

Stuck in Drive: Mode Shift in the Capital Region

A Survey of 800 Capital Region Residents

December 2024



CAPITAL REGION
**Transportation
Council**

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Executive Summary

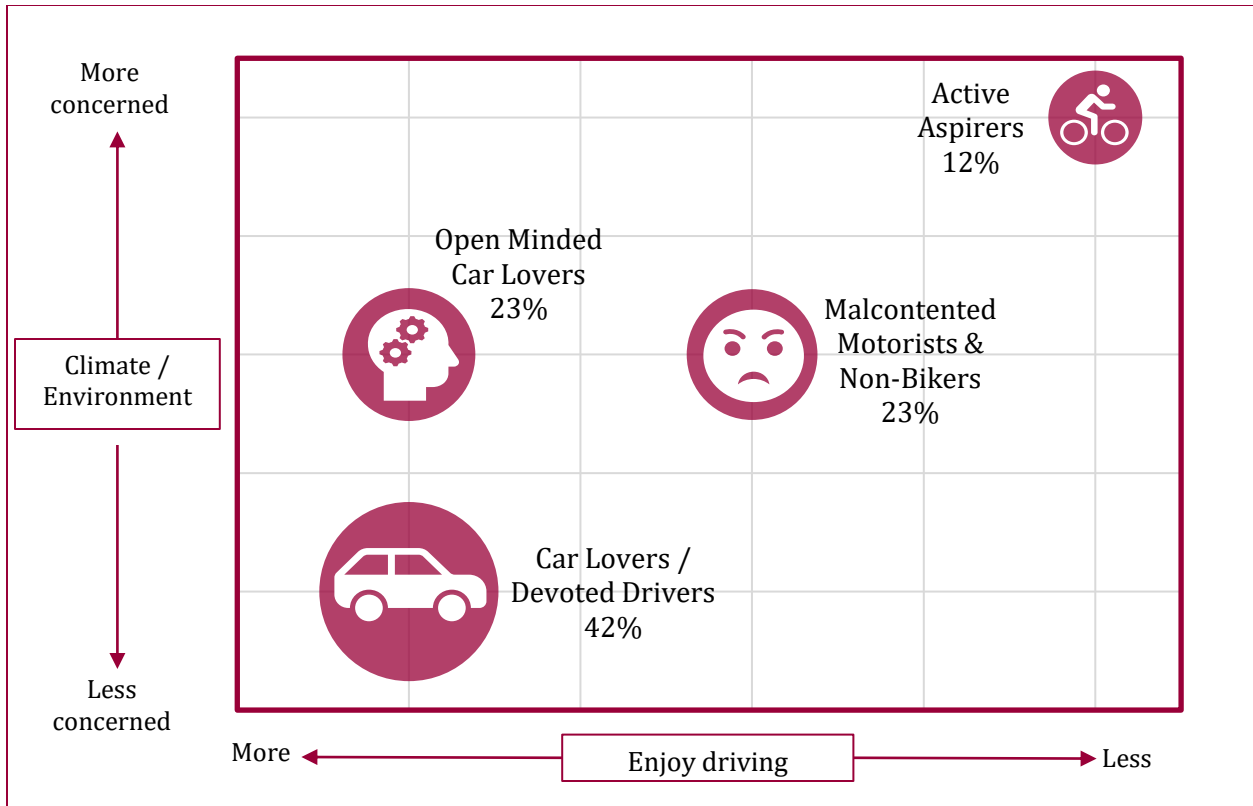
Capital Region residents are drivers, and they are driving a lot. A majority (56%) report driving 5-7 days a week. They are driving, either alone or with others, for most of their trips: for commuting, shopping, recreation, daycare, worship, and health care. The pandemic-era trend towards virtual appointments for health care and therapy has largely abated, with most residents now reporting the bulk of their appointments are happening in person. On the other hand, a majority of residents are utilizing delivery services for food and packages, but very few understand the impacts of these services on traffic and the environment.

Work from home is also persisting. About half of workers report working from home, while most of those who don't say it is not an option for their job. A majority (61%) of workers and students say that, to the best of their knowledge, their employer/school does not offer commuter benefits to encourage alternative modes of transportation. There is much room for programs that would encourage mode shift.

Using a tested model,¹ MPG grouped frequent drivers in the sample into four segments. A plurality (42%) are "Devoted Drivers" not interested in changing their behavior. But the majority of drivers are more open to mode shift, either because they are attracted to transit or active modes or because they are frustrated with challenges associated with driving. There are some significant demographic differences among these segments, by gender, age, race, education, income, geography within the region, and car ownership.

The smallest of these segments, labeled "Active Aspirers" (12%), is the most promising target for mode shift. This segment has the most positive reactions to arguments for changing travel behavior. They are also more aware of the public transit and bicycle options available to them. A campaign targeting this segment, as well as "Open Minded" drivers, with messages about saving money, cutting air pollution, and fitting exercise into their commutes would be a good first step towards chipping away at the dominance of driving in the region.

¹ Winters, P.L., Lester, A.B., & Pham, M. SEGMENT: Applicability of an Existing Segmentation Technique to TDM Social Marketing Campaigns in the United States. NITC-RR-1057. Portland, OR: Transportation Research and Education Center (TREC), 2018.



Driver Segments	
Car Lovers / Devoted Drivers 42%	<ul style="list-style-type: none"> • Love driving • Think driving is a way to express oneself • Hold very negative attitudes towards biking, walking, and transit • Do not enjoy carpooling • Think climate and environmental threats are exaggerated
Open Minded Car Lovers 23%	<ul style="list-style-type: none"> • Share "Devoted Drivers" love of driving and view it as self-expression • Hold unfavorable views of public transit • Are more concerned about climate change • Think it's important to reduce vehicles on the roads • Are open to carpooling
Malcontented Motorists & Non-bikers 23%	<ul style="list-style-type: none"> • Like driving less than Car Lovers • Want to reduce vehicles due to noise pollution • Believe in threat of climate change • Do not enjoy public transit • Dislike bicycles / motorcycles
Active Aspirers 12%	<ul style="list-style-type: none"> • Do not enjoy driving • Have positive attitudes towards public transit • Enjoy biking and walking for health • Are strongly motivated by climate/environmental concerns • Are open to carpooling

Survey Results

Trip frequency

Commuter trips, either to work or school, are the most frequent type of travel: 34% of regional residents report commuting every day, and another 23% multiple times a week. Among those working a full or part time job, those numbers rise to 49% commuting every day, and 34% multiple times a week. Commuting to work or school is the most frequent trip overall, despite the fact that 34% report not making that type of trip at all, largely because they are not working.

On the other hand, 98% of residents are making trips for shopping or errands, and 80% of them are making such trips once a week or more often. While commuting trips are contributing more to daily traffic volumes, the experience of shopping or running errands is more universally distributed among residents. For example, commuting trips drop off sharply among residents aged 60 or over, whereas the frequency of shopping and errands hold steady across age cohorts.

The next major type of trip, in terms of frequency, are recreational trips. These include going out to dine, entertainment, or visiting friends and family. These trips are happening less often than commuting and shopping trips but more regularly than health care appointments, religious services, and dropping kids at school or daycare. A third (33%) report making recreational trips multiple times a week or every day, but a majority (53%) make them at least once a week, and 78% make them a few times a month or more.

Trips taking kids to daycare or school are less common overall, but among residents with children, they are much more common. A majority of parents are making these trips every day (31%) or multiple times a week (27%), while a quarter (24%) are not making these trips at all.

Commuting and shopping are the most frequent types of trip

% who say they make each type of trip with each frequency

	Every day	Multiple times a week	Once a week	A few times a month	Once a month	Less often	Do not make this trip	Don't know / refused
Commuting to work or school	34%	23%	3%	3%	1%	2%	34%	1%
Shopping or errands	11%	49%	20%	13%	4%	2%	2%	<1%
Recreational trips	4%	29%	20%	24%	8%	10%	4%	<1%
Dropping kids at school or daycare	11%	9%	1%	4%	1%	3%	68%	1%
Religious services	1%	3%	13%	5%	4%	13%	57%	3%
Health care appointments	1%	4%	3%	26%	15%	45%	4%	<1%

Q: In a typical month, how frequently do you make each of the following types of trips? If you don't make that sort of trip, please select "I do not make this kind of trip".

Trip mode

Regardless of the type of trip, residents of the Capital Region are making those trips by car, either driving themselves, driving or riding with others, or using rideshare or taxi services. “Drive alone” is the most common mode of travel for every type of trip except recreational trips and trips to religious services, where slightly more residents report driving or riding with others. Majorities drive alone to health care appointments (70%) and shopping (68%). Half (50%) drive to work alone. Excluding the third of residents who do not commute means that a solid majority of commuters are driving to work by themselves.

Focusing on shopping or errands, a trip that 80% of residents report making once a week or more often, reveals some demographic patterns around driving alone. To be clear, driving alone is the dominant mode across virtually every demographic group, but the degree to which it dominates varies somewhat by age, race, education, income, and region. Many of these demographics are connected to each other. Younger residents tend to be more racially diverse, non-white residents have lower levels of education and income, and all these demographics are more represented in the city of Albany than in the suburbs.

Overall, driving alone is the most popular mode of transportation

% who say they use _____ mode for each type of trip

	Drive alone	Drive / ride with others	Rideshare	Ride a bike	Walk / mobility device	Bus or FLEX	Amtrak	STAR / senior / vol. service	Do not make this trip	Don't know / refused
Health care appointments	70%	24%	8%	1%	3%	5%	1%	2%	4%	1%
Shopping or errands	68%	40%	6%	4%	7%	6%	1%	1%	2%	0%
Commuting to work or school	50%	14%	4%	4%	4%	6%	1%	<1%	33%	1%
Recreational trips	46%	61%	10%	4%	7%	4%	2%	<1%	5%	1%
Dropping kids at school or daycare	20%	10%	2%	2%	3%	2%	<1%	<1%	68%	1%
Religious services	19%	20%	2%	2%	4%	3%	1%	1%	57%	2%

Q: How do you make each of the following trips? If you use more than one mode to make each trip, select all that apply. If you don't make that sort of trip, please select “I do not make this kind of trip”.

Younger residents (aged 18-29) are the age cohort least likely to drive alone (56% versus 68% overall). Instead, they are more likely to drive or ride with others (56%), use an Uber, Lyft, or taxi (10%), or take a bus or FLEX van (12%). There is also a driving gap by race. Nearly three-quarters (72%) of white residents are driving alone for shopping and errands, compared to 54% of non-white residents. Non-white residents are more like to use rideshare (12% versus 5%), walk (16% versus 5%), and take a bus or FLEX van (15% versus 4%).

Driving alone for shopping also rises with education and income: 62% of residents without a Bachelor's degree drive alone, compared to 78% of those with a BA or advanced degree. Half of those reporting household incomes of less than \$50,000 are driving alone, compared to three-quarters of those making more than that.

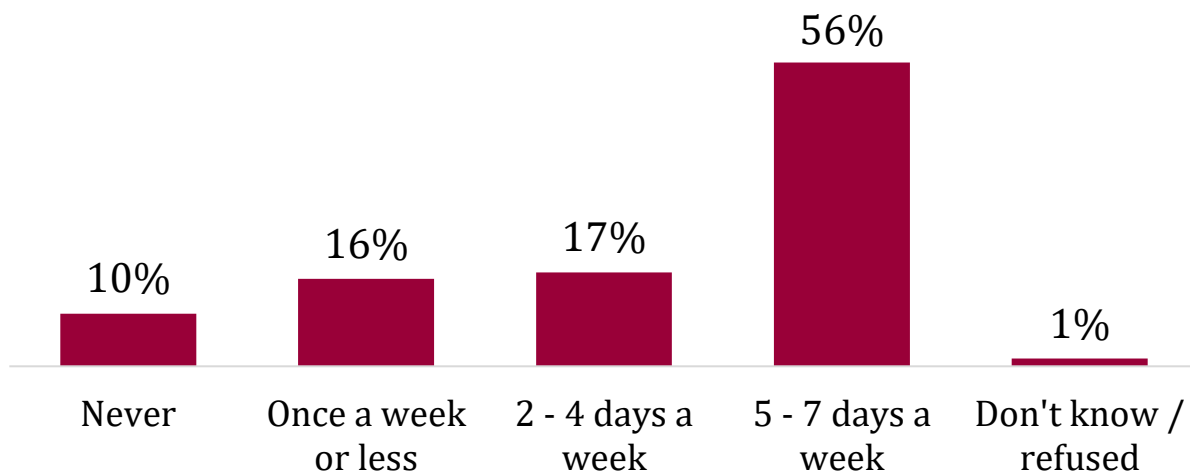
Finally, there is a regional pattern. Residents of the city of Albany (59%) and Rensselaer County (60%) are less likely to drive alone for shopping than residents of Saratoga (69%), Schenectady (66%), or the rest of the Albany County (80%). The gap between the capital city and the rest of its county is particularly stark.

Driving frequency

The demographic patterns described above are also seen in residents' overall frequency of driving for any type of trip, alone or with others. Overall, 89% of residents drive with any frequency; only 10% "never" drive. A majority (56%) drive 5 to 7 days a week, the top of the response scale for this question. Three-quarters drive 2 to 4 days a week or more often (73%).

Majority of residents report driving 5-7 days a week

% who say they have driven _____ over the past year



Q: Thinking about all your different types of trips, over the past year, how often have you driven a car, truck, or van?

The majority or plurality in each demographic are driving 5 to 7 days a week, but there are notable differences. Men (60%) are more likely to drive this frequently than women (52%). Residents under 30 are the only age group in which less than a majority drive this often (46%). Non-white residents (42%) are less likely to drive nearly every day than white residents (59%).

There is a clear ramping up of this level of driving frequency by education: 41% of those with a high school degree or less education drive 5-7 days a week, compared to 75% of those with an advanced degree. A similar pattern spans income categories, from 31% among residents making less than \$50,000 up to 68% among those making \$100,000 or more. Driving nearly every day also increases with the number of cars in one's household, from 51% among those with one car to 74% among those with 3 cars or more.

Driver Segmentation

One important purpose of the survey was to create segments of frequent drivers based on how willing or unwilling they would be to switch their travel mode from driving. After discussing with CRTC staff, MPG, included a series of questions developed specifically for this purpose.² MPG then used a scoring system developed alongside the questions to group drivers into segments.

MPG and CRTC made some modifications to the segment questions to adapt them to the travel modes available in the Capital Region. We removed a question about ferry boats and replaced one about travel by streetcar / trolley car with travel by bus. Otherwise, the questions, response options, and the coefficients used to create the segments are identical to the reference study.

The segmentation model include respondents who drove once a week or more. This group comprises 77% of the sample. The remaining 23% drove less frequently or never drove. While we have responses to the segmentation questions from these individuals, we are only showing the segments among the three-quarters who drive at least once a week. This is consistent with the model we are referencing and with CRTC's goal of reducing single-occupancy vehicle trips.

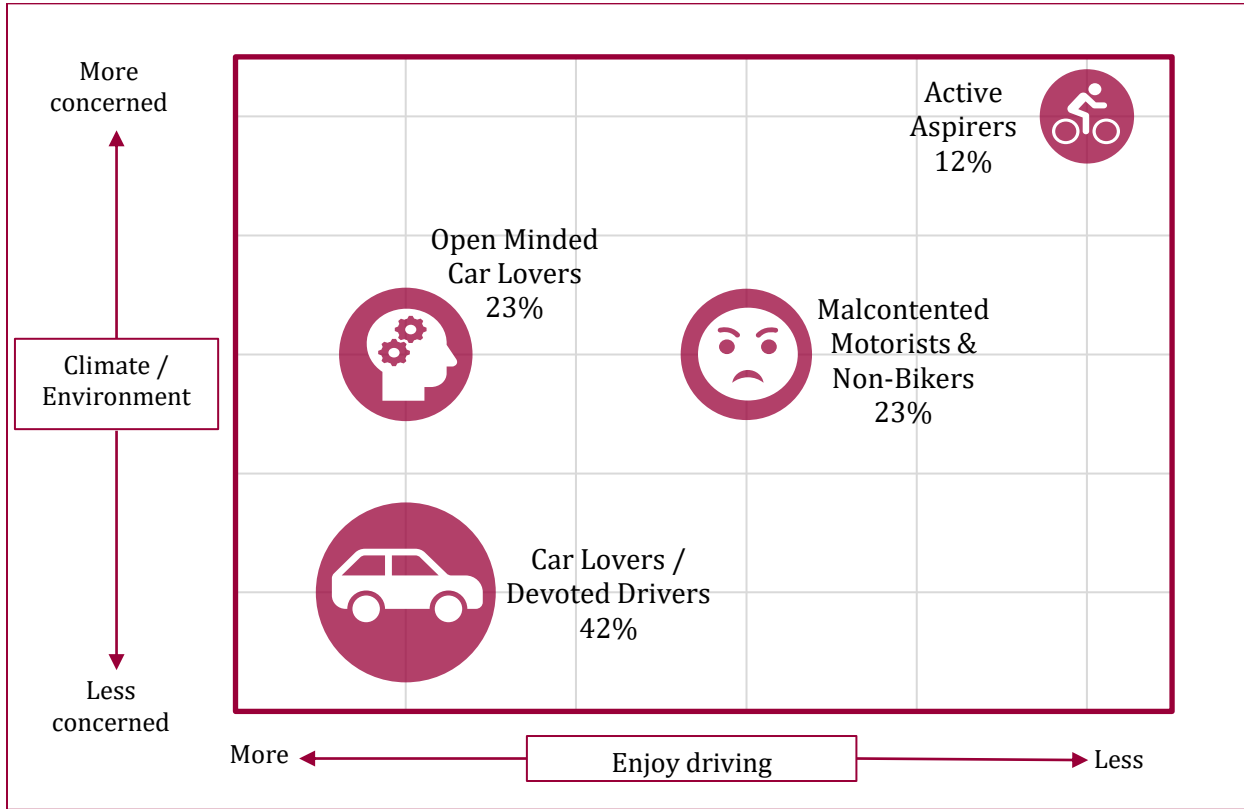
The plurality (42%) of drivers fall into the "Car Lovers / Devoted Drivers" category. Unfortunately, this is the group that is most difficult to get out of their cars. About a quarter (23%) each are "Open-minded Car Lovers" and "Malcontented Motorists & Non-bikers". The remaining 12% are "Active Aspirers", the group most open to other modes of travel.

The graphic on the following page is a generalized illustration of how attitudes differ between the 4 segments of frequent drivers. The table on the following page, which is taken from the segmentation reference materials, provides a fuller description of the four segments.

² Winters, P.L., Lester, A.B., & Pham, M. SEGMENT: Applicability of an Existing Segmentation Technique to TDM Social Marketing Campaigns in the United States. NITC-RR-1057. Portland, OR: Transportation Research and Education Center (TREC), 2018.

A plurality are “devoted” to their cars; others are open to change.

% of frequent drivers in each segment, based on their survey responses



Driver Segments	
Car Lovers / Devoted Drivers (42%)	This group really loves to drive and does not want to cut down their car/truck/van use and believes that there is no realistic alternative to driving. They believe that driving is a way to express themselves. As a result, they strongly believe that people should be allowed to use their car, truck, or van as much as they like. They have very negative attitudes towards biking and walking even though they understand the health benefits. They also have very negative attitudes towards any kind of public transportation and believe that cars, trucks, and vans are faster, cheaper and safer. However, they do not think that they are too dependent on cars, trucks, and vans. They also do not enjoy carpooling. They do not agree that cars, trucks, or vans create noise and odor nuisance or lead to an unhealthy lifestyle. Regarding environmental issues and climate change, this group somewhat believes that environmental threats have been exaggerated.
Open Minded Car Lovers (23%)	Just like the Car Lovers/Devoted Drivers group, this group really loves to drive, does not want to cut down their car, truck or van use, and believes that there is no realistic alternative to driving. They strongly believe that people should be allowed to use their car/truck/van as much as they like and think that driving is a way to express themselves. Since they believe that driving is cheaper and quicker, they have unfavorable views toward public transportation. Nevertheless, they still like traveling by walking and biking and highly appreciate the health benefits. Despite their love for driving, this group feels responsible about environmental issues and does not believe that climate change and global warming have been exaggerated. Therefore, they think that it is important to reduce the number of car/truck/vans because of traffic noise and odor. This group is also open to carpooling.
Malcontented Motorists & Non-bikers (23%)	This group likes driving, but not as much as the car lovers and devoted drivers do. They agree that it is important to reduce the number of cars, trucks, and vans on the road due to traffic noise and pollution. They also feel responsible about environmental problems and do not believe that climate change and global warming have been exaggerated. They somewhat believe that reducing car usage can help stop climate change. Nevertheless, they do not enjoy public transportation because driving is faster. Therefore, they do not have many options besides driving. A distinctive feature of this group is that they dislike bicycles and motorcycles, even though they acknowledge the health benefits of bicycling.
Active Aspirers (12%)	This group does not enjoy driving as much as people in other groups and would gladly cut down their car, truck, or van use if they could. They believe that driving is quicker than transportation but not cheaper because owning a car, truck, or van is expensive. They do not like traveling by taxicab and motorcycle. They have positive attitudes toward public transportation such as bus, subway, railroad, and ferryboat. They also enjoy biking and walking and highly appreciate the health benefits. They are highly aware of environmental responsibilities and climate change and would like to act on them. Therefore, this group believes that it is important to reduce the number of cars, trucks, and vans due to traffic noise and odor, and to solve environmental issues. If this group has to use a car to get to work, they would like to carpool.

Driver Segment Demographics

The demographics of the driver segments differ from the overall demographics and from each other in some significant ways.

Car Lovers / Devoted Drivers, the group most committed to driving, tend to be older; 45% are age 60 or older. They are also more likely to be white (89%) than the overall population (79%). Two-thirds (65%) do not have a Bachelor's degree, higher than the other three segments. They are slightly less likely to live in the city of Albany (8%). A quarter (25%) of car lovers have three or more cars in their households, higher than the 16% overall.

Open Minded Car Lovers are also more likely to have three or more cars. (22% versus 16% overall). They are younger than the other segments and residents overall. A majority (53%) are under 45, and only 17% are 60 or older. They are also more likely to be male (63%) and white (88%). They tend to have higher incomes: only 14% make \$50,000 a year or less, while 45% make over \$100,000.

Malcontented Motorists are less likely to have three or more cars (10%). Nearly half (46%) own two cars. Compared to the overall population, they are more likely to have a Bachelor's degree or higher (51%) and to be non-white (25%). They are also much more likely to be women (70%).

Active Aspirers skew male (57%) and higher income (42% \$100k+). They are the most educated segment, with 59% having earned a Bachelor's or advanced degree. They are the group most likely to live in the city of Albany (19%) and most likely to own only one car (45%).

The table on the following page shows the demographic differences between segments and compared to the sample as a whole.

Driver segment demographics

% overall and in each segment within each demographic group

	Overall	Car Lovers	Open Minded	Malcontented Motorists	Active Aspirers
18-29	22%	14%	24%	18%	22%
30-44	23%	21%	29%	25%	22%
45-59	24%	20%	30%	27%	24%
60+	30%	45%	17%	31%	31%
Man	48%	52%	63%	30%	57%
Woman	50%	47%	34%	70%	42%
White	79%	89%	88%	74%	76%
Non-white	20%	9%	12%	25%	23%
No BA	62%	65%	58%	48%	41%
BA+	37%	34%	40%	51%	59%
< \$50K	27%	21%	14%	22%	17%
\$50-99K	32%	30%	37%	34%	37%
\$100K+	35%	43%	45%	33%	42%
Albany City	13%	8%	10%	12%	19%
Other Albany County	16%	17%	12%	12%	24%
Rensselaer County	18%	19%	22%	16%	10%
Saratoga County	27%	26%	31%	29%	26%
Schenectady County	12%	18%	12%	8%	9%
Schenectady City	6%	3%	6%	9%	5%
Colonie Town	8%	9%	7%	14%	9%
1 car	36%	37%	33%	34%	45%
2 cars	36%	38%	39%	46%	42%
3+ cars	16%	25%	22%	10%	7%

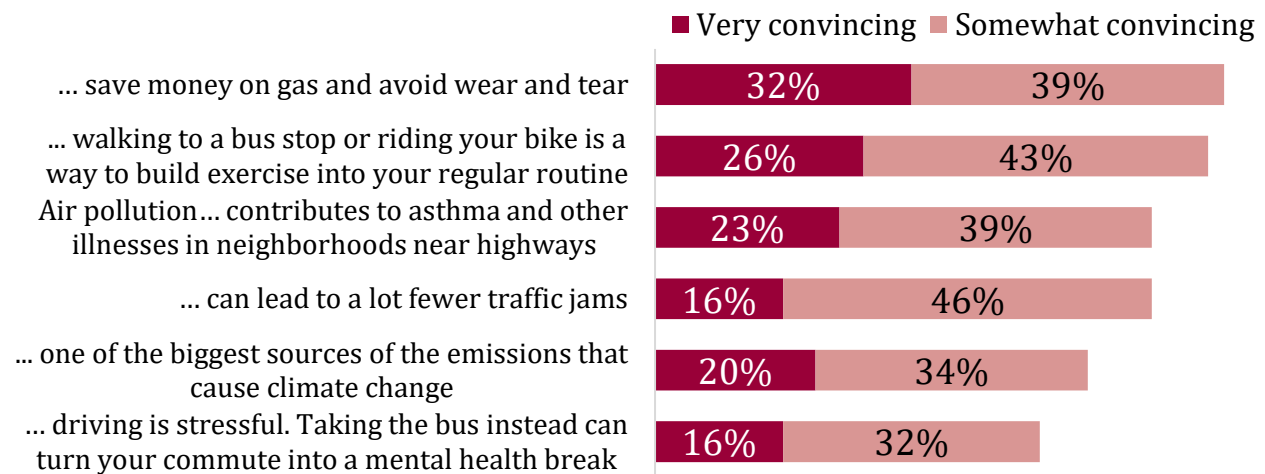
Mode-shift messages

The survey included six arguments for switching modes from driving to public transit or active travel. A majority of residents rate five of the six arguments as at least somewhat convincing. The sixth is seen as convincing by 48%. However, none of the arguments were rated “very convincing” by a majority, a benchmark often in message testing used to define a particularly persuasive argument.

The top-performing message is that using other modes of travel is a way to save money on gas and reduce wear and tear on one’s car. Overall, 71% find this message convincing, including 32% who rate it “very” convincing. This is followed closely by a message about other modes incorporating exercise into one’s daily routine; 69% considered this message convincing, including 26% “very” convincing.

Saving money is the most convincing mode-shift argument

% who say they find each argument very or somewhat convincing



Q: How convincing do you find each of the following arguments for using other ways of getting around, like carpooling, public transit, or riding a bike, instead of driving alone?

Two messages are tied for third (62% at least somewhat convincing): reducing air pollution that contributes to asthma and other diseases, and reducing traffic jams. Of these, more residents rate the air pollution message as “very convincing” (23% versus 16%). The air pollution message also outperforms another environmental message about reducing climate emissions; 54% find that message at least somewhat convincing, including 20% very convincing. The relative ranking of these two environmental messages is very consistent with other polling conducted around climate and transportation. Messages about public health have tended to do better than messaging around climate, in part because climate has become a politically polarized issue.

The least-well performing message – the only one not seen as at least somewhat convincing by a majority – involves the stress of driving and choosing the bus as a mental health break. Only 48% find this message convincing, and only 16% rate it very convincing. MPG has conducted several focus groups with bus riders this year for other clients and has heard numerous complaints about

cleanliness, safety, and bad behavior on buses. It may be that, as stressful as driving is, respondents do not see the bus as a more peaceful alternative.

How the messages perform with each driver segment confirms that the segmentation works as intended. There is a clear increase in the efficacy of the messages moving from the most committed drivers to those most interested in mode shift. The top three messages are rated as “very convincing” by a majority of Active Aspirers. The messages also perform 9-to-11 percentage points better than overall with the Open Minded segment compared to all residents. Among the Malcontented Motorists and Non-Bikers segment, the message about getting exercise during one’s commute performs less well, dropping to fourth place. This is consistent with the description of this group as being particularly hostile to bicycles. Finally, all the messages perform poorly with the Car Lovers / Devoted Drivers segment, the group most committed to driving and least interested in other modes.

Even so, the good news is that there are messages that do work with the group most open to mode shift. A campaign targeting Active Aspirers demographics could prove effective.

Aspirers react more positively to each mode shift message

% who say they find each argument “very convincing”

	Overall	Car Lovers	Malcontented Motorists	Open-minded	Active Aspirers
... save money on gas and avoid wear and tear	32%	14%	31%	44%	60%
... walking to a bus stop or riding your bike is a way to build exercise into your regular routine	26%	11%	23%	35%	54%
Air pollution... contributes to asthma and other illnesses in neighborhoods near highways	23%	8%	28%	32%	54%
... one of the biggest sources of the emissions that cause climate change	20%	7%	26%	29%	47%
... can lead to a lot fewer traffic jams	16%	6%	14%	17%	37%
... driving is stressful. Taking the bus instead can turn your commute into a mental health break	16%	5%	16%	16%	35%

Q: How convincing do you find each of the following arguments for using other ways of getting around, like carpooling, public transit, or riding a bike, instead of driving alone?

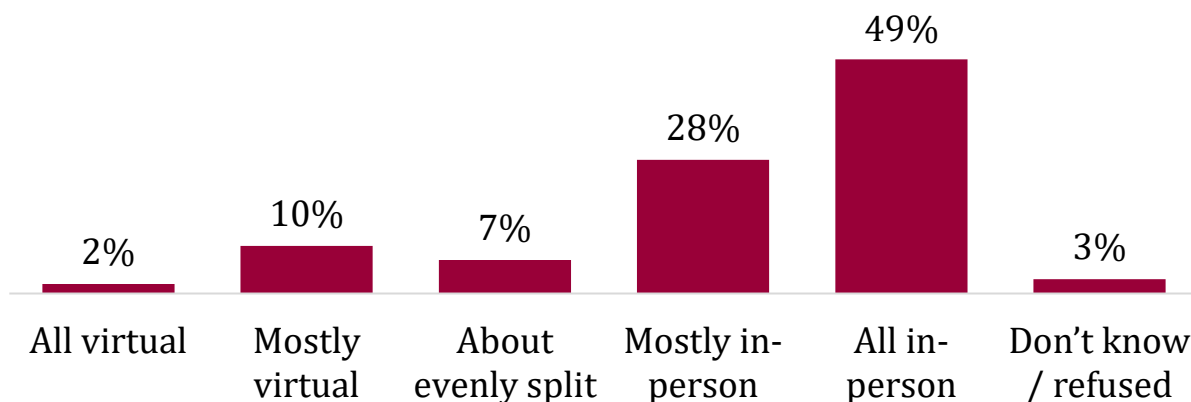
Virtual Appointments

During the peak of the pandemic many in-person appointments shifted online, reducing the need for these types of trips. Four years later, it appears that most appointments have gone back to in-person. Nearly half (49%) of residents report that *all* their personal appointments (including medical, financial, and therapy appointments) are conducted in-person. Another 28% say these appointments are conducted mostly in-person.

Younger residents, non-white residents, residents in the city of Albany, and residents who work from home a few times a week or more are all more likely to be using virtual appointments, although even within these groups, a majority are attending their appointments mostly in-person. Given that residents are mostly driving alone to medical appointments, working with health care providers in the region to promote telehealth where possible would be a way to reduce some car trips.

Appointments are primarily in-person, few happening virtually

% who say their personal appointments have taken place _____



Q: Over the past year, how many of your personal appointments (medical, financial, therapy, etc.) have taken place virtually over the internet versus in person?

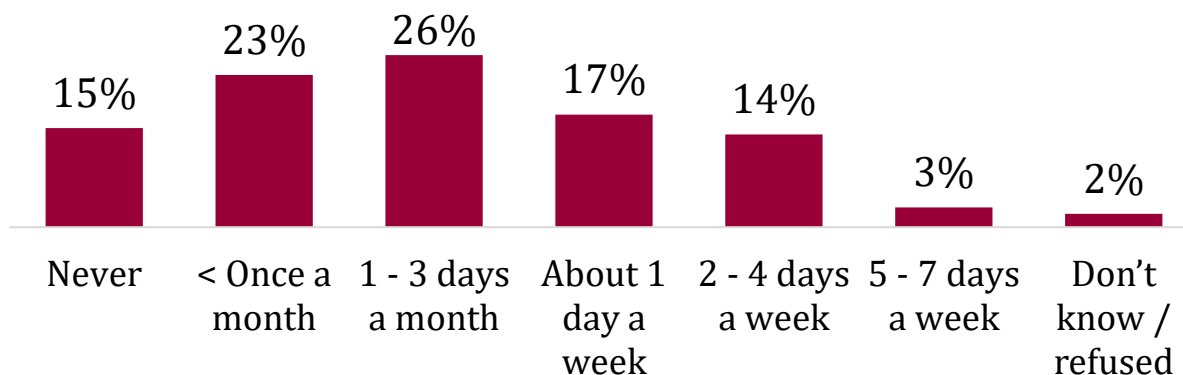
Delivery Services

Another pandemic-era trend that has proved more durable is the rise in delivery services that bring meals, groceries, and other packages to consumers' homes. The survey found that most residents of the region have at least some experience with these services, but few understand the impacts of these services on traffic and the environment.

Overall, 82% of residents report having items delivered to their homes with any frequency. A quarter (26%) report getting deliveries one to three times a month; a third (34%) get deliveries once a week or more often. There are some clear differences by age in terms of how often residents use delivery services. The oldest cohort, those aged 60 or older, are more likely to "never" use these services (27% versus 15% overall), and those who do use these services are using them less often than younger cohorts. Delivery use peaks among millennials (30-44 years old). Only 7% of this age cohort has never used these services, and 41% use them once a week or more often.

One-third have food or packages delivered at least once a week

% who say they have things delivered to them _____



Q: How often do you have food or packages delivered to you, including deliveries from Amazon, Walmart, Instacart, Uber Eats, Doordash, Grubhub, or other online delivery services?

There are also divides by other demographics. Non-white residents are less likely to “never” use these services (6% versus 17% among white residents). Use of delivery also increases with income; 41% of residents making \$100,000 or more use delivery services once a week or more, compared to just 27% of those making less than \$50,000. Frequent usage is also higher in Albany city compared to the rest of Albany County and the other counties in the region.

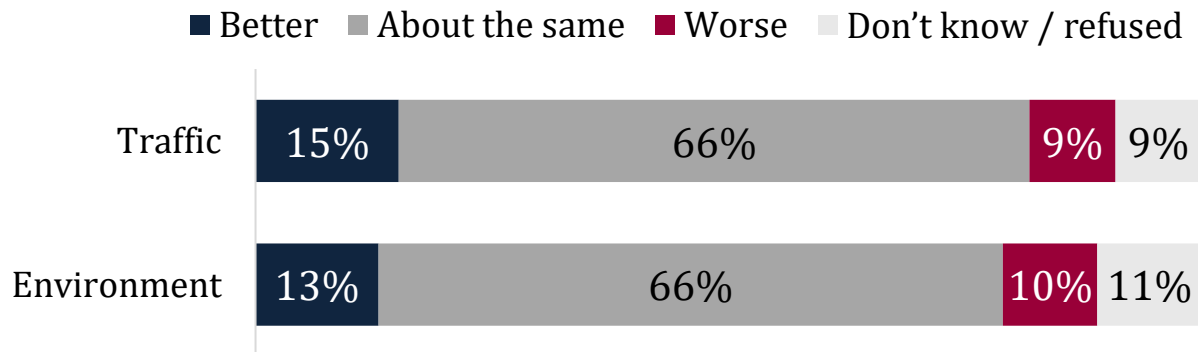
One might think these services would be used more by those without a car, but in fact the opposite appears to be the case. Residents without a car are *less* likely to use delivery services once a week or more often than those with one or more cars. Car ownership is correlated to income, so it seems that disposable income has more to do with utilization of these delivery services more than lacking a car.

Transportation planners see delivery service trips as contributing to traffic and carbon emissions, but residents are less sure about the impacts of these services. Two-thirds of residents think that having food and packages delivered has “about the same” impact on both traffic and the environment as individuals driving to the store themselves for these items. There is little difference by education level on these questions. Residents with a Bachelor’s degree or higher education are only a few percentage points more likely to think that these services are worse for traffic and the environment.

Furthermore, the driver segments that are most open to other modes are not convinced that these services have negative impacts. “Active Aspirers” are more likely to think that delivery services are better for traffic (28%). A quarter (23%) of Open-Minded Drivers think deliveries are better than for the environment. Residents may think that the net effect of their not driving to the store or restaurant is cancelling out the additional travel by delivery drivers. All this suggests the need for public education about the impacts of these services.

Residents are unconvinced of delivery impacts on traffic, environment

% who say delivery is _____ for traffic / environment as driving



Q: Compared to driving to the store to go shopping, do you think that having food or packages delivered to your home is better for the environment, worse for the environment, or about the same?

Q: Compared to driving to the store to go shopping, do you think having food or packages delivered to your home makes traffic better, worse, or makes no difference to traffic?

Remote Work

Another pandemic-era trend that appears to be here to stay, at least for some, is remote work. About half (49%) of residents surveyed work a full-time job. Additionally, 16% work one or more part-time jobs. These workers are equally divided as far as working from home. Half (50%) report never working from home, including 46% who report that it is not an option for them. The other half do work from home, including 14% who work from home every workday and 21% who work from home a few times a week.

There are sharp socioeconomic divides around remote work. Two-thirds (64%) of workers without a Bachelor's degree never work from home, compared to only 31% among those with a BA or higher education. Two-thirds (67%) of workers making \$50,000 or less never work from home, compared to only 36% among those making \$100,000 or more.

Working from home also may also be effecting other behaviors. Those working from home a few days a week or more are more likely to have virtual appointments (36% all virtual versus 49% overall). But they are also more likely to use delivery services 2-4 days a week or more often (28% versus 17% overall), and to think that using such services makes traffic *better* (26% versus 15% overall).

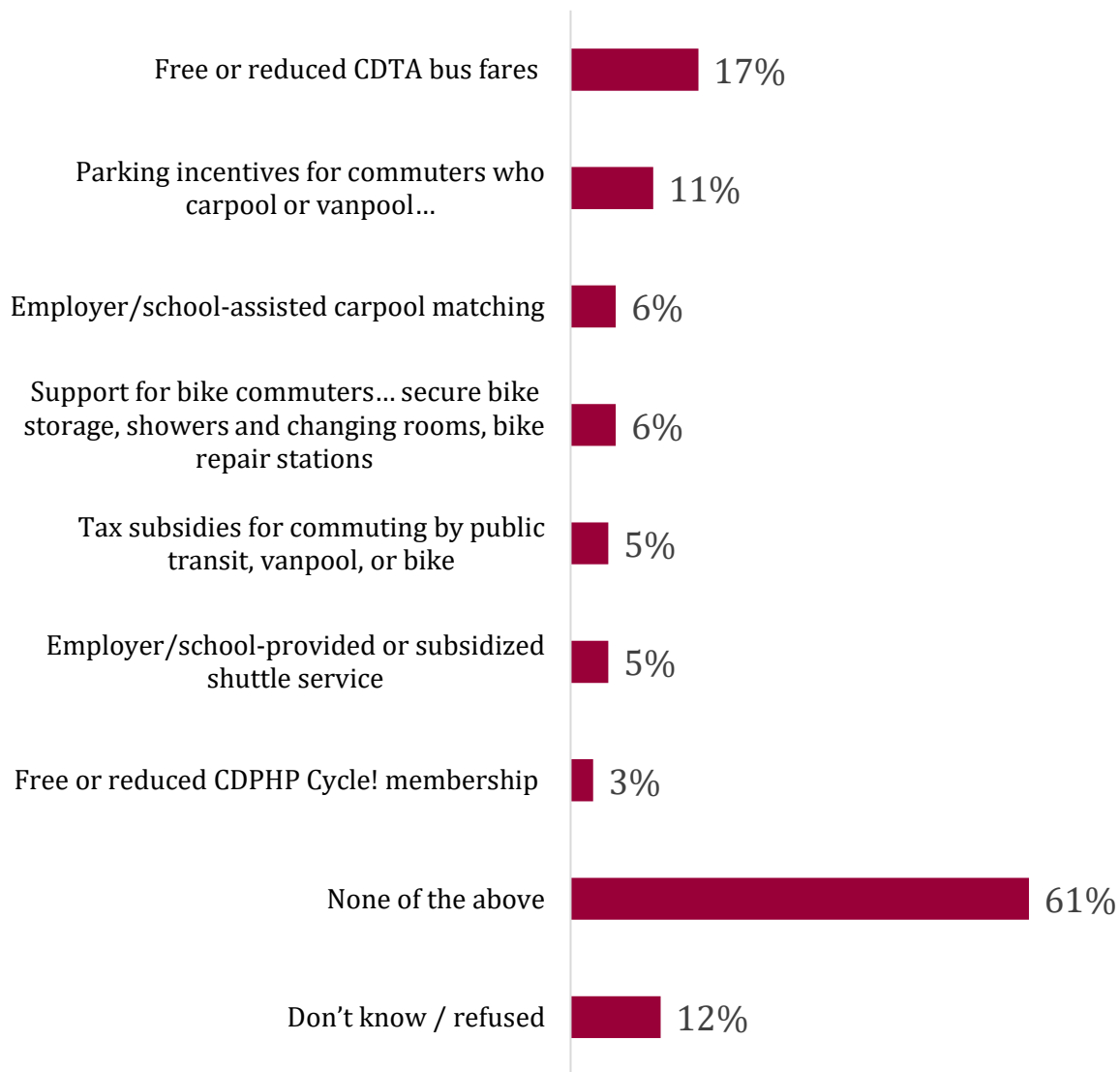
There is less of a clear relationship between working from home and driving. Those who work from home multiple days a week are no less likely to drive 2-4 days a week or more. In fact, they are *more* likely to own multiple cars and have multiple drivers in their households. These factors are likely more related to these workers' higher levels of education and income than about their ability to work from home or not. Remote work is certainly taking some commuting trips off the road, but remote workers seem to be holding onto their cars and using them for other trips.

Commuter Benefits

Regardless of work from home status, a majority (61%) of workers (and those attending school) said their employers or school offer none of the various transportation benefits tested. The most common benefits were free or reduced fares on CDTA bus service (17%) and parking incentives for carpooling and vanpooling (11%). Workers living in the city of Albany were more likely to report commuter benefits like free or reduced fares (38%), parking incentives (23%), and tax subsidies for commuting by transit, vanpool or bike (13% versus 5% overall). Nonetheless, the fact that a majority across nearly every demographic group report none of these benefits are offered suggests there is significant room to ramp up these programs among employers in the region.

Workers are unaware of transportation benefits at their work / school

% who say their employer / school offers _____ transportation benefit



Q: To the best of your knowledge, does your employer or school offer any of the following transportation benefits? **Select all that apply.**

Awareness of Transportation Programs

There is a similar lack of awareness among all residents regarding transportation alternatives in the region. Given a list of transportation programs and services, a majority of residents has heard of only two: CDTA bus service (75%), and park & ride lots for commuters (60%). Residents of Albany County have higher awareness of most programs than those living in the city and other counties. The Active Aspirers segment is also much more aware of many of these programs, and especially bike-related programs and services. If a campaign targeting these drivers for mode shift promotes alternatives, the Active Aspirers will have more awareness of those options to start.

“Active Aspirers” are more aware of transportation programs / services

% overall and by driver segment who have heard of each item

	Overall	Car Lovers	Malcontented Motorists	Open Minded	Aspirers
CDTA bus service	75%	73%	73%	79%	84%
Park & Ride Lots	60%	66%	66%	61%	69%
CDPHP Cycle! bikeshare	36%	33%	38%	38%	63%
FLEX On Demand	27%	21%	28%	25%	51%
CDPHP Cycle! Access program	22%	18%	23%	23%	32%
Bike to Work Day	17%	11%	15%	16%	56%
CDTA Universal Access program	14%	14%	13%	13%	18%
511NYRideshare.org	12%	13%	11%	14%	15%
Bike to School Day/ Walk to School Day	12%	10%	14%	8%	37%
DRIVE Electric Car Share	7%	3%	7%	5%	19%
Guaranteed Ride Home Program	7%	6%	4%	6%	14%
Capital Moves Carpool Quick Match	3%	1%	3%	5%	5%
Capital Region Vanpool	3%	1%	3%	5%	3%
None of these	8%	11%	4%	7%	2%
Don't know / refused	3%	2%	9%	1%	2%

Q: Which of the following services or programs have you heard of in the region? **Select all that apply.**

Methodology

These results are based on a survey of 800 New York Capital Region residents. Responses were collected from September 9 through October 21, 2024. The survey was conducted via an online survey using online panel sample and invitations to residents of the region via SMS message. Results were weighted by race, age and gender, education and geography, using targets derived from the latest available 5-year American Community Survey. The survey was offered in English, Spanish, Arabic, and Simplified Chinese. The credibility interval for the full sample is +/- 4.3 percentage points at the 95% confidence level, inclusive of the design effect. This project was conducted by The MassINC Polling Group and sponsored by the Capital Region Transportation Council.

Topline Results

Survey of 800 New York Capital Region residents

Field dates: September 9 – October 21, 2024

In a typical month, how frequently do you make each of the following types of trips? If you don't make that sort of trip, please select "I do not make this kind of trip".

RANDOMIZE ORDER	Every day	Multiple times a week	Once a week	A few times a month	Once a month	Less often	I don't make this kind of trip	Don't know / refused
Commuting to work or school	34%	23%	3%	3%	1%	2%	34%	1%
Dropping kids at school or daycare	11%	9%	1%	4%	1%	3%	68%	1%
Shopping or errands	11%	49%	20%	13%	4%	2%	2%	<1%
Recreational trips (dining / entertainment / visiting friends and family)	4%	29%	20%	24%	8%	10%	4%	<1%
Health care appointments	1%	4%	3%	26%	15%	45%	4%	<1%
Religious services	1%	3%	13%	5%	4%	13%	57%	3%

How do you make each of the following trips? If you use more than one mode to make each trip, **select all that apply**. If you don't make that sort of trip, please select "I do not make this kind of trip".

RANDOMIZE ORDER	Drive alone	Drive / ride with others (incl. car/van pool)	Ride in an Uber, Lyft, or taxi	Ride a bike	Walk or use a mobility device	Take a bus or FLEX van	Amtrak	STAR / senior or vol. service	I do not make this kind of trip	Don't know / refused
Health care appointments	71%	24%	8%	1%	3%	5%	1%	2%	4%	1%
Shopping or errands	68%	40%	6%	4%	7%	6%	1%	1%	2%	0%
Commuting to work or school	50%	14%	4%	4%	4%	6%	1%	<1%	33%	1%
Recreational trips	46%	61%	10%	4%	7%	4%	2%	<1%	5%	1%
Dropping kids at school or daycare	20%	10%	2%	2%	3%	2%	<1%	<1%	68%	1%
Religious services	19%	20%	2%	2%	4%	3%	1%	1%	57%	2%

Over the past year, how many of your personal appointments (medical, financial, therapy, etc.) have taken place virtually over the internet versus in person?

All of them have been virtual	2%
Mostly virtual, some in-person	10%
About evenly split between virtual and in-person	7%
Mostly in person, some virtual	28%
All of them have been in person	49%
Don't know / refused	3%

Thinking about all your different types of trips, over the past year, how often have you driven a car, truck, or van?

Never	10%
Less than once a month	5%
1 to 3 days a month	7%
About 1 day a week	4%
2 to 4 days a week	17%
5 to 7 days a week	56%
Don't know / refused	1%

How much do you agree or disagree with each of the following statements about how you get around?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
RANDOMIZE ORDER					
People should be allowed to use their cars/trucks/vans as much as they like	2%	5%	19%	36%	38%
I am NOT the kind of person who rides a bicycle	15%	24%	22%	23%	16%
I am NOT the kind of person to use public transportation	15%	23%	23%	24%	15%
I like traveling by walking (to/from destination)	11%	15%	29%	33%	11%
I feel a moral obligation to reduce the emission of greenhouse gases	11%	16%	34%	29%	10%
Environmental threats such as global warming have been exaggerated	32%	21%	22%	14%	10%
Driving gives me a way to express myself	11%	17%	41%	23%	9%
In general, I would rather bicycle than use the bus	18%	23%	24%	26%	9%
If I could, I would gladly do without a car/truck/van	33%	24%	16%	18%	9%
I like traveling by bicycle	22%	21%	28%	21%	8%
Reducing my car/truck/van use would make me feel good	12%	15%	36%	28%	8%
I would rather be a carpool passenger to read, use smartphones, or sleep on the way to work	20%	23%	29%	20%	8%
I like traveling by bus	28%	24%	29%	14%	5%
I tend NOT to walk much because I am not fit enough	33%	32%	16%	15%	5%

How convincing do you find each of the following arguments for using other ways of getting around, like carpooling, public transit, or riding a bike, instead of driving alone?

RANDOMIZE ORDER	Very convincing	Somewhat convincing	Not too convincing	Not at all convincing	Don't know / refused
Leaving the car behind is a great way to save money on gasoline and avoid wear and tear on your vehicle	32%	39%	17%	8%	5%
Getting out of your car and walking to a bus stop or riding your bike is a way to build exercise into your regular routine	26%	43%	17%	11%	3%
Air pollution from cars and trucks contributes to asthma and other illnesses in neighborhoods near highways	23%	39%	19%	12%	7%
Cars and trucks are one of the biggest sources of the emissions that cause climate change	20%	34%	25%	15%	6%
If just a small percentage of drivers decide to go another way, it can lead to a lot fewer traffic jams	16%	46%	22%	9%	6%
Between traffic, parking, and road rage, driving is stressful. Taking the bus instead can turn your commute into a mental health break	16%	32%	27%	21%	4%

How often do you have food or packages delivered to you, including deliveries from Amazon, Walmart, Instacart, Uber Eats, Doordash, Grubhub, or other online delivery services?

Never	15%
Less than once a month	23%
1 to 3 days a month	26%
About 1 day a week	17%
2 to 4 days a week	14%
5 to 7 days a week	3%
Don't know / refused	2%

Compared to driving to the store to go shopping, do you think that having food or packages delivered to your home is better for the environment, worse for the environment, or about the same?

Better	13%
About the same	66%
Worse	10%
Don't know / refused	11%

Compared to driving to the store to go shopping, do you think having food or packages delivered to your home makes traffic better, worse, or makes no difference to traffic?

Better	15%
About the same	66%
Worse	9%
Don't know / refused	9%

Which of the following services or programs have you heard of in the region? **Select all that apply.**
RANDOMIZE ORDER.

CDTA bus service	75%
Park & Ride Lots	60%
CDPHP <i>Cycle!</i> bikeshare	36%
FLEX On Demand	27%
CDPHP <i>Cycle!</i> Access program	22%
Bike to Work Day	17%
CDTA Universal Access program	14%
Bike to School Day/ Walk to School Day	12%
511NYRideshare.org	12%
DRIVE Electric Car Share	7%
Guaranteed Ride Home Program	7%
Capital Moves Carpool Quick Match	3%
Capital Region Vanpool	3%
None of these	8%
Don't know / refused	3%

Which of the following describes you? **Select all that apply.**

I work a full-time job	49%
I work one or more part-time jobs	16%
I go to school	5%
I take care of children or other dependents at home	16%
I am retired	21%
I am unable to work due to a medical condition	8%
I am not working for other reasons	5%
None of the above	1%
Don't know / refused	1%

ASK FOLLOWING QUESTION IF EMPLOYED FULL OR PART TIME

How often do you work from home?

Every workday	14%
A few times a week	21%
A few times a month	11%
Less than once a month	3%
Never, I prefer not to work from home	4%
Never, this is not an option for my work	46%
Don't know / refused	<1%

ASK FOLLOWING QUESTION IF EMPLOYED FULL OR PART TIME, OR A STUDENT

To the best of your knowledge, does your employer or school offer any of the following transportation benefits?
Select all that apply. RANDOMIZE ORDER.

Free or reduced CDTA bus fares	17%
Parking incentives for commuters who carpool or vanpool together to work or school	11%
Employer/school-assisted carpool matching	6%
Support for bicycle commuters such as secure bike storage, showers and changing rooms, or bicycle repair stations	6%
Tax subsidies for commuting by public transit, vanpool, or bike	5%
Employer/school-provided or subsidized shuttle service	5%
Free or reduced CDPHP <i>Cycle!</i> membership	3%
None of the above	61%
Don't know / refused	12%

How many cars does your household own or lease?

None	10%
One	36%
Two	36%
Three or more	16%
Don't know / refused	1%

How many people in your household drive a car, truck, or van?

None	9%
One	30%
Two	44%
Three	10%
Four	4%
Five or more	2%
Don't know / refused	1%

Do you have any children under the age of 18 living in your household?

Yes	31%
No	66%
Don't know / refused	3%

Do you or anyone in your household have any medical conditions (physical or mental) that make it difficult to travel outside the home?

Yes	20%
No	77%
Don't know / refused	3%

Demographics

Gender:

Man	48%
Woman	50%
Non-binary	1%
Some other way	0%
Don't know / refused	<1%

Age:

18-29	22%
30-44	23%
45-59	24%
60+	30%

Race:

White	79%
Black	7%
Latino	5%
AAPI	4%
All other / multiple	4%
Don't know / refused	1%

Education:

High School or less	32%
Some college, no degree	29%
College graduate (BA/BS)	21%
Advanced degree	16%
Don't know / refused	1%

Region:

Albany City	13%
Other Albany County	16%
Rensselaer County	18%
Saratoga County	27%
Schenectady County	12%
Schenectady City	6%
Colonie Town	8%