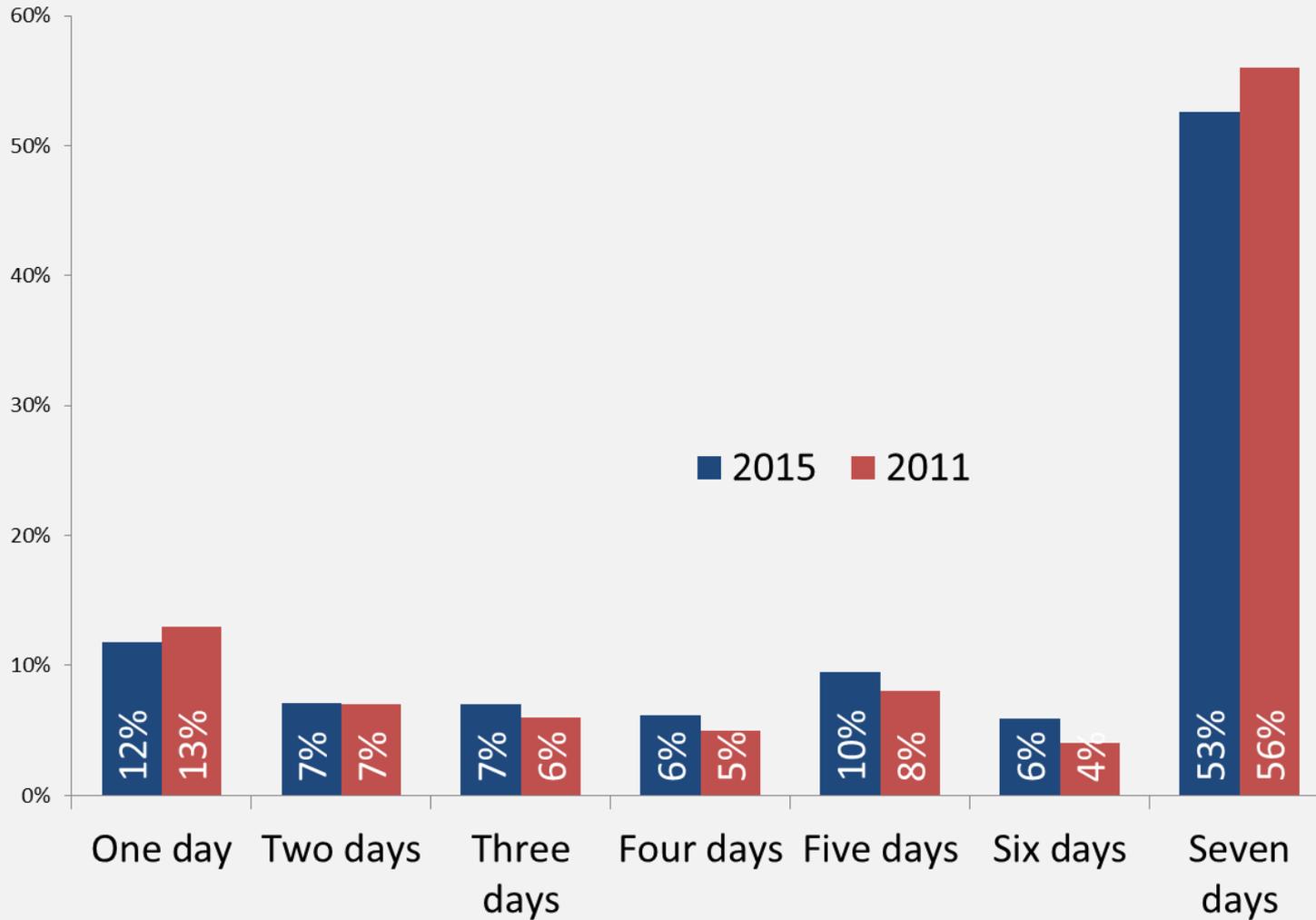




Rider Profile

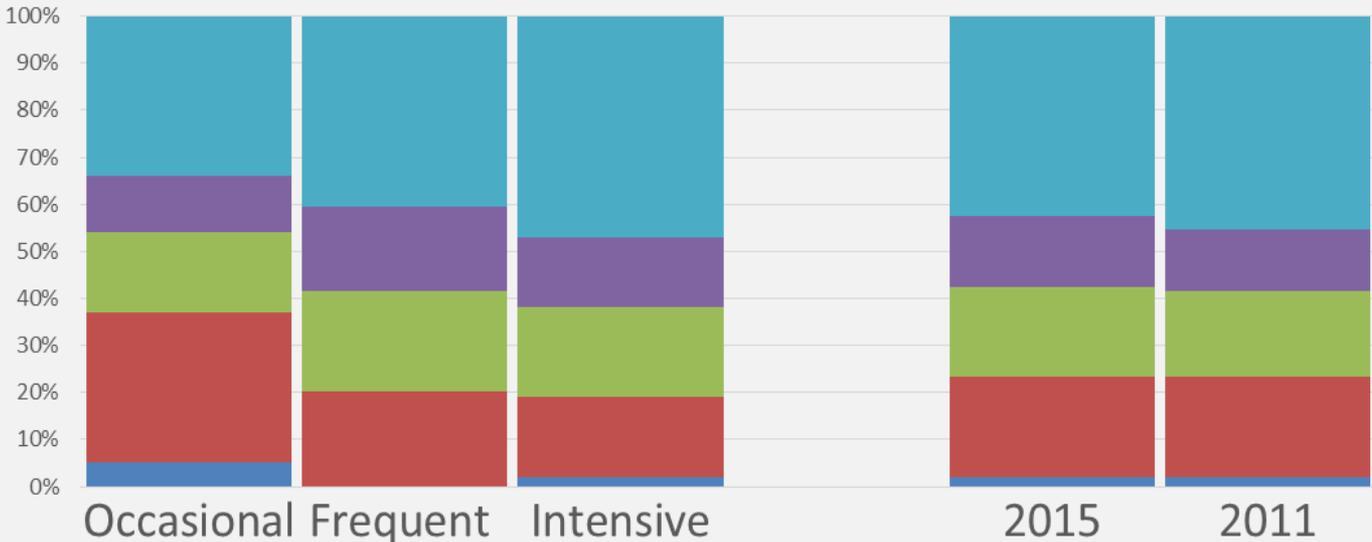
Frequency of Using DATA

(Source: DATA Onboard Surveys, 2011 & 2015)



Length of Time Using DATA

(Source: DATA Onboard Surveys, 2011 & 2015)

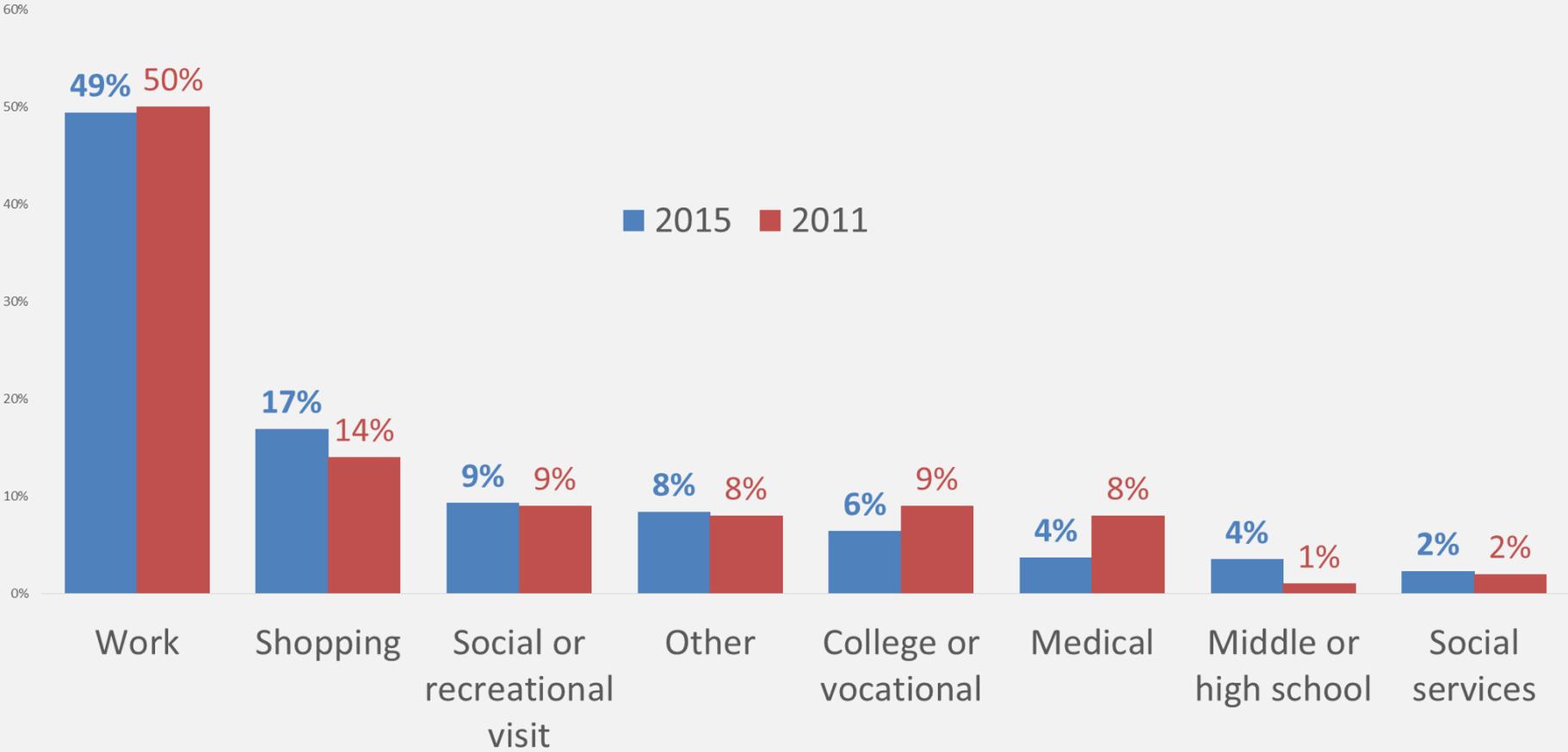


How long have you been riding DATA?

	Occasional	Frequent	Intensive	2015	2011
More than 4 years	34%	40%	47%	42%	45%
3-4 years	12%	18%	15%	15%	13%
1-2 years	17%	21%	19%	19%	18%
Less than 1 year	32%	20%	17%	21%	21%
This is the first time	5%	0%	2%	2%	2%

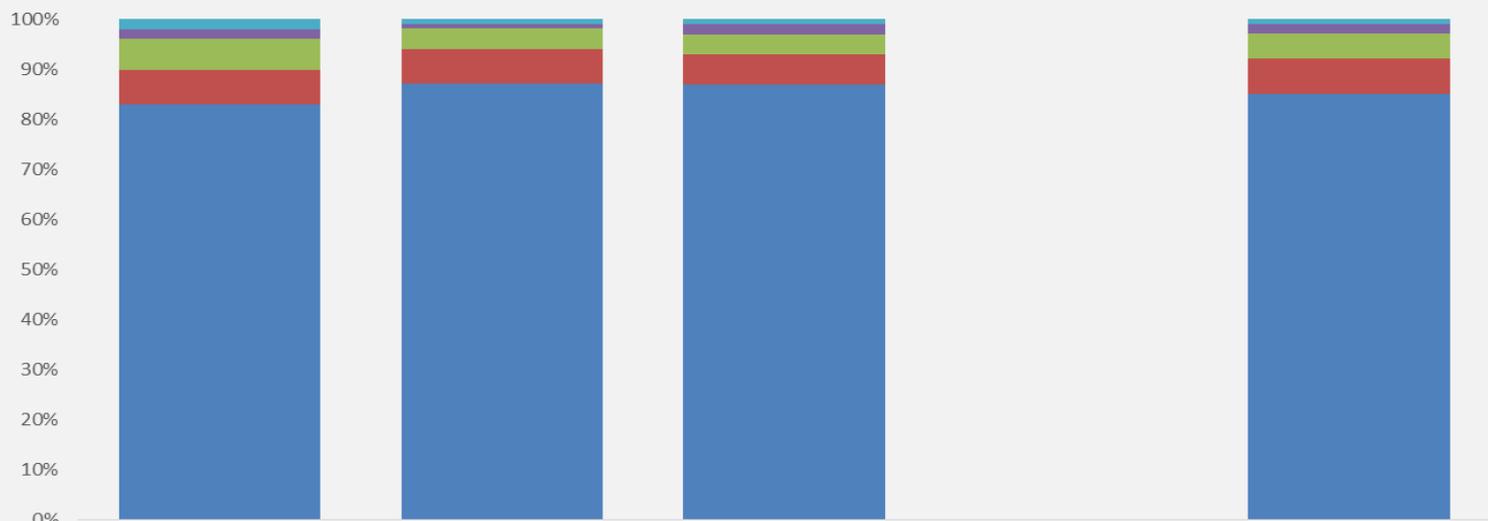
Purpose of This Trip

Purpose of this trip
(Source: DATA Onboard Surveys, 2011 and 2015)



Mode to stop

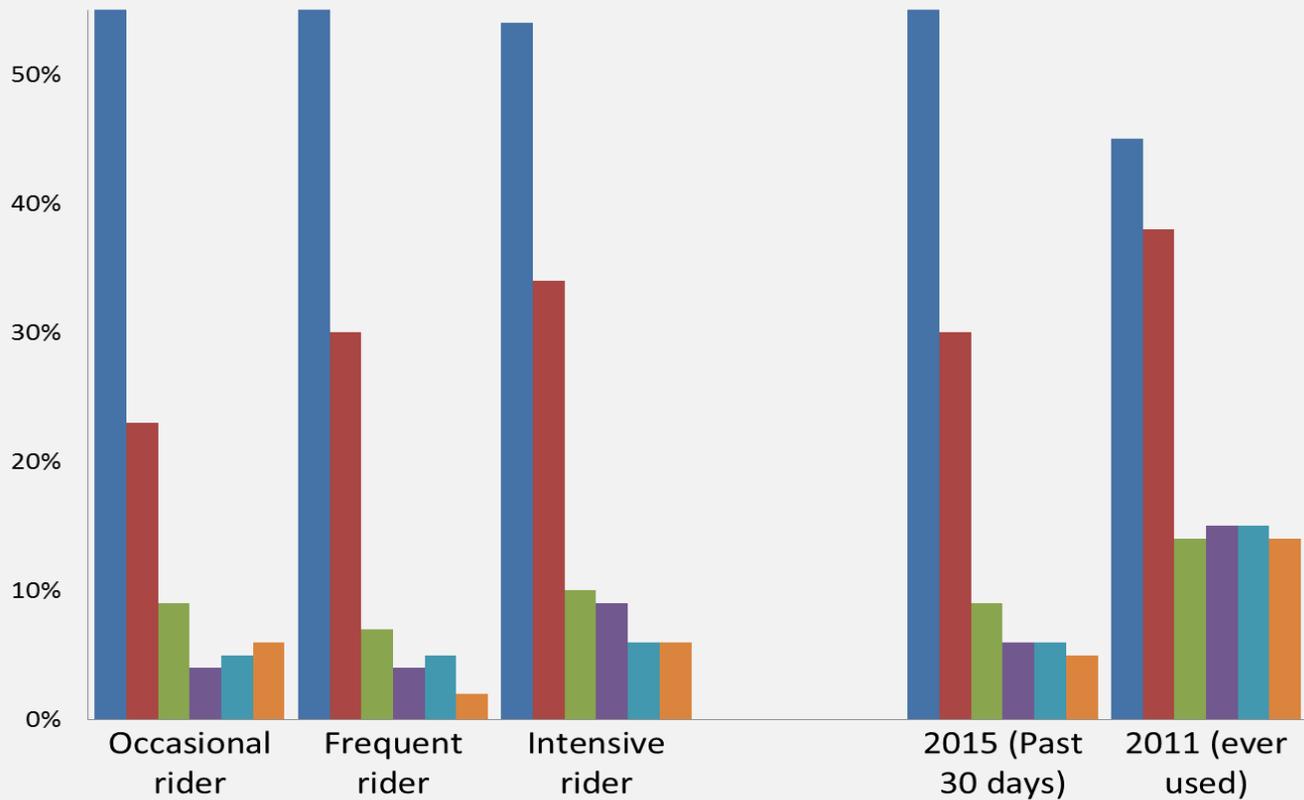
Q9 How do you most often get from home to the nearest DATA bus stop?
 (Source: DATA Onboard Survey, 2015)



	Occasional rider	Frequent rider	Intensive rider	- 2015 -
Drive	2%	1%	1%	1%
Bike	2%	1%	2%	2%
Dropped off	6%	4%	4%	5%
Bus other than DATA	7%	7%	6%	7%
Walk	82%	88%	86%	85%

Bus Systems Used in Past Thirty Days

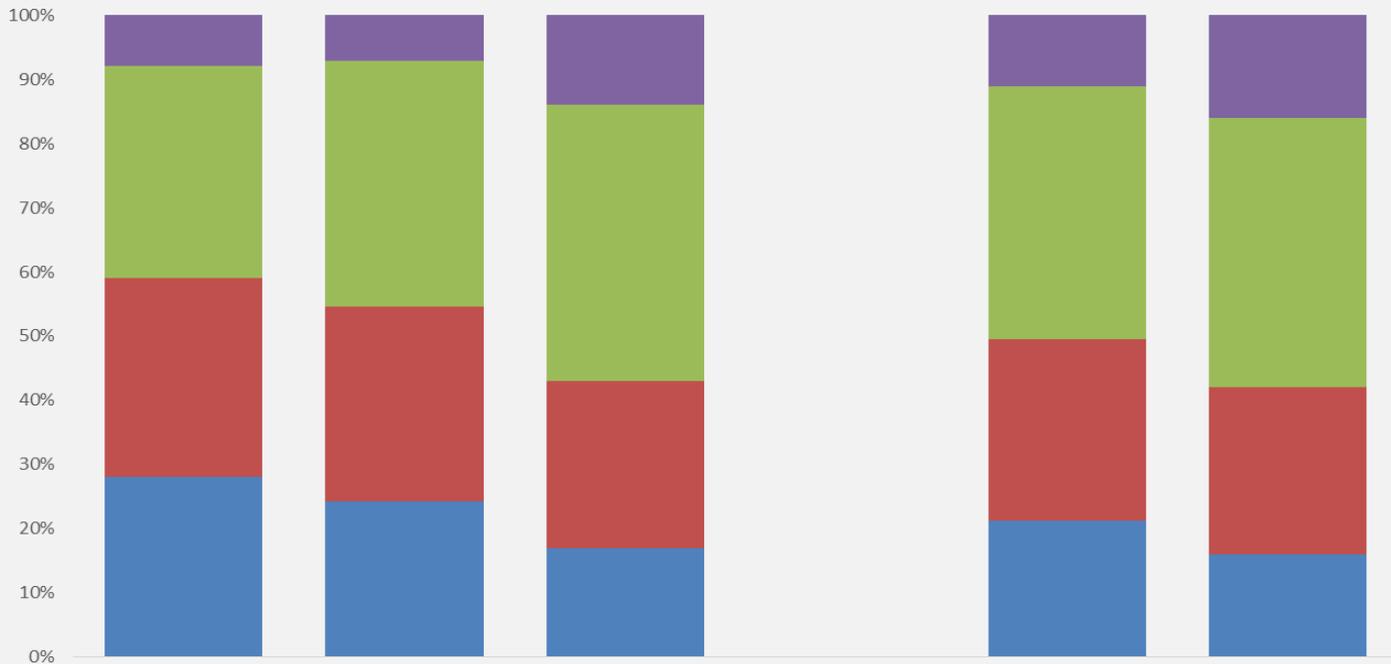
Q5 In the past 30 days have you connected between DATA and...
 (Source: DATA onboard Surveys, 2011 and 2015)



■ None-you use DATA or the BCC only	57%	58%	54%	55%	45%
■ Triangle Transit	23%	30%	34%	30%	38%
■ Duke Transit	9%	7%	10%	9%	14%
■ CAT	4%	4%	9%	6%	15%
■ Greyhound/Trailways/MegaBus	5%	5%	6%	6%	15%
■ AMTRAK	6%	2%	6%	5%	14%

Number of Transfers in Current Trip

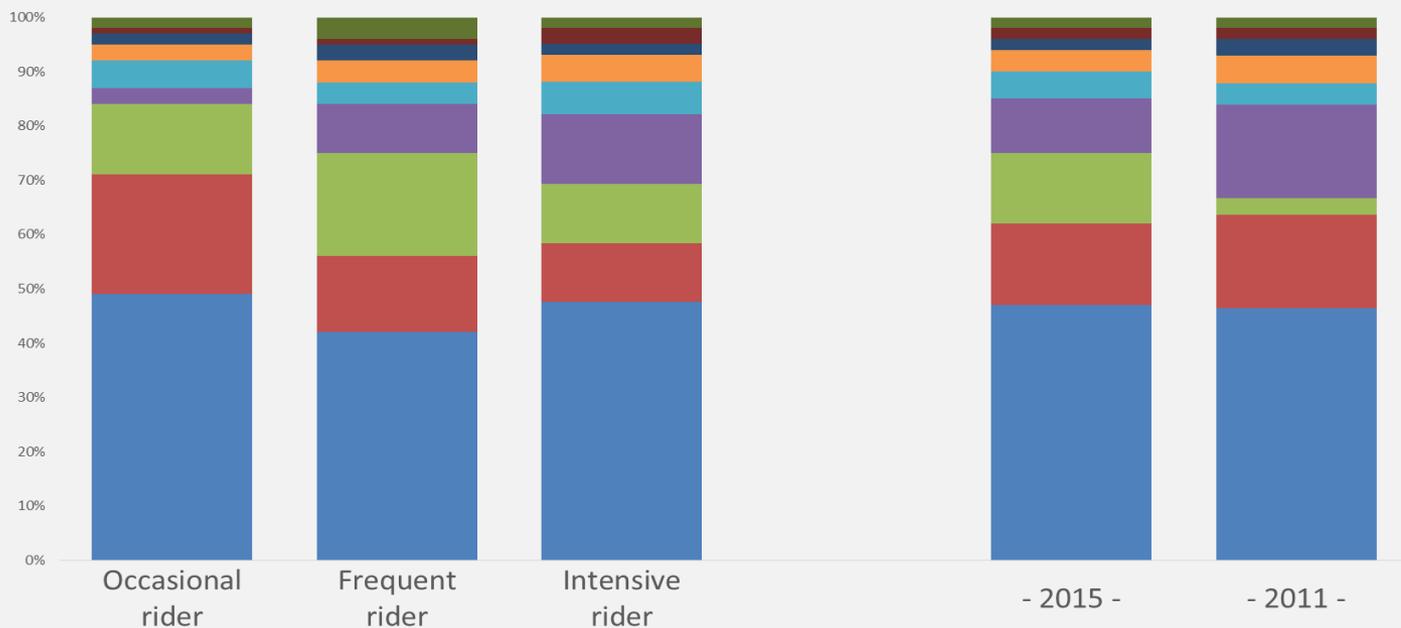
Q6 In making this trip in one direction, how many times do you have to change buses?
 (Source: DATA Onboard Surveys, 2011 & 2015)



	Occasional rider	Frequent rider	Intensive rider	- 2015 -	- 2011 -
Three or more transfers	8%	7%	14%	11%	16%
Two transfers	33%	38%	43%	39%	42%
One transfer	31%	30%	26%	28%	26%
No transfers	28%	24%	17%	21%	16%

Fare media used

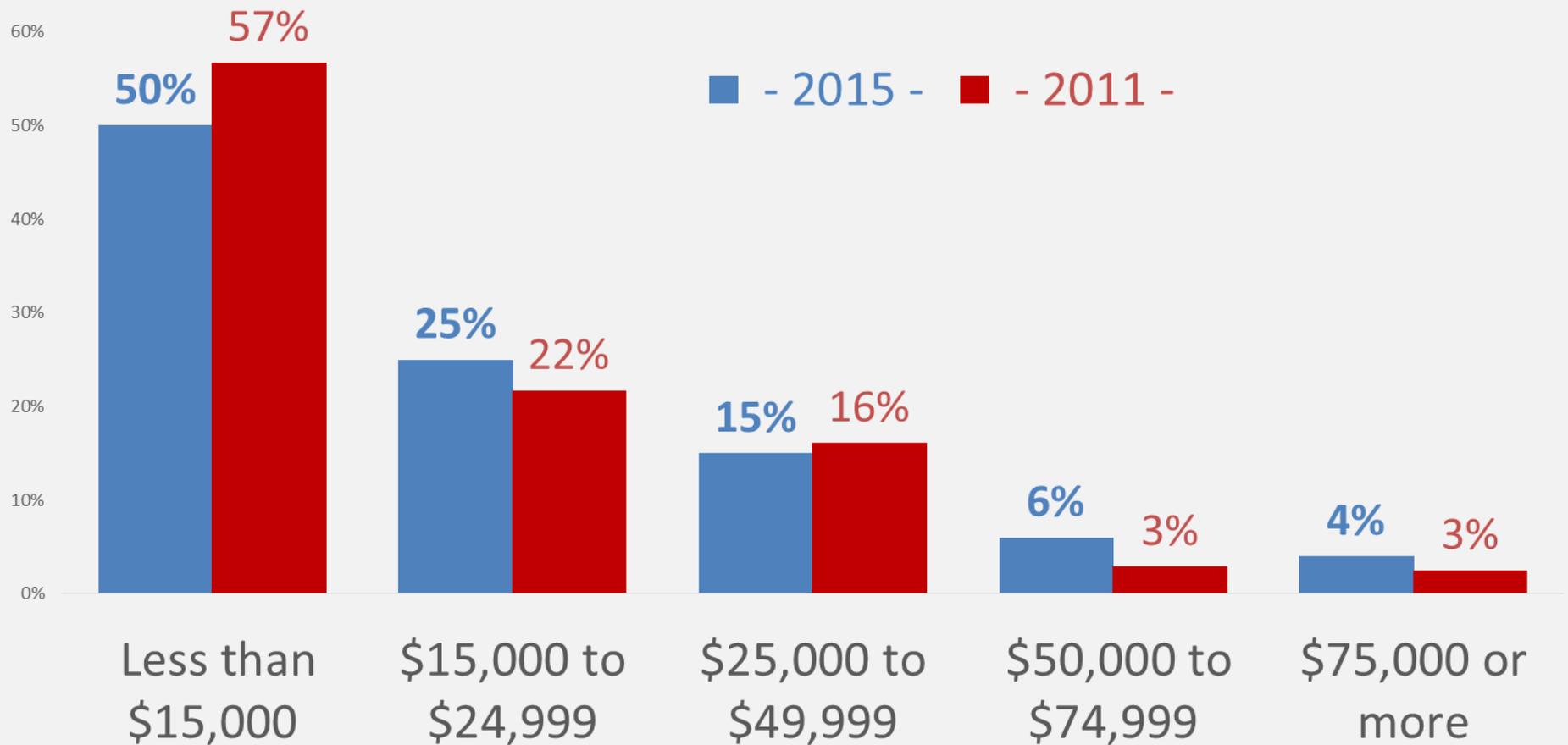
Q7 How did you pay the fare on the first DATA bus you boarded today?
 (Source: DATA Onboard Survey, 2015)



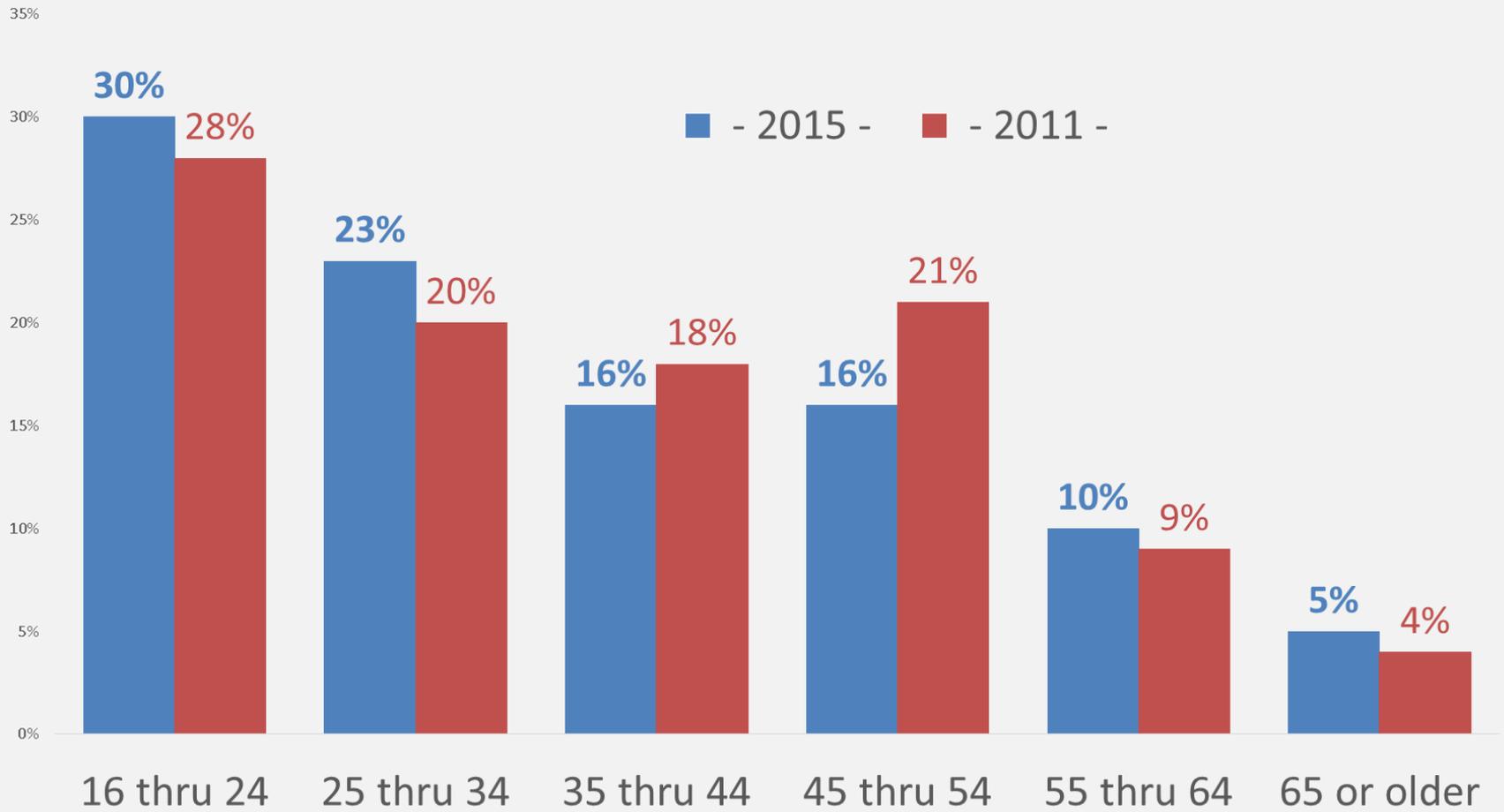
■ Student 17 or under	2%	4%	2%	2%	2%
■ DATA seven day pass	1%	1%	3%	2%	2%
■ DATA five day pass	2%	3%	2%	2%	3%
■ Regional pass	3%	4%	5%	4%	5%
■ Senior-free fare	5%	4%	6%	5%	4%
■ DATA 31 day pass	3%	9%	13%	10%	17%
■ GoPass	13%	19%	11%	13%	3%
■ One-way fare (2011, "Cash")	22%	14%	11%	15%	17%
■ DATA one day pass	49%	42%	48%	47%	46%

Demographics

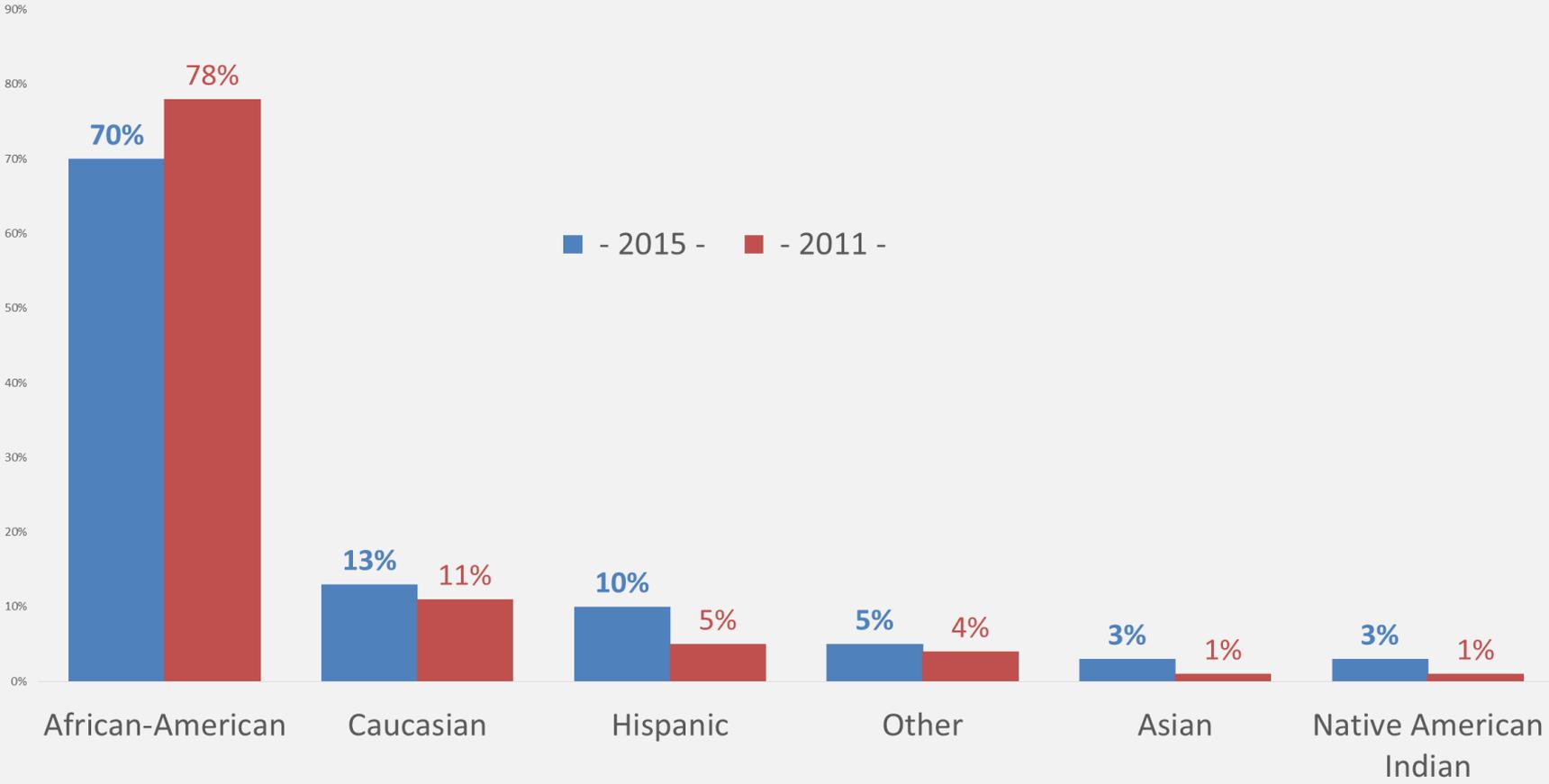
Q37 Household Income
(Source: DATA Onboard Surveys, 2011 & 2015)



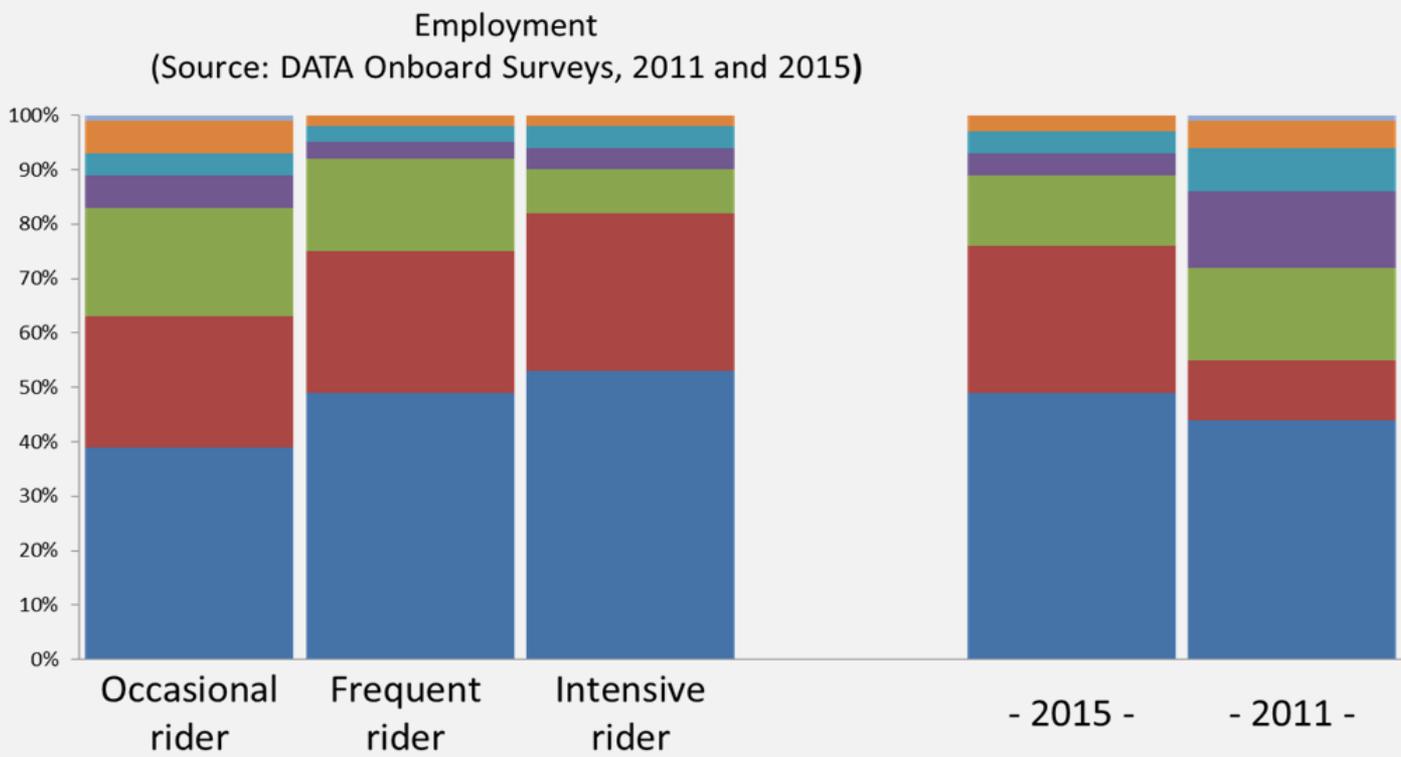
Q31 Age
(Source: DATA Onboard Surveys, 2011 & 2015)



Ethnic/Cultural Self Identification
Multiple responses encouraged
(Source: DATA Onboard Surveys , 2011 & 2015)



Employment by Segment

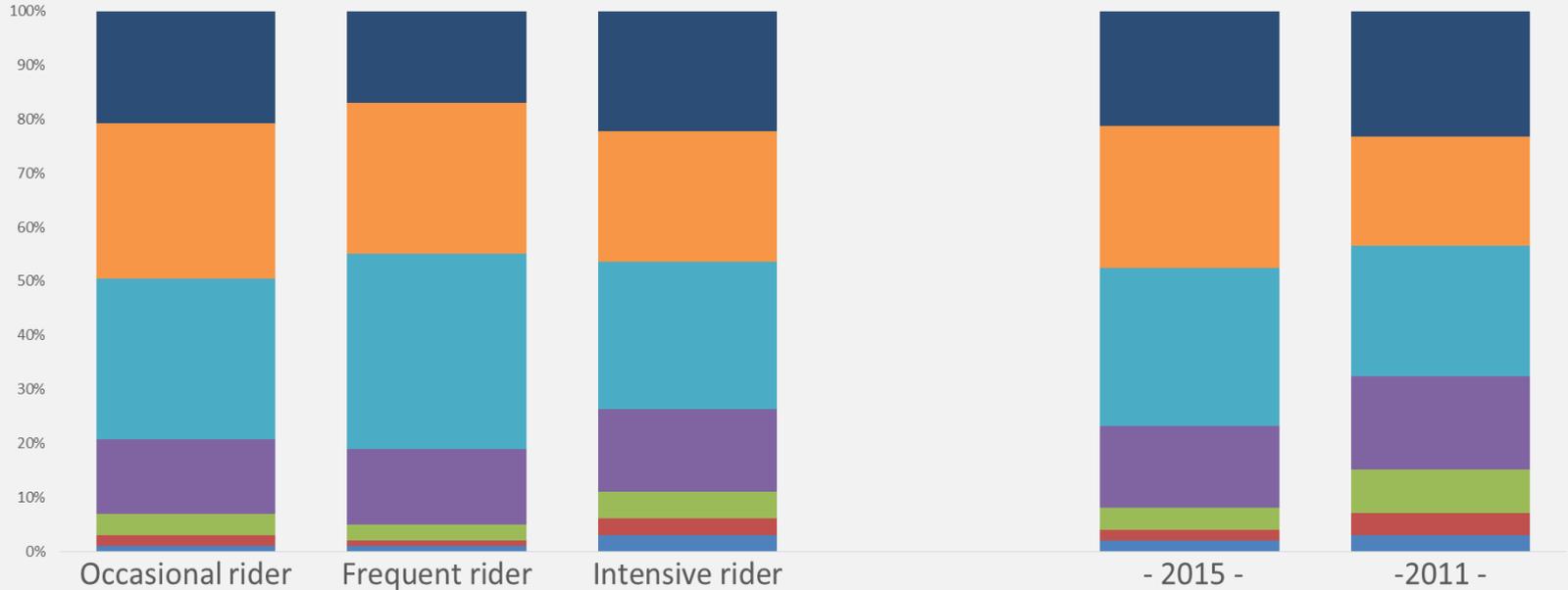


Employed at home	1%	0%	0%	0%	1%
Homemaker	6%	2%	2%	3%	5%
Retired	4%	3%	4%	4%	8%
Unemployed	6%	3%	4%	4%	14%
Student	20%	17%	8%	13%	17%
Student and employed	24%	26%	29%	27%	11%
Employed outside home	39%	49%	53%	49%	44%

Customer Satisfaction

Overall satisfaction ratings by rider segment²⁰

Q27 Overall, how do you rate DATA service?
(Source: DATA Onboard Surveys, 2011 & 2015)



■ Excellent

21%

■ Quite good

29%

■ Good

30%

■ Neutral

14%

■ Poor

4%

■ Quite poor

2%

■ Very Poor

1%

17%

28%

36%

14%

3%

1%

1%

22%

24%

27%

15%

5%

3%

3%

- 2015 -

21%

26%

29%

15%

4%

2%

2%

- 2011 -

23%

20%

24%

17%

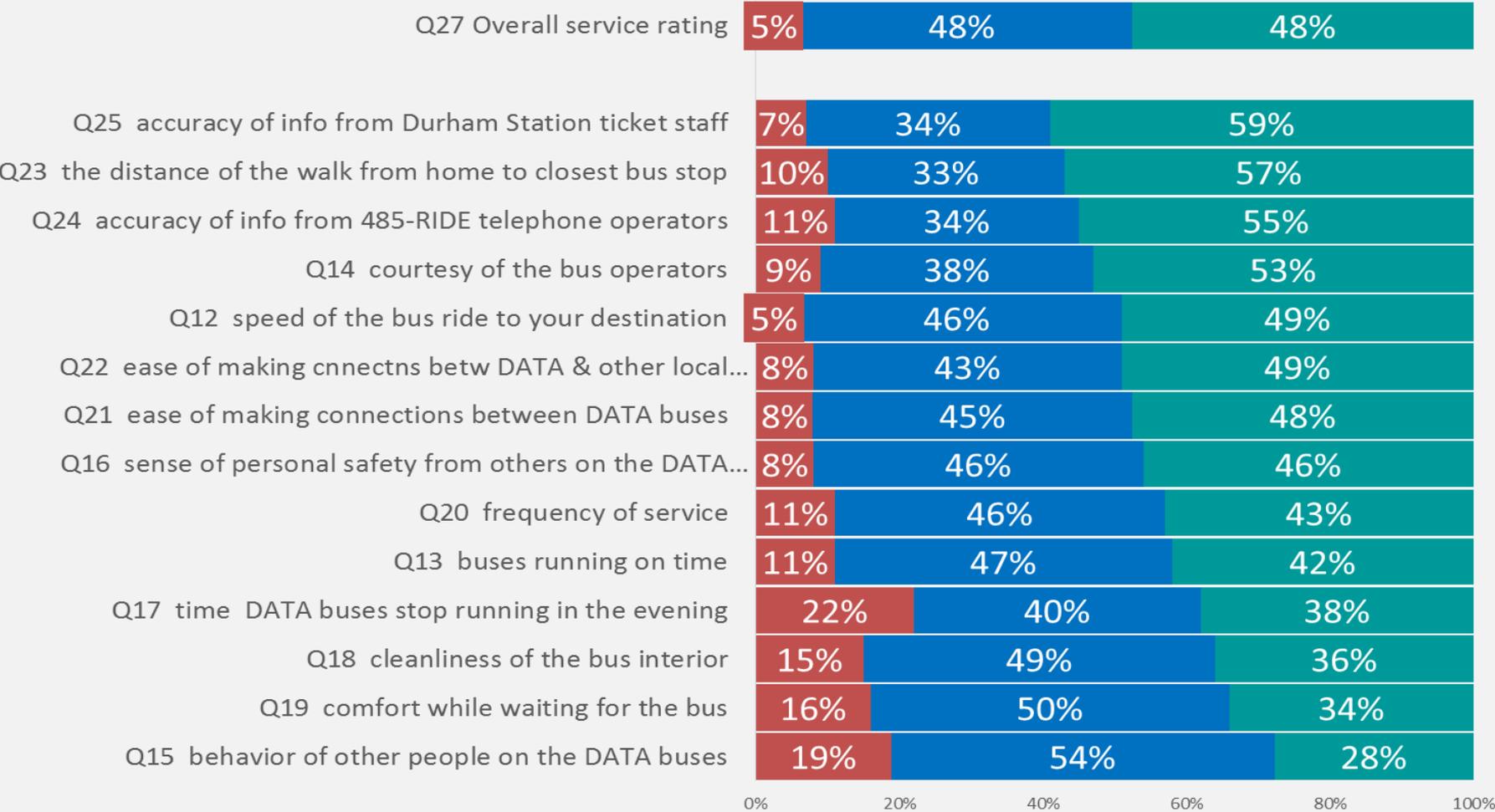
8%

4%

3%

Distribution of Satisfaction Ratings

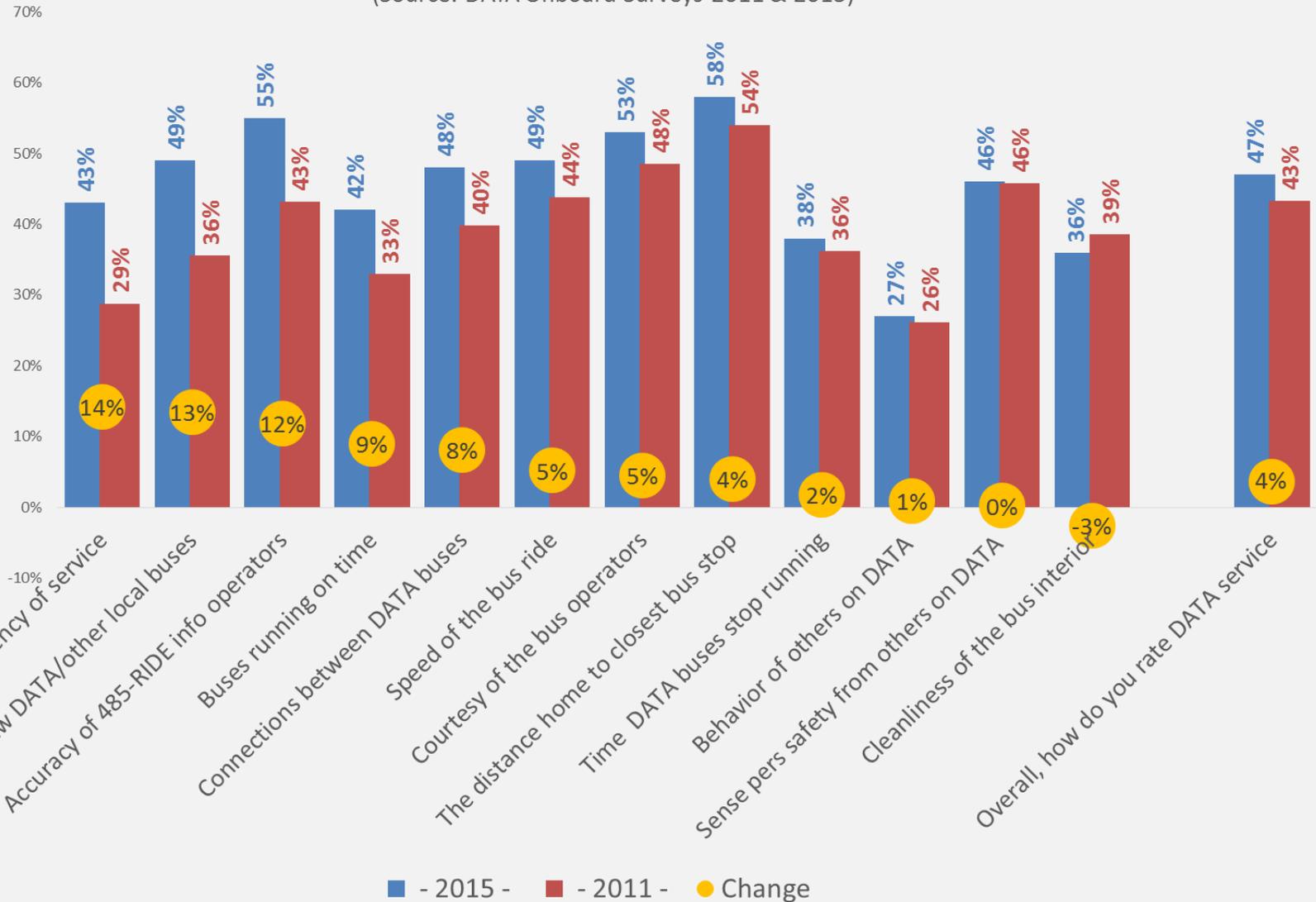
(Source: DATA Onboard Survey, 2015)
 In the past thirty days, how would you rate DATA services?



■ Very poor/Poor (1,2)
 ■ Neutral(3,4,5)
 ■ Very good/Excellent (6,7)

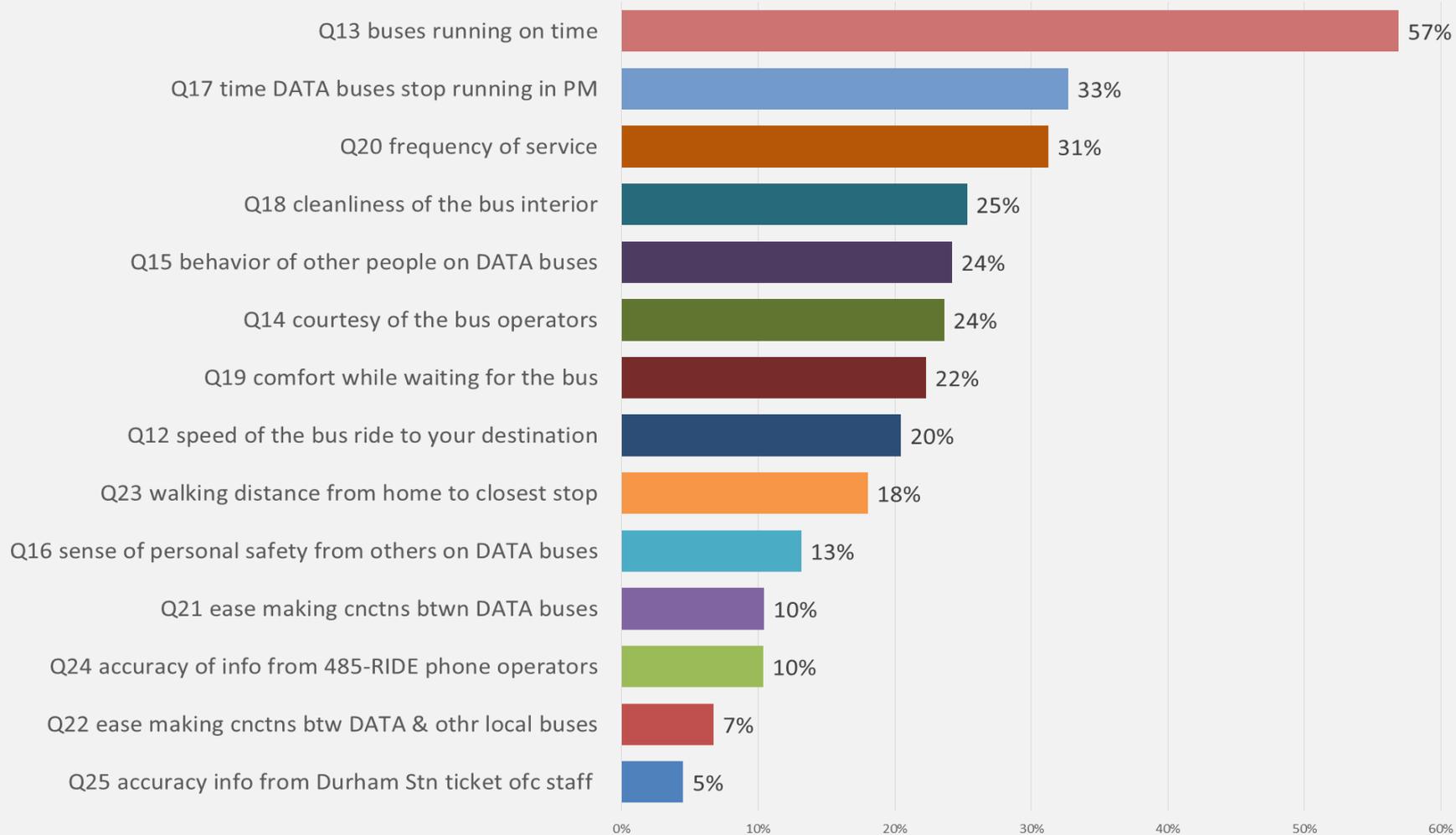
Top Scores for Each Component of GoDurham Service ²²

Change in service ratings as shown by change in top two scores (6 and 7 on 7 point scale)
 (Source: DATA Onboard Surveys 2011 & 2015)



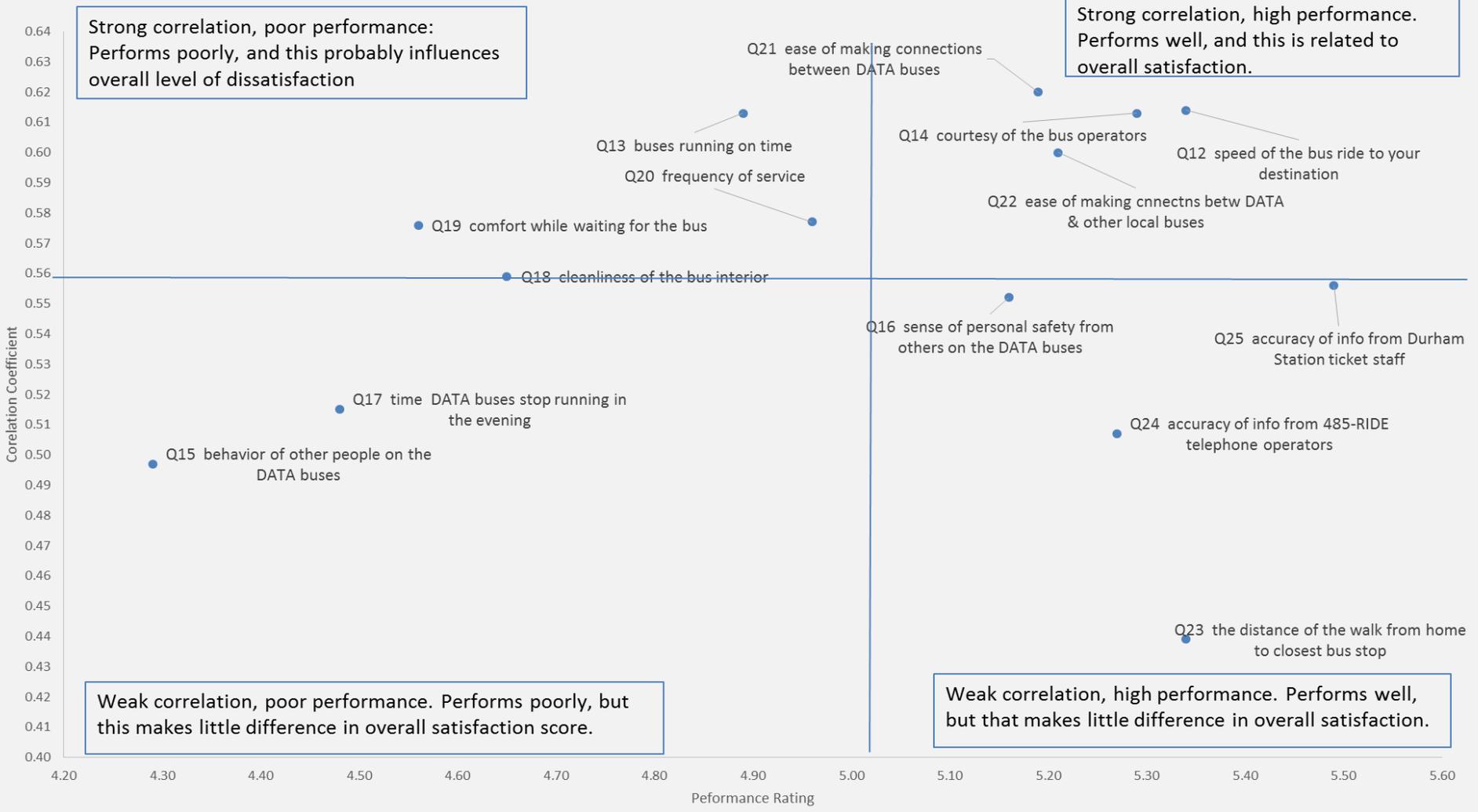
Selected as One of Top *Three* to Improve

One of top 3 "Most important to improve"
(Source: DATA Onboard Survey, 2015)



Relationship between overall performance rating and ratings of individual service elements

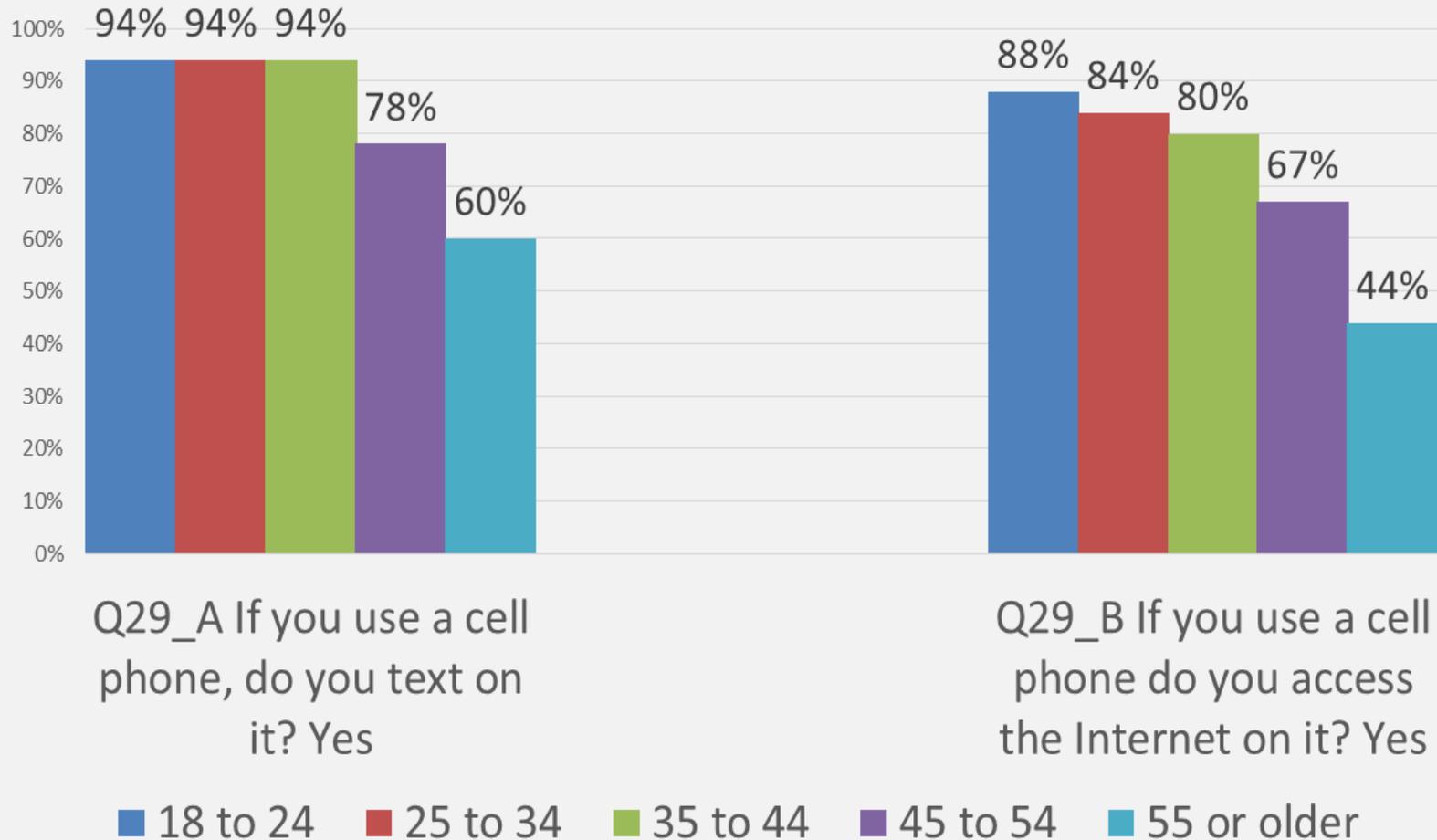
Correlation between separate service performance ratings and overall rating in Q27
(Lines indicate mean scores on X and Y axes)



Communication

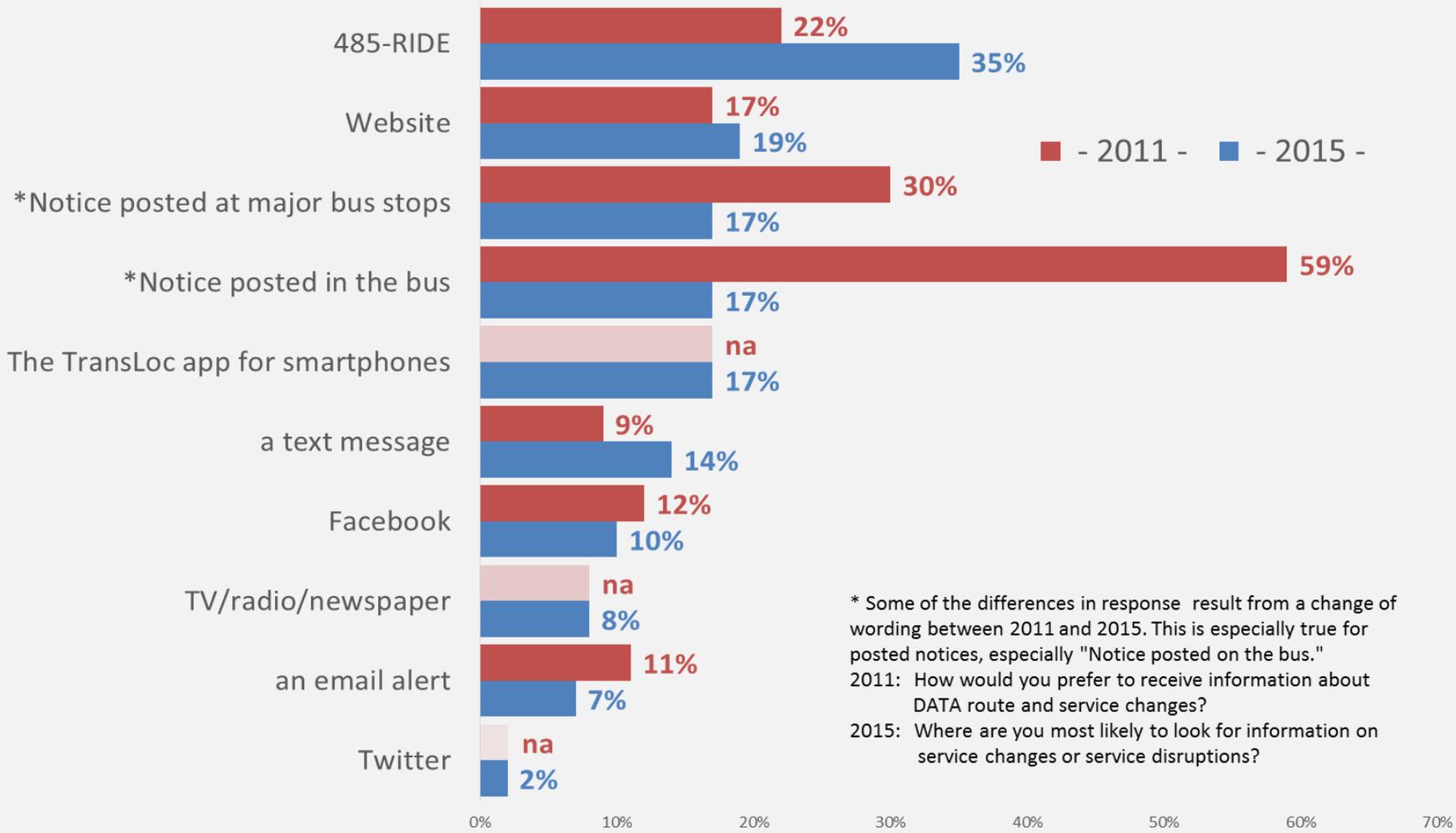
Age and the use of smart phones

Age and use of smartphones
(Source: DATA Onboard Survey, 2015)



Preferred information sources

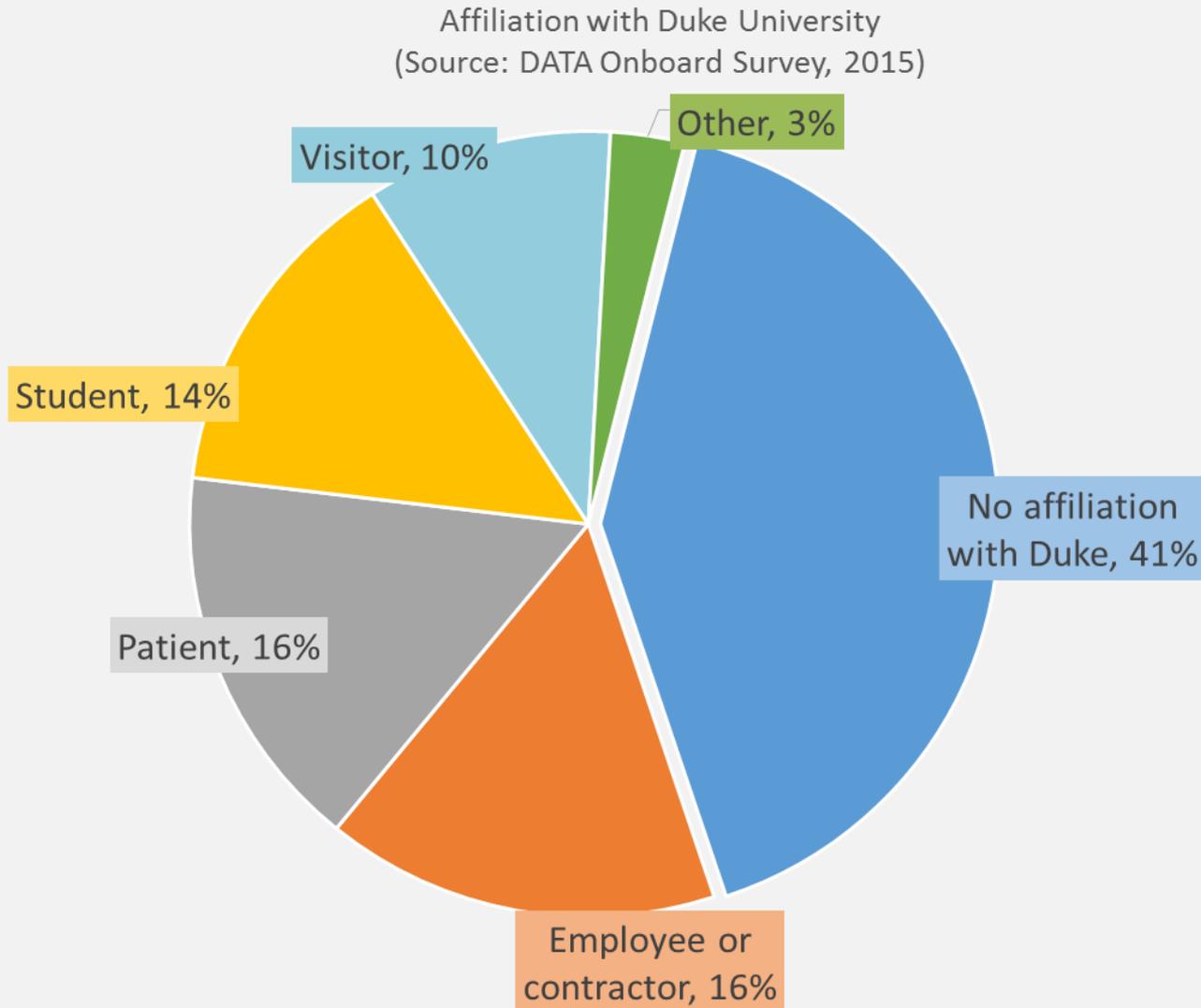
Communication methods riders are likely to use for service changes
 (Multiple sources allowed)
 (Sources: DATA Onboard Surveys, 2011 & 2015)





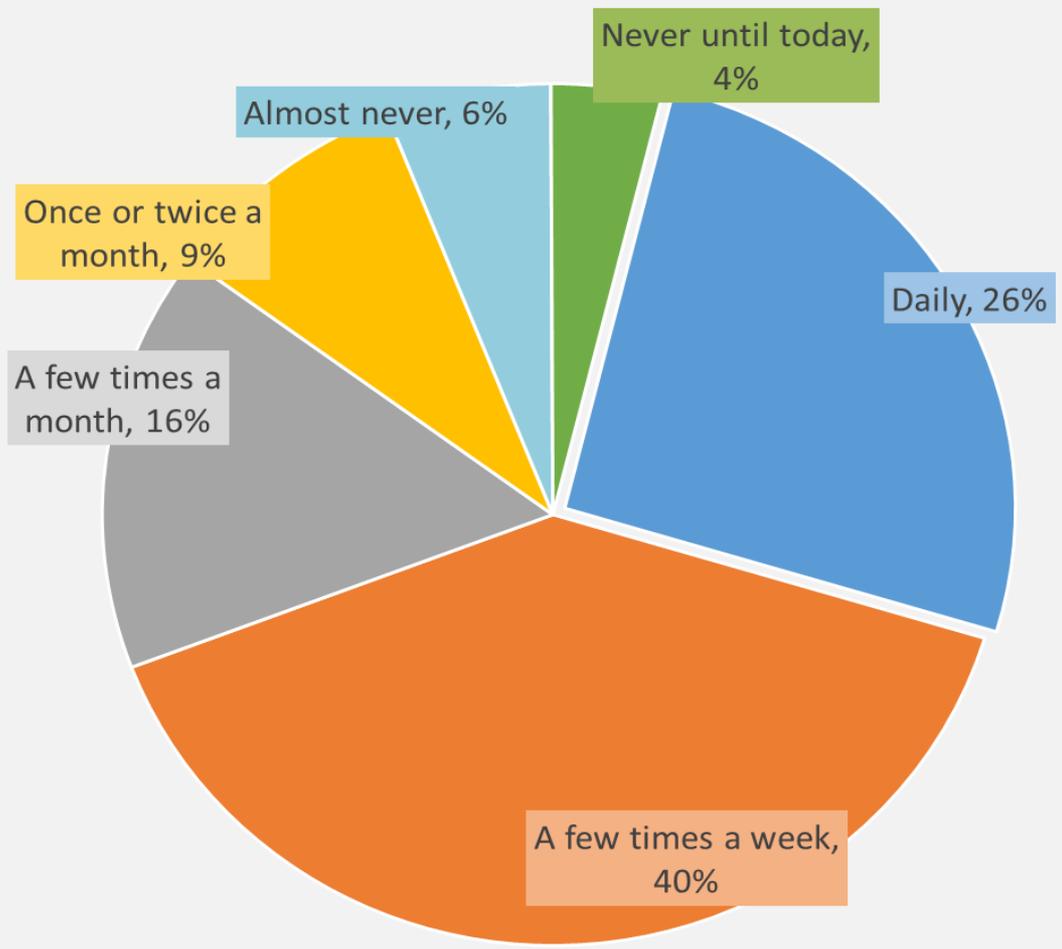
Rider Profile

BCC Affiliation with Duke University

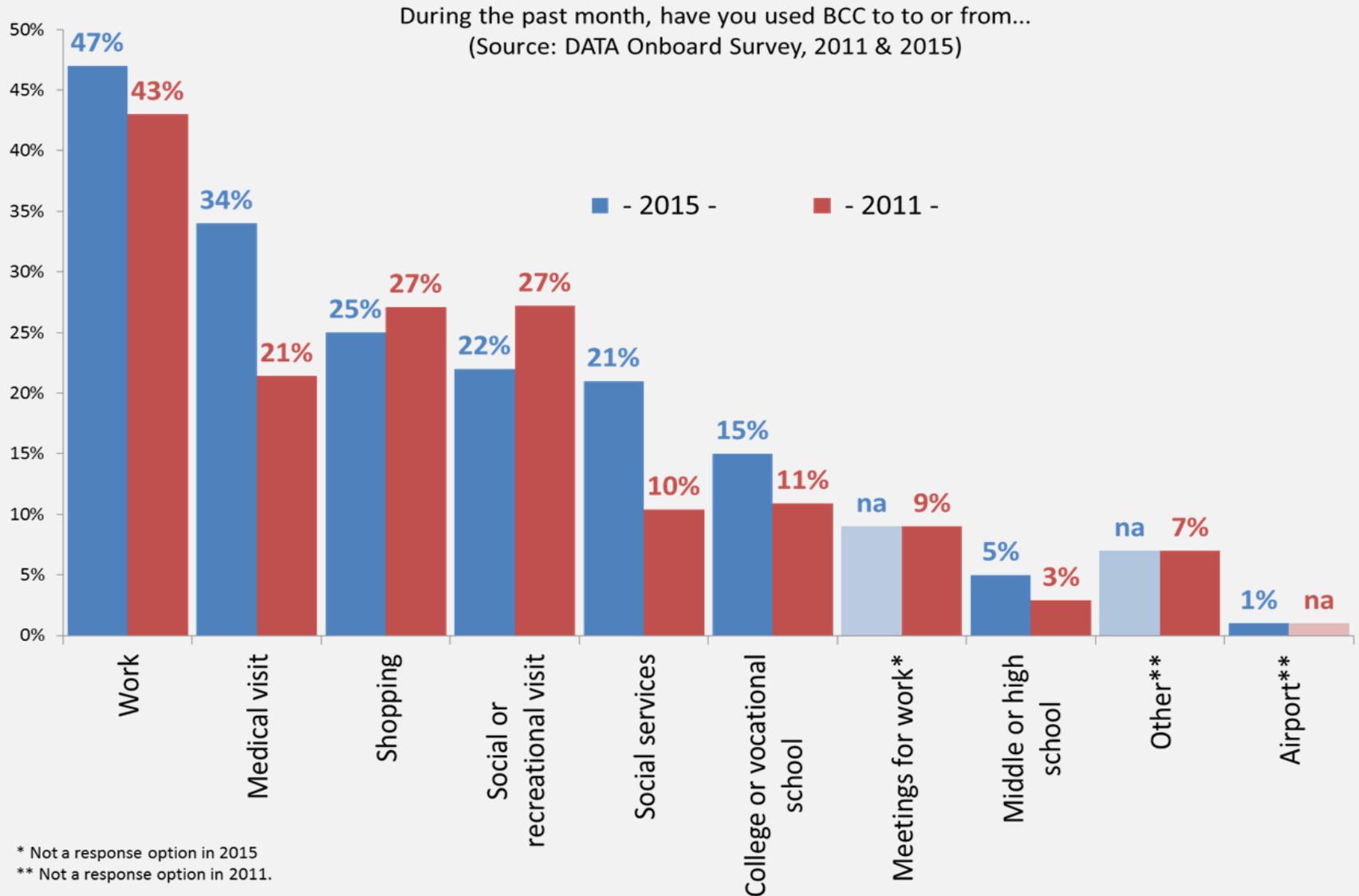


Use of BCC in past 12 months

Q3. In the past 12 months, how often have you used BCC?
(Source: DATA Onboard Survey, 2015)

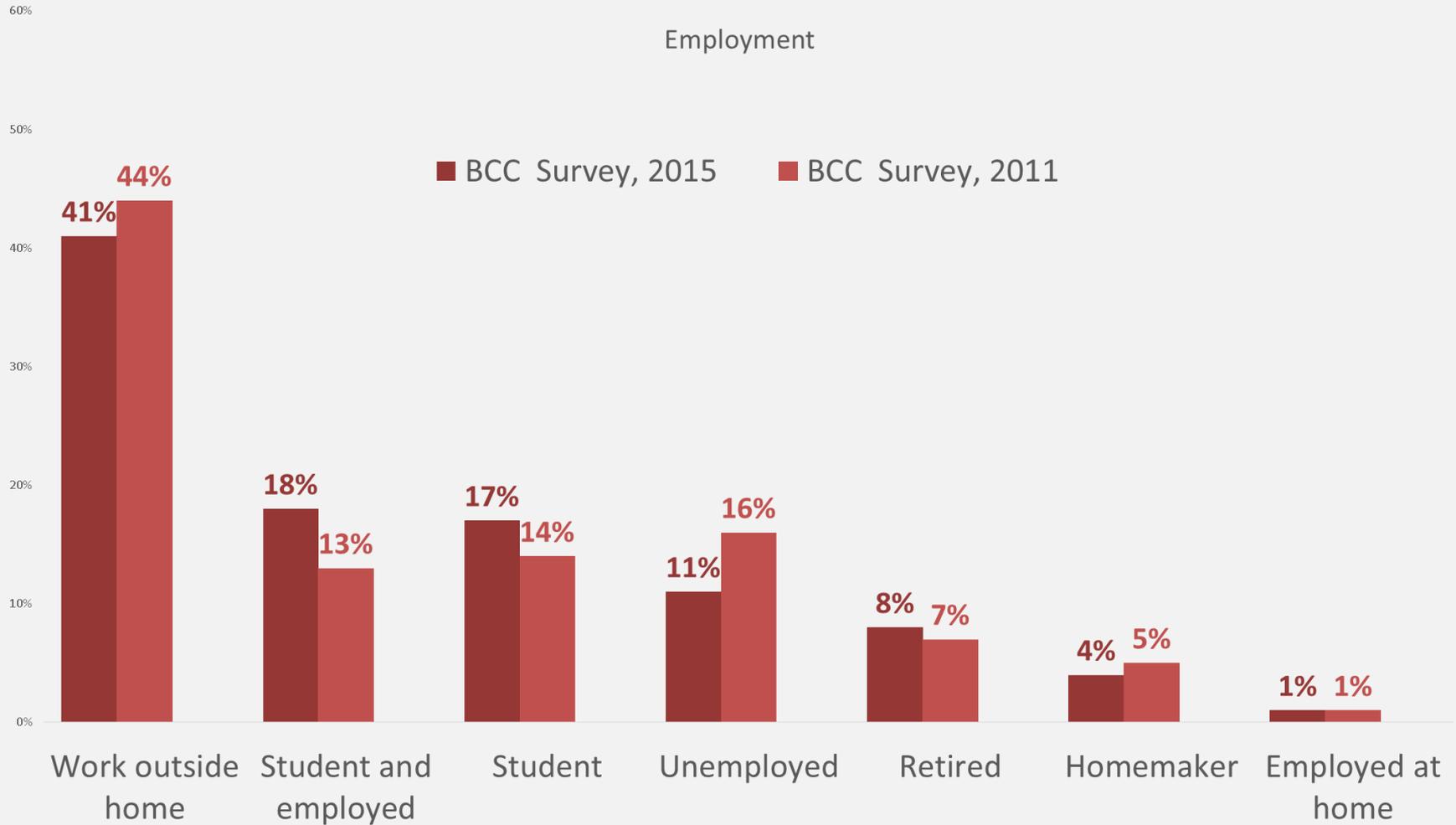


Trip Purposes in Past Month in 2011 and 2015



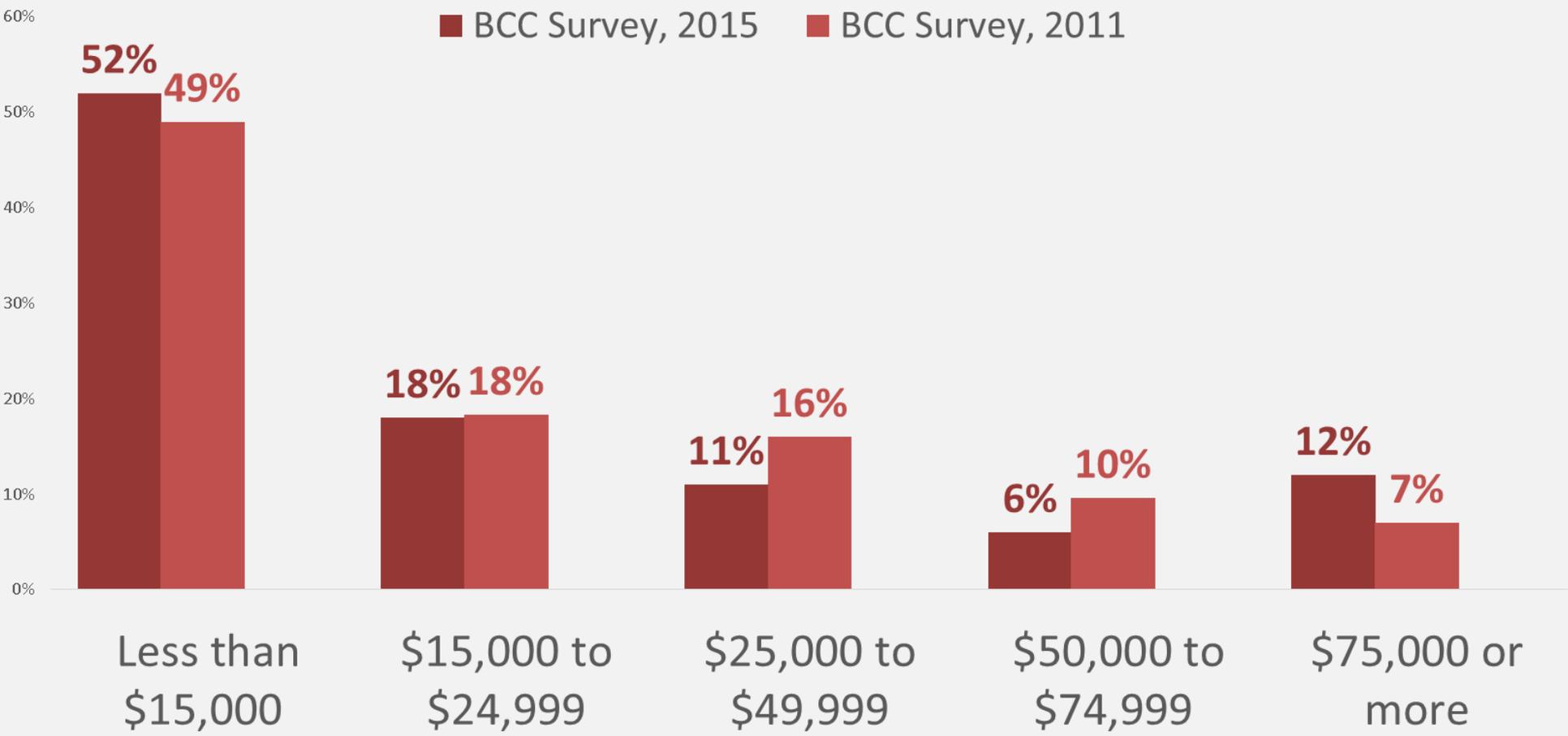
Demographics

BCC and GoDurham Riders' Employment

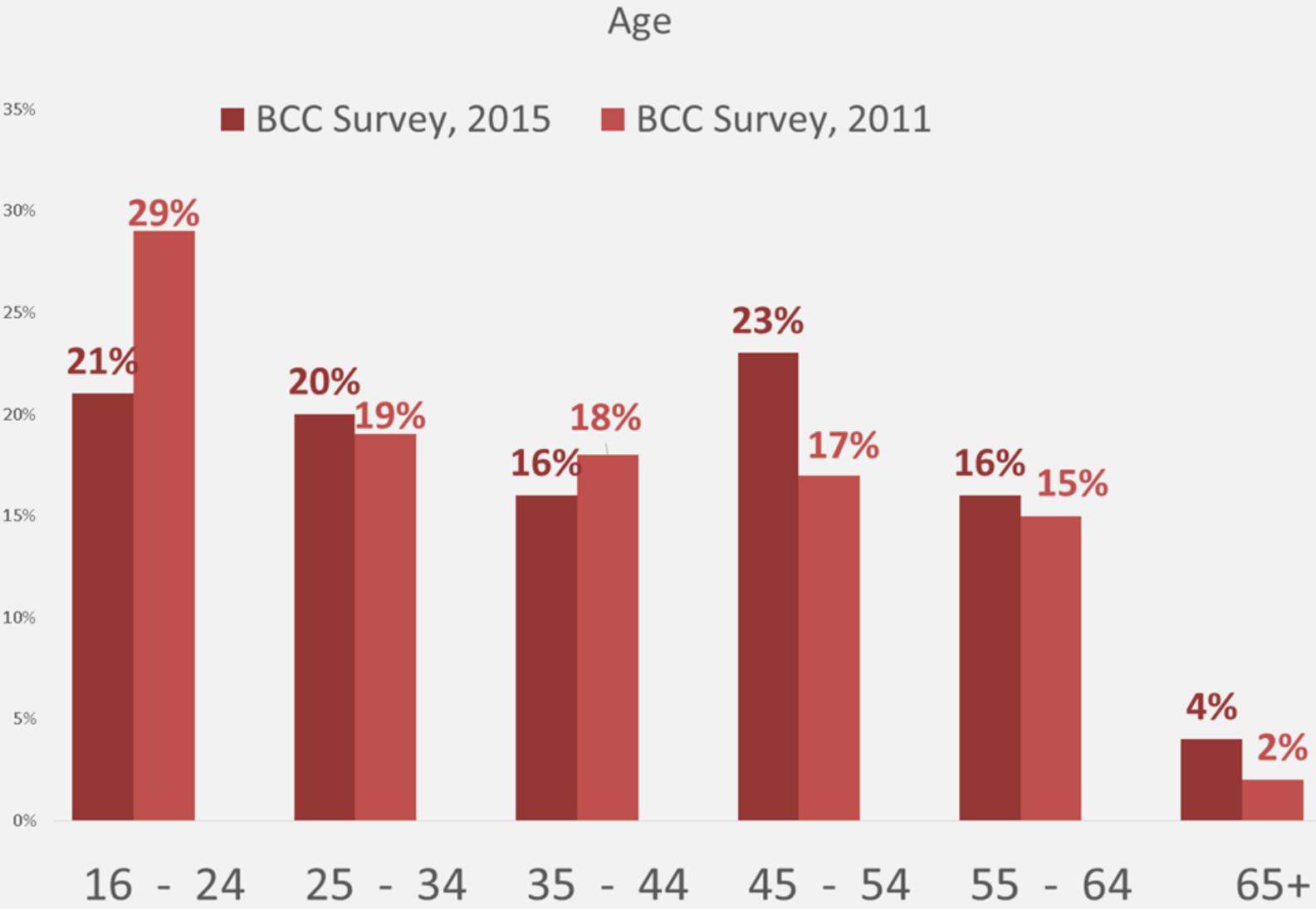


BCC and GoDurham Riders' Income

Household Income



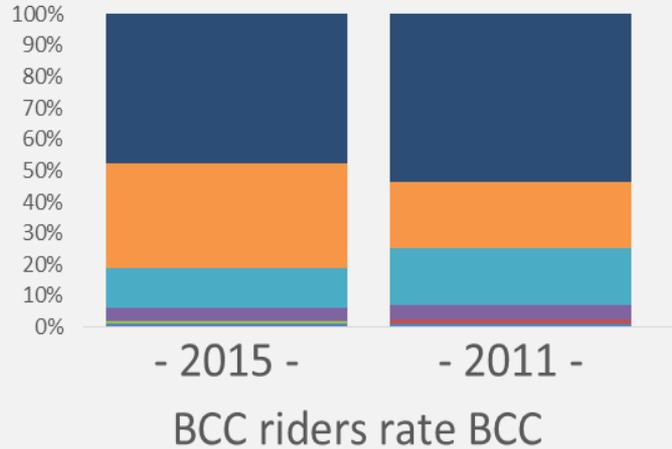
BCC and GoDurham Riders' Age



Customer Satisfaction

Overall Service Ratings, BCC and DATA

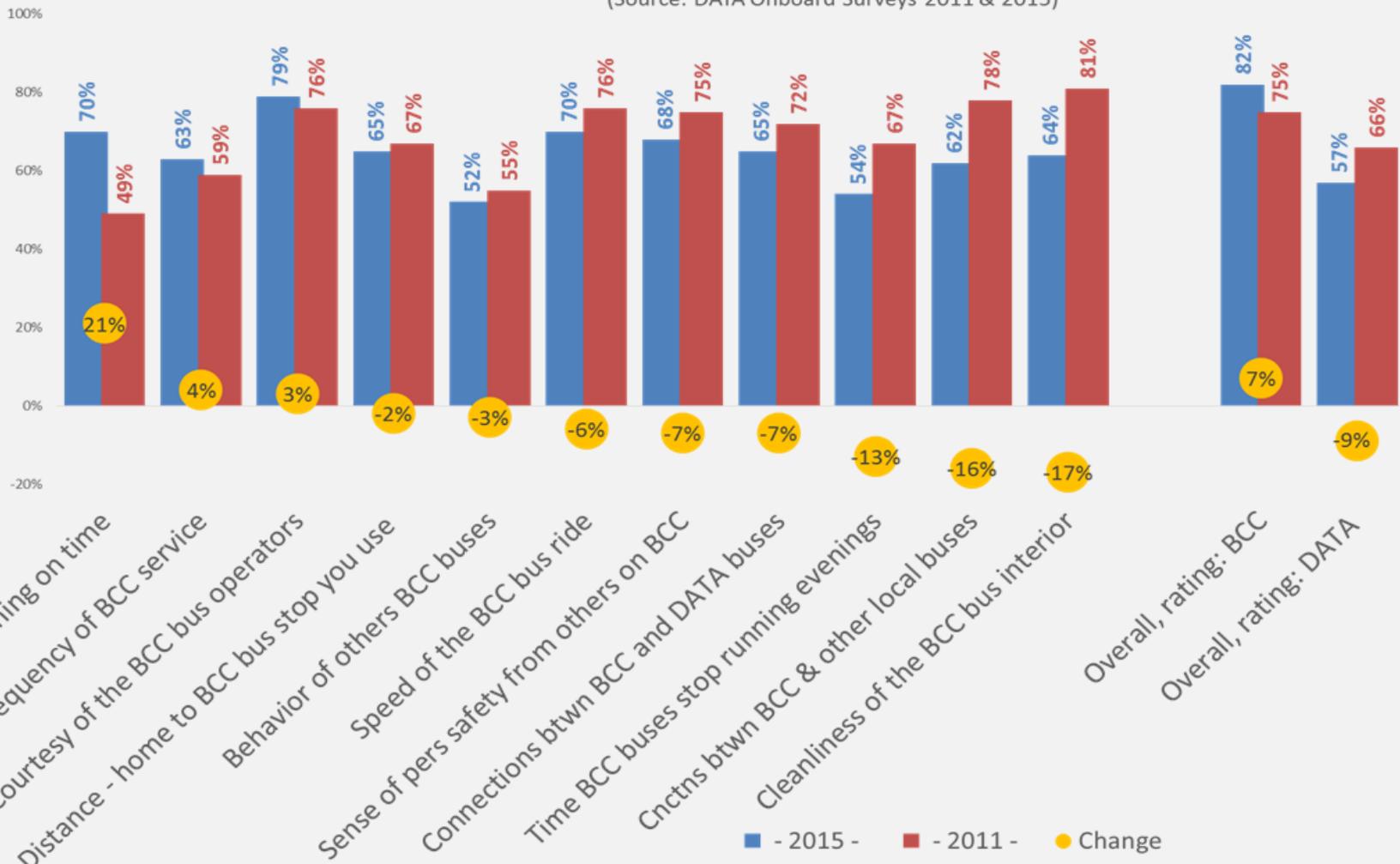
Overall rating of BCC and DATA service



■ 1 Excellent	48%	54%
■ 2 Quite good	34%	21%
■ 3 Good	13%	19%
■ 4 Neutral	4%	5%
■ 5 Poor	1%	0%
■ 6 Quite poor	0%	1%
■ 7 Very Poor	1%	1%

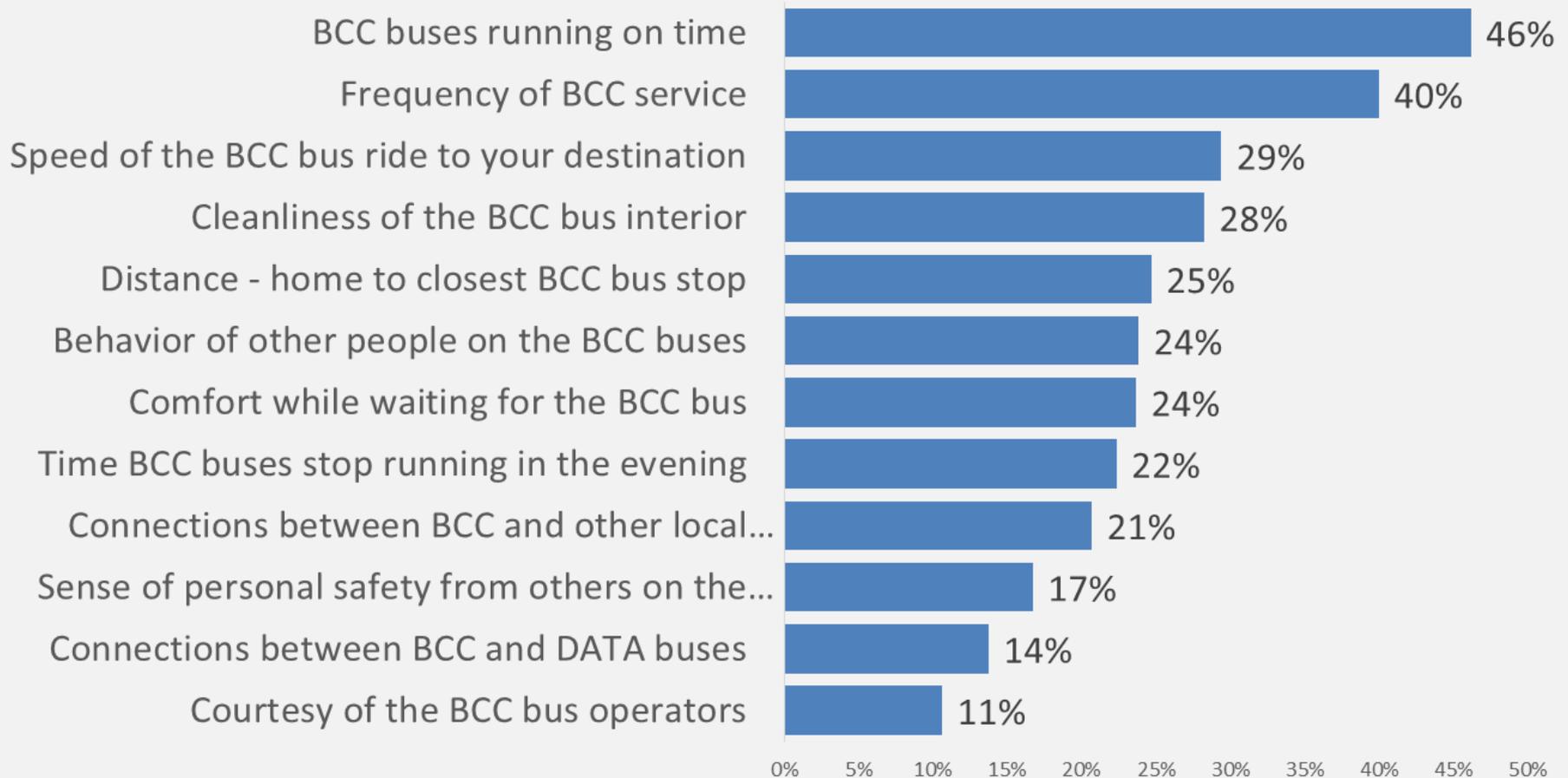
Change in high score ratings of specific aspects of BCC service measured in both 2011 and 2015

Change in BCC service ratings as shown by change in top two scores (6 and 7 on 7 point scale)
 (Source: DATA Onboard Surveys 2011 & 2015)



Top three service improvements

Percent of all mentions listing each as either 1st, 2nd, or 3rd priority to improve
(Source: DATA Onboard Survey, 2015)

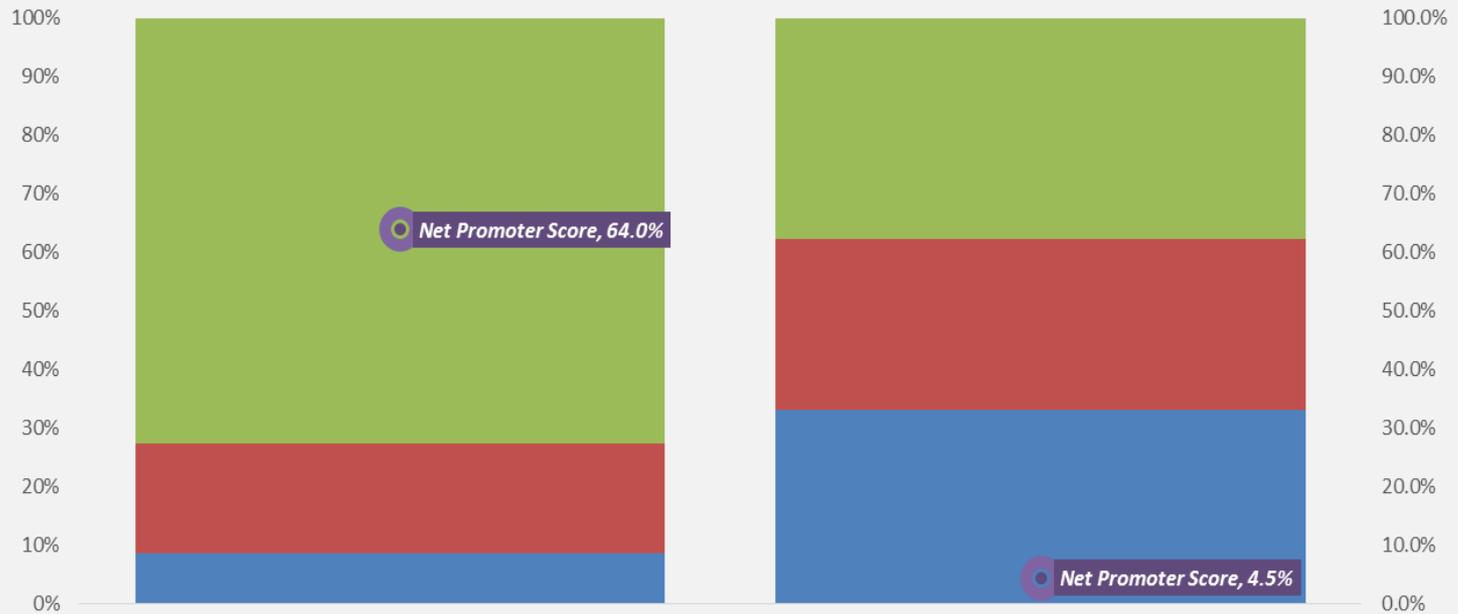


Service Ratings of GoDurham & BCC

Comparison of Ratings of DATA and BCC
(Mean scores)



Q26 Net Promoter Score*
(Source: DATA Onboard Survey, 2015)

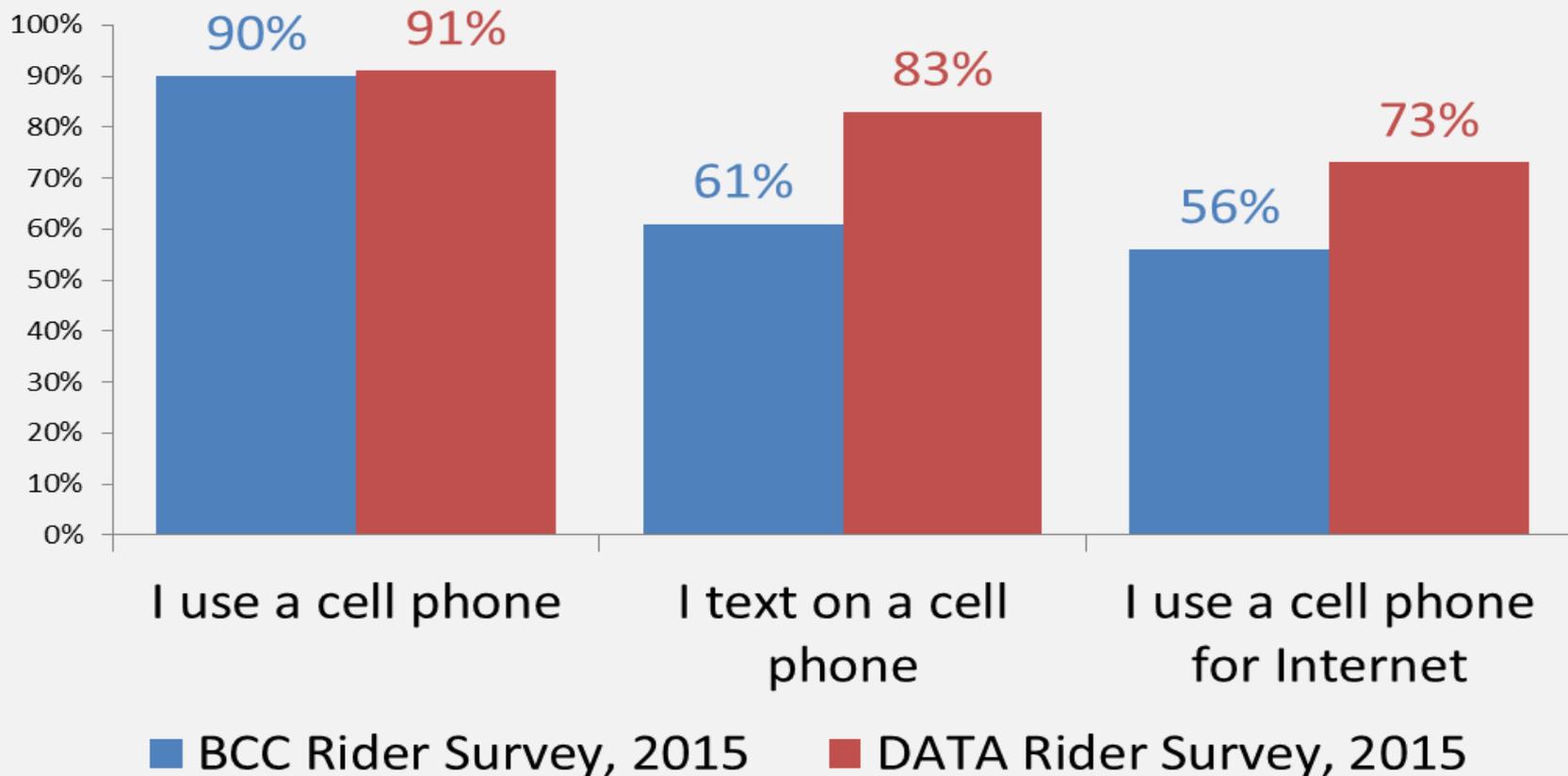


	BCC Riders rate BCC	DATA riders rate DATA
Promoters	72.6%	37.7%
Passives	18.8%	29.1%
Detractors	8.6%	33.2%
Net Promoter Score	64.0%	4.5%

* Net Promoter® and NPS® are registered trademarks and Net Promoter Score and Net Promoter System are trademarks of Bain & Company, Satmetrix Systems and Fred Reichheld.

Communication

Do you use a cell phone?
(Source: DATA Onboard Survey, 2015)



- Dr. Hugh Clark, CJI Research Corporation
hughclark@cjiresearch.com