Marketing Workshop #5:
Transit Market Research – Understanding Our Riders

May 24, 2022, 2:00-3:30 PM ET

National RTAP
Rural Transit Assistance Program

FTA
U.S. Department of Transportation
Federal Transit Administration

Participation Guidelines

- Presentation: Participants will be muted

- Q&A and Workshop: You can unmute

- Throughout: Put questions and comments in chat

- Workshop: volunteers will share what they want to know about their passengers and how they might use the information

- The slides and a recording of the presentation only will be posted to our Webinars page

- Fill out the brief survey at the end

National Rural Transit Assistance Program

- Technical assistance center funded by FTA through the Section 5311 program

- Free training and technical assistance materials to rural and tribal transit providers

- Review Board – 14 state DOT and rural and tribal transit agency staff
  - Soliciting nominations for new members in 2023. Visit our News page for details and the form. **Now due 6-30-22.**

- Learn more at nationalrtap.org
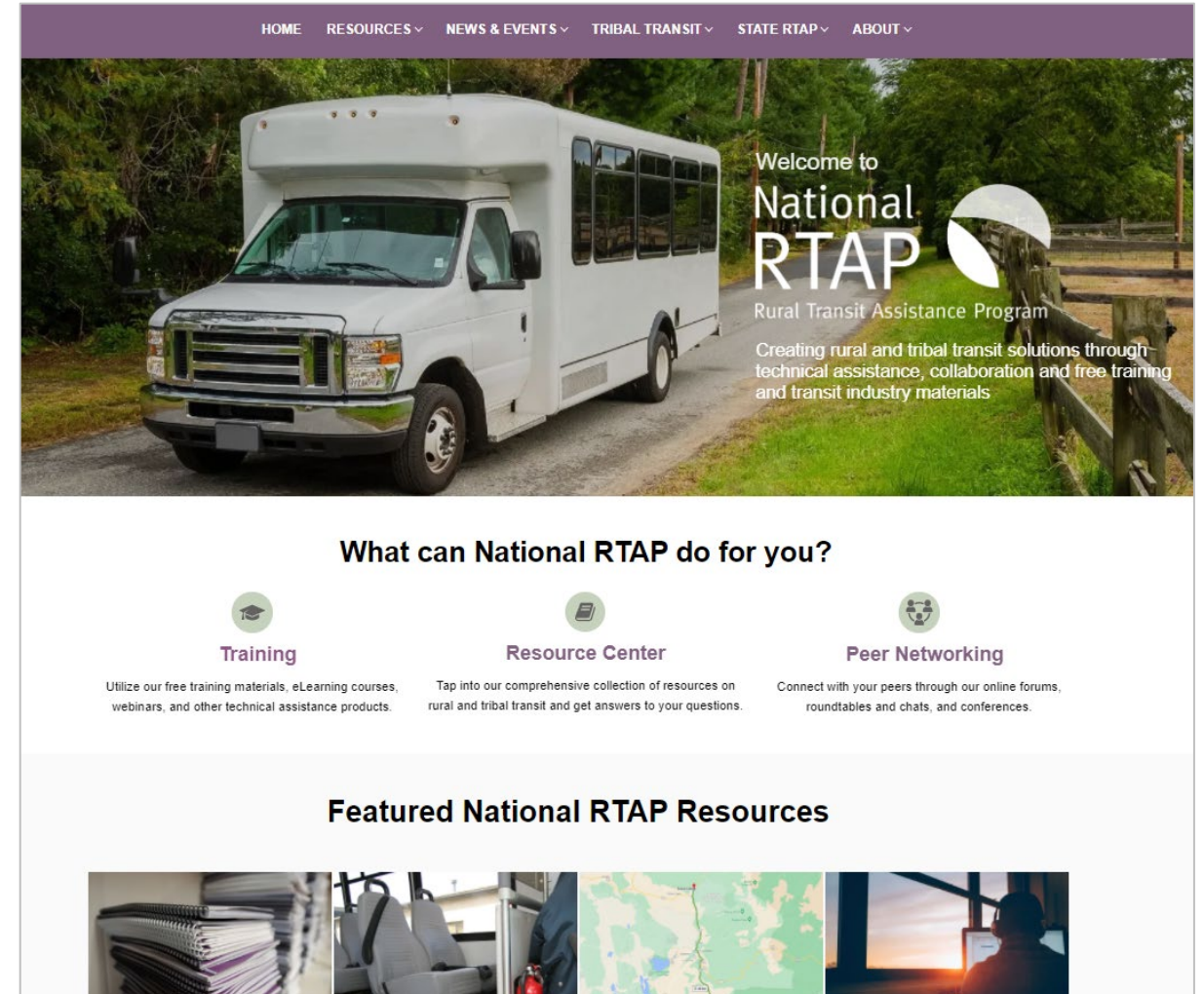
Speaker Introduction

Selena Barlow

Owner, Transit Marketing LLC

- More than 25 years of experience marketing public transportation services throughout the U.S.

- Areas of expertise include marketing plan development, market research, community outreach, and creation of marketing tools and campaigns.

- Much of her work has focused on rural and small urban communities where marketing can have the greatest impact on ridership.

- She holds an MBA, with focus on marketing, from the University of Arizona, and a BS in Advertising from the University of Florida.
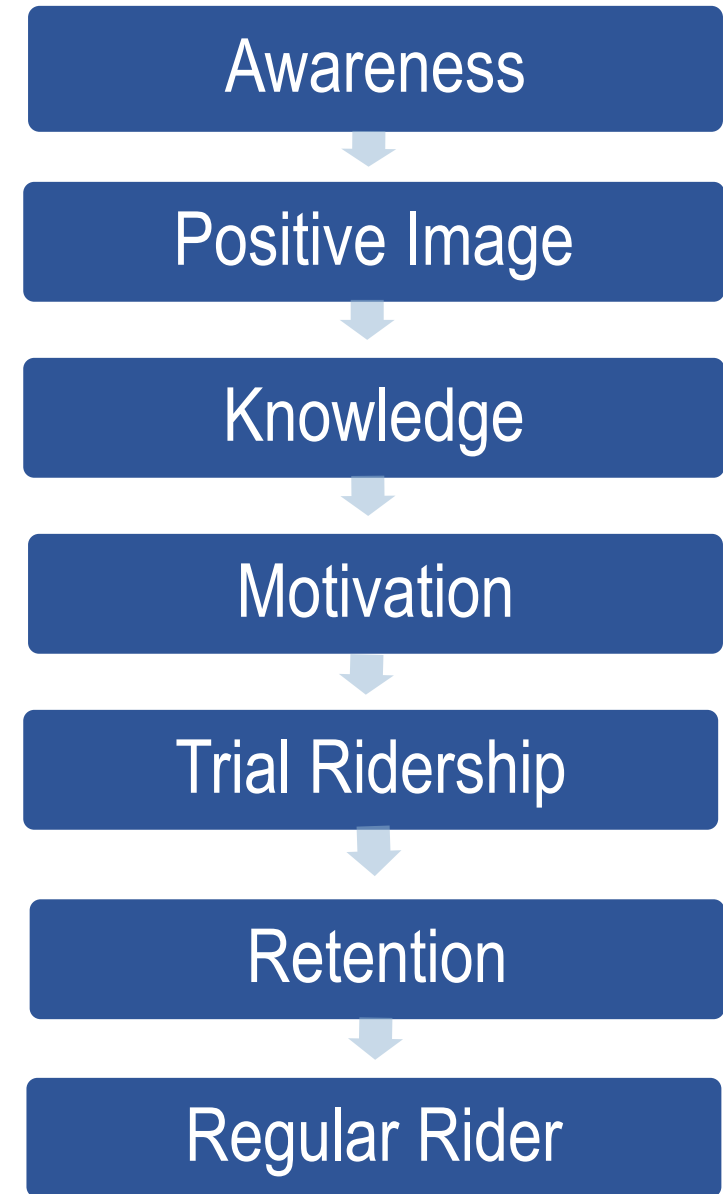
Public Transit Marketing

Transit Passenger Research

Six Class Series

- Awareness Building

- Customer Focused Websites

- More Passenger Information Tools

- Community Based Marketing

- Transit Passenger Research

- Improving the Passenger Experience

Awareness

↓

Positive Image

↓

Knowledge

↓

Motivation

↓

Trial Ridership
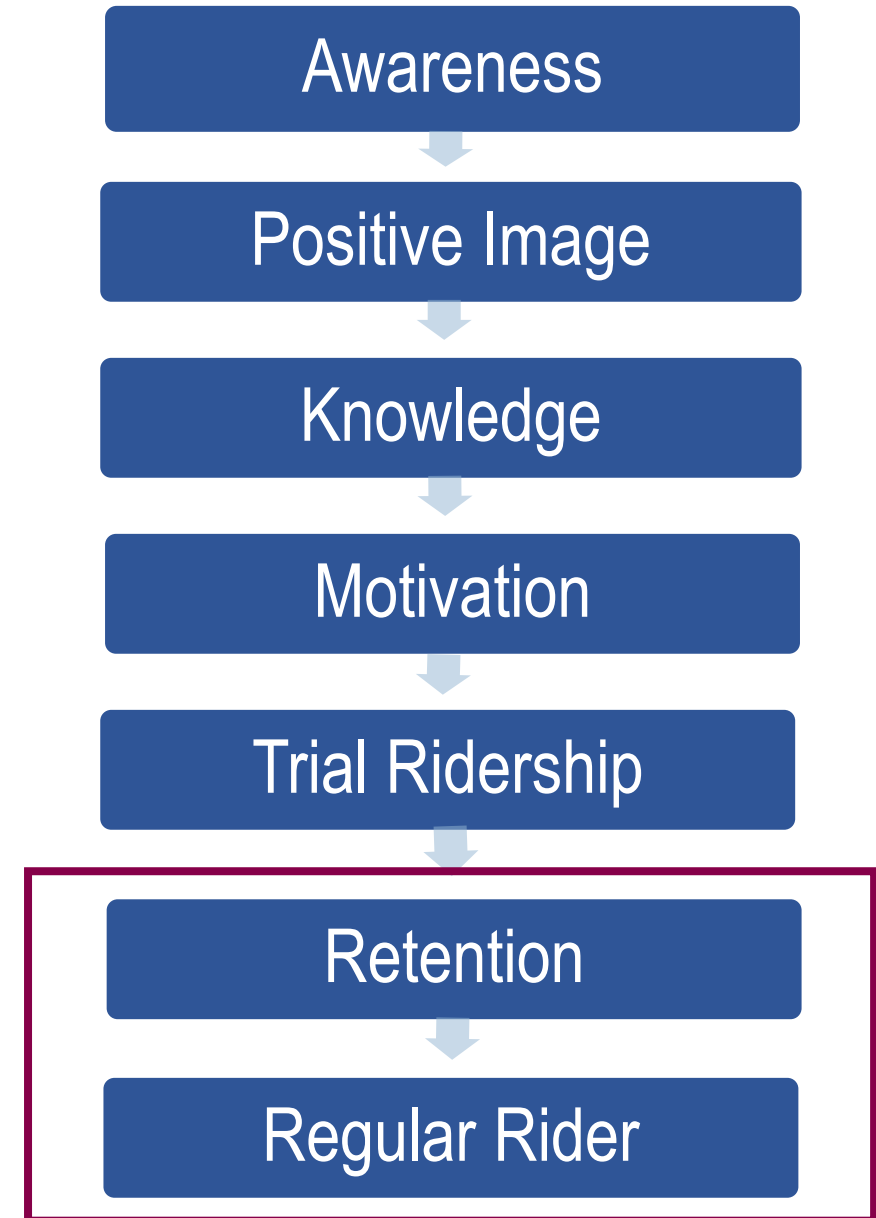
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Retention

↓

Regular Rider

Six Class Series

- Awareness Building
- Customer Focused Websites
- More Passenger Information Tools
- Community Based Marketing
- **Transit Passenger Research**
- Improving the Passenger Experience

Awareness

Positive Image

Knowledge

Motivation

Trial Ridership

Retention

Regular Rider

Why Conduct Passenger Research?

- To know who your riders.

- To understand how they are using your services.

- To guide service development decisions and enhancements.

- To determine how best to allocate limited resources.

- To understand how riders get information and how to make your system easier to use.

- To explore rider motivations, how to retain them, and how to attract more riders like them.

Quantitative and Qualitative Research Methods

Quantitative - Surveys

- On-board
- On-line
- By phone

Qualitative

- Focus Groups
- Informal Interviews
  - On-bus
  - At Bus Stop or Transit Center

Quantitative - Surveys

- Relatively large number of respondents that represent a population

- A defined questionnaire with mostly close-ended questions

- Data can be analyzed to understand how the population thinks or behaves and how sub-groups within the population compare

Qualitative – Focus Groups and Interviews

- Small numbers of participants that reflect a cross section of a target population
- In-depth discussion of specific issues relevant to a group
- Discussion outline that can be varied to reflect each respondent or group's particular interests or situation
- Can be conducted in person or remotely
- Not necessarily representative of overall population

Qualitative – Focus Groups and Interviews

- Small numbers of participants that reflect a cross section of a target population
- In-depth discussion of specific issues relevant to a group
- Discussion outline that can be varied to reflect each respondent or group's particular interests or situation
- Can be conducted in person or remotely

Steps in Conducting a Market Research Project

1. Determine Objectives

2. Identify Population (All Riders/Some Riders)

3. Select Research Method

4. Develop Questionnaire/Discussion Outline

5. Sample/Recruit Participants

6. Conduct Research

7. Analyze Data and Interpret Findings

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Objectives

- What do you want to learn about your riders?
  - Who are they – demographically?
  - How and why do they use transit?
  - What are their travel needs and characteristics?
  - How do they get information?
  - How satisfied are they with your transit service?
  - What types of improvements or changes would enhance their experience?

- How do you plan to use the findings?
  - Service Planning
  - Marketing Channels & Messages
  - Improve Passenger Experience
  - Decisions About Fares/Fare Media
  - Profile Ridership for Community Leaders and Stakeholders

Population

Fixed Route Passengers

- All riders
- Sub-set of Riders
  - Riders on a specific route
  - Riders going to a specific destination (e.g. college)
  - Weekend riders

Demand Response Passengers

- ADA Certified Individuals
- General Public Dial-a-Ride Users
- Specific sub-set of users
  - Non-disabled Seniors
  - Specific destination (senior center or day program participants)

Research Method

Fixed Route Passengers

- Quantitative
  - On-board Survey
  - On-Line Survey (promoted on bus)
- Qualitative
  - Focus Groups
  - Informal Interviews

Demand Response Passengers

- Survey
  - Mail back survey (distributed on vehicle)
  - On-Line Survey (promoted on vehicle)
  - Phone Survey
- Qualitative
  - Focus Groups
  - Informal Interviews

Steps in Conducting a Market Research Project

1. Determine Objectives

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3. Select Research Method

Different depending on methodology selected

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Different depending on methodology selected

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Passenger Surveys

Questionnaire Development:
What do you want to know?

Questionnaire - Content

- Origin/Destination Information
  - For service planning
- Usage Characteristics
  - Frequency of use
  - Route/service used
  - Weekday/Weekend
  - Transferring
  - Fare payment method
- Information Sources
- Customer Satisfaction
  - Overall
  - With specific aspects of service

- Improvement Priorities
  - Ratings
  - Most Important
- Motivators
  - Vehicle availability
  - Reasons they ride
- Demographics
  - Age
  - Income
  - Disability Status
  - Employment/Student status
    - Specifics of work/school commute needs

Questionnaire – Guidelines

- Start with least personal questions and create a logical sequence that is easy to follow

- Easy to understand questions
  - Simple, unambiguous language
  - One issue per question

- Multiple-choice style response – quick to complete

- Directions regarding how to complete and return

- Pretest to identify ambiguous or unclear questions, missing answers, errors

PRTC and First Transit are working to serve you better. Each quarter, we will conduct this survey to see how you think we are doing.

Please circle the correct answer for each question.

1. **On average, how many days per week do you use OmniLink?**
   5   4   3   2   1   0 – less than one day a week
   1a. IF you use OmniLink less than one day a week how often do you use it?
   (1) 1 - 3 days per month   (2) Less than one day a month
   (3) This is my first time using OmniLink

2. **How long have you been riding OmniLink?**
   (1) Less than a month   (2) 1-6 months   (3) 7-12 months
   (4) 1-2 years   (5) 3-4 years   (6) More than 4 years

3. **Why do you ride OmniLink? (Circle all reasons that apply.)**
   (1) Convenient   (2) Easy to use   (3) Reliable
   (4) Affordable   (5) isabled - can't drive (6) My only means of transportation
   (7) Other: _____

How do you rate OmniLink services?	Excellent	Average	Poor
4 Cleanliness of the buses	10 9 8	7 6 5 4 3	2 1 0
5 On-time performance	10 9 8	7 6 5 4 3	2 1 0
6 How safely OmniLink drivers operate the bus	10 9 8	7 6 5 4 3	2 1 0
7 Condition of the buses	10 9 8	7 6 5 4 3	2 1 0
8 Helpfulness/courtesy of OmniLink drivers	10 9 8	7 6 5 4 3	2 1 0
9 Driver's knowledge of OmniLink operations	10 9 8	7 6 5 4 3	2 1 0
10 Overall quality of service	10 9 8	7 6 5 4 3	2 1 0

11. **How likely are you to recommend OmniLink to other people?**
   (1) Very likely   (2) Somewhat likely
   (3) Not very likely   (4) Would not recommend it

12. **Do you have any comments?** _____
_____

The survey is confidential. However, if you would like PRTC to contact you, please provide your name, daytime phone number and e-mail address:

When finished, please return this form to the surveyor. Thank you.

Questionnaire - Production

Print/Self Administered

- Print on Card Stock
- Minimal writing (check boxes or circle answers)
- Provide pen or pencil
- Bilingual – 2-sided

Digital Tablet

- Program in "Survey Monkey" or a dedicated survey program
- Have surveyor conduct oral interview or hand tablet to rider to self-administer
- Note: Limits sample size and may introduce bias

CALAVERAS TRANSIT PASSENGER SURVEY

Please help us improve Calaveras Transit by completing this survey. Circle, check or PRINT your answers.

1. In the past seven days, how many <u>days</u> have you ridden Calaveras Transit?

     1   2   3   4   5

☐0 This is my first time ever riding Calaveras Transit

2. Where did you begin this one-way trip?

☐1 Angels Camp   ☐5 Jackson   ☐9 San Andreas
☐2 Arnold   ☐6 Mokelumne Hill   ☐10 Valley Springs
☐3 Copperopolis   ☐7 Murphys   ☐11 West Point
☐4 Columbia College   ☐8 Rancho Calaveras

☐12 Another town in Calaveras County_____

☐13 Outside of Calaveras County _____

3. Where is your final destination for this one-way trip?

☐1 Angels Camp   ☐5 Jackson   ☐9 San Andreas
☐2 Arnold   ☐6 Mokelumne Hill   ☐10 Valley Springs
☐3 Copperopolis   ☐7 Murphys   ☐11 West Point
☐4 Columbia College   ☐8 Rancho Calaveras

☐12 Another town in Calaveras County_____

☐13 Outside of Calaveras County _____

4. Will you use transportation services other than Calaveras Transit to complete this one-way trip?   ☐1 Yes   ☐2 No

   4A. IF YES - what other transit service will you use on this trip?

     ☐1 Tuolumne County Transit   ☐3 Other _____
     ☐2 Amador Transit

5. Did you board today in a wheelchair or bring a bicycle on the bus?

     ☐1 No   ☐2 Wheelchair   ☐3 Bicycle

6. What is the main purpose of this trip today?

☐1 Work   ☐5 School/College
☐2 Shopping   ☐6 Medical Appointment
☐3 Social Service Appointment   ☐7 Recreation
☐4 Other _____

7. How did you pay your fare for this trip?

☐1 Cash   ☐3 All Day Pass
☐2 Ticket   ☐4 Monthly Pass   ☐5 Student Monthly Pass

8. Do you qualify for discounted bus fare due to age (65+) or disability?

     ☐1 Yes   ☐2 No

9. How do you get information about Calaveras Transit routes and schedules?

☐1 Website   ☐6 Called on the phone
☐2 Printed Passenger Guide   ☐7 Bus Operator
☐3 Display at Bus Stop   ☐8 Family or friend
☐4 School or College   ☐9 Social Service Agency
☐5 Other _____

10. Please check all of these that describe you:

☐1 I access the internet regularly   ☐4 I have an email address
☐2 I have a cell phone   ☐5 I have a credit or debit card
☐3 I have a smartphone with internet access

11: **Please rate your experience with Calaveras Transit during the <u>past 60 days.</u>**

RATE Calaveras Transit	☹ 1=Poor		5=Excellent ☺		
A. Courtesy & helpfulness of the bus drivers	1	2	3	4	5
B. How often your bus is on-time	1	2	3	4	5
C. Comfort of the vehicle	1	2	3	4	5
D. How frequently your bus runs	1	2	3	4	5
E. Ease of getting transit information	1	2	3	4	5
F. Convenience of connecting between Calaveras Transit routes?	1	2	3	4	5
G. Convenience of connecting with other transportation services	1	2	3	4	5
H. Cost of bus fares	1	2	3	4	5
I. Overall, how would you rate Calaveras Transit?	1	2	3	4	5

CALAVERAS TRANSIT

CALAVERAS TRANSIT PASSENGER SURVEY (continued)

Please tell us about yourself (strictly anonymous)

12. In what community do you live?

- ☐1 Angels Camp
- ☐2 Arnold
- ☐3 Copperopolis
- ☐4 Columbia College
- ☐5 Jackson
- ☐6 Mokelumne Hill
- ☐7 Murphys
- ☐8 Rancho Calaveras
- ☐9 San Andreas
- ☐10 Valley Springs
- ☐11 West Point
- ☐12 Other_____

13. Which best describes you?

- ☐1 Employed full time
- ☐2 Employed part time or seasonally
- ☐3 Retired
- ☐4 Not employed

14. Are you a student? ☐1 Yes ☐2 No

15. If you are a student, where do you attend school or college?

- ☐1 Columbia College
- ☐2 Bret Harte High School
- ☐3 San Andreas High School
- ☐4 Middle School
- ☐5 Other _____

16. How old are you? _____

17. What is your approximate annual household income?

- ☐1 Less than $10,000
- ☐2 $10,000 to $14,999
- ☐3 $15,000 to $24,999
- ☐4 $25,000 to $34,999
- ☐5 $35,000 to $44,99
- ☐6 $45,000 to $54,999
- ☐7 $55,000 to $74,999
- ☐8 $75,000 to $99,999
- ☐9 $100,000 or more

18. Which do you consider yourself (check all that apply)

- ☐1 African-American/Black
- ☐2 Asian
- ☐3 Caucasian/White
- ☐4 Hispanic or Latino
- ☐5 Native American
- ☐6 Pacific Islander/Hawaiian Native
- ☐7 Other _____

19. Do you have a valid driver's license? ☐1 Yes ☐2 No

20. Was a vehicle available for your use to make this trip? ☐1 Yes ☐2 No

21. If Calaveras Transit were able to expand services, how important would each of the following improvements be to you personally?

1 = not important to me   *5 = very important to me*

A. Operate bus service on Saturdays.

Not Important - 1   2   3   4   5 - Very Important

B. Provide buses with more seating capacity.

Not Important - 1   2   3   4   5 - Very Important

C. Provide service to Sutter Creek to connect with Amador Transit to Sacramento.

Not Important - 1   2   3   4   5 - Very Important

D. Provide intercity bus service to Stockton, including connection with Greyhound.

Not Important - 1   2   3   4   5 - Very Important

E. Provide local transit service within Angels Camp.

Not Important - 1   2   3   4   5 - Very Important

F. Provide local transit service within San Andreas.

Not Important - 1   2   3   4   5 - Very Important

G. Provide local transit service within Murphys.

Not Important - 1   2   3   4   5 - Very Important

H. Provide shelters at more bus stops.

Not Important - 1   2   3   4   5 - Very Important

I. Service to another Calaveras County community (specify)_____

Not Important - 1   2   3   4   5 - Very Important

J. Direct service to Sonora.

Not Important - 1   2   3   4   5 - Very Important

22. Which one improvement listed above would be most important to you?

A   B   C   D   E   F   G   H   I   J

23. Is there another improvement to Calaveras Transit service that would be more important to you? If yes, please describe here (PRINT).

_____

_____

Please return the questionnaire to the surveyor before you get off the bus. THANK YOU!

TRANSIT PASSENGER SURVEY

sb cta
San Bernardino County
Transportation Authority

Please circle, check or print your answers. Return questionnaire to surveyor when complete. Thank you.

Tell Us How You Use This Bus System

1. In what year did you first start riding this public transit system?

2017   2016   2015   2014   2013   2012   2011 or before

2. During the past week *(7 days)*, **on how many days have you ridden the bus?**

1   2   3   4   5   6   7

3. How many one-way trips will you make on the bus today? *(A one-way trip is from your origin to your destination, even if it takes more than one bus)*

1   2   3   4   5   6 or more one-way trips

4. Compared to a year ago, which describes your frequency of riding the bus?

- a ☐ Riding more often than a year ago
- b ☐ Riding less often than a year ago
- c ☐ Riding about the same amount
- d ☐ I wasn't riding the bus a year ago

5. For what types of trips have you used the bus this week? *(circle all that apply)*

- a ☐ Work
- b ☐ School/College
- c ☐ Shopping
- d ☐ Medical Appt.
- e ☐ Social Service Appt.
- f ☐ Recreation
- g ☐ Travel within my home community
- h ☐ Travel to neighboring cities

6. Within the past week have you transferred to or from another neighboring transit system?

- a ☐ Yes   b ☐ No

7. How did you pay your transit fare today?

- a ☐ Cash
- b ☐ Day Pass
- c ☐ Monthly Pass
- d ☐ Ride-Pass or Ticket *(good for one or a specific number of rides)*
- e ☐ School ID *(I ride free with my school/college ID)*
- f ☐ Other _____

8. Do you qualify for a discounted fare or pass? I pay:

- a ☐ Regular Fare
- b ☐ Senior Fare
- c ☐ Disability Fare
- d ☐ Veteran Fare
- e ☐ Youth/Student Fare

9. How do you get info about bus routes and schedules? *(circle all that apply)*

- a ☐ Transit agency website
- b ☐ Printed Schedules
- c ☐ At the bus stop
- d ☐ Google Maps
- e ☐ Smartphone app
- f ☐ Ask bus driver
- g ☐ Friends or family
- h ☐ Other _____

10. Which one of the information sources you circled in #9 do you use most often?

a   b   c   d   e   f   g   h

Tell Us How You Feel About Using Public Transit

11. What do you like about using public transit? *(circle all that apply)*

- a ☐ Cheaper than driving
- b ☐ Not having to rely on others for a ride
- c ☐ Not having to own a car
- d ☐ Freedom to travel independently
- e ☐ Avoid stress of traffic
- f ☐ Not having to find parking
- g ☐ Not having to walk or bike
- h ☐ Time on the bus to relax, read or work
- i ☐ Riding with other people
- j ☐ Good for the environment
- k ☐ Safe way to travel
- l ☐ Other _____

12. Of the items you circled in Question 11, which is the main reason that you continue to ride the bus? *(circle only one)*

a   b   c   d   e   f   g   h   i   j   k

13. Overall, how would you rate the transit system you are using today?

Poor = 1   2   3   4   5   6   7=Excellent

14. Would you recommend this transit system to:

- a ☐ A friend or family member   ☐ Yes   ☐ No
- b ☐ A co-worker or fellow student   ☐ Yes   ☐ No
- c ☐ A young person *(under 16)*   ☐ Yes   ☐ No
- d ☐ An older person *(65+)*   ☐ Yes   ☐ No

15. A year from now, do you expect to still be using this public transit system?

- a ☐ Yes, I will still be using this transit system.
- b ☐ No, I plan to get a car and stop using transit.
- c ☐ No, I plan to stop using this transit system for another reason.

16. Which of the following would be most likely to cause you to ride the bus more often or to keep riding longer? *(circle only one)*

- a ☐ More frequent bus service
- b ☐ Faster bus service *(shorter travel time)*
- c ☐ Longer service hours
- d ☐ Better route/schedule information
- e ☐ Cheaper fares
- f ☐ Realtime info about when the bus will come

17. During the past week, has someone else that you live with ridden the bus?

- a ☐ Yes   b ☐ No

18. If they could ride for free for a week, would more of your friends and family members try riding the bus?

- a ☐ Definitely
- b ☐ Maybe
- c ☐ No, they wouldn't ride the bus even if it was free

Tell Us About Yourself

All answers are strictly anonymous and used only for classification purposes.

19. What other modes of transportation have you used during the past 7 days?

- a ☐ Driven myself
- b ☐ Got a ride with others
- c ☐ Bicycled
- d ☐ Walked
- e ☐ Used Uber or Lyft
- f ☐ Taxi

20. Do you have a valid driver's license?

- a ☐ Yes   b ☐ No

21. Was a vehicle available for you to drive for the trip you are currently making?

- a ☐ Yes   b ☐ No

22. How old are you? _____

23. Which of the following describe your employment status *(circle all that apply)*

- a ☐ Employed full time
- b ☐ Employed part time
- c ☐ College Student
- d ☐ Middle/HS Student
- e ☐ Not employed
- f ☐ Retired

24. Do you have a cell phone or Smartphone?

- a ☐ Regular Cell Phone
- b ☐ Smartphone with Data
- c ☐ Smartphone without Data
- d ☐ I do not have a mobile phone

25. Do you have a credit, debit or prepaid card which you can use to make purchases?

- a ☐ Yes   b ☐ No

26. What is the primary language you speak at home?

- a ☐ English   b ☐ Spanish
- c ☐ Other _____

27. What is your approximate annual household income?

- a ☐ Less than $15,000
- b ☐ $14,999 to $24,999
- c ☐ $25,000 to $44,999
- d ☐ $45,000 to $74,999
- e ☐ $75,000 to $99,999
- f ☐ $100,000 or more
- g ☐ Don't know or prefer not to say

El cuestionario en Español se encuentra en la parte posterior

Bilingual Questionnaire

English on one side/Spanish on the other

METRO

METRO would like to know more about how you use the bus! Please check, circle, or write answers.

1. Including today, which days have you ridden METRO in the past seven days?

Mon   Tue   Wed   Thur   Fri   Sat   Sun   Every day

2. How long have you been riding METRO?

1 ☐ First time user – Visitor   2 ☐ Less than 1 year   3 ☐ 1–2 years

4 ☐ 3–4 years   5 ☐ More than 4 years

3. Today on this particular bus trip what is the ONE MAIN thing you are doing. *(Please choose ONLY ONE)* Going to or from:

1 ☐ Work   2 ☐ Shopping   3 ☐ Social or recreational visit

4 ☐ Social services   5 ☐ Doctor or medical visit

6 ☐ Middle, or high school   7 ☐ College or vocational school

8 ☐ Other _____

4. Where did you start this one-way trip?

1 ☐ Zone 1 in Downtown Cincinnati at or near Government Square

2 ☐ Zone 1, but not downtown   3 ☐ Zone 2

4 ☐ Butler County *(Route 42/42X)*   5 ☐ Clermont County

6 ☐ Harrison Township *(Route 52X)*   7 ☐ Kentucky *(a TANK bus)*

8 ☐ King's Island *(Route 72)*   9 ☐ Warren County *(Route 71/71X)*

5. Where will you end this one-way trip?

1 ☐ Zone 1 in Downtown Cincinnati at or near Government Square

2 ☐ Zone 1, but not downtown   3 ☐ Zone 2

4 ☐ Butler County *(Route 42/42X)*   5 ☐ Clermont County

6 ☐ Harrison Township *(Route 52X)*   7 ☐ Kentucky *(a TANK bus)*

8 ☐ King's Island *(Route 72)*   9 ☐ Warren County *(Route 71/71X)*

6. In making this trip in one direction, how many times do you have to transfer to another route to get to your destination?

0–No change of bus   1   2   3 or more changes of bus

7. How do you most often pay your fare on METRO buses?

1 ☐ Cash   2 ☐ Day pass   3 ☐ Metro 30 day rolling pass

4 ☐ University/College Card   5 ☐ Cincinnati Public School Smart Card

6 ☐ Regional stored value card   7 ☐ Everyone Rides Metro (ERM) card

8 ☐ Fare Deal Pass with sticker   9 ☐ Fare Deal Pass plus half fare in cash

10 ☐ ACCESS Pass   11 ☐ TANK pass or transfer

8. In a typical week, how many round-trips, if any at all, will you make by paying a cash fare and buying a transfer that you will use for the return trip on the same route within two hours?

0 — None   1   2   3   4   5   6   7+

9. How did you get to the first METRO bus stop on this trip?

1 ☐ Walked   2 ☐ Biked   3 ☐ Drove

4 ☐ Got Dropped off   5 ☐ Took a bus other than METRO

6 ☐ Other: _____

10. How many minutes did it take to get to that bus stop?

_____ Minutes

11. How many vehicles does your household have that are available for you to use?

0   1   2   3 or more

12. How many people live in your household?

1   2   3   4   5   6   7   8 or more

13. Are you of Hispanic/Latino descent?

1 ☐ Yes   2 ☐ No

14. Which do you consider yourself? *(Please mark all that describe you)*

1 ☐ African-American/Black   2 ☐ Asian   3 ☐ Caucasian/White

4 ☐ Native American Indian or Alaska Native

5 ☐ Native Hawaiian or Pacific Islander   6 ☐ Other: _____

15. Do you identify as…

1 ☐ Male   2 ☐ Female   3 ☐ Trans gender

16. What is your total annual household income?

1 ☐ Less than $10,000   2 ☐ $10,000 to $14,999   3 ☐ $15,000 to $19,999

4 ☐ $20,000 to $24,999   5 ☐ $25,000 to $34,999   6 ☐ $35,000 to $49,999

7 ☐ $50,000 to $74,999   8 ☐ $75,000 to $100,000   9 ☐ More than $100,000

17. What language do you most often speak at home?

1 ☐ English   2 ☐ Spanish   3 ☐ Other: _____

18. How well do you speak English?

1 ☐ Very well   2 ☐ Well   3 ☐ Not well   4 ☐ Not at all

19. How old are you? _____ Years old

20. Please mark all of the following that apply to you. Are you:

1 ☐ Employed for pay outside your home   2 ☐ Employed for pay in your home

3 ☐ Homemaker   4 ☐ Student   5 ☐ Unemployed   6 ☐ Retired

21. Do you use a cell-phone?   1 ☐ Yes   2 ☐ No

a. If so, do you text on it?   1 ☐ Yes   2 ☐ No

b. If so, do you access the Internet on it?   1 ☐ Yes   2 ☐ No

c. Do you access real time information on your cell phone such as when the next bus is coming?   1 ☐ Yes   2 ☐ No

d. Do you access other METRO information such as routes and schedules on your cell phone?   1 ☐ Yes   2 ☐ No

In the past thirty days, how would you rate METRO services…	Excellent						Very Poor	Don't know
22. How long it takes to complete this trip	7	6	5	4	3	2	1	☐
23. Buses running on-time	7	6	5	4	3	2	1	☐
24. Time METRO buses stop running in the evening	7	6	5	4	3	2	1	☐
25. Frequency of service	7	6	5	4	3	2	1	☐
26. The distance to the closest bus stop at the start of this trip	7	6	5	4	3	2	1	☐
27. Personal safety at that bus stop where you started this trip	7	6	5	4	3	2	1	☐
28. Courtesy of the bus operator	7	6	5	4	3	2	1	☐
29. Comfort while waiting for your bus	7	6	5	4	3	2	1	☐
30. Cleanliness of the interior of this bus	7	6	5	4	3	2	1	☐
31. OVERALL, how do you rate METRO service?	7	6	5	4	3	2	1	☐

32. Of the services listed in questions 22-30, which would be the two most important to improve? *(Please write in the question numbers):*

_____ Most important   _____ 2nd most important

Thank you! **Please return this form to the Transit Surveyor on this bus.**

METRO desea saber cómo utiliza usted el autobús. Por favor, encierre en un círculo, marque la casilla, o escriba las respuestas.

1. Durante los últimos siete días, incluyendo el día de hoy, ¿qué días uso METRO?

Lun   Mar   Mié   Jue   Vie   Sáb   Dom   Todos los días

2. ¿Cuánto tiempo hace que usa METRO?

1 ☐ Primera vez– De visita   2 ☐ Menos de 1 año   3 ☐ 1–2 años
4 ☐ 3–4 años   5 ☐ Más de 4 años

3. ¿Cuál es el principal motivo de este viaje de ida en autobús?
(Seleccione UNA SOLA respuesta) Yendo hacia o viniendo desde:

1 ☐ Trabajo   2 ☐ Hacer compras   3 ☐ Facultad o escuela vocacional
4 ☐ Servicios sociales   5 ☐ Escuela media o secundaria
6 ☐ Visita médica   7 ☐ Visita social o recreativa
8 ☐ Otro _____

4. ¿Donde INICIÓ este viaje de ida?

1 ☐ Zona 1 En el Centro de Cincinnati cerca la Plaza de Gobierno *("Government Square")*
2 ☐ Zona 1, pero no en el Centro   3 ☐ Zona 2
4 ☐ El condado de Butler *(Ruta 42/42X)*   5 ☐ El condado de Clermont
6 ☐ El municipio de Harrison *(Ruta 52X)*   7 ☐ Kentucky *(un autobús TANK)*
8 ☐ La isla de King's *(Ruta 72)*   9 ☐ El condado de Warren *(Ruta 71/71X)*

5. ¿Hacia dónde se dirige?

1 ☐ Zona 1 En el Centro de Cincinnati cerca la Plaza de Gobierno *("Government Square")*
2 ☐ Zona 1, pero no en el Centro   3 ☐ Zona 2
4 ☐ El condado de Butler *(Ruta 42/42X)*   5 ☐ El condado de Clermont
6 ☐ El municipio de Harrison *(Ruta 52X)*   7 ☐ Kentucky *(un autobús TANK)*
8 ☐ La isla de King's *(Ruta 72)*   9 ☐ El condado de Warren *(Ruta 71/71X)*

6. Cuando haya completado este viaje en una sola dirección, ¿cuántas veces se ha tenido que cambiar de autobús para llegar a su destino?

0–Ningún cambio de autobús   1   2   3 o más cambios de autobús

7. ¿Cómo paga más seguido la tarifa en autobuses METRO?

1 ☐ Efectivo   2 ☐ Pase diario   3 ☐ Metro 30 día *"rolling pass"*
4 ☐ Pase de universidad/colegio   5 ☐ Escuela Pública de Cincinnati *"Smart Card"*
6 ☐ Pase regional de tránsito   7 ☐ Pase *"Everyone Rides Metro (ERM)"*
8 ☐ *"Fare Deal Pass"* con calcomanía   9 ☐ *"Fare Deal Pass"* y mitad de tarifa en efectivo
10 ☐ Pase de ACCESS   11 ☐ Pase o trasbordo de TANK

8. En una semana típica, ¿cuántos viajes redondos, o ninguno, hará mediante un pago de tarifa en efectivo y la compra de un trasbordo que va a utilizar para el viaje de regreso por la misma ruta dentro de dos horas?

0 – Ninguno   1   2   3   4   5   6   7+

9. ¿Cómo llego a la primera parada del autobús METRO en este viaje?

1 ☐ A pie   2 ☐ Bicicleta   3 ☐ Conduzco
4 ☐ Me dejan   5 ☐ Autobús que no es de METRO
6 ☐ Otro: _____

10. ¿Cuántos minutos le tomo llegar a esa parada de autobús? _____ Minutos

11. ¿Cuántos vehículos tiene su hogar que están disponibles para su uso?

0   1   2   3 o más

12. ¿Cuántas personas viven en su hogar?

1   2   3   4   5   6   7   8 o más

13. ¿Es usted de origen Hispano/Latino?   1 ☐ SÍ   2 ☐ No

14. ¿Qué se considera usted? *(Marque todas las opciones que lo describan)*

1 ☐ Afroamericano/Negro   2 ☐ Asiático
3 ☐ Caucásico/Blanco   4 ☐ Indio Nativo Americano o Nativo de Alaska
5 ☐ Nativo de Hawaii o Islas del Pacífico   6 ☐ Otro: _____

15. ¿Se identifica como…

1 ☐ Hombre   2 ☐ Mujer   3 ☐ Transgénero

16. ¿Cuál es el ingreso anual total de su hogar?

1 ☐ Menos de $10,000   2 ☐ De $10,000 a $14,999   3 ☐ De $15,000 a $19,999
4 ☐ De $20,000 a $24,999   5 ☐ De $25,000 a $34,999   6 ☐ De $35,000 a $49,999
7 ☐ De $50,000 a $74,999   8 ☐ De $75,000 a $100,000   9 ☐ Más de $100,000

17. ¿Qué idioma habla con más frecuencia en su casa?

1 ☐ Inglés   2 ☐ Español   3 ☐ Otro: _____

18. ¿Qué tan bien habla usted Inglés?

1 ☐ Muy bien   2 ☐ Bien   3 ☐ No bien   4 ☐ Para nada

19. ¿Cuántos años tiene usted? _____ Años

20. Por favor marque, todas las opciones que apliquen a usted. Usted es:

1 ☐ Empleado con pago fuera de su casa   2 ☐ Empleado con pago en casa
3 ☐ Amo de Casa   4 ☐ Estudiante   5 ☐ Desempleado   6 ☐ Jubilado

21. ¿Utiliza un teléfono celular?   1 ☐ Sí   2 ☐ No

a. En caso que sí, ¿envía mensajes de texto?   1 ☐ Sí   2 ☐ No

b. En caso que sí, ¿accede a Internet?   1 ☐ Sí   2 ☐ No

c. ¿Utiliza usted su teléfono celular para acceder información sobre METRO, como cuando su autobús se aproxima?   1 ☐ Sí   2 ☐ No

d. ¿Utiliza usted su teléfono celular para acceder otra información sobre METRO, tal como rutas y horarios?   1 ☐ Sí   2 ☐ No

¿Cómo calificaría los siguientes aspectos de METRO en los últimos 30 días?

	Excelente						Muy malo	No sé
22. Tiempo que se tarda en completar este viaje	7 6 5 4 3 2 1							☐
23. Puntualidad de los autobuses	7 6 5 4 3 2 1							☐
24. Hora en que los autobuses de METRO dejan de operar en la noche	7 6 5 4 3 2 1							☐
25. Frecuencia del servicio	7 6 5 4 3 2 1							☐
26. La distancia a la parada de autobús más cercana al inicio de este viaje	7 6 5 4 3 2 1							☐
27. La seguridad personal en esa parada de autobús donde empezó este viaje	7 6 5 4 3 2 1							☐
28. Cortesía del operador de autobús	7 6 5 4 3 2 1							☐
29. Comodidad mientras espera al autobús	7 6 5 4 3 2 1							☐
30. Limpieza del interior de este autobús	7 6 5 4 3 2 1							☐
31. ¿Cómo clasifica el servicio de METRO en general?	7 6 5 4 3 2 1							☐

32. De los servicios que se enumeran en las preguntas 22-30, ¿cuáles serían las dos más importantes por mejorar? *(Escriba los números de las preguntas):*

_____ Más importante   _____ 2º más importante

¡Gracias! Entregue el formulario al encuestador del autobús.

Steps in Conducting a Market Research Project

1. Determine Objectives

2. Identify Population (All Riders/Some Riders)

3. Select Research Method

4. Develop Questionnaire/Discussion Outline

5. Sample/Recruit Participants

6. Conduct Research

7. Analyze Data and Interpret Findings

Sampling

Sampling

On-board Data Collection

- Select a sample of trips or runs that cover all routes, days of week and day parts

- When on-board survey EVERY rider (above a specified age). Do not "sample" on the bus as this will introduce bias.

- Surveying at a transit center will only capture riders who travel through the transit center, not necessarily a representative sample

Statistics and Margins of Error

Margin of error of+/-5% at the 95% confidence interval

Margin of error	Size of population					
	>5000	5000	2500	1000	500	200
±10%	96	94	93	88	81	65
±7.5%	171	165	160	146	127	92
±5%	384	357	333	278	217	132
±3%	1067	880	748	516	341	169

Statistics and Margins of Error

- Margin of error calculations are less relevant for an on-board survey.
  - Sample is not random. It is a stratified cluster sample.
  - The population is small and defined. The sample is likely to be a significant portion of the population.

- More important to the accuracy of the sample:
  - Insuring you survey on a cross-section of routes/buses.
  - Maximizing participation of riders on those buses.

Sampling

Phone Survey

- Randomly select registered or recent riders from you list

- Send an introductory postcard or email to let them know you will be calling
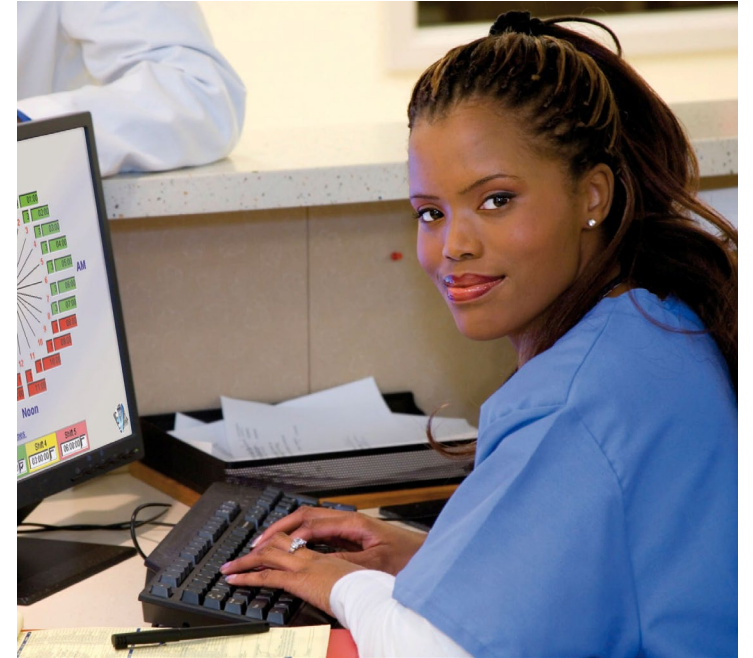
Data Collection
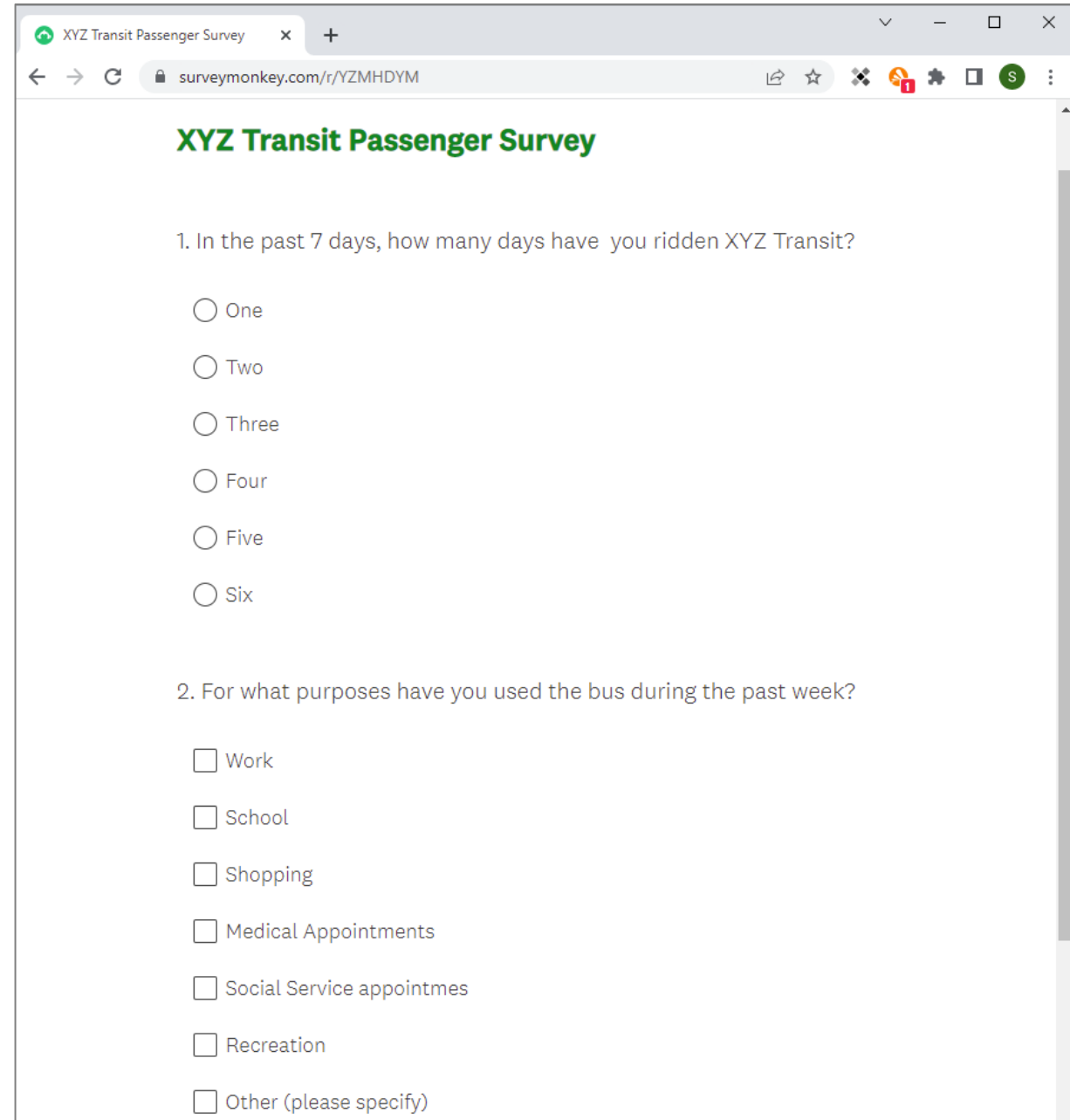
Data Collection – On-board

- Captive audience
- Trained surveyors
  - Identification
  - Note: On low ridership routes, drivers can distribute surveys with mail back envelope or return box.
- Invite/<u>encourage</u> EVERY rider on bus to participate
- Multi-lingual questionnaire
- Provide pen/pencil
- Offer assistance

Data Collection – On-line

- Survey Monkey or similar program
  - Program questionnaire and test
  - Create link and QR Code

- Recruit participation
  - On-board Posters and handouts
  - Displays at bus stops/transfer center
  - Social Media
  - Link on website homepage

- Incentive
  - Drawing for free gift card
  - Free ride

Data Collection – On-line

- **Survey Monkey or similar program**
  - Program questionnaire
  - Create link and QR Code

- **Recruit participation**
  - On-board Posters and handouts
  - Displays at bus stops/transfer center
  - Social Media
  - Link on website homepage

- **Incentive**
  - Drawing for free gift card
  - Free ride

Demand Response Data Collection

On-board with Mail Back

- Driver Distribution
- Printed Questionnaire + Business Reply Envelope

Phone

- Send postcard or email in advance
- Call to schedule or conduct interview
- Make follow-up calls at different times of day to avoid bias
- Tip: Set survey up in SurveyMonkey or similar platform for easy data entry while conducting interview

Steps in Conducting a Market Research Project

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3. Select Research Method

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Data Analysis

Data Entry – Frequencies – Crosstabs

Data Entry (first step in analyzing data from on-board or phone survey)

- Data file in Excel or other spreadsheet program
- Record layout
  - Unique identifier for each respondent
  - Identify route on which collected
  - Specific column for each question
  - Standard form for each variable

	A	B	C	D	E	F	G	
1	ID	COLOR	Q1	Q2	Q3	Q3I_TOWN	Q3J_OTHER	C
2	1	REDDING	A	C	A			C
3	2	REDDING	C	E	B			C
4	3	REDDING	A	D	B			C
5	4	REDDING	A	C	D			A
6	5	REDDING	A	D	A			C
7	6	REDDING	B	B	D			G
8	7	REDDING	A	A	D			G
9	8	REDDING	A	E	A			J
10	9	REDDING	A	A	G			C
11	10	REDDING			I	DC		A
12	11	REDDING	A	C	D			A
13	12	REDDING	A	B	D			E
14	13	REDDING	A	A	D		SAN FRANCISCO	A
15	14	REDDING	A	E	D			A
16	15	REDDING	C	A	D			E
17	16	REDDING	A	A				G
18	17	REDDING	A	C	C			C

Data Entry in Excel

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	ID	COLOR	Q1	Q2	Q3	Q3I_TOWN	Q3J_OTHER	Q4	Q4I_TOWN	Q4J_OTHER	Q5	Q6A	Q6B	Q6C	Q6D
2	1	REDDING	A	C	A			D			B				
3	2	REDDING	C	E	B			D			B				
4	3	REDDING	A	D	B			D			B				
5	4	REDDING	A	C	D			A			B				
6	5	REDDING	A	D	A			D			B				
7	6	REDDING	B	B	D			G			A				1
8	7	REDDING	A	A	D			G			A				
9	8	REDDING	A	E	A			J		DOUGLAS CITY	B				
10	9	REDDING	A	A	G			D			A		1		1
11	10	REDDING			I	DC		A							
12	11	REDDING	A	C	D			A			B				
13	12	REDDING	A	B	D			B			B				
14	13	REDDING	A	A	D		SAN FRANCISCO	A			A				
15	14	REDDING	A	E	D			A			A		1	1	
16	15	REDDING	C	A	D			B			B				
17	16	REDDING	A	A				G			A				1
18	17	REDDING	A	C	C			D			A				
19	18	REDDING	A	C	A			D			B				
20	19	REDDING	A	A	D			A			B				
21	20	REDDING	A	E	I	FRENCH GULCH		D			B				
22	21	REDDING	B	A	D			G			A				
23	22	REDDING	A	A	A			D			B				
24	23	REDDING	B	E	I	J.C.		D			B				
25	24	REDDING	A	B	E			D			B				
26	25	REDDING	A	B	D			G			A				1
27	26	DOWNRIVER	B	A	H			D			B				
28	27	DOWNRIVER	B	B	E			I	SAWYLER		B				
29	28	DOWNRIVER	B	A	G			A			B				
30	29	DOWNRIVER	B	B	G			J	BIG BEND		A				
31	30	DOWNRIVER	A	A	D			F			A		1	1	1
32	31	DOWNRIVER	B	C	G			I	TRINITY CENTER		A				1

Data Entry (first step in analyzing data from on-board or phone survey)

- Data file in Excel or other spreadsheet program
- Record layout
  - Unique identifier for each respondent
  - Identify route on which collected
  - Specific column(s) for each question
  - Standard form for each variable

- Tip: Set up questionnaire in Survey Monkey and enter data manually (requires paid subscription - $300 per year)

Data Analysis - Frequencies

- Frequencies = the basic distribution of how respondents answered a question

- Frequency table can include number and percent of responses

Frequency Table

Q1 Are you a resident of Durango or a visitor?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Durango Resident	141	92.8	93.4	93.4
	Visitor	10	6.6	6.6	100
	Total	151	99.3	100	
Missing	System	1	0.7		
Total		152	100		

Q6_fare How did you pay your Durango Lift fare today?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash – regular	36	23.7	24.2	24.2
	Monthly pass – regular	43	28.3	28.9	53
	Cash – Senior or disabled	2	1.3	1.3	54.4
	Monthly pass - – Senior or disabled	10	6.6	6.7	61.1
	FLC ID Card	58	38.2	38.9	100
	Total	149	98	100	
Missing	System	3	2		
Total		152	100		

Q11 Age grouped		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	65	42.8	43.9	43.9
	25 to 44	42	27.6	28.4	72.3
	45 to 64	31	20.4	20.9	93.2
	65 or older	10	6.6	6.8	100
	Total	148	97.4	100	
Missing	System	4	2.6		
Total		152	100		

Q12_rating Overall, how would you rate Durango Lift's service?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	83	54.6	55	55
	Good	56	36.8	37.1	92.1
	Fair	11	7.2	7.3	99.3
	Poor	1	0.7	0.7	100
	Total	151	99.3	100	
Missing	System	1	0.7		
Total		152	100		

Data Analysis - Frequencies

- Frequencies = the basic distribution of how respondents answered a question

- Frequency table can include number and percent of responses

Q6_fare How did you pay your Durango Lift fare today?

	Frequency	Percent	Valid Percent
Cash – regular	36	23.7	24.2
Monthly pass – regular	43	28.3	28.9
Cash – Senior or disabled	2	1.3	1.3
Monthly pass - – Senior or disabled	10	6.6	6.7
FLC ID Card	58	38.2	38.9
Total	149	98	100
System	3	2	
	152	100	

Q11 Age grouped

	Frequency	Percent	Valid Percent
18 to 24	65	42.8	43.9
25 to 44	42	27.6	28.4
45 to 64	31	20.4	20.9
65 or older	10	6.6	6.8
Total	148	97.4	100
System	4	2.6	
	152	100	

Data Analysis – Frequencies

- Charts make data easier to understand
- Pie Chart

Frequencies = the basic distribution of how respondents answered a question
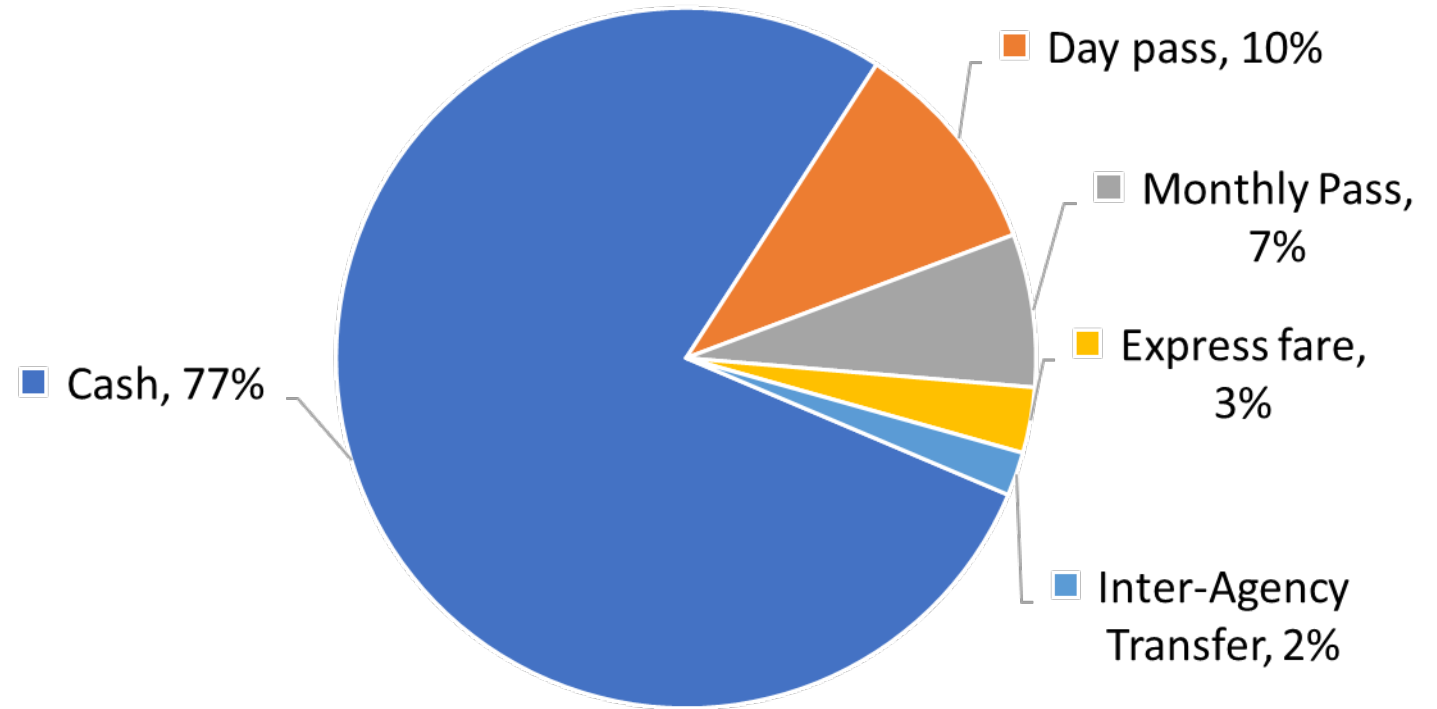
Fare Medium Used

- Cash, 77%
- Day pass, 10%
- Monthly Pass, 7%
- Express fare, 3%
- Inter-Agency Transfer, 2%

Data Analysis – Frequencies

■ Bar Chart
  • Single variable

When asking age – simply ask for a number. Then you can group in various ways.

Life-Cycle of Transit Ridership

Age group	Percent
16-24	23%
25-33	18%
34 - 42	15%
43 - 51	14%
52 - 61	17%
62 - 70	10%
71 or older	4%

41%
46%
14%
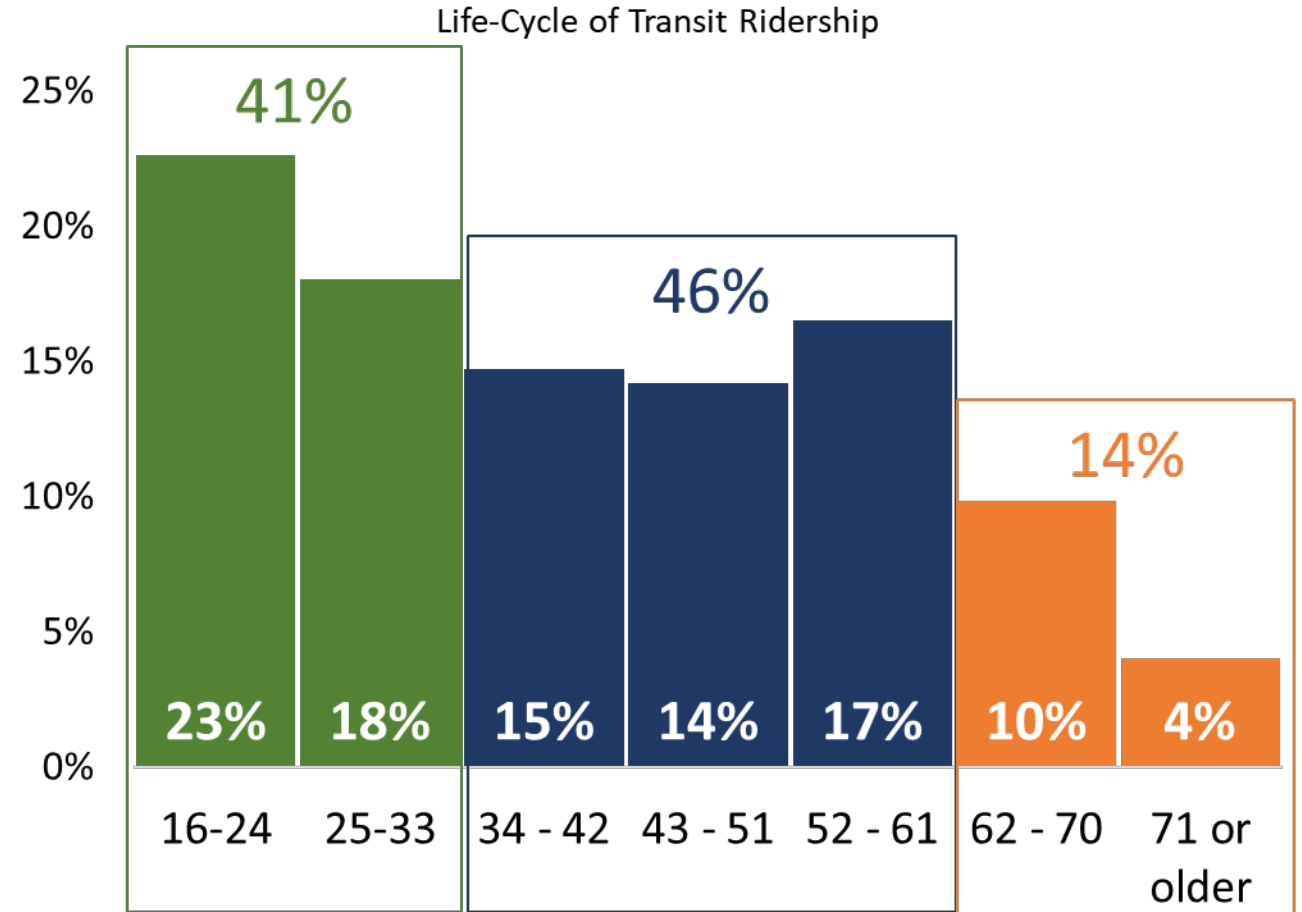
Data Analysis – Frequencies

■ Multiple variables
- Table
- Bar Chart

Service Ratings

Q1 Frequency of weekday service (Mon-Fri)

Very poor - 1		4%
	2	4%
Neutral - 3		23%
	4	20%
Excellent - 5		49%

Q2 How late buses operate weekdays (Mon-Fri)

Very poor - 1		8%
	2	12%
Neutral - 3		27%
	4	20%
Excellent - 5		34%

Q3 Availability of weekend service

Very poor - 1		8%
	2	8%
Neutral - 3		23%
	4	21%
Excellent - 5		40%

Q4 Buses running on schedule

Very poor - 1		8%
	2	8%
Neutral - 3		20%
	4	27%
Excellent - 5		38%

Q5 Total time for your usual trip

Very poor - 1		3%
	2	6%
Neutral - 3		21%
	4	28%
Excellent - 5		43%

Q6 Service to all destinations you want to go to

Very poor - 1		2%
	2	5%
Neutral - 3		18%
	4	22%
Excellent - 5		53%

Q7 Cleanliness of the bus interiors

Very poor - 1		2%
	2	3%
Neutral - 3		14%
	4	25%
Excellent - 5		55%

Q8 Your personal safety at bus stops

Very poor - 1		2%
	2	3%
Neutral - 3		19%
	4	24%
Excellent - 5		53%

Q9 Courtesy of bus operators

Very poor - 1		3%
	2	3%
Neutral - 3		11%
	4	23%
Excellent - 5		60%

Q10 How affordable the bus fare is

Very poor - 1		3%
	2	4%
Neutral - 3		14%
	4	19%
Excellent - 5		60%

Data Analysis – Frequencies
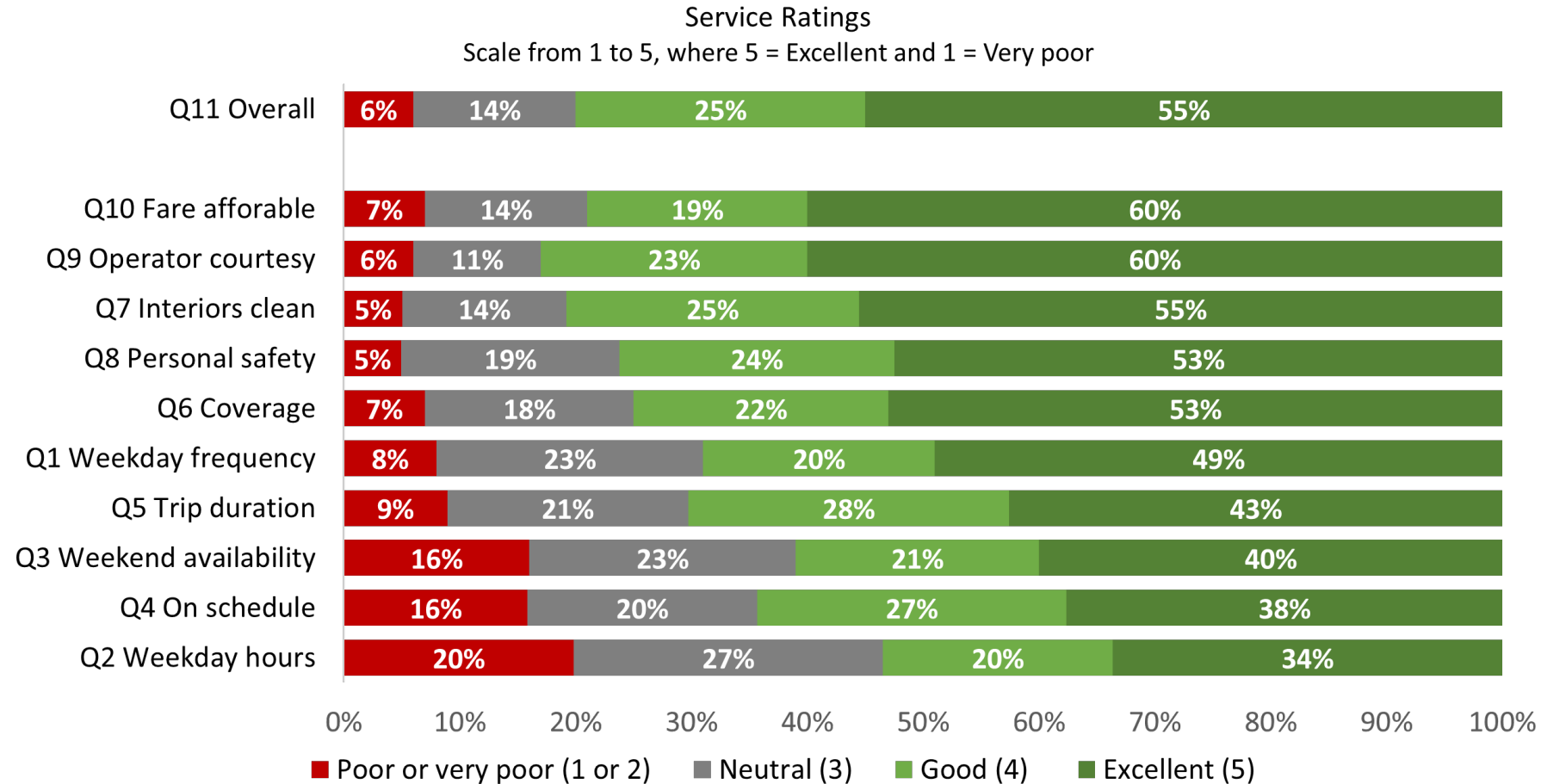
- Multiple variables
  - Table
  - Bar Chart

Service Ratings
Scale from 1 to 5, where 5 = Excellent and 1 = Very poor

	Poor or very poor (1 or 2)	Neutral (3)	Good (4)	Excellent (5)
Q11 Overall	6%	14%	25%	55%
Q10 Fare afforable	7%	14%	19%	60%
Q9 Operator courtesy	6%	11%	23%	60%
Q7 Interiors clean	5%	14%	25%	55%
Q8 Personal safety	5%	19%	24%	53%
Q6 Coverage	7%	18%	22%	53%
Q1 Weekday frequency	8%	23%	20%	49%
Q5 Trip duration	9%	21%	28%	43%
Q3 Weekend availability	16%	23%	21%	40%
Q4 On schedule	16%	20%	27%	38%
Q2 Weekday hours	20%	27%	20%	34%

Data Analysis – Crosstabs

- Crosstabs – compare how two or more segments within the population answered a question

- Most common and useful analysis tool.

- Allows you to compare the behavior, attitudes and desires of various ridership segments.
  - Frequent vs Occasional
  - Commuters vs Non-commuters
  - Age segments
  - Riders on different routes or services

Data Analysis – Crosstabs

- Crosstabs – compare how two or more segments within the population answered a question

Age▼ Freq▶	1-4 days	5 days	6-7 days	Total Sample
16-24	23%	20%	32%	27%
25-39	20%	29%	28%	25%
40-54	25%	25%	27%	26%
55 or older	32%	26%	13%	23%
Total	100%	100%	100%	101%

Note: Totals may be 99% or 101% due to rounding

Data Analysis – Crosstabs

- Crosstabs –
  compare how two or
  more segments
  within the population
  answered a question

Age by Frequency of Riding

	One to four days	Five days	Six or seven days	Entire sample
55 or older	23%	20%	32%	27%
40 to 54	20%	29%	28%	25%
25 to 39	25%	25%	27%	26%
16 to 24	32%	26%	13%	23%
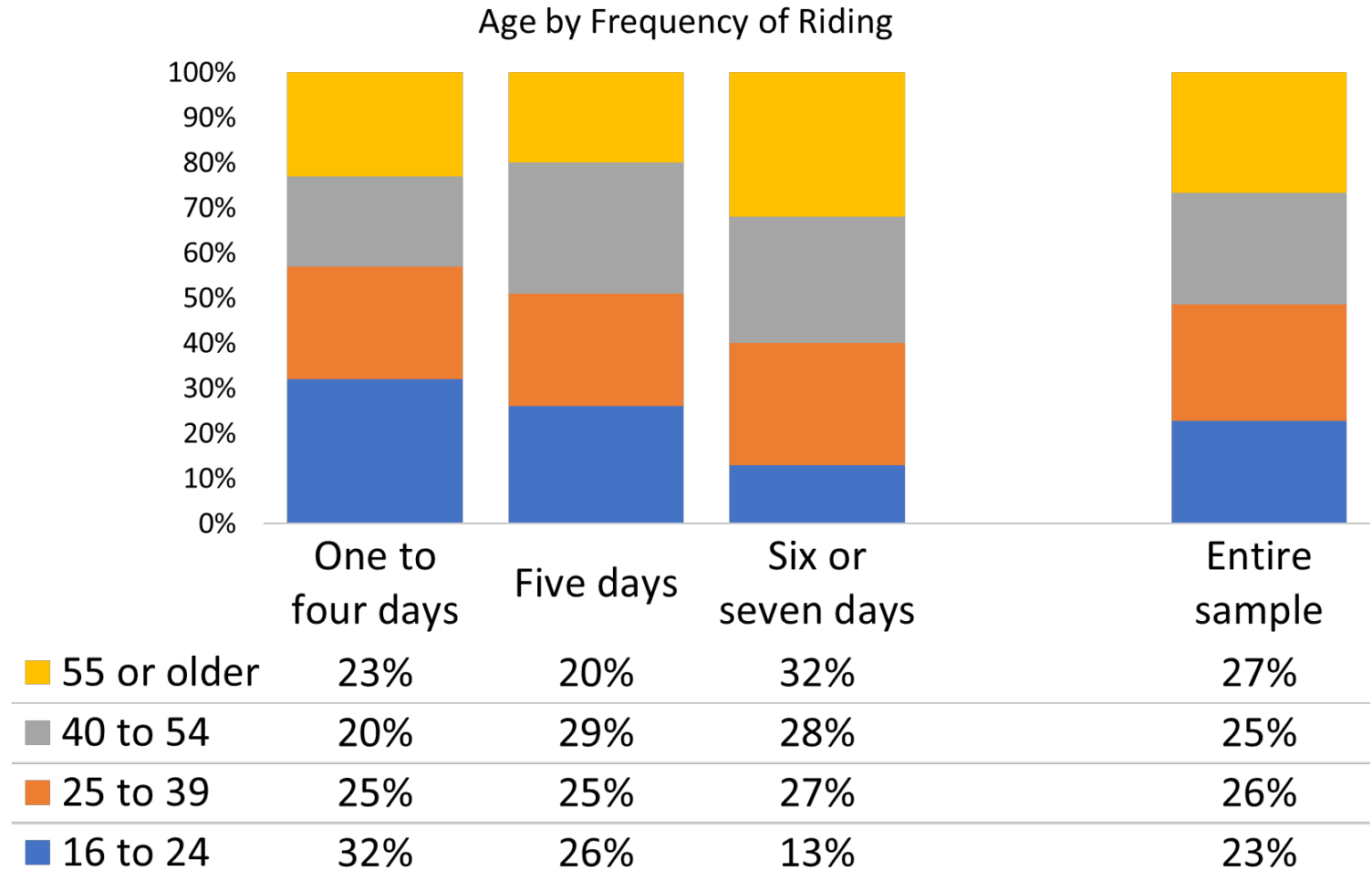
Data Analysis – Frequencies and Crosstabs

- Crosstabs –
  compare how two or
  more segments
  within the population
  answered a question

Q3 Frequency of service on Saturday

	Employed & and works weekends	Employed but does not work weekends	Not employed
Poor (1,2,3)	23%	19%	18%
Middle (4,5)	39%	44%	41%
Very positive (6,7)	38%	37%	41%
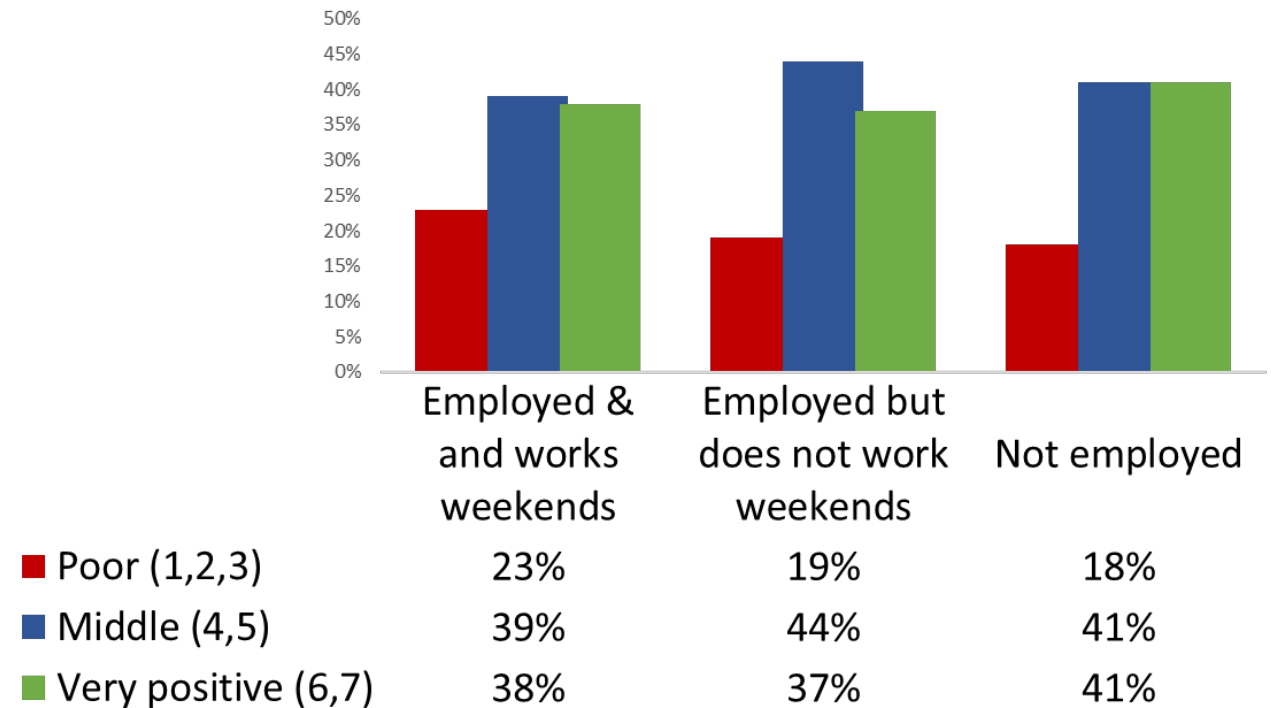
Data Analysis

- Frequencies and Crosstabs can be calculated directly in Excel (or Access)

- Excel can be used to create charts

- Crosstabs and other forms of analysis can be done more easily in SPSS or PSPP (free alternative)

- Survey Monkey can then be used to create frequency tables, charts and simple crosstabs

Calculating Frequencies & Crosstabs

Mini-tutorial

Calculating Frequencies

- Frequency Percentage =
  - Number of respondents who gave a specific answer
  - Divided by the total number of people who answered the question

- *Question: Did you have a private vehicle available for your trip today?*
  - 50 respondents say they had a vehicle available/
  - 200 respondents answered the question
  - 50/200 = .25 = 25% of respondents had a vehicle

Calculating Frequencies

- Frequency Percentage =
  - Number of respondents who gave a specific answer
  - Divided by the total number of people who answered the question

- You can calculate frequencies in Excel using the COUNTIF function to count the number of respondents who gave each response to a given question

Calculating Frequencies

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	ID	COLOR	Q1	Q2	Q3	Q3I_TOWN	Q3J_OTHER	Q4	Q4I_TOWN	Q4J_OTHER	Q5	Q6A	Q6B	Q6C	Q6D
2	1	REDDING	A	C	A			D			B				
3	2	REDDING	C	E	B			D			B				
4	3	REDDING	A	D	B			D			B				
5	4	REDDING	A	C	D			A			B				
6	5	REDDING	A	D	A			D			B				
7	6	REDDING	B	B	D			G			A				1
8	7	REDDING	A	A	D			G			A				
9	8	REDDING	A	E	A			J		DOUGLAS CITY	B				
10	9	REDDING	A	A	G			D			A		1		1
11	10	REDDING			I	DC		A							
12	11	REDDING	A	C	D			A			B				
13	12	REDDING	A	B	D			B			B				
14	13	REDDING	A	A	D		SAN FRANCISCO	A			A				
15	14	REDDING	A	E	D			A			A	1		1	
16	15	REDDING	C	A	D			B			B				
17	16	REDDING	A	A				G			A				1
18	17	REDDING	A	C	C			D			A				
19	18	REDDING	A	C	A			D			B				
20	19	REDDING	A	A	D			A			B				
21	20	REDDING	A	E	I	FRENCH GULCH		D			B				
22	21	REDDING	B	A	D			G			A				
23	22	REDDING	A	A	A			D			B				
24	23	REDDING	B	E	I	J.C.		D			B				
25	24	REDDING	A	B	E			D			B				
26	25	REDDING	A	B	D			G			A				1
27	26	DOWNRIVER	B	A	H			D			B				
28	27	DOWNRIVER	B	B							B				
29	28	DOWNRIVER	B	A							B				
30	29	DOWNRIVER	B	B							A				
31	30	DOWNRIVER	A	A	D			F			A	1	1		1
32	31	DOWNRIVER	B	C	G			I		TRINITY CENTER	A				1

=COUNTIF(D2:D149,A)

Calculating Crosstabs

- Crosstab Percentage = Number of people who gave a specific answer to Question A

- Divided by the number of people who gave a specific answer to Question B

- Question A: How old are you?
  - Under 30
  - 31-64
  - 65+

- Question B: How many days did you ride the bus in the past week?
  - 1-2 day
  - 3-4 days
  - 5+ days

Calculating Crosstabs

- Crosstab Percentage = Of people who gave a specific answer to Question A, what percent gave a specific answer to Question B
- How many days did your ride the bus in the past week? X How old are you?

Age/Freq	1-2 days	3-4 days	5+ days	Total
<30	30	20	40	90
31-64	20	15	35	70
65+	20	15	5	40
Total	70	50	80	200

Age/Freq	1-2 days	3-4 days	5+ days	Total
<30	43%	40%	50%	45%
31-64	29%	30%	44%	35%
65+	29%	30%	6%	20%
Total	100%	100%	100%	100%

Among people who ride 5+ days per week, 50% are under 30 and only 6% are over 65.

Calculating Crosstabs

- Crosstab Percentage = Of people who gave a specific answer to Question A, what percent gave a specific answer to Question B
- How many days did your ride the bus in the past week? X How old are you?
- You can calculate percentages in either "direction"

Age/Freq	1-2 days	3-4 days	5+ days	Total
<30	30	20	40	90
31-64	20	15	35	70
65+	20	15	5	40
Total	70	50	80	200

Age/Freq	1-2 days	3-4 days	5+ days	Total
<30	33%	22%	44%	100%
31-64	29%	21%	50%	100%
65+	50%	38%	13%	100%
Total	35%	25%	40%	100%

Among riders under 30, 44%% ride 5+ days per week, while only 13% of those 65+ ride that often.

Focus Groups

When Focus Groups are Useful

- Ask questions that are hard to fit into a multiple-choice question

- Understand how riders think about public transit or a specific issue

- Explore issues that aren't well defined

- Get feedback on service plans and passenger information tools

- Explore the needs and concerns of a specific segment – seniors, students, commuters, etc.

How to Recruit Riders for Focus Groups

- **Recruitment**
  - Posters on buses and at transit centers with QR code, web link or phone number to sign up
  - Link on website, social media, hold message
  - Intercept survey on bus or at transit center
- **Mini-survey to collect information that will allow you to recruit the desired segment or a cross section of riders**
- **Incentive to drive participation**
  - Drawing for sign-up
  - Gift card for participation

Where to Conduct Focus Groups

- **In Person** (8-12 people)
  - Public facility that is transit accessible (e.g. Library meeting room)
  - Somewhere familiar/comfortable to riders

- **Via Zoom** (6-8 people per group)
  - Most riders are now zoom-literate
  - They can participate from a computer or their smartphone
  - It reduces the barrier to participation for those with disabilities or travel limitations
  - You can easily record the focus group

Moderating Focus Groups

- Detailed [discussion outline](#) . Don't be afraid to wander - this is a conversation.

- Start with easy items, move to more substantive issues.

- Allow riders to talk about what they think is important, then bring the conversation back to your main focus.

- Use written responses before discussion, to avoid "group think."

- Use visuals to explain concepts or service plans that you want feedback on.

- Follow-up on unexpected responses – find out why?

- Ensure that everyone is heard. If one participant is dominating, politely thank them for their views and say that you want to hear from others.

- <u>Don't be defensive</u>! You've asked for their experiences and opinions… listen!

Individual Interviews

- Conduct informal interviews on the bus or at transit stops

- Make sure you talk to all types of riders

- Good way to get to know your riders and identify "issues"

- Not scientific….but very informative

In Summary….

- Conduct market research to:
  - Understand your riders
  - Inform your planning and service decisions
  - Improve your passenger information and marketing
  - Build customer satisfaction
  - Identify opportunities to attract new riders

Types of Research

- Quantitative
  - Surveys
  - Statistical Representation
- Qualitative
  - Focus Groups and Informal Interviews
  - In-depth understanding

Steps in Conducting Market Research

Consider each step in the process to ensure you end up with the information you need

1. Determine Objectives

2. Identify Population (All Riders/Some Riders)

3. Select Research Method

4. Develop Questionnaire/Discussion Outline

5. Sample/Recruit Participants

6. Conduct Research
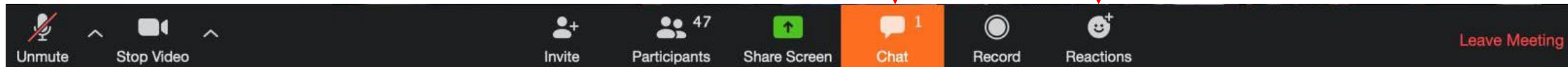
7. Analyze Data and Interpret Findings

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Questions?

You can use the **Chat** to submit a question or comment, or you can click **Reactions** and then **Raise Hand** to ask a question verbally.

Unmute Stop Video   Invite Participants 47 Share Screen Chat 1 Record Reactions   Leave Meeting

Workshop

- What would you like to know about your passengers?

- How do you plan to use the information?

- What methodology would provide the information you need?

- How might you analyze the data to inform your decision?

Upcoming Marketing Related Events

GTFS: Three Steps to Trip Planning

May 26 and June 9, 1:00-2:00 PM ET

Marketing Workshop 6: Improving the Passenger Experience

June 28, 2:00-3:30 PM ET

Register at: NationalRtap.org/Webinars

Rural Transit Day is July 16!

Twitter Chat on July 15, 2:00-3:00 PM ET

Learn more and access the toolbox at:
NationalRtap.org/News/Rural-Transit-Day

Upcoming In-Person and Virtual Training Events

Transit Knowledge Sharing Retreat
National RTAP Sessions on Zoom

Procurement Best Practices & Hot Topics

June 15, 8:15-12:15 ET

Capital Project Initiation, Scoping & Funding

June 15, 1:00-2:30 ET and 2:45-4:00 ET

Register: NationalRtap.org/News/Conference

Tribal Transit Training Conference
Flagstaff, AZ, June 27-28, 2022

Topics include:
- Capital Project & Construction Management
- PASS Training
- FTA Grant Management Workshop
- Rural Transit Service Design
- GTFS Workshop

Thank You!

National Rural Transit Assistance Program

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