



2024

**Salem Area Mass Transit District
Cherriots LIFT Survey**

Findings Report



ETC
INSTITUTE

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Executive Summary

2024 Salem Area Mass Transit District (Cherriots) LIFT Survey *Executive Summary*

Overview

In the Spring of 2024, Salem Area Mass Transit District (Cherriots) that operates bus and paratransit service in the Salem, OR area conducted a Customer Satisfaction Survey with their LIFT customers 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 200 completed surveys from LIFT customers was met with overall results containing a sample of 237 LIFT riders. The main purpose of the survey was to identify who rides Cherriots LIFT, how they ride, and why they ride.

Methodology

The Cherriots LIFT Survey was administered by ETC Institute via mail, text message, and email. After receiving a list of contact information for LIFT riders from the past six months, ETC randomly selected riders to send mailings. Mailings included a paper survey and a cover letter signed by Cherriots explaining the purpose and authenticity of the survey. The cover letter also included a link to the online version of the survey if customers preferred to complete it online. The mailings were sent in a postage-paid return envelope so respondents could easily send their responses to ETC. Following initial mailings, ETC sent reminder text messages to those selected for participation.

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

- Charts and graphs depicting the results of the survey (Section 2)
- Tabular data of survey results (Section 3)
- A copy of the survey instrument (Section 4)

Customer Demographic Characteristics

- **Race/Ethnicity, Age, and Gender.** More than three quarters of respondents (87%) identified their race/ethnicity as White/Caucasian. The second largest group of respondents described themselves as Hispanic, Spanish, or Latino/a/x (6%), with Black/African American being four percent (4%). Fifty-one percent of respondents (51%) were between 65 and 79 years old, twenty-one percent (21%) were between 50 and 64 years old, and sixteen percent (16%) were over eighty years old. Twenty-eight percent of respondents (28%) identify as male, and almost three quarters (73%) identify as female.
- **Household Size and Income.** Fifty-two percent of respondents (52%) live alone. Forty-one percent of respondents (41%) live with one or two other individuals, and seven percent (7%) live with three or more individuals. The largest annual household income group for respondents was less than \$25,000 (58%), followed by \$25,000 to \$29,999 (12%), and \$50,000 to \$74,999 (9%).

Customer Transportation Habits and Customer Service Usage

- **Ridership.** Fifty-eight percent of customers (58%) use LIFT service to get to healthcare services, and twelve percent of riders (12%) use LIFT to get to both work and shopping. Forty-seven percent of riders (47%) rely on Cherriots LIFT vehicles to complete their trips. Twenty-eight percent (28%) use their own/family vehicles to complete most of their trips. A further nine percent (9%) use Cherriots fixed routes for most trips.
- **Typical Customer Transportation.** Nineteen percent of respondents (19%) ride LIFT at least four days per week. Twenty-four percent of respondents (24%) ride LIFT one to two days per week, and twenty-one percent (21%) ride LIFT two to three times per month. Thirty-six percent (36%) ride LIFT once a month or less. Fifteen percent of respondents (15%) ride Cherriots fixed route buses at least four days per week. Thirteen percent of respondents (13%) ride fixed route buses one to two days per week. Ten percent of respondents ride fixed route buses two to three times a month, and sixty-three percent (63%) ride fixed route buses less than once a month.
- **Customer Service.** Thirty-three percent of respondents (33%) had contacted Cherriots customer service with a question, concern, or complaint in the previous three months. Of those, ninety-two percent (92%) said that their issue was resolved. Ninety-one percent of respondents (91%) are satisfied with the overall performance of Cherriots' customer service staff. Ninety-three percent of these respondents (93%) agree that customer service representatives are helpful and courteous.

Customer Opinions About Cherriots' Services

- Overall Satisfaction.** Ninety-two percent of respondents are satisfied with the overall quality of Cherriots' LIFT services. Only three percent of respondents (3%) are dissatisfied with no respondents indicating that they are very dissatisfied.
- Net Promoter Score.** Net Promoter Score poses the ultimate question, "On a scale of 0 to 10, with 10 being very likely and 0 being not likely at all, how likely would you be to refer Cherriots LIFT to a friend or family member?" Those who answer 9-10 are "Promoters," those who answer 7-8 are "Passives," and those who answer 0-6 are "Detractors." The score is then calculated by subtracting the number of Detractors from the number of Promoters. LIFT's Net Promoter Score is 65 which is incredibly high.
- Agreement with Statements Regarding Cherriots' LIFT Services.** Respondents were asked to rate on a scale of one to five how much they agree with statements regarding Cherriots' services, with five meaning "Strongly Agree," and one meaning "Strongly Disagree." The five most agreed with statements ("Strongly Agree" and "Agree" answers) were "Cherriots LIFT can take me to the places I need to go" (95%), "Cherriots' call center representatives are helpful and courteous" (93%), "When contacting Cherriots customer service by phone, my calls are answered promptly" (90%), "I can schedule a trip for the time & day I need to travel" (90%), and "Vehicle gets me to my destination in a reasonable amount of time" (89%).
- 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. One statement was placed in the "Strengths to Maintain" quadrant, meaning riders feel that it has above average importance while being delivered satisfying results: "I feel safe when riding vehicle." One statement was categorized as an "Area of Opportunity," meaning it is important to riders but has comparatively lower satisfaction levels: "Vehicles arrive within scheduled pickup window." It is important to note that this is based on mean satisfaction of all ratings, and this still had a satisfaction level of 86%.
- 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.

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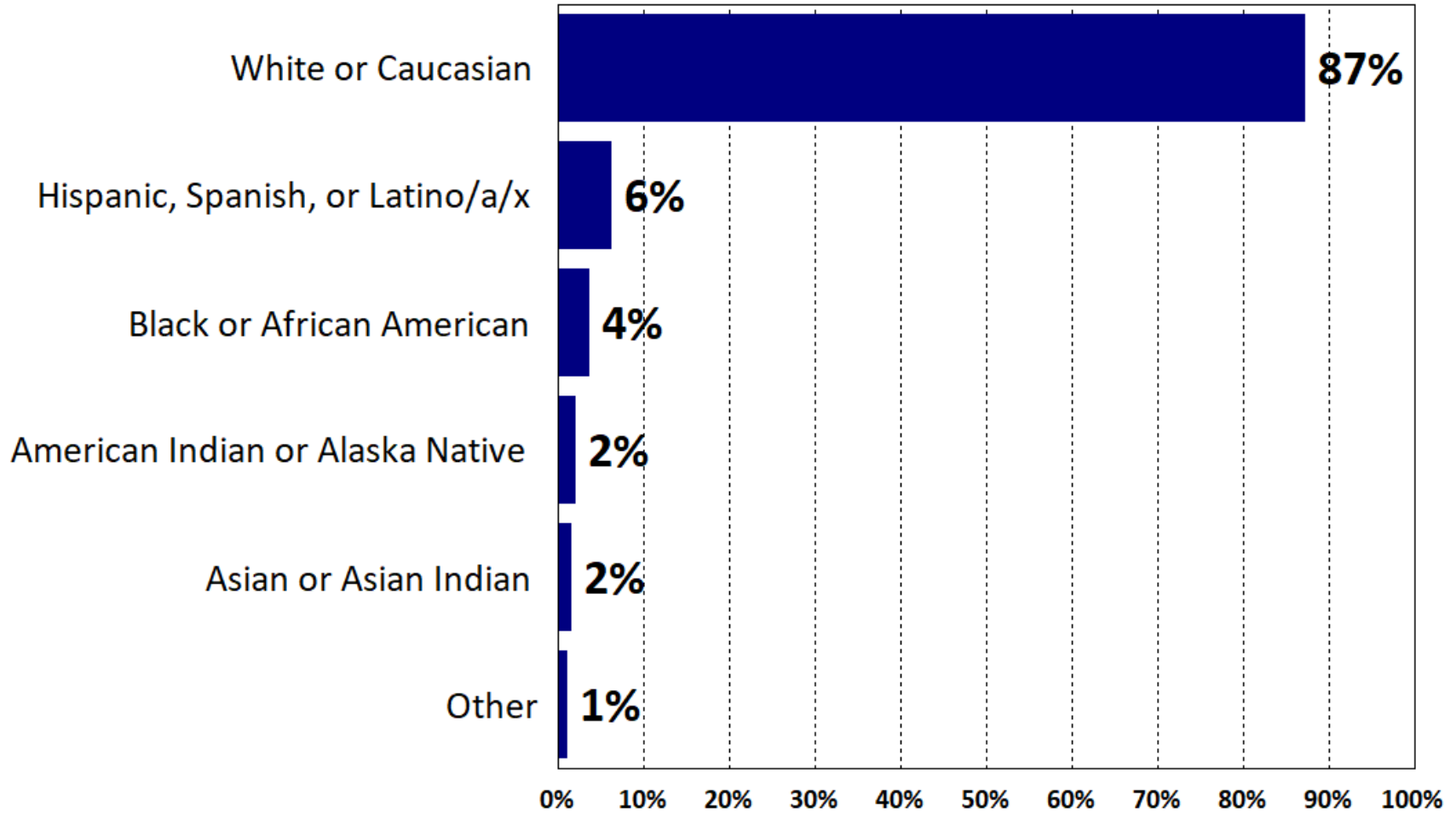
Charts & Graphs



KEY CHARACTERISTICS OF CUSTOMERS

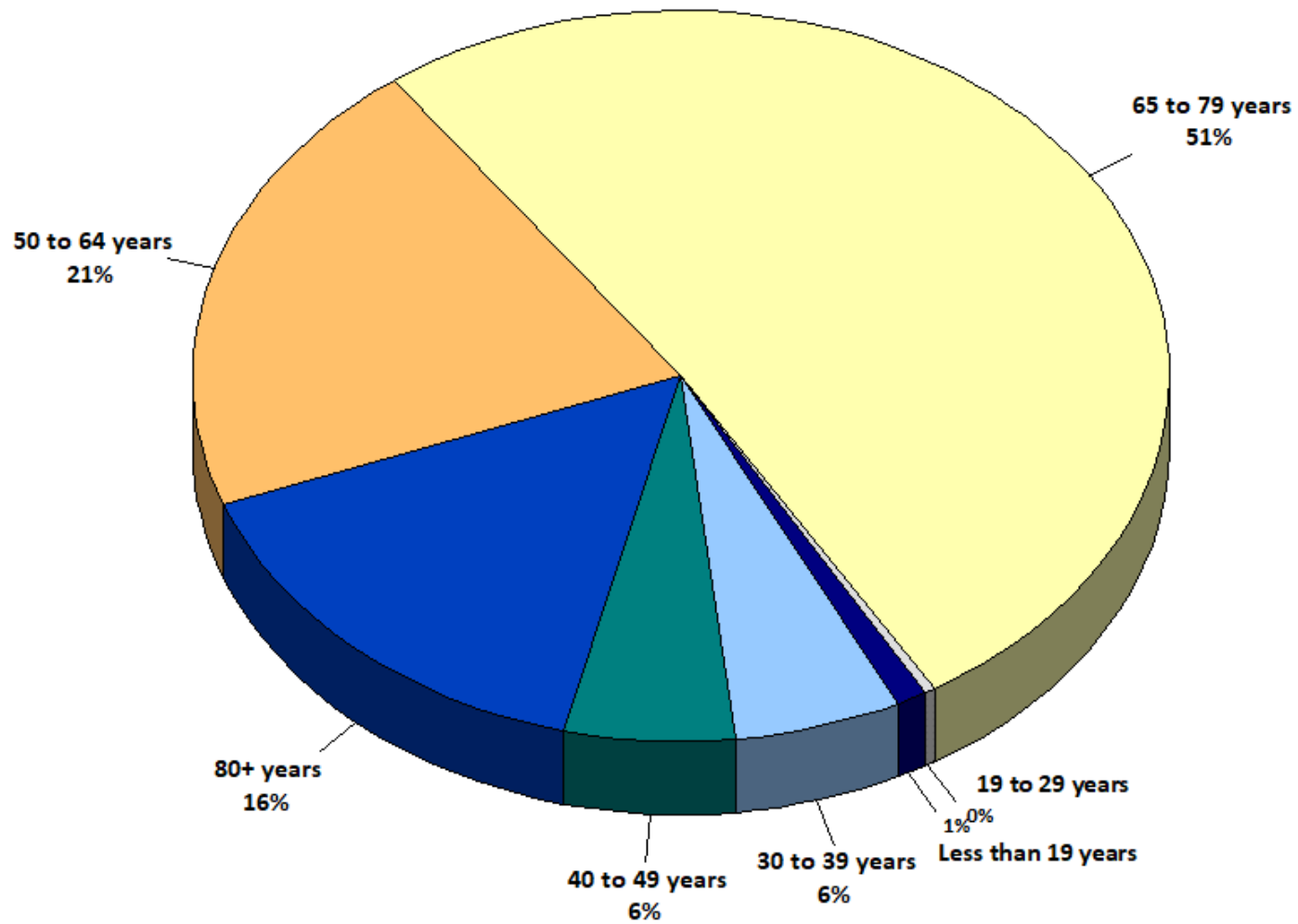
Which of the following best describes your race/ethnicity?

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



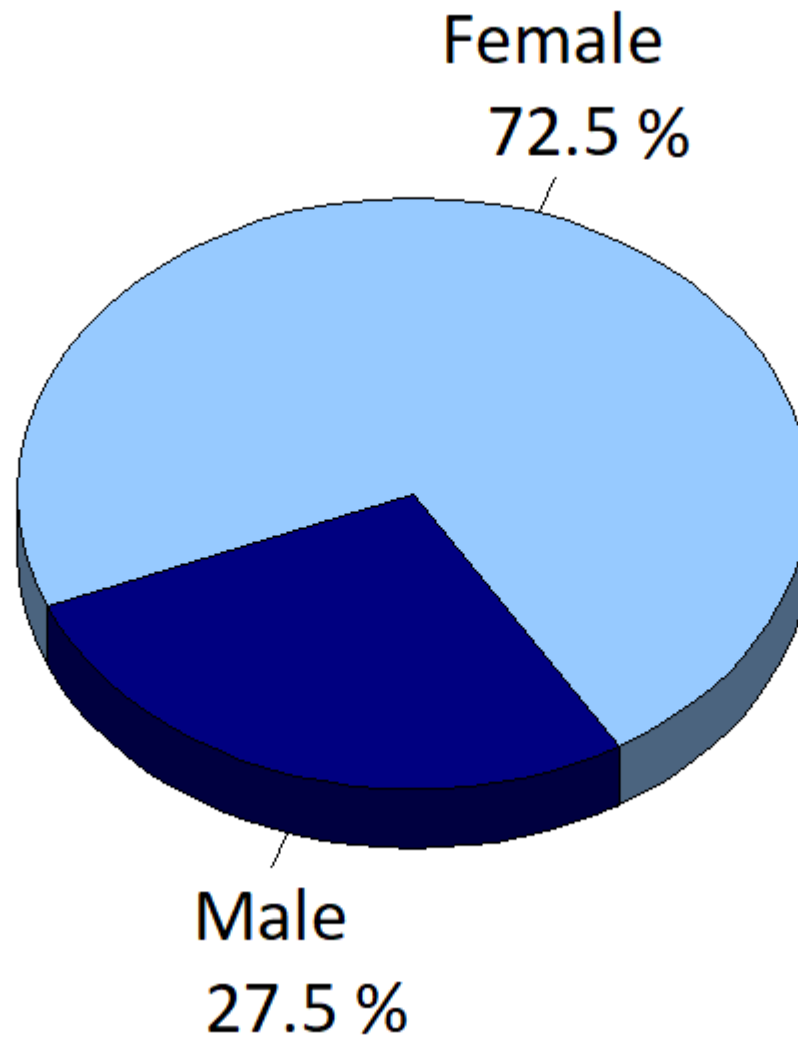
What is your age?

by percentage of respondents (excluding “not provided”)



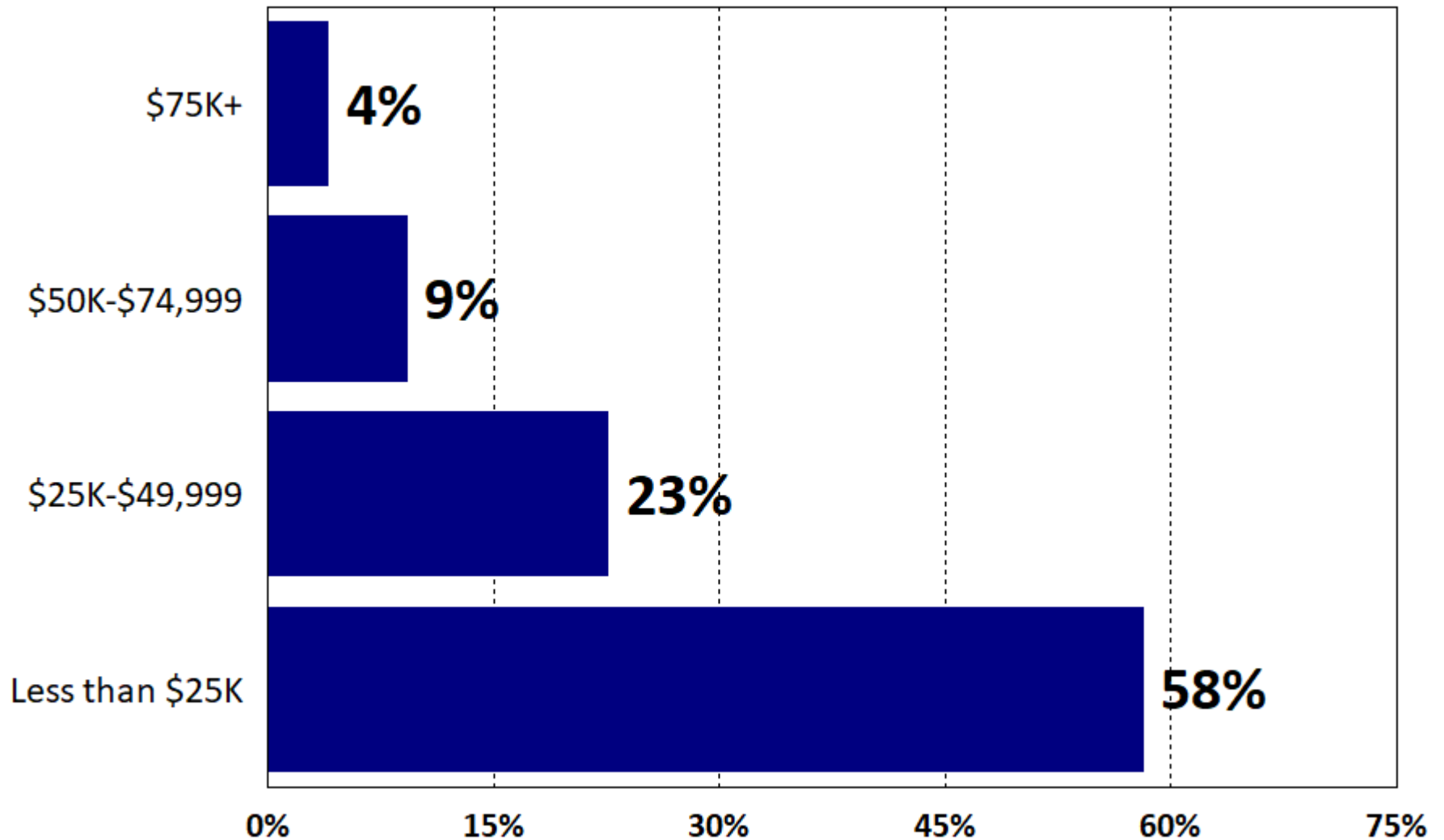
What is your gender?

by percentage of respondents (excluding “not provided”)



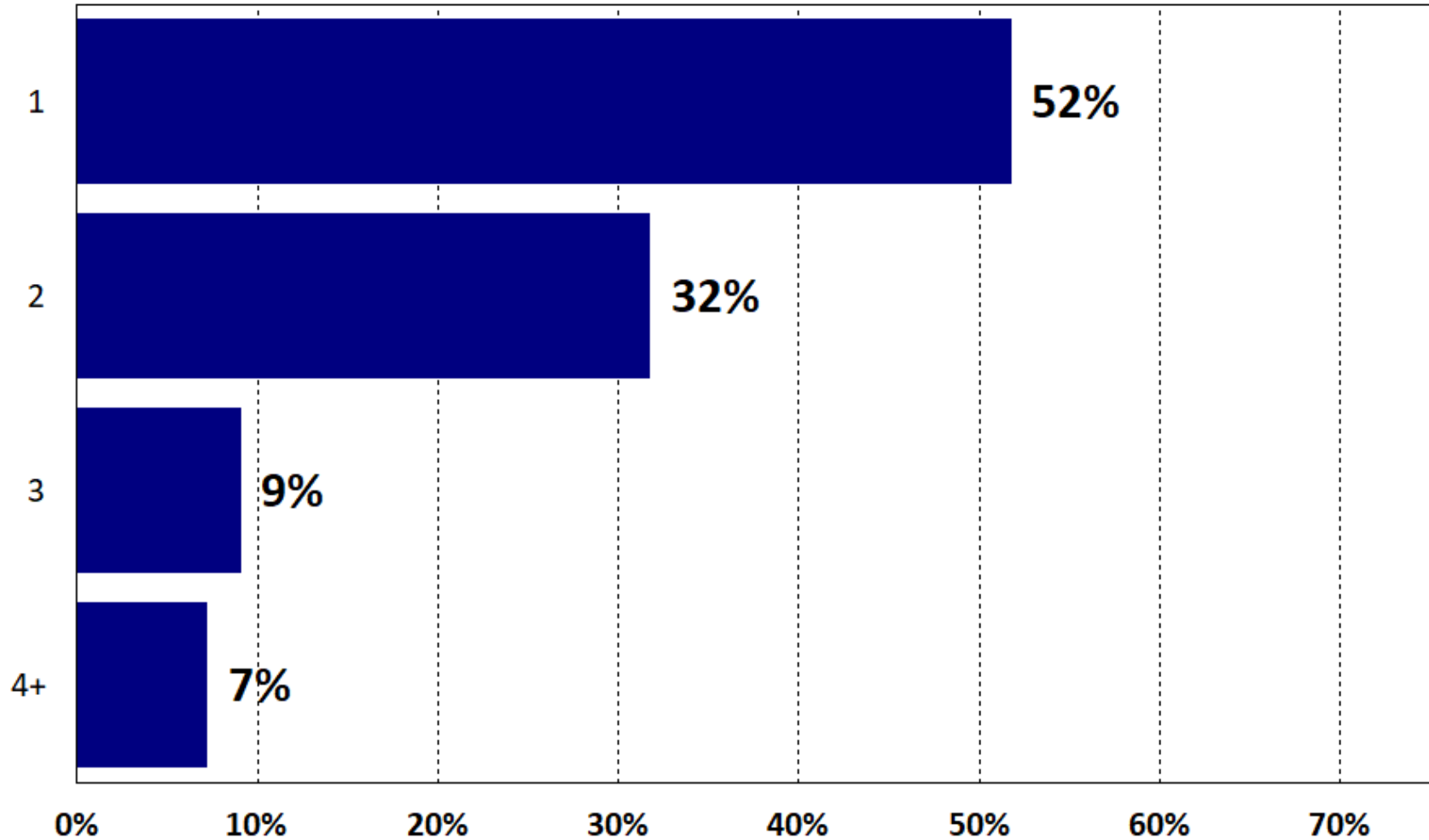
Which category best describes your total annual household income?

by percentage of respondents (excluding “not provided”)



Including yourself, how many people live in your household?

by percentage of respondents (excluding “not provided”)

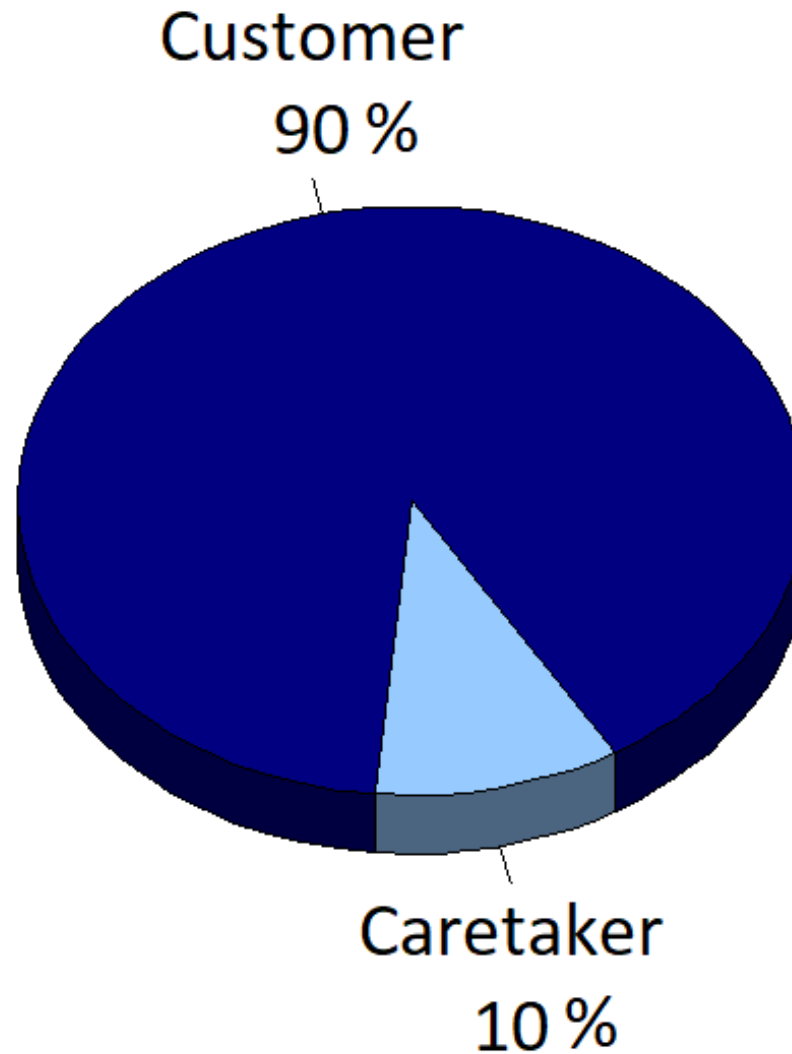




CUSTOMER TRANSPORTATION CHARACTERISTICS

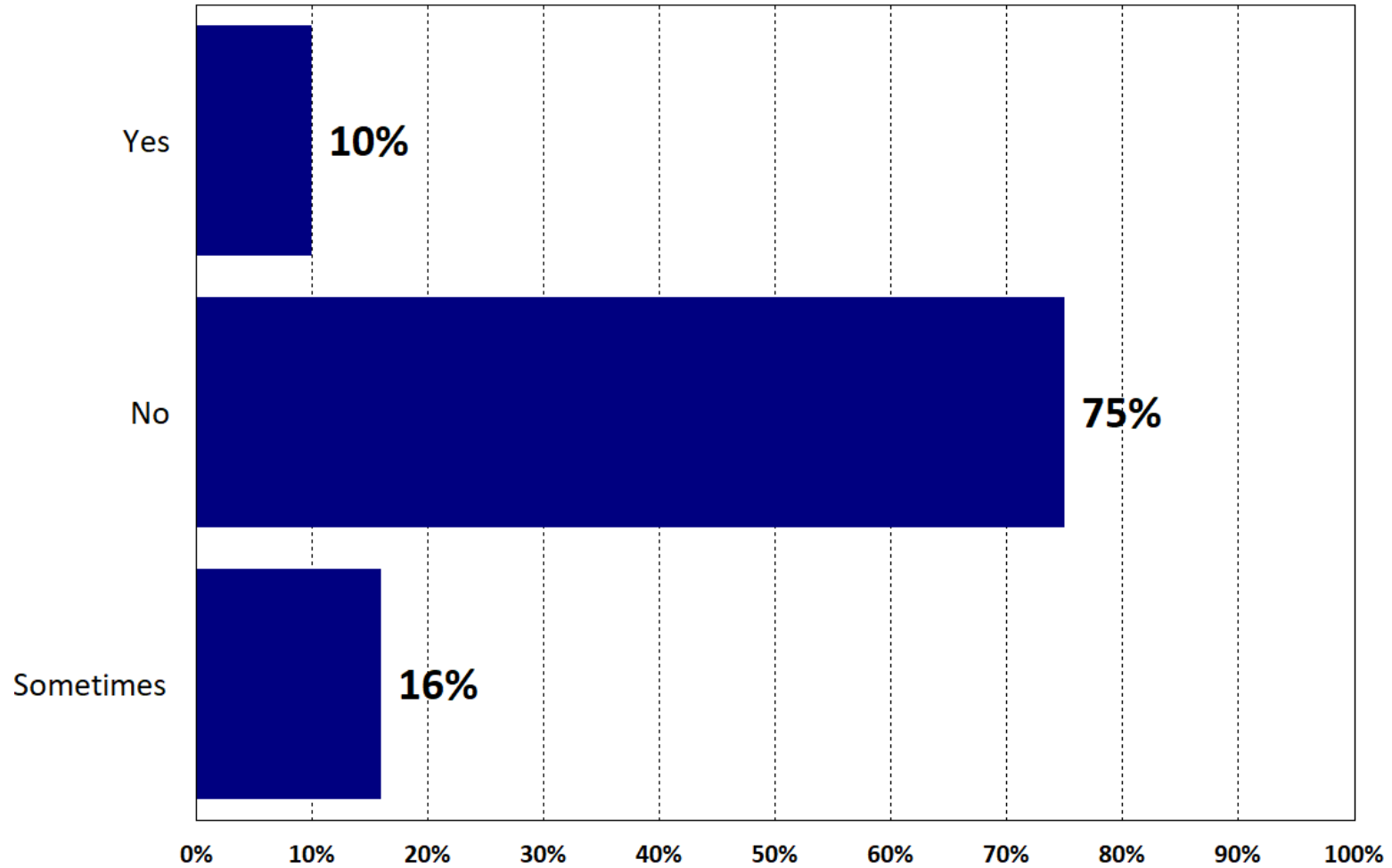
Are you the customer using Cherriots LIFT, or are you the caretaker or family member of the Paratransit customer?

by percentage of respondents



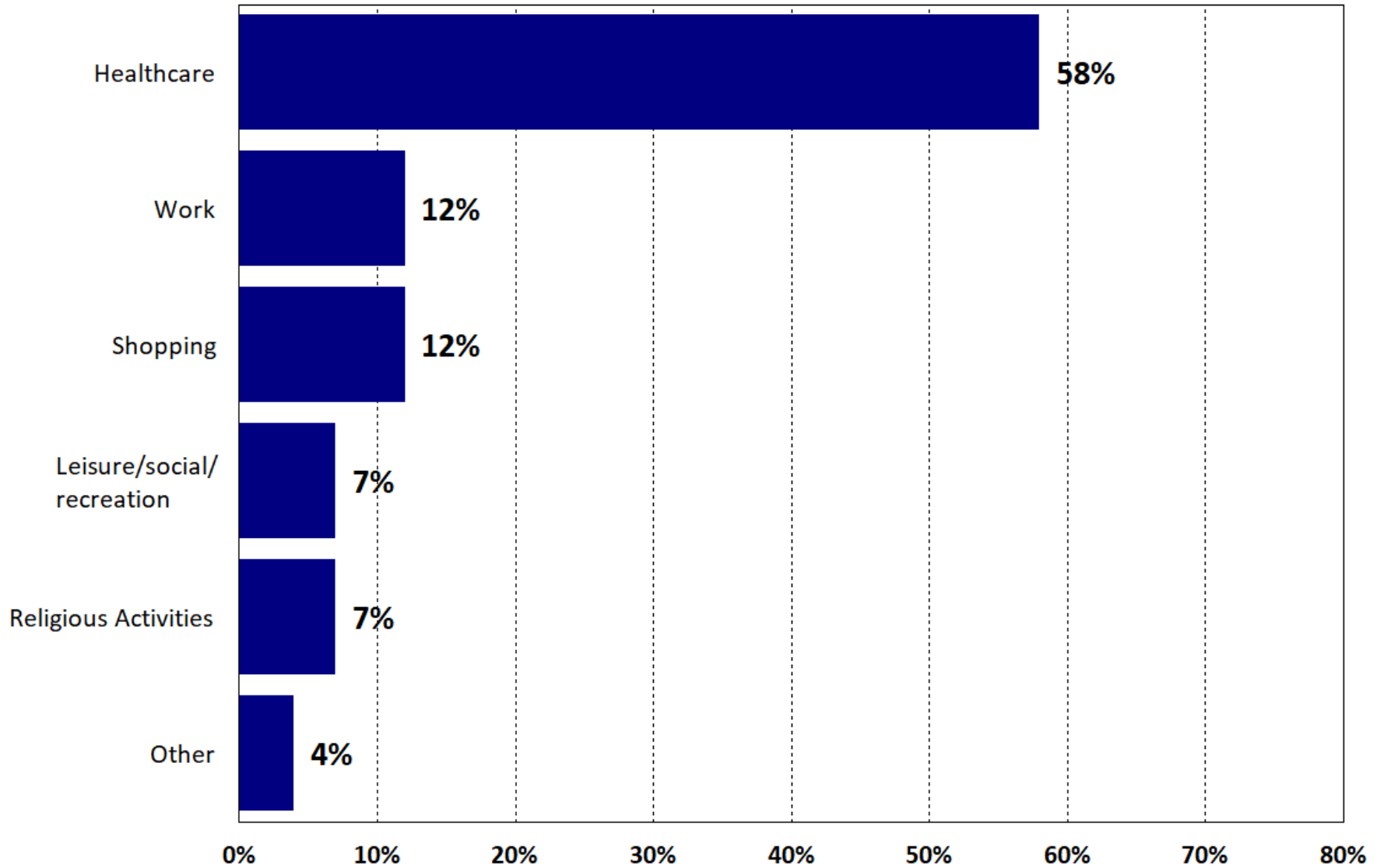
Do you require a Personal Care Assistant (PCA) to travel with you?

by percentage of respondents



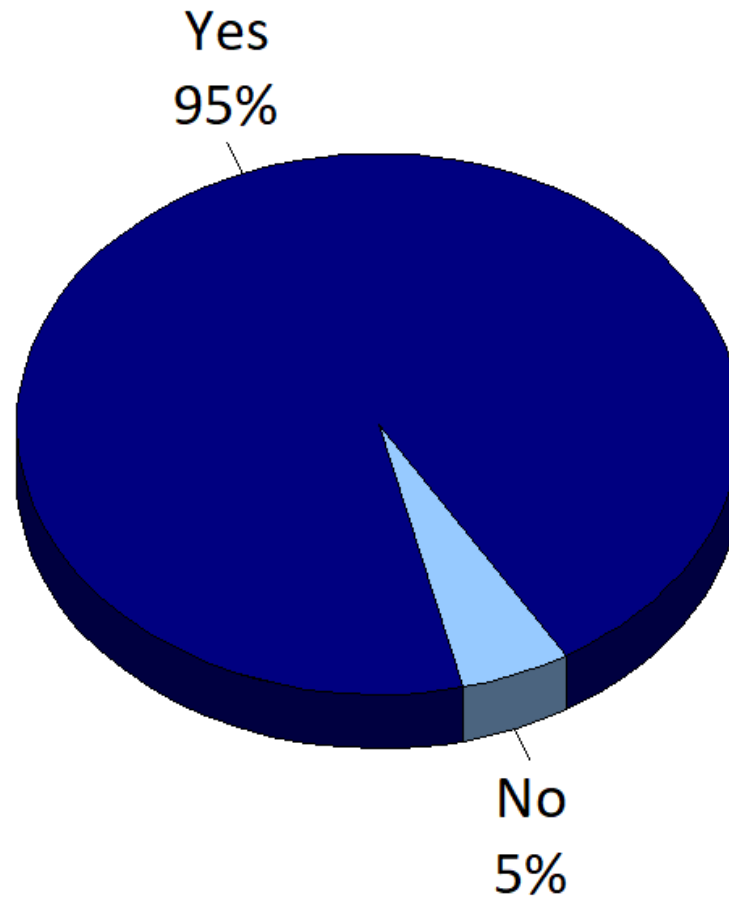
What type of trip do you take most often on Cherriots LIFT?

by percentage of respondents (excluding “not provided”)



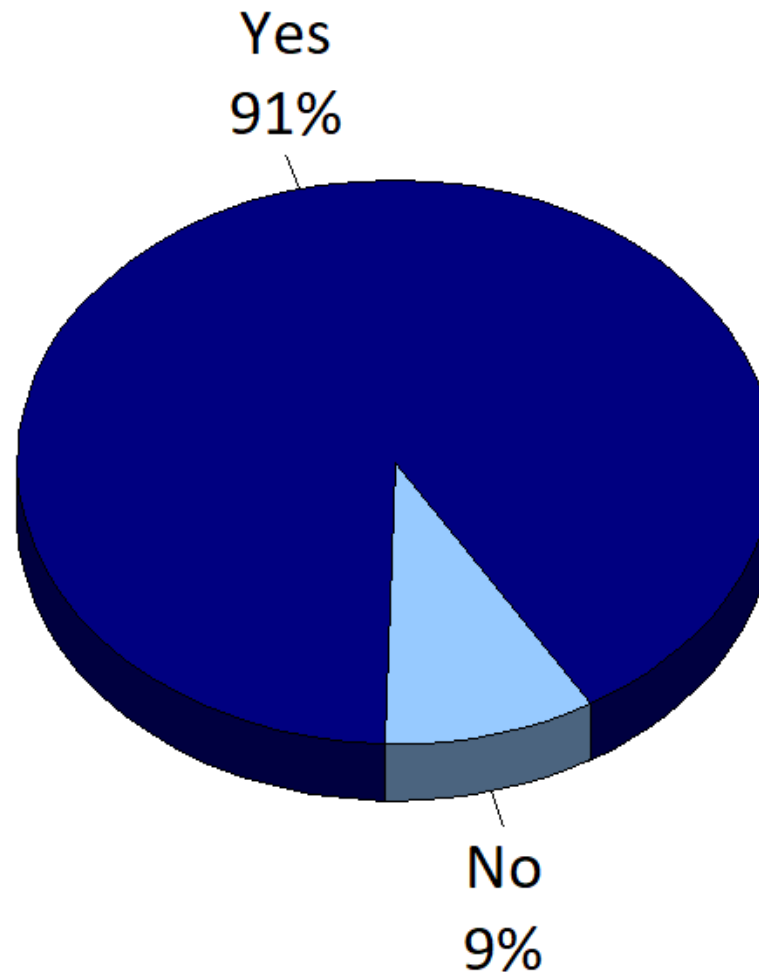
Are you aware that the pick-up window for trips you schedule is 30 minutes prior to your scheduled pick-up time?

by percentage of respondents (excluding “not provided”)



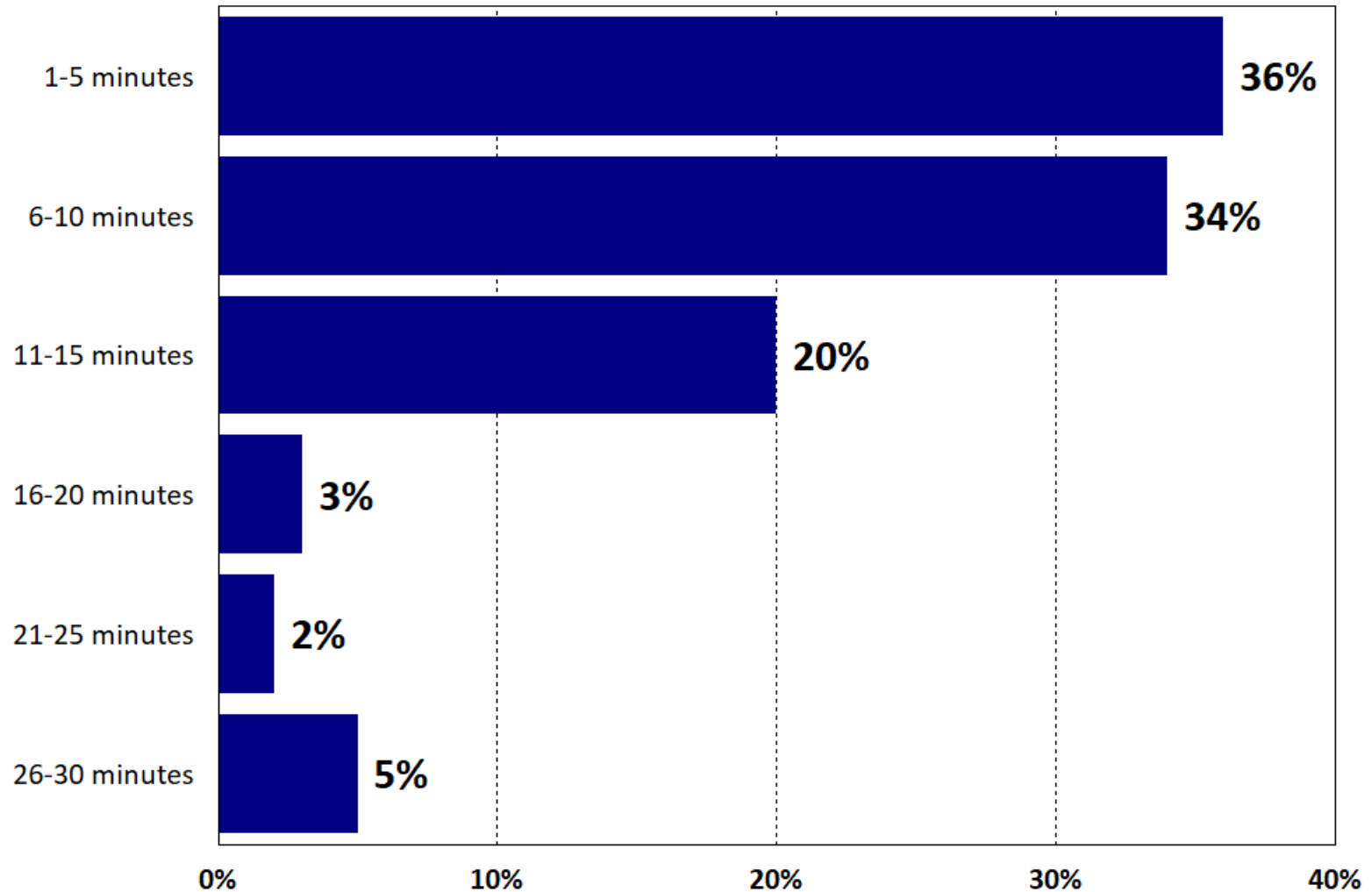
**Are you aware that if you do not board the vehicle within
5 minutes of the vehicle arriving that you can
be marked as a No-Show and the vehicle can depart the location?**

by percentage of respondents (excluding “not provided”)



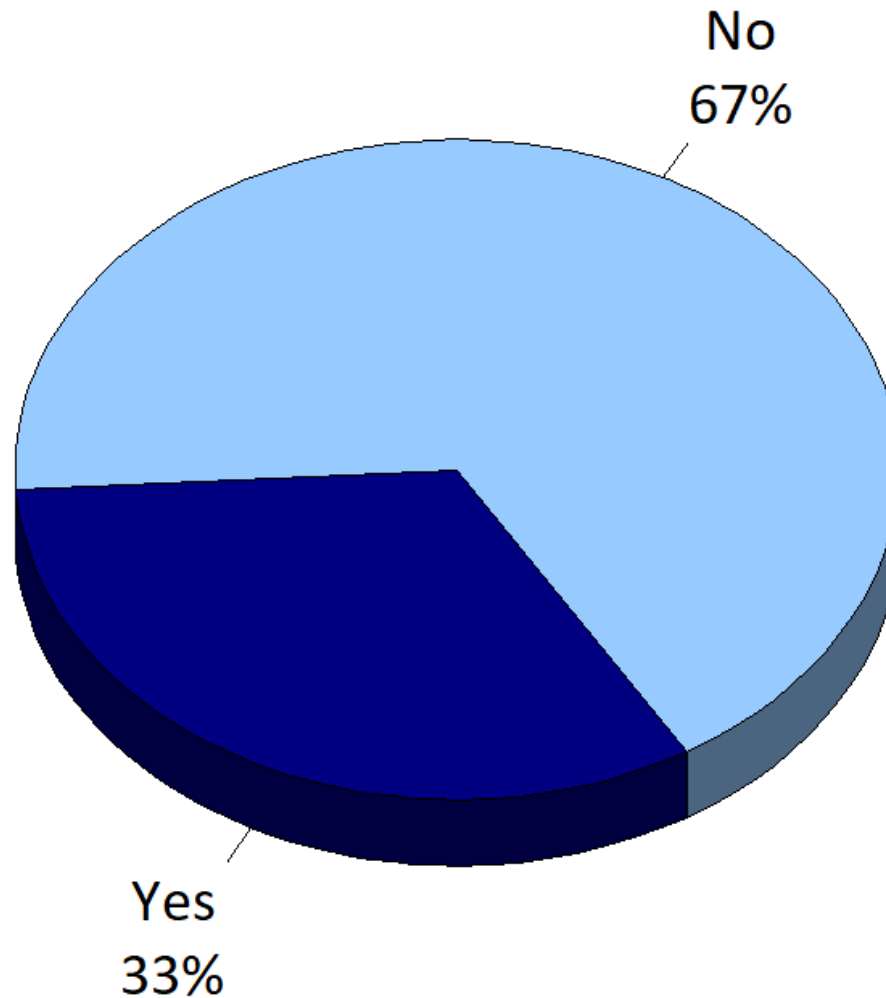
How many minutes do you feel is acceptable for a vehicle to arrive beyond the scheduled pickup window?

by percentage of respondents (excluding “not provided”)



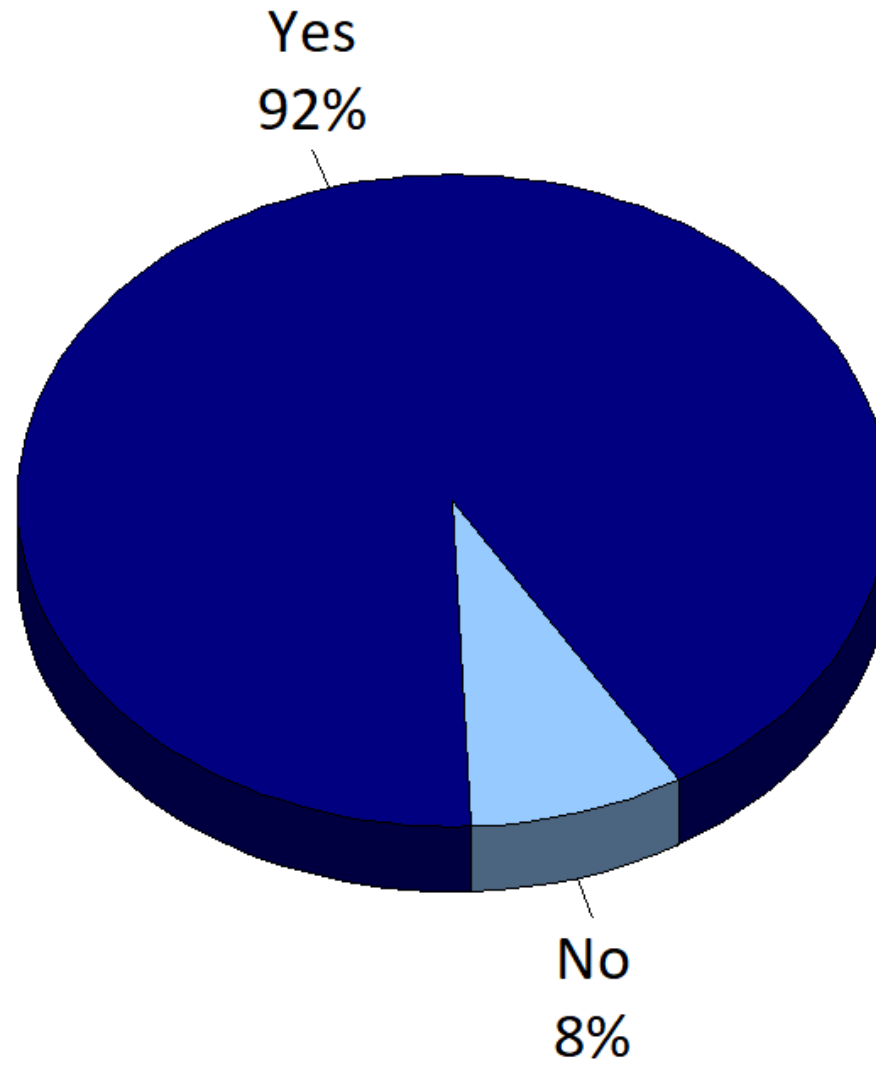
Have you contacted Cherriots customer service with a question, concern or complaint in the last three months?

by percentage of respondents



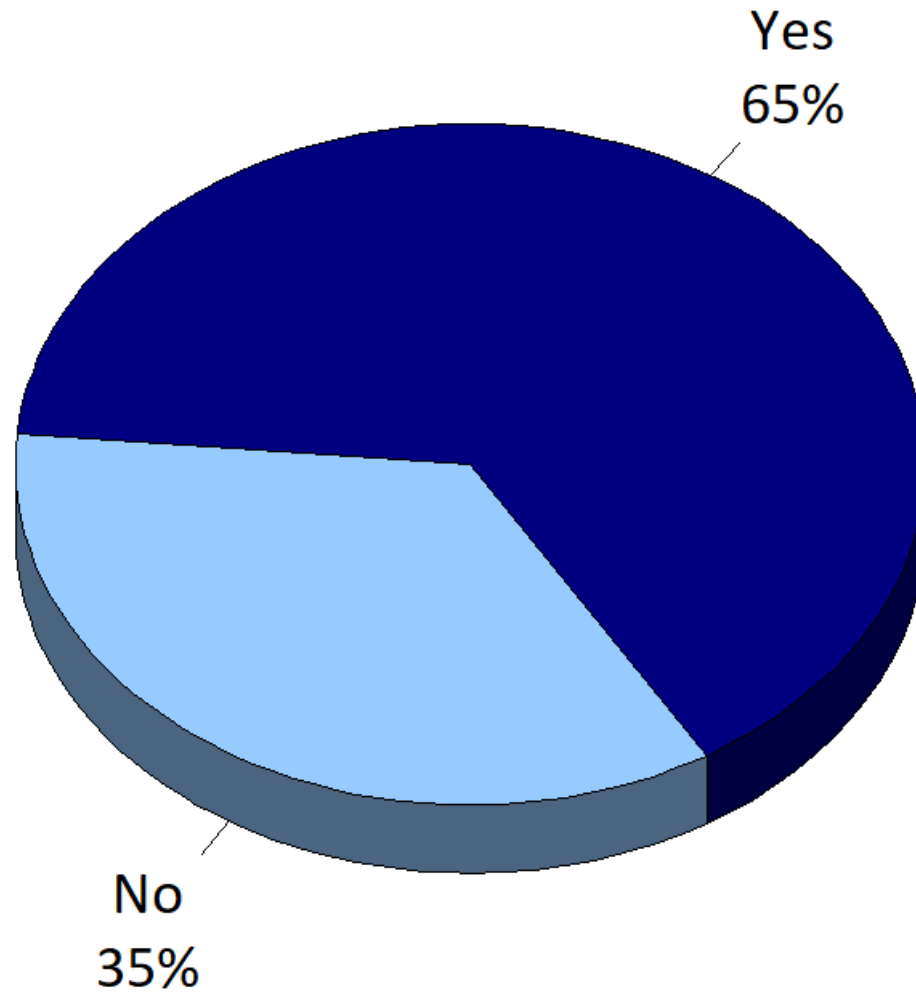
Was your issue resolved?

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



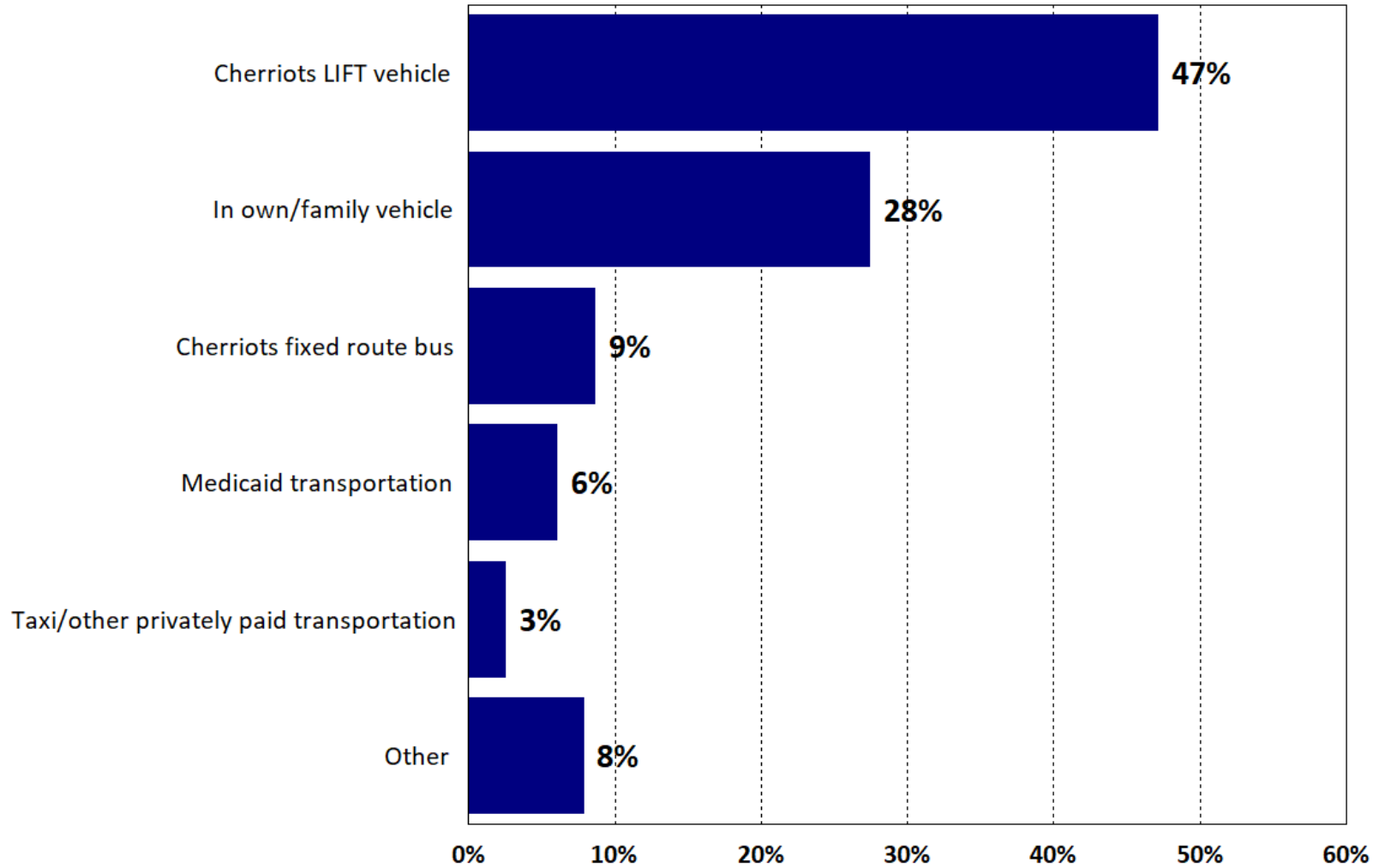
Are you aware that Cherriots LIFT services may be booked up to 14 days before your trip?

by percentage of respondents



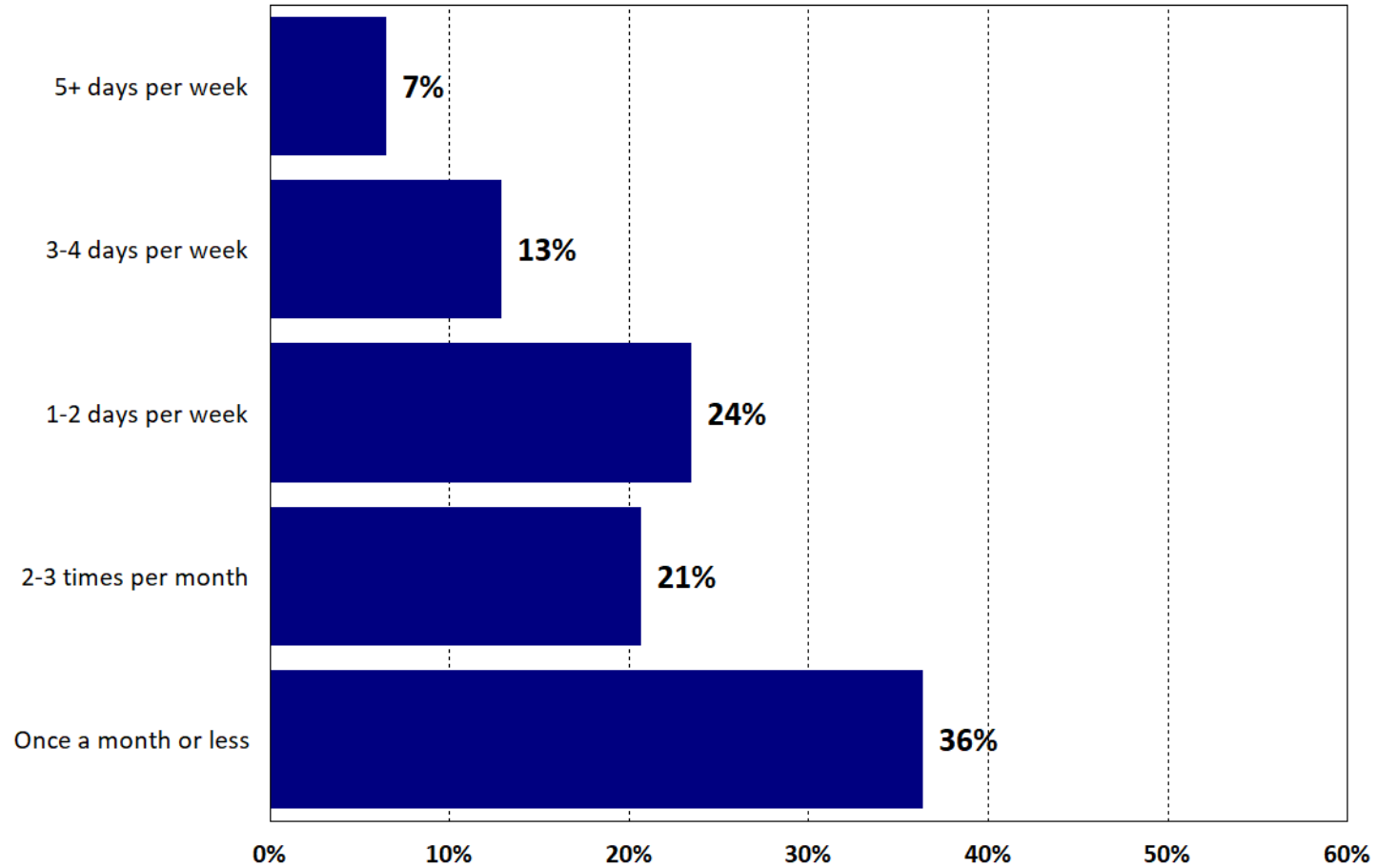
How do you take most of your trips?

by percentage of respondents (excluding “not provided”)



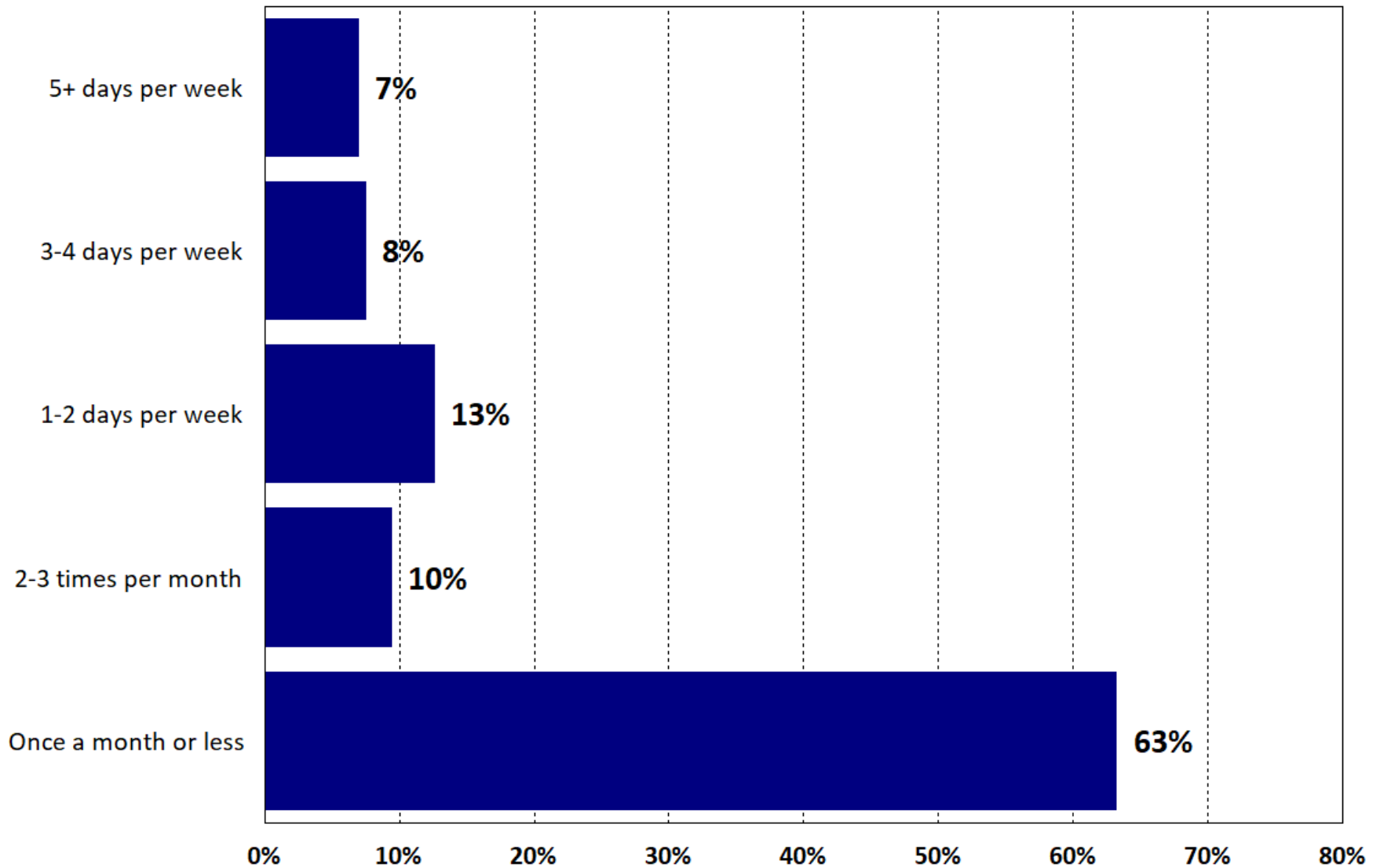
How often do you take Cherriots LIFT service trips?

by percentage of respondents (excluding “not provided”)



How often do you ride Cherriots Fixed Route Buses?

by percentage of respondents (excluding “not provided”)

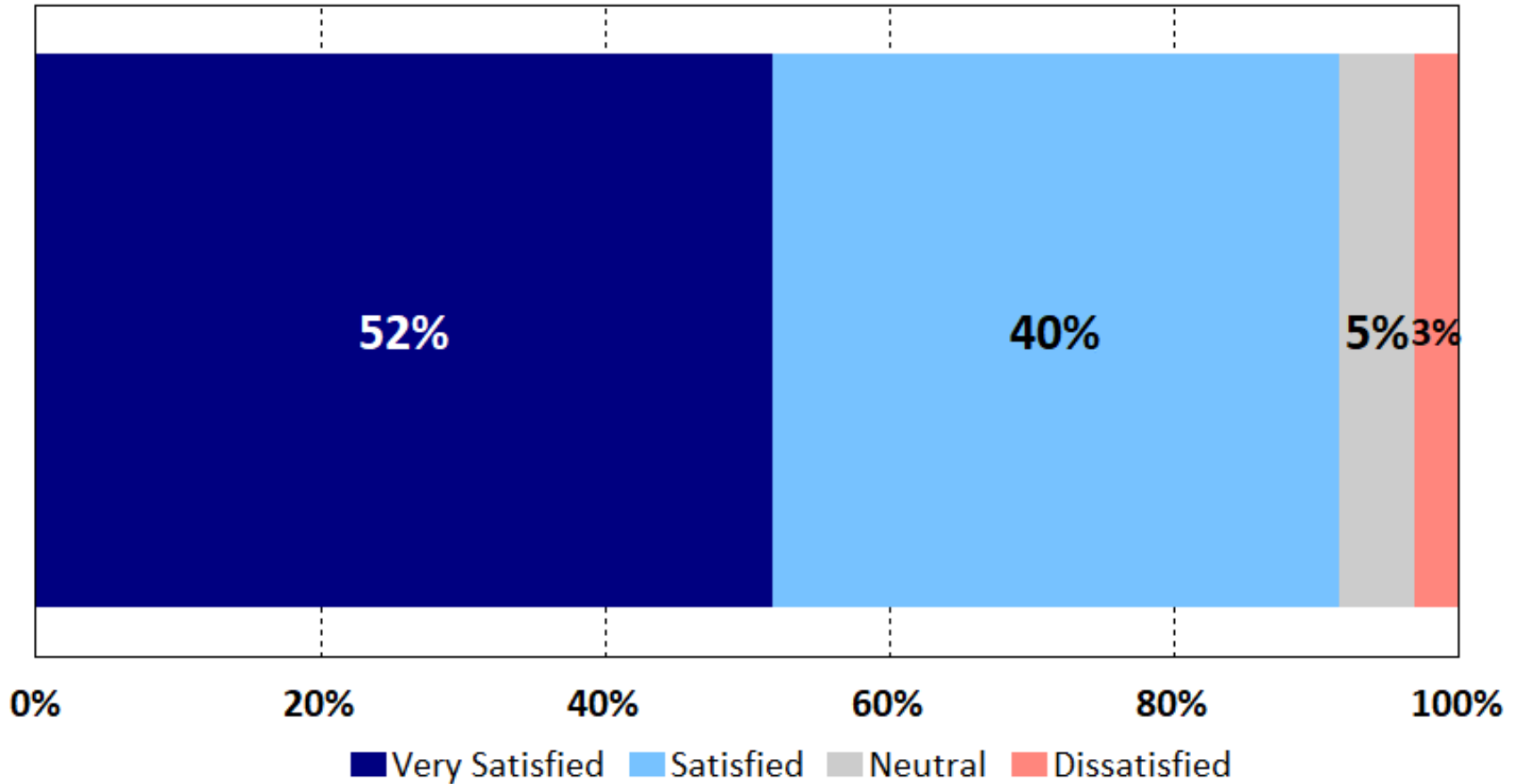




CUSTOMER OPINIONS

How satisfied are you with the overall quality of Cherriots LIFT service?

by percentage of respondents (excluding “not provided”)



NET PROMOTER SCORE

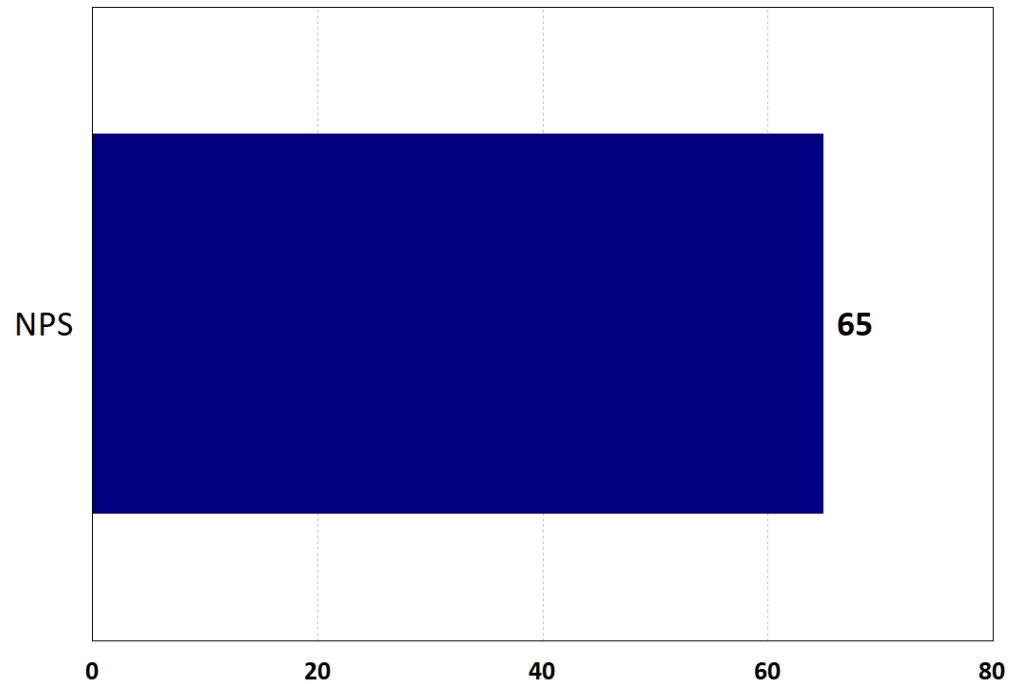
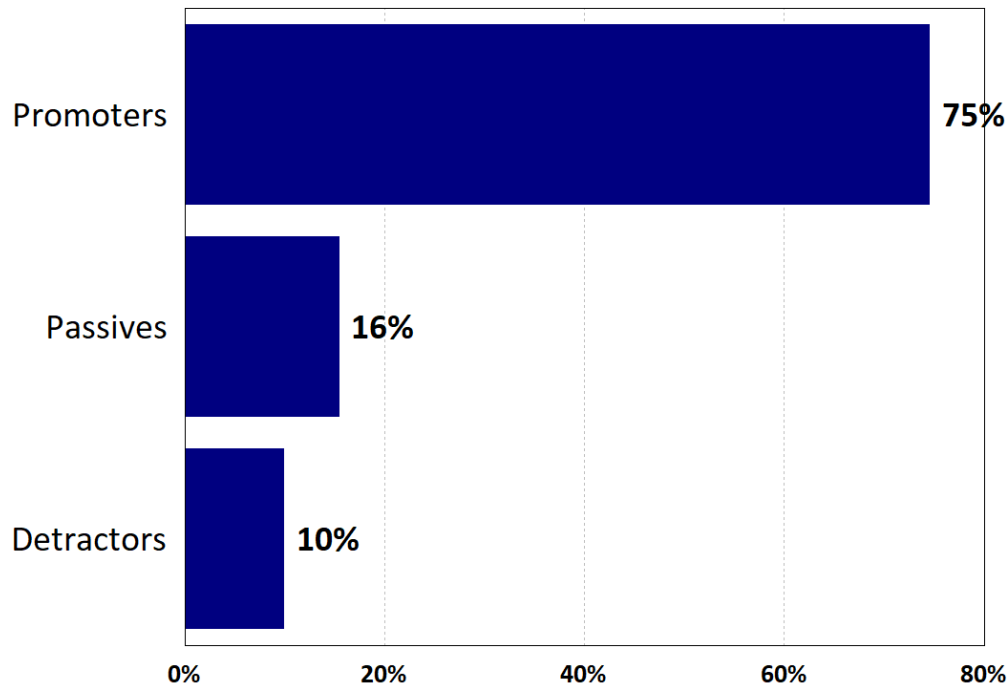
Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend riding LIFT service to a friend, colleague, or family member?

“Promoter” = 10-9

“Passive” = 8-7

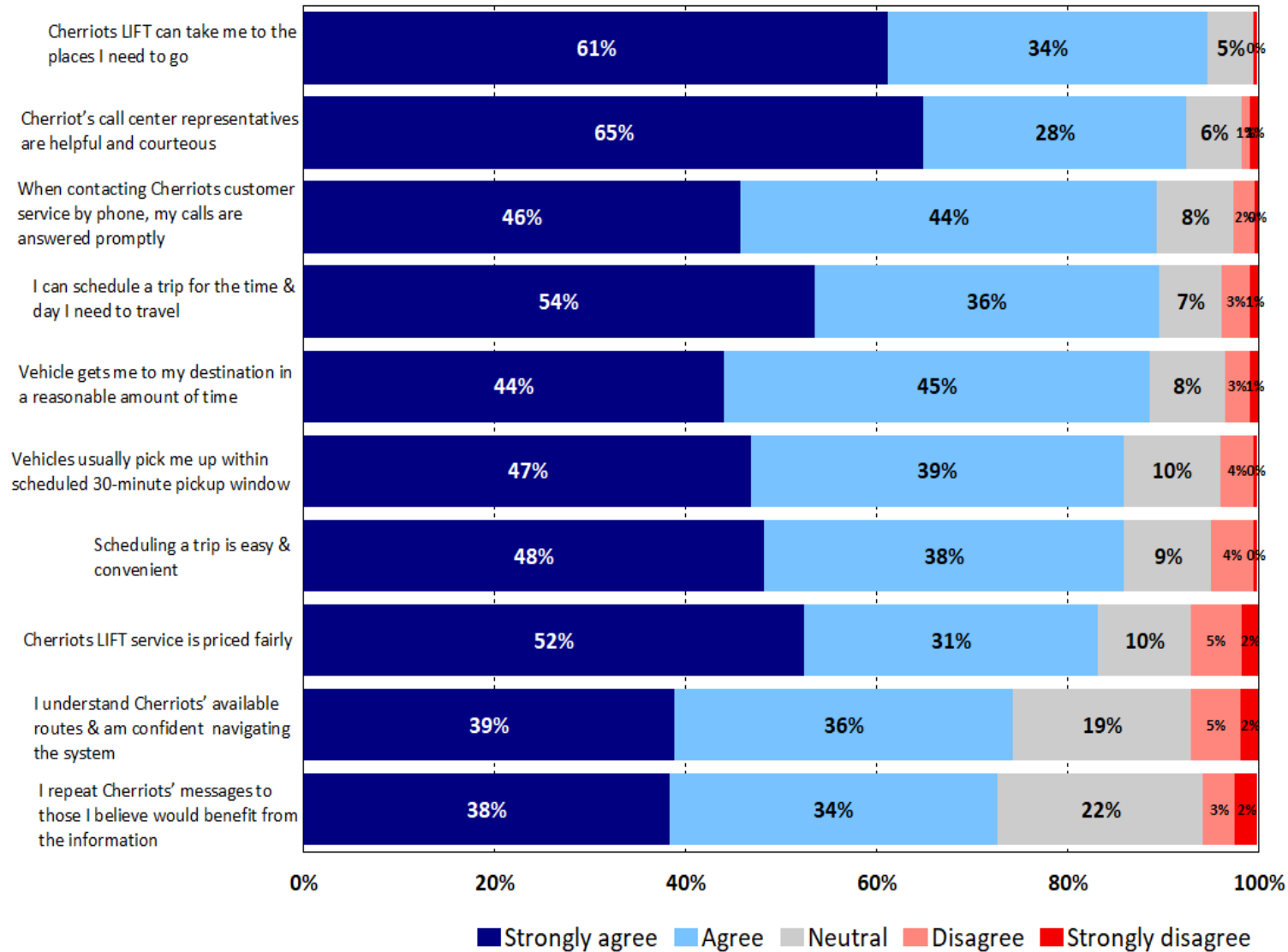
“Detractor” = 6-0

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



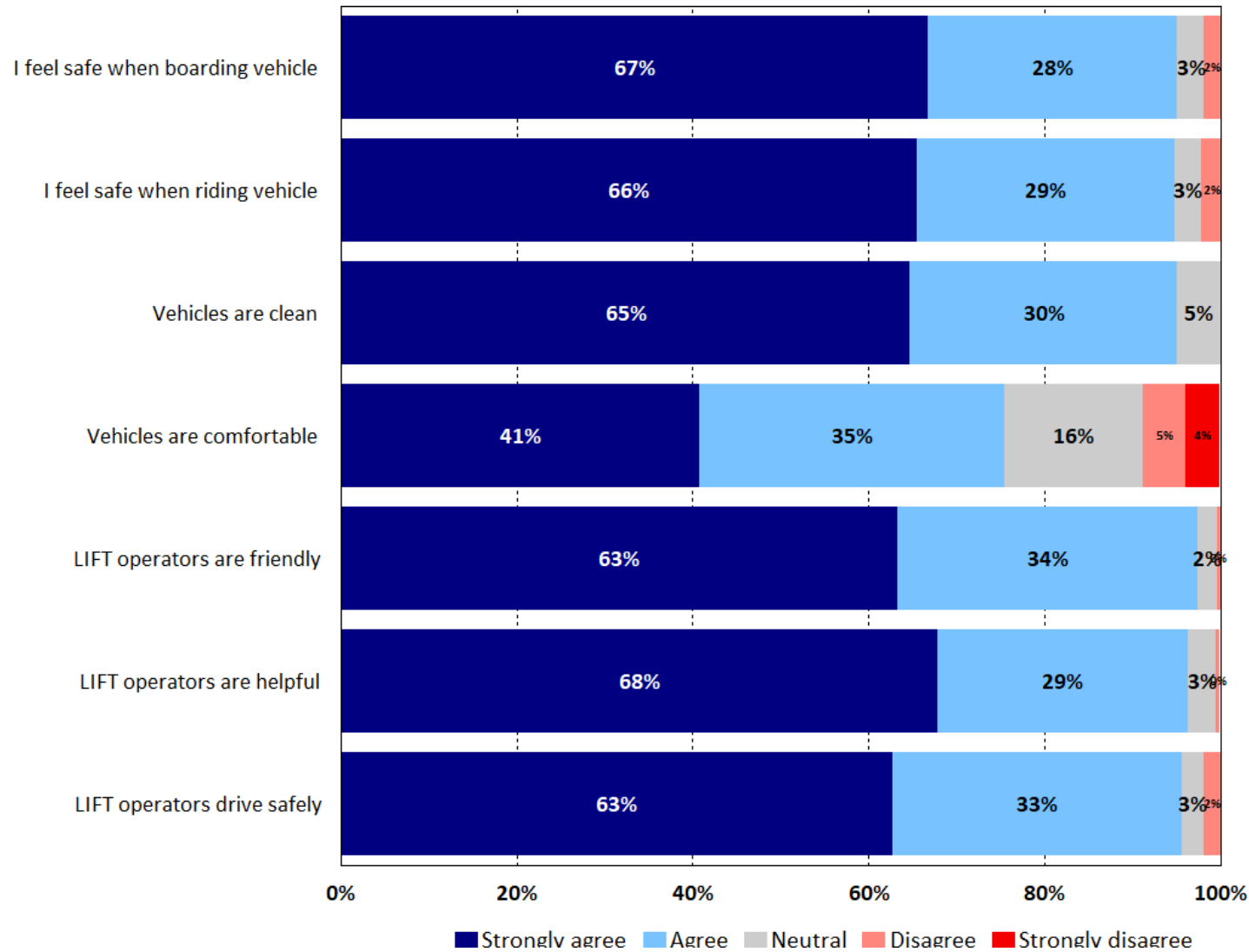
Please rate your agreement with the following statements.

by percentage of respondents (excluding “not provided”)



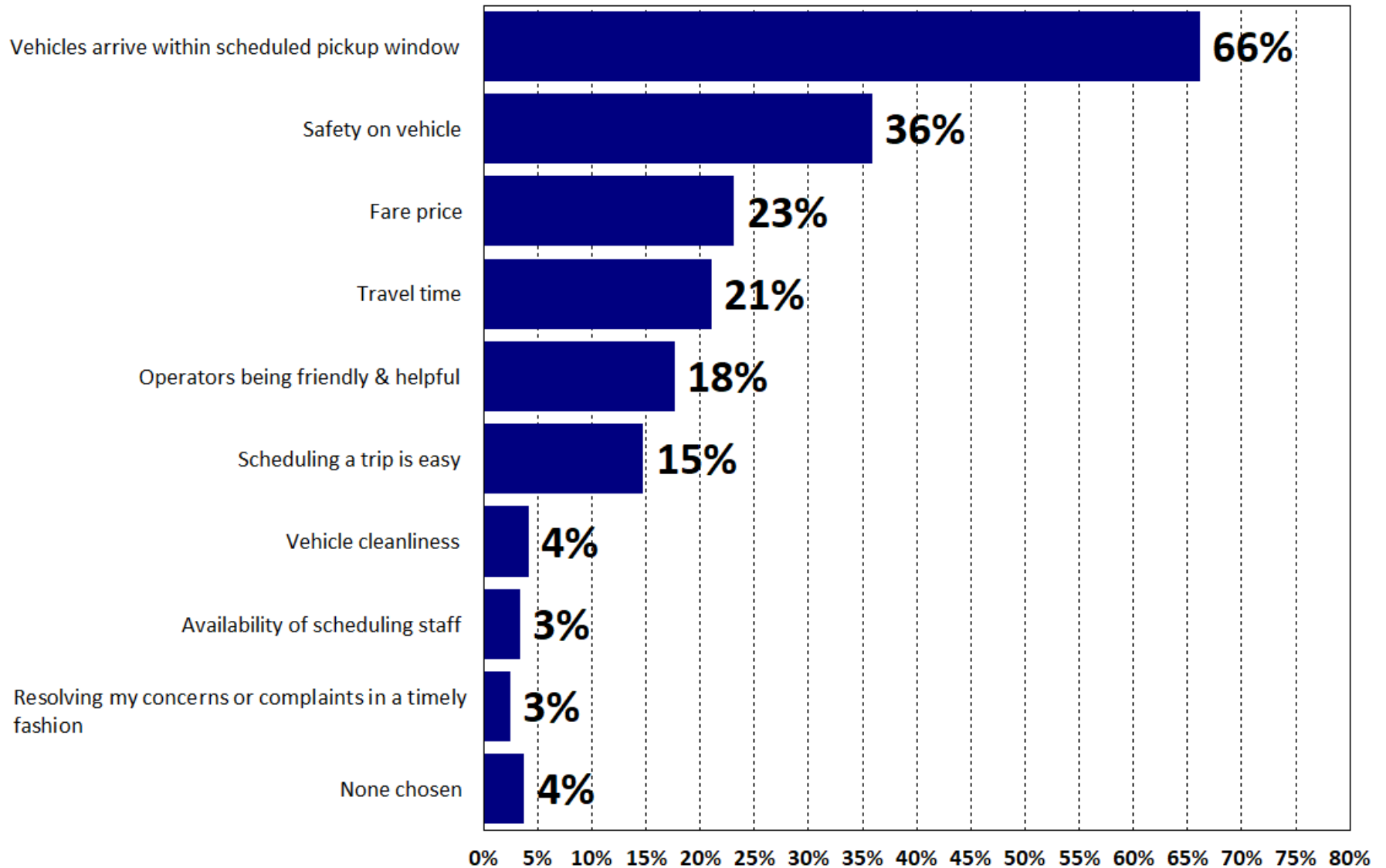
Please rate your agreement with the following statements. (Cont.)

by percentage of respondents (excluding “not provided”)



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

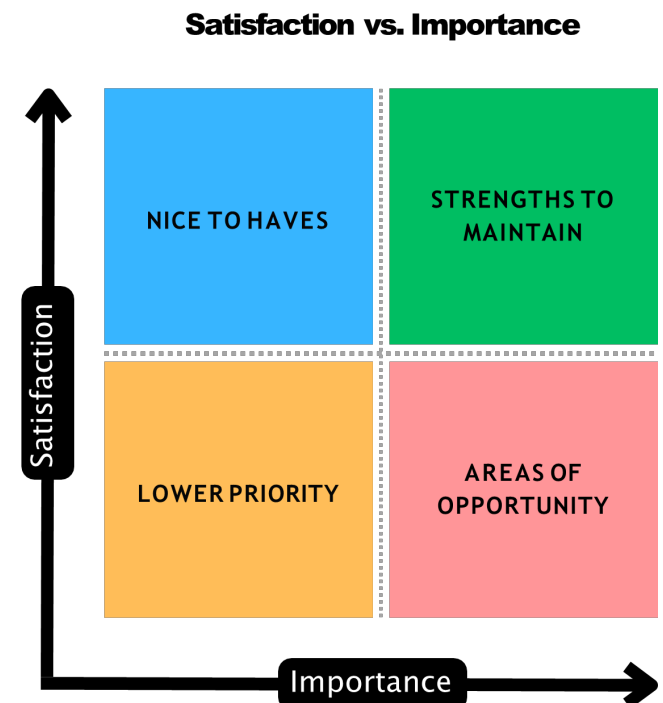
by percentage of respondents who selected each item as first, second, or third most important



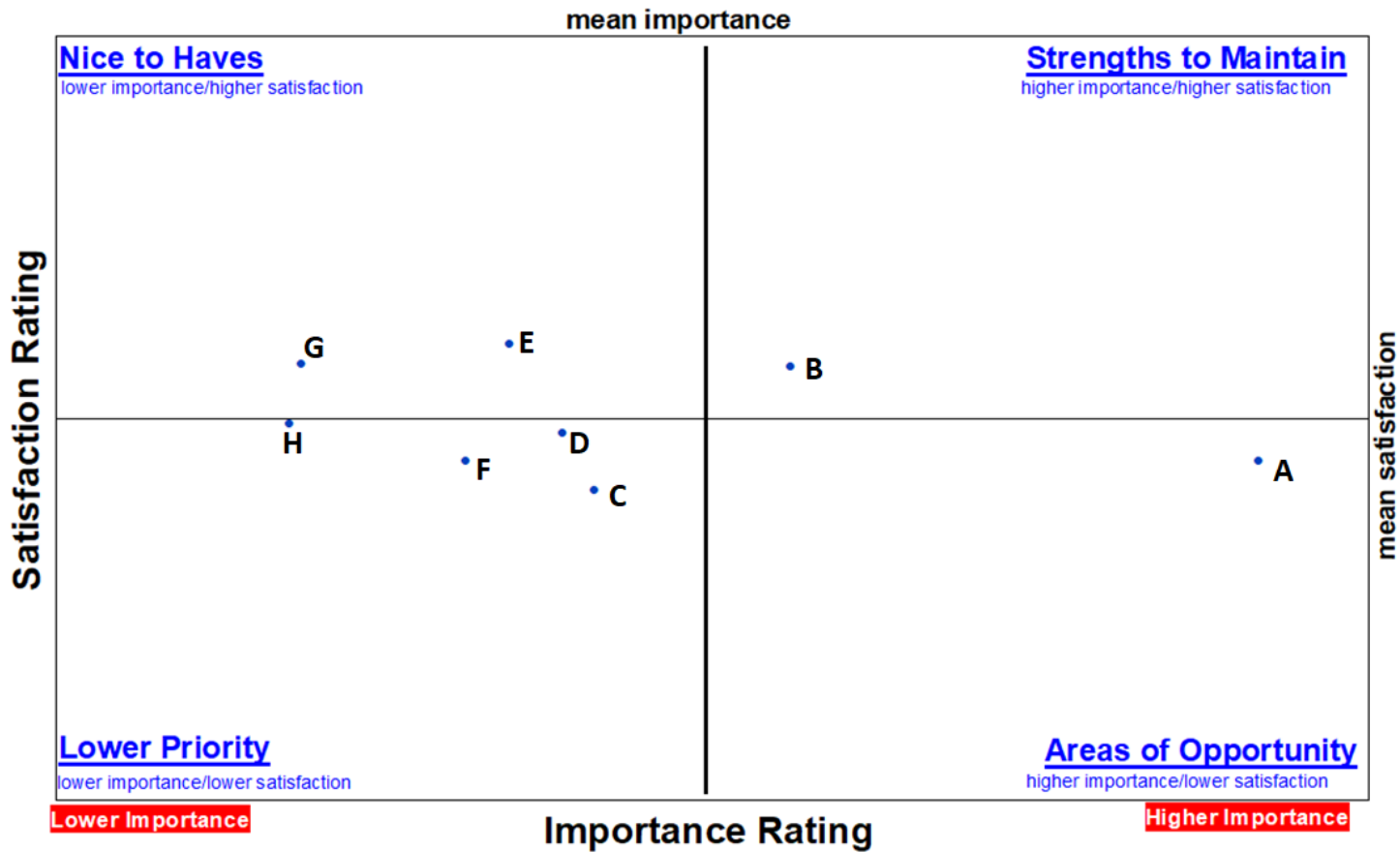
Importance-Satisfaction (I-S) Analysis

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

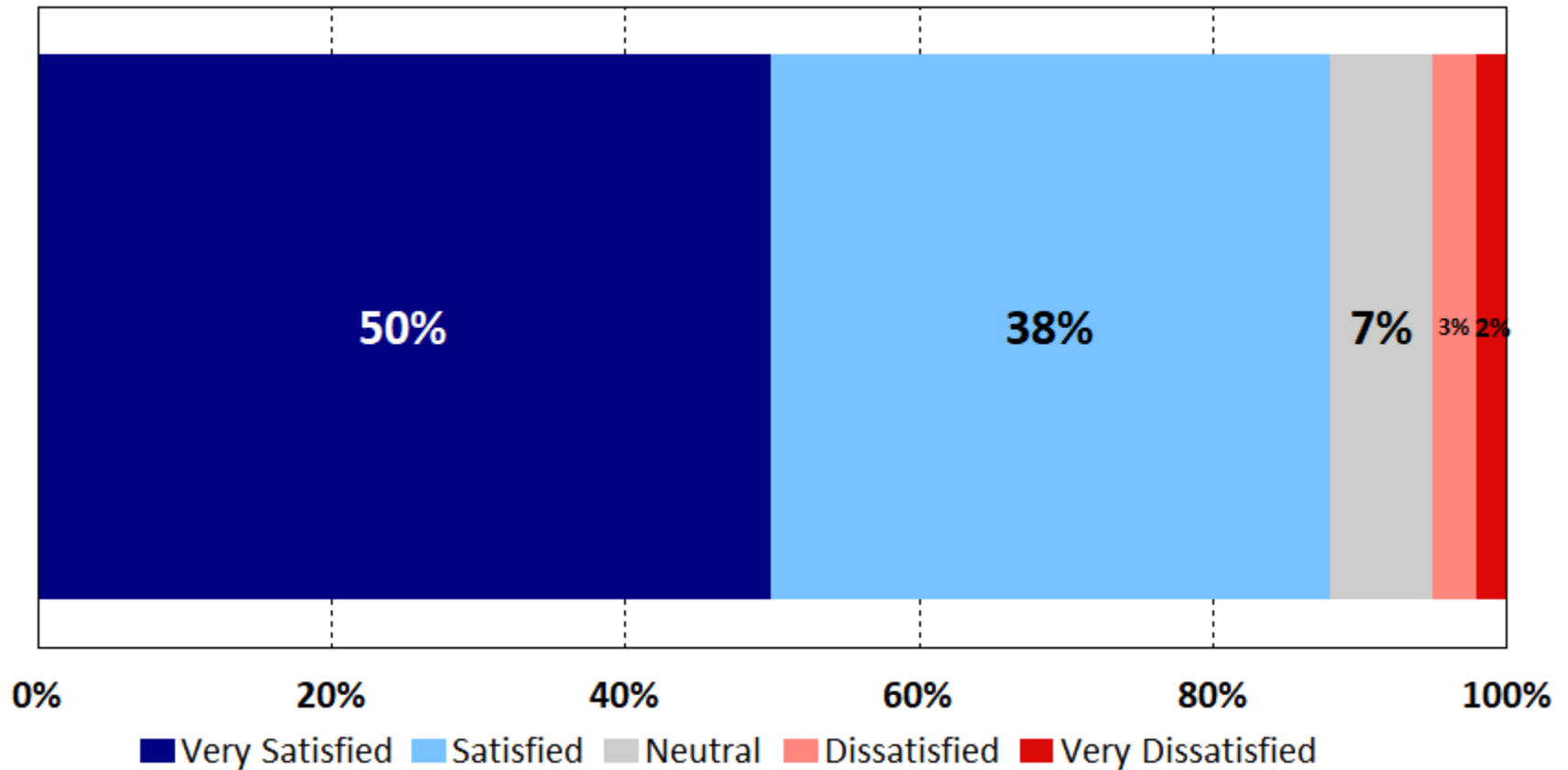


- A. Vehicles arrive within scheduled pickup window
- B. Safety on vehicle
- C. Fare price
- D. Travel time
- E. Operators being friendly & helpful
- F. Scheduling a trip is easy
- G. Vehicle cleanliness
- H. Availability of scheduling staff

Source: ETC Institute (2023)

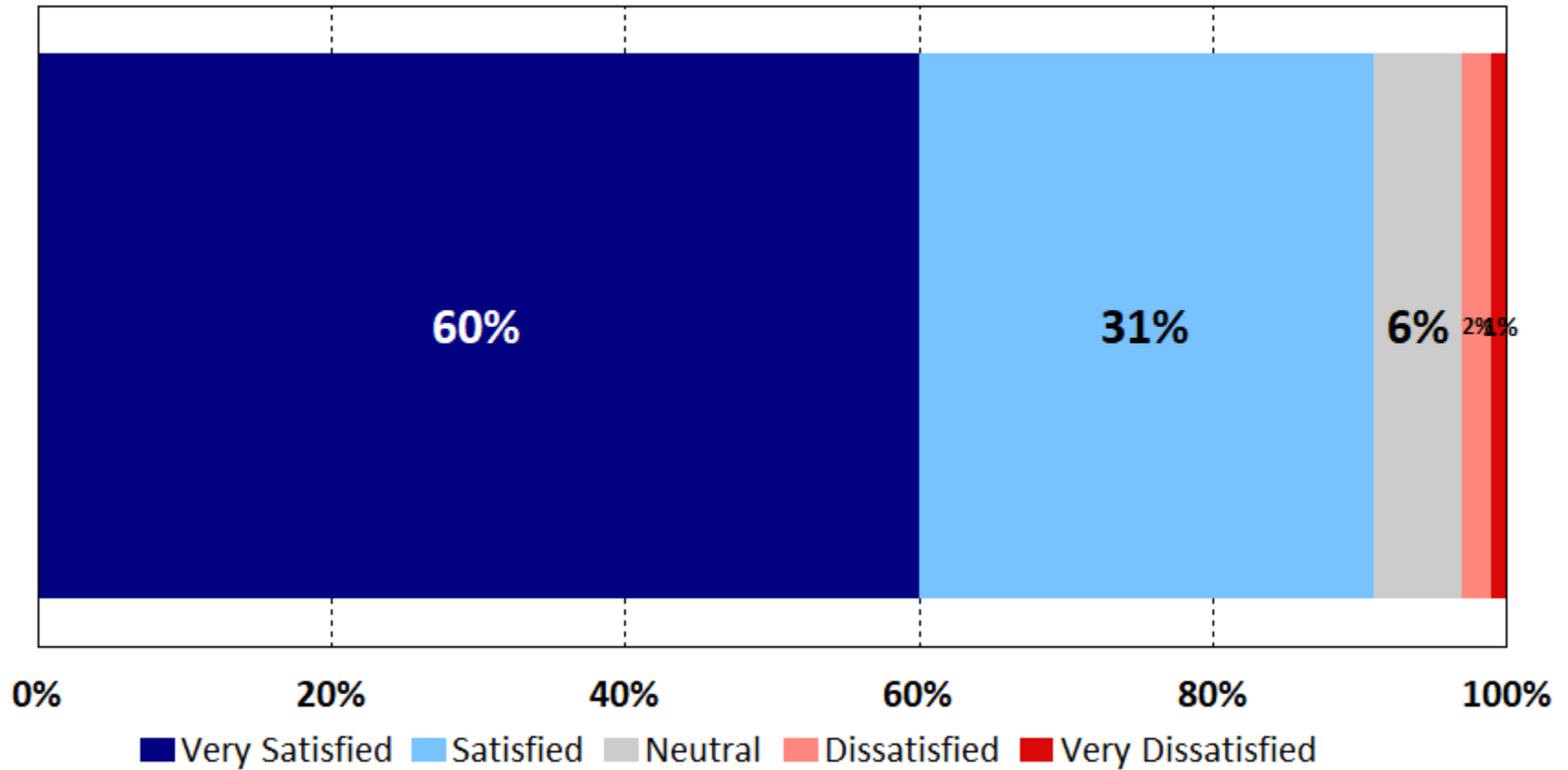
How satisfied are you with the overall quality of Cherriots' communications material?

by percentage of respondents (excluding "not provided")



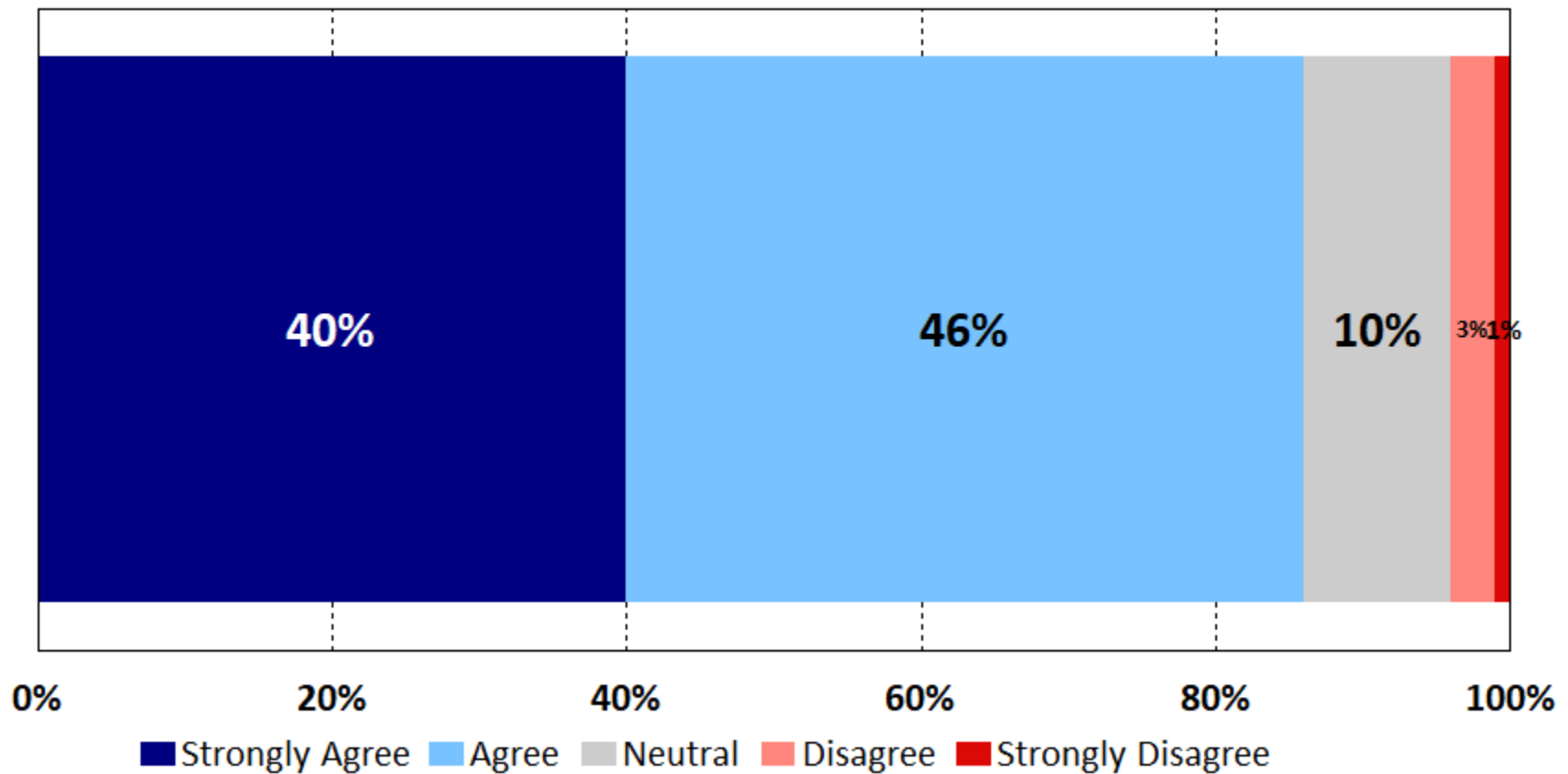
How satisfied are you with the overall performance of Cherriots' customer service staff?

by percentage of respondents (excluding "not provided")



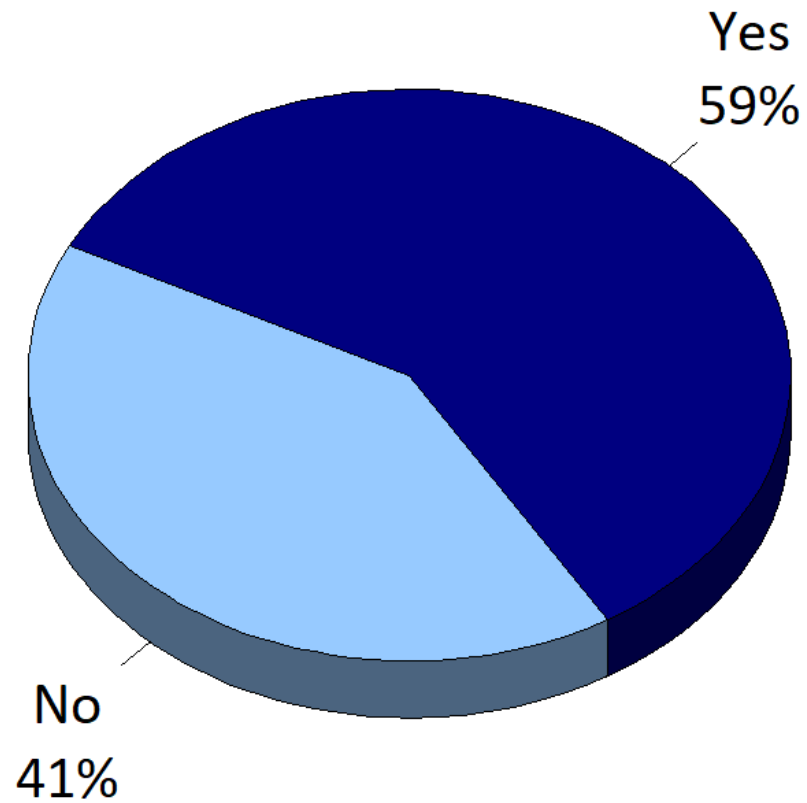
Please indicate how much you agree or disagree with the following statement. "Vehicle wheelchair lifts are consistently in working order."

by percentage of respondents (excluding "not provided")



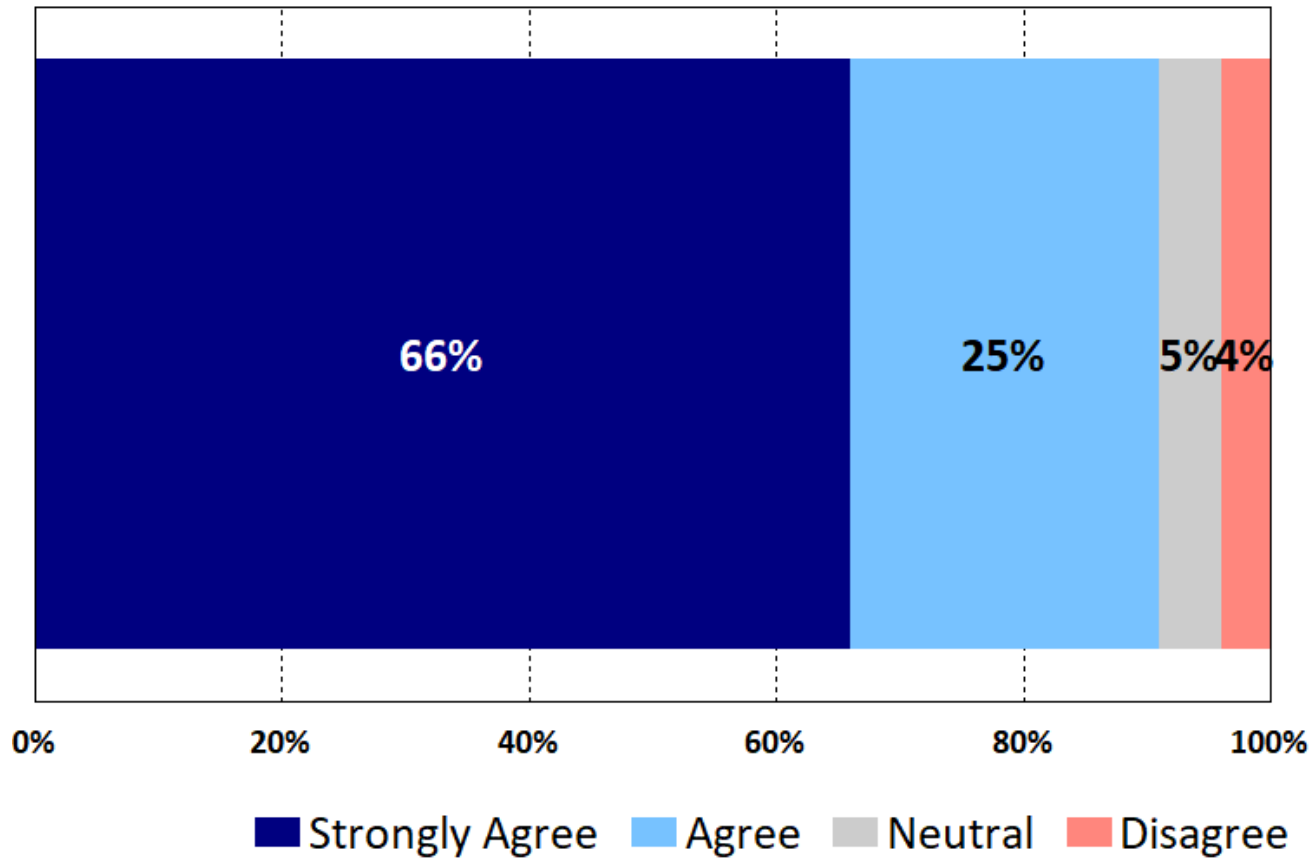
Do you have a wheelchair, scooter, or other mobility device?

by percentage of respondents



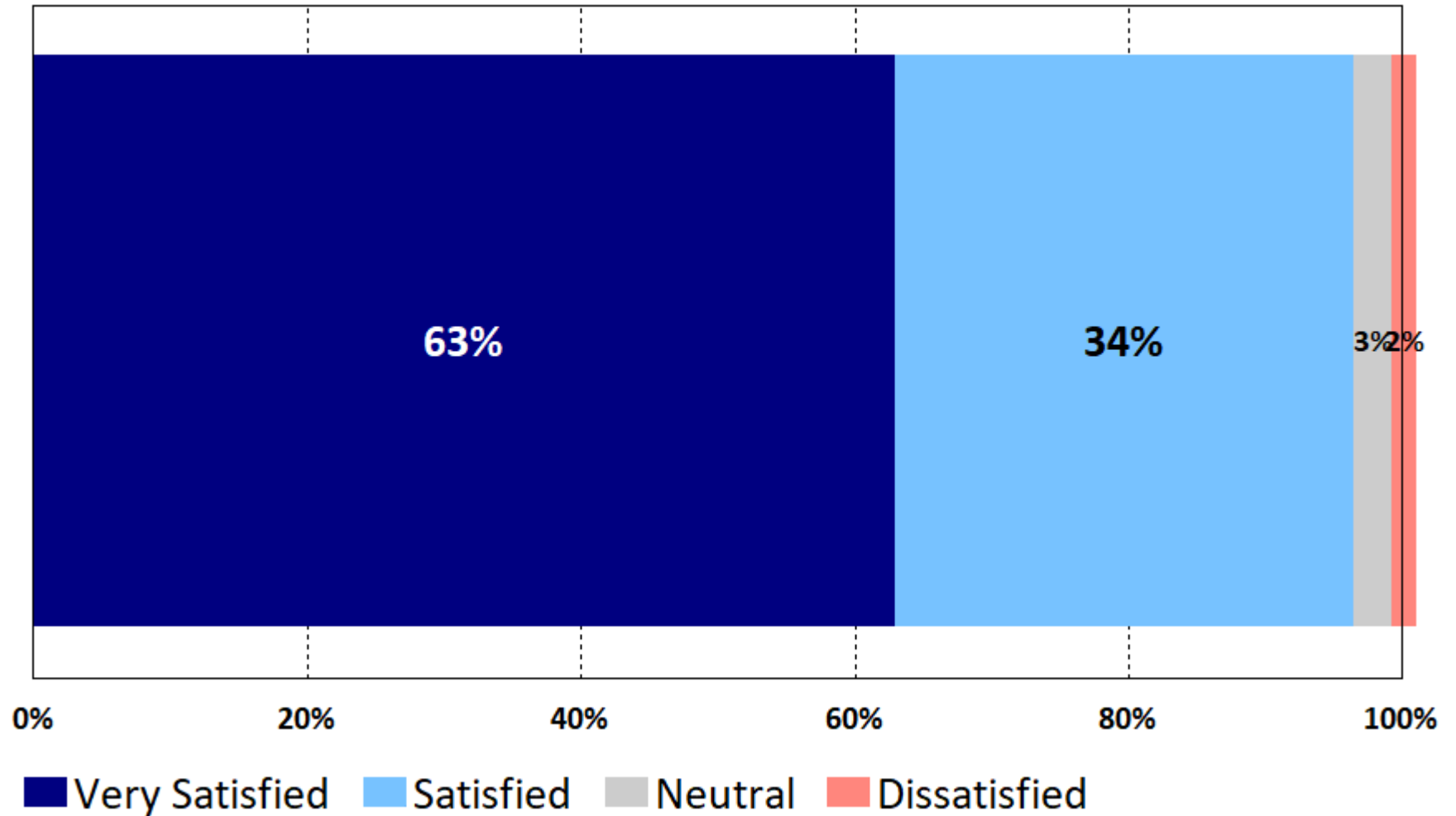
Please indicate how much you agree or disagree with the following statement. "The operators safely secure my wheelchair, scooter, or other mobility device."

by percentage of respondents (excluding "not provided")



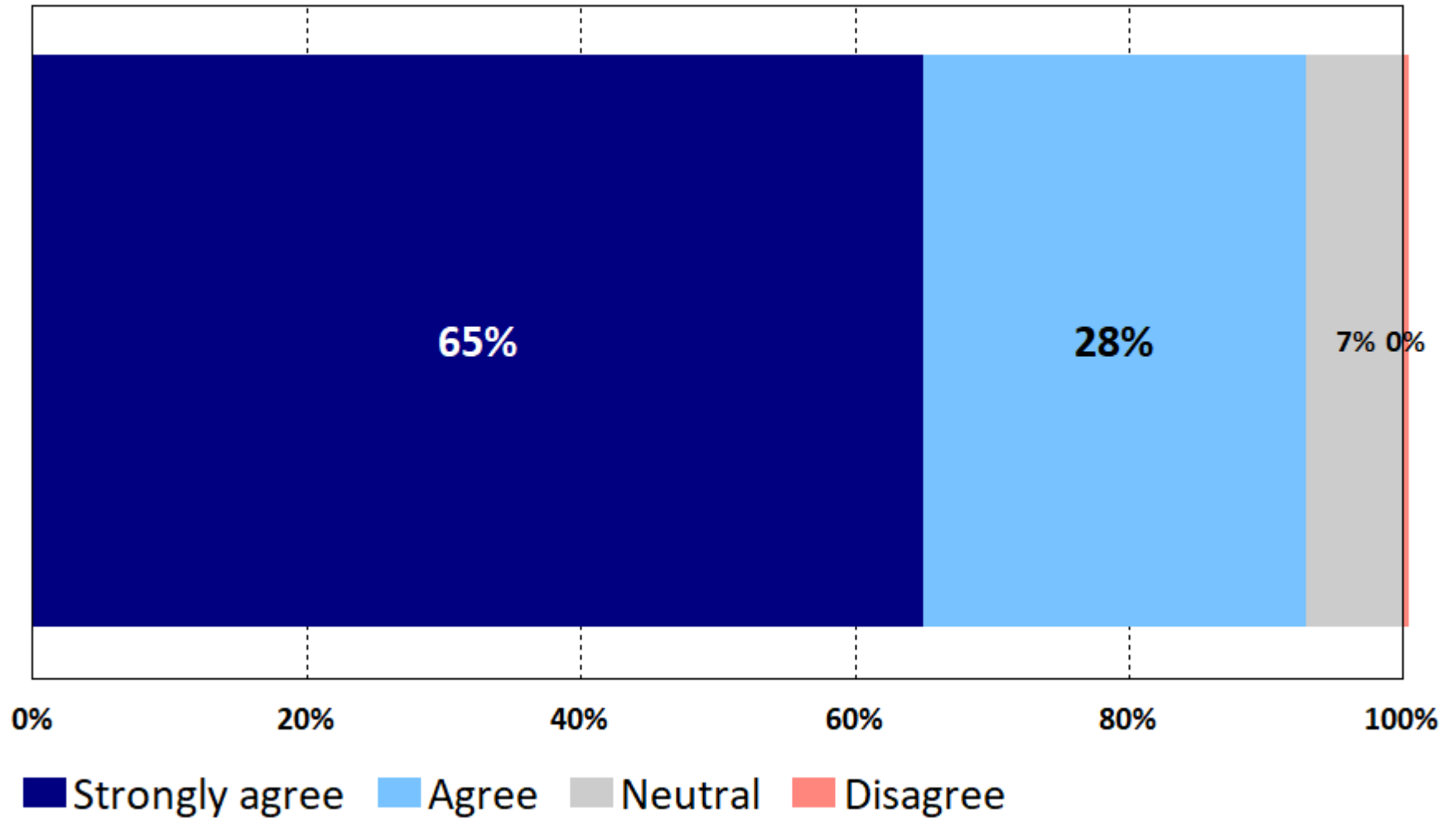
How satisfied are you with the overall performance of Cherriots LIFT operators?

by percentage of respondents (excluding “not provided”)



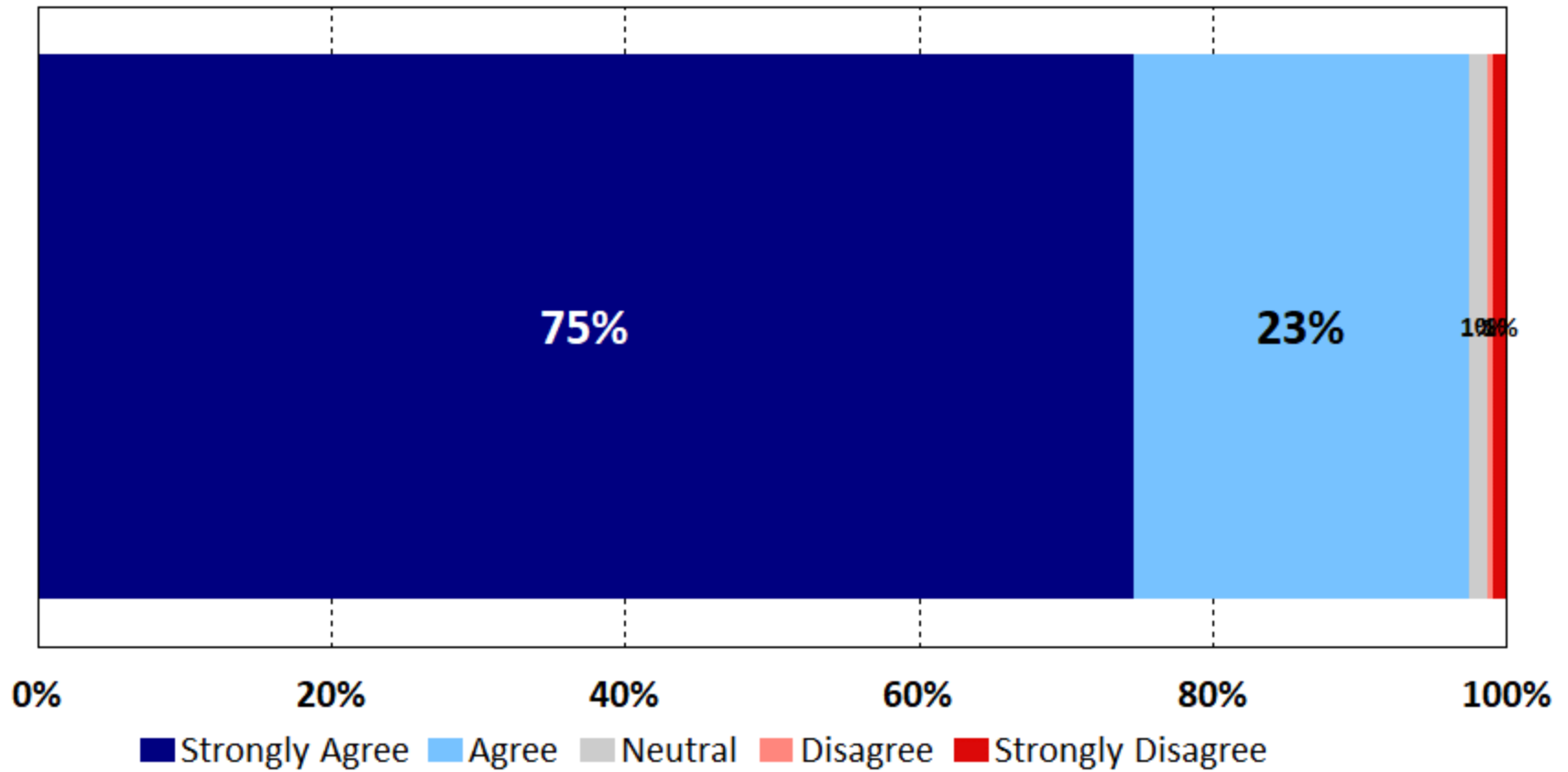
I view Cherriots employees favorably.

By percentage of respondents (excluding “not provided”)



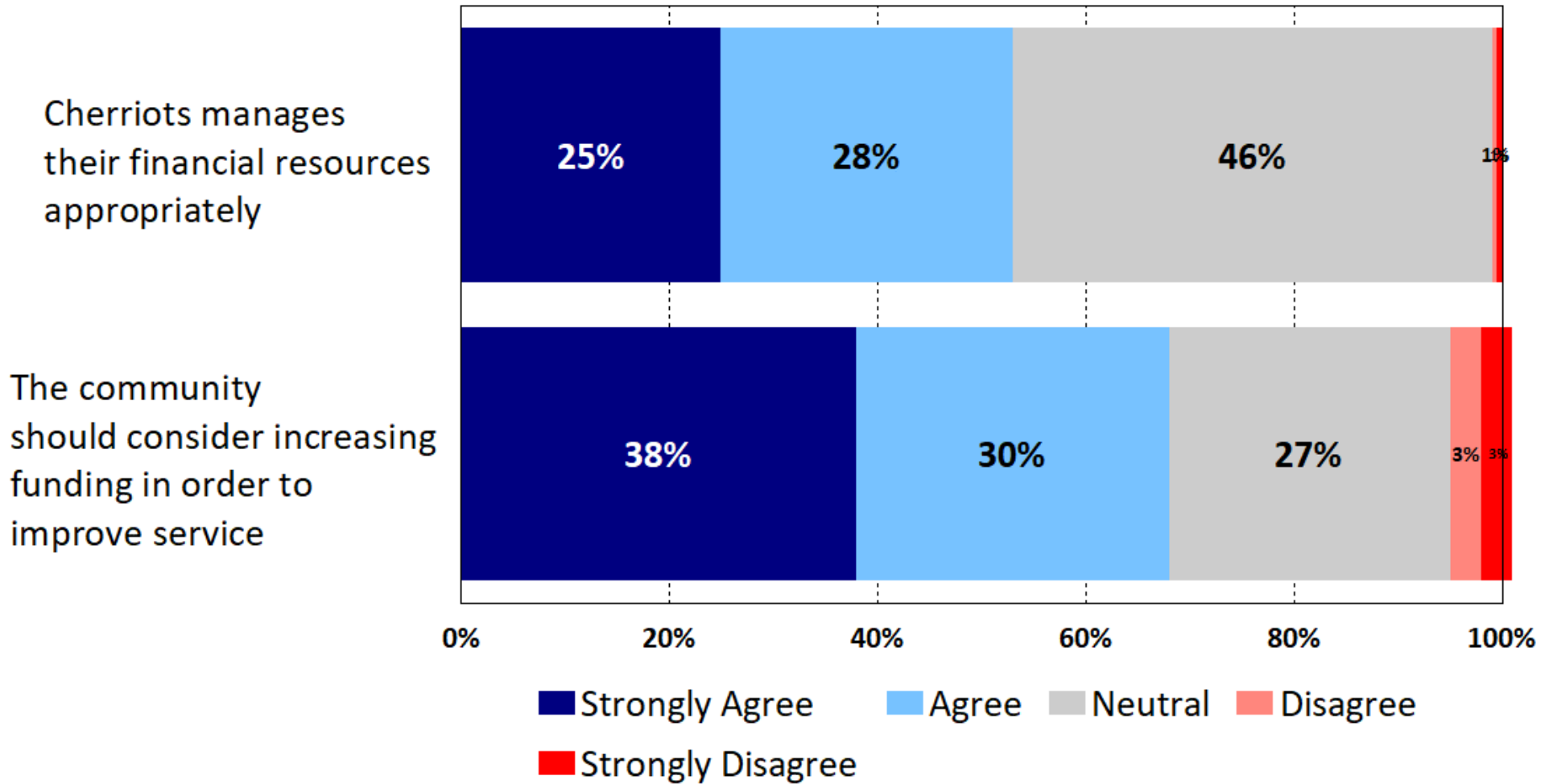
The Cherriots system provides value to the community.

By percentage of respondents (excluding “not provided”)



Please indicate how much you agree or disagree with the following statements.

By percentage of respondents (excluding “not provided”)



3

Tabular Data

Q1. Are you the customer using Cherriots LIFT, or are you the caretaker or family member of the Paratransit customer?

Q1. Are you the customer using Cherriots LIFT,
or are you the caretaker or family member of

Paratransit customer	Number	Percent
Customer	213	89.9 %
Caretaker	24	10.1 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q2. Do you require a Personal Care Assistant (PCA) to travel with you?

Q2. Do you require a Personal Care Assistant to
travel with you

	Number	Percent
Yes	23	9.7 %
No	177	74.7 %
Sometimes	37	15.6 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q3. What type of trip do you take most often on Cherriots LIFT?

Q3. What type of trip do you take most often on
Cherriots LIFT

	Number	Percent
Work	28	11.8 %
Education	1	0.4 %
Healthcare	135	57.0 %
Leisure/social/recreation	17	7.2 %
Shopping	27	11.4 %
Religious activities	15	6.3 %
Other	8	3.4 %
Not provided	6	2.5 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED

Q3. What type of trip do you take most often on Cherriots LIFT?

Q3. What type of trip do you take most often on Cherriots LIFT	Number	Percent
Work	28	12.1 %
Education	1	0.4 %
Healthcare	135	58.4 %
Leisure/social/recreation	17	7.4 %
Shopping	27	11.7 %
Religious activities	15	6.5 %
Other	8	3.5 %
Total	231	100.0 %

Missing Cases = 6
 Response Percent = 97.5 %

Q4. All things considered, how likely would you be to recommend riding LIFT to a friend or neighbor?

	Very likely	9	8	7	6	5	4	3	2	1	Not at all likely	Not provided
Q4. All things considered, how likely would you be to recommend riding LIFT to a friend or neighbor	62.4%	10.5%	11.8%	3.4%	1.3%	3.0%	0.8%	1.3%	0.8%	0.4%	2.1%	2.1%

WITHOUT NOT PROVIDED

Q4. All things considered, how likely would you be to recommend riding LIFT to a friend or neighbor?

	Very likely	9	8	7	6	5	4	3	2	1	Not at all likely
Q4. All things considered, how likely would you be to recommend riding LIFT to a friend or neighbor	63.8%	10.8%	12.1%	3.4%	1.3%	3.0%	0.9%	1.3%	0.9%	0.4%	2.2%

Q5. Are you aware that the pick-up window for trips you schedule is 30 minutes prior to your scheduled pick-up time?

Q5. Are you aware that pickup window for trips
you schedule is 30 minutes prior to your scheduled
pickup time

	Number	Percent
Yes	221	93.2 %
No	12	5.1 %
Not provided	4	1.7 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED**Q5. Are you aware that the pick-up window for trips you schedule is 30 minutes prior to your scheduled pick-up time?**

Q5. Are you aware that pickup window for trips
you schedule is 30 minutes prior to your scheduled
pickup time

	Number	Percent
Yes	221	94.8 %
No	12	5.2 %
Total	233	100.0 %

Missing Cases = 4

Response Percent = 98.3 %

Q6. Are you aware that if you do not board the vehicle within 5 minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location?

Q6. Are you aware that if you do not board
vehicle within 5 minutes of vehicle arriving that
you can be marked as a No-Show & vehicle can
depart the location

	Number	Percent
Yes	213	89.9 %
No	22	9.3 %
Not provided	2	0.8 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED**Q6. Are you aware that if you do not board the vehicle within 5 minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location?**

Q6. Are you aware that if you do not board vehicle within 5 minutes of vehicle arriving that you can be marked as a No-Show & vehicle can depart the location

	Number	Percent
Yes	213	90.6 %
No	22	9.4 %
Total	235	100.0 %

Missing Cases = 2

Response Percent = 99.2 %

Q7. How many minutes do you feel is acceptable for a vehicle to arrive beyond the scheduled pickup window?

Q7. How many minutes is acceptable for a vehicle to arrive beyond scheduled pickup window

	Number	Percent
1-5 minutes	86	36.3 %
6-10 minutes	81	34.2 %
11-15 minutes	46	19.4 %
16-20 minutes	8	3.4 %
21-25 minutes	4	1.7 %
26-30 minutes	11	4.6 %
Not provided	1	0.4 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED**Q7. How many minutes do you feel is acceptable for a vehicle to arrive beyond the scheduled pickup window?**

Q7. How many minutes is acceptable for a vehicle to arrive beyond scheduled pickup window

	Number	Percent
1-5 minutes	86	36.4 %
6-10 minutes	81	34.3 %
11-15 minutes	46	19.5 %
16-20 minutes	8	3.4 %
21-25 minutes	4	1.7 %
26-30 minutes	11	4.7 %
Total	236	100.0 %

Missing Cases = 1

Response Percent = 99.6 %

Q8. Please indicate how much you agree or disagree with the following statements.

(N=237)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q8-1. Vehicles usually pick me up within scheduled 30-minute pickup window	45.1%	37.6%	9.7%	3.4%	0.4%	3.8%
Q8-2. Cherriots LIFT can take me to places I need to go	58.6%	32.1%	4.6%	0.0%	0.4%	4.2%
Q8-3. I can schedule a trip for the time & day I need to travel	51.9%	35.0%	6.3%	3.0%	0.8%	3.0%
Q8-4. Scheduling a trip is easy & convenient	46.4%	36.3%	8.9%	4.2%	0.4%	3.8%
Q8-5. Vehicle gets me to my destination in a reasonable amount of time	42.2%	42.6%	7.6%	2.5%	0.8%	4.2%
Q8-6. Cherriots LIFT service is priced fairly	50.2%	29.5%	9.3%	5.1%	1.7%	4.2%
Q8-7. I understand Cherriots' available routes & I am confident navigating the system	35.0%	32.1%	16.9%	4.6%	1.7%	9.7%
Q8-8. I repeat Cherriots messages to those I believe would benefit from the information	33.8%	30.4%	19.0%	3.0%	2.1%	11.8%
Q8-9. When contacting Cherriots customer service by phone, my calls are answered promptly	43.5%	41.4%	7.6%	2.1%	0.4%	5.1%
Q8-10. Cherriots' call center representatives are helpful & courteous	62.4%	26.6%	5.5%	0.8%	0.8%	3.8%

WITHOUT “DON’T KNOW”**Q8. Please indicate how much you agree or disagree with the following statements.**

(N=237)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q8-1. Vehicles usually pick me up within scheduled 30-minute pickup window	46.9%	39.0%	10.1%	3.5%	0.4%
Q8-2. Cherriots LIFT can take me to places I need to go	61.2%	33.5%	4.8%	0.0%	0.4%
Q8-3. I can schedule a trip for the time & day I need to travel	53.5%	36.1%	6.5%	3.0%	0.9%
Q8-4. Scheduling a trip is easy & convenient	48.2%	37.7%	9.2%	4.4%	0.4%
Q8-5. Vehicle gets me to my destination in a reasonable amount of time	44.1%	44.5%	7.9%	2.6%	0.9%
Q8-6. Cherriots LIFT service is priced fairly	52.4%	30.8%	9.7%	5.3%	1.8%
Q8-7. I understand Cherriots' available routes & I am confident navigating the system	38.8%	35.5%	18.7%	5.1%	1.9%
Q8-8. I repeat Cherriots messages to those I believe would benefit from the information	38.3%	34.4%	21.5%	3.3%	2.4%
Q8-9. When contacting Cherriots customer service by phone, my calls are answered promptly	45.8%	43.6%	8.0%	2.2%	0.4%
Q8-10. Cherriots' call center representatives are helpful & courteous	64.9%	27.6%	5.7%	0.9%	0.9%

Q9. How satisfied are you with the overall quality of Cherriots' communications material?

Q9. How satisfied are you with overall quality of

<u>Cherriots' communications material</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	114	48.1 %
Satisfied	86	36.3 %
Neutral	17	7.2 %
Dissatisfied	7	3.0 %
Very dissatisfied	5	2.1 %
Not provided	8	3.4 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED**Q9. How satisfied are you with the overall quality of Cherriots' communications material?**

Q9. How satisfied are you with overall quality of

<u>Cherriots' communications material</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	114	49.8 %
Satisfied	86	37.6 %
Neutral	17	7.4 %
Dissatisfied	7	3.1 %
Very dissatisfied	5	2.2 %
Total	229	100.0 %

Missing Cases = 8

Response Percent = 96.6 %

Q10. Have you contacted Cherriots's customer service with a question, concern or complaint in the last three months?

Q10. Have you contacted Cherriots's customer service in last three months

	<u>Number</u>	<u>Percent</u>
Yes	77	32.5 %
No	160	67.5 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q10a. Was your issue resolved?

Q10a. Was your issue resolved	Number	Percent
Yes	66	85.7 %
No	6	7.8 %
Not provided	5	6.5 %
Total	77	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED**Q10a. Was your issue resolved?**

Q10a. Was your issue resolved	Number	Percent
Yes	66	91.7 %
No	6	8.3 %
Total	72	100.0 %

Missing Cases = 5

Response Percent = 93.5 %

Q11. How satisfied are you with the overall performance of Cherriots' customer service staff?

Q11. How satisfied are you with overall performance of Cherriots' customer service staff	Number	Percent
Very satisfied	135	57.0 %
Satisfied	71	30.0 %
Neutral	14	5.9 %
Dissatisfied	4	1.7 %
Very dissatisfied	2	0.8 %
Not provided	11	4.6 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED**Q11. How satisfied are you with the overall performance of Cherriots' customer service staff?**

Q11. How satisfied are you with overall performance of Cherriots' customer service staff	Number	Percent
Very satisfied	135	59.7 %
Satisfied	71	31.4 %
Neutral	14	6.2 %
Dissatisfied	4	1.8 %
Very dissatisfied	2	0.9 %
Total	226	100.0 %

Missing Cases = 11

Response Percent = 95.4 %

Q12. Please indicate how much you agree or disagree with the following statements.

(N=237)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q12-1. I feel safe when boarding vehicle	63.7%	27.0%	3.0%	1.7%	0.0%	4.6%
Q12-2. I feel safe when riding vehicle	63.3%	28.3%	3.0%	2.1%	0.0%	3.4%
Q12-3. Vehicles are clean	61.2%	28.7%	4.6%	0.0%	0.0%	5.5%
Q12-4. Vehicles are comfortable	39.2%	33.3%	15.2%	4.6%	3.8%	3.8%
Q12-5. LIFT operators are friendly	60.3%	32.5%	2.1%	0.4%	0.0%	4.6%
Q12-6. LIFT operators are helpful	65.0%	27.4%	3.0%	0.4%	0.0%	4.2%
Q12-7. LIFT operators drive safely	60.3%	31.6%	2.5%	1.7%	0.0%	3.8%

WITHOUT "DON'T KNOW"**Q12. Please indicate how much you agree or disagree with the following statements.**

(N=237)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q12-1. I feel safe when boarding vehicle	66.8%	28.3%	3.1%	1.8%	0.0%
Q12-2. I feel safe when riding vehicle	65.5%	29.3%	3.1%	2.2%	0.0%
Q12-3. Vehicles are clean	64.7%	30.4%	4.9%	0.0%	0.0%
Q12-4. Vehicles are comfortable	40.8%	34.6%	15.8%	4.8%	3.9%
Q12-5. LIFT operators are friendly	63.3%	34.1%	2.2%	0.4%	0.0%
Q12-6. LIFT operators are helpful	67.8%	28.6%	3.1%	0.4%	0.0%
Q12-7. LIFT operators drive safely	62.7%	32.9%	2.6%	1.8%	0.0%

Q13. Please indicate how much you agree or disagree with the following statement. "Vehicle wheelchair lifts are consistently in working order."

Q13. Vehicle wheelchair lifts are consistently in working order	Number	Percent
Strongly agree	71	30.0 %
Agree	82	34.6 %
Neutral	18	7.6 %
Disagree	5	2.1 %
Strongly disagree	1	0.4 %
Not applicable	60	25.3 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT "NOT APPLICABLE"

Q13. Please indicate how much you agree or disagree with the following statement. "Vehicle wheelchair lifts are consistently in working order."

Q13. Vehicle wheelchair lifts are consistently in working order	Number	Percent
Strongly agree	71	40.1 %
Agree	82	46.3 %
Neutral	18	10.2 %
Disagree	5	2.8 %
Strongly disagree	1	0.6 %
Total	177	100.0 %

Missing Cases = 60

Response Percent = 74.7 %

Q14. Do you have a wheelchair, scooter, or other mobility device?

Q14. Do you have a wheelchair, scooter, or other mobility device	Number	Percent
Yes	140	59.1 %
No	97	40.9 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q14a. Please indicate how much you agree or disagree with the following statement. "The operators safely secure my wheelchair, scooter, or other mobility device."

Q14a. Operators safely secure my wheelchair, scooter, or other mobility device	Number	Percent
Strongly agree	89	63.6 %
Agree	34	24.3 %
Neutral	6	4.3 %
Disagree	5	3.6 %
Not provided	6	4.3 %
Total	140	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED

Q14a. Please indicate how much you agree or disagree with the following statement. "The operators safely secure my wheelchair, scooter, or other mobility device."

Q14a. Operators safely secure my wheelchair, scooter, or other mobility device	Number	Percent
Strongly agree	89	66.4 %
Agree	34	25.4 %
Neutral	6	4.5 %
Disagree	5	3.7 %
Total	134	100.0 %

Missing Cases = 6

Response Percent = 95.7 %

Q15. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall performance of Cherriots LIFT operators?

Q15. How satisfied are you with overall performance of Cherriots LIFT operators	Number	Percent
Very satisfied	141	59.5 %
Satisfied	73	30.8 %
Neutral	6	2.5 %
Dissatisfied	4	1.7 %
Not provided	13	5.5 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED

Q15. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall performance of Cherriots LIFT operators?

Q15. How satisfied are you with overall performance of Cherriots LIFT operators	Number	Percent
Very satisfied	141	62.9 %
Satisfied	73	32.6 %
Neutral	6	2.7 %
Dissatisfied	4	1.8 %
Total	224	100.0 %

Missing Cases = 13

Response Percent = 94.5 %

Q16. I view Cherriots employees favorably.

Q16. I view Cherriots employees favorably	Number	Percent
Strongly agree	148	62.4 %
Agree	63	26.6 %
Neutral	15	6.3 %
Strongly disagree	1	0.4 %
Not provided	10	4.2 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED**Q16. I view Cherriots employees favorably.**

Q16. I view Cherriots employees favorably	Number	Percent
Strongly agree	148	65.2 %
Agree	63	27.8 %
Neutral	15	6.6 %
Strongly disagree	1	0.4 %
Total	227	100.0 %

Missing Cases = 10

Response Percent = 95.8 %

Q17. What are the top 2 most important areas of service for you as a Cherriots LIFT customer?

Q17. Top choice	Number	Percent
Safety on vehicle	66	27.8 %
Vehicles arrive within scheduled pickup window	99	41.8 %
Fare price	26	11.0 %
Travel time	10	4.2 %
Operators being friendly & helpful	11	4.6 %
Vehicle cleanliness	2	0.8 %
Resolving my concerns or complaints in a timely fashion	1	0.4 %
Scheduling a trip is easy	9	3.8 %
Availability of scheduling staff	4	1.7 %
None chosen	9	3.8 %
Total	237	100.0 %

Missing Cases = 0

Q17. What are the top 2 most important areas of service for you as a Cherriots LIFT customer?

Q17. 2nd choice	Number	Percent
Safety on vehicle	19	8.0 %
Vehicles arrive within scheduled pickup window	58	24.5 %
Fare price	29	12.2 %
Travel time	40	16.9 %
Operators being friendly & helpful	31	13.1 %
Vehicle cleanliness	8	3.4 %
Resolving my concerns or complaints in a timely fashion	5	2.1 %
Scheduling a trip is easy	26	11.0 %
Availability of scheduling staff	4	1.7 %
None chosen	17	7.2 %
Total	237	100.0 %

Missing Cases = 0

Q17. What are the top 2 most important areas of service for you as a Cherriots LIFT customer? (top 2)

Q17. Top choice	Number	Percent
Safety on vehicle	85	35.9 %
Vehicles arrive within scheduled pickup window	157	66.2 %
Fare price	55	23.2 %
Travel time	50	21.1 %
Operators being friendly & helpful	42	17.7 %
Vehicle cleanliness	10	4.2 %
Resolving my concerns or complaints in a timely fashion	6	2.5 %
Scheduling a trip is easy	35	14.8 %
Availability of scheduling staff	8	3.4 %
None chosen	9	3.8 %
Total	457	

Number of Cases = 237

Number of Responses = 457

Average Number Of Responses Per Case = 1.9

Number Of Cases With At Least One Response = 237

Response Percent = 100.0 %

Q18. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall quality of Cherriots LIFT service?

Q18. How satisfied are you with overall quality of

Cherriots LIFT service	Number	Percent
Very satisfied	118	49.8 %
Satisfied	91	38.4 %
Neutral	12	5.1 %
Dissatisfied	6	2.5 %
Very dissatisfied	1	0.4 %
Not provided	9	3.8 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED

Q18. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall quality of Cherriots LIFT service?

Q18. How satisfied are you with overall quality of

Cherriots LIFT service	Number	Percent
Very satisfied	118	51.8 %
Satisfied	91	39.9 %
Neutral	12	5.3 %
Dissatisfied	6	2.6 %
Very dissatisfied	1	0.4 %
Total	228	100.0 %

Missing Cases = 9

Response Percent = 96.2 %

Q19. Are you aware that Cherriots LIFT services may be booked up to 14 days before your trip?

Q19. Are you aware that Cherriots LIFT services
may be booked up to 14 days before your trip

	Number	Percent
Yes	155	65.4 %
No	82	34.6 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q20. How do you take most of your trips?

Q20. How do you take most of your trips	Number	Percent
In own/family vehicle	63	26.6 %
Cherriots LIFT vehicle	108	45.6 %
Cherriots fixed route bus	20	8.4 %
Medicaid transportation	14	5.9 %
Taxi/other privately paid transportation	6	2.5 %
Other	18	7.6 %
Not provided	8	3.4 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED**Q20. How do you take most of your trips?**

Q20. How do you take most of your trips	Number	Percent
In own/family vehicle	63	27.5 %
Cherriots LIFT vehicle	108	47.2 %
Cherriots fixed route bus	20	8.7 %
Medicaid transportation	14	6.1 %
Taxi/other privately paid transportation	6	2.6 %
Other	18	7.9 %
Total	229	100.0 %

Missing Cases = 8

Response Percent = 96.6 %

Q21. How often do you take Cherriots LIFT service trips?

Q21. How often do you take Cherriots LIFT service trips	Number	Percent
5+ days per week	14	5.9 %
3-4 days per week	28	11.8 %
1-2 days per week	51	21.5 %
2-3 times per month	45	19.0 %
Once a month or less	79	33.3 %
Not provided	20	8.4 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED**Q21. How often do you take Cherriots LIFT service trips?**

Q21. How often do you take Cherriots LIFT
service trips

	Number	Percent
5+ days per week	14	6.5 %
3-4 days per week	28	12.9 %
1-2 days per week	51	23.5 %
2-3 times per month	45	20.7 %
Once a month or less	79	36.4 %
Total	217	100.0 %

Missing Cases = 20

Response Percent = 91.6 %

Q22. How often do you ride Cherriots Fixed Route Buses?

Q22. How often do you ride Cherriots fixed route
buses

	Number	Percent
5+ days per week	11	4.6 %
3-4 days per week	12	5.1 %
1-2 days per week	20	8.4 %
2-3 times per month	15	6.3 %
Once a month or less	100	42.2 %
Not provided	79	33.3 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED**Q22. How often do you ride Cherriots Fixed Route Buses?**

Q22. How often do you ride Cherriots fixed route
buses

	Number	Percent
5+ days per week	11	7.0 %
3-4 days per week	12	7.6 %
1-2 days per week	20	12.7 %
2-3 times per month	15	9.5 %
Once a month or less	100	63.3 %
Total	158	100.0 %

Missing Cases = 79

Response Percent = 66.7 %

Q23. The Cherriots system provides value to the community.

Q23. Cherriots system provides value to the community	Number	Percent
Strongly agree	174	73.4 %
Agree	53	22.4 %
Neutral	3	1.3 %
Disagree	1	0.4 %
Strongly disagree	2	0.8 %
Not provided	4	1.7 %
Total	237	100.0 %

Missing Cases = 0
 Response Percent = 100.0 %

WITHOUT NOT PROVIDED

Q23. The Cherriots system provides value to the community.

Q23. Cherriots system provides value to the community	Number	Percent
Strongly agree	174	74.7 %
Agree	53	22.7 %
Neutral	3	1.3 %
Disagree	1	0.4 %
Strongly disagree	2	0.9 %
Total	233	100.0 %

Missing Cases = 4
 Response Percent = 98.3 %

Q24. Please indicate how much you agree or disagree with the following statements.

(N=237)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q24-1. Cherriots manages their financial resources appropriately	20.3%	22.8%	37.1%	0.4%	0.4%	19.0%
Q24-2. The community should consider increasing funding in order to improve service	35.0%	27.8%	24.5%	2.5%	2.5%	7.6%

WITHOUT NOT PROVIDED

Q24. Please indicate how much you agree or disagree with the following statements.

(N=237)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q24-1. Cherriots manages their financial resources appropriately	25.0%	28.1%	45.8%	0.5%	0.5%
Q24-2. The community should consider increasing funding in order to improve service	37.9%	30.1%	26.5%	2.7%	2.7%

Q25. What is your age?

Q25. Your age	Number	Percent
15 to 19 years	2	0.8 %
25 to 29 years	1	0.4 %
30 to 34 years	5	2.1 %
35 to 39 years	8	3.4 %
40 to 44 years	7	3.0 %
45 to 49 years	6	2.5 %
50 to 54 years	10	4.2 %
55 to 59 years	22	9.3 %
60 to 64 years	17	7.2 %
65 to 69 years	31	13.1 %
70 to 74 years	49	20.7 %
75 to 79 years	41	17.3 %
80 to 84 years	23	9.7 %
85+ years	14	5.9 %
Not provided	1	0.4 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT NOT PROVIDED**Q25. What is your age? (without "not provided")**

Q25. Your age	Number	Percent
15 to 19 years	2	0.8 %
25 to 29 years	1	0.4 %
30 to 34 years	5	2.1 %
35 to 39 years	8	3.4 %
40 to 44 years	7	3.0 %
45 to 49 years	6	2.5 %
50 to 54 years	10	4.2 %
55 to 59 years	22	9.3 %
60 to 64 years	17	7.2 %
65 to 69 years	31	13.1 %
70 to 74 years	49	20.8 %
75 to 79 years	41	17.4 %
80 to 84 years	23	9.7 %
85+ years	14	5.9 %
Total	236	100.0 %

Missing Cases = 1

Response Percent = 99.6 %

Q26. What is your gender?

Q26. Your gender	Number	Percent
Male	63	26.6 %
Female	166	70.0 %
Prefer not to say	8	3.4 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT "PREFER NOT TO SAY"**Q26. What is your gender?**

Q26. Your gender	Number	Percent
Male	63	27.5 %
Female	166	72.5 %
Total	229	100.0 %

Missing Cases = 8

Response Percent = 96.6 %

Q27. What is your race/ethnicity?

Q27. Your race/ethnicity	Number	Percent
Asian or Asian Indian	4	1.7 %
Black or African American	9	3.8 %
American Indian or Alaska Native	5	2.1 %
White or Caucasian	207	87.3 %
Native Hawaiian or other Pacific Islander	1	0.4 %
Hispanic, Spanish, or Latino/a/x	15	6.3 %
Other	2	0.8 %
Total	243	

Number of Cases = 237

Number of Responses = 243

Average Number Of Responses Per Case = 1.0

Number Of Cases With At Least One Response = 234

Response Percent = 98.7 %

Q27-7. Self-describe your race/ethnicity:

Q27-7. Self-describe your race/ethnicity	Number	Percent
Multi-racial	1	50.0 %
Mixed	1	50.0 %
Total	2	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Q28. Which category best describes your total annual household income?

Q28. Your total annual household income	Number	Percent
Less than \$25K	113	47.7 %
\$25K-\$29,999	24	10.1 %
\$30K-\$34,999	9	3.8 %
\$35K-\$39,999	6	2.5 %
\$40K-\$44,999	5	2.1 %
\$45K-\$49,999	11	4.6 %
\$50K-\$74,999	18	7.6 %
\$75K+	8	3.4 %
Prefer not to say	43	18.1 %
Total	237	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

WITHOUT "PREFER NOT TO SAY"**Q28. Which category best describes your total annual household income?**

Q28. Your total annual household income	Number	Percent
Less than \$25K	113	58.2 %
\$25K-\$29,999	24	12.4 %

\$30K-\$34,999	9	4.6 %
\$35K-\$39,999	6	3.1 %
\$40K-\$44,999	5	2.6 %
\$45K-\$49,999	11	5.7 %
\$50K-\$74,999	18	9.3 %
\$75K+	8	4.1 %
Total	194	100.0 %

Missing Cases = 43
Response Percent = 81.9 %

Q29. Including yourself, how many people live in your household?

Q29. How many people live in your household	Number	Percent
1	114	48.1 %
2	70	29.5 %
3	20	8.4 %
4+	16	6.8 %
Not provided	17	7.2 %
Total	237	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

WITHOUT NOT PROVIDED

Q29. Including yourself, how many people live in your household?

Q29. How many people live in your household	Number	Percent
1	114	51.8 %
2	70	31.8 %
3	20	9.1 %
4+	16	7.3 %
Total	220	100.0 %

Missing Cases = 17
Response Percent = 92.8 %

A graphic consisting of a dark blue horizontal bar. On the left side of the bar, there is a white circle containing the number '4' in dark blue. To the right of the circle, the text 'Survey Instrument' is written in white, bold, sans-serif font.

4 Survey Instrument

2024 Cherriots LIFT Survey

1. Are you the customer using Cherriots LIFT, or are you the caretaker or family member of the Paratransit customer?

___(1) Customer ___(2) Caretaker *[Please answer the remaining questions on behalf of the customer.]*

2. Do you require a Personal Care Assistant (PCA) to travel with you?

___(1) Yes ___(2) No ___(3) Sometimes

3. What type of trip do you take most often on Cherriots LIFT? *[Please select only one.]*

___(1) Work ___(4) Leisure/Social/Recreation ___(7) Other: _____
 ___(2) Education ___(5) Shopping
 ___(3) Healthcare ___(6) Religious activities

4.	All things considered, how likely would you be to recommend riding LIFT to a friend or neighbor? <i>[Please circle your answer with 10 being "Very Likely" and 1 being "Not at All Likely."]</i>	10	09	08	07	06	05	04	03	02	01
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5. Are you aware that the pick-up window for trips you schedule is 30 minutes prior to your scheduled pick-up time?

___(1) Yes ___(2) No

6. Are you aware that if you do not board the vehicle within 5 minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location?

___(1) Yes ___(2) No

7. How many minutes do you feel is acceptable for a vehicle to arrive beyond the scheduled pickup window?

___(1) 1-5 min ___(3) 11-15 min ___(5) 21-25 min
 ___(2) 6-10 min ___(4) 16-20 min ___(6) 26-30 min

8.	Please indicate how much you agree or disagree with the following statements. <i>[Please circle only one answer per line.]</i>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	The vehicles usually pick me up within the scheduled 30-minute pickup window.	5	4	3	2	1	9
02.	Cherriots LIFT can take me to the places I need to go.	5	4	3	2	1	9
03.	I can schedule a trip for the time and day I need to travel.	5	4	3	2	1	9
04.	Scheduling a trip is easy and convenient.	5	4	3	2	1	9
05.	The vehicle gets me to my destination in a reasonable amount of time.	5	4	3	2	1	9
06.	Cherriots LIFT service is priced fairly.	5	4	3	2	1	9
07.	I understand Cherriots' available routes and I am confident navigating the system.	5	4	3	2	1	9
08.	I repeat Cherriots messages to those I believe would benefit from the information.	5	4	3	2	1	9
09.	When contacting Cherriots customer service by phone, my calls are answered promptly.	5	4	3	2	1	9
10.	Cherriots' call center representatives are helpful and courteous.	5	4	3	2	1	9

9. How satisfied are you with the overall quality of Cherriots' communications material?

___(5) Very satisfied ___(3) Neutral ___(1) Very dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied

10. Have you contacted Cherriots's customer service with a question, concern or complaint in the last three months?

___(1) Yes [Answer Q10a.] ___(2) No [Skip to Q11.]

10a. Was your issue resolved?

___(1) Yes ___(2) No

11. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall performance of Cherriots' customer service staff?

___(5) Very satisfied ___(3) Neutral ___(1) Very dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied

12.	Please indicate how much you agree or disagree with the following statements. [Please circle only one answer per line.]	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	I feel safe when boarding the vehicle.	5	4	3	2	1	9
2.	I feel safe when riding the vehicle.	5	4	3	2	1	9
3.	The vehicles are clean.	5	4	3	2	1	9
4.	The vehicles are comfortable.	5	4	3	2	1	9
5.	LIFT operators are friendly.	5	4	3	2	1	9
6.	LIFT operators are helpful.	5	4	3	2	1	9
7.	LIFT operators drive safely.	5	4	3	2	1	9

13. Please indicate how much you agree or disagree with the following statement. "Vehicle wheelchair lifts are consistently in working order." [Please select "Not Applicable" if you do not use the wheelchair lifts.]

___(5) Strongly agree ___(3) Neutral ___(1) Strongly disagree
 ___(4) Agree ___(2) Disagree ___(9) Not applicable

14. Do you have a wheelchair, scooter, or other mobility device?

___(1) Yes [Answer Q15.] ___(2) No [Skip to Q16.]

15. Please indicate how much you agree or disagree with the following statement. "The operators safely secure my wheelchair, scooter, or other mobility device."

___(5) Strongly agree ___(3) Neutral ___(1) Strongly disagree
 ___(4) Agree ___(2) Disagree

16. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall performance of Cherriots LIFT operators?

___(5) Very satisfied ___(3) Neutral ___(1) Very dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied

17. I view Cherriots employees favorably.

___(5) Strongly agree ___(3) Neutral ___(1) Strongly disagree
 ___(4) Agree ___(2) Disagree

18. What are the top 2 most important areas of service for you as a Cherriots LIFT customer? [Write your answers below in order of importance using the numbers from the list below. For example, if "Fare price" is most important, write "3" in the space next to "1st:" below.]

1. Safety on the vehicle
2. Vehicles arrive within scheduled pick-up window
3. Fare price
4. Travel time
5. Operators being friendly and helpful
6. Vehicle cleanliness
7. Resolving my concerns or complaints in a timely fashion
8. Scheduling a trip is easy
9. Availability of scheduling staff

1st: ____ 2nd: ____

19. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall quality of Cherriots LIFT service?

- (5) Very satisfied (3) Neutral (1) Very dissatisfied
 (4) Satisfied (2) Dissatisfied

20. Are you aware that Cherriots LIFT services may be booked up to 14 days before your trip?

- (1) Yes (2) No

21. How do you take most of your trips?

- (1) In own/family vehicle (4) Medicaid transportation
 (2) Cherriots LIFT vehicle (5) Taxi/Other privately paid transportation
 (3) Cherriots fixed route bus (6) Other: _____

22. How often do you take Cherriots LIFT service trips?

- (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

23. How often do you ride Cherriots Fixed Route Buses?

- (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

24. The Cherriots system provides value to the community.

- (5) Strongly agree (3) Neutral (1) Strongly disagree
 (4) Agree (2) Disagree

25. Please indicate how much you agree or disagree with the following statements. [Please circle only one answer per line.]		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Cherriots manages their financial resources appropriately.	5	4	3	2	1
2.	The community should consider increasing funding in order to improve service.	5	4	3	2	1

26. What is your age?

- | | | |
|--|--|---|
| <input type="checkbox"/> (01) 15 to 19 years | <input type="checkbox"/> (06) 40 to 44 years | <input type="checkbox"/> (11) 65 to 69 years |
| <input type="checkbox"/> (02) 20 to 24 years | <input type="checkbox"/> (07) 45 to 49 years | <input type="checkbox"/> (12) 70 to 74 years |
| <input type="checkbox"/> (03) 25 to 29 years | <input type="checkbox"/> (08) 50 to 54 years | <input type="checkbox"/> (13) 75 to 79 years |
| <input type="checkbox"/> (04) 30 to 34 years | <input type="checkbox"/> (09) 55 to 59 years | <input type="checkbox"/> (14) 80 to 84 years |
| <input type="checkbox"/> (05) 35 to 39 years | <input type="checkbox"/> (10) 60 to 64 years | <input type="checkbox"/> (15) 85 years and over |

27. What is your gender? (1) Male (2) Female (3) Other: _____ (4) Prefer not to say**28. What is your race/ethnicity? [Check all that apply.]**

- | | |
|--|---|
| <input type="checkbox"/> (01) Asian or Asian Indian | <input type="checkbox"/> (05) Native Hawaiian or other Pacific Islander |
| <input type="checkbox"/> (02) Black or African American | <input type="checkbox"/> (06) Hispanic, Spanish, or Latino/a/x |
| <input type="checkbox"/> (03) American Indian or Alaska Native | <input type="checkbox"/> (99) Other: _____ |
| <input type="checkbox"/> (04) White or Caucasian | |

29. Which category best describes your total annual household income?

- (1) \$25,000-\$29,999
- (2) \$30,000-\$34,999
- (3) \$35,000-\$39,999
- (4) \$40,000-\$44,999
- (5) \$45,000-\$49,999
- (6) \$50,000-\$74,999
- (7) \$75,000 or more
- (8) Prefer not to say

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

31. As a thank you for **fully completing** the survey, you can enter your contact information below to be entered into a drawing for one (1) of two \$250 Visa gift cards. Would you like to be entered into the drawing?

____(1) Yes [Answer Q31a.] ____ (2) No

31a. Please provide your contact information.

First Name: _____

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for taking our survey!

Your response is very important to us.

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

