



# Customer Satisfaction 2010

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*Prepared for*

**Capital Metro**

*Prepared by*

**Creative Consumer Research**

Houston • Phoenix

# Agenda

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- Objectives
- Methodology
- Respondent Profile
  - Respondent Profile
  - Ridership Profile
- Research Findings
  - Ridership Destinations
  - Satisfaction with Capital Metro
  - Reasons for Riding
  - Satisfaction, Recommendations and Future Usage
  - Comparing Services
  - Providing Better Service and Increasing Ridership
- Recommendations

# Objectives

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- Primary objective
  - To determine current customer satisfaction rates among three types of customers (Regular, UT, and Express Customers) and compare current satisfaction ratings to baseline ratings established in 2008
- Secondary objectives
  - Determine overall satisfaction with Capital Metro as well as specific levels of satisfaction for the company's features and services
  - Determine likelihood to ride again in the future
  - Determine likelihood to recommend
  - Determine ways to improve the services provided

# Methodology

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- CCR conducted 1,251 on-board interviews with bus riders in the Austin area on a variety of different Capital Metro Routes
  - Regular Routes 450 interviews
  - UT Routes 401 interviews
  - Express Routes 400 interviews
- This research was conducted as a second wave and meant to be compared to the benchmark project in 2008.
  - The original project included 1,234 respondents
- Interviews were conducted in respondents' language of choice (English or Spanish) between March 22, 2010 to May 14, 2010
- The average interview length for the survey was 6-8 minutes
- Interviewers conducted surveys on laptop computers while riding the bus
  - Interviews were conducted on various bus routes to ensure a good demographic mix of bus riders

# Methodology

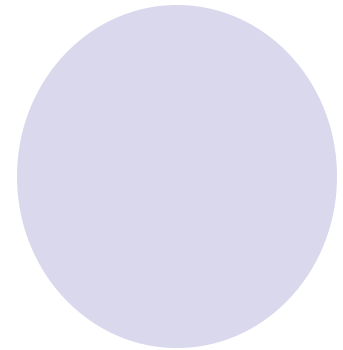
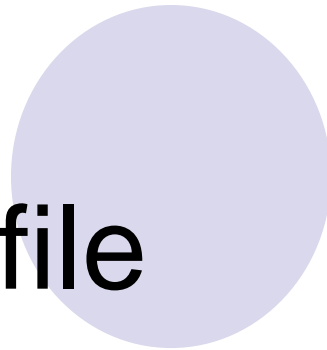
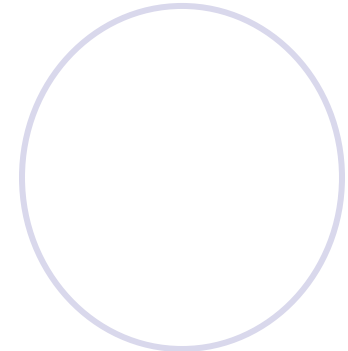
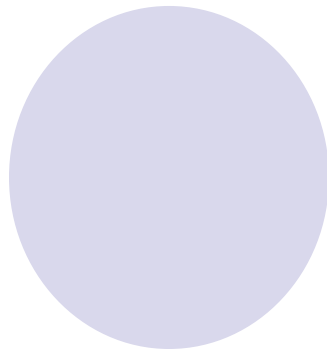
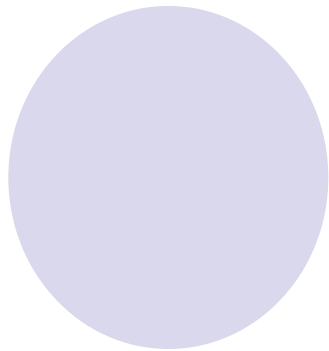
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- Respondents met the following criteria:
  - Currently live in Austin or the surrounding area
  - Respondent/Family members do not work for Capital Metro
- Quotas were implemented overall for the following:
  - Route Type:
    - Regular Routes (n=400)
    - UT Routes (n=400)
    - Express Routes (n=400)
- Statistical differences were measured at the 95% confidence level. This means that those differences marked are real differences, and not simply by chance. If the survey were to be completed 100 times, any differences marked as statistically different would be seen at least 95 times. Differences are marked throughout the report as follows:
  - <sup>R</sup> – Statistically higher than Regular Routes
  - <sup>U</sup> – Statistically higher than UT Routes
  - <sup>E</sup> – Statistically higher than Express Routes



# Respondent Profile

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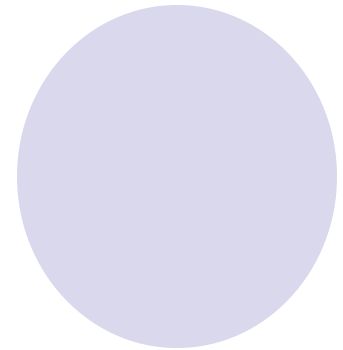
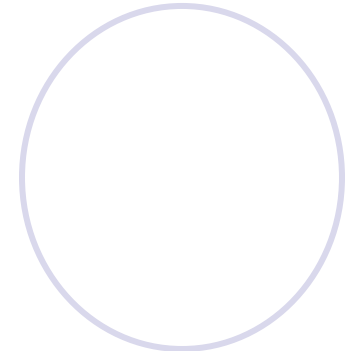
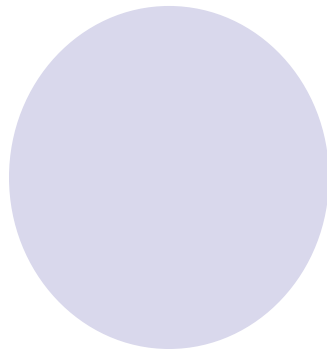
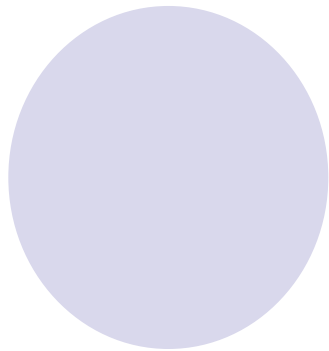
# Respondent Profiles

	Total Sample	Regular Routes	UT Routes	Express Routes
<b>Gender</b>				
Female	45%	42%	44%	49%
Male	55%	58%	56%	52%
<b>Average number of years in Austin area (in years)</b>	9.6	12.0	4.6	12.0
<b>Average age</b>	31.8	35.7	24.7	34.8
<b>Ethnicity</b>				
Anglo/Caucasian	53%	40%	49%	70%
Hispanic	20%	24%	22%	13%
African-American	17%	29%	12%	9%
Asian-American	9%	4%	15%	7%
All others	2%	2%	2%	2%
<b>Highest Level of Education Achieved</b>				
High School Graduate or Less	17%	34%	7%	7%
Some College or More	78%	55%	93%	91%
<b>Household Income for 2009</b>				
\$20,000 and under	38%	37%	55%	21%
\$20,001 to \$40,000	24%	28%	27%	15%
Over \$40,000	18%	11%	10%	35%
<i>Average:</i>	<i>\$30,540</i>	<i>\$24,560</i>	<i>\$23,000</i>	<i>\$47,580</i>
<b>Base:</b>	1,251	450	401	400



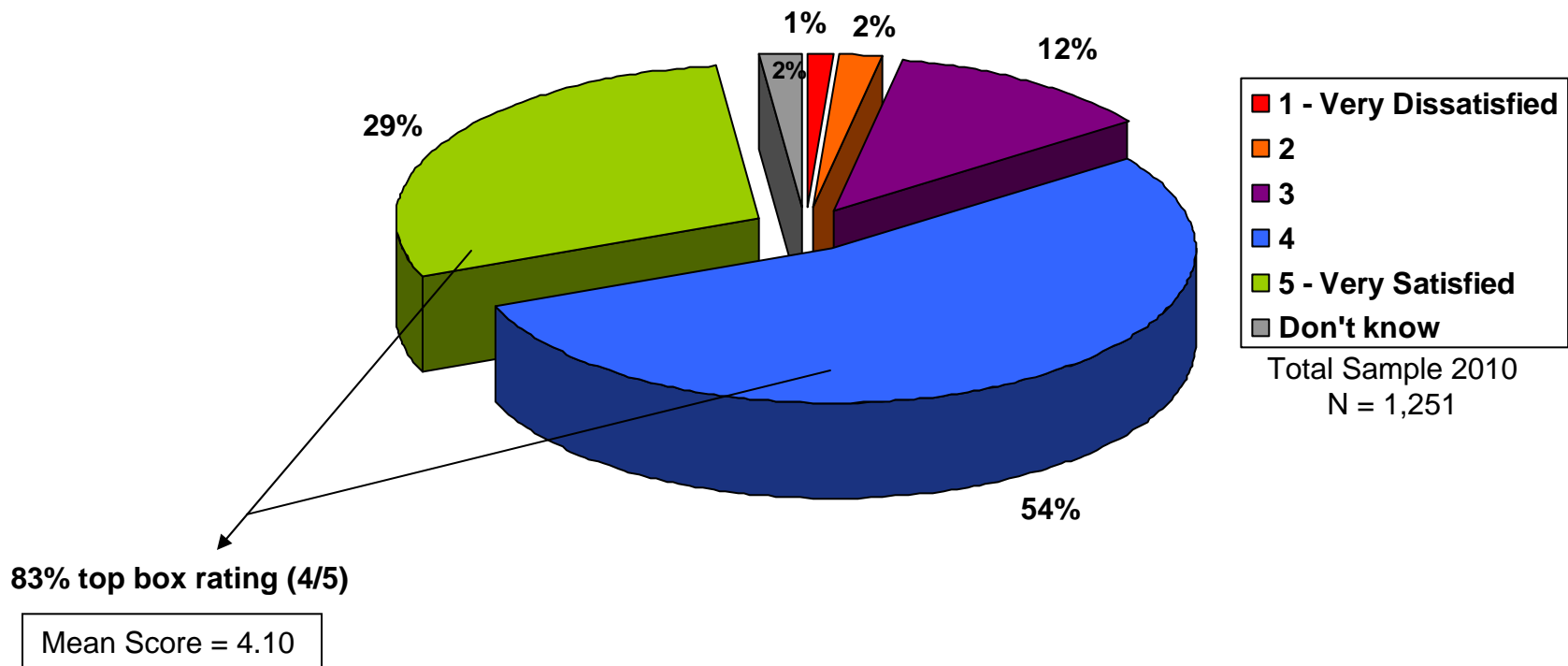
# Research Findings

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# Overall Satisfaction

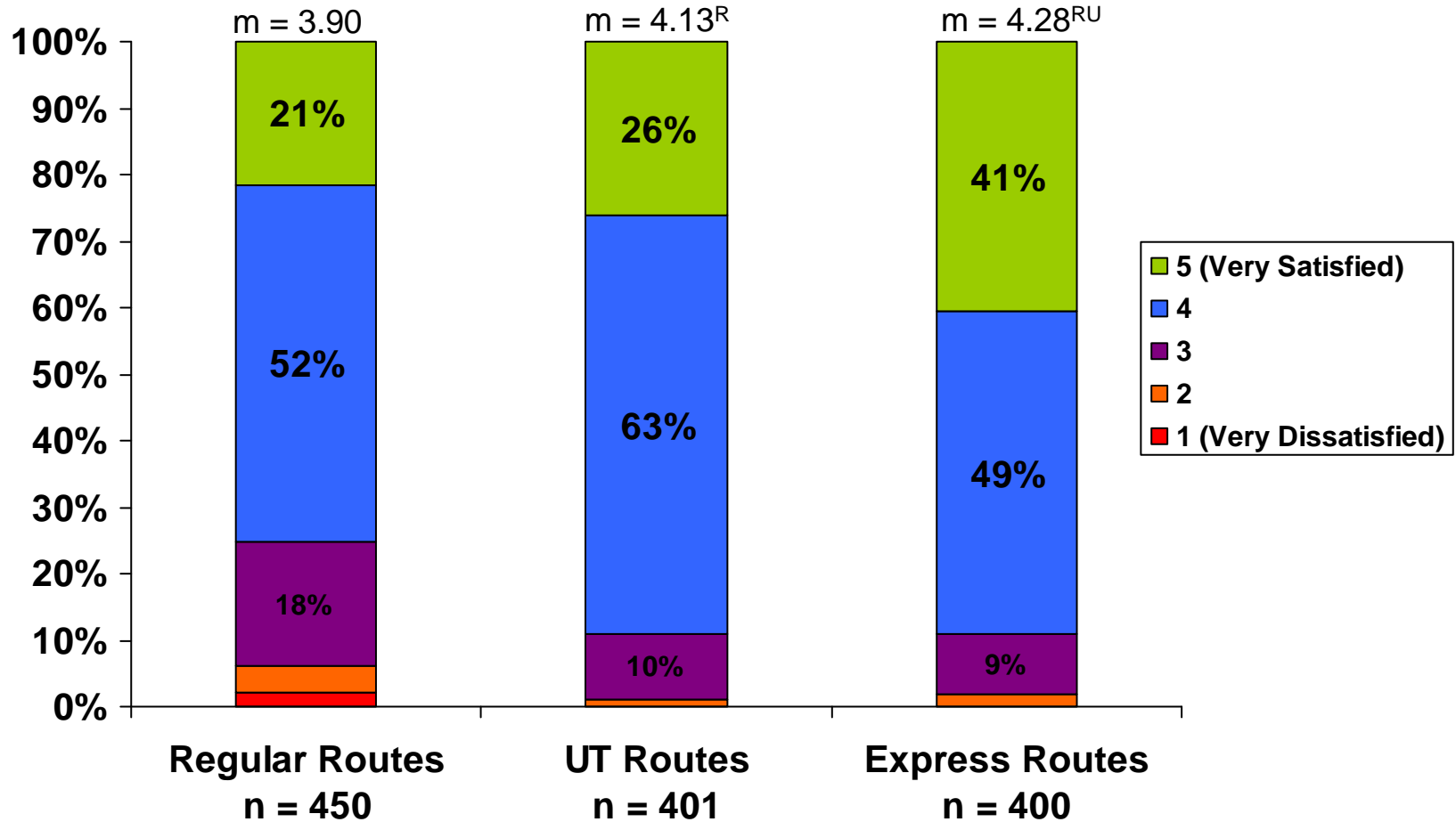
## Overall Satisfaction with Capital Metro (Scale 1 'very dissatisfied' to 5 'very satisfied')



Q4c On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your overall satisfaction with Capital Metro?

# Overall Satisfaction

Overall Satisfaction with Capital Metro  
(Scale 1 'very dissatisfied' to 5 'very satisfied')



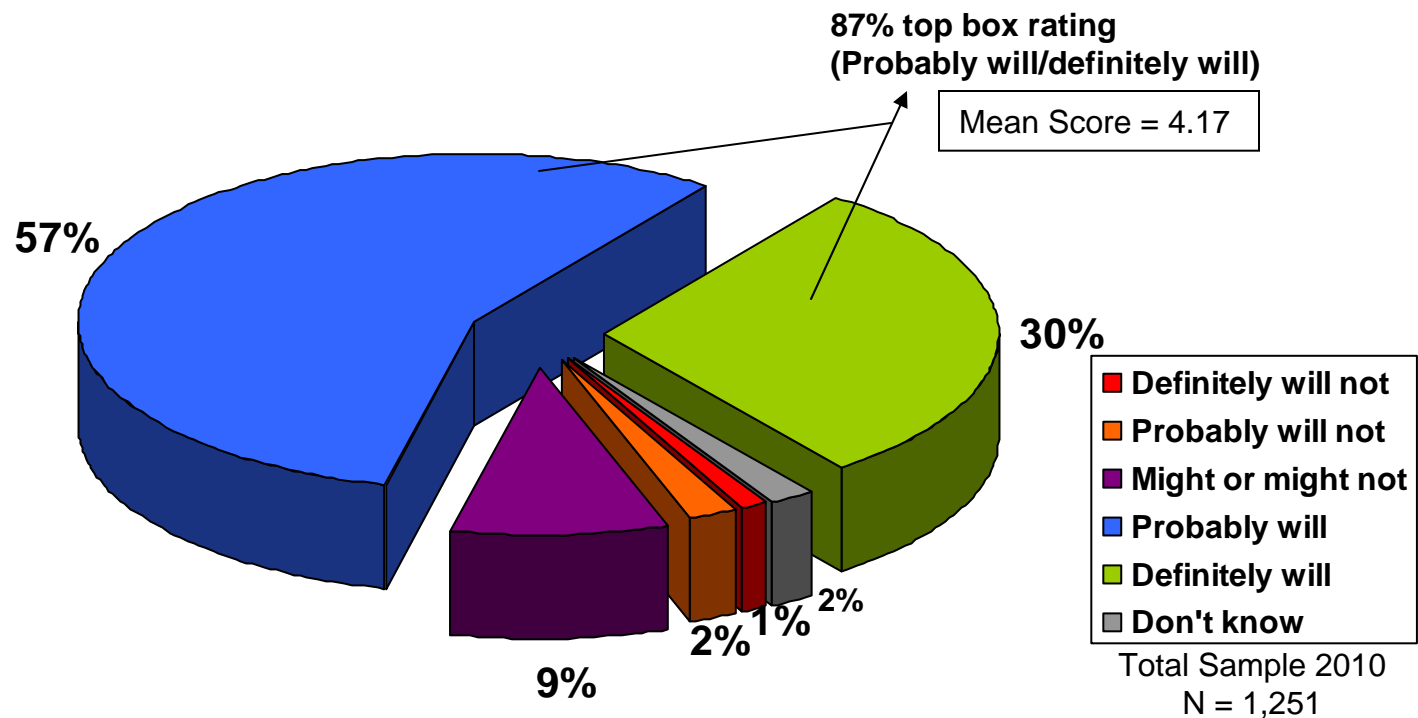
R – Significantly higher than Regular Routes  
 U – Significantly higher than UT Routes

Q4c On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your overall satisfaction with Capital Metro?

# Likelihood to Recommend

## Likelihood To Recommend Capital Metro to Friend, Co-worker, or Family Member

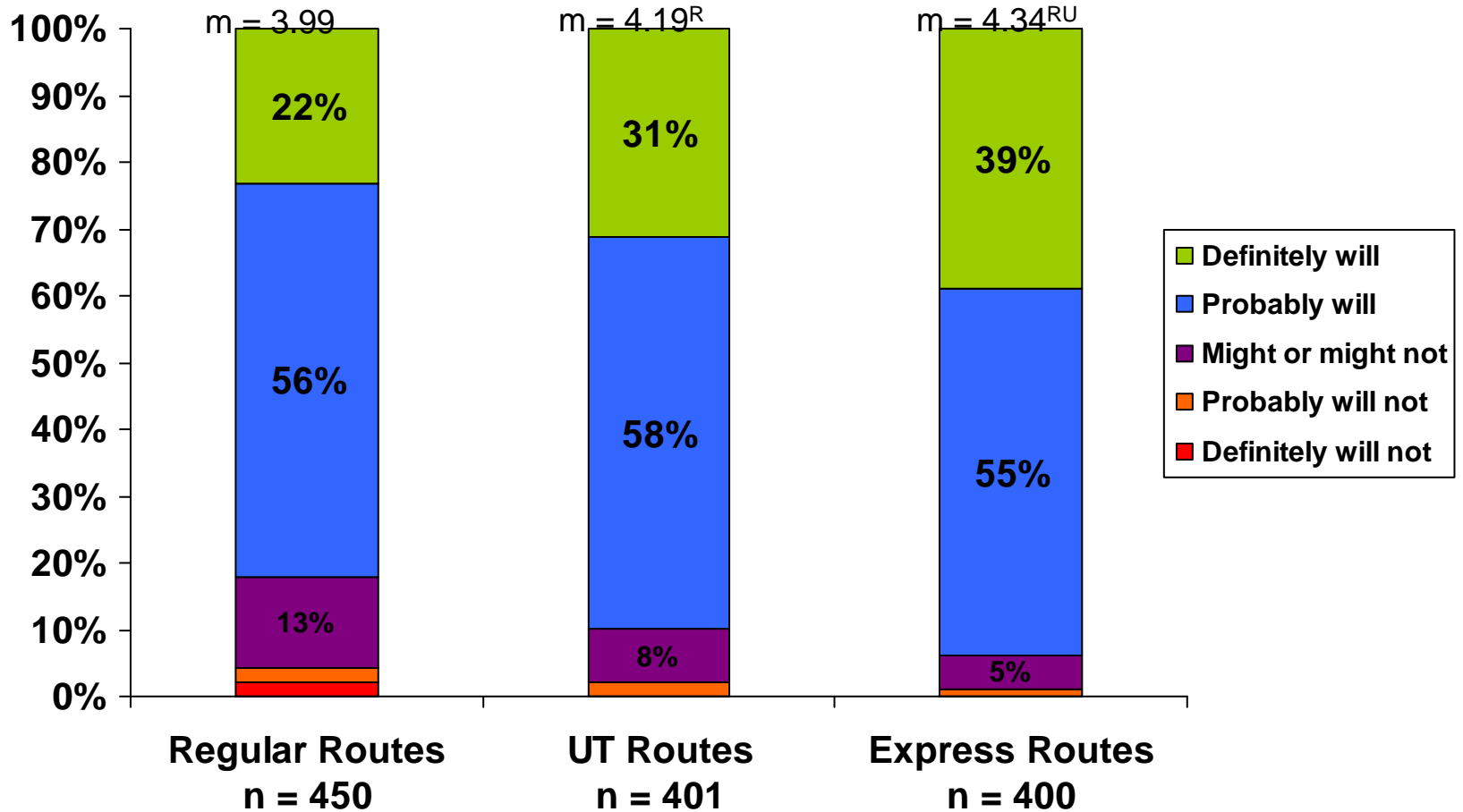
(Scale 1 'definitely will not' to 5 'definitely will')



Q4d How likely would you be to recommend Capital Metro services to a friend, co-worker, or family member? Would you say . . . ?

# Likelihood to Recommend

## Likelihood to Recommend Capital Metro



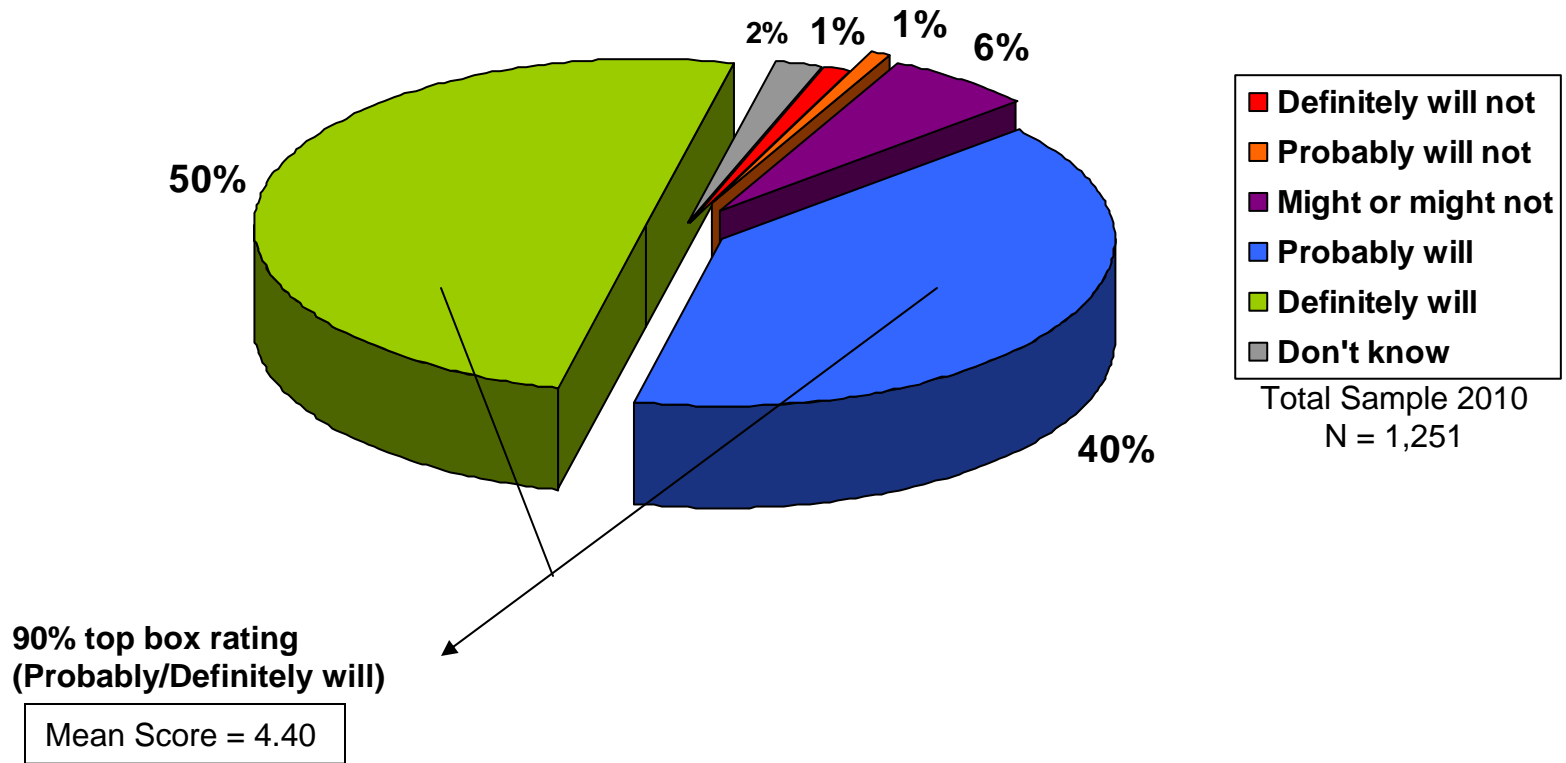
R – Significantly higher than Regular Routes  
 U – Significantly higher than UT Routes

Q4d How likely would you be to recommend Capital Metro services to a friend, co-worker, or family member? Would you say . . . ?

# Continuation of Usage

## Likelihood to Use Capital Metro in the Future

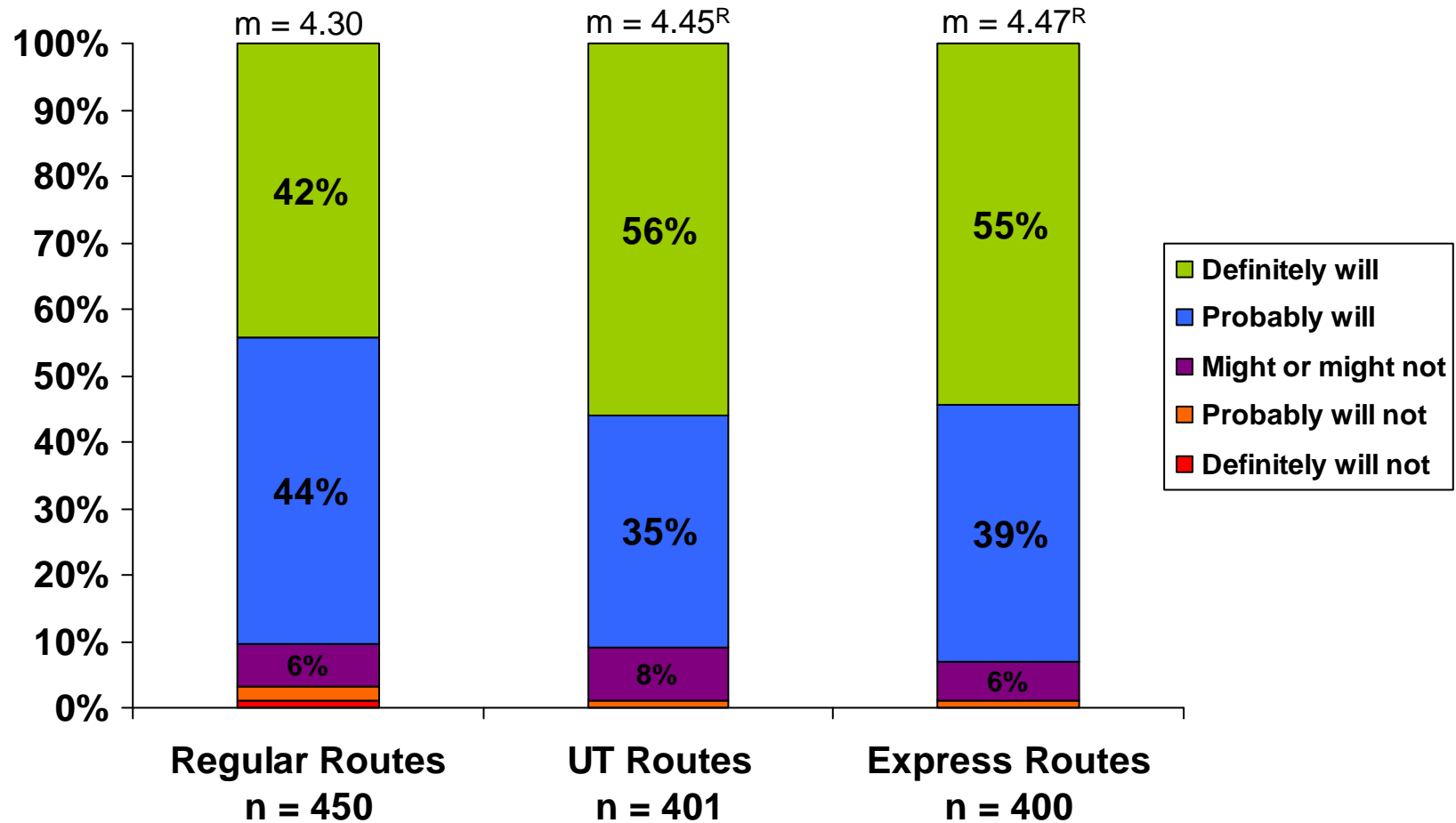
(Scale 1 'definitely will not' to 5 'definitely will')



Q4e How likely are you to continue to use Capital Metro in the future? Would you say . . . ?

# Likelihood to Continue Usage

## Likelihood to Continue to use Capital Metro



R – Significantly higher than Regular Routes

Q4d How likely would you be to recommend Capital Metro services to a friend, co-worker, or family member? Would you say . . . ?

# Satisfaction with Capital Metro

Rating Capital Metro Features/Services  
(Scale '1' poor to '5' excellent)

Features/Services (1 of 2)	Mean Score	Top Box	Don't know	Regular Routes	UT Routes	Express Routes
Courteous, knowledgeable, and friendly bus drivers	4.12	79%	1%	3.96	4.08	4.32 <sup>RU</sup>
Sense of personal safety on the bus	4.02	73%	2%	3.83	4.01 <sup>R</sup>	4.23 <sup>RU</sup>
Operations of the bike racks	4.00	33%	55%	3.84	4.09 <sup>R</sup>	4.09 <sup>R</sup>
Bilingual announcements	3.90	39%	42%	3.81	3.91	3.98
Condition and cleanliness of the bus	3.89	67%	1%	3.59	3.94 <sup>R</sup>	4.16 <sup>RU</sup>
Online trip planner	3.87	50%	25%	3.62	3.93 <sup>R</sup>	4.01 <sup>R</sup>
Sufficient hand rails for standing room only	3.87	61%	6%	3.69	3.90 <sup>R</sup>	4.05 <sup>RU</sup>
Sense of personal safety at the bus stop	3.83	65%	2%	3.57	3.90 <sup>R</sup>	4.06 <sup>RU</sup>
Knowledgeable, courteous call center operators	3.80	36%	43%	3.77	3.66	3.94 <sup>RU</sup>
Frequent service – less than 10 – 15 minute wait	3.79	51%	21%	3.59	3.77 <sup>R</sup>	3.97 <sup>RU</sup>
<i>Base:</i>	1,251	1,251	1,251	450	401	400

The numbers in red represent a high “don’t know” rating which could account for the lower top box percentages for these factors. The means represent a clearer picture of how those who are knowledgeable about the factor feel.

**Please note:** Top box = 4/5 rating on a scale of 1 to 5); Color codes for each route are based on mean score/average ratings; **Green is Above average rating, Pink is Below average rating; “R” indicates significantly higher average rating than Regular routes, “U” indicates significantly higher average rating than UT routes.**

Q3 Please rate the following Capital Metro features or services on a scale of '1' poor to '5' excellent rating. How would you rate . . . ?

# Satisfaction with Capital Metro

Rating Capital Metro Features/Services  
(Scale '1' poor to '5' excellent)

Features/Services (2 of 2)	Mean Score	Top Box	Don't know	Regular Routes	UT Routes	Express Routes
Reliability – bus arrives within 5 minutes of scheduled time	3.77	63%	1%	3.52	3.74 <sup>R</sup>	4.09 <sup>RU</sup>
Easy-to-use system maps and timetables	3.75	49%	22%	3.66	3.72	3.86 <sup>RU</sup>
Comfortable temperature on the bus	3.71	57%	1%	3.59	3.76 <sup>R</sup>	3.77 <sup>R</sup>
Always a seat available – not too crowded	3.70	60%	1%	3.53	3.61	3.99 <sup>RU</sup>
Safe smooth ride – steady starts and stops	3.69	54%	1%	3.55	3.63	3.90 <sup>RU</sup>
Condition and cleanliness of the bus stop shelters and benches	3.69	55%	1%	3.38	3.78 <sup>R</sup>	3.95 <sup>RU</sup>
PA announcements are loud, clear, and accurate	3.69	52%	8%	3.56	3.73 <sup>R</sup>	3.82 <sup>R</sup>
Pleasant smell of the bus	3.60	52%	1%	3.31	3.64 <sup>R</sup>	3.89 <sup>RU</sup>
Extended hours, weekend service	3.30	32%	30%	3.20	3.46 <sup>R</sup>	3.26
Automated Voice Response System	3.18	22%	48%	2.67	3.46 <sup>R</sup>	3.52 <sup>R</sup>
<i>Base = Total Sample</i>	1,251	1,251	1,251	450	401	400

The numbers in red represent a high “don’t know” rating which could account for the lower top box percentages for these factors. The means represent a clearer picture of how those who are knowledgeable about the factor feel.

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Q3 Please rate the following Capital Metro features or services on a scale of '1' poor to '5' excellent rating. How would you rate . . . ?

# Reasons For Riding

## Level of Agreement with Statements

Statements	Mean score	Top Box	Don't know	Regular Routes	UT Routes	Express Routes
The bus takes me where I want to go	4.06	81%	1%	3.80	4.14 <sup>R</sup>	4.26 <sup>RU</sup>
I ride to avoid paying high gas prices	3.87	70%	2%	3.57	3.94 <sup>R</sup>	4.11 <sup>RU</sup>
I ride because it saves money	3.84	71%	1%	3.60	3.90 <sup>R</sup>	4.04 <sup>R</sup>
Capital Metro fares are a good value	3.80	65%	4%	3.56	4.04 <sup>RE</sup>	3.82 <sup>R</sup>
I ride to avoid traffic	3.80	67%	2%	3.46	3.79 <sup>R</sup>	4.17 <sup>RU</sup>
I ride because it is environmentally friendly	3.71	64%	2%	3.45	3.78 <sup>R</sup>	3.94 <sup>RU</sup>
Parking at my destination is difficult or too expensive	3.61	58%	4%	2.98	4.16 <sup>RE</sup>	3.72 <sup>R</sup>
If Capital Metro had to raise its fares, I would be willing to pay more	3.22	38%	5%	3.09	3.34 <sup>R</sup>	3.25 <sup>R</sup>
I ride because I can't or don't know how to drive	2.28	26%	1%	3.08 <sup>UE</sup>	2.02 <sup>E</sup>	1.65
<i>Base = Total Sample</i>	1,251	1,251	1,251	450	401	400

**Please note:** Top box = 4/5 rating on a scale of 1 to 5); +, -, = markings for each route are based on mean score/average ratings, **Green is '+' or Above average rating, Pink is '-' or Below average rating;** "R" indicates significantly higher average rating than Regular routes, "U" indicates significantly higher average rating than UT routes, "E" indicates significantly higher rating than Express routes

Q4a How much do you agree/disagree with the following statements?

# Comparing Service

## Comparing Capital Metro's Service to Favorite Store's Service

	Total Sample	Regular Routes	UT Routes	Express Routes
<b>Capital Metro's service is better than the service you receive from your favorite store</b>	12%	12%	11%	12%
<b>Equal to service at your favorite store</b>	40%	39%	39%	42%
<b>My favorite store's service is better than Capital Metro's service</b>	15%	15% <sup>E</sup>	18% <sup>E</sup>	11%
<i>Base:</i>	1,251	450	401	400

E – Significantly higher than Express Routes

### Favorite Type of Store

<b>Electronics Store</b>	<b>22%</b>
<b>Grocery Store</b>	<b>20%</b>
<b>Branded Clothing</b>	<b>20%</b>
<b>Department Store</b>	<b>16%</b>
<b>The Mall</b>	<b>9%</b>
<b>Other Retail</b>	<b>6%</b>

Base = Those who said their favorite store's service is better than Capital Metro's service (n=182)

Q4f I'd now like you to compare Capital Metro services overall versus service you deal with at your favorite place to shop. Would you say . . . ?

4h. What kind of store is your favorite place to shop?

# Suggestions to Improve Service

	Regular Routes	UT Routes	Express Routes
More frequent rides/extended service	26%	17%	52%
Encourage driver to be more friendly/courteous	13%	14%	0%
Be on time/on schedule	13%	6%	5%
Have better seating	10%	3%	7%
Improve bus stops/shelters	6%	3%	12%
Have new busses/more busses	4%	4%	7%
Work on cleanliness	3%	4%	0%
<i>Base: Those who said their favorite store's service is better than Capital Metro's service</i>	69	71	42

Note: Number of mentions add up to more than base due to multiple response.

# Comments and Suggestions

## Comments or Suggestions to Assist Capital Metro in Providing Better Customer Service in the Future

	Total Sample	Regular Routes	UT Routes	Express Routes
More frequent routes/more busses	11%	14% <sup>U</sup>	9%	10%
Have more stops at night and weekends	10%	11%	8%	10%
Keep up the good work/satisfied	7%	9%	6%	6%
Quicker service/be on time	3%	5% <sup>E</sup>	3%	2%
Don't increase fares/lower price	3%	6% <sup>U</sup>	<1%	4% <sup>U</sup>
Expand routes	3%	4% <sup>U</sup>	<1%	4% <sup>U</sup>
Run longer/later hours	2%	2%	1%	4%
Better shelters/protection/better lighting	2%	5% <sup>UE</sup>	1%	2%
Bus drivers are happy/good attitude	2%	3% <sup>E</sup>	1%	1%
Have an easier to read bus schedule	2%	2%	1%	3%
None/nothing	39%	31%	49%	40%
<i>Base:</i>	1,251	450	401	400

U – Significantly higher than UT routes

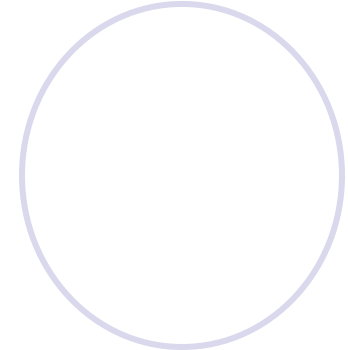
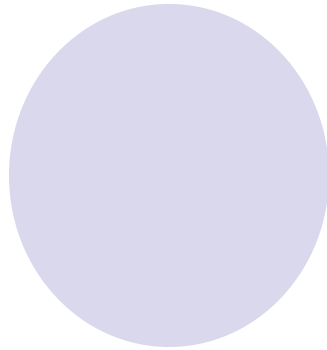
E – Significantly higher than Express routes

Q6A-1 What other comments/suggestions do you have that could assist Capital Metro in providing you with better service in the future?



CAPITAL  
**METRO**

# Ridership Evaluation



# Ridership Profile

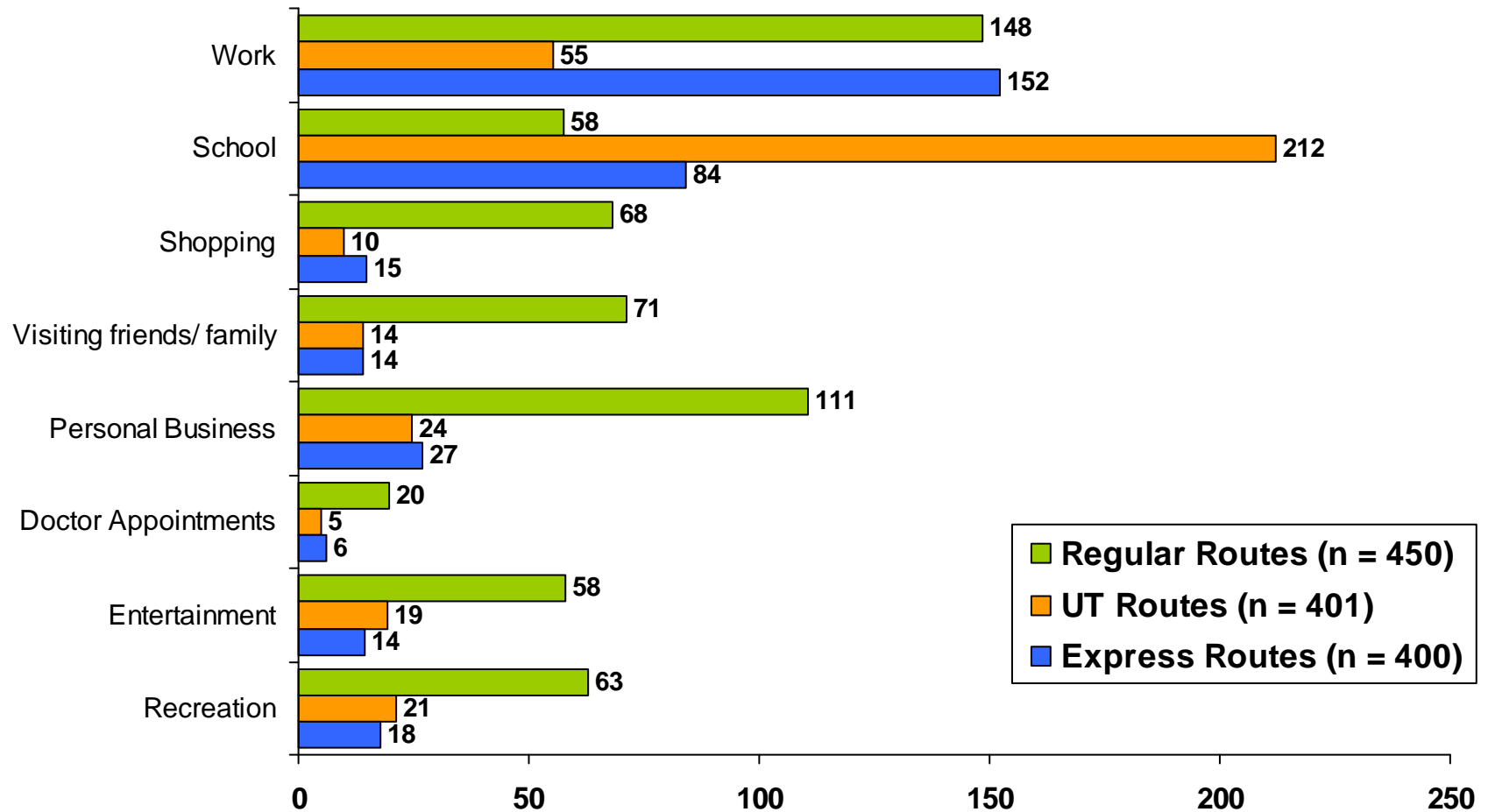
	Total Sample	Regular Routes	UT Routes	Express Routes
Average number of one way trips per week	10.60	11.91 <sup>E</sup>	10.36 <sup>E</sup>	9.42
Have access to a motorized vehicle	65%	42%	74% <sup>R</sup>	81% <sup>RU</sup>
Have valid driver's license	78%	61%	89% <sup>R</sup>	87% <sup>R</sup>
Have a cell phone when travel by bus or commuter rail	80%	74%	86% <sup>RE</sup>	80% <sup>R</sup>
Send and receive text messages with cell phone*	79%	75%	87%	75%
Use Internet daily	72%	55%	93% <sup>RE</sup>	71% <sup>R</sup>
<b>Base:</b>	<b>1,251</b>	<b>450</b>	<b>401</b>	<b>400</b>
<i>*Reduced Base = Those who have cell phone when travel by bus or commuter rail</i>	997	332	345	320

R – Significantly higher than Regular Routes

E – Significantly higher than Express Routes

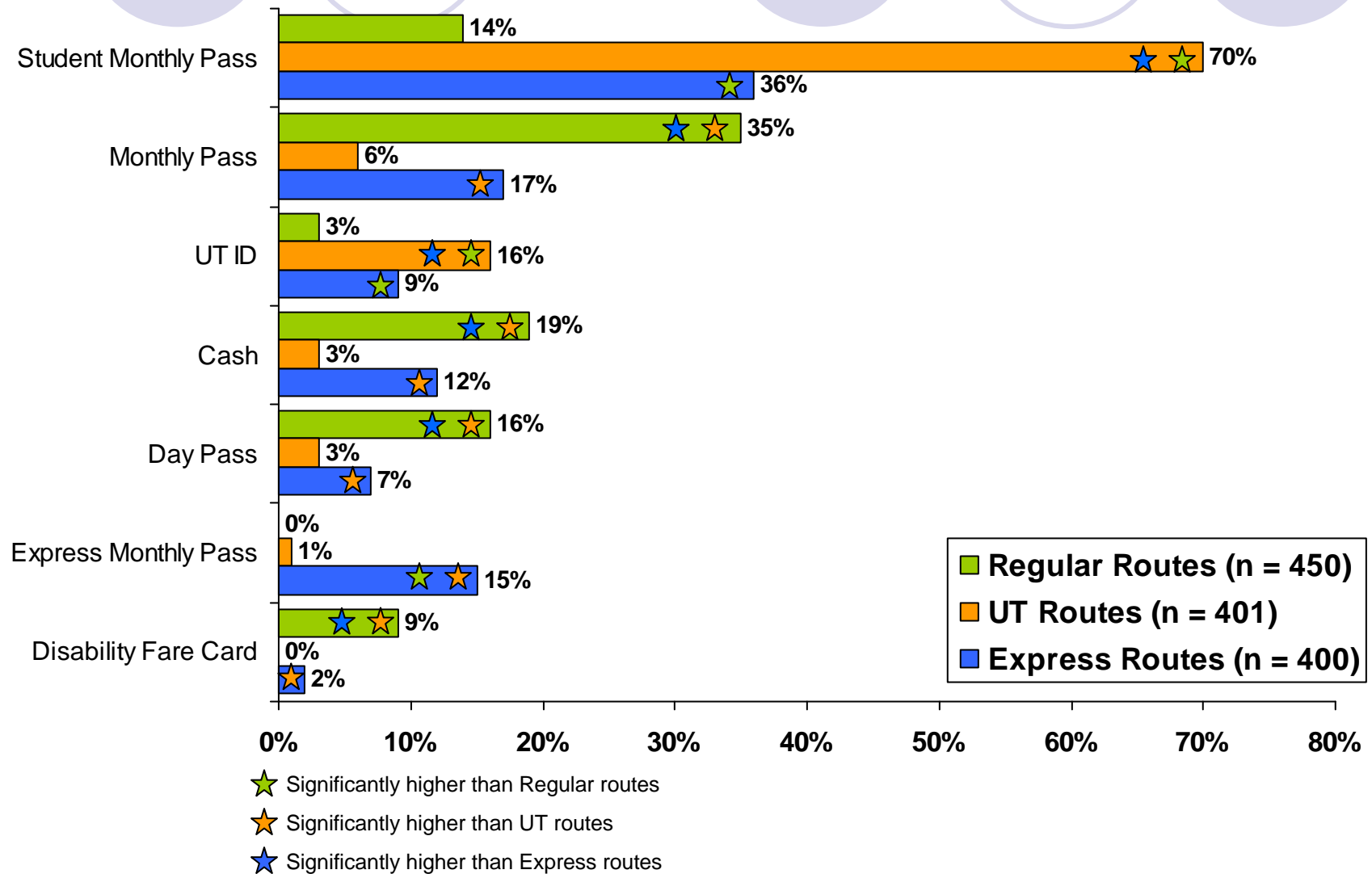
# Ridership Frequency

Average Number of Days per Year Capital Metro Services Used by Activity



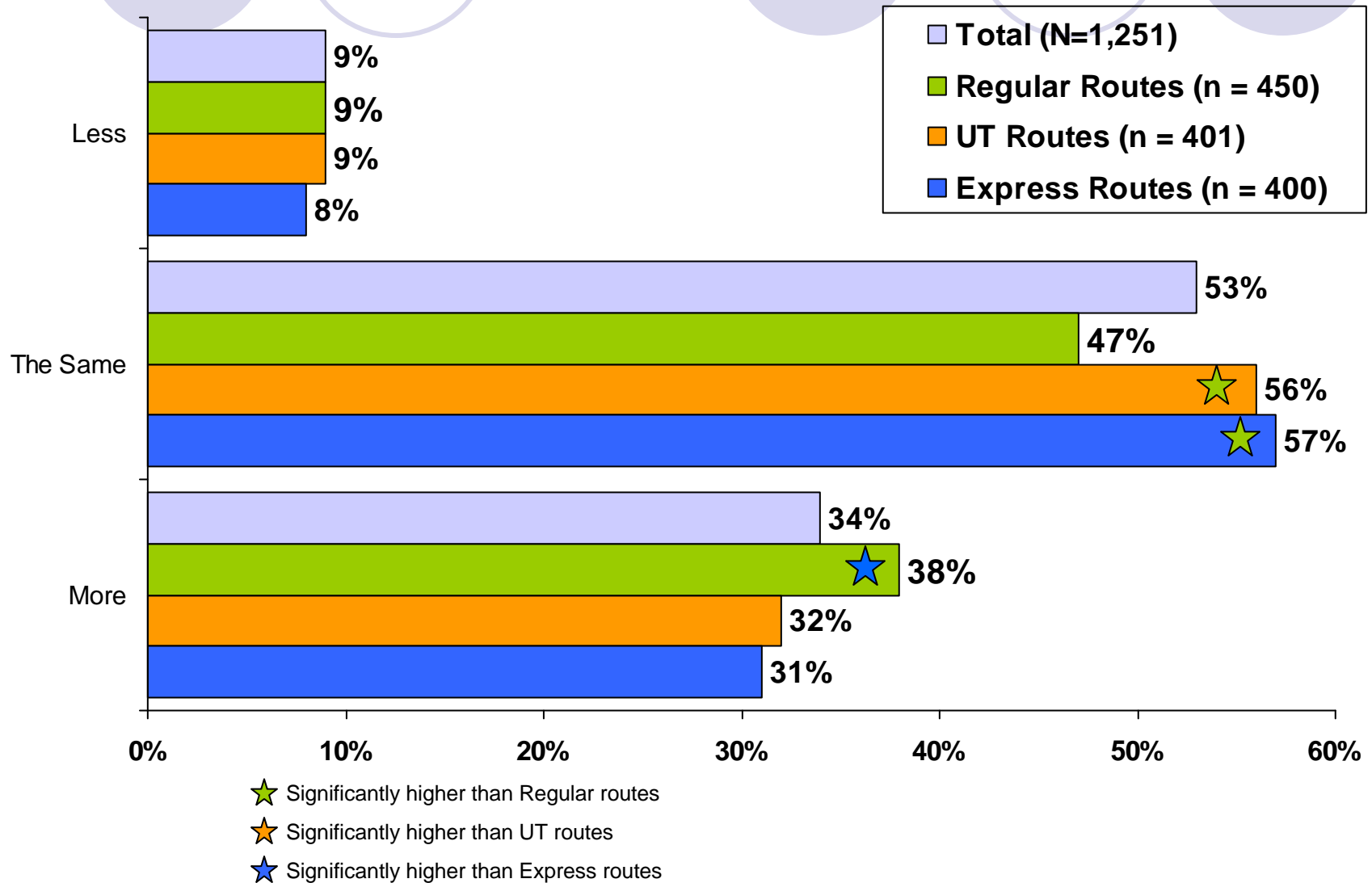
Q2b. How frequently do you ride any of the Capital Metro Services for...?

# Fare Type Used



Q2d. What type of fare do you use most often?

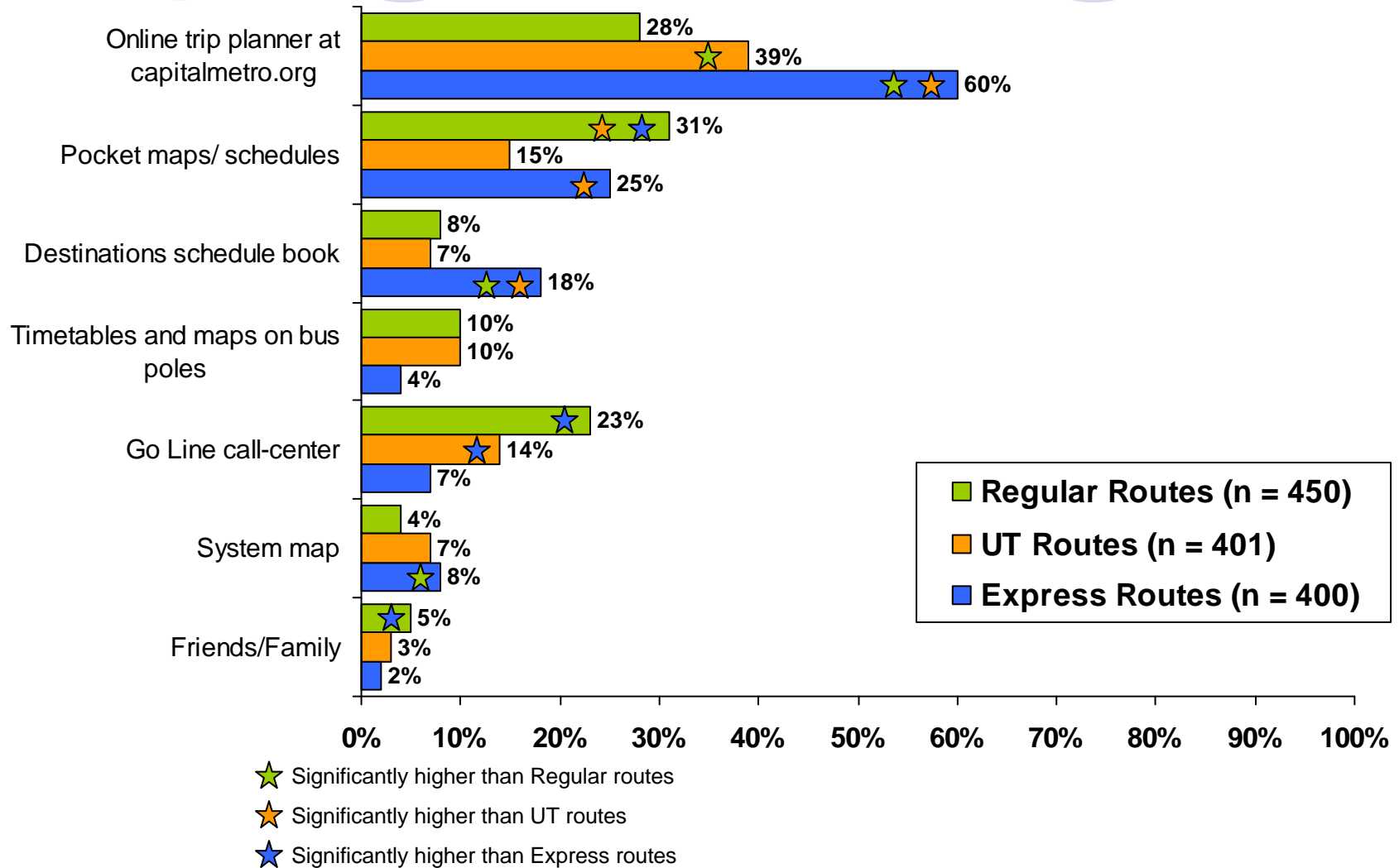
# Year to Year Usage



2e. Compared to last year at this time, are you using Capital Metro services...?

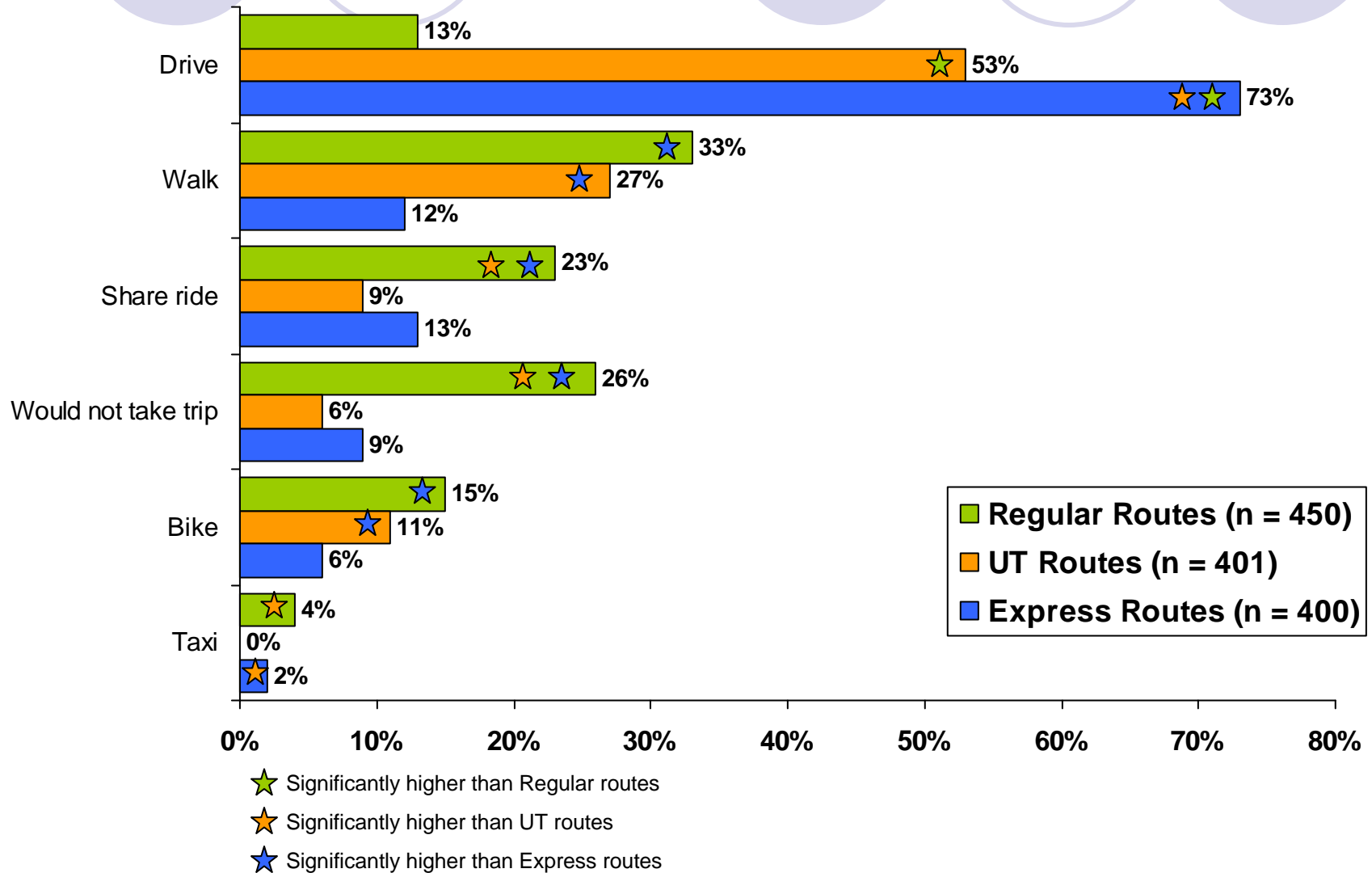
# Trip Planning

## Sources of Information Used to Plan Trips



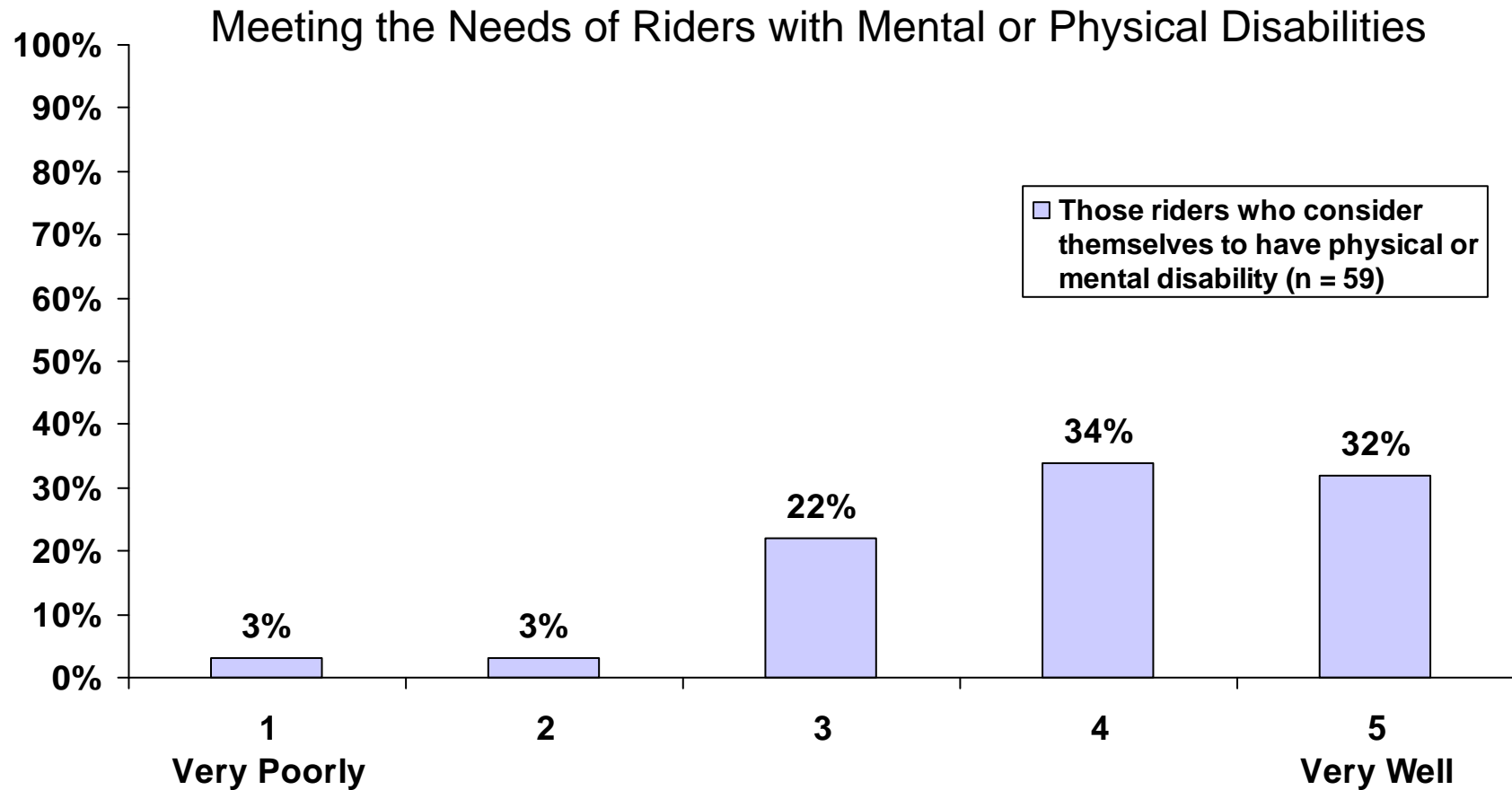
Q2f. What sources of information do you use most often to plan your trips?

# Alternate Transportation Sources



Q2g. If it wasn't for public transportation such as the bus or commuter rail, how would you have made this trip today?

# Special Needs Ridership

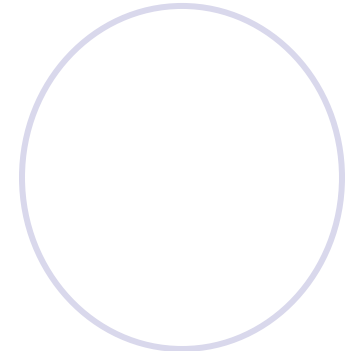
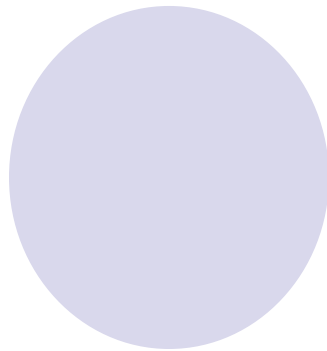
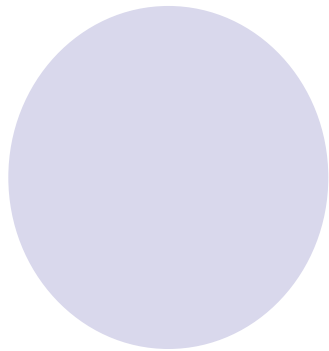


Q5k. Please rate how well your needs are being met by Capital Metro on a scale of '1' to '5', where '1' is very poorly and '5' is very well.



# Year to Year Comparison

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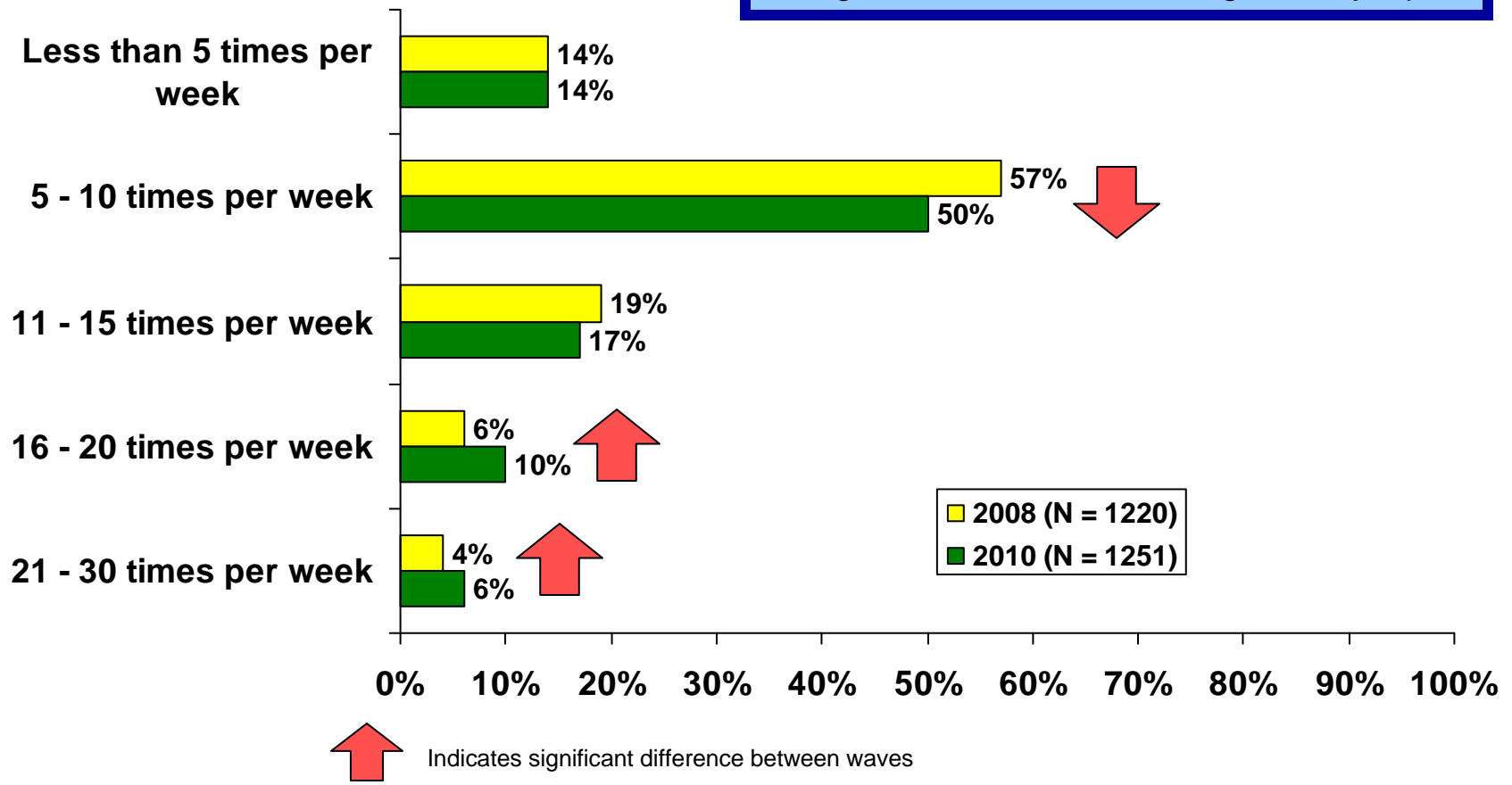
# Changes in Ridership Behavior

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- Overall, average trips per week has significantly increased since 2008.
  - Significantly fewer people are taking one to two trips per day and now there are more riders taking between three and four trips per day.
  - There is a significant decrease in the number of riders that have access to a motor vehicle from 73% to 65%.
- Looking at specific activities, riders are riding for school significantly less frequently, while those riding to go to work, entertainment and recreation have all increased significantly.
  - This indicates a shift from the use of the busses to get to and from a specific location, to more use for everyday activities.

# Ridership

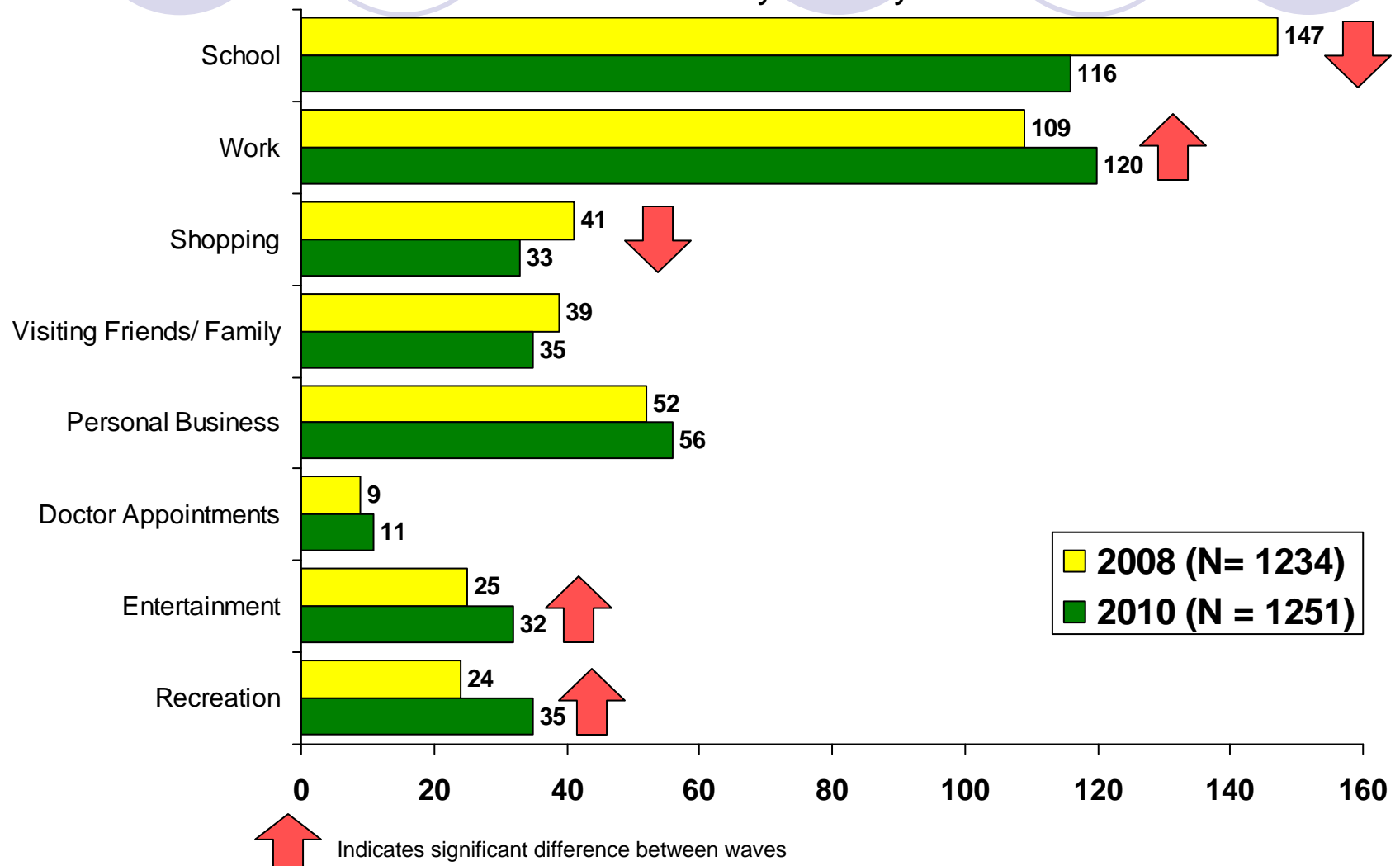
**Mean:**  
 2008 = 10.08 trips per week  
 2010 = 10.60 trips per week\*  
 \*Significant increase in average weekly trips



Q2a. During an average week, how many bus trips do you make on any of the Capital Metro services?

# Ridership by Activity

Average Number of Days per Year Capital Metro Services Used by Activity



Q2b. How frequently do you ride any of the Capital Metro Services for...?

# Changes in Capital Metro Ratings

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- While Capital Metro's ratings remained high overall, average scores showed a decrease for many of the factors.
  - All but one of the factors showed a decrease among the Regular route riders.
  - Three factors showed a drop for the Express with three factors showing significant increase.
- Ratings of important factors to the operation of the bus services remained well above average and showed little difference when evaluating based on top box (4 and 5 ratings) scores.
- Having frequent service was the sole factor that improved significantly when looking at the system as a whole.
  - The Express routes show significantly higher ratings when looking at wait time and bus capacity.

# Satisfaction with Capital Metro

Rating Capital Metro Features/Services  
(Scale '1' poor to '5' excellent)

Features/Services (1 of 2)	Total System		Regular Routes		UT Routes		Express Routes	
	2008	2010	2008	2010	2008	2010	2008	2010
Courteous, knowledgeable, and friendly bus drivers	4.19	4.12	4.10	3.96	4.18	4.08	4.29	4.32
Sense of personal safety on the bus	4.14	4.02	4.06	3.83	4.15	4.01	4.21	4.23
Operations of the bike racks	4.07	4.00	4.09	3.84	3.96	4.09	4.17	4.09
Condition and cleanliness of the bus	4.08	3.89	3.87	3.59	4.10	3.94	4.27	4.16
Online trip planner	4.09	3.87	4.00	3.62	4.13	3.93	4.13	4.01
Bilingual announcements	3.93	3.90	4.06	3.81	3.86	3.91	3.82	3.98
Knowledgeable, courteous call center operators	4.00	3.80	4.04	3.77	3.88	3.66	4.06	3.94
Sufficient hand rails for standing room only	3.93	3.87	3.95	3.69	3.94	3.90	3.88	4.05
Easy-to-use system maps and timetables	4.02	3.75	3.94	3.66	3.98	3.72	4.13	3.86
Sense of personal safety at the bus stop	3.93	3.83	3.80	3.57	4.02	3.90	3.96	4.06
<i>Base:</i>	1,234	1,251	416	450	418	401	400	400

**Please note:** Top box = 4/5 rating on a scale of 1 to 5; Purple boxes significantly decreased from 2008 to 2010, Green boxes significantly increased from 2008 to 2010

# Satisfaction with Capital Metro

Rating Capital Metro Features/Services  
(Scale '1' poor to '5' excellent)

Features/Services (2 of 2)	Total System		Regular Routes		UT Routes		Express Routes	
	2008	2010	2008	2010	2008	2010	2008	2010
Reliability – the bus arrives within 5 minutes of scheduled time	3.91	3.77	3.83	3.52	3.79	3.74	4.12	4.09
Comfortable temperature on the bus	3.96	3.71	4.00	3.59	3.91	3.76	3.95	3.77
Safe smooth ride – steady stops and starts	3.91	3.69	3.94	3.55	3.79	3.63	4.01	3.90
Condition and cleanliness of bus stop shelters and benches	3.86	3.69	3.65	3.38	3.94	3.78	3.99	3.95
PA announcements are loud, clear, and accurate	3.85	3.69	3.95	3.56	3.82	3.73	3.76	3.82
Frequent service – no more than 10 – 15 minute waits	3.66	3.79	3.69	3.59	3.82	3.77	3.46	3.97
Always a seat available – not too crowded	3.68	3.70	3.67	3.53	3.71	3.61	3.65	3.99
Pleasant smell on the bus	3.76	3.60	3.53	3.31	3.84	3.64	3.91	3.89
Extended hours, weekend service	3.47	3.30	3.49	3.20	3.70	3.46	3.20	3.26
Automated Voice Response System	3.43	3.18	3.40	2.67	3.62	3.46	3.27	3.52
<i>Base:</i>	1,234	1,251	416	450	418	401	400	400

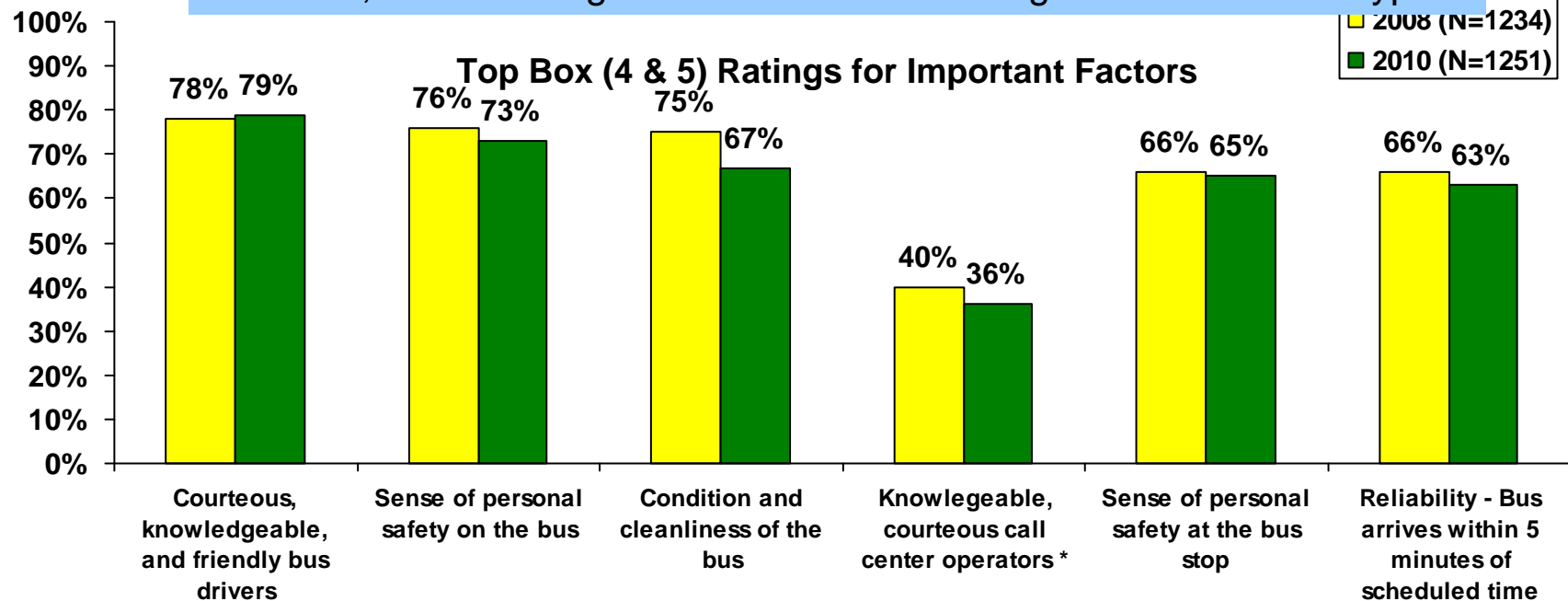
**Please note:** Top box = 4/5 rating on a scale of 1 to 5; Purple boxes significantly decreased from 2008 to 2010, Green boxes significantly increased from 2008 to 2010

Q3 Please rate the following Capital Metro features or services on a scale of '1' poor to '5' excellent rating. How would you rate . . . ?

# Satisfaction with Capital Metro

19 out of 20 factors were rated significantly lower by Regular route riders  
 11 out of 20 factors were rated significantly lower by UT route riders  
 3 out of 20 factors were rated significantly lower by Express route riders

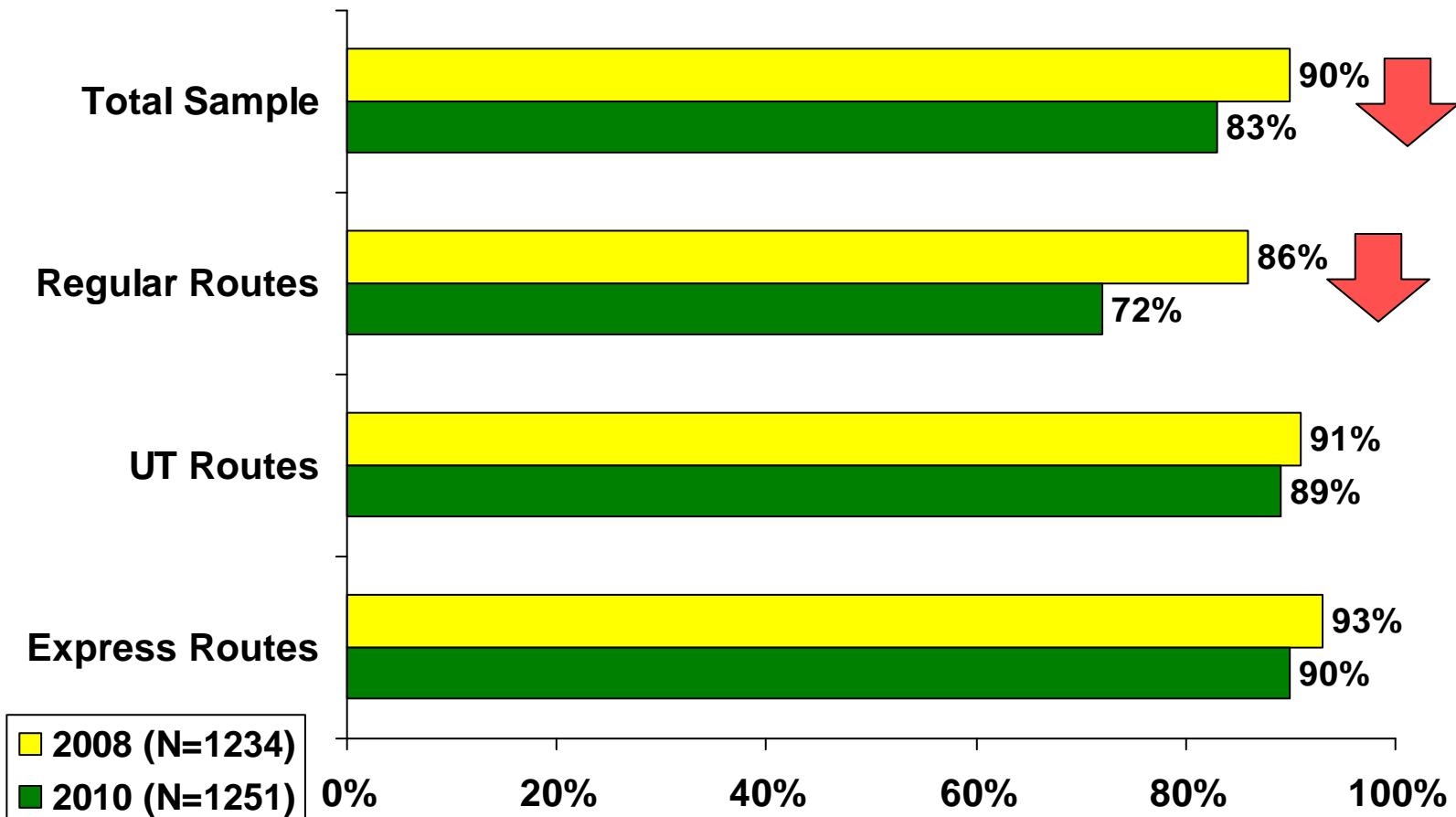
However, overall ratings remained above average across all route types.



\*Note: Top box percentages lower on this factor possibly due to high number of "Don't knows".

# Year to Year Satisfaction

## Overall Satisfaction with Capital Metro

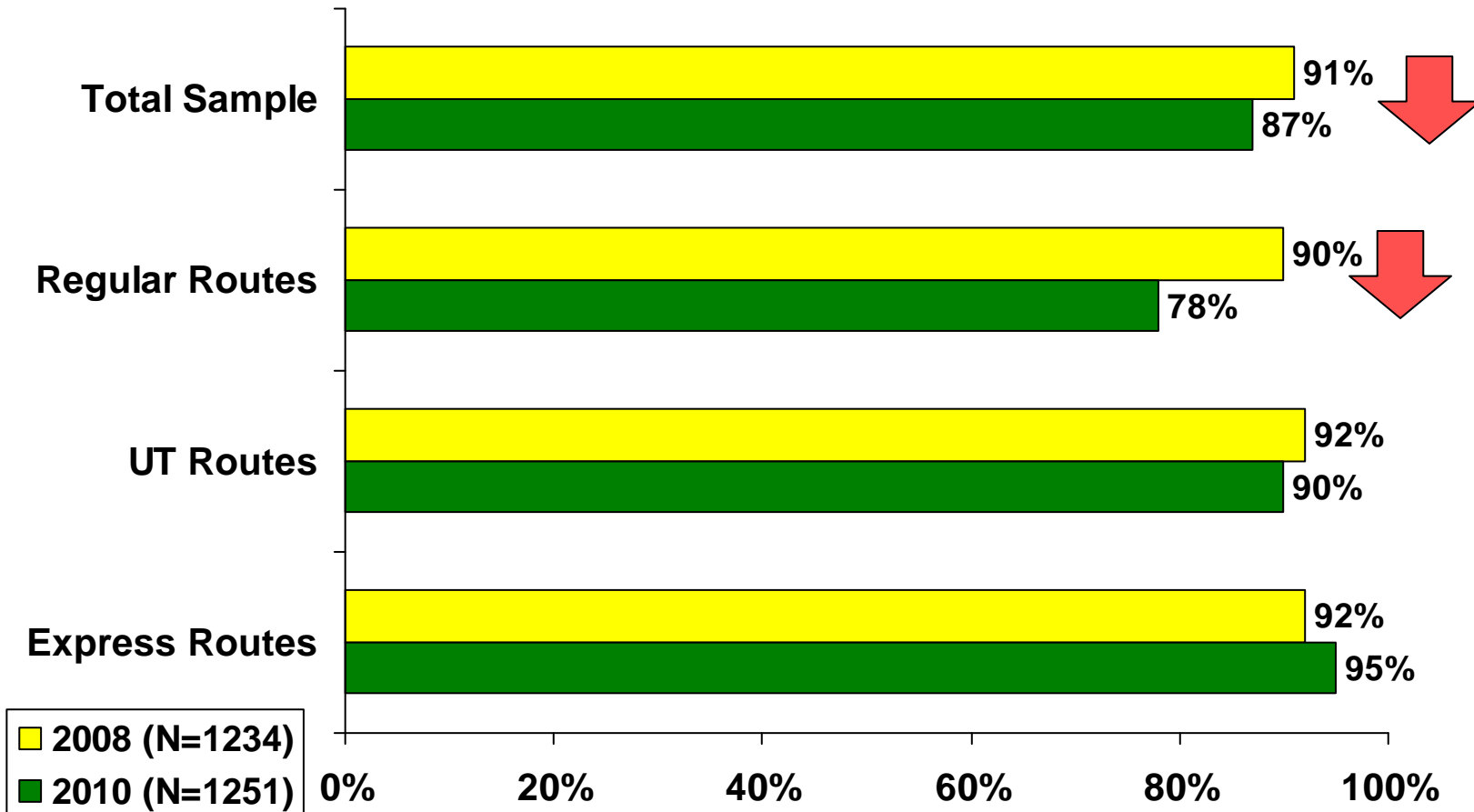


Significant decrease from previous wave

Q4c On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, please rate your overall satisfaction with Capital Metro?

# Year to Year Recommendation

Likely to Recommend Capital Metro

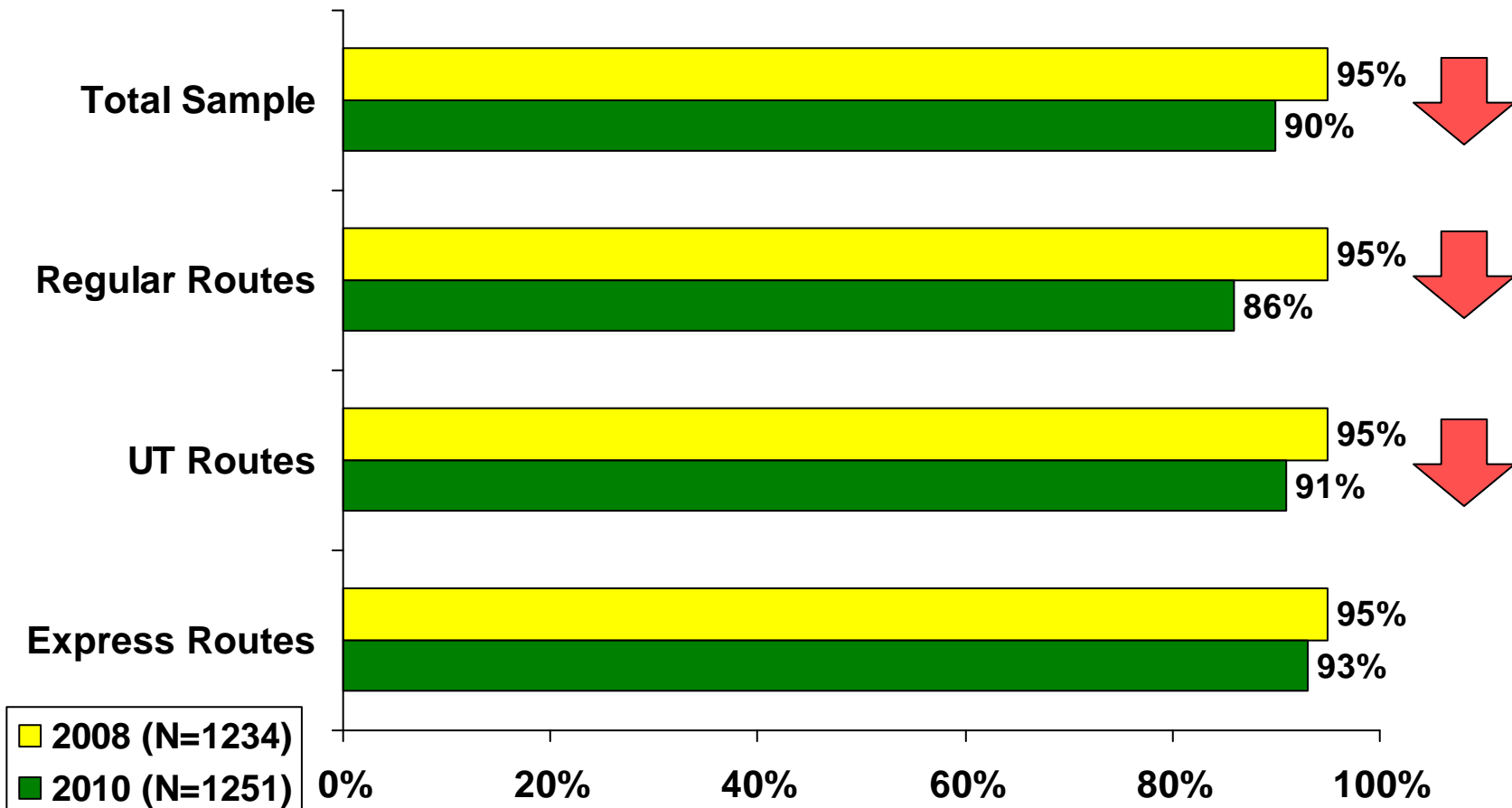


Significant decrease from previous wave

Q4d How likely would you be to recommend Capital Metro services to a friend, co-worker, or family member? Would you say . . . ?

# Year to Year Continued Use

Likely to Continue Using Capital Metro in the Future



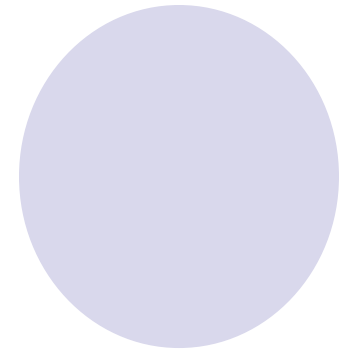
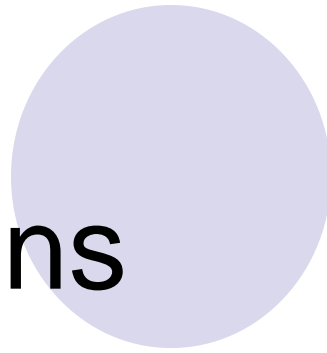
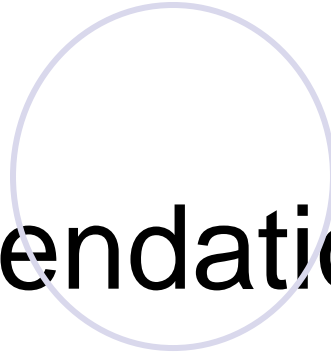
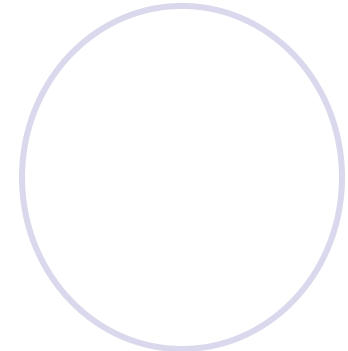
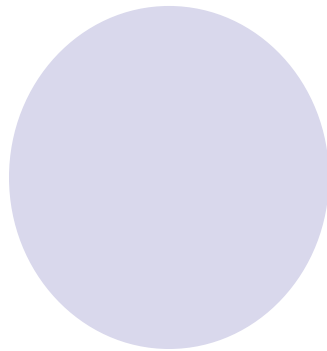
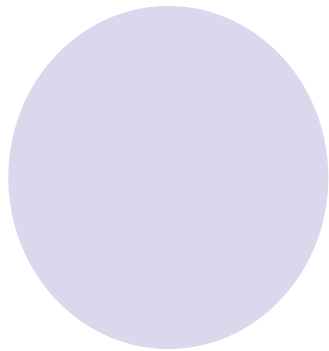
Significant decrease from previous wave

Q4e How likely are you to continue to use Capital Metro in the future? Would you say . . . ?



# Recommendations

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# Recommendations

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- Research is very positive with all three types of riders expressing satisfaction with Capital Metro

**Recommendation:** Results of the research should be shared with Capital Metro employees. For those features that have a large percentage of “Don’t know” answers, Capital metro should market and inform their customers of these services.

# Recommendations

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- While satisfaction ratings, likelihood to recommend, and likeliness to continue use of Capital Metro services are all high, they are all significantly lower than reported in 2008.

**Recommendation:** Capital Metro should compare the changes in satisfaction ratings from the benchmark study in 2008 to changes that were implemented based on the that benchmark. This might shed some light on an underlying reason as to the lower ratings.

# Recommendations

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- Satisfaction ratings for the Regular Routes are the lowest among most factors while the Express Routes tend to show the highest ratings.

Recommendation: Regular route riders are lower income, under employed and less educated, for the most part, while those riding the Express routes, for the most part are likely to have higher level jobs, more education and have a significantly higher income. Capital Metro should explore these factors as a possible contributors to the lower ratings of the Regular routes.

# Recommendations

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- Capital Metro has three distinctive lines of service – Regular, UT, and Express Routes. The riders on these three routes are different demographically and in how they approach riding the bus

**Recommendation:** Capital Metro should consider how it is promoting and marketing to these three distinct customer groups. Focusing specific marketing efforts on each of the these types of riders could create added value.



- Regular Route Riders

- Those who ride these routes regularly are riders of necessity. For the most part they do not have the means to travel without Capital Metro. They must use the services provided by Capital Metro. Although their level of satisfaction declines, they will by necessity have to continue to ride even at a much higher level of dissatisfaction than riders of other route types (UT and Express).
- This group also gave the lowest satisfaction ratings on nearly every factor.
  - Ratings have fallen significantly on 19 of 20 factors since 2008 for regular route riders
- These riders use the Capital Metro bus system for all aspects of their daily lives.
  - Unlike the riders of other routes, if these riders did not have Capital Metro, most would not have the ability or option to drive and they have to use any method of transportation available to them.



- UT Route Riders

- Those who ride these routes are riders of convenience. They ride because it makes their lives easy, and the act of riding the bus requires little or no effort on their part. Their use of the Capital Metro system makes getting from one place to another easier.
- While many riders rated their satisfaction higher than that of the Regular Route riders, they remained lower than the Express Routes on many factors.
- These riders use the Capital Metro bus system almost exclusively for school and use a student pass as a primary means of payment.
- The riders of this route have the ability to reach their destination by other means.
- The average income of the riders of these routes has dropped by nearly \$8,000 since 2008.



- Express Route Riders

- Those who are riders of the express routes are riders by choice. They have all the means necessary to reach their destination without the use of Capital Metro services. However, they choose, for a number of reasons, to use Capital Metro.
- Riders of these routes have the highest level of satisfaction of all the routes.
  - It is more important that Capital Metro maintain this level of satisfaction with this group of riders over others due to the fact that these riders do choose this service. If they do not remain satisfied with the services they will choose not to utilize Capital Metro services.
- They have rated Capital Metro higher than average on nearly every factor.
  - In most cases, ratings for these routes have remained the same as the 2008 study. Some have gone up since 2008.
- While most riders use the routes for work, there are some that utilize the routes for school.
  - These riders do not use these routes for other daily activities.