All Aboard!
Exploring High-Capacity Transit for the Treasure Valley
Quantitative Survey Results
Survey Dates: January 19 – February 27, 2021

Total Survey Participants: 11,706
Tradeoffs.
For each question, choose the option that best shows which tradeoff you prefer.

Convenience:
More speed...or more stops?
n=11,313

- Faster trips with fewer stops along the way; I get to my destination faster.
- Slower trips with more stops; I have more options to get on/off near my destinations.

Timing:
Focus service during rush hour... or spread it out throughout the day?
n=10,944

- I’d prefer extra service during rush hour, even if that means less service at other times.
- I’d prefer service spread evenly throughout the day. Not everyone travels during rush hour.
Separation:
Separate...or together?
n=10,841

High-capacity transit separated from traffic. Faster and more reliable, but less convenient access, especially for cyclists and pedestrians.

Investment
Lower cost...or invest for the future?
n=10,832

Build the least expensive option. We should keep costs as low as possible.

Cost should be considered, but not be the deciding factor. A more expensive alternative might be a better investment in the long term.
Destinations.
Drag and drop at least two map markers to show your home and typical (pre-COVID) destinations.

Home

How many people live in your household?

- 1 (only me): 807
- 2: 3,271
- 3: 1,635
- 4: 1,752
- 5 or more: 1,299

How many vehicles are owned by your household?

- 0: 76
- 1: 1,351
- 2: 4,225
- 3: 1,970
- 4 or more: 1,119
Job: How do you typically get to your destination?

- Personal vehicle: 89%
- Carpool/vanpool/rideshare: 2%
- Bus: 2%
- Bike/walk: 5%
- Other: 2%

Job: If it were available, would you use high-capacity transit instead?

- Yes: 61%
- No: 11%
- Sometimes: 22%
- Unsure: 6%
Entertainment: How do you typically get to your destination?

- Personal vehicle: 91%
- Bus: 1%
- Carpool/vanpool/rideshare: 3%
- Bike/walk: 4%
- Other: 1%

Entertainment: If it were available, would you use high-capacity transit instead?

- Yes: 69%
- No: 6%
- Sometimes...: 3%
- Unsure: 3%
Errands: How do you typically get to your destination?

- Personal vehicle: 96%
- Bike/walk: 2%
- Carpool/vanpool/rideshare: 1%
- Bus: 1%
- Other: 0%

Errands: If it were available, would you use high-capacity transit instead?

- Yes: 49%
- Sometimes: 31%
- No: 14%
- Unsure: 6%
Other: How do you typically get to your destination?

- Personal vehicle: 93%
- Carpool/vanpool/rideshare: 3%
- Bus: 1%
- Other: 1%
- Bike/walk: 2%

Other: If it were available, would you use high-capacity transit instead?

- Yes: 66%
- No: 9%
- Sometimes: 21%
- Unsure: 4%
Preferences.
For each set of options, select the one that best describes you.

Where do you want to go?
Where would you most want high-capacity transit to take you?
N=9,739

How do you get there now?
Which did you use for most of your trips around town before COVID?
n=9,569
What’s close enough?
How close would a transit stop need to be to your home for you to use it?
n=9,449

What's Close Enough?

What’s most important to you?
Which is most important to you in a choice about high-capacity transit?
n=9,413

What's Most Important to You?
Wrap Up.
Tell us a little bit about yourself (Optional).

Please finish this sentence:
If a high-capacity transit system was built and met my needs, I would...

n=9,787

![Bar chart showing responses to the question.](chart.png)

- **Use it regularly**: 5,819
- **Use it occasionally**: 2,735
- **Support it, but rarely or never use it**: 442
- **Not support it nor use it**: 621
- **Need to know more to answer**: 170
What is your age?
n=9,718

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>25 or under</td>
<td>10%</td>
</tr>
<tr>
<td>26 - 40</td>
<td>41%</td>
</tr>
<tr>
<td>41 - 55</td>
<td>28%</td>
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<tr>
<td>56 - 70</td>
<td>17%</td>
</tr>
<tr>
<td>71 or older</td>
<td>4%</td>
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What is your race/ethnicity?
n=9,407

<table>
<thead>
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<th>Race / Ethnicity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>White</td>
<td>87%</td>
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<tr>
<td>Latino / Hispanic</td>
<td>5%</td>
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<tr>
<td>Other / Mixed</td>
<td>5%</td>
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<tr>
<td>American Indian / Alaska Native</td>
<td>1%</td>
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<tr>
<td>Asian / Pacific Islander</td>
<td>1%</td>
</tr>
<tr>
<td>Black</td>
<td>1%</td>
</tr>
</tbody>
</table>
What is your annual household income?

n=9,231

Annual Household Income

- $40,000 or under: 20%
- $41,000 - $80,000: 33%
- $81,000 - $120,000: 26%
- Over $120,000: 21%

How did you learn about this survey?

n=9,673

How did you learn...?