

# CIRCULATOR SURVEY

## SUMMER 2010



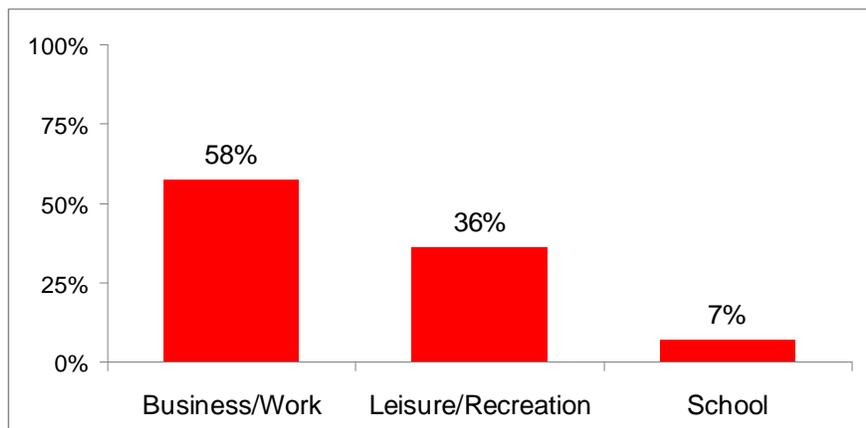
### METHODOLOGY

- É DC Surface Transit (DCST) performs an annual customer satisfaction survey of DC Circulator riders.
- É A formula with actual ridership counts is used to determine the number of completes needed by hour of service, per route and day of the week to provide a 95% confidence level within a 3% confidence interval.
- É A total of 1,064 surveys were collected between June 7 and June 27, 2010.

### FIRST TIME RIDERSHIP

- É Past Circulator Customer Satisfaction Surveys have included responses from first time riders.
  - ó In 2008, 20% of survey respondents were first time riders.
- É This year only those who have taken the Circulator before were asked to complete a survey and therefore 0% of survey respondents were first time riders.

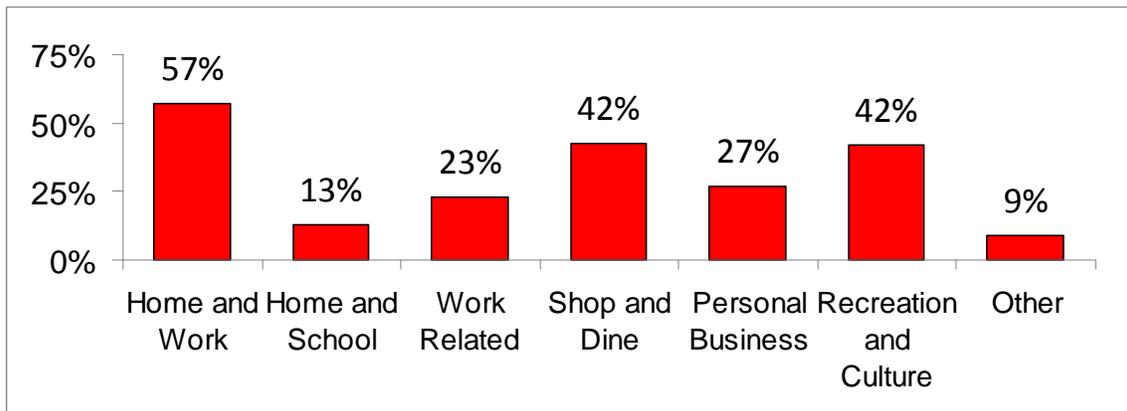
### PURPOSE OF CIRCULATOR TRIP



## ABOUT BUSINESS V. LEISURE

- É A majority of riders (58%) used the Circulator to commute to and from work, with 36% using the Circulator for leisure/recreation on that day. The remaining 7% used the Circulator for school purposes that day.
- É More than 3 out of 4 (76%) riders on the Union Station/Navy Yard line rode the Circulator to commute to work that day.
- É 50% of Smithsonian/National Gallery line riders rode the Circulator for leisure/recreation compared to 95% in 2008.
- É 85% of riders who commuted to work were very satisfied/somewhat satisfied with the Circulator bus service while 89% of riders who used the bus for leisure/recreation were very satisfied/somewhat satisfied.

## GENERAL USAGE OF CIRCULATOR



- “ 65% of Union Station/Navy Yard riders use the Circulator to commute to and from work. 59% of the Woodley Park/Adams Morgan/McPherson Square riders use the bus to get to work.
- “ The majority (52%) of Woodley Park/Adams Morgan/McPherson Square riders use the bus for shopping/dining while only 22% of Union Station/Navy Yard riders use the bus for shopping/dining.

## RIDE FREQUENCY AND CHARACTERISTICS

DAILY	SEVERAL TIMES A WEEK	WEEKLY	LESS OFTEN
41%	33%	12%	14%

ONE TRIP	2 TRIPS	2+ TRIPS
22%	65%	13%

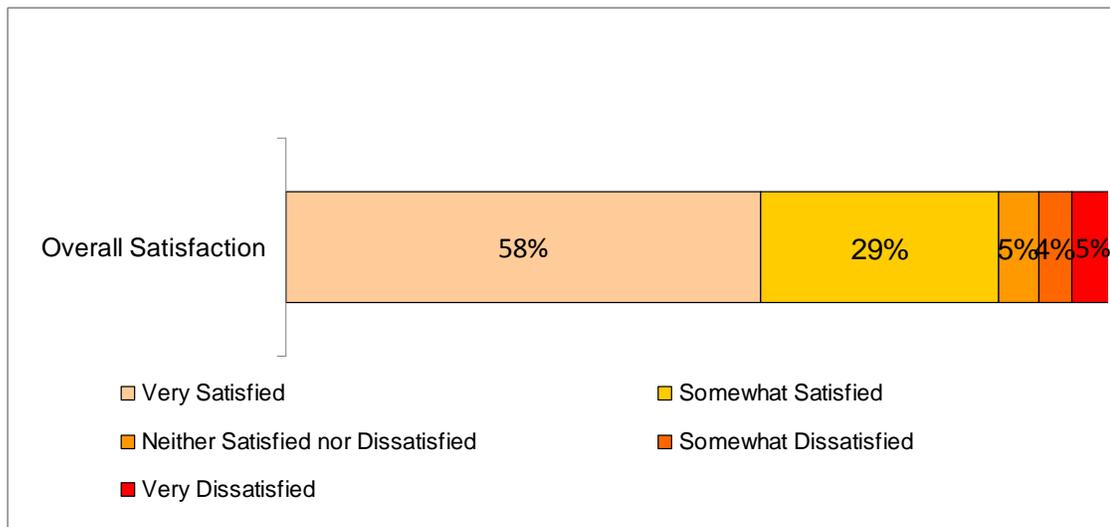
WKDAYS ONLY	WKENDS ONLY	BOTH
26%	5%	69%

LESS THAN 5 BLOCKS	5-10 BLOCKS	10+ BLOCKS
5%	36%	59%

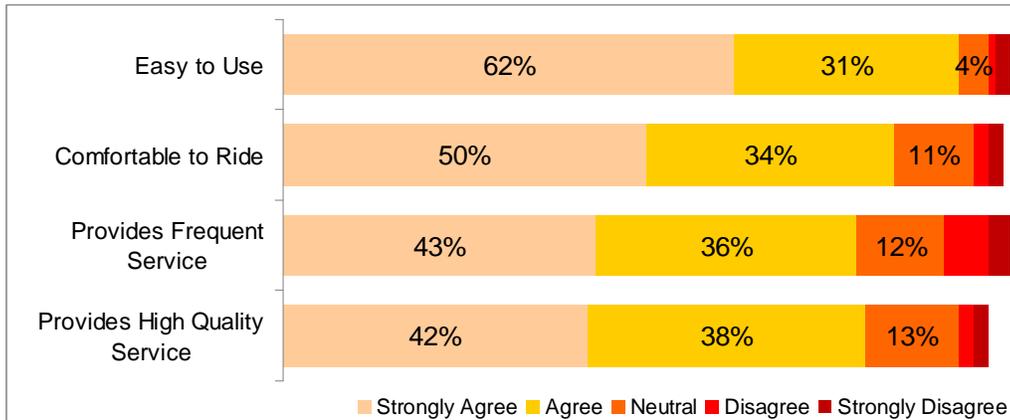
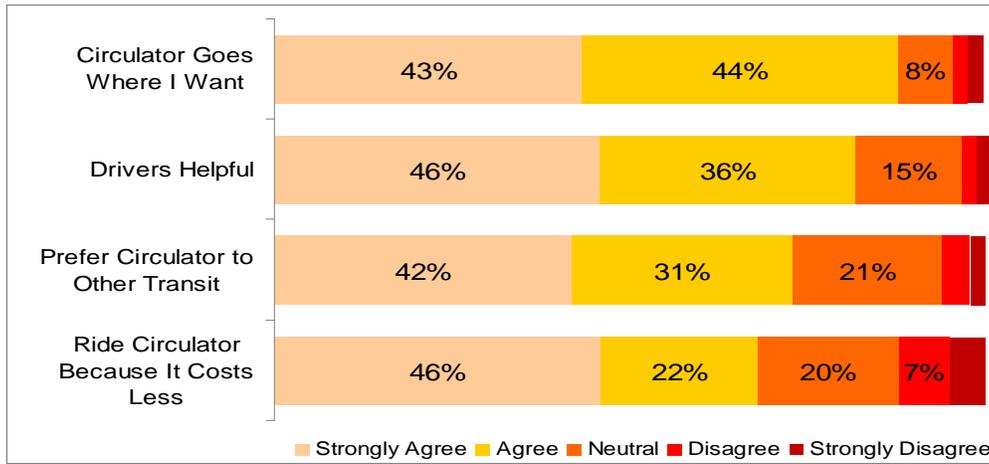
### ABOUT RIDER FREQUENCY

- É 53% of Union Station/Navy Yard line riders use the bus daily. 41% of both the Convention Center/SW Waterfront and Georgetown/Union Station route riders use the bus daily.
- É The number of riders who reported riding the bus weekdays as well as weekends increased from 51% in 2008 to 69% in 2010.
- É Two-thirds (66%) of Georgetown/Union Station riders ride the Circulator for more than 10 blocks.

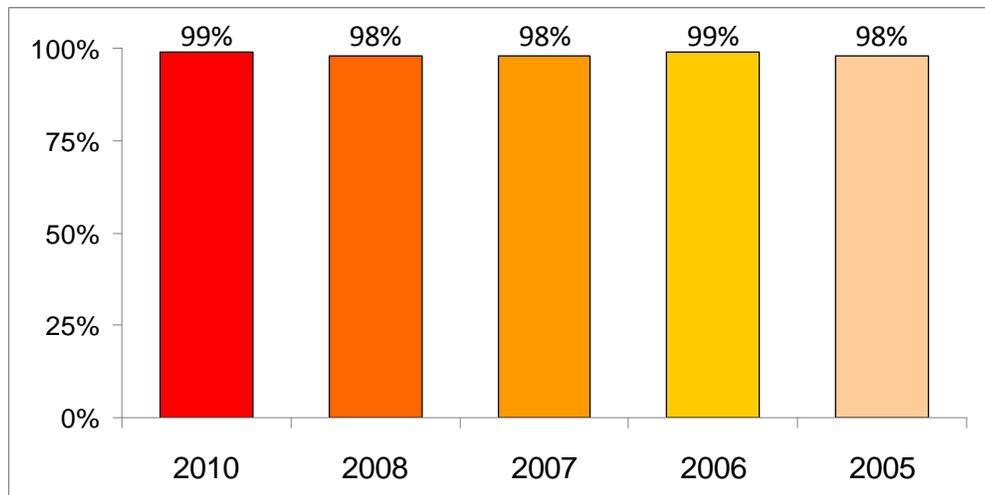
### OVERALL SATISFACTION



## SATISFACTION



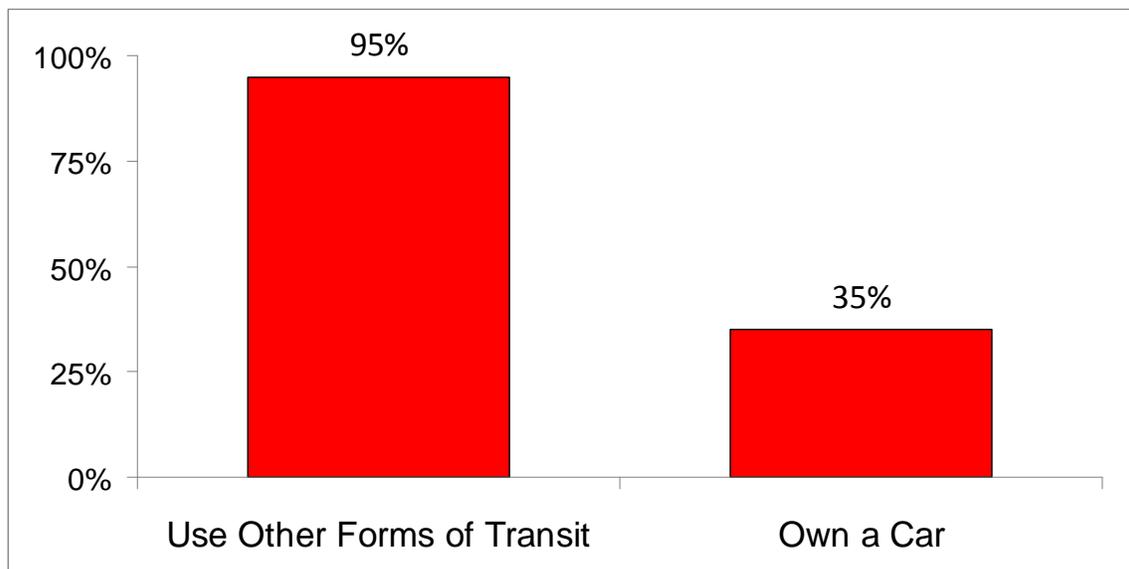
## RECOMMEND TO OTHERS ACROSS YEARS



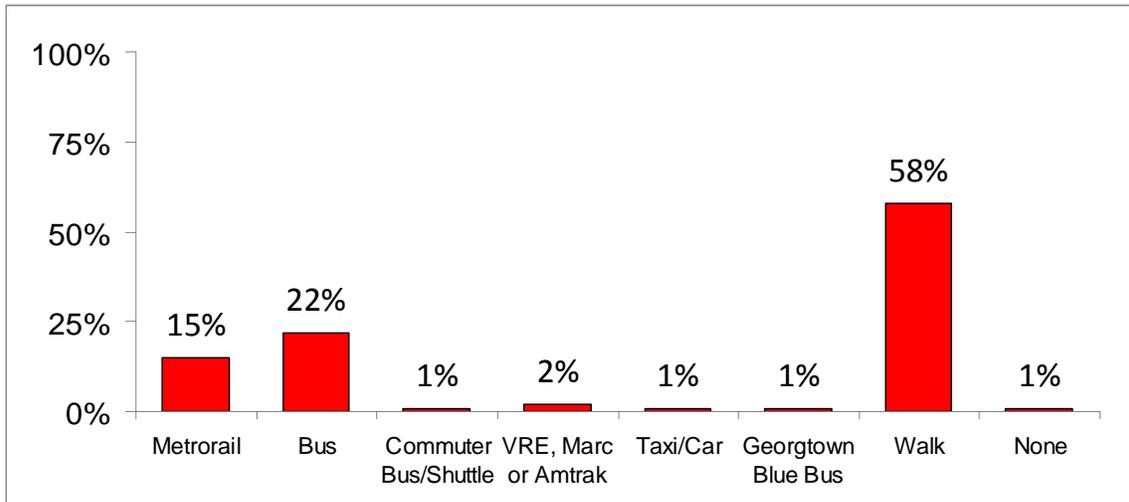
## ABOUT SATISFACTION & RECOMMEND

- É Circulator riders are extremely satisfied, with 99% saying they would recommend the Circulator to others.
- É Over 83% of riders on each line were very satisfied/somewhat satisfied with the Circulator bus service.
  - ó The Woodley Park/Adams Morgan/McPherson Square line has the greatest percentage of riders (92%) who were very satisfied/somewhat satisfied with the Circulator bus service.
- É 93% of riders agree/strongly agree the Circulator is easy to use.
- É 87% of riders agree/strongly agree the Circulator goes where they want it to go.
- É 84% of riders agree/strongly agree the Circulator buses are comfortable to ride.
- É 82% of riders agree/strongly agree the bus operators are helpful.
- É 79% of riders agree/strongly agree the bus provides frequent bus service.
- É While 68% of all riders were very satisfied or somewhat satisfied with Circulator bus service, 87% of riders who use other forms of transit were very satisfied or somewhat satisfied with Circulator bus service.
- É 73% of riders agree/strongly agree that they prefer Circulator over other public transit options.
- É 68% of riders agree/strongly agree that they ride Circulator because it costs less than other services.

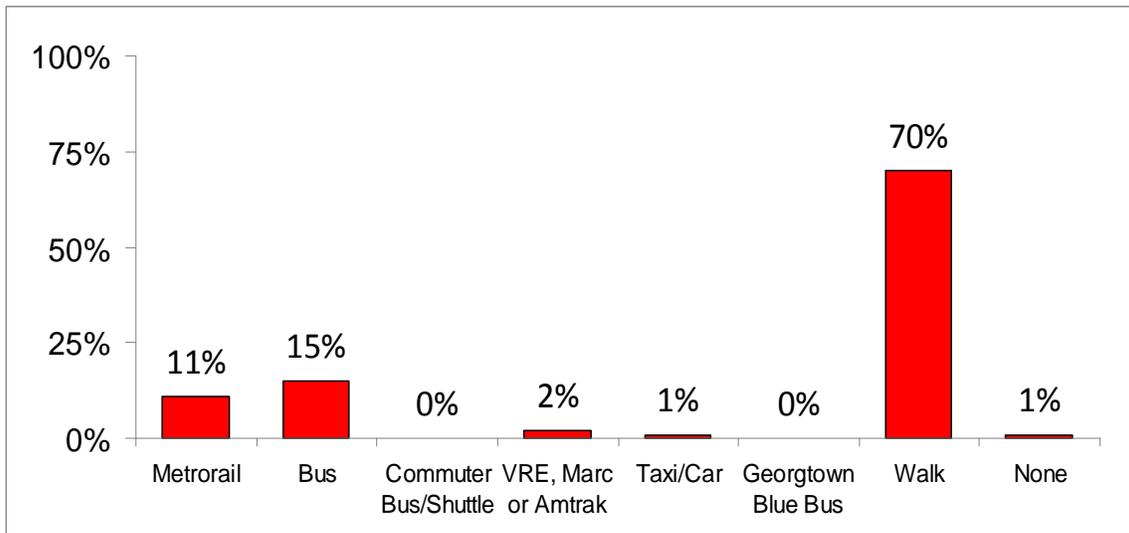
## USE OF TRANSIT & CAR OWNERSHIP



### HOW RIDERS ARRIVED AT CIRCULATOR



### HOW RIDERS WILL GET TO FINAL DESTINATION



### TRANSPORTATION BEFORE AND AFTER CIRCULATOR

- É Almost all riders (94%) who took the Circulator after using Metrorail were very satisfied/somewhat satisfied with Circulator bus service.
- É Riders coming from other buses reported a 89% rate of being very satisfied/somewhat satisfied with Circulator bus service.
- É The Smithsonian line had by far the greatest percentage of riders (43%) who took Metrorail before riding the Circulator bus.

- É The majority of riders who took the Woodley Park/Adams Morgan/McPherson Square (62%), Convention Center/SW Waterfront (53%) and the Georgetown/Union Station (61%) lines walked before riding the Circulator.
- É The majority of riders who took the Woodley Park/Adams Morgan/McPherson Square (70%), Convention Center/SW Waterfront (71%), Georgetown/Union Station (73%) and the Union Station/Navy Yard (60%) lines walked after riding the Circulator.

## DEMOGRAPHICS

Age		Education	
18-24	22%	Some HS or Less	5%
25-34	33%	HS Graduate	12%
35-49	24%	Some College/Technical	22%
50-65	18%	College Graduate	31%
66+	3%	Graduate School	30%
Ethnicity (multiple allowed)		Income	
Asian/Pac. Islander	9%	Less than \$20K	25%
Black/African-American	34%	\$20-40K	22%
Latino/Hispanic	11%	\$40-60K	20%
White/Caucasian	44%	\$60-80K	14%
Other	4%	\$80-100K	7%
		\$100K+	12%

## ABOUT RIDER DEMOGRAPHICS

- É The age distribution of riders is skewed towards younger riders with 55% between the ages of 18 and 35.
- É Circulator riders are well educated with 31% being college graduates and 30% with graduate degrees.
  - Others: 22% with some college or technical degree, 12% high-school graduates and 5% HS or less.
- É Reported rider annual incomes are not distributed evenly with 44% earning an income of less than \$40K, 34% earning between \$40-80K and 18% earning more than \$80K [Note: the survey asked for individual income, not household income].
  - ó 90% of those who made between \$60-80K were very satisfied/somewhat satisfied with the Circulator bus service.

## ORIGIN BY STATE

