

2025

Regional Onboard

Customer Satisfaction Survey

June 2026



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Section 1

Executive Summary



2025 Regional Onboard Customer Satisfaction Survey

Executive Summary

Overview

GoTriangle, GoDurham, GoRaleigh, and GoCary conducted onboard customer satisfaction surveys on their fixed-route transit services to evaluate rider perceptions of service quality, understand rider behavior, and support service planning and policy development. The surveys were also designed to support compliance with federal Title VI requirements and provide updated rider demographic and usage information. GoTriangle and GoRaleigh conducted their surveys in November 2025, GoDurham conducted its survey from November through December 2025, and GoCary conducted its survey in March 2026.

Methodology

The surveys were administered by ETC Institute using teams of trained field interviewers deployed across all fixed-route bus services for each agency. On selected trips, field interviewers boarded buses during regular service hours, generally between 6:00 a.m. and 10:00 p.m., and distributed paper self-administered questionnaires directly to passengers onboard the vehicle. Riders were encouraged to complete the survey during their trip, and completed questionnaires were collected before passengers exited the bus.

Throughout the data collection period, survey staff maintained coverage across routes, service types, times of day, and operating conditions to ensure the surveys reflected a representative cross-section of each agency's ridership. Interviewers also provided in-person assistance when needed for riders with Limited English Proficiency (LEP), difficulty understanding survey questions, or a preference for verbal administration. Survey staff conducted rider debriefs following completion to help ensure responses were recorded accurately and completely. In addition to the paper onboard survey, each agency offered a web-based survey option accessible through controlled-access QR codes possessed by the field interviewers. This option allowed riders who were on shorter trips to participate online.

During survey development, the questionnaires were designed to primarily collect information regarding rider demographics, travel behavior, transit usage patterns, and customer satisfaction. ETC Institute developed the paper survey instruments following final approval of the questionnaires. Surveys were formatted in English on the front and Spanish on the back to improve accessibility and support Title VI compliance.

Survey response goals were successfully achieved for each agency. GoRaleigh collected 1,796 completed surveys with a margin of error of $\pm 2.2\%$ at the 95% confidence level, while GoDurham collected 1,734 completed surveys with a margin of error of $\pm 2.3\%$. GoTriangle collected 448 completed surveys with a margin of error of $\pm 4.63\%$, and GoCary collected 115 completed surveys with a margin of error of $\pm 8.69\%$. These margins of error are considered statistically reliable for onboard customer satisfaction surveys and provide confidence that the results can be used to inform operational planning, performance evaluation, and future transit investment decisions.

Sampling plans for each agency were designed to obtain surveys from a representative share of riders across all fixed routes. Trips were selected using randomized sampling methods to reduce selection bias and ensure that riders across different routes, time periods, and service conditions had an equal opportunity to participate. This approach strengthened the statistical validity and overall reliability of the survey findings.

The following pages of the report contain a summary of the major findings from the survey; the full 2025 Regional Onboard Customer Satisfaction Survey report includes the following:

- Figures and reporting depicting the results of the survey (Section 2)
- Importance-Satisfaction Analysis (Section 3)
- A copy of the surveys (Section 4)

Note: Percentages within Sections 1 & 2 were calculated excluding “Don’t Know” or “Not Provided” answers. All percentages were rounded to the nearest whole percentage. Response statistics are based on 4,093 fully completed surveys and weighted to each system’s line level ridership proportions.

Customer Demographic Characteristics

- **Race/Ethnicity, Age, and Gender.** In 2025, the largest share of riders across the Region were ages 25 to 34 (23%), followed by riders ages 35 to 44 (18%) and 18 to 24 (17%). Riders aged 55 to 64 accounted for 14% of riders, while 10% were age 65 or older. African American/Black riders represented 61% of all riders, followed by Caucasian/White riders at 18%, Hispanic riders at 9%, Asian riders at 5%, and riders identifying as multiple races or other at 5%. Male riders accounted for 56% of riders, while 38% identified as female and 6% identified as non-binary or preferred not to say.
- **Employment and Income.** 38% of riders reported household incomes below \$10,000, 20% reported incomes of \$35,000 or more, 16% reported incomes between \$20,000 and \$24,999, 11% reported incomes between \$25,000 and \$34,999, 9% reported incomes between \$10,000 and \$14,999, and 6% reported incomes between \$15,000 and \$19,999. In terms of employment status, 37% of riders were employed full-time, 21% were unemployed, 20% were employed part-time, 17% were students, 11% were retired, 6% were student workers, 3% held volunteer positions, and 2% identified as homemakers.

Customer Transportation Habits

- **Ridership.** Across all systems, 37% of riders reported using transit 6 to 7 days per week, while another 39% reported using transit 4 to 5 days per week. The remaining 22% reported using transit 1 to 3 days per week, and 3% reported no regular weekly use.
- **Typical Customer Transportation.** Across all systems, work was the most common trip purpose, accounting for 56% of rider trips. Shopping and school or college each accounted for notable shares at 13% and 12%, respectively. Recreation or event trips represented 8% of trips, while medical or dental trips accounted for 7%. Another 4% of riders reported other trip purposes.

Customer Opinions

- **Overall Quality of Region’s services.** Nearly three-quarters of riders (74%) rated overall service positively, including 28% who rated service as “Excellent,” 20% as “Very Good,” and 26% as “Good.” Another 16% of riders provided a neutral rating. Negative ratings were relatively limited, with 6% rating service as “Poor,” 2% as “Very Poor,” and 3% as “Extremely Poor.” Compared with previous survey years, the share of riders providing positive ratings increased from 69% in 2023 and 72% in both 2019 and 2018, while the share providing negative ratings remained relatively low and consistent over time.

- **Satisfaction with Statements Regarding Region’s Services.** Overall, riders reported generally positive perceptions across most regional services. The strongest ratings were concentrated in weekday service performance, weekend operations, and customer information resources, while some categories remained below 2019 levels. Below are the Highest Rated Service Components (“Excellent” Ratings Only) in 2025.
 - Hours the buses operate on weekdays – 31%
 - Courtesy & helpfulness of bus operators – 31%
 - Frequency of service on weekdays – 29%
 - Usefulness of printed information such as schedules or brochures – 29%
 - Usefulness of information from 919-485-RIDE telephone operators – 29%

- **Excellent Customer Service.** Across all four systems, “Buses running on time” was the highest-ranked priority for improvement, indicating that reliability was the most consistent concern among riders. Personal safety, weekday service frequency, and service coverage also appeared repeatedly among the top priorities across systems, although the order varied slightly by agency. Cleanliness of bus interiors was a shared concern in all four systems and ranked especially high for GoDurham and GoRaleigh. Sense of personal safety from other passengers on the buses was also consistently identified as a top improvement area in each system.

The following section presents the figures and reporting for each survey question.

Note on Reporting Methodology and Trend Comparisons: Historical trend data for the Region were derived from reports prepared by a previous research vendor. Because the underlying survey instruments and reporting methodologies varied somewhat across agencies and survey years, ETC standardized response categories and reporting formats throughout this report to align with the methodology used in the previous regional reports. This approach allowed for consistent trend comparisons across GoTriangle, GoDurham, GoRaleigh, and GoCary and supported the development of a unified regional analysis across survey years. As a result, some percentages and totals presented in this report may differ slightly from those shown in the individual agency reports, where agency-specific reporting methodologies and category definitions were retained.

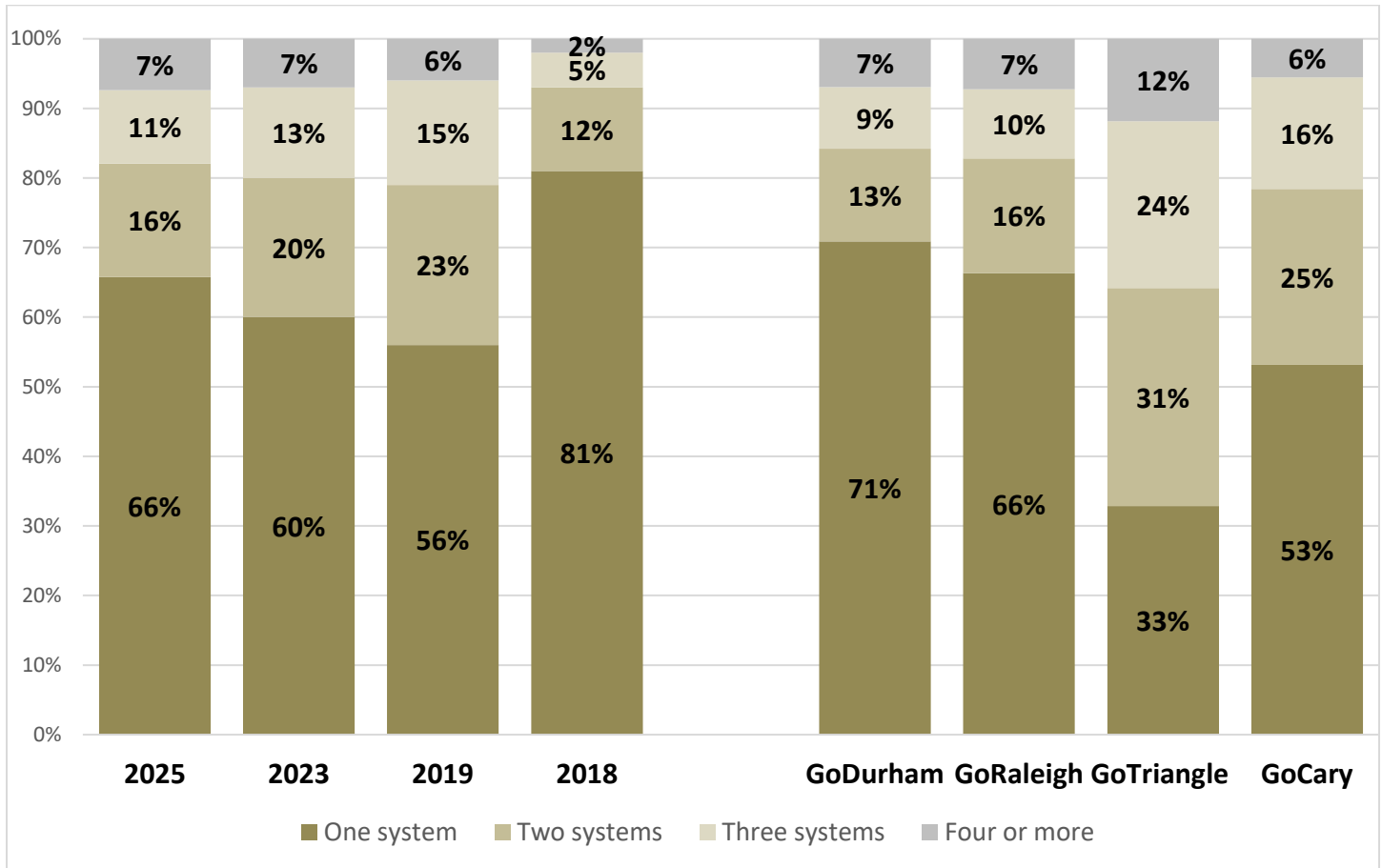
Section 2

Figures & Reporting



Total Number of Transit Systems Used

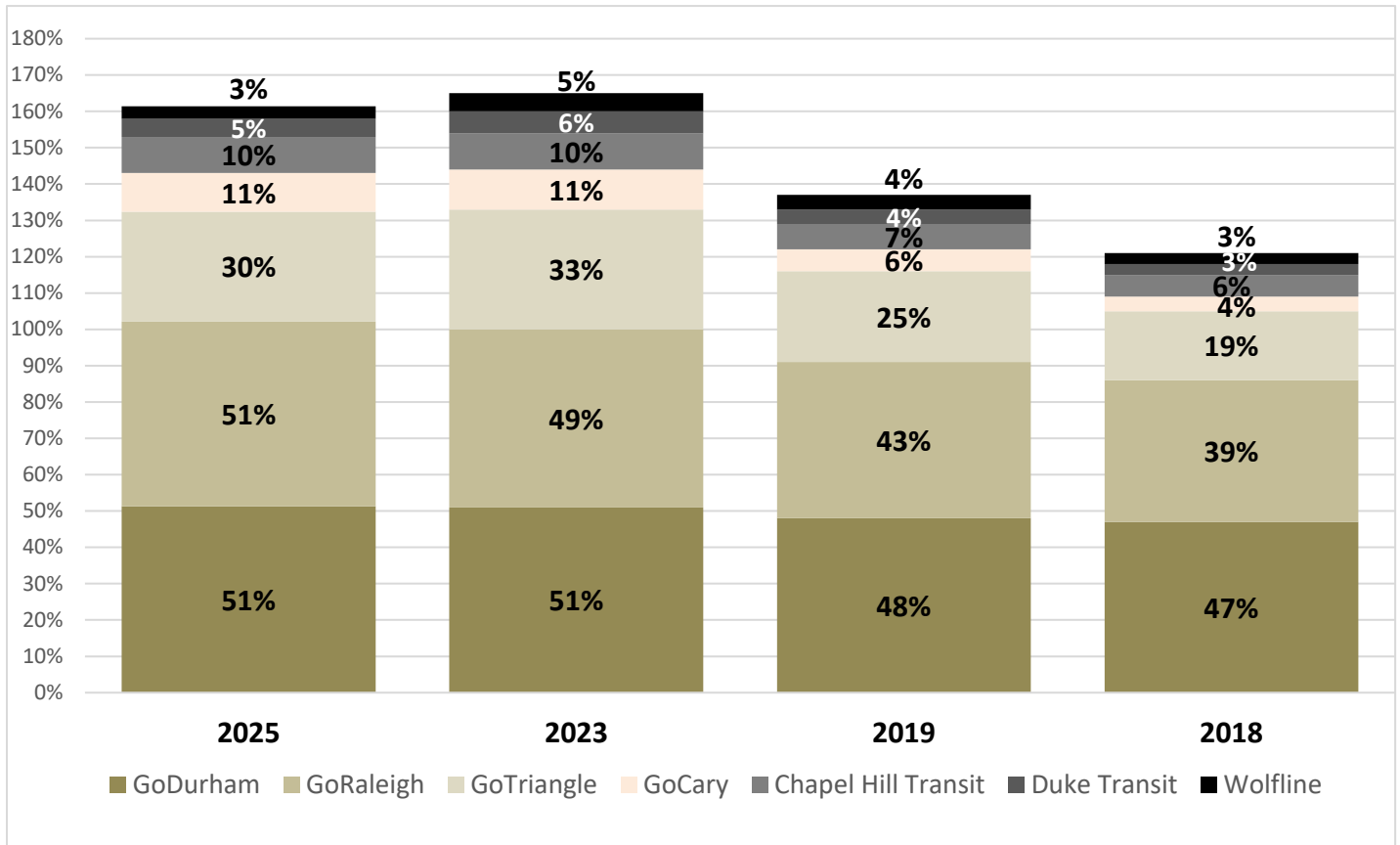
Figure 1. Total Number of Transit Systems Used by Riders



Across all systems, most riders reported using only one transit system regularly (66%), while 16% used two systems, 11% used three systems, and 7% used four or more systems. Among the individual systems, GoTriangle riders were the most likely to use multiple transit systems. Only 33% of GoTriangle riders reported using one system, while 21% used two systems, 24% used three systems, and 12% used four or more systems. GoCary riders also reported relatively high levels of multi-system usage, with 53% using one system and 25% using two systems. GoDurham and GoRaleigh riders were more likely to use a single system, at 71% and 66%, respectively, though notable shares still reported using two or more systems.

Systems Used Weekly by Riders

Figure 2. Regional Bus System Usage

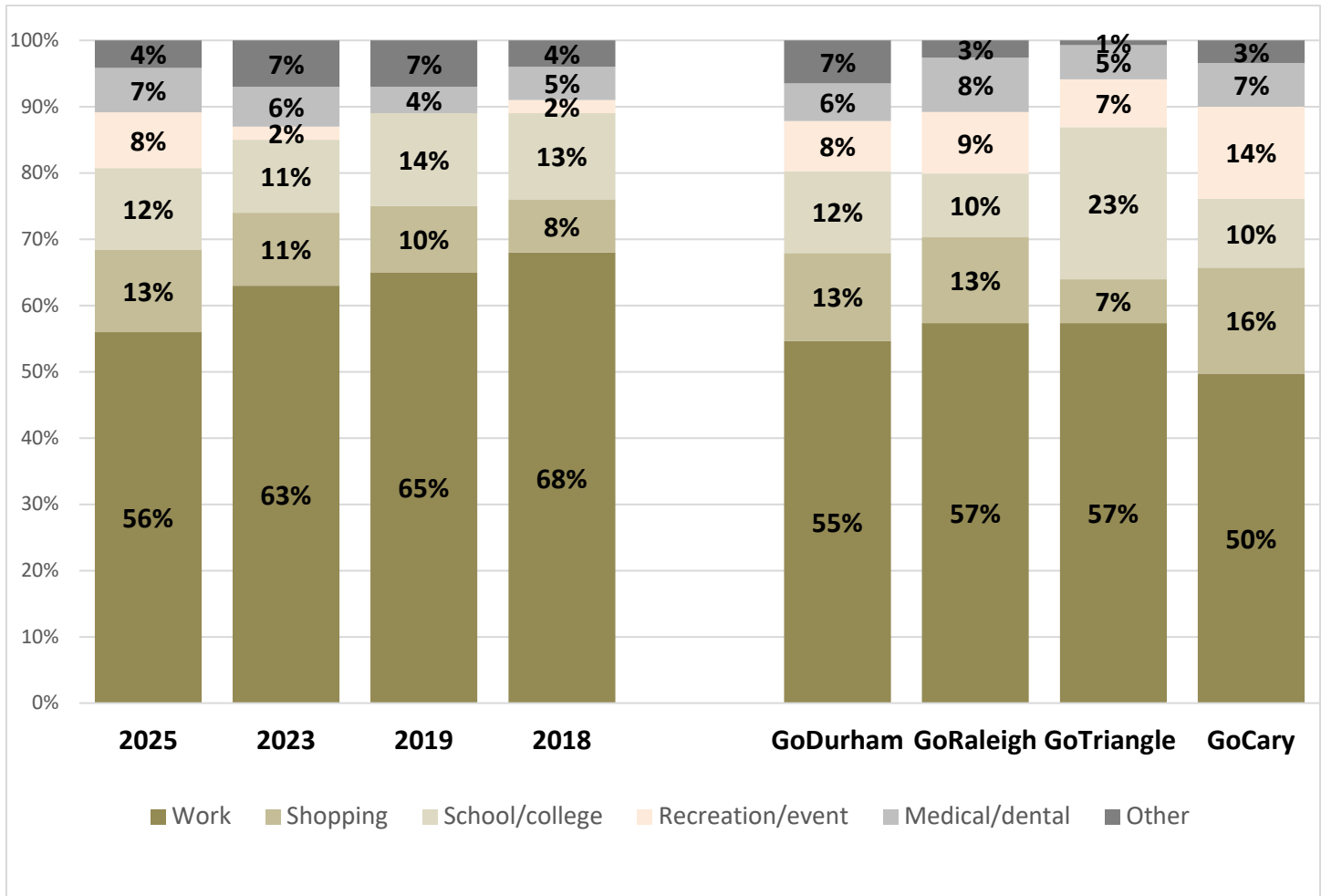


Many riders reported using multiple transit systems weekly. In 2025, the most commonly used systems were GoRaleigh and GoDurham, each at 51%, followed by GoTriangle at 30%. Smaller shares reported using GoCary (11%), Chapel Hill Transit (10%), Duke Transit (5%), and Wolfline (3%).

Trend results show growing weekly use of several regional systems over time. GoRaleigh usage increased from 39% in 2018 to 51% in 2025, while GoTriangle usage rose from 19% to 30% during the same period. GoDurham usage remained relatively stable, ranging from 47% to 51% across survey years. Use of several smaller systems also increased over time. Chapel Hill Transit usage rose from 6% in 2018 to 10% in 2025, while GoCary usage increased from 4% to 11%. Overall, the results suggest that riders increasingly rely on multiple transit providers across the Triangle region.

Trip Purpose

Figure 3. Main Purpose of Trips



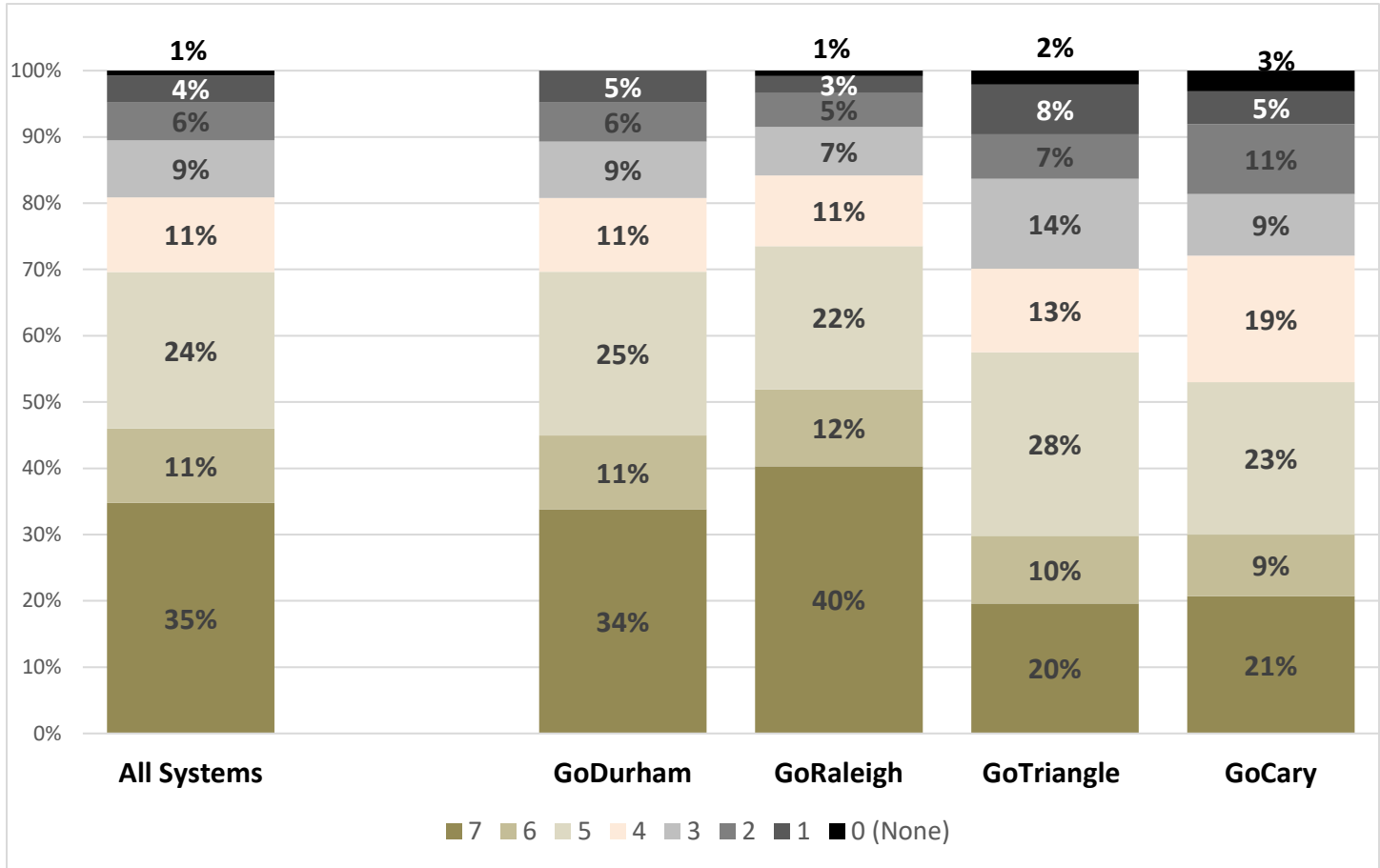
Work remained the primary trip purpose among riders across survey years. In 2025, 56% of riders reported using transit for work trips, followed by shopping (13%) and school or college trips (12%). Smaller shares reported using transit for recreation or events (8%), medical or dental trips (7%), and other purposes (4%).

Trend results show a decline in work-related trips over time, decreasing from 68% in 2018 to 56% in 2025. Shopping trips increased from 8% in 2018 to 13% in 2025, while recreation or event trips also rose from 2% to 8% during the same period. School or college trips remained relatively consistent across survey years, ranging from 11% to 14%.

Trip purpose patterns varied across systems in 2025. GoTriangle riders were more likely to report school or college trips (23%), while GoCary riders reported higher shares of shopping (16%) and recreation or event trips (14%). GoDurham and GoRaleigh riders showed similar trip purpose patterns, with work trips representing a majority of rides on both systems. Overall, the results suggest that transit across the Region continues to serve a broad mix of commuting and non-commuting travel needs.

Frequency of Transit Use

Figure 4. Frequency of Transit Use

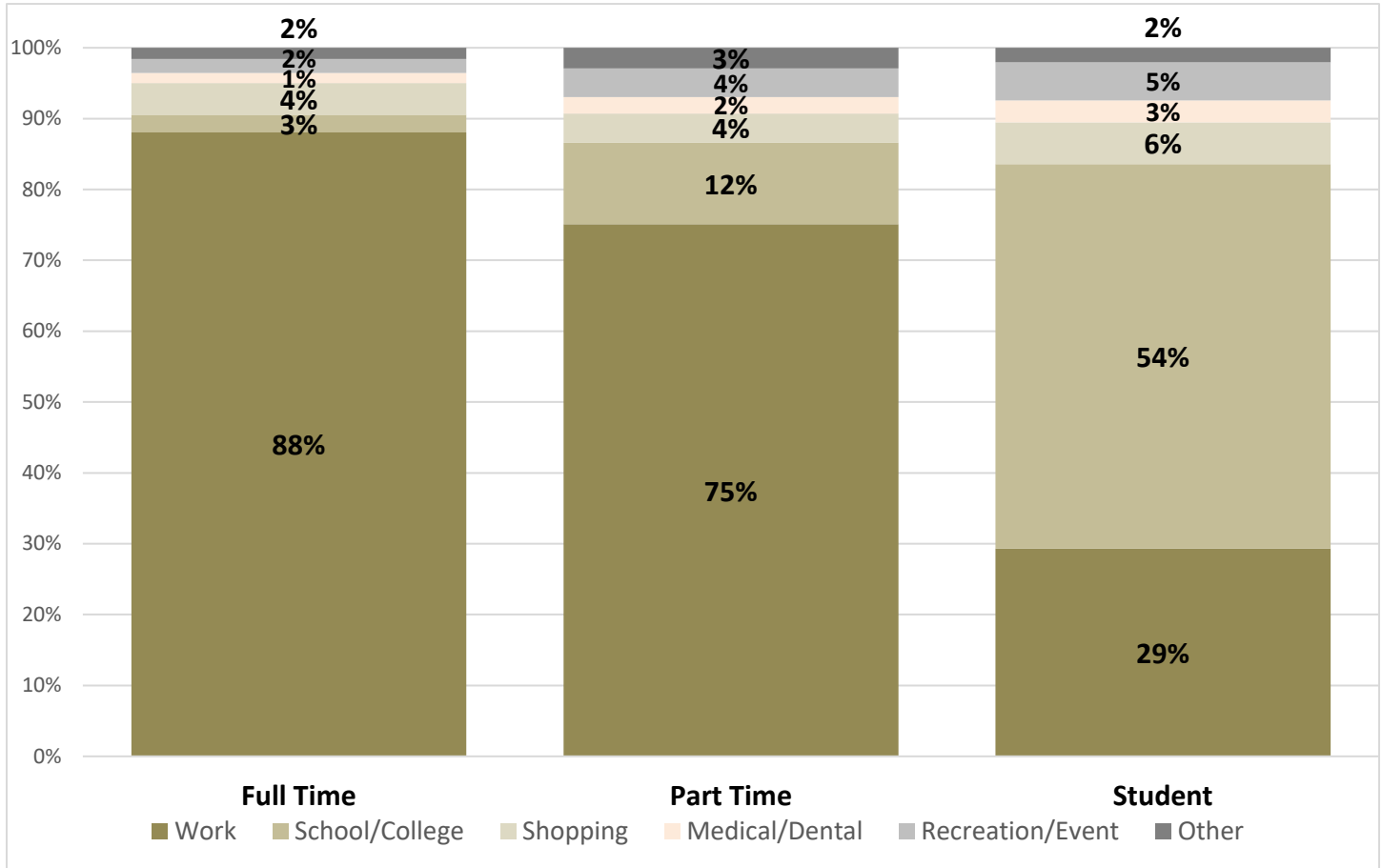


Transit riders reported using service frequently across all systems. For all systems combined, 35% of riders reported using transit 7 days per week, while 11% reported using transit 6 days per week and 24% reported using transit 5 days per week. Smaller shares reported using transit fewer than 3 days per week.

Frequency of use varied across systems in 2025. GoRaleigh had the largest share of daily riders, with 40% reporting using transit 7 days per week and 34% reporting 5 to 6 days per week. GoTriangle and GoCary riders tended to use transit less frequently than the other two systems, with the largest shares reporting 5 days per week (28% and 23%) and only 30% reporting 6 to 7 days per week for each system. GoDurham riders were more heavily concentrated in the 7-day and 5-day categories, showing similar results to GoRaleigh. Lower-frequency transit use remained relatively limited across systems. Note: the lowest usage frequency answer choice for GoDurham was “1 or fewer,” which appears as 1 on this chart.

Trip Purpose by Employment Status

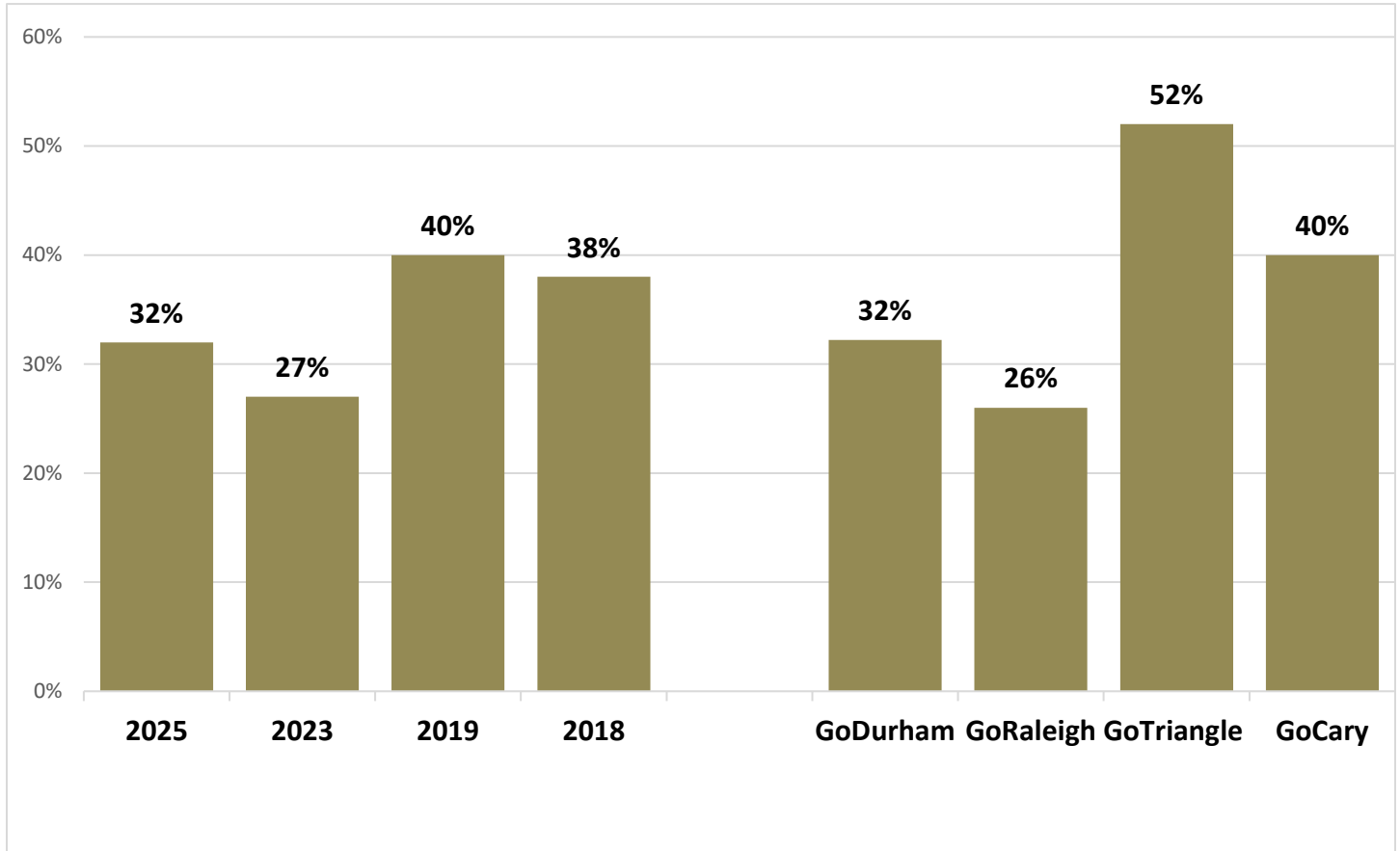
Figure 5. Trip Purpose by Employment Status



Trip purpose varied substantially by employment status in 2025. Among full-time employed riders, work was by far the most common trip purpose, accounting for 88% of trips, while all other trip purposes represented relatively small shares. Part-time employed riders also most commonly traveled for work (75%), though they were more likely than full-time riders to report traveling for school or college (12%). Among students, school or college was the primary trip purpose at 54%, while 29% reported using transit for work trips. Shopping accounted for 6% of student trips, followed by recreation or events at 5%, medical or dental trips at 3%, and other purposes at 2%.

Household Access to One or More Vehicles

Figure 6. Household Vehicles



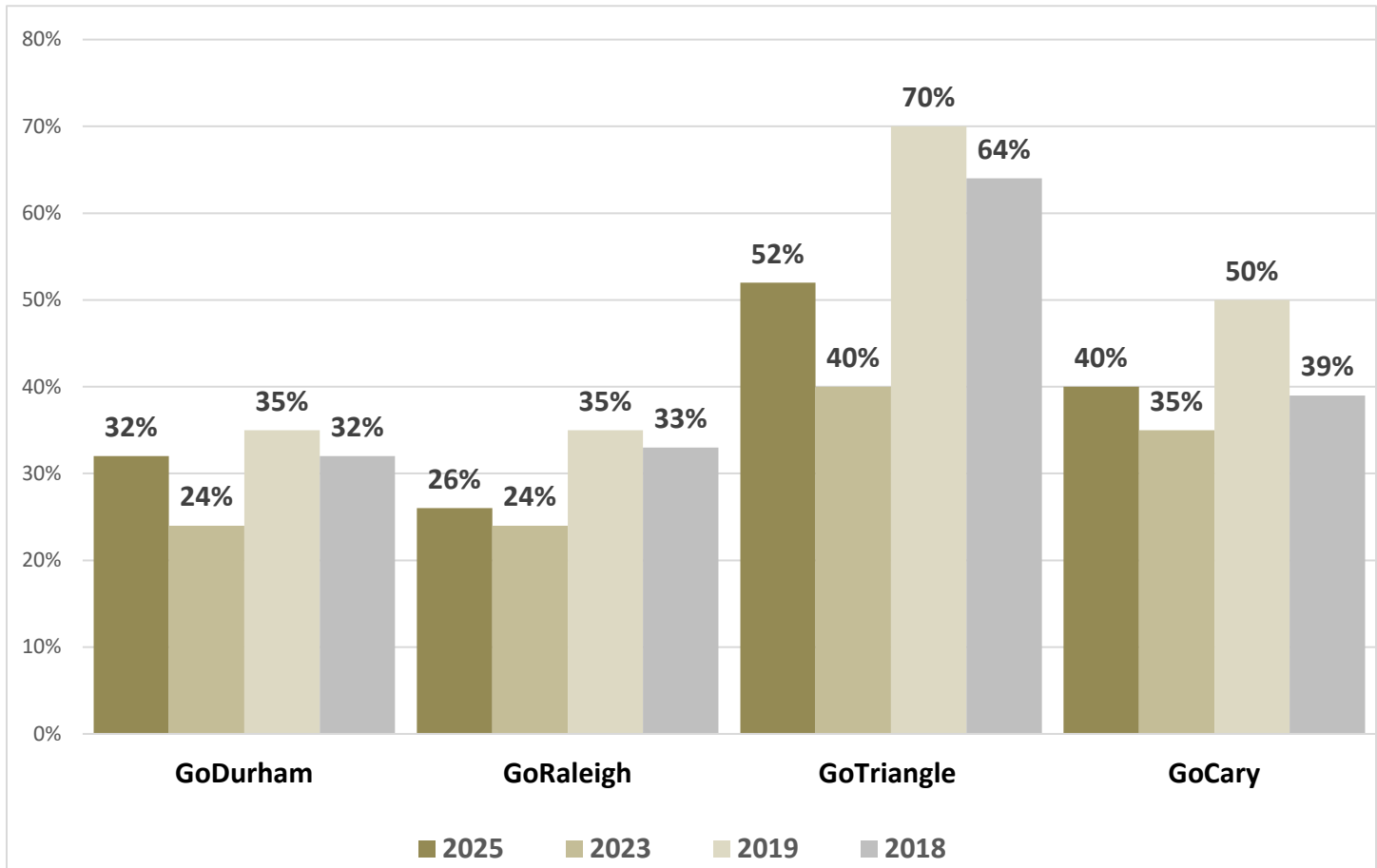
The share of riders with access to one or more household vehicles increased to 32% in 2025, compared with 27% in 2023. However, this remained below 2019 (40%) and slightly below 2018 (38%) levels.

Vehicle access varied across individual systems in 2025. GoTriangle riders were the most likely to report access to one or more vehicles (52%), followed by GoCary riders (40%). Smaller shares of GoDurham riders (32%) and GoRaleigh riders (26%) reported household vehicle access.

Overall, the results suggest that riders across the Region became somewhat more likely to have household vehicle access in 2025 compared with recent survey years, although transit continues to serve many riders without access to a vehicle.

One or More Vehicles Available Within Systems

Figure 7. One or More Vehicles Available Within Systems



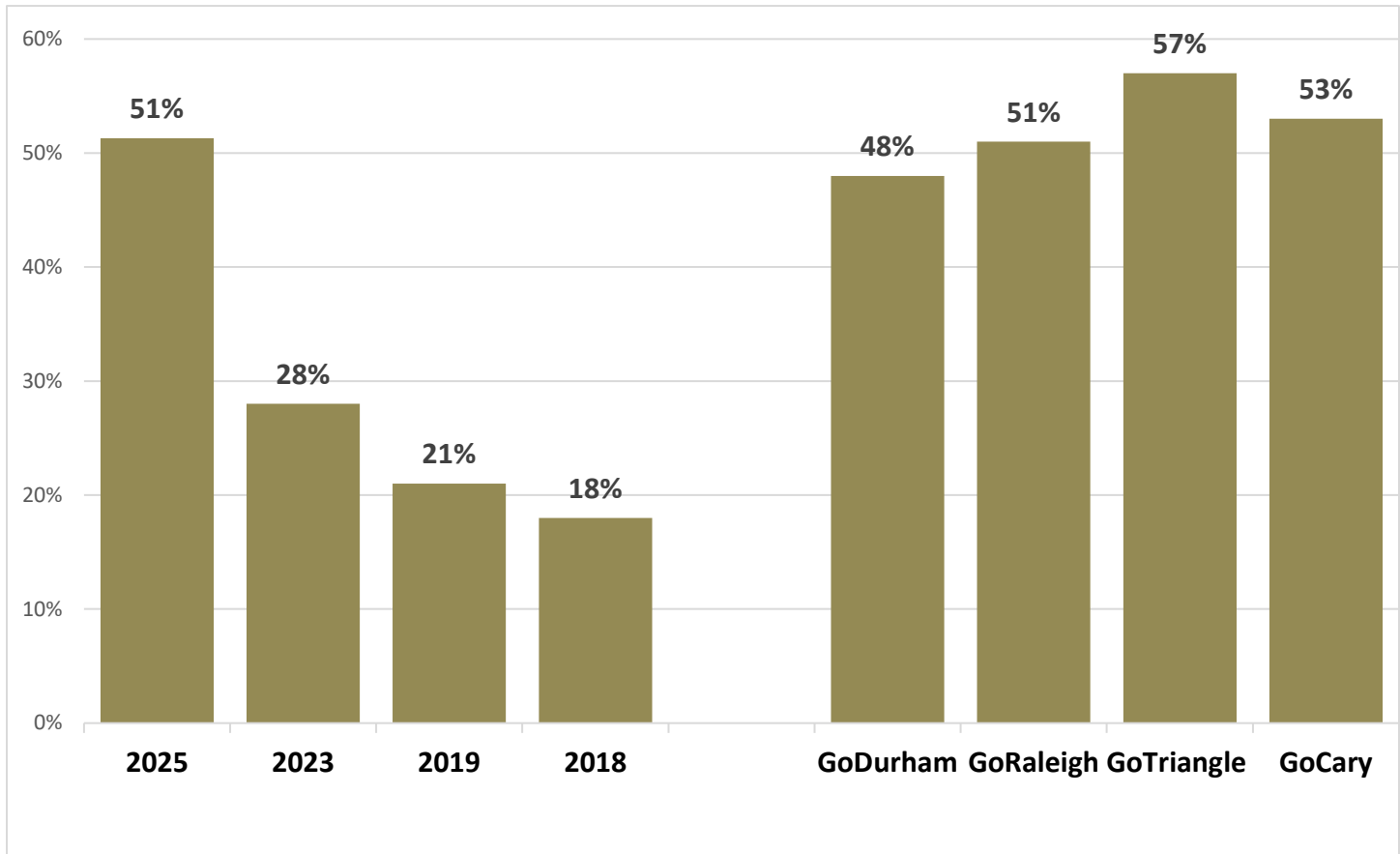
The share of riders from households with one or more vehicles available increased across most systems in 2025 compared with 2023. GoTriangle showed the largest increase, rising from 40% in 2023 to 52% in 2025, though this remained below 2019 (70%) and 2018 (64%) levels. GoDurham also increased from 24% to 32%, while GoCary rose from 35% to 40% during the same period.

Despite recent increases, most systems continued to report lower shares of riders with household vehicle access compared with earlier survey years. GoRaleigh increased slightly from 24% in 2023 to 26% in 2025 but remained below 2019 (35%) and 2018 (33%) levels. Similarly, GoCary and GoDurham remained below pre-2020 results.

Overall, the results suggest that riders across the Region became somewhat more likely to have household vehicle access in 2025, although transit continues to serve a substantial share of riders from zero-vehicle households.

Uber/Lyft/Taxi Usage

Figure 8. Uber/Lyft/Taxi Usage

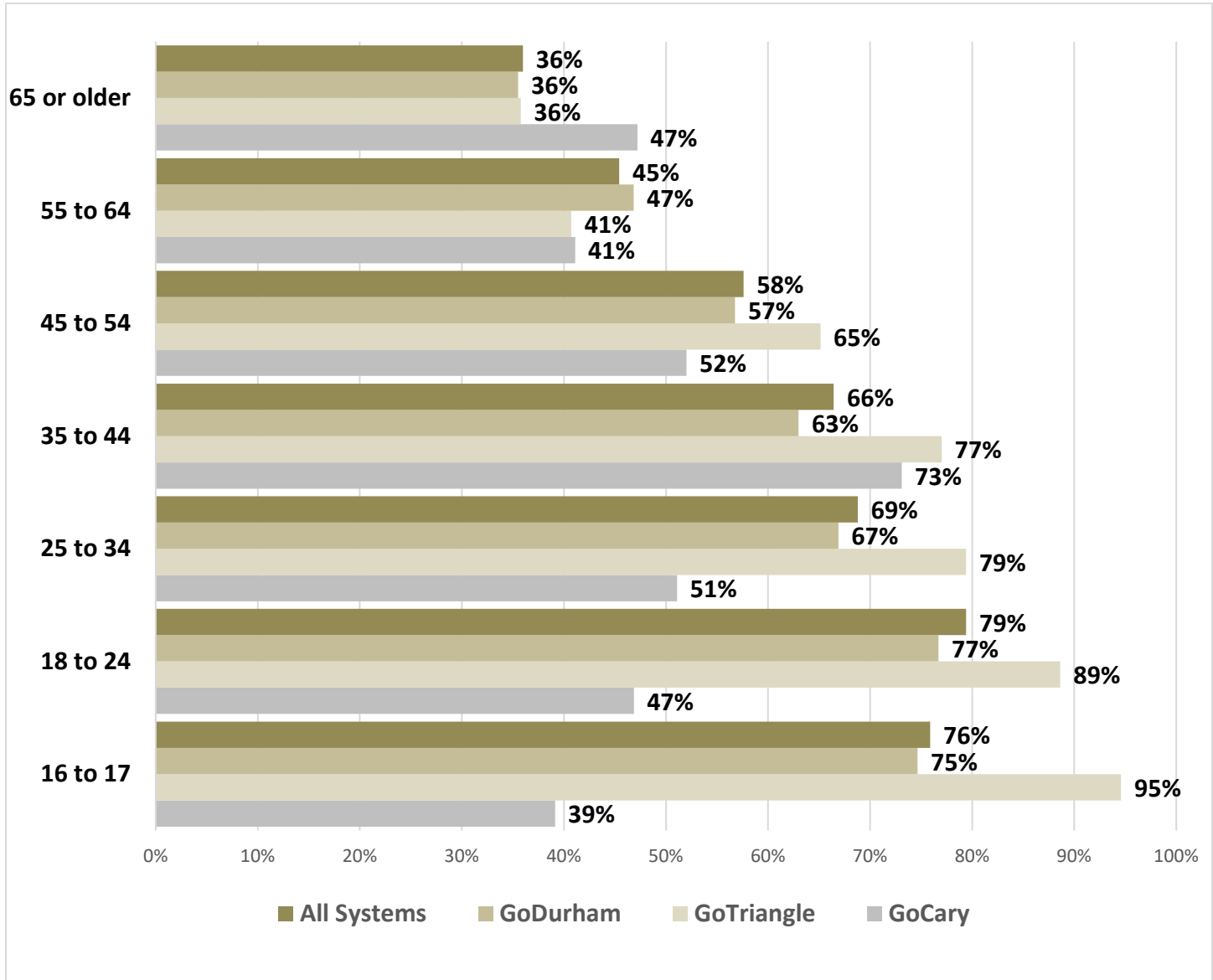


Use of Uber, Lyft, Taxis, or similar services to supplement or replace public transit increased substantially among the Region's riders over time. In 2025, 51% of riders reported using these services, compared with 28% in 2023, 21% in 2019, and 18% in 2018. Use of these services varied across individual systems in 2025. GoTriangle riders were the most likely to report using Uber, Lyft, or taxis (57%), followed by GoCary riders (53%) and GoRaleigh riders (51%). Slightly smaller shares of GoDurham riders (48%) reported using these services.

Overall, the results suggest that many riders increasingly rely on rideshare and taxi services alongside public transit, particularly among riders using regional transit services such as GoTriangle.

Use of Transit Apps by Age

Figure 9. Use of Transit Apps by Age



*GoRaleigh did not ask question

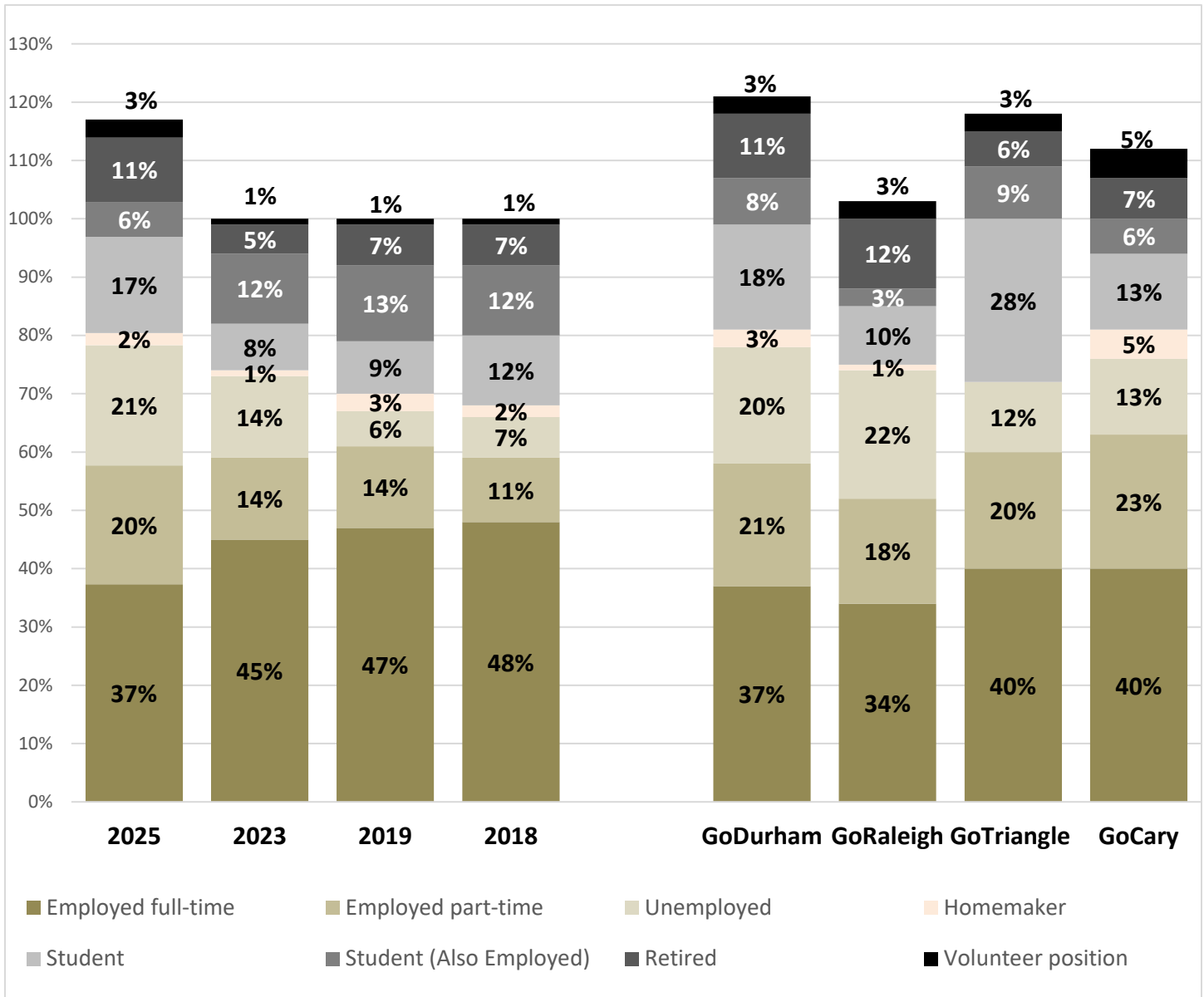
Use of transit apps was highest among younger riders across all systems combined. In 2025, 76% of riders ages 16 to 17 and 79% of riders ages 18 to 24 reported using transit apps. Usage remained relatively high among riders ages 25 to 34 (69%) and 35 to 44 (66%) before declining among older age groups.

Transit app use decreased steadily with age among all systems combined. Riders ages 45 to 54 reported app usage at 58%, while riders ages 55 to 64 and riders age 65 or older reported lower usage levels at 45% and 36%, respectively.

Overall, the results suggest that younger riders are more likely to rely on transit apps, while older riders continue to use them at lower rates across the Region.

Employment Status

Figure 10. Employment Status of Riders

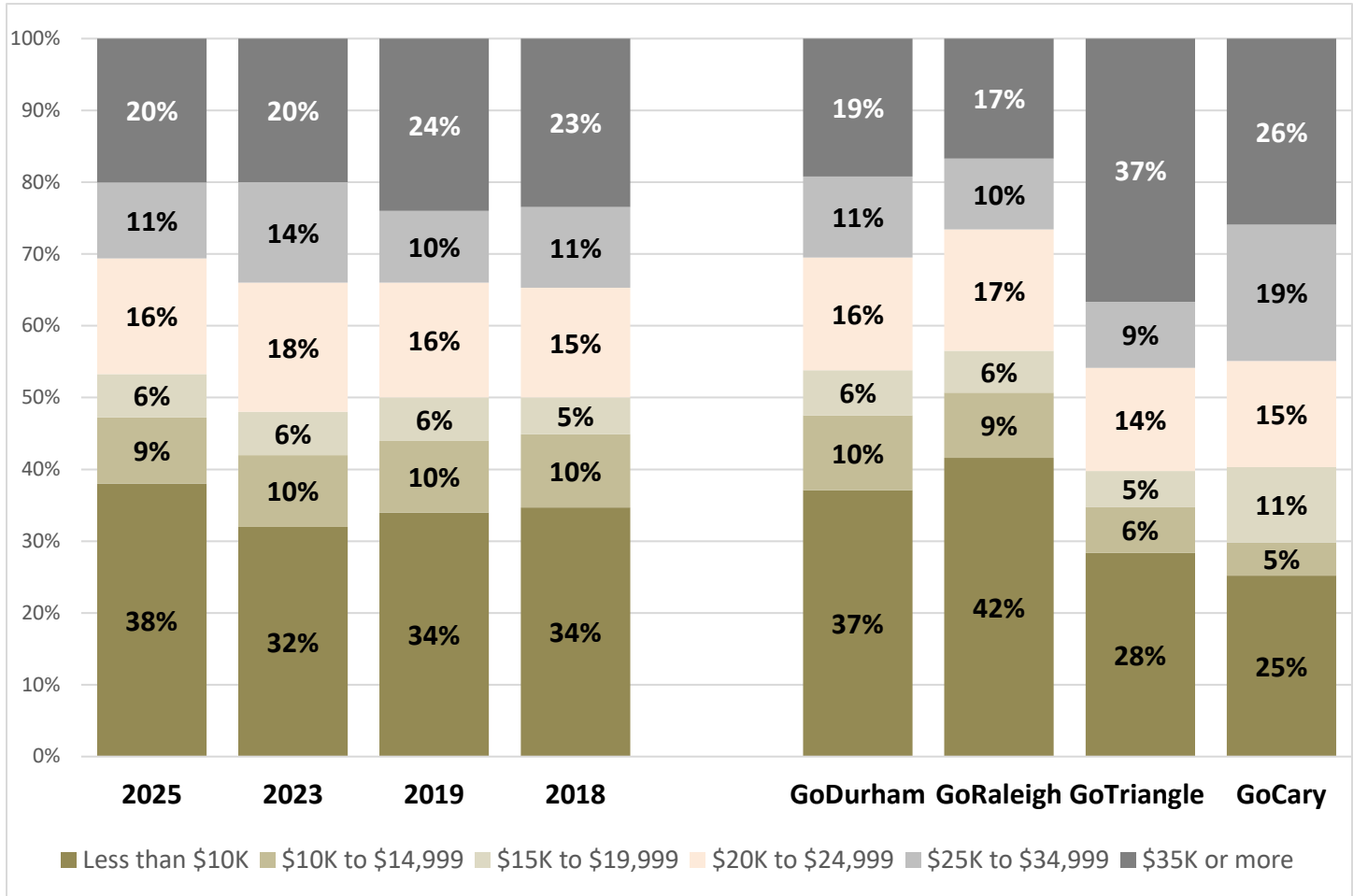


Overall, riders were most commonly employed full-time, followed by unemployed riders, employed part-time riders, and students. Smaller shares of riders reported being student workers, retired, homemakers, or volunteers. Compared with prior survey years, the share of full-time employed riders declined, while the share of unemployed riders increased substantially. The percentage of students also increased compared with 2023.

Across individual systems, full-time employment remained the largest category for riders in each system, ranging from 34% in GoRaleigh to 40% in GoTriangle and GoCary. GoTriangle had the highest share of students (28%), while GoRaleigh had the highest share of unemployed riders (22%). GoDurham also reported relatively high shares of unemployed riders (20%), student workers (8%), and retirees (11%) compared with the other systems.

Household Income

Figure 11. Household Income of Riders



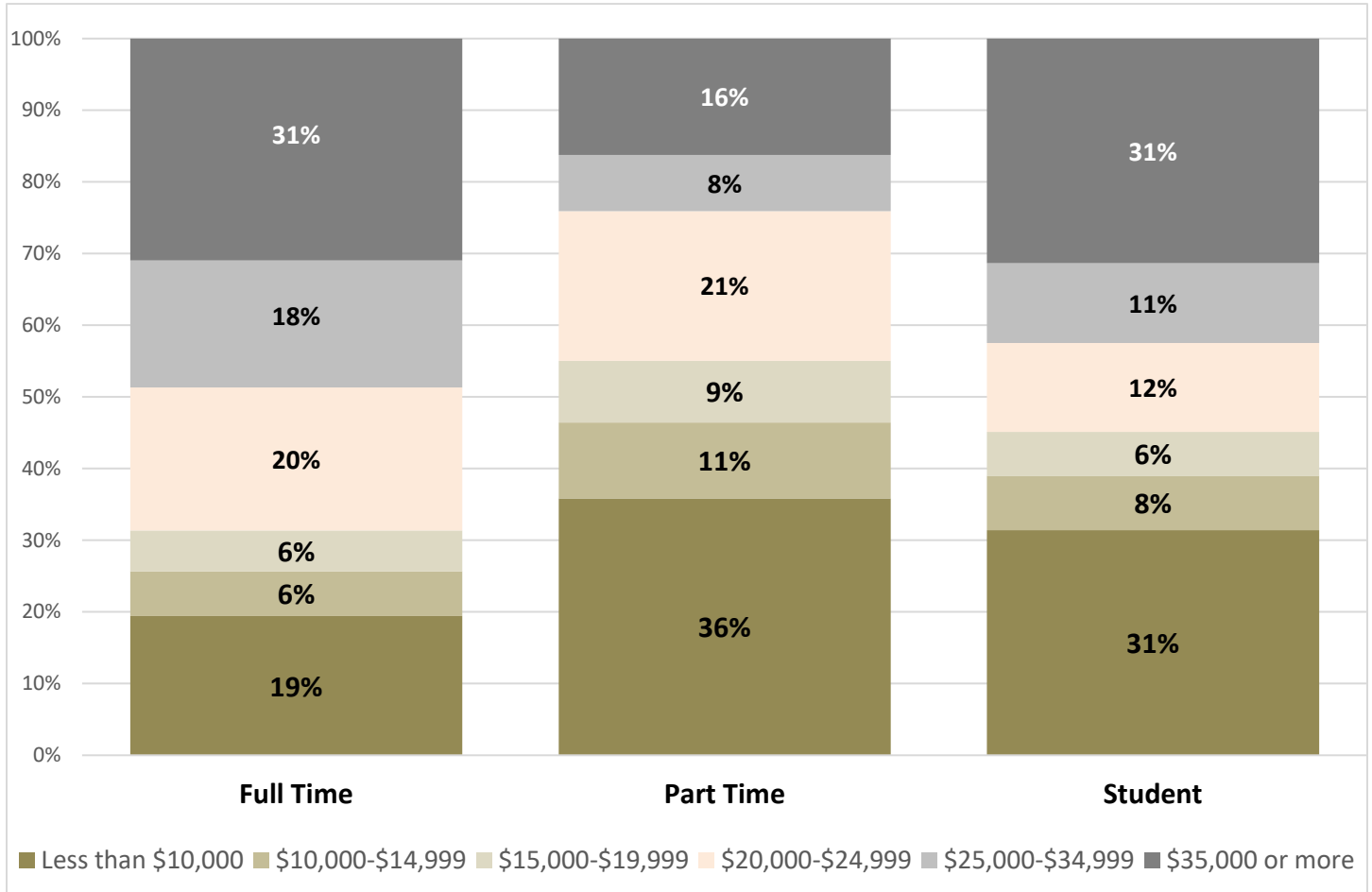
Household incomes among riders remained concentrated in lower income categories across survey years. In 2025, the largest share of riders reported household incomes less than \$10,000 (38%), followed by \$35,000 or more (20%) and \$20,000 to \$24,999 (16%). Smaller shares reported incomes between \$10,000 and \$34,999. Trend results show some shifts in income distribution over time. The share of riders reporting household incomes less than \$10,000 increased from 32% in 2023 to 38% in 2025, returning to levels similar to 2018 and 2019. Meanwhile, the share reporting incomes of \$35,000 or more remained relatively stable, ranging from 20% to 24% across survey years. Income patterns varied across individual systems in 2025. GoRaleigh riders were the most likely to report household incomes less than \$10,000 (42%), while GoTriangle riders had the largest share of riders reporting incomes of \$35,000 or more (37%). GoCary riders showed a more balanced income distribution, with relatively larger shares in middle- and higher-income categories compared with other systems.

Overall, the results suggest that transit across the Region continues to serve a broad range of income groups while remaining especially important for many lower-income households.

Note: Income categories were standardized to align with the format used in previous regional reports for trend comparison purposes. As a result, these categories may differ from those presented in the individual agency reports.

Employment Status by Household Income

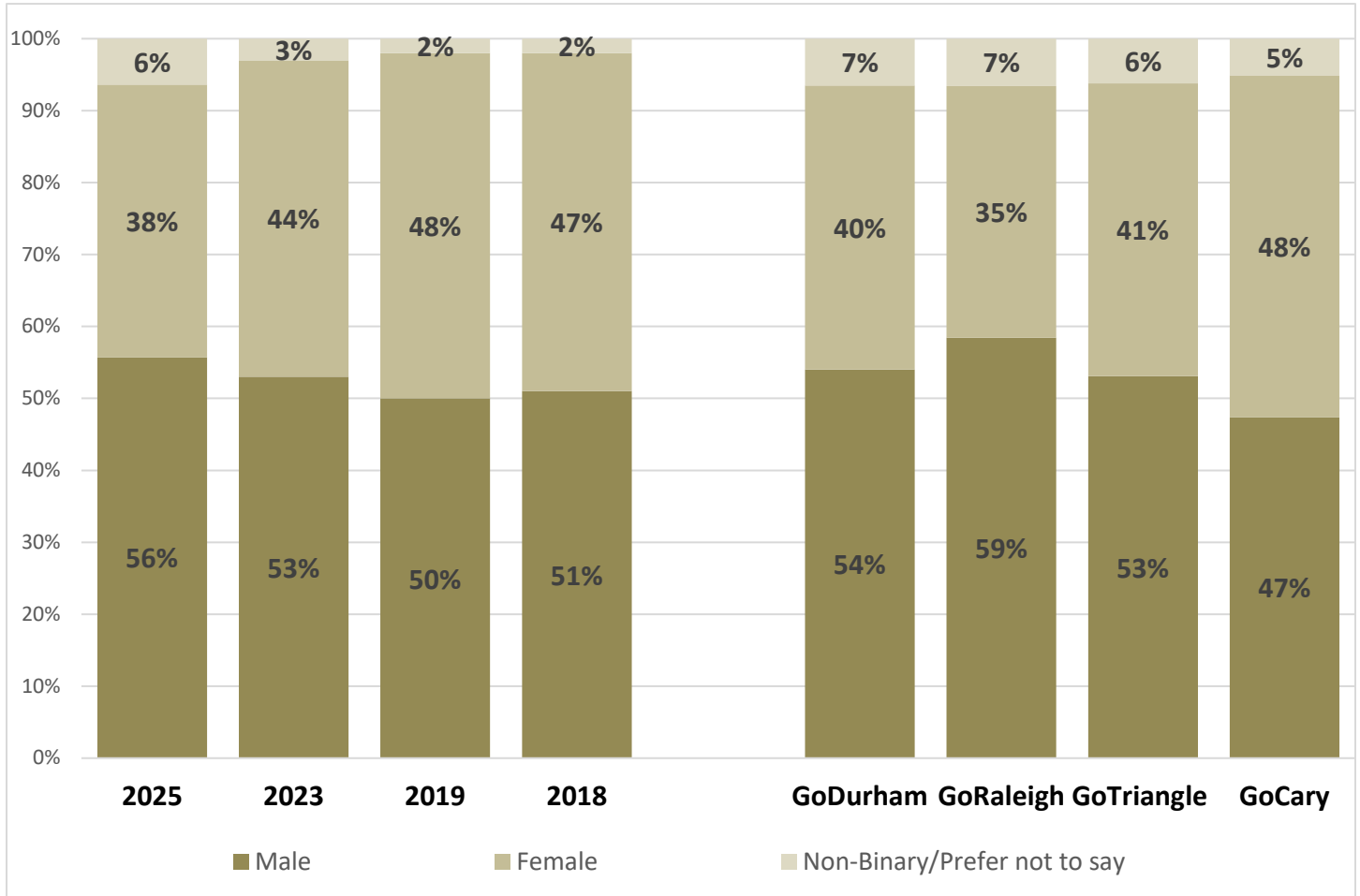
Figure 12. Employment Status by Household Income



Household income varied by employment status in 2025. Among full-time employed riders, the largest share reported household incomes of \$35,000 or more (31%), followed by incomes between \$20,000 and \$24,999 (20%) and less than \$10,000 (19%). Part-time employed riders were more likely to report lower household incomes, with 36% earning less than \$10,000, followed by 21% earning between \$20,000 and \$24,999 and 16% earning \$35,000 or more. Student riders were concentrated at both the lowest and highest income categories, with 31% reporting household incomes below \$10,000 and another 31% reporting household incomes of \$35,000 or more. Smaller shares of students reported incomes between \$20,000 and \$24,999 (12%) and \$25,000 to \$34,999 (11%).

Gender of Riders

Figure 13. Gender of Riders

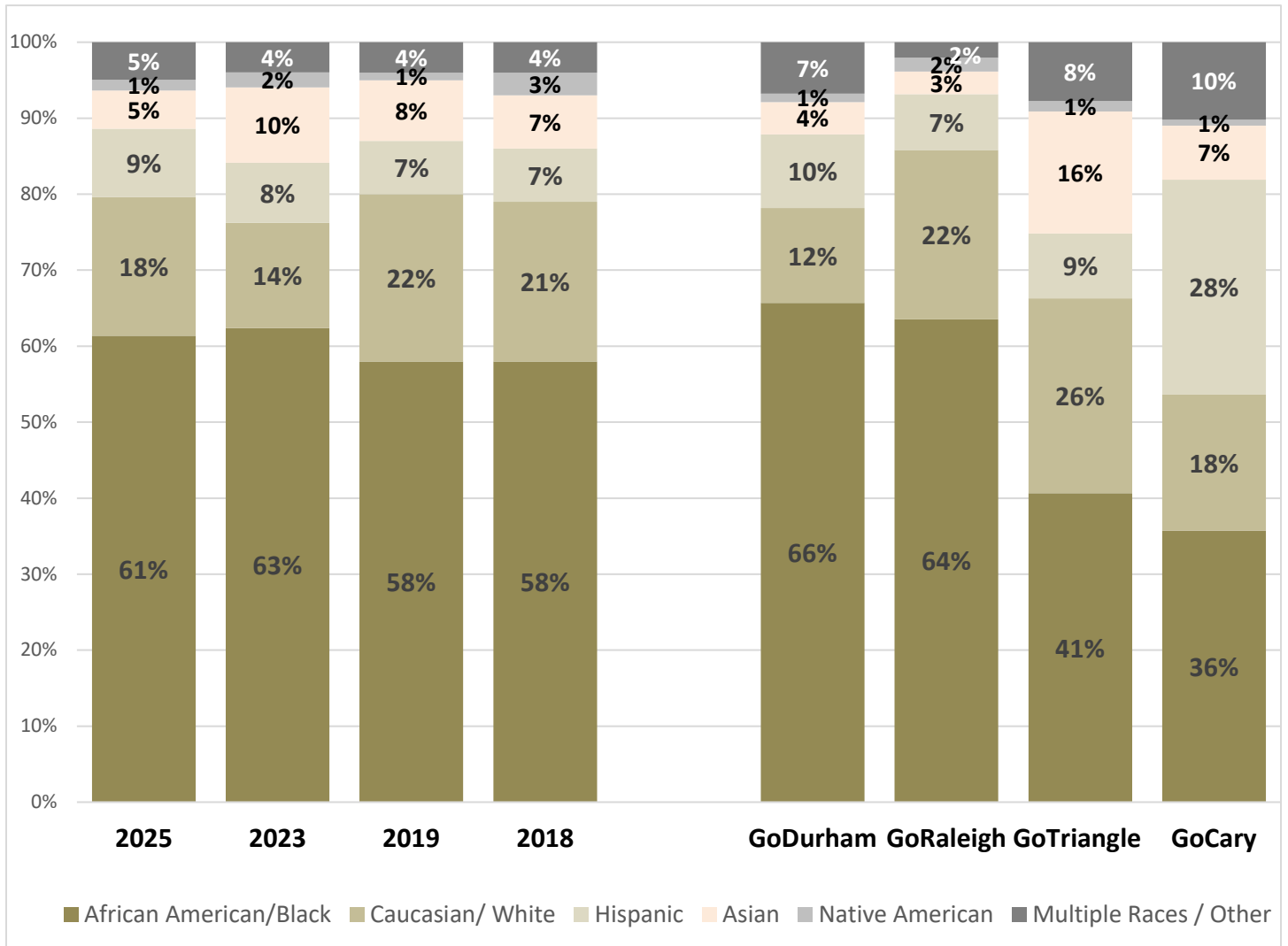


Gender distribution among riders remained relatively stable across survey years. In 2025, 56% of riders identified as male and 38% identified as female, while 6% identified as non-binary or preferred not to say. Compared with 2023, the share of male riders increased slightly, while the share of female riders declined. Trend results show that the share of male riders increased from 50% in 2019 to 56% in 2025, while the share of female riders decreased from 48% to 38% during the same period. Gender distribution varied somewhat across individual systems in 2025. GoRaleigh reported the largest share of male riders (59%), while GoCary reported the largest share of female riders (48%). GoDurham and GoTriangle showed similar gender distributions, with male riders representing a majority on both systems.

Overall, the results suggest that male riders represented a larger share of transit users across the Region in 2025, although gender distributions differed somewhat by system.

Race/Ethnicity of Riders

Figure 14. Race/Ethnicity of Riders



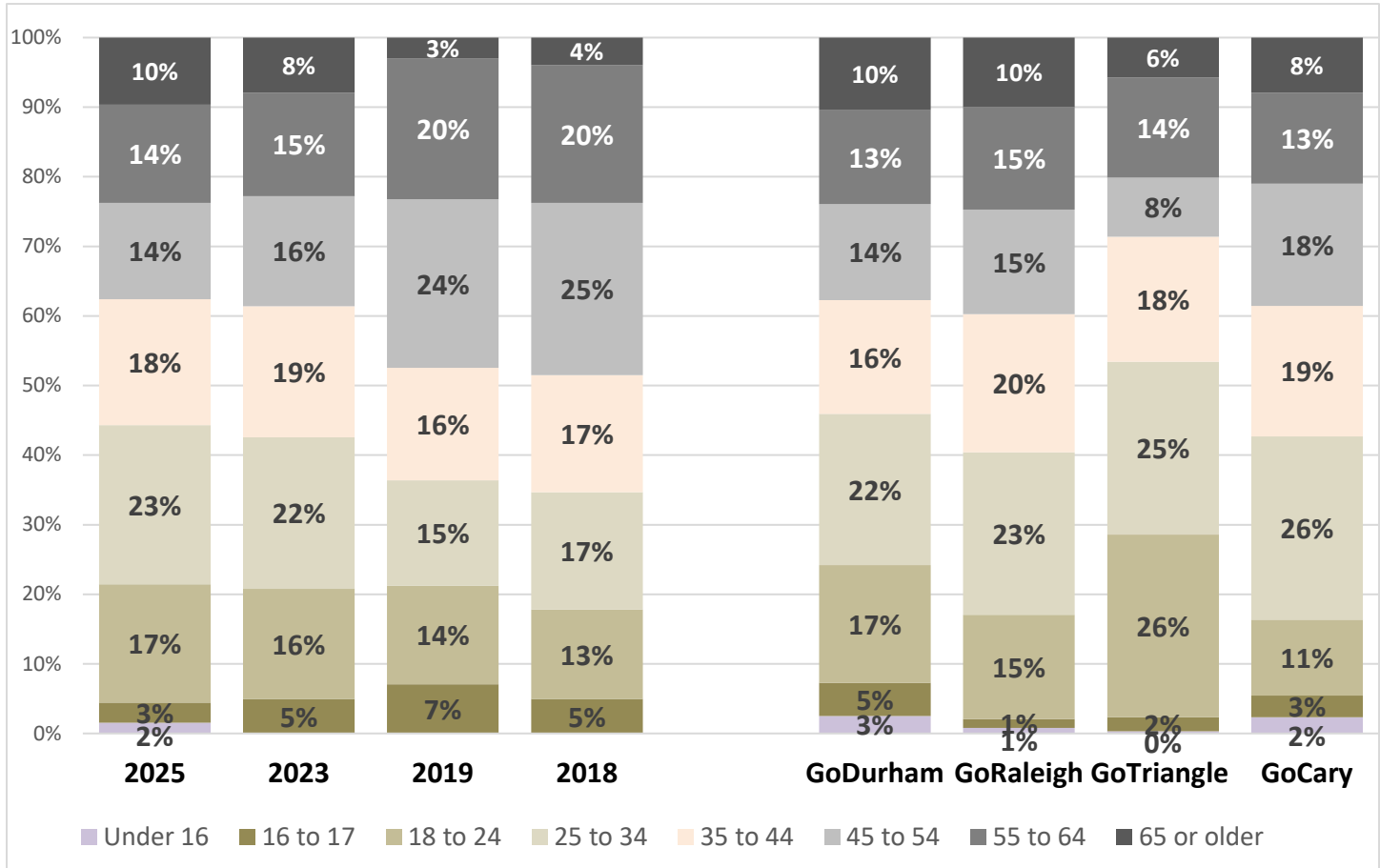
Race and ethnicity distributions among riders remained relatively consistent across survey years. In 2025, African American/Black riders represented the largest share of riders at 61%, followed by Caucasian/White riders at 18% and Hispanic riders at 9%. Smaller shares identified as Asian (5%), Native American (1%), or multiple races/other (5%). Trend results show modest shifts in rider demographics over time. The share of African American/Black riders increased slightly from 58% in 2018 and 2019 to 61% in 2025, while the share of Caucasian/White riders declined from 21% to 22% in 2018 and 2019 to 18% in 2025. Hispanic rider representation remained relatively stable across survey years. Race and ethnicity distributions varied across individual systems in 2025. GoDurham and GoRaleigh reported the largest shares of African American/Black riders at 66% and 64%, respectively. GoTriangle and GoCary showed more diverse rider populations, including larger shares of Caucasian/White and Hispanic riders. GoCary reported the largest share of Hispanic riders (28%), while GoTriangle reported the largest share of Asian riders (16%).

Overall, the results suggest that transit riders across the Region remain predominantly African American/Black, although rider demographics vary across systems.

Note: Race/ethnicity categories were standardized to align with the format used in previous regional reports for trend comparison purposes. As a result, these categories may differ from those presented in the individual agency reports.

Age of Riders

Figure 15. Age of Riders



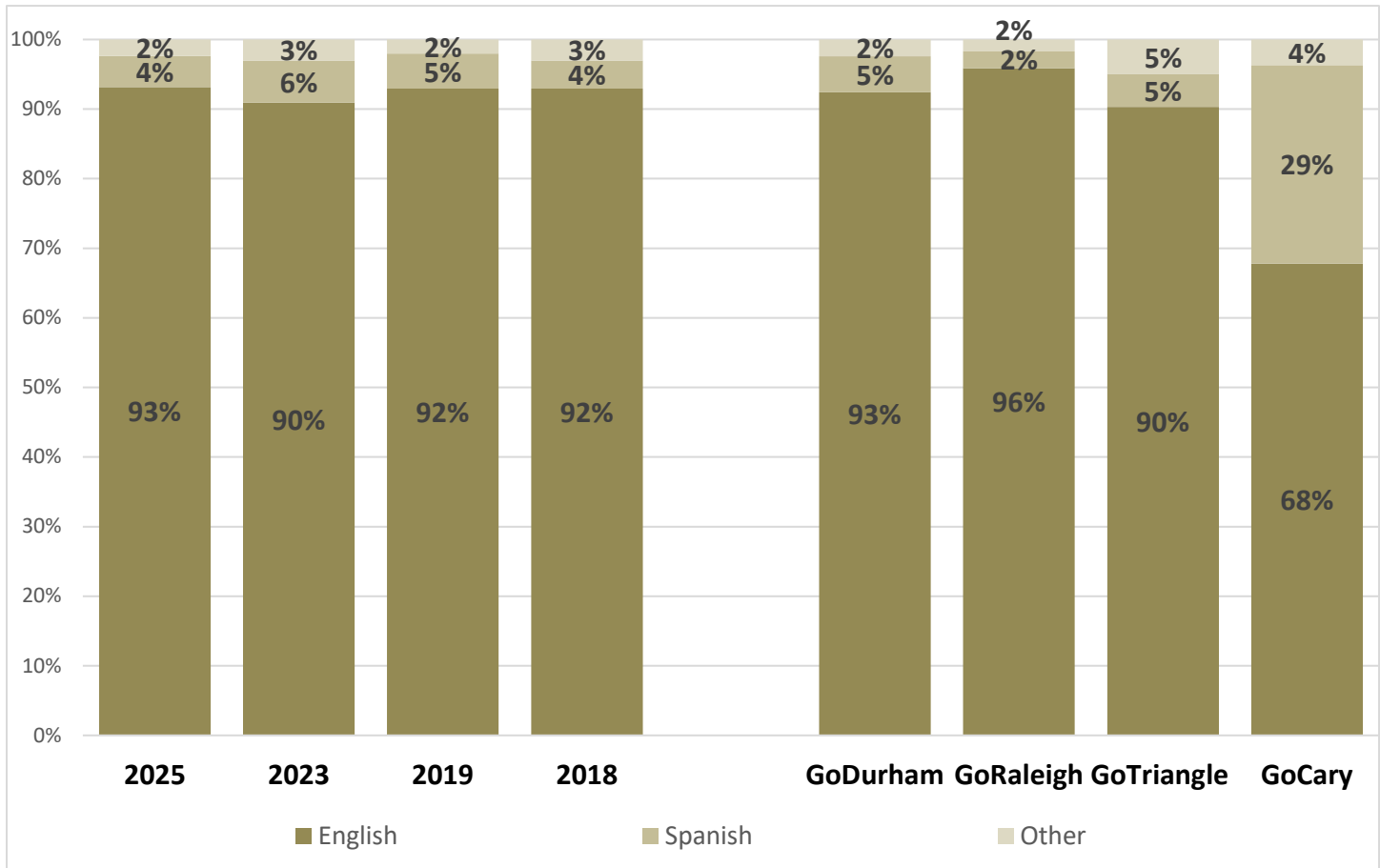
Age distributions among riders shifted older in 2025 compared with earlier survey years. Riders ages 25 to 34 represented the largest age group in 2025 at 23%, followed by riders ages 35 to 44 (18%) and riders ages 18 to 24 (17%). Riders, ages 45 to 54 and 55 to 64, each represented 14% of riders, while riders aged 65 or older accounted for 10%. Trend results show declines in younger and middle-aged rider groups compared with 2018 and 2019. The share of riders ages 45 to 54 declined from 25% in 2018 to 14% in 2025, while riders ages 55 to 64 declined from 20% to 14% during the same period. Meanwhile, the share of riders, ages 25 to 34 increased from 15% in 2019 to 23% in 2025, becoming the largest rider age group. Age distributions varied across individual systems in 2025. GoTriangle reported the largest share of riders ages 18 to 24 (26%), while GoCary reported larger shares of riders ages 25 to 34 (26%) and 45 to 54 (18%). GoDurham and GoRaleigh showed relatively balanced age distributions across working-age rider groups.

Overall, the results suggest that transit riders across the Region remain concentrated among younger and working-age adults, although rider age patterns differ by system.

Note: Age categories were standardized to align with the format used in previous regional reports for trend comparison purposes. As a result, these categories may differ from those presented in the individual agency reports.

Primary Language of Household

Figure 16. Primary Language of Riders



English remained the primary language spoken in rider households across the Region. In 2025, 93% of riders reported English as the primary household language, while 4% reported Spanish and 2% reported another language. The share of riders reporting English as the primary household language ranged from 90% to 93% between 2018 and 2025, while Spanish-speaking households remained between 4% and 6%. Riders reporting other languages represented a small share across all survey years. Primary household language varied somewhat across individual systems in 2025. GoRaleigh reported the largest share of English-speaking households at 96%, while GoCary reported the largest share of Spanish-speaking households at 29%. GoTriangle reported the largest share of riders speaking other languages at 5%.

Overall, the results suggest that most riders across the Region lived in English-speaking households, although language diversity varied by system.

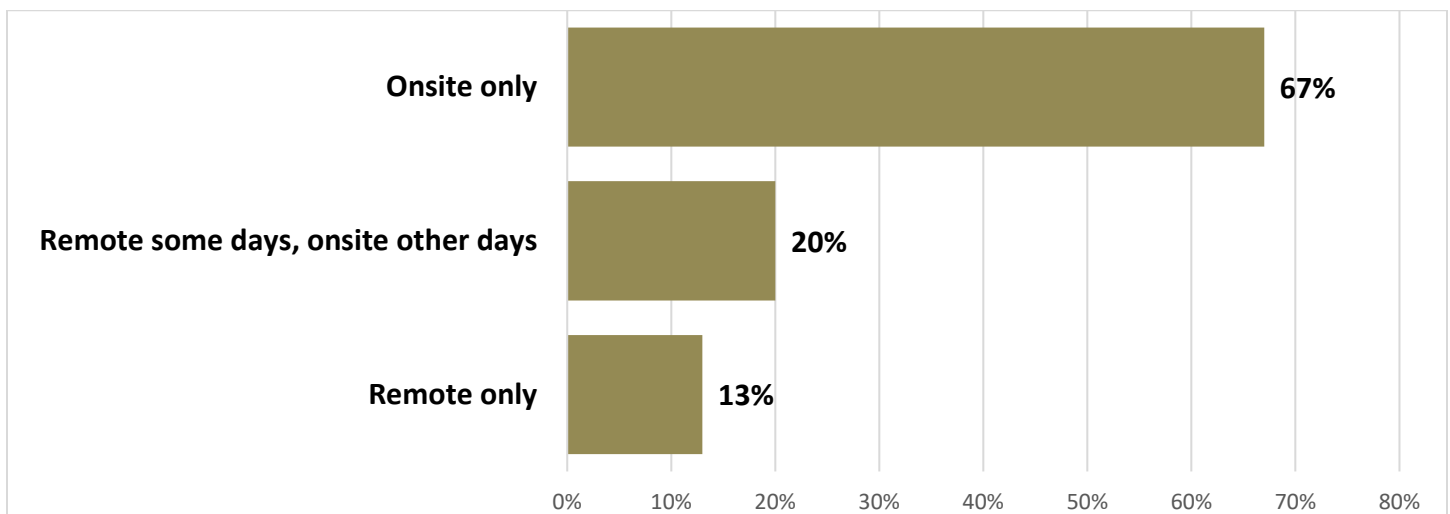
Figure 17. Other Languages

Language	% of "Other"
Chinese	31%
French	14%
Arabic	11%
Portuguese	5%
Korean	4%
Japanese	4%
Vietnamese	3%
Farsi	3%
Multiple languages	3%
Nepalese	3%
Tagalog	2%
ASL	2%
Swahili	2%
Amharic	2%
Burmese	2%
Patwa	2%
Russian	2%
German	2%
West African	2%
Hindi	2%
Total	100%

*Outside of English and Spanish, no individual languages made up more than 0.49% of the total sample.

Work/School Location

Figure 18. Work and School Location

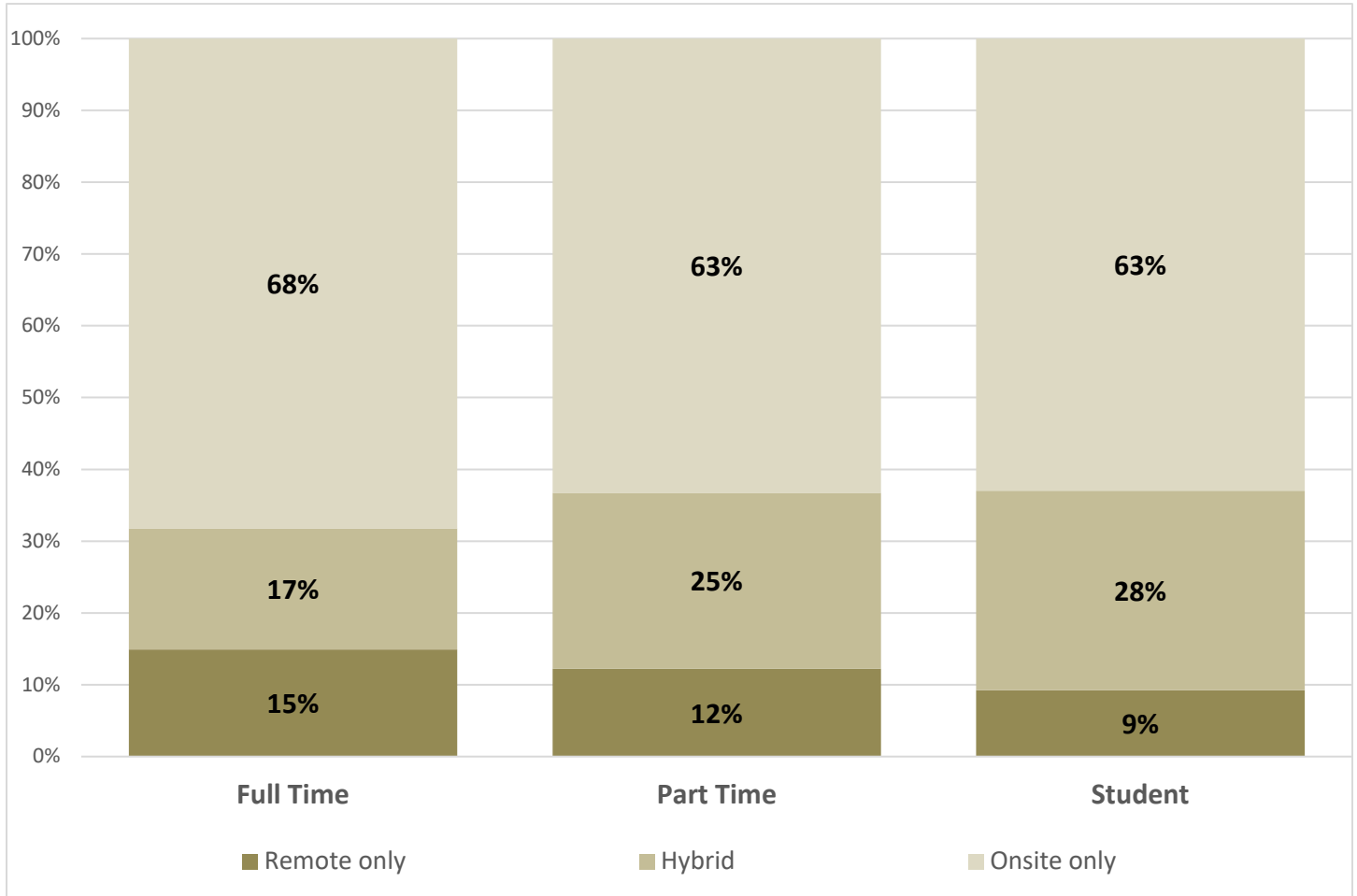


Most employed or student riders reported traveling onsite for work or school activities. In 2025, 67% reported working or attending school onsite only, while 20% reported a hybrid schedule with both remote and onsite activities. Another 13% reported being fully remote.

Overall, the results suggest that most riders continued to travel regularly to physical work or school locations, supporting ongoing demand for transit service throughout the Region.

Work/School Location by Employment Status

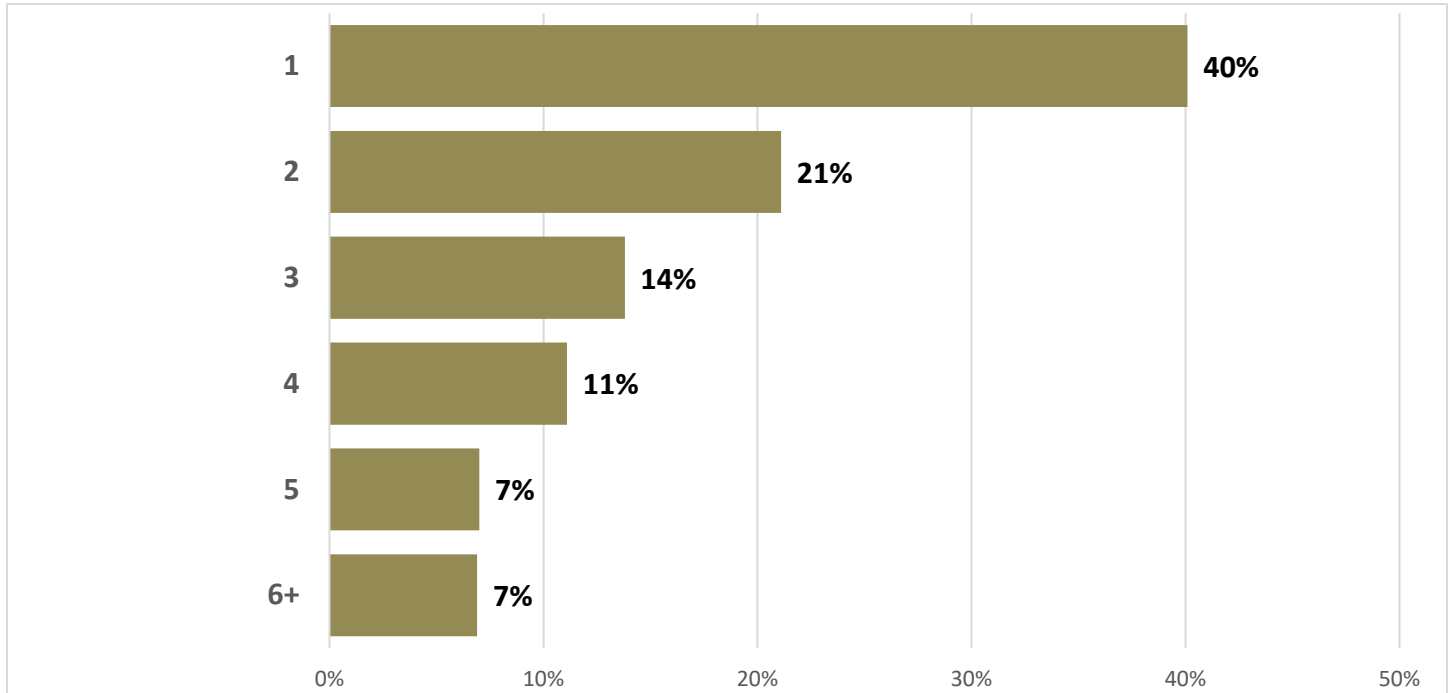
Figure 19. Work/School Location by Employment Status



Work or school location varied slightly by employment status in 2025. Among full-time employed riders, 15% reported remote-only arrangements, 17% reported hybrid arrangements, and 68% reported onsite-only arrangements. Among part-time employed riders, 12% reported remote-only arrangements, 25% reported hybrid arrangements, and 63% reported onsite-only arrangements. Among student riders, 9% reported remote-only arrangements, 28% reported hybrid arrangements, and 63% reported onsite-only arrangements.

Household Size

Figure 20. Household Size

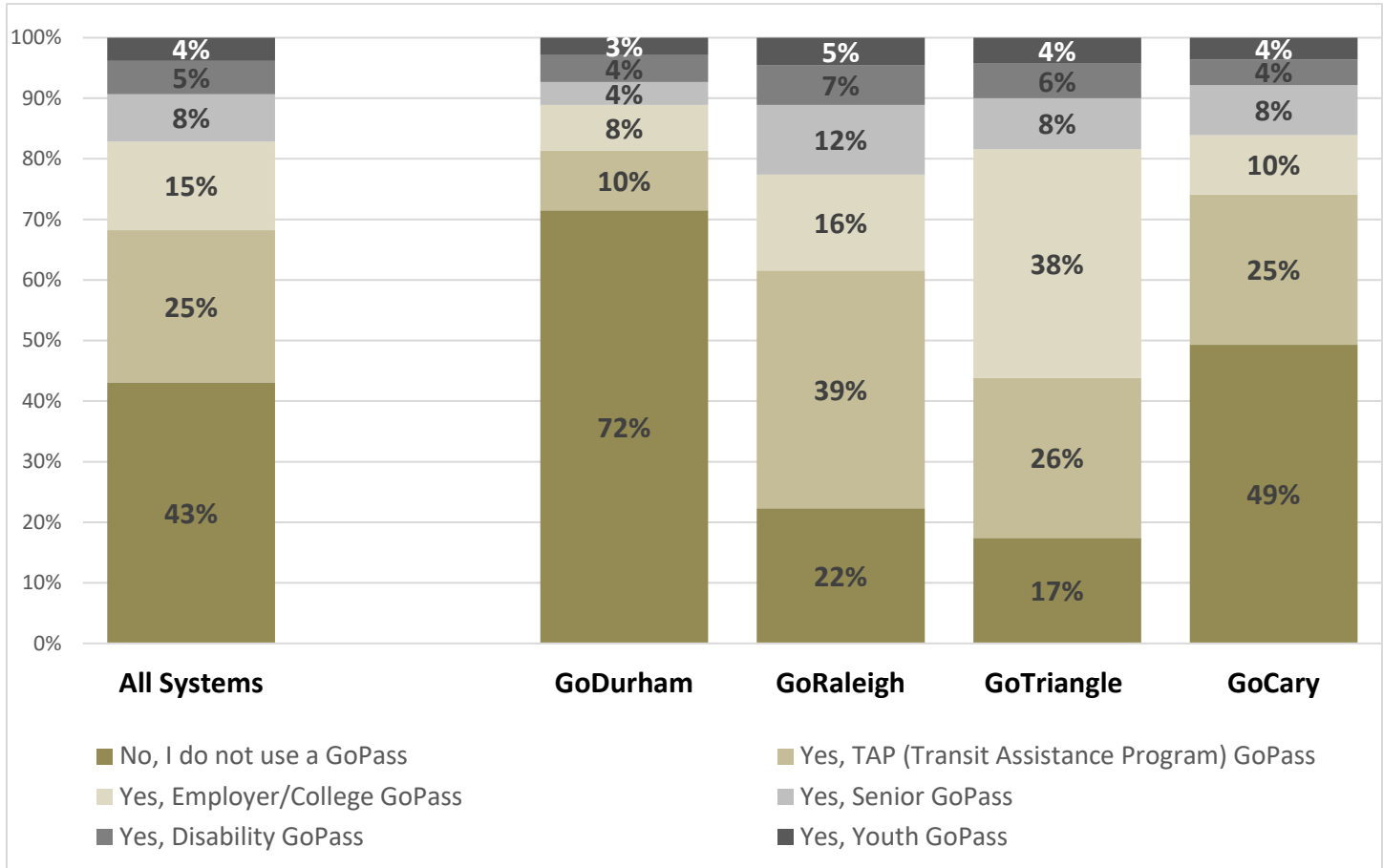


Most riders lived in smaller households. In 2025, 40% of riders reported living alone, while 21% lived in two-person households and 14% lived in three-person households. Smaller shares reported household sizes of four or more people. Household size generally decreased as the number of household members increased. Riders living in households of five people or more each represented 7% of respondents.

Overall, the results suggest that transit riders across the Region were more likely to live in smaller households, particularly single-person households.

Fare Discounts

Figure 21. Fare Discounts

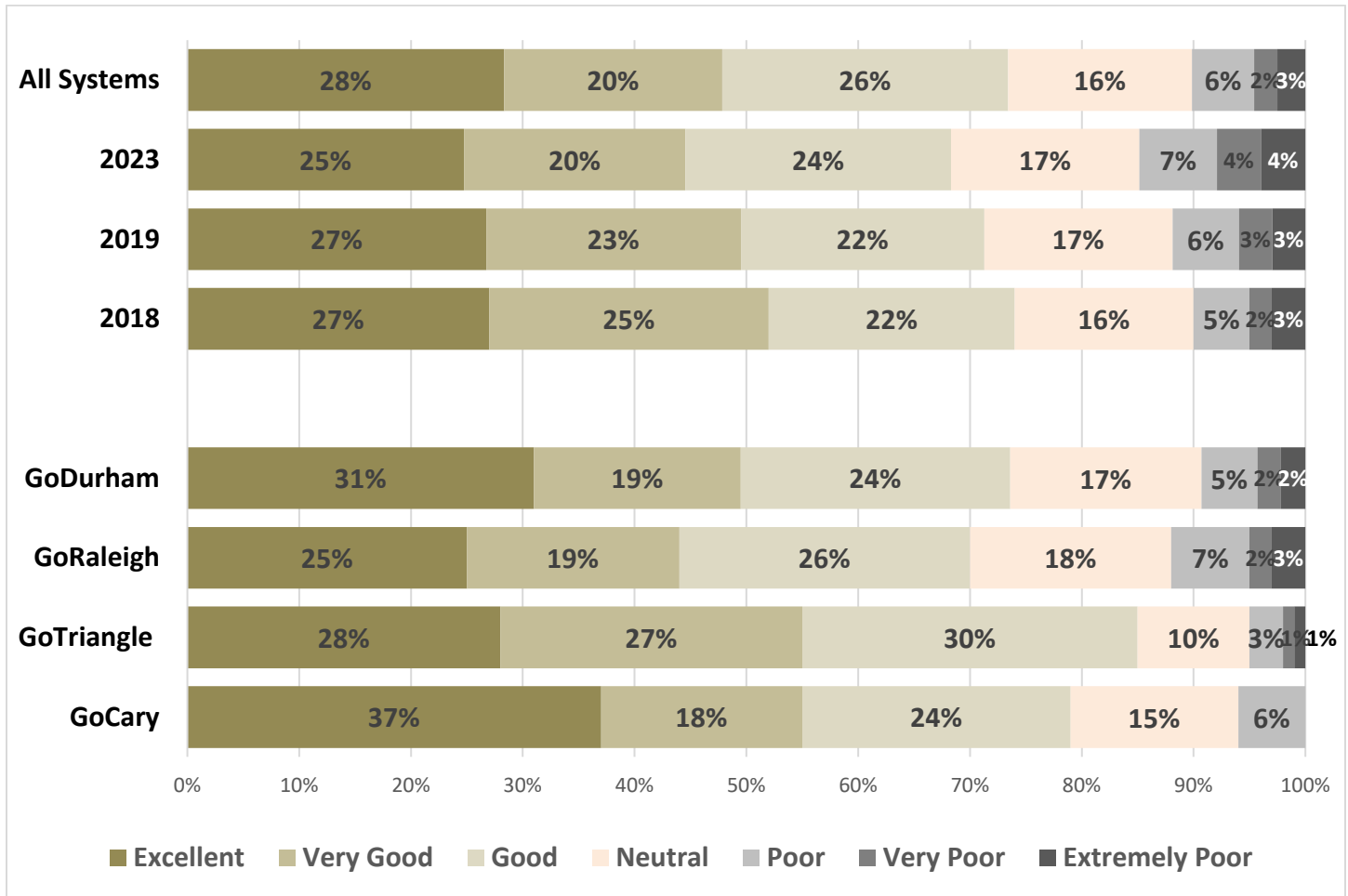


Most riders reported not using a GoPass fare discount program. Across all systems combined, 43% reported not using a GoPass, while 25% reported using a TAP (Transit Assistance Program) GoPass and 15% reported using an Employer or College GoPass. Smaller shares reported using Senior, Disability, or Youth GoPass programs. Fare discount use varied substantially across individual systems in 2025. GoDurham riders were the least likely to use a GoPass, with 72% reporting no GoPass usage. In contrast, GoRaleigh riders most commonly reported using TAP GoPasses (39%), while GoTriangle riders showed the highest use of Employer or College GoPasses (38%). GoCary riders were more evenly distributed, though nearly half reported not using a GoPass. Use of Senior, Disability, and Youth GoPasses remained relatively limited across all systems, generally representing less than 10% of riders.

Overall, the results suggest that fare discount program participation differs considerably by system and rider population across the Region.

Overall Satisfaction

Figure 22. Overall Satisfaction



	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor
2025	28%	20%	26%	16%	6%	2%	3%
2023	25%	20%	24%	17%	7%	4%	4%
2019	27%	23%	22%	17%	6%	3%	3%
2018	27%	25%	22%	16%	5%	2%	3%
GoDurham	31%	19%	24%	17%	5%	2%	2%
GoRaleigh	25%	19%	26%	18%	7%	2%	3%
GoTriangle	28%	27%	30%	10%	3%	1%	1%
GoCary	37%	18%	24%	15%	6%	0%	0%

Overall satisfaction with transit services improved in 2025 compared with recent survey years. Across all systems combined, 74% of riders rated service as Excellent, Very Good, or Good in 2025, including 28% rating service as Excellent and 20% as Very Good. Another 16% rated service as Neutral, while only 11% rated service negatively.

Trend results show increases in positive satisfaction ratings over time. The share of riders rating service as

Excellent or Very Good increased from 60% in 2023 to 74% in 2025. Negative ratings remained relatively low across all survey years, with Poor, Very Poor, and Extremely Poor ratings each representing small shares of riders. Satisfaction levels varied somewhat across individual systems in 2025. GoCary reported the largest share of Excellent ratings (37%), while GoTriangle reported the highest combined Excellent and Very Good ratings (55%). GoDurham and GoRaleigh also reported strong satisfaction levels, with most riders providing positive ratings.

Overall, the results suggest that rider satisfaction across the Region improved in 2025 and remained generally positive across all transit systems.

Satisfaction with Triangle Regional service “Excellent” Ratings

The charts highlight the share of riders who rated specific aspects of transit service as “Excellent.” Overall, ratings were generally strongest for customer service, weekday operations, and service reliability, while weekend service characteristics received somewhat lower top ratings. Compared with 2023, most service attributes showed modest increases in excellent ratings, although several remained below 2019 levels. Among the service components measured, courtesy and helpfulness of bus operators received one of the highest excellent ratings in 2025 at 31%. Other highly rated areas included hours the buses operate on weekdays (31%), usefulness of printed information such as schedules or brochures (29%), usefulness of information from 919-485-RIDE telephone operators (29%), and frequency of service on weekdays (29%). Service to all locations riders want to go also received relatively strong ratings, with 28% selecting Excellent.

Several operational and reliability measures showed improvement compared with recent survey years. The share rating buses running on time as Excellent increased from 23% in 2023 to 26% in 2025, while ratings for total travel time increased from 22% to 25%. Ratings for frequency of service on Sundays increased from 20% to 24%, and ratings for hours of operation on Sundays increased from 20% to 27%, representing some of the largest gains among service measures. Ratings related to cleanliness and safety remained moderate but generally improved compared with 2023. Cleanliness of bus interiors received a 20% excellent rating in 2025, up slightly from 19% in 2023. Personal safety from other passengers on buses increased from 21% to 24% during the same period.

Weekend service measures continued to receive the lowest excellent ratings overall, despite recent improvements. Hours the buses operate on Saturdays (24%), frequency of service on Saturdays (26%), and frequency of service on Sundays (24%) all received smaller shares of Excellent ratings compared with many weekday service measures. Ease of transferring between systems also remained lower at 26%, though results were generally consistent across survey years.

Overall, the results suggest that riders viewed customer service and weekday transit operations more positively, while weekend service availability and connectivity continue to present opportunities for improvement across the Region.

Figure 23. Hours and Frequency of Saturday and Sunday Service

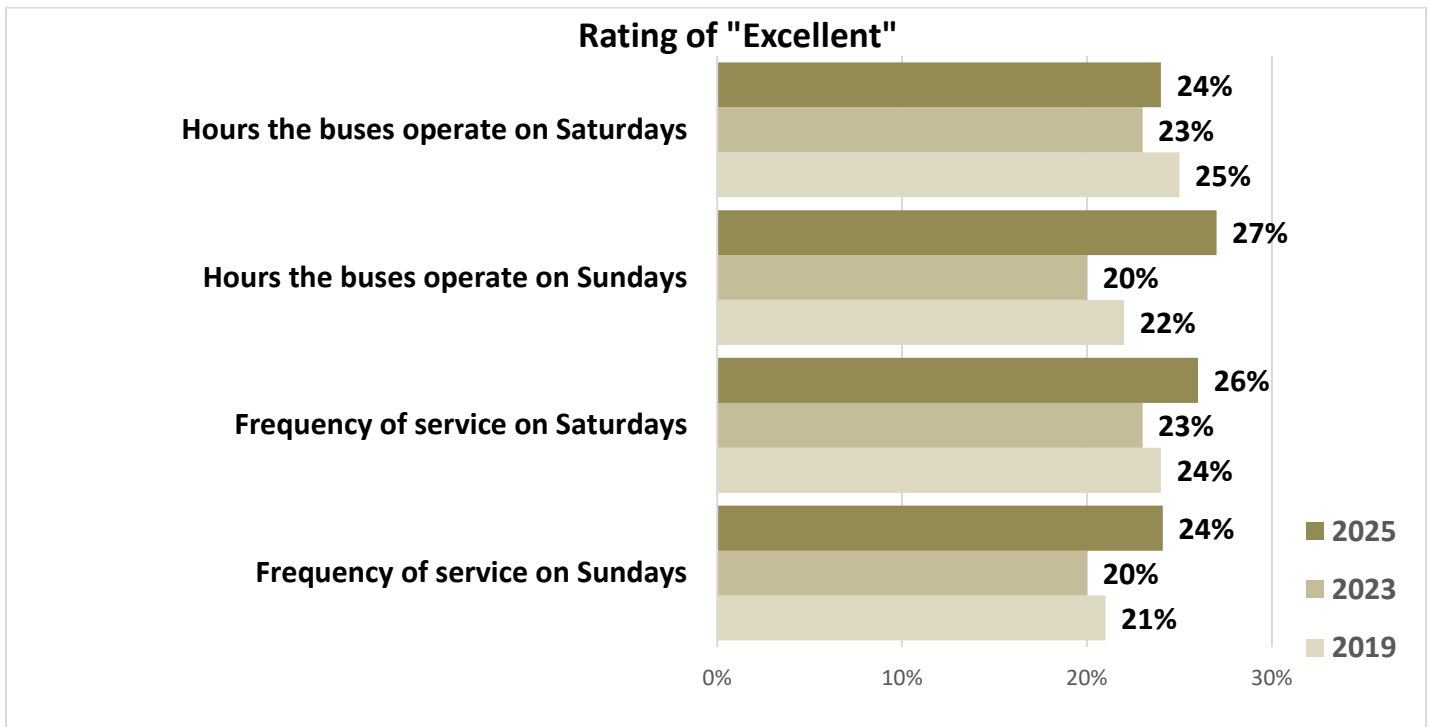


Figure 24. Customer Experience and Passenger Amenities

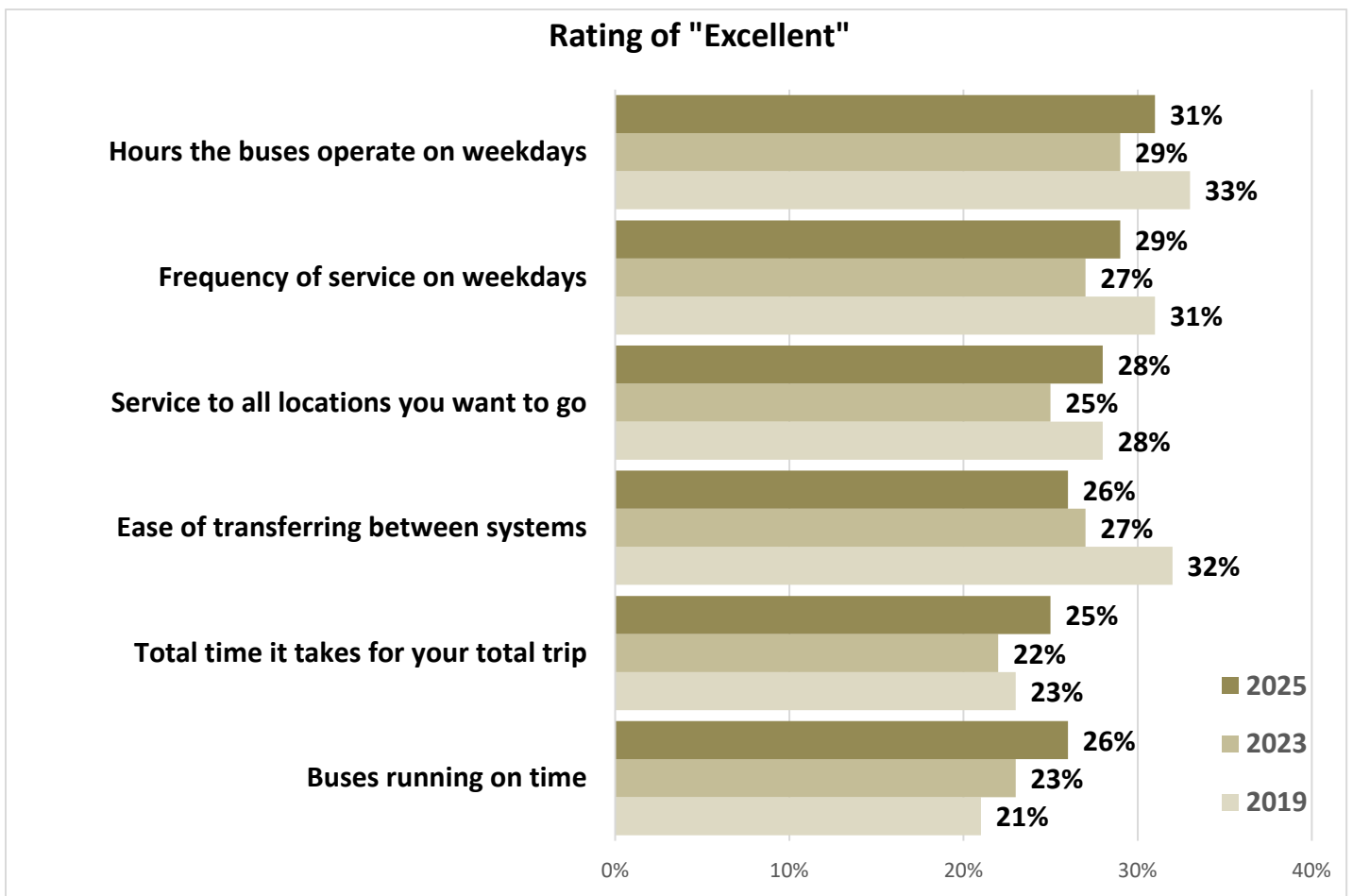
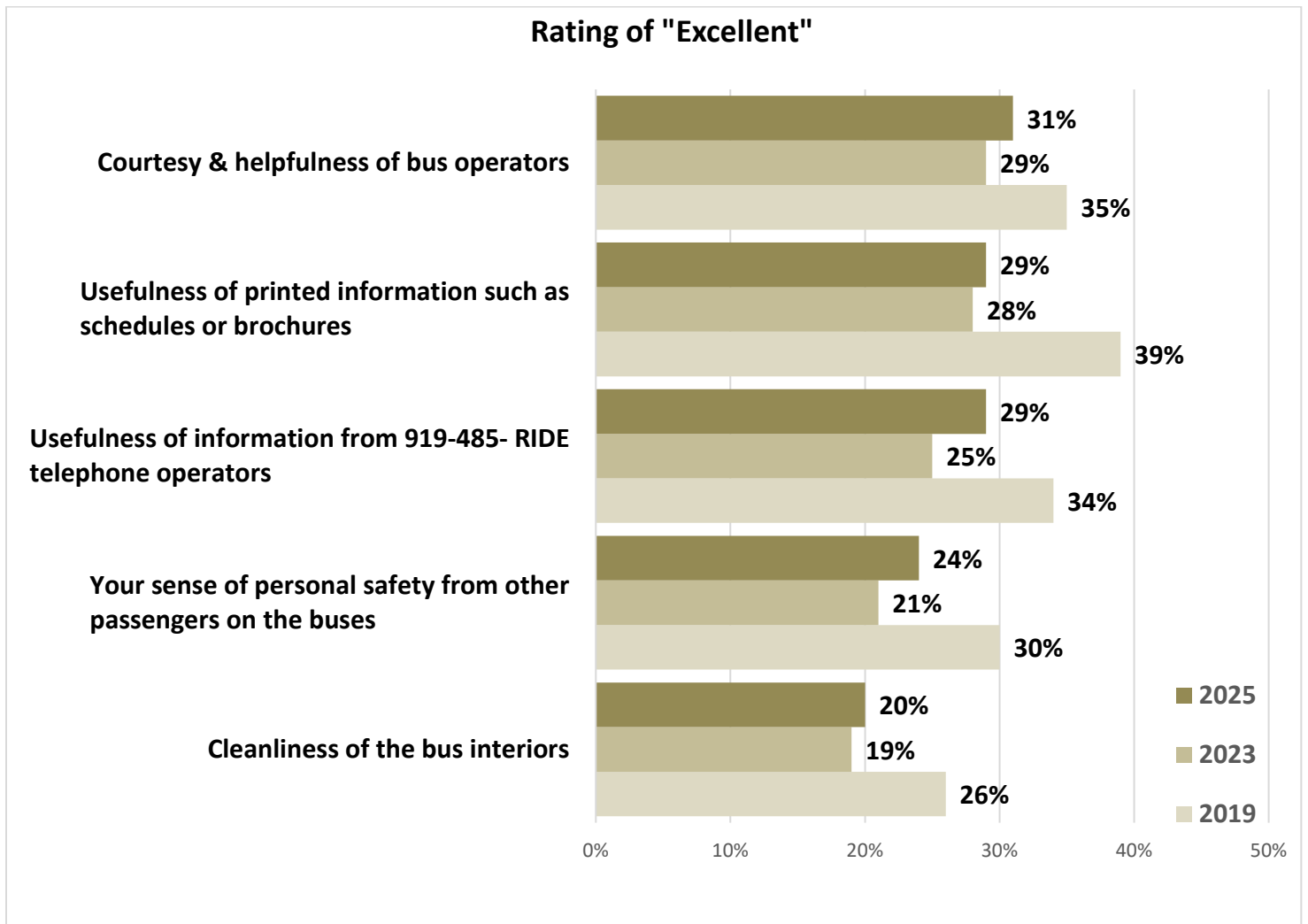


Figure 25. Service Operations and Network Performance



Satisfaction with Regional service “Excellent” and “Very Good” Ratings Comparison with Individual Systems

Figure 26. Hours and Frequency of Saturday and Sunday Service

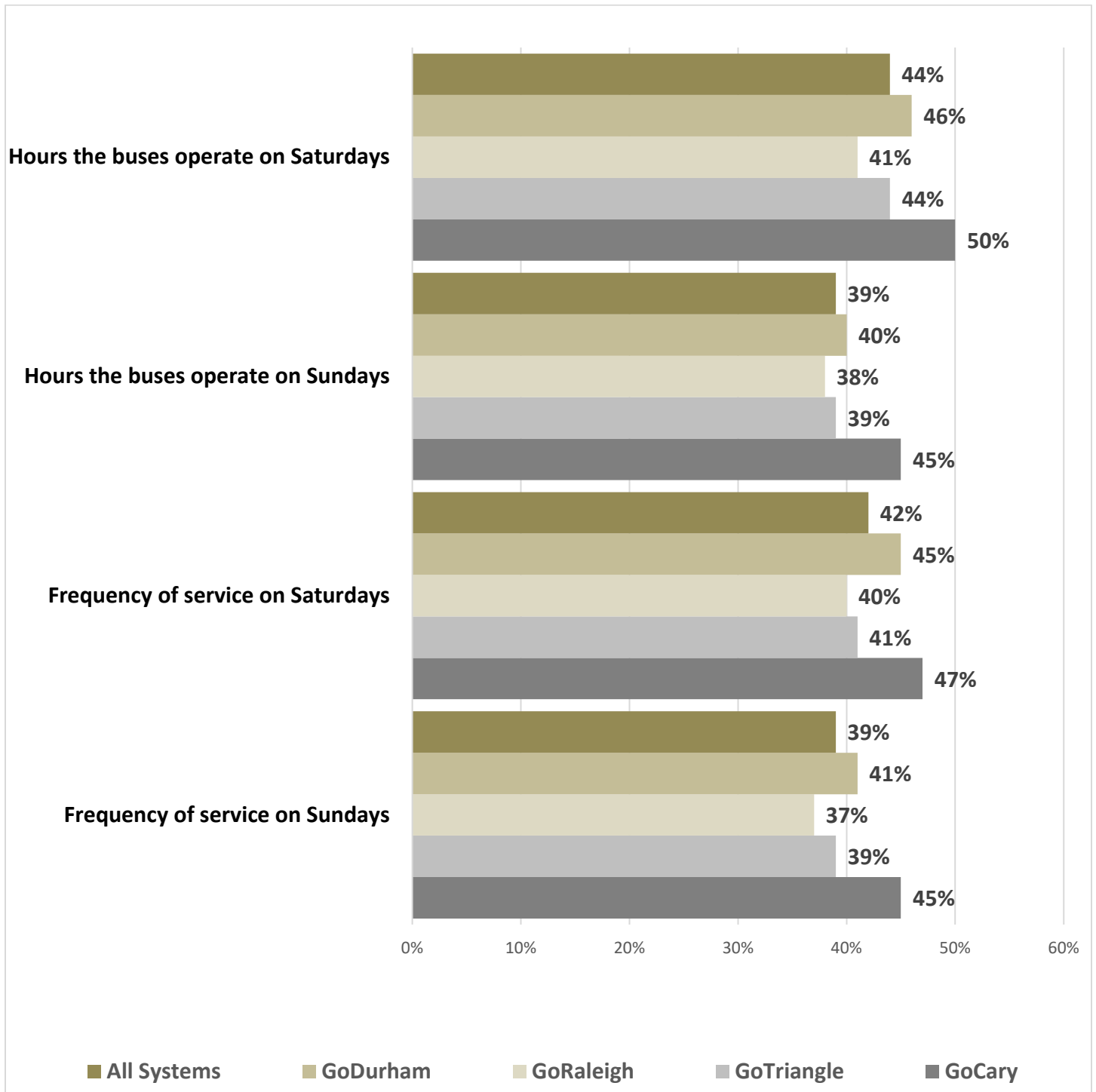


Figure 27. Customer Experience and Passenger Amenities

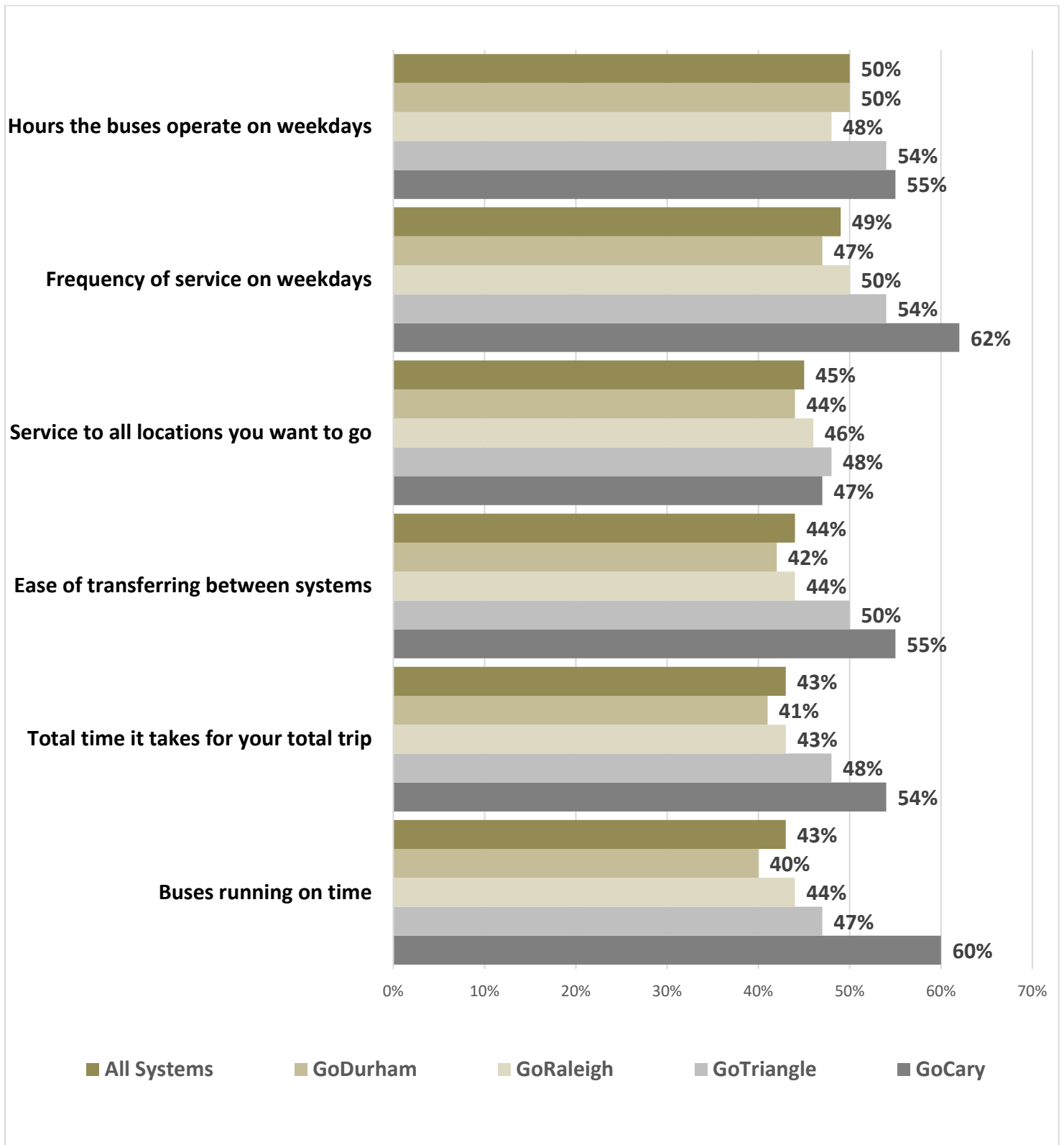
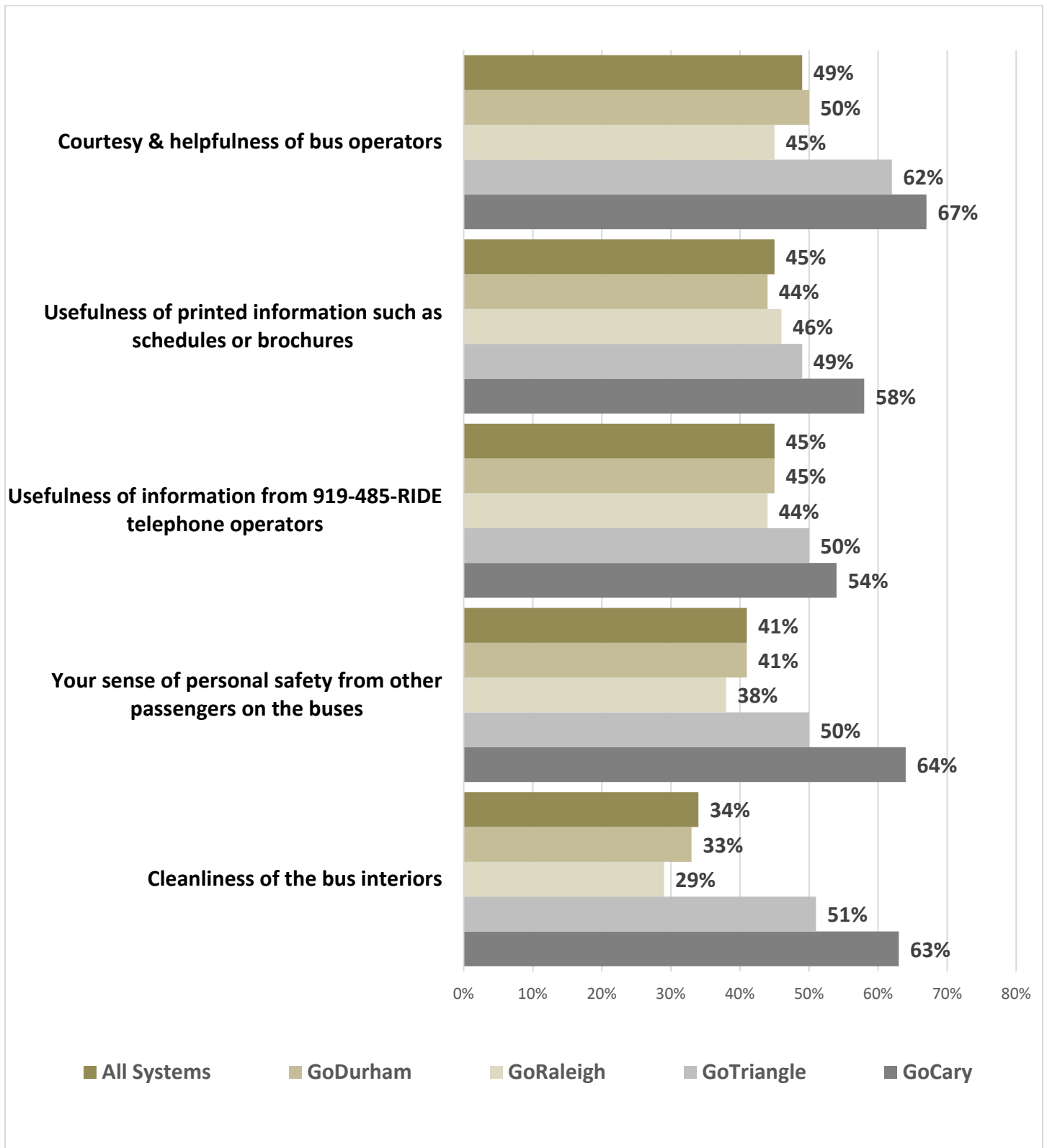


Figure 28. Service Operations and Network Performance



Satisfaction with Services

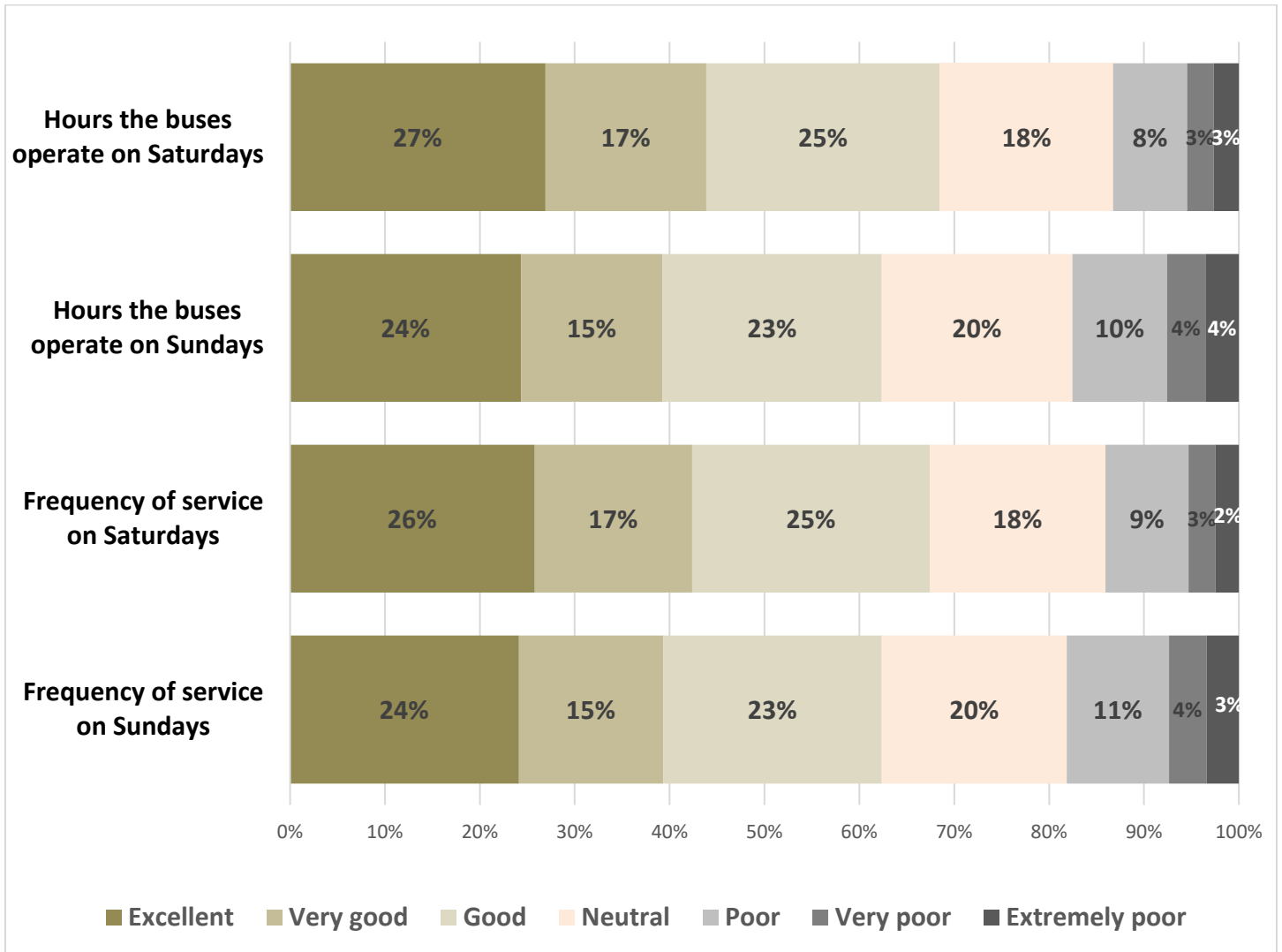
The charts highlight rider ratings across a range of transit service characteristics. Overall, most service attributes received positive ratings, with a majority of riders selecting Excellent, Very Good, or Good across nearly all categories. Customer service and weekday operations generally received the strongest ratings, while weekend service levels and cleanliness received comparatively lower ratings.

Among the service components measured, courtesy and helpfulness of bus operators received some of the strongest ratings, with 31% of riders selecting Excellent and an additional 18% selecting Very Good. Other highly rated attributes included hours the buses operate on weekdays, where 76% of riders provided positive ratings, and frequency of service on weekdays, which received positive ratings from 76% of riders as well. Service to all locations riders want to go and ease of intra-system transfers also performed relatively well, each receiving positive ratings from about seven in ten riders. Several operational and reliability measures received similarly consistent ratings. Buses running on time received positive ratings from 68% of riders, while total travel time for trips received positive ratings from 68% as well. Ease of transferring between systems received slightly lower ratings overall, though 69% of riders still rated this aspect positively.

Weekend service measures received somewhat lower ratings compared with weekday operations. Hours the buses operate on Saturdays received positive ratings from 69% of riders, while Sunday hours received positive ratings from 62%. Frequency of service on Saturdays received positive ratings from 68%, while Sunday frequency received positive ratings from 62%. Neutral responses for weekend service measures were also somewhat higher than for weekday service measures, suggesting more mixed perceptions regarding weekend availability. Ratings related to safety and cleanliness were more moderate. Personal safety from other passengers on buses received positive ratings from 65% of riders, while cleanliness of bus interiors received positive ratings from 55%, the lowest positive rating among the attributes shown. Cleanliness also received the highest combined Poor, Very Poor, and Extremely Poor ratings, indicating this remains an area where riders report more concerns.

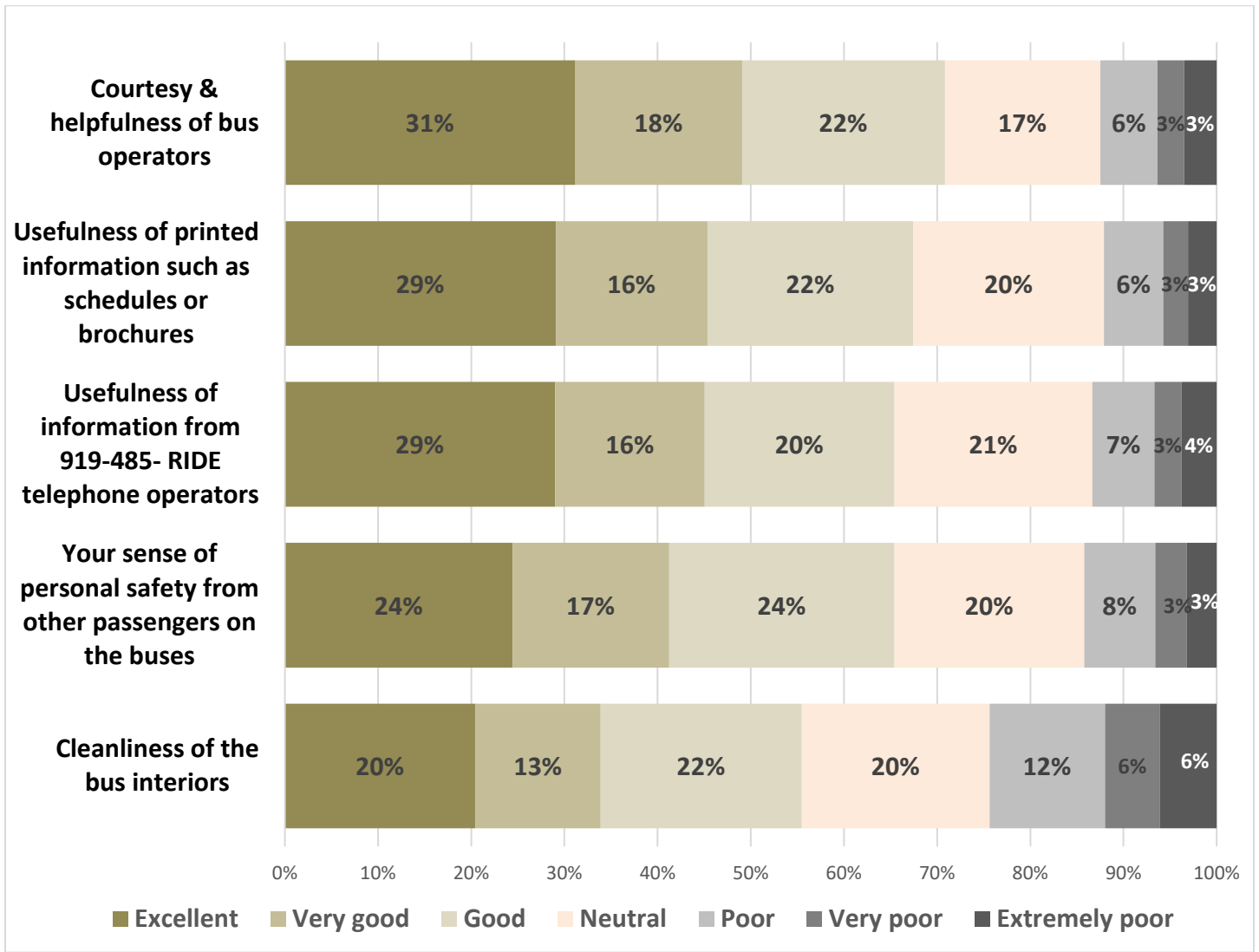
Overall, the results suggest that riders viewed weekday service operations and customer service positively, while weekend service levels and bus cleanliness continue to present opportunities for improvement across the Region.

Figure 29. Satisfaction Ratings of Region Services



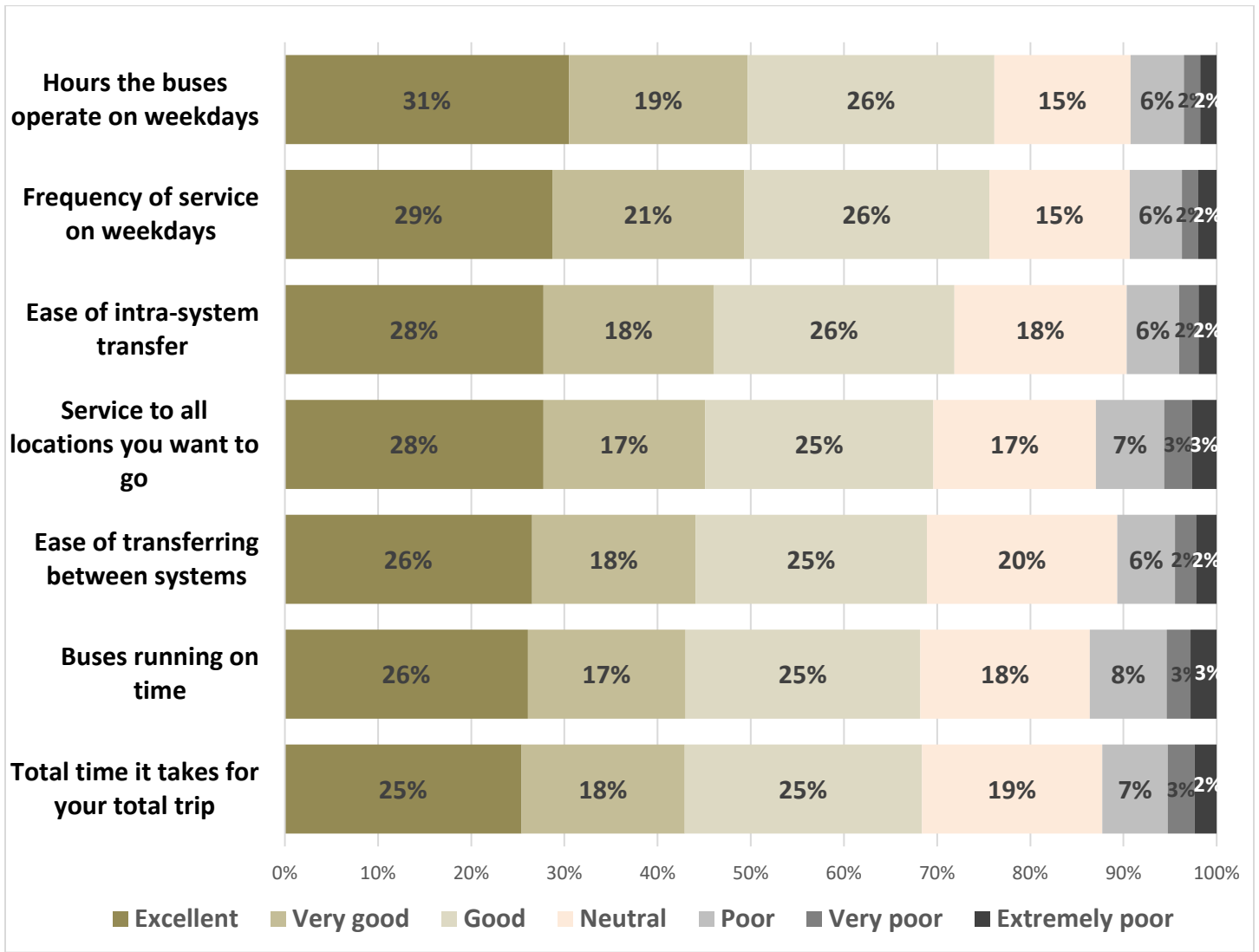
	<u>Excellent</u>	<u>Very good</u>	<u>Good</u>	<u>Neutral</u>	<u>Poor</u>	<u>Very poor</u>	<u>Extremely poor</u>
Frequency of service on Saturdays	26%	17%	25%	18%	9%	3%	2%
Hours the buses operate on Saturdays	27%	17%	25%	18%	8%	3%	3%
Frequency of service on Sundays	24%	15%	23%	20%	11%	4%	3%
Hours the buses operate on Sundays	24%	15%	23%	20%	10%	4%	4%

Figure 30. Satisfaction Ratings of Region Services Pt. 2



	<u>Excellent</u>	<u>Very good</u>	<u>Good</u>	<u>Neutral</u>	<u>Poor</u>	<u>Very poor</u>	<u>Extremely poor</u>
Courtesy & helpfulness of bus operators	31%	18%	22%	17%	6%	3%	3%
Usefulness of information from 919-485- RIDE telephone operators	29%	16%	20%	21%	7%	3%	4%
Usefulness of printed information such as schedules or brochures	29%	16%	22%	20%	6%	3%	3%
Your sense of personal safety from other passengers on the buses	24%	17%	24%	20%	8%	3%	3%
Cleanliness of the bus interiors	20%	13%	22%	20%	12%	6%	6%

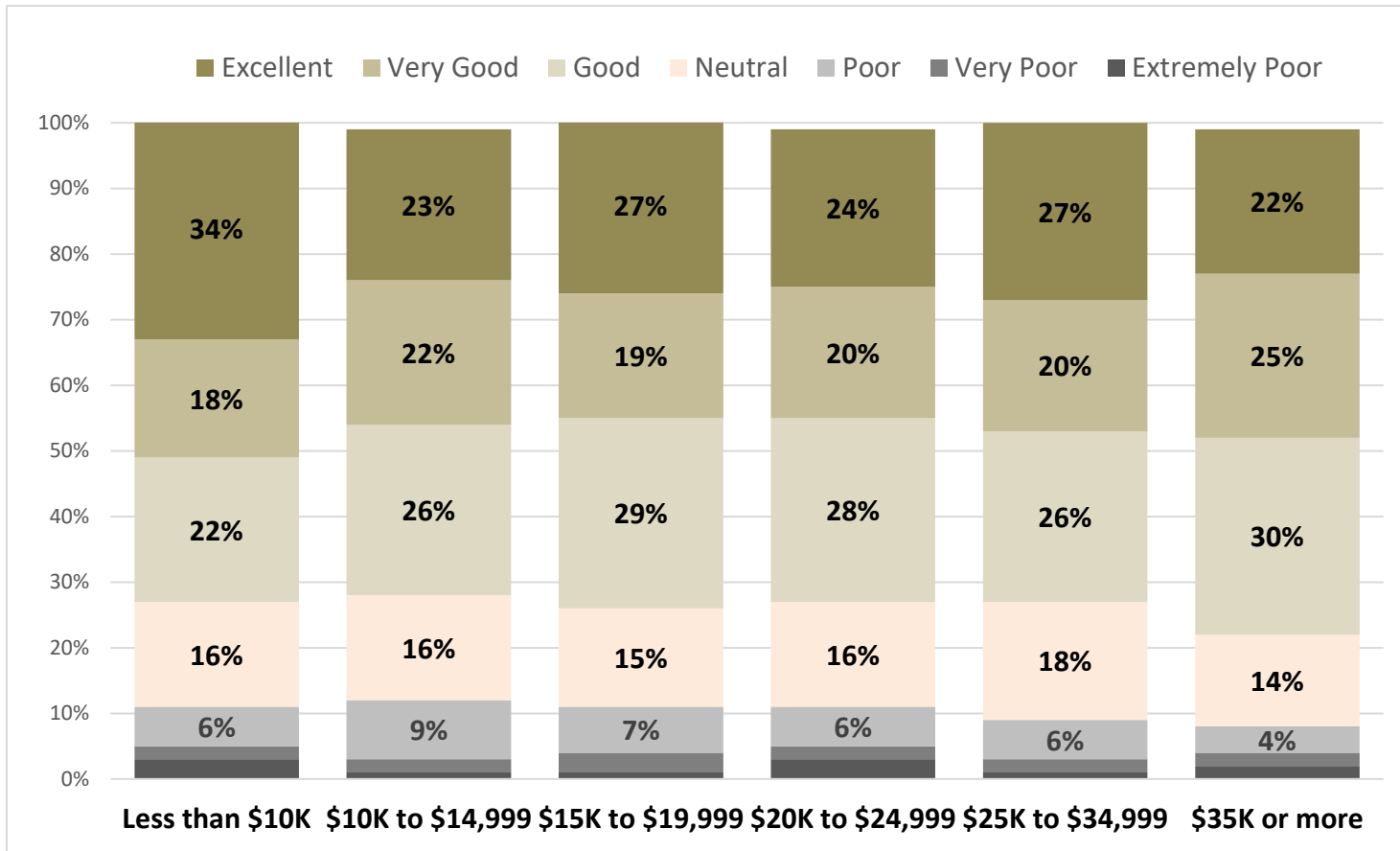
Figure 31. Satisfaction Ratings of Region Services Pt. 3



	<u>Excellent</u>	<u>Very good</u>	<u>Good</u>	<u>Neutral</u>	<u>Poor</u>	<u>Very poor</u>	<u>Extremely poor</u>
Frequency of service on weekdays	29%	21%	26%	15%	6%	2%	2%
Hours the buses operate on weekdays	31%	19%	26%	15%	6%	2%	2%
Ease of intra-system transfer	28%	18%	26%	18%	6%	2%	2%
Service to all locations you want to go	28%	17%	25%	17%	7%	3%	3%
Ease of transferring between systems	26%	18%	25%	20%	6%	2%	2%
Buses running on time	26%	17%	25%	18%	8%	3%	3%
Total time it takes for your total trip	25%	18%	25%	19%	7%	3%	2%

Overall Service Quality by Income

Figure 32. Overall Service Quality by Household Income



	<u>Excellent</u>	<u>Very good</u>	<u>Good</u>	<u>Neutral</u>	<u>Poor</u>	<u>Very poor</u>	<u>Extremely poor</u>
Less than \$10K	34%	18%	22%	16%	6%	2%	3%
\$10K to \$14,999	23%	22%	26%	16%	9%	2%	1%
\$15K to \$19,999	27%	19%	29%	15%	7%	3%	1%
\$20K to \$24,999	24%	20%	28%	16%	6%	2%	3%
\$25K to \$34,999	27%	20%	26%	18%	6%	2%	1%
\$35K or more	22%	25%	30%	14%	4%	2%	2%

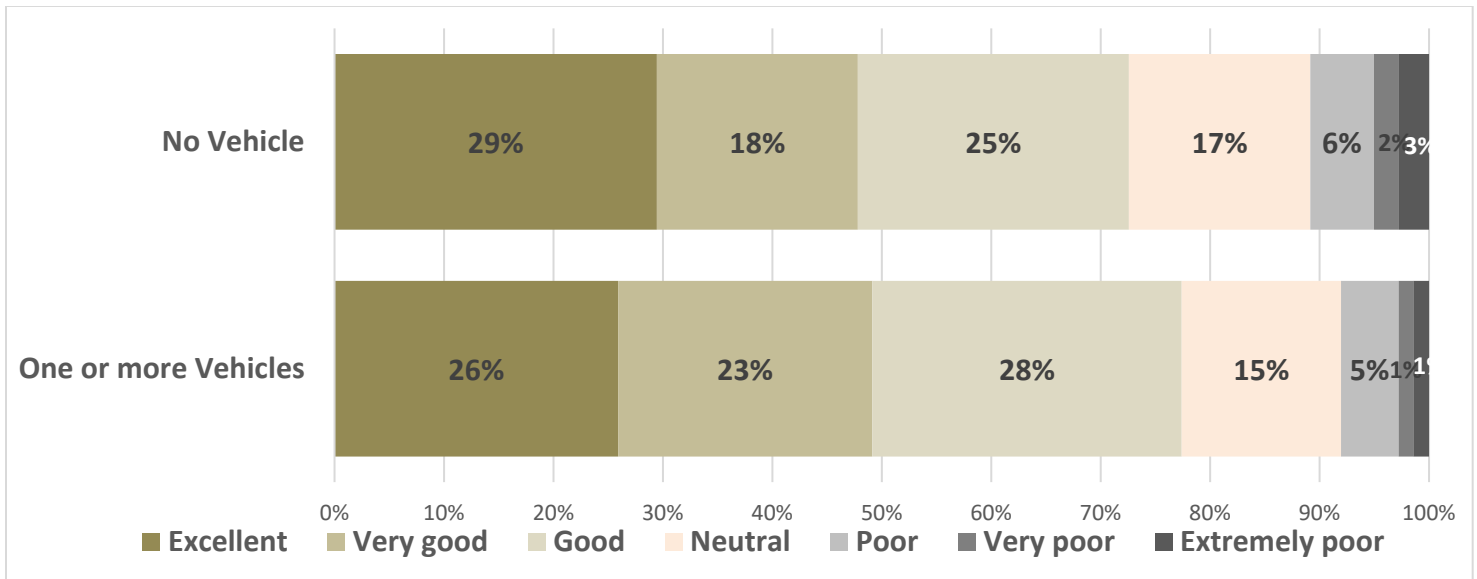
The chart highlights overall service quality ratings by household income among riders. Overall, positive ratings remained strong across all income groups, with most riders selecting Excellent, Very Good, or Good regardless of household income level. Riders in lower income categories generally reported the strongest satisfaction levels. Among riders with household incomes less than \$10,000, 34% rated service as Excellent and another 18% rated service as Very Good. Riders earning between \$15,000 and \$19,999 also reported relatively strong ratings, with 27% selecting Excellent and 29% selecting Good. Higher-income riders were somewhat less likely to select Excellent ratings but continued to report generally positive perceptions of service. Riders with household incomes of \$35,000 or more most

commonly selected Good (30%) and Very Good (25%), while 22% rated service as Excellent. This group also reported the lowest combined negative ratings, with only small shares selecting Poor, Very Poor, or Extremely Poor. Neutral ratings remained relatively consistent across income groups, generally ranging from 14% to 18%. Negative ratings also remained limited overall, although riders earning between \$10,000 and \$14,999 reported slightly higher shares of Poor ratings compared with other income groups.

Overall, the results suggest that riders across all household income categories viewed transit service positively, with particularly strong Excellent ratings among lower-income riders.

Overall Satisfaction by Transit Dependency

Figure 33. Excellent and Very Good Service Ratings by Transit Dependency



	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor
One or more Vehicles	26%	23%	28%	15%	5%	1%	1%
No Vehicle	29%	18%	25%	17%	6%	2%	3%

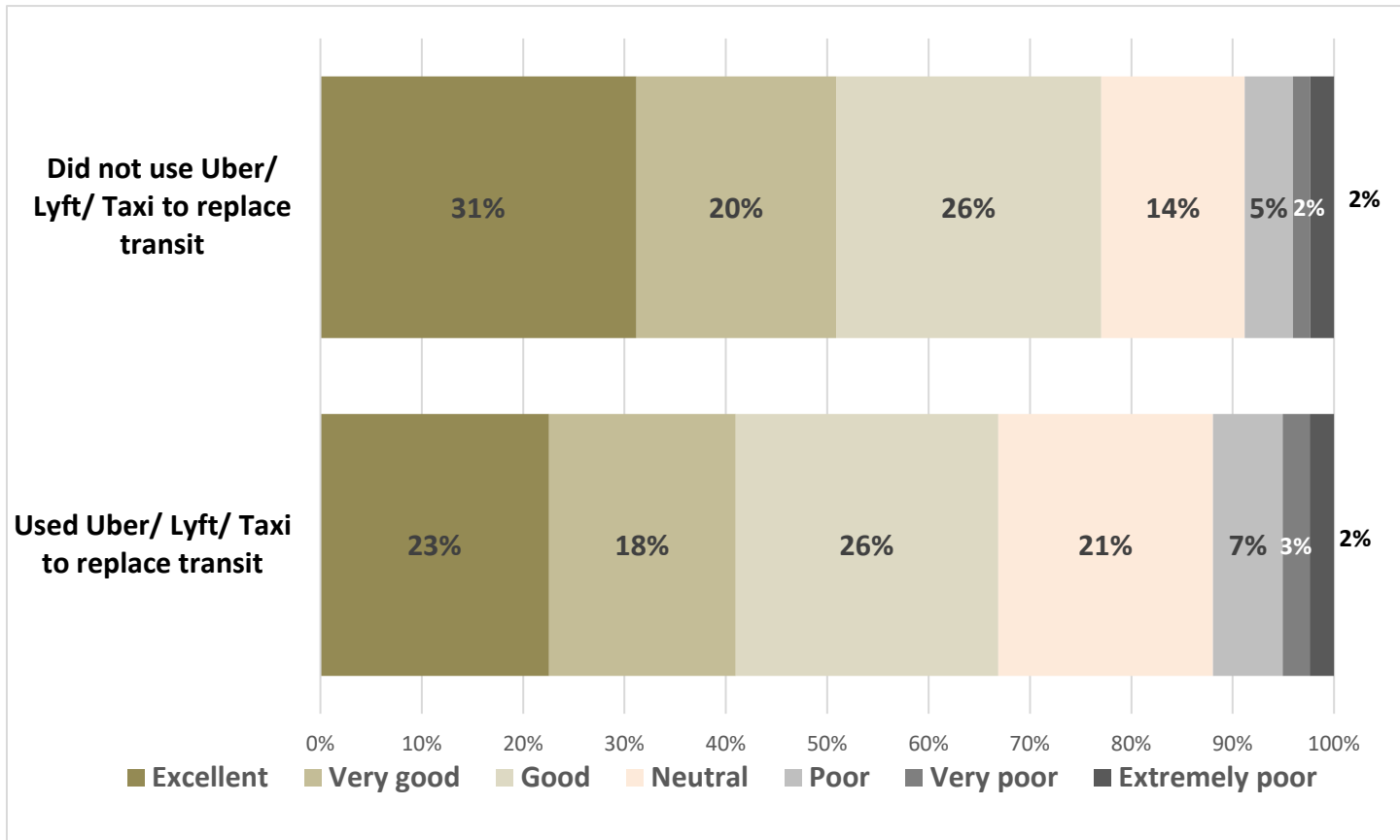
The chart highlights overall service quality ratings by household vehicle availability among riders. Overall, riders both with and without vehicle access reported generally positive perceptions of transit service, with most selecting Excellent, Very Good, or Good ratings.

Riders from households without vehicles reported slightly stronger Excellent ratings. Among riders with no household vehicle available, 29% rated service as Excellent and another 18% rated service as Very Good. Riders with one or more household vehicles were somewhat more likely to select Very Good (23%) and Good (28%) ratings, while 26% rated service as Excellent. Neutral and negative ratings remained relatively similar between the two groups. Riders without vehicles reported slightly higher Neutral ratings (17% compared with 15%), while negative ratings remained limited overall for both groups.

Overall, the results suggest that transit riders generally viewed service positively regardless of vehicle availability, although riders without household vehicle access reported somewhat stronger top ratings, indicating a higher level of transit dependency and reliance on service quality.

Overall Satisfaction by Use of Uber/Lyft/Taxi

Figure 34. Overall Satisfaction by Use of Uber/Lyft/Taxi



	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor
Did not use Uber/Lyft/Taxi to replace trip	31%	20%	26%	14%	5%	2%	2%
Used Uber/Lyft/Taxi to replace trip	23%	18%	26%	21%	7%	3%	2%

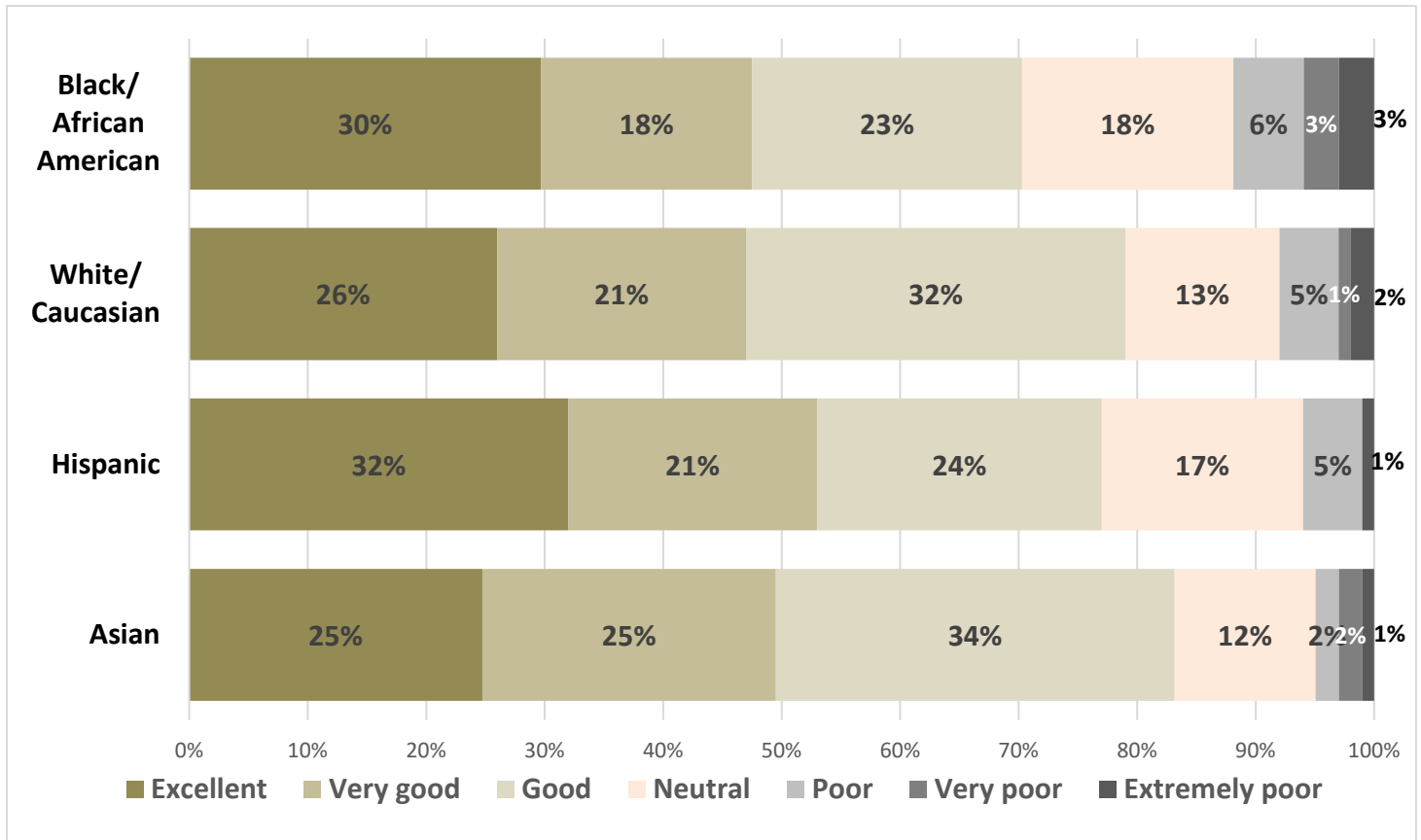
The chart highlights overall satisfaction ratings based on whether riders used Uber, Lyft, or taxis to replace a trip that otherwise would have been taken on public transit. Overall, riders who did not use rideshare or taxi services reported somewhat stronger satisfaction with transit service compared with riders who used these services as part of their trip.

Among riders who did not use Uber, Lyft, or taxis, 31% rated service as Excellent and another 20% rated service as Very Good. An additional 26% rated service as Good, resulting in 77% providing positive ratings overall. Neutral and negative ratings remained relatively limited within this group. Riders who used Uber, Lyft, or taxis to replace a transit trip reported lower top ratings overall. Among these riders, 23% rated service as Excellent and 18% rated service as Very Good, while 26% selected Good. Riders using rideshare or taxi services also reported higher Neutral (21%) and Poor (7%) ratings compared with riders who did not use these services.

Overall, the results suggest that riders who sometimes rely on Uber, Lyft, or taxis to replace transit trips viewed transit service somewhat less positively.

Overall Satisfaction by Race/Ethnicity

Figure 35. Overall Satisfaction by Race/Ethnicity



	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor
Black/ African American	30%	18%	23%	18%	6%	3%	3%
White/ Caucasian	26%	21%	32%	13%	5%	1%	2%
Hispanic	32%	21%	24%	17%	5%	0%	1%
Asian	25%	25%	34%	12%	2%	2%	1%

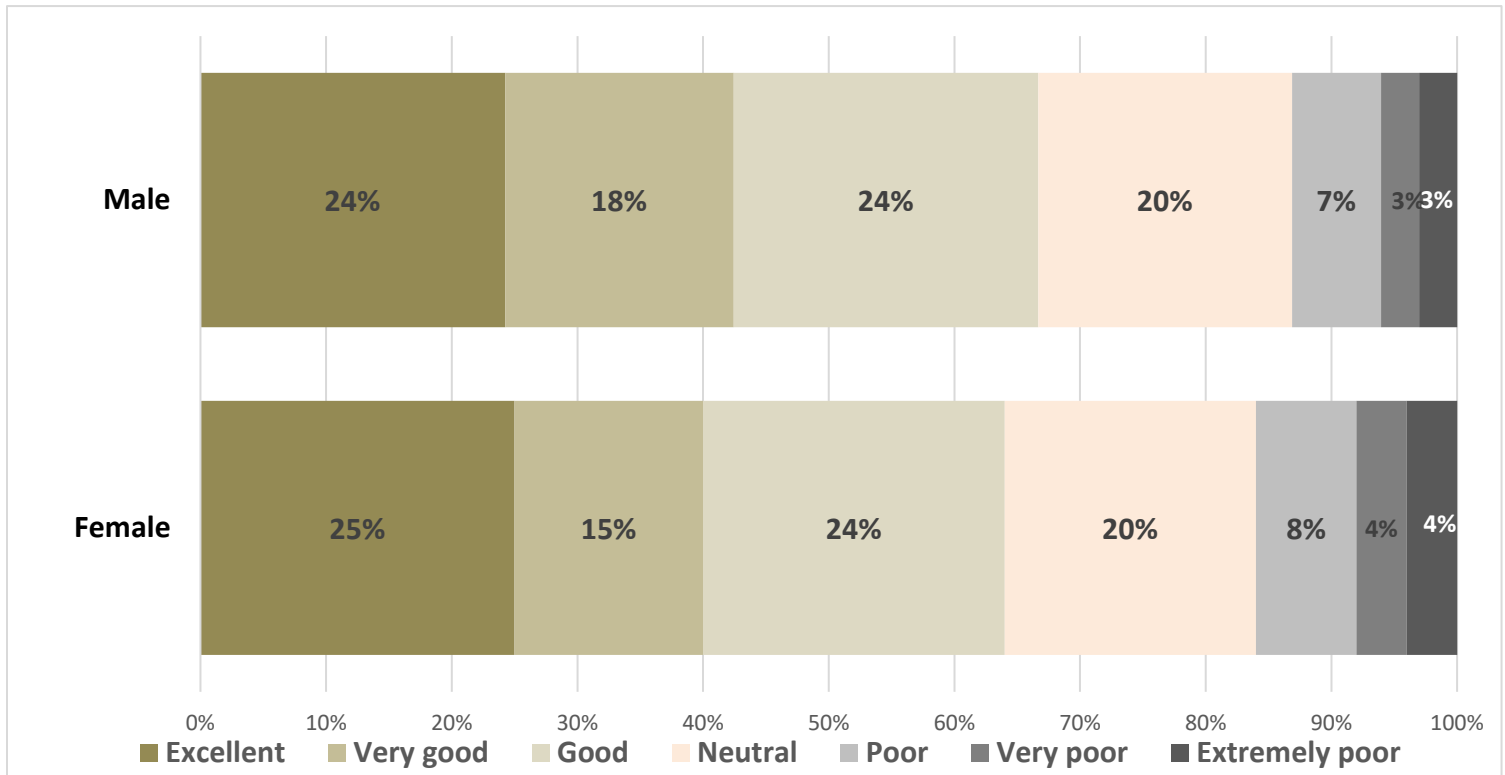
The chart highlights overall satisfaction ratings by race and ethnicity among riders. Overall, positive ratings remained strong across all racial and ethnic groups, with most riders selecting Excellent, Very Good, or Good ratings. Hispanic riders reported the strongest top ratings overall. Among Hispanic riders, 32% rated service as Excellent and another 21% rated service as Very Good. Black riders also reported relatively strong perceptions of service, with 30% selecting Excellent and 23% selecting Good.

White and Asian riders were somewhat less likely to select Excellent ratings but continued to report generally positive views of service. White riders most commonly selected Good (32%), while Asian riders most frequently selected Good (34%) and Very Good (25%). Asian riders also reported the lowest combined negative ratings among the groups shown. Neutral ratings remained relatively similar across groups, generally ranging from 12% to 18%. Negative ratings also remained limited overall, with Poor, Very Poor, and Extremely Poor ratings representing relatively small shares across all racial and ethnic groups.

Overall, the results suggest that riders across racial and ethnic groups viewed transit service positively, although Hispanic and Black riders reported somewhat stronger Excellent ratings compared with other groups.

Personal Safety Rating by Gender

Figure 36. Personal Safety Rating by Gender



	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor
Male	24%	18%	24%	20%	7%	3%	3%
Female	25%	15%	24%	20%	8%	4%	4%

The chart highlights rider ratings of personal safety from other passengers on buses by gender. Overall, perceptions of personal safety were relatively similar between male and female riders, with most respondents selecting Excellent, Very Good, or Good ratings. Female riders were slightly more likely to rate personal safety as Excellent, with 25% selecting the top rating compared with 24% of male riders. Both groups reported identical shares selecting Good (24%) and Neutral (20%) ratings. Male riders were somewhat more likely to select Very Good ratings, while female riders reported slightly higher shares of Poor, Very Poor, and Extremely Poor ratings. Negative ratings remained relatively limited overall for both groups. Female riders reported slightly higher combined negative ratings, including 8% selecting Poor and 4% each selecting Very Poor and Extremely Poor. Male riders reported 7% Poor ratings and 3% each for Very Poor and Extremely Poor.

Overall, the results suggest that riders generally viewed personal safety on buses positively, although female riders reported slightly higher levels of dissatisfaction and concern compared with male riders.

Importance Ratings of Services

Riders were asked to identify the three most important service areas for improvement from the list of service components in Questions 18–37. **Figure 37, Figure 38, Figure 39, and Figure 40** show the combined average of the top three selections, excluding non-responses, highlighting the areas riders most frequently identified as priorities for improvement. The figures highlight the service areas riders most frequently identified as priorities for improvement across the four regional transit systems. While buses running on time ranked as the top improvement priority for every agency, the remaining rankings varied by system, reflecting different rider concerns and service characteristics.

For GoTriangle riders, operational reliability and regional mobility dominated the rankings. After buses running on time, riders most frequently prioritized personal safety from other passengers, weekday service frequency, shelter availability, total trip time, and service coverage to desired destinations. Concerns related to transfers between systems and accessibility also ranked relatively high, indicating that regional connectivity and access remain important themes for GoTriangle riders. GoDurham riders also ranked buses running on time as the top priority, but the next most important concerns focused more heavily on rider comfort and the transit environment. Cleanliness of bus interiors ranked second, followed by personal safety. Riders also placed relatively high importance on operator courtesy, total trip time, overall service quality, shelter cleanliness, and weekday frequency. Compared with the other systems, GoDurham riders appeared to place stronger emphasis on the onboard and waiting experience.

GoRaleigh riders showed a somewhat broader mix of priorities. After buses running on time and cleanliness of bus interiors, riders ranked personal safety, operator courtesy, shelter availability, service coverage, weekday and weekend frequency, and total trip time among the leading concerns. Riders also gave relatively high importance to the quality and condition of shelters and bus stops, suggesting that passenger amenities and stop infrastructure were especially important improvement areas within the GoRaleigh system. GoCary riders demonstrated a different ranking pattern that emphasized service availability and weekend operations more strongly than the other agencies. Following buses running on time, the highest-ranked concerns included Sunday service frequency and hours, weekday frequency, and service coverage. Cleanliness, shelter availability, Wi-Fi quality, accessibility, and transfer coordination also appeared among the higher-ranked priorities. Compared with the urban systems, GoCary riders appeared more focused on improving service availability and convenience, particularly outside traditional weekday travel periods.

Across all four systems, several themes consistently ranked among the most important improvement priorities, including reliability, cleanliness, safety, frequency of service, and service coverage. However, the order of those priorities varied by agency. GoTriangle riders emphasized regional mobility and operational performance, GoDurham riders prioritized cleanliness and rider environment, GoRaleigh riders highlighted stop conditions and service reliability, and GoCary riders focused more heavily on service availability and weekend operations.

Figure 37. Importance Ratings of GoTriangle Services (Sum of Top Three Most Important)

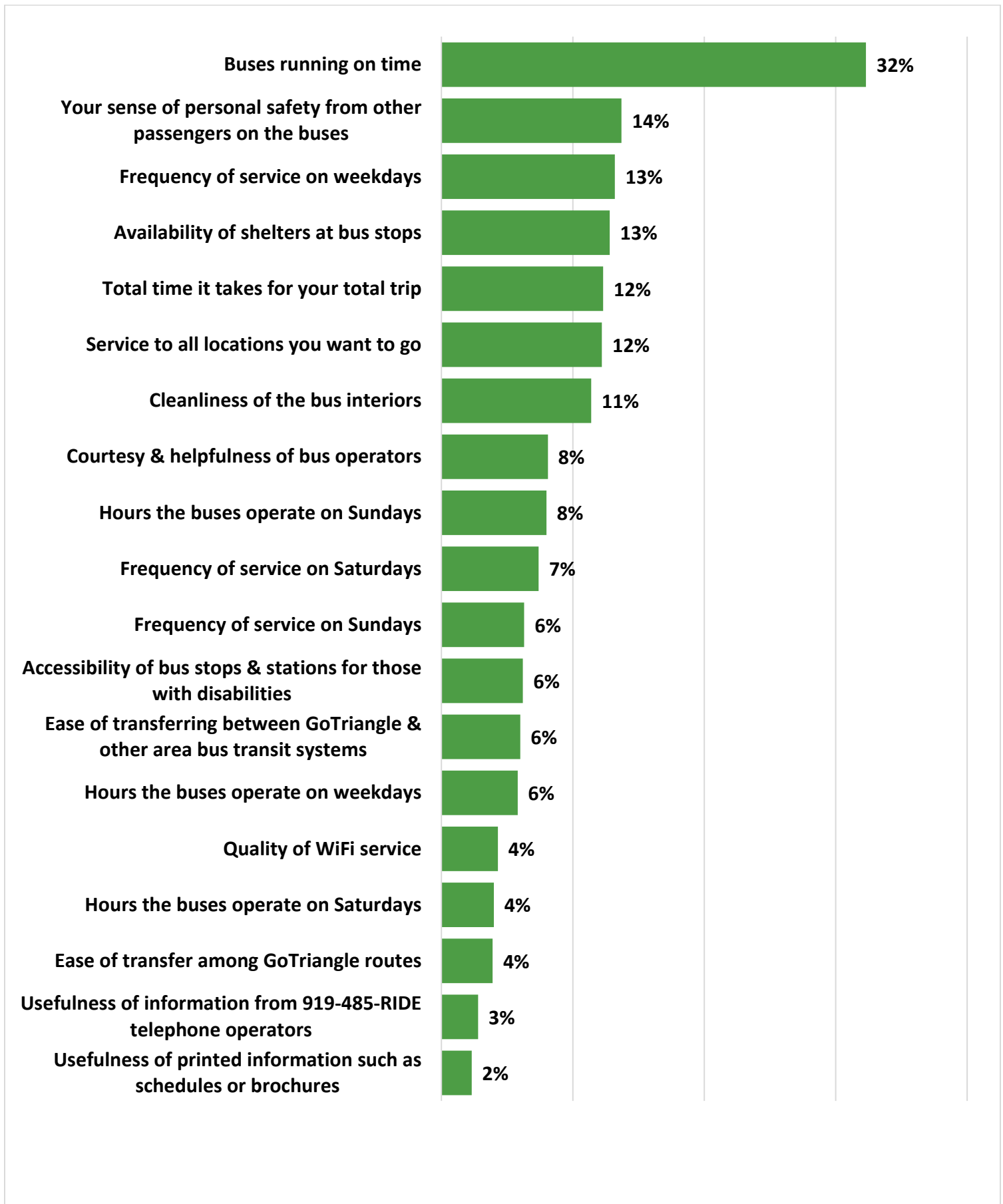


Figure 38. Importance Ratings of GoDurham Services (Sum of Top Three Most Important)

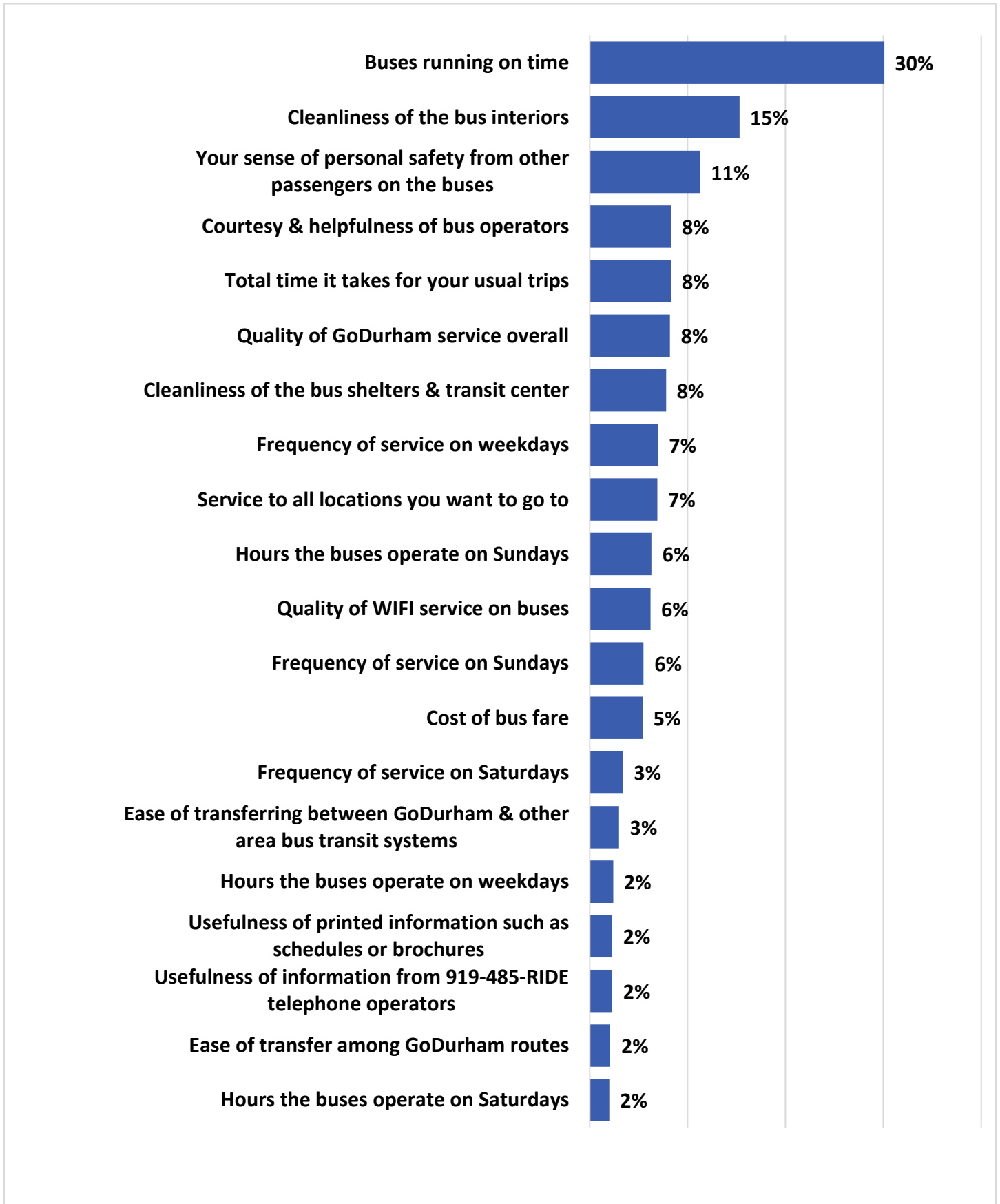


Figure 39. Importance Ratings of GoRaleigh Services (Sum of Top Three Most Important)

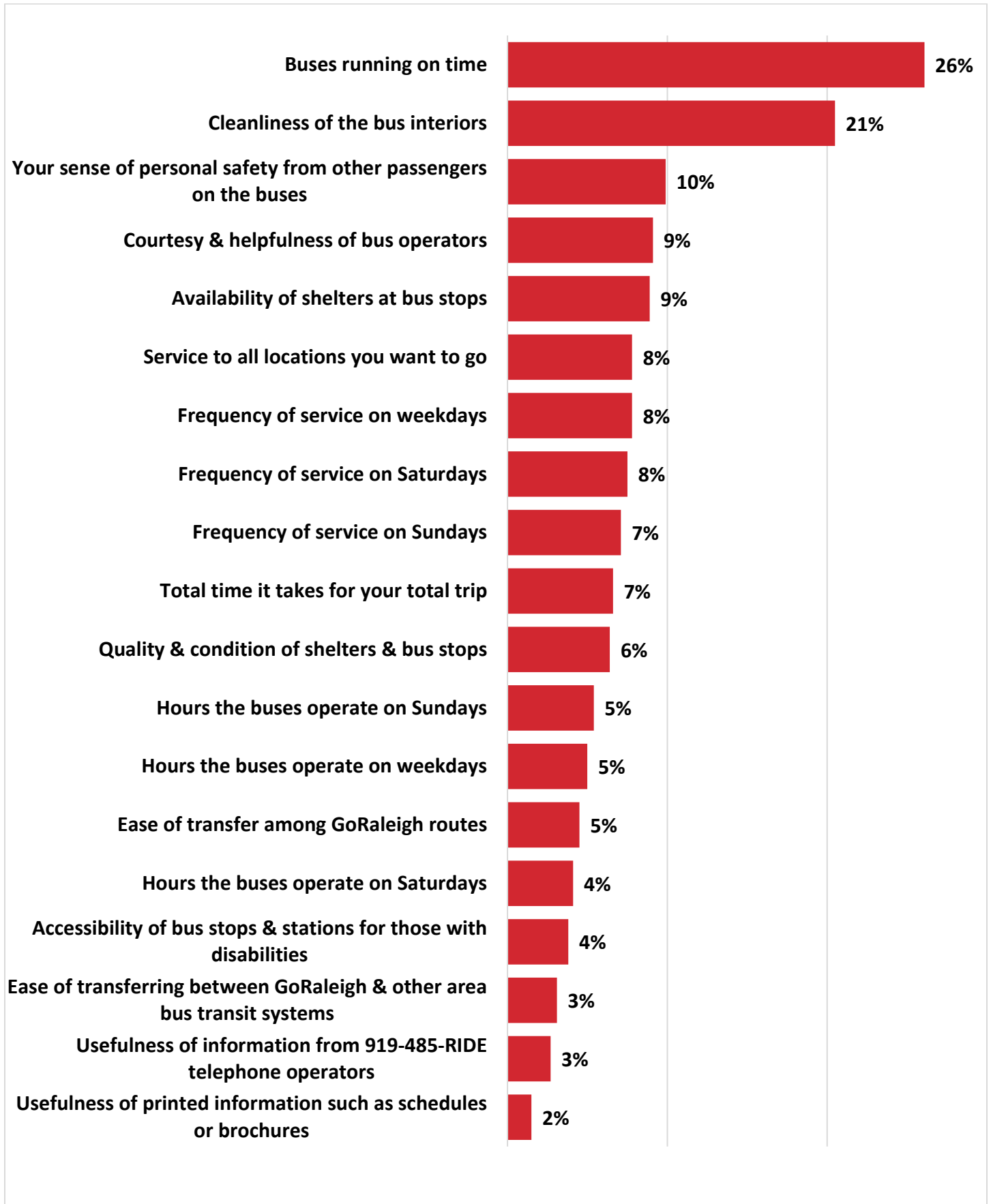
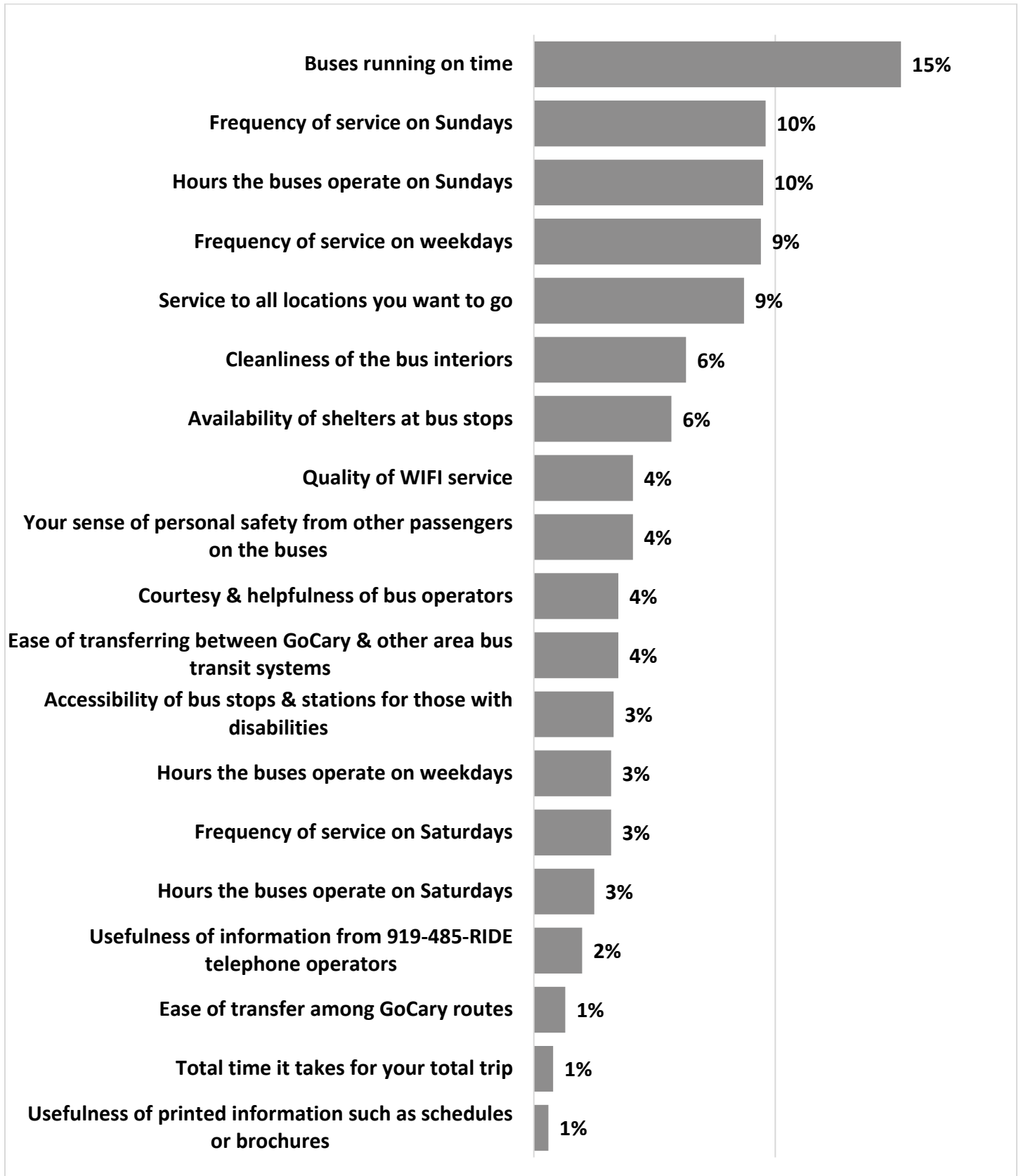



Figure 40. Importance Ratings of GoCary Services (Sum of Top Three Most Important)



Section 3

Customer

Satisfaction Analysis



Overview

Today, officials have limited resources which need to be targeted to activities that are of the most benefit to their customers. Two of the most important criteria for decision making are: (1) to target resources toward services of the highest importance to customers; and (2) to target resources toward those services where customers are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the government agency to provide (calculated based on the universe of respondents). The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the agency's performance in the related area (the sum of the ratings of 6 and 7 on a 7-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the satisfaction calculation to ensure the satisfaction ratings among service categories are comparable and accurately reflect perceptions of those with enough experience and familiarity to form an opinion. [I-S Rating=Importance x (1-Satisfaction)].

Example of the Calculation: GoTriangle respondents were asked to identify the aspects of bus services they think are most important. Thirty-two percent (32.3%) of respondents selected "buses running on time" as one of the top three most important aspects of bus services. Regarding satisfaction, 46.6% of respondents rated "buses running on time" as "Excellent" or "Very Good." The I-S Rating for "buses running on time" was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentage. In this example 32.3% was multiplied by 53.4% (100% - 46.6%). This calculation yielded an I-S Rating of 0.1725 which ranked 1st out of 19 service aspects.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important areas to improve.

Interpreting the Findings

Importance-Satisfaction (IS) ratings reflect the relative priority of each service area, based on a combination of how important it is to riders and how well the agency is currently performing. Higher values indicate areas where improvements are likely to have the greatest impact on overall customer experience.

The results for each system are provided on the following pages.

Figure 41. Importance-Satisfaction Analysis - GoTriangle

Importance-Satisfaction Analysis Ratings						
2025 GoTriangle						
GoTriangle Customer Satisfaction Survey						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Top Three Highest Ranking Priorities						
Buses running on time	32.3%	1	46.6%	14	0.1725	1
Availability of shelters at bus stops	12.8%	4	41.0%	16	0.0755	2
Your sense of personal safety from other passengers on the buses	13.7%	2	49.8%	10	0.0688	3
Total time it takes for your total trip	12.3%	5	48.1%	12	0.0638	4
Service to all locations you want to go	12.2%	6	47.7%	13	0.0638	5
Frequency of service on weekdays	13.2%	3	53.9%	2	0.0609	6
Cleanliness of the bus interiors	11.4%	7	50.9%	6	0.0560	7
Hours the buses operate on Sundays	8.0%	9	39.4%	18	0.0485	8
Frequency of service on Saturdays	7.4%	10	40.7%	17	0.0439	9
Frequency of service on Sundays	6.3%	11	39.3%	19	0.0382	10
Courtesy & helpfulness of bus operators	8.1%	8	61.6%	1	0.0311	11
Ease of transferring between GoTriangle & other area bus transit systems	6.0%	13	50.1%	9	0.0299	12
Accessibility of bus stops & stations for those with disabilities	6.2%	12	53.9%	2	0.0286	13
Hours the buses operate on weekdays	5.8%	14	53.7%	4	0.0269	14
Hours the buses operate on Saturdays	4.0%	16	43.9%	15	0.0224	15
Quality of WiFi service	4.3%	15	50.9%	6	0.0211	16
Ease of transfer among GoTriangle routes	3.9%	17	51.2%	5	0.0190	17
Usefulness of information from 919-485-RIDE telephone operators	2.8%	18	50.2%	8	0.0139	18
Usefulness of printed information such as schedules or brochures	2.3%	19	48.6%	11	0.0118	19

Figure 42. Importance-Satisfaction Analysis - GoDurham

Importance-Satisfaction Analysis Ratings						
2025 GoDurham						
GoDurham Customer Satisfaction Survey						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Top Three Highest Ranking Priorities						
Buses running on time	30.1%	1	40.2%	17	0.1800	1
Cleanliness of the bus interiors	15.3%	2	32.7%	19	0.1005	2
Your sense of personal safety from other passengers on the buses	11.3%	3	41.1%	13	0.0649	3
Cleanliness of the bus shelters & transit center	7.8%	6	35.3%	18	0.0520	4
Total time it takes for your usual trips	8.3%	4	40.8%	15	0.0472	5
Courtesy & helpfulness of bus operators	8.3%	4	49.6%	3	0.0400	6
Service to all locations you want to go to	6.9%	8	44.1%	9	0.0392	7
Frequency of service on weekdays	7.0%	7	47.1%	4	0.0371	8
Hours the buses operate on Sundays	6.3%	9	40.4%	16	0.0360	9
Frequency of service on Sundays	5.5%	11	41.1%	13	0.0354	10
Quality of WIFI service on buses	6.2%	10	42.8%	11	0.0342	11
Cost of bus fare	5.4%	12	62.5%	1	0.0185	12
Hours the buses operate on Saturdays	2.0%	19	46.4%	5	0.0185	13
Ease of transferring between GoDurham & other area bus transit systems	3.0%	14	42.2%	12	0.0174	14
Frequency of service on Saturdays	3.4%	13	44.5%	7	0.0165	15
Usefulness of printed information such as schedules or brochures	2.3%	16	43.5%	10	0.0112	16
Usefulness of information from 919-485-RIDE telephone operators	2.3%	16	44.6%	6	0.0110	17
Ease of transfer among GoDurham routes	2.1%	18	44.5%	7	0.0110	18
Hours the buses operate on weekdays	2.4%	15	49.9%	2	0.0100	19

Figure 43. Importance-Satisfaction Analysis - GoRaleigh

Importance-Satisfaction Analysis Ratings						
2025 GoRaleigh						
GoRaleigh Customer Satisfaction Survey						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Top Three Highest Ranking Priorities						
Buses running on time	26.0%	1	44.1%	8	0.1453	1
Cleanliness of the bus interiors	20.5%	2	29.4%	19	0.1447	2
Your sense of personal safety from other passengers on the buses	9.9%	3	38.1%	14	0.0613	3
Availability of shelters at bus stops	8.7%	5	33.4%	18	0.0579	4
Courtesy & helpfulness of bus operators	9.1%	4	44.7%	7	0.0503	5
Frequency of service on Sundays	7.1%	9	37.4%	16	0.0444	6
Frequency of service on Saturdays	7.4%	8	40.3%	13	0.0442	7
Service to all locations you want to go	7.8%	7	45.5%	6	0.0425	8
Quality & condition of shelters & bus stops	6.4%	11	33.8%	17	0.0424	9
Frequency of service on weekdays	7.8%	7	49.7%	1	0.0392	10
Total time it takes for your total trip	6.5%	10	43.1%	11	0.0370	11
Hours the buses operate on Sundays	5.3%	12	37.9%	15	0.0329	12
Hours the buses operate on weekdays	4.9%	13	48.3%	2	0.0253	13
Ease of transfer among GoRaleigh routes	4.4%	14	45.8%	4	0.0238	14
Hours the buses operate on Saturdays	4.0%	15	41.1%	12	0.0236	15
Accessibility of bus stops & stations for those with disabilities	3.9%	16	46.0%	3	0.0211	16
Ease of transferring between GoRaleigh & other area bus transit systems	3.0%	17	43.7%	10	0.0169	17
Usefulness of information from 919-485-RIDE telephone operators	2.7%	18	44.0%	9	0.0151	18
Usefulness of printed information such as schedules or brochures	1.5%	19	45.8%	4	0.0081	19

Figure 44. Importance-Satisfaction Analysis - GoCary

Importance-Satisfaction Analysis Ratings						
2026 GoCary						
GoCary Customer Satisfaction Survey						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Top Three Highest Ranking Priorities						
Buses running on time	15.2%	1	60.0%	5	0.0608	1
Frequency of service on Sundays	9.6%	2	45.1%	16	0.0527	2
Hours the buses operate on Sundays	9.5%	3	44.6%	18	0.0526	3
Service to all locations you want to go	8.7%	5	47.4%	14	0.0458	4
Frequency of service on weekdays	9.4%	4	61.6%	4	0.0361	5
Availability of shelters at bus stops	5.7%	7	42.9%	19	0.0325	6
Cleanliness of the bus interiors	6.3%	6	62.9%	3	0.0234	7
Quality of WIFI service	4.1%	9	45.1%	17	0.0225	8
Frequency of service on Saturdays	3.2%	13	47.2%	15	0.0169	9
Ease of transferring between GoCary & other area bus transit systems	3.5%	10	55.4%	8	0.0156	10
Accessibility of bus stops & stations for those with disabilities	3.3%	12	53.2%	12	0.0154	11
Your sense of personal safety from other passengers on the buses	4.1%	8	63.6%	2	0.0149	12
Hours the buses operate on weekdays	3.2%	14	54.5%	9	0.0146	13
Hours the buses operate on Saturdays	2.5%	15	49.9%	13	0.0125	14
Courtesy & helpfulness of bus operators	3.5%	11	67.2%	1	0.0115	15
Usefulness of information from 919-485-RIDE telephone operators	2.0%	16	54.4%	10	0.0091	16
Ease of transfer among GoCary routes	1.3%	17	56.7%	7	0.0056	17
Total time it takes for your total trip	0.8%	18	53.5%	11	0.0037	18
Usefulness of printed information such as schedules or brochures	0.6%	19	57.6%	6	0.0025	19

Section 4

Survey Instruments



Passenger Survey - Please tell us about how you use GoRaleigh



Which route are you riding now?

In the past 30 days, how would you rate GoRaleigh on the following services?		Excellent	Very Good	Good	Neutral	Poor	Very Poor	Extremely Poor	Does not apply
1	Buses running on time	7	6	5	4	3	2	1	9
2	Frequency of service on weekdays	7	6	5	4	3	2	1	9
3	Frequency of service on Saturday	7	6	5	4	3	2	1	9
4	Frequency of service on Sunday	7	6	5	4	3	2	1	9
5	Hours the buses operate on weekdays	7	6	5	4	3	2	1	9
6	Hours the buses operate on Saturday	7	6	5	4	3	2	1	9
7	Hours the buses operate on Sunday	7	6	5	4	3	2	1	9
8	Total time it takes for your total trip	7	6	5	4	3	2	1	9
9	Service to all locations you want to go	7	6	5	4	3	2	1	9
10	Ease of transfer among GoRaleigh routes	7	6	5	4	3	2	1	9
11	Ease of transferring between GoRaleigh and other area bus transit systems	7	6	5	4	3	2	1	9
12	Cleanliness of the bus interiors	7	6	5	4	3	2	1	9
13	Availability of shelters at bus stops	7	6	5	4	3	2	1	9
14	Your sense of personal safety from other passengers on the buses	7	6	5	4	3	2	1	9
15	Courtesy & helpfulness of bus operators	7	6	5	4	3	2	1	9
16	Accessibility of bus stops and stations for those with disabilities	7	6	5	4	3	2	1	9
17	Usefulness of information from 919-485-RIDE telephone operators	7	6	5	4	3	2	1	9
18	Usefulness of printed information such as schedules or brochures	7	6	5	4	3	2	1	9
19	Quality and condition of shelters and bus stops	7	6	5	4	3	2	1	9
20	The overall quality of GoRaleigh service	7	6	5	4	3	2	1	9

21. Of the services in questions 1 to 20 above, please rank by question number the three most important to improve.
1st _____ 2nd _____ 3rd _____

22. Do you participate in a GoPass program? (check only one)
 ___1 Yes, Employer/College GoPass ___2 Yes, TAP (Transit Assistance Program) GoPass
 ___3 Yes, Youth GoPass ___4 Yes, Disability GoPass
 ___5 Yes, Senior GoPass ___6 No, I do not use a GoPass

23. If employed, who is your current employer? (Knowing where our riders work helps us plan to better serve your needs.)

24. In a typical week, on how many days do you currently use GoRaleigh (Circle only one)
0 (None) 1 2 3 4 5 6 7

El cuestionario en español se encuentra en el otro lado

25. What is ONE main purpose for which you most often use the GoRaleigh bus?
 ___1 Work ___2 School/College ___3 Shopping
 ___4 Medical/Dental ___5 Recreation/Event ___6 Other: _____

26. Please mark all the following that apply to you. Are you...
 ___1 Employed full-time ___2 Employed part-time ___3 Unemployed ___4 Homemaker ___5 Student
 ___6 Retired ___7 Volunteer position

27. If you are employed or a student, do you work/attend school...
 ___1 Remote only ___2 Remote some days, onsite other days ___3 Onsite only

28. How old are you? _____ Years old

29. Do you identify as: ___1 Male ___2 Female ___3 Non-binary ___4 Prefer not to answer

30. Do you consider yourself to be... (Check only one)
 ___1 African American/Black ___2 Asian ___3 White
 ___4 Hispanic ___5 Native American Indian ___6 Other: _____

31. What language do you most often speak at home?
 ___1 English ___2 Spanish ___3 Other: _____

31a. [If Q31 is not English] How well do you speak English?
 ___1 Very Well ___2 Well ___3 Less than well ___4 Not at all

32. Please check all Triangle Region bus systems you use in a typical week.
 ___1 GoRaleigh ___2 GoTriangle ___3 GoDurham ___4 GoCary ___5 Chapel Hill Transit
 ___6 Duke Transit ___7 Wolfline ___8 GoApex ___9 Orange County Public Transit (OCPT)
 ___10 GoWake ___11 None of these

33. What is your total annual household income? (Check only one.)
 ___1 Less than \$10,000 ___2 \$10,000 to \$14,999 ___3 \$15,000 to \$19,999
 ___4 \$20,000 to \$24,999 ___5 \$25,000 to \$34,999 ___6 \$35,000 to \$49,999
 ___7 \$50,000 to \$74,999 ___8 \$75,000 to \$100,000 ___9 More than \$100,000

34. Including YOU, how many people live in your household? _____ people?

35. How many cars or other vehicles are available for your use?
 0 (None) 1 2 3 4 or more

36. In the past thirty days, did you use Uber/Lyft/taxi OR app-based scooter/bikes? (select all) ___1 Yes, instead of a trip on GoRaleigh ___2 Yes, as part of a trip on GoRaleigh ___3 Yes, but not to replace a trip on GoRaleigh
 ___4 No

37. If public transit were unavailable today, how would you have made this trip? (select the most likely) ___1 Taxi/Uber /Lyft ___2 Ride with a friend or family member ___3 Drive my own vehicle ___4 Walk/Bicycle/Skateboard ___5 Would not have made the trip ___6 Other _____

38. Do you use a trip planner prior to using the bus? If so, which do you use? (select all that apply)
 ___1 Brochures ___2 Website ___3 Text Marks (Raleigh to 411) ___4 Google Maps
 ___5 Apple Maps ___6 UMO ___7 Transit App ___8 I do not use a trip planner

Comments: _____



Which route are you riding now? _____

1. In a typical week, on how many days do you currently use GoDurham (*Circle only one*)
 0 (None) 1 2 3 4 5 6 7

2. How long have you been riding GoDurham?
 ___ 1 Less than 6 months ___ 2 Less than 1 year ___ 3 1-2 years
 ___ 4 3-4 years ___ 5 5 or more years

3. How did you get to the stop where you got on the first GoDurham bus you boarded during this trip?
 ___ 1 Walked ___ 2 Used own bike ___ 3 Used rented scooter/bike
 ___ 4 Drove ___ 5 Was dropped off by family/friend ___ 6 Uber/Lyft/Taxi
 ___ 7 GoDurham Connect ___ 8 Bus other than GoDurham ___ 9 Other _____

4. In making this trip to where you are going right now, how many times do you have to change to another bus at any point to complete the trip, whether it is a GoDurham bus or a bus from another system?
 0 (None) 1 2 3 Other _____

5. Please check all Triangle Region bus systems you use in a typical week.
 ___ 1 Chapel Hill Transit ___ 2 Duke Transit ___ 3 GoApex ___ 4 GoCary
 ___ 5 GoDurham ___ 6 GoRaleigh ___ 7 GoTriangle ___ 8 GoWake
 ___ 9 Orange County Public Transit (OCPT) ___ 10 Wolfline ___ 11 None of these

6. In the past thirty days, did you use Uber/Lyft/Taxi OR app-based scooter/bikes? (*select all*)
 ___ 1 Yes, instead of a trip on GoDurham ___ 2 Yes, as part of a trip on GoDurham
 ___ 3 Yes, but not to replace a trip on GoDurham ___ 4 No

7. What is ONE main purpose for which you most often use the GoDurham bus?
 ___ 1 Work ___ 2 School/College ___ 3 Shopping
 ___ 4 Medical/Dental ___ 5 Recreation/Event ___ 6 Other: _____

8. Please mark all the following that apply to you. Are you...
 ___ 1 Employed full-time ___ 2 Employed part-time ___ 3 Unemployed ___ 4 Homemaker
 ___ 5 Student ___ 6 Retired ___ 7 Volunteer position

9. If you are employed or a student, do you work/attend school...
 ___ 1 Remote only ___ 2 Remote some days, onsite other days ___ 3 Onsite only

10. Do you participate in a GoPass program? (*check only one*)
 ___ 1 Yes, Employer/College GoPass ___ 2 Yes, TAP (Transit Assistance Program) GoPass
 ___ 3 Yes, Youth GoPass ___ 4 Yes, Disability GoPass
 ___ 5 Yes, Senior GoPass ___ 6 No, I do not use a GoPass

10a. If employed, who is your current employer? (This information helps us plan to better serve your needs and is optional.) _____

11. How old are you? _____ Years old

12. Do you identify as: ___ 1 Male ___ 2 Female ___ 3 Non-binary ___ 4 Prefer not to answer

13. Do you consider yourself to be... (*Check all that apply to you*)
 ___ 1 African American/Black ___ 2 Asian ___ 3 Hispanic
 ___ 4 Native American Indian ___ 5 White ___ 6 Other: _____

14. What language do you most often speak at home?
 ___ 1 English ___ 2 Spanish ___ 3 Other: _____

14a. [If Question 14 is not English] How well do you speak English?
 ___ 1 Very Well ___ 2 Well ___ 3 Less than well ___ 4 Not at all

15. What is your total annual household income? (Check only one)
 ___ 1 Less than \$10,000 ___ 2 \$10,000 to \$14,999 ___ 3 \$15,000 to \$19,999
 ___ 4 \$20,000 to \$24,999 ___ 5 \$25,000 to \$34,999 ___ 6 \$35,000 to \$49,999
 ___ 7 \$50,000 to \$74,999 ___ 8 \$75,000 to \$100,000 ___ 9 More than \$100,000
 ___ 10 Other _____

16. Including YOU, how many people, including children, live in your household? _____ people?

17. How many cars or other vehicles are available for your use?
 0 (None) 1 2 3 4 or more

18. Do you use a transit app on your cell phone to check on GoDurham bus services?
 ___ 1 Yes ___ 2 No ___ 3 No cell phone
 If you use a transit app, which one? _____

In the past 30 days, how would you rate GoDurham on the following services?		Excellent	Very Good	Good	Neutral	Poor	Very Poor	Extremely Poor	Does not apply
19	Buses running on time	7	6	5	4	3	2	1	9
20	Frequency of service on weekdays	7	6	5	4	3	2	1	9
21	Frequency of service on Saturday	7	6	5	4	3	2	1	9
22	Frequency of service on Sunday	7	6	5	4	3	2	1	9
23	Hours the buses operate on weekdays	7	6	5	4	3	2	1	9
24	Hours the buses operate on Saturday	7	6	5	4	3	2	1	9
25	Hours the buses operate on Sunday	7	6	5	4	3	2	1	9
26	Total time it takes for your usual trip	7	6	5	4	3	2	1	9
27	Service to all locations you want to go to	7	6	5	4	3	2	1	9
28	Ease of transfer among GoDurham routes	7	6	5	4	3	2	1	9
29	Ease of transferring between GoDurham and other area bus transit systems	7	6	5	4	3	2	1	9
30	Cleanliness of the bus interiors	7	6	5	4	3	2	1	9
31	Cleanliness of the bus shelters and transit center	7	6	5	4	3	2	1	9
32	Your sense of personal safety from other passengers on the buses	7	6	5	4	3	2	1	9
33	Cost of bus fare	7	6	5	4	3	2	1	9
34	Courtesy & helpfulness of bus operators	7	6	5	4	3	2	1	9
35	Usefulness of information from 919-485-RIDE telephone operators	7	6	5	4	3	2	1	9
36	Usefulness of printed information such as schedules or brochures	7	6	5	4	3	2	1	9
37	Quality of WIFI service on buses	7	6	5	4	3	2	1	9
38	The quality of GoDurham service overall	7	6	5	4	3	2	1	9

41. Of the services in questions 19 to 38 above, please rank by question number the three most important to improve.

1st _____ 2nd _____ 3rd _____

Comments:

Passenger Survey - Please tell us how you use GoTriangle

El cuestionario en español se encuentra en el otro lado



Which route are you riding now? _____

- Do you receive a free or reduced fare with one of the following GoPass programs:
 - 1 Yes, College/Employer GoPass
 - 2 Yes, Youth GoPass
 - 3 Yes, Senior GoPass
 - 4 Yes, Disability Adults GoPass
 - 5 Yes, TAP (Transit Assistance Program) GoPass
 - 6 No, I do not use a GoPass
- If employed, who is your current employer? (This information helps us plan to better serve your needs and is optional.) _____
- In a typical week, on how many days do you currently use GoTriangle (*Circle only one*)
 - 0 (None) 1 2 3 4 5 6 7
- What is ONE main purpose for which you most often use the GoTriangle bus?
 - 1 Work
 - 2 School/College
 - 3 Shopping
 - 4 Medical/Dental
 - 5 Recreation/Event
 - 6 Other: _____
- Please mark all the following that apply to you. Are you...
 - 1 Employed full-time
 - 2 Employed part-time
 - 3 Unemployed
 - 4 Homemaker
 - 5 Student
 - 6 Retired
 - 7 Volunteer position
- If you are employed or a student, do you work/attend school...
 - 1 Remote only
 - 2 Remote some days, onsite other days
 - 3 Onsite only
- How old are you? _____ Years old
- Do you identify as: 1 Male 2 Female 3 Non-binary 4 Prefer not to answer
- Do you consider yourself to be... (*select all that apply*)
 - 1 African American/Black
 - 2 Asian
 - 3 Hispanic
 - 4 Native American Indian
 - 5 White
 - 6 Other: _____
- What language do you most often speak at home?
 - 1 English
 - 2 Spanish
 - 3 Other: _____
- 10a. [*If Q10 is not English*] How well do you speak English?
 - 1 Very Well
 - 2 Well
 - 3 Less than well
 - 4 Not at all
- Please check all Triangle Region bus systems you use in a typical week.
 - 1 Chapel Hill Transit
 - 2 Duke Transit
 - 3 GoApex
 - 4 GoCary
 - 5 GoDurham
 - 6 GoRaleigh
 - 7 GoTriangle
 - 8 GoWake
 - 9 Orange County Public Transit (OCPT)
 - 10 Woffline
 - 11 None of these
- What is your total annual household income? (*Check only one*)
 - 1 Less than \$10,000
 - 2 \$10,000 to \$14,999
 - 3 \$15,000 to \$19,999
 - 4 \$20,000 to \$24,999
 - 5 \$25,000 to \$34,999
 - 6 \$35,000 to \$49,999
 - 7 \$50,000 to \$74,999
 - 8 \$75,000 to \$100,000
 - 9 More than \$100,000
- Including YOU, how many people live in your household? _____
- How many cars or other vehicles are available for your use?
 - 0 (None) 1 2 3 4 or more

- In the past 30 days, did you use Uber/Lyft/Taxi OR app-based scooter / bikes? (*select all that apply*)
 - 1 Yes, instead of a trip on GoTriangle
 - 2 Yes, as part of a trip on GoTriangle
 - 3 Yes, but not to replace a trip on GoTriangle
 - 4 No
- If public transit were unavailable today, how would you have made this trip? (*select the most likely*)
 - 1 Taxi/Uber/Lyft
 - 2 Ride with a friend or family member
 - 3 Drive my own vehicle
 - 4 Walk/Bicycle/Skateboard
 - 5 Would not have made the trip
 - 6 Other _____
- Do you use a transit app on your cell phone?
 - 1 Yes
 - 2 No
 - 3 No cell phone
 If you use a transit app, which one? _____

		Excellent	Very Good	Good	Neutral	Poor	Very Poor	Extremely Poor	Does not apply
18	Buses running on time	7	6	5	4	3	2	1	9
19	Frequency of service on weekdays	7	6	5	4	3	2	1	9
20	Frequency of service on Saturday	7	6	5	4	3	2	1	9
21	Frequency of service on Sunday	7	6	5	4	3	2	1	9
22	Hours the buses operate on weekdays	7	6	5	4	3	2	1	9
23	Hours the buses operate on Saturday	7	6	5	4	3	2	1	9
24	Hours the buses operate on Sunday	7	6	5	4	3	2	1	9
25	Total time it takes for your total trip	7	6	5	4	3	2	1	9
26	Service to all locations you want to go	7	6	5	4	3	2	1	9
27	Ease of transfer among GoTriangle routes	7	6	5	4	3	2	1	9
28	Ease of transferring between GoTriangle and other area bus transit systems	7	6	5	4	3	2	1	9
29	Cleanliness of the bus interiors	7	6	5	4	3	2	1	9
30	Availability of shelters at bus stops	7	6	5	4	3	2	1	9
31	Your sense of personal safety from other passengers on the buses	7	6	5	4	3	2	1	9
32	Courtesy & helpfulness of bus operators	7	6	5	4	3	2	1	9
33	Accessibility of bus stops and stations for those with disabilities	7	6	5	4	3	2	1	9
34	Usefulness of information from 919-485-RIDE telephone operators	7	6	5	4	3	2	1	9
35	Usefulness of printed information such as schedules or brochures	7	6	5	4	3	2	1	9
36	Quality of WIFI service	7	6	5	4	3	2	1	9
37	The overall quality of GoTriangle service	7	6	5	4	3	2	1	9

38. Of the services in questions 18 to 37 above, please rank by question number the three most important to improve.

1st _____ 2nd _____ 3rd _____

Comments:



Which route are you riding now? _____

- Do you receive a free or reduced fare with one of the following GoPass programs:
 1 Yes, Employer/College GoPass 2 Yes, TAP (Transit Assistance Program) GoPass
 3 Yes, Youth GoPass 4 Yes, Disability Adults GoPass
 5 Yes, Senior GoPass 6 No, I do not use a GoPass
- If employed, who is your current employer? (This information helps us plan to better serve your needs and is optional.)

- In a typical week, on how many days do you currently use GoCary (*Circle only one*)
 0 (None) 1 2 3 4 5 6 7
- What is ONE main purpose for which you most often use the GoCary bus?
 1 Work 2 School/College 3 Shopping
 4 Medical/Dental 5 Recreation/Event 6 Other: _____
- Please mark all the following that apply to you. Are you...
 1 Employed full-time 2 Employed part-time 3 Unemployed 4 Homemaker 5 Student
 6 Retired 7 Volunteer position
- If you are employed or a student, do you work/attend school...
 1 Remote only 2 Remote some days, onsite other days 3 Onsite only
- How old are you? _____ Years old
- Do you identify as: 1 Male 2 Female 3 Non-binary 4 Prefer not to answer
- Do you consider yourself to be... (*select all that apply*)
 1 African American/Black 2 Asian 3 Hispanic
 4 Native American Indian 5 White 6 Other: _____
- What language do you most often speak at home?
 1 English 2 Spanish 3 Other: _____
- 10a. [*If Q10 is not English*] How well do you speak English?
 1 Very Well 2 Well 3 Less than well 4 Not at all
- Please check all Triangle Region bus systems you use in a typical week.
 1 Chapel Hill Transit 2 Duke Transit 3 GoApex 4 GoCary 5 GoDurham
 6 GoRaleigh 7 GoTriangle 8 GoWake 9 Orange County Public Transit (OCPT)
 10 Wolfline 11 None of these
- What is your total annual household income? (*Check only one*)
 1 Less than \$10,000 2 \$10,000 to \$14,999 3 \$15,000 to \$19,999
 4 \$20,000 to \$24,999 5 \$25,000 to \$34,999 6 \$35,000 to \$49,999
 7 \$50,000 to \$74,999 8 \$75,000 to \$100,000 9 More than \$100,000
- Including YOU, how many people live in your household? _____
- How many cars or other vehicles are available for your use?
 0 (None) 1 2 3 4 or more

- In the past 30 days, did you use Uber/Lyft/Taxi OR app-based scooter/bikes? (*select all that apply*)
 1 Yes, instead of a trip on GoCary 2 Yes, as part of a trip on GoCary 3 Yes, but not to replace a trip on GoCary
 4 No
- If public transit were unavailable today, how would you have made this trip? (*select the most likely*)
 1 Taxi/Uber/Lyft 2 Ride with a friend or family member 3 Drive my own vehicle 4 Walk/Bicycle/Skateboard
 5 Would not have made the trip 6 Other: _____
- Do you use a transit app on your cell phone?
 1 Yes 2 No 3 No cell phone
 If you use a transit app, which one? _____

In the past 30 days, how would you rate GoCary on the following services?		Excellent	Very Good	Good	Neutral	Poor	Very Poor	Extremely Poor	Does not apply
18	Buses running on time	7	6	5	4	3	2	1	9
19	Frequency of service on weekdays	7	6	5	4	3	2	1	9
20	Frequency of service on Saturday	7	6	5	4	3	2	1	9
21	Frequency of service on Sunday	7	6	5	4	3	2	1	9
22	Hours the buses operate on weekdays	7	6	5	4	3	2	1	9
23	Hours the buses operate on Saturday	7	6	5	4	3	2	1	9
24	Hours the buses operate on Sunday	7	6	5	4	3	2	1	9
25	Total time it takes for your total trip	7	6	5	4	3	2	1	9
26	Service to all locations you want to go	7	6	5	4	3	2	1	9
27	Ease of transfer among GoCary routes	7	6	5	4	3	2	1	9
28	Ease of transferring between GoCary and other area bus transit systems	7	6	5	4	3	2	1	9
29	Cleanliness of the bus interiors	7	6	5	4	3	2	1	9
30	Availability of shelters at bus stops	7	6	5	4	3	2	1	9
31	Your sense of personal safety from other passengers on the buses	7	6	5	4	3	2	1	9
32	Courtesy & helpfulness of bus operators	7	6	5	4	3	2	1	9
33	Accessibility of bus stops and stations for those with disabilities	7	6	5	4	3	2	1	9
34	Usefulness of information from 919-485-RIDE telephone operators	7	6	5	4	3	2	1	9
35	Usefulness of printed information such as schedules or brochures	7	6	5	4	3	2	1	9
36	Quality of WIFI service	7	6	5	4	3	2	1	9
37	The overall quality of GoCary service	7	6	5	4	3	2	1	9

38. Of the services in questions 18 to 37 above, please rank by question number the three most important to improve.

1st _____ 2nd _____ 3rd _____

Comments: _____