



# South Dakota Statewide Coordinated Public Transit – General Population Survey

Transportation Commission  
October 24, 2024  
WBA Research / KFH Group



<https://dot.sd.gov/>  
Twitter: @SouthDakotaDOT

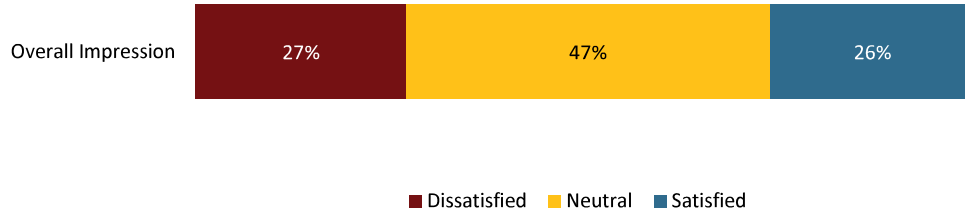
## Background & Methodology

- Random sample of residents of South Dakota
- Results weighted to be representative of residents statewide
- Combination online and telephone data collection
- Data collected from August 24 – September 10, 2024

	Sample Size
<b>Total</b>	<b>1,683</b>
Aberdeen Region	389
<i>Aberdeen</i>	109
<i>Huron</i>	82
<i>Watertown</i>	198
Mitchell Region	422
<i>Mitchell</i>	49
<i>Sioux Falls</i>	303
<i>Yankton</i>	70
Pierre Region	457
<i>Mobridge</i>	59
<i>Pierre</i>	328
<i>Winner</i>	70
Rapid City Region	415
<i>Belle Fourche</i>	30
<i>Custer</i>	48
<i>Rapid City</i>	337



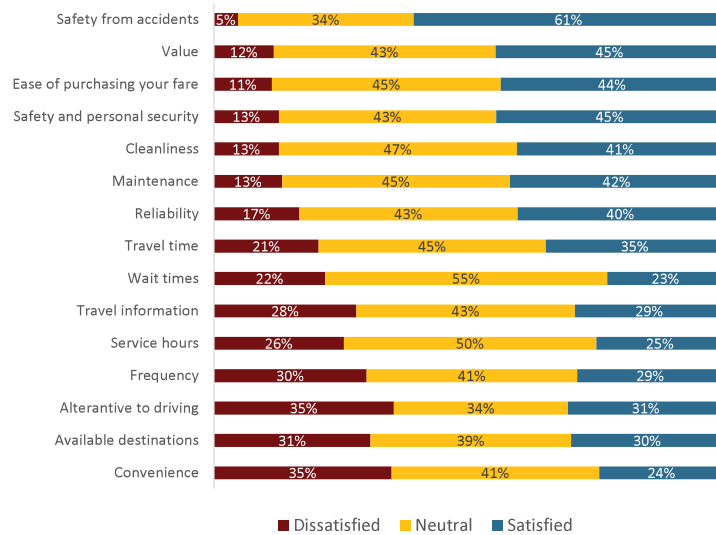
### Public Transportation Overall Rating



Q8. How would you rate public transportation in South Dakota on each of the following?

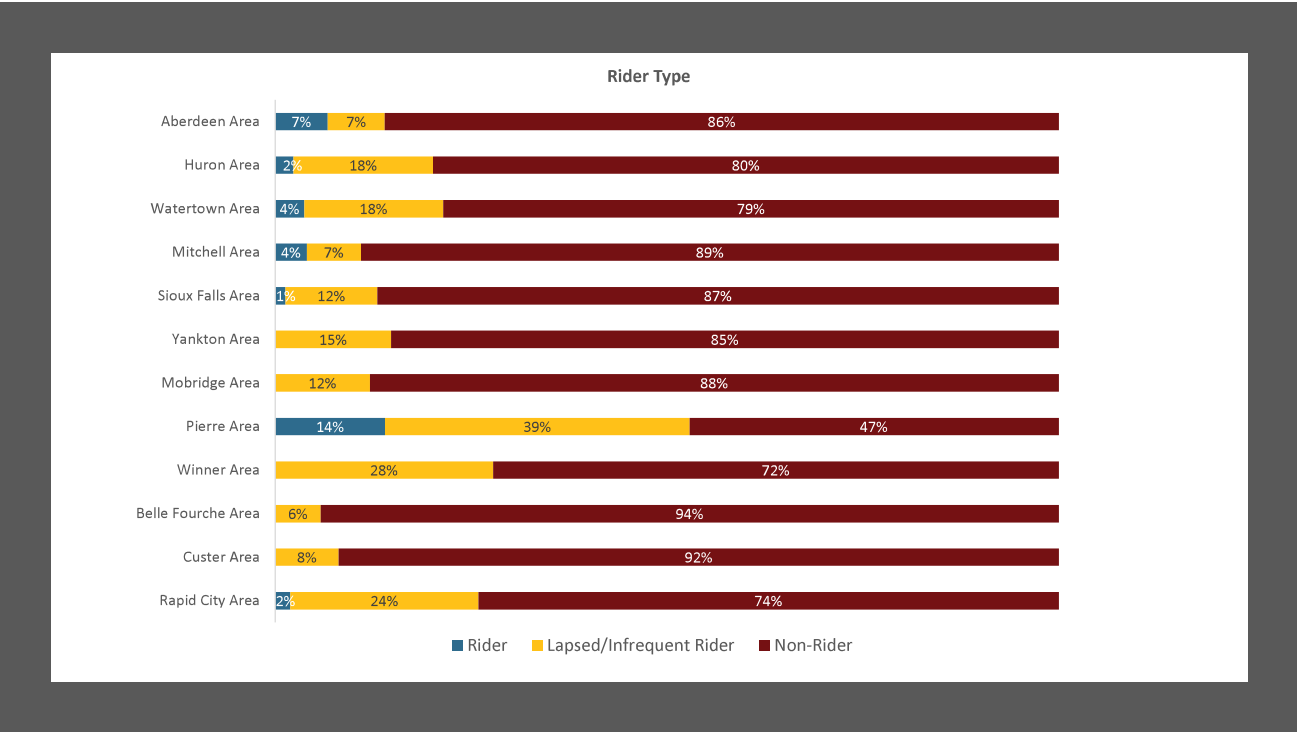
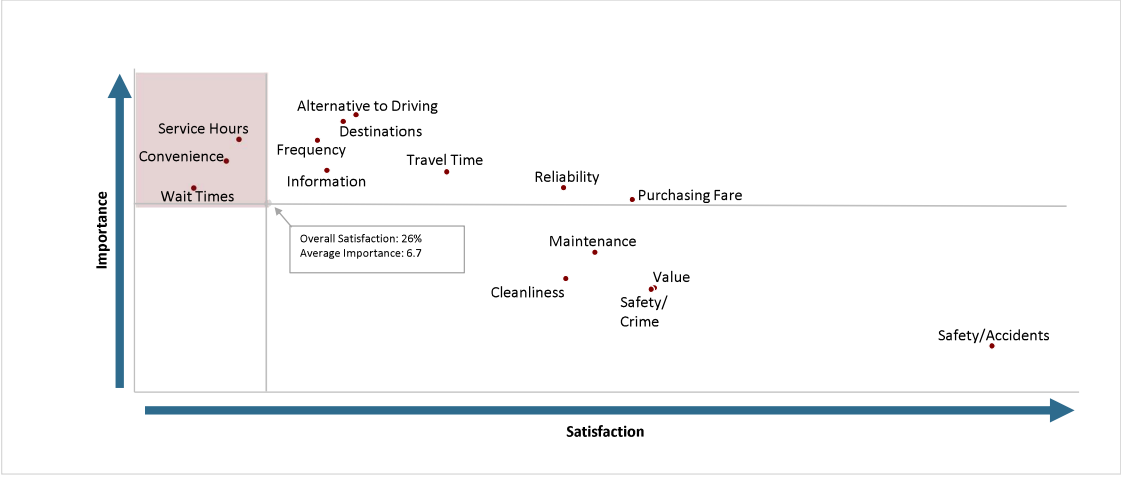


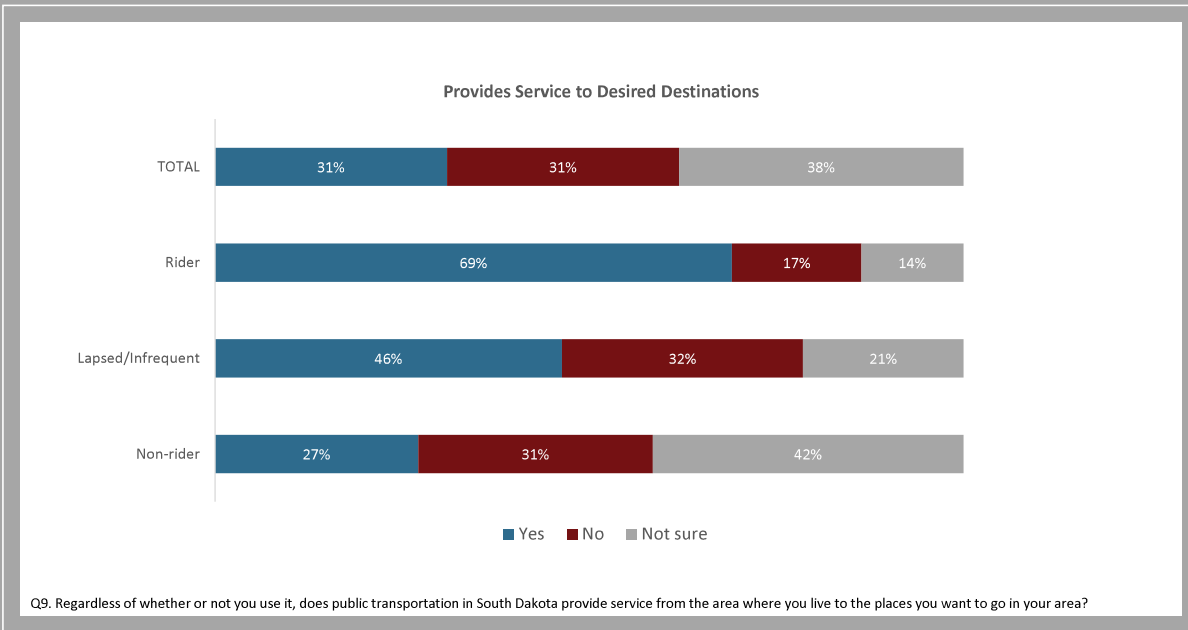
### Public Transportation Individual Attribute Rating



Q8. How would you rate public transportation in South Dakota on each of the following?

# Key Driver





## Reasons for Riding or Not Riding

"I prefer to drive for the flexibility it provides. Public transportation here is limited and scheduling ahead of when a ride is needed is required. I understand, but my work does not always allow this to work."  
*-Huron Area Resident*

"We are retired, still are able to drive and don't have a need...yet. I hope that we maintain the Ride Line system, because the day will come when I can no longer drive and will have a need for it. I do have friends that use it."  
*-Aberdeen Area Resident*

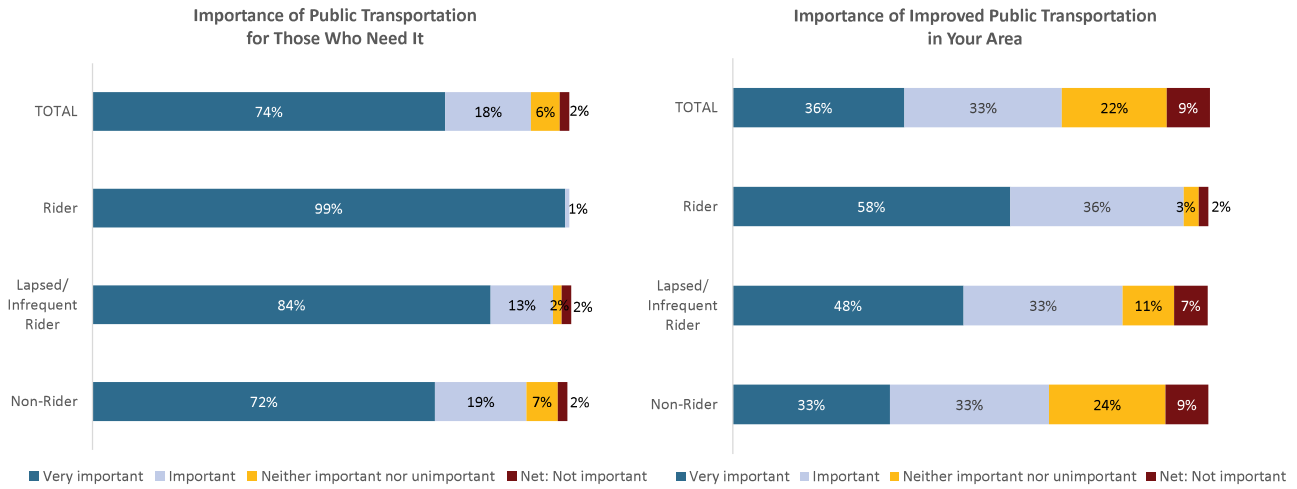
"I fell and broke my hip, unable to drive anymore, get around anymore. They take me to the store, they take me to my physical therapy, my doctor's appointment. They're very convenient."  
*-ROCS Transit Customer*

"The conversation and the professionalism never been dropped and they've always taken extra caution with me, so they make a difference."  
*-ROCS Transit Customer*

"I don't use public transportation where I live because I have my own vehicle to get me where I need to go. I also have family/friends in the area that are able to give me a ride if my vehicle is getting repaired or if I would be unable to drive for a time."  
*-Rapid City Area Resident*

"I don't know anything about the availability, locations, or type of public transportation that are available. I also have a functional vehicle (so) that using public transportation doesn't come to mind."  
*-Rapid City Area Resident*

Q5. Why don't you currently use public transportation where you live?



Q7. How important is it for public transportation to be available to those who need it?  
 Q7A. How important is for there to be additional or improved public transportation in your area?

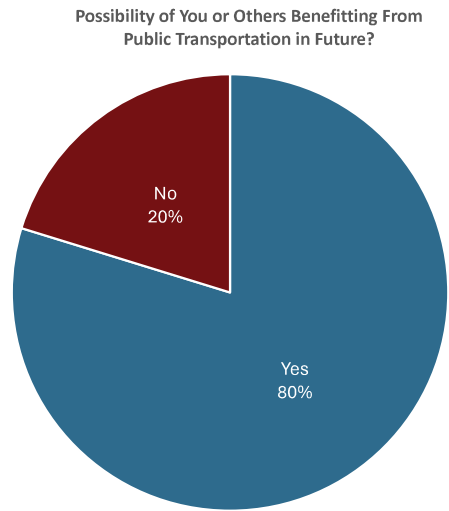
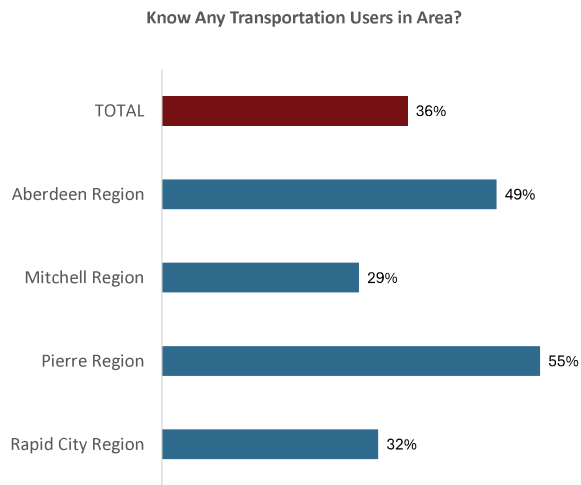


## Likelihood to Use (among those who say service is unavailable)

Likelihood to Use	%	Factor	Factored %
Very likely	16%	.6	10%
Somewhat Likely	24%	.2	5%
<b>Net: Likely</b>	<b>40%</b>		<b>14%</b>

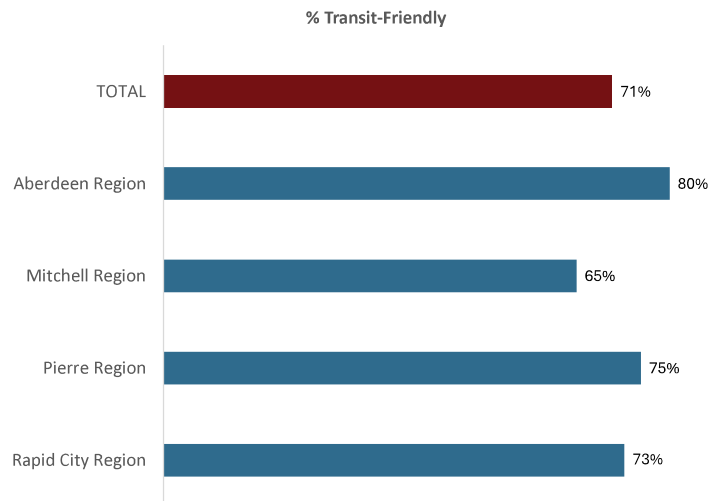
Q10. If public transportation in South Dakota did provide service from the area where you live to the places you want to go in your area, how likely would you be to use it?





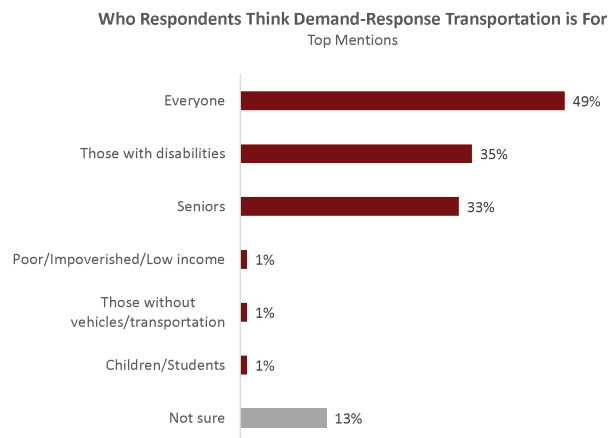
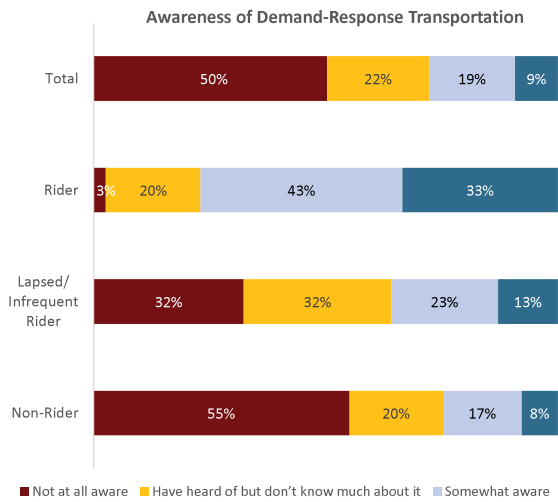
Q11A. Do you personally know anyone else in your area who uses public transportation?

Q12. Thinking about potential life changes in the future, can you see the possibility that you, a family member, neighbor, or acquaintance (of any age) may require or benefit from public transportation?

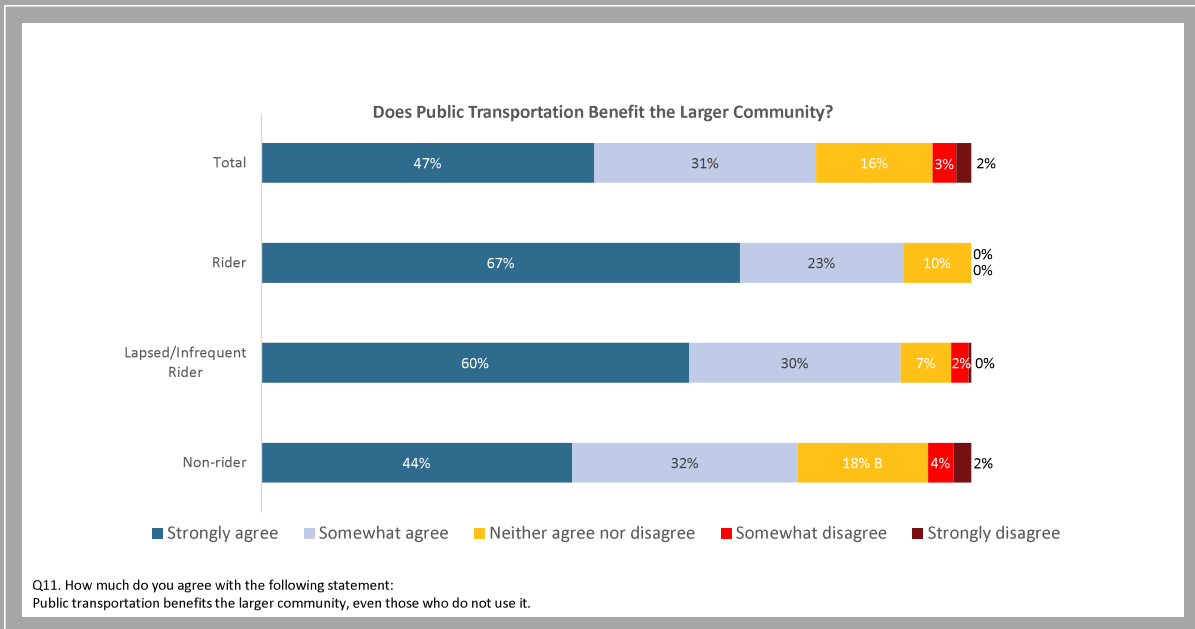


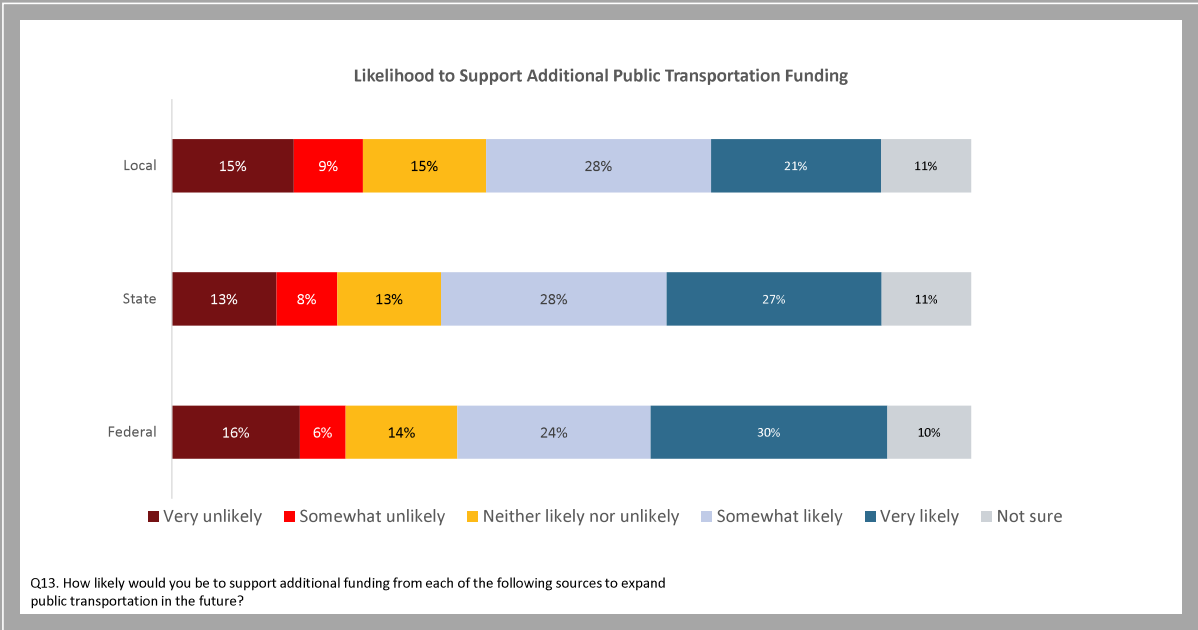
Q2/Q11A/Q12. Affected By Public Transportation





Q7B. Are you aware of demand-response public transportation?  
 Q7C. Who do you think demand-response public transportation is meant for?





# Questions & Answers