

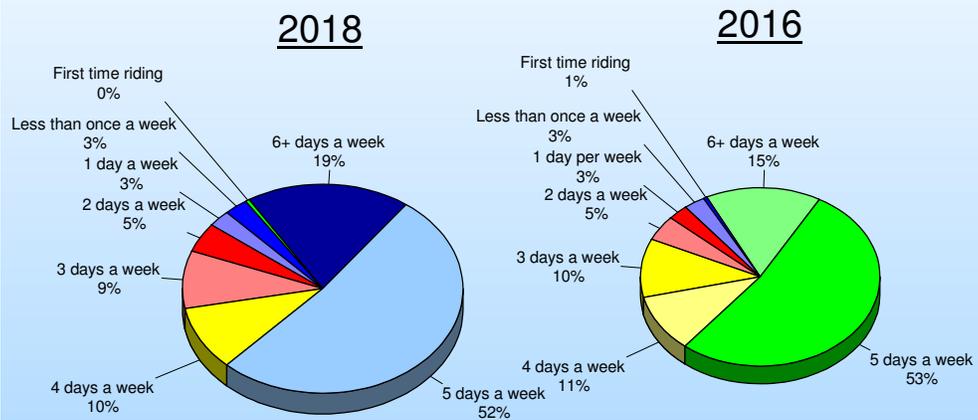
Section 1:

Charts and Graphs

Overall Results

How Often Customers Use Chapel Hill Transit (CHT)

by percentage of the riders surveyed

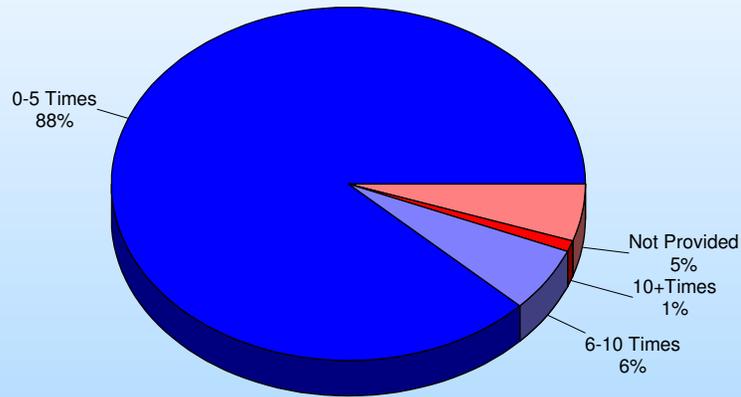


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

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

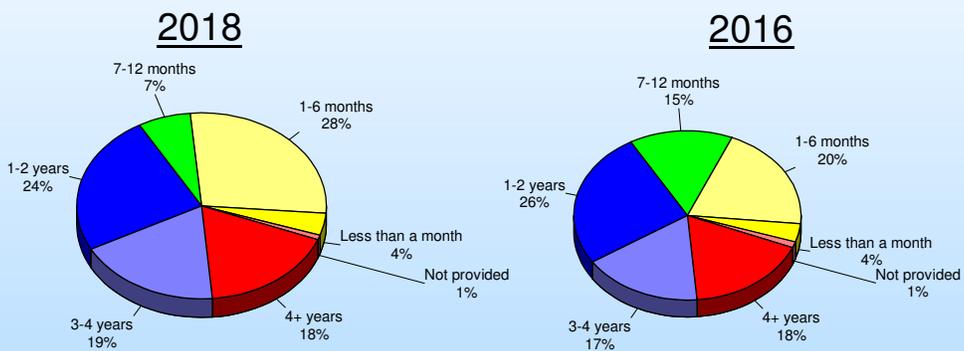
by percentage of the riders surveyed



Source: ETC Institute (2018 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

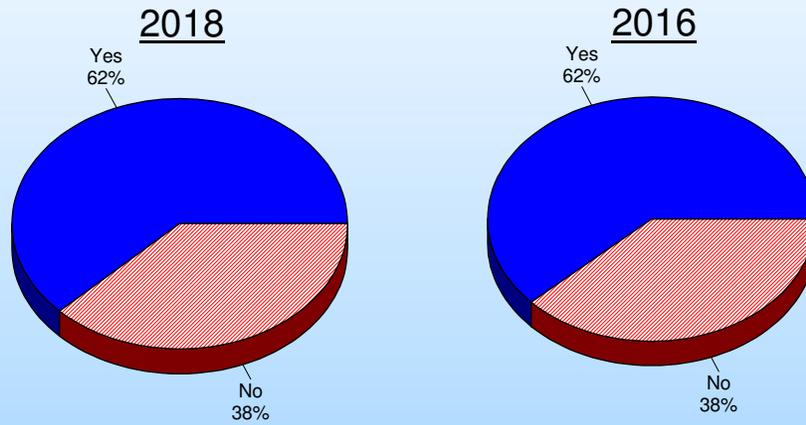


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

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

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

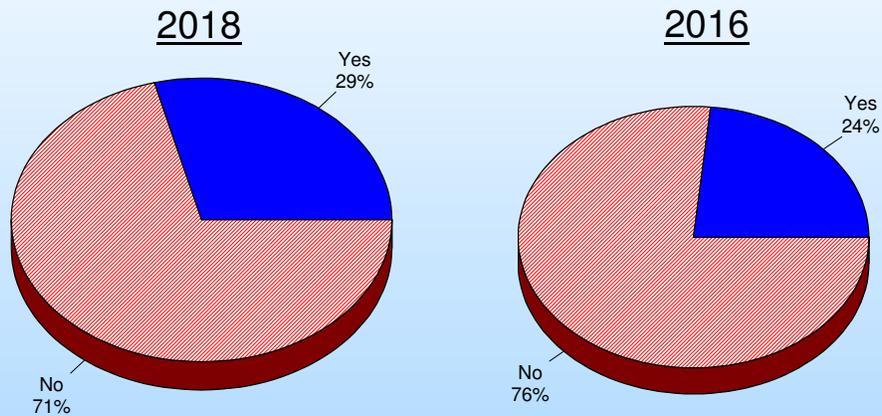


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

Did Customer Board Bus at a Park and Ride Location

by percentage of the riders surveyed

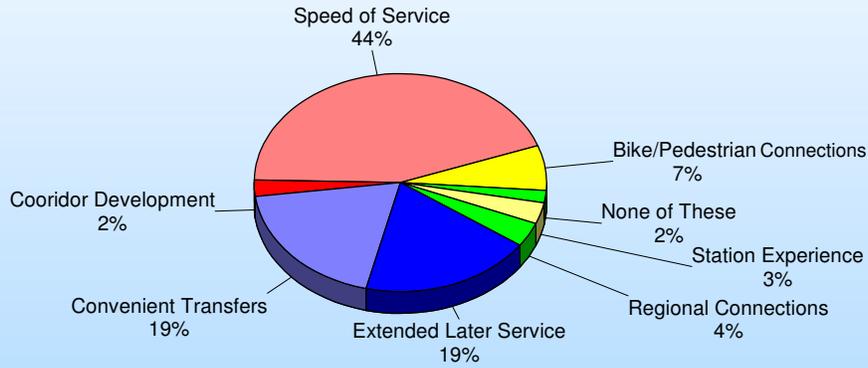


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

What is Most Important to Customers in a Bus Rapid Transit System

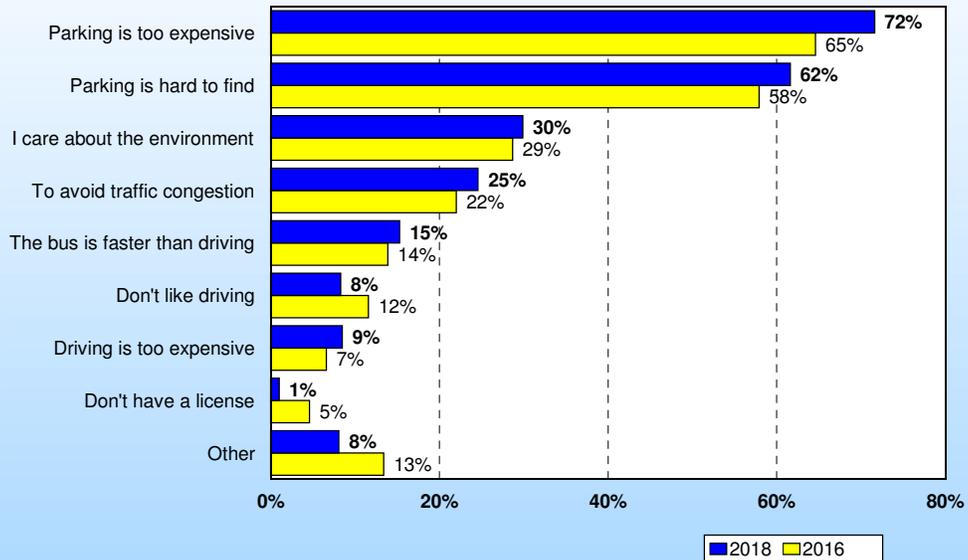
by percentage of the riders surveyed



Source: ETC Institute (2018 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)

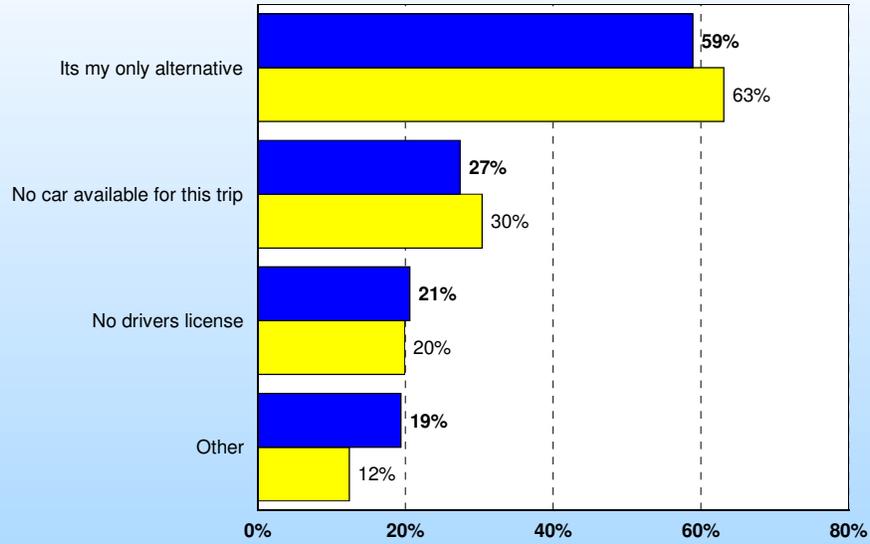


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

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)



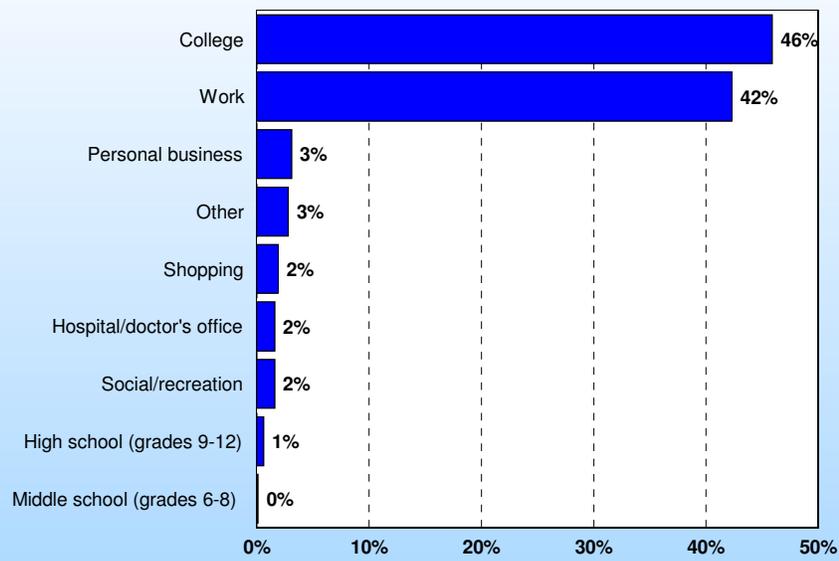
Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

■ 2018 ■ 2016

TRENDS

Purpose of the Trip

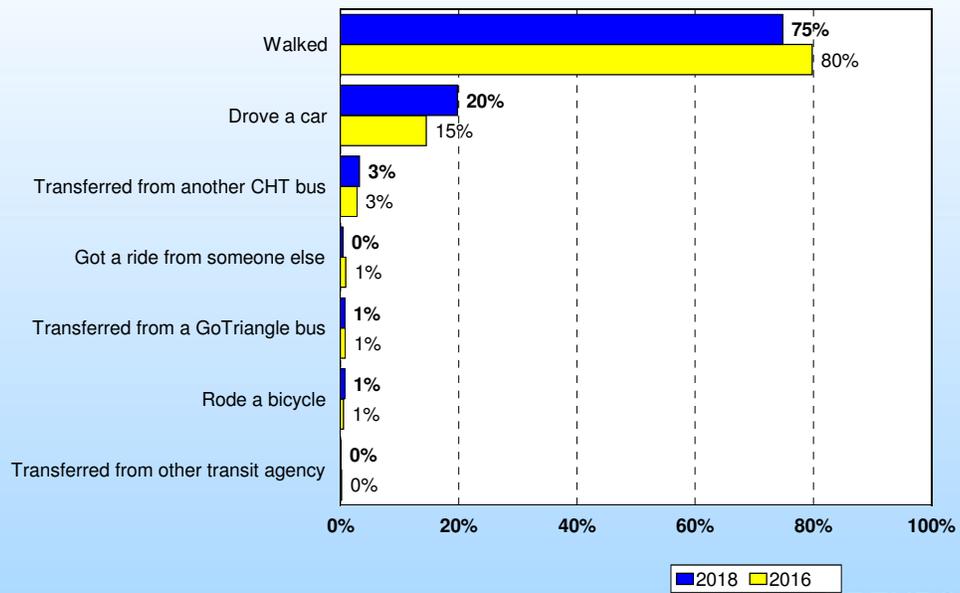
by percentage of the riders surveyed



Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

How Customers Got to the Bus They Were Riding

by percentage of the riders surveyed



Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

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

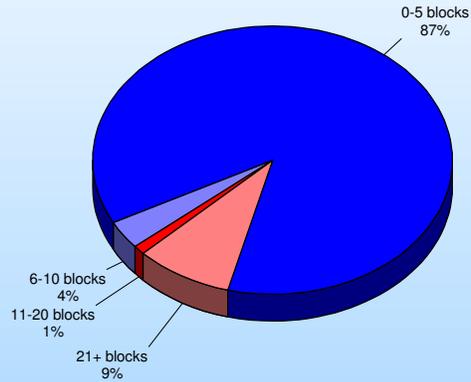
by percentage of riders who walked to get to the bus they were riding



Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Number of Blocks The Nearest Bus Stop is Located From HOME

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



Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

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)

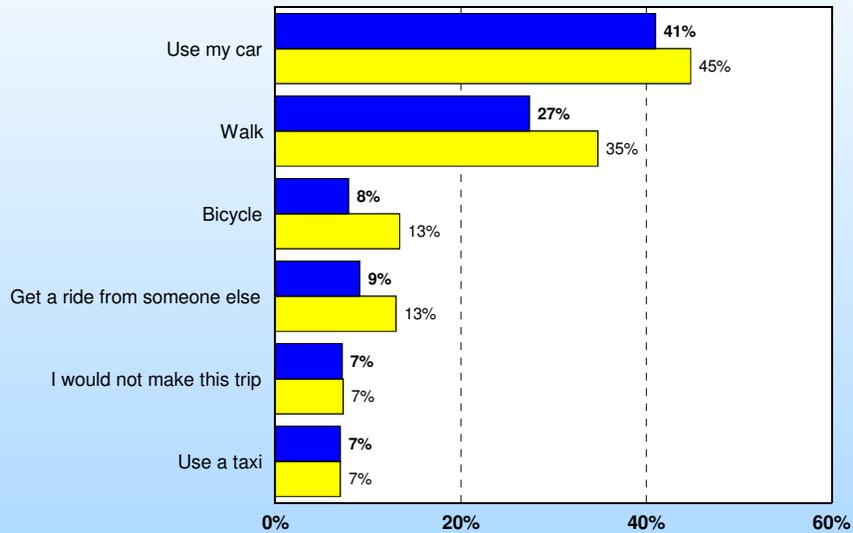


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

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

by percentage of the riders surveyed (multiple responses allowed)



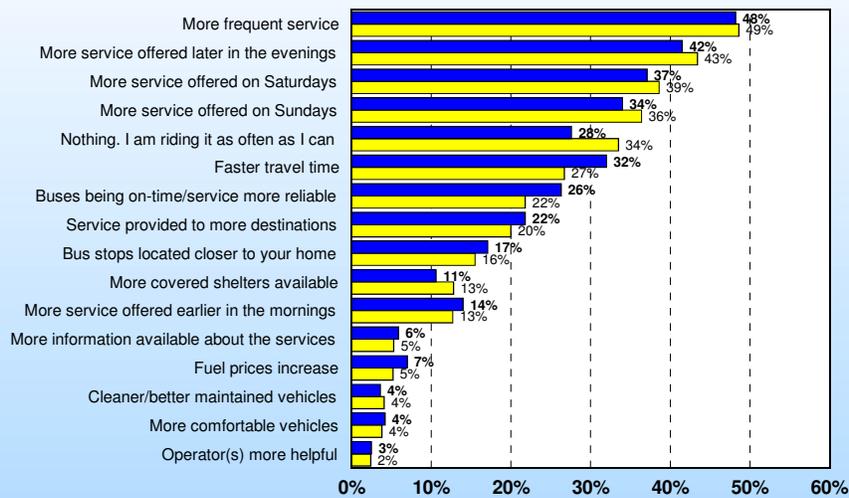
Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

2018 2016

TRENDS

Items That Would Encourage Riders to Use CHT More Often

by percentage of the riders surveyed (multiple responses allowed)



Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

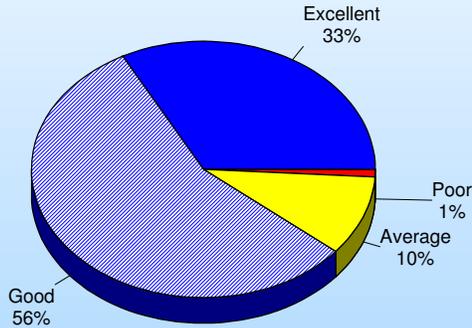
2018 2016

TRENDS

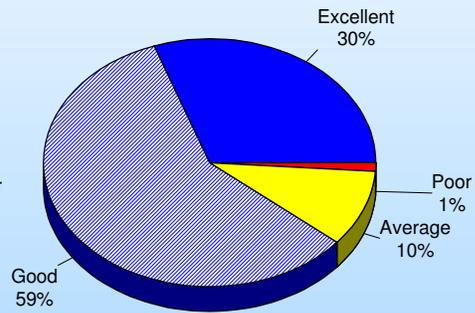
Overall Ratings of the Quality of Chapel Hill Transit

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

2018



2016



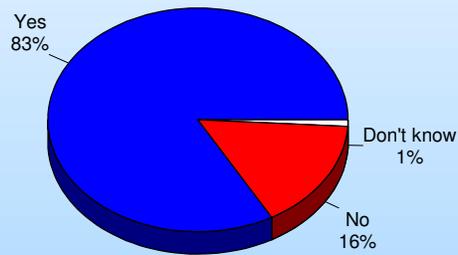
Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

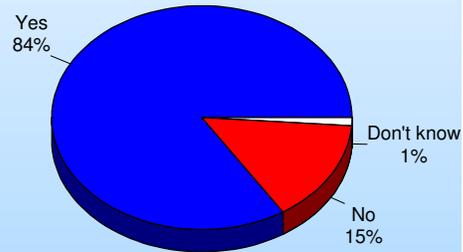
Do you think you will still be using CHT a year from now?

by percentage of the riders surveyed

2018



2016

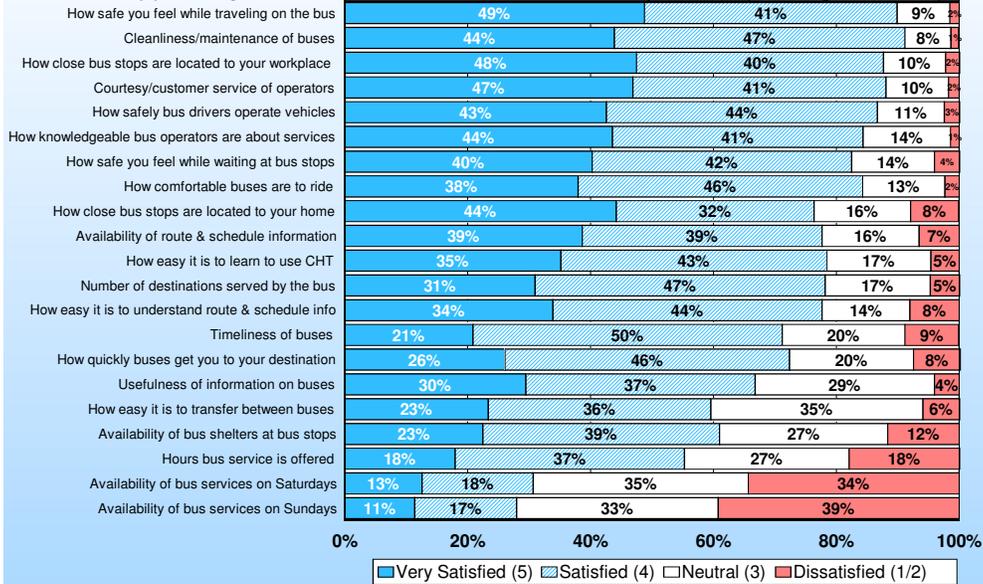


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

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

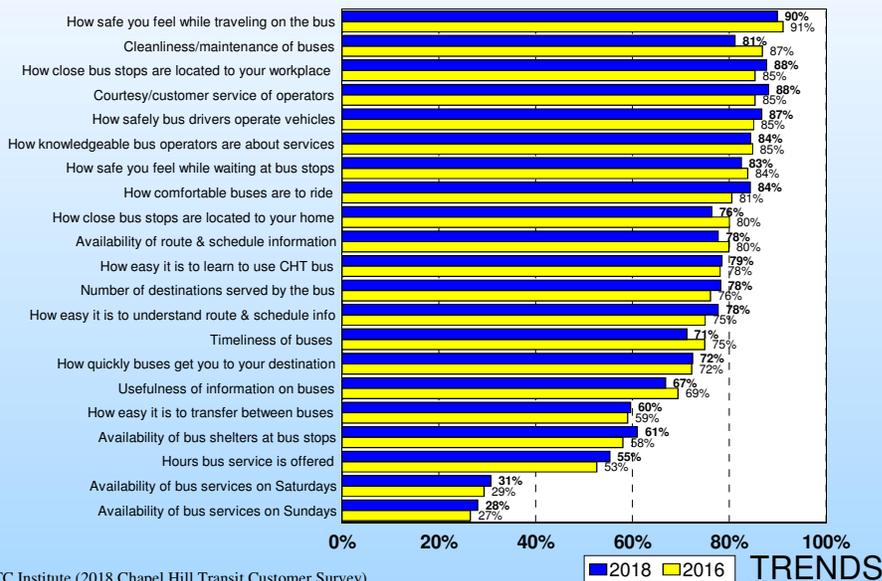
by percentage of riders who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018 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 a 5-point scale (excluding don't knows)

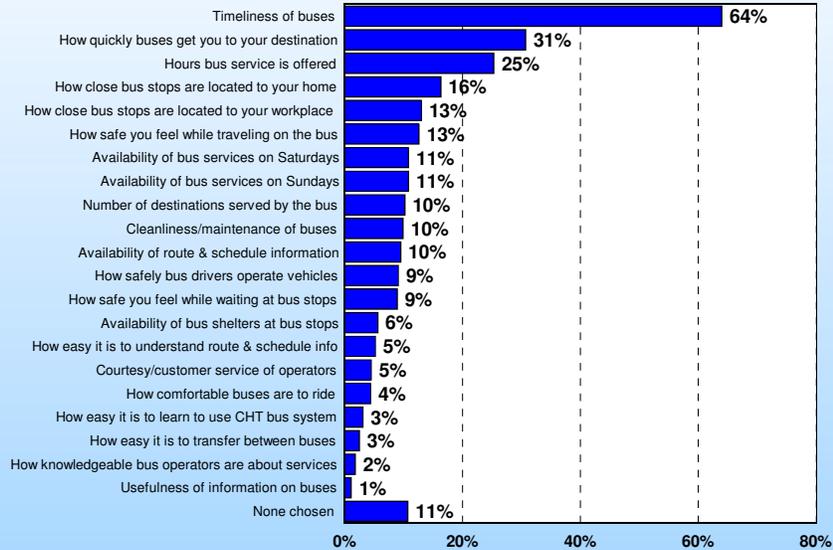


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

2018 2016 **TRENDS**

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

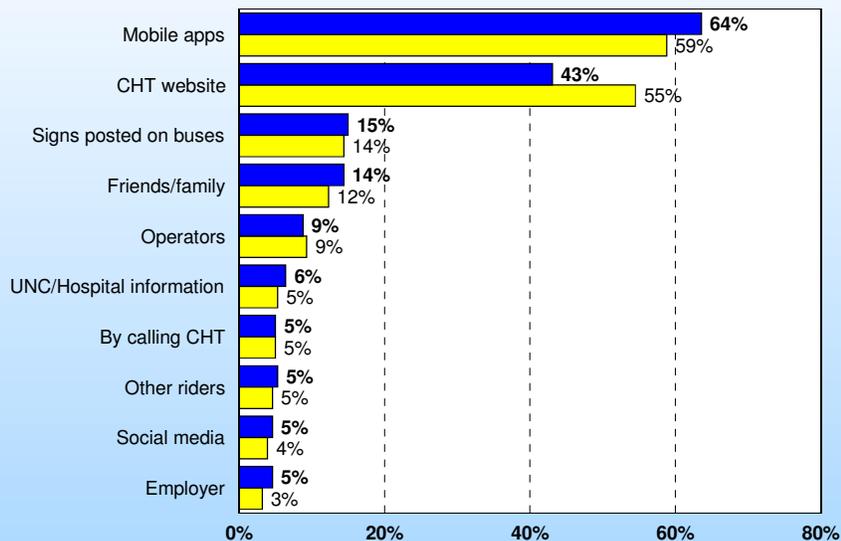
by percentage of riders who selected the item as one of their top three choices



Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

How Riders Typically Get Information About CHT Services

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

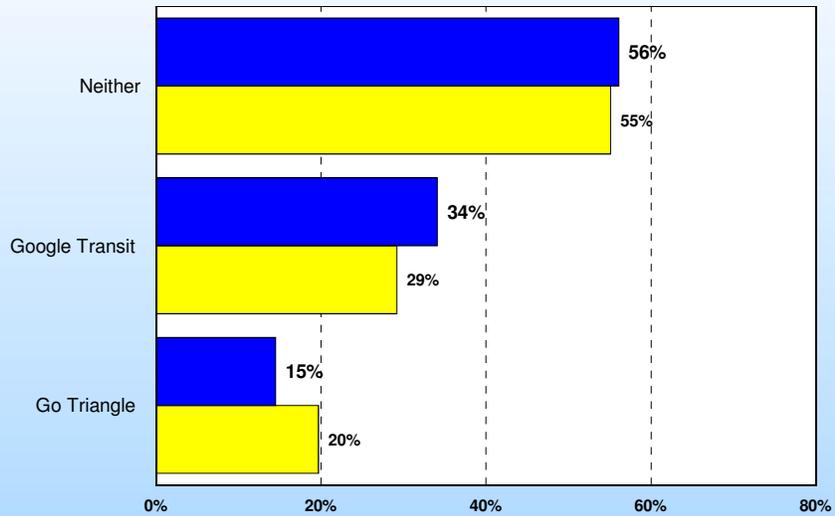


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

■ 2018 ■ 2016 **TRENDS**

Trip Planners Riders Use

by percentage of respondents surveyed

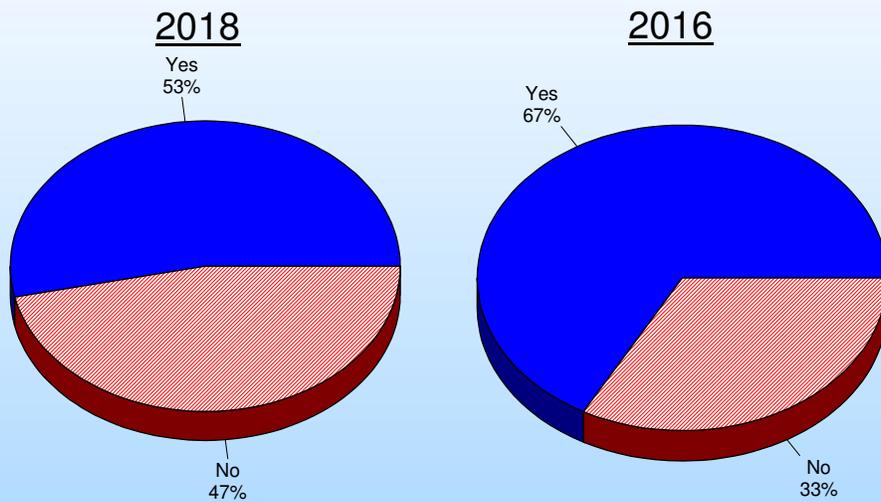


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

■ 2018 ■ 2016 **TRENDS**

Do you use CHT's NextBus?

by percentage of the riders surveyed

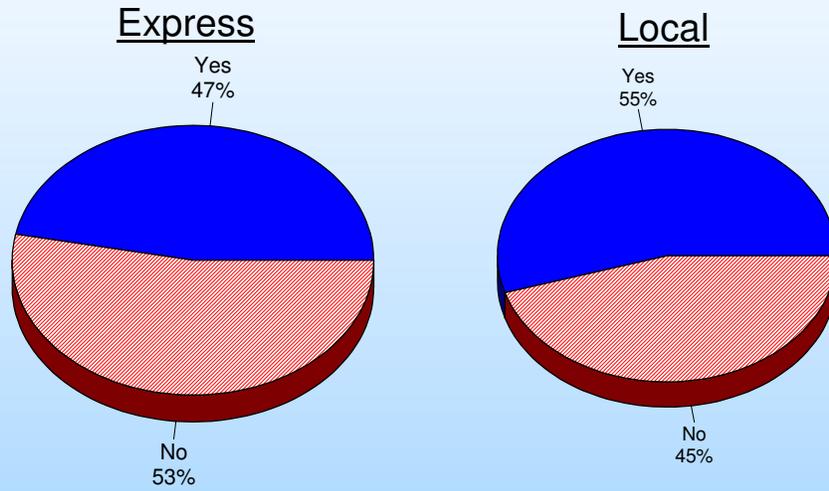


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

Do you use CHT's NextBus?

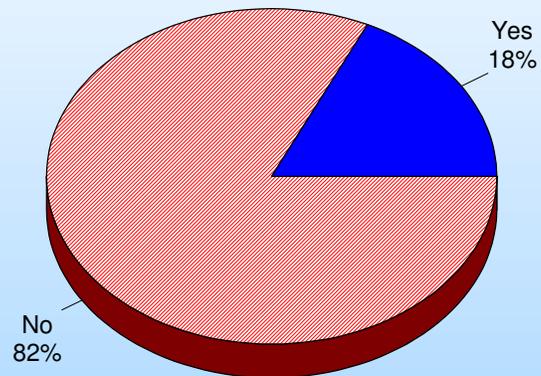
by percentage of the riders surveyed



Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Would you like to receive email alerts about CHT services?

by percentage of the riders surveyed

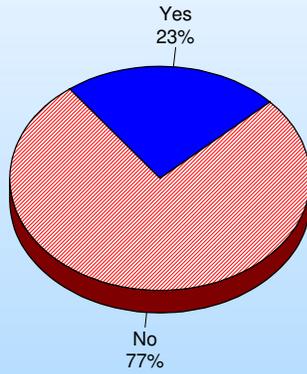


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

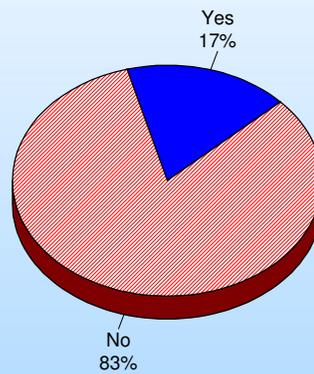
Would you like to receive email alerts about CHT services?

by percentage of the riders surveyed

Express



Local

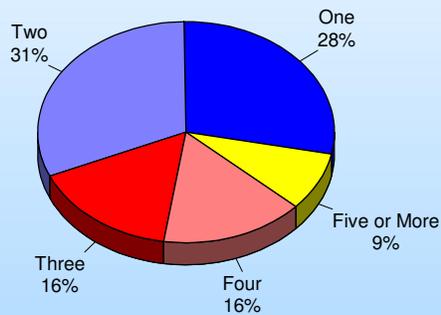


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

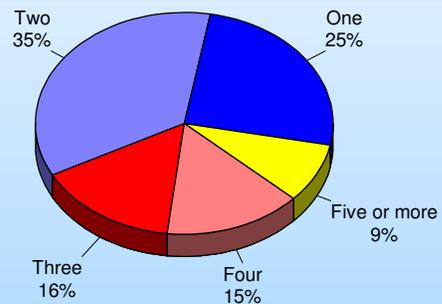
Number of People Living in the Household

by percentage of the riders surveyed

2018



2016



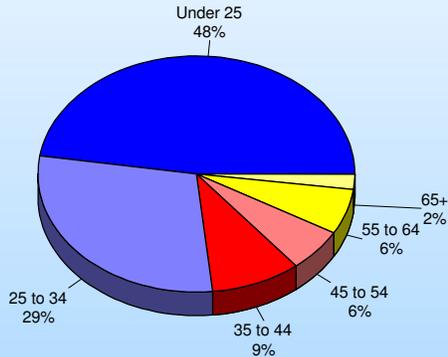
Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

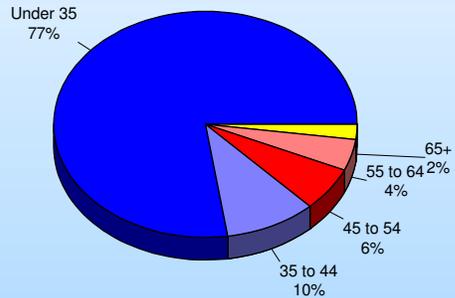
Age of Riders

by percentage of the riders surveyed

2018



2016



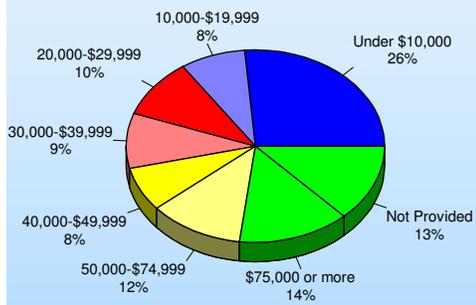
Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

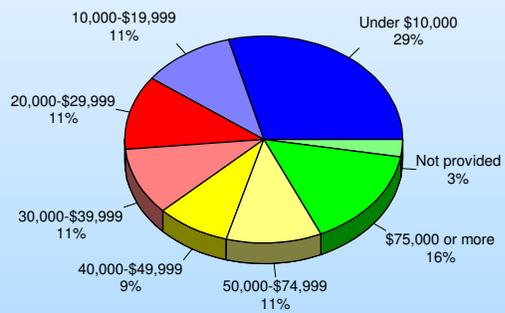
Total Annual Household Income

by percentage of the riders surveyed

2018



2016

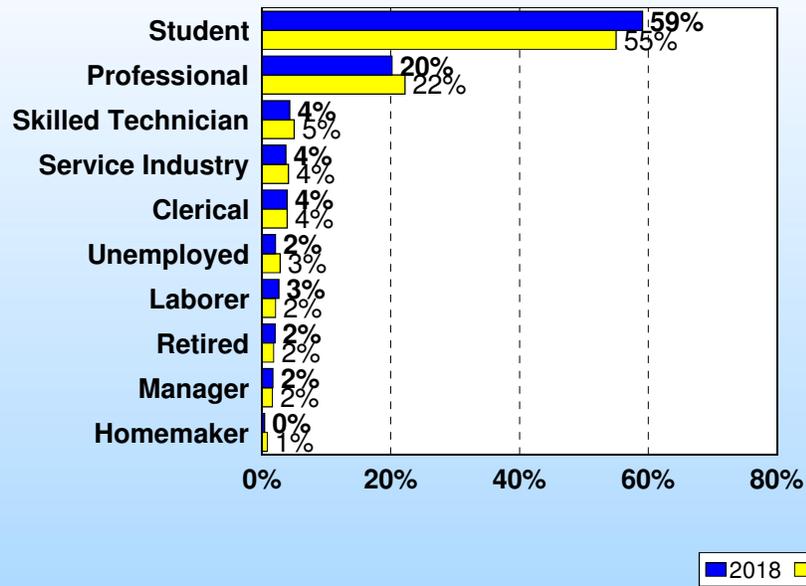


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

Occupation of Riders

by percentage of the riders surveyed

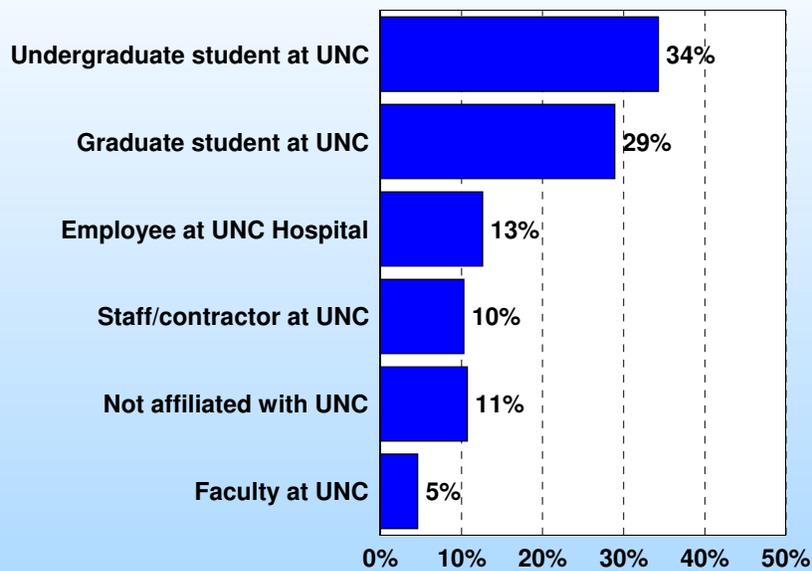


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

TRENDS

Status of Rider's UNC Affiliation

by percentage of the riders surveyed

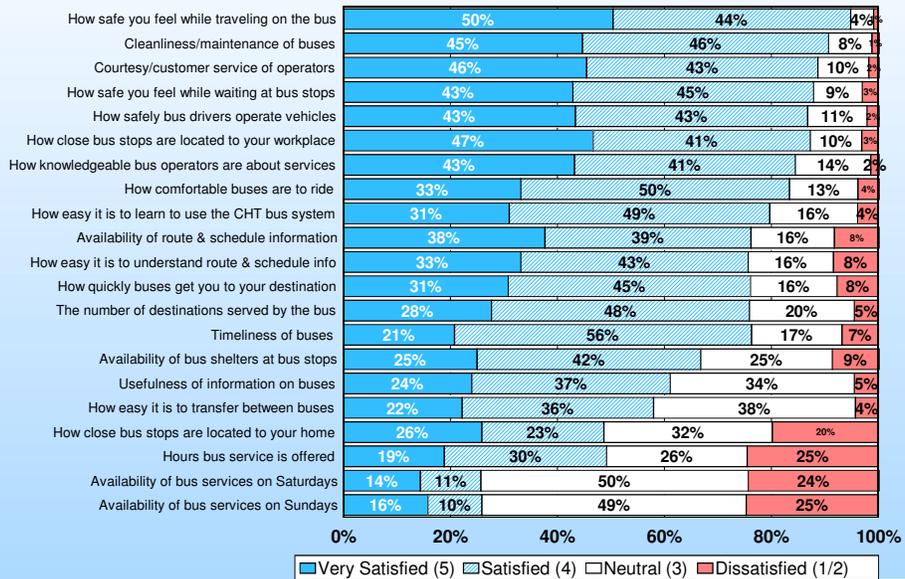


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

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)

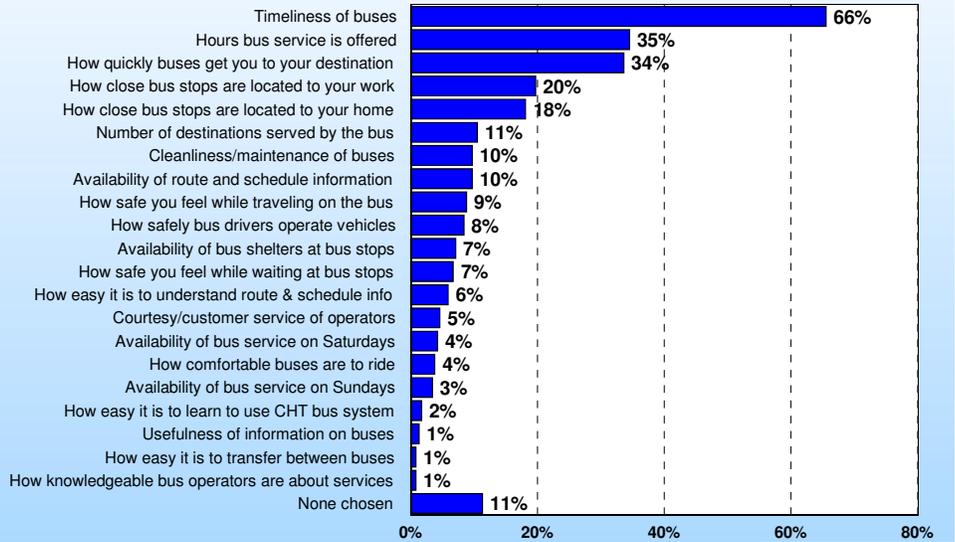


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

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

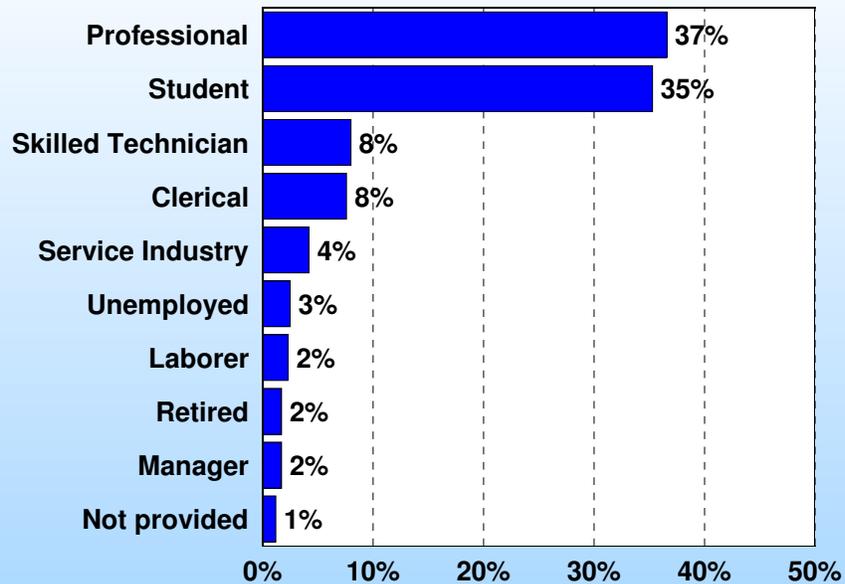


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Express Routes

Occupation of Riders

by percentage of the riders surveyed

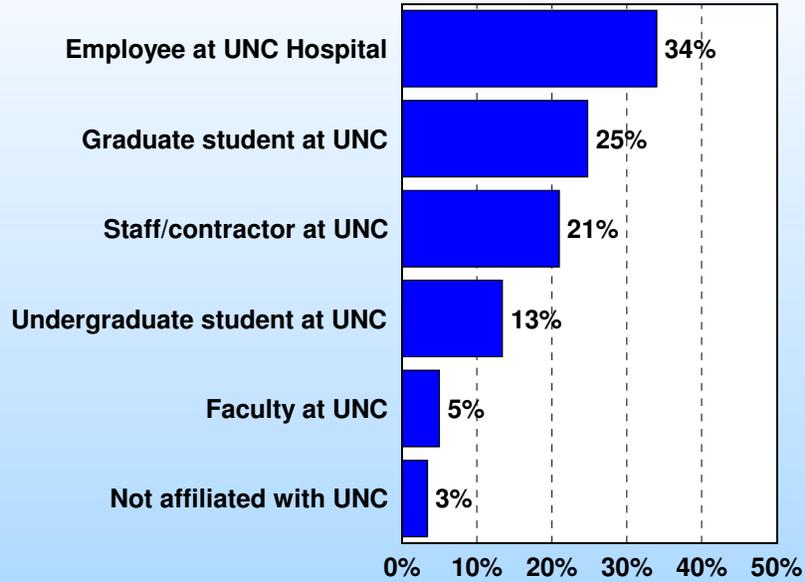


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Express Routes

Status of Rider's UNC Affiliation

by percentage of the riders surveyed

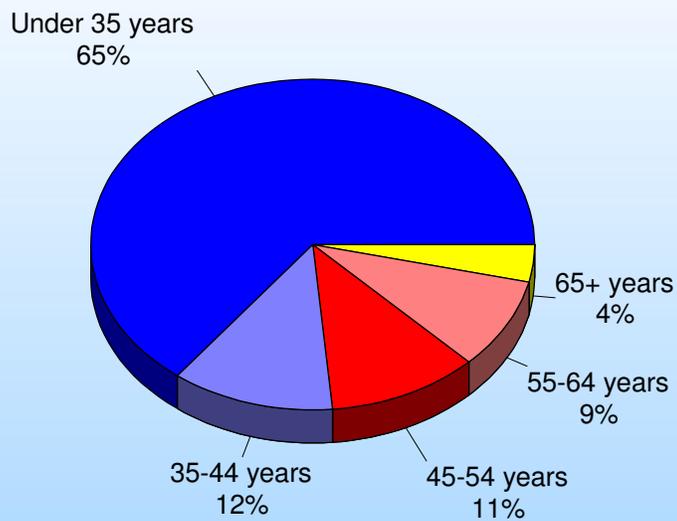


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Express Routes

Age of Riders

by percentage of the riders surveyed

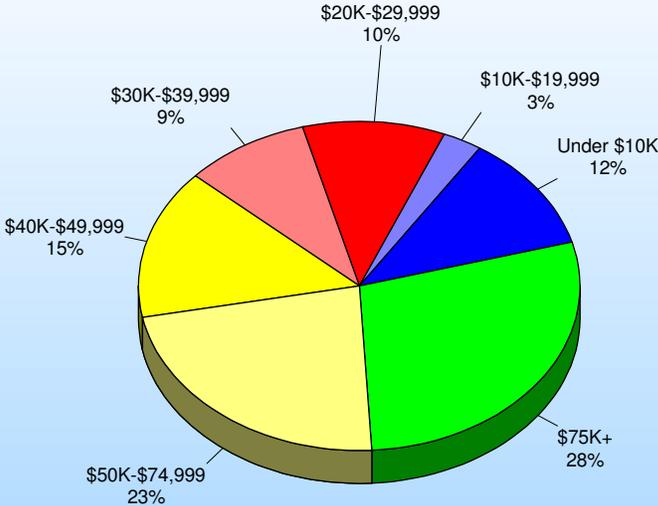


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Express Routes

Total Annual Household Income

by percentage of the riders surveyed



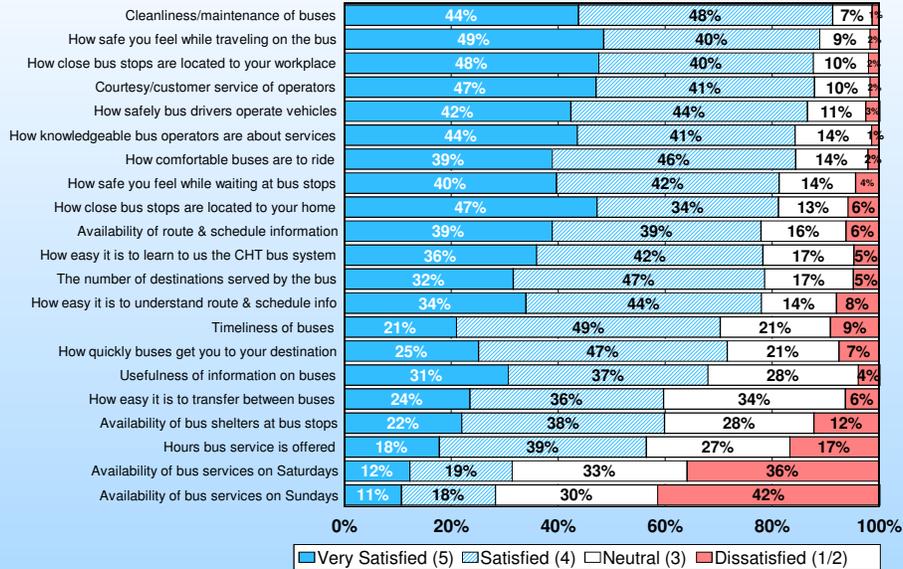
Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

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)

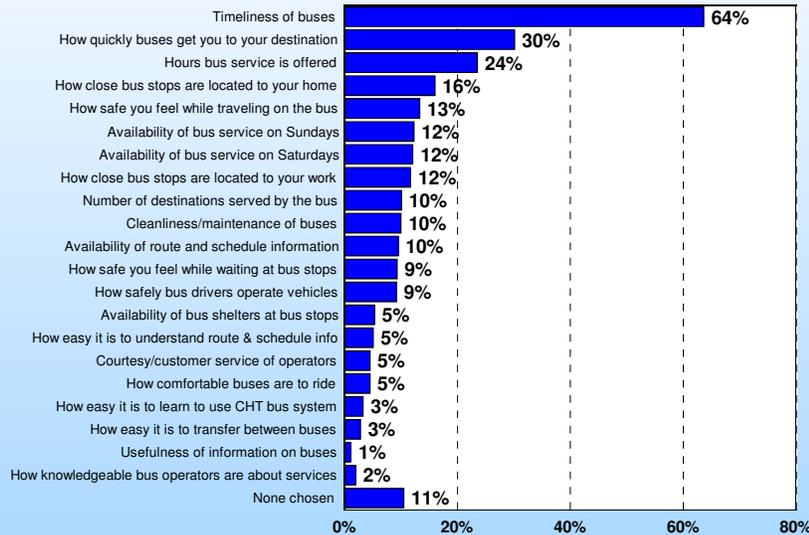


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Local Routes

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

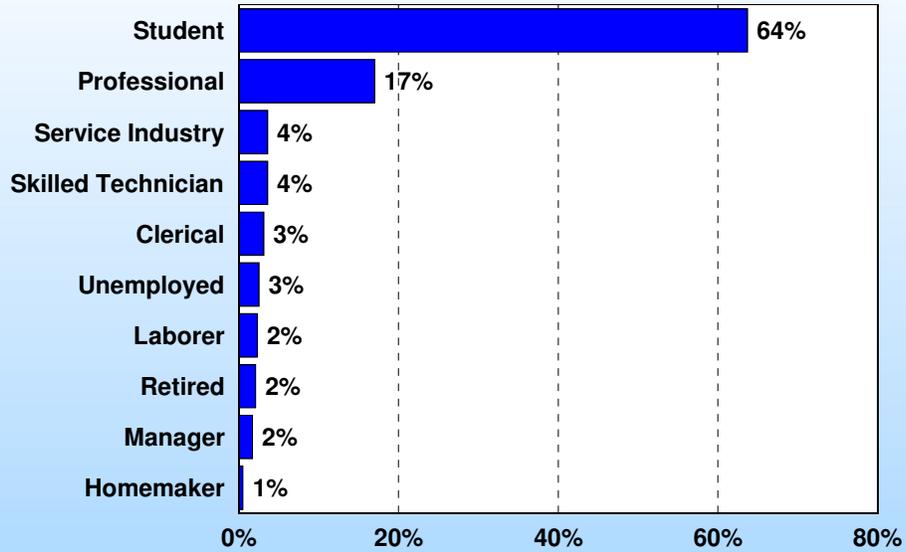


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Local Routes

Occupation of Riders

by percentage of the riders surveyed

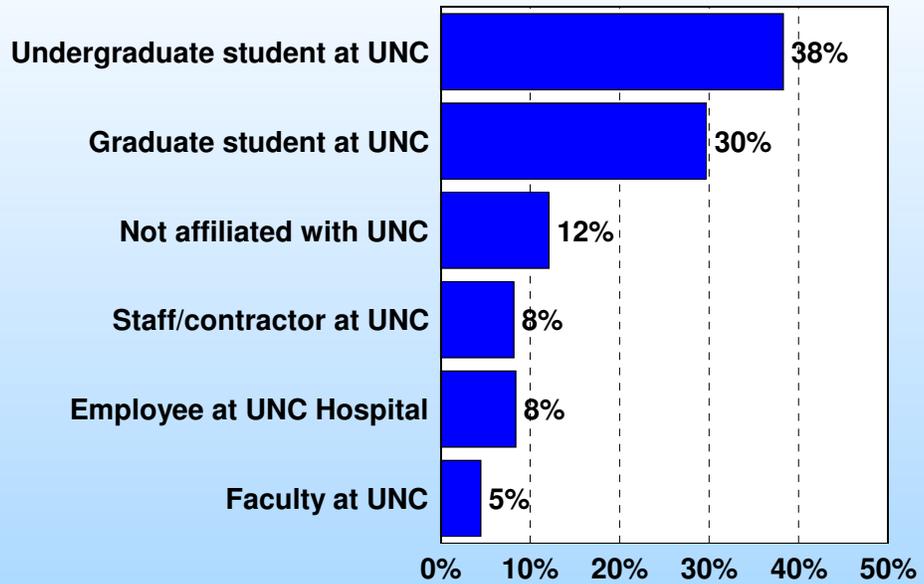


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Local Routes

Status of Rider's UNC Affiliation

by percentage of the riders surveyed

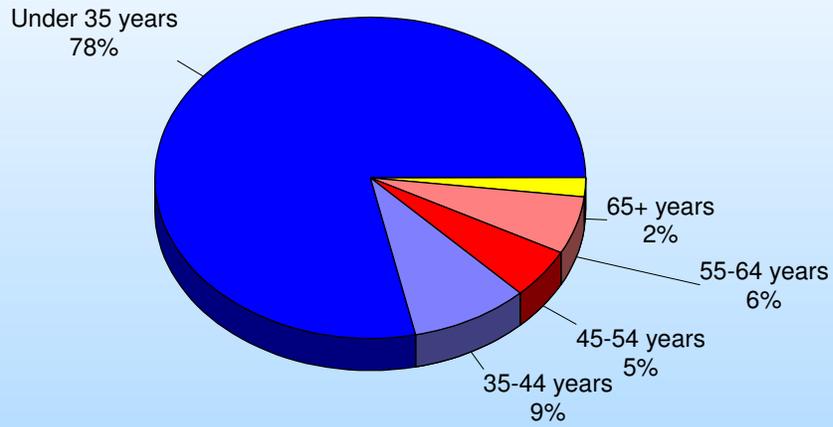


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Local Routes

Age of Riders

by percentage of the riders surveyed

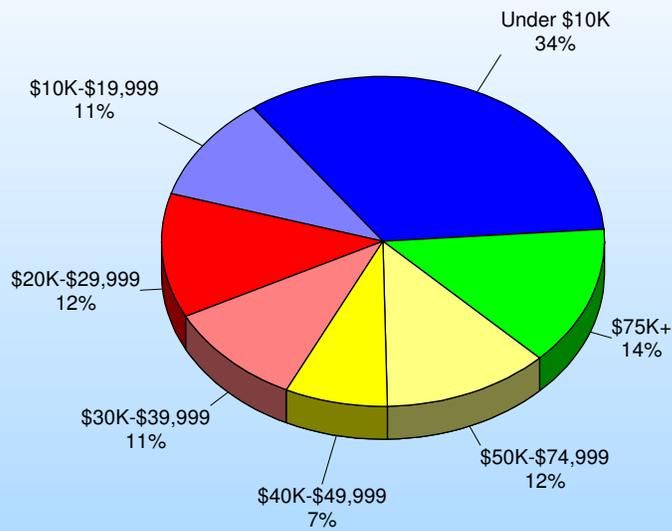


Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Local Routes

Total Annual Household Income

by percentage of the riders surveyed



Source: ETC Institute (2018 Chapel Hill Transit Customer Survey)

Local Routes