
| | No | | | | | |
| | DK/NA | | | .[a] | | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

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*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Reasons for Public Transit Non-Use | | |
|---|---|---|---|---|
| | | Total | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| 4. In this 12-month period, have you considered using public transit? | Total | 294 | 183 | 111 |
| | Yes | 135<br>45.8% | 89<br>48.6% | 46<br>41.4% |
| | No | 159<br>53.9% | 94<br>51.4% | 65<br>58.1% |
| | DK/NA | 1<br>.2% | 0<br>.0% | 1<br>.5% |



**Comparisons of Column Proportions[b,c]**

| | | Reasons for Public Transit Non-Use | |
|---|---|---|---|
| | | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| | | (A) | (B) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | |
| | No | | |
| | DK/NA | .[a] | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|---|
| | | Total | Aware | Unaware |
| 4. In this 12-month period, have you considered using public transit? | Total | 325 | 73 | 252 |
| | Yes | 145<br>44.7% | 30<br>41.0% | 115<br>45.8% |
| | No | 171<br>52.5% | 40<br>54.8% | 131<br>51.8% |
| | DK/NA | 9<br>2.7% | 3<br>4.1% | 6<br>2.3% |

**Comparisons of Column Proportions[a,b]**

| | | Awareness of LAVTA-BRT Service | |
|---|---|---|---|
| | | Aware | Unaware |
| | | (A) | (B) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | |
| | No | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Likelihood of Using the Rapid | | |
|---|---|---|---|---|
| | | Total | Yes | No |
| 4. In this 12-month period, have you considered using public transit? | Total | 321 | 213 | 108 |
| | Yes | 142<br>44.3% | 112<br>52.3% | 31<br>28.3% |
| | No | 169<br>52.7% | 96<br>45.0% | 73<br>68.1% |
| | DK/NA | 10<br>3.0% | 6<br>2.7% | 4<br>3.5% |

**Comparisons of Column Proportions[a,b]**

| | | Likelihood of Using the Rapid | |
|---|---|---|---|
| | | Yes | No |
| | | (A) | (B) |
| 4. In this 12-month period, have you considered using public transit? | Yes | B | |
| | No | | A |
| | DK/NA | | |

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*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| 5. Why did you ultimately decide not to use public transit? | Total | 145 | 83 | 62 |
| | Did use public transit, just not as much as other transportation modes | 16<br>11.0% | 11<br>13.1% | 5<br>8.3% |
| | Ample free parking | 2<br>1.5% | 0<br>.0% | 2<br>3.6% |
| | Don't like public transit schedule | 11<br>7.7% | 8<br>9.9% | 3<br>4.7% |
| | Need car to drop off or pick up children or others | 6<br>4.1% | 4<br>4.9% | 2<br>3.0% |
| | Need car to run errands during the day | 4<br>3.0% | 2<br>2.9% | 2<br>3.1% |
| | Prefer flexibility or convenience of driving | 21<br>14.3% | 11<br>12.8% | 10<br>16.2% |
| | Public transit costs too much | 6<br>4.2% | 2<br>1.9% | 5<br>7.4% |
| | Public transit doesn't go to my destination | 29<br>19.9% | 15<br>17.5% | 14<br>23.1% |
| | Public transit isn't as comfortable | 3<br>2.3% | 3<br>3.9% | 0<br>.0% |
| | Public transit isn't as fast or efficient | 26<br>17.7% | 16<br>19.8% | 9<br>14.8% |
| | Public transit isn't as reliable or dependable | 7<br>5.1% | 6<br>6.8% | 2<br>2.9% |
| | Public transit is not convenient | 6<br>4.0% | 3<br>3.5% | 3<br>4.7% |
| | Public transit stops are not located close by | 6<br>3.8% | 2<br>2.8% | 3<br>5.2% |
| | Other | 6<br>4.0% | 2<br>2.5% | 4<br>6.0% |
| | DK/NA | 3<br>1.9% | 1<br>1.1% | 2<br>2.9% |

**Comparisons of Column Proportions[b,c]**

| | | Gender | |
|---|---|---|---|
| | | Male | Female |
| | | (A) | (B) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | |
| | Ample free parking | .[a] | |
| | Don't like public transit schedule | | |
| | Need car to drop off or pick up children or others | | |
| | Need car to run errands during the day | | |
| | Prefer flexibility or convenience of driving | | |
| | Public transit costs too much | | |
| | Public transit doesn't go to my destination | | |
| | Public transit isn't as comfortable | | a . |
| | Public transit isn't as fast or efficient | | |
| | Public transit isn't as reliable or dependable | | |
| | Public transit is not convenient | | |
| | Public transit stops are not located close by | | |
| | Other | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Age | | | | |
|---|---|---|---|---|---|---|
| | | Total | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| 5. Why did you ultimately decide not to use public transit? | Total | 143 | 14 | 29 | 38 | 28 |
| | Did use public transit, just not as much as other transportation modes | 16<br>11.2% | 1<br>9.3% | 3<br>9.2% | 7<br>18.2% | 2<br>5.9% |
| | Ample free parking | 2<br>1.6% | 0<br>.0% | 0<br>.0% | 2<br>4.0% | 1<br>2.6% |
| | Don't like public transit schedule | 10<br>7.1% | 0<br>.0% | 2<br>7.7% | 5<br>13.3% | 3<br>10.6% |
| | Need car to drop off or pick up children or others | 6<br>4.1% | 1<br>5.6% | 4<br>12.3% | 1<br>1.7% | 0<br>.0% |
| | Need car to run errands during the day | 4<br>3.1% | 0<br>.0% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | Prefer flexibility or convenience of driving | 21<br>14.4% | 0<br>.0% | 3<br>11.5% | 7<br>19.3% | 5<br>18.4% |
| | Public transit costs too much | 6<br>4.3% | 3<br>19.0% | 0<br>.0% | 2<br>5.0% | 1<br>2.2% |
| | Public transit doesn't go to my destination | 29<br>20.1% | 2<br>13.1% | 4<br>12.7% | 10<br>26.9% | 6<br>19.9% |
| | Public transit isn't as comfortable | 3<br>2.3% | 0<br>.0% | 0<br>.0% | 0<br>.0% | 1<br>2.6% |
| | Public transit isn't as fast or efficient | 26<br>17.9% | 4<br>29.1% | 10<br>34.3% | 1<br>3.7% | 7<br>24.3% |
| | Public transit isn't as reliable or dependable | 7<br>5.2% | 3<br>18.2% | 1<br>2.3% | 2<br>4.7% | 0<br>.0% |
| | Public transit is not convenient | 6<br>4.0% | 1<br>5.6% | 1<br>2.3% | 0<br>.0% | 3<br>10.0% |
| | Public transit stops are not located close by | 6<br>3.9% | 0<br>.0% | 2<br>7.7% | 2<br>4.7% | 0<br>1.8% |
| | Other | 6<br>4.0% | 0<br>.0% | 1<br>2.3% | 1<br>1.4% | 3<br>10.0% |
| | DK/NA | 2<br>1.3% | 0<br>.0% | 0<br>.0% | 1<br>3.7% | 0<br>.0% |

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| 5. Why did you ultimately decide not to use public transit? | Total | 21 | 14 |
| | Did use public transit, just not as much as other transportation modes | 2<br>11.0% | 1<br>8.9% |
| | Ample free parking | 0<br>.0% | 0<br>.0% |
| | Don't like public transit schedule | 0<br>.0% | 0<br>.0% |
| | Need car to drop off or pick up children or others | 1<br>2.5% | 0<br>3.0% |
| | Need car to run errands during the day | 1<br>4.0% | 4<br>26.2% |
| | Prefer flexibility or convenience of driving | 1<br>7.0% | 3<br>25.3% |
| | Public transit costs too much | 1<br>2.5% | 0<br>3.0% |
| | Public transit doesn't go to my destination | 5<br>26.2% | 2<br>15.7% |
| | Public transit isn't as comfortable | 3<br>12.1% | 0<br>.0% |
| | Public transit isn't as fast or efficient | 3<br>13.6% | 1<br>4.5% |
| | Public transit isn't as reliable or dependable | 1<br>2.8% | 2<br>13.4% |
| | Public transit is not convenient | 2<br>7.2% | 0<br>.0% |
| | Public transit stops are not located close by | 1<br>5.0% | 0<br>.0% |
| | Other | 2<br>8.6% | 0<br>.0% |
| | DK/NA | 0<br>.0% | 0<br>3.0% |



**Comparisons of Column Proportions[b,c]**

| | | Age | | | | | |
|---|---|---|---|---|---|---|---|
| | | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and older |
| | | (A) | (B) | (C) | (D) | (E) | (F) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | | | | | |
| | Ample free parking | a | a | | | a | a |
| | Don't like public transit schedule | a | | | | a | a |
| | Need car to drop off or pick up children or others | | | | a | | |
| | Need car to run errands during the day | a | a | a | a | | |
| | Prefer flexibility or convenience of driving | a | | | | | |
| | Public transit costs too much | | a | | | | |
| | Public transit doesn't go to my destination | | | | | | |
| | Public transit isn't as comfortable | a | a | a | | | a |
| | Public transit isn't as fast or efficient | | C | | | | |
| | Public transit isn't as reliable or dependable | | | | a | | |
| | Public transit is not convenient | | | a | | | a |
| | Public transit stops are not located close by | a | | | | | a |
| | Other | a | | | | | a |
| | DK/NA | a | a | | a | a | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Ethnicity | | | | |
|---|---|---|---|---|---|---|
| | | Total | White | Hispanic | Asian | Other |
| 5. Why did you ultimately decide not to use public transit? | Total | 143 | 104 | 18 | 9 | 12 |
| | Did use public transit, just not as much as other transportation modes | 16<br>11.2% | 14<br>13.9% | 0<br>.0% | 1<br>9.1% | 1<br>6.7% |
| | Ample free parking | 2<br>1.6% | 1<br>.7% | 2<br>8.2% | 0<br>.0% | 0<br>.0% |
| | Don't like public transit schedule | 11<br>7.8% | 3<br>3.1% | 4<br>23.1% | 1<br>7.0% | 3<br>24.9% |
| | Need car to drop off or pick up children or others | 6<br>4.1% | 4<br>3.5% | 1<br>4.3% | 1<br>16.0% | 0<br>.0% |
| | Need car to run errands during the day | 4<br>3.1% | 4<br>3.4% | 0<br>.0% | 1<br>9.1% | 0<br>.0% |
| | Prefer flexibility or convenience of driving | 21<br>14.4% | 17<br>16.5% | 0<br>.0% | 1<br>7.0% | 3<br>24.2% |
| | Public transit costs too much | 6<br>4.3% | 4<br>4.1% | 0<br>.0% | 0<br>.0% | 2<br>15.4% |
| | Public transit doesn't go to my destination | 29<br>20.2% | 22<br>21.2% | 4<br>20.8% | 3<br>29.0% | 1<br>4.1% |
| | Public transit isn't as comfortable | 3<br>2.3% | 2<br>2.1% | 0<br>.0% | 1<br>11.7% | 0<br>.0% |
| | Public transit isn't as fast or efficient | 25<br>17.2% | 16<br>15.9% | 5<br>27.1% | 1<br>9.0% | 2<br>19.6% |
| | Public transit isn't as reliable or dependable | 7<br>5.2% | 7<br>6.6% | 0<br>.0% | 0<br>.0% | 1<br>4.7% |
| | Public transit is not convenient | 6<br>4.0% | 3<br>3.4% | 1<br>4.3% | 0<br>.0% | 2<br>12.3% |
| | Public transit stops are not located close by | 5<br>3.5% | 3<br>2.7% | 2<br>12.0% | 0<br>.0% | 0<br>.0% |
| | Other | 6<br>4.0% | 5<br>4.4% | 0<br>.0% | 1<br>9.1% | 0<br>3.6% |
| | DK/NA | 2<br>1.6% | 2<br>2.3% | 0<br>.0% | 0<br>.0% | 0<br>.0% |



**Comparisons of Column Proportions[b,c]**

| | | Ethnicity | | | |
|---|---|---|---|---|---|
| | | White (A) | Hispanic (B) | Asian (C) | Other (D) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | [a] . | | |
| | Ample free parking | | A | [a] . | [a] . |
| | Don't like public transit schedule | | A | | A |
| | Need car to drop off or pick up children or others | | | | [a] . |
| | Need car to run errands during the day | | [a] . | | [a] . |
| | Prefer flexibility or convenience of driving | | [a] . | | |
| | Public transit costs too much | | [a] . | [a] . | |
| | Public transit doesn't go to my destination | | | | |
| | Public transit isn't as comfortable | | [a] . | | [a] . |
| | Public transit isn't as fast or efficient | | | | |
| | Public transit isn't as reliable or dependable | | [a] . | [a] . | |
| | Public transit is not convenient | | | [a] . | |
| | Public transit stops are not located close by | | | [a] . | [a] . |
| | Other | | [a] . | | |
| | DK/NA | | [a] . | [a] . | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Employment Status | | | |
|---|---|---|---|---|---|
| | | Total | Work for an employer | Self-employed | Non-working |
| 5. Why did you ultimately decide not to use public transit? | Total | 141 | 96 | 10 | 35 |
| | Did use public transit, just not as much as other transportation modes | 16<br>11.4% | 11<br>11.9% | 2<br>19.5% | 3<br>7.6% |
| | Ample free parking | 2<br>1.6% | 2<br>2.3% | 0<br>.0% | 0<br>.0% |
| | Don't like public transit schedule | 10<br>7.3% | 9<br>9.4% | 0<br>.0% | 1<br>3.3% |
| | Need car to drop off or pick up children or others | 6<br>4.2% | 4<br>4.3% | 1<br>5.5% | 1<br>3.4% |
| | Need car to run errands during the day | 4<br>3.1% | 1<br>.6% | 2<br>20.2% | 2<br>5.2% |
| | Prefer flexibility or convenience of driving | 21<br>14.7% | 14<br>14.3% | 1<br>11.8% | 6<br>16.6% |
| | Public transit costs too much | 6<br>4.3% | 5<br>5.0% | 0<br>.0% | 1<br>3.8% |
| | Public transit doesn't go to my destination | 29<br>20.5% | 24<br>24.7% | 1<br>5.5% | 5<br>13.1% |
| | Public transit isn't as comfortable | 3<br>2.3% | 2<br>1.7% | 1<br>7.6% | 1<br>2.7% |
| | Public transit isn't as fast or efficient | 26<br>18.2% | 17<br>17.7% | 1<br>10.8% | 8<br>21.6% |
| | Public transit isn't as reliable or dependable | 6<br>4.0% | 4<br>4.0% | 1<br>6.0% | 1<br>3.4% |
| | Public transit is not convenient | 6<br>4.1% | 4<br>3.7% | 0<br>.0% | 2<br>6.2% |
| | Public transit stops are not located close by | 6<br>3.9% | 3<br>2.9% | 1<br>5.5% | 2<br>6.2% |
| | Other | 6<br>4.1% | 3<br>2.8% | 1<br>7.6% | 2<br>6.8% |
| | DK/NA | 1<br>.9% | 1<br>1.0% | 0<br>.0% | 0<br>1.1% |



**Comparisons of Column Proportions[b,c]**

| | | Employment Status | | |
|---|---|---|---|---|
| | | Work for an employer | Self-employed | Non-working |
| | | (A) | (B) | (C) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | | |
| | Ample free parking | | .[a] | .[a] |
| | Don't like public transit schedule | | .[a] | |
| | Need car to drop off or pick up children or others | | | |
| | Need car to run errands during the day | | A | |
| | Prefer flexibility or convenience of driving | | | |
| | Public transit costs too much | | .[a] | |
| | Public transit doesn't go to my destination | | | |
| | Public transit isn't as comfortable | | | |
| | Public transit isn't as fast or efficient | | | |
| | Public transit isn't as reliable or dependable | | | |
| | Public transit is not convenient | | .[a] | |
| | Public transit stops are not located close by | | | |
| | Other | | | |
| | DK/NA | | .[a] | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Working Hours | | | |
|---|---|---|---|---|---|
| | | Total | Morning | Business day | Evening/Late night |
| 5. Why did you ultimately decide not to use public transit? | Total | 100 | 17 | 77 | 6 |
| | Did use public transit, just not as much as other transportation modes | 12<br>12.0% | 1<br>3.9% | 11<br>14.0% | 1<br>9.1% |
| | Ample free parking | 2<br>2.2% | 0<br>.0% | 2<br>2.9% | 0<br>.0% |
| | Don't like public transit schedule | 7<br>6.9% | 1<br>8.0% | 6<br>7.1% | 0<br>.0% |
| | Need car to drop off or pick up children or others | 5<br>4.7% | 2<br>11.9% | 2<br>2.8% | 1<br>9.3% |
| | Need car to run errands during the day | 3<br>2.5% | 1<br>3.5% | 2<br>2.5% | 0<br>.0% |
| | Prefer flexibility or convenience of driving | 15<br>14.9% | 2<br>11.2% | 13<br>16.8% | 0<br>.0% |
| | Public transit costs too much | 5<br>4.8% | 0<br>2.4% | 4<br>5.7% | 0<br>.0% |
| | Public transit doesn't go to my destination | 22<br>21.8% | 6<br>36.0% | 14<br>18.4% | 1<br>26.0% |
| | Public transit isn't as comfortable | 2<br>2.3% | 0<br>.0% | 1<br>.9% | 2<br>28.3% |
| | Public transit isn't as fast or efficient | 18<br>18.1% | 2<br>12.4% | 15<br>19.3% | 1<br>18.0% |
| | Public transit isn't as reliable or dependable | 4<br>4.4% | 1<br>7.4% | 3<br>4.1% | 0<br>.0% |
| | Public transit is not convenient | 4<br>3.6% | 0<br>.0% | 4<br>4.7% | 0<br>.0% |
| | Public transit stops are not located close by | 3<br>3.3% | 0<br>2.9% | 2<br>3.0% | 1<br>9.3% |
| | Other | 3<br>3.4% | 1<br>4.2% | 3<br>3.5% | 0<br>.0% |
| | DK/NA | 1<br>.9% | 0<br>.0% | 1<br>1.2% | 0<br>.0% |



**Comparisons of Column Proportions[b,c]**

| | | Working Hours | | |
|---|---|---|---|---|
| | | Morning | Business day | Evening/ Late night |
| | | (A) | (B) | (C) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | | |
| | Ample free parking | .[a] | | .[a] |
| | Don't like public transit schedule | | | [a]. |
| | Need car to drop off or pick up children or others | | | |
| | Need car to run errands during the day | | | [a]. |
| | Prefer flexibility or convenience of driving | | | [a]. |
| | Public transit costs too much | | | [a]. |
| | Public transit doesn't go to my destination | | | |
| | Public transit isn't as comfortable | [a]. | | B |
| | Public transit isn't as fast or efficient | | | |
| | Public transit isn't as reliable or dependable | | | [a]. |
| | Public transit is not convenient | [a]. | | [a]. |
| | Public transit stops are not located close by | | | |
| | Other | | | .[a] |
| | DK/NA | .[a] | | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Work Location | | |
|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley |
| | Total | 96 | 60 | 36 |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | 10<br>10.1% | 7<br>11.9% | 3<br>7.1% |
| | Ample free parking | 2<br>1.6% | 2<br>2.5% | 0<br>.0% |
| | Don't like public transit schedule | 7<br>7.4% | 4<br>6.9% | 3<br>8.2% |
| | Need car to drop off or pick up children or others | 3<br>2.8% | 3<br>4.4% | 0<br>.0% |
| | Need car to run errands during the day | 3<br>2.6% | 2<br>3.2% | 1<br>1.7% |
| | Prefer flexibility or convenience of driving | 15<br>15.4% | 10<br>16.6% | 5<br>13.5% |
| | Public transit costs too much | 5<br>5.0% | 2<br>3.8% | 3<br>7.0% |
| | Public transit doesn't go to my destination | 23<br>24.3% | 10<br>16.9% | 13<br>36.6% |
| | Public transit isn't as comfortable | 2<br>2.4% | 1<br>2.1% | 1<br>3.0% |
| | Public transit isn't as fast or efficient | 18<br>18.8% | 11<br>17.8% | 7<br>20.4% |
| | Public transit isn't as reliable or dependable | 4<br>4.6% | 2<br>3.1% | 3<br>7.2% |
| | Public transit is not convenient | 4<br>3.7% | 4<br>6.0% | 0<br>.0% |
| | Public transit stops are not located close by | 3<br>3.5% | 3<br>5.5% | 0<br>.0% |
| | Other | 3<br>3.1% | 1<br>2.3% | 2<br>4.4% |
| | DK/NA | 1<br>1.0% | 0<br>.0% | 1<br>2.6% |



**Comparisons of Column Proportions[b,c]**

| | | Work Location | |
|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley |
| | | (A) | (B) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | |
| | Ample free parking | | .[a] |
| | Don't like public transit schedule | | |
| | Need car to drop off or pick up children or others | | .[a] |
| | Need car to run errands during the day | | |
| | Prefer flexibility or convenience of driving | | |
| | Public transit costs too much | | |
| | Public transit doesn't go to my destination | | A |
| | Public transit isn't as comfortable | | |
| | Public transit isn't as fast or efficient | | |
| | Public transit isn't as reliable or dependable | | |
| | Public transit is not convenient | | .[a] |
| | Public transit stops are not located close by | | .[a] |
| | Other | | |
| | DK/NA | .[a] | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 5. Why did you ultimately decide not to use public transit? | Total | 35 | 19 | 5 | 10 |
| | Did use public transit, just not as much as other transportation modes | 3<br>7.7% | 0<br>.0% | 1<br>22.2% | 1<br>14.6% |
| | Ample free parking | | | | |
| | Don't like public transit schedule | 2<br>6.1% | 0<br>.0% | 1<br>21.6% | 1<br>9.3% |
| | Need car to drop off or pick up children or others | 1<br>3.5% | 1<br>4.1% | 0<br>.0% | 0<br>4.1% |
| | Need car to run errands during the day | 2<br>5.3% | 2<br>9.5% | 0<br>.0% | 0<br>.0% |
| | Prefer flexibility or convenience of driving | 6<br>16.8% | 3<br>14.3% | 1<br>11.1% | 2<br>24.7% |
| | Public transit costs too much | 1<br>3.9% | 0<br>.0% | 1<br>24.8% | 0<br>.0% |
| | Public transit doesn't go to my destination | 5<br>13.3% | 2<br>11.7% | 1<br>20.4% | 1<br>12.4% |
| | Public transit isn't as comfortable | 1<br>2.7% | 0<br>.0% | 0<br>.0% | 1<br>9.4% |
| | Public transit isn't as fast or efficient | 5<br>13.9% | 4<br>21.9% | 0<br>.0% | 1<br>6.0% |
| | Public transit isn't as reliable or dependable | 1<br>3.5% | 1<br>3.1% | 0<br>.0% | 1<br>6.0% |
| | Public transit is not convenient | 2<br>6.3% | 2<br>11.3% | 0<br>.0% | 0<br>.0% |
| | Public transit stops are not located close by | 2<br>6.3% | 2<br>11.4% | 0<br>.0% | 0<br>.0% |
| | Other | 2<br>6.9% | 1<br>5.4% | 0<br>.0% | 1<br>13.5% |
| | DK/NA | 2<br>5.2% | 2<br>9.4% | 0<br>.0% | 0<br>.0% |



**Comparisons of Column Proportions[b,c]**

| | | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley | Both |
| | | (A) | (B) | (C) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | [a]. | | |
| | Don't like public transit schedule | [a]. | | |
| | Need car to drop off or pick up children or others | | [a]. | |
| | Need car to run errands during the day | | [a]. | [a]. |
| | Prefer flexibility or convenience of driving | | | |
| | Public transit costs too much | [a]. | | [a]. |
| | Public transit doesn't go to my destination | | | |
| | Public transit isn't as comfortable | [a]. | [a]. | |
| | Public transit isn't as fast or efficient | | [a]. | |
| | Public transit isn't as reliable or dependable | | [a]. | |
| | Public transit is not convenient | | [a]. | [a]. |
| | Public transit stops are not located close by | | [a]. | [a]. |
| | Other | | [a]. | |
| | DK/NA | | [a]. | [a]. |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Automobiles in the Household | | | |
|---|---|---|---|---|---|
| | | Total | One | Two | Three or more |
| 5. Why did you ultimately decide not to use public transit? | Total | 145 | 22 | 79 | 44 |
| | Did use public transit, just not as much as other transportation modes | 16<br>11.1% | 3<br>13.5% | 8<br>10.1% | 5<br>11.5% |
| | Ample free parking | 2<br>1.5% | 0<br>.0% | 2<br>1.9% | 1<br>1.7% |
| | Don't like public transit schedule | 11<br>7.7% | 1<br>3.7% | 7<br>9.2% | 3<br>7.2% |
| | Need car to drop off or pick up children or others | 6<br>4.1% | 2<br>9.1% | 3<br>3.2% | 1<br>3.0% |
| | Need car to run errands during the day | 4<br>3.0% | 1<br>2.7% | 0<br>.0% | 4<br>8.7% |
| | Prefer flexibility or convenience of driving | 21<br>14.3% | 3<br>12.5% | 16<br>20.7% | 2<br>3.6% |
| | Public transit costs too much | 6<br>4.2% | 1<br>6.0% | 2<br>2.4% | 3<br>6.7% |
| | Public transit doesn't go to my destination | 29<br>19.9% | 5<br>21.9% | 16<br>20.2% | 8<br>18.5% |
| | Public transit isn't as comfortable | 3<br>2.3% | 1<br>2.3% | 0<br>.0% | 3<br>6.3% |
| | Public transit isn't as fast or efficient | 26<br>17.7% | 2<br>9.2% | 13<br>16.6% | 10<br>24.1% |
| | Public transit isn't as reliable or dependable | 7<br>5.1% | 0<br>.0% | 6<br>7.2% | 2<br>4.1% |
| | Public transit is not convenient | 6<br>4.0% | 1<br>4.6% | 4<br>4.7% | 1<br>2.4% |
| | Public transit stops are not located close by | 6<br>3.8% | 0<br>.0% | 3<br>4.1% | 2<br>5.3% |
| | Other | 6<br>4.0% | 2<br>8.3% | 2<br>2.2% | 2<br>5.1% |
| | DK/NA | 2<br>1.6% | 1<br>6.3% | 1<br>1.2% | 0<br>.0% |



**Comparisons of Column Proportions[b,c]**

| | | Automobiles in the Household | | |
|---|---|---|---|---|
| | | One | Two | Three or more |
| | | (A) | (B) | (C) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | | |
| | Ample free parking | .[a] | | |
| | Don't like public transit schedule | | | |
| | Need car to drop off or pick up children or others | | | |
| | Need car to run errands during the day | | .[a] | |
| | Prefer flexibility or convenience of driving | | C | |
| | Public transit costs too much | | | |
| | Public transit doesn't go to my destination | | | |
| | Public transit isn't as comfortable | | .[a] | |
| | Public transit isn't as fast or efficient | | | |
| | Public transit isn't as reliable or dependable | .[a] | | |
| | Public transit is not convenient | | | |
| | Public transit stops are not located close by | .[a] | | |
| | Other | | | |
| | DK/NA | | | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Level of Education | | | | |
|---|---|---|---|---|---|---|
| | | Total | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| 5. Why did you ultimately decide not to use public transit? | Total | 144 | 20 | 31 | 51 | 43 |
| | Did use public transit, just not as much as other transportation modes | 16<br>11.1% | 3<br>13.9% | 3<br>9.5% | 8<br>15.4% | 3<br>5.9% |
| | Ample free parking | 2<br>1.6% | 0<br>.0% | 0<br>.0% | 0<br>.0% | 2<br>5.2% |
| | Don't like public transit schedule | 11<br>7.7% | 1<br>4.1% | 3<br>10.9% | 1<br>1.4% | 6<br>14.6% |
| | Need car to drop off or pick up children or others | 6<br>4.1% | 0<br>.0% | 3<br>10.5% | 0<br>.0% | 3<br>6.3% |
| | Need car to run errands during the day | 4<br>3.0% | 0<br>.0% | 1<br>2.0% | 1<br>2.5% | 3<br>5.9% |
| | Prefer flexibility or convenience of driving | 21<br>14.4% | 0<br>2.0% | 5<br>15.4% | 6<br>11.5% | 10<br>22.6% |
| | Public transit costs too much | 6<br>4.2% | 0<br>.0% | 3<br>10.8% | 0<br>.0% | 3<br>6.6% |
| | Public transit doesn't go to my destination | 29<br>20.0% | 0<br>.0% | 5<br>17.3% | 13<br>26.0% | 10<br>24.3% |
| | Public transit isn't as comfortable | 3<br>2.3% | 0<br>.0% | 2<br>5.5% | 2<br>3.1% | 0<br>.0% |
| | Public transit isn't as fast or efficient | 26<br>17.8% | 9<br>42.9% | 4<br>11.8% | 11<br>21.3% | 3<br>6.3% |
| | Public transit isn't as reliable or dependable | 7<br>5.2% | 3<br>13.0% | 0<br>.0% | 3<br>6.0% | 2<br>4.1% |
| | Public transit is not convenient | 5<br>3.3% | 0<br>.0% | 1<br>2.6% | 3<br>5.7% | 1<br>2.4% |
| | Public transit stops are not located close by | 6<br>3.8% | 4<br>19.9% | 0<br>.0% | 1<br>2.1% | 0<br>1.2% |
| | Other | 6<br>4.0% | 1<br>4.2% | 1<br>3.4% | 3<br>6.3% | 1<br>1.7% |
| | DK/NA | 3<br>1.9% | 0<br>.0% | 1<br>4.4% | 1<br>2.8% | 0<br>.0% |



**Comparisons of Column Proportions[b,c]**

| | | Level of Education | | | |
|---|---|---|---|---|---|
| | | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | | (A) | (B) | (C) | (D) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | | | |
| | Ample free parking | .[a] | .[a] | .[a] | |
| | Don't like public transit schedule | | | | |
| | Need car to drop off or pick up children or others | [a]. | | [a]. | |
| | Need car to run errands during the day | [a]. | | | |
| | Prefer flexibility or convenience of driving | | | | |
| | Public transit costs too much | [a]. | | [a]. | |
| | Public transit doesn't go to my destination | [a]. | | | |
| | Public transit isn't as comfortable | [a]. | | | [a]. |
| | Public transit isn't as fast or efficient | D | | | |
| | Public transit isn't as reliable or dependable | | [a]. | | |
| | Public transit is not convenient | [a]. | | | |
| | Public transit stops are not located close by | C D | [a]. | | |
| | Other | | | | |
| | DK/NA | [a]. | | | [a]. |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Annual Household Income | | | |
|---|---|---|---|---|---|
| | | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 |
| 5. Why did you ultimately decide not to use public transit? | Total | 145 | 11 | 56 | 30 |
| | Did use public transit, just not as much as other transportation modes | 16<br>11.0% | 1<br>7.4% | 10<br>17.6% | 1<br>3.7% |
| | Ample free parking | 2<br>1.5% | 0<br>.0% | 0<br>.0% | 1<br>2.4% |
| | Don't like public transit schedule | 11<br>7.7% | 0<br>.0% | 7<br>12.6% | 2<br>6.4% |
| | Need car to drop off or pick up children or others | 6<br>4.1% | 0<br>.0% | 3<br>5.1% | 2<br>6.7% |
| | Need car to run errands during the day | 4<br>3.0% | 0<br>.0% | 1<br>1.8% | 1<br>2.7% |
| | Prefer flexibility or convenience of driving | 21<br>14.3% | 0<br>3.8% | 6<br>10.3% | 5<br>17.0% |
| | Public transit costs too much | 6<br>4.2% | 3<br>24.5% | 3<br>4.5% | 1<br>1.7% |
| | Public transit doesn't go to my destination | 29<br>19.9% | 2<br>17.6% | 13<br>23.4% | 6<br>19.8% |
| | Public transit isn't as comfortable | 3<br>2.3% | 0<br>.0% | 0<br>.0% | 1<br>3.1% |
| | Public transit isn't as fast or efficient | 26<br>17.7% | 1<br>6.6% | 9<br>15.7% | 7<br>24.4% |
| | Public transit isn't as reliable or dependable | 7<br>5.1% | 0<br>.0% | 2<br>4.4% | 2<br>5.9% |
| | Public transit is not convenient | 6<br>4.0% | 1<br>7.3% | 3<br>5.2% | 0<br>.0% |
| | Public transit stops are not located close by | 6<br>3.8% | 2<br>20.0% | 2<br>3.2% | 0<br>1.6% |
| | Other | 6<br>4.0% | 0<br>.0% | 1<br>2.4% | 2<br>6.6% |
| | DK/NA | 3<br>1.9% | 1<br>12.8% | 0<br>.0% | 1<br>3.1% |



| | | Annual Household | |
|---|---|---|---|
| | | $150,000 or more | DK/NA |
| 5. Why did you ultimately decide not to use public transit? | Total | 23 | 25 |
| | Did use public transit, just not as much as other transportation modes | 2<br>8.3% | 2<br>9.5% |
| | Ample free parking | 2<br>6.5% | 0<br>.0% |
| | Don't like public transit schedule | 1<br>4.5% | 1<br>4.7% |
| | Need car to drop off or pick up children or others | 0<br>1.8% | 1<br>2.6% |
| | Need car to run errands during the day | 1<br>2.6% | 2<br>7.7% |
| | Prefer flexibility or convenience of driving | 7<br>28.8% | 3<br>10.8% |
| | Public transit costs too much | 0<br>.0% | 0<br>1.6% |
| | Public transit doesn't go to my destination | 4<br>16.4% | 4<br>16.5% |
| | Public transit isn't as comfortable | 1<br>3.1% | 2<br>6.3% |
| | Public transit isn't as fast or efficient | 5<br>20.0% | 4<br>16.5% |
| | Public transit isn't as reliable or dependable | 1<br>2.6% | 3<br>10.3% |
| | Public transit is not convenient | 0<br>.0% | 2<br>8.3% |
| | Public transit stops are not located close by | 1<br>2.3% | 1<br>2.1% |
| | Other | 1<br>6.0% | 1<br>4.1% |
| | DK/NA | 0<br>.0% | 0<br>1.6% |

**Comparisons of Column Proportions[b,c]**

| | | Annual Household Income | | | | |
|---|---|---|---|---|---|---|
| | | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | | (A) | (B) | (C) | (D) | (E) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | | | | |
| | Ample free parking | .[a] | .[a] | | | .[a] |
| | Don't like public transit schedule | .[a] | | | | |
| | Need car to drop off or pick up children or others | .[a] | | | | |
| | Need car to run errands during the day | .[a] | | | | |
| | Prefer flexibility or convenience of driving | | | | | |
| | Public transit costs too much | | | | .[a] | |
| | Public transit doesn't go to my destination | | | | | |
| | Public transit isn't as comfortable | .[a] | .[a] | | | |
| | Public transit isn't as fast or efficient | | | | | |
| | Public transit isn't as reliable or dependable | .[a] | | | | |
| | Public transit is not convenient | | | .[a] | .[a] | |
| | Public transit stops are not located close by | | | | | |
| | Other | .[a] | | | | |
| | DK/NA | | .[a] | | .[a] | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|---|
| | | Total | Aware | Unaware |
| 5. Why did you ultimately decide not to use public transit? | Total | 145 | 30 | 115 |
| | Did use public transit, just not as much as other transportation modes | 16<br>11.0% | 4<br>12.0% | 12<br>10.8% |
| | Ample free parking | 2<br>1.5% | 0<br>.0% | 2<br>1.9% |
| | Don't like public transit schedule | 11<br>7.7% | 1<br>4.1% | 10<br>8.6% |
| | Need car to drop off or pick up children or others | 6<br>4.1% | 1<br>4.0% | 5<br>4.1% |
| | Need car to run errands during the day | 4<br>3.0% | 3<br>8.5% | 2<br>1.6% |
| | Prefer flexibility or convenience of driving | 21<br>14.3% | 3<br>10.9% | 17<br>15.1% |
| | Public transit costs too much | 6<br>4.2% | 1<br>4.5% | 5<br>4.1% |
| | Public transit doesn't go to my destination | 29<br>19.9% | 4<br>14.5% | 25<br>21.3% |
| | Public transit isn't as comfortable | 3<br>2.3% | 0<br>.0% | 3<br>2.8% |
| | Public transit isn't as fast or efficient | 26<br>17.7% | 5<br>18.0% | 20<br>17.6% |
| | Public transit isn't as reliable or dependable | 7<br>5.1% | 3<br>10.9% | 4<br>3.6% |
| | Public transit is not convenient | 6<br>4.0% | 0<br>.0% | 6<br>5.0% |
| | Public transit stops are not located close by | 6<br>3.8% | 1<br>1.8% | 5<br>4.3% |
| | Other | 6<br>4.0% | 3<br>9.8% | 3<br>2.5% |
| | DK/NA | 3<br>1.9% | 1<br>4.7% | 1<br>1.2% |

**Comparisons of Column Proportions[b,c]**

| | | Awareness of LAVTA-BRT Service | |
|---|---|---|---|
| | | Aware | Unaware |
| | | (A) | (B) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | |
| | Ample free parking | .[a] | |
| | Don't like public transit schedule | | |
| | Need car to drop off or pick up children or others | | |
| | Need car to run errands during the day | | |
| | Prefer flexibility or convenience of driving | | |
| | Public transit costs too much | | |
| | Public transit doesn't go to my destination | | |
| | Public transit isn't as comfortable | .[a] | |
| | Public transit isn't as fast or efficient | | |
| | Public transit isn't as reliable or dependable | | |
| | Public transit is not convenient | .[a] | |
| | Public transit stops are not located close by | | |
| | Other | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Likelihood of Using the Rapid | | |
|---|---|---|---|---|
| | | Total | Yes | No |
| 5. Why did you ultimately decide not to use public transit? | Total | 142 | 112 | 31 |
| | Did use public transit, just not as much as other transportation modes | 16<br>11.3% | 9<br>8.3% | 7<br>22.3% |
| | Ample free parking | 1<br>.5% | 1<br>.7% | 0<br>.0% |
| | Don't like public transit schedule | 11<br>7.9% | 11<br>10.0% | 0<br>.0% |
| | Need car to drop off or pick up children or others | 6<br>4.2% | 5<br>4.8% | 1<br>1.7% |
| | Need car to run errands during the day | 4<br>3.1% | 2<br>1.7% | 3<br>8.3% |
| | Prefer flexibility or convenience of driving | 20<br>14.1% | 18<br>16.2% | 2<br>6.6% |
| | Public transit costs too much | 6<br>4.3% | 5<br>4.6% | 1<br>3.4% |
| | Public transit doesn't go to my destination | 29<br>20.3% | 22<br>19.8% | 7<br>22.1% |
| | Public transit isn't as comfortable | 3<br>2.3% | 2<br>2.1% | 1<br>3.1% |
| | Public transit isn't as fast or efficient | 26<br>18.1% | 21<br>18.7% | 5<br>15.8% |
| | Public transit isn't as reliable or dependable | 7<br>5.2% | 4<br>3.8% | 3<br>10.5% |
| | Public transit is not convenient | 5<br>3.3% | 5<br>4.3% | 0<br>.0% |
| | Public transit stops are not located close by | 6<br>3.9% | 6<br>5.0% | 0<br>.0% |
| | Other | 6<br>4.1% | 3<br>2.4% | 3<br>10.2% |
| | DK/NA | 3<br>1.9% | 3<br>2.5% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Likelihood of Using the Rapid | |
|---|---|---|---|
| | | Yes | No |
| | | (A) | (B) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | A |
| | Ample free parking | | .[a] |
| | Don't like public transit schedule | | .[a] |
| | Need car to drop off or pick up children or others | | |
| | Need car to run errands during the day | | |
| | Prefer flexibility or convenience of driving | | |
| | Public transit costs too much | | |
| | Public transit doesn't go to my destination | | |
| | Public transit isn't as comfortable | | |
| | Public transit isn't as fast or efficient | | |
| | Public transit isn't as reliable or dependable | | |
| | Public transit is not convenient | | .[a] |
| | Public transit stops are not located close by | | .[a] |
| | Other | | |
| | DK/NA | | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| 6. Why have you not considered using public transit? | Total | 181 | 85 | 96 |
| | Did use public transit, just not as much as other transportation modes | 14<br>7.7% | 6<br>7.6% | 7<br>7.8% |
| | Don't like public transit schedule | 17<br>9.3% | 8<br>9.3% | 9<br>9.2% |
| | Need car to drop off or pick up children or others | 10<br>5.3% | 1<br>1.1% | 9<br>9.1% |
| | Need car to run errands during the day | 6<br>3.1% | 2<br>2.6% | 3<br>3.6% |
| | Prefer flexibility or convenience of driving | 23<br>12.5% | 13<br>15.2% | 10<br>10.1% |
| | Public transit costs too much | 7<br>3.7% | 3<br>3.1% | 4<br>4.2% |
| | Public transit doesn't go to my destination | 36<br>19.7% | 16<br>19.2% | 19<br>20.3% |
| | Public transit isn't as comfortable | 10<br>5.3% | 6<br>7.1% | 4<br>3.8% |
| | Public transit isn't as fast or efficient | 11<br>6.0% | 6<br>6.8% | 5<br>5.3% |
| | Public transit isn't as reliable or dependable | 4<br>2.4% | 3<br>3.0% | 2<br>1.8% |
| | Public transit is not convenient | 9<br>5.1% | 8<br>9.3% | 1<br>1.5% |
| | No need to use it | 8<br>4.4% | 1<br>1.2% | 7<br>7.3% |
| | Work from home/Mostly stay at home | 6<br>3.3% | 2<br>2.7% | 4<br>3.8% |
| | Public transit stops are not located close by | 5<br>2.9% | 0<br>.0% | 5<br>5.4% |
| | Other | 11<br>6.1% | 6<br>7.4% | 5<br>5.0% |
| | DK/NA | 11<br>5.8% | 8<br>9.2% | 3<br>2.9% |

**Comparisons of Column Proportions[b,c]**

| | | Gender | |
|---|---|---|---|
| | | Male | Female |
| | | (A) | (B) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | | |
| | Don't like public transit schedule | | |
| | Need car to drop off or pick up children or others | | A |
| | Need car to run errands during the day | | |
| | Prefer flexibility or convenience of driving | | |
| | Public transit costs too much | | |
| | Public transit doesn't go to my destination | | |
| | Public transit isn't as comfortable | | |
| | Public transit isn't as fast or efficient | | |
| | Public transit isn't as reliable or dependable | | |
| | Public transit is not convenient | B | |
| | No need to use it | | A |
| | Work from home/Mostly stay at home | | |
| | Public transit stops are not located close by | [a] . | |
| | Other | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Age | | | | |
|---|---|---|---|---|---|---|
| | | Total | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| 6. Why have you not considered using public transit? | Total | 178 | 15 | 34 | 57 | 37 |
| | Did use public transit, just not as much as other transportation modes | 13<br>7.3% | 0<br>.0% | 2<br>6.0% | 8<br>14.8% | 0<br>.0% |
| | Don't like public transit schedule | 17<br>9.4% | 3<br>17.3% | 2<br>6.0% | 4<br>7.5% | 5<br>14.0% |
| | Need car to drop off or pick up children or others | 10<br>5.4% | 0<br>.0% | 4<br>11.4% | 1<br>2.4% | 4<br>10.4% |
| | Need car to run errands during the day | 6<br>3.1% | 0<br>.0% | 2<br>6.0% | 0<br>.0% | 2<br>4.4% |
| | Prefer flexibility or convenience of driving | 23<br>12.7% | 3<br>19.7% | 0<br>.0% | 8<br>14.3% | 8<br>21.8% |
| | Public transit costs too much | 7<br>3.7% | 0<br>.0% | 4<br>11.7% | 2<br>3.6% | 1<br>1.7% |
| | Public transit doesn't go to my destination | 35<br>19.5% | 1<br>9.0% | 5<br>13.9% | 13<br>22.1% | 7<br>18.7% |
| | Public transit isn't as comfortable | 10<br>5.4% | 2<br>10.1% | 2<br>6.0% | 4<br>7.3% | 0<br>.0% |
| | Public transit isn't as fast or efficient | 11<br>6.1% | 0<br>.0% | 4<br>12.4% | 0<br>.0% | 5<br>13.6% |
| | Public transit isn't as reliable or dependable | 4<br>2.4% | 1<br>8.7% | 1<br>4.4% | 0<br>.0% | 0<br>.0% |
| | Public transit is not convenient | 9<br>5.2% | 3<br>20.7% | 2<br>5.7% | 2<br>3.4% | 1<br>3.9% |
| | No need to use it | 8<br>4.5% | 1<br>4.2% | 5<br>13.1% | 0<br>.0% | 1<br>3.6% |
| | Work from home/Mostly stay at home | 6<br>3.3% | 0<br>.0% | 0<br>.0% | 3<br>4.5% | 1<br>2.0% |
| | Public transit stops are not located close by | 5<br>2.9% | 0<br>.0% | 2<br>5.7% | 1<br>2.5% | 1<br>3.9% |
| | Other | 11<br>6.2% | 1<br>3.4% | 1<br>2.0% | 5<br>8.9% | 2<br>5.2% |
| | DK/NA | 10<br>5.6% | 1<br>6.9% | 1<br>2.0% | 6<br>10.6% | 1<br>1.7% |

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| 6. Why have you not considered using public transit? | Total | 18 | 17 |
| | Did use public transit, just not as much as other transportation modes | 0<br>.0% | 3<br>14.6% |
| | Don't like public transit schedule | 1<br>4.4% | 2<br>11.1% |
| | Need car to drop off or pick up children or others | 1<br>3.0% | 0<br>.0% |
| | Need car to run errands during the day | 2<br>10.8% | 0<br>.0% |
| | Prefer flexibility or convenience of driving | 2<br>11.2% | 1<br>8.2% |
| | Public transit costs too much | 0<br>.0% | 0<br>.0% |
| | Public transit doesn't go to my destination | 5<br>27.5% | 4<br>24.7% |
| | Public transit isn't as comfortable | 0<br>.0% | 2<br>11.1% |
| | Public transit isn't as fast or efficient | 1<br>5.9% | 1<br>2.9% |
| | Public transit isn't as reliable or dependable | 1<br>8.3% | 0<br>.0% |
| | Public transit is not convenient | 1<br>4.8% | 0<br>.0% |
| | No need to use it | 2<br>8.6% | 0<br>.0% |
| | Work from home/Mostly stay at home | 1<br>8.3% | 1<br>6.9% |
| | Public transit stops are not located close by | 0<br>.0% | 0<br>2.3% |
| | Other | 1<br>5.3% | 2<br>11.1% |
| | DK/NA | 0<br>2.0% | 1<br>6.9% |



**Comparisons of Column Proportions[b,c]**

| | | Age | | | |
|---|---|---|---|---|---|
| | | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| | | (A) | (B) | (C) | (D) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | a<br>. | | | a<br>. |
| | Don't like public transit schedule | | | | |
| | Need car to drop off or pick up children or others | a<br>. | | | |
| | Need car to run errands during the day | a<br>. | | a<br>. | |
| | Prefer flexibility or convenience of driving | | a<br>. | | |
| | Public transit costs too much | a<br>. | | | |
| | Public transit doesn't go to my destination | | | | |
| | Public transit isn't as comfortable | | | | a<br>. |
| | Public transit isn't as fast or efficient | a<br>. | | a<br>. | |
| | Public transit isn't as reliable or dependable | | | a<br>. | a<br>. |
| | Public transit is not convenient | | | | |
| | No need to use it | | | .a | |
| | Work from home/Mostly stay at home | a<br>. | a<br>. | | |
| | Public transit stops are not located close by | a<br>. | | | |
| | Other | | | | |
| | DK/NA | | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

**Comparisons of Column Proportions[b,c]**

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| | | (E) | (F) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | a. | |
| | Don't like public transit schedule | | |
| | Need car to drop off or pick up children or others | | a. |
| | Need car to run errands during the day | | a. |
| | Prefer flexibility or convenience of driving | | |
| | Public transit costs too much | a. | a. |
| | Public transit doesn't go to my destination | | |
| | Public transit isn't as comfortable | a. | |
| | Public transit isn't as fast or efficient | | |
| | Public transit isn't as reliable or dependable | | a. |
| | Public transit is not convenient | | a. |
| | No need to use it | | a. |
| | Work from home/Mostly stay at home | | |
| | Public transit stops are not located close by | a. | |
| | Other | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Ethnicity | | | | |
|---|---|---|---|---|---|---|
| | | Total | White | Hispanic | Asian | Other |
| 6. Why have you not considered using public transit? | Total | 176 | 141 | 13 | 19 | 3 |
| | Did use public transit, just not as much as other transportation modes | 14<br>7.9% | 12<br>8.4% | 0<br>.0% | 2<br>10.6% | 0<br>.0% |
| | Don't like public transit schedule | 16<br>9.3% | 16<br>11.6% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | Need car to drop off or pick up children or others | 10<br>5.5% | 7<br>4.8% | 2<br>13.8% | 1<br>6.1% | 0<br>.0% |
| | Need car to run errands during the day | 6<br>3.2% | 5<br>3.7% | 0<br>.0% | 0<br>.0% | 0<br>17.0% |
| | Prefer flexibility or convenience of driving | 22<br>12.4% | 18<br>13.1% | 0<br>.0% | 3<br>17.4% | 0<br>.0% |
| | Public transit costs too much | 7<br>3.8% | 5<br>3.6% | 2<br>11.7% | 0<br>.0% | 0<br>.0% |
| | Public transit doesn't go to my destination | 34<br>19.4% | 29<br>20.2% | 3<br>27.0% | 2<br>10.6% | 0<br>.0% |
| | Public transit isn't as comfortable | 10<br>5.5% | 6<br>4.2% | 0<br>.0% | 4<br>19.7% | 0<br>.0% |
| | Public transit isn't as fast or efficient | 11<br>6.2% | 8<br>5.4% | 0<br>.0% | 3<br>14.3% | 1<br>19.5% |
| | Public transit isn't as reliable or dependable | 4<br>2.4% | 3<br>1.9% | 1<br>6.2% | 1<br>4.3% | 0<br>.0% |
| | Public transit is not convenient | 9<br>5.3% | 9<br>6.3% | 0<br>.0% | 0<br>.0% | 0<br>17.0% |
| | No need to use it | 8<br>4.6% | 2<br>1.6% | 5<br>34.9% | 1<br>3.3% | 1<br>22.3% |
| | Work from home/Mostly stay at home | 6<br>3.4% | 4<br>2.8% | 0<br>.0% | 2<br>10.6% | 0<br>.0% |
| | Public transit stops are not located close by | 5<br>2.7% | 5<br>3.4% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | Other | 11<br>6.0% | 10<br>6.9% | 1<br>6.4% | 0<br>.0% | 0<br>.0% |
| | DK/NA | 9<br>5.2% | 8<br>5.6% | 0<br>.0% | 1<br>3.3% | 1<br>24.3% |

**Comparisons of Column Proportions[b,c]**

| | | Ethnicity | | | |
|---|---|---|---|---|---|
| | | White | Hispanic | Asian | Other |
| | | (A) | (B) | (C) | (D) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | | a . | | a . |
| | Don't like public transit schedule | | a . | a . | a . |
| | Need car to drop off or pick up children or others | | | | a . |
| | Need car to run errands during the day | | a . | a . | |
| | Prefer flexibility or convenience of driving | | a . | | a . |
| | Public transit costs too much | | | a . | a . |
| | Public transit doesn't go to my destination | | | | a . |
| | Public transit isn't as comfortable | | a . | A | a . |
| | Public transit isn't as fast or efficient | | a . | | |
| | Public transit isn't as reliable or dependable | | | | a . |
| | Public transit is not convenient | | a . | a . | |
| | No need to use it | | A | | |
| | Work from home/Mostly stay at home | | a . | | a . |
| | Public transit stops are not located close by | | a . | a . | a . |
| | Other | | | a . | a . |
| | DK/NA | | a . | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Employment Status | | | |
|---|---|---|---|---|---|
| | | Total | Work for an employer | Self-employed | Non-working |
| 6. Why have you not considered using public transit? | Total | 177 | 102 | 27 | 48 |
| | Did use public transit, just not as much as other transportation modes | 13<br>7.3% | 7<br>6.9% | 2<br>7.6% | 4<br>8.1% |
| | Don't like public transit schedule | 15<br>8.7% | 9<br>8.6% | 5<br>19.0% | 1<br>3.0% |
| | Need car to drop off or pick up children or others | 10<br>5.5% | 3<br>2.9% | 2<br>6.6% | 5<br>10.2% |
| | Need car to run errands during the day | 6<br>3.2% | 1<br>1.0% | 1<br>3.8% | 4<br>7.3% |
| | Prefer flexibility or convenience of driving | 22<br>12.4% | 15<br>15.1% | 2<br>6.5% | 5<br>10.0% |
| | Public transit costs too much | 7<br>3.8% | 2<br>2.0% | 1<br>2.3% | 4<br>8.3% |
| | Public transit doesn't go to my destination | 35<br>19.8% | 26<br>25.6% | 5<br>19.7% | 4<br>7.7% |
| | Public transit isn't as comfortable | 10<br>5.4% | 5<br>4.7% | 0<br>.0% | 5<br>10.0% |
| | Public transit isn't as fast or efficient | 10<br>5.8% | 9<br>8.4% | 0<br>.0% | 2<br>3.4% |
| | Public transit isn't as reliable or dependable | 4<br>2.4% | 2<br>1.6% | 1<br>2.5% | 2<br>4.1% |
| | Public transit is not convenient | 9<br>5.3% | 5<br>4.7% | 4<br>14.8% | 1<br>1.1% |
| | No need to use it | 8<br>4.5% | 5<br>4.6% | 0<br>.0% | 3<br>6.8% |
| | Work from home/Mostly stay at home | 6<br>3.4% | 1<br>1.2% | 2<br>7.4% | 3<br>5.5% |
| | Public transit stops are not located close by | 5<br>2.9% | 3<br>2.6% | 1<br>5.2% | 1<br>2.3% |
| | Other | 11<br>6.2% | 6<br>5.9% | 1<br>4.5% | 4<br>7.9% |
| | DK/NA | 10<br>5.6% | 7<br>7.1% | 1<br>2.3% | 2<br>4.1% |

**Comparisons of Column Proportions[b,c]**

| | | Employment Status | | |
|---|---|---|---|---|
| | | Work for an employer | Self-employed | Non-working |
| | | (A) | (B) | (C) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | | | |
| | Don't like public transit schedule | | | |
| | Need car to drop off or pick up children or others | | | |
| | Need car to run errands during the day | | | |
| | Prefer flexibility or convenience of driving | | | |
| | Public transit costs too much | | | |
| | Public transit doesn't go to my destination | C | | |
| | Public transit isn't as comfortable | | [a] . | |
| | Public transit isn't as fast or efficient | | [a] . | |
| | Public transit isn't as reliable or dependable | | | |
| | Public transit is not convenient | | C | |
| | No need to use it | | [a] . | |
| | Work from home/Mostly stay at home | | | |
| | Public transit stops are not located close by | | | |
| | Other | | | |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Working Hours | | | |
|---|---|---|---|---|---|
| | | Total | Morning | Business day | Evening/Late night |
| 6. Why have you not considered using public transit? | Total | 124 | 30 | 78 | 16 |
| | Did use public transit, just not as much as other transportation modes | 9<br>7.3% | 5<br>16.6% | 2<br>2.6% | 2<br>13.1% |
| | Don't like public transit schedule | 13<br>10.7% | 4<br>12.3% | 8<br>10.4% | 1<br>9.0% |
| | Need car to drop off or pick up children or others | 5<br>3.8% | 2<br>6.3% | 2<br>2.4% | 1<br>6.2% |
| | Need car to run errands during the day | 2<br>1.7% | 0<br>.0% | 2<br>2.7% | 0<br>.0% |
| | Prefer flexibility or convenience of driving | 15<br>12.0% | 3<br>11.1% | 7<br>9.1% | 4<br>28.4% |
| | Public transit costs too much | 3<br>2.2% | 0<br>.0% | 3<br>3.4% | 0<br>.0% |
| | Public transit doesn't go to my destination | 30<br>24.1% | 4<br>13.2% | 22<br>28.3% | 4<br>24.3% |
| | Public transit isn't as comfortable | 5<br>3.9% | 2<br>7.4% | 3<br>3.3% | 0<br>.0% |
| | Public transit isn't as fast or efficient | 9<br>7.0% | 3<br>10.6% | 5<br>6.0% | 1<br>4.6% |
| | Public transit isn't as reliable or dependable | 2<br>1.9% | 1<br>2.2% | 2<br>2.1% | 0<br>.0% |
| | Public transit is not convenient | 9<br>7.1% | 0<br>.0% | 8<br>10.7% | 0<br>2.8% |
| | No need to use it | 5<br>3.8% | 0<br>.0% | 4<br>5.2% | 1<br>4.0% |
| | Work from home/Mostly stay at home | 3<br>2.6% | 0<br>.0% | 3<br>3.5% | 1<br>3.4% |
| | Public transit stops are not located close by | 3<br>2.7% | 0<br>.0% | 3<br>4.3% | 0<br>.0% |
| | Other | 7<br>5.8% | 3<br>9.0% | 5<br>5.8% | 0<br>.0% |
| | DK/NA | 8<br>6.4% | 3<br>11.4% | 4<br>4.9% | 1<br>4.3% |

**Comparisons of Column Proportions[b,c]**

| | | Working Hours | | |
|---|---|---|---|---|
| | | Morning | Business day | Evening/ Late night |
| | | (A) | (B) | (C) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | B | | |
| | Don't like public transit schedule | | | |
| | Need car to drop off or pick up children or others | | | |
| | Need car to run errands during the day | a. | | a. |
| | Prefer flexibility or convenience of driving | | | |
| | Public transit costs too much | a. | | a. |
| | Public transit doesn't go to my destination | | | |
| | Public transit isn't as comfortable | | | a. |
| | Public transit isn't as fast or efficient | | | |
| | Public transit isn't as reliable or dependable | | | a. |
| | Public transit is not convenient | a. | | |
| | No need to use it | a. | | |
| | Work from home/Mostly stay at home | a. | | |
| | Public transit stops are not located close by | a. | | a. |
| | Other | | | a. |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Work Location | | |
|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley |
| 6. Why have you not considered using public transit? | Total | 113 | 85 | 28 |
| | Did use public transit, just not as much as other transportation modes | 9<br>8.0% | 6<br>6.6% | 3<br>12.1% |
| | Don't like public transit schedule | 10<br>9.1% | 8<br>9.2% | 2<br>8.7% |
| | Need car to drop off or pick up children or others | 5<br>4.2% | 1<br>1.8% | 3<br>11.5% |
| | Need car to run errands during the day | 2<br>1.5% | 1<br>1.2% | 1<br>2.2% |
| | Prefer flexibility or convenience of driving | 17<br>15.2% | 15<br>17.4% | 2<br>8.4% |
| | Public transit costs too much | 1<br>.5% | 1<br>.7% | 0<br>.0% |
| | Public transit doesn't go to my destination | 29<br>25.9% | 21<br>24.8% | 8<br>29.3% |
| | Public transit isn't as comfortable | 1<br>.5% | 0<br>.0% | 1<br>1.9% |
| | Public transit isn't as fast or efficient | 5<br>4.6% | 4<br>4.9% | 1<br>3.7% |
| | Public transit isn't as reliable or dependable | 2<br>2.0% | 1<br>1.7% | 1<br>2.9% |
| | Public transit is not convenient | 8<br>7.4% | 8<br>9.2% | 1<br>1.8% |
| | No need to use it | 4<br>3.8% | 4<br>5.0% | 0<br>.0% |
| | Work from home/Mostly stay at home | 3<br>2.4% | 2<br>2.4% | 1<br>2.6% |
| | Public transit stops are not located close by | 4<br>3.6% | 4<br>4.8% | 0<br>.0% |
| | Other | 7<br>6.4% | 6<br>6.8% | 1<br>5.2% |
| | DK/NA | 7<br>6.4% | 3<br>4.1% | 4<br>13.5% |

**Comparisons of Column Proportions[b,c]**

| | | Work Location | |
|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley |
| | | (A) | (B) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | | |
| | Don't like public transit schedule | | |
| | Need car to drop off or pick up children or others | | A |
| | Need car to run errands during the day | | |
| | Prefer flexibility or convenience of driving | | |
| | Public transit costs too much | | a. |
| | Public transit doesn't go to my destination | | |
| | Public transit isn't as comfortable | a. | |
| | Public transit isn't as fast or efficient | | |
| | Public transit isn't as reliable or dependable | | |
| | Public transit is not convenient | | |
| | No need to use it | | a. |
| | Work from home/Mostly stay at home | | |
| | Public transit stops are not located close by | | a. |
| | Other | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 6. Why have you not considered using public transit? | Total | 50 | 29 | 9 | 11 |
| | Did use public transit, just not as much as other transportation modes | 5<br>9.8% | 4<br>14.7% | 1<br>6.3% | 0<br>.0% |
| | Don't like public transit schedule | 2<br>4.9% | 0<br>1.2% | 1<br>10.9% | 1<br>9.3% |
| | Need car to drop off or pick up children or others | 5<br>10.0% | 4<br>13.5% | 1<br>10.9% | 0<br>.0% |
| | Need car to run errands during the day | 4<br>7.1% | 1<br>3.6% | 2<br>26.2% | 0<br>.0% |
| | Prefer flexibility or convenience of driving | 5<br>10.9% | 3<br>9.2% | 2<br>24.7% | 0<br>3.7% |
| | Public transit costs too much | 3<br>7.0% | 2<br>6.7% | 0<br>.0% | 2<br>13.5% |
| | Public transit doesn't go to my destination | 4<br>8.8% | 4<br>15.0% | 0<br>.0% | 0<br>.0% |
| | Public transit isn't as comfortable | 5<br>9.7% | 3<br>11.5% | 0<br>.0% | 2<br>13.5% |
| | Public transit isn't as fast or efficient | 2<br>4.5% | 1<br>3.8% | 1<br>6.5% | 1<br>4.7% |
| | Public transit isn't as reliable or dependable | 2<br>4.0% | 1<br>1.7% | 0<br>.0% | 1<br>13.2% |
| | Public transit is not convenient | 1<br>1.1% | 1<br>1.8% | 0<br>.0% | 0<br>.0% |
| | No need to use it | 3<br>6.6% | 0<br>.0% | 0<br>.0% | 3<br>29.5% |
| | Work from home/Mostly stay at home | 2<br>4.2% | 2<br>7.1% | 0<br>.0% | 0<br>.0% |
| | Public transit stops are not located close by | 1<br>2.3% | 1<br>3.9% | 0<br>.0% | 0<br>.0% |
| | Other | 4<br>7.7% | 2<br>8.4% | 0<br>.0% | 1<br>12.6% |
| | DK/NA | 2<br>4.0% | 1<br>2.1% | 1<br>14.4% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley | Both |
| | | (A) | (B) | (C) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | | | [a] |
| | Don't like public transit schedule | | | |
| | Need car to drop off or pick up children or others | | | [a] |
| | Need car to run errands during the day | | A | [a] |
| | Prefer flexibility or convenience of driving | | | |
| | Public transit costs too much | | [a] | |
| | Public transit doesn't go to my destination | | [a] | [a] |
| | Public transit isn't as comfortable | | [a] | |
| | Public transit isn't as fast or efficient | | | |
| | Public transit isn't as reliable or dependable | | [a] | |
| | Public transit is not convenient | | [a] | [a] |
| | No need to use it | [a] | [a] | |
| | Work from home/Mostly stay at home | | [a] | [a] |
| | Public transit stops are not located close by | | [a] | [a] |
| | Other | | [a] | |
| | DK/NA | | | [a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Automobiles in the Household | | | |
|---|---|---|---|---|---|
| | | Total | One | Two | Three or more |
| 6. Why have you not considered using public transit? | Total | 178 | 34 | 85 | 58 |
| | Did use public transit, just not as much as other transportation modes | 12<br>6.8% | 5<br>14.9% | 3<br>3.5% | 4<br>7.0% |
| | Don't like public transit schedule | 17<br>9.4% | 1<br>4.2% | 12<br>13.5% | 4<br>6.5% |
| | Need car to drop off or pick up children or others | 10<br>5.4% | 2<br>5.7% | 7<br>7.7% | 1<br>2.0% |
| | Need car to run errands during the day | 6<br>3.2% | 1<br>1.5% | 3<br>3.5% | 2<br>3.6% |
| | Prefer flexibility or convenience of driving | 23<br>12.7% | 3<br>9.7% | 10<br>11.8% | 9<br>15.8% |
| | Public transit costs too much | 5<br>2.9% | 3<br>7.5% | 0<br>.0% | 3<br>4.4% |
| | Public transit doesn't go to my destination | 36<br>20.1% | 7<br>19.3% | 17<br>20.3% | 12<br>20.3% |
| | Public transit isn't as comfortable | 10<br>5.4% | 4<br>11.5% | 4<br>4.4% | 2<br>3.3% |
| | Public transit isn't as fast or efficient | 11<br>6.1% | 1<br>3.0% | 3<br>3.7% | 7<br>11.4% |
| | Public transit isn't as reliable or dependable | 4<br>2.4% | 1<br>3.8% | 2<br>2.9% | 1<br>.9% |
| | Public transit is not convenient | 9<br>5.2% | 3<br>9.3% | 4<br>4.2% | 3<br>4.4% |
| | No need to use it | 8<br>4.5% | 1<br>1.5% | 7<br>8.8% | 0<br>.0% |
| | Work from home/Mostly stay at home | 6<br>3.3% | 1<br>1.7% | 2<br>2.2% | 3<br>6.0% |
| | Public transit stops are not located close by | 5<br>2.9% | 0<br>.0% | 1<br>1.7% | 4<br>6.6% |
| | Other | 11<br>6.2% | 2<br>5.1% | 7<br>8.2% | 2<br>4.0% |
| | DK/NA | 11<br>6.0% | 2<br>7.1% | 5<br>6.2% | 3<br>4.8% |

**Comparisons of Column Proportions[b,c]**

| | | Automobiles in the Household | | |
|---|---|---|---|---|
| | | One | Two | Three or more |
| | | (A) | (B) | (C) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | | | |
| | Don't like public transit schedule | | | |
| | Need car to drop off or pick up children or others | | | |
| | Need car to run errands during the day | | | |
| | Prefer flexibility or convenience of driving | | | |
| | Public transit costs too much | | [a] . | |
| | Public transit doesn't go to my destination | | | |
| | Public transit isn't as comfortable | | | |
| | Public transit isn't as fast or efficient | | | |
| | Public transit isn't as reliable or dependable | | | |
| | Public transit is not convenient | | | |
| | No need to use it | | | [a] . |
| | Work from home/Mostly stay at home | | | |
| | Public transit stops are not located close by | [a] . | | |
| | Other | | | |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Level of Education | | | | |
|---|---|---|---|---|---|---|
| | | Total | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| 6. Why have you not considered using public transit? | Total | 177 | 41 | 41 | 70 | 24 |
| | Did use public transit, just not as much as other transportation modes | 14<br>7.9% | 0<br>.0% | 7<br>16.3% | 5<br>7.7% | 2<br>7.3% |
| | Don't like public transit schedule | 16<br>8.9% | 6<br>15.7% | 2<br>5.9% | 6<br>8.0% | 1<br>5.1% |
| | Need car to drop off or pick up children or others | 10<br>5.5% | 4<br>9.1% | 0<br>.0% | 4<br>6.1% | 2<br>6.9% |
| | Need car to run errands during the day | 6<br>3.2% | 0<br>.0% | 1<br>2.3% | 5<br>6.7% | 0<br>.0% |
| | Prefer flexibility or convenience of driving | 22<br>12.5% | 4<br>9.7% | 4<br>9.9% | 10<br>14.9% | 4<br>15.3% |
| | Public transit costs too much | 7<br>3.8% | 4<br>8.7% | 2<br>4.7% | 1<br>.9% | 1<br>2.2% |
| | Public transit doesn't go to my destination | 35<br>19.7% | 4<br>10.8% | 10<br>23.9% | 13<br>18.9% | 7<br>29.7% |
| | Public transit isn't as comfortable | 10<br>5.5% | 5<br>12.1% | 4<br>10.1% | 1<br>.8% | 0<br>.0% |
| | Public transit isn't as fast or efficient | 11<br>6.1% | 3<br>6.7% | 3<br>7.0% | 3<br>4.9% | 2<br>7.2% |
| | Public transit isn't as reliable or dependable | 4<br>2.4% | 1<br>1.2% | 1<br>2.9% | 0<br>.0% | 3<br>10.5% |
| | Public transit is not convenient | 9<br>5.3% | 3<br>7.4% | 1<br>3.4% | 3<br>4.6% | 2<br>6.8% |
| | No need to use it | 8<br>4.5% | 3<br>7.9% | 0<br>.0% | 5<br>6.8% | 0<br>.0% |
| | Work from home/Mostly stay at home | 5<br>3.0% | 1<br>2.7% | 3<br>6.1% | 2<br>2.4% | 0<br>.0% |
| | Public transit stops are not located close by | 5<br>3.0% | 1<br>1.8% | 1<br>1.8% | 3<br>4.8% | 0<br>1.7% |
| | Other | 11<br>6.3% | 1<br>1.2% | 2<br>5.7% | 6<br>8.2% | 3<br>10.2% |
| | DK/NA | 9<br>5.4% | 4<br>9.9% | 1<br>3.1% | 4<br>5.4% | 0<br>1.4% |

**Comparisons of Column Proportions[b,c]**

| | | Level of Education | | | |
|---|---|---|---|---|---|
| | | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | | (A) | (B) | (C) | (D) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | a . | | | |
| | Don't like public transit schedule | | | | |
| | Need car to drop off or pick up children or others | | a . | | |
| | Need car to run errands during the day | a . | | | a . |
| | Prefer flexibility or convenience of driving | | | | |
| | Public transit costs too much | | | | |
| | Public transit doesn't go to my destination | | | | |
| | Public transit isn't as comfortable | C | | | a . |
| | Public transit isn't as fast or efficient | | | | |
| | Public transit isn't as reliable or dependable | | | a . | |
| | Public transit is not convenient | | | | |
| | No need to use it | | a . | | a . |
| | Work from home/Mostly stay at home | | | | a . |
| | Public transit stops are not located close by | | | | |
| | Other | | | | |
| | DK/NA | | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Annual Household Income | | | |
|---|---|---|---|---|---|
| | | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 |
| 6. Why have you not considered using public transit? | Total | 181 | 30 | 60 | 25 |
| | Did use public transit, just not as much as other transportation modes | 14<br>7.7% | 1<br>4.7% | 6<br>9.7% | 2<br>7.2% |
| | Don't like public transit schedule | 17<br>9.3% | 3<br>10.4% | 7<br>11.9% | 1<br>2.9% |
| | Need car to drop off or pick up children or others | 10<br>5.3% | 3<br>10.7% | 4<br>6.7% | 0<br>.0% |
| | Need car to run errands during the day | 6<br>3.1% | 0<br>.0% | 1<br>1.6% | 1<br>2.5% |
| | Prefer flexibility or convenience of driving | 23<br>12.5% | 1<br>2.0% | 6<br>10.4% | 1<br>4.2% |
| | Public transit costs too much | 7<br>3.7% | 6<br>18.4% | 1<br>.9% | 0<br>.0% |
| | Public transit doesn't go to my destination | 36<br>19.7% | 4<br>13.6% | 9<br>15.1% | 8<br>30.4% |
| | Public transit isn't as comfortable | 10<br>5.3% | 5<br>16.0% | 3<br>5.5% | 0<br>.0% |
| | Public transit isn't as fast or efficient | 11<br>6.0% | 3<br>10.5% | 1<br>2.1% | 5<br>18.8% |
| | Public transit isn't as reliable or dependable | 4<br>2.4% | 1<br>2.2% | 2<br>3.7% | 1<br>3.3% |
| | Public transit is not convenient | 9<br>5.1% | 2<br>8.2% | 3<br>5.0% | 1<br>2.1% |
| | No need to use it | 8<br>4.4% | 1<br>3.1% | 4<br>6.9% | 3<br>11.6% |
| | Work from home/Mostly stay at home | 6<br>3.3% | 1<br>2.0% | 3<br>5.8% | 1<br>2.9% |
| | Public transit stops are not located close by | 5<br>2.9% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | Other | 11<br>6.1% | 1<br>2.4% | 4<br>7.1% | 3<br>13.9% |
| | DK/NA | 11<br>5.8% | 2<br>6.7% | 5<br>7.7% | 0<br>.0% |

| | | Annual Household | |
|---|---|---|---|
| | | $150,000 or more | DK/NA |
| 6. Why have you not considered using public transit? | Total | 40 | 25 |
| | Did use public transit, just not as much as other transportation modes | 2<br>5.0% | 3<br>11.4% |
| | Don't like public transit schedule | 4<br>9.1% | 2<br>8.0% |
| | Need car to drop off or pick up children or others | 2<br>5.9% | 0<br>.0% |
| | Need car to run errands during the day | 2<br>4.9% | 2<br>8.2% |
| | Prefer flexibility or convenience of driving | 10<br>23.8% | 5<br>20.1% |
| | Public transit costs too much | 0<br>.0% | 1<br>2.5% |
| | Public transit doesn't go to my destination | 10<br>25.3% | 5<br>18.8% |
| | Public transit isn't as comfortable | 0<br>.0% | 2<br>6.0% |
| | Public transit isn't as fast or efficient | 1<br>2.6% | 1<br>2.9% |
| | Public transit isn't as reliable or dependable | 0<br>.0% | 1<br>2.1% |
| | Public transit is not convenient | 1<br>2.8% | 2<br>8.5% |
| | No need to use it | 0<br>.0% | 0<br>.0% |
| | Work from home/Mostly stay at home | 1<br>1.3% | 1<br>2.4% |
| | Public transit stops are not located close by | 5<br>11.9% | 0<br>1.6% |
| | Other | 1<br>3.0% | 1<br>5.6% |
| | DK/NA | 3<br>7.0% | 1<br>4.3% |



**Comparisons of Column Proportions[b,c]**

| | | Annual Household Income | | | | |
|---|---|---|---|---|---|---|
| | | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | | (A) | (B) | (C) | (D) | (E) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | | | | | |
| | Don't like public transit schedule | | | | | |
| | Need car to drop off or pick up children or others | | | a<br>. | | a<br>. |
| | Need car to run errands during the day | a<br>. | | | | |
| | Prefer flexibility or convenience of driving | | | | | |
| | Public transit costs too much | B | | a<br>. | a<br>. | |
| | Public transit doesn't go to my destination | | | | | |
| | Public transit isn't as comfortable | | | a<br>. | a<br>. | |
| | Public transit isn't as fast or efficient | | | | | |
| | Public transit isn't as reliable or dependable | | | | a<br>. | |
| | Public transit is not convenient | | | | | |
| | No need to use it | | | | a<br>. | a<br>. |
| | Work from home/Mostly stay at home | | | | | |
| | Public transit stops are not located close by | a<br>. | a<br>. | a<br>. | | |
| | Other | | | | | |
| | DK/NA | | | a<br>. | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|---|
| | | Total | Aware | Unaware |
| 6. Why have you not considered using public transit? | Total | 179 | 43 | 136 |
| | Did use public transit, just not as much as other transportation modes | 14<br>7.7% | 2<br>4.8% | 12<br>8.7% |
| | Don't like public transit schedule | 16<br>8.9% | 5<br>11.3% | 11<br>8.2% |
| | Need car to drop off or pick up children or others | 10<br>5.4% | 1<br>1.2% | 9<br>6.7% |
| | Need car to run errands during the day | 6<br>3.1% | 2<br>4.8% | 4<br>2.6% |
| | Prefer flexibility or convenience of driving | 23<br>12.6% | 4<br>8.5% | 19<br>13.9% |
| | Public transit costs too much | 7<br>3.7% | 2<br>4.6% | 5<br>3.4% |
| | Public transit doesn't go to my destination | 36<br>19.9% | 7<br>16.5% | 29<br>21.0% |
| | Public transit isn't as comfortable | 10<br>5.4% | 6<br>14.4% | 3<br>2.5% |
| | Public transit isn't as fast or efficient | 11<br>6.0% | 4<br>9.3% | 7<br>5.0% |
| | Public transit isn't as reliable or dependable | 4<br>2.4% | 1<br>1.2% | 4<br>2.8% |
| | Public transit is not convenient | 9<br>5.2% | 0<br>.0% | 9<br>6.8% |
| | No need to use it | 8<br>4.5% | 1<br>1.3% | 7<br>5.4% |
| | Work from home/Mostly stay at home | 6<br>3.3% | 1<br>1.4% | 5<br>3.9% |
| | Public transit stops are not located close by | 5<br>2.9% | 0<br>.0% | 5<br>3.8% |
| | Other | 11<br>6.2% | 6<br>13.7% | 5<br>3.8% |
| | DK/NA | 10<br>5.5% | 3<br>7.0% | 7<br>5.0% |



**Comparisons of Column Proportions[b,c]**

| | | Awareness of LAVTA-BRT Service | |
|---|---|---|---|
| | | Aware | Unaware |
| | | (A) | (B) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | | |
| | Don't like public transit schedule | | |
| | Need car to drop off or pick up children or others | | |
| | Need car to run errands during the day | | |
| | Prefer flexibility or convenience of driving | | |
| | Public transit costs too much | | |
| | Public transit doesn't go to my destination | | |
| | Public transit isn't as comfortable | B | |
| | Public transit isn't as fast or efficient | | |
| | Public transit isn't as reliable or dependable | | |
| | Public transit is not convenient | a. | |
| | No need to use it | | |
| | Work from home/Mostly stay at home | | |
| | Public transit stops are not located close by | a. | |
| | Other | B | |
| | DK/NA | | |

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c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Likelihood of Using the Rapid | | |
|---|---|---|---|---|
| | | Total | Yes | No |
| 6. Why have you not considered using public transit? | Total | 179 | 102 | 77 |
| | Did use public transit, just not as much as other transportation modes | 14<br>7.8% | 11<br>10.4% | 3<br>4.3% |
| | Don't like public transit schedule | 17<br>9.4% | 11<br>10.6% | 6<br>7.8% |
| | Need car to drop off or pick up children or others | 10<br>5.4% | 7<br>6.6% | 3<br>3.9% |
| | Need car to run errands during the day | 6<br>3.1% | 3<br>2.5% | 3<br>4.0% |
| | Prefer flexibility or convenience of driving | 23<br>12.6% | 9<br>8.7% | 14<br>17.8% |
| | Public transit costs too much | 7<br>3.7% | 4<br>4.0% | 3<br>3.3% |
| | Public transit doesn't go to my destination | 34<br>18.9% | 17<br>16.2% | 17<br>22.4% |
| | Public transit isn't as comfortable | 10<br>5.4% | 6<br>6.1% | 3<br>4.5% |
| | Public transit isn't as fast or efficient | 11<br>6.1% | 8<br>7.7% | 3<br>3.9% |
| | Public transit isn't as reliable or dependable | 4<br>2.4% | 3<br>3.2% | 1<br>1.3% |
| | Public transit is not convenient | 9<br>5.2% | 5<br>4.9% | 4<br>5.7% |
| | No need to use it | 8<br>4.5% | 2<br>1.6% | 6<br>8.2% |
| | Work from home/Mostly stay at home | 6<br>3.3% | 3<br>3.0% | 3<br>3.7% |
| | Public transit stops are not located close by | 5<br>2.9% | 5<br>4.7% | 0<br>.5% |
| | Other | 11<br>6.2% | 5<br>5.2% | 6<br>7.5% |
| | DK/NA | 11<br>5.9% | 6<br>6.3% | 4<br>5.4% |



**Comparisons of Column Proportions[a,b]**

| | | Likelihood of Using the Rapid | |
|---|---|---|---|
| | | Yes | No |
| | | (A) | (B) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | | |
| | Don't like public transit schedule | | |
| | Need car to drop off or pick up children or others | | |
| | Need car to run errands during the day | | |
| | Prefer flexibility or convenience of driving | | |
| | Public transit costs too much | | |
| | Public transit doesn't go to my destination | | |
| | Public transit isn't as comfortable | | |
| | Public transit isn't as fast or efficient | | |
| | Public transit isn't as reliable or dependable | | |
| | Public transit is not convenient | | |
| | No need to use it | | A |
| | Work from home/Mostly stay at home | | |
| | Public transit stops are not located close by | | |
| | Other | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

b. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 400 | 196 | 203 |
| | Yes | 92<br>23.0% | 55<br>27.8% | 37<br>18.3% |
| | No | 306<br>76.7% | 141<br>71.8% | 165<br>81.3% |
| | DK/NA | 1<br>.3% | 1<br>.3% | 1<br>.4% |

**Comparisons of Column Proportions[a,b]**

| | | Gender | |
|---|---|---|---|
| | | Male | Female |
| | | (A) | (B) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | B | |
| | No | | A |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Age | | | | |
|---|---|---|---|---|---|---|
| | | Total | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 394 | 35 | 81 | 115 | 80 |
| | Yes | 91<br>23.2% | 11<br>31.0% | 23<br>28.6% | 19<br>16.2% | 14<br>17.2% |
| | No | 302<br>76.6% | 24<br>69.0% | 58<br>71.4% | 96<br>83.8% | 65<br>81.9% |
| | DK/NA | 1<br>.2% | 0<br>.0% | 0<br>.0% | 0<br>.0% | 1<br>.9% |



| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 44 | 39 |
| | Yes | 10<br>22.1% | 15<br>39.0% |
| | No | 35<br>77.9% | 24<br>61.0% |
| | DK/NA | 0<br>.0% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Age | | | | | |
|---|---|---|---|---|---|---|---|
| | | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and older |
| | | (A) | (B) | (C) | (D) | (E) | (F) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | | | | | | C |
| | No | | | F | | | |
| | DK/NA | a<br>. | a<br>. | a<br>. | | a<br>. | a<br>. |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Ethnicity | | | | |
|---|---|---|---|---|---|---|
| | | Total | White | Hispanic | Asian | Other |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 390 | 294 | 44 | 33 | 21 |
| | Yes | 89<br>22.7% | 70<br>23.7% | 10<br>22.3% | 6<br>18.1% | 3<br>16.4% |
| | No | 301<br>77.1% | 223<br>76.0% | 34<br>77.7% | 27<br>81.9% | 17<br>83.6% |
| | DK/NA | 1<br>.2% | 1<br>.2% | 0<br>.0% | 0<br>.0% | 0<br>.0% |

### Comparisons of Column Proportions[b,c]

| | | Ethnicity | | | |
|---|---|---|---|---|---|
| | | White | Hispanic | Asian | Other |
| | | (A) | (B) | (C) | (D) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | | | | |
| | No | | | | |
| | DK/NA | | [a] . | [a] . | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Employment Status | | | |
|---|---|---|---|---|---|
| | | Total | Work for an employer | Self-employed | Non-working |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 391 | 238 | 41 | 112 |
| | Yes | 90<br>23.1% | 51<br>21.4% | 10<br>24.9% | 29<br>26.1% |
| | No | 300<br>76.7% | 187<br>78.3% | 31<br>75.1% | 83<br>73.9% |
| | DK/NA | 1<br>.2% | 1<br>.3% | 0<br>.0% | 0<br>.0% |

### Comparisons of Column Proportions[b,c]

| | | Employment Status | | |
|---|---|---|---|---|
| | | Work for an employer | Self-employed | Non-working |
| | | (A) | (B) | (C) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | | | |
| | No | | | |
| | DK/NA | | [a] . | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column*



| | | Working Hours | | | |
|---|---|---|---|---|---|
| | | Total | Morning | Business day | Evening/Late night |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 266 | 58 | 182 | 26 |
| | Yes | 61<br>23.0% | 17<br>29.6% | 39<br>21.4% | 5<br>19.3% |
| | No | 205<br>77.0% | 41<br>70.4% | 143<br>78.6% | 21<br>80.7% |
| | DK/NA | | | | |

### Comparisons of Column Proportions[a,b]

| | | Working Hours | | |
|---|---|---|---|---|
| | | Morning | Business day | Evening/ Late night |
| | | (A) | (B) | (C) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | | | |
| | No | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Work Location | | |
|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 248 | 168 | 80 |
| | Yes | 52<br>21.1% | 34<br>20.4% | 18<br>22.7% |
| | No | 195<br>78.6% | 133<br>79.2% | 62<br>77.3% |
| | DK/NA | 1<br>.3% | 1<br>.4% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Work Location | |
|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley |
| | | (A) | (B) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | | |
| | No | | |
| | DK/NA | | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 112 | 61 | 22 | 29 |
| | Yes | 27<br>24.3% | 16<br>25.8% | 6<br>27.8% | 6<br>18.7% |
| | No | 85<br>75.7% | 45<br>74.2% | 16<br>72.2% | 24<br>81.3% |
| | DK/NA | | | | |

**Comparisons of Column Proportions[a,b]**

| | | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley | Both |
| | | (A) | (B) | (C) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | | | |
| | No | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column*



| | | Automobiles in the Household | | | |
|---|---|---|---|---|---|
| | | Total | One | Two | Three or more |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 386 | 73 | 191 | 123 |
| | Yes | 87<br>22.4% | 13<br>17.9% | 42<br>22.1% | 31<br>25.7% |
| | No | 298<br>77.2% | 59<br>81.2% | 148<br>77.5% | 91<br>74.3% |
| | DK/NA | 1<br>.4% | 1<br>.9% | 1<br>.4% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Automobiles in the Household | | |
|---|---|---|---|---|
| | | One | Two | Three or more |
| | | (A) | (B) | (C) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | | | |
| | No | | | |
| | DK/NA | | | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Level of Education | | | | |
|---|---|---|---|---|---|---|
| | | Total | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 394 | 75 | 87 | 152 | 80 |
| | Yes | 90<br>22.8% | 17<br>22.6% | 24<br>27.8% | 37<br>24.4% | 12<br>14.6% |
| | No | 303<br>77.0% | 58<br>77.4% | 63<br>72.2% | 114<br>75.1% | 68<br>85.4% |
| | DK/NA | 1<br>.2% | 0<br>.0% | 0<br>.0% | 1<br>.5% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Level of Education | | | |
|---|---|---|---|---|---|
| | | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | | (A) | (B) | (C) | (D) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | | | | |
| | No | | | | |
| | DK/NA | [a] . | [a] . | | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Annual Household Income | | | |
|---|---|---|---|---|---|
| | | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 400 | 62 | 131 | 69 |
| | Yes | 92<br>23.0% | 22<br>36.1% | 28<br>21.0% | 18<br>26.6% |
| | No | 306<br>76.7% | 39<br>63.9% | 104<br>79.0% | 50<br>73.4% |
| | DK/NA | 1<br>.3% | 0<br>.0% | 0<br>.0% | 0<br>.0% |



| | | Annual Household | |
|---|---|---|---|
| | | $150,000 or more | DK/NA |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 75 | 63 |
| | Yes | 9<br>12.0% | 15<br>23.4% |
| | No | 65<br>87.1% | 48<br>75.6% |
| | DK/NA | 1<br>1.0% | 1<br>1.1% |

**Comparisons of Column Proportions[b,c]**

| | | Annual Household Income | | | | |
|---|---|---|---|---|---|---|
| | | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | | (A) | (B) | (C) | (D) | (E) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | D | | | | |
| | No | | | | A | |
| | DK/NA | [a] . | [a] . | [a] . | | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Use of Public Transit | | |
|---|---|---|---|---|
| | | Total | Public Transit Users | Public Transit Non-Users |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 392 | 73 | 318 |
| | Yes | 88<br>22.6% | 19<br>25.8% | 69<br>21.8% |
| | No | 302<br>77.1% | 54<br>74.2% | 248<br>77.7% |
| | DK/NA | 1<br>.4% | 0<br>.0% | 1<br>.4% |

**Comparisons of Column Proportions[b,c]**

| | | Use of Public Transit | |
|---|---|---|---|
| | | Public Transit Users | Public Transit Non-Users |
| | | (A) | (B) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | | |
| | No | | |
| | DK/NA | [a] . | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Reasons for Public Transit Non-Use | | |
|---|---|---|---|---|
| | | Total | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 294 | 183 | 111 |
| | Yes | 59<br>20.0% | 40<br>21.7% | 19<br>17.1% |
| | No | 235<br>79.8% | 142<br>77.9% | 92<br>82.9% |
| | DK/NA | 1<br>.2% | 1<br>.4% | 0<br>.0% |



**Comparisons of Column Proportions[b,c]**

| | | Reasons for Public Transit Non-Use | |
|---|---|---|---|
| | | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| | | (A) | (B) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | | |
| | No | | |
| | DK/NA | | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|---|
| | | Total | Aware | Unaware |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 398 | 92 | 306 |
| | Yes | 92<br>23.1% | 92<br>100.0% | 0<br>.0% |
| | No | 306<br>76.9% | 0<br>.0% | 306<br>100.0% |
| | DK/NA | | | |

**Comparisons of Column Proportions[b,c]**

| | | Awareness of LAVTA-BRT Service | |
|---|---|---|---|
| | | Aware (A) | Unaware (B) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | [a] . | [a] . |
| | No | [a] . | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 92 | 55 | 37 |
| | Very favorable | 45<br>48.5% | 23<br>42.7% | 21<br>57.0% |
| | Somewhat favorable | 26<br>28.1% | 15<br>27.5% | 11<br>28.9% |
| | Neither favorable nor unfavorable | 6<br>6.6% | 3<br>6.2% | 3<br>7.2% |
| | Somewhat unfavorable | 2<br>2.3% | 1<br>1.0% | 2<br>4.2% |
| | Very unfavorable | 9<br>10.1% | 8<br>15.2% | 1<br>2.7% |
| | DK/NA | 4<br>4.4% | 4<br>7.4% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Gender | |
|---|---|---|---|
| | | Male (A) | Female (B) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | |
| | Somewhat favorable | | |
| | Neither favorable nor unfavorable | | |
| | Somewhat unfavorable | | |
| | Very unfavorable | | |
| | DK/NA | | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Age | | | | |
|---|---|---|---|---|---|---|
| | | Total | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 91 | 11 | 23 | 19 | 14 |
| | Very favorable | 45<br>48.7% | 4<br>32.2% | 17<br>73.1% | 12<br>64.8% | 7<br>51.1% |
| | Somewhat favorable | 25<br>27.7% | 3<br>25.5% | 4<br>18.1% | 7<br>35.2% | 2<br>12.0% |
| | Neither favorable nor unfavorable | 6<br>6.6% | 0<br>.0% | 0<br>.0% | 0<br>.0% | 1<br>5.3% |
| | Somewhat unfavorable | 2<br>2.3% | 0<br>.0% | 0<br>.0% | 0<br>.0% | 1<br>7.6% |
| | Very unfavorable | 9<br>10.2% | 5<br>42.2% | 0<br>.0% | 0<br>.0% | 2<br>16.4% |
| | DK/NA | 4<br>4.5% | 0<br>.0% | 2<br>8.8% | 0<br>.0% | 1<br>7.6% |

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 10 | 15 |
| | Very favorable | 4<br>40.7% | 1<br>6.2% |
| | Somewhat favorable | 2<br>19.3% | 8<br>54.6% |
| | Neither favorable nor unfavorable | 2<br>18.1% | 4<br>23.6% |
| | Somewhat unfavorable | 1<br>10.7% | 0<br>.0% |
| | Very unfavorable | 1<br>5.3% | 2<br>12.9% |
| | DK/NA | 1<br>5.9% | 0<br>2.7% |

**Comparisons of Column Proportions[b,c]**

| | | Age | | | |
|---|---|---|---|---|---|
| | | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| | | (A) | (B) | (C) | (D) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | F | F | |
| | Somewhat favorable | | | | |
| | Neither favorable nor unfavorable | a<br>. | a<br>. | a<br>. | |
| | Somewhat unfavorable | a<br>. | a<br>. | a<br>. | |
| | Very unfavorable | | a<br>. | a<br>. | |
| | DK/NA | a<br>. | | a<br>. | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

**Comparisons of Column Proportions[b,c]**

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| | | (E) | (F) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | |
| | Somewhat favorable | | |
| | Neither favorable nor unfavorable | | |
| | Somewhat unfavorable | | a<br>. |
| | Very unfavorable | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Ethnicity | | | | |
|---|---|---|---|---|---|---|
| | | Total | White | Hispanic | Asian | Other |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 89 | 70 | 10 | 6 | 3 |
| | Very favorable | 42<br>47.8% | 30<br>43.6% | 7<br>71.4% | 2<br>37.7% | 3<br>82.9% |
| | Somewhat favorable | 25<br>28.5% | 22<br>31.1% | 3<br>28.6% | 1<br>13.9% | 0<br>.0% |
| | Neither favorable nor unfavorable | 6<br>6.8% | 5<br>7.5% | 0<br>.0% | 1<br>14.1% | 0<br>.0% |
| | Somewhat unfavorable | 2<br>2.4% | 2<br>3.0% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | Very unfavorable | 9<br>9.9% | 7<br>9.7% | 0<br>.0% | 2<br>34.3% | 0<br>.0% |
| | DK/NA | 4<br>4.6% | 3<br>5.0% | 0<br>.0% | 0<br>.0% | 1<br>17.1% |

**Comparisons of Column Proportions[b,c]**

| | | Ethnicity | | | |
|---|---|---|---|---|---|
| | | White | Hispanic | Asian | Other |
| | | (A) | (B) | (C) | (D) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | | | |
| | Somewhat favorable | | | | a<br>. |
| | Neither favorable nor unfavorable | | a<br>. | | a<br>. |
| | Somewhat unfavorable | | a<br>. | a<br>. | a<br>. |
| | Very unfavorable | | a<br>. | | a<br>. |
| | DK/NA | | a<br>. | a<br>. | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Employment Status | | | |
|---|---|---|---|---|---|
| | | Total | Work for an employer | Self-employed | Non-working |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 90 | 51 | 10 | 29 |
| | Very favorable | 43<br>47.7% | 27<br>53.0% | 5<br>51.4% | 11<br>37.1% |
| | Somewhat favorable | 26<br>28.5% | 16<br>31.1% | 2<br>18.8% | 8<br>27.4% |
| | Neither favorable nor unfavorable | 6<br>6.7% | 1<br>2.3% | 1<br>5.1% | 4<br>15.0% |
| | Somewhat unfavorable | 2<br>2.3% | 1<br>1.0% | 0<br>.0% | 2<br>5.3% |
| | Very unfavorable | 9<br>10.3% | 5<br>10.6% | 0<br>4.8% | 3<br>11.8% |
| | DK/NA | 4<br>4.5% | 1<br>2.0% | 2<br>19.9% | 1<br>3.4% |

**Comparisons of Column Proportions[b,c]**

| | | Employment Status | | |
|---|---|---|---|---|
| | | Work for an employer | Self-employed | Non-working |
| | | (A) | (B) | (C) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | | |
| | Somewhat favorable | | | |
| | Neither favorable nor unfavorable | | | |
| | Somewhat unfavorable | | [a] . | |
| | Very unfavorable | | | |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Working Hours | | | |
|---|---|---|---|---|---|
| | | Total | Morning | Business day | Evening/Late night |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 61 | 17 | 39 | 5 |
| | Very favorable | 32<br>52.7% | 10<br>57.0% | 19<br>47.9% | 4<br>75.4% |
| | Somewhat favorable | 18<br>29.1% | 4<br>23.8% | 14<br>35.2% | 0<br>.0% |
| | Neither favorable nor unfavorable | 2<br>2.7% | 1<br>4.3% | 0<br>1.1% | 1<br>10.3% |
| | Somewhat unfavorable | 1<br>.9% | 0<br>.0% | 1<br>1.3% | 0<br>.0% |
| | Very unfavorable | 6<br>9.6% | 2<br>8.9% | 4<br>9.3% | 1<br>14.3% |
| | DK/NA | 3<br>5.0% | 1<br>6.1% | 2<br>5.2% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Working Hours | | |
|---|---|---|---|---|
| | | Morning | Business day | Evening/ Late night |
| | | (A) | (B) | (C) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | | |
| | Somewhat favorable | | | [a] . |
| | Neither favorable nor unfavorable | | | |
| | Somewhat unfavorable | [a] . | | [a] . |
| | Very unfavorable | | | |
| | DK/NA | | | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Work Location | | |
|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 52 | 34 | 18 |
| | Very favorable | 28<br>53.7% | 21<br>60.0% | 8<br>41.8% |
| | Somewhat favorable | 15<br>28.4% | 9<br>25.9% | 6<br>33.1% |
| | Neither favorable nor unfavorable | 2<br>3.2% | 1<br>3.7% | 0<br>2.3% |
| | Somewhat unfavorable | 1<br>1.0% | 1<br>1.5% | 0<br>.0% |
| | Very unfavorable | 5<br>9.8% | 1<br>2.9% | 4<br>22.8% |
| | DK/NA | 2<br>3.9% | 2<br>6.0% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Work Location | |
|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley |
| | | (A) | (B) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | |
| | Somewhat favorable | | |
| | Neither favorable nor unfavorable | | |
| | Somewhat unfavorable | | [a]. |
| | Very unfavorable | | A |
| | DK/NA | | [a]. |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 27 | 16 | 6 | 6 |
| | Very favorable | 12<br>45.0% | 7<br>46.7% | 4<br>73.0% | 1<br>9.5% |
| | Somewhat favorable | 5<br>16.9% | 3<br>18.3% | 1<br>10.1% | 1<br>20.5% |
| | Neither favorable nor unfavorable | 4<br>16.1% | 3<br>16.1% | 1<br>10.1% | 1<br>22.5% |
| | Somewhat unfavorable | 2<br>5.7% | 1<br>6.6% | 0<br>.0% | 1<br>9.5% |
| | Very unfavorable | 3<br>12.7% | 2<br>12.3% | 0<br>.0% | 2<br>27.5% |
| | DK/NA | 1<br>3.6% | 0<br>.0% | 0<br>6.8% | 1<br>10.5% |

**Comparisons of Column Proportions[b,c]**

| | | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley | Both |
| | | (A) | (B) | (C) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | | |
| | Somewhat favorable | | | |
| | Neither favorable nor unfavorable | | | |
| | Somewhat unfavorable | | [a]. | |
| | Very unfavorable | | [a]. | |
| | DK/NA | [a]. | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Automobiles in the Household | | | |
|---|---|---|---|---|---|
| | | Total | One | Two | Three or more |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 87 | 13 | 42 | 31 |
| | Very favorable | 40<br>46.0% | 6<br>43.0% | 15<br>35.6% | 19<br>61.3% |
| | Somewhat favorable | 26<br>29.8% | 4<br>32.5% | 15<br>36.3% | 6<br>20.0% |
| | Neither favorable nor unfavorable | 5<br>6.3% | 1<br>9.6% | 3<br>6.0% | 2<br>5.3% |
| | Somewhat unfavorable | 2<br>2.4% | 0<br>.0% | 1<br>1.2% | 2<br>5.0% |
| | Very unfavorable | 9<br>10.8% | 2<br>14.9% | 5<br>12.2% | 2<br>7.2% |
| | DK/NA | 4<br>4.7% | 0<br>.0% | 4<br>8.7% | 0<br>1.3% |

**Comparisons of Column Proportions[b,c]**

| | | Automobiles in the Household | | |
|---|---|---|---|---|
| | | One | Two | Three or more |
| | | (A) | (B) | (C) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | | |
| | Somewhat favorable | | | |
| | Neither favorable nor unfavorable | | | |
| | Somewhat unfavorable | [a] . | | |
| | Very unfavorable | | | |
| | DK/NA | [a] . | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Level of Education | | | | |
|---|---|---|---|---|---|---|
| | | Total | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 90 | 17 | 24 | 37 | 12 |
| | Very favorable | 44<br>48.6% | 7<br>38.6% | 13<br>53.3% | 18<br>47.3% | 7<br>57.2% |
| | Somewhat favorable | 25<br>27.5% | 5<br>28.6% | 5<br>21.2% | 12<br>31.5% | 3<br>26.1% |
| | Neither favorable nor unfavorable | 6<br>6.7% | 1<br>8.5% | 2<br>6.4% | 3<br>7.2% | 0<br>3.5% |
| | Somewhat unfavorable | 2<br>2.3% | 0<br>.0% | 1<br>4.3% | 1<br>2.8% | 0<br>.0% |
| | Very unfavorable | 9<br>10.4% | 4<br>24.3% | 3<br>13.1% | 0<br>1.3% | 2<br>13.2% |
| | DK/NA | 4<br>4.5% | 0<br>.0% | 0<br>1.7% | 4<br>9.9% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Level of Education | | | |
|---|---|---|---|---|---|
| | | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | | (A) | (B) | (C) | (D) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | | | |
| | Somewhat favorable | | | | |
| | Neither favorable nor unfavorable | | | | |
| | Somewhat unfavorable | [a] . | | | [a] . |
| | Very unfavorable | C | | | |
| | DK/NA | [a] . | | | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Annual Household Income | | | |
|---|---|---|---|---|---|
| | | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 92 | 22 | 28 | 18 |
| | Very favorable | 45<br>48.5% | 18<br>79.6% | 13<br>48.7% | 7<br>40.4% |
| | Somewhat favorable | 26<br>28.1% | 4<br>15.8% | 5<br>19.6% | 7<br>35.9% |
| | Neither favorable nor unfavorable | 6<br>6.6% | 1<br>2.7% | 4<br>13.7% | 2<br>9.2% |
| | Somewhat unfavorable | 2<br>2.3% | 0<br>.0% | 0<br>.0% | 2<br>8.5% |
| | Very unfavorable | 9<br>10.1% | 0<br>.0% | 3<br>10.6% | 1<br>2.8% |
| | DK/NA | 4<br>4.4% | 0<br>1.8% | 2<br>7.4% | 1<br>3.2% |



| | | Annual Household | |
|---|---|---|---|
| | | $150,000 or more | DK/NA |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 9 | 15 |
| | Very favorable | 4<br>45.0% | 2<br>13.4% |
| | Somewhat favorable | 3<br>37.6% | 7<br>46.9% |
| | Neither favorable nor unfavorable | 0<br>.0% | 0<br>.0% |
| | Somewhat unfavorable | 1<br>5.9% | 0<br>.0% |
| | Very unfavorable | 0<br>.0% | 6<br>39.7% |
| | DK/NA | 1<br>11.6% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Annual Household Income | | | | |
|---|---|---|---|---|---|---|
| | | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | | (A) | (B) | (C) | (D) | (E) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | E | | | | |
| | Somewhat favorable | | | | | |
| | Neither favorable nor unfavorable | | | | a<br>. | a<br>. |
| | Somewhat unfavorable | a<br>. | a<br>. | | | a<br>. |
| | Very unfavorable | .a | | | .a | C<br>.a |
| | DK/NA | | | | | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

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*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Use of Public Transit | | |
|---|---|---|---|---|
| | | Total | Public Transit Users | Public Transit Non-Users |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 88 | 19 | 69 |
| | Very favorable | 42<br>47.7% | 14<br>73.6% | 28<br>40.7% |
| | Somewhat favorable | 25<br>27.9% | 2<br>10.2% | 23<br>32.7% |
| | Neither favorable nor unfavorable | 6<br>6.9% | 1<br>3.2% | 5<br>7.8% |
| | Somewhat unfavorable | 2<br>2.4% | 0<br>.0% | 2<br>3.0% |
| | Very unfavorable | 9<br>10.5% | 0<br>.0% | 9<br>13.4% |
| | DK/NA | 4<br>4.6% | 2<br>13.0% | 2<br>2.3% |

**Comparisons of Column Proportions[b,c]**

| | | Use of Public Transit | |
|---|---|---|---|
| | | Public Transit Users | Public Transit Non-Users |
| | | (A) | (B) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | B | |
| | Somewhat favorable | | |
| | Neither favorable nor unfavorable | | |
| | Somewhat unfavorable | [a] . | |
| | Very unfavorable | [a] . | |
| | DK/NA | B | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Reasons for Public Transit Non-Use | | |
|---|---|---|---|---|
| | | Total | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 59 | 40 | 19 |
| | Very favorable | 27<br>46.8% | 18<br>45.8% | 9<br>48.9% |
| | Somewhat favorable | 19<br>31.7% | 11<br>28.8% | 7<br>37.7% |
| | Neither favorable nor unfavorable | 2<br>2.8% | 1<br>1.8% | 1<br>4.9% |
| | Somewhat unfavorable | 1<br>.9% | 0<br>.0% | 1<br>2.8% |
| | Very unfavorable | 9<br>15.0% | 8<br>21.0% | 1<br>2.7% |
| | DK/NA | 2<br>2.8% | 1<br>2.6% | 1<br>3.0% |

**Comparisons of Column Proportions[b,c]**

| | | Reasons for Public Transit Non-Use | |
|---|---|---|---|
| | | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| | | (A) | (B) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | |
| | Somewhat favorable | | |
| | Neither favorable nor unfavorable | | |
| | Somewhat unfavorable | [a] . | |
| | Very unfavorable | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Likelihood of Using the Rapid | | |
|---|---|---|---|---|
| | | Total | Yes | No |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 91 | 63 | 28 |
| | Very favorable | 44<br>48.1% | 38<br>60.3% | 6<br>21.0% |
| | Somewhat favorable | 26<br>28.3% | 16<br>24.7% | 10<br>36.2% |
| | Neither favorable nor unfavorable | 6<br>6.6% | 2<br>3.1% | 4<br>14.5% |
| | Somewhat unfavorable | 2<br>2.3% | 2<br>2.5% | 1<br>1.9% |
| | Very unfavorable | 9<br>10.2% | 3<br>5.5% | 6<br>20.7% |
| | DK/NA | 4<br>4.5% | 2<br>3.9% | 2<br>5.7% |

**Comparisons of Column Proportions[a,b]**

| | | Likelihood of Using the Rapid | |
|---|---|---|---|
| | | Yes | No |
| | | (A) | (B) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | B | |
| | Somewhat favorable | | |
| | Neither favorable nor unfavorable | | A |
| | Somewhat unfavorable | | |
| | Very unfavorable | | A |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | Gender | | |
|---|---|---|---|
| | Total | Male | Female |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.09 | 1.02 | 1.16 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .78 | .73 | .83 |
| 10C. You can use your laptop while on the bus | .76 | .76 | .76 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.03 | .92 | 1.14 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .93 | .88 | .97 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.09 | 1.04 | 1.14 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.03 | .93 | 1.13 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.09 | .96 | 1.21 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.02 | .94 | 1.10 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .91 | .85 | .97 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .70 | .64 | .75 |
| 10L. You can bring your commuter mug onto the bus | .70 | .68 | .71 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .68 | .62 | .75 |

| | Gender | | |
|---|---|---|---|
| | Total | Male | Female |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.02 | .94 | 1.10 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.06 | .95 | 1.16 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .75 | .67 | .83 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.10 | 1.08 | 1.13 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .90 | .85 | .96 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .75 | .69 | .81 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.09 | 1.07 | 1.10 |
| 10U. The Rapid offers one of the safest ways to travel | .77 | .71 | .82 |
| 10V. There is free parking near the Rapid bus stops | 1.12 | 1.08 | 1.16 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .93 | .79 | 1.07 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .59 | .56 | .62 |
| 10Y. The Rapid bus stops are nice and comfortable | .90 | .85 | .96 |



**Comparisons of Column Means[a,b]**

| | Gender | |
|---|---|---|
| | Male | Female |
| | (A) | (B) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | |
| 10C. You can use your laptop while on the bus | | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | A |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | A |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | | A |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | | |
| 10L. You can bring your commuter mug onto the bus | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

**Comparisons of Column Means[a,b]**

| | Gender | |
|---|---|---|
| | Male | Female |
| | (A) | (B) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | A |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | |
| 10U. The Rapid offers one of the safest ways to travel | | |
| 10V. There is free parking near the Rapid bus stops | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | A |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | | |
| 10Y. The Rapid bus stops are nice and comfortable | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

a. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*



**Comparisons of Column Means[a,b]**

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

b. *Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*

| | Age | | | |
|---|---|---|---|---|
| | Total | 18 to 24 | 25 to 34 | 35 to 44 |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.09 | 1.14 | 1.14 | 1.09 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .78 | .99 | 1.00 | .73 |
| 10C. You can use your laptop while on the bus | .76 | .66 | .96 | .86 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.03 | 1.07 | 1.05 | 1.10 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .93 | .88 | 1.02 | .96 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.09 | 1.13 | 1.16 | 1.12 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.03 | 1.12 | 1.12 | 1.05 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.09 | 1.05 | 1.21 | 1.09 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.02 | 1.16 | 1.16 | .93 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .91 | .76 | .93 | .96 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .70 | .82 | .84 | .60 |
| 10L. You can bring your commuter mug onto the bus | .70 | .71 | .82 | .77 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .68 | .69 | .68 | .62 |



| | Age | | | |
|---|---|---|---|---|
| | Total | 18 to 24 | 25 to 34 | 35 to 44 |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.02 | .85 | 1.03 | 1.07 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.06 | .94 | 1.11 | 1.15 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .75 | .78 | .86 | .76 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.10 | 1.12 | 1.18 | 1.07 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .90 | .94 | 1.06 | 1.03 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .74 | .63 | .90 | .83 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.09 | 1.11 | 1.06 | 1.18 |
| 10U. The Rapid offers one of the safest ways to travel | .76 | .48 | .93 | .77 |
| 10V. There is free parking near the Rapid bus stops | 1.12 | 1.23 | 1.14 | 1.13 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .94 | .77 | 1.03 | 1.06 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .60 | .73 | .59 | .59 |
| 10Y. The Rapid bus stops are nice and comfortable | .90 | .94 | 1.06 | 1.03 |

| | Age | | |
|---|---|---|---|
| | 45 to 54 | 55 to 64 | 65 and |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.10 | 1.02 | 1.01 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .74 | .67 | .43 |
| 10C. You can use your laptop while on the bus | .72 | .61 | .33 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.06 | .91 | .83 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .89 | .92 | .77 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.03 | .99 | 1.06 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | .98 | .98 | .81 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.09 | .97 | .96 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.04 | .91 | .96 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .88 | .93 | .93 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .66 | .76 | .54 |
| 10L. You can bring your commuter mug onto the bus | .56 | .74 | .49 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .69 | .82 | .73 |



| | Age | | |
|---|---|---|---|
| | 45 to 54 | 55 to 64 | 65 and |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | .99 | .97 | 1.14 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.02 | 1.01 | .92 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .64 | .76 | .69 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.16 | 1.07 | .90 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .87 | .74 | .32 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .73 | .68 | .34 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.11 | 1.04 | .85 |
| 10U. The Rapid offers one of the safest ways to travel | .74 | .76 | .67 |
| 10V. There is free parking near the Rapid bus stops | 1.11 | 1.16 | .92 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .81 | .91 | .80 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .54 | .65 | .60 |
| 10Y. The Rapid bus stops are nice and comfortable | .87 | .74 | .32 |

**Comparisons of Column Means[a,b]**

| | Age | | | | | |
|---|---|---|---|---|---|---|
| | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and older |
| | (A) | (B) | (C) | (D) | (E) | (F) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | | | | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | F | | | | |
| 10C. You can use your laptop while on the bus | | F | F | | | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | | | | | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | | | | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | | | | | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | | | | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | | | | | | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | | | | | | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | | | | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | | | | | | |
| 10L. You can bring your commuter mug onto the bus | | | | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

| | Age | | | | | |
|---|---|---|---|---|---|---|
| | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and older |
| | (A) | (B) | (C) | (D) | (E) | (F) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | | | | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | | | | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | | | | | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | | | | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | | | | | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | F | F | F | F | | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | F | F | | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | | | | | |
| 10U. The Rapid offers one of the safest ways to travel | | | | | | |
| 10V. There is free parking near the Rapid bus stops | | | | | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | | | | | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | | | | | | |
| 10Y. The Rapid bus stops are nice and comfortable | F | F | F | F | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

## Comparisons of Column Means[a,b]

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*



| | Ethnicity | | | | |
|---|---|---|---|---|---|
| | Total | White | Hispanic | Asian | Other |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.10 | 1.04 | 1.37 | 1.21 | 1.26 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .78 | .72 | 1.20 | .79 | .70 |
| 10C. You can use your laptop while on the bus | .76 | .65 | 1.22 | 1.02 | 1.01 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.04 | 1.02 | 1.13 | 1.06 | 1.12 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .94 | .87 | 1.05 | 1.14 | 1.29 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.10 | 1.08 | 1.23 | 1.10 | 1.19 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.04 | .98 | 1.34 | 1.13 | 1.12 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.09 | 1.04 | 1.32 | 1.16 | 1.24 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.03 | .96 | 1.39 | .98 | 1.24 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .92 | .83 | 1.09 | 1.18 | 1.42 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .70 | .63 | 1.20 | .61 | .73 |
| 10L. You can bring your commuter mug onto the bus | .70 | .60 | 1.08 | 1.13 | .67 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .68 | .64 | .90 | .62 | .92 |

| | Ethnicity | | | | |
|---|---|---|---|---|---|
| | Total | White | Hispanic | Asian | Other |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.03 | .97 | 1.21 | 1.23 | 1.13 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.06 | .98 | 1.15 | 1.48 | 1.45 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .75 | .70 | .87 | .96 | .87 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.11 | 1.05 | 1.36 | 1.13 | 1.42 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .91 | .79 | 1.21 | 1.39 | 1.20 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .75 | .64 | 1.04 | 1.18 | 1.08 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.10 | 1.08 | 1.16 | 1.01 | 1.38 |
| 10U. The Rapid offers one of the safest ways to travel | .76 | .70 | .94 | .88 | 1.16 |
| 10V. There is free parking near the Rapid bus stops | 1.13 | 1.02 | 1.49 | 1.33 | 1.57 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .94 | .86 | 1.16 | 1.22 | 1.11 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .60 | .55 | .84 | .59 | .76 |
| 10Y. The Rapid bus stops are nice and comfortable | .91 | .79 | 1.21 | 1.39 | 1.20 |



**Comparisons of Column Means[a,b]**

| | Ethnicity | | | |
|---|---|---|---|---|
| | White | Hispanic | Asian | Other |
| | (A) | (B) | (C) | (D) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | A | | |
| 10C. You can use your laptop while on the bus | | A | | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | | | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | | | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | | | | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | | A | | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | | | A |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | | A C | | |
| 10L. You can bring your commuter mug onto the bus | | A | A | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

**Comparisons of Column Means[a,b]**

| | Ethnicity | | | |
|---|---|---|---|---|
| | White (A) | Hispanic (B) | Asian (C) | Other (D) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | | A | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | | | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | | A | A | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | A | A | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | | | |
| 10U. The Rapid offers one of the safest ways to travel | | | | |
| 10V. There is free parking near the Rapid bus stops | | A | | A |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | | | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | | | | |
| 10Y. The Rapid bus stops are nice and comfortable | | A | A | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*



**Comparisons of Column Means[a,b]**

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

*b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*

| | Employment Status | | | |
|---|---|---|---|---|
| | Total | Work for an | Self-employed | Non-working |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.09 | 1.13 | .91 | 1.06 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .78 | .81 | .67 | .74 |
| 10C. You can use your laptop while on the bus | .76 | .86 | .53 | .62 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.02 | 1.09 | .92 | .93 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .93 | .96 | .69 | .94 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.09 | 1.15 | .99 | .99 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.02 | 1.10 | .76 | .96 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.08 | 1.12 | .95 | 1.05 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.01 | .99 | 1.01 | 1.06 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .90 | .93 | .69 | .93 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .69 | .68 | .63 | .74 |
| 10L. You can bring your commuter mug onto the bus | .70 | .70 | .61 | .71 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .67 | .67 | .62 | .69 |



| | Employment Status | | | |
|---|---|---|---|---|
| | Total | Work for an | Self-employed | Non-working |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.01 | 1.02 | .80 | 1.07 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.05 | 1.09 | .83 | 1.04 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .75 | .68 | .91 | .86 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.10 | 1.14 | 1.09 | 1.02 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .90 | 1.01 | .65 | .75 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .74 | .84 | .50 | .64 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.09 | 1.10 | .92 | 1.11 |
| 10U. The Rapid offers one of the safest ways to travel | .76 | .79 | .58 | .74 |
| 10V. There is free parking near the Rapid bus stops | 1.12 | 1.16 | 1.16 | 1.02 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .93 | .96 | .83 | .89 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .59 | .59 | .37 | .68 |
| 10Y. The Rapid bus stops are nice and comfortable | .90 | 1.01 | .65 | .75 |

**Comparisons of Column Means[a,b]**

| | Employment Status | | |
|---|---|---|---|
| | Work for an employer | Self-employed | Non-working |
| | (A) | (B) | (C) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | | |
| 10C. You can use your laptop while on the bus | C | | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | | | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | | | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | | | |
| 10L. You can bring your commuter mug onto the bus | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

| | Employment Status | | |
|---|---|---|---|
| | Work for an employer | Self-employed | Non-working |
| | (A) | (B) | (C) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | B C | | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | | |
| 10U. The Rapid offers one of the safest ways to travel | | | |
| 10V. There is free parking near the Rapid bus stops | | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | | | |
| 10Y. The Rapid bus stops are nice and comfortable | B C | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

### Comparisons of Column Means[a,b]

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*



| | Working Hours | | | |
|---|---|---|---|---|
| | Total | Morning | Business day | Evening/ Late night |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.10 | 1.04 | 1.12 | 1.14 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .79 | .73 | .79 | .91 |
| 10C. You can use your laptop while on the bus | .80 | .81 | .79 | .87 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.06 | 1.05 | 1.04 | 1.23 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .93 | 1.06 | .92 | .74 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.13 | 1.11 | 1.13 | 1.14 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.05 | .98 | 1.07 | 1.07 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.10 | .90 | 1.14 | 1.20 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | .98 | .92 | 1.00 | 1.02 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .89 | .85 | .88 | 1.04 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .67 | .76 | .63 | .75 |
| 10L. You can bring your commuter mug onto the bus | .70 | .69 | .69 | .76 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .67 | .69 | .63 | .92 |

| | Working Hours | | | |
|---|---|---|---|---|
| | Total | Morning | Business day | Evening/ Late night |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | .99 | 1.15 | .89 | 1.37 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.06 | 1.17 | 1.02 | 1.07 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .71 | .68 | .72 | .66 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.13 | .93 | 1.18 | 1.22 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .95 | .86 | .94 | 1.22 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .79 | .84 | .81 | .57 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.06 | .98 | 1.07 | 1.21 |
| 10U. The Rapid offers one of the safest ways to travel | .76 | .72 | .81 | .50 |
| 10V. There is free parking near the Rapid bus stops | 1.14 | 1.01 | 1.19 | 1.12 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .93 | .79 | .94 | 1.15 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .55 | .61 | .50 | .82 |
| 10Y. The Rapid bus stops are nice and comfortable | .95 | .86 | .94 | 1.22 |



**Comparisons of Column Means[a,b]**

| | Working Hours | | |
|---|---|---|---|
| | Morning | Business day | Evening/ Late night |
| | (A) | (B) | (C) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | | |
| 10C. You can use your laptop while on the bus | | | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | | | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | | | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | | | |
| 10L. You can bring your commuter mug onto the bus | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

**Comparisons of Column Means[a,b]**

| | Working Hours | | |
|---|---|---|---|
| | Morning | Business day | Evening/ Late night |
| | (A) | (B) | (C) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | | B |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | | | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | | |
| 10U. The Rapid offers one of the safest ways to travel | | | |
| 10V. There is free parking near the Rapid bus stops | | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | | | |
| 10Y. The Rapid bus stops are nice and comfortable | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

a. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

b. *Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*

| | Work Location | | |
|---|---|---|---|
| | Total | Tri-Valley | Outside of Tri-Valley |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.14 | 1.09 | 1.25 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .79 | .75 | .86 |
| 10C. You can use your laptop while on the bus | .80 | .76 | .88 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.05 | 1.02 | 1.11 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .89 | .82 | 1.05 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.16 | 1.14 | 1.23 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.05 | 1.02 | 1.11 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.10 | 1.11 | 1.08 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | .98 | 1.00 | .92 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .93 | .89 | .99 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .63 | .65 | .59 |
| 10L. You can bring your commuter mug onto the bus | .67 | .64 | .72 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .67 | .66 | .69 |



| | Work Location | | |
|---|---|---|---|
| | Total | Tri-Valley | Outside of Tri-Valley |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | .99 | 1.00 | .98 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.04 | 1.00 | 1.14 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .69 | .68 | .70 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.16 | 1.12 | 1.24 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .97 | .94 | 1.03 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .78 | .75 | .83 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.10 | 1.09 | 1.12 |
| 10U. The Rapid offers one of the safest ways to travel | .77 | .75 | .82 |
| 10V. There is free parking near the Rapid bus stops | 1.17 | 1.16 | 1.21 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .96 | .96 | .96 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .54 | .54 | .52 |
| 10Y. The Rapid bus stops are nice and comfortable | .97 | .94 | 1.03 |

**Comparisons of Column Means[a,b]**

| | Work Location | |
|---|---|---|
| | Tri-Valley | Outside of Tri-Valley |
| | (A) | (B) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | |
| 10C. You can use your laptop while on the bus | | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | A |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | | |
| 10L. You can bring your commuter mug onto the bus | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

| | Work Location | |
|---|---|---|
| | Tri-Valley | Outside of Tri-Valley |
| | (A) | (B) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | |
| 10U. The Rapid offers one of the safest ways to travel | | |
| 10V. There is free parking near the Rapid bus stops | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | | |
| 10Y. The Rapid bus stops are nice and comfortable | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

### Comparisons of Column Means[a,b]

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

a. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

b. *Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*



| | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|
| | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.07 | 1.07 | 1.06 | 1.07 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .73 | .82 | .49 | .71 |
| 10C. You can use your laptop while on the bus | .60 | .52 | .66 | .72 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | .97 | 1.05 | .78 | .94 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .94 | .88 | 1.05 | .98 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.00 | 1.06 | .86 | .98 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | .97 | .91 | .97 | 1.09 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.09 | 1.07 | 1.04 | 1.18 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.09 | 1.10 | 1.12 | 1.03 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .94 | .89 | .99 | 1.01 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .72 | .70 | .69 | .79 |
| 10L. You can bring your commuter mug onto the bus | .73 | .78 | .72 | .64 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .75 | .79 | .62 | .75 |

| | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|
| | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.09 | 1.18 | .85 | 1.08 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.07 | 1.07 | 1.19 | 1.00 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .85 | .95 | .62 | .81 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.05 | .98 | 1.01 | 1.20 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .78 | .73 | .75 | .90 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .67 | .65 | .54 | .83 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.13 | 1.08 | 1.28 | 1.12 |
| 10U. The Rapid offers one of the safest ways to travel | .75 | .87 | .57 | .67 |
| 10V. There is free parking near the Rapid bus stops | 1.02 | .95 | .94 | 1.23 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .93 | .93 | .87 | .99 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .67 | .64 | .62 | .75 |
| 10Y. The Rapid bus stops are nice and comfortable | .78 | .73 | .75 | .90 |



**Comparisons of Column Means[a,b]**

| | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|
| | Tri-Valley | Outside of Tri-Valley | Both |
| | (A) | (B) | (C) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | | |
| 10C. You can use your laptop while on the bus | | | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | | | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | | | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | | | |
| 10L. You can bring your commuter mug onto the bus | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

**Comparisons of Column Means[a,b]**

| | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|
| | Tri-Valley | Outside of Tri-Valley | Both |
| | (A) | (B) | (C) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | | | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | | |
| 10U. The Rapid offers one of the safest ways to travel | | | |
| 10V. There is free parking near the Rapid bus stops | | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | | | |
| 10Y. The Rapid bus stops are nice and comfortable | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

a. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

b. *Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*

| | Automobiles in the Household | | | |
|---|---|---|---|---|
| | Total | One | Two | Three or |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.09 | 1.09 | 1.08 | 1.09 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .77 | .63 | .82 | .78 |
| 10C. You can use your laptop while on the bus | .74 | .58 | .74 | .82 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.01 | 1.03 | 1.04 | .97 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .91 | .83 | .90 | .96 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.09 | 1.01 | 1.13 | 1.08 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.02 | 1.16 | .98 | .99 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.07 | 1.08 | 1.11 | 1.01 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.01 | .93 | 1.02 | 1.02 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .89 | .88 | .90 | .89 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .68 | .59 | .71 | .68 |
| 10L. You can bring your commuter mug onto the bus | .69 | .72 | .65 | .74 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .68 | .72 | .66 | .69 |



| | Automobiles in the Household | | | |
|---|---|---|---|---|
| | Total | One | Two | Three or |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.01 | 1.10 | .97 | 1.02 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.04 | 1.16 | 1.00 | 1.02 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .75 | .82 | .77 | .68 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.10 | .90 | 1.11 | 1.20 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .88 | .77 | .89 | .93 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .74 | .67 | .78 | .74 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.07 | .96 | 1.06 | 1.16 |
| 10U. The Rapid offers one of the safest ways to travel | .75 | .76 | .75 | .73 |
| 10V. There is free parking near the Rapid bus stops | 1.13 | .93 | 1.15 | 1.22 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .91 | .98 | .88 | .92 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .58 | .57 | .56 | .60 |
| 10Y. The Rapid bus stops are nice and comfortable | .88 | .77 | .89 | .93 |

**Comparisons of Column Means[a,b]**

| | Automobiles in the Household | | |
|---|---|---|---|
| | One | Two | Three or more |
| | (A) | (B) | (C) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | | |
| 10C. You can use your laptop while on the bus | | | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | | | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | | | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | | | |
| 10L. You can bring your commuter mug onto the bus | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

| | Automobiles in the Household | | |
|---|---|---|---|
| | One | Two | Three or more |
| | (A) | (B) | (C) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | | A |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | | | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | | |
| 10U. The Rapid offers one of the safest ways to travel | | | |
| 10V. There is free parking near the Rapid bus stops | | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | | | |
| 10Y. The Rapid bus stops are nice and comfortable | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

### Comparisons of Column Means[a,b]

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*



| | Level of Education | | | | |
|---|---|---|---|---|---|
| | Total | High School Graduate | Some College | College Graduate | Graduate Degree |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.09 | 1.04 | 1.03 | 1.02 | 1.32 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .78 | .77 | .69 | .79 | .86 |
| 10C. You can use your laptop while on the bus | .76 | .88 | .48 | .79 | .88 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.03 | 1.05 | .84 | 1.01 | 1.25 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .93 | 1.07 | .78 | .87 | 1.08 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.09 | 1.05 | .91 | 1.15 | 1.22 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.03 | .95 | .93 | 1.01 | 1.24 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.09 | 1.17 | .89 | 1.11 | 1.17 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.02 | 1.15 | .92 | .97 | 1.09 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .91 | .91 | .81 | .89 | 1.05 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .69 | .81 | .67 | .66 | .67 |
| 10L. You can bring your commuter mug onto the bus | .70 | .77 | .73 | .66 | .67 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .68 | .62 | .72 | .73 | .60 |

| | Level of Education | | | | |
|---|---|---|---|---|---|
| | Total | High School Graduate | Some College | College Graduate | Graduate Degree |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.02 | .81 | 1.15 | 1.05 | 1.01 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.06 | 1.02 | 1.11 | 1.04 | 1.08 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .75 | .83 | .80 | .73 | .66 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.10 | 1.10 | .88 | 1.11 | 1.31 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .91 | .98 | .84 | .92 | .88 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .74 | .66 | .82 | .76 | .71 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.08 | 1.11 | .92 | 1.11 | 1.17 |
| 10U. The Rapid offers one of the safest ways to travel | .76 | .68 | .84 | .67 | .94 |
| 10V. There is free parking near the Rapid bus stops | 1.12 | 1.05 | 1.05 | 1.07 | 1.35 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .93 | .84 | .92 | .90 | 1.09 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .59 | .54 | .51 | .66 | .61 |
| 10Y. The Rapid bus stops are nice and comfortable | .91 | .98 | .84 | .92 | .88 |



**Comparisons of Column Means[a,b]**

| | Level of Education | | | |
|---|---|---|---|---|
| | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | (A) | (B) | (C) | (D) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | | | |
| 10C. You can use your laptop while on the bus | B | | | B |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | | | B |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | | | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | | | | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | | | | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

**Comparisons of Column Means[a,b]**

| | Level of Education | | | |
|---|---|---|---|---|
| | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | (A) | (B) | (C) | (D) |
| 10L. You can bring your commuter mug onto the bus | | | | |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | | | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | | | B |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | | | | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | | | |
| 10U. The Rapid offers one of the safest ways to travel | | | | |
| 10V. There is free parking near the Rapid bus stops | | | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

| | Level of Education | | | |
|---|---|---|---|---|
| | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | (A) | (B) | (C) | (D) |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | | | | |
| 10Y. The Rapid bus stops are nice and comfortable | | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*

| | Annual Household Income | | | | | |
|---|---|---|---|---|---|---|
| | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to | $150,000 or more | DK/NA |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.09 | 1.29 | 1.06 | 1.13 | .99 | 1.03 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .78 | .92 | .78 | .90 | .81 | .45 |
| 10C. You can use your laptop while on the bus | .76 | .90 | .68 | .92 | .91 | .41 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.03 | 1.34 | .98 | .98 | 1.10 | .81 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .93 | 1.22 | .87 | .97 | .92 | .73 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.09 | 1.22 | 1.10 | 1.16 | 1.05 | .92 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.03 | 1.33 | 1.05 | 1.13 | .87 | .79 |

| | Annual Household Income | | | | | |
|---|---|---|---|---|---|---|
| | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to | $150,000 or more | DK/NA |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.09 | 1.35 | 1.02 | 1.24 | 1.08 | .81 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.02 | 1.40 | 1.05 | .97 | .86 | .83 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .91 | 1.10 | .91 | 1.04 | .82 | .69 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .70 | .99 | .67 | .72 | .61 | .55 |
| 10L. You can bring your commuter mug onto the bus | .70 | .96 | .67 | .87 | .60 | .41 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .68 | .90 | .66 | .77 | .69 | .42 |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.02 | 1.05 | 1.05 | 1.15 | .90 | .94 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.06 | 1.34 | 1.08 | 1.15 | .92 | .80 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .75 | .93 | .82 | .77 | .61 | .58 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.10 | 1.09 | 1.08 | 1.26 | 1.08 | 1.01 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .90 | 1.09 | .98 | 1.08 | .83 | .48 |



| | Annual Household Income | | | | | |
|---|---|---|---|---|---|---|
| | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to | $150,000 or more | DK/NA |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .75 | .88 | .76 | .84 | .70 | .57 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.09 | 1.17 | 1.07 | 1.16 | 1.05 | 1.01 |
| 10U. The Rapid offers one of the safest ways to travel | .77 | .85 | .83 | .86 | .67 | .56 |
| 10V. There is free parking near the Rapid bus stops | 1.12 | 1.15 | 1.19 | 1.16 | 1.09 | .96 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .93 | 1.16 | .98 | .99 | .89 | .60 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .59 | .88 | .53 | .64 | .54 | .44 |
| 10Y. The Rapid bus stops are nice and comfortable | .90 | 1.09 | .98 | 1.08 | .83 | .48 |

## Comparisons of Column Means[a,b]

| | Annual Household Income | | | | |
|---|---|---|---|---|---|
| | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | (A) | (B) | (C) | (D) | (E) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | | | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | E | | E | | |
| 10C. You can use your laptop while on the bus | E | | E | E | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | E | | | | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | E | | | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | | | | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | D E | | | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | E | | E | | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | C D E | | | | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | | | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | E | | | | |
| 10L. You can bring your commuter mug onto the bus | E | | E | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



## Comparisons of Column Means[a,b]

| | Annual Household Income | | | | |
|---|---|---|---|---|---|
| | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | (A) | (B) | (C) | (D) | (E) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | E | | | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | | | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | D E | | | | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | | | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | | | | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | E | E | E | | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | | | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | | | | |
| 10U. The Rapid offers one of the safest ways to travel | | | | | |
| 10V. There is free parking near the Rapid bus stops | | | | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | E | E | | | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | B E | | | | |
| 10Y. The Rapid bus stops are nice and comfortable | E | E | E | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

### Comparisons of Column Means[a,b]

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

a. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

b. *Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*



| | Use of Public Transit | | |
|---|---|---|---|
| | Total | Public Transit | Public Transit |
| **10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours** | 1.08 | 1.35 | 1.02 |
| **10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride** | .77 | .82 | .76 |
| **10C. You can use your laptop while on the bus** | .76 | 1.20 | .66 |
| **10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station** | 1.03 | 1.29 | .97 |
| **10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove** | .93 | 1.15 | .88 |
| **10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area** | 1.09 | 1.38 | 1.03 |
| **10G. The Rapid service provides a faster way to get through commute traffic than driving** | 1.03 | 1.42 | .94 |
| **10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets** | 1.08 | 1.43 | 1.00 |
| **10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster** | 1.02 | 1.32 | .96 |
| **10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving** | .91 | 1.19 | .84 |
| **10K. Riding the Rapid buses is a more reliable way to travel than driving** | .70 | 1.07 | .61 |
| **10L. You can bring your commuter mug onto the bus** | .69 | .88 | .64 |
| **10M. The Rapid is a premium express service serving the Tri-Valley area** | .68 | 1.12 | .58 |

| | Use of Public Transit | | |
|---|---|---|---|
| | Total | Public Transit | Public Transit |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.02 | 1.21 | .98 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.06 | 1.35 | .99 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .74 | 1.04 | .68 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.10 | 1.32 | 1.05 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .90 | 1.13 | .85 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .75 | .92 | .72 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.08 | 1.37 | 1.02 |
| 10U. The Rapid offers one of the safest ways to travel | .77 | 1.06 | .70 |
| 10V. There is free parking near the Rapid bus stops | 1.12 | 1.24 | 1.10 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .93 | 1.27 | .86 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .58 | .99 | .50 |
| 10Y. The Rapid bus stops are nice and comfortable | .90 | 1.13 | .85 |



**Comparisons of Column Means[a,b]**

| | Use of Public Transit | |
|---|---|---|
| | Public Transit Users | Public Transit Non-Users |
| | (A) | (B) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | B | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | |
| 10C. You can use your laptop while on the bus | B | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | B | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | B | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | B | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | B | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | B | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | B | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | B | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | B | |
| 10L. You can bring your commuter mug onto the bus | B | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

**Comparisons of Column Means[a,b]**

| | Use of Public Transit | |
|---|---|---|
| | Public Transit Users | Public Transit Non-Users |
| | (A) | (B) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | B | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | B | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | B | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | B | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | B | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | B | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | B | |
| 10U. The Rapid offers one of the safest ways to travel | B | |
| 10V. There is free parking near the Rapid bus stops | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | B | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | B | |
| 10Y. The Rapid bus stops are nice and comfortable | B | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*

| | Reasons for Public Transit Non-Use | | |
|---|---|---|---|
| | Total | Public Transit does not meet | Prefer Car/Other transportation |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.00 | 1.05 | .93 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .75 | .76 | .74 |
| 10C. You can use your laptop while on the bus | .65 | .65 | .66 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | .96 | 1.06 | .80 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .88 | .92 | .80 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.03 | 1.11 | .90 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | .94 | 1.00 | .84 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.00 | 1.08 | .88 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | .94 | 1.03 | .81 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .84 | .89 | .77 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .64 | .69 | .54 |
| 10L. You can bring your commuter mug onto the bus | .66 | .70 | .60 |



| | Reasons for Public Transit Non-Use | | |
|---|---|---|---|
| | Total | Public Transit does not meet | Prefer Car/Other transportation |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .58 | .64 | .47 |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | .96 | .99 | .91 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | .99 | .99 | 1.00 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .69 | .75 | .61 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.03 | 1.05 | .99 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .85 | .93 | .71 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .70 | .71 | .70 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.01 | 1.04 | .96 |
| 10U. The Rapid offers one of the safest ways to travel | .70 | .76 | .60 |
| 10V. There is free parking near the Rapid bus stops | 1.09 | 1.14 | 1.01 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .88 | .88 | .88 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .50 | .51 | .50 |
| 10Y. The Rapid bus stops are nice and comfortable | .85 | .93 | .71 |

**Comparisons of Column Means[a,b]**

| | Reasons for Public Transit Non-Use | |
|---|---|---|
| | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| | (A) | (B) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | |
| 10C. You can use your laptop while on the bus | | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | B | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | B | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | B | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | B | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

| | Reasons for Public Transit Non-Use | |
|---|---|---|
| | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| | (A) | (B) |
| 10L. You can bring your commuter mug onto the bus | | |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | B | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | |
| 10U. The Rapid offers one of the safest ways to travel | | |
| 10V. There is free parking near the Rapid bus stops | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

**Comparisons of Column Means[a,b]**

| | Reasons for Public Transit Non-Use | |
|---|---|---|
| | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| | (A) | (B) |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | | |
| 10Y. The Rapid bus stops are nice and comfortable | B | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

a. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

b. *Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*

| | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|
| | Total | Aware | Unaware |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.09 | 1.12 | 1.09 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .78 | .81 | .77 |
| 10C. You can use your laptop while on the bus | .76 | .73 | .77 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.03 | 1.01 | 1.04 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .93 | 1.03 | .90 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.10 | 1.05 | 1.11 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.03 | 1.10 | 1.01 |



| | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|
| | Total | Aware | Unaware |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.09 | 1.05 | 1.10 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.02 | 1.04 | 1.02 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .91 | .97 | .90 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .70 | .87 | .65 |
| 10L. You can bring your commuter mug onto the bus | .70 | .80 | .67 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .69 | .76 | .66 |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.02 | 1.11 | 1.00 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.06 | 1.03 | 1.07 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .75 | .96 | .69 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.10 | 1.09 | 1.11 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .91 | .85 | .93 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .75 | .77 | .75 |

| | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|
| | Total | Aware | Unaware |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.09 | 1.02 | 1.11 |
| 10U. The Rapid offers one of the safest ways to travel | .77 | .93 | .72 |
| 10V. There is free parking near the Rapid bus stops | 1.13 | 1.06 | 1.15 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .94 | .91 | .95 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .59 | .76 | .54 |
| 10Y. The Rapid bus stops are nice and comfortable | .91 | .85 | .93 |



**Comparisons of Column Means[a,b]**

| | Awareness of LAVTA-BRT Service | |
|---|---|---|
| | Aware | Unaware |
| | (A) | (B) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | |
| 10C. You can use your laptop while on the bus | | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | B | |
| 10L. You can bring your commuter mug onto the bus | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

**Comparisons of Column Means[a,b]**

| | Awareness of LAVTA-BRT Service | |
|---|---|---|
| | Aware | Unaware |
| | (A) | (B) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | B | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | |
| 10U. The Rapid offers one of the safest ways to travel | B | |
| 10V. There is free parking near the Rapid bus stops | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | B | |
| 10Y. The Rapid bus stops are nice and comfortable | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

a. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

b. *Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*

| | Likelihood of Using the Rapid | | |
|---|---|---|---|
| | Total | Yes | No |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.09 | 1.37 | .46 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .77 | .98 | .32 |
| 10C. You can use your laptop while on the bus | .75 | .97 | .26 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.03 | 1.30 | .43 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .93 | 1.18 | .40 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.10 | 1.38 | .46 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.03 | 1.31 | .41 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.08 | 1.37 | .45 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.02 | 1.33 | .32 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .91 | 1.18 | .33 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .69 | .94 | .16 |
| 10L. You can bring your commuter mug onto the bus | .69 | .90 | .23 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .69 | .91 | .19 |



| | Likelihood of Using the Rapid | | |
|---|---|---|---|
| | Total | Yes | No |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.02 | 1.28 | .45 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.06 | 1.33 | .46 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .75 | .97 | .29 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.09 | 1.33 | .56 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .91 | 1.17 | .31 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .75 | .99 | .22 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.08 | 1.34 | .49 |
| 10U. The Rapid offers one of the safest ways to travel | .77 | 1.01 | .23 |
| 10V. There is free parking near the Rapid bus stops | 1.11 | 1.40 | .47 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .93 | 1.21 | .32 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .59 | .78 | .18 |
| 10Y. The Rapid bus stops are nice and comfortable | .91 | 1.17 | .31 |

**Comparisons of Column Means[a,b]**

| | Likelihood of Using the Rapid | |
|---|---|---|
| | Yes | No |
| | (A) | (B) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | B | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | B | |
| 10C. You can use your laptop while on the bus | B | |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | B | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | B | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | B | |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | B | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | B | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | B | |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | B | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | B | |
| 10L. You can bring your commuter mug onto the bus | B | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

| | Likelihood of Using the Rapid | |
|---|---|---|
| | Yes | No |
| | (A) | (B) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | B | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | B | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | B | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | B | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | B | |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | B | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | B | |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | B | |
| 10U. The Rapid offers one of the safest ways to travel | B | |
| 10V. There is free parking near the Rapid bus stops | B | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | B | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | B | |
| 10Y. The Rapid bus stops are nice and comfortable | B | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

### Comparisons of Column Means[a,b]

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*



| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 400 | 196 | 203 |
| | Definitely Yes | 86<br>21.4% | 37<br>18.8% | 49<br>23.9% |
| | Probably Yes | 185<br>46.2% | 85<br>43.0% | 100<br>49.3% |
| | Probably No | 78<br>19.4% | 49<br>24.8% | 29<br>14.1% |
| | Definitely No | 44<br>11.0% | 22<br>11.0% | 22<br>11.1% |
| | DK/NA | 8<br>1.9% | 4<br>2.2% | 3<br>1.6% |

### Comparisons of Column Proportions[a,b]

| | | Gender | |
|---|---|---|---|
| | | Male | Female |
| | | (A) | (B) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes<br>Probably Yes<br>Probably No<br>Definitely No<br>DK/NA | B | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Age | | | | |
|---|---|---|---|---|---|---|
| | | Total | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 394 | 35 | 81 | 115 | 80 |
| | Definitely Yes | 85<br>21.5% | 9<br>25.4% | 22<br>26.5% | 23<br>20.2% | 15<br>18.9% |
| | Probably Yes | 182<br>46.1% | 21<br>58.9% | 35<br>43.6% | 58<br>50.9% | 37<br>45.8% |
| | Probably No | 78<br>19.7% | 5<br>14.3% | 13<br>16.5% | 20<br>17.6% | 15<br>18.7% |
| | Definitely No | 43<br>10.8% | 1<br>1.4% | 11<br>13.4% | 9<br>8.3% | 10<br>12.7% |
| | DK/NA | 7<br>1.8% | 0<br>.0% | 0<br>.0% | 3<br>3.0% | 3<br>3.9% |

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 44 | 39 |
| | Definitely Yes | 11<br>25.7% | 5<br>12.0% |
| | Probably Yes | 17<br>39.4% | 13<br>34.4% |
| | Probably No | 10<br>21.8% | 14<br>36.8% |
| | Definitely No | 6<br>13.1% | 6<br>15.2% |
| | DK/NA | 0<br>.0% | 1<br>1.6% |

**Comparisons of Column Proportions[b,c]**

| | | Age | | | |
|---|---|---|---|---|---|
| | | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| | | (A) | (B) | (C) | (D) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes<br>Probably Yes<br>Probably No<br>Definitely No<br>DK/NA | .[a] | .[a] | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

**Comparisons of Column Proportions[b,c]**

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| | | (E) | (F) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes<br>Probably Yes<br>Probably No<br>Definitely No<br>DK/NA | .[a] | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Ethnicity | | | | |
|---|---|---|---|---|---|---|
| | | Total | White | Hispanic | Asian | Other |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 390 | 294 | 44 | 33 | 21 |
| | Definitely Yes | 83<br>21.3% | 44<br>15.0% | 15<br>35.3% | 15<br>47.5% | 8<br>39.0% |
| | Probably Yes | 183<br>46.9% | 142<br>48.2% | 20<br>44.7% | 13<br>38.7% | 9<br>45.1% |
| | Probably No | 77<br>19.7% | 72<br>24.4% | 2<br>4.8% | 3<br>7.7% | 1<br>2.4% |
| | Definitely No | 41<br>10.4% | 31<br>10.7% | 5<br>11.6% | 2<br>6.2% | 2<br>10.4% |
| | DK/NA | 7<br>1.8% | 5<br>1.7% | 2<br>3.5% | 0<br>.0% | 1<br>3.1% |

**Comparisons of Column Proportions[b,c]**

| | | Ethnicity | | | |
|---|---|---|---|---|---|
| | | White | Hispanic | Asian | Other |
| | | (A) | (B) | (C) | (D) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes<br>Probably Yes<br>Probably No<br>Definitely No<br>DK/NA | B | A | A<br>.[a] | A |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Employment Status | | | |
|---|---|---|---|---|---|
| | | Total | Work for an employer | Self-employed | Non-working |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 391 | 238 | 41 | 112 |
| | Definitely Yes | 82<br>20.9% | 49<br>20.8% | 4<br>9.8% | 28<br>25.2% |
| | Probably Yes | 182<br>46.6% | 109<br>45.6% | 25<br>61.3% | 49<br>43.4% |
| | Probably No | 77<br>19.6% | 49<br>20.7% | 7<br>16.7% | 21<br>18.6% |
| | Definitely No | 43<br>11.0% | 24<br>10.3% | 5<br>12.2% | 14<br>12.2% |
| | DK/NA | 7<br>1.8% | 7<br>2.8% | 0<br>.0% | 1<br>.5% |

### Comparisons of Column Proportions[b,c]

| | | Employment Status | | |
|---|---|---|---|---|
| | | Work for an employer | Self-employed | Non-working |
| | | (A) | (B) | (C) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes<br>Probably Yes<br>Probably No<br>Definitely No<br>DK/NA | | .[a] | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Working Hours | | | |
|---|---|---|---|---|---|
| | | Total | Morning | Business day | Evening/Late night |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 266 | 58 | 182 | 26 |
| | Definitely Yes | 50<br>18.8% | 12<br>21.2% | 29<br>16.2% | 8<br>32.0% |
| | Probably Yes | 129<br>48.3% | 23<br>39.4% | 93<br>51.1% | 13<br>48.1% |
| | Probably No | 53<br>20.0% | 17<br>29.8% | 36<br>19.5% | 1<br>2.0% |
| | Definitely No | 29<br>10.9% | 4<br>7.2% | 20<br>11.1% | 5<br>17.9% |
| | DK/NA | 5<br>2.0% | 1<br>2.4% | 4<br>2.1% | 0<br>.0% |

### Comparisons of Column Proportions[b,c]

| | | Working Hours | | |
|---|---|---|---|---|
| | | Morning | Business day | Evening/ Late night |
| | | (A) | (B) | (C) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes<br>Probably Yes<br>Probably No<br>Definitely No<br>DK/NA | C | | .[a] |

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a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Work Location | | |
|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 248 | 168 | 80 |
| | Definitely Yes | 44<br>17.8% | 25<br>14.9% | 19<br>23.7% |
| | Probably Yes | 123<br>49.5% | 90<br>53.7% | 33<br>40.8% |
| | Probably No | 50<br>20.3% | 31<br>18.3% | 20<br>24.4% |
| | Definitely No | 26<br>10.4% | 19<br>11.3% | 7<br>8.6% |
| | DK/NA | 5<br>2.1% | 3<br>1.8% | 2<br>2.5% |

### Comparisons of Column Proportions[a,b]

| | | Work Location | |
|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley |
| | | (A) | (B) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes<br>Probably Yes<br>Probably No<br>Definitely No<br>DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

b. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 112 | 61 | 22 | 29 |
| | Definitely Yes | 30<br>26.4% | 18<br>29.2% | 5<br>24.6% | 6<br>21.8% |
| | Probably Yes | 47<br>42.0% | 22<br>36.8% | 11<br>49.6% | 14<br>47.1% |
| | Probably No | 21<br>18.6% | 15<br>25.0% | 2<br>7.1% | 4<br>13.7% |
| | Definitely No | 14<br>12.6% | 6<br>9.1% | 3<br>15.9% | 5<br>17.4% |
| | DK/NA | 1<br>.5% | 0<br>.0% | 1<br>2.8% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley | Both |
| | | (A) | (B) | (C) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes<br>Probably Yes<br>Probably No<br>Definitely No<br>DK/NA | .[a] | | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Automobiles in the Household | | | |
|---|---|---|---|---|---|
| | | Total | One | Two | Three or more |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 386 | 73 | 191 | 123 |
| | Definitely Yes | 78<br>20.2% | 13<br>18.6% | 41<br>21.6% | 23<br>19.1% |
| | Probably Yes | 181<br>46.9% | 34<br>46.4% | 86<br>44.9% | 62<br>50.2% |
| | Probably No | 76<br>19.6% | 20<br>27.3% | 30<br>15.5% | 26<br>21.4% |
| | Definitely No | 44<br>11.4% | 5<br>6.7% | 31<br>16.2% | 8<br>6.8% |
| | DK/NA | 7<br>1.9% | 1<br>1.0% | 3<br>1.8% | 3<br>2.4% |

**Comparisons of Column Proportions[a,b]**

| | | Automobiles in the Household | | |
|---|---|---|---|---|
| | | One | Two | Three or more |
| | | (A) | (B) | (C) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes<br>Probably Yes<br>Probably No<br>Definitely No<br>DK/NA | | C | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Level of Education | | | | |
|---|---|---|---|---|---|---|
| | | Total | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 394 | 75 | 87 | 152 | 80 |
| | Definitely Yes | 84<br>21.4% | 22<br>29.3% | 15<br>16.8% | 31<br>20.4% | 17<br>21.2% |
| | Probably Yes | 182<br>46.2% | 35<br>47.1% | 42<br>48.4% | 68<br>44.9% | 37<br>45.7% |
| | Probably No | 76<br>19.4% | 10<br>13.5% | 22<br>25.3% | 31<br>20.3% | 14<br>17.0% |
| | Definitely No | 44<br>11.1% | 8<br>10.1% | 6<br>7.1% | 20<br>13.2% | 10<br>12.3% |
| | DK/NA | 7<br>1.8% | 0<br>.0% | 2<br>2.5% | 2<br>1.3% | 3<br>3.8% |

**Comparisons of Column Proportions[b,c]**

| | | Level of Education | | | |
|---|---|---|---|---|---|
| | | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | | (A) | (B) | (C) | (D) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes<br>Probably Yes<br>Probably No<br>Definitely No<br>DK/NA | .[a] | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Annual Household Income | | | |
|---|---|---|---|---|---|
| | | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 400 | 62 | 131 | 69 |
| | Definitely Yes | 86<br>21.4% | 26<br>42.8% | 25<br>19.1% | 13<br>18.8% |
| | Probably Yes | 185<br>46.2% | 27<br>43.2% | 65<br>49.5% | 33<br>47.4% |
| | Probably No | 78<br>19.4% | 6<br>10.5% | 28<br>21.0% | 10<br>14.1% |
| | Definitely No | 44<br>11.0% | 2<br>3.5% | 14<br>10.4% | 11<br>16.6% |
| | DK/NA | 8<br>1.9% | 0<br>.0% | 0<br>.0% | 2<br>3.1% |



| | | Annual Household | |
|---|---|---|---|
| | | $150,000 or more | DK/NA |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 75 | 63 |
| | Definitely Yes | 15<br>20.0% | 6<br>9.9% |
| | Probably Yes | 36<br>48.2% | 24<br>38.6% |
| | Probably No | 13<br>18.0% | 20<br>32.2% |
| | Definitely No | 9<br>11.7% | 8<br>12.9% |
| | DK/NA | 2<br>2.0% | 4<br>6.3% |

**Comparisons of Column Proportions[b,c]**

| | | Annual Household Income | | | | |
|---|---|---|---|---|---|---|
| | | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | | (A) | (B) | (C) | (D) | (E) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes | B C D E | | | | |
| | Probably Yes | | | | | |
| | Probably No | | | | | A |
| | Definitely No | | | | | |
| | DK/NA | .[a] | .[a] | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Use of Public Transit | | |
|---|---|---|---|---|
| | | Total | Public Transit Users | Public Transit Non-Users |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 392 | 73 | 318 |
| | Definitely Yes | 84<br>21.3% | 30<br>41.1% | 53<br>16.8% |
| | Probably Yes | 182<br>46.6% | 27<br>36.4% | 156<br>48.9% |
| | Probably No | 75<br>19.2% | 12<br>16.8% | 63<br>19.7% |
| | Definitely No | 43<br>11.0% | 2<br>2.2% | 41<br>13.0% |
| | DK/NA | 8<br>2.0% | 3<br>3.5% | 5<br>1.6% |

**Comparisons of Column Proportions[a,b]**

| | | Use of Public Transit | |
|---|---|---|---|
| | | Public Transit Users | Public Transit Non-Users |
| | | (A) | (B) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes | B | |
| | Probably Yes | | |
| | Probably No | | |
| | Definitely No | | A |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Reasons for Public Transit Non-Use | | |
|---|---|---|---|---|
| | | Total | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 294 | 183 | 111 |
| | Definitely Yes | 50<br>16.9% | 31<br>17.1% | 18<br>16.5% |
| | Probably Yes | 145<br>49.2% | 98<br>53.4% | 47<br>42.3% |
| | Probably No | 57<br>19.5% | 35<br>19.0% | 23<br>20.3% |
| | Definitely No | 37<br>12.7% | 16<br>8.8% | 21<br>19.0% |
| | DK/NA | 5<br>1.7% | 3<br>1.6% | 2<br>1.9% |

**Comparisons of Column Proportions[a,b]**

| | | Reasons for Public Transit Non-Use | |
|---|---|---|---|
| | | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| | | (A) | (B) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes | | |
| | Probably Yes | | |
| | Probably No | | |
| | Definitely No | | A |
| | DK/NA | | |

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*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|---|
| | | Total | Aware | Unaware |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 398 | 92 | 306 |
| | Definitely Yes | 85<br>21.3% | 22<br>23.4% | 63<br>20.7% |
| | Probably Yes | 184<br>46.2% | 41<br>44.9% | 143<br>46.6% |
| | Probably No | 78<br>19.5% | 18<br>19.1% | 60<br>19.6% |
| | Definitely No | 44<br>11.1% | 11<br>11.7% | 33<br>10.9% |
| | DK/NA | 8<br>1.9% | 1<br>.8% | 7<br>2.3% |

**Comparisons of Column Proportions[a,b]**

| | | Awareness of LAVTA-BRT Service | |
|---|---|---|---|
| | | Aware | Unaware |
| | | (A) | (B) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes | | |
| | Probably Yes | | |
| | Probably No | | |
| | Definitely No | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Likelihood of Using the Rapid | | |
|---|---|---|---|---|
| | | Total | Yes | No |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 392 | 270 | 122 |
| | Definitely Yes | 86<br>21.8% | 86<br>31.7% | 0<br>.0% |
| | Probably Yes | 185<br>47.1% | 185<br>68.3% | 0<br>.0% |
| | Probably No | 78<br>19.8% | 0<br>.0% | 78<br>63.7% |
| | Definitely No | 44<br>11.3% | 0<br>.0% | 44<br>36.3% |
| | DK/NA | | | |

### Comparisons of Column Proportions[b,c]

| | | Likelihood of Using the Rapid | |
|---|---|---|---|
| | | Yes | No |
| | | (A) | (B) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes | | .[a] |
| | Probably Yes | | .[a] |
| | Probably No | .[a] | |
| | Definitely No | .[a] | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 262 | 133 | 129 |
| | Destination of the Rapid | 23<br>8.8% | 10<br>7.4% | 13<br>10.3% |
| | Convenience of bus stop locations | 12<br>4.6% | 5<br>3.9% | 7<br>5.3% |
| | Onboard safety | 5<br>1.8% | 2<br>1.2% | 3<br>2.5% |
| | Reliability and efficiency | 3<br>1.2% | 2<br>1.7% | 1<br>.8% |
| | Affordability | 11<br>4.0% | 5<br>3.5% | 6<br>4.6% |
| | Convenient bus schedules | 6<br>2.2% | 5<br>3.8% | 1<br>.6% |
| | Coverage of the routes | 10<br>3.9% | 5<br>4.0% | 5<br>3.7% |
| | Other | 9<br>3.3% | 3<br>1.9% | 6<br>4.6% |
| | Nothing | 191<br>72.9% | 101<br>75.9% | 90<br>69.8% |



### Comparisons of Column Proportions[a,b]

| | | Gender | |
|---|---|---|---|
| | | Male | Female |
| | | (A) | (B) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | |
| | Convenience of bus stop locations | | |
| | Onboard safety | | |
| | Reliability and efficiency | | |
| | Affordability | | |
| | Convenient bus schedules | | |
| | Coverage of the routes | | |
| | Other | | |
| | Nothing | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Age | | | | |
|---|---|---|---|---|---|---|
| | | Total | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 259 | 26 | 49 | 79 | 51 |
| | Destination of the Rapid | 23<br>8.9% | 0<br>.0% | 1<br>2.2% | 12<br>15.3% | 4<br>7.2% |
| | Convenience of bus stop locations | 12<br>4.5% | 0<br>.0% | 1<br>1.4% | 4<br>4.7% | 7<br>12.9% |
| | Onboard safety | 5<br>1.8% | 0<br>.0% | 0<br>.0% | 4<br>5.1% | 1<br>1.4% |
| | Reliability and efficiency | 3<br>1.2% | 0<br>.0% | 2<br>4.5% | 0<br>.0% | 1<br>2.0% |
| | Affordability | 11<br>4.1% | 0<br>.0% | 2<br>4.9% | 5<br>6.9% | 2<br>3.4% |
| | Convenient bus schedules | 6<br>2.2% | 0<br>.0% | 0<br>.0% | 3<br>4.1% | 2<br>3.4% |
| | Coverage of the routes | 10<br>3.9% | 0<br>.0% | 3<br>6.9% | 3<br>4.4% | 1<br>2.6% |
| | Other | 9<br>3.3% | 0<br>.0% | 1<br>2.8% | 2<br>2.7% | 2<br>3.8% |
| | Nothing | 189<br>72.8% | 26<br>100.0% | 39<br>79.6% | 47<br>59.7% | 35<br>67.8% |

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 27 | 27 |
| | Destination of the Rapid | 3<br>12.4% | 3<br>10.7% |
| | Convenience of bus stop locations | 1<br>1.9% | 0<br>.0% |
| | Onboard safety | 0<br>.0% | 0<br>.0% |
| | Reliability and efficiency | 0<br>.0% | 0<br>.0% |
| | Affordability | 1<br>3.7% | 0<br>.0% |
| | Convenient bus schedules | 1<br>3.1% | 0<br>.0% |
| | Coverage of the routes | 0<br>.0% | 2<br>7.0% |
| | Other | 3<br>9.3% | 1<br>2.2% |
| | Nothing | 20<br>74.7% | 22<br>80.1% |

**Comparisons of Column Proportions[b,c]**

| | | Age | | | |
|---|---|---|---|---|---|
| | | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| | | (A) | (B) | (C) | (D) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | .[a] | | | |
| | Convenience of bus stop locations | .[a] | | | |
| | Onboard safety | .[a] | .[a] | | |
| | Reliability and efficiency | .[a] | | .[a] | |
| | Affordability | .[a] | | | |
| | Convenient bus schedules | .[a] | .[a] | | |
| | Coverage of the routes | .[a] | | | |
| | Other | .[a] | | | |
| | Nothing | .[a] | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*



**Comparisons of Column Proportions[b,c]**

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| | | (E) | (F) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | |
| | Convenience of bus stop locations | | .[a] |
| | Onboard safety | .[a] | .[a] |
| | Reliability and efficiency | .[a] | .[a] |
| | Affordability | | .[a] |
| | Convenient bus schedules | | .[a] |
| | Coverage of the routes | .[a] | |
| | Other | | |
| | Nothing | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Ethnicity | | | | |
|---|---|---|---|---|---|---|
| | | Total | White | Hispanic | Asian | Other |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 260 | 213 | 22 | 15 | 10 |
| | Destination of the Rapid | 23<br>8.9% | 21<br>9.8% | 1<br>4.9% | 0<br>.0% | 1<br>12.0% |
| | Convenience of bus stop locations | 12<br>4.4% | 12<br>5.4% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | Onboard safety | 5<br>1.8% | 4<br>1.8% | 1<br>3.8% | 0<br>.0% | 0<br>.0% |
| | Reliability and efficiency | 3<br>1.2% | 1<br>.5% | 2<br>10.2% | 0<br>.0% | 0<br>.0% |
| | Affordability | 11<br>4.1% | 5<br>2.6% | 3<br>11.9% | 2<br>13.3% | 1<br>5.9% |
| | Convenient bus schedules | 6<br>2.2% | 5<br>2.3% | 0<br>.0% | 1<br>5.5% | 0<br>.0% |
| | Coverage of the routes | 10<br>3.9% | 6<br>2.9% | 3<br>15.6% | 1<br>4.3% | 0<br>.0% |
| | Other | 9<br>3.3% | 5<br>2.4% | 3<br>15.4% | 0<br>.0% | 0<br>.0% |
| | Nothing | 189<br>72.8% | 160<br>75.1% | 9<br>43.2% | 12<br>76.9% | 8<br>82.1% |

### Comparisons of Column Proportions[b,c]

| | | Ethnicity | | | |
|---|---|---|---|---|---|
| | | White (A) | Hispanic (B) | Asian (C) | Other (D) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | | .[a] | |
| | Convenience of bus stop locations | | .[a] | .[a] | .[a] |
| | Onboard safety | | | .[a] | .[a] |
| | Reliability and efficiency | | A | .[a] | .[a] |
| | Affordability | | | | |
| | Convenient bus schedules | | .[a] | | .[a] |
| | Coverage of the routes | | A | | .[a] |
| | Other | | A | .[a] | .[a] |
| | Nothing | B | | | |

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*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Employment Status | | | |
|---|---|---|---|---|---|
| | | Total | Work for an employer | Self-employed | Non-working |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 259 | 158 | 32 | 69 |
| | Destination of the Rapid | 23<br>8.9% | 17<br>10.6% | 1<br>1.6% | 6<br>8.5% |
| | Convenience of bus stop locations | 12<br>4.6% | 10<br>6.1% | 2<br>5.5% | 1<br>.8% |
| | Onboard safety | 5<br>1.8% | 3<br>2.1% | 0<br>.0% | 1<br>2.0% |
| | Reliability and efficiency | 3<br>1.2% | 0<br>.0% | 0<br>.0% | 3<br>4.7% |
| | Affordability | 11<br>4.1% | 7<br>4.6% | 3<br>10.3% | 0<br>.0% |
| | Convenient bus schedules | 6<br>2.2% | 3<br>1.8% | 2<br>6.6% | 1<br>1.2% |
| | Coverage of the routes | 10<br>3.9% | 7<br>4.4% | 2<br>7.6% | 1<br>1.0% |
| | Other | 9<br>3.3% | 6<br>3.9% | 0<br>.0% | 2<br>3.4% |
| | Nothing | 188<br>72.6% | 111<br>70.4% | 23<br>70.6% | 54<br>78.4% |



### Comparisons of Column Proportions[b,c]

| | | Employment Status | | |
|---|---|---|---|---|
| | | Work for an employer (A) | Self-employed (B) | Non-working (C) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | | |
| | Convenience of bus stop locations | | | |
| | Onboard safety | | .[a] | |
| | Reliability and efficiency | .[a] | .[a] | |
| | Affordability | | | .[a] |
| | Convenient bus schedules | | | |
| | Coverage of the routes | | | |
| | Other | | .[a] | |
| | Nothing | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Working Hours | | | |
|---|---|---|---|---|---|
| | | Total | Morning | Business day | Evening/Late night |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 182 | 40 | 129 | 13 |
| | Destination of the Rapid | 17<br>9.5% | 2<br>4.5% | 15<br>11.7% | 0<br>3.2% |
| | Convenience of bus stop locations | 11<br>5.9% | 2<br>6.0% | 8<br>6.5% | 0<br>.0% |
| | Onboard safety | 3<br>1.8% | 0<br>.0% | 3<br>2.6% | 0<br>.0% |
| | Reliability and efficiency | | | | |
| | Affordability | 9<br>5.0% | 1<br>1.7% | 7<br>5.1% | 2<br>13.9% |
| | Convenient bus schedules | 5<br>2.7% | 0<br>.0% | 5<br>3.8% | 0<br>.0% |
| | Coverage of the routes | 9<br>5.2% | 3<br>8.8% | 6<br>4.6% | 0<br>.0% |
| | Other | 6<br>3.4% | 0<br>.0% | 6<br>4.8% | 0<br>.0% |
| | Nothing | 128<br>70.4% | 31<br>79.0% | 85<br>66.1% | 11<br>86.1% |

**Comparisons of Column Proportions[b,c]**

| | | Working Hours | | |
|---|---|---|---|---|
| | | Morning | Business day | Evening/ Late night |
| | | (A) | (B) | (C) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | | [a.] |
| | Convenience of bus stop locations | | | |
| | Onboard safety | [a.] | | [a.] |
| | Affordability | | | |
| | Convenient bus schedules | [a.] | | [a.] |
| | Coverage of the routes | | | [a.] |
| | Other | [a.] | | [a.] |
| | Nothing | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Work Location | | |
|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 173 | 121 | 52 |
| | Destination of the Rapid | 17<br>9.7% | 8<br>6.4% | 9<br>17.3% |
| | Convenience of bus stop locations | 10<br>5.5% | 9<br>7.6% | 0<br>.8% |
| | Onboard safety | 3<br>1.9% | 2<br>1.3% | 2<br>3.4% |
| | Reliability and efficiency | | | |
| | Affordability | 9<br>5.4% | 8<br>6.4% | 2<br>3.3% |
| | Convenient bus schedules | 5<br>2.9% | 5<br>4.1% | 0<br>.0% |
| | Coverage of the routes | 9<br>5.4% | 3<br>2.6% | 6<br>12.1% |
| | Other | 5<br>2.9% | 5<br>4.1% | 0<br>.0% |
| | Nothing | 121<br>70.0% | 87<br>71.7% | 35<br>66.3% |



**Comparisons of Column Proportions[b,c]**

| | | Work Location | |
|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley |
| | | (A) | (B) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | A |
| | Convenience of bus stop locations | | |
| | Onboard safety | | |
| | Affordability | | |
| | Convenient bus schedules | | [a.] |
| | Coverage of the routes | | A |
| | Other | | [a.] |
| | Nothing | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 68 | 38 | 12 | 18 |
| | Destination of the Rapid | 5<br>7.8% | 2<br>5.1% | 3<br>24.2% | 0<br>2.3% |
| | Convenience of bus stop locations | 1<br>.8% | 0<br>.0% | 0<br>.0% | 1<br>2.9% |
| | Onboard safety | 1<br>2.1% | 1<br>3.7% | 0<br>.0% | 0<br>.0% |
| | Reliability and efficiency | 3<br>4.8% | 1<br>2.8% | 2<br>18.0% | 0<br>.0% |
| | Affordability | | | | |
| | Convenient bus schedules | 1<br>1.2% | 0<br>.0% | 0<br>.0% | 1<br>4.6% |
| | Coverage of the routes | 1<br>1.1% | 0<br>.0% | 0<br>.0% | 1<br>4.1% |
| | Other | 2<br>3.4% | 1<br>3.2% | 0<br>.0% | 1<br>6.3% |
| | Nothing | 53<br>78.8% | 32<br>85.2% | 7<br>57.7% | 14<br>79.8% |

**Comparisons of Column Proportions[b,c]**

| | | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley | Both |
| | | (A) | (B) | (C) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | | |
| | Convenience of bus stop locations | .[a] | .[a] | |
| | Onboard safety | | .[a] | .[a] |
| | Reliability and efficiency | | | .[a] |
| | Convenient bus schedules | .[a] | .[a] | |
| | Coverage of the routes | .[a] | .[a] | |
| | Other | | .[a] | |
| | Nothing | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

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*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Automobiles in the Household | | | |
|---|---|---|---|---|---|
| | | Total | One | Two | Three or more |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 257 | 53 | 115 | 88 |
| | Destination of the Rapid | 23<br>9.0% | 5<br>9.8% | 12<br>10.1% | 6<br>7.2% |
| | Convenience of bus stop locations | 12<br>4.7% | 3<br>5.3% | 6<br>4.9% | 4<br>4.0% |
| | Onboard safety | 5<br>1.8% | 0<br>.0% | 3<br>2.3% | 2<br>2.4% |
| | Reliability and efficiency | 3<br>1.3% | 0<br>.0% | 0<br>.0% | 3<br>3.7% |
| | Affordability | 11<br>4.1% | 2<br>3.2% | 4<br>3.2% | 5<br>6.0% |
| | Convenient bus schedules | 6<br>2.3% | 1<br>1.6% | 3<br>2.2% | 2<br>2.8% |
| | Coverage of the routes | 10<br>3.9% | 3<br>5.3% | 4<br>3.1% | 4<br>4.2% |
| | Other | 9<br>3.3% | 3<br>6.1% | 4<br>3.5% | 1<br>1.4% |
| | Nothing | 185<br>72.3% | 37<br>68.8% | 86<br>74.8% | 63<br>71.2% |



**Comparisons of Column Proportions[b,c]**

| | | Automobiles in the Household | | |
|---|---|---|---|---|
| | | One | Two | Three or more |
| | | (A) | (B) | (C) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | | |
| | Convenience of bus stop locations | | | |
| | Onboard safety | .[a] | | |
| | Reliability and efficiency | .[a] | .[a] | |
| | Affordability | | | |
| | Convenient bus schedules | | | |
| | Coverage of the routes | | | |
| | Other | | | |
| | Nothing | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

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*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Level of Education | | |
|---|---|---|---|---|
| | | Total | High School Graduate or less | Some College |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 259 | 45 | 64 |
| | Destination of the Rapid | 23<br>8.9% | 0<br>.9% | 2<br>2.8% |
| | Convenience of bus stop locations | 12<br>4.6% | 1<br>1.6% | 2<br>3.6% |
| | Onboard safety | 5<br>1.8% | 1<br>3.1% | 3<br>3.9% |
| | Reliability and efficiency | 3<br>1.3% | 2<br>4.9% | 1<br>1.6% |
| | Affordability | 11<br>4.1% | 0<br>.9% | 5<br>7.5% |
| | Convenient bus schedules | 6<br>2.2% | 1<br>1.8% | 1<br>2.2% |
| | Coverage of the routes | 10<br>3.9% | 0<br>.0% | 0<br>.0% |
| | Other | 9<br>3.3% | 0<br>.0% | 4<br>7.0% |
| | Nothing | 188<br>72.5% | 40<br>87.7% | 46<br>71.4% |

| | | Level of Education | |
|---|---|---|---|
| | | College Graduate | Graduate Degree |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 99 | 50 |
| | Destination of the Rapid | 11<br>11.0% | 10<br>20.1% |
| | Convenience of bus stop locations | 7<br>7.0% | 2<br>4.0% |
| | Onboard safety | 1<br>.8% | 0<br>.0% |
| | Reliability and efficiency | 0<br>.0% | 0<br>.0% |
| | Affordability | 3<br>3.1% | 2<br>4.6% |
| | Convenient bus schedules | 4<br>3.6% | 0<br>.0% |
| | Coverage of the routes | 4<br>4.1% | 6<br>12.0% |
| | Other | 2<br>2.2% | 2<br>3.8% |
| | Nothing | 73<br>74.3% | 29<br>56.8% |

**Comparisons of Column Proportions[b,c]**

| | | Level of Education | | | |
|---|---|---|---|---|---|
| | | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | | (A) | (B) | (C) | (D) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | | | A B |
| | Convenience of bus stop locations | | | | |
| | Onboard safety | | | | .[a] |
| | Reliability and efficiency | | | .[a] | .[a] |
| | Affordability | | | | |
| | Convenient bus schedules | | | | .[a] |
| | Coverage of the routes | .[a] | .[a] | | |
| | Other | .[a] | | | |
| | Nothing | D | | | |

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| | | Annual Household Income | | | |
|---|---|---|---|---|---|
| | | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 262 | 33 | 92 | 42 |
| | Destination of the Rapid | 23<br>8.8% | 2<br>7.3% | 6<br>6.2% | 3<br>7.9% |
| | Convenience of bus stop locations | 12<br>4.6% | 1<br>1.6% | 2<br>2.3% | 4<br>10.0% |
| | Onboard safety | 5<br>1.8% | 0<br>.0% | 3<br>3.5% | 2<br>3.7% |
| | Reliability and efficiency | 3<br>1.2% | 2<br>6.6% | 0<br>.0% | 1<br>2.5% |
| | Affordability | 11<br>4.0% | 0<br>1.3% | 7<br>7.2% | 2<br>5.4% |
| | Convenient bus schedules | 6<br>2.2% | 0<br>.0% | 1<br>.9% | 2<br>4.2% |
| | Coverage of the routes | 10<br>3.9% | 0<br>.0% | 4<br>4.8% | 1<br>1.5% |
| | Other | 9<br>3.3% | 1<br>1.8% | 4<br>4.4% | 2<br>5.7% |
| | Nothing | 191<br>72.9% | 27<br>82.6% | 67<br>72.0% | 27<br>64.8% |

| | | Annual Household | |
|---|---|---|---|
| | | $150,000 or more | DK/NA |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 49 | 45 |
| | Destination of the Rapid | 6<br>13.1% | 5<br>11.5% |
| | Convenience of bus stop locations | 3<br>7.0% | 2<br>3.7% |
| | Onboard safety | 0<br>.0% | 0<br>.0% |
| | Reliability and efficiency | 0<br>.0% | 0<br>.0% |
| | Affordability | 1<br>2.5% | 0<br>.0% |
| | Convenient bus schedules | 1<br>1.5% | 2<br>5.5% |
| | Coverage of the routes | 2<br>3.6% | 3<br>7.4% |
| | Other | 1<br>1.9% | 1<br>1.2% |
| | Nothing | 37<br>74.8% | 33<br>73.2% |

**Comparisons of Column Proportions[b,c]**

| | | Annual Household Income | | | | |
|---|---|---|---|---|---|---|
| | | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | | (A) | (B) | (C) | (D) | (E) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | | | | |
| | Convenience of bus stop locations | | | | | |
| | Onboard safety | .[a] | | | .[a] | .[a] |
| | Reliability and efficiency | | .[a] | | .[a] | .[a] |
| | Affordability | | | | | .[a] |
| | Convenient bus schedules | .[a] | | | | |
| | Coverage of the routes | .[a] | | | | |
| | Other | | | | | |
| | Nothing | | | | | |

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| | | Use of Public Transit | | |
|---|---|---|---|---|
| | | Total | Public Transit Users | Public Transit Non-Users |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 258 | 39 | 219 |
| | Destination of the Rapid | 23<br>9.0% | 6<br>15.0% | 17<br>7.9% |
| | Convenience of bus stop locations | 12<br>4.7% | 2<br>4.0% | 10<br>4.8% |
| | Onboard safety | 5<br>1.8% | 0<br>.0% | 5<br>2.2% |
| | Reliability and efficiency | 3<br>1.3% | 2<br>5.6% | 1<br>.5% |
| | Affordability | 11<br>4.1% | 2<br>5.8% | 8<br>3.8% |
| | Convenient bus schedules | 6<br>2.2% | 0<br>.0% | 6<br>2.6% |
| | Coverage of the routes | 8<br>3.2% | 2<br>4.3% | 7<br>3.1% |
| | Other | 9<br>3.3% | 1<br>1.5% | 8<br>3.6% |
| | Nothing | 188<br>73.1% | 27<br>69.4% | 161<br>73.8% |

**Comparisons of Column Proportions[b,c]**

| | | Use of Public Transit | |
|---|---|---|---|
| | | Public Transit Users | Public Transit Non-Users |
| | | (A) | (B) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | |
| | Convenience of bus stop locations | | |
| | Onboard safety | .[a] | |
| | Reliability and efficiency | B | |
| | Affordability | | |
| | Convenient bus schedules | .[a] | |
| | Coverage of the routes | | |
| | Other | | |
| | Nothing | | |

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| | | Reasons for Public Transit Non-Use | | |
|---|---|---|---|---|
| | | Total | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 202 | 132 | 70 |
| | Destination of the Rapid | 13<br>6.2% | 9<br>7.0% | 3<br>4.6% |
| | Convenience of bus stop locations | 10<br>5.2% | 5<br>4.1% | 5<br>7.1% |
| | Onboard safety | 5<br>2.3% | 5<br>3.6% | 0<br>.0% |
| | Reliability and efficiency | | | |
| | Affordability | 7<br>3.6% | 3<br>2.4% | 4<br>5.9% |
| | Convenient bus schedules | 3<br>1.6% | 1<br>1.1% | 2<br>2.5% |
| | Coverage of the routes | 6<br>3.0% | 4<br>2.7% | 2<br>3.5% |
| | Other | 7<br>3.7% | 6<br>4.7% | 1<br>1.7% |
| | Nothing | 154<br>76.0% | 100<br>75.4% | 54<br>77.1% |

**Comparisons of Column Proportions[b,c]**

| | | Reasons for Public Transit Non-Use | |
|---|---|---|---|
| | | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| | | (A) | (B) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | |
| | Convenience of bus stop locations | | |
| | Onboard safety | | |
| | Affordability | | .[a] |
| | Convenient bus schedules | | |
| | Coverage of the routes | | |
| | Other | | |
| | Nothing | | |

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| | | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|---|
| | | Total | Aware | Unaware |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 261 | 59 | 203 |
| | Destination of the Rapid | 23<br>8.8% | 4<br>6.3% | 19<br>9.6% |
| | Convenience of bus stop locations | 11<br>4.3% | 0<br>.0% | 11<br>5.6% |
| | Onboard safety | 5<br>1.8% | 0<br>.0% | 5<br>2.3% |
| | Reliability and efficiency | 3<br>1.2% | 3<br>5.5% | 0<br>.0% |
| | Affordability | 11<br>4.1% | 1<br>1.8% | 10<br>4.7% |
| | Convenient bus schedules | 6<br>2.2% | 3<br>4.4% | 3<br>1.6% |
| | Coverage of the routes | 10<br>3.9% | 4<br>7.2% | 6<br>2.9% |
| | Other | 9<br>3.3% | 2<br>4.1% | 6<br>3.0% |
| | Nothing | 191<br>73.1% | 43<br>73.7% | 148<br>72.9% |

**Comparisons of Column Proportions[b,c]**

| | | Awareness of LAVTA-BRT Service | |
|---|---|---|---|
| | | Aware | Unaware |
| | | (A) | (B) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | |
| | Convenience of bus stop locations | .[a] | |
| | Onboard safety | | |
| | Reliability and efficiency | .[a] | |
| | Affordability | | .[a] |
| | Convenient bus schedules | | |
| | Coverage of the routes | | |
| | Other | | |
| | Nothing | | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

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| | | Likelihood of Using the Rapid | | |
|---|---|---|---|---|
| | | Total | Yes | No |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 262 | 185 | 78 |
| | Destination of the Rapid | 23<br>8.8% | 15<br>8.0% | 8<br>10.7% |
| | Convenience of bus stop locations | 12<br>4.6% | 10<br>5.2% | 2<br>3.1% |
| | Onboard safety | 5<br>1.8% | 3<br>1.8% | 1<br>1.8% |
| | Reliability and efficiency | 3<br>1.2% | 3<br>1.8% | 0<br>.0% |
| | Affordability | 11<br>4.0% | 10<br>5.2% | 1<br>1.4% |
| | Convenient bus schedules | 6<br>2.2% | 5<br>2.7% | 1<br>1.1% |
| | Coverage of the routes | 10<br>3.9% | 5<br>2.9% | 5<br>6.2% |
| | Other | 9<br>3.3% | 7<br>3.7% | 2<br>2.1% |
| | Nothing | 191<br>72.9% | 133<br>72.0% | 58<br>75.0% |

**Comparisons of Column Proportions[b,c]**

| | | Likelihood of Using the Rapid | |
|---|---|---|---|
| | | Yes | No |
| | | (A) | (B) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | .[a] |
| | Convenience of bus stop locations | | |
| | Onboard safety | | |
| | Reliability and efficiency | | |
| | Affordability | | |
| | Convenient bus schedules | | |
| | Coverage of the routes | | |
| | Other | | |
| | Nothing | | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

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| | | Gender | | |
|---|---|---|---|---|
| | | Total | Male | Female |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 400 | 196 | 203 |
| | E-mail | 46<br>11.5% | 17<br>8.9% | 28<br>14.0% |
| | Kiosks at bus stops/BART station | 13<br>3.2% | 5<br>2.7% | 7<br>3.6% |
| | Newspaper | 66<br>16.6% | 42<br>21.2% | 25<br>12.2% |
| | Phone Book/Yellow Pages | 15<br>3.8% | 7<br>3.8% | 8<br>3.9% |
| | Postal mail | 30<br>7.5% | 12<br>6.0% | 18<br>9.0% |
| | Printed timetable | 6<br>1.6% | 2<br>.9% | 4<br>2.2% |
| | Radio | 14<br>3.4% | 5<br>2.3% | 9<br>4.4% |
| | TV | 17<br>4.3% | 12<br>5.9% | 5<br>2.7% |
| | Website/Internet | 125<br>31.2% | 57<br>29.0% | 68<br>33.4% |
| | Word of mouth/Friends or Family | 26<br>6.6% | 12<br>5.9% | 15<br>7.2% |
| | Other | 14<br>3.5% | 10<br>5.2% | 4<br>1.9% |
| | DK/NA | 27<br>6.8% | 16<br>8.2% | 11<br>5.5% |

**Comparisons of Column Proportions[a,b]**

| | | Gender | |
|---|---|---|---|
| | | Male | Female |
| | | (A) | (B) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | |
| | Kiosks at bus stops/BART station | | |
| | Newspaper | B | |
| | Phone Book/Yellow Pages | | |
| | Postal mail | | |
| | Printed timetable | | |
| | Radio | | |
| | TV | | |
| | Website/Internet | | |
| | Word of mouth/Friends or Family | | |
| | Other | | |
| | DK/NA | | |

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*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Age | | | | |
|---|---|---|---|---|---|---|
| | | Total | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 394 | 35 | 81 | 115 | 80 |
| | E-mail | 46<br>11.6% | 6<br>17.5% | 8<br>9.8% | 17<br>15.0% | 9<br>11.2% |
| | Kiosks at bus stops/BART station | 13<br>3.2% | 0<br>.0% | 0<br>.0% | 5<br>4.5% | 3<br>3.9% |
| | Newspaper | 65<br>16.6% | 3<br>8.5% | 10<br>12.3% | 16<br>14.3% | 16<br>20.4% |
| | Phone Book/Yellow Pages | 15<br>3.9% | 3<br>8.1% | 0<br>.0% | 5<br>4.5% | 5<br>5.7% |
| | Postal mail | 30<br>7.6% | 2<br>6.7% | 5<br>6.2% | 10<br>9.1% | 6<br>7.0% |
| | Printed timetable | 6<br>1.6% | 0<br>.0% | 0<br>.0% | 0<br>.0% | 1<br>1.4% |
| | Radio | 14<br>3.4% | 0<br>.0% | 4<br>4.4% | 2<br>1.9% | 6<br>7.3% |
| | TV | 17<br>4.3% | 3<br>7.9% | 6<br>7.1% | 0<br>.0% | 4<br>4.6% |
| | Website/Internet | 124<br>31.4% | 10<br>27.0% | 29<br>35.3% | 45<br>38.9% | 24<br>30.4% |
| | Word of mouth/Friends or Family | 26<br>6.7% | 1<br>3.8% | 10<br>12.5% | 6<br>5.6% | 2<br>2.4% |
| | Other | 14<br>3.6% | 3<br>7.9% | 7<br>8.7% | 1<br>1.2% | 2<br>1.9% |
| | DK/NA | 24<br>6.0% | 4<br>12.5% | 3<br>3.5% | 6<br>5.1% | 3<br>3.8% |



| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 44 | 39 |
| | E-mail | 3<br>7.8% | 2<br>5.5% |
| | Kiosks at bus stops/BART station | 1<br>1.9% | 4<br>9.2% |
| | Newspaper | 9<br>20.2% | 11<br>27.8% |
| | Phone Book/Yellow Pages | 1<br>3.3% | 1<br>3.1% |
| | Postal mail | 2<br>4.6% | 4<br>11.6% |
| | Printed timetable | 3<br>5.9% | 3<br>6.6% |
| | Radio | 1<br>2.1% | 1<br>2.4% |
| | TV | 4<br>8.7% | 1<br>2.6% |
| | Website/Internet | 13<br>28.5% | 4<br>10.8% |
| | Word of mouth/Friends or Family | 3<br>7.6% | 3<br>8.1% |
| | Other | 0<br>.0% | 1<br>3.1% |
| | DK/NA | 4<br>9.4% | 4<br>9.2% |

**Comparisons of Column Proportions[b,c]**

| | | Age | | | |
|---|---|---|---|---|---|
| | | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 |
| | | (A) | (B) | (C) | (D) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | | | |
| | Kiosks at bus stops/BART station | [a] . | [a] . | | |
| | Newspaper | | | | |
| | Phone Book/Yellow Pages | | [a] . | | |
| | Postal mail | | | | |
| | Printed timetable | [a] . | [a] . | [a] . | |
| | Radio | [a] . | | | |
| | TV | | | [a] . | |
| | Website/Internet | | | F | |
| | Word of mouth/Friends or Family | | | | |
| | Other | | | | |
| | DK/NA | | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

**Comparisons of Column Proportions[b,c]**

| | | Age | |
|---|---|---|---|
| | | 55 to 64 | 65 and older |
| | | (E) | (F) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | |
| | Kiosks at bus stops/BART station | | |
| | Newspaper | | |
| | Phone Book/Yellow Pages | | |
| | Postal mail | | |
| | Printed timetable | | |
| | Radio | | |
| | TV | | |
| | Website/Internet | | |
| | Word of mouth/Friends or Family | | |
| | Other | .[a] | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Ethnicity | | | | |
|---|---|---|---|---|---|---|
| | | Total | White | Hispanic | Asian | Other |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 390 | 294 | 44 | 33 | 21 |
| | E-mail | 45<br>11.4% | 34<br>11.7% | 3<br>5.9% | 5<br>15.5% | 3<br>13.1% |
| | Kiosks at bus stops/BART station | 12<br>3.1% | 12<br>4.2% | 0<br>.0% | 0<br>.0% | 0<br>.0% |
| | Newspaper | 65<br>16.6% | 60<br>20.4% | 0<br>.0% | 2<br>6.1% | 3<br>13.6% |
| | Phone Book/Yellow Pages | 15<br>3.9% | 13<br>4.3% | 0<br>.0% | 3<br>8.2% | 0<br>.0% |
| | Postal mail | 29<br>7.4% | 15<br>5.0% | 3<br>7.8% | 8<br>25.0% | 3<br>12.8% |
| | Printed timetable | 6<br>1.6% | 4<br>1.5% | 0<br>.0% | 2<br>6.1% | 0<br>.0% |
| | Radio | 14<br>3.5% | 10<br>3.4% | 1<br>1.9% | 2<br>5.1% | 1<br>5.5% |
| | TV | 17<br>4.4% | 9<br>3.2% | 6<br>12.7% | 0<br>.0% | 2<br>10.4% |
| | Website/Internet | 123<br>31.5% | 88<br>30.0% | 22<br>50.6% | 9<br>27.9% | 3<br>17.0% |
| | Word of mouth/Friends or Family | 26<br>6.7% | 19<br>6.4% | 3<br>7.8% | 2<br>6.2% | 2<br>8.5% |
| | Other | 14<br>3.5% | 8<br>2.8% | 3<br>6.4% | 0<br>.0% | 2<br>11.7% |
| | DK/NA | 25<br>6.5% | 21<br>7.1% | 3<br>6.9% | 0<br>.0% | 2<br>7.3% |

**Comparisons of Column Proportions[b,c]**

| | | Ethnicity | | | |
|---|---|---|---|---|---|
| | | White | Hispanic | Asian | Other |
| | | (A) | (B) | (C) | (D) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | | | |
| | Kiosks at bus stops/BART station | | .[a] | .[a] | .[a] |
| | Newspaper | | .[a] | | |
| | Phone Book/Yellow Pages | | .[a] | | .[a] |
| | Postal mail | | | A | |
| | Printed timetable | | .[a] | | .[a] |
| | Radio | | | | |
| | TV | | A | .[a] | |
| | Website/Internet | | A | | |
| | Word of mouth/Friends or Family | | | | |
| | Other | | | .[a] | |
| | DK/NA | | | .[a] | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Employment Status | | | |
|---|---|---|---|---|---|
| | | Total | Work for an employer | Self-employed | Non-working |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 391 | 238 | 41 | 112 |
| | E-mail | 45<br>11.6% | 33<br>13.7% | 5<br>12.0% | 8<br>6.8% |
| | Kiosks at bus stops/BART station | 12<br>3.0% | 5<br>2.3% | 2<br>4.7% | 4<br>3.8% |
| | Newspaper | 65<br>16.7% | 46<br>19.4% | 2<br>5.8% | 17<br>15.0% |
| | Phone Book/Yellow Pages | 15<br>3.9% | 6<br>2.6% | 1<br>2.5% | 8<br>7.1% |
| | Postal mail | 30<br>7.7% | 22<br>9.4% | 0<br>.0% | 8<br>6.8% |
| | Printed timetable | 6<br>1.6% | 2<br>.9% | 1<br>2.0% | 3<br>3.0% |
| | Radio | 14<br>3.5% | 7<br>3.1% | 2<br>4.9% | 4<br>3.7% |
| | TV | 17<br>4.4% | 10<br>4.3% | 1<br>2.3% | 6<br>5.3% |
| | Website/Internet | 123<br>31.4% | 82<br>34.4% | 10<br>23.2% | 32<br>28.2% |
| | Word of mouth/Friends or Family | 25<br>6.3% | 8<br>3.4% | 7<br>16.8% | 10<br>8.6% |
| | Other | 14<br>3.6% | 8<br>3.4% | 3<br>6.1% | 3<br>3.0% |
| | DK/NA | 25<br>6.4% | 8<br>3.2% | 8<br>19.5% | 10<br>8.6% |

**Comparisons of Column Proportions[b,c]**

| | | Employment Status | | |
|---|---|---|---|---|
| | | Work for an employer | Self-employed | Non-working |
| | | (A) | (B) | (C) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | | |
| | Kiosks at bus stops/BART station | | | |
| | Newspaper | | | |
| | Phone Book/Yellow Pages | | | |
| | Postal mail | | .[a] | |
| | Printed timetable | | | |
| | Radio | | | |
| | TV | | | |
| | Website/Internet | | | |
| | Word of mouth/Friends or Family | | A | |
| | Other | | | |
| | DK/NA | | A | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*



| | | Working Hours | | | |
|---|---|---|---|---|---|
| | | Total | Morning | Business day | Evening/Late night |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 266 | 58 | 182 | 26 |
| | E-mail | 34<br>12.9% | 10<br>18.2% | 21<br>11.8% | 2<br>9.1% |
| | Kiosks at bus stops/BART station | 7<br>2.8% | 3<br>5.9% | 3<br>1.9% | 1<br>2.0% |
| | Newspaper | 47<br>17.6% | 13<br>21.8% | 31<br>17.1% | 3<br>12.4% |
| | Phone Book/Yellow Pages | 7<br>2.7% | 3<br>5.1% | 4<br>2.4% | 0<br>.0% |
| | Postal mail | 22<br>8.1% | 3<br>5.7% | 14<br>7.6% | 5<br>17.2% |
| | Printed timetable | 3<br>1.1% | 2<br>3.8% | 1<br>.5% | 0<br>.0% |
| | Radio | 9<br>3.5% | 2<br>3.4% | 7<br>4.1% | 0<br>.0% |
| | TV | 11<br>4.2% | 1<br>1.0% | 5<br>2.6% | 6<br>22.1% |
| | Website/Internet | 87<br>32.5% | 15<br>26.1% | 66<br>36.4% | 5<br>20.0% |
| | Word of mouth/Friends or Family | 14<br>5.2% | 1<br>1.7% | 13<br>7.1% | 0<br>.0% |
| | Other | 11<br>4.0% | 0<br>.8% | 7<br>4.1% | 3<br>10.3% |
| | DK/NA | 14<br>5.3% | 4<br>6.5% | 9<br>4.7% | 2<br>7.0% |

**Comparisons of Column Proportions[b,c]**

| | | Working Hours | | |
|---|---|---|---|---|
| | | Morning | Business day | Evening/ Late night |
| | | (A) | (B) | (C) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | | |
| | Kiosks at bus stops/BART station | | | |
| | Newspaper | | | |
| | Phone Book/Yellow Pages | | | .[a] |
| | Postal mail | | | |
| | Printed timetable | B | | .[a] |
| | Radio | | | .[a] |
| | TV | | | A B |
| | Website/Internet | | | |
| | Word of mouth/Friends or Family | | | .[a] |
| | Other | | | |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Work Location | | |
|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 248 | 168 | 80 |
| | E-mail | 33<br>13.2% | 20<br>11.9% | 13<br>16.0% |
| | Kiosks at bus stops/BART station | 6<br>2.4% | 5<br>3.1% | 1<br>.8% |
| | Newspaper | 39<br>15.8% | 28<br>16.6% | 11<br>14.0% |
| | Phone Book/Yellow Pages | 5<br>2.2% | 5<br>3.2% | 0<br>.0% |
| | Postal mail | 22<br>8.7% | 15<br>8.8% | 7<br>8.6% |
| | Printed timetable | 2<br>.9% | 0<br>.0% | 2<br>2.7% |
| | Radio | 9<br>3.8% | 5<br>2.9% | 4<br>5.5% |
| | TV | 9<br>3.5% | 5<br>3.0% | 4<br>4.7% |
| | Website/Internet | 87<br>34.9% | 54<br>32.4% | 32<br>40.2% |
| | Word of mouth/Friends or Family | 13<br>5.2% | 12<br>6.9% | 1<br>1.7% |
| | Other | 10<br>4.0% | 10<br>5.9% | 0<br>.0% |
| | DK/NA | 13<br>5.3% | 9<br>5.1% | 5<br>5.8% |

**Comparisons of Column Proportions[b,c]**

| | | Work Location | |
|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley |
| | | (A) | (B) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | |
| | Kiosks at bus stops/BART station | | |
| | Newspaper | | |
| | Phone Book/Yellow Pages | | [a] |
| | Postal mail | | |
| | Printed timetable | [a] | |
| | Radio | | |
| | TV | | |
| | Website/Internet | | |
| | Word of mouth/Friends or Family | | |
| | Other | | [a] |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Areas Visited Frequently (Non-Working) | | | |
|---|---|---|---|---|---|
| | | Total | Tri-Valley | Outside of Tri-Valley | Both |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 112 | 61 | 22 | 29 |
| | E-mail | 8<br>7.4% | 2<br>3.6% | 3<br>14.3% | 3<br>10.2% |
| | Kiosks at bus stops/BART station | 5<br>4.7% | 3<br>4.6% | 0<br>.0% | 2<br>8.3% |
| | Newspaper | 17<br>15.3% | 9<br>14.0% | 4<br>18.2% | 5<br>15.8% |
| | Phone Book/Yellow Pages | 8<br>7.1% | 2<br>3.3% | 2<br>11.1% | 4<br>12.2% |
| | Postal mail | 8<br>6.8% | 4<br>6.3% | 3<br>15.2% | 1<br>1.7% |
| | Printed timetable | 3<br>2.9% | 3<br>4.7% | 0<br>.0% | 0<br>1.4% |
| | Radio | 4<br>3.7% | 2<br>3.7% | 2<br>8.7% | 0<br>.0% |
| | TV | 5<br>4.9% | 4<br>5.9% | 0<br>.0% | 2<br>6.5% |
| | Website/Internet | 29<br>25.6% | 18<br>28.8% | 4<br>20.8% | 7<br>22.8% |
| | Word of mouth/Friends or Family | 11<br>10.1% | 9<br>14.8% | 0<br>.0% | 2<br>7.7% |
| | Other | 3<br>3.0% | 1<br>1.0% | 0<br>.0% | 3<br>9.5% |
| | DK/NA | 9<br>8.4% | 6<br>9.4% | 3<br>11.8% | 1<br>3.8% |

**Comparisons of Column Proportions[b,c]**

| | | Areas Visited Frequently (Non-Working) | | |
|---|---|---|---|---|
| | | Tri-Valley | Outside of Tri-Valley | Both |
| | | (A) | (B) | (C) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | | |
| | Kiosks at bus stops/BART station | | [a] | |
| | Newspaper | | | |
| | Phone Book/Yellow Pages | | | |
| | Postal mail | | | |
| | Printed timetable | | [a] | |
| | Radio | | | [a] |
| | TV | | [a] | |
| | Website/Internet | | | |
| | Word of mouth/Friends or Family | | [a] | |
| | Other | | [a] | A |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

| | | Automobiles in the Household | | | |
|---|---|---|---|---|---|
| | | Total | One | Two | Three or more |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 386 | 73 | 191 | 123 |
| | E-mail | 46<br>11.9% | 6<br>8.3% | 25<br>13.2% | 15<br>12.0% |
| | Kiosks at bus stops/BART station | 9<br>2.3% | 3<br>3.7% | 4<br>2.0% | 2<br>2.0% |
| | Newspaper | 66<br>17.0% | 11<br>14.9% | 33<br>17.5% | 22<br>17.7% |
| | Phone Book/Yellow Pages | 15<br>3.9% | 4<br>5.2% | 7<br>3.5% | 5<br>4.0% |
| | Postal mail | 27<br>6.9% | 5<br>6.7% | 14<br>7.3% | 8<br>6.2% |
| | Printed timetable | 6<br>1.6% | 3<br>4.1% | 2<br>1.2% | 1<br>.9% |
| | Radio | 14<br>3.5% | 2<br>2.6% | 6<br>3.4% | 5<br>4.2% |
| | TV | 17<br>4.4% | 2<br>2.6% | 5<br>2.6% | 10<br>8.4% |
| | Website/Internet | 121<br>31.4% | 24<br>33.0% | 65<br>34.1% | 32<br>26.3% |
| | Word of mouth/Friends or Family | 24<br>6.3% | 9<br>12.5% | 8<br>4.4% | 7<br>5.7% |
| | Other | 14<br>3.6% | 0<br>.0% | 7<br>3.9% | 7<br>5.4% |
| | DK/NA | 27<br>7.0% | 5<br>6.6% | 13<br>6.9% | 9<br>7.2% |

**Comparisons of Column Proportions[b,c]**

| | | Automobiles in the Household | | |
|---|---|---|---|---|
| | | One | Two | Three or more |
| | | (A) | (B) | (C) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | | |
| | Kiosks at bus stops/BART station | | | |
| | Newspaper | | | |
| | Phone Book/Yellow Pages | | | |
| | Postal mail | | | |
| | Printed timetable | | | |
| | Radio | | | |
| | TV | | | |
| | Website/Internet | | | |
| | Word of mouth/Friends or Family | | | |
| | Other | .[a] | | |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Level of Education | | | | |
|---|---|---|---|---|---|---|
| | | Total | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 394 | 75 | 87 | 152 | 80 |
| | E-mail | 45<br>11.5% | 8<br>10.1% | 7<br>8.2% | 17<br>11.4% | 14<br>16.9% |
| | Kiosks at bus stops/BART station | 11<br>2.7% | 1<br>1.3% | 4<br>4.9% | 2<br>1.1% | 4<br>4.6% |
| | Newspaper | 66<br>16.7% | 9<br>12.3% | 19<br>22.0% | 28<br>18.7% | 9<br>11.6% |
| | Phone Book/Yellow Pages | 15<br>3.9% | 4<br>5.3% | 6<br>7.1% | 4<br>2.9% | 1<br>.9% |
| | Postal mail | 30<br>7.6% | 5<br>6.5% | 6<br>6.4% | 13<br>8.7% | 6<br>7.9% |
| | Printed timetable | 6<br>1.6% | 0<br>.0% | 2<br>1.8% | 4<br>2.4% | 1<br>1.4% |
| | Radio | 14<br>3.4% | 1<br>1.9% | 1<br>1.0% | 7<br>4.7% | 4<br>5.0% |
| | TV | 17<br>4.3% | 7<br>9.1% | 4<br>5.1% | 3<br>2.1% | 3<br>3.4% |
| | Website/Internet | 124<br>31.6% | 17<br>22.4% | 20<br>23.2% | 53<br>34.8% | 35<br>43.1% |
| | Word of mouth/Friends or Family | 26<br>6.7% | 10<br>13.5% | 7<br>8.6% | 9<br>5.8% | 0<br>.0% |
| | Other | 14<br>3.6% | 5<br>6.9% | 2<br>2.4% | 5<br>3.4% | 2<br>2.0% |
| | DK/NA | 25<br>6.4% | 8<br>10.8% | 8<br>9.4% | 6<br>4.2% | 3<br>3.2% |

**Comparisons of Column Proportions[b,c]**

| | | Level of Education | | | |
|---|---|---|---|---|---|
| | | High School Graduate or less | Some College | College Graduate | Graduate Degree |
| | | (A) | (B) | (C) | (D) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | | | |
| | Kiosks at bus stops/BART station | | | | |
| | Newspaper | | | | |
| | Phone Book/Yellow Pages | | | | |
| | Postal mail | | | | |
| | Printed timetable | .[a] | | | |
| | Radio | | | | |
| | TV | | | | |
| | Website/Internet | | | | A B |
| | Word of mouth/Friends or Family | | | | [a] . |
| | Other | | | | |
| | DK/NA | | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Annual Household Income | | | |
|---|---|---|---|---|---|
| | | Total | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 400 | 62 | 131 | 69 |
| | E-mail | 46<br>11.5% | 7<br>11.3% | 10<br>7.6% | 12<br>17.5% |
| | Kiosks at bus stops/BART station | 13<br>3.2% | 3<br>4.6% | 2<br>1.8% | 0<br>.0% |
| | Newspaper | 66<br>16.6% | 6<br>9.9% | 22<br>17.1% | 12<br>17.7% |
| | Phone Book/Yellow Pages | 15<br>3.8% | 4<br>6.9% | 3<br>2.3% | 4<br>5.4% |
| | Postal mail | 30<br>7.5% | 7<br>12.1% | 5<br>3.9% | 5<br>7.6% |
| | Printed timetable | 6<br>1.6% | 1<br>1.5% | 2<br>1.5% | 0<br>.6% |
| | Radio | 14<br>3.4% | 1<br>1.5% | 2<br>1.4% | 7<br>10.5% |
| | TV | 17<br>4.3% | 4<br>7.3% | 6<br>4.3% | 5<br>6.6% |
| | Website/Internet | 125<br>31.2% | 8<br>12.2% | 54<br>40.9% | 18<br>26.6% |
| | Word of mouth/Friends or Family | 26<br>6.6% | 10<br>16.5% | 9<br>6.8% | 4<br>5.4% |
| | Other | 14<br>3.5% | 3<br>5.5% | 6<br>4.2% | 0<br>.0% |
| | DK/NA | 27<br>6.8% | 7<br>10.6% | 11<br>8.2% | 1<br>2.1% |



| | | Annual Household | |
|---|---|---|---|
| | | $150,000 or more | DK/NA |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 75 | 63 |
| | E-mail | 10<br>14.0% | 6<br>10.3% |
| | Kiosks at bus stops/BART station | 1<br>1.4% | 6<br>10.2% |
| | Newspaper | 14<br>18.3% | 12<br>19.0% |
| | Phone Book/Yellow Pages | 3<br>3.6% | 2<br>2.4% |
| | Postal mail | 8<br>10.1% | 5<br>7.3% |
| | Printed timetable | 1<br>1.4% | 2<br>3.1% |
| | Radio | 3<br>3.8% | 1<br>1.2% |
| | TV | 2<br>3.3% | 0<br>.0% |
| | Website/Internet | 26<br>34.1% | 20<br>31.4% |
| | Word of mouth/Friends or Family | 1<br>1.0% | 3<br>4.4% |
| | Other | 4<br>5.4% | 1<br>1.6% |
| | DK/NA | 3<br>3.7% | 6<br>9.2% |

**Comparisons of Column Proportions[b,c]**

| | | Annual Household Income | | | | |
|---|---|---|---|---|---|---|
| | | Less than $50,000 | $50,000 to $99,999 | $100,000 to $149,999 | $150,000 or more | DK/NA |
| | | (A) | (B) | (C) | (D) | (E) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | | | | |
| | Kiosks at bus stops/BART station | | | .[a] | | B |
| | Newspaper | | | | | |
| | Phone Book/Yellow Pages | | | | | |
| | Postal mail | | | | | |
| | Printed timetable | | | | | |
| | Radio | | | B | | |
| | TV | | | | | .[a] |
| | Website/Internet | | A | | A | |
| | Word of mouth/Friends or Family | D | | | | |
| | Other | | | .[a] | | |
| | DK/NA | | | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*proportions tests.*

| | | Use of Public Transit | | |
|---|---|---|---|---|
| | | Total | Public Transit Users | Public Transit Non-Users |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 392 | 73 | 318 |
| | E-mail | 46<br>11.7% | 7<br>9.0% | 39<br>12.3% |
| | Kiosks at bus stops/BART station | 12<br>3.0% | 2<br>3.3% | 9<br>2.9% |
| | Newspaper | 66<br>16.8% | 6<br>8.3% | 60<br>18.8% |
| | Phone Book/Yellow Pages | 14<br>3.5% | 1<br>1.3% | 13<br>4.1% |
| | Postal mail | 30<br>7.7% | 12<br>16.3% | 18<br>5.7% |
| | Printed timetable | 6<br>1.6% | 1<br>1.2% | 5<br>1.7% |
| | Radio | 14<br>3.4% | 3<br>4.0% | 11<br>3.3% |
| | TV | 17<br>4.4% | 5<br>7.1% | 12<br>3.7% |
| | Website/Internet | 121<br>30.9% | 20<br>26.9% | 101<br>31.8% |
| | Word of mouth/Friends or Family | 26<br>6.6% | 8<br>10.7% | 18<br>5.6% |
| | Other | 14<br>3.6% | 5<br>6.5% | 9<br>2.9% |
| | DK/NA | 27<br>6.8% | 4<br>5.3% | 23<br>7.2% |

**Comparisons of Column Proportions[a,b]**

| | | Use of Public Transit | |
|---|---|---|---|
| | | Public Transit Users | Public Transit Non-Users |
| | | (A) | (B) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | |
| | Kiosks at bus stops/BART station | | |
| | Newspaper | | A |
| | Phone Book/Yellow Pages | | |
| | Postal mail | B | |
| | Printed timetable | | |
| | Radio | | |
| | TV | | |
| | Website/Internet | | |
| | Word of mouth/Friends or Family | | |
| | Other | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Reasons for Public Transit Non-Use | | |
|---|---|---|---|---|
| | | Total | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 294 | 183 | 111 |
| | E-mail | 38<br>13.0% | 26<br>14.1% | 12<br>11.2% |
| | Kiosks at bus stops/BART station | 8<br>2.6% | 3<br>1.5% | 5<br>4.6% |
| | Newspaper | 55<br>18.7% | 30<br>16.7% | 25<br>22.0% |
| | Phone Book/Yellow Pages | 13<br>4.4% | 6<br>3.0% | 7<br>6.6% |
| | Postal mail | 15<br>5.2% | 12<br>6.4% | 3<br>3.1% |
| | Printed timetable | 5<br>1.9% | 1<br>.5% | 5<br>4.1% |
| | Radio | 10<br>3.4% | 6<br>3.5% | 4<br>3.3% |
| | TV | 11<br>3.9% | 9<br>4.8% | 3<br>2.4% |
| | Website/Internet | 93<br>31.5% | 61<br>33.6% | 31<br>28.0% |
| | Word of mouth/Friends or Family | 17<br>5.8% | 12<br>6.5% | 5<br>4.6% |
| | Other | 8<br>2.7% | 3<br>1.9% | 5<br>4.1% |
| | DK/NA | 20<br>6.9% | 14<br>7.5% | 7<br>6.1% |

**Comparisons of Column Proportions[a,b]**

| | | Reasons for Public Transit Non-Use | |
|---|---|---|---|
| | | Public Transit does not meet needs/wants | Prefer Car/Other transportation modes |
| | | (A) | (B) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | |
| | Kiosks at bus stops/BART station | | |
| | Newspaper | | |
| | Phone Book/Yellow Pages | | |
| | Postal mail | | |
| | Printed timetable | | A |
| | Radio | | |
| | TV | | |
| | Website/Internet | | |
| | Word of mouth/Friends or Family | | |
| | Other | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | Awareness of LAVTA-BRT Service | | |
|---|---|---|---|---|
| | | Total | Aware | Unaware |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 398 | 92 | 306 |
| | E-mail | 46<br>11.5% | 10<br>10.6% | 36<br>11.8% |
| | Kiosks at bus stops/BART station | 13<br>3.2% | 4<br>4.3% | 9<br>2.8% |
| | Newspaper | 66<br>16.5% | 25<br>27.5% | 40<br>13.2% |
| | Phone Book/Yellow Pages | 15<br>3.8% | 5<br>4.9% | 11<br>3.5% |
| | Postal mail | 30<br>7.5% | 8<br>9.1% | 22<br>7.1% |
| | Printed timetable | 6<br>1.6% | 2<br>1.7% | 5<br>1.6% |
| | Radio | 14<br>3.4% | 0<br>.4% | 13<br>4.3% |
| | TV | 17<br>4.3% | 4<br>4.6% | 13<br>4.2% |
| | Website/Internet | 125<br>31.3% | 21<br>22.5% | 104<br>34.0% |
| | Word of mouth/Friends or Family | 26<br>6.6% | 6<br>6.9% | 20<br>6.5% |
| | Other | 14<br>3.5% | 3<br>2.8% | 11<br>3.7% |
| | DK/NA | 27<br>6.7% | 4<br>4.8% | 22<br>7.3% |

**Comparisons of Column Proportions[a,b]**

| | | Awareness of LAVTA-BRT Service | |
|---|---|---|---|
| | | Aware | Unaware |
| | | (A) | (B) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | |
| | Kiosks at bus stops/BART station | | |
| | Newspaper | B | |
| | Phone Book/Yellow Pages | | |
| | Postal mail | | |
| | Printed timetable | | |
| | Radio | | |
| | TV | | |
| | Website/Internet | | A |
| | Word of mouth/Friends or Family | | |
| | Other | | |
| | DK/NA | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | Likelihood of Using the Rapid | | |
|---|---|---|---|---|
| | | Total | Yes | No |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 392 | 270 | 122 |
| | E-mail | 45<br>11.6% | 33<br>12.3% | 12<br>9.9% |
| | Kiosks at bus stops/BART station | 13<br>3.2% | 9<br>3.2% | 4<br>3.2% |
| | Newspaper | 64<br>16.3% | 42<br>15.7% | 21<br>17.6% |
| | Phone Book/Yellow Pages | 15<br>3.9% | 10<br>3.6% | 6<br>4.6% |
| | Postal mail | 29<br>7.5% | 24<br>9.0% | 5<br>4.1% |
| | Printed timetable | 6<br>1.6% | 6<br>2.2% | 0<br>.3% |
| | Radio | 14<br>3.4% | 7<br>2.7% | 6<br>5.1% |
| | TV | 16<br>4.2% | 14<br>5.1% | 3<br>2.2% |
| | Website/Internet | 123<br>31.5% | 83<br>30.6% | 40<br>33.3% |
| | Word of mouth/Friends or Family | 26<br>6.7% | 18<br>6.6% | 9<br>7.1% |
| | Other | 13<br>3.3% | 11<br>4.1% | 2<br>1.6% |
| | DK/NA | 27<br>6.8% | 13<br>5.0% | 13<br>11.0% |

**Comparisons of Column Proportions[a,b]**

| | | Likelihood of Using the Rapid | |
|---|---|---|---|
| | | Yes | No |
| | | (A) | (B) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | |
| | Kiosks at bus stops/BART station | | |
| | Newspaper | | |
| | Phone Book/Yellow Pages | | |
| | Postal mail | | |
| | Printed timetable | | |
| | Radio | | |
| | TV | | |
| | Website/Internet | | |
| | Word of mouth/Friends or Family | | |
| | Other | | |
| | DK/NA | | A |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

b. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | City of Residence | | | |
|---|---|---|---|---|---|
| | | Total | Livermore | Pleasanton | Dublin |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | Total | 399 | 175 | 110 | 115 |
| | ACE commuter train | 10<br>2.5% | 6<br>3.7% | 2<br>2.2% | 1<br>.9% |
| | BART | 38<br>9.5% | 11<br>6.3% | 5<br>4.3% | 22<br>19.5% |
| | Bicycle | 17<br>4.3% | 8<br>4.4% | 6<br>5.5% | 3<br>3.0% |
| | Bus (Wheels) | 28<br>7.1% | 18<br>10.3% | 9<br>7.9% | 2<br>1.4% |
| | Carpool or Vanpool | 51<br>12.9% | 23<br>13.0% | 15<br>13.5% | 14<br>12.0% |
| | Drive alone | 284<br>71.1% | 117<br>67.1% | 76<br>69.4% | 90<br>78.8% |
| | Walk | 9<br>2.2% | 5<br>2.7% | 1<br>.9% | 3<br>2.5% |
| | Other public transit | 2<br>.6% | 1<br>.8% | 0<br>.0% | 1<br>.8% |
| | Other | 5<br>1.2% | 1<br>.6% | 2<br>2.2% | 1<br>1.3% |
| | DK/NA | 4<br>.9% | 2<br>1.3% | 1<br>1.2% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | City of Residence | | |
|---|---|---|---|---|
| | | Livermore (A) | Pleasanton (B) | Dublin (C) |
| 1. Please think of trips that you have taken frequently in the last 12 months, such as going to and from work, school or places you visit frequently. What type of transportation have you typically used for these trips? | ACE commuter train | | | A B |
| | BART | | | |
| | Bicycle | | | |
| | Bus (Wheels) | C | | |
| | Carpool or Vanpool | | | |
| | Drive alone | | | |
| | Walk | | | |
| | Other public transit | | [a] . | |
| | Other | | | |
| | DK/NA | | | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | City of Residence | | | |
|---|---|---|---|---|---|
| | | Total | Livermore | Pleasanton | Dublin |
| 2. In this 12-month period, how often did you take public transit? | Total | 75 | 34 | 17 | 24 |
| | Everyday | 11<br>14.8% | 9<br>25.0% | 2<br>9.2% | 1<br>4.3% |
| | Every weekday (Monday through Friday) | 8<br>10.1% | 1<br>2.1% | 1<br>7.6% | 6<br>23.3% |
| | Few times a week | 12<br>16.4% | 3<br>10.0% | 4<br>20.9% | 5<br>22.4% |
| | Few times a month | 22<br>29.5% | 13<br>38.9% | 4<br>21.8% | 5<br>21.6% |
| | Once a month | 3<br>4.2% | 1<br>4.1% | 1<br>4.0% | 1<br>4.3% |
| | Few times a year | 13<br>17.4% | 5<br>13.5% | 5<br>26.1% | 4<br>16.9% |
| | Once a year or less often | 3<br>4.6% | 0<br>.0% | 2<br>10.2% | 2<br>7.2% |
| | DK/NA | 2<br>2.9% | 2<br>6.5% | 0<br>.0% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | City of Residence | | |
|---|---|---|---|---|
| | | Livermore (A) | Pleasanton (B) | Dublin (C) |
| 2. In this 12-month period, how often did you take public transit? | Everyday | | | |
| | Every weekday (Monday through Friday) | | | A |
| | Few times a week | | | |
| | Few times a month | | | |
| | Once a month | | | |
| | Few times a year | | | |
| | Once a year or less often | [a] . | | |
| | DK/NA | | [a] . | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | City of Residence | | | |
|---|---|---|---|---|---|
| | | Total | Livermore | Pleasanton | Dublin |
| 3. Do you normally have access to an automobile for these trips? | Total | 75 | 34 | 17 | 24 |
| | Yes | 58<br>77.2% | 21<br>60.4% | 14<br>79.0% | 24<br>100.0% |
| | No | 17<br>22.8% | 14<br>39.6% | 4<br>21.0% | 0<br>.0% |

### Comparisons of Column Proportions[b,c]

| | | City of Residence | | |
|---|---|---|---|---|
| | | Livermore | Pleasanton | Dublin |
| | | (A) | (B) | (C) |
| 3. Do you normally have access to an automobile for these trips? | Yes | | | a . |
| | No | | | a . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | City of Residence | | | |
|---|---|---|---|---|---|
| | | Total | Livermore | Pleasanton | Dublin |
| 4. In this 12-month period, have you considered using public transit? | Total | 324 | 141 | 93 | 91 |
| | Yes | 146<br>45.1% | 58<br>41.4% | 42<br>45.1% | 46<br>50.8% |
| | No | 168<br>51.8% | 76<br>54.2% | 50<br>53.5% | 42<br>46.3% |
| | DK/NA | 10<br>3.1% | 6<br>4.3% | 1<br>1.4% | 3<br>2.9% |

### Comparisons of Column Proportions[a,b]

| | | City of Residence | | |
|---|---|---|---|---|
| | | Livermore | Pleasanton | Dublin |
| | | (A) | (B) | (C) |
| 4. In this 12-month period, have you considered using public transit? | Yes | | | |
| | No | | | |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | City of Residence | | | |
|---|---|---|---|---|---|
| | | Total | Livermore | Pleasanton | Dublin |
| 5. Why did you ultimately decide not to use public transit? | Total | 146 | 58 | 42 | 46 |
| | Did use public transit, just not as much as other transportation modes | 15<br>10.3% | 5<br>9.2% | 6<br>14.7% | 4<br>7.7% |
| | Ample free parking | 2<br>1.5% | 2<br>3.8% | 0<br>.0% | 0<br>.0% |
| | Don't like public transit schedule | 12<br>8.5% | 4<br>7.0% | 2<br>5.6% | 6<br>12.9% |
| | Need car to drop off or pick up children or others | 8<br>5.3% | 3<br>4.4% | 0<br>.0% | 5<br>11.1% |
| | Need car to run errands during the day | 4<br>2.8% | 2<br>3.5% | 1<br>3.4% | 1<br>1.4% |
| | Prefer flexibility or convenience of driving | 22<br>14.9% | 7<br>11.9% | 6<br>14.0% | 9<br>19.5% |
| | Public transit costs too much | 7<br>4.8% | 1<br>.9% | 2<br>4.7% | 4<br>9.7% |
| | Public transit doesn't go to my destination | 28<br>18.9% | 10<br>17.4% | 10<br>24.9% | 7<br>15.2% |
| | Public transit isn't as comfortable | 3<br>1.9% | 1<br>2.1% | 1<br>3.5% | 0<br>.0% |
| | Public transit isn't as fast or efficient | 27<br>18.3% | 11<br>18.9% | 6<br>14.8% | 10<br>20.7% |
| | Public transit isn't as reliable or dependable | 7<br>4.9% | 4<br>7.5% | 2<br>4.2% | 1<br>2.2% |
| | Public transit is not convenient | 7<br>4.7% | 1<br>1.2% | 2<br>3.6% | 5<br>9.9% |
| | Public transit stops are not located close by | 5<br>3.6% | 3<br>5.6% | 1<br>3.1% | 1<br>1.7% |
| | Other | 6<br>4.0% | 3<br>4.3% | 2<br>3.6% | 2<br>4.0% |
| | DK/NA | 2<br>1.7% | 2<br>3.1% | 1<br>1.6% | 0<br>.0% |

**Comparisons of Column Proportions[b,c]**

| | | City of Residence | | |
|---|---|---|---|---|
| | | Livermore (A) | Pleasanton (B) | Dublin (C) |
| 5. Why did you ultimately decide not to use public transit? | Did use public transit, just not as much as other transportation modes | | | |
| | Ample free parking | | .[a] | .[a] |
| | Don't like public transit schedule | | | |
| | Need car to drop off or pick up children or others | | .[a] | |
| | Need car to run errands during the day | | | |
| | Prefer flexibility or convenience of driving | | | |
| | Public transit costs too much | | | |
| | Public transit doesn't go to my destination | | | |
| | Public transit isn't as comfortable | | | .[a] |
| | Public transit isn't as fast or efficient | | | |
| | Public transit isn't as reliable or dependable | | | |
| | Public transit is not convenient | | | |
| | Public transit stops are not located close by | | | |
| | Other | | | |
| | DK/NA | | | .[a] |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

a. *This category is not used in comparisons because its column proportion is equal to zero or one.*

b. *Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

c. *Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*



| | | City of Residence | | | |
|---|---|---|---|---|---|
| | | Total | Livermore | Pleasanton | Dublin |
| 6. Why have you not considered using public transit? | Total | 178 | 83 | 51 | 45 |
| | Did use public transit, just not as much as other transportation modes | 12<br>6.5% | 5<br>6.6% | 6<br>12.2% | 0<br>.0% |
| | Don't like public transit schedule | 16<br>9.0% | 8<br>9.5% | 5<br>9.9% | 3<br>7.2% |
| | Need car to drop off or pick up children or others | 10<br>5.4% | 2<br>2.9% | 4<br>7.2% | 4<br>8.0% |
| | Need car to run errands during the day | 6<br>3.3% | 4<br>4.3% | 1<br>1.5% | 2<br>3.6% |
| | Prefer flexibility or convenience of driving | 24<br>13.7% | 11<br>13.6% | 4<br>7.8% | 9<br>20.7% |
| | Public transit costs too much | 7<br>3.8% | 4<br>4.3% | 1<br>2.8% | 2<br>3.9% |
| | Public transit doesn't go to my destination | 34<br>19.0% | 14<br>16.6% | 13<br>24.7% | 7<br>16.7% |
| | Public transit isn't as comfortable | 9<br>5.1% | 6<br>6.9% | 3<br>5.0% | 1<br>1.8% |
| | Public transit isn't as fast or efficient | 11<br>6.3% | 5<br>6.4% | 2<br>4.7% | 4<br>8.1% |
| | Public transit isn't as reliable or dependable | 6<br>3.1% | 1<br>.6% | 1<br>1.4% | 4<br>9.6% |
| | Public transit is not convenient | 10<br>5.4% | 6<br>7.1% | 1<br>2.8% | 2<br>5.0% |
| | No need to use it | 8<br>4.6% | 3<br>4.2% | 2<br>4.2% | 3<br>5.7% |
| | Work from home/Mostly stay at home | 5<br>3.1% | 2<br>3.0% | 2<br>4.3% | 1<br>1.8% |
| | Public transit stops are not located close by | 5<br>2.6% | 3<br>4.0% | 1<br>2.8% | 0<br>.0% |
| | Other | 12<br>6.7% | 4<br>4.7% | 3<br>5.4% | 5<br>12.0% |
| | DK/NA | 11<br>6.1% | 6<br>7.8% | 2<br>3.5% | 3<br>5.9% |

**Comparisons of Column Proportions[b,c]**

| | | City of Residence | | |
|---|---|---|---|---|
| | | Livermore | Pleasanton | Dublin |
| | | (A) | (B) | (C) |
| 6. Why have you not considered using public transit? | Did use public transit, just not as much as other transportation modes | | | [a] . |
| | Don't like public transit schedule | | | |
| | Need car to drop off or pick up children or others | | | |
| | Need car to run errands during the day | | | |
| | Prefer flexibility or convenience of driving | | | |
| | Public transit costs too much | | | |
| | Public transit doesn't go to my destination | | | |
| | Public transit isn't as comfortable | | | |
| | Public transit isn't as fast or efficient | | | |
| | Public transit isn't as reliable or dependable | | | A |
| | Public transit is not convenient | | | |
| | No need to use it | | | |
| | Work from home/Mostly stay at home | | | |
| | Public transit stops are not located close by | | | [a] . |
| | Other | | | |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | City of Residence | | | |
|---|---|---|---|---|---|
| | | Total | Livermore | Pleasanton | Dublin |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Total | 399 | 175 | 110 | 115 |
| | Yes | 88<br>22.0% | 42<br>24.2% | 28<br>25.3% | 18<br>15.4% |
| | No | 310<br>77.6% | 131<br>75.0% | 82<br>74.7% | 97<br>84.6% |
| | DK/NA | 1<br>.3% | 1<br>.8% | 0<br>.0% | 0<br>.0% |



**Comparisons of Column Proportions[b,c]**

| | | City of Residence | | |
|---|---|---|---|---|
| | | Livermore | Pleasanton | Dublin |
| | | (A) | (B) | (C) |
| 7. The Livermore Amador Valley Transit Authority, or LAVTA will begin a Bus Rapid Transit service in late 2009. This Rapid service will essentially provide an express bus service in the Tri-Valley area. Have you heard of the Rapid service? | Yes | | | |
| | No | | | |
| | DK/NA | | [a] . | [a] . |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | City of Residence | | | |
|---|---|---|---|---|---|
| | | Total | Livermore | Pleasanton | Dublin |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Total | 88 | 42 | 28 | 18 |
| | Very favorable | 42<br>48.2% | 23<br>54.3% | 12<br>44.9% | 7<br>38.8% |
| | Somewhat favorable | 25<br>28.7% | 9<br>21.6% | 9<br>31.2% | 7<br>41.5% |
| | Neither favorable nor unfavorable | 6<br>6.8% | 3<br>7.8% | 1<br>5.1% | 1<br>7.2% |
| | Somewhat unfavorable | 2<br>2.1% | 1<br>2.5% | 1<br>2.7% | 0<br>.0% |
| | Very unfavorable | 9<br>9.9% | 4<br>9.0% | 3<br>11.8% | 2<br>8.9% |
| | DK/NA | 4<br>4.4% | 2<br>4.8% | 1<br>4.3% | 1<br>3.6% |

**Comparisons of Column Proportions[b,c]**

| | | City of Residence | | |
|---|---|---|---|---|
| | | Livermore | Pleasanton | Dublin |
| | | (A) | (B) | (C) |
| 8. Given what you have heard, is your overall opinion of the Rapid service favorable or unfavorable? | Very favorable | | | |
| | Somewhat favorable | | | |
| | Neither favorable nor unfavorable | | | |
| | Somewhat unfavorable | | | [a] . |
| | Very unfavorable | | | |
| | DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | City of Residence | | | |
|---|---|---|---|---|
| | Total | Livermore | Pleasanto | Dublin |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | 1.10 | 1.03 | 1.09 | 1.23 |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | .80 | .70 | .77 | .97 |
| 10C. You can use your laptop while on the bus | .79 | .75 | .66 | .97 |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | 1.04 | 1.07 | .97 | 1.06 |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | .94 | .90 | .91 | 1.03 |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | 1.12 | 1.05 | 1.04 | 1.31 |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | 1.05 | 1.09 | .90 | 1.14 |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | 1.11 | 1.05 | 1.04 | 1.25 |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | 1.05 | 1.08 | .86 | 1.19 |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | .93 | .85 | .91 | 1.06 |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | .70 | .73 | .66 | .68 |
| 10L. You can bring your commuter mug onto the bus | .70 | .73 | .65 | .71 |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | .69 | .68 | .67 | .73 |



| | City of Residence | | | |
|---|---|---|---|---|
| | Total | Livermore | Pleasanto | Dublin |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | 1.03 | 1.05 | .98 | 1.04 |
| 10O. With gas prices being so high, riding the bus costs you less than driving | 1.08 | 1.02 | 1.01 | 1.25 |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | .74 | .74 | .81 | .66 |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | 1.14 | 1.06 | 1.01 | 1.37 |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | .91 | .84 | .93 | 1.01 |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | .76 | .60 | .84 | .92 |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | 1.11 | 1.11 | .99 | 1.20 |
| 10U. The Rapid offers one of the safest ways to travel | .78 | .70 | .78 | .91 |
| 10V. There is free parking near the Rapid bus stops | 1.15 | 1.10 | 1.05 | 1.30 |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | .95 | .91 | .89 | 1.08 |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | .58 | .54 | .66 | .58 |
| 10Y. The Rapid bus stops are nice and comfortable | .91 | .84 | .93 | 1.01 |

**Comparisons of Column Means[a,b]**

| | City of Residence | | |
|---|---|---|---|
| | Livermore | Pleasanton | Dublin |
| | (A) | (B) | (C) |
| 10A. The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours | | | |
| 10B. There will be WiFi access onboard the Rapid buses, so you can be online during your bus ride | | | A |
| 10C. You can use your laptop while on the bus | | | B |
| 10D. The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station | | | |
| 10E. You can work or do other things you enjoy while riding the bus that you cannot do if you drove | | | |
| 10F. The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area | | | A |
| 10G. The Rapid service provides a faster way to get through commute traffic than driving | | | |
| 10H. Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the the Rapid a faster way to travel through city streets | | | |
| 10I. When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster | | | B |
| 10J. Your trip on the Rapid buses will be more comfortable and relaxing than driving | | | |
| 10K. Riding the Rapid buses is a more reliable way to travel than driving | | | |
| 10L. You can bring your commuter mug onto the bus | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*



**Comparisons of Column Means[a,b]**

| | City of Residence | | |
|---|---|---|---|
| | Livermore | Pleasanton | Dublin |
| | (A) | (B) | (C) |
| 10M. The Rapid is a premium express service serving the Tri-Valley area | | | |
| 10N. With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do | | | |
| 10O. With gas prices being so high, riding the bus costs you less than driving | | | |
| 10P. Rather than driving door to door, you get exercise walking to and from the bus stop | | | |
| 10Q. You can use the same transit pass to pay for both BART and Rapid fares | | | A B |
| 10R. LAVTA would work with your employer to allow you to set up a public transit account with pre-tax dollars to pay for your bus fare | | | |
| 10S. As an incentive for taking the bus instead of driving, LAVTA would work with your employer to purchase carbon offsets to reduce your carbon footprint and fund the development of clean energy | | | A |
| 10T. The schedules of the Rapid and BART will be coordinated to facilitate easy connections | | | |
| 10U. The Rapid offers one of the safest ways to travel | | | |
| 10V. There is free parking near the Rapid bus stops | | | |
| 10W. There are interactive signs on the Rapid buses to let you know when the next bus will arrive | | | |
| 10X. The Rapid bus stops are beautifully designed to fit into the neighborhood landscape | | | |
| 10Y. The Rapid bus stops are nice and comfortable | | | |

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

### Comparisons of Column Means[a,b]

*Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.*

*b. Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.*



| | | City of Residence | | | |
|---|---|---|---|---|---|
| | | Total | Livermore | Pleasanton | Dublin |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Total | 399 | 175 | 110 | 115 |
| | Definitely Yes | 89<br>22.3% | 44<br>25.2% | 17<br>15.7% | 28<br>24.1% |
| | Probably Yes | 186<br>46.5% | 78<br>44.3% | 52<br>47.0% | 56<br>49.2% |
| | Probably No | 75<br>18.7% | 28<br>16.2% | 27<br>24.1% | 20<br>17.4% |
| | Definitely No | 43<br>10.7% | 20<br>11.5% | 13<br>11.8% | 10<br>8.6% |
| | DK/NA | 7<br>1.8% | 5<br>2.8% | 2<br>1.4% | 1<br>.7% |

### Comparisons of Column Proportions[a,b]

| | | City of Residence | | |
|---|---|---|---|---|
| | | Livermore (A) | Pleasanton (B) | Dublin (C) |
| 11. Now that you have heard more about some of the benefits of LAVTA's Rapid service, will you use it when it starts in late 2009? | Definitely Yes<br>Probably Yes<br>Probably No<br>Definitely No<br>DK/NA | | | |

*Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.*

*a. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*b. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

| | | City of Residence | | | |
|---|---|---|---|---|---|
| | | Total | Livermore | Pleasanton | Dublin |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Total | 260 | 106 | 78 | 76 |
| | Destination of the Rapid | 21<br>7.9% | 4<br>4.0% | 12<br>14.9% | 5<br>6.1% |
| | Convenience of bus stop locations | 12<br>4.6% | 5<br>4.6% | 4<br>4.6% | 3<br>4.5% |
| | Onboard safety | 5<br>1.8% | 2<br>2.0% | 1<br>1.7% | 1<br>1.7% |
| | Reliability and efficiency | 3<br>1.1% | 2<br>2.1% | 1<br>1.0% | 0<br>.0% |
| | Affordability | 11<br>4.4% | 4<br>3.4% | 3<br>3.4% | 5<br>6.7% |
| | Convenient bus schedules | 5<br>1.9% | 3<br>2.8% | 2<br>2.7% | 0<br>.0% |
| | Coverage of the routes | 10<br>4.0% | 1<br>.7% | 4<br>5.7% | 5<br>6.8% |
| | Other | 8<br>3.1% | 3<br>2.7% | 3<br>4.0% | 2<br>2.7% |
| | Nothing | 193<br>74.1% | 83<br>78.4% | 51<br>65.6% | 59<br>76.8% |

**Comparisons of Column Proportions[b,c]**

| | | City of Residence | | |
|---|---|---|---|---|
| | | Livermore | Pleasanton | Dublin |
| | | (A) | (B) | (C) |
| 12. Are there other important considerations besides what we have discussed that might encourage you to use the Rapid service? | Destination of the Rapid | | A | |
| | Convenience of bus stop locations | | | |
| | Onboard safety | | | |
| | Reliability and efficiency | | | [a] . |
| | Affordability | | | |
| | Convenient bus schedules | | | [a] . |
| | Coverage of the routes | | | |
| | Other | | | |
| | Nothing | | | |

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| | | City of Residence | | | |
|---|---|---|---|---|---|
| | | Total | Livermore | Pleasanton | Dublin |
| 13. What is your most preferred source for getting information about transportation in your area? | Total | 399 | 175 | 110 | 115 |
| | E-mail | 51<br>12.8% | 19<br>11.1% | 8<br>7.4% | 24<br>20.6% |
| | Kiosks at bus stops/BART station | 12<br>2.9% | 4<br>2.5% | 5<br>4.6% | 2<br>1.8% |
| | Newspaper | 63<br>15.8% | 33<br>18.7% | 19<br>17.6% | 11<br>9.7% |
| | Phone Book/Yellow Pages | 14<br>3.5% | 6<br>3.7% | 6<br>5.1% | 2<br>1.5% |
| | Postal mail | 29<br>7.2% | 12<br>6.8% | 10<br>9.0% | 7<br>6.1% |
| | Printed timetable | 6<br>1.5% | 3<br>1.5% | 2<br>1.9% | 1<br>1.1% |
| | Radio | 14<br>3.5% | 4<br>2.2% | 4<br>3.8% | 6<br>5.2% |
| | TV | 17<br>4.3% | 12<br>7.0% | 2<br>2.1% | 3<br>2.4% |
| | Website/Internet | 127<br>31.7% | 49<br>28.2% | 35<br>32.2% | 42<br>36.5% |
| | Word of mouth/Friends or Family | 22<br>5.6% | 12<br>6.7% | 11<br>9.8% | 0<br>.0% |
| | Other | 15<br>3.7% | 8<br>4.5% | 2<br>2.0% | 5<br>4.1% |
| | DK/NA | 30<br>7.5% | 12<br>7.1% | 5<br>4.5% | 12<br>10.8% |

**Comparisons of Column Proportions[b,c]**

| | | City of Residence | | |
|---|---|---|---|---|
| | | Livermore | Pleasanton | Dublin |
| | | (A) | (B) | (C) |
| 13. What is your most preferred source for getting information about transportation in your area? | E-mail | | | B |
| | Kiosks at bus stops/BART station | | | |
| | Newspaper | | | |
| | Phone Book/Yellow Pages | | | |
| | Postal mail | | | |
| | Printed timetable | | | |
| | Radio | | | |
| | TV | | | |
| | Website/Internet | | | |
| | Word of mouth/Friends or Family | | | [a] . |
| | Other | | | |
| | DK/NA | | | |

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*a. This category is not used in comparisons because its column proportion is equal to zero or one.*

*b. Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.*

*c. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.*

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