





2017 transitridersurvey

Distance to the transit stop

#1 Do you live more than one mile from the nearest bus stop?

YES (29.6%) NO (70.4%)

#2 How do you get to the nearest bus stop?

 **Walk** 77.4%
 **Drive** 12.9%
 **Bike** 4.84%
 **Carpool** 4.84%

Transit choice




Most important factor in choosing your public transit provider?

Reliability: 33.3%

Convenience: 30%
 Schedule/wait time: 30%
 Cost: 3.3%

Comfort: 1.7% / Trip time: 1.7%

Given the choice, which transportation option would you prefer?

 **PUBLIC TRANSIT** 50.9%
 **PERSONAL VEHICLE** 38.2%
 **WALKING ONLY** 10.9%

Do you feel safe on public transit?

NO
83.3%

Preferred fare payment method

Pre-paid pass

51.7%




31.0% Smart device
(ApplePay®, GooglePay®, etc.)

10.3% Cash

6.9% Credit Card

Infotainment

If your public transit provided on-board infotainment systems, which would interest you most?

 **Screens w/sound** 15.4%
 **Streaming to device** 61.5%
 **No interest** 23.1%

What type of content do you want?





Local news: 50% National sports: 20%
 National news: 30% Local ads: 40%
 Local weather: 60% National ads: 0%
 Local sports: 20% None: 10%





Social Media Usage




Do you subscribe to your agency's social media accounts?

NO 35.7%
YES 64.3%

Which social media channels do you use regularly?

 92.6%
 37.0%
 48.2%
 18.5%

 44.4%
 48.2%
 7.4%
 3.7%

 3.7%
 7.4%
 14.8%

100%

Of respondents said they would use an online feedback mechanism to comment on their transit experience, if available.