

DRAFT 2020 Connect Transit Survey Results Summary

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1 Introduction

This draft document summarizes basic facts about the results of the 2019 Connect Transit Rider Satisfaction Survey, conducted by ETC Institute under contract with Connect Transit.

2 Rider Demographics

2.1 Race

Surveyed riders were asked about their race & ethnicity.

Table 1: How do you identify your race/ethnicity? (Check all that apply)

Race/Ethnicity	Responses	Percent
White	546	50.79%
Black	332	30.88%
Hispanic/Latino	79	7.35%
Mixed/Other	46	4.28%
No Answer	32	2.98%
Asian	15	1.40%
White, Hispanic/Latino	12	1.12%
Native Hawaiian/Pacific Islander	8	0.74%
Native American	5	0.47%

2.2 Employment

Surveyed riders were asked about their employment.

Table 2: Are you: (Check the one response that BEST describes you)

Answer	Responses	Percent
Student (College)	554	51.535%
Employed part-time	202	18.791%
Employed full-time	159	14.791%
Unemployed	85	7.907%
Retired	23	2.140%
Student (K-12)	22	2.047%
No Answer	14	1.302%
Disabled	11	1.023%
Homemaker	5	0.465%

2.3 Household Income

Surveyed riders were asked about their annual household income in 2018.

Table 3: Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2018 before taxes?

Household Income	Responses	Percent
Less than \$15,000	361	33.581%
No Answer	153	14.233%
\$15,000 - \$24,999	114	10.605%
\$50,000 - \$74,999	100	9.302%
\$35,000 - \$49,999	88	8.186%
\$100,000 - \$149,999	77	7.163%
\$75,000 - \$99,999	69	6.419%

Household Income	Responses	Percent
\$25,000 - \$34,999	57	5.302%
\$150,000 or more	56	5.209%

3 Other Rider Characteristics

3.1 Length of Ridership

Surveyed riders were asked about their history of using transit.

Table 4: How long have you been riding transit?

Riding History	Responses	Percent
Less than 1 year	441	41.0%
1 to 2 years	310	28.8%
More than 4 years	185	17.2%
3 to 4 years	107	10.0%
First time	25	2.3%
No Answer	7	0.7%

3.2 Ridership by Choice

Surveyed riders were asked whether they could have used a household vehicle for the trip they were making that day.

Table 5: How many working vehicles are available to your household? / [If ONE OR MORE] Could you have used one of these vehicles for this trip?

Choice Rider?	Responses	Percent
No	401	37.3%
NA	352	32.7%
Yes	208	19.3%
No Answer	114	10.6%

3.3 Reason for using Transit

Surveyed riders were asked about their main reason for using Connect Transit.

Table 6: What is the main reason you use Connect Transit?

Reason	Responses	Percent
College	623	57.953%
Work	245	22.791%
Personal Business	75	6.977%
Shopping	69	6.419%
High School (9-12)	16	1.488%
Other	16	1.488%
Social/Recreation	14	1.302%

Reason	Responses	Percent
Hospital/Doctor's Office	13	1.209%
Middle School (6-8)	4	0.372%