

2021 Humboldt County Transportation Attitudes Survey

Summary of Findings: Income

Synthesis

Lower-income Humboldt County residents walk and/or bike regularly—but higher-income residents are more likely to do so on a daily basis. Lower-income residents like biking, but don't consider it as safe as higher-income residents do. Lower-income residents are less likely to consider driving pleasant or affordable, and more likely to prioritize cost in transportation mode choices. They are more likely to find current bus schedules inconvenient.

Survey Information

- Respondents were given eight different household income categories to use to describe themselves, ranging from “under \$15,000” to “\$200,000 and over.” In order to simplify the analysis and provide a larger number of respondents in each group, we grouped all respondents into four income groups for analytical purposes: under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, and \$75,000 or over.
- The purpose of analyzing responses by income is to identify if and when there are substantial differences in how people of different incomes use and/or perceive the local transportation system. Therefore, we summarize here only results where there were substantial differences between answers of respondents of different incomes. Where responses to questions or statements in the survey were similar among income groups, we generally do not report them here.

Transportation Mode Usage

- Higher-income respondents were more likely to walk and/or bike daily. Lower-income respondents were more likely to walk and/or bike less than daily but at least once a week. (Figure 1)

Perceptions of Ease of Use

- Lower-income respondents were less likely to report that the bus comes at convenient times. (Figure 2)

Perceptions of Safety

- Higher-income respondents were somewhat more likely to consider biking a safe way to get around. (Figure 3)

Perceptions of Pleasantness

- The lowest-income respondents were less likely than other respondents to consider driving a car pleasant/enjoyable. (Figure 4)

Perceptions of Affordability

- The lowest-income respondents were less likely than other respondents to consider owning and operating a car affordable. (Figure 5)

How Much Do People Like Using Various Modes?

- Lower-income respondents were more likely than higher-income respondents to prefer biking as an “ideal world” mode and less likely to prefer carpooling. (Figures 6-7)

What Factors Do People Consider When Deciding What Mode to Use?

- Lower-income respondents were more likely than higher-income respondents to consider cost an important factor in mode choice decisions. (Figure 8)

Figures

Figure 1: Frequency With Which Respondents Walk and/or Bike by Income

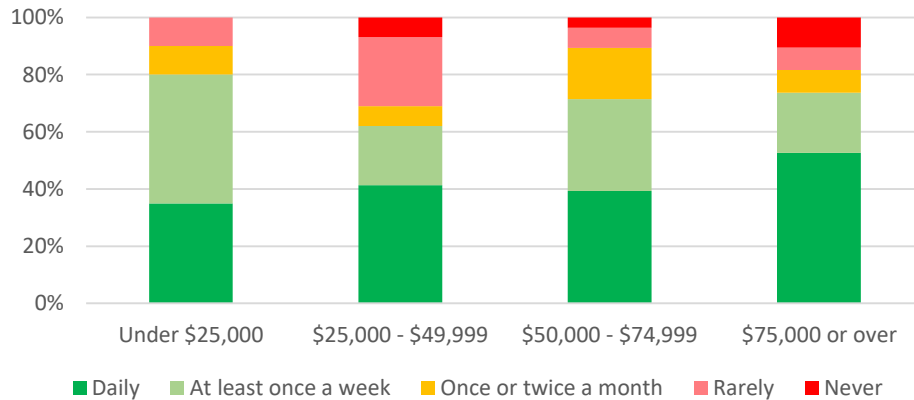


Figure 2: Responses to "The bus comes at times of day and days of the week that are convenient for me" by Income

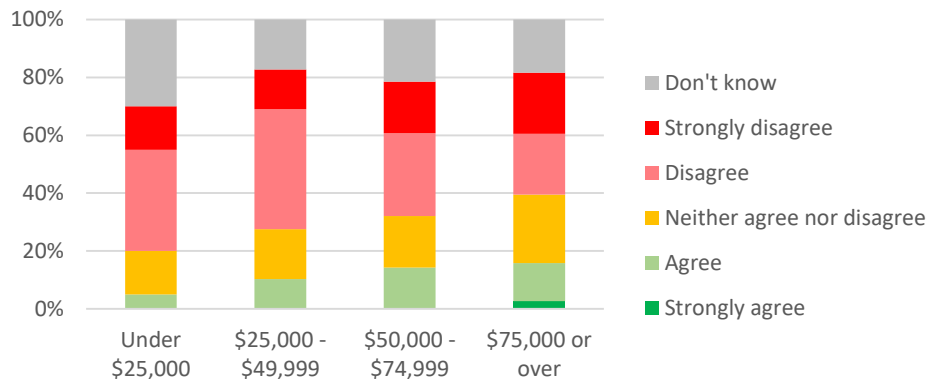


Figure 3: Responses to "Riding a bike in my community is safe" by Income

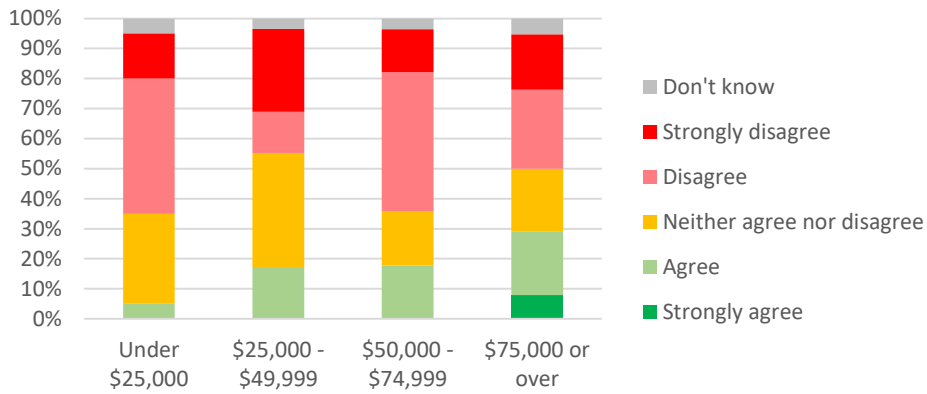


Figure 4: Responses to "Driving a car in my community is pleasant/enjoyable" by Income

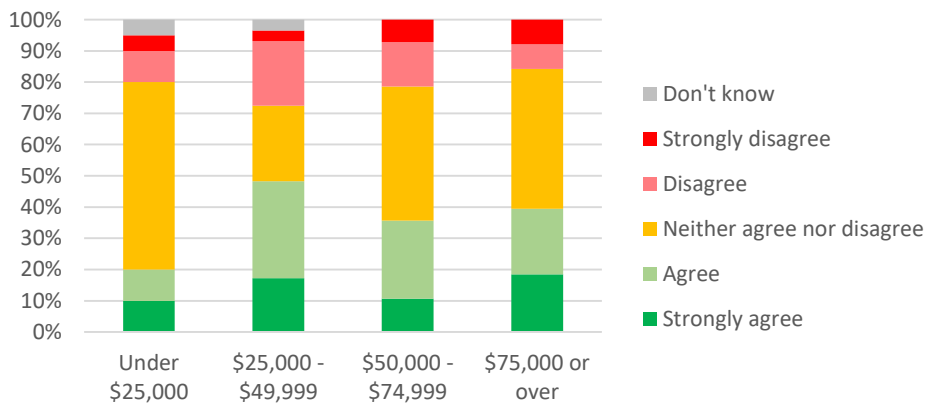


Figure 5: Responses to "Owning and driving a car in my community is affordable" by Income

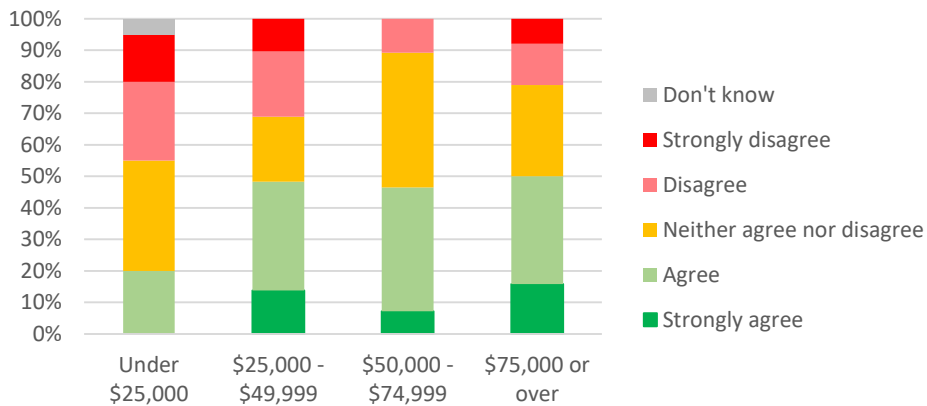


Figure 6: Respondents' Preferences for Carpooling in an "Ideal World" by Income

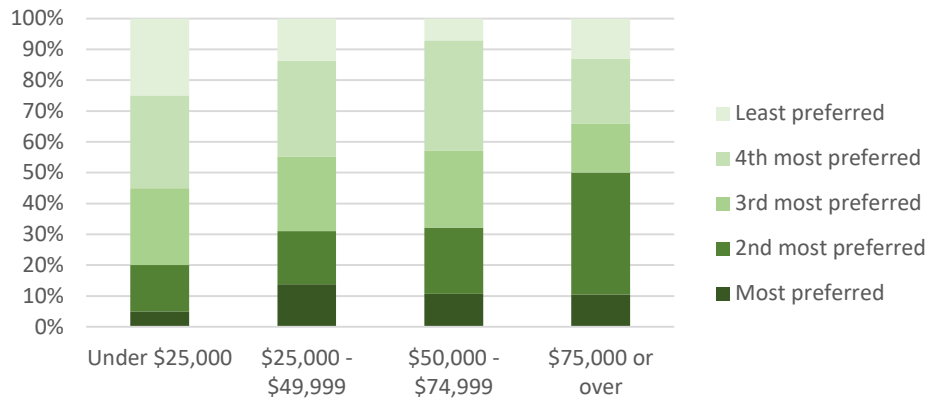


Figure 7: Respondents' Preferences for Biking in an "Ideal World" by Income

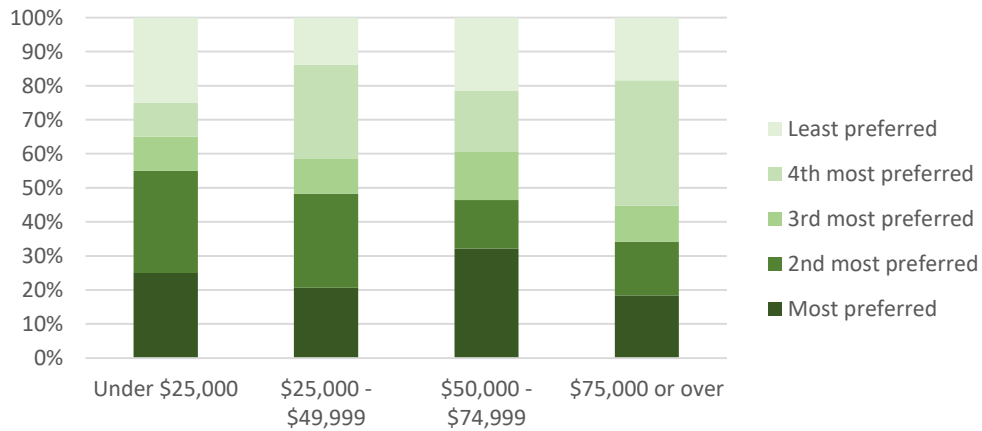


Figure 8: Respondents' Reports of the Importance of Cost in Their Transportation Mode Choices by Income

