

# Lane Transit District Community Perception Survey

September 2022



## Research purpose

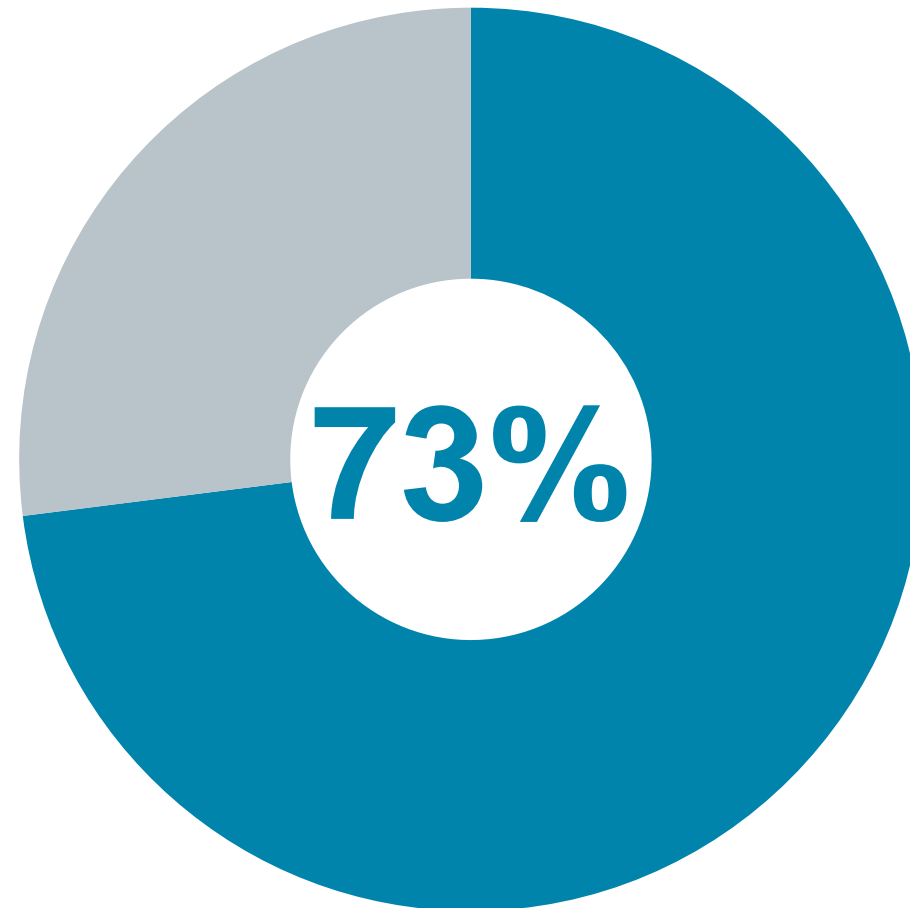
- Determine familiarity of and awareness with Lane Transit District (LTD)
- Assess broader community perceptions of Lane Transit District, including community value
- Explore key demographic differences in shaping opinion
- Set a benchmark for future research to track trends across time

# Methodology

- Hybrid telephone and text-to-online survey of N=500 Lane Transit District residents; 12 minutes to complete
  - Community engagement track distributed by Lane Transit District
- Conducted August 23 to September 1, 2022
- Quotas and weighting by age, gender, race/ethnicity, education, and geography to ensure a representative sample
- Margin of error  $\pm 4.4\%$
- Due to rounding, some totals may differ by  $\pm 1$  from the sum of separate responses

**Familiarity and experience with LTD**

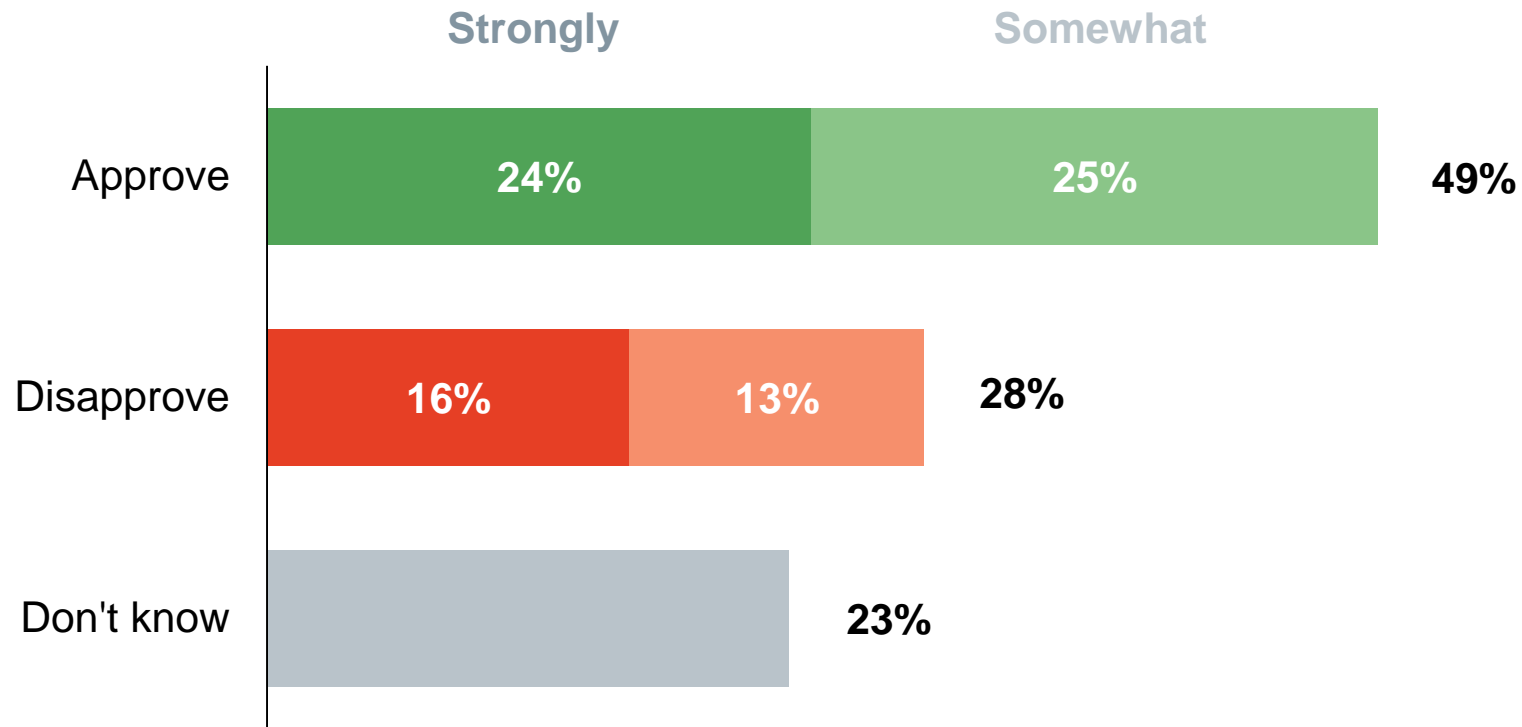
**When asked as an open-ended question to name the organization that offers bus service in their community, nearly three in four cite some iteration of Lane Transit District.**



**Correctly Identify Lane Transit District**

- LTD
- Lane Transit
- Lane County Transit
- Lane Transit District

# About half of residents approve of the job that LTD is doing, with the remainder split between disapproval and uncertainty.



## Residents who approve of LTD say they do so due to convenience and reliability.

**25%** Good job/convenient/useful public transportation

**18%** Good service/hours/schedule/availability/  
reliability/efficiency

**10%** Needed transport for students/disabled/Duck games

**8%** Good routes/coverage/lanes/stops

**≤7%** All other responses

**4%** Don't know

*n=247*

## Residents who disapprove of LTD cite concerns about financial waste, low ridership, and more.

**27%** Financial concerns (waste of money, taxpayer expense, etc.)

**26%** Empty buses/low ridership

**20%** Not listening to concerns/taking people's land

**17%** Bad service (hours, late, accessibility, crime, etc.)

**14%** Not enough routes/stops/buses

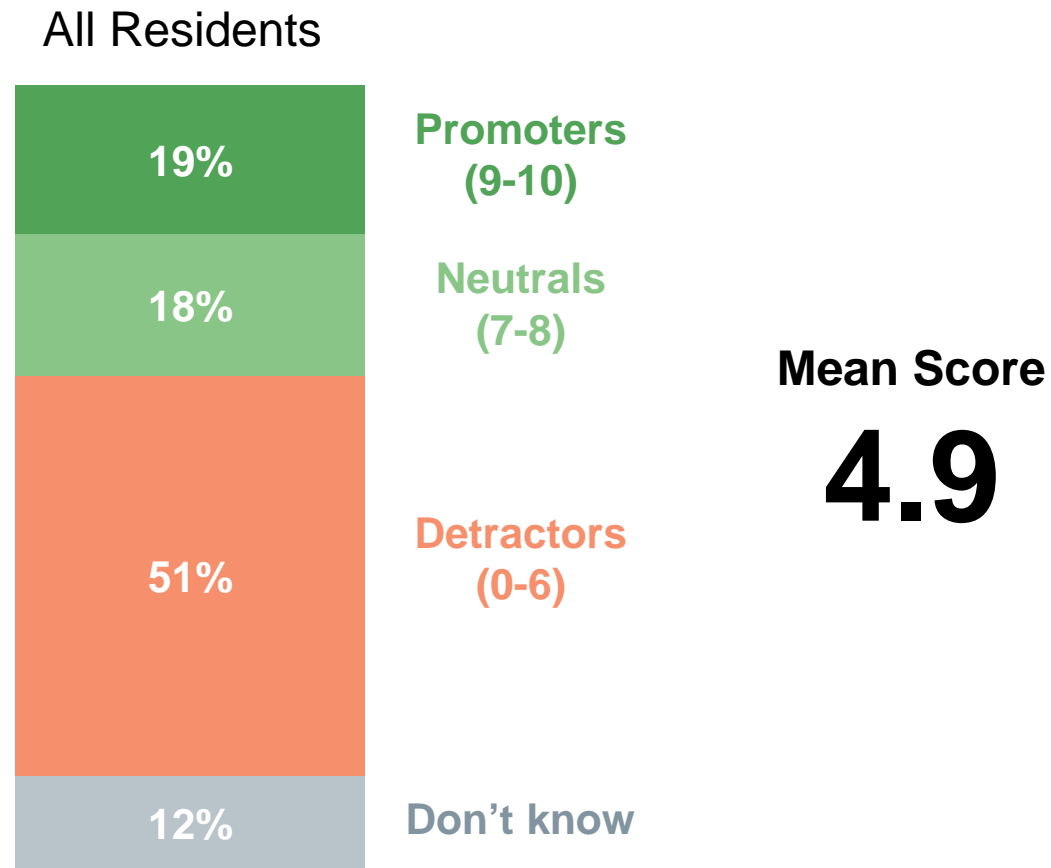
**11%** Too many lanes/big buses/oppose expansion

**≤10%** All other responses

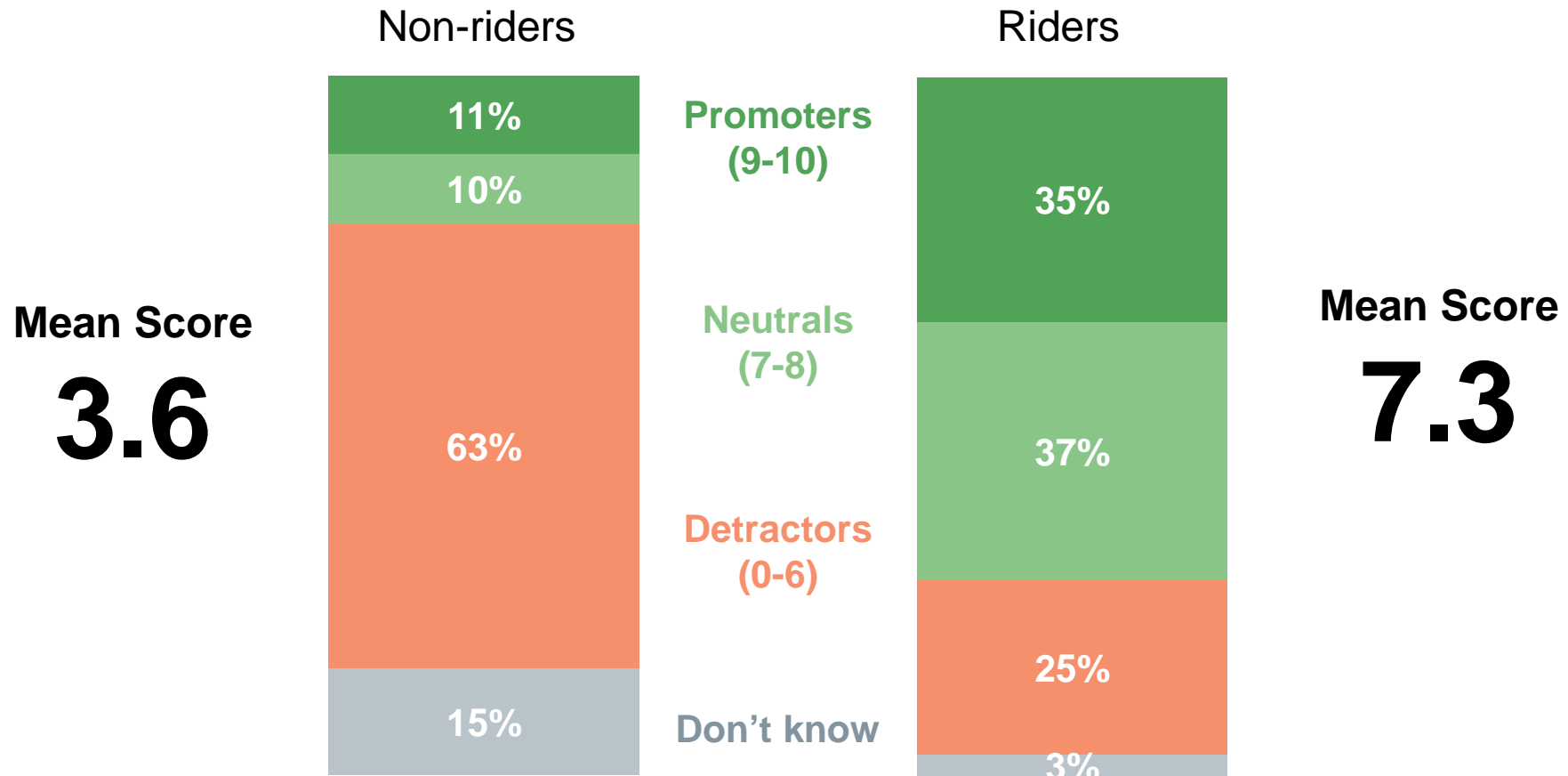
*n=140*



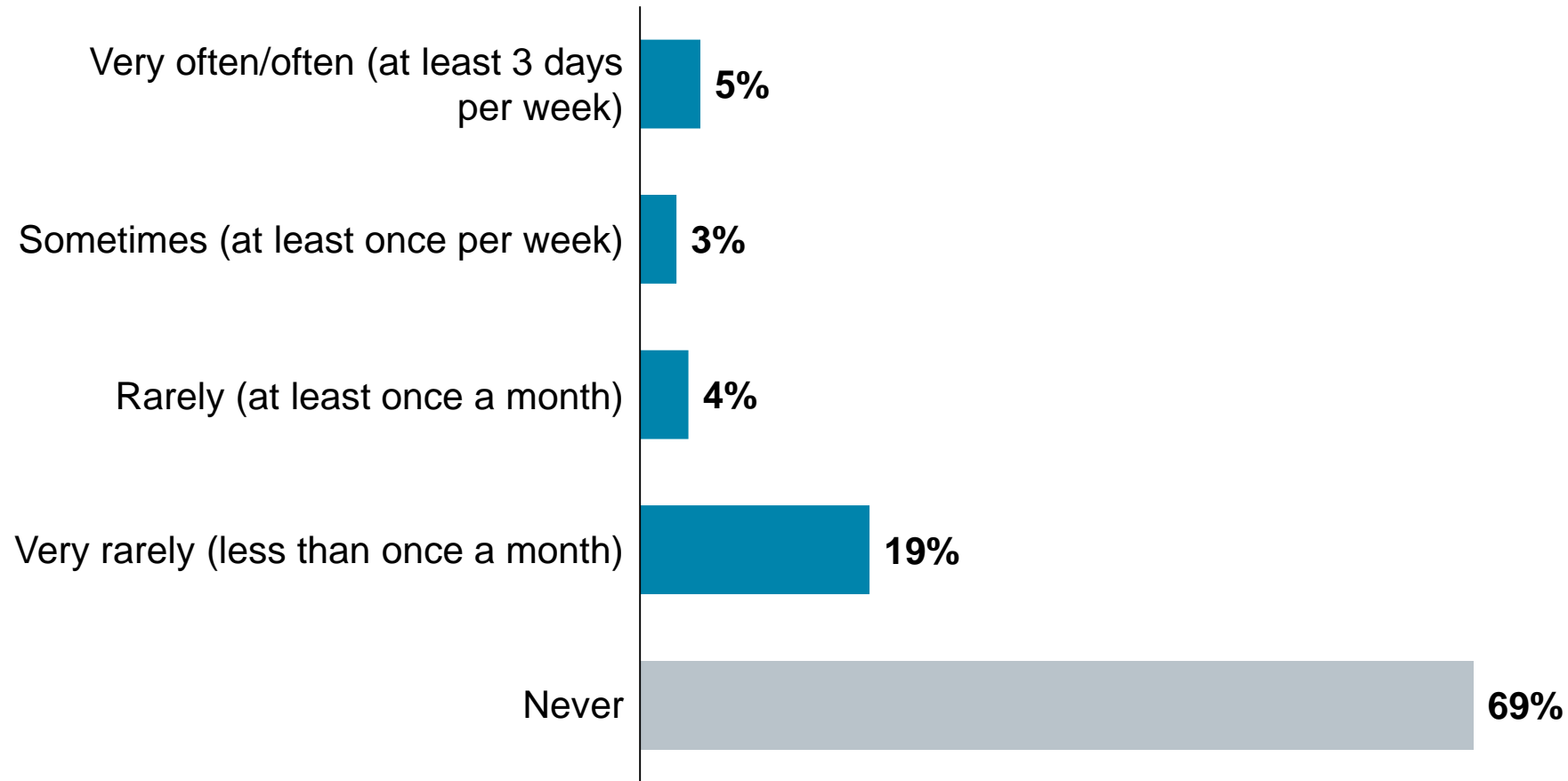
On a scale of 0 to 10 of how likely they are to recommend LTD, residents give an average rating of 4.9.



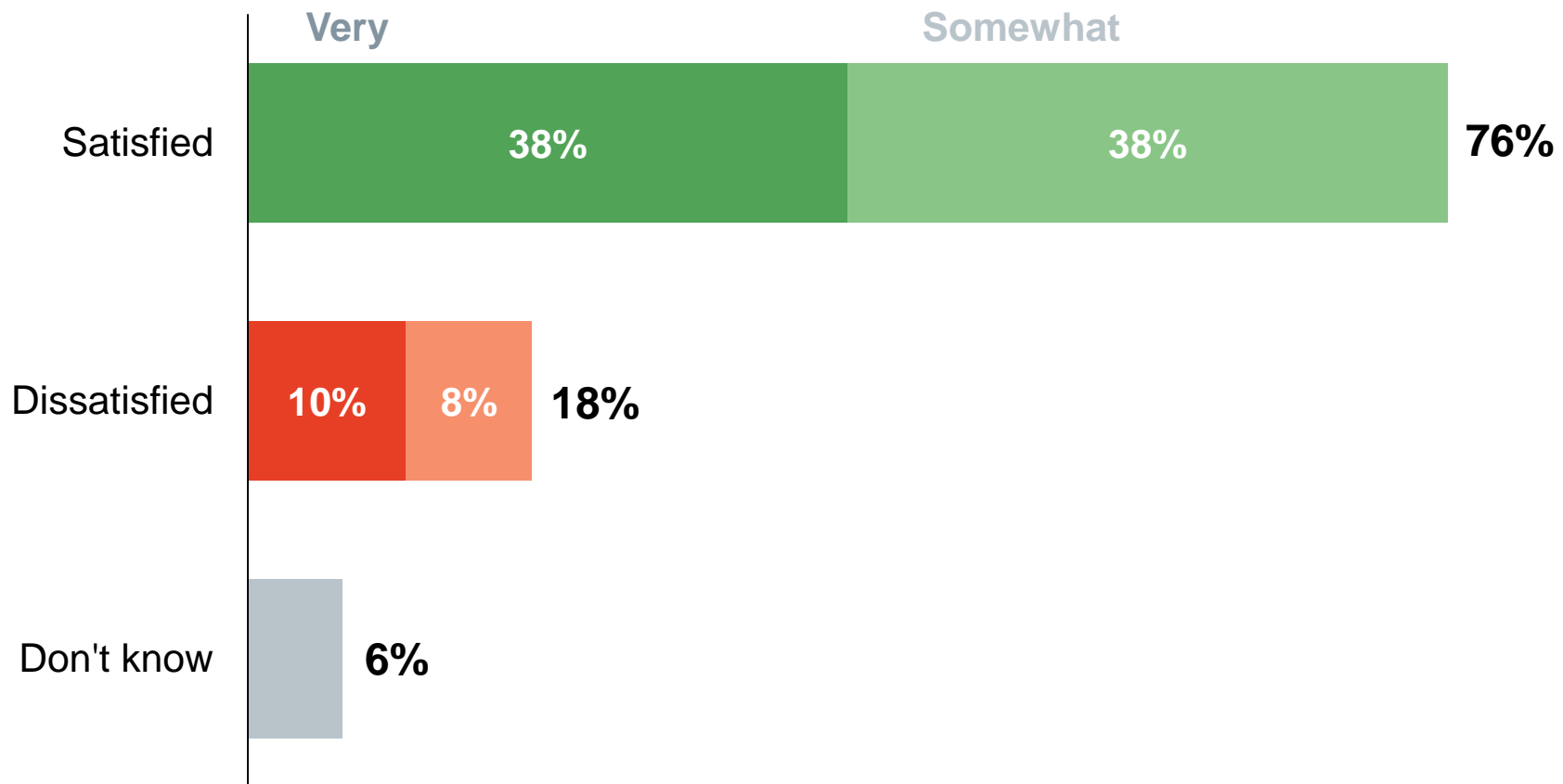
# Those who do not ride LTD are much less positive than those who do.



# Just under one in ten residents ride LTD buses at least once a week, and around one in three ever ride LTD.

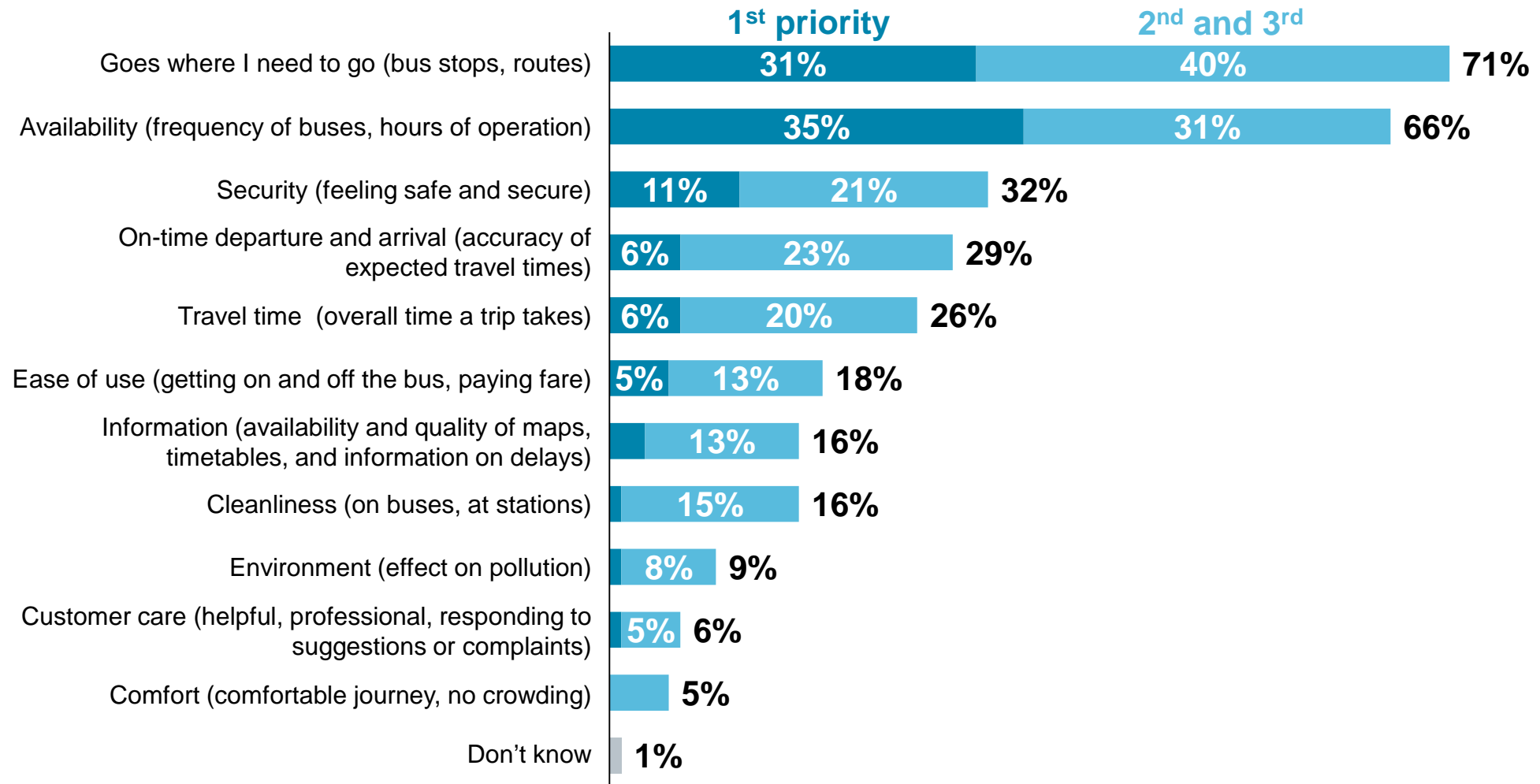


# Most residents who have traveled using LTD's buses are satisfied with their overall experience.



*n=153*

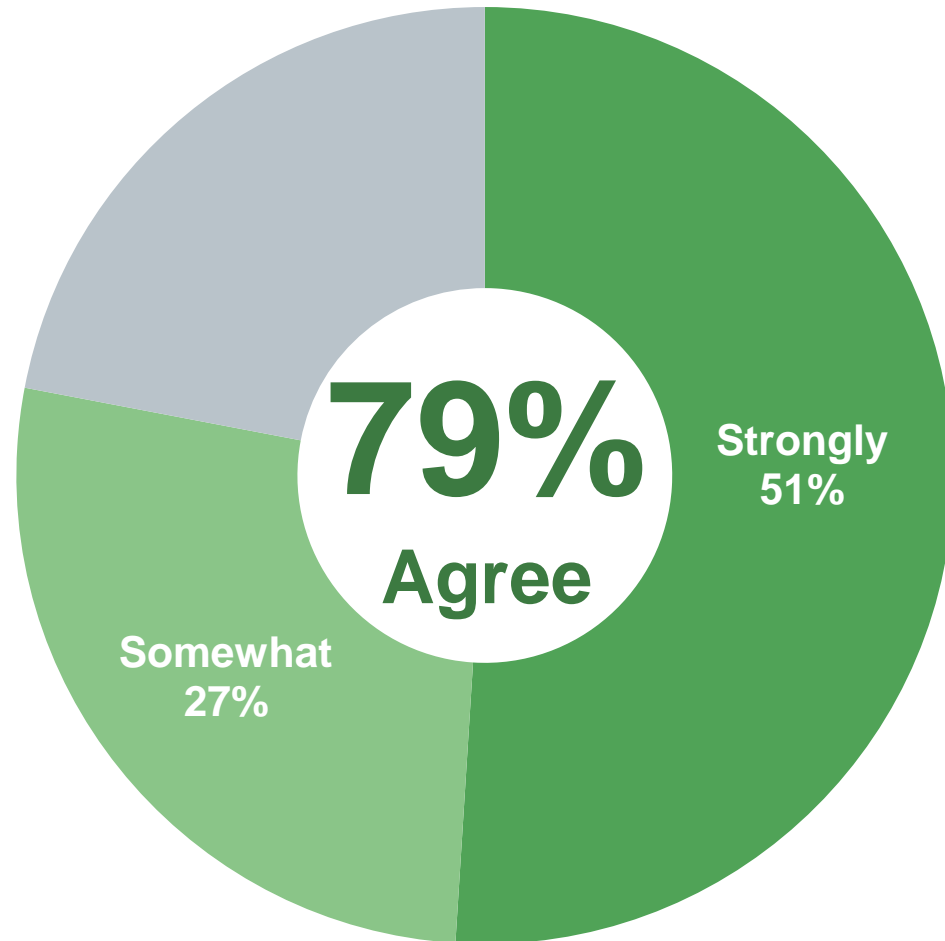
# The two most important areas of service to LTD riders are the location and availability of public transportation.



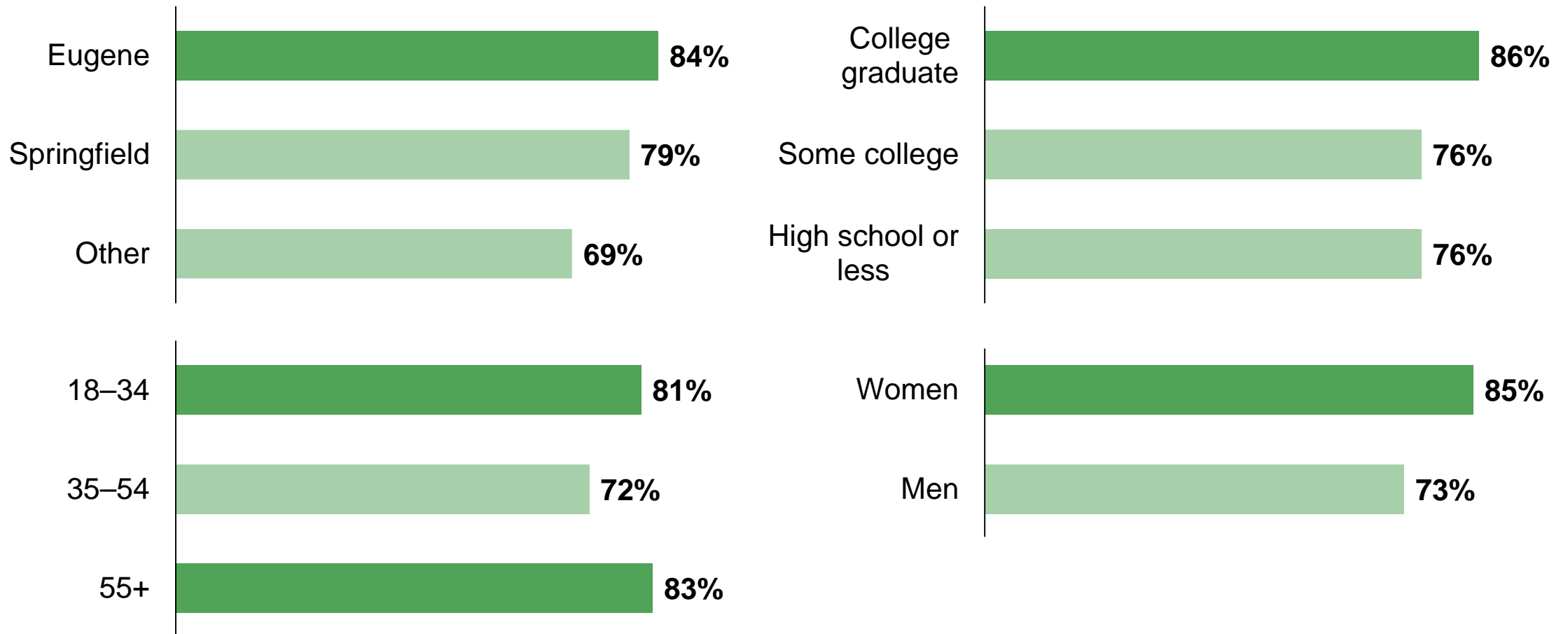
n=153

# Value of Lane Transit

Almost eight in ten residents say that LTD provides value to the communities it serves, with riders agreeing at an even higher rate.

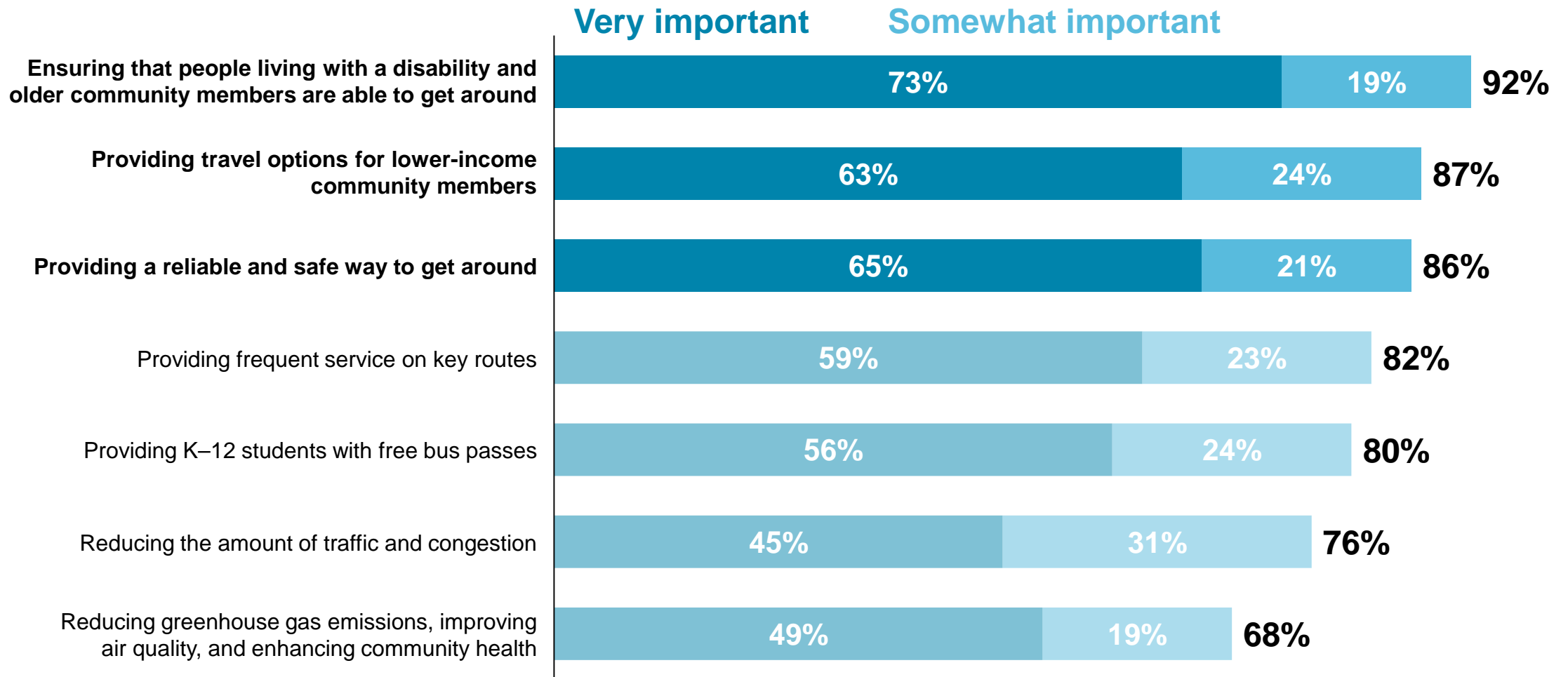


# Eugene residents, college graduates, older and younger people, and women are more likely to agree that LTD provides value to the community.

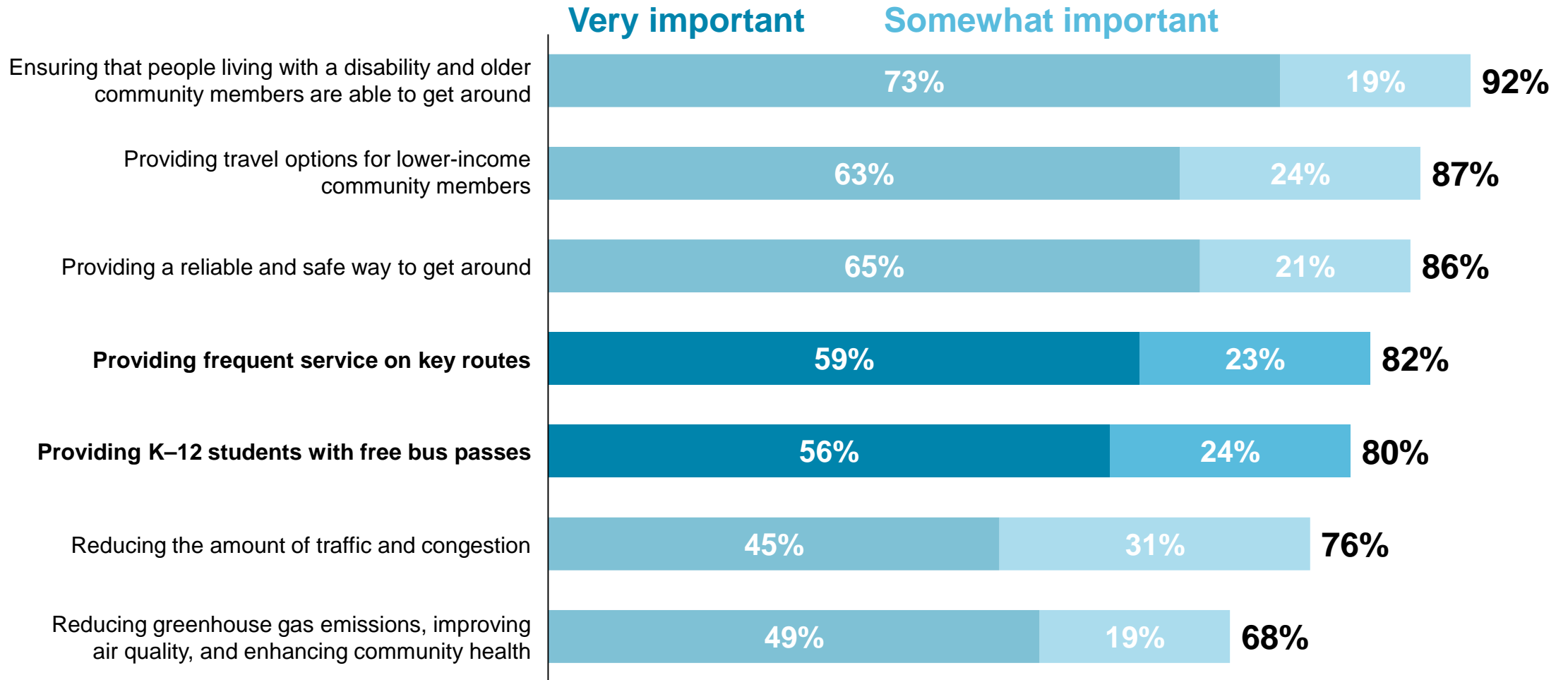




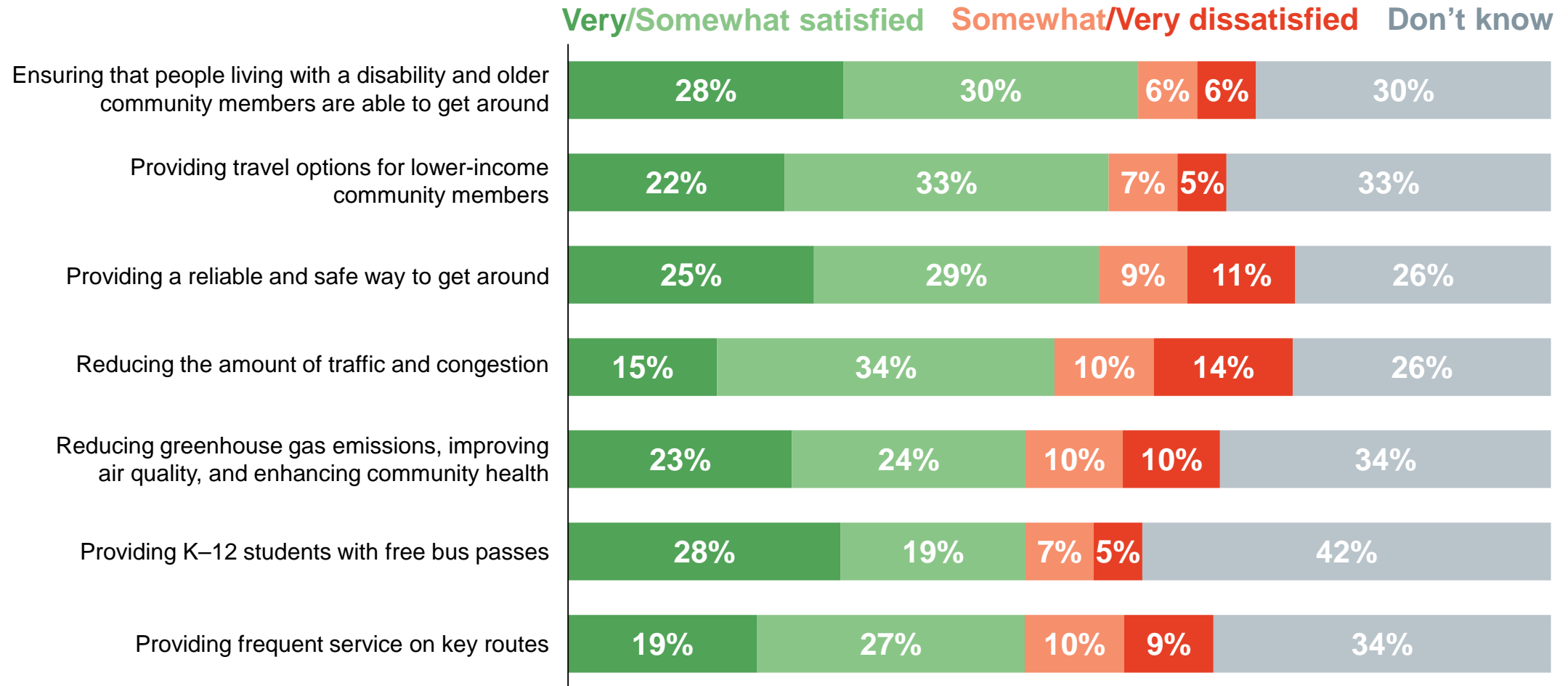
# Many residents prioritize providing safe and reliable travel options for people living with disabilities, older community members, and people who are lower-income.



# Offering frequent service and providing free passes for school-aged children rank as second tier priorities.



# Between 46% and 58% of residents are satisfied with the job LTD is doing for each, driven more by uncertainty rather than dissatisfaction.



**The top two things that LTD can do to provide more value to the community it serves is to improve safety and reliability.**

**24% Safety/security**

**12% On-time/reliable**

**9% More routes/stops**

**3% Stop using our taxes/privately funded**

**2%≤ All other responses**

**13% Don't know**

# Demographic profile

# Demographic profile

## Community

Response category	n=500
Eugene	54%
Springfield	19%
Junction City	5%
Cottage Grove	4%
Veneta	4%
Creswell	3%
Coburg	2%
Elmira	1%
Walterville	1%
Leaburg	1%
Vida	1%
Pleasant Hill	1%
Blue River	n=1
McKenzie Bridge	n=1
Other:	3%
Refused/Missing/Prefer not to say	--

## Age

Response category	n=500
18–24	19%
25–34	18%
35–44	16%
45–54	13%
55–64	15%
65+	20%
Refused/Missing	--

## Gender

Response category	n=500
Man	48%
Woman	51%
Non-binary or gender non-conforming	n=2
Transgender	n=1
Another gender	n=1
Refused/Missing	--

## Race/Ethnicity

Response category	n=500
Asian	4%
Black/African	4%
American/African	4%
Hispanic/Latino/a/x	10%
Middle Eastern/North African	1%
Native American/American Indian	5%
Native Hawaiian or Other Pacific Islander	3%
White	81%
Another race or ethnicity	1%
Don't know	3%
Refused/Missing	2%

# Demographic profile

## Education

Response category	n=500
Less than high school	7%
High school diploma/GED	22%
Some college/2-year degree	40%
College degree/4-year degree	15%
Graduate/professional school	15%
Refused/Missing	--

## Income

Response category	n=500
Less than \$25,000	9%
\$25,000 to less than \$50,000	19%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	15%
\$100,000 to less than \$150,000	15%
\$150,000 or more	9%
Refused/Missing/Prefer not to say	15%

## Household Size

Response category	n=500
1	16%
2	45%
3	14%
4	12%
5	7%
6	2%
7	1%
8 or more	n=2
Refused/Missing/Prefer not to say	2%

# Demographic profile

## Employment

Response category	n=500
Employed: full-time, part-time, self employed	57%
Student and employed	2%
Student: full-time, part-time	2%
Unemployed, actively looking for work	1%
Unemployed, not actively looking for work	1%
Retired	28%
Don't work due to disability	3%
Other	3%
Refused/Missing/Prefer not to say	2%

## Essential Worker

Response category	n=296
Yes	36%
No	54%
Don't know	7%
Refused/Missing/Prefer not to say	3%

## Living With A Disability

Response category	n=500
Yes	15%
No	80%
Don't know	2%
Refused/Missing/Prefer not to say	3%





**Eddie Szamborski**  
eszamborski@dhmresearch.com

**Brandon Cruz**  
bcruz@dhmresearch.com

[dhmresearch.com](http://dhmresearch.com)