



2023

**Salem Area Mass Transit District
Customer Satisfaction Survey**

Findings Report



Contents

Section 1: Executive Summary.....	4
Section 2: Charts and Graphs.	10
Section 3: National Benchmarks.	42
Section 4: Tabular Data.....	52
Section 5: Survey Instrument.	72

1

Executive Summary

2023 Salem Area Mass Transit District (Cherriots) Customer Satisfaction Survey *Executive Summary*

Overview

In the Fall of 2023, Salem Area Mass Transit District (Cherriots) that operates bus and paratransit service in the Salem, OR area conducted a Customer Satisfaction Survey to analyze customer opinions regarding all aspects of service. The survey design satisfies multiple objectives, including measuring overall satisfaction and understanding rider behavior. The goal to collect a minimum of 400 completed surveys from bus customers was met, and the overall results for the sample of 400 riders have a precision of at least +/- 4.9 at the 95% level of confidence. The main purpose of the survey was to identify who rides Cherriots buses, how they ride, and why they ride.

Methodology

The Customer Satisfaction Survey was administered by ETC Institute’s team of trained surveyors. Survey collection was conducted via paper intercepts onboard Cherriots buses, as well as at Cherriots stations and bus stops. Surveys were followed by a quick rider debrief to confirm that each question was answered to the best of the rider’s ability. A detailed sampling plan was developed and closely followed based on each line’s daily ridership numbers provided by Cherriots’ August-September 100% Ride Check Counts, so survey results were adequately proportionate with route usage. The survey collection sampling plan is provided below.

	Route	*Avg Daily Ridership - 2023 Sept	% of Sample	Total Weekday Surveys	Total Weekend Surveys
Regional 30 Surveys	10X	63	12.78%	4	
	20X	61	12.37%	4	
	30X	54	10.95%	3	
	40X	279	56.59%	17	
	45	11	2.23%	1	
	50X	15	3.04%	1	
	80X	10	2.03%	1	
	Regional Total	493	100%	30	0
Local 290	01X	35	0.21%	1	
	2	1176	6.96%	20	6
	3	801	4.74%	14	4
	4	806	4.77%	14	4
	5	1349	7.99%	23	6

6	188	1.11%	3	1
7	402	2.38%	7	2
8	846	5.01%	15	4
9	967	5.73%	17	5
11	3665	21.70%	63	18
12	139	0.82%	2	1
13	546	3.23%	9	3
14	80	0.47%	1	
16	171	1.01%	3	1
17	871	5.16%	15	4
18	433	2.56%	7	2
19	2168	12.84%	37	10
21	2052	12.15%	35	10
23	128	0.76%	2	1
26	29	0.17%		
27	37	0.22%	1	
Local Total	16,889	100%	290	81

The following pages of the report contain a summary of the major findings from the survey; the full Customer Satisfaction Survey Report includes the following:

- Charts and graphs depicting the results of the survey (Section 2)
- Benchmarks comparing results from Cherriots to national survey results (Section 3)
- Tabular data of survey results (Section 4)
- A copy of the survey instrument (Section 5)

Customer Demographic Characteristics

- **Race/Ethnicity, Age, and Gender.** More than half of respondents (61%) identified their race/ethnicity as White/Caucasian. The second largest group of respondents described themselves as Hispanic, Spanish, or Latino/a/x (26%), with Black/African American being nine percent (9%). Thirty-four percent of respondents (34%) were between 18 and 29 years old, seventeen percent (17%) were between 40 and 49 years old, and sixteen percent (16%) were less than 18 years old. Fifty-four percent of respondents (54%) identify as male, and forty-five percent (45%) identify as female.
- **Household Size and Income.** Thirty percent of respondents (30%) live alone. Thirty-three percent of respondents (33%) live with one or two other individuals, and thirty-eight percent (38%) live with three or more individuals. The largest annual household income group for respondents was less than \$25,000 (55%), followed by \$25,000 to \$49,999 (28%), and \$50,000 to \$74,999 (12%).

Customer Transportation Habits and Customer Service Usage

- **Ridership.** Thirty-four percent of respondents (34%) have been riding Cherriots' buses for five or more years. Twenty-four percent (24%) have been riding for one to two years, and twenty-three percent (23%) have been riding for less than one year. Eighty-three percent of respondents (83%) indicated that they are dependent on using Cherriots' buses for travel to and from their destination. Of the seventeen percent (17%) that are not dependent on Cherriots' buses, twenty-seven percent (27%) said that they choose to ride the bus because it is convenient, and twenty-six percent (26%) choose to because they want to save money. Sixteen percent of respondents (16%) indicated that they have a working vehicle that they could have used for the trip in which they were surveyed instead of taking the bus.
- **Typical Customer Transportation.** More than half of respondents (57%) ride the bus at least five days per week. Twenty-one percent of respondents (21%) ride the bus three to four days per week, and twelve percent (12%) ride the bus one to two days per week. Respondents were asked to select what primary purpose they most frequently ride the buses. Thirty-six percent of respondents (36%) selected work, twenty-four percent (24%) selected shopping/errands/grocery, and eighteen percent (18%) selected education.
- **Customer Service.** Twenty-two percent of respondents (22%) had contacted Cherriots with a question, concern, or complaint in the previous three months. Of those, eighty-two percent (82%) said that their issue was resolved. Ninety percent of these respondents (90%) agree that when contacting Cherriots' Customer Service, their concerns are addressed promptly. Ninety-one percent of these respondents (91%) agree that customer service representatives are helpful and courteous.

Customer Opinions About Cherriots' Services

- **Agreement with Statements Regarding Cherriots' Services.** Respondents were asked to rate on a scale of one to five how much they agree with 20 statements regarding Cherriots' services, with five meaning "Strongly Agree," and one meaning "Strongly Disagree." The three most agreed with statements ("Strongly Agree" and "Agree" answers) were "The buses operate on the days that I need them" (89%), "Bus drivers operate the vehicle safely" (88%), and "The bus gets me to my destination in a reasonable amount of time" (85%).
- **Top Customer Importance Factors.** Respondents were next asked to rank the top three most important statements to them from the same list of 20 statements in the previous question. The three most selected statements by riders were "The bus usually runs on time" (26%), "The bus is clean" (22%), and "I feel safe riding the bus" (18%).
- **I-S Analysis.** Importance-Satisfaction Analysis compares respondents' rankings of importance with each statement to how satisfied they are with that statement. Statements are then categorized into four groups based on the findings: "Nice to Haves" – lower importance/higher satisfaction, "Strengths to Maintain" – higher importance/higher satisfaction, "Lower Priority" – lower importance/lower satisfaction, and "Areas of Opportunity" – higher importance/lower satisfaction. Six statements were placed in the "Strengths to Maintain" quadrant, meaning riders feel that they have above average importance while being delivered satisfying results. The six statements are listed below:
 - "The bus usually runs on time"
 - "I feel safe riding the bus"
 - "The price to ride the bus is a reasonable value"
 - "The bus routes are conveniently located for me"
 - "The bus operates on the days that I need them"
 - "Bus drivers operate the vehicle safely"

The four statements, categorized as "Areas of Opportunity," meaning they are important to riders but have comparatively less high satisfaction levels, are listed below:

- "The bus is clean"
- "I feel safe & secure waiting for the bus"
- "The buses operate at the times that I need them"
- "The frequency of service is satisfactory"

National Benchmarks

- **Benchmark Description.** ETC Institute's benchmark survey data comes from a national panel of transit riders drawn from surveys within the past five years across all 50 states (more than 80 transit systems). Results were monitored to ensure distribution in proportion to population size of each transit system's region (i.e. the largest percentage of respondents were from California transit systems).

- Net Promoter Score.** Net Promoter Score poses the question, “Using a 10-point scale, where 10 means ‘Very Likely,’ and 1 means ‘Not Likely At All,’ how likely would you be to recommend Cherriots’ bus service to a friend, colleague, or family member?” Respondents who answer nine or ten are categorized as “Promoters,” those who answer seven or eight are “Passives,” and those who answer a number less than seven are “Detractors.” The score itself is calculated by subtracting the percentage of Detractors from the percentage of Promoters. Cherriots’ bus service received a Net Promoter Score of 55. This is significantly higher than the National Average score for transit services of -21.
- Overall Satisfaction.** Cherriots’ riders appear to be generally very satisfied with the bus service. When asked how satisfied they were with Cherriots’ bus service overall, eighty-four percent of respondents (84%) answered “Very Satisfied” or “Satisfied.” This is twenty-six percent higher (+26%) than the National Average of fifty-eight percent (58%).
- Agreement with Statements Regarding Cherriots’ Services.** All 17 Cherriots agreement statements in which ETC has national benchmark data ranked higher than the National Average (“Strongly Agree” and “Agree” answers). Listed below are the statements that were rated at least 15 percentage points higher than their National Average comparisons.

 - “I feel safe riding the bus” – 83% vs. 42% (+41%)
 - “The bus is clean” – 77% vs. 38% (+39%)
 - “I feel safe and secure waiting for my bus” – 69% vs. 35% (+34%)
 - “The bus usually runs on time” – 79% vs. 48% (+31%)
 - “I understand Cherriots’ available routes, and I am confident navigating the system” – 82% vs. 55% (+27%)
 - “The bus gets me to my destination in a reasonable amount of time” – 85% vs. 59% (+26%)
 - “The bus routes are conveniently located for me” – 78% vs. 52% (+26%)
 - “Cherriots provides value to the community” – 92% vs. 70% (+22%)
 - “The price to ride the bus is a reasonable value” – 82% vs. 62% (+20%)
 - “The current level of funding for Cherriots’ services should increase over the next five years” – 84% vs. 65% (+19%)
 - “It is easy to get information about Cherriots’ services & route schedules – 79% vs. 60% (+19%)
 - “Bus drivers are knowledgeable about Cherriots’ system” – 81% vs. 65% (+16%)
 - “Bus drivers are helpful & courteous” – 80% vs. 64% (+16%)
 - “The frequency of service is satisfactory” – 73% vs. 57% (+16%)
 - “It is easy to find out if buses are running on schedule” – 71% vs. 55% (+16%)
- The following section lists the charts and graphs for each survey question broken down into three categories: Key Characteristics of Customers, Customer Transportation Characteristics, and Customer Opinions.



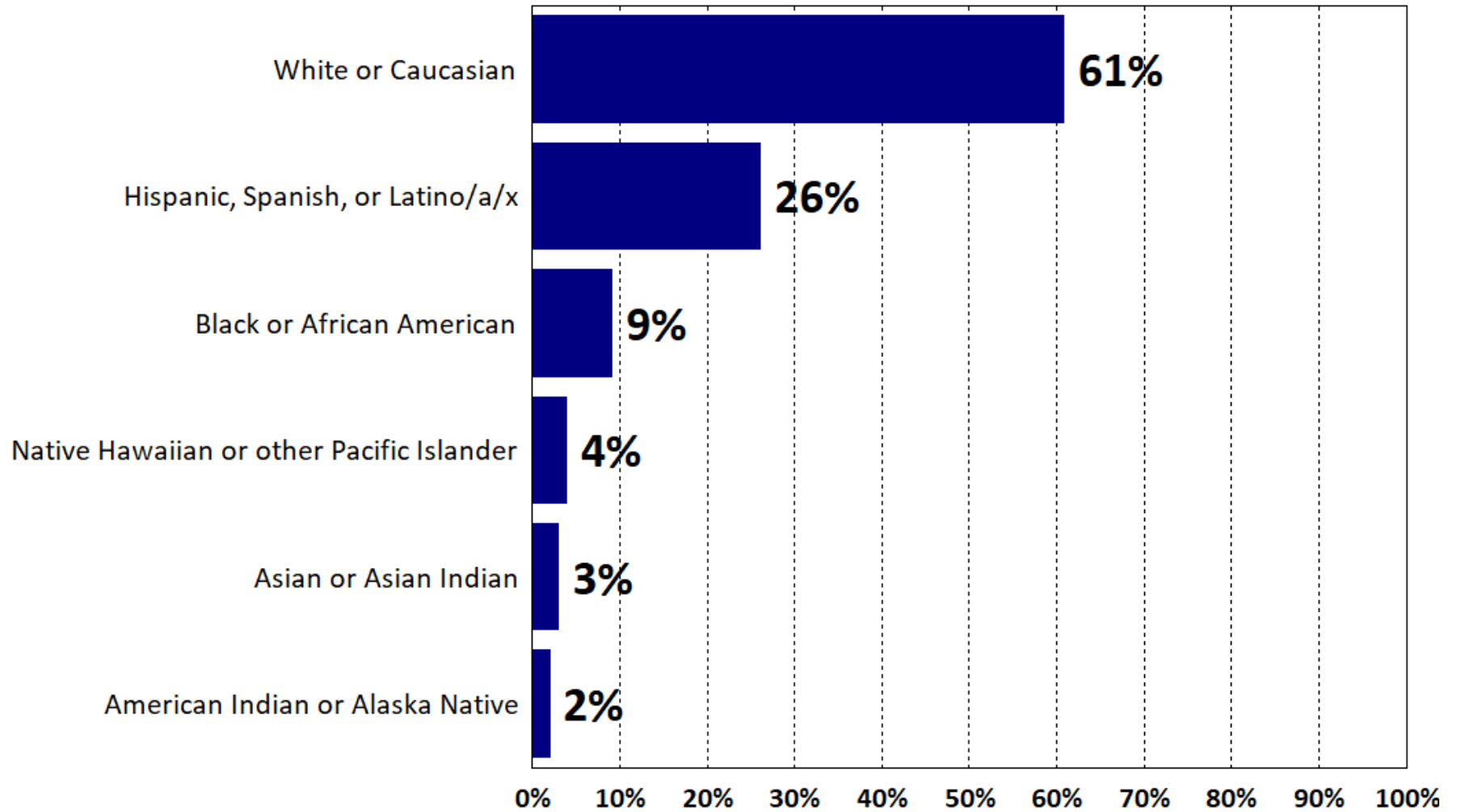
Charts & Graphs



KEY
CHARACTERISTICS
OF CUSTOMERS

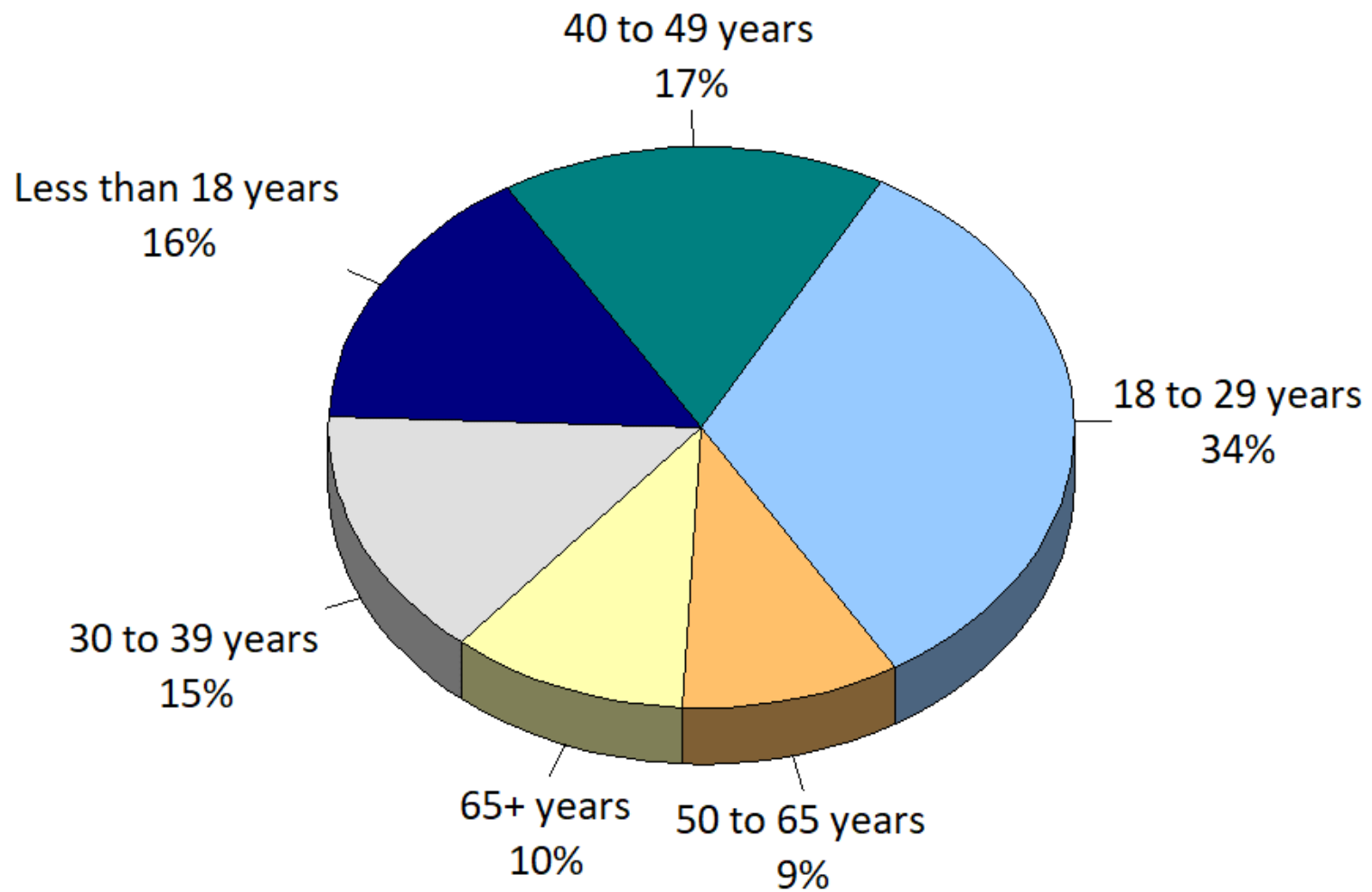
Which of the following best describes your race/ethnicity?

by percentage of respondents (excluding “prefer not to say”)



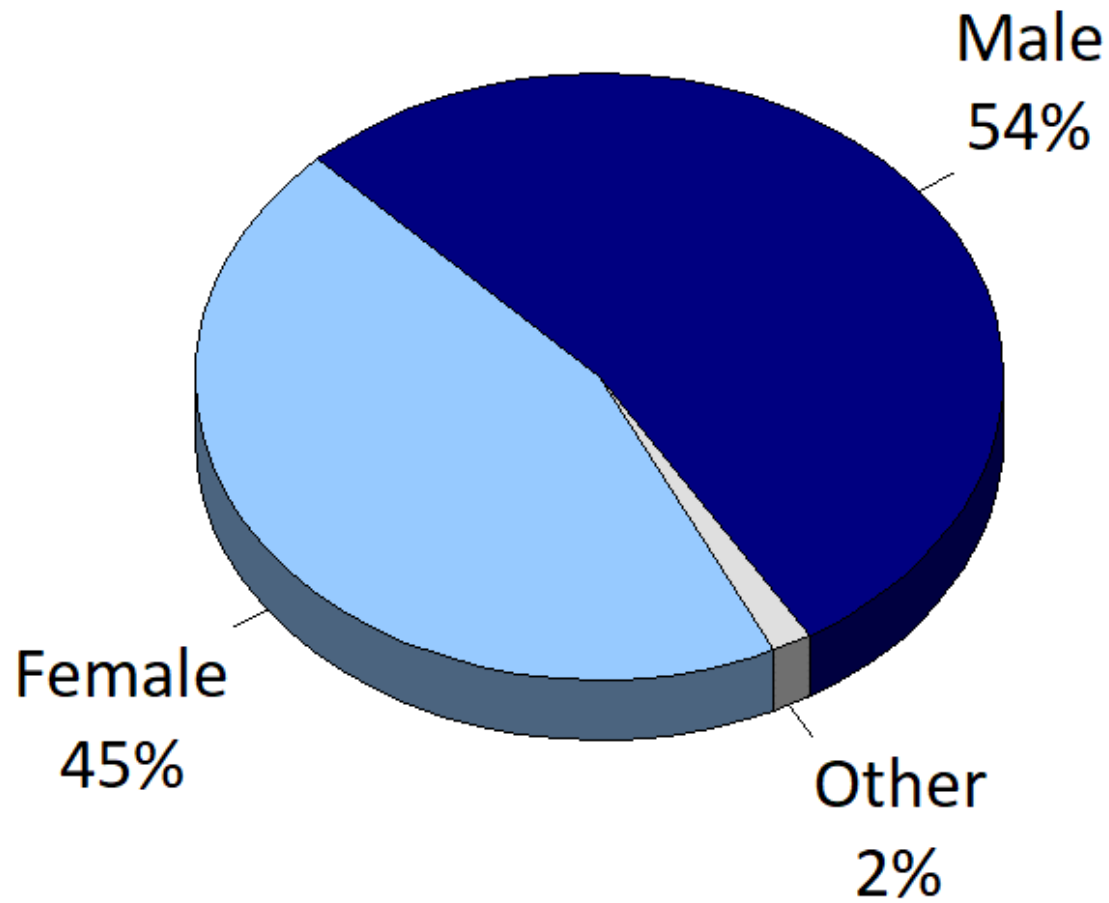
What is your age?

by percentage of respondents (excluding “not provided”)



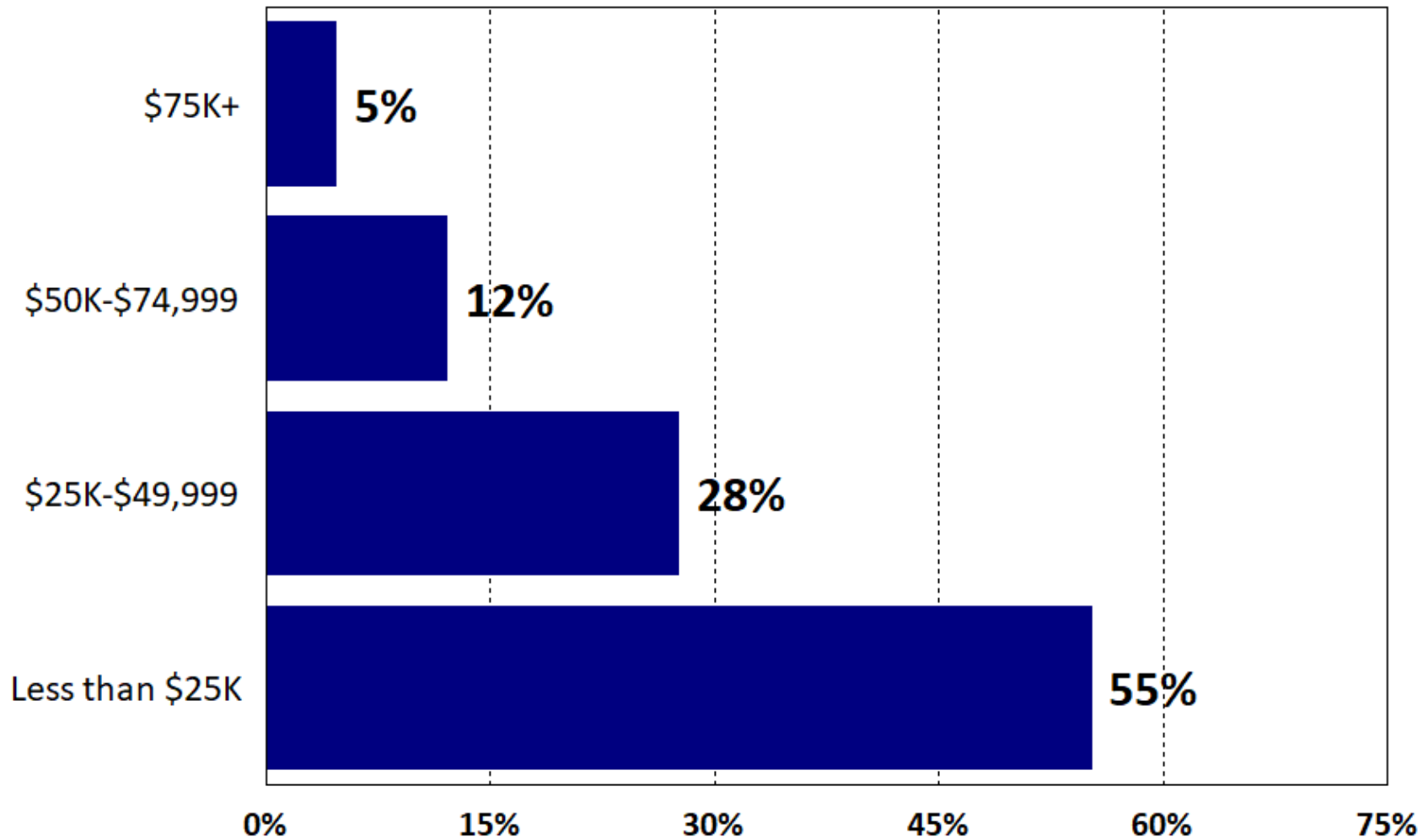
What is your gender?

by percentage of respondents (excluding “not provided”)



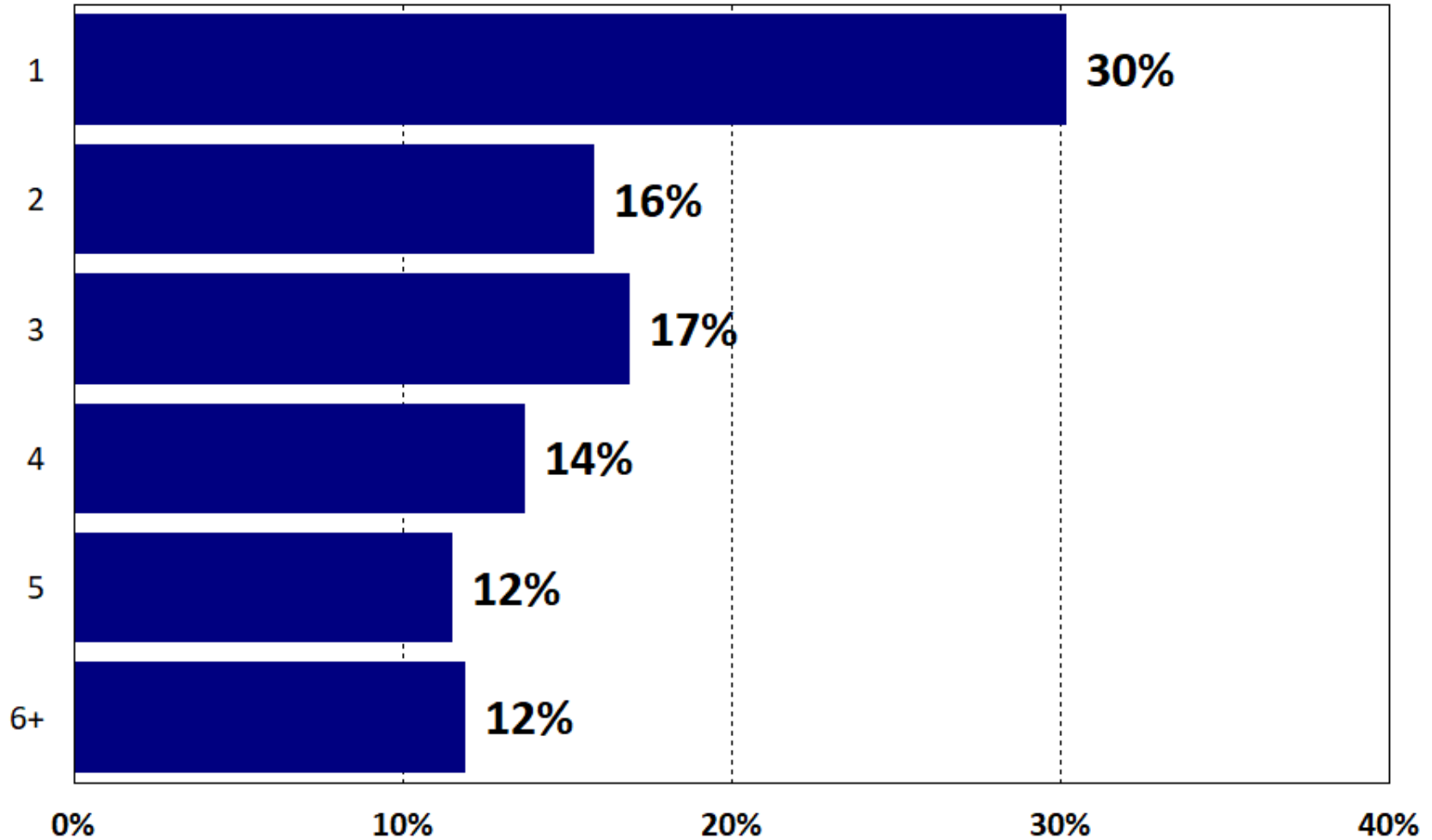
Which category best describes your total annual household income?

by percentage of respondents (excluding “not provided”)



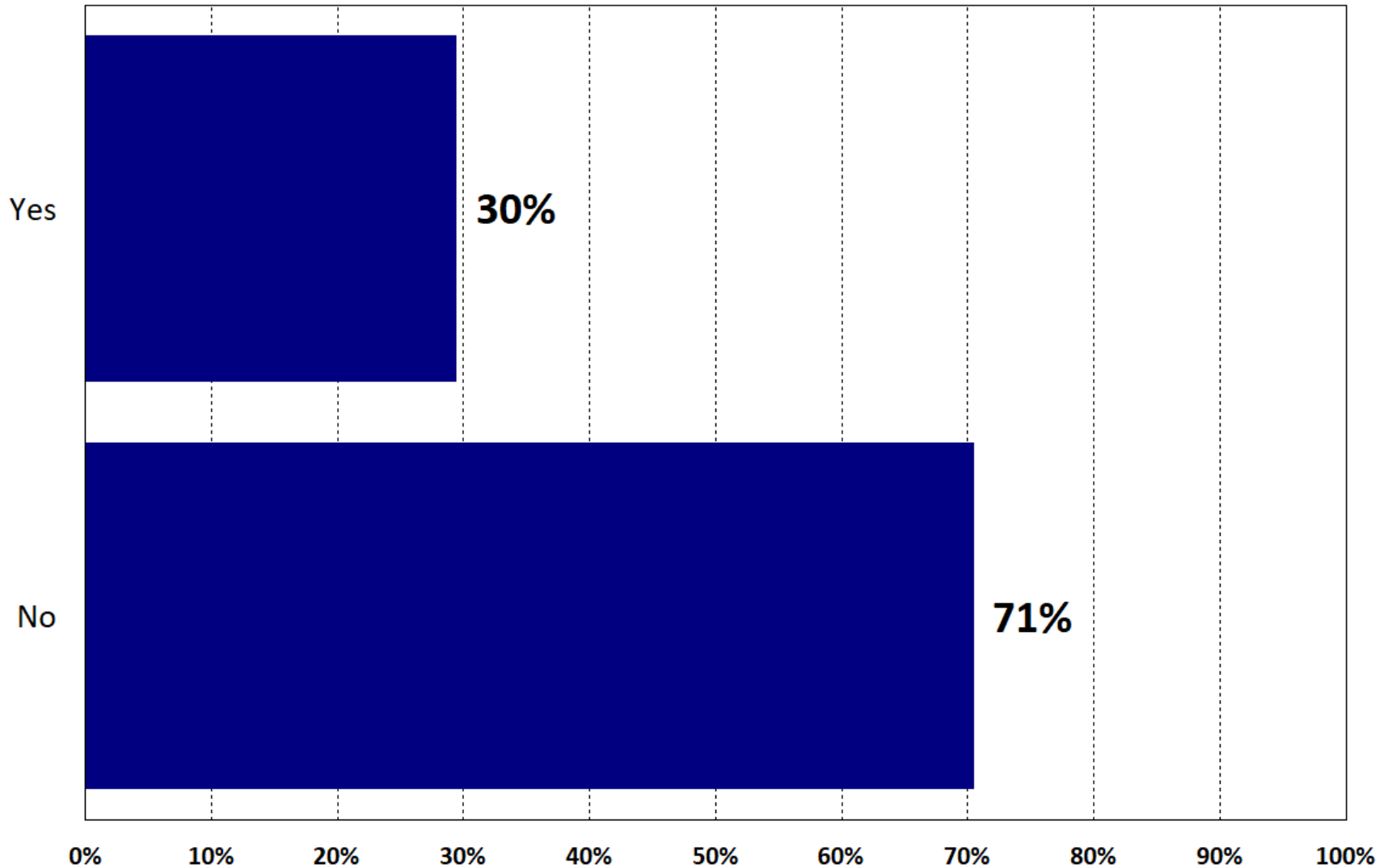
Including yourself, how many people live in your household?

by percentage of respondents (excluding “not provided”)



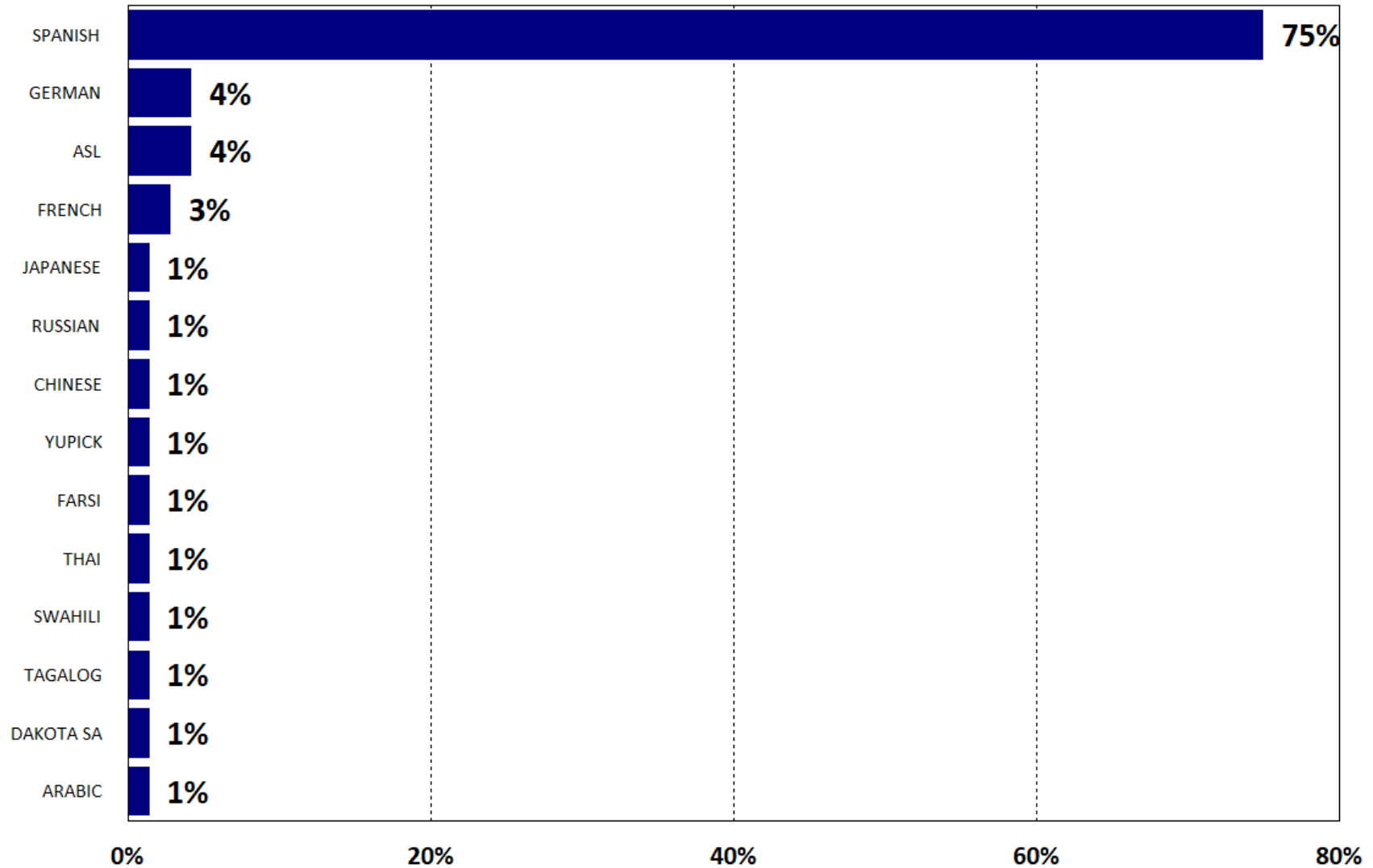
Do you speak a language other than English at home?

by percentage of respondents (excluding “not provided”)



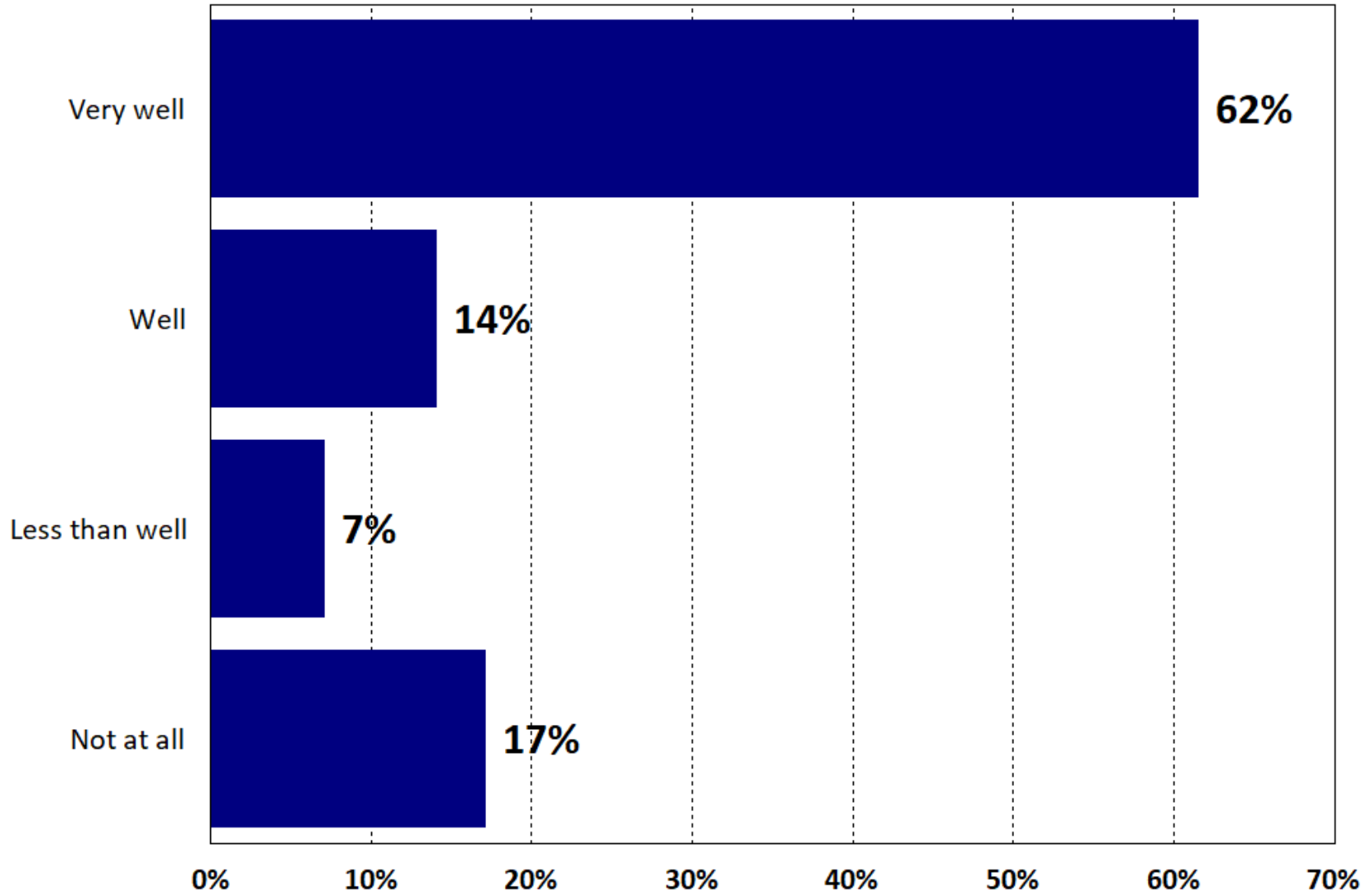
Which Language?

by percentage of respondents who indicated that they speak a language other than English at home



How well do you speak English?

by percentage of respondents who indicated that they speak a language other than English at home

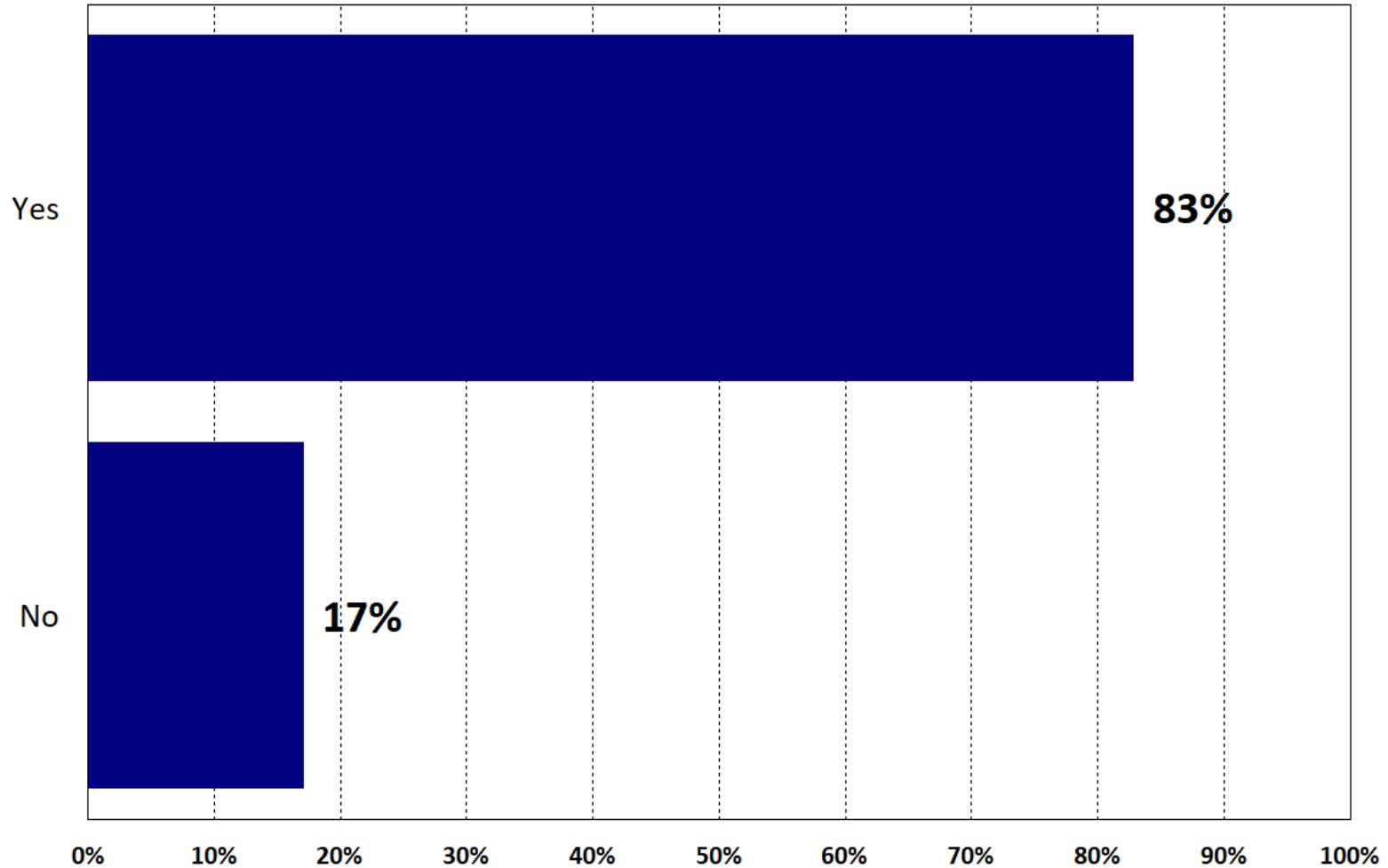




CUSTOMER TRANSPORTATION CHARACTERISTICS

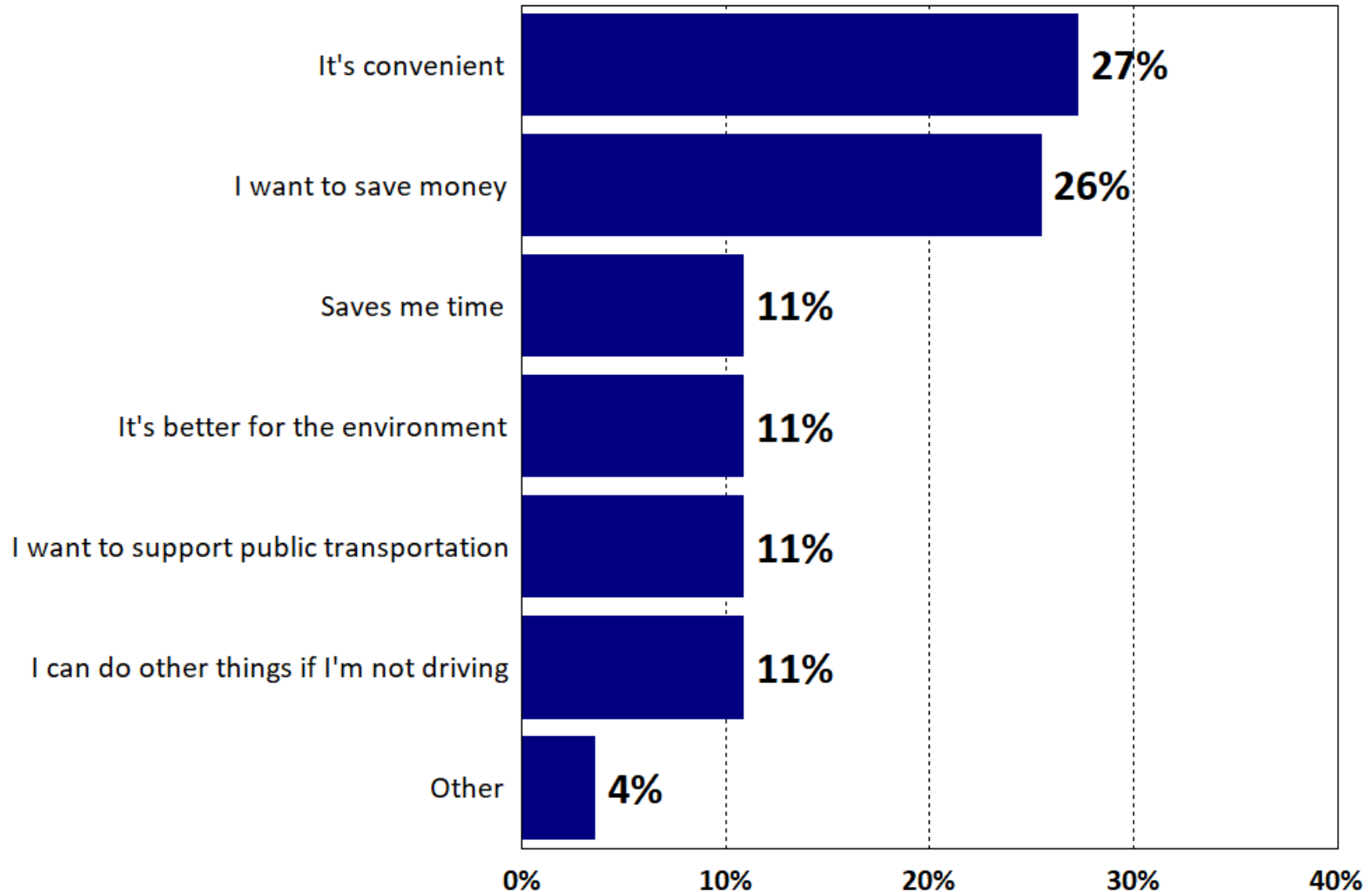
Are you dependent on using Cherriots' buses for travel to/from your destination?

by percentage of respondents (excluding "not provided")



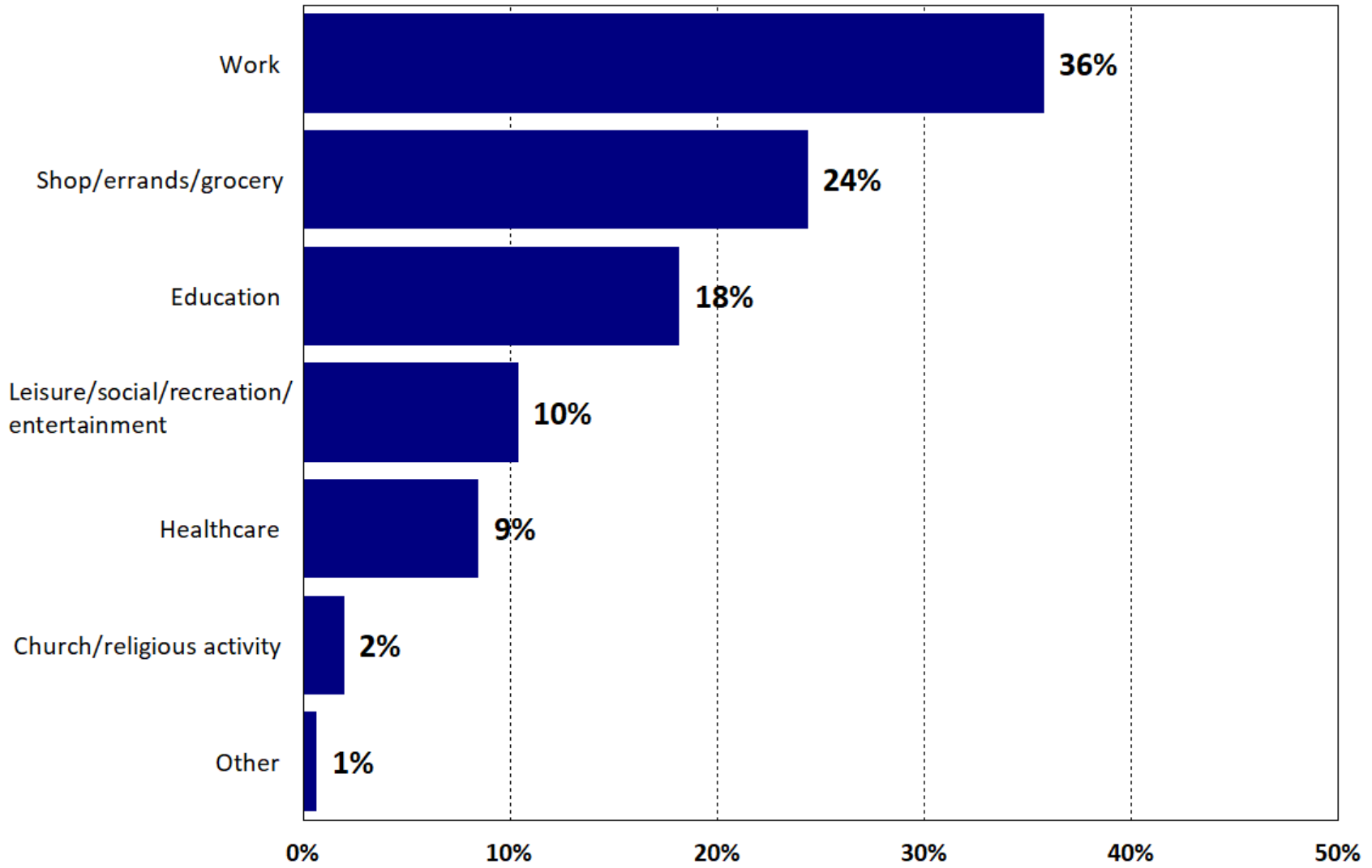
If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation?

by percentage of respondents who indicated that they are not dependent on Cherriots' buses for travel



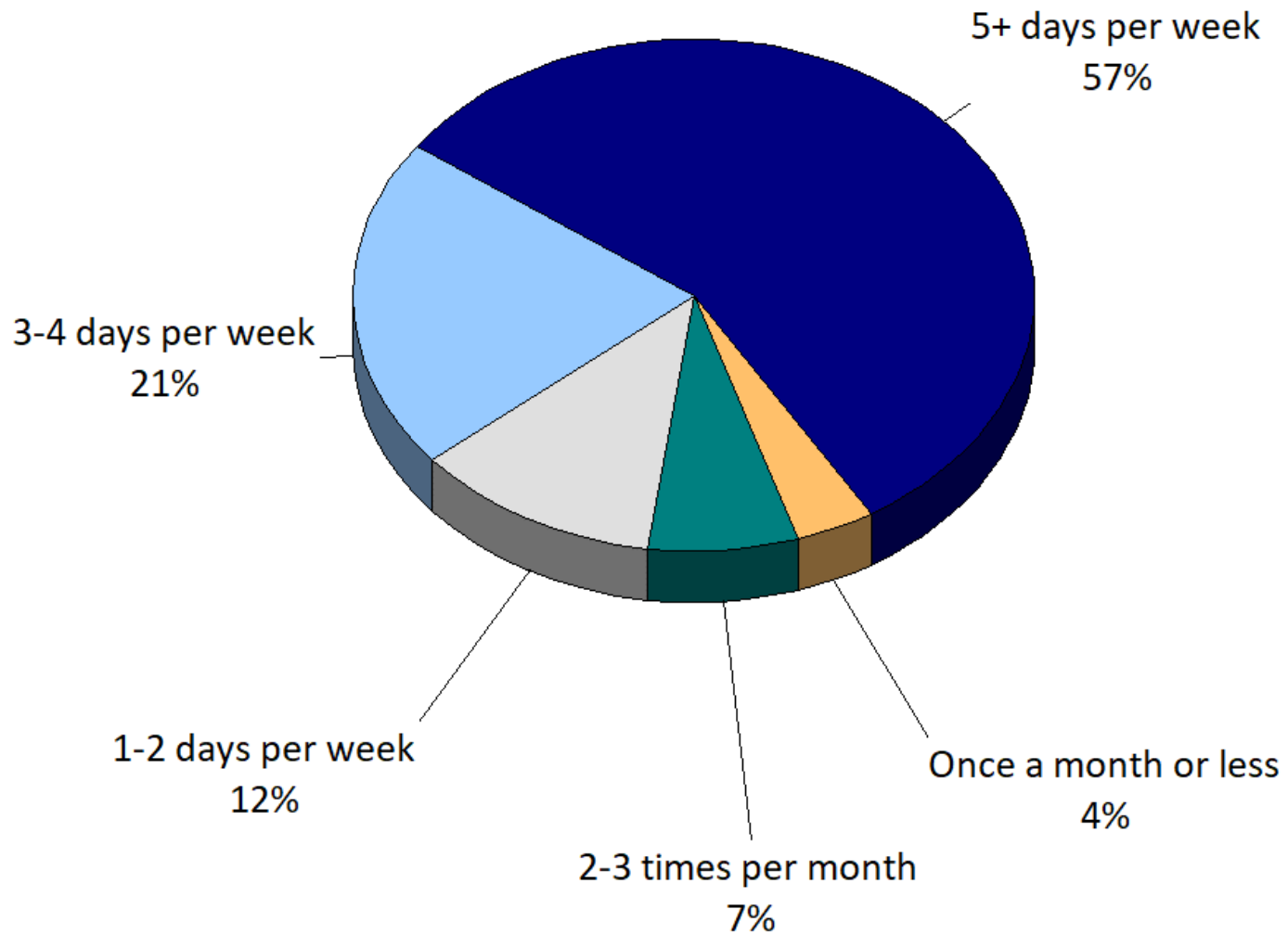
For what primary purpose do you ride Cherriots' buses most frequently?

by percentage of respondents (excluding "not provided")



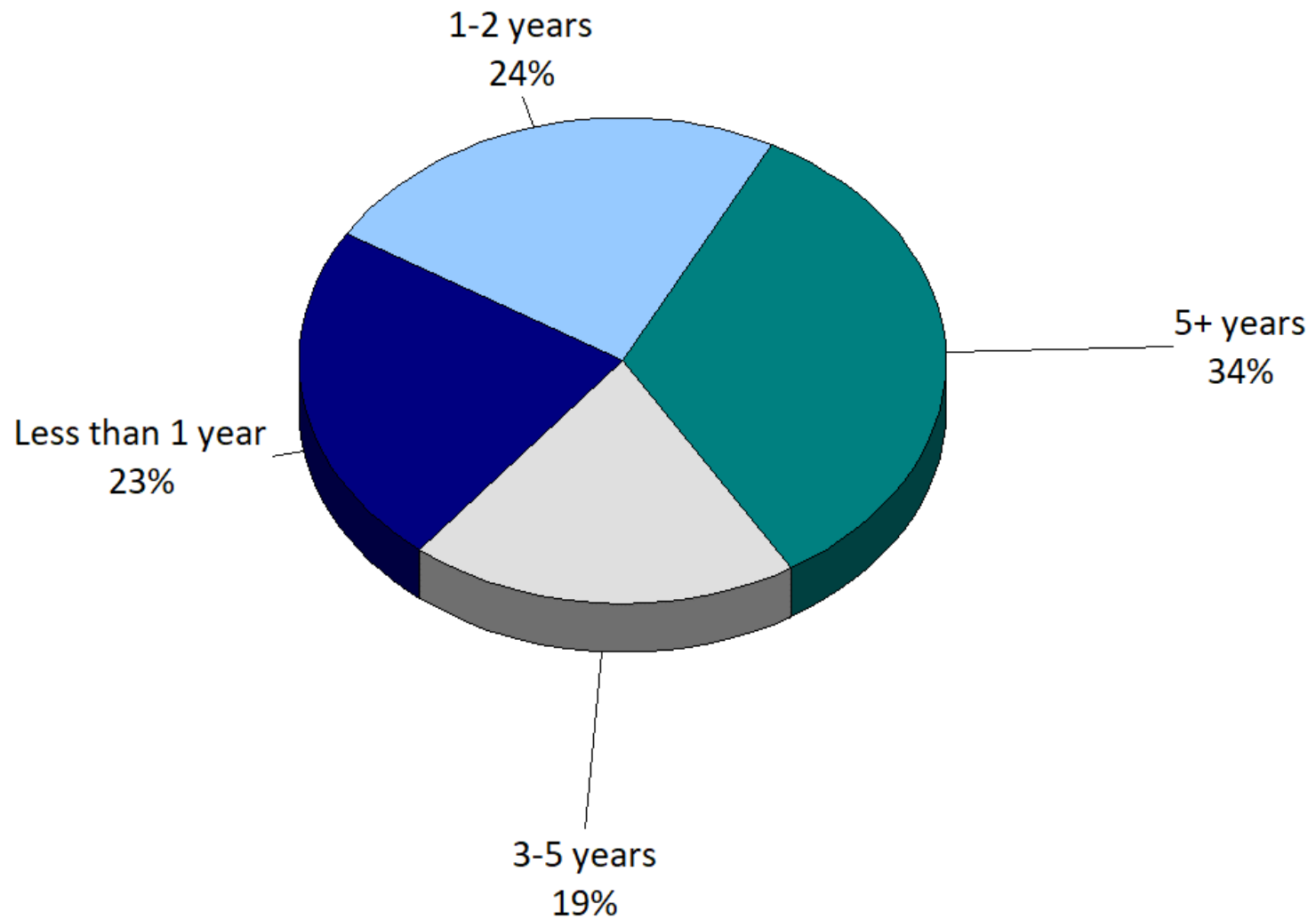
How often do you ride the bus?

by percentage of respondents (excluding “not provided”)



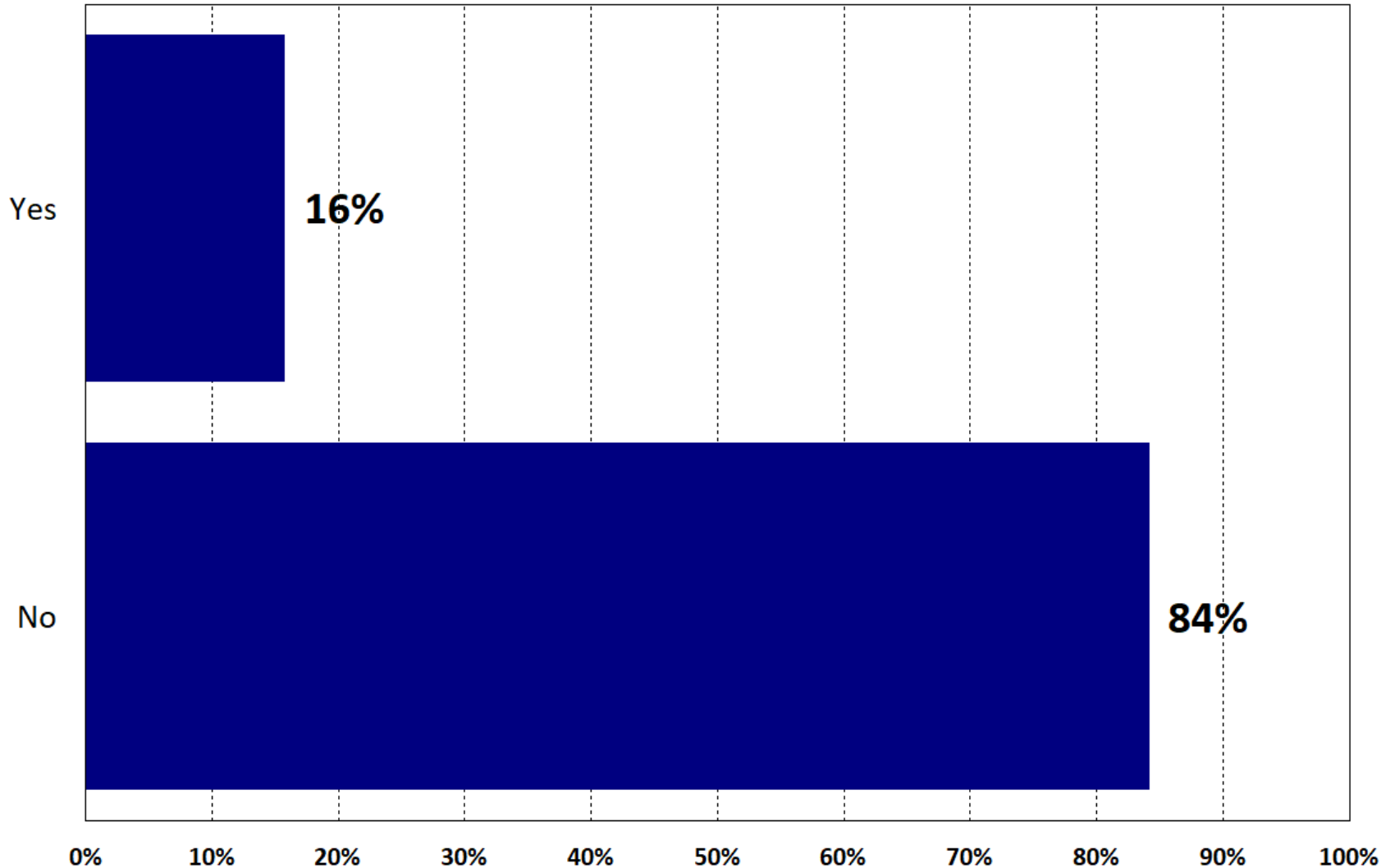
How long have you used Cherriots' services?

by percentage of respondents (excluding "not provided")



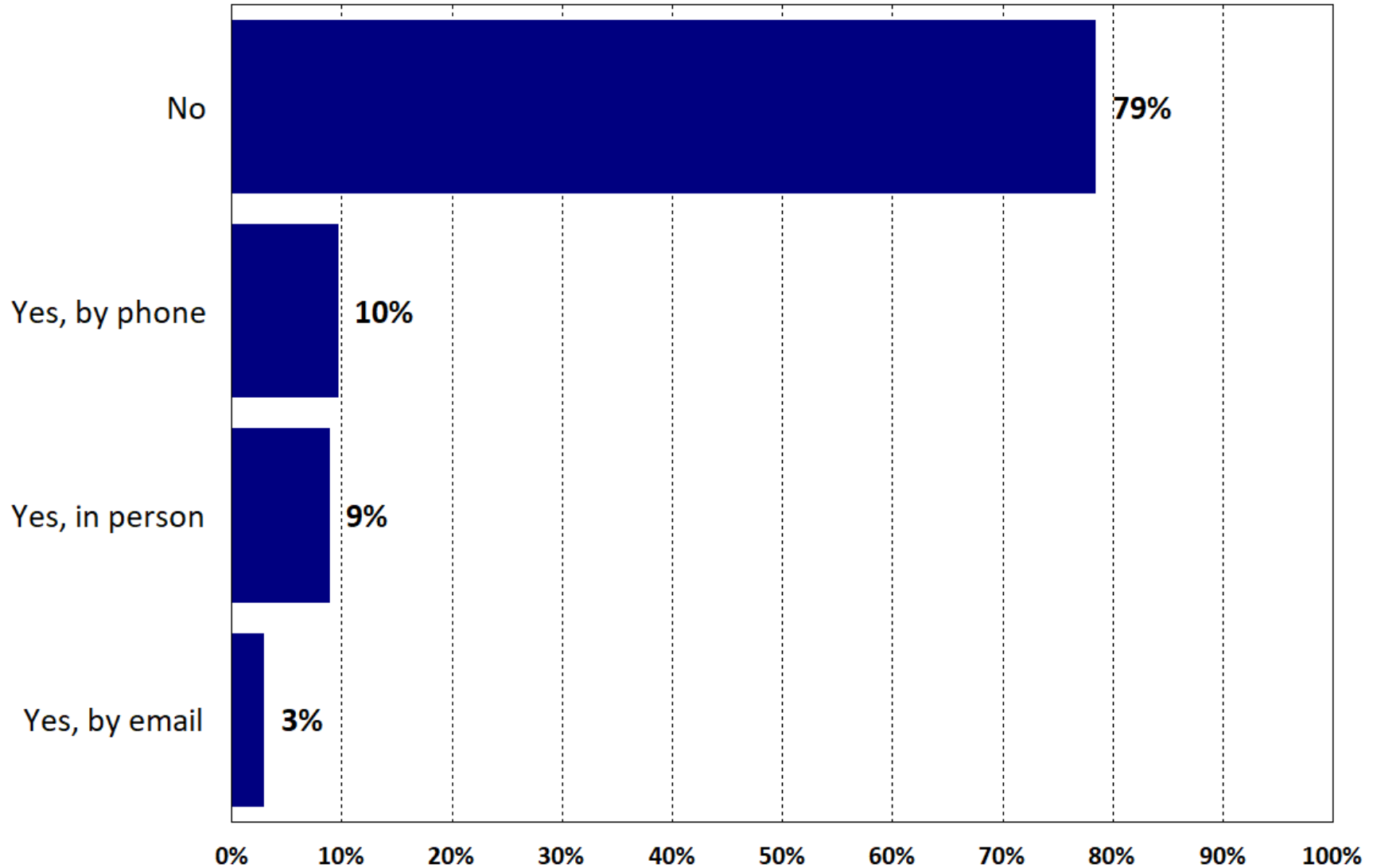
Do you have a working vehicle that you could have used for this trip instead of taking the bus today?

by percentage of respondents (excluding “not provided”)



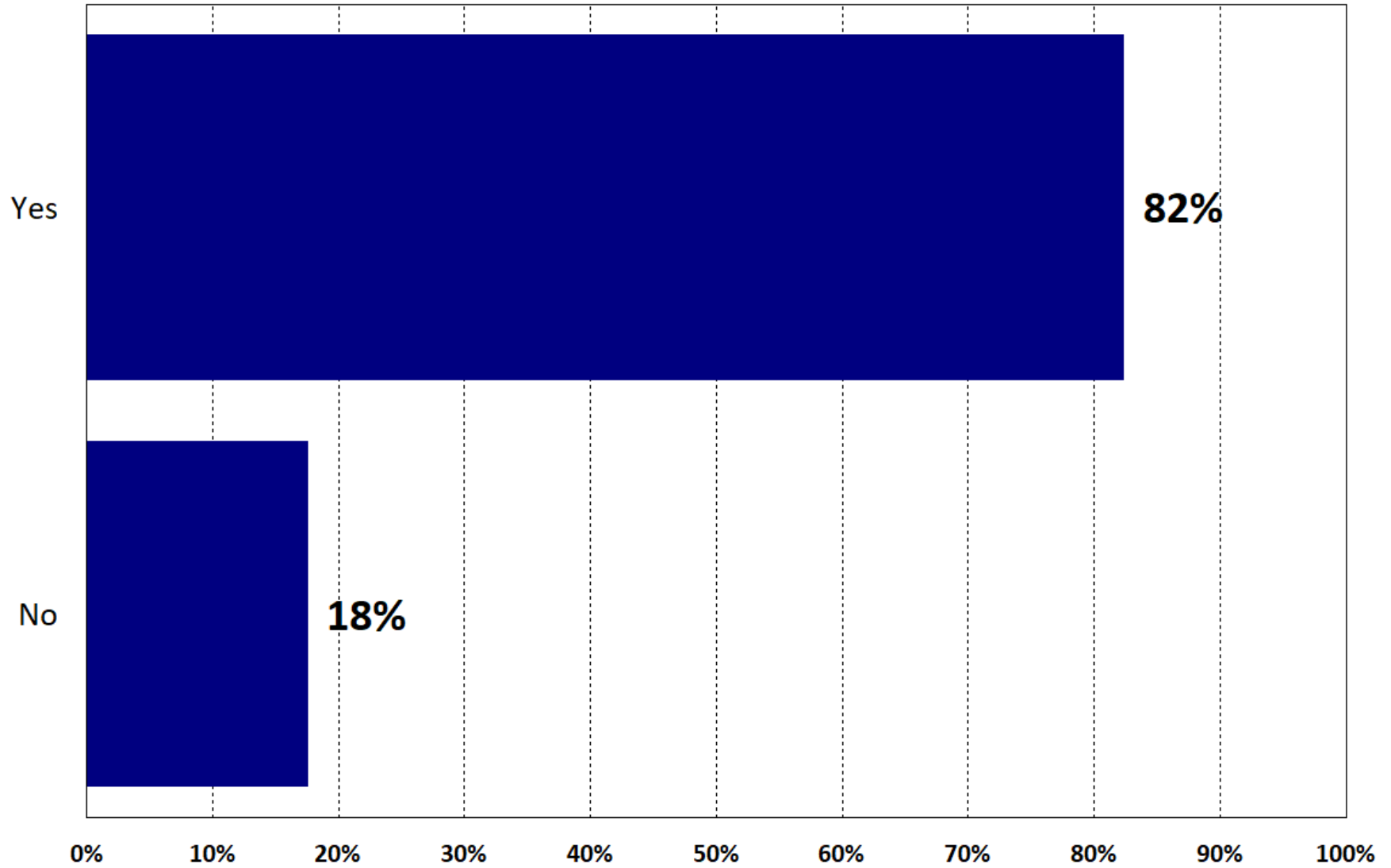
Have you contacted Cherriots with a question, concern, or complaint in the last 3 months?

by percentage of respondents



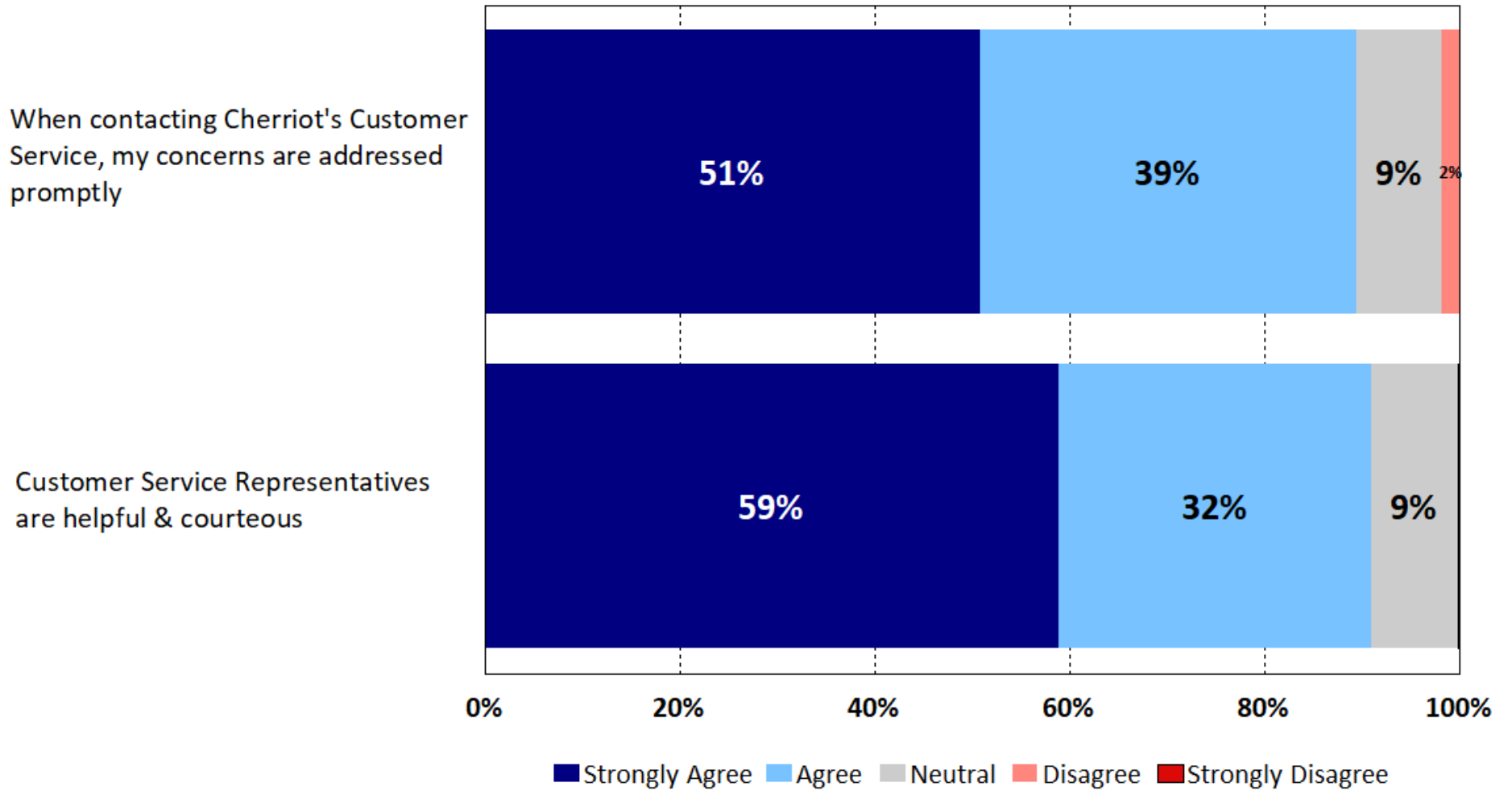
Was your issue resolved?

by percentage of respondents who indicated that they have contacted customer service (excluding “not provided”)



Satisfaction with Customer Service

by percentage of respondents (excluding “not provided”)

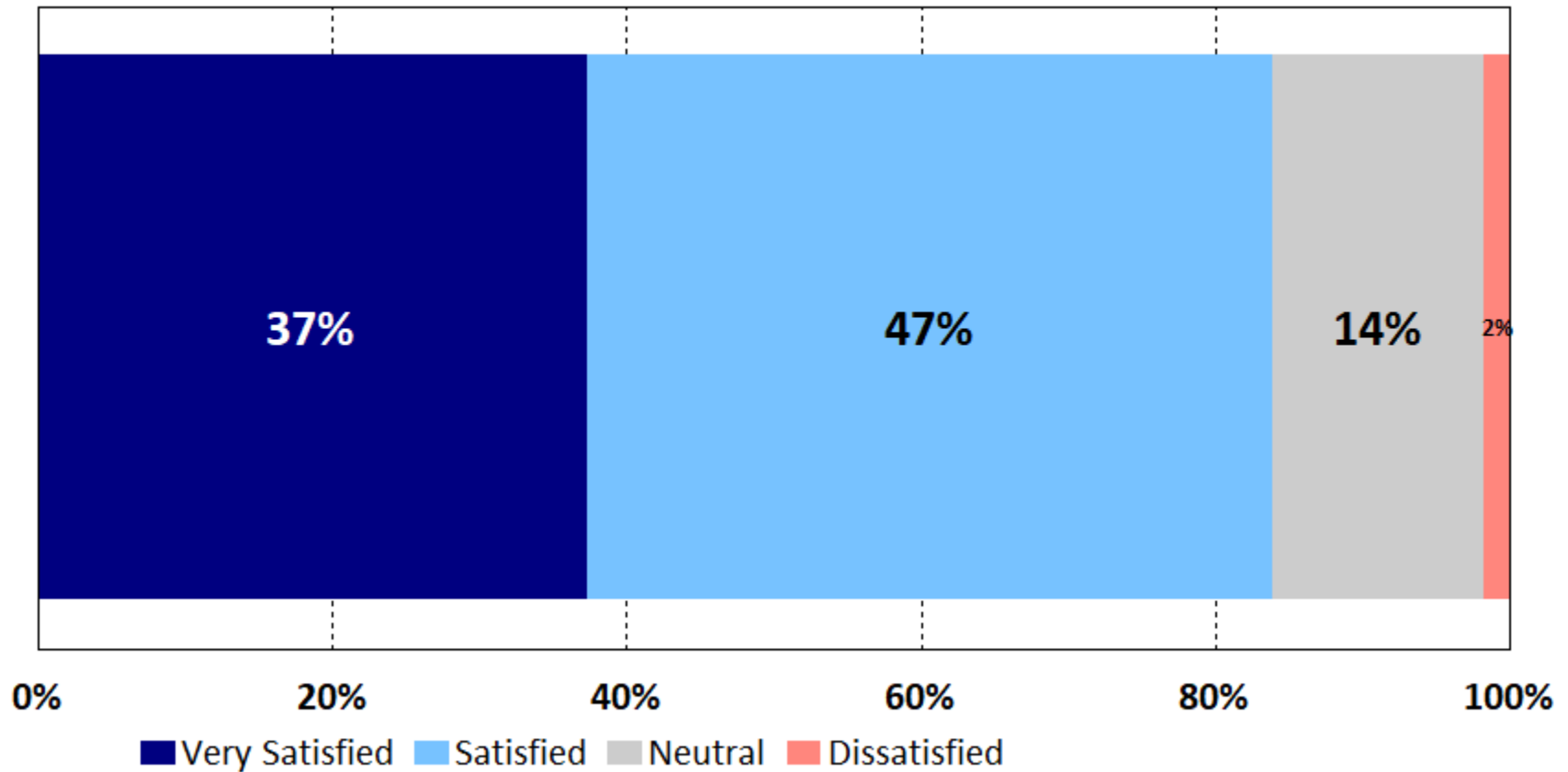




CUSTOMER OPINIONS

How satisfied are you overall with the bus service?

by percentage of respondents (excluding “not provided”)



NET PROMOTER SCORE

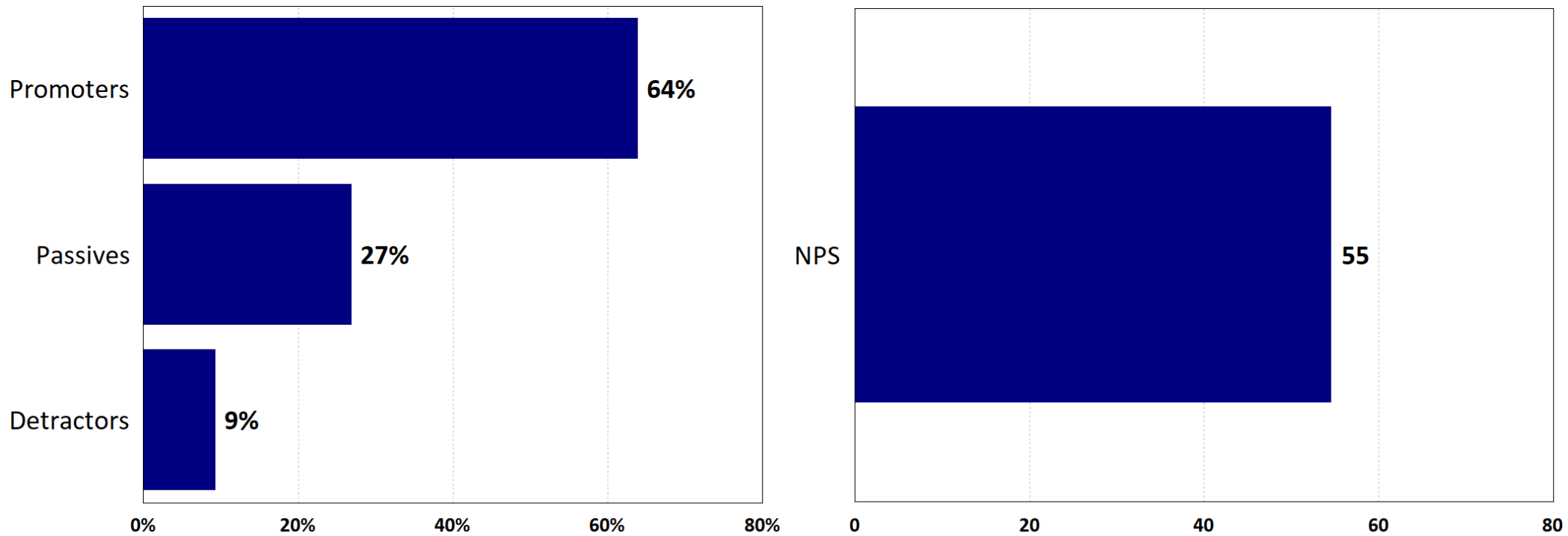
Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?

“Promoter” = 10-9

“Passive” = 8-7

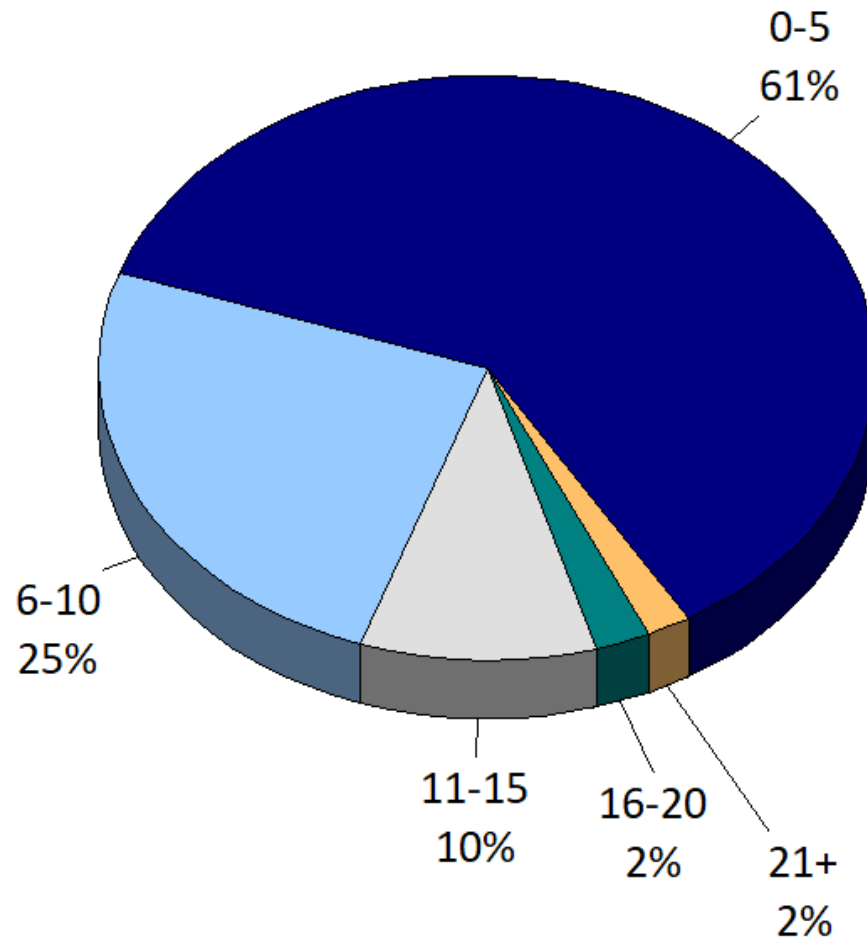
“Detractor” = 6-0

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”



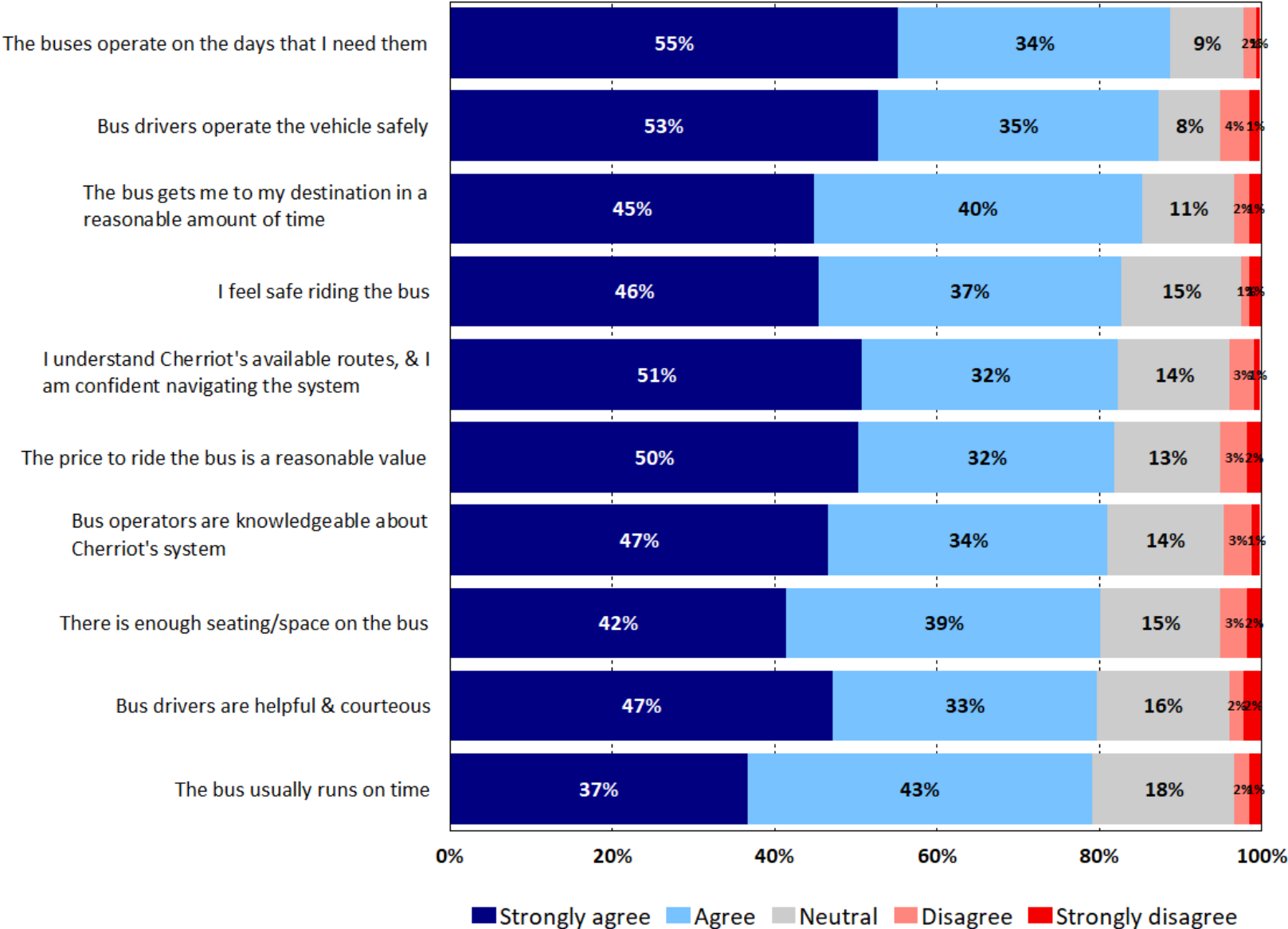
How many minutes is acceptable for a bus to arrive beyond its scheduled time?

by percentage of respondents (excluding “not provided”)



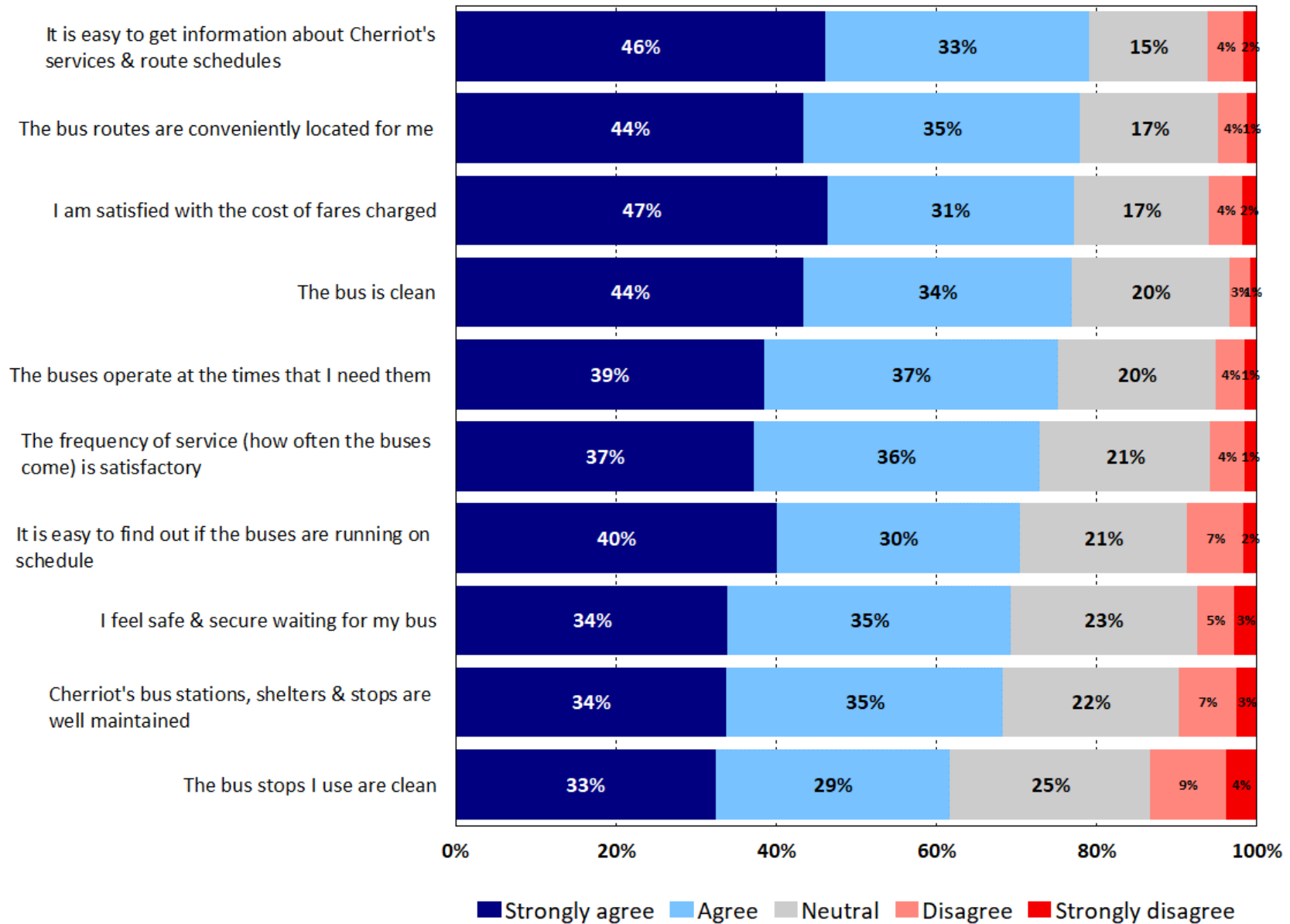
Please rate your agreement with the following statements.

by percentage of respondents (excluding “not provided”)



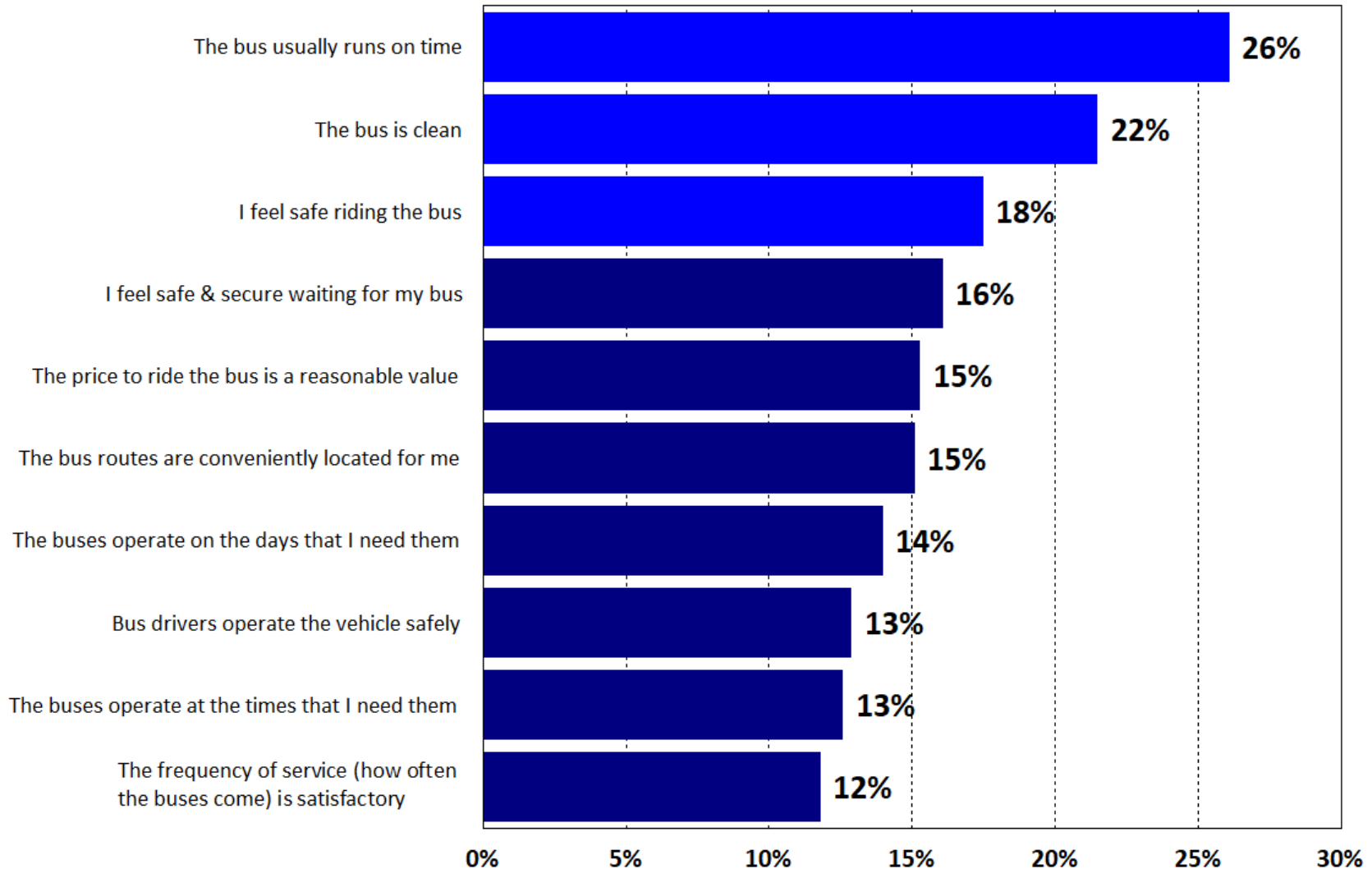
Please rate your agreement with the following statements. (Cont.)

by percentage of respondents (excluding “not provided”)



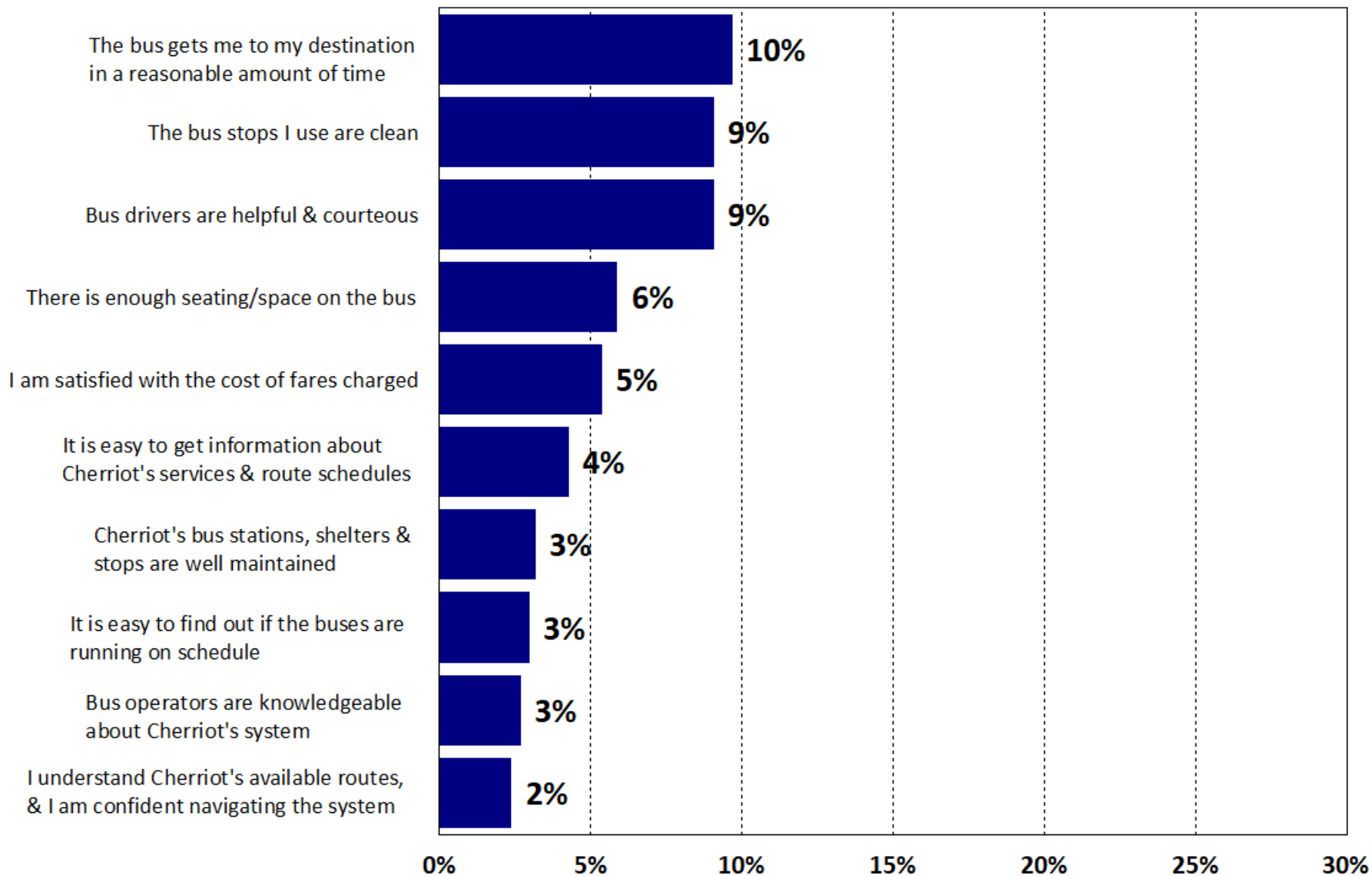
Which three items from the previous question do you think are most important?

by percentage of respondents who selected each item as first, second, or third most important



Which three items from the previous question do you think are most important? (Cont.)

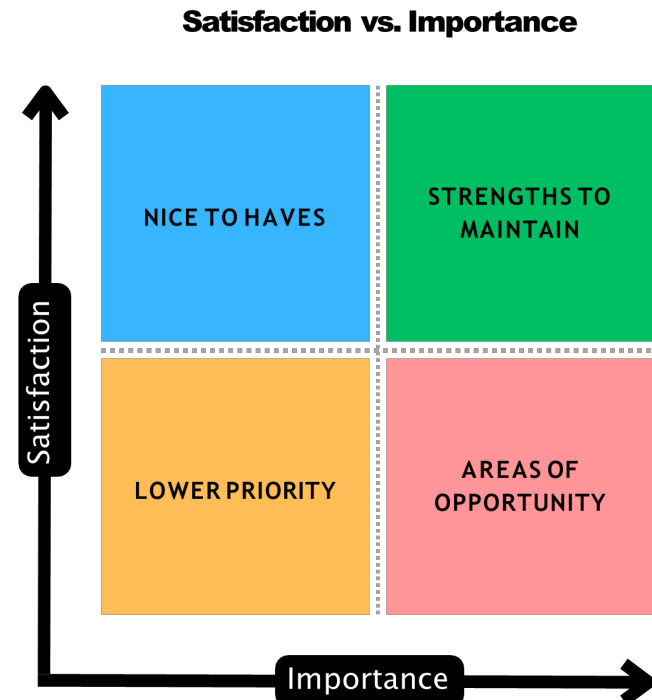
by percentage of respondents who selected each item as first, second, or third most important



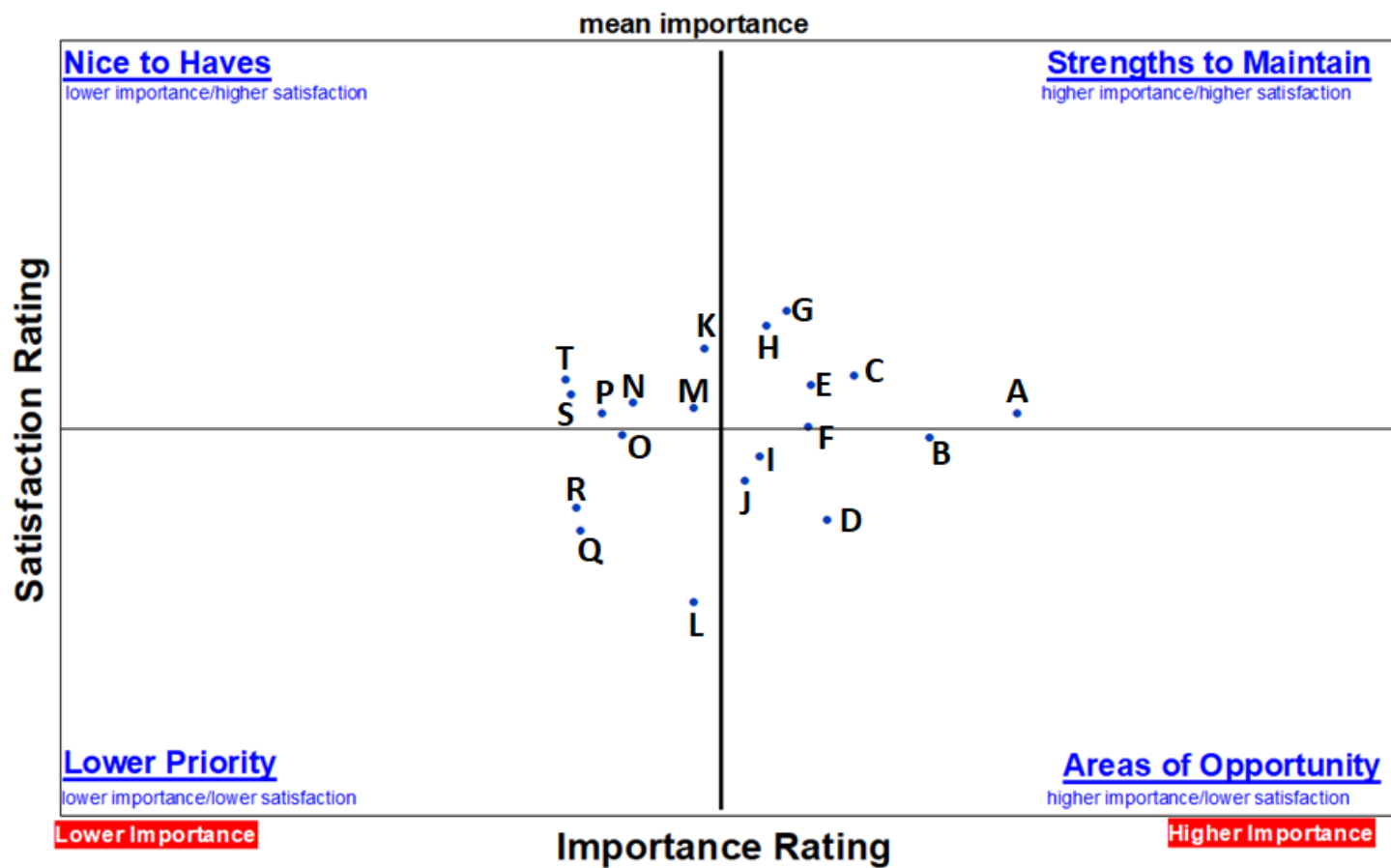
Importance-Satisfaction (I-S) Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue positive overall customer satisfaction.



Importance-Satisfaction (I-S) Analysis

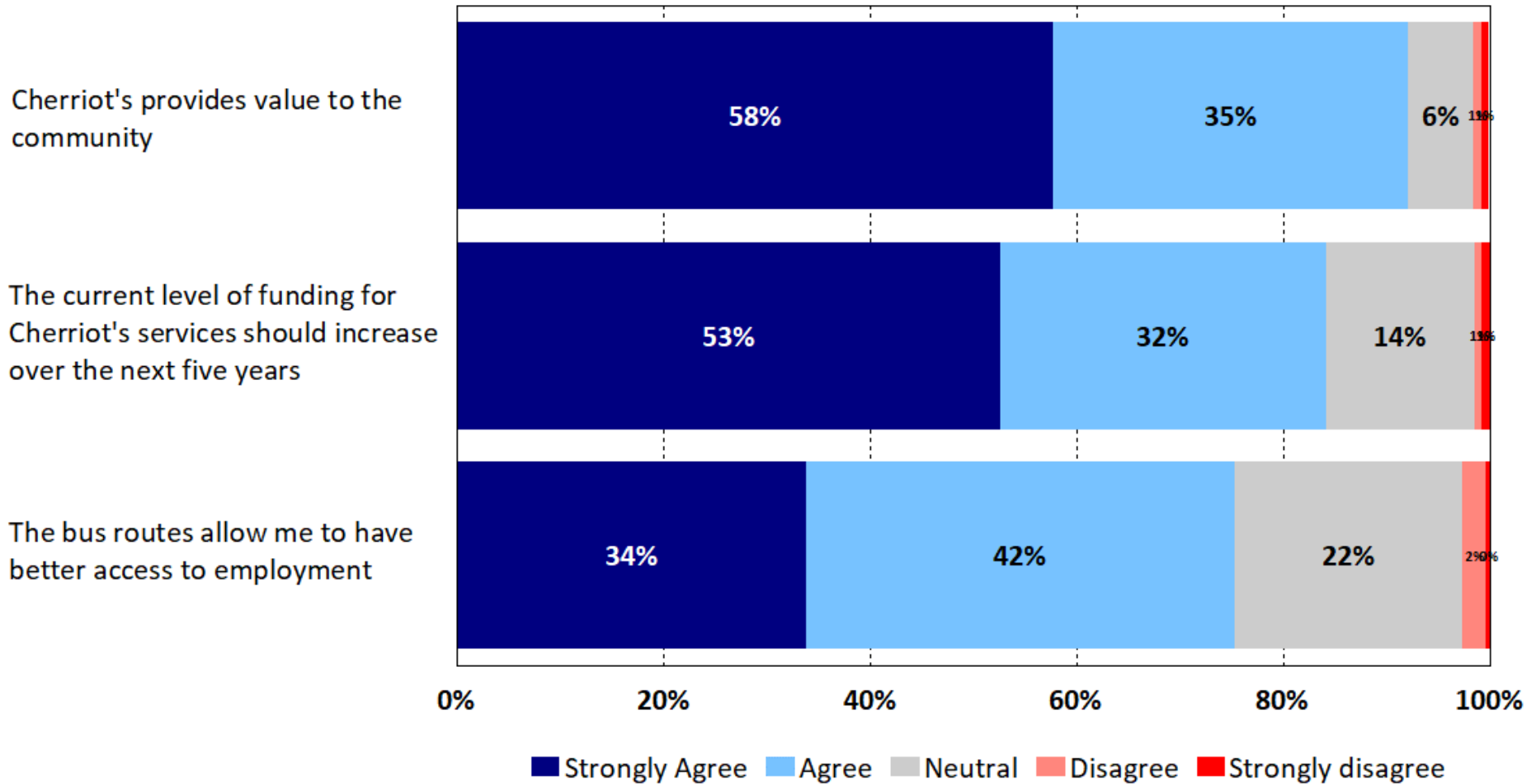


- A. The bus usually runs on time
- B. The bus is clean
- C. I feel safe riding the bus
- D. I feel safe & secure waiting for my bus
- E. The price to ride the bus is a reasonable value
- F. The bus routes are conveniently located for me
- G. The buses operate on the days that I need them
- H. Bus drivers operate the vehicle safely
- I. The buses operate at the times that I need them
- J. The frequency of service is satisfactory
- K. The bus gets me to my destination in a reasonable amount of time
- L. The bus stops I use are clean
- M. Bus drivers are helpful & courteous
- N. There is enough seating/space on the bus
- O. I am satisfied with the cost of fares charged
- P. It is easy to get information about Cherriots' services & route schedules
- Q. Cherriots' bus stations, shelters & stops are well maintained
- R. It is easy to find out if the buses are running on schedule
- S. Bus operators are knowledgeable about Cherriots' system
- T. I understand Cherriots' available routes, & I am confident navigating the system

Source: ETC Institute (2023)

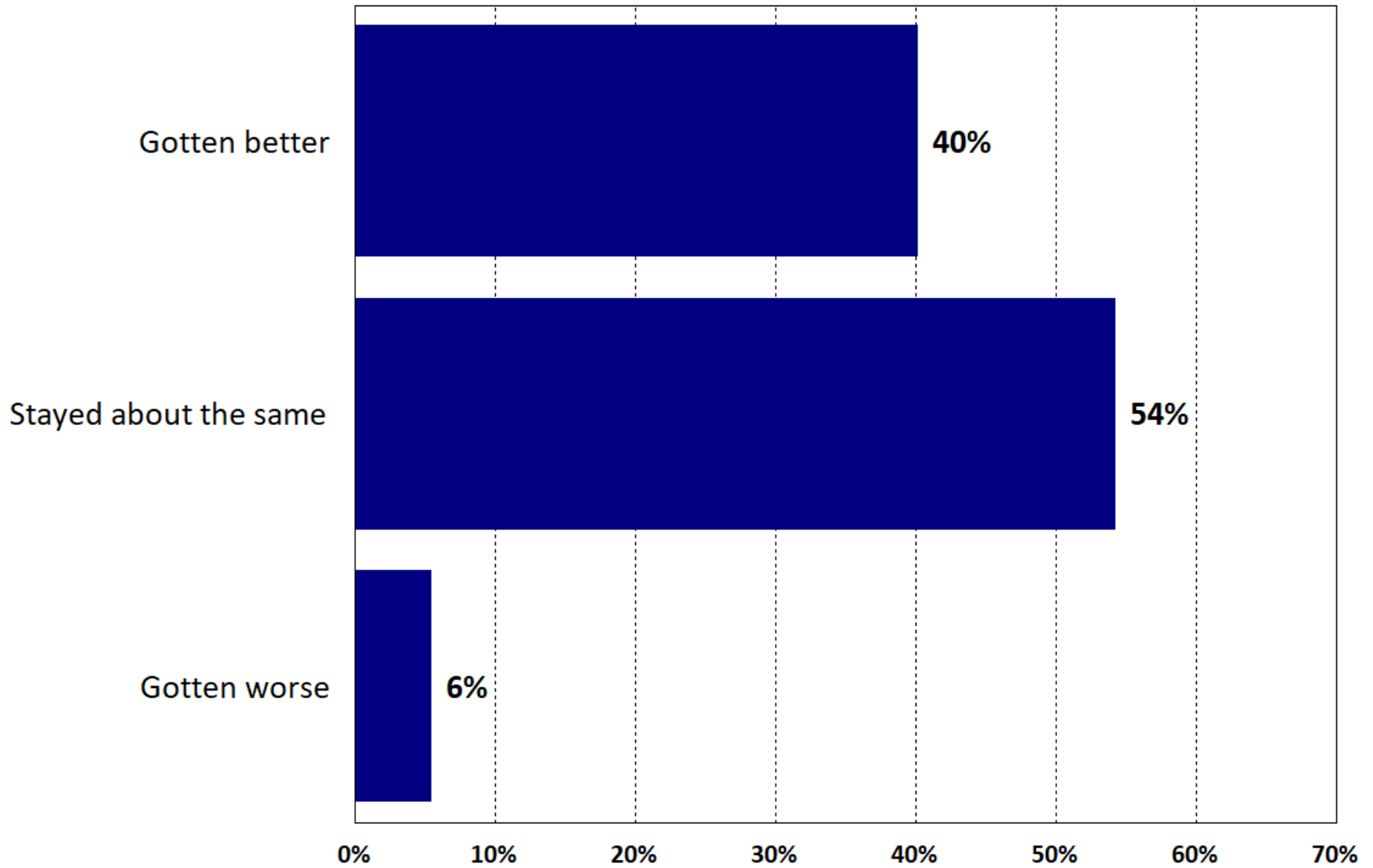
Please rate your agreement with the following statements.

by percentage of respondents (excluding “not provided”)



In the past year, has the bus service:

by percentage of respondents (excluding “not provided”)



3

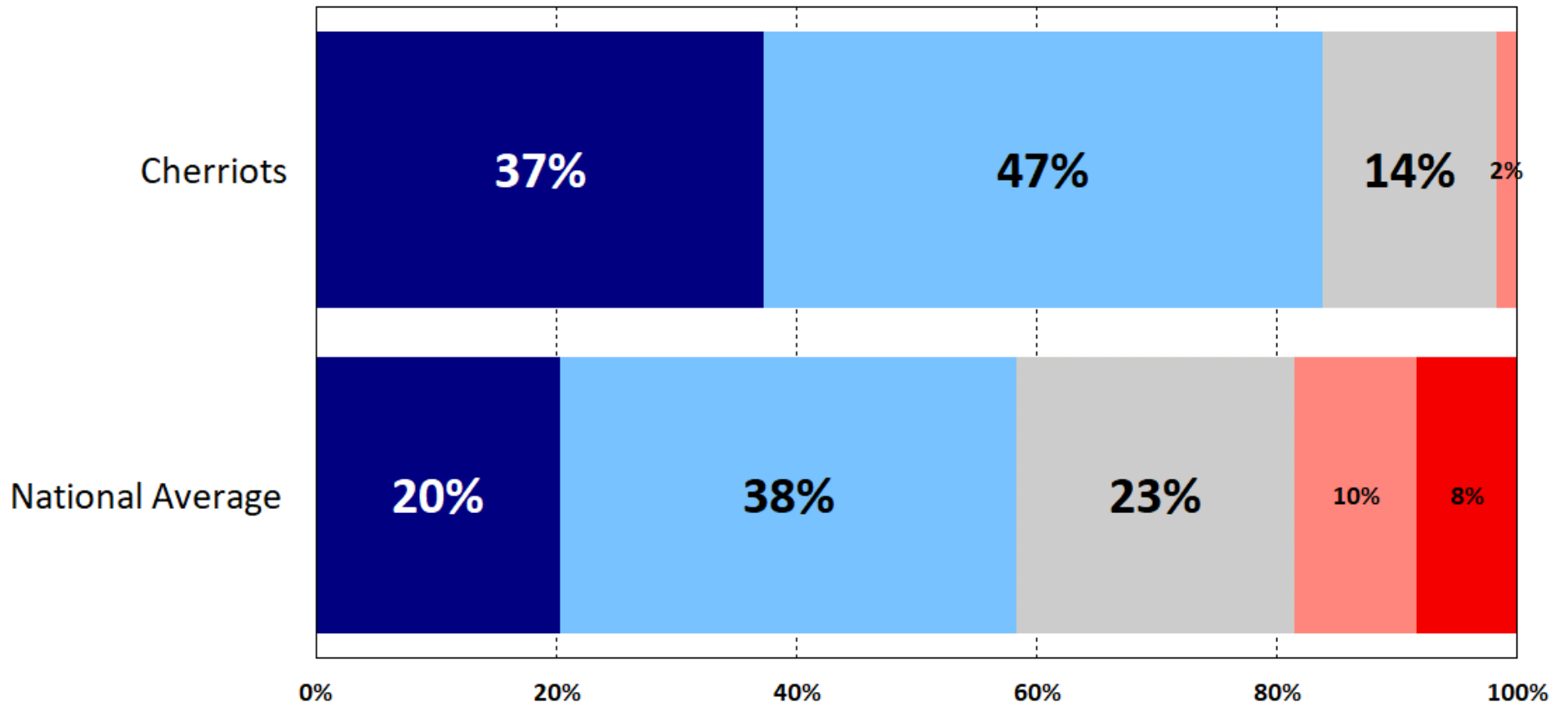
Benchmarks

NATIONAL BENCHMARKS

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with SAMTD is not authorized without written consent from ETC Institute.

How satisfied are you with Cherriots' bus service?

by percentage of respondents (excluding "not provided")



NET PROMOTER SCORE

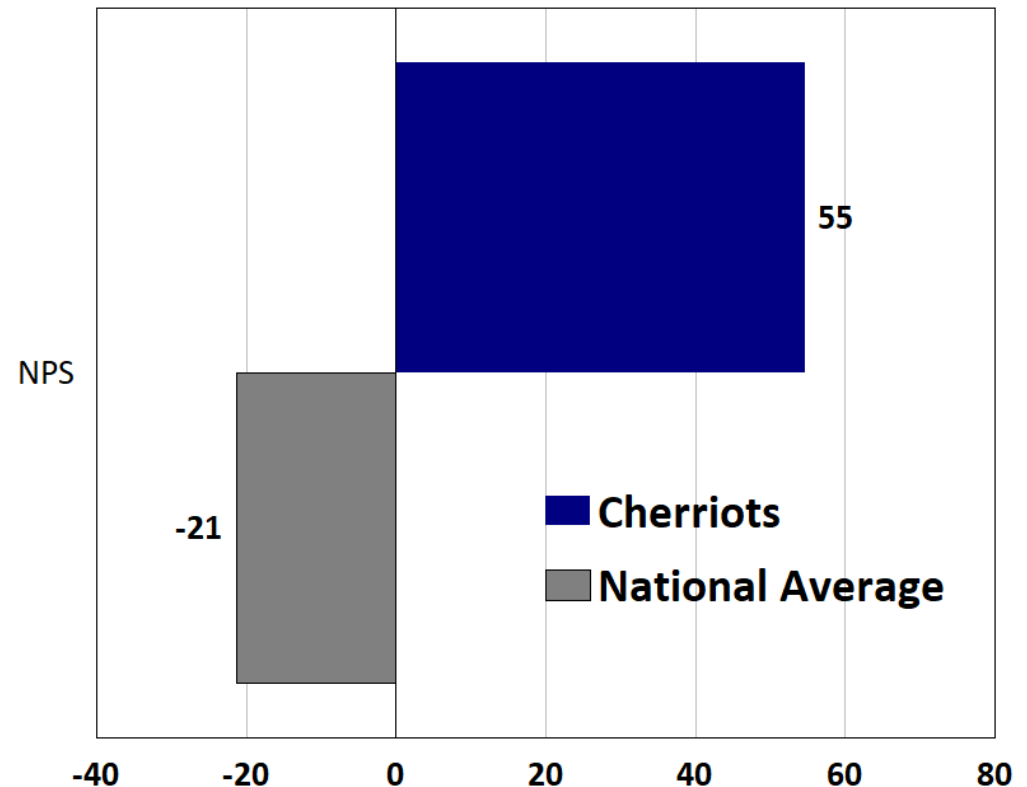
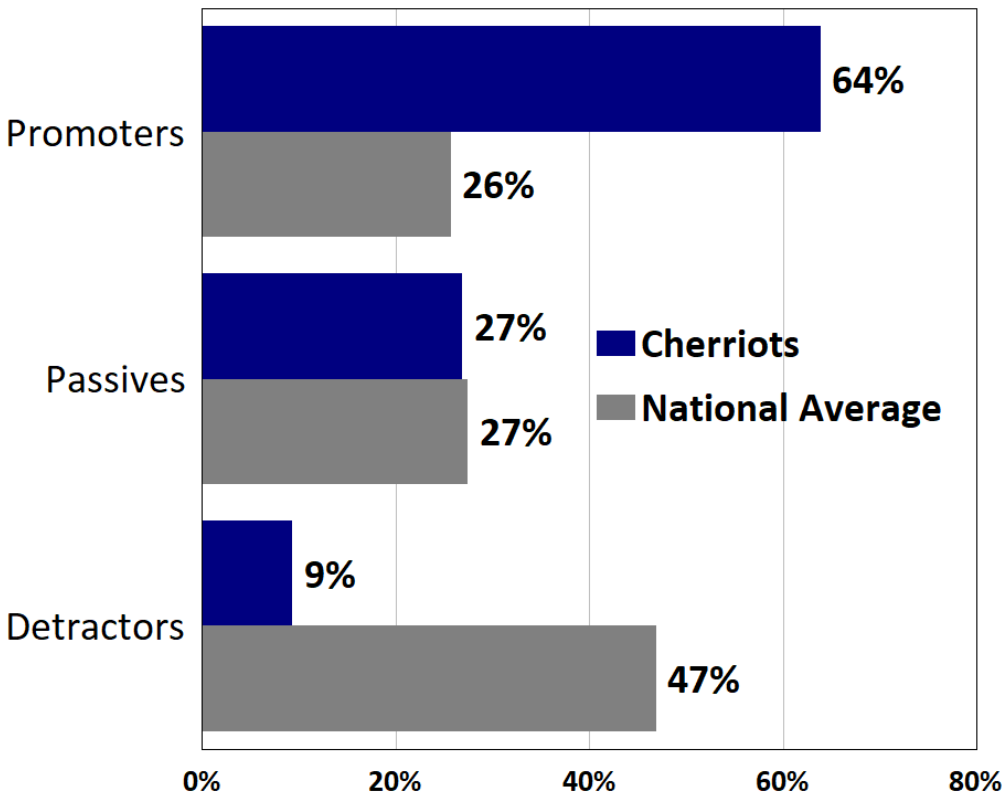
Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?

“Promoter” = 10-9

“Passive” = 8-7

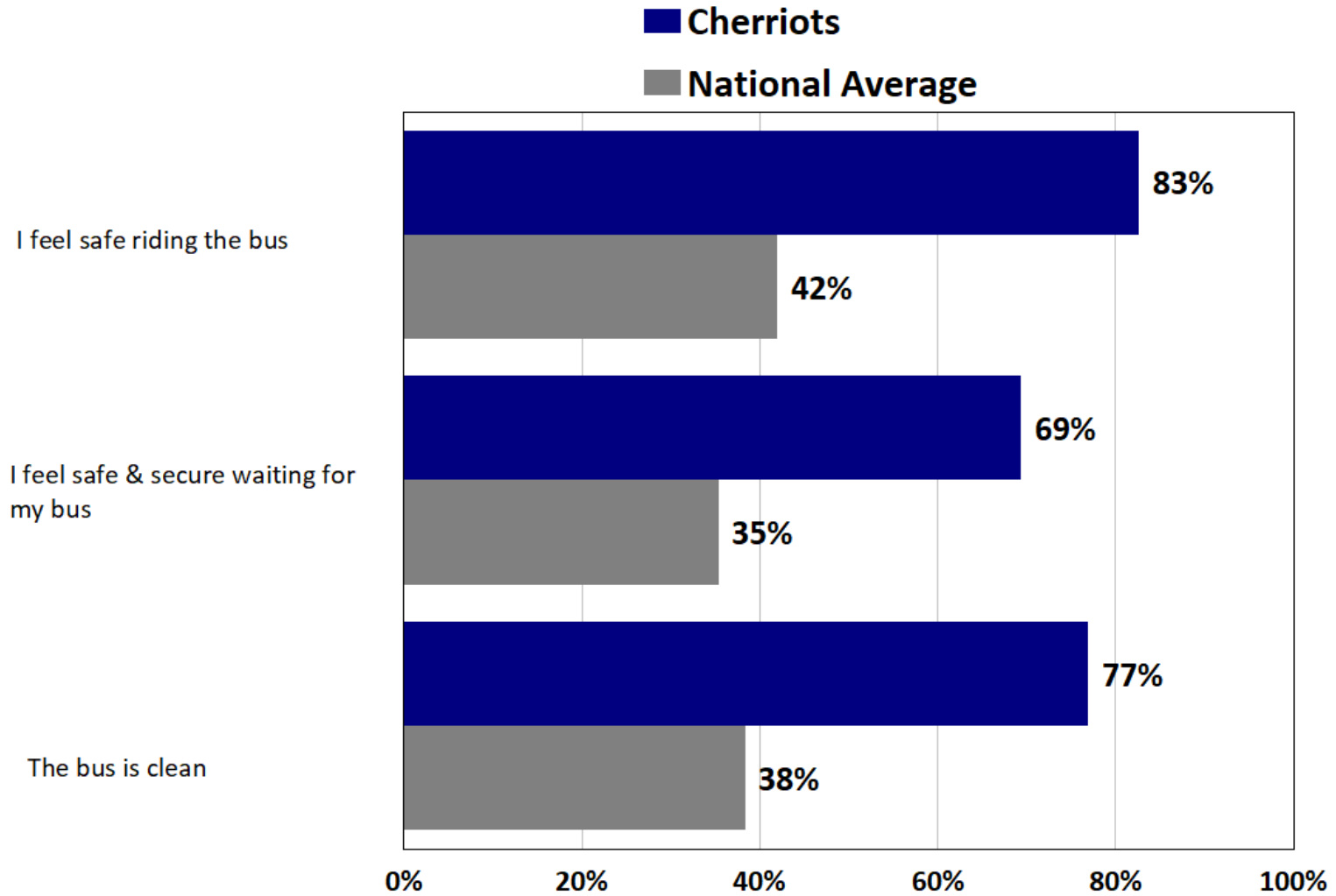
“Detractor” = 6-0

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”



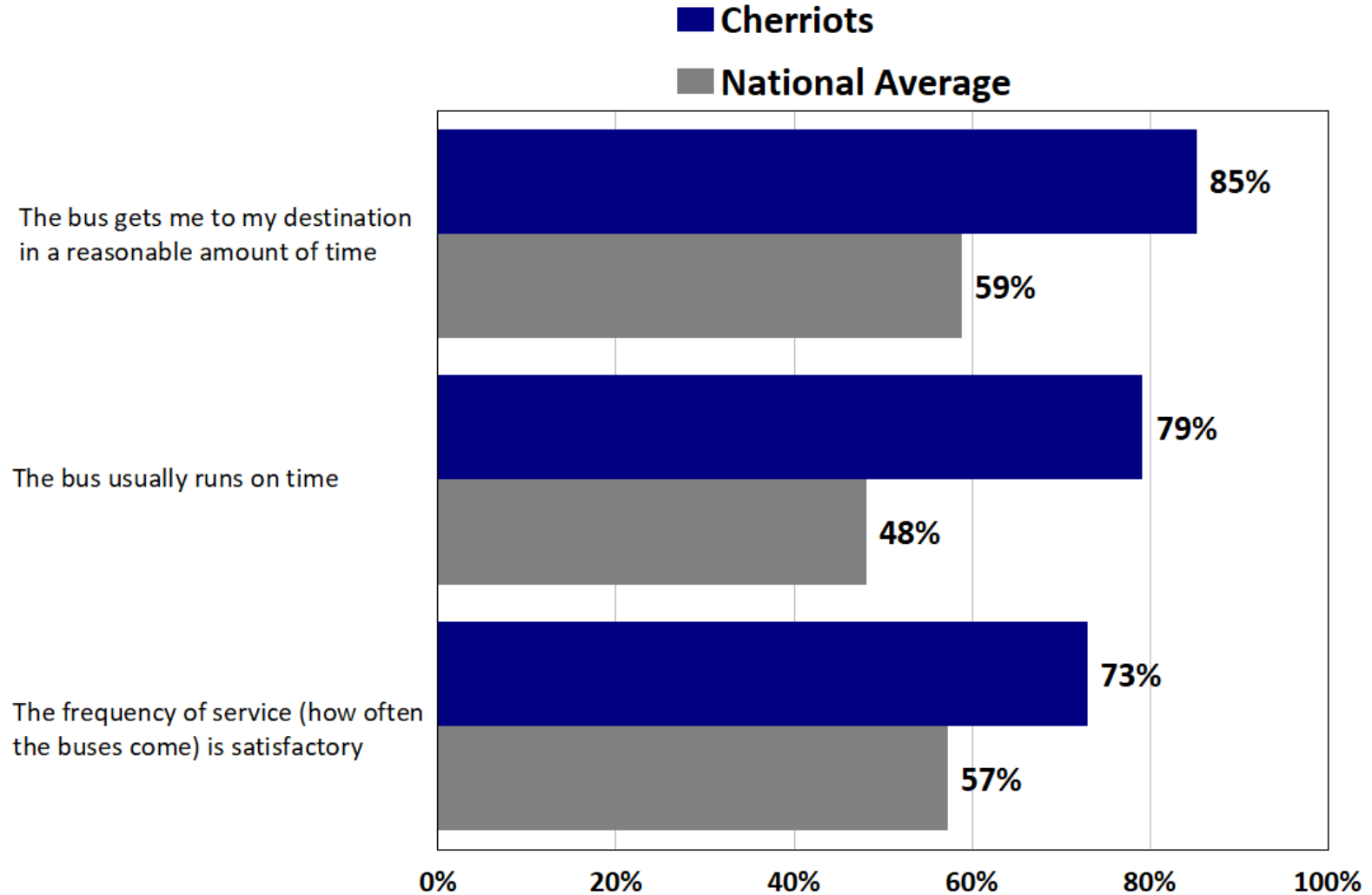
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



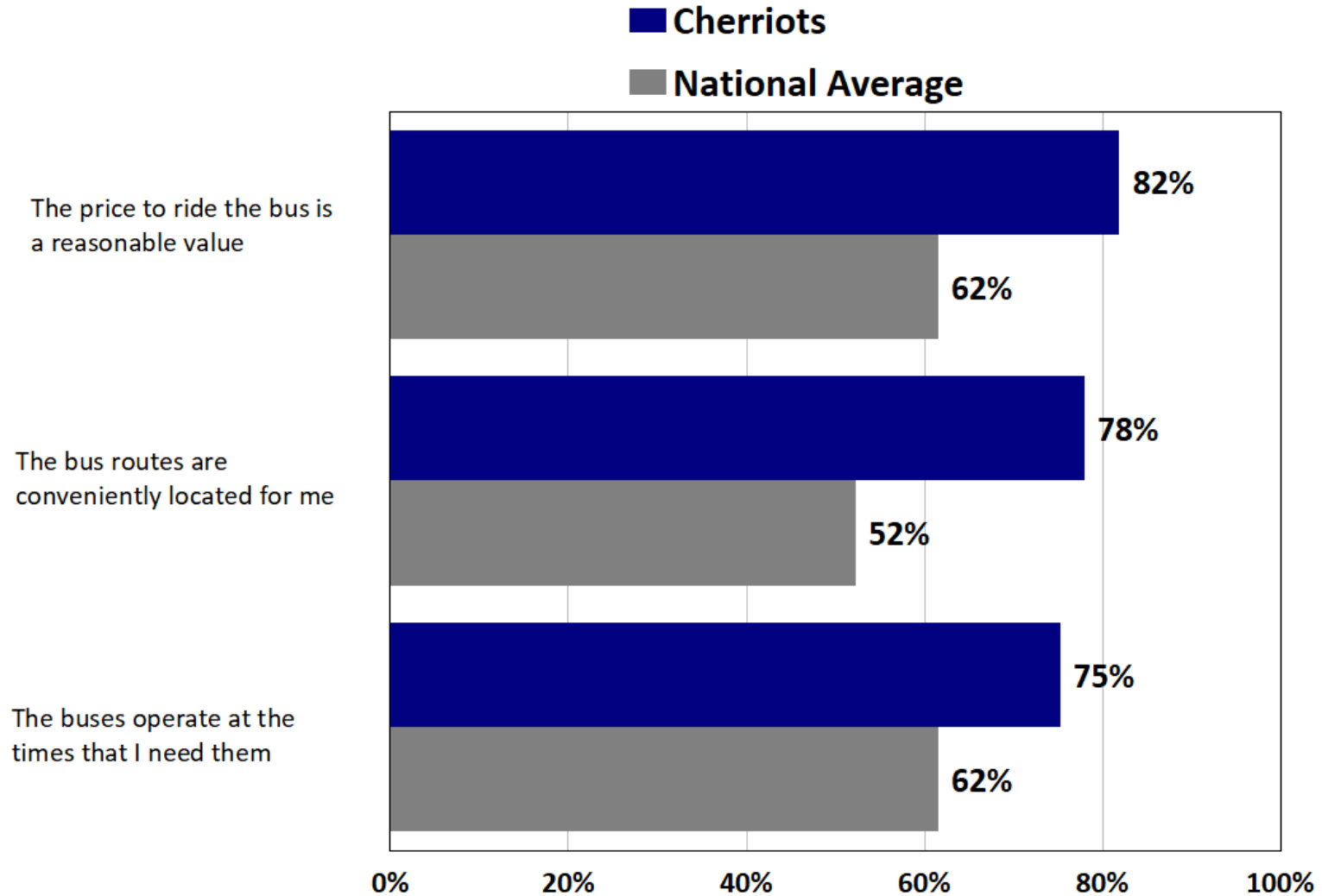
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



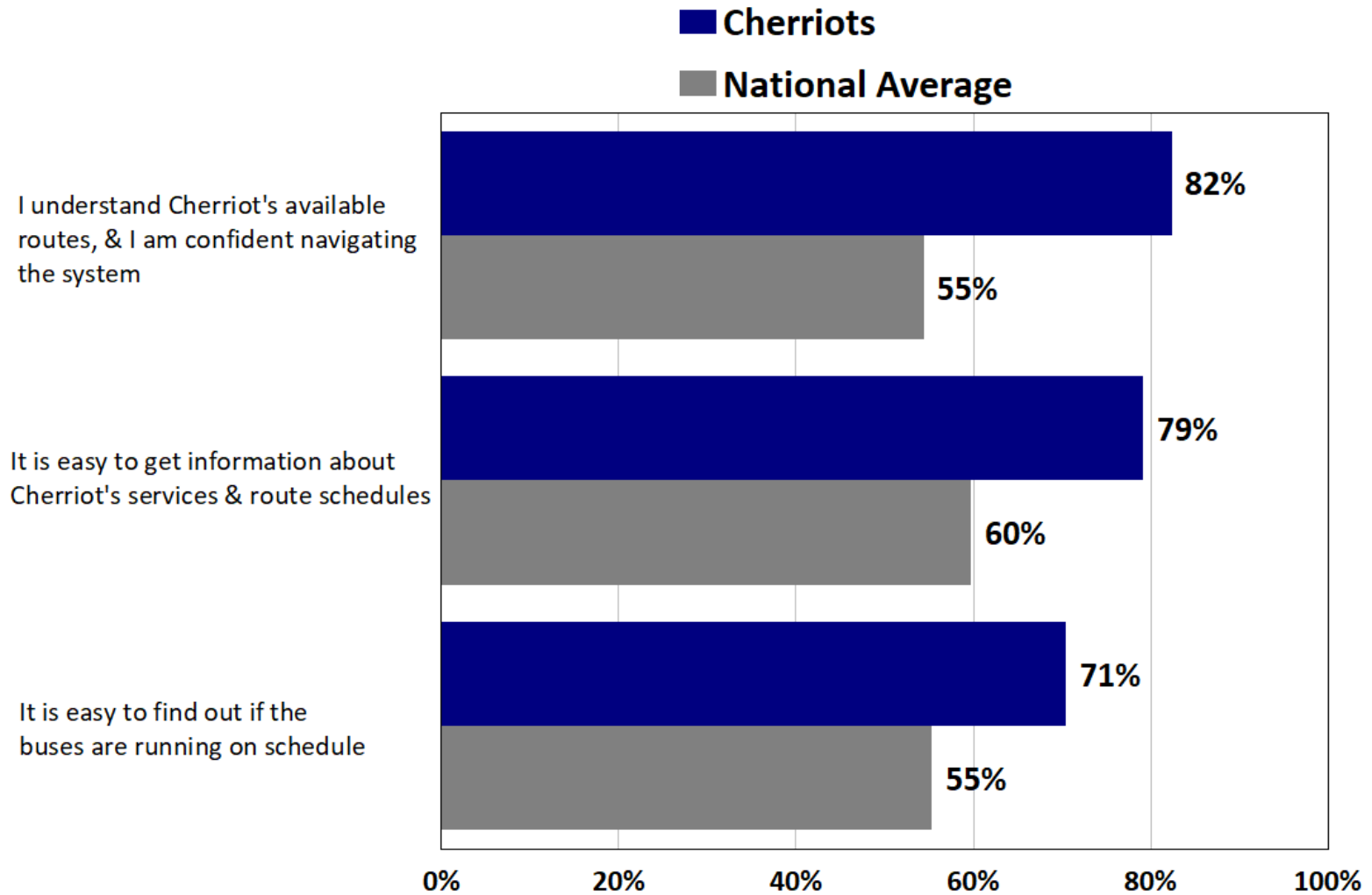
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



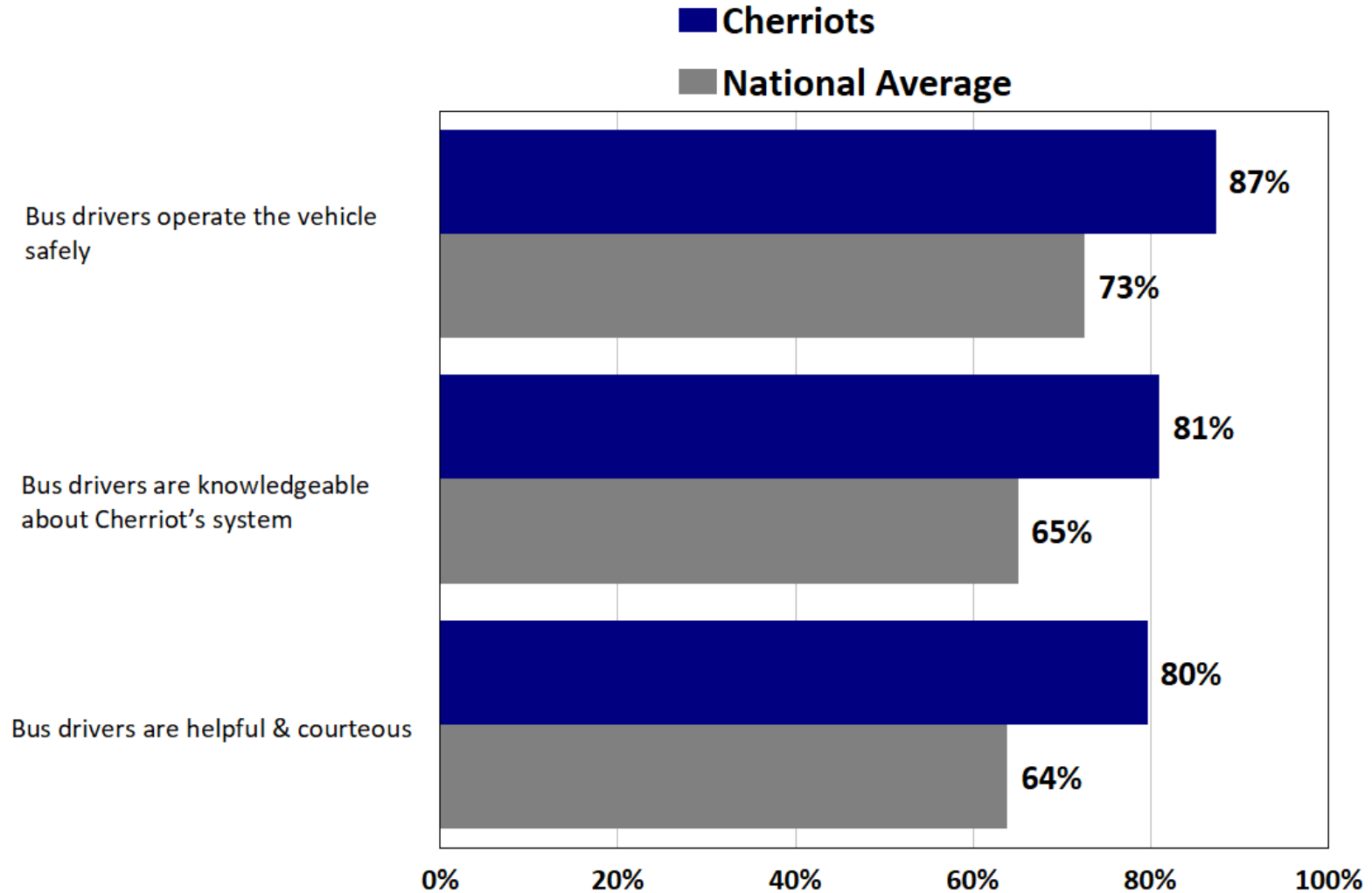
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



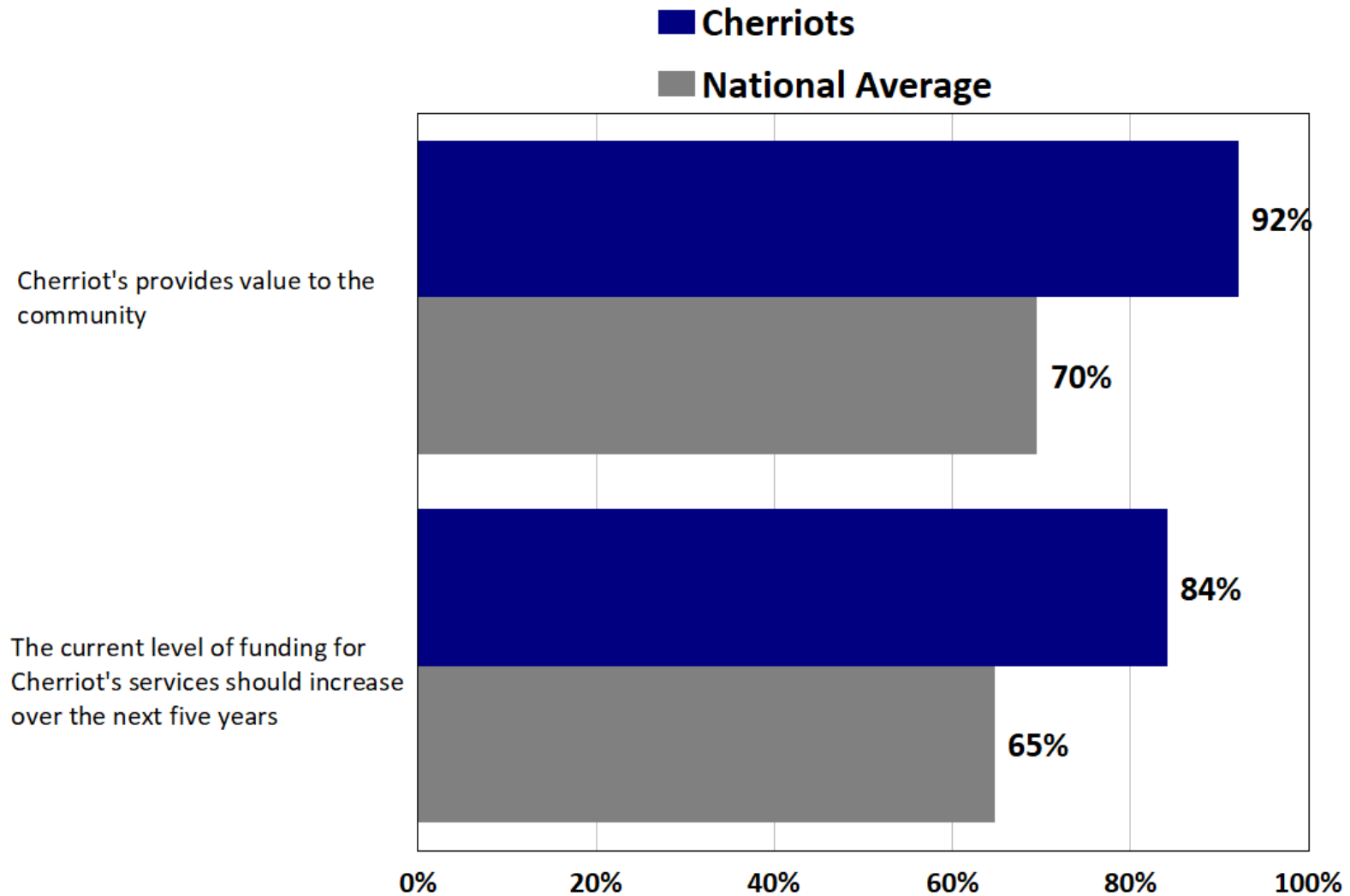
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



4

Tabular Data

Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor?

Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor

	Number	Percent
Very likely	144	38.7 %
9	56	15.1 %
8	54	14.5 %
7	30	8.1 %
6	10	2.7 %
5	10	2.7 %
4	3	0.8 %
3	3	0.8 %
1	1	0.3 %
Not at all likely	2	0.5 %
Not provided	59	15.9 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor? (without "not provided")**

Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor

	Number	Percent
Very likely	144	46.0 %
9	56	17.9 %
8	54	17.3 %
7	30	9.6 %
6	10	3.2 %
5	10	3.2 %
4	3	1.0 %
3	3	1.0 %
1	1	0.3 %
Not at all likely	2	0.6 %
Total	313	100.0 %

Q2. How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?

Q2. How many minutes is acceptable for a bus to arrive beyond its scheduled time

	Number	Percent
0-5	159	42.7 %
6-10	65	17.5 %
11-15	25	6.7 %
16-20	6	1.6 %
21+	5	1.3 %
Not provided	112	30.1 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q2. How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time? (without "not provided")**

Q2. How many minutes is acceptable for a bus to arrive beyond its scheduled time

	Number	Percent
0-5	159	61.2 %
6-10	65	25.0 %
11-15	25	9.6 %
16-20	6	2.3 %
21+	5	1.9 %
Total	260	100.0 %

Q3. Please rate your agreement with the following statements.

(N=372)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q3-1. The buses operate on the days that I need them	54.6%	33.1%	8.9%	1.6%	0.5%	1.3%
Q3-2. The bus usually runs on time	36.0%	41.7%	17.2%	1.9%	1.3%	1.9%
Q3-3. The bus routes are conveniently located for me	41.9%	33.3%	16.7%	3.5%	1.1%	3.5%
Q3-4. The buses operate at the times that I need them	37.4%	35.8%	19.1%	3.5%	1.3%	3.0%
Q3-5. The frequency of service (how often the buses come) is satisfactory	36.3%	34.9%	20.7%	4.3%	1.3%	2.4%
Q3-6. The bus gets me to my destination in a reasonable amount of time	43.5%	39.2%	11.0%	1.9%	1.3%	3.0%
Q3-7. I understand Cherriot's available routes, & I am confident navigating the system	49.7%	30.9%	13.4%	3.0%	0.8%	2.2%
Q3-8. It is easy to find out if the buses are running on schedule	38.7%	29.3%	20.2%	6.7%	1.6%	3.5%
Q3-9. It is easy to get information about Cherriot's services & route schedules	45.2%	32.3%	14.5%	4.3%	1.6%	2.2%
Q3-10. There is enough seating/space on the bus	40.1%	37.4%	14.2%	3.2%	1.6%	3.5%
Q3-11. The bus stops I use are clean	31.7%	28.5%	24.5%	9.1%	3.8%	2.4%
Q3-12. The bus is clean	42.2%	32.5%	19.1%	2.4%	0.8%	3.0%
Q3-13. I feel safe & secure waiting for my bus	33.1%	34.4%	22.6%	4.6%	2.7%	2.7%

Q3. Please rate your agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q3-14. I feel safe riding the bus	43.8%	35.8%	14.2%	1.1%	1.3%	3.8%
Q3-15. Bus drivers operate the vehicle safely	50.8%	33.3%	7.3%	3.5%	1.3%	3.8%
Q3-16. Bus drivers are helpful & courteous	45.7%	31.5%	15.9%	1.6%	2.2%	3.2%
Q3-17. Bus operators are knowledgeable about Cherriot's system	44.4%	32.5%	13.7%	3.2%	1.1%	5.1%
Q3-18. The price to ride the bus is a reasonable value	48.7%	30.4%	12.6%	3.2%	1.6%	3.5%
Q3-19. Cherriot's bus stations, shelters & stops are well maintained	32.8%	33.6%	21.2%	7.0%	2.4%	3.0%
Q3-20. I am satisfied with the cost of fares charged	45.2%	29.8%	16.4%	4.0%	1.6%	3.0%

WITHOUT NOT PROVIDED**Q3. Please rate your agreement with the following statements. (without "not provided")**

(N=372)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-1. The buses operate on the days that I need them	55.3%	33.5%	9.0%	1.6%	0.5%
Q3-2. The bus usually runs on time	36.7%	42.5%	17.5%	1.9%	1.4%
Q3-3. The bus routes are conveniently located for me	43.5%	34.5%	17.3%	3.6%	1.1%
Q3-4. The buses operate at the times that I need them	38.5%	36.8%	19.7%	3.6%	1.4%
Q3-5. The frequency of service (how often the buses come) is satisfactory	37.2%	35.8%	21.2%	4.4%	1.4%
Q3-6. The bus gets me to my destination in a reasonable amount of time	44.9%	40.4%	11.4%	1.9%	1.4%
Q3-7. I understand Cherriot's available routes, & I am confident navigating the system	50.8%	31.6%	13.7%	3.0%	0.8%
Q3-8. It is easy to find out if the buses are running on schedule	40.1%	30.4%	20.9%	7.0%	1.7%
Q3-9. It is easy to get information about Cherriot's services & route schedules	46.2%	33.0%	14.8%	4.4%	1.6%
Q3-10. There is enough seating/space on the bus	41.5%	38.7%	14.8%	3.3%	1.7%
Q3-11. The bus stops I use are clean	32.5%	29.2%	25.1%	9.4%	3.9%
Q3-12. The bus is clean	43.5%	33.5%	19.7%	2.5%	0.8%

WITHOUT NOT PROVIDED**Q3. Please rate your agreement with the following statements. (without "not provided")**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-13. I feel safe & secure waiting for my bus	34.0%	35.4%	23.2%	4.7%	2.8%
Q3-14. I feel safe riding the bus	45.5%	37.2%	14.8%	1.1%	1.4%
Q3-15. Bus drivers operate the vehicle safely	52.8%	34.6%	7.5%	3.6%	1.4%
Q3-16. Bus drivers are helpful & courteous	47.2%	32.5%	16.4%	1.7%	2.2%
Q3-17. Bus operators are knowledgeable about Cherriot's system	46.7%	34.3%	14.4%	3.4%	1.1%
Q3-18. The price to ride the bus is a reasonable value	50.4%	31.5%	13.1%	3.3%	1.7%
Q3-19. Cherriot's bus stations, shelters & stops are well maintained	33.8%	34.6%	21.9%	7.2%	2.5%
Q3-20. I am satisfied with the cost of fares charged	46.5%	30.7%	16.9%	4.2%	1.7%

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

<u>Q3a. Top choice</u>	<u>Number</u>	<u>Percent</u>
The buses operate on the days that I need them	34	9.1 %
The bus usually runs on time	43	11.6 %
The bus routes are conveniently located for me	13	3.5 %
The buses operate at the times that I need them	19	5.1 %
The frequency of service (how often the buses come) is satisfactory	16	4.3 %
The bus gets me to my destination in a reasonable amount of time	7	1.9 %
I understand Cherriot's available routes, & I am confident navigating the system	4	1.1 %
It is easy to find out if the buses are running on schedule	3	0.8 %
It is easy to get information about Cherriot's services & route schedules	6	1.6 %
There is enough seating/space on the bus	8	2.2 %
The bus stops I use are clean	8	2.2 %
The bus is clean	37	9.9 %
I feel safe & secure waiting for my bus	18	4.8 %
I feel safe riding the bus	22	5.9 %
Bus drivers operate the vehicle safely	12	3.2 %
Bus drivers are helpful & courteous	8	2.2 %
Bus operators are knowledgeable about Cherriot's system	5	1.3 %
The price to ride the bus is a reasonable value	14	3.8 %
Cherriot's bus stations, shelters & stops are well maintained	6	1.6 %
I am satisfied with the cost of fares charged	4	1.1 %
<u>None chosen</u>	<u>85</u>	<u>22.8 %</u>
Total	372	100.0 %

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

<u>Q3a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
The buses operate on the days that I need them	6	1.6 %
The bus usually runs on time	26	7.0 %
The bus routes are conveniently located for me	23	6.2 %
The buses operate at the times that I need them	12	3.2 %
The frequency of service (how often the buses come) is satisfactory	16	4.3 %
The bus gets me to my destination in a reasonable amount of time	11	3.0 %
I understand Cherriot's available routes, & I am confident navigating the system	2	0.5 %
It is easy to find out if the buses are running on schedule	6	1.6 %
It is easy to get information about Cherriot's services & route schedules	8	2.2 %
There is enough seating/space on the bus	9	2.4 %
The bus stops I use are clean	17	4.6 %
The bus is clean	23	6.2 %
I feel safe & secure waiting for my bus	23	6.2 %
I feel safe riding the bus	25	6.7 %
Bus drivers operate the vehicle safely	26	7.0 %
Bus drivers are helpful & courteous	6	1.6 %
Bus operators are knowledgeable about Cherriot's system	2	0.5 %
The price to ride the bus is a reasonable value	18	4.8 %
Cherriot's bus stations, shelters & stops are well maintained	1	0.3 %
I am satisfied with the cost of fares charged	5	1.3 %
<u>None chosen</u>	<u>107</u>	<u>28.8 %</u>
Total	372	100.0 %

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

<u>Q3a. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
The buses operate on the days that I need them	12	3.2 %
The bus usually runs on time	28	7.5 %
The bus routes are conveniently located for me	20	5.4 %
The buses operate at the times that I need them	16	4.3 %
The frequency of service (how often the buses come) is satisfactory	12	3.2 %
The bus gets me to my destination in a reasonable amount of time	18	4.8 %
I understand Cherriot's available routes, & I am confident navigating the system	3	0.8 %
It is easy to find out if the buses are running on schedule	2	0.5 %
It is easy to get information about Cherriot's services & route schedules	2	0.5 %
There is enough seating/space on the bus	5	1.3 %
The bus stops I use are clean	9	2.4 %
The bus is clean	20	5.4 %
I feel safe & secure waiting for my bus	19	5.1 %
I feel safe riding the bus	18	4.8 %
Bus drivers operate the vehicle safely	10	2.7 %
Bus drivers are helpful & courteous	20	5.4 %
Bus operators are knowledgeable about Cherriot's system	3	0.8 %
The price to ride the bus is a reasonable value	25	6.7 %
Cherriot's bus stations, shelters & stops are well maintained	5	1.3 %
I am satisfied with the cost of fares charged	11	3.0 %
<u>None chosen</u>	<u>114</u>	<u>30.6 %</u>
Total	372	100.0 %

SUM OF TOP THREE**Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT? (top 3)**

Q3a. Top choice	Number	Percent
The buses operate on the days that I need them	52	14.0 %
The bus usually runs on time	97	26.1 %
The bus routes are conveniently located for me	56	15.1 %
The buses operate at the times that I need them	47	12.6 %
The frequency of service (how often the buses come) is satisfactory	44	11.8 %
The bus gets me to my destination in a reasonable amount of time	36	9.7 %
I understand Cherriot's available routes, & I am confident navigating the system	9	2.4 %
It is easy to find out if the buses are running on schedule	11	3.0 %
It is easy to get information about Cherriot's services & route schedules	16	4.3 %
There is enough seating/space on the bus	22	5.9 %
The bus stops I use are clean	34	9.1 %
The bus is clean	80	21.5 %
I feel safe & secure waiting for my bus	60	16.1 %
I feel safe riding the bus	65	17.5 %
Bus drivers operate the vehicle safely	48	12.9 %
Bus drivers are helpful & courteous	34	9.1 %
Bus operators are knowledgeable about Cherriot's system	10	2.7 %
The price to ride the bus is a reasonable value	57	15.3 %
Cherriot's bus stations, shelters & stops are well maintained	12	3.2 %
I am satisfied with the cost of fares charged	20	5.4 %
None chosen	85	22.8 %
Total	895	

Q4. How satisfied are you overall with the bus service?

Q4. How satisfied are you with overall bus service	Number	Percent
Very satisfied	132	35.5 %
Satisfied	165	44.4 %
Neutral	51	13.7 %
Dissatisfied	6	1.6 %
Not provided	18	4.8 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q4. How satisfied are you overall with the bus service? (without "not provided")**

Q4. How satisfied are you with overall bus service	Number	Percent
Very satisfied	132	37.3 %
Satisfied	165	46.6 %
Neutral	51	14.4 %
Dissatisfied	6	1.7 %
Total	354	100.0 %

Q5. Indicate your agreement with the following statement: The bus routes allow me to have better access to employment.

Q5. The bus routes allow me to have better access to employment	Number	Percent
Strongly agree	118	31.7 %
Agree	145	39.0 %
Neutral	77	20.7 %
Disagree	8	2.2 %
Strongly disagree	1	0.3 %
Not provided	23	6.2 %
Total	372	100.0

WITHOUT NOT PROVIDED**Q5. Indicate your agreement with the following statement: The bus routes allow me to have better access to employment. (without "not provided")**

Q5. The bus routes allow me to have better access to employment	Number	Percent
Strongly agree	118	33.8 %
Agree	145	41.5 %
Neutral	77	22.1 %
Disagree	8	2.3 %
Strongly disagree	1	0.3 %
Total	349	100.0 %

Q6. In the past year, has the bus service:

Q6. What has the bus service become in past year	Number	Percent
Gotten worse	19	5.1 %
Stayed about the same	189	50.8 %
Gotten better	140	37.6 %
Not provided	24	6.5 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q6. In the past year, has the bus service: (without "not provided")**

Q6. What has the bus service become in past year	Number	Percent
Gotten worse	19	5.5 %
Stayed about the same	189	54.3 %
Gotten better	140	40.2 %
Total	348	100.0 %

Q7. Have you contacted Cherriot's with a question, concern, or complaint in the last 3 months?

Q7. Have you contacted Cherriot's with a question, concern, or complaint in last 3 months	Number	Percent
Yes, by phone	36	9.7 %
Yes, by email	11	3.0 %
Yes, in person	33	8.9 %
No	292	78.5 %
Total	372	100.0 %

Q7a. Was your issue resolved?

<u>Q7a. Was your issue resolved</u>	<u>Number</u>	<u>Percent</u>
Yes	61	76.3 %
No	13	16.3 %
Not provided	6	7.5 %
Total	80	100.0 %

WITHOUT NOT PROVIDED**Q7a. Was your issue resolved? (without "not provided")**

<u>Q7a. Was your issue resolved</u>	<u>Number</u>	<u>Percent</u>
Yes	61	82.4 %
No	13	17.6 %
Total	74	100.0 %

Q8. Please rate your agreement with the following statements.

(N=61)

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Not applicable</u>
Q8-1. When contacting Cherriot's Customer Service, my concerns are addressed promptly	47.5%	36.1%	8.2%	1.6%	6.6%
Q8-2. Customer Service Representatives are helpful & courteous	54.1%	29.5%	8.2%	0.0%	8.2%

WITHOUT NOT PROVIDED**Q8. Please rate your agreement with the following statements. (without "not applicable")**

(N=61)

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>
Q8-1. When contacting Cherriot's Customer Service, my concerns are addressed promptly	50.9%	38.6%	8.8%	1.8%
Q8-2. Customer Service Representatives are helpful & courteous	58.9%	32.1%	8.9%	0.0%

Q9. Please rate your agreement with the following statements.

(N=372)

	<u>Strongly agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly disagree</u>	<u>Not provided</u>
Q9-1. Cherriot's provides value to the community	44.1%	26.3%	4.8%	0.5%	0.5%	23.7%
Q9-2. The current level of funding for Cherriot's services should increase over the next five years	40.3%	24.2%	11.0%	0.5%	0.5%	23.4%

WITHOUT NOT PROVIDED**Q9. Please rate your agreement with the following statements. (without "not provided")**

(N=372)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q9-1. Cherriot's provides value to the community	57.7%	34.5%	6.3%	0.7%	0.7%
Q9-2. The current level of funding for Cherriot's services should increase over the next five years	52.6%	31.6%	14.4%	0.7%	0.7%

Q10. Are you dependent on using Cherriot's buses for travel to/from your destination?

Q10. Are you dependent on using Cherriot's buses for travel to/from your destination

	Number	Percent
Yes	266	71.5 %
No	55	14.8 %
Not provided	51	13.7 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q10. Are you dependent on using Cherriot's buses for travel to/from your destination? (without "not provided")**

Q10. Are you dependent on using Cherriot's buses for travel to/from your destination

	Number	Percent
Yes	266	82.9 %
No	55	17.1 %
Total	321	100.0 %

Q11. If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation?

Q11. What is top one reason you choose public transportation

	Number	Percent
It's convenient	15	27.3 %
It's better for the environment	6	10.9 %
I want to save money	14	25.5 %
I can do other things if I'm not driving	6	10.9 %
I want to support public transportation	6	10.9 %
Saves me time	6	10.9 %
Other	2	3.6 %
Total	55	100.0 %

Q11-7. Other:

	Number	Percent
Q11-7. Other		
SHARE CAR	1	50.0 %
EXERCISE	1	50.0 %
Total	2	100.0 %

Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today?

Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today

	Number	Percent
Yes	50	13.4 %
No	267	71.8 %
Not provided	55	14.8 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today? (without "not provided")**

Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today

	Number	Percent
Yes	50	15.8 %
No	267	84.2 %
Total	317	100.0 %

Q13. How often do you ride the bus?

Q13. How often do you ride the bus

	Number	Percent
5+ days per week	181	48.7 %
3-4 days per week	67	18.0 %
1-2 days per week	38	10.2 %
2-3 times per month	22	5.9 %
Once a month or less	12	3.2 %
Not provided	52	14.0 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q13. How often do you ride the bus? (without "not provided")**

Q13. How often do you ride the bus

	Number	Percent
5+ days per week	181	56.6 %
3-4 days per week	67	20.9 %
1-2 days per week	38	11.9 %
2-3 times per month	22	6.9 %
Once a month or less	12	3.8 %
Total	320	100.0 %

Q14. How long have you used Cherriot's services?

Q14. How long have you used Cherriot's services

	Number	Percent
Less than 1 year	71	19.1 %
1-2 years	74	19.9 %
3-5 years	60	16.1 %
5+ years	105	28.2 %
Not provided	62	16.7 %
Total	372	100.0 %

WITHOUT NOT PROVIDED

Q14. How long have you used Cherriot's services? (without "not provided")

Q14. How long have you used Cherriot's services	Number	Percent
Less than 1 year	71	22.9 %
1-2 years	74	23.9 %
3-5 years	60	19.4 %
5+ years	105	33.9 %
Total	310	100.0 %

Q15. For what primary purpose do you ride Cherriot's buses most frequently?

Q15. For what primary purpose do you ride Cherriot's buses most frequently	Number	Percent
Work	110	29.6 %
Education	56	15.1 %
Healthcare	26	7.0 %
Shop/errands/grocery	75	20.2 %
Church/religious activity	6	1.6 %
Leisure/social/recreation/entertainment	32	8.6 %
Other	2	0.5 %
Not provided	65	17.5 %
Total	372	100.0 %

WITHOUT NOT PROVIDED

Q15. For what primary purpose do you ride Cherriot's buses most frequently? (without "not provided")

Q15. For what primary purpose do you ride Cherriot's buses most frequently	Number	Percent
Work	110	35.8 %
Education	56	18.2 %
Healthcare	26	8.5 %
Shop/errands/grocery	75	24.4 %
Church/religious activity	6	2.0 %
Leisure/social/recreation/entertainment	32	10.4 %
Other	2	0.7 %
Total	307	100.0 %

Q15-7. Other:

Q15-7. Other	Number	Percent
SOCIAL SECUIRTY PICKUP	1	50.0 %
CAR IN SHOP	1	50.0 %
Total	2	100.0 %

Q16. What is your gender?

Q16. Your gender	Number	Percent
Male	166	44.6 %
Female	138	37.1 %
Other	5	1.3 %
Not provided	63	16.9 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q16. What is your gender? (without "not provided")**

Q16. Your gender	Number	Percent
Male	166	53.7 %
Female	138	44.7 %
Other	5	1.6 %
Total	309	100.0 %\

Q16-3. Self-describe your gender:

Q16-3. Self-describe your gender	Number	Percent
Non-binary	2	40.0 %
Gender fluid	2	40.0 %
Transmale	1	20.0 %
Total	5	100.0 %

Q17. What is your age?

Q17. Your age	Number	Percent
Less than 18 years	49	13.2 %
18 to 29 years	104	28.0 %
30 to 39 years	45	12.1 %
40 to 49 years	51	13.7 %
50 to 65 years	29	7.8 %
65+ years	32	8.6 %
Not provided	62	16.7 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q17. What is your age? (without "not provided")**

Q17. Your age	Number	Percent
Less than 18 years	49	15.8 %
18 to 29 years	104	33.5 %
30 to 39 years	45	14.5 %
40 to 49 years	51	16.5 %
50 to 65 years	29	9.4 %
65+ years	32	10.3 %
Total	310	100.0 %

Q18. Which category best describes your total annual household income in 2022?

Q18. Your total annual household income in 2022	Number	Percent
Less than \$25K	104	28.0 %
\$25K-\$49,999	52	14.0 %
\$50K-\$74,999	23	6.2 %
\$75K+	9	2.4 %
Not provided	184	49.5 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q18. Which category best describes your total annual household income in 2022? (without "not provided")**

Q18. Your total annual household income in 2022	Number	Percent
Less than \$25K	104	55.3 %
\$25K-\$49,999	52	27.7 %
\$50K-\$74,999	23	12.2 %
\$75K+	9	4.8 %
Total	188	100.

Q19. Which of the following best describes your race/ethnicity?

Q19. Your race/ethnicity	Number	Percent
Asian or Asian Indian	9	2.4 %
Black or African American	27	7.3 %
American Indian or Alaska Native	6	1.6 %
White or Caucasian	177	47.6 %
Native Hawaiian or other Pacific Islander	12	3.2 %
Hispanic, Spanish, or Latino/a/x	76	20.4 %
Prefer not to say	82	22.0 %
Other	1	0.3 %
Total	390	

WITHOUT PREFER NOT TO SAY**Q19. Which of the following best describes your race/ethnicity? (without "prefer not to say")**

Q19. Your race/ethnicity	Number	Percent
Asian or Asian Indian	9	3.1 %
Black or African American	27	9.3 %
American Indian or Alaska Native	6	2.1 %
White or Caucasian	177	61.0 %
Native Hawaiian or other Pacific Islander	12	4.1 %
Hispanic, Spanish, or Latino/a/x	76	26.2 %
Other	1	0.3 %
Total	308	

Q19-9. Self-describe your race/ethnicity:

Q19-9. Self-describe your race/ethnicity	Number	Percent
RUSSIAN	1	100.0 %
Total	1	100.0 %

Q20. Including yourself, how many people live in your household?

Q20. How many people live in your household	Number	Percent
1	84	22.6 %
2	44	11.8 %
3	47	12.6 %
4	38	10.2 %
5	32	8.6 %
6+	33	8.9 %
Not provided	94	25.3 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q20. Including yourself, how many people live in your household? (without "not provided")**

Q20. How many people live in your household	Number	Percent
1	84	30.2 %
2	44	15.8 %
3	47	16.9 %
4	38	13.7 %
5	32	11.5 %
6+	33	11.9 %
Total	278	100.0 %

Q21. Do you speak a language other than English at home?

Q21. Do you speak a language other than English at home	Number	Percent
Yes	101	27.2 %
No	241	64.8 %
Not provided	30	8.1 %
Total	372	100.0 %

WITHOUT NOT PROVIDED**Q21. Do you speak a language other than English at home? (without "not provided")**

Q21. Do you speak a language other than English at home	Number	Percent
Yes	101	29.5 %
No	241	70.5 %
Total	342	100.0 %

Q21-1. Which language?

Q21-1. Which language	Number	Percent
SPANISH	54	75.0 %
GERMAN	3	4.2 %
ASL	3	4.2 %
FRENCH	2	2.8 %
JAPANESE	1	1.4 %
RUSSIAN	1	1.4 %
CHINESE	1	1.4 %
YUPICK	1	1.4 %
FARSI	1	1.4 %
THAI	1	1.4 %
SWAHILI	1	1.4 %
TAGALOG	1	1.4 %
DAKOTA SA	1	1.4 %
ARABIC	1	1.4 %
Total	72	100.0 %

Q21a. IF YES, how well do you speak English?

<u>Q21a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	61	60.4 %
Well	14	13.9 %
Less than well	7	6.9 %
Not at all	17	16.8 %
Not provided	2	2.0 %
Total	101	100.0 %

WITHOUT NOT PROVIDED**Q21a. IF YES, how well do you speak English? (without "not provided")**

<u>Q21a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	61	61.6 %
Well	14	14.1 %
Less than well	7	7.1 %
Not at all	17	17.2 %
Total	99	100.0 %



5 Survey Instrument

Chance to win \$500!



As a thank you for **fully completing** this survey, your name can be entered into a drawing for a chance to win one (1) of two \$500 Visa gift cards.

Surveyor ID: _____ Date: _____ (mm/dd/yyyy)
 Route: _____
 Survey Start Time: 6-9a 9a-1p 1-4p 4-7p After 7p
 Day of the Week: M T W TH F Sa Su

CHERRIOTS Customer Experience Survey

1.	All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor? [Please circle your answer with 10 being "Very Likely" and 00 being "Not at All Likely."]	10	09	08	07	06	05	04	03	02	01	00

2. How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time? _____ minutes

3.	Please rate your agreement with the following statements. [Please circle only one answer per line.]	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01.	The buses operate on the days that I need them.	5	4	3	2	1
02.	The bus usually runs on time.	5	4	3	2	1
03.	The bus routes are conveniently located for me.	5	4	3	2	1
04.	The buses operate at the times that I need them.	5	4	3	2	1
05.	The frequency of service (how often the buses come) is satisfactory.	5	4	3	2	1
06.	The bus gets me to my destination in a reasonable amount of time.	5	4	3	2	1
07.	I understand Cherriot's available routes, and I am confident navigating the system.	5	4	3	2	1
08.	It is easy to find out if the buses are running on schedule.	5	4	3	2	1
09.	It is easy to get information about Cherriot's services and route schedules.	5	4	3	2	1
10.	There is enough seating/space on the bus.	5	4	3	2	1
11.	The bus stops I use are clean.	5	4	3	2	1
12.	The bus is clean.	5	4	3	2	1
13.	I feel safe and secure waiting for my bus.	5	4	3	2	1
14.	I feel safe riding the bus.	5	4	3	2	1
15.	Bus drivers operate the vehicle safely.	5	4	3	2	1
16.	Bus drivers are helpful and courteous.	5	4	3	2	1
17.	Bus operators are knowledgeable about Cherriot's system.	5	4	3	2	1
18.	The price to ride the bus is a reasonable value.	5	4	3	2	1
19.	Cherriot's bus stations, shelters and stops are well maintained.	5	4	3	2	1
20.	I am satisfied with the cost of fares charged.	5	4	3	2	1

3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT? [Write in your answers below using the numbers from the list in Question 3. For example, if "The bus is clean." is the most important then write "12" as your 1st choice.]

1st: _____ 2nd: _____ 3rd: _____

4. How satisfied are you overall with the bus service?
 ___(5) Very Satisfied ___(3) Neutral ___(1) Very Dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied

5. Indicate your agreement with the following statement: The bus routes allow me to have better access to employment.
 ___(5) Strongly Agree ___(4) Agree ___(3) Neutral ___(2) Disagree ___(1) Strongly Disagree

6. In the past year, has the bus service:
 ___(1) Gotten worse ___(2) Stayed about the same ___(3) Gotten better

7. Have you contacted Cherriot's with a question, concern, or complaint in the last 3 months?
 ___(1) Yes, by phone [Answer Q7a.] ___(3) Yes, in person [Answer Q7a.]
 ___(2) Yes, by email [Answer Q7a.] ___(4) No [Skip to Q9.]

7a. Was your issue resolved?
 ___(1) Yes [Answer Q8.] ___(2) No [Skip to Q9.]

8.	Please rate your agreement with the following statements. [Please circle only one answer per line.]	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable
1.	When contacting Cherriot's Customer Service, my concerns are addressed promptly.	5	4	3	2	1	9
2.	Customer Service Representatives are helpful and courteous.	5	4	3	2	1	9

Please continue to help us serve you better by completing the backside of this survey.





9.	Please rate your agreement with the following statements. [Please circle only one answer per line.]	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Cherriot's provides value to the community.	5	4	3	2	1
2.	The current level of funding for Cherriot's services should increase over the next five years? Additional funding will allow for improved service, frequency, routes, stop amenities, etc.	5	4	3	2	1

10. Are you dependent on using Cherriot's buses for travel to/from your destination?
 (1) Yes [Skip to Q12.] (2) No [Answer Q11.]
11. If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation? [Choose only one.]
 (1) It's convenient (4) I can do other things if I'm not driving (7) Other: _____
 (2) It's better for the environment (5) I want to support public transportation _____
 (3) I want to save money (6) Saves me time _____
12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today?
 (1) Yes (2) No
13. How often do you ride the bus?
 (1) 5+ days per week (3) 1-2 days per week (5) Once a month or less
 (2) 3-4 days per week (4) 2-3 times per month
14. How long have you used Cherriot's services?
 (1) Less than 1 year (2) 1-2 years (3) 3-5 years (4) 5+ years
15. For what primary purpose do you ride Cherriot's buses most frequently?
 (1) Work (4) Shop/Errands/Grocery (6) Leisure/Social/Recreation/Entertainment
 (2) Education (5) Church/Religious Activity (7) Other: _____
 (3) Healthcare
16. What is your gender? (1) Male (2) Female (3) Other (4) Prefer not to say
17. What is your age?
 (01) Less than 18 years (04) 40 to 49 years
 (02) 18 to 29 years (05) 50 to 65 years
 (03) 30 to 39 years (06) More than 65 years
18. Which category best describes your total annual household income in 2022?
 (01) Less than \$25,000 (03) \$50,000-\$74,999 (05) Prefer not to say
 (02) \$25,000-\$49,999 (04) \$75,000 or more
19. Which of the following best describes your race/ethnicity? [Select all that apply.]
 (1) Asian or Asian Indian (5) Native Hawaiian or other Pacific Islander
 (2) Black or African American (6) Hispanic, Spanish, or Latino/a/x
 (3) American Indian or Alaska Native (88) Prefer not to say
 (4) White (99) Other: _____
20. Including yourself, how many people live in your household? _____ people
21. Do you speak a language other than English at home? (1) Yes ➡ Which language? _____ (2) No
 21a. IF YES, how well do you speak English? (1) Very Well (2) Well (3) Less than well (4) Not at all
22. Please provide your home zip code. ➡ Home Zip Code: _____
23. Would you like to be entered into the drawing for one of two \$500 Visa gift cards? (1) Yes [Answer Q25.] (2) No
24. Can we invite you to participate in occasional Transit surveys? (1) Yes [Answer Q25.] (2) No
25. Please provide your contact information.
 First Name: _____ Phone: _____ Email Address: _____

Demographics