

2011 Countywide Attitudinal and Awareness Survey Results

Purpose of Study

- Establish baseline for measuring future performance
- Identify perceptions about transportation system, issues, priorities
- Assess awareness and opinions about OCTA
- Measure perceptions about how effectively OCTA is delivering projects, programs, and services
- Profile resident use of the transportation system
- Profile OCTA communication exposure, and preferences

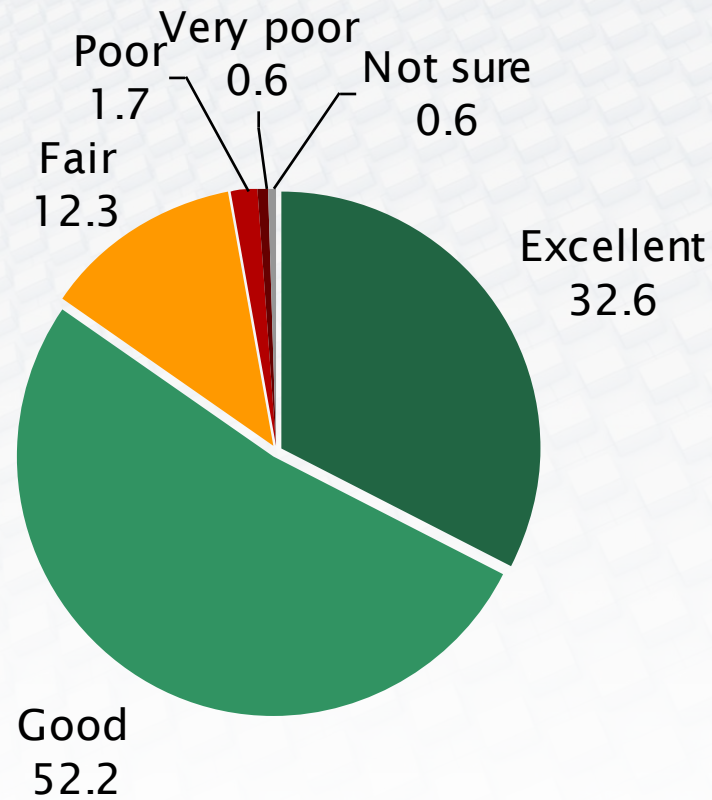
Methodology of Study

- Telephone Survey
 - 2,010 adult Orange County residents
 - Random Land Line & Mobile Phones
 - English, Spanish & Vietnamese
 - 20-minutes
 - Online Option
- Conducted Oct 8th to November 1st, 2011
- Overall margin of error: $\pm 2.19\%$

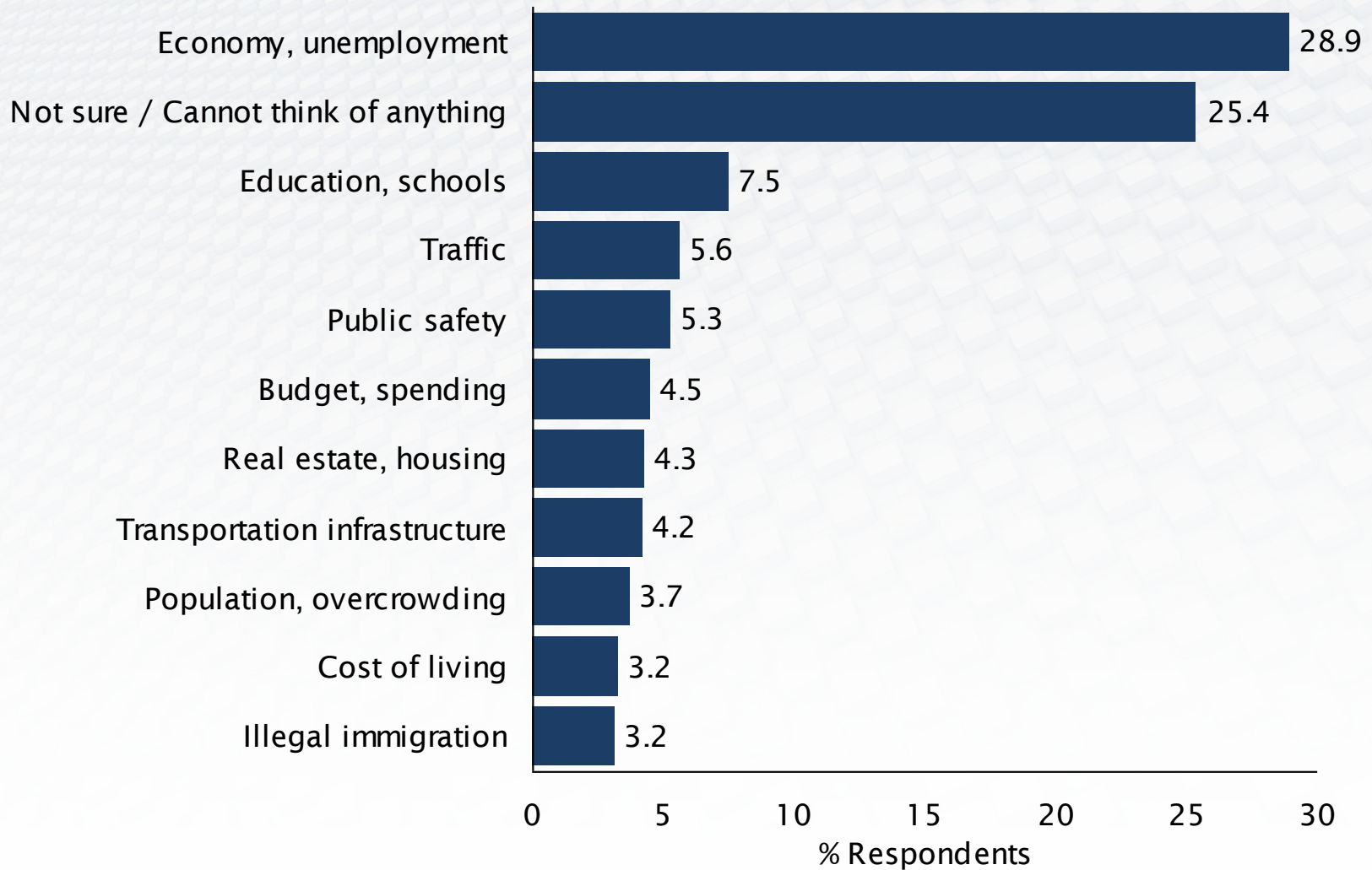
Demographics of Sample

Category	Value	Percentage
Gender	Male	48%
	Female	52%
Length of Residence	4 years or less	10%
	5 to 14 years	21%
	15 years or more	69%
Age	18-34	32%
	35-54	34%
	55 or older	25%
Ethnicity	Caucasian	40%
	Latino/Hispanic	29%
	Asian	15%
	Other	16%
Employment Status	Employed full or part time	58%
	Student/Homemaker/Retired	29%
	Looking for a job	6%

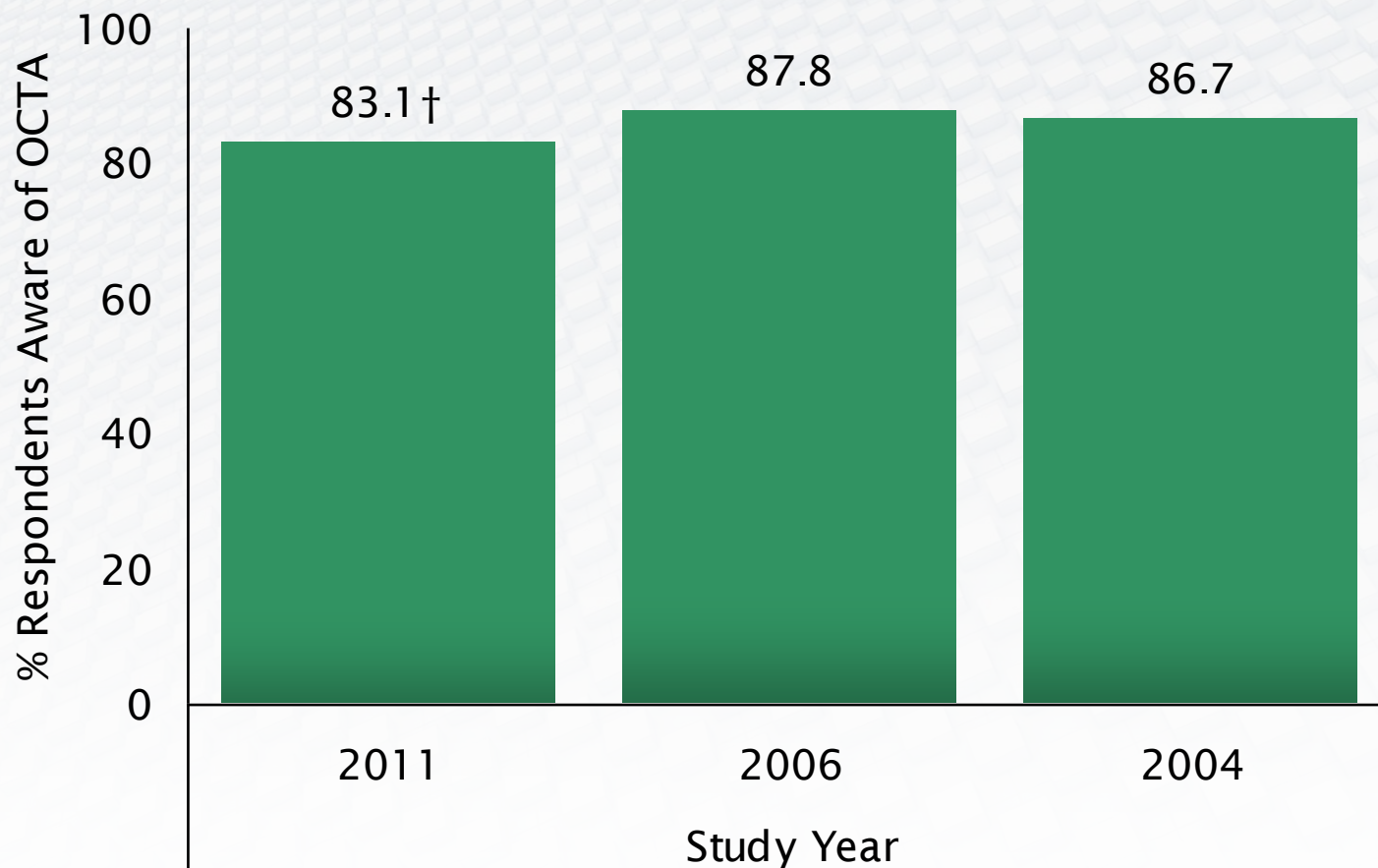
Quality of Life



Most Important Issues

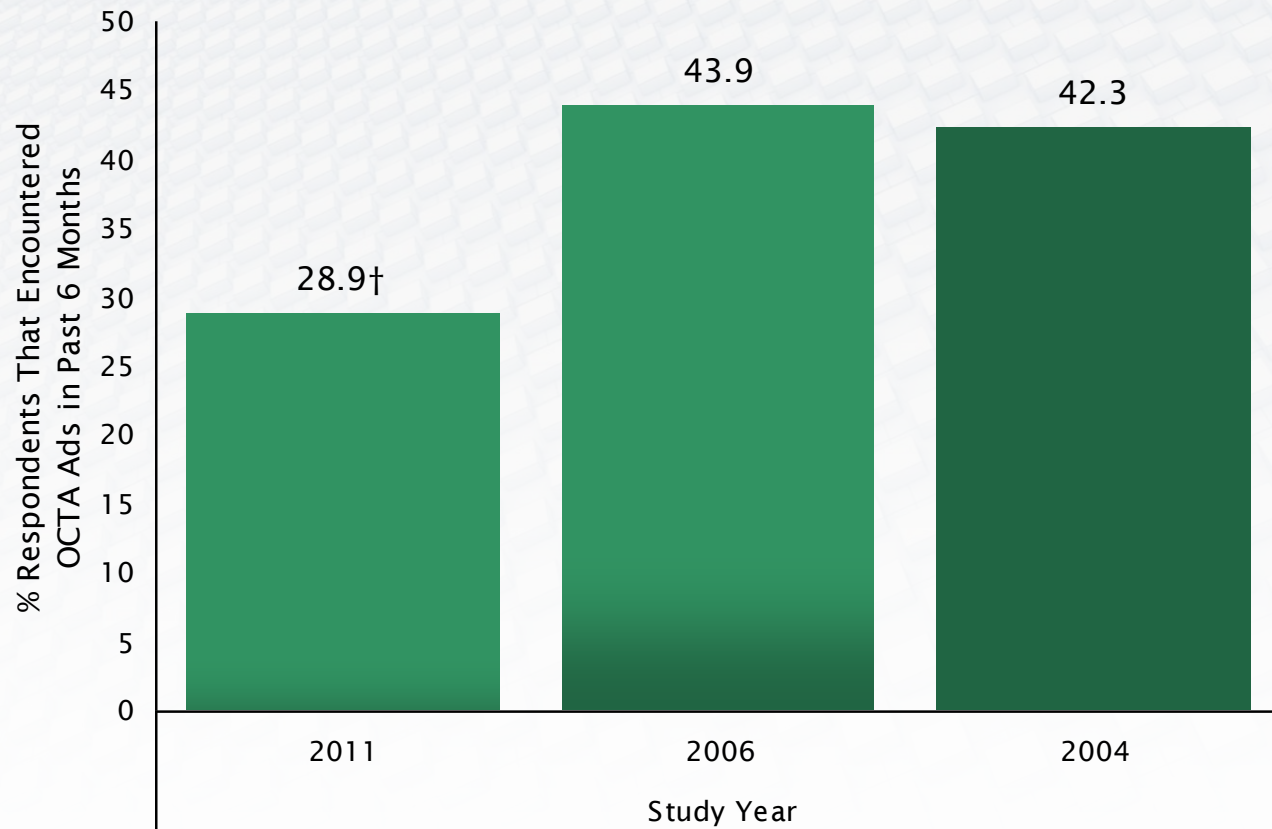


Heard of OCTA by Study Year

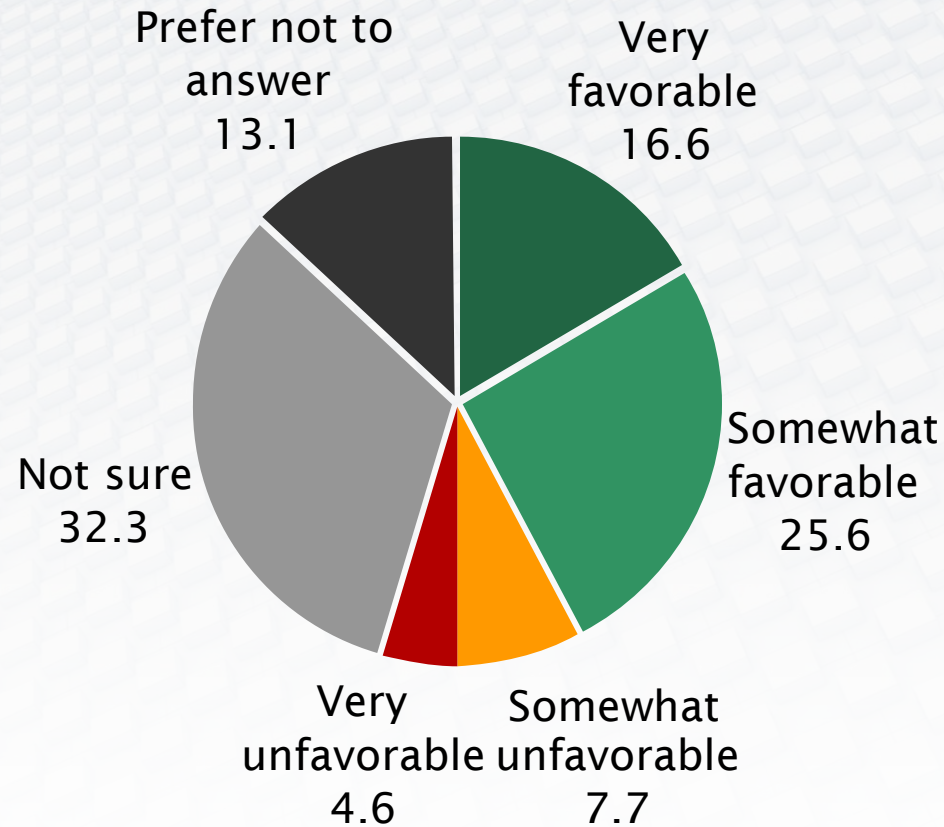


(Dagger symbol denotes statistically significant difference)

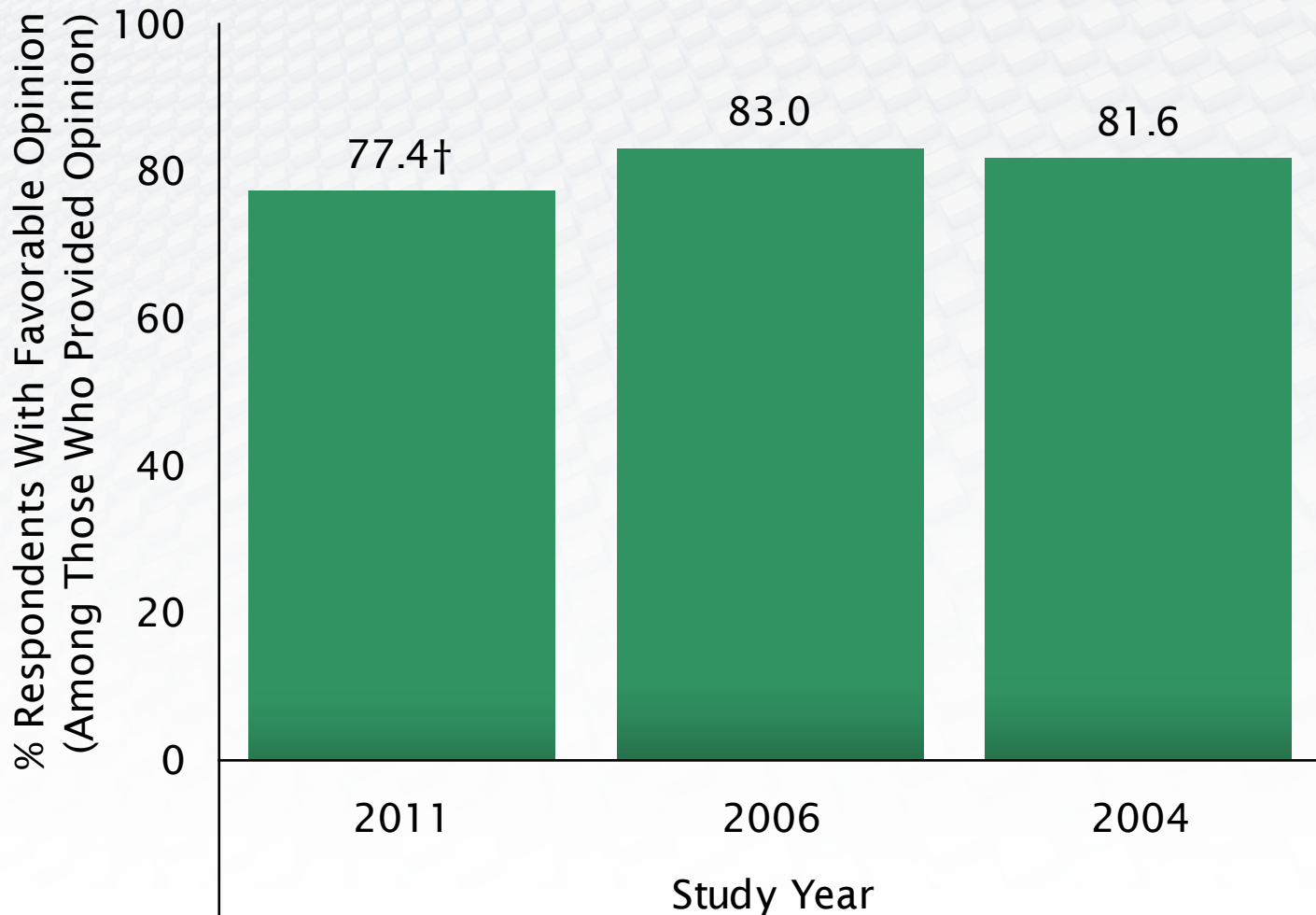
Exposure to OCTA Advertising



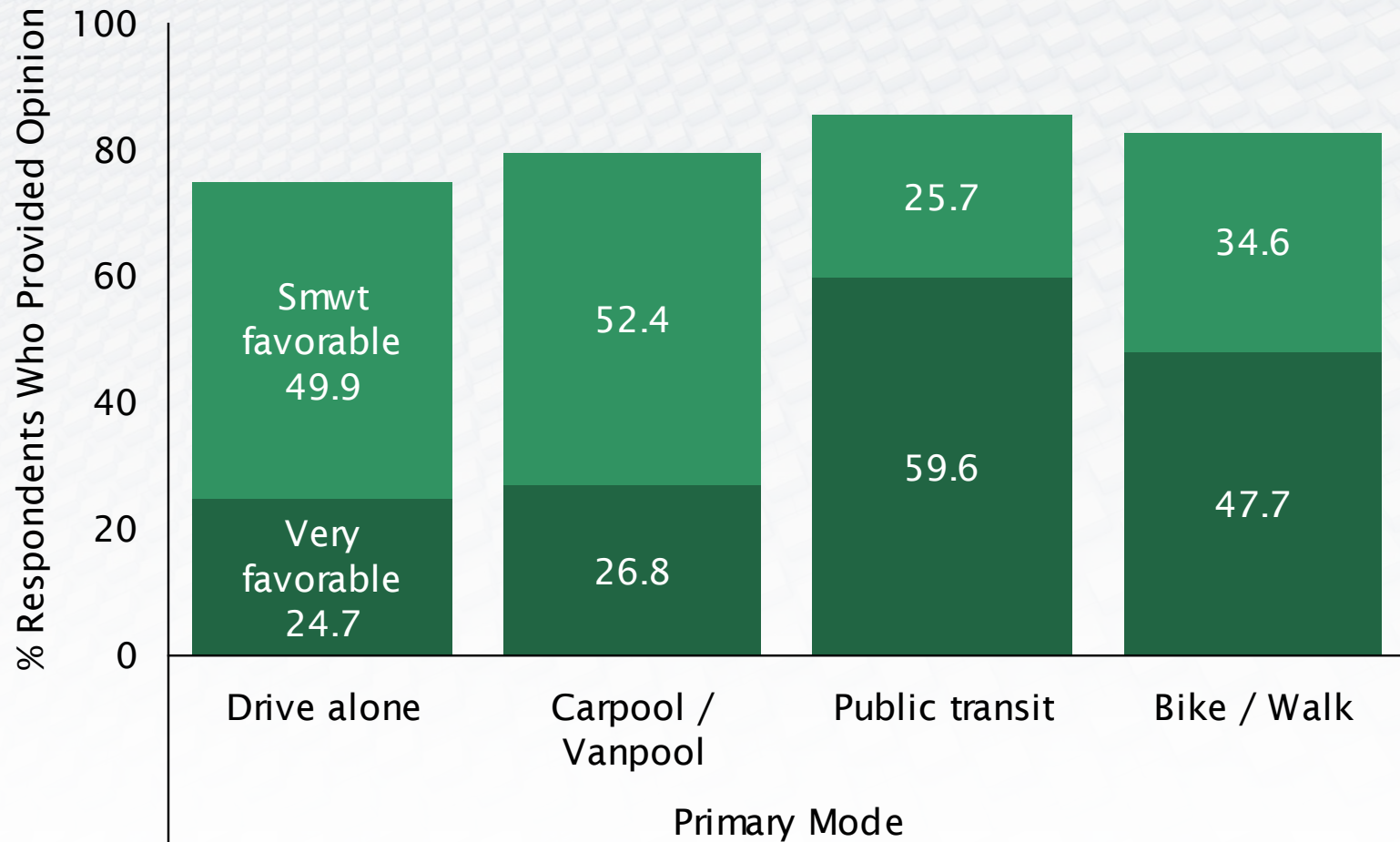
Opinion of OCTA



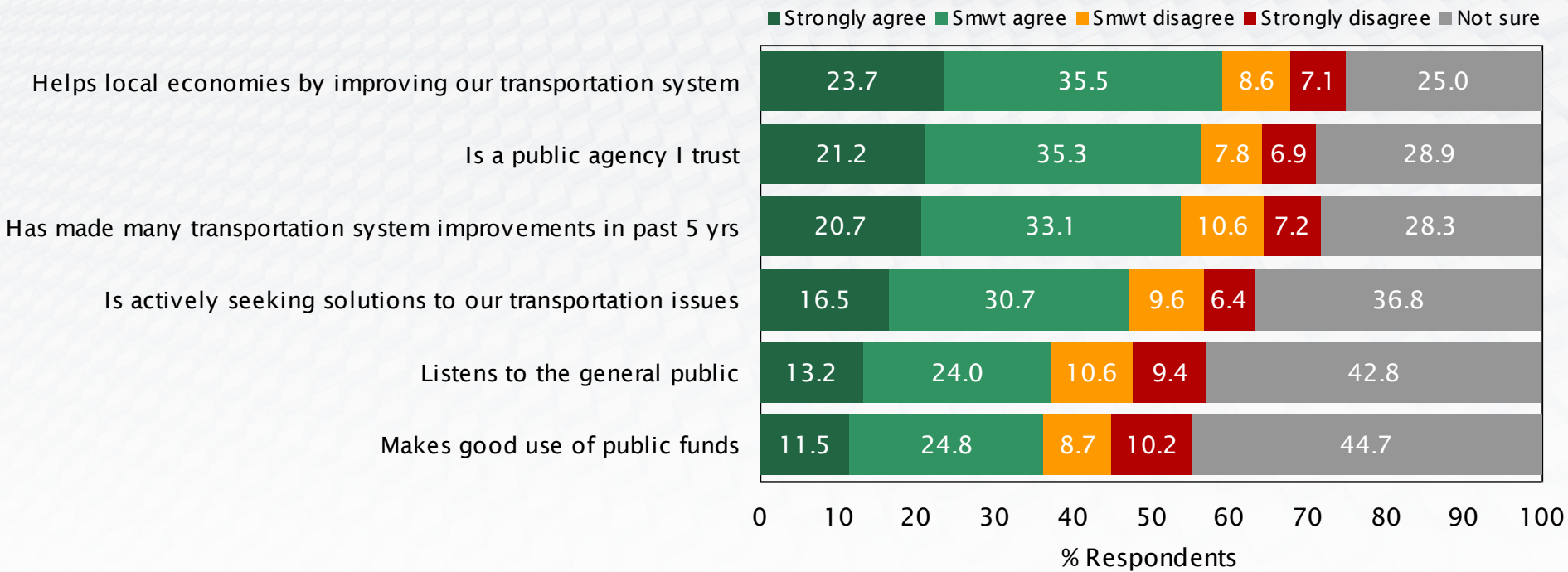
Favorable Opinion by Study Year



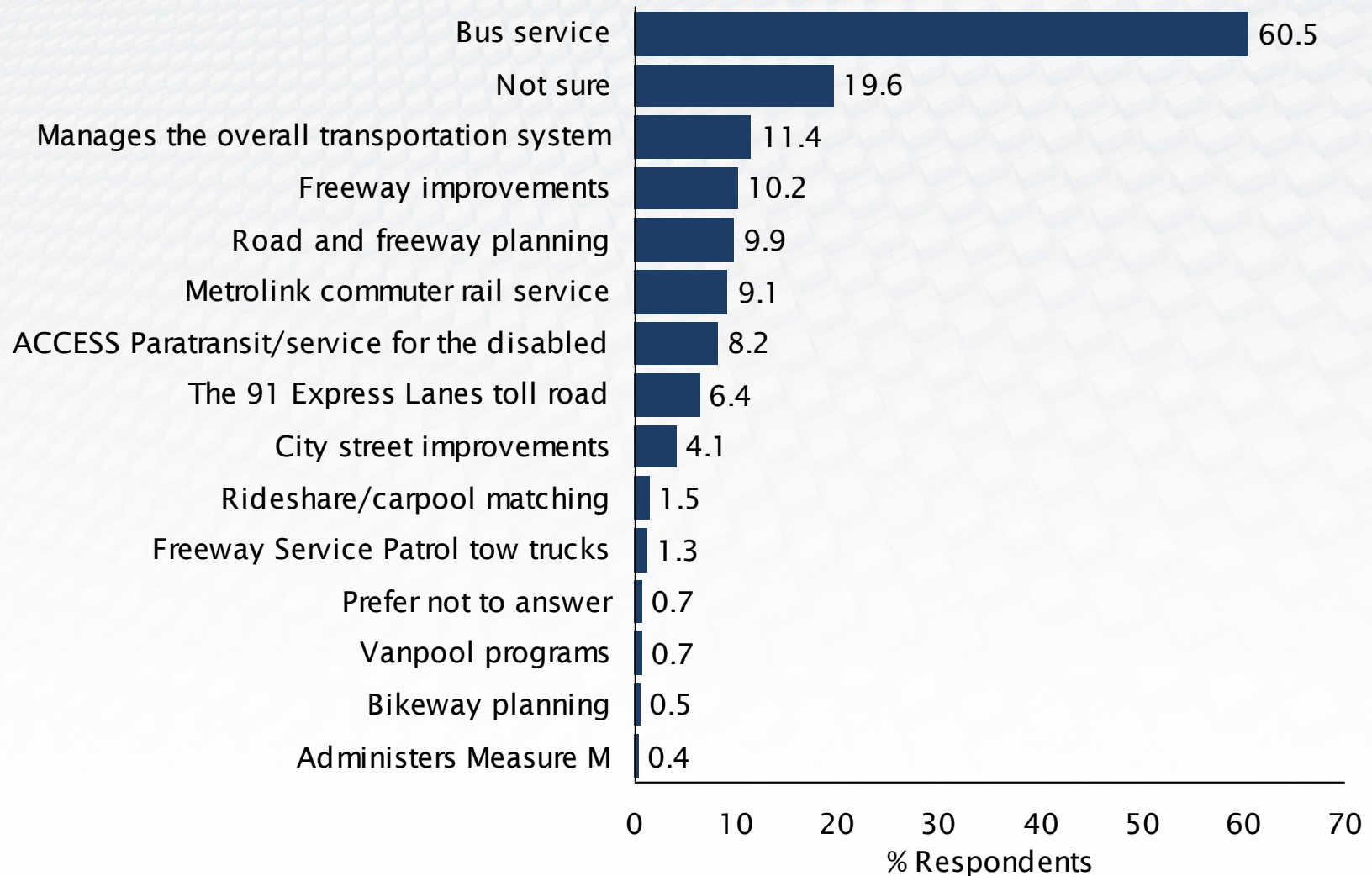
Opinion of OCTA by Mode



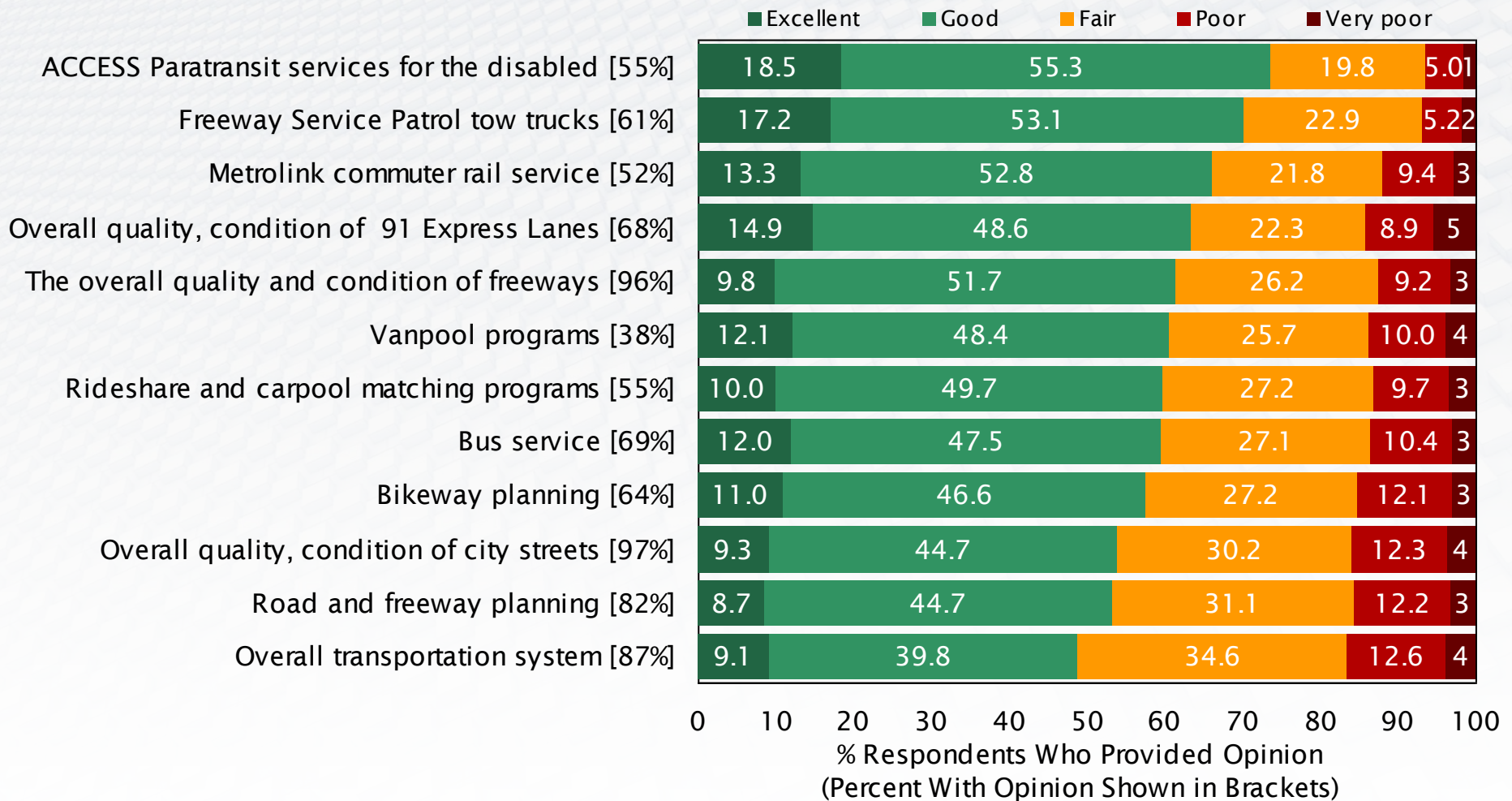
Statements About OCTA



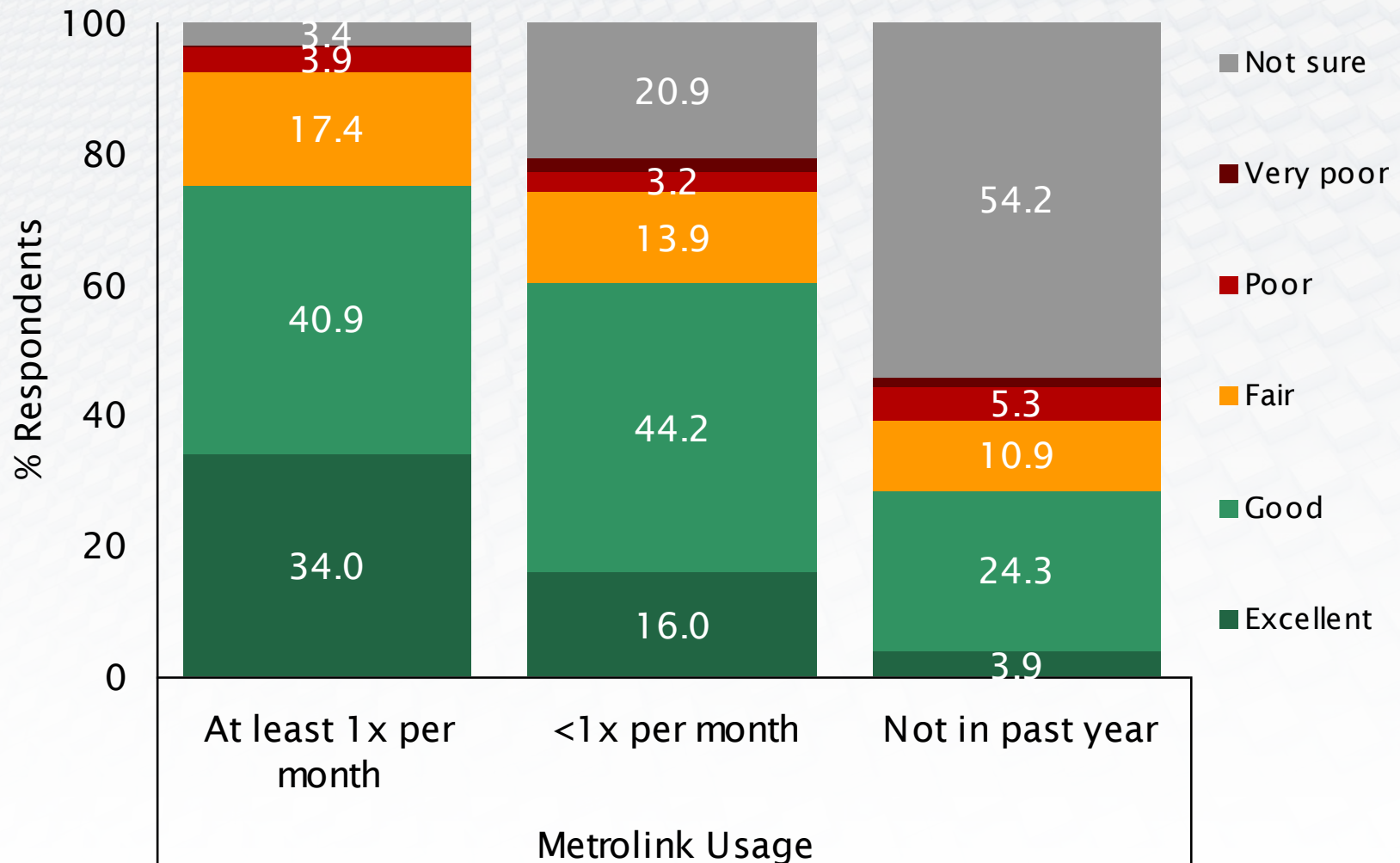
Unaided Recall of OCTA Services



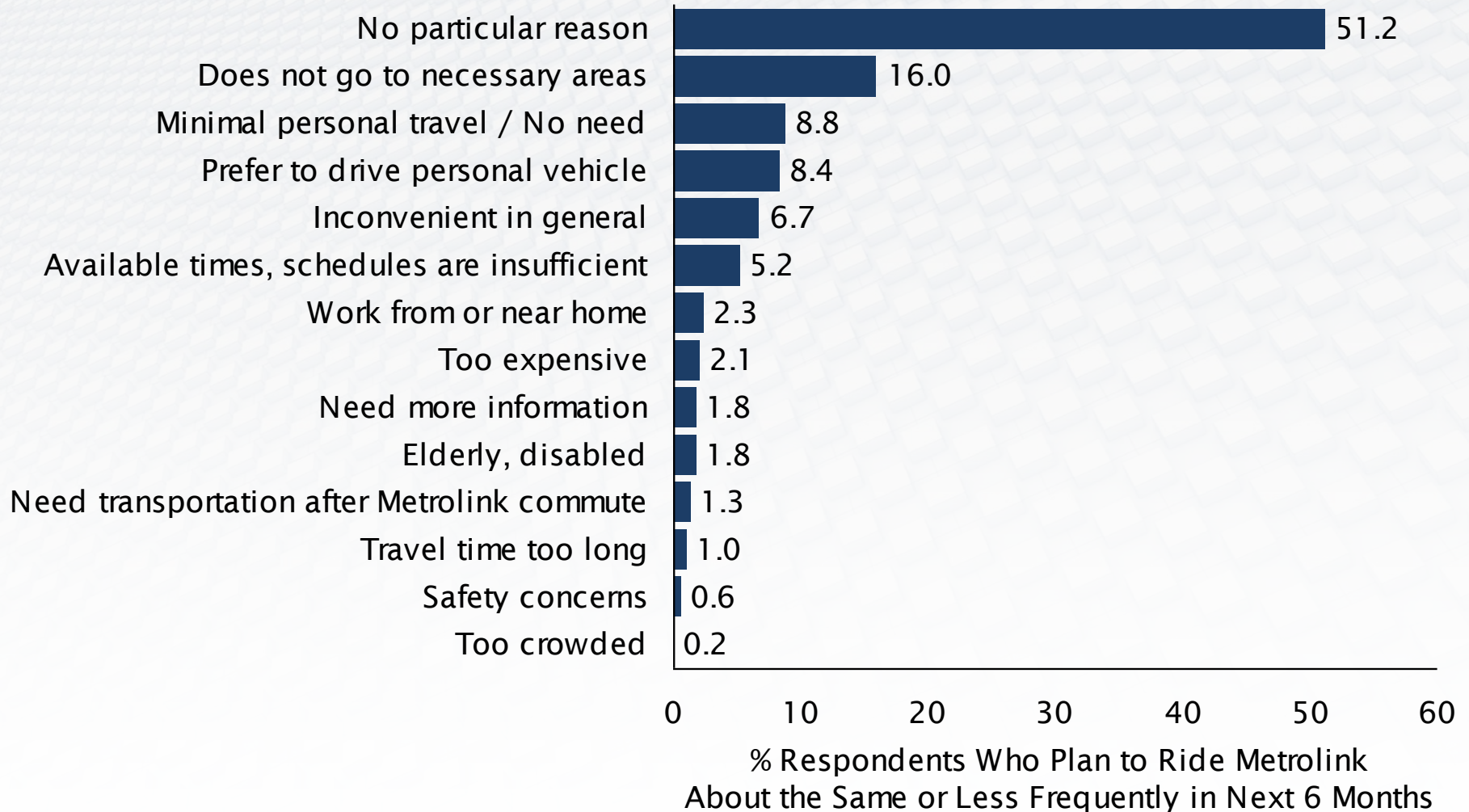
Rating of Transportation Services



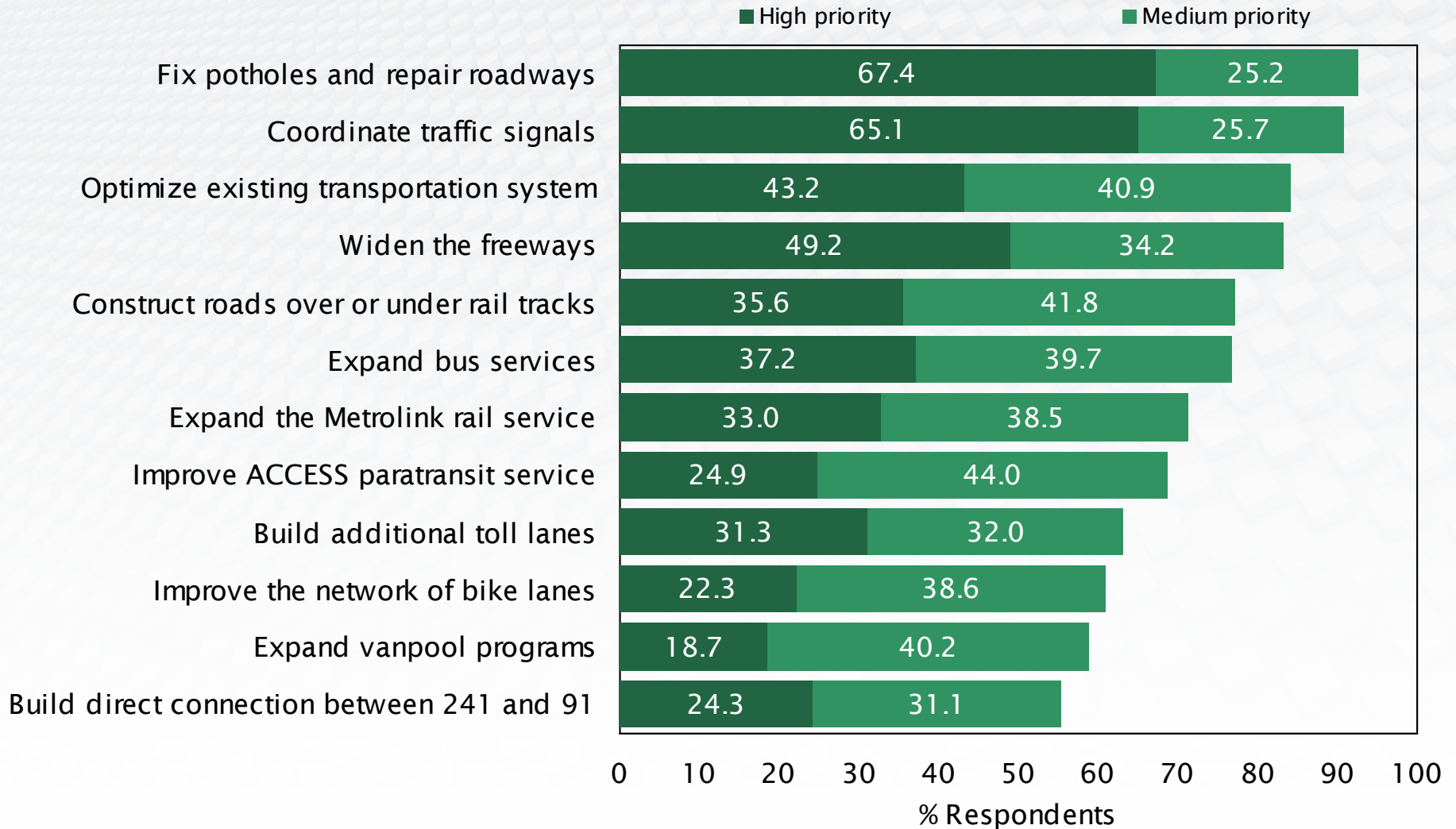
Rating of Metrolink by Usage



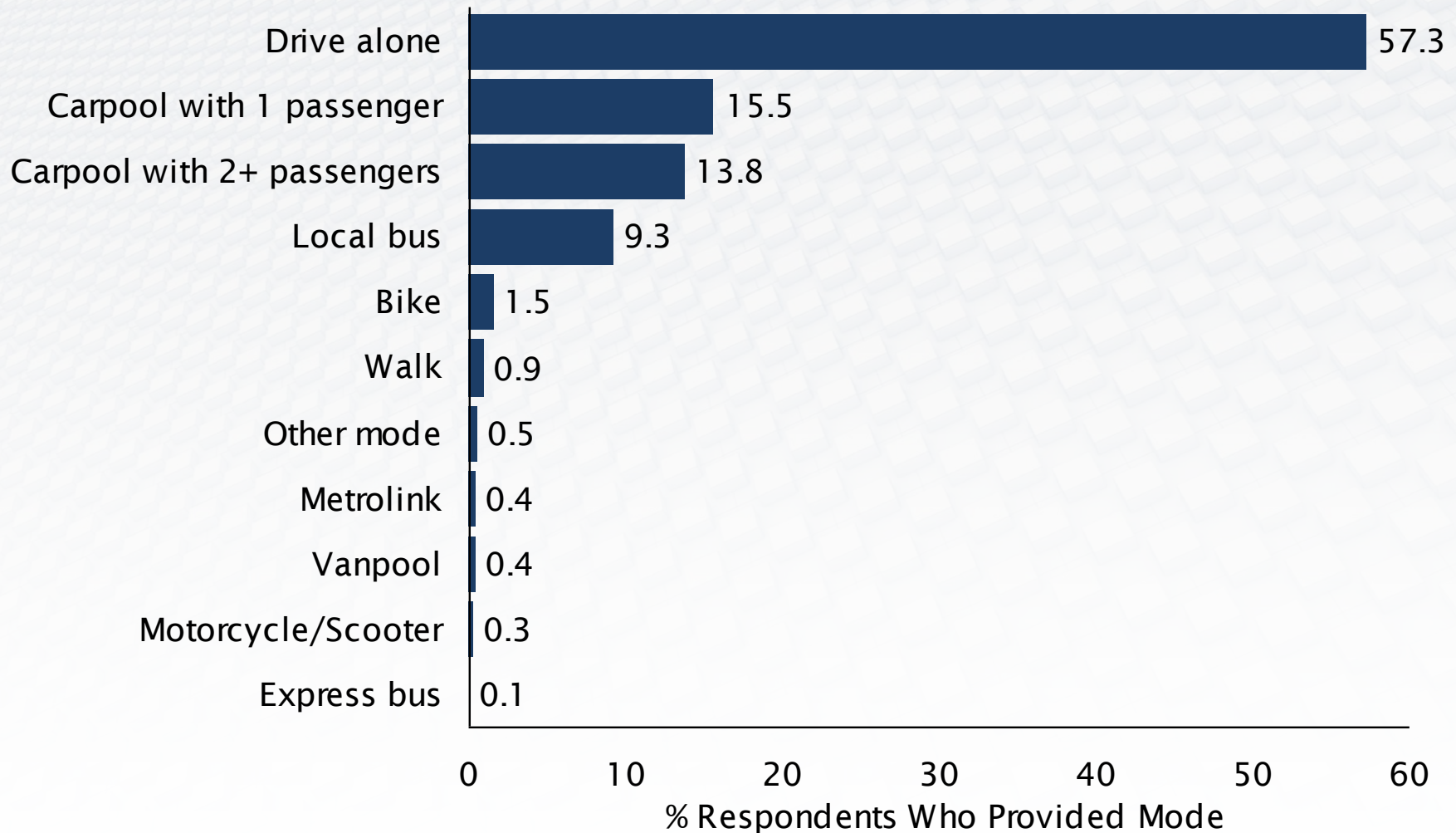
Reasons for Not Riding Metrolink



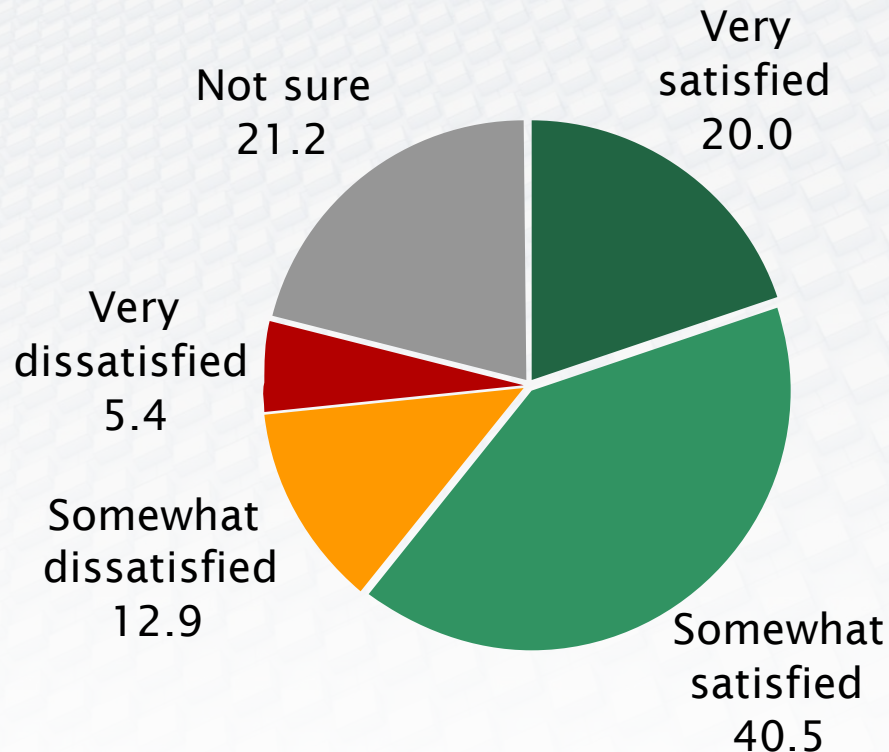
Transportation Priorities



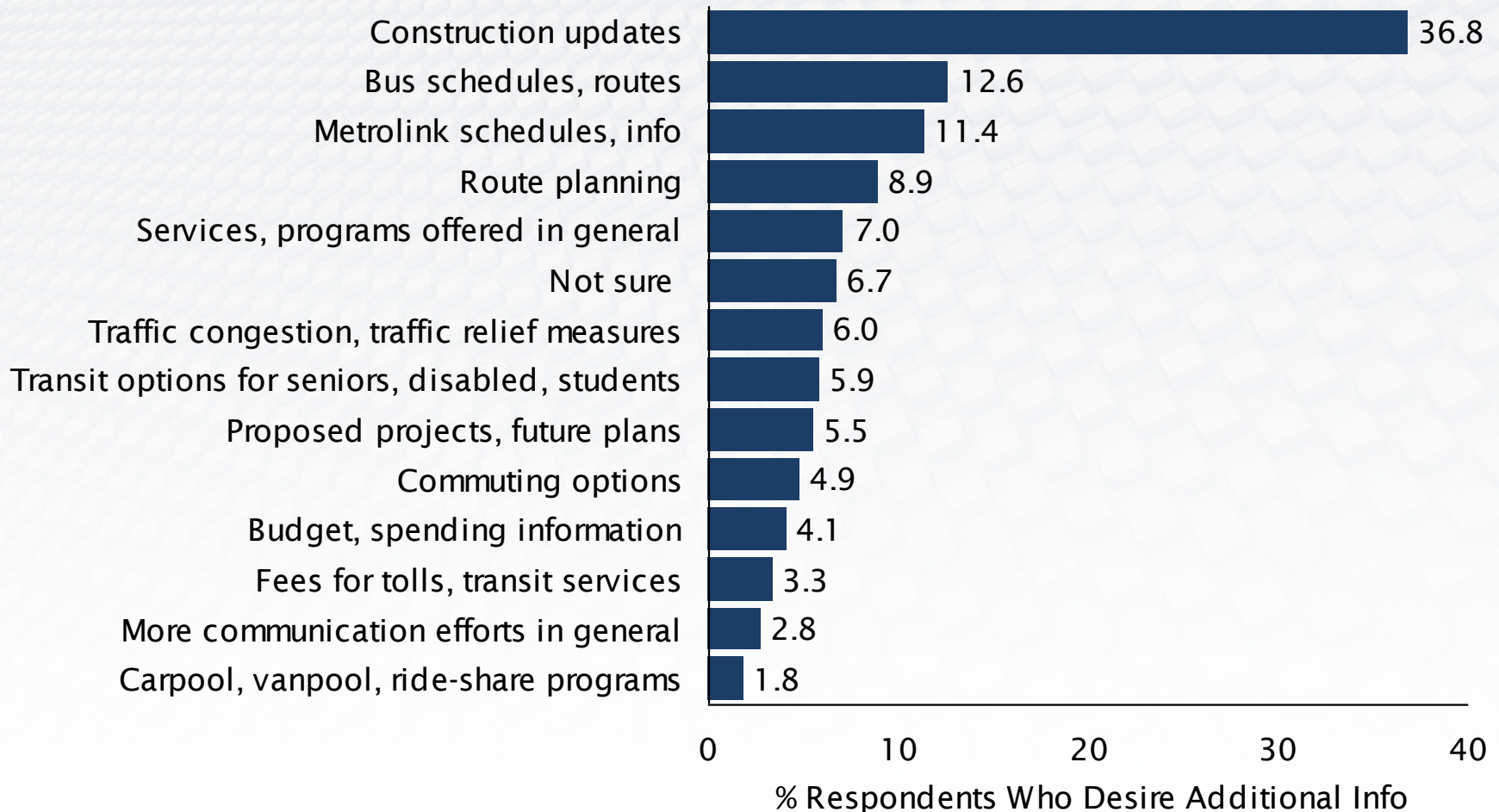
Primary Transportation Mode



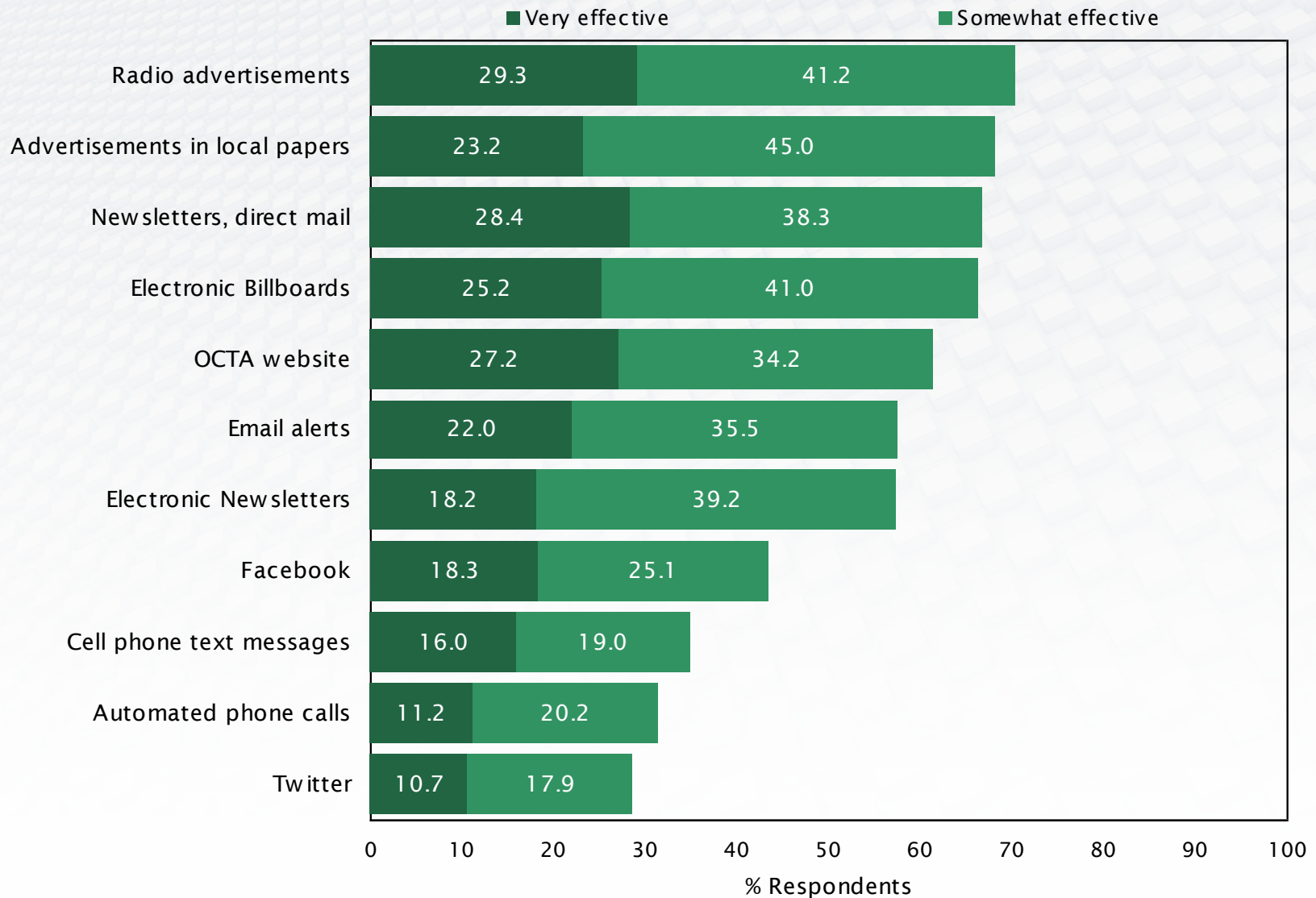
Satisfaction With Communication



Additional Info Topics Desired



Most Effective Channels



Key Findings & Conclusions

- Awareness of OCTA is high for a special district
- Awareness does not necessarily translate into an opinion of OCTA
- Positive ratings for OCTA-provided services
- Residents have clear priorities for ways to improve transportation system
- Communications scores are mixed

Recommendations

- Enhance OCTA-resident communications
- Focus communications in channels rated as most effective for reaching OC residents
- Adjust performance metrics for tracking in future studies