

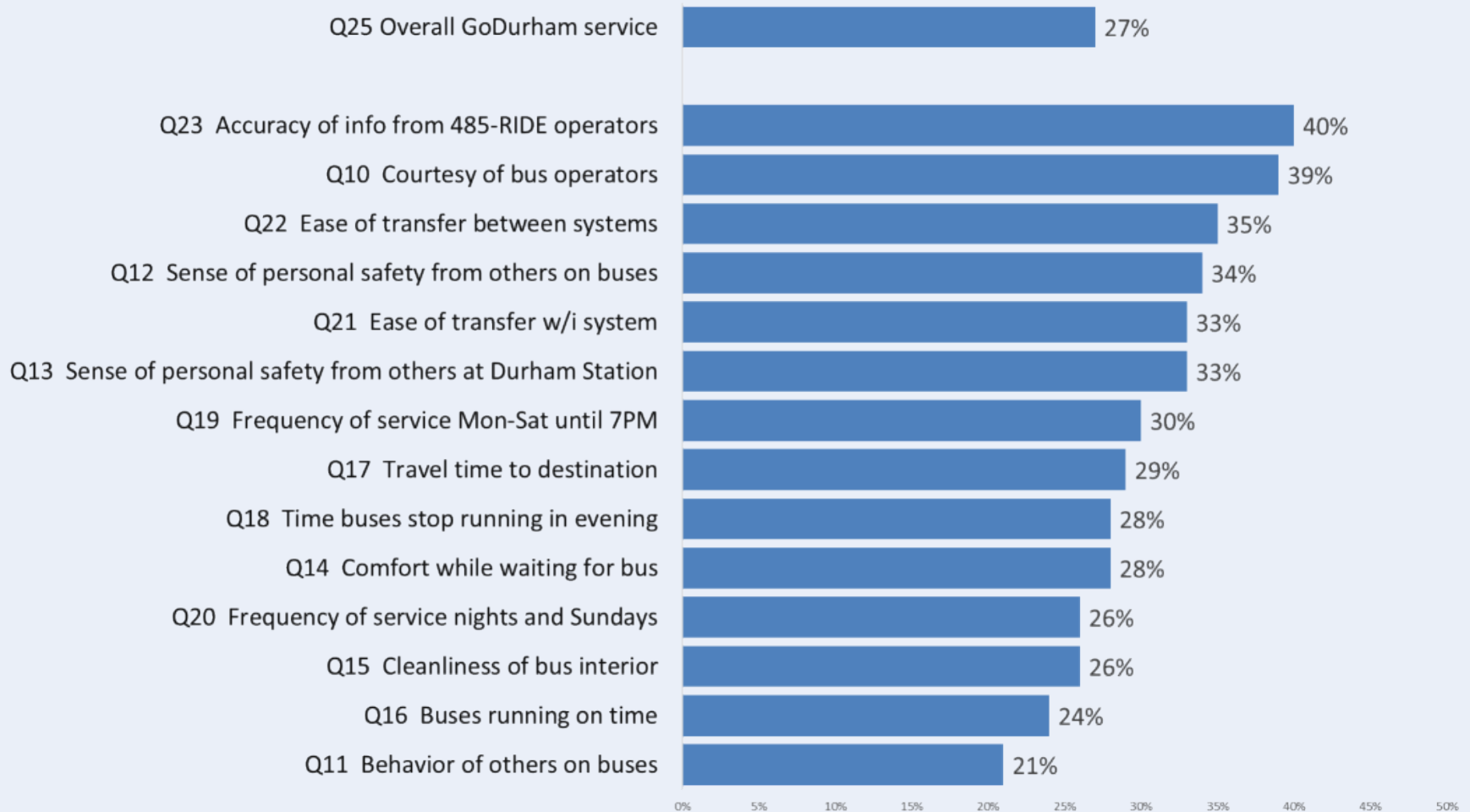
# GoDurham

Passenger Survey, 2017

# Top Scores for Each Component of GoDurham Service

Top scores of 7 on scale of 1-7 where 7=Excellent

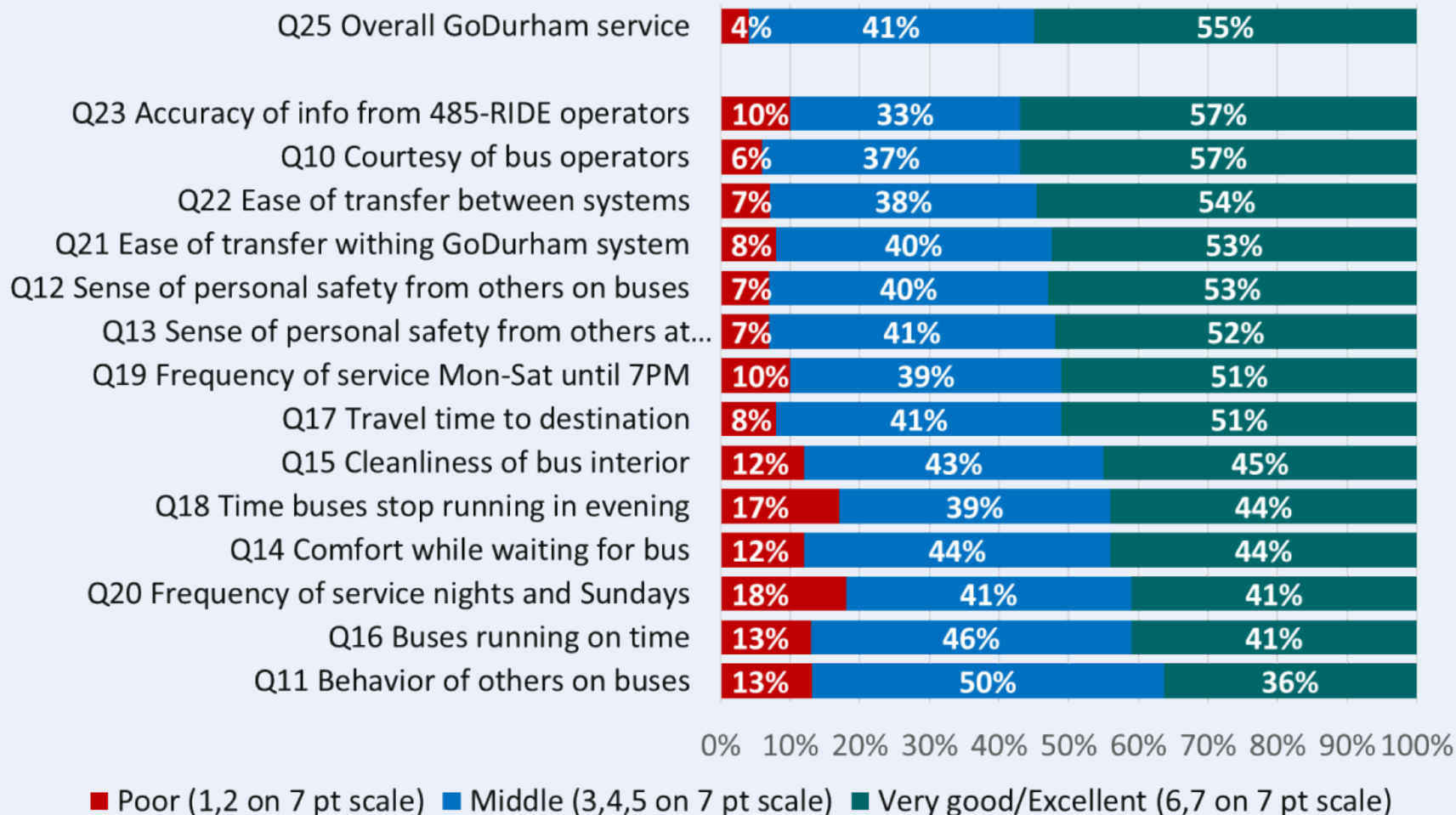
(Source: GoDurham Onboard Survey, 2017)



# Service Ratings

In the past 30 days, how would you rate GoDurham service?

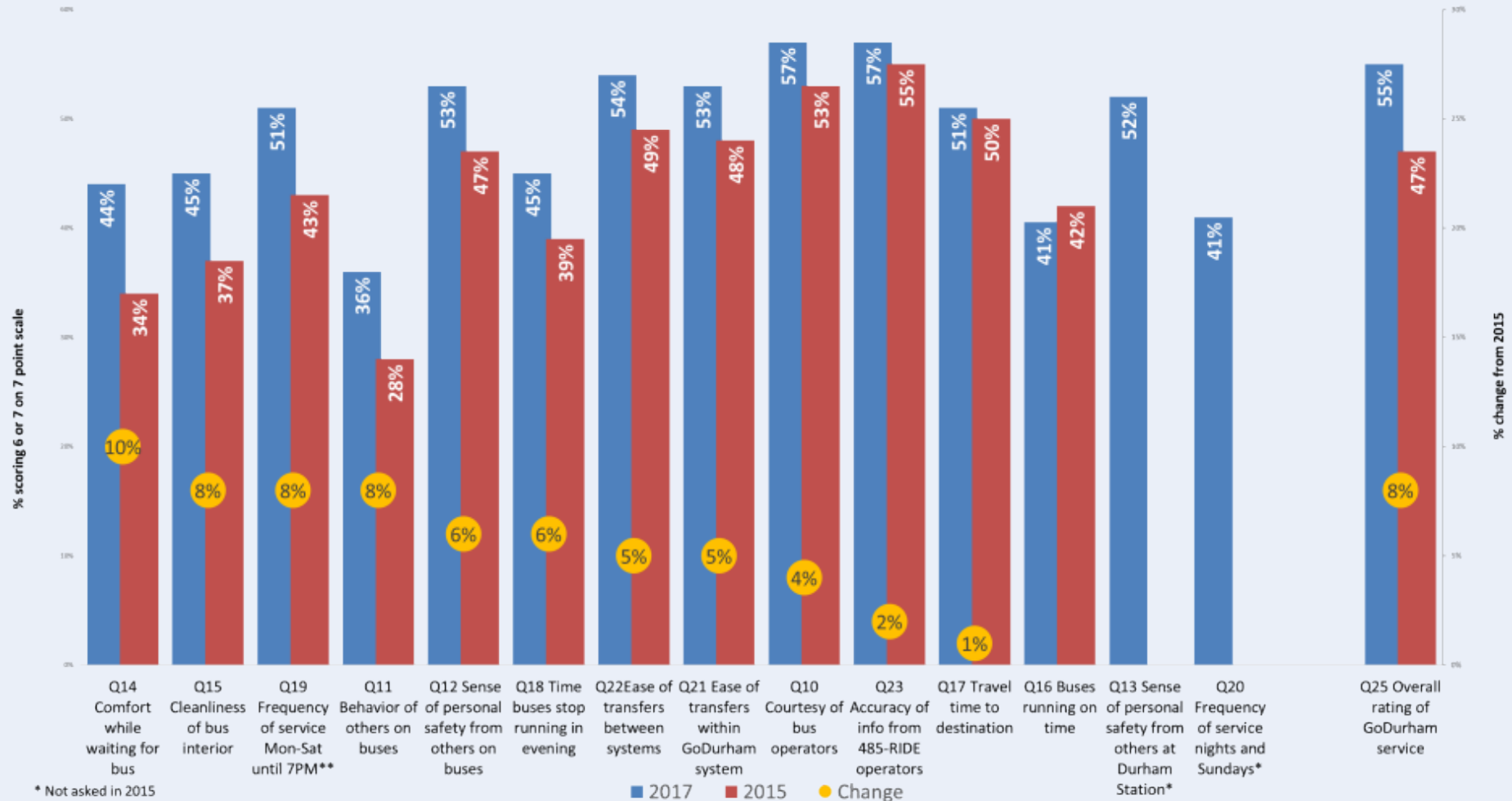
(Source: GoDurham Onboard Survey, 2017)



# Top Scores for Each Component of GoDurham Service

Change in service ratings as shown by change in top two scores (6 and 7 on 7 point scale)

(Source: GoDurham Onboard Surveys 2017 & 2015)



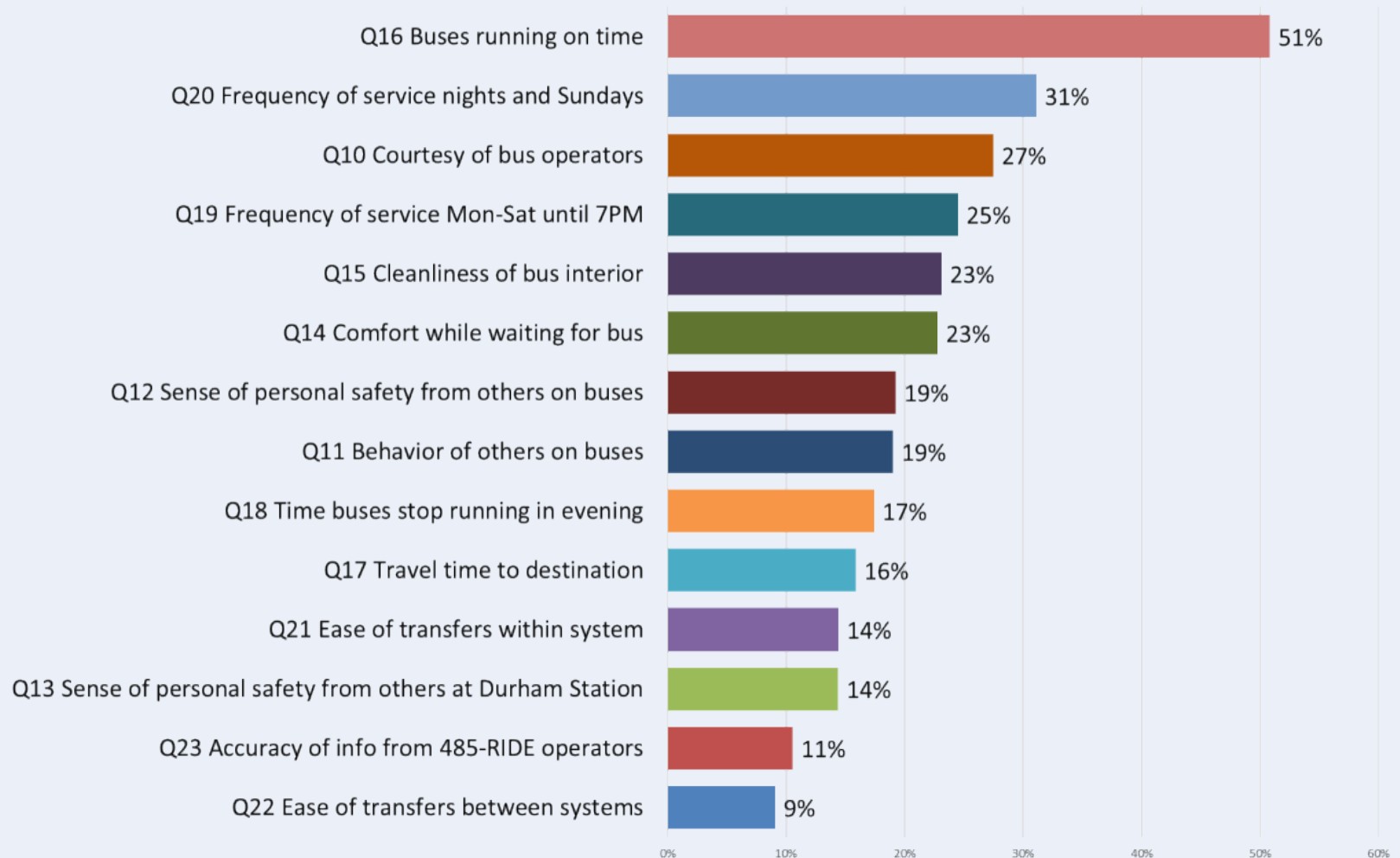
\* Not asked in 2015

\*\* In 2015 wording was simply "Frequency of service."

# Percent Naming Each Aspect of Service as One of The Top Three to Improve

## One of top 3 "Most important to improve"

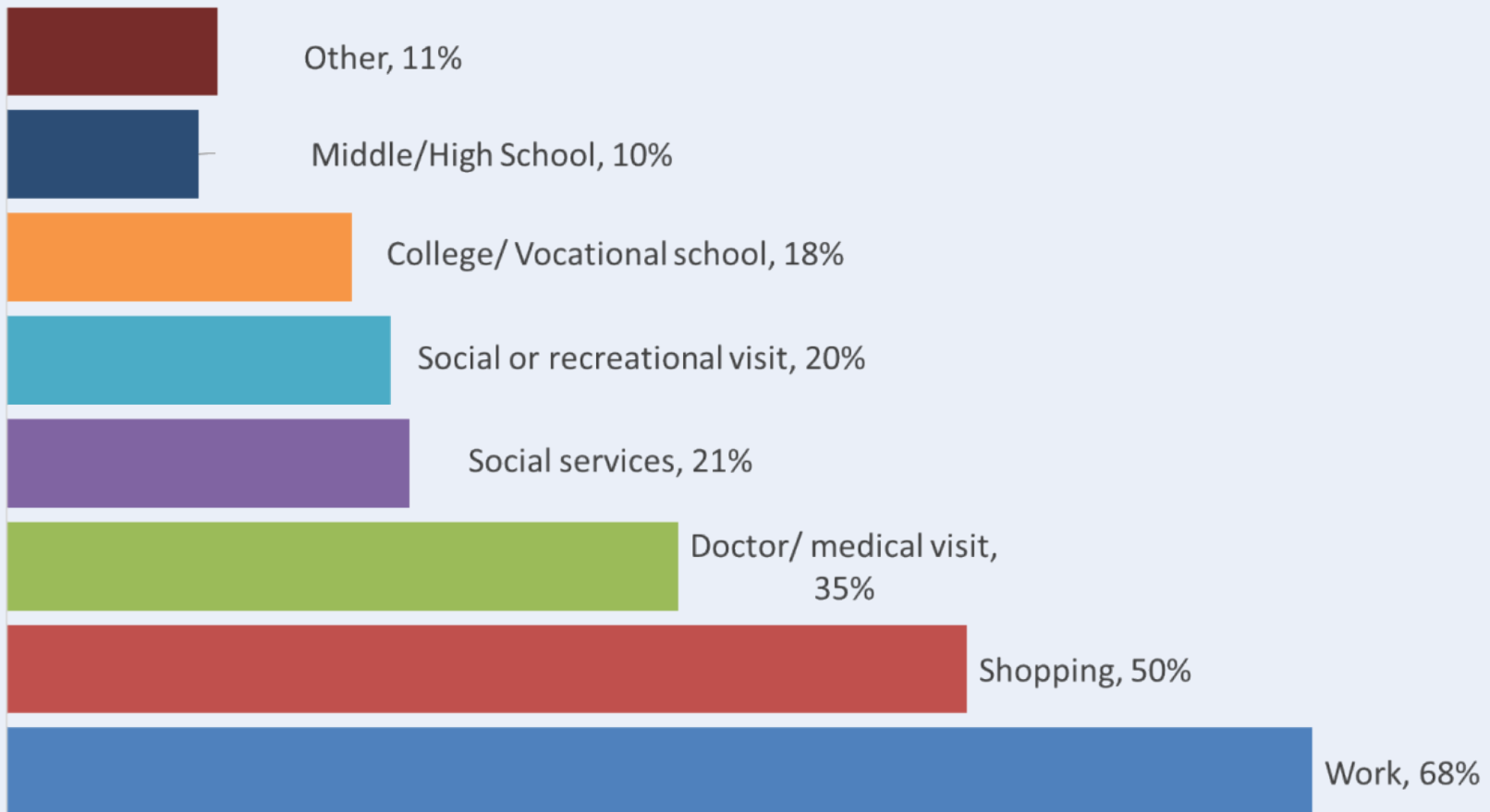
(Source: GoDurham Onboard Survey, 2017)



# Economic Impact: Why People Are Using GoDurham

(All trip purposes in past month. Multiple responses included)

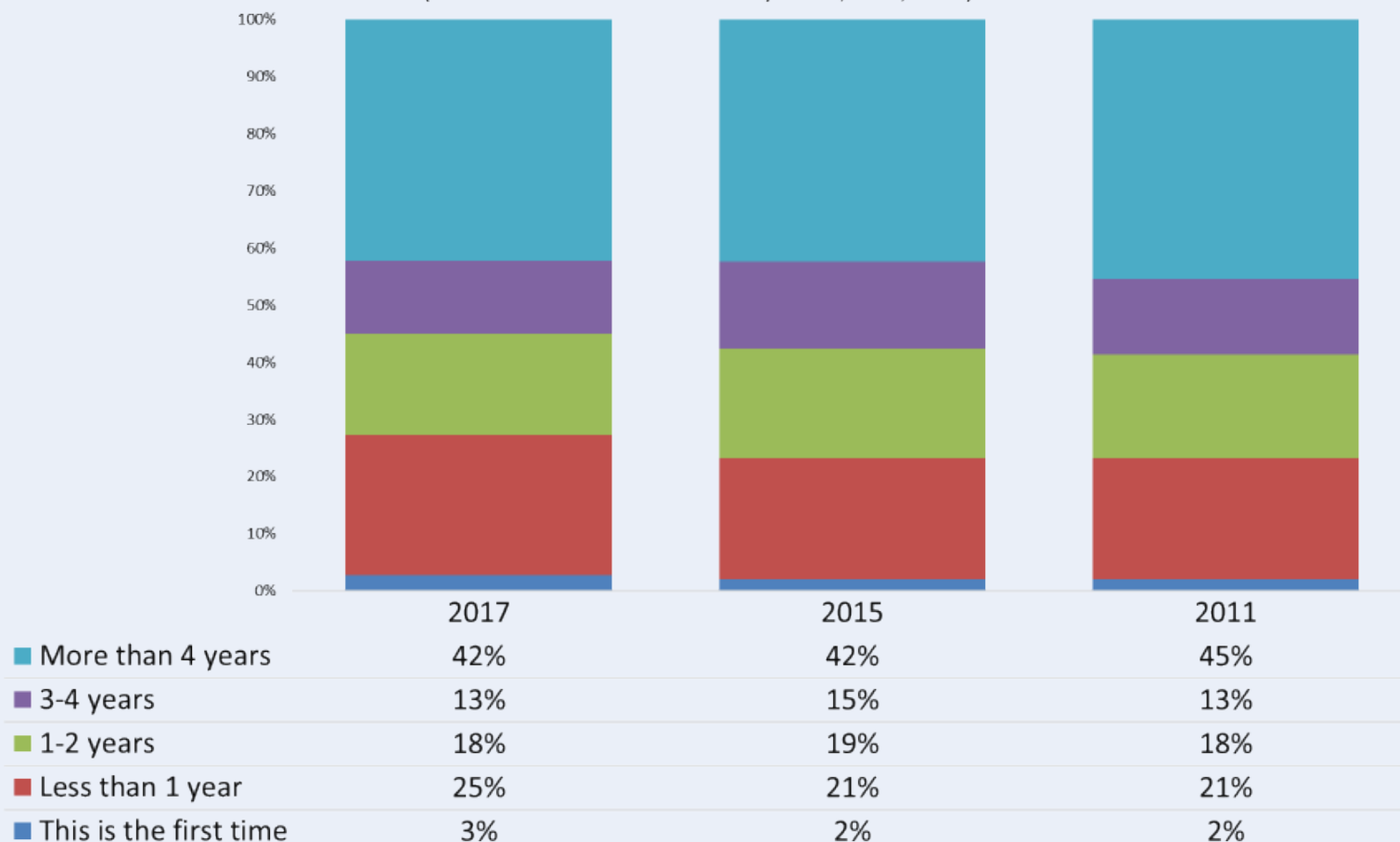
Q3 Multiple trip purposes during the past month  
(Source: GoDurham Onboard Survey 2017)



# Duration of Ridership

## Q2 How long have you been riding GoDurham?

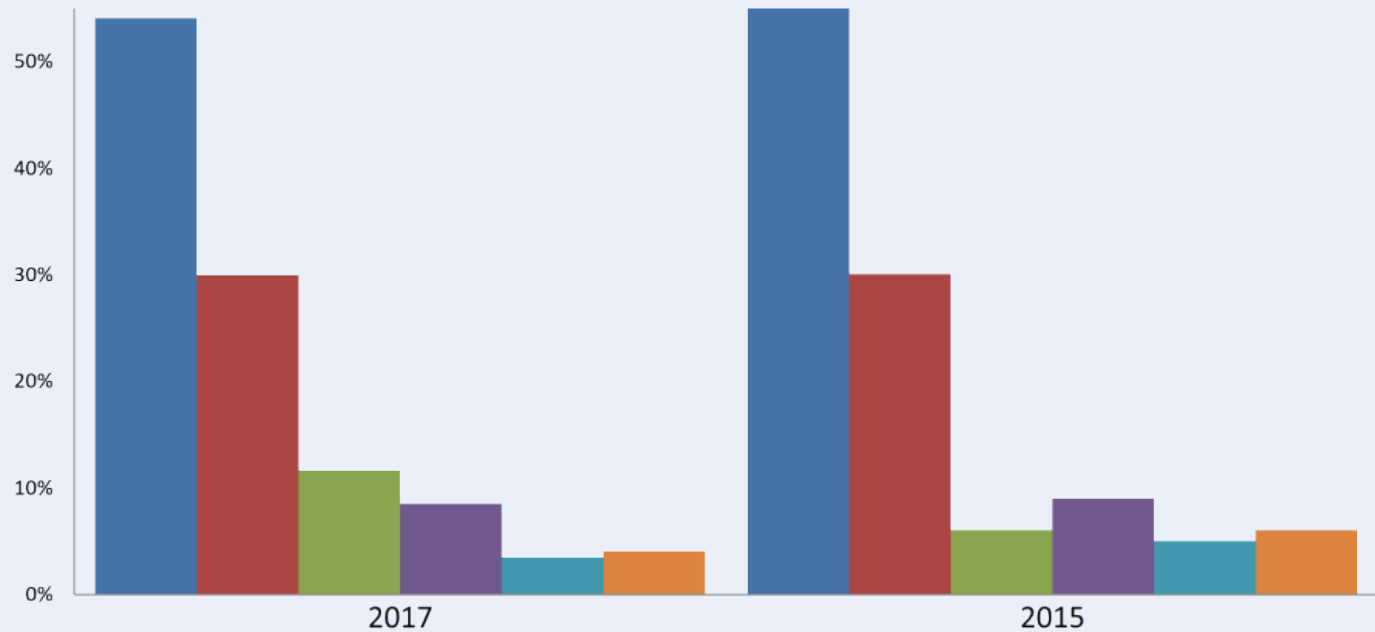
(Source: GoDurham onboard surveys 2011, 2015, 2017 )



# Use of Multiple Systems

Q6 In the past 30 days have you connected between GoDurham and...

(Source: GoDurham onboard Surveys, 2017, 2011 and 2015)



■ None-GoDurham only

■ GoTriangle

■ GoRaleigh

■ Duke Transit

■ Amtrak

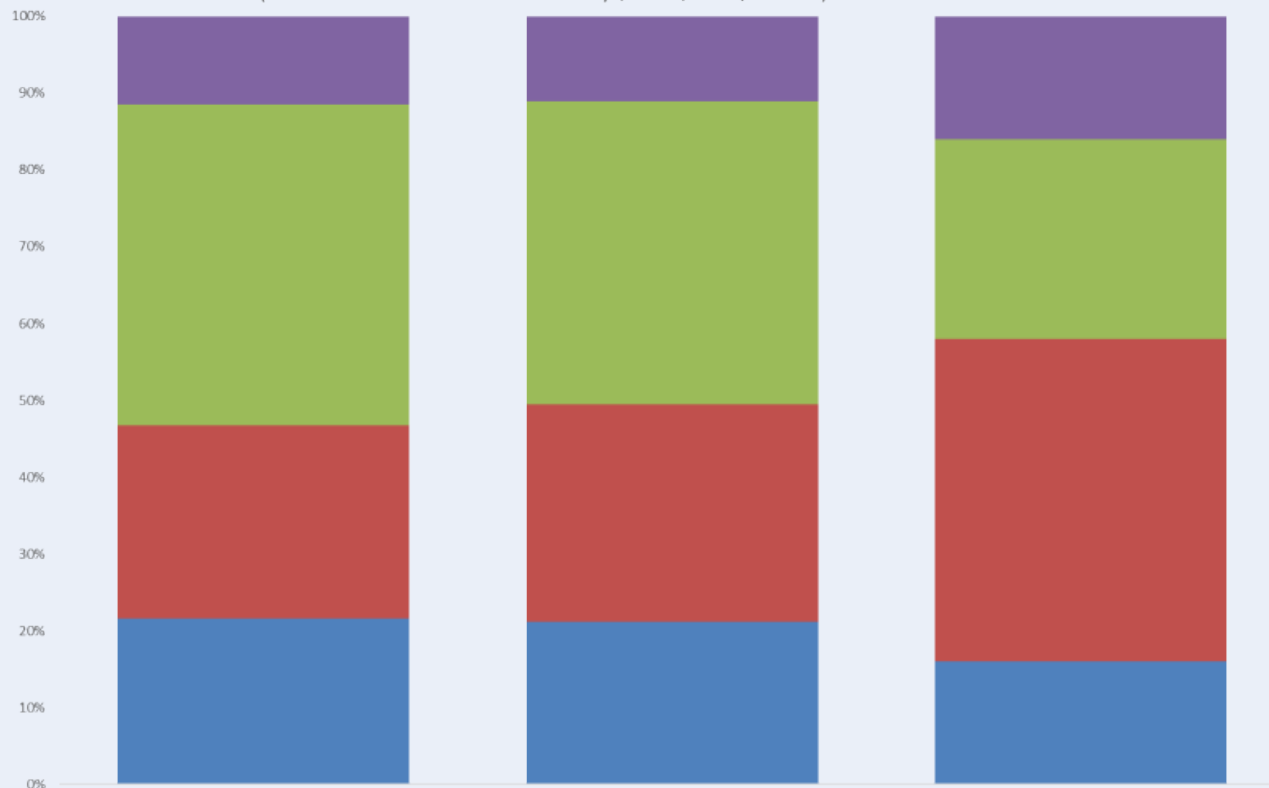
■ Greyhound/Trailways/Megabus



# Change of Bus

Q5 In making this trip in one direction, how many times do you have to change buses?

(Source: GoDurham Onboard Surveys, 2017, 2011, & 2015)



■ Three of more changes of bus

2017

11%

■ Two changes of bus

42%

2015

39%

■ One change of bus

25%

28%

2011

16%

■ No changes of bus

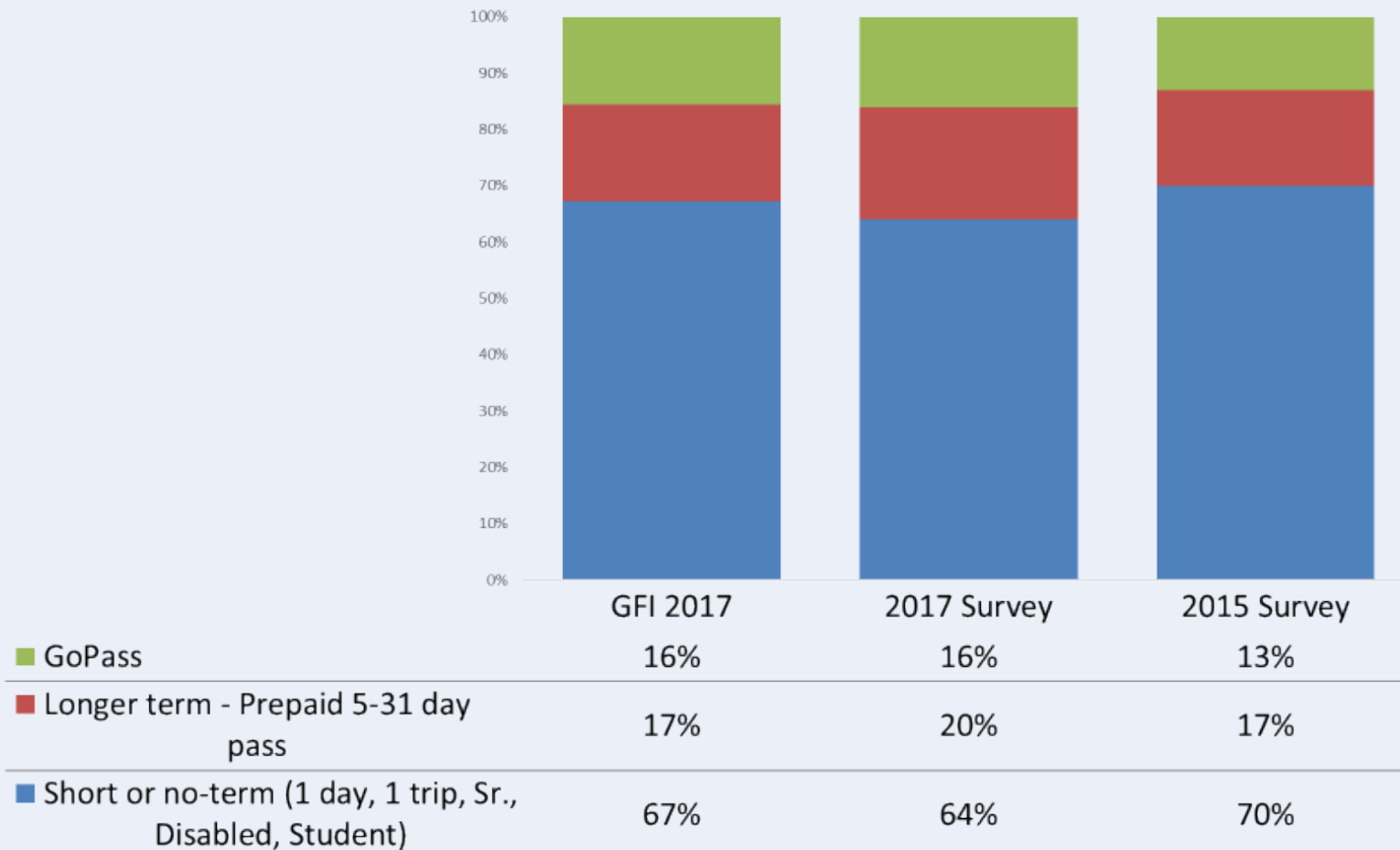
22%

21%

42%

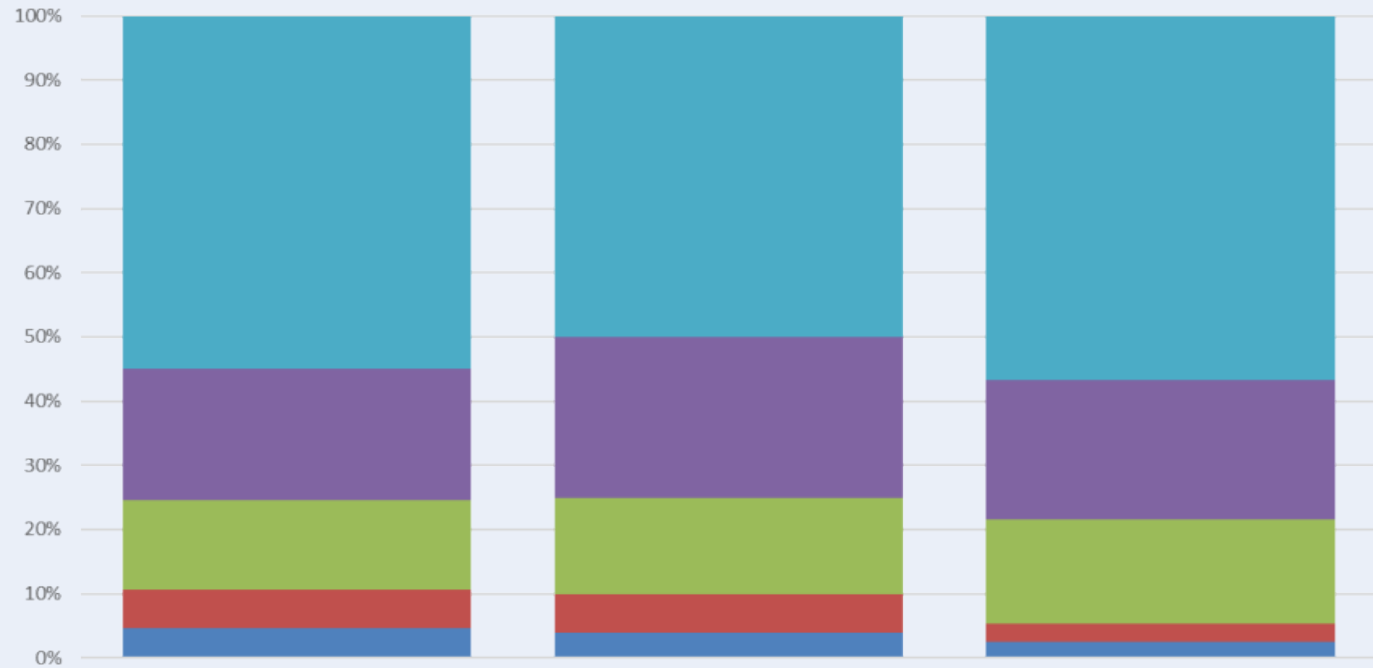
# Short-Term/Long-Term Fares and Discounted Fares

Short-term, long-term, and GoPass fares  
(Sources: GFI Record from GoDurham, GoDurham Onboard Surveys, 2015 and 2017)



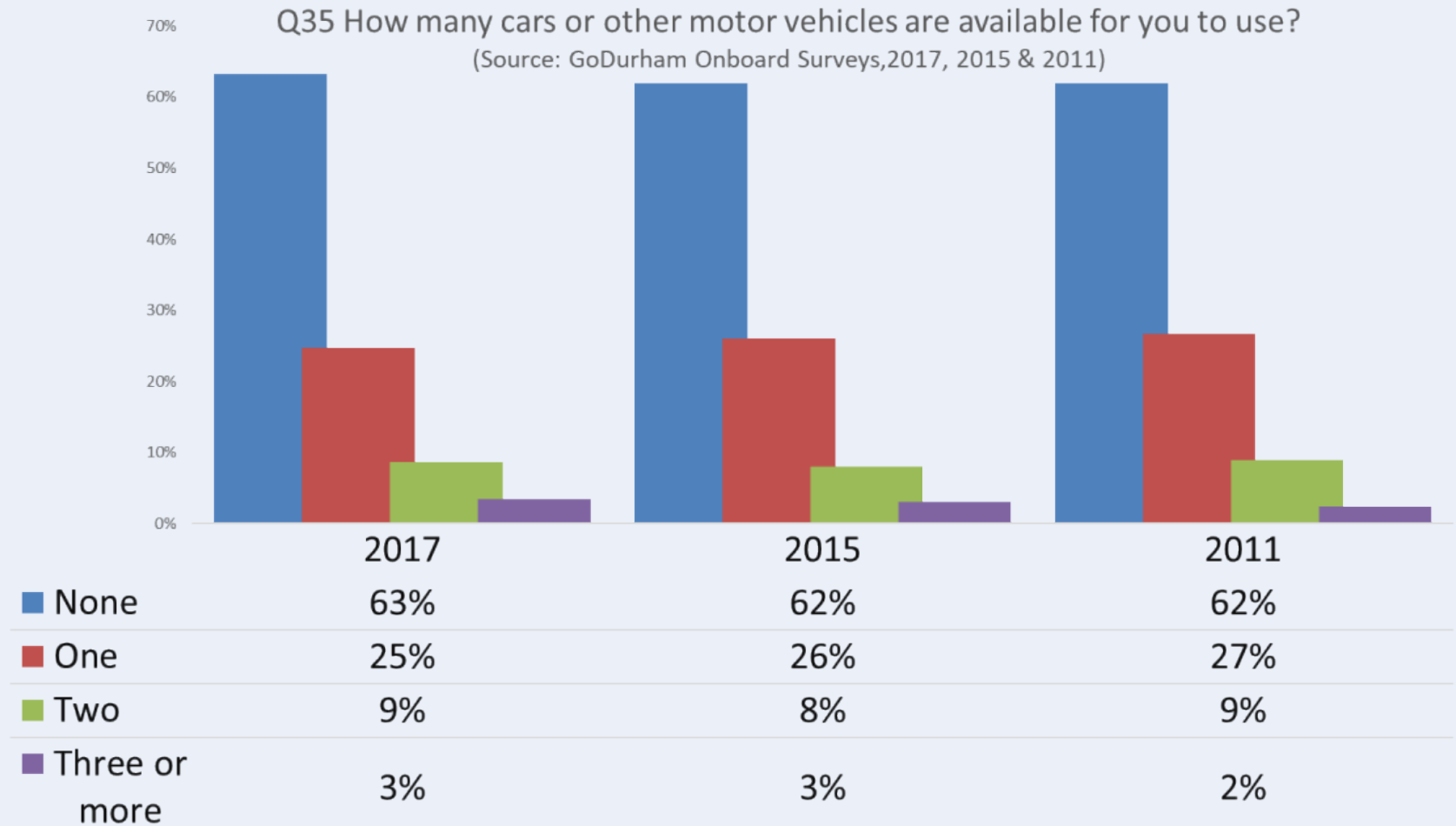
## Q41 Income

(Source: GoDurham Onboard Surveys, 2011, 2015 & 2017)



	2017	2015	2011
■ Less than \$15,000	55%	50%	57%
■ \$15,000 to \$24,999	20%	25%	22%
■ \$25,000 to \$49,999	14%	15%	16%
■ \$50,000 to \$74,999	6%	6%	3%
■ \$75,000 or more	5%	4%	3%

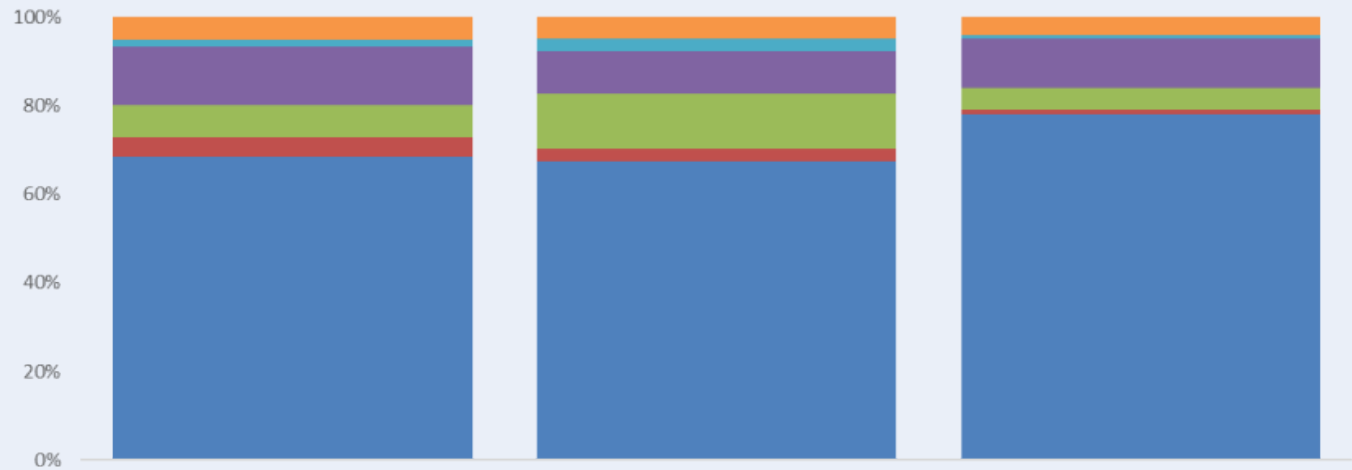
# Vehicles Available in the Household



# Ethnicity

## Q38 Ethnicity

(Source: GoDurham Onboard Surveys, 2011, 2015 & 2017)



Other/multiracial

2017

5%

2015

5%

2011

4%

Native American

2%

3%

1%

Caucasian

13%

10%

11%

Hispanic

7%

13%

5%

Asian

4%

3%

1%

African American

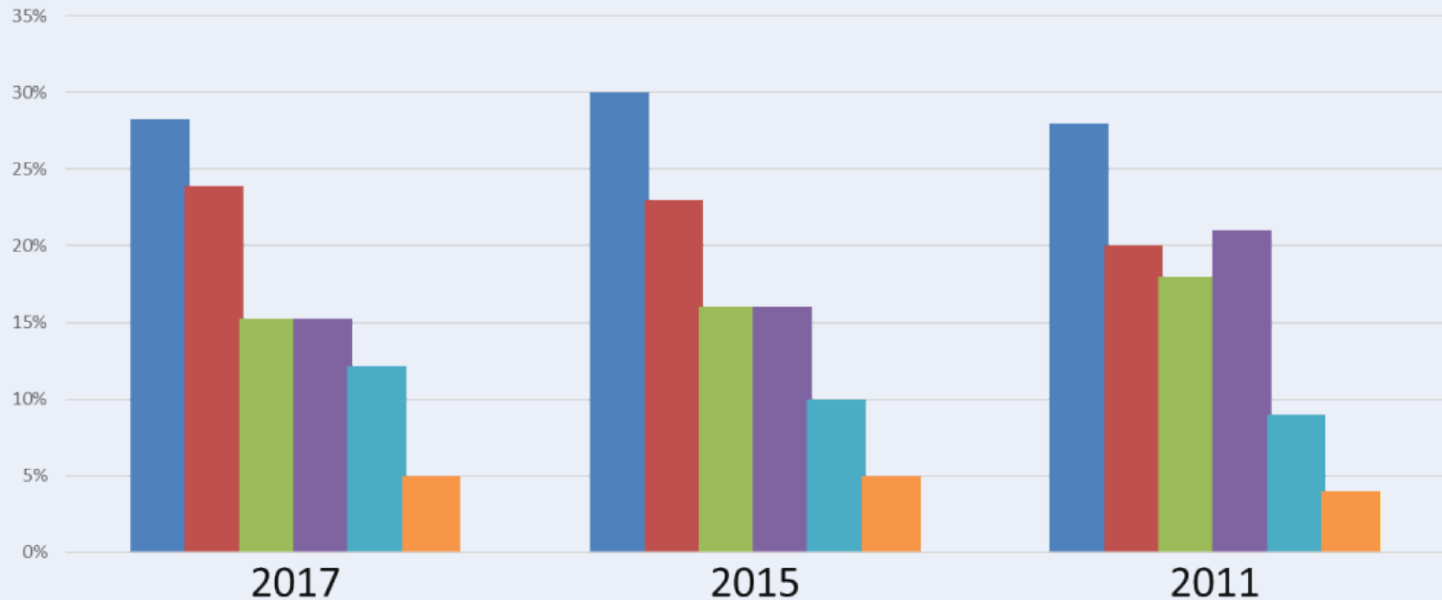
68%

67%

78%

## Q31 Age

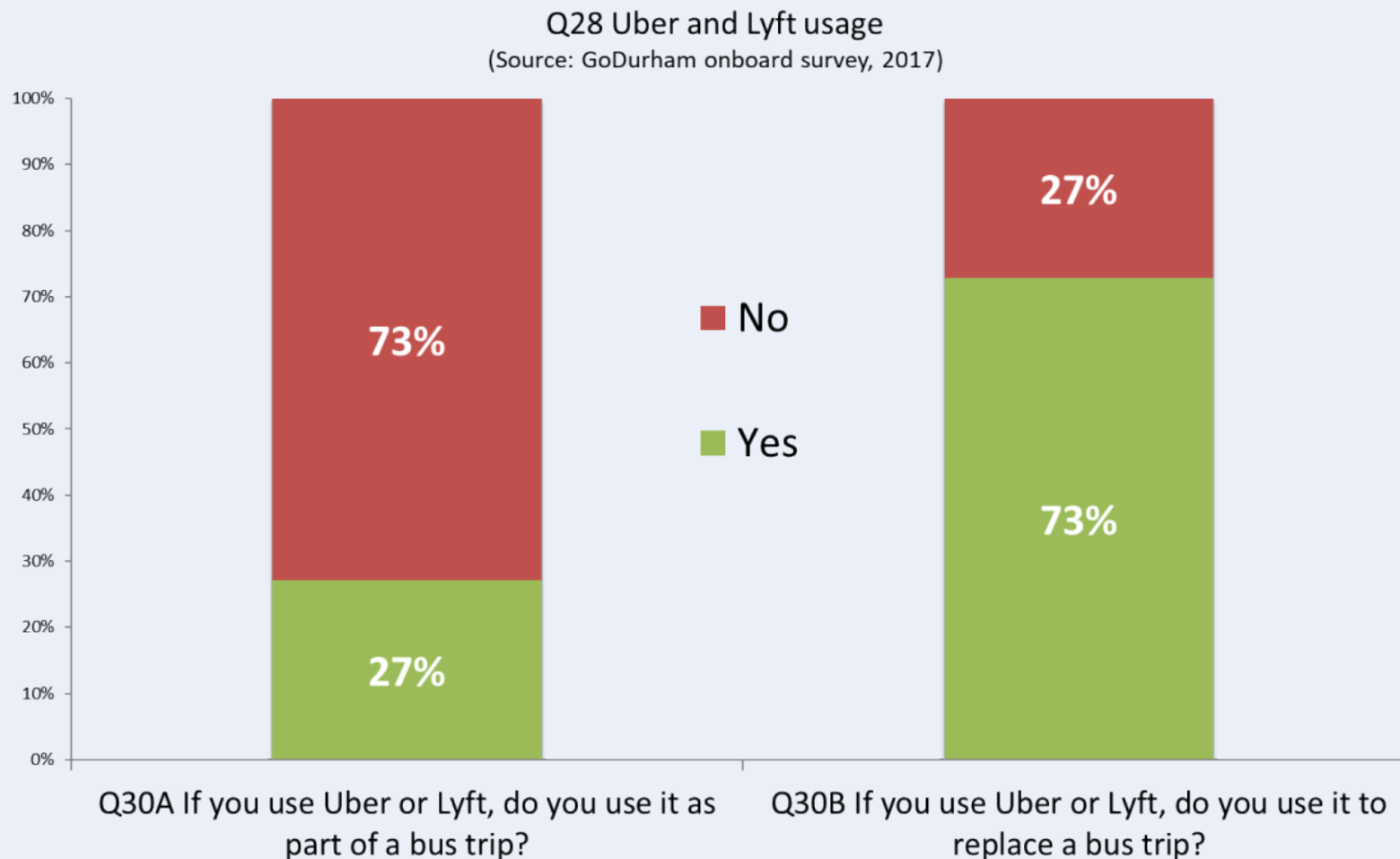
(Source: GoDurham Onboard Surveys, 2017, 2015 & 2011)



16 to 24	28%	30%	28%
25 to 34	24%	23%	20%
35 to 44	15%	16%	18%
45 to 54	15%	16%	21%
55 to 64	12%	10%	9%
65 or older	5%	5%	4%

# Uber or Lyft

37% of GoDurham customers  
used Uber or Lyft at least once in the past thirty days



For further questions, please email:  
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