

UNIVERSITY OF WISCONSIN

River Falls

SURVEY RESEARCH CENTER

Rock County Transportation Survey Report, 2022

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The Survey Research Center (SRC)

The Survey Research Center (SRC) is a research organization at the University of Wisconsin – River Falls in River Falls, Wisconsin. Since 1990, the SRC has provided statistically sound, low-cost information gathering services for academics, local units of government, non-profit groups, school districts, and other organizations. The SRC conducts surveys on a wide variety of topics including customer satisfaction, resident experience, business climate, equity and inclusion, labor needs, etc. The SRC is directed by Dr. Shaheer Burney and currently employs two staff members, Sarah Jensen, and Dr. David Trechter, and seven student assistants.

Acknowledgements

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We also want to thank the residents of Rock County who completed the survey.

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Executive Summary

More than 400 residents completed the Rock County Transportation Survey. The sample includes more men, senior citizens, people with college degrees, and White respondents than would be expected based on Census data. The distribution of household incomes aligned well with data from the U.S. Census. In part because of the over-representation of certain segments of the Rock County population, the SRC conducted a statistical analysis of survey responses of various subsets of the overall County population.

Current Status and Opinions

Only 5% of the sample rated their health as poor or very poor, so medical transportation was not likely to be a top-of-mind issue for most respondents.

Most respondents (67%) said their primary medical care provider is in Janesville and about one-in-five said their primary provider was in either Madison (22%) or Beloit (20%). The vast majority of respondents said they drive themselves to their medical appointments (88%).

Half the respondents said they live within five miles of their primary medical care provider, and about 80% said they think it is important or very important that Rock County have a medical transportation service, even though only about 20% felt it is likely they will use it. Written comments were consistent with this theme – *“even if I don’t think I will use it personally, it is an important service for Rock County to have.”*

Slightly more than 60% of respondents said they’d be willing to pay something and the average amount they’d pay for a one-way trip to an appointment via bus, van or tax was in the \$5.00 - \$9.99 range.

Past Use of Public Transit

A small proportion of respondents (4%) said they’d used any sort of public transit or the Rock County Transit Van program (2%) in the past twelve months. The primary reasons they have not used public transit are because they prefer to drive themselves (86% of respondents) or to be driven by family or friends (25%). Even with the low proportion of respondents who’ve used public transit and/or the Rock County Transit Van program, if expanded to the total County adult population, these rates would indicate 4,700 adults and 2,200 seniors have used public transit in the past year and 1,000 adults and 500 seniors have used the Transit Van program.

Impact of Transportation Difficulties

A small proportion of respondents said that they had missed important appointments in the past year because of a difficulty with transportation (4% of respondents). The most common appointments missed because of transportation difficulties were with doctors or for lab tests. However, most respondents who said that a transportation difficulty caused them to miss an appointment reported missing multiple types of important appointments (e.g. both a doctor's appointment and a lab appointment).

Analysis of Sub-Population Responses

The SRC analyzed the responses of men vs. women, those under 65 years of age vs. senior citizens, those with less than a college education vs. those with at least a 4-year degree, those from households with less than \$50,000 in annual income vs. those with higher incomes, and those living within five miles from their primary medical provider vs. those who lived further away.

There were relatively few statistically significant differences based on education, distance from the primary medical provider and, surprisingly, age. There were, however, many important differences based on gender and income.

Female respondents were significantly more likely to think it is extremely important for Rock County to offer a medical transportation service, are more likely to use such a service, and more likely to have missed important appointments because of transportation difficulties. Females were more likely to say they've not used public transit in the past because it was too expensive. They are more likely to have missed appointments because they don't have a car, lack friends/family to drive them to appointments, were unaware of transportation options and that their physical or mental health prevented them from scheduling transportation. Because women were under-represented in the sample, these results suggest that the need and support for a medical transportation service is somewhat greater than the overall results reported above suggest.

Household income was an even more important factor in terms of opinions about medical service transportation. The median income for Rock County is slightly less than \$60,000 per year. Respondents from households reporting less than \$50,000 per year were more likely to feel it is important for Rock County to have a medical transportation service, more likely to use such a service and more willing to pay for longer trips in that service. They are less likely to say they drive themselves to appointments and face more barriers to using public transit; they are more likely to report that it is difficult for them to understand the transportation schedules, fares are too expensive, they are concerned about safety (COVID, crime, etc.), and are unaware of transit options. Lower income respondents are more likely to have missed important appointments in the past year because of transportation problems and to have missed them because they don't own a car, don't have a driver's license, don't have family/friends to drive them, or because their health prevented them from scheduling transportation. It must also be noted that female

respondents, compared to male respondents, were twice as likely to say that their household income was under \$35,000

In sum, while relatively few residents have used public transportation, including the County's transit van system, most feel that it is important for Rock County to offer this service. Most residents are willing to pay a modest amount for medical transportation services. The service is particularly important for women and those from households with below-average incomes.

Introduction

Survey Purpose

The goal of this survey was to assess the need for transportation services, particularly services to help Rock County residents get to medical and related appointments.

Survey Methods

In late-February 2022, the SRC mailed surveys to 1,675 households in Rock County. Of those, 1,375 were randomly selected and 300 were households expected to have income of less than \$40,000 per year. Lower-income households were “oversampled” both because they are more likely to face transportation challenges and because past experience indicates that they are less likely to respond to surveys.

The initial mailing included a cover letter explaining the purpose of the survey, a three-page questionnaire, and a self-addressed, postage paid return envelope. In mid-March 2022, non-respondents received a postcard reminder to complete the survey and in early April 2022 those who had still not responded received a second survey with a return, postage-paid envelope. Respondents also had the option of completing the survey online, either by typing a URL (web link) into their internet browser or by scanning a QR code.

The following analysis will describe the overall results, then test for statistically significant differences across demographic subsets of the respondents (e.g. those 65 or older versus younger respondents, those from lower-income households versus households with higher incomes, etc.).

Any survey has to be concerned about “non-response” bias which is when people who don’t respond to a survey hold views that are systematically different from those who did respond. Based on a standard test for non-response bias, the SRC found little evidence that this is a problem for this data set (**see Appendix A**).

In addition to numeric data, respondents provided additional written comments. **Appendix B** includes all the written responses.

Appendix C contains a copy of the survey questionnaire with a complete quantitative summary of responses by question.

Description of Respondents

The survey collected a set of demographic information about respondents (gender, age, etc.). Table 1 summarizes the composition of the sample and, where available, comparable data from the U.S. Census.¹

Table 1: Demographic Profile of the Sample and of Rock County								
Gender	Total	Male	Female	Non-Binary	Other			
Sample	410	63%	36%	0%	0%			
Census (18+)	124,855	49%	51%					
Age	Total	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+	
Sample	415	0%	4%	9%	11%	24%	52%	
Census	124,855	11%	16%	16%	17%	18%	22%	
Household Composition	Total	0	1	2	3	4	5+	
Adults	401	6%	24%	57%	10%	2%	1%	
Children	282	76%	10%	7%	5%	1%	1%	
Education	Total	< High School	High School	Some College/ Tech	2-Yr Degree	4-Yr Degree	Grad/ Prof Degree	
Sample	400	5%	21%	20%	15%	21%	19%	
Census	110,933	8%	35%	22%	12%	16%	8%	
Income	Total	<\$15K	\$15K - \$34.9K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K - \$149.9K	\$150K+
Sample	378	6%	17%	16%	17%	18%	15%	10%
Census	65,237	10%	19%	14%	20%	15%	15%	8%
Race/Ethnicity	Total	White	Black	Am Indian	Pac Islander	Asian	Hispanic	
Sample	409	97%	0.5%	1%	0.2%	1%	4%	
Census	162,532	89%	7%	1%	0.1%	2%	9%	

Table 1 indicates that, relative to the Census data for Rock County, the sample:

- Included a substantially higher proportion of males
- Was much older than the overall population

¹ Census Data are from the 2020 American Community Survey, 5-Year Estimates.
<https://api.census.gov/data/2020/acs/acs5/subject>

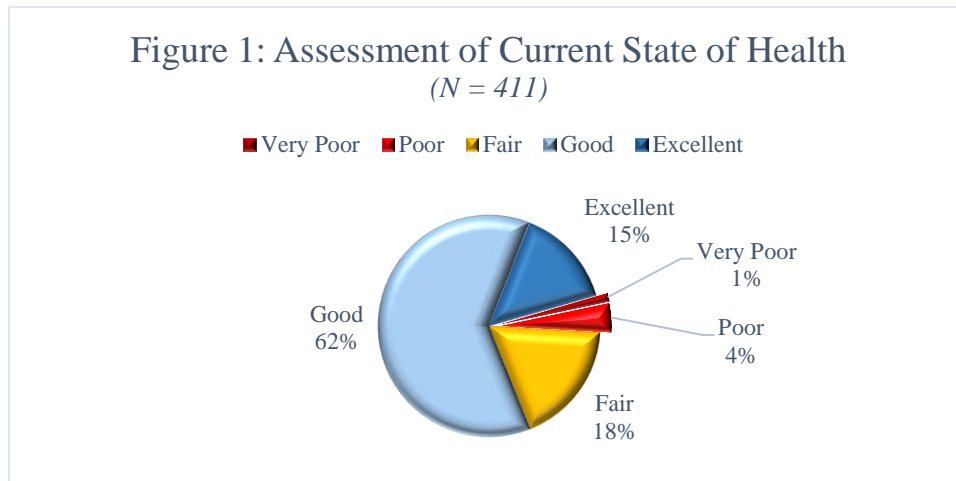
- Had more years of formal education than the overall population
- Had incomes similar to the overall population
- Has substantially fewer Black, Indigenous, people of color (BIPOC) respondents.

A majority of households were composed of one or two adults and no children. The Census indicates that 29% of households in Rock County had children under 18, so the sample is fairly similar (24% reported having children living in their households).

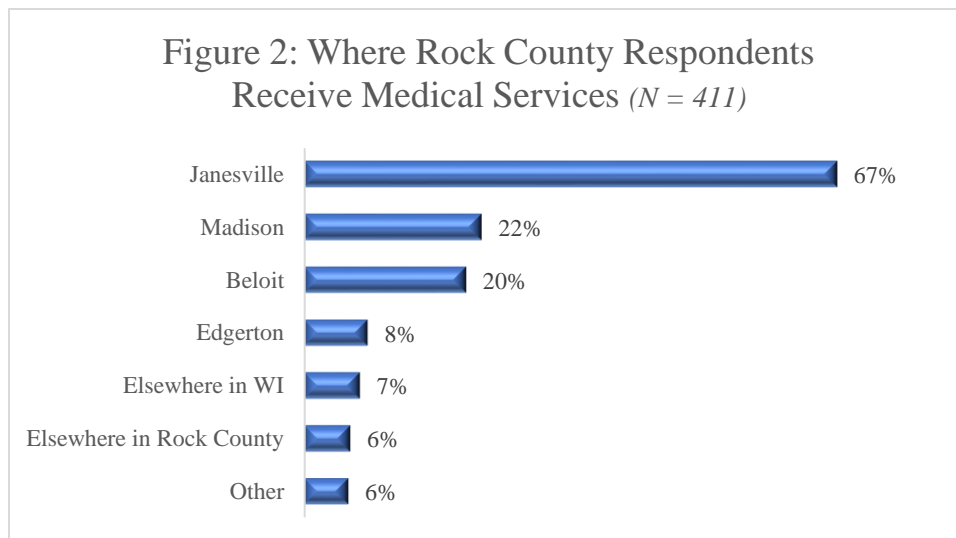
In sum, the demographic profile of the people who responded to this survey deviates from the overall adult population in Rock County in a number of ways. People are most likely to respond to a survey on a topic of interest to them and medical transportation issues are likely to be of greater interest for older residents, both because they are likely to have more health concerns and because they might have greater mobility challenges. So, some of the deviations between the sample and the underlying population are not at all surprising. In a later section of this report, the SRC will summarize a number of tests performed to determine if the demographic deviations of the sample are likely to have significant impacts on the overall results of the survey.

Current Health and Medical Transportation Opinions

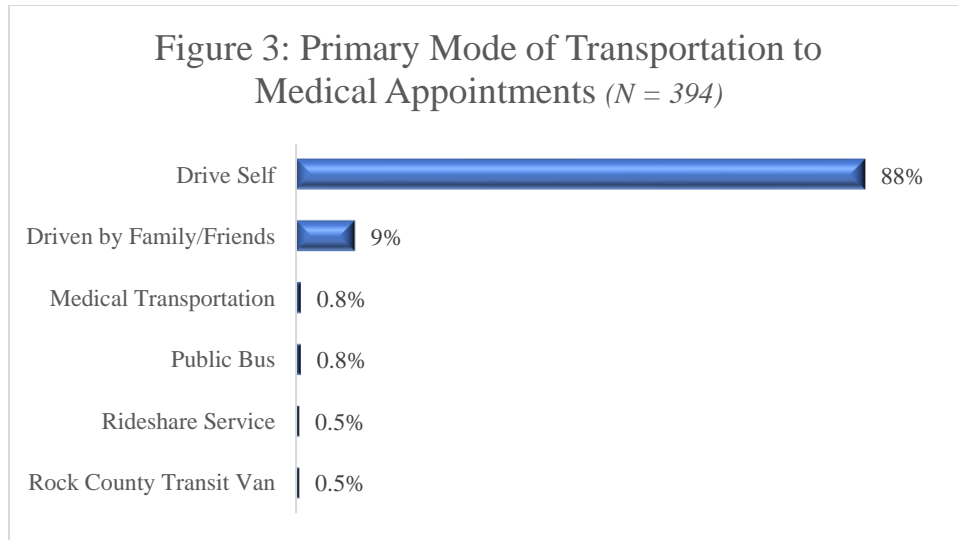
Current Health Status. Respondents were asked to self-assess their current state of health with answer options ranging from “very poor” to excellent. Figure 1 shows that about three-quarters of the respondents (77%) said their health was “good” (62%) or “excellent” (15%). At the other end of the spectrum, 5% said their health was “poor” (4%) or “very poor” (1%).



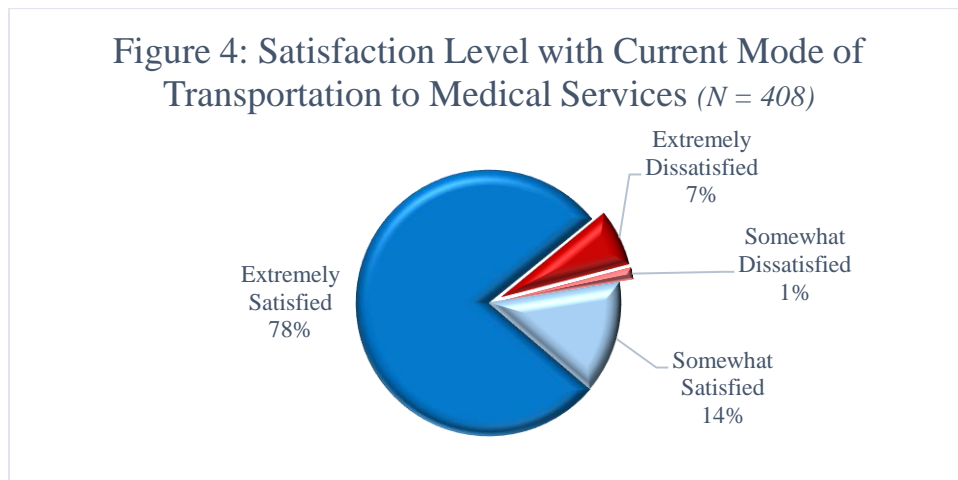
Where Health Services are Received. Respondents were asked where they go to see a doctor or acquire medical services. There were presented with several options and could select as many as they wanted. A total of 411 respondents selected at least one place where they receive medical services. Of those, most (73%) said they receive all their medical services in a single city/village. Figure 2 shows that about two-thirds of the respondents reported getting medical services in Janesville and about one-in-five received them in Madison or Beloit. The other options were identified by fewer than one-in-ten respondents as a place where they receive medical services.



Respondents' Primary Mode of Transportation to Medical Appointments. Not surprisingly, most respondents said they get to their medical appointments by driving themselves (88%), but nearly one-in-ten rely on family and friends to get them there (9%). A total of 10 respondents (out of nearly 400) said they rely on the other four modes of transportation shown in Figure 3.

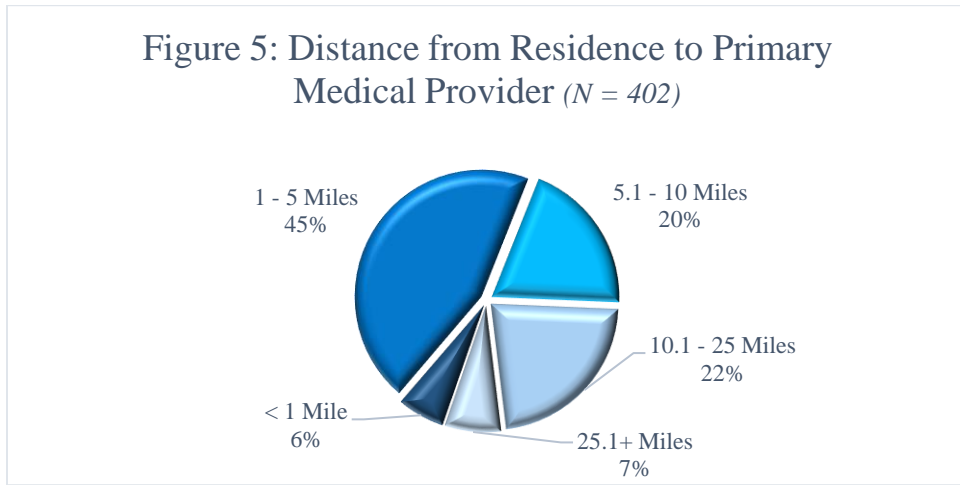


Satisfaction with Transportation to Medical Services. Since most people drive themselves, it is not surprising that most respondents (78%) are extremely satisfied with their primary mode of transportation to their medical appointments (Figure 4). Of those who said they drive themselves to their medical appointments, 81% said they were extremely satisfied with this mode of transportation compared to 62% of those driven by family or friends and 40% of those who took a bus, a transit van, a rideshare service, or medical transportation.

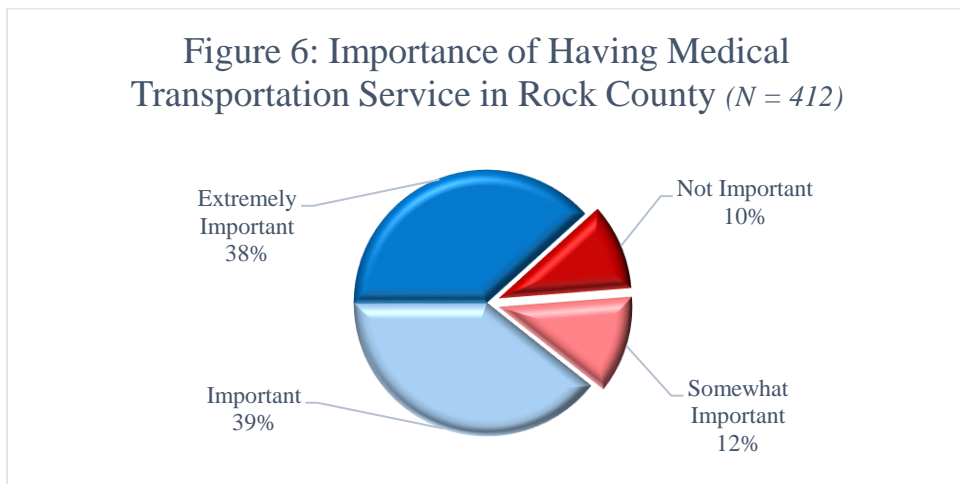


Distance to Primary Medical Provider. Respondents were asked to indicate approximately how far their home is from their primary medical services provider. Figure 5 indicates that about

half the respondents live within five miles of their primary medical services provider, but about three-in-ten (29%) live more than ten miles from their provider.

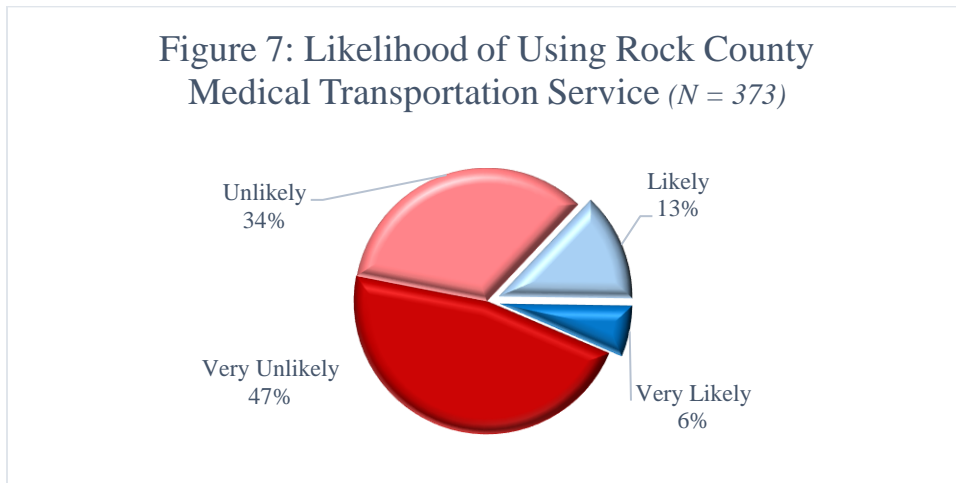


Importance of Medical Transportation Service. The survey asked people how important they think it is that a medical transportation service (e.g. bus, van, or taxi) is available in Rock County. Respondents' opinions about this are summarized in Figure 6. Nearly eight-in-ten respondents (rounds to 78%) said that, in their opinion, it is important or very important that Rock County have a medical transportation service. Only one-in-ten felt that it is unimportant that Rock County have such a service.

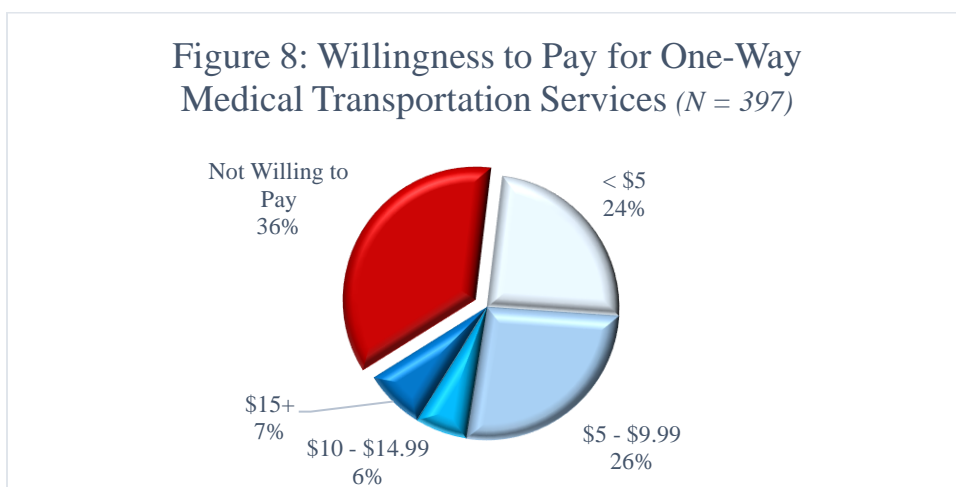


Likelihood of Using a Medical Transportation Service. Respondents were asked how likely it is that they would use a medical transportation service to get to an appointment if the service was available in their area of Rock County. Excluding the 37 respondents (9% of all responses) who

didn't know if they would use a medical transportation service, Figure 7 indicates that slightly less than two-in-ten respondents (19%) are likely or very likely to use such a service. If 19% of the adult population of Rock County were likely or very likely to use a medical transportation service that would be **a potential market of more than 24,000 people**. Of those 65 and over, 24% said they were at likely or very likely to use a medical transportation service; applied to Rock County Population of those 65 and older (26,556 people), this would be **a potential market of over 6,100 seniors**.



Willingness to Pay for Medical Transportation. A follow-up question asked respondents how much they would be willing to pay, one-way, for medical transportation via bus, van, or taxi to get to an appointment. In addition to an answer option of not being willing to pay anything, respondents were given six cost ranges, topping out at “more than \$25.” Relatively few respondents were willing to pay more than \$15 for a one-way ride to a medical appointment, so to facilitate exposition, the SRC combined the final three cost ranges (\$15 - \$19.99, \$20 - \$24.99, and \$25+) into a single category (\$15+).



Calculating the average value for this question indicates that respondents said they'd be willing to pay between \$5.00 and \$9.99 each way for medical transportation services via bus, van or taxi.

Slightly more than one-in-three respondents said they would not be willing to pay anything for medical transportation services. About one-in-four said they would pay less than \$5 for a one-way trip, a comparable proportion would pay between \$5.00 and \$9.99 for medical transportation services. Slightly more than one-in-ten respondents (13%) said they would pay \$10 or more for a one-way trip to a medical appointment. Empirical studies have shown that questions like this often result in lower-than-actual willingness to pay estimates. That is, while the average amount respondents said they'd be willing to pay was less than \$10.00 for a one-way trip, if the service was actually available, we'd expect a slightly higher willingness-to-pay figure.

When asked in a follow-up question if they would be willing to pay more for medical transportation to destinations further from their homes, about three-quarters (74%) said they would not and one-quarter (26%) said they would be willing.

Respondent Comments About Transportation in Rock County

Near the end of the questionnaire, respondents were asked to share any other thoughts they had about transportation in Rock County. A total of 79 people provided comments and the SRC split them into eight thematic categories plus a “miscellaneous” group. The categories and number of comments in each is shown in Table 2.

Category	Number
Don't need currently, but important to have available	30
Don't use/Drive self	13
Needed/Not available	9
Need more information	6
Opposed to service	5
Used in past - positive/neutral	4
Used in past – negative	3
Rail service	2
Miscellaneous	7

Clearly, the largest set of comments indicated that the respondent might not currently need medical transportation services, but recognized the need for and importance of such a service in Rock County. Examples of comments in this category include:

Although I currently do not have transportation needs, I think it is important that Rock County has transportation available to those that may need it!

I refer many people to ride services such as Rock County Transit for their medical appointments and a service like this is needed in Rock County. There are many poor individuals who need help with medical appointment rides, including rides to specialist in Madison and other communities in neighboring communities.

Perhaps asking about the numerous times per month that I drive relatives and neighbors to Janesville, Stoughton, or Madison for health care would help in determining the need of this worthwhile endeavor.

The comments in the “Don’t use/Drive self” category are fairly self-explanatory – people who don’t feel a need for this service because they drive themselves wherever they need to go.

In the “Service is needed” category, respondents talked about the challenges of getting to multiple types of destinations. Examples include:

I have friends that desperately need to get to a bigger grocery store or a Walmart but can't afford current travel fares.

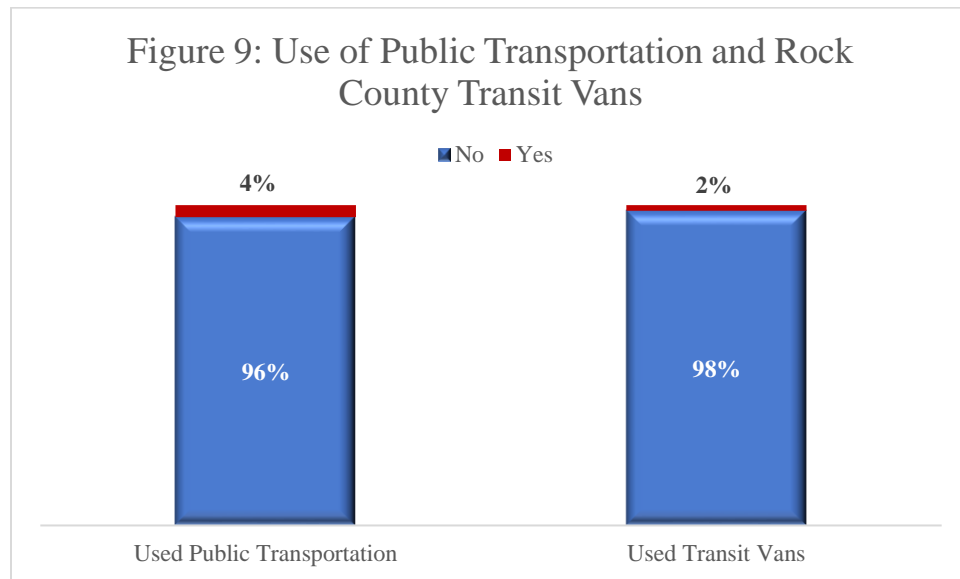
I had a friend in her 70s that was house bound. She relied on me for Dr's appointments as there was no transportation available. She also had very limited finances. I feel there is a real need in Rock Co. for people like her.

The complete set of comments is included in Appendix B.

The open-ended comments are generally consistent with the results summarized in Figures 6 and 7. While few of those commenting are current users of medical transportation services (consistent with Figure 7), most see this as an important service to have in Rock County (Figure 6), both for those who currently have transportation problems and for themselves should their ability to transport themselves diminish in the future.

Past Public Transportation Use

Respondents were asked if they have used public transportation/city bus in the past twelve months and if they have used the Rock County Transit Van over that time period. Figure 9 indicates that only 4% of the respondents had used public transportation in the past year only 2% have used Rock County's Transit Van program. For those over 65, a slightly lower percentage have used public transit (2.6%) but a slightly higher proportion have used the Rock County Transit Van program (2.6)



If we apply these percentages to the total population in Rock County, it suggests:

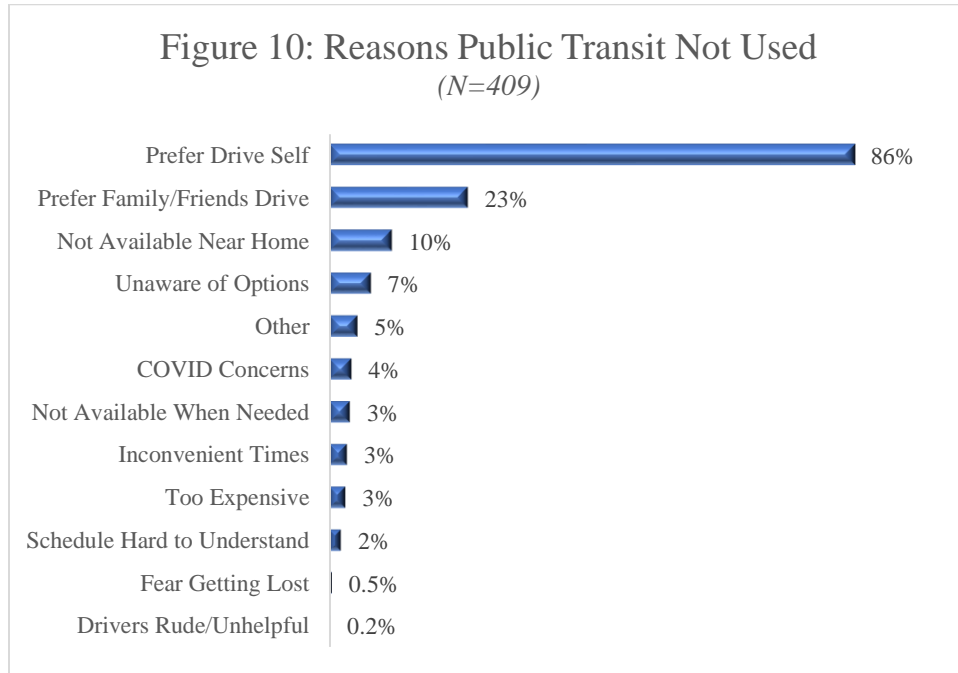
- Slightly less than 4,700 adults used public transportation in the past year
- About 1,000 used Rock County's Transit Van program in the past year

If we apply the use percentages of seniors who've used these services to the population of those over 65 in Rock County, it suggests that **690 seniors would use public transit and the Transit Van program each year.**

In a follow-up question, respondents were asked to indicate why they had not used public transportation or the Transit Van program. There were given 11 potential reasons for not using these services plus an "other, please specify" option. Respondents could select all that applied and:

- 409 respondents identified at least one reason for not using public transit
- the average number of reasons selected was 1.5
- a couple of people selected five or more reasons

Figure 10 shows that, by far, the primary reason for not using these public transportation options was that people prefer to drive themselves (86% of respondents selected this option). About one-quarter said they prefer to be driven to their desired destinations by friends or family and one-in-ten said these services were not near their residence. Somewhat surprisingly, only 7% said they were unaware of these options.



Pretty clearly, the primary barrier to increasing use of public transit options is the convenience/flexibility of driving oneself to desired destinations.

Impact of Transportation Challenges

Transportation challenges can have real costs in the form of missed appointments and/or missed days of work. Of the 401 people who answered the question, only 16 (4%) said they had missed a medical or other appointment in the past year because of transportation difficulties. While this is a low percentage of the sample, as noted above, 4% applied to the total adult population means that nearly 4,700 people missed an appointment over the previous 12 months, or, if applied to only those over 65, slightly more than 1,000 missed an appointment.

Those who said they had missed an important appointment because of transportation problems were asked to indicate the type of appointment missed and the number of times that sort of appointment had been missed in the past twelve months.

Table 3: Appointments Missed Because of Transportation Difficulty						
	Number	One	Two	Three	Four	Five or More
Doctor	15	27%	40%	27%	7%	0%
Lab Work	8	38%	50%	13%	0%	0%
Urgent Care	5	60%	20%	0%	0%	20%
Physical Therapy	5	20%	60%	0%	20%	0%
Days of Work	4	25%	75%	0%	0%	0%
Dental	3	67%	33%	0%	0%	0%
Vision	3	67%	33%	0%	0%	0%
Mental Health	3	67%	0%	0%	0%	33%
Surgery	3	33%	33%	33%	0%	0%

Table 2 shows that transportation difficulties are most likely to cause people to miss visits to their doctor (15 respondents) or laboratory work such as blood tests or X-rays (8 respondents). In addition, for both doctor visits and lab work, a majority of those who missed appointments because of transportation difficulties, missed more than one appointment in the past year. It was relatively uncommon for transportation challenges to cause respondents to miss the other types of appointments shown in Table 2.

In addition, of the respondents who said they had missed an appointment, about two-thirds had missed more than one type of appointment. For example, if a respondent missed a doctor's appointment, there is a better than even chance that they also missed an appointment at a lab and/or a physical therapy session. Thus, though transportation difficulties pose problems for a small minority of Rock County residents, those who have such problems are likely to be adversely affected in multiple ways.

Analysis of Results by Population Subgroups

As noted above, there were some substantial demographic differences between the sample and the overall adult population in Rock County. In this section of the report, the SRC will test to see if there are substantial and significant differences of opinion between:

- Males and females
- Respondents 65 and older vs. younger respondents
- Those with at least a bachelor's degree vs. those with fewer years of formal education
- Those from households with incomes under \$50,000 per year compared to those with higher levels of income (the Census indicates that the median income for Rock County is \$59,519, so this split is, roughly, comparing those with below median and above median household incomes)
- Those living within five miles of their primary medical services provider and those living farther away

There is insufficient data to do a statistical comparison of the responses of white and BIPOC respondents.

*To test for significant differences, the SRC used T-tests and cross tabulations. In statistics, a result is **statistically significant** if it is unlikely to have occurred by chance. Statistical significance is expressed as a probability that the observed difference between two groups' averages is not real. A commonly used probability standard is .05 (5%). Statistical significance at the .05 level indicates there is only a 5 in 100 probability that the average values for the two groups are actually equal. **Response patterns that vary at statistically significant levels (p-value < 0.05) are noted in this section.***

Males Versus Females

While slightly less than half of the Rock County adult population are male, men comprised more than 60% of the sample used in this report (256 males responded and 146 females). In this section, the SRC will use statistical tests to see if there is a pattern of differences between males and females with respect to the topics covered in this study.

Table 4: Significant Differences Between Males and Females, Medical Transportation			
Variable	Indicator	Males	Females
Current Medical Transportation Opinions			
Q1. Receives Medical Services, Elsewhere Rock Co.	% Yes	4%	9%
Q3. Primary Mode Transportation to Medical Services	% Drive Self	91%	84%
Q5. Importance of Medical Transportation Service	% Extremely Imp	32%	49%
Q6. Would Use Medical Transport Service	% Likely + Very Likely	16%	26%
Past Medical Transportation Use			
Q13b. Used Rock Co Transit Vans Last 12 Months	% Yes	2%	7%
Q14a. Why Don't Use Pub. Transit – Drive Self	% Yes	90%	79%
Q14a. Why Don't Use Pub. Transit – Too Expensive	% Yes	2%	5%
Impact Transportation Challenges			
Q10. Missed Appointment – Transportation Problem	% Yes	2%	7%
Q11. Missed Doctor Appointment	(N) % 3+ Missed	(6) 0%	(9) 56%
Q12. Missed Because – No Car	% Yes	3%	7%
Q12. Missed Because – No Family/Friend to Drive	% Yes	4%	12%
Q12. Missed Because – My Health Prevented	% Yes	1%	5%
Q12. Missed Because – Didn't Know Transportation Options	% Yes	7%	15%

Demographically, the only significant difference between males and females was that males reported higher household income. This difference probably accounts for several of the significant differences between men and women reported below.

Table 4 indicates that, compared to men, women were:

- More likely to receive medical services from somewhere in Rock County other than Janesville, Beloit or Edgerton
- Were somewhat less likely to drive themselves to their appointments
- Were more likely to say that having a medical transportation service in Rock County is extremely important
- Were more likely to say they would use a medical transportation service if available in the area of Rock County in which they live

In the past, women were:

- More likely to have used a Rock County Transit Van
- Less likely to say that they have not used public transit because they prefer to drive themselves
- More likely to say they did not use public transit because they couldn't afford the fares

Women were also more likely to suffered adverse consequences because of transportation problems:

- More than three times the proportion missed an appointment than was the case for men
- Were more likely to have missed a doctor's appointment and more likely to have missed multiple such appointments
- Were more than twice as likely to say their transportation difficulty was the lack of a car
- Were three times as likely to say their transportation difficulty was the lack of family or friends to give them a ride to their appointment
- Were five times as likely to say their transportation difficulty was that their physical or mental health prevented them from scheduling transportation
- Were twice as likely to say their transportation difficulty was the lack of knowledge about transportation options in her area

In sum, given that women were under-represented in the sample, these results suggest that the results presented in the overview **may understate the past and future use of a medical transportation service.**

Respondents Over 65 Years of Age Versus Younger Respondents

Seniors were over-represented in the sample; there were 203 respondents 65 or older compared to 164 who were younger than that. Twice the proportion of those over 65 reported household incomes of less than \$50,000 (54% vs. 27% of younger respondents). The median income in Rock County is slightly more than \$50,000 per year, so a majority of seniors in the sample have lower than typical incomes. Seniors also had significantly less formal education (34% had a 4-year college degree vs. 48% of younger respondents). However, the proportion of Rock County seniors with a college degree is similar to the average for the state of Wisconsin.

Table 5: Significant Differences Between Seniors and Younger Respondents, Medical Transportation			
Variable	Indicator	Age < 65	Seniors
Current Medical Transportation Opinions			
Q1. Receives Medical Services, Beloit	% Yes	16%	25%
Q1. Receives Medical Services, Elsewhere Rock Co.	% Yes	9%	4%
Q2. Current Health Status	% Fair or Worse	18%	29%
Q7. Distance to Primary Medical Service Provider	% < 5 Miles	40%	55%
Q3. Primary Mode Transportation to Medical Services	% Drive Self	94%	82%
Q6. Would Use Medical Transport Service	% Likely + Very Likely	14%	24%
Q8. Willingness to Pay for Transportation Service	% Unwilling to Pay	49%	28%
Past Medical Transportation Use			
Q14a. Why Don't Use Pub. Transit – Drive Self	% Yes	89%	80%
Q14b. Why Don't Use Pub. Transit – Family/Friends	% Yes	17%	27%
Impact Transportation Challenges			
Q12. Missed Because – My Health Prevented	% Yes	0%	4%

Compared to younger respondents, those 65 and older were:

- More likely to receive medical services in **Beloit**, but less likely to receive them **somewhere in Rock County other than Janesville, Beloit or Edgerton**
- More likely to say their current health was only fair or worse
- Likely to live closer to their primary medical provider
- Less likely to drive themselves to medical appointments
- More likely to use a medical transportation service if available near where they live
- Were more willing to pay for medical transportation services

In terms of why they have not used public transportation options in the past, seniors were:

- Less likely to say that they didn't use it because they prefer to drive themselves
- More likely to say that they prefer to have family or friends drive them to appointments

In terms of causes of transportation difficulties, seniors were:

- More likely to say that transportation difficulties experienced in the past year were because their physical or mental health prevented them from scheduling the transportation

In sum, there were fewer significant differences between seniors and younger respondents than the SRC expected. Key take-ways are that Rock County seniors, despite having lower household incomes, appear to be more likely to use and to pay for medical transportation services. This may be because their health is likely to be more fragile and they are more dependent on family and friends for transportation assistance.

Respondents with a Bachelors' Degree or More Versus Those with Fewer Years of Formal Education

More respondents had less than a 4-year college degree (220 vs. 179 with at least a bachelor's degree) and those lacking a college degree tended to be older (60% were 65 or older compared to 42% of those with a 4-year degree). Those with more years of education reported significantly higher household incomes. There were relatively few statistically significant differences between those with more or fewer years of formal education (Table 6)

Table 6: Significant Differences Between Respondents Without a College Degree and Those With at Least a Bachelor's Degree, Medical Transportation			
Variable	Indicator	Lower	Higher
Current Medical Transportation Opinions			
Q2. Current Health Status	% Fair or Worse	29%	16%
Q3. Primary Mode Transportation to Medical Services	% Drive Self	84%	93%
Q6. Would Use Medical Transport Service	% Likely + Very Likely	26%	12%
Q9. Willingness to Pay More for Longer Distances	% Yes	69%	84%
Past Medical Transportation Use			
Q14a. Why Don't Use Pub. Transit – Drive Self	% Yes	82%	90%
Q14b. Why Don't Use Pub. Transit – Too Expensive	% Yes	5%	0%
Impact Transportation Challenges			
Q10. Missed Appointment – Transportation Problem	% Yes	6%	2%
Q12. Missed Because – Don't Own Car	% Yes	7%	2%
Q12. Missed Because – Don't Have License	% Yes	5%	1%

In terms of current medical transportation conditions/opinions, those with fewer years of formal education were:

- More likely to rate their **current health as only fair or worse**
- Less likely to **drive themselves** to medical appointments
- More likely to **use a medical transportation service** if available in their area
- Less willing to **pay more** if transported further

In terms of past public transportation use, those with less than a college degree were:

- Less likely to say they didn't use public transit because they **prefer to drive themselves**
- More likely to say they didn't use public transit because they **couldn't afford the fares**

In terms of the impact of transportation problems, those without a college degree were:

- Three times as likely to have **missed an important appointment** because of a transportation problem
- About three times as likely to have missed it because they **don't own a car** and five times as likely to have missed it because they **lack a driver's license**

Respondents with Household Incomes below the Rock County Median Versus Higher Income Households

There were a large number of statistically significant differences of opinion about medical transportation services between the 256 respondents with household incomes under \$50,000 per year and the 146 respondents with household income levels higher than that. Demographically, respondents from households with **less than \$50,000 per year** were significantly more likely to be **female** (52% vs. 26% of those from higher income households were female), **have less formal education** (27% had at least a bachelor’s degree vs. 53% of those from higher income households), and be **older** (69% were seniors vs. 38% of those from higher income households).

Table 7: Significant Differences Between Lower/Higher Income Respondents, Medical Transportation			
Variable	Indicator	Lower	Higher
Current Medical Transportation Opinions			
Q1. Receives Medical Services, Janesville	% Yes	58%	71%
Q1. Receives Medical Services, Beloit	% Yes	26%	17%
Q1. Receives Medical Services, Elsewhere Rock Co.	% Yes	10%	4%
Q1. Receives Medical Services, Madison	% Yes	16%	27%
Q1. Receives Medical Services, Elsewhere Wisconsin	% Yes	10%	4%
Q2. Current Health Status	% Fair or Worse	40%	13%
Q3. Primary Mode Transportation to Medical Services	% Drive Self	79%	95%
Q4. Satisfied with Mode of Medical Transportation	% Extremely Sat.	66%	86%
Q5. Medical Transportation Service Important	% Extremely Imp.	46%	35%
Q6. Would Use Medical Transport Service	% Likely + Very Likely	40%	8%
Q9. Willingness to Pay More for Longer Distances	% Yes	70%	79%
Past Medical Transportation Use			
Q13b. Used Rock County Transit Van in Last Year	% Yes	4%	0.4%
Q14a. Why Don't Use Pub. Transit – Drive Self	% Yes	75%	94%
Q14c. Why Don't Use Pub. Transit – Hard Schedule	% Yes	4%	1%
Q14e. Why Don't Use Pub. Transit – Too Expensive	% Yes	7%	1%
Q14i. Why Don't Use Pub. Transit – Didn't Know	% Yes	11%	5%
Q14k. Why Don't Use Pub. Transit – Safety Concerns	% Yes	7%	3%
Impact Transportation Challenges			
Q10. Missed Appointment – Transportation Problem	% Yes	9%	1%
Q12a. Missed Because – Don't Have a Car	% Yes	12%	0%
Q12b. Missed Because – Don't Have License	% Yes	7%	1%
Q12d. Missed Because – Can't Afford Car Upkeep	% Yes	7%	3%
Q12e. Missed Because – No Friends/Family Avail.	% Yes	14%	2%
Q12f. Missed Because – My Health Prevented	% Yes	4%	1%
Q12h. Missed Because – Didn't Know Options	% Yes	14%	6%
Q12i. Missed Because – Can't Afford Fares	% Yes	4%	0%

Table 7 indicates that lower and higher income groups have very different current experiences/opinions about medical services. Specifically, compared to respondents from households with annual incomes of at least \$50,000, lower income respondents were:

- More likely to receive medical services in **Beloit**, somewhere in **Rock County other than Janesville or Edgerton**, or **somewhere else in Wisconsin**. They were less likely to receive medical services in **Janesville or Madison**
- More likely to say their **current health was only fair or worse**
- Less likely to **drive themselves** to medical appointments
- Less satisfied with their **primary mode of transportation** to medical appointments
- More likely to think it is **extremely important** that Rock County offer medical transportation services
- More likely to say they would **use** such a service
- Less likely to be **willing to pay** more for transportation over longer distances

Lower income respondents were:

- Ten times as likely to have used a Rock County Transit Van in the past year
- Less likely to say they have not used public transit because they prefer to **drive themselves**.
- Four times as likely to say they have not used public transit because it is **too hard to understand the schedule**, seven times as likely to say the service is **too expensive**, twice as likely because they **didn't know about options**, and twice as likely because of **safety** concerns

In terms of consequences of transportation difficulties, lower income respondents were:

- Nine times as likely to have **missed a medical appointment because** of a **transportation** difficulty
- Much more likely to say they **don't have a car**, seven times as likely to **not have a driver's license**, twice as likely to say they **can't afford to maintain** an automobile, seven times as likely to say **no friends or family** were available to take them to an appointment, four times as likely to say their **physical or mental health prevented** them from scheduling transportation, twice as likely to be **unaware of public transit options**, and much more likely to say they **can't afford the fares**

These data strongly support the conclusion that medical transportation issues are highly correlated with household income levels. Lower income respondents were in less robust health, receive medical services in quite different places, think it is important for Rock County to offer medical transportation services and are more likely to use these services. Lower-income respondents face a much larger array of transportation challenges and are less aware of public transit options.

Respondents Living within Five Miles of Their Medical Provider Versus Those Living Farther Away

The SRC’s hypothesis was that medical transportation services might be more important for the 203 people who live more than five miles from their primary medical services provider than for the 202 who live within five miles of their doctor. Table 8 shows that there is relatively little support for this hypothesis.

Table 8: Significant Differences Between Respondents Living within Five Miles of Their Medical Service Provider vs. Those Living Further Away, Medical Transportation			
Variable	Indicator	5 Miles or Less	5+ Miles
Current Medical Transportation Opinions			
Q1. Receives Medical Services, Janesville	% Yes	76%	56%
Q1. Receives Medical Services, Madison	% Yes	12%	32%
Q1. Receives Medical Services, Elsewhere WI	% Yes	3%	10%
Q9. Willingness to Pay More for Longer Distances	% Yes	80%	68%
Past Medical Transportation Use			
Q14d. Why Don’t Use Pub. Transit – Not Available	% Yes	6%	16%
Impact Transportation Challenges			
Q10. Missed Appointment – Transportation Problem	% Yes	2%	6%
Q12b. Missed Because – Don’t Have License	% Yes	5%	3%
Q12f. Missed Because – Health Limitation	% Yes	4%	1%
Q12g. Missed Because – Not Available Near Home	% Yes	1%	5%
Q12h. Missed Because – Don’t Know about Options	% Yes	6%	13%

With respect to current health conditions/opinions, it isn’t surprising that those who live further from their primary medical provider were:

- More likely to say their primary medical provider is in **Madison** or **elsewhere in Wisconsin** and less likely to be in **Janesville**
- Less likely to be **willing to pay more to be transported further** – this may be because they are more certain that such a surcharge would apply to them or because they doubt a Rock County Medical Transportation service would take them to Madison or elsewhere in Wisconsin

Those living further from their medical provider were more likely to say they’ve used public transit in the past because it is not available near their residence.

In terms of the impact of transportation difficulties, those living further from their medical provider were:

- More likely to have missed an important appointment because of a transportation problem
- More likely to say their transportation problem stemmed from the **lack of a driver's license**, that public transit was **not available at the time they needed it**, or because they **didn't know of any public transportation options** in their area. Those living further from their medical services provider were less likely to say their **physical or mental health** prevented them from scheduling transportation

In sum, compared to other factors, particular gender and income, the distance respondents live from their primary medical provider seems to present fewer transportation obstacles.

Conclusions

The major conclusions from this study are:

- A large majority of residents think it is important or very important that Rock County have a medical transportation service even if they do not necessarily expect to need/use it themselves
- Not quite two-thirds of respondents are willing to pay a fare for such a service with the average falling into the \$5.00 to \$9.99 range for a one-way trip to an appointment
- Only 4% of respondents said they have used public transportation in the past year and the same proportion said they have missed important appointments because of transportation difficulties. Most respondents who said they've missed an appointment because of transportation problems have missed more than one appointment of a given type and to have missed multiple types of appointment (e.g. a doctor's visit and days of work)
- Transportation problems, interest in a Rock County medical transportation program, and a willingness to pay for such services are greater among women and residents with below-average household incomes

Appendix A – Non-response Bias

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who do not return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose most respondents said their current state of health was “very poor” when we expect that most people in Rock County would say their health is good or excellent. In this case, non-response bias would likely exist, and the raw results might overestimate the need for medical transportation services in the County.

A standard way to test for non-response bias is to compare the responses of those who respond to the first mailing to those who respond to the second mailing. Those who respond to the second mailing are, in effect, a sample of non-respondents (to the first mailing), and we assume that they are more representative of all non-respondents.

The SRC tested 59 variables for statistically significant differences between the 260 people who that responded to the first mailing and the 161 who responded to the second. There were only 7 statistically significant differences between the two groups (Table A1). The mailing in which the given outcome was more prevalent is shown in bold.

Table A1: Statistically Significant Differences Between Mail 1 and Mail 2 Respondents			
Variable	Indicator	Mail 1	Mail 2
See doctor/acquire medical services - Edgerton	% Yes	10%	5%
How important is avail of med transit in Rock Co.	% Extremely	41%	34%
Transportation difficulties – don’t own car	% Yes	6%	2%
Transportation difficulties – don’t have driver’s license	% Yes	5%	1%
Transportation difficulties – can’t afford bus/van fare	% Yes	3%	0%
Didn’t use public transit – didn’t know of options	% Yes	10%	3%
Number of children in home	% zero	79%	72%

Respondents to the first mailing were more likely to:

- receive medical services in Edgerton
- think that it is very important that medical transit services be available in Rock County
- have transportation difficulties because they don’t own a car, don’t have a driver’s license, or couldn’t afford the fares charged for van or bus services
- not know about public transportation options
- have no children living in their household

We would expect that people for whom transportation issues are a more significant concern would respond more promptly to a survey on that topic. These results support that hypothesis. **However, because there are relatively few significant differences between those who responded to the first mailing and those who responded to subsequent contacts, the SRC sees little evidence that non-response bias is a problem for this data set.**

Appendix B – 2022 Rock County Transportation Survey Open-Ended Responses

Question 1: Where do you go to see a doctor or acquire medical services? Other (2 Comments)

- Brodhead and Monroe
- Fort Atkinson & Janesville

Question 12: Please tell us the cause of any transportation difficulties you faced in the past 12 months. Other (13 Comments)

Weather Concerns (4 comments)

- Weather (2x)
- Roads weren't clear of snow
- Weather/Storm

Still Driving Self (4 comments)

- Drive myself
- My own
- So far, no problem with own transportation
- Still drive & still work

Vehicle Issues (3 comments)

- Car would not start, 20 year old car
- Flat Tire
- Flat Tire, Narcotics

Miscellaneous (2 comments)

- Can't drive
- My feet hurt so good

Question 14: Please tell us why you have not used public transportation in the past 12 months). Other (18 Comments)

Drive Themselves (4 comments)

- Drive myself
- I have my own car
- Own a car
- Still capable of driving

Not Needed (Yet) (4 comments)

- No need to
- No need yet
- No Needed
- Not needed

Not Available in Country (2 comments)

- Live in the country
- No public transportation in country

Rideshare/Transit Van (2 comments)

- Rideshare
- Rock County Transit van

Want Family at Appointment (1 comment)

- Want family member at appointment with me

Miscellaneous (5 comments)

- Do not drive
- I go to Madison, not Janesville
- I make it work without a license
- Provide them assisted living
- Too many hookers

Question 21: Which of the following best describes your race? Select all that apply. Other (11 Comments)

- American 2x
- American Human
- German/Mexican
- Gypsy
- Hispanic
- Human
- Mexican
- Mixed household
- Puerto Rican
- South America

Question 22: Is there anything else you would like to tell us about your experience with transportation in Rock County? (79 Comments)

Don't need currently, but important to have available (30 comments)

- A good service - We do not need yet
- Although I currently do not have transportation needs, I think it is important that Rock County has transportation available to those that may need it!
- Although I do not need it now, I still feel it is vitally important for those without transportation. My parents both need medicine service and it is very helpful.
- At this point I drive myself, but definitely will use if unable to drive in the future.
- Best wishes- important work for those who need help!
- Currently I am able to drive myself for most appointments. I am stuck, however, if I have anesthesia or something else that prohibits me from driving. I am 65+ and I can see medical transportation being more important in the future. I would, however, need to be the only passenger. The circumstances I am thinking of are surgery or something else uncomfortable.
- Filled out for elderly sister in law that relies on my family for all transportation even though it was not used by me
- Have not had a need for it. But in the future would definitely use it if available as I begin to not be able to drive myself.
- I am able to drive myself now but am getting older so may need help someday.
- I could see needing to rely on transportation in the next 5 years
- I don't personally use public transportation but I do think it's important to have it available for those who need it.

- I feel like would use public transportation more once I am at an age where I don't drive as much
- I feel public transportation is very important for people who can't/don't drive. I used to ride the bus with my kids to help eliminate the fear factor for them. Also helped them understand and read the map.
- I have no difficulties with transportation issues but do know of others who have these problems.
- I have no idea what resource there are I am independent now but years from now that could change
- I have the funds and ability to doctors wherever. Other folks need help!
- I just know through my relative who works at RSVP many young and older have no one to take them to appointments.
- I refer many people to ride services such as Rock County Transit for their medical appointments and a service like this is needed in Rock County. There are many poor individuals who need help with medical appointment rides, including rides to specialist in Madison and other communities in neighboring communities.
- I work for a health care system. Medical transportation for people who are unable to drive is extremely important to get them to doctor appointments.
- It is extremely important to have these services.
- I've never experienced it but knowing our high poverty level, we need this service.
- I've seen the value, maybe someday I will need this service
- Many seniors need transportation
- Medical transportation would be likely, but now I am self sufficient
- No - I think it is a good thing for people who need it.
- No need to use public transportation but I do think that should be available for people that don't have their own car or transportation to get to work
- Perhaps asking about the numerous times per month that I drive relatives and neighbors to Janesville, Stoughton, or Madison for health care would help in determining the need of this worthwhile endeavor.
- There needs to be transportation for the elderly as I am an employee of Rock County and I know that there is a huge demand for transportation
- Truthfully, I have not really looked into it. I'm very lucky to have family that have been there for me. It would be nice to know what was available for me if I ever needed to use it.
- While I have not personally used transportation, my experience as a hospital discharge planner and social worker...this is a need! The more cost effective the better and if there is a weekend availability even better! Part of the issue with Medicaid transport is the clunkiness of scheduling for families.

Doesn't apply/Drive self (13 comments)

- Does not apply to me or spouse, I live in the country.
- Everything is good.
- Have never used it
- I always drive myself
- I drive myself everywhere or we use uber if I need a rideshare

- I have no opinion as I have never needed to use the service yet.
- I live 9 miles from anywhere. Don't know if I can expect any of this type of transportation.
- Not at this time
- Not of age to use Rock County Transport. Still hold down a job & drive to work daily.
- Other than times of road construction, I find getting around Rock county very easy.
- Really have not had any experience with Rock County transportation
- We have never had a need to use Rock County Transportation.
- We own our own car.

Service is needed (9 comments)

- I had a friend in her 70s that was house bound. She relied on me for Dr's appointments as there was no transportation available. She also had very limited finances. I feel there is a real need in Rock Co. for people like her.
- I have friends that desperately need to get to a bigger grocery store or a Walmart but can't afford current travel fares.
- I haven't a need (yet) for transportation. But I have a friend who does, and it is always a challenge to set it up. She's very physically handicapped, and limited availability is an issue.
- I take my elderly parents to most all of their doctors' appointments They live by Footville. Public transportation info is hard to find.
- It would be nice to have another mode of transportation that is reasonably priced with trained professionals to help me on and off so my wife doesn't always have to take me. I am disabled & use a walker but need much assistance so I don't fall getting in & out of a vehicle. Once there I always get a wheelchair.
- Live too far out of town for public transportation. Youngest adult is on the autistic spectrum and creative. Hard for her to get to work or her job.
- My husband no longer drives, which hasn't been a problem until last night, when I had to go to the ER by ambulance, which left my husband seeking a ride to the hospital, and having to call a taxi when we returned home.
- My wife and I each have a car and drive. We have a son that lives at home that can't work fulltime because he suffers from diabetes and MS. He can't afford a car. He's the one that some days needs transportation.
- The lack of regular bus service on Saturday making appointment for Saturday doesn't work for me bus service

Need more information (6 comments)

- Don't know any of your times available or how much it costs. What about return times
- I, and other elderly, have no idea how to contact a ride to get to doctor's appointment or how to be taken home afterwards.
- Need more information on above
- Never used did not know of any ride services
- No high speed internet available in my area to search for transportation in Rock County
- Not sure if it is even available, but thankful that I have not needed it yet.

Opposed to service (5 comments)

- I am retired & I need to say that my taxes keep going up while my income does not. If my increased taxes keep going up, I hope it is not due to all the free services.
- I love seeing all the riderless buses burning expensive diesel!
- Roads are overcrowded, where tax is a racket
- "Stop wasting my tax dollars on handouts. It is not the responsibility of the taxpayer to provide transportation of any kind to the public. If there is justification for a public form of transportation a private service would be there providing it."
- This is now how our transportation money is spent.

Used in past, positive/neutral comment (4 comments)

- A family member required transportation for medical treatments
- My brother lived with me when he was going through cancer. He was able to make it to chemo appointments when I wasn't able to take him because of work. Thank you for that service.
- When my mother was ill, we used Rock County Transit extensively and were very pleased with it in every way. It is an irreplaceable asset to Rock County.
- Worked well with my parents (wheelchair bound) with Rock County Transit. Even though I was willing to transport, I could not handle the wheelchair portion of the transport. Transfer from the wheelchair to my vehicle was impossible, the van with a lift was a huge benefit.

Used in past, negative comment (3 comments)

- A few years ago I was in a rehab center in Beloit. Several times I needed to go to Beloit Clinic or Beloit Memorial Hospital to see a doctor. Medical transportation service was unreliable and expensive. One of the providers went out of business. A rehab with medical transport that would take me to Madison for appointments would be great.
- The bus schedule is kind of hard to understand
- Whoever answers the phone, he just says yes or no to a date and never explains that there were no other times or dates available. (Rock County Transit Van)

Rail Service (2 comments)

- Lack of rail service
- Would be great to have a train for trips to Madison WI or Milwaukee area or even Rockford, Chicago/Illinois areas

Miscellaneous (7 comments)

- Best arrangement would be a private company transportation by 2023
- Drivers here are getting worse and worse.
- Good
- I would really appreciate an occupational license. I have a lifetime ban for being drunk, sleeping in my car. OWI 4th. Lifetime ban is excessive
- My primary care is in Broadhead and my specialist would be in Monroe.
- Now lives in assisted living apartment, they provide transportation
- Please call or check my podcast

Appendix C – 2022 Quantitative Response Summary

Rock County Transportation Survey

1) Where do you go to see a doctor or acquire medical services? Select all that apply.

Janesville	Edgerton	Beloit	Elsewhere in Rock County	Madison	Elsewhere in Wisconsin	Other
276	33	84	24	92	29	23

2) How would you rate your current state of health?

Very Poor	Poor	Fair	Good	Excellent
5	17	74	255	60

3) What is the primary mode of transportation you use to get to medical appointments (e.g. visits for primary care, dental, lab tests)?

Drive Myself	Driven by a Friend/Family	Public Bus	Rock County Transit Van	Rideshare (Uber/Lyft) or RSVP	Taxi	Medical Transportation
348	36	3	2	2	0	3

4) How satisfied are you with your current mode of transportation for medical appointments?

Extremely Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Extremely Satisfied
28	6	56	318

5) In your opinion, how important is it that a medical transportation service (e.g. bus, van, or taxi) is available in Rock County?

Not Important	Somewhat Important	Important	Extremely Important
43	49	162	158

6) If available in your area of Rock County, how likely are you to use a medical transportation service (e.g. bus, van, or taxi) to get to an appointment?

Very Unlikely	Unlikely	Likely	Very Likely	Don't Know
174	127	49	23	37

7) Approximately how far from your home is your primary medical provider?

< 1 Mile	1 – 5 Miles	5.1 - 10 Miles	10.1 – 25 Miles	25+ Miles	Don't Know
24	180	79	90	29	4

8) If available in your area of Rock County, how much would you be willing to pay, one-way, for medical transportation via a bus, van or taxi to get to an appointment?

Not Willing to Pay (<i>skip to 10</i>)	Less than \$5	\$5 to \$9.99	\$10 to \$14.99	\$15 to \$19.99	\$20 to \$24.99	More than \$25
142	96	105	25	12	12	5

9) Would you be willing to pay more for longer distances?

Yes	No
209	74

10) In the past 12 months, did you ever miss medical or other appointment due to difficulty with transportation?

Yes	No (please skip to Question 12)
16	385

11) In the past 12 months, how many times did you/a family member miss any of the following due to difficulty with transportation?

	None	1 Time	2 Times	3 Times	4 Times	5+ Times
a. Doctor's Office	1	4	6	4	1	0
b. Urgent Care or Emergency Room	8	3	1	0	0	1
c. Physical Therapy Session	8	1	3	0	1	0
d. Dental	8	2	1	0	0	0
e. Vision	8	2	1	0	0	0
f. Mental Health	9	2	0	0	0	1
g. Surgery	9	1	1	1	0	0
h. Lab Work (e.g. blood test, X-ray)	6	3	4	1	0	0
i. Days of work	8	1	3	0	0	0

12) Please tell us the cause of any transportation difficulties you faced in the past 12 months. Select all that apply.

17	Do not own a car	9	Physical or mental health restrictions prevented me from scheduling transportation
13	Do not have a valid driver's license	11	Public transportation was not available during my appointment time
12	Car is unreliable	36	Don't know of any transportation options in my area
16	Can't afford to own/maintain a car (gas, repairs, insurance, etc.)	6	Can't afford the fares for van or bus service
24	No friends/family available to give a ride	13	Other, please specify: See Appendix B

13) In the past 12 months have you used:

	Yes	No
a. Any form of public transportation/city bus?	15	386
b. Rock County Transit Vans?	7	396

14) Please tell us why you selected “no” in Question 13. Select all that apply.

352	Prefer to drive myself	42	Not available near my residence	14	Not available when I need it	2	Fear of getting lost
93	Prefer to have family or friends drive me	11	Too expensive	1	Drivers are rude or unhelpful	15	Concerns about safety (COVID, crime, etc.) Other, please specify:
8	Hard to understand schedule	12	Times of availability are inconvenient	28	Didn't know about this/these option(s)	19	See Appendix B

15) Which gender do you identify with?

Male	Female	Non-Binary	Other
257	149	2	2

16) What is your age?

18-24	25-34	35-44	45-54	55-64	65 and Older
0	16	37	47	100	215

17) What is your annual household income?

Under \$15,000	\$15,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more
22	65	62	66	68	57	38

18) What is your highest level of education?

Some High School	High School Diploma/GED	Some College/Tech	Associate/Tech Degree	Bachelor's Degree	Graduate or Prof. Degree
18	84	78	61	84	75

19) In your household how many:

	0	1	2	3	4	5 or more
a. Are adults (18 and older)	23	96	227	42	10	3
b. Are children (17 and younger)	215	29	20	13	3	2

20) Are you of Hispanic, Latino, or Spanish origin?

Yes

17

No

386

21) Which of the following best describes your race? Select all that apply.

397 White

3

American Indian or Alaska Native

3

Asian or Asian American

2 Black/African American

1

Native Hawaiian or Pacific
Islander

9

Other, please specify:

22) Is there anything else you would like to tell us about your experience with transportation in Rock County?

See Appendix B