

A Community Attitude Survey of
Voters in Ann Arbor, Ypsilanti, and
Ypsilanti Township Regarding AAATA
2013

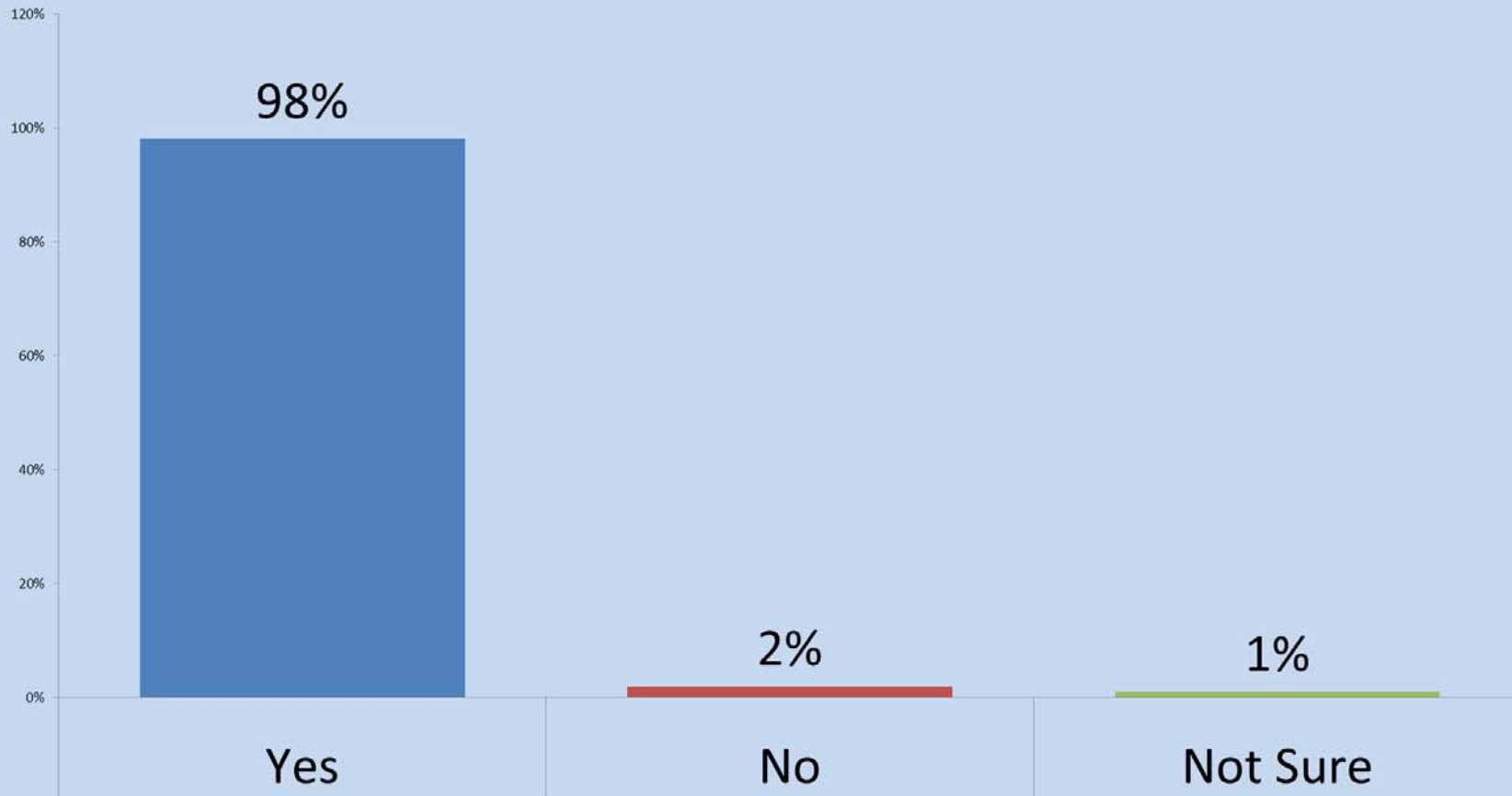


Method

- Study area includes cities of Ann Arbor, Ypsilanti, and Ypsilanti Township
- Total of 841 voters surveyed during October and November 2013
- Combination of telephone and mail with online response to assure representation of cell-only households
- Sample error = +3.4%

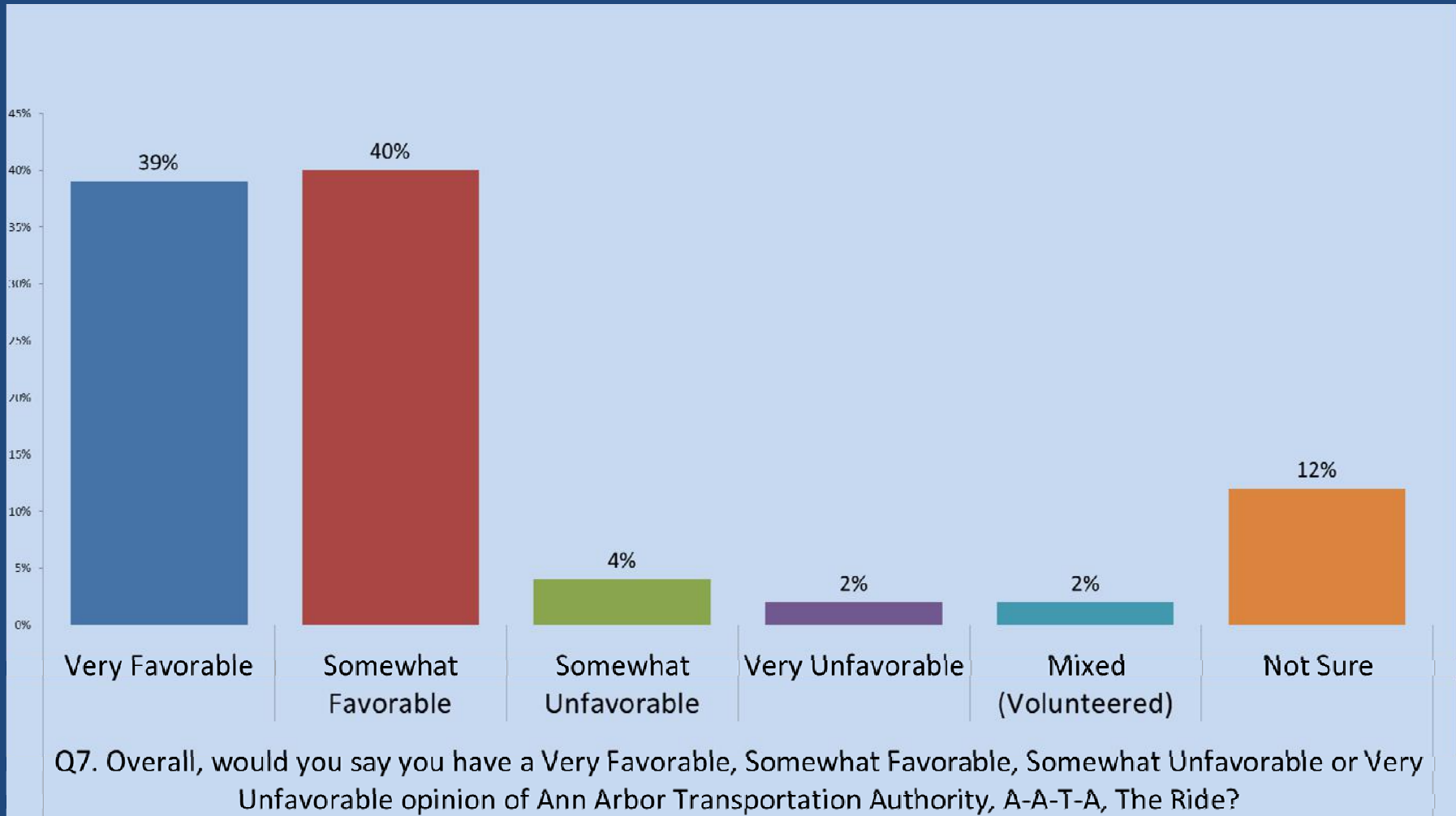


Name Recognition



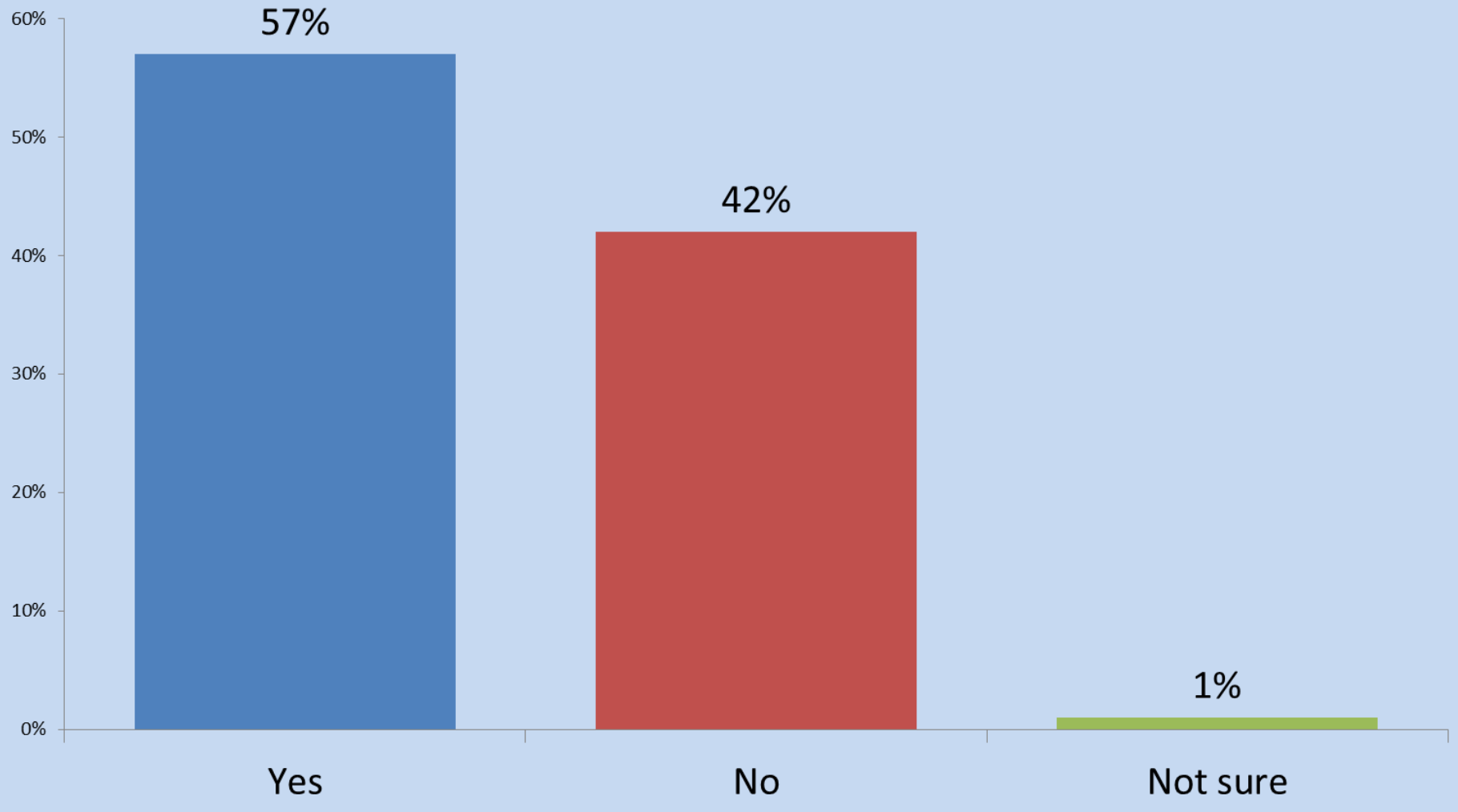
Q6. Have you heard of the Ann Arbor Transportation Authority, which is often called A-A-A-T-A, or The Ride?

Favorable/Unfavorable Rating

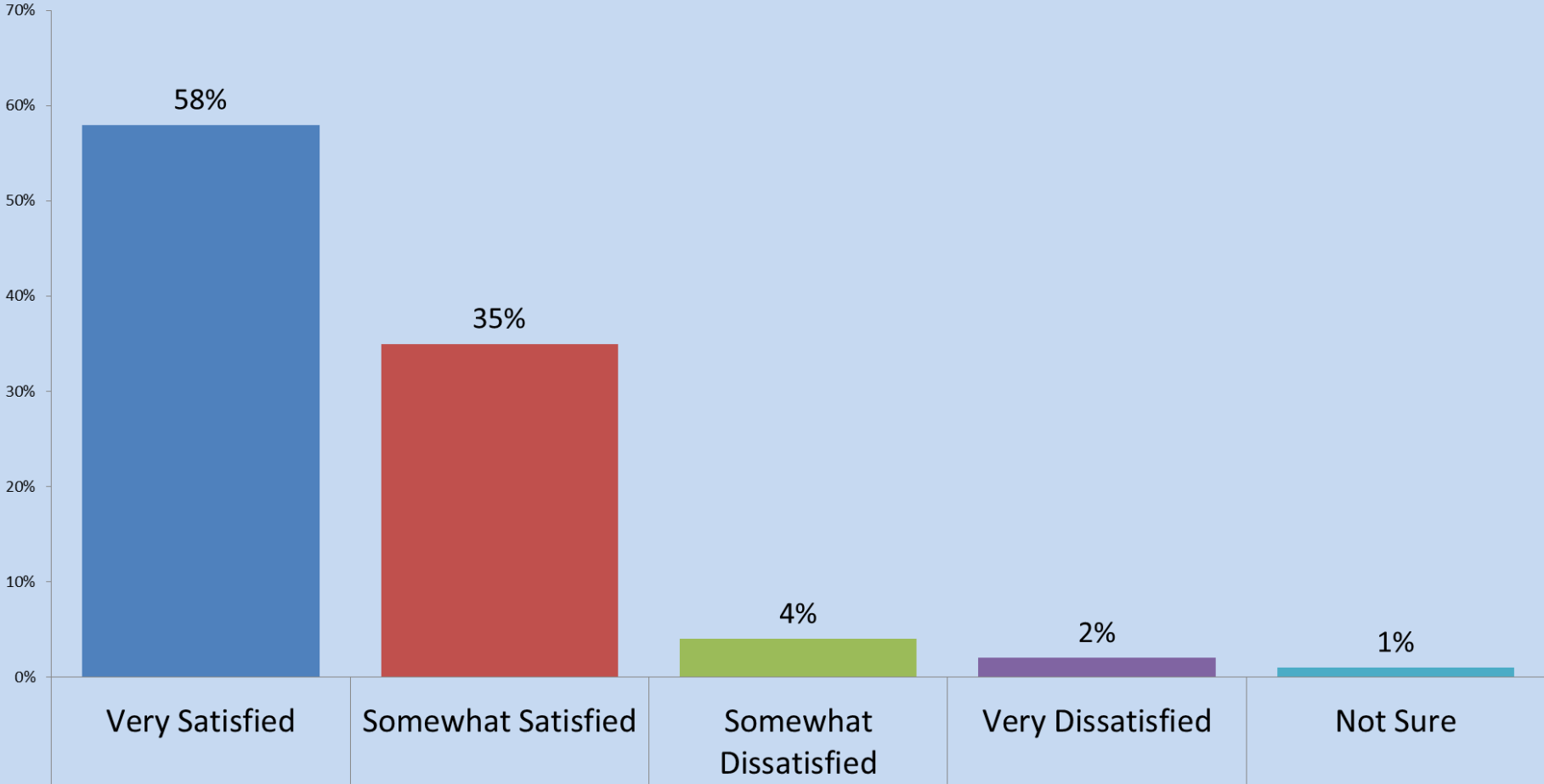


Using TheRide

Q35. In the past year, have you or anyone in your household used The Ride?

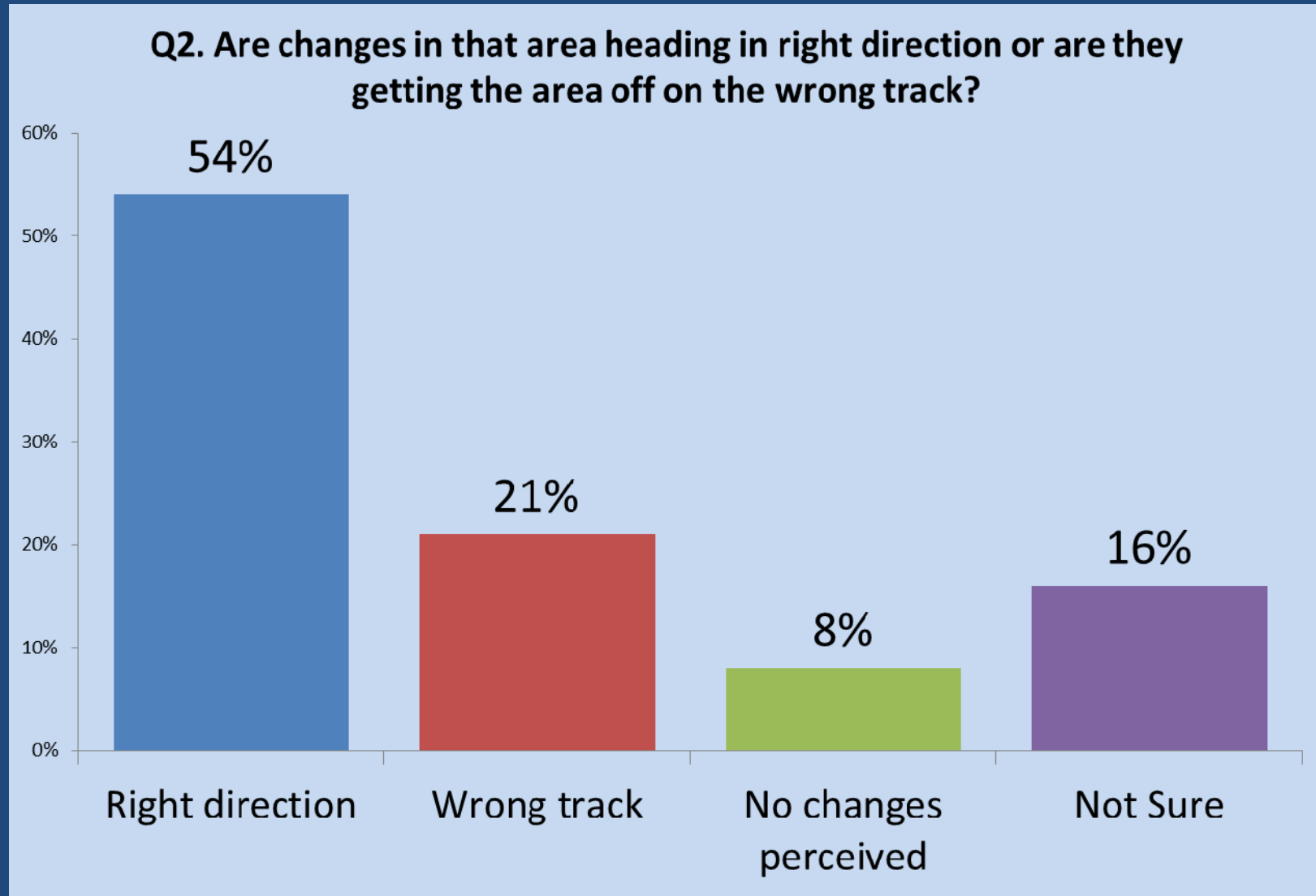


Quality of Life



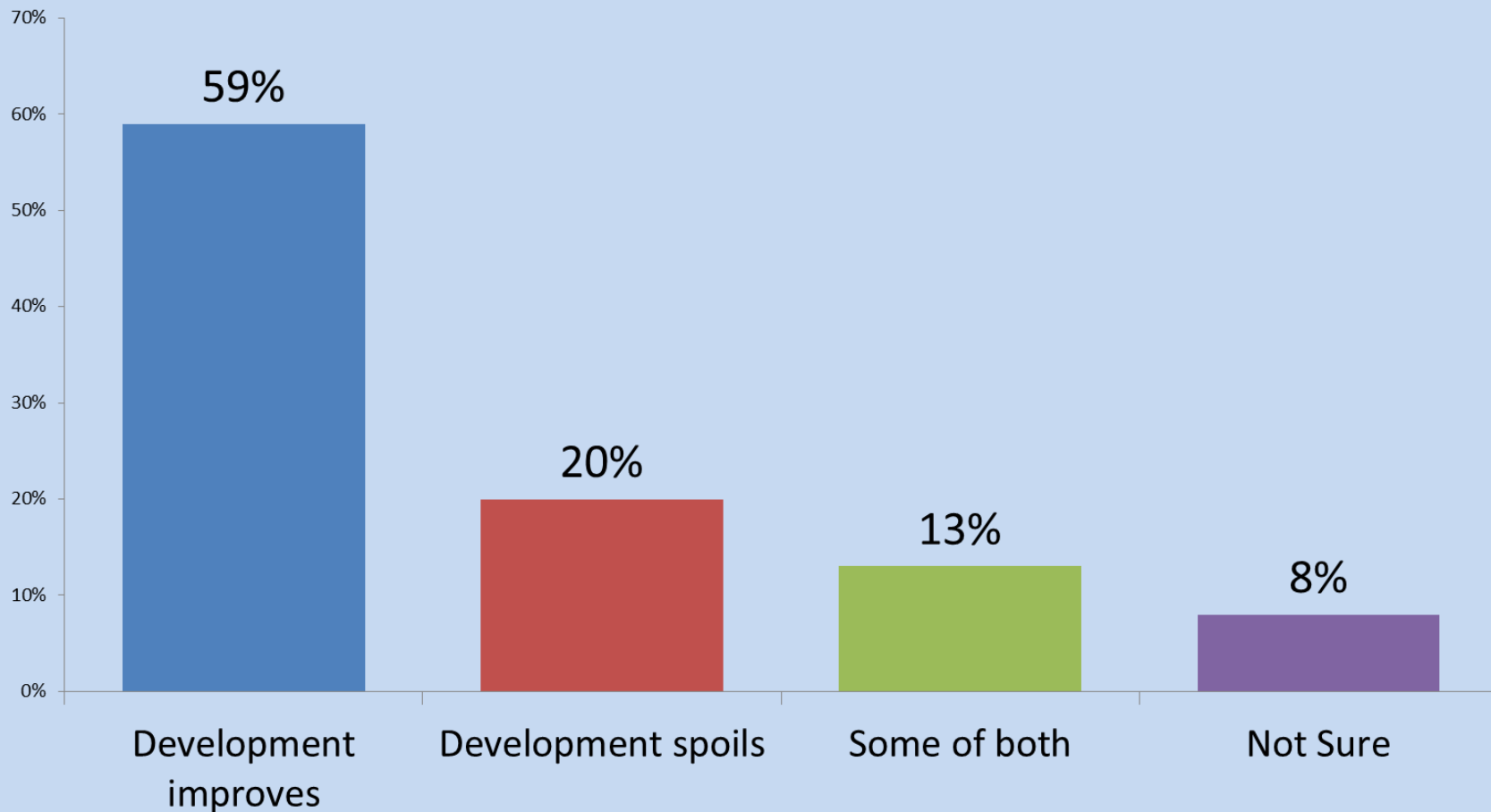
Q1. Overall, how satisfied are you with [(2011) Washtenaw County; (2013) the area including the cities of Ann Arbor and Ypsilanti, and Ypsilanti Township] as a place to live?

Right Direction/Wrong Track



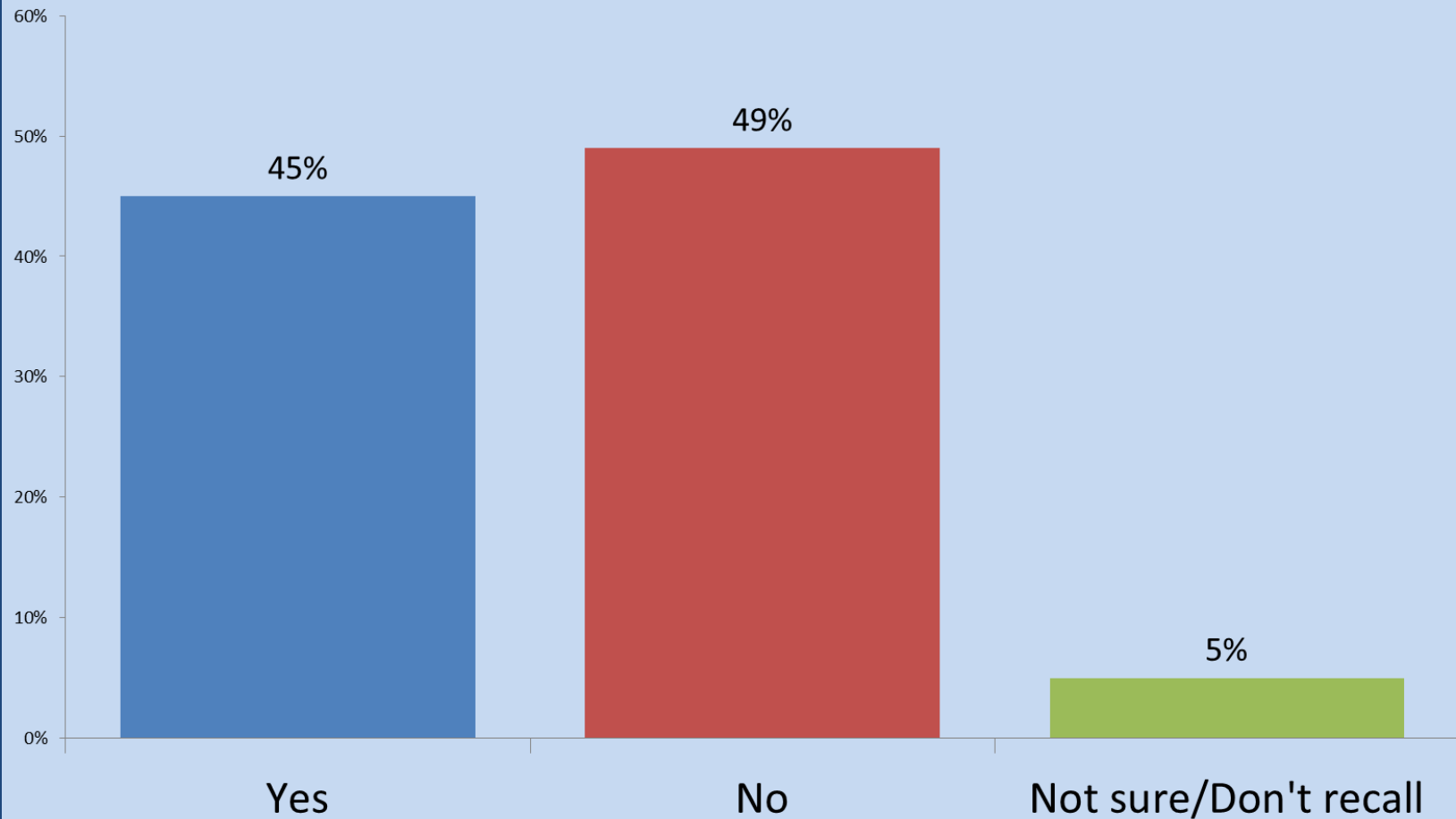
Development – Threat or Promise?

Q3. Some say faster economic growth and more development would spoil what is best about this area. Others say more growth and economic development would improve things



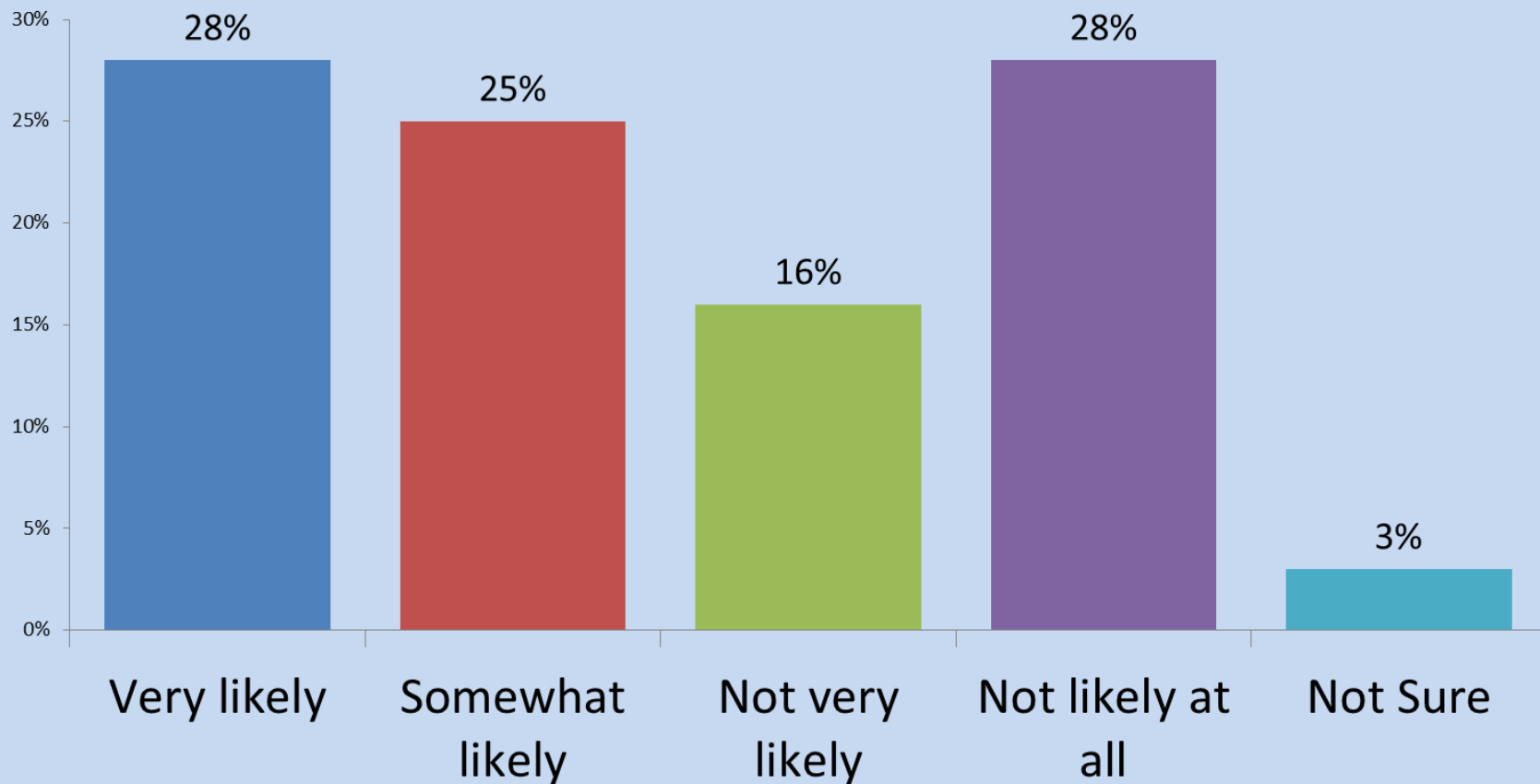
Awareness of Proposed Changes

Q8. Have you heard anything in past 6 months about proposed improvement and expansion of The Ride within the Cities of Ann Arbor and Ypsilanti and Ypsilanti Township?



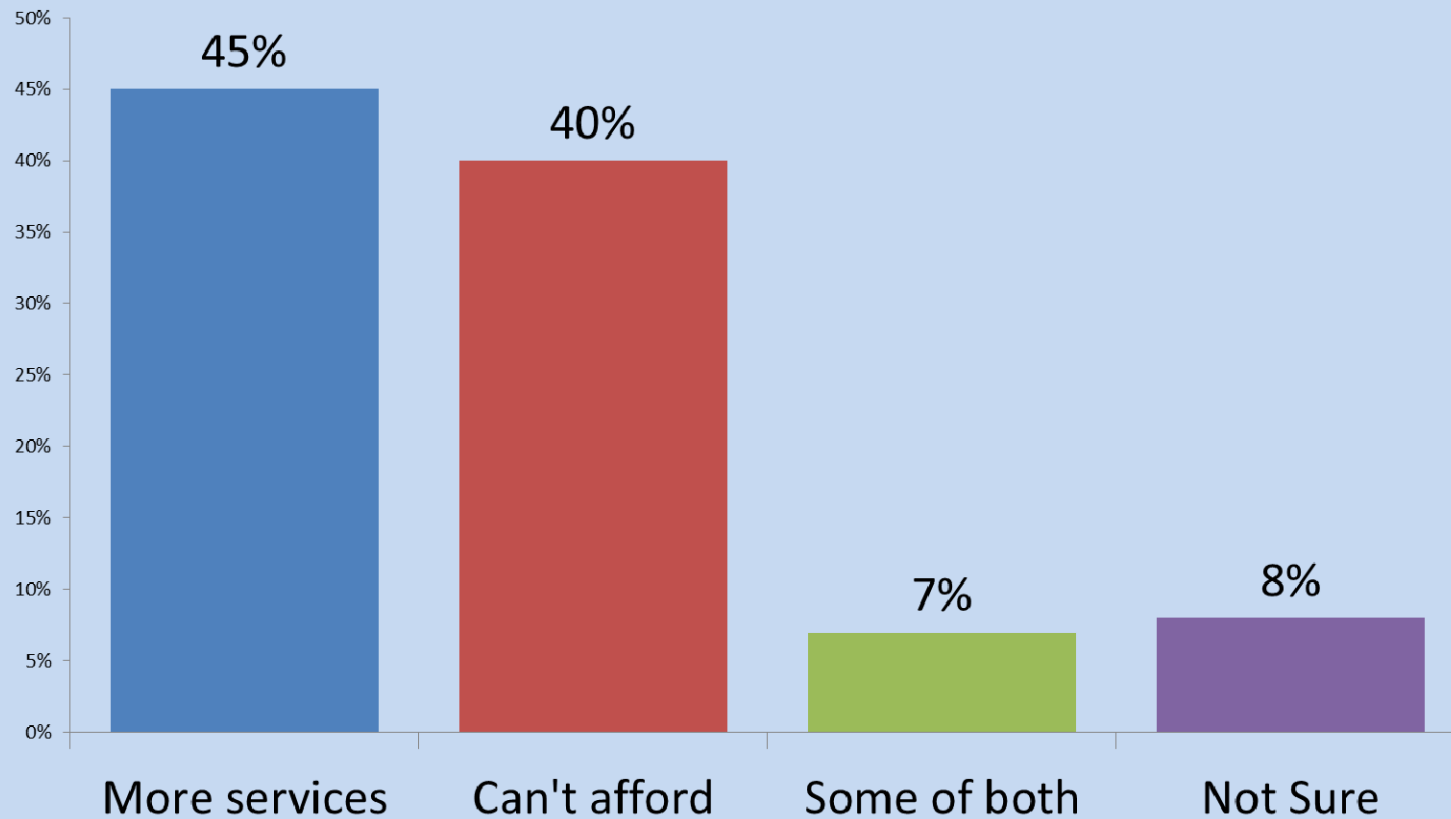
Interest in Using New Service

Q36. Assuming service of The Ride is expanded and made more frequent and longer hours weekdays and Saturday and Sunday, how likely or unlikely would you be to use that service once a month or more in the coming year or two?



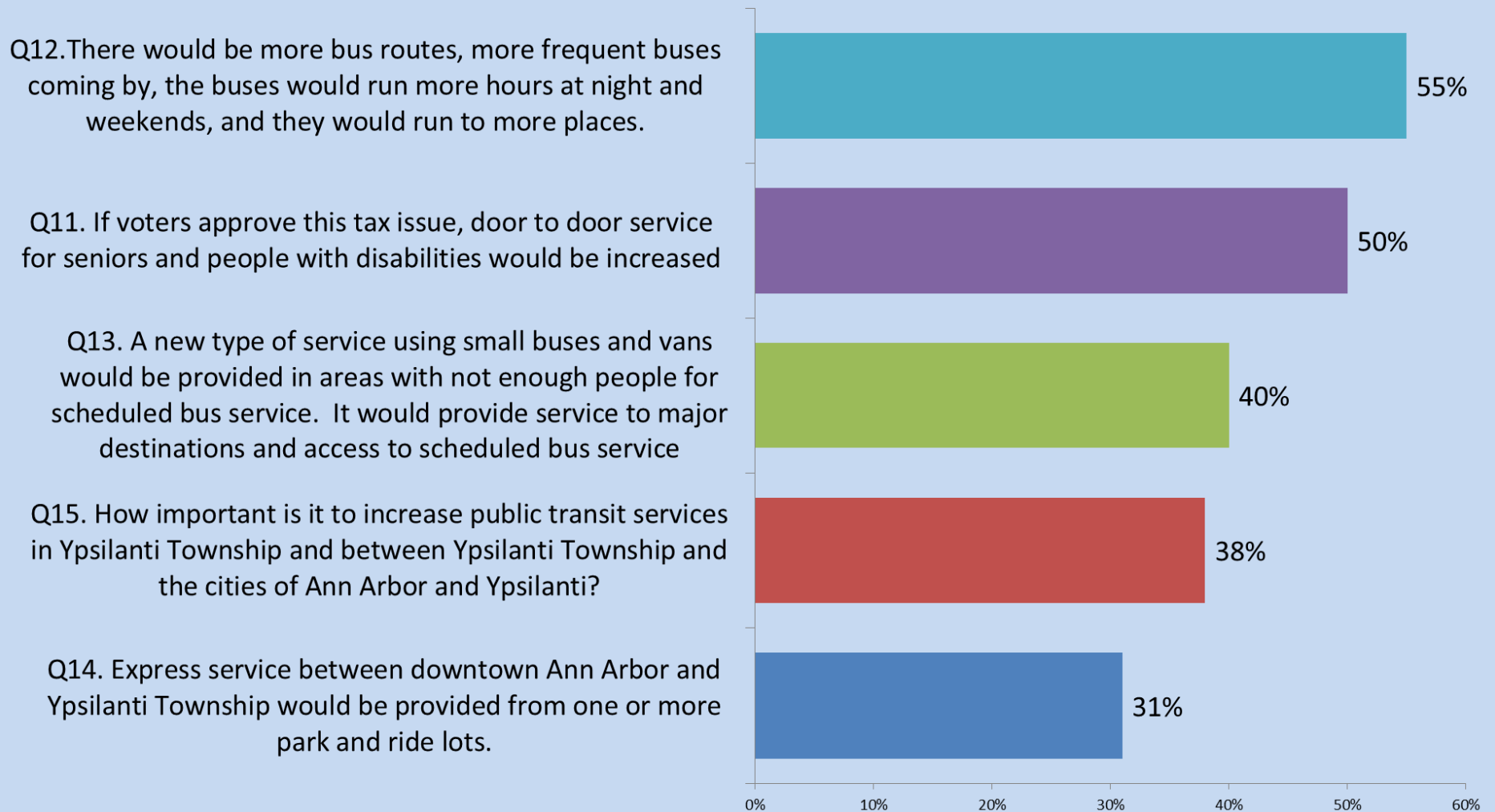
Senior Services

Q5. Some people say that with the Baby Boom generation getting older, cities and townships should provide more public services for seniors even if it means somewhat higher taxes. Others say while that might be nice, taxpayers of cities and townships cannot afford that.



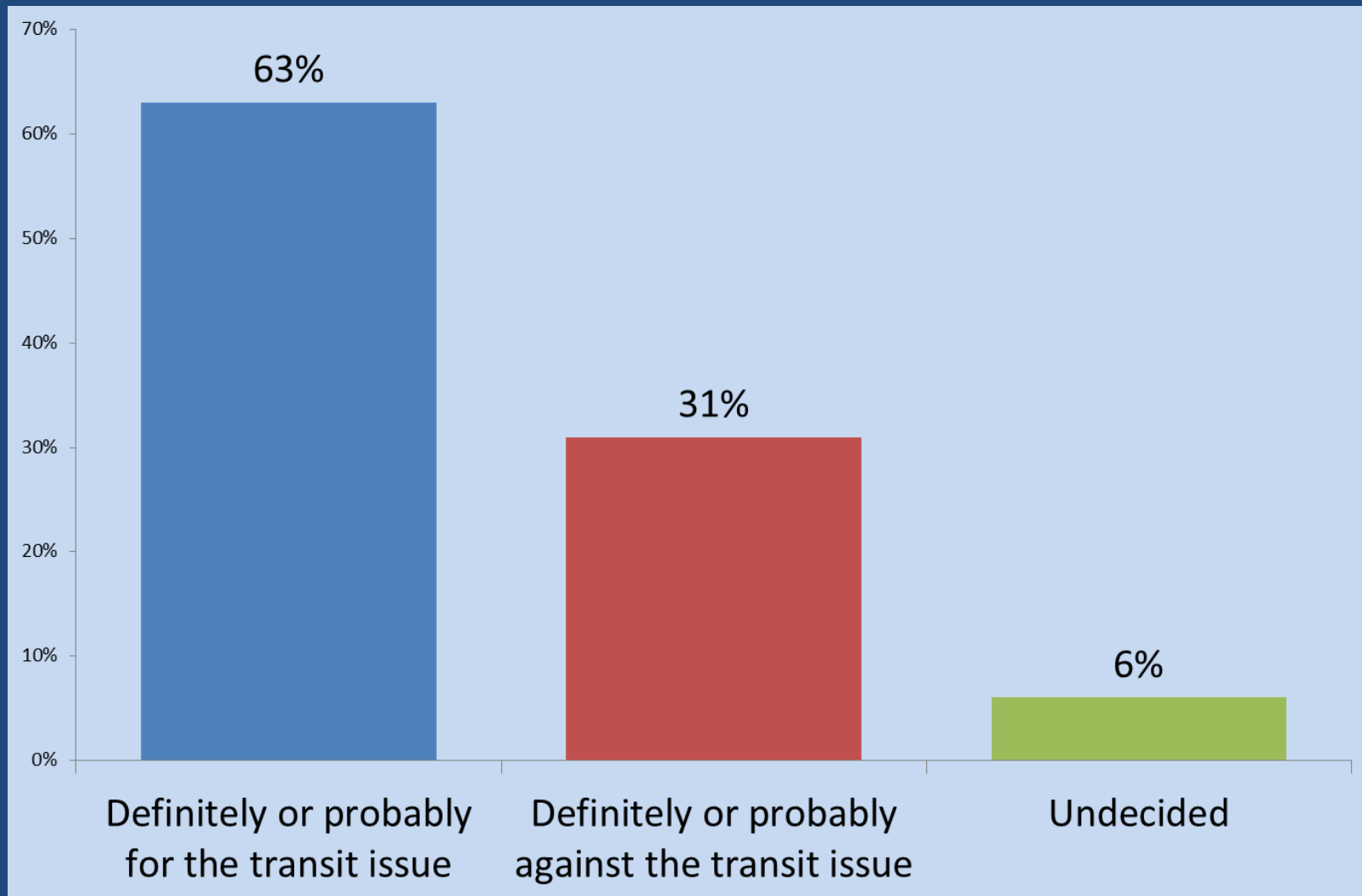
Importance of Expanded Services

% "Very Important" (All respondents)



The Vote Profile

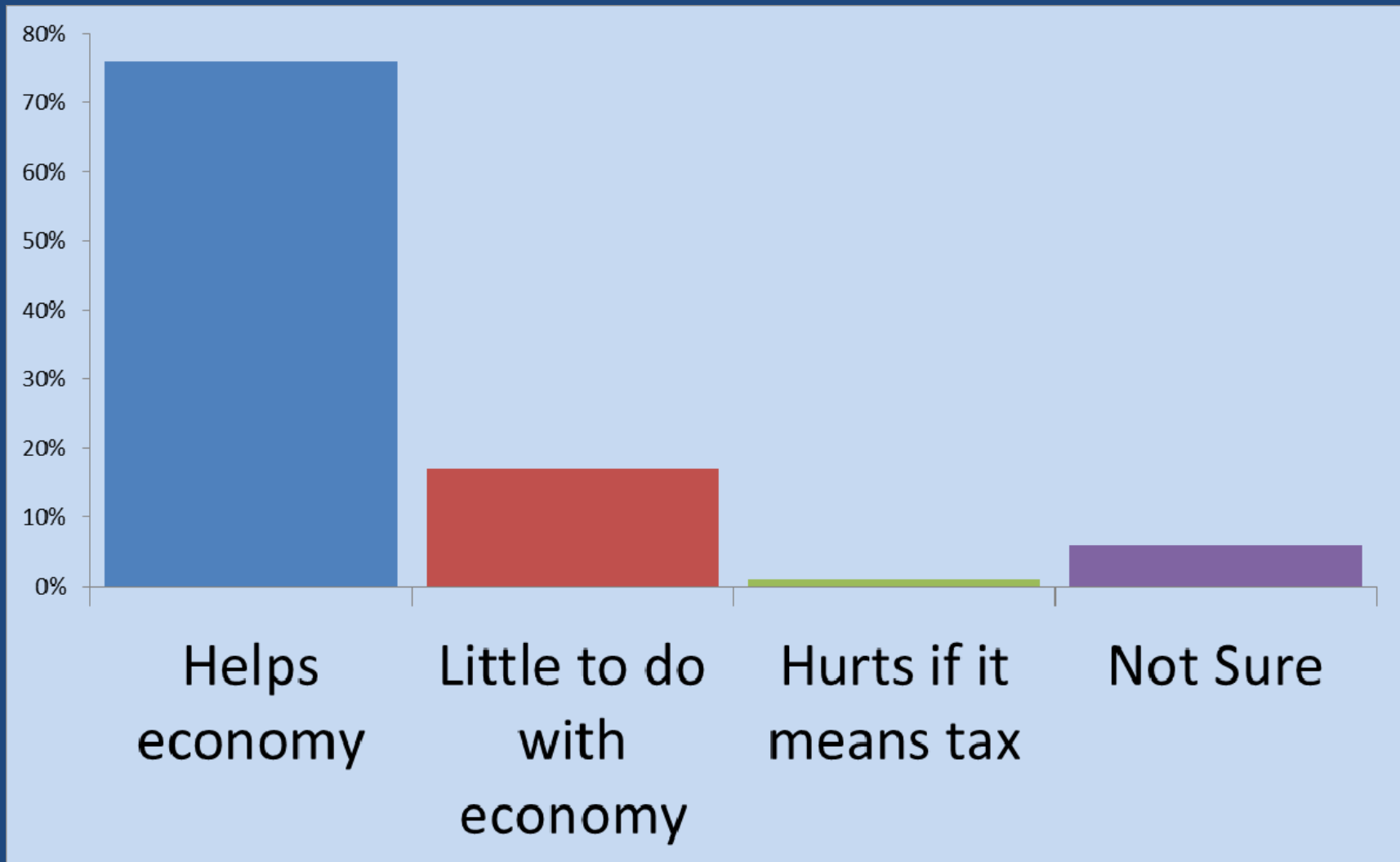
Basic Patterns of Support and Opposition for a millage in the range of 0.5 to 0.9 mils*



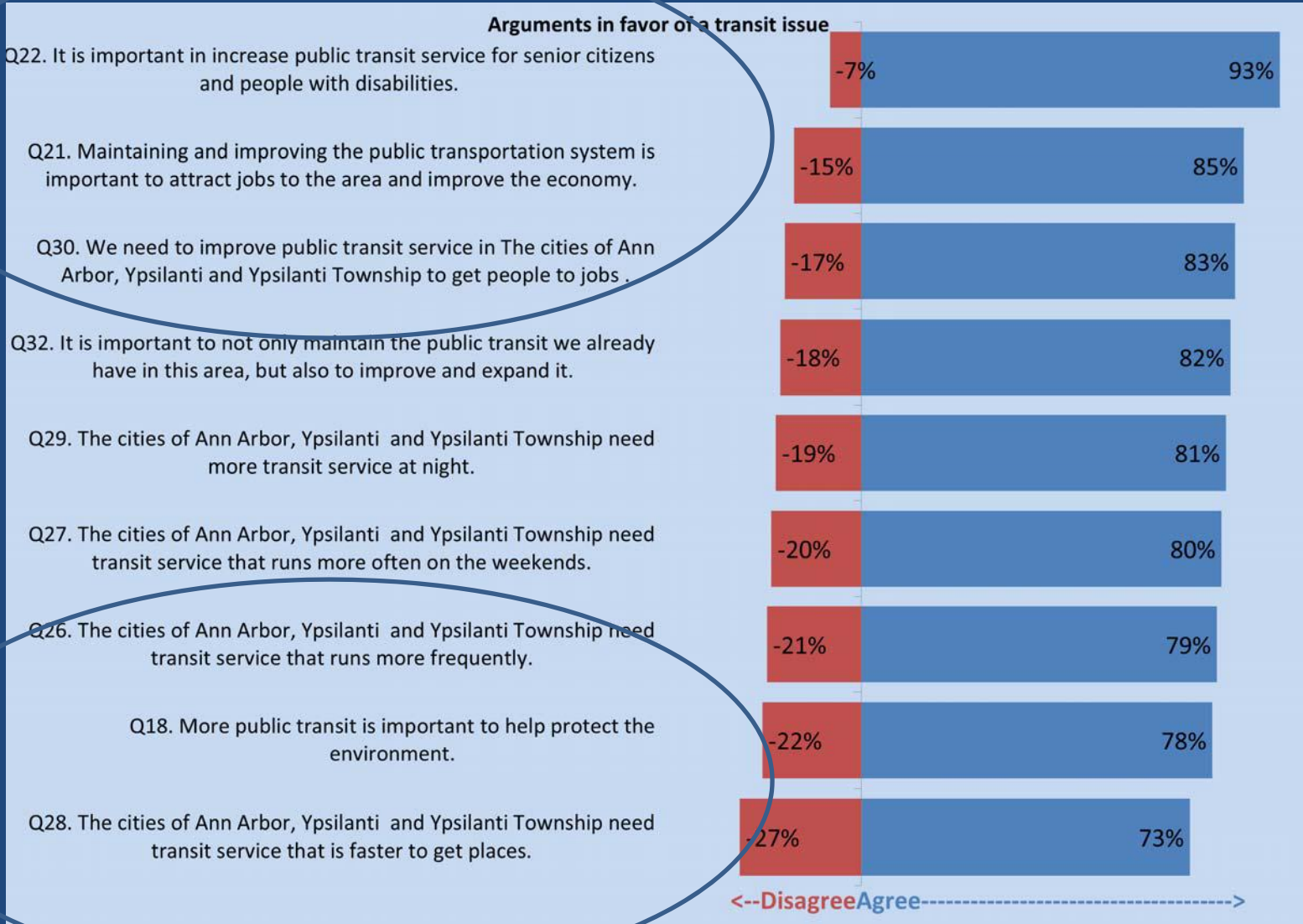
Half the sample was asked their opinion of a 0.5 mil levy, while the other half was asked their opinion of a 0.9 mil levy. There was virtually no difference in the pattern of responses. That is, the millage amount, within this range, was not the determining factor for support or opposition.

Community Priorities

Public Transit and Health of the Economy



Community Priorities for Transit



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