

Executive Summary of On-Board Passenger Survey

May 2008

Purpose and Methodology

ETC Institute, in association with TranSystems, conducted a transit passenger survey for the City of Wichita during the spring of 2008. The purpose of the survey was to gather input for current riders to help improve the quality of public transportation services in the community.

The survey was administered as an intercept survey by trained interviewers from ETC Institute. A total of 320 transit surveys were completed. The overall results of the survey have a precision of at least +/-5% at the 95% level of confidence.

This report contains:

- a executive summary of the methodology and major findings
- charts depicting the results of selected questions on the survey
- tabular data that shows the results for all questions on the survey
- a copy of the survey instrument.

Major Findings

➤ **Characteristics of Transit Passengers**

- Only 15% of those surveyed had a car or other vehicle that they could have used to make their trip.
- 20% of those surveyed were under age 25; 13% were age 55 or older.
- 53% were male; 47% were female.
- 69% of those surveyed had annual household incomes under \$20,000; only 2% had annual household incomes of \$50,000 or more.
- 67% of those surveyed indicated that they use public transportation in Wichita at least five days per week.

- **Perceptions of the Overall Quality of Public Transportation in Wichita.** About half (49%) of those surveyed rated the overall quality of public transportation service in Wichita as either "excellent" or "good"; 32% rated the service as "average"; 14% thought it was "poor," and 6% did not have an opinion.

- **Service Characteristics Rated Best.** The service characteristics that were rated best (based on the percentage of respondents who were “very satisfied” or “satisfied”) were:
 - feeling of safety using bus
 - how safely bus drivers operate vehicles
 - how easy it is to learn to use the City’s bus system

- **Service Characteristics Rated Worst.** The service characteristics that received the lowest ratings (based on the percentage of respondents who were “very satisfied” or “satisfied”) were:
 - the hours bus service is offered
 - availability of bus shelters
 - availability of bus service on weekdays

➤ **Other Findings**

- The top three reasons respondents were using public transportation services in Wichita were: to get to/from work (31%), to conduct personal business (29%), and to go shopping (12%).

- The top three items that would encourage current riders to use public transportation services more often were: having service offered later in the evening (73%), having more service offered on weekends (62%), and providing more frequent service (49%).

- 74% of those surveyed thought they would still be using public transportation services in Wichita in 12 months.

- Bus drivers were the top source of information about public transportation services for current users.

- 45% of those surveyed indicated that a bus stop was located within one block of their home.