



2006 Fixed Route Rider Survey

The Ann Arbor Transportation Authority



2006 AATA Fixed Route Rider Survey

- ❑ The survey was conducted by the University of Michigan Urban Planning Dept.
- ❑ Riders surveyed on sample of bus trips
- ❑ March 23 – April 11, 2006
- ❑ 1,327 Completed Surveys
- ❑ Results accurate to +/- 4% with 95% confidence
- ❑ In an onboard survey of riders, there is a bias toward more frequent riders. People who ride infrequently (or have stopped riding) are much less likely to be sampled.



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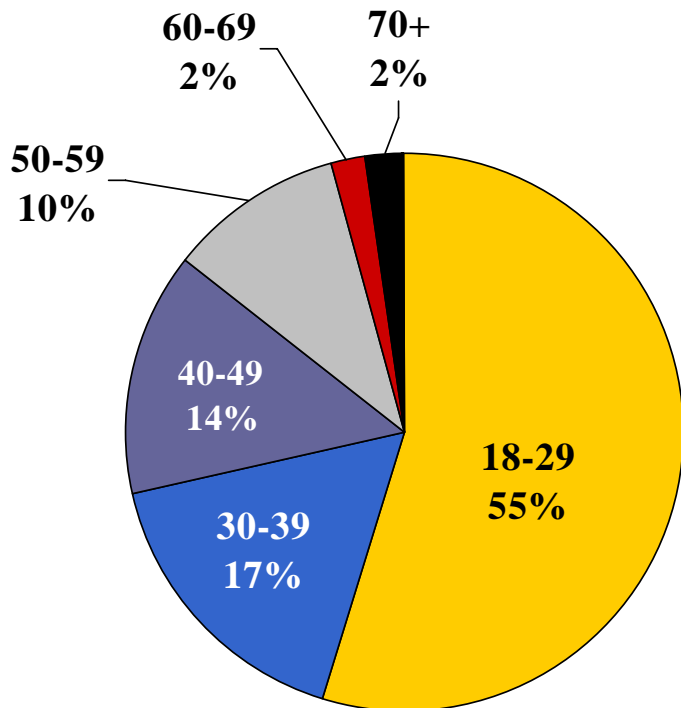
- Rider Demographics
- Usage of Service
- Service Satisfaction
- Information Satisfaction
- University of Michigan Questions



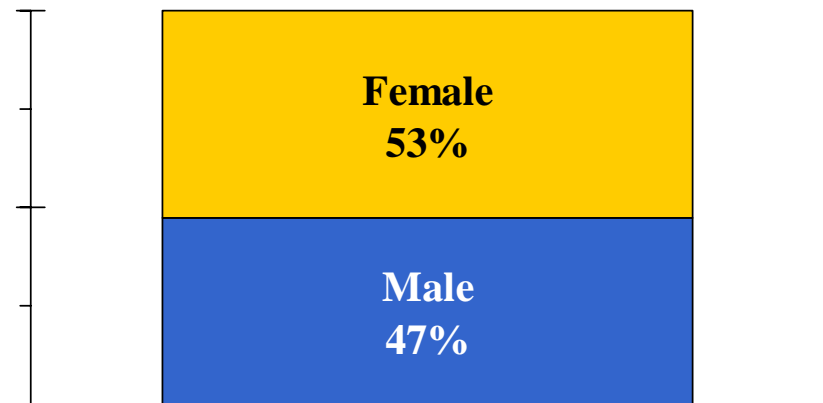
Rider Demographics

Rider Demographics

Age



Gender

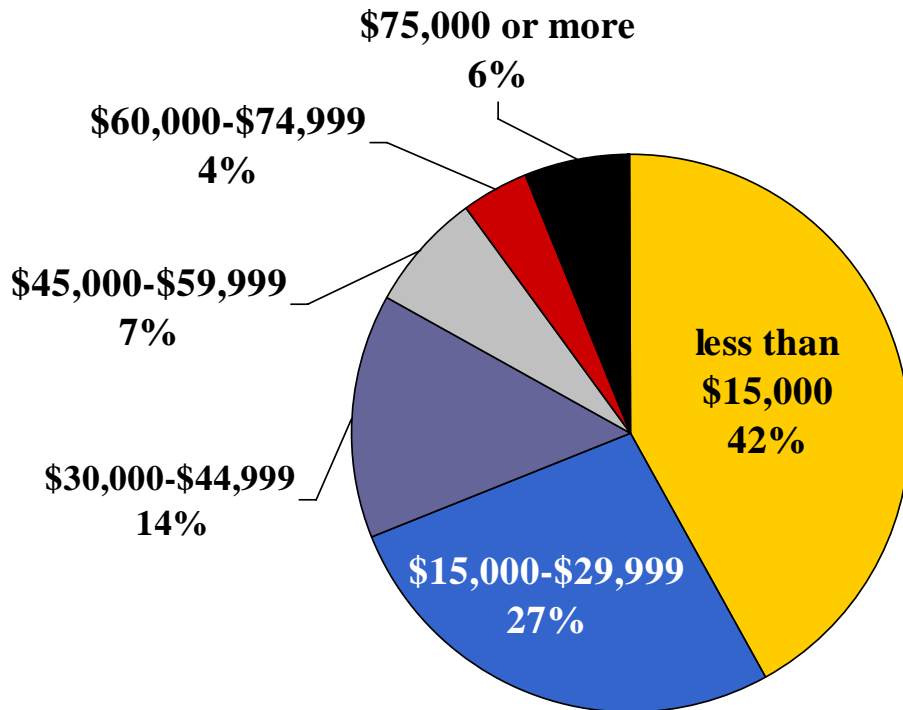


Unchanged from 2002 survey.

Ridership is much younger now due to MRide program with U-M.

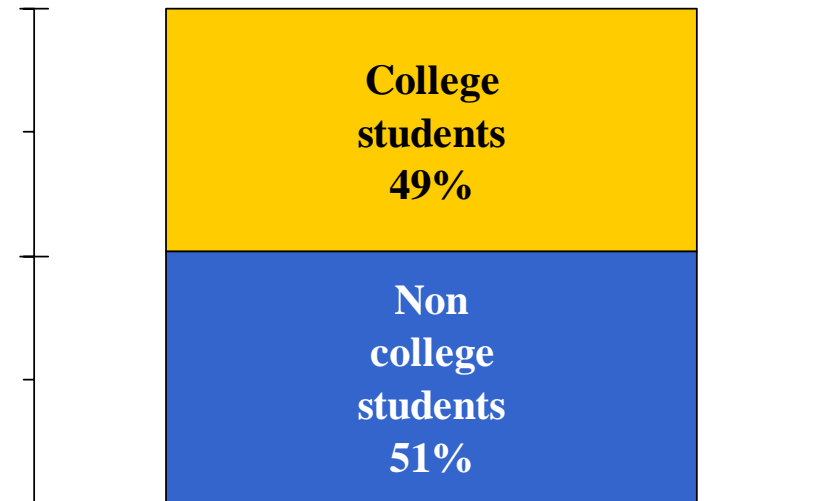
Rider Demographics

Household Income



This variable has been somewhat unreliable because college students don't report consistently and many people choose not to respond.

College Students

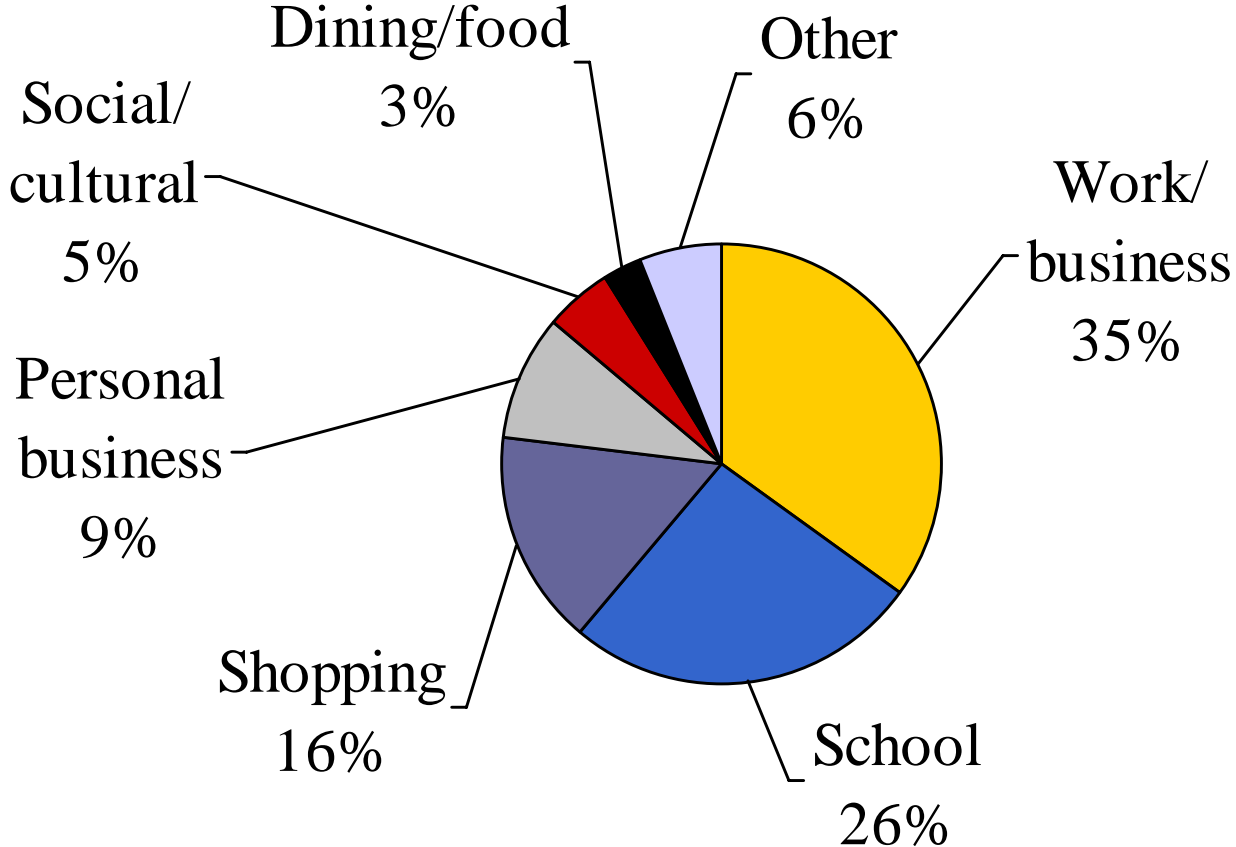


Percentage of college students is up from 33% in the 2002 survey



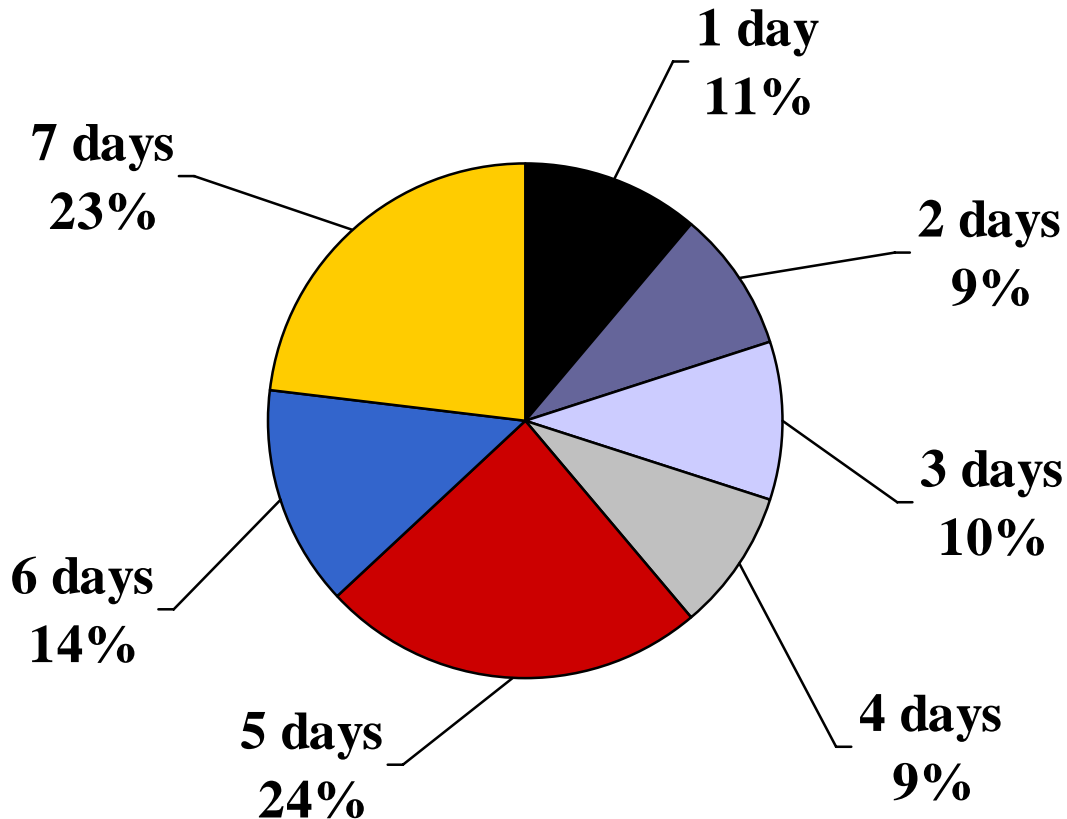
Usage of Service

Trip Purpose



**61% of trips are for work/school.
This is equal to approximately 10,500 trips per day.**

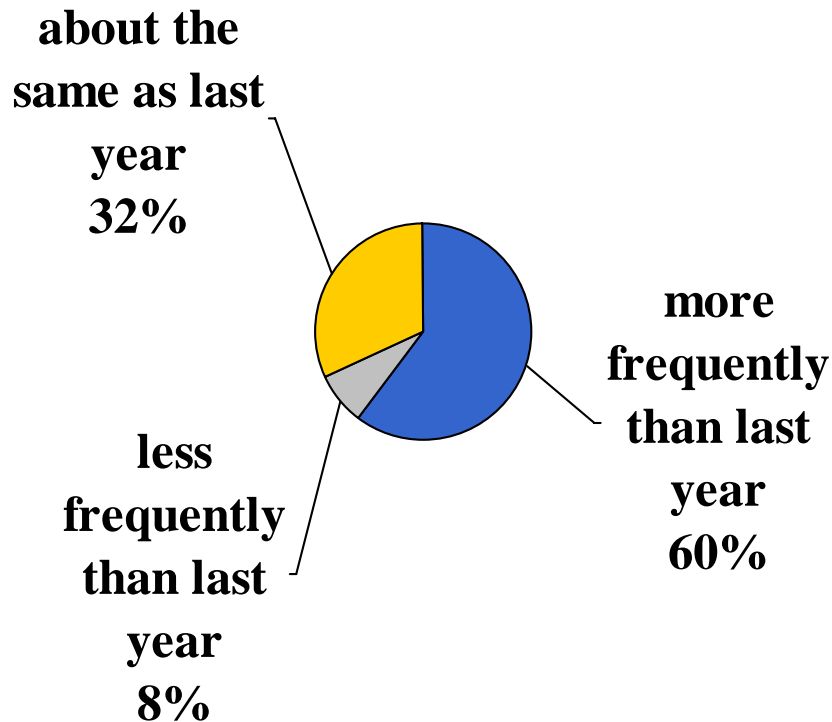
Number of Days per Week Riding



This variable is representative of ridership, not individuals who use the service.

For example: in a past survey it was determined that 76% of riders used service 3 days a week or less, but these riders made up only 30% of the total boardings on the system (based on a survey completed before the MRide program began).

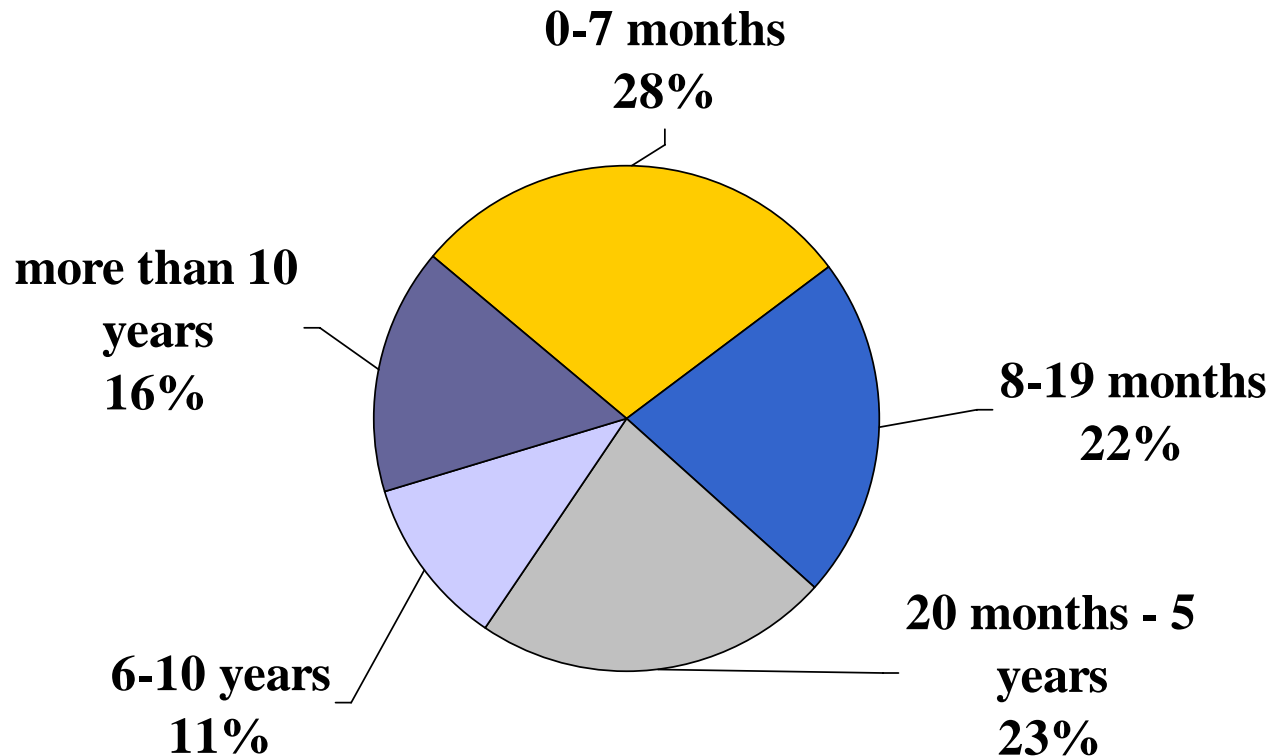
Change in Frequency of Riding



Top 10 reasons for increased riding frequency

- 1) Living place changed
- 2) Vehicle availability decreased
- 3) Workplace changed
- 4) Schedule changed
- 5) Personal business increased
- 6) Work/school load increased
- 7) MRide Program
- 8) Gas/parking issues
- 9) Bus service improved
- 10) Just got used to it

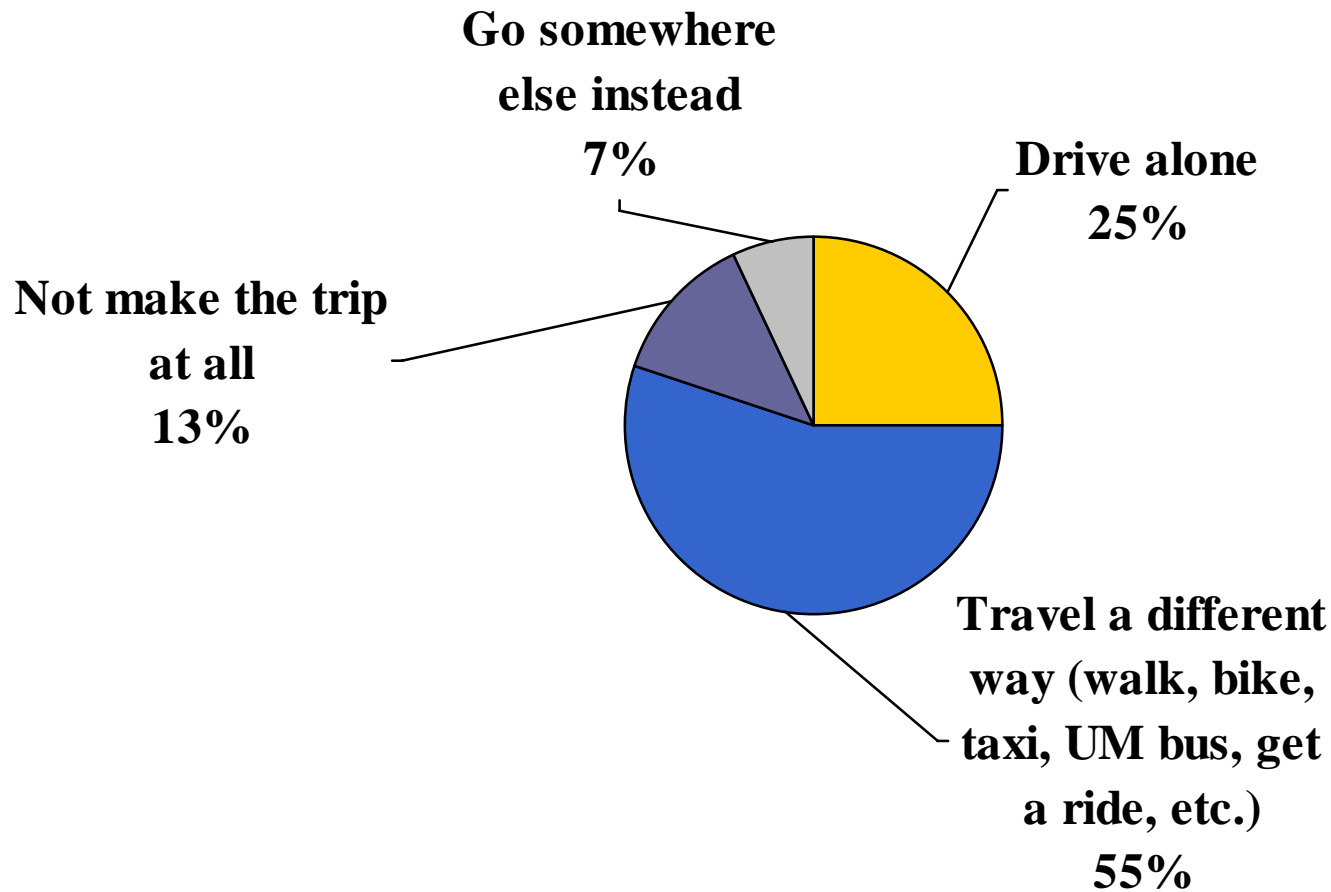
When did you begin riding AATA?



The two most recent intervals coincide with the first two years of the MRide program (which began 19 months ago). More than half of the ridership (51%) is new since then.

It is typical to have a large turnover in public transit ridership, particularly in a college town. In the 2002 survey, 27% of the ridership reported that they began riding AATA within the past year.

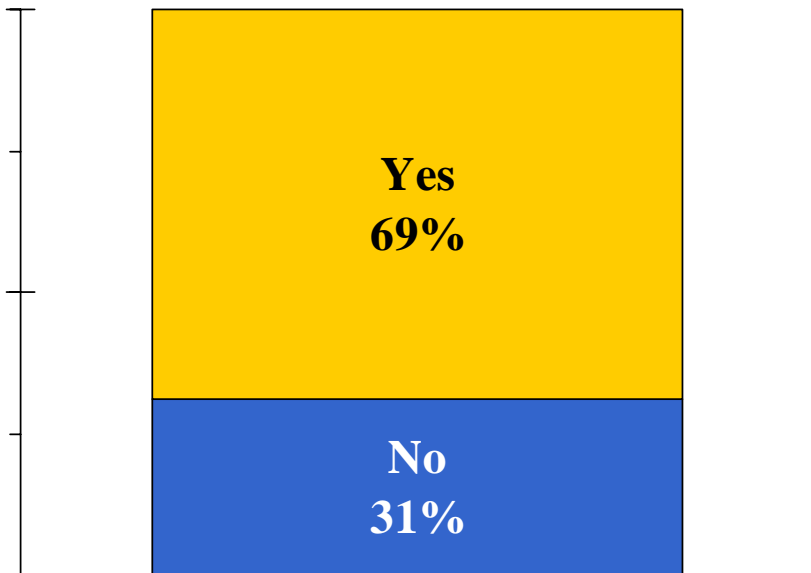
If AATA service were not available for this trip, what would you do?



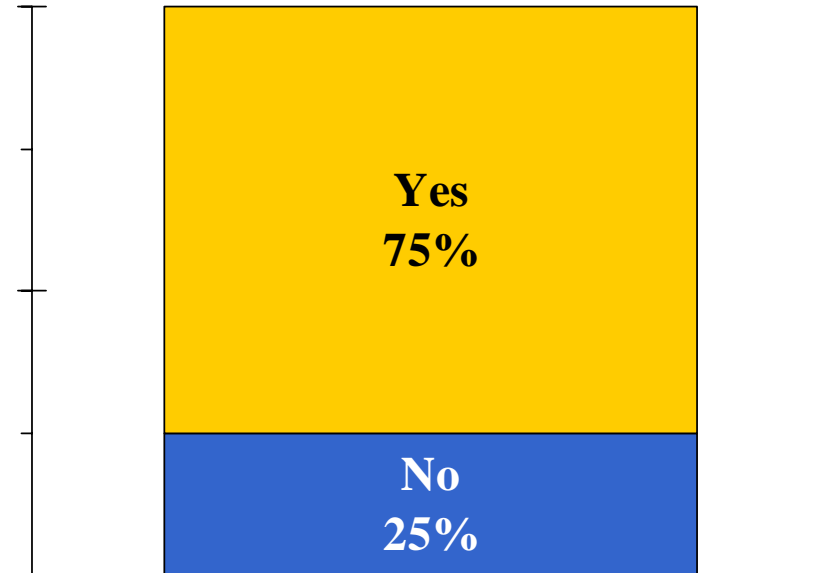
The 25% who would drive alone represent approximately 4,300 car trips per day removed from the road.

Bus Service and Residential Choices

**Considered bus service in
choosing where to live**



**Will consider bus service in
choosing where to live next**





Service Satisfaction



Explanation of Satisfaction Results

- ❑ People rated their satisfaction in each area on a 7-point scale
- ❑ 1 = totally dissatisfied; 7 = totally satisfied
- ❑ The mean (average) of the scores is a quick way to look at the results, but ...
- ❑ The distribution of results is also important (e.g. a mean of 4.0 can result from all scores of 4, or half scores of 1 and half scores of 7)

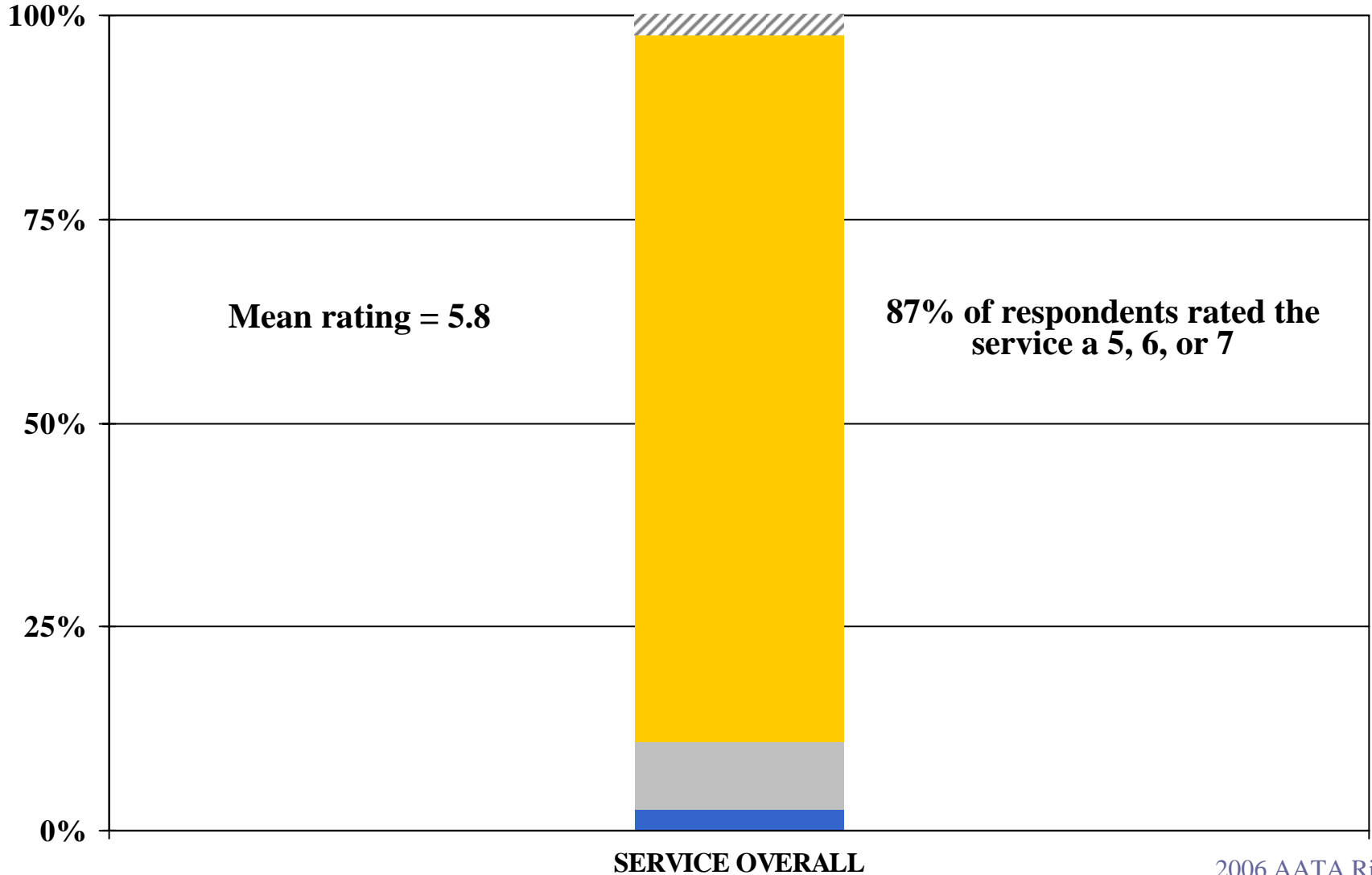
Explanation of Satisfaction Results

(continued)

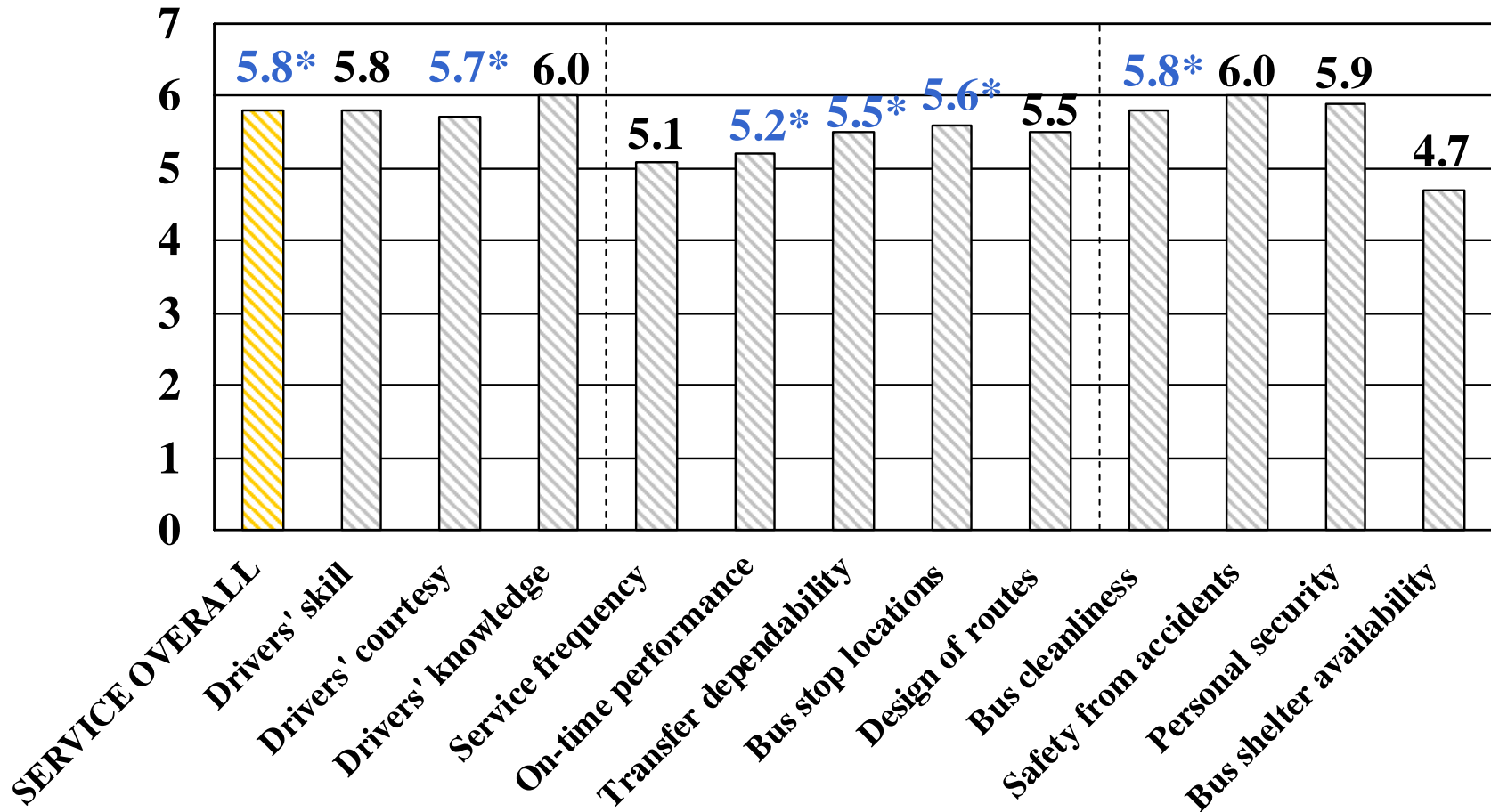
- Comparative ratings are also important
 - Comparison with the ratings for the other questions. Satisfaction is very high overall.
 - Comparison with same question in the 2002 and 2000 surveys. Significant changes up or down are noted. There was not a significant change in the rating for most questions.

Overall Satisfaction with AATA Service

■ satisfied (rating = 5,6,7) ■ neutral (rating = 4) ■ not satisfied (rating = 1,2,3) ▨ don't know



Mean Ratings for Service Satisfaction

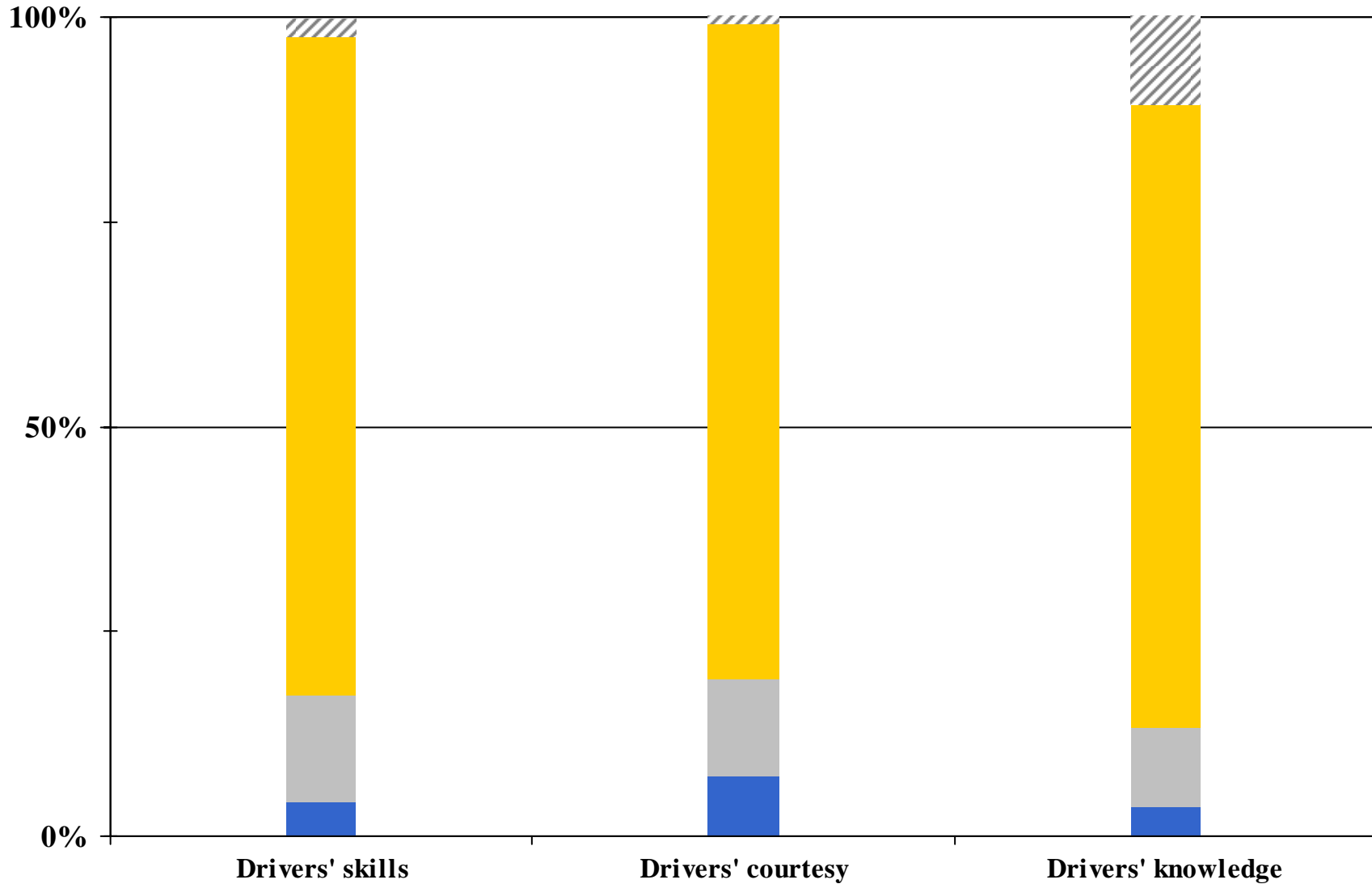


* Significant improvement from surveys in 2000 and 2002

The mean (average) rating provides a quick comparison. The distribution of the ratings on the following slides provide for detailed information.

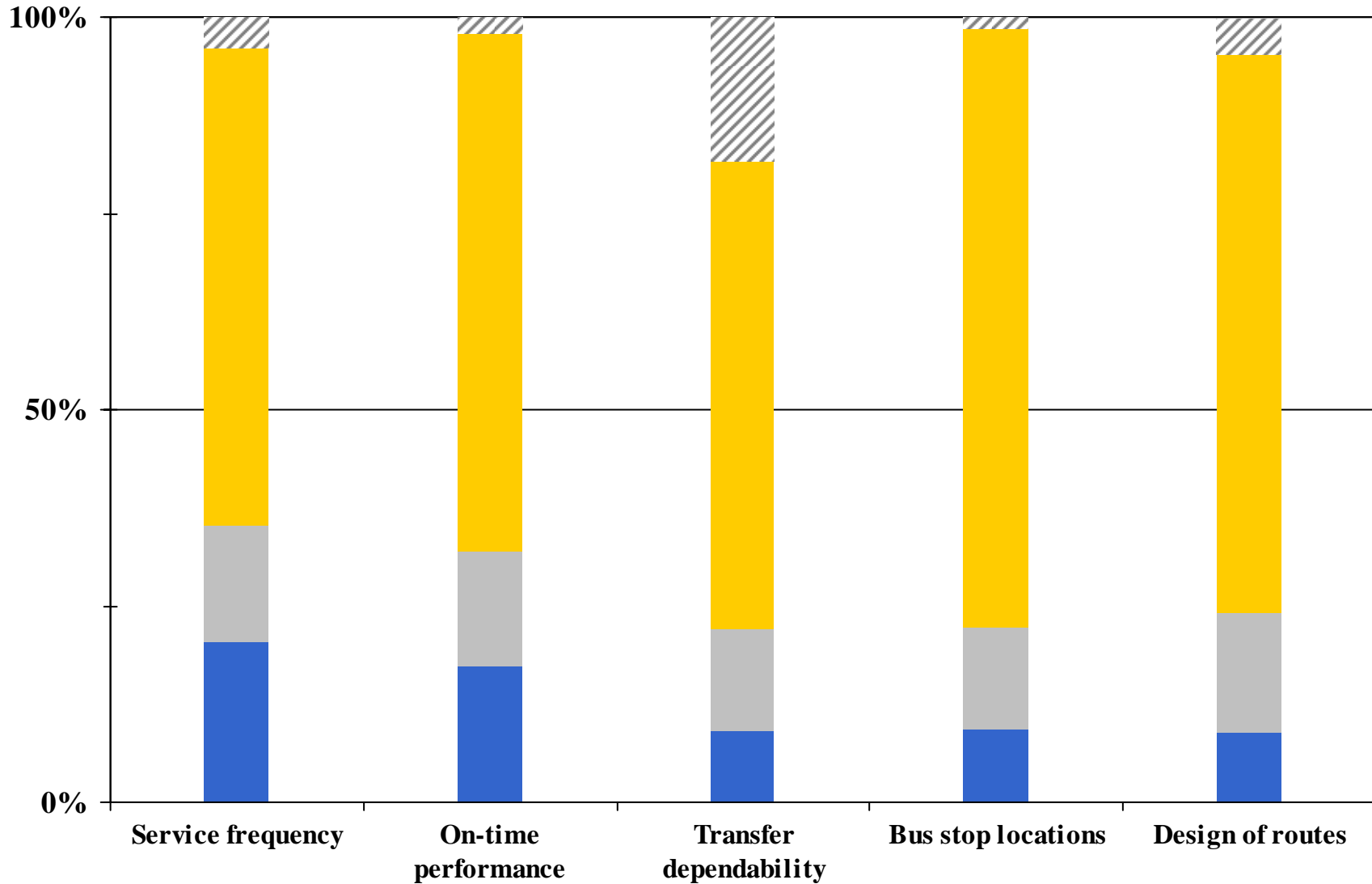
Satisfaction Ratings for Drivers

■ satisfied (rating = 5,6,7) ■ neutral (rating = 4) ■ not satisfied (rating = 1,2,3) ▨ don't know



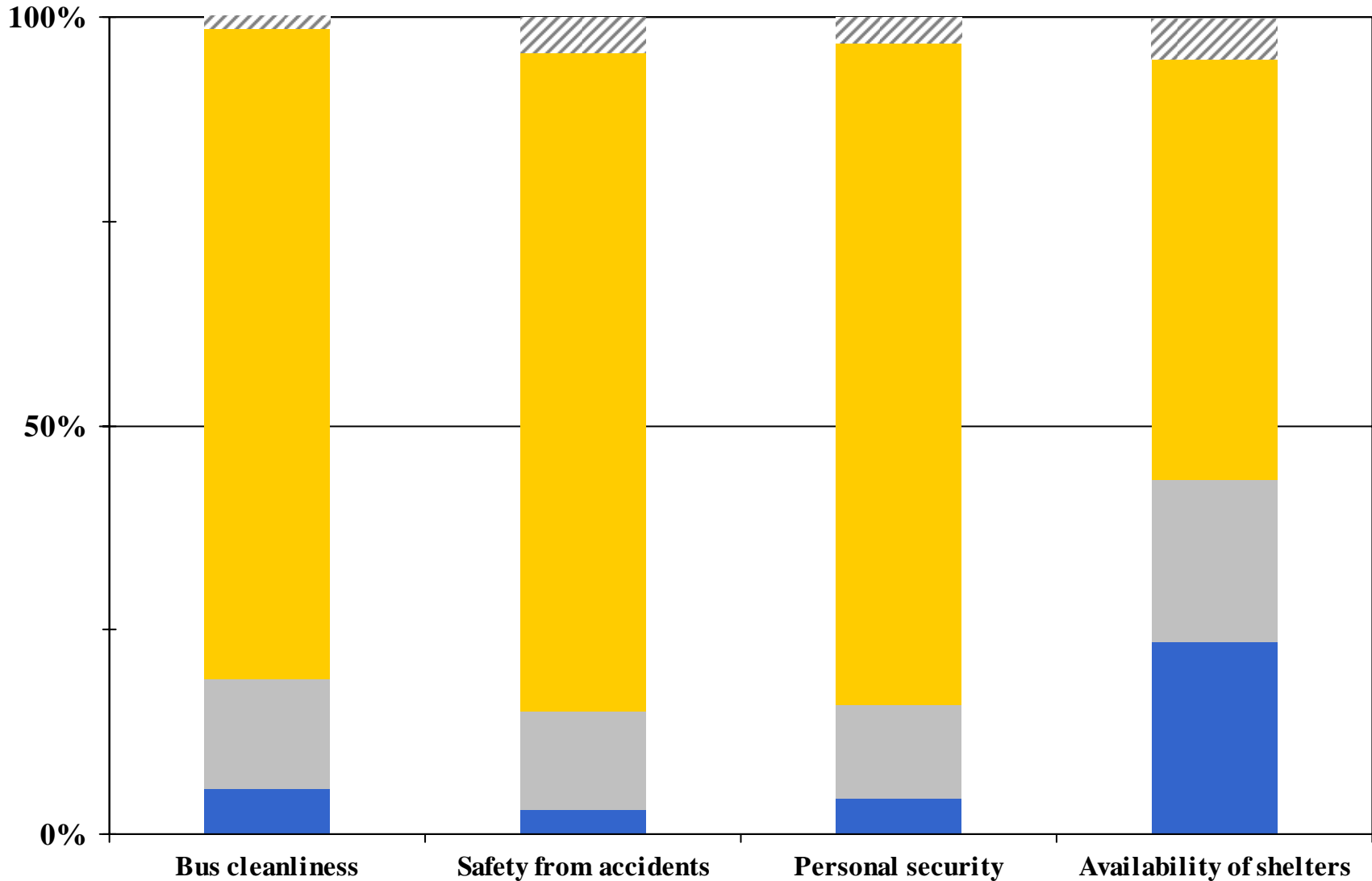
Satisfaction Ratings for Service Characteristics

■ satisfied (rating = 5,6,7) ■ neutral (rating = 4) ■ not satisfied (rating = 1,2,3) ▨ don't know



Satisfaction Ratings for Safety & Amenities

■ satisfied (rating = 5,6,7) ■ neutral (rating = 4) ■ not satisfied (rating = 1,2,3) ▨ don't know



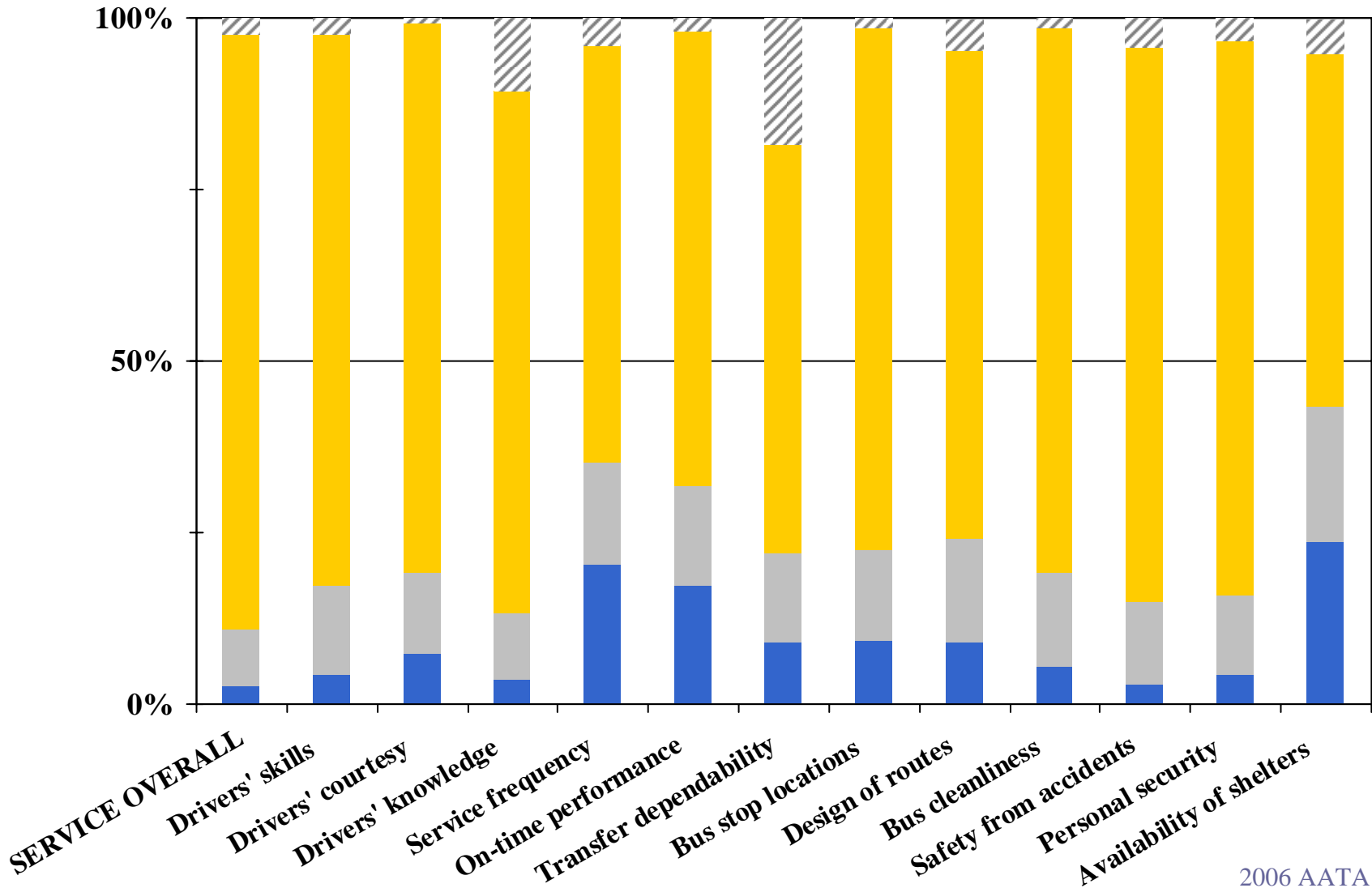
All AATA Service Satisfaction Ratings

satisfied (rating = 5,6,7)

 neutral (rating = 4)

 not satisfied (rating = 1,2,3)

 don't know

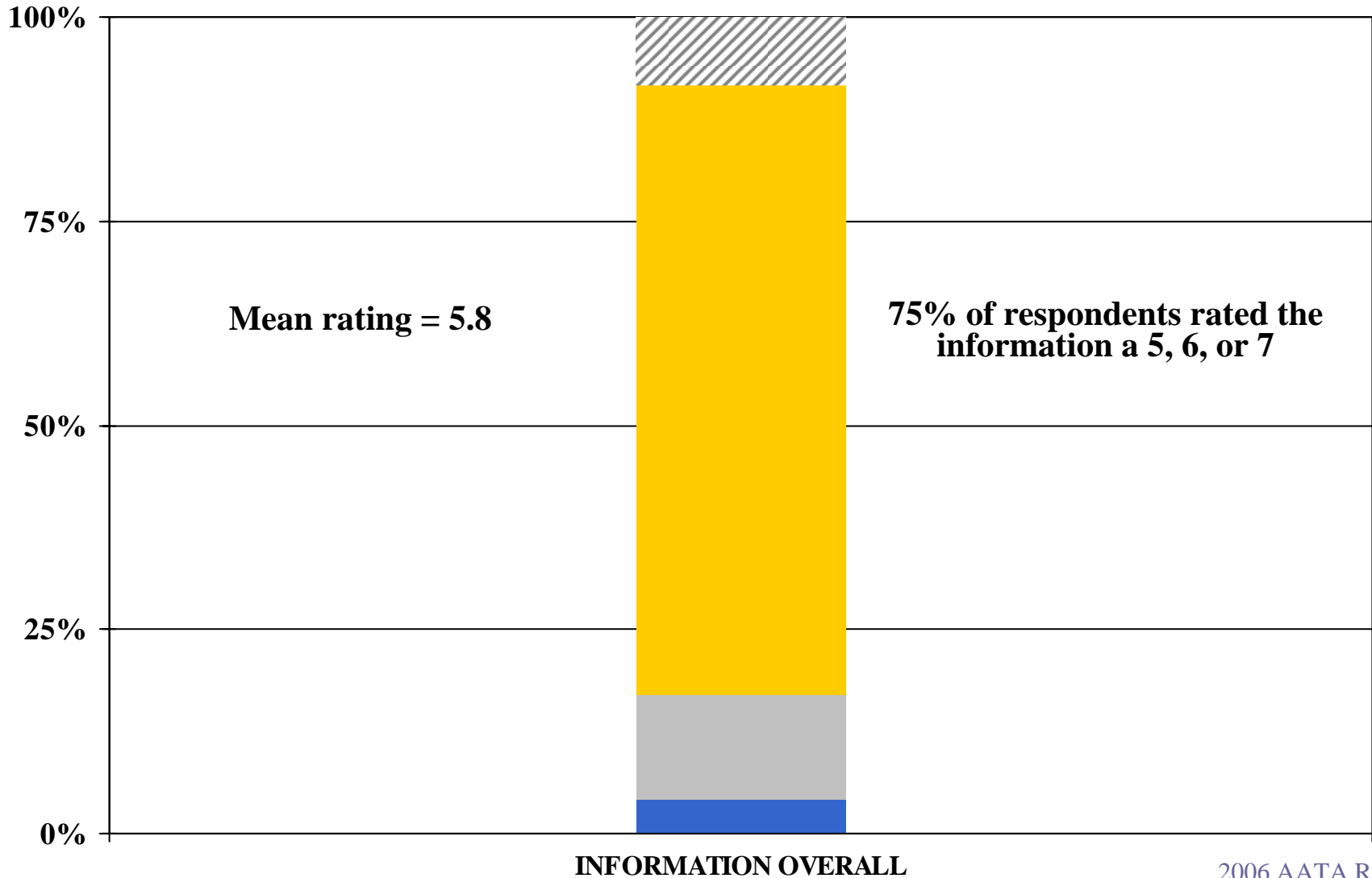




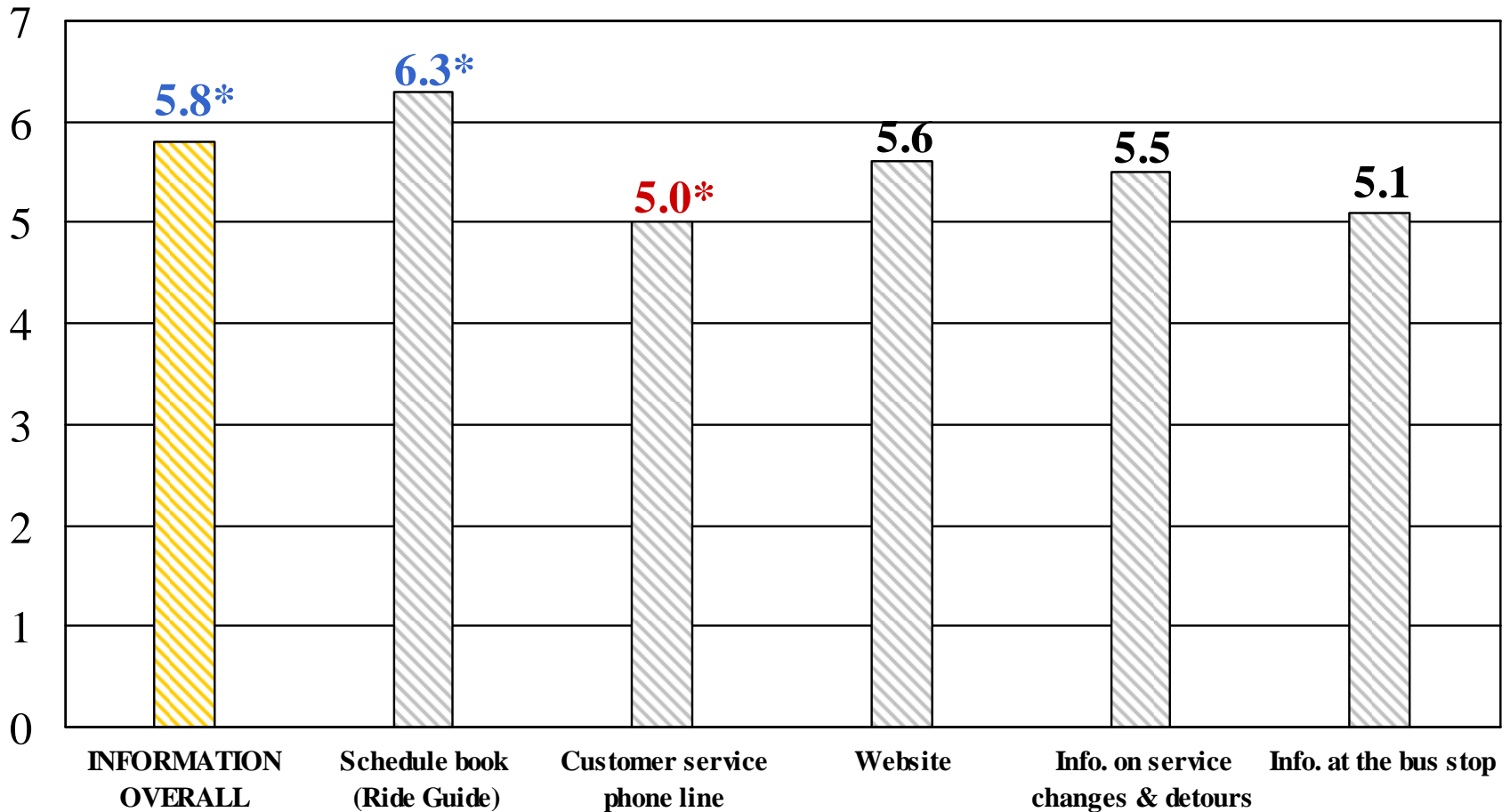
Information Satisfaction

Overall Satisfaction with AATA Information

■ satisfied (rating = 5,6,7) ■ neutral (rating = 4) ■ not satisfied (rating = 1,2,3) ▨ never used



Mean Ratings for Information Satisfaction



* Significant improvement from surveys in 2000 and 2002

* Significant decline from surveys in 2000 and 2002

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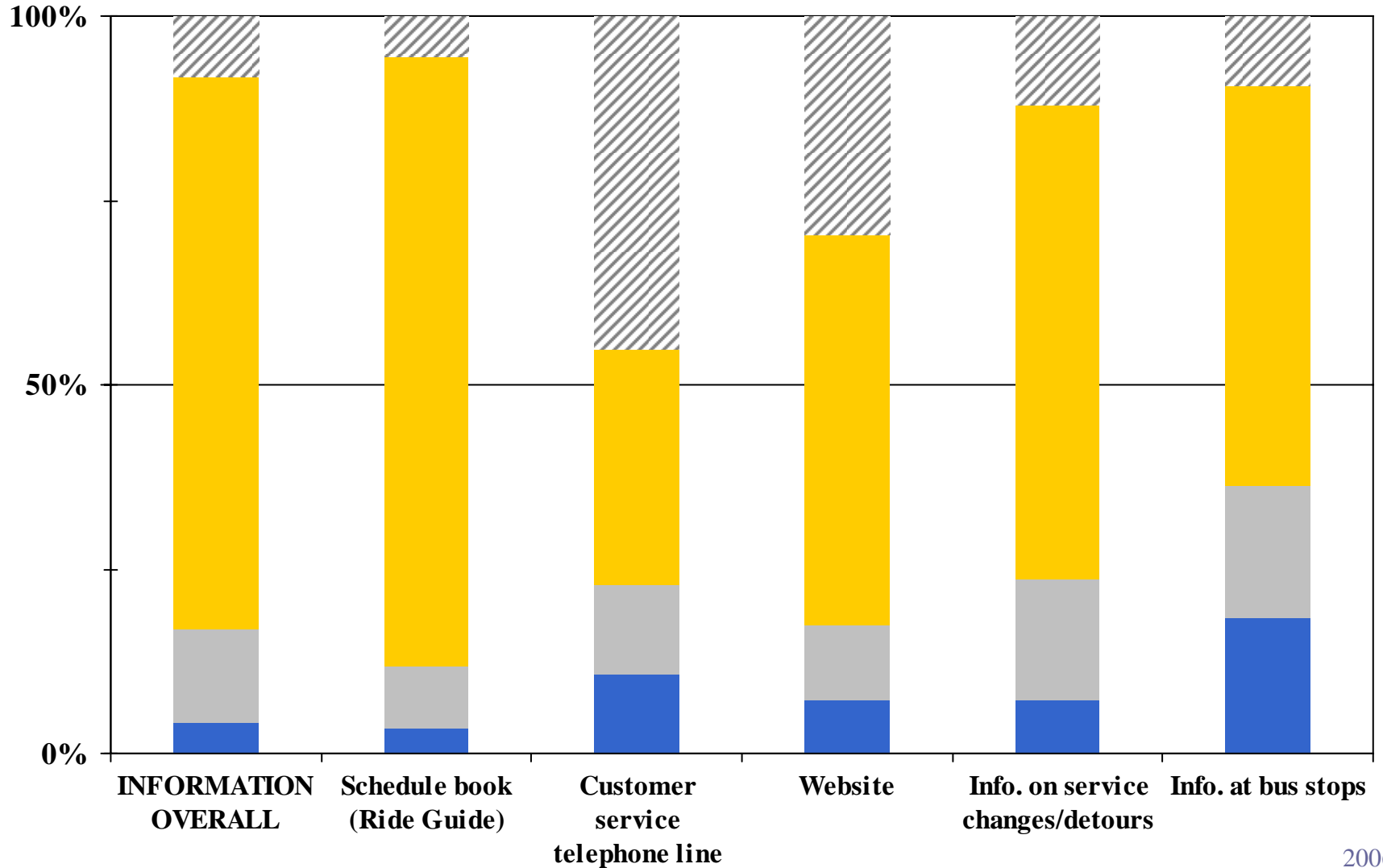
All AATA Information Satisfaction Ratings


satisfied (rating = 5,6,7)

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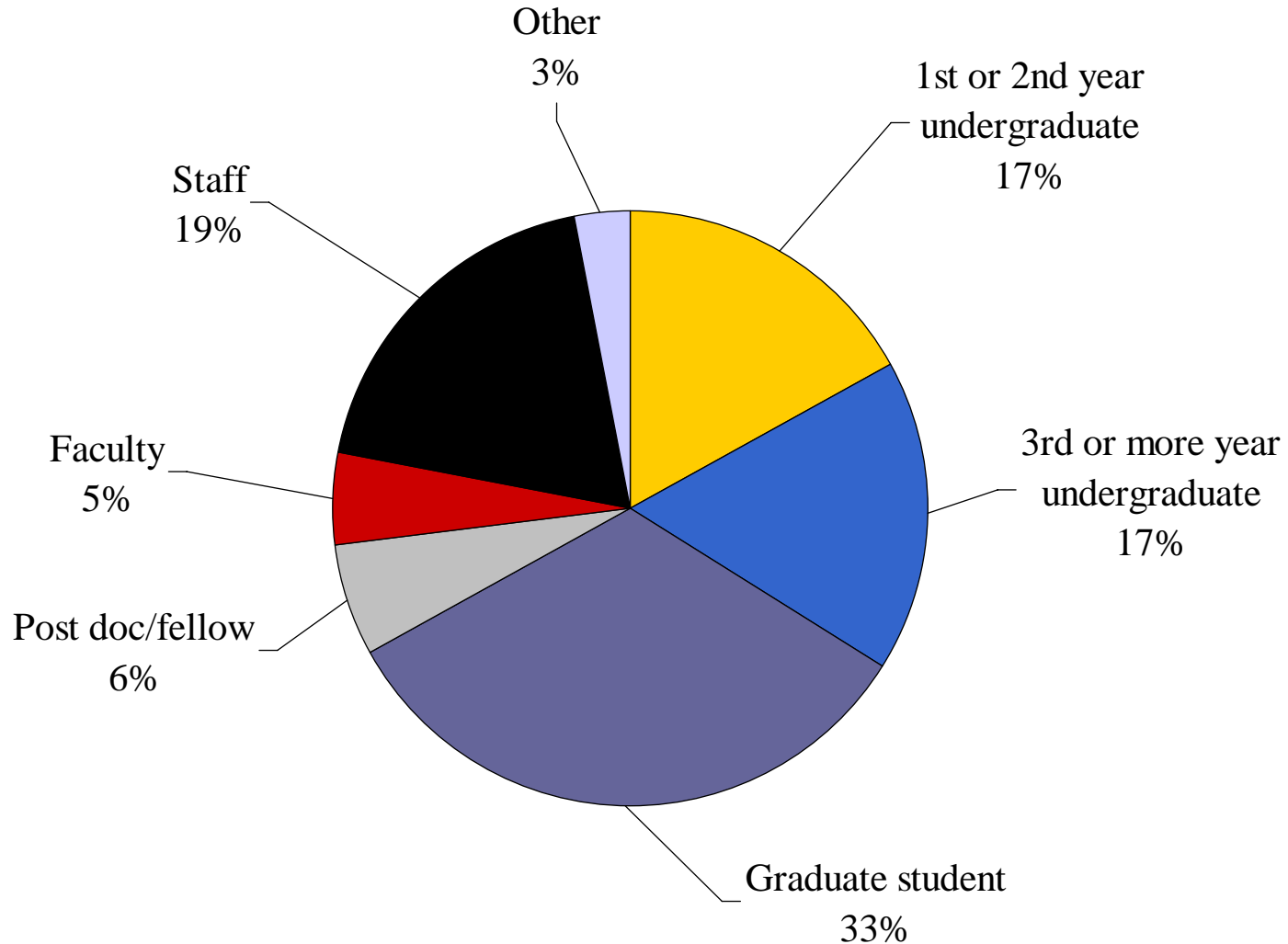




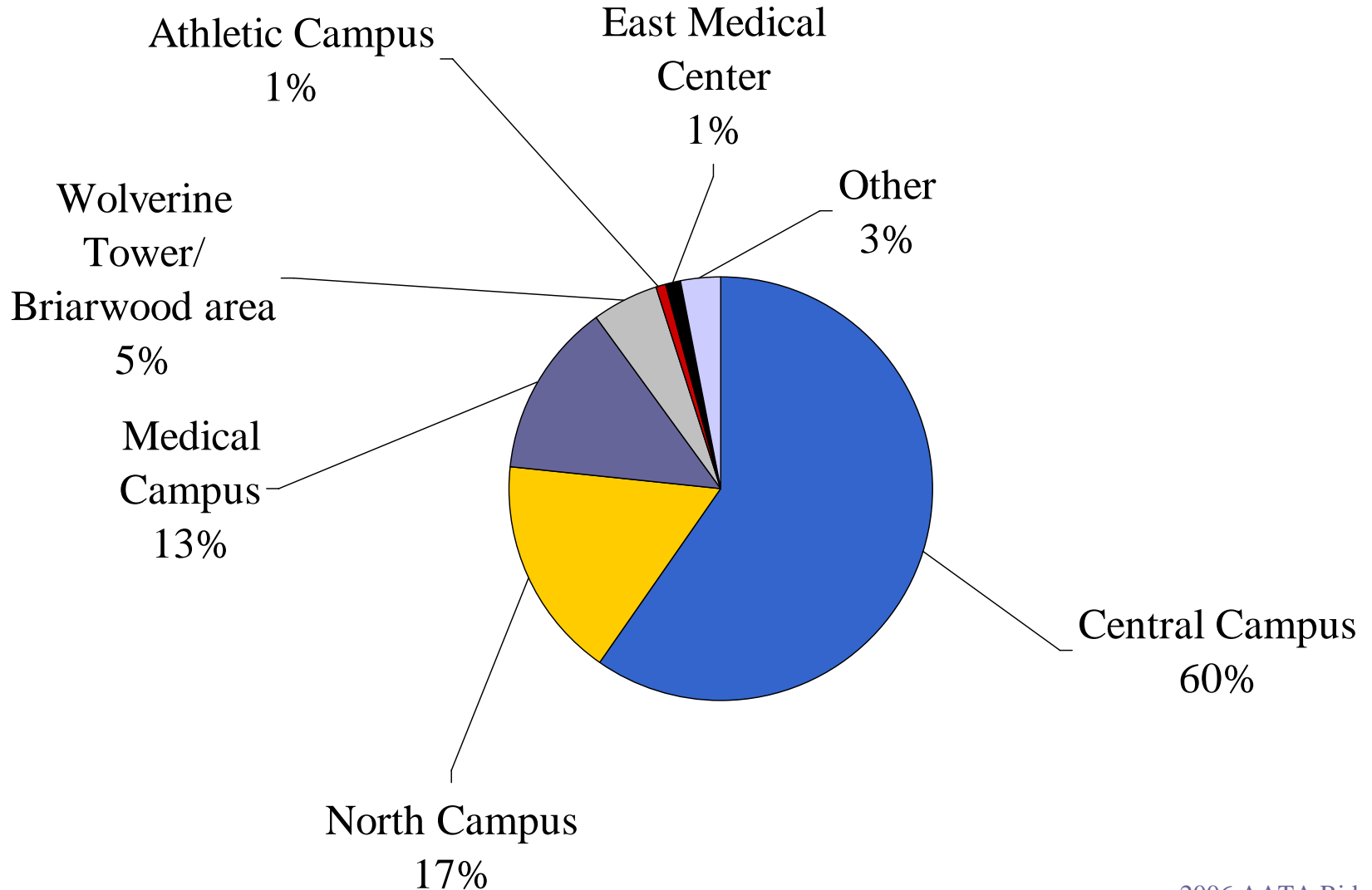
University of Michigan Questions

The following questions were completed only by UM students, faculty and staff.

UM Status



Most frequent part of campus



Without MRide, what would you do?

