

**APPENDIX E**

Statistically Significant Survey Summary Presentation,  
February 2021



# SPOKANE COUNTY AREA RESIDENTS

FEBRUARY 2021



**MOORE INFORMATION GROUP**  
RESEARCH • ANALYSIS • RESULTS

# METHODOLOGY

## SAMPLE

250 live interviews among a representative sample of adult residents age 18+ in select Spokane County Zip Codes.

## METHOD

Landline and cell phone interviews conducted February 15-16, 2021.

## SAMPLING ERROR

Plus or minus 6% at the 95% confidence level. The margin for error is higher for subgroups, such as gender or an individual age category.



# DEMOGRAPHICS

Gender		Age		Length of Residence	
Men	48%	18-34	28%	0-19 years	38%
Women	52%	35-54	32%	20+ years	59%
		55-64	18%		
		65+	22%		

Region with Zip Codes		
North	21%	99003,99005, 99006, 99009, 99021, 99026, 99110, 99148, 99208
South	23%	99004, 99020, 99023, 99031, 99037, 99203, 99212, 99223
East	22%	99016, 99019, 99025, 99206, 99216, 99217
West	34%	99001, 99011, 99022, 99201, 99202, 99204, 99205, 99207, 99218, 99224



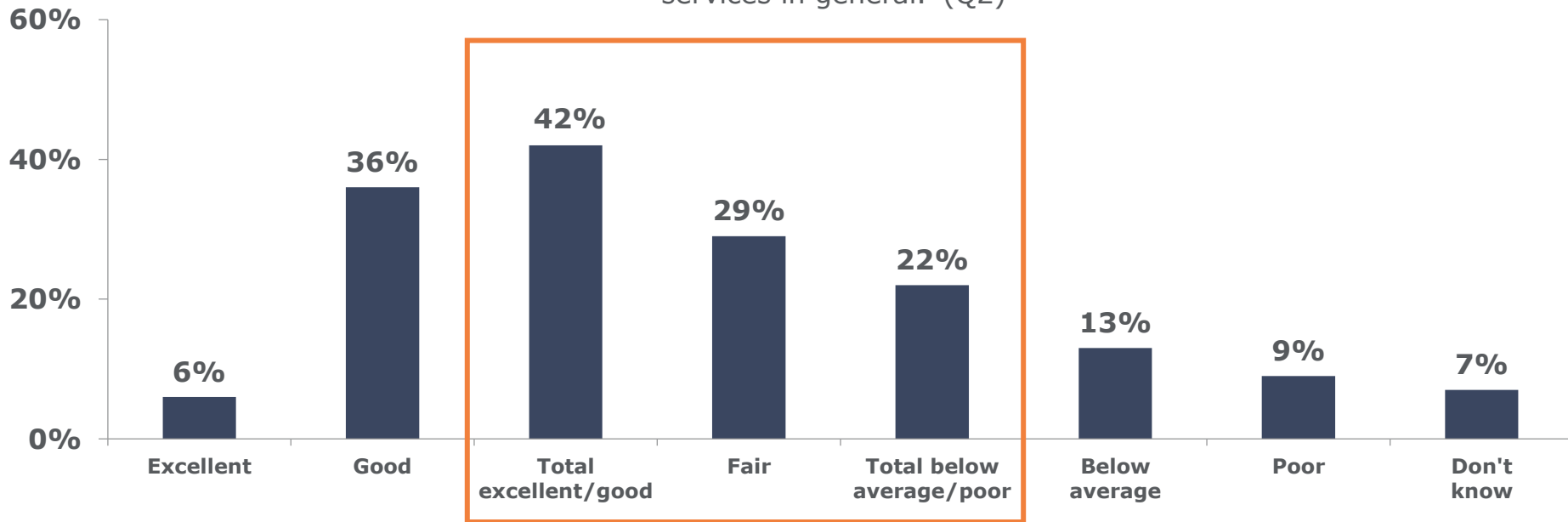


# COMMUNITY TRANSPORTATION SYSTEM RATING



# COMMUNITY TRANSPORTATION SYSTEM RATING

“How would you rate the quality of the transportation system in your own community, as excellent, good, fair, below average or poor? By transportation system I mean roads, highways, bridges, buses and transportation services in general.” (Q2)



**Older residents (age 65+) are more positive than younger residents (56% excellent/good for seniors vs. 38% for younger residents), while West area residents are not impressed (29% excellent/good, 37% below average/poor). But East, South and North area residents are positive and there are no differences in ratings by either gender or length of residence.**



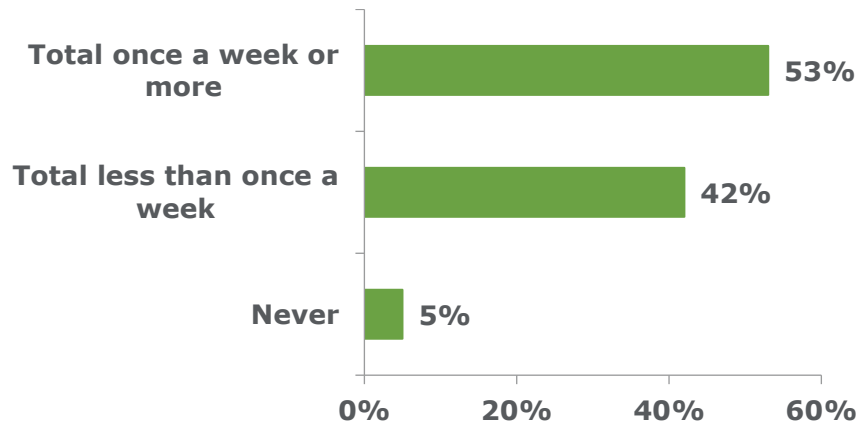


# DIVISION STREET USAGE

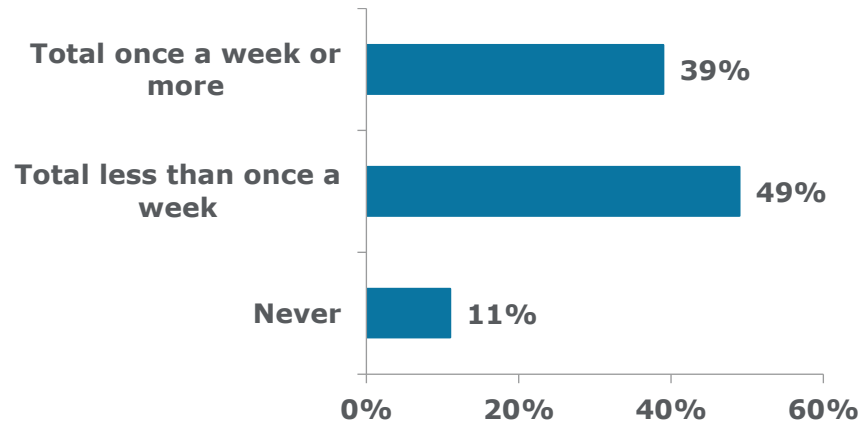


# TRAVEL ON DIVISION STREET, PRE-COVID AND NOW

“Thinking back to before the COVID-19 pandemic, how often did you travel on Division Street?” (Q3)



“And how about now, during the pandemic – how often do you travel on Division Street?” (Q4)



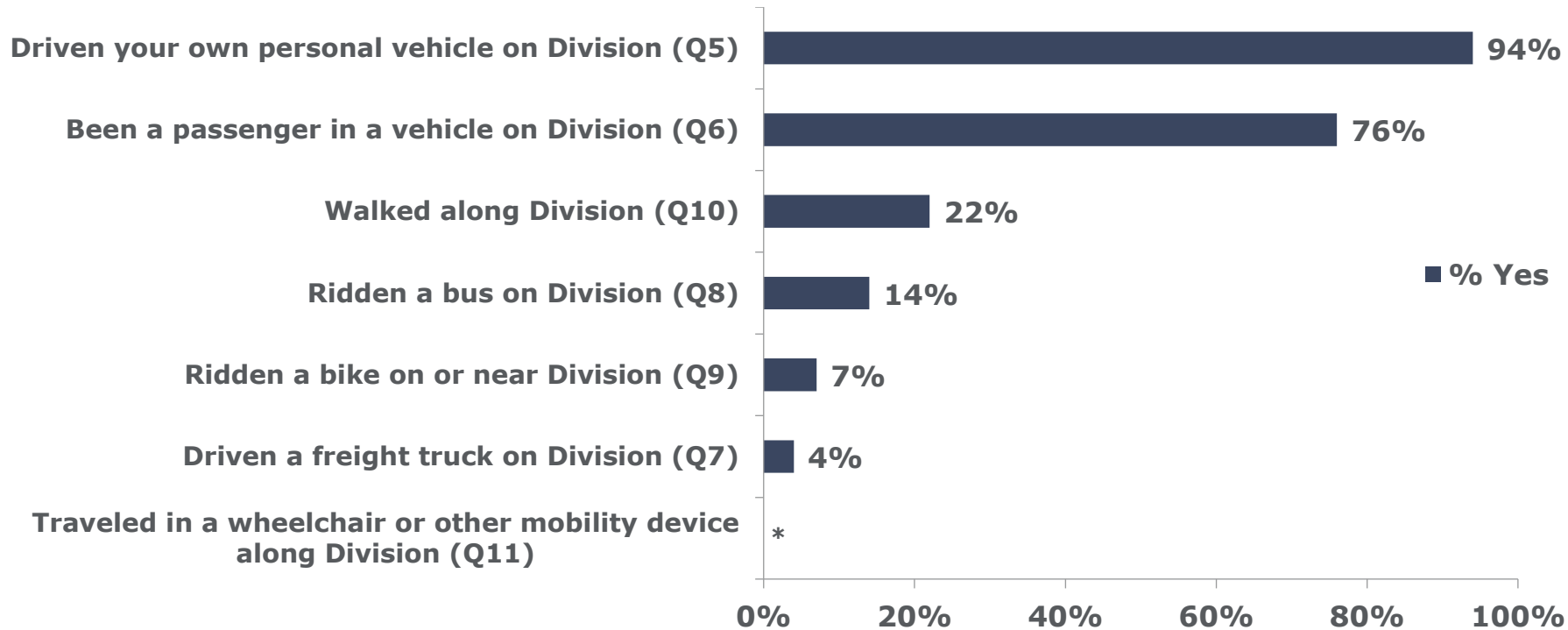
**The pandemic has definitely impacted travel on Division Street. Before COVID, the most frequent Division Street users were those age 18-34 (65% traveling on Division at least once a week), while the least frequent were women age 55+ (38% traveling on Division at least once a week). Now, travel frequency is down across the board. Although younger residents age 18-34 are still the most likely to use Division Street, just 48% of them say they travel once a week or more (a 17% decline). By area, North and West area residents were, and remain, among the most likely to travel on Division Street.**





# PERSONAL TRAVEL ON DIVISION STREET

"I'd like to ask you about your own personal travel on Division Street. Over the past two years, have you..."



\* Less than one-half of one percent



# PERSONAL TRAVEL ON DIVISION STREET:

## *KEY SUBGROUPS*

	All	Region				Gender		Age				Length of Residence	
		North	South	East	West	Men	Women	18-34	35-54	55-64 (N=45)	65+	0-19 years	20+ years
<b>% Yes</b>	<b>All</b>	<b>North</b>	<b>South</b>	<b>East</b>	<b>West</b>	<b>Men</b>	<b>Women</b>	<b>18-34</b>	<b>35-54</b>	<b>55-64 (N=45)</b>	<b>65+</b>	<b>0-19 years</b>	<b>20+ years</b>
Driven your own personal vehicle on Division (Q5)	94%	95%	95%	93%	95%	93%	96%	98%	97%	96%	84%	95%	94%
Been a passenger in a vehicle on Division (Q6)	76%	87%	73%	66%	77%	72%	79%	87%	77%	80%	55%	82%	71%
Walked along Division (Q10)	22%	21%	18%	22%	26%	24%	21%	26%	24%	27%	13%	27%	20%
Ridden a bus on Division (Q8)	14%	14%	13%	10%	17%	12%	15%	24%	12%	7%	8%	17%	12%
Ridden a bike on or near Division (Q9)	7%	2%	7%	5%	10%	7%	6%	8%	6%	9%	3%	8%	4%
Driven a freight truck on Division (Q7)	4%	4%	2%	2%	7%	5%	3%	2%	7%	7%	--	4%	4%
Traveled in a wheelchair or other mobility device along Division (Q11)	*	--	--	2%	--	1%	--	--	--	--	2%	--	1%

**Seniors are among the least likely to have participated in any of the travel activities on Division Street. Residents age 18-34 are most likely to have ridden the bus on Division.**

\* Less than one-half of one percent



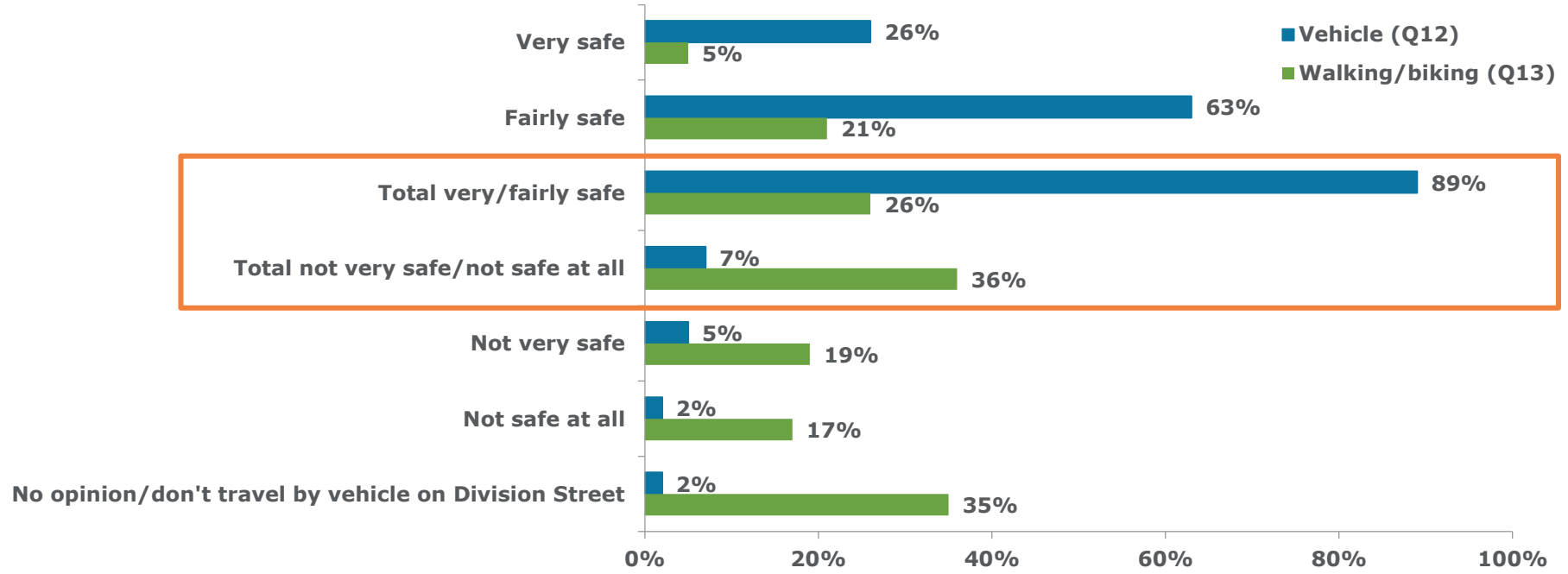


# DIVISION STREET SAFETY AND IMPROVEMENTS



# DIVISION STREET SAFETY

“How safe do you feel when traveling by vehicle on Division Street?” (Q12)  
“And how safe do you feel when walking or biking on Division Street?” (Q13)

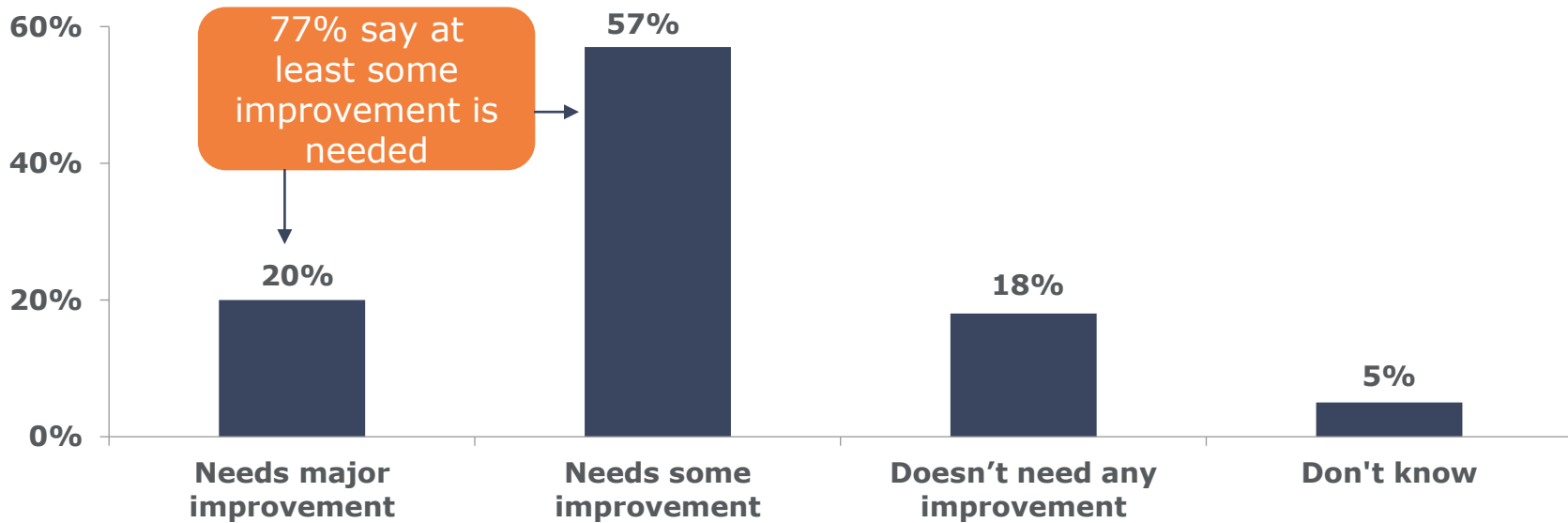


**Travel by vehicle is deemed much safer than walking/biking – but still, just one-in-four (26%) feel “very” safe traveling by vehicle.**  
**Feelings of safety generally erode with age, especially for walking/biking.**



# VAST MAJORITY SAYS DIVISION STREET NEEDS IMPROVEMENT

“Which one of the following best describes your opinion about travel along Division Street?” (Q14)



The N=44 respondents who say no improvements are necessary are more likely to be older males, long-time residents, say the system is already in good/excellent shape and feel safe driving on Division Street.



# IMPROVEMENT ON DIVISION STREET: *KEY SUBGROUPS*

	% Total needs improvement
<b>All residents</b>	77%
<b>Region</b>	
North	73%
South	82%
East	76%
West	78%
<b>Gender</b>	
Men	74%
Women	80%
<b>Age</b>	
18-34	84%
35-54	81%
55-64 (N=45)	78%
65+	62%
<b>Length of residence</b>	
0-19 years	81%
20+ years	75%
<b>Quality of transportation</b>	
Excellent/good	64%
Fair	91%
Below average/poor	84%

	% Total needs improvement
<b>Pre-COVID travel on Division</b>	
Once a week or more	81%
Less frequently	74%
<b>Safety traveling by vehicle on Division</b>	
Safe	77%
Not safe (N=19)	89%
<b>Safety walking/biking on Division</b>	
Safe	74%
Not safe	92%

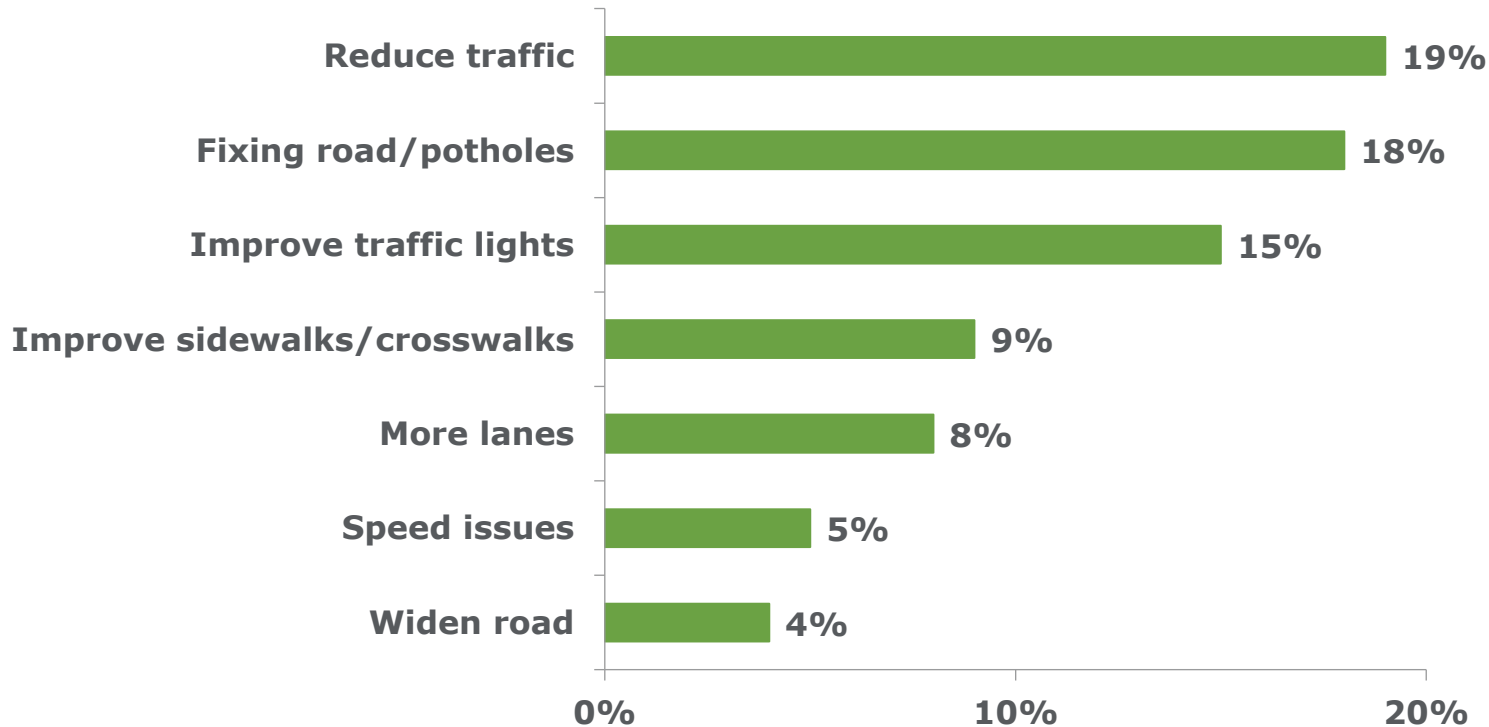
- Residents age 18-64 are more likely to say improvements are needed.
- Those who give worse ratings to the community's transportation system are also more likely to say improvements are needed.
- Feelings of safety also influence perceptions of needed improvements.



# WHAT WOULD IMPROVE TRAVEL ON DIVISION STREET?

14

IF NEEDS IMPROVEMENT: "What, specifically, would improve travel on Division?" (Q15, N=193)





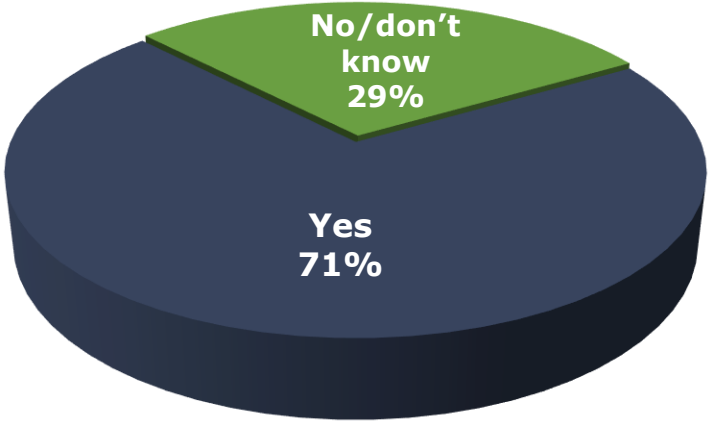
# NORTH SPOKANE CORRIDOR PROJECT





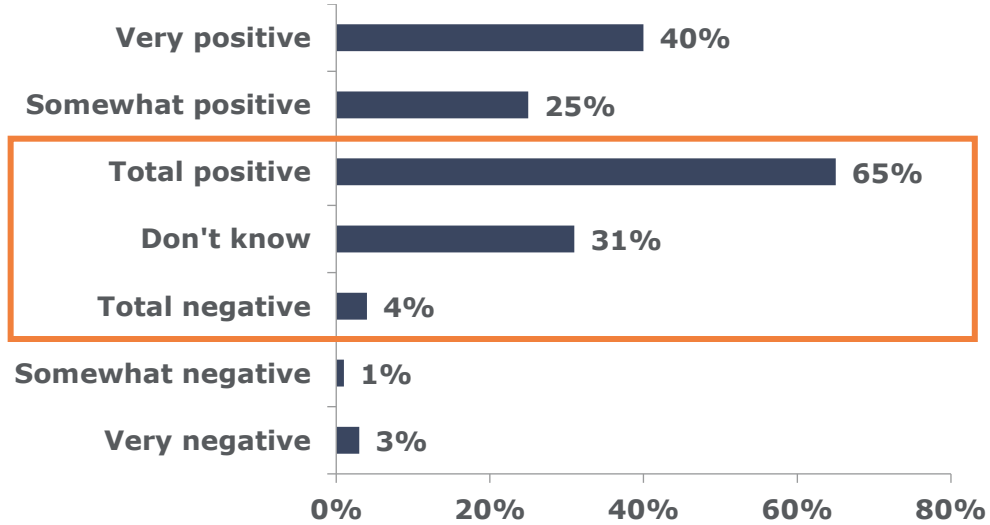
# NSC AWARENESS AND IMPACT

“Have you seen, read or heard anything about the North Spokane Corridor project, or NSC?” (Q16)



Older men are among the most aware (85% aware) along with long-time residents (80%).

“Based on what you know or have heard, will the NSC project have a positive impact on the Division Corridor, or will it have a negative impact?” (Q17)

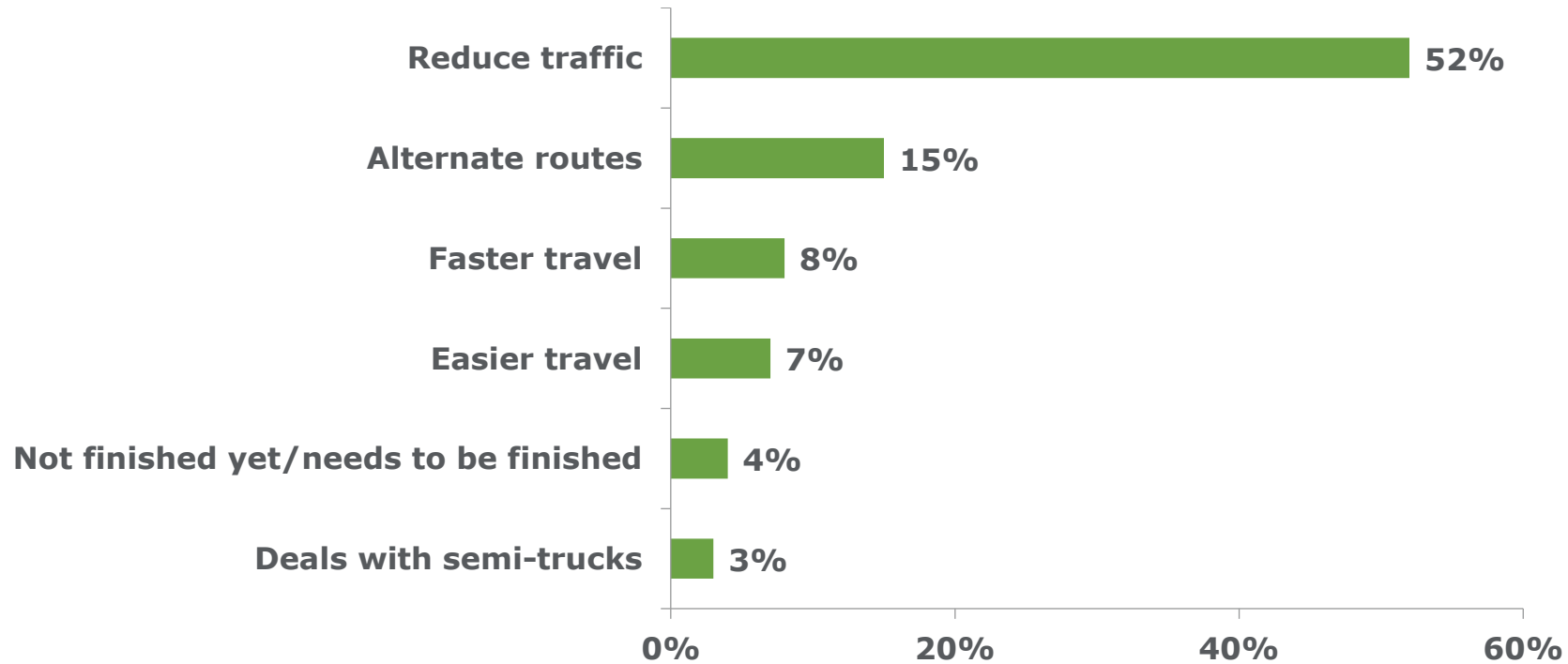


All key subgroups widely agree the NSC project's impact would be positive.



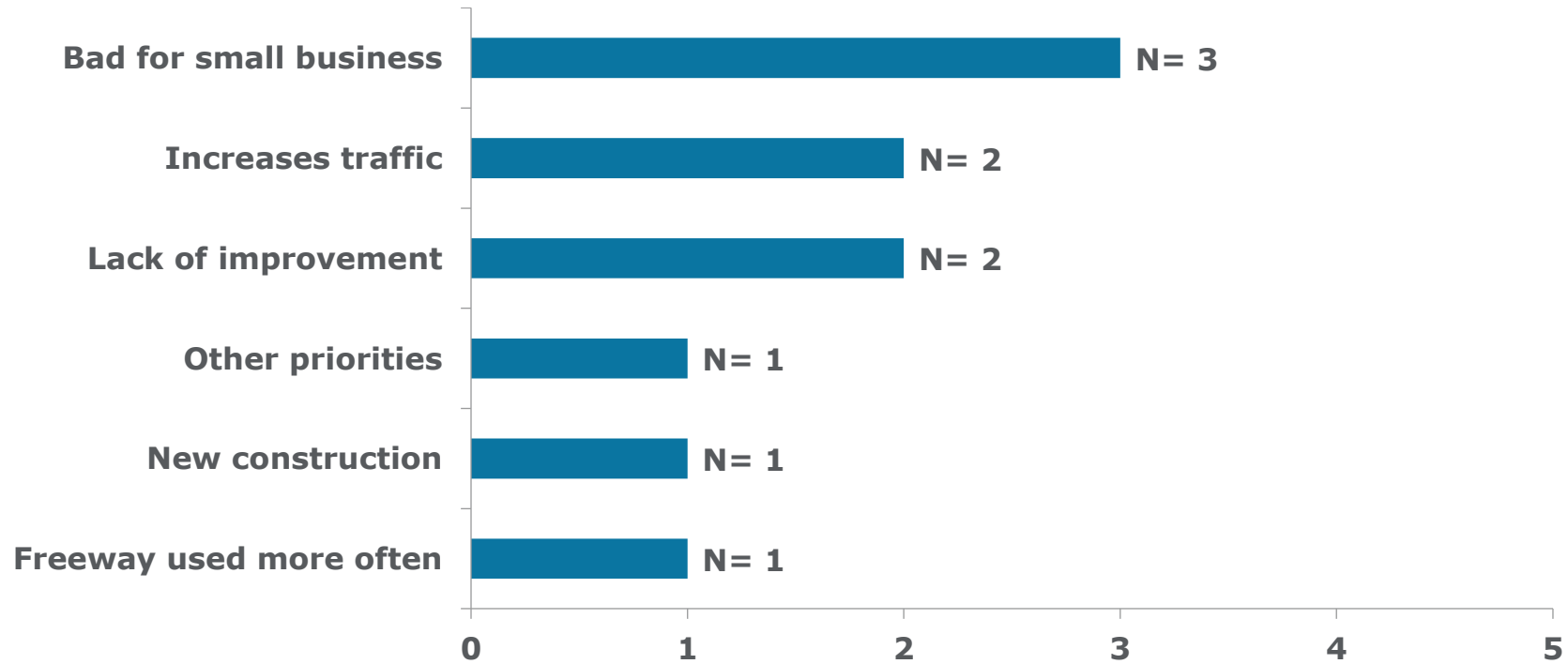
# WHY WOULD THE IMPACT BE POSITIVE?

IF POSITIVE: "Why do you say that?" (Q18, N=162)



# WHY WOULD THE IMPACT BE NEGATIVE?

IF NEGATIVE: "Why do you say that?" (Q19, N=10)



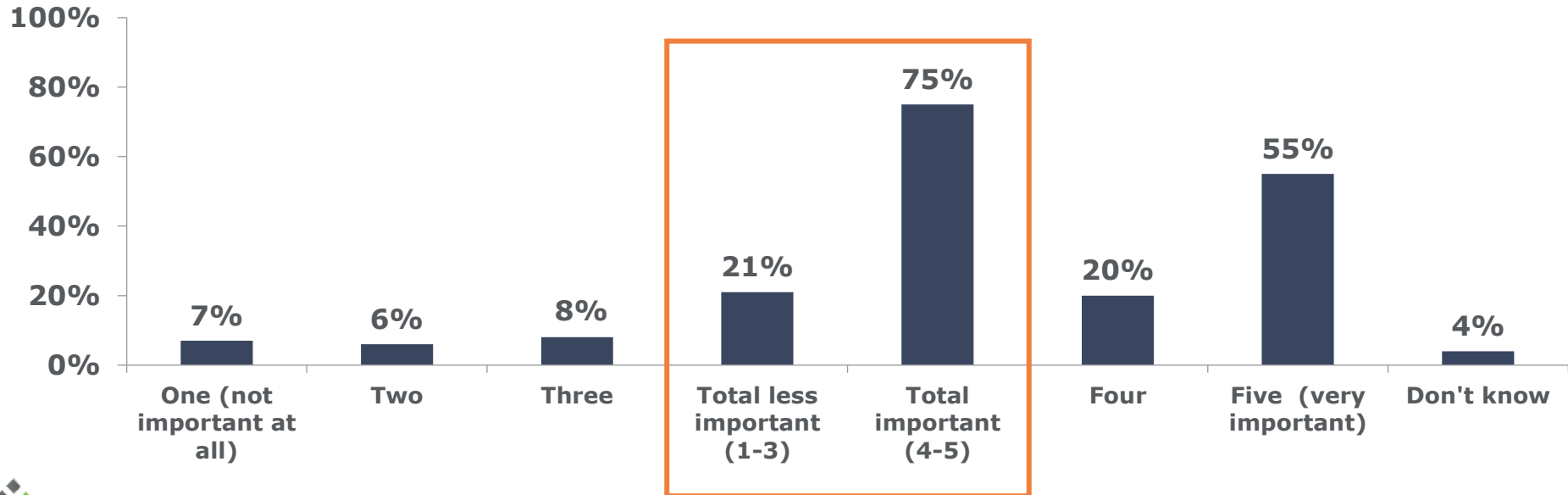
# NSC INFORMATIONAL STATEMENT

“The opening of the North Spokane Corridor is expected to change motor vehicle and freight traffic patterns on Division Street and other north-south arterials, providing an opportunity to look at how the Corridor itself and the surrounding neighborhoods might change over time to support local businesses, local vehicle trips, increased transit trips, and biking and walking. Local transportation agencies are currently in the middle of a study, DivisionConnects, that is looking at potential transportation and land use changes that might come about because of changes in travel behavior. One potential improvement to the Corridor would be implementing a Bus Rapid Transit project that would improve the amenities at all transit stops while enhancing the frequency and reliability of transit along the Corridor.”



# IMPROVING SAFETY FOR NON-CAR DRIVERS

“The current study is seeking to make Division Street more accessible and safe for people who may not be able to drive, because of age, disability or other factors. Accessibility and safety can be improved with safer and wider sidewalks, better lighting, more pedestrian crosswalks, and improved curb cuts. Using a five-point scale where five is very important and one is not important at all, in your opinion how important is it to improve the safety and accessibility of Division Street for people who do not drive the Corridor in a car?” (Q20)



# NON-CAR DRIVER SAFETY: *KEY SUBGROUPS*

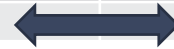
	Less important (1-3)	Important (4-5)	Net important
<b>All residents</b>	21%	75%	+64%
<b>Region</b>			
North	33%	66%	+33%
South	16%	80%	+64%
East	18%	76%	+58%
West	18%	77%	+59%
<b>Gender</b>			
Men	26%	67%	+41%
Women	16%	83%	+67%
<b>Age</b>			
18-34	15%	82%	+67%
35-54	21%	74%	+53%
55-64 (N=45)	29%	71%	+42%
65+	21%	71%	+50%
<b>Length of residence</b>			
0-19 years	15%	82%	+67%
20+ years	25%	71%	+46%
<b>Quality of transportation</b>			
Excellent/good	18%	76%	+58%
Fair	19%	80%	+61%
Below average/poor	24%	75%	+51%

**Women, younger residents and newer residents are among those most likely to say non-car driver safety is important. By area, North residents are most likely to say less important.**



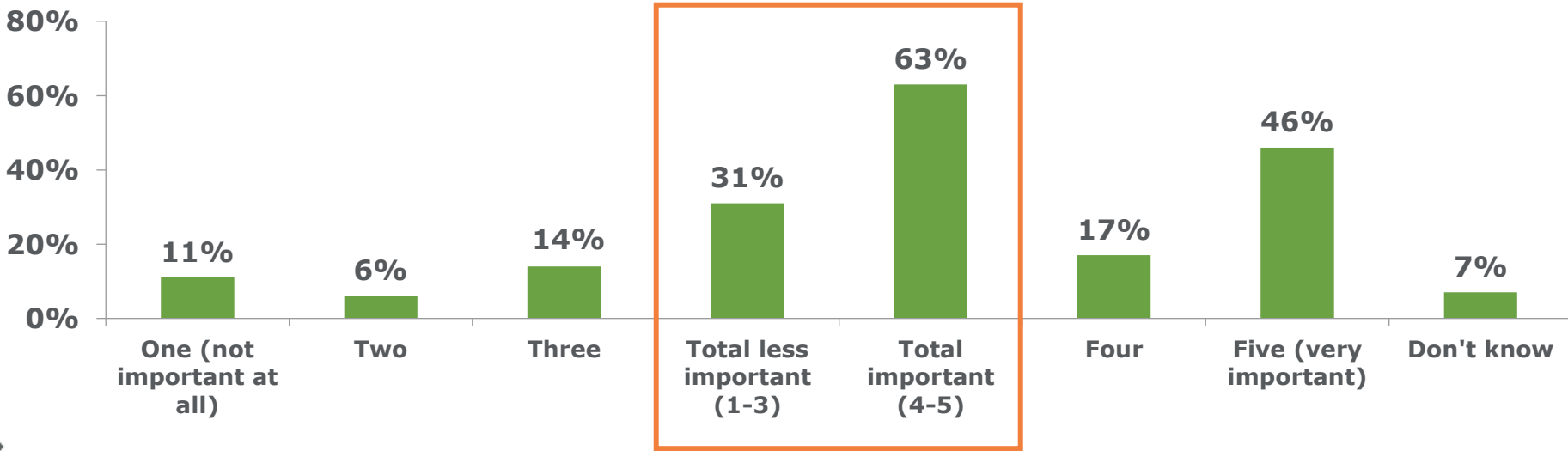
# NON-CAR DRIVER SAFETY: *KEY SUBGROUPS (2)*

	Less important (1-3)	Important (4-5)	Net important
<b>All residents</b>	21%	75%	<b>+64%</b>
<b><i>Pre-COVID travel on Division</i></b>			
Once a week or more	24%	73%	<b>+49%</b>
Less frequently	16%	78%	<b>+62%</b>
<b><i>Safety traveling by vehicle on Division</i></b>			
Safe	20%	76%	<b>+56%</b>
Not safe (N=19)	20%	74%	<b>+54%</b>
<b><i>Safety walking/biking on Division</i></b>			
Safe	22%	75%	<b>+53%</b>
Not safe	20%	77%	<b>+57%</b>
<b><i>Improvement along Division?</i></b>			
Needs major improvement	16%	82%	<b>+66%</b>
Needs some improvement	16%	81%	<b>+65%</b>
Needs no improvement (N=44)	42%	51%	<b>+9%</b>



# IMPORTANCE OF IMPROVING QUALITY OF BUS SERVICE

“Bus Rapid Transit, or BRT, seeks to improve the quality of bus service by enhancing bus stops with stations, shelters, improved lighting and signage. It also provides for more frequent bus service, with buses coming as much as twice as often as today, reducing the time passengers have to wait for the next stop. Using a five-point scale where five is very important and one is not important at all, in your opinion how important is it to improve the quality of bus service along Division Street?” (Q21)





# QUALITY OF BUS SERVICE: *KEY SUBGROUPS*

	Less important (1-3)	Important (4-5)	Net important
<b>All residents</b>	31%	63%	<b>+32%</b>
<b>Region</b>			
North	43%	55%	<b>+12%</b>
South	24%	66%	<b>+42%</b>
East	21%	71%	<b>+50%</b>
West	34%	61%	<b>+27%</b>
<b>Gender</b>			
Men	38%	56%	<b>+18%</b>
Women	24%	70%	<b>+46%</b>
<b>Age</b>			
18-34	27%	69%	<b>+42%</b>
35-54	29%	64%	<b>+35%</b>
55-64 (N=45)	47%	51%	<b>+4%</b>
65+	24%	63%	<b>+39%</b>
<b>Length of residence</b>			
0-19 years	29%	71%	<b>+42%</b>
20+ years	32%	61%	<b>+29%</b>
<b>Quality of transportation</b>			
Excellent/good	30%	64%	<b>+34%</b>
Fair	30%	67%	<b>+37%</b>
Below average/poor	31%	59%	<b>+28%</b>

**Women and newer residents are more likely than men and longer-term residents to say improving the quality of bus service is important. By area, North residents are most likely to say less important.**



# QUALITY OF BUS SERVICE: *KEY SUBGROUPS (2)*

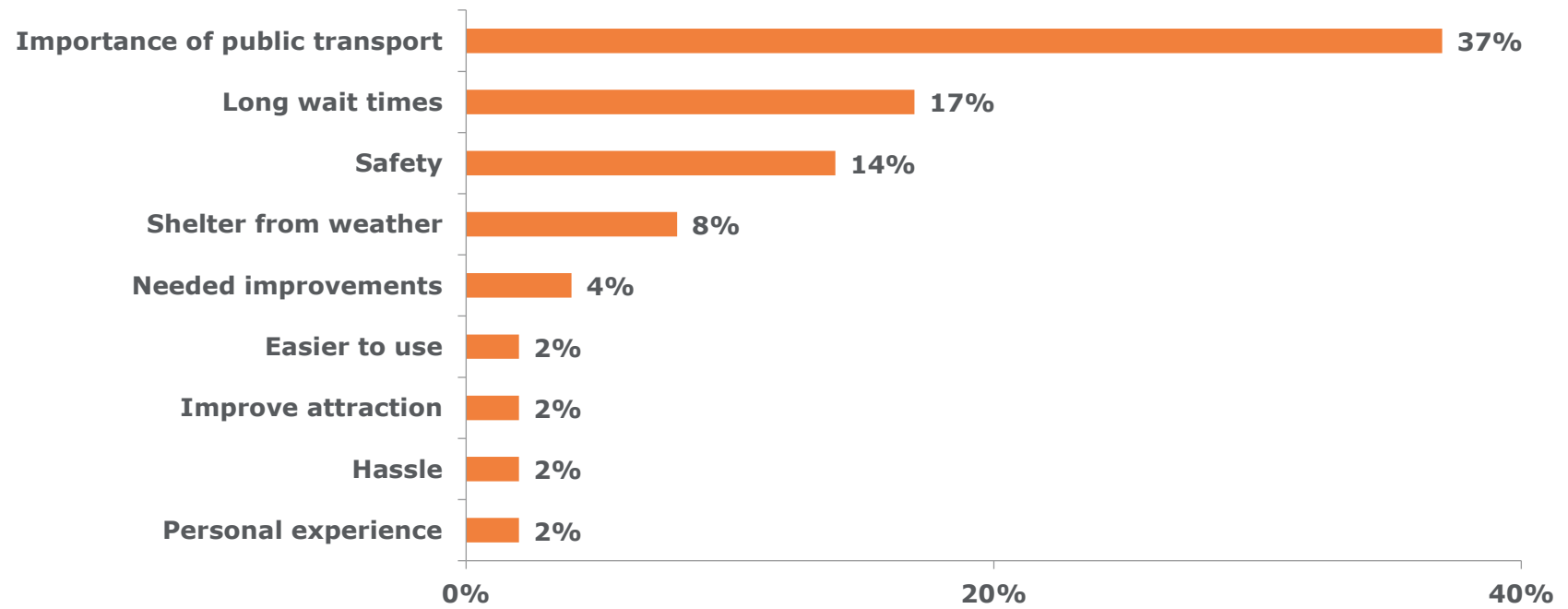
	Less important (1-3)	Important (4-5)	Net important
<b>All residents</b>	31%	63%	<b>+32%</b>
<b><i>Pre-COVID travel on Division</i></b>			
Once a week or more	36%	62%	<b>+26%</b>
Less frequently	25%	65%	<b>+40%</b>
<b><i>Safety traveling by vehicle on Division</i></b>			
Safe	31%	63%	<b>+32%</b>
Not safe (N=19)	16%	74%	<b>+58%</b>
<b><i>Safety walking/biking on Division</i></b>			
Safe	33%	66%	<b>+33%</b>
Not safe	24%	70%	<b>+46%</b>
<b><i>Improvement along Division?</i></b>			
Needs major improvement	22%	72%	<b>+50%</b>
Needs some improvement	26%	71%	<b>+45%</b>
Needs no improvement (N=44)	59%	26%	<b>-33%</b>
<b><i>Non-car driver safety</i></b>			
Less important 1-3	78%	13%	<b>-65%</b>
Important 4-5	17%	80%	<b>+63%</b>

**Major differences concerning the importance of bus service quality when it comes to thoughts on necessary improvements and non-car driver safety.**



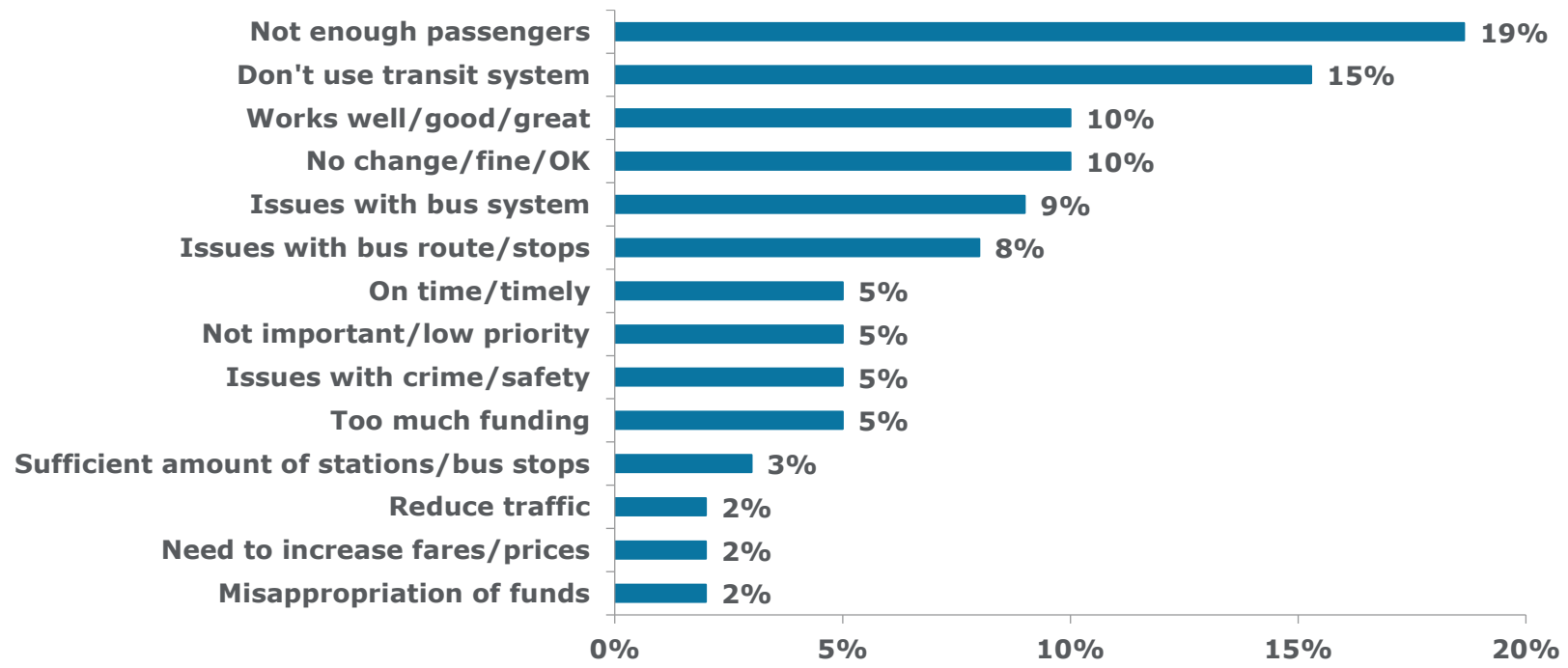
# REASONS FOR HIGH IMPORTANCE OF QUALITY BUS SERVICE

IF MORE IMPORTANT: "Why do you give that rating?" (Q22.2, N=157)



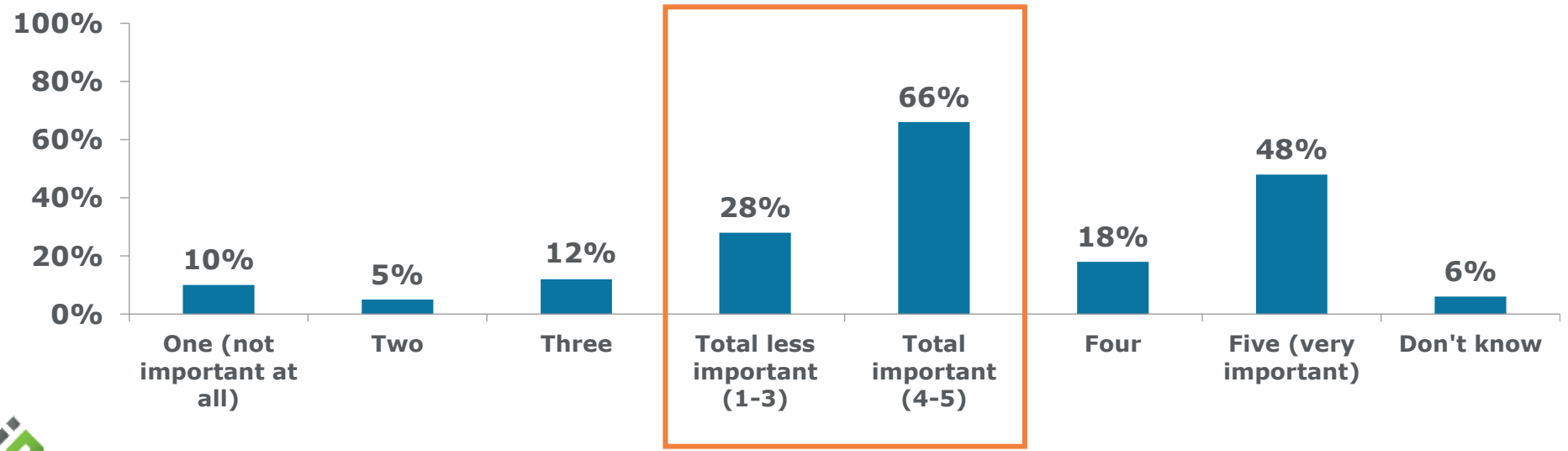
# REASONS FOR LOW IMPORTANCE OF QUALITY BUS SERVICE

IF LESS IMPORTANT: "Why do you give that rating?" (Q22.1, N=41)



# IMPORTANCE OF IMPROVING RELIABILITY OF BUS SERVICE

“Bus Rapid Transit, or BRT seeks to make bus service more reliable and quick, even during rush hour. Priority measures include traffic signal technology, lanes for buses and other changes to the roadway to make it easier for buses to move quickly. These improvements save time for passengers, making the bus more useful and more cost efficient. Using a five-point scale where five is very important and one is not important at all, in your opinion, how important is to improve reliability and quickness of buses along Division Street?” (Q23)



# RELIABILITY OF BUS SERVICE: *KEY SUBGROUPS*

	Less important (1-3)	Important (4-5)	Net important
<b>All residents</b>	28%	66%	+38%
<b>Region</b>			
North	36%	64%	+28%
South	18%	75%	+57%
East	22%	71%	+49%
West	33%	59%	+26%
<b>Gender</b>			
Men	36%	57%	+21%
Women	20%	74%	+54%
<b>Age</b>			
18-34	26%	69%	+43%
35-54	25%	71%	+46%
55-64 (N=45)	42%	56%	+14%
65+	22%	63%	+41%
<b>Length of residence</b>			
0-19 years	24%	74%	+50%
20+ years	31%	63%	+32%
<b>Quality of transportation</b>			
Excellent/good	27%	67%	+40%
Fair	23%	69%	+46%
Below average/poor	30%	66%	+36%

As with quality of bus service, women and newer residents are more likely than men and longer-term residents to say improving the reliability of bus service is important. Regionally, South and East area residents are more likely than North or West residents to say important.



# RELIABILITY OF BUS SERVICE: *KEY SUBGROUPS (2)*

	Less important (1-3)	Important (4-5)	Net important
<b>All residents</b>	28%	66%	<b>+38%</b>
<b><i>Pre-COVID travel on Division</i></b>			
Once a week or more	32%	64%	<b>+32%</b>
Less frequently	25%	69%	<b>+44%</b>
<b><i>Safety traveling by vehicle on Division</i></b>			
Safe	28%	67%	<b>+39%</b>
Not safe (N=19)	21%	69%	<b>+48%</b>
<b><i>Safety walking/biking on Division</i></b>			
Safe	27%	69%	<b>+42%</b>
Not safe	27%	68%	<b>+41%</b>
<b><i>Improvement along Division?</i></b>			
Needs major improvement	28%	68%	<b>+40%</b>
Needs some improvement	22%	74%	<b>+52%</b>
Needs no improvement (N=44)	51%	38%	<b>-13%</b>
<b><i>Improve quality of bus service</i></b>			
Less important 1-3	68%	25%	<b>-43%</b>
Important 4-5	10%	88%	<b>+78%</b>

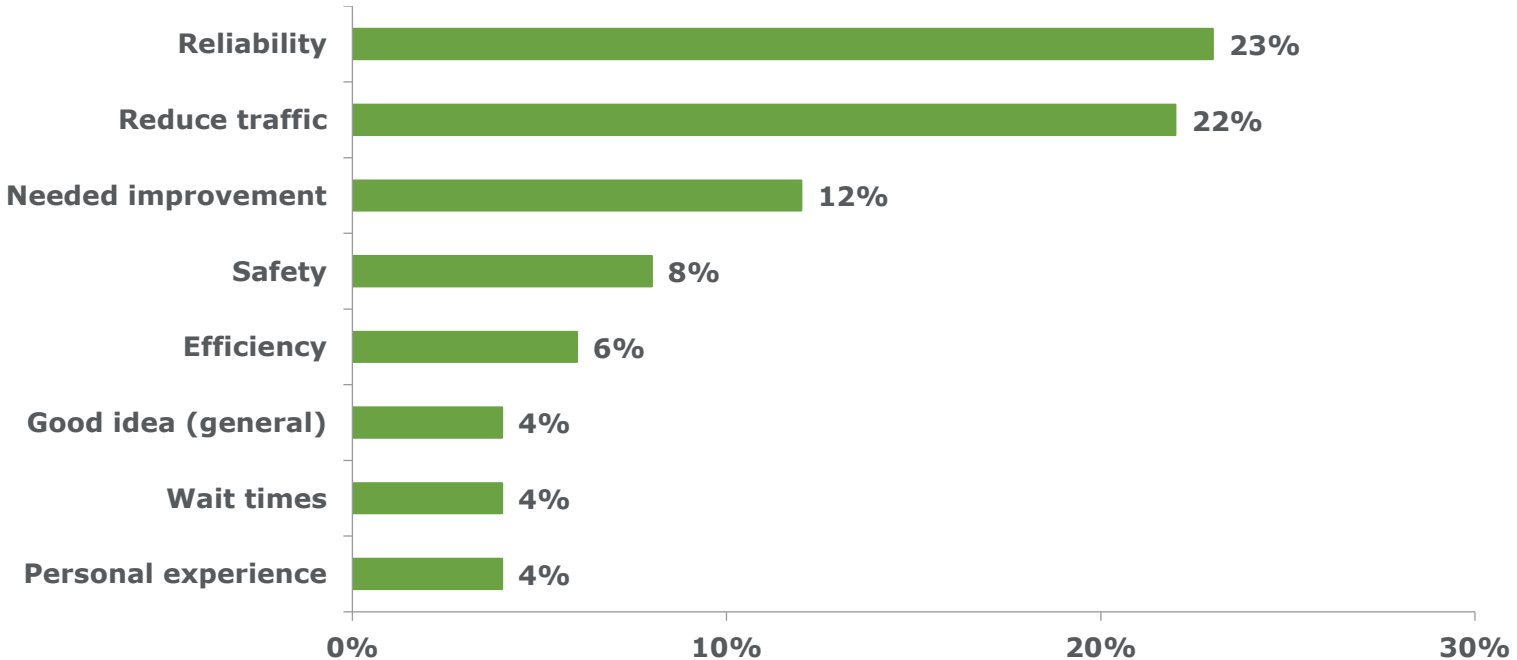


**As with quality of bus service, there are wide differences on impressions of the importance of bus service reliability when it comes to thoughts on necessary improvements and quality of bus service.**



# REASONS FOR HIGH IMPORTANCE OF RELIABLE BUS SERVICE

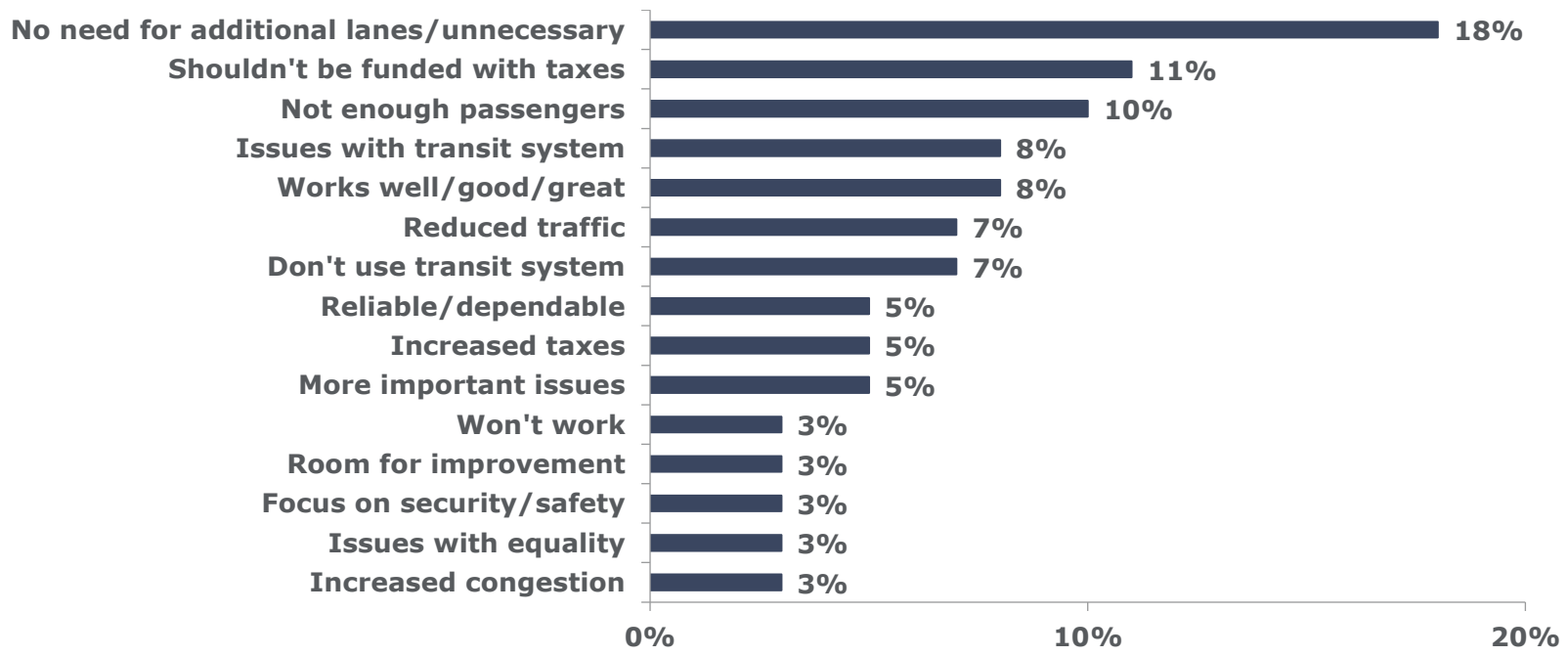
IF MORE IMPORTANT: "Why do you give that rating?" (Q24.2, N=165)



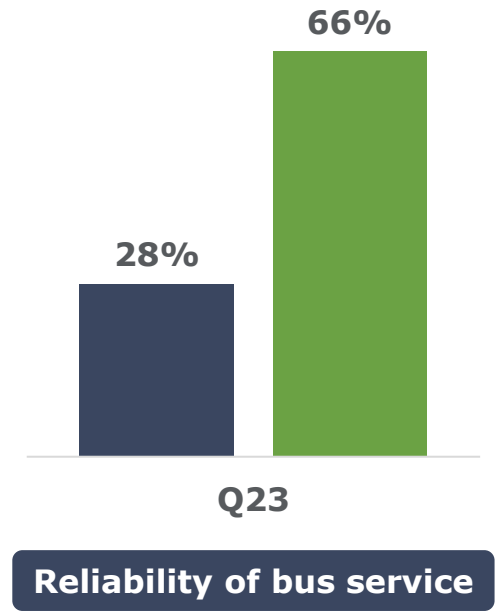
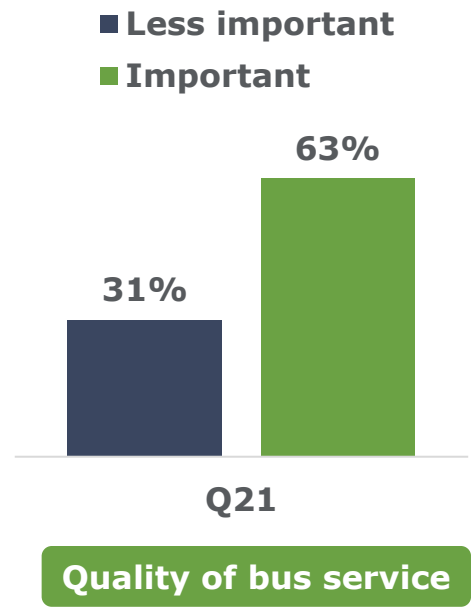
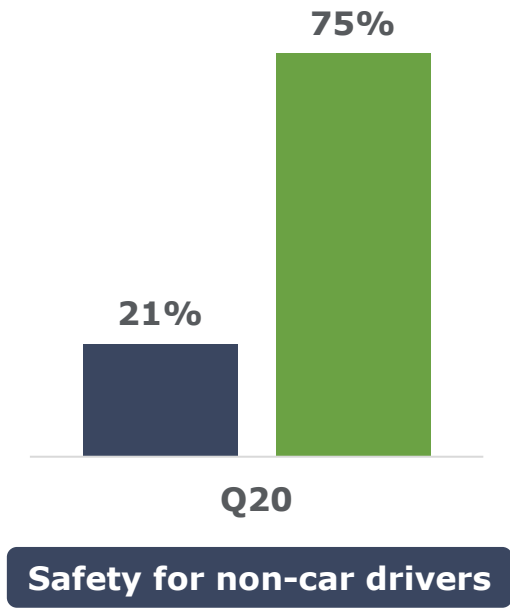


# REASONS FOR LOW IMPORTANCE OF RELIABLE BUS SERVICE

IF LESS IMPORTANT: "Why do you give that rating?" (Q24.1, N=39)



# IMPORTANCE RATINGS COMPARISON: SAFETY QUALITY BUS SERVICE – RELIABLE BUS SERVICE





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