

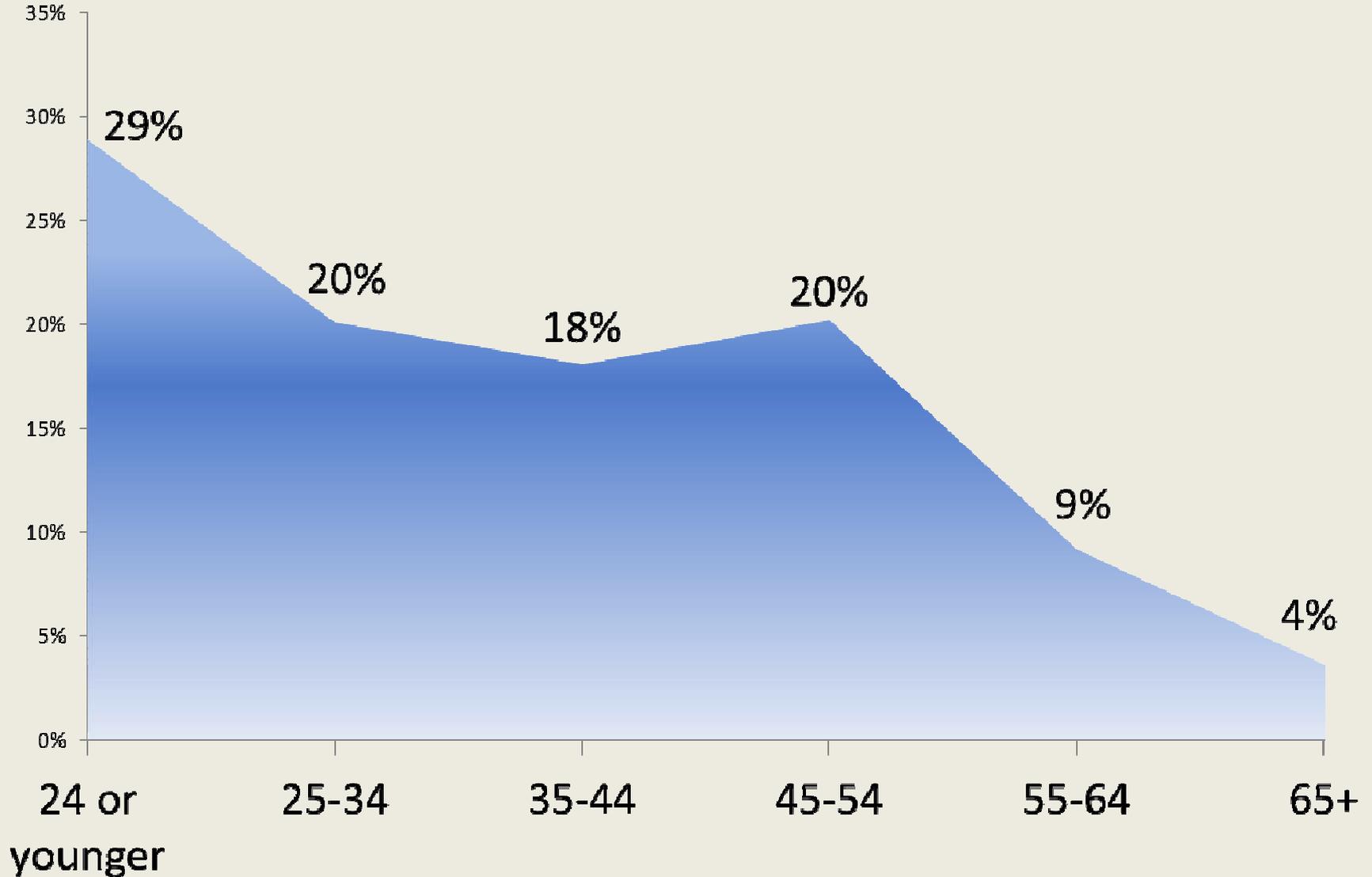


DATA Passenger Survey 2011

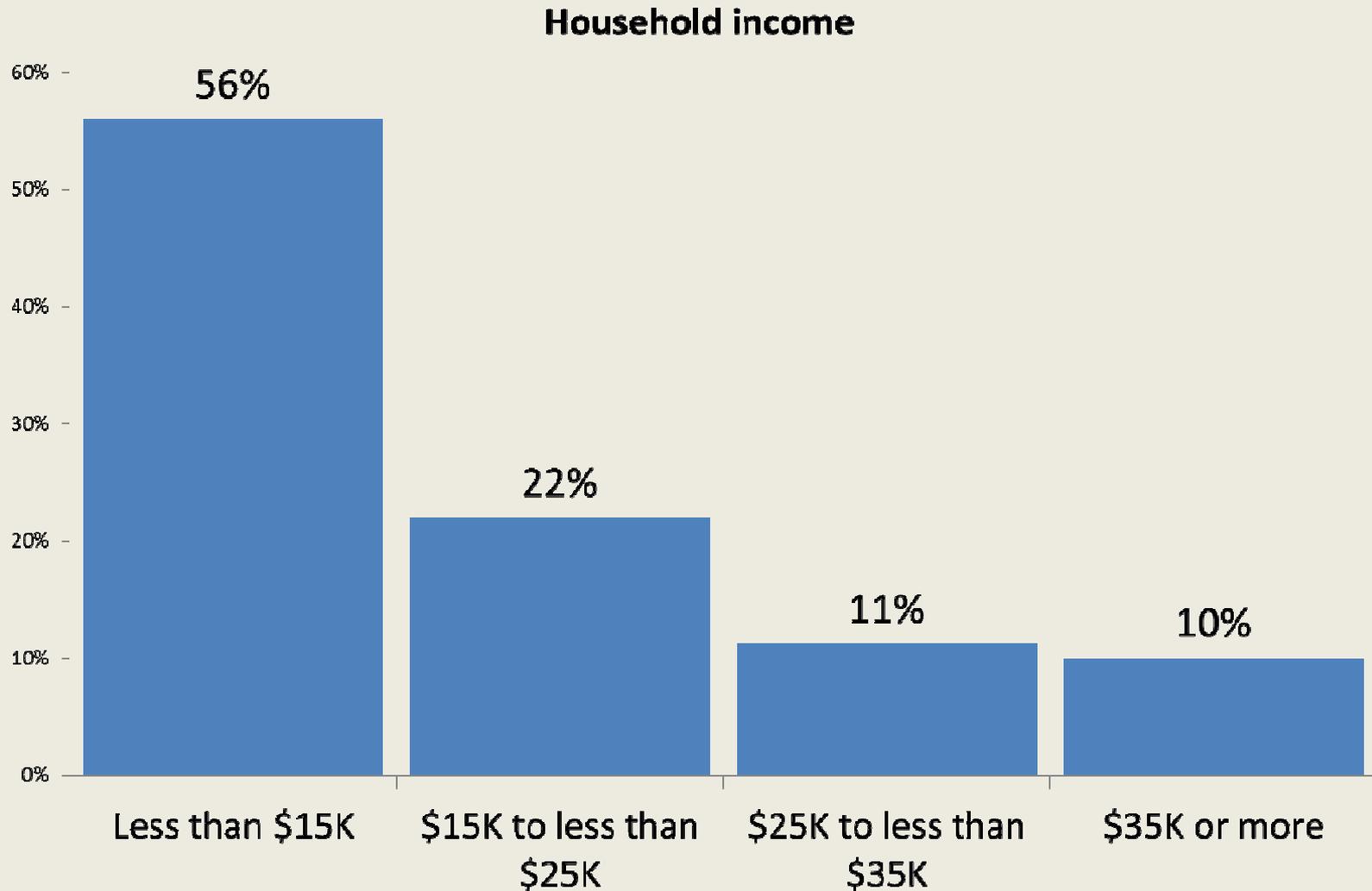


How Old Are DATA Riders?

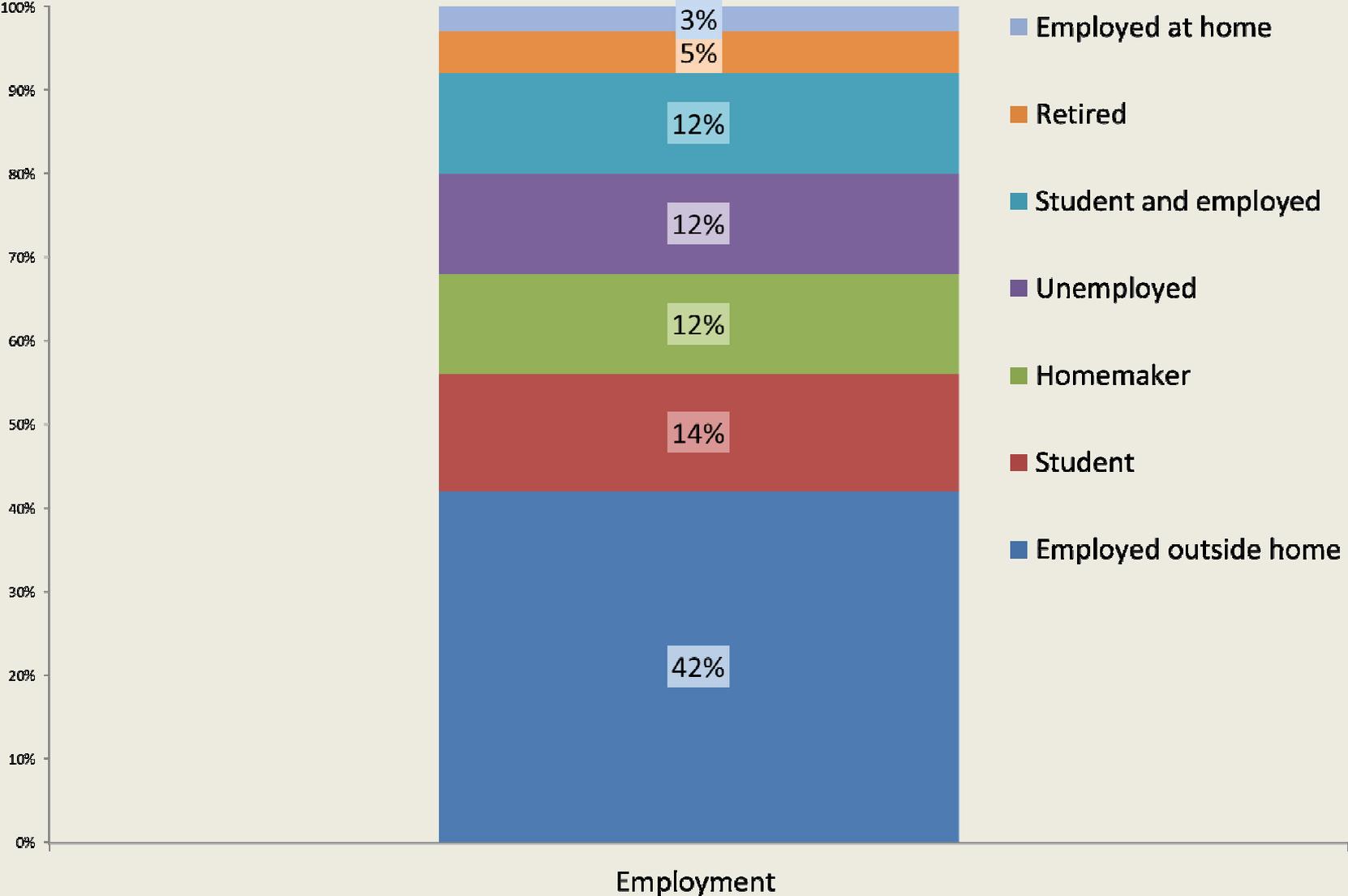
Age Profile of DATA Riders



What Levels of Income Do DATA Riders Have?

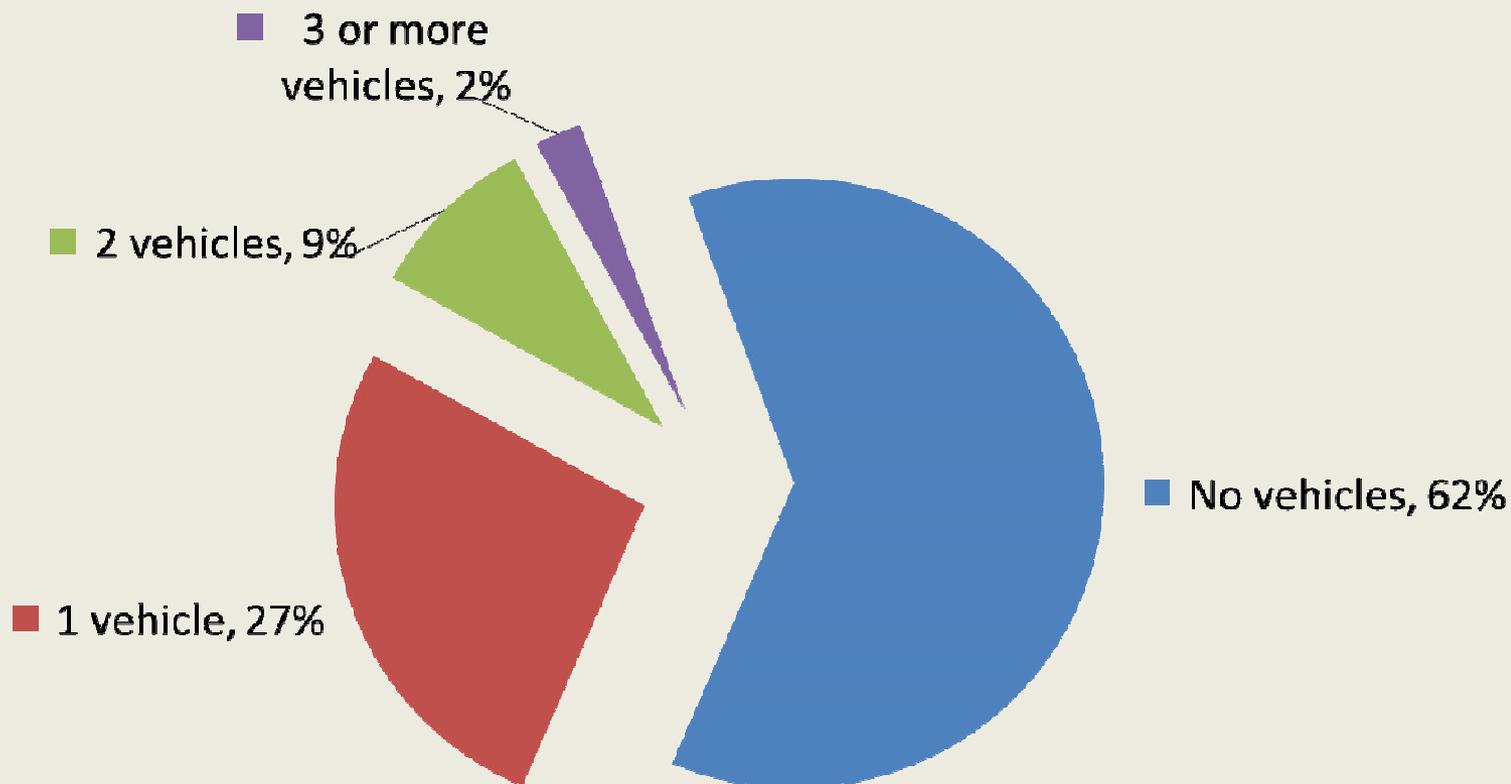


Are Riders Employed?



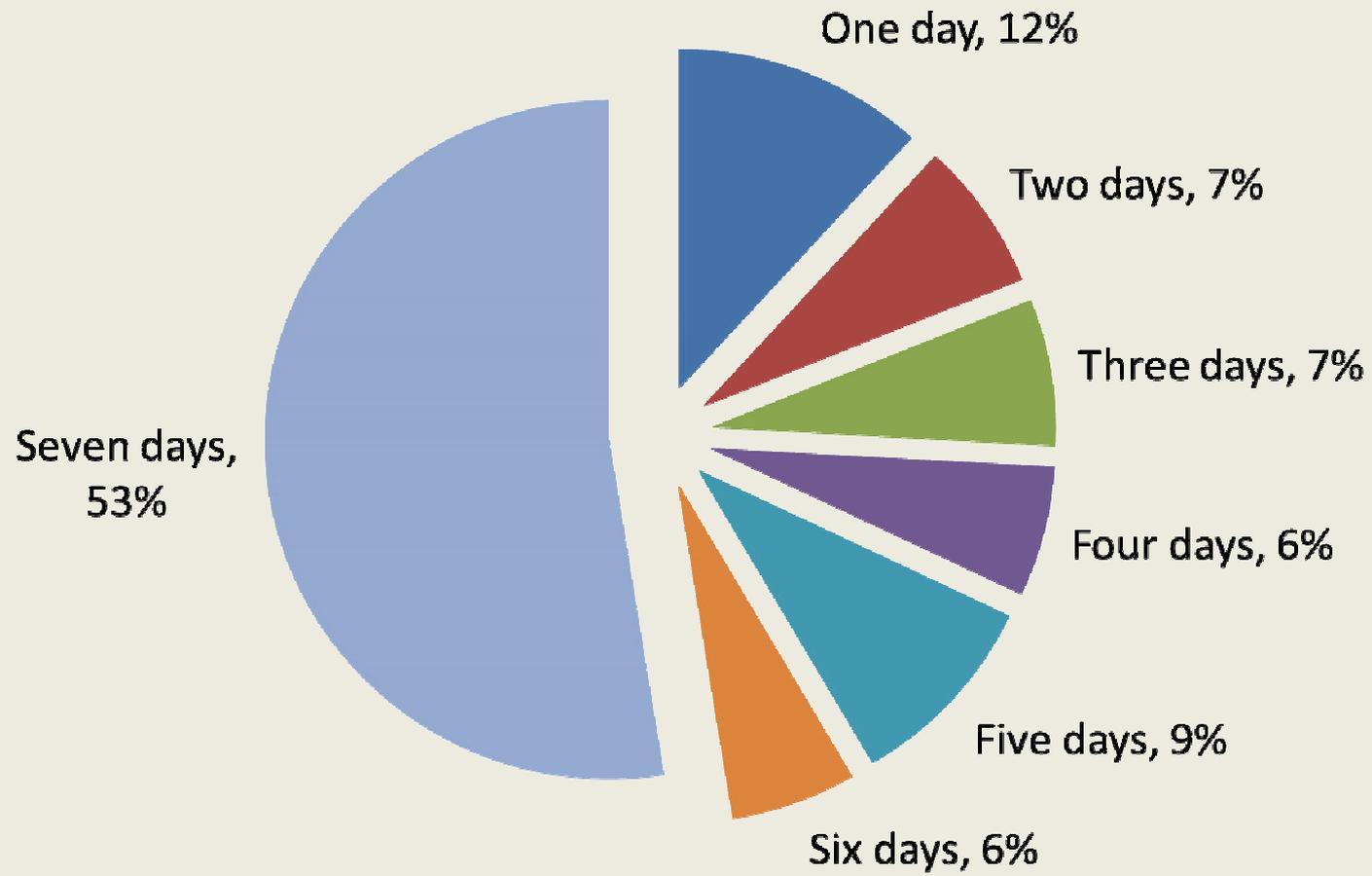
To What Extent Are DATA Riders Transit Dependent?

How many cars or other motor vehicles are available for you to use?

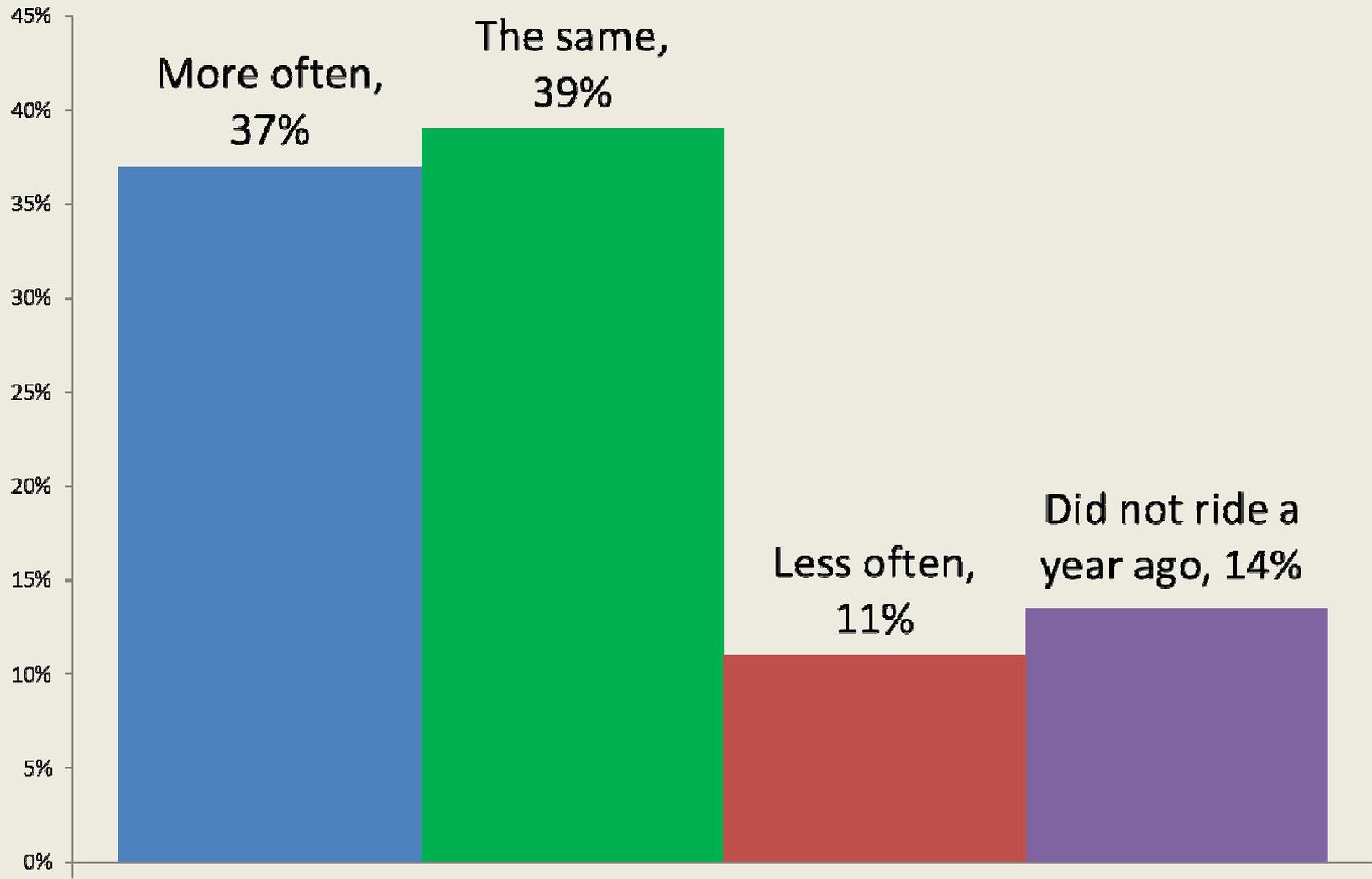


How Often Do Riders Use DATA?

(Source: DATA Onboard Survey, 2011)



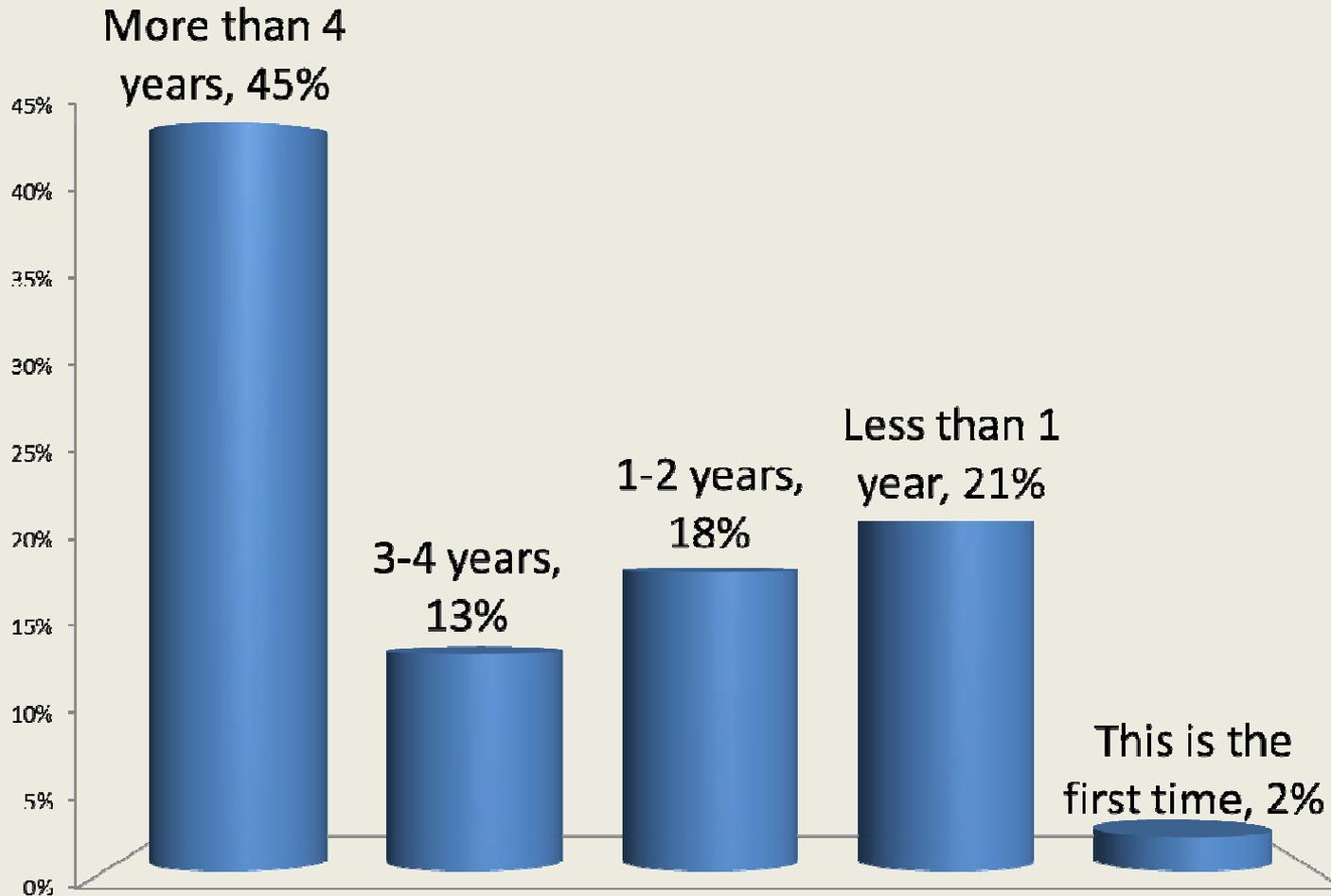
Are Riders Changing in Their Frequency of Use?



Compared to one year ago, do you now ride DATA...?

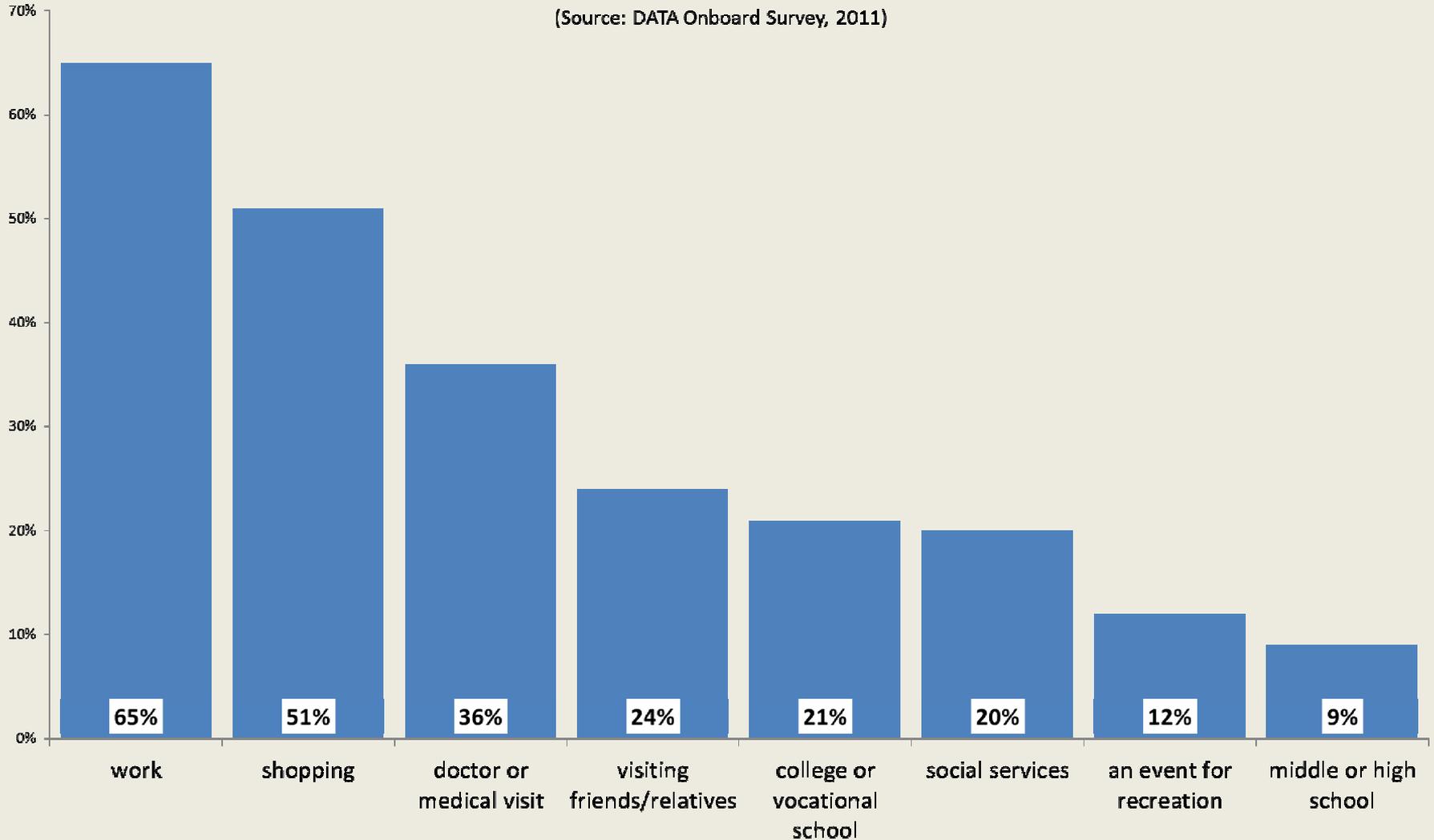
For How Many Years Have Riders Used DATA?

For how many years have you been using DATA?

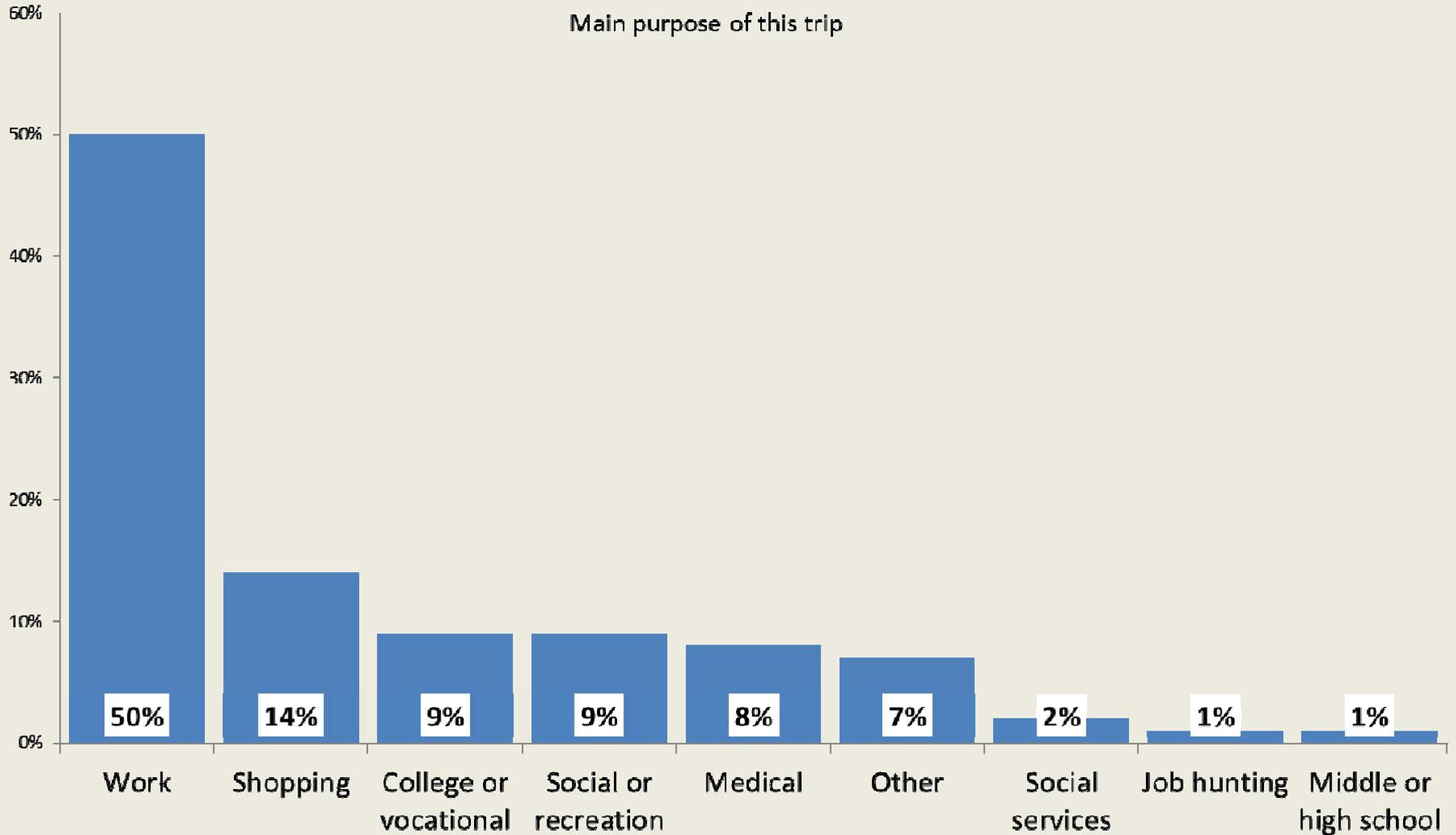


For What Purposes Do Riders Use DATA in the Course of a Month?

(Source: DATA Onboard Survey, 2011)

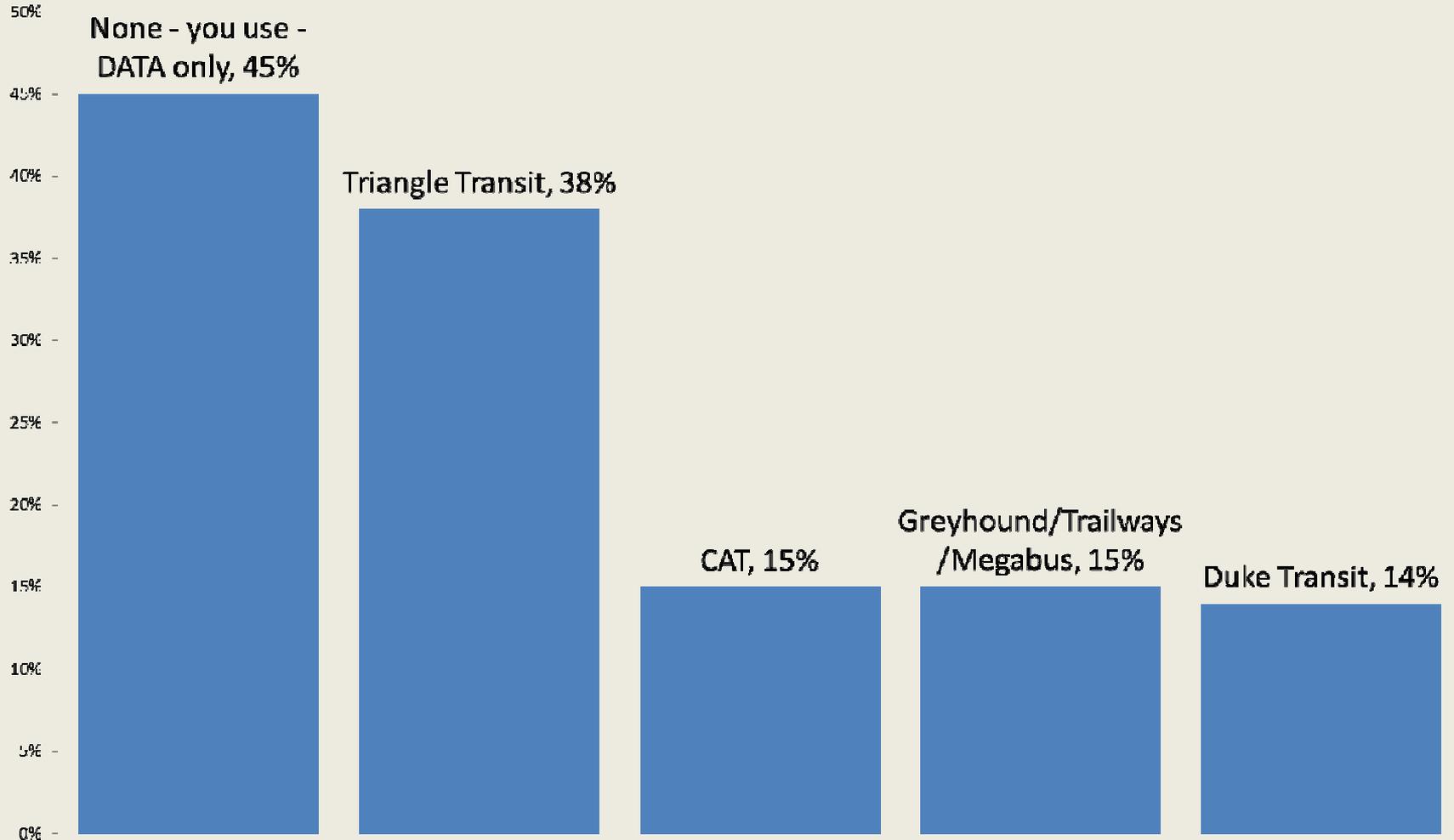


For What Main Purpose Did Riders Take the One Trip on which They Were Surveyed?

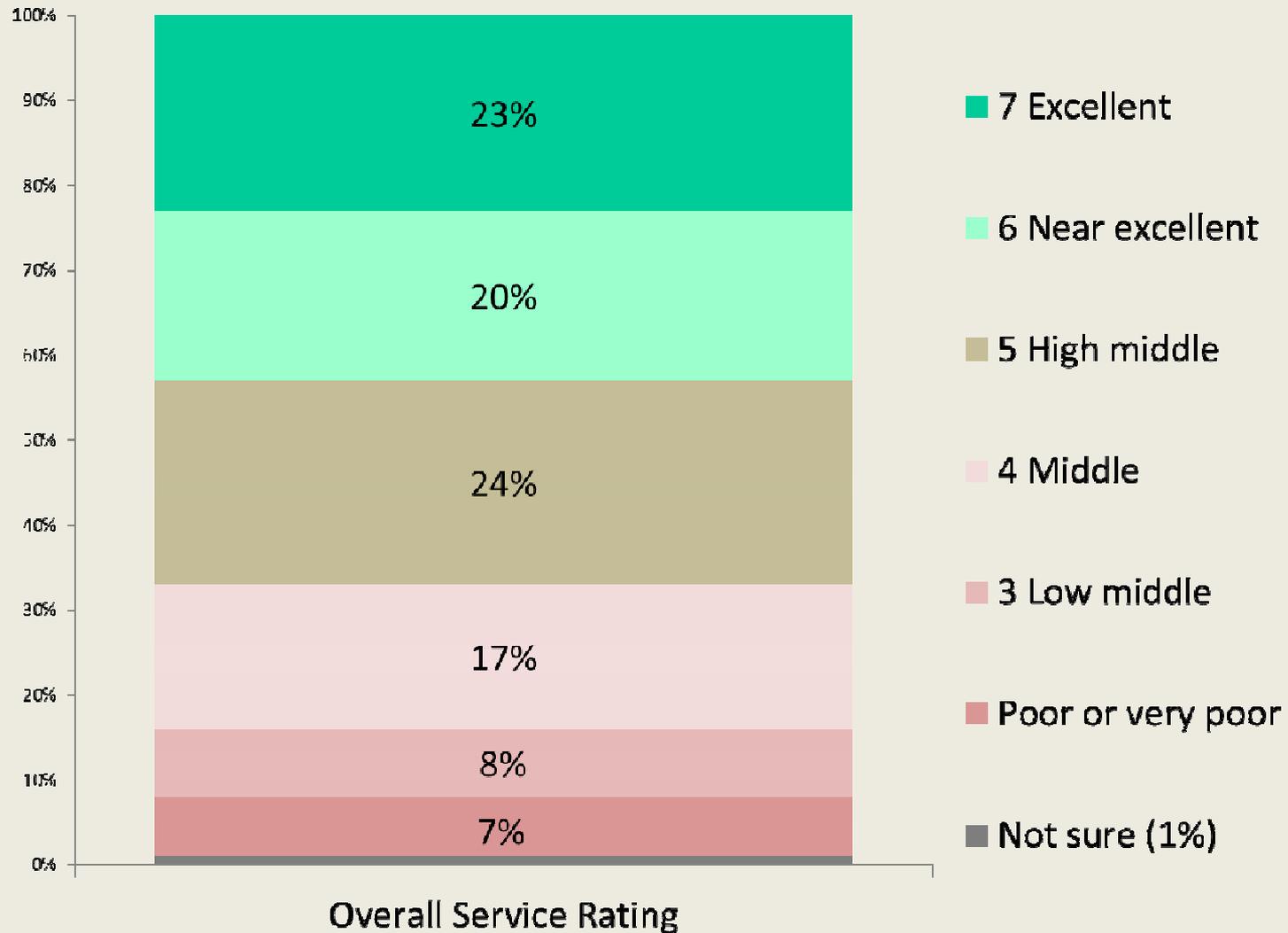


Do Riders Use DATA to Connect with Other Bus Services?

Have you ever used DATA to travel to or from ...?

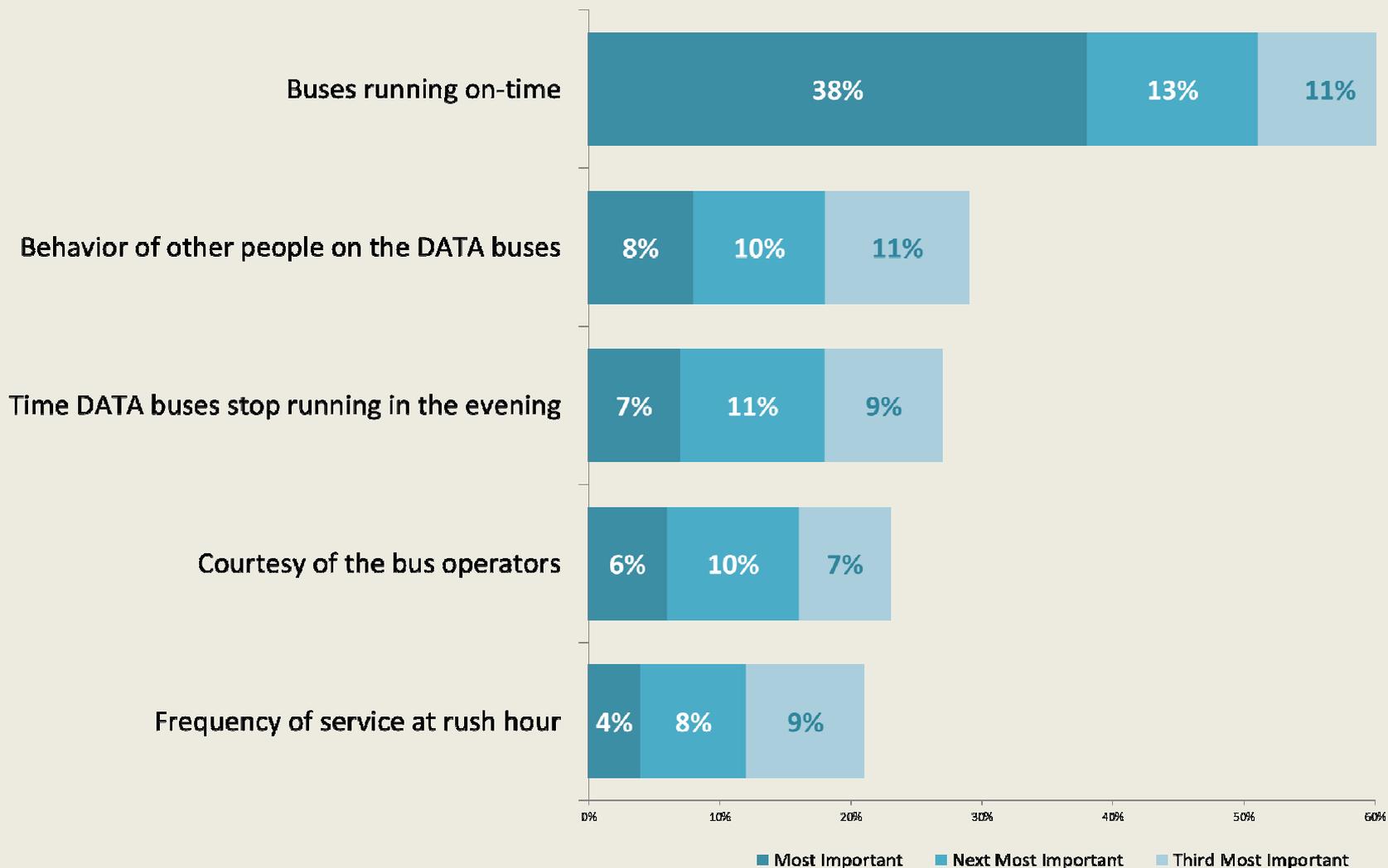


Overall Service Rating



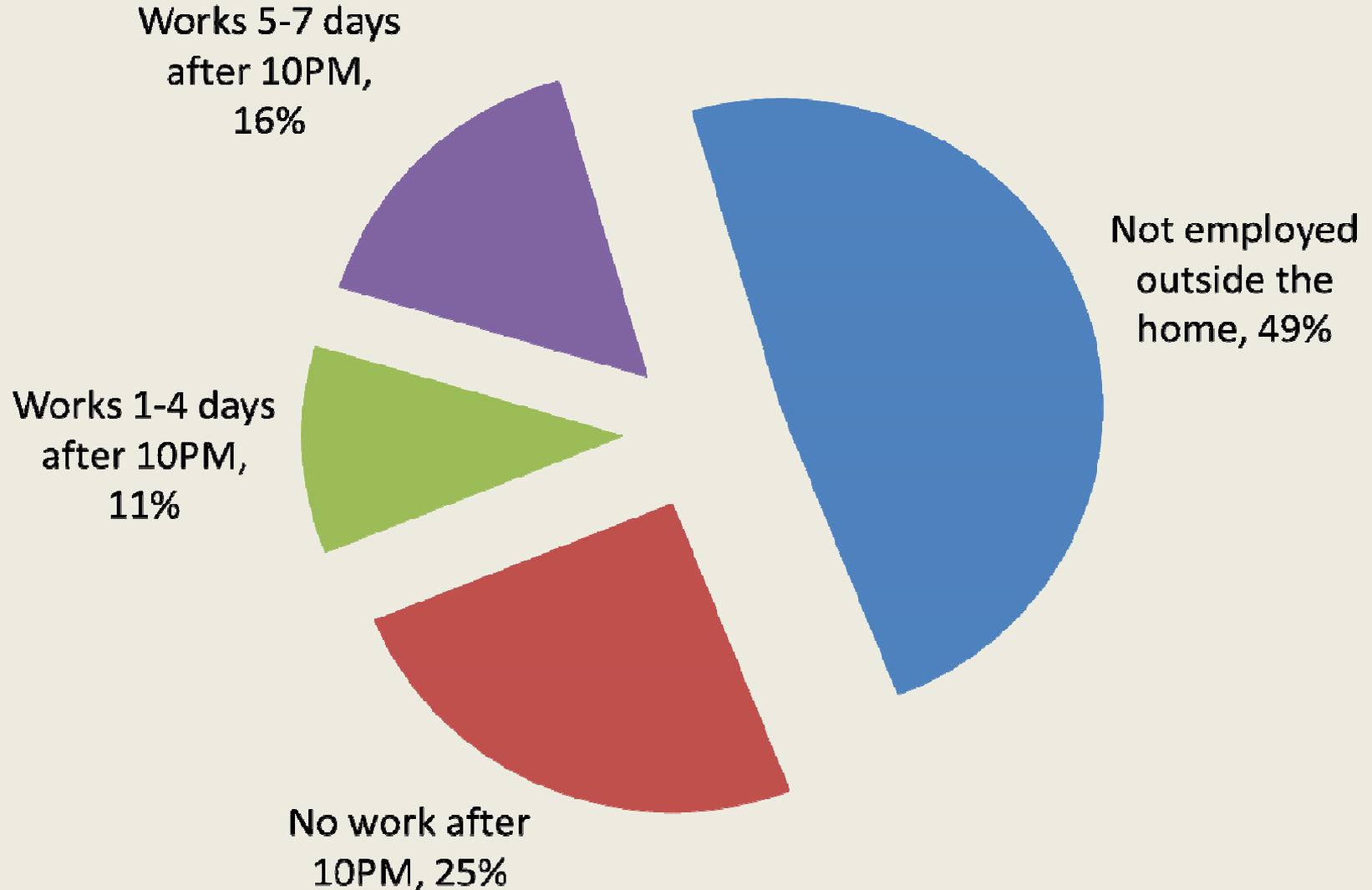
What Aspects of Service Would DATA Riders Most Prefer Be Improved?

(Source: DATA Onboard Survey, 2011)

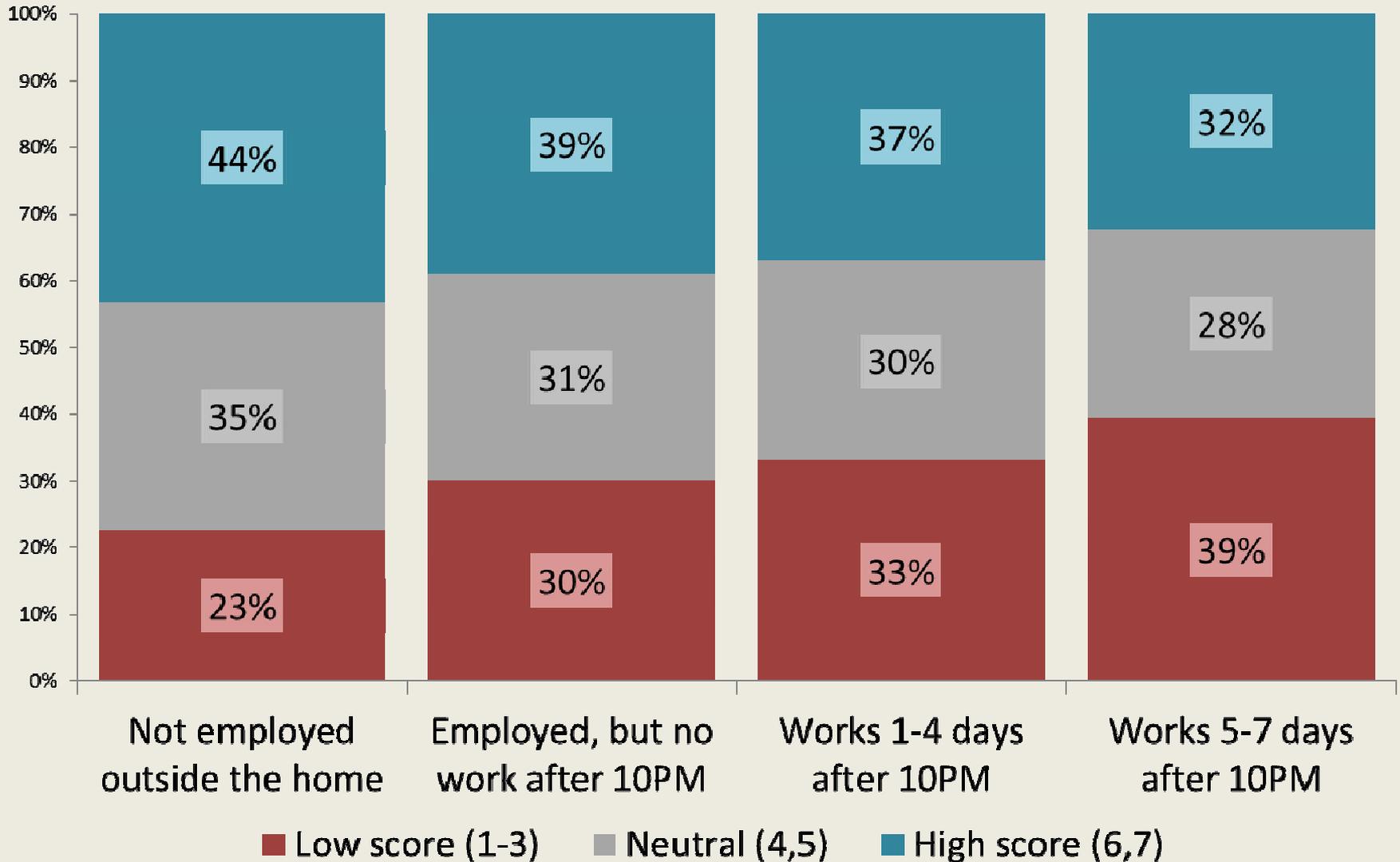


Do Many Riders Have to Work After Regular Service Ends?

Works or does not work after 10:00 PM



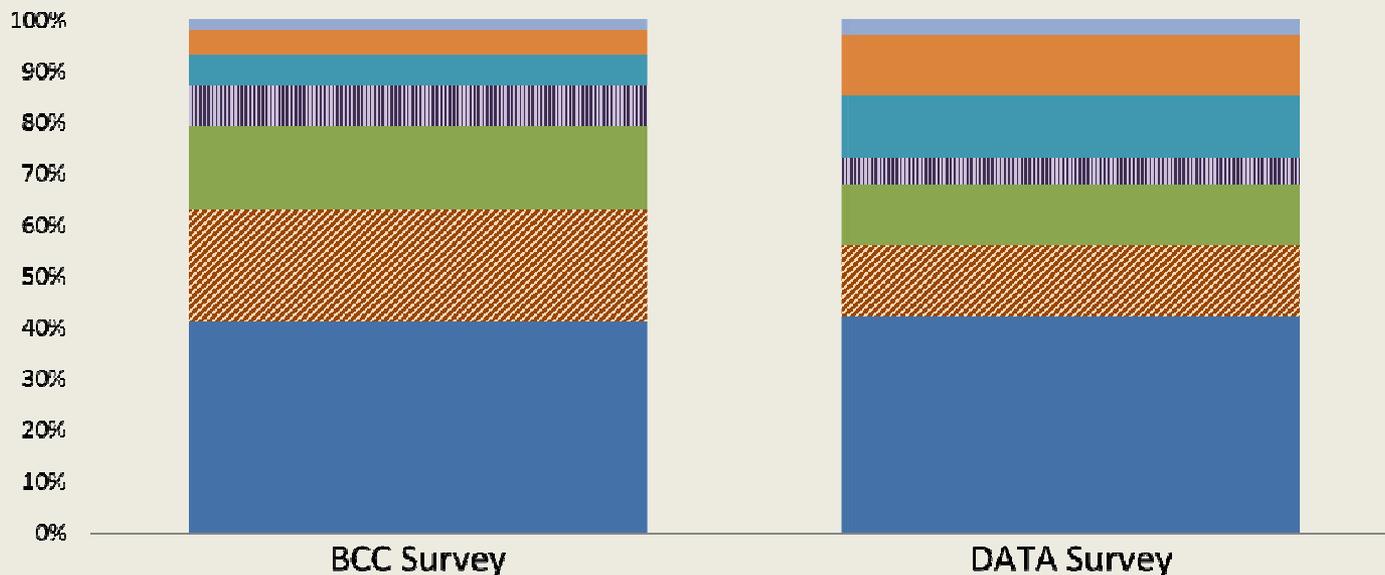
Does Working Late Hours Relate to Satisfaction Scores?



BCC and DATA

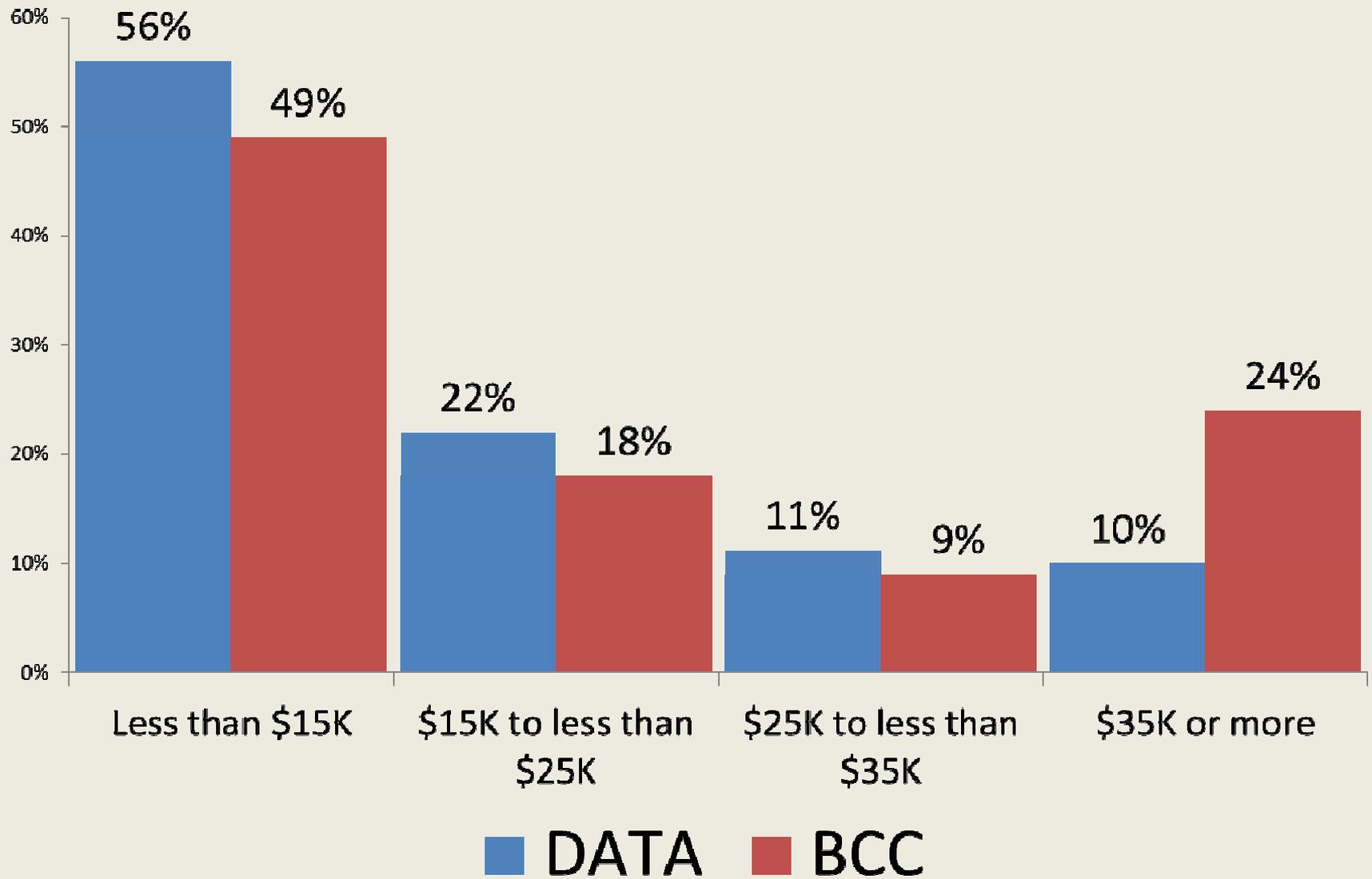
Are BCC Riders More or Less Likely than DATA Riders to Be Employed or Students

(Source: BCC - DATA Durham Onboard Survey, 2011)
 (Multiple responses included)



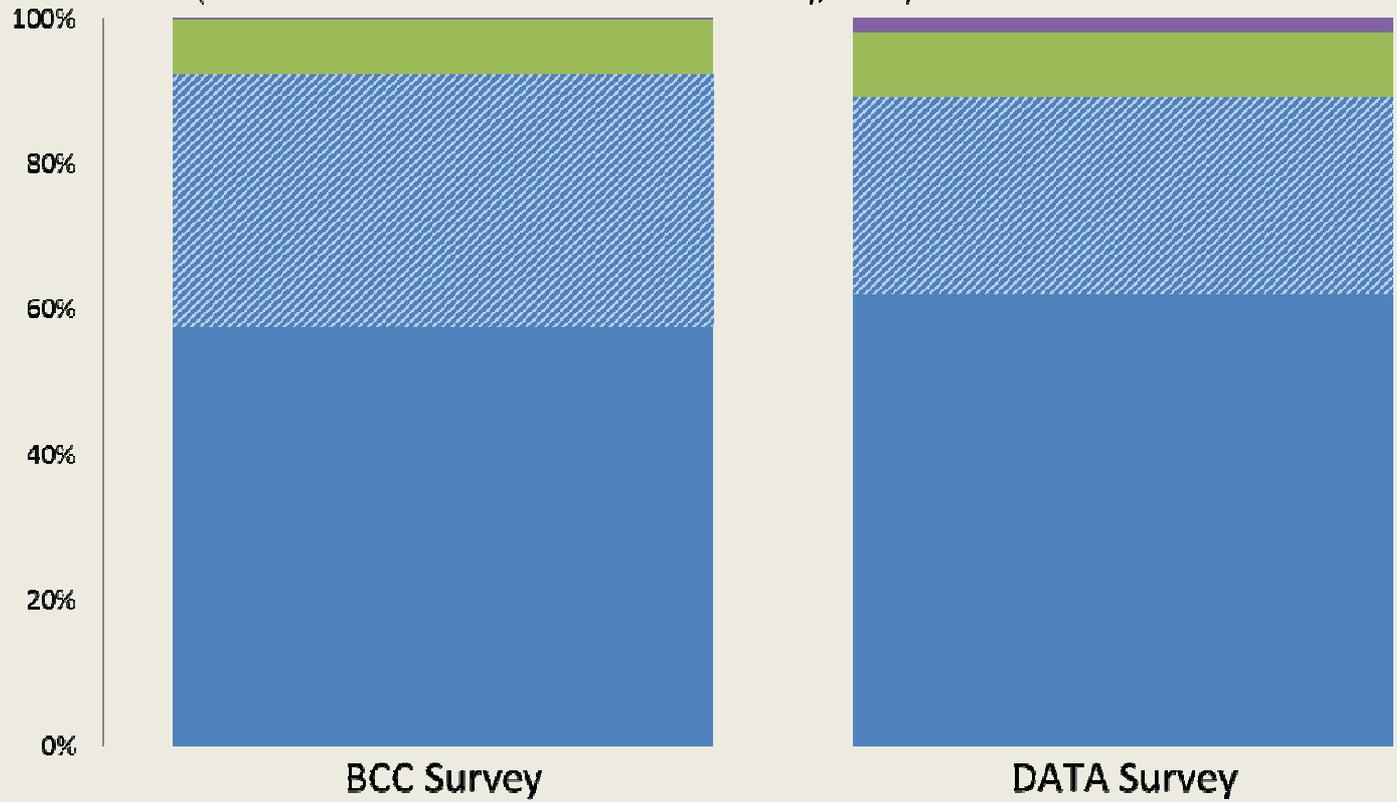
	BCC Survey	DATA Survey
Employed at home	2%	3%
Student and employed	5%	12%
Homemaker	6%	12%
Retired	8%	5%
Unemployed	16%	12%
Student (not employed)	22%	14%
Work outside home	41%	42%

How Do Incomes of BCC and DATA Riders Compare?



Are BCC Riders More or Less Transit-Dependent than DATA Riders?

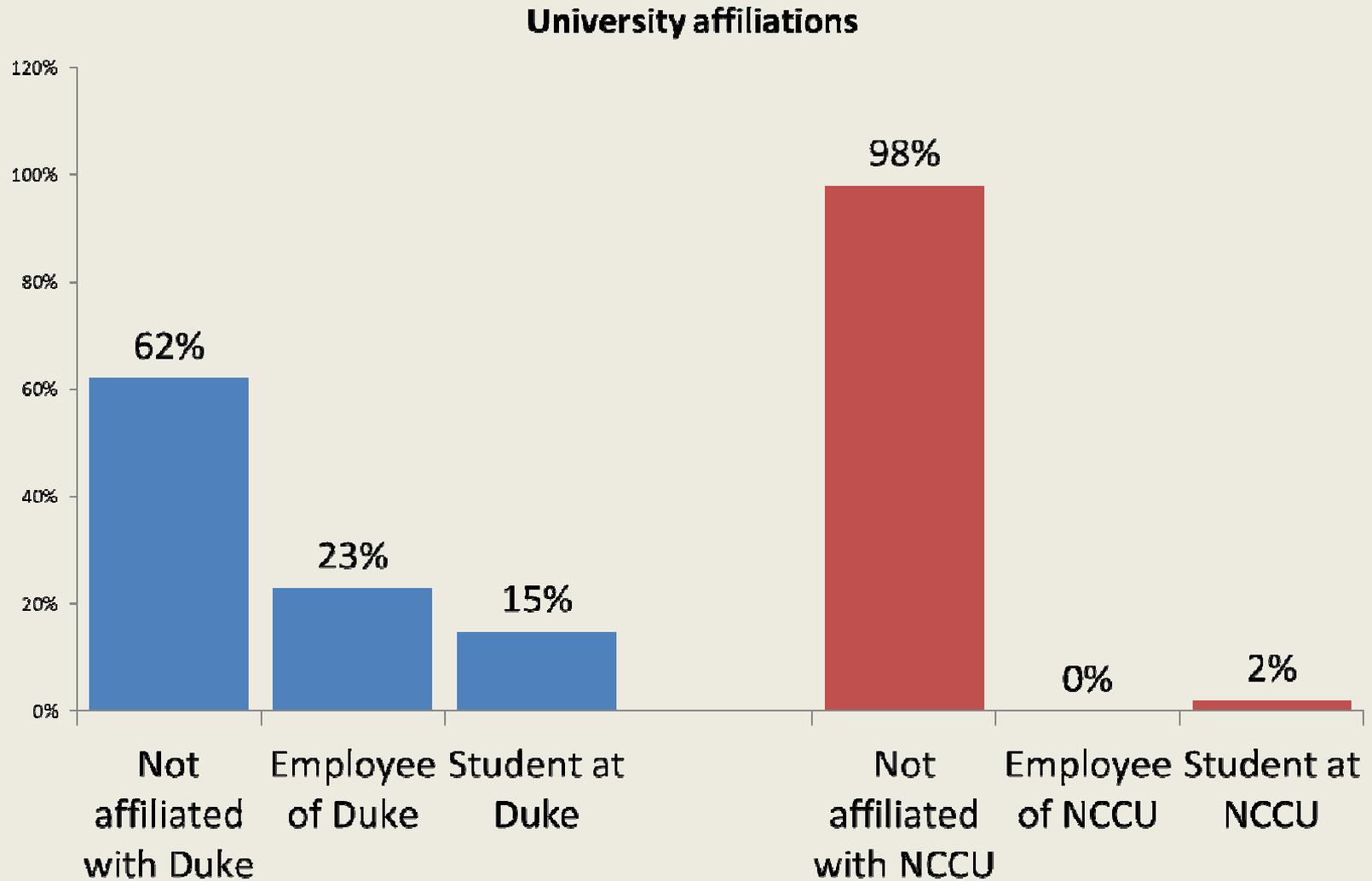
(Source: BCC - DATA Durham Onboard Survey, 2011)



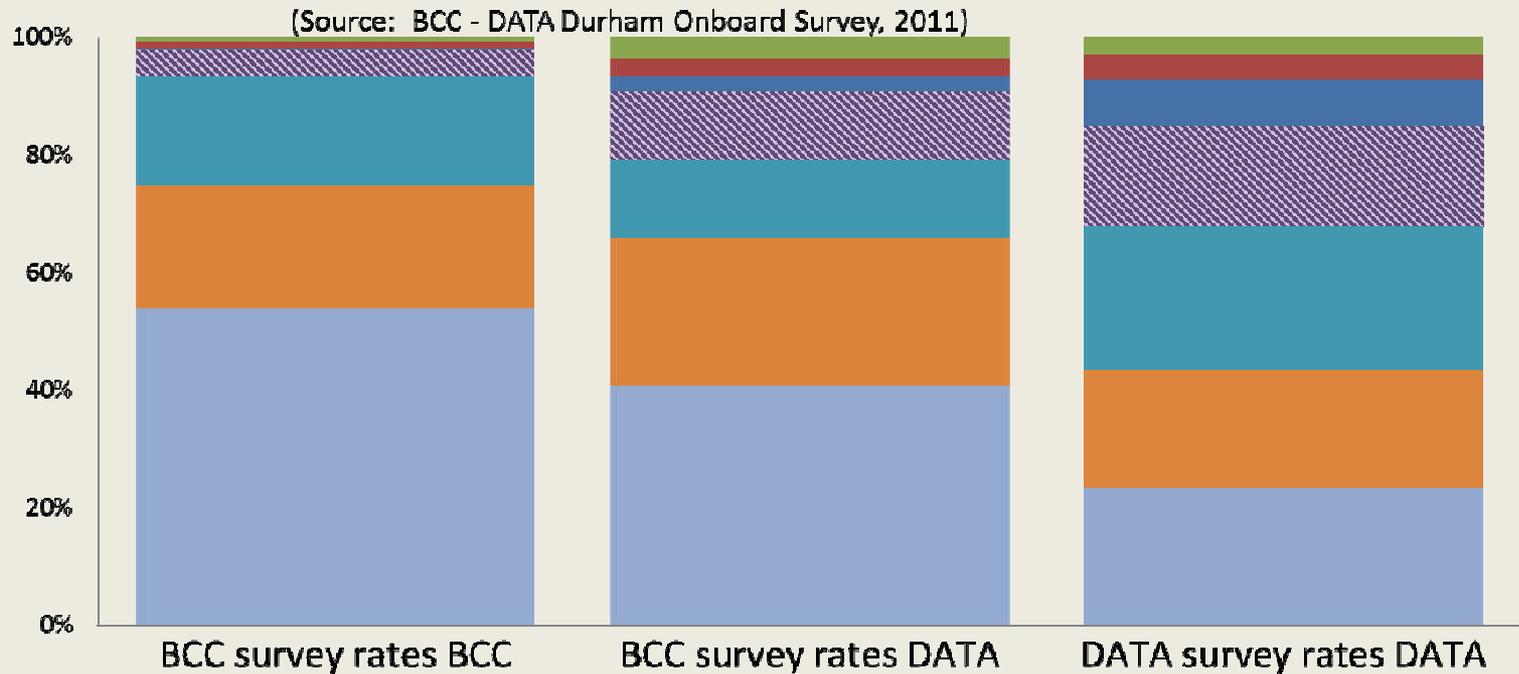
How many cars or other motor vehicles are available for you to use?

Three or more vehicles	0%	2%
Two vehicles	8%	9%
One vehicles	35%	27%
Zero vehicles	58%	62%

Are BCC Riders Affiliated with Universities?



How Do Satisfaction Scores of BCC Compare to those of DATA?



Rate: Overall, how do you rate BCC/DATA service?

1 Very poor	1%	4%	3%
2 Near very poor	1%	3%	4%
3 Low middle	0%	3%	8%
4 Middle	5%	12%	17%
5 High middle	19%	13%	24%
6 Near excellent	21%	25%	20%
7 Excellent	54%	41%	23%

What Aspects of Service Would BCC Riders Most Prefer Be Improved?

(Source: BCC - DATA Durham Onboard Survey, 2011)

