



Customer Perception Survey Results

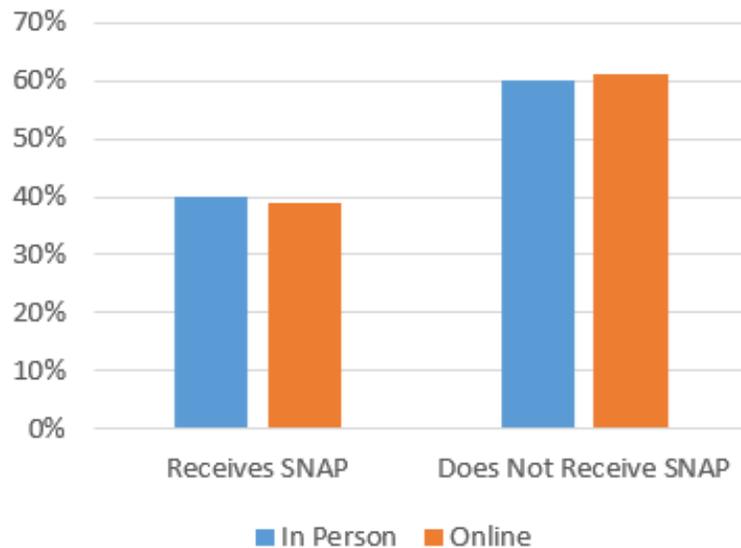
Gabbie Orlando

Overview

- We received a total of 679 responses
- 352 surveys were taken online
- 327 surveys were taken in person

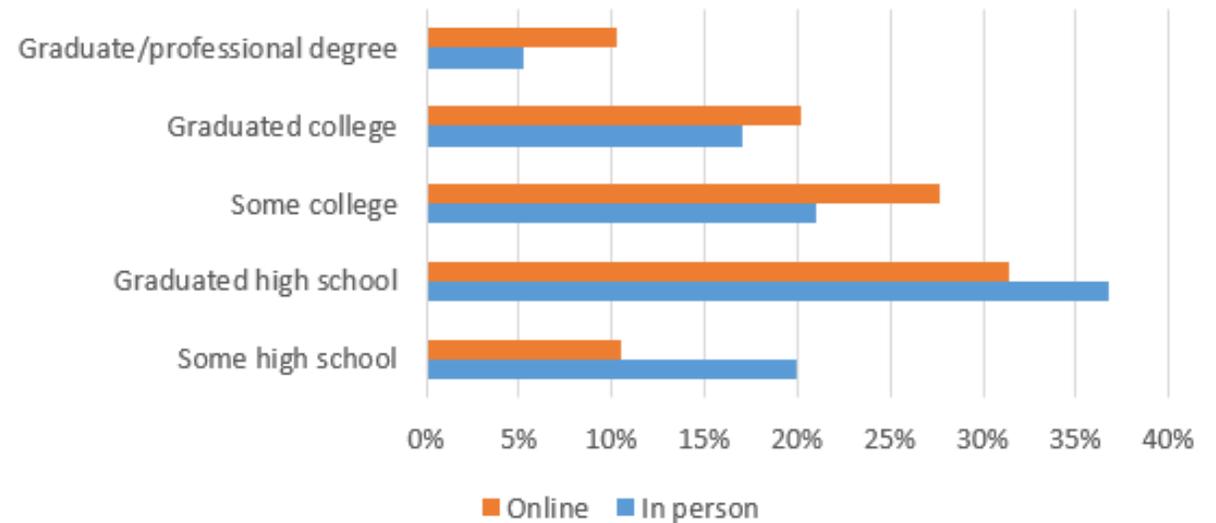
Online and In Person Comparison

Does anyone in your household currently receive SNAP?



Online and in person respondents receive SNAP at similar rates.

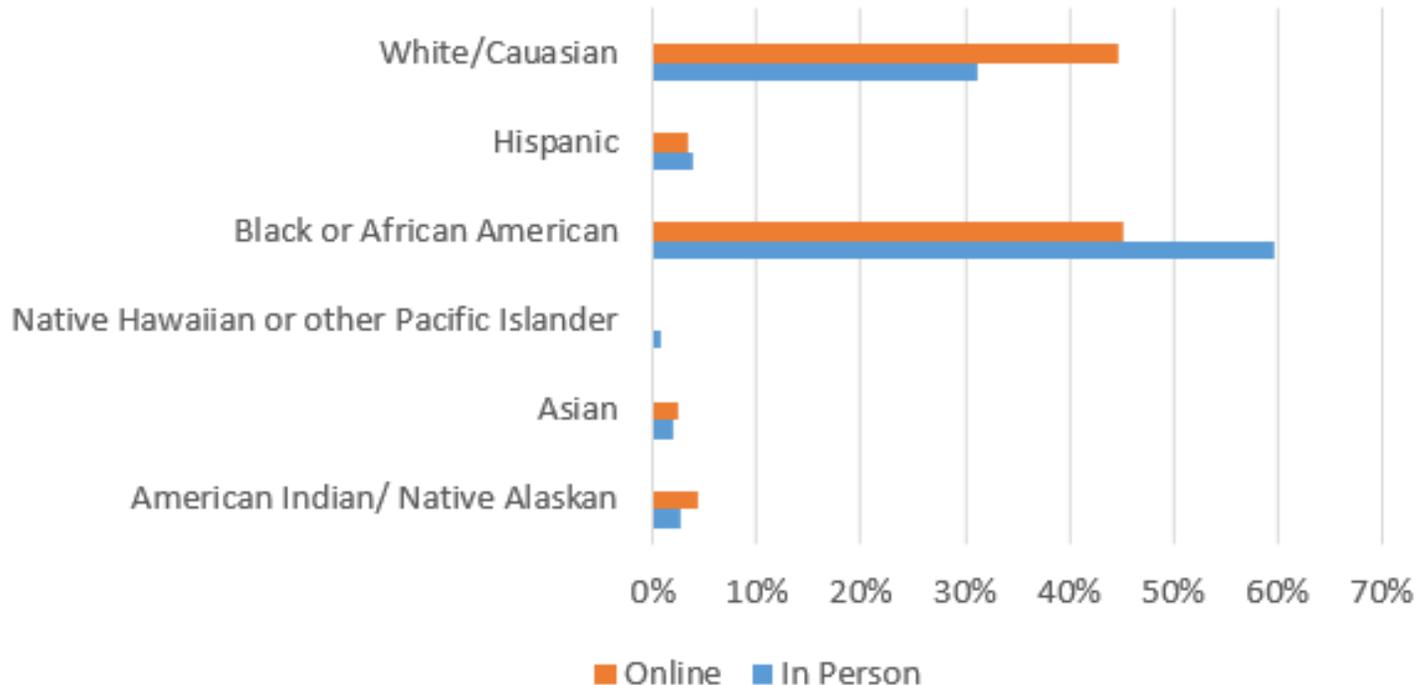
What is the highest level of education you have completed?



On average, those who took the survey online have attended college, completed college, or completed a graduate/professional degree at higher rates than those who took the survey in person.

Online and In Person Comparison

What race/ethnicity best describes you?

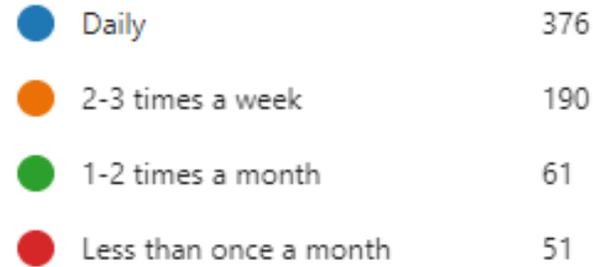


A high proportion of white/Caucasian people took the survey online compared to other respondents

Similarly, a high proportion of Black or African American people took the survey in person compared to other respondents

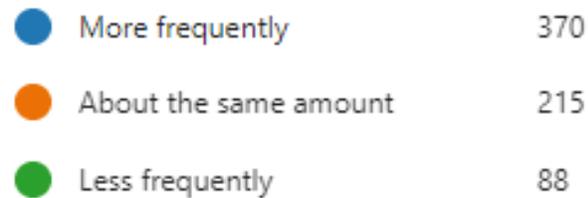
Frequency of Riding the Bus

How often do you ride the bus?



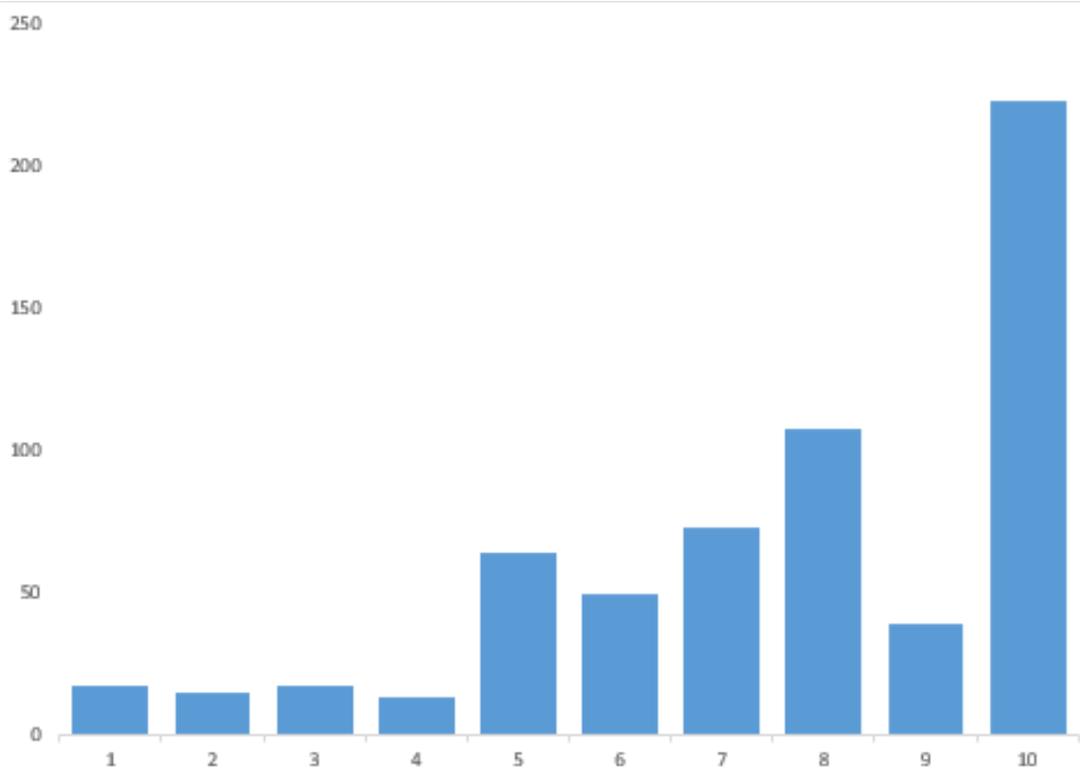
Most respondents ride daily and have increased their riding frequency since 2019.

How have your riding habits changed from 2019 to today? Do you ride the bus...



IndyGo's Service

How likely are you to recommend IndyGo as to a friend or colleague?



Average rating: 7.64

Additional Findings

Respondents who ride the bus daily gave an average rating of 7.8

Respondents with zero car households gave an average rating of 7.8

Respondents that ride the bus 1-2 times a month or less gave an average rating of 7.1

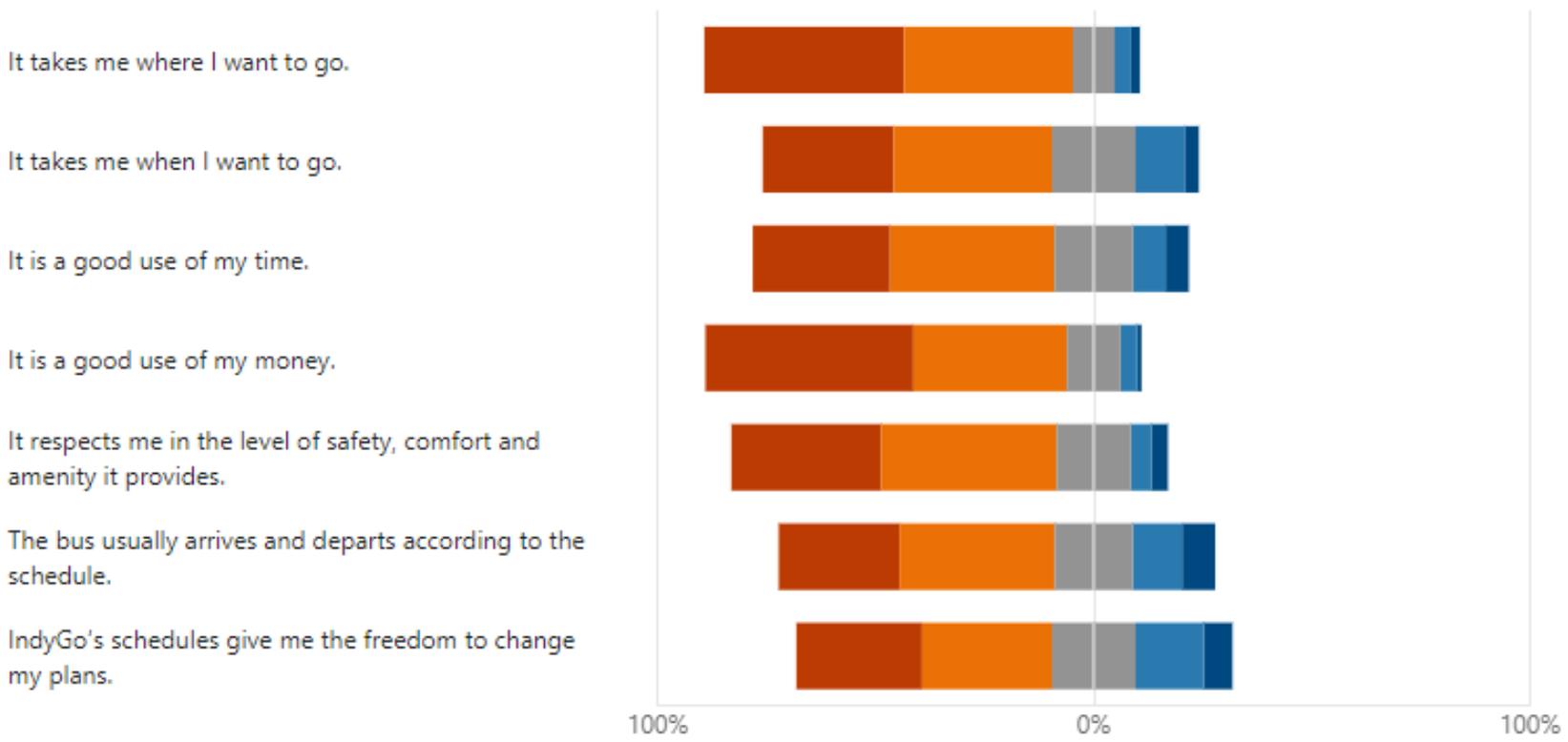
Respondents that have access to 3 or more cars gave an average rating of 7.0



IndyGo's Service

How strongly do you agree or disagree with the following statements?

Strongly Agree Agree Neutral Disagree Strongly disagree



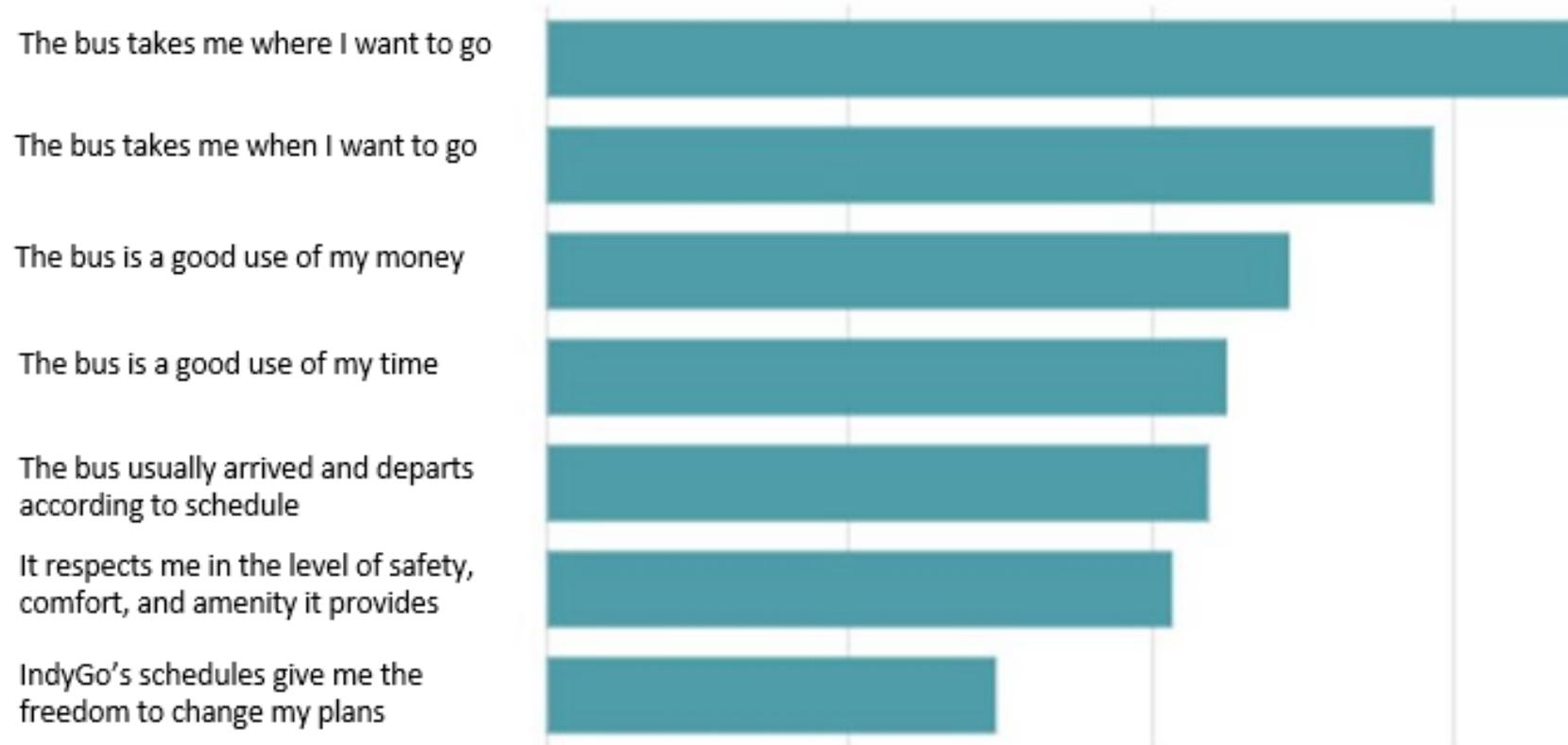
Most respondents agree or strongly agree with these statements about IndyGo's service.

We also found that those who receive SNAP generally strongly agreed at higher rates with these statements about IndyGo than those who do not receive SNAP.



IndyGo's Service

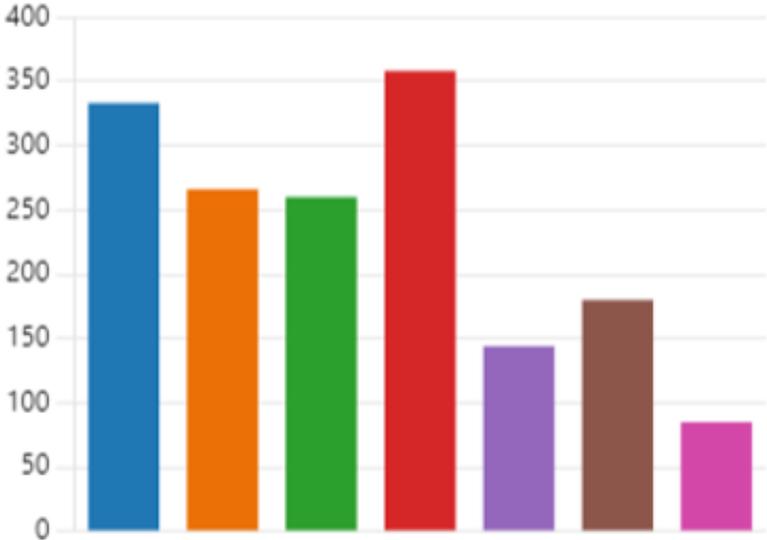
Rank the items below in order of importance to you



IndyGo's Service

Which of the following improvements would encourage you to ride IndyGo more frequently?

- If service came more frequently during weekdays
- If real-time arrival information for buses was more accurate
- If buses were faster and more reliable
- If service came more frequently during weekends
- If there were better security on board
- If fares were lower and more affordable
- Other



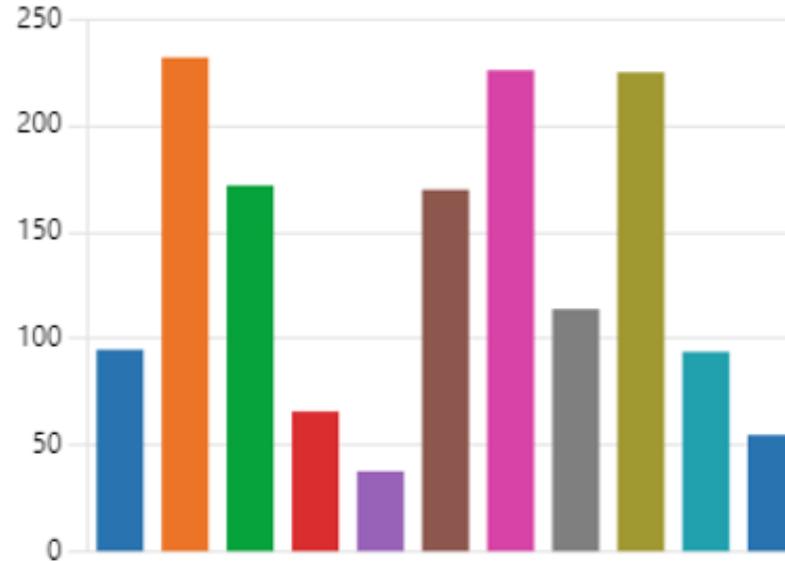
Respondents would be most encouraged to ride more often if buses came more frequently on weekdays and weekends

Respondents listed Other, lower fares, and better security as least likely to impact the frequency of ridership

IndyGo's Service

What makes it difficult to access IndyGo?

- Lack of curb cuts (small ramp to get to sidewalk)
- Distance from your home to nearest stop
- Sidewalk condition (uneven, not available, etc.)
- Lack of audible signals
- Lack of tactile curb
- Nearest stop is too far
- Service not available frequently enough
- Safety
- Weather (e.g., no shelter near me)
- Price of bus ride
- Other



Respondents said that the distance from their home to the nearest station, service not being available frequently enough, and weather are the main factors that make it difficult to access IndyGo.

Lack of tactile curb and Lack of audible signals do not make IndyGo more difficult to access for most respondents.

What initiatives have made it **easier** to ride the bus?

- Redline (70)
- MyKey (60)
- Frequency (21)
- BRT (16)
- Half-fare (7)
- Veterans discount (4)
- Fare Capping (4)

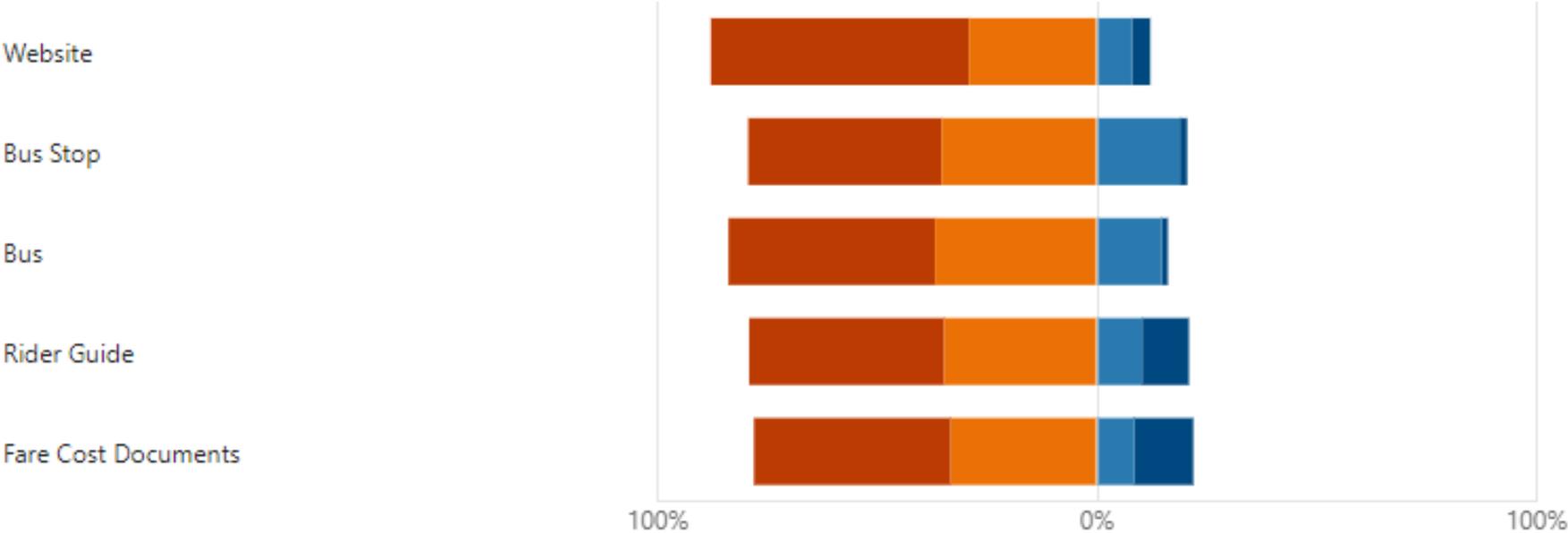
What initiatives have made it **harder** to ride the bus?

- Nothing (78)
- Distance to nearest stop (33)
- Frequency (19)
- Late Buses (18)
- Span of service (18)
- Construction (18)
- Schedule changes (16)
- MyKey (13)
- Benches or shelters (10)

IndyGo's Resources

How easy is it to use/ get information from IndyGo's _____?

Easy Average Not easy I don't know what this is.

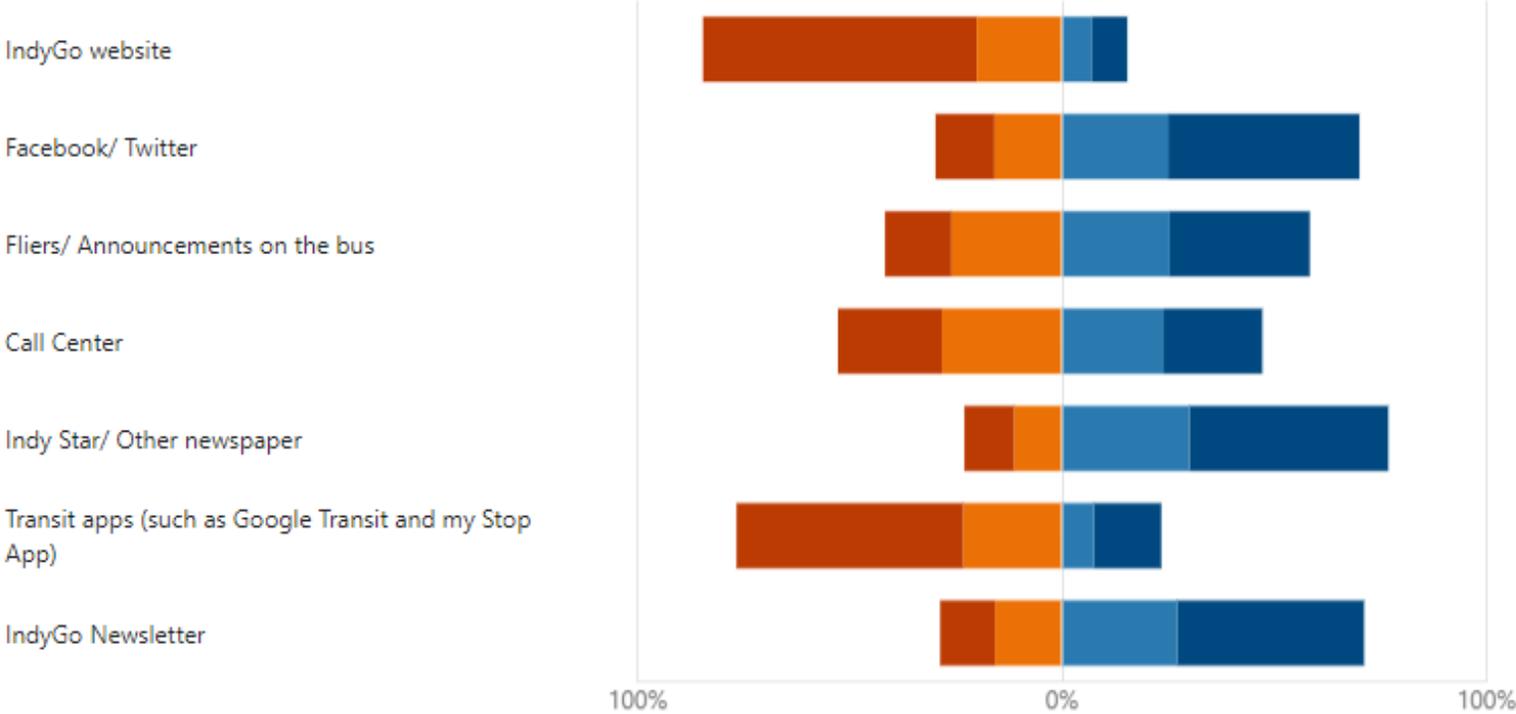


Most respondents found it easy to use/ get information from IndyGo's resources.

IndyGo's Resources

When looking for information about IndyGo what resource do you use?

always Sometimes Rarely Never

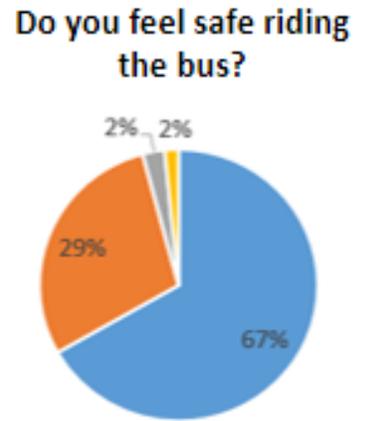
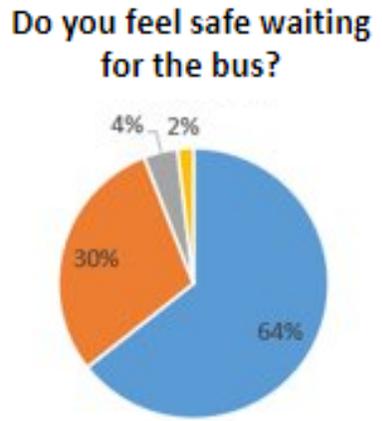


The IndyGo website and transit apps such as Google Transit were the most used resource to get information, followed by the Call Center.



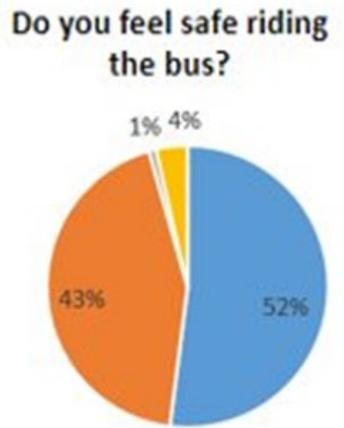
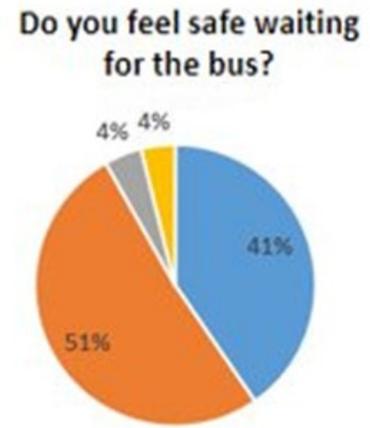
Safety

Men



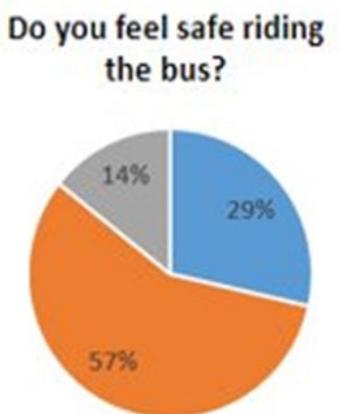
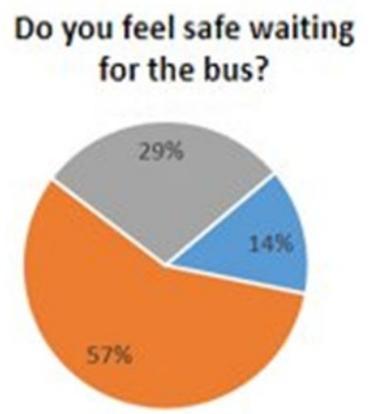
Most men feel safe waiting for and riding the bus every trip. Those who identified as men feel safe most often while waiting and riding the bus when compared to other respondents.

Women



Most women feel safe riding the bus every trip. Most women feel safe waiting for the bus some trips.

Non-Binary



Most non-binary people feel safe waiting for and riding the bus some trips. Those who identify as Non-Binary feel safe least often when compared to other respondents.

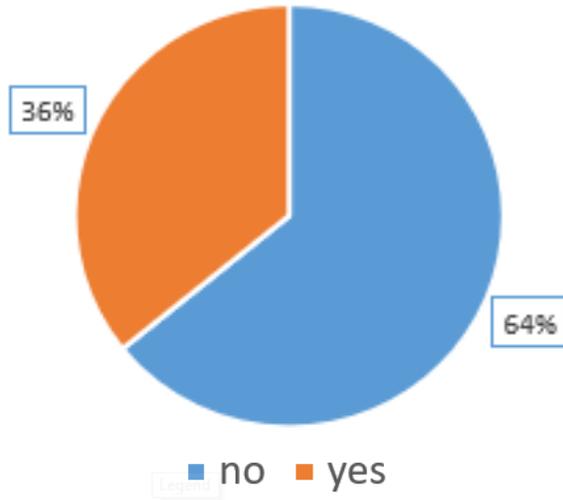
- Every Trip
- Some Trips
- Almost No Trips
- No Trips

A total of 7 Non-Binary individuals are included in our survey

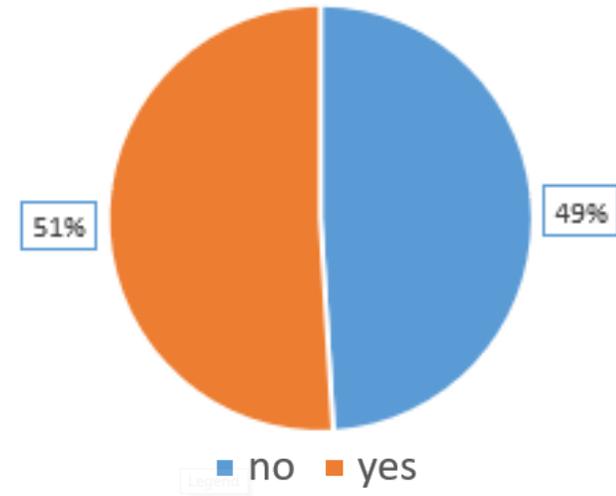


Safety

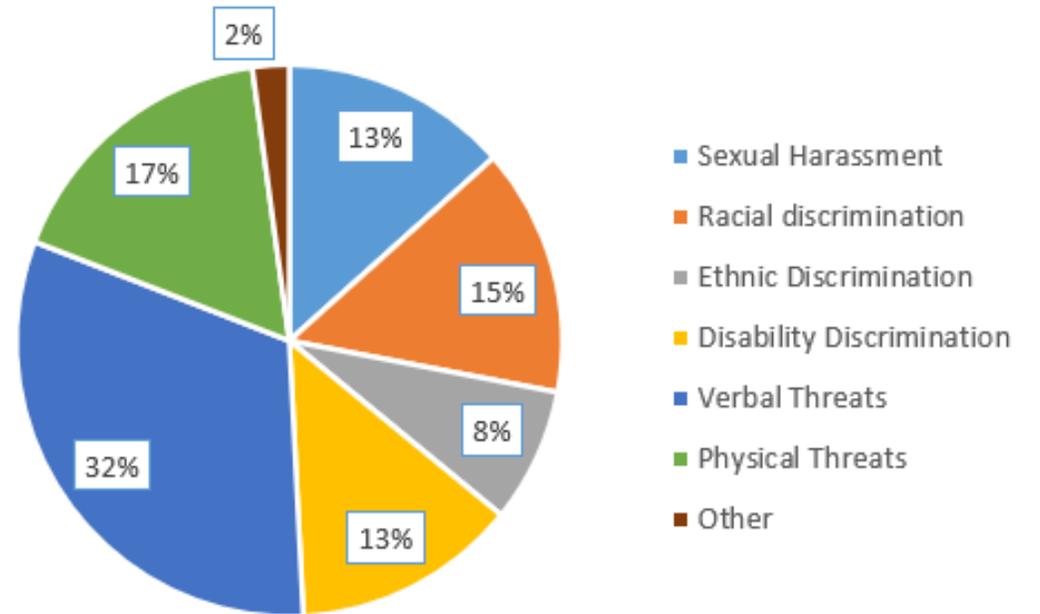
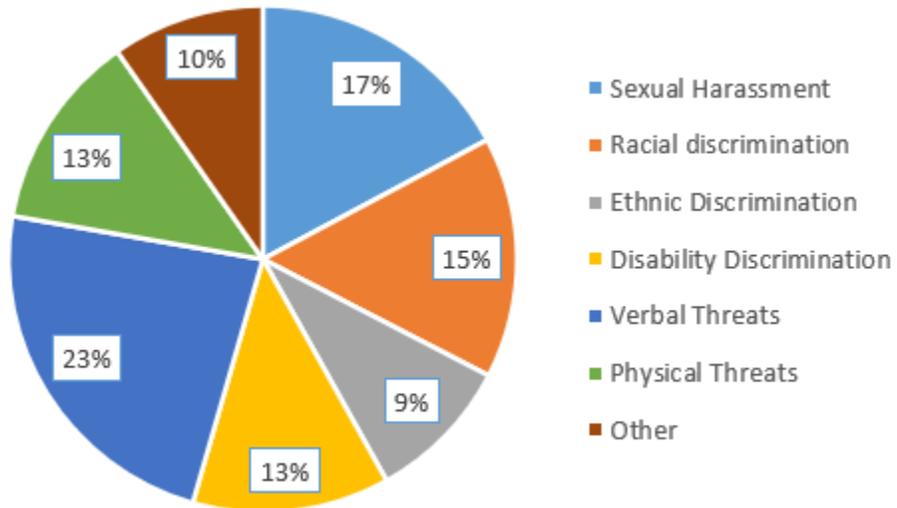
Have you ever experienced harassment at a bus or station?



Have you ever seen harassment at a bus or station?

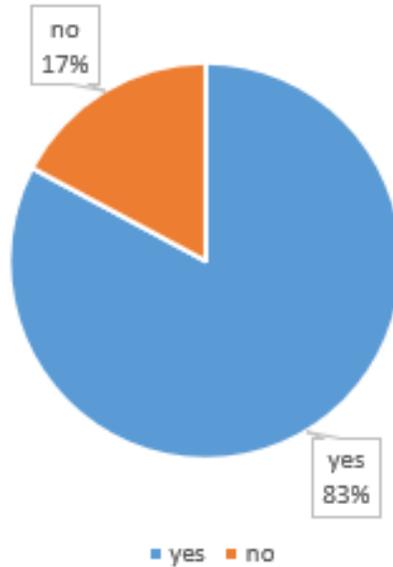


Respondents that answered **YES** specified that they had experienced:



Cleanliness

The Stations are Generally Clean



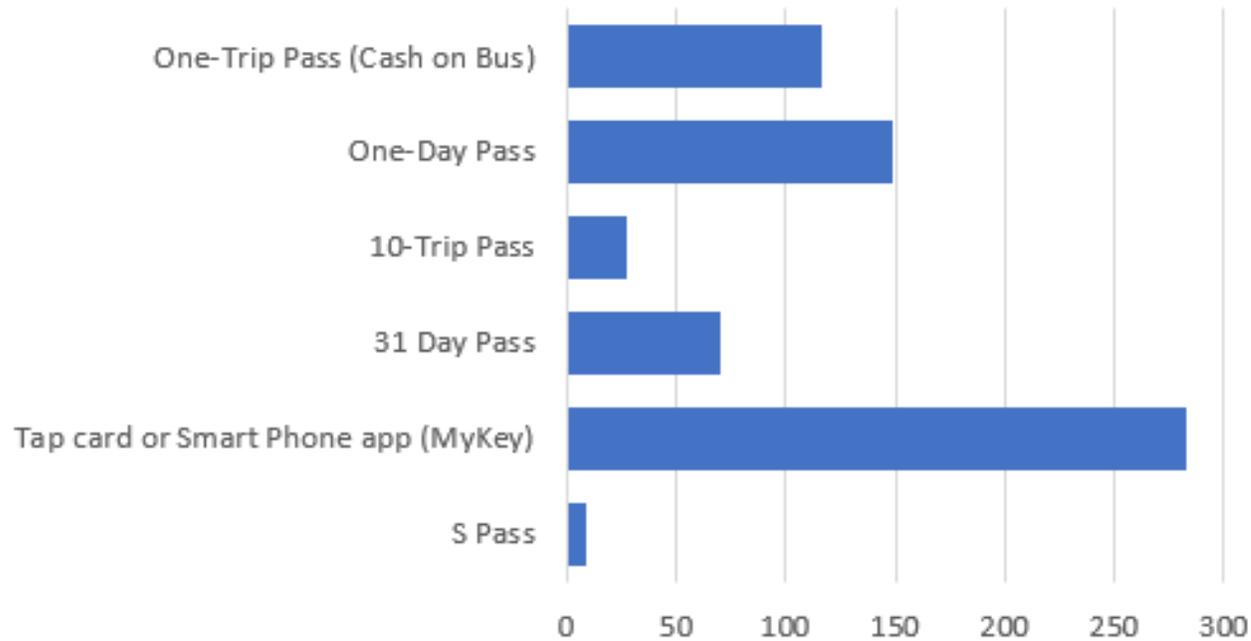
The Buses are Generally Clean



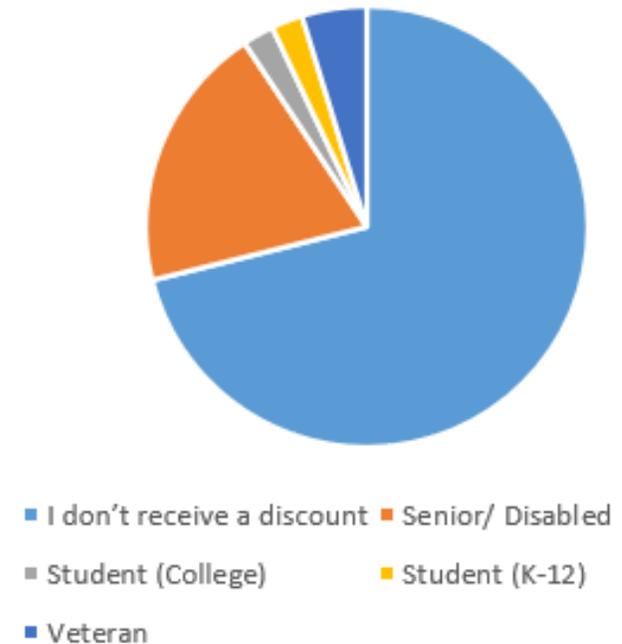
Respondents agree that buses and stations are generally clean.

Fares

What type of fare do you use?



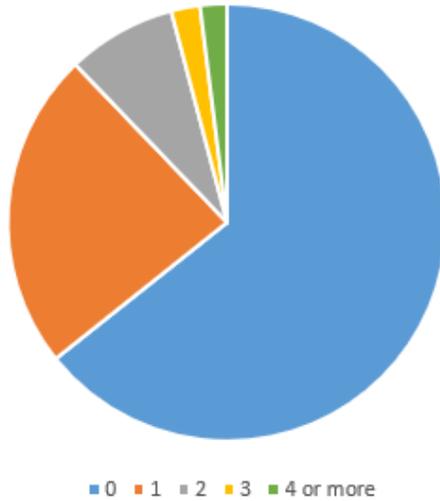
What type of discount do you receive on your fare?



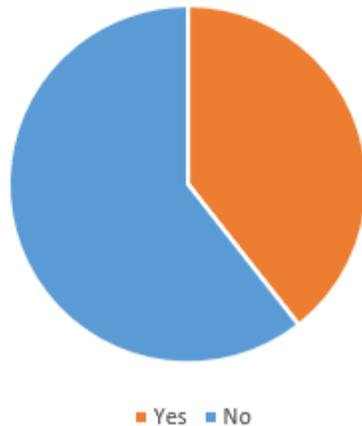
Most Respondents use MyKey, followed by one-day passes and one-trip passes. Most respondents do not receive a discount.

Data Exploration

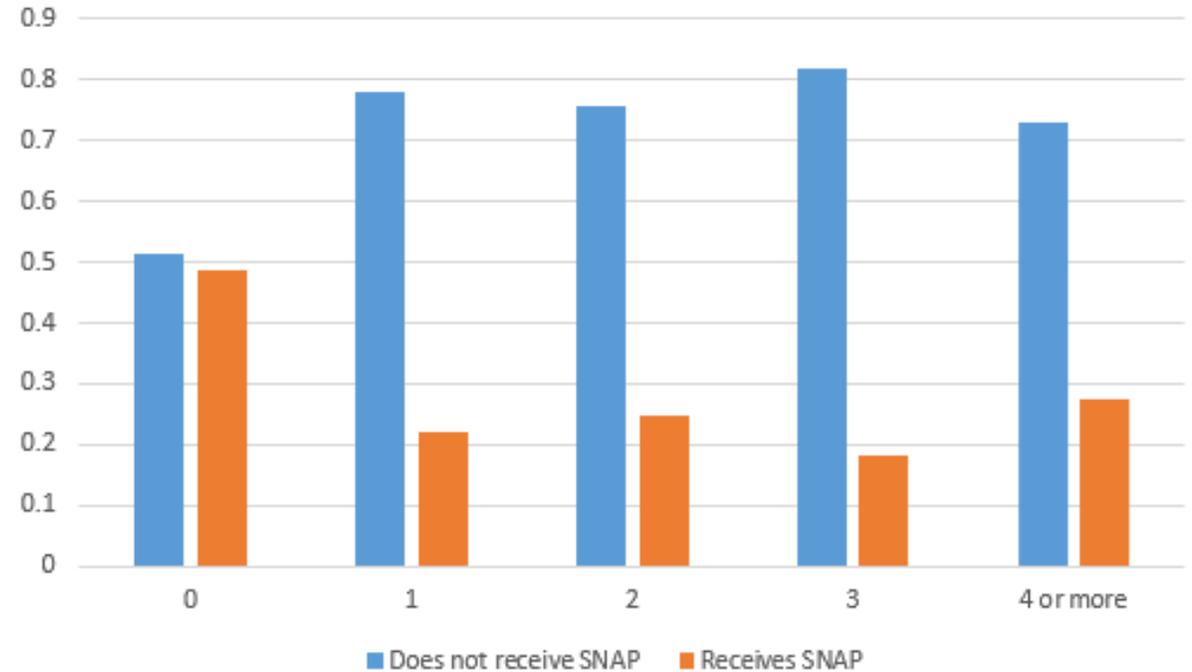
How many vehicles are available to your household?



Does anyone in your household currently receive Supplemental Nutrition Assistance Program (SNAP)?



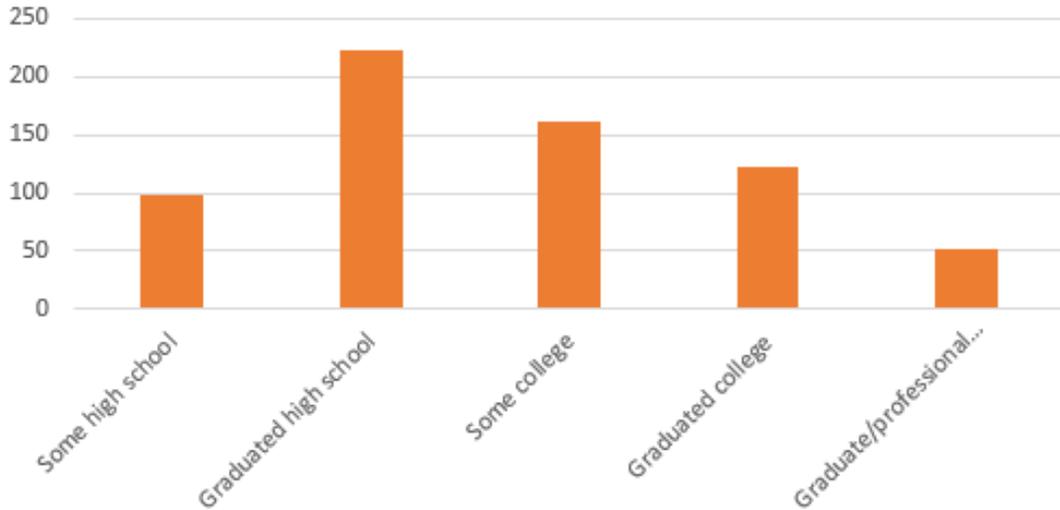
Number of Cars per Household



Although the majority of respondents do not receive SNAP, those who do receive SNAP make up nearly half of zero car households and a minority of those with one or more cars

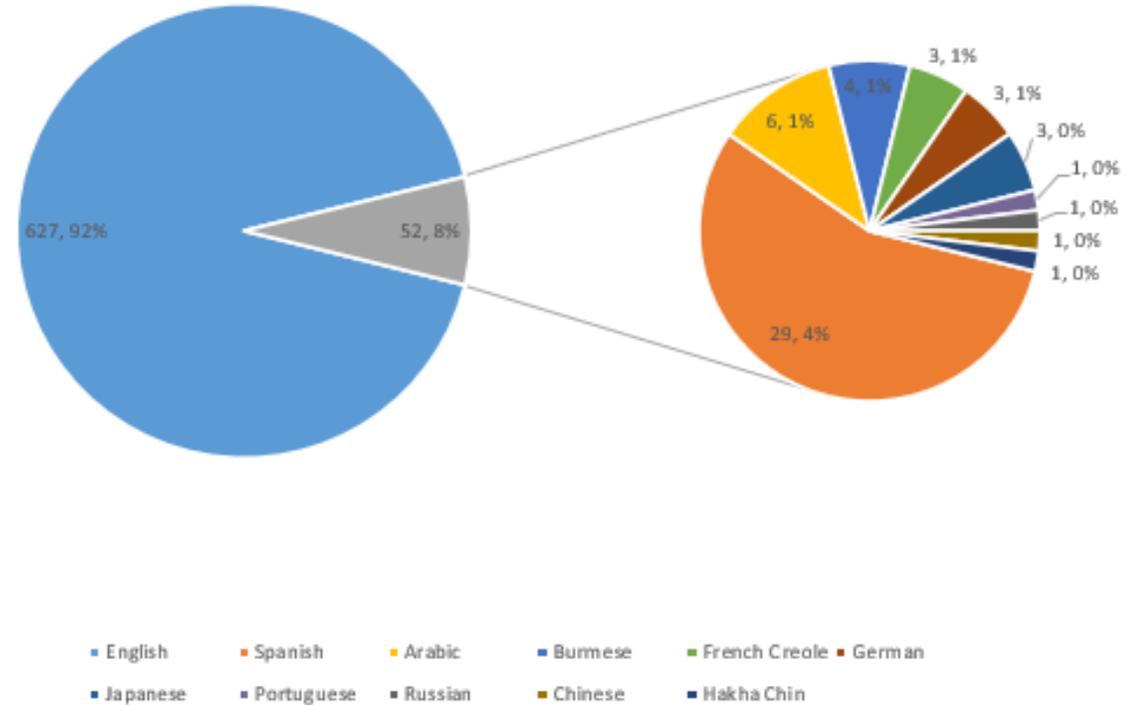
Demographics

What is the highest level of education you have completed?



Most respondents have completed high school. However, some respondents did not attend high school at all.

What language do you speak at home?

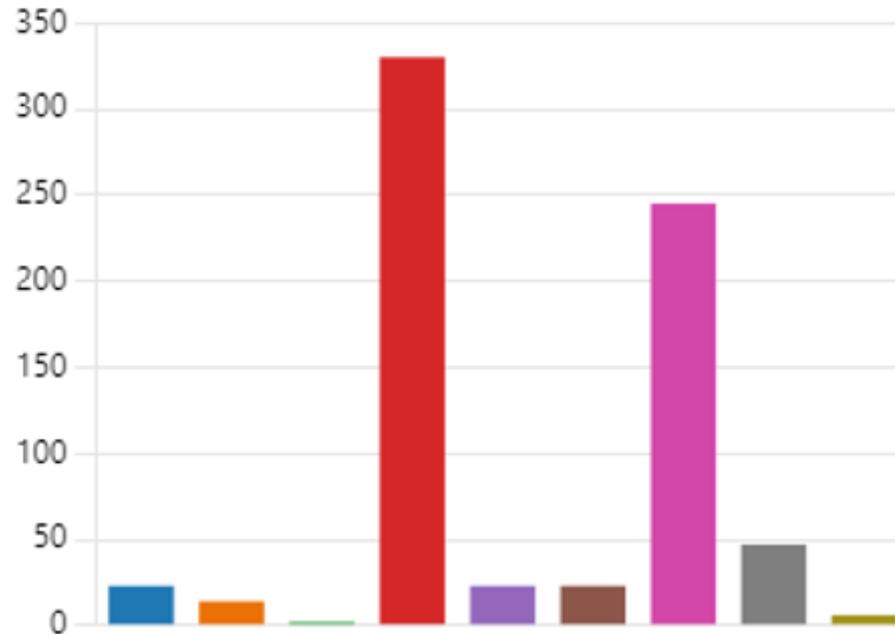


The large majority respondents speak English at home, followed by Spanish.

Demographics

Race/Ethnicity of Respondents

- American Indian/ native Alaskan
- Asian
- Native Hawaiian or other Pacific Islander
- Black or African American
- Hispanic or Latino Origin
- Not Hispanic or Latino Origin
- White/Caucasian
- Prefer Not to Answer
- Other



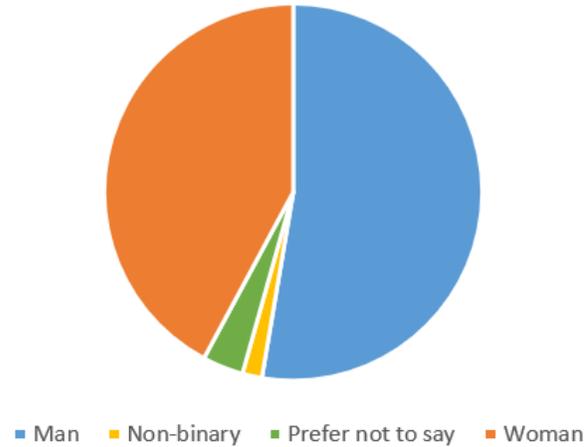
Most respondents were Black or African American, followed by white/Caucasian.

IndyGo On-Board Survey

IndyGo's On-Board Survey also found that over half of riders are Black or African American and about one third are white which is similar to the findings of this survey.

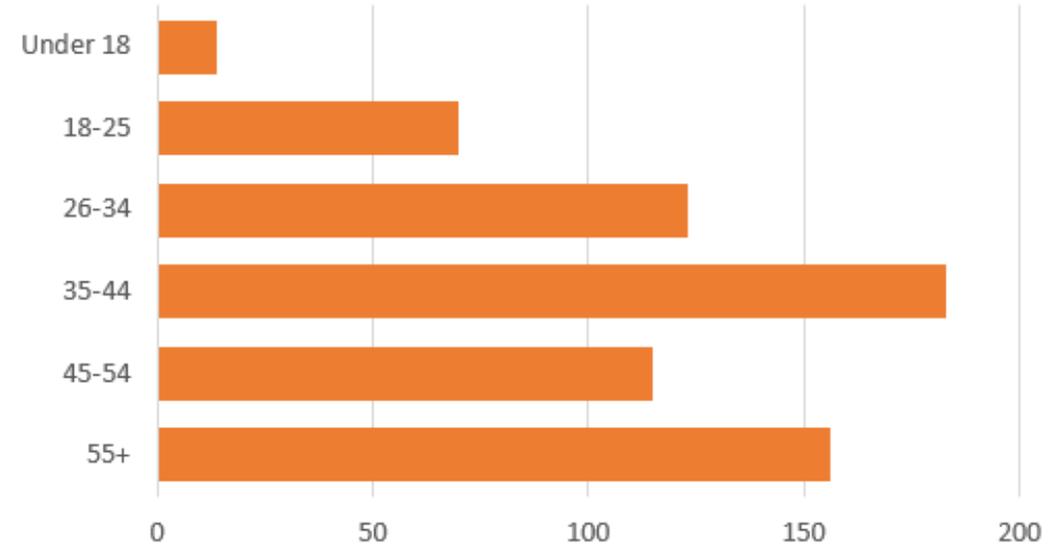
Demographics

Gender Identities of Respondents



The largest majority of respondents were men.

Age of Respondents



Most respondents were between the ages of 35-44. Most respondents were above the age of 25.

IndyGo On-Board Survey

The On-Board Survey found that the majority of respondents were women.