

PTIS 2009: Questionnaire with Frequencies and Percents

Introduction:

Hello, my name is I'm calling from AIS MARKET RESEARCH, a Fresno-based company. We are not a telemarketer and are not trying to sell you anything. We're talking with adults over the age of 18 today concerning some important transportation, development, and growth issues in Fresno County. We would like to include your opinions in this study. The survey will take 12-14 minutes.

S1. Are you over the age of 18? Yes / No?

(If yes, continue.) If No, ask to speak to any adult at home. Terminate call if no adult.

S2. To ensure that we are talking to residents within Fresno County, which city or area do you currently live in? *If area/city is not on the list, ask if that area/city is:*

(a) Within Fresno County? Yes / No? If No, thank and terminate call. If yes, go to (b).

(b) Unincorporated? Yes / No / Don't Know? *Enter area/city and check quota.*

<i>Target N = 400</i>	<i>Target N = 400</i>	<i>Unincorporated Area representation target = 100</i>	
Clovis 69	Coalinga 41	Auberry 12	Kings Canyon
Fresno 335	Firebaugh 15	Big Creek 2	Lanare
	Fowler 28	Biola 1	Laton 1
	Huron	Burrell 1	Malaga 1
	Kerman 52	Calwa	Mayfair
	Kingsburg 76	Cantua Creek 1	Mercy Hot Springs
	Mendota 12	Caruthers 11	Pine Flat
	Orange Cove 23	Del Rey	Prather 16
	Parlier 16	Dinkey Creek	Raisin City
	Reedley 69	Easton 1	Riverdale 9
	San Joaquin 6	Five Points 1	Rolinda
	Sanger 2	Friant / Millerton 2	Shaver Lake 11
	Selma 61	Helm	Squaw Valley
	Herndon	Three Rocks
		Highway City	Tollhouse 22
		Hume 1	Tower District
		Huntington	Tranquility 11
	
Actual N = 404	Actual N = 401	Actual N = 404	

Total Sample, N = 909

Q1. What is the **most important** issue facing Fresno County today? (do not read answer choices to participant. Enter only one answer)

	<u>Frequency</u>	<u>Percent based on N of 909 residents</u>	
Economy / Jobs / Unemployment	334	37%	
Water Shortage	203	22	
Air Pollution	16	2	
Affordable Housing	7	< 1%	
Crimes	51	6	
Traffic Congestion	7	< 1%	
Too Much Growth/Development	7	< 1%	
Water Pollution	4	< 1%	
Lack of Public Safety (e.g., insufficient police & fire services)	11	11	1%
Slow Growth/Development	0	0%	
Lack of Schools & Training/Education Opportunities	11	11	1%
Lack of Public Transportation	19	2%	
Lack of Good Government	11	1	
Development of prime agricultural land	1	< 1%	
Poor Planning (elaborate on the type of planning ...?)	7	7	< 1%
Environmental Problems	2	< 1%	
(ask to specify & see if response fits one of the categories above)			
Other (specify)	168	19%	
No knowledge on issues faced by Fresno County	50	50	6%

Other (specify). Note: Only the ones with larger frequencies will be listed here.

Economy / Jobs / Unemployment	25 (Frequency)
Traffic Congestion	12
Lack of Public Safety (insufficient police & fire services)	19
Miscell./Other	16
Budget/taxes/economy	42
Health	12

Q2. To what extent is [insert answer from Q1 here] **directly** impacting you and/or your family? Would you say the issue has (read only the first four the answer categories) on you and/or your family?

A Lot of Impact	407	45%
Some Impact	222	24%
A Little Impact	108	12%
No Impact	125	14%
Don't Know / Refused to Answer	47	5%
	N = 909	100% (subject to rounding)

Q3. In your opinion, how much will improvements in public transportation (e.g., more public buses, better bus routes, more frequent services, large service areas, etc.) help reduce air pollution in Fresno County? Would you say the improvements will ... *(read the first five choices)* ...in reducing air pollution in our County?

Help A Lot	352	39%
Help Moderately	192	21
Help A Little	187	21
Probably Not Help	49	5
Not Help At All	59	7
<i>Don't Know</i>	70	8%
	N = 909	100% (subject to rounding)

Q4. In your opinion, how much will improvements in public transportation help reduce traffic congestion problems in Fresno County? Would you say the improvements will ... *(read the first five choices)* ...in reducing traffic congestions in our County?

Help A Lot	312	34%
Help Moderately	223	25
Help A Little	196	22
Probably Not Help	66	7
Not Help At All	68	6
<i>Don't Know</i>	44	5%

Q5. Have you heard about the Public Transportation Infrastructure Study (PTIS)?

Yes	continue	110	12%
No	skip to Q7	781	86%
Not Sure	skip to Q7	18	2%

Q6. How did you hear/learn about the Public Transportation Infrastructure Study (PTIS)? [do not read answer choices to participant]

News (TV or radio)	64	58% (based on 110 residents)
Newspaper or Fresno Bee	5	5%
Big Fresno Fair	1	1%
Veteran's Day Parade		
From a previous survey		
Public Workshop	4	4%
From a friend / family member/ co-worker	16	15%
Don't remember how / Not sure	6	5%
Other (please specify)	16	15%

Other (specify). Note: Only the ones with larger frequencies will be listed here.

From a friend / family member/ co-worker	6 (Frequency)
Other / Miscell.	5
Voter information	4

Q7. As you may already know, PTIS was funded by Measure "C" to study ways to improve public transportation, optimize land use and development with the aims of reducing air pollution and traffic congestions within Fresno County.

Now, what would be the best means to communicate the progress and results of PTIS to you? (do not read choices; record up to three responses)

Newspaper	305	34% (based on N of 909)
Email me	69	8%
Put report/progress at Fresno County website	15	2%
TV news	465	51%
Radio Talk Show program	85	9%
Public Events (e.g., Big Fresno Fair, Veteran's Day Parade, etc.)	9	1%
Mail newsletter to my home	145	16%
Disseminate the info. to my workplace/employer	2	< 1%
Other (please specify)	47	5%
Don't Know	49	5%
Not Interested / Don't Care for the info.	20	2%

Other (specify). Note: Only the ones with larger frequencies will be listed here.

Via email	19 (Frequency)
Miscell./Other	9
Phone calls	7

Q8. Have you heard about Fresno County's Blueprint Planning Process?

Yes	99	11% (based on 909 residents)
No	787	87%
Not Sure	23	3%

Q9. Fresno County and other counties in the San Joaquin Valley, in anticipation of population growth in the region, are planning the future of transportation and land use to the Year 2050.

The Blueprint Process strives for (1) Community Culture and Identity, (2) Sustainable Development, (3) Economic Vitality and Global Competitiveness, (4) Complete Transportation System, and (5) Environmental Resources Management.

How much do you support Fresno County's Blueprint? Would you say ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

Strongly Support	189	21%
Moderately Support	339	37%
Moderately Oppose	40	4%
Strongly Oppose	50	6%
Neutral / No opinion	291	32%

Q10. What other major issues/areas should Fresno County be addressing in anticipation of population growth in the county?

Note: Only the ones with larger frequencies will be listed here

Affordable Housing	60	7% (based on 909 residents)
Ag./Farmland Use	50	6%
Air quality pollution	28	3%
Jobs/Employment	127	14%
Crime and gangs	46	5%
Education – more school teachers	51	6%
Healthcare Benefits	36	4%
Illegal Immigrants	19	2%
Use of land / development / growth	46	5%
Police and Fire	39	4%
Public Transportation	42	5%
Water Shortages	142	16%
Misc. others	119	13%
Don't Know / None / Not Sure	169	19%

Q11A. How much do you favor Fresno County building more multi-family units such as apartments, townhouses, and condos in existing residential neighborhoods?

Would you say ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

Strongly Favor	166	18% (based on 909 respondents)
Moderately Favor	263	29
Moderately Oppose	177	20
Strongly Oppose	201	22
Neutral / No opinion	102	11%

Q11B. What about building more multi-family units such as apartments, townhouses, and condos in **Downtown Fresno**?

Would you say ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

Strongly Favor	318	35%
Moderately Favor	259	29
Moderately Oppose	98	11
Strongly Oppose	112	12
Neutral / No opinion	122	13%

Q12A. Again, using the same scale, how much do you favor Fresno County offering a diverse mix of housing types within a community (i.e., townhomes, apartments, single-family homes for a wide range of household incomes)? Would you ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

Strongly Favor	261	29%
Moderately Favor	310	34%
Moderately Oppose	93	10
Strongly Oppose	112	12
Neutral / No opinion	133	15%

Q12B. Assuming you are in the market for new housing within Fresno County, how likely are you to choose to live in such a community with diverse mix of housing types? Are you ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

Very Likely	160	18% (based on 909 participants)
Somewhat Likely	248	27
Somewhat Unlikely	97	11
Very Unlikely	289	32
Neutral / No opinion	115	13%

Q12C. What about offering a diverse mix of housing types within Downtown Fresno (i.e., townhomes, apartments, single-family homes for a wide range of household incomes)? Would you ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

Strongly Favor	263	29%
Moderately Favor	310	34
Moderately Oppose	101	11
Strongly Oppose	107	12
Neutral / No opinion	128	14%

Q13A. How much would you favor Fresno County creating a mix of land uses (residential and commercial units) with walkable neighborhoods (where residents can walk to work, shop, play, or school) ?

Would you say ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

Strongly Favor	519	57%
Moderately Favor	234	28
Moderately Oppose	42	5
Strongly Oppose	50	6
Neutral / No opinion	64	7%

Q13B. What about creating a mix of land uses (residential and commercial units) with walk able neighborhoods (where residents can walk to work, shop, play, or school) in Downtown Fresno?

Would you say ... (read only the first four answer categories; do not read the "neutral" answer choice)?

Strongly Favor	465	51% (based on 909 respondents)
Moderately Favor	241	27
Moderately Oppose	40	4
Strongly Oppose	60	7
Neutral / No opinion	103	11%

Q14. How much would you support higher density/intensity of developments (commercial and residential) along planned transit routes in Fresno County? Would you ... (read only the first four answer categories; do not read the "neutral" answer choice) ... such developments?

Strongly Support	285	31%
Moderately Support	312	34
Moderately Oppose	84	9
Strongly Oppose	80	9
Neutral / No opinion	148	16%

Q15. In striving towards sustainable development, the cities in Fresno County would need to engage in smart land uses. How much would you support preservation of farmland in Fresno County? Would you ... (read only the first four answer categories; do not read the "neutral" answer choice) ... such developments?

Strongly Support	736	81%
Moderately Support	101	11
Moderately Oppose	19	2
Strongly Oppose	21	2
Neutral / No opinion	32	4%

Q16. What types of land uses would you like to see **in your community**?

Note: Only the ones with larger frequencies will be listed here

Agriculture/Farming	260	29% (based on 909 residents)
Commercial / Business	72	8%
Housing / Residential Home / Multi-family Units	77	9%
Parks / Recreations	201	22%
Shopping Centers / Stores	69	8%
Schools	29	3%
Just as is / No change / don't need anything	46	5%
Misc. others	96	11%
Don't Know / Not Sure	102	11%

Q17. Do you use public transportation within Fresno County on a regular basis?

Yes skip to Q19	68	8% (based on 909 respondents)
No continue	841	93%

Q18. Do you use public transportation within Fresno County occasionally?

Yes skip to Q20	118	14% (based on 841 respondents)
No skip to Q21	723	86%

Q19. Is this from home to work/school? Please elaborate skip to Q21.

N = 68. Note: Only the ones with larger frequencies will be listed here

All over town	12	18% (based on 68 residents)
Doctor Appointments / Shopping and Errands	19	28%
Misc. others	26	38%

Q20. And what are some of these occasions? continue to Q21.

N = 118. Note: Only the ones with larger frequencies will be listed here

Appointments	51	43%	(based on 118 residents)
Car breaks down; no transportation	27	23%	
Misc. others	34	29%	

Q21. What types of public transportation services within Fresno County would encourage you to use the services, or use more of the services? (do not read the answer choices to participant; accept multiple answers)

Light Rail	102	11%	(based on 909 respondents)
Train	43	5%	
Comfortable bus	69	8%	
Shuttle Van	48	5%	
More frequent service	114	13%	
Lower fares	22	2%	
Better information about schedules	34	4%	
More comfortable bus stops	16	2%	
Better connections between services	72	8%	
Better personal security	17	2%	
Better services between Fresno, Madera and Tulare Counties	77	9%	
Other (please specify)	198	22%	
Nothing would	293	32%	
Won't know until the services are in place		35	4%

Other (specify). Note: Only the ones with larger frequencies will be listed here.

More frequent service	30	(Frequency)
Miscell. Other	46	
Have more convenient stops available	22	
More in rural areas	33	
Longer bus hours	10	
If I didn't have a car or license	18	

Q22. Assuming you are in the market for new housing within Fresno County, how likely are you to choose to live in a neighborhood within walking distance to public transportation service? Are you ... (read only the first four answer categories; do not read the "neutral" answer choice) ?

Very Likely	332	37% (based on 909 residents)
Somewhat Likely	229	25
Somewhat Unlikely	95	11
Very Unlikely	165	18
Neutral / No opinion	88	10%

Q23. Assuming public transit is available for your trip within Fresno County, what would make you choose public transit over driving your own vehicle for the trip?

.....
N = 909. Note: Only the ones with larger frequencies will be listed here

Availability	27	3% (based on 909 residents)
Cheaper rates	47	5%
Conveniences	119	13%
Cost of gas prices	238	26%
I wouldn't	135	15%
If I didn't have a car or license	100	11%
Closer bus stops	44	5%
More frequent service	35	4%
Faster getting to destination	44	5%
Don't Know / Not Sure	46	5%
Misc. other	89	10%

DEMOGRAPHICS:

To ensure that we are talking to a wide variety of residents, we would like to ask you just a few more questions. First, ...

D1. INCLUDING YOURSELF, what is the total number of persons in your household?

One	183	20% (based on 909 respondents)
Two	270	30
Three	143	16
Four	138	15
Five	98	11
Six	46	5
Seven	17	2
Eight	6	< 1%
Nine or more	8	1%

D2. What is the total number of vehicles or autos available to your household? (if 0, skip to D4)

None	52	6% (N = 909)
One	230	25
Two	347	38
Three	182	20
Four	55	6
Five	22	2
Over five autos	21	2%

D3. Do you have access to a vehicle/auto in your household? Yes / No

Yes	839	98% (based on 857 respondents)
No	18	2%

D4. Which of the following most closely describes your ethnic background?

WHITE / CAUCASIAN	512	56% (N = 909)
HISPANIC	247	27
AFRICAN AMERICAN	29	3
ASIAN	34	4
NATIVE AMERICAN	13	1
MIXED ETHNICITY	52	6
OTHER	11	1
REFUSED	11	1%

D5. What is the last grade in school you have completed?

NO SCHOOL TO LESS THAN 8TH GRADE EDUCATION	18	2% (N = 909)
SOME HIGH SCHOOL	65	7%
HIGH SCHOOL GRADUATE	230	25
VOCATIONAL / TECHNICAL	36	4
SOME COLLEGE	253	28
COLLEGE GRADUATE	295	33
REFUSED	12	1%

D6. And please stop me when I come to the range that covers your annual household income?

LESS THAN \$20K	121	13% (N = 909)
\$20K to \$30K	115	13
\$30K+ to \$40K	97	11
\$40K+ to \$50K	57	6
\$50K+ to \$70K	111	12
\$70K+ to \$90K	82	9
\$90K+ to \$110K	54	6
Over \$110K	96	11
REFUSED	176	19%

D7. Do you currently rent or own your home ?

Rent	245	27%
Own	641	71%
Other (please specify)	23	3%.

D8. Do you currently live in a house or apartment?

HOUSE	733	81%
APARTMENT	114	13%
CONDOMINIUM	17	2%
OTHER (PLEASE SPECIFY)	45	5%

GENDER OF RESPONDENT	Male	335	37%
	Female	574	63%

Language of Interview:	English	877	97%
	Spanish	32	4%

DRAFT