



**Orange County
Transportation
Authority:
2011 Bus
Satisfaction Survey
Report**

Summary of Results



**Prepared by Rea & Parker Research
February, 2012**

Page intentionally left blank

Table of Contents

	Page
Executive Summary	i
Section 1: Survey Methodology	1
Sample	1
Development of Survey Instrument	1
Data Analysis	1
Comparability of 2011/2007 Survey Results	2
Section 2: Satisfaction with Bus Service	4
Overall Satisfaction and Change in Perception about Bus Service	4
Satisfaction with Individual Features of Bus Service	8
Importance of Individual Bus Features	12
Suggested Areas of Improvement for OCTA Bus Service	13
Satisfaction-Importance Quadrant Analysis	14
Section 3: General Bus Usage	17
Frequency of Bus Use	17
Years Riding OCTA Buses	21
Primary Reason for Using OCTA Buses Instead of Alternative Modes	22
Awareness and Use of Certain OCTA Programs and Services	24
Section 4: Bus Usage Information—Current Bus Trip	25
OCTA Bus Routes Used	25
Trip Purpose	26
Transfers Made on Bus Trip	27
Other Transportation Modes Used to Complete Trip	28
Travel Time for Bus Trip	29
Section 5: Information about OCTA Bus Service	30
Sources of Information	30
Preferred Language	33
Electronic Media	34
Section 6: Fare Payment	36
Fare Payment Modes	36
Additional Information about Bus Pass Use	38

Table of Contents (continued)

Section 7: Demographics	40
Basic Demographics Characteristics	41
Employment-Related Demographics	41
Section 8: Conclusions and Recommendations	44
Appendix A: Methodology: Supplemental Information	45
Appendix B: Questionnaire (English) & Topline Frequency Percentages	54
Appendix C: Survey Charts Not Included in Report—All Respondents	85
Appendix D: Survey Questions Disaggregated by Supervisorial District	102

List of Tables and Charts

	page
Table 1-1: Sample Sizes and Associated Margins of Error--Overall Sample and Supervisorial Districts	2
Chart 2-1: Overall Satisfaction with Current Bus Service	5
Chart 2-2: Overall satisfaction with Current Bus Service by Ethnicity	6
Chart 2-3: Statistically Significant Dissatisfied Sub-Groups of Bus Riders	6
Chart 2-4: Change in Bus Service Quality Compared to 12 Months Ago	7
Chart 2-5: Percentage Who Indicate That Bus Service is Worse than 12 Months Ago by Current Dissatisfaction/Dissatisfaction	7
Chart 2-6: Statistically Significant Sub-Groups of Bus Riders Who Think Bus Service is Worse than 12 Months Ago	8
Chart 2-7: Percentage Satisfied with Individual Features of Bus Service	9
Chart 2-8: Mean Satisfaction Ratings for Individual Bus Features	10
Table 2-1: Bus Routes Exhibiting Lowest Degree of Satisfaction with OCTA Bus Service	11
Chart 2-9: Mean Importance Ratings for Individual Bus Service Features	12
Chart 2-10: Suggested Improvements to OCTA Bus Service	13
Table 2-2: Key Improvements to Enhance Satisfaction by Route	15
Chart 2-11: Bus Features: Satisfaction-Importance Quadrant Analysis	16
Chart 3-1: Frequency of Bus Use	17
Chart 3-2: Employment Status by Frequency Riding	18
Chart 3-3: Statistically Significant Differences in Occupational Categories by Frequency of Riding	19
Chart 3-4: Trip Purpose by Frequency of Riding	20
Chart 3-5: Mean Number of Transfers by Frequency of Riding	20
Chart 3-6: Other Statistically Significant Differences by Frequency of Riding	21
Chart 3-7: Years as Rider of OCTA Buses	22
Chart 3-8: Most Important Reason to Ride OCTA Bus Instead of Alternative Mode	23
Chart 3-9: Awareness and Use of ...	24
Chart 4-1: Major Bus Routes Traveled	25
Chart 4-2: Trip Purpose	26
Chart 4-3: Transfers Made on Bus Trip	27
Chart 4-4: Other Transportation Modes Used to Complete Trip	28
Chart 4-5: Total Travel Time for Bus Trip	29
Chart 5-1: Sources of Information about OCTA Bus Service	31
Chart 5-2: Use of the eBusbook by Ethnicity	32
Chart 5-3: Statistically Significant Differences Between Overall Respondents and Those Who Indicated That They Do Not Use Any Information Sources about OCTA Bus Services	32
Chart 5-4: Language Preferred for Bus Information	33
Chart 5-5: Access to Electronic Media	34
Chart 5-6: Electronic Media Preferred for Scheduling and Route Information	35
Chart 6-1: Method of Fare Payment: This Trip	36

List of Tables and Charts (continued)

Chart 6-2:	Combined Payment this Trip with Other Payments Used	37
Chart 6-3:	Reason For Not Using Bus Pass	38
Chart 6-4:	Preferred Location to Purchase Bus Passes	39
Table 7-1:	Basic Demographics	40
Table 7-2:	Characteristics of Employment and Occupation	42
Table A-1:	OCTA Designated Sample Bus Stops	46
Chart A-1:	Surveys Returned and Input by Supervisorial District	47
Chart A-2a:	Returned Surveys by Bus Stop—Supervisorial District 1	47
Chart A-2b:	Returned Surveys by Bus Stop—Supervisorial District 2	48
Chart A-2c:	Returned Surveys by Bus Stop—Supervisorial District 3	48
Chart A-2d:	Returned Surveys by Bus Stop—Supervisorial District 4	49
Chart A-2e:	Returned Surveys by Bus Stop—Supervisorial District 5	49
Chart A-3:	Time of Day of Distribution for Returned Surveys	50
Chart A-4:	Time of Day of Distribution for Returned Surveys by Supervisorial District	51
Chart A-5:	Day of Week of Distribution for Returned Surveys	52
Chart A-6:	Day of Week of Distribution for Returned Surveys by Supervisorial District	52
Chart C-1:	Satisfaction/Dissatisfaction with Bus Service by Mean Time of Trip	85
Chart C-2:	Satisfaction/Dissatisfaction by Number of Transfers	86
Chart C-3:	Percentage Who Rate Individual Features as Important	87
Chart C-4:	Mean Travel Time by Frequency of Riding	88
Chart C-5:	Statistically Significant Differences in Sources of Information by Frequency of Riding	89
Chart C-6:	Statistically Significant Differences in Perceived Effectiveness of Information Sources by Frequency of Riding	90
Chart C-7:	Change in Frequency Riding Bus Compared to 12 Months Ago	90
Chart C-8:	Statistically Significant Demographic Differences Between Those Who Ride the Bus Because They Cannot Afford Automobile and Those Who Do Not Drive	91
Chart C-9:	Bus Passed by Without Stopping in Past 6 Months	92
Chart C-10:	Awareness of...by Ethnicity	93
Chart C-11:	Percentage of Respondents Making Work Trip by Ethnicity	94
Chart C-12:	Percentage Who Rate Individual Information Sources as Effective	96
Chart C-13:	Mean Effectiveness Ratings for Sources of Information	97
Chart C-14:	Languages Spoken Other Than Language of Survey	97
Chart C-15:	Percentage of All Respondents Who Speak...	98
Chart C-16:	Language Preferred for Receiving Bus Information by Language of Survey	98
Chart C-17:	Use of 30-Day Bus Pass by Ethnicity	99

List of Tables and Charts (continued)

Chart C-18:	Statistically Significant Differences in Fare Payment for Current Trip by Frequency of Riding	100
Chart C-19:	Statistically Significant Differences in Fare Payment Methods Ever Used by Frequency of Riding	100
Chart C-20:	Other Fare Payment Methods—Other Trips	101
Chart D-1:	Overall Satisfaction with Current Bus Service by Supervisorial District	102
Chart D-2:	Change in Bus Service Quality Compare to 12 Months Ago by Supervisorial District	103
Chart D-3a:	Percent Satisfied with More Highly Rated Individual Features of Bus Service by Supervisorial District	104
Chart D-3b:	Percent Satisfied with Lesser Rated Individual Features of Bus Service by Supervisorial District	105
Chart D-4a:	Percentage Who Rate More Important Individual Features as Important by Supervisorial District	106
Chart D-4b:	Percentage Who Rate Less Important Individual Features as Important by Supervisorial District	107
Chart D-5a:	Most Frequently Suggested Improvements to OCTA Bus Service By Supervisorial District	108
Chart D-5b:	Less Frequently Suggested Improvements to OCTA Bus Service by Supervisorial District	109
Chart D-6:	Frequency Ride an OCTA Bus by Supervisorial District	110
Chart D-7:	Change in Frequency Riding Bus Compared to 12 months Ago by Supervisorial District	110
Chart D-8:	Years as Rider of OCTA Buses by Supervisorial District	111
Chart D-9:	Most Important Reason to Ride OCTA Bus Instead of Alternative Mode by Supervisorial District	112
Chart D-10:	Bus Passed by Without Stopping in Past 6 Months by Supervisorial District	113
Chart D-11:	Awareness of ...by Supervisorial District	114
Chart D-12a:	Major Bus Routes Traveled--Supervisorial District 1	115
Chart D-12b:	Major Bus Routes Traveled--Supervisorial District 2	115
Chart D-12c:	Major Bus Routes Traveled--Supervisorial District 3	116
Chart D-12d:	Major Bus Routes Traveled--Supervisorial District 4	116
Chart D-12e:	Major Bus Routes Traveled--Supervisorial District 5	117
Chart D-13:	Trip Purpose by Supervisorial District	118
Chart D-14:	Mean Number of Transfers by Bus Riders per Supervisorial District	119
Chart D-15:	Major Other Transportation Modes Used to Complete Trip by Supervisorial District	119
Chart D-16:	Mean Travel Time by Supervisorial District	120
Chart D-17a:	Most Frequently Used Sources of OCTA Bus Information by Supervisorial District	121

List of Tables and Charts (continued)

Chart D-17b:	Less Frequently Used Sources of OCTA Bus Information by Supervisorial District	122
Chart D-18a:	Percentage Who Rate the More Effective Information Sources as Effective by Supervisorial District	123
Chart D-18b:	Percentage Who Rate the Less Effective Information Sources as Effective by Supervisorial District	124
Chart D-19:	Language of Completed Surveys by Supervisorial District	125
Chart D-20:	Percentage of Respondents Who Speak Designated Languages by Supervisorial District	125
Chart D-21:	Preferred Language by Supervisorial District	126
Chart D-22:	Access to Electronic Media by Supervisorial District	127
Chart D-23:	Electronic Media Preferred for Scheduling and Route Information by Supervisorial District	128
Chart D-24:	Method of Fare Payment: This Trip by Supervisorial District	129
Chart D-25a:	Most Frequently Cited Other Fare Payment Methods Used by Supervisorial District	130
Chart D-25b:	Less Frequently Cited Other Fare Payment Methods Used by Supervisorial District	131
Chart D-26:	Respondents by Supervisorial District Who Have Ever Paid Fare by	132
Chart D-27:	Reason For Not Using a Bus Pass by Supervisorial District	133
Chart D-28:	Preferred Location to Purchase Bus Pass by Supervisorial District	134
Chart D-29:	Age by Supervisorial District	135
Chart D-30:	Education by Supervisorial District	136
Chart D-31:	Ethnicity by Supervisorial District	137
Chart D-32:	Respondent Income by Supervisorial District	138
Chart D-33:	Gender of Respondents Overall and by Supervisorial District	139
Chart D-34:	Employment Status by Supervisorial District	140
Chart D-35a:	Most Common Occupations by Supervisorial District	141
Chart D-35b:	Less Common Occupations by Supervisorial District	142
Chart D-36a:	Most Frequently Cited Cities Where OCTA Bus Riders Work by Supervisorial District	143
Chart D-36b:	Less Frequently Cited Cities Where OCTA Bus Riders Work by Supervisorial District	143
Chart D-37:	Both Work and Attend School: Overall and by Supervisorial District	144
Chart D-38a:	Most Frequently Cited Cities Where Attend School by Supervisorial District	145
Chart D-38b:	Less Frequently Cited Cities Where Attend School by Supervisorial District	145
Chart D-39:	Residential Zip Codes with 5% of More of Respondents per Supervisorial District	146

2011 Bus Customer Satisfaction Survey

Executive Summary

Introduction

The Orange County Transportation Authority (OCTA) was formed in June 1991 to address ongoing transportation needs in Orange County and to create one agency to develop and implement transportation programs designed to reduce traffic congestion and improve air quality. OCTA serves as the county transportation commission responsible for planning, funding and delivering transportation improvements in Orange County – including freeway, street and transit systems. As part of OCTA’s commitment to enhancing customer satisfaction by understanding, connecting with and serving the diverse communities and partners as outlined in the OCTA Strategic Plan, the Authority periodically conducts surveys to gather data on its bus customers. By collecting and analyzing perception data and comparing the results to prior related surveys where appropriate, these studies provide OCTA with statistically reliable information that can provide valuable insight in understanding the customer base and serve to provide a foundation for future marketing and operational decisions.

Goals of Study

To assist in this effort, OCTA selected Rea & Parker Research to design the research plan and conduct the 2011 Bus Satisfaction study. The current study seeks to determine the following information:

- Measure customers’ overall satisfaction with their bus riding experience, as well as how they feel OCTA bus service is meeting their travel needs;
- Profile customers’ travel behavior, including frequency and timing of use, and trip purpose;
- Identify the relative importance that customers place on specific performance aspects when riding OCTA buses;
- Identify customers’ methods of fare payment as well as access to electronic media to receive scheduling and route information;
- Collect demographic information on OCTA bus patrons; and
- Identify customers’ current usage of and preferences for various OCTA communication strategies.

Results of the survey have also been disaggregated and presented for each of the five supervisorial districts in Orange County. The last survey was in 2007. However, it should be noted the 2011 and 2007 survey results are not directly comparable in that the data for each survey were collected from different sources. In 2007, the study was designed to highlight the differences between OCTA-operated services and contractor-operated services. Therefore, there was an emphasis on express and StationLink bus service. In the 2011 study, the emphasis was on system-wide fixed route bus service and this study should be viewed as a baseline report for OCTA’s Strategic Plan. Survey quotas were targeted by specific bus stops so that the survey team could conduct intercept surveys with random respondents while waiting at these specific bus stops.

Overview of Methodology

OCTA contracted with Rea & Parker Research to conduct the study. Rea & Parker Research obtained a proposed sampling distribution from OCTA’s Planning department that was designed to ensure that the sample was statistically valid and representative of OCTA’s current fixed route bus system. OCTA provided to Rea & Parker Research a list of key bus stops identified by supervisorial district which also included average daily boardings at each stop and a target of surveys to obtain from each location. Rea & Parker Research distributed survey forms to bus riders at these selected bus stops throughout Orange County. Approximately 15,000 survey forms were printed (11,000 in English, 3,500 in Spanish, and 500 in Vietnamese), and 10,800 were actually distributed to potential respondents. A total of 1,954 completed surveys were returned. Based upon those who accepted a survey form at the bus stops, this represents a response rate of 18 percent. This sample yields a margin of error of +/- 2 percent at the 95 percent level

of confidence.

Key Report Findings

Satisfaction with Bus Service

- Satisfaction with bus service continues to be high - 40 percent are very satisfied and an additional 40 percent are somewhat satisfied for a combined 80 percent satisfaction rating.
- Nearly one-third (32 percent) of respondents feel that bus service has gotten better over the past 12 months and nearly 20 percent perceive that bus service has worsened in the last 12 months.
- Respondents are very satisfied or somewhat satisfied with closeness of their bus stop to home (80 percent), information in bus book (77 percent), and closeness of bus stop to destination (76 percent). These are followed closely by safety on the bus (75 percent) and cleanliness of the bus (73 percent). The features that received satisfaction ratings that were lower were frequency/wait time (43 percent) and information at bus stops (54 percent).
- On a scale of 1 to 5, where 1 = very important and 5 = very unimportant, respondents accord the greatest level of importance to safety on the bus (mean of 1.47) and on-time performance (mean of 1.49). Respondents feel that number of transfers (mean of 1.80), information at bus stops (mean of 1.77), and accuracy of telephone information (mean of 1.75) are less important to them, but are still quite important in absolute terms.
- Frequency of service and overcrowding inside buses are priorities for improvement in bus service. These areas of improvement are followed by increased weekend service and increased evening service.

General Bus Usage

- Respondents are very frequent users of OCTA bus services, with 82 percent using the bus 4- to -7 days per week and another 15 percent using the bus 1- to -3 days per week.
- Of the more frequent riders, 38 percent are employed full-time and 22 percent are employed part-time, especially in the service, hospitality and retail sectors.
- Respondents who are less frequent riders (less than 4 days per week) are more widely spread across the employment spectrum to include homemakers, students and disabled residents.
- Respondents in the survey are long-term riders of OCTA buses with 62 percent having been riders for at least 4 years.
- The most important reason respondents are riding OCTA buses instead of using alternative modes is that they cannot afford to purchase or maintain an automobile (42 percent) followed by the lack of a driver's license or the inability to drive (23 percent).

Bus Usage Information Specifically Pertaining to the Rider's Current Bus Trip

- The dominant purpose of travel is for work (43 percent) followed by personal errands (16 percent) and college/trade school (12 percent).
- Respondents most often complete their trip by walking 2 or more blocks (60 percent).
- The mean number of transfers during their survey trip was 1.86.
- More frequent riders use a greater number of transfers – those that travel 4 to 7 days per week have a mean of 1.90 transfers per trip versus less than 4 days per week, a mean of 1.65 transfers per trip.
- The median travel time for the surveyed trip is 1 hour and 30 minutes. This is consistent with the large number of transfers in the 2011 sample.

Sources of Information

- Printed bus books (84 percent) and information at bus stops (65 percent) are the most important sources of information regarding OCTA bus service.
- Nearly three-fifths (59 percent) of respondents access electronic media through their cell phone (including 27 percent with smart phones).
- The cell phone is the most favored media for obtaining scheduling and route information about OCTA bus service (46 percent) followed by using the Internet on the respondent's computer (28 percent).
- The dominant languages preferred to receive bus information includes 61 percent in English and 35 percent in Spanish.

Fare Payment

- For the current survey trip, 47 percent used cash to pay their fare, 19 percent who used a regular 30-day pass and 13 percent who used a one-day pass purchased on-board the bus.
- Combining payment methods for the current survey trip and previous OCTA bus trips, the majority have at some point in time paid their fare in cash (85 percent), followed by those who have paid their fare through a one-day pass purchased on-board (63 percent) and through a regular 30-day pass (46 percent).
- Three-fifths of the 25 percent who have never used a bus pass (15 percent of the total population) indicate that they have never used a bus pass because they have no need to do so. Another 28 percent (7 percent of the total) did not make this purchase because they are not aware of where to do so.
- Potential and actual pass holders (66 percent) would prefer to purchase bus passes at retail locations such as grocery stores and convenience stores.

Demographic Characteristics of the Survey Respondents

- The sample respondents overall are 44 percent male and 56 percent female.
- The majority of the respondents are Latino (58 percent), followed by Caucasian (24 percent).
- The age of the respondents is mixed, with 55 percent falling between the ages of 25 and 54, 24 percent 24 and under, and 21 percent 55 and older.
- Bus riders represent a low income population—with 44 percent earning under \$10,000 per year and another 29 percent with an annual income of \$10,000 but under \$20,000. Of the total, 86 percent identified a household income of \$35,000 and under.
- High school graduates represent 28 percent of respondents, and 33 percent have attained some college education, technical training, or an Associate degree.
- Nearly three-fourths (72 percent) of all surveys returned were completed in English, 27 percent were completed in Spanish, and 1 percent was completed in Vietnamese.
- Among the survey respondents, there is considerable unemployment and underemployment, with 34 percent employed full-time and 21 percent employed part-time. Another 15 percent are students who are not employed. Of total respondents 30 percent simultaneously attend school and work.
- Respondents are employed to a great extent in three occupations/industries – services (23 percent), hospitality (16 percent), and retail (12 percent).
- Of those that are employed, 17 percent work in Anaheim followed by 16 percent who work in Santa Ana.
- Where respondents attend school follows a similar pattern, with 33 percent attending school in Santa Ana followed by Fullerton (17 percent) and Anaheim (10 percent).

Conclusions and Recommendations

- Overall satisfaction with OCTA bus service is very high – 80 percent are satisfied. One-third feel that bus service has gotten better over the past 12 months.
- OCTA customers are frequent users of the bus – over 80 percent use the bus 4 to 7 days per week. Customers also tend to be long term riders, with over 60 percent riding for at least 4 years.
- The customer base is extremely transit-reliant, as 69 percent cannot afford a car, do not drive or their car is not working.
- The underlying core demographic is mixed – in age, reason for using the bus, as well as ethnicity. For this reason, future marketing decisions may include a targeted marketing approach as opposed to a “one-size fits all” approach.
- Marketing and outreach to new customers to reinforce the benefits of riding the bus could stimulate trial use and increase ridership and the customer-base.
- The core areas that make OCTA a popular and successful provider of transportation services are as follows: safety on the bus, closeness of bus stop to destination, information in bus book, bus driver knowledge of service area, cleanliness of bus, and closeness of bus stop to home. These characteristics are important to respondents and they are highly satisfied with the service quality in these areas. It is important that OCTA maintain a high level of service in these areas in order to ensure that high satisfaction levels will be sustained.
- There are some areas of service that are important to OCTA bus riders, but they are not as satisfied with their quality of provision by OCTA as they are for other OCTA bus service features. Investment in improving these areas could have a substantial impact on increasing the overall satisfaction with OCTA bus service. These characteristics include: on-time performance, safety at bus stops, frequency/wait time, cost of riding, and travel time. OCTA is actively addressing customer issues regarding bus stop safety, and sustained efforts in this direction are strongly encouraged. On-time performance can also be addressed or, at least, mitigated with the provision of real-time information.
- OCTA bus riders still dominantly pay their bus fare in cash and when purchasing passes, prefer to purchase them at retail and grocery stores. OCTA has an opportunity to increase bus pass sales by expanding retail pass outlets, as well as informing bus riders of the availability of bus passes and where and how to purchase them.
- Cell phones are the most favored media for obtaining information about OCTA scheduling and route information. The provision of mobile applications and other internet services, for the purpose of providing scheduling and routing information to customers via cell phones and smart phones, may go a long way toward assisting customers in attaining current and up-to-date information on bus service and schedules.

Section 1: Survey Methodology

Sample

Rea & Parker Research obtained a sample of OCTA bus riders through the intercept method of research. Specifically, Rea & Parker Research distributed survey forms to bus riders at selected bus stops throughout Orange County. OCTA provided to Rea & Parker Research a list of 29 bus stops identified by supervisorial district. OCTA also listed the estimated boardings at each of these bus stops and used this boarding data to establish a target sample size for each bus stop. The overall targeted sample size for this survey was 1400 respondents. In an effort to obtain at least this targeted sample size, approximately 15,000 survey forms were printed (11,000 in English, 3,500 in Spanish, and 500 in Vietnamese), and 10,800 were actually distributed to potential respondents. Surveyors were provided with an ample number of forms in each language and did not exhaust their supply on any assignment. A total of 1,954 completed surveys were returned (554 surveys above the target of 1,400). Based upon those who accepted a survey form at the bus stops, this represents a response rate of 18 percent. Detailed information about the sample is provided in **Appendix A**. This information includes day of the week and time of day returned surveys were distributed overall and by supervisorial district and returned surveys by bus stop for each supervisorial district.

Development of the Survey Instrument and Survey Implementation

Rea & Parker Research worked in close association with the OCTA staff to develop the survey instrument. Rea & Parker Research supervised the translation of the survey into Spanish and Vietnamese. After several iterations of the survey, it was approved by the OCTA staff and used in a pilot survey. The pilot survey was conducted at three bus stops, agreed upon by OCTA staff. Rea & Parker Research administered the survey in person to those waiting for their bus in order to obtain immediate feedback. Based upon this pilot study, Rea & Parker Research made only minor adjustments to the survey form and the survey was finalized.

Rea & Parker Research professionally formatted the survey instrument (three languages) and sent the surveys to OCTA for mass printing. The printed surveys were delivered to Rea & Parker Research for processing and ultimate distribution at the bus stops. A copy of the survey instrument in English is contained in **Appendix B**. Results of the survey in topline/data sheet form are entered onto that sample survey instrument.

Survey personnel were positioned at each bus stop between the hours of 5am and 7pm on weekdays and 7am-to-5pm on one Saturday and one Sunday during the initial survey period of October 24, 2011 to November 9, 2011. Additional surveys were distributed at a handful of stops between November 28, 2011 and December 1, 2011 in order to supplement lower than desired returns. More details regarding survey implementation are presented in **Appendix A**.

Data Analysis

Rea & Parker Research retrieved returned surveys from the U.S. Post Office and then proceeded to enter the data into Statistical Package for the Social Sciences (SPSS) version 18. **Table 1-1** shows the margin of error for the entire sample of 1,954 as well as the margins of error at the 95 percent confidence level. The margin of error for the overall sample is +/- 2.0 percent at the 95 percent level of confidence.

Table 1-1 Sample Sizes and Associated Margins of Error Overall Sample and Supervisorial Districts		
	Sample Size	Margin of Error
Overall Sample	1,954	+/- .020
District 1	754	+/- .033
District 2	300	+/- .051
District 3	244	+/- .059
District 4	553	+/- .038
District 5	103	+/- .093

Individual analyses within the supervisorial districts contain margins of error ranging from +/- 3.3 percent in District 1 to +/- 9.3 percent in District 5. These differences by district are due to varying sample sizes among the districts. Detailed charts depicting responses to the survey for each district are contained in **Appendix A**.

Comparability of the 2011 Survey Results and the 2007 Survey Results

A handful of charts have been prepared throughout the report that display differences between the 2011 and 2007 results; however, the direct comparability of the 2011 and 2007 survey results is potentially problematic. The data for the 2007 and 2011 surveys were collected from different sources. In the 2007 survey, respondents were selected from certain designated routes including contract routes, OCTA-operated routes, local routes, community routes, StationLink routes, express routes and OC Express routes. The 2007 methodology was designed to be inclusive of the OCTA bus system and it was planned that all major routes be represented in proportion to their ridership. A major objective of this survey was to compare satisfaction and perspectives between the contract-operated routes and the OCTA-operated routes. In the current 2011 survey, respondents were selected from bus riders who were waiting for their bus at designated bus stops that were selected by OCTA to be representative of each supervisorial district and proportionate in their boarding totals to district populations. Bus riders, therefore, were not included in the survey in a manner that was representative of bus routes—just as 2007 did not seek to be representative of the population by supervisorial district. The selection of respondents for the 2011 survey was based on estimated boardings at the designated stops and is representative specifically of those passengers who board at those stops. Thus, any comparisons between the 2011 and 2007 survey results must be qualified in accordance with the considerations explained above.

In addition to the Executive Summary, this report is divided into eight content areas as follows:

1. Survey Methodology
2. Satisfaction with Bus Service
3. General Bus Usage
4. Bus Usage Information Specifically Pertaining to Current Bus Trip
5. Sources of Information about OCTA Bus Service
6. Fare Payment
7. Demographics
8. Conclusions and Recommendations

METHODOLOGY

Charts have been prepared for each question in the survey and each section of the report. Charts that are considered critical to the primary findings of the study are located in the body of the report; others are located in **Appendix C** as supplemental information for convenience and reference. In addition, relevant and statistically significant crosstabulations are also charted and presented within appropriate sections in the body of the report and in **Appendix C** where deemed not critical to the fundamental report findings.

Section 2: Satisfaction with Bus Service

The first five questions in the survey were designed to elicit opinions regarding satisfaction with OCTA bus service. Respondents were asked about their overall satisfaction with bus service as well as their satisfaction with various characteristics of bus service. Further, they were asked to indicate how important these characteristics are in contributing to their overall satisfaction. Respondents were asked how bus service may have changed over the past 12 months and they were invited to suggest areas of improvement in bus service. The results are presented for the 5 supervisorial districts in Orange County. Where data are available and applicable, the Charts include comparisons with the current 2011 results and the results of the bus satisfaction study in 2007. Finally, selected statistically significant relationships are presented in order to explain satisfaction and dissatisfaction with bus service in more depth and detail.

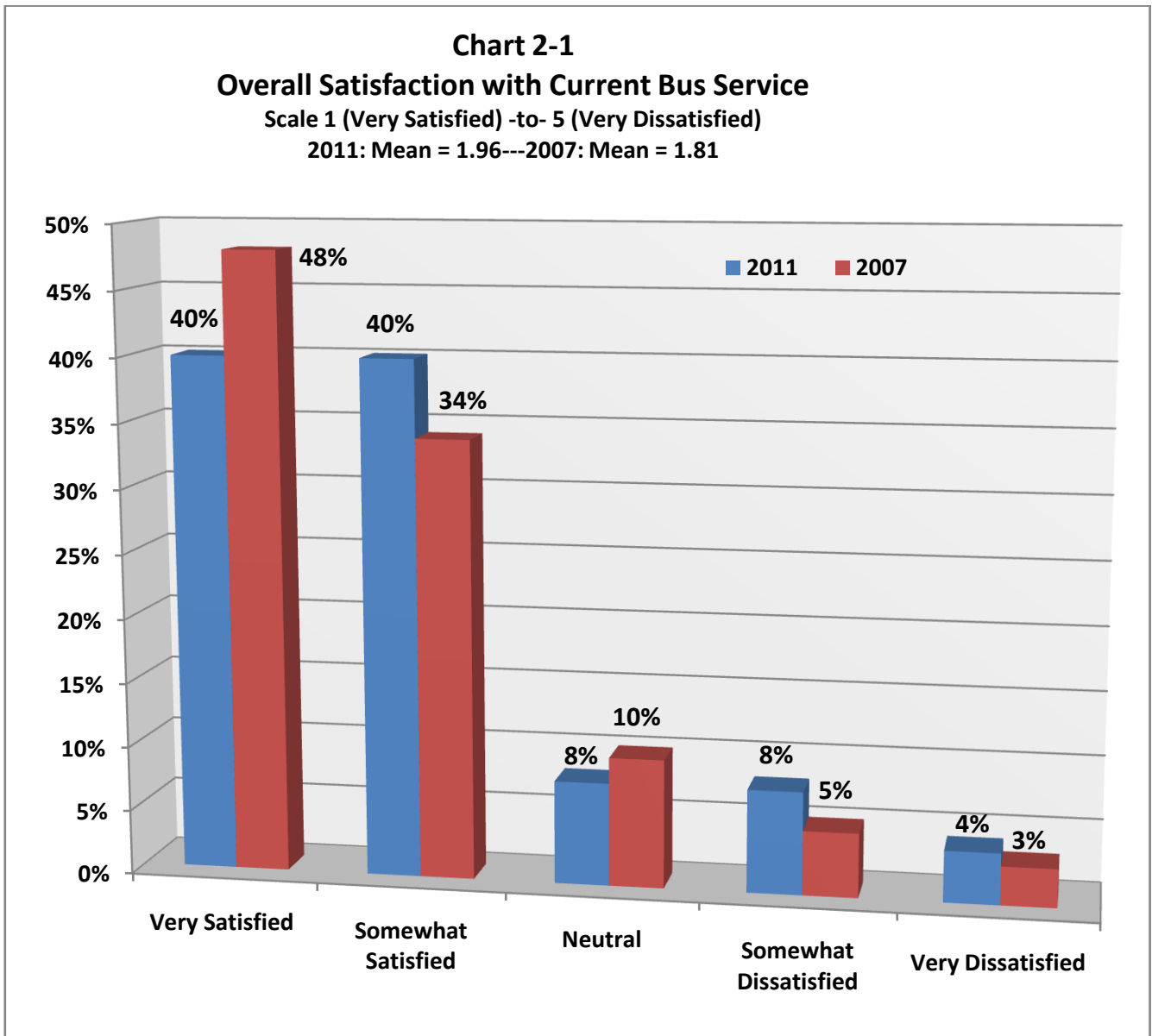
Overall Satisfaction and Change in Perception about Bus Service:

Chart 2-1 shows that respondents are highly satisfied with OCTA bus service. Specifically, 80 percent are either very satisfied (40 percent) or somewhat satisfied (40 percent). This level of satisfaction is consistent with the 2007 study where 82 percent of respondents were either very satisfied or somewhat satisfied. This degree of satisfaction compares very favorably with a study referenced later in this section done by Rea & Parker Research for the Los Angeles County Metropolitan Transportation Authority in which the overall satisfaction showed 56 percent rating the service as good or excellent. In comparison to a smaller system, a recent Omnitrans on-board survey showed an 81 percent positive satisfaction rating with an additional 13 percent responding that they were neutral in their satisfaction. The mean levels of satisfaction also show general consistency between the current survey and the 2007 survey, with a slight decline in satisfaction (2011: mean of 1.96; 2007: mean of 1.81 on a scale of 1-5, where 1 is very satisfied and 5 is very dissatisfied). By ethnicity, **Chart 2-2** shows that Hispanics (mean of 1.88) are considerably more satisfied with OCTA bus service than are African-Americans (mean of 2.24), with Caucasians and Asians in between those two ethnic groups.

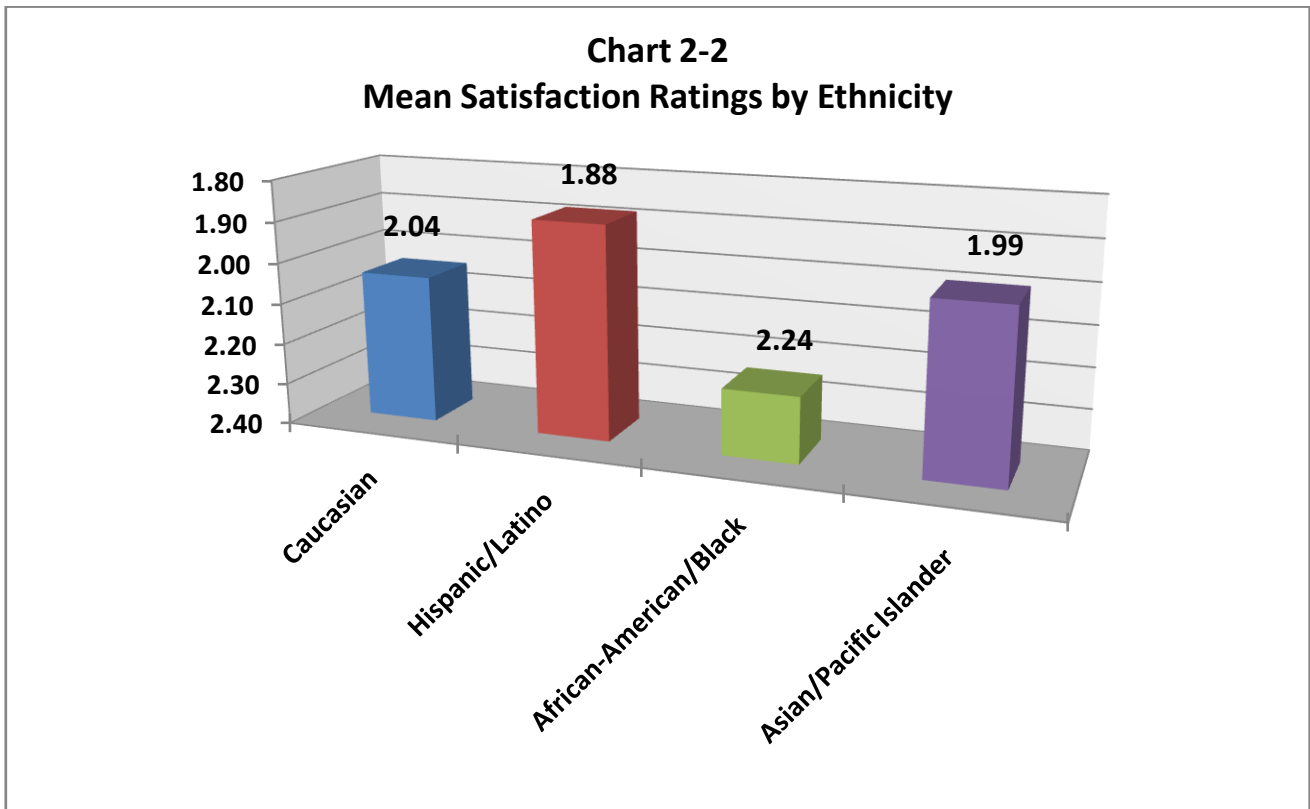
Chart 2-3 indicates the statistically significant sub-groups of bus riders who are dissatisfied with bus service. African-American respondents (20 percent) are most dissatisfied with bus service followed by those who cannot afford to purchase/maintain an automobile (18 percent).

Chart 2-4 shows that 32 percent of respondents feel that bus service has gotten better over the past 12 months and that 18 percent perceive that bus service has worsened in the last 12 months. **Chart 2-5** indicates that among those who are dissatisfied with bus service, 44 percent feel that bus service is worse than it was 12 months ago. Among respondents who are not dissatisfied with bus service, only 5 percent feel that service is worse than it was 12 months ago. It appears as if this less positive view of OCTA bus service may be driven in part by a perceived recent service decline. **Chart 2-6** displays the significant subgroups who indicate that bus service is worse than it was 12 months ago. These include respondents with a post-graduate degree (28 percent) followed by African-American respondents and those whose trip purpose revolves around personal errands (each 25 percent).

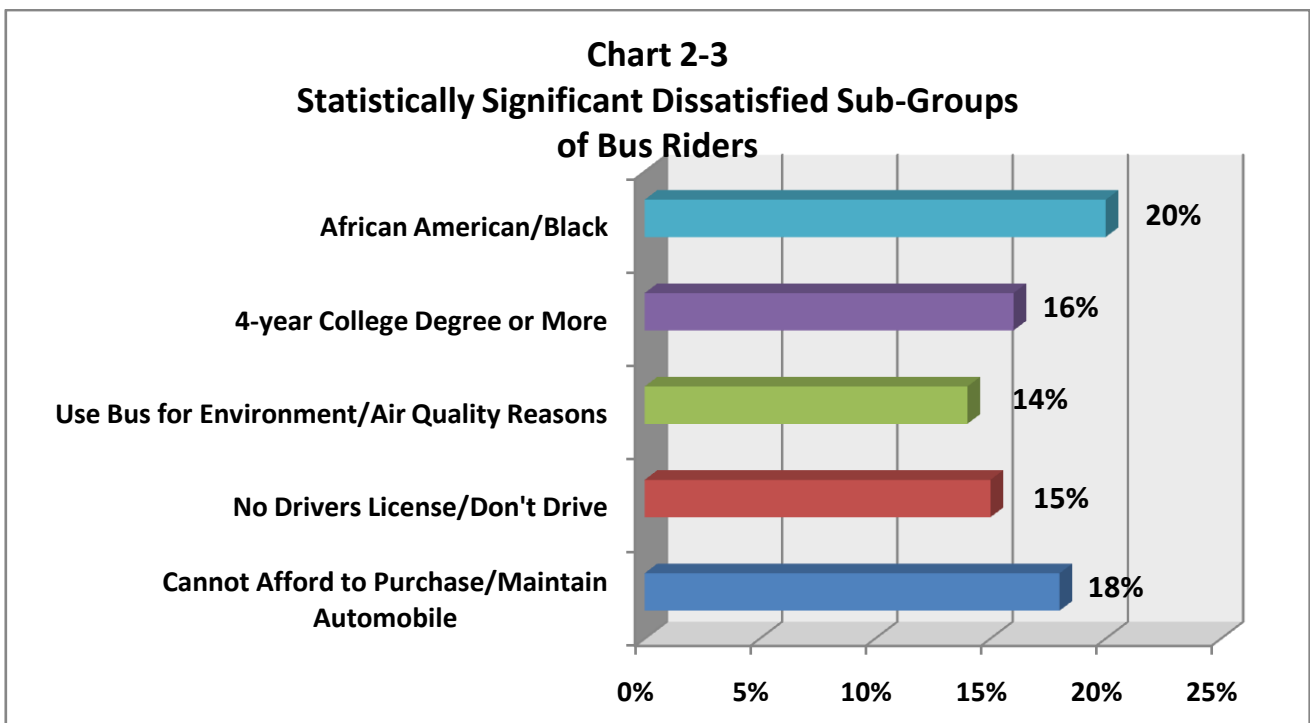
Question 1: How satisfied are you with the current bus transportation services?



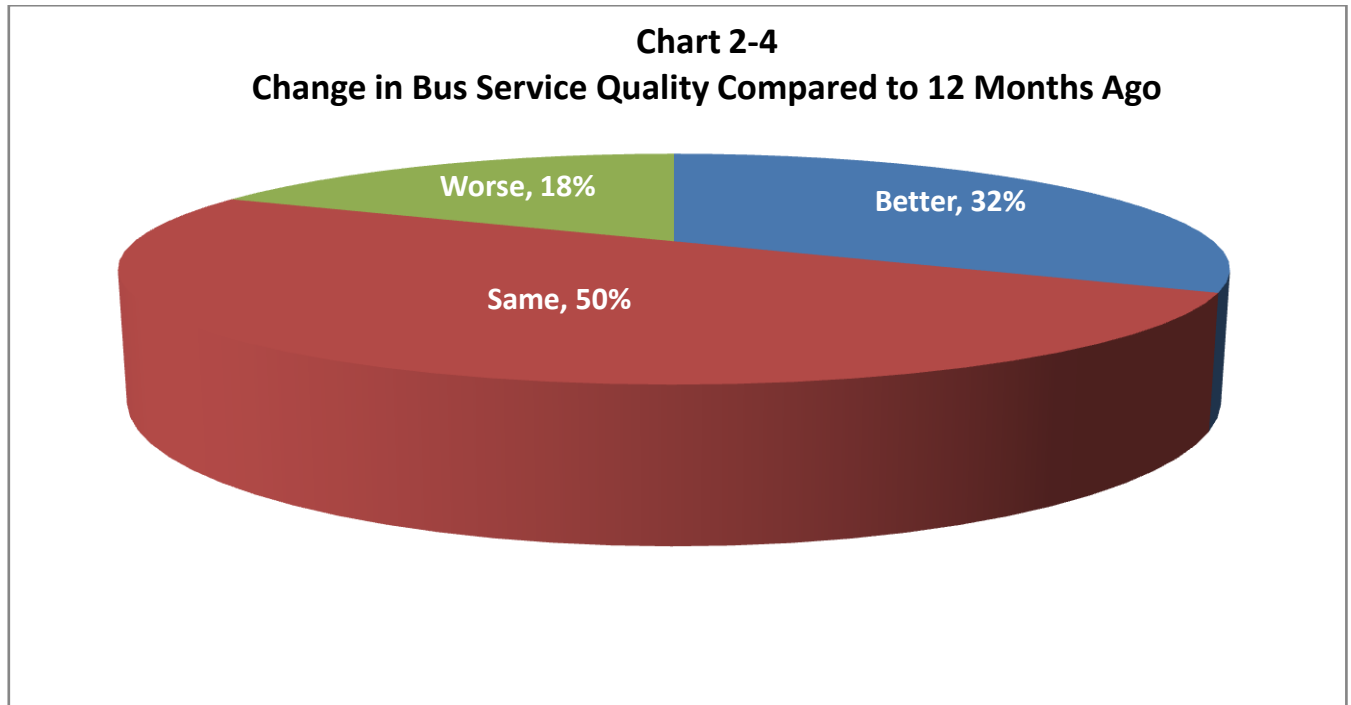
Question 1: How satisfied are you with the current bus transportation services?



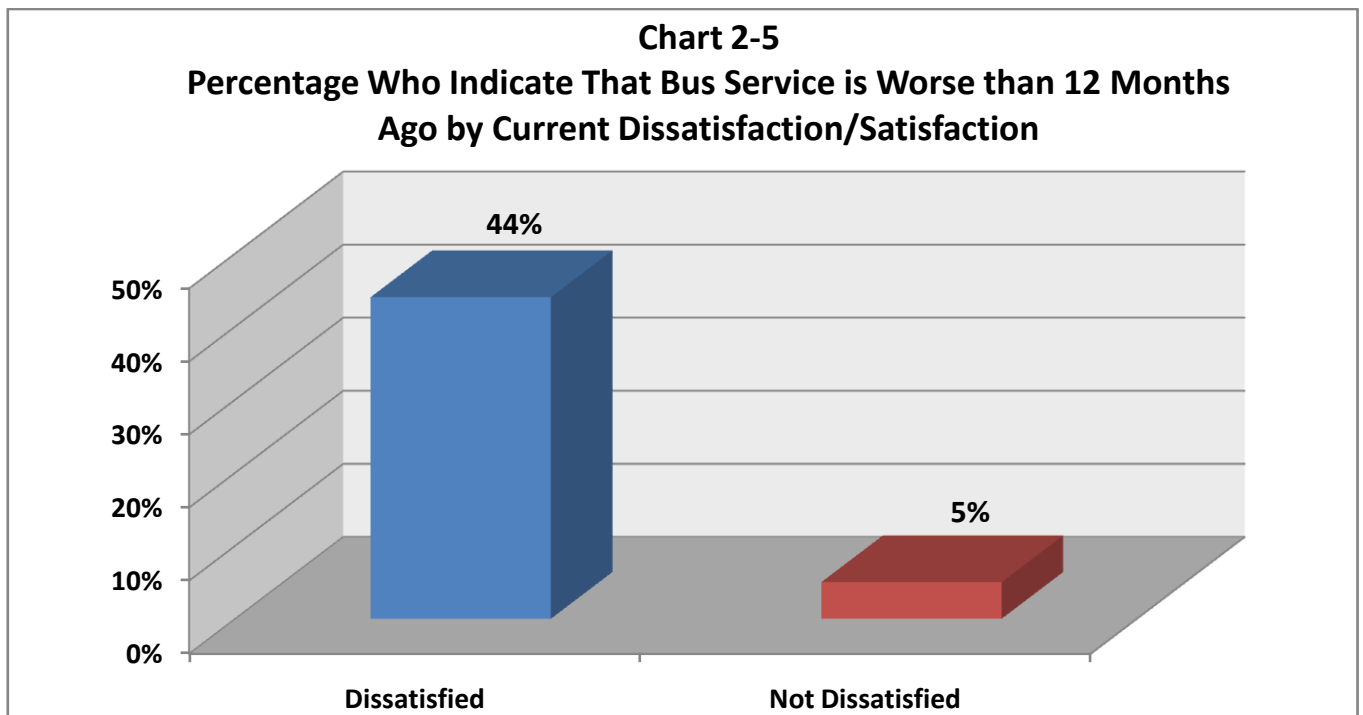
Question 1: How satisfied are you with the current bus transportation services?



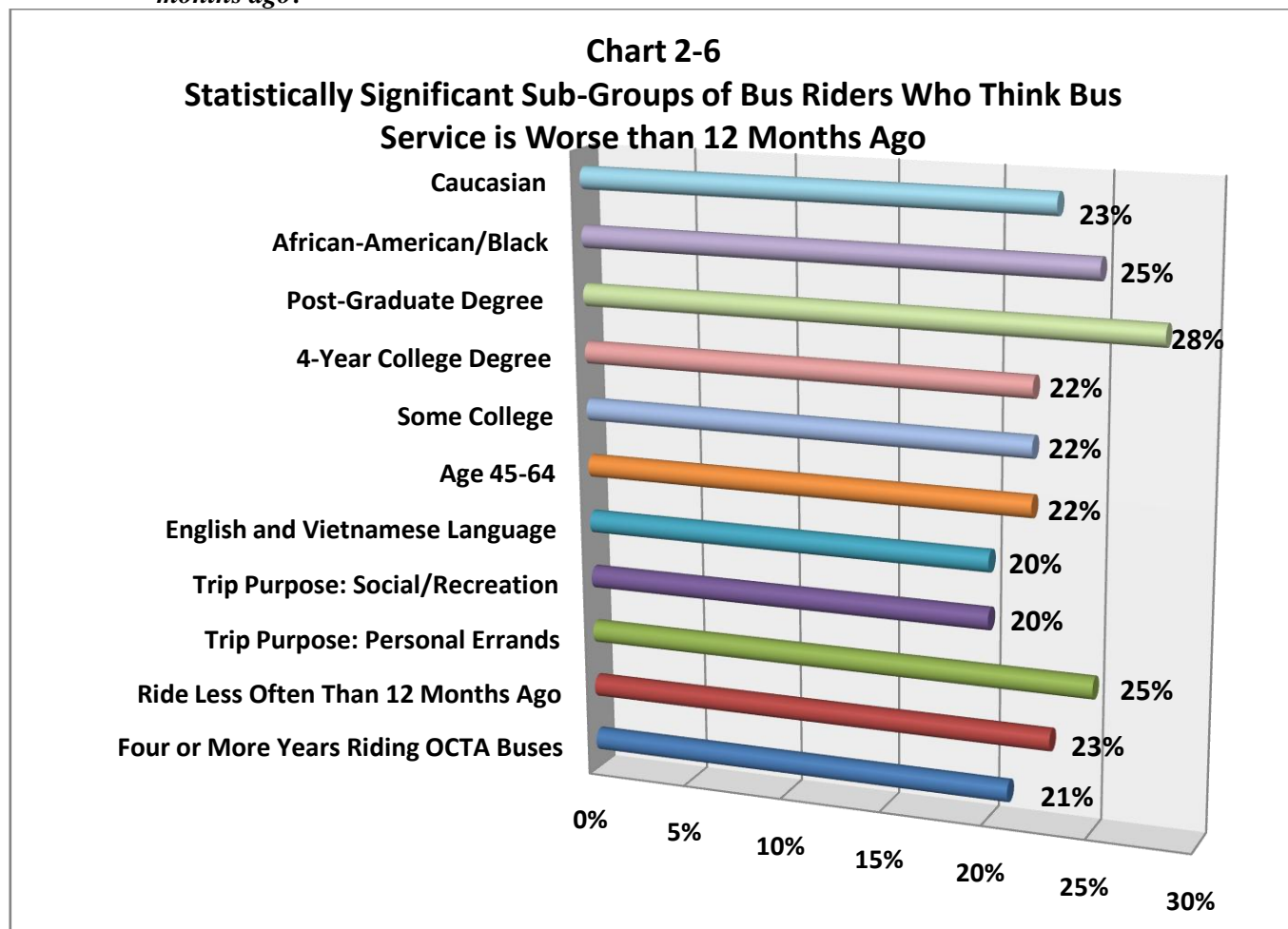
Question 2: Would you say the bus transportation services are better, worse, or the same as twelve months ago?



Question 2: Would you say the bus transportation services are better, worse, or the same as twelve months ago?



Question 2: Would you say the bus transportation services are better, worse, or the same as twelve months ago?



Satisfaction with Individual Features of Bus Service:

Chart 2-7 indicates the level of satisfaction associated with various features of bus service. In the current survey, respondents are most satisfied (either very satisfied or somewhat satisfied) with closeness of bus stop to home (80 percent), information in bus book (77 percent), and closeness of bus stop to destination (76 percent). These are followed closely by safety on the bus (75 percent) and cleanliness of the bus (73 percent). The features that received the lowest satisfaction ratings were frequency/wait time (43 percent) and information at bus stops (54 percent). The ratings for these features are higher in the 2007 survey – 57 percent and 71 percent respectively). Again, these individual features compare very well to other studies. The MTA study discussed above had lower ranges of satisfaction among its features (43 percent-to-67 percent) and another Rea & Parker Research study for Riverside Transit Agency in 2007 exhibited a pattern similar to OCTA, with a range of 56 percent-to-79 percent.

Question 3: Thinking about your most recent bus trips, on a scale of one to five where 1 means very satisfied and five means very dissatisfied, how would you rate the following items?

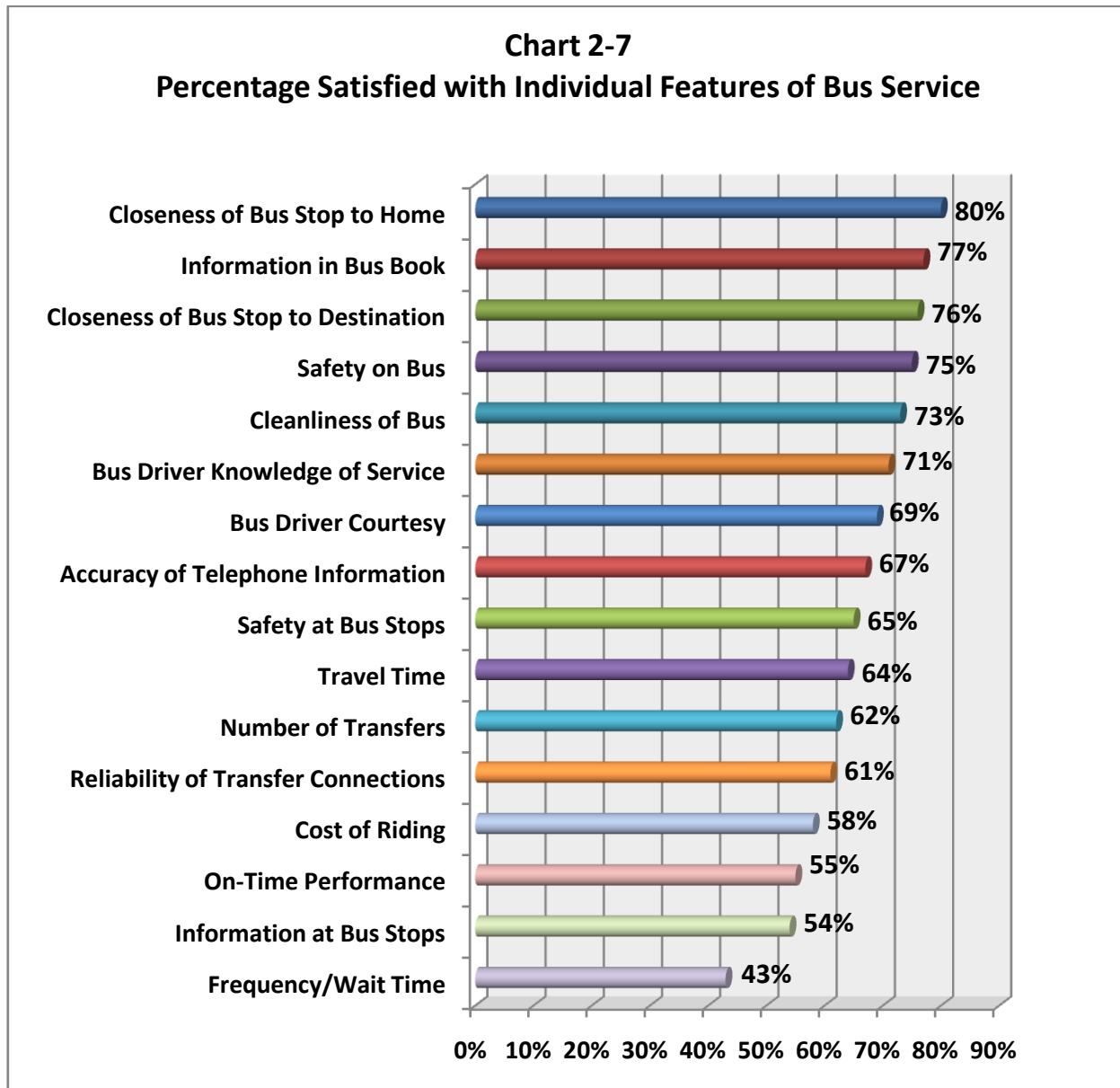


Chart 2-8 displays the mean satisfaction ratings for the individual bus features. These means are based on a scale of 1 to 5, where 1 = very satisfied, 2 = somewhat satisfied, 3 = neither satisfied nor dissatisfied, 4 = somewhat dissatisfied, and 5 = very dissatisfied. The results parallel the data in **Chart 2-7** indicating that respondents perceive the greatest level of satisfaction with closeness of bus stop to home and information in bus book (both with means of 1.83). Respondents accord the least satisfaction to frequency/wait time (2.92).

Question 3: *Thinking about your most recent bus trips, on a scale of one to five where 1 means very satisfied and five means very dissatisfied, how would you rate the following items?*

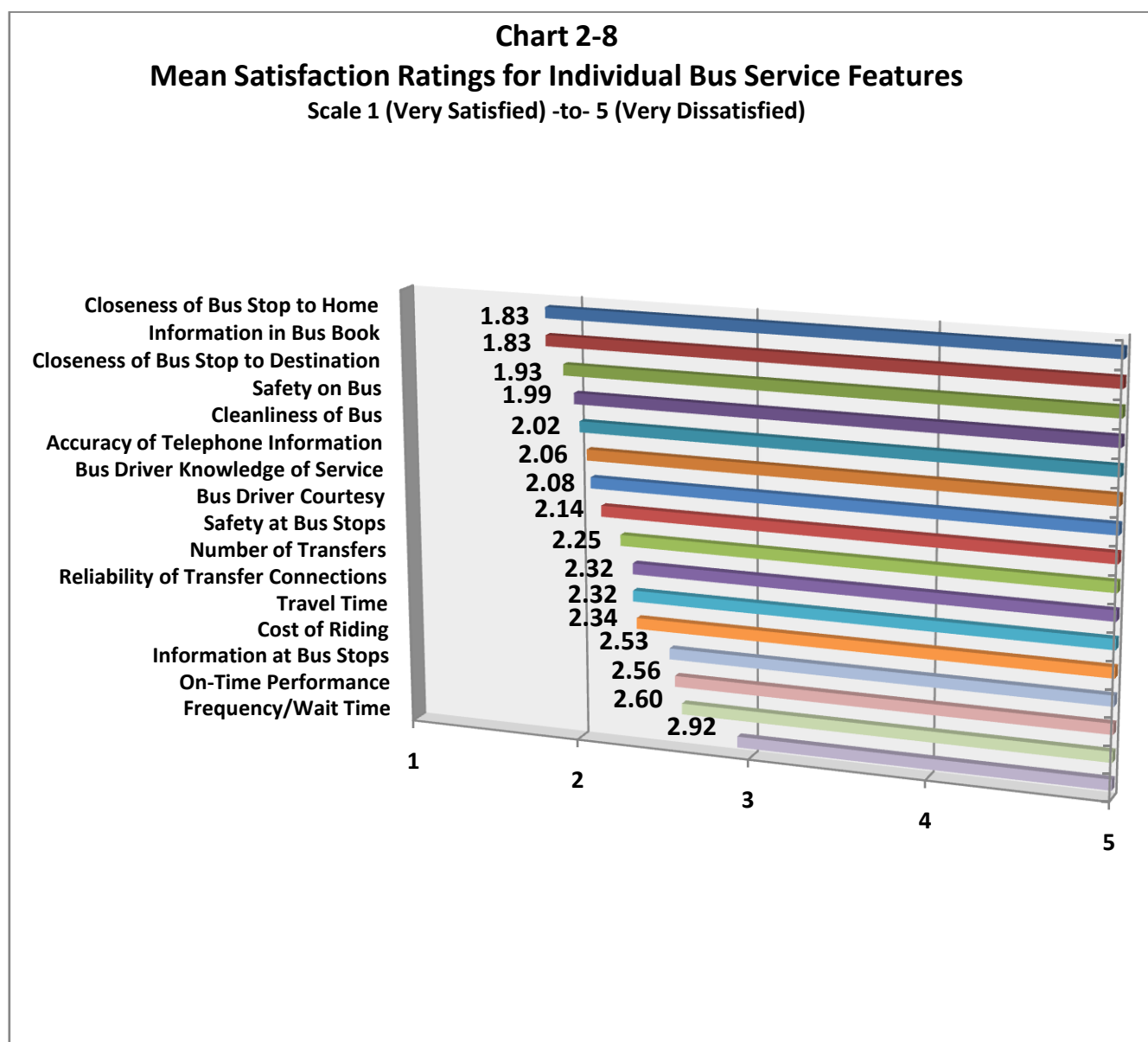


Table 2-1 depicts those bus routes for which there were at least 20 respondents to the survey and which route's boarding patrons are least satisfied (differ significantly from mean for all routes) with OCTA bus service overall and by individual bus service features.

**Table 2-1
Bus Routes Exhibiting Lowest Degree of Satisfaction with OCTA Bus Service
Scale : 1 = Very Satisfied----5 = Very Dissatisfied**

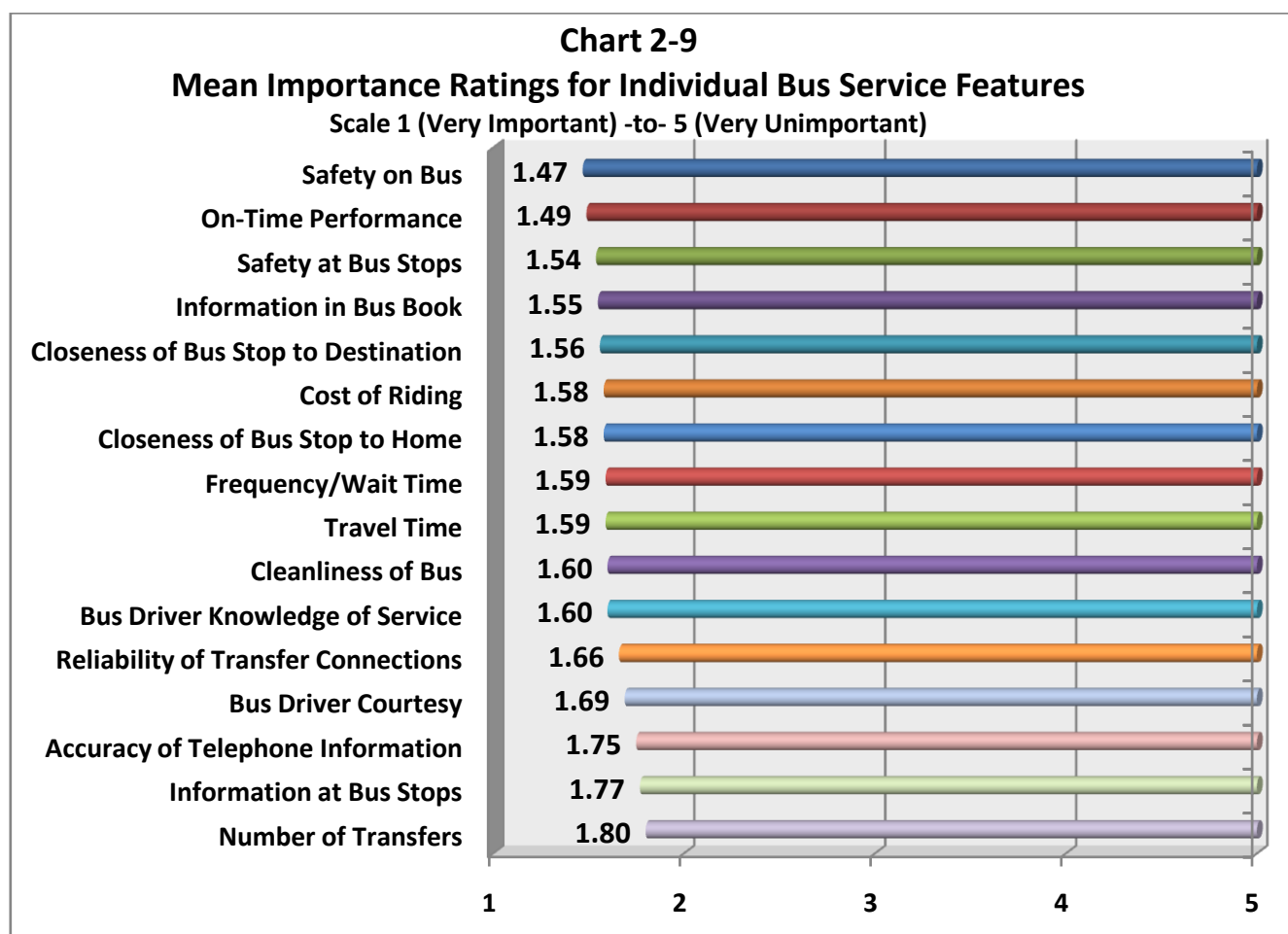
Bus Feature	Mean for All Bus Routes	Lowest Satisfaction (mean)
<i>Overall</i>	1.96	<i>Route 37 (2.29)</i>
		<i>Route 26 (2.14)</i>
		<i>Route 29 (2.12)</i>
<i>Closeness of Bus Stop to Home</i>	1.83	<i>Route 26 (1.96)</i>
<i>Information in Bus Book</i>	1.83	<i>Route 54 (1.96)</i>
		<i>Route 167 (1.96)</i>
<i>Closeness of Bus Stop to Destination</i>	1.93	<i>Route 83 (2.14)</i>
		<i>Route 64 (2.11)</i>
<i>Safety On-Board Bus</i>	1.99	<i>Route 57 (2.14)</i>
<i>Cleanliness of Bus</i>	2.02	<i>Route 60 (2.24)</i>
		<i>Route 29 (2.22)</i>
		<i>Route 167 (2.19)</i>
<i>Accuracy of Telephone Customer Information</i>	2.06	<i>Route 37 (2.28)</i>
		<i>Route 26 (2.18)</i>
		<i>Route 83 (2.18)</i>
		<i>Route 57 (2.17)</i>
<i>Bus Driver Knowledge</i>	2.08	<i>Route 167 (2.37)</i>
<i>Bus Driver Courtesy</i>	2.14	<i>Route 167 (2.52)</i>
		<i>Route 29 (2.29)</i>
		<i>Route 57 (2.29)</i>
		<i>Route 71 (2.26)</i>
<i>Safety at Bus Stops</i>	2.25	<i>Route 57 (2.54)</i>
		<i>Route 167 (2.48)</i>
		<i>Route 54 (2.35)</i>
<i>Number of Transfers</i>	2.32	<i>Route 143 (2.60)</i>
		<i>Route 167 (2.44)</i>
<i>Reliability of Transfer Connections</i>	2.32	<i>Route 37 (2.81)</i>
		<i>Route 143 (2.78)</i>
		<i>Route 29 (2.58)</i>
		<i>Route 26 (2.54)</i>
<i>Travel Time</i>	2.34	<i>Route 37 (2.89)</i>
		<i>Route 167 (2.59)</i>
<i>Cost</i>	2.53	<i>Route 57 (2.91)</i>
		<i>Route 54 (2.89)</i>
<i>Information at Bus Stops</i>	2.56	<i>Route 71 (2.81)</i>
		<i>Route 167 (2.78)</i>
		<i>Route 26 (2.75)</i>
		<i>Route 143 (2.70)</i>
<i>On-Time Performance</i>	2.60	<i>Route 167 (2.92)</i>
		<i>Route 26 (2.85)</i>
		<i>Route 37 (2.82)</i>
		<i>Route 57 (2.80)</i>
		<i>Route 54 (2.79)</i>
		<i>Route 29 (2.70)</i>
<i>Frequency/Wait Times</i>	2.92	<i>Route 37 (3.19)</i>
		<i>Route 26 (3.19)</i>

Those bus routes that show dissatisfaction to the greatest extent for individual features are Route 167 (listed for nine of the sixteen individual features), Route 57 (six features), Route 26 (six features), and Route 37 (five features). Route 26 and Route 37 are also ranked low in overall satisfaction, and Route 57 is also low, but not quite as low as those indicated in **Table 2-1**. On the other hand, Route 167 showed a better-than-average overall satisfaction (1.93) and yet indicates the greatest number of individual features with which it is dissatisfied. This is an anomalous combination of rankings that might merit additional investigation.

Importance of Individual Bus Features:

Chart 2-9 displays the mean importance ratings for the individual bus features. These means are based on a scale of 1 to 5, where 1=very important, 2=somewhat important, 3=neither important nor unimportant, 4=somewhat unimportant, and 5=very unimportant. All features are considered to be important, and there is not much variation among them regarding the importance ratings that riders provided, but respondents did accord the greatest level of importance to safety on the bus (mean of 1.47) and on-time performance (mean of 1.49). Respondents feel that the following features are less important to them: number of transfers (mean of 1.80), information at bus stops (mean of 1.77), and accuracy of telephone information (mean of 1.75).

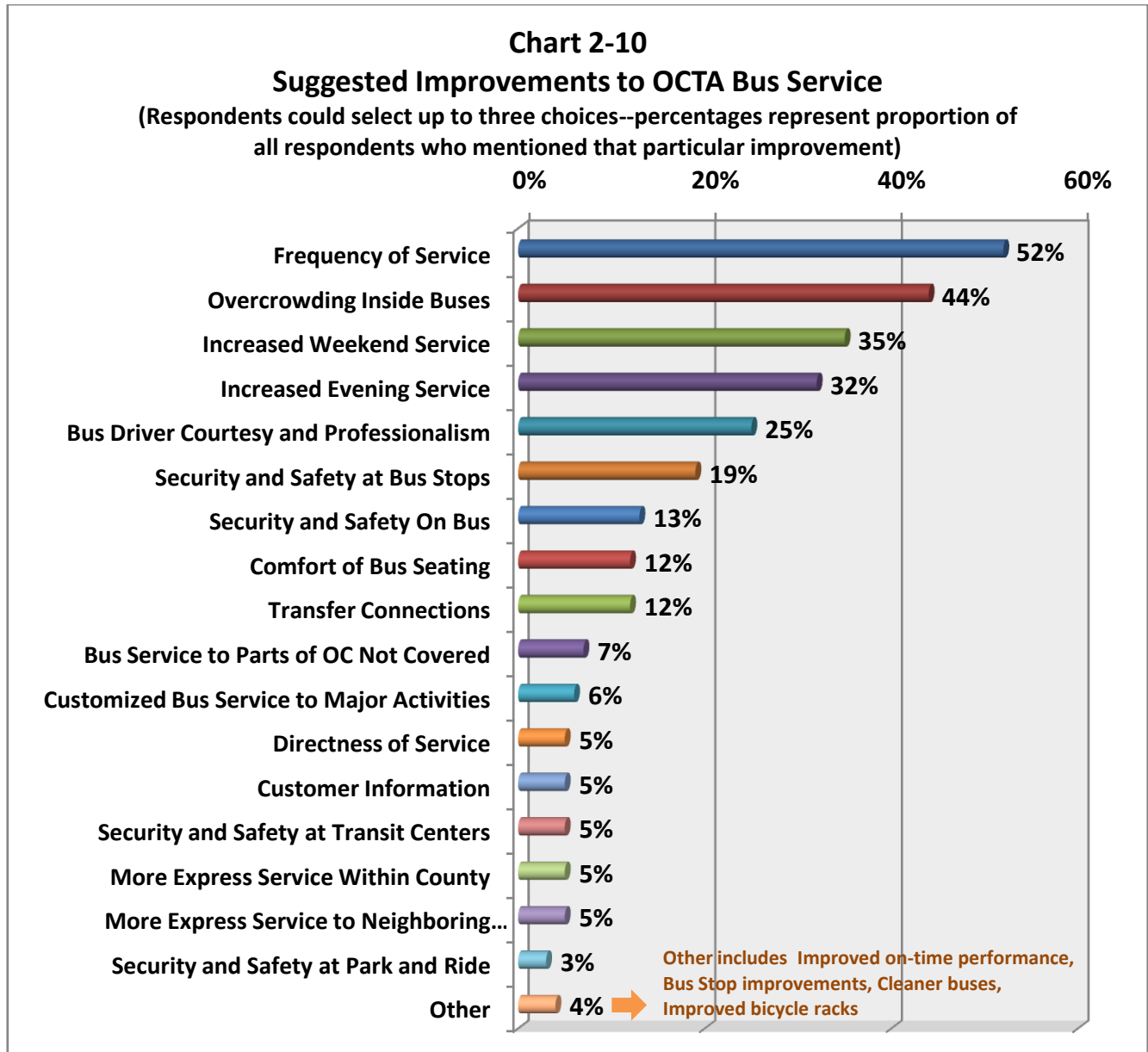
Question 4: Now we would like to know how important these items are to your overall satisfaction with bus service. On a scale of one to five, where 1 means very important and 5 means not at all important, how would you rate these same items in terms of their importance to you?



Suggested Areas of Improvement for OCTA Bus Service:

Respondents were asked to select up to three areas in which OCTA should make improvements to bus service. **Chart 2-10** shows the percentages of respondents who mentioned each particular improvement. Frequency of service (52 percent) and overcrowding inside buses (44 percent) top the list. These areas of improvement are followed by increased weekend service (35 percent) and increased evening service (32 percent).

Question 5: Besides price, please check up to three areas listed below in which OCTA should make improvements to bus service



Satisfaction-Importance Quadrant Analysis:

Levels of satisfaction can be mapped on a chart with importance such that satisfaction is graphically measured against how important an issue is in four cells as follows:

- The upper-right quadrant represents features that display both high satisfaction and high importance. That is, respondents are not only satisfied with the characteristics of bus service in this quadrant but they also regard these characteristics as highly important. In these areas of service, OCTA is responding well to its clientele.
- The lower-right quadrant represents features that display high satisfaction, but have a lesser degree of importance. These features might be considered ones that are over-provided and could be reduced somewhat in reallocating resources to other quadrants – especially the two upper quadrants.
- The lower-left quadrant represents features that have both less satisfaction and less importance. Because these features are of relatively low importance, efforts to improve these characteristics will have a relatively minor impact on overall satisfaction.
- The upper-left quadrant represents features that are accorded a lower level of satisfaction but are of high importance. The upper-left quadrant is critically important because it contains those bus features that are important to bus riders but are not as adequately provided as other features. It is these features that can increase satisfaction to the greatest extent.

Chart 2-11 is a satisfaction-importance quadrant analysis for OCTA bus features. The quadrants are divided by the overall mean for satisfaction (2.23) based on all bus features and the overall mean for importance (1.61) also based on all bus features. Individual characteristics are plotted by their mean satisfaction ratings (**Chart 2-8**) and mean importance ratings (**Chart 2-10**). The farther a characteristic is from each mean line, the more deeply entrenched it is in that particular quadrant. It is important to note at this juncture that satisfaction and importance ratings by OCTA bus riders are high for almost all features. This quadrant analysis, however, is an examination in relative terms in order to show the very best and potentially most influential features that can be addressed by OCTA.

The following bus features are found in the upper-right quadrant representing both a high level of satisfaction as well as a high importance rating. These are the core features that make OCTA a popular and successful provider of transportation services.

- Safety on bus
- Closeness of bus stop to destination
- Information in bus book
- Bus driver knowledge of service area
- Cleanliness of bus
- Closeness of bus stop to home

The following bus features are found in the upper left quadrant representing a lower level of satisfaction but a high rating on importance. It is in these areas that investment in service improvements could be highly effective in increasing the level of bus satisfaction.

- On-time performance
- Safety at bus stops
- Frequency/wait time
- Cost of riding
- Travel time

Examining this critical quadrant further by individual route reveals that certain routes greatly impact these service features' being identified in this upper-left quadrant. These routes, in particular, can be viewed as being the primary routes upon which improvements might be targeted. **Table 2-2** shows these important routes and the key features that can be targeted for improvement on those routes that would greatly enhance satisfaction with OCTA bus service. The table also shows bus stops to target for the safety at bus stops feature. These stops are identified independently and are not connected to the routes shown for that feature. Bus Route 54 is indicated for all five service features and Route 57 for four.

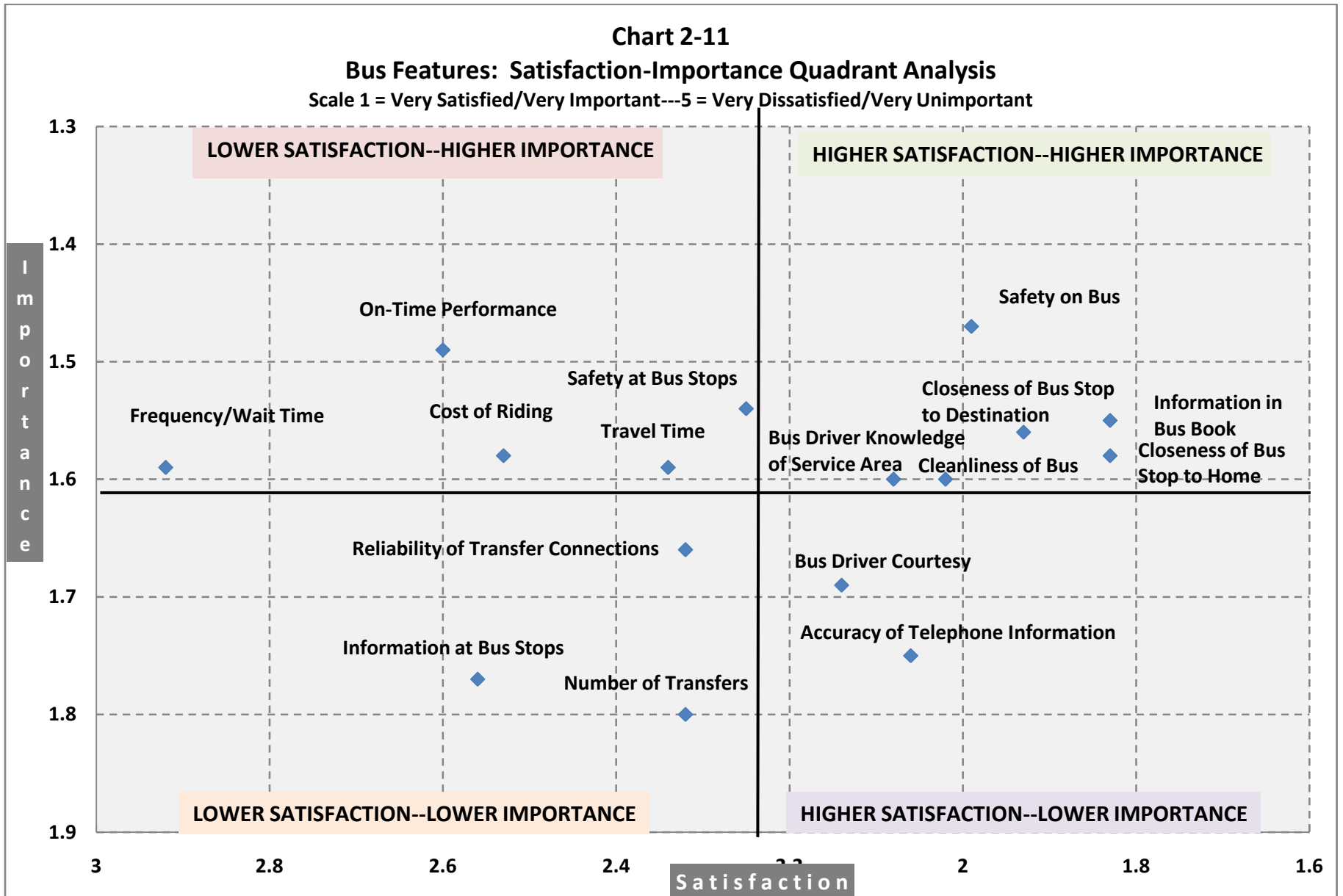
Table 2-2		
Key Bus Service Features to Improve that Would Enhance Satisfaction with OCTA Bus Service by Route		
Service Feature	Key Bus Routes to Target for Service Enhancement	Key Bus Stops to Target for Safety Improvements (unrelated to routes indicated)
<i>Cost of Riding</i>	53	
	54	
	57	
<i>On-Time Performance</i>	26	
	43	
	54	
	57	
<i>Frequency/Wait Times</i>	26	
	43	
	54	
	71	
	129	
<i>Safety at Bus Stops</i>	29	<i>Fullerton Transportation Center</i>
	54	<i>Beach & La Habra</i>
	57	<i>Chapman & Beach</i>
<i>Travel Time</i>	54	
	57	

The following bus features are found in the lower right quadrant representing features that bus riders regard with a high level of satisfaction but with lower importance. Investment in these areas is not likely to enhance satisfaction and would not likely be cost-effective. Efforts to improve in these areas could probably be reduced without significantly affecting the level of satisfaction.

- Bus driver courtesy
- Accuracy of telephone information

The following bus features are found in the lower left quadrant and represent features that are regarded with a lower degree of importance and a lower degree of satisfaction. Since these features are regarded with less importance, efforts to improve satisfaction in these areas would not likely be as fruitful an enterprise as would be addressing those features in the upper-left quadrant.

- Reliability of transfer connections
- Information at bus stops
- Number of transfers



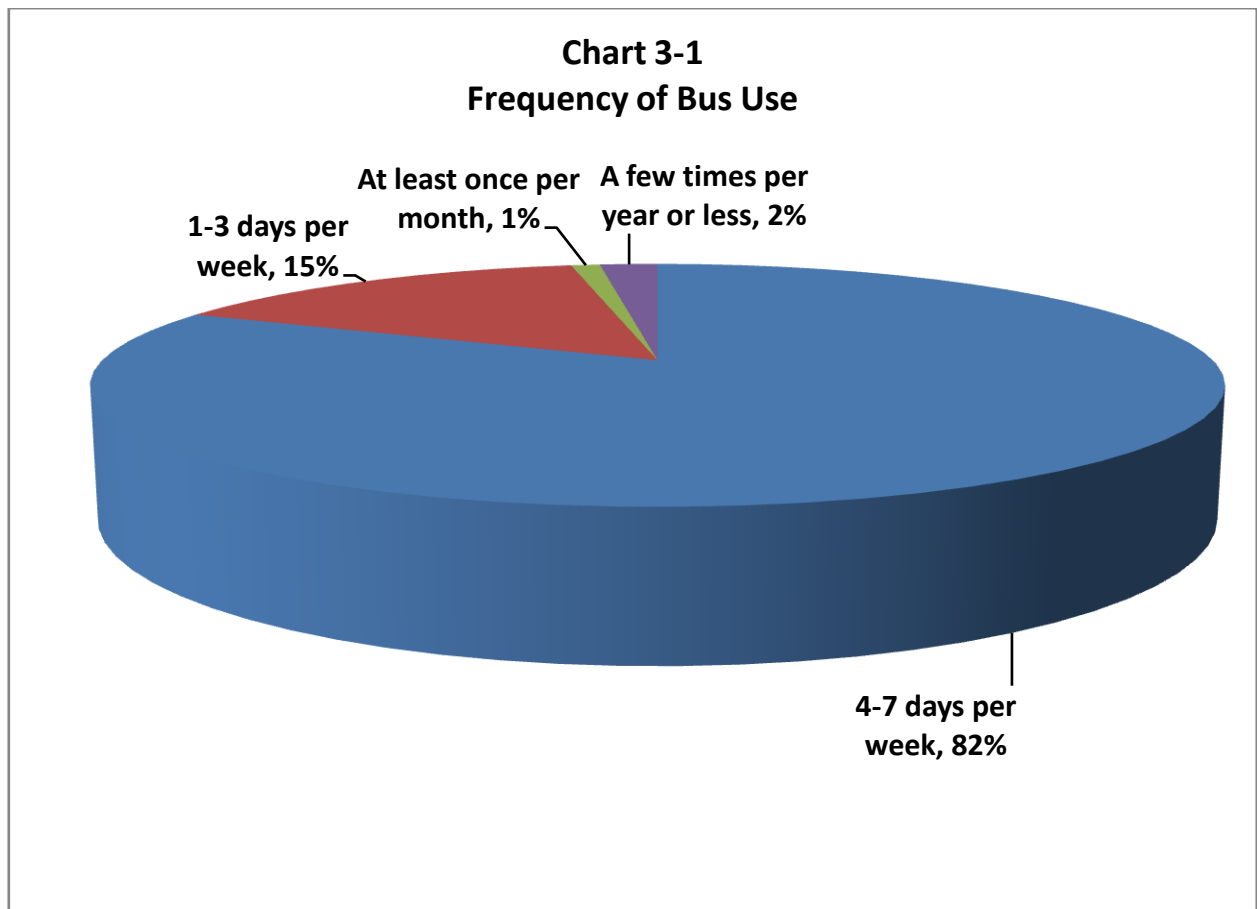
Section 3: General Bus Usage

This section explores various dimensions of bus usage including the frequency of bus use, the number of years respondents have been riding OCTA buses, whether buses have passed them by, awareness and use of certain programs, and the most important reasons respondents ride OCTA buses instead of using alternative modes of travel. The data from the current survey are compared to the results from the 2007 survey where questions are comparable. Also, information on bus usage is presented by supervisorial district. The next section of the report will detail additional information about bus usage; however, for that section, the information is provided by the respondent specifically for the one trip that they were making when they received the survey.

Frequency of Bus Use:

Chart 3-1 shows that respondents are highly frequent users of the bus. Nearly all respondents (97 percent) use the bus at least one day per week (82 percent – 4-to-7 days per week and 15 percent 1-to-3 days per week). The frequency of bus use has increased to some extent since 2007 where 73 percent used the bus 4-to-7 days per week and 22 percent used the service 1-to-3 days per week.

Question 6: How often do you currently ride an OCTA bus? Would you say...



With such a large percentage of riders using OCTA buses virtually every day (82 percent ride the bus 4 or more days per week—**Chart 3-1**), there is an interest in what factors might distinguish these riders from those who ride less frequently. Statistically significant relationships associated with frequency of bus use are presented below.

Chart 3-2 shows how employment status is related to frequency of riding the bus with 60 percent of the more frequent riders tending to be employed either full time (38 percent) or part time (22 percent). Less frequent riders are only 16 percent full-time and 19 percent part-time employed. Respondents who are less frequent riders (less than 4 days per week) are more widely spread across the employment spectrum, especially among homemakers, students and disabled residents.

Question 6: How often do you currently ride an OCTA bus?

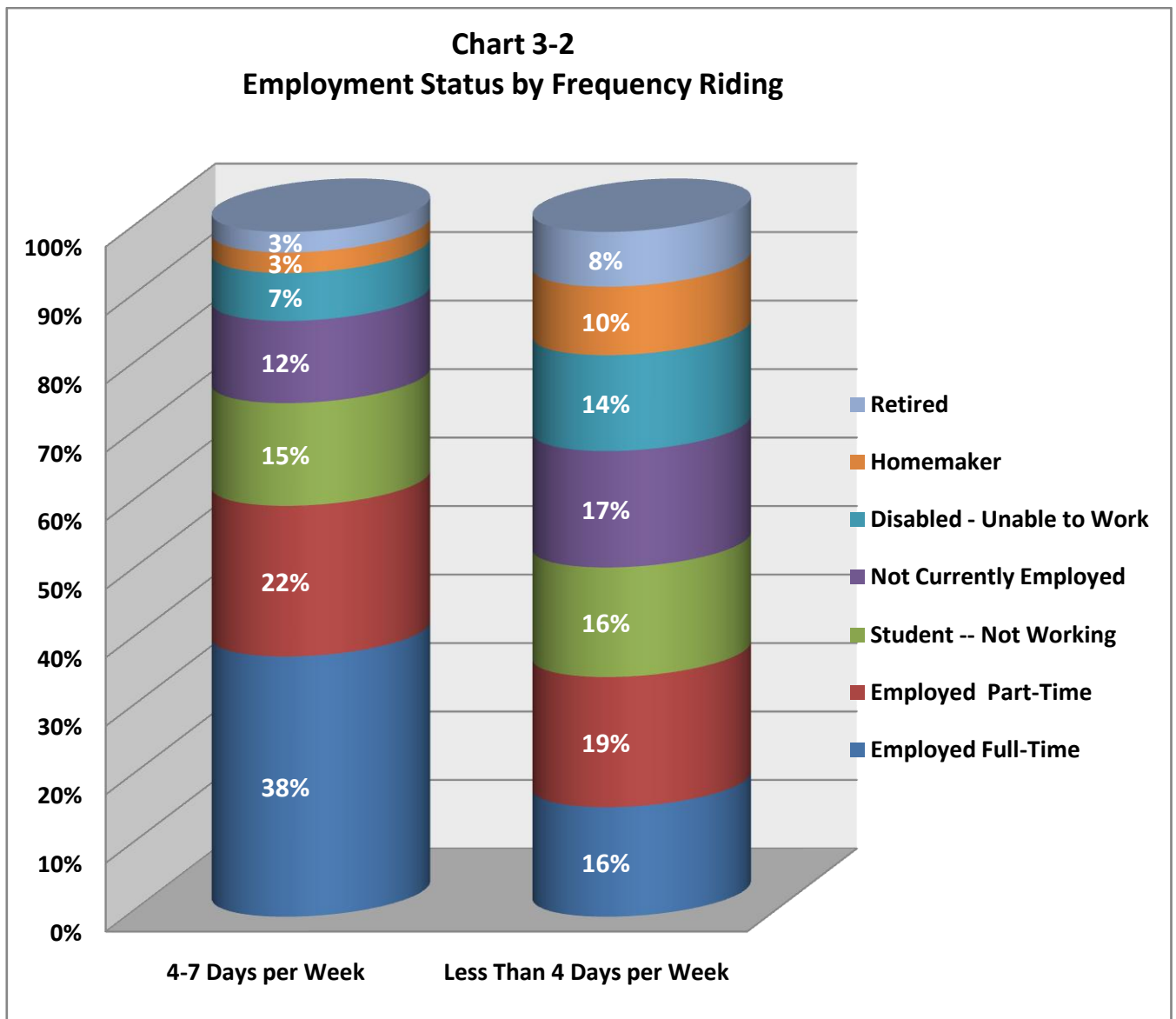


Chart 3-3 indicates that there are significant differences in occupation by frequency of bus riding. More frequent bus riders tend to be employed in the service industry (4- to -7 days per week – 23 percent versus less than 4 days per week – 19 percent). Respondents in the hospitality industry tend to be more frequent bus users (4-to-7 days per week – 17 percent versus less than 4 days per week – 10 percent). Conversely, homemakers/work at home persons are infrequent bus riders (less than 4 days per week – 12 percent versus 4-to-7 days per week – 2 percent).

Question 6: How often do you currently ride an OCTA bus?

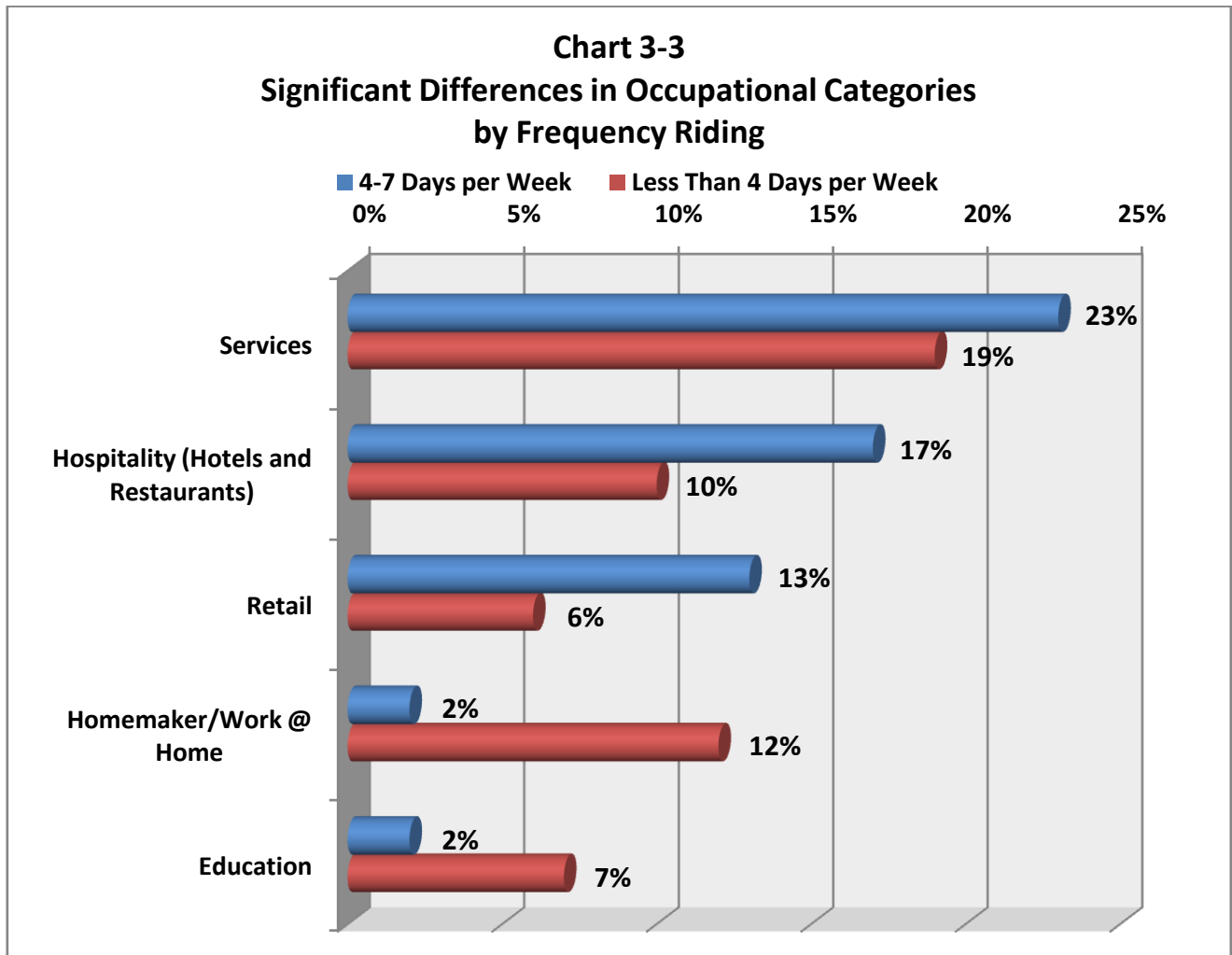
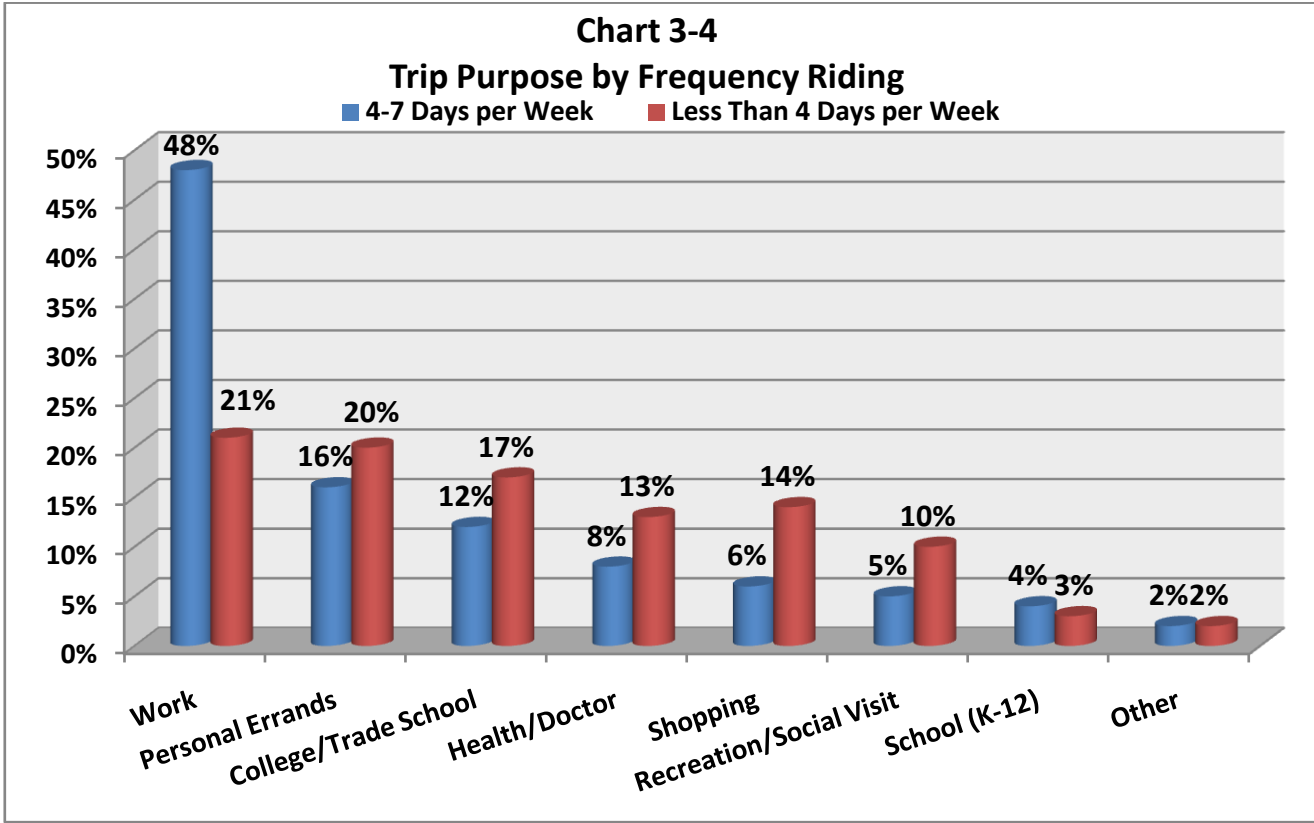


Chart 3-4 displays statistically significant relationships between frequency of riding and trip purpose. The dominant finding is that high frequency of riding is significantly related to the work trip (4-to-7 days per week – 48 percent versus less than 4 days per week – 21 percent). **Chart 3-5** indicates that more frequent riders use a greater number of transfers (4-to-7 days per week – mean of 1.90 transfers per trip versus less than 4 days per week – mean of 1.65 transfers per trip).

Question 6: How often do you currently ride an OCTA bus?



Question 6: How often do you currently ride an OCTA bus?

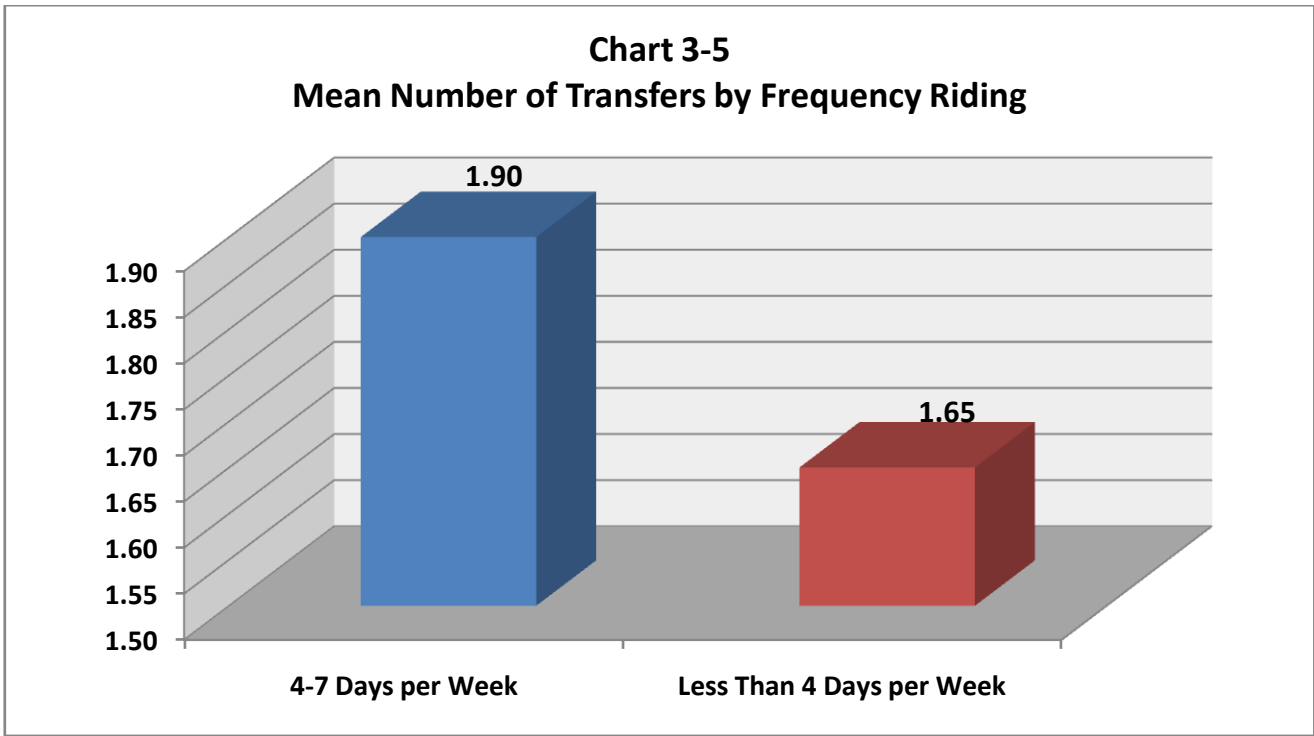
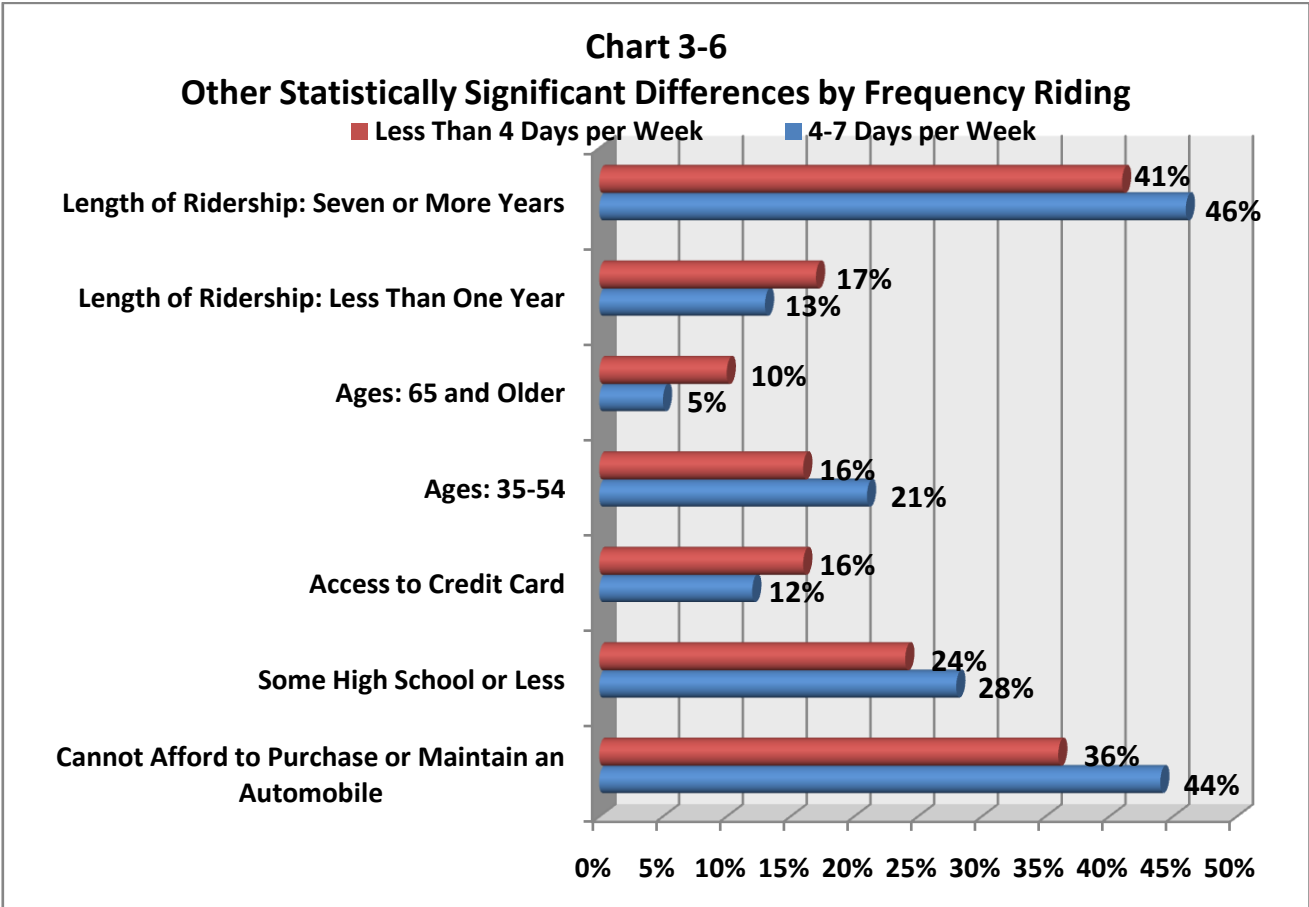


Chart 3-6 displays various statistically significant relationships that are related to frequency of bus use. For example, higher frequency of bus use is significantly related to the inability to afford or maintain an automobile (4- to -7 days per week – 44 percent versus less than 4 days per week – 36 percent), and older respondents tend to be less frequent users of the bus (65 years of age and older: 4- to -7 days per week – 10 percent versus 4- to -7 days per week – 5 percent).

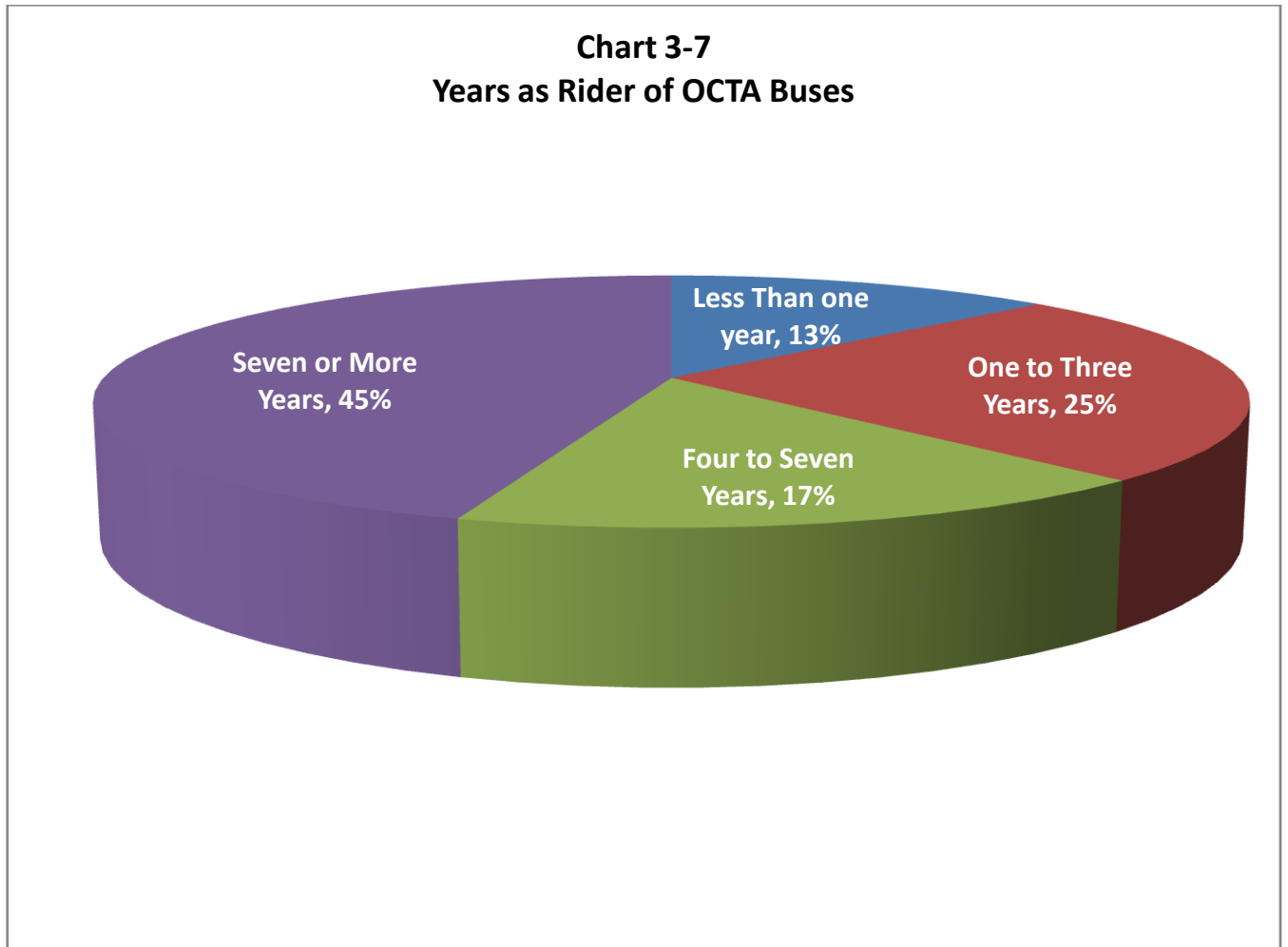
Question 6: How often do you currently ride an OCTA bus?



Years Riding OCTA Buses:

Chart 3-7 indicates that respondents in the current survey are long term riders of OCTA buses – 62 percent have been riders for at least 4 years. In fact, 45 percent have been using OCTA buses for seven years or more and another 17 percent have been riding for four to seven years. It appears that loyalty in the form of long-term ridership is growing.

Question 8: For how long have you used OCTA bus service?



Primary Reason for Using OCTA Buses Instead of Alternative Modes:

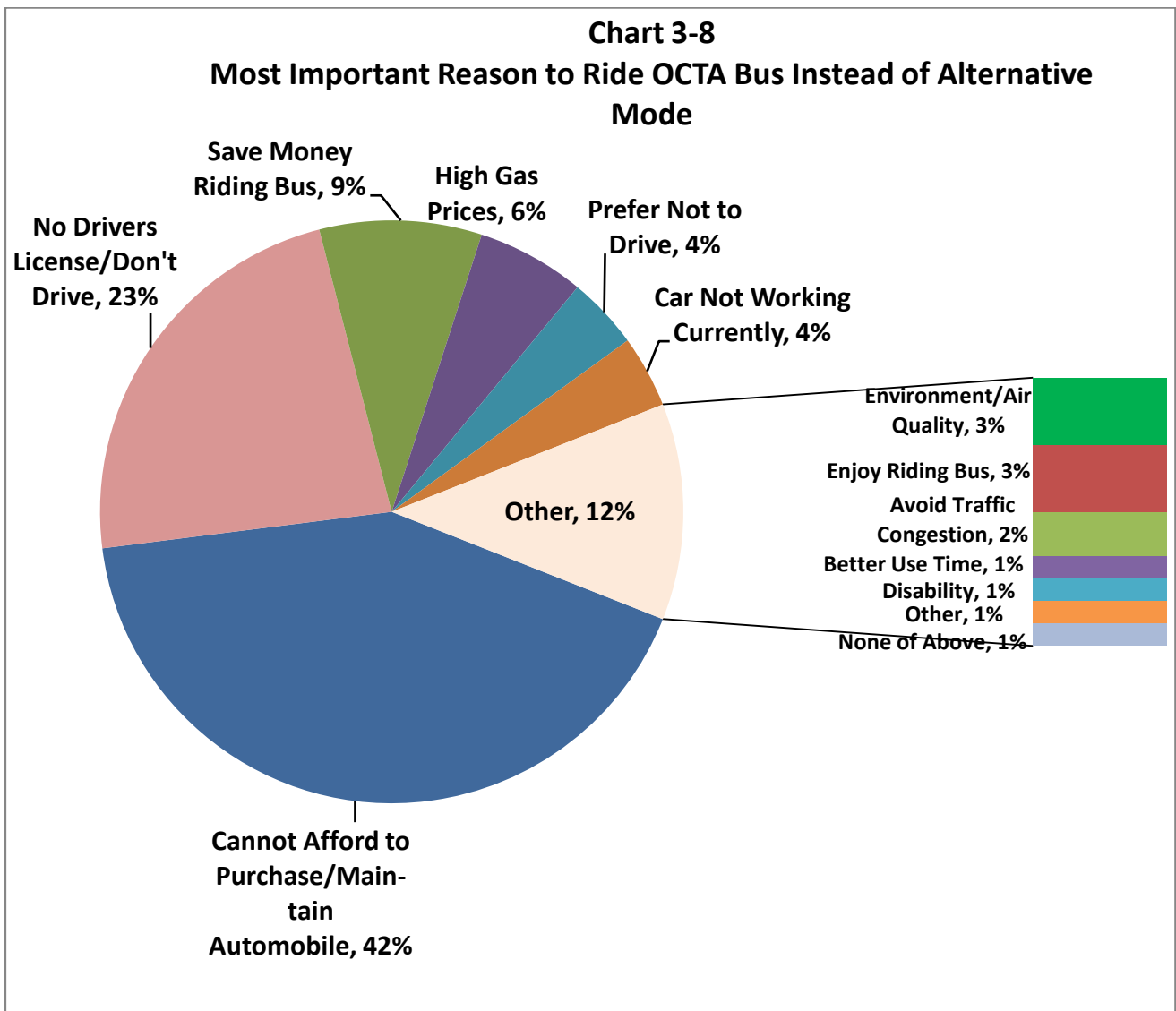
Chart 3-8 shows that the most important reason respondents are riding OCTA buses instead of using alternative modes is that they cannot afford to purchase or maintain an automobile (42 percent) followed by the lack of a driver’s license or the inability to drive (23 percent).

The following statistically significant demographic differences between respondents who ride the bus because they cannot afford an automobile and those who do not drive or do not possess a drivers’ license are particularly interesting:

- Affordability issues confront older riders more significantly. The median age for those who ride because of lack of affordability is 41 years old versus among those who do not drive, median age is 33 years old.
- Student – not working: lack of affordability is less of an issue for students and those not working (12 percent of students or not working riders) than is not driving (26 percent of those who are students or not working)

- Those riders with incomes under \$20,000 constitute 81 percent of those who cite lack of affordability versus 68 percent of those whose not driving is the reason for riding the bus. Median incomes are \$10,000 for those who cannot afford an automobile and \$13,000 for those who do not drive or have no license.
- Service (27 percent) and retail (17 percent) workers have affordability issues that are greater than not driving/no license (20 percent and 12 percent, respectively). On the other hand, hospitality workers demonstrate greater proportions of those who do not drive (19 percent versus 13 percent who cannot afford an automobile).
- Hispanics/Latinos are more likely to be among those who do not drive (64 percent) than among those who cannot afford an automobile (58 percent).

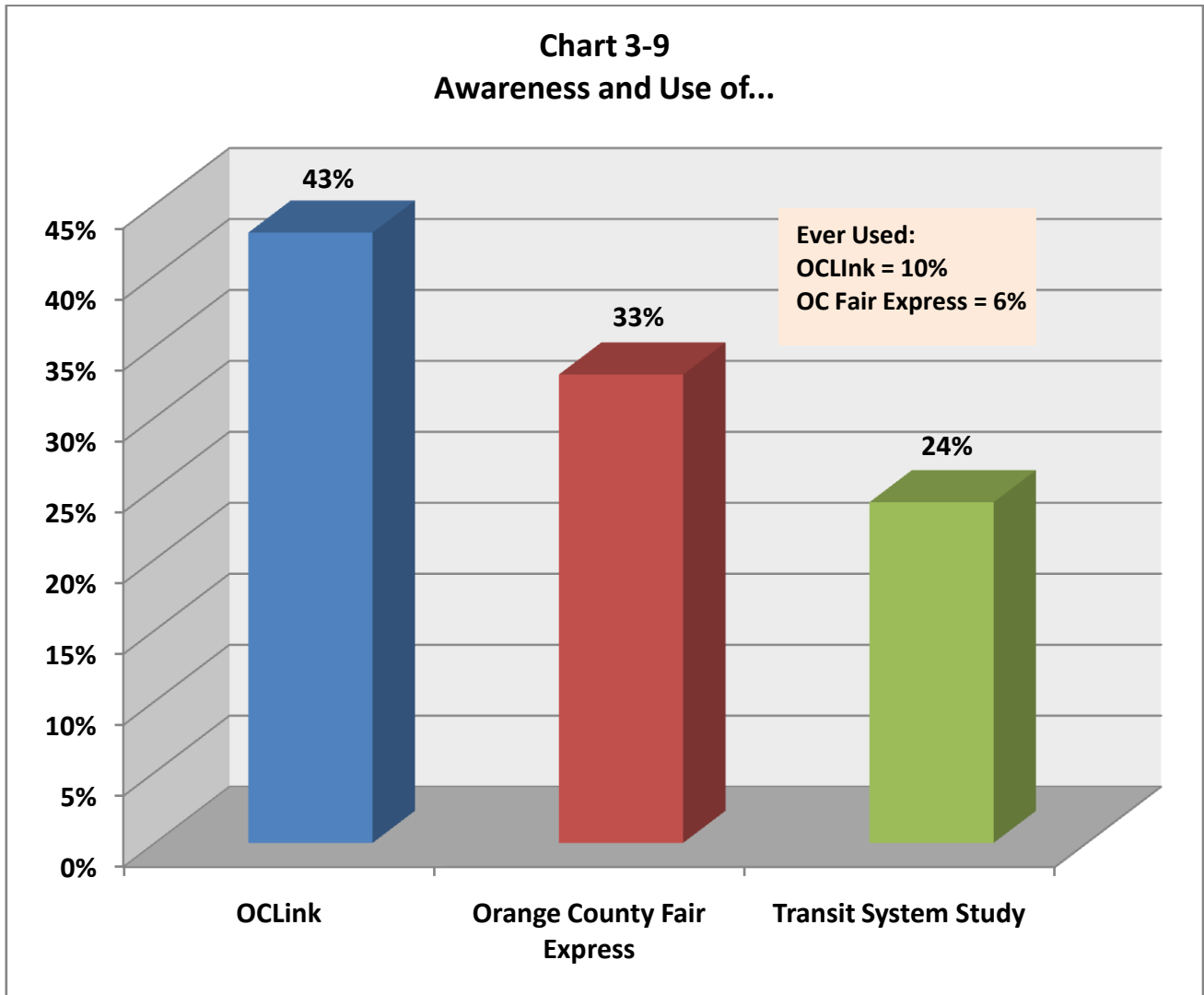
Question 9: What is the primary reason, or most important reason, you ride the OCTA bus instead of using other means of transportation?



Awareness and Use of Certain OCTA Programs and Services:

Chart 3-9 displays the respondents' level of awareness regarding certain OCTA services and programs, with 43 percent aware of the OCLink All-Day Bus & Rail Pass and 10 percent have used this pass. With regard to the Orange County Fair Express service, 33 percent are aware of the service and 6 percent have used the service. Nearly one-fourth (24 percent) of the current 2011 respondents are aware of the Transit System Study that was undertaken by OCTA just prior to the study at hand.

Question 22-24: For each of the programs and services listed below, please tell us if you are aware of that particular OCTA program or service.



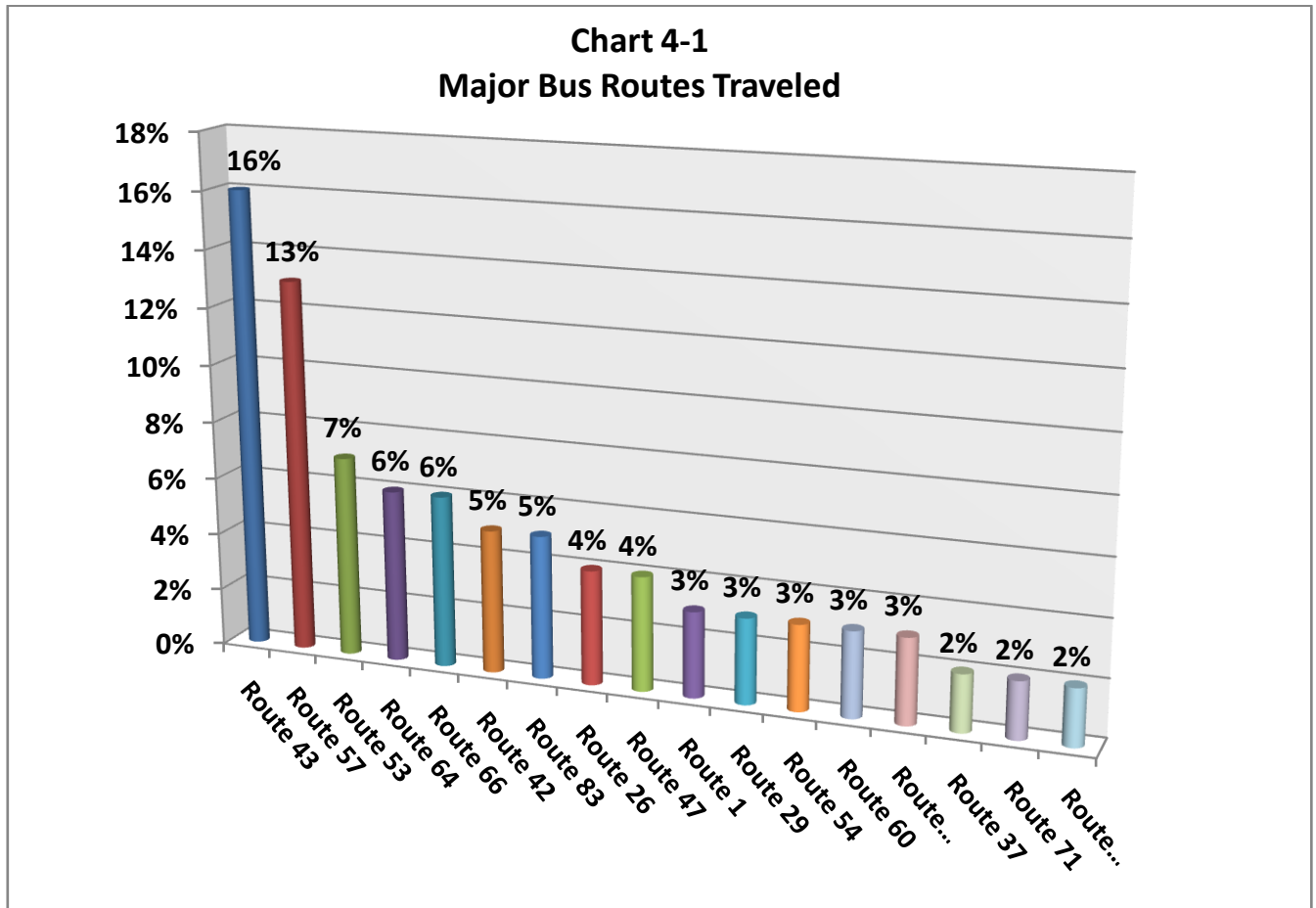
Section 4: Bus Usage Information Pertaining Specifically to Current Bus Trip

This section of the report includes information about the OCTA bus trip during which the respondent was handed the survey. This information includes the bus route the potential respondent was about to board when they were handed the survey, the main purpose of the respondent's trip, the number of transfers utilized during the trip, the time spent in completing the trip and other travel modes used in completing the trip. Again, where applicable, the data are compared to the survey trips in 2007. Information in the current survey is presented by supervisory district in **Appendix D**.

OCTA Bus Routes Used:

Chart 4-1 indicates that 29 percent of respondents received their survey form when they were about to board OCTA Route 43 (16 percent) and Route 57 (13 percent). The next tier of routes includes Route 53 (7 percent) and Routes 64 and 66 (each 6 percent).

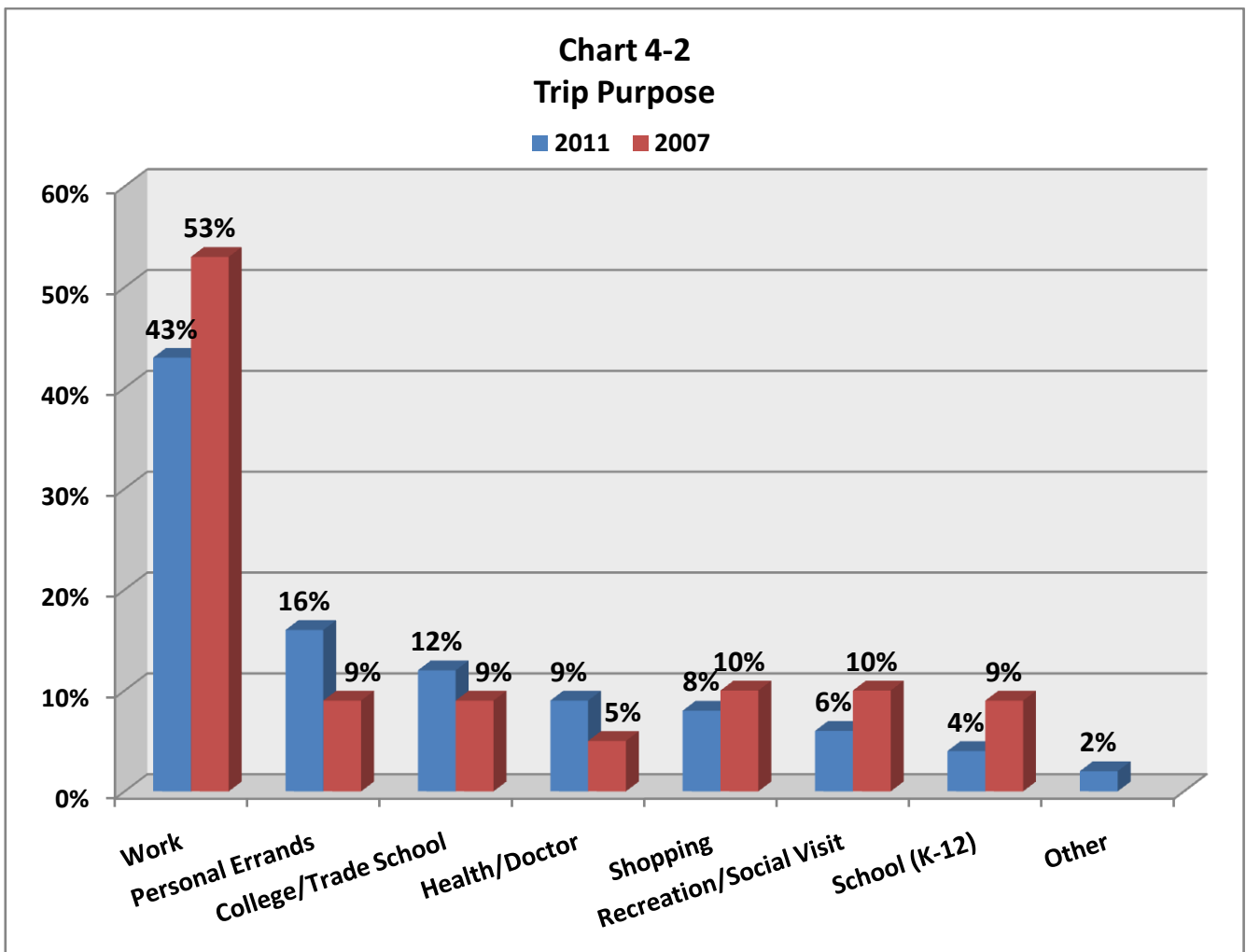
Question 13: Which OCTA bus route were you about to board when you received this survey form?



Trip Purpose:

Chart 4-2 shows that the dominant purpose of their OCTA bus trip is work (43 percent) followed by personal errands (16 percent) and college/trade school (12 percent). In 2007, work was even more dominant as a trip purpose (53 percent)—again reflecting the economic downturn since 2007. Recreational/social trips were also more prevalent in 2007 (2007: 10 percent versus 2011: 6 percent). In the current survey, there are more personal errands/personal business trips and health/doctor trips than in 2007 (personal errands: 2011 -- 16 percent versus 2007 -- 9 percent; health/doctor: 2011 -- 9 percent versus 2007 -- 5 percent).

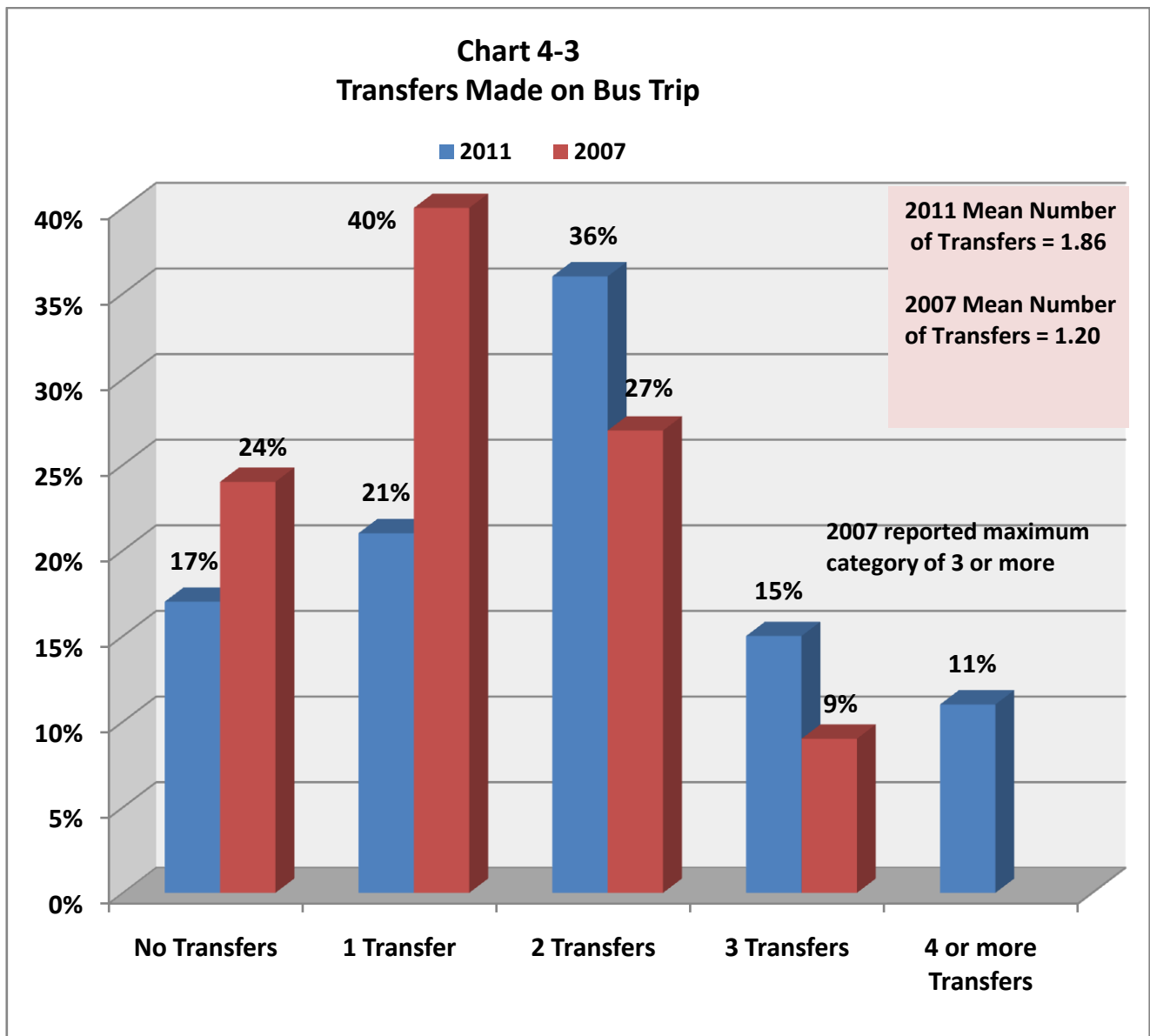
Question 14: Where are/were you going on this trip? OR If you are/were going home, where did you come from?



Transfers Made on Bus Trip:

Chart 4-3 shows that, in the current survey, the mean number of transfers made by respondents on their OCTA trip was 1.86. This represents a higher level than the mean number of transfers made on the survey trip in 2007 which was 1.20. It is, however, important to remember that the two samples (2007 and 2011) are not the same and that over-reliance on these differences is not completely appropriate. In 2007, a greater percentage of respondents made no transfer (24 percent in 2007 versus 17 percent in 2011) and a greater percentage made only one transfer (40 percent in 2007 versus 21 percent in 2011). On the other hand, 36 percent of respondents made 2 transfers in 2011 while in 2007, only 27 percent made 2 transfers.

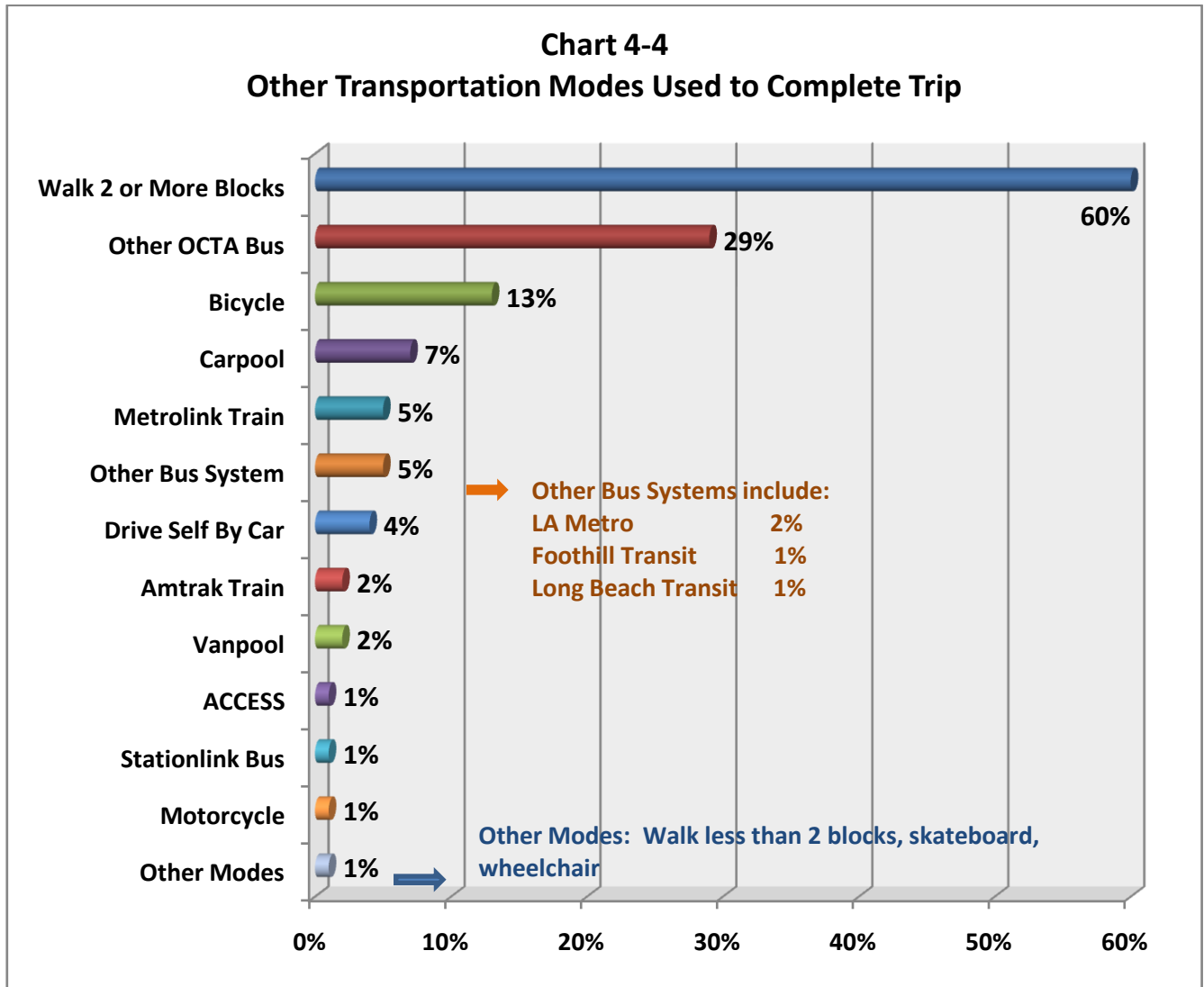
Question 15: How many total transfers will/did you make during this trip from where you started to your final destination?



Other Transportation Modes Used to Complete Trip:

Respondents were asked what other transportation modes were used to complete their survey trip and they were permitted to indicate more than one mode as necessary to describe their trip. **Chart 4-4** indicates that 60 percent of respondents complete their trip by walking 2 or more blocks. Another 29 percent use other OCTA buses to complete their trip. These dominant modes are followed by the use of a bicycle (13 percent) and carpools (7 percent).

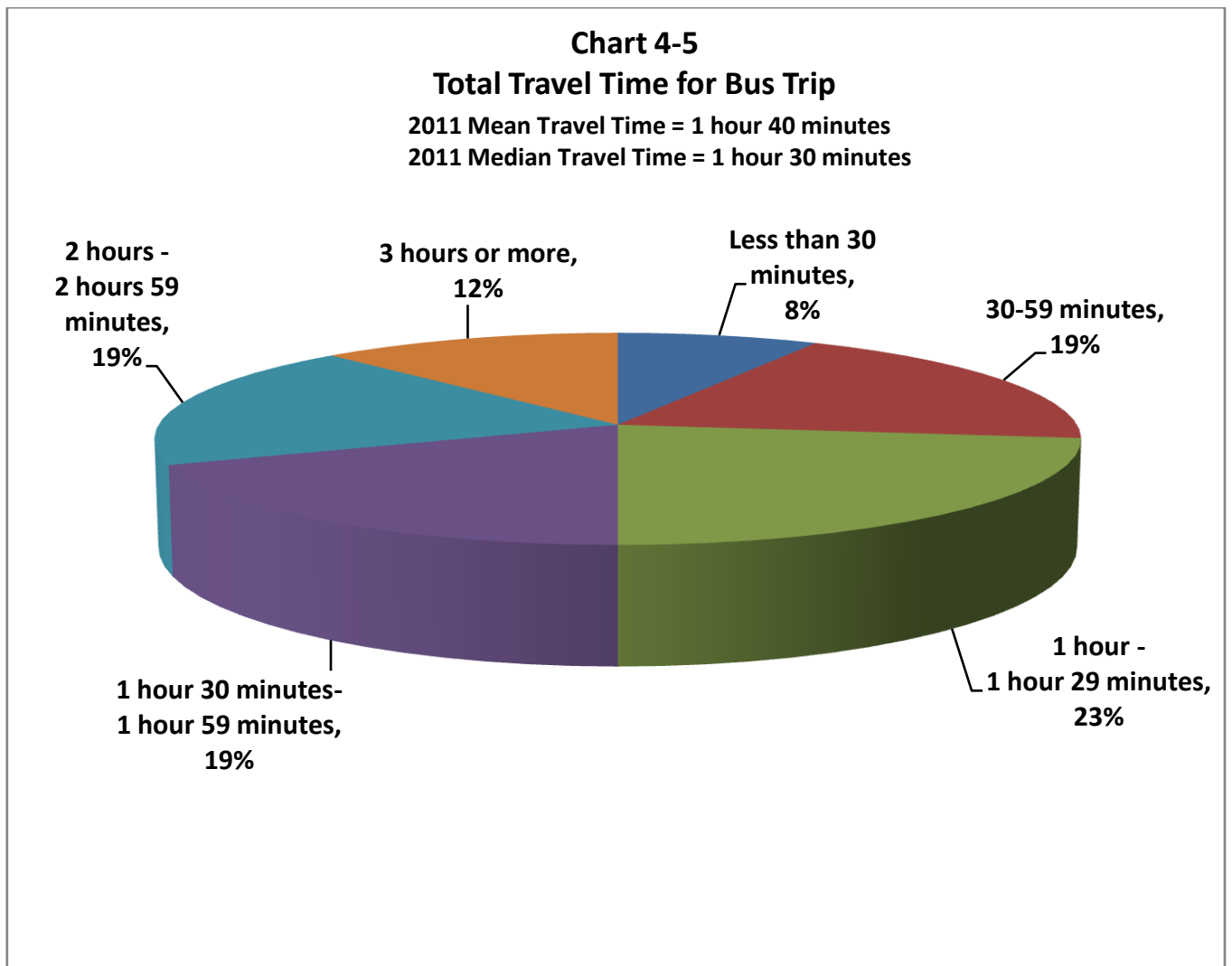
Question 16: Other than the bus you are on now or were on after you were handed the survey, what other travel modes did you or will you use to complete that trip?



Travel Time for Bus Trip:

Chart 4-5 shows that the median travel time for the 2011 survey trip was 1 hour and 30 minutes and the mean travel time is 1 hour and 40 minutes. Of the respondents, 31 percent made trips longer than 2 hours.

Question 17: How much time would you estimate you have spent or will spend completing this trip – start to finish – from where you started to your final destination, including all transfers to and from other transit systems, if applicable?



Section 5: Information about OCTA Bus Service

This section pursues sources of information where respondents obtain information about OCTA bus service. Respondents also evaluate the effectiveness of various information sources. The findings from the current survey are compared to the findings from the 2007 survey where questions are comparable. Also, the sources of information and their evaluated effectiveness are presented by supervisorial district in **Appendix D**.

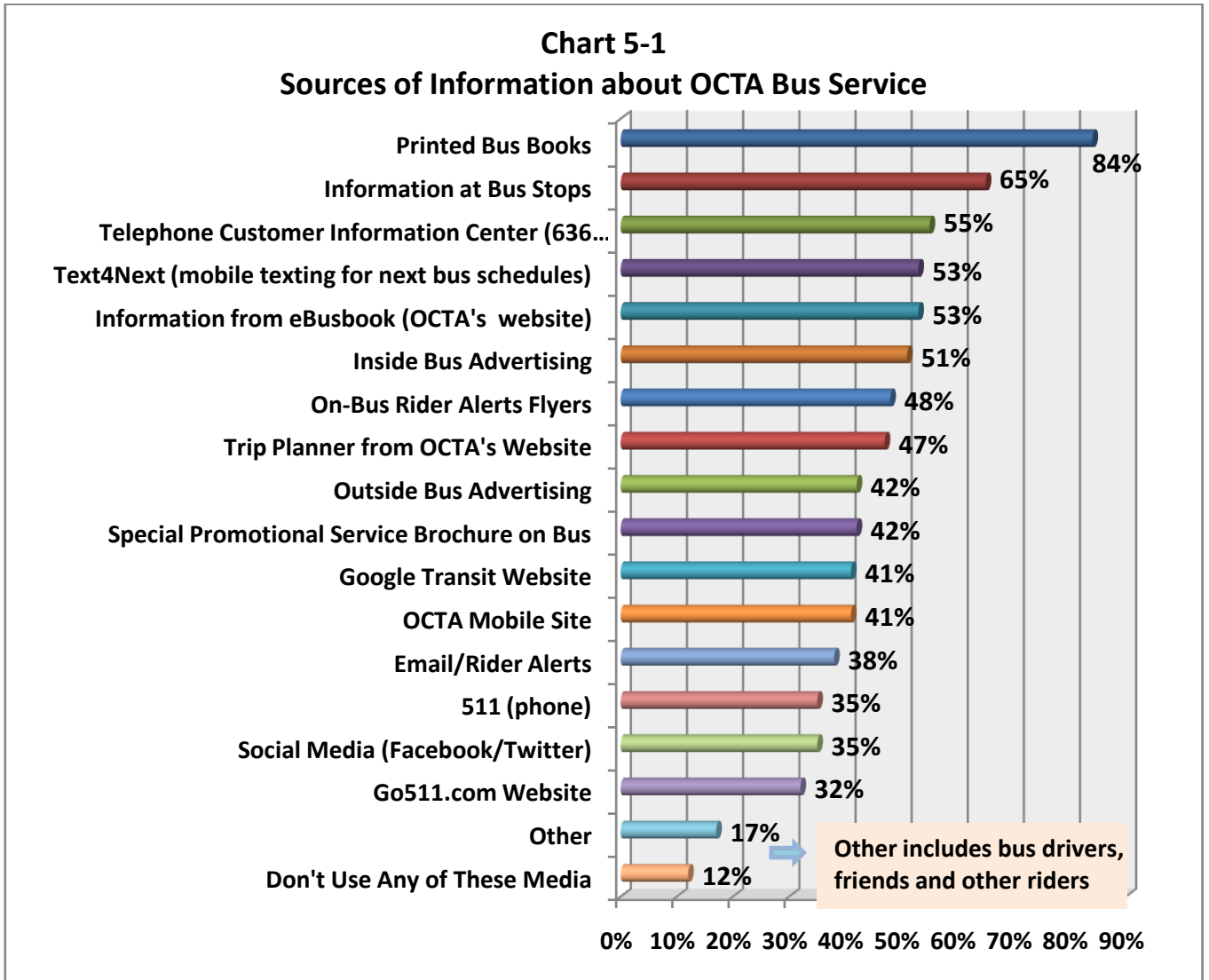
Sources of Information:

Respondents were offered the opportunity to indicate any source of information about OCTA bus service that they have used. **Chart 5-1** indicates that printed bus books (84 percent) and information at bus stops (65 percent) are the most prominent sources of information regarding OCTA bus service. The next most important sources are the Telephone Customer Information Center (55 percent) followed by Text4Next and Information from the eBusbook (both at 53 percent). Among these, only the information at bus stops is not rated among the most effective sources of information. The least important sources of information are the Go511.com website (32 percent) followed by social media and 511 (phone) – both at 35 percent. **Chart 5-2** shows that Hispanics use the eBusbook less (50 percent) than do other ethnicities (range of 54 percent-Caucasians—to—60 percent-Asians).

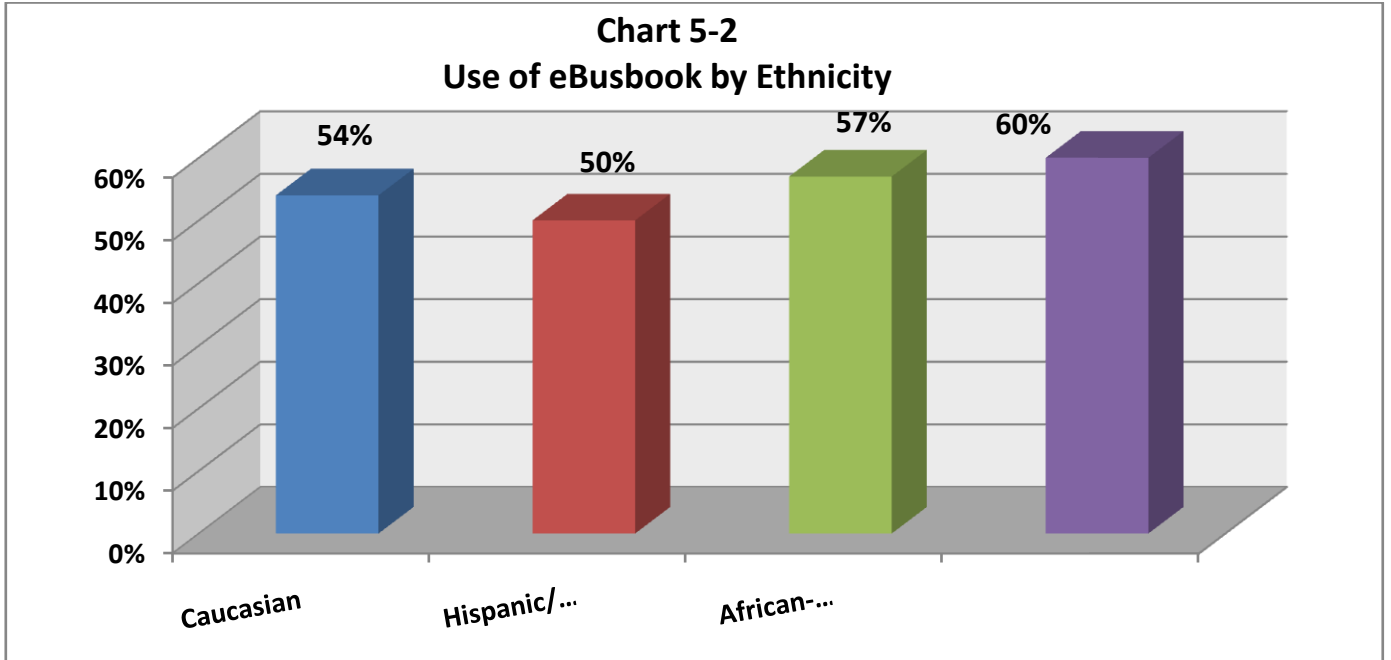
Chart 5-3 displays the significant differences between all survey respondents and those who indicate that they do not use any information sources at all about OCTA bus services. The following relationships stand out:

- Income under \$20,000: (14 percent more than all respondents do not use any information sources)
- High school or less: (9 percent more than all respondents do not use any information sources)
- Employed full or part time: (8 percent less than all respondents do not use any information sources)

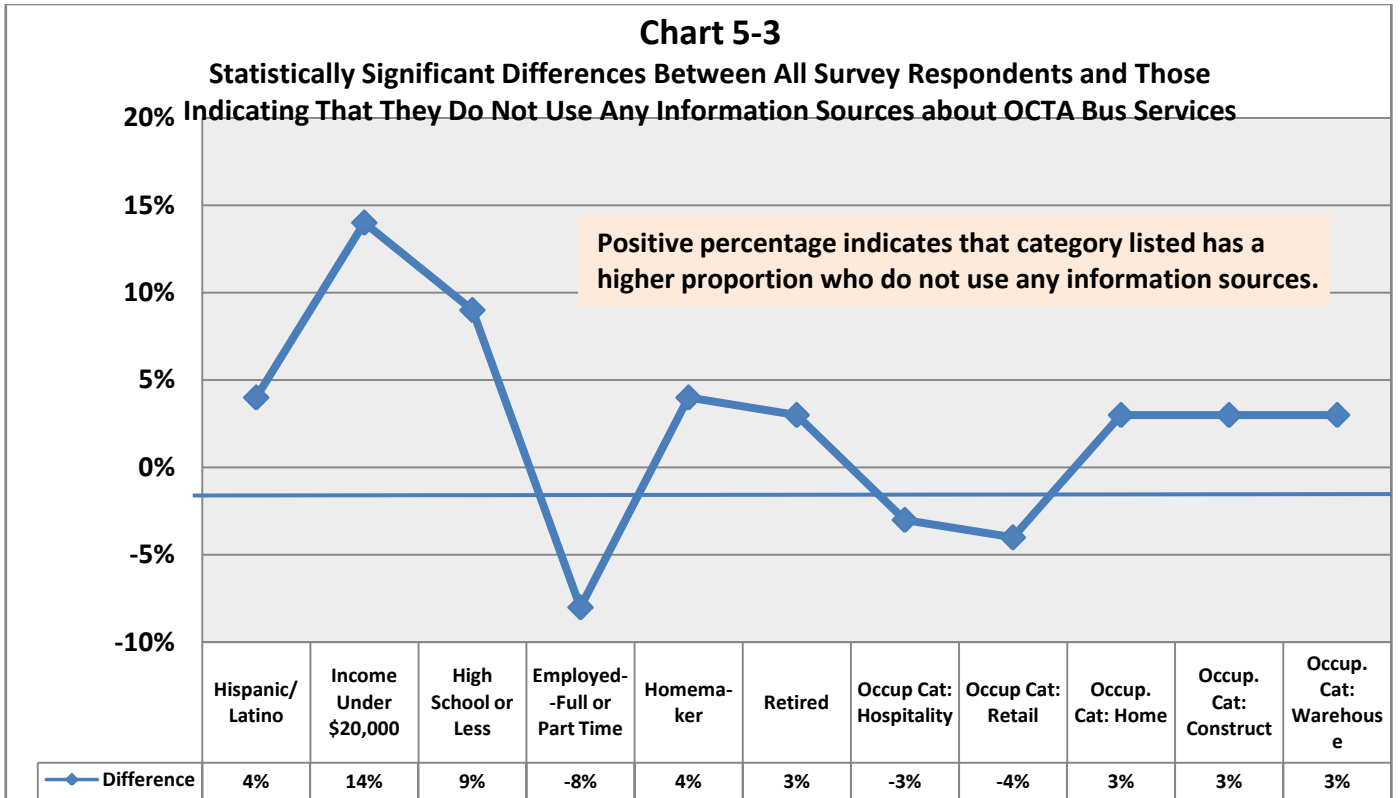
Question 10: Which of the following sources have you used for getting information about OCTA bus service?



Question 10: Which of the following sources have you used for getting information about OCTA bus service?



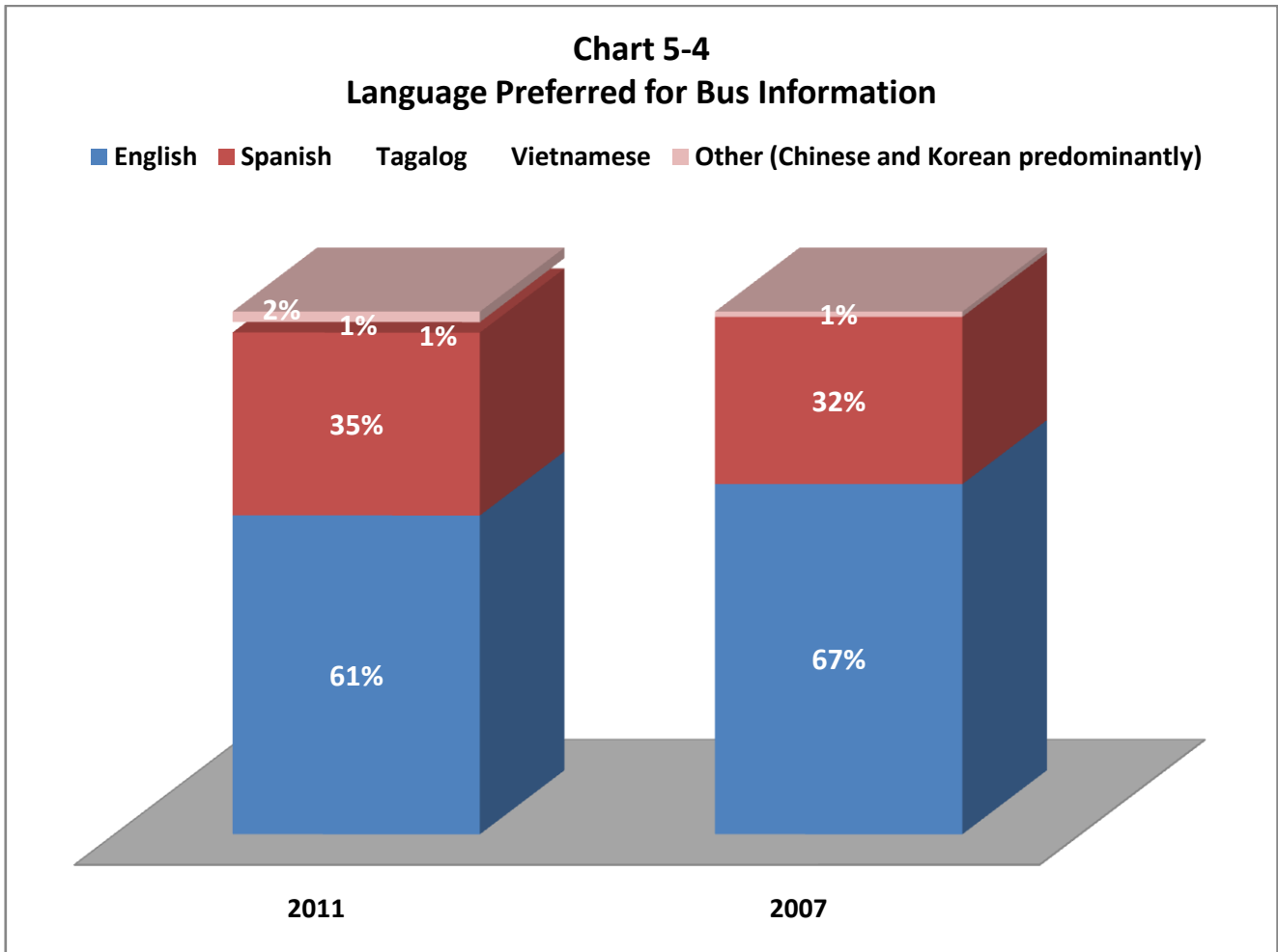
Question 10: Which of the following sources have you used for getting information about OCTA bus service?



Preferred Language:

Chart 5-4 shows that 61 percent of respondents prefer to receive bus information in English while 35 percent prefer to receive this information in Spanish. In 2007, a somewhat greater percentage preferred English (67 percent) and a somewhat lower percentage preferred Spanish (32 percent). It is noteworthy that 23 percent of respondents who completed a Spanish language survey prefer to receive information in English and, conversely, 20 percent of respondents who completed an English language survey would prefer to receive information in Spanish.

Question 38: *Among the languages you speak, which one do you most prefer for receiving bus information?*



Spanish is the majority of preferred languages on the following bus routes that were identified as major routes in **Chart 3-1**: Route 66 (62 percent), Route 55 (61 percent), and Route 53 (54 percent). Route 57 (46 percent) and Route 47 (40 percent) also show substantial degrees of Spanish language preference. Vietnamese was more preferred by those boarding Route 64 and Route 167 (both 4 percent) than other routes, and Tagalog was preferred more for Route 26 (4 percent) and Route 42 (3 percent).

Electronic Media:

Chart 5-5 reveals that 59 percent of respondents access electronic media through their cell phone, including 27 percent with smart phones. The second most accessed method of utilizing electronic media is by way of the Internet on the respondent's computer (41 percent). The use of Facebook (23 percent) is third. Debit cards (25 percent) are nearly twice as utilized a form of electronic payment media as is the credit card (13 percent).

Question 25: Do you currently have access to these electronic media and payment methods?

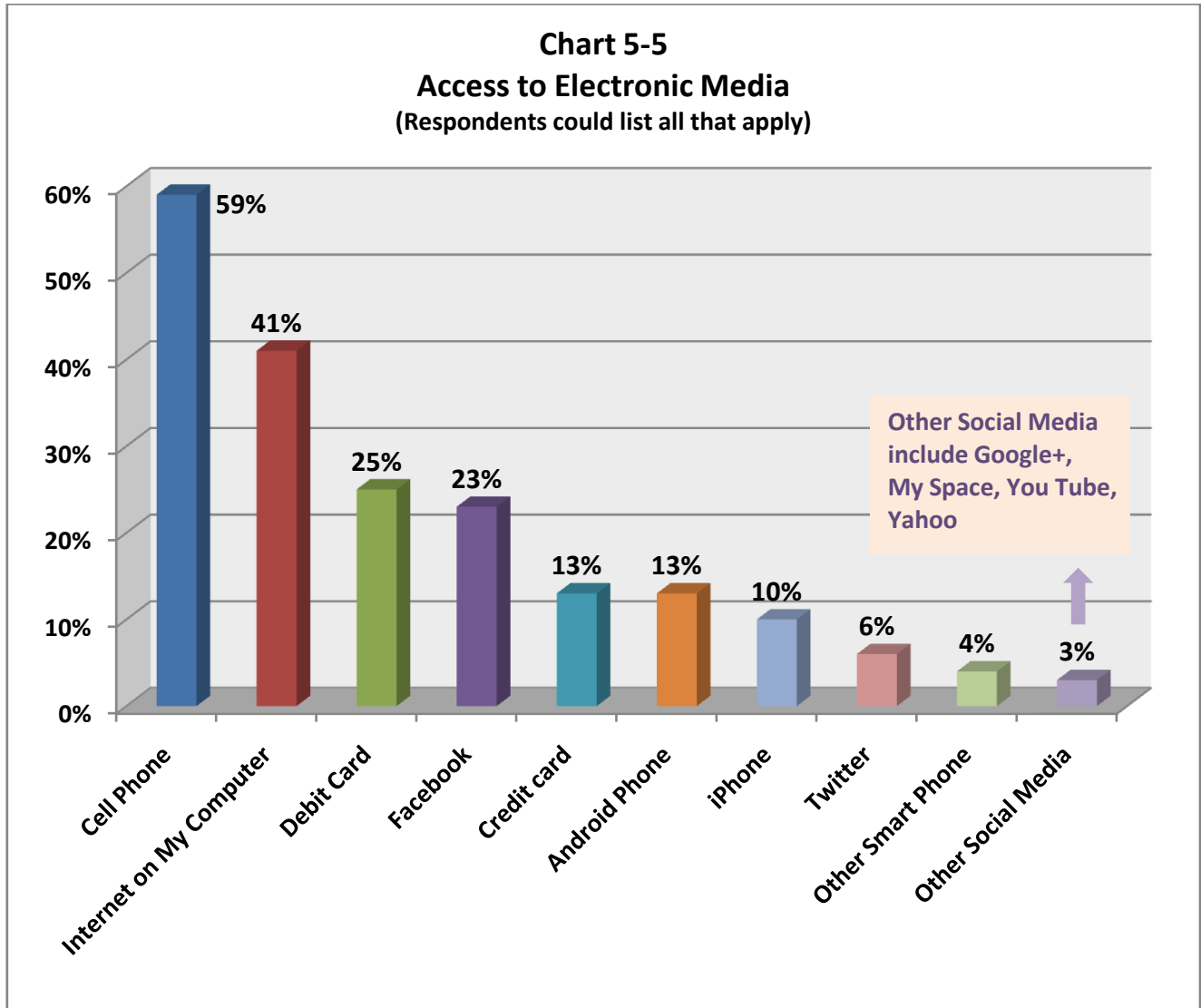
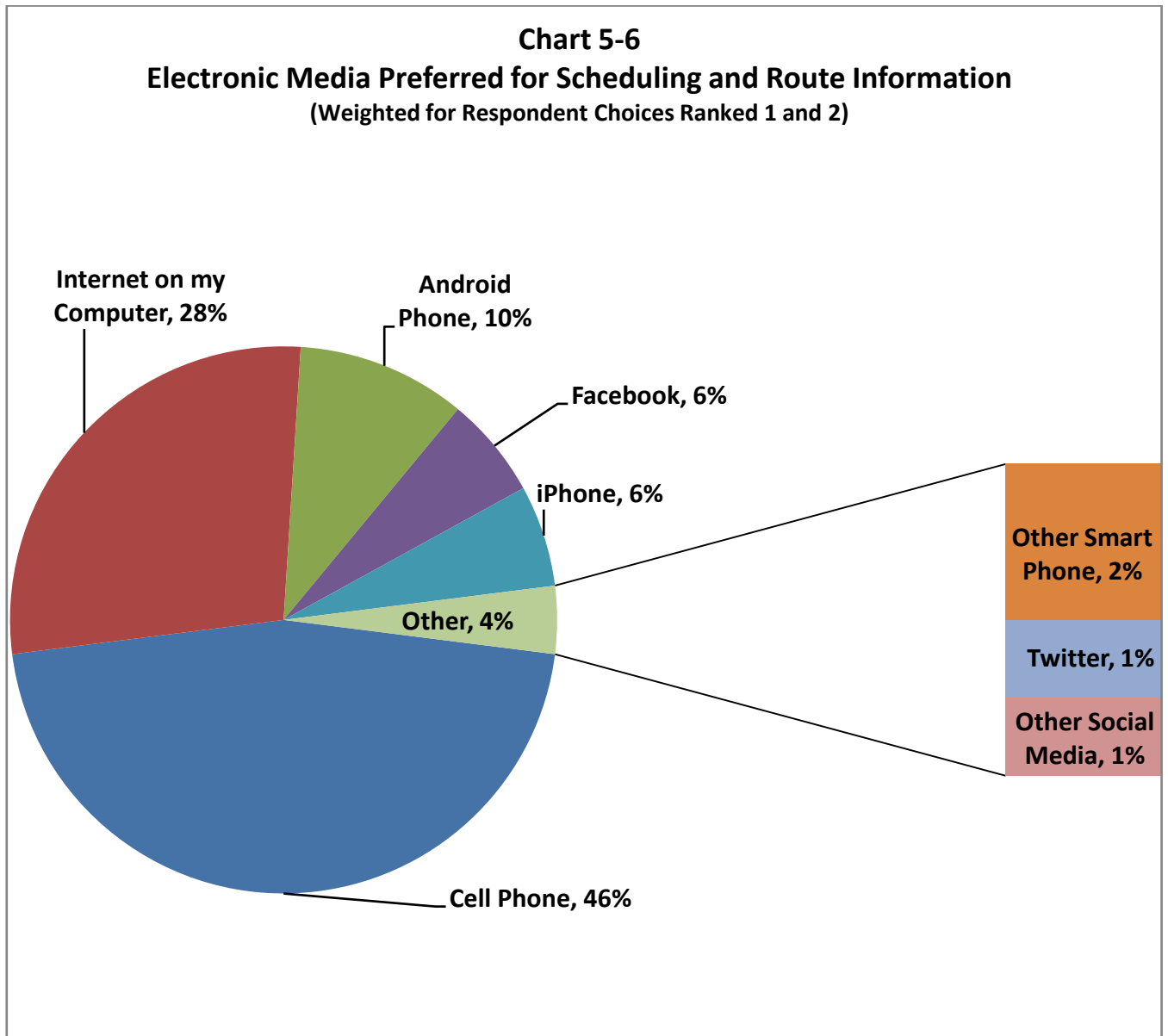


Chart 5-6 displays the electronic media most preferred by respondents for scheduling and route information. The percentages are weighted in accordance with respondent rankings of their first and second choices. It is noteworthy that the electronic media preferred by respondents for obtaining information about OCTA services is somewhat consistent with the electronic media that they access generally (see **Chart 6-8**). For example, the cell phone is the most popular media for obtaining this information (46 percent) followed by using the Internet on the respondent's computer (28 percent). Facebook (6 percent), however, is not viewed as a major electronic media for finding out about scheduling and route information; however, the preference for information by cell phone and the 27 percent of riders who have Android phones, iPhones, or other smart phones would indicate that Facebook or even Twitter can indeed be viable media for transmitting information to riders.

Question 26: *Through which of these electronic media would you most prefer to receive scheduling and route information?*



Section 6: Fare Payment

The purpose of this section is to pursue how respondents paid for the survey trip and what methods of payment they have used in the past. The use of bus passes (and lack of bus pass use) is addressed as well as preferences as to where respondents would potentially like to purchase bus passes. Comparisons with data from the 2007 survey are made where applicable. Information in the current survey is presented by supervisorial district in **Appendix D**.

Fare Payment Modes:

Chart 6-1 indicates the method of fare payment for the survey trip. Of the respondents, 47 percent used cash to pay their fare followed by 19 percent who used a regular 30-day pass and 13 percent who used a one-day pass --- purchased on-board.

Question 18: How did you pay for this trip?

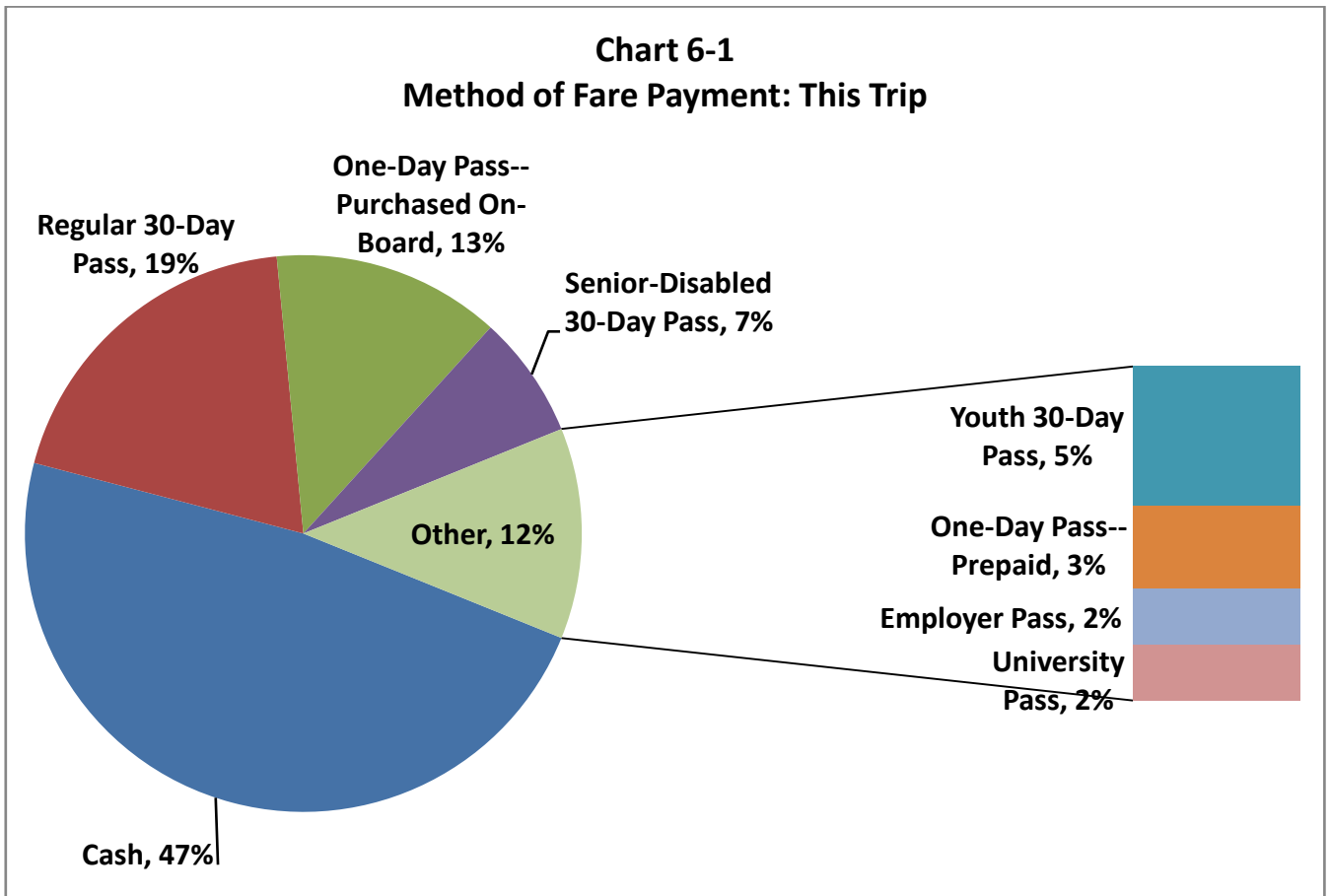
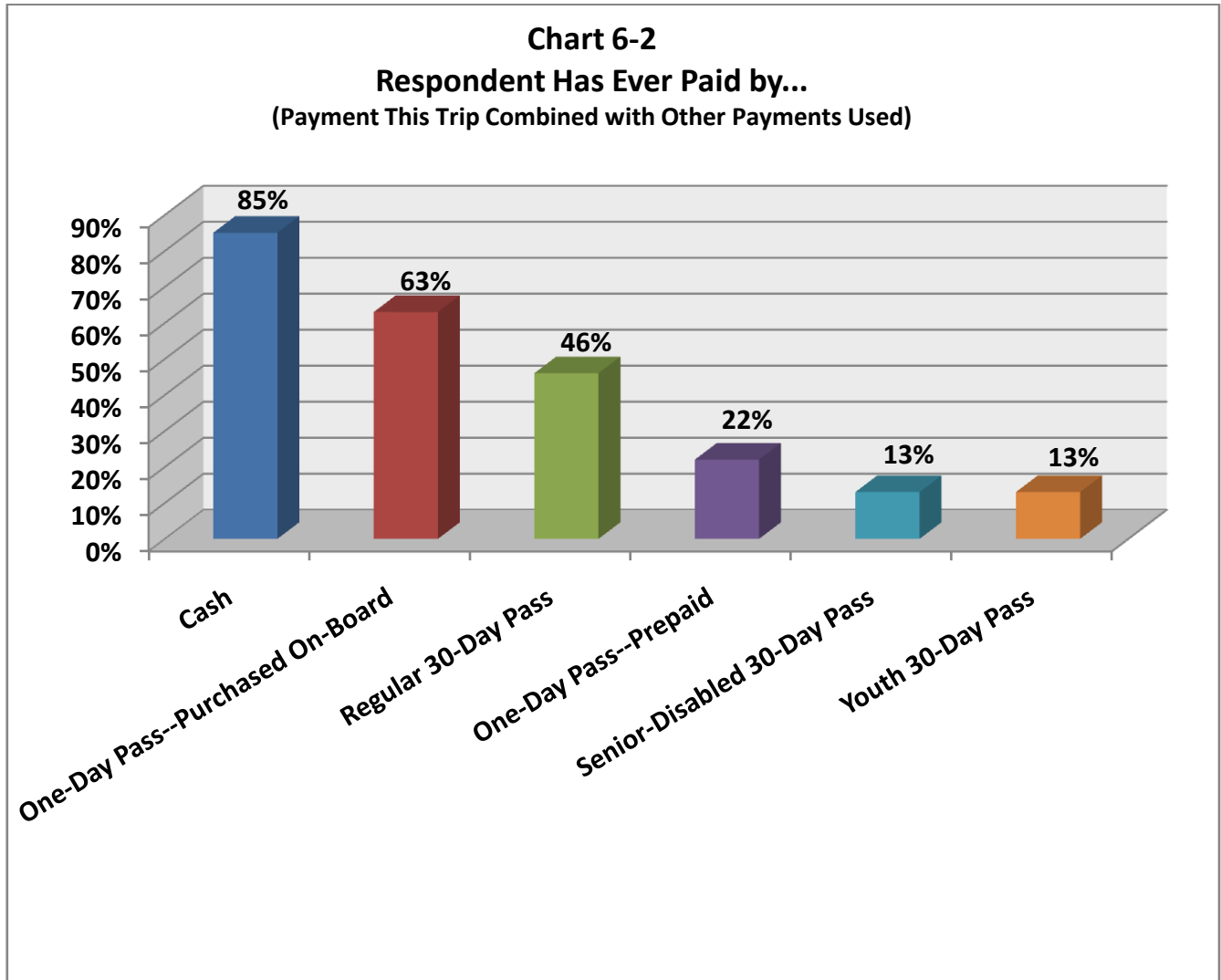


Chart 6-2 shows the payment methods for the current survey trip combined with other payment methods used by OCTA bus patrons on previous OCTA bus trips. The dominant majority have paid their fare, at one time or another, in cash (85 percent) followed by those who have paid their fare through a one-day pass – purchased on-board (63 percent) and by those who have paid through a regular 30-day pass (46 percent).

Question 19: Please indicate if you have ever used any of these other methods to pay for an OCTA bus trip.



Additional Information about Bus Pass Use:

Chart 6-3 shows that three-fifths of the 25 percent of survey respondents (60 percent of those who have never used a bus pass=15 percent of total respondents) indicate that they have never used a bus pass because they have no need to do so and another 28 percent (7 percent of the total) have not made this purchase because they are not aware of where to do so. Only 5 percent of respondents (1 percent of total) were dissuaded from purchasing a bus pass by its cost.

Question 20: If you have never used any of the passes in Questions 18-19, please tell us why you have not used any of these OCTA bus passes.

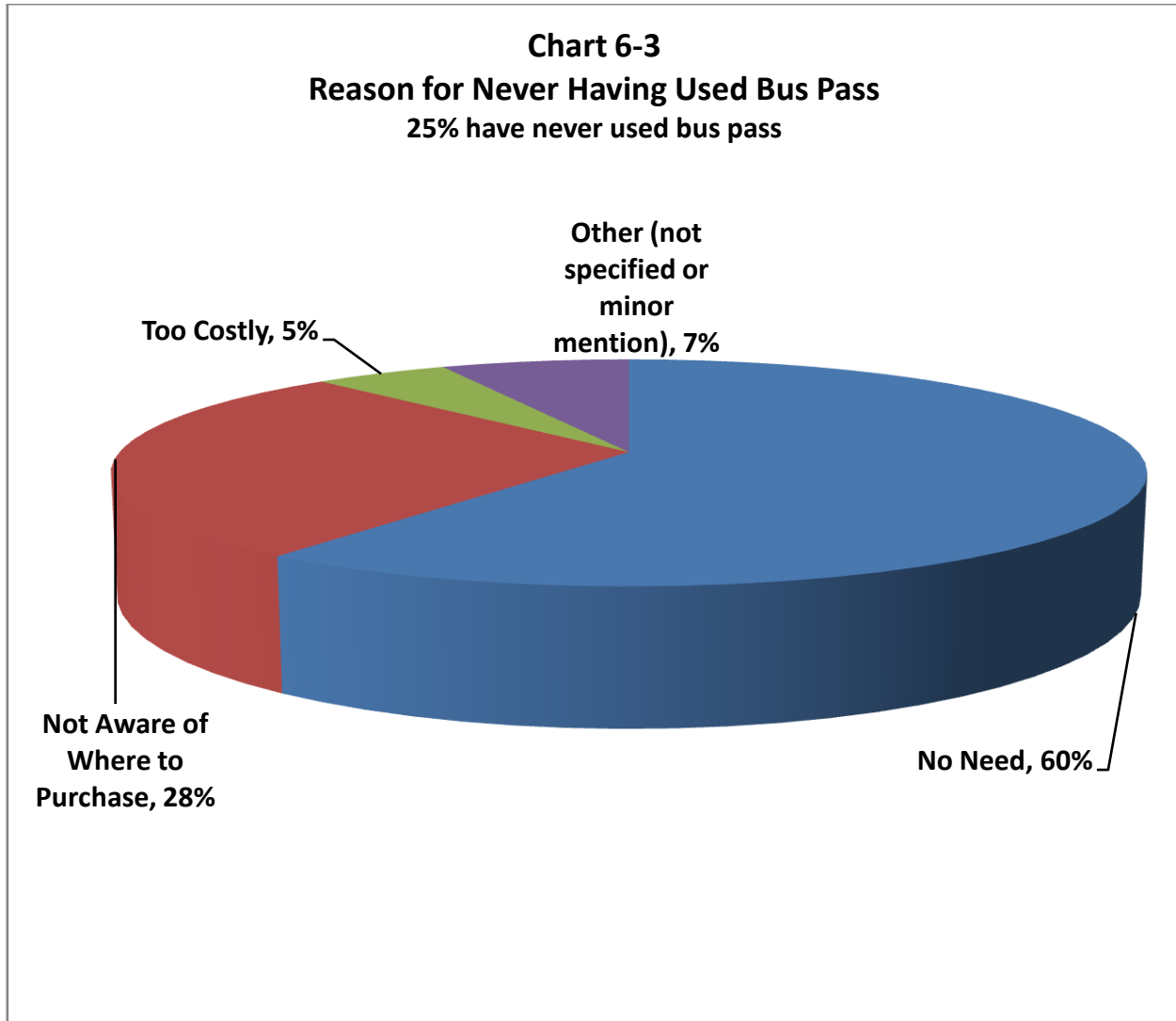
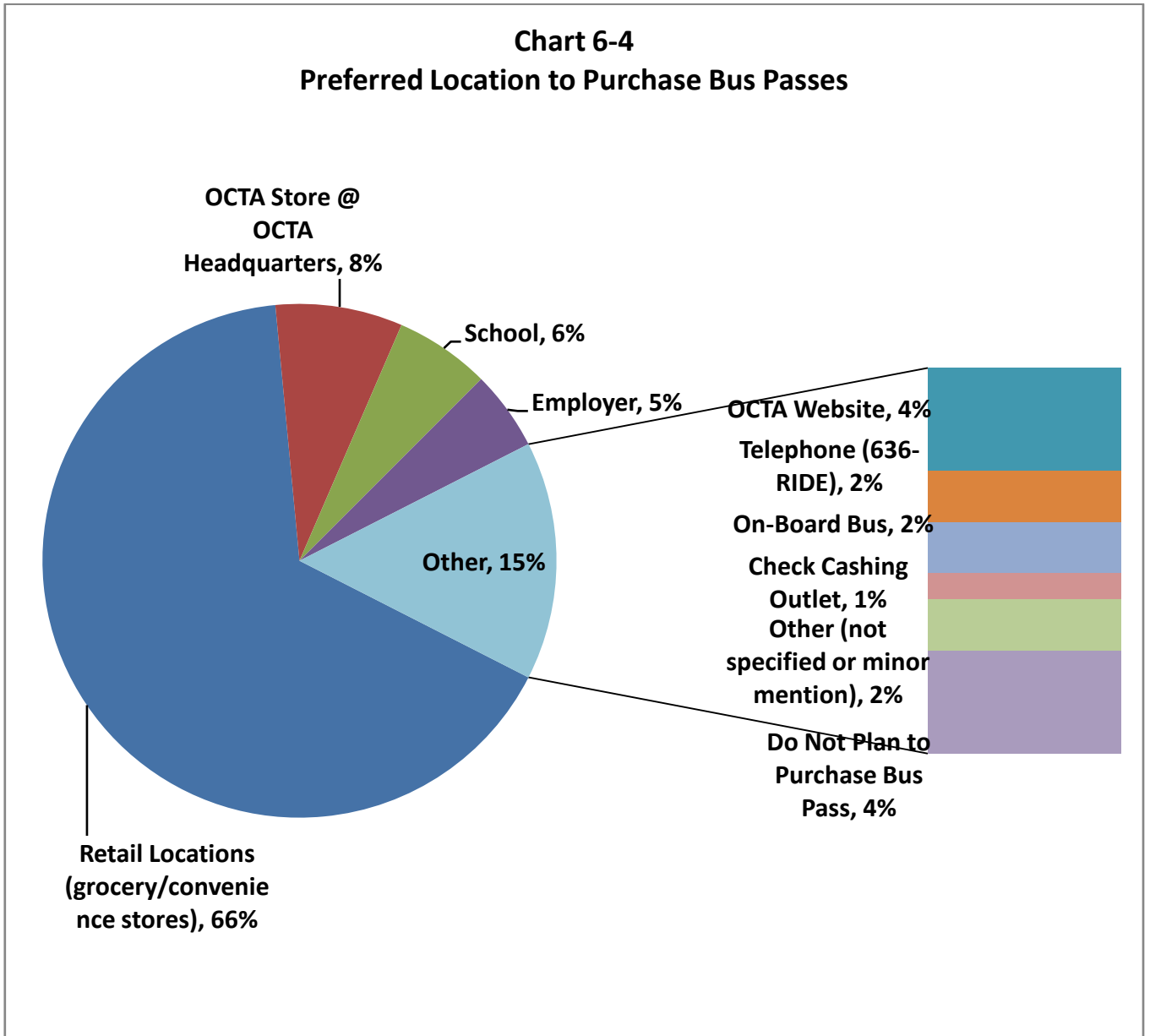


Chart 6-4 shows that if respondents ever do purchase a bus pass, 66 percent would prefer to do so at retail locations such as grocery stores and convenience stores.

Question 21: If you have ever purchased or plan to purchase a bus pass, where would you prefer to purchase your OCTA bus pass?



Section 7: Demographics

This section portrays the demographic profile of the survey respondents. **Table 7-1** depicts the basic demographic characteristics of gender, ethnicity, age, household income, education, language of survey, and major residential zip codes. **Table 7-2** shows employment status, occupation, and major cities where respondents work and attend school. Demographic information is compared to the 2007 profile of respondents where applicable. It is, however, important to remember that the two samples (2007 and 2011) are not the same and that over-reliance on these differences is not completely appropriate. The demographic profile of survey respondents by supervisorial district is found in **Appendix D**.

Table 7-1		
Basic Respondent Demographic Characteristics		
Characteristic	2011	2007
Gender		
<i>Male</i>	44%	n/a
<i>Female</i>	56%	n/a
Ethnicity		
<i>Hispanic/Latino</i>	58%	51%
<i>Caucasian</i>	24%	34%
<i>Asian/Pacific Islander</i>	7%	4%
<i>Black/African-American</i>	6%	8%
<i>Mixed Ethnicities</i>	3%	1%
<i>Native American/Other</i>	1%	1%
<i>Middle Easterner and Other</i>	1%	1%
Age		
<i>Median</i>	40	31
Household Income		
<i>Under \$10,000</i>	44%	30% under \$20,000
<i>\$10,000 but under \$20,000</i>	29%	
Education		
<i>Some High School or Less</i>	28%	23%
<i>High School Graduate</i>	28%	31%
<i>Some College/Technical School/Associate Degree</i>	33%	34%
<i>4-Year College Degree</i>	8%	9%
<i>Post Graduate Degree</i>	3%	3%
Language of Survey		
<i>English</i>	72%	n/a
<i>Spanish</i>	27%	n/a
<i>Vietnamese</i>	1%	n/a
Languages Spoken		
<i>English</i>	83%	88%
<i>Spanish</i>	54%	60%
<i>Tagalog</i>	3%	n/a
<i>Vietnamese</i>	2%	n/a
Major Residential Zip Codes		
<i>92703</i>	8%	n/a
<i>92704</i>	7%	n/a
<i>92701</i>	7%	n/a
<i>92805</i>	5%	n/a
<i>92707</i>	5%	n/a

Basic Demographic Characteristics

As indicated in **Table 7-1**, the sample respondents overall are 44 percent male and 56 percent female. Of the respondents, 58 percent are Latino/Hispanic followed by Caucasian (24 percent), Asian/Pacific Islander (7 percent) and African-American/Black (6 percent). The median age of respondents is 40 years old with 42 percent 45 years of age or older. It is clear that the sample respondents represent a low income population with 44 percent earning under \$10,000 per year and another 29 percent with an annual income of \$10,000 but under \$20,000. In 2007, only 30 percent reported income under \$30,000. This difference will be explored further following **Table 7-2**.

The educational level of the respondents shows a wide range, with 28 percent being high school graduates and 33 percent having attained some college education, technical training, or an Associate Degree. It is shown that 72 percent of all surveys returned were completed in English and that 27 percent were in Spanish, with 1 percent in Vietnamese. The largest percentage of respondents live in zip code 92703 (8 percent) followed closely by zip codes 92704 and 92701 (each with 7 percent). Additional details regarding these demographics can be found in **Appendix B**.

Employment-Related Demographics

Table 7-2 shows the employment status of the survey respondents with 34 percent employed on a full time basis, 21 percent employed on a part time basis, and another 15 percent are students who are not employed. It is also shown that the percentage of respondents who both work and attend school is 30 percent.

Respondents are employed to a great extent in three occupations/industries – services (23 percent), hospitality (16 percent), and retail (12 percent). These three occupations/industries were also the dominant employers in 2007. Services (19 percent) was less represented in 2007 and the construction industry had more representation in 2007 (7 percent) than it does in 2011 (3 percent), which is to be expected in the current real estate recession.

Table 7-2 also displays the primary cities where respondents work. One-third of respondents indicate that they work in Anaheim (17 percent) and Santa Ana (16 percent). One-third (33 percent) of these respondents attend school in Santa Ana followed by Fullerton (17 percent) and Anaheim (10 percent). Additional details regarding these demographics can be found in **Appendix B**.

Table 7-2 Characteristics of Employment and Occupation		
Characteristic	2011	2007
Employment Status		
<i>Employed Full-Time</i>	34%	52%
<i>Employed Part-Time</i>	21%	16%
<i>Student—Not Working</i>	15%	15%
<i>Not Currently Employed</i>	13%	5%
<i>Disabled –Unable to Work</i>	8%	5%
<i>Homemaker</i>	4%	3%
<i>Retired</i>	4%	4%
<i>Other</i>	1%	n/a
Both Work and Attend School	30%	n/a
Occupation		
<i>Services</i>	23%	19%
<i>Hospitality</i>	16%	17%
<i>Retail</i>	12%	14%
<i>Medical/Health</i>	5%	5%
<i>General Office</i>	4%	n/a
<i>General Labor</i>	4%	n/a
<i>Manufacturing</i>	4%	n/a
<i>Homemaker</i>	3%	n/a
<i>Construction</i>	3%	7%
<i>Finance/Insurance/Real Estate</i>	3%	n/a
<i>Education</i>	3%	3%
<i>Sales</i>	3%	3%
<i>Engineering/Sciences</i>	3%	n/a
<i>Warehouse</i>	3%	n/a
<i>Arts/Entertainment/Amusement Park</i>	3%	4%
<i>Transportation/Utilities</i>	2%	4%
<i>Administration/Management</i>	2%	n/a
Cities Where Work		
<i>Anaheim</i>	17%	8%
<i>Santa Ana</i>	16%	10%
<i>Irvine</i>	8%	6%
<i>Fullerton</i>	7%	5%
<i>Costa Mesa</i>	7%	7%
Cities Where Attend School		
<i>Santa Ana</i>	33%	16%
<i>Fullerton</i>	17%	14%
<i>Anaheim</i>	10%	4%
<i>Irvine</i>	7%	10%
<i>Mission Viejo</i>	7%	n/a
<i>Costa Mesa</i>	7%	6%

CONCLUSIONS AND RECOMMENDATIONS

It is clear from **Table 7-2** that the income reduction between 2007 and 2011 is, in part explained by the present economic distress that is felt in Orange County and elsewhere. That is, from 2007 to 2011, the percentage of OCTA riders who are employed full-time has declined 35 percent—from 52 percent to 34 percent. Furthermore, 61 percent of OCTA riders who are working full-time are now earning less than \$20,000 household income annually. Unemployment among riders has increased by 160 percent—from 5 percent to 13 percent, and 67 percent of unemployed rider households are earning less than \$10,000 annually in 2011. There has been a 60 percent increase in disabled riders—from 5 percent to 8 percent, with 57 percent of disabled riders earning less than \$10,000.

In addition, other bus patron surveys in Southern California since the 2007 Orange County survey show incomes much more similar to this 2011 survey than to the 2007 survey. A survey of riders just completed by Omnitrans in San Bernardino shows the same pattern of declining income, with 61 percent indicating household incomes of less than \$20,000 in the current survey and only 38 percent in 2007. An on-board survey conducted for Riverside Transit by Rea & Parker Research in 2007 showed 53 percent of riders with incomes under \$15,000.

Section 8: Conclusions and Recommendations

- Overall satisfaction with OCTA bus service is very high – 80 percent are satisfied. One-third feel that bus service has gotten better over the past 12 months.
- OCTA customers are frequent users of the bus – over 80 percent use the bus 4-to-7 days per week. Customers also tend to be long term riders, with over 60 percent riding for at least 4 years. Loyalty seems to be growing among patrons, as these percentages have increased substantially from 2007.
- The core areas that make OCTA a popular and successful provider of transportation services are as follows: safety on the bus, closeness of bus stop to destination, information in bus book, bus driver knowledge of service area, cleanliness of bus, and closeness of bus stop to home. These characteristics are important to respondents and they are satisfied with the service quality in these areas. It is important that OCTA maintain a high level of service in these areas in order to ensure that high satisfaction levels will be sustained.
- There are some areas of service that are important to OCTA bus riders, but they are not as satisfied with their quality of provision by OCTA as they are for other OCTA bus services. Investment in improving these areas could have a substantial impact on increasing the overall satisfaction with OCTA bus service. These characteristics include: on-time performance, safety at bus stops, frequency/wait time, cost of riding, and travel time. OCTA is actively addressing customer issues regarding bus stop safety, and sustained efforts in this direction are strongly encouraged. On-time performance can also be addressed or, at least, mitigated with the provision of real-time information.
- The printed bus book and information at bus stops are the most important sources of information about bus service to the customer. OCTA may consider maintaining and even enhancing these sources of information, as well as improving the quantity and timeliness of bus stop information – an enhancement that will help to resolve some of the lesser degree of satisfaction associated with this issue among bus riders.
- OCTA bus riders still dominantly pay their bus fare in cash. Over one-fourth of respondents who have never used a bus pass did not purchase one because they were not aware of where to do so. Riders would prefer to purchase passes at a retail store or grocery store. OCTA has an opportunity to increase bus pass sales by educating and informing bus riders of the availability of bus passes and where and how to purchase them.
- Cell phones are the most favored media for obtaining information about OCTA scheduling and route information. The provision of mobile applications and other internet services, for the purpose of providing information to customers via cell phones and smart phones, may go a long way to assist customers in attaining current and up-to-date information on bus service and schedules.

Appendix A

Methodology: Supplemental Information

Table A-1 was prepared by OCTA. It contains the bus stops to be surveyed, estimated boardings, and targeted sample size that was to be obtained during the survey process. These targeted sample sizes are based upon a presumed response rate of 12 percent. The total sample was to be 1,400. The actual survey achieved a response rate of 18 percent; hence, the survey has almost 2,000 respondents.

Characteristics of Returned Surveys

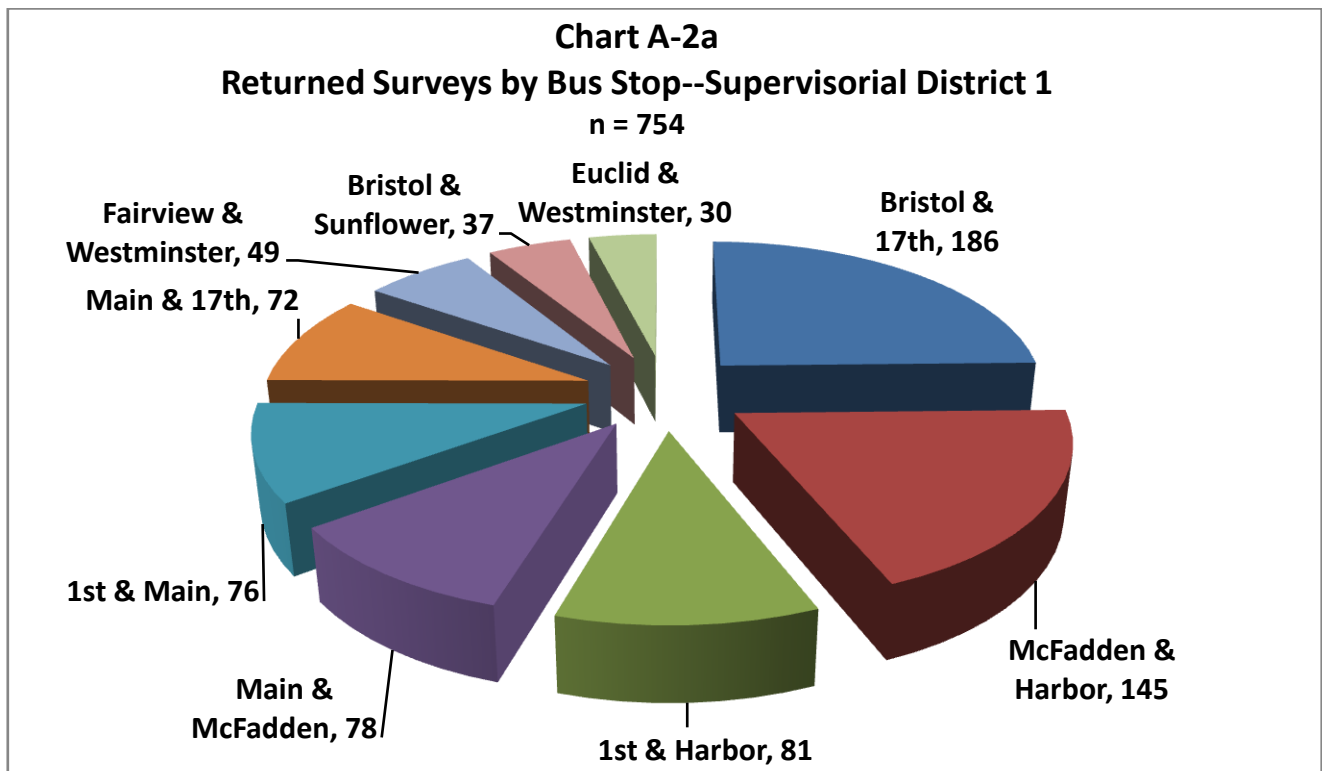
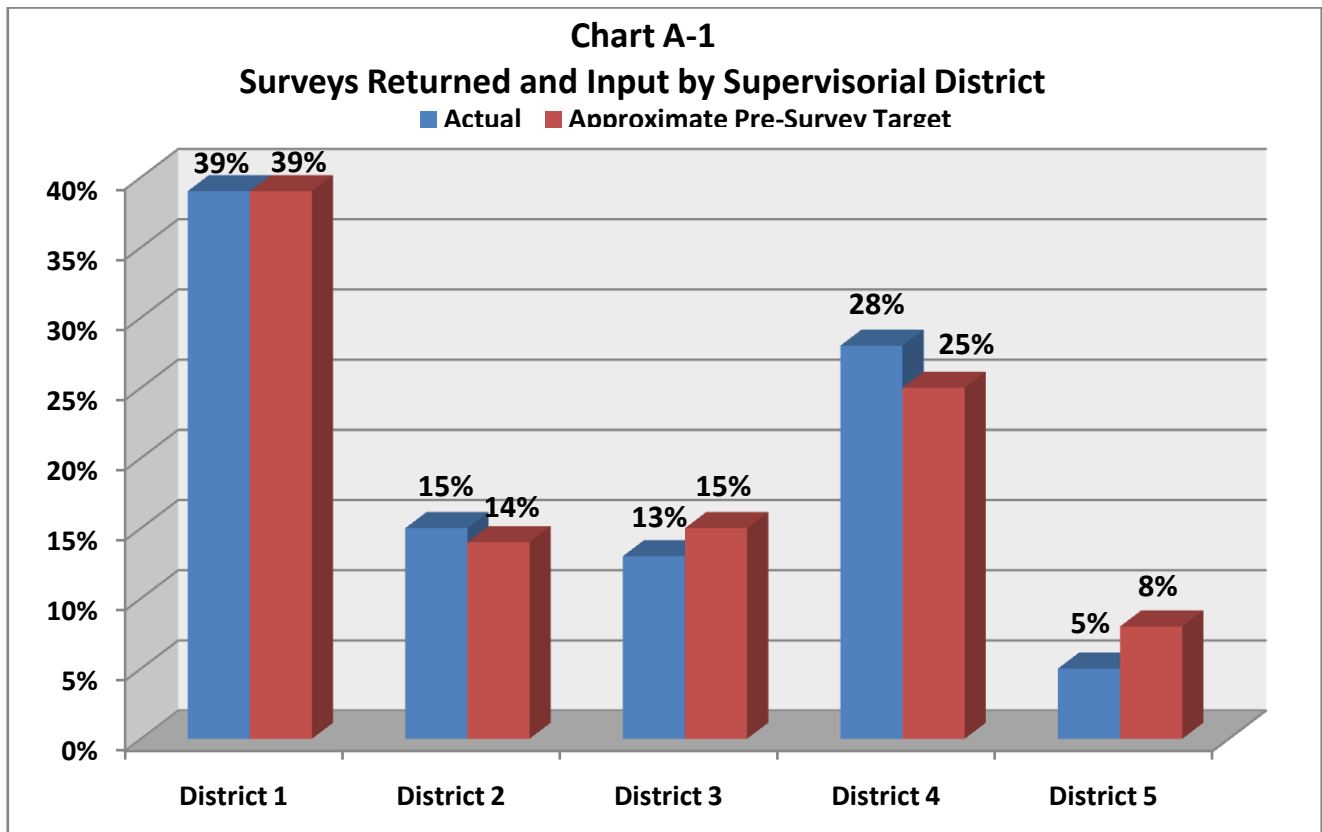
Chart A-1 shows the percentage of surveys returned and input by supervisorial district. The actual percentage of surveys returned is compared to the pre-survey target for each district. It is clear that the actual percentage of surveys returned in each district very closely approximates the percentage that was targeted. For example, in District 1, both the actual return and the target are identical at 39 percent and in District 4, a district which shows the most difference from the target (along with District 5), the actual return is 28 percent with a targeted return of 25 percent.

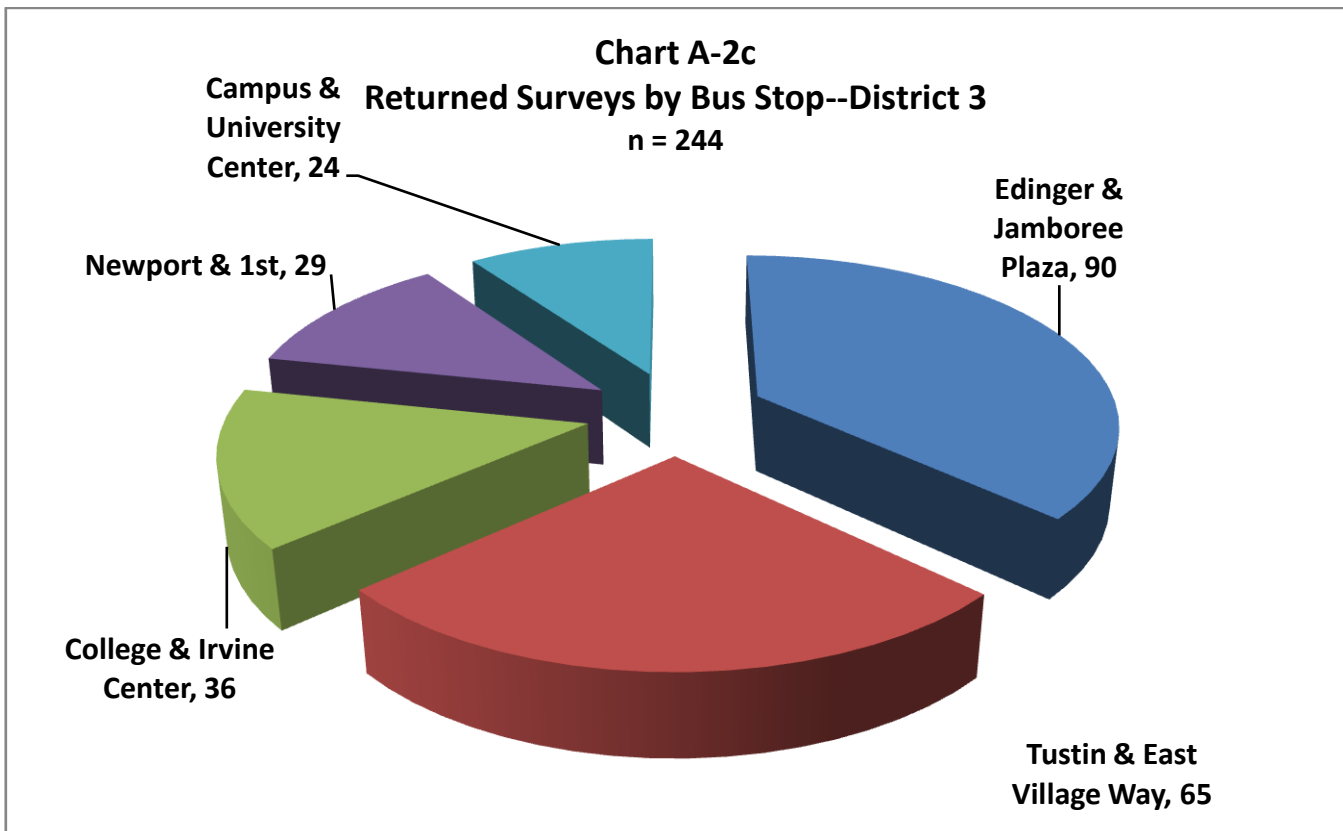
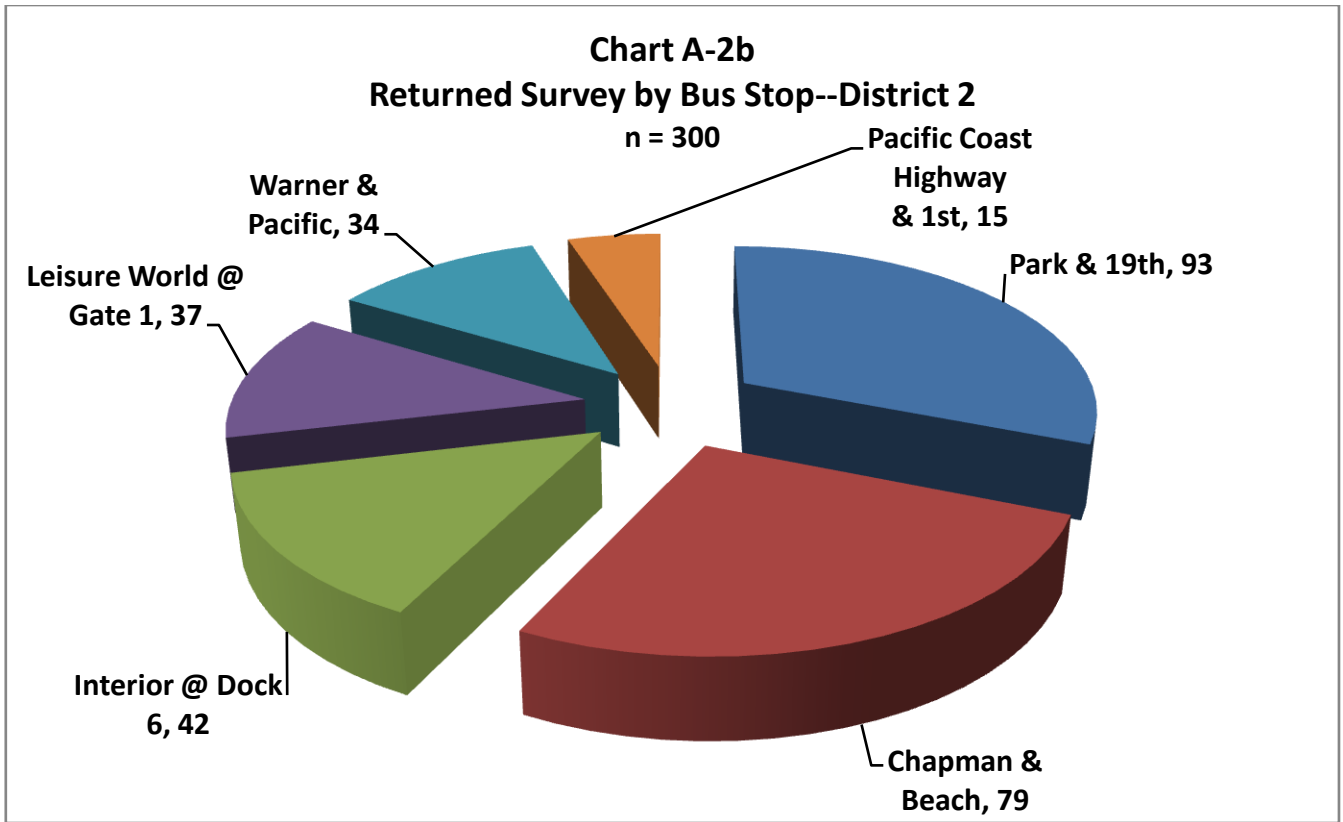
Charts A-2a through A-2e display the number of returned surveys distributed at each bus stop. There is a separate chart for each supervisorial district. It is noteworthy that each stop in the survey is represented by completed surveys that closely parallel the corresponding OCTA targets shown in **Table A-1**.

APPENDIX A: SUPPLEMENTAL METHODOLOGY INFORMATION

**Table A-1
OCTA Designated Sample Bus Stops**

Supervisorial District 1							
Stop ID	DIR	On Street	LOC	At Street	Routes	Est. Boardings	Sample Size
6548	EB	MCFADDEN	FS	HARBOR	66	981	116
6068	SB	BRISTOL	FS	17TH	51,57	632	76
5981	WB	1ST	FS	MAIN	55,64	538	65
6493	NB	MAIN	FS	MCFADDEN	53	531	64
5947	EB	1ST	FS	HARBOR	64	468	56
6513	SB	MAIN	NS	17TH	53,83,757	465	56
6035	NB	BRISTOL	FS	SUNFLOWER	55,57,76,173	429	52
6275	SB	FAIRVIEW	FS	WESTMINSTER	47	376	45
2271	NB	EUCLID	FS	WESTMINSTER	37	163	20
						Target Subtotal:	548
Supervisorial District 2							
Stop ID	DIR	On Street	LOC	At Street	Routes	Est. Boardings	Sample Size
1285	NB	PARK	VNS	19TH	43	453	52
6891	SB	LEISURE WORLD	@	GATE 1	42,60,211	306	35
5107	SB	INTERIOR	@	DOCK 6	1	265	32
7116	EB	CHAPMAN	FS	BEACH	54	217	26
5189	EB	WARNER	OPP	PACIFIC	1,21,70,72	205	25
3002	SB	PACIFIC COAST	OPP	1ST	29	196	23
						Target Subtotal:	193
Supervisorial District 3							
Stop ID	DIR	On Street	LOC	At Street	Routes	Est. Boardings	Sample Size
7192	WB	EDINGER	FS	JAMBOREE PLAZA	70,90,472,473	550	64
5640	SB	TUSTIN	FS	EAST VILLAGE WAY	24,46,50,71,167,213	276	31
7249	SB	NEWPORT	FS	1ST	60,64,71,79,167	194	22
3246	EB	CAMPUS	OPP	UNIVERSITY CENTER	59,79,175,178,473	575	42
3705	SB	COLLEGE	FS	IRVINE CENTER	66,90,167,175	606	44
						Target Subtotal:	203
Supervisorial District 4							
Stop ID	DIR	On Street	LOC	At Street	Routes	Est. Boardings	Sample Size
1963	NB	FTC	FS	SANTA FE	26,143	1080	121
247	SB	HARBOR	NS	EAST SHUTTLE AREA	43,83,430	588	66
486	WB	LINCOLN	FS	STATE COLLEGE	42	398	45
234	SB	HARBOR	NS	LA PALMA	43	383	43
1732	SB	COMMONWEALTH	FS	NUTWOOD	26	333	38
4309	NB	BEACH	VFS	LA HABRA	29,129,143	327	37
						Target Subtotal:	350
Supervisorial District 5							
Stop ID	DIR	On Street	LOC	At Street	Routes	Est. Boardings	Sample Size
3984	SB	LHTC	@	DOCK 5	83	406	27
4851	EB	COLLEGE	FS	COLLEGE DRIVE WEST	82,85,91,191	1006	66
4475	NB	CROWN VALLEY	FS	GOLDEN LANTERN	85,490	51	13
						Target Subtotal:	106
						Total:	1,400





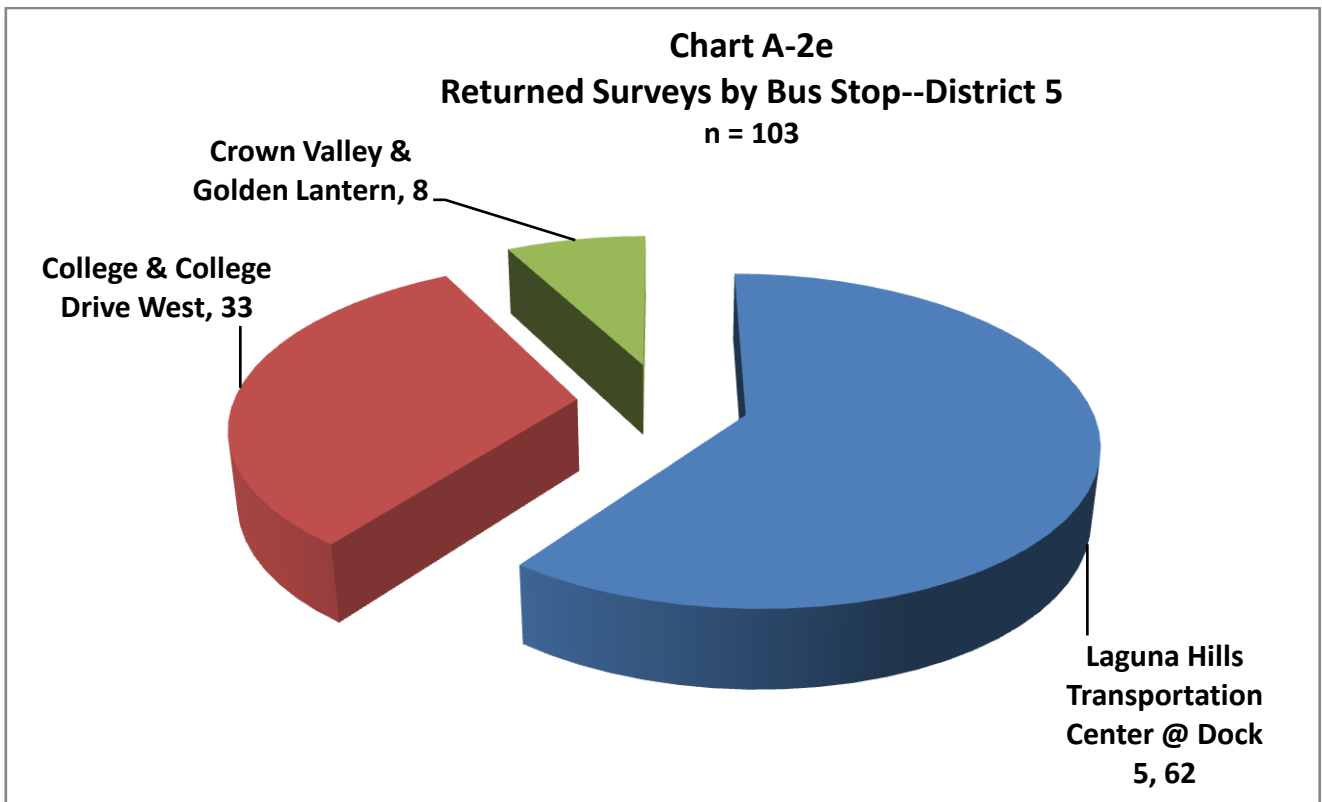
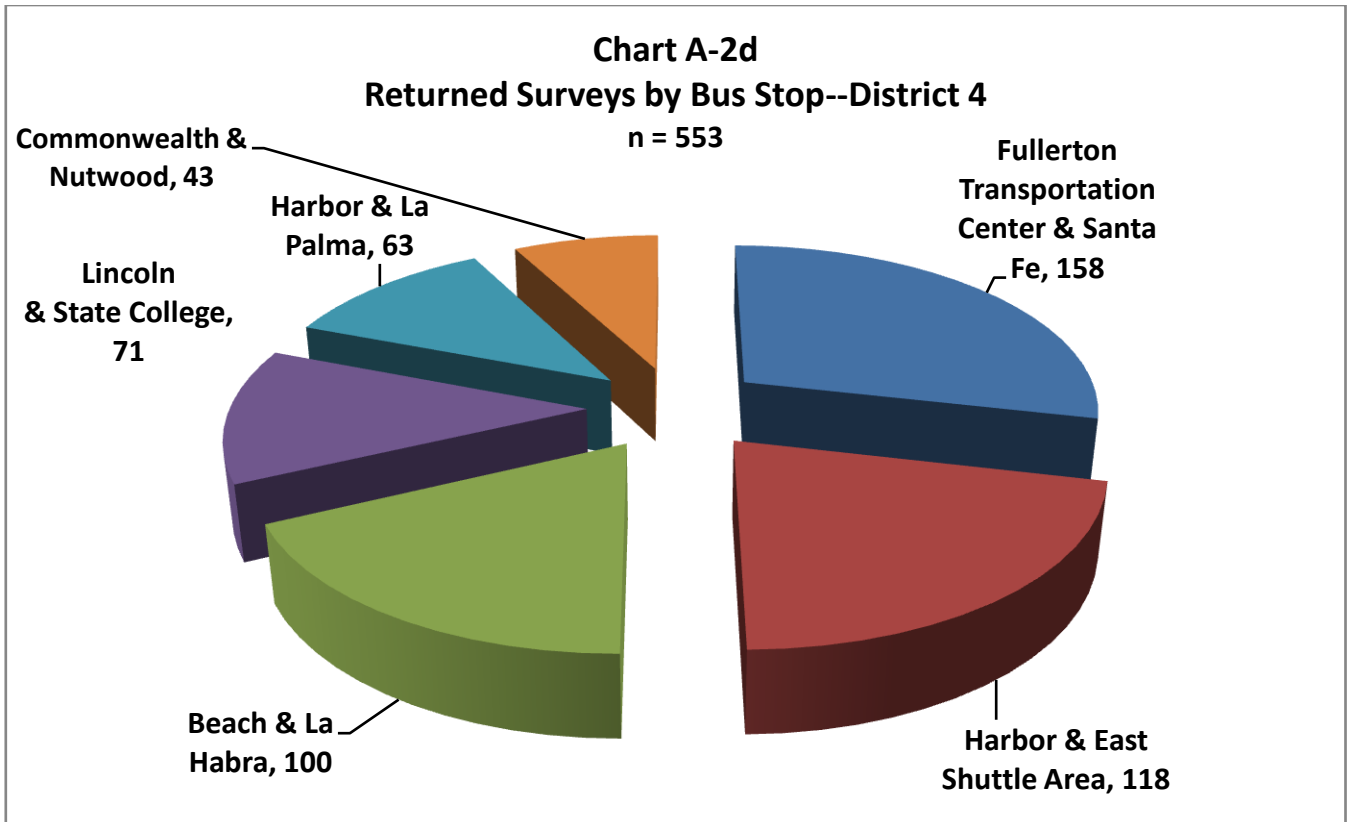
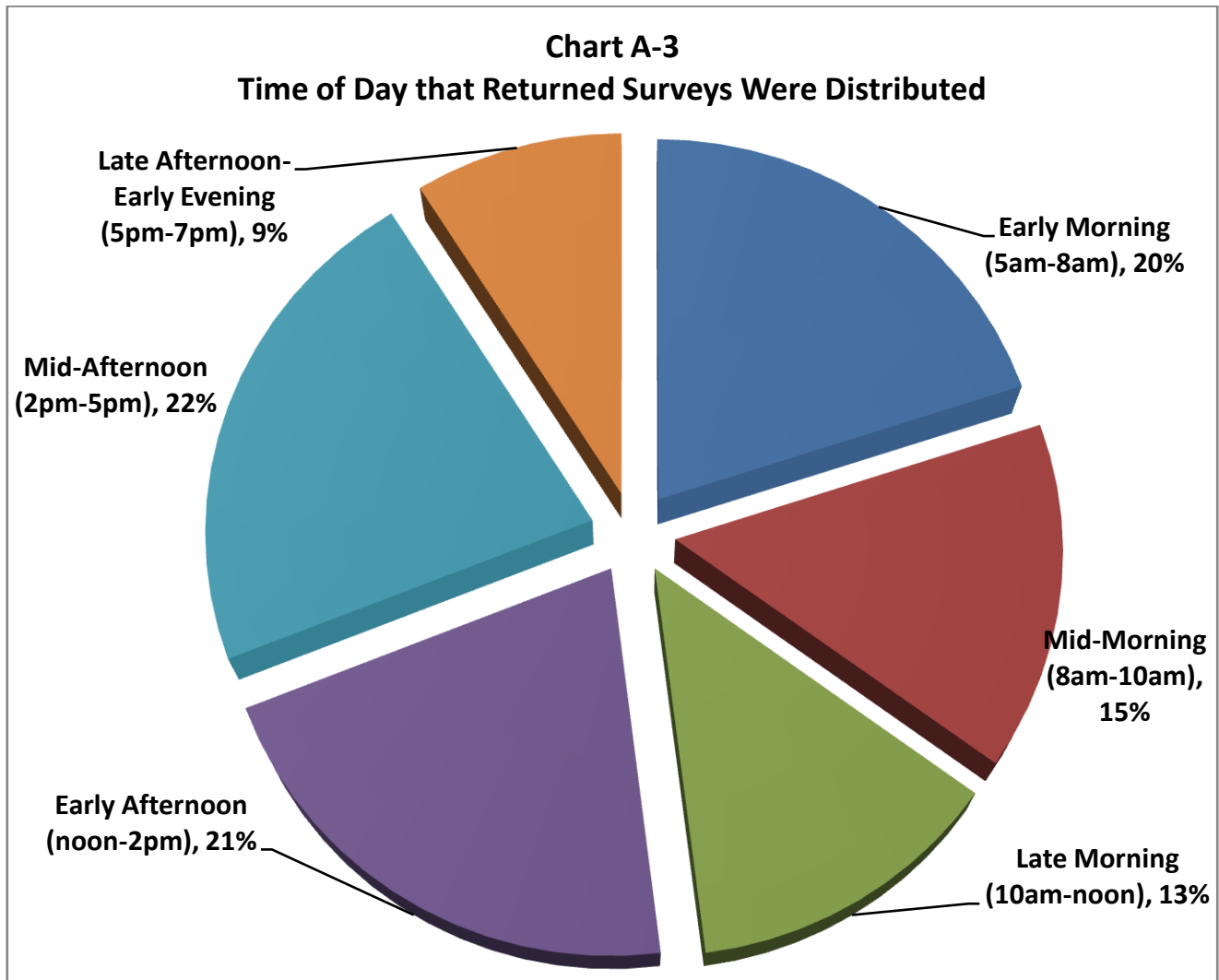


Chart A-3 indicates the time of day that returned surveys were distributed. The percentage of returned surveys ranges from 9 percent in the late afternoon (5:00pm -7:00pm) to 21 percent in the early afternoon (noon – 2:00pm). This distribution represents a reasonable distribution of returned surveys during various hours of the day.

Chart A-4 shows the time of day that returned surveys were distributed by supervisorial district. The critical finding from this chart is that returned surveys are represented in every time frame for each district. There are some variations from district to district. For example, in District 5, returned surveys in the mid-afternoon time frame (2:00pm to 5:00pm—37 percent) are greater than in the other Districts (range of 19 percent in District 3 to 23 percent in Districts 2 and 4); however, the overall distribution by time, bus stop and supervisorial district is very representative of the general population of riders at those bus stops.



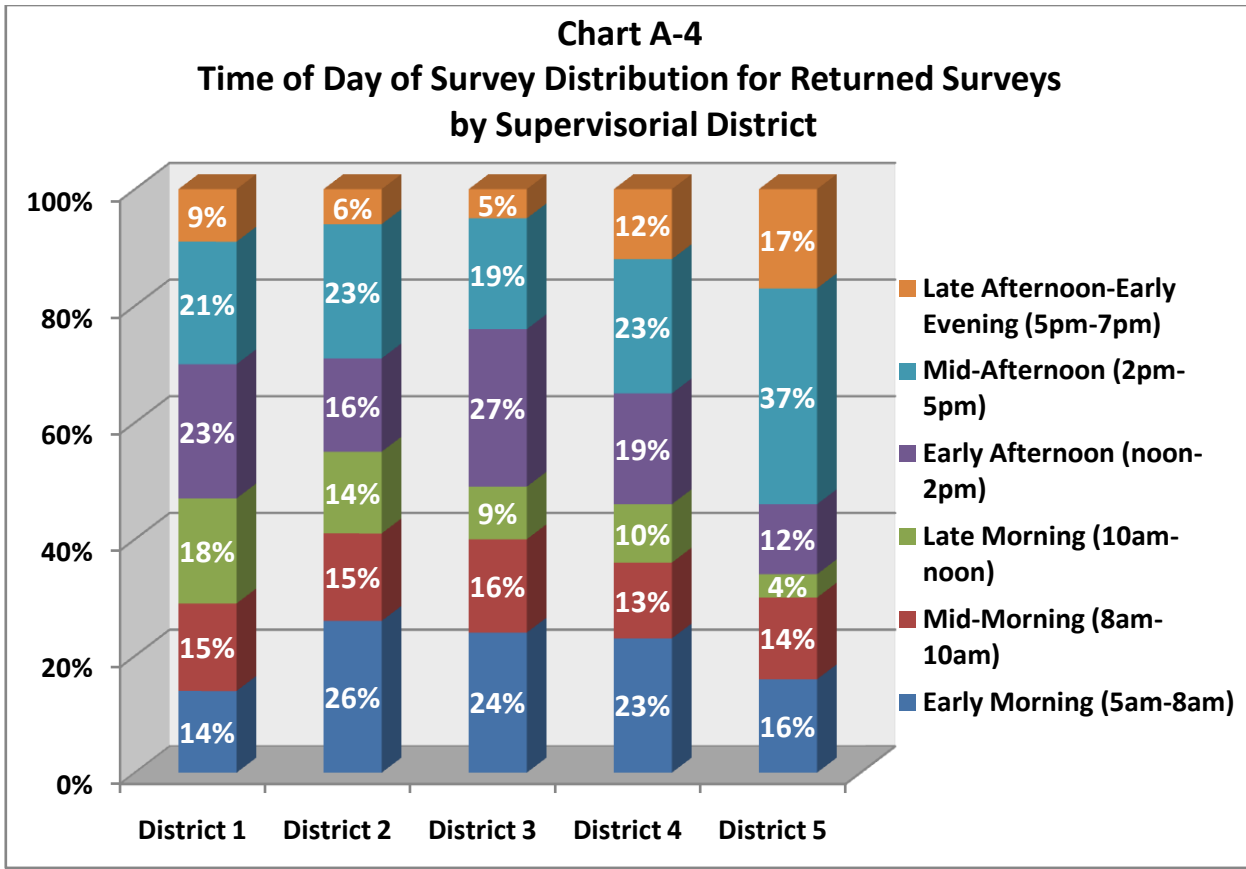
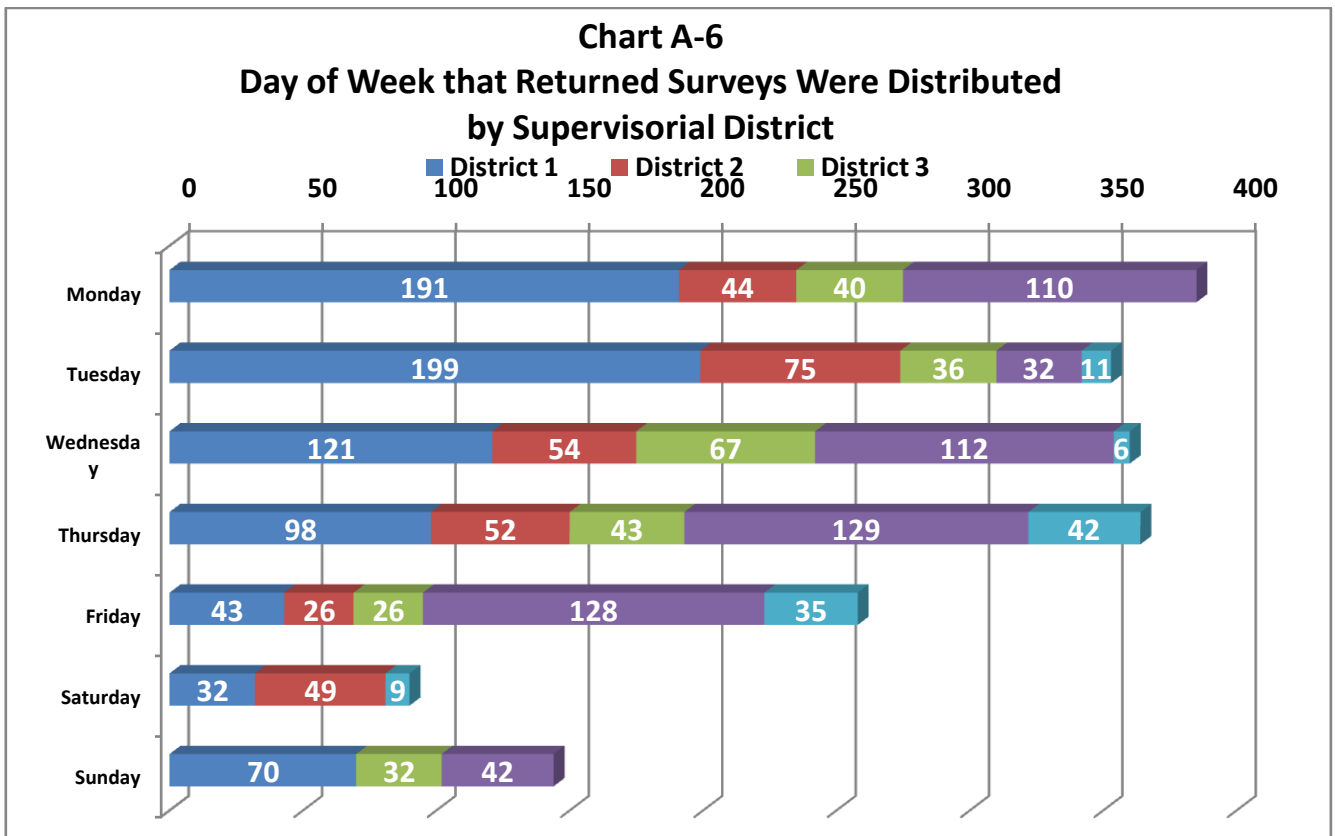
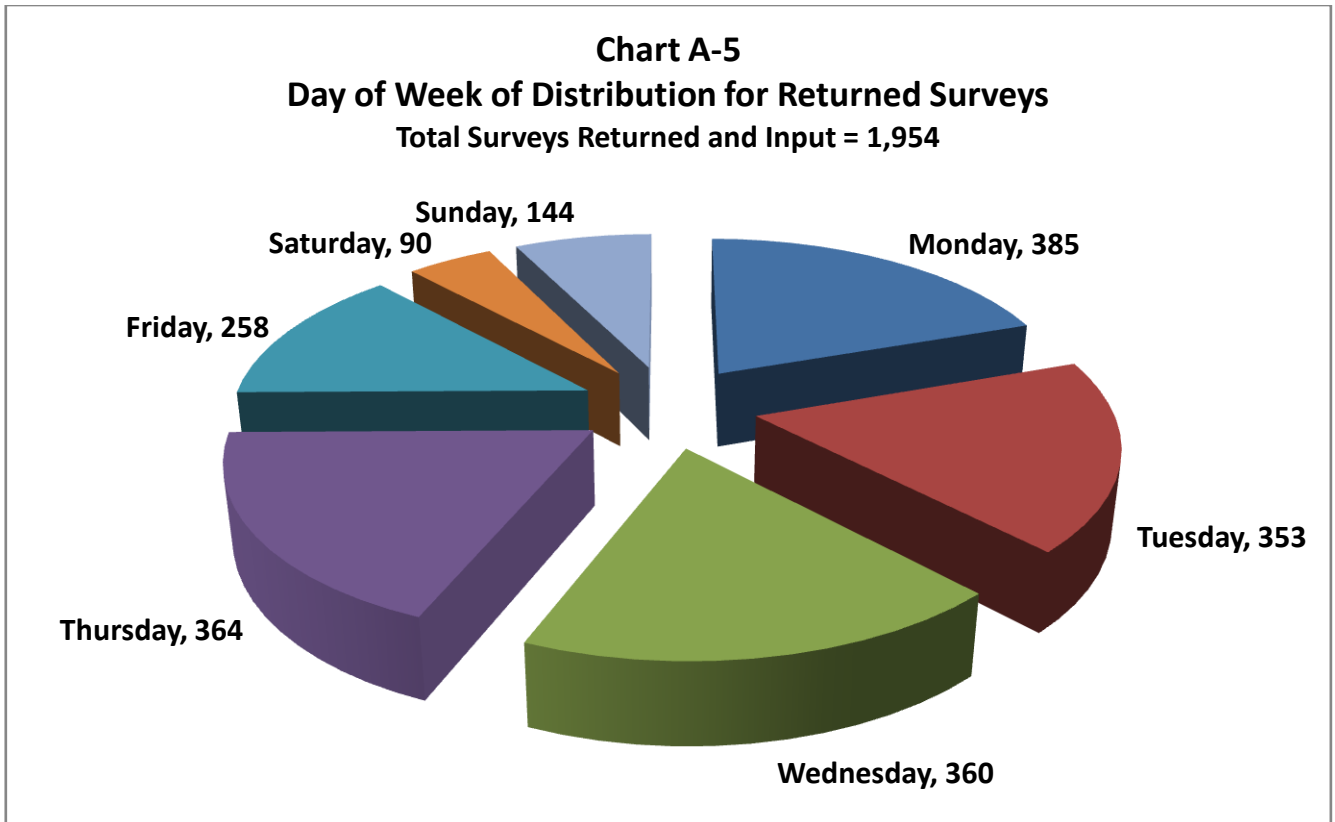


Chart A-5 shows the day of week that returned surveys were distributed. During the weekdays, the number of surveys returned narrowly range from 258 on Friday to 385 on Monday. Predictably, the weekend is lighter – 144 on Sunday and 90 on Saturday. **Chart A-6** shows the day of the week that returned surveys were distributed by supervisorial district. In District 5, no surveys were distributed on Monday and Sunday.

Survey Implementation: Detailed Information

Rea & Parker Research positioned trained survey personnel at each of the designated 29 bus stops for at least one day. Each bus stop was covered by a morning shift from 5am to 12noon and by an afternoon shift from 12noon to 7pm. For weekdays, a total of 58 shifts were completed. Three bus stops were selected from the 29 stops for Saturday survey distribution and three were selected for Sunday distribution. Each weekend bus stop was covered by a morning and an afternoon shift as well for a total of 12 weekend shifts. Weekday and weekend shifts sum to a total of 70 shifts for the entire survey project.



APPENDIX A: SUPPLEMENTAL METHODOLOGY INFORMATION

Survey personnel handed survey forms to bus riders who were waiting for a bus at the designated bus stops. Only potential respondents, who appeared to be at least 13 years of age, were handed a survey form. Also, every effort was made to determine if the potential respondent received the survey form at another bus stop or on another day to avoid a respondent completing a survey more than once. At the discretion of the potential respondent, a survey form could have been requested in English, Spanish, or Vietnamese. Along with the survey form, the potential respondent was handed a pre-addressed, postage paid envelope to be used in mailing the completed survey back to Rea & Parker Research. As an incentive for bus riders to complete the survey and return it, they were promised two 1 day OCTA bus passes as a thank you for their assistance.

Orange County Transportation Authority

2011 Bus Customer Satisfaction Survey



For those who return a survey to us, you will be sent by mail two 1-day OCTA bus passes as a thank you for your assistance.

When you are finished, please fold the survey in half, place it in the envelope you were provided, and mail it back (postage paid) to our research team at Rea & Parker Research.

Be certain to provide your name and address so that we can provide the bus passes to you.

Orange County Transportation Authority

2011 Bus Customer Satisfaction Survey

Introduction: Your help is needed for a research study about OCTA's bus system. We are very interested in getting your opinions. The survey should take about 15 minutes to complete and all information collected will be confidential.



For those participating who return a survey to us, you will be sent by mail two 1-day OCTA bus passes as a thank you for your assistance.

Please circle or place a checkmark next to your responses, as indicated. When you are finished, please fold the survey in half, place it in the envelope you were provided, and mail it back (postage paid) to our research team at Rea & Parker Research. Be certain to provide your name and address so that we can provide the bus passes to you.

Thank you very much.

SATISFACTION WITH OCTA BUS SERVICES

1. Overall, how satisfied are you with the current bus transportation services?

SELECT ONE		√
Very satisfied	1	40%
Somewhat satisfied	2	40%
Neither satisfied nor dissatisfied	3	8%
Somewhat dissatisfied	4	8%
Very dissatisfied	5	4%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

2. Would you say the bus transportation services are better, worse or the same as twelve months ago?

SELECT ONE	√
Better	1 32%
Same	2 50%
Worse	3 18%

3. Thinking about your most recent bus trips, on a scale of one to five where 1 means *very satisfied* and five means *very dissatisfied*, how would you rate the following items?

- 1 = Very satisfied
- 2 = Somewhat satisfied
- 3 = Neither satisfied nor dissatisfied
- 4 = Somewhat dissatisfied
- 5 = Very dissatisfied

ITEM	CIRCLE RESPONSE ON EACH ROW	% rate 1-2
a. Cost of riding the bus	1 2 3 4 5	58%
b. On-time performance of the bus	1 2 3 4 5	55%
c. Frequency of buses/wait time at bus stops	1 2 3 4 5	43%
d. Number of transfers necessary to reach your destination	1 2 3 4 5	62%
e. Closeness of bus stop to your home	1 2 3 4 5	80%
f. Closeness of bus stop to your final destination	1 2 3 4 5	76%
g. Accuracy of information provided by the OCTA's telephone customer information center (636-RIDE)	1 2 3 4 5	67%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

h. Reliability of transfer connections	1	2	3	4	5	61%
i. Bus driver courtesy	1	2	3	4	5	69%
j. Bus driver's knowledge about the service	1	2	3	4	5	71%
k. Safety on the bus	1	2	3	4	5	75%
l. Safety at bus stops	1	2	3	4	5	65%
m. Cleanliness of the bus	1	2	3	4	5	73%
n. Travel time of your trip	1	2	3	4	5	64%
o. Information provided at bus stops	1	2	3	4	5	54%
p. Information provided in the bus book (both printed and online at OCTA.net)	1	2	3	4	5	77%

4. Now we would like to know how important these items are to your overall satisfaction with bus service. On a scale of one to five, where 1 means very important and 5 means not at all important, how would you rate these same items in terms of their importance to you?

- 1 = Very important
- 2 = Somewhat important
- 3 = Neither important nor unimportant
- 4 = Somewhat unimportant
- 5 = Very unimportant

ITEM	CIRCLE RESPONSE ON EACH ROW					% rate 1-2
a. Cost of riding the bus	1	2	3	4	5	85%
b. On-time performance of the bus	1	2	3	4	5	89%
c. Frequency of buses/Wait time at bus stops	1	2	3	4	5	87%
d. Number of transfers necessary to reach your destination	1	2	3	4	5	80%
e. Closeness of bus stop to your home	1	2	3	4	5	86%
f. Closeness of bus stop to your final destination	1	2	3	4	5	87%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

g. Accuracy of information provided by the OCTA's telephone customer information center (636-RIDE)	1	2	3	4	5	78%
h. Reliability of transfer connections	1	2	3	4	5	82%
i. Bus driver courtesy	1	2	3	4	5	83%
j. Bus driver's knowledge about the service	1	2	3	4	5	86%
k. Safety on the bus	1	2	3	4	5	88%
l. Safety at bus stops	1	2	3	4	5	86%
m. Cleanliness of the bus	1	2	3	4	5	86%
n. Travel time of your trip	1	2	3	4	5	86%
o. Information provided at bus stops	1	2	3	4	5	80%
p. Information provided in the bus book (both printed and online at OCTA.net)	1	2	3	4	5	85%

5. Besides price, please check **up to three areas** listed below in which OCTA should make improvements to bus service.

SELECT UP TO THREE	√ sums to >100%--3 responses possible	
Frequency of service	1	52%
Bus driver courtesy and professionalism	2	25%
Security and safety at bus stops	3	19%
Security and safety on the bus	4	13%
Security and safety at transit centers	5	5%
Security and safety at park-and-ride	6	3%
Comfort of bus seating	7	12%
Overcrowding inside buses	8	44%
Customer information	9	5%
Transfer connections	10	12%
Directness of service	11	5%
More evening service	12	32%
More weekend service	13	35%
More express bus service w/in the county	14	5%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

More express bus service to neighboring counties	15	5%
More customized bus service to major activity centers (e.g., Orange County Fair, Angel Stadium, the beaches and Disneyland)	16	6%
Bus service to parts of Orange County not presently covered	17	7%
Other; specify: _____	25	4%
None of the above	30	1%

BUS USAGE

6. How often do you currently ride an OCTA bus? Would you say:

SELECT ONE		√
4 – 7 days per week	1	82%
1 – 3 days per week	2	15%
At least once per month	3	1%
A few times per year	4	1%
Less than a few times per year	5	1%

7. Would you say that you are riding an OCTA bus more often, less often or about the same as you were twelve months ago?

SELECT ONE		√
More Often	1	67%
Less Often	2	8%
Same as last year	3	25%

8. For how long have you used OCTA bus service?

SELECT ONE		√
Less than one year	1	13%
One to three years	2	24%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

Four to six years	3	16%
Seven or more years	4	44%
Not sure	9	3%

9. What is the primary reason, or most important reason, you ride the OCTA bus instead of using other means of transportation?

SELECT ONE	√	
Cannot afford to purchase or maintain an automobile	1	42%
Car not working currently	2	4%
High gas prices	3	6%
Save money by riding bus	4	9%
Avoid traffic congestion	5	2%
Helps environment/air quality	6	3%
Better use of time	7	1%
Enjoy riding bus	8	3%
Prefer not to drive	9	4%
No drivers' license – don't drive	10	24%
Other; specify: _____	15	1%
None of the above	20	1%

PLEASE CONTINUE TO THE NEXT PAGE

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

10–11. Which of the following sources have you used for getting information about OCTA bus service?
Please answer the effectiveness question to the right of any responses that you check. Thank you.

CHECK ALL THAT APPLY		√	»»	HOW EFFECTIVE WAS THAT SOURCE IN GETTING INFORMATION TO YOU ABOUT OCTA BUS SERVICE					% rate 1 or 2
				CIRCLE YOUR RESPONSES					
				Very Effective(1)-----Not Effective at All(5)					
a. Printed Bus Books	1	84%	»»	1	2	3	4	5	86%
b. eBusbook from OCTA's website	2	53%	»»	1	2	3	4	5	68%
c. Trip Planner from OCTA's website	3	47%	»»	1	2	3	4	5	64%
d. OCTA mobile site	4	41%	»»	1	2	3	4	5	58%
e. Information at Bus Stops	5	65%	»»	1	2	3	4	5	60%
f. Text4Next (mobile texting for next bus schedules)	6	53%	»»	1	2	3	4	5	71%
g. Inside bus advertising	7	51%	»»	1	2	3	4	5	60%
h. Outside bus advertising	8	42%	»»	1	2	3	4	5	51%
i. Email/Rider Alerts	9	38%	»»	1	2	3	4	5	48%
j. On-bus Rider Alerts flyers	10	48%	»»	1	2	3	4	5	64%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

k. Special Promotional Service Brochure on bus	11	42%	»»	1	2	3	4	5	61%
l. Social Media: Facebook and/or Twitter	12	35%	»»	1	2	3	4	5	45%
m. Telephone Customer Information Center (636-RIDE)	13	55%	»»	1	2	3	4	5	74%
n. Google Transit website	14	41%	»»	1	2	3	4	5	59%
o. 511 (phone)	15	35%	»»	1	2	3	4	5	46%
p. Go511.com website	16	32%	»»	1	2	3	4	5	40%
x. Other; specify: _____	17	17%	»»	1	2	3	4	5	43%
z. I don't use any of these media	18	12%	»»						

12. In the last six months, while you were waiting at a bus stop, has there been a time when your bus passed by without stopping for you?

SELECT ONE	√
Yes	1 46%
No	2 54%

**THE FOLLOWING QUESTIONS ARE ABOUT
THE ONE SPECIFIC OCTA BUS TRIP
DURING WHICH YOU WERE HANDED THE SURVEY**

13. Which OCTA bus route were you about to board when you received this survey form?

OCTA Bus Route # __Next Page_____

14. Where are/were you going on this trip? **OR** If you are/were going home, where did you come from? **SELECT THE ONE MAIN PURPOSE OF YOUR TRIP.**

SELECT ONE	√	
Work	1	43%
Shopping	2	8%
School (K-12)	3	4%
School (college/university/trade school)	4	12%
Recreation/social visit	5	6%
Personal business/errands	6	16%
Health/doctor's appointment	7	9%
Other; specify: _____	15	2%

15. How many total transfers will/did you make during this trip from where you started to your final destination?

__See Next Page_____ **(PLEASE FILL-IN NUMBER OF TRANSFERS—ENTER 0, IF NONE)**

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

Q13. Which OCTA bus route were you about to board when you received this survey form?

Route 43	16%
Route 57	13%
Route 53	7%
Route 64	6%
Route 66	6%
Route 42	5%
Route 83	5%
Route 26	4%
Route 47	4%
Route 1	3%
Route 29	3%
Route 54	3%
Route 60	3%
Route 143	3%
Route 37	2%
Route 71	2%
Route 167	2%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

Q15. Number of Transfers--Subject Trip

		Frequency	Valid Percent	Cumulative Percent
Valid	0	302	17.3	17.3
	1	358	20.5	37.8
	2	630	36.0	73.8
	3	269	15.4	89.2
	4	143	8.2	97.4
	5	22	1.3	98.6
	6	24	1.4	100.0
	Total	1748	100.0	
Missing	System	206		
Total		1954		

16. Other than the bus you are on now or were on after you were handed the survey, what other travel modes did you or will you use to complete that trip?

CHECK ALL THAT APPLY	√
a. Bicycle	13%
b. Walk more than 2 blocks	60%
c. Drive a car by myself	4%
d. Carpool / Driven by someone else	7%
e. Motorcycle	1%
f. Vanpool	2%
g. Other OCTA bus	29%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

h. ACCESS	1%
i. StationLink	1%
j. Metrolink	5%
k. Amtrak	2%
l. Bus other than OCTA – please name the Bus agency: Metro 2%, Foothill 1%, Long Beach 2%	5%
x. Other; specify: Walk less than 2 blocks, skateboard, wheelchair	1%

17. How much time would you estimate you have spent or will spend completing this trip—start to finish—from where you started to your final destination, including all transfers to and from other transit systems, if applicable?

SEE NEXT PAGE

_____(Hours) _____(Minutes)

(PLEASE FILL-IN TRAVEL TIME IN HOURS AND MINUTES)

PLEASE CONTINUE TO THE NEXT PAGE

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

Q17—Travel Time

Mean = 1 hour 40 minutes

Median = 1 hour 30 minutes

Less than 15 minutes	2%
15-29 minutes	6%
30-44 minutes	10%
45-59 minutes	9%
1 hour- 1 hour 14 minutes	15%
1 hour 15 minutes-1 hour 29 minutes	8%
1 hour 30 minutes-1 hour 45 minutes	14%
1 hour 45 minutes- 1 hour 59 minutes	5%
2 hours - 2 hours 59 minutes	19%
3 hours- 3 hours 59 minutes	6%
4 hours or more	6%

FARE PAYMENT

18-19. How did you pay for this trip? **Please select one payment method and then (to the right) check any payment method you have ever used.**

Place a checkmark next to (or circle) the method of payment you used for this trip	SELECT ONE ✓		»»	Please indicate if you have ever used any of these other methods to pay for an OCTA bus trip.	✓
				[CHECK ALL THAT APPLY]	
Cash	1	47%	»»	Cash	38%
One day pass, on board	2	13%	»»	One day pass, on board	50%
Pre-paid one day pass	3	3%	»»	Pre-paid one day pass	19%
Pre-paid one day pass from 10-pack	4		»»	Pre-paid one day pass from 10-pack	5%
OCLink All Day Bus & Rail pass	5		»»	OCLink All Day Bus & Rail pass	2%
Youth 30-day pass	6	5%	»»	Youth 30-day pass	8%
Regular 30-day pass	7	19%	»»	Regular 30-day pass	27%
Senior/disabled 30-day pass	8	7%	»»	Senior/disabled 30-day pass	6%
Express 30-day pass	9		»»	Express 30-day pass	2%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

Regular 15-day pass	10	1%	»»	Regular 15-day pass	8%
Senior/disabled 15-day pass	11		»»	Senior/disabled 15-day pass	2%
Regular 7-day pass	12		»»	Regular 7-day pass	9%
Senior/disabled 7-day pass	13		»»	Senior/disabled 7-day pass	2%
College pass	14	1%	»»	College pass	3%
Youth Summer Pass	15		»»	Youth Summer Pass	3%
Employer pass	16	2%	»»	Employer pass	2%
University pass (UCI/CSUF id card)	17	2%	»»	University pass (UCI/CSUF id card)	1%
Metrolink ticket/pass	18		»»	Metrolink ticket/pass	5%
Other; specify: _____	25		»»	Other; specify: _____	

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

20. **IF YOU HAVE NEVER USED ANY OF THE PASSES IN QUESTIONS 18-19**, please tell us why you have NOT used any of these OCTA bus passes.

SELECT ONE	√	
No need	1	56%
Not aware of where I can purchase them	2	26%
Other reason; specify: _____	7	7%
Not sure	8	6%
I have never used an OCTA bus pass.	9	
Cost		5%

21. **IF YOU HAVE EVER PURCHASED OR PLAN TO PURCHASE A BUS PASS**, where would you prefer to purchase your OCTA bus pass?

SELECT ONE	√	
Phone (636-RIDE)	1	2%
OCTA Store at OCTA Headquarters	2	8%
OCTA website	3	4%
Employers	4	5%
Schools	5	6%
Retail locations such as grocery or convenience stores (Ralphs, Vons, Pavilions)	6	66%
Other; specify: _____	10	5%
I have not purchased and do not plan to purchase a bus pass	20	4%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

22-24. For each of the programs and services listed below, please tell us if you are aware of that particular OCTA programs or service?

	√ response for every row (a-b-c) and to right			
	Yes	No	Unsure	
a. Transit System Study	1 24%	2 56%	9 20%	
b. OC Fair Express	1 33%	2 50%	9 17%	>> Check here if you have ever used the OC Fair Express ___6%___
c. OCLink All-Day Bus & Rail Pass	1 42%	2 43%	9 15%	>> Check here if you have ever used the OC All-Day Bus and Rail Pass ___10%___

ELECTRONIC MEDIA

25-26. Do you currently have access to these electronic media and payment methods?

Please answer the questions in the second and fourth columns. Thank you.

(1)	(2)	(3)	(4)
	CHECK (√) ALL THAT APPLY	»	THROUGH WHICH OF THESE ELECTRONIC MEDIA WOULD YOU MOST PREFER TO RECEIVE SCHEDULING AND ROUTE INFORMATION IN THE FUTURE? (SELECT UP TO 2 AND PLEASE RANK THEM WITH 1 BEING MOST IMPORTANT AND 2 BEING SECOND MOST IMPORTANT)
a. Cell phone	59%	»	46%
b. iPhone	10%	»	6%
c. Android phone	13%	»	10%
d. Other smart phone	4%	»	2%
e. Internet on my computer	41%	»	28%
f. Facebook	23%	»	6%
g. Twitter	6%	»	1%
x. Other Social Media; specify: _____	3%	»	1%
y. Credit card	13%		
z. Debit card	25%		

Occupation--coded

DEMOGRAPHICS

These last few questions are for classification purposes only. Like the other responses you have given, responses to these questions are completely confidential.

27. Which one of the following categories best describes your employment status?

SELECT ONE	√		
Employed full time	1	34%	CONTINUE with Question 28
Employed part time	2	22%	CONTINUE with Question 28
Student—not working	3	15%	SKIP to Question 31
Homemaker	4	4%	SKIP to Question 32
Not currently employed	5	13%	SKIP to Question 32
Disabled, unable to work	6	8%	SKIP to Question 32
Retired	7	4%	SKIP to Question 32
Other; specify: _____	10		SKIP to Question 32

28. What is your occupation? _____ see next page _____

29. In what city do you work? _____ see next page #2 _____

30. Are you also attending school at this time?

SELECT ONE	√		
Yes	1	30%	
No	2	70%	IF NO, SKIP TO QUESTION #32

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

OCCUPATION		Frequency	Valid Percent	Cumulative Percent
Valid	Law/Government	11	1.0	1.0
	Construction	37	3.4	4.4
	Manufacturing	42	3.9	8.3
	Transportation/Utilities	23	2.1	10.4
	Retail	131	12.0	22.4
	Engineering/Sciences	29	2.7	25.0
	Finance/Insurance/Real Estate	32	2.9	28.0
	Hospitality	176	16.1	44.1
	Services	245	22.5	66.6
	General Office	48	4.4	71.0
	Arts/Entertainment	14	1.3	72.3
	Warehouse	29	2.7	75.0
	Medical/Health	54	5.0	79.9
	Education	29	2.7	82.6
	Tourism	19	1.7	84.3
	Work at Home	37	3.4	87.7
	Sales	29	2.7	90.4
	Administrator/Management	20	1.8	92.2
	General Labor	48	4.4	96.6
	Other	37	3.4	100.0
	Total	1090	100.0	

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

Missing System	864	
Total	1954	

31. In what city do you attend school? _____ see next page _____

32. Into which of the following age categories do you fall?

SELECT ONE	√	
13-17	1	4%
18-24	2	20%
25-34	3	14%
35-44	4	20%
45-54	5	21%
55-64	6	15%
65 or older	7	6%

MEDIAN AGE = 40

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

City-Where Work-- coded

		Frequency	Valid Percent	Cumulative Percent
Valid	Santa Ana	170	16.3	16.3
	Anaheim	178	17.0	33.3
	Costa Mesa	74	7.1	40.4
	Irvine	78	7.5	47.9
	Orange	59	5.7	53.5
	Fullerton	68	6.5	60.1
	Brea	20	1.9	62.0
	Buena Park	22	2.1	64.1
	Garden Grove	22	2.1	66.2
	Huntington Beach	26	2.5	68.7
	La Habra	16	1.5	70.2
	Laguna Beach	18	1.7	71.9
	Long Beach/Seal Beach	32	3.1	75.0
	Mission Viejo	22	2.1	77.1
	Newport Beach	41	3.9	81.0
	Tustin	19	1.8	82.9
	Multiple Other Orange County Cities	35	3.4	86.2
	Other Counties' Cities	41	3.9	90.1
	Other Orange County Cities	103	9.9	100.0

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

		City Where Attend School--coded		
		Frequency	Valid Percent	Cumulative Percent
Valid	Santa Ana	153	32.6	32.6
	Anaheim	45	9.6	42.1
	Costa Mesa	31	6.6	48.7
	Irvine	34	7.2	56.0
	Orange	15	3.2	59.1
	Fullerton	81	17.2	76.4
	Buena Park	1	.2	76.6
	Garden Grove	10	2.1	78.7
	Huntington Beach	12	2.6	81.3
	La Habra	2	.4	81.7
	Long Beach/Seal Beach	9	1.9	83.6
	Mission Viejo	34	7.2	90.9
	Newport Beach	1	.2	91.1
	Tustin	4	.9	91.9
	Cypress	11	2.3	94.3
	Other Counties' Cities	13	2.8	97.0
	Other Orange County Cities	14	3.0	100.0
	Total	470	100.0	
Missing	System	1484		

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

Total	1954		
-------	------	--	--

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

33. What is the highest level of education you have completed?

SELECT ONE	\sqrt	
Some high school or less	1	27%
High school graduate	2	29%
Some college/technical school/associate degree	3	33%
4-year college degree	4	8%
Post graduate degree	5	3%

34. To ensure that we have a representative sample, please tell us which of these categories best describes your ethnic origin?

SELECT ONE	\sqrt	
Caucasian/White	1	24%
Hispanic/Latino	2	58%
Asian/Pacific Islander	3	7%
African American/Black	4	6%
Native American/American Indian	5	1%
Middle Easterner + Other	6	1%
Mixed Ethnicities. Please specify: _____	9	3%
Other; specify: _____	10	

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

35. Which of the following categories best describes your annual household income?

SELECT ONE	√	
Under \$10,000	1	44%
\$10,000 and under \$20,000	2	29%
\$20,000 to less than \$35,000	3	13%
\$35,000 to less than \$50,000	4	6%
\$50,000 to less than \$75,000	5	4%
\$75,000 to less than \$100,000	6	2%
\$100,000 to less than \$150,000	7	1%
\$150,000 or more	8	1%

36. What is your home zip code?

See next page

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

Q36. Major Residential Zip Codes

92703	8%
92704	7%
92701	7%
92805	5%
92707	5%
92801	4%
92780	4%
92706	3%
92627	3%
92843	3%
90680	2%
92802	2%
92804	2%
90631	2%
92705	2%
92833	2%
92806	2%
92630	2%
92831	2%
92832	2%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

37-38. Other than the language of the survey*, what other language(s) do you speak? **Please answer the questions in the second and fourth columns. Thank you.**

*1414 English surveys

524 Spanish surveys

16 Vietnamese surveys

See next page

(1) CHECK ALL THAT APPLY	(2) √	(3) »»	(4) AMONG THE LANGUAGES YOU SPEAK, WHICH ONE DO YOU MOST PREFER FOR RECEIVING BUS INFORMATION SELECT ONE √	
a. English	10%	»»		61%
b. Spanish	27%	»»	1	35%
c. Vietnamese	1%	»»	2	1%
d. Chinese	1%	»»	3	
e. Korean	1%	»»	4	
f. Tagalog	3%	»»	5	1%
g. Farsi	1%	»»	6	

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

h. Persian (Other than Farsi)		»»	7	
i. Sign language	2%	»»		
j. Other; specify: French, German, Japanese, Arabic, Russian	4%	»»	10	2% (also includes Chinese and Korean)

39. What is your gender?

		√
Male	1	44%
Female	2	56%

APPENDIX B: QUESTIONNAIRE & TOPLINE FREQUENCY PERCENTAGES

37--combined (# of surveys plus % alternative language)

Languages Spoken

English	83%
Spanish	54%
Tagalog	3%
American Sign Language	2%
Vietnamese	2%
Chinese	1%
Korean	1%
Farsi	1%
French	1%
Other (e.g. Indian Languages, German, Japanese, Arabic, Russian)	4%

Please provide your mailing address below so that we can send you the bus passes.

Name: _____

Street Address or P.O. Box: _____ Apartment or Suite # _____

City: _____ State _____ Zip Code _____

Thank you very much for your participation and much appreciated assistance.

Appendix C

Supplemental Information: Charts Not Included in Report

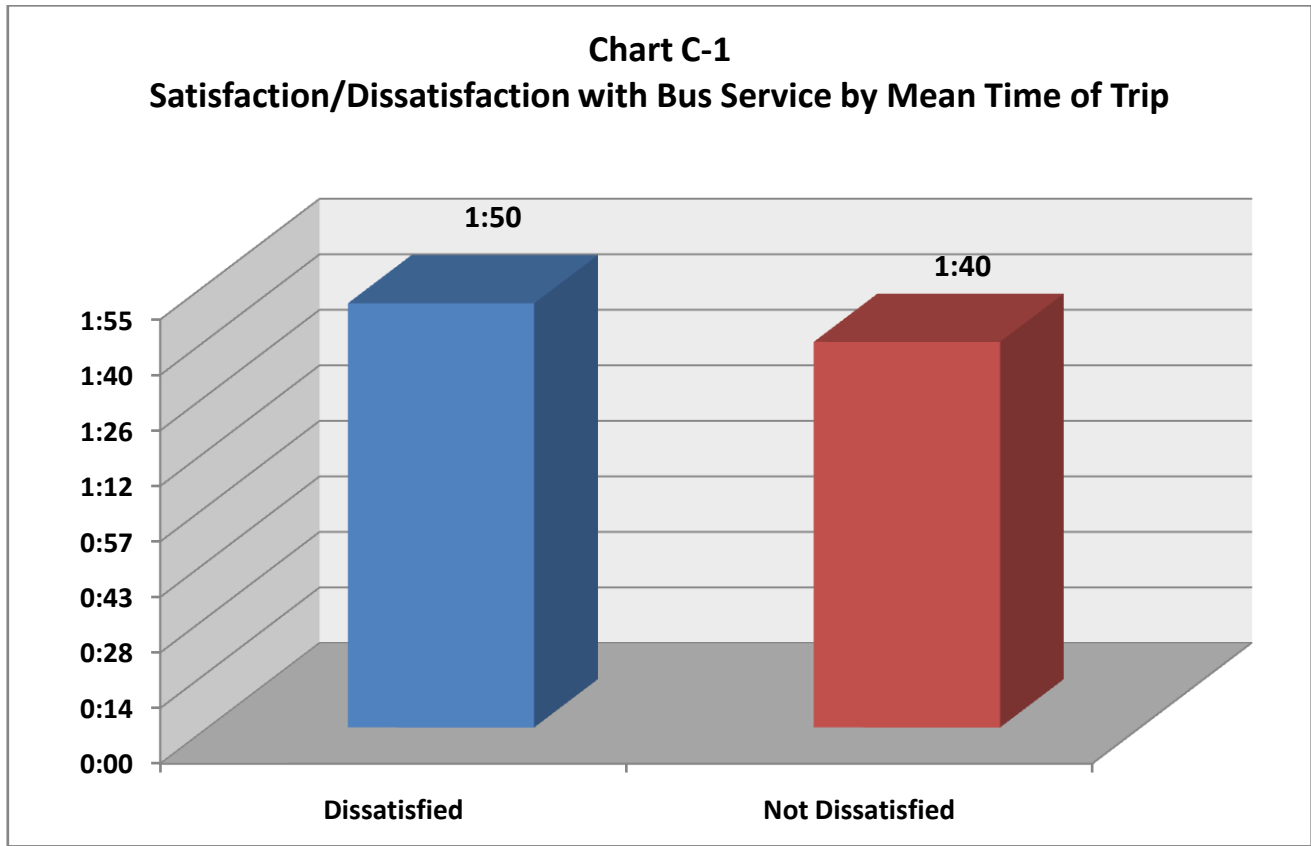
The information in this appendix is intended to supplement the key results presented in the body of the report. It includes charts and commentary that are not included in the body of the final report. Charts are grouped according to the survey question that is associated with it. All results by supervisorial district are provided in **Appendix D**.

Satisfaction with Bus Service

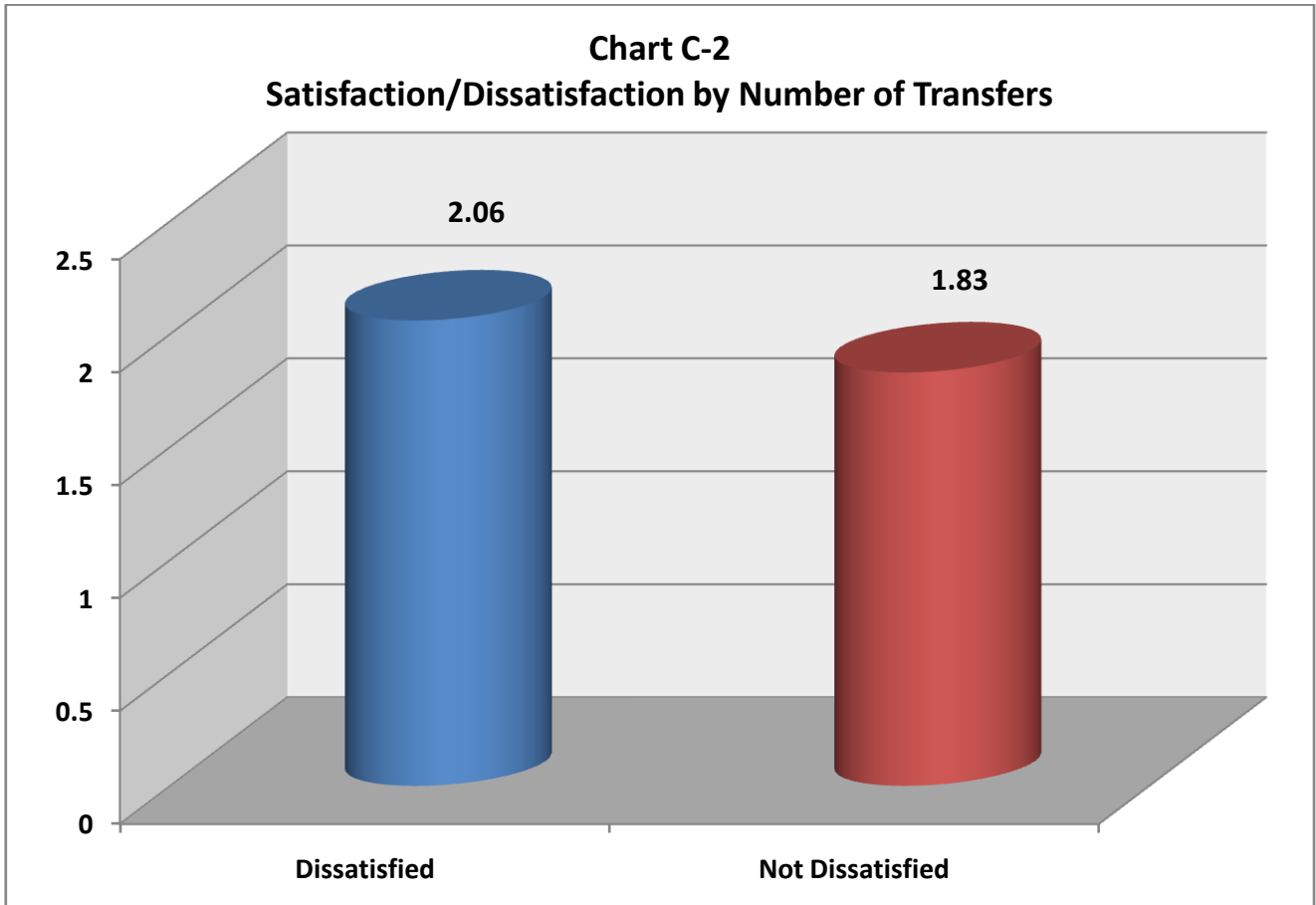
Overall Satisfaction and Change in Perception about Bus Service

Chart C-1 shows that respondents who are dissatisfied with bus service experience higher mean trip travel times (1 hour and 50 minutes) compared to those who are not dissatisfied (1 hour and 40 minutes). Further, **Chart C-2** reveals that respondents who are dissatisfied use more transfers (2.06) than those who are not dissatisfied (1.83).

Question 1: How satisfied are you with the current bus transportation services?



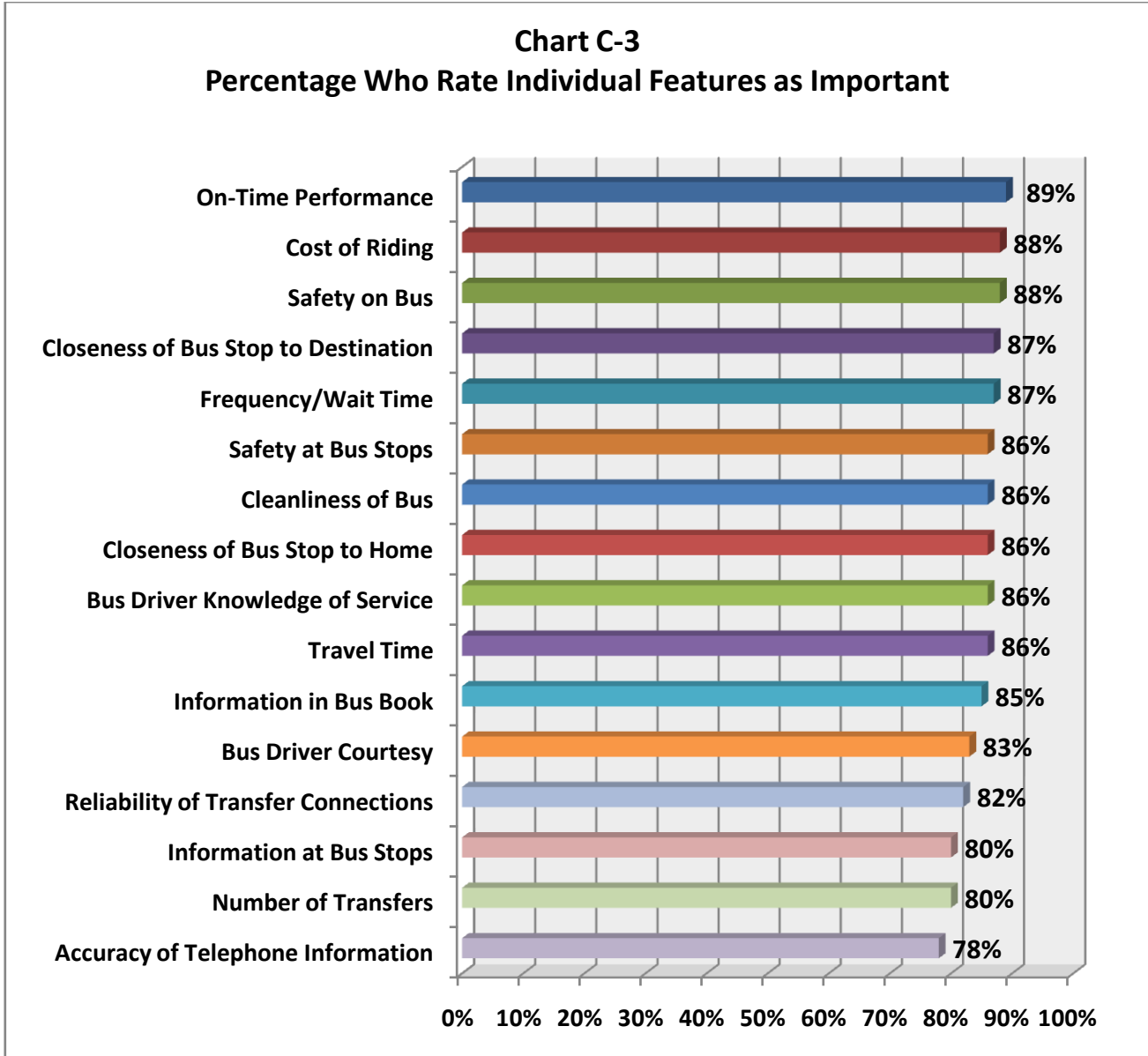
Question 1: How satisfied are you with the current bus transportation services?



The Importance of Individual Bus Features to Overall Satisfaction

Chart C-3 indicates the level of importance (either very important or somewhat important) associated with various features of bus service. Respondents view the full array of bus features as important to them. The level of importance ranges from 89 percent for on-time performance to 78 percent for accuracy of telephone information. Other particularly important features are cost of riding and safety on the bus (both with importance ratings of 88 percent). Other features at the low end of the importance scale are number of transfers and information at bus stops (both with an 80 percent importance rating).

Question 4: Now we would like to know how important these items are to your overall satisfaction with bus service. On a scale of one to five, where 1 means very important and 5 means not at all important, how would you rate these same items in terms of their importance to you.



General Bus Usage

Frequency of Bus Use

Chart C-4 shows that less frequent riders tend to have longer trips (less than 4 days per week – 1 hour 45 minutes versus 4-to-7 days per week --- 1 hour 40 minutes).

Question 6: How often do you currently ride an OCTA bus?

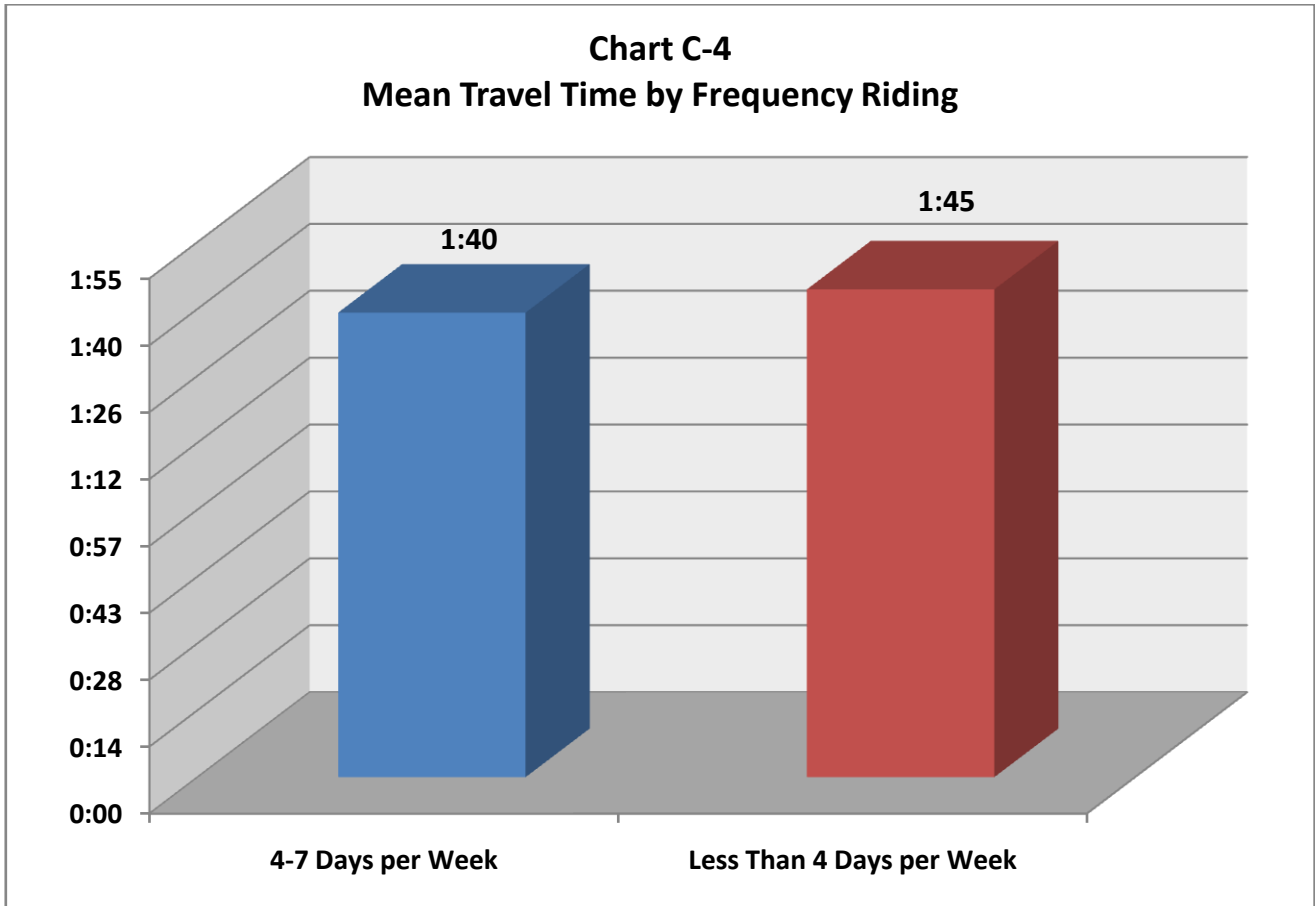


Chart C-5 indicates the source of information used by survey respondents as these sources relate to frequency of bus use. The following statistically significant relationships associate higher frequency of bus use with certain designated information sources.

- On-bus rider alert flyers (4-to-7 days per week—50 percent versus less than 4 days per week – 42 percent)
- Printed bus book (4-to-7 days per week – 86 percent versus less than 4 days per week – 79 percent)
- Inside bus advertising (4-to-7 days per week – 53 percent versus less than 4 days per week – 46 percent)
- Special Promotional Service Brochure on the bus (4-to-7 days per week—44 percent versus less than 4 days per week – 37 percent)

Question 6: How often do you currently ride an OCTA bus?

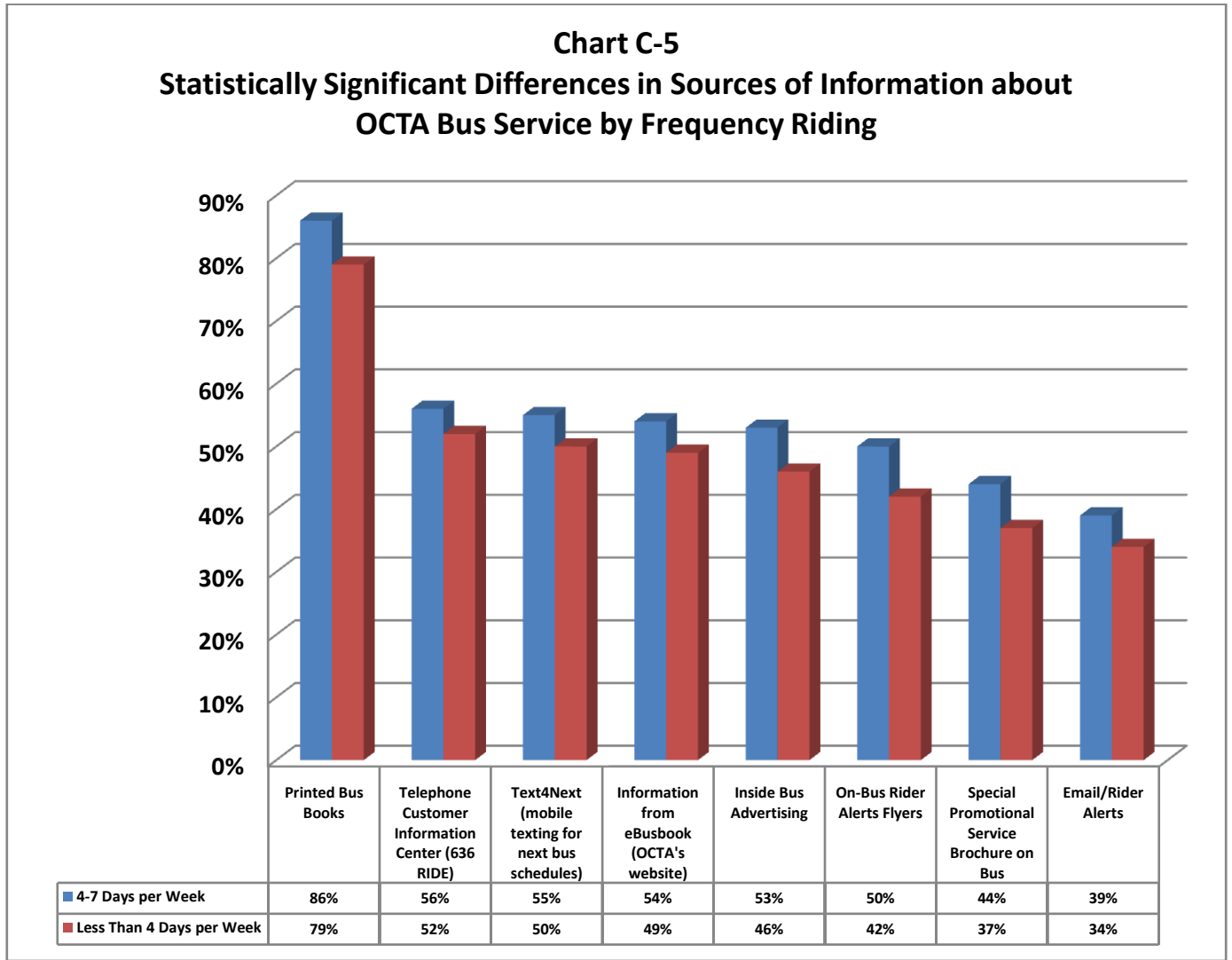
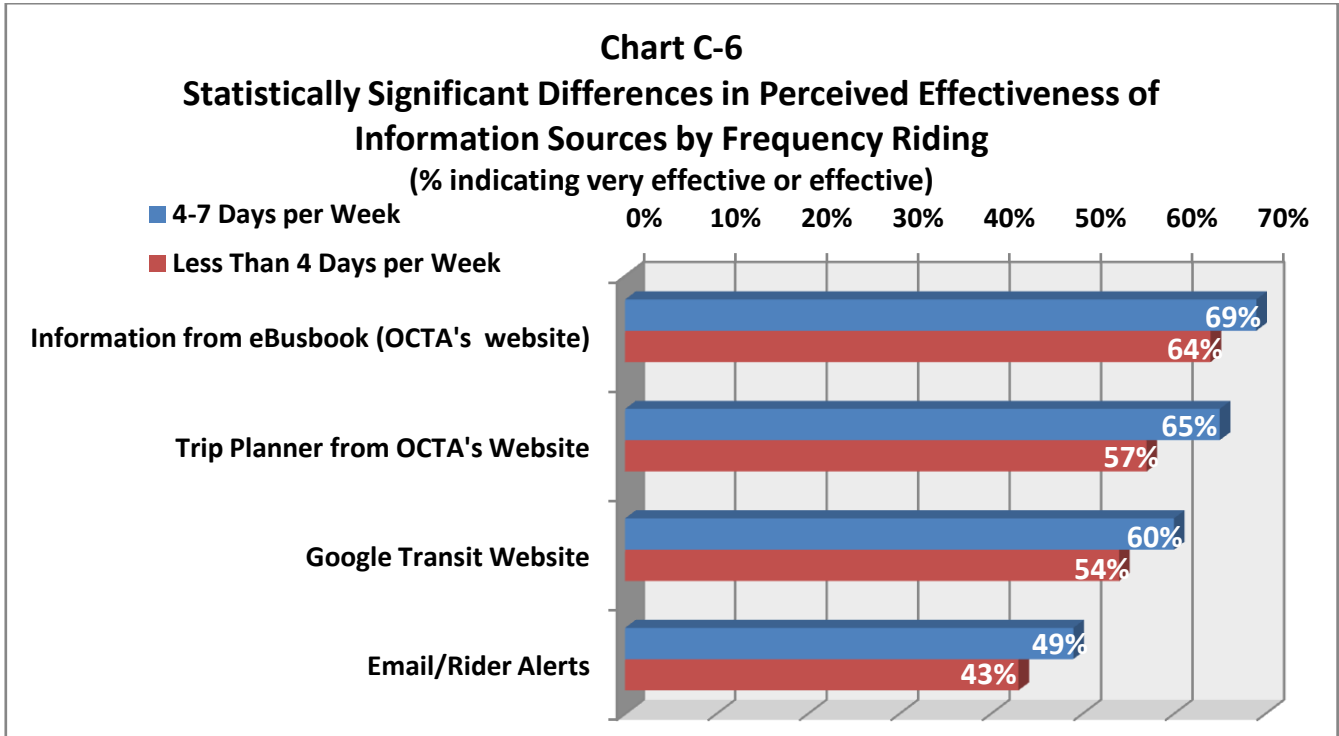
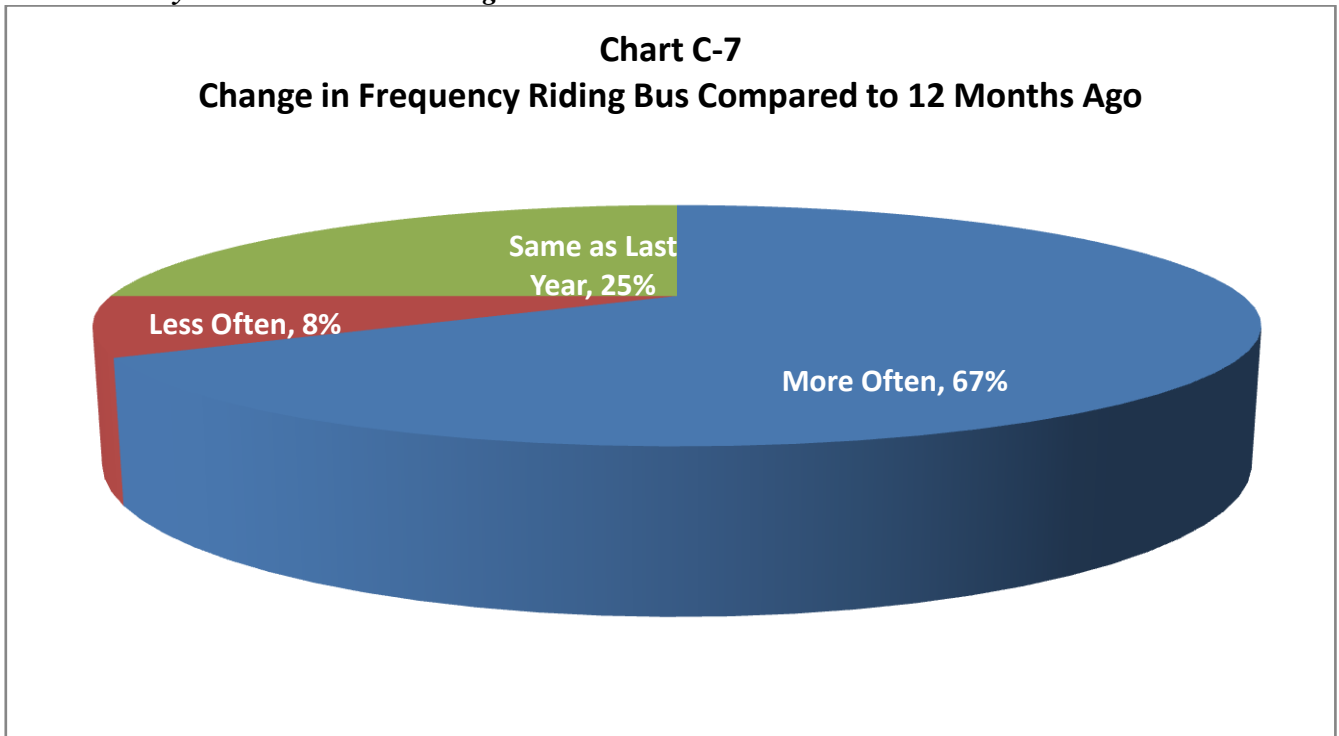


Chart C-6 shows that more frequent riders tend to find certain sources of information more effective than do less frequent riders. For example, regarding the trip planner from OCTA’s website, the following relationship is noteworthy – 4-to-7 days per week, 65 percent effective versus less than 4 days per week, 57 percent effective. **Chart C-7** that indicates that two-thirds of respondents (67 percent) say that they are riding the bus more often compared to 12 months ago.

Question 6: How often do you currently ride an OCTA bus?



Question 7: Would you say that you are riding an OCTA bus more often, less often or about the same as you were twelve months ago?

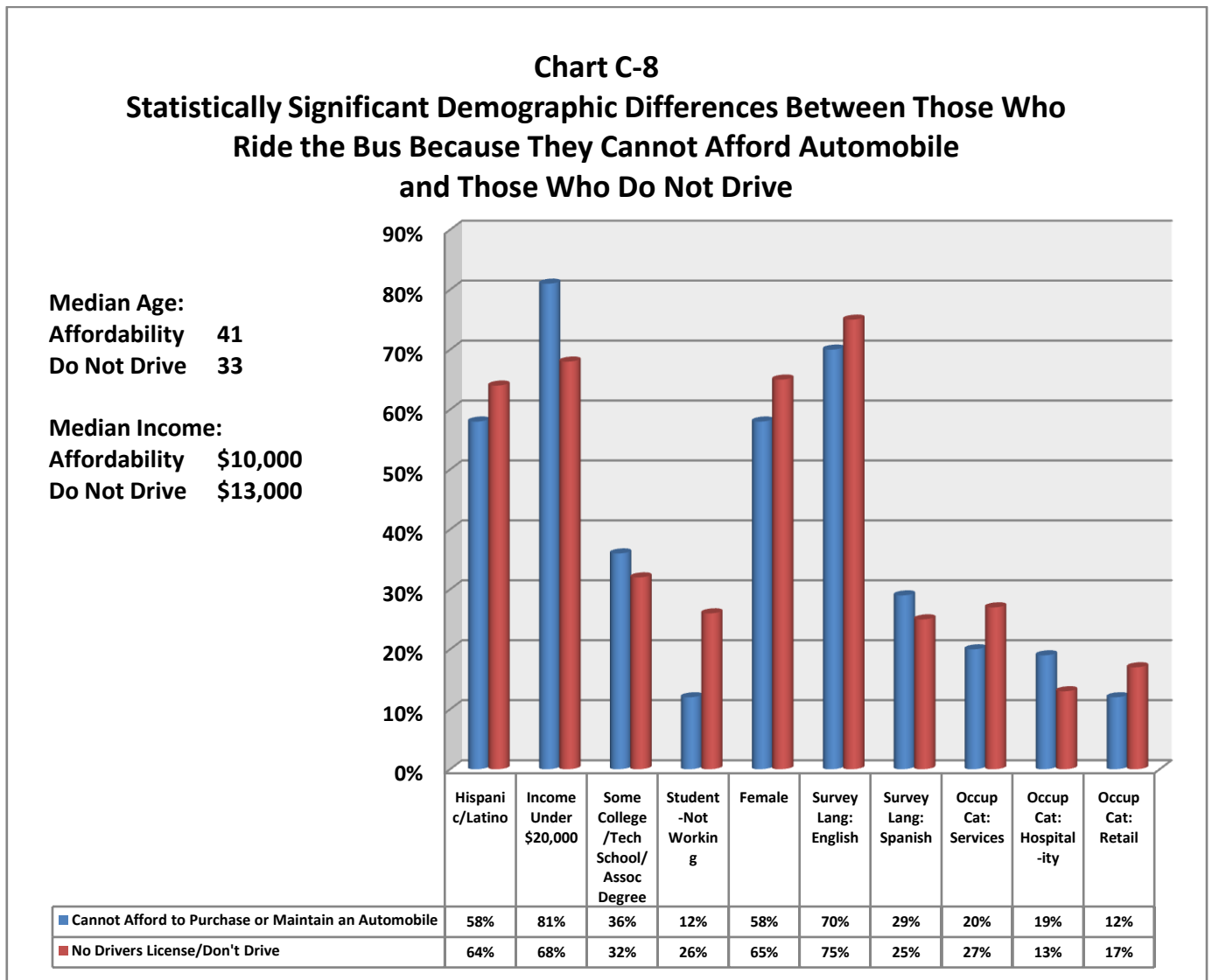


Primary Reason for Using OCTA Buses Instead of Alternative Modes

Chart C-8 shows statistically significant demographic differences between respondents who ride the bus because they cannot afford an automobile and those who do not drive. The following relationships are particularly interesting:

- Median age: lack of affordability (41 years old) versus do not drive (33 years old)
- Student – not working: lack of affordability (12 percent) versus do not drive (26 percent)
- Income under \$20,000: lack of affordability (81 percent) versus do not drive (68 percent)

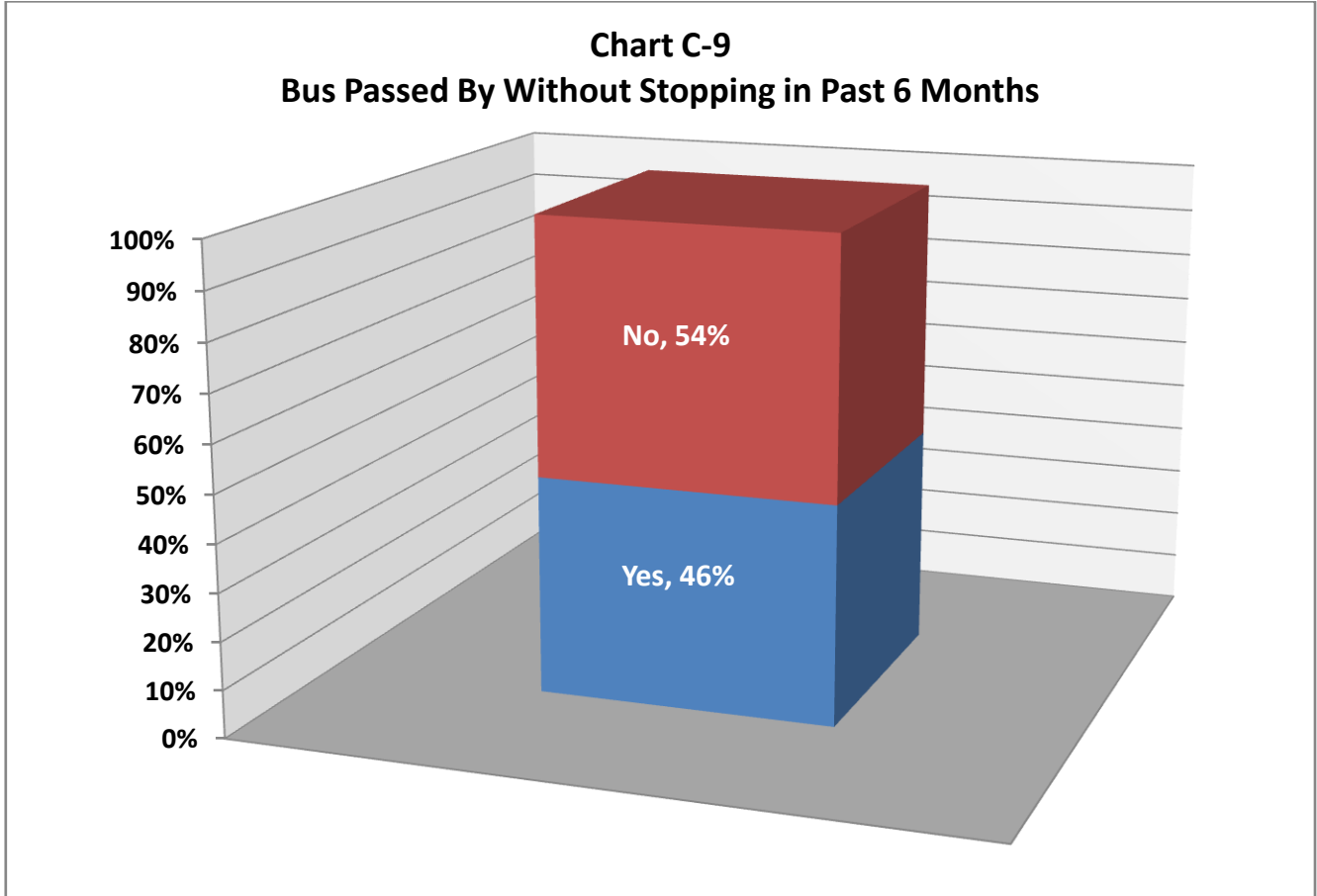
Question 9: What is the primary reason, or most important reason, you ride the OCTA bus instead of using other means of transportation?



Bus Passing By Without Stopping

Chart C-9 indicates that nearly one-half (46 percent) of the respondents state that, during the last six months, there has been a time when their bus passed them by without stopping.

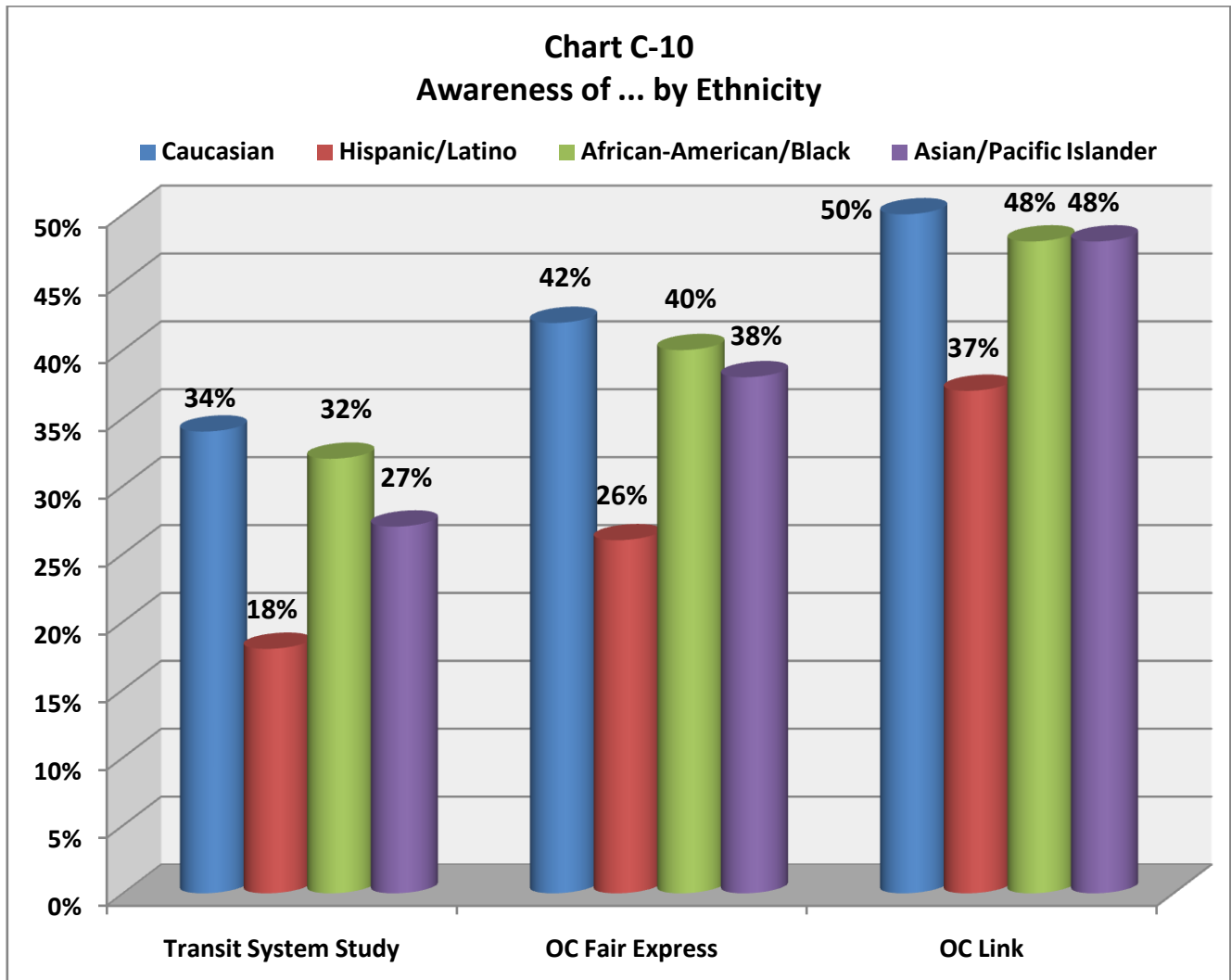
Question 12: In the last six months, while you were waiting at a bus stop, has there been a time when your bus passed by without stopping for you?



Awareness and Use of Certain OCTA Programs and Services

Chart C-10 demonstrates a significantly lower awareness of these OCTA programs and services among Hispanics than among other ethnic groups, with Hispanics approximately one-half to two-thirds as aware of the Transit System Study.

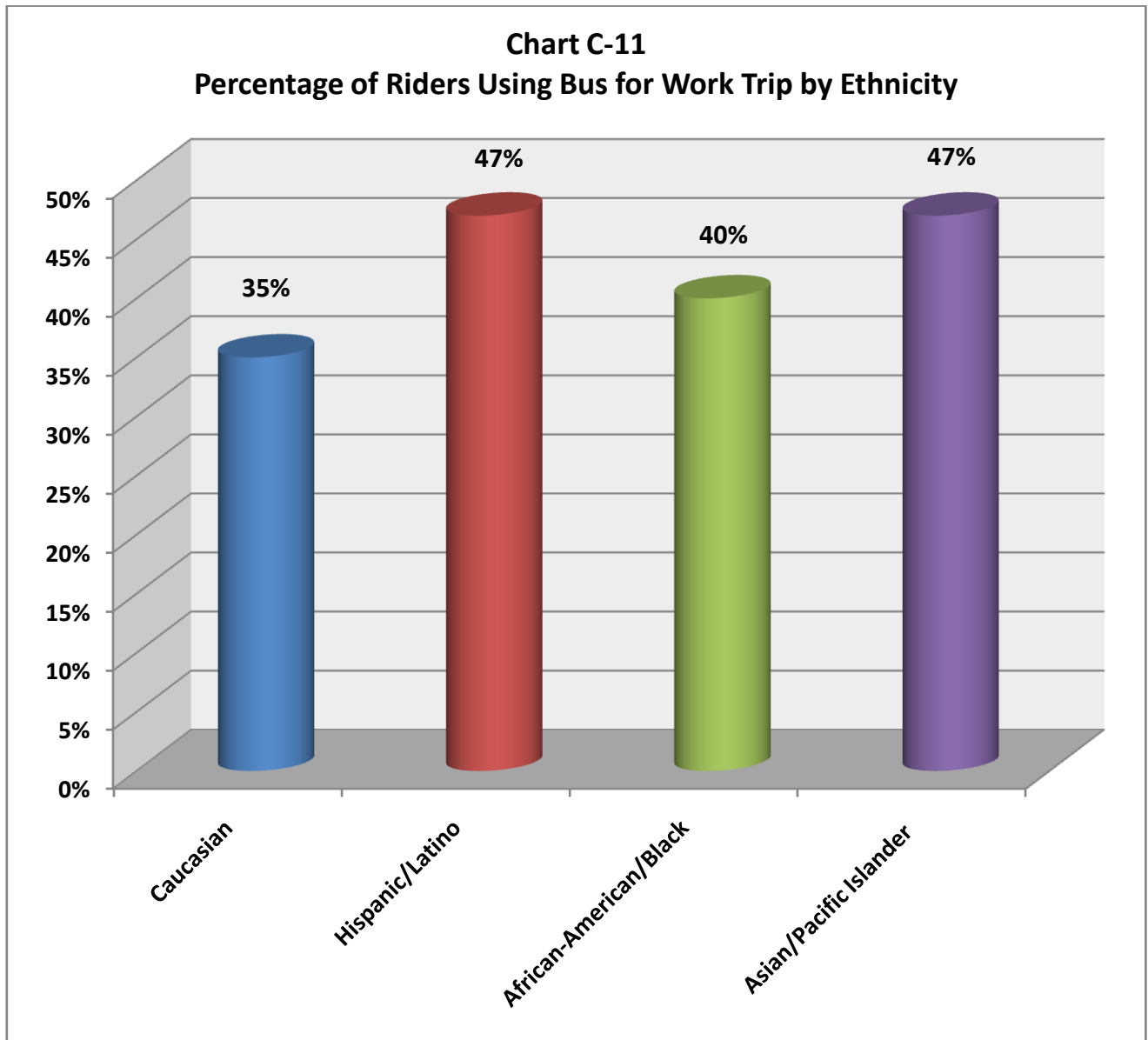
Question 22-24: For each of the programs and services listed below, please tell us if you are aware of that particular OCTA program or service.



Trip Purpose

Chart C-11 shows that Caucasians (35 percent) are much less work-trip oriented than Hispanics and Asians (47 percent each).

Question 14: Where are/were you going on this trip? OR If you are/were going home, where did you come from?



Sources of Information about OCTA Bus Service

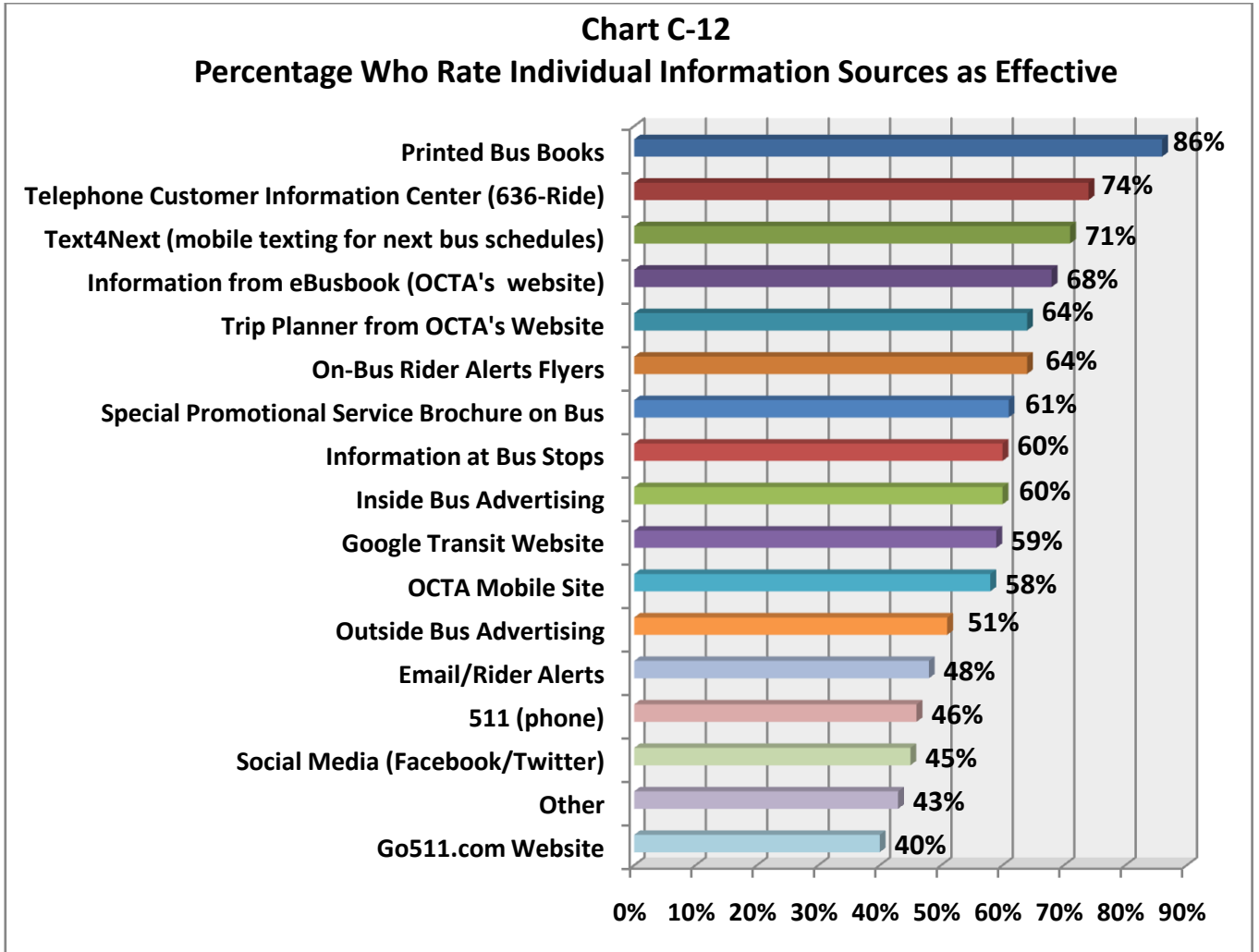
Chart C-12 shows that respondents regard the most effective sources of information to be printed bus books (86 percent), Telephone Customer Information Center (74 percent), Text4Next (71 percent), and Information from the eBusbook (68 percent). The least effective sources of information are considered to be the Go511.com Website (40 percent), social media (45 percent), and 511 (phone) (46 percent). There is some consistency in the 2007 survey in that the Telephone Customer Information Center (86 percent) and the printed bus book (81 percent) were considered to be highly effective sources of information as well.

Chart C-13 shows mean effectiveness ratings for sources of information about OCTA bus service. The mean ratings are based on a scale of 1 to 5, where 1 = very effective and 5 = not at all effective. The results parallel the data in **Chart C-12** indicating that respondents accord the highest level of effectiveness, by far, to printed bus books (mean of 1.55), Telephone Customer Information Center (mean of 1.88), Text4Next (mean of 2.02), and information from the eBusbook (mean of 2.08). Respondents feel that the following sources are least effective: Go511.com (2.91), social media (mean of 2.78), and 511 phone (mean of 2.73).

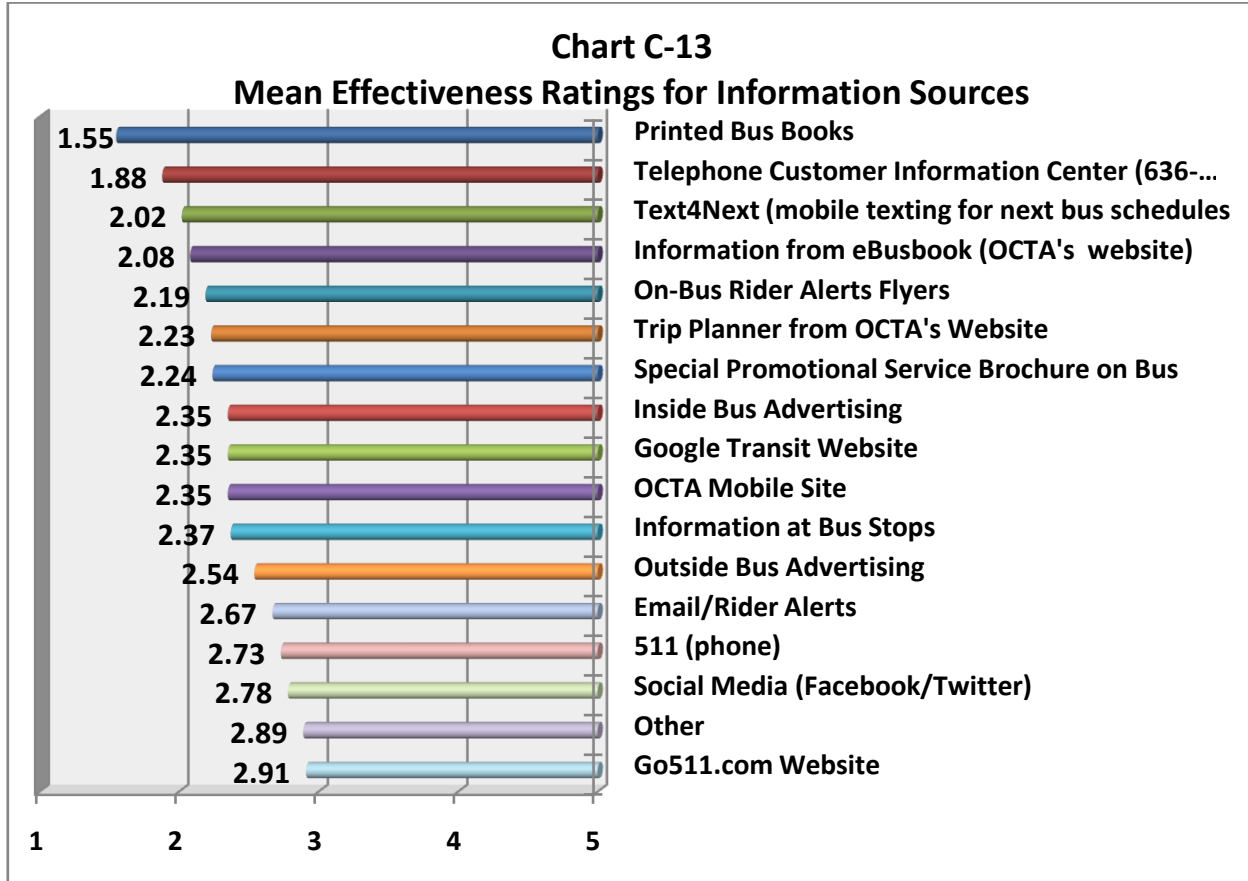
Preferred Language of Respondents

Chart C-14 displays the languages spoken by respondents other than the language of the survey they completed. It is clear that English and Spanish are the dominant languages of the survey respondents. That is, 38 percent of the respondents who completed a Spanish language survey also speak English and similarly, 38 percent of those who completed an English language survey also speak Spanish. **Chart C-15** shows that over four-fifths (83 percent) of respondents speak English and 54 percent speak Spanish. **Chart C-16** indicates that three-fourths (75 percent) of respondents who completed an English survey prefer to receive bus information in English. By the same token, 77 percent of those who completed a Spanish language survey prefer to receive bus information in Spanish. It is noteworthy, however, that 23 percent of respondents who completed a Spanish language survey prefer to receive information in English and conversely, 20 percent of respondents who completed an English language survey would prefer to receive information in Spanish.

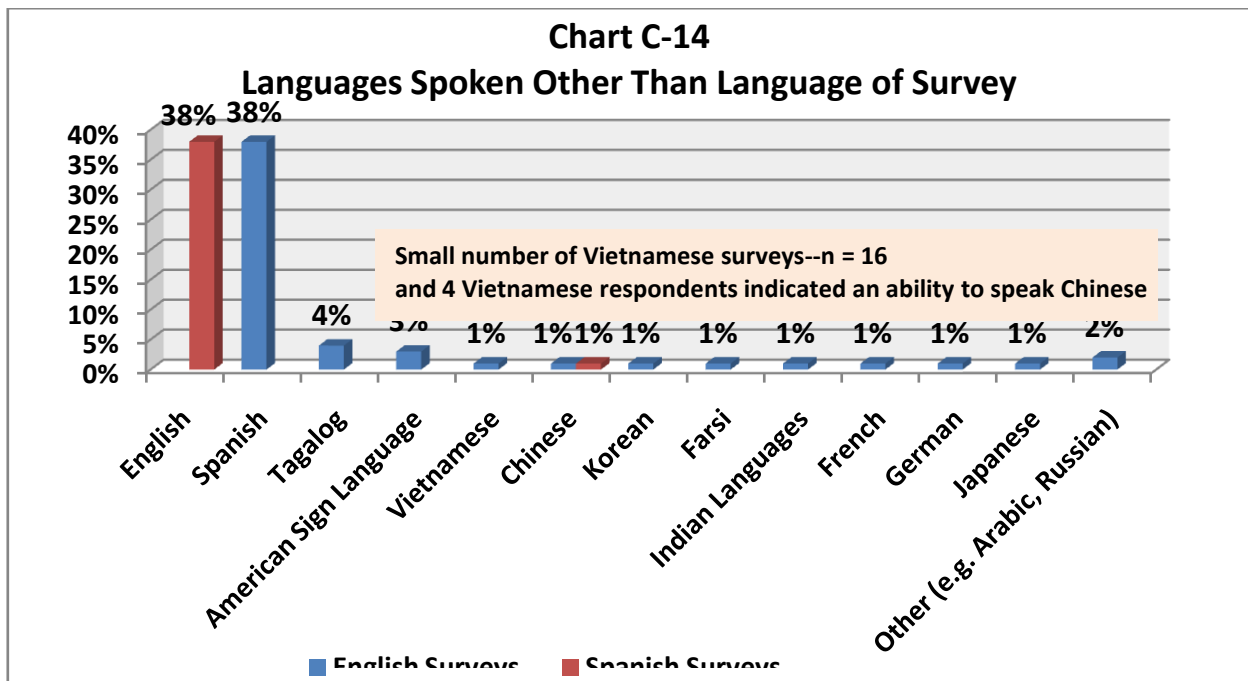
Question 11: How effective was that source of information in getting information to you about OCTA bus service?



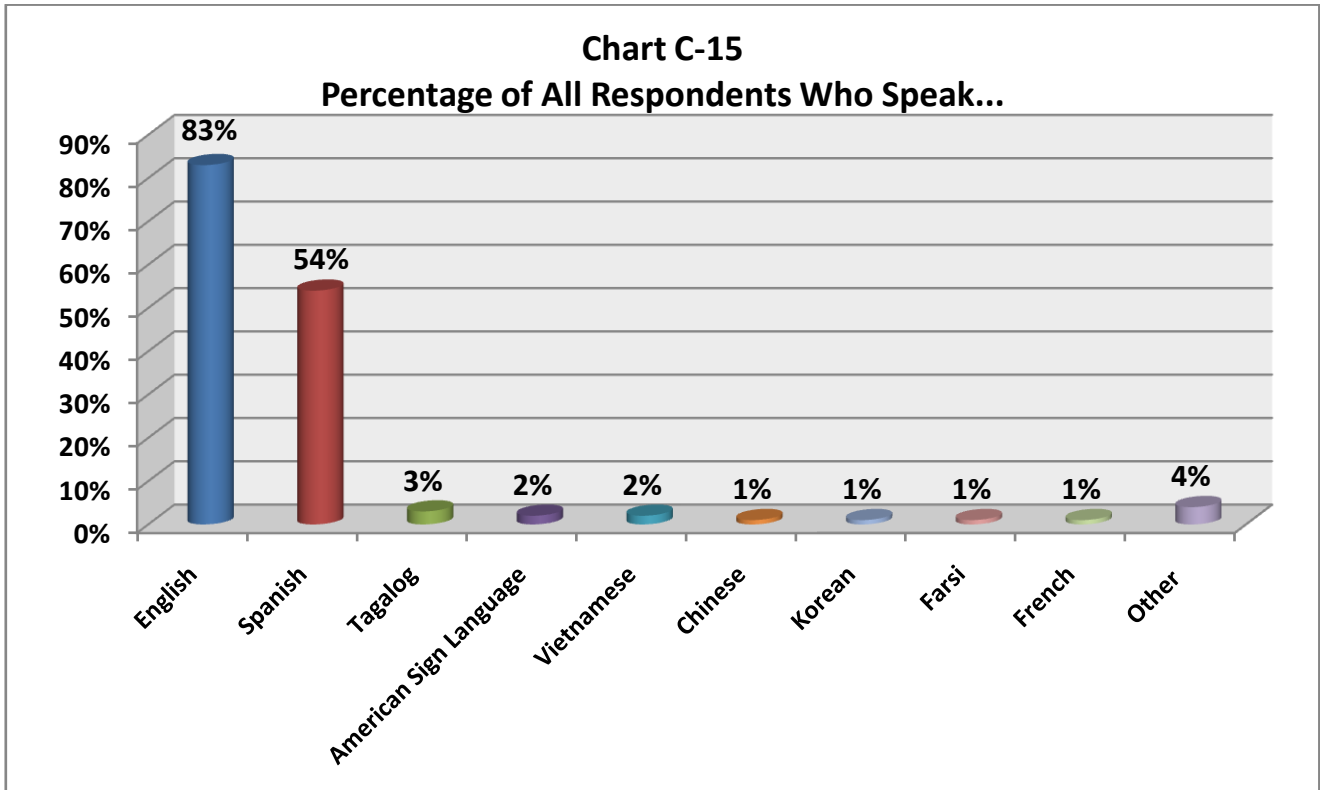
Question 11: How effective was that source of information in getting information to you about OCTA bus service?



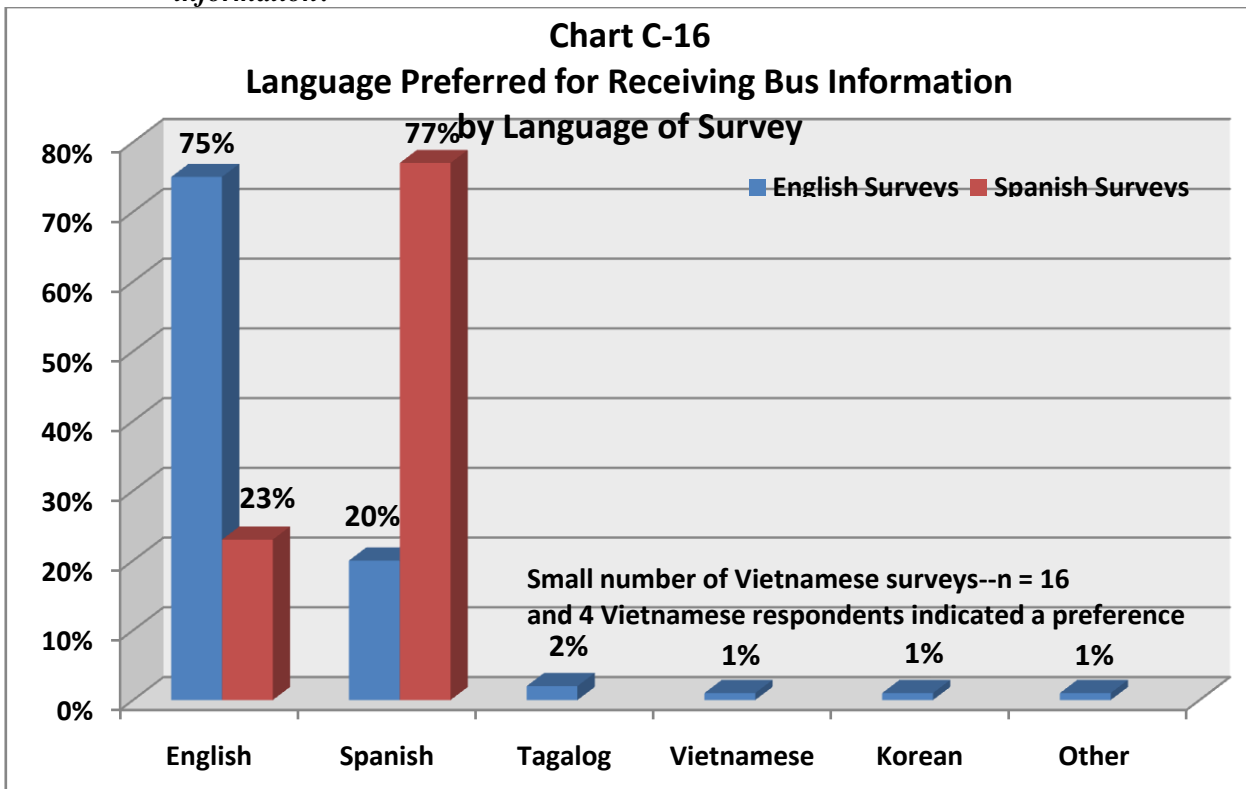
Question 37: Other than [Language of survey], what other language(s) do you speak?



Question 37: Other than [Language of Survey], what other language(s) do you speak?



Question 38: Among the languages you speak, which one do you most prefer for receiving bus information?

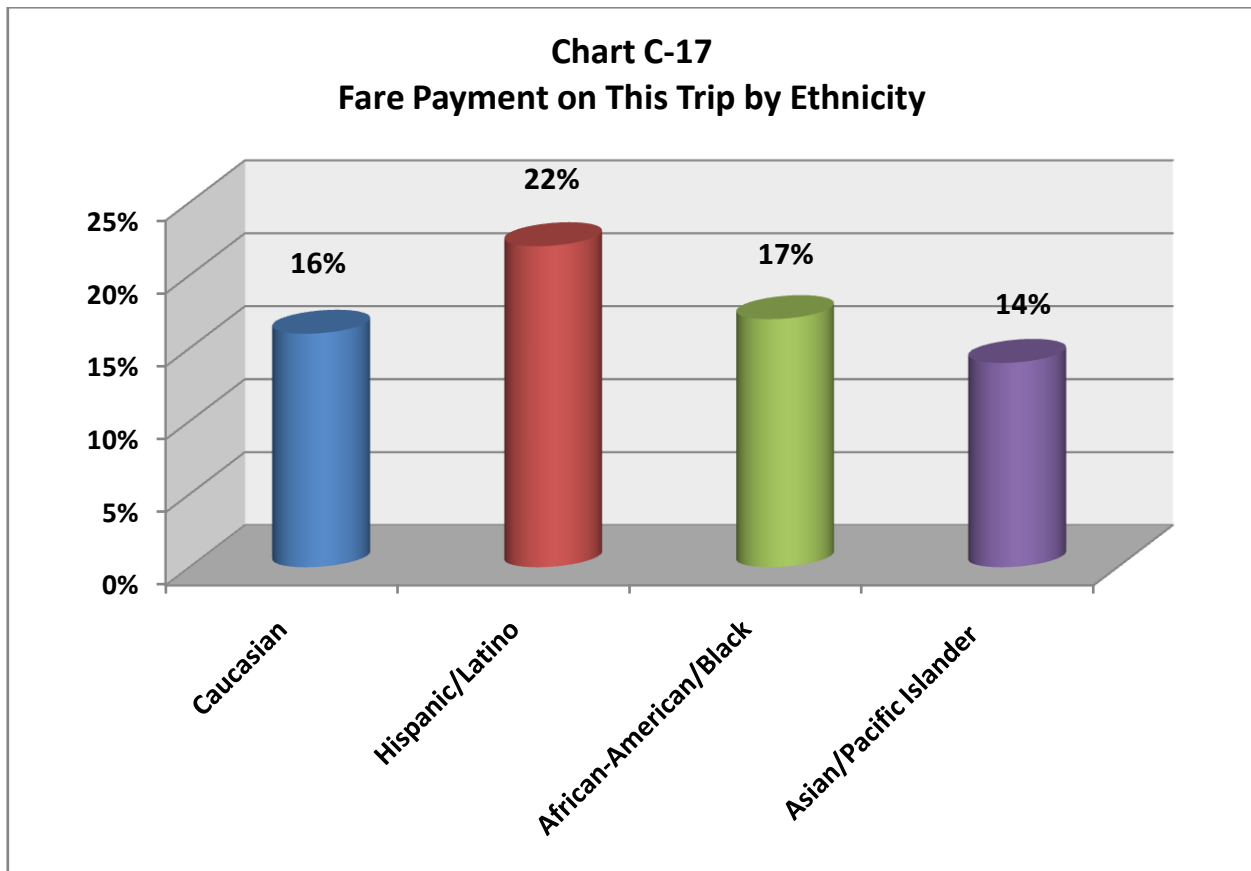


Fare Payment

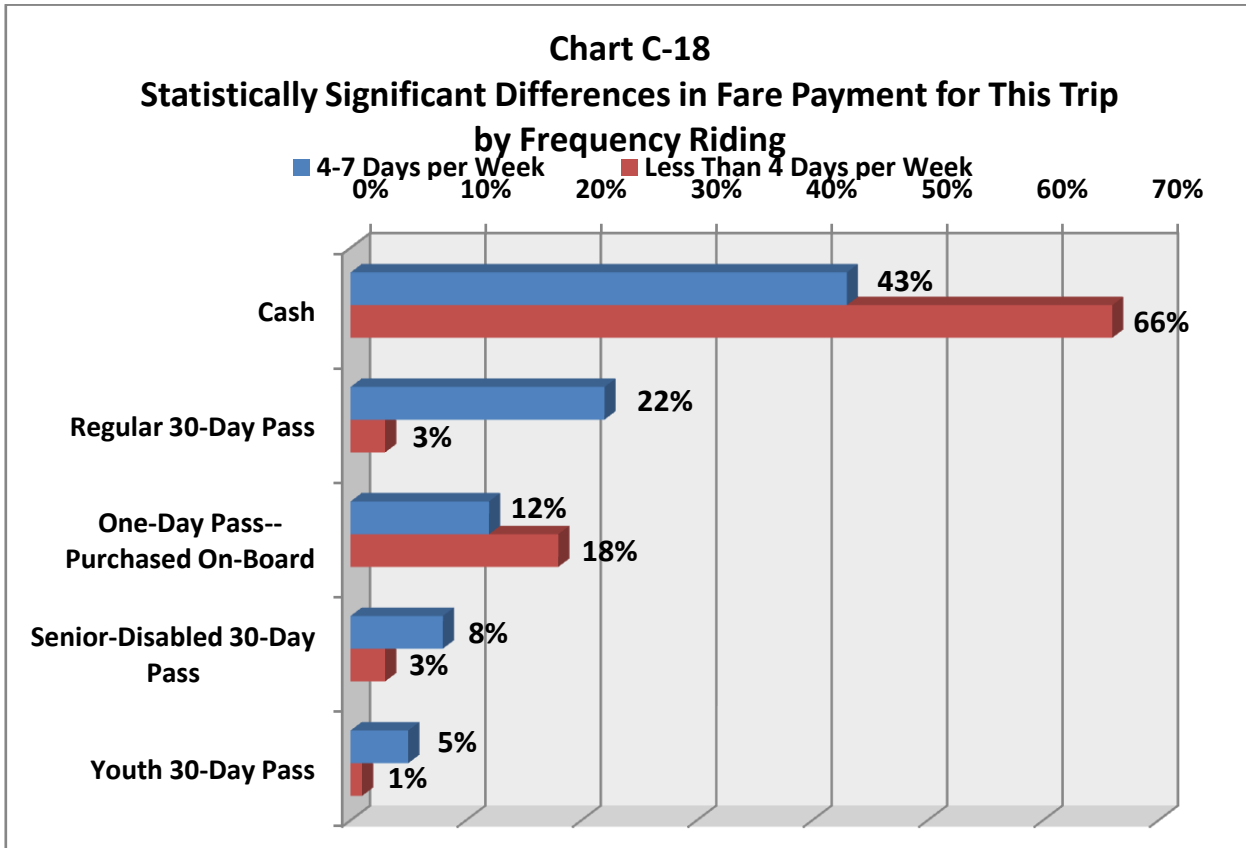
Chart C-17 shows that Hispanics, in particular, make use of the 30-day pass (22%). **Chart C-18** shows that less frequent riders are more likely to have paid cash for their bus trip (less than 4 days per week – 66 percent paid cash versus 4-to-7 days per week – 43 percent). Regular 30-day pass holders, as would be expected, tend to be the more frequent riders (4-to-7 days per week – 22 percent versus less than 4 days per week – 3 percent).

Chart C-19 reveals the relationship between frequency of riding and payment methods that were used for the survey trip as well as for previous OCTA bus trips. The same pattern exhibited in **Chart E-18** prevails. Specifically, less frequent riders pay cash for their bus trip and more frequent riders use a regular 30 day pass (cash: less than 4 days per week – 92 percent versus 4-to-7 days per week – 84 percent; regular 30 day pass: 4-7 days per week – 51 percent versus less than 4 days per week – 19 percent).

Question 18: How did you pay for this trip?



Question 18: How did you pay for this trip?



Question 19: Please indicate if you have ever used any other method to pay for an OCTA bus trip?

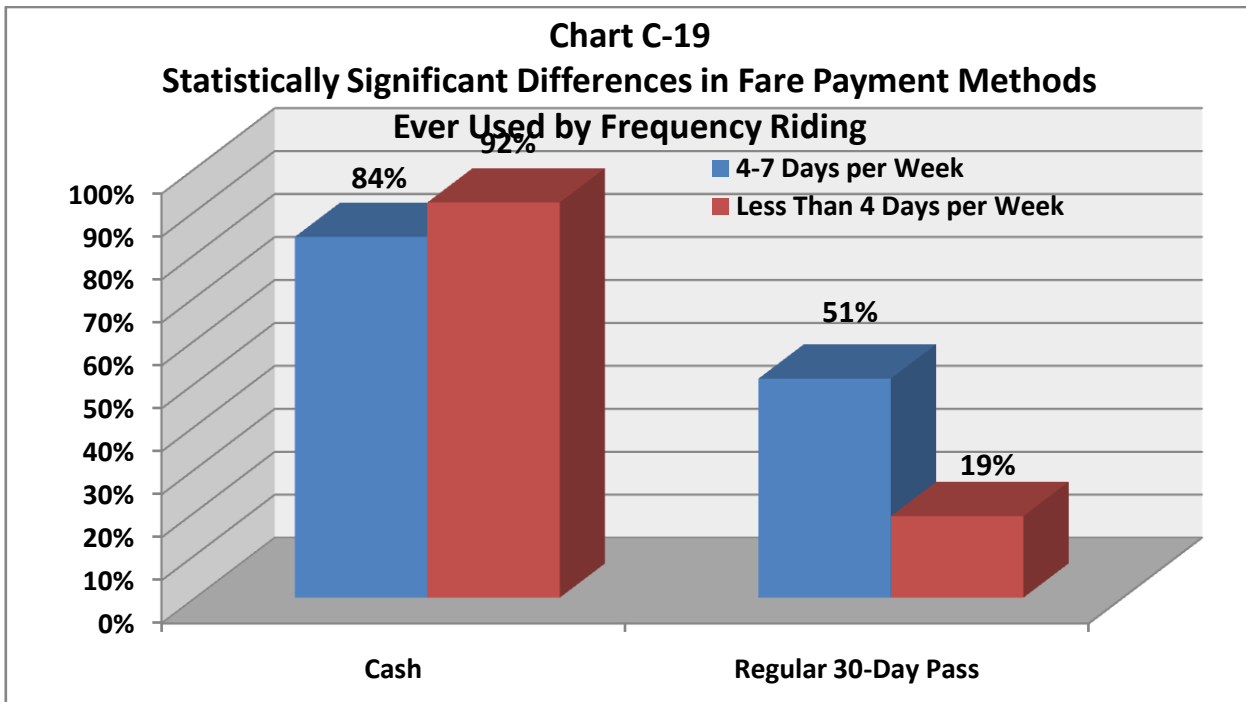
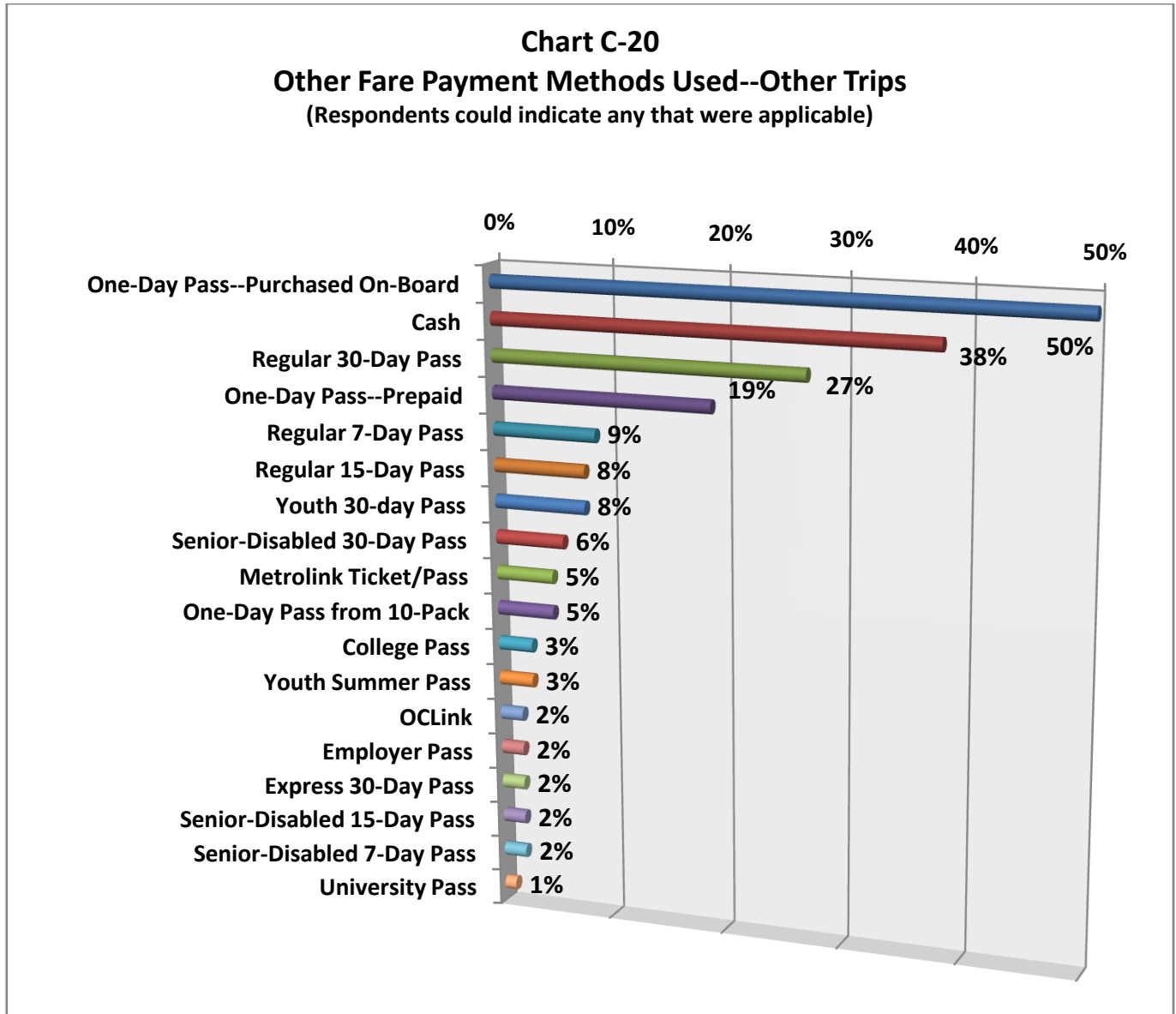


Chart C-20 shows how respondents have paid their fare on other OCTA bus trips when they paid in a manner that differs from their current trip (e.g. If they paid cash on this trip, they may have used a one-day pass on other trips). The four primary methods of payment otherwise used by respondents are as follows: one-day pass – previously purchased on-board (50 percent), cash (38 percent), regular 30-day pass (27 percent), and one-day pass --- prepaid (19 percent).

Question 19: Please indicate if you have ever used any of these other methods to pay for an OCTA bus trip.



Appendix D: All Survey Responses by Supervisorial District

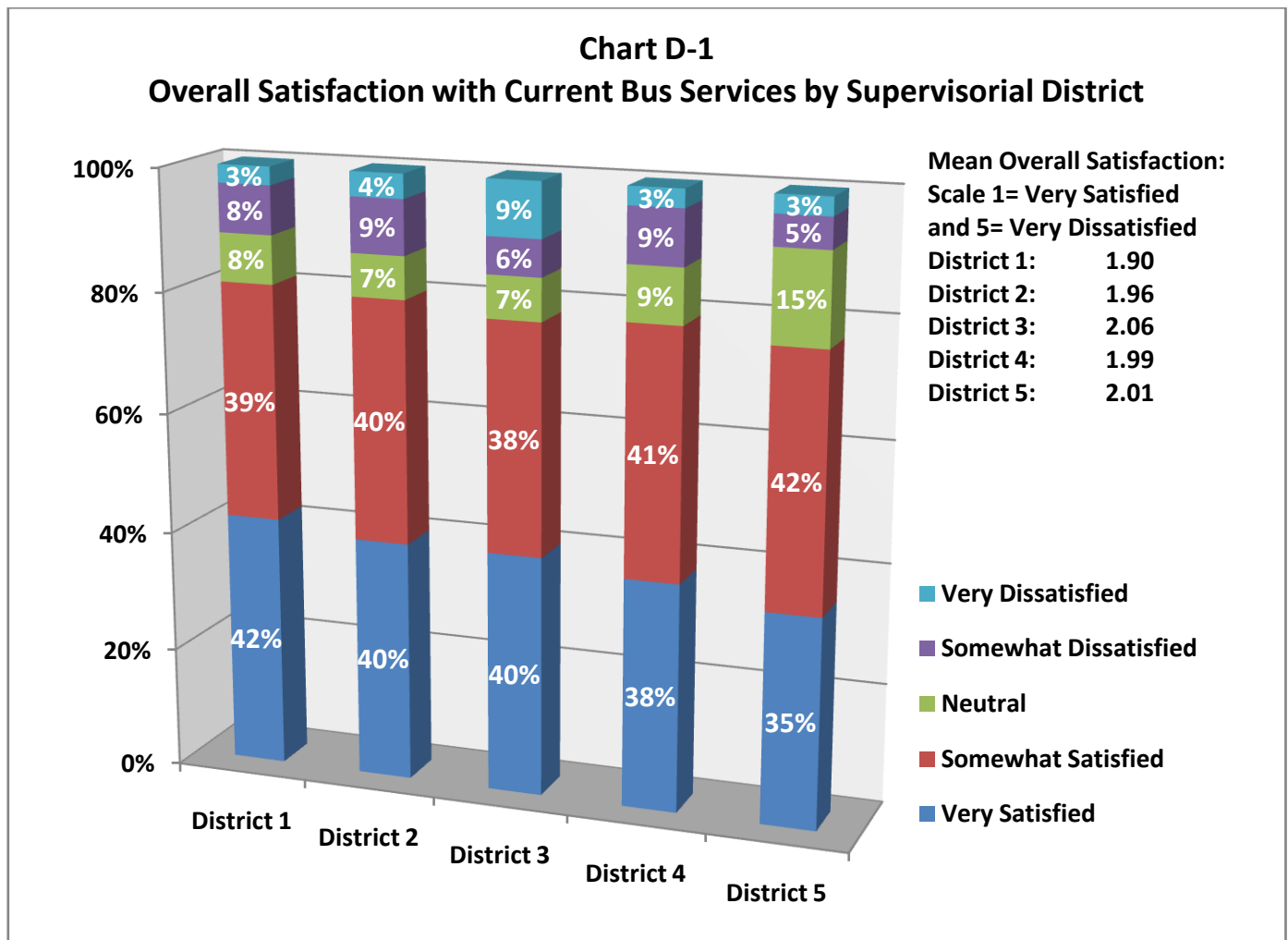
Appendix D provides charts that reveal all survey questions, which were charted either in the main portion of this report or in **Appendix C**, disaggregated into the five Orange County Supervisorial Districts in which the surveyed bus stops are located. The sections into which Appendix D is divided parallel the sections of the main portion of the report, with the exception of Section 1 (Introduction and Methodological Overview). **Appendix A** provided that information by supervisorial district.

Section 2: Satisfaction with Bus Service

Overall Satisfaction and Change in Perception about Bus Service:

Chart D-1 shows that overall satisfaction with current bus service is relatively consistent across the five supervisorial districts with mean ratings ranging from 1.90 in District 1 to 2.06 in District 3.

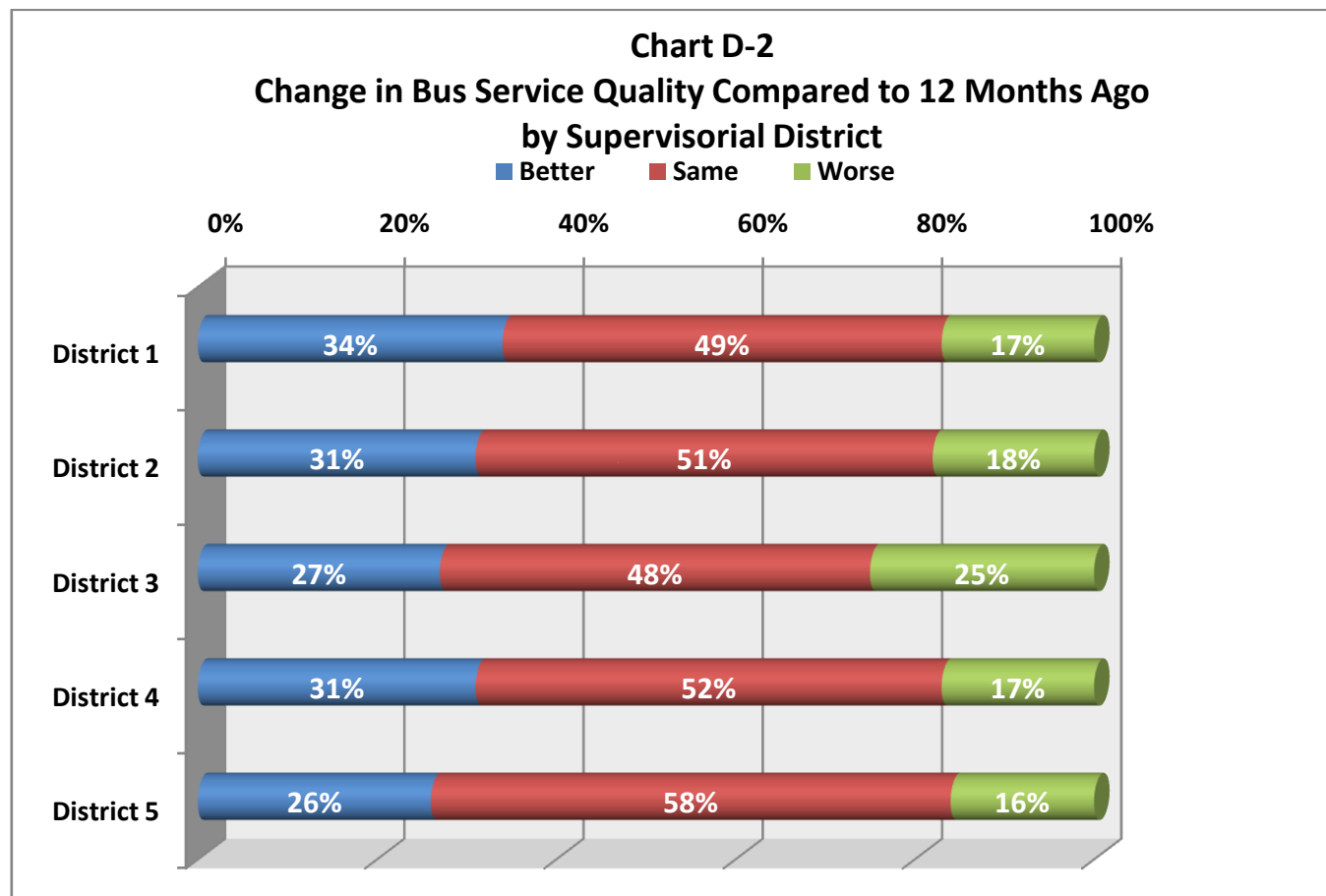
Question 1: How satisfied are you with the current bus transportation services?



APPENDIX D: SURVEY RESULTS BY SUPERVISORIAL DISTRICT

Chart D-2 indicates that, compared to 12 months ago, over one-third (34 percent) of respondents in District 1 perceive current bus service to have gotten better. By contrast, approximately one-fourth (26 percent) feel that bus service for District 5 riders has gotten better. Regarding worsening service, District 3 is the most negative, with 25 percent indicating that service has gotten worse.

Question 2: Would you say the bus transportation services are better, worse, or the same as twelve months ago?



Satisfaction with Individual Features of Bus Service:

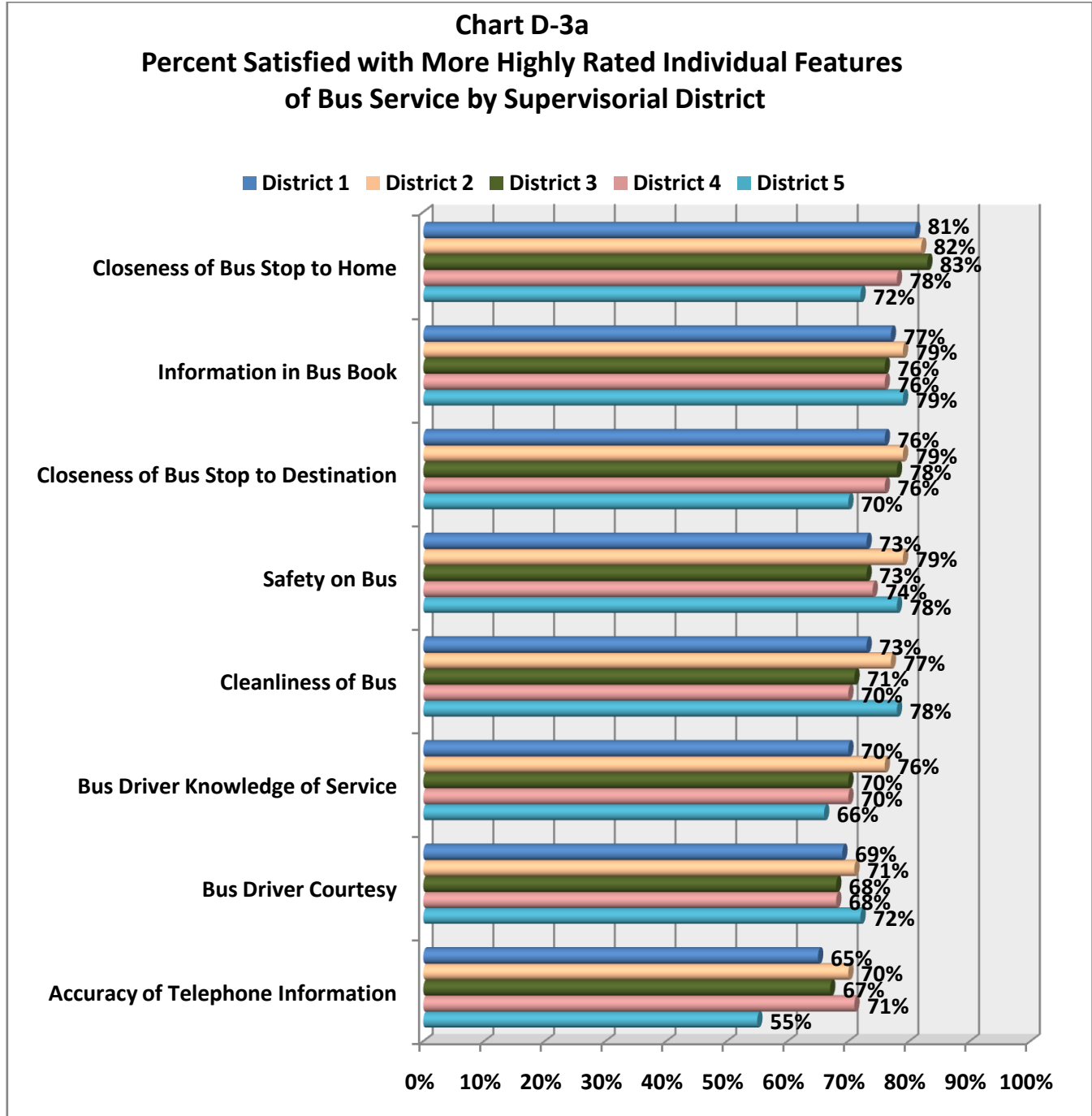
Chart D-3a reveals the level of satisfaction associated with the various highly rated features of bus service according to supervisorial district. In general, the level of satisfaction reported across the districts is largely consistent for these features of bus service. However, there are two features where the satisfaction level in District 5 is substantially less than in the other districts. Specifically, regarding closeness of bus stop to home, the satisfaction levels range from 83 percent in District 3 to 72 percent in District 5 and regarding accuracy of telephone information, the satisfaction levels range from 71 percent in District 4 to 55 percent in District 5. The levels of satisfaction by supervisorial district for the lesser rated features of bus service are shown in **Chart D-3b**. Similar to the satisfaction levels for the more highly rated features, there is general consistency across district. However, there are two areas where the level of satisfaction in District 5 is substantially less than in the other districts.

Specifically, regarding number of transfers, the satisfaction levels range from 63 percent in Districts 1, 3, and 4 to 45

APPENDIX D: SURVEY RESULTS BY SUPERVISORIAL DISTRICT

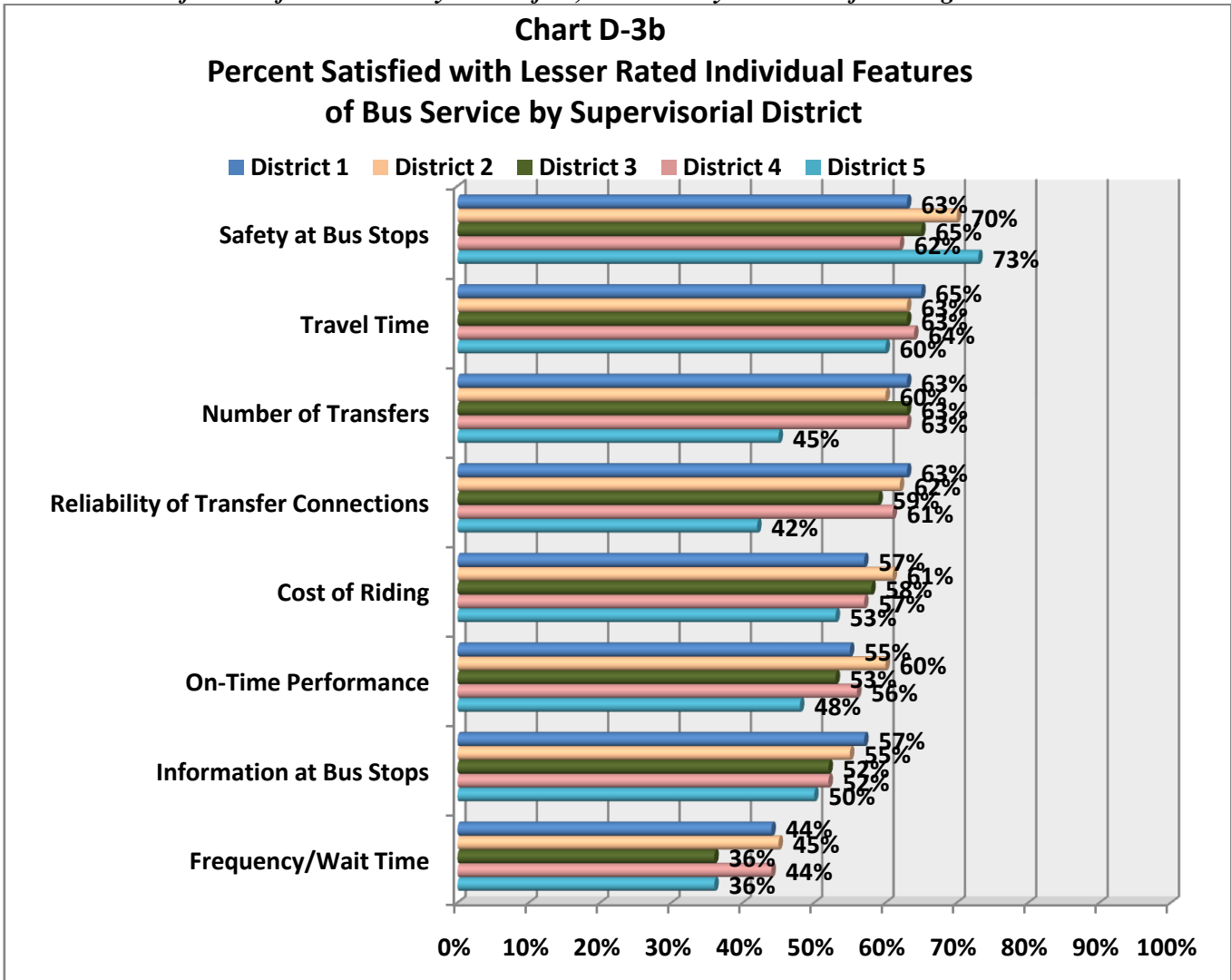
percent in District 5 and regarding the reliability of transfer connections, the satisfaction levels range from 63 percent in District 1 to 42 percent in District 5.

Question 3: Thinking about your most recent bus trips, on a scale of one to five where 1 means very satisfied and five means very dissatisfied, how would you rate the following items?



Question 3: Thinking about your most recent bus trips, on a scale of one to five where 1 means very

satisfied and five means very dissatisfied, how would you rate the following items?



Importance of Individual Bus Features:

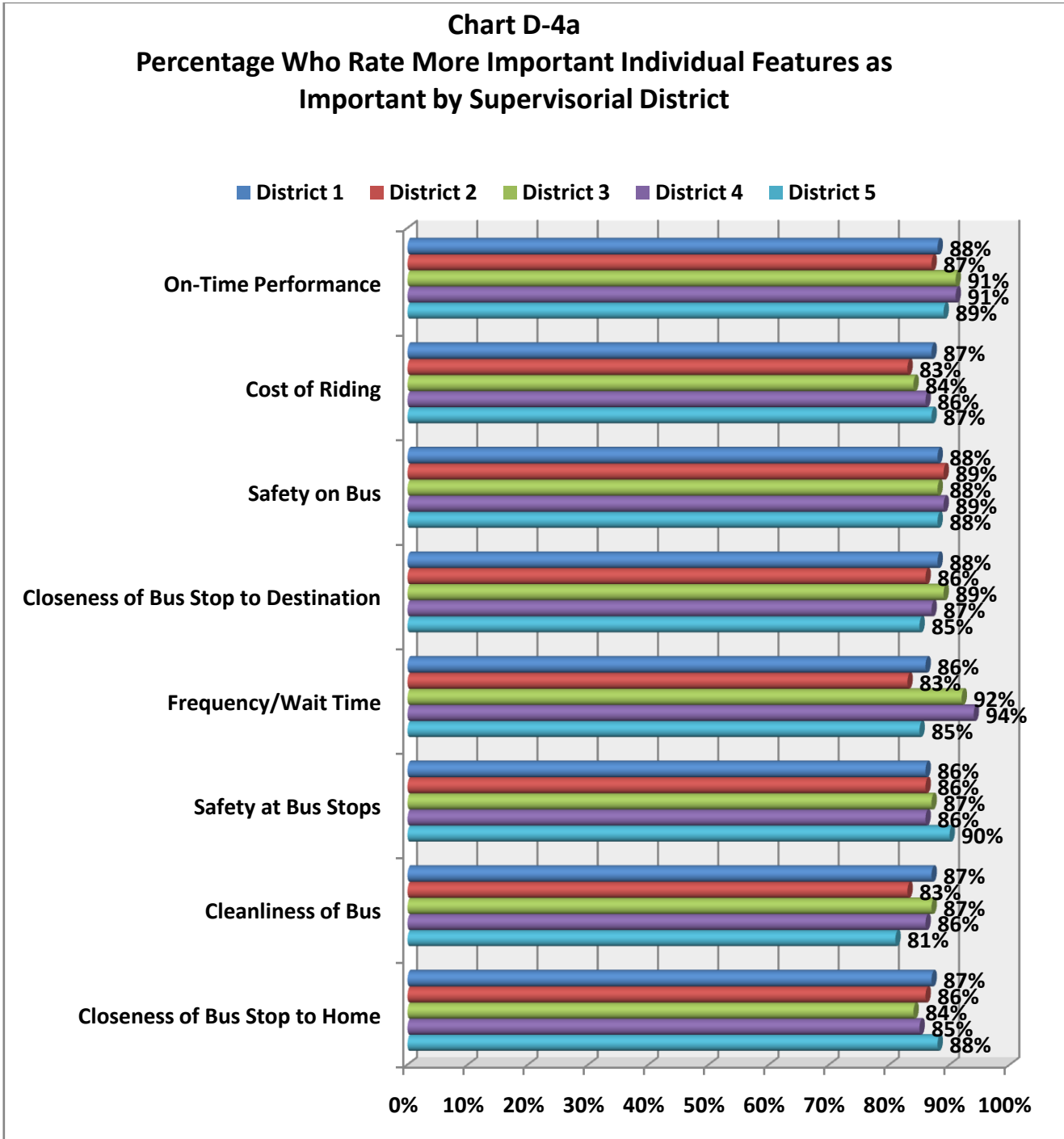
Chart D-4a reveals the level of importance associated with the various highly rated features of bus service according to supervisorial district. There is a great deal of consistency regarding the importance accorded to the various features by supervisorial district. However, one exception is noteworthy. Frequency/waiting time is more important in District 3 (92 percent) and in District 4 (94 percent) than in the other 3 districts which range from 83 percent to 86 percent.

Chart D-4b shows the level of importance associated with the less important rated features of bus service according to supervisorial district. Three areas deserve mention. In District 3, respondents regard travel time (91 percent) as more important than do respondents in the other districts, especially in District 2 (80 percent). In District 5, information at the bus stop is much less important (70 percent) than in other districts, especially District 1 (82 percent). In District 5, number of transfers is less important (71 percent) than it is in other districts, especially District 1 (83 percent).

Question 4: Now we would like to know how important these items are to your overall

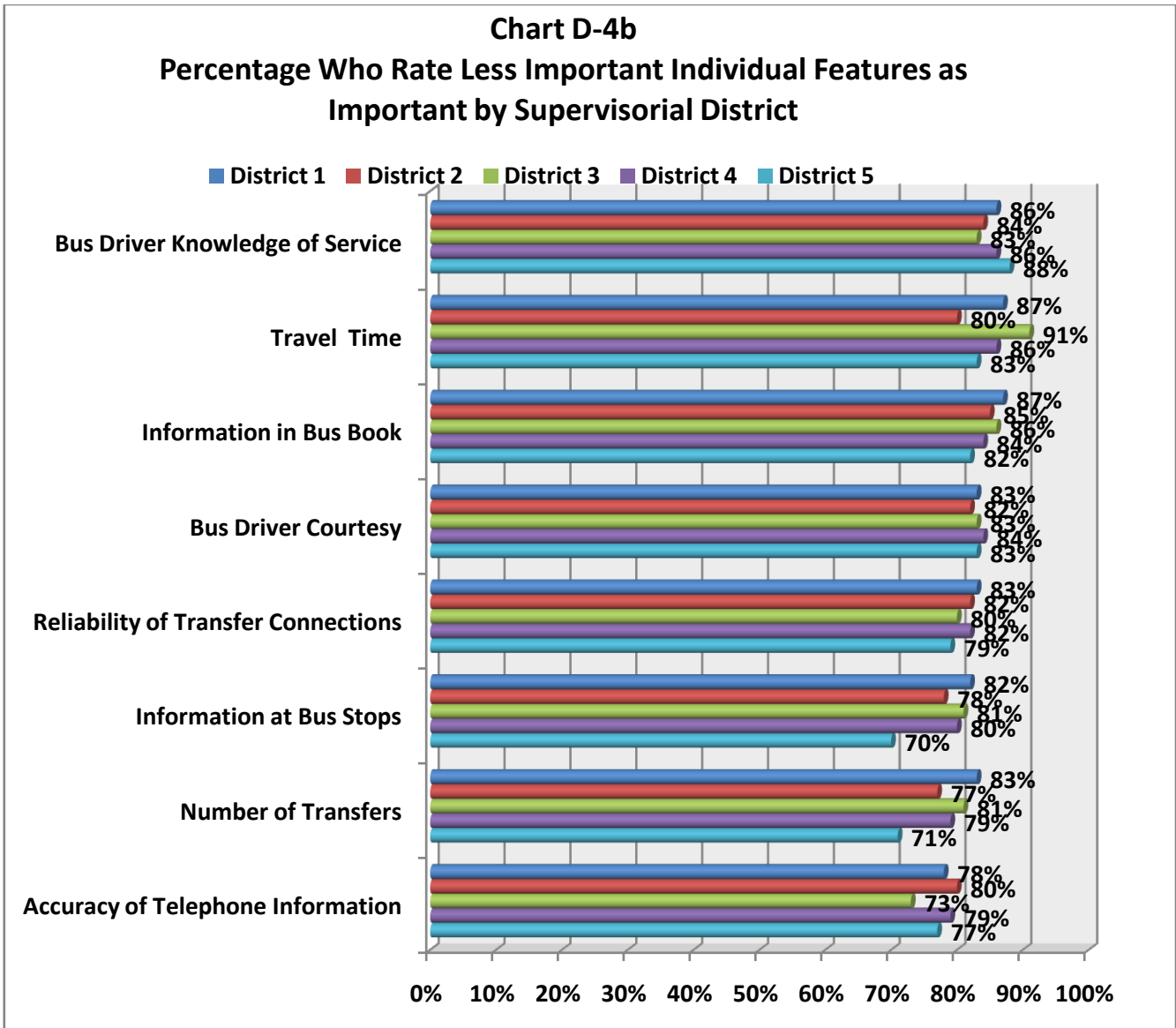
APPENDIX D: SURVEY RESULTS BY SUPERVISORIAL DISTRICT

satisfaction with bus service. On a scale of one to five, where 1 means very important and 5 means not at all important, how would you rate these same items in terms of their importance to you.



Question 4: Now we would like to know how important these items are to your overall

satisfaction with bus service. On a scale of one to five, where 1 means very important and 5 means not at all important, how would you rate these same items in terms of their importance to you.



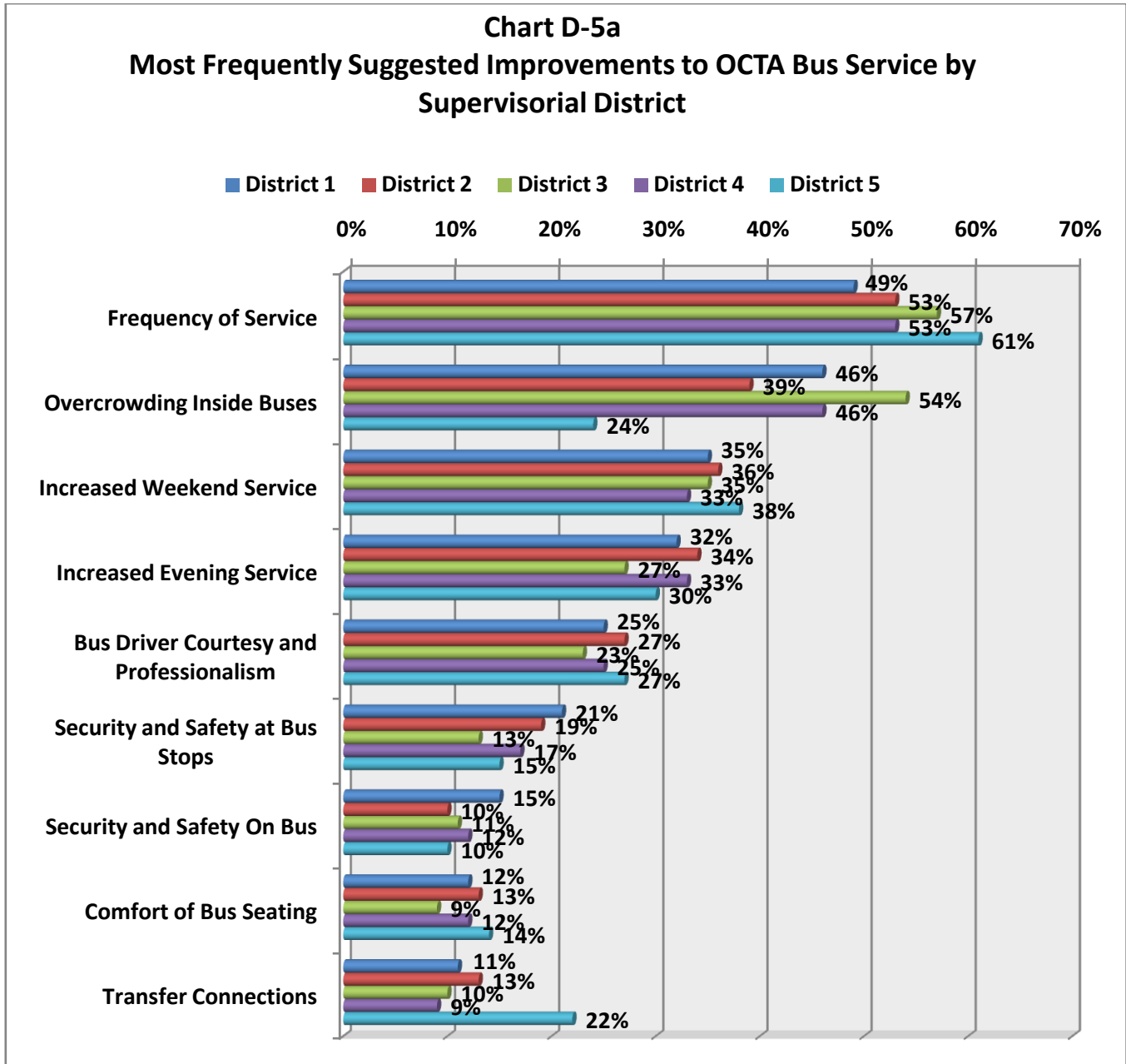
Suggested Areas of Improvement in OCTA Bus Service:

Chart D-5a indicates the most frequently suggested improvements to OCTA bus service by supervisorial district. In general, the suggested improvements reported across the districts are largely consistent. However, there are three areas where there are some substantial differences. For example, respondents in District 5 (61 percent) and District 3 (57 percent) feel that frequency of service requires improvement more so than do respondents in District 1 (49 percent). Also, overcrowding inside buses is perceived as a problem in District 3 (54 percent) more so than it is in District 5 (24 percent) and District 2 (39 percent). Compared to the other 4 districts, transfer connections represent a problem to be addressed in District 5 (District 5 -- 22 percent; other districts range from 9 percent to 13 percent).

APPENDIX D: SURVEY RESULTS BY SUPERVISORIAL DISTRICT

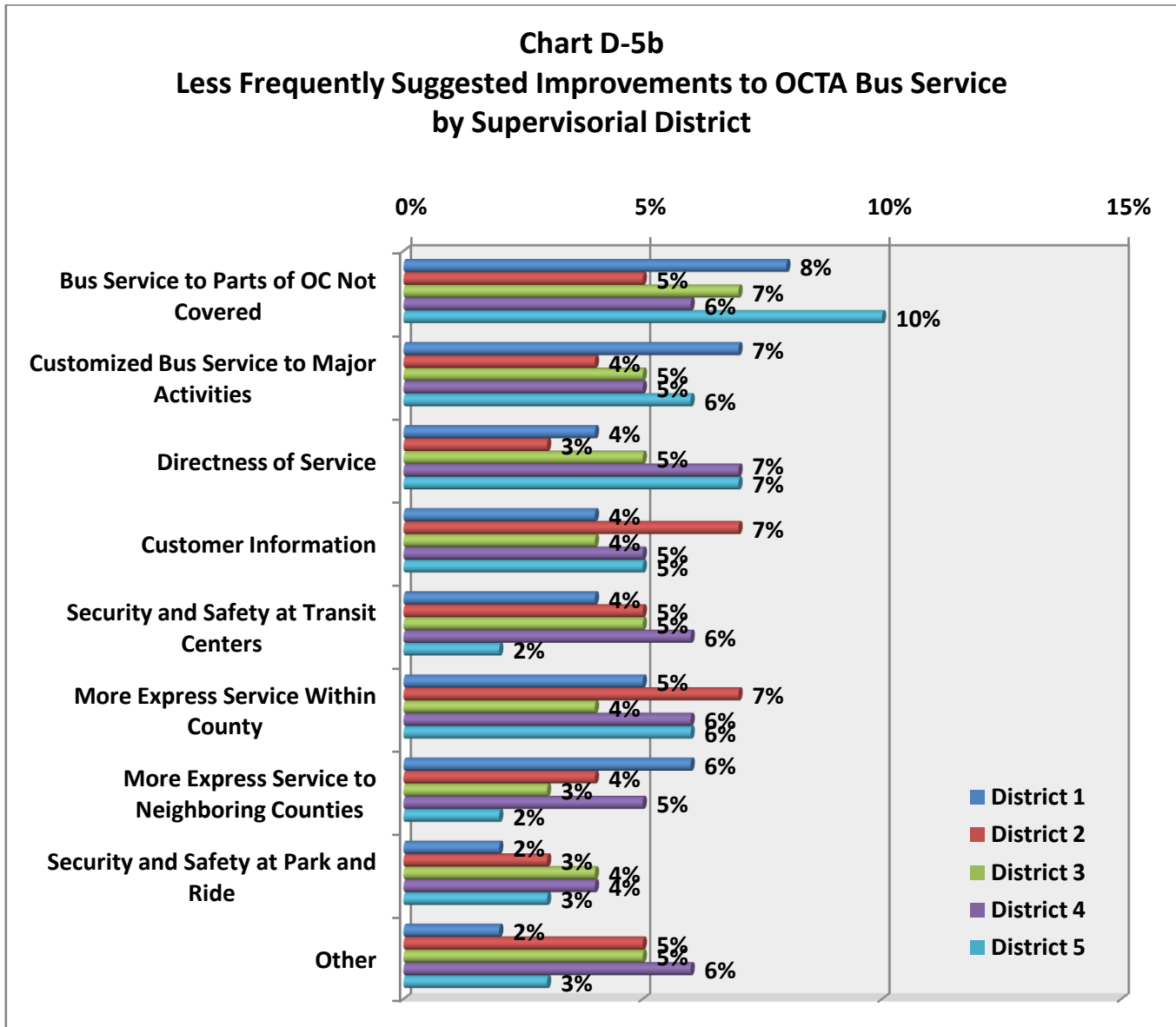
Chart D-5b continues the suggested improvements by district with some lesser improvements where District 5 shows more of an inclination than other districts that OCTA provide buses to parts of Orange County not presently served (10 percent).

Question 5: Besides price, please check up to three areas listed below in which OCTA should make improvements to bus service



Question 5: Besides price, please check up to three areas listed below in which OCTA should make

improvements to bus service

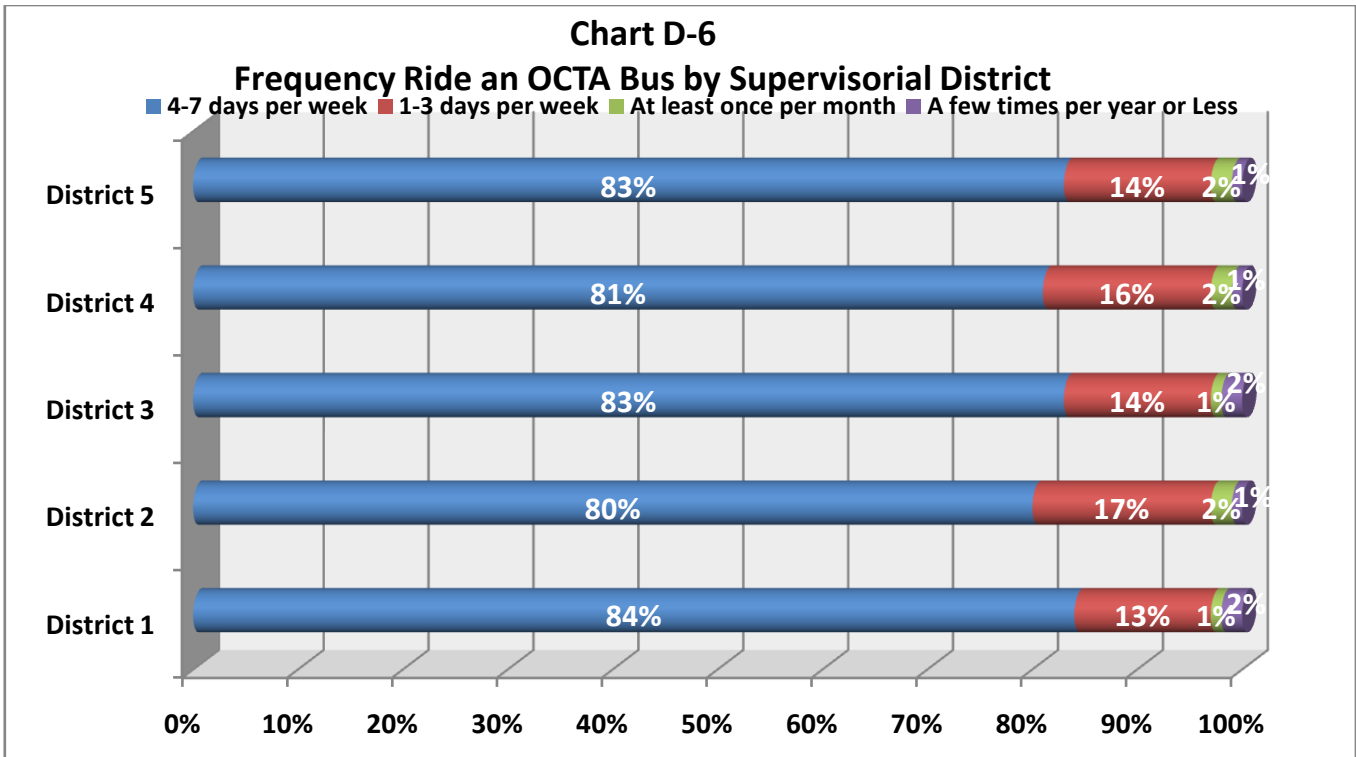


Section 3: General Bus Usage

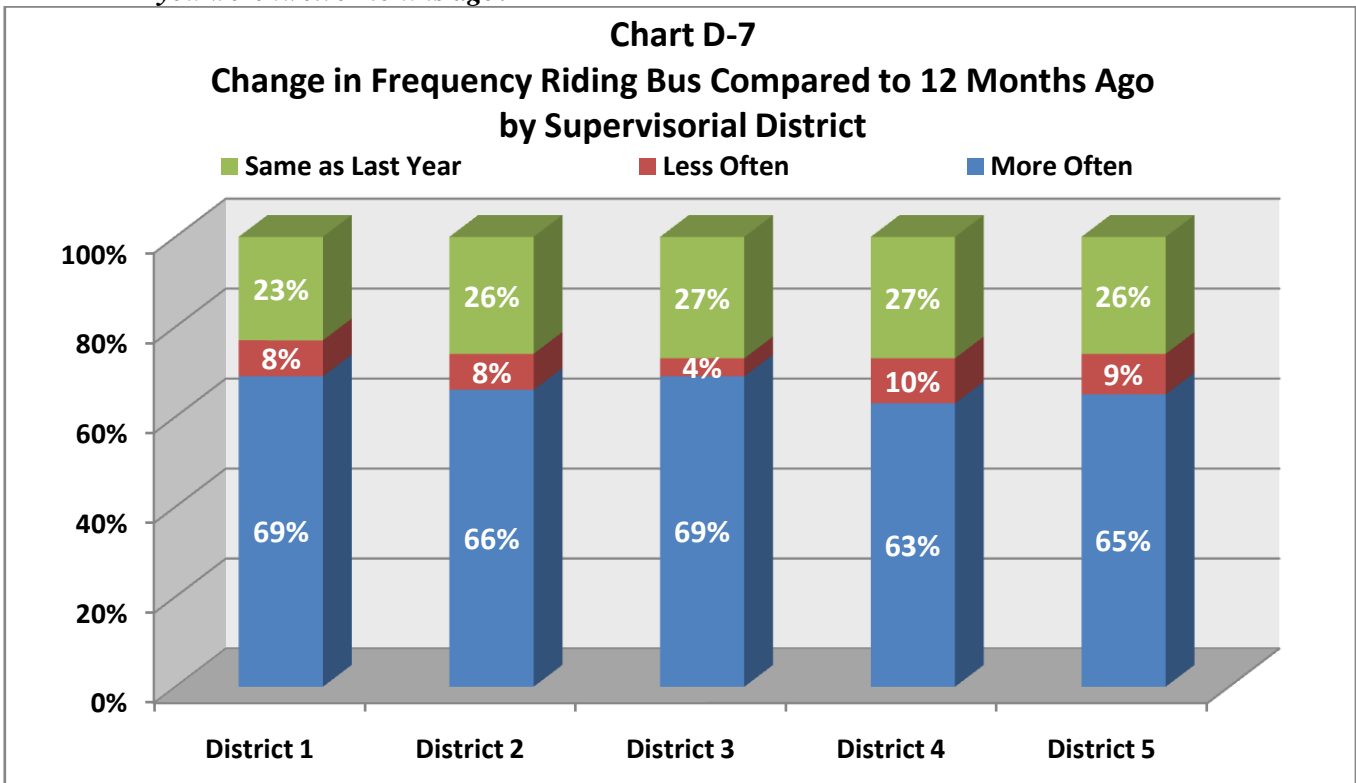
Frequency of Bus Use:

Chart D-6 shows that the frequency of bus usage is very consistent among the 5 supervisorial districts. For example, the range for frequent bus usage of 4 – 7 days per week is 80 percent in District 2 to 84 percent in District 5. This consistency of bus usage is also reflected across districts in Chart D-7 where the change in frequency of bus usage compared to 12 months ago is presented and ranges from 63 percent increasing their ridership in District 4 to 69 percent in District 1 and District 3.

Question 6: How often do you currently ride an OCTA bus? Would you say...



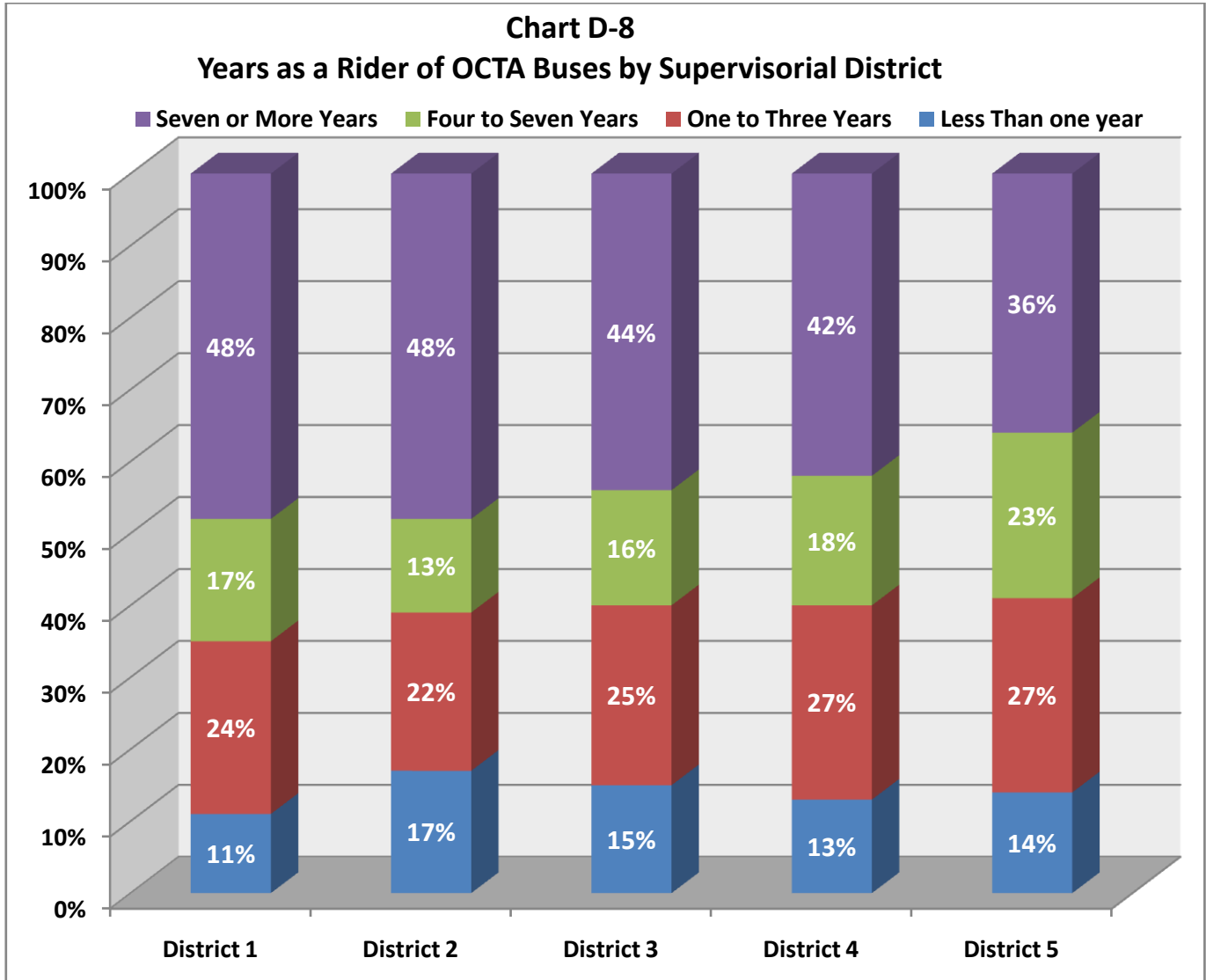
Question 7: Would you say that you are riding an OCTA bus more often, less often or about the same as you were twelve months ago?



Years Riding OCTA Buses:

Chart D-8 shows the respondents’ years of bus ridership by supervisorial district. The ridership tenure is generally consistent across districts with one notable exception where the respondents in District 5 have not been riding as long as riders in other districts (7 years or more -- 48 percent in Districts 1 and 2 versus 36 percent in District 5).

Question 8: For how long have you used OCTA bus service?

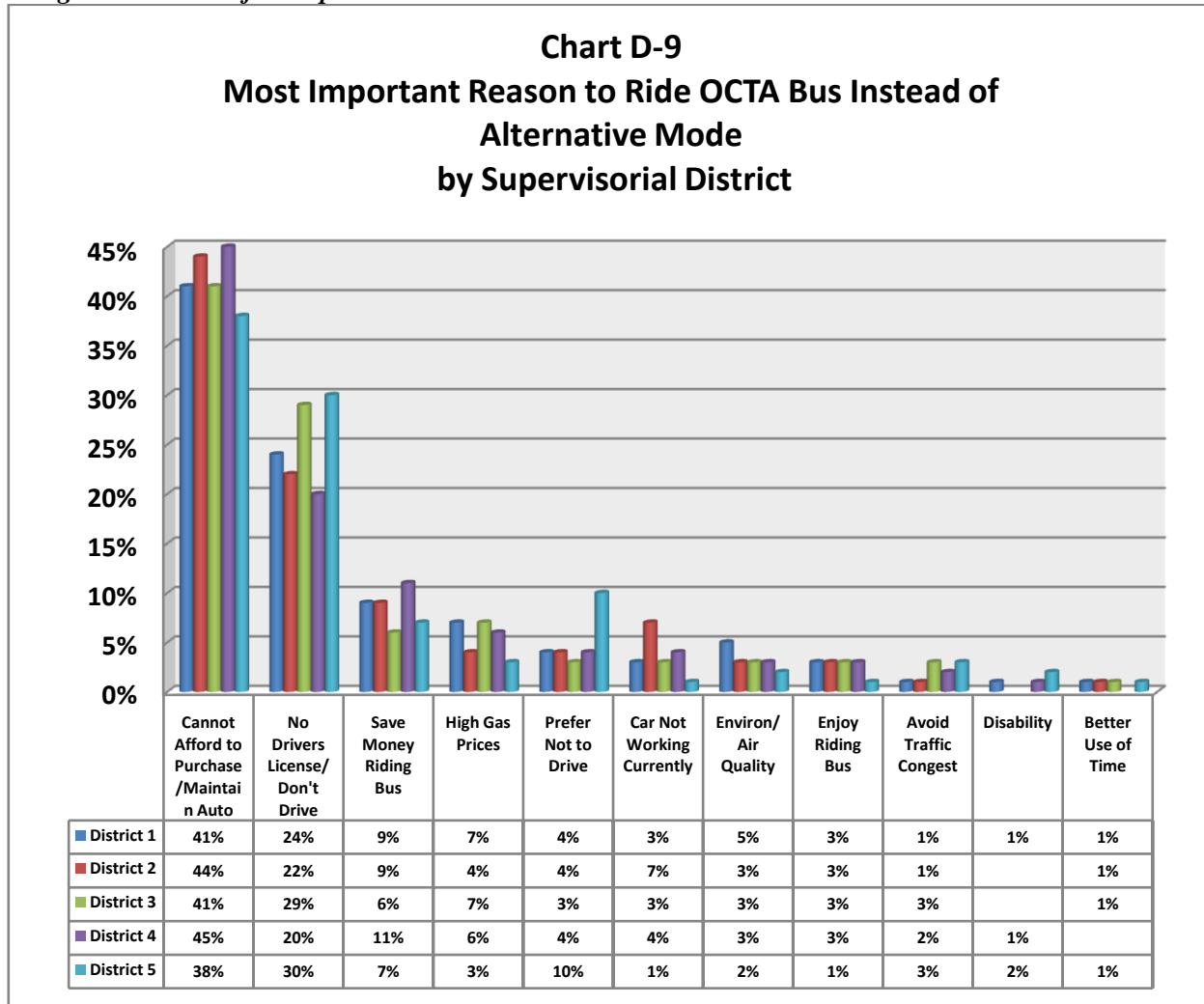


Primary Reason for Using OCTA Buses Instead of Alternative Modes:

Chart D-9 shows the most important reasons respondents ride OCTA buses instead of alternative modes of travel by supervisorial district. Respondents who ride OCTA buses because they cannot afford to purchase or maintain an automobile are found in District 4 (45 percent) and District 2 (44 percent) more than they are in District 5 (38 percent). Respondents who ride OCTA buses because they have no driver’s license or do not drive reside to a large extent in District 5 (30 percent) and District 3 (29 percent) more than they do in District 4 (20 percent).

Question 9: What is the primary reason, or most important reason, you ride the OCTA bus instead of

using other means of transportation?

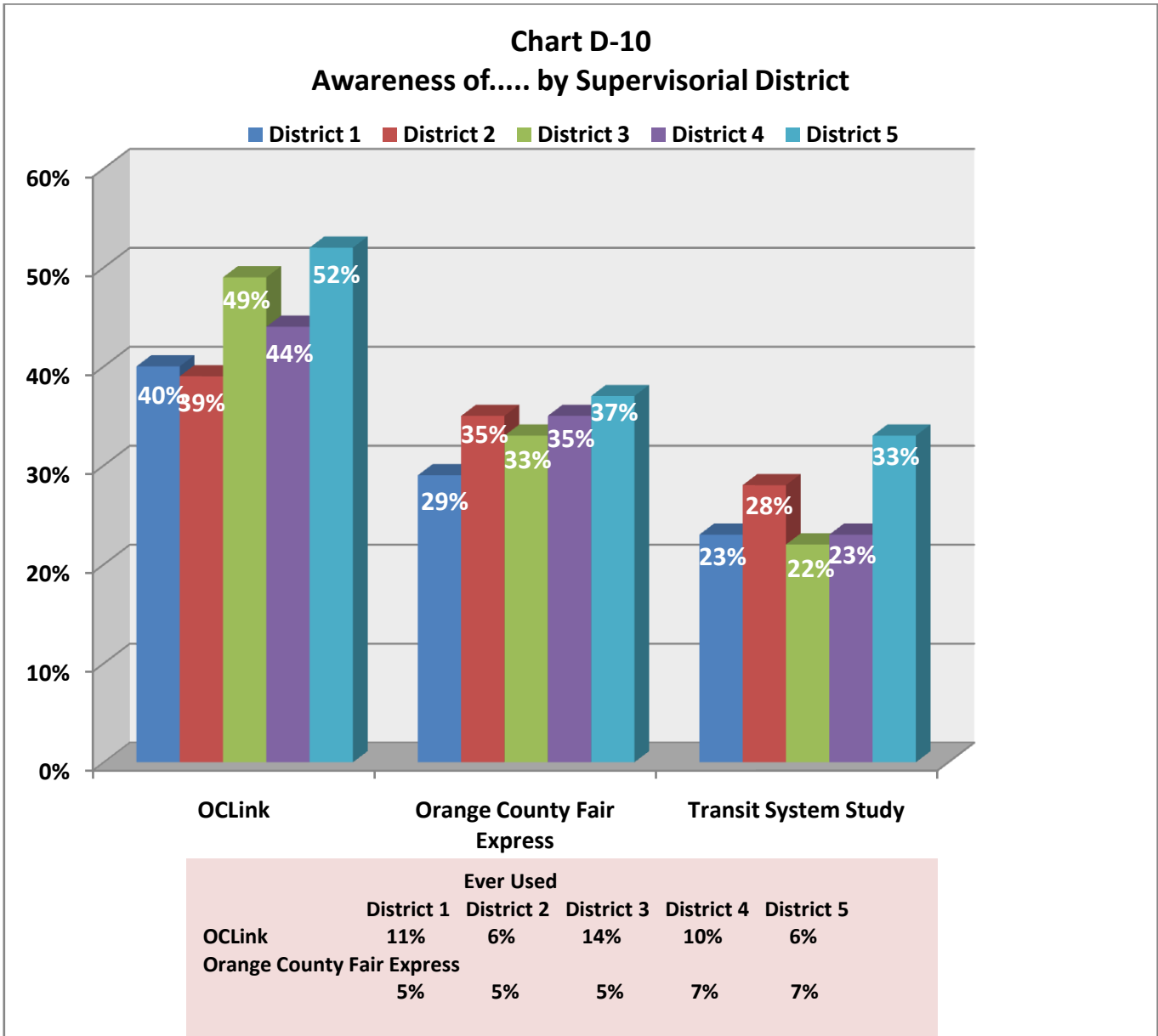


Awareness and Use of Certain OCTA Programs and Services:

Chart D-10 indicates whether respondents are aware of these certain programs and services by supervisorial district. This chart also shows the extent to which respondents have used these services by district. There is considerable variation by district in respondent awareness of the OCLink (range of 39 percent in District 2 and 40 percent in District 1 to 52 percent in District 5). This variation also exists in terms of the use of the OCLink (range of 6 percent in District 2 and District 5 to 14 percent in District 3). There is some variation with regard to respondent awareness of the OC Fair Express (range of 29 percent in District 1 to 37 percent in District 5). Use of the OC Fair Express is consistent over the 5 districts (5 percent in Districts 1, 2, and 3 and 7 percent in Districts 4 and 5). In District 5, one-third (33 percent) of respondents are aware of the Transit System Study. By contrast, less than one-quarter (22 percent in District 3 and 23 percent in Districts 1 and 4) are aware of this Study.

Question 22-24: For each of the programs and services listed below, please tell us if you are aware of that

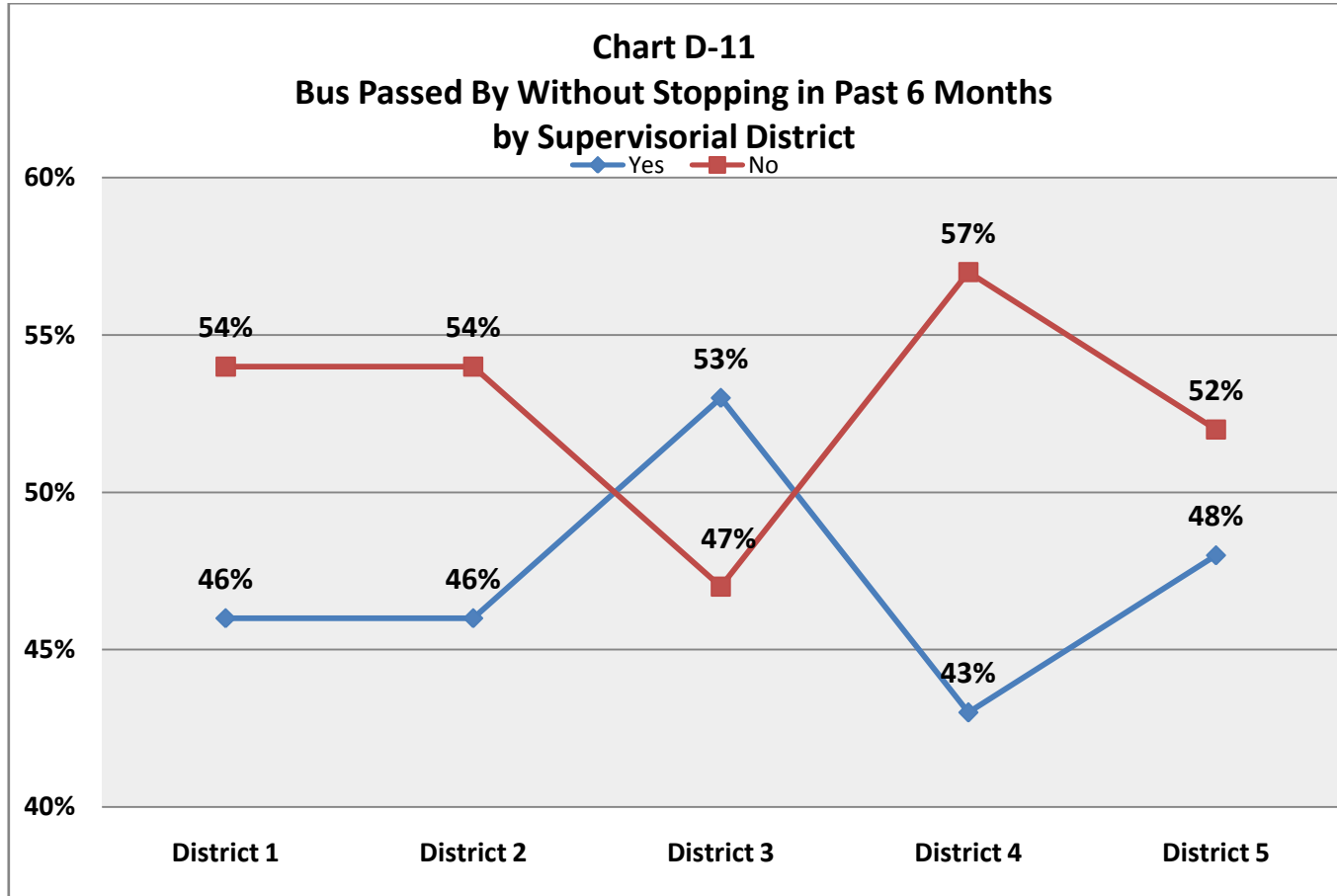
particular OCTA program or service.



Bus Passing By Without Stopping:

Chart D-11 shows that respondents boarding at bus stops District 3 (53 percent) are more likely to have experienced buses passing them by without stopping than are respondents who are boarding in District 4 (43 percent). It is noteworthy, however, that the question addresses buses passing by anywhere in the OCTA system—not just the district where the respondent was located at the time of the survey.

Question 12: *In the last six months, while you were waiting at a bus stop, has there been a time when your bus passed by without stopping for you?*

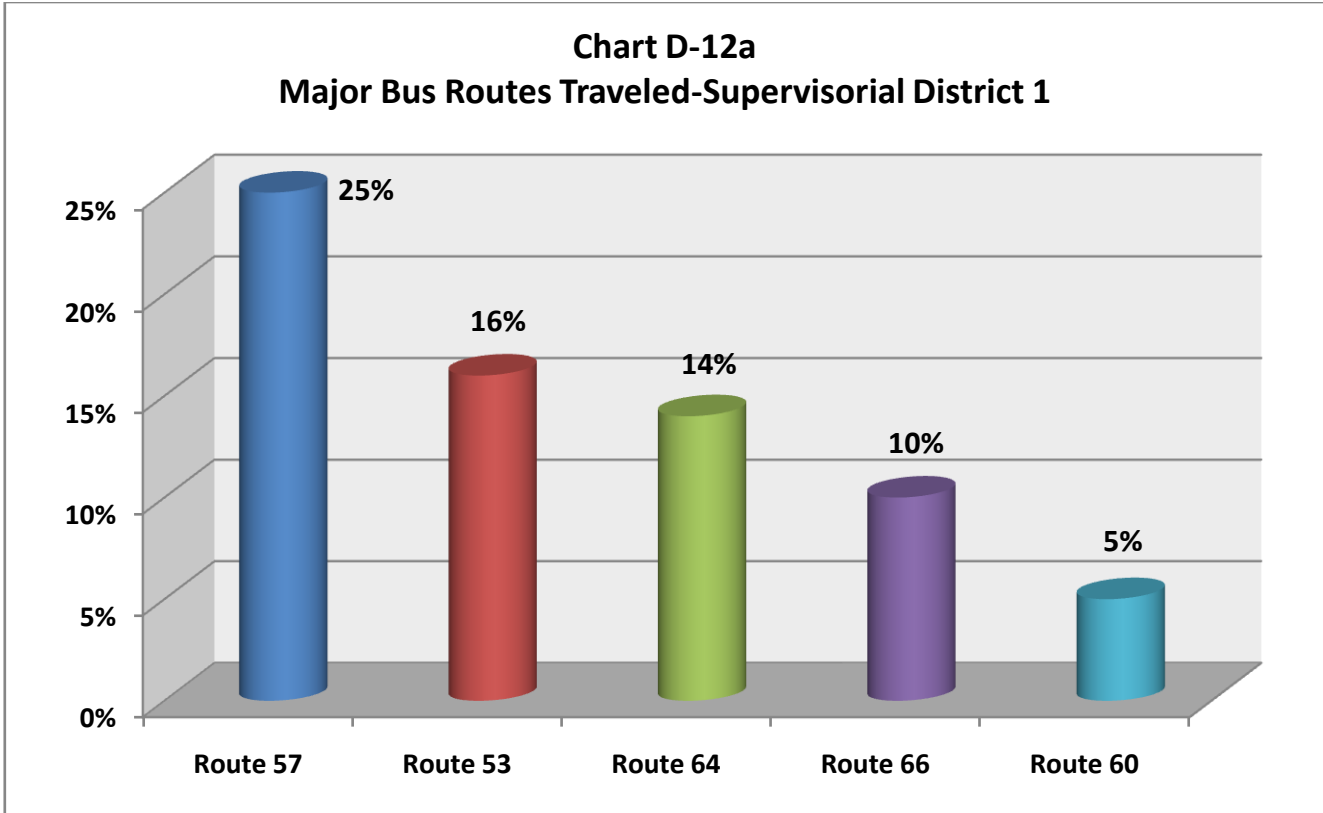


Section 4: Bus Usage Information Pertaining Specifically to Current Bus Trip

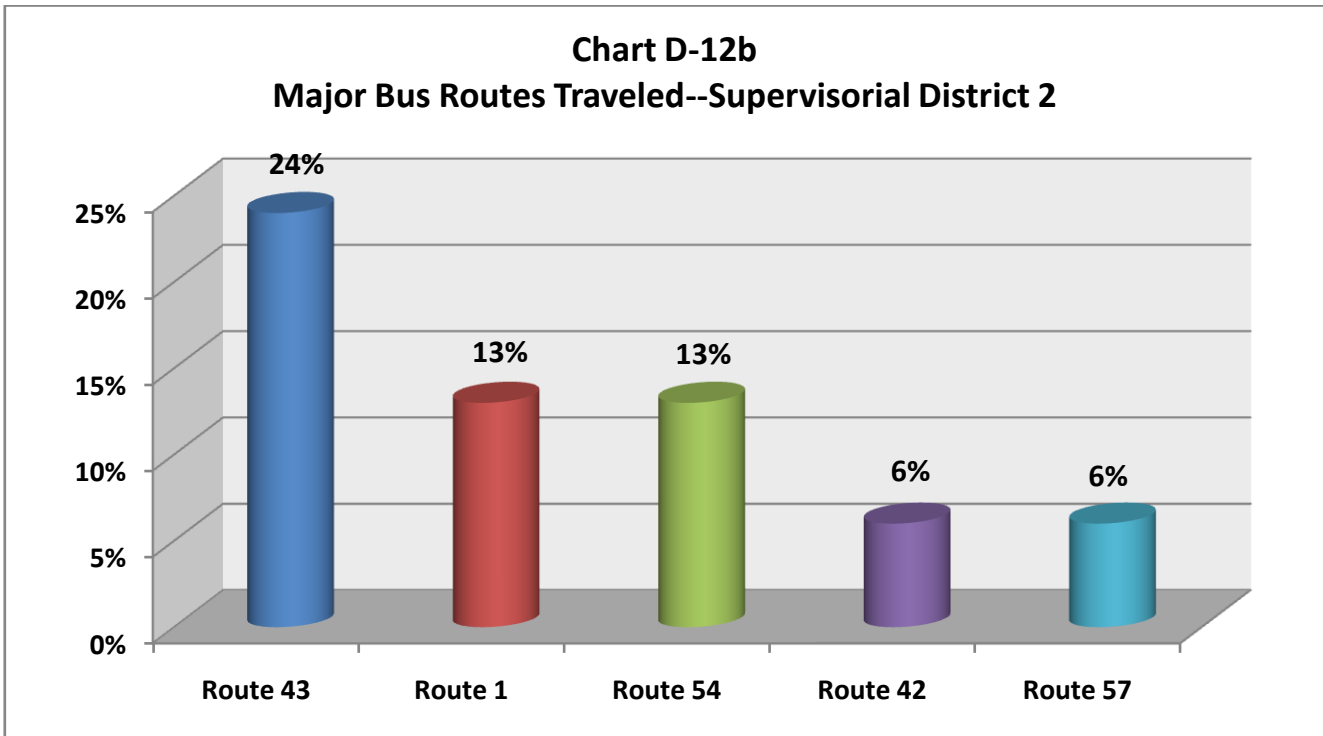
OCTA Bus Routes Used:

Charts D-12a through D-12e show the major bus routes traveled by supervisorial district. **Chart D-12a** shows that in District 1, Route 57 is highly utilized (25 percent). **Charts D-12b, D-12c, and D-12d** show that Route 43 is well-represented in District 2 (24 percent), District 3 (21 percent), and District 4 (29 percent). In District 5, the most highly used route is Route 91 (20 percent) followed by Route 83 (17 percent) (**Chart D-12e**).

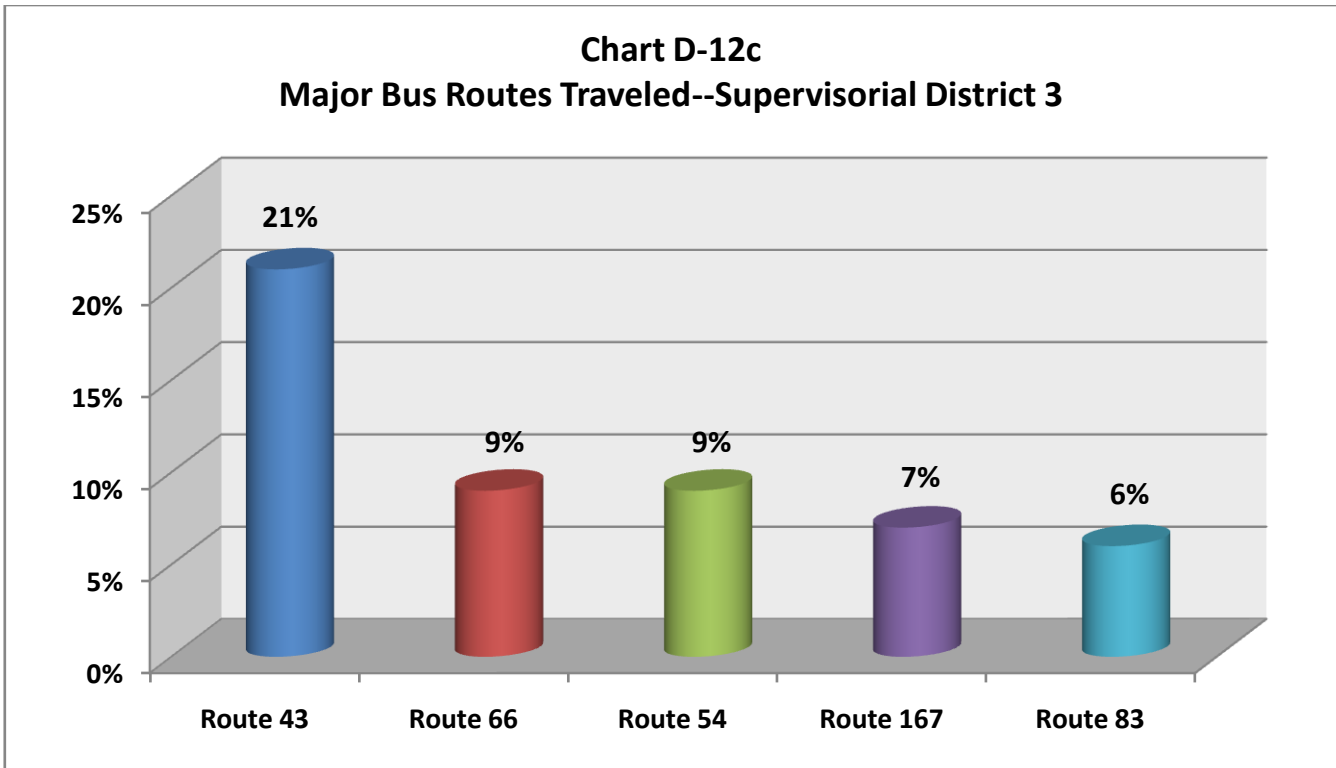
Question 13: *Which OCTA bus route were you about to board when you received this survey form?*



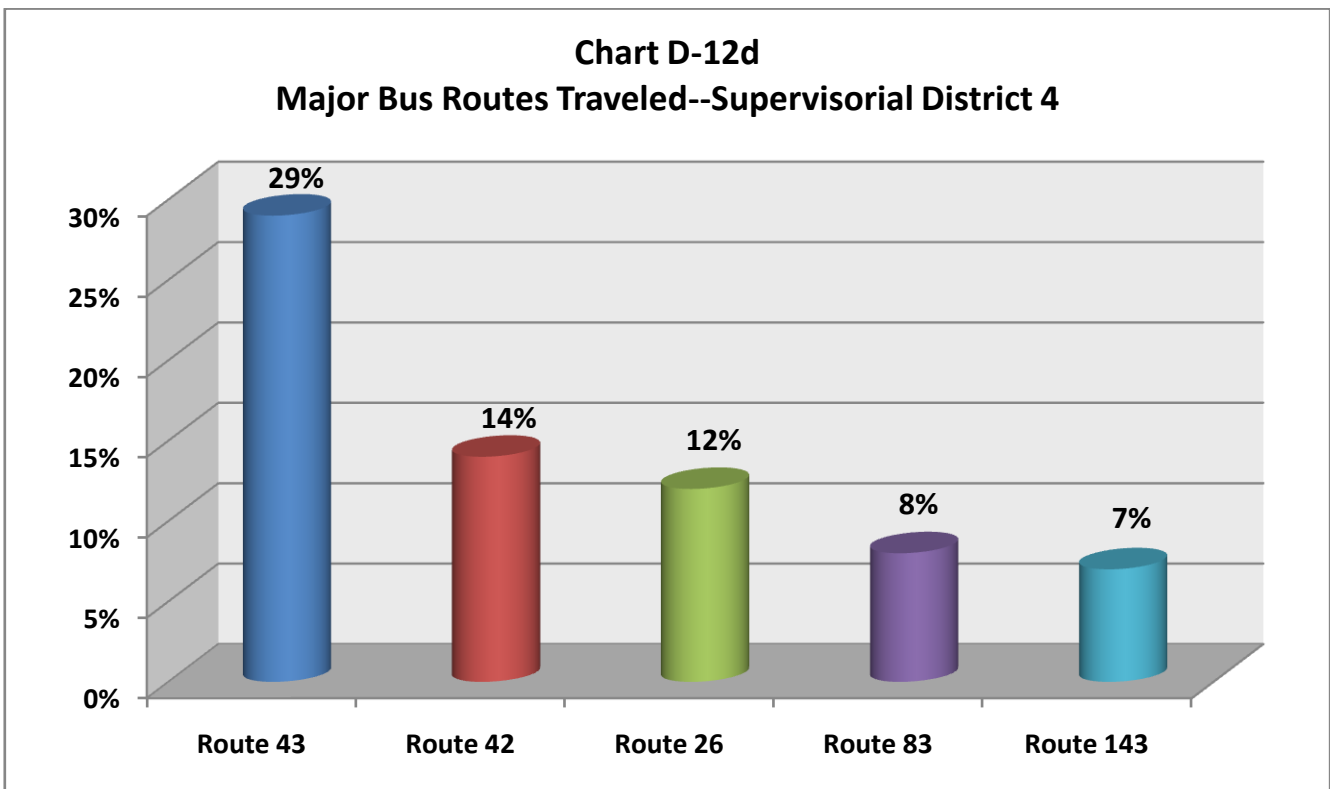
Question 13: Which OCTA bus route were you about to board when you received this survey form?



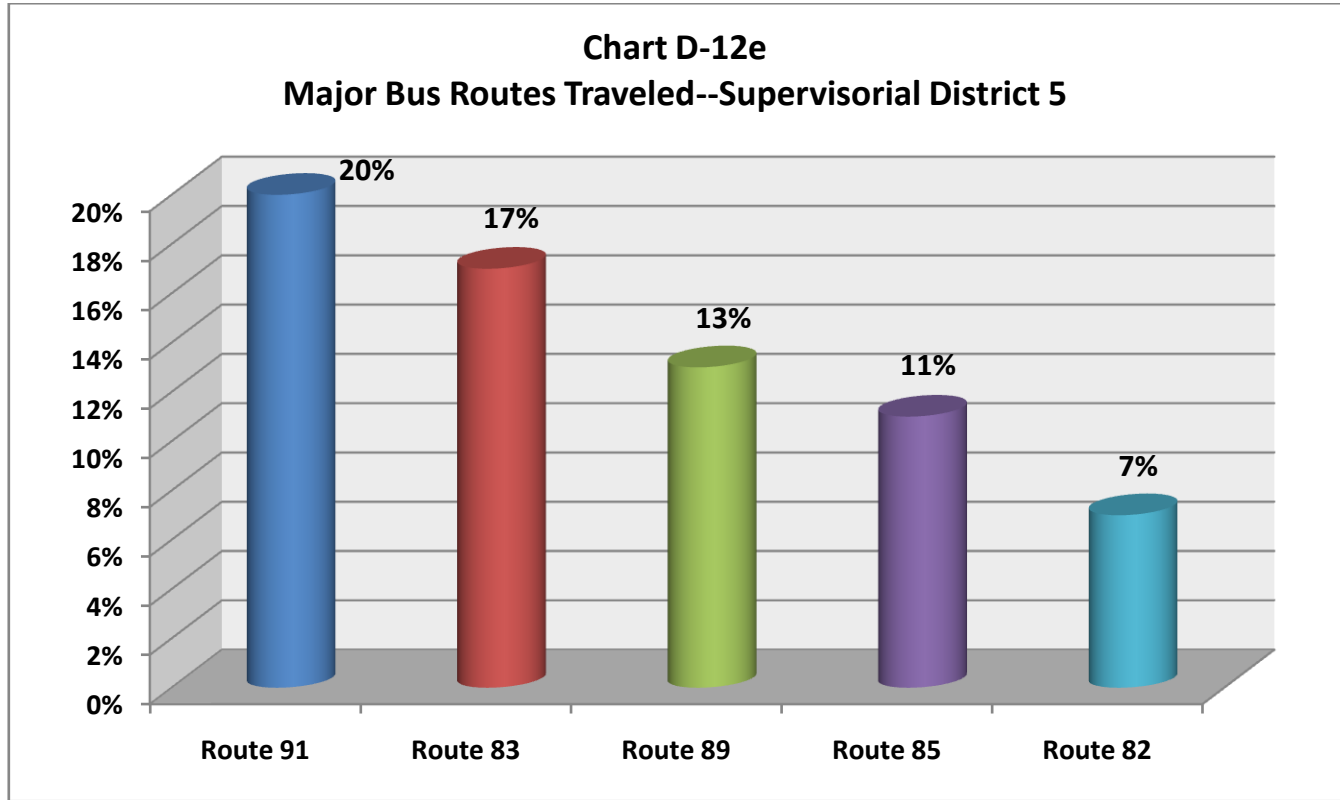
Question 13: Which OCTA bus route were you about to board when you received this survey form?



Question 13: Which OCTA bus route were you about to board when you received this survey form?



Question 13: Which OCTA bus route were you about to board when you received this survey form?

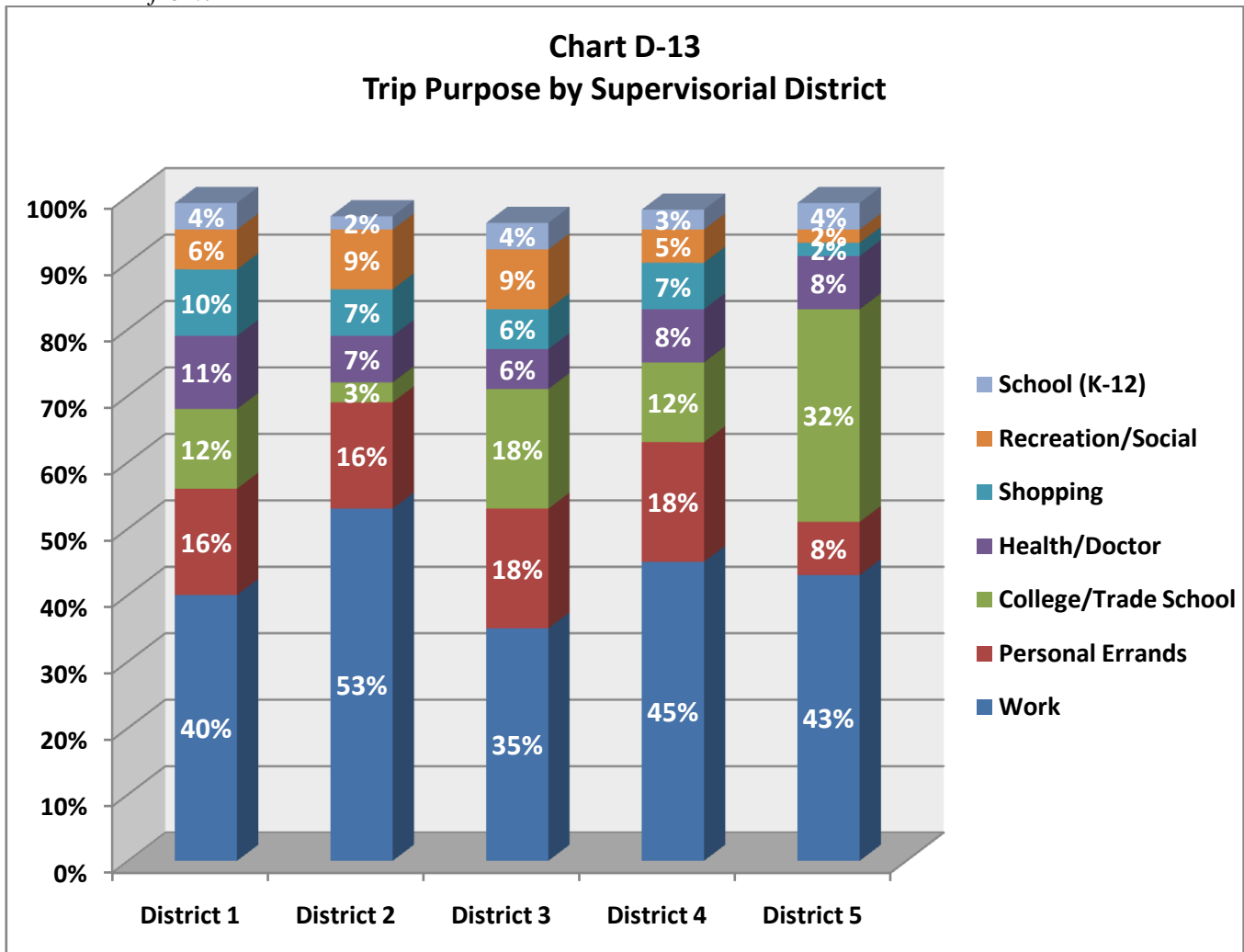


Trip Purpose:

Chart D-13 portrays trip purpose by supervisorial district. The work trip is dominant in District 2 (53 percent) and, by contrast, respondents in District 3 are the least frequent travelers to work (35 percent). Respondents in District 5 travel infrequently for personal errands (8 percent) especially in comparison to Districts 3 and 4 (each 18 percent) and Districts 1 and 2 (each 16 percent). College/trade school is a dominant trip for respondents in District 5 (32 percent) and is not a very important trip in District 2 (3 percent).

Question 14: Where are/were you going on this trip? **OR** If you are/were going home, where did you come

from?



Transfers Made on Bus Trip:

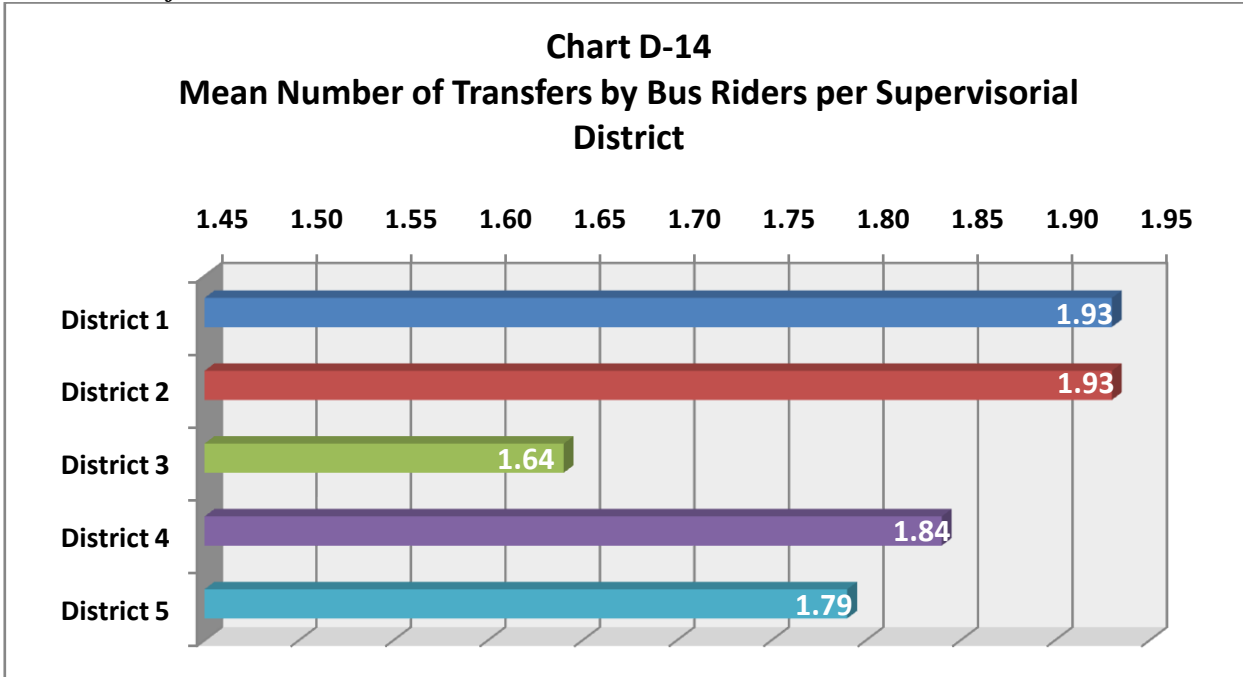
Chart D-14 indicates the mean number of transfers made by respondents on the survey trip according to supervisorial district. The mean number of transfers is highest in Districts 1 and 2 (each at 1.93) and the mean is lowest in District 3 (1.64).

Other Transportation Modes Used to Complete Trip:

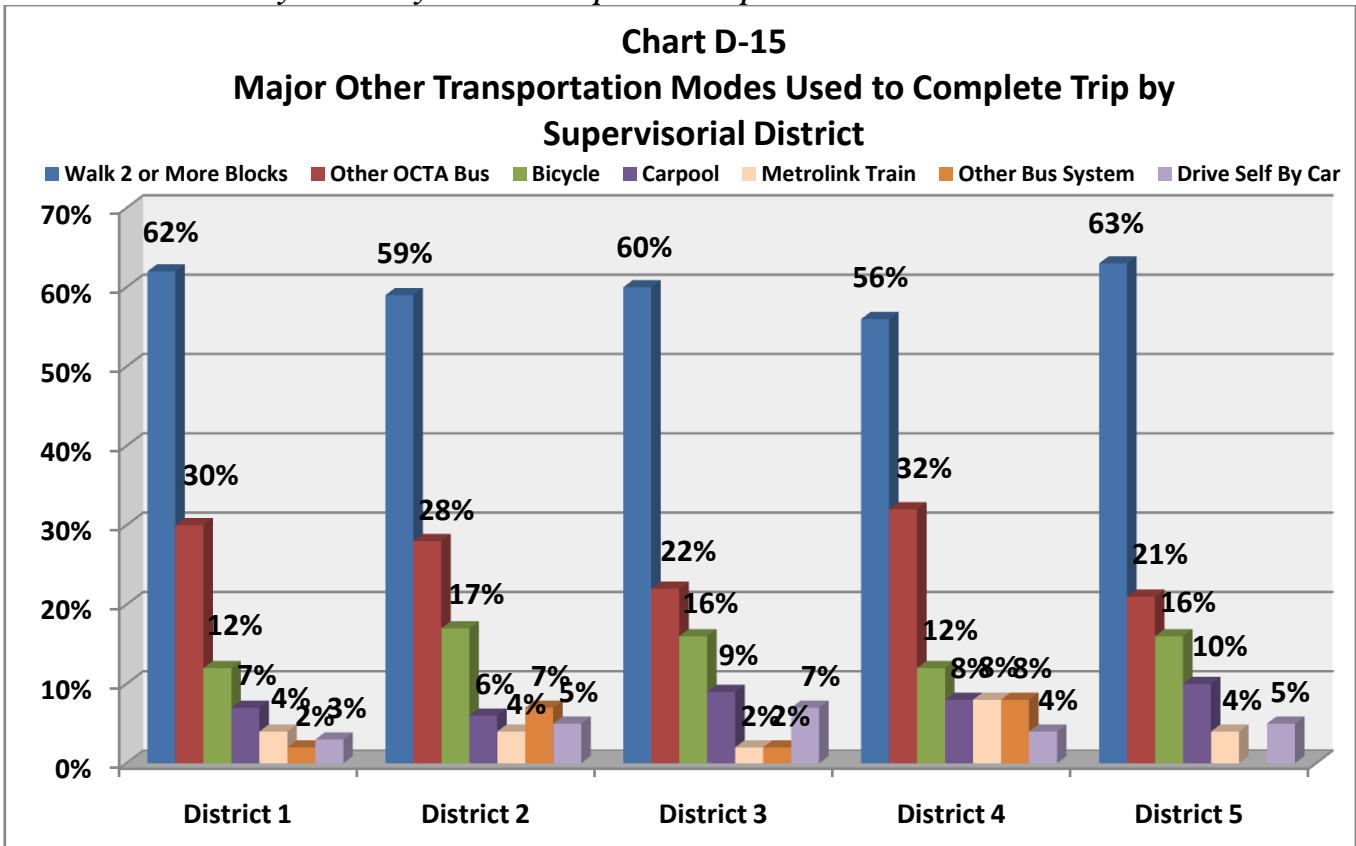
Chart D-15 shows the other modes used to complete the trip according to supervisorial district. The use of the walking trip is consistent across the 5 districts (ranging from 56 percent in District 4 to 63 percent in District 5). Other OCTA buses are utilized largely by respondents in District 4 (32 percent) and District 1 (30 percent) and are least utilized in District 5 (21 percent) and District 3 (22 percent).

APPENDIX D: SURVEY RESULTS BY SUPERVISORIAL DISTRICT

Question 15: How many total transfers will/did you make during this trip from where you started to your final destination?



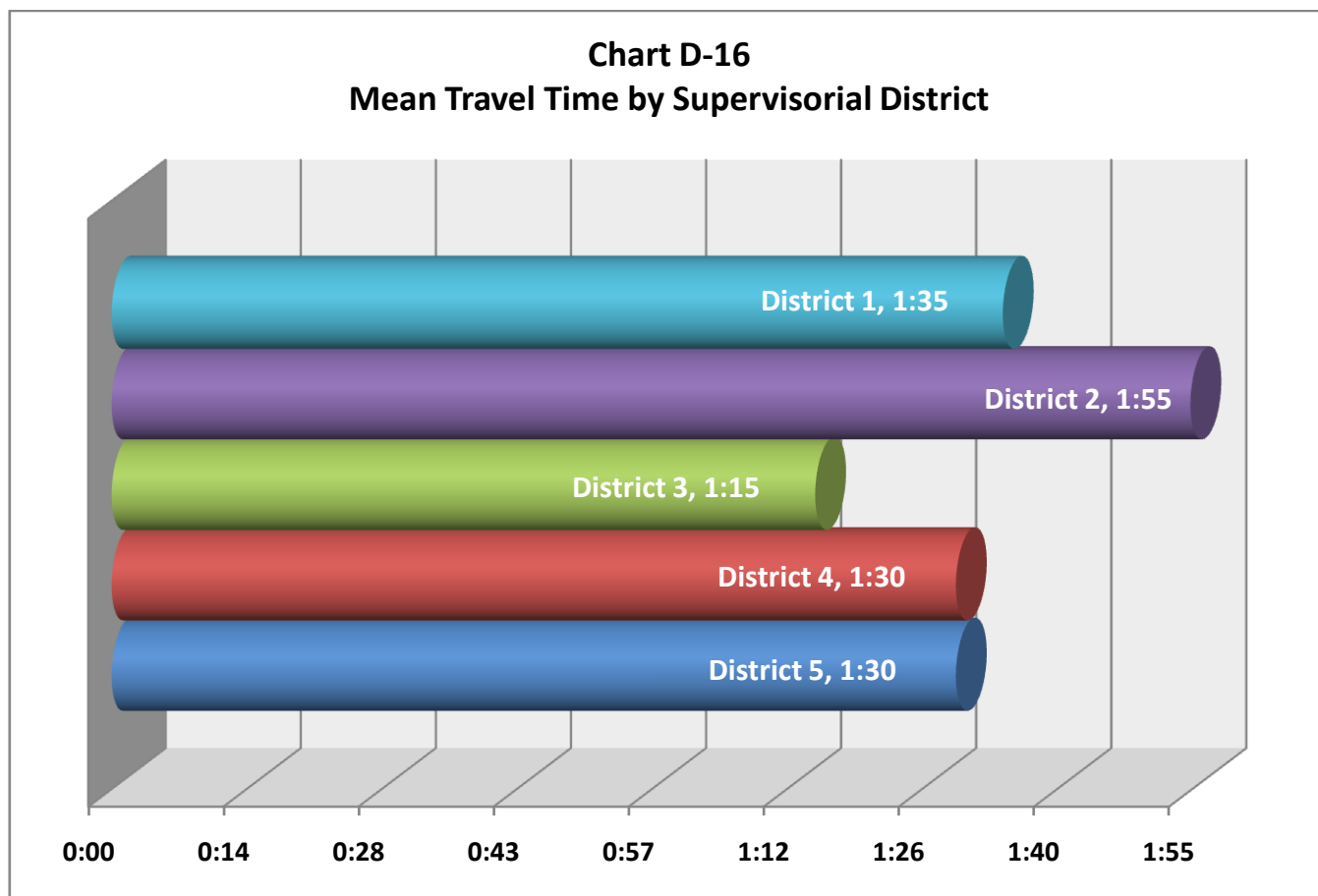
Question 16: Other than the bus you are on now or were on after you were handed the survey, what other travel modes did you or will you use to complete that trip?



Travel Time for Bus Trip:

Chart D-16 indicates the mean travel time for bus trips by supervisorial district. Respondents in District 2 (mean of 1 hour and 55 minutes) exhibit the highest travel time while those in District 3 have the lowest travel time (mean of 1 hour and 15 minutes).

Question 17: How much time would you estimate you have spent or will spend completing this trip –start to finish – from where you started to your final destination, including all transfers to and from other transit systems, if applicable?



Section 5: Sources of Information about OCTA Bus Service

Sources of Information:

Chart D-17a portrays the most frequently cited sources about OCTA bus service by supervisorial district. These sources of information used to obtain information about OCTA bus service are generally consistent across districts with two notable exceptions. First, the respondents in District 5 (39 percent) use inside bus advertising as a source of information much less than do respondents in other districts (range of 51 percent in District 1 to 54 percent in District 2). Second, the respondents in District 5 (45 percent) also use information from the eBusbook less frequently than do respondents from the other districts (range of 49 percent in District 2 to 58 percent in District 3).

Question 10: Which of the following sources have you used for getting information about OCTA bus service?

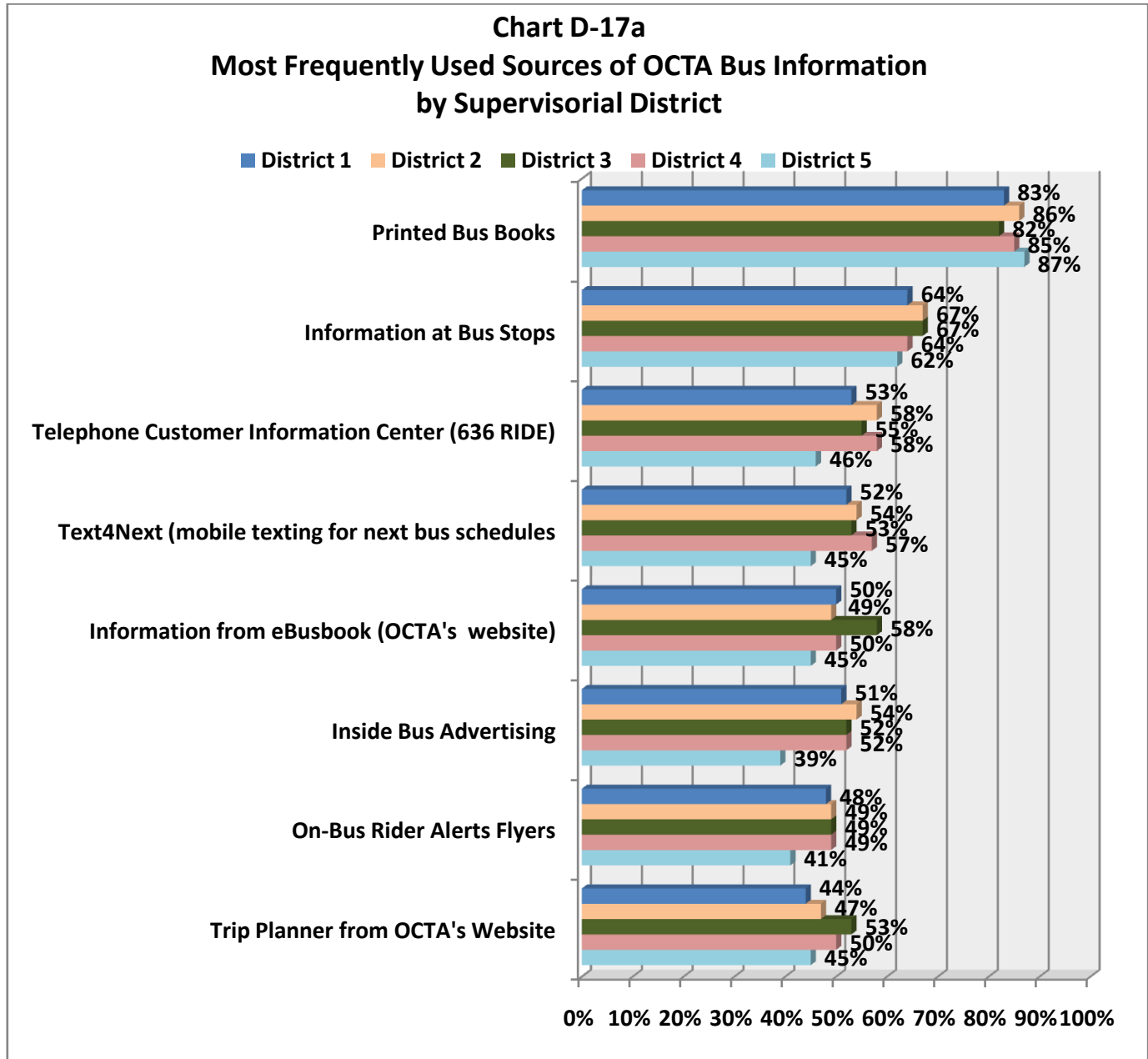
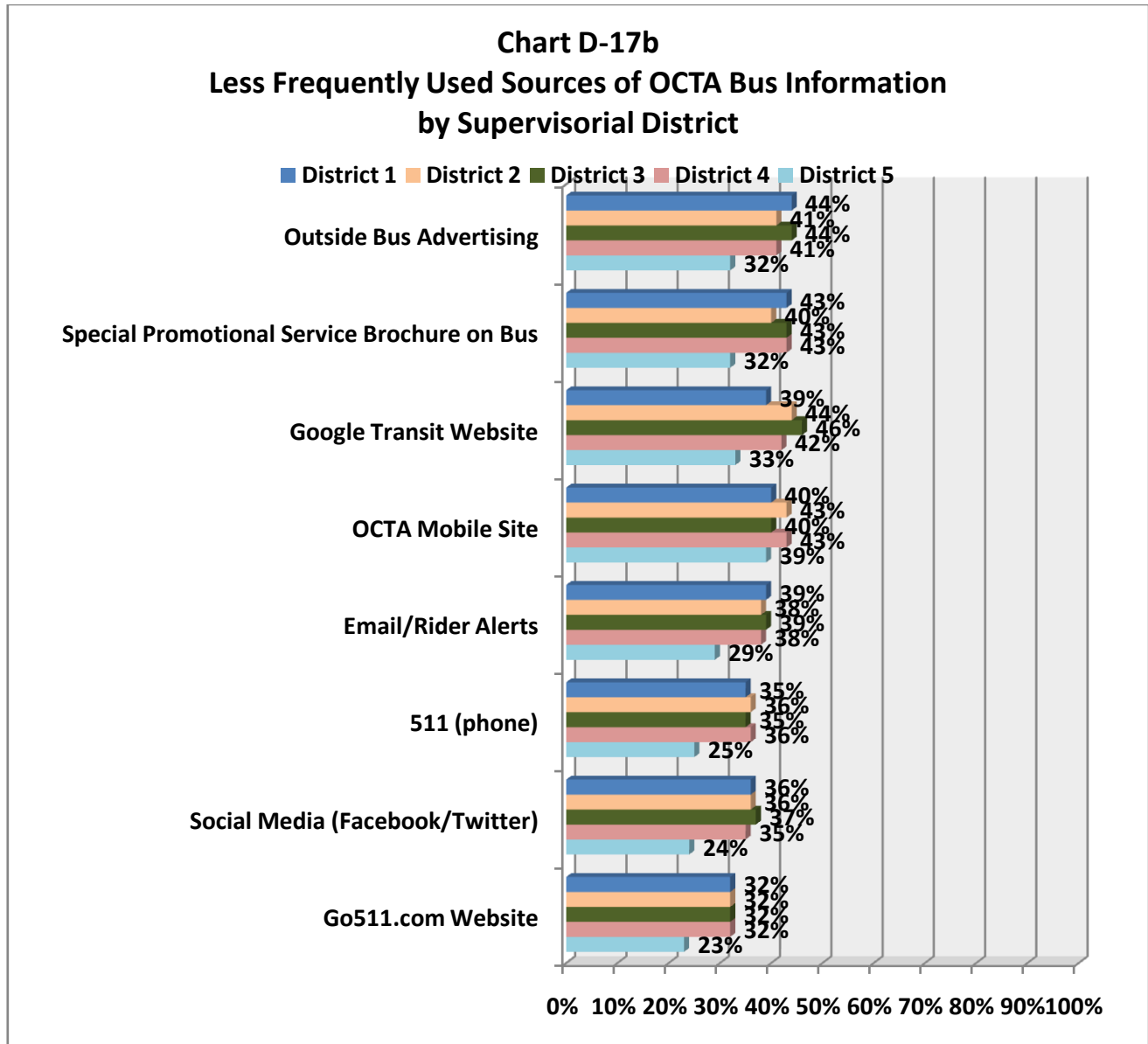


Chart D-17b shows the less frequently cited sources about OCTA bus service by supervisorial district. For each source of information on this chart (except OCTA Mobile Site), the respondents in District 5 use the identified source of information less frequently than do the respondents from the other districts. These differences are particularly notable regarding social media where respondents in District 5 (24 percent) are less likely to use this source of information than are respondents in the other districts (range of 35 percent in District 4 to 37 percent in District 3).

Question 10: Which of the following sources have you used for getting information about OCTA bus service?



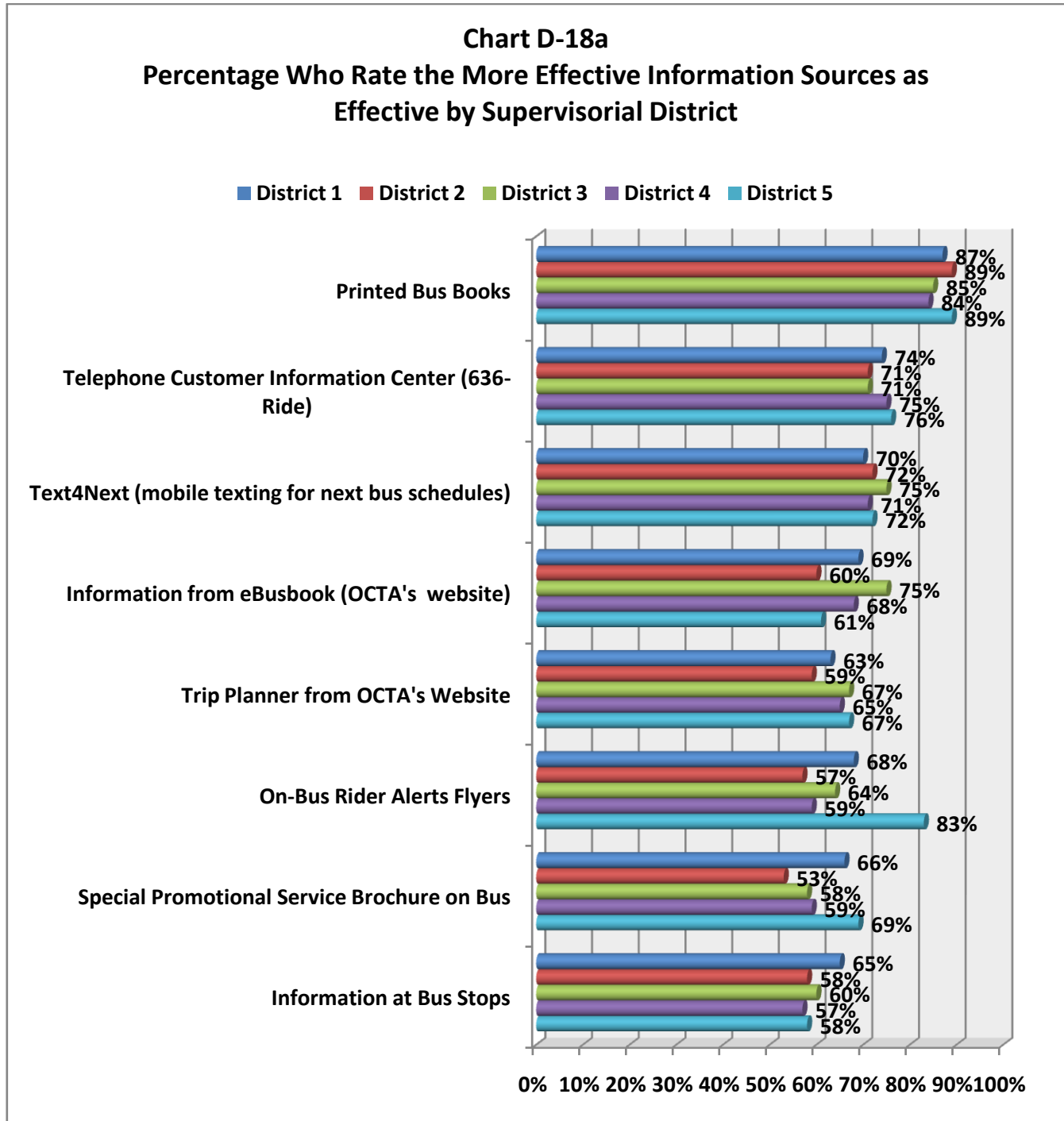
Effectiveness of Information Sources:

Chart D-18a portrays the most effective information sources by supervisorial district. The level of effectiveness in general for each of these sources is consistent across the five districts. However, there is one notable exception. That is, respondents in District 5 (83 percent) consider on-bus rider alert flyers to be substantially more effective sources of information than do respondents from the other districts (range of 57 percent in District 2 to 68 percent in District 1).

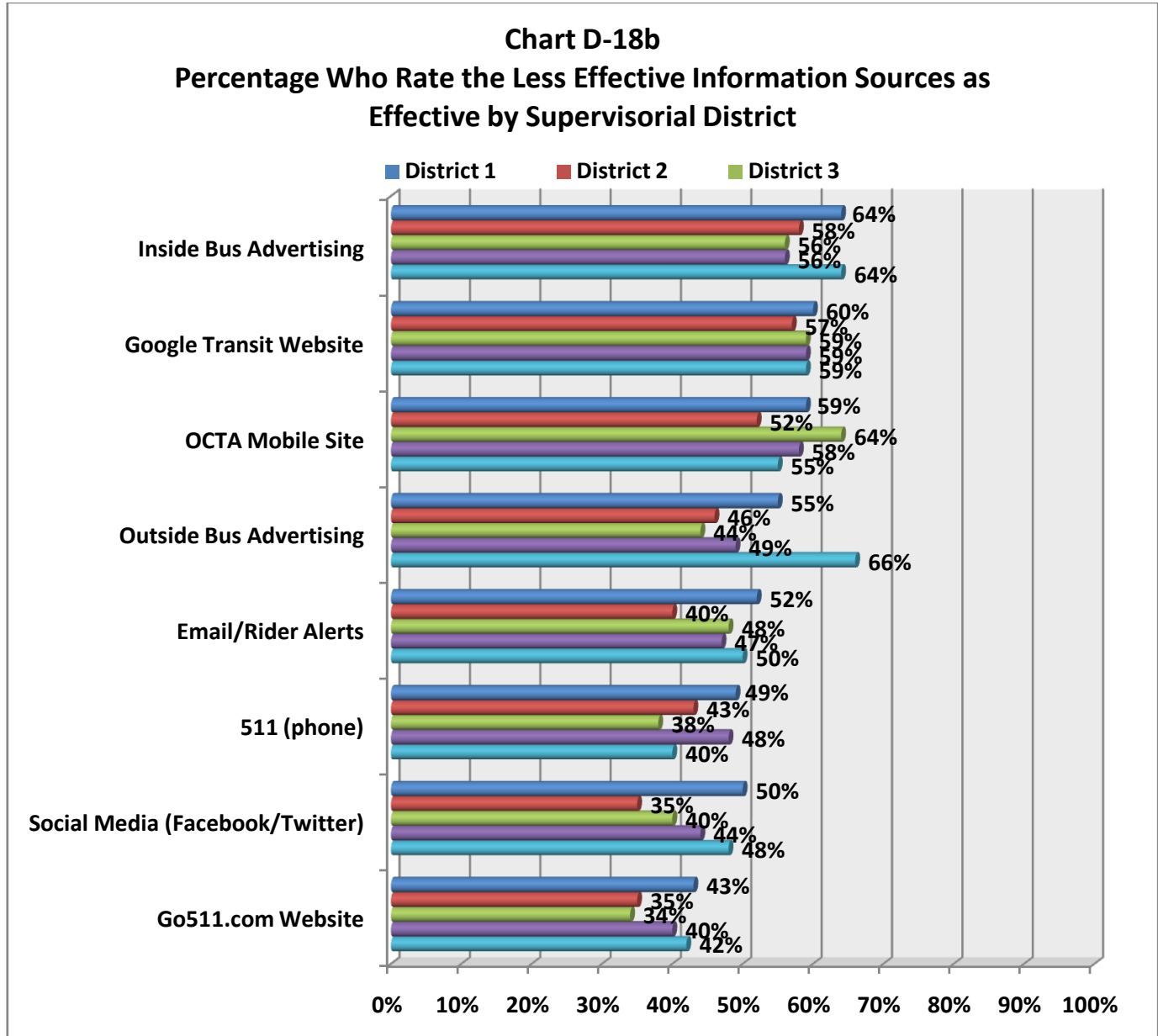
Chart D-18b shows the less effective information sources by supervisorial district. For the most part, the level of effectiveness for each of these sources is consistent across the five districts. The major difference occurs with regard to outside bus advertising, where respondents in District 5 (66 percent) find this source of information to be more effective than do the respondents from the other districts (range of 44 percent in District 3 to 55 percent in District 1).

APPENDIX D: SURVEY RESULTS BY SUPERVISORIAL DISTRICT

Question 11: How effective was that source of information in getting information to you about OCTA bus service?



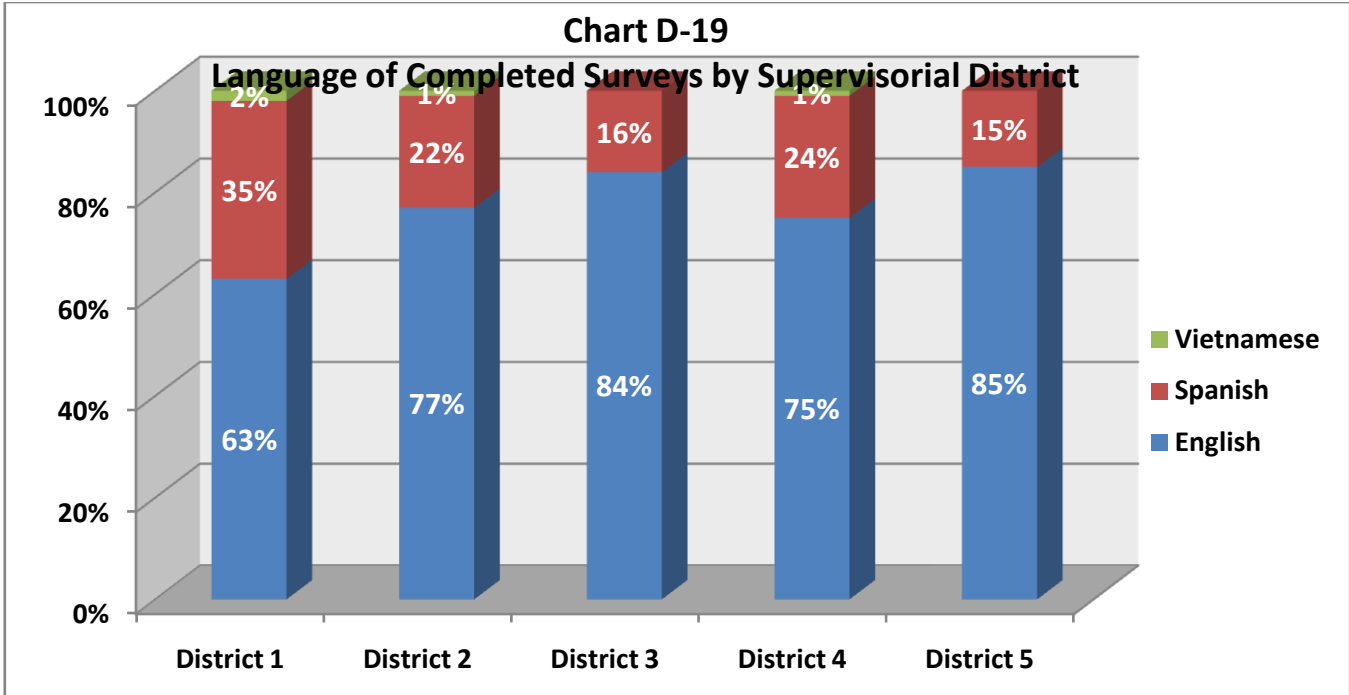
Question 11: How effective was that source of information in getting information to you about OCTA bus service?



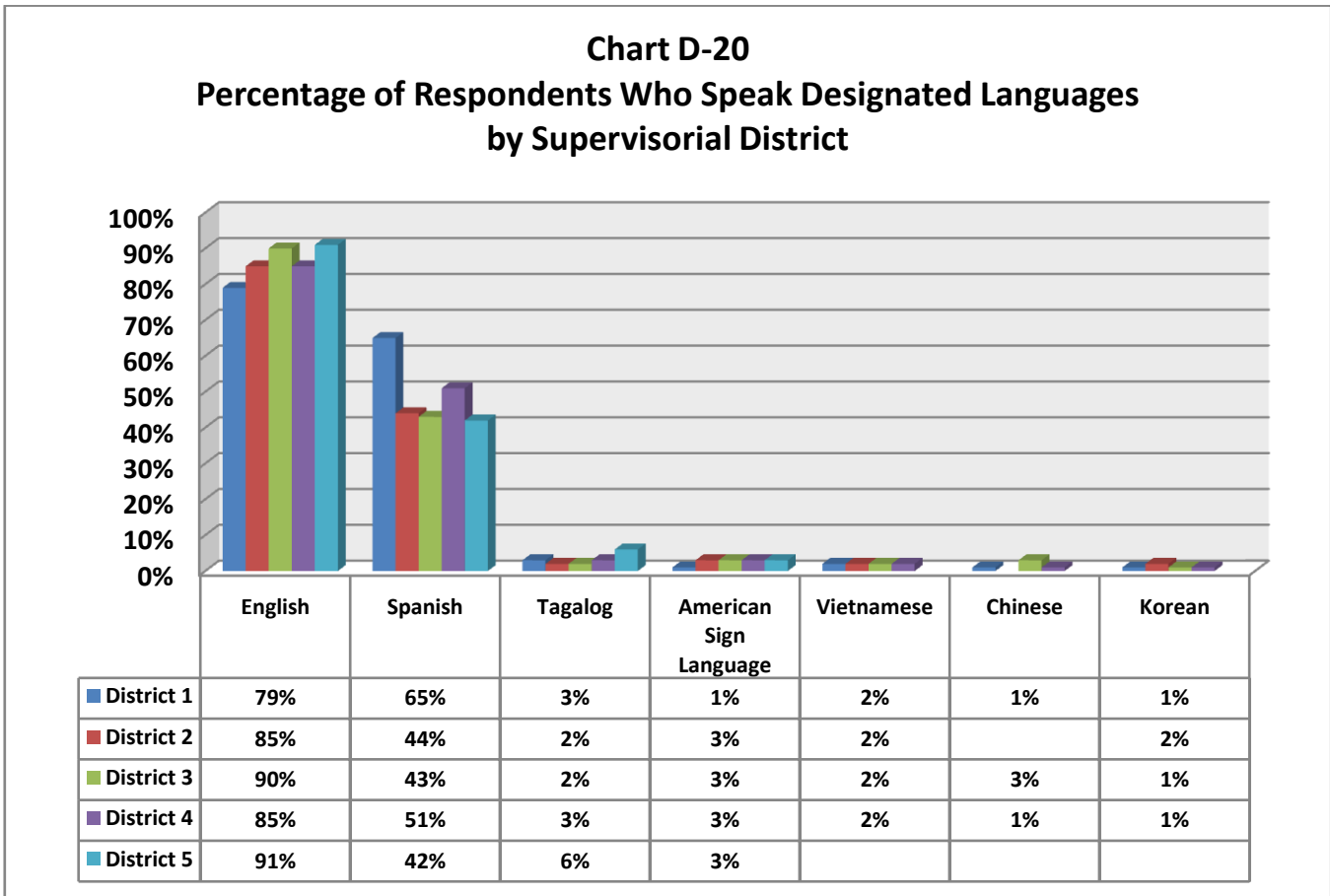
Spoken Languages:

Chart D-19 shows that English was particularly prevalent among returned surveys from District 5 (85 percent) and District 3 (84 percent); Spanish was strongest in District 1 (35 percent).

Based upon **Chart D-20** (and consistent with the language of the returned surveys), English is particularly dominant as a spoken language in Districts 5 (91 percent) and District 3 (90 percent). The greatest percentage of Spanish speakers is in District 1 (65 percent).



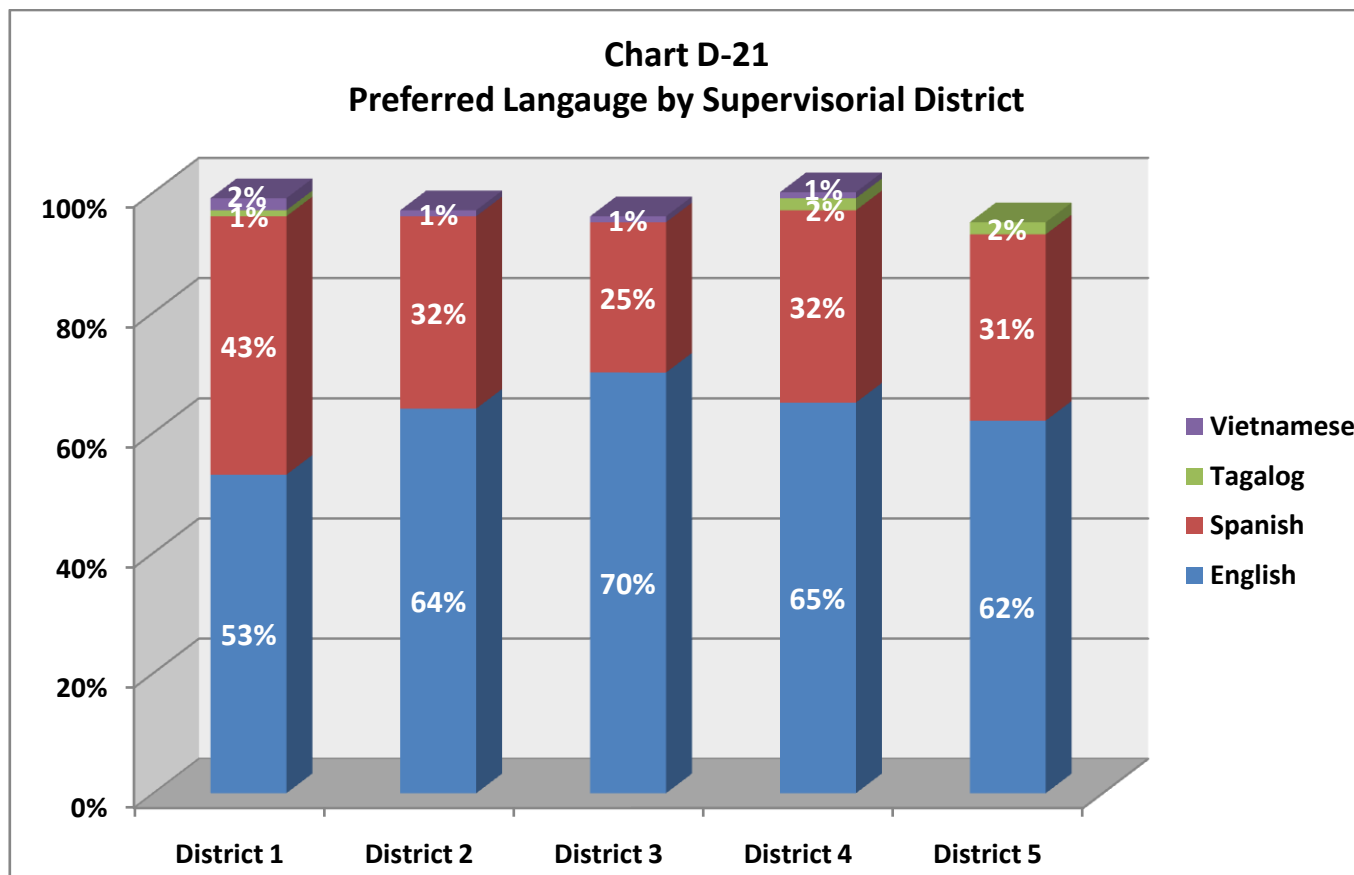
Question 37: Other than [language of survey], what other language(s) do you speak?



Preferred Language:

According to **Chart D-21**, English is heavily preferred in District 3 (70 percent) and least preferred in District 1 (53 percent) as a means to receive bus information. Conversely, Spanish is most preferred in District 1 (43 percent) and least preferred in District 3 (25 percent).

Question 38: Among the languages you speak, which one do you most prefer for receiving bus information?

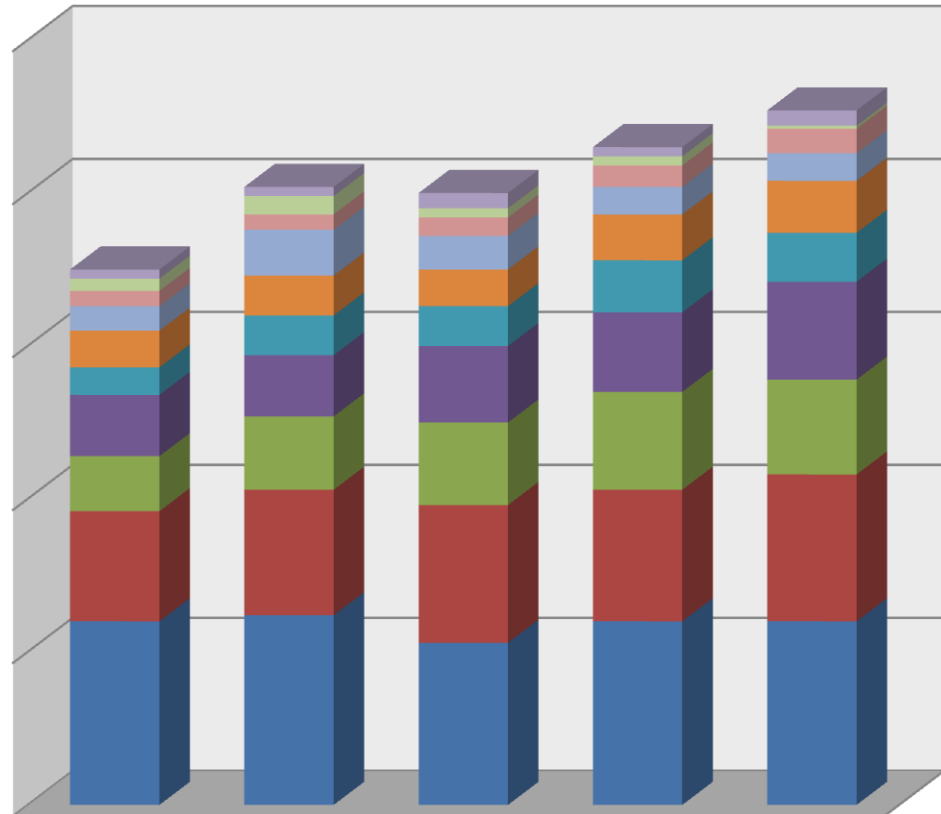


Electronic Media:

Chart D-22 indicates the respondent's access to electronic media and payment methods by supervisorial district. With regard to access to social media, there are three areas that are noteworthy: With reference to the use of cell phones, there is relatively high access in District 2 (62 percent) and Districts 1, 4, and 5 (each 60 percent) versus low access in District 3 (53 percent). Concerning access to Internet on respondent's computer, there is high access in District 5 (48 percent) and low access in District 1 (36 percent). In District 5, the use of Facebook (32 percent) is high compared to Districts 1 and 2 (each at 20 percent). The use of a debit card for payment is higher in District 4 (32 percent) and District 5 (31 percent) as opposed to District 1 (18 percent). The credit card is used to a greater extent in Districts 4 (17 percent) and 5 (16 percent) versus District 1 (9 percent).

Question 25: Do you currently have access to these electronic media and payment methods?

Chart D-22
Access to Electronic Media by Supervisorial District

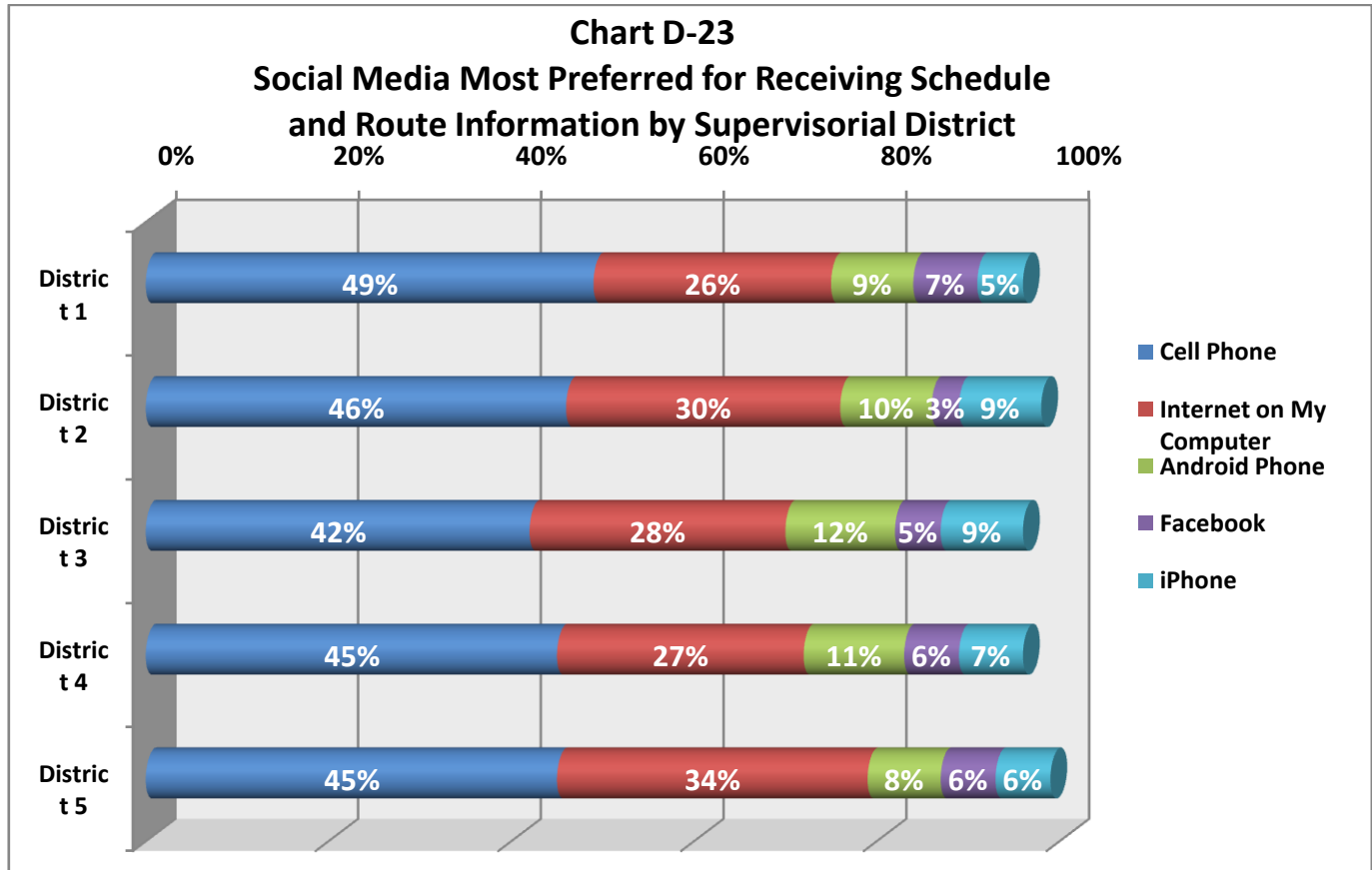


	District 1	District 2	District 3	District 4	District 5
Other Social Media	3%	3%	5%	3%	5%
Other Smart Phone	4%	6%	3%	3%	1%
Twitter	5%	5%	6%	7%	8%
iPhone	8%	15%	11%	9%	9%
Android Phone	12%	13%	12%	15%	17%
Credit card	9%	13%	13%	17%	16%
Facebook	20%	20%	25%	26%	32%
Debit Card	18%	24%	27%	32%	31%
Internet on My Computer	36%	41%	45%	43%	48%
Cell Phone	60%	62%	53%	60%	60%

APPENDIX D: SURVEY RESULTS BY SUPERVISORIAL DISTRICT

Chart D-23 shows the social media most preferred for receiving schedule and route information by supervisorial district. The use of the cell phone is largely consistent across the five districts (range of 42 percent in District 3 to 49 percent in District 1). There is slightly more variation by district with regard to the use of the Internet on the respondent’s home computer (range of 26 percent in District 1 to 34 percent in District 5).

Question 26: Through which of these electronic media would you most prefer to receive scheduling and route information?

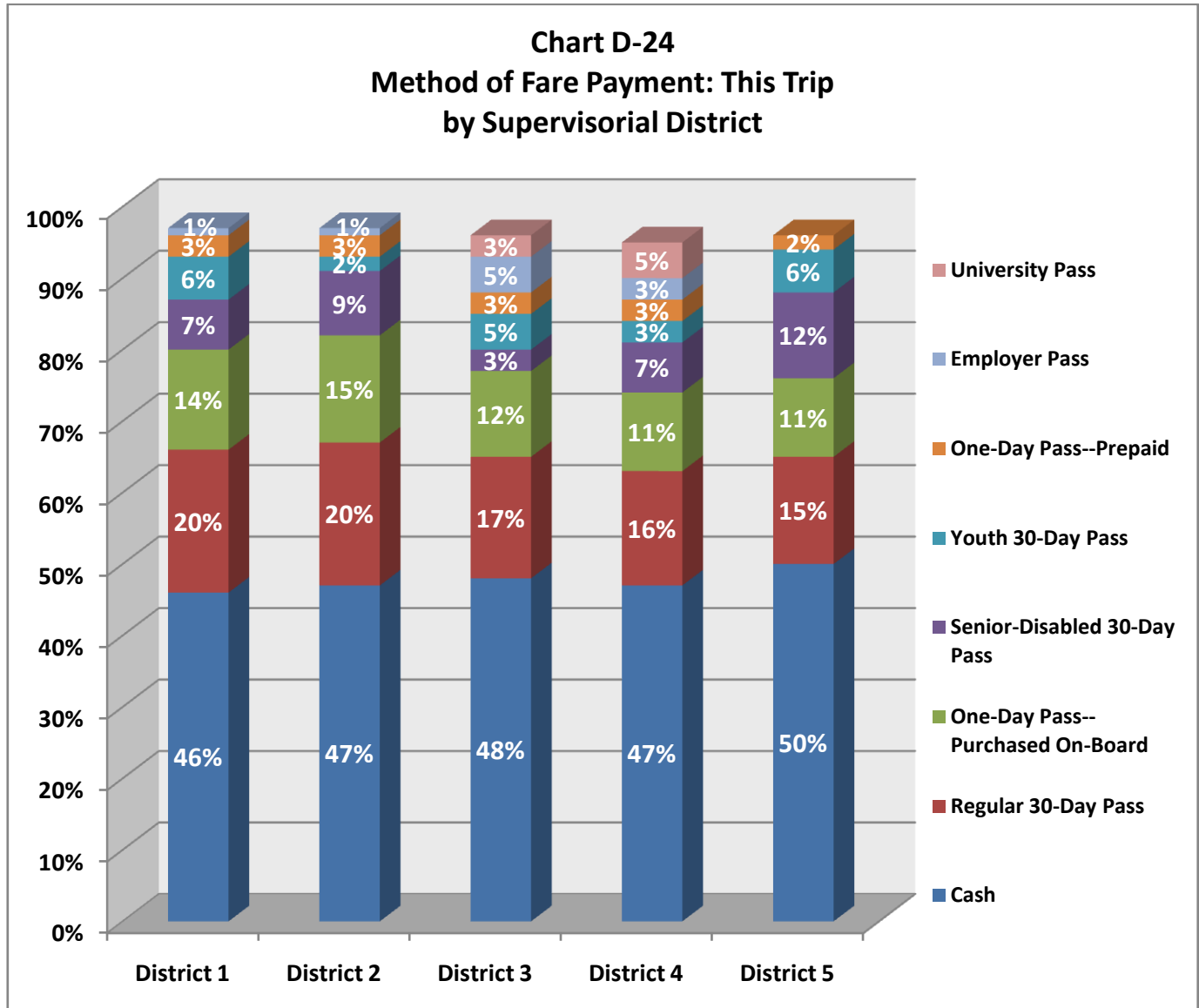


Section 6: Fare Payment

Fare Payment:

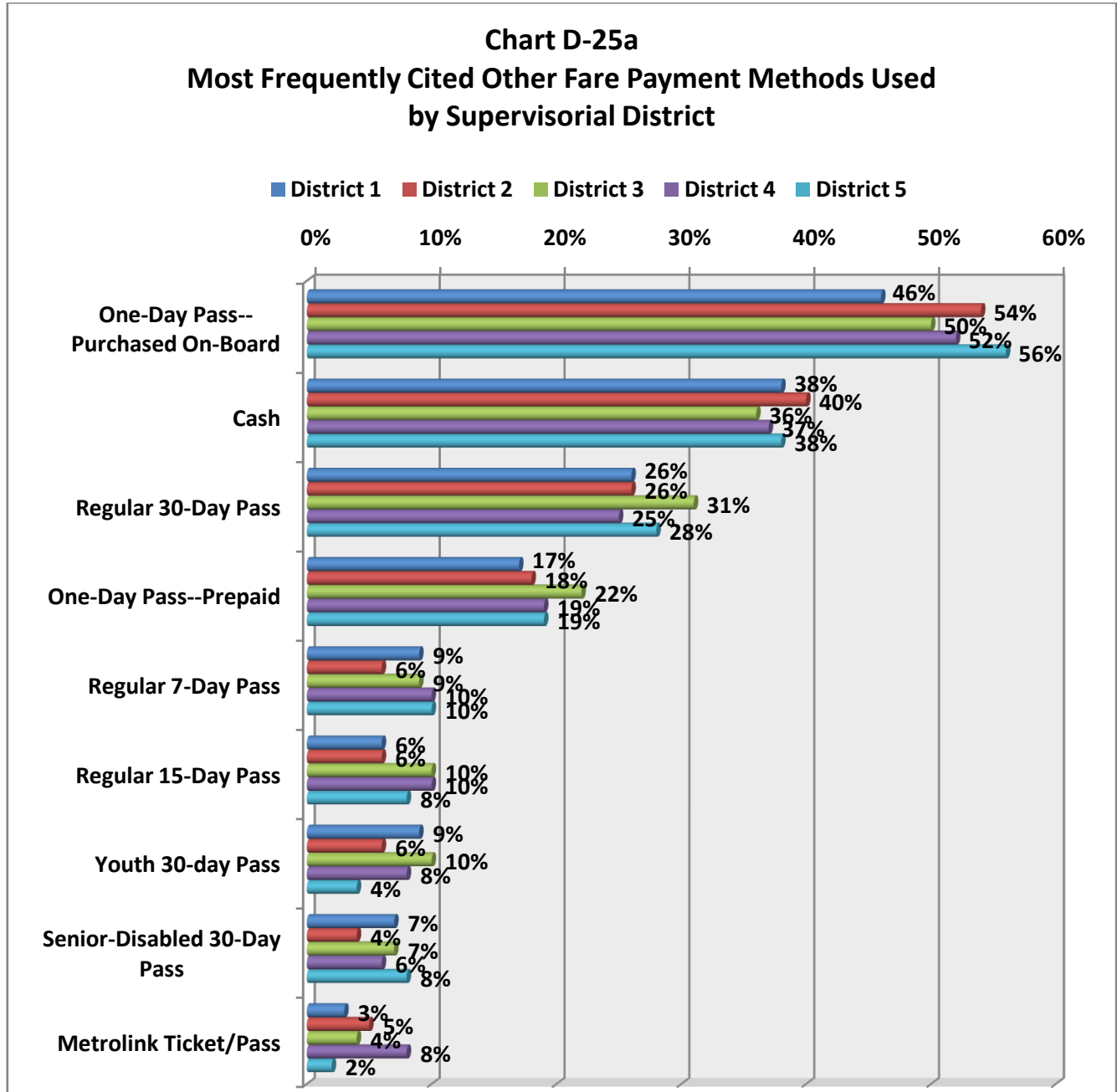
Chart D-24 through Chart D-26 exhibit methods of fare payment (current and past) by supervisorial district. **Chart D-24** shows that the fare payment methods for the current survey trip are consistent over the 5 districts. Examples of this consistency are as follows: respondents who pay cash range from 46 percent in District 1 to 50 percent in District 5; respondents who use a regular 30 day pass range from 15 percent in District 5 to 20 percent in Districts 1 and 2; respondents who use the one day pass purchased on board range from 11 percent in Districts 4 and 5 to 15 percent in District 2. **Chart D-25a** indicates the most frequently cited other payment methods (not including the current survey trip) by supervisorial districts. There is substantial consistency once again over the 5 supervisorial districts with one exception: those who have purchased the one-day pass on board in District 1 total 46 percent—a lower percentage than the other 4 districts, all of which are at 50 percent and above. **Chart D-25b** shows the least frequently cited other payment methods (not including the current survey trip) by supervisorial district. The percentages associated with these other payment methods are small (1 to 6 percent) and there is little variation within the payment methods and among supervisorial districts.

Question 18: How did you pay for this trip?



APPENDIX D: SURVEY RESULTS BY SUPERVISORIAL DISTRICT

Question 19: Please indicate if you have ever used any of these other methods to pay for an OCTA bus trip.



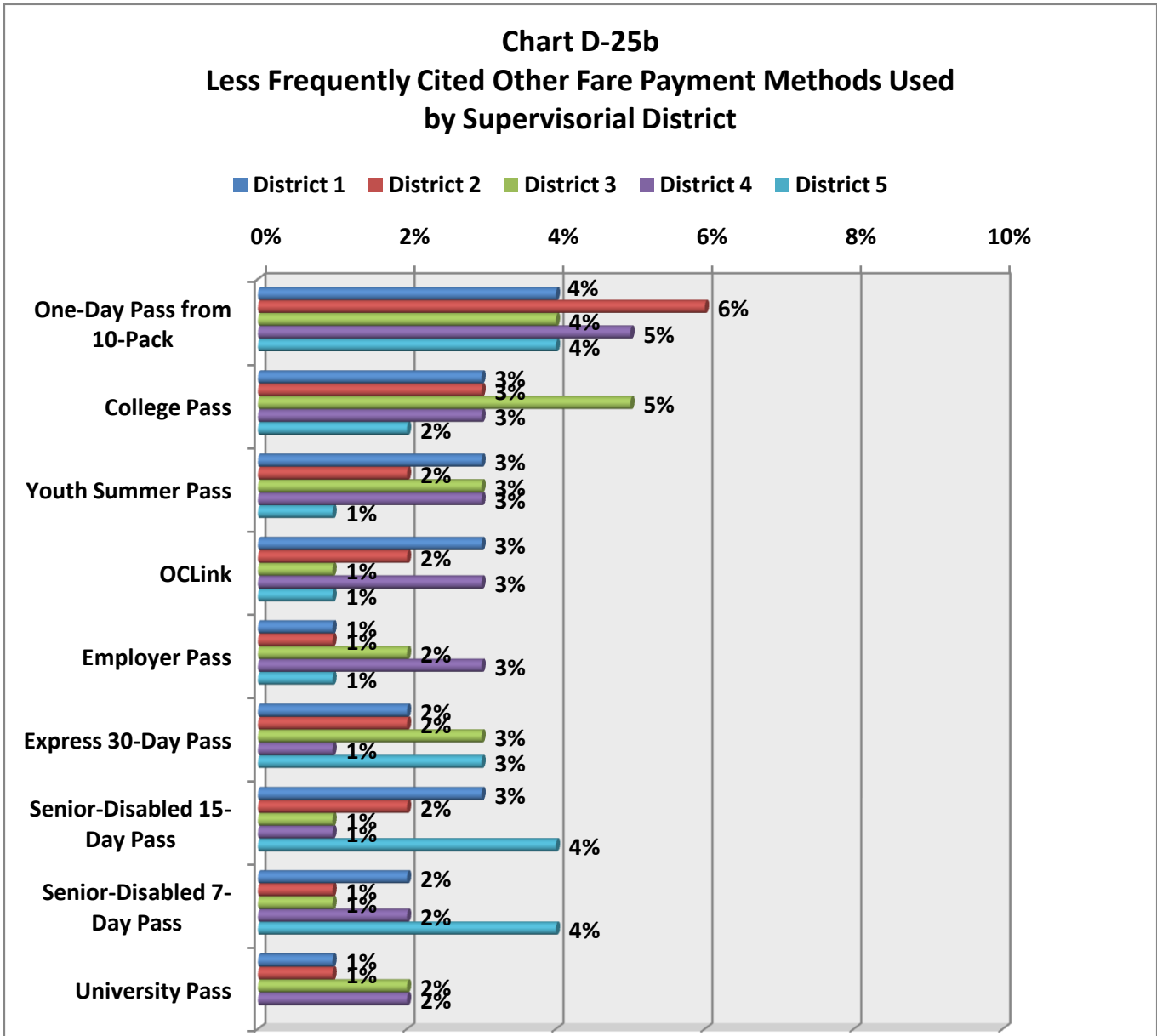
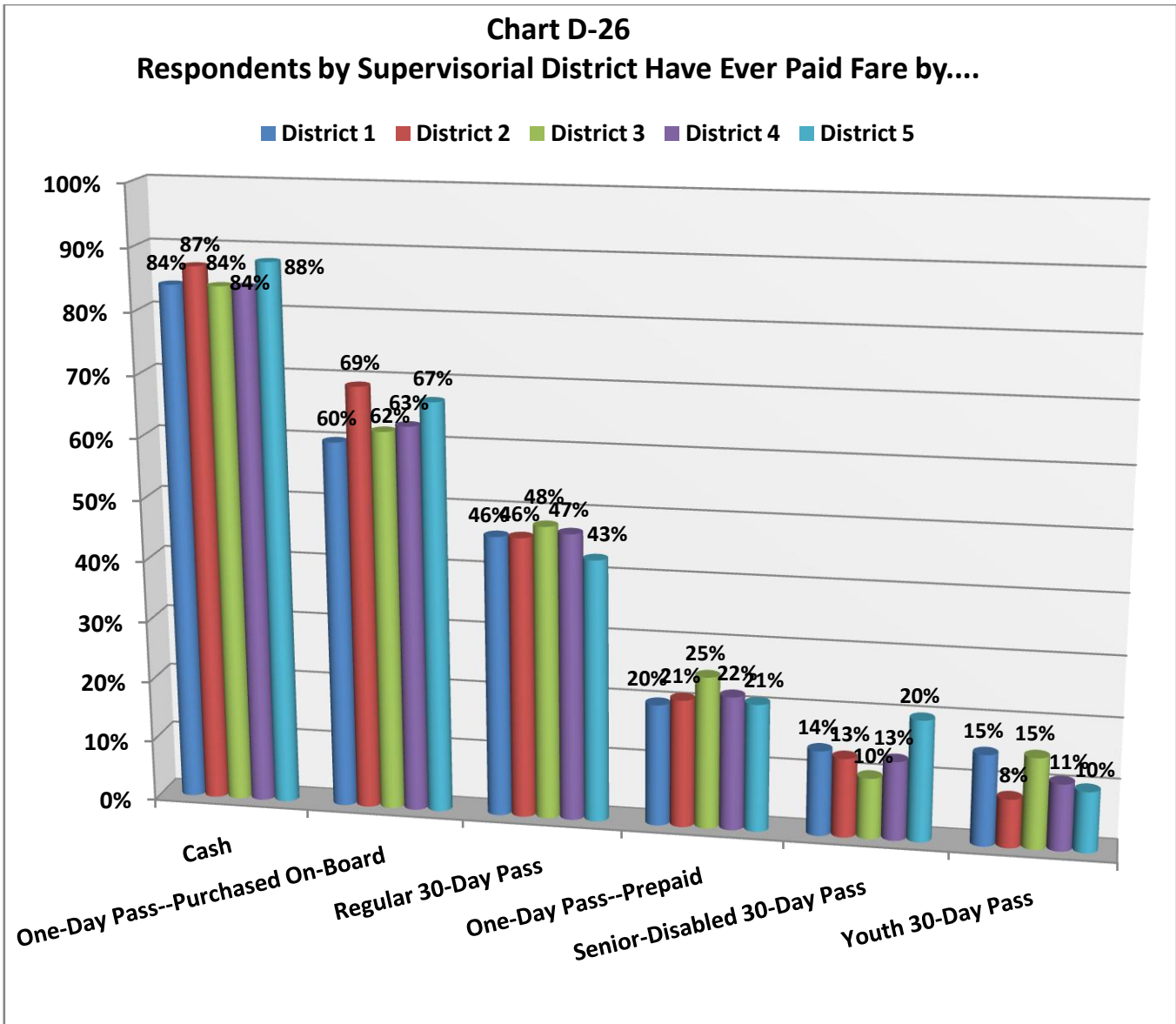


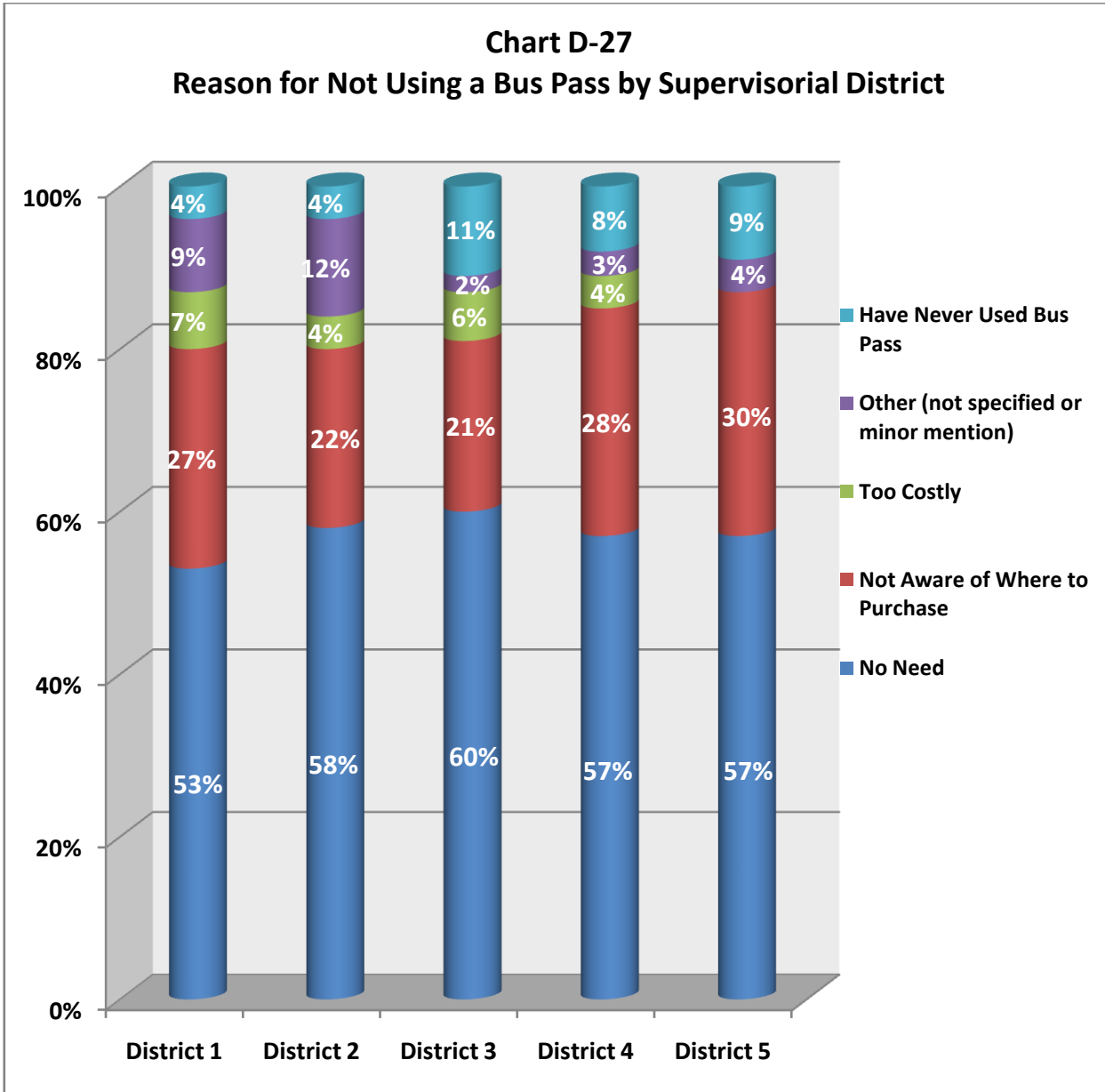
Chart D-26 combines payment methods (current survey payment along with all other types of payments ever made) and shows them by supervisorial district. Two areas are noteworthy: regarding the one-day pass purchased on board, District 2 represents the high end of the range (69 percent) and District 1 represents the low end (60 percent); regarding the senior disabled 30 day pass, District 5 is high (20 percent) and District 3 (10 percent) is low.



Additional Information about Bus Pass Use:

Chart D-27 indicates the reason respondents have never used a bus pass by supervisorial district. A relatively narrow range – from 53 percent in District 1 to 60 percent in District 3 state that they have no need for such a pass. A similarly narrow range is exhibited for respondents who indicate they are not aware where to purchase bus passes – from 21 percent in District 3 to 30 percent in District 5.

Question 20: If you have never used any of the passes in Questions 18-19, please tell us why you have not used any of these OCTA bus passes.

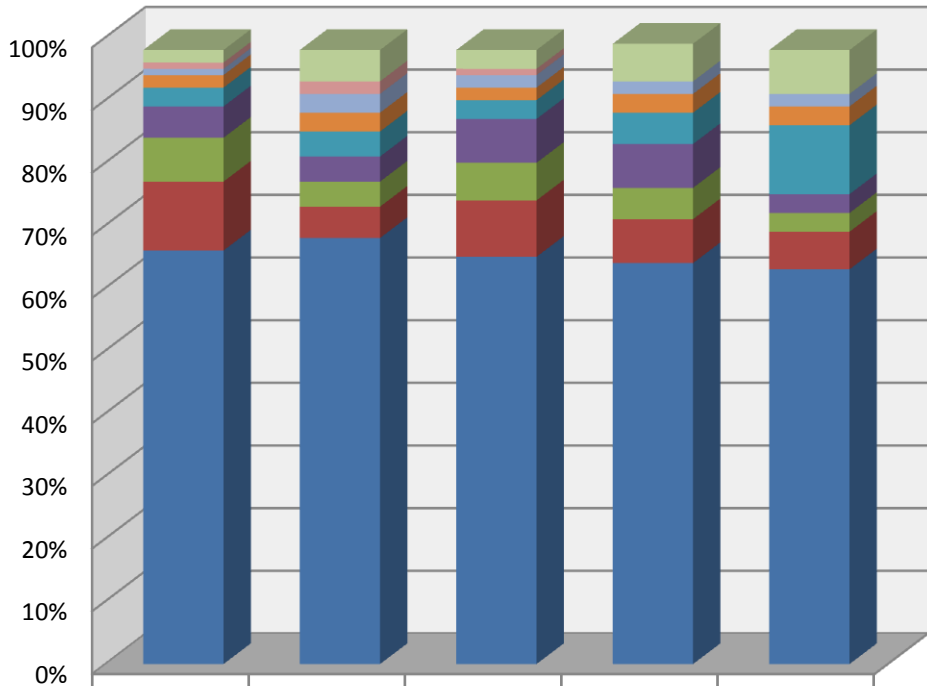


APPENDIX D: SURVEY RESULTS BY SUPERVISORIAL DISTRICT

Chart D-28 shows the preferred location to purchase a bus pass by supervisorial district. The dominant finding is that there is consistency across the 5 districts with regard to the preference to potentially purchase a bus pass at a grocery store/convenience store (range of 63 percent in District 5 to 68 percent in District 2). There is some variation in the preference to purchase a bus pass at the OCTA store (range of 11 percent in District 1 to 5 percent in District 2).

Question 21: If you have ever purchased or plan to purchase a bus pass, where would you prefer to purchase your OCTA bus pass?

Chart D-28
Preferred Location to Purchase Bus Pass by Supervisorial District



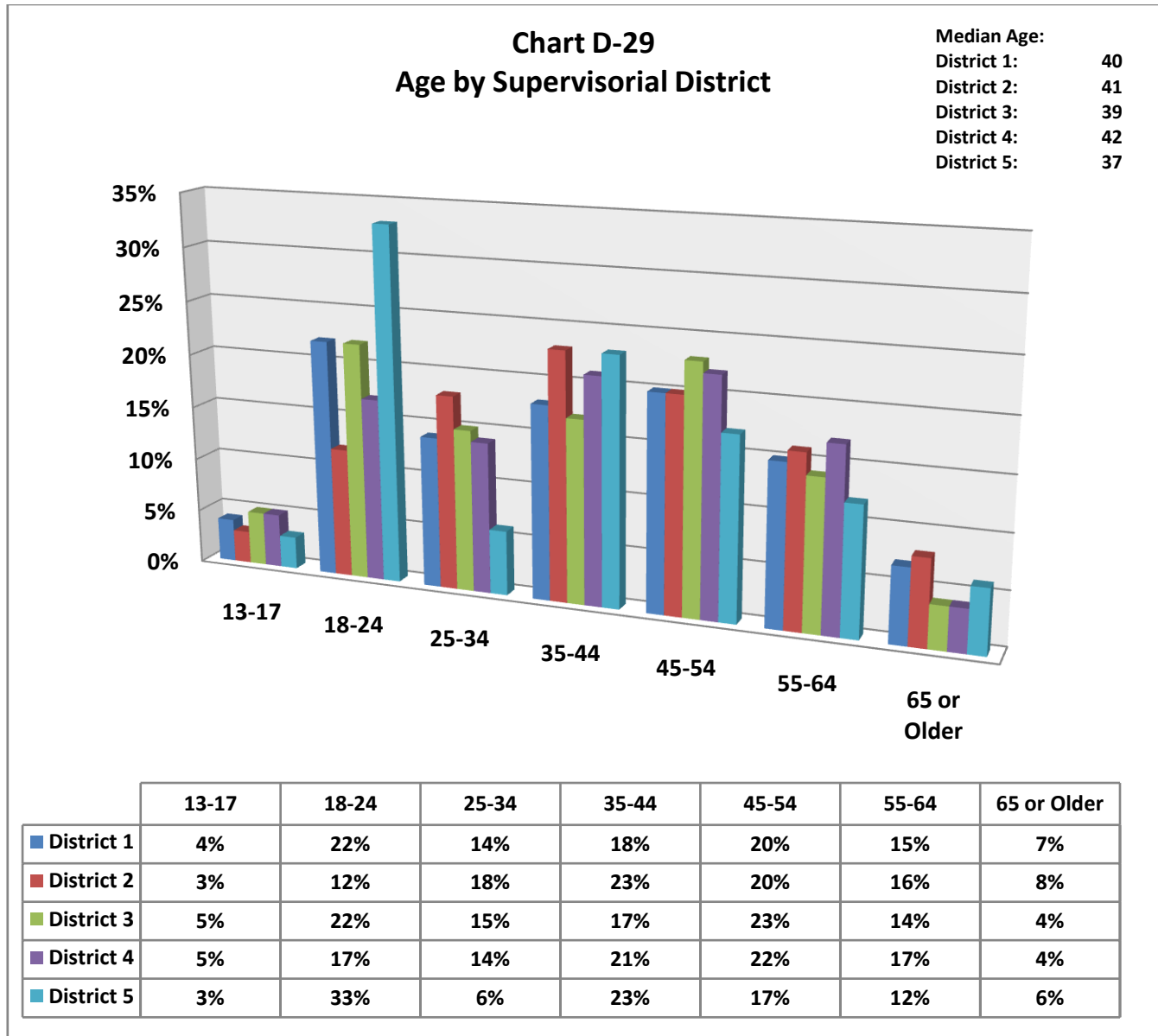
	District 1	District 2	District 3	District 4	District 5
Do Not Plan to Purchase Bus Pass	2%	5%	3%	6%	7%
Check Cashing Outlet	1%	2%	1%		
On-Board Bus	1%	3%	2%	2%	2%
Telephone (636-RIDE)	2%	3%	2%	3%	3%
OCTA Website	3%	4%	3%	5%	11%
Employer	5%	4%	7%	7%	3%
School	7%	4%	6%	5%	3%
OCTA Store @ OCTA Headquarters	11%	5%	9%	7%	6%
Retail Locations (grocery/convenience stores)	66%	68%	65%	64%	63%

Section 7: Demographics

Age of Respondent:

Chart D-29 shows age of respondents by supervisorial district. The median ages range from 37 years of age in District 5 to 42 years of age in District 4. The lower median age can in part be explained by the fact that one-third (33 percent) of respondents in District 5 are 18-24 years of age. The higher median in District 4 reflects the fact that 64 percent of respondents in this district are 35 years of age or older.

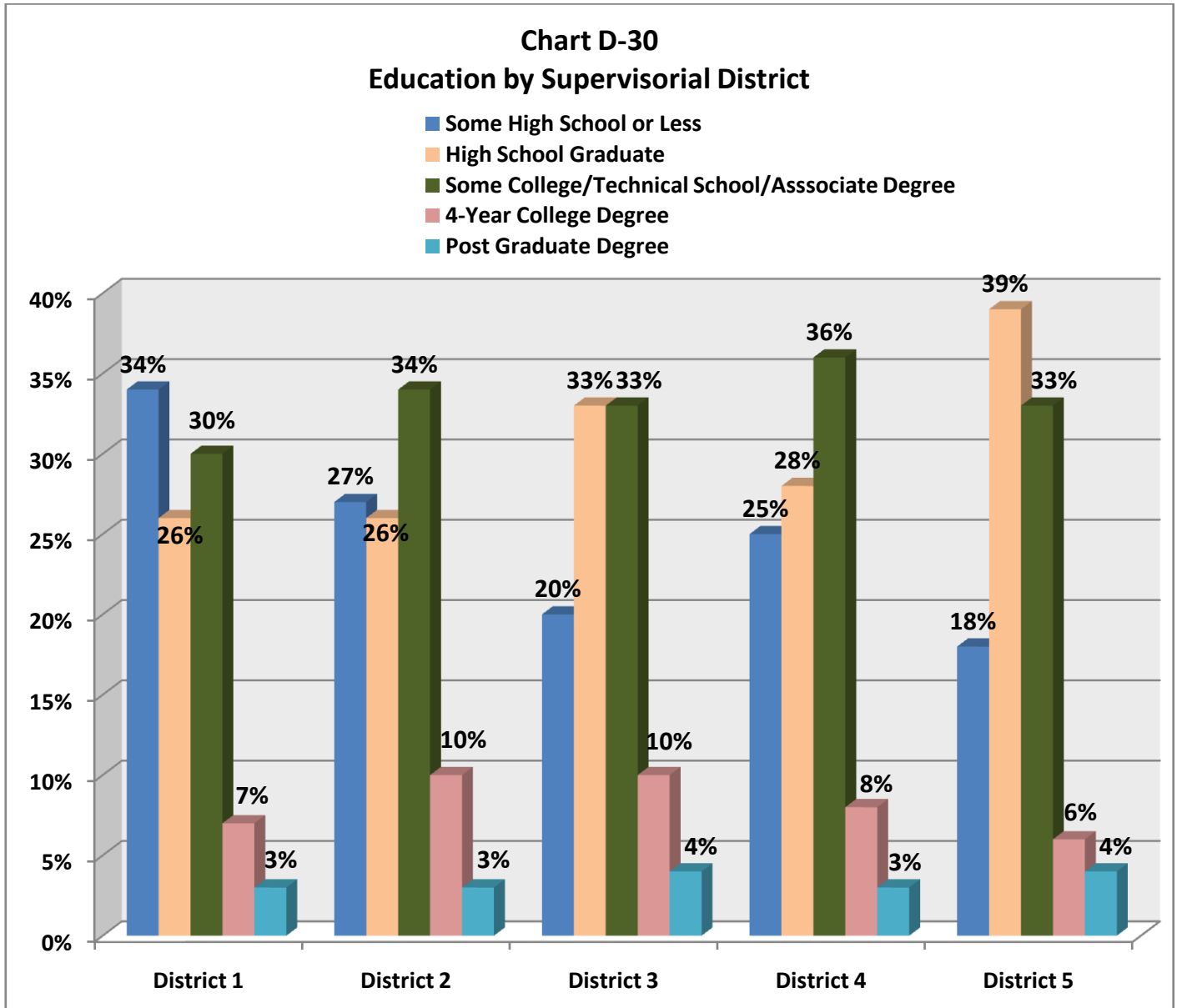
Question 32: Into which of the following age categories do you fall?



Education:

Chart D-30 shows education by supervisorial district. Respondents in District 5 tend to have a higher level of education than respondents in the other districts and respondents in District 1 tend to have a lower level of education. In District 5, more than 7 out of 10 respondents (72 percent) are high school graduates or have some college beyond high school. By contrast, just under three-fifths (56 percent) of respondents in District 1 are high school graduates or have some college education.

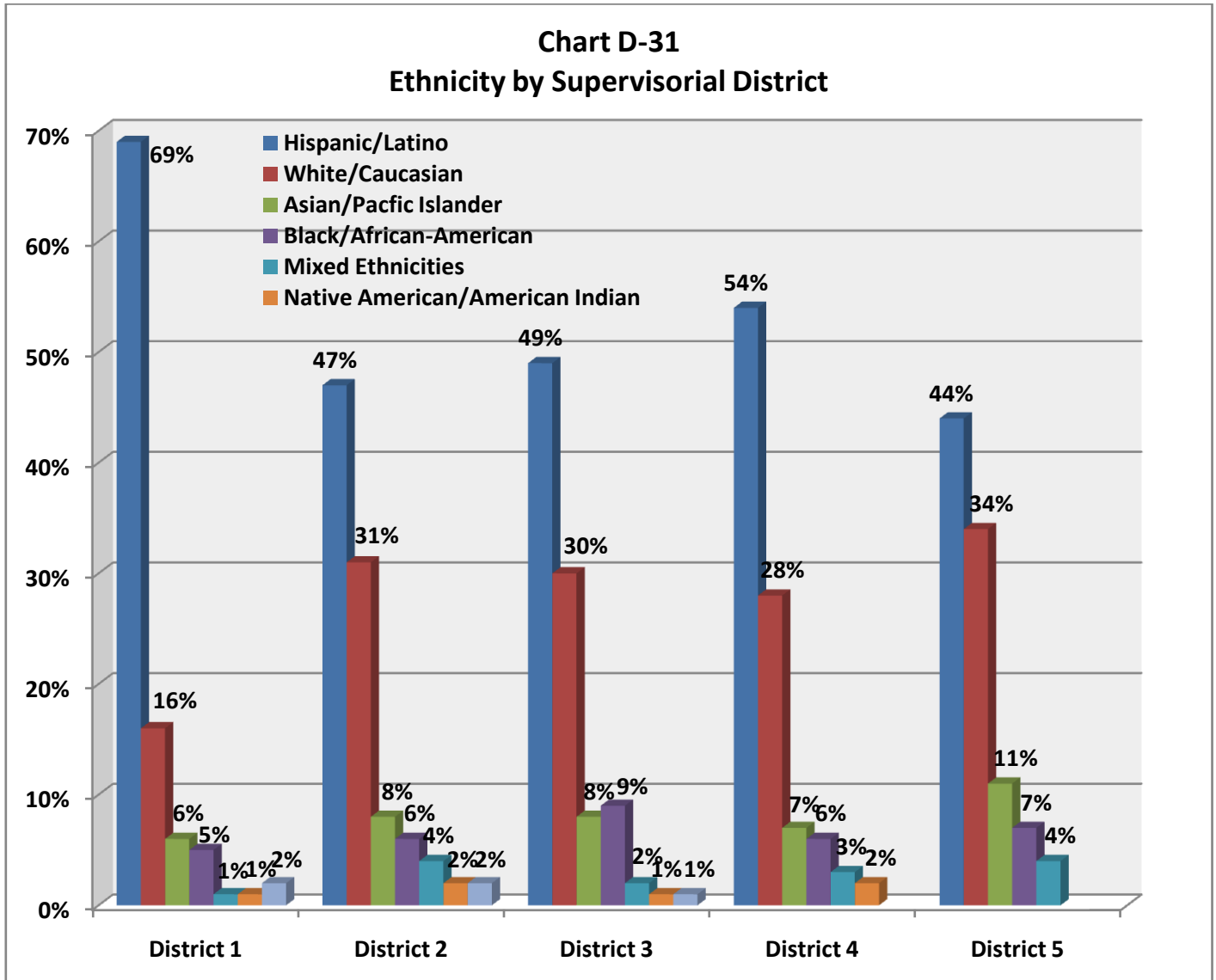
Question 33: What is the highest level of education you have completed?



Ethnicity:

Chart D-31 shows the ethnicity of the current sample by supervisorial district. Latinos are largely represented in District 1 (69 percent). In the other districts, the percentage of Latinos ranges from 44 percent in District 5 to 54 percent in District 4. Similarly, Caucasians are much less represented in District 1 (16 percent). The percentage of Caucasians in the other districts range from 28 percent in District 4 to 34 percent in District 5.

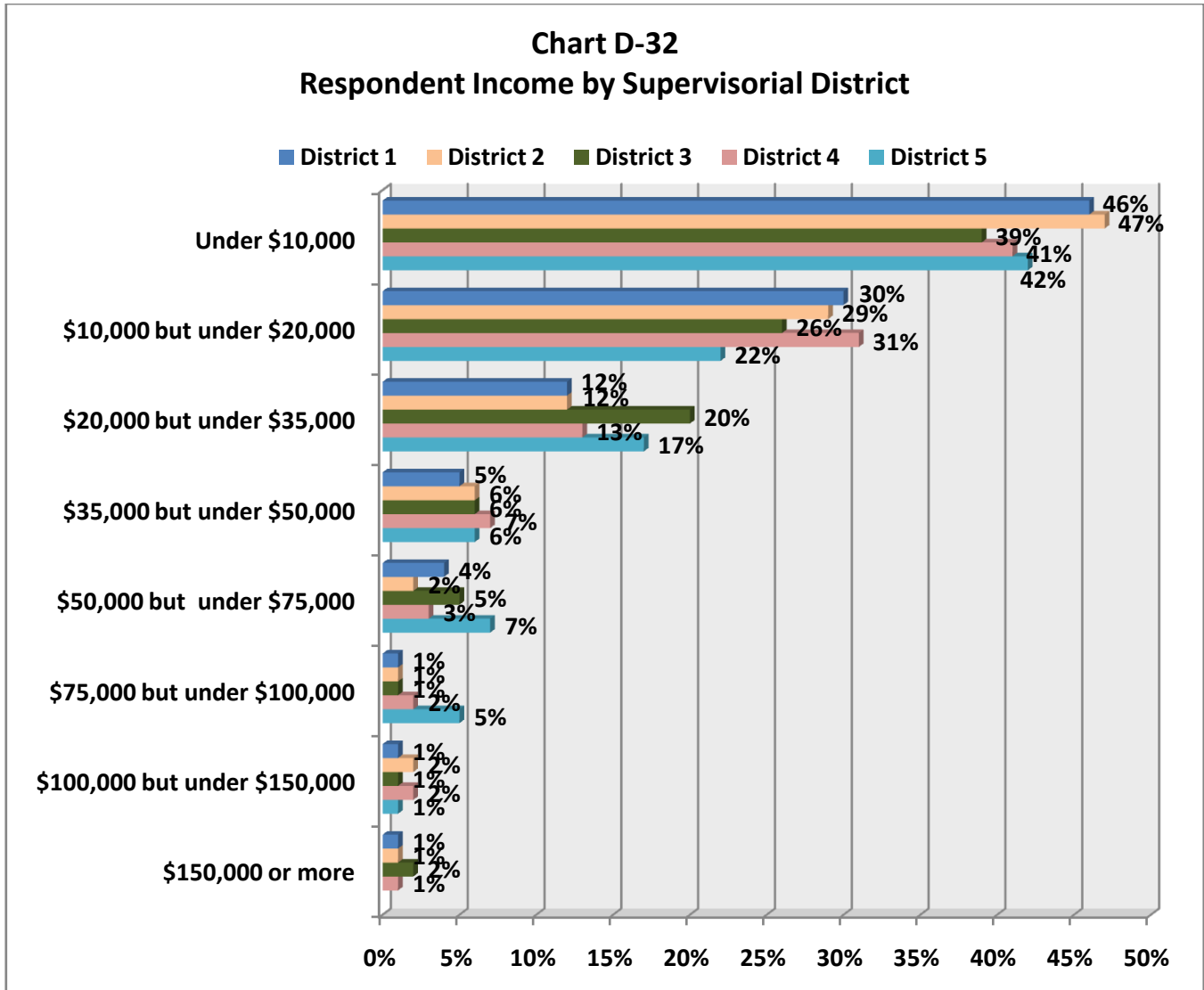
Question 34: To ensure that we have a representative sample, please tell us which of these categories best describes your ethnic origin.



Income:

Chart D-32 shows respondent income by supervisorial district. The income range across the five districts is fairly narrow.

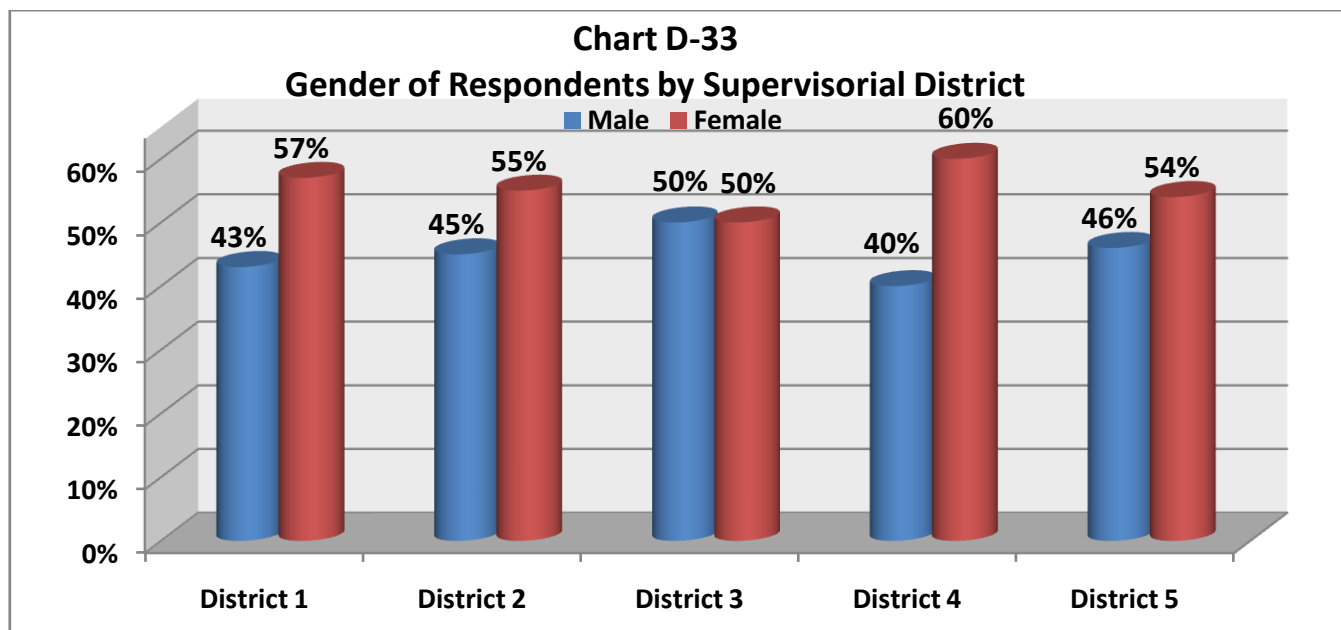
Question 35: Which of the following categories best describes your household income?



Gender:

Chart D-33 indicates that the sample respondents overall are 44 percent male and 56 percent female. It is also shown that all districts except District 3 (50 percent male; 50 percent female) have a greater percentage of females than they do males. Females are particularly dominant in District 4 (60 percent female; 40 percent male).

Question 39: What is your gender?

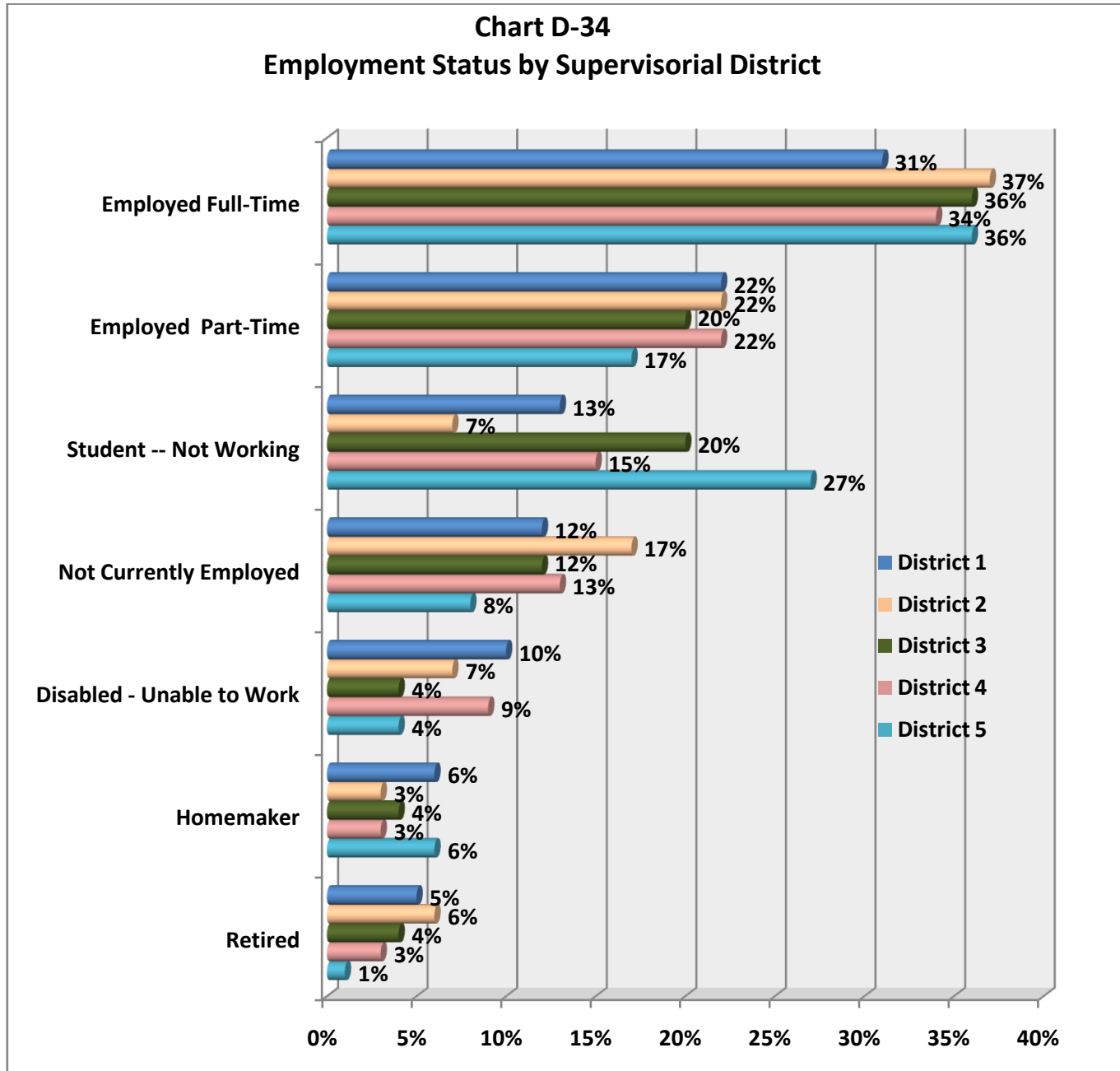


Employment Status and Occupation:

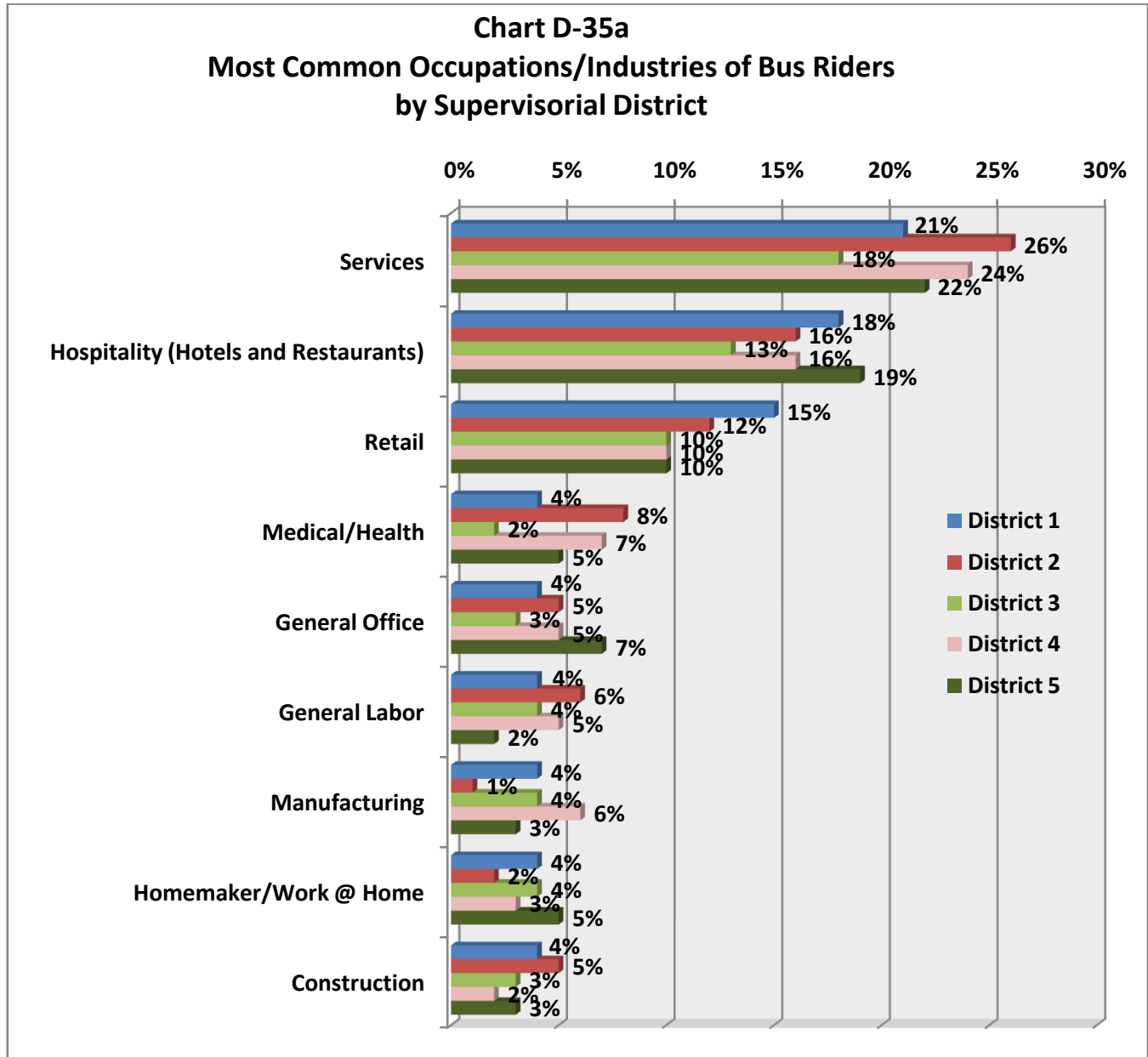
Chart D-34 indicates employment status by supervisorial district. Two areas are worthy of mention: Students who are not working are strongly represented in District 5 (27 percent) but they are present to a much lesser degree in District 2 (7 percent). Also, respondents who are not currently employed are represented to a greater extent in District 2 (17 percent) and to a much lesser extent in District 5 (8 percent).

Chart D-35a displays the most common occupations/industries by supervisorial district. Three areas are noteworthy: The services industry is represented to a greater extent in District 2 (26 percent) and to a lesser degree in District 3 (18 percent). With regard to the hospitality industry, respondents are largely present in District 5 (19 percent) and District 1 (18 percent) in comparison to much less representation in District 3 (13 percent). Retail workers are found in District 1 (15 percent) more so than they are in Districts 3, 4, and 5 (each 10 percent). **Chart D-35b** indicates the less common occupations/industries of bus riders by supervisorial district. In the area of finance, insurance, and real estate, the range of employment is 7 percent in District 5 to 2 percent in District 2. Regarding engineering science, greater employment occurs in District 3 (7 percent) and much less occurs in District 4 (1 percent).

Question 27: Which one of the following categories best describes your employment status?



Question 28: What is your occupation?



Question 28: What is your occupation?

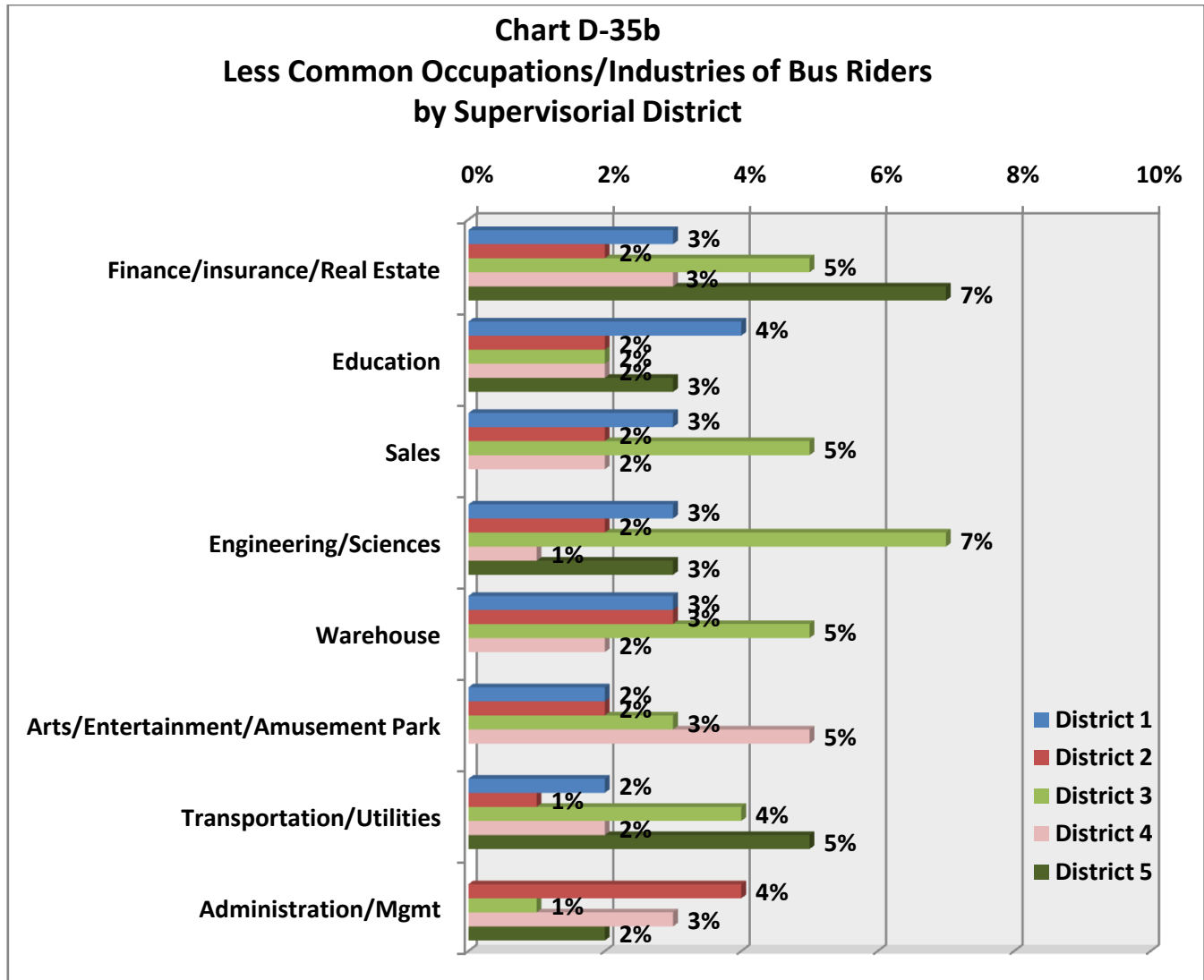
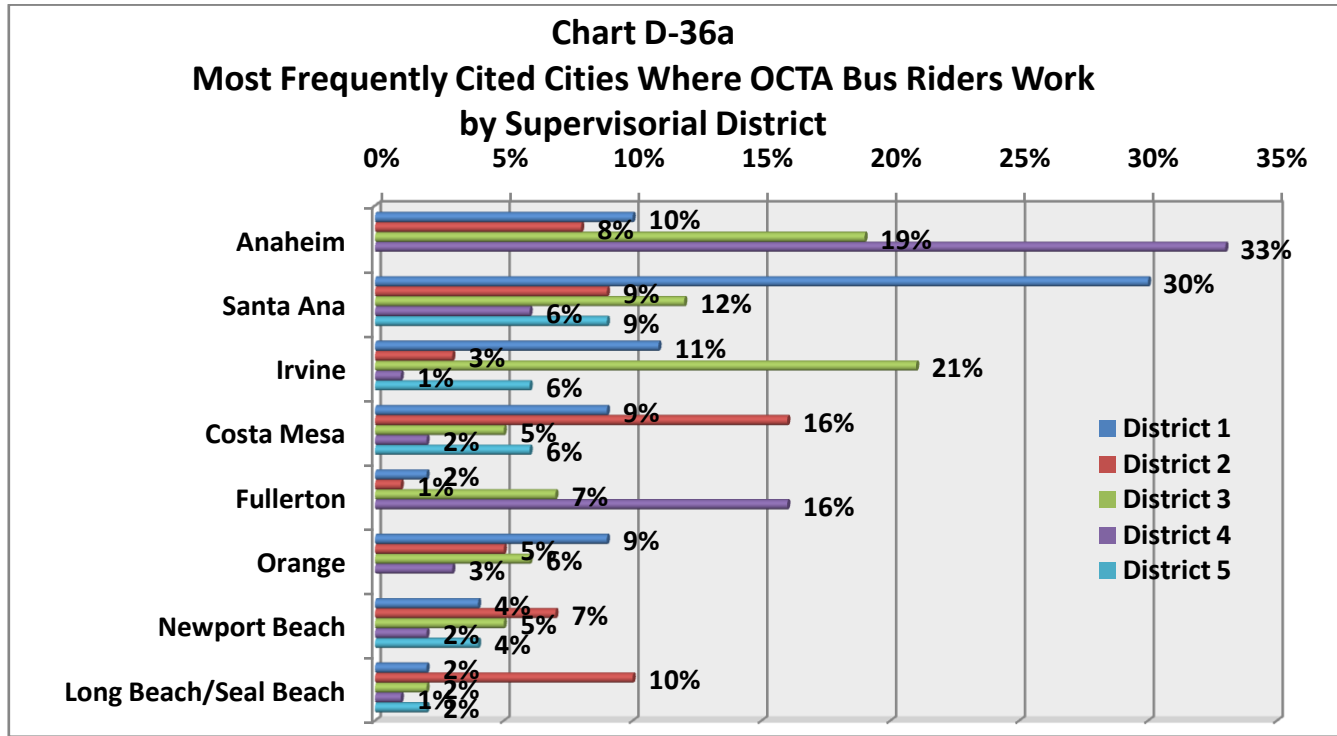
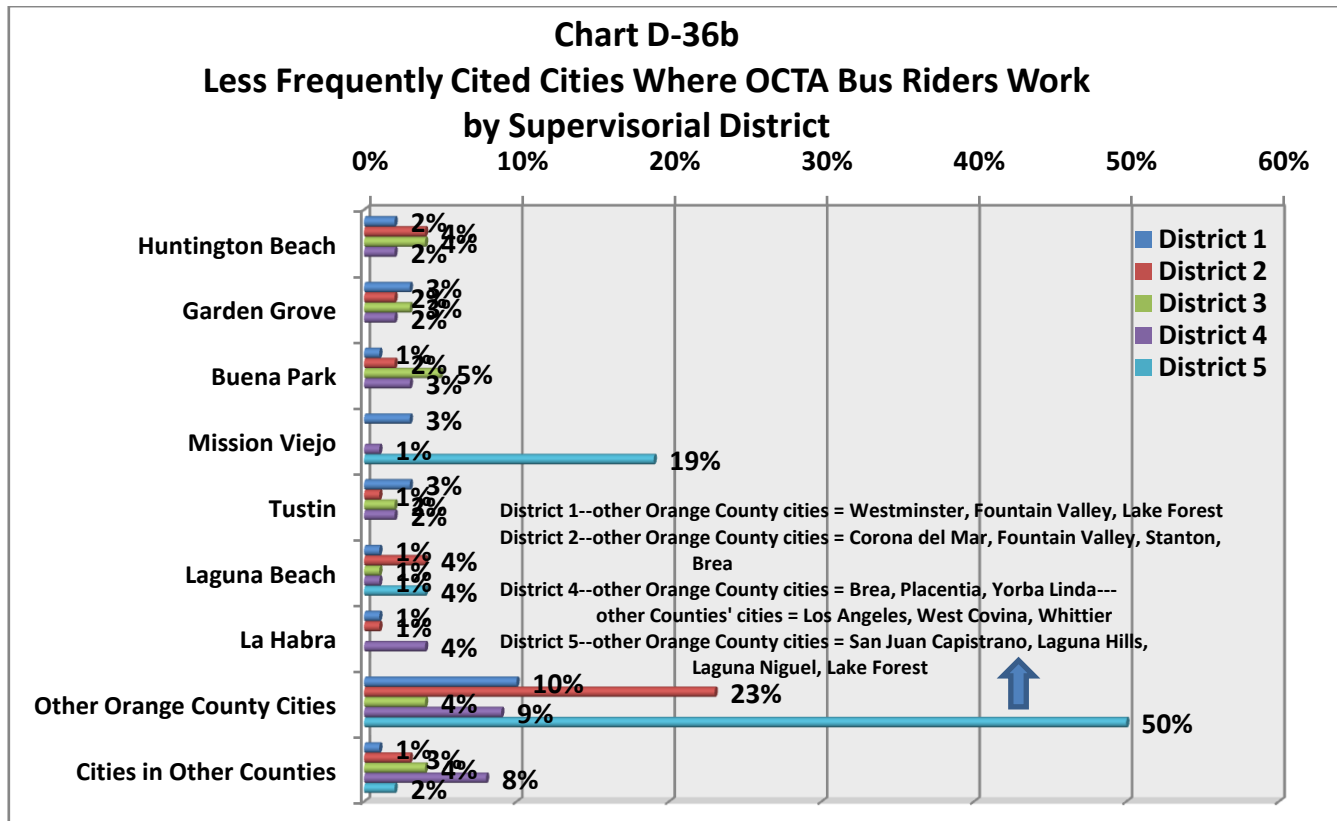


Chart D-36a identifies the most frequently cited cities where OCTA bus riders work by supervisorial district. These cities are summarized as follows: Anaheim, District 4 – 33 percent; Santa Ana, District 1 – 30 percent; Irvine, District 3 – 21 percent; Costa Mesa, District 2 -- 16 percent; and Fullerton, District 4 – 16 percent. **Chart D-36b** identifies the less frequently cited cities where OCTA bus riders work by supervisorial district. Although these are cities that are less mentioned by all OCTA bus riders, there are some significant local work destinations that are unique by district, including: Mission Viejo, District 5 – 19 percent; Other Orange County Cities (District 5) – San Juan Capistrano, Laguna Hills, Laguna Niguel, and Lake Forest – 50 percent; and Other Orange County Cities (District 2) – Corona Del Mar, Fountain Valley, Stanton, and Brea – 23 percent.

Question 29: In what city do you work?



Question 29: In what city do you work?



APPENDIX D: SURVEY RESULTS BY SUPERVISORIAL DISTRICT

Chart D-37 shows the percentage of respondents who both work and attend school. These percentages are displayed for the overall sample as well as for each of the 5 supervisorial districts. For all respondents, 30 percent both attend school and work currently. District 1 (28 percent), District 4 (33 percent), and District 3 (34 percent) parallel the overall percentage. In District 5 (40 percent), a higher percentage of respondents attend both work and school and in District 2 (21 percent) a lesser percentage attends both activities.

Question 30: Are you also attending school at this time?

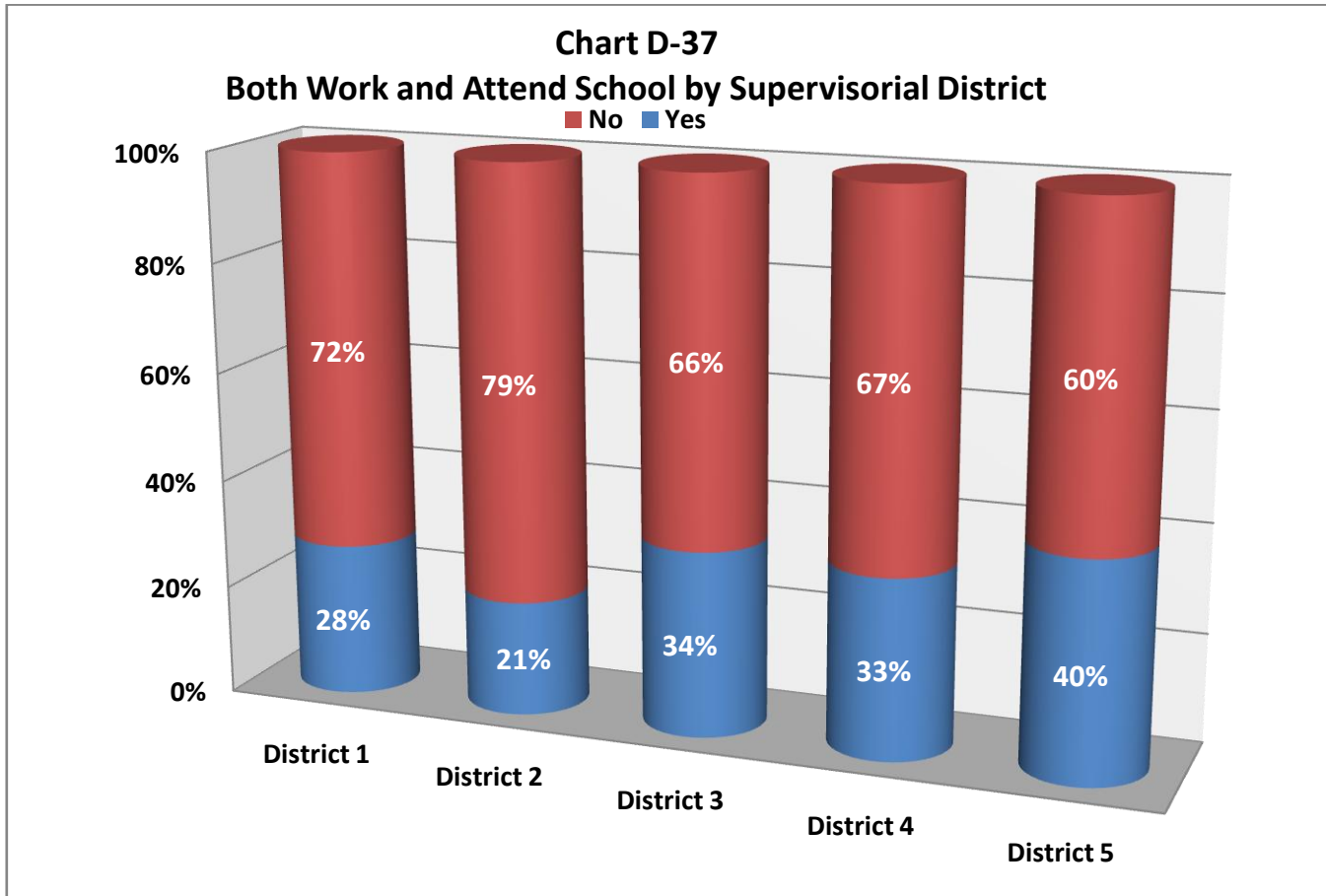
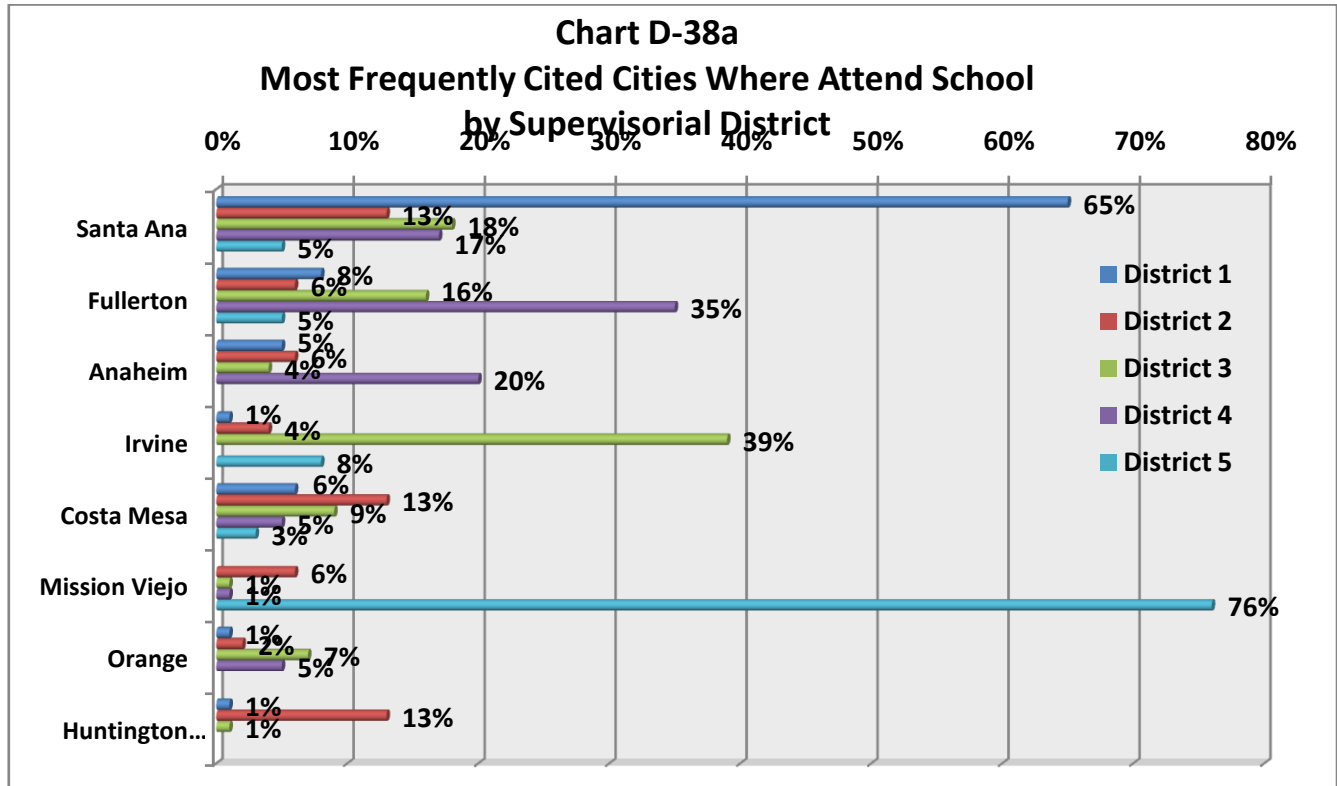
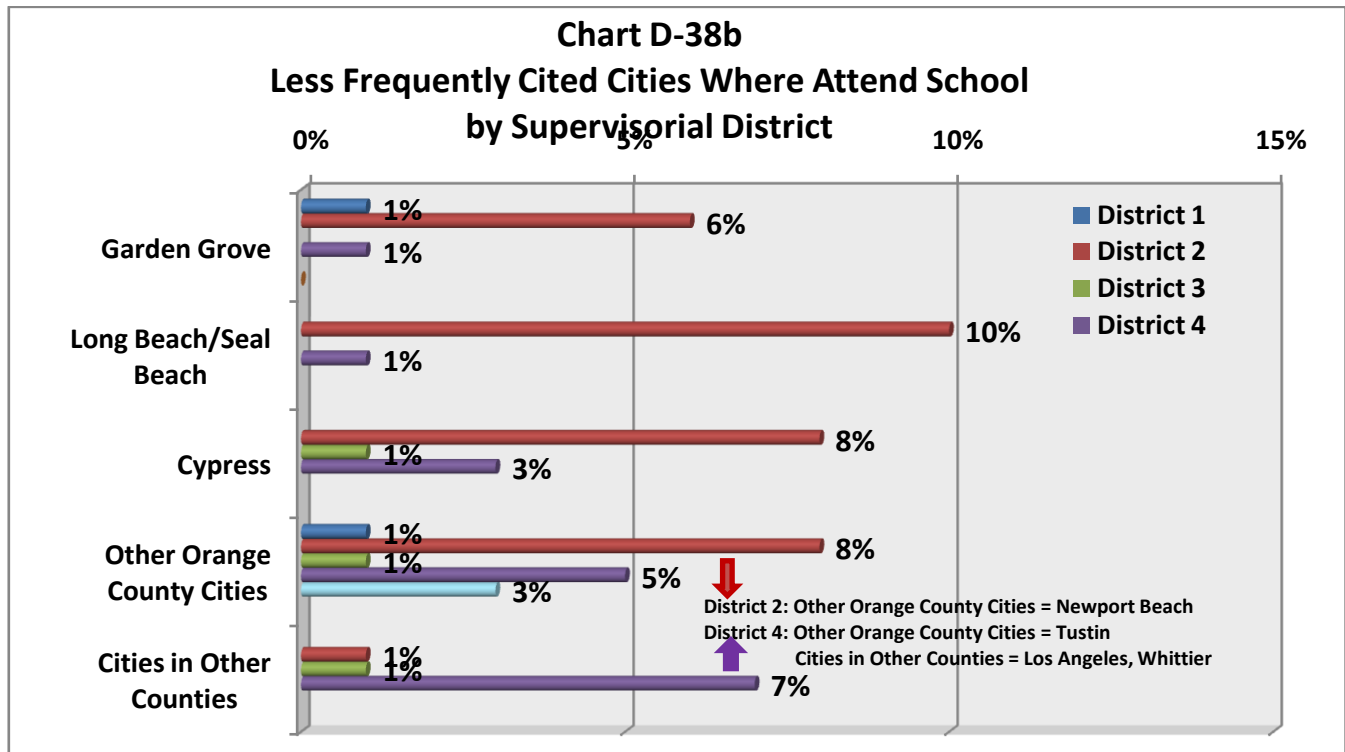


Chart D-38a presents the most frequently cited cities where respondents attend school by supervisorial district. The following cities are dominant in this regard: Santa Ana, District 1 – 65 percent; Huntington Beach, District 2 – 13 percent; Irvine, District 3 – 39 percent; Fullerton, District 4 – 35 percent; Anaheim, District 4 – 20 percent; Mission Viejo, District 5 – 76 percent. **Chart D-38b** shows the less frequently cited cities where respondents attend school by supervisorial district. These less cited cities are most important for District 2 bus riders – Laguna Beach/Seal Beach (10 percent), Cypress (8 percent), Newport Beach (8 percent), and Garden Grove (6 percent).

Question 31: In what city do you attend school?



Question 31: In what city do you attend school?



Residential Zip Codes:

Chart D-39 shows the major residential zip codes of the survey respondents by supervisorial district. The most prevalent residential zip codes are summarized as follows: District 1 (92703 – 15 percent); District 2 (92627 – 14 percent); District 3 (92701 – 10 percent); District 4 (92805 – 13 percent); and District 5 (92630 – 24 percent).

Question 36: What is your home zip code?

