

Town of Chapel Hill
Fall 2003
On-Board Rider Profile Survey
Report of Findings

Submitted to:

Town of Chapel Hill
Department of Transportation
University of North Carolina, Chapel Hill

Prepared by:

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Scope & Objective

- **Scope**

- The overall objective of this project is to determine the current state of service for the Chapel Hill Transit (CHT) system. The project included two primary tasks: a full and complete count of all weekday, Saturday, and Sunday service (reported under separate cover) and an on-board rider survey of a sample of riders from each weekday and weekend route.
- The on-board survey was conducted concurrently with the boarding and alighting counts in order to recognize cost savings in field data collection labor.

- **Objective:**

- The primary objective of the on-board survey is to determine socio-demographic and other descriptive characteristics of current CHT bus riders.
- The information produced will identify the groups of people who now benefit from city expenditure on public transportation services. It will also provide current information for trend comparison to any pertinent historical data that exists, as well as a basis for future analyses of how present riders may be affected by any changes to the system.

Sampling Plan

- Passengers were surveyed on selected weekday trips (Monday afternoon through Friday morning) and on selected weekend trips from each fixed route in the system, with surveys being conducted during morning and afternoon/evening peaks, midday, and night where that service is offered.
- For every weekday individual route surveyed within the system a minimum of two inbound and two outbound trips were sampled within each of the four time periods for a total of nine to twelve hours per weekday route, on average. This plan was repeated for weekend routes for another nine to twelve hours per route on average.
- For this project trips were sampled rather than riders on trips. On sampled trips (selected from each of four separate dayparts) all riders were given a survey. Typically the response rate is about 25% to 35% of surveyed riders will complete a survey form. This sampling approach yields a broad group of riders since sampled trips are pulled to represent each of four separate dayparts and both inbound and outbound trips are used during each daypart. This approach does not compromise the expandability of the data collected and is proven to be most cost efficient since deadheading by surveyors is nearly eliminated.
- Prior to beginning the on-board surveys, the CB&A Research team reviewed each route in the system in order to set targets for each route that ensure a high level of accuracy. Table 1 on the following page shows the minimum number of completed interviews by route required to yield a 95% level of confidence with a margin of error of +/-10% at the route level for weekday and weekend, individually. The target ending sample size by route was derived using the most recent data available (October 2003).

Sampling Plan

Table 1

Route	10/03 Monthly Ridership Report	Estimated Daily Ridership	Minimum Surveys for 90% confidence, 10% margin of error	Actual Completes
Weekday				
A	18,232	793	63	171
CL	4,378	190	50	138
CM	11,996	522	60	253
CPX	11,262	490	60	173
CW	9,790	426	59	184
D	31,081	1,351	65	198
F	18,970	825	63	184
FCX	29,703	1,291	65	162
G	17,415	757	63	178
HS	924	40	25	13
HU	25,375	1,103	64	185
J	80,950	3,520	67	272
JFX	8,423	366	58	124
M	2,230	97	40	54
N	12,799	556	61	202
NS	64,846	2,819	67	179
NU	24,872	1,081	64	261
RU	35,660	1,550	65	212
S	44,564	1,938	66	270
T	21,628	940	64	176
TG	NA	NA	NA	11
U	40,307	1,752	66	275
V	13,611	592	61	189
Total Weekday	529,016	22,999	1,316	4,064
Saturday				
CM/CW	624	156	48	109
DM	551	138	46	92
FG	741	185	50	84
JN	421	105	42	70
NU	451	113	43	309
T	511	128	45	89
U	942	236	53	367
Total Weekend	4,241	1,061	327	1,120
Total Weekday & Weekend	533,257	24,060	1,643	5,184

Note 1: The only route that did not meet or exceed the minimum number of interviews was the HS route. This route was surveyed on Veteran's Day and ridership was low.

Note 2: NU and U Routes run and were surveyed on Saturday and Sunday.

Survey Form

- The survey instrument was developed by CB&A Research in consultation with Martin/Alexiou/Bryson and under the direction of CHT.
- The survey instrument gathered information regarding the socio-demographics and characteristics of the rider as well as more general trip-related questions. The survey instrument also gathered customer satisfaction information, such as importance of service attributes and service level ratings. No addresses or on/off stops were collected, only the route/trip/time of day and whether inbound or outbound.
- The survey instrument was printed on card stock to aid in filling out the form while on board the bus. Each survey was uniquely numbered to permit tracking of time and trip where the survey was distributed. CB&A Research provided the forms, pencils for the respondents to use, and drop boxes to be placed near the doors of the bus to facilitate survey returns.
- An example of the survey form is shown on the next two pages.

1. Have you already completed one of these forms? 1 Yes 2 No
CONTINUE FILLING OUT THIS SURVEY REGARDLESS OF YOUR ANSWER

2. What time did you get on this bus? _____ : _____ am / pm

3. How did you get to this bus?

- 1 Walked _____ minutes 3 Dropped Off
2 Drove and parked 4 Some Other Way (specify) _____

5 Transferred from another bus

If you transferred, what kind of bus did you transfer FROM?

- 1 CHT (What route? _____)
2 Duke University/Robertson Scholar 4 TTA
3 Orange County Public Transit (OPT) 5 Point-To-Point
6 Other (specify) _____

If you transferred, how many minutes did you wait to get on this bus?
_____ minutes

4. Where did you COME FROM before you got on this bus? (Check only one)

- 1 Home 5 UNC Chapel Hill
2 Work 6 High School/Jr. High School/Middle School
3 Shopping 7 Other School
4 Eating a meal 8 Personal Business
9 Other (specify) _____

5. Where are you GOING TO after you get off this bus? (Check only one)

- 1 Home 5 UNC Chapel Hill
2 Work 6 High School/Jr. High School/Middle School
3 Shopping 7 Other School
4 Eating a meal 8 Personal Business
9 Other (specify) _____

6. How will you GET TO where you are going after leaving this bus?

- 1 Walk _____ minutes 3 Get picked up
2 Drive 4 Some Other Way (specify) _____

5 Transfer to another bus

If you will transfer, what kind of bus will you transfer TO?

- 1 CHT (What route? _____)
2 Duke University/Robertson Scholar 4 TTA
3 Orange County Public Transit (OPT) 5 Point-To-Point
6 Other (specify) _____

If you will transfer, how many minutes will you wait to get on your next bus?
_____ minutes

7. How many times will you ride the bus today? (Write in)

_____ number of times you will board a bus today

8. HOW MANY DAYS A WEEK do you usually ride the bus? (Check only one)

- 01 None (0) 06 4 days per week 09 Less than once a week
02 1 day per week 07 5 days per week 10 Less than once a month
03 2 days per week 08 6 days per week 11 This is my first time
04 3 days per week 05 7 days per week

9. What is the MOST IMPORTANT REASON you ride Chapel Hill Transit (CHT)?
(Check only one)

- 1 No car in household 5 Avoid traffic congestion
2 I don't drive 6 Bus is convenient
3 Bus is economical 7 No convenient parking
4 Someone else uses the car 8 Other (specify) _____

10. HOW MANY MOTOR VEHICLES (cars, trucks, vans, motorcycles, etc.) in running condition are at your home? (Check only one)

- 1 None (0) 3 Two (2)
2 One (1) 4 Three or more (3+)

11. Was a motor vehicle available to you for making this trip? 1 Yes 2 No

12. Do you have a valid driver's license? 1 Yes 2 No

13. Are you: 1 Female 2 Male

14. What is your EMPLOYMENT STATUS?

- 1 Employed full-time (35 hrs. or more) 3 Retired/Homemaker
2 Employed part-time 4 Unemployed

15. What is your STUDENT STATUS?

- 1 Middle/Jr. High School student
2 High School Student
3 Full-time college student
4 Part-time college student

What is the name of the school you attend?

- 01 UNC Chapel Hill
02 Other (write in school name) _____

5 Not a student

16. Do you work or go to school on the UNC Campus?

- 1 Yes → If yes, do you use transit to make mid-day trips from the campus to the town center to shop or eat? (Check one)
2 No 1 Yes → How many times each week? _____
2 No, do not work or go to school on the UNC Campus

17. Have you heard of the UNC Commuter Assistance Program (CAP)?

- 1 Yes 2 No

18. What is the combined TOTAL ANNUAL INCOME from ALL MEMBERS of your household? (Check only one)

- 1 Less than \$15,000 per year 5 \$50,000 - \$74,999 per year
2 \$15,000 - \$24,999 per year 6 \$75,000 - \$99,999 per year
3 \$25,000 - \$39,999 per year 7 \$100,000 - \$124,999 per year
4 \$40,000 - \$49,999 per year 8 \$125,000 or more per year

19. Did you live in the Chapel Hill area or attend UNC prior to January of 2002?

2 No

1 Yes → If yes, did you ride Chapel Hill Transit at least occasionally prior to January 2002, before it was fare free?

1 Yes

2 No

20. Please rate each service attribute on a scale of 5 to 1 where 5 means YOU FEEL THE CONDITION OR SERVICE IS VERY GOOD and 1 means YOU FEEL THE CONDITION OR SERVICE IS VERY POOR. You may circle any number between 5 and 1 but please circle only one number for each item.

	Very Good				Very Poor
The overall convenience of using the bus	5	4	3	2	1
The time it takes to get by bus to where you need to go	5	4	3	2	1
How frequently the bus comes by the stop where you would get on	5	4	3	2	1
How close to your home the bus stops	5	4	3	2	1
Your feeling of personal safety when waiting for the bus	5	4	3	2	1
Having routes that go directly where you need to go without having to change from one bus to another	5	4	3	2	1
How comfortable you feel with other people who often use the bus	5	4	3	2	1
Cleanliness of the bus	5	4	3	2	1
Courtesy of the drivers	5	4	3	2	1
How reliable the bus is	5	4	3	2	1
How safe the driver is driving	5	4	3	2	1
Availability of seating on the bus	5	4	3	2	1
What is your overall rating of Chapel Hill Transit (CHT)?	5	4	3	2	1

21. In which city/town do you LIVE? (Write in city/town and zipcode below)

City/Town: _____ Zipcode: _____

22. Where would you like Chapel Hill Transit (CHT) to expand service (routes or hours of service)?

← ← ← PLEASE ANSWER THE QUESTIONS ON THE OTHER SIDE OF THIS SHEET



Dear Traveler,

Transportation services must be based on accurate data about travel patterns and preferences. In order to plan better services, Chapel Hill Transit and UNC Chapel Hill need to learn more about the trip you are making. Please take a moment to fill out this short survey during your bus ride today.

If you have already filled out one of these surveys, it is important to mark the "Yes" box in question 1, and CONTINUE FILLING OUT THIS SURVEY FOR THIS TRIP. Your accurate responses are critical to the success of this survey.

- All information will be kept in strict confidence, and used for statistical purposes only.
- If you have any questions, or need help, the surveyor on your bus will assist you.
- Please place completed surveys in the RETURN BOX on the bus.

Thank you for your help in this important effort.

Sincerely,

Mary Lou Kuschatka
Director, Chapel Hill Transit

QUESTIONS?
Email transportation@townofchapelhill.org
with your comments/suggestions or contact
David Bonk at 919-968-2888

Executive Summary

Executive Summary

2003 Results

- Walking (78.7%) is the primary mode of access to the bus, followed distantly by drove and parked (18.6%).
 - On average, passengers who walked to the bus report walking an average of 3.72 minutes.
 - The majority of respondents who say they transferred from another bus transferred from another CHT bus (86.4%).
 - ◆ Transfers are scattered across all the routes. The J and F routes had the highest number of transfers.
 - ◆ Passengers who transferred waited an average of 12.66 minutes to get on the surveyed bus.
- Home (49.5%) and UNC (33.6%) comprise 83.1% of the trip origins.
- Walking (83.7%) is the primary mode of egress from the bus, followed distantly by drive (12.1%).
 - Passengers who say they will walk to their destination expect to walk an average of 4.05 minutes.
 - The majority of respondents who say they will transfer to another bus will transfer to another CHT bus (72.4%).
 - ◆ Transfers are scattered across all the routes. The J and F routes have the highest number of expected transfers.
 - ◆ Passengers who say they will transfer to another bus expect to wait an average of 15.08 minutes for their next bus.
- UNC (42.0%) and home (28.3%) comprise 70.3% of the trip destinations.
- On the survey day, passengers expected to board a bus an average of 2.20 times.
- Almost two-thirds (65.8%) of respondents ride the bus 5 or more days per week. Another 20.2% ride the bus 3-4 days per week.
- *No convenient parking* (38.8%) and *the bus is convenient* (22.1%) are mentioned most often as the most important reason for riding the bus.
- About 1 in 5 (20.7%) passengers report 0 vehicles at their household, 37.3% report 1 vehicle, 24.5% report 2 vehicles, and 17.4% report 3 or more vehicles.
- Over half of the passengers (57.3%) had a vehicle available to them for making their trip.

Executive Summary

2003 Results

- The majority of passengers (88.8%) have a valid drivers license.
- There are more reported female passengers (62.2%) than male passengers (37.8%).
- About two-thirds of the sample (65.8%) are employed full-time or part-time, while 32.8% are unemployed and 1.4% are retired/homemaker.
- About three-fourths of passengers are students (73.2%) -- 66.9% are full-time college students, 4.1% are part-time college, 1.9% are high school students, and 0.3% are middle/junior high students. 26.8% are not a student. Almost all of the students (95.5%) attend UNC Chapel Hill.
- The majority (88.9%) of the passengers work or go to school on the UNC campus. Of those who work or go to school on the UNC campus, 24.7% use transit to make mid-day trips from campus to the town center to shop or eat. Passengers who make trips to the town center, report making an average of 2.71 town center trips per week.
- Among the total sample, 34.8% are aware of the UNC Commuter Assistance Program (CAP). Awareness of the UNC Commuter Assistance Program (CAP) is slightly higher among UNC employees and students (37.1% versus 34.8%).
- Response rates were high for the income question -- out of 5184 passengers, 4547 (87.7%) answered the question. Of those who answered, 59.3% of passengers report a household income of \$39,999 or less while 40.7% report a household income of \$40,000 or more.
- Just over half (51.4%) of the passengers say they lived in Chapel Hill or attended UNC prior to 2002. Of those who lived in Chapel Hill or attended UNC prior to 2002, 61.2% say they already rode Chapel Hill Transit before it became fare free.
- Satisfaction ratings for CHT are positive. CHT receives a top-two-box (very good 5/4) overall rating of 86.1%.
 - CHT receives the highest top-two-box ratings on feeling of personal safety (88.4%), cleanliness of the bus (88.2%), and feeling comfortable with other riders (87.8%).
 - CHT receives the lowest top-two-box ratings on frequency bus comes by stop where you would get on (52.3%) and availability of seating (67.8%). The two low top-two-box ratings indicate a need for expanded service.

Executive Summary

2003 Results - Weekday vs. Weekend

- Weekday passengers report a significantly lower number of walked trips and a significantly higher number of drove and parked trips as modes of access.
 - The average weekday walk time is significantly lower than the average weekend walk time (3.44 minutes versus 4.68 minutes respectively).
 - The average weekday wait time is significantly lower than the average weekend wait time (9.95 minutes versus 19.18 minutes respectively).
- Weekday passengers report a significantly higher number of home and work trip origins and a significantly lower number of UNC, eat a meal, shop, personal business, and other trip origins.
- Weekday passengers report a significantly higher number of drive trips and a significantly lower number of transfer to another bus trips as modes of egress.
 - The average weekday walk time is significantly lower than the average weekend walk time (3.93 minutes versus 4.47 minutes respectively).
 - Weekday passengers report a significantly higher number of CHT transfers and a significantly lower number of TTA transfers.
 - The average weekday wait time is significantly lower than the average weekend wait time (11.61 minutes versus 21.25 minutes respectively).
- Weekday passengers report a significantly higher number of UNC, home, and work trip destinations and a significantly lower number of of eat a meal, shop, personal business, and other trip destinations.
- Average weekday boardings are significantly higher than average weekend boardings (2.25 times versus 1.98 times respectively).
- Weekday passengers are significantly more likely to say they ride the bus 3 or more days a week and significantly less likely to say they ride it 2 or less days a week.

Executive Summary

2003 Results - Weekday vs. Weekend

- Weekday passengers are significantly more likely to say *no convenient parking* and *bus is economical* and significantly less likely to say *bus is convenient*, *no car in household*, and *don't drive* as the most important reason for using CHT.
- Weekday passengers are significantly more likely to have 1 or 2 vehicles and significantly less likely to have 0 or 3 or more vehicles.
- Weekday passengers are significantly more likely to say they had a motor vehicle available to them for making their trip.
- Weekday passengers are significantly more likely to say they have a valid drivers license.
- Weekday passengers are significantly more likely to be female.
- Weekday passengers are significantly more likely to be employed and significantly less likely to be unemployed or retired/homemaker.
- Weekday passengers are significantly more likely to be non-students.
- Of those passengers who say they are a student, weekday student passengers are significantly more likely to be UNC Chapel Hill students.
- Weekday passengers are also significantly more likely to be UNC Chapel Hill students or employees.
 - Of those who say they are a UNC Chapel Hill student or employee, weekday student/employee passengers are significantly less likely to say they use transit to make mid-day trips from campus to the town center to shop or eat.
 - Weekday passengers report a significantly lower number of transit mid-day trips from campus to the town center.
- Awareness of the UNC Commuter Assistance Program (CAP) is significantly higher among weekday passengers.

Executive Summary

2003 Results - Weekday vs. Weekend

- Weekday passengers are significantly more likely to report household incomes of \$15,000-39,999 and significantly less likely to report household incomes of \$75,000 or more.
- Weekday passengers are significantly more likely to have lived in the Chapel Hill area or attended UNC prior to 2002.
- Weekday passengers who lived in the Chapel Hill area or attended UNC prior to 2002 are significantly less likely to say they rode CHT before it was fare free.
- Weekday and weekend satisfaction ratings vary.
 - Top-two-box (very good 5/4) satisfaction ratings *overall* and for *feeling of personal safety, feeling comfortable with other riders, overall convenience, direct routes, reliability, and the time it takes to get to where you are going* are significantly higher among weekday passengers
 - Top-two-box (very good 5/4) satisfaction ratings for *how close to your home the bus stops* and *availability of seating* are significantly lower among weekday passengers.

Executive Summary

Changes in Ridership from 1997 to 2003

- In 2003 ...
 - Passengers report a significantly higher number of drove and parked trips and a significantly lower number of bus transfers.
 - Passengers report a significantly lower number of work trip origins and a significantly higher number of eat a meal trip origins.
 - Passengers report a significantly higher number of walk trips and a significantly lower number of drive trips.
 - Passengers report a significantly lower number of home and work trip destinations and a significantly higher number of eat a meal and shop trip destinations.
 - Passengers who ride the bus 5 or more days a week increased significantly, while passengers who ride the bus less than once a week and 3-4 days a week decreased significantly.
 - Passengers are significantly more likely to say *no car in household, bus is economical, and don't drive* as the most important reason for riding the bus. Passengers are significantly less likely to say *no convenient parking* and *someone else uses car* as the most important reason for riding the bus.
 - The number of passengers with 0 vehicles or 3 or more vehicles is significantly higher, while passengers with 1 or 2 vehicles is significantly lower.
 - A significantly lower number of passengers had a vehicle available to them to make their trip.
 - A significantly lower number of passengers have a valid drivers license.
 - Response rates to the income question are much higher. Additionally, in 2003 the percentage of passengers with household incomes of \$39,999 or less is significantly lower, while the percentage of passengers with household incomes of \$75,000 or more is significantly higher.

Detailed Results

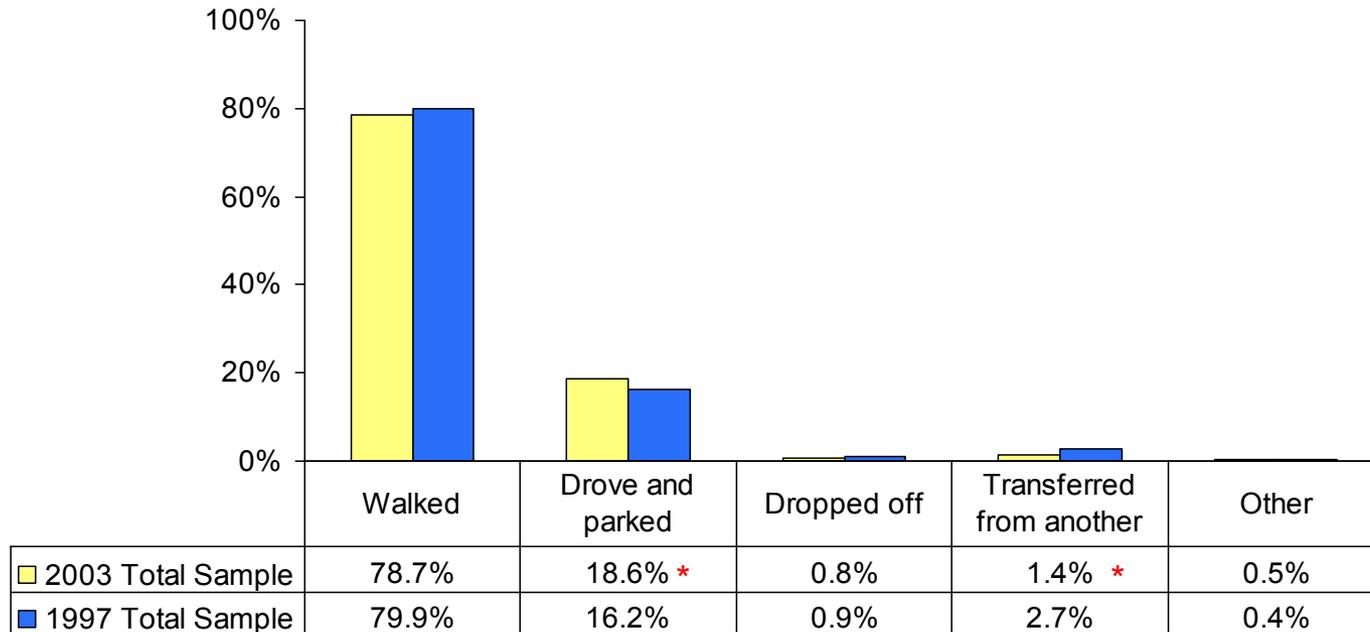
Note: Trend data is shown for questions that were identical in the 2003 and 1997 surveys.

Mode of Access to Bus

Q3. How did you get to this bus?

2003: Walking (78.7%) is the primary mode of access to the bus, followed distantly by drove and parked (18.6%).

Change 1997 to 2003: In 2003, passengers report a significantly higher number of drove and parked trips and a significantly lower number of bus transfers.



Sample Size

2003 Total Sample N=4963

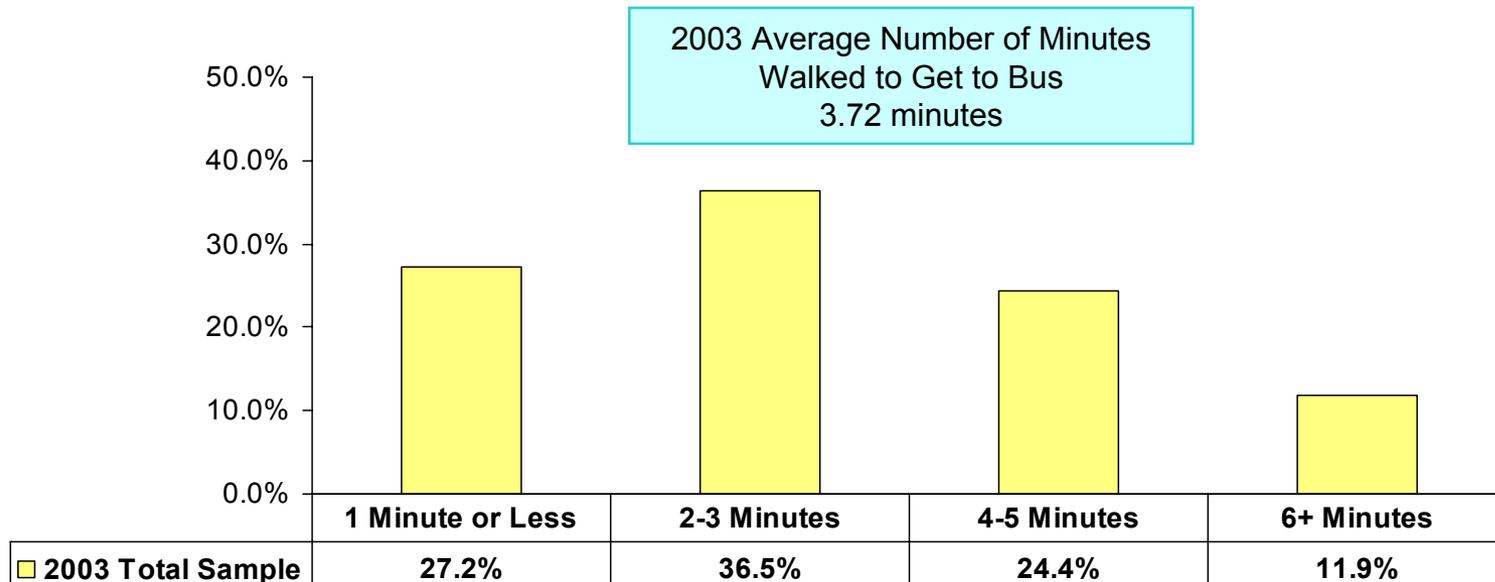
1997 Total Sample N=2055

*=2003 Data Significantly Different Than 1997 Data at the 95% Confidence Level

Mode of Access to Bus - Additional Walk Detail

Q3. Minutes walked?

2003: On average, passengers who walked to the bus report walking an average of 3.72 minutes.



Sample Size

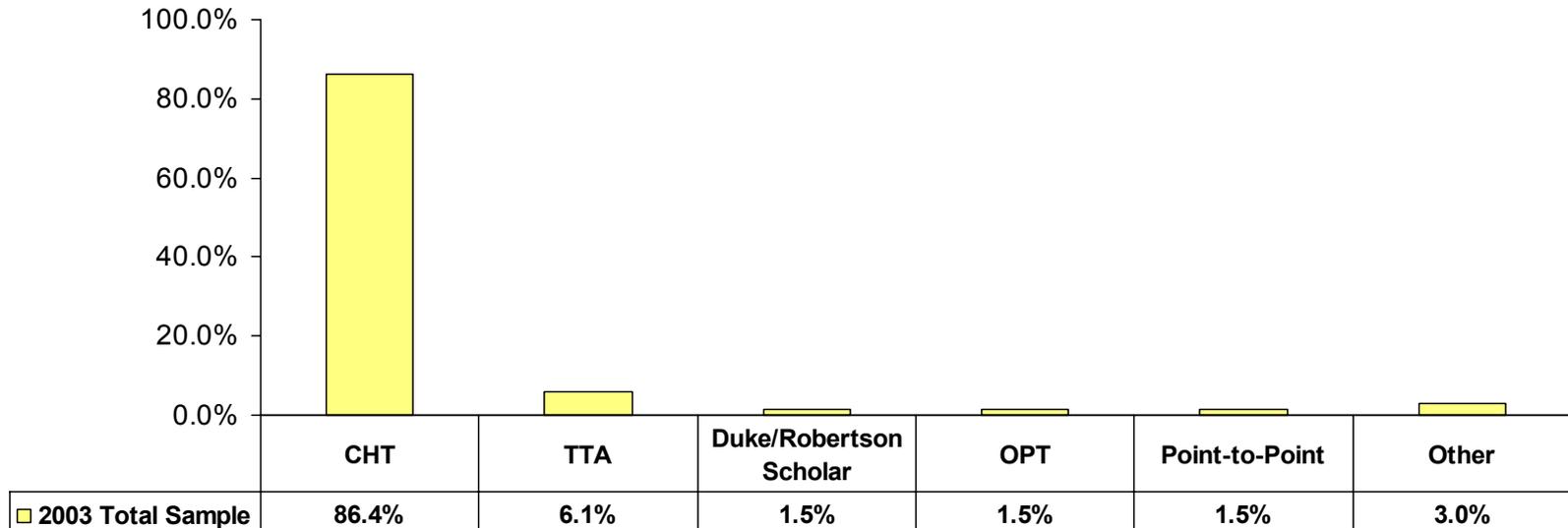
2003 Total Sample N=3447

Mode of Access to Bus - Additional Transit Detail

Q3. What kind of bus did you transfer from?

2003: The majority of respondents who say they transferred from another bus transferred from another CHT bus (86.4%).

Kind of Bus Passenger Transferred From



Sample Size

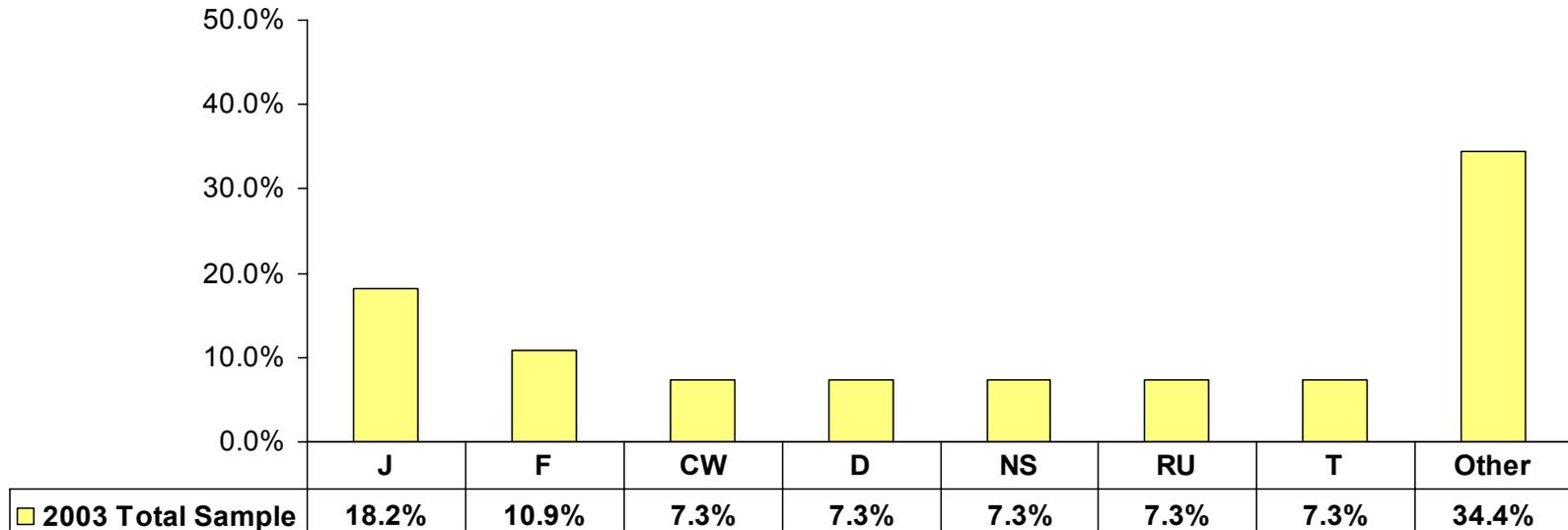
2003 Total Sample N=66

Mode of Access to Bus - Additional Transit Detail

Q3. What CHT route?

2003: Transfers are scattered across all the routes. The J and F routes had the highest number of transfers.

CHT Route That Passenger Transferred From



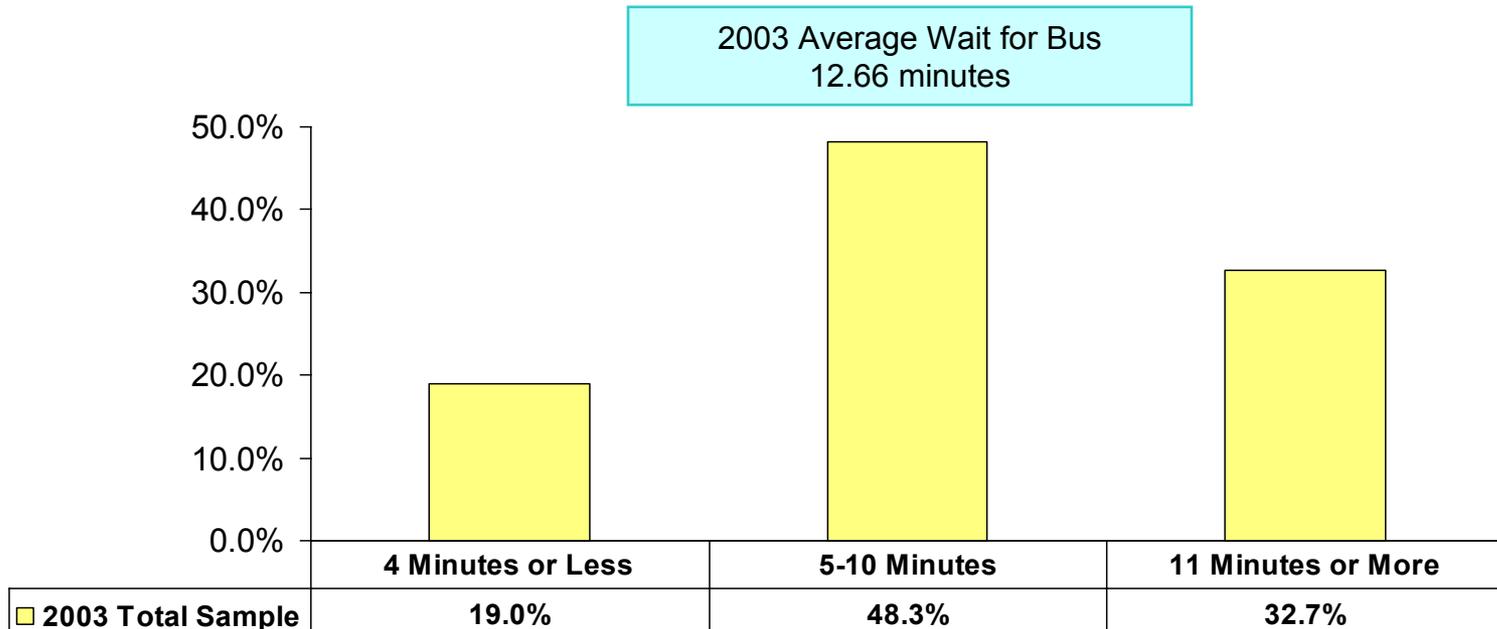
Sample Size

2003 Total Sample N=55

Mode of Access to Bus - Additional Transit Detail

Q3. How many minutes did you wait to get on this bus?

2003: Passengers who transferred waited an average of 12.66 minutes to get on the surveyed bus.



Sample Size

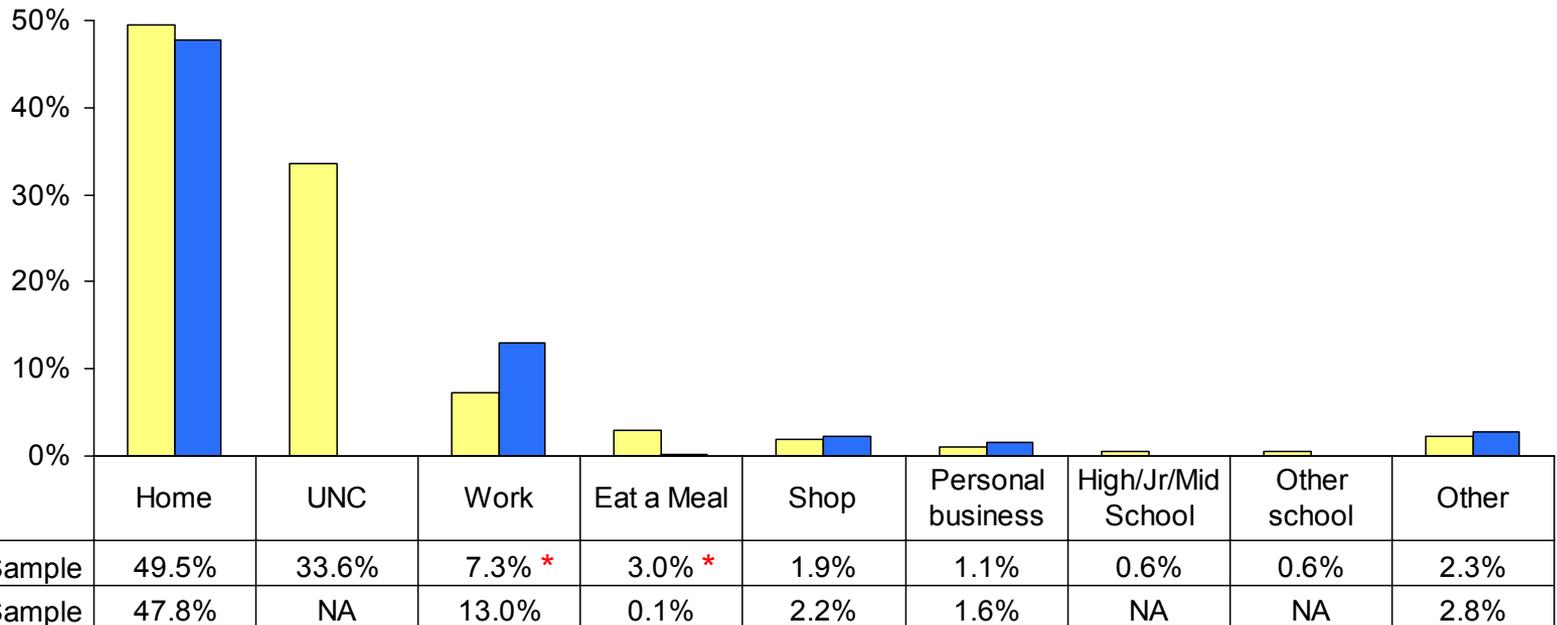
2003 Total Sample N=58

Origin Trip Purpose

Q4. Where did you come from before you got on this bus?

2003: Home (49.5%) and UNC (33.6%) comprise 83.1% of the trip origins.

Change 1997 to 2003: In 2003, passengers report a significantly lower number of work trip origins and a significantly higher number of eat a meal trip origins.



Sample Size

2003 Total Sample N=5054

1997 Total Sample N=2050

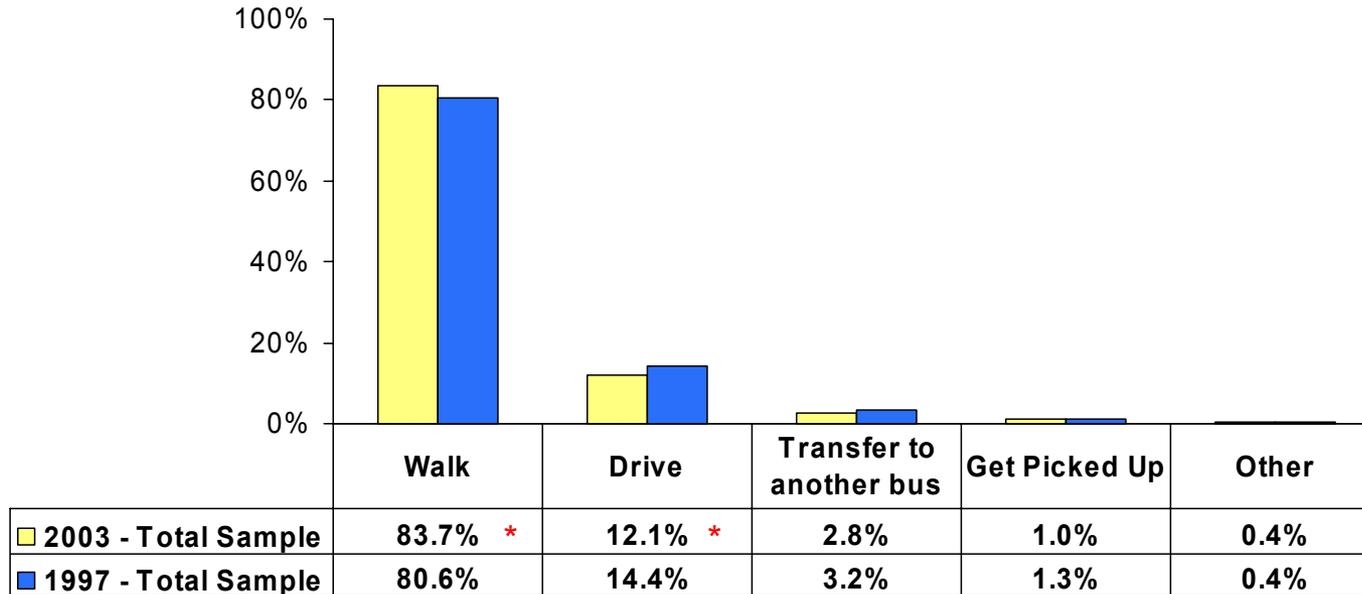
*=2003 Data Significantly Different Than 1997 Data at the 95% Confidence Level

Mode of Egress from Bus

Q6. How will you get to where you are going after leaving this bus?

2003: Walking (83.7%) is the primary mode of egress from the bus, followed distantly by drive (12.1%).

Change 1997 to 2003: In 2003, passengers report a significantly higher number of walk trips and a significantly lower number of drive trips.



Sample Size

2003 Total Sample N=4962

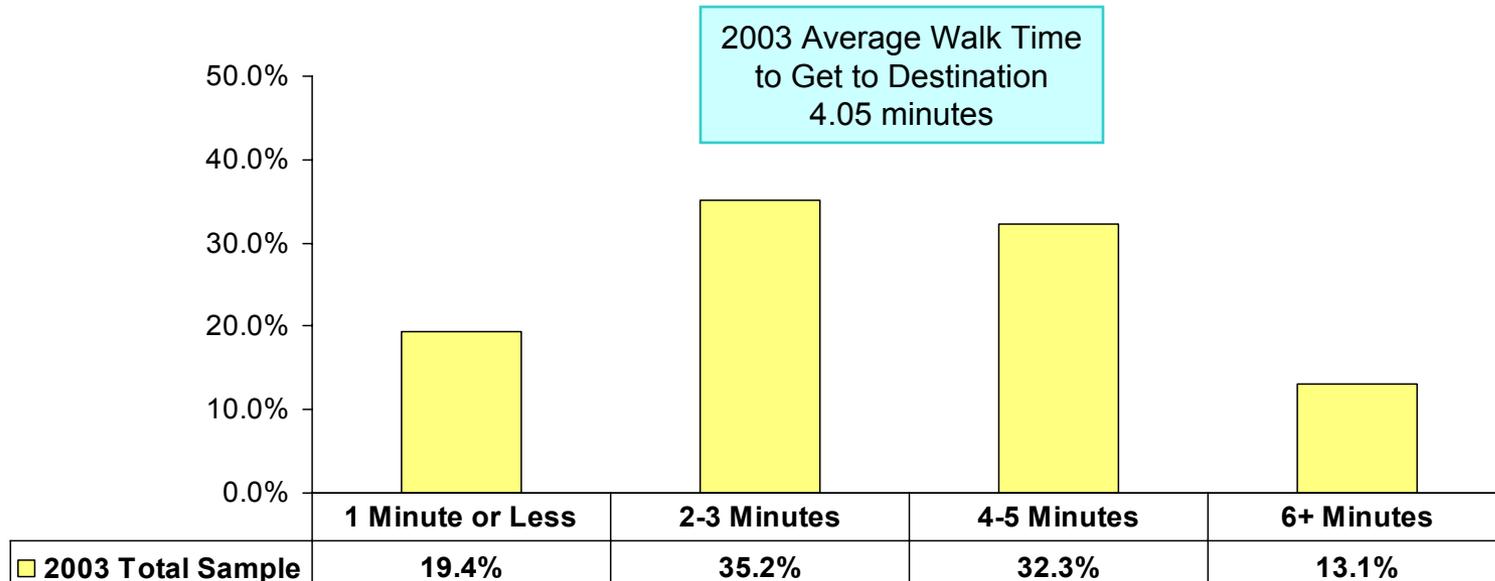
1997 Total Sample N=2024

*=2003 Data Significantly Different Than 1997 Data at the 95% Confidence Level

Mode of Egress from Bus - Additional Walk Detail

Q6. Minutes walked?

2003: Passengers who say they will walk to their destination expect to walk an average of 4.05 minutes.



Sample Size

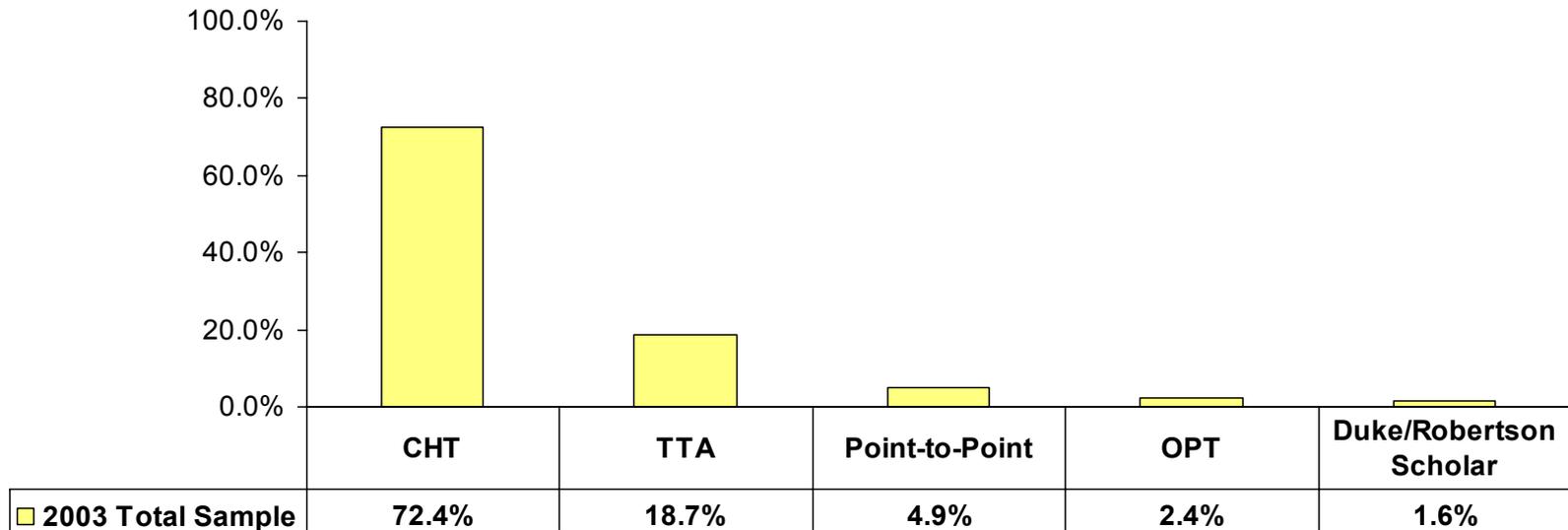
2003 Total Sample N=3841

Mode of Egress from Bus - Additional Transit Detail

Q6. What kind of bus will you transfer to?

2003: The majority of respondents who say they will transfer to another bus will transfer to another CHT bus (72.4%).

Kind of Bus Passenger Will Transfer To



Sample Size

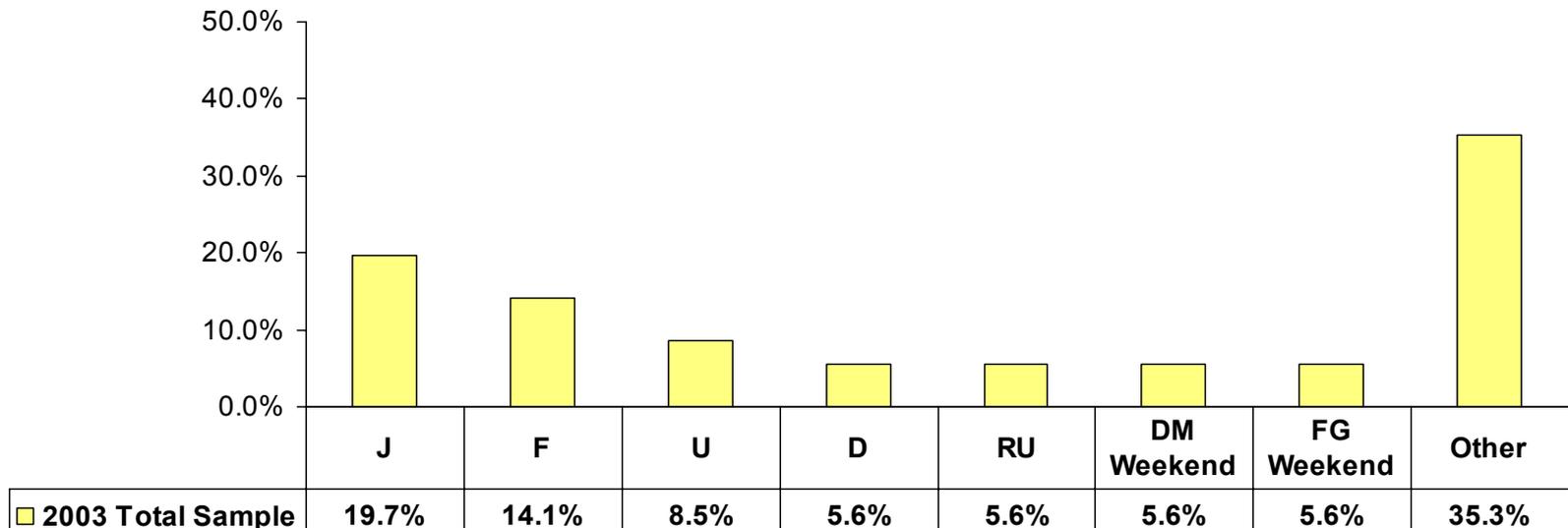
2003 Total Sample N=123

Mode of Egress from Bus - Additional Transit Detail

Q6. What CHT route?

2003: Transfers are scattered across all the routes. The J and F routes have the highest number of expected transfers.

CHT Route That Passenger Will Transfer To



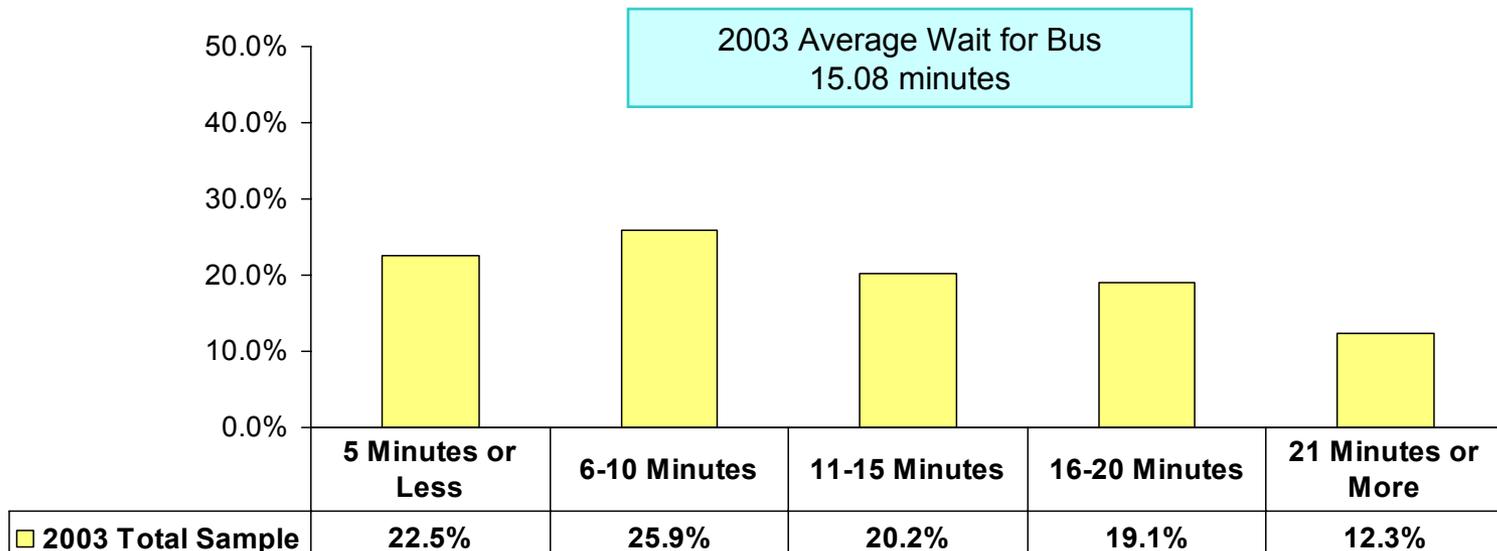
Sample Size

2003 Total Sample N=71

Mode of Egress from Bus - Additional Transit Detail

Q6. How many minutes will you wait to get on your next bus?

2003: Passengers who say they will transfer to another bus expect to wait an average of 15.08 minutes for their next bus.



Sample Size

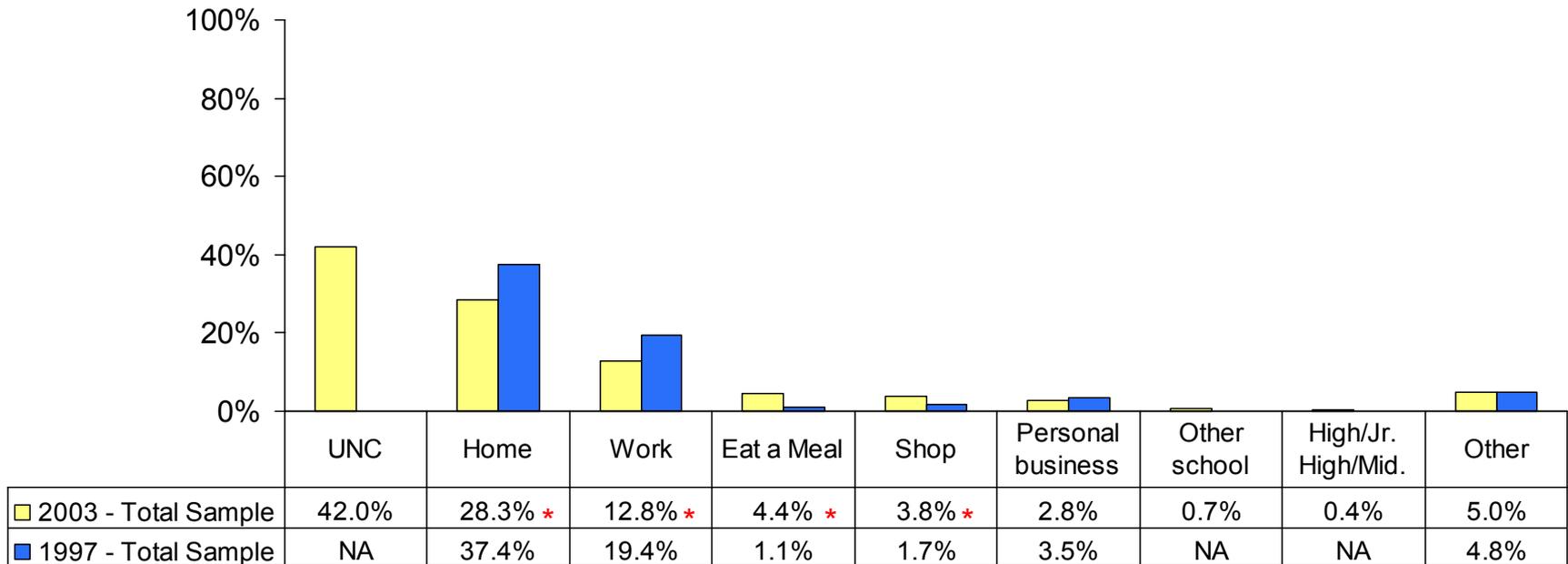
2003 Total Sample N=89

Destination Trip Purpose

Q5. Where are you going after you get off this bus?

2003: UNC (42.0%) and home (28.3%) comprise 70.3% of the trip destinations.

Change 1997 to 2003: In 2003, passengers report a significantly lower number of home and work trip destinations and a significantly higher number of eat a meal and shop trip destinations.



Note: 1997 responses do not total to 100% because the school categories are excluded. School categories were classified differently in 1997 and can not be accurately compared to 2003.

Sample Size

2003 Total Sample N=5057

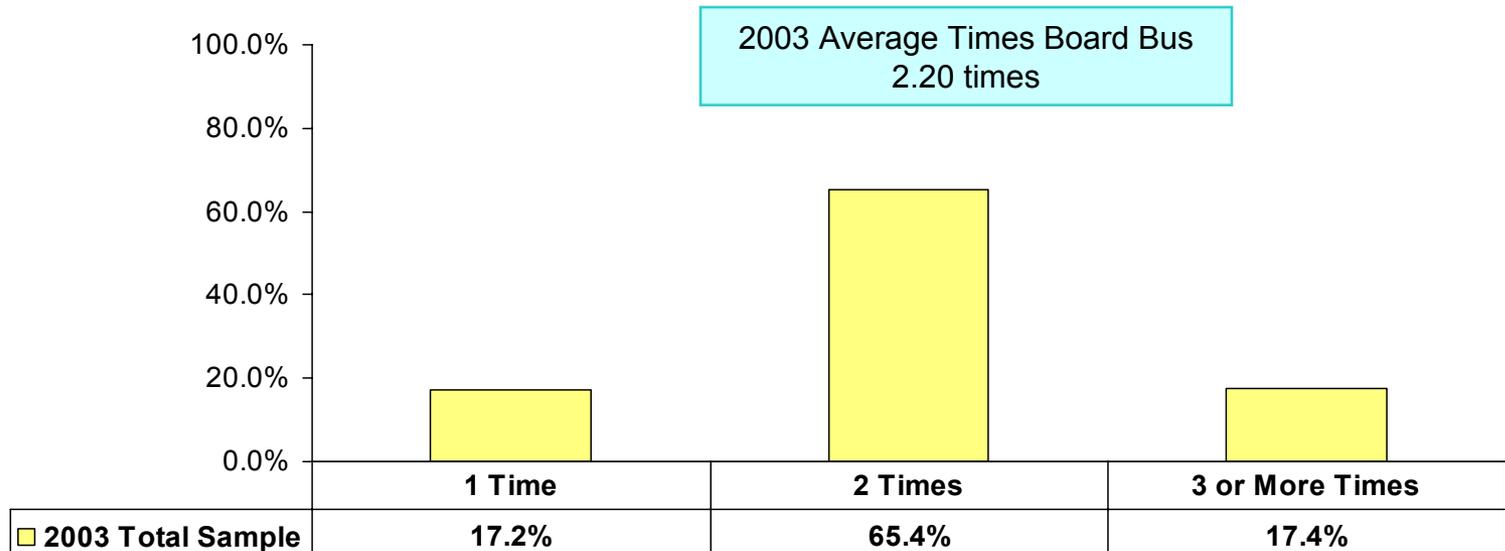
1997 Total Sample N=2041

*=2003 Data Significantly Different Than 1997 Data at the 95% Confidence Level

Time Passenger Will Ride the Bus Today

Q7. How many times will you ride the bus (board a bus) today?

2003: On the survey day, passengers expected to board a bus an average of 2.20 times.



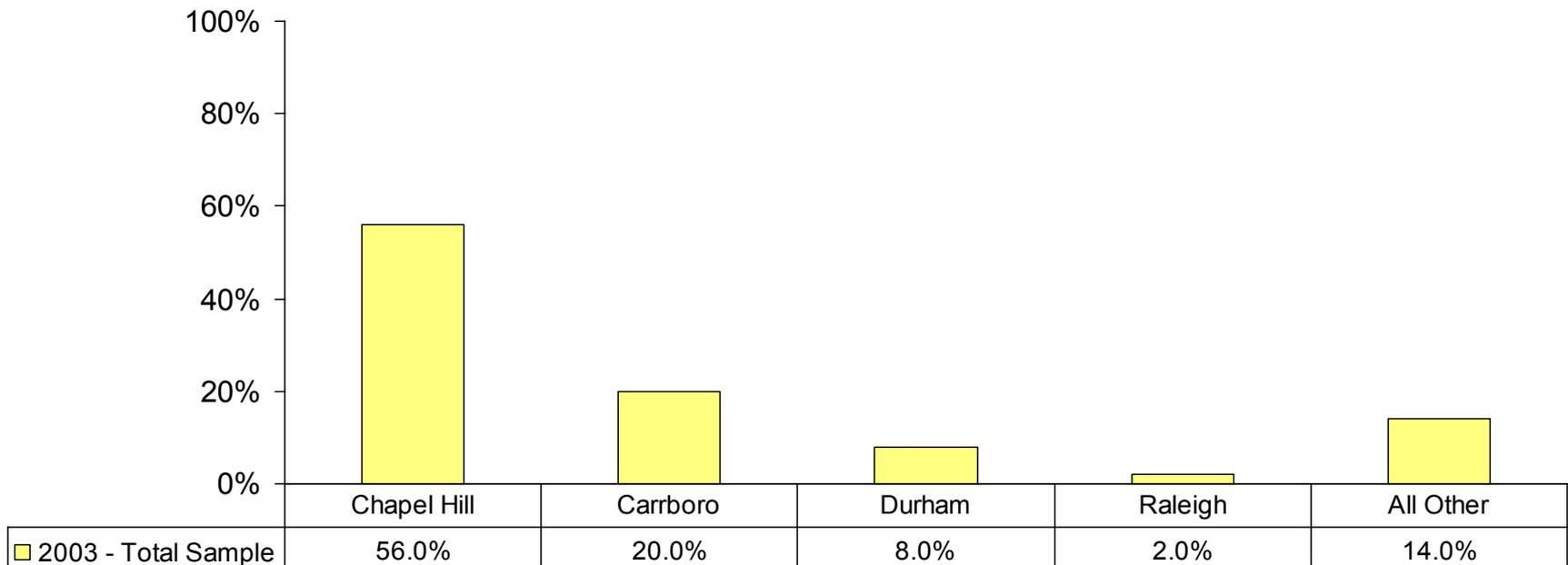
Sample Size

2003 Total Sample N=5029

Home City/Town

Q21. In which city/town do you live?

2003: Over half of the passengers (56%) live in Chapel Hill. Another 20% live in Carrboro, 8% live in Durham, and 2% live in Raleigh. The remaining 14% are spread across many different areas.



Sample Size

2003 Total Sample N=4707

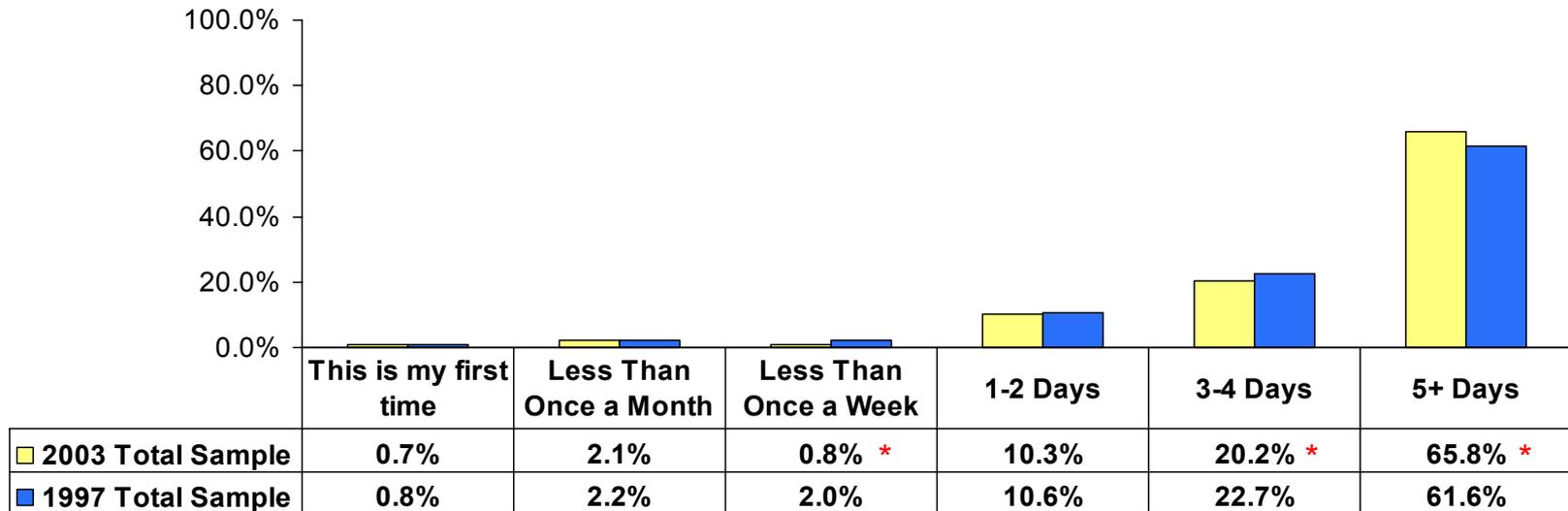
*=2003 Data Significantly Different Than
1997 Data at the 95% Confidence Level

Transit Usage

Q8. How many days per week do you usually ride the bus?

2003: Almost two-thirds (65.8%) of respondents ride the bus 5 or more days per week. Another 20.2% ride the bus 3-4 days per week.

Change 1997 to 2003: In 2003, passengers who ride the bus 5 or more days a week increased significantly, while passengers who ride the bus less than once a week and 3-4 days a week decreased significantly.



Sample Size

2003 Total Sample N=5094

1997 Total Sample N=2013

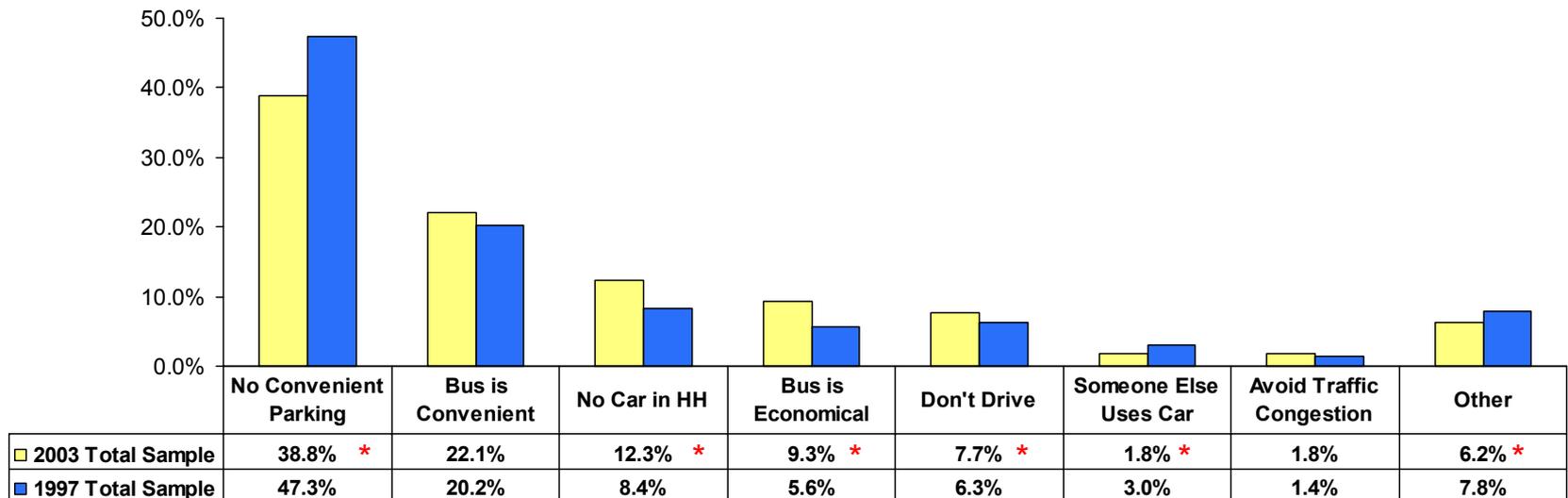
*=2003 Data Significantly Different Than 1997 Data at the 95% Confidence Level

Reasons for Using Chapel Hill Transit

Q9. What is the most important reason you ride Chapel Hill Transit (CHT)?

2003: *No convenient parking (38.8%) and the bus is convenient (22.1%)* are mentioned most often as the most important reason for riding the bus.

Change 1997 to 2003: In 2003, passengers are significantly more likely to say *no car in household, bus is economical, and don't drive* as the most important reason for riding the bus. Passengers are significantly less likely to say *no convenient parking and someone else uses car* as the most important reason for riding the bus.



Sample Size

2003 Total Sample N=4885

1997 Total Sample N=2009

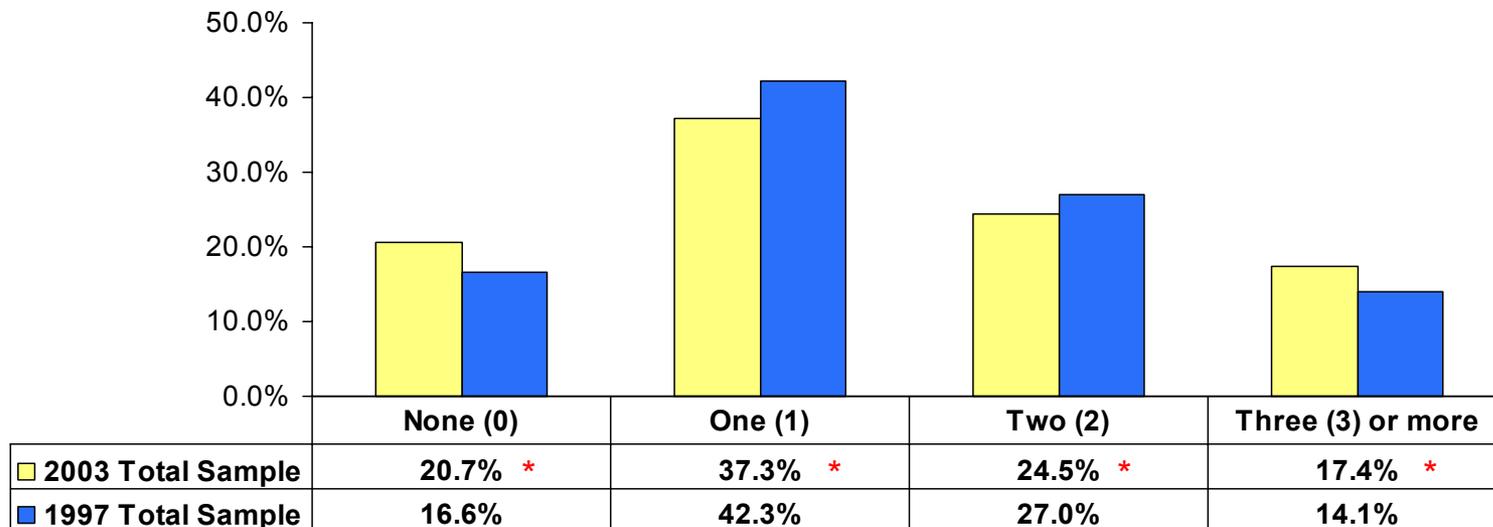
*=2003 Data Significantly Different Than 1997 Data at the 95% Confidence Level

Motor Vehicle Availability

Q10. How many motor vehicles (cars, trucks, vans, motorcycles, etc.) in running condition are at your home?

2003: About 1 in 5 (20.7%) passengers report 0 vehicles at their household, 37.3% report 1 vehicle, 24.5% report 2 vehicles, and 17.4% report 3 or more vehicles.

Change 1997 to 2003: The number of vehicles in the household changed in every size category from 1997 to 2003. In 2003, passengers with 0 vehicles or 3 or more vehicles is significantly higher, while passengers with 1 or 2 vehicles is significantly lower.



Sample Size

2003 Total Sample N=5047

1997 Total Sample N=1997

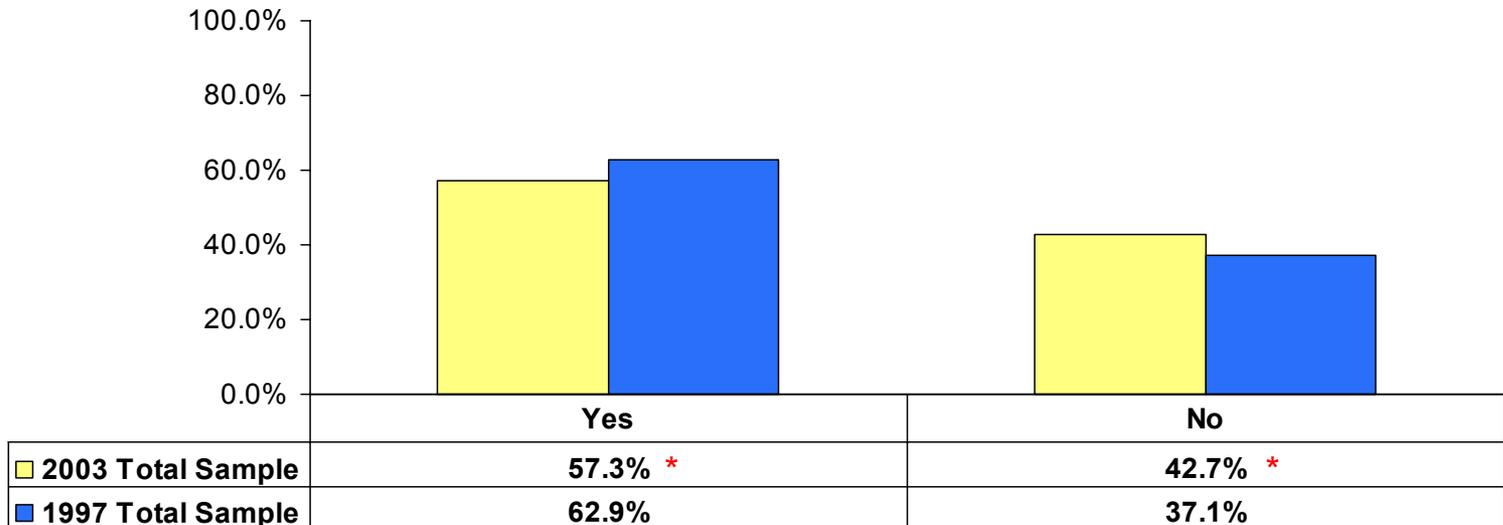
*=2003 Data Significantly Different Than 1997 Data at the 95% Confidence Level

Motor Vehicle Availability

Q11. Was a motor vehicle available to you for making this trip?

2003: Over half of the passengers (57.3%) had a vehicle available to them for making their trip.

Change 1997 to 2003: In 2003, a significantly lower number of passengers had a vehicle available to them to make their trip.



Sample Size

2003 Total Sample N=5025

1997 Total Sample N=1996

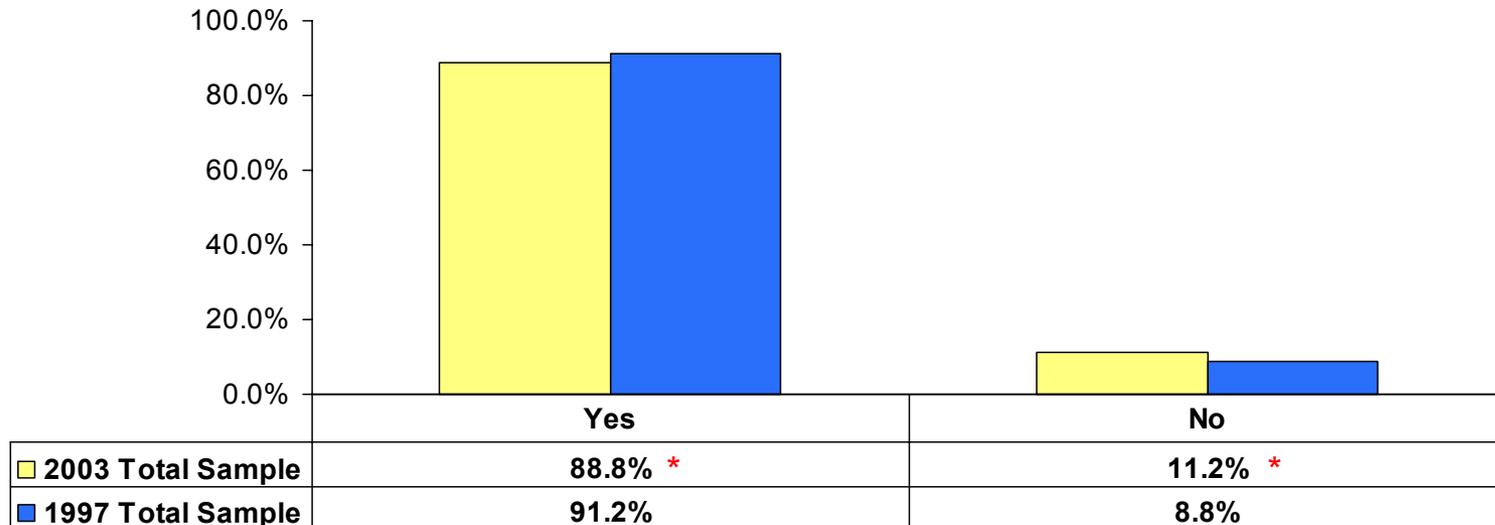
*=2003 Data Significantly Different Than 1997 Data at the 95% Confidence Level

Valid Drivers License

Q12. Do you have a valid driver's license?

2003: The majority of passengers (88.8%) have a valid drivers license.

Change 1997 to 2003: In 2003, a significantly lower number of passengers have a valid drivers license.



Sample Size

2003 Total Sample N=5059

1997 Total Sample N=2003

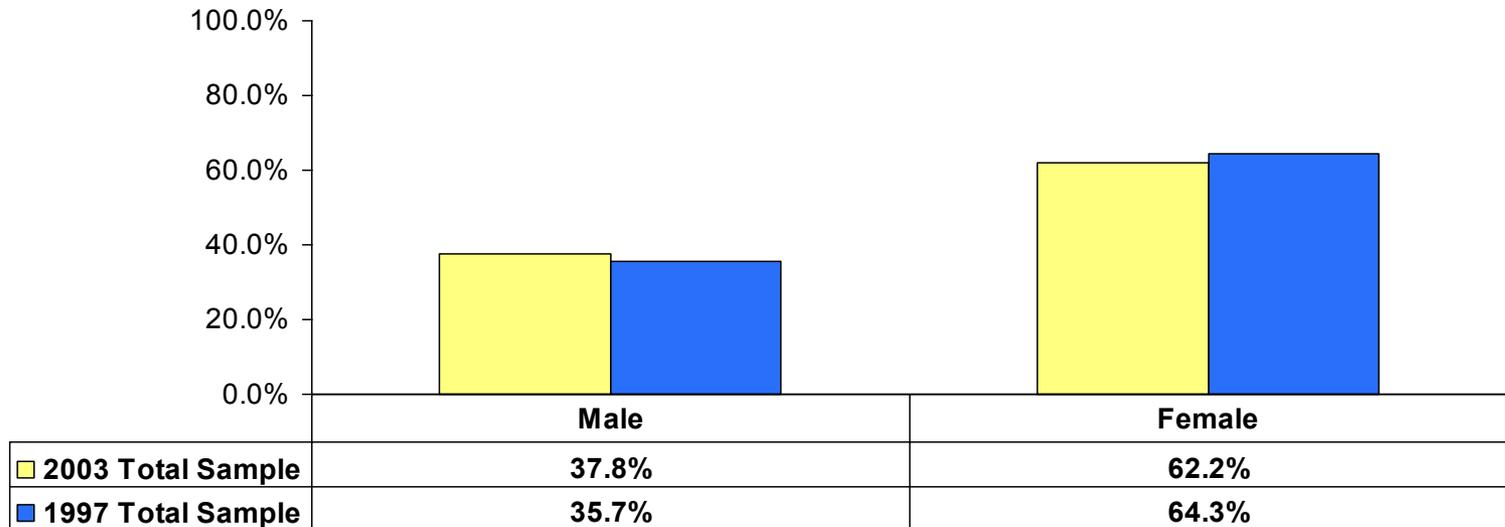
*=2003 Data Significantly Different Than 1997 Data at the 95% Confidence Level

Gender

Q13. Are you male or female?

2003: There are more reported female passengers (62.2%) than male passengers (37.8%).

Change 1997 to 2003: No significant changes.



Sample Size

2003 Total Sample N=5015

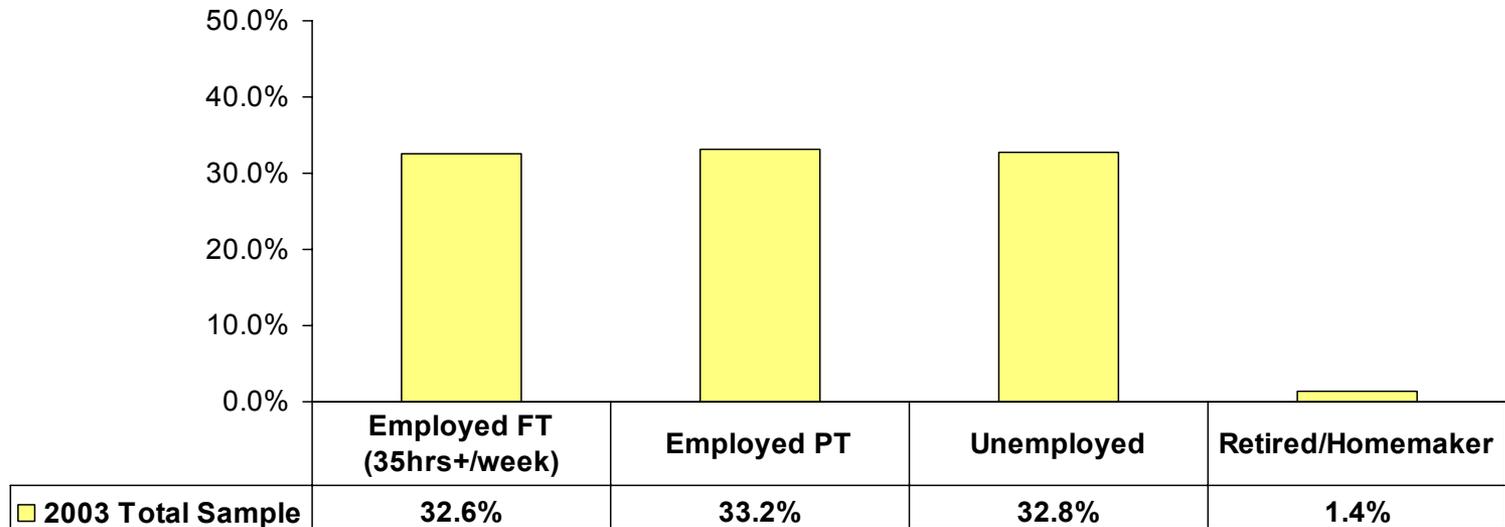
1997 Total Sample N=2000

*=2003 Data Significantly Different Than
1997 Data at the 95% Confidence Level

Employment Status

Q14. What is your employment status?

2003: About two-thirds of the sample (65.8%) are employed full-time or part-time, while 32.8% are unemployed and 1.4% are retired/homemaker.



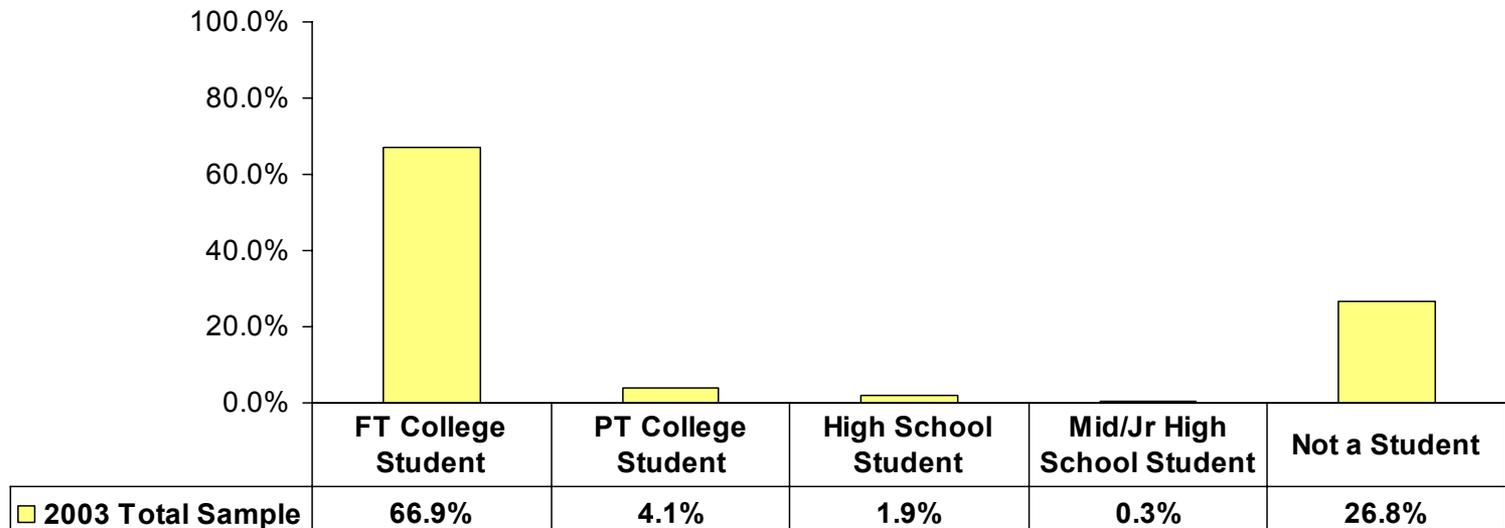
Sample Size

2003 Total Sample N=4948

Student Status

Q15. What is your student status?

2003: About three-fourths of passengers are students (73.2%) -- 66.9% are full-time college students, 4.1% are part-time college, 1.9% are high school students, and 0.3% are middle/junior high students. 26.8% are not a student.



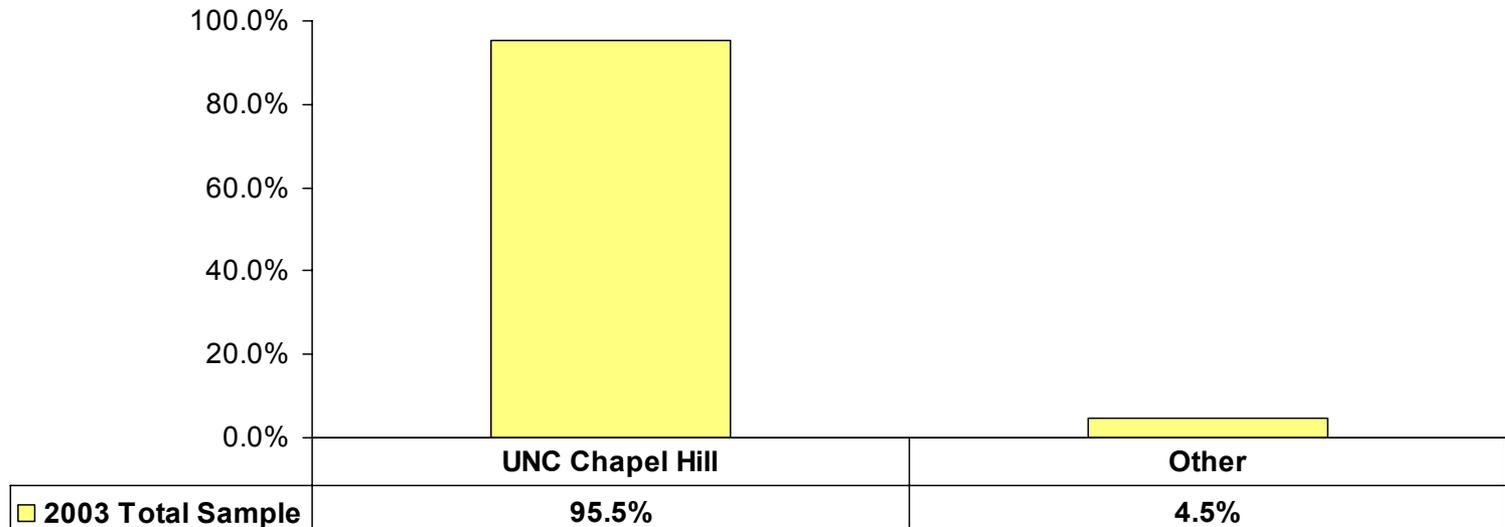
Sample Size

2003 Total Sample N=4572

Schools Attended

Q15. What is the name of the school you attend?

2003: Almost all of the students (95.5%) attend UNC Chapel Hill.



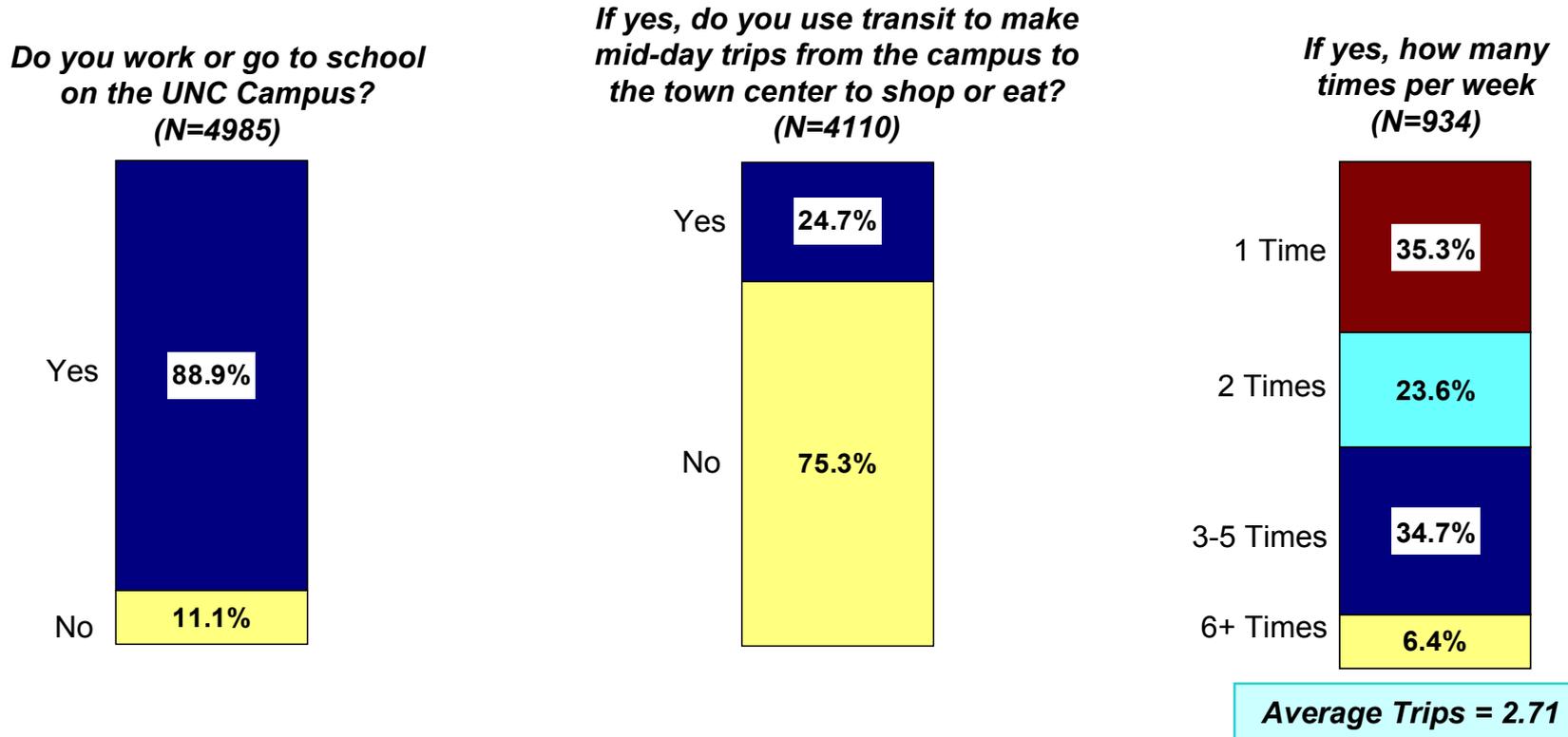
Sample Size

2003 Total Sample N=2938

UNC Campus Affiliation & Transit Travel to Town Center

Q16. Do you work or go to school on the UNC Campus? If yes, do you use transit to make mid-day trips from the campus to the town center to shop or eat? How many times each week?

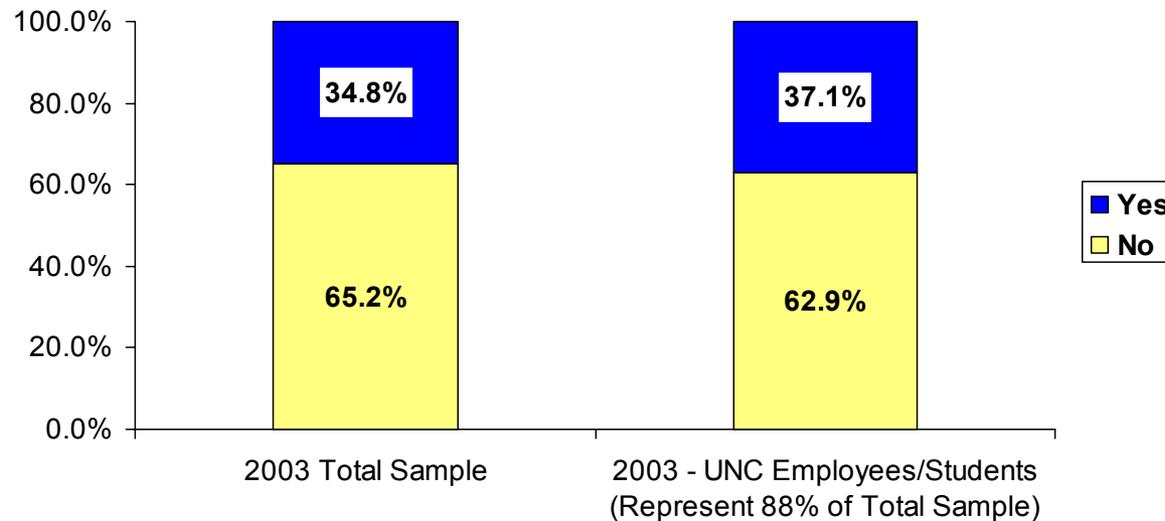
2003: The majority (88.9%) of the passengers work or go to school on the UNC campus. Of those who work or go to school on the UNC campus, 24.7% use transit to make mid-day trips from campus to the town center to shop or eat. Passengers who make trips to the town center, report making an average of 2.71 town center trips per week.



UNC Commuter Alternatives Program Awareness

Q17. Have you heard of the UNC Commuter Alternatives Program (CAP)?

2003: Among the total sample, 34.8% are aware of the UNC Commuter Alternatives Program (CAP). Awareness of the UNC Commuter Alternatives Program (CAP) is slightly higher among UNC employees and students (37.1% versus 34.8%).



Sample Size

2003 Total Sample

N=4982

2003 UNC Employees/Students

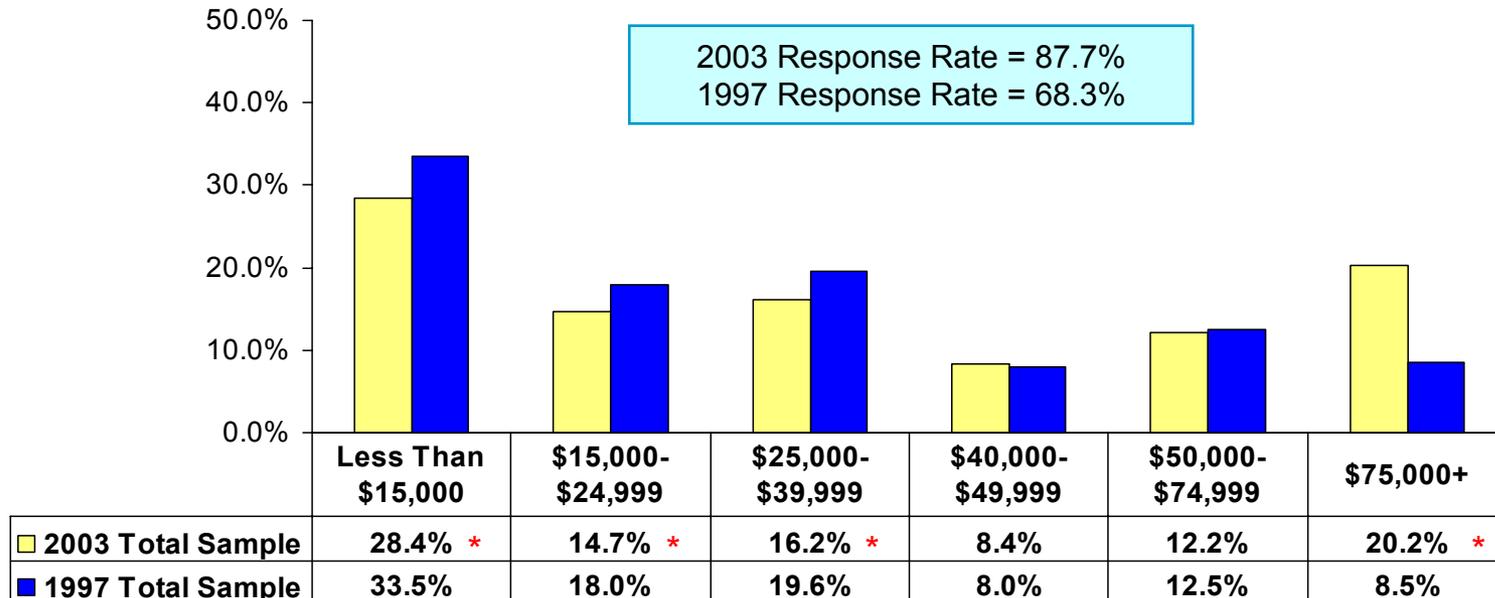
N=4386 (88% of total sample)

Income

Q18. The combined TOTAL ANNUAL INCOME of all members of your household is ...?

2003: Response rates were high for the income question -- out of 5184 passengers, 4547 (87.7%) answered the question. Of those who answered, 59.3% of passengers report a household income of \$39,999 or less while 40.7% report a household income of \$40,000 or more.

Change 1997 to 2003: Response rates in 2003 are much higher than in 1997. Additionally, in 2003 the percentage of passengers with household incomes of \$39,999 or less is significantly lower, while the percentage of passengers with household incomes of \$75,000 or more is significantly higher.



Sample Size

2003 Total Sample N=4547

1997 Total Sample N=1733

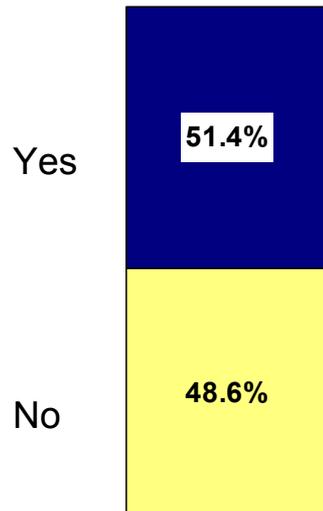
*=2003 Data Significantly Different Than 1997 Data at the 95% Confidence Level

Ridership Prior to January 2002

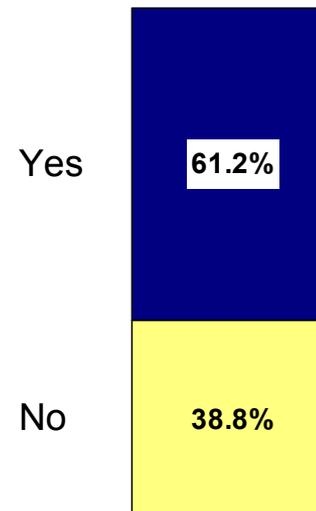
Q19. Did you live in the Chapel Hill area or attend UNC prior to 2002? If yes, did you ride Chapel Hill Transit at least occasionally prior to January 2002, before it was fare free?

2003: Just over half (51.4%) of the passengers say they lived in Chapel Hill or attended UNC prior to 2002. Of those who lived in Chapel Hill or attended UNC prior to 2002, 61.2% said they already rode Chapel Hill Transit before it became fare free.

Did you live in the Chapel Hill area
or attend UNC prior to 2002?
(N=4904)



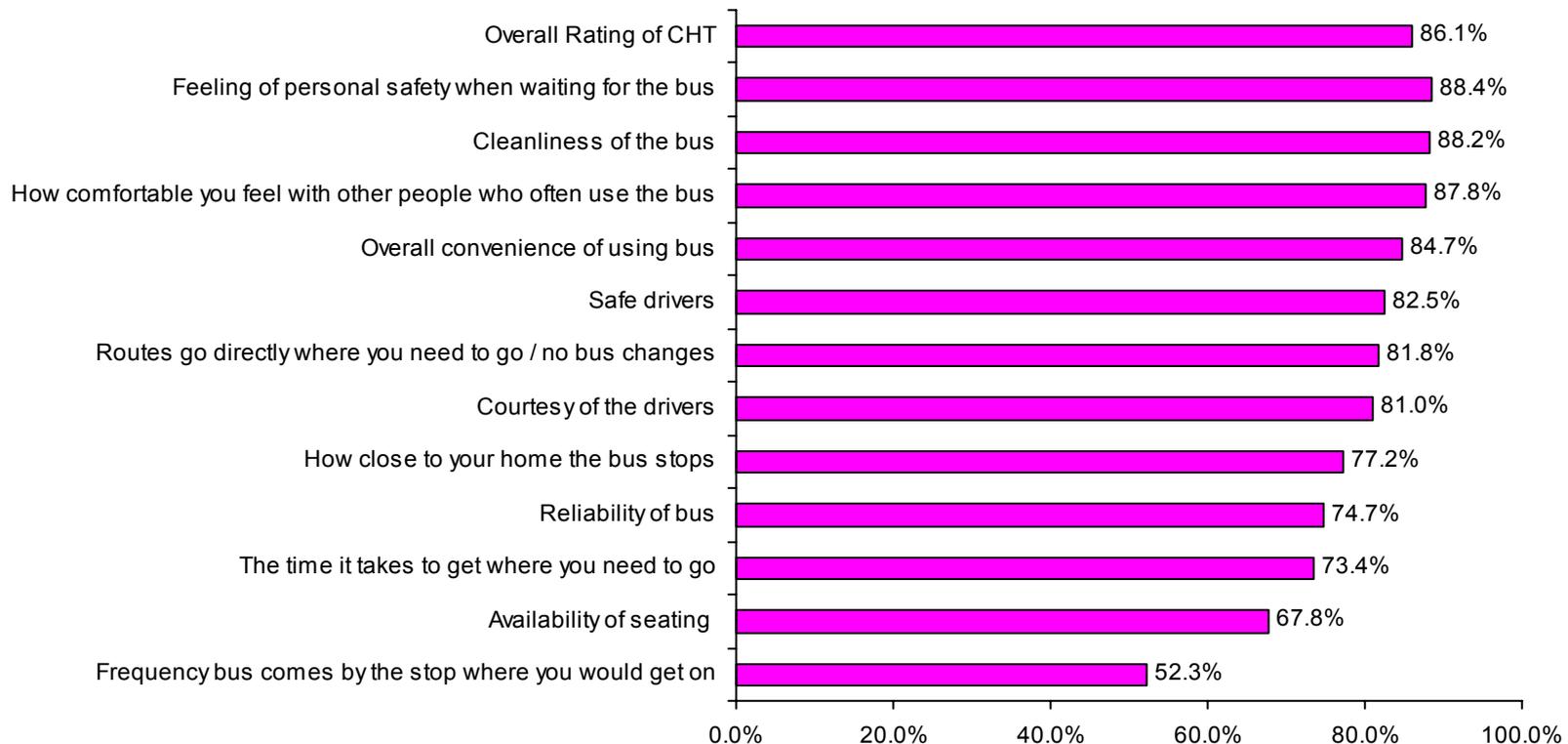
If yes, did you ride Chapel Hill Transit
at least occasionally prior to January
2002, before it was fare free?
(N=2305)



Satisfaction With CHT - Top-Two-Box Ratings (5/4)

Q20. Please rate each service attribute on a scale of 5 to 1 where 5 means you feel the condition or service is very good and 1 means you feel the condition or service is very poor.

2003: Satisfaction ratings for CHT are positive. CHT receives a top-two-box (very good 5/4) overall rating of 86.1%. CHT receives the highest top-two-box ratings on feeling of personal safety (88.4%), cleanliness of the bus (88.2%), and feeling comfortable with other riders (87.8%). CHT receives the lowest top-two-box ratings on frequency bus comes by stop where you would get on (52.3%) and availability of seating (67.8%). The two low top-two-box ratings indicate a need for expanded service.



Sample Size

2003 Total Sample N=Varies Ranges is 4695 to 4895

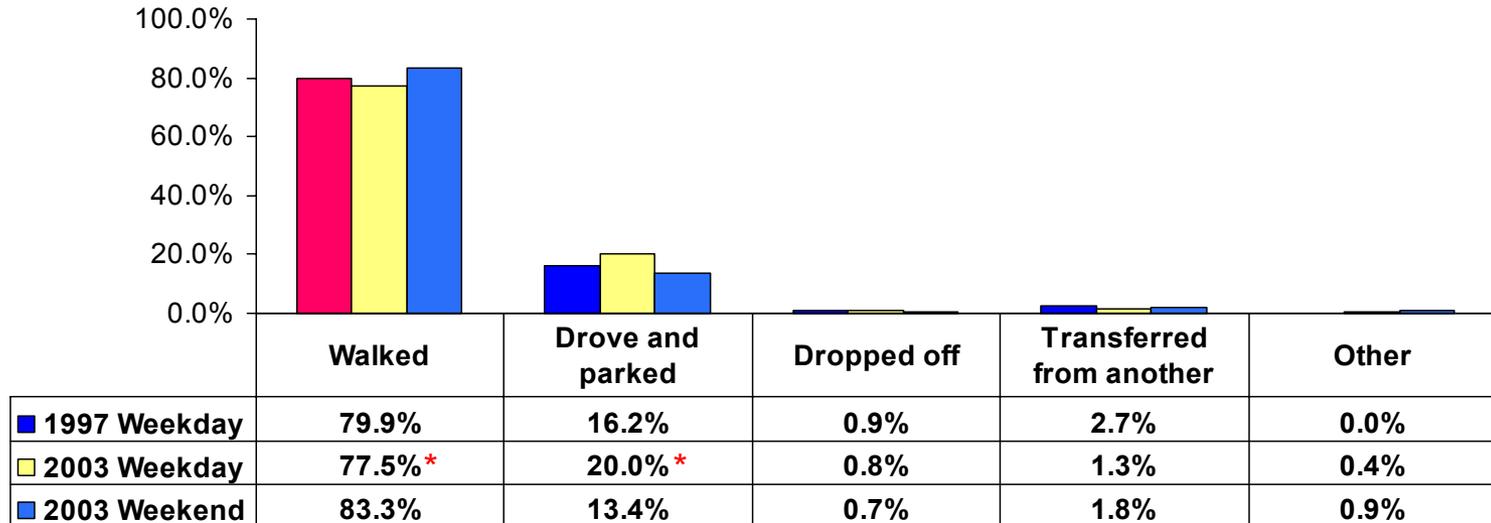
Detailed Results

Weekday Sample versus Weekend Sample

Mode of Access to Bus

Q3. How did you get to this bus?

Weekday passengers report a significantly lower number of walked trips and a significantly higher number of drove and parked trips as modes of access.



Sample Size

Weekday Sample N=3902

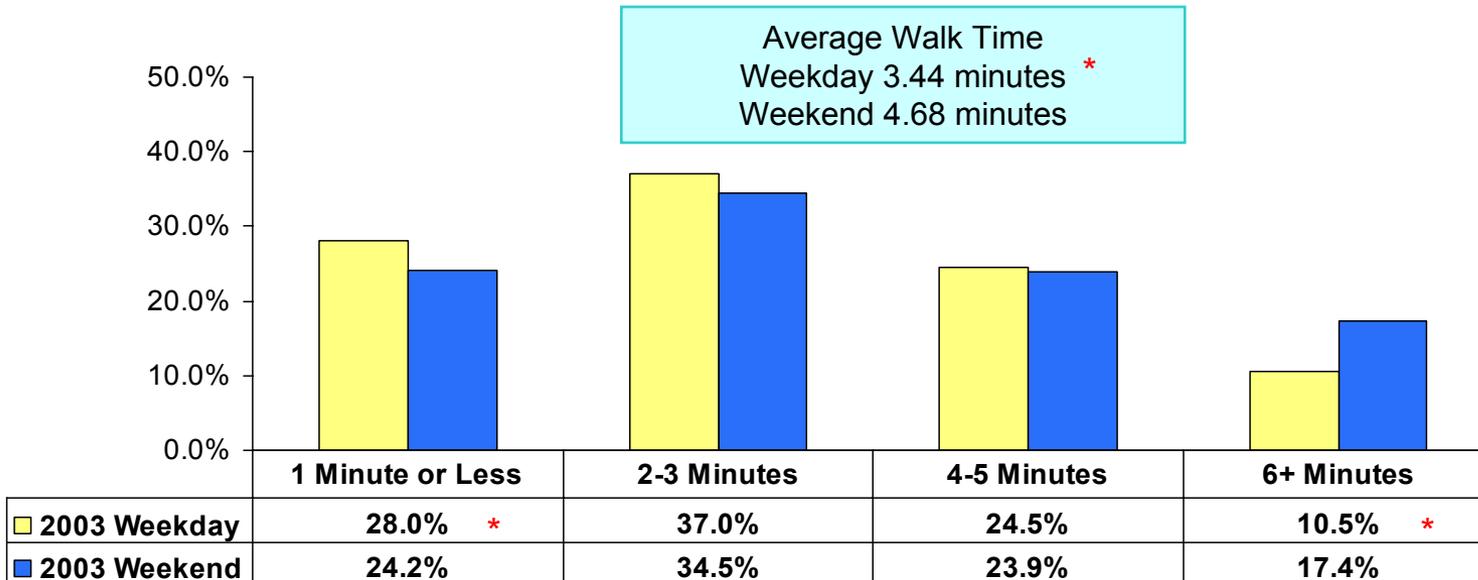
Weekend Sample N=1061

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Mode of Access to Bus - Additional Walk Detail

Q3. Minutes walked?

The average weekday walk time is significantly lower than the average weekend walk time (3.44 minutes versus 4.68 minutes respectively).



Sample Size

Weekday Sample N=2691

Weekend Sample N=756

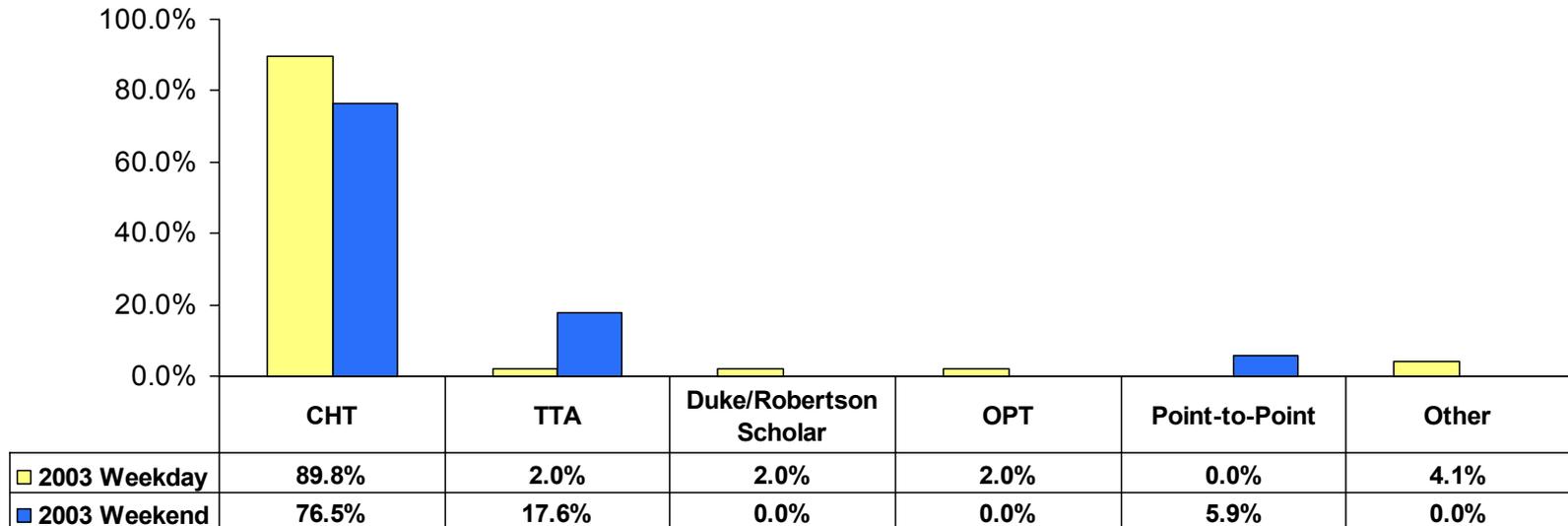
*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Mode of Access to Bus - Additional Transit Detail

Q3. What kind of bus did you transfer from?

Weekday and weekend system transfers are statistically similar.

Kind of Bus Passenger Transferred From



Sample Size

Weekday Sample N=49

Weekend Sample N=17

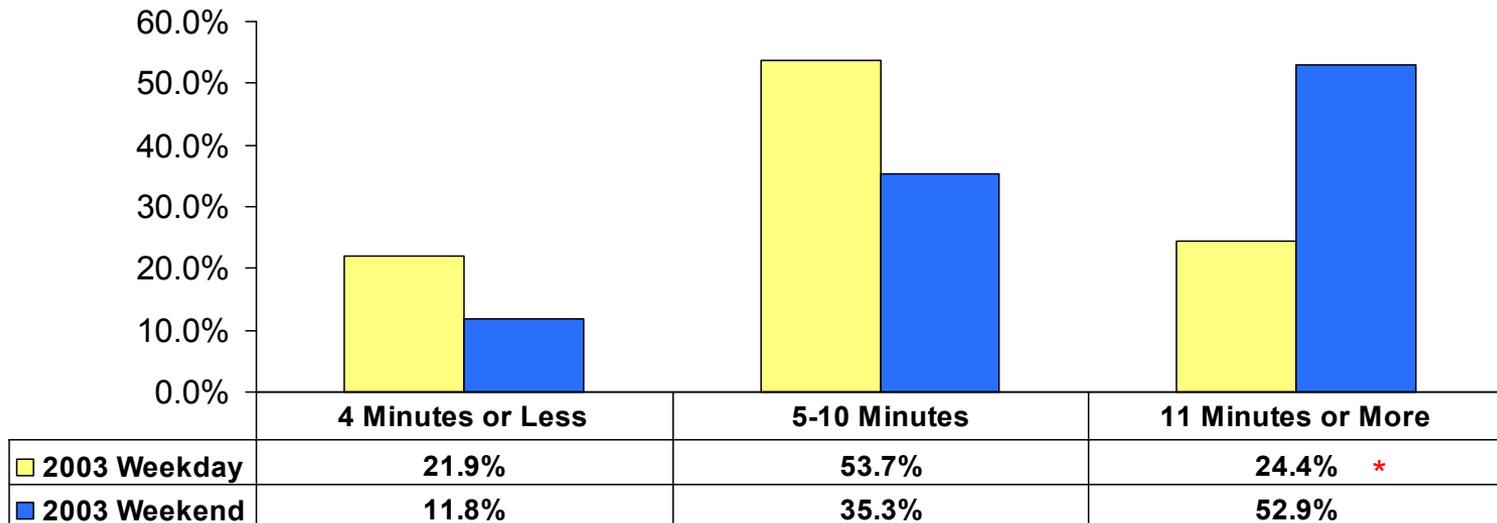
No Significant Differences Exist

Mode of Access to Bus - Additional Transit Detail

Q3. How many minutes did you wait to get on this bus?

The average weekday wait time is significantly lower than the average weekend wait time (9.95 minutes versus 19.18 minutes respectively).

Average Wait for Bus
 Weekday - 9.95 minutes *
 Weekend - 19.18 minutes



Sample Size

Weekday Sample N=41

Weekend Sample N=17

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Origin Trip Purpose

Q4. Where did you come from before you got on this bus?

Weekday and weekend trip origins vary greatly. Weekday passengers report a significantly higher number of home and work trip origins and a significantly lower number of UNC, eat a meal, shop, personal business, and other trip origins.



Sample Size

Weekday Sample N=3966

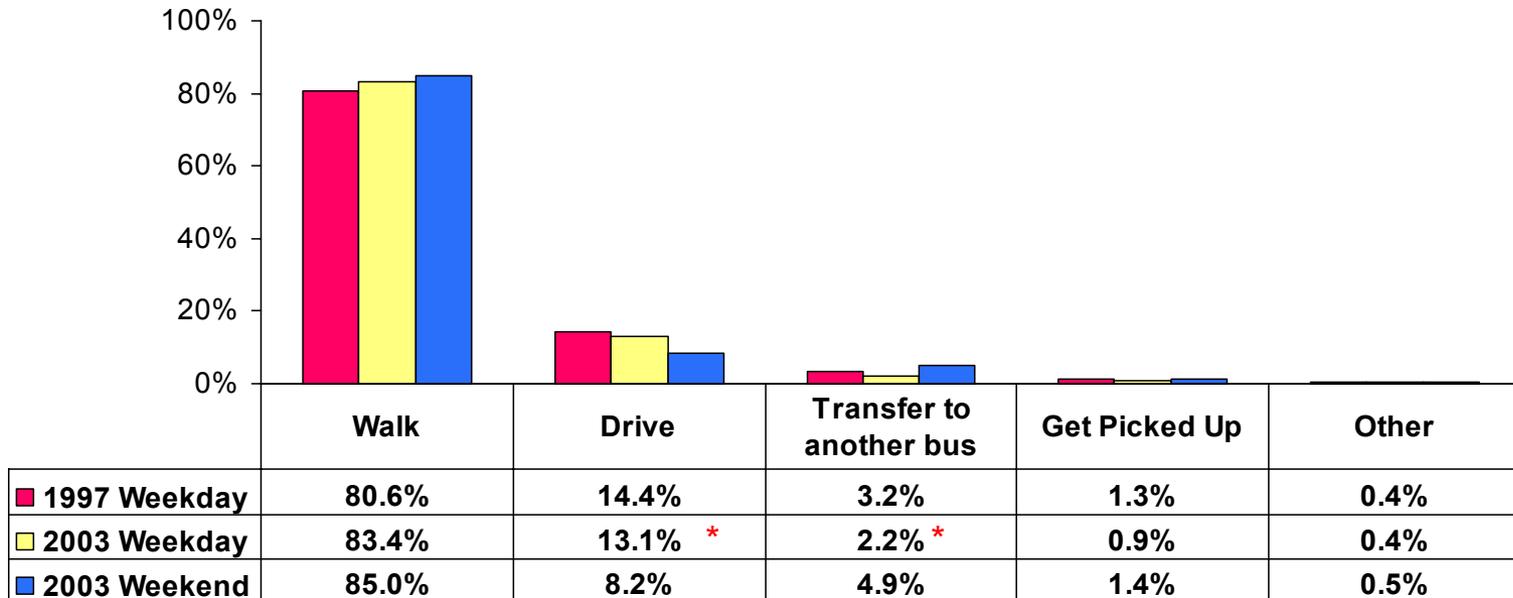
Weekend Sample N=1088

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Mode of Egress from Bus

Q6. How will you get to where you are going after leaving this bus?

Weekday passengers report a significantly higher number of drive trips and a significantly lower number of transfer to another bus trips as modes of egress.



Sample Size

Weekday Sample N=3918

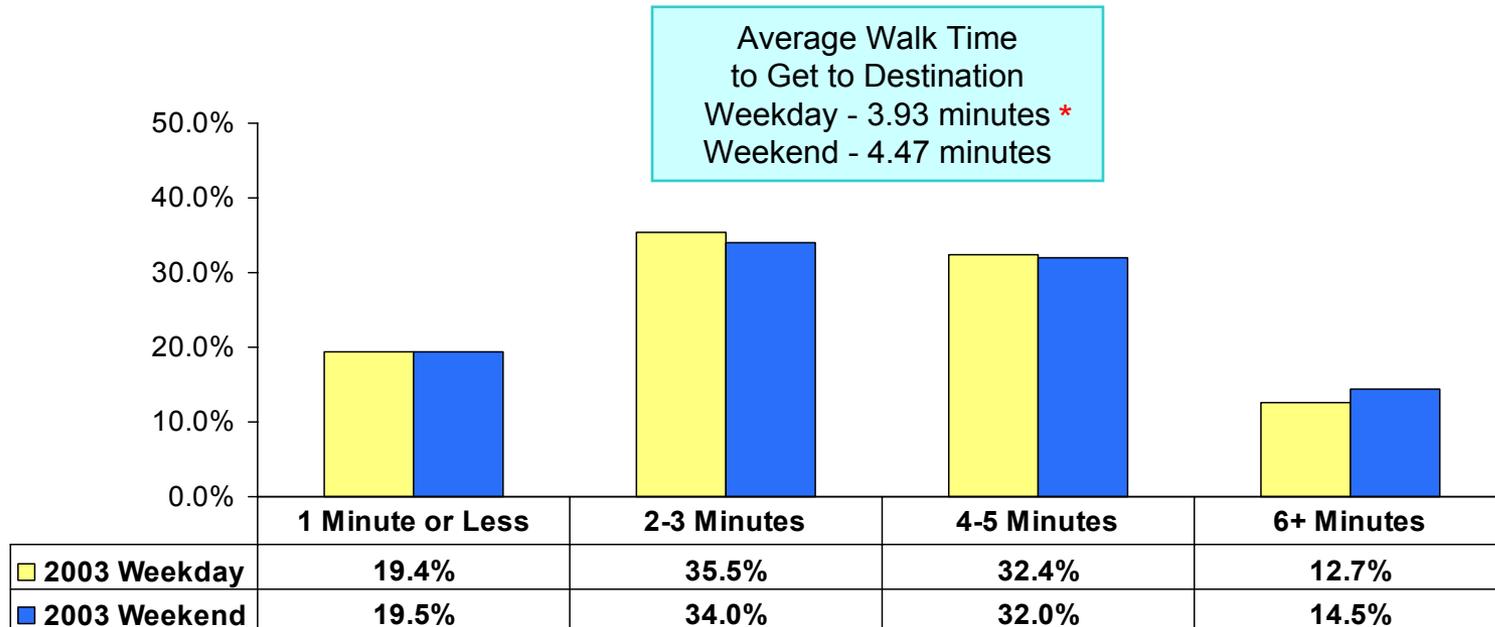
Weekend Sample N=1044

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Mode of Egress from Bus - Additional Walk Detail

Q6. Minutes walked?

The average weekday walk time is significantly lower than the average weekend walk time (3.93 minutes versus 4.47 minutes respectively).



Sample Size

Weekday Sample N=3039

Weekend Sample N=802

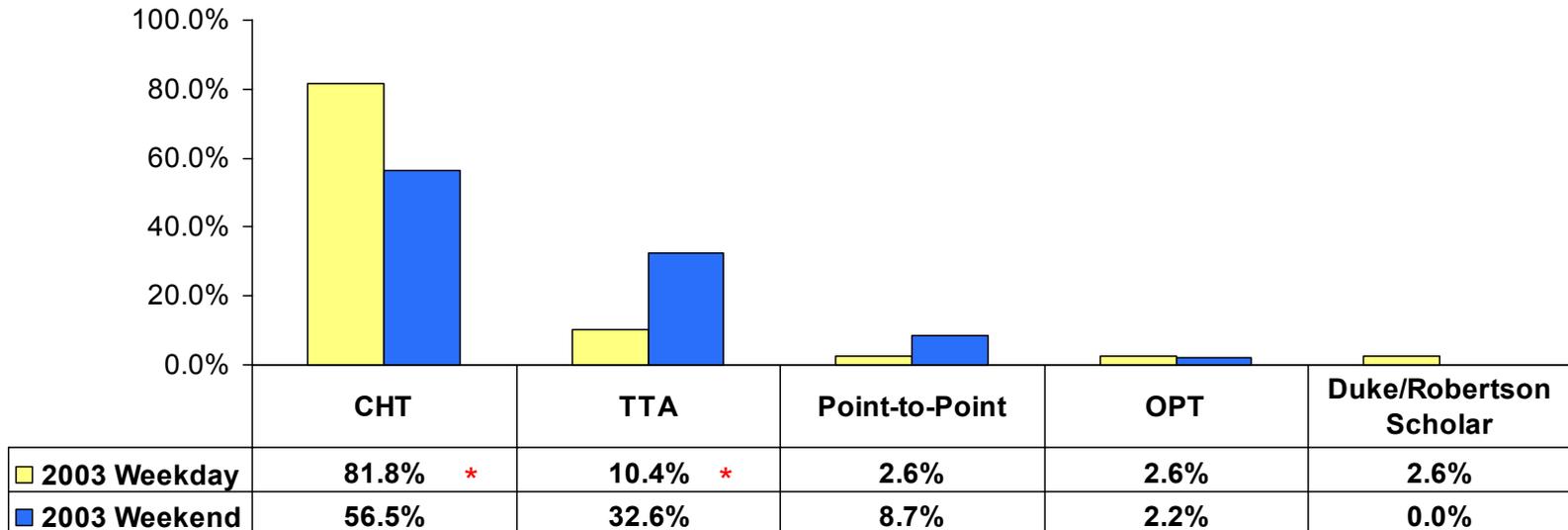
*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Mode of Egress from Bus - Additional Transit Detail

Q6. What kind of bus will you transfer to?

Weekday passengers report a significantly higher number of CHT transfers and a significantly lower number of TTA transfers.

Kind of Bus Passenger Will Transfer To



Sample Size

Weekday Sample N=77

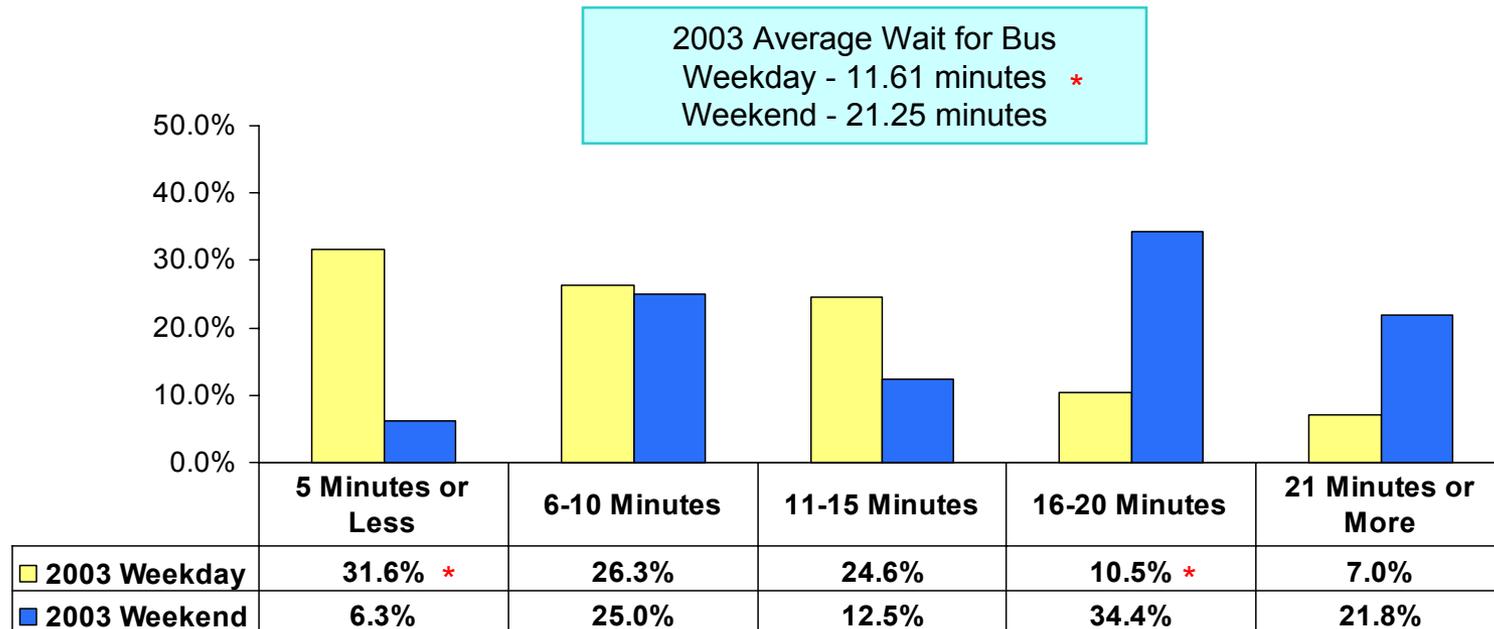
Weekend Sample N=46

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Mode of Egress from Bus - Additional Transit Detail

Q6. How many minutes will you wait to get on your next bus?

The average weekday wait time is significantly lower than the average weekend wait time (11.61 minutes versus 21.25 minutes respectively).



Sample Size

Weekday Sample N=57

Weekend Sample N=32

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Destination Trip Purpose

Q5. Where are you going after you get off this bus?

Weekday and weekend trip destinations vary greatly. Weekday passengers report a significantly higher number of UNC, home, and work trip destinations and a significantly lower number of eat a meal, shop, personal business, and other trip destinations.



Sample Size

Weekday Sample N=3970

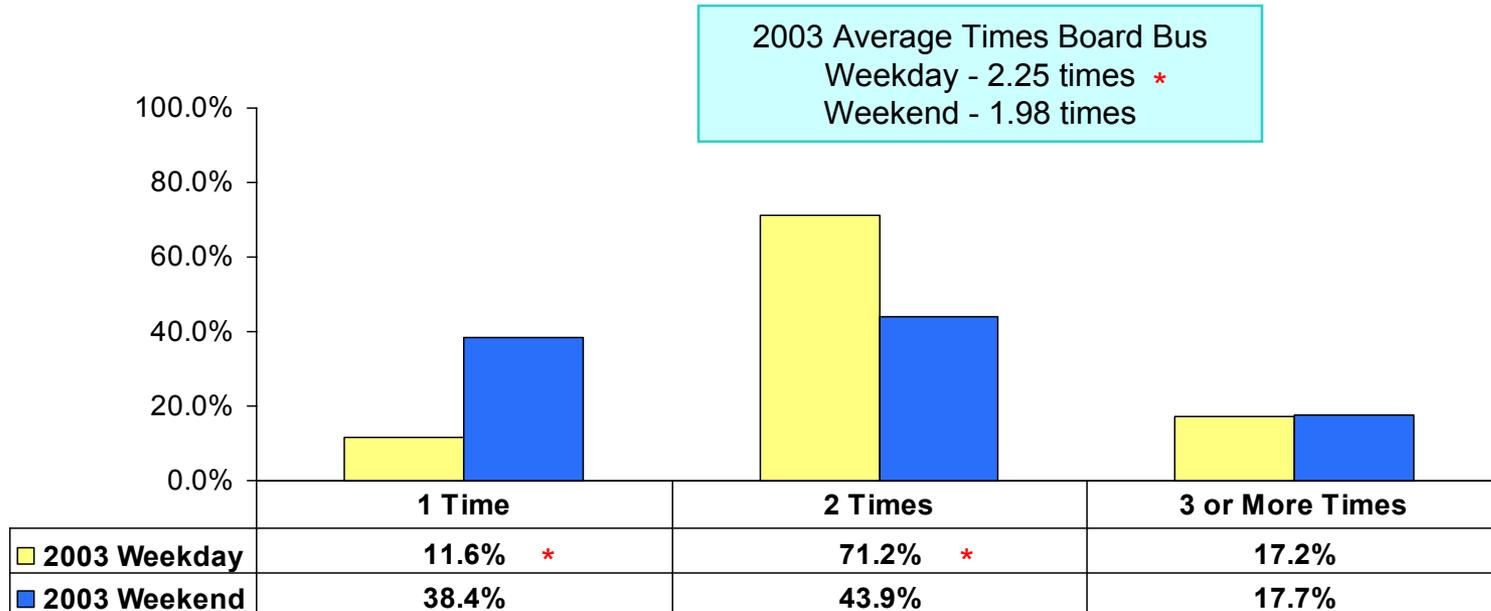
Weekend Sample N=1087

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Time Passenger Will Ride the Bus Today

Q7. How many times will you ride the bus (board a bus) today?

Average weekday boardings are significantly higher than average weekend boardings (2.25 times versus 1.98 times respectively).



Sample Size

Weekday Sample N=3965

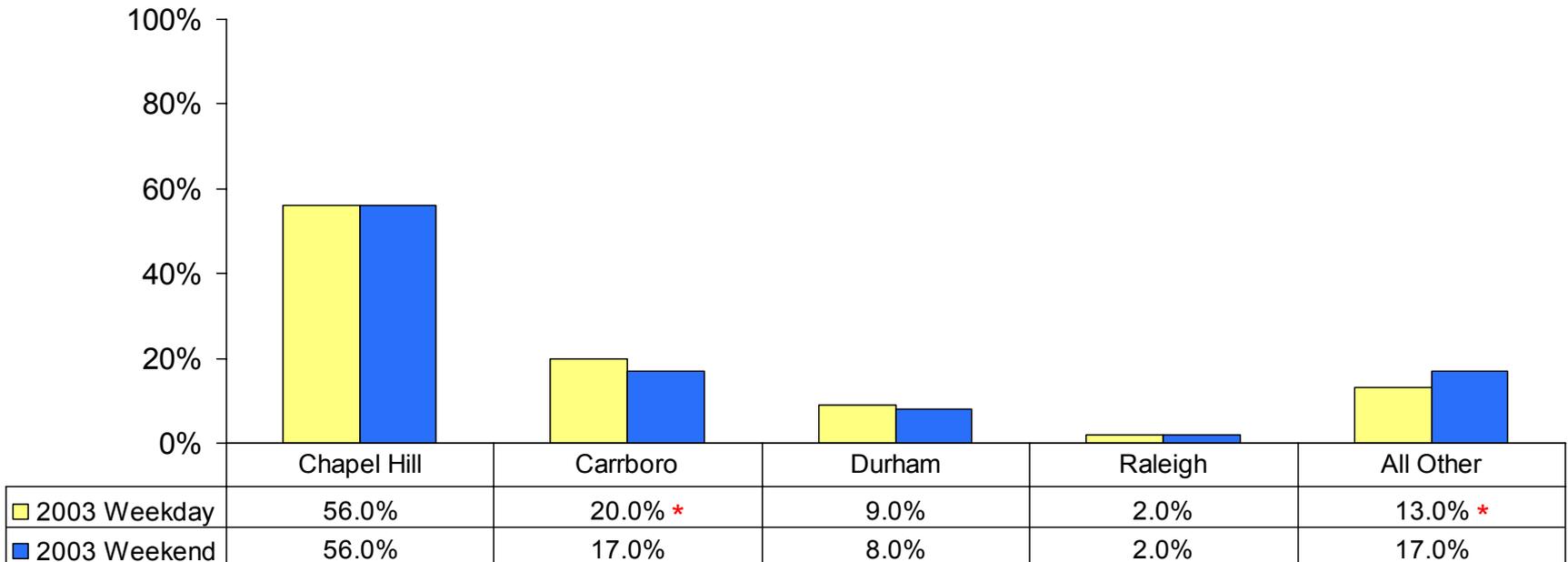
Weekend Sample N=1064

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Home City/Town

Q21. In which city/town do you live?

A similar number of Chapel Hill, Durham, and Raleigh residents ride the bus on weekdays and weekends. However, weekdays draw a significantly higher number of Carrboro residents, while weekends draw a significantly higher number of 'other area' residents.



Sample Size

Weekday Sample N=3792

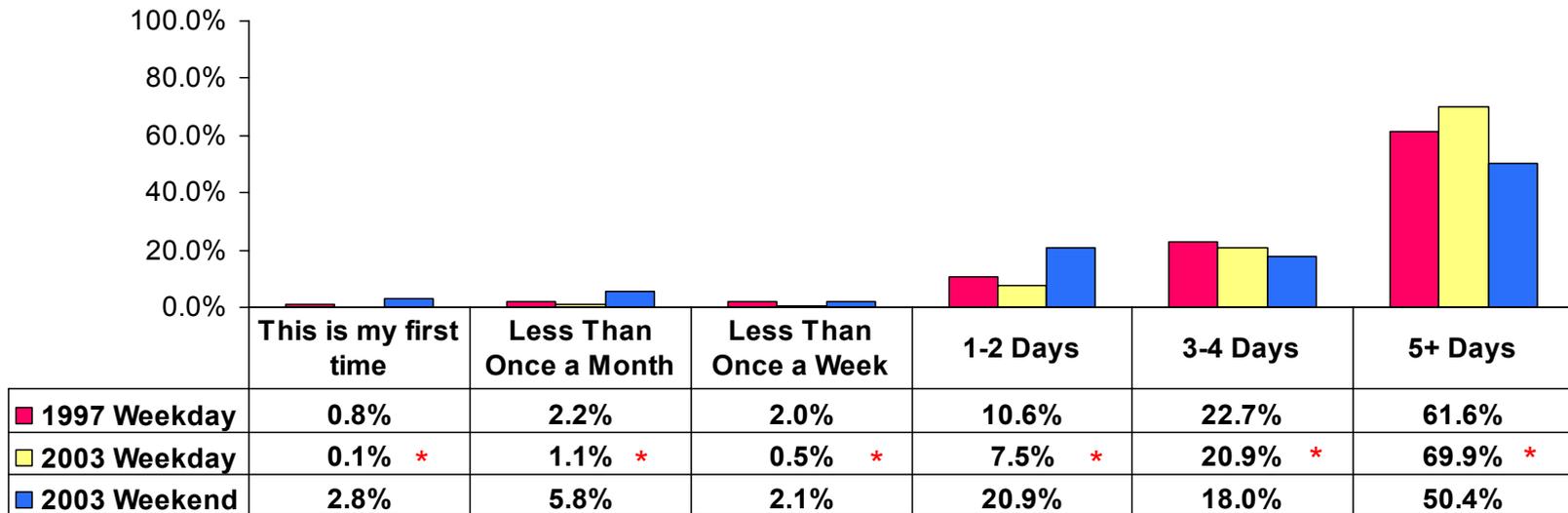
Weekend Sample N=915

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Transit Usage

Q8. How many days per week do you usually ride the bus?

Weekday passengers are significantly more likely to say they ride the bus 3 or more days a week and significantly less likely to say they ride it 2 or less days a week.



Sample Size

Weekday Sample N=4006

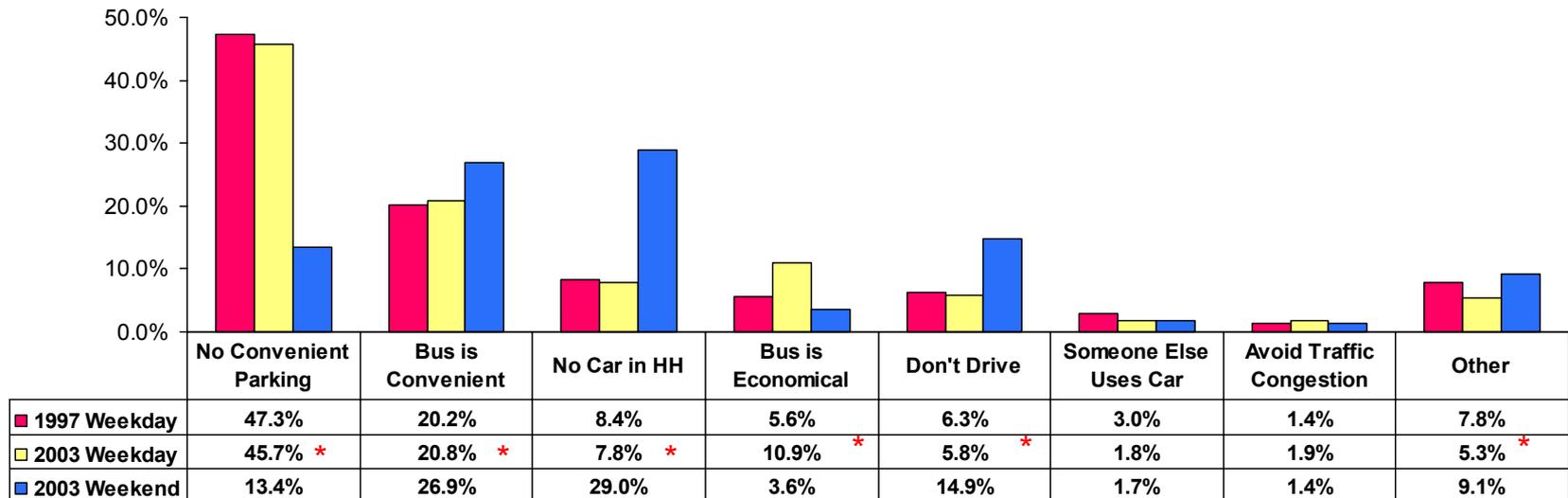
Weekend Sample N=1088

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Reasons for Using Chapel Hill Transit

Q9. What is the most important reason you ride Chapel Hill Transit (CHT)?

Weekday and weekend reasons for using CHT also vary greatly. Weekday passengers are significantly more likely to say *no convenient parking* and *bus is economical* and significantly less likely to say *bus is convenient*, *no car in household*, and *don't drive* as the most important reason for using CHT.



Sample Size

Weekday Sample N=3847

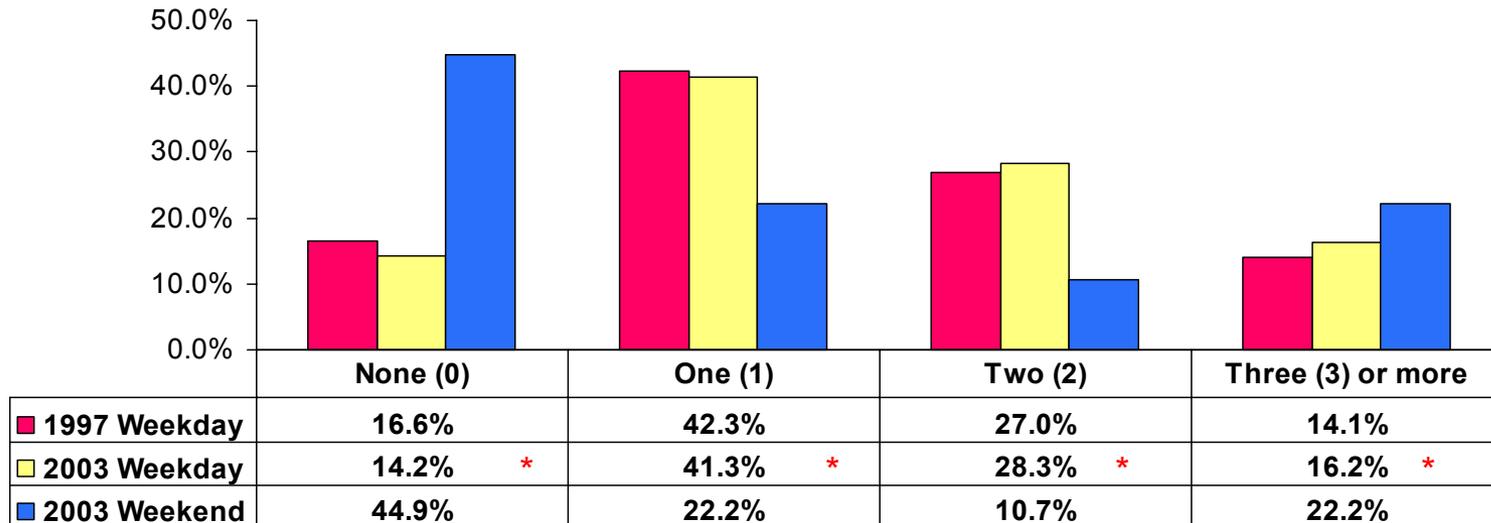
Weekend Sample N=1038

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Motor Vehicle Availability

Q10. How many motor vehicles (cars, trucks, vans, motorcycles, etc.) in running condition are at your home?

The number of vehicles in the household varied in every size category for weekday and weekend passengers. Weekday passengers are significantly more likely to have 1 or 2 vehicles and significantly less likely to have 0 or 3 or more vehicles.



Sample Size

Weekday Sample N=3975

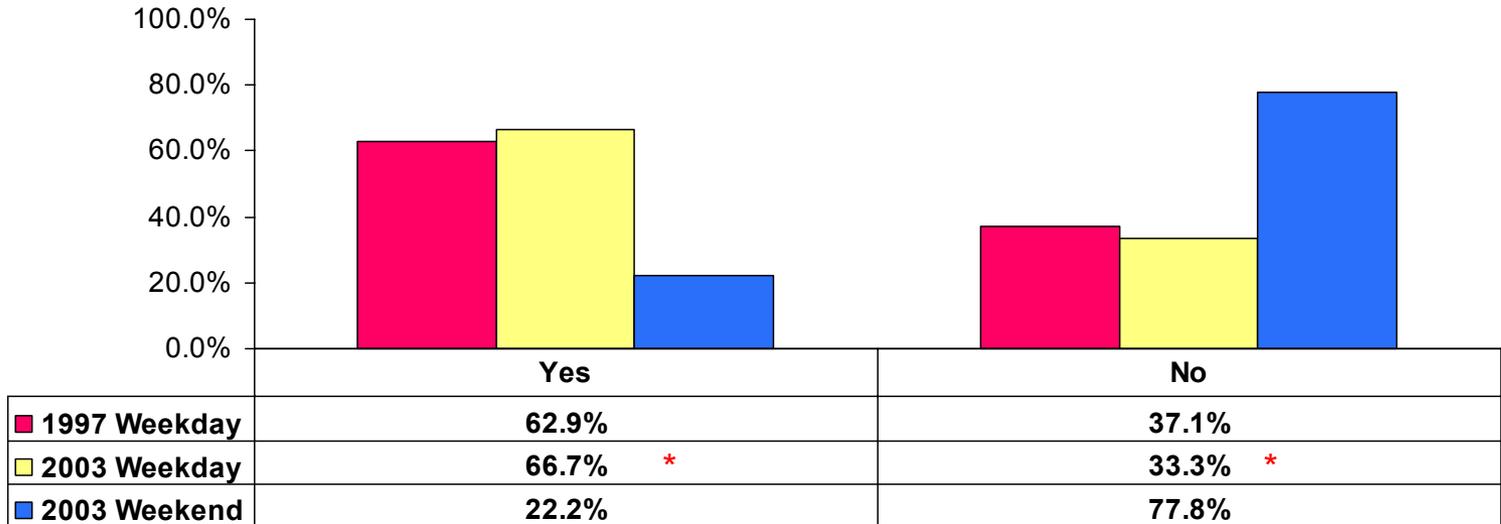
Weekend Sample N=1072

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Motor Vehicle Availability

Q11. Was a motor vehicle available to you for making this trip?

Weekday passengers are significantly more likely to say they had a motor vehicle available to them for making their trip.



Sample Size

Weekday Sample N=3966

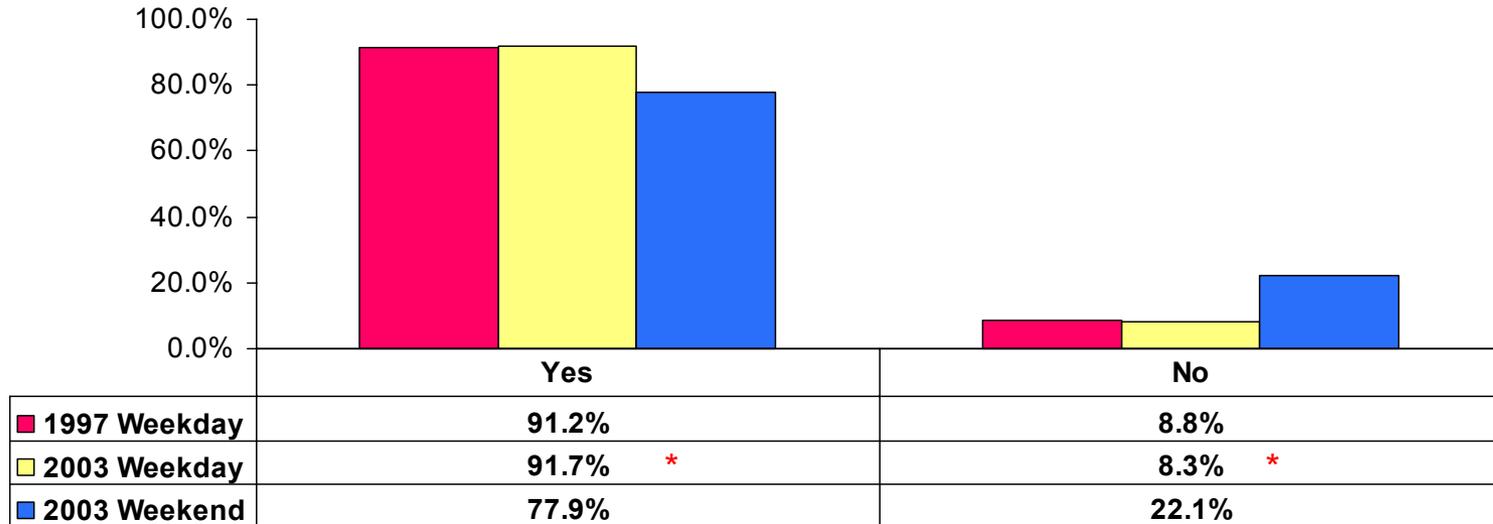
Weekend Sample N=1059

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Valid Drivers License

Q12. Do you have a valid driver's license?

Weekday passengers are significantly more likely to say they have a valid drivers license.



Sample Size

Weekday Sample N=3989

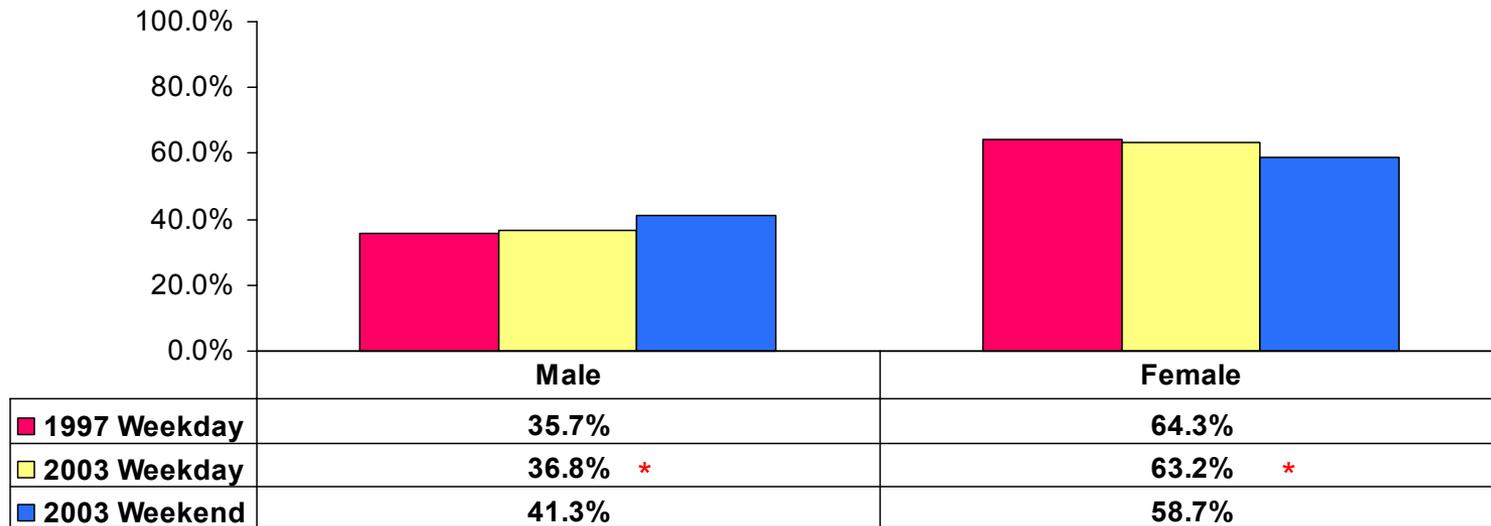
Weekend Sample N=1070

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Gender

Q13. Are you male or female?

Weekday passengers are significantly more likely to be female.



Sample Size

Weekday Sample N=3950

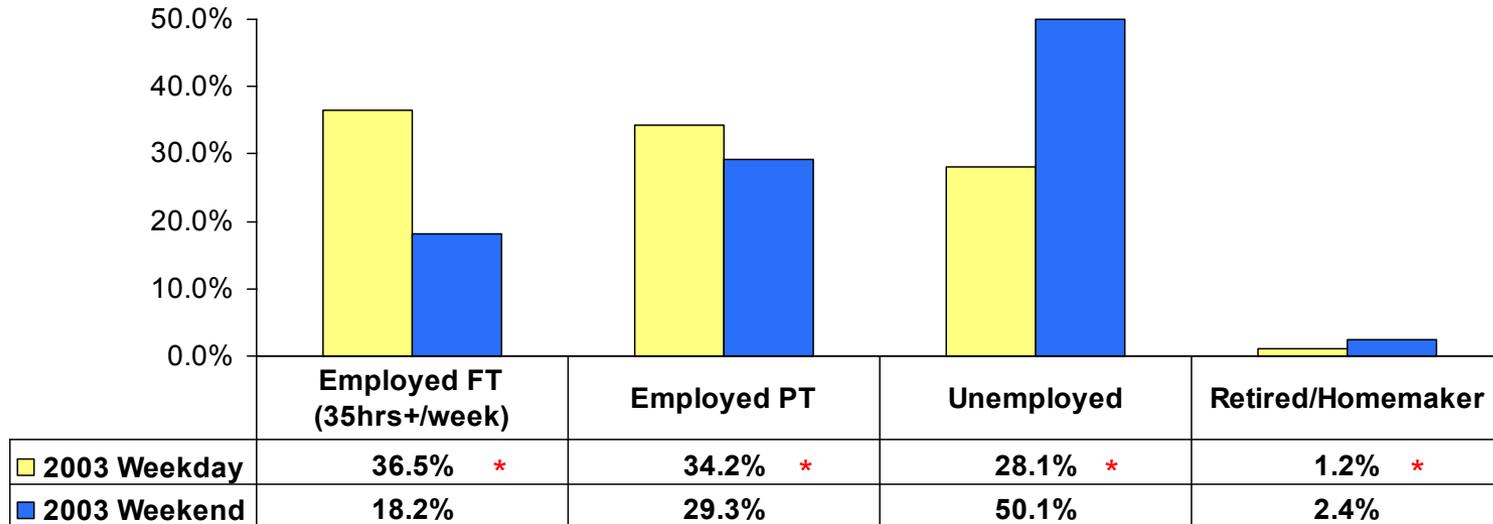
Weekend Sample N=1065

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Employment Status

Q14. What is your employment status?

Weekday passengers are significantly more likely to be employed and significantly less likely to be unemployed or retired/homemaker.



Sample Size

Weekday Sample N=3897

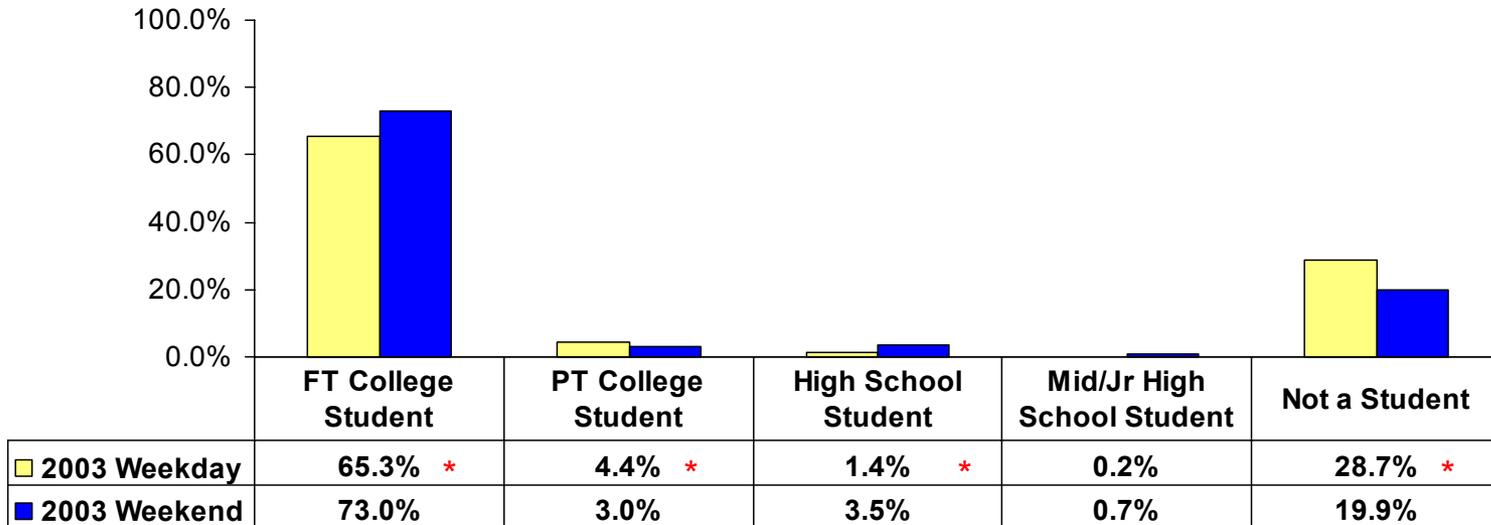
Weekend Sample N=1051

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Student Status

Q15. What is your student status?

Students represent a higher percentage of riders on weekends than weekdays.



Sample Size

Weekday Sample N=3592

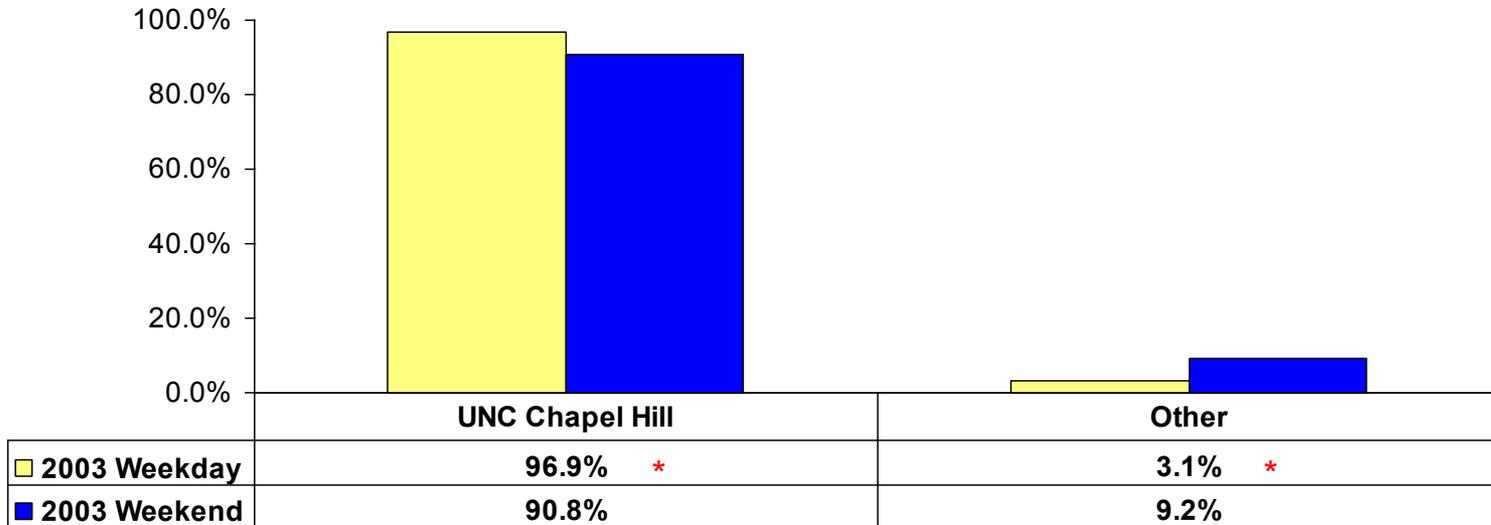
Weekend Sample N=980

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Schools Attended

Q15. What is the name of the school you attend?

Of those who say they are a student, weekday student passengers are significantly more likely to be UNC Chapel Hill students.



Sample Size

Weekday Sample N=2288

Weekend Sample N=650

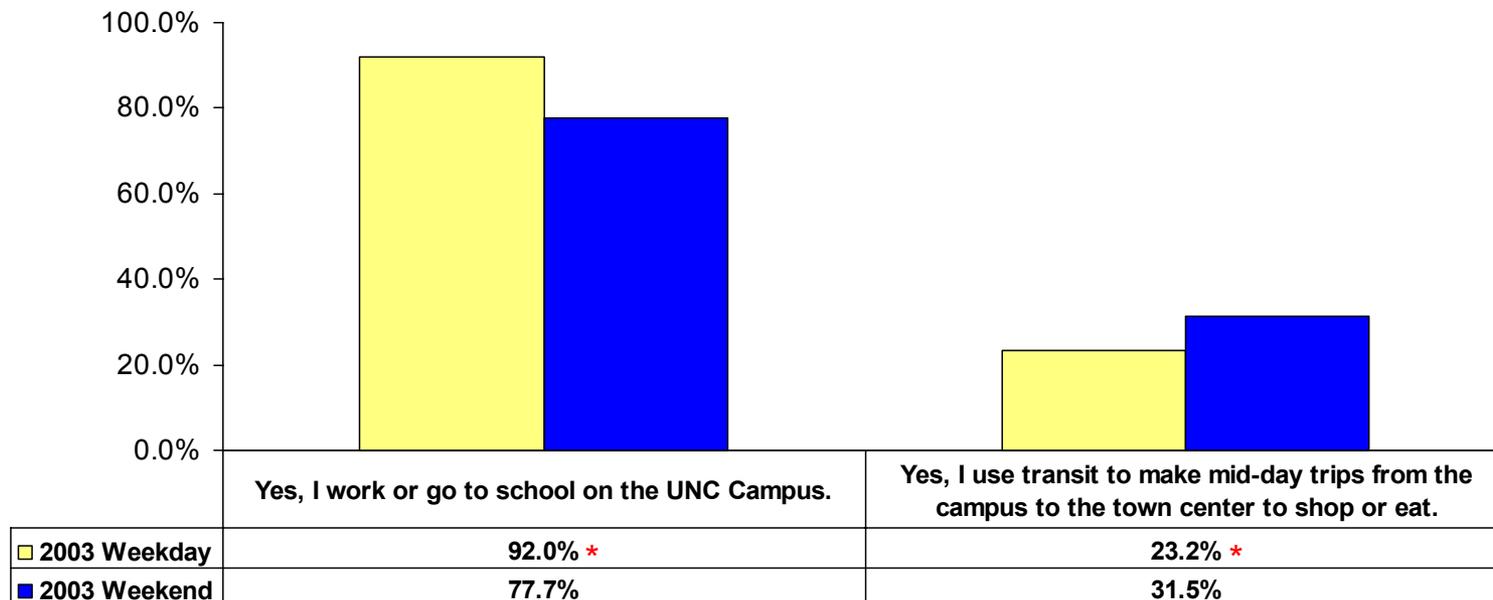
*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

UNC Campus Affiliation & Transit Travel to Town Center

Q16. Do you work or go to school on the UNC Campus? If yes, do you use transit to make mid-day trips from the campus to the town center to shop or eat?

Weekday passengers are significantly more likely to be UNC Chapel Hill students or employees.

Of those who say they are a UNC Chapel Hill student or employee, weekday student/employee passengers are significantly less likely to say they use transit to make mid-day trips from campus to the town center to shop or eat.



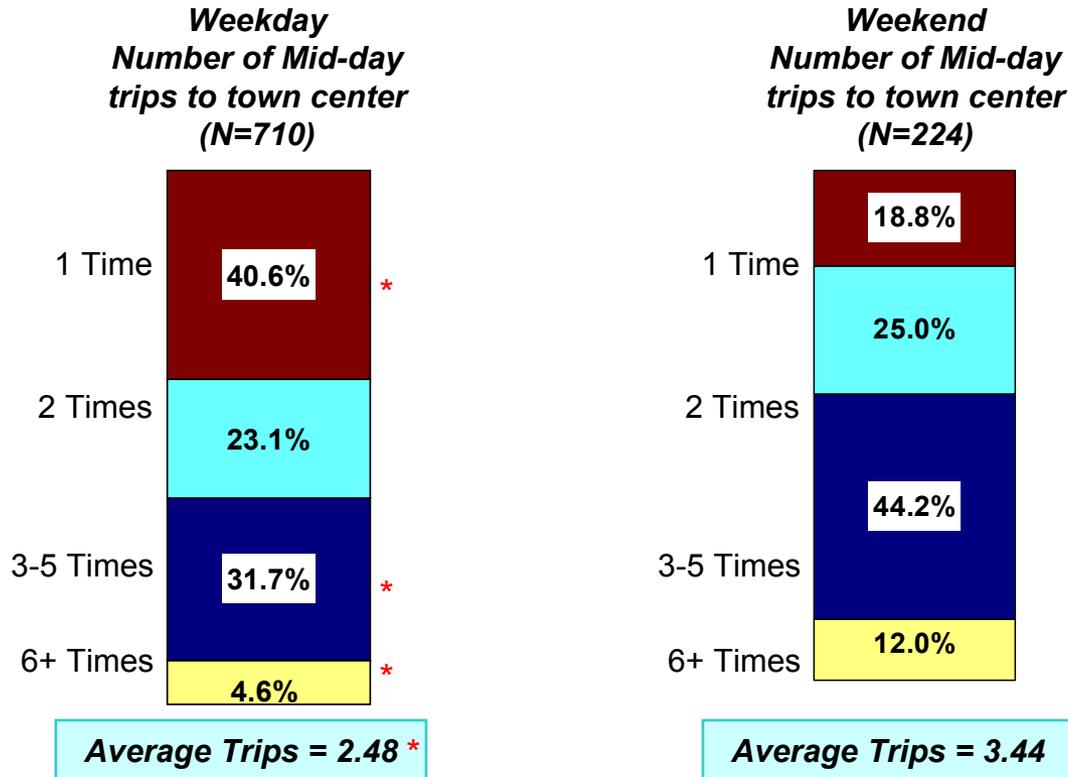
Sample Size	Weekday	Weekend
Work/School on UNC Campus	N=3929	N=1056
Use Transit for Mid-day trips	N=3354	N=756

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

UNC Campus Affiliation & Transit Travel to Town Center

Q16. How many times each week?

Weekday passengers report a significantly lower number of transit mid-day trips from campus to the town center.

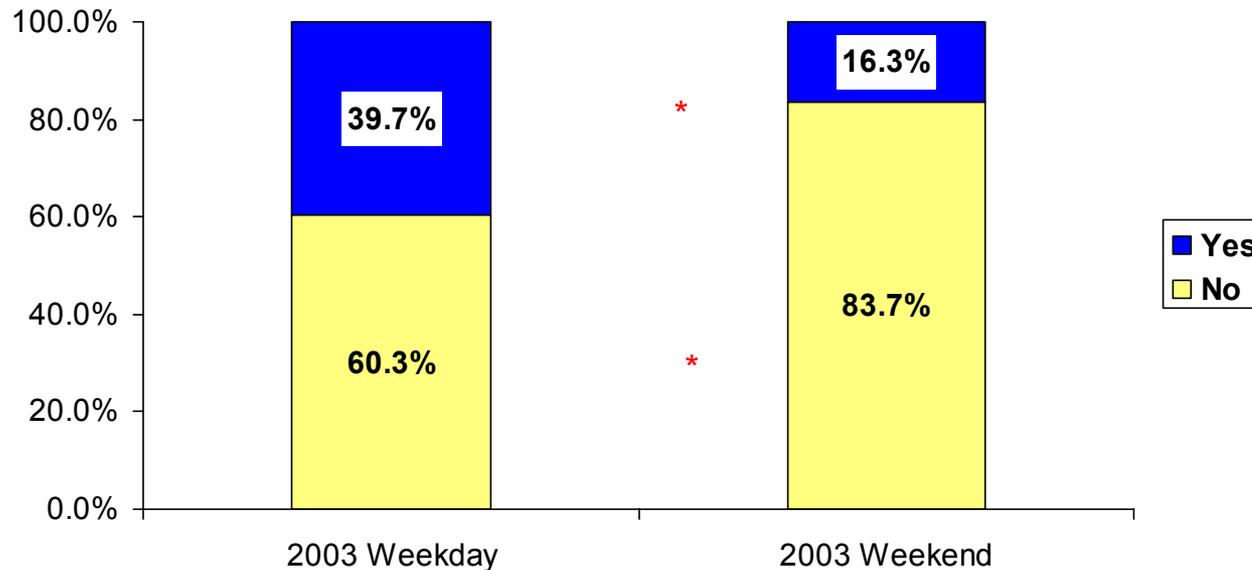


*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

UNC Commuter Alternatives Program Awareness

Q17. Have you heard of the UNC Commuter Alternatives Program (CAP)?

Awareness of the UNC Commuter Alternatives Program (CAP) is significantly higher among weekday passengers.



Sample Size

2003 Weekday Sample N=3934

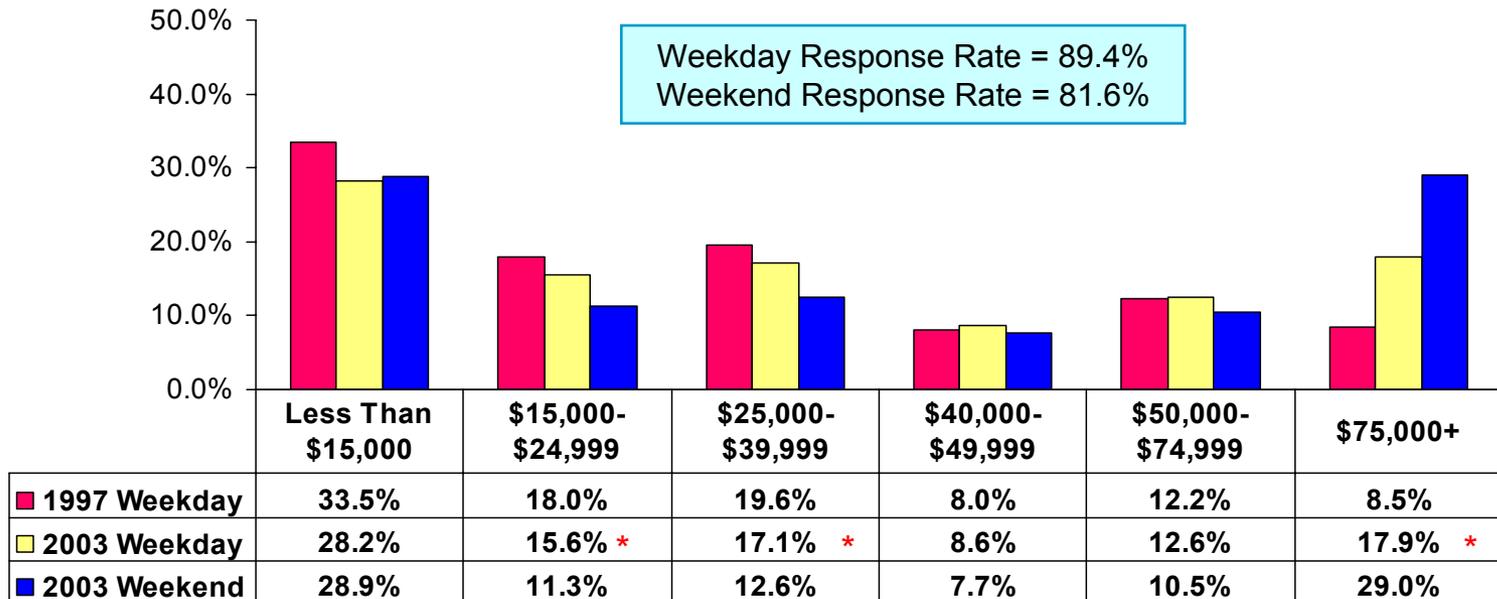
2003 Weekend Sample N=1048

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Income

Q18. The combined TOTAL ANNUAL INCOME of all members of your household is ...?

Response rates to the income questions was slightly higher on weekdays. Weekday passengers are significantly more likely to report household incomes of \$15,000-39,999 and significantly less likely to report household incomes of \$75,000 or more.



Sample Size

Weekday Sample N=3633

Weekend Sample N=914

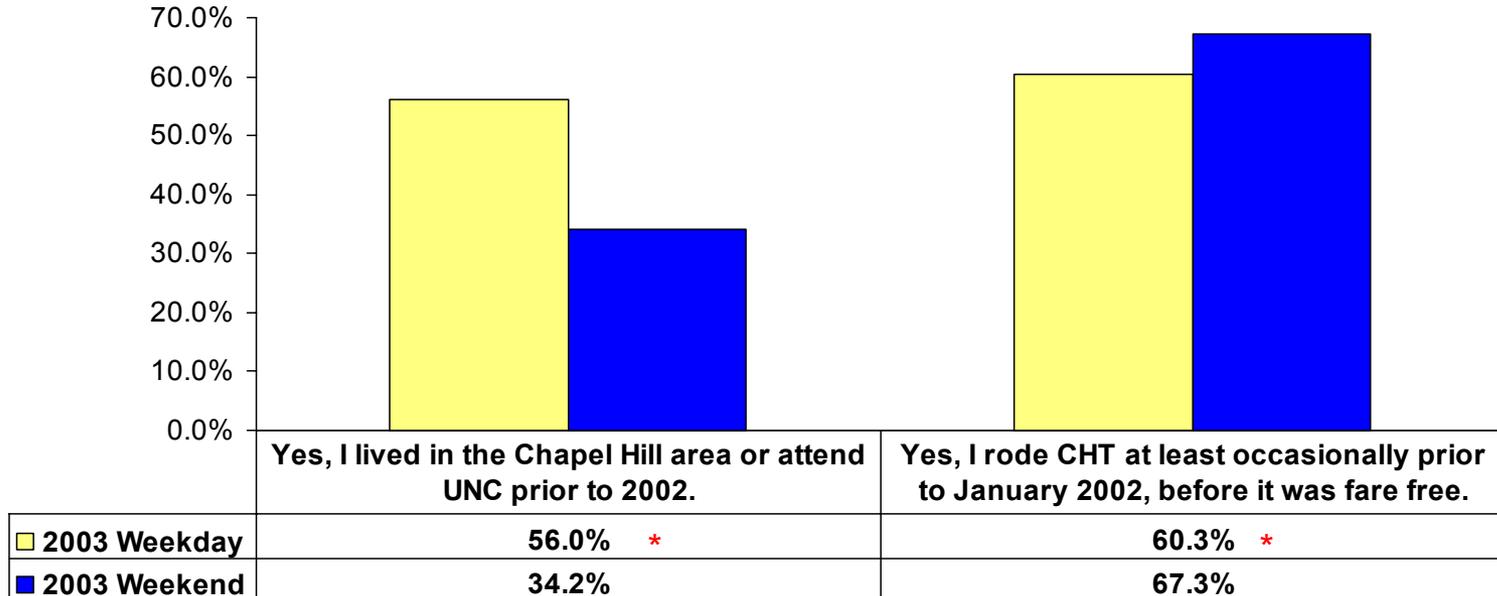
*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Ridership Prior to January 2002

Q19. Did you live in the Chapel Hill area or attend UNC prior to 2002? If yes, did you ride Chapel Hill Transit at least occasionally prior to January 2002, before it was fare free?

Weekday passengers are significantly more likely to have lived in the Chapel Hill area or attended UNC prior to 2002.

Weekday passengers who lived in the Chapel Hill area or attended UNC prior to 2002 are significantly less likely to say they rode CHT before it was fare free.



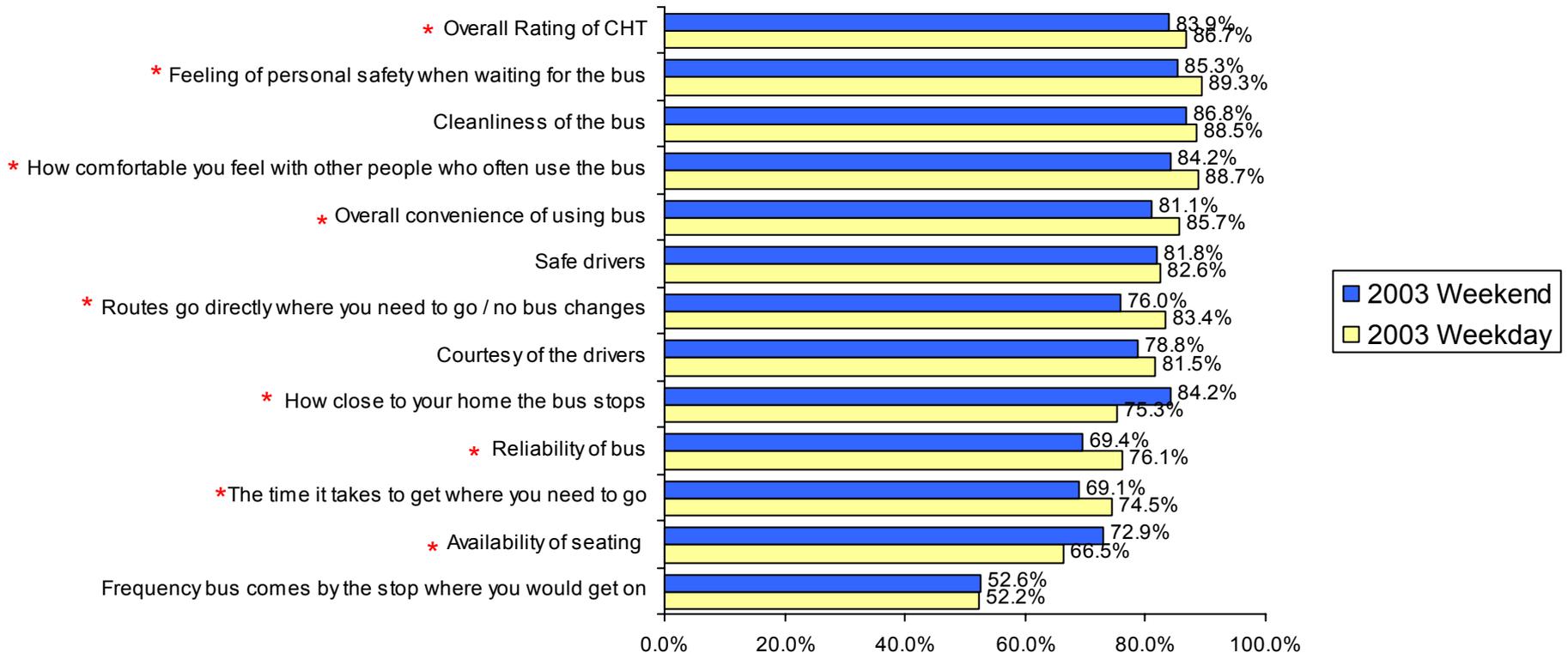
Sample Size	Weekday	Weekend
Work/School on UNC Campus	N=3882	N=1022
Use Transit for Mid-day trips	N=1996	N=309

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Satisfaction With CHT - Top-Two-Box Ratings (5/4)

Q20. Please rate each service attribute on a scale of 5 to 1 where 5 means you feel the condition or service is very good and 1 means you feel the condition or service is very poor.

Weekday and weekend satisfaction ratings vary. Top-two-box (very good 5/4) satisfaction ratings overall and for feeling of personal safety, feeling comfortable with other riders, overall convenience, direct routes, reliability, and the time it takes to get to where you are going are significantly higher among weekday passengers, while top-two-box (very good 5/4) satisfaction ratings for how close to your home the bus stops and availability of seating are significantly lower among weekday passengers.



Sample Size

2003 Weekday Sample N=Varies Range is 3694 to 3868
 2003 Weekend Sample N=Varies Range is 986 to 1027

*=Weekday Data Significantly Different Than Weekend Data at the 95% Confidence Level

Appendix A

Data by Individual Route

2003 On-Board Survey Results By Route

	Total Sample	Weekday Route											
		<u>A</u>	<u>CM</u>	<u>CW</u>	<u>CL</u>	<u>CPX</u>	<u>D</u>	<u>FCX</u>	<u>F</u>	<u>G</u>	<u>HS</u>	<u>HU</u>	<u>J</u>
Mode of Access													
Base	(4963)	(159)	(250)	(172)	(134)	(165)	(187)	(159)	(172)	(170)	(12)	(180)	(258)
Walked	78.7	96.2	87.6	92.4	88.8	62.4	88.2	37.1	87.2	90.0	66.7	46.7	95.0
Drove & Parked	18.6	2.5	11.6	5.2	9.7	36.4	9.1	61.0	6.4	8.8	8.3	52.2	1.6
Dropped Off	0.8	0.0	0.0	1.2	0.7	0.6	1.6	1.3	1.7	0.6	0.0	0.0	0.8
Transferred	1.4	0.6	0.0	1.2	0.7	0.6	0.5	0.0	4.1	0.6	25.0	1.1	2.7
Other	0.5	0.6	0.8	0.0	0.0	0.0	0.5	0.6	0.6	0.0	0.0	0.0	0.0
Origin Trip Purpose													
Base	(5054)	(170)	(245)	(176)	(137)	(171)	(193)	(160)	(177)	(171)	(13)	(179)	(264)
Home	49.5	46.5	46.1	61.9	46.7	60.2	62.2	56.9	67.2	57.9	53.8	53.1	55.7
UNC	33.6	41.8	42.0	23.3	39.4	23.4	20.2	28.1	14.1	26.3	7.7	30.2	31.1
Work	7.3	5.3	9.0	9.1	11.7	11.7	14.0	13.1	6.2	10.5	23.1	11.2	8.7
Eat Meal	3.0	2.9	0.4	1.7	0.0	0.0	0.5	0.6	2.8	0.6	0.0	1.1	0.8
Shopping	1.9	0.0	0.0	1.1	0.7	0.0	0.0	0.0	2.3	0.6	0.0	0.0	1.5
Personal Business	1.1	1.2	1.2	0.6	0.7	1.8	2.1	0.0	2.8	0.0	0.0	0.0	0.4
High/Jr/Mid School	0.6	0.6	0.0	0.6	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	1.1
Other School	0.6	0.0	0.8	0.6	0.0	1.2	0.0	0.0	1.1	0.0	0.0	0.0	0.4
Other	2.3	1.8	0.4	1.1	0.7	1.8	0.5	1.3	3.4	4.1	15.4	4.5	0.4

Data is shown as a percent (%).

Route vs. Total Sample: * = Significance ≥ 95%

2003 On-Board Survey Results By Route

	Total Sample	Weekday Routes										
		<u>JFX</u>	<u>M</u>	<u>N</u>	<u>NS</u>	<u>NU</u>	<u>RU</u>	<u>S</u>	<u>T</u>	<u>TG</u>	<u>U</u>	<u>V</u>
Mode of Access												
Base	(4963)	(121)	(46)	(196)	(175)	(253)	(209)	(266)	(163)	(11)	(266)	(178)
Walked	78.7	66.9	67.4	88.8	50.9	75.5	84.2	56.8	88.3	90.9	88.0	70.8
Drove & Parked	18.6	33.1	19.6	8.7	46.3	22.9	13.9	42.1	6.1	9.1	7.9	27.0
Dropped Off	0.8	0.0	0.0	0.0	2.3	0.4	1.0	0.8	1.2	0.0	2.3	0.0
Transferred	1.4	0.0	10.9	2.6	0.0	1.2	1.0	0.4	1.2	0.0	1.9	1.1
Other	0.5	0.0	2.2	0.0	0.6	0.0	0.0	0.0	3.1	0.0	0.0	1.1
Origin Trip Purpose												
Base	(5054)	(123)	(52)	(196)	(177)	(254)	(205)	(266)	(173)	(11)	(270)	(183)
Home	49.5	54.5	59.6	71.4	71.8	31.1	28.3	54.1	61.3	9.1	31.9	53.0
UNC	33.6	25.2	13.5	21.9	15.3	55.5	57.1	32.7	21.4	36.4	53.0	32.8
Work	7.3	17.1	5.8	5.1	7.3	6.3	3.4	10.2	5.8	27.3	5.9	8.2
Eat Meal	3.0	1.6	5.8	0.5	1.1	2.0	6.8	0.0	0.0	0.0	2.6	0.5
Shopping	1.9	0.0	9.6	0.0	0.0	0.4	1.0	0.4	1.2	0.0	1.5	0.5
Personal Business	1.1	0.0	1.9	0.5	0.0	2.0	1.0	0.8	1.2	9.1	0.7	0.5
High/Jr/Mid School	0.6	0.0	1.9	0.0	1.7	0.4	0.0	0.0	8.1	0.0	0.4	0.0
Other School	0.6	0.0	0.0	0.5	1.1	0.0	0.5	0.4	0.0	0.0	1.1	1.1
Other	2.3	1.6	1.9	0.0	1.7	2.4	2.0	1.5	1.2	18.2	3.0	3.3

Data is shown as a percent (%).

Route vs. Total Sample: * = Significance ≥ 95%

2003 On-Board Survey Results By Route

	Total Sample	Weekend Routes						
		<u>CM/CW</u>	<u>DM</u>	<u>FG</u>	<u>JN</u>	<u>NU</u>	<u>I</u>	<u>U</u>
Mode of Access								
Base	<u>(4963)</u>	<u>(97)</u>	<u>(76)</u>	<u>(81)</u>	<u>(64)</u>	<u>(302)</u>	<u>(83)</u>	<u>(358)</u>
Walked	78.7	94.8	88.2	95.1	92.2	54.0	89.2	98.3
Drove & Parked	18.6	2.1	1.3	1.2	0.0	45.0	2.4	0.0
Dropped Off	0.8	1.0	1.3	2.5	0.0	0.0	0.0	0.8
Transferred	1.4	2.1	5.3	0.0	7.8	1.0	3.6	0.6
Other	0.5	0.0	3.9	1.2	0.0	0.0	4.8	0.3
Origin Trip Purpose								
Base	<u>(5054)</u>	<u>(106)</u>	<u>(85)</u>	<u>(81)</u>	<u>(67)</u>	<u>(305)</u>	<u>(88)</u>	<u>(356)</u>
Home	49.5	65.1	61.2	59.3	58.2	23.3	84.1	18.8
UNC	33.6	7.5	5.9	21.0	28.4	50.2	5.7	54.8
Work	7.3	4.7	3.5	6.2	1.5	2.0	1.1	0.6
Eat Meal	3.0	6.6	5.9	0.0	0.0	8.9	2.3	15.7
Shopping	1.9	10.4	11.8	8.6	6.0	6.9	3.4	3.4
Personal Business	1.1	0.9	3.5	2.5	1.5	3.0	2.3	0.8
High/Jr/Mid School	0.6	0.9	0.0	0.0	1.5	0.0	0.0	0.6
Other School	0.6	0.9	0.0	1.2	0.0	1.0	0.0	2.0
Other	2.3	2.8	8.2	1.2	3.0	4.9	1.1	3.3

Data is shown as a percent (%).

Route vs. Total Sample: * = Significance ≥ 95%

2003 On-Board Survey Results By Route

	Total Sample	Weekday Route											
		<u>A</u>	<u>CM</u>	<u>CW</u>	<u>CL</u>	<u>CPX</u>	<u>D</u>	<u>FCX</u>	<u>F</u>	<u>G</u>	<u>HS</u>	<u>HU</u>	<u>J</u>
Mode of Egress													
Base	(4962)	(167)	(249)	(170)	(137)	(165)	(189)	(161)	(168)	(168)	(10)	(181)	(264)
Walked	83.7	94.6	82.3	87.6	91.2	77.6	86.8	62.7	90.5	86.9	90.0	56.4	91.7
Drove & Parked	12.1	1.2	16.1	5.3	5.8	19.4	9.5	36.0	0.0	11.3	10.0	43.6	2.3
Dropped Off	1.0	1.2	0.4	0.6	0.7	2.4	0.0	1.2	0.6	0.6	0.0	0.0	1.5
Transferred	2.8	3.0	0.0	5.9	1.5	0.6	3.2	0.0	8.3	1.2	0.0	0.0	3.0
Other	0.4	0.0	1.2	0.6	0.7	0.0	0.5	0.0	0.6	0.0	0.0	0.0	1.6
Destination Trip Purpose													
Base	(5057)	(170)	(245)	(179)	(134)	(170)	(194)	(159)	(179)	(171)	(12)	(180)	(269)
UNC	42.0	52.4	40.0	40.2	33.6	28.2	40.2	40.9	41.9	41.5	0.0	28.3	41.3
Home	28.3	31.2	45.3	29.6	49.3	40.0	30.4	35.8	22.9	35.7	33.3	41.1	41.6
Work	12.8	7.6	9.8	14.5	10.4	30.0	15.5	17.6	17.9	15.8	25.0	23.9	10.4
Eat Meal	4.4	2.4	0.0	0.6	0.0	0.0	2.6	0.0	1.7	1.2	0.0	1.1	0.7
Shopping	3.8	0.6	1.2	5.0	3.0	0.0	1.5	0.3	2.2	2.9	0.0	0.0	0.7
Personal Business	2.8	2.9	0.4	5.0	0.0	0.0	2.6	0.6	3.9	1.8	0.0	1.7	1.9
Other School	0.7	0.6	0.4	1.7	0.7	0.6	1.5	0.0	2.2	0.0	8.3	0.0	0.4
High/Jr/Mid School	0.4	0.0	0.0	0.6	0.7	0.0	0.5	0.0	1.1	0.0	25.0	0.0	0.7
Other	5.0	2.4	2.8	2.8	2.2	1.2	5.2	4.4	6.1	1.2	8.3	3.9	2.3

Data is shown as a percent (%).

Route vs. Total Sample: * = Significance ≥ 95%

2003 On-Board Survey Results By Route

	Total Sample	Weekday Routes										
		<u>JFX</u>	<u>M</u>	<u>N</u>	<u>NS</u>	<u>NU</u>	<u>RU</u>	<u>S</u>	<u>T</u>	<u>TG</u>	<u>U</u>	<u>V</u>
Mode of Egress												
Base	(4962)	(122)	(44)	(192)	(177)	(256)	(210)	(265)	(168)	(11)	(262)	(182)
Walked	83.7	73.8	75.0	90.1	87.0	87.5	89.5	69.1	92.3	81.8	92.4	74.2
Drove & Parked	12.1	23.8	2.3	6.3	10.7	10.9	7.6	28.7	3.6	9.1	4.2	23.1
Dropped Off	1.0	0.8	2.3	0.5	0.6	0.0	1.4	1.9	0.6	0.0	1.5	0.0
Transferred	2.8	0.8	18.2	2.6	0.6	1.6	1.4	0.4	3.0	9.1	1.9	2.2
Other	0.4	0.8	2.3	0.5	1.2	0.0	0.0	0.0	0.6	0.0	0.0	0.5
Destination Trip Purpose												
Base	(5057)	(121)	(53)	(197)	(174)	(256)	(208)	(267)	(173)	(11)	(268)	(180)
UNC	42.0	25.6	32.1	56.9	45.4	51.6	65.4	45.3	39.3	0.0	66.4	48.3
Home	28.3	40.5	22.6	18.3	19.0	25.0	20.2	39.0	30.6	72.7	12.3	34.4
Work	12.8	30.6	20.8	16.2	32.2	9.4	3.4	11.6	17.3	0.0	5.2	7.2
Eat Meal	4.4	0.0	1.9	3.6	0.0	5.5	3.8	0.4	2.9	0.0	2.6	0.6
Shopping	3.8	0.8	3.8	2.0	0.6	1.6	0.5	1.1	1.2	0.0	2.2	2.2
Personal Business	2.8	0.8	7.5	0.5	0.6	1.6	1.4	0.7	1.7	18.2	5.2	2.2
Other School	0.7	0.0	0.0	0.5	0.6	0.0	0.5	0.7	1.2	0.0	0.7	1.7
High/Jr/Mid School	0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	2.9	0.0	0.0	0.0
Other	5.0	1.7	11.3	2.0	1.1	5.4	4.4	1.1	2.9	9.1	4.9	3.4

Data is shown as a percent (%).

Route vs. Total Sample: * = Significance ≥ 95%

2003 On-Board Survey Results By Route

	Total Sample	Weekend Routes						
		<u>CM/CW</u>	<u>DM</u>	<u>FG</u>	<u>JN</u>	<u>NU</u>	<u>I</u>	<u>U</u>
Mode of Egress								
Base	(4962)	(95)	(80)	(74)	(60)	(306)	(76)	(353)
Walked	83.7	75.8	78.8	91.9	86.7	80.1	78.9	92.6
Drove & Parked	12.1	4.2	5.0	0.0	6.7	18.3	3.9	4.2
Dropped Off	1.0	4.2	3.8	4.1	0.0	0.0	1.3	1.1
Transferred	2.8	13.7	10.0	2.7	6.7	1.6	15.8	2.0
Other	0.4	2.1	2.5	1.4	0.0	0.0	0.0	0.0
Destination Trip Purpose								
Base	(5057)	(102)	(85)	(83)	(67)	(307)	(86)	(357)
UNC	42.0	21.6	12.9	9.6	25.4	52.1	18.6	35.6
Home	28.3	23.5	21.2	24.1	26.9	12.1	10.5	14.3
Work	12.8	10.8	9.4	22.9	13.4	1.6	12.8	2.5
Eat Meal	4.4	3.9	4.7	7.2	6.0	11.1	4.7	29.4
Shopping	3.8	27.5	29.4	20.5	10.4	7.2	23.3	3.6
Personal Business	2.8	4.9	10.6	6.0	4.5	6.5	9.3	3.4
Other School	0.7	0.0	0.0	0.0	0.0	0.3	1.2	0.8
High/Jr/Mid School	0.4	1.0	0.0	0.0	1.5	0.0	0.0	0.3
Other	5.0	6.9	11.8	9.6	11.9	9.1	19.8	10.0

Data is shown as a percent (%).

Route vs. Total Sample: * = Significance ≥ 95%