

2023 UTA Public Image Survey Report



2024 UTA PUBLIC IMAGE SURVEY

May 8, 2024

Study Overview

Objectives: Awareness, Perceptions & Usage

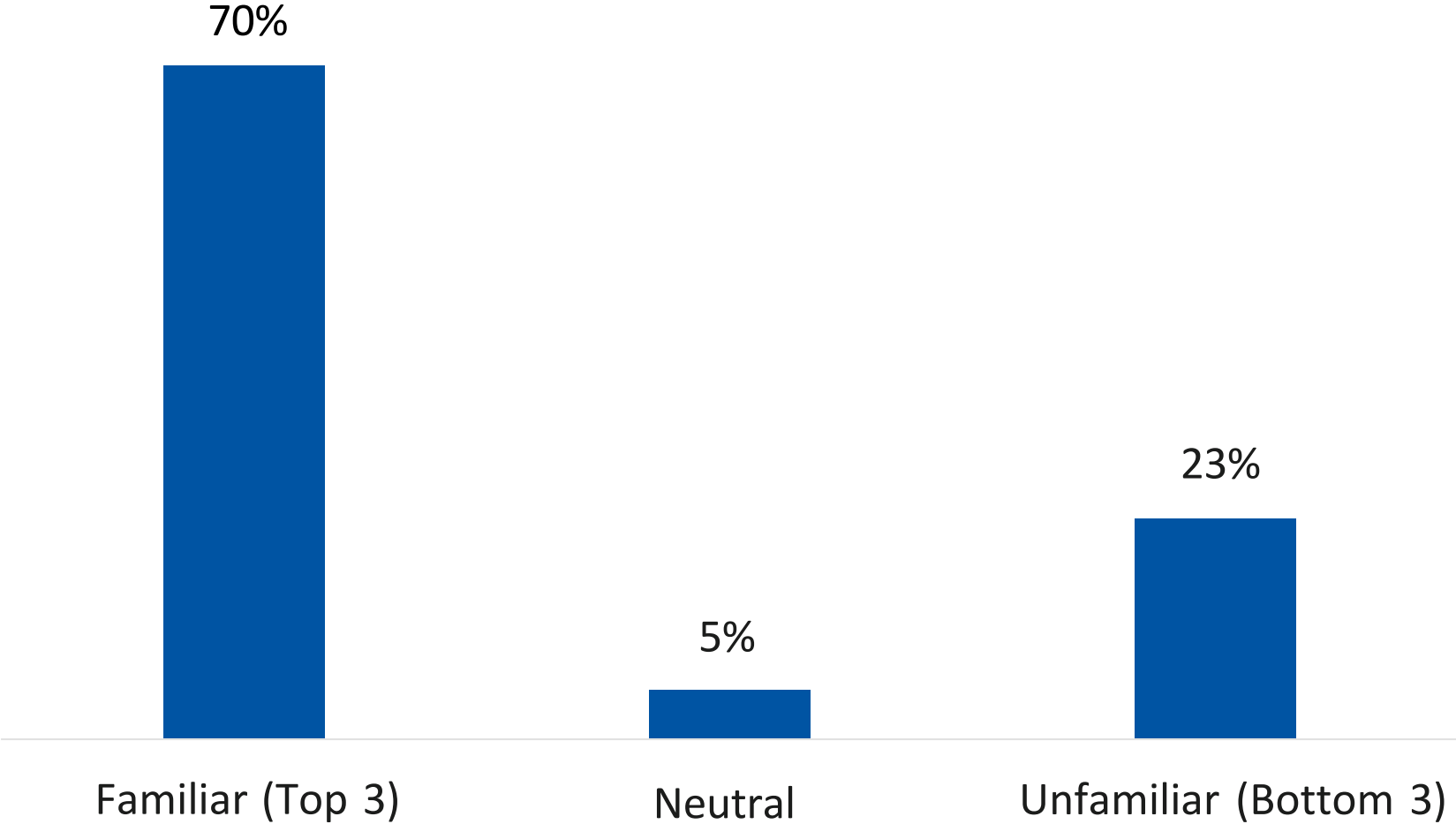
- General perception of UTA
- Identify why people ride/don't ride
- General perception of UTA value
- Strategic insights into focus segments (BIPOC, 18- to 34-Year-Olds, Non-Riders)

Methodology

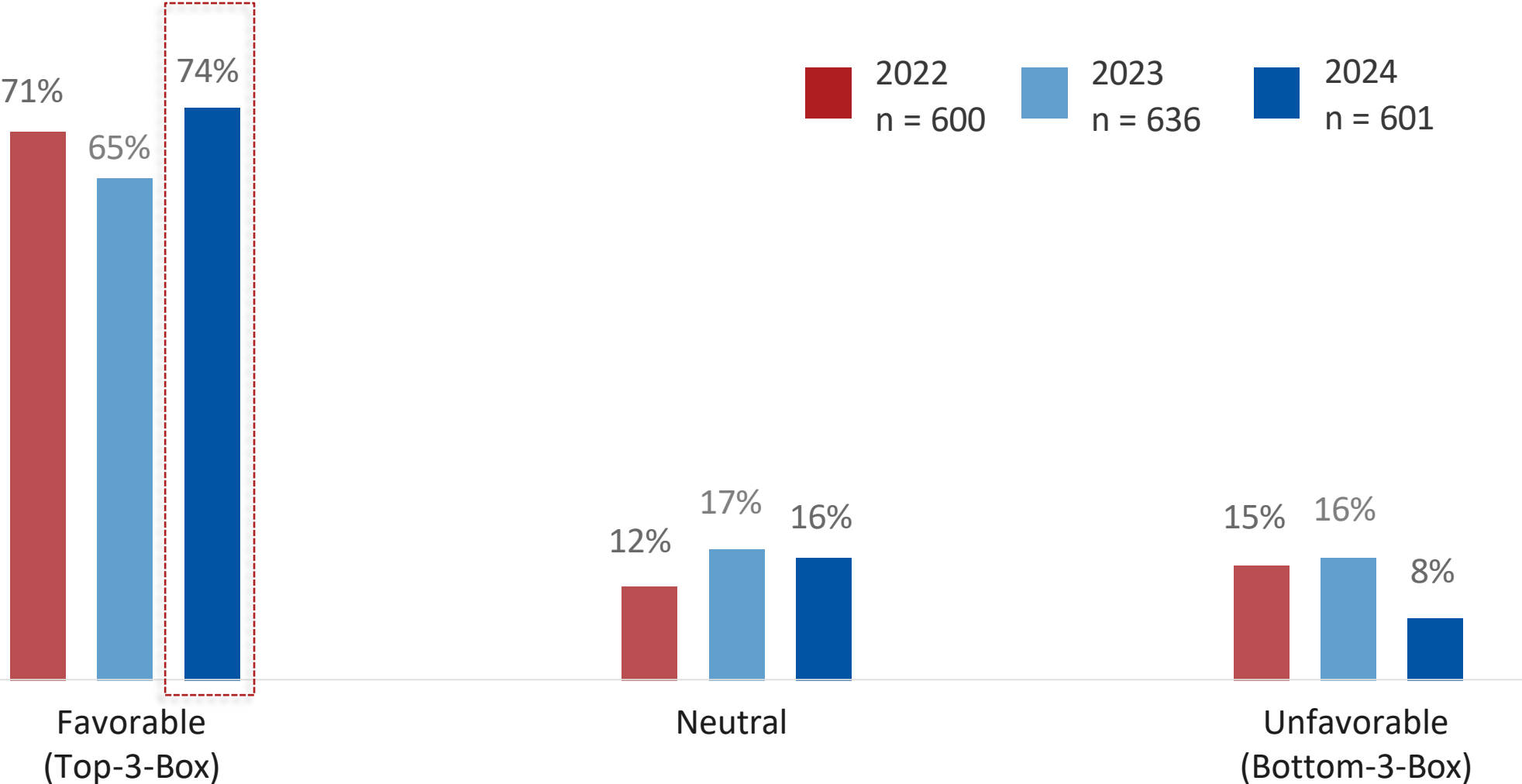
n=601 survey respondents, margin of error +/- 4%

- Surveyed six counties (Box Elder, Davis, Salt Lake, Tooele, Utah and Weber)
- Demographics*:
 - Female = 63% / Male = 35% / Non-Binary/Self-Identify = 1%
 - Balanced mix of respondents aged 18+, employment status, education
 - BIPOC oversample: n=105 (17% of total)

Familiarity with UTA is High



Utahns Have Increasingly Favorable Views of UTA



Agenda Item 12.b.

Increase in Perceived Benefits of Public Transportation

“We Move You” 2023 Brand Campaign Messaging:



Gas Savings
From 38% to 52%
14% Increase YoY



Reduces Parking Hassles
From 31% to 46%
15% Increase YoY

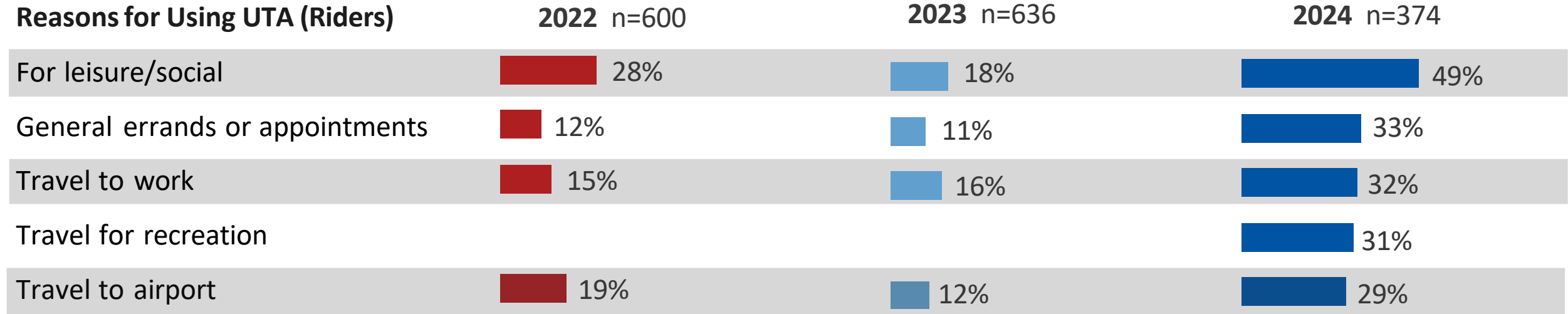
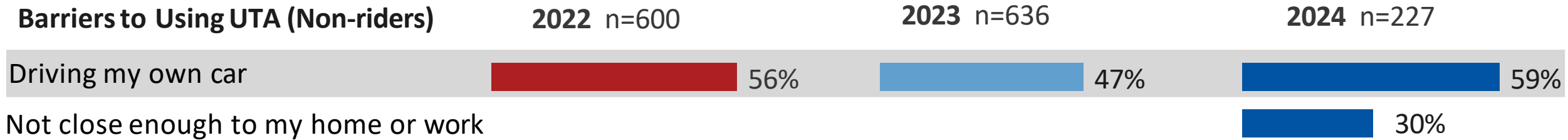
Accessible Transportation for All
From 32% to 51%

Safe Transport During Bad Weather
From 30% to 40%

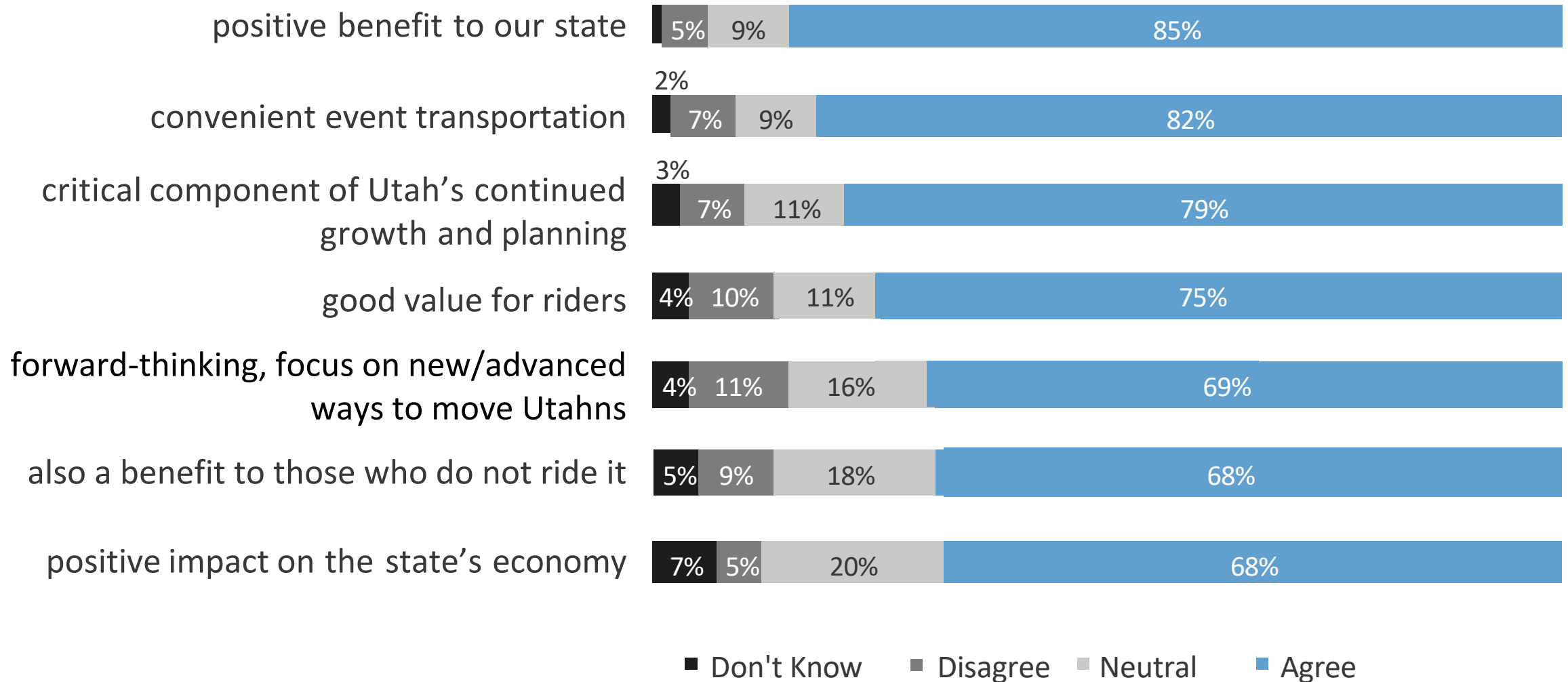
Areas for More Messaging:

Reduces Traffic Congestion 50% From 51%
Better for Air Quality 45% From 50%

Personal Car Ownership Remains Top Barrier to Riding

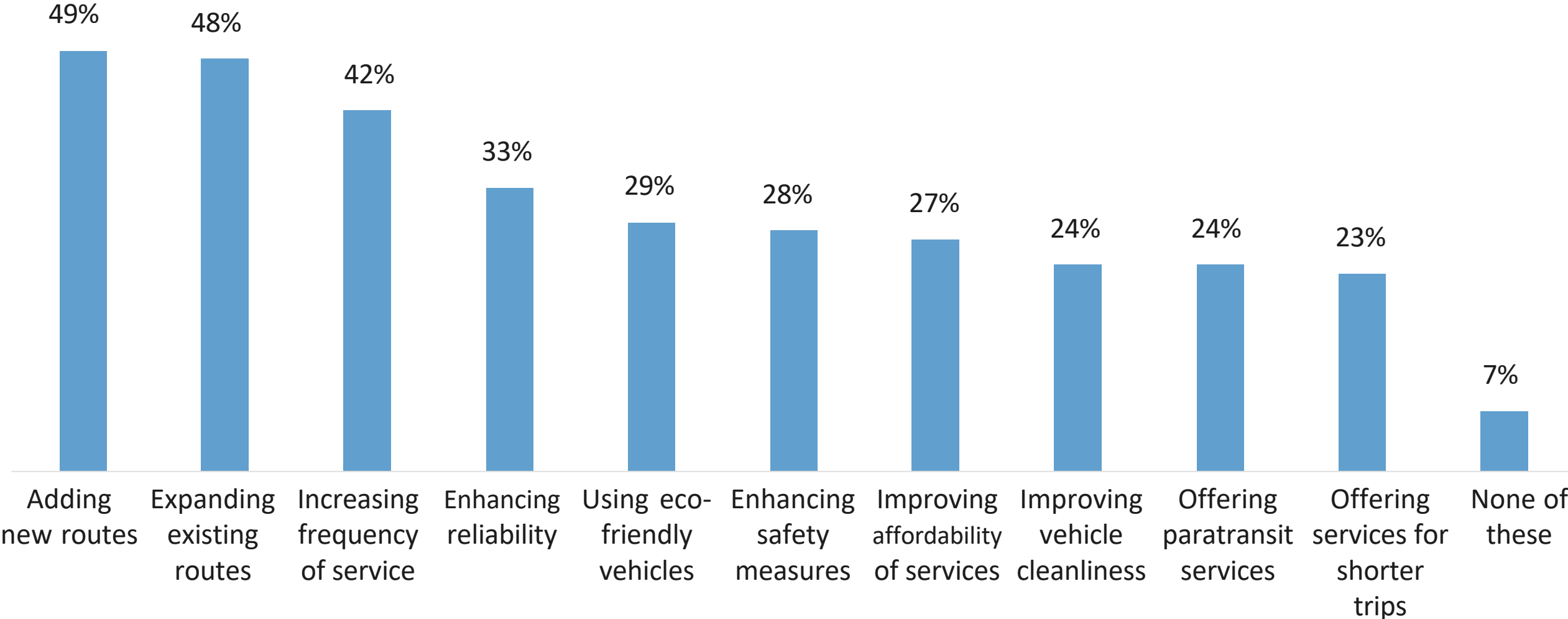


Utahns Generally Believe UTA is of Great Value to the State



Adding/Expanding Routes Most Noted Improvements

In which of the following areas do you feel UTA has improved in recent years?



Key Takeaways

- 1 Utahns continue to grow more familiar and more favorable toward UTA and its services, regardless of ridership. Buses show significant growth in favorability compared to 2023.
- 2 Utahns are increasingly seeing the benefits of public transportation and UTA. More are riding for leisure and infrequent uses.
- 3 There remains an opportunity to communicate the benefits of UTA for non-riders. With survey questions aligned with on-board and rider survey efforts, this survey could be a non-rider evaluation.
- 4 Utahns agree that UTA is a value to the state and benefits Utah's continued growth. Specifically, the community-centered benefits (e.g., accessible transportation) are of great value to Utahns.
- 5 More education and awareness of UTA's economic impact and use of public funds could help Utahns who are indifferent or negative to these measures.
- 6 Opportunity to improve rider perception among BIPOC individuals and target marketing messages in geographic locations.