



# **Rider Satisfaction Survey Phoenix Riders 2004**

**Prepared For:  
Valley Metro**

**Spring 2004**

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## Executive Summary

This report focuses on the Phoenix riders interviewed as part of the system-wide 2004 Rider Satisfaction Tracking Survey conducted in March and April 2004. Data for the rider satisfaction study in 2004 was collected using two methodologies – telephone and intercept interviews. The sample was taken from names of riders gathered from the 2001 on-board study and a rider database provided by Valley Metro. The Phoenix sample is made up of 274 riders and the non-Phoenix sample is made up of 130 riders.

### Rider Characteristics

- Currently, the average Phoenix rider interviewed for the rider satisfaction survey is single, white, approximately 40 years old, has a high school education, and an average household income of \$26,200.

### Trip Characteristics

- More than half of all Phoenix riders pay a full fare when riding the bus (56%). The rest pay a youth discount (15%), disability discount (11%), senior discount (11%), or have a discounted bus card through their employer (8%).
- Seven in ten Phoenix bus riders indicated they ride the bus at least five days a week on average (70%).
- The top five bus routes Phoenix riders used most recently include Route 41 (15%), 35 (9%), the Green Line (8%), Route 19 (8%), and the Red Line (7%).
- The route Phoenix riders say they use most frequently is the Red Line (27%), followed by Route 41 (22%).
- More than two in five Phoenix riders reported they had a vehicle available for their use when they made their last bus trip (45%).
- About two in five Phoenix riders say their most recent trip using public transit was to travel to or from work (39%). Other common trip destinations of Phoenix riders include school (22%) and shopping (15%).

### System Satisfaction Questions

- Overall satisfaction with bus operators among Phoenix riders remains strong (96%, 62% very satisfied + 34% somewhat satisfied). Like riders in other Valley cities, Phoenix riders give operators the highest rating for safe driving (97%, 68% very satisfied + 29% somewhat).

- The majority of Phoenix and non-Phoenix riders are satisfied with the buses on all measures (93% very + somewhat satisfied overall). Generally, Phoenix riders are quite satisfied with the appearance of the buses (91% very + somewhat satisfied) and the ease of using the bus (92%).
- Phoenix riders are less likely than other Valley riders to express satisfaction with the temperature inside the buses (85% vs. 93%, respectively). They are also less likely to indicate they are satisfied with their comfort on the bus (80% vs. 92% non-Phoenix riders).
- One of the lowest areas of satisfaction with the buses is that of cleanliness, yet ratings are still high overall (87% of Phoenix residents rate very + somewhat satisfied).
- Three in four Phoenix residents (75% very + somewhat satisfied) and 82% of other Valley residents (very + somewhat satisfied) feel satisfied with the reliability/on-time performance of the buses. Like bus riders from all cities, Phoenix bus riders are less likely to indicate satisfaction with route frequency (82% very + somewhat satisfied) than they are with other characteristics rated.
- Three in four riders report their most recent bus trip was about the same as whenever they ride on the bus (76% for both Phoenix and non-Phoenix riders).
- Nearly one-third of the Phoenix respondents, or 32%, felt they were “very satisfied” with the Valley’s bus service overall. An additional 52% were “somewhat satisfied.”
- Of those who have called Valley Metro’s telephone information line, a majority rate the helpfulness of the employees as either “good” (21%) or “very good” (50%).
- Like riders elsewhere in the Valley, approximately 70% of Phoenix riders feel “very safe” (rated a one) while riding the bus, similar to 78% of non-Phoenix riders.
- Nearly two-thirds (62%) of Phoenix riders say they feel “very safe” while waiting at the bus stops. This is significantly lower than the non-Phoenix respondents’ ratings (76% rate “very safe”).
- On average, Phoenix bus riders typically wait approximately 14.7 minutes at the bus stop.

### **Perceptions and Suggestions for Improving Bus Service**

- Convenience is the most frequently mentioned reason riders like best about riding the bus (16% Phoenix and 20% non-Phoenix). Two other reasons given frequently by riders as benefits for riding the bus were first, being able to get around without having a car (15% Phoenix, 18% non-Phoenix) and second, cost savings (12% Phoenix, 13% non-Phoenix).

- The most commonly mentioned dislike was the crowded conditions on the bus. One in five Phoenix riders (22%) complained about the crowded conditions on the bus, which is significantly higher than the non-Phoenix mentions (9%).
- More than one-third of Phoenix riders (35%) say if they could make one change to the bus system, they would increase frequency and/or the number of buses.
- In six of seven word pairs the Phoenix riders chose the more positive of the two words as being more descriptive of the Valley Metro look. “Friendly” (88%), “Clean” (76%), and “Attractive” (70%) were the top three words Phoenix riders were most likely to agree described Valley Metro.

### **Suggestions for Dissemination of Route Change Information**

- When asked for suggestions on how to provide riders with updated bus information, approximately 13% of Phoenix riders said it would be best to pass out information on the buses.
- By in large, Phoenix bus riders say the best information to post at bus stops is a schedule of when the bus comes and the route maps (77% and 35%, respectively).
- One in five Phoenix bus riders were aware of the trip planner available on the Valley Metro web site (20%). Of those Phoenix riders who were aware of the trip planner, 29% have actually used it.

### **Expansion of Bus Service**

- Approximately 45% of Phoenix residents indicated they are aware that Valley Metro has expanded its bus service in some areas. Of those Phoenix riders aware of the expanded service, more than one-third (39%) has used it (compared to 42% of non-Phoenix riders).

## **Conclusions**

1. Overall, Phoenix residents appear to be satisfied with the operators and bus service provided by Valley Metro. However, these riders appear to be slightly less satisfied with the buses themselves than non-Phoenix riders; particularly in the areas of cleanliness, comfort and temperature.
2. Phoenix riders are more likely to also cite complaints about crowded conditions on the buses more often than non-Phoenix riders. It is possible that these complaints are linked to the lower satisfaction rates for comfort, cleanliness and temperature.

## I. Introduction

### A. Background and Methodology

Valley Metro annually conducts rider satisfaction surveys to provide information on bus rider trip-making characteristics, demographics, and perception of service. This report focuses on the Phoenix riders interviewed as part of the system-wide 2004 Rider Satisfaction Tracking Survey conducted in March and April 2004. Throughout the report data collected from Phoenix passengers will be compared to data collected from non-Phoenix passengers to provide insight into differences and similarities of the two groups.

Data for the rider satisfaction study in 2004 was collected using two methodologies – telephone and intercept interviews. The sample was taken from names of riders gathered from the 2001 on-board study and a rider database provided by Valley Metro. The Phoenix sample is made up of 274 riders which has an associated margin of error of  $\pm 6.0\%$  at the 95% level of confidence and the non-Phoenix sample is made up of 130 riders with a margin of error of  $\pm 8.7\%$ .

### B. Characteristics of the Sample

Eight demographic characteristics were measured for the 2004 Rider Satisfaction Survey. The Phoenix riders were more likely than non-Phoenix respondents to be female (53%), have a high school or less education (61%), and to be in an ethnic minority (25% Hispanic or 20% Black). **Currently, the average Phoenix rider interviewed for the rider satisfaction survey is single, white, approximately 40 years old, has a high school education, and an average household income of \$26,200.**

Table 1: Summary of Demographic Characteristics

Demographics	Phoenix (n=274)	Non-Phoenix (n=130)	Demographics	Phoenix (n=274)	Non-Phoenix (n=130)
<b>Gender</b>			<b>Percent minorities</b>		
Male	47%	57%	White	48%	72%
Female	53%	42%	Hispanic	25%	11%
<b>Age</b>			Black	20%	13%
Under 25	24%	20%	Other	7%	4%
25 to 54	55%	65%	<b>Household size</b>		
55 and older	21%	15%	One	20%	22%
<b>Education</b>			Two or three	47%	58%
HS or less	61%	42%	Four or more	34%	20%
Some college	26%	34%	<b>No. employed in HH</b>		
College degree	10%	16%	None	6%	8%
<b>Marital status</b>			One	34%	32%
Single	80%	80%	Two	33%	28%
Married	20%	20%	Three	11%	12%
<b>Annual HH income</b>			Four or more	11%	7%
Under \$20,000	55%	46%			
\$20,001 to \$30,000	19%	19%			
\$30,001 to \$40,000	12%	12%			
\$40,001 to \$60,000	7%	9%			
Over \$60,000	7%	14%			

## II. Trip Characteristics

### A. Type of Fare Paid

**More than half of all Phoenix riders pay a full fare when riding the bus (56%).** However, this is significantly lower than the proportion of non-Phoenix riders who pay full fares (68%). The remaining Phoenix respondents pay a youth discount (15%), disability discount (11%), senior discount (11%), or have a discounted bus card through their employer (8%).

Among Phoenix riders, those ages 25 to 54 are significantly more likely to pay a full fare than those older and younger (72% vs. 16% and 47%, respectively).

**Table 2: Type of Fare**

Fare	2003 Phoenix (n=257)	2004 Phoenix (n=274)	2004 Non-Phoenix (n=130)
Full	49%	56%	68%
Youth discount	20%	15%	9%
Disability discount	16%	11%	11%
Senior discount	8%	11%	9%
Discounted bus card through employer	7%	8%	3%

46-2: Which fare do you pay?

**B. Frequency of Riding the Bus**

**Seven in ten Phoenix bus riders indicated they ride the bus at least five days a week on average (70%);** 42% said they ride five days a week, while 28% ride even more frequently. In comparison, only 61% of non-Phoenix respondents say they ride the bus at least five days a week.

**Table 3: Frequency of Riding Bus Each Week**

Frequency	2003 Phoenix (n=264)	2004 Phoenix (n=274)	2004 Non-Phoenix (n=130)
Less than once/week	3%	1%	1%
One day	3%	5%	3%
Two days	8%	6%	11%
Three days	10%	9%	12%
Four days	11%	10%	13%
Five days	44%	42%	36%
Six to Seven days	25%	28%	25%

4-2: On average, how many days a week do you ride the bus?

### C. Route Most Recently Ridden

The top five bus routes Phoenix riders used most recently include Route 41 (15%), Route 35 (9%), the Green Line (8%), Route 19 (8%), and the Red Line (7%). Non-Phoenix riders were also likely to use Route 41 (8%) and the Red Line (10%), but Routes 81 (12%) and Route 72 (12%) were those most commonly mentioned as those most recently ridden.

**Table 4: Route Most Recently Rode**

Routes	2003 Phoenix (n=263)	2004 Phoenix (n=274)	2004 Non-Phoenix (n=130)
41 (Indian School)	9%	15%	8%
35 (35 <sup>th</sup> Avenue)	5%	9%	2%
Green Line	11%	8%	2%
19 (19 <sup>th</sup> Avenue)	5%	8%	2%
Red Line	9%	7%	10%
106 (Peoria/Shea)	5%	6%	2%
0 (Central)	12%	6%	2%
7 (7 <sup>th</sup> Street)	4%	4%	-
Blue Line	-	4%	2%
27 (27 <sup>th</sup> Avenue)	-	4%	2%
17 (McDowell)	6%	3%	1%
90 (Dunlap)	5%	3%	3%
72 (Scottsdale/ Rural Road)	2%	2%	12%
81 (Hayden/McClintock)	-	2%	12%
76 (Miller)	-	-	7%
Other*	29%	19%	33%

3-1: Which route did you most recently ride?

\*No responses exceed 2% for Phoenix riders.

**D. Three Most Traveled Routes**

The route Phoenix riders say they use most frequently is the Red Line (27%), followed by Route 41 (22%). Although 21% of non-Phoenix riders also say the Red Line is the most frequent route they ride, Route 72 was chosen by more riders as their route most taken (28%).

**Table 5: Most Frequent Routes  
(Multiple responses allowed)**

Routes	2003 Phoenix (n=269)	2004 Phoenix (n=269)	2004 Non-Phoenix (n=129)
Red Line	21	27%	21%
41 (Indian School)	19	22%	13%
0 (Central)	21	19%	7%
Green Line	18	18%	3%
19 (19 <sup>th</sup> Avenue)	12	13%	2%
35 (35 <sup>th</sup> Avenue)	10	13%	5%
Blue Line	4	13%	4%
106 (Peoria/Shea)	10	12%	6%
90 (Dunlap)	12	10%	5%
17 (McDowell)	13	7%	5%
27 (27 <sup>th</sup> Avenue)	5	7%	3%
50 (Camelback)	8	7%	4%
7 (7 <sup>th</sup> Street)	7	7%	-
24 (24 <sup>th</sup> St./Glendale)	10	5%	5%
44 (44 <sup>th</sup> Street/Tatum)	-	5%	6%
16 (16 <sup>th</sup> Street)	8	5%	-
72 (Scottsdale/Rural Road)	3	3%	28%
67 (67 <sup>th</sup> Avenue)	2	3%	4%
3 (Van Buren)	8	3%	2%
10 (Roosevelt)	3	3%	1%
8 (7 <sup>th</sup> Avenue)	5	3%	-
81 (Hayden/McClintock)	1	2%	20%
76 (Miller)	-	2%	8%
61 (Southern)	4	2%	7%
66 (Mill/68 <sup>th</sup> Street)	1	2%	5%
43 (43 <sup>rd</sup> Avenue)	5	2%	4%
60 (Bethany Home)	4	2%	2%
170 (Bell)	3	2%	2%
531 (Mesa/Gilbert)	-	2%	2%
77 (Baseline)	3	2%	1%
Other*	49%	24%	40%

28-2: What are the three routes that you typically ride most often?

\*No responses exceed 2% for Phoenix riders.

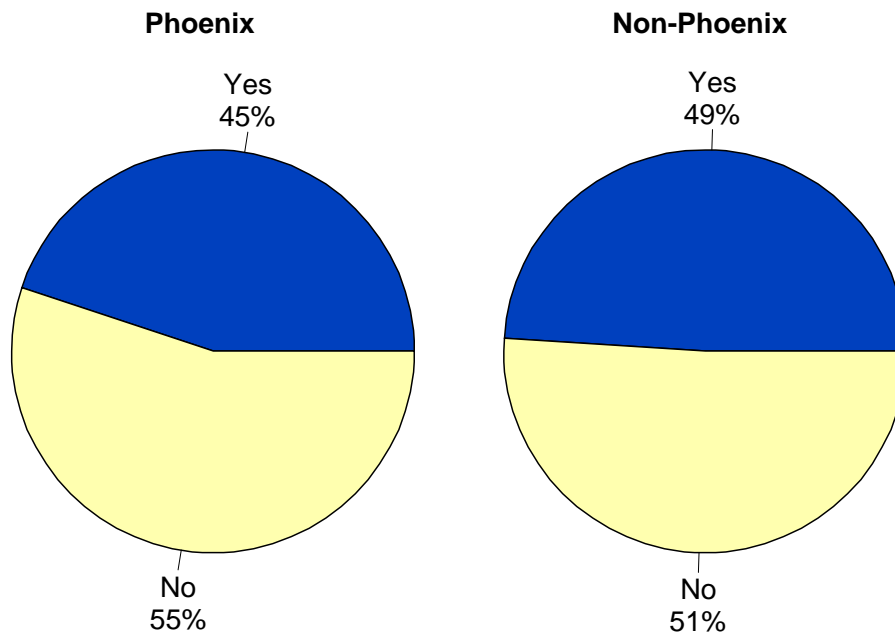
**E. Vehicle Available**

**More than two in five Phoenix riders reported they had a vehicle available for their use when they made their last bus trip (45%).** This is up from 34% in 2003. As data in 2003 indicated, non-Phoenix riders were slightly more likely than Phoenix riders to have had a vehicle available when they made their last trip (49% vs. 45% currently and 40% vs. 34% in 2003).

Riders with disabilities (59%) and youth (56%) riders who are part of the Phoenix sample were slightly more likely to note they had a vehicle available to them when they made their last bus trip.

## Vehicle Available for Bus Trip

*In thinking about the last trip you made, was a vehicle available to you, either as a passenger or driver, to make the trip?*



**F. Trip Destination (Telephone Sample Only)**

**About two in five Phoenix riders say their most recent trip using public transit was to travel to or from work (39%).** Results among non-Phoenix riders were very similar (42%). Other common trip destinations of Phoenix riders include school (22%) and shopping (15%). Non-Phoenix riders were also likely to report they used public transit to get to or from a social or recreational event.

**Table 6: Recent Trip Destinations  
(among telephone respondents only)**

	<b>Phoenix (n=139)</b>	<b>Non-Phoenix (n=55)</b>
To/from work	39%	42%
To/from school	22%	11%
To/from shopping	15%	20%
To/from social or recreational events	9%	13%
To/from medical appointments	9%	6%
To/from errands	1%	2%
To/from airport	-	2%
Other	4%	4%

6-2: Where did you go on your most recent trip using public transit?

### III. System Satisfaction Questions

Riders were asked two groups of questions relating to their experiences riding the bus. The first related to their satisfaction with the bus operator on their most recently completed bus trip and the second was directed toward their satisfaction with the bus itself. These questions are directly comparable to the system satisfaction questions asked during the Origin and Destination Surveys of past years, as well as to previously completed Rider Satisfaction Surveys.

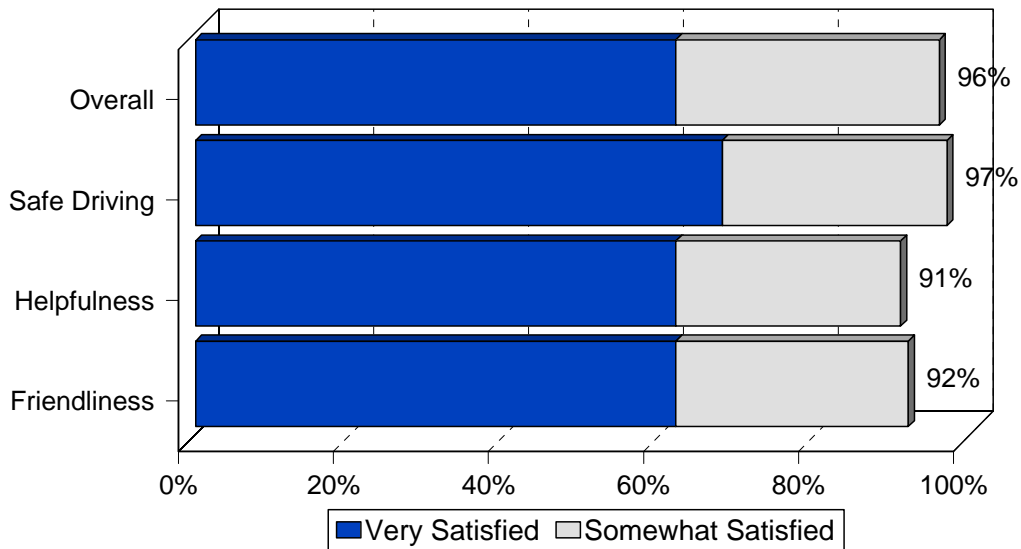
#### A. Satisfaction with Bus Operators

**Satisfaction with bus operators among Phoenix riders remains strong (96%, 62% very satisfied + 34% somewhat satisfied).** In comparison, satisfaction with bus operators among non-Phoenix riders was only two points higher (98% very + somewhat satisfied). Like riders in other Valley cities, **Phoenix riders give operators the highest rating for safe driving (97%, 68% very satisfied + 29% somewhat).**

Phoenix riders rated the helpfulness and the friendliness of the bus operators slightly lower than the characteristic of safe driving. Still, **about six in 10 (62% each) expressed that they are “very satisfied” with the helpfulness and the friendliness of the bus drivers.**

## Satisfaction with Bus Operators Among Phoenix Riders

(Very + Somewhat Satisfied)



**Table 7: Satisfaction with Bus Operators – Overall Satisfaction**

Rating	2003 Phoenix (n=262)	2004 Phoenix (n=274)	2004 Non-Phoenix (n=130)
<b>Very + Somewhat</b>	<b>94%</b>	<b>96%</b>	<b>98%</b>
Very satisfied	65%	62%	66%
Somewhat satisfied	29%	34%	32%
Somewhat dissatisfied	5%	2%	2%
Very dissatisfied	1%	3%	1%

10-2: Thinking about your last bus trip, how satisfied are you with the driver overall? (Among those with an opinion.)

**Table 8: Satisfaction with Bus Operators – Safe Driving**

Rating	2003 Phoenix (n=263)	2004 Phoenix (n=274)	2004 Non-Phoenix (n=129)
<b>Very + Somewhat</b>	<b>97%</b>	<b>97%</b>	<b>98%</b>
Very satisfied	78%	68%	73%
Somewhat satisfied	19%	29%	25%
Somewhat dissatisfied	3%	1%	2%
Very dissatisfied	-	2%	-

7-2: Thinking about your last bus trip, how satisfied are you with driver safety? (Among those with an opinion.)

**Table 9: Satisfaction with Bus Operators – Helpfulness**

Rating	2003 Phoenix (n=253)	2004 Phoenix (n=264)	2004 Non-Phoenix (n=123)
<b>Very + Somewhat</b>	<b>92%</b>	<b>91%</b>	<b>95%</b>
Very satisfied	64%	62%	68%
Somewhat satisfied	28%	30%	27%
Somewhat dissatisfied	5%	6%	3%
Very dissatisfied	3%	3%	2%

9-2: Thinking about your last bus trip, how satisfied are you with the helpfulness of the driver? (Among those with an opinion.)

**Table 10: Satisfaction with Bus Operators – Friendliness**

<b>Rating</b>	<b>2003 Phoenix (n=262)</b>	<b>2004 Phoenix (n=268)</b>	<b>2004 Non-Phoenix (n=127)</b>
<b>Very + Somewhat</b>	<b>91%</b>	<b>92%</b>	<b>97%</b>
Very satisfied	62%	62%	68%
Somewhat satisfied	29%	30%	29%
Somewhat dissatisfied	6%	4%	2%
Very dissatisfied	3%	3%	2%

8-2: Thinking about your last bus trip, how satisfied are you with driver friendliness? (Among those with an opinion.)

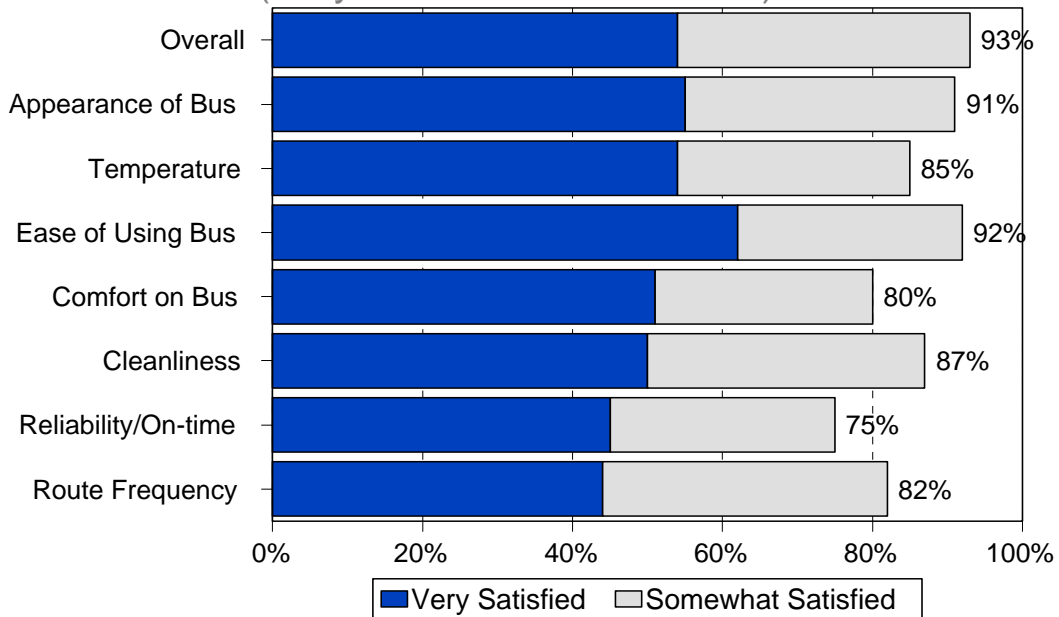
**B. Satisfaction with Buses**

Phoenix riders, as well as those in other parts of the Valley, indicate lower levels of satisfaction with buses than with bus operators. Additionally, “very satisfied” ratings tend to represent a smaller proportion of the satisfied rating for buses.

**The majority of Phoenix and non-Phoenix riders are satisfied with the buses on all measures (93% very + somewhat satisfied overall),** although Phoenix riders are less likely than non-Phoenix riders to report being satisfied with the buses on seven of the eight measures (all except route frequency). Besides the overall bus rating, the highest characteristic rated by the Phoenix respondents was ease of using the bus (92% very + somewhat satisfied); the lowest rating was for reliability/on-time performance (75% very + somewhat satisfied).

## Satisfaction with Buses Among Phoenix Riders

(Very + Somewhat Satisfied)



**The overall satisfaction level of Phoenix riders with the buses is robust (93% very + somewhat satisfied).** Non-Phoenix riders rated their satisfaction with the buses only slightly higher (95% very + somewhat satisfied). Female Phoenix riders (96% very + somewhat satisfied) and those over the age of 55 (98% very + somewhat satisfied) were significantly more likely to be satisfied with the buses overall.

**Table 11: Satisfaction with Buses – Overall Satisfaction**

Rating	2003 Phoenix (n=263)	2004 Phoenix (n=271)	2004 Non-Phoenix (n=130)
<b>Very + Somewhat</b>	<b>92%</b>	<b>93%</b>	<b>95%</b>
Very satisfied	49%	54%	59%
Somewhat satisfied	43%	39%	36%
Somewhat dissat.	7%	5%	3%
Very dissatisfied	1%	3%	2%

*19-2: Thinking about your last bus trip, how satisfied are you with the bus overall? (Among those with an opinion.)*

**Phoenix riders are quite satisfied with the appearance of the buses (91% very + somewhat satisfied).** This is also true for non-Phoenix riders (97% very + somewhat satisfied). Fewer Phoenix riders say they are “very” satisfied with bus appearance when compared to ratings by non-Phoenix riders (55% vs. 62%)

**Table 12: Satisfaction with Buses – Appearance of the Bus**

Rating	2003 Phoenix (n=264)	2004 Phoenix (n=270)	2004 Non-Phoenix (n=129)
<b>Very + Somewhat</b>	<b>94%</b>	<b>91%</b>	<b>97%</b>
Very satisfied	48%	55%	62%
Somewhat satisfied	43%	36%	35%
Somewhat dissatisfied	4%	7%	3%
Very dissatisfied	2%	2%	-

*17-2: Thinking about your last bus trip, how satisfied are you with the appearance of the bus? (Among those with an opinion.)*

**Nine in ten Phoenix riders (92%) are satisfied with the ease of using the bus** (compared to 94% of non-Phoenix riders). Those who rated the level of ease during a telephone survey were less likely to be satisfied (88% very + somewhat satisfied vs. 95% of paper respondents).

**Table 13: Satisfaction with Buses – Ease of Using the Bus**

Rating	2003 Phoenix (n=259)	2004 Phoenix (n=273)	2004 Non-Phoenix (n=130)
<b>Very + Somewhat</b>	<b>87%</b>	<b>92%</b>	<b>94%</b>
Very satisfied	53%	62%	68%
Somewhat satisfied	34%	30%	25%
Somewhat dissatisfied	9%	4%	4%
Very dissatisfied	3%	4%	2%

*18-2: Thinking about your last bus trip, how satisfied are you with the ease of using the bus? (Among those with an opinion.)*

**Phoenix riders are less likely than other Valley riders to express satisfaction with the temperature inside the buses.** While about 85% of the Phoenix riders say there are either very or somewhat satisfied with the temperature, 93% of non-Phoenix riders rate likewise.

**Table 14: Satisfaction with Buses – Temperature**

Rating	2003 Phoenix (n=262)	2004 Phoenix (n=271)	2004 Non-Phoenix (n=130)
<b>Very + Somewhat</b>	<b>89%</b>	<b>85%</b>	<b>93%</b>
Very satisfied	52%	54%	57%
Somewhat satisfied	37%	31%	36%
Somewhat dissatisfied	8%	11%	6%
Very dissatisfied	3%	4%	1%

*14-2: Thinking about your last bus trip, how satisfied are you with the temperature inside the bus? (Among those with an opinion.)*

**Eight in ten Phoenix bus riders (80%) indicate they are satisfied with their comfort on the bus (vs. 92% non-Phoenix riders).** About half (51%) say they are “very” satisfied with their comfort level; more than half (56%) of non-Phoenix riders say they are “very” satisfied. It is also interesting to note that there are a significantly higher proportion of Phoenix riders who are dissatisfied with the level of comfort on the bus (20% very + somewhat dissatisfied vs. 8% non-Phoenix).

**Table 15: Satisfaction with Buses – Comfort on the Bus**

Rating	2003 Phoenix (n=262)	2004 Phoenix (n=273)	2004 Non-Phoenix (n=129)
<b>Very + Somewhat</b>	<b>86%</b>	<b>80%</b>	<b>92%</b>
Very satisfied	48%	51%	56%
Somewhat satisfied	38%	29%	36%
Somewhat dissatisfied	12%	12%	7%
Very dissatisfied	2%	8%	1%

*16-2: Thinking about your last bus trip, how satisfied are you with comfort on the bus? (Among those with an opinion.)*

**One of the lowest areas of satisfaction with the buses is that of cleanliness, yet ratings are still high overall (87% of Phoenix residents rate very + somewhat satisfied).** Non-Phoenix respondents rate cleanliness a little higher than Phoenix residents (91% very + somewhat satisfied).

**Table 16: Satisfaction with Buses – Cleanliness**

Rating	2003 Phoenix (n=263)	2004 Phoenix (n=273)	2004 Non-Phoenix (n=130)
<b>Very + Somewhat</b>	<b>83%</b>	<b>87%</b>	<b>91%</b>
Very satisfied	45%	50%	57%
Somewhat satisfied	38%	37%	34%
Somewhat dissatisfied	12%	8%	7%
Very dissatisfied	5%	4%	2%

*12-2: Thinking about your last bus trip, how satisfied are you with cleanliness of the bus? (Among those with an opinion.)*

The lowest area of satisfaction for buses has traditionally been that of reliability/on-time performance. This year was no different, although a strong majority of the respondents express satisfaction with this characteristic. **Three in four Phoenix residents (75% very + somewhat satisfied) and 82% of other Valley residents (very + somewhat satisfied) feel satisfied with the reliability/on-time performance of the buses.**

**Table 17: Satisfaction with Buses – Reliability/On-Time Performance**

Rating	2003 Phoenix (n=263)	2004 Phoenix (n=270)	2004 Non-Phoenix (n=126)
<b>Very + Somewhat</b>	<b>81%</b>	<b>75%</b>	<b>82%</b>
Very satisfied	52%	45%	56%
Somewhat satisfied	29%	30%	27%
Somewhat dissatisfied	12%	18%	10%
Very dissatisfied	7%	7%	7%

*13-2: Thinking about your last bus trip, how satisfied are you with reliability/on-time performance? (Among those with an opinion.)*

Like bus riders from all cities, **Phoenix bus riders are less likely to indicate satisfaction with route frequency (82% very + somewhat satisfied) than they are with other characteristics rated.** It is important to note, however, that satisfaction among Phoenix riders is slightly higher than that of riders who live elsewhere in the Valley (77% non-Phoenix riders rated very + somewhat satisfied).

**Table 18: Satisfaction with Buses – Route Frequency**

Rating	2003 Phoenix (n=263)	2004 Phoenix (n=263)	2004 Non-Phoenix (n=128)
<b>Very + Somewhat</b>	<b>74%</b>	<b>82%</b>	<b>77%</b>
Very satisfied	43%	44%	42%
Somewhat satisfied	31%	38%	34%
Somewhat dissatisfied	16%	10%	16%
Very dissatisfied	10%	8%	7%

*15-2: Thinking about your last bus trip, how satisfied are you with route frequency? (Among those with an opinion.)*

### C. Comparison of Level of Satisfaction Among Bus Trips

**Three in four riders report their most recent bus trip was about the same as whenever they ride on the bus** (both at 76%). Phoenix riders and non-Phoenix respondents say the trip they used to rate the bus operators and buses is about the same as whenever they ride. However, more Phoenix riders also said their recent experience was better than usual compared to non-Phoenix riders (20% vs. 17%).

**Table 19: Typicality of Satisfaction Ratings**

Rating	2003 Phoenix (n=264)	2004 Phoenix (n=272)	2004 Non-Phoenix (n=130)
Better	22%	20%	17%
Worse	7%	4%	7%
About the same	71%	76%	76%

*21-2: Would you say your level of satisfaction with the bus trip you just rated is better, worse, or about the same as your level of satisfaction with the drivers and buses whenever you ride the bus?*

**Phoenix riders who were more satisfied with their most recent trip say it is because the driver was friendly and polite (18%) and because the bus was on time (18%).** A variety of other reasons were also given by riders as to why this most recent trip was better than usual, including helpful drivers (9%), the bus was not crowded (9%), and the buses were newer (9%).

Of the six Phoenix bus riders who were less satisfied with their most recent trip, three said it was because the bus was overcrowded.

**Table 20: Reason for Being More/Less Satisfied with Most Recent Trip**

Responses	2003 Phoenix	2004 Phoenix	2004 Non-Phoenix
<u>Reasons Better:</u>	(n=32)	(n=34)	(n=14)
Driver was more friendly/polite	19	18%	43%
Bus was on time	16	18%	29%
Driver was helpful	3	9%	7%
Wasn't crowded	12	9%	7%
Newer buses	-	9%	-
Bus was well kept	-	6%	29%
Good/satisfied	-	6%	14%
They're all the same	9	3%	7%
Safe drive/driver	6	3%	-
Temperature in bus was cool	6	3%	-
It was quick	9	3%	-
<u>Reasons Worse:</u>	(n=8)	(n=6)	(n=7)
The bus was overcrowded	25% (2)	50% (3)	-
Bus was late	25% (2)	-	43% (3)
Bus was dirty	-	-	29% (2)
Other	50% (4)	67% (4)	43% (3)

22-2: What about your last trip made you more satisfied with that trip than other times you have ridden the bus? (Among those who responded, level of satisfaction better)

23-2: What about your last trip made you less satisfied with that trip than other times you have ridden the bus? (Among those who responded, level of satisfaction worse)

#### D. Overall Satisfaction with Bus Service in the Valley

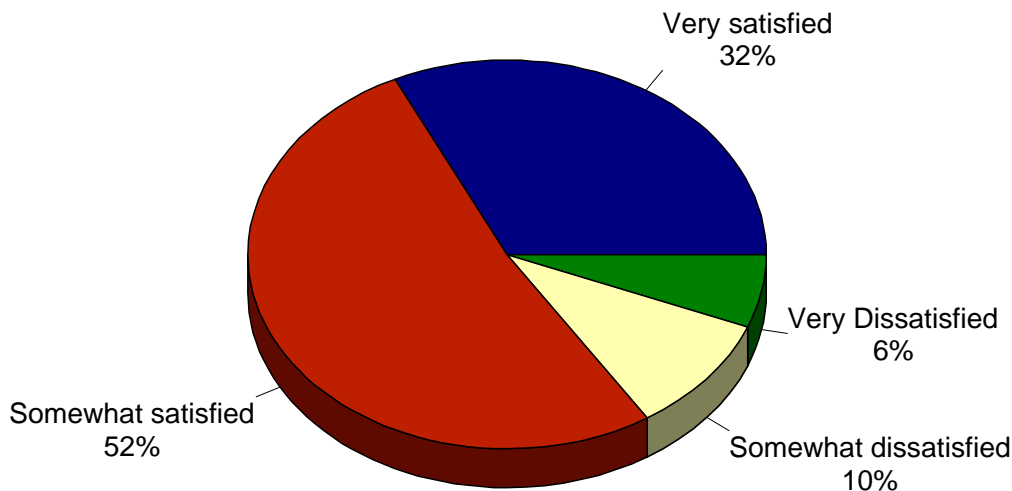
After rating the bus operators and the buses themselves, Phoenix riders were asked to give an overall rating of the bus service in the Valley. **Nearly one-third of the Phoenix respondents (or 32%; up slightly from 28% in 2003) felt they were “very satisfied” with the Valley’s bus service.** An additional 52% were “somewhat satisfied” (compared to 56% in 2003). The proportion of Phoenix riders who are satisfied with the Valley’s bus service is significantly higher than riders who live elsewhere in the Valley (71% of non-Phoenix respondents rate very + somewhat satisfied).

Those who are most likely to be satisfied with the Valley’s bus service include:

- Riders who pay a senior fare (100% very + somewhat satisfied).
- Those over age 55 (96% very + somewhat satisfied).
- Female riders (88% very + somewhat satisfied).
- Caucasians (87% very + somewhat satisfied).

## Overall Satisfaction with Valley Bus Service Among Phoenix Riders

*In general, how would you rate your overall satisfaction with the bus service in the Valley? Are you...*



n=271

### E. Helpfulness of Phone Employees

About 72% of the total sample of Phoenix riders indicated they have called 602-253-5000 for bus information. **Of those who have called, a majority rated the helpfulness of the employees as either “good” (21%) or “very good” (50%).** Non-Phoenix riders who have called for information were a bit more likely to rate the helpfulness of the employees positively (77% very good + good).

**Table 21: Helpfulness of Telephone Employees**

Rating	2003 Phoenix (n=173)	2004 Phoenix (n=190)	2004 Non-Phoenix (n=84)
Very good	64%	50%	58%
Good	24%	21%	19%
Fair	8%	10%	10%
Poor	2%	8%	5%
Very Poor	2%	8%	5%

*30-2: How would you rate the helpfulness of the employees when you call 602-253-5000 for bus information? (Among those who call.)*

## F. Safety of Trip

Bus riders were next asked to rate how safe they felt while riding the bus on a scale of one to four where one means “very safe” and four means “not at all safe.” Like riders elsewhere in the Valley, **approximately 70% of Phoenix riders feel “very safe” (rated a one) while riding the bus**, similar to 78% of non-Phoenix riders.

Phoenix riders least likely to feel safe on the bus included:

- Respondents with some college education (13% rate three or four).
- Disabled riders (14% rate three or four).
- Those who ride fewer than five days a week (12% rate three or four).
- Riders paying a youth fare (10% rate three or four).

**Table 22: Rider Safety on Bus**

Rating	2003 Phoenix (n=266)	2004 Phoenix (n=274)	2004 Non-Phoenix (n=130)
1-Very safe	60%	72%	78%
2	30%	20%	17%
3	5%	6%	4%
4-Not at all safe	5%	2%	1%

*25-2: Again, thinking about the last trip you made on the bus, using a scale from 1 to 4 where one means “very safe” and four means “not at all safe,” please rate how safe you felt while riding the bus? (Among those with an opinion.)*

### G. Safety at Bus Stop

Respondents were also given the opportunity to rate how safe they felt while waiting at the bus stops (using the same scale as just mentioned previously). **Nearly two-thirds (62%) of Phoenix riders say they feel “very safe” while waiting at the bus stops.** This is significantly lower than the non-Phoenix respondents’ ratings (76% rate “very safe”).

Phoenix riders least likely to feel safe while waiting at the bus stops included:

- Those paying a youth fare (28% rate three or four).
- Riders under age 25 (22% rate three or four).
- Those who ride fewer than five days a week (17% rate three or four).

**Table 23: Rider Safety at Bus Stop**

Rating	2003 Phoenix (n=265)	2004 Phoenix (n=273)	2004 Non-Phoenix (n=129)
1-Very safe	55%	62%	76%
2	31%	25%	16%
3	9%	8%	6%
4-Not at all safe	5%	6%	2%

26-2: Using the same one to four scale where one means “very safe” and four means “not at all safe,” please rate how safe you felt while waiting at the bus stop for the last trip you made?

**H. Typical Wait Time**

**On average, Phoenix bus riders typically reported waiting approximately 14.7 minutes at the bus stop.** This is a slightly shorter amount of time than the reported 16.6 minute average of non-Phoenix riders.

**Table 24: Typical Amount of Time Spent Waiting at Bus Stop**

<b>Rating</b>	<b>Phoenix (n=273)</b>	<b>Non-Phoenix (n=129)</b>
1-5 minutes	14%	12%
6-10 minutes	34%	23%
11-20 minutes	38%	50%
21-30 minutes	10%	10%
31-45 minutes	2%	2%
46+ minutes	1%	3%

*29-2: On average, how long do you typically wait from the time you arrive at the bus stop until you board the bus?*

## IV. Perceptions and Suggestions for Improving Bus Service

### A. Likes and Dislikes about Riding the Bus (Telephone Sample Only)

#### 1. Likes

**Convenience is the most frequently mentioned reason riders like best about riding the bus (16% Phoenix and 20% non-Phoenix).** Convenience as a benefit for riding appears to be somewhat correlated with the age of the riders. While only 4% of those under age 25 cite convenience as something they like about riding the bus, 18% of those 25 to 54 and 26% of those over 55 mention convenience.

Two other reasons given frequently by riders as benefits for riding the bus were first, being able to get around without having a car (15% Phoenix, 18% non-Phoenix) and second, cost savings (12% Phoenix, 13% non-Phoenix).

**Table 25: Like Best about Riding the Bus  
(Multiple responses allowed)**

Responses	2003 Phoenix (n=129)	2004 Phoenix** (n=129)	2004 Non-Phoenix** (n=64)
Convenience	17%	16%	20%
Allows me to get around/don't have car	19%	15%	18%
Cost savings	16%	12%	13%
Nothing/only ride because don't have choice	5%	8%	4%
Gets me where I need to go	2%	6%	6%
Visiting with other people	4%	5%	6%
Able to get other things done while riding	9%	5%	4%
Safety factor/safer than car	2%	5%	4%
Don't like to drive	-	5%	2%
Helpfulness/friendliness of drivers	4%	4%	7%
Convenient route/pick-up times	-	2%	-
Comfortable	3%	2%	-
Dependable/reliable/gives me independence	2%	1%	4%
Reduces air pollution	2%	1%	4%
It's fast/time saver	2%	1%	2%
I don't have to walk	1%	1%	-
Frequency of buses	2%	1%	-
Convenient bus stops	-	1%	2%
Freedom from stress of traffic	9%	-	4%
Other*	2%	2%	6%

43-2: What do you like best about riding the bus?

\*<sup>1</sup> Includes all responses  $\leq 1\%$ .

\*\*Only asked of those who participated in the survey via telephone.

## 2. Dislikes

Last year the most frequently mentioned reason cited for not liking to ride the bus was waiting at stops. Although this dislike was also mentioned frequently this year (13% Phoenix, 11% non-Phoenix), **the most commonly mentioned dislike was the crowded conditions on the bus. One in five Phoenix riders (22%) complained about the crowded conditions on the bus, which is significantly higher than the non-Phoenix mentions (9%).** The biggest complaint among non-Phoenix riders this year was service is not frequent enough (20% vs. 9% Phoenix riders).

**Table 26: Dislike about Riding the Bus  
(Multiple responses allowed)**

Responses	2003 Phoenix (n=118)	2004 Phoenix** (n=139)	2004 Non-Phoenix** (n=55)
Crowded conditions on the buses	20%	22%	9%
Waiting at stops	23%	13%	11%
Extra time it takes to get places	14%	10%	13%
Other passengers are rude/use foul language/misbehave	5%	10%	6%
Service isn't frequent enough/Limited hours	6%	9%	20%
Dirty, unkempt passengers	6%	2%	2%
Not on time	3%	2%	2%
Seats are uncomfortable	2%	1%	6%
Can't get where I need to go	2%	1%	4%
Bus stops far away	-	1%	4%
Attitude of drivers	2%	1%	2%
Buses are not kept clean	2%	1%	2%
Stops have no shelter/place to sit	-	1%	2%
Not enough buses	-	1%	2%
Poor weather conditions	2%	1%	1%
Not enough express routes	2%	-	2%
Other*	11%	11%	11%

44-2: What don't you like about riding the bus?

\* Includes all responses  $\leq 2\%$ .

\*\*Only asked of those who participated in the survey via telephone.

**B. Recommended Changes to Bus System (Telephone Sample Only)**

**More than one-third of Phoenix riders (35%) say if they could make one change to the bus system, they would increase frequency and/or the number of buses** (similar to 43% of non-Phoenix riders). This is down slightly from 2003 (43%). Phoenix riders also recommend new buses and/or more passengers per bus (6%).

It should be noted that 16% of Phoenix and 5% of non-Phoenix riders interviewed did not have any recommendations.

**Table 27: Recommended Changes  
(Multiple responses allowed)**

<b>Responses</b>	<b>2003 Phoenix (n=114)</b>	<b>2004 Phoenix** (n=139)</b>	<b>2004 Non-Phoenix** (n=55)</b>
Increased frequency/More buses	43%	35%	43%
New buses/more passengers per bus/more seating/bigger buses	7%	6%	2%
More express routes	1%	4%	2%
Make sure buses run on time	3%	4%	-
Make seats more comfortable	-	3%	2%
24 hour service	4%	2%	4%
Keep bus stops cleaner	4%	2%	-
Service to a particular area in the Valley	4%	1%	13%
Late night service	3%	1%	7%
Weekend service	2%	1%	6%
Increase bus rapid transit	-	1%	6%
Light rail	-	1%	2%
More neighborhood circulators	-	1%	2%
Have shelters/benches at all stops	4%	1%	-
Add extra bike rack	3%	1%	-
Make sure buses wait for people to make connections	4%	1%	-
Have a bus for high school students	2%	1%	-
Better climate control on bus	2%	-	2%
Other*	15%	23%	7%
NA/Don't know	na	16%	5%

45-2: If you could make one change to the current bus system what would it be?

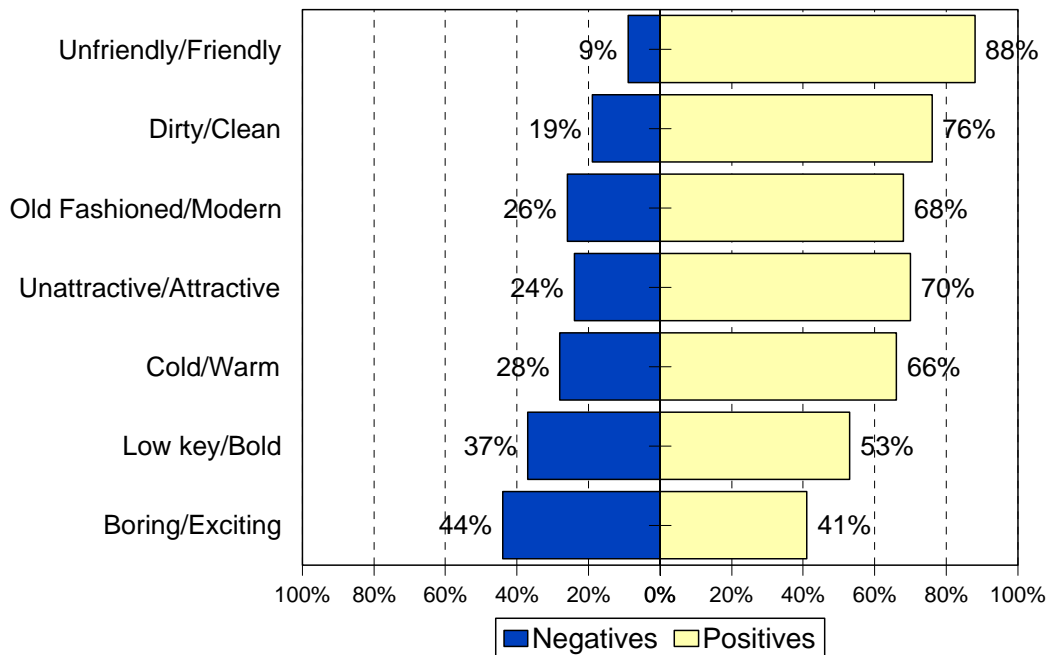
\* Includes all responses <1%.

\*\*Only asked of those who participated in the survey via telephone.

**C. Word Pair Analysis**

Overall the words chosen by Phoenix riders to describe the current look of Valley Metro buses and its logo are positive. In six of seven word pairs the Phoenix riders chose the more positive of the two words as being more descriptive of the Valley Metro look. **“Friendly” (88%), “Clean” (76%), and “Attractive” (70%) were the top three words Phoenix riders were most likely to agree described Valley Metro.** The only word pair in which the negative word was chosen more frequently was that of boring (44%) and exciting (41%). Overall, these results are very similar to the answers provided by non-Phoenix riders.

**Attributes Describing Valley Metro: Phoenix Riders**  
(Telephone Sample Only)



n=194

## V. Route Information and Assistance

### A. Suggestions for Dissemination of Route Change Information

As confirmed in 2003, when asked for suggestions on how to provide riders with updated bus information, **approximately 13% of Phoenix riders said it would be best to pass out information on the buses.** This was also one of the most frequently mentioned recommendations by non-Phoenix riders (16%). Non-Phoenix riders also said they would call Valley Metro/the information number/253-5000 for information (16% compared to only 6% of Phoenix riders).

No other idea was supported by more than one-tenth of the Phoenix riders, although 7% suggested mailing notices to riders' homes and 6% thought e-mail or the Internet should be utilized to inform people.

**Table 28: Changes in Bus Information**

Information Sources	2003 Phoenix (n=109)	2004 Phoenix** (n=274)	2004 Non-Phoenix** (n=130)
Pass out information on buses	27%	17%	22%
Mail notices to riders' homes	8%	7%	13%
Call Valley Metro/253-5000	14%	6%	16%
E-mail	6%	6%	11%
Internet	12%	6%	7%
TV Spots/news	7%	6%	4%
Individual revised schedules	2%	5%	2%
Going to bus station/terminal	2%	5%	2%
Bus Book	-	3%	4%
Newspaper ads	3%	2%	6%
Telephone calls (non-specific)	1%	2%	-
Radio spots	3%	2%	8%
Newsletter/flyer	1%	1%	-
Drivers give information	-	1%	-
Notices at work	2%	1%	-
Other*	4%	3%	2%

*31-2: Without re-establishing the Bus Book, what would be the best way to get information about changes in routes and schedules to you?*

\* All responses <1%.

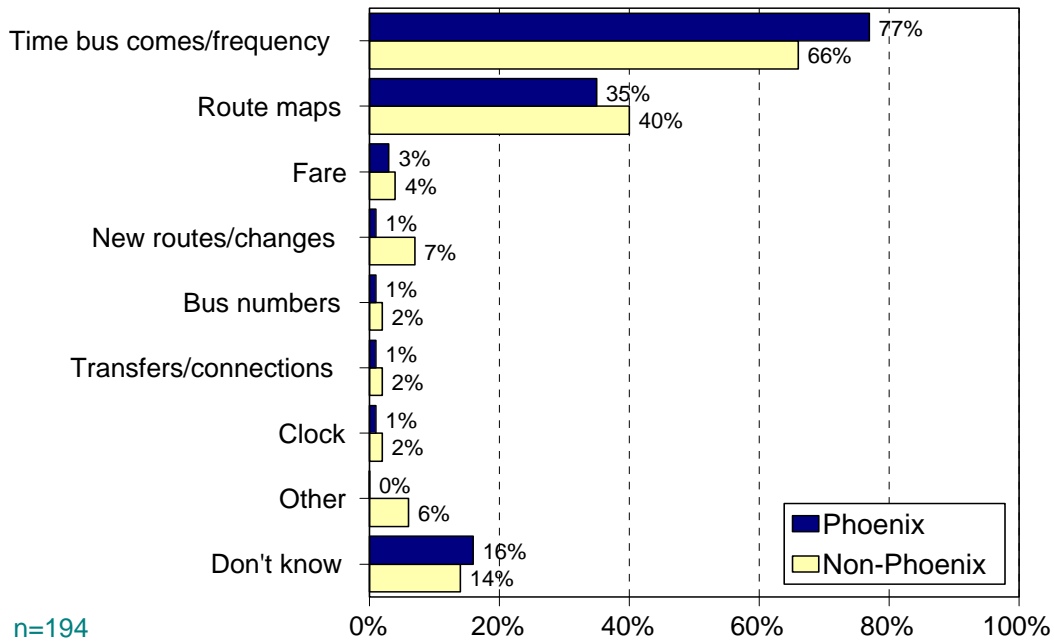
\*\*Only asked of those who participated in the survey via telephone.

**B. Most Helpful Information at Bus Stops**

By and large, Phoenix bus riders say the best information to post at bus stops is a schedule of when the bus comes and the route maps (77% and 35%, respectively). A number of other suggestions were given by some riders, including fare prices (3% Phoenix), route changes (1% Phoenix), and a clock (1% Phoenix).

## Most Helpful Information at Bus Stops

*If information would be posted at the bus stops, what type of information do you think would be most helpful? Anything else?*



### C. Knowledge of Online Trip Planner

**One in five Phoenix bus riders were aware of the trip planner available on the Valley Metro web site (20%).** This is significantly lower than the 31% of non-Phoenix riders surveyed who were aware. Phoenix residents most likely to be aware of the trip planner were under age 55 (23%), those who have had at least some college education (31%), and riders who pay a full fare (25%).

**Of those Phoenix riders who were aware of the trip planner, 29% have actually used it.** Non-Phoenix riders (50%) were more likely to have tried the trip planner than Phoenix riders.

**Table 29: Awareness and Usage of Online Trip Planner**

	<b>Phoenix (n=274)</b>	<b>Non-Phoenix (n=130)</b>
<b>Aware online trip planner</b>		
Yes	20%	31%
No	10%	5%
Don't know	69%	64%
<b>Used online trip planner</b>	(n=55)	(n=40)
Yes	29%	50%
No	71%	50%

58-2: *To the best of your knowledge, does the Valley Metro web site offer an online trip planner?*

59-2: *Have you personally ever used the o-line trip planner on the Valley Metro web site? (Among those aware of the trip planner.)*

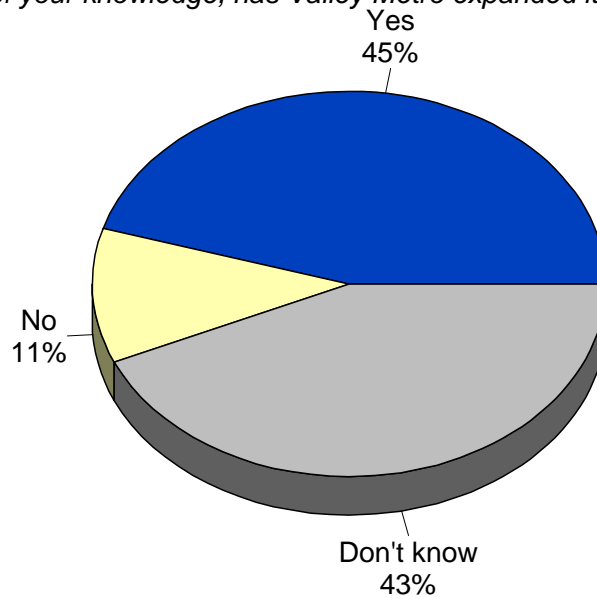
## VI. Expansion of Bus Service (Telephone Sample Only)

### A. Awareness

Approximately 45% of Phoenix residents indicated they are aware that Valley Metro has expanded its bus service in some areas. Only 11% were certain they did not know about this, while another 43% said they were not sure if they knew this or not. These results are very comparable to those of non-Phoenix respondents (42% said yes, 12% no).

### Awareness of Valley Metro's Expanded Service Among Phoenix Riders

*To the best of your knowledge, has Valley Metro expanded its bus service in some areas?*



n=274

**B. Use of Expanded Service**

**Of those Phoenix riders aware of the expanded service, more than one-third (39%) has used it** (compared to 42% of non-Phoenix riders). Phoenix riders with a college education are significantly more likely than others to report personally using the expanded service (59% vs. 33% of those with a high school degree or less education).

Phoenix riders who have used expanded service are most likely to have taken advantage of weekend service (20%) and late night service (12%). These were also among the top mentions among riders elsewhere in the Valley. As might be expected, Phoenix riders who are disabled are significantly more likely to use weekend service (62%).

**Table 30: Awareness and Use of Expanded Bus Service**

	<b>Phoenix (n=274)</b>	<b>Non-Phoenix (n=130)</b>
<b>Aware of Expanded Service</b>	<b>45%</b>	<b>42%</b>
	(n=123)	(n=55)
<b>Use Expanded Service</b>	<b>39%</b>	<b>42%</b>
<b>Type of Expanded Service Used</b>	(n=41)*	(n=10)*
Weekend service	20%	10%
Late night service	12%	30%
51	7%	40%
41	5%	-
Red Line	2%	10%
138	2%	10%
FLASH	2%	-
106	-	20%
Other	29%	30%
Don't know/no answer	17%	-

*32-2: To the best of your knowledge, has Phoenix expanded its bus service so that it provides late evening and Sunday service in some areas?*

*33-2: Have you personally used any of the expanded services including late evening and Sunday service? (Among those aware)*

*34-2: Which new or expanded services have you used? (Among those who have used new service and participated in the telephone survey).*

\*Asked only of those who participated in the telephone survey.