

# Capital Metro 2021 Perception Survey

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# Survey Objectives

- Understand current viewpoints on public transportation and Capital Metro
- Understand the impact of COVID-19
- Assess conditions that affect ridership
- Measuring awareness of Project Connect

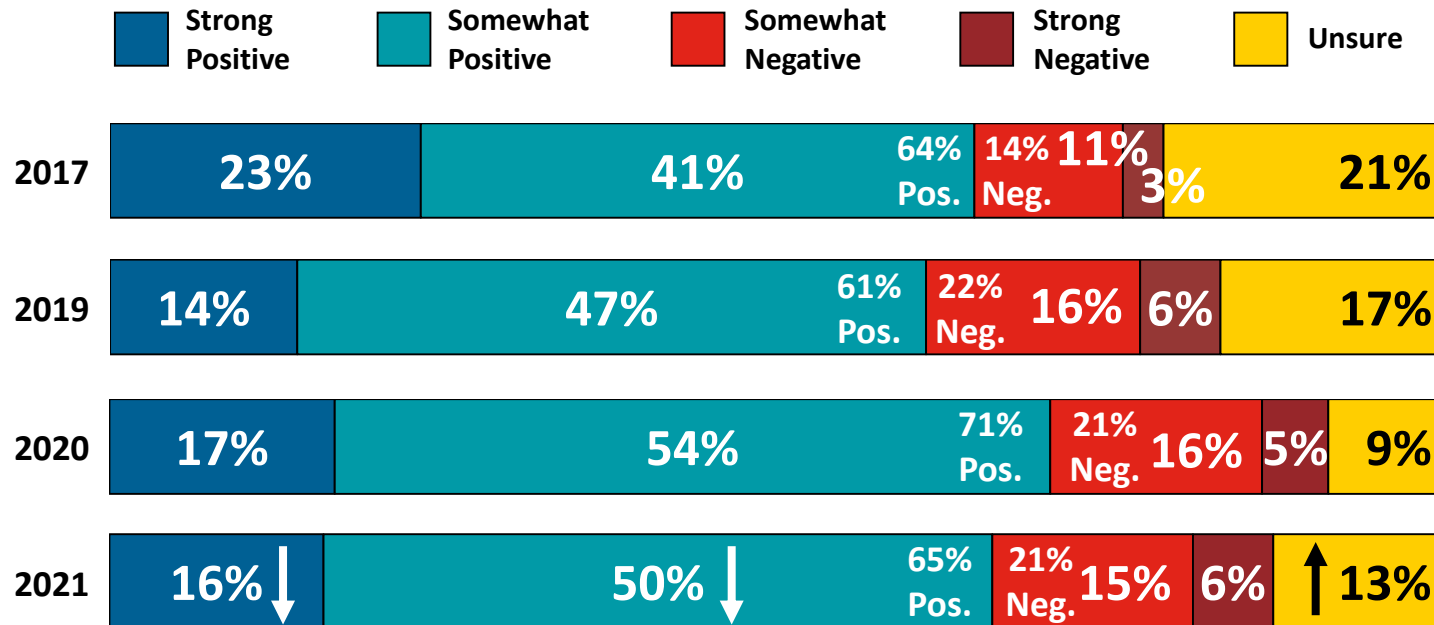
# Methodology & Demographics

- N=579\* interviews in English and Spanish via online and telephone (cell phone and landline) with a margin of error of  $\pm 4.4\%$ ; June 1-9, 2021
- This is a community-wide survey; 62% respondents do not use CapMetro.
- Geographic, income, racial and ethnic backgrounds breakdowns are similar to past surveys.

# Capital Metro Image

Nearly two-thirds of respondents (65%) have a positive impression of CapMetro, with a majority having just a somewhat positive impression. There is a 6-point decrease in the positive rating from 2020.

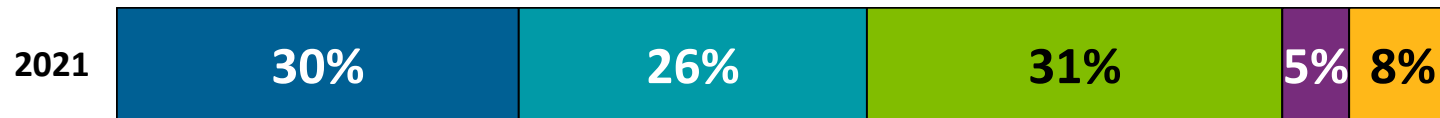
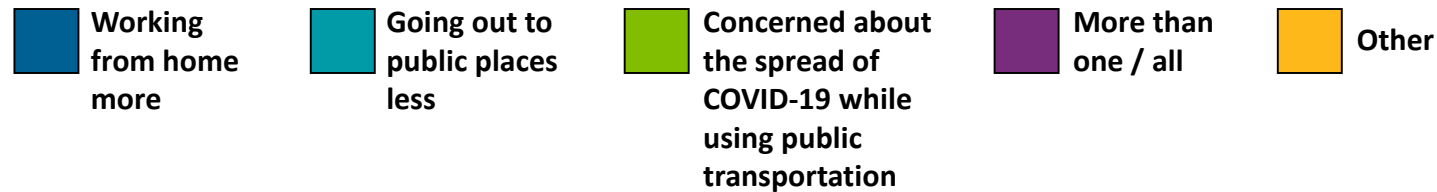
Do you have a strong positive, somewhat positive, somewhat negative, or strong negative impression of Capital Metro?



# Impact of COVID

- Going out less is the main reason why respondents say they are using CapMetro less.
- The decrease in ridership is not related to how customers view CapMetro.

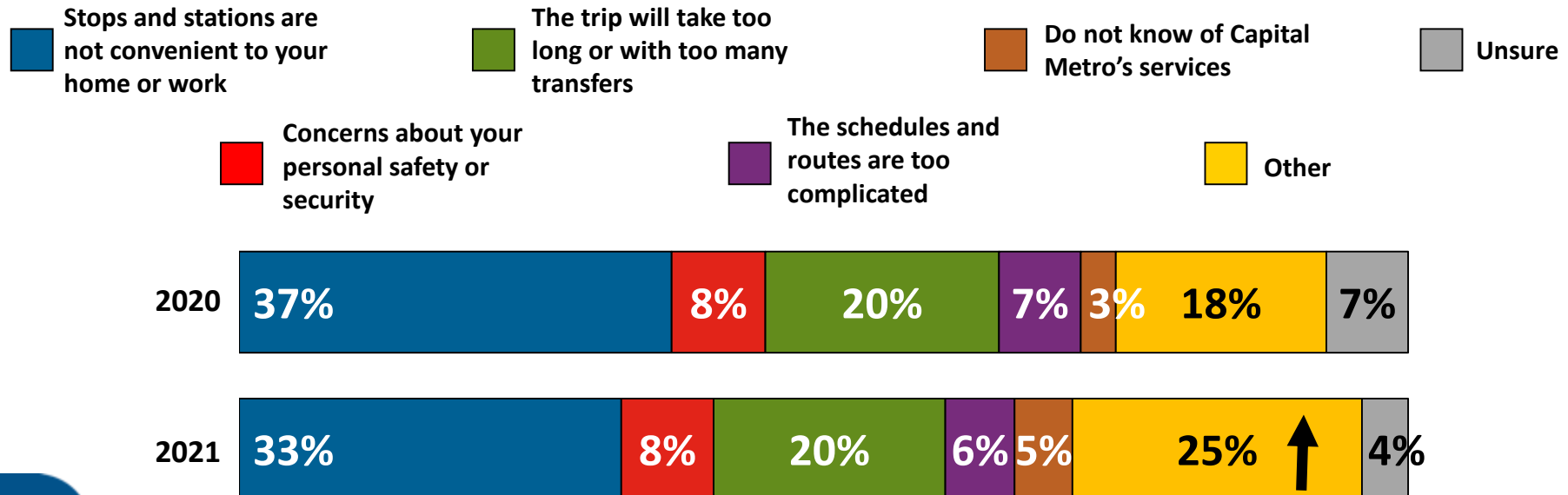
Which one of the following is the BIGGEST reason you are using public transportation less?



# Conditions Impacting Ridership

The location of stops and stations remains the leading reason why respondents do not use CapMetro, and the second largest reason remains the length of the trip. A quarter of respondents mentioned other reasons, most of which were that they didn't need it.

Which one of the following is the biggest reason you do not use Capital Metro's services (more frequently)?



# Impacts on Quality of Life

Two out of seven respondents rated traffic or growth as the top issue in Austin, a net increase of 11 points.

Which one of the following is the MOST important issue to you for the quality of life in your city or town?

Addressing homelessness

Planning ahead for Austin's growth

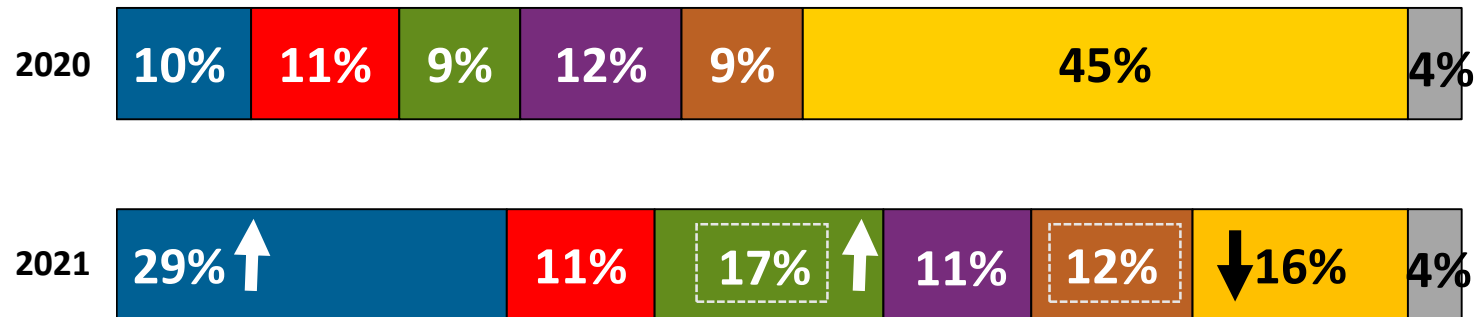
Addressing traffic congestion

Other / Unsure

Protecting the environment

Stimulating the local economy

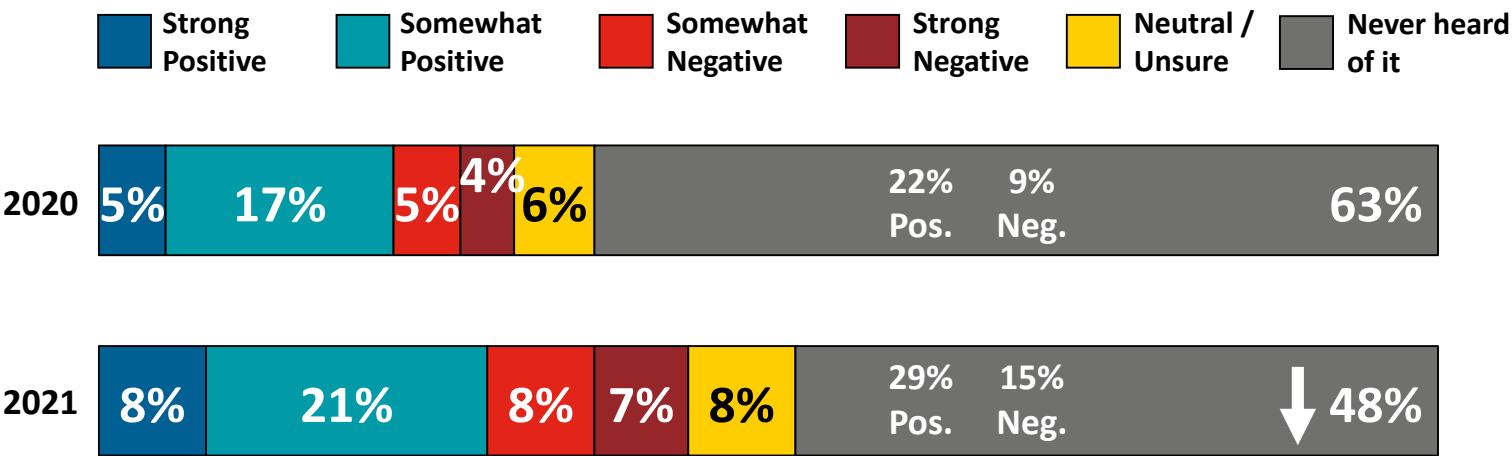
Protecting our health from COVID-19



# Increased Awareness of Project Connect

Awareness of Project Connect increased from 37% in 2020 to 52% with increases in both positive and negative ratings.

Have you ever heard of Project Connect? And if so, do you have a strong positive, somewhat positive, somewhat negative, or strong negative impression of Project Connect?







**METRO**

**THANK YOU!**