

# 2019 GRTC On-board Survey Results

RESULTS PREPARED BY: WARNER TRANSPORTATION CONSULTING

PRESENTED BY: PLANNING DEPT, GRTC

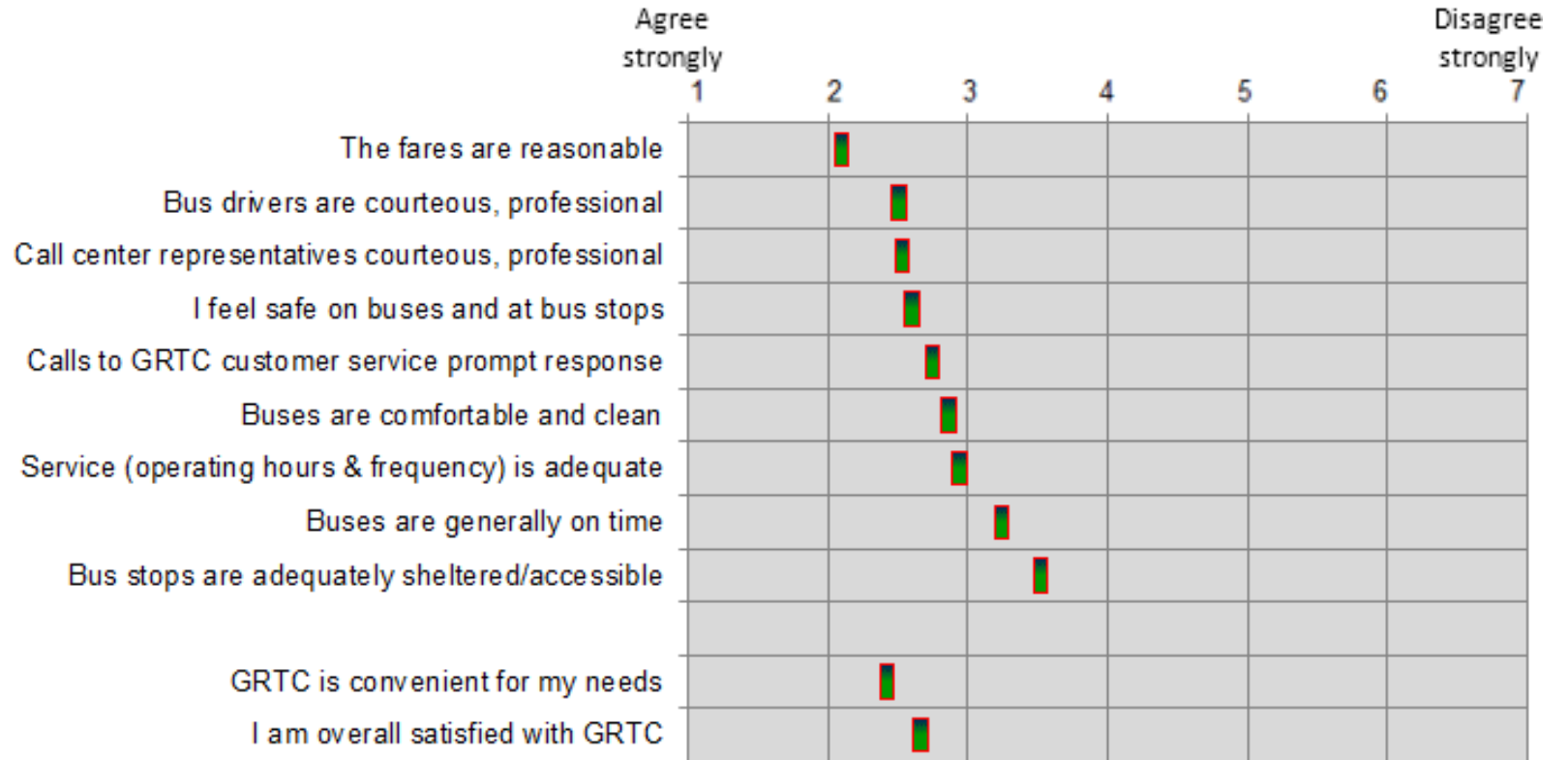
1/16/2020



# Background:

- On-board paper surveys were collected on all GRTC routes from October 7<sup>th</sup> to October 11<sup>th</sup>.
- October was selected as the sample month since all schools are in session, and there are no holidays.
- 1,513 riders completed valid surveys.
- 2.04 +/- margin of error at a 95 % confidence interval.
- Surveys were available in English, Spanish, Vietnamese and Arabic.

# Satisfaction:



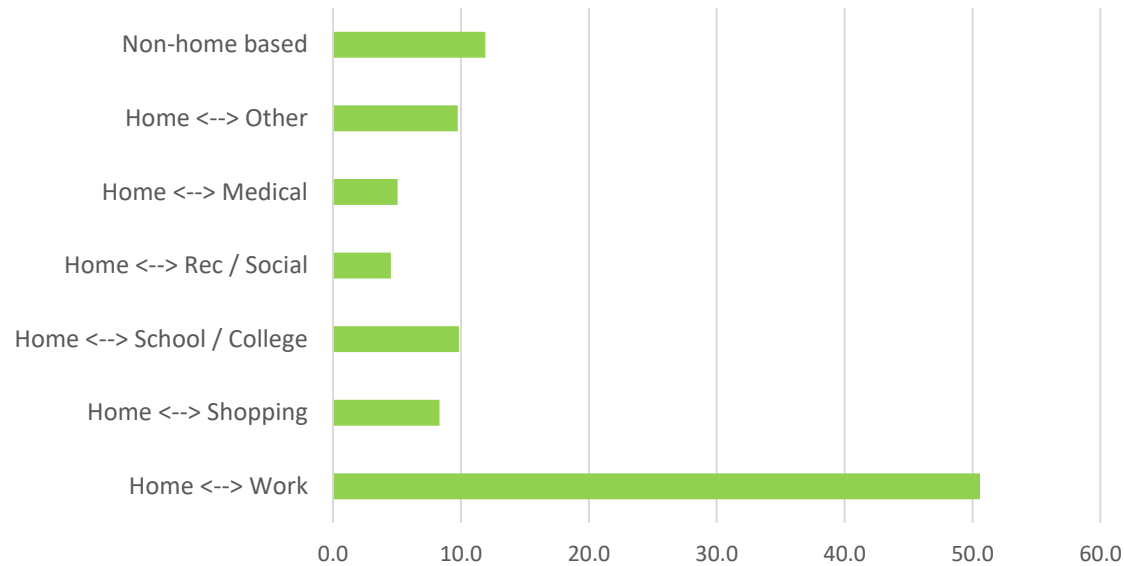
## Trip Purpose:

- Half of GRTC trips are for part of the commute. On the express routes, 92 percent of travelers are going between home and work.

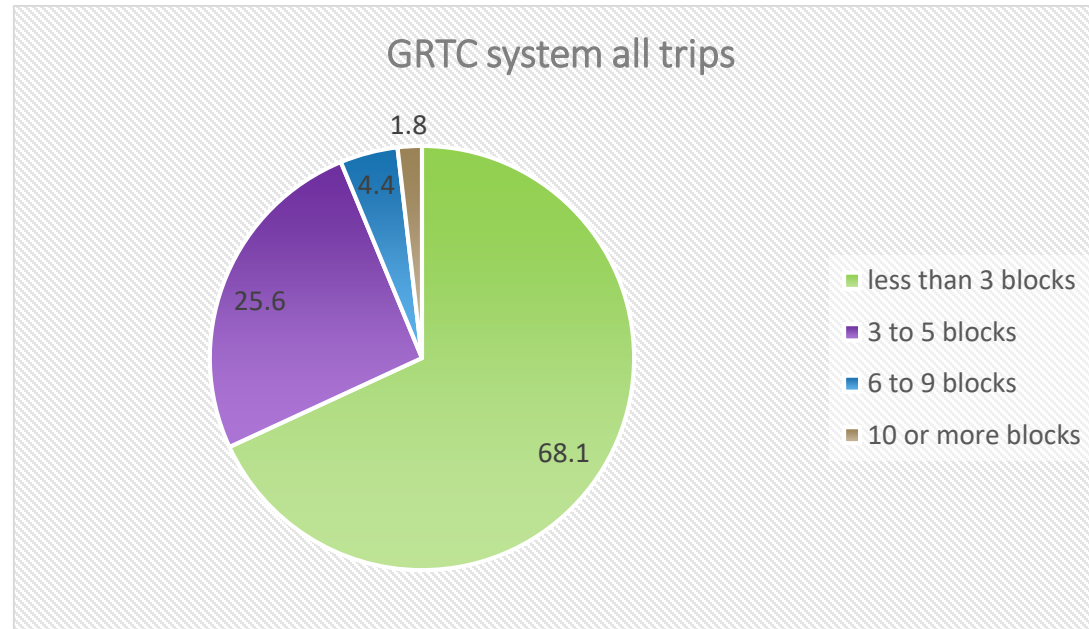
## Walk Distance - home:

- A very small share of riders who walk to their home end bus stop have to walk more than five blocks to catch the bus.

GRTC system all trips



GRTC system all trips



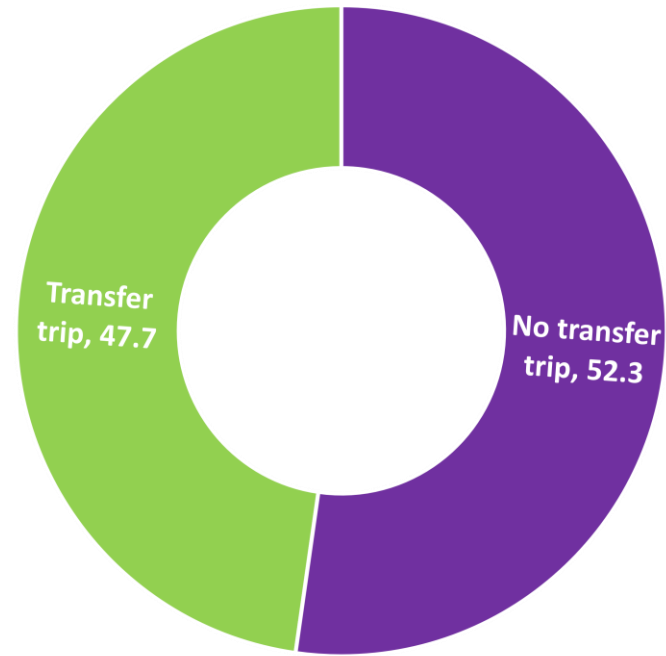
# Transfer:

- 48 % of the survey trips had to transfer.
- The rate for the express bus respondents was only 11 %.
- Almost three-fourths of transit travelers with a trip-end at Willow Lawn have to transfer. This is despite the fact that Willow Lawn is the terminus for the Pulse and several other routes.

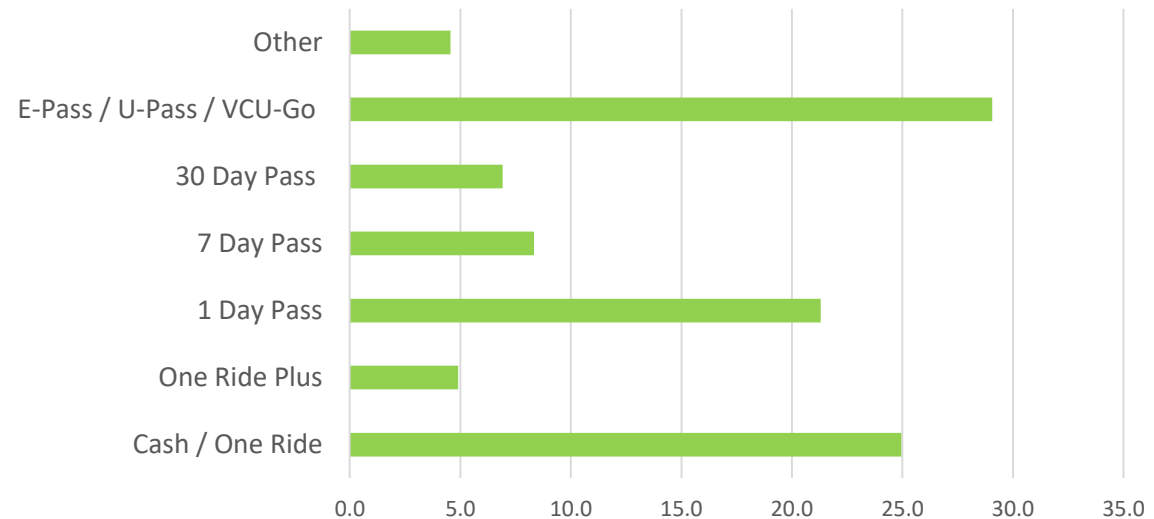
# Type of Pass:

- Aside from the E-Passes, riders predominantly use cash or 1 day passes.
- Trend: use of the 1 day pass tends to increase with age.

GRTC system all trips



GRTC system all trips



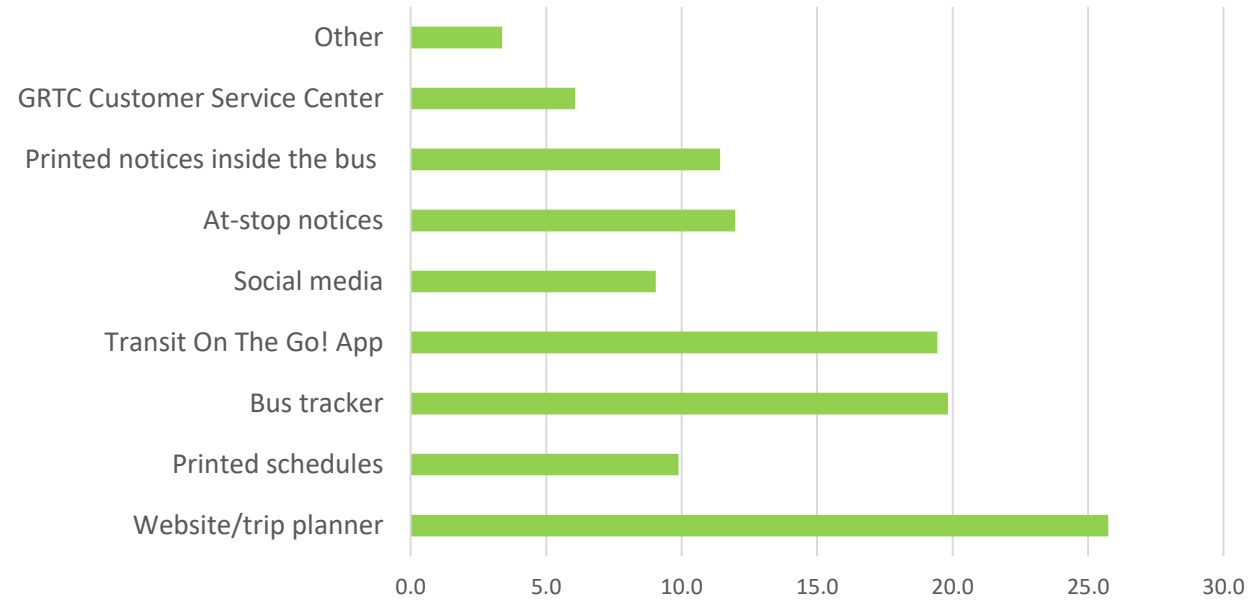
## Trip Planner:

- 62 % of GRTC travelers regularly use some source real-time bus information.
- Older adults use this service the least.
- GRTC's "Transit on the Go" app is the most common source for real-time bus information

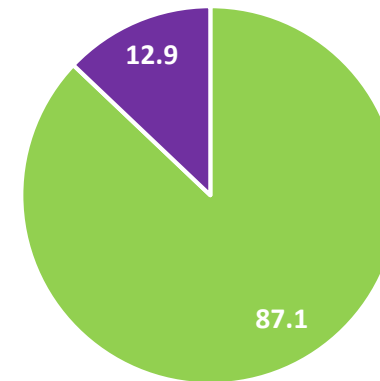
## Smartphone:

- Virtually all GRTC travelers under age 25 has a Smartphone.
- The rate drops with age, although even among those over age 65, two-thirds have a Smartphone.

GRTC system all trips



GRTC system all trips



■ Have a smartphone ■ Do not have a smartphone

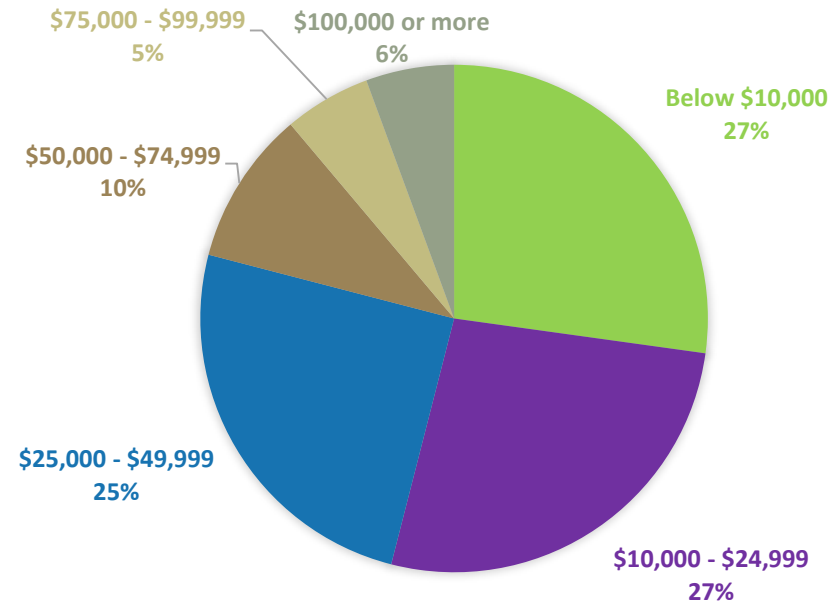
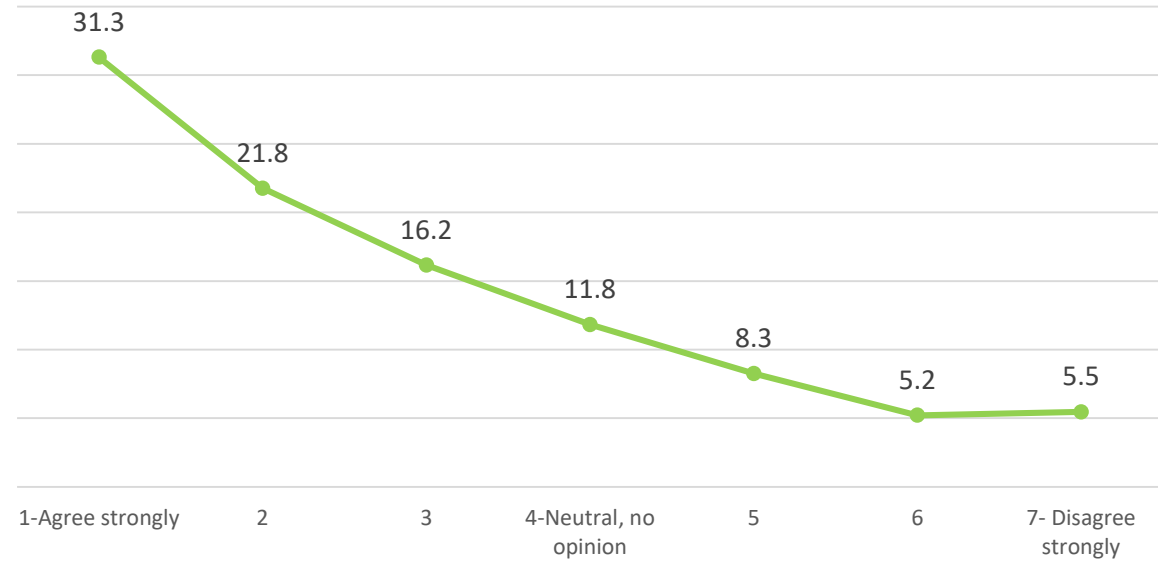
# Overall Satisfaction:

- 69 % of the respondents were overall satisfied with GRTC.

# Annual Household Income:

- 54 % of respondents have an annual household income below \$25,000.

GRTC system all trips  
I am overall satisfied with GRTC:



## Race / Ethnicity:

- Respondents could check more than one category for race / ethnicity, and thus the percentages for the categories defined here sum to more than 100%.
- Racial and ethnic shares differ significantly by route, including among express routes.

## Age:

- The decline of riders 65 years of age and older could be use of the CARE.

