

Bryan Epstein
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Pilot Survey Results and Preliminary Conclusions

This report summarizes the results of the **pilot survey** which consisted of 24 content questions and 9 socio-demographic characteristic questions. In total 100 people participated in the survey, they were questioned at bus stops. Because the total participants for each question is approximately 100, the frequency of responses represents the percentage of all participants.

Questions 1-2: Spatial Anchor

These questions are meant to illustrate where participants were questioned and provide the possibility of analyzing quality spatially. Currently these questions do not provide data which can be summarized and may require revision to be more accurate.

Questions 3-8: Rider Data and Satisfaction

In general participants live close enough to the nearest bus station to walk (52) or were changing busses (40). Most rides were in the city (50) and most people ride the bus to work (50) and school (20). Most participants were those who ride the bus every day (71) meaning that the survey failed to reach non PT users. 36 participants stated that they ride the bus more than last year while only 2 ride less; this is an important indicator of the importance of PT. Finally, the average overall satisfaction score is 7.18 with a mode answer of 8 along a nearly normally distributed population.

Question 9: Parameters

Participants give relatively high scores to all the parameters except for: complaint resolution, information at bus stations, real time information, bus station distance and crowding on the bus. Price is the parameter with the lowest overall score. Parameter importance showed 10 as the mean and mode for most subjects. With only 100 participants it is difficult to predict how perceived importance explains the parameter scores as shown by the scatter plots and fit lines. It appears that a parameter which receives higher importance numbers is of less quality, but this is not statistically significant. In addition, the parameters

are not statistically significant predictors of overall satisfaction; more participants may make the correlation more meaningful.

Questions 11-13: When do participants use PT?

This data has a discrepancy, 64 participants stated that they only ride PT but no participants answered that they never not use PT. People generally walk (22) or get a ride (21) when not using PT, often when travelling with others (45).

Questions 14-16: Information and planning

The Internet (24) and Smart Phone Apps (22) have overtaken call centers as the favorite source of information. Previous knowledge had to originate somewhere making this answer unclear and less meaningful. Participants are significantly satisfied with the availability of information. It is not clear what participants understood from the coordination satisfaction question; do bus companies coordinate?

Questions 17-18: Complaint response

Few PT users know where to complain (35) and fewer have submitted a complaint (21), of those who have, their satisfaction is split across the spectrum. The general reason people stated that they do not complain is because they didn't need to (71.2%).

Question 19-21: PT improvement and decline

The participants ride would be most improved by higher bus frequency (30%) and less crowded busses (16.7%). PT on busses has most improved in the subject of information accessibility (10.3) while many simply stated "no change" (42.3%). 11.3% of the participants said that the PT had declined because of price while 61.3% said they seen no change.

Questions 22-24: Theoretical questions and International Experience

If PT was perfect 74% of participants would ride it, if there were PT on Shabbat, only half of the participants would take advantage. Participants mainly remember European cities which have subway systems; maybe the question should be more specifically aimed at busses.