An Onboard Survey of GoCary Customers

2023

A study conducted by:

CJI
Research

In Conjunction with:

NELSON NYGAARD

Project conducted by:

- Bethany Whitiker, Project Manager
- Hugh M. Clark, Ph.D. Project Director
- Deanna Byrd, Data Collection Manager

An Onboard Survey of GoCary Customers

Table of Contents

List of Figures

Executive Summary

Introduction

In April 2023, CJI Research conducted an onboard survey of GoCary customers. The GoCary survey includes 272 responses and has a margin of error of +/-5.8% at the 95% level of confidence.

The 2023 survey is intended to provide an update to earlier surveys conducted in 2018 and 2019 as well as a comparison of the findings among the three surveys.

CHANGING PERCEPTIONS OF SERVICE

- o The survey obtained customer ratings of overall GoCary service and eighteen specific elements of service. A seven-point rating scale was used, on which a score of 1 means very poor, and 7 means excellent. In 2023 as in 2019, the percent rating GoCary service overall as 7 is 42%. In 2023, another 28% rated service as 6 on the same scale. This means that the total percentage rating service as excellent or very good is 70%.
- o Top rated elements with scores of 6 or 7 include:
  - Weekday service frequency (66%)
  - On-time performance, weekday service hours, Ease of transferring among GoCary routes (all 64%)
  - Bus operator courtesy/helpfulness (67%)
- o Of the eighteen aspects of service rated, most received a slightly lower positive rating in 2023 than in 2019. The greatest such changes were in the aspects of service labeled "Travel Environment" in this report. The greatest changes in this respect were for:
  - Cleanliness of the bus interiors (down to 60% very positive from 80% in 2019)
  - Cleanliness of bus shelters and transit centers (down to 57% very positive from 76% in 2019)
  - Sense of safety from other passengers on the buses (down to 63% very positive from 80% in 2019)
- o When asked to prioritize areas that needed to either be improved, or, if already very good or excellent, to be maintained:
  - "Buses running on time" is by far the most frequently cited aspect of service to improve. Although on-time performance was one of the best rated services, it was cited by 43% of customers as first, second, or third most important to improve or maintain among the eighteen specific aspects of service examined. In placing this at the top of the list of the top three, riders appears to be saying that on-time performance is foremost among all elements of service.
  - Other items at or near the top of the priority list are
    - one operational element (Service to all locations you want to go) and
    - three elements affecting the travel environment:
      - o Quality of WiFi service (29%),
      - o Cleanliness of bus interiors (22%), and
      - o Sense of safety from others on the buses (21%).
- GoCary has an important economic impact. Trip purpose is primarily oriented to full or part-time employment (65%) and School/College (5%), while many other customers also use GoCary for shopping (19%).

- Demographics
  - GoCary provides a key support for employment and education. Of all GoCary customers, 47% are employed full time and another 23% part time. Also 24% are students.
  - Of employed persons and students, 67% work or attend school onsite only, while 10% are remote only and 23% are mixed in this respect.
  - 33% of GoCary customers identify themselves as African-American, while 24% identify themselves as Caucasian/White, 21% Hispanic, 14% Asian, and 3% Native American.
  - Like most bus systems in the United States, the ridership of GoCary is quite young, with 68% younger than forty-five and 47% under the age of 35.
  - Similar to the ridership of many bus systems, many GoCary customer households report that they have low household incomes. In this survey, 30% report income of less than $15,000 and only a total of 52% report annual household incomes of less than $25,000. However, a sizable percentage of riders also report income of $50,000 or more (24%).
  - Customers are quite transit dependent, with 76% reporting that they have no vehicle available for their use, an increase from 65% in 2019.
- Travel characteristics
  - In spite of a peak of 43% of riders saying in 2019 that they use GoCary five days a week, that percentage returned to 25% in 2023, statistically the same as in 2018 (24%).
  - In 2023, when asked the number of days per week they had used GoCary in March 2020, before the beginning of the pandemic, 41% said they had not been regular GoCary customers then, an indication that they are relatively new riders.
  - Overall, a total of 36% said they are using GoCary the same number of days per week as they did pre-pandemic, while 40% said they were riding more often now, and 11% said they are riding less often.
  - When using other systems in the Triangle Region, GoCary customers are more likely to use GoDurham (42%) or GoRaleigh (41%) than the other systems. Also, 29% regularly use Chapen Hill Transit.
  - 65% of GoCary riders report having no vehicle available for their use, an increase over the 50% found in 2019, but similar to the level found in 2018 (61%).
- Mobile Communication
  - 43% of GoCary customers have a transit app on their cellphone. This is lower than in 2019 when 50% reported using a transit app.

Introduction and Methodology

Background

As part of a regional customer satisfaction measurement program, CJI Research, LLC conducted a survey of customers onboard GoCary buses from May 12 through May 16. Similar surveys were conducted with GoRaleigh and GoTriangle customers in the prior two weeks (April 28 through May 11), and with GoDurham customers during November 2022.

The 2018 and 2019 surveys were conducted in October over a period of three days. The 2023 survey was conducted in April over a period of five days.

Figure 1 Ridership Statistics from GoCary, 2012 – 2021

GoCary Fixed-Route Bus Ridership, 2013 - 2023 (Sources: NTD, GoCary)
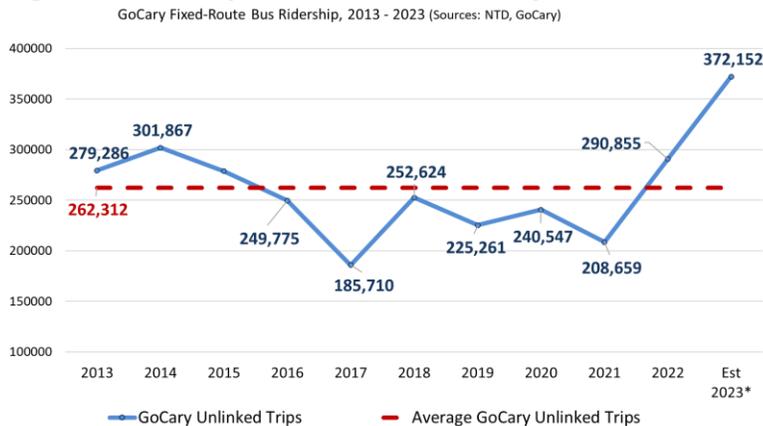
Ridership Trends

To provide perspective on the changing ridership, Figure 1 provides total annual GoCary ridership figures since 2013. GoCary ridership saw a long decline from 2014 to 2017 followed by an up and down pattern between 2018 and 2021. Besides the effective end of the COVID pandemic, several changes GoCary management made appear to have greatly accelerated ridership growth since 2021.

According to GoCary management, suspension of fares has certainly stimulated ridership, but that is not the only factor. Several service changes such as realignment of Route 1 and changes to the Route 7 are said to have led to major growth of ridership on both routes. System-wide there has also been growth on other routes as well because new housing and employment opportunities coupled with outreach programs encouraging ridership have underpinned this ridership growth.

Methods: How the Survey Was Conducted

QUESTIONNAIRE

The questionnaire used in the survey was initially developed by Hugh Clark of CJI Research, LLC and refined in cooperation with GoCary staff. The questionnaire was self-administered. It is reproduced in Appendix A.

The questionnaires were serial numbered so that records could be kept for the route and day of the week on which the questionnaire was completed. This is a more accurate method than asking customers which route they are riding when completing the survey.

SAMPLE

A random sample of runs was drawn from a list of all GoCary runs. This initial sample was examined to determine whether the randomization process had omitted any significant portion of the GoCary system's overall route structure. The sample was adjusted slightly to take any such omissions into account.

Survey data collection occurred onboard the buses. On each bus, survey staff approached all customers who boarded than a sample. The only exception was that customers who appeared younger than sixteen

were not approached, both for reasons of propriety and because children are typically unable to provide meaningful answers to several of the questions.

Because all customers were asked to participate rather than a sample of customers on the bus, there was little or no opportunity for a survey staff member to introduce bias in selection of persons to survey. In effect, a bus operating within a specified window of time became a sample cluster point in a sample of such clusters throughout the total system.

The GoCary survey includes 272 respondents and has a margin of error of +/-5.8% at the 95% level of confidence and +/-4.9% at the 90% level. When the distribution of responses is other than 50:50 on a specific question, the margin of sample error for a given sample size decreases somewhat. If a sub-sample is used, sample error increases somewhat.

DATA COLLECTION

Temporary workers from the Greer Group Inc., of Raleigh, NC were trained to administer the surveys under the supervision of CJI Research, LLC staff. Surveyors wore smocks identifying them in large print as "Transit Survey" workers. This uniform helps customers understand visually why an interviewer would be approaching them, thus increasing the rate of respondent cooperation. Survey personnel met the bus operators at the GoCary depot at the beginning of their shifts and rode the buses throughout the driver's assignment.

The questionnaire was self-administered. Survey personnel handed surveys and a pen to customers and asked them to complete the survey and hand it back before exiting the bus. At the end of each sampled trip, the survey personnel placed the completed surveys in an envelope marked with the route, the run, the time, and the day and reported to the survey supervisors who completed a log form detailing the assignment. A total of 44 trips were sampled and recorded in this manner.

PARTICIPATION RATES

		Completion Rates on GoCary Onboard Survey, 2023	
A total of	943	persons were riding during the surveyed trips and had a chance to participate	
	90	appeared to be younger than 16 and were not asked to participate	10%
Thus	853	passengers were adults and were asked to participate	90%
Of these…	47	customers spoke a language other than English or Spanish	5%
while another	218	refused outright	28%
and another	288	said they had already completed the survey (possibly on another system)	37%
Thus finally	300	accepted the survey form with the apparent intention of finishing it	39%
Thus,	300	customers represent, the total "effective distribution, " i.e., the raw sample	
Of these…	265	Completed the survey on the GoCary bus	97%
and	12	completed the survey and returned it by mail or to an operator on another bus	4%
and	(5)	Failed to return the survey they had accepted or returned an unusable survey on the bus	2%
Finally:	272	Completed the survey	91%
		Of all persons on board the sampled trips, this represents:	29%
		Of all English or Spanish speaking adults riding on a surveyed vehicle, this represents:	30%
		Of all the customers on sampled trips who accepted a questionnaire, this represents:	91%

In the analysis, those who did not respond to a question are eliminated from the computation of percentages and means unless there was a way to infer the response. For example, if a rider gave as a trip purpose *getting to or from school,* it was apparent that this was a student, and that employment could be coded as "student," even if the respondent had not responded to the employment question.

ANALYSIS

Analysis consists primarily of crosstabulations and frequency distributions. Tables were prepared in SPSS, Version 29 and charts in Excel for Office 365. The GoCary survey will be archived by CJI Research, LLC so that it will be available for further analysis as needed.

With a few exceptions, all percentages are rounded to the nearest whole number. In a few cases, when this could have caused important categories to round to zero, or when comparisons between charts would appear inconstant if tenths were not included, percentages are carried to tenths. Rounding causes some percentage columns to total 99% or 101%. These are not errors and should be ignored.

Rider Profile

Figure 2 How Many Days a Week Do You Use GoCary?

Weekly Frequency of Using GoCary
(Regular Users only)

	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	Everyday
2023	5%	13%	15%	10%	25%	11%	21%
2019	3%	9%	9%	13%	43%	9%	15%
2018	7%	9%	12%	13%	24%	13%	22%
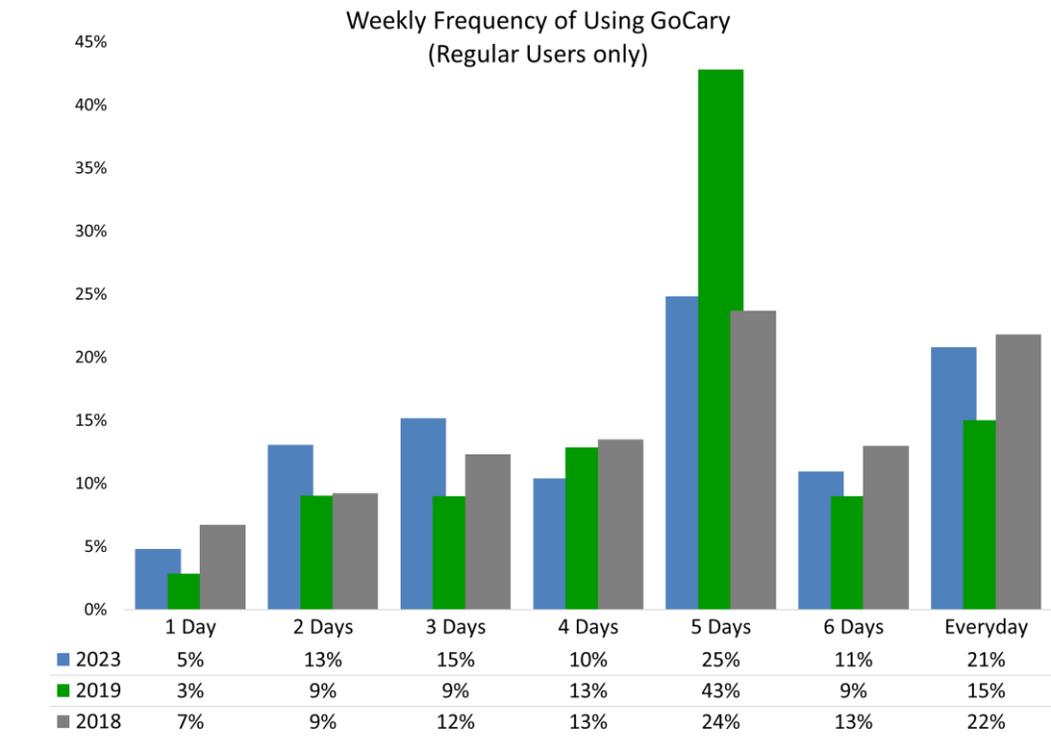
Frequency of Using GoCary

Riders were asked the number of days in a typical week they use GoCary. Patterns have changed somewhat since 2019. More riders (33%) are now using GoCary from one to three days a week than in 2019 (21%). A substantially greater percentage of riders were using GoCary five days a week in 2019 (43%) than in 2023 (25%) or previously in 2018 (24%). In retrospect it appears that the 2019 pattern was an exception and that the 2018 and 2023 patterns represent the GoCary norm.

Figure 3 The Pandemic and Use of GoCary

How Often Did Current GoCary Customers Ride during and before the Pandemic?

	Current	During pandemic	Pre-pandemic
Do, or did not, ride in a typical week	5%	41%	50%
One to three	31%	20%	14%
Four or five	33%	22%	20%
Six or seven	31%	17%	16%
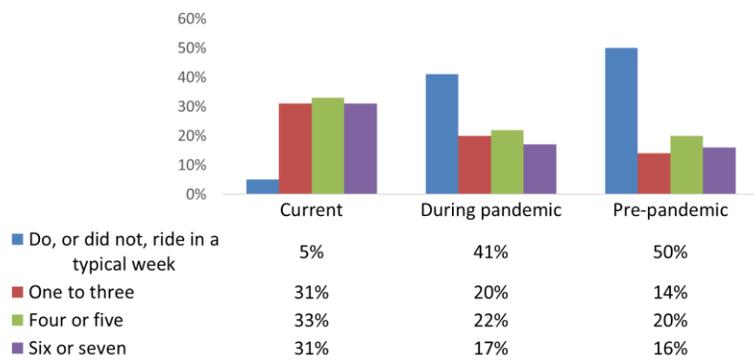
Change in Frequency of Riding Pre-Pandemic, during the Pandemic, and Currently.

Among the 2023 ridership, almost one-third (31%) use GoCary six or seven days a week, while 33% use it four or five days, and 31% from one to three days. Also, at any given time, 5% are not weekly GoCary riders.

Current GoCary riders say they used it less frequently than they do now, both during and prior to the pandemic. For example, 41% say they did not regularly use GoCary during the pandemic, and 50% did not use it at all before the pandemic. These are, then, new riders, not returning riders. Stated differently, 50% of current GoCary riders are new in the sense that even during the peak pre-pandemic year of 2019, they were not regular weekly GoCary riders.

Figure 4 Riding GoCary before Pandemic and Currently

Pre-Pandemic and Current Frequency of Weekly Use of GoCary
(Percentages are of all riders and sum to 100%)

	Currently, None	Currently, One to three	Currently, Four or five	Currently, Six or seven
■ Pre-Pandemic None	5.2%	19.2%	14.3%	11.6%
■ Pre-Pandemic One to three	0.2%	7.0%	3.8%	2.6%
■ Pre-Pandemic Four or five	0.3%	2.9%	11.3%	5.0%
■ Pre-Pandemic Six or seven	0.0%	1.5%	2.8%	12.3%
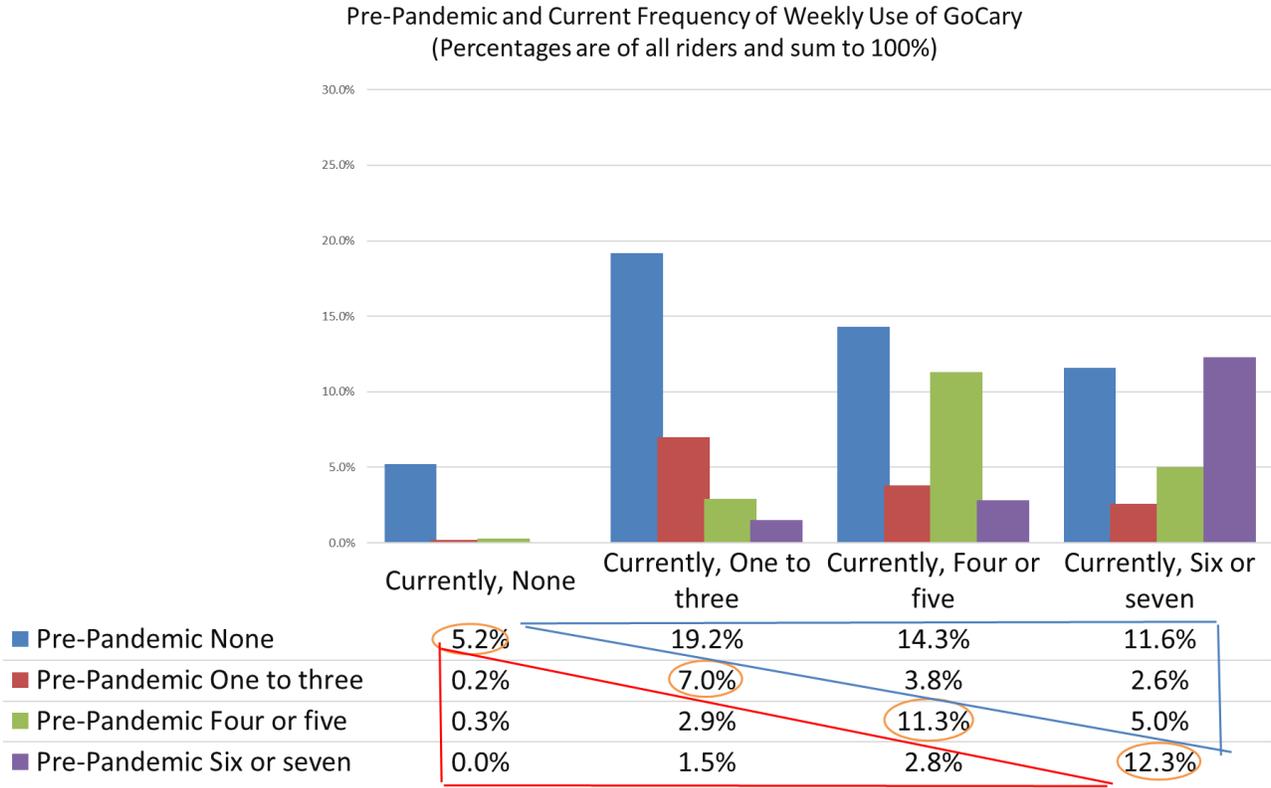
Another way to think about these pre and post pandemic riding tendencies is to consider the ridership as a whole rather than as current, pandemic and pre-pandemic riders separately. Figure 4 displays how often riders use GoCary now and how often they say they used it pre-pandemic.

The circled percentages indicate consistent frequency pre and post pandemic. All other percentages indicate riders who are using GoCary either more often (in the blue triangle) or less often (in the red triangle). A total of 36% say they currently use GoCary on the same number of days per week they did pre-pandemic, while 8% say they are riding on fewer days and 57% on more days per week. These figures pertain, of course, only to the period when fares remain suspended.

Figure 5 GoCary Routes Used Regularly

Which GoCary Routes Do You Use Regularly?

Route	Percentage
Rt 6	40%
Rt 1	33%
Rt 5	30%
Rt 4	29%
Rt 7	25%
Rt 3	22%
Rt 8	2%
ACX	1%
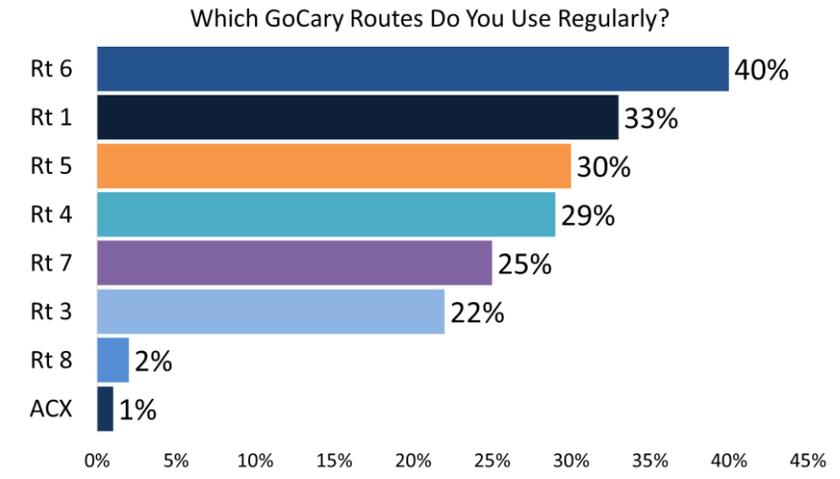
GoCary Routes Used Regularly

Respondents were asked which GoCary routes they use regularly. Responses are shown in Figure 5 Their responses were then cross-tabulated as shown in in Figure 6

The table in Figure 6 is arranged in columns. For example, of those who regularly use Route 1, 25% also regularly use route 3, while 24% route 5, and so forth. Of those who regularly use Route 3, 38% also regularly use Route 1, and so forth. (Sub-samples of those using Route 8, ACX, and GoApex are too small to include in the table columns.)

The crosstabulation table requires no analysis. It simply provides a reference for understanding the interaction among the routes.

Figure 6 Crosstabulation among Routes Used Regularly

	Rt 1	Rt 3	Rt 4	Rt 5	Rt 6	Rt 7
Rt 1		38%	28%	50%	43%	30%
Rt 3	25%		19%	32%	25%	27%
Rt 4	24%	25%		32%	26%	48%
Rt 5	45%	44%	33%		37%	25%
Rt 6	51%	45%	35%	49%		24%
Rt 7	23%	31%	41%	21%	15%	
Rt 8	3%	3%	3%	3%	2%	4%
ACX	1%	2%	3%	4%	3%	1%
GoApex	5%	1%	0%	1%	1%	0%

* Samples of those who regularly use Rt 8, ACX, and GoApex are too small to be reliable as sub-samples in the table collumns

Figure 7 Trip Purpose

Main Trip Purpose for Using GoCary Buses

	2023	2019	2018
■ Other	4%	3%	3%
■ Recreational Event	5%	1%	3%
■ Medical/Dental	2%	1%	4%
■ School/College	5%	14%	6%
■ Shopping	19%	14%	15%
■ Work	65%	68%	70%

Trip Purpose

Customers were asked to name the single purpose for which they use GoCary.

• Getting to or from work remains the primary trip-purpose, with 65% of customers citing that as their most frequent trip purpose in 2023.

• This percentage has declined since 2018, first from 70% in 2018 to 68% in 2019, and now to 65%.

• The percentage of shopping trips has increased since 2019.

• School and college trips peaked at 14% in 2019. That appears to have been an exceptional situation because in 2023, the percentage of school trips (5%) was essentially identical to that of 2018 (6%).

• Medical trips account for 3% and recreational trips for 4%.

Figure 8 Bus Systems Used in a Typical Week

Area Transit Systems Used in a Typical Week
(Multiple systems used. Percentages total more than 100%)

	2023	2019	2018
■ GoCary	78%	78%	63%
■ GoRaleigh	42%	45%	34%
■ GoTriangle	33%	38%	27%
■ Duke Transit	11%	2%	1%
■ GoDurham	10%	8%	5%
■ Chapel Hill Transit	3%	2%	0%
■ Wolfline	3%	6%	2%
■ GoApex*	6%		
■ Morrisville Smart Shuttle*	4%		
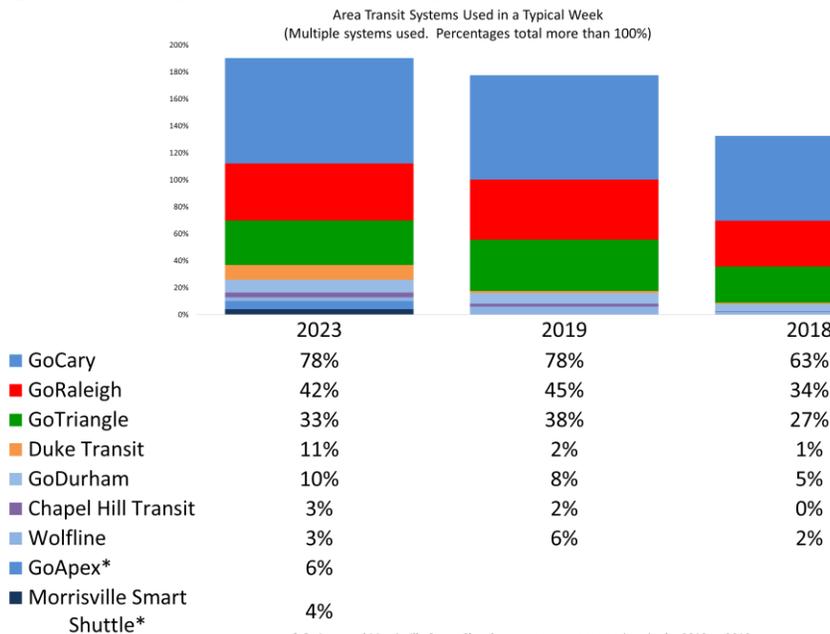
*GoApex and Morrisville Smart Shuttle were not response options in the 2018 or 2019 surveys

Use of Area Bus Systems

Respondents were asked which of the transit systems in the region they use in a typical week. Since they can use multiple systems, the sums of the percentages exceed 100% in Figure 8.

As expected, most riders (78%) said they use GoCary in a typical week. Conversely, this suggests that about 22% do not use GoCary in a typical week and were presumably encountered on one of their multi-system trips. Alternatively, they may use GoCary only occasionally, and not in a "typical week." Use of multiple systems in the Triangle has been increasing since the initial survey in 2018. Specifically:

• In 2023 GoCary customers use GoRaleigh more than any other local system (42%). This percentage is unchanged statistically since 2019 but is substantially greater than in 2018 (34%).

• Use of GoTriangle has also increased since 2018 but has declined from a peak of 38% since 2019.

• Use of Duke Transit (11%) increased from only 2% in 2019 to 11% in 2023.

• Use of GoDurham grew from only 5% in 2018 to 8% in 2019 and to 10% in 2023.

These changes suggest a picture of growing regional travel with GoCary increasingly linked to the region via connections with the other systems in the area. Because this pattern of more and more GoCary customers reporting weekly use of the other systems in the Triangle has been continual from 2018 to 2023, it appears to be a real and long-term regional development.

Figure 9 Use of Cell Phones and the Transit App

Use of cellphone Transit App
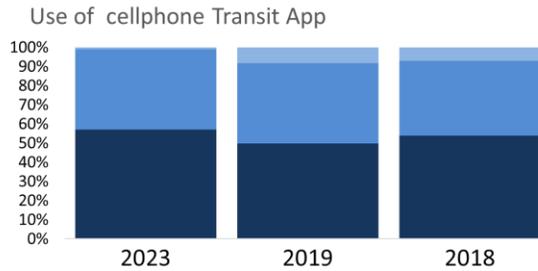
	2023	2019	2018
Does not use a cellphone	1%	8%	7%
Uses a mobile transit app	42%	42%	39%
Uses cellphone but does not a transit app	57%	50%	54%

Use of a Transit App

Among GoCary customers, cell phone ownership is essentially universal, with 99% of customers indicating they use a cell phone. Forty-two percent (42%) of GoCary customers have a transit app installed on their phones, the same as in 2019, and only slightly higher than the 39% in 2018.

Figure 10 demonstrates that through the age spectrum, most GoCary riders do not use a transit app. Non-use of such apps declines with age. By the age of 45, the non-use to use ratio is 3:1. Conversely, use of such apps is clearly concentrated in riders 44 or younger.

Among the 42% of GoCary riders who use a transit app, TransLoc, either stand-alone or with a second app as well, is by far the most widely used (total of 55%) of those who use an app. This amounts to 26% of all GoCary riders.

TransLoc is the dominant app by far.

Figure 10 Age and Use of a Cellphone Transit App

Use of Celphone Mobile Transit App
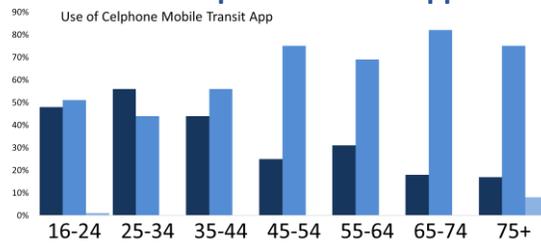
	16-24	25-34	35-44	45-54	55-64	65-74	75+
Uses a transit app	48%	56%	44%	25%	31%	18%	17%
Does not use transit app	51%	44%	56%	75%	69%	82%	75%
Does not use cell phone	1%	0%	0%	0%	0%	0%	8%

Figure 11 Which Transit App?

Name of transit app used (or comment) (Percent of all GoCary riders)	
Transloc	8.4%
Transit	4.6%
Google Maps	2.6%
I did at one time don't remember name	1.0%
GoApex	0.6%
Moovit	0.6%
GoCary	0.5%
Morrisville smart shuttle	0.5%
Morrisville smart shuttle, Uber	0.3%
My friend uses an app, This is my first time using GoCary	0.3%
Uber	0.3%
Don't use one B/c they never work	0.2%
Radar	0.2%
Transloc, Moovit	0.2%
Website	0.2%

Figure 12 Availability of a Vehicle

Vehicles Available

	2023	2019	2018
■ Three or more	5%	5%	2%
■ Two	9%	17%	3%
■ One	21%	28%	34%
■ None	65%	50%	61%
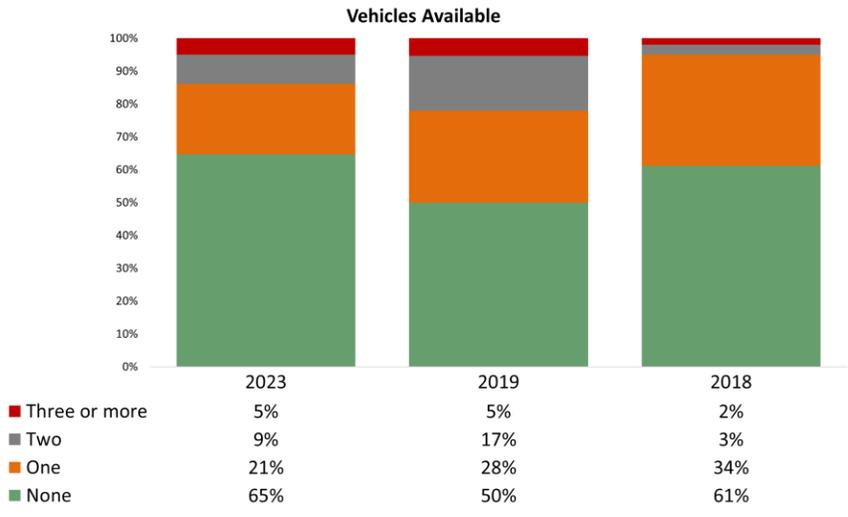
Availability of a Vehicle

Almost two-thirds of GoCary customers (65%) have no vehicle available to them. Availability of a vehicle stands at 35%, a substantial decrease from 2019 (50%) but similar to 2018 (39%).

The changes probably are related to an increase in the percentage of student, part-time workers, and unemployed people in the ridership.

Demographics

Figure 13 Employment

Employment - Multiple responses included

	2023	2019	2018
■ Unemployed	8%	2%	3%
■ Homemaker	8%	5%	8%
■ Retired	10%	9%	7%
■ Employed part time	23%	20%	16%
■ Student	24%	12%	16%
■ Employed full time	47%	53%	46%
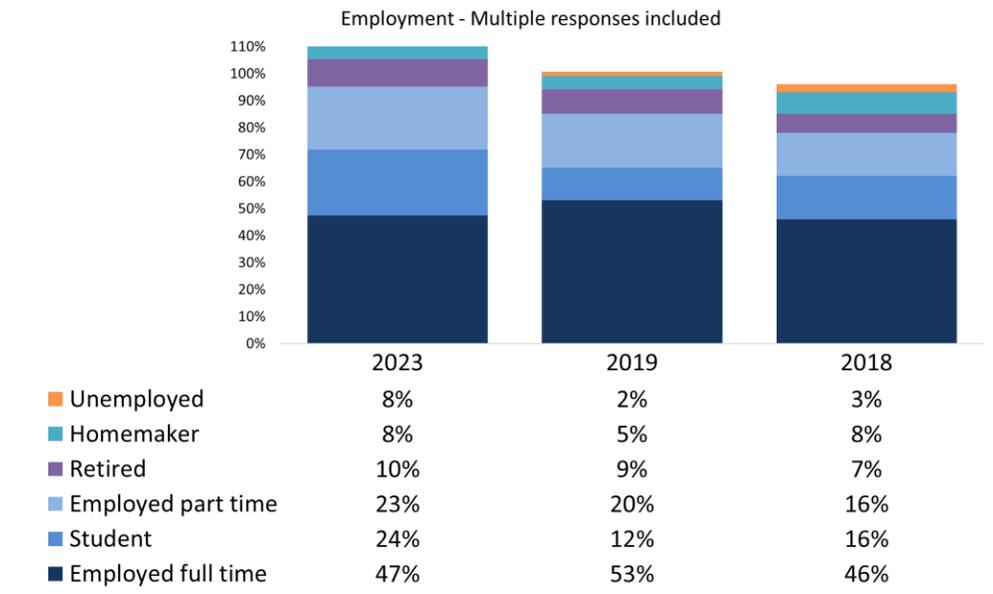
Employment

Since 2018 there have been several changes in the employment profile of GoCary customers:

- The percentage of people working full time increased from 46% in 2018 to 53% in 2019 but returned to approximately the 2018 level (47%) in 2023.
- However, the percentage of students has risen substantially from 16% in 2018 to 24% in 2023, after having declined to 12% in 2019.
- Part-time employees increased from 16% in 2018 to 20% in 2019 but then rose to 23% in 2023. Retirees also increased somewhat, going from 7% to 9%, and to 10% in 2023.

Figure 14 Remote & Onsite Employment/School

Remote Work/School

Currently Working or Attending School Onsite or Remotely?

- Remote only, 10%
- Some remote, some onsite, 23%
- Onsite only, 67%
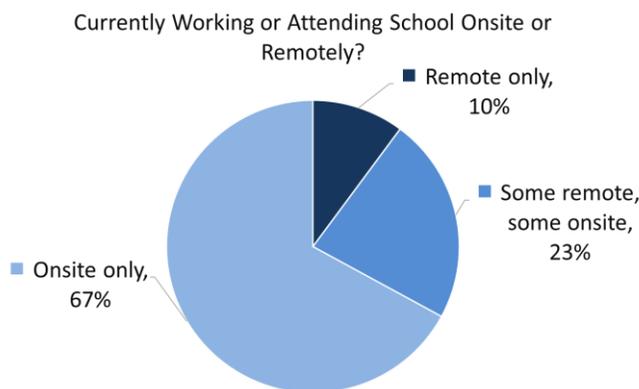
In April 2023, the early post-pandemic period when the GoCary survey was conducted:

• 67% of employes or student riders said they worked or attended school only on-site.

• Another 10% said they worked or attended school only remotely

• 23% said they followed a mixed remote/onsite pattern.

In the 2018 and 2019 surveys, prior to the pandemic, there was no reason to ask this question and therefore we cannot make comparisons. However, it seems likely that locally as nationally, there was a major increase in remote work (and mixed schedules). In most parts of the country remote work still appears to contribute to limiting ridership. However, GoCary's ridership growth suggests that the local impact is negligible.

Figure 15 Remote v Onsite by Employment Role

Remote v Onsite, by Employment Category

	Employed full time	Employed part time	Student
■ Remote only	10%	8%	26%
■ Some remote, some onsite	25%	18%	26%
■ Onsite only	65%	73%	48%
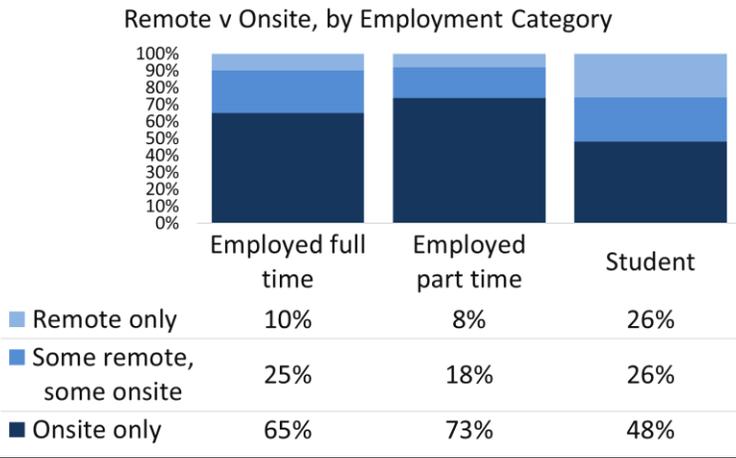
The remote/onsite experience differs between students and employed persons. Among GoCary student riders, 26% say that they attend classes only remotely. This compares to only 8% of those who work part-time and 10% of those who work full time.

It is interesting to put these findings into a national context using information from WFHR Research and the PEW Research Center. The remote/onsite workplace percentages for GoCary riders follow a pattern reasonably similar to national statistics developed by WFH Research as cited by Forbes Advisor[1] .

While the percentages of remote-only and mixed remote/onsite differ from the GoCary percentages, they are in the same general range. The percentage of onsite-only (65%) is higher but in similar proportion to that found by WFHR (59.1%).

According WFHR surveys:

> "Currently, 12.7% of full-time employees work from home, illustrating the rapid normalization of remote work environments. Simultaneously, a significant 28.2% of employees have adapted to a hybrid work model…. Despite the steady rise in remote work, the majority of the workforce (59.1%) still work in-office [1]. This percentage underscores the fact that while remote work is on an upswing, traditional in-office work is far from obsolete."

Figure 16 Income of Rider Households

Household Income

	2023	2019	2018
■ $50,000 or more	24%	21%	11%
■ $25,000 to $49,999	25%	26%	16%
■ $15,000 to $24,999	22%	23%	31%
■ Less than $15,000	30%	30%	43%
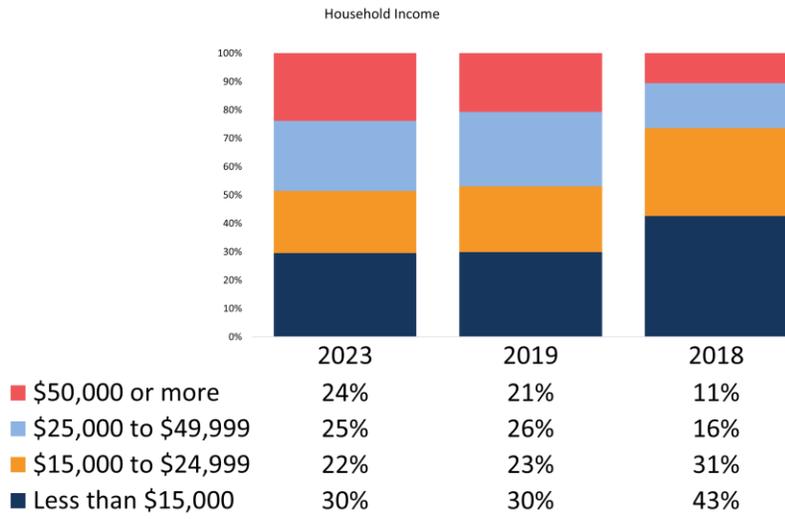
Income of Rider Households

Riders' reports of their household incomes did not change between 2019 and 2023. However, they had changed substantially from 2018 to 2019. The largest proportion of riders reported household incomes of less than $15,000 (30%) in both 2019 and 2023. However, income had been much lower in 2018 when 43% reported incomes of less than $15,000.

The percentages in the mid to upper-level incomes from $15,000 to $49,999 were very consistent from 2019 to 2023.

---

[1] https://www.forbes.com/advisor/business/remote-work-statistics/

Figure 17 Racial/Ethnic Self-Identification

Racial and/or Ethnic Self-Identification

	2023	2019	2018
■ Other	6%	4%	5%
■ Native American Indian	3%	2%	3%
■ Asian	14%	7%	11%
■ Hispanic	21%	16%	27%
■ Caucasian/White	24%	34%	22%
■ African American/ Black	33%	39%	35%
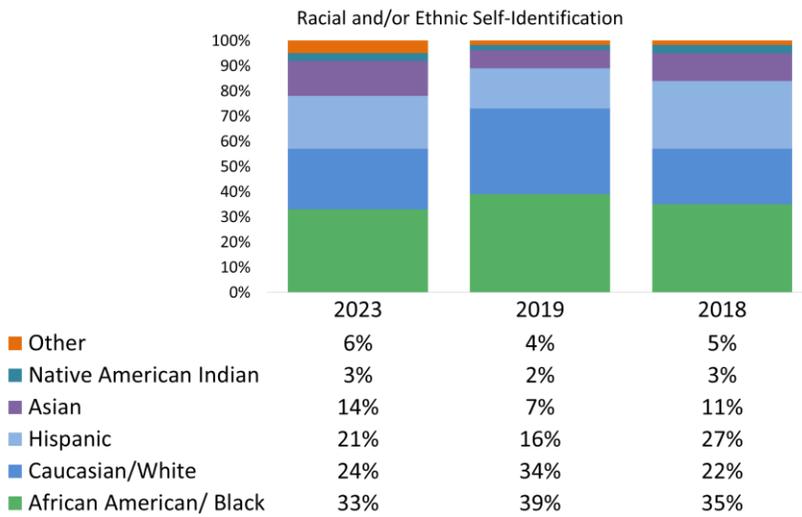
Race and Ethnicity of GoCary Riders

There have been significant changes in the racial/ethnic composition of the GoCary ridership since 2018. As is true of certain other characteristics (the frequency of using GoCary, Figure 2 and vehicles available in the household, Figure 12) 2019 appears to have been something of an outlier.

The percentages of the two major racial groups – African American and Caucasian – were very similar when comparing 2018 and 2019, but both increased substantially in 2019 before returning to roughly the 2018 levels in 2023. Conversely, the percentage of Hispanic and Asian identifiers decreased in 2019 but in 2023 returned to proportions similar to those of 2018. The surveys give no information regarding why this change took place and why it was temporary.

Figure 18 Language Most Often Spoken at Home

Language Spoken at Home

	2023	2019	2018
■ Other	3%	4%	2%
■ Spanish	18%	9%	22%
■ English	79%	87%	76%
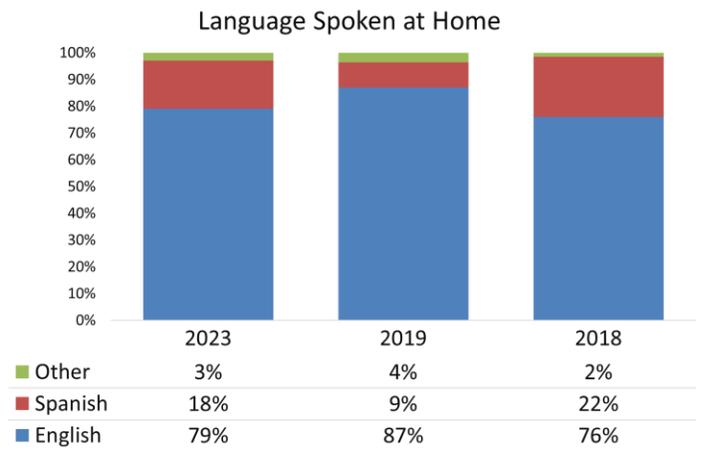
Other language spoken at home (in addition to or instead of English or Spanish)	
Chinese	2.0%
Sign language	0.5%
Bengali	0.4%
French	0.4%
Japanese	0.3%
Arabic	0.3%
Sindhi	0.2%
Korean	0.2%
Filipino	0.2%

Language Most Often Spoken at Home

The majority (79%) of GoCary customers most often speak English at home while 18% speak Spanish. Small numbers of riders speak other languages. The largest group among the other languages is Chinese, which (including Mandarin) is spoken by 2% of GoCary riders.

Of all riders who identify themselves as Hispanic, 70% speak Spanish at home, while 30% speak English.

Gender

Figure 19 Gender

Gender

	2023	2019	2018
Non-binary or Prefer not to answer	3%	0%	1%
Female	43%	50%	58%
Male	54%	50%	41%

GoTriangle customers more often identify as male (54%) than female (43%). Also, 3% identify as non-binary or prefer not to state a gender identity.

The male/female GoTriangle gender split is roughly the reverse of the national figures cited in the 2015 CJI report for APTA "Who Rides Public Transportation" which shows that among bus customers nationally, 56% tended to be women and only 44% men. The gender split has not been consistent among the three GoCary surveys. In 2018 riders were much more likely to be female (58%) than male (41%) or non-binary (1%). In 2019, the split was 50:50. In 2023, men outnumber women 54% to 43% with 3% identifying as non-binary (or preferring not to respond).

Figure 20 GC Riders' Ages, 2023

Age of GoCary Riders, 2023

- 65 +, 8%
- 55 - 64, 13%
- 45 - 54, 11%
- 35 - 44, 21%
- 25 - 34, 24%
- 16 - 24, 23%

Age of Customers

Like most bus transit systems in the United States, GoCary has a young ridership (Figure 20). More than two-thirds (68%) are younger than 45. Almost one-fourth (23%) are under the age of 25[2].

Figure 21 compares the ages of riders in 2018, 2019, and 2023. It demonstrates that the percentage of riders under the age of 35 has not changed significantly since 2018: 46% in 2018 and 2019, and 47% in 2023 were under the age of 35. Since 2019 there has b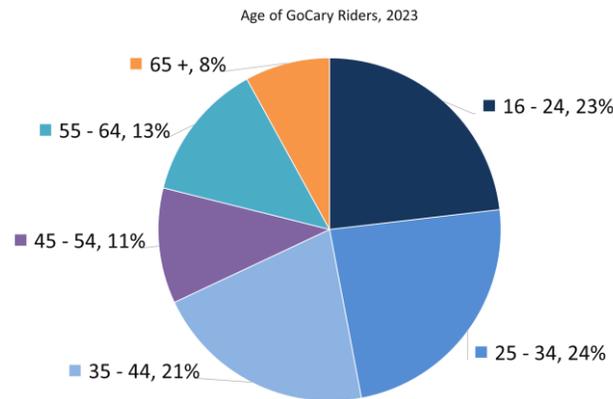een some increase in the percentage of those who are 35 to 44, and a roughly corresponding decrease among those 45 to 54. These changes are inconsequential.

Figure 21 Changing Age Distribution of GoCary Riders

Age Groups of Passengers

	2023	2019	2018
65 or older	8%	10%	7%
55 - 64	13%	13%	7%
45 - 54	11%	15%	18%
35 - 44	21%	16%	17%
25 - 34	24%	26%	23%
16 - 24	23%	20%	23%
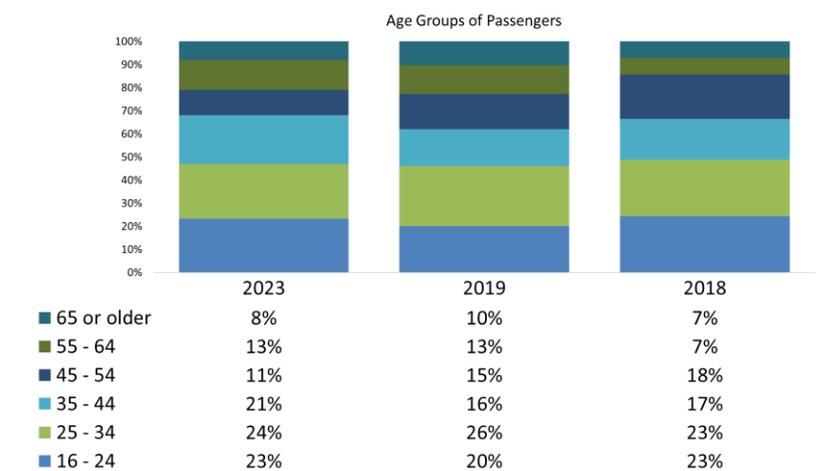
The Continuum of GoCary Riders' Ages

Figure 22 displays the age-continuum of GoCary riders in a modified Pareto chart. It shows both the percentage of riders in each ten year age group, and the cumulative percentages. At the point of two major changes in the percentage of riders in a given ten year age cohort, there is a notation of the cumulative percentage of all riders and adult population at that point on the age continuum.

---

[2] These figures probably understate the number of young riders because for reasons of ethics and accuracy, passengers who appear to be younger than 16 are not approached for the survey.

The most obvious feature of the chart in Figure 22 is the decline with age of numbers of both riders and adult population. The slope of the continuum for riders is, of course, very similar to that of the actuarial table for the adult population as shown by the American Community Survey. The difference is that compared to the adult population, a higher proportion of the riders are concentrated in the ages under forty-five, and a lesser proportion among those who are 45 or older.

Riders in their earliest years from 16 to 24 when most are in school, comprise almost one-fourth (23%) of all GoCary riders. Another fourth (24%) are 25-34 and 21% are 35-44. At the age of about 45, the percentage of riders in each ten year cohort falls off dramatically from 21% among those 35 to 44, to 11% among those 45-54. The next major change occurs as people retire.

Figure 22 Rider and Population Age Continuua, 2023

Chart Title
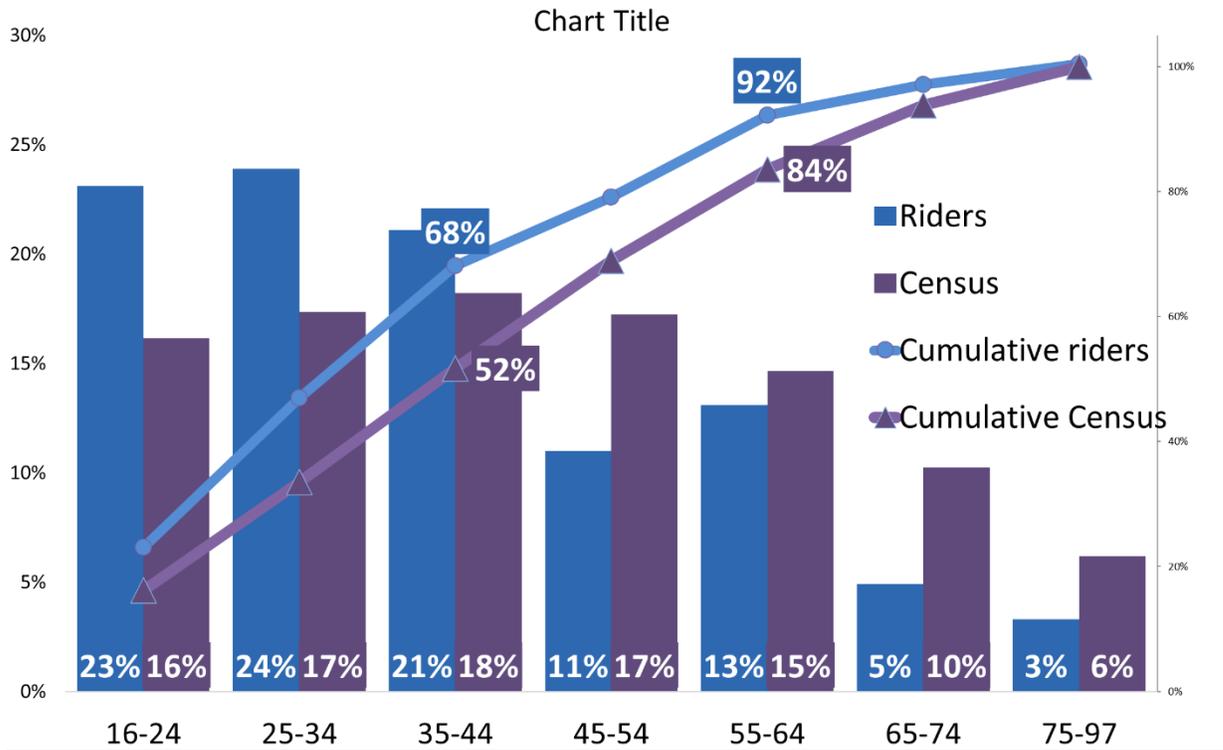
Customer Satisfaction

Figure 23 Overall Service Rating

Rating of GoCary Service Overall

	2023	2019	2018
■ Excellent	42%	40%	52%
■ Very good	28%	29%	23%
■ Good	22%	16%	16%
■ Neutral	8%	8%	6%
■ Poor	1%	7%	3%

Overall System Rating Score by Rider Segment

Customers were asked to rate eighteen aspects of GoCary service using a scale from 1 to 7, on which a score of 7 means "Excellent," and 1 means "Very poor." They were then asked to rate the service overall (See questionnaire, Appendix A).

CHANGE IN THE OVERALL SCORE
In 2023, 42% of GoCary riders rate service overall as excellent. This score is the same as in 2019 when it also stood at 42%. In spite of the identical overall rating, one notable change is that in 2019, 7% scored service overall as poor while in 2023 only 1% did so. At the same time those scoring service as good increased commensurately from 16% to 22%.

Scores on Individual Elements of Service

In the charts that follow, we differentiate among three elements of service. First are the operational services. These involve basic aspects of service used by all transit customers, route structure, schedule adherence and other aspects of service used by all. Another involves those elements of service such as Sunday service or transfers that a substantial number of customers use only occasionally if at all. The third type involves elements of service that set the general environment in which the customer experiences GoCary services. For example, "Quality of Wi-Fi," "Availability of shelters," "Courtesy and helpfulness of bus operators" are among several travel environment service elements.

Rating Scores: Scores of "Excellent" in 2023 on Individual Components of GoCary Service

Figure 24 on the following page presents a first look at customer rating scores for individual elements of service. This chart includes only the top score of seven, or "Excellent," on the seven-point scale[3]. The chart is organized by the type of service being rated. At the top of the chart are six operational services fundamental to all or almost all GoCary customers. The top three in terms of the percent offering a score of excellent are very basic service elements: weekday service frequency, on-time performance, and ease of transfer within the GoCary system.

The second set in the chart includes operational services on weekends and ease of transfers among systems in the region. These tend to be used by most but not all riders. These service elements win excellent ratings from 28% to 37% of the riders.

The third set of services involves the environment in which GoCary customers travel. The top percentage in this set, 46%, is for the helpfulness of bus operators. This positive view of bus operators is fairly typical

---

[3] Note that the percentages are based on only those who were able to provide a rating, not the total sample, so that the percent "excellent" is not falsely reduced by inclusion of those who answered "not applicable" in the denominator.

of such surveys. The lowest single score among all nineteen service elements is for the quality of WiFi service.

Figure 24 Scores on Individual Components of GoCary Service

Percent of all customers rating service "Excellent

Operating Services Used by All
- Ease of transfer within system: 44%
- Buses on time: 43%
- Weekday service frequency: 41%
- Weekday service hours: 38%
- Total average trip time: 37%
- Service to all destinations: 33%

Operating Services Used by Many
- Saturday service frequency: 37%
- Ease of transfer between systems: 34%
- Saturday service hours: 30%
- Sunday service hours: 30%
- Sunday service frequency: 28%

Travel Enviroment
- Bus operator courtesy/helpfulness: 46%
- Usefulness of printed information: 43%
- Sense of safety on bus: 41%
- Bus interior cleanliness: 40%
- Bus shelter/transit center cleanliness: 39%
- Usefulness of telephone operators: 36%
- Quality of WiFi: 26%

Overall service: 42%

Legend: ■ GoCary Service Overall ■ Travel Enviroment ■ Operating Services Used by Many ■ Operating Services Used by All

Service Rating Distributions

Figure 24 above showed only the top percentages on the seven-point scale. However, so that we can see what the balance is between positive and negative ratings, it is important to also consider the distribution of scores within the full 1 – 7 range. This is shown in Figure 25.

To simplify the chart showing the distributions, the scores of 1 to 7 in Figure 25 have been combined into three levels. The top two positive scores (6 and 7) are combined, as are the bottom two scores (1 and 2). The combined middle scores of 3, 4, and 5 can be considered neither extremely positive nor extremely negative. The scores of six or seven represent either "excellent" or "very good" scores.

RESULTS TEND TO BE POSITIVE

The basic story told by Figure 25 is that, as with most similar surveys conducted for other transit systems, the ratings differ primarily in the degrees of positive ratings, not in stark differences between positive and negative ratings. For GoCary, the negative ratings tend to be below 5% with two exceptions, Sunday service hours (6%) and quality of WiFi service (15%). In contrast, the percentages giving positive scores of six and seven on the scale for each service element are, with only the exception of WiFi above 50%.

Figure 25 Distribution of Grouped Service Rating Scores

Full Distribution of Scores

The overall quality of GoCary service
- 0% | 30% | 70%

Operating services used by all
- Frequency of service on weekdays: 1% | 33% | 66%
- Buses running on-time: 1% | 35% | 64%
- Hours the buses operate weekdays: 2% | 34% | 64%
- Ease of transfer among GoCary routes: 1% | 35% | 64%
- Total time it takes for your usual trip: 2% | 40% | 59%
- Service to all locations you want to go: 2% | 46% | 52%

Operating Services Used by Many
- Frequency of service on Saturday: 2% | 35% | 63%
- Hours the buses operate Saturday: 2% | 38% | 61%
- Ease of transfer btwn GoCary & other systems: 1% | 41% | 58%
- Hours the buses operate Sunday: 6% | 41% | 53%
- Frequency of service on Sunday: 2% | 47% | 51%

Travel Environment
- Courtesy & helpfulness of bus operators: 1% | 32% | 67%
- Sense of safety from other passengers on buses: 1% | 36% | 63%
- Usefulness of printed schedules or brochures: 2% | 37% | 62%
- Cleanliness of the bus interiors: 2% | 38% | 60%
- Cleanliness of shelters and transit centers: 2% | 42% | 57%
- Usefulness of information from 485-RIDE: 3% | 43% | 54%
- Quality of WIFI service: 15% | 45% | 40%

■ Very poor or Poor (1,2) ■ Middle (3,4,5) ■ Very good or excellent

Changes in Ratings, 2019 to 2023

Figure 26 below demonstrates how GoCary's positive ratings have changed since 2019. Although the rating of service overall did not change, positive ratings of most individual elements of service decreased from 2019 to 2023. Note that the changes were not from positive to negative, but only in the degree of positive ratings. Also, the ratings of most of the operational elements of service, while negative, changed very little. It should be noted that the sampling and analysis methodologies of the 2019 and 2023 surveys were the same, as were the service rating questions. Given this consistency of method, the finding appears odd in several respects. Why would unrelated aspects of service show a similar decline? For example, why would the perceived courtesy and helpfulness of the bus operators have declined along with unrelated items like the perceived usefulness of printed schedules, and the weekday service hours and frequency? Can all of these be real changes in the quality of service, or are they changes in rider perceptions? And, if the latter, why would perceptions have changed, and all in a negative direction?

Figure 26 Change in Ratings 2019-2023

Change in Perent Scoring Service as Very Good or Excellent, 2019 to 2023
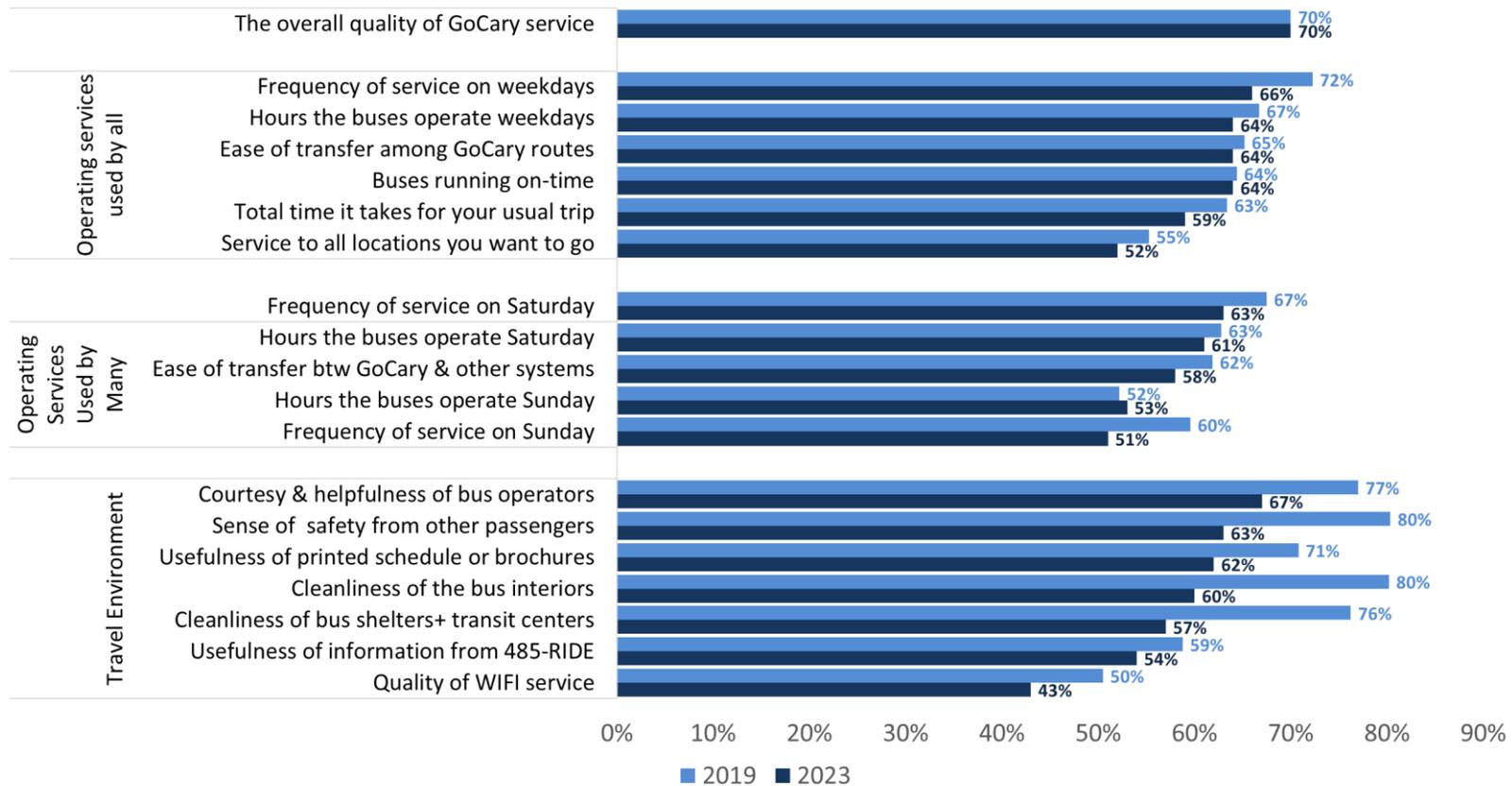
What Changed?

The first thing to notice in Figure 26 is that it is the "*Travel Environment*" elements that show the largest decreases in positive scores. Three issues stand out in this respect: 1. Sense of safety from others on the buses; 2. Cleanliness of bus interiors; 3. Cleanliness of bus shelters and transit centers. The issue of cleanliness of facilities can be assumed to be related to the sense of personal safety in that careful maintenance provides reassurance that management authority is overseeing operations. These three issues, while not operational like on-time performance or service frequency, can be critical to customers' willingness to use the service.

The second noteworthy aspect of the chart is that most operational aspects of service showed little or no significant change. For example, on-time performance changed negligibly (only in the tenths of a percent), remaining at 64% positive. The only statistically significant change in the top tier of services used by all riders was for the rating of frequency of weekday service which went from 72% to 66% very positive. Among operational services used by most but not all riders, the frequency of Sunday service saw a decline from 60% to 51% positive. Whether these changes reflect a reaction to real changes of service frequencies, changing needs of customers, or simply increased impatience of riders cannot be determined from the survey.

What Might Explain the General Negative Direction of the Changes?

Although the margin of error for the GoCary sample is fairly large, and the significance of any single change may be in doubt, the consistency of the direction of changes suggests that change in these perceptions really has occurred. What, then could explain the change?

Above all it seems possible that riders lost to GoCary since 2019 were simply more positive in their appraisal of service, and thus that their loss brought down the scores across the board. But there are also other possibilities. There were major service reductions during the pandemic. Although service has been restored and improved in some respects, it may be that there is a residual negative impact on perceptions of service. Also, it is widely known that consumers tend to judge quality based in part on price. With fares suspended, could this suspension have had the paradoxical effect of reducing perceptions of service value and quality? Any of these things is possible but cannot be measured by this survey. Yet the fact that the changes in rating scores are all in the negative direction suggests that something systematic is causing the change.

Do Changes in the Local Passenger Satisfaction Data Reflect Trends at the National Level?

It is widely reported in the press that the "national mood" has been "sour." It is speculative but interesting to observe parallels between national and local trends. For example, the Consumer Confidence Index published by the business organization, The Conference Board, showed that confidence hit a high point in 2019, then, because of the pandemic, declined precipitously until the end of 2021. It then reversed and had almost regained its 2019 peak when it dropped again until the first quarter of 2023. The data we are comparing in this GoCary customer survey reflect the difference between the peak optimism of 2019 and its decline through early 2023.

Figure 27 The American Customer Satisfaction Index, 2000-2023 (Source, ACSI)

ANN ARBOR, Mich., (May 9, 2023) — Customer satisfaction in the United States improves for a third consecutive quarter, edging up 0.3% to 73.6 (on a 100-point scale) in the first quarter of 2023. The gain extends a positive streak in the American Customer Satisfaction Index (ACSI®) that reverses the trend of several years of declining customer satisfaction.

### The American Customer Satisfaction Index (ACSI) 2000 – 2023

Q1 2023
73.6

© 2023 American Customer Satisfaction Index. All Rights Reserved.

National survey data also reflect this kind of negative movement in customer satisfaction. For example, the American Customer Satisfaction Index (CSI) conducts surveys with consumers in virtually all sectors of the economy (including the public sector) and publishes an index of overall consumer satisfaction, shown in Figure 27. Like the Consumer Confidence Index (see Figure 28), it demonstrates the pre-pandemic rise and the pandemic fall of satisfaction in the overall economy. Local transportation cannot be exempt from that national mood swing.

Possibly the tilt toward negative in the 2023 GoCary survey results has as much to do with the "national mood" as it does with the performance and changing demographics of the several Triangle Region transit systems.

Figure 28 Consumer Confidence Index, 2007 to 2023 (Source: The Conference Board)

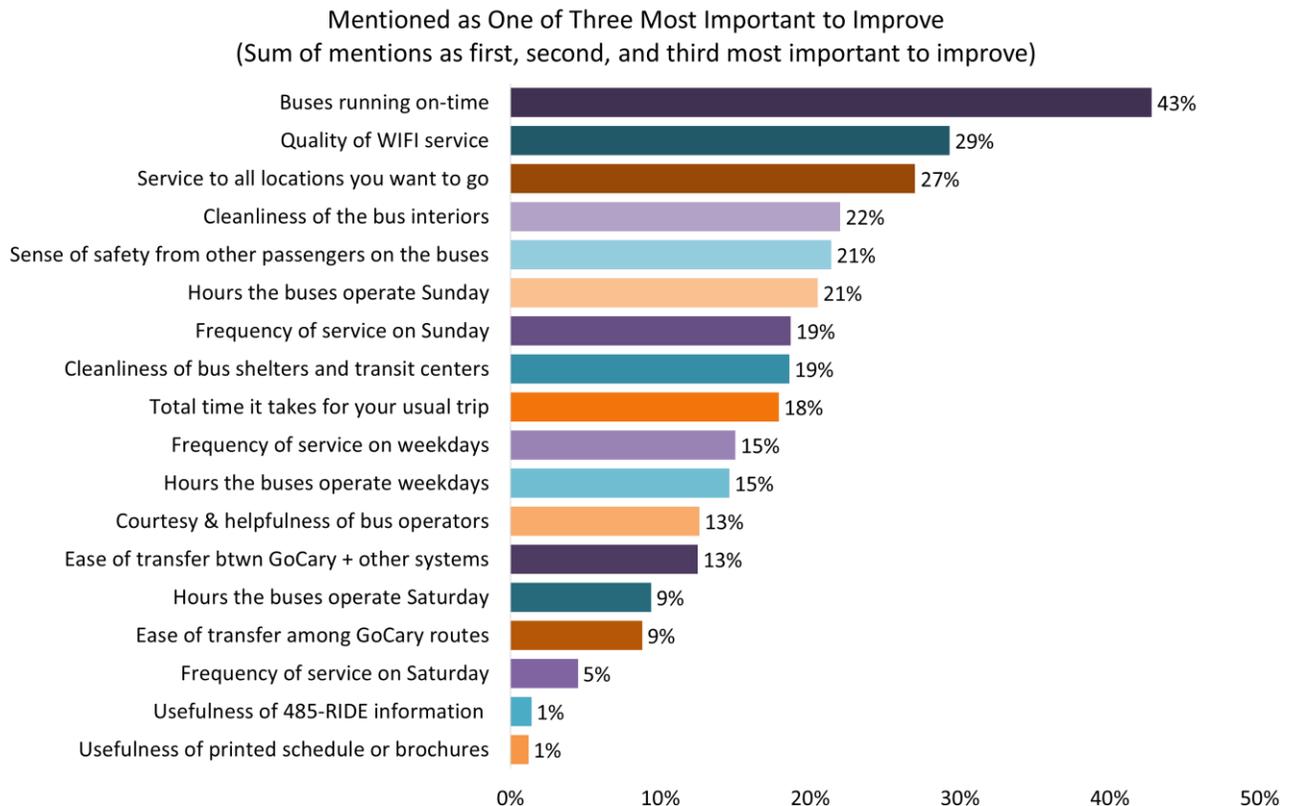### Consumer Confidence Index®

Index, 1985 = 100
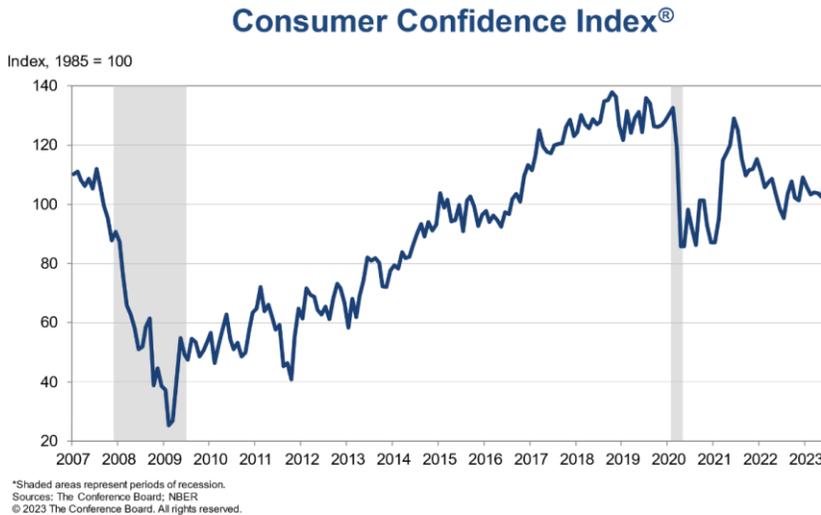
*Shaded areas represent periods of recession.
Sources: The Conference Board; NBER
© 2023 The Conference Board. All rights reserved.

Present Situation

Customers' Priorities

In the GoCary Onboard Survey, respondents were asked, "Of the services in questions 16 through 33 above, please list the three most important to improve, or, if service is already very good or excellent, to maintain?" The percentage naming each service as one of the top three is shown in the chart.

Figure 29 Most Important Element to Improve (2023)

Mentioned as One of Three Most Important to Improve
(Sum of mentions as first, second, and third most important to improve)

| Service	Percent
Buses running on-time	43%
Quality of WIFI service	29%
Service to all locations you want to go	27%
Cleanliness of the bus interiors	22%
Sense of safety from other passengers on the buses	21%
Hours the buses operate Sunday	21%
Frequency of service on Sunday	19%
Cleanliness of bus shelters and transit centers	19%
Total time it takes for your usual trip	18%
Frequency of service on weekdays	15%
Hours the buses operate weekdays	15%
Courtesy & helpfulness of bus operators	13%
Ease of transfer btwn GoCary + other systems	13%
Hours the buses operate Saturday	9%
Ease of transfer among GoCary routes	9%
Frequency of service on Saturday	5%
Usefulness of 485-RIDE information	1%
Usefulness of printed schedule or brochures	1%

Forty-three percent (43%) of GoCary customers indicate that having the buses run on-time is one of their top three priorities for improving or maintaining a service. In surveys of bus riders, on-time performance is always rated as the most important of the top three, as it is here. Note that 64% already give GoCary scores of very good or excellent on this dimension so for many riders this is a matter of maintaining, not improving on-time performance.

Of the services near the top of the list are the three elements of the travel environment which saw the greatest decline in positive scores since 2019 as shown in Figure 26 (page 31): Quality of WiFi, cleanliness of bus interiors, and sense of safety from other on the buses. Taken together, are dual indicators telling us that, in terms of customer satisfaction, these should be priorities.

The other item near the top of this priority list is "Service to all locations you want to go to." Consider that GoCary customers' have increased their use of multiple area bus systems since 2018 (Figure 8, page 18) and that service to all locations has the lowest percent of positive scores (51%) among the major operational aspects of GoCary service. Taken together, these are indications that increased coverage is a priority for GoCary customers.

Appendix A: Questionnaire
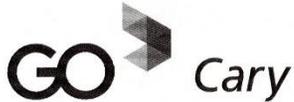
GO Cary

1. In a _typical week_ on how many days do you currently use GoCary? *(Circle only one)*
    0 (None – Not a regular GoCary rider)   1   2   3   4   5   6   7

2. Before the pandemic which began in March 2020, on how many days a week did you typically use GoCary?   0 (Did not use GoCary then)   1   2   3   4   5   6   7

3. During the pandemic in 2020 and 2021, on how many days a week did you typically use GoCary?   0 (Did not use GoCary then)   1   2   3   4   5   6   7

4. What is the ONE main purpose for which you _most often_ use the GoCary bus? Is it to go to or from
    1 ☐ Work   2 ☐ School/college   3 ☐ Shopping
    4 ☐ Medical/dental   5 ☐ Recreation/event   6 ☐ Other_____

5. Please check _all_ Triangle Region bus systems you use in a _typical_ week
    1 ☐ GoRaleigh   2 ☐ GoTriangle   3 ☐ GoDurham   4 ☐ GoCary   5 ☐ Chapel Hill Transit
    6 ☐ Duke Transit   7 ☐ Wolfline   8 ☐ GoApex   9 ☐ Morrisville Smart Shuttle
    10 ☐ None of these

6. Please mark _all_ of the following that apply to you. Are you...
    1 ☐ Employed full time   2 ☐ Employed part time   3 ☐ Unemployed   4 ☐ Homemaker
    5 ☐ Student   6 ☐ Retired   7 ☐ Volunteer position

7. If you are employed, are you currently working remotely or does your work require you to be onsite?   1 ☐ Remote only   2 ☐ Remote some days; onsite other days   3 ☐ Onsite only

8. Which GoCary routes do you use regularly? *(Circle the ones that apply)*
    1   3   4   5   6   7   8   ACX

9. How old are you? _____ Years old

10. Do you identify as...   1 ☐ Male   2 ☐ Female   3 ☐ Non-binary   4 ☐ Prefer not to answer

11. Do you consider yourself to be... *(Please check all that apply to you)*
    1 ☐ African American/Black   2 ☐ Asian   3 ☐ Caucasian/White
    4 ☐ Hispanic   5 ☐ Native American Indian   6 ☐ Other: _____

12. What language do you most often speak at home? *(Check only one)*
    1 ☐ English   2 ☐ Spanish   3 ☐ Other: _____

13. What is your total annual household income? *(Check only one)*
    1 ☐ Less than $10,000   2 ☐ $10,000 to $14,999   3 ☐ $15,000 to $19,999
    4 ☐ $20,000 to $24,999   5 ☐ $25,000 to $34,999   6 ☐ $35,000 to $49,999
    7 ☐ $50,000 to $74,999   8 ☐ $75,000 to $100,000   9 ☐ More than $100,000

14. How many cars or other vehicles are available for your use?   0 None   1   2   3   4 or more

15. Do you use a transit app on your cell phone?   1 ☐ Yes   2 ☐ No   3 ☐ No cell phone
   If you use a transit app, which one? _____

In the past 30 days, how would you rate GoCary on the following services?	Excellent	Very Good	Good	Neutral	Poor	Very Poor	Extremely poor	Does not apply
16. Buses running on-time	7	6	5	4	3	2	1	☐
17. Frequency of service on weekdays	7	6	5	4	3	2	1	☐
18. Frequency of service on Saturday	7	6	5	4	3	2	1	☐
19. Frequency of service on Sunday	7	6	5	4	3	2	1	☐
20. Hours the buses operate weekdays	7	6	5	4	3	2	1	☐
21. Hours the buses operate Saturday	7	6	5	4	3	2	1	☐
22. Hours the buses operate Sunday	7	6	5	4	3	2	1	☐
23. Total time it takes for your usual trip	7	6	5	4	3	2	1	☐
24. Service to all locations you want to go	7	6	5	4	3	2	1	☐
25. Ease of transfer among GoCary routes	7	6	5	4	3	2	1	☐
26. Ease of transferring between GoCary and other area bus transit systems	7	6	5	4	3	2	1	☐
27. Cleanliness of the bus interiors	7	6	5	4	3	2	1	☐
28. Cleanliness of the bus shelters and transit centers	7	6	5	4	3	2	1	☐
29. Your sense of personal safety from other passengers on the buses	7	6	5	4	3	2	1	☐
30. Courtesy & helpfulness of bus operators	7	6	5	4	3	2	1	☐
31. Usefulness of information from 485-RIDE telephone operators	7	6	5	4	3	2	1	☐
32. Usefulness of printed information such as schedule or brochures	7	6	5	4	3	2	1	☐
33. Quality of *WIFI* service	7	6	5	4	3	2	1	☐
34. The overall quality of GoCary service	7	6	5	4	3	2	1	

35. Of the services in questions 16 to 33 above, please list the three most important to improve or if service is already very good or excellent, to maintain?
    Most important _____   2nd most _____   3rd most _____

Comments: _____
_____
_____

CJI Research

ENCUESTA DE PASAJEROS — Cuéntenos cómo usa GoCary
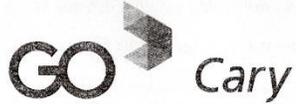
GO *Cary*

1. En una *semana típica*, ¿cuántos días utiliza actualmente GoCary? *(Círcule solo uno)*

0 (Ninguno -- No usa GoCary regularmente)   1   2   3   4   5   6   7

2. Antes de la pandemia que comenzó en marzo de 2020, ¿cuántos días a la semana solía usar GoCary?   0 (Entonces no uso GoCary)   1   2   3   4   5   6   7

3. Durante la pandemia en 2020 y 2021, ¿cuántos días a la semana solía usar GoCary?

0 (Entonces no uso GoRaleigh)   1   2   3   4   5   6   7

4. ¿Cuál es el ÚNICO objetivo que utiliza *con frecuencia* el autobús GoCary? es para ir hacia o desde

1 ☐ Trabajo   2 ☐ Escuela/colegio   3 ☐ Compras
4 ☐ Médico/dental   5 ☐ Recreación/evento   6 ☐ Otro:_____

5. Marque los sistemas de autobuses de la región de Triangle que utiliza en una *semana normal*

1 ☐ GoRaleigh   2 ☐ GoTriangle   3 ☐ GoDurham   4 ☐ GoCary   5 ☐ Chapel Hill Transit
6 ☐ Duke Transit   7 ☐ Wolfline   8 ☐ GoApex   9 ☐ Morrisville Smart Shuttle
10 ☐ Ninguno de estos

6. Por favor marque *todos* los siguientes que se aplican a usted. Eres...

1 ☐ Empleado de tiempo completo   2 ☐ Empleado medio tiempo   3 ☐ Desempleado
4 ☐ Ama/o de casa   5 ☐ Estudiante   6 ☐ Jubilado   7 ☐ Puesto de voluntario

7. Si está empleado, ¿está trabajando actualmente de forma remota o su trabajo requiere que esté en el sitio?

1 ☐ Solo remoto   2 ☐ Remoto algunos días; presencial otros días   3 ☐ Solo en el sitio

8. ¿Qué rutas de GoCary utiliza con regularidad? *(Círcule las que correspondan)*

1   3   4   5   6   7   8   ACX

9 ¿Cuántos años tiene? _____ Años

10. ¿Te identificas como... 1 ☐ Masculino   2 ☐ Femenino   3 ☐ No binario   4 ☐ Prefiero no responder

11. ¿Te consideras a ti mismo... *(Por favor marque todo lo que se aplica a usted)*

1 ☐ Afroamericano/Negro   2 ☐ Asiático   3 ☐ Caucásico/Blanco
4 ☐ Hispano   5 ☐ Indio Nativo Americano   6 ☐ Otro: _____

12. ¿Qué idioma habla con más frecuencia en casa? *(Marque solo uno)*

1 ☐ Inglés   2 ☐ Español   3 ☐ Otro: _____

13. ¿Cuál es el ingreso total anual de su hogar? *(Marque solo uno)*

1 ☐ Menos de $10,000   2 ☐ $10,000 a $14,999   3 ☐ $15,000 a $19,999
4 ☐ $20,000 a $24,999   5 ☐ $25,000 a $34,999   6 ☐ $35,000 a $49,999
7 ☐ $50,000 a $74,999   8 ☐ $75,000 a $100,000   9 ☐ Más de $100,000

14. ¿Cuántos autos u otros vehículos están disponibles para su uso? 0 Ninguno   1   2   3   4 o más

15. ¿Utiliza una aplicación de tránsito en su teléfono celular?   1 ☐ Sí   2 ☐ No   3 ☐ Sin celular
Si usa una aplicación de tránsito, ¿cuál? _____

En los últimos 30 días, ¿cómo calificar a GoCary en los siguientes servicios?	Excelente	Muy bien	Bien	Neutral	Mal	Muy mal	Extremadamente mal	No aplica
16. Autobuses funcionando a tiempo	7	6	5	4	3	2	1	☐
17. Frecuencia de servicio entre semana	7	6	5	4	3	2	1	☐
18. Frecuencia de servicio el sábado	7	6	5	4	3	2	1	☐
19. Frecuencia de servicio el domingo	7	6	5	4	3	2	1	☐
20. Horas de operación entre semana	7	6	5	4	3	2	1	☐
21. Horas de operación el sábado	7	6	5	4	3	2	1	☐
22. Horas de operación el domingo	7	6	5	4	3	2	1	☐
23. Tiempo total que tarda su viaje habitual	7	6	5	4	3	2	1	☐
24. Servicio a todos los lugares que quieras ir	7	6	5	4	3	2	1	☐
25. Facilidad de transferir rutas de GoCary	7	6	5	4	3	2	1	☐
26. Facilidad de transferir entre GoCary y otros sistemas de de autobuses del área	7	6	5	4	3	2	1	☐
27. Limpieza en interiores de los autobuses	7	6	5	4	3	2	1	☐
28. Limpieza en las paradas techadas y centros de tránsito	7	6	5	4	3	2	1	☐
29. Su sentido de seguridad personal de otros pasajeros en los autobuses	7	6	5	4	3	2	1	☐
30. Cortesía y amabilidad de los operadores	7	6	5	4	3	2	1	☐
31. Utilidad de la información del 485-RIDE operadores telefónicos	7	6	5	4	3	2	1	☐
32. Utilidad de la información impresa como horario o folletos	7	6	5	4	3	2	1	☐
33. Calidad del servicio *WIFI*	7	6	5	4	3	2	1	☐
34. Calidad general del servicio de GoCary	7	6	5	4	3	2	1	

35. De los servicios en las preguntas 16 a 33 anteriores, enumere los tres más importantes para mejorar o, si el servicio ya es muy bueno o excelente, para mantener.

Lo más importante _____   2do más _____   3ro más _____

Comentarios: _____
_____
_____

CJI Research

Appendix B: Rider Comments

The following list of comments is mostly unedited. Handwriting on the moving vehicle is often difficult to read. The key entry operators do their best to record what they see written even when that seems not to make sense. Here are the comments:

Route	Comments
1	Thanks for the rides during the pandemic, Thanks for all the rides
1	Thank you! It was my first time on the bus and i definitely want to use it more
1	Thank You!
1	Thank you for such a great bus service
1	Some drivers driving is not great. Its abrupt and shaky. Not very friendly. But I love Phil!!
1	Some bus operators not behaving good
1	so/o Que hay veces que pasav muy vapiojo y no 10 ven auno hay parado y 10 qejuv sin el trasparte y may unos hompres del transporte que uno les dice algo y soy muy groseros hablm feo o coutes.tan mal y nisal vdcnf
1	Solo Que hay veces que pasa muy vapiojo y no 10 ven auno hay parado y 10 qejuv sin el trasparte y may unos hompres del transporte que uno les dice algo y soy muy groseros hablm feo o coutes.tan mal y nisal vdcnf
1	Riders need to be able to use bathroom at Carry depot!!!
1	Restrooms are a Nuisance
1	Overall the buses are okay. Many of them are nice. Every now and then you get a different ride. There are some drivers that do engage negatively. Some of the drivers may have different ___ language. That makes ride difficult.
1	Over all, its a attracting service.
1	Need Friendlier Drivers
1	Margin of error on #5 schedule is too small. A stop at Ole time 882 for 300 would be nice
1	I enjoy riding with GoCary
1	Gracias
1	Good Service
1	Frequency
1	Cleanness
1	Bus Stops Should Be Closely Placed. Should Remain Fare Free Atleast Until The End Of The Year
1	Bus needs to wait for people
3	Wait time at RTC to Cong from airport to Cary bus
3	No easy access to shopping center off US-64 S Edinburgh (Take the 5 to Crescent Commons and walk 1 mile along 115-64?)
3	Just keep on doing what you are doing
3	Just better WiFi for me. Other than that I cant complain
3	Good job but there should be signs about buses and changing rates.
4	WiFi on route 6 never works for me but the raleigh 11 worked for ever.

4	We need more frequent services times We must have access to basic human right of a rest room!!
4	We Love GoCary! Thank you for bus!
4	Todo muy bien
4	Thank you, Gocary we love your service!
4	Sometimes ac isn't working. Also sometimes there isn't a place to rest until bus comes. Finally, I like to take classes that begin at 7:30pm. At times i won't find a bus that runs late.
4	Hours of operation for 3rd shift working people. Some of the transfers are long walking waiting distance. Some bus routes have an arranged and some stops don't exist!
4	Good service
4	Good
4	All good
5	Unchofer Racista De La Ruta 1
5	Un Chofer Racista De La Rota
5	To Put Near The Side Walk To Get Off and Up
5	The bus drivers for the 300 could be less rude.
5	Thanks for everything
5	Thanks For All You Do
5	Thank you.
5	Seat Belt Needed
5	Respeto educacion dentro del Vehiculo
5	Need more bus stops - NE Cary parkway larger bus signs.
5	More bench's please.
5	Improve the 5 and the 300 on Saturdays
5	If You Had More Women's Clothing Stores I Would Be Over So Much For Shopping
5	I believe that the buses should remain fare free for a little longer. Thank you!!
5	Fix the WiFi, and there are no problems! Good job.
5	Exelente Servicio
5	Excelente
5	Connection to airport would be nice. That are quick
5	Bus Should Wait For Older People To Sit Down
5	Best driver in the area
5	All of them
6	Some buses have no internet or don't have WiFi If i work too late I'll get a ride home when bus stops running on sat nights.
6	Make WiFi more available. Too many buses don't have functioning WiFi.
6	I Once Had A Bus Drive Right Past Me
6	I love to travel in GoCary buses. For safe, All are good.
6	
	I love the GoCary service it would be so good if service hours on sunday is changed
6	Hay unos oporadoros malos groseros no todos unos son tan lindos
6	Buses On Cary Blvd SW + NW to Morrisville- More on #8

7	You all are doing a great job and we appreciate your services.
7	To tell the drivers to miss the potholes in the road. Thanks.
7	They either come early or come too late
7	The bus stop could be cleaner
7	Thanks!
7	Thank You that the bus is free. Much Appreciated!
7	Please have the smoking area away from waiting area.
7	Overall, my experience has been good and the drivers are friendly and nice. Personally I prefer leather seats.
7	Just wish the slow ran on Sundays too thats part of the transit and quick way to get to transit regional
7	GoRaleigh Operators WiFi. Timings needs to be improved, When i travel from GoRalsigh (Dan Allen Drive) to Cary depot, I missed the bus at 3:30 pm. Even after co-ordinating with operator.
7	Good at time maintenance. Better to increase the locations to cover the other areas
7	GoCary has been very helpful and is a great service, though the buses can be a little dirty at times
7	Excellent !!
7	Esta mas o menos la encuesta pero es mi primera vez en bus
7	Buses are so helpful to me on my daily commute + around running. I love that they are free because then my money can be used for us.
7	Also, to see if there could be some consideration for the transit to remain fare-free due to the inflation of everything else & to help people still be able to afford to get to work. Thank you
7	6.30am #7 at GoCary depot.Many times driver has not shown up. This has caused me to be late for work. Find reliable drivers.
7	Seats, especially on #5 are fifthy. #7 is good. Leather seats are cleaner. 2.Need a bathroom c depot. Men pee on trees and i don't know what the poor women do.
GA1: GoApex Route 1	Excelente Servicio
GA1: GoApex Route 1	Would love to see the GoApex Route yard to Old GSI/Kelly Rd/Pleasant Plains park to Downtown Apex
GA1: GoApex Route 1	The route is very nice and accessible and all the drivers are very nice.
GA1: GoApex Route 1	Thanks
GA1: GoApex Route 1	Next route on Pleasant Plains Rd and Old US 1 by Kelly Rd
GA1: GoApex Route 1	I would love for the bus to run Sundays if that would ever be possible

CJI Research