

MVTA

2015 Residential Study

The Morris Leatherman Company

Survey Methodology

2015 MVTA Study

-) 400 random sample of commuters in the MVTA service area
 -) Cities include: Apple Valley, Burnsville, Eagan, Prior Lake, Rosemount, Savage and Shakopee.
-) 250 random sample of commuters in surrounding communities to the MVTA service area.
 -) Cities include: Hastings, Lakeville, Farmington, Elko-New Market, Mendota Heights, Jordan, New Prague, Coates, Empire Township, Inver Grove Heights
-) Telephone interviews conducted between May 29th and June 26th, 2015.
-) Average interview time of fifteen minutes.
-) Non-response rate of 5.0%.
-) The 400 sample is projectable to the universe of all commuters in the main service area to within +/- 5.0% in 95 out of 100 cases.
-) The 250 sample is projectable to the universe of all commuters in the surrounding communities to within +/- 6.3% in 95 out of 100 cases.

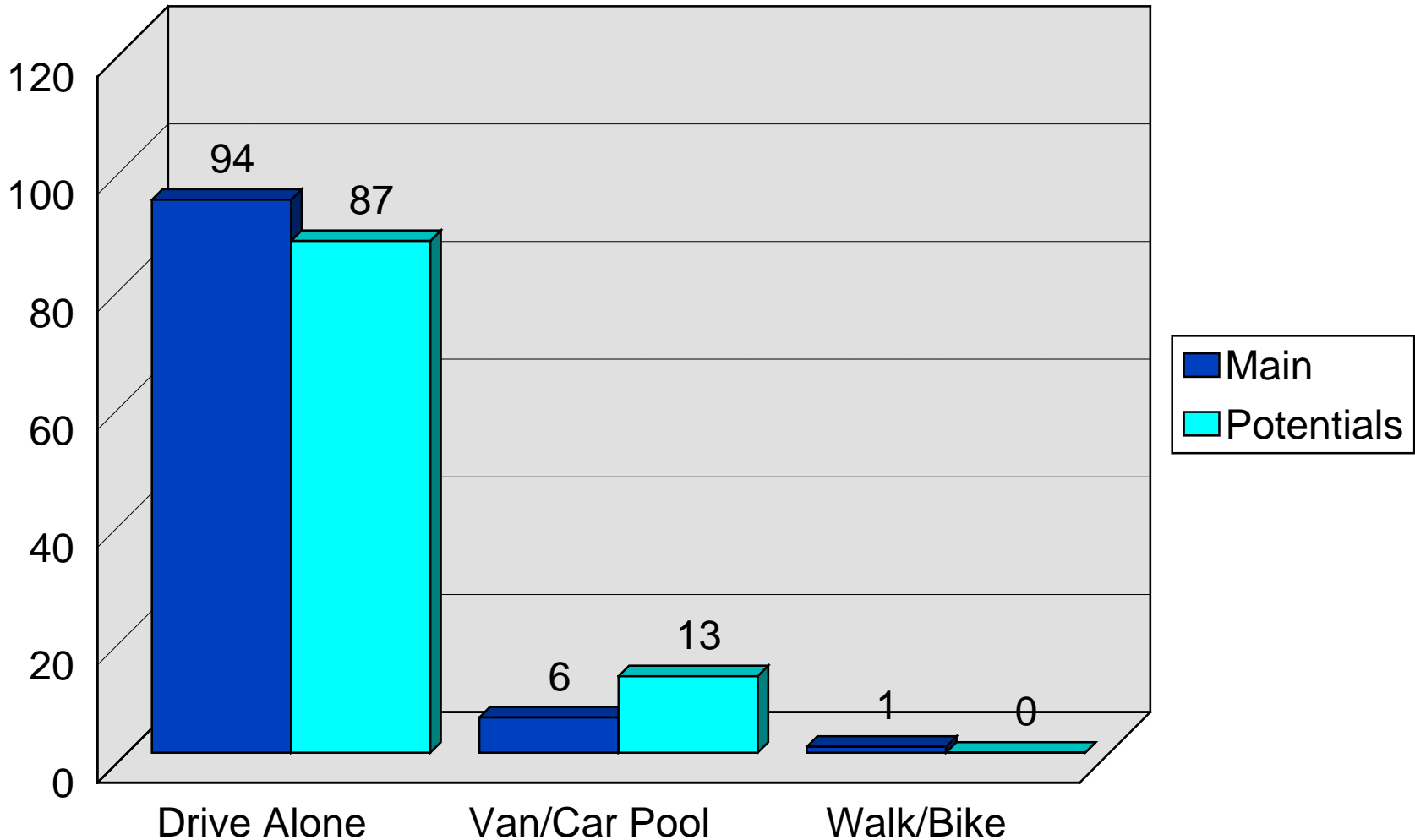
“Potentials”

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-) The “Potential” Group is the profile of those who indicated:
 -) They had ridden public transportation in the past (Question #12);
 -) Would use public transportation in the future for one of the ten reasons tested (Questions #15 to #24);
 -) Indicated a preference to receive information about public transportation (Question #58);
 -) Were "much more likely" to use public transportation if one of the nine amenities test were offered (Questions #43 to #51).
-) The potential group in the main sample was 89 and is projectable to within +/-10.6% in 95 out of 100 cases.
-) The potential group in the surrounding area sample was 47 and is projectable to within +/-14.6% in 95 out of 100 cases.

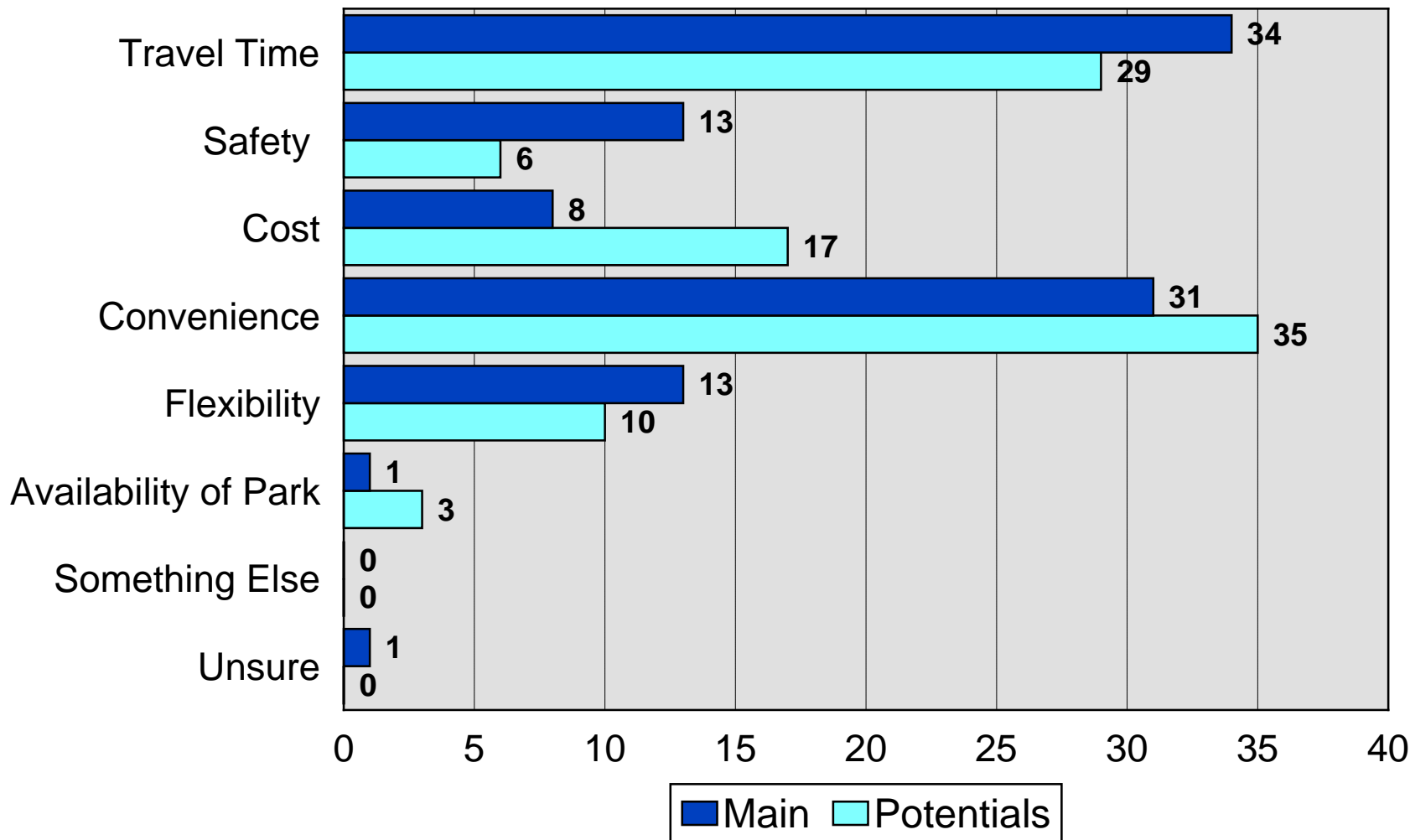
Normally Commute to Work

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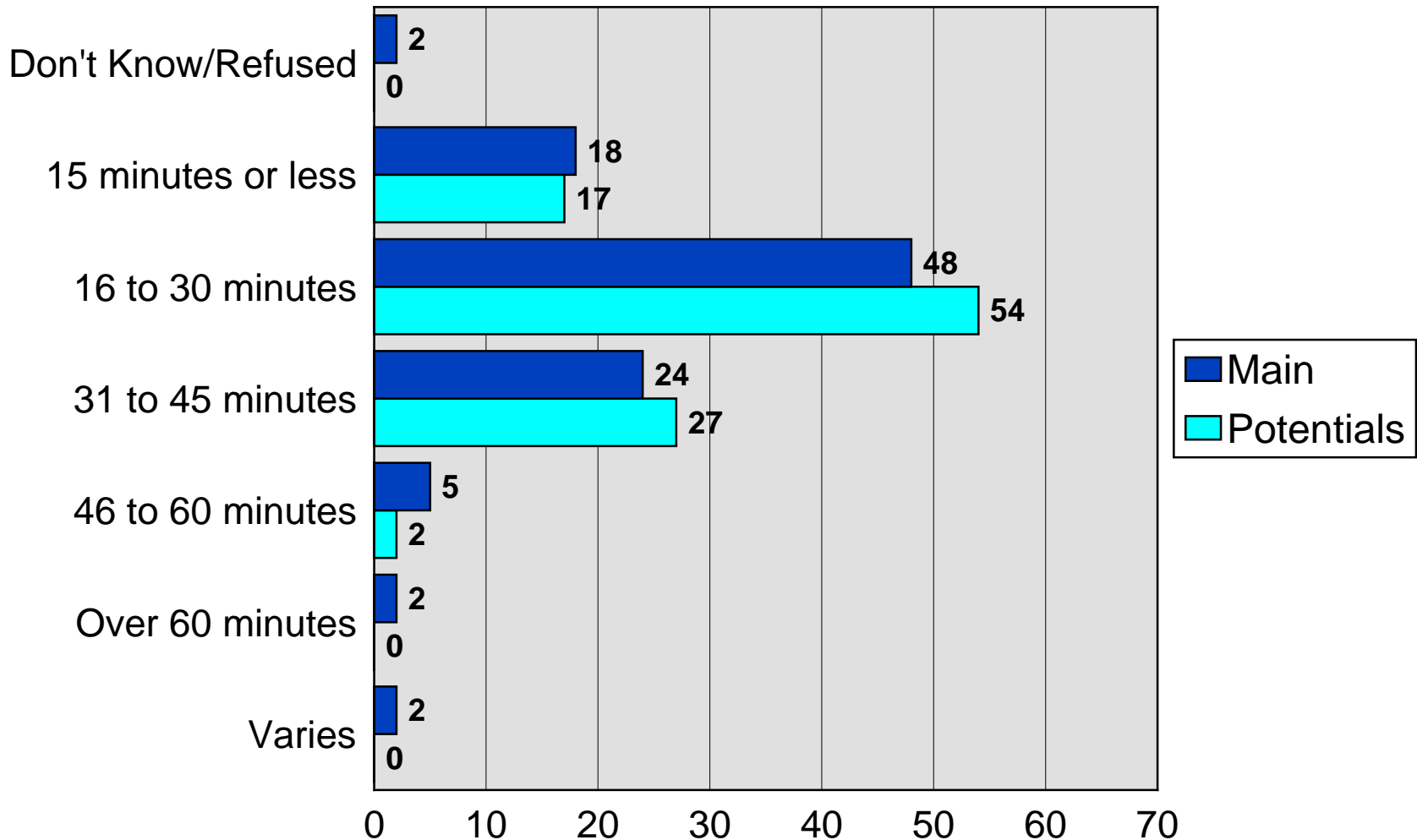
Most Important When Making Decision

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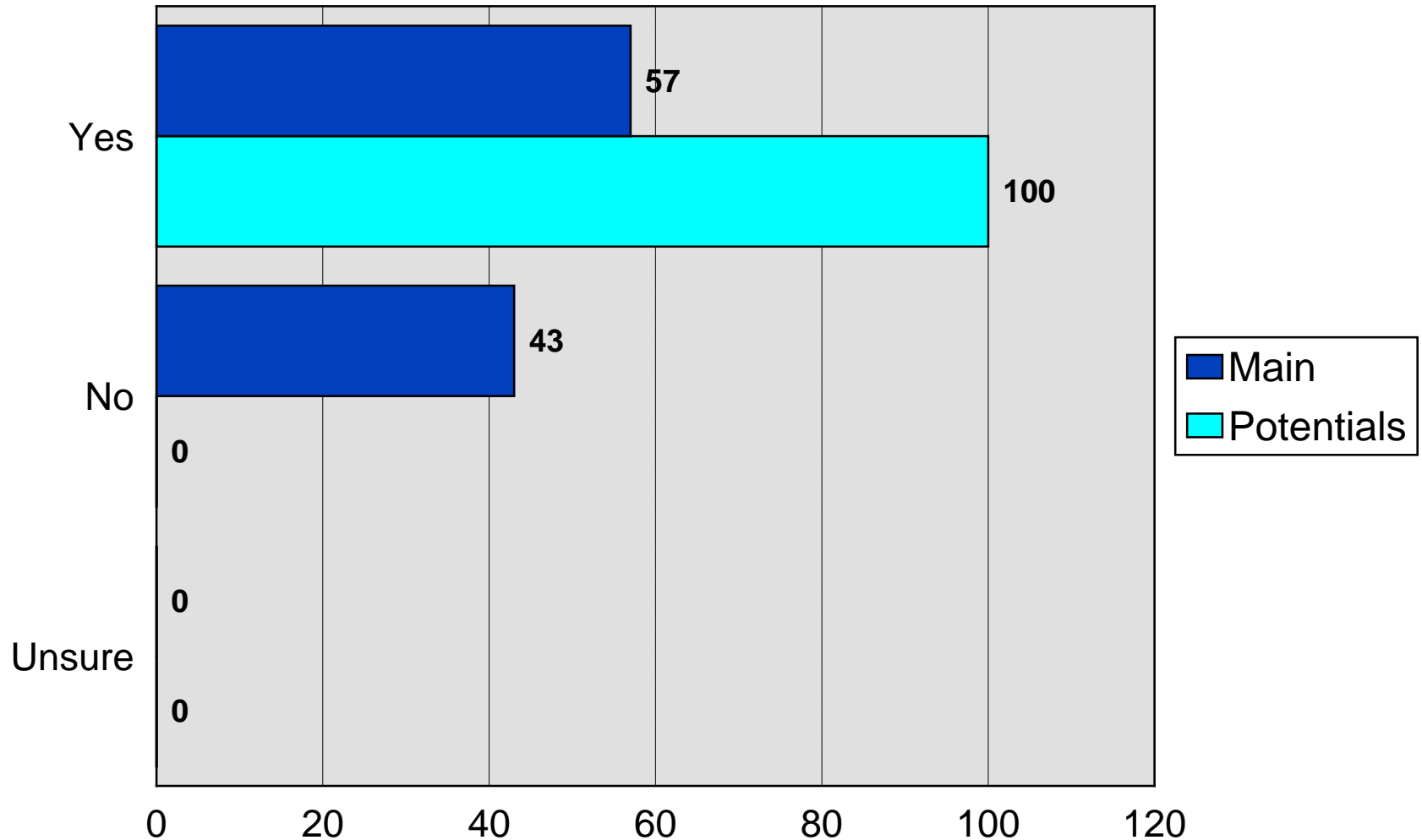
Average Commute Time

2015 MVTA Study



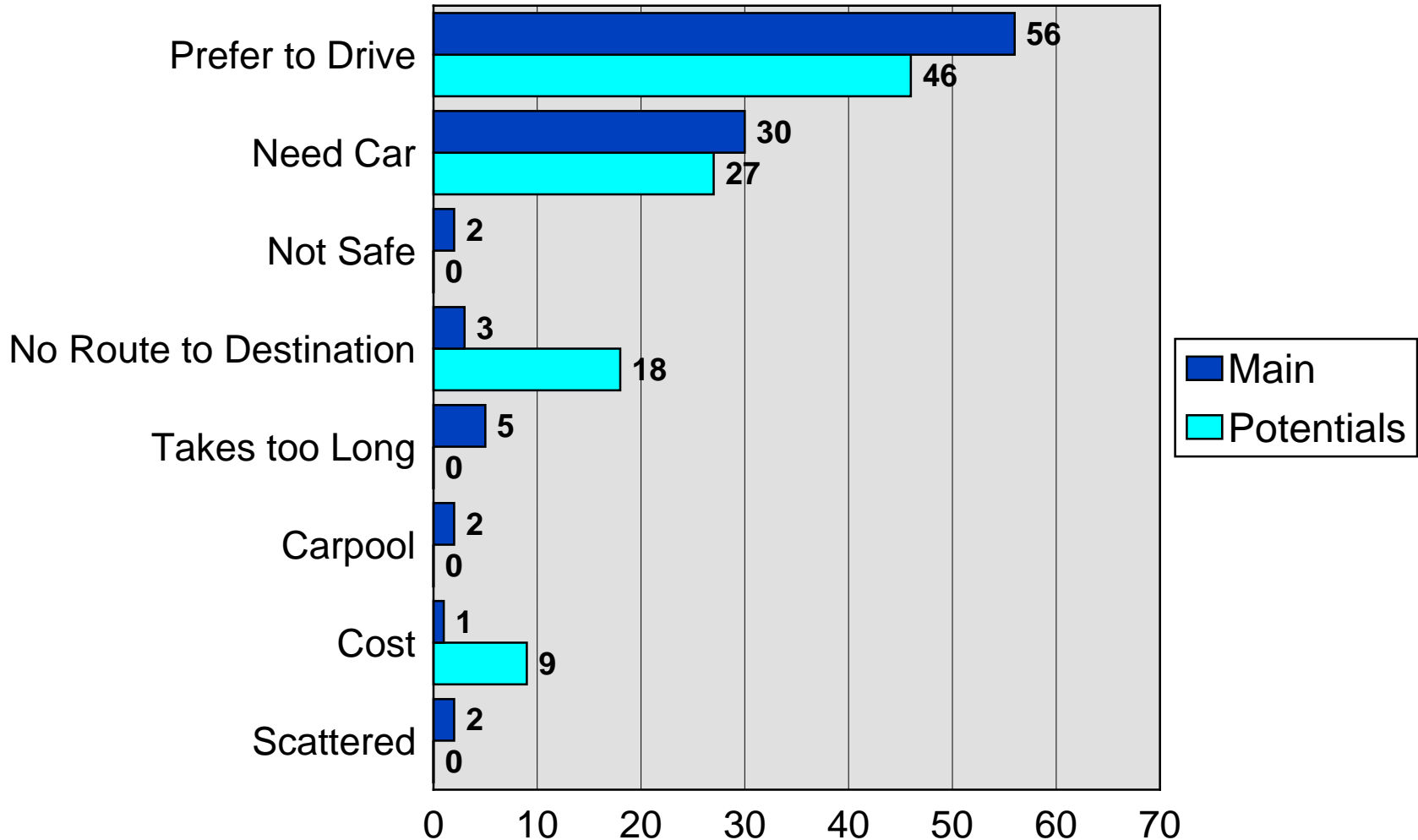
Ever Ridden Public Transportation

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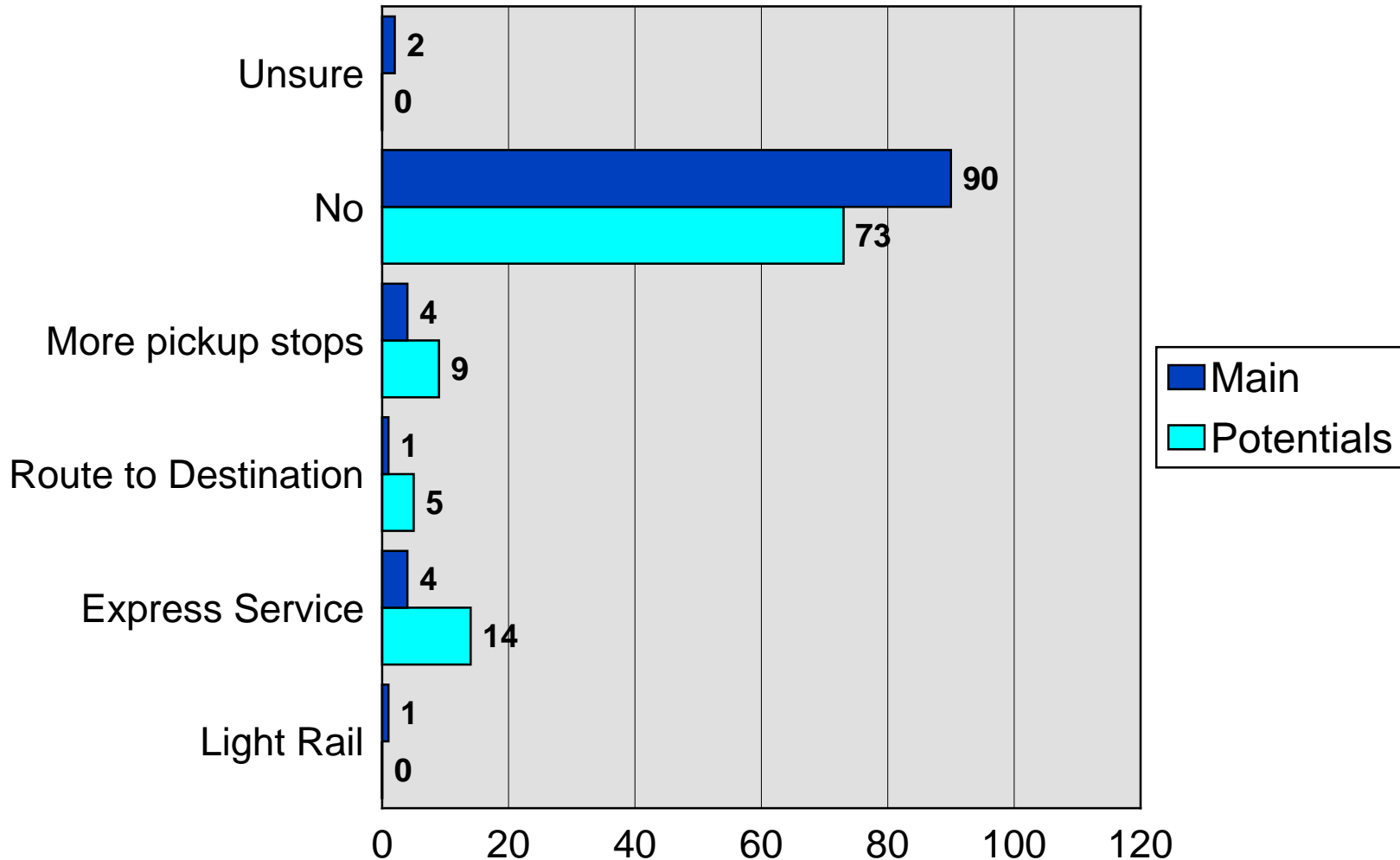
Why Don't Use

2015 MVTA Study



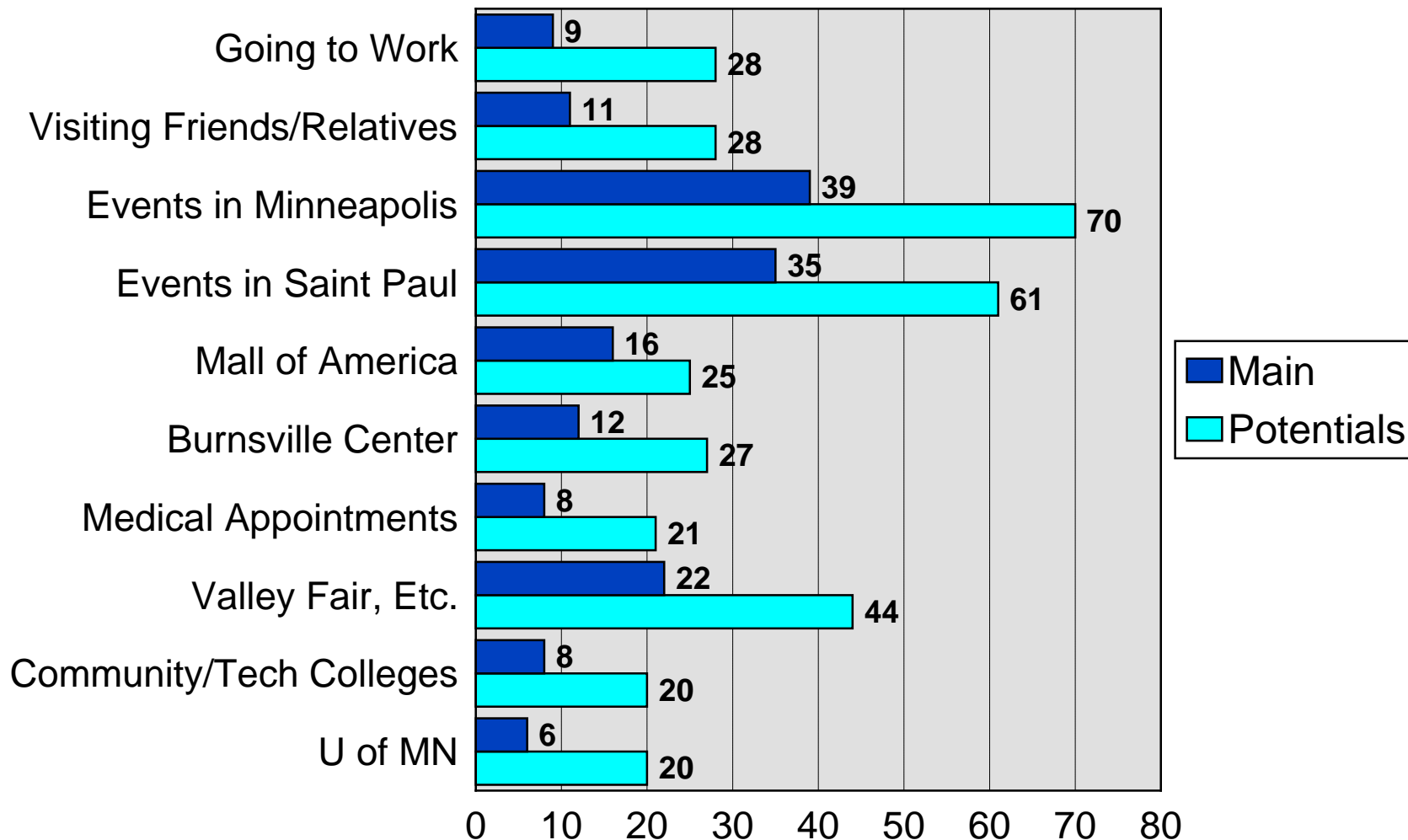
Changes to Make More Convenient

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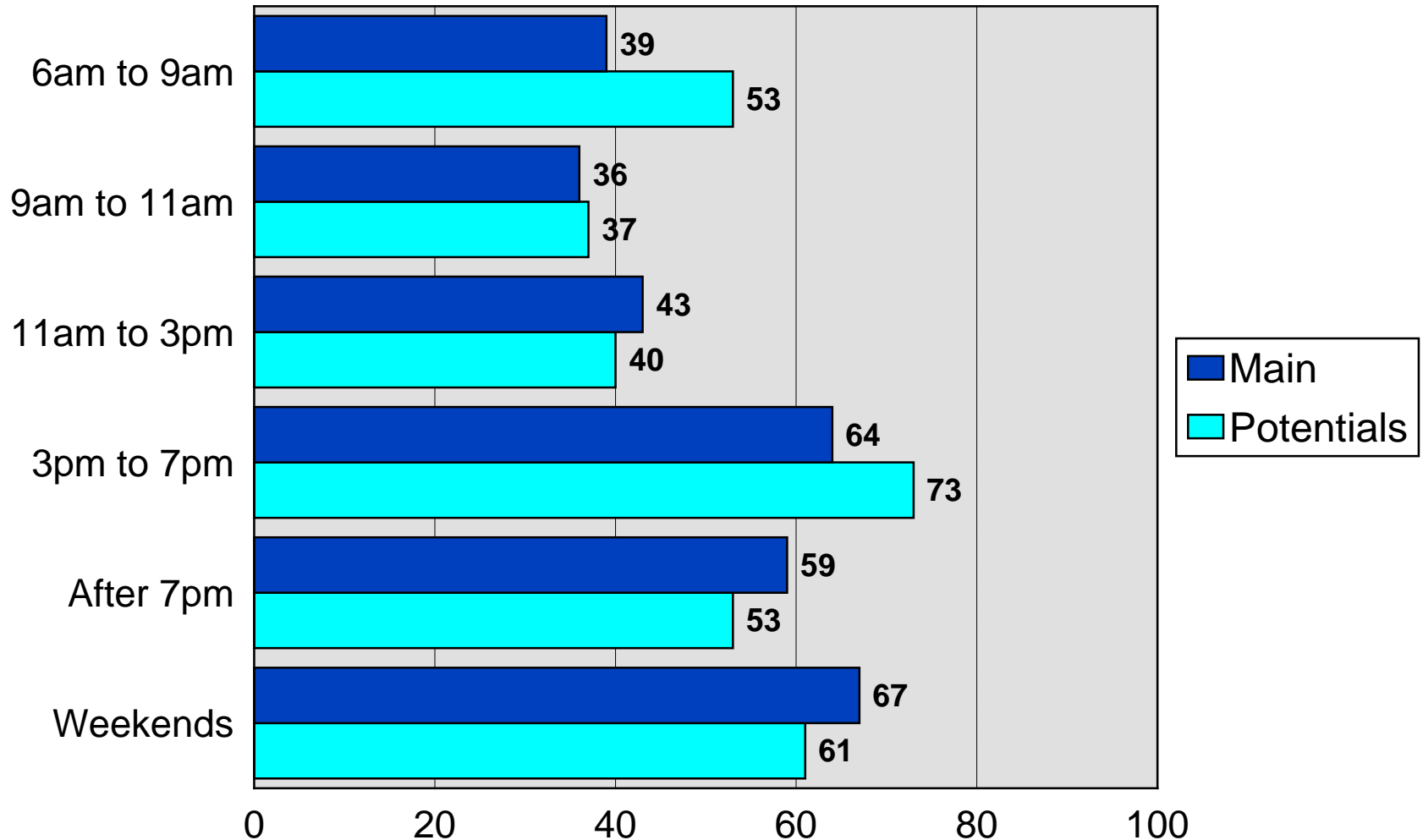
Might Use Transportation For....

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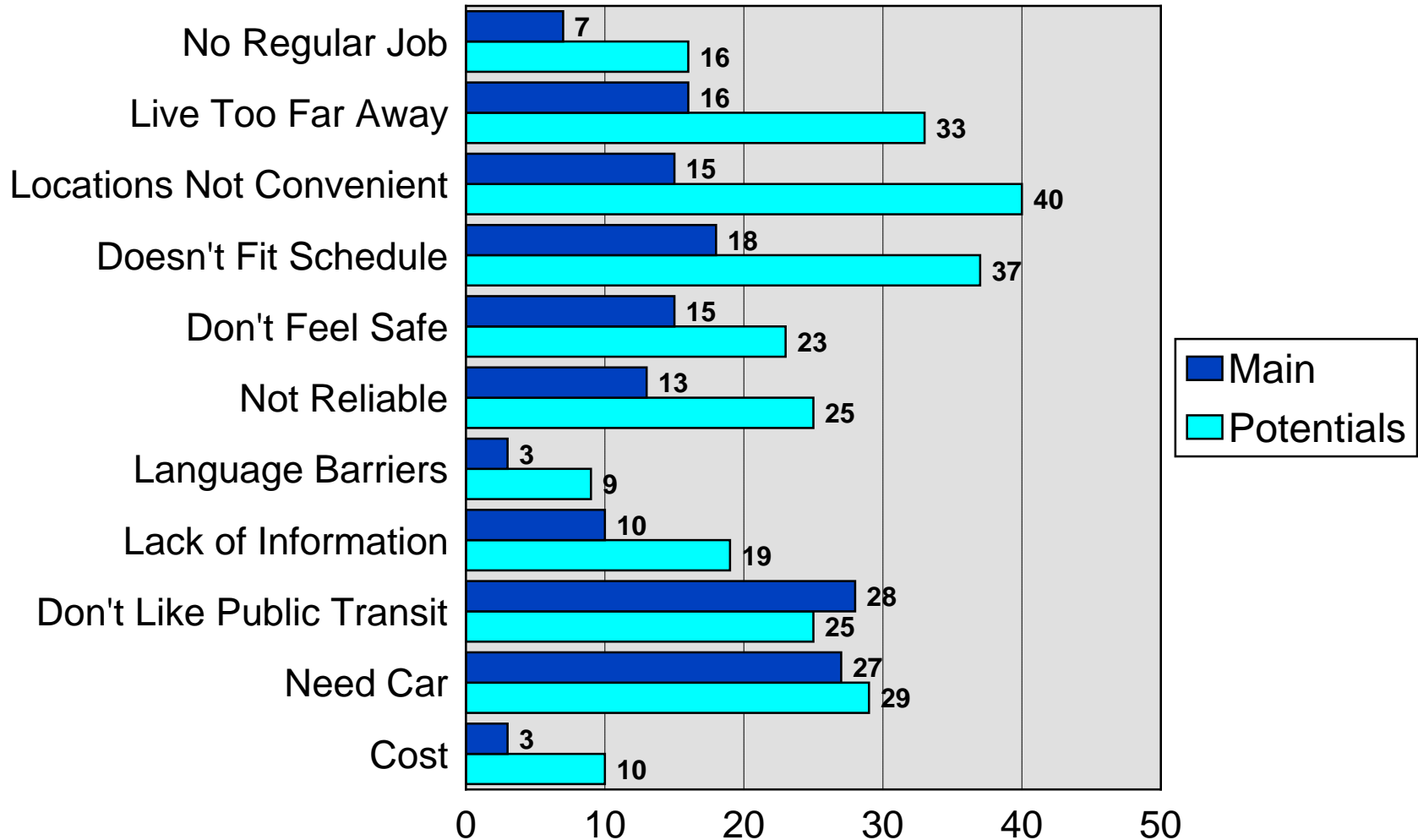
Possible Times of Use

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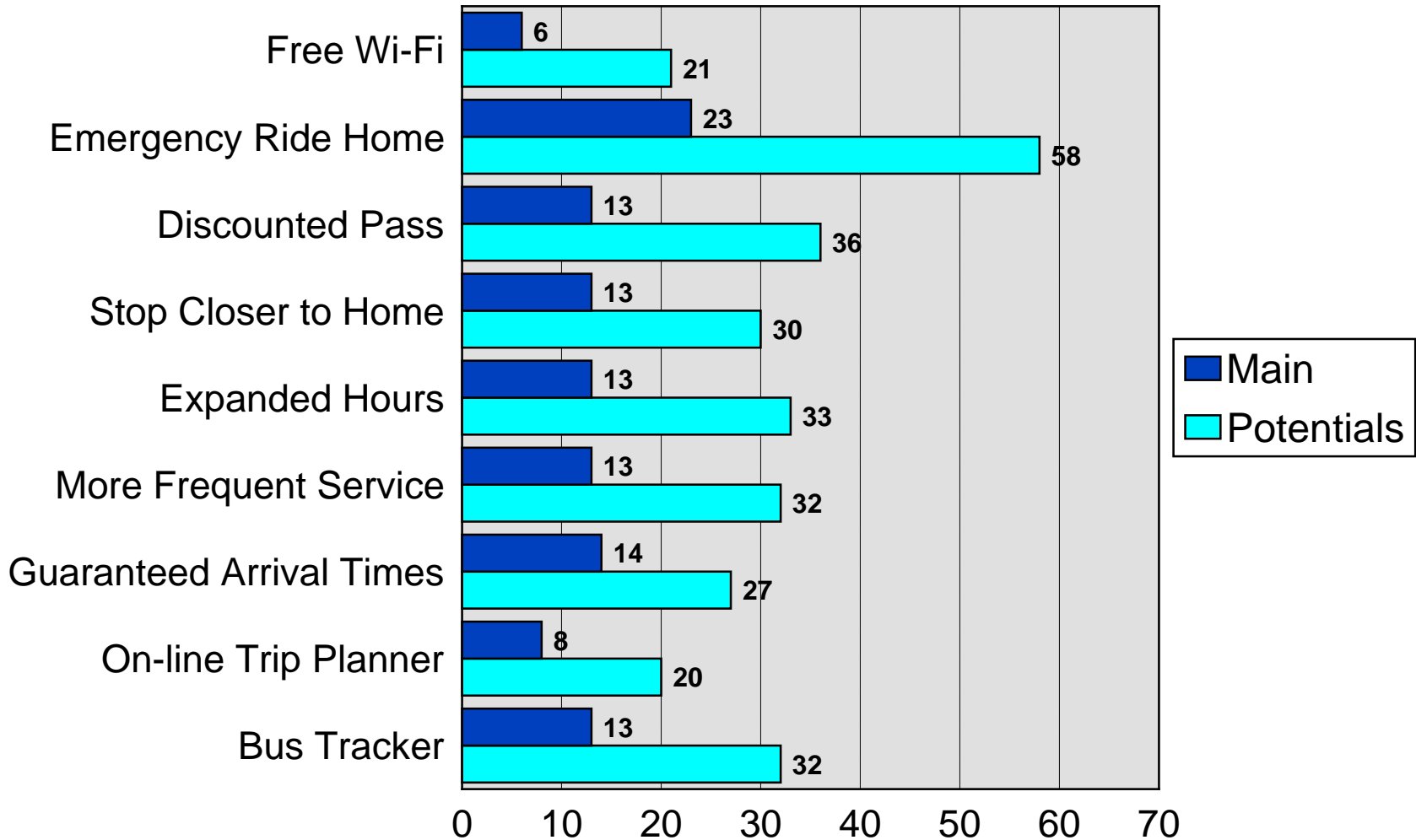
Limits Use of Transportation “A Lot”

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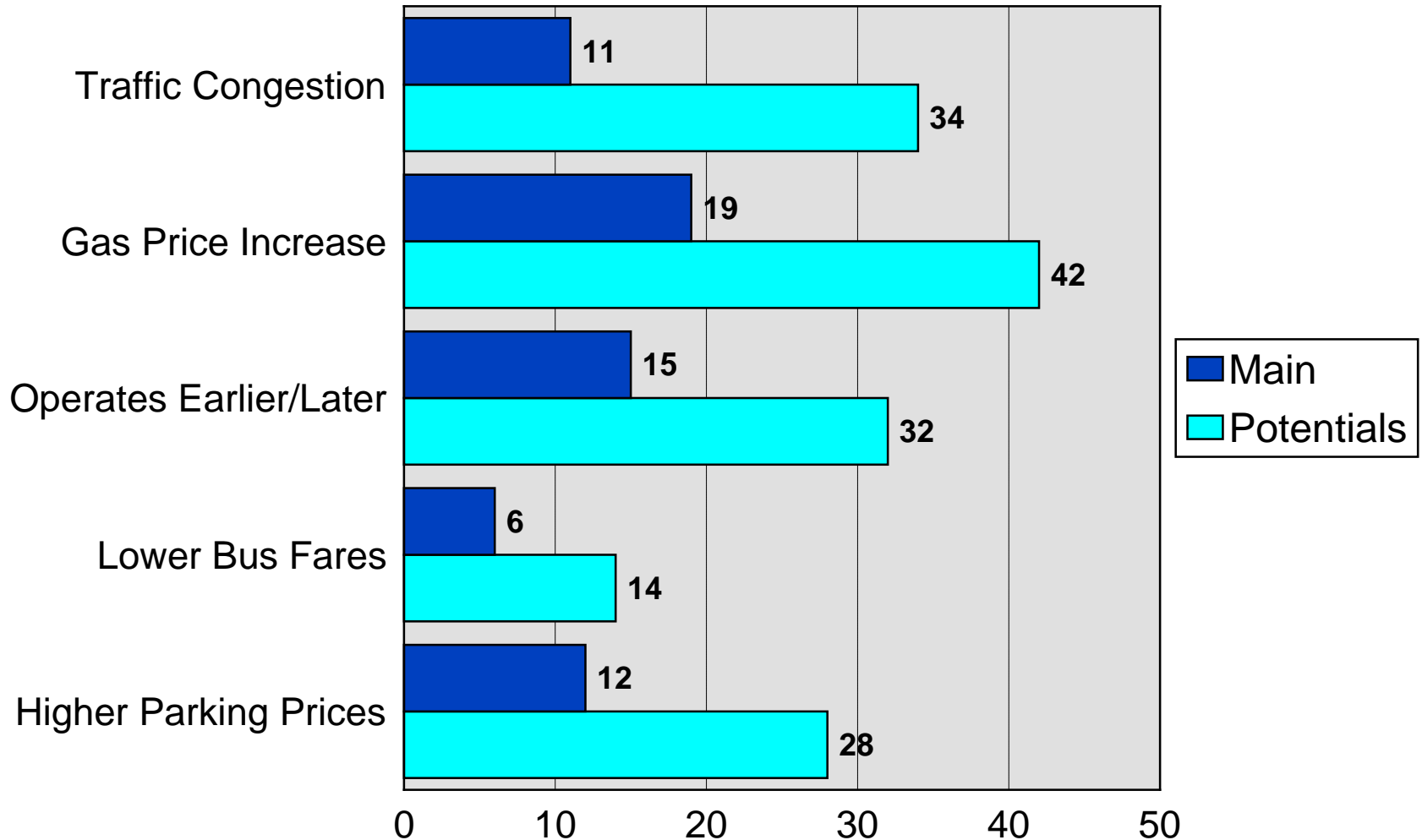
Potential Amenities “Much More Likely”

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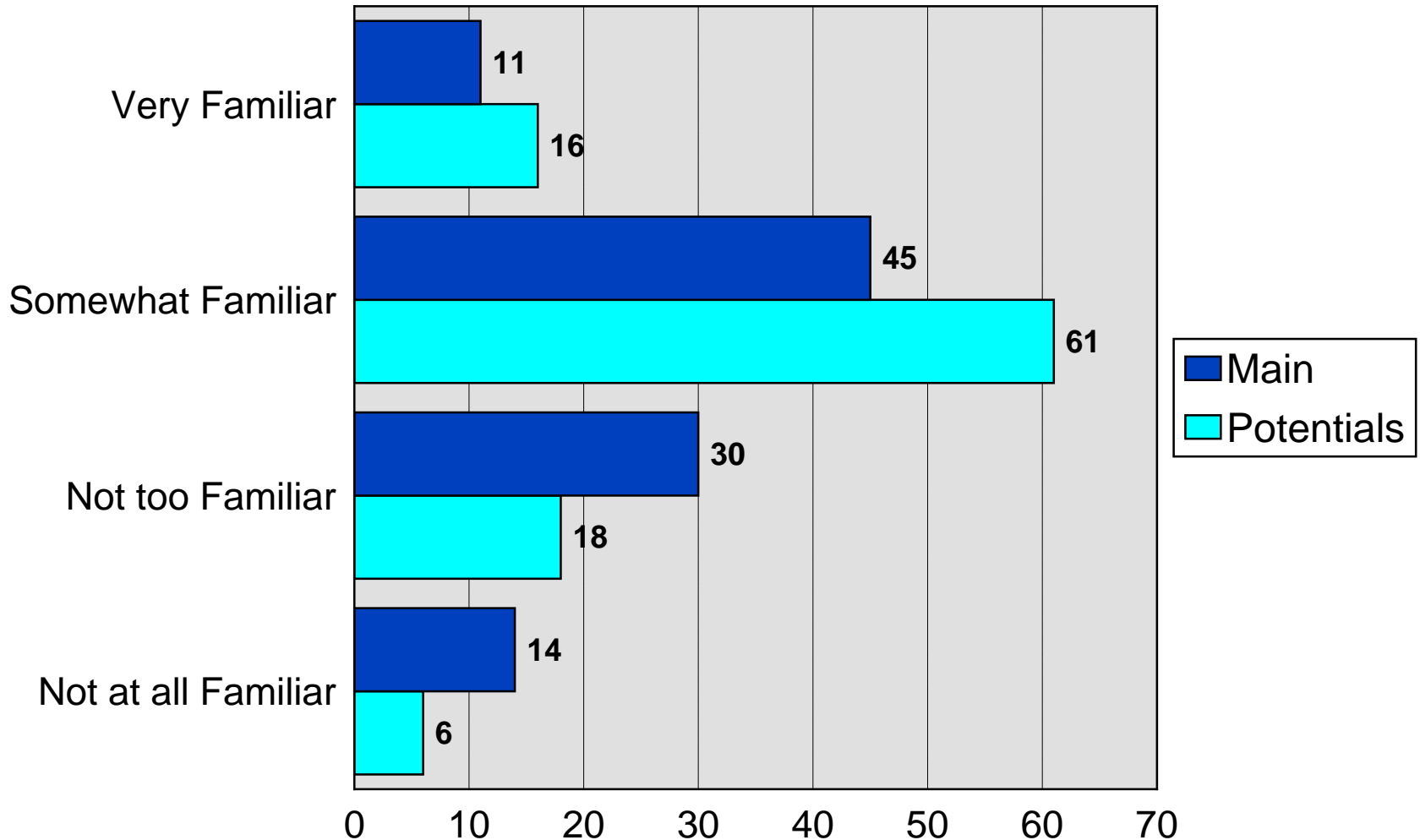
Encourage Use “Much More Likely”

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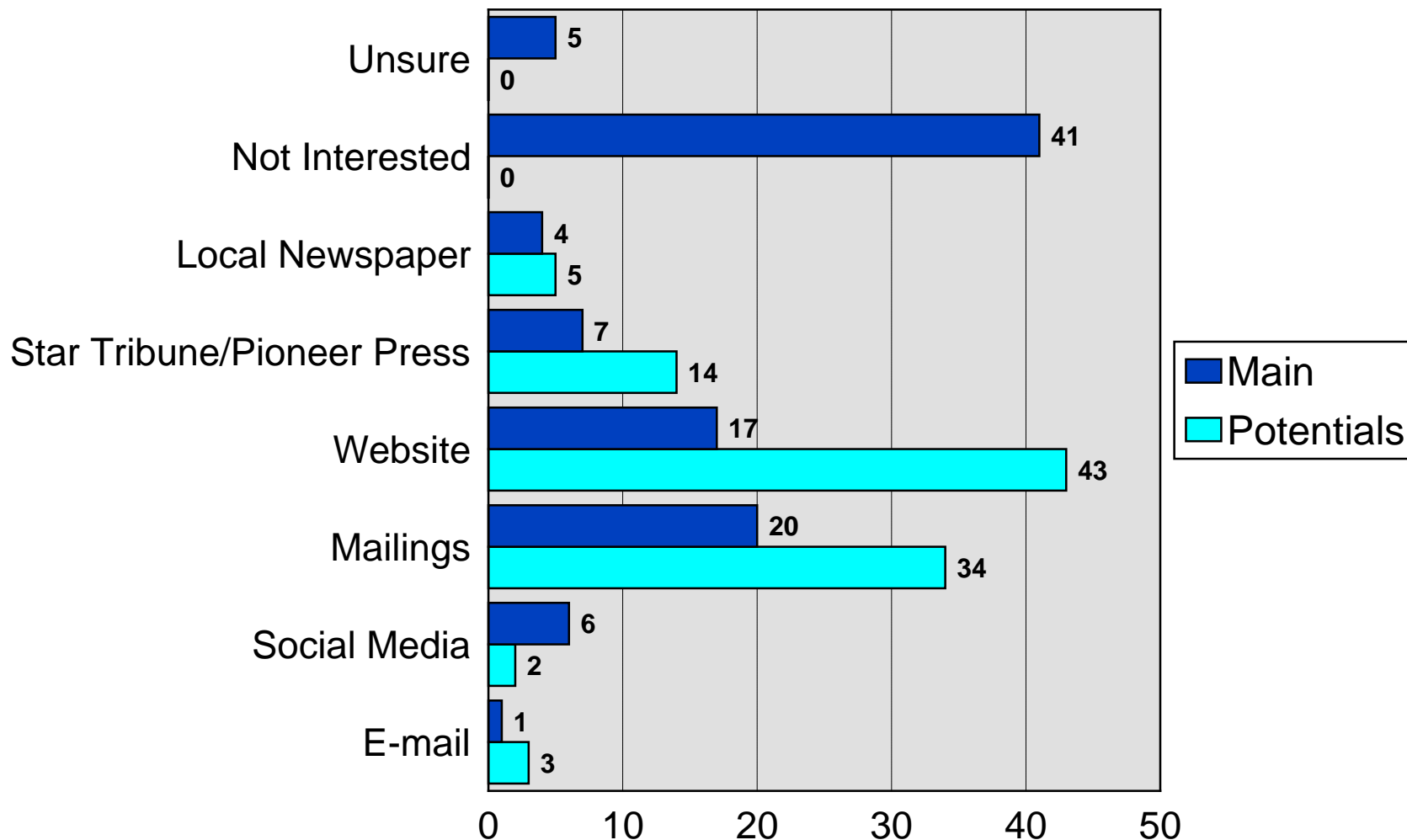
Familiarity with MVTA

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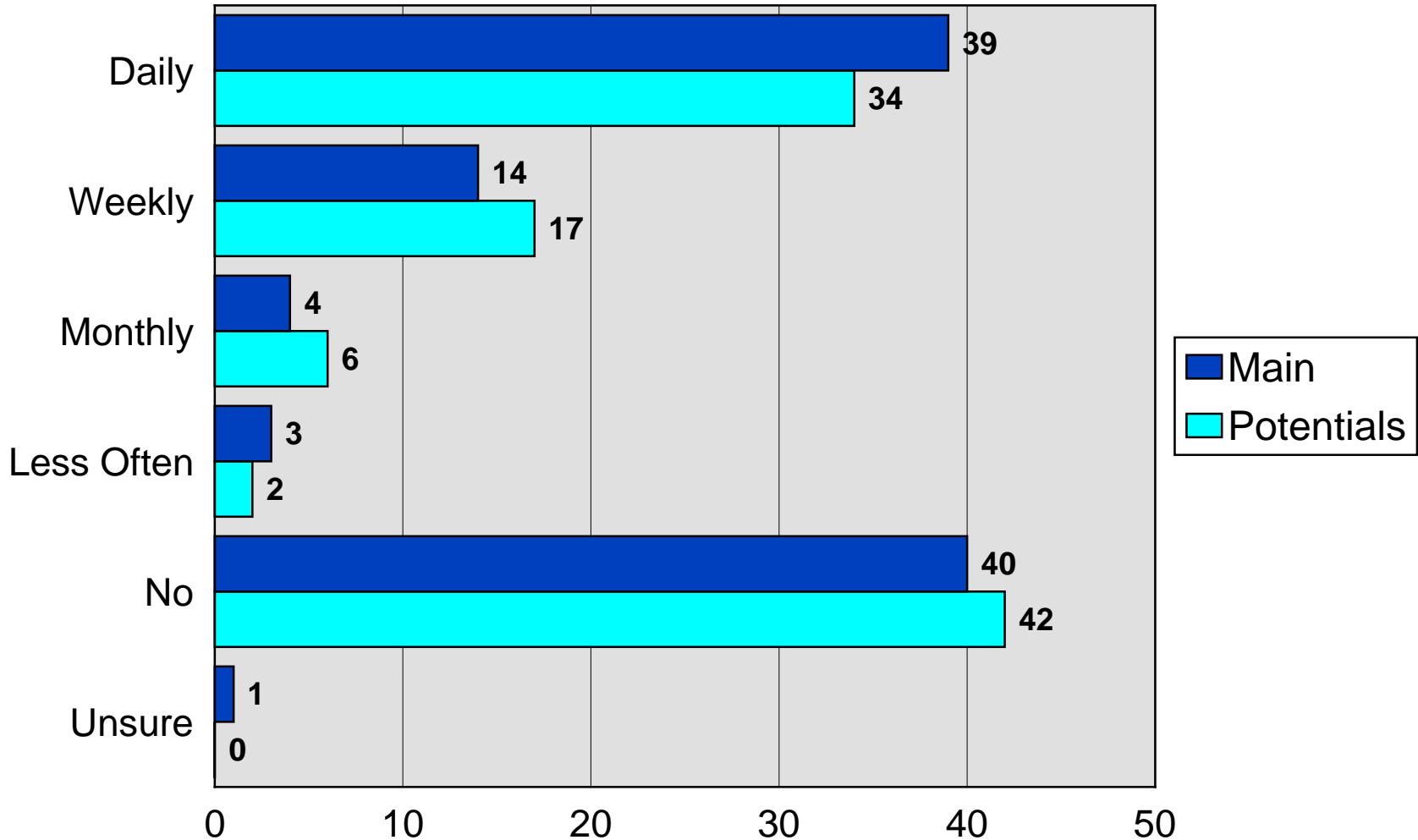
Prefer to Receive Information

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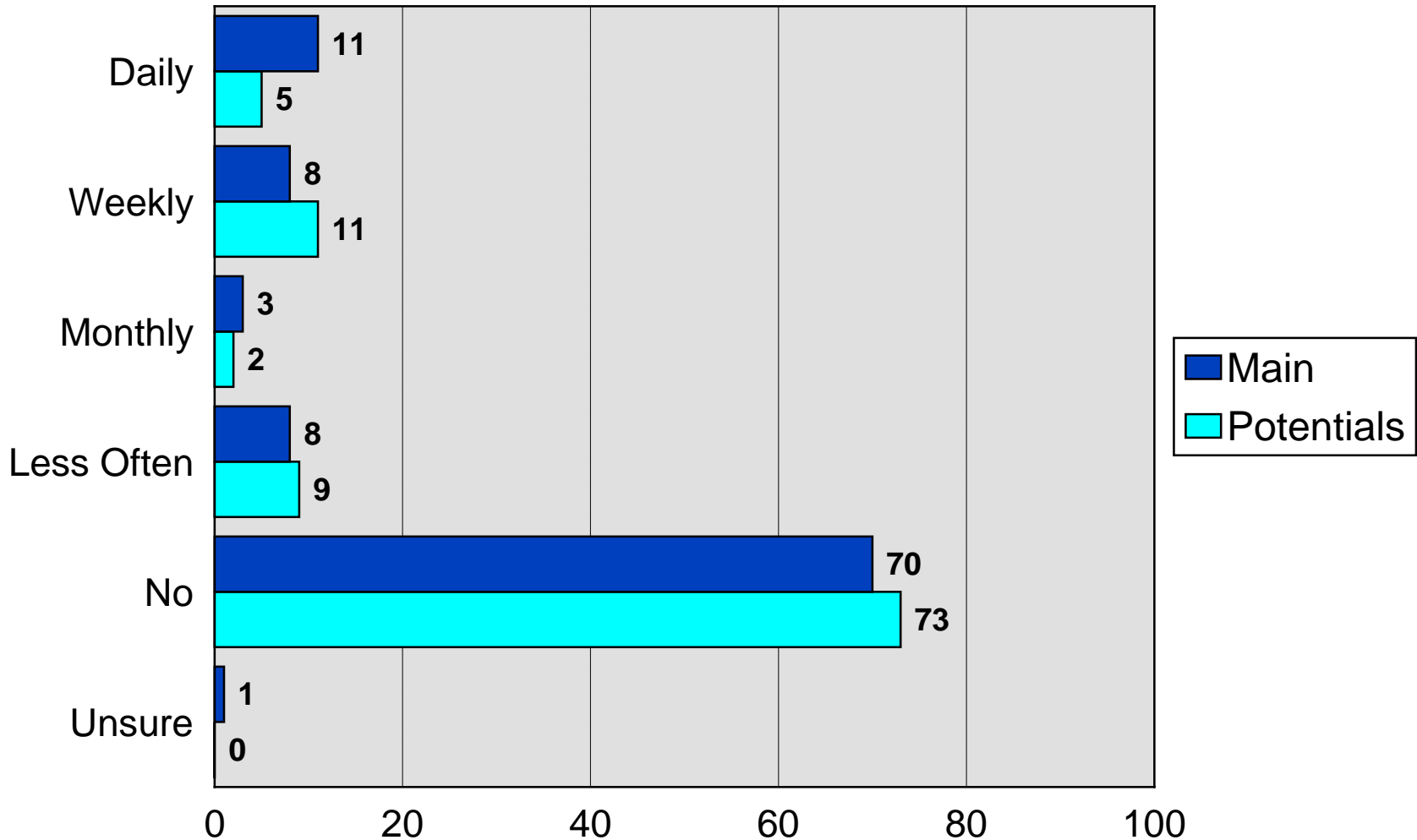
Facebook

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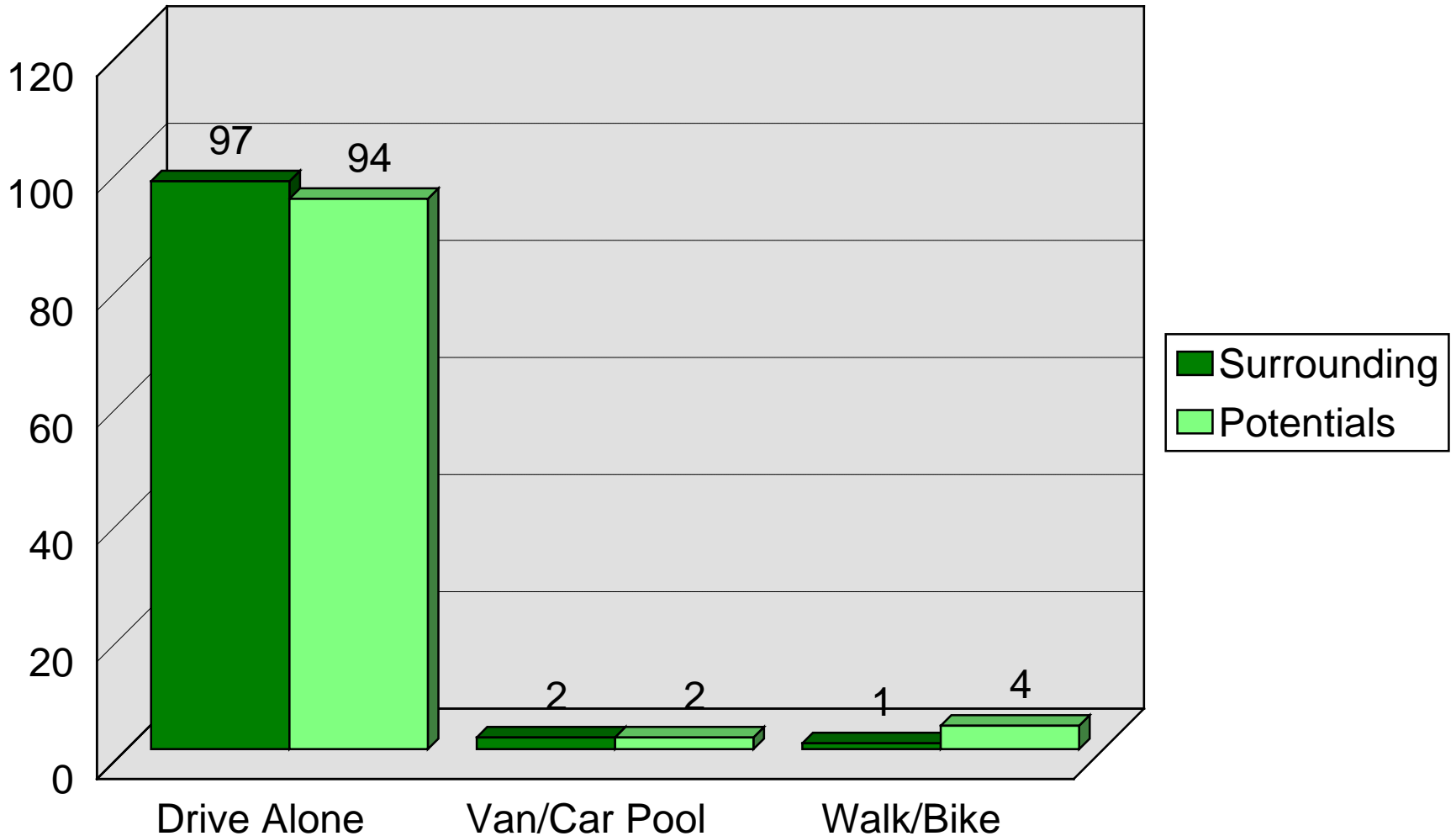
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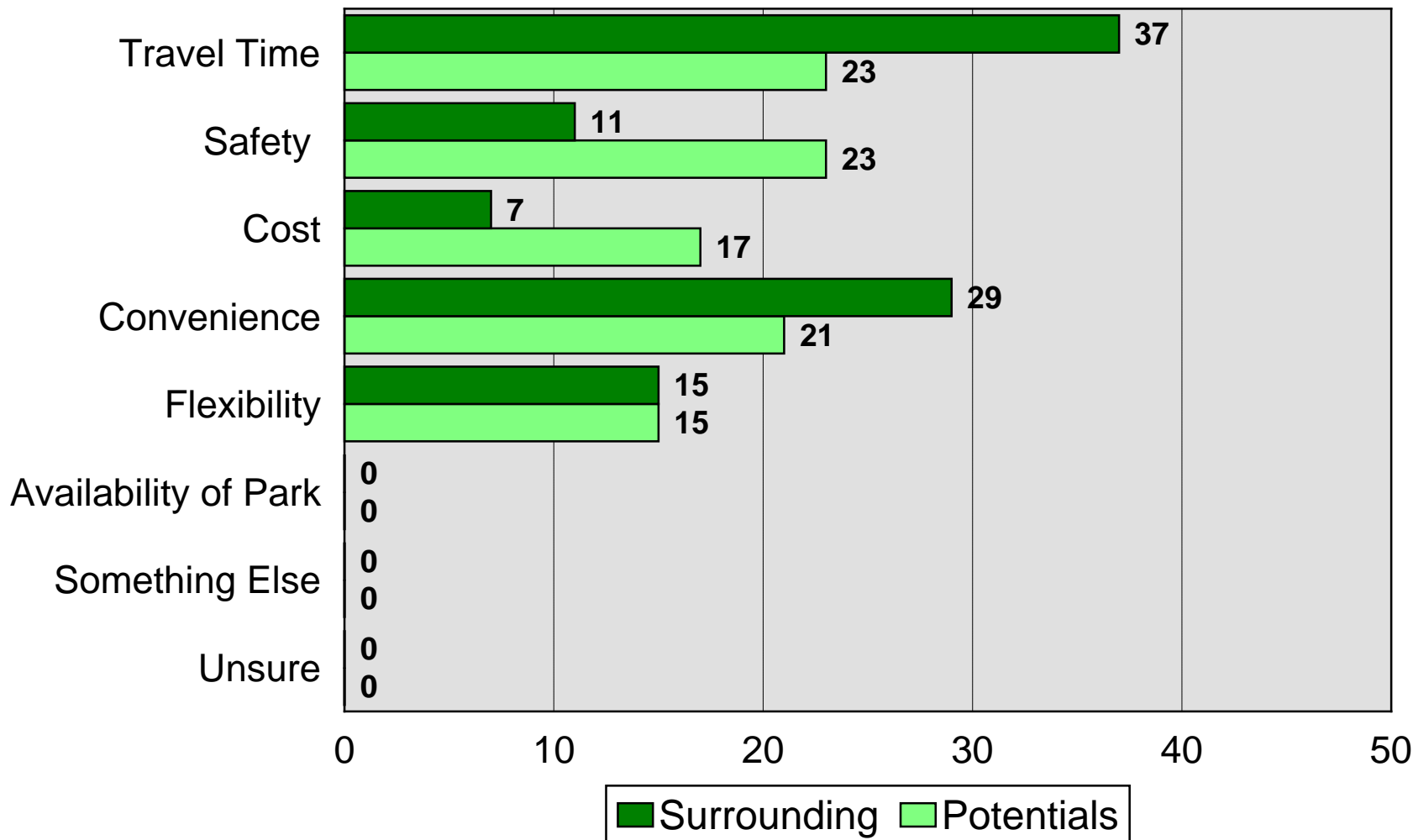
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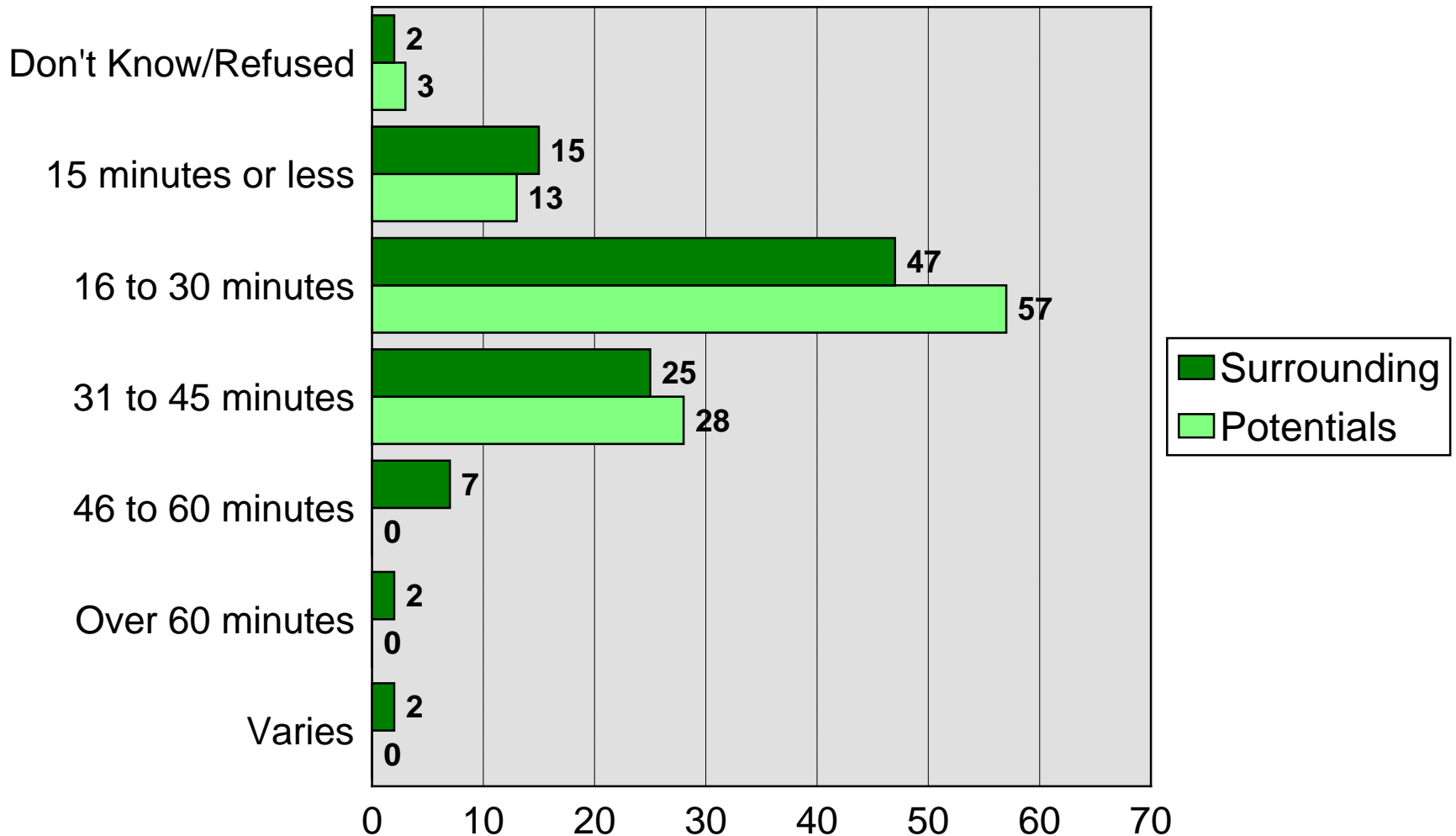
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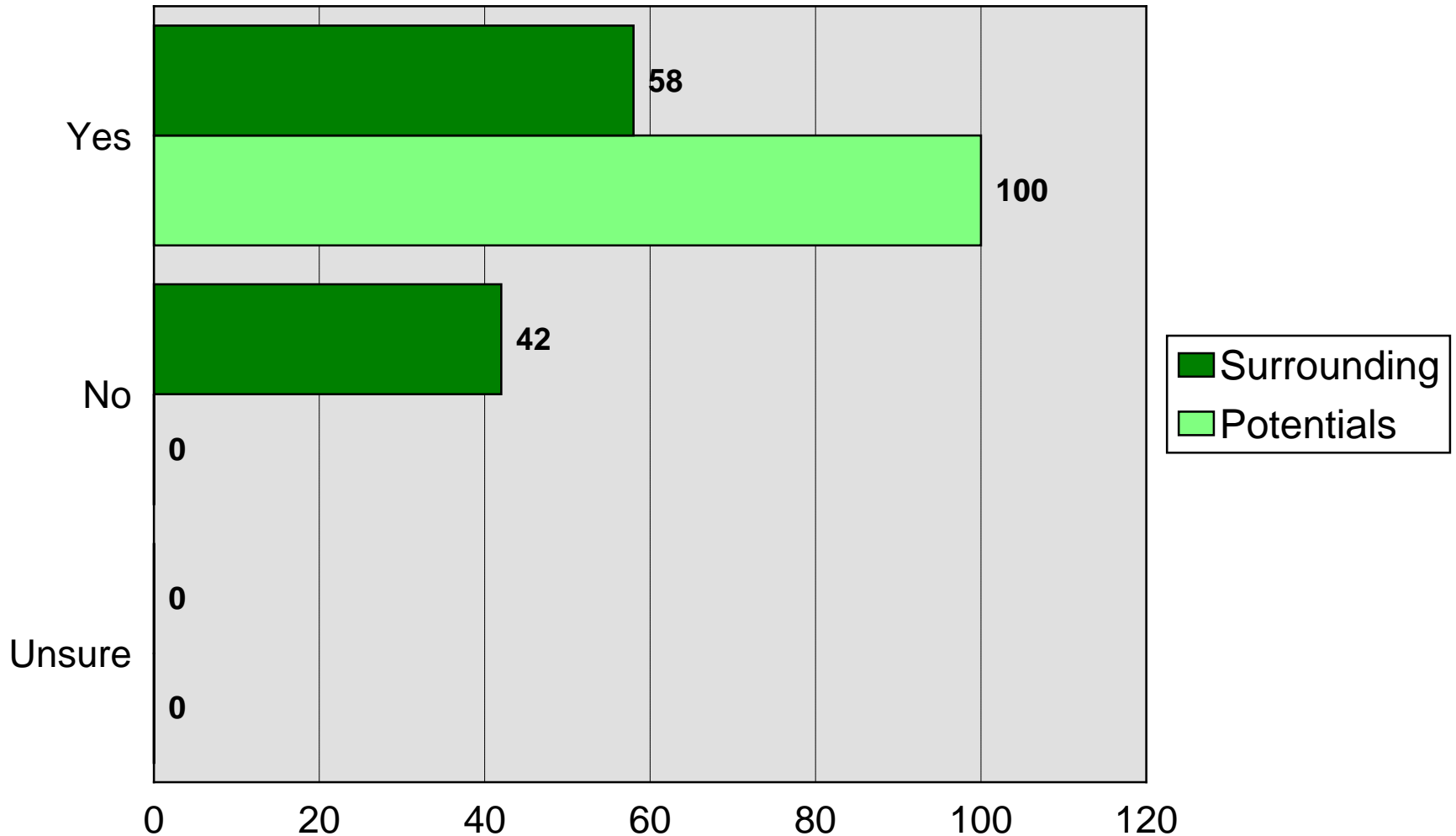
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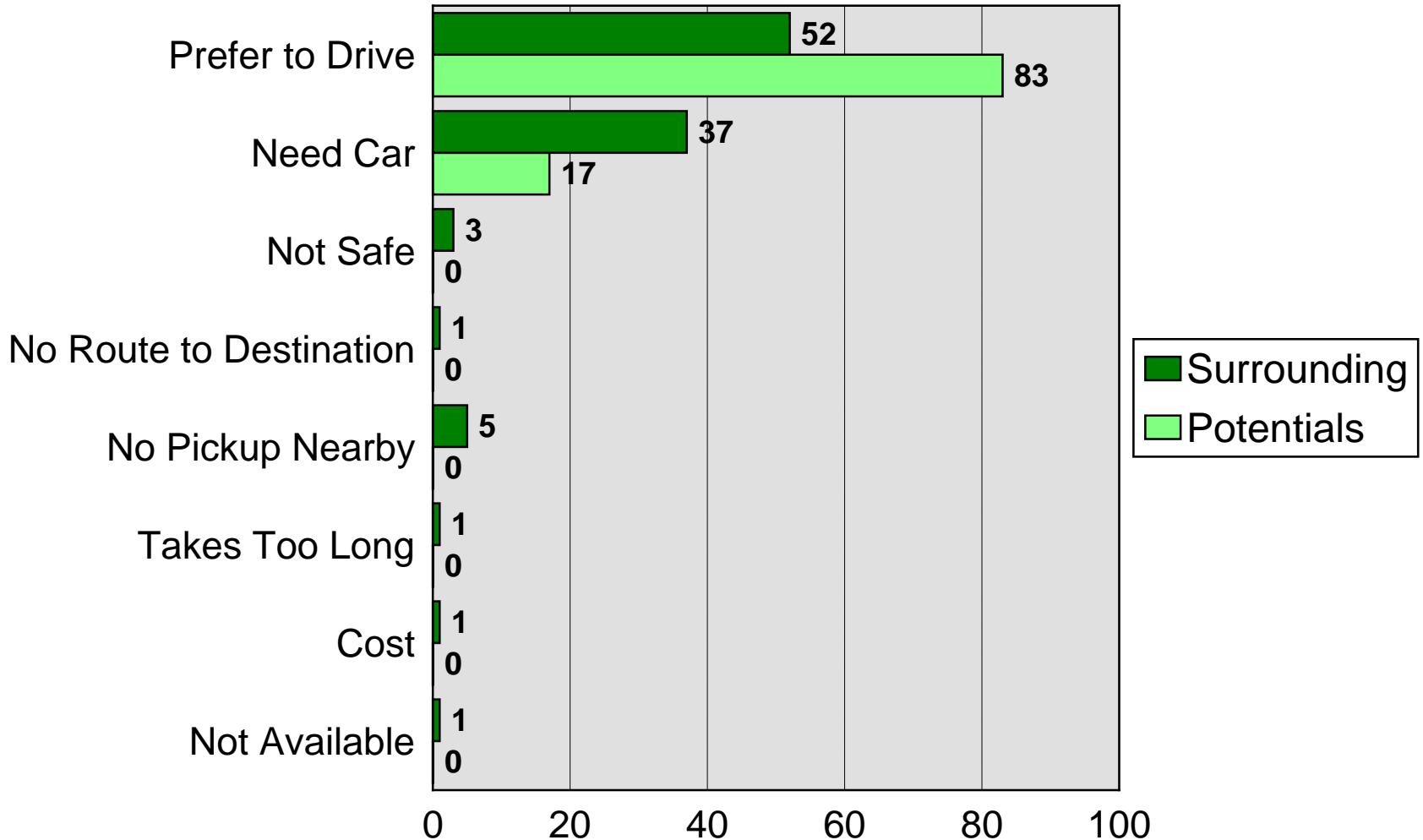
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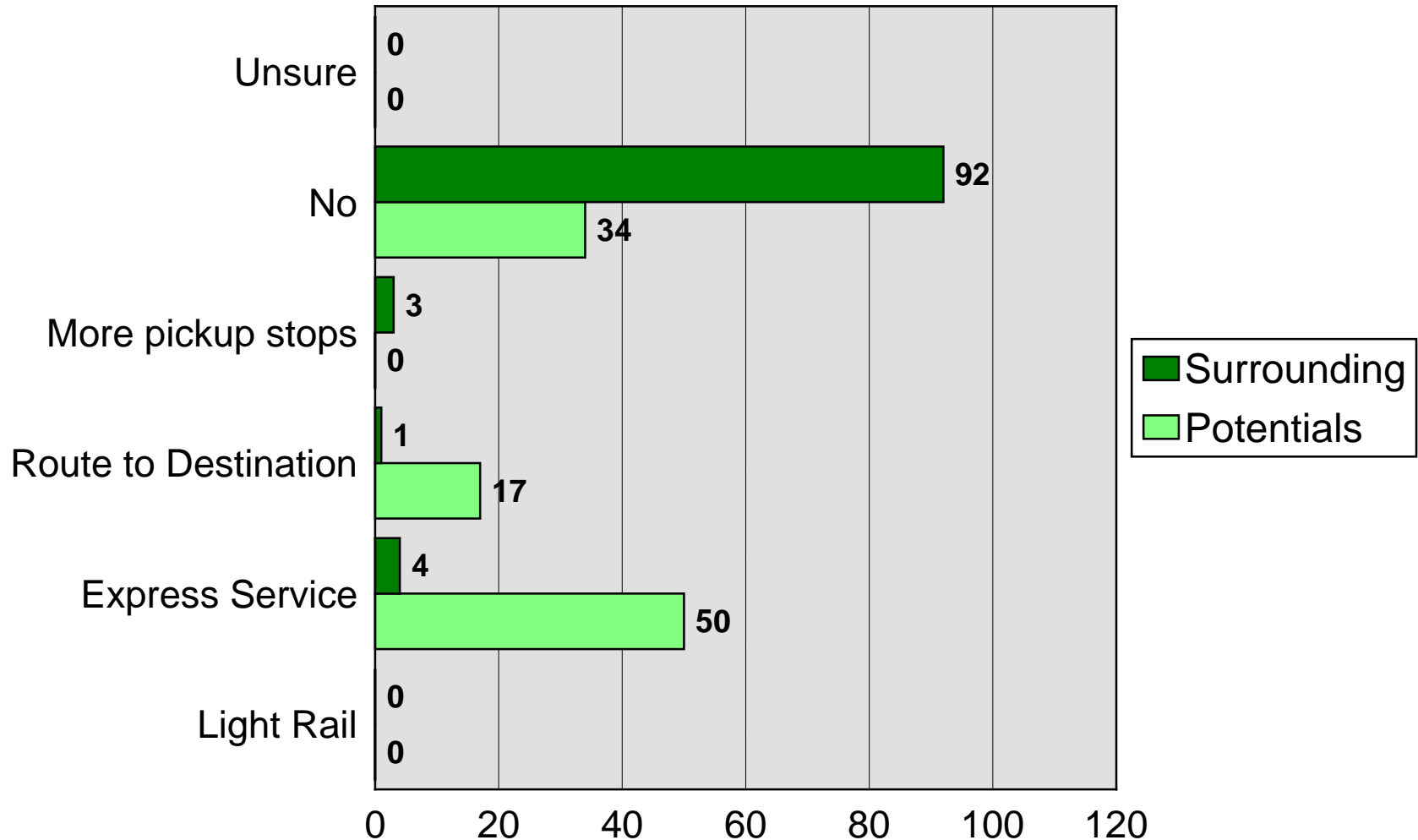
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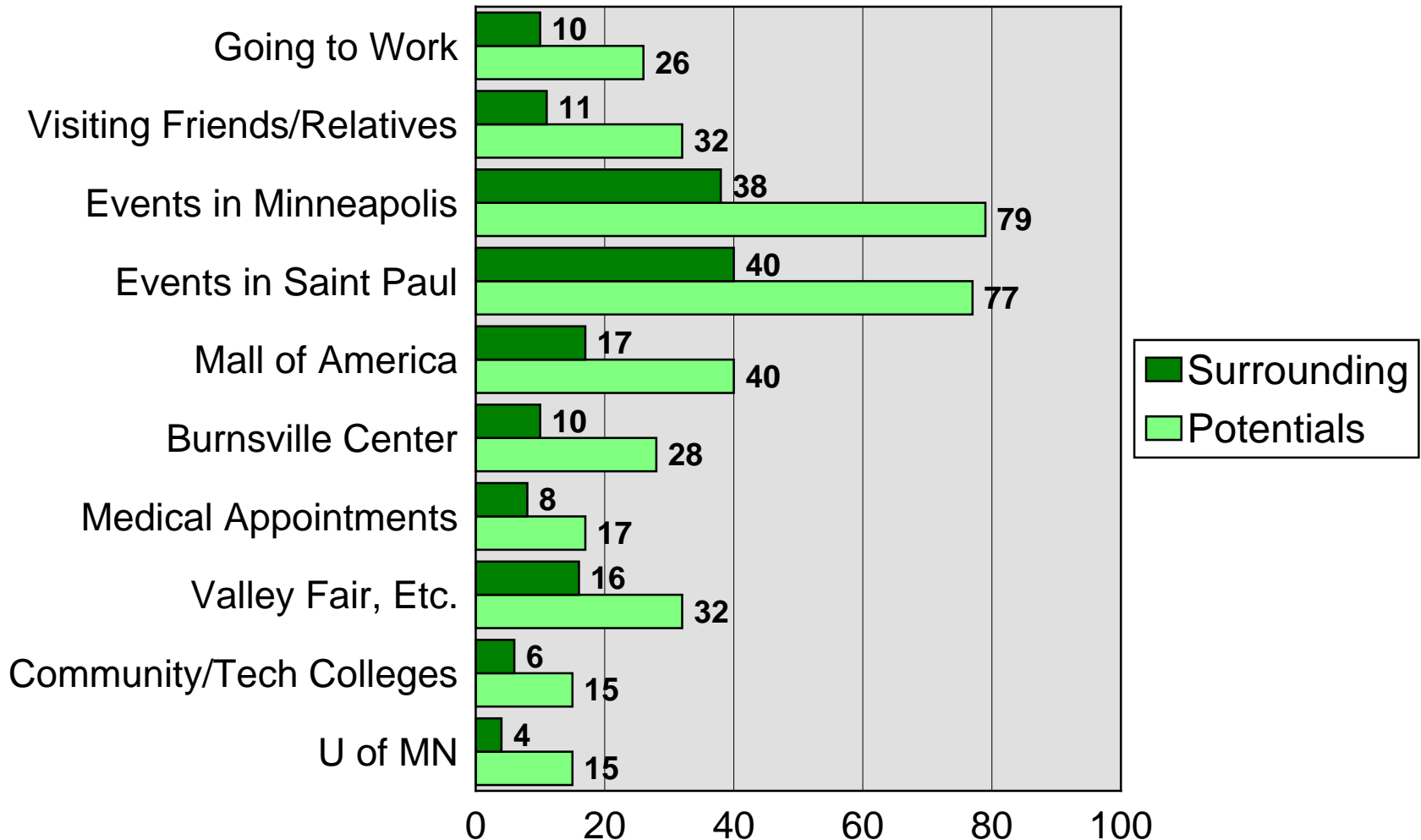
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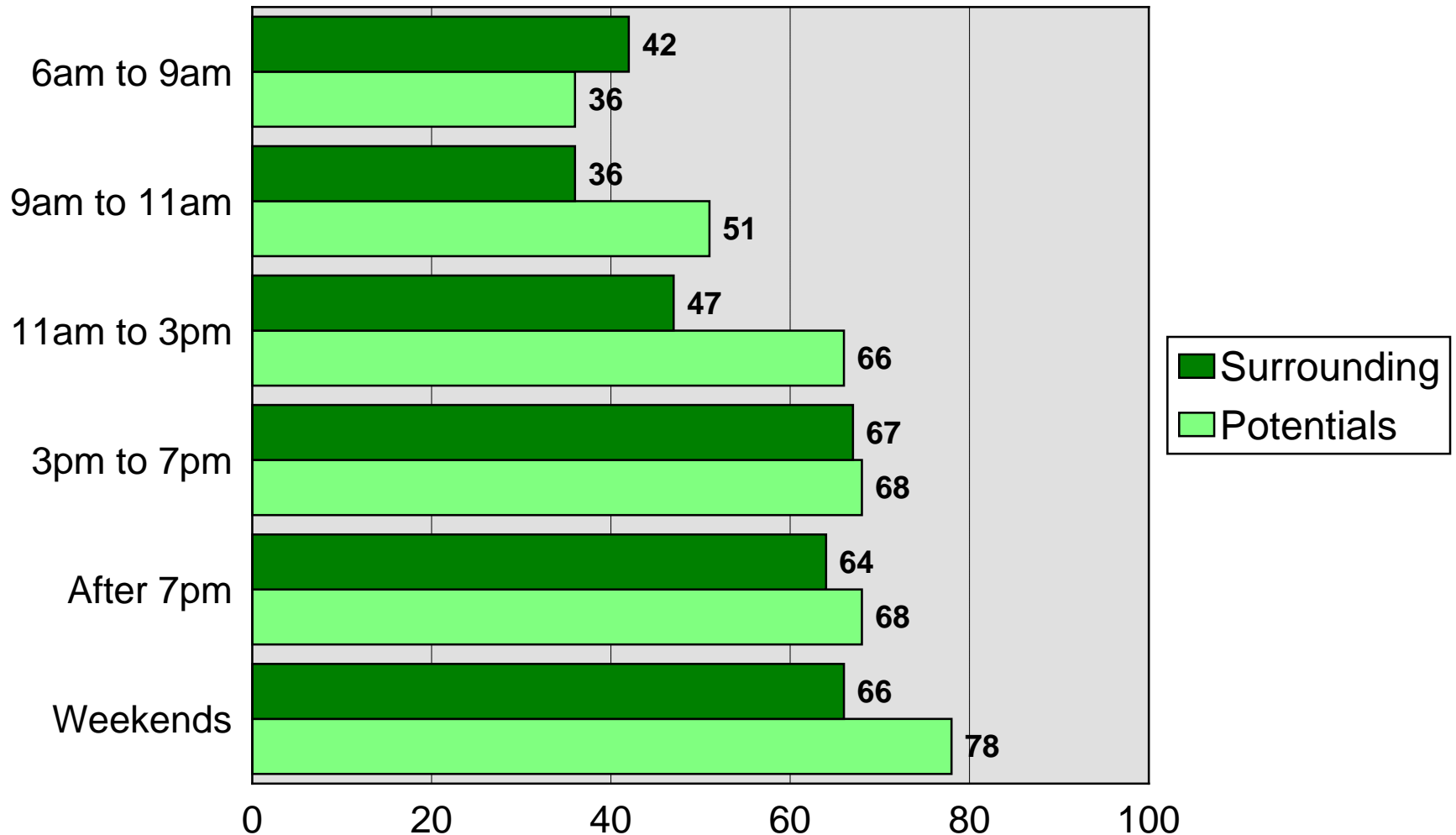
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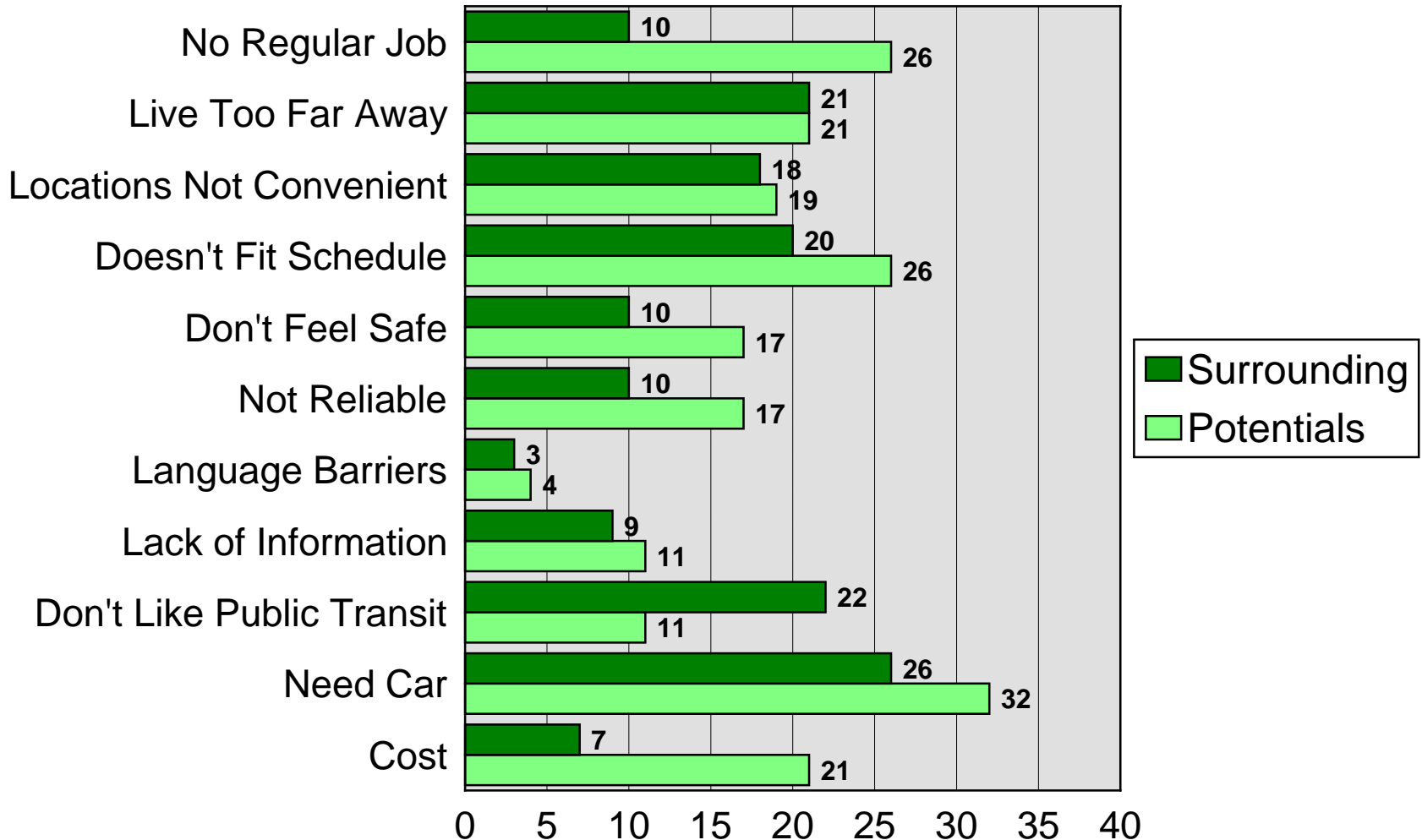
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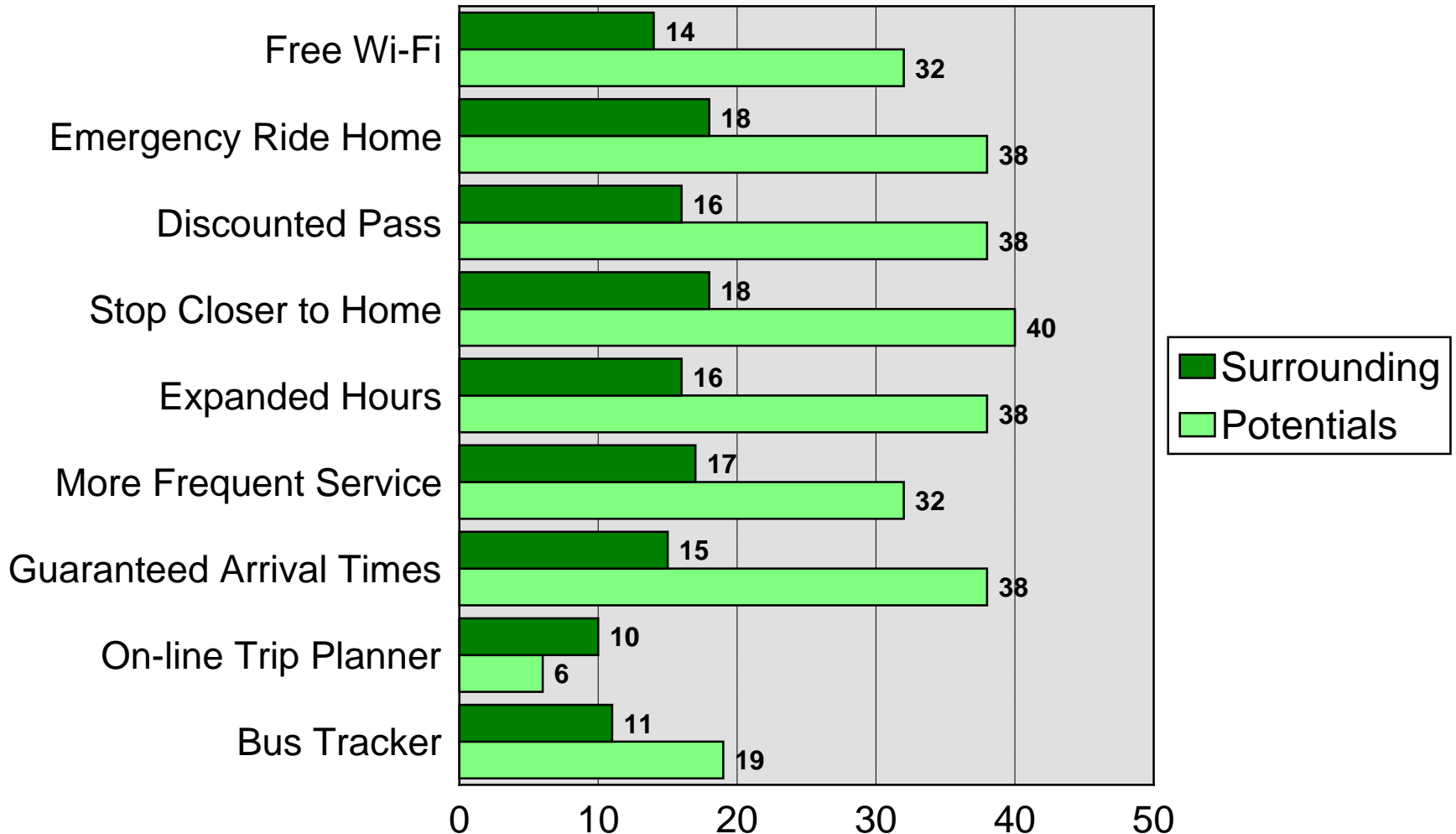
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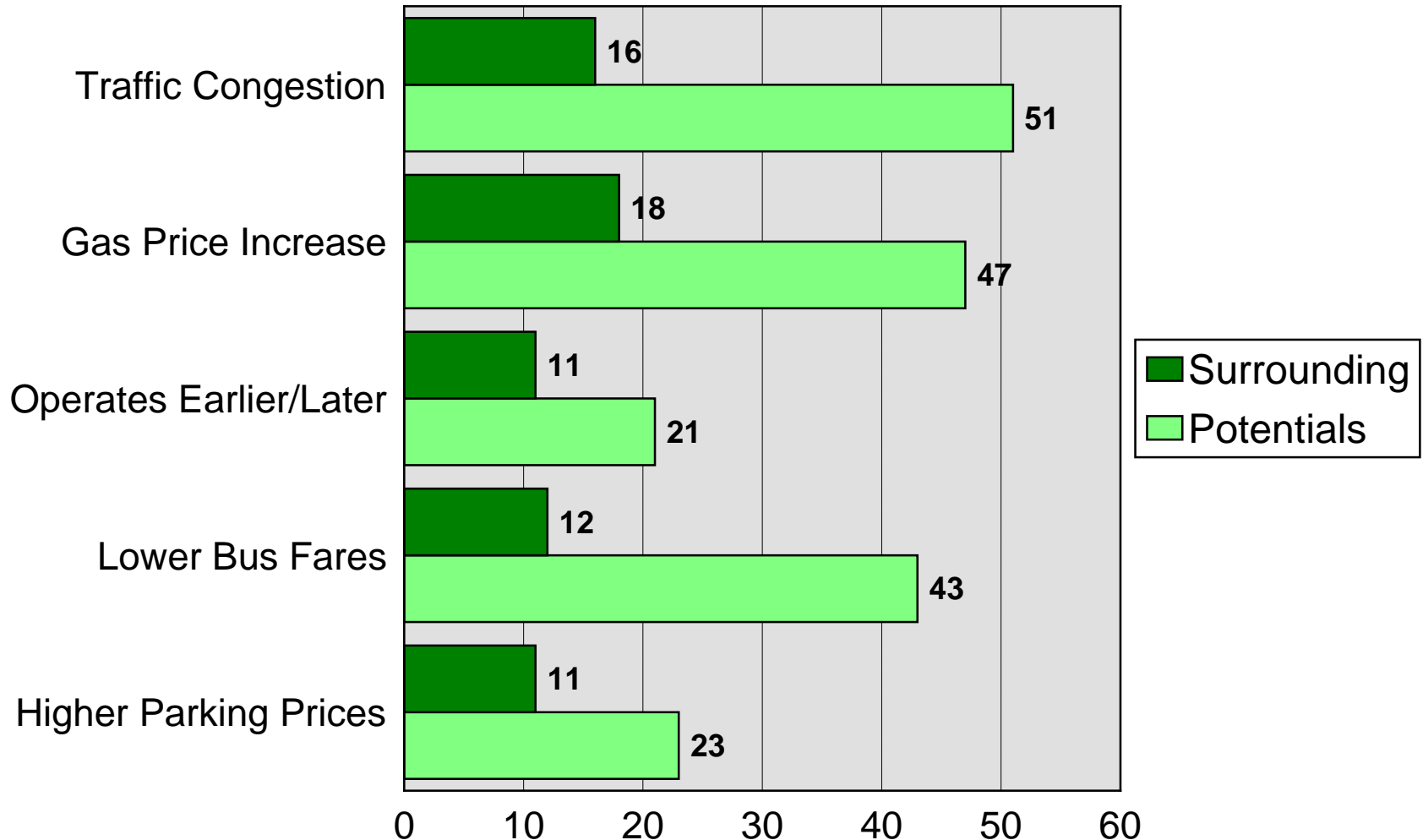
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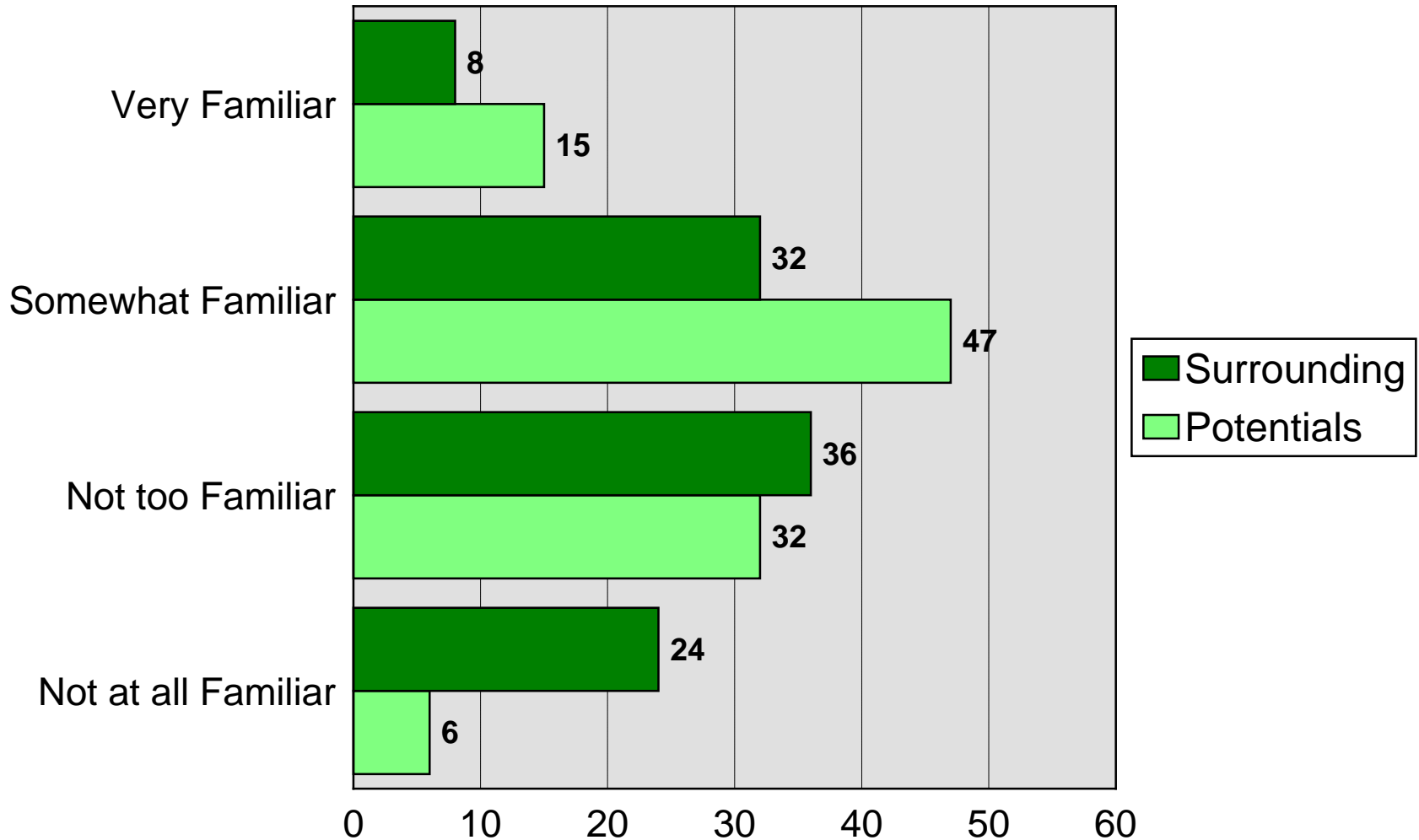
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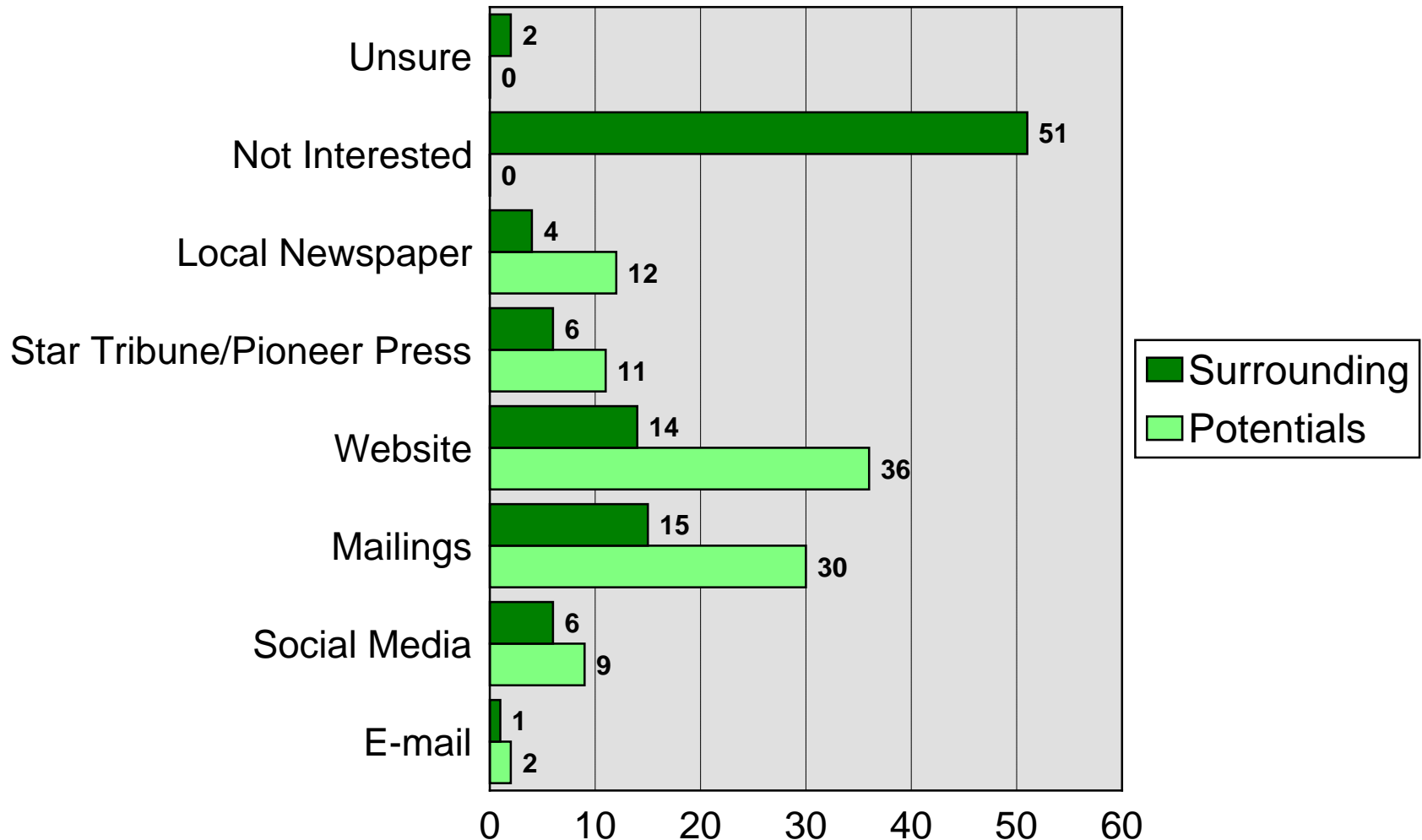
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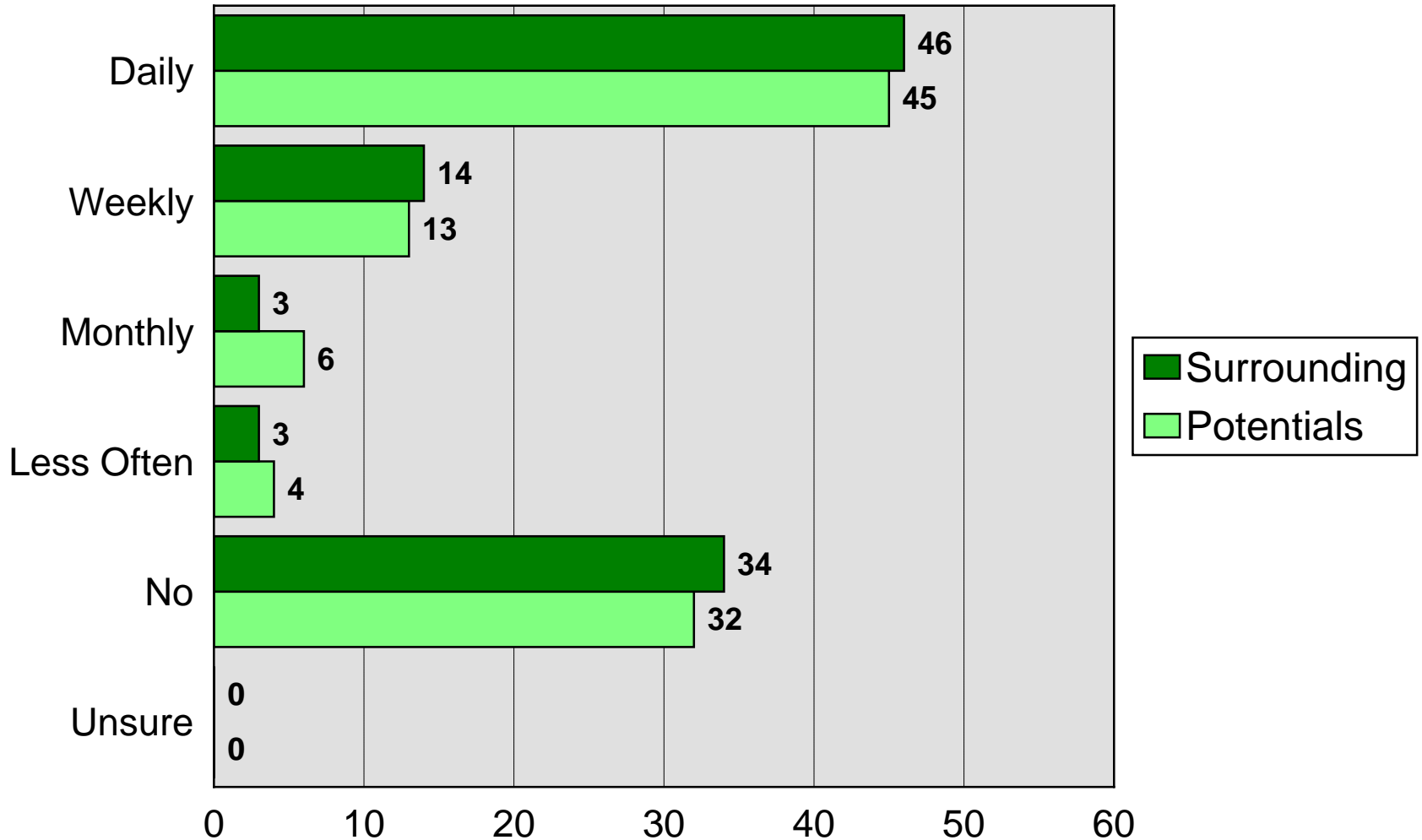
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