

GMTA Customer Service Rider Survey Results

September 2010

During September, 2010, GMTA surveyed approximately 13% of its average weekday ridership on its year-round routes (58 surveys) in an effort to learn more about riders' background, income, need for transit and overall satisfaction with the current services being offered. GMTA chose to interview passengers rather than handing out questionnaires, thereby ensuring a higher response rate and a more representative sample. This survey marks the sixth year in a row in which GMTA passengers were asked a similar set of questions, thereby allowing for meaningful comparisons across the six year timeframe.

The sample was developed by a) determining the proportion of ridership on each route and b) selecting the number of surveys to conduct on each route relative to the percentage of passenger trips made on that route.

The summary of the survey results is divided into three sections:

- 1) Demographics
- 2) Customer Service and Satisfaction
- 3) Customer Frequency and General Use

Section 1: DEMOGRAPHICS

1) Household Numbers

a) Average Number of Persons per Household	2.0 persons
b) Average Number of Cars per Household	0.69 cars
c) Percent of Households with Zero Cars	55%
d) Percent of Riders with No Car for This Trip	78%

2) Age of Riders

a) 18 and Under	0%
b) 19-25	18%
c) 26-35	21%
d) 36-45	19%
e) 46-55	19%
f) 56-65	18%
g) 65 and Over	5%

Total: 100%*

* One non-respondent.

3) *Employment Status (in percent of total riders)*

a) Employed	53%
b) Homemaker	3%
c) Disabled	22%
d) Retired	9%
e) Student	2%
f) Unemployed	12%
g) Other	0%

Total: 102%*

h) Employed among 19 to 65 age group	53%
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* The total is greater than 100% because some riders chose two answers, i.e. disabled and employed, student and employed, disabled and retired, etc.

4) *Riders Receiving Government Assistance*

Currently Receiving 52%

Assistance Type Currently Received

a) Food Stamps	28%
b) Social Security	38%
c) Medicaid	31%
d) TANF	0%
e) VHAP	12%
f) WIC	0%
g) Medicare	21%

5) *Approximate Household Incomes*

a) Under \$20,000	41%
b) \$20,001-\$25,000	17%
c) \$25,001-\$30,000	9%
d) \$30,001-\$35,000	4%
e) \$35,001-\$40,000	6%
f) \$40,001-\$45,000	4%
g) \$45,001-\$50,000	9%
h) \$50,001-\$55,000	6%
i) \$55,001-\$60,000	2%
j) \$60,001-\$65,000	0%
k) \$65,001-\$70,000	0%
l) Over \$70,000	4%

Total: 100%*

Median Income is approximately \$23,000 per Rider Household

*Percentages exclude the 7% of riders who declined to answer this question.

Section 2: CUSTOMER SERVICE AND SATISFACTION

6) *Riders' Ratings of GMTA's Performance*

	Always	Usually	Seldom	Never
The bus is on time	33%	65%	0%	2%
The bus driver is courteous	77%	21%	2%	0%
The bus runs frequently enough	40%	46%	9%	5%
The bus is clean	75%	25%	0%	0%
The bus is convenient	72%	23%	5%	0%
I feel safe on the bus	77%	19%	4%	0%

7) *Improvements Requested by Riders*

a) More Frequency	36%
b) Earlier Hours in AM	7%
c) Later Hours in PM	57%
d) More Service on Saturday	18%
e) More Service on Sunday	59%
f) Better On Time Performance	9%
g) More Public Information	7%
h) Faster, More Direct Service	2%
i) More Shelters	20%
j) Bus route to more locations	25%
k) More door-to-door service	9%
l) Real-time info on bus arrivals	5%
m) Other	7%
Total:	261%*

*Total is over 100% because many riders chose more than one answer.

Other service changes/additions requested include: Service to South Barre, Barre Town, Northfield, Mad River Valley, Plainfield, Johnson, Hyde Park, Hardwick. Mid-day service on the Waterbury and RT 100 Commuters, more LINK/RT 100 transfer options, more LINK trips to Burlington, more service to Barre Hannafords, expanded services in Montpelier.

Section 3: FREQUENCY AND GENERAL USE

8) *Frequency of Bus Ridership:*

a) Almost Every Day	43%
b) 2-3 Times per Week	47%
c) Once per Week	5%
d) 2-3 Times per Month	2%
e) Once per Month	0%
f) Once Every Few Months	2%
g) Once Every 6 Months	0%
h) Once per Year	0%
i) First/Second Time Riding	<u>2%</u>
Total:	100%

9) *Reasons for Using GMTA Buses*

a) Cannot Drive	31%
b) No Car Available	29%
c) To Avoid Traffic	3%
d) Reduce cost of living/save money	31%
e) To Avoid Parking and/or Fees	2%
f) Environmentally Friendly	19%
g) Other	<u>9%</u>
Total:	124%*

* Greater than 100% due to individuals selecting more than one reason for riding.

Also of Interest

a) Percent of riders with a valid license	55%
b) Of those with a valid license and car(s) in household, percent <u>with</u> a car available for this trip	28%

* Three respondents indicated having a license and cars in household, but did not indicate whether a car was available or not; these were left out of b) above, (including these three raises “choice” ridership in survey group to 37.5%).

10) *Purpose of Trip*

a) Work	34%
b) School	0%
c) Shopping	22%
d) Visit friend/relative	2%
e) Personal Business	36%
f) Medical/dentist	16%
g) Other	2%
h) Did Not Respond	<u>0%</u>
Total:	112%*

* Greater than 100% due to individuals selecting more than one purpose for that trip.

11) *If the bus was not available, would you still make this trip?*

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|--------|-----|
| a) Yes | 62% |
| b) No | 38% |

If Yes, how would you make this trip?

- | | |
|-------------------------------|--------------|
| a) Walk | 15% |
| b) Bike | 6% |
| c) Taxi | 9% |
| d) Use Car | 38% |
| e) Carpool with Friend/Family | 26% |
| f) Other | <u>12%</u> |
| Total: | 106%* |

*Total is over 100% due to riders choosing more than one response.

12) *Length of Average Trip Taken on GMATA*

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|-------------------------|-------------|
| a) Less Than 10 minutes | 4% |
| b) 10-20 minutes | 30% |
| c) 20-30 minutes | 39% |
| d) More Than 30 minutes | <u>28%</u> |
| Total: | 100% |

13) *Riders who use GMATA Buses to Commute* 54%*

* Note: This figure is higher than the 34% who answered “work trip” in question 10 above, because they may have been using GMATA for a different purpose during the trip when they were surveyed.

14) *Riders who Read the Newspaper(s)* 71%

Of those riders, they read the following

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|------------------------------|--------------|
| a) The Times Argus | 61% |
| b) The Burlington Free Press | 24% |
| c) The World | 10% |
| d) Seven Days | 15% |
| e) The Bridge | 2% |
| f) Local town paper | <u>7%</u> |
| Total: | 120%* |

*This figure is over 71% due to riders selecting more than one newspaper.