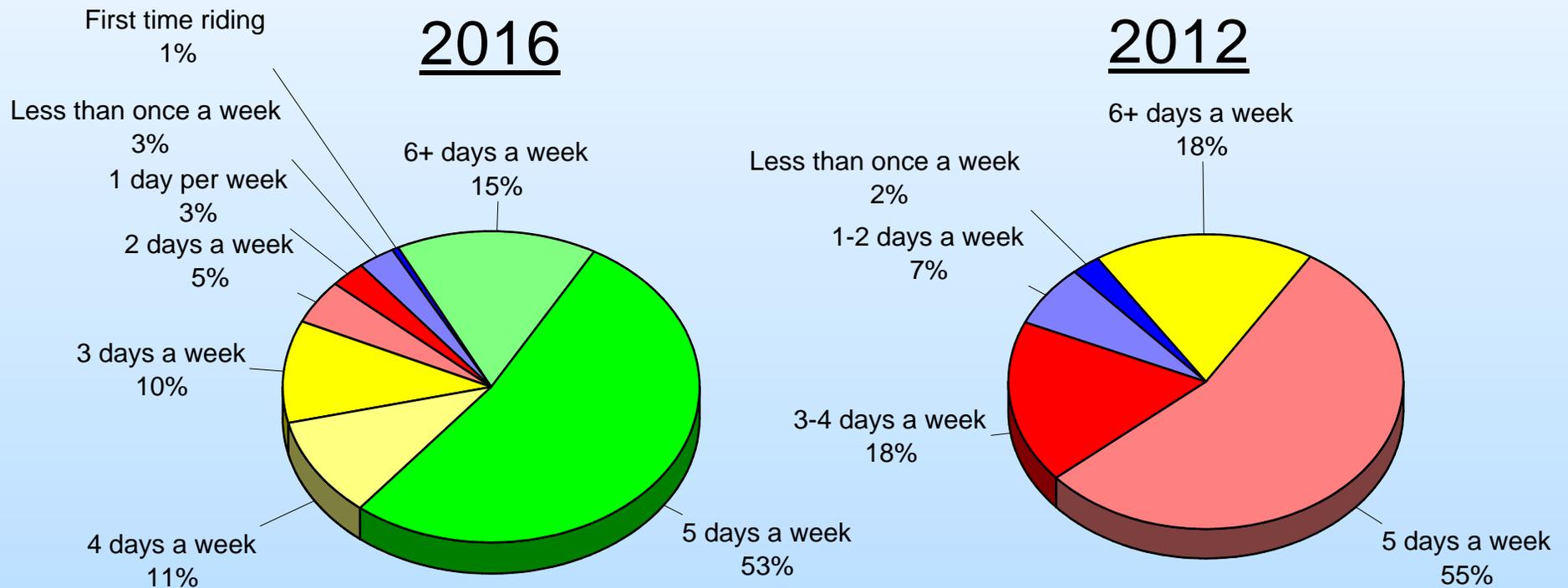


Section 1:

Charts and Graphs

How Often Customers Use Chapel Hill Transit (CHT)

by percentage of the riders surveyed

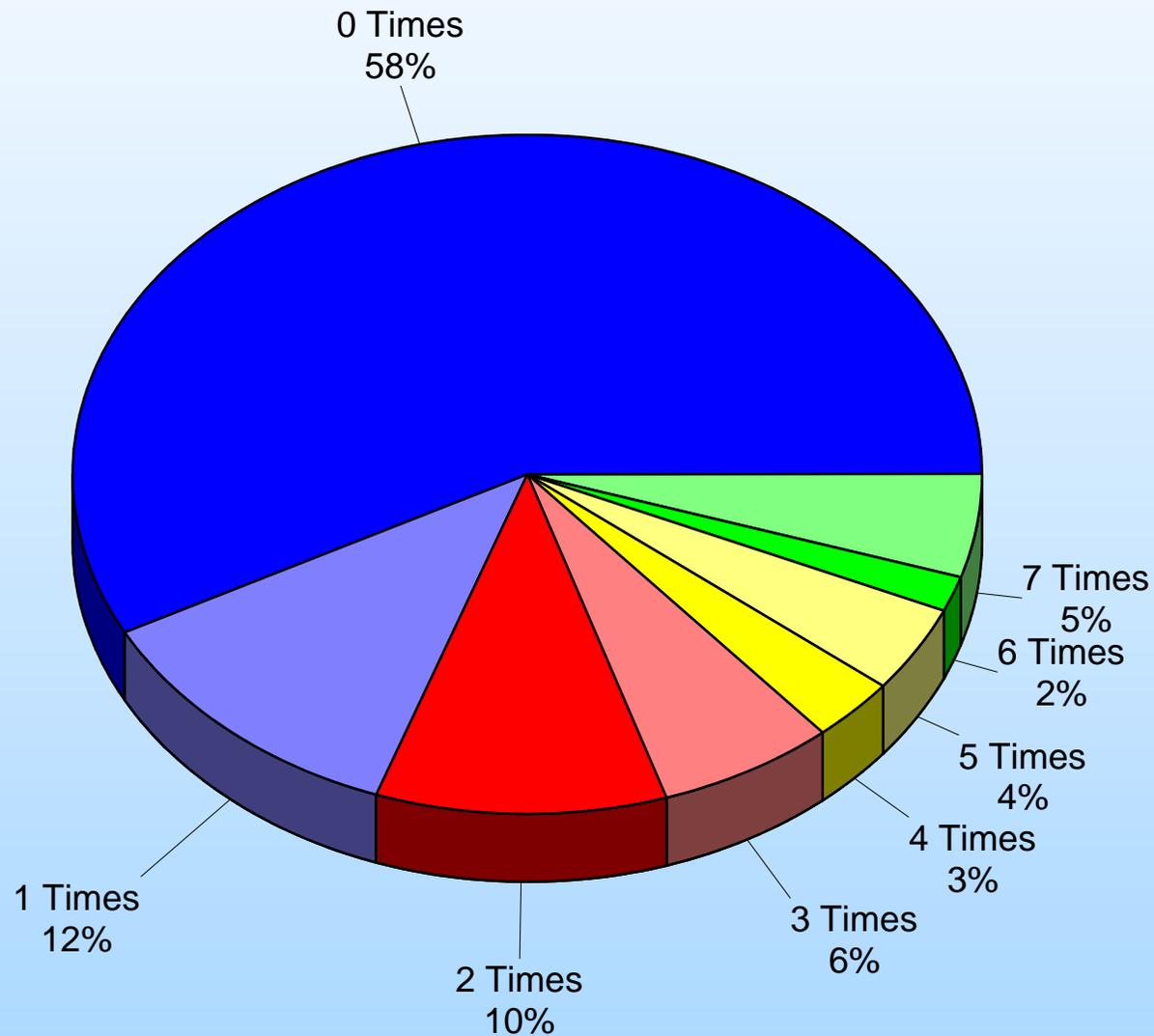


Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

TRENDS

How Many Days Per Week Customers Use CHT for Trips Other Than Work and School

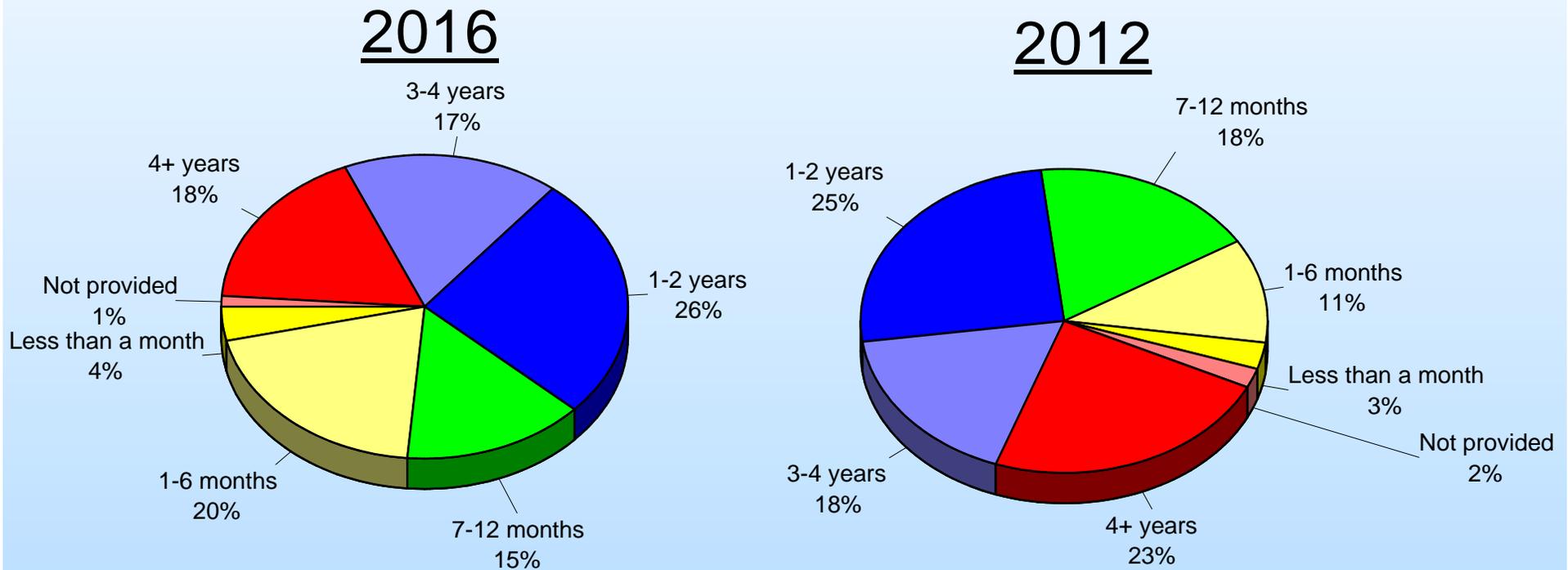
by percentage of the riders surveyed



Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

How Long Customers Have Been Using CHT's Services At Least Once A Week

by percentage of the riders surveyed

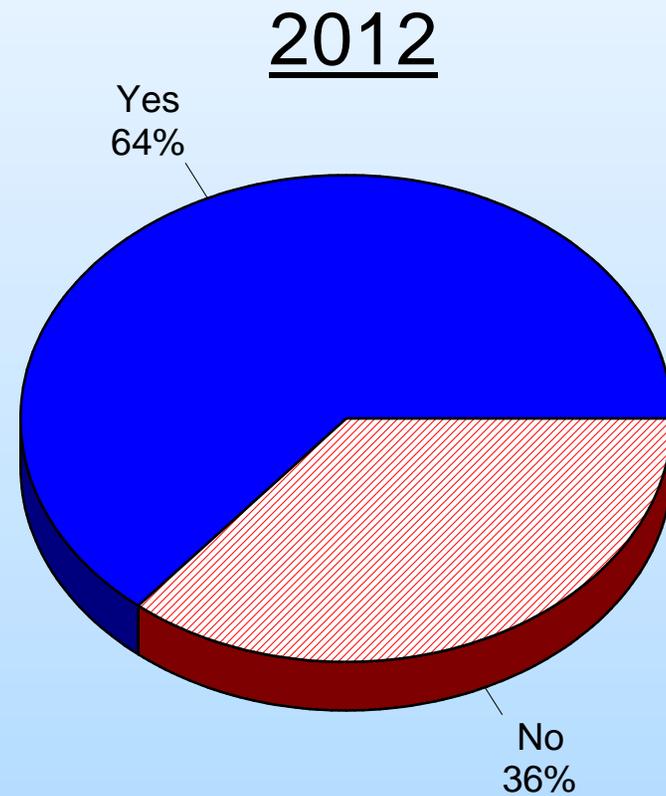
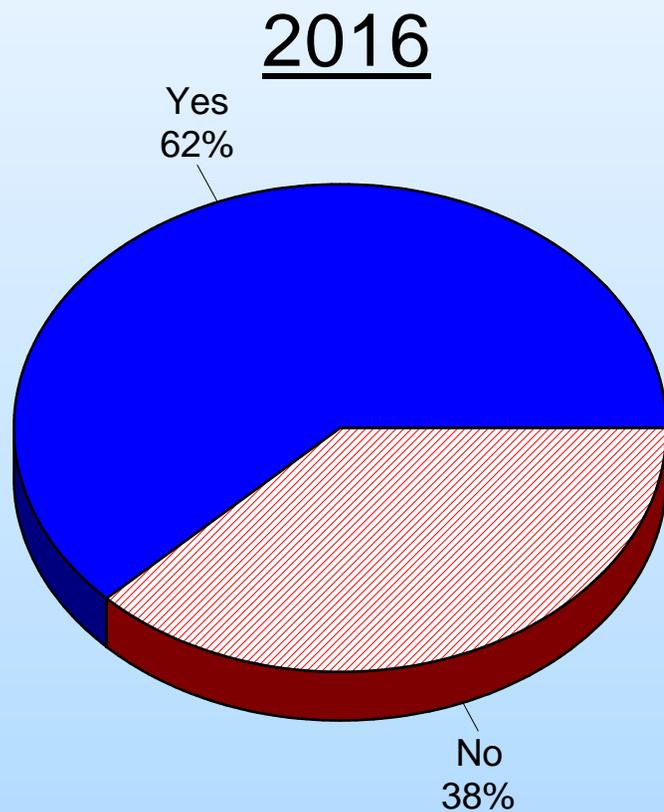


Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

TRENDS

Does Customer Have Another Vehicle that Could be Used to Make This Trip?

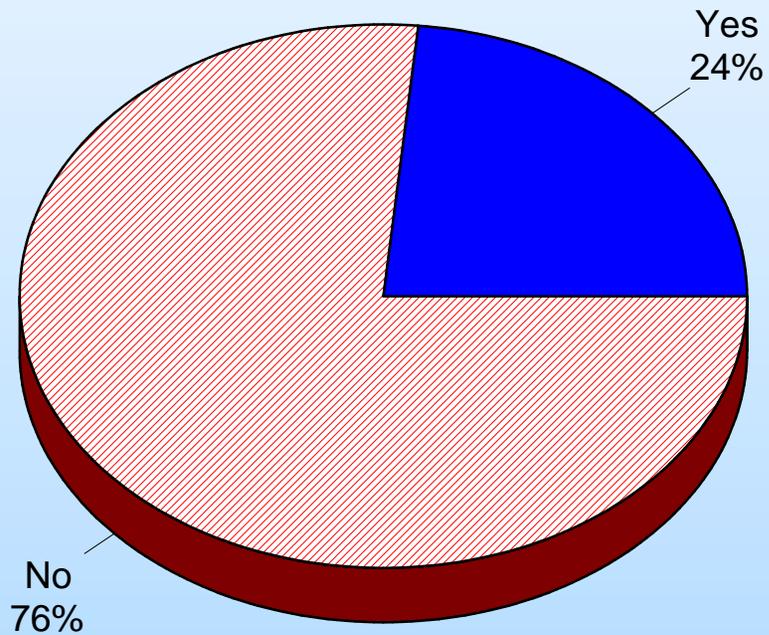
by percentage of the riders surveyed (excluding "don't know")



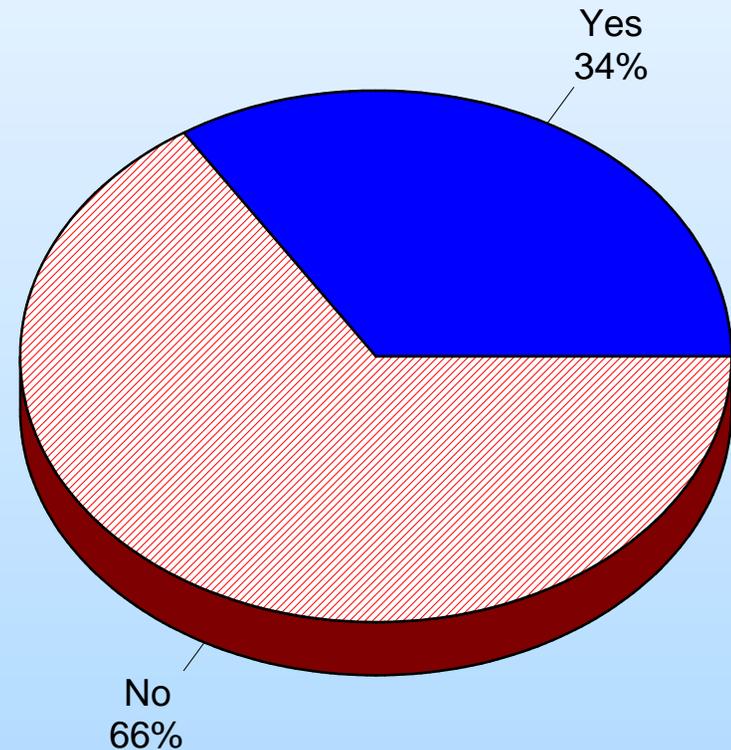
Did Customer Board Bus at a Park and Ride Location

by percentage of the riders surveyed

2016

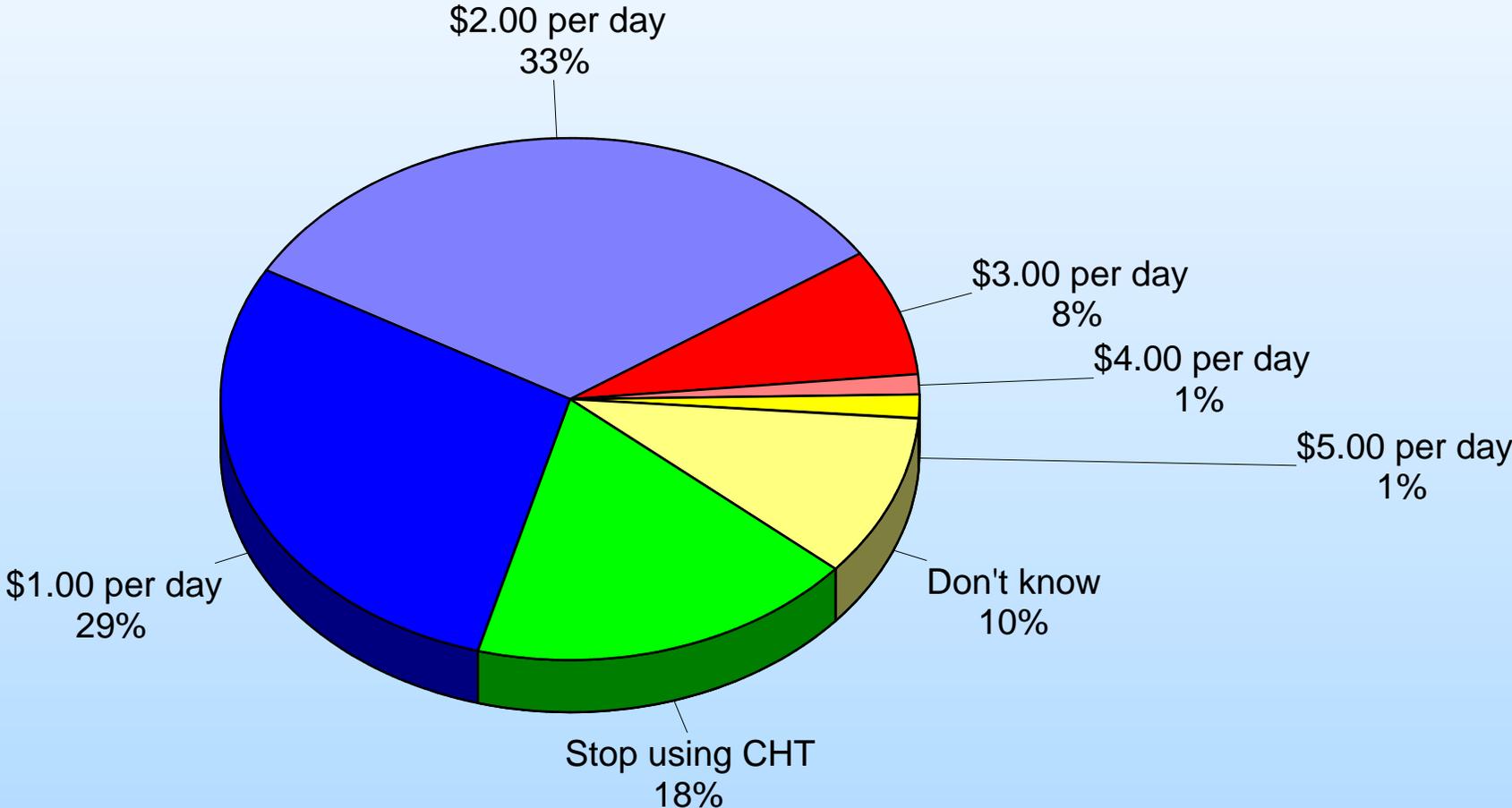


2012



Maximum Amount Customers Would Be Willing to Pay Per Day to Park at a Park and Ride Location

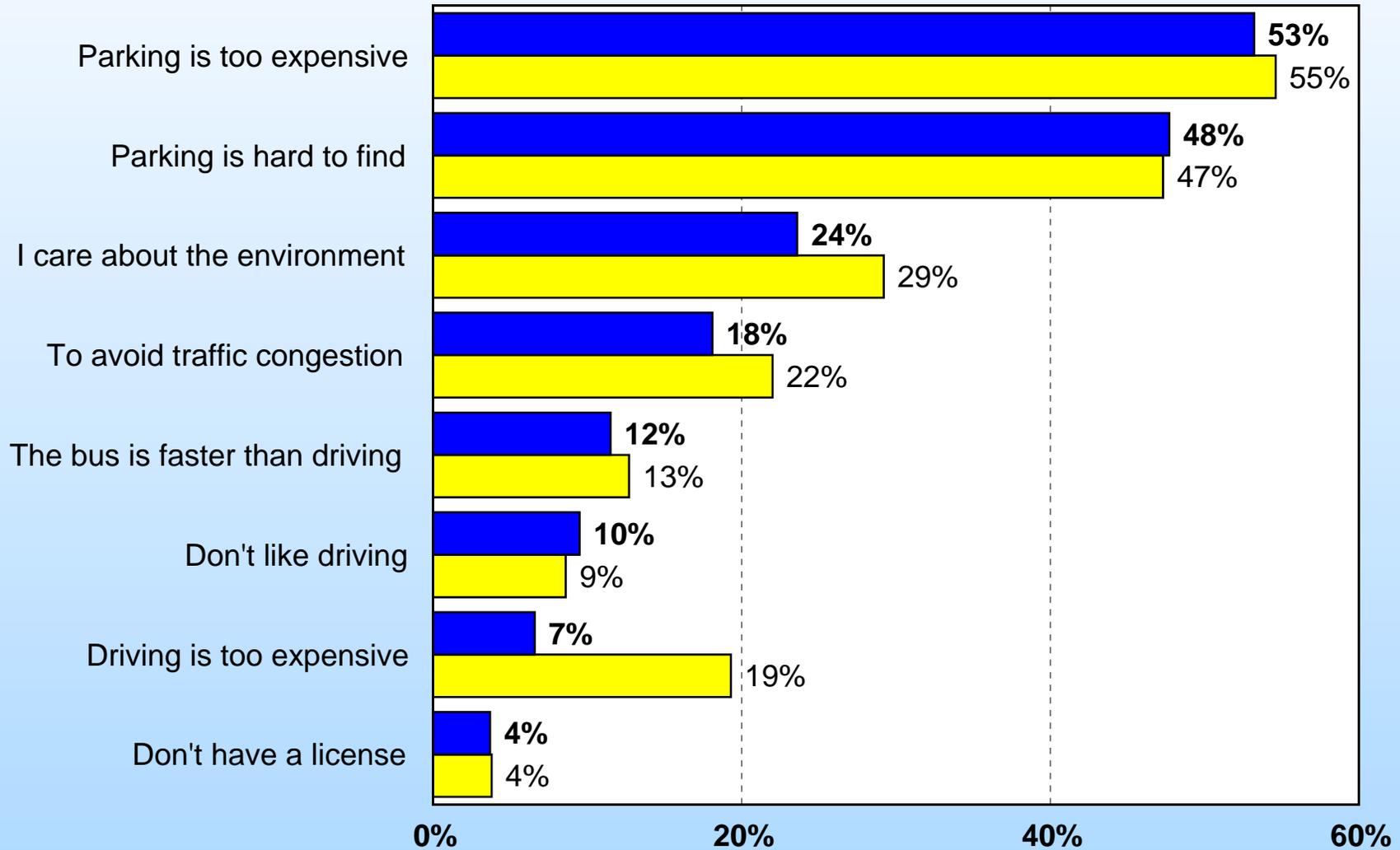
by percentage of respondents who boarded the bus they were on at a park and ride location



Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

Reasons Customers Used Public Transit If They Owned a Car

by percentage of riders who owned a car (multiple responses allowed)



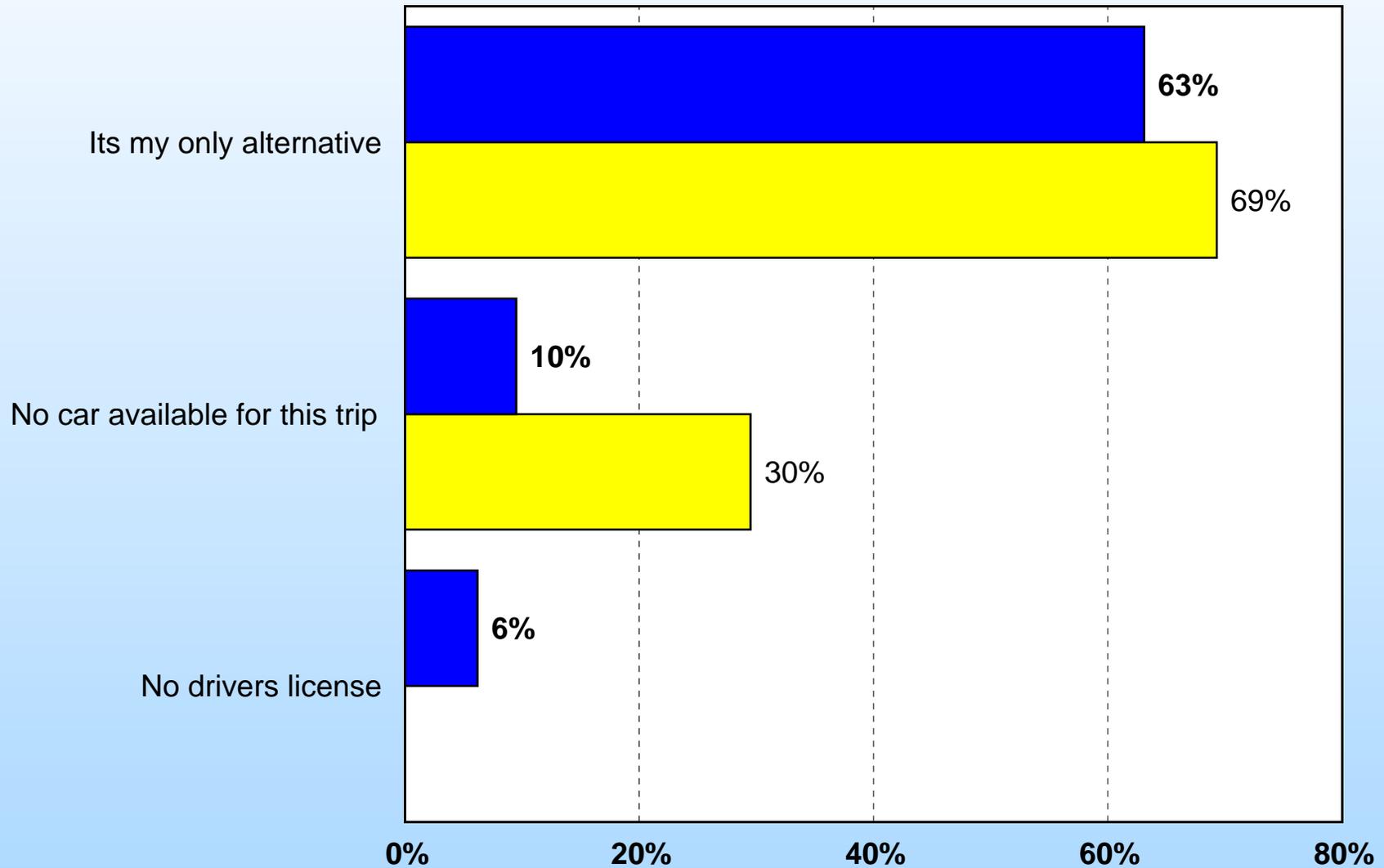
Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

2016 2012

TRENDS

Reasons Customers Used Public Transit If They Did Not Own a Car

by percentage of riders who did not own a car (multiple responses allowed)



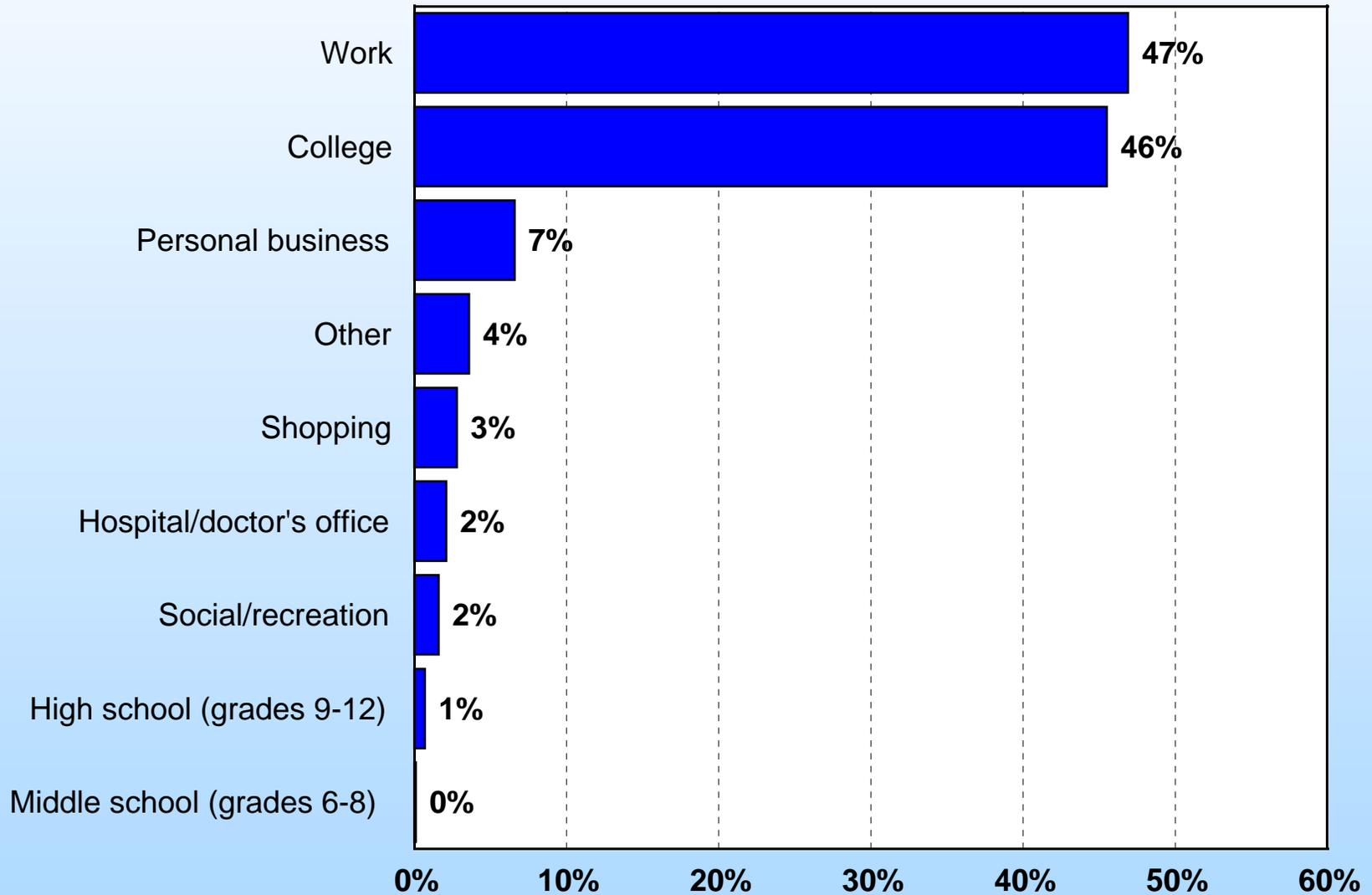
Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

■ 2016 ■ 2012

TRENDS

Purpose of the Trip

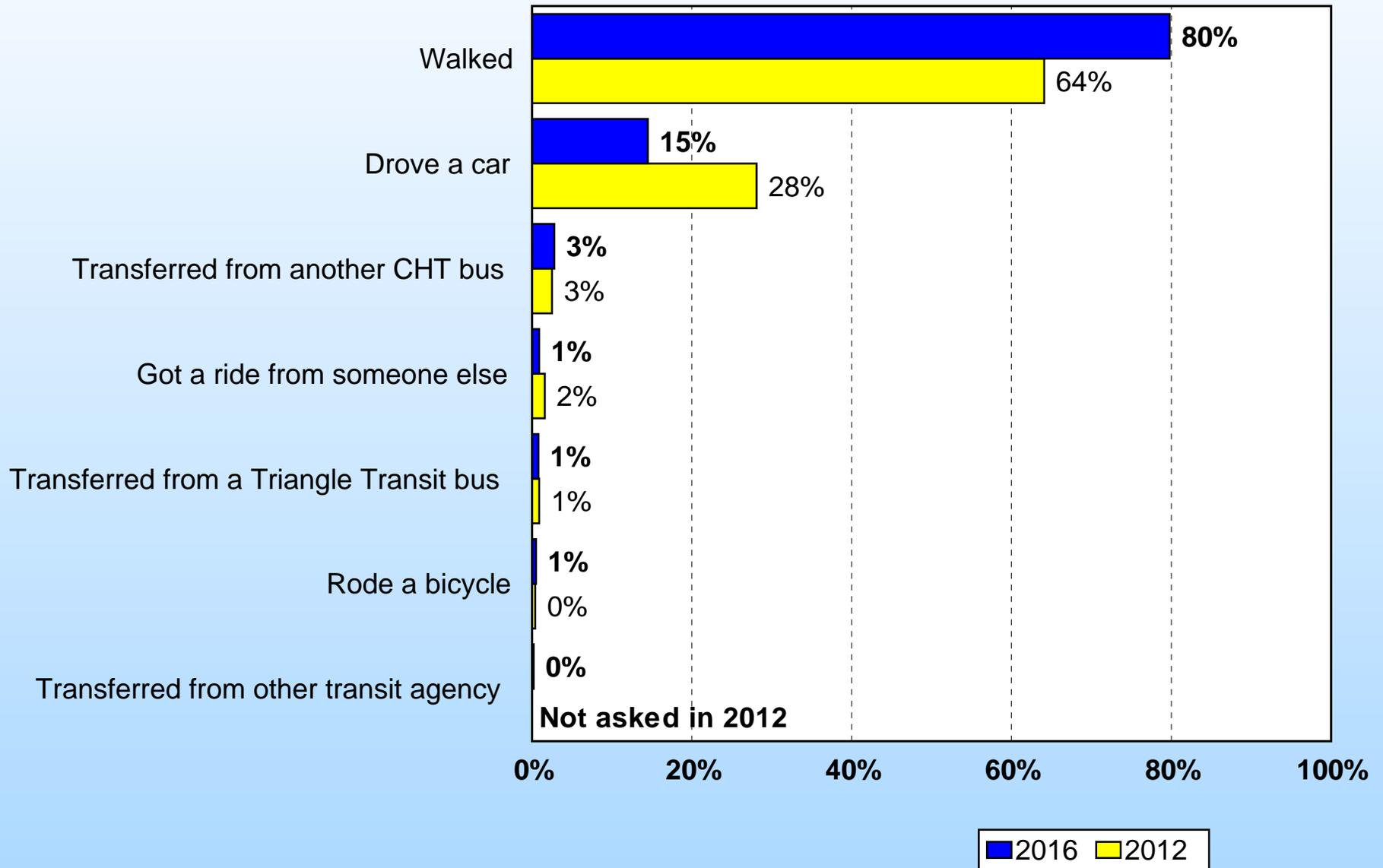
by percentage of the riders surveyed



Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

How Customers Got to the Bus They Were Riding

by percentage of the riders surveyed



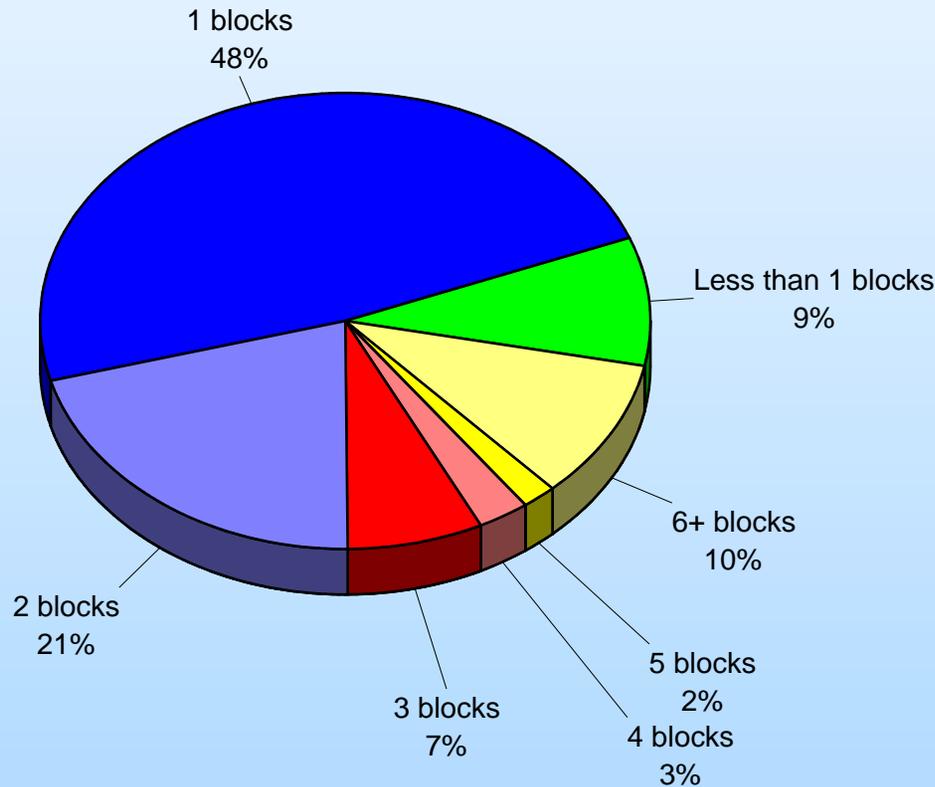
Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

TRENDS

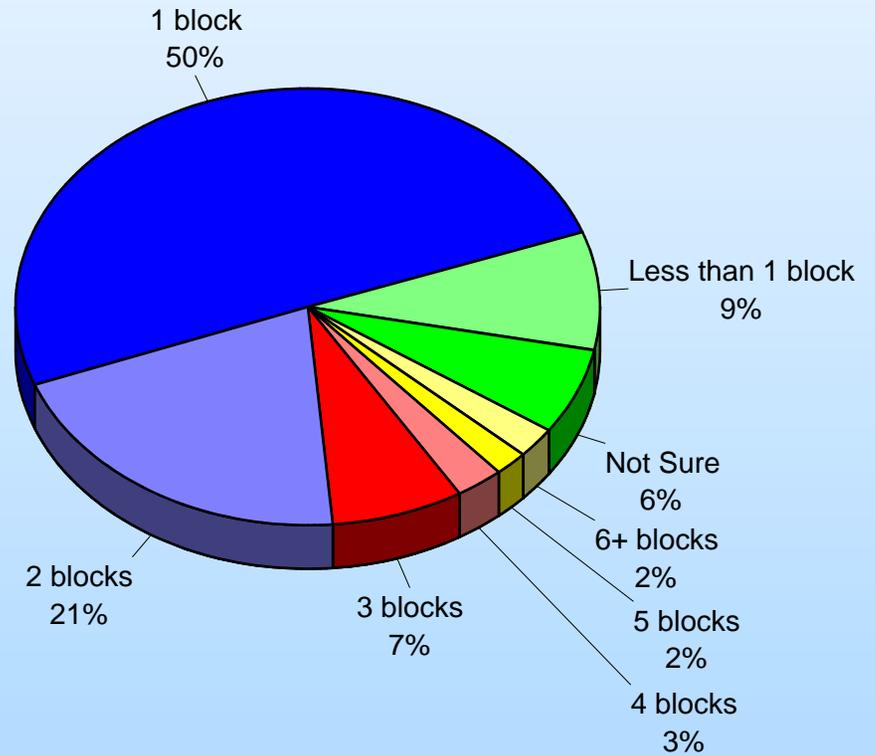
Number of Blocks Customers Had to Walk to Get to the Bus They Were Riding

by percentage of riders who walked to get to the bus they were riding

2016



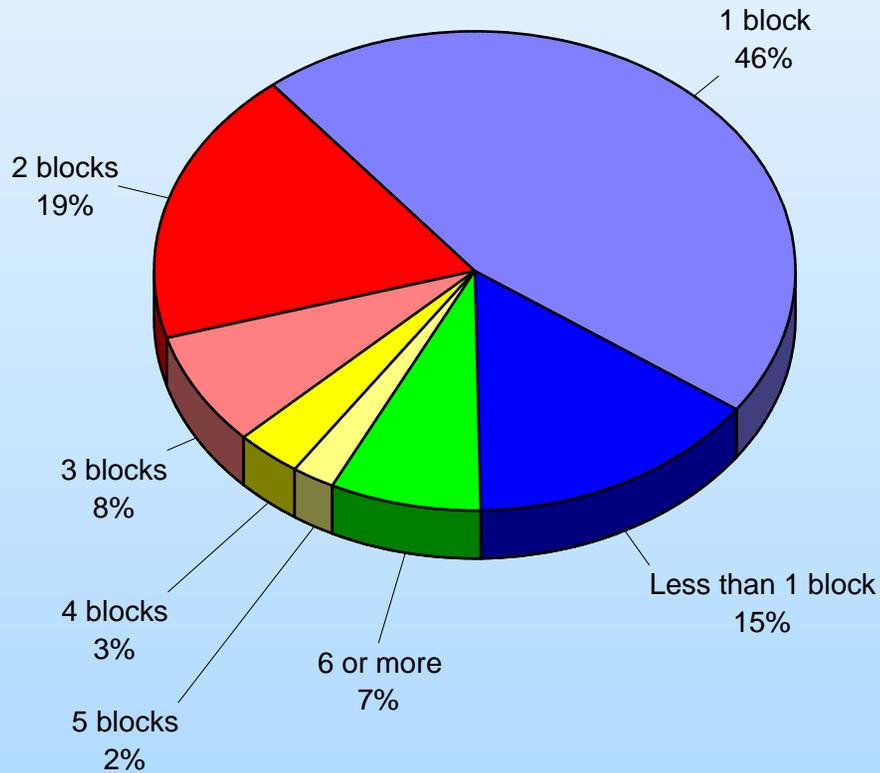
2012



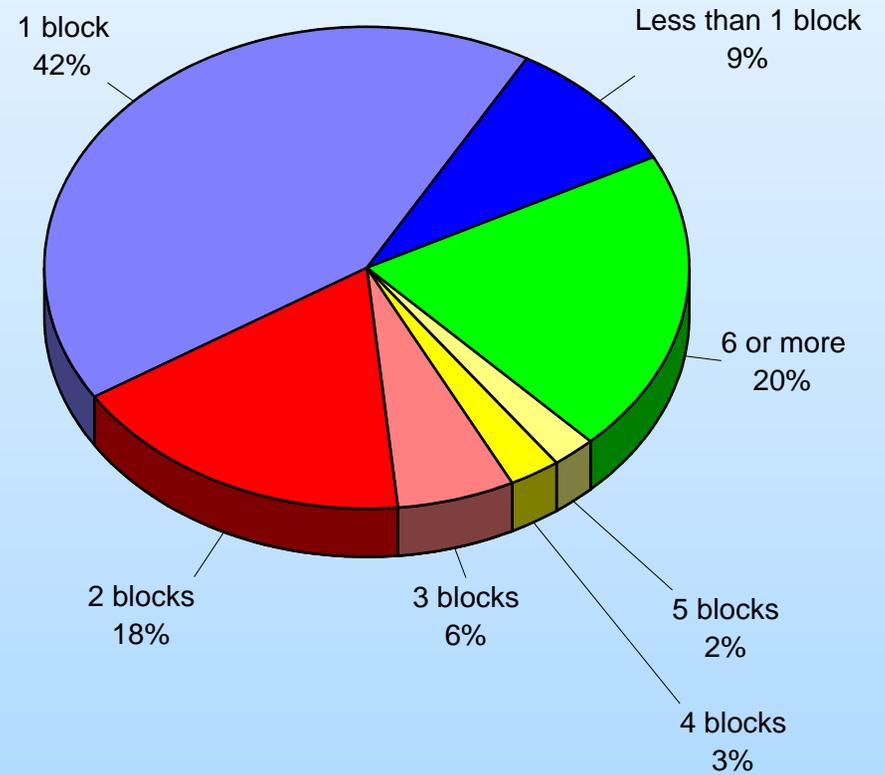
Number of Blocks The Nearest Bus Stop is Located From HOME

by percentage of the riders surveyed (excluding "don't know")

2016



2012



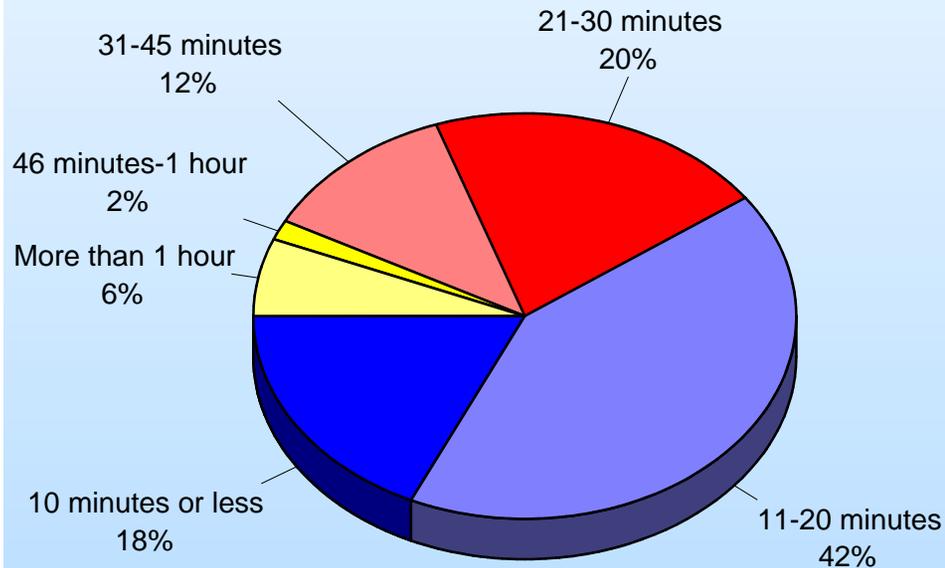
Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

TRENDS

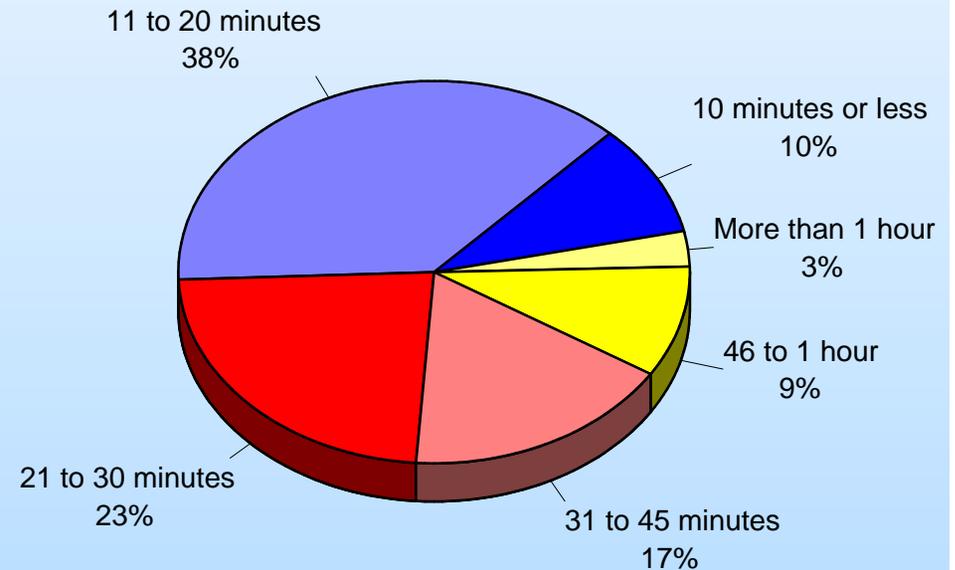
Average Time It Takes Riders to Get From Home to Work Using the Bus

by percentage of the riders who were employed (excluding "don't know" responses)

2016

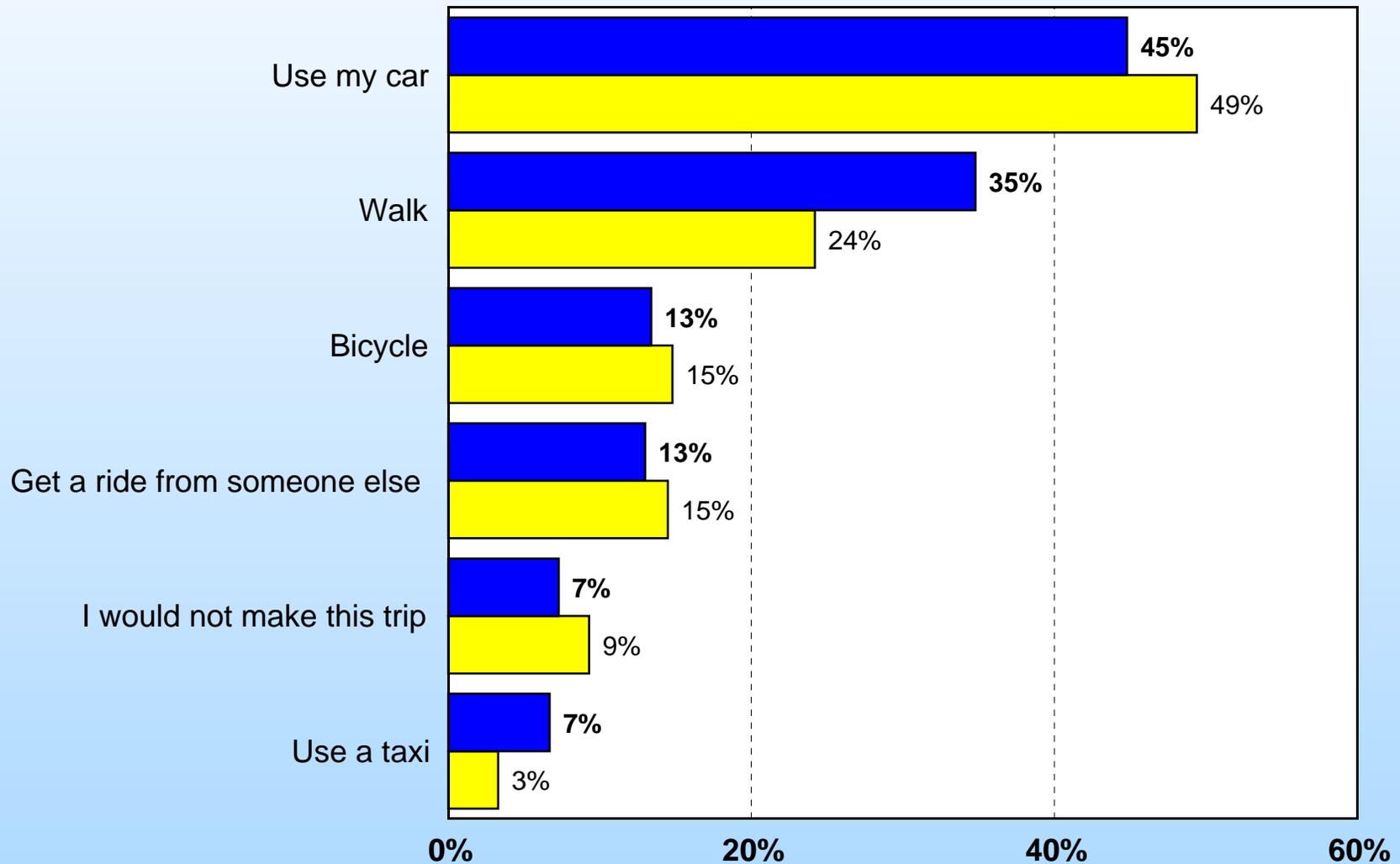


2012



How Customers Would Have Made Their Trip If CHT Service Was Not Available

by percentage of the riders surveyed (multiple responses allowed)



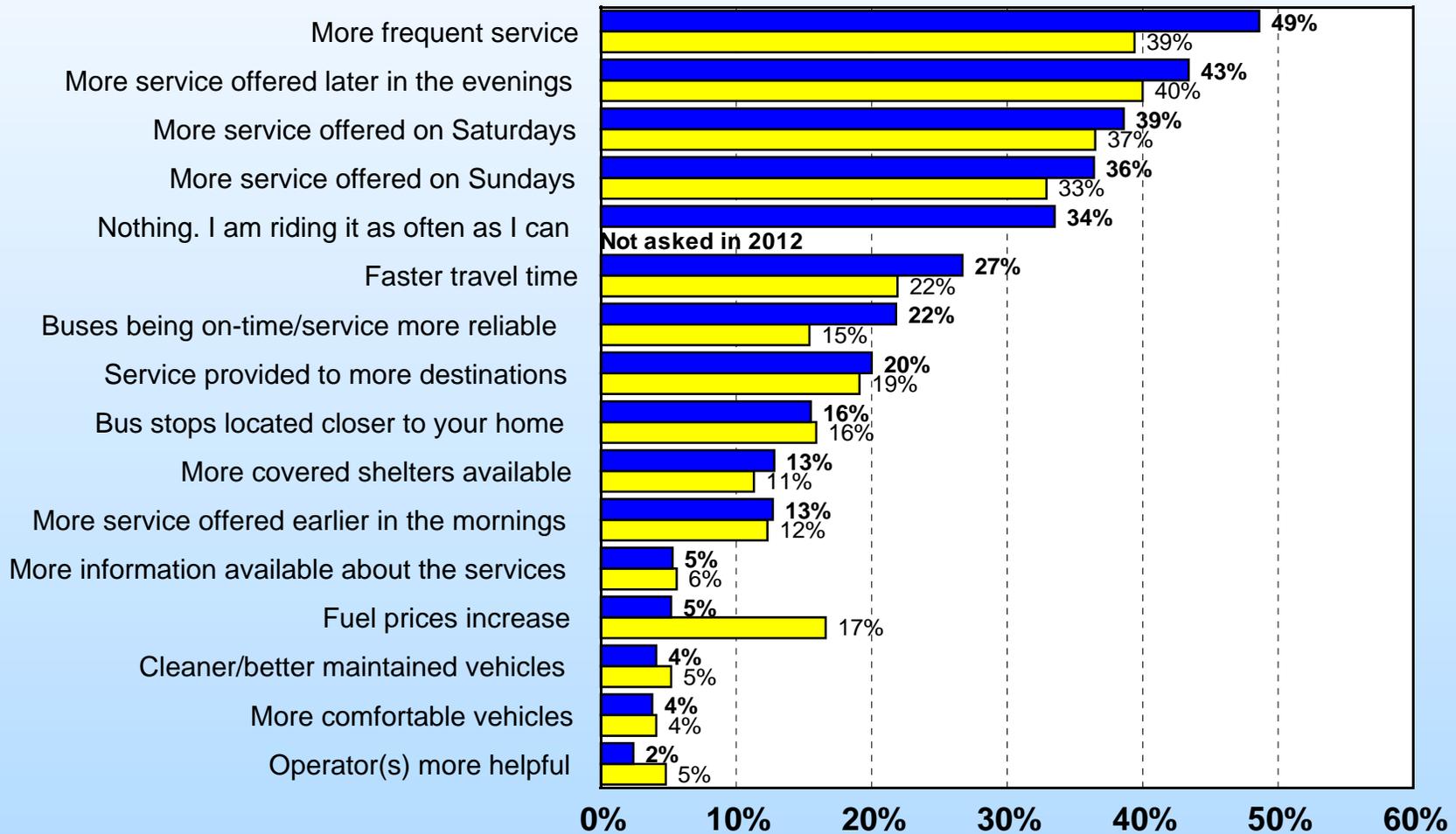
Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

2016 2012

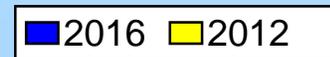
TRENDS

Items That Would Encourage Riders to Use CHT More Often

by percentage of the riders surveyed (multiple responses allowed)



Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

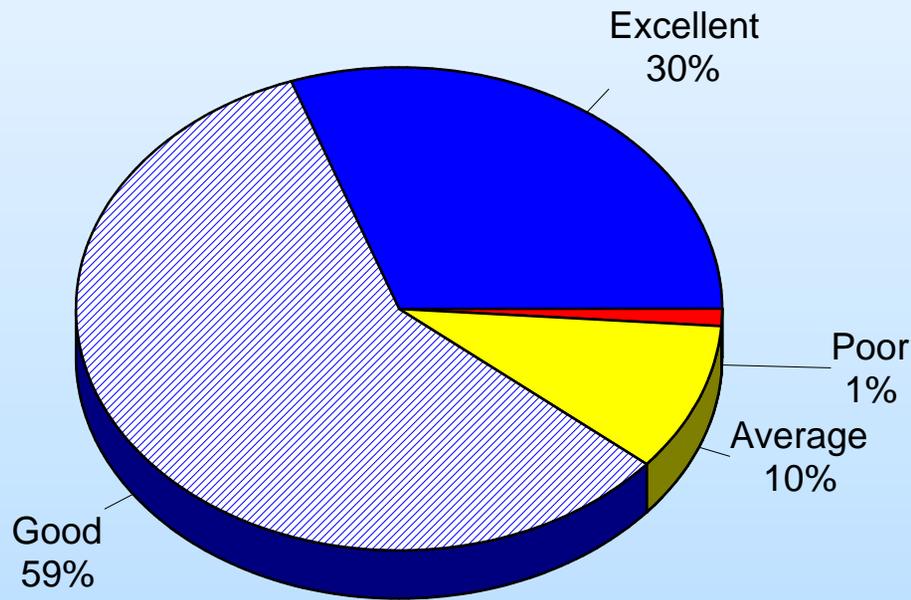


TRENDS

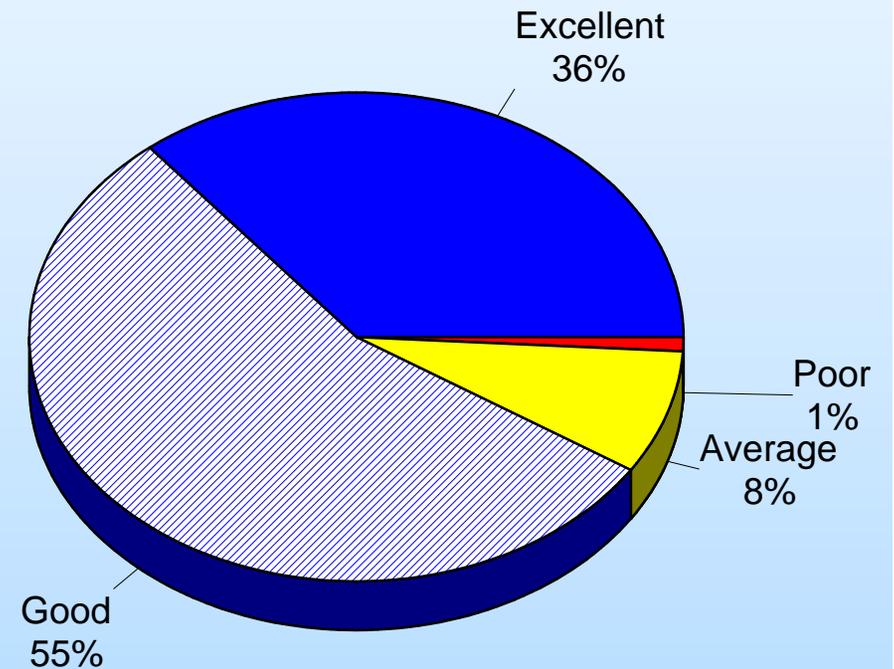
Overall Ratings of the Quality of Chapel Hill Transit

by percentage of the riders surveyed (excluding don't knows)

2016



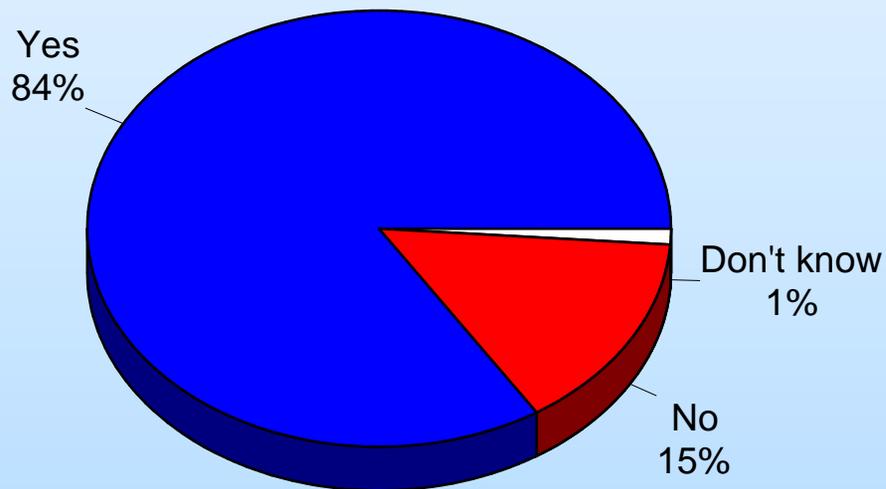
2012



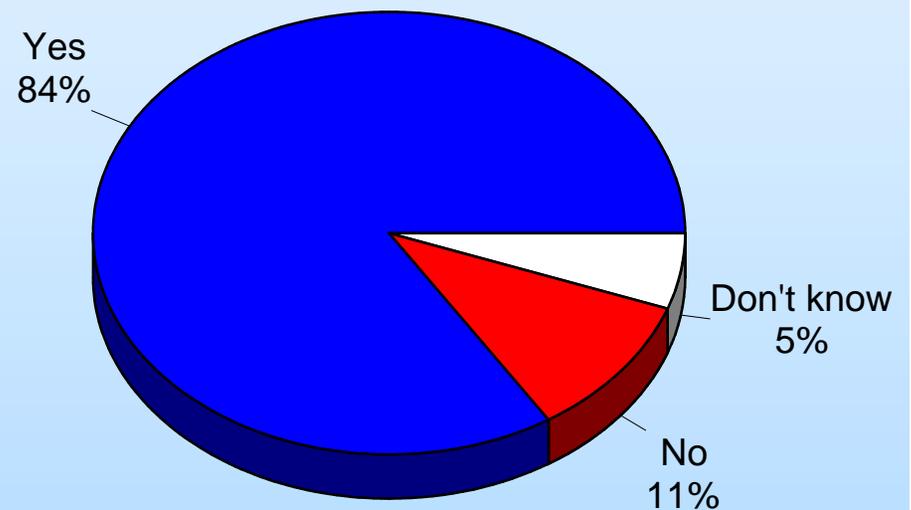
Do you think you will still be using CHT a year from now?

by percentage of the riders surveyed

2016

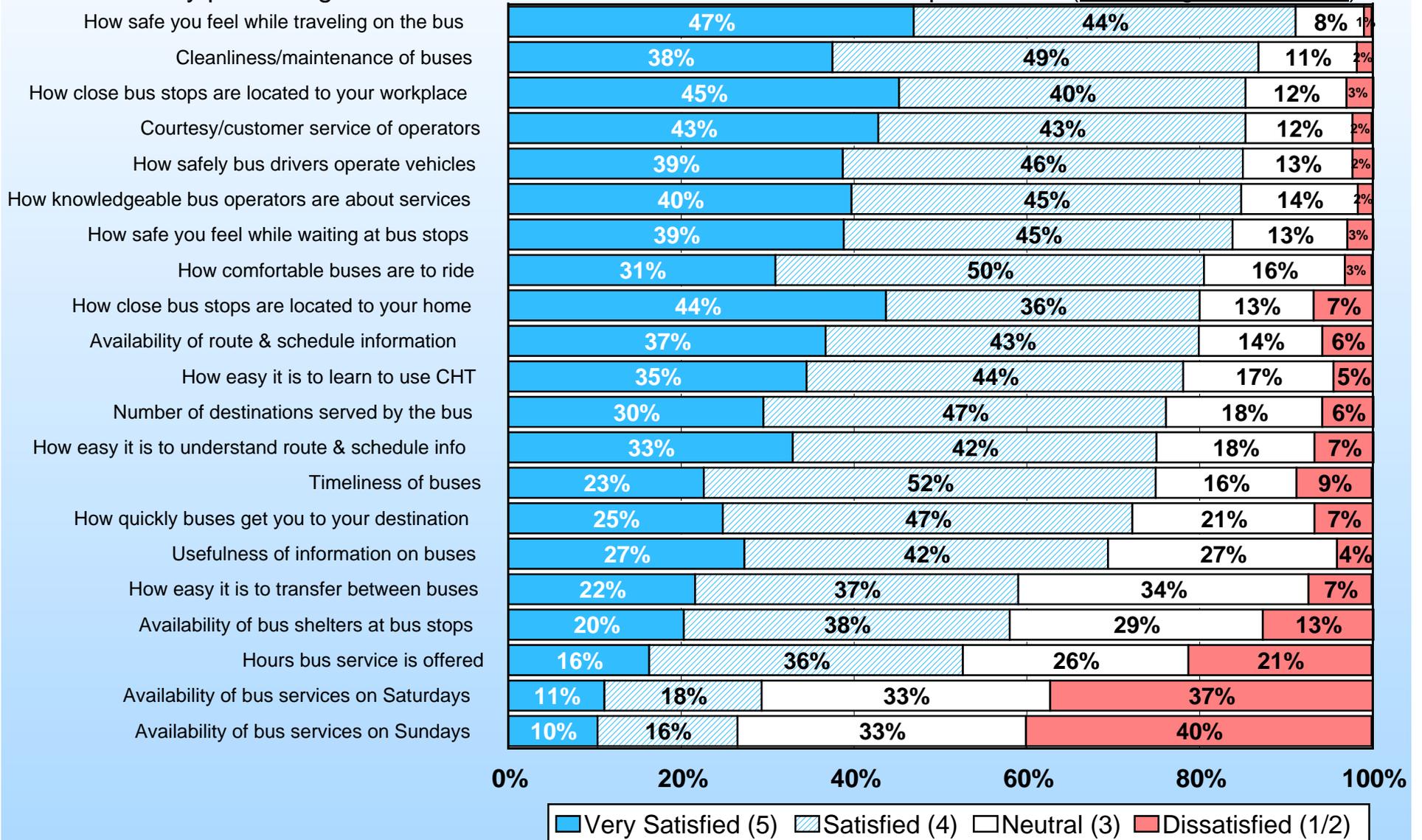


2012



Satisfaction With Various Aspects of Chapel Hill Transit: *Riders on Both Express and Local Routes*

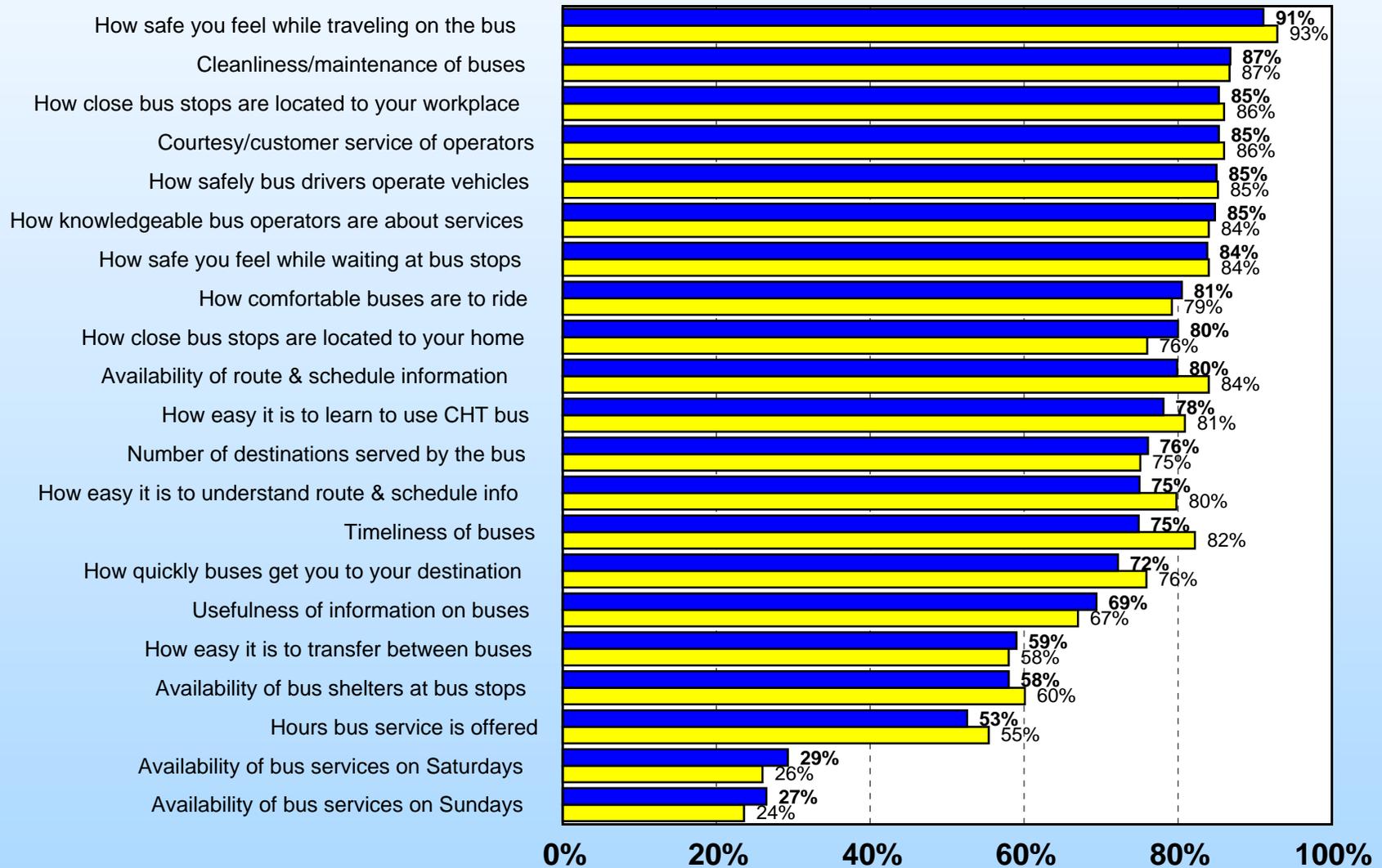
by percentage of riders who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

Satisfaction With Various Aspects of Chapel Hill Transit: *Riders on Both Express and Local Routes*

by percentage of riders who rated the item as Very Satisfied or Satisfied on
on a 5-point scale (excluding don't knows)

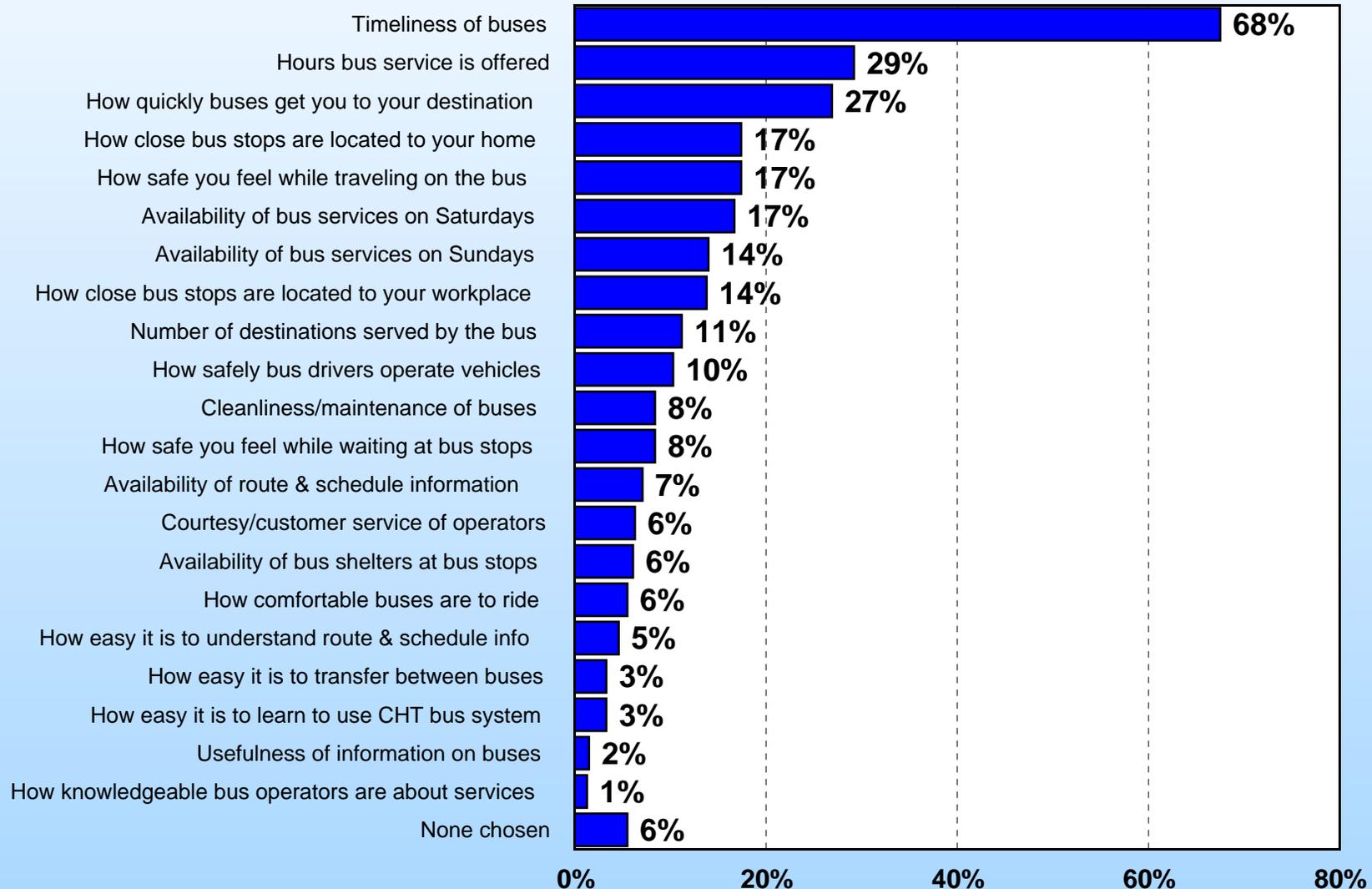


Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

2016 2012 **TRENDS**

Chapel Hill Transit Services Residents Think Are Most Important: *Riders on Both Express and Local Routes*

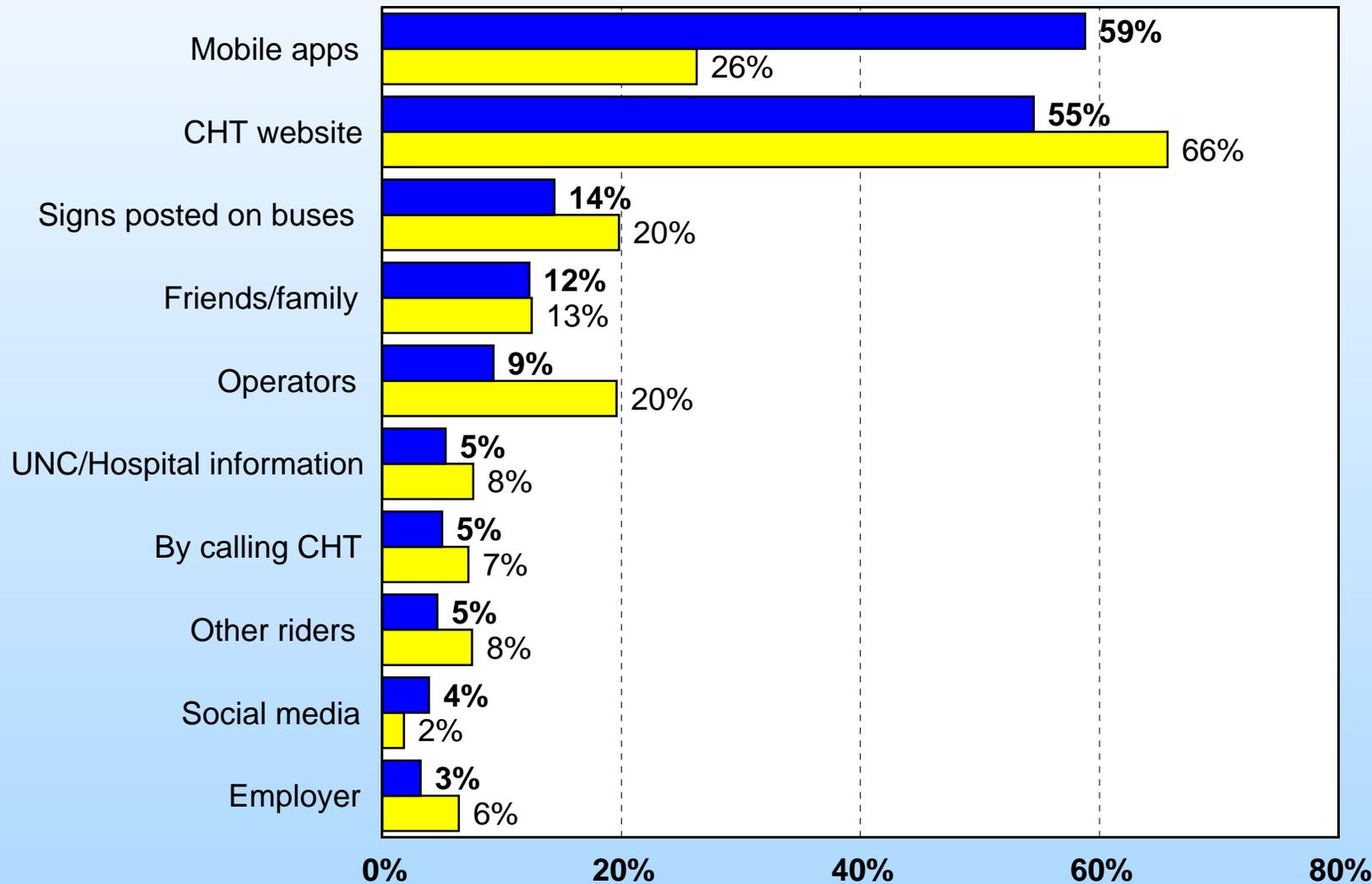
by percentage of riders who selected the item as one of their top three choices



Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

How Riders Typically Get Information About CHT Services

by percentage of the riders surveyed (multiple responses allowed, excluding "Other")



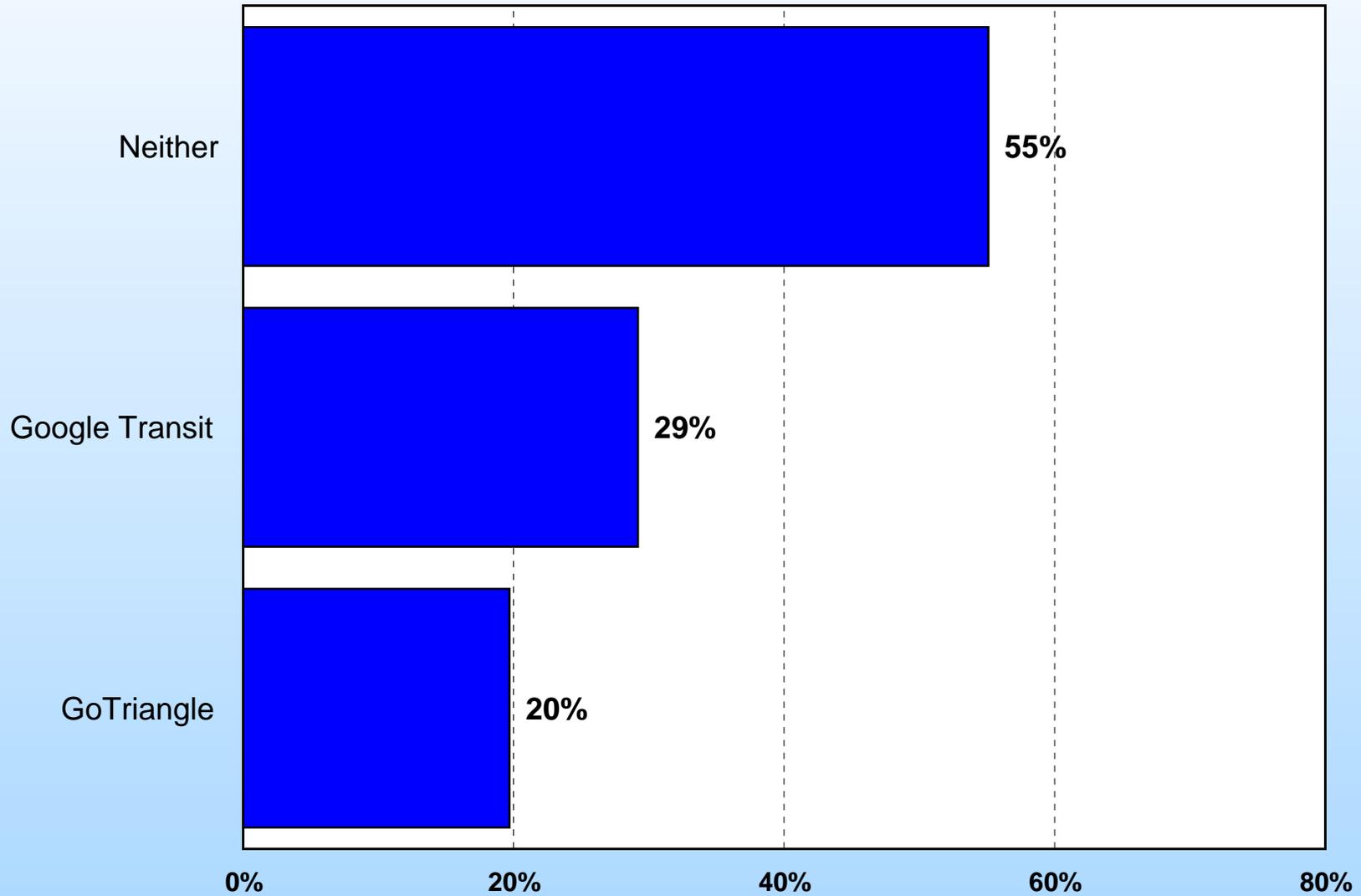
Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

2016 2012

TRENDS

Trip Planners Riders Use

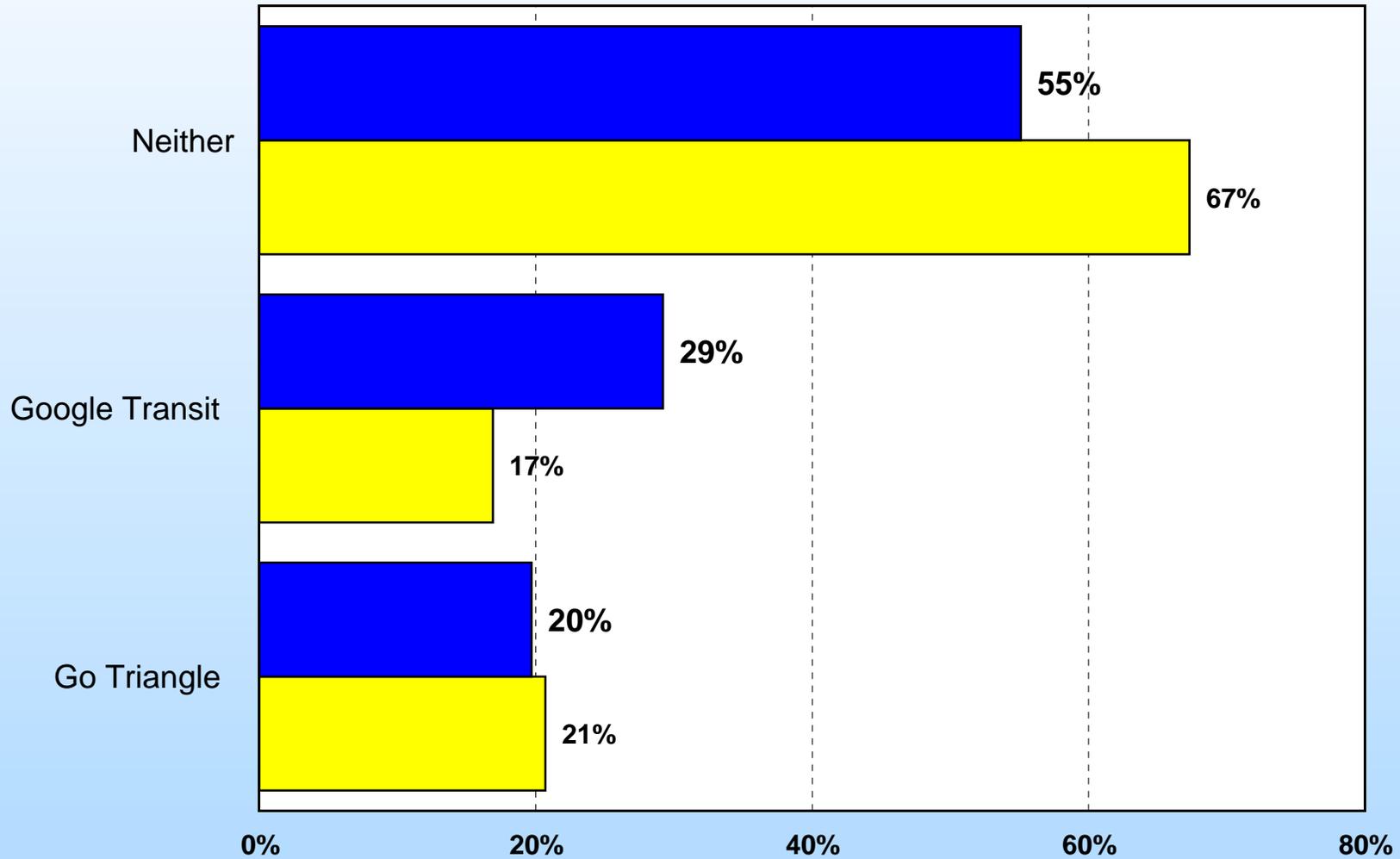
by percentage of the riders surveyed



Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

Trip Planners Riders Use

by percentage of respondents surveyed



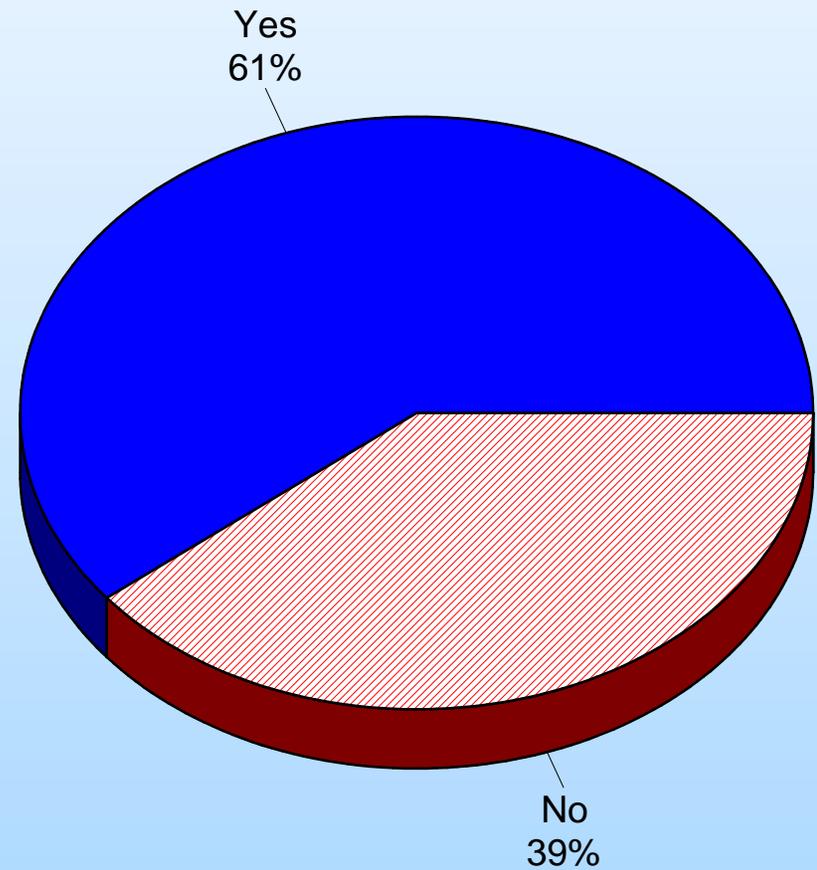
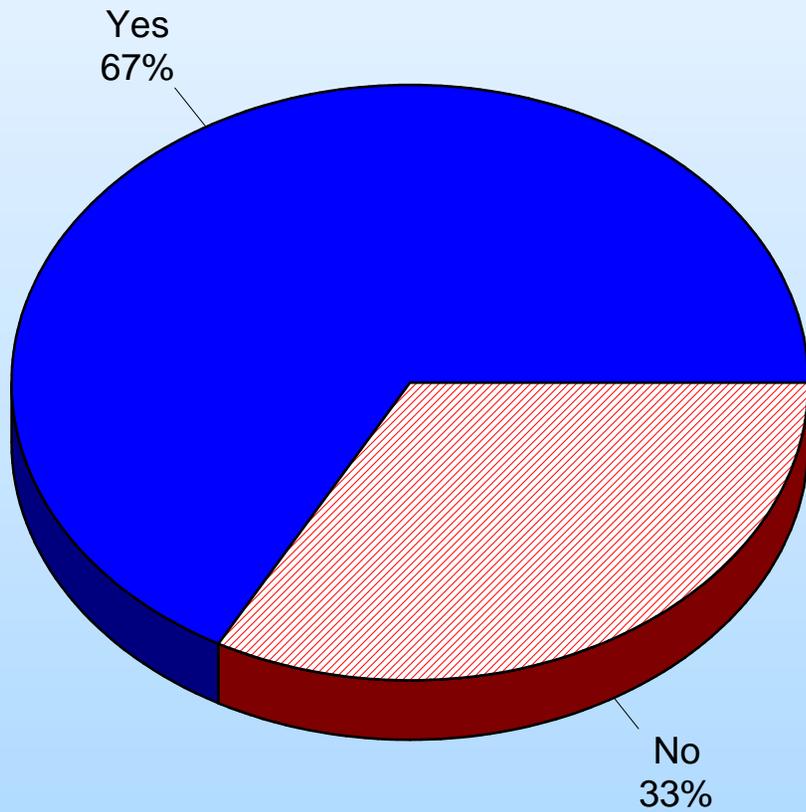
Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

Do you use CHT's NextBus?

by percentage of the riders surveyed

2016

2012



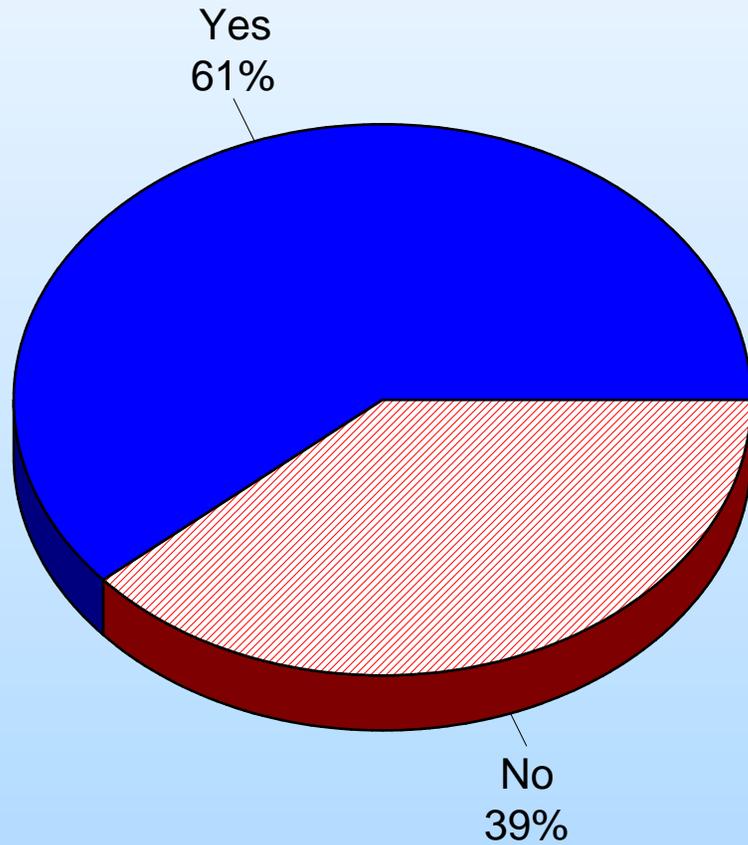
Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

TRENDS

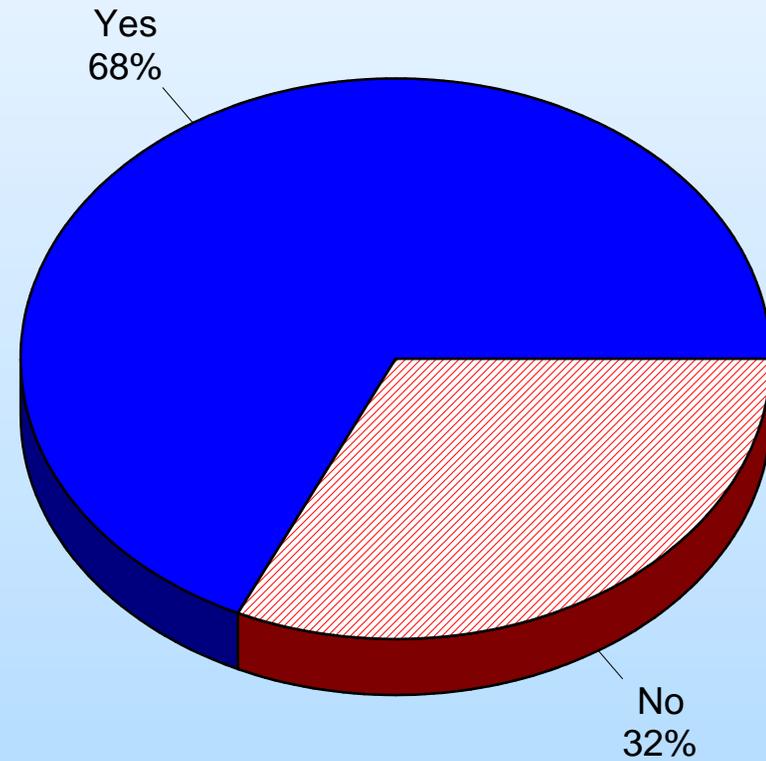
Do you use CHT's NextBus?

by percentage of the riders surveyed

Express

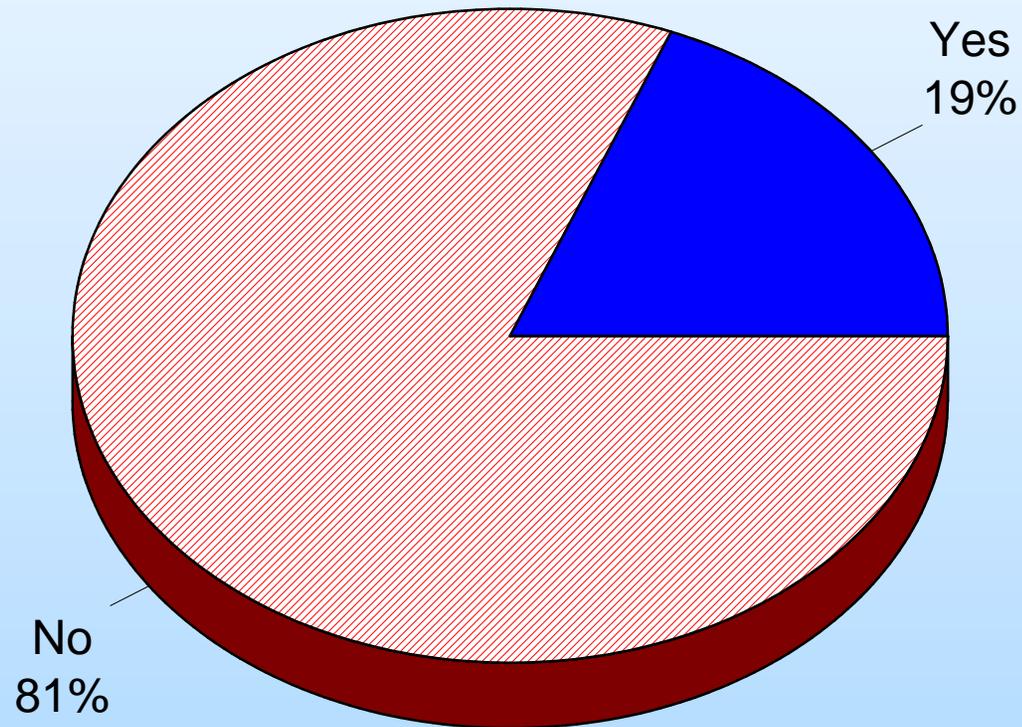


Local



Would you like to receive email alerts about CHT services?

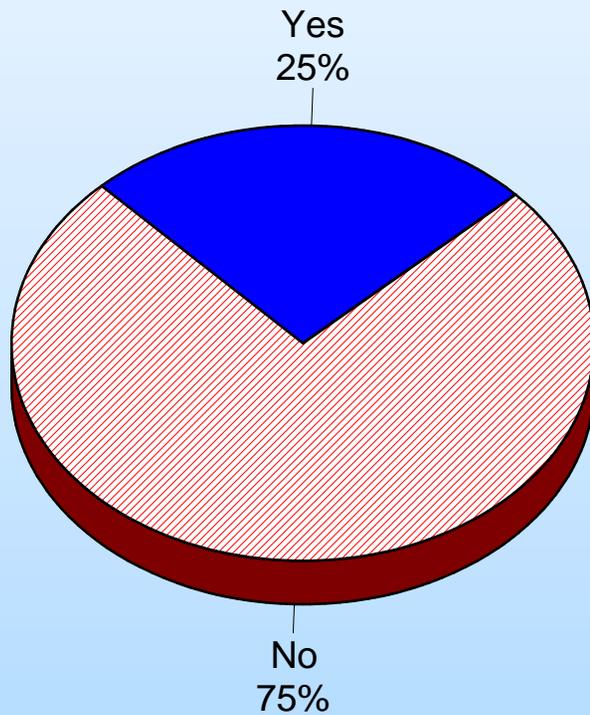
by percentage of the riders surveyed



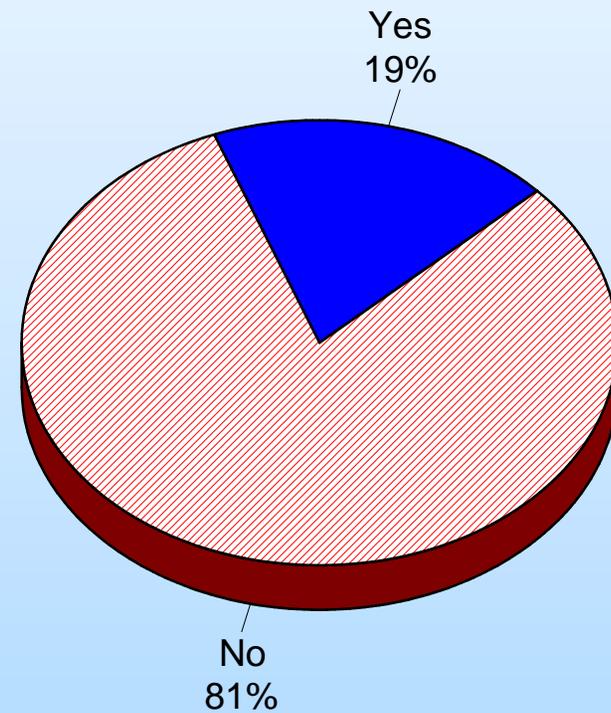
Would you like to receive email alerts about CHT services?

by percentage of the riders surveyed

Express



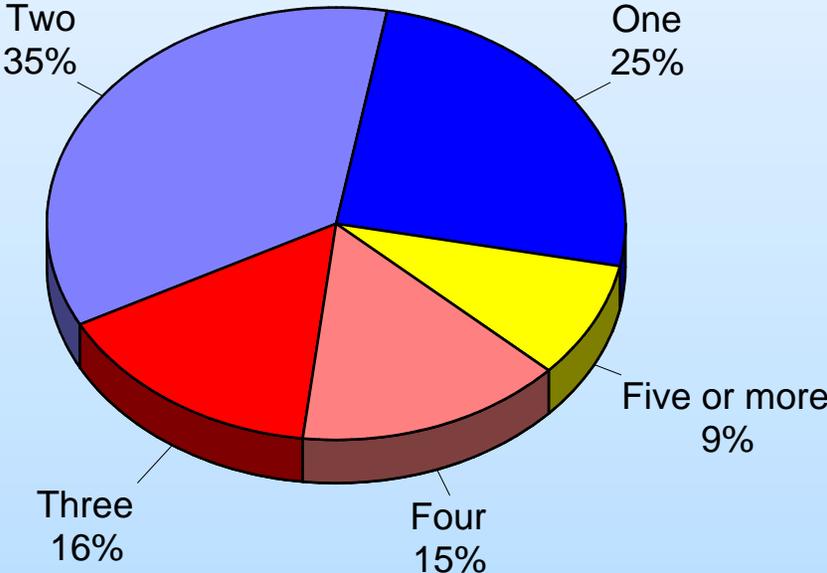
Local



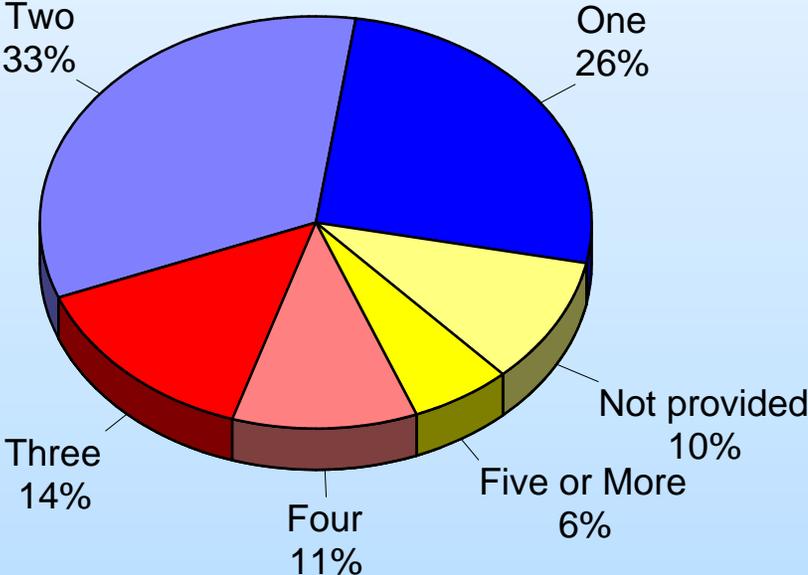
Number of People Living in the Household

by percentage of the riders surveyed

2016



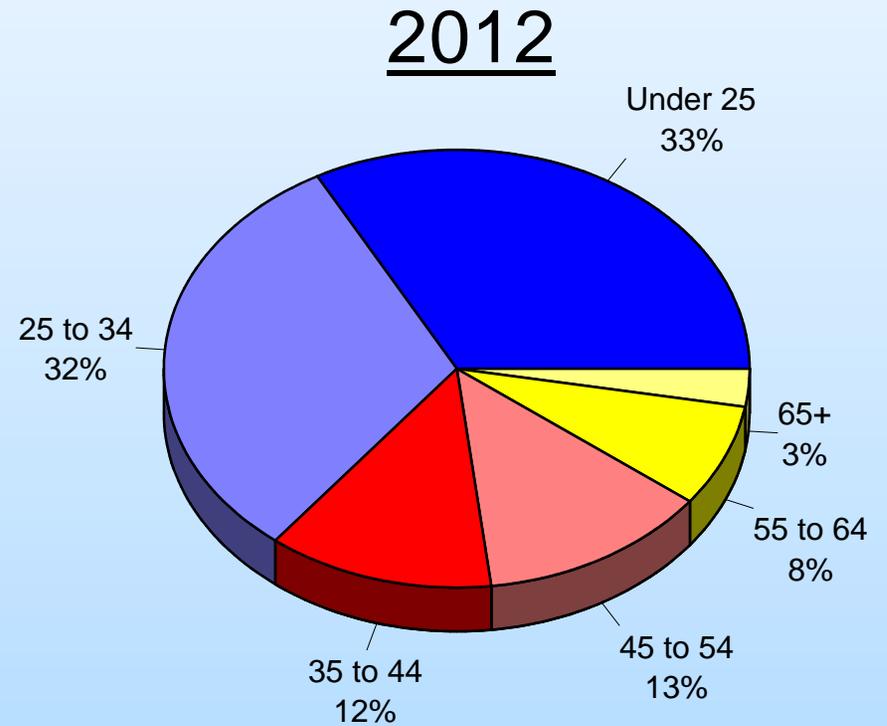
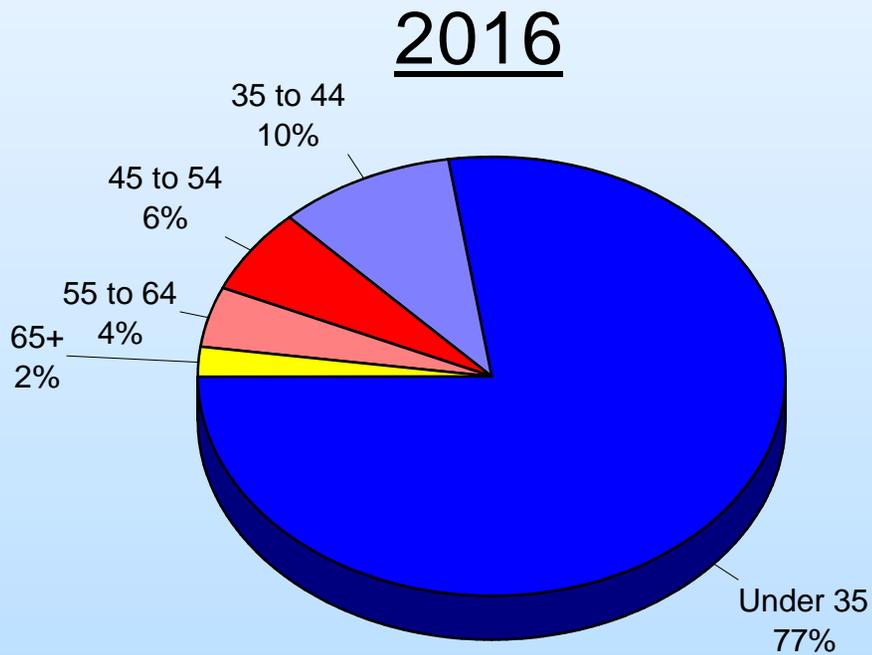
2012



Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

Age of Riders

by percentage of the riders surveyed



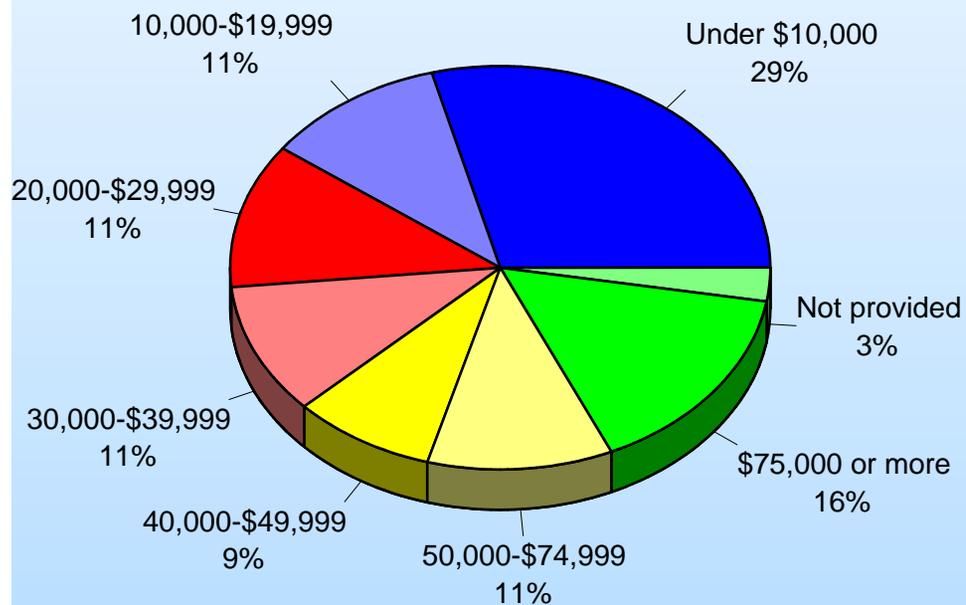
Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

TRENDS

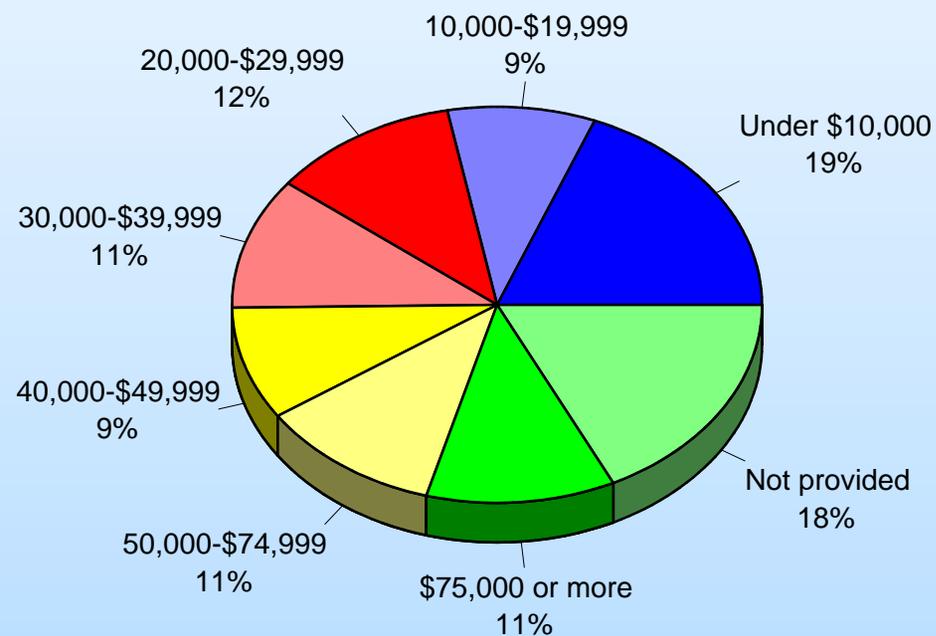
Total Annual Household Income

by percentage of the riders surveyed

2016

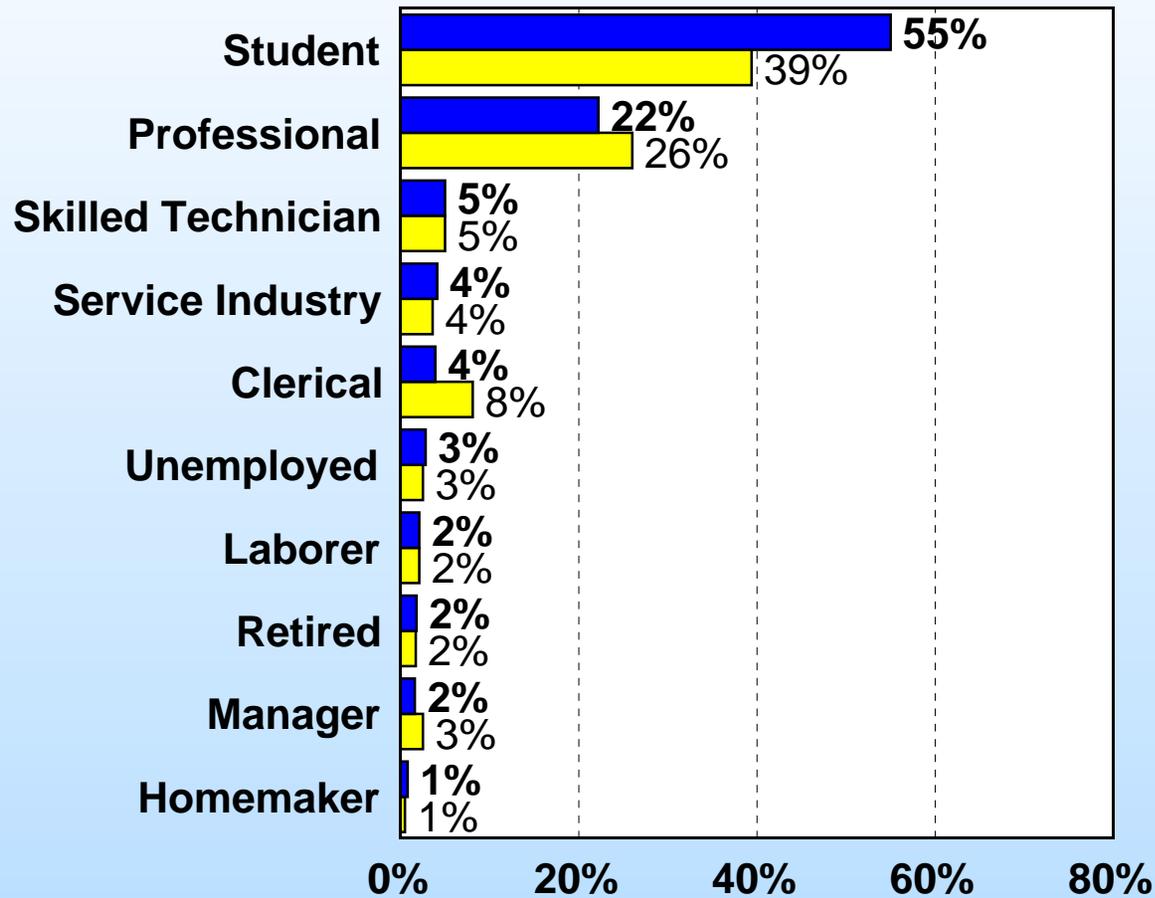


2012



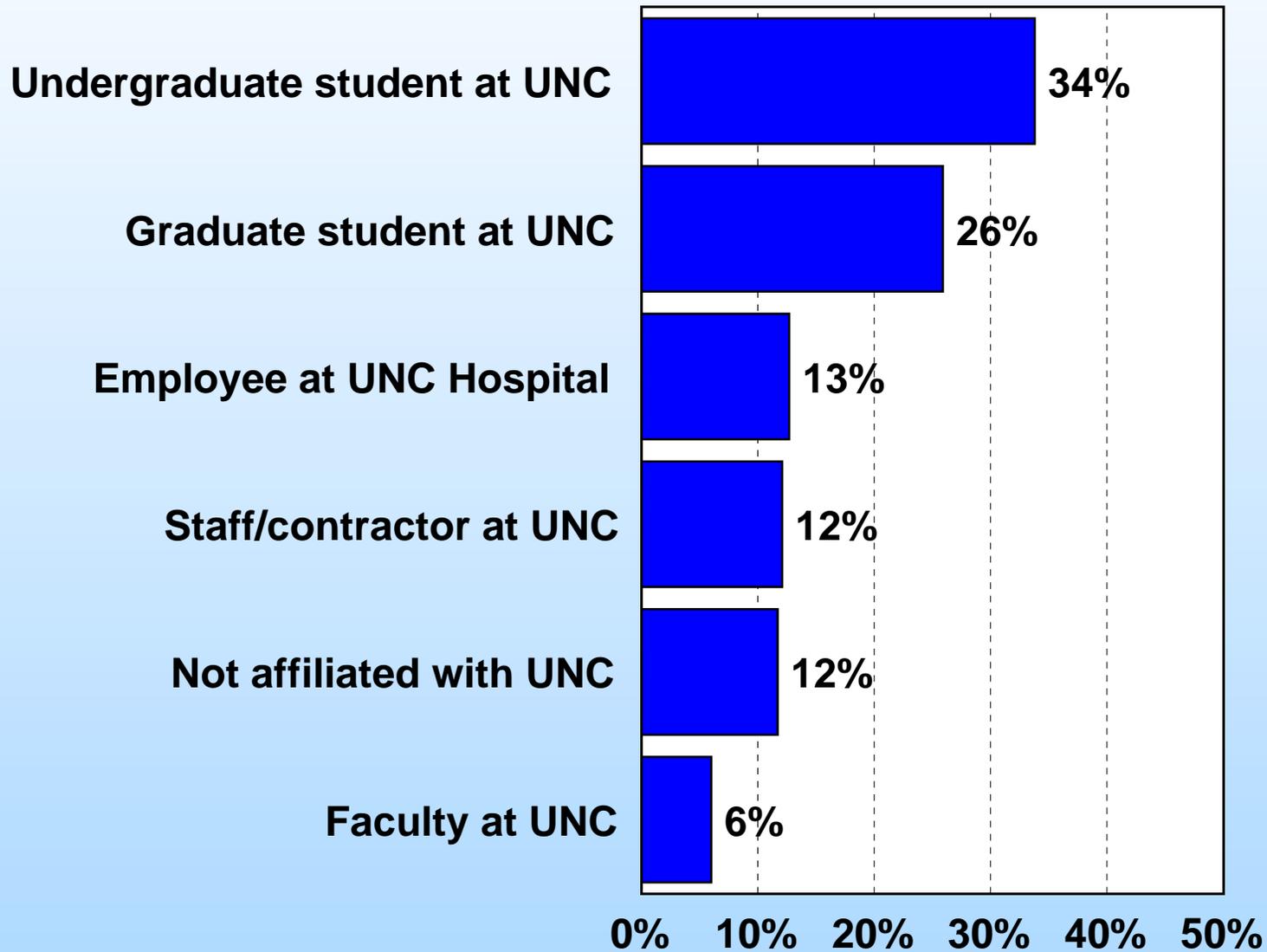
Occupation of Riders

by percentage of the riders surveyed



Status of Rider's UNC Affiliation

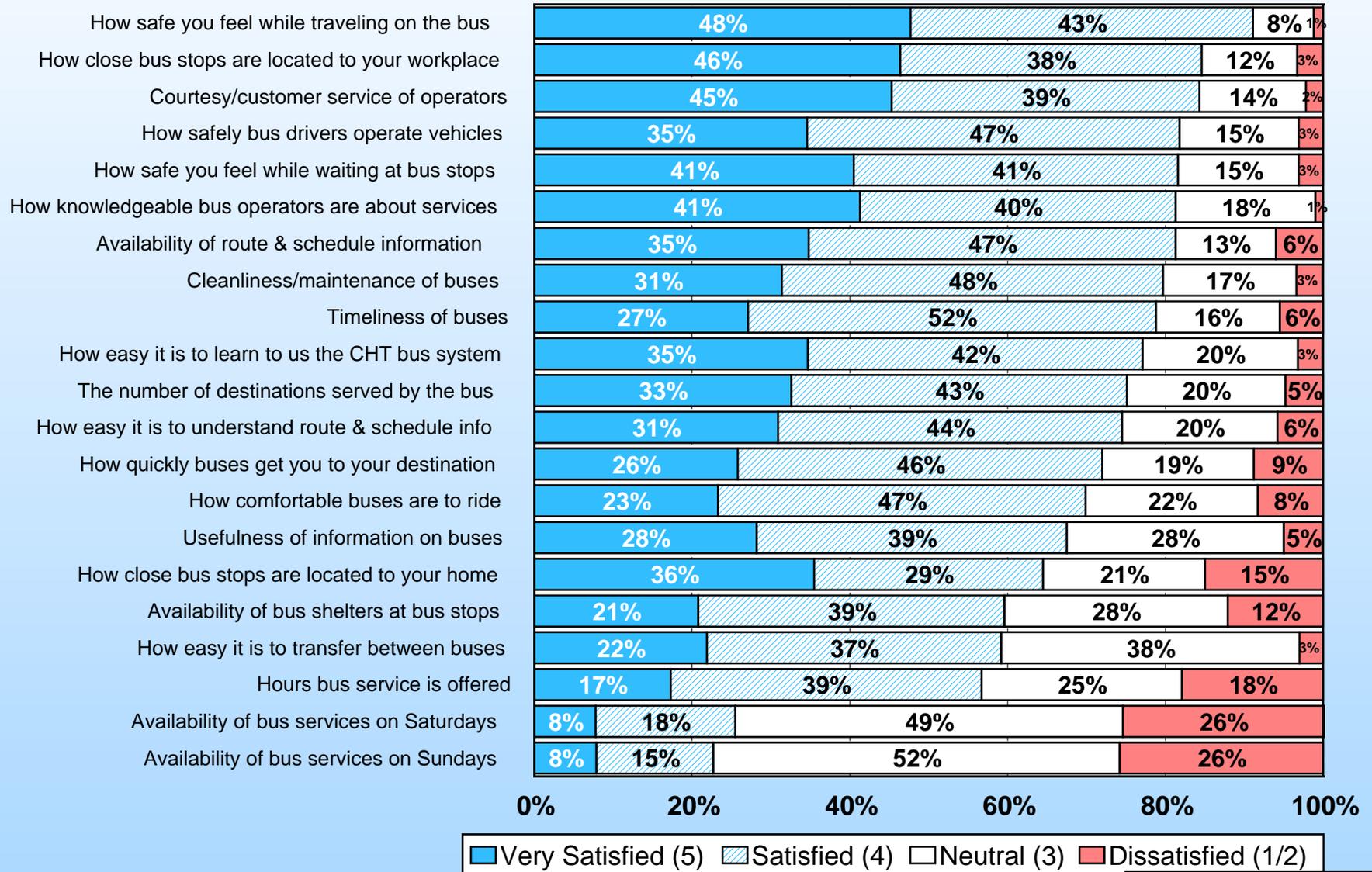
by percentage of the riders surveyed



Express Routes

Satisfaction With Various Aspects of Chapel Hill Transit: *Riders on Express Routes Only*

by percentage of riders who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

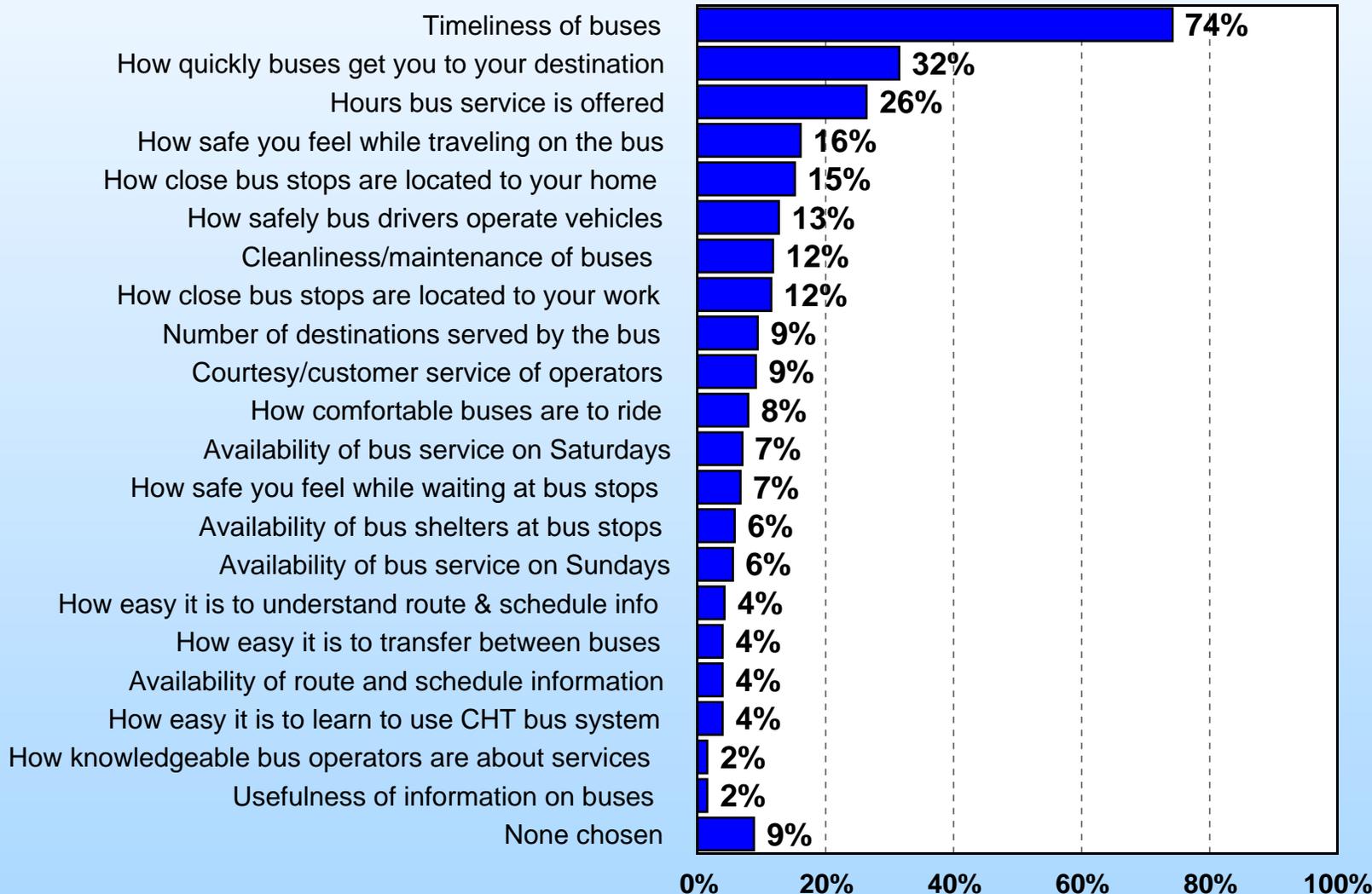


Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

Express Routes

Chapel Hill Transit Services Residents Think Are Most Important: Riders on Express Routes Only

by percentage of riders who selected the item as one of their top three choices

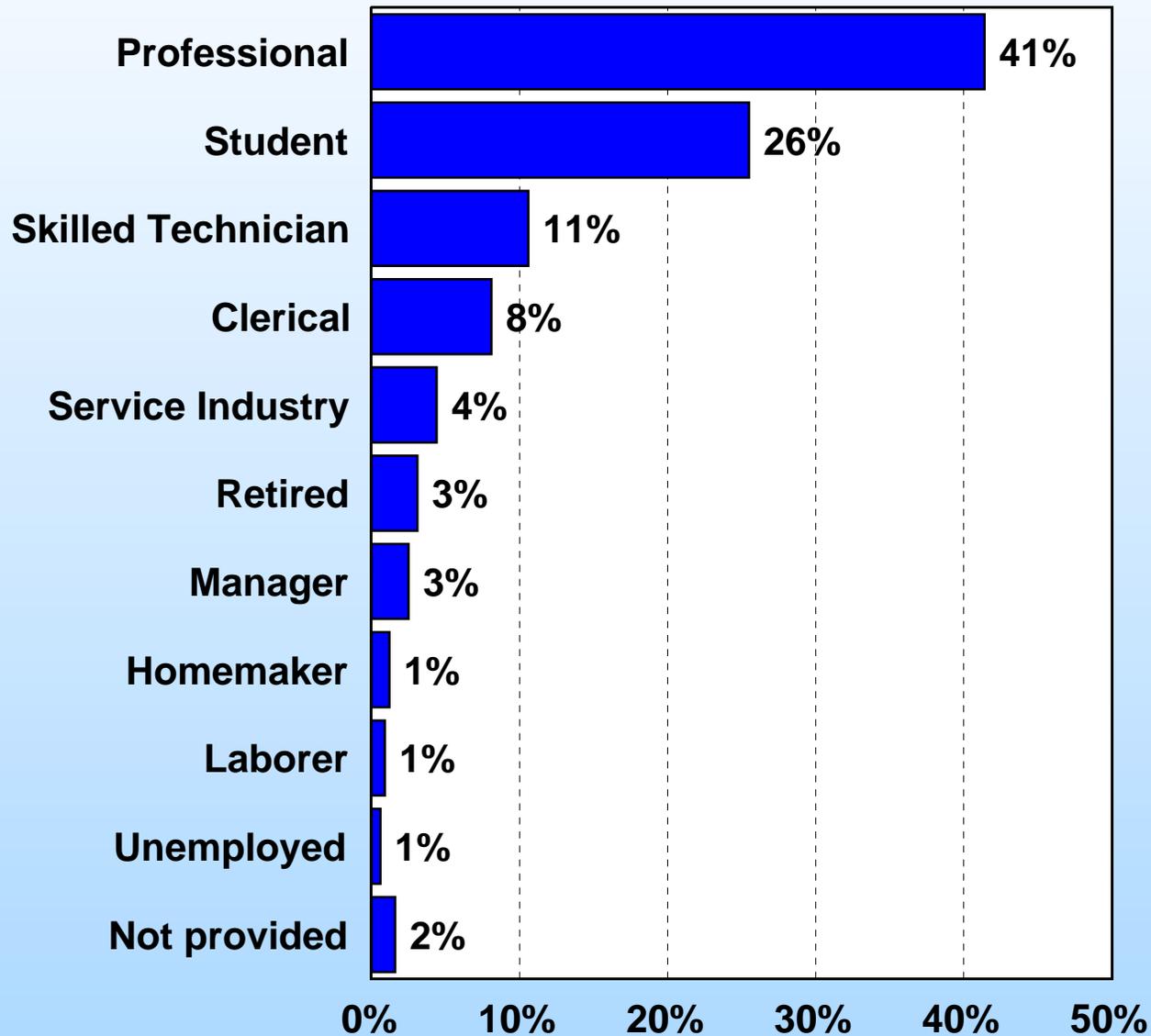


Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

Express Routes

Occupation of Riders

by percentage of the riders surveyed

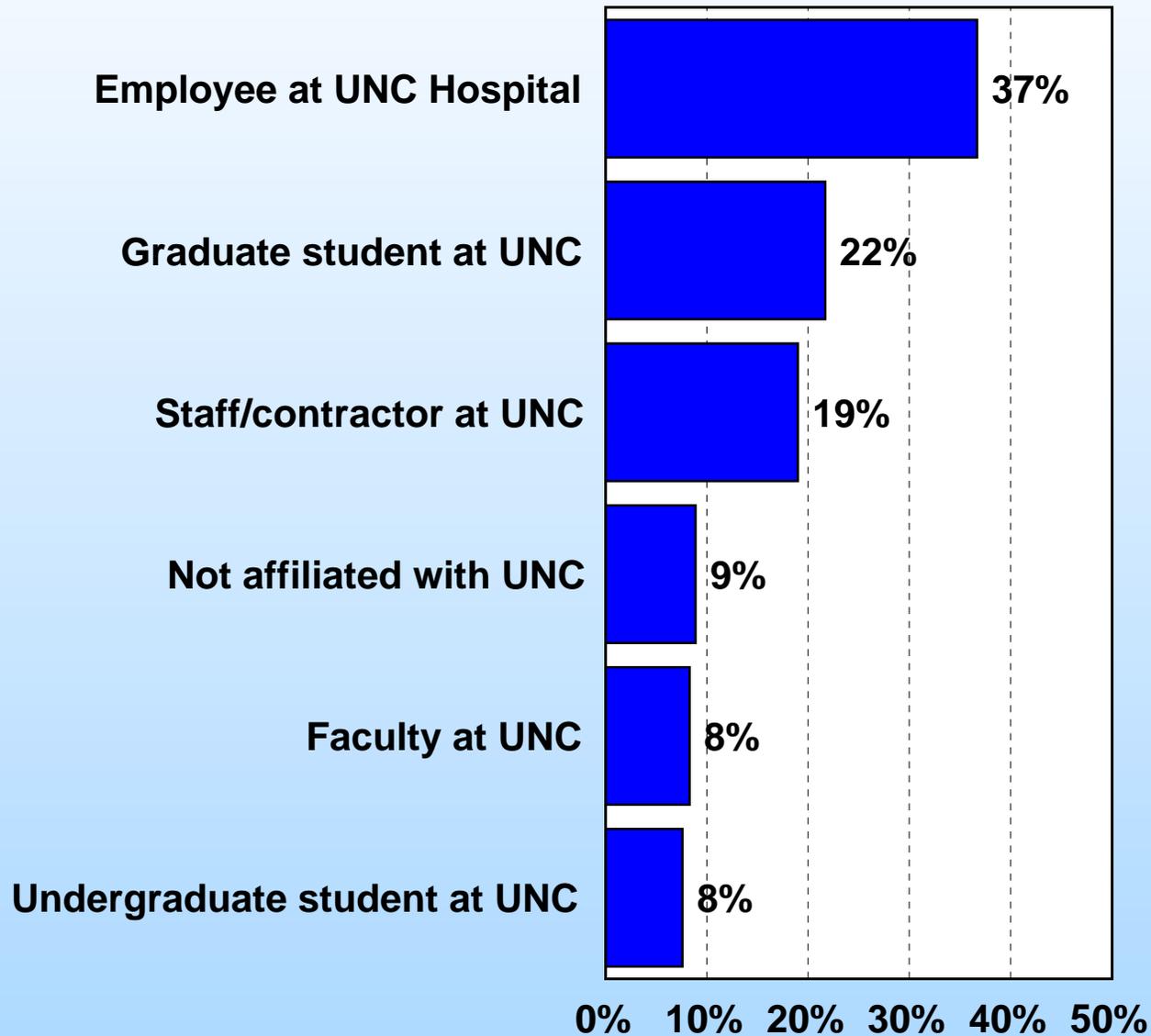


Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

Express Routes

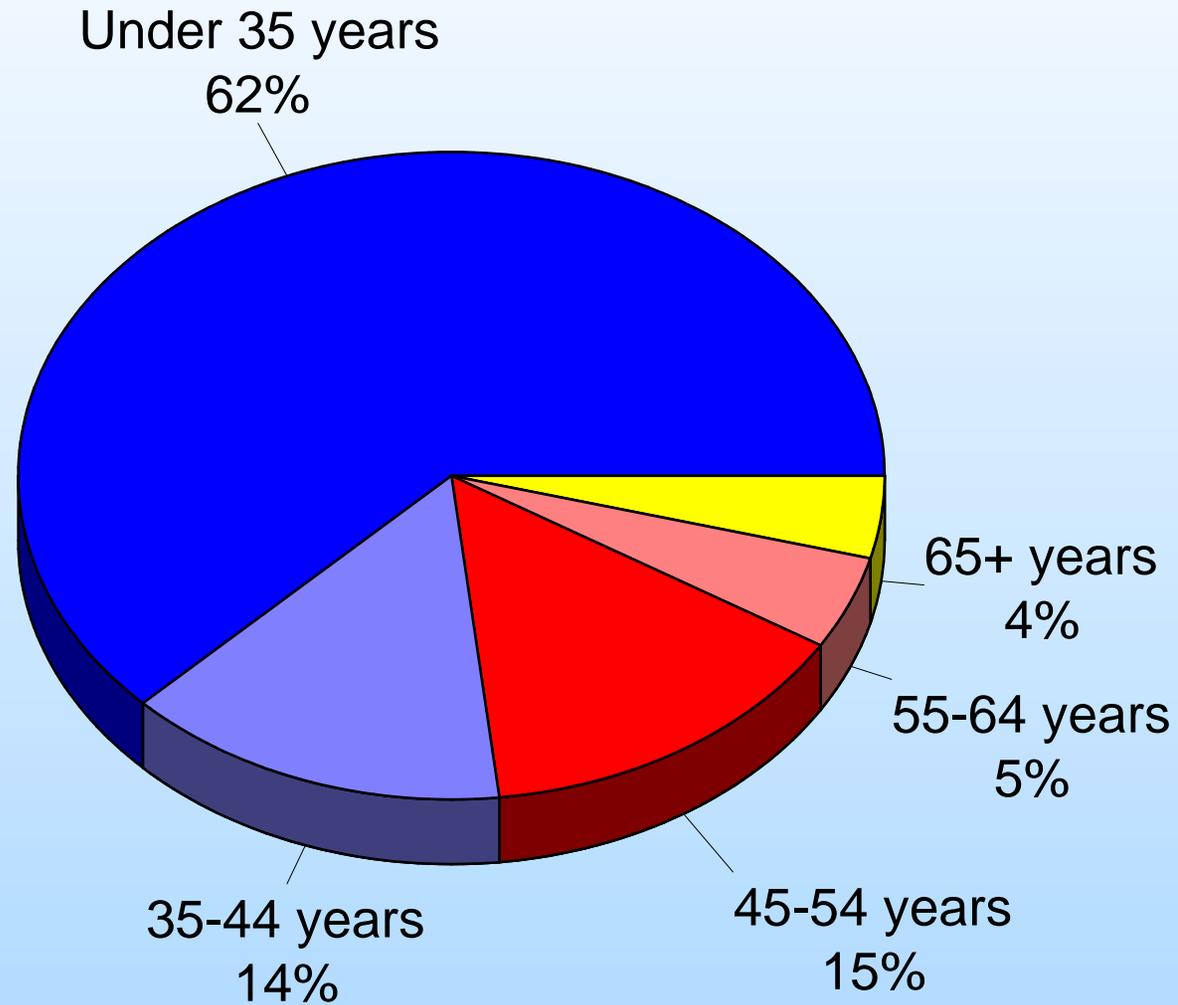
Status of Rider's UNC Affiliation

by percentage of the riders surveyed



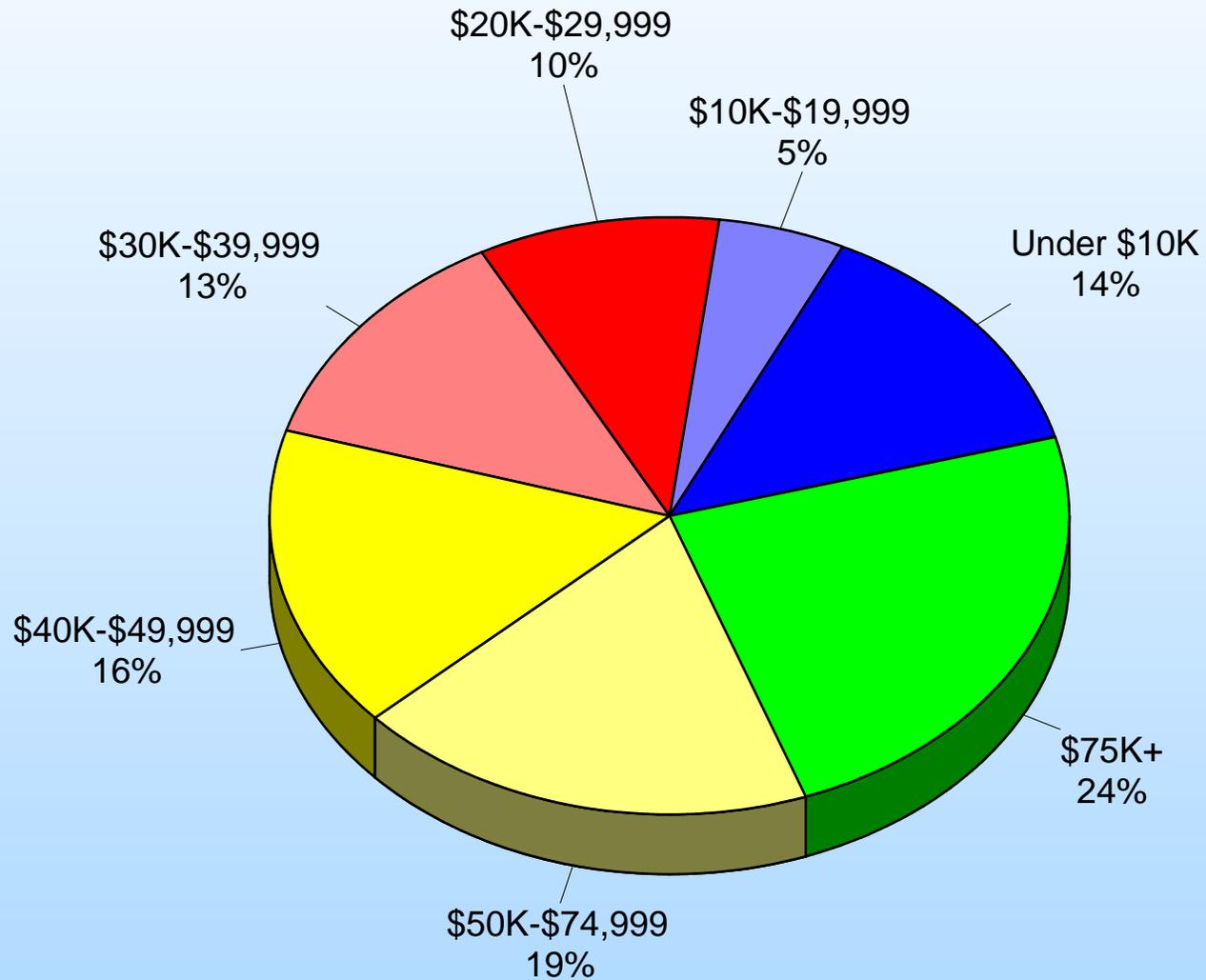
Age of Riders

by percentage of the riders surveyed



Total Annual Household Income

by percentage of the riders surveyed



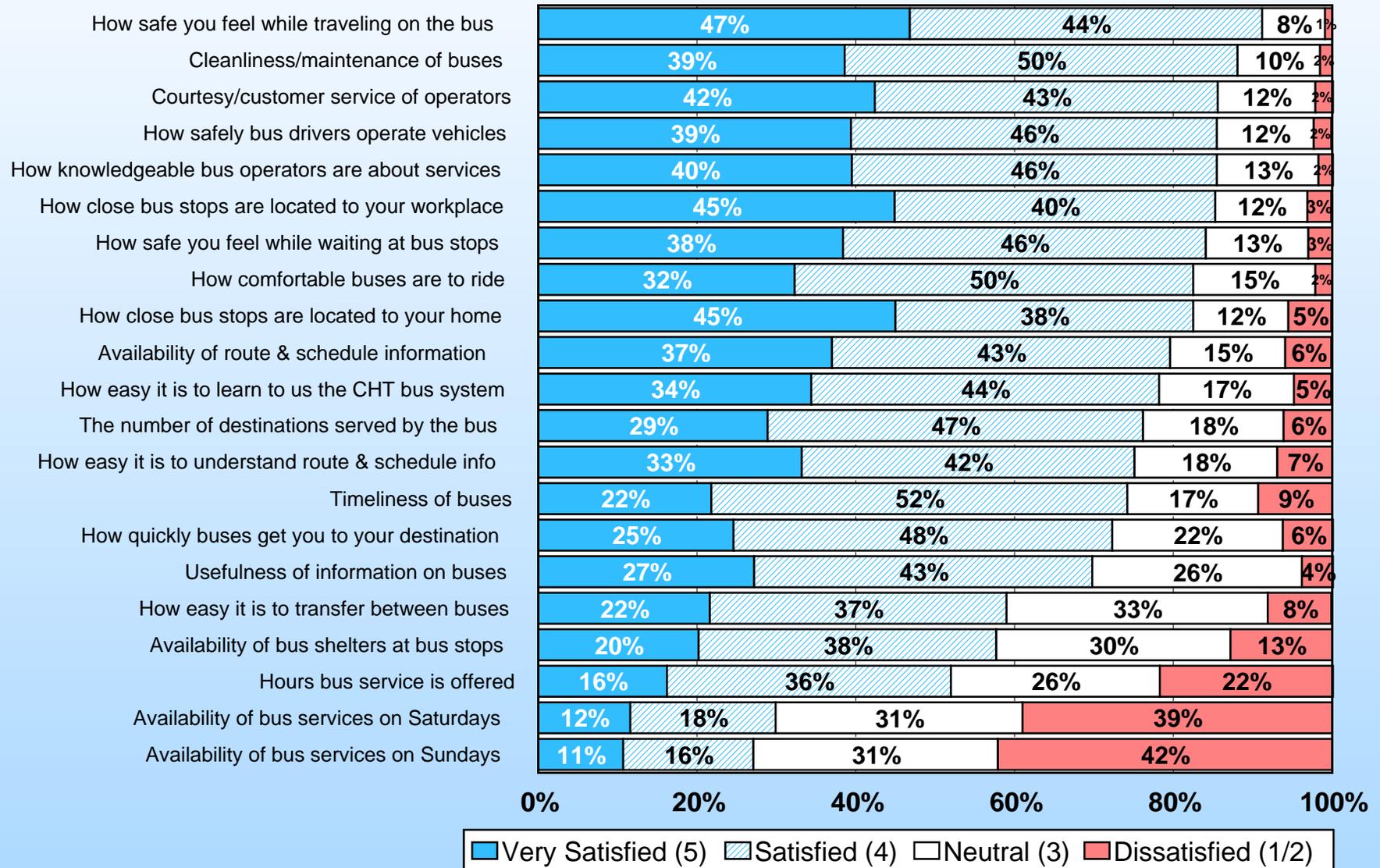
Source: ETC Institute (2012 Chapel Hill Transit Customer Survey)

Express Routes

Local Routes

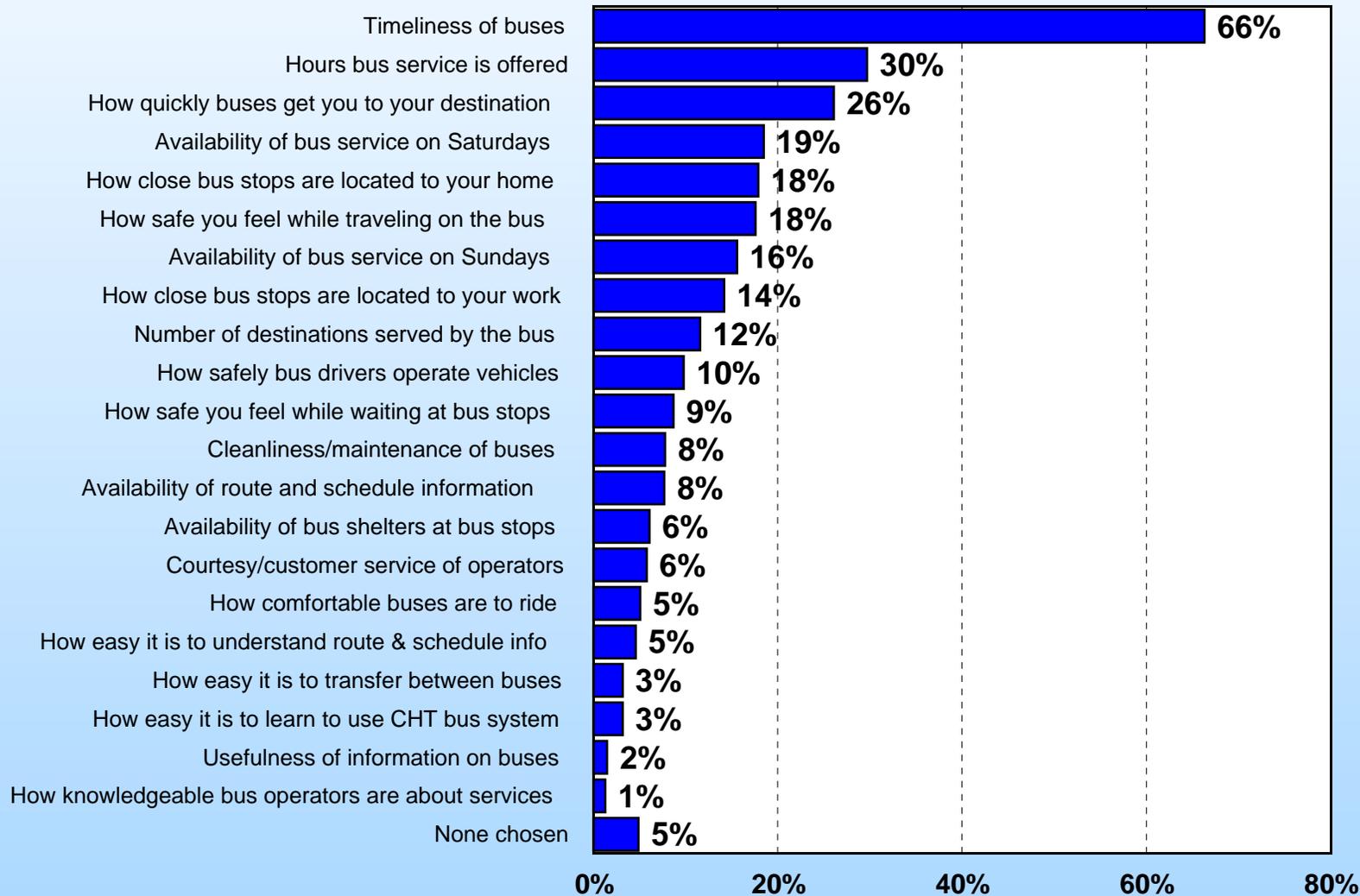
Satisfaction With Various Aspects of Chapel Hill Transit: *Riders on Local Routes Only*

by percentage of riders who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Chapel Hill Transit Services Residents Think Are Most Important: *Riders on Local Routes Only*

by percentage of riders who selected the item as one of their top three choices

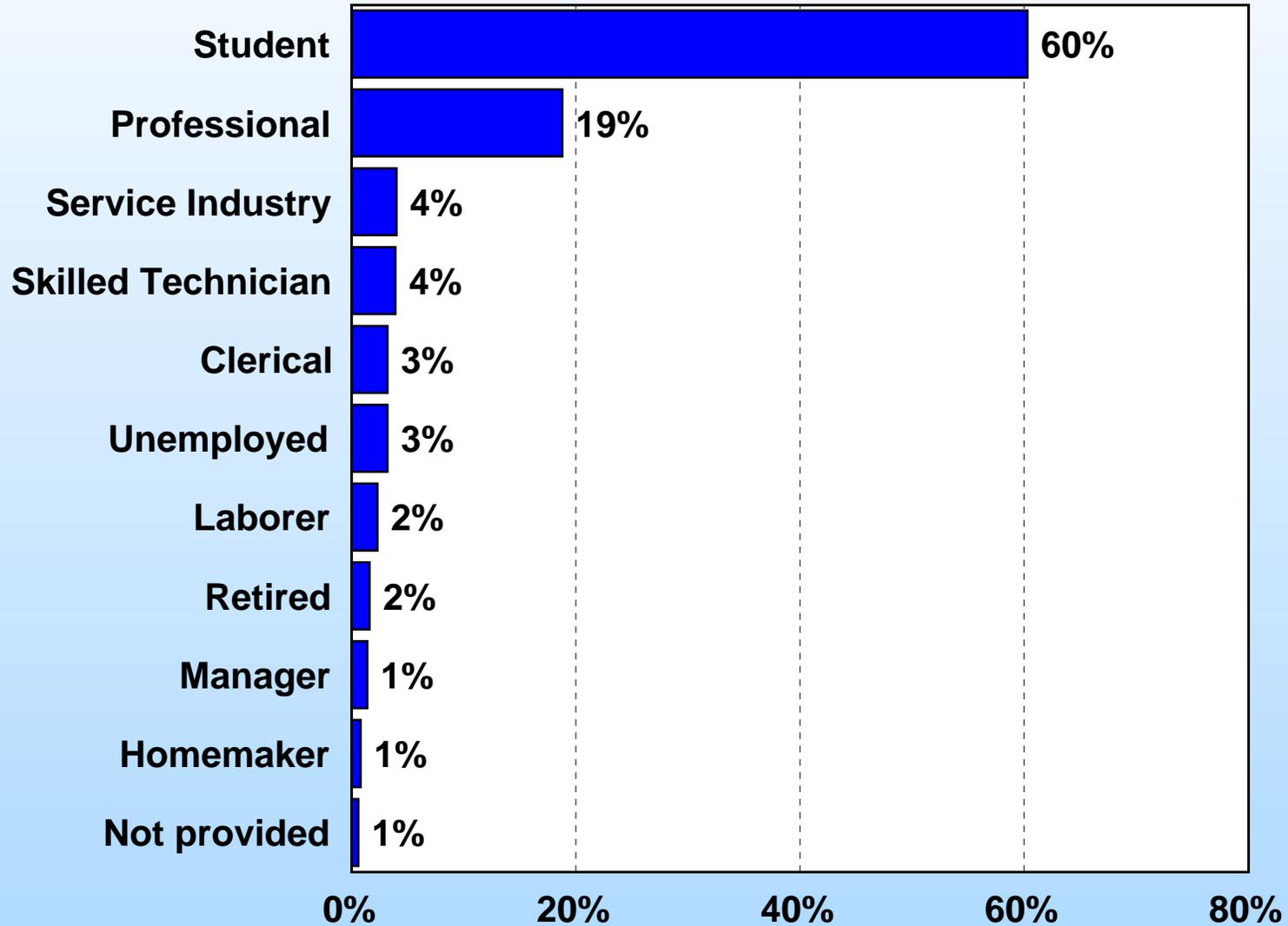


Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

Local Routes

Occupation of Riders

by percentage of the riders surveyed

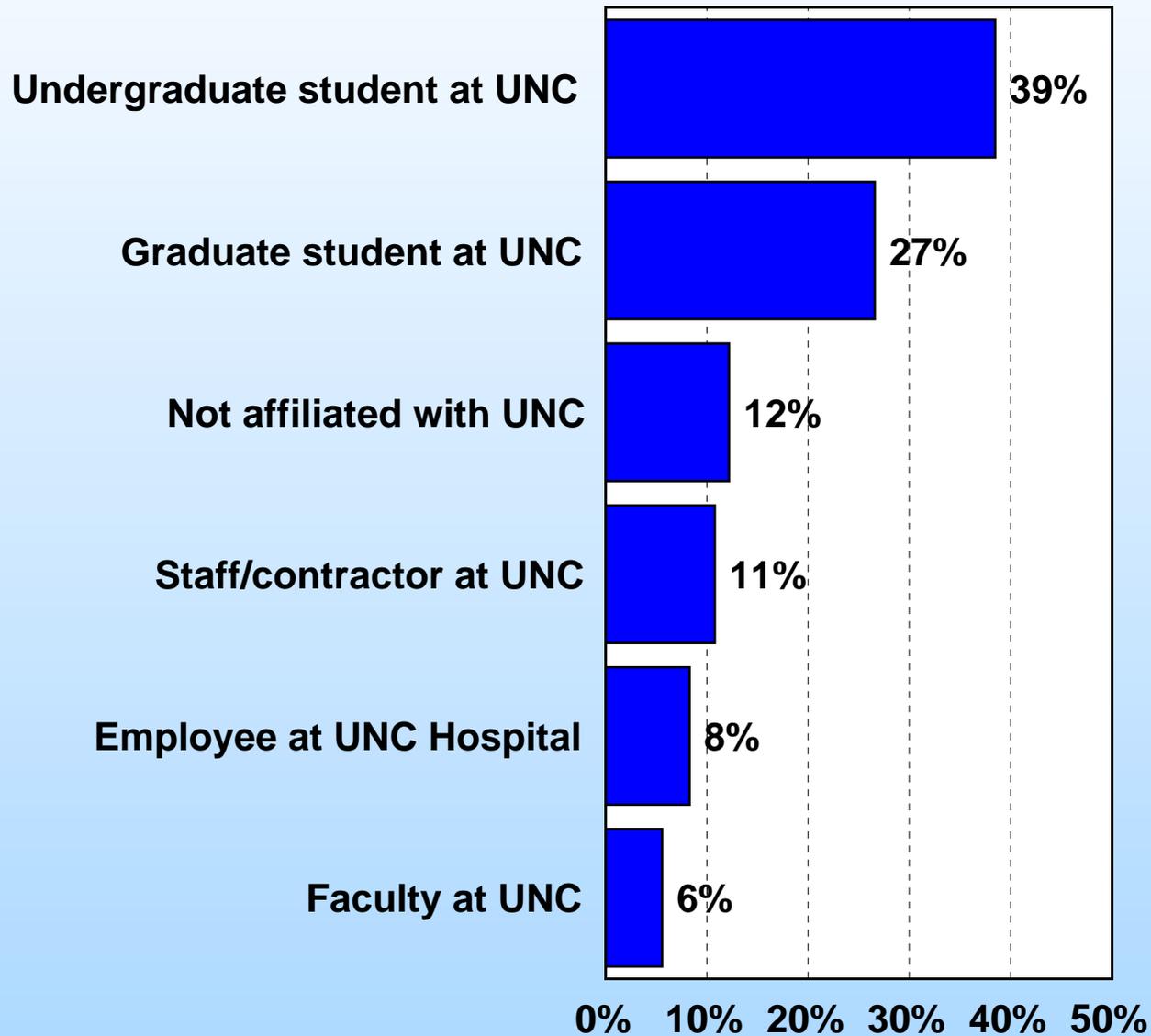


Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

Local Routes

Status of Rider's UNC Affiliation

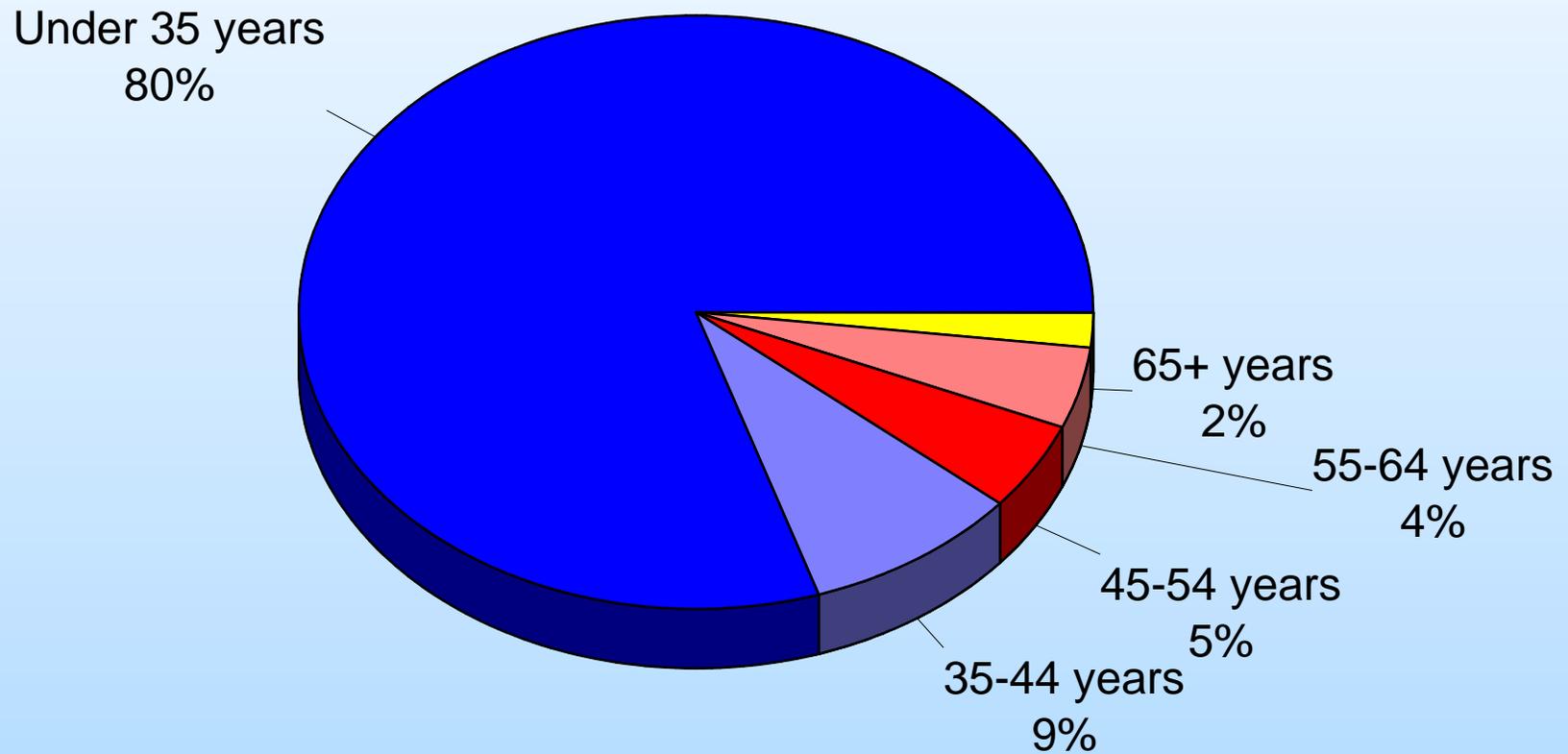
by percentage of the riders surveyed



Source: ETC Institute (2016 Chapel Hill Transit Customer Survey)

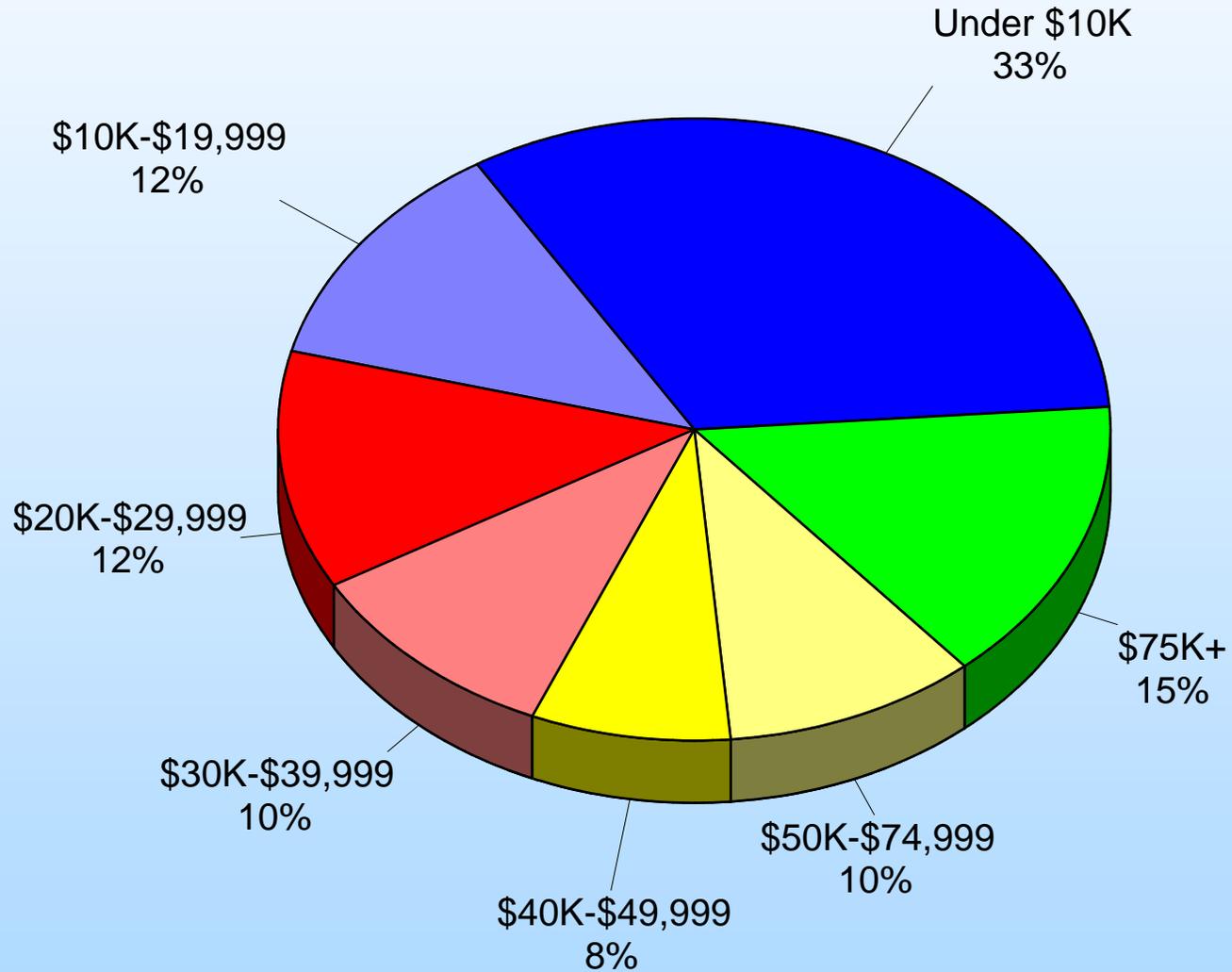
Age of Riders

by percentage of the riders surveyed



Total Annual Household Income

by percentage of the riders surveyed



Source: ETC Institute (2012 Chapel Hill Transit Customer Survey)

Local Routes