

# Toledo Metropolitan Area Council of Governments

## Share A Ride

Attitude & Awareness  
Evaluation



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## **Introduction**

A random sample of three hundred registered voters from Lucas County (minus the Toledo Public school District) and Wood County north of Route 6 were selected at random and then qualified as respondents 18-64, employed full time and traveling more than ten miles to work. Interviewing was completed by telephone in June, 2010.

The survey was conducted to gauge attitudes towards carpooling in general and the Share A Ride program specifically.

Survey information is +/- 5.7% at the 95% confidence level.

**EXECUTIVE SUMMARY**

### Travel to Work

1. Three fourths of respondents (73.0%) aged 18-25 work within ten to twenty miles from home (14.7% 21 to 30 miles; 5.0% 31 to 40 miles; 3.3% 41 to 60 miles; 4.0% more than 60 miles).
2. The vast majority (97.3%) travel to work by driving their own car or truck.
3. For more than eight in ten (83.0%) the trip to work takes less than thirty minutes.
4. Only six respondents have ever been kept from work due to lack of transportation (4 respondents “car broke down”; 1 respondent “doesn’t own a car”; 1 respondents “no public transportation is available”).

### Attitudes Toward Carpools

5. 15.0% of respondents have ever relied on a carpool to get to work.
  - A. Among those that have carpooled, Males (20.1%) are more likely than their Female counterparts (8.8%) to have shared a ride.
  - B. Those least likely to have carpooled: have kids under 18 at home (9.8%) and those who never graduated college (9.8%).
6. Last time personally relied on a carpool:

	<u>Total</u> <u>%</u>
Within past 2 years	56.8
2 – 5 years ago	15.9
Over 5 years ago	27.3

7. “Live by co-workers” (31.1%) and “convenient” (28.9%) are the top reasons for having carpooled.

8. Top reasons for not ever relying on a carpool:

	<u>Total</u> <u>%</u>
No one lives by me that work by me	27.8
No need/have a car	23.1
Work odd hours/doesn't fit my schedule	20.8
Use my care for work/company car	14.1

9. For one-third of respondents (34.5%) there is no circumstance under which they would consider carpooling.

Others say:	<u>Total</u> <u>%</u>
If co-worker lived nearby	20.4
If someone went to same job/location/job	14.9
If I got a new job/didn't need car for work	9.4

### **Local Transportation Organization Ratings/Usage**

10. Ratings of local transportation organizations (10.0 equals strong positive rating):

	<u>Mean</u>	<u>% Can't Say/ Not Familiar</u>
TARPS	6.47	23.4
TARTA	6.08	9.0
Call A Ride	6.01	47.4
Share A Ride	5.80	46.0
Local taxi service	5.68	27.3

11. Usage (Self/Family member):

	<u>% Yes</u>
TARTA	47.7
Local taxi service	34.0
Call A Ride	6.7
TARPS	5.7
Share A Ride	2.7

## Share A Ride

12. Familiar with Share A Ride:

	<u>Total</u> <u>%</u>
Very Familiar (4)	1.0
Somewhat Familiar (3)	14.3
Not Very Familiar (2)	33.0
Not at all Familiar (1)	51.7
Mean	1.65

13. Slightly more than half (53.3%) say they “don’t know anything” about Share A Ride – they can’t tell anything about it.

A. Those familiar with Share A Ride know it is a “carpooling service for people that work” (28.3%) and also say it is “phone system to find a ride to work” (23.9%).

B. A few (5 respondents) think that Share A Ride and Call A Ride are one and the same.

14. Share A Ride basically has a non-existent image in the community (75.7% don’t know/14.0% no image/not well known).

15. Nearly half of respondents (45.0%) could not rate Share A Ride.

	<u>Total</u> <u>%</u>
Very Familiar (3)	6.0
Somewhat Familiar (2)	38.7
Not Very Familiar (1)	10.3
Don’t Know	45.0
Mean	1.92

16. “No marketing/never hear about it (54.8%) and “it is unnecessary, not needed” (29.0%) are the key reasons for rating Share A Ride unfavorably.

17. Reasons that make one more likely to use Share A Ride:

	<u>% More Likely</u>
Guarantees a ride home	45.7
Service is Free	45.3
Offers tax users info that could help commuters save money on their taxes	42.7
Registration can be completed via phone or internet and takes about five minutes	38.3
Offers assistance with carpooling	35.0
Has park and ride lots	34.0
Offers assistance with vanpooling	16.7
Program of TMACOG	16.3

18. Respondents agree that... (5.0 equals strongly agree) =

	<u>Mean</u>	<u>% Strong Agree</u>
Carpooling can aid in reducing wear and tear on a commuters vehicle	4.49	57.7
Carpooling saves you money	4.50	57.0
Carpooling helps the environment	4.36	53.3
Share A Ride is a safe service to use	3.75	15.3
It is necessary to own a car to be able to participate in a Share A Ride carpool	3.06	12.0
Share A Ride provides transportation for my personal appointments	2.93	6.0

19. Based on what they heard in the survey, one-fourth of respondents (26.7%) say they are likely to consider using Share A Ride.

	<u>Total</u> <u>%</u>
Very Likely (4)	5.0
Somewhat Likely (3)	21.7
Not likely (2)	32.0
Not at all likely (1)	40.0
Don't know	1.3
Mean	1.92

A. Most likely to consider using Share A Ride:

	<u>% Very/Somewhat likely</u>
Total	26.7
Income <50K	40.6
Carpooled previously	40.0
Live in Wood County	35.7
Single/divorced/separated/widowed	35.5

20. Reasons will use Share A Ride: “would be nice to have/give it a try under the right circumstances” (33.8%) and “economical program/saves me money” (17.5%).

21. Reasons will not use Share A Ride:

	<u>Will Not Use</u>
	<u>%</u>
No need/no interest	30.6
Like to be in control/have independence	21.8
Work schedule is unplanned/work add hours	19.0
Use truck/car for work	13.0

**Information Resources**

22. Respondents learn about local transportation services through:

	<u>Total</u>
	<u>%</u>
Ads on radio/tv/newspaper	41.7
Internet/web-site	29.3
Word of mouth	18.7
Articles in The Blade	13.0
Don't hear about it	10.0
Highway signage	9.7
Phonebook/yellow pages	9.3

23. Ads on radio/TV/newspaper (28.0%) and internet/website (22.7%) are considered the most informative and useful resources.

24. **Demographics:**

Age	
18 – 24	6.3
25 – 34	15.0
35 – 44	27.0
45 – 54	26.0
55 – 64	23.3
Gender	
Male	54.7
Female	45.3
Union Membership	34.1
Marital Status	
Married	74.5
Single/Divorced/Widower	25.5
Have Kids under 18 at home	44.3
Number in Household	
1	7.1
2	32.8
3	23.3
4	21.3
5	12.8
More than 5	2.7
Education	
Attended High School	0.3
Graduated high School	15.8
Attended College	18.2
Graduated College	48.1
Post Graduate degree	16.5
Race	
White	93.3
African American	2.5
Hispanic	2.5
Asian	1.1
Other	0.7
Income	
Less than \$50K	21.3
\$50K+	67.0
Area	
Lucas	72.0
Wood	28.0

## **APPENDICES**

**QUESTIONNAIRE**

Telephone # \_\_\_\_\_  
Respondent \_\_\_\_\_

Interviewer Initials \_\_\_\_\_  
IDD# \_\_\_\_\_

Hello, my name is Jo Canfield. I'm calling for the Civic Research Bureau to ask your opinion about activities on the local scene.

1. First of all, are you employed?  
01( ) Yes                      02( ) No - **Terminate**
  
2. Are you employed full time or part time?  
01( ) Full time              02( ) Part time - **Terminate**
  
3. Approximately how far, in miles, do you travel to your full time job?  
01( ) Less than 10 miles -- **Terminate**  
02( ) 10 to 20 miles  
03( ) 21 to 30 miles  
04( ) 31 to 40 miles  
05( ) 40 to 60 miles  
06( ) More than 60 miles  
07( ) Refused - **Confirm if more than 10 miles; Otherwise Terminate**
  
4. How do you usually travel to work? (**Do Not Read List**)  
01( ) Walk  
02( ) Drive a car  
03( ) Get a ride with family or friends  
04( ) Take a taxi  
05( ) Use public transportation (e.g., public bus service)  
06( ) Use Call A Ride service  
07( ) Use Share A Ride service  
08( ) Other (Specify) \_\_\_\_\_  
09( ) Don't know/refused
  
5. Does lack of transportation ever keep you from getting to work?  
01( ) Yes – **Continue**  
02( ) No – **Skip to Q7**  
03( ) Don't know/refused – **Skip to Q7**

6. What is the major transportation reason that keeps you from getting to work on occasion?  
**(Do Not Read List)**

- 01( ) Transportation is too expensive
- 02( ) I don't own or drive a car
- 03( ) Poor health
- 04( ) No public transportation is available
- 05( ) Weather conditions
- 06( ) Car breaks down
- 07( ) Other (Specify) \_\_\_\_\_

7. Have you ever relied on a carpool to get to work?

- 01( ) Yes
- 02( ) No -- **Skip to Q9**

8. When was the last time you personally relied on a carpool to get to work?

- 01( ) Within the past 2 years
- 02( ) 2 to 5 years ago
- 03( ) Over 5 years ago

9. **(Refer to Answer to Q7)** Why (**Code 1:** have you/**Code 2:** have you not ever) relied on a carpool to get to work? (**PROBE**)

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10. **(If No in Q7)** Under what circumstances would you consider carpooling to work?  
**(PROBE)**

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11. Approximately how long, in minutes, does it take you to travel to work?

- 01( ) Under 10 minutes
- 02( ) 10 to 20 minutes
- 03( ) 21 to 30 minutes
- 04( ) 31 to 40 minutes
- 05( ) 40 to 60 minutes
- 06( ) More than one hour
- 07( ) Refused

12. I'm going to read you names of some local organizations. Please tell me on a scale of 1 to 10, how negative or how positive you personally feel toward each. A value of "1" indicates strong negative feelings, while a value of "10" indicates strong positive feelings. If you don't feel one way or the other, give the organization a "5" or "6". If you haven't heard of the organization, just say so. (**ROTATE**)

<u>Strong Negative</u>	<u>Strong Positive</u>	<u>Can't Say</u>	<u>Not Familiar</u>
A. The Toledo Area Regional Transit Authority (TARTA)			
01( ) 02( ) 03( ) 04( ) 05( ) 06( ) 07( ) 08( ) 09( ) 10( )		11( )	12( )
B. Share A Ride, a program of the Toledo Metropolitan Area Council of Governments (TMACOG)			
01( ) 02( ) 03( ) 04( ) 05( ) 06( ) 07( ) 08( ) 09( ) 10( )		11( )	12( )
E. Toledo Area Regional Paratransit (TARPS)			
01( ) 02( ) 03( ) 04( ) 05( ) 06( ) 07( ) 08( ) 09( ) 10( )		11( )	12( )
C. Call A Ride			
01( ) 02( ) 03( ) 04( ) 05( ) 06( ) 07( ) 08( ) 09( ) 10( )		11( )	12( )
C. Local taxi service			
01( ) 02( ) 03( ) 04( ) 05( ) 06( ) 07( ) 08( ) 09( ) 10( )		11( )	12( )

13. Have you or any member of your family ever used (**ROTATE**):

	<u>Yes</u>	<u>No</u>
The Toledo Area Regional Transit Authority (TARTA)	01( )	02( )
Share A Ride	01( )	02( )
Toledo Area Regional Paratransit (TARPS)	01( )	02( )
Call A Ride	01( )	02( )
Local taxi service	01( )	02( )

I just mentioned various transportation organizations in the area, one of them was Share A Ride.

14. How familiar would you say you are with Share A Ride? (**Read**)

- 01( ) Very familiar
- 02( ) Somewhat familiar
- 03( ) Not very familiar
- 04( ) Not at all familiar

15. What can you tell me about Share A Ride? (**PROBE**)

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16. What is the image of Share A Ride in your community? (**Do Not Read. PROBE**)

- 01( ) All comments related to a general positive image
- 02( ) Don't know
- 03( ) Declining reputation/poor
- 04( ) Provide a needed service
- 05( ) Average/ok/fair
- 06( ) Good management
- 07( ) Underutilized
- 08( ) No image/not a well known entity
- 09( ) Other (*Specify*) \_\_\_\_\_

17. In general, would you describe your opinion of Share A Ride as (**Read**):

- 01( ) Very favorable
- 02( ) Somewhat favorable
- 03( ) Not very favorable

17A. (**If Not Very Favorable**) Why is your general opinion of Share A Ride not very favorable. (**Do Not Read. PROBE**)

- 01( ) It is unnecessary, not needed
- 02( ) It is not well run
- 03( ) No marketing/never hear about it
- 04( ) Other(Specify): \_\_\_\_\_

18. I am going to read a list of elements of the Share A Ride program. After I read each one, please tell me that if knowing about this would make you more likely to use the service, less likely to use the service or it would not make a difference to you. **(ROTATE)**

	<u>More Likely</u>	<u>Less Likely</u>	<u>No Difference</u>
A. Offers assistance with carpooling, a group of 2 to 4 people who live and work in the same area with similar work hours, who share the use of their personal cars and/or expenses for driving to and from work or school.	01( )	02( )	03( )
B. Offers assistance with vanpooling, groups of 7 to 15 people who agree to share expenses for the use of a van to drive to and from work every day.	01( )	02( )	03( )
C. Has park and ride lots, area location where commuters can park their car and meet their carpool partners.	01( )	02( )	03( )
D. Guarantees a ride home, ensures that no one who shared a ride to work is left without transportation home in the event of an emergency or unexpected overtime.	01( )	02( )	03( )
E. Offers users tax information that could help commuters save money on their taxes.	01( )	02( )	03( )
F. The Share A Ride service is free.	01( )	02( )	03( )
G. Registration can be completed via phone or internet, and only takes about five minutes.	01( )	02( )	03( )
H. Share A Ride is a program of the Toledo Metropolitan Area Council of Governments, also known as TMACOG.	01( )	02( )	03( )

19. Other citizens we've interviewed have made comments about Share A Ride, and we'd like to share these with you. In each case, please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree. (**ROTATE**)

	Neither Agree					
	<u>Strongly</u> <u>Agree</u>	<u>Somewhat</u> <u>Agree</u>	<u>Nor</u> <u>Disagree</u>	<u>Somewhat</u> <u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>	<u>DK/</u> <u>NA</u>
A. Carpooling helps the environment. Do you	01( )	02( )	03( )	04( )	05( )	06( )
B. It is necessary to own a car to be able participate in a Share A Ride carpool. Do you	01( )	02( )	03( )	04( )	05( )	06( )
C. Share A Ride provides transportation for my personal appointments. Do you	01( )	02( )	03( )	04( )	05( )	06( )
D. Carpooling can aid in reducing wear and tear on a commuters vehicle. Do you	01( )	02( )	03( )	04( )	05( )	06( )
E. Carpooling saves you money. Do you	01( )	02( )	03( )	04( )	05( )	06( )
F. Share A Ride is a safe service to use. Do you	01( )	02( )	03( )	04( )	05( )	06( )

20. Based on what you have heard, how likely are you or someone in your family to use Share A Ride? (**Read**)

- 01( ) Very likely
- 02( ) Somewhat likely
- 03( ) Not likely
- 04( ) Not at all likely
- 05( ) (**Do Not Read**) Don't know/it depends

20A. Why do you say that? (**PROBE**)

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21.	How do you learn about local transportation services? ( <i>Do Not Read</i> )		
		<u>Q19</u>	<u>Q20</u>
	Articles in the Blade . . . . .	01( )	01( )
	Articles in area weekly newspapers . . . . .	02( )	02( )
	Advertisements on radio/television/ Newspapers . . . . .	03( )	03( )
	Outreach presentations . . . . .	04( )	04( )
	Internet/web site . . . . .	05( )	05( )
	Word of mouth . . . . .	06( )	06( )
	Mail/brochures to my home. . . . .	07( )	07( )
	Highway Signage . . . . .	08( )	08( )
	Self/personal experience . . . . .	09( )	09( )
	At work./human resource personnel. . . . .	10( )	10( )
	Don't hear about it . . . . .	11( )	11( )
	Other (Specify) _____ . . . . .	12( )	12( )
	Don't know. . . . .	13( )	13( )
	Social media (facebook/twitter). . . . .	14( )	14( )

20. Which one source is most useful and informative? (*Record above*)

22. Do you or does anyone in your household belong to a labor union?

01( ) Yes                      02( ) No

23. Approximately how old are you?

- 01( ) 18-24
- 02( ) 25-34
- 03( ) 35-44
- 04( ) 45-54
- 05( ) 55-65
- 06( ) Refused

24. (*Do Not Read*) Gender: 01( ) Male    02( ) Female

25. What is your marital status?

- 01( ) Married
- 02( ) Single
- 03( ) Divorced
- 04( ) Separated
- 05( ) Widow/widower

26. Do you currently have children under 18 years or younger living at home?
- 01( ) Yes                      02( ) No
27. Including yourself, how many people reside in your household?
- 01( ) One  
 02( ) Two  
 03( ) Three  
 04( ) Four  
 05( ) Five  
 06( ) More than five
28. What is the highest grade of schooling you have completed?
- 01( ) Attended/graduated grade school  
 02( ) Attended high school  
 03( ) Graduated high school  
 04( ) Attended college  
 05( ) Graduated college  
 06( ) Post graduate degree  
 07( ) Other (Specify) \_\_\_\_\_
29. What is your race? White (Pause) African American (Pause) Hispanic (Pause) Asian (Pause) or Other?
- 01( ) White  
 02( ) African American  
 03( ) Hispanic  
 04( ) Asian  
 05( ) Other (*Specify*) \_\_\_\_\_
30. Now for classification purposes only could you please tell me your total household income for 2009. Would you please tell me if your household income was more or less than \$50,000?
- 01( ) Less than \$50,000  
 02( ) \$50,000 or more  
 03( ) Refused

Thank you. That's all the questions I have.

**(Record From Sample) County:    01( ) Lucas    02( ) Wood**

## **STATISTICAL ERROR**

## Sampling Error

Sampling error (also referred to as STANDARD ERROR) is a measure of variability of a sample result from the true results for a population. It is always stated in terms of a plus or minus percentage figure surrounding the research result. Furthermore, the size of the error factor is influenced inversely by the size of the sample. The larger the sample, the smaller the sampling error factor.

Let's examine the effect of sample size on sampling error. The results from a brand awareness study indicate that 45% of our sample has heard of Brand XYZ. If our results are based on 100 respondents, the sampling error (at the 95% Confidence Level) would be  $\pm 9.8\%$ . Thus, in the real world we would expect somewhere between 35.2% and 54.8% of the population to be aware of this brand.

As we increase our sample size, we narrow this predicted awareness range. Based on 500 respondents, the sample error viewed would be  $\pm 4.45\%$ . Thus, for the entire population we would expect the awareness level to fall within the 40.55% to 49.45% range.

On the following page is sampling error change for the 95% Confidence Level. In order to find the error factor for a result, you will require two pieces of information:

- 1) The percentage results obtained in your research.
- 2) The sample size.

Once you have these two ingredients, consult the chart on the next page.

- 1) Locate the percentage at the top of the page which is closest to your result. For numbers near the middle of the range (45%, for example), it is best to use the higher reference percentage on the chart. This will give you a more conservative estimate of Sampling Error.
- 2) Find the Sampling Error factor by lining up the sample size line with the percentage result column.

## CHART OF SAMPLING ERRORS

(At 95% Confidence)

Sample Size	The Percentage result you obtained...				
	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%
100	+/- 9.8	+/- 9.6	+/- 9.0	+/- 7.8	+/- 5.9
200	+/- 7.1	+/- 7.0	+/- 6.5	+/- 5.7	+/- 4.3
300	+/- 5.7	+/- 5.5	+/- 5.2	+/- 4.5	+/- 3.4

**DETAILED TABULATIONS**