

Cary, NC

GoCary

2026 Customer Satisfaction Survey

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Contents

Section 1: Executive Summary & Methodology	4
Section 2: Figures and Reporting	9
Section 3: Customer Satisfaction Analysis	50
Section 4: Tabular Data	54
Section 5: Survey Instrument	71
Section 6: Comments	74

List of Figures

Figure 1. Race/Ethnicity of Riders	11
Figure 2. Age of Riders	12
Figure 3. Gender of Riders	13
Figure 4. Household Income of Riders	14
Figure 5. Employment Status of Riders.....	15
Figure 6. Employment Status by Household Income	16
Figure 7. Work and School Location	17
Figure 8. Work and School Location by Employment Status	18
Figure 10. Regional Weekly Bus System Usage.....	19
Figure 11. Main Purpose of Trips	20
Figure 12. Frequency of GoCary Use.....	21
Figure 13. Frequency of GoCary Use Trends.....	22
Figure 15. Trip Purpose by Employment Status.....	23
Figure 16. Primary Language of Riders	24
Figure 17. Other Languages	24
Figure 20. Household Size	25
Figure 21. Household Vehicles.....	25
Figure 22. Alternative Transportation Methods	26
Figure 23. Uber/Lyft/Taxi Usage	27
Figure 24. Use of Transit Apps	28
Figure 25. Transit App Usage - Description.....	29
Figure 26. Use of Transit App by Age	30
Figure 27. Fare Discounts.....	31
Figure 29. Overall Satisfaction	33
Figure 30. Hours and Frequency of Saturday and Sunday Service	34
Figure 31. Customer Experience and Passenger Amenities.....	35
Figure 32. Service Operations and Network Performance	35
Figure 33. Satisfaction Ratings of GoCary Services	36
Figure 34. Satisfaction Ratings of GoCary Services Pt. 2.....	37
Figure 35. Satisfaction Ratings of GoCary Services Pt. 3.....	38
Figure 36. Excellent and Very Good Satisfaction Ratings of GoCary Services Trends	39
Figure 37. Excellent and Very Good Satisfaction Rating of GoCary Services Trends Pt. 2.....	41
Figure 38. Excellent and Very Good Satisfaction Ratings of GoCary Services Trends Pt. 3	42
Figure 39. Overall Service Quality by Household Income	44
Figure 41. Excellent and Very Good Service Ratings by Transit Dependency.....	45
Figure 42. Importance Ratings of GoCary Services (Sum of Top Three Most Important)	47
Figure 43. Importance Ratings of GoCary Services (Sum of Top Three Most Important) Pt. 2	48
Figure 45. Importance-Satisfaction Analysis.....	52

Section 1

Executive Summary



2026 GoCary Onboard Regional Customer Satisfaction Survey

Executive Summary

Overview

GoCary provides regional bus service throughout Cary, North Carolina and offers connections around the greater Triangle region. In March 2026, the agency conducted an Onboard Regional Customer Satisfaction Survey on its fixed routes to analyze customer opinions regarding all aspects of service. The survey design satisfied multiple objectives, including compliance with federal regulations, measuring overall satisfaction, and understanding rider behavior. The effort produced a dataset of 115 completed responses, which were weighted to reflect proportional ridership distribution at the route level.

Methodology

The survey was administered by ETC Institute's team of trained field interviewers. ETC's professional survey administrators were deployed across all GoCary fixed-route bus lines to conduct the passenger surveys. On each route, field interviewers boarded the bus and distributed paper surveys directly to passengers onboard the vehicle during regular service hours (6:00am to 10:00pm). Riders were encouraged to complete the self-administered survey while on board, providing feedback on their travel behavior and overall transit experience. Field interviewers collected complete surveys before passengers exited the vehicle.

Throughout the data collection period, survey staff-maintained coverage across all fixed-route services, ensuring that data reflected the diversity of the GoCary ridership base, routes, and service times. On multiple occasions, field interviewers provided direct assistance to passengers by conducting the survey as an in-person interview if needed. This approach was used in cases where passengers faced challenges such as Limited English Proficiency (LEP), difficulty understanding certain questions, or simply preferred to respond verbally rather than read the questionnaire. Survey completion was followed by a rider debrief to confirm that each question was answered to the best of the rider's ability.

In addition to the paper self-administered survey, a web option was available for those riders who took short trips or wanted to complete the survey at a later time. A QR code was provided by field interviewers allowing passengers to scan and participate in the survey online.

During the pre-survey, planning phase, it was decided that the survey would be designed to mainly obtain information on service usage, ratings, and rider demographics. Once the survey questionnaire was finalized, ETC designed a paper self-administered survey as the primary instrument. The survey, included as **Section 5**, was created to ensure Title VI requirements were met and to provide additional information on riders. The survey was formatted with English on the front page and Spanish on the back.

The goal to collect a minimum of 83 completed surveys from riders was met, and the overall results for the sample of 115 riders have a margin of error of ± 8.69 at the 95% level of confidence. This means that if the survey were repeated 100 times, the results would fall within $\pm 8.69\%$ of the reported values in 95 of those instances. For an onboard customer satisfaction survey, a margin of error of $\pm 10\%$ is considered moderately strong by industry standards. Achieving this level of reliability ensures that the findings are robust and can be used with confidence to inform service planning, policy decisions, and performance evaluation.

The sampling plan was designed to obtain surveys from a minimum of 6.5% of ridership all fixed routes in the system. Trips on each route were selected using a randomized sampling approach to ensure that the survey captured a representative cross-section of service throughout the study period. By randomly selecting trips across the routes included in the survey plan, the methodology reduced selection bias and allowed for a more accurate reflection of actual rider characteristics. This process ensured that trips from different times of day, service types, and operating conditions had an equal opportunity to be included, thereby strengthening the reliability and statistical validity of the data collected for each bus route.

The following pages of the report contain a summary of the major findings from the survey; the full 2026 Onboard Regional Customer Satisfaction Survey report includes the following:

- Figures and reporting depicting the results of the survey (Section 2)
- Customer Satisfaction Analysis (Section 3)
- Tabular data of survey results (Section 4)
- A copy of the survey (English and Spanish) (Section 5)
- Write in comments (Section 6)

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 115 fully completed surveys.

Customer Demographic Characteristics

- **Race/Ethnicity, Age, and Gender.** In 2026, GoCary riders were primarily African American/Black (41%), followed by Hispanic riders (30%) and White riders (22%), with smaller shares identifying as Asian (8%), Native American Indian (5%), or Other (2%). The rider population was largely composed of working-age adults, with the largest age group being 25–34 (26%), followed by 35–44 (19%), 45–54 (18%), 55–64 (13%), 16–24 (16%), and 65 or older (8%). In terms of gender, riders were nearly evenly split, with 49% male, 49% female, and 3% identifying as non-binary or preferring not to say.
- **Employment and Income.** Overall, the 2026 results indicated that full-time employment was the most common status among GoCary riders, representing 40% of respondents. A substantial share of riders also reported working part-time (23%), suggesting that many riders rely on transit for flexible or non-traditional work schedules. Smaller proportions of riders identified as students (13%) or unemployed (13%), while retired riders accounted for 7% of the population. A modest share reported serving in a volunteer position (5%) or being a homemaker (5%), indicating a diverse mix of employment and activity levels among riders. The 2026 income distribution showed that a majority of GoCary riders reported household incomes below \$50,000, highlighting the importance of transit for lower- and moderate-income populations. The largest share of riders reported incomes of \$25,000 to \$49,999 (28%), followed closely by those earning \$15,000 to \$24,999 (25%) and less than \$15,000 (25%). A smaller portion of riders reported higher household incomes of \$50,000 or more (17%), indicating that while riders span a range of income levels, the system primarily serves households with more limited financial resources.

Customer Transportation Habits

- **Ridership.** 85% of respondents indicated that they use GoCary on a weekly basis. 35% indicated that they are regular users of GoRaleigh, and 25% were regular users of GoTriangle. During a typical week, 42% of riders indicated that they use GoCary services four to five times per week. An additional 30% of riders indicated that they ride six to seven times a week.
- **Typical Customer Transportation.** In 2026, work was the primary trip purpose for GoCary riders (50%), followed by shopping (16%) and recreation or events (14%). Smaller shares of riders reported traveling for school or college (10%), medical or dental appointments (7%), and other purposes (3%), indicating that the system is used mainly for commuting, with additional use for daily errands and personal activities.

Customer Opinions

- **Overall Quality of GoCary services.** In 2026, riders reported generally positive perceptions of overall service. 37% rated the service as excellent and 18% as very good, while another 24% rated it as good. Combined, this means 79% of riders rated the service positively. A smaller share of riders reported more moderate or negative perceptions, with 15% selecting neutral and 6% indicating poor ratings. Overall, the results indicate that most riders view GoCary service favorably, with strong positive ratings across the majority of respondents.

- **Satisfaction with Statements Regarding GoCary Services.** Overall, riders reported generally positive perceptions across most GoCary service components, with many attributes receiving a majority of excellent or very good ratings. The strongest ratings are concentrated in service reliability and weekday operations, indicating solid performance in core service delivery. Below are the Highest Rated Service Components (Excellent + Very Good Combined).
 - Courtesy & helpfulness of bus operators – 67%
 - Your sense of personal safety from other passengers on the buses – 64%
 - Cleanliness of the bus interiors – 63%
 - Frequency of service on weekdays – 62%
- **Importance Ratings.** In 2026, riders continued to place the greatest importance on service reliability and core operational performance. Buses running on time was the most important service attribute, with 15% of riders identifying it as one of the top priorities for improvement. Other important factors related to service frequency, hours of operation, and service to desired locations, indicating that riders prioritize aspects of service that directly affect the reliability and convenience of their travel.
 - Buses running on time (15%)
 - Frequency of service on Sundays (10%)
 - Hours the buses operate on Sundays (10%)
 - Frequency of service on weekdays (9%)
 - Service to all locations you want to go (9%)
- The following section presents the figures and reporting for each survey question broken down into two categories: Key Characteristics of Riders and Customer Satisfaction.

Section 2

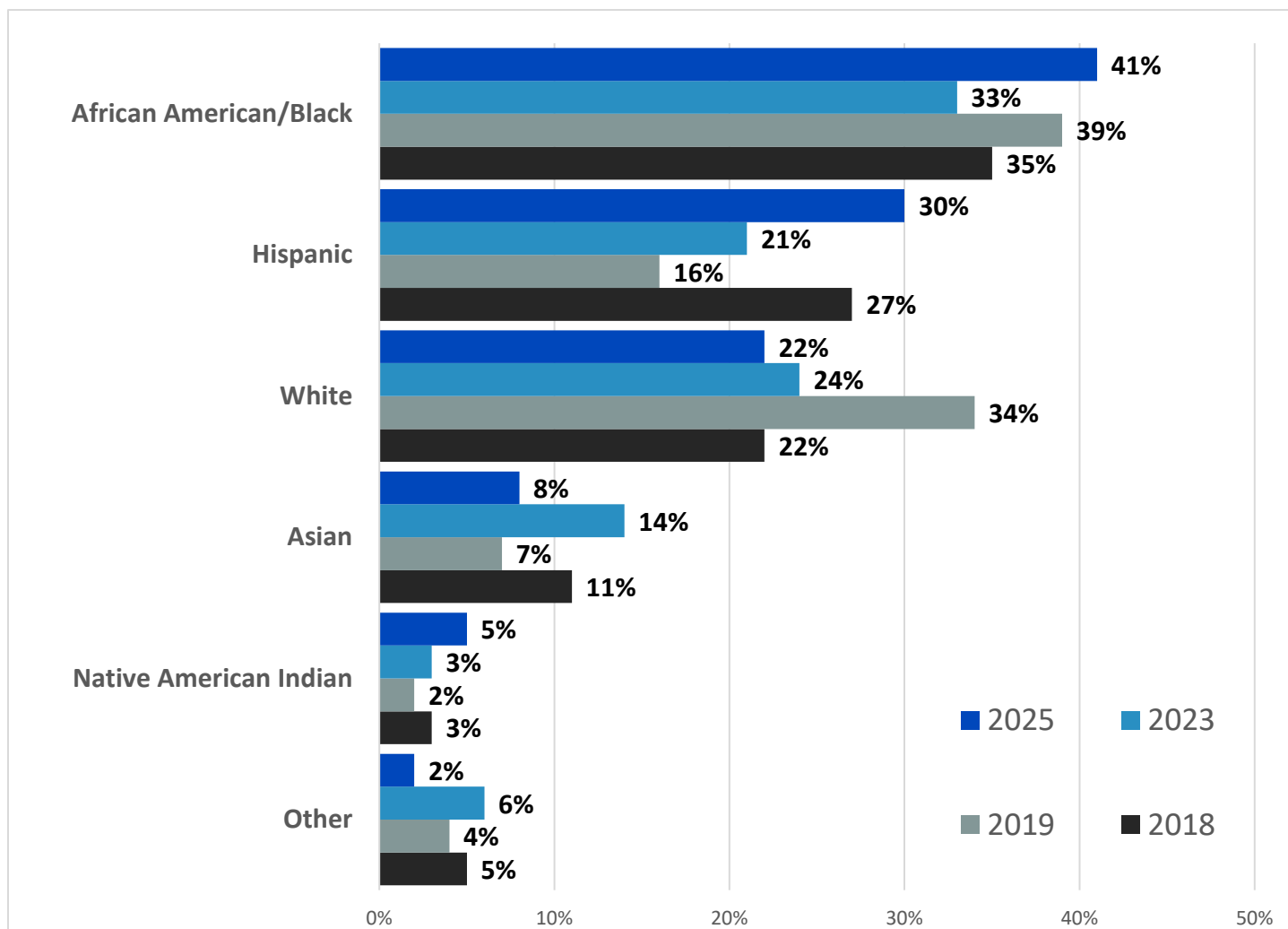
Figures and Reporting



Characteristics of Riders

Race/Ethnicity

Figure 1. Race/Ethnicity of Riders

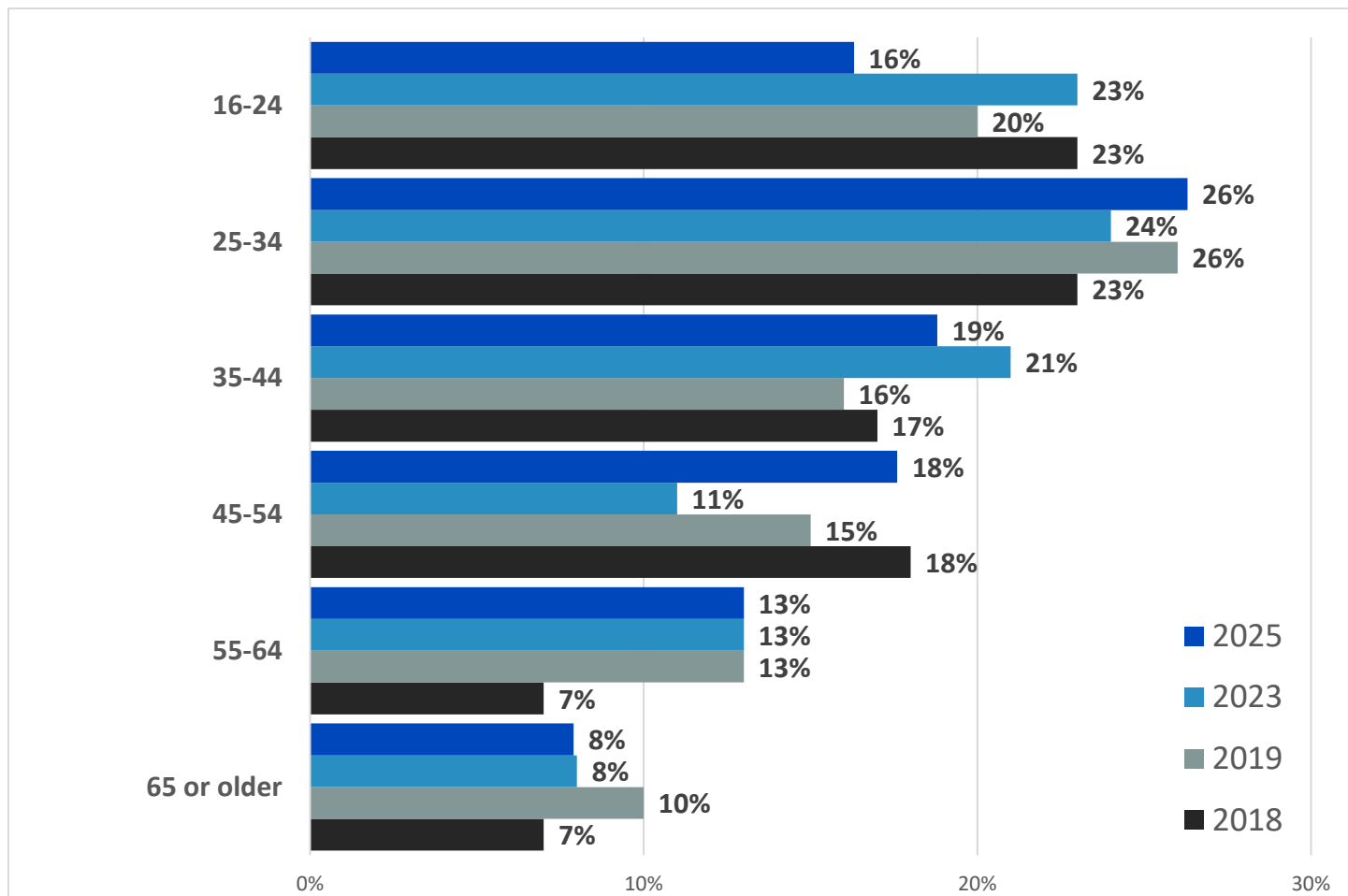


The racial composition of GoCary riders shifted somewhat across survey years, with African American/Black riders representing the largest share in 2026. In 2026, 41% of riders identified as African American/Black, an increase from 33% in 2023 and higher than 39% in 2019 and 35% in 2018. The share of riders identifying as Hispanic increased to 30% in 2026, compared with 21% in 2023, 16% in 2019, and 27% in 2018, representing one of the most significant increases across groups. White decreased to 22% in 2026, compared with 24% in 2023, 34% in 2019, and 22% in 2018, indicating a notable decline from earlier survey years. The proportion of riders identifying as Asian declined to 8% in 2026, down from 14% in 2023, 7% in 2019, and 11% in 2018. Smaller shares of riders identified as Native American Indian (5%) or Other (2%), which have remained relatively consistent across survey years.

Overall, the results suggest that GoCary ridership has become more diverse over time, with increases in the shares of African American/Black and Hispanic riders, while the share of White riders has declined compared with earlier surveys.

Age of Riders

Figure 2. Age of Riders



Overall, the survey results indicated that the age distribution of GoCary riders in 2026 remained relatively balanced across adult age groups, with the largest shares concentrated among riders ages 25 to 34, 35 to 44, and 45 to 54. Compared with prior survey years, the 2026 results show modest shifts in the representation of younger riders, while middle-aged and older rider segments remained generally stable.

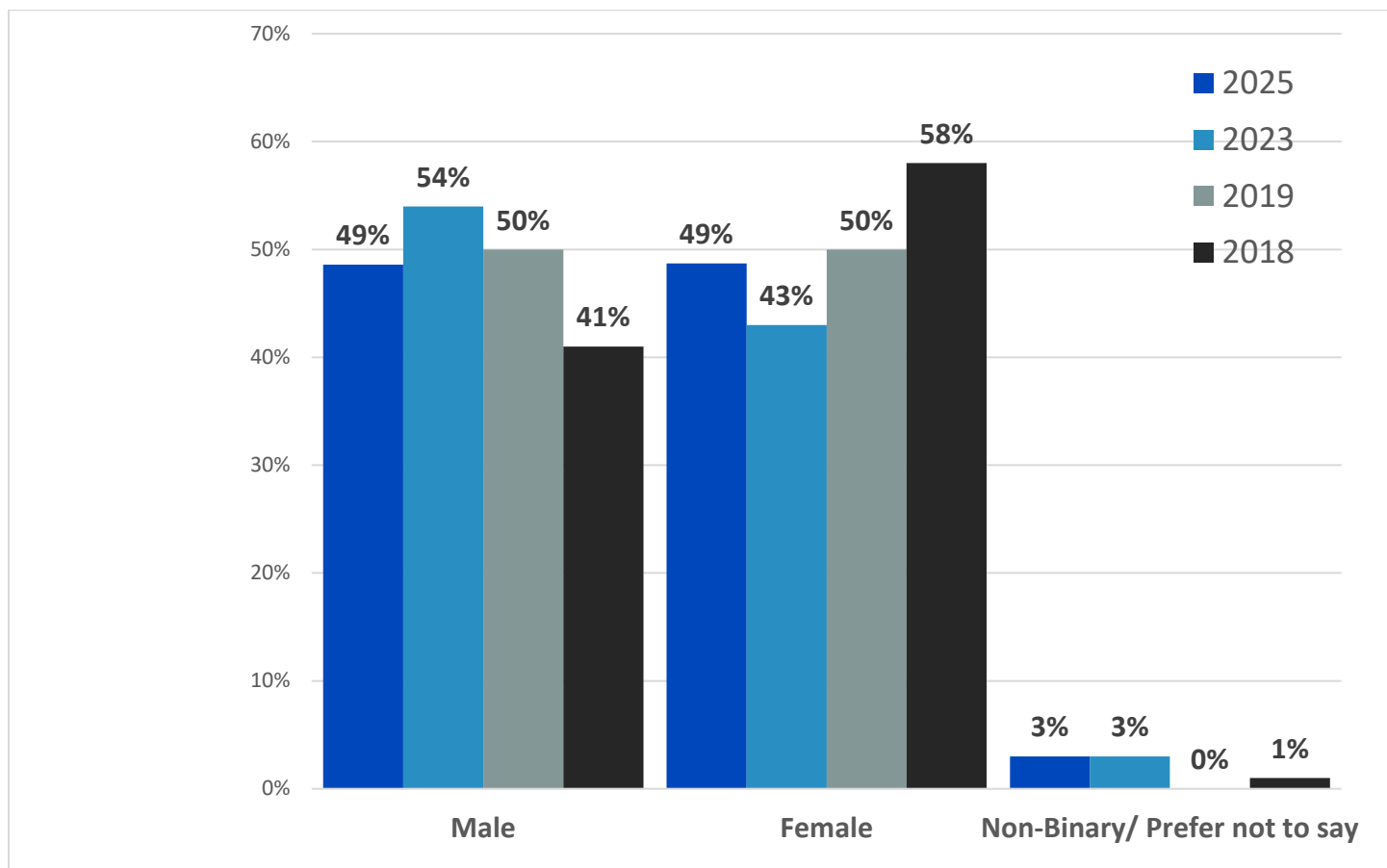
Riders ages 25 to 34 represented the largest age group in 2026 at 26%, consistent with 26% in 2019 and slightly higher than 24% in 2023 and 23% in 2018, indicating continued strong representation among young adult riders. The share of riders ages 35 to 44 accounted for 19% in 2026, slightly lower than 21% in 2023, but higher than 16% in 2019 and 17% in 2018, suggesting relatively stable participation among this group. Riders ages 45 to 54 made up 18% of riders in 2026, representing an increase from 11% in 2023 and aligning with 18% in 2018, indicating growth in mid-career riders compared with the previous survey.

Younger riders ages 16 to 24 represented 16% of riders in 2026, a decline from 23% in both 2023 and 2018 and 20% in 2019, suggesting a modest reduction in the share of younger riders in the most recent survey year. Meanwhile, riders ages 55 to 64 accounted for 13% of riders in 2026, consistent with 13% in both 2023 and 2019, but higher than 7% in 2018, indicating a stable presence among older working-age riders. Riders ages 65 or older represented 8% of riders in 2026, unchanged from 8% in 2023, slightly lower than 10% in 2019, and comparable to 7% in 2018.

Overall, the findings suggest that GoCary ridership continues to be anchored by working-age adults, particularly those between ages 25 and 54, while the share of younger riders declined somewhat in 2026. Older adult ridership remained relatively steady across survey years, indicating consistent use of the system among mature and senior riders.

Gender of Riders

Figure 3. Gender of Riders

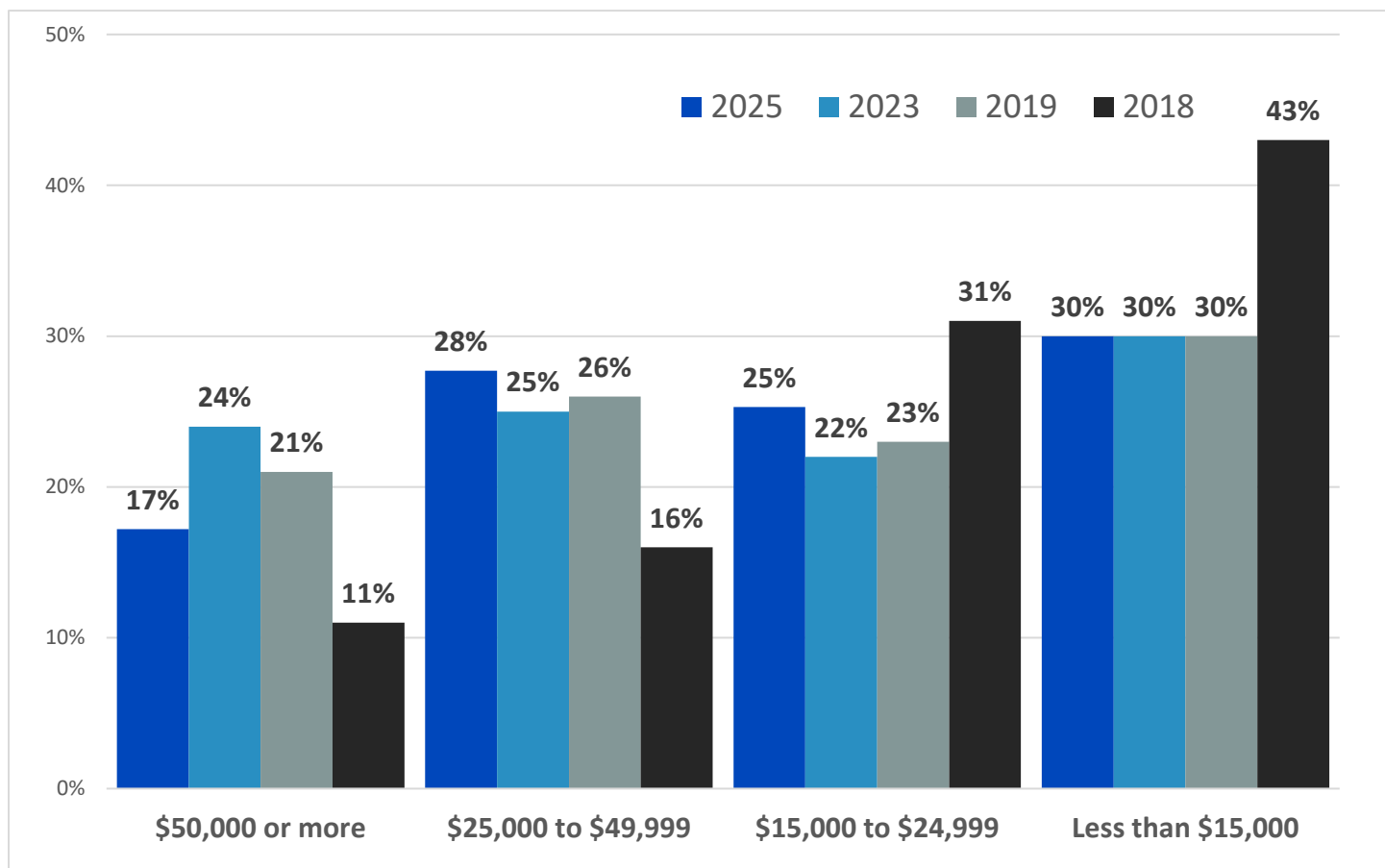


In 2026, 49% of GoCary riders identified as male, 49% identified as female, and 3% identified as non-binary or prefer not to say.

Over time, gender distribution showed some fluctuation in representation. The share of male riders increased overall, rising from 41% in 2018 and 50% in 2019 to 54% in 2023, before declining to 49% in 2026. Despite the decrease from 2023, the proportion of male riders in 2026 remained comparable to levels reported in earlier survey years. In contrast, the share of female riders declined from 58% in 2018 to 50% in 2019, then dropped further to 43% in 2023, before increasing again to 49% in 2026, indicating a rebound in female representation in the most recent survey year.

Household Income

Figure 4. Household Income of Riders

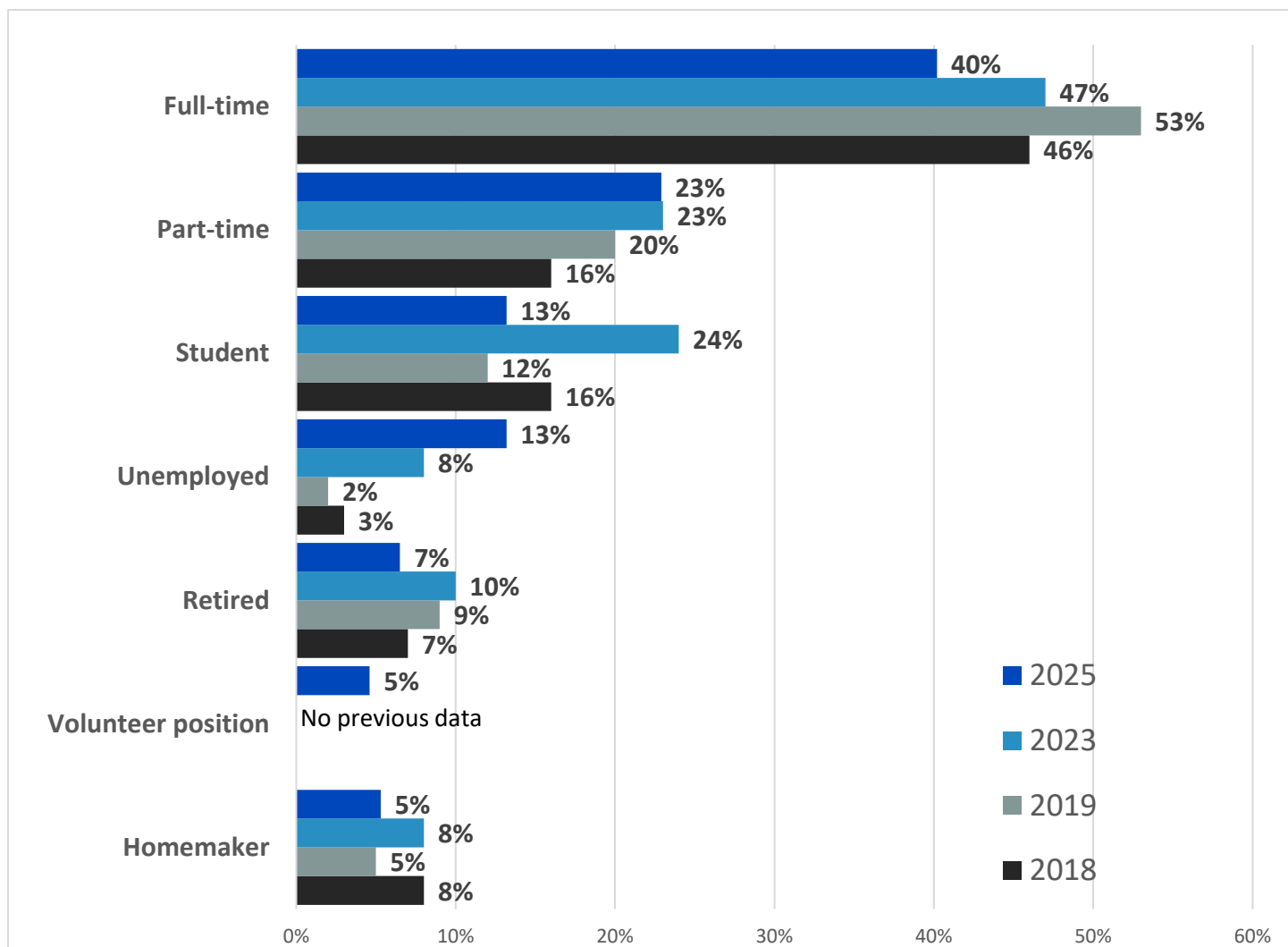


In 2026, the largest share of GoCary riders reported a household income of \$25,000 to \$49,999 (28%), followed by riders earning less than \$15,000 (30%) and those earning \$15,000 to \$24,999 (25%). Riders with household incomes of \$50,000 or more accounted for 17% of the sample. Overall, the 2026 results showed that riders were distributed across income categories, with a concentration in the middle- and lower-income ranges.

Over time, the chart showed a gradual shift away from the lowest income category and toward moderate-income levels. The share of riders reporting less than \$15,000 has maintained at 30% from its drop in 2019 from 43% to 30%. In contrast, the \$25,000 to \$49,999 category increased overall, rising from 16% in 2018 to 26% in 2019, 25% in 2023, and reaching 28% in 2026, making it the largest income group in the most recent survey year. The \$15,000 to \$24,999 category declined from 31% in 2018 to 23% in 2019 and 22% in 2023, before increasing slightly to 25% in 2026. Meanwhile, the share of riders reporting \$50,000 or more grew over time, increasing from 11% in 2018 to 21% in 2019 and 24% in 2023, before declining to 17% in 2026.

Employment Status

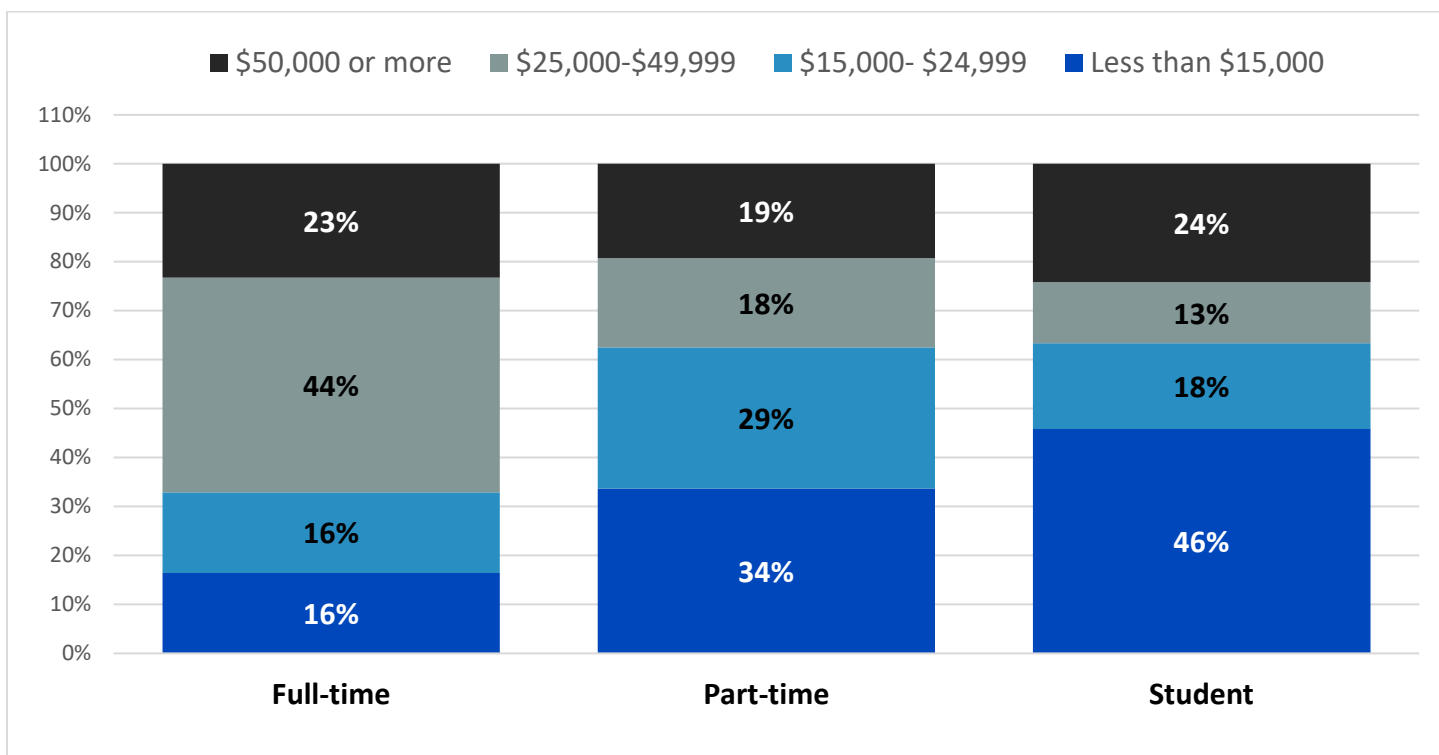
Figure 5. Employment Status of Riders



In 2026, the largest group of GoCary respondents were employed full-time (40%). Respondents employed part-time accounted for 23%, representing the second largest group. Students and unemployed respondents each accounted for 13%, while smaller shares reported being retired (7%), holding a volunteer position (5%), or being a homemaker (5%). Overall, the 2026 results indicate that a majority of respondents were employed, with a notable share also engaged in part-time work or education.

Over time, the data showed a shift in employment composition among respondents. The share of respondents employed full-time declined steadily, decreasing from 46% in 2018 and peaking at 53% in 2019, before dropping to 47% in 2023 and further to 40% in 2026, representing the most notable decrease among the categories. The proportion of students fluctuated, increasing to 24% in 2023 before declining to 13% in 2026, aligning more closely with earlier levels. The share of respondents employed part-time increased overall, rising from 16% in 2018 to 20% in 2019, and reaching 23% in both 2023 and 2026, indicating gradual growth in part-time employment. The unemployed category increased notably over time, rising from 3% in 2018 and 2% in 2019 to 8% in 2023, and further to 13% in 2026, representing a substantial increase compared with earlier survey years. Meanwhile, the share of retired respondents declined slightly from 10% in 2023 to 7% in 2026, while the shares of homemakers remained relatively consistent across survey years.

Figure 6. Employment Status by Household Income



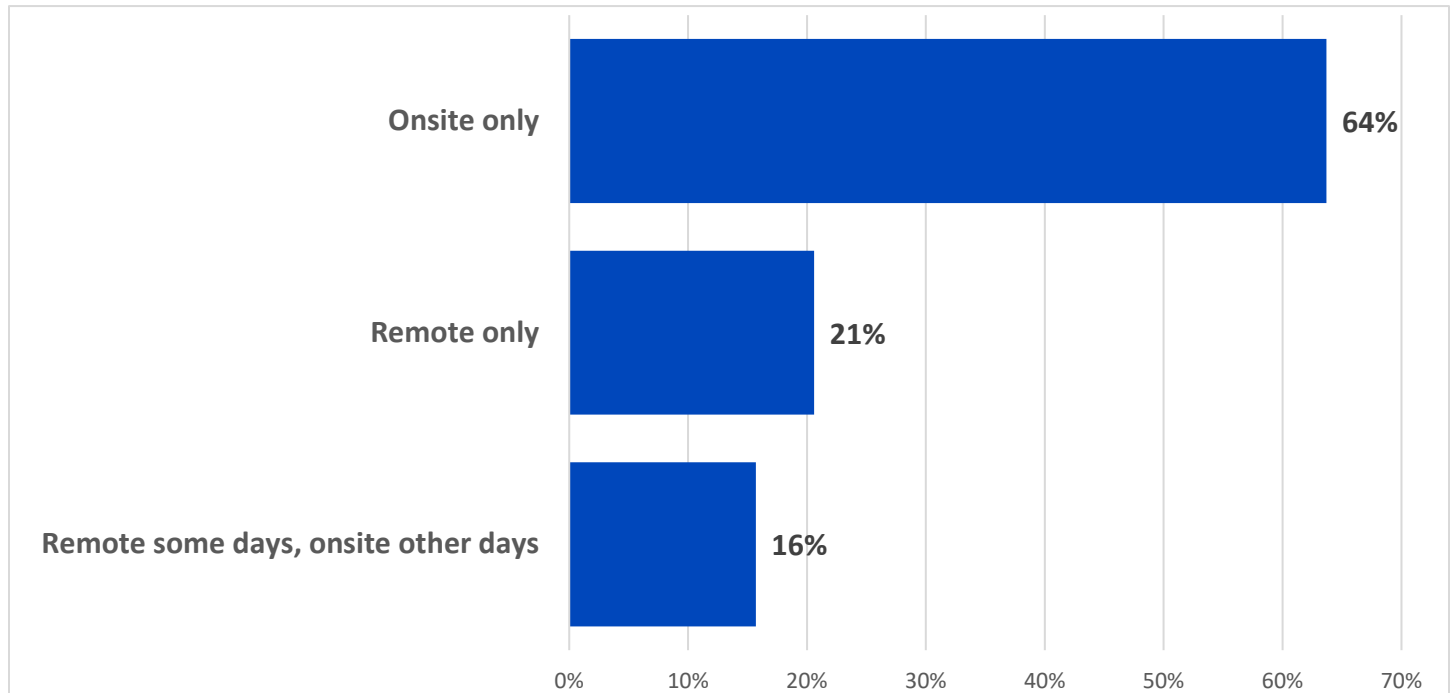
Among full-time employed respondents, income levels were more concentrated in the middle- to higher-income categories. The largest share reported household incomes of \$25,000–\$49,999 (44%), followed by \$50,000 or more (23%). Smaller but equal shares reported incomes of \$15,000–\$24,999 (16%) and less than \$15,000 (16%), indicating a relatively balanced distribution with a tilt toward moderate income levels.

For part-time employees, income levels skewed more heavily toward lower-income categories. About 34% reported household incomes under \$15,000, while 29% fell within the \$15,000–\$24,999 range. Smaller shares reported incomes of \$25,000–\$49,999 (18%) and \$50,000 or more (19%), suggesting that part-time workers are more likely to fall into lower-income brackets compared to full-time workers.

Among students, income levels were strongly concentrated in the lowest-income category. Nearly half (46%) reported household incomes under \$15,000, with an additional 18% in the \$15,000–\$24,999 range. Fewer students reported incomes of \$25,000–\$49,999 (13%) and \$50,000 or more (24%), indicating a distribution that is heavily weighted toward lower-income households, but with a notable portion still in the highest income category.

Work/School Location

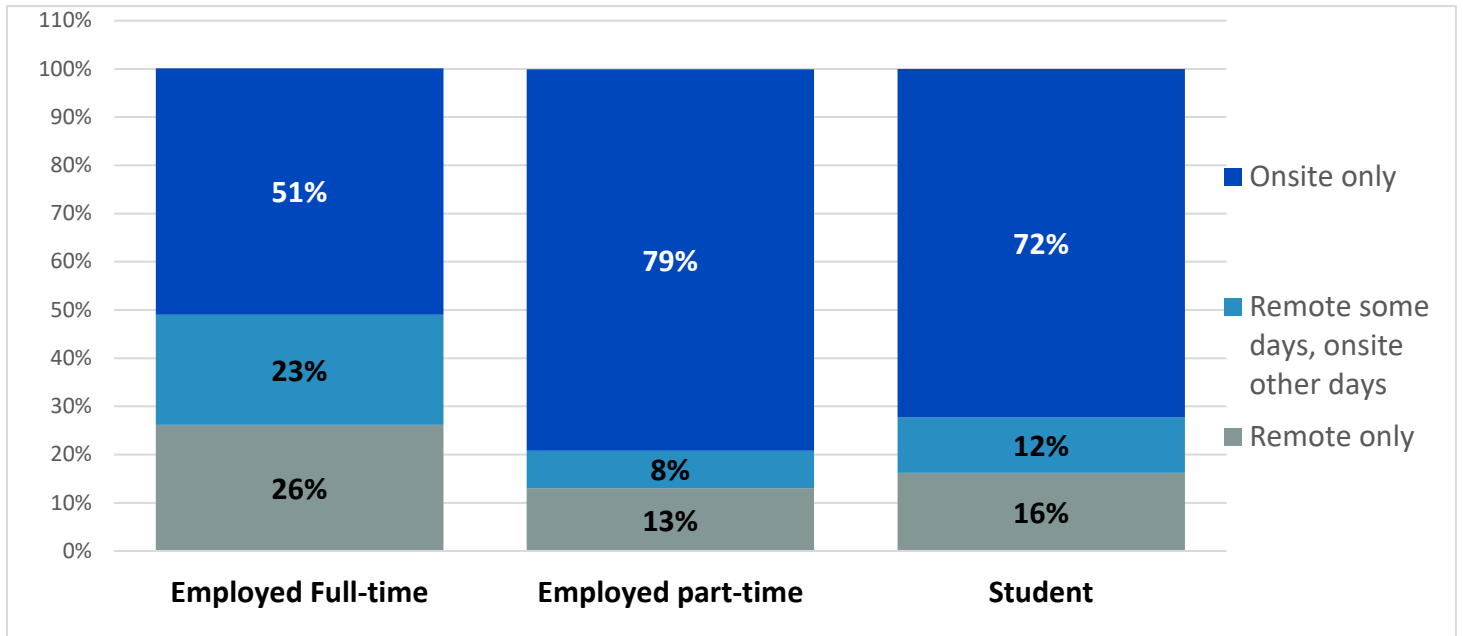
Figure 7. Work and School Location



The data showed that most respondents primarily worked or attended classes onsite rather than remotely. Overall, 64% of respondents reported working/attending classes onsite only, while 16% reported a hybrid schedule (working/attending classes remotely some days and onsite other days), and 21% worked/attended class fully remote.

Work/School Location by Employment Status

Figure 8. Work and School Location by Employment Status

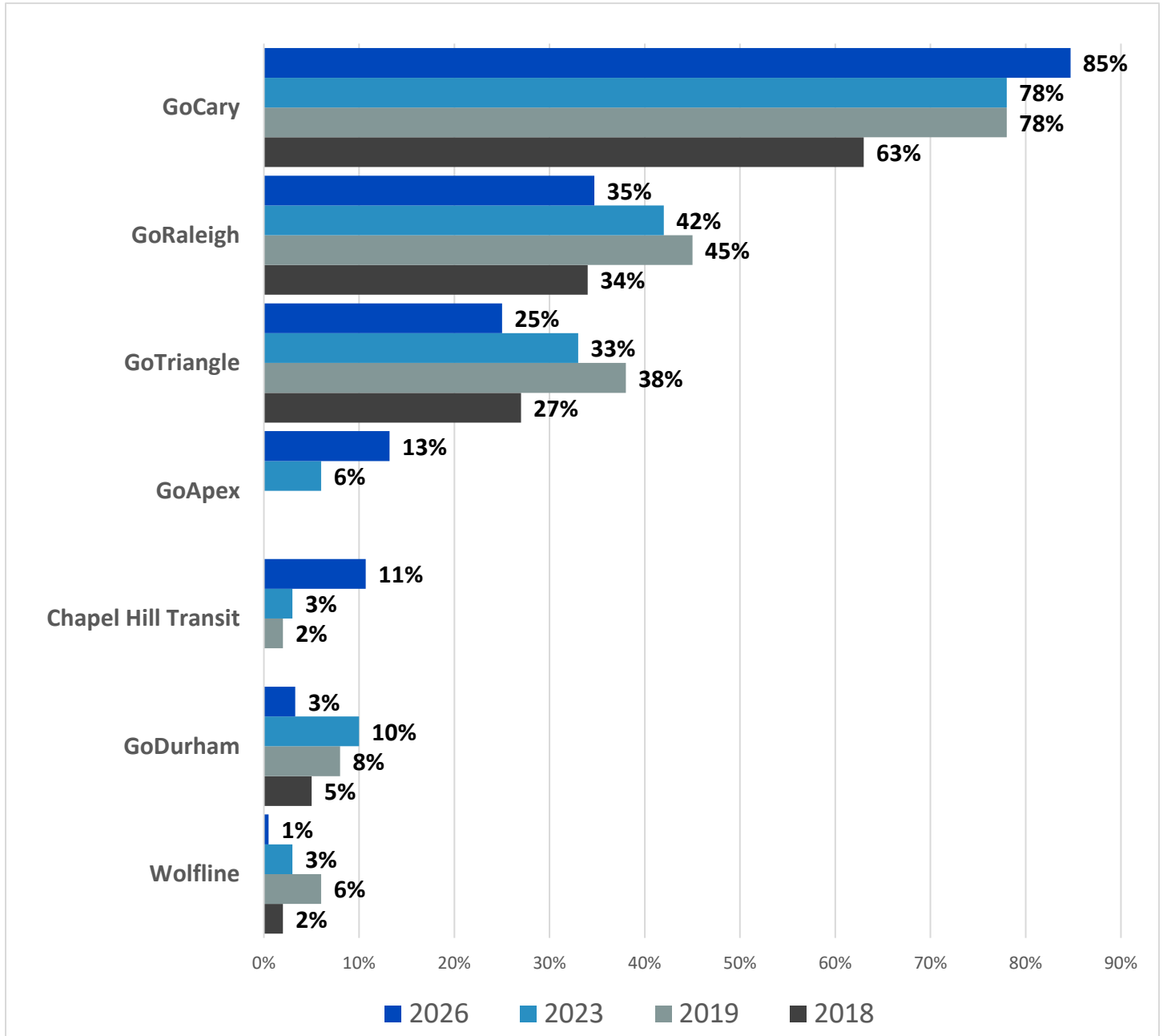


In 2026, most riders reported working or attending school onsite, particularly among part-time employees and students. Among full-time employees, 51% worked onsite only, while 23% worked remotely some days and onsite other days, and 26% worked remotely only. Among part-time employees, a strong majority (79%) worked onsite only, with smaller shares working remotely only (13%) or in a hybrid arrangement (8%). Similarly, most students attended onsite only (72%), while 12% reported a hybrid schedule and 16% attended remotely only.

Overall, the results indicate that in-person work and school attendance remained the dominant arrangement across all employment and student groups in 2026.

Systems Used Weekly by Respondents

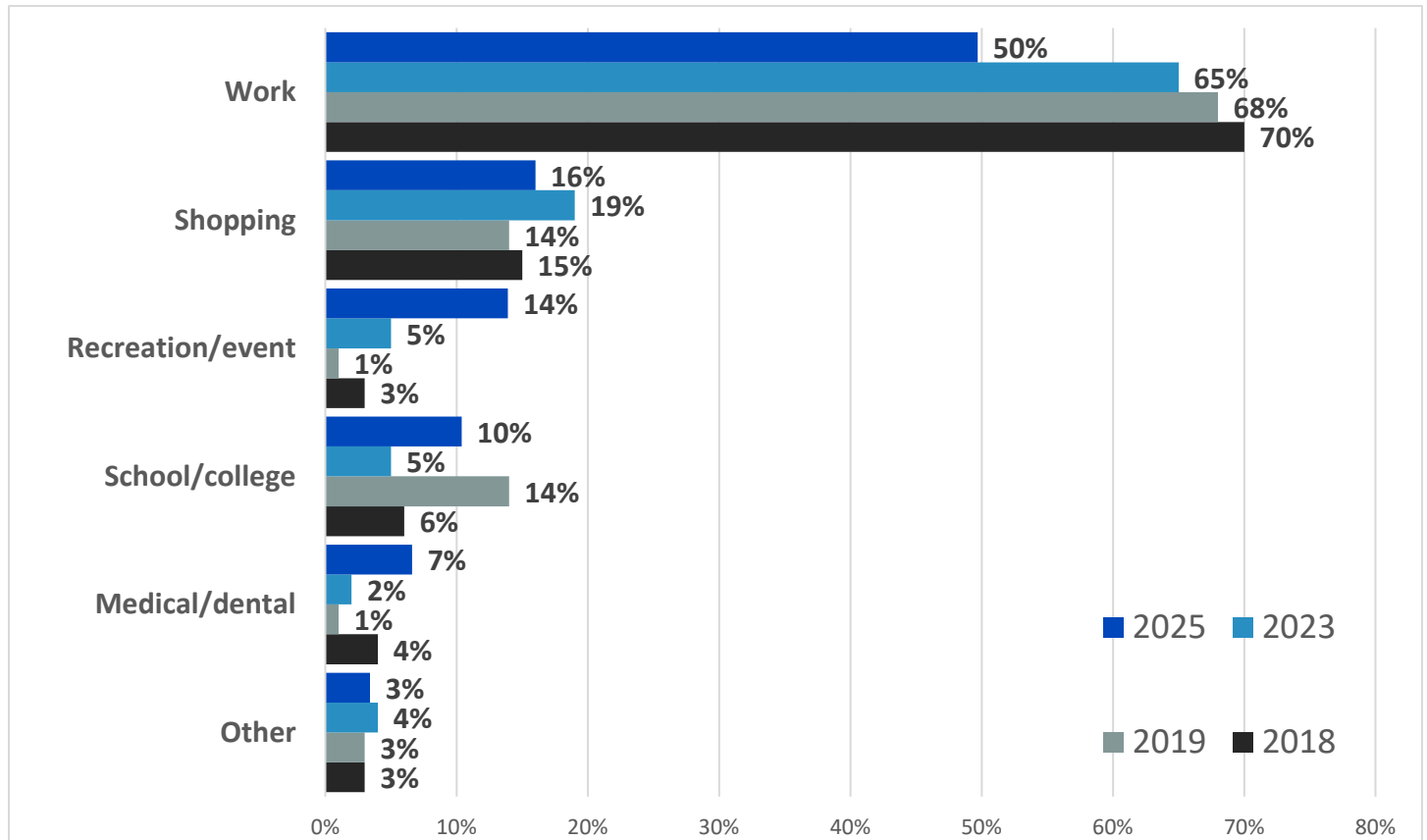
Figure 9. Regional Weekly Bus System Usage



Many respondents reported using multiple transit systems across the region. In 2026, the most commonly used systems besides GoCary were GoRaleigh (35%) and GoTriangle (25%). Smaller shares reported using GoApex (13%), Chapel Hill Transit (11%), and GoDurham (3%).

Trip Purpose

Figure 10. Main Purpose of Trips

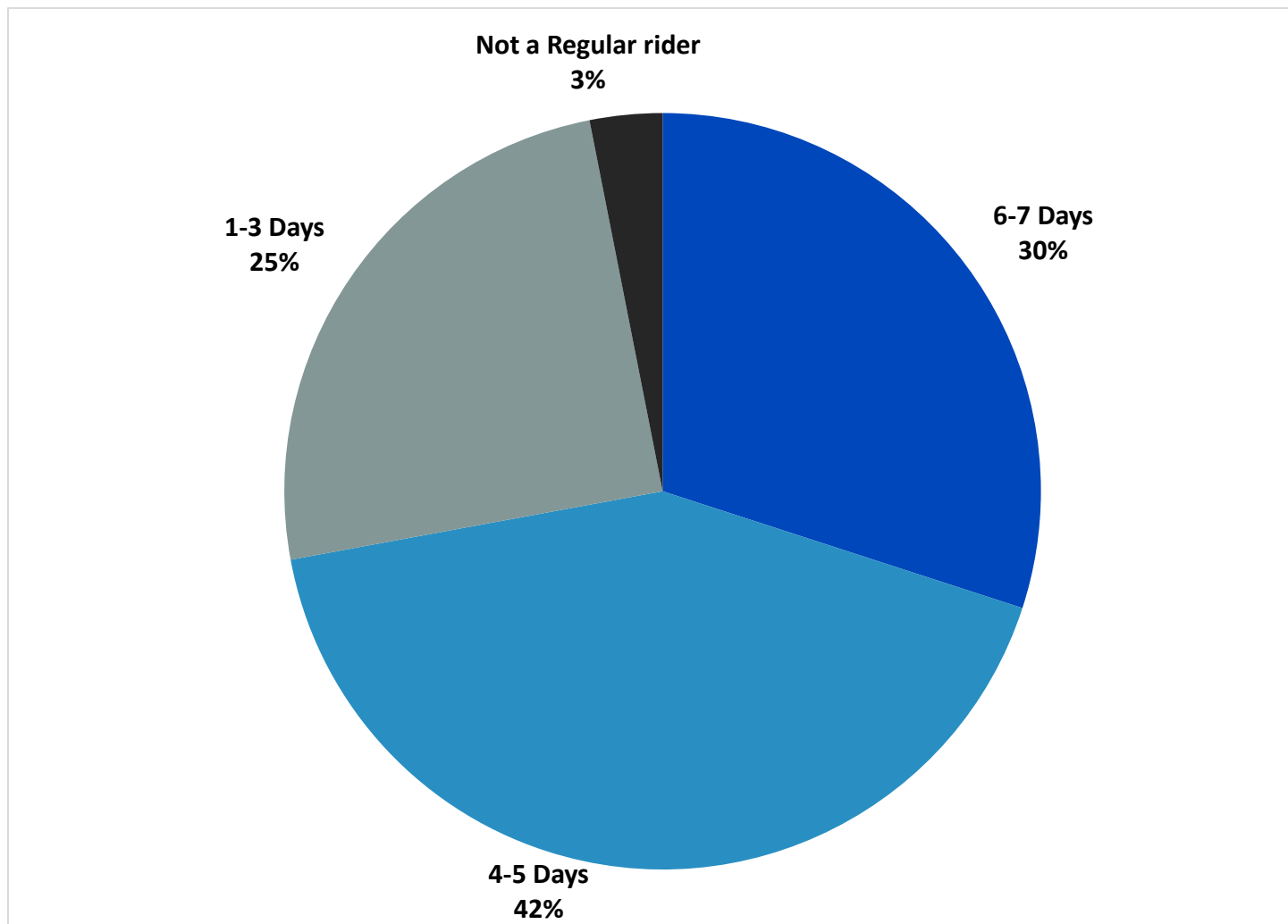


In 2026, the primary reason riders used GoCary service was for work-related travel (50%), making it the dominant trip purpose. The second most common reason was shopping (16%), followed by recreation or events (14%) and school or college travel (10%). Smaller shares of riders reported using the service for medical or dental appointments (7%), while other purposes accounted for 3% of trips.

Overall, the results indicate that GoCary primarily serves commuters, with half of all trips focused on work-related travel. However, the data also shows a broader mix of trip purposes compared with earlier years, including increased use for recreation, shopping, and medical needs, highlighting the system's role in supporting a variety of daily activities beyond commuting.

Frequency of GoCary Use

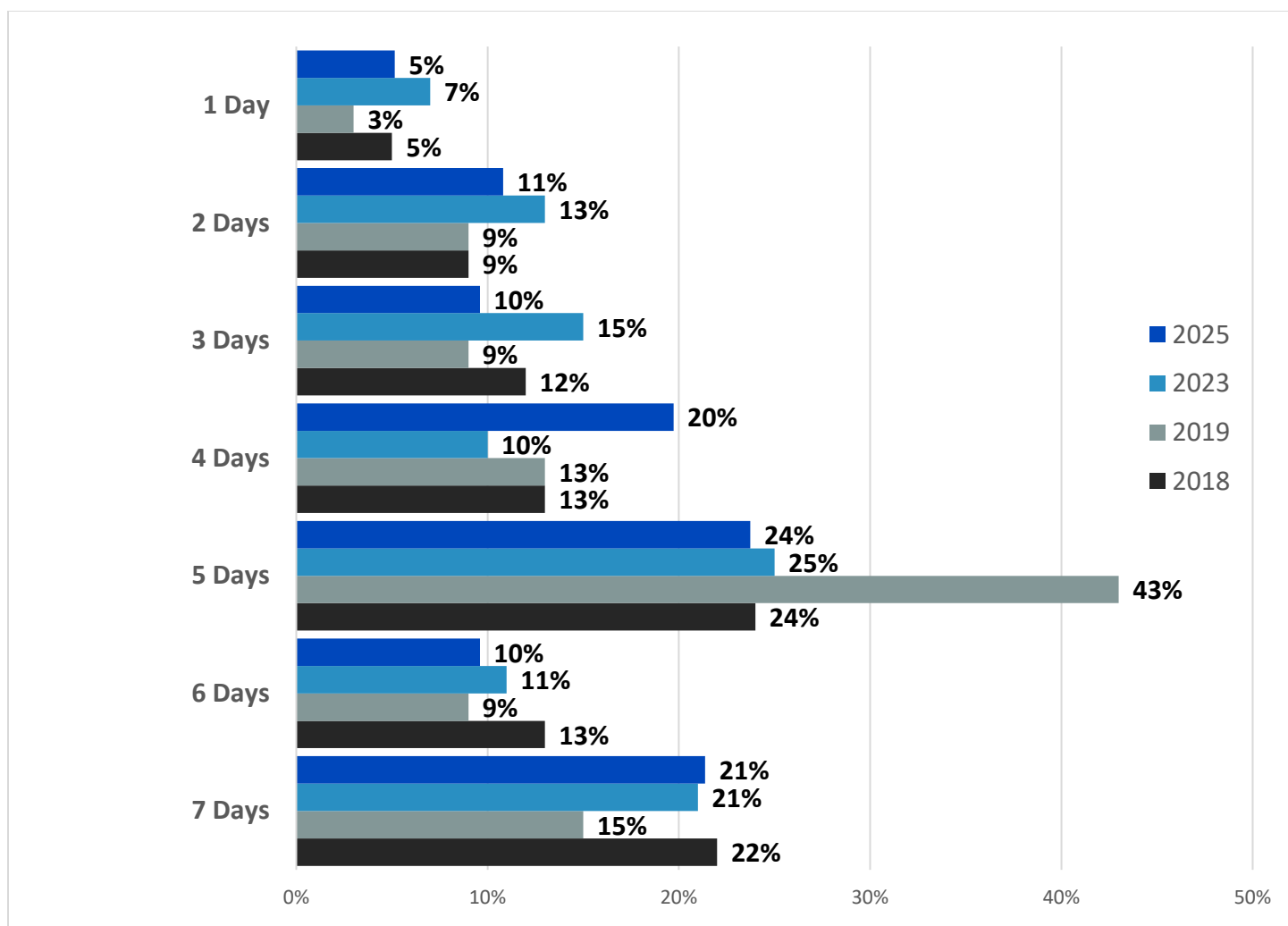
Figure 11. Frequency of GoCary Use



In 2026, most GoCary riders reported using the service frequently throughout the week. The largest share of riders indicated using the service four to five days per week (42%), followed by those using the service six to seven days per week (30%). Another 25% of riders reported using the service one to three days per week, while only 3% identified as not regular riders.

Overall, the results indicate that GoCary riders are primarily frequent users of the system, with more than seven in ten riders (72%) using the service at least four days per week. This pattern suggests that GoCary plays an important role in supporting regular travel needs, particularly for commuting and routine daily activities.

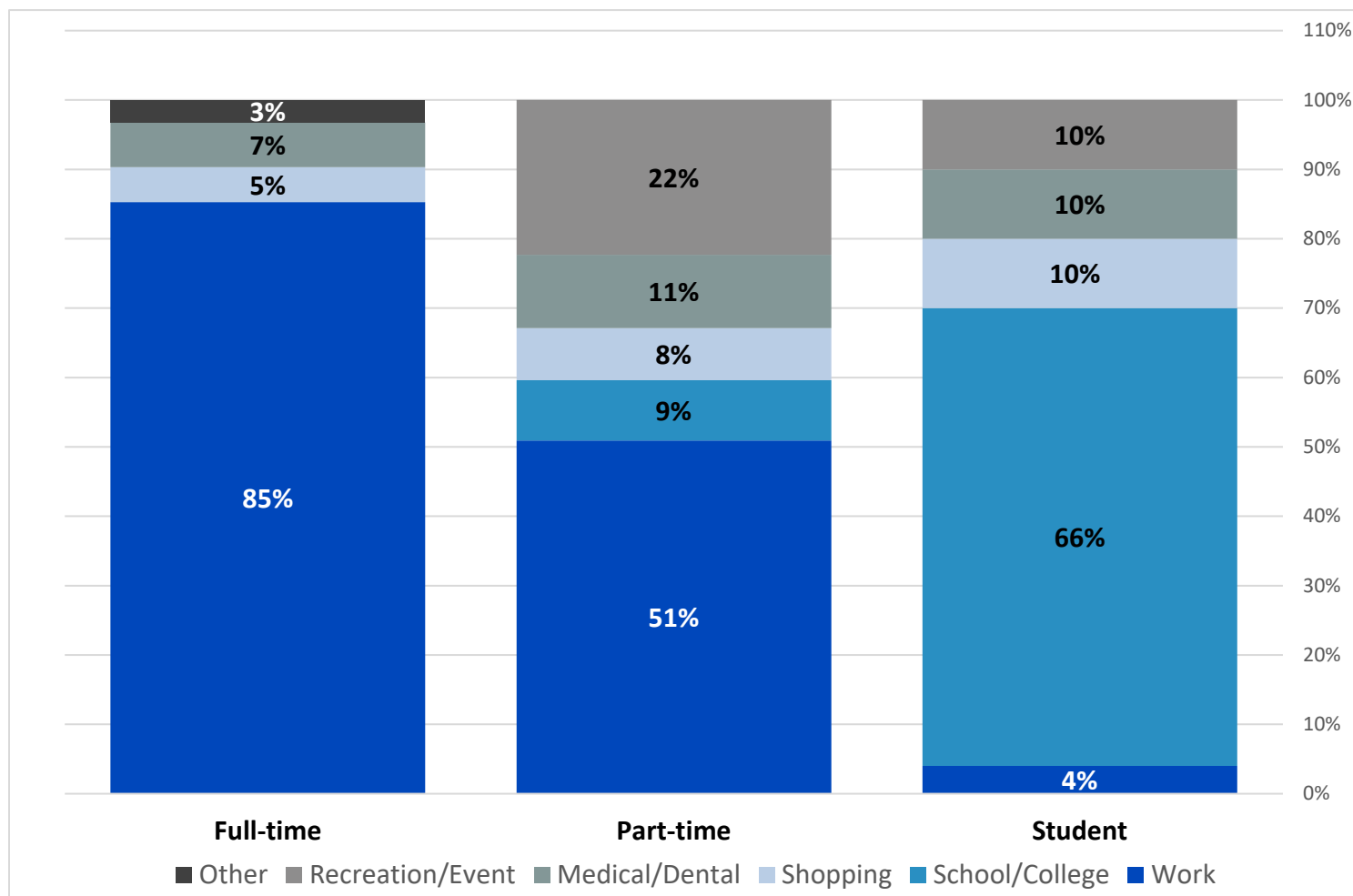
Figure 12. Frequency of GoCary Use Trends



Most riders reported using GoCary multiple days per week, with regular weekday travel remaining a common usage pattern. In 2026, the largest share of riders reported using the service five days per week (24%), although this was substantially lower than in 2019 (43%) and similar to 2018 (24%) and 2023 (25%), indicating a decline from the peak weekday commuting pattern observed in 2019. At the same time, seven-day usage remained relatively high at 21% in 2026, matching the share reported in 2023 (21%) and representing an increase compared with 2019 (15%), suggesting more riders are using GoCary throughout the entire week. Moderate usage levels were also common, including four days per week (20%), three days per week (10%), and six days per week (10%). Smaller shares of riders reported lighter usage, including one day per week (5%) and two days per week (11%).

Trip Purpose by Employment Status

Figure 13. Trip Purpose by Employment Status

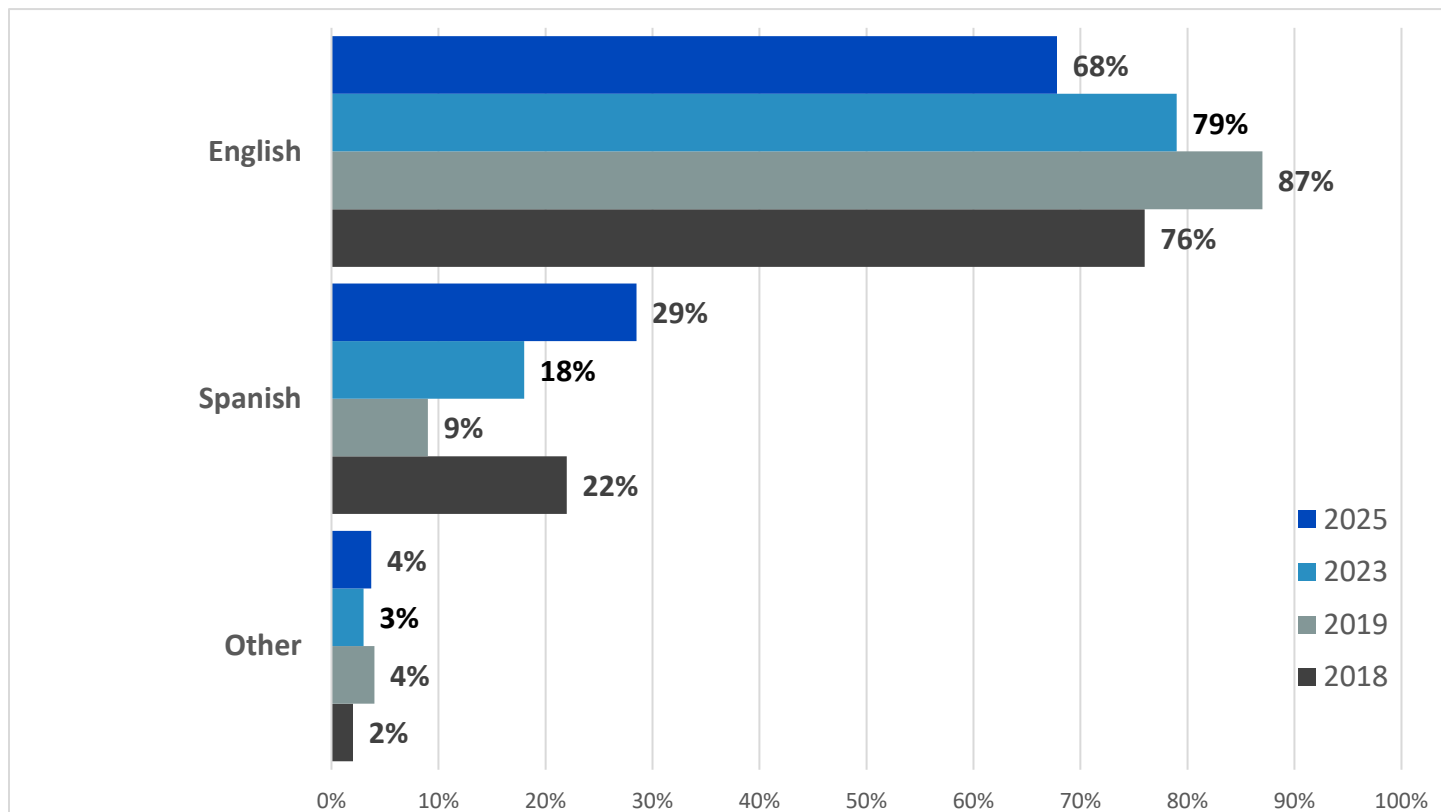


In 2026, trip purposes varied by employment and student status, with work trips dominating among full-time and part-time employees, while school-related travel was the primary purpose for students. Among full-time employees, the vast majority of trips were for work (85%), with smaller shares for medical/dental (7%), shopping (5%), recreation/events (3%), and other purposes (3%). Among part-time employees, work remained the most common trip purpose (51%), followed by recreation/events (22%), medical/dental (11%), school/college (9%), shopping (8%), and other purposes (22%). For students, most trips were for school/college (66%), while smaller shares were for recreation/events (10%), shopping (10%), medical/dental (10%), other purposes (10%), and work (4%).

Overall, the results indicate that commuting to work and attending school were the primary travel drivers for riders in 2026, with other trip purposes representing smaller but meaningful shares of travel activity.

Primary Language of Household

Figure 14. Primary Language of Riders



In 2026, the majority of GoCary riders reported speaking English at home (68%), making it the most common language among respondents. Spanish was the second most frequently spoken language (29%), while a small share of riders reported speaking other languages (4%) at home. Over time, the share of riders who reported primarily speaking English at home declined, decreasing from 76% in 2018 and 87% in 2019 to 79% in 2023, and further to 68% in 2026. In contrast, the proportion of riders who reported speaking Spanish at home increased overall, rising from 22% in 2018 to 9% in 2019, then growing to 18% in 2023 and reaching 29% in 2026, representing the most notable increase among language groups. The share of riders who reported speaking other languages remained relatively small and stable across survey years, ranging from 2% to 4%.

Overall, the results suggest that the linguistic diversity of GoCary riders has increased over time, with a growing proportion of Spanish-speaking households compared with earlier surveys.

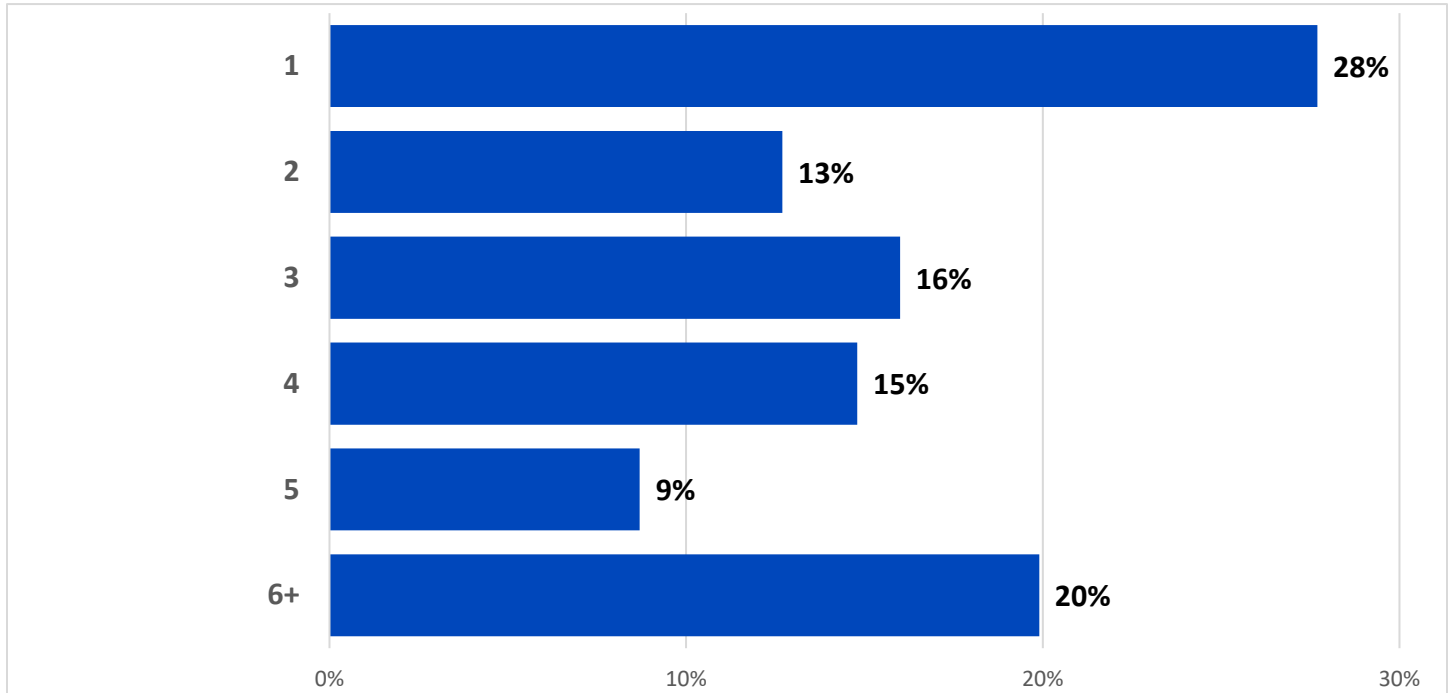
Figure 17 below breaks down the 4% of riders who selected “other” as their primary language.

Figure 15. Other Languages

Language	% of Sample	% of "Other"
Chinese	1%	40%
Nepali	1%	32%
Arabic	1%	29%
Total	4%	100%

Household Size

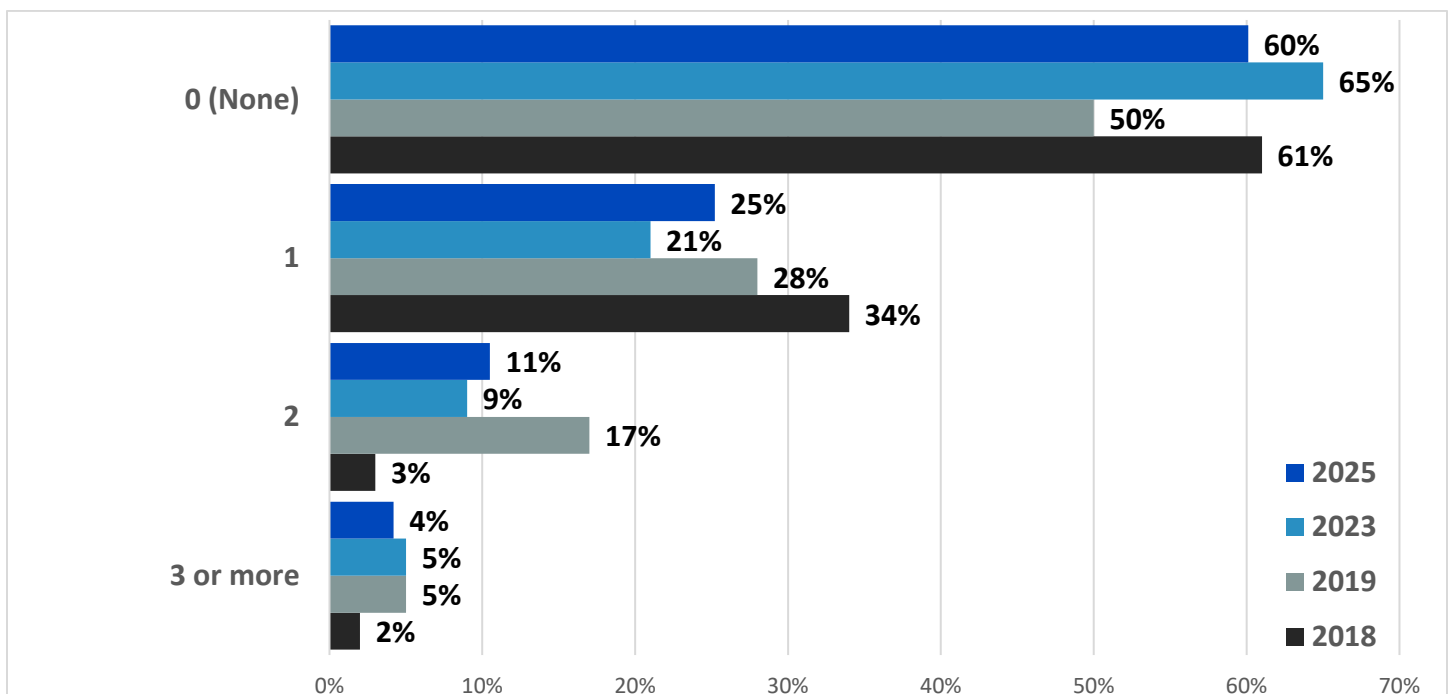
Figure 16. Household Size



In 2026, household sizes among riders varied, with single-person households representing the largest share (28%), followed by households with six or more people (20%). Moderate shares of riders lived in households with three people (16%) or four people (15%), while two-person households accounted for 13%. The smallest share of riders lived in five-person households (9%). Overall, the results indicate a mix of smaller and larger households, with many riders living alone or in larger family households.

Household Vehicles

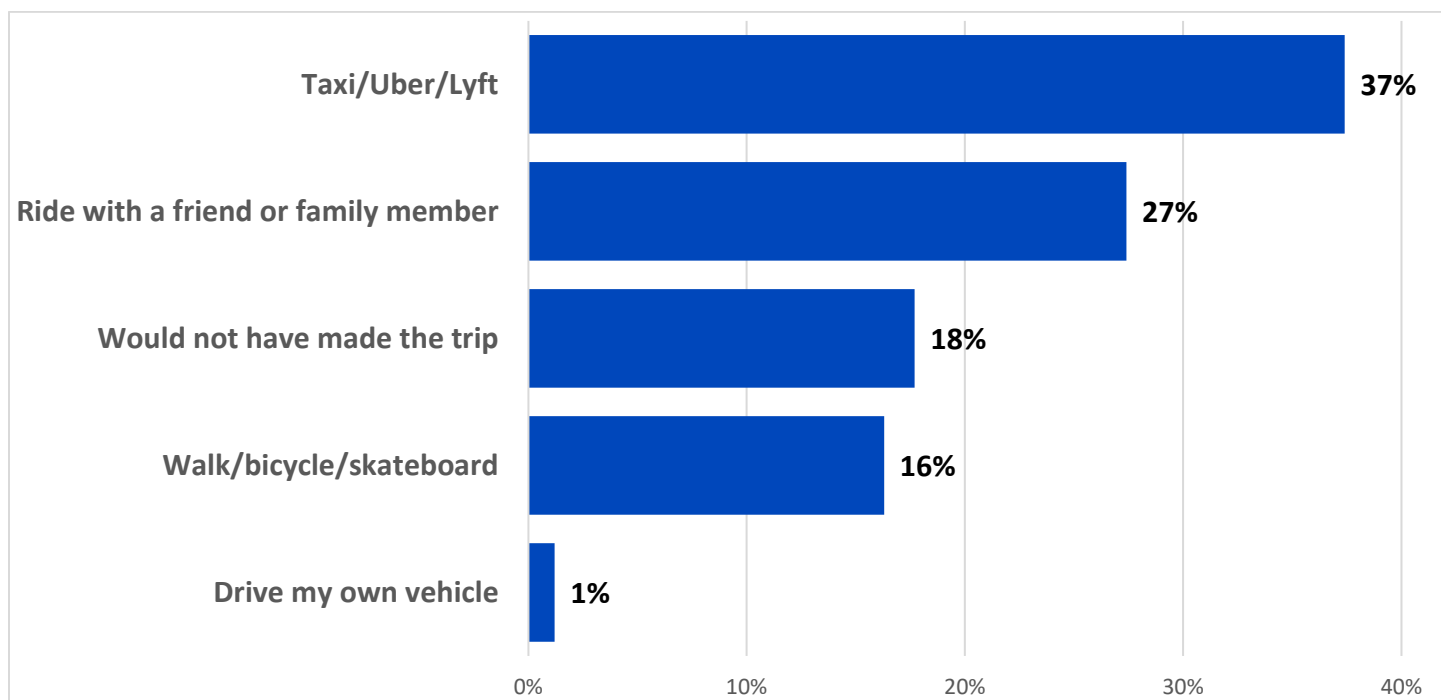
Figure 17. Household Vehicles



In 2026, the majority of GoCary riders reported having no household vehicles (60%). Riders with one vehicle accounted for 25%, while 11% reported having two vehicles and 4% reported having three or more vehicles. Overall, the 2026 results indicate that a substantial share of riders rely on transit as their primary means of transportation. Over time, the share of riders with no household vehicles remained consistently high, increasing from 50% in 2019 to 65% in 2023, before declining slightly to 60% in 2026. In contrast, the proportion of riders with one vehicle declined overall, decreasing from 34% in 2018 and 28% in 2019 to 21% in 2023, before increasing slightly to 25% in 2026. Overall, the results suggest that GoCary riders are more likely to live in households without access to a personal vehicle, reinforcing the importance of transit service for daily mobility.

Alternative Transportation Methods

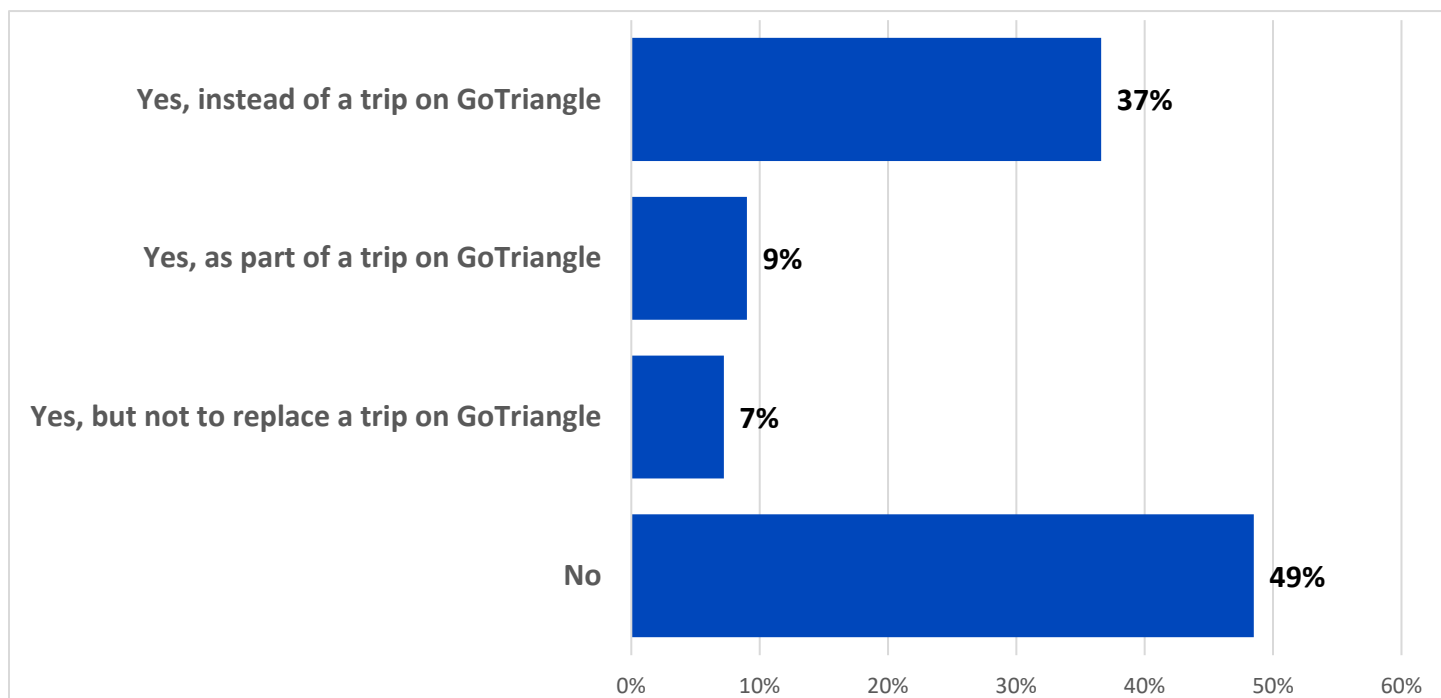
Figure 18. Alternative Transportation Methods



If GoCary service were unavailable, the most common alternative reported by riders was using a Taxi, Uber, or Lyft (37%). A notable share of riders (27%) said they would ride with a friend or family member, highlighting the role of informal transportation networks when transit is unavailable. Additionally, 18% of riders reported they would not have made the trip at all, underscoring the important role GoCary plays in enabling mobility for many riders. Without transit, a meaningful portion of trips may not occur. Other alternatives included walking, bicycling, or skateboarding (16%), suggesting that some riders would shift to active transportation modes when feasible. Only a small number of riders (1%) reported they would drive their own vehicle, reinforcing that many riders may have limited access to personal vehicles and depend on transit or other transportation options.

Uber/Lyft/Taxi Usage

Figure 19. Uber/Lyft/Taxi Usage

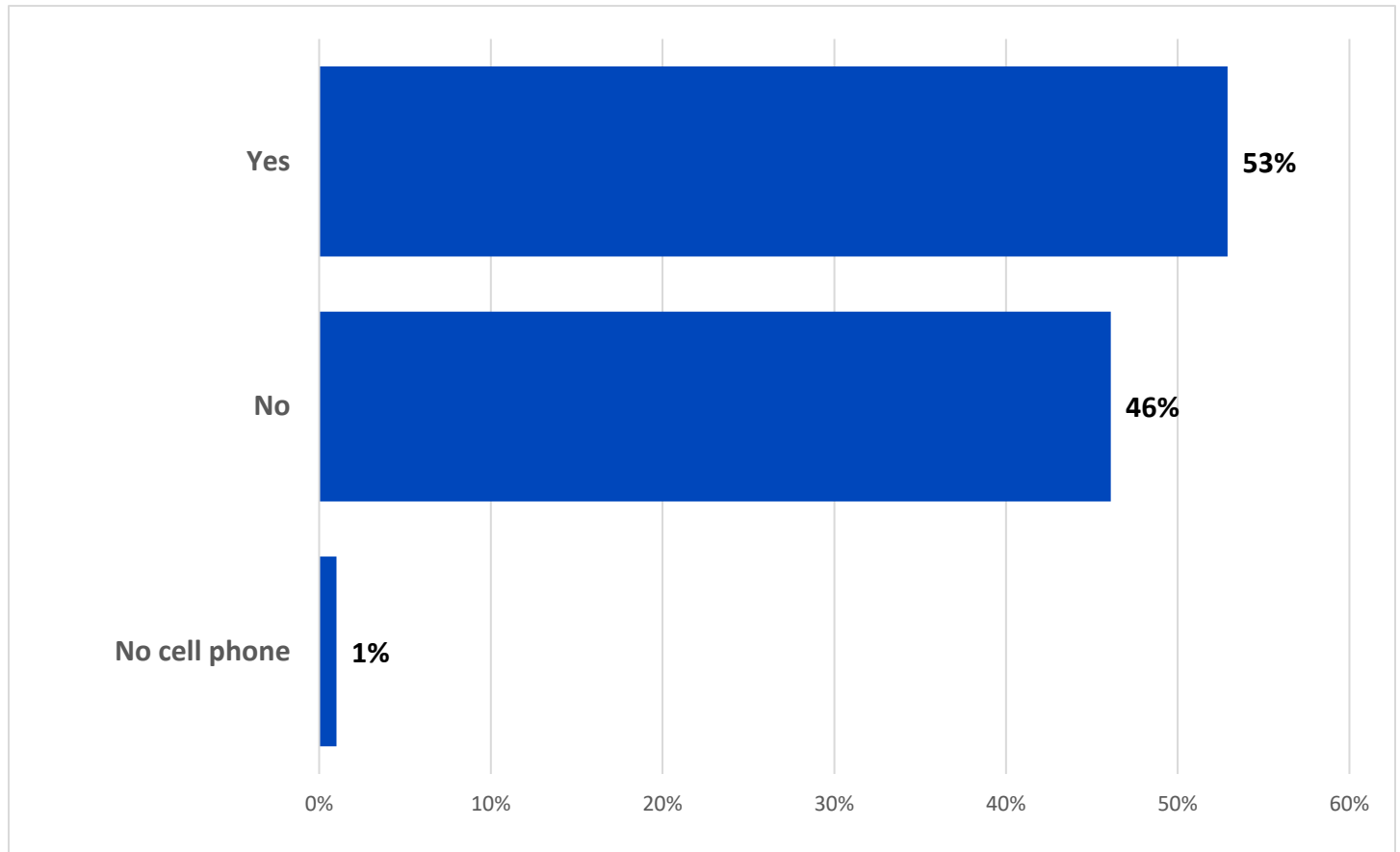


Results indicate that a substantial share of GoCary riders had used Uber, Lyft, taxis, or app-based scooters/bikes in the past 30 days. Overall, 53% of riders reported using one of these services, while 49% indicated they have not used them during that time period. Among those who used these services, the most common response was using them instead of a GoCary trip (37%), suggesting that some riders substitute ride-hailing or micromobility options for transit on certain trips. Another 7% reported using these services, but not to replace a GoCary trip, indicating these modes are sometimes used for travel needs unrelated to transit. Additionally, 9% of riders reported using these services as part of a trip on GoCary, suggesting a smaller share of riders integrate ride-hailing or micromobility options with transit as a first-mile or last-mile connection.

Overall, the results suggest that while many riders rely primarily on GoCary, ride-hailing and micromobility services are also commonly used—both as alternatives to transit and as complementary modes within the broader travel experience.

Use of Transit Apps

Figure 20. Use of Transit Apps

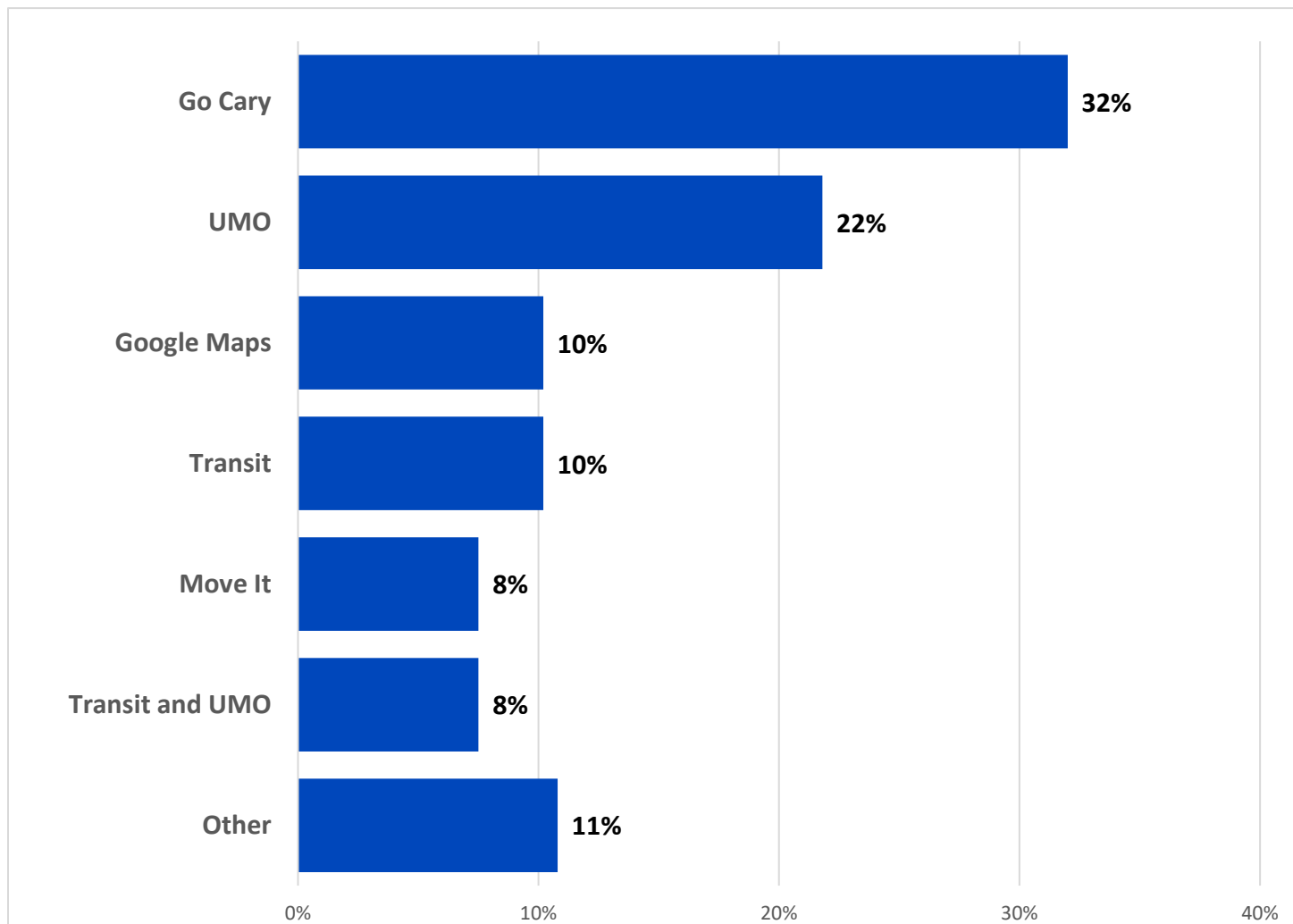


In 2026, a slight majority of GoCary riders reported using a transit app on their cell phone. Fifty-three percent (53%) of riders indicated they use a transit app, while 46% reported they do not use one. A very small share of riders (1%) reported not having a cell phone.

Overall, the results suggest that mobile technology plays an important role in how many riders access transit information and services, although a substantial portion of riders still rely on other methods. This indicates an opportunity for continued outreach and support to increase awareness and usage of transit apps among riders.

Name of Transit App

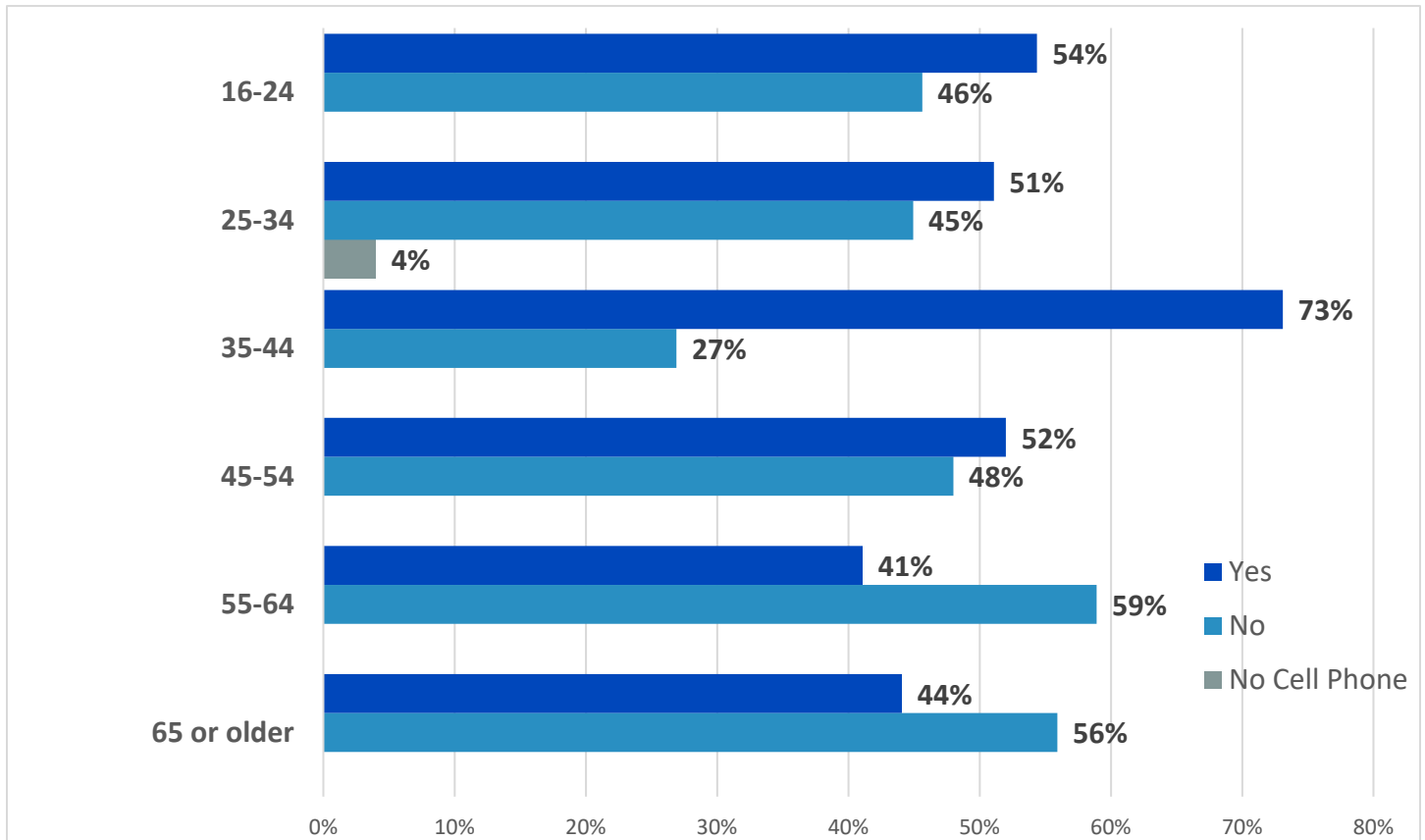
Figure 21. Transit App Usage - Description



In 2026, the most commonly used transit app among riders was the GoCary app (32%), followed by UMO (22%). Smaller but notable shares of riders reported using Google Maps (10%) and the Transit app (10%) to plan or manage their trips. Additional apps included Move It (8%) and a combination of Transit and UMO (8%), while 11% of riders reported using other apps.

Use of Transit Apps by Age

Figure 22. Use of Transit App by Age

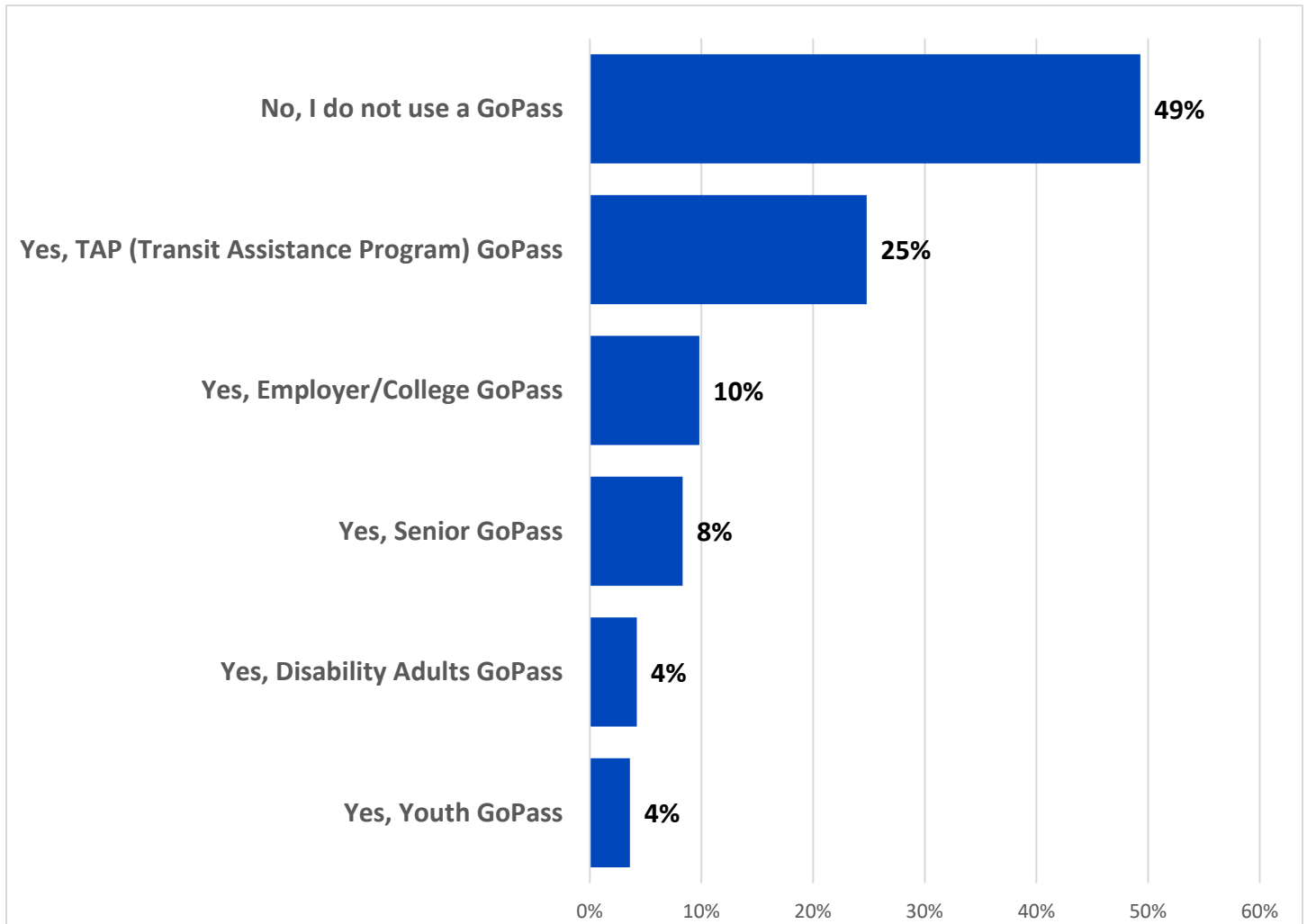


In 2026, use of a transit app varied by age group, with middle-aged riders reporting the highest levels of app usage. Riders ages 35–44 had the greatest share using a transit app (73%), followed by those ages 16–24 (54%), 45–54 (52%), and 25–34 (51%). Usage was somewhat lower among older riders, with 41% of those ages 55–64 and 44% of those ages 65 or older reporting that they use a transit app.

Overall, the results indicate that transit app use was common across most age groups in 2026, particularly among riders under age 55, while a majority of older riders were less likely to use transit apps.

Fare Discounts

Figure 23. Fare Discounts



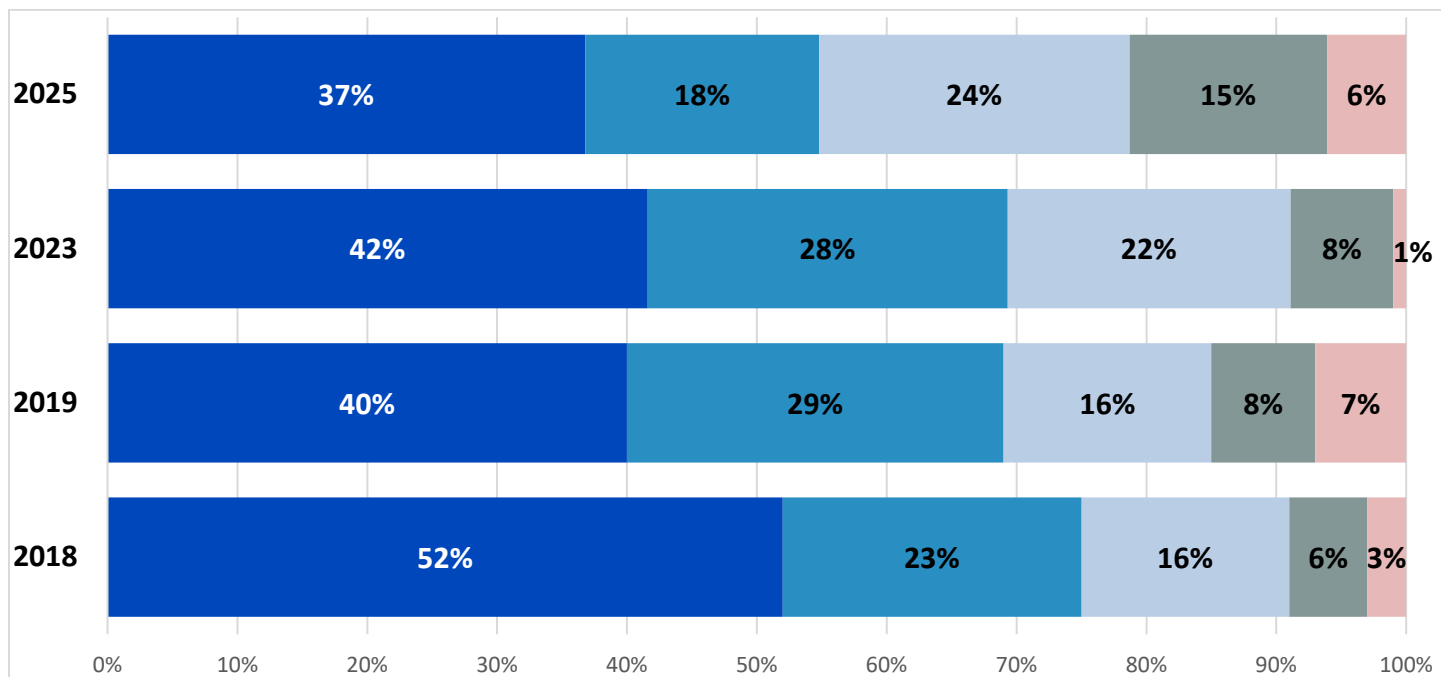
In 2026, nearly half of riders reported that they do not receive a free or reduced fare through a GoPass program (49%), while a majority of remaining riders indicated participation in one of the available programs. The most commonly reported program was the TAP (Transit Assistance Program) GoPass (25%), followed by the Employer/College GoPass (10%) and the Senior GoPass (8%). Smaller shares of riders reported using the Disability Adults GoPass (4%) and the Youth GoPass (4%).

Overall, the results indicate that a substantial portion of riders benefit from fare assistance programs, particularly through income-based and employer or school-related programs.

Customer Satisfaction

Overall Satisfaction

Figure 24. Overall Satisfaction



	Excellent	Very good	Good	Neutral	Poor
2026	37%	18%	24%	15%	6%
2023	42%	28%	22%	8%	1%
2019	40%	29%	16%	8%	7%
2018	52%	23%	16%	6%	3%

In 2026, riders reported generally positive perceptions of overall GoCary service. Thirty-seven percent (37%) of riders rated the service as excellent and 18% as very good, while another 24% rated it as good. Combined, this means 79% of riders rated the service positively (excellent, very good, or good). A smaller share of riders reported more moderate or negative perceptions, with 15% selecting neutral and 6% indicating poor ratings. No respondents provided very poor or extremely poor ratings. Overall, the results indicate that most riders view GoCary service favorably, with strong positive ratings across the majority of respondents.

Over time, overall satisfaction ratings showed some variation across survey years. The share of riders rating service as excellent declined from 52% in 2018 to 40% in 2019, increased slightly to 42% in 2023, and then decreased to 37% in 2026. Ratings of very good also declined from 29% in 2019 and 28% in 2023 to 18% in 2026, while good ratings increased to 24% in 2026, compared with 22% in 2023 and 16% in both 2018 and 2019. Neutral ratings rose to 15% in 2026, higher than the 8% reported in 2019 and 2023, and poor ratings increased to 6%, compared with 1% in 2023 and 3% in 2018.

Overall, the trend suggests that while overall satisfaction with GoCary remains strong, ratings have shifted slightly from the highest categories toward more moderate responses in 2026 compared with recent survey years.

Satisfaction with GoCary service “Excellent” Ratings

The charts highlight the share of respondents who rated specific aspects of GoCary service as “Excellent.” Overall, ratings varied across service components, with the highest scores concentrated in customer service, safety, and information-related services, while some operational elements—particularly weekend service levels—received somewhat lower top ratings.

Among the components measured, the courtesy and helpfulness of bus operators received the highest excellent rating (45%), indicating very strong customer service perceptions. Other highly rated areas included your sense of personal safety from other passengers on the buses (42%), the usefulness of printed information such as schedules or brochures (41%), and the cleanliness of bus interiors (41%). Accessibility also received strong recognition, with 40% of respondents rating the accessibility of bus stops and stations for those with disabilities as excellent. These results suggest that riders generally view the onboard experience, safety, and accessibility features very positively.

Several additional service attributes received excellent ratings from roughly one-third of respondents. These included buses running on time (37%), frequency of service on weekdays (37%), the usefulness of information from 919-485-RIDE telephone operators (36%), and hours the buses operate on weekdays (35%). Measures related to trip convenience also performed well, including service to all locations riders want to go (34%), total time it takes for the trip (33%), and ease of transferring between GoCary and other transit systems (31%). Ease of transfer among GoCary routes (30%) and the availability of shelters at bus stops (30%) also fell within this range, indicating generally solid performance across core operational features.

The lowest excellent ratings were associated with weekend service levels. Hours the buses operate on Saturdays (35%) and hours on Sundays (33%) were slightly lower than many weekday service measures, while frequency of service on Saturdays (32%) and frequency of service on Sundays (30%) received the smallest share of top ratings among the items measured. Although these ratings remain relatively strong overall, they suggest that weekend service frequency and availability may present opportunities for continued improvement.

Figure 25. Hours and Frequency of Saturday and Sunday Service

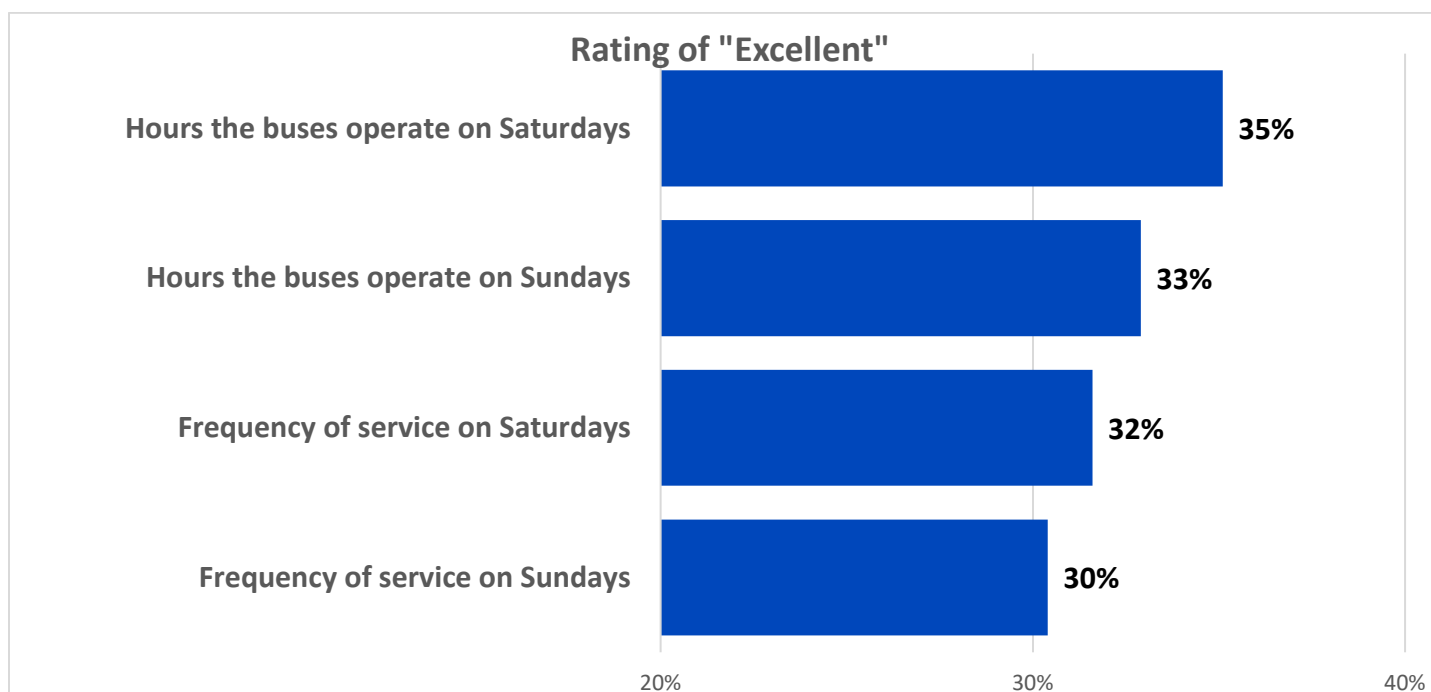
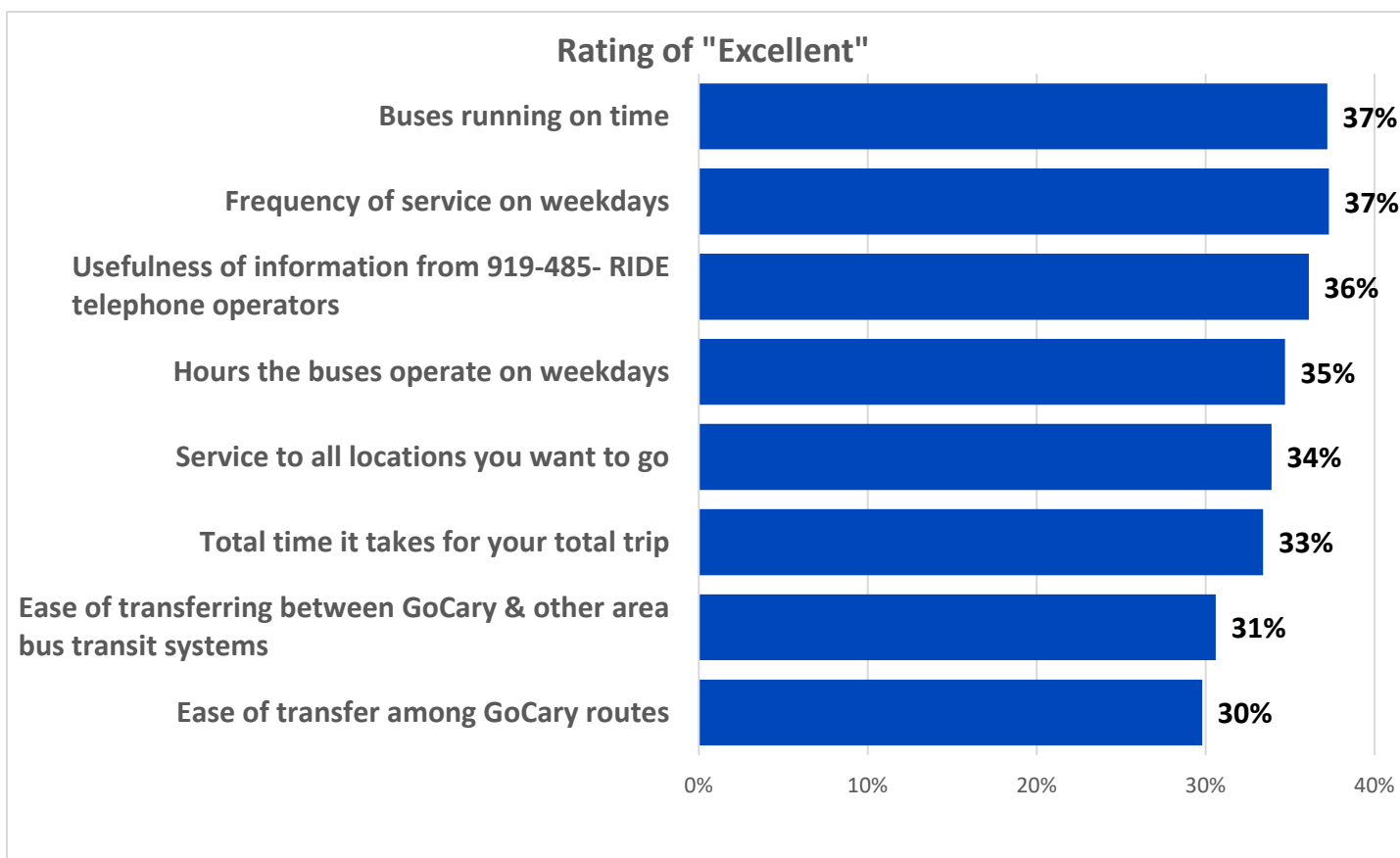


Figure 26. Customer Experience and Passenger Amenities



Figure 27. Service Operations and Network Performance



Satisfaction with GoCary Service

Figure 28. Satisfaction Ratings of GoCary Services

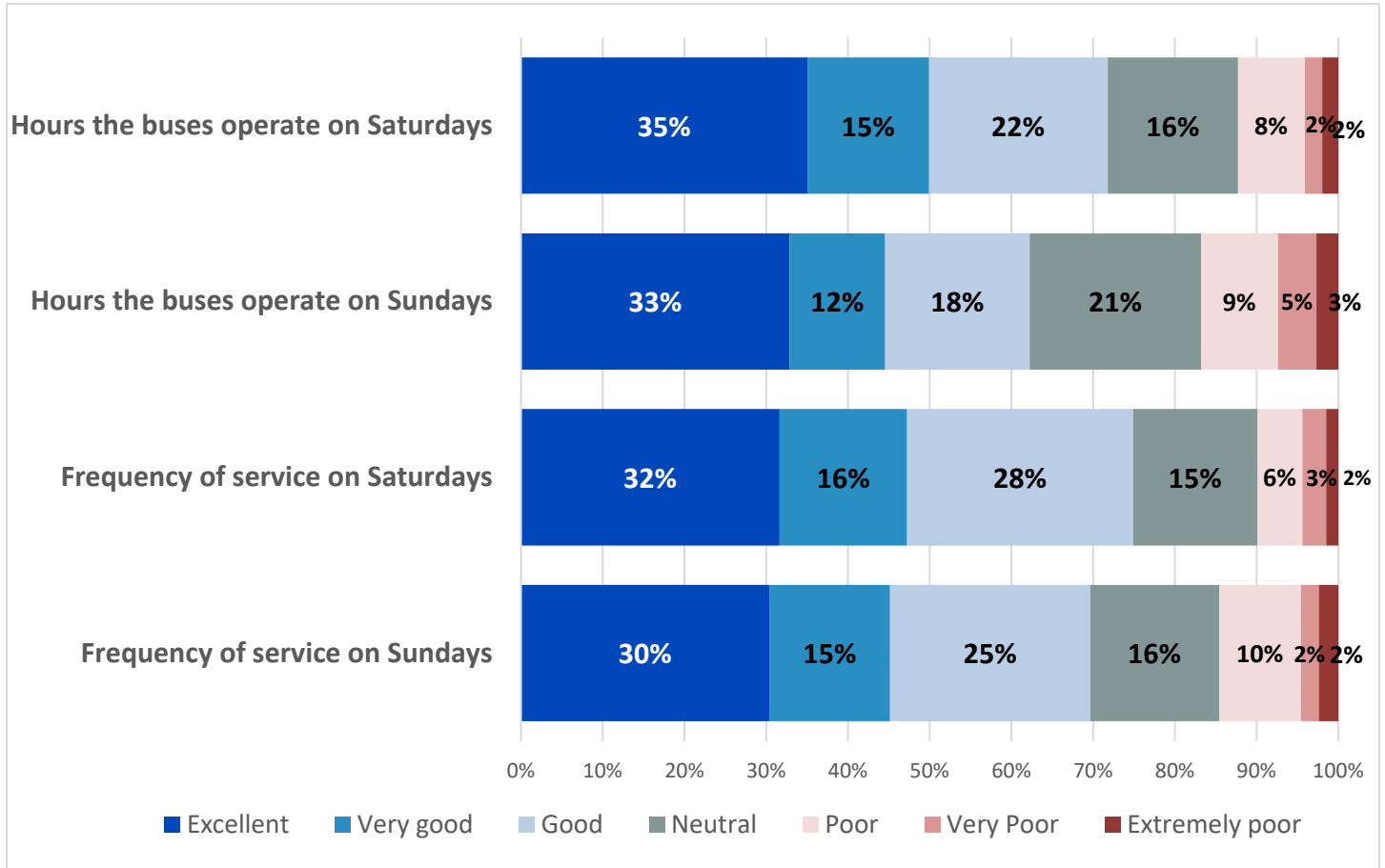


Figure 29. Satisfaction Ratings of GoCary Services Pt. 2

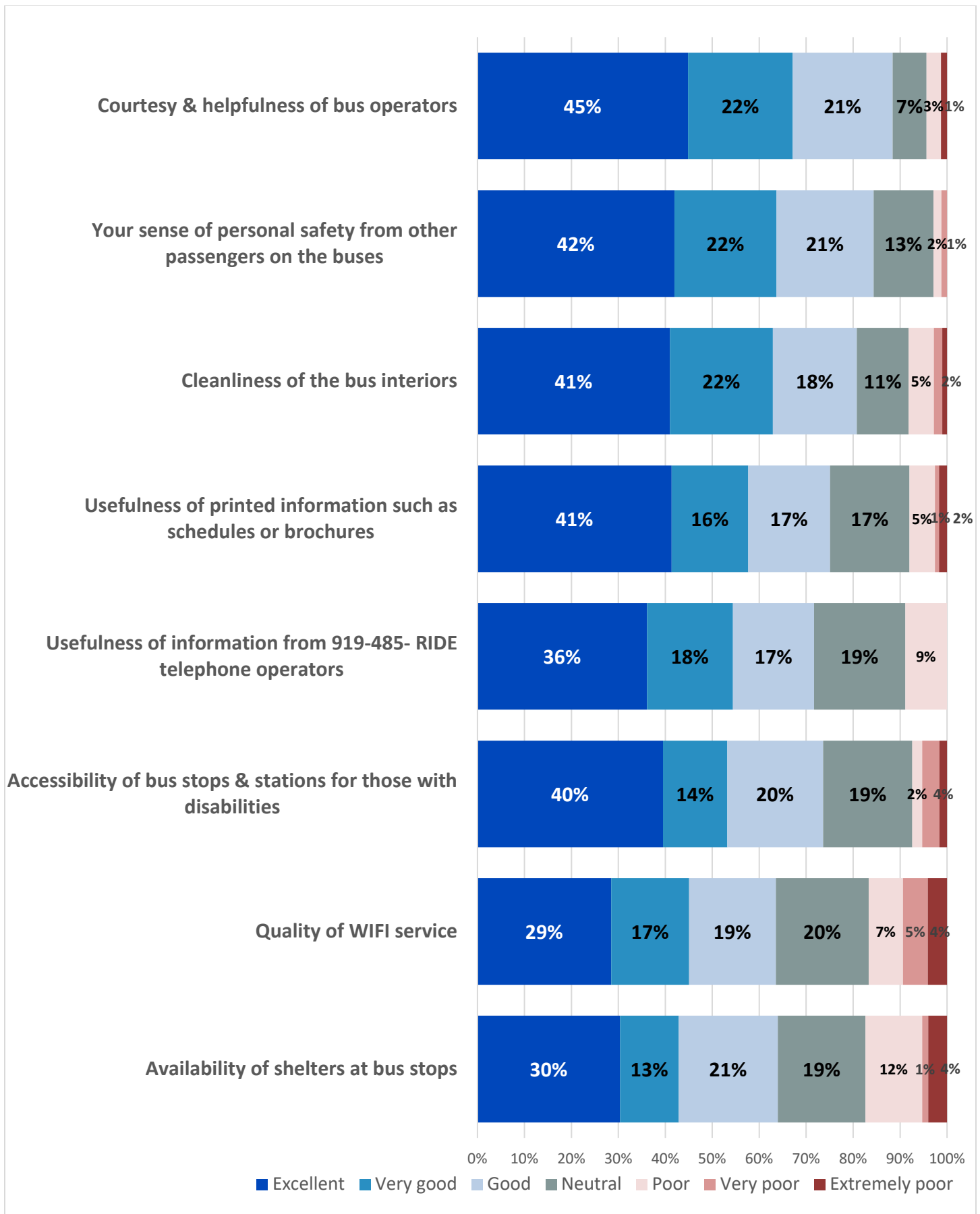
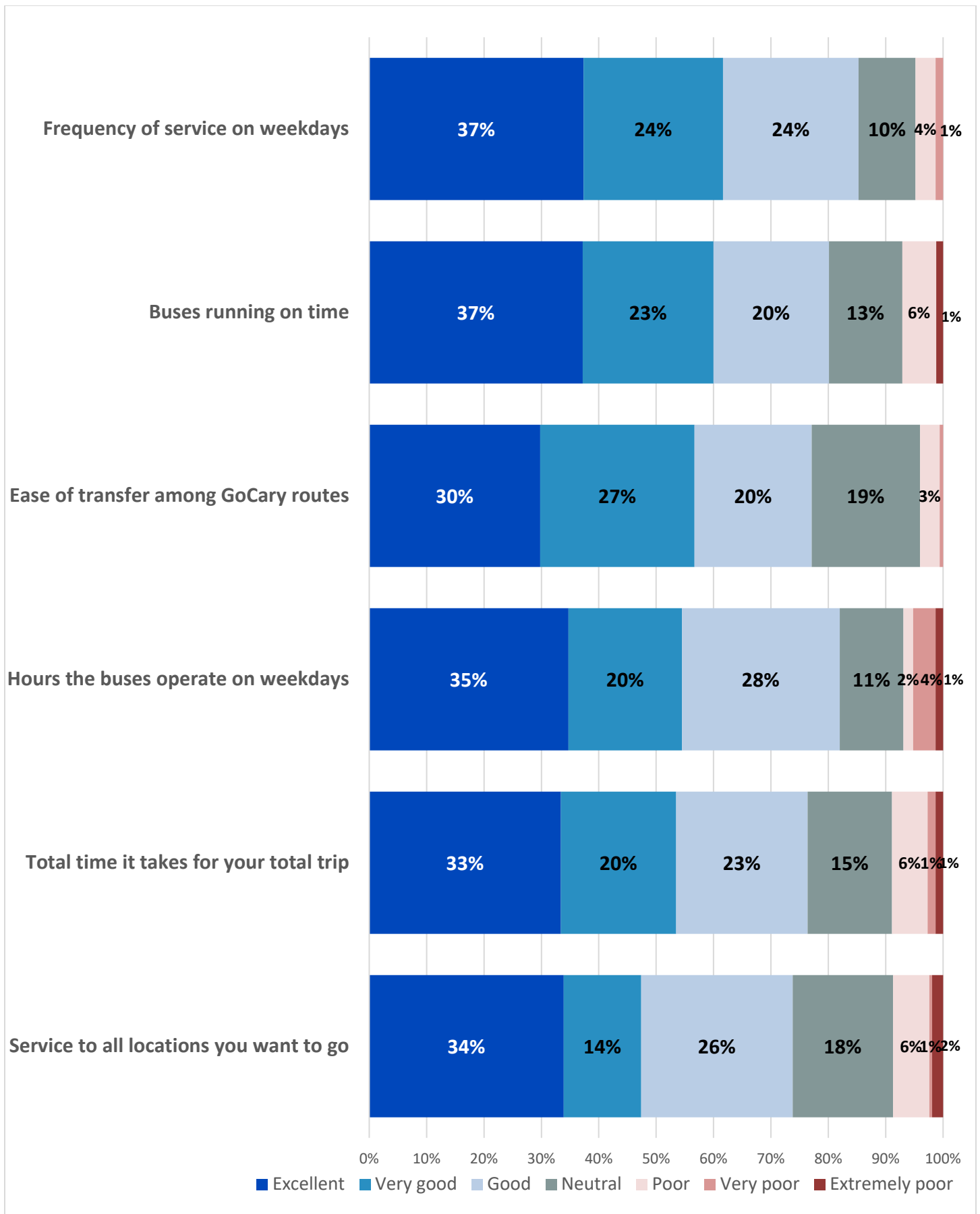


Figure 30. Satisfaction Ratings of GoCary Services Pt. 3

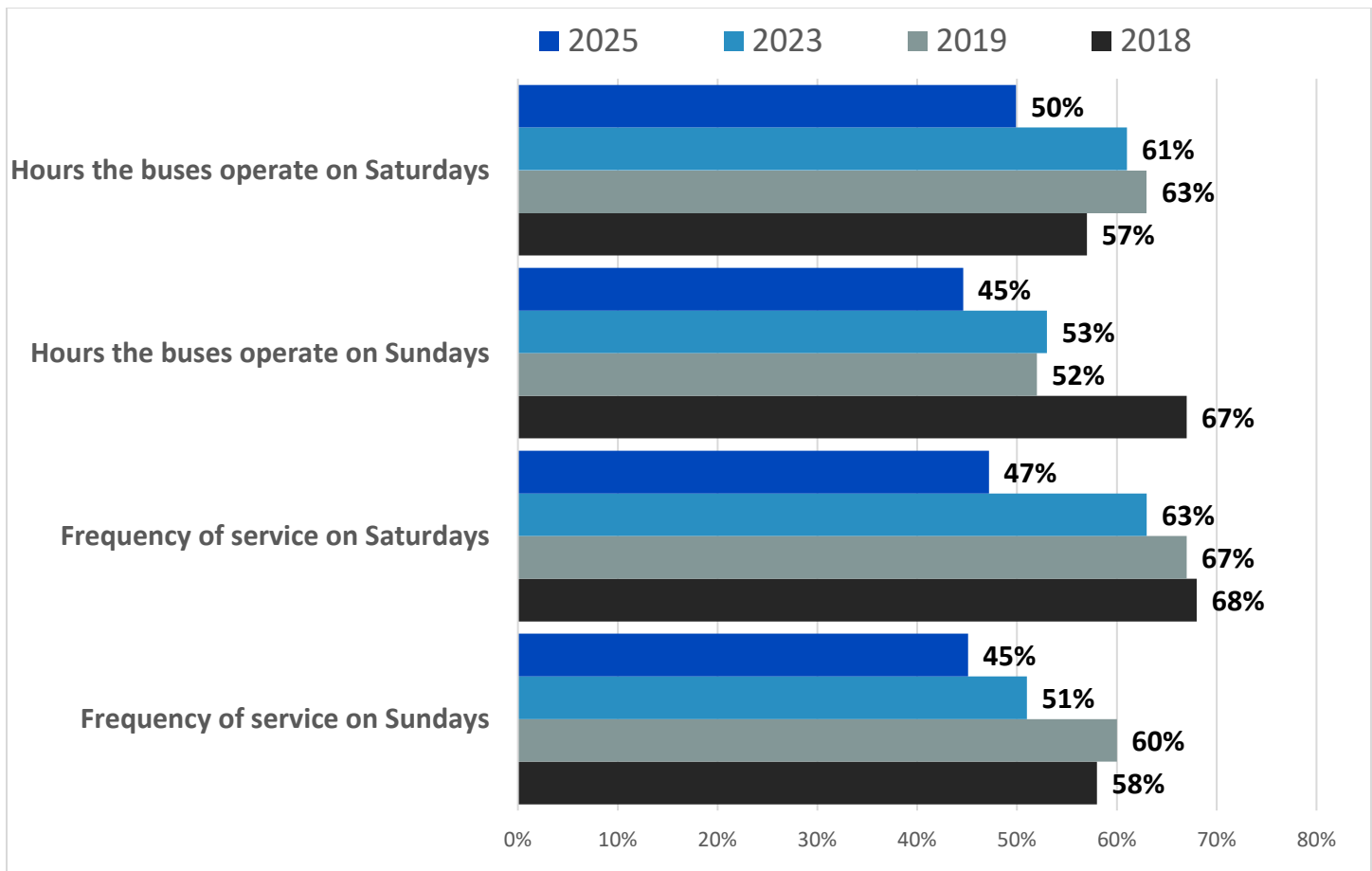


Overall, the survey results indicate that GoCary riders have generally positive perceptions of service, with several operational and customer experience elements receiving strong ratings. Riders particularly rated the courtesy and helpfulness of bus operators highly, making it the strongest-performing service component. Other well-rated aspects included cleanliness of the bus interiors, personal safety from other passengers, usefulness of printed information, and accessibility of bus stops and stations for those with disabilities. Ratings were generally moderate to strong across most service areas, with many measures receiving a majority of Excellent, Very Good, or Good responses. Service reliability and travel convenience measures—such as buses running on time, weekday service frequency, hours of operation on weekdays, service to desired destinations, and total travel time—also received relatively favorable ratings, indicating that core service delivery is meeting rider expectations for most trips. However, some areas received comparatively lower ratings. In particular, transfer-related measures, including ease of transferring among GoCary routes and ease of transferring between GoCary and other area transit systems, showed slightly lower positive ratings than other operational measures. Additionally, certain amenity-related services, such as the availability of shelters at bus stops and the quality of WiFi service, tended to have higher shares of neutral and negative responses, suggesting potential opportunities for improvement in passenger comfort and convenience.

Overall, the findings suggest that GoCary is performing well in customer service, safety, cleanliness, and core service delivery, while system connectivity and passenger amenities—such as transfers, shelters, and onboard technology—may represent areas where riders see room for improvement.

Satisfaction with GoCary service Trends

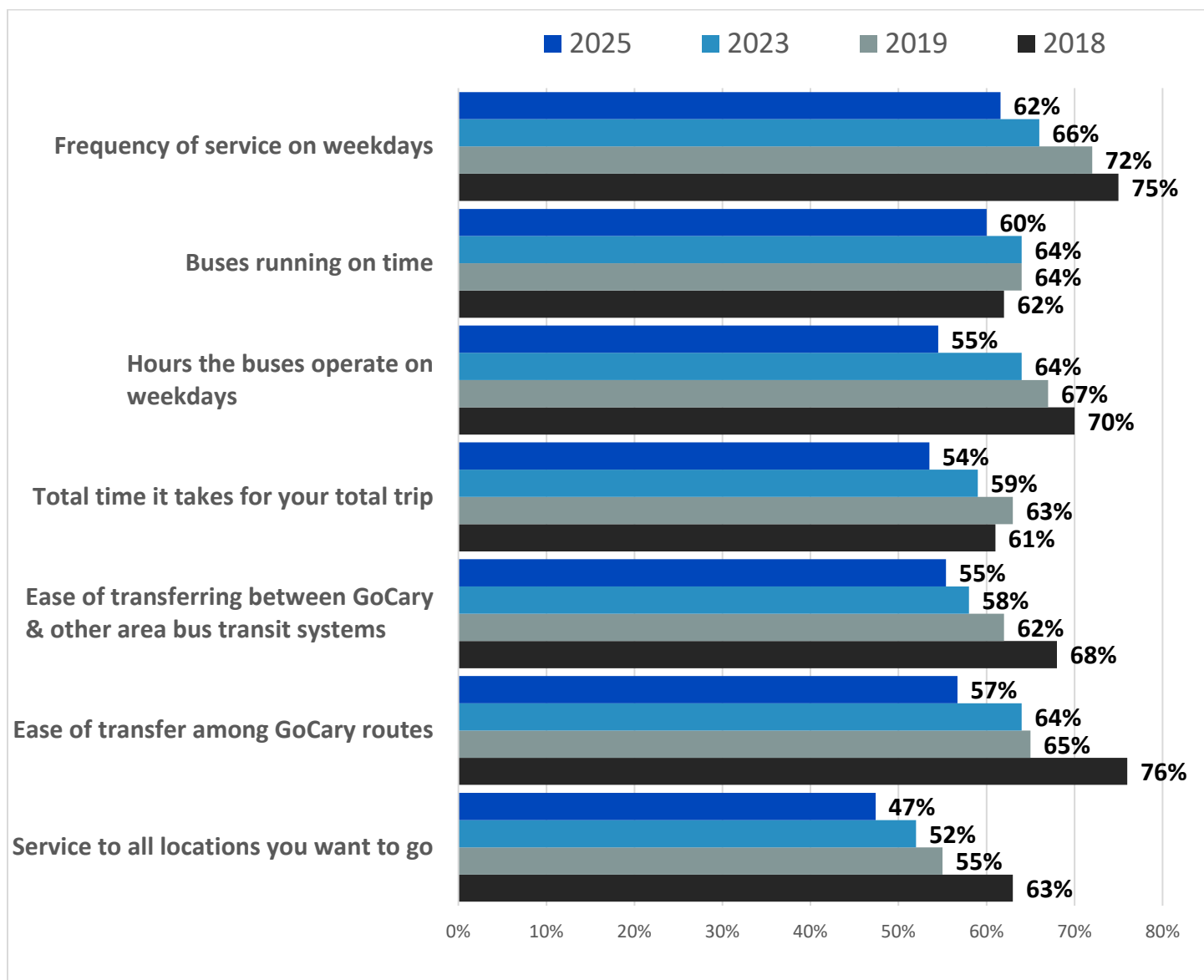
Figure 31. Excellent and Very Good Satisfaction Ratings of GoCary Services Trends



The chart shows the share of respondents who rated key weekend service components as “Excellent” or “Very Good” in 2018, 2019, 2023, and 2026. Overall, the survey results indicate that positive ratings for GoCary weekend service declined in 2026 compared with prior survey years, particularly for service frequency and hours of operation. While riders continued to report generally favorable perceptions of weekend service, satisfaction levels were lower than in 2023, 2019, and 2018, suggesting a gradual softening in perceptions of weekend service availability over time. Ratings for the hours the buses operate on Saturdays declined to 50% in 2026, down from 61% in 2023, 63% in 2019, and 57% in 2018. A similar pattern was observed for hours the buses operate on Sundays, which measured 45% in 2026, compared with 53% in 2023, 52% in 2019, and 67% in 2018. These results suggest that riders perceived weekend operating hours as less favorable in the most recent survey year relative to earlier periods. The most notable changes were observed in service frequency measures. Frequency of service on Saturdays declined to 47% in 2026, compared with 63% in 2023, 67% in 2019, and 68% in 2018. Likewise, frequency of service on Sundays measured 45% in 2026, compared with 51% in 2023, 60% in 2019, and 58% in 2018. These consistent decreases indicate that weekend service frequency remains an important area influencing rider perceptions across survey years.

Overall, the findings suggest that while weekend service continues to receive generally positive ratings, perceptions of both service frequency and operating hours have moderated compared with earlier survey years, highlighting weekend operations, particularly service frequency, as a potential focus area for future service planning and improvement.

Figure 32. Excellent and Very Good Satisfaction Rating of GoCary Services Trends Pt. 2

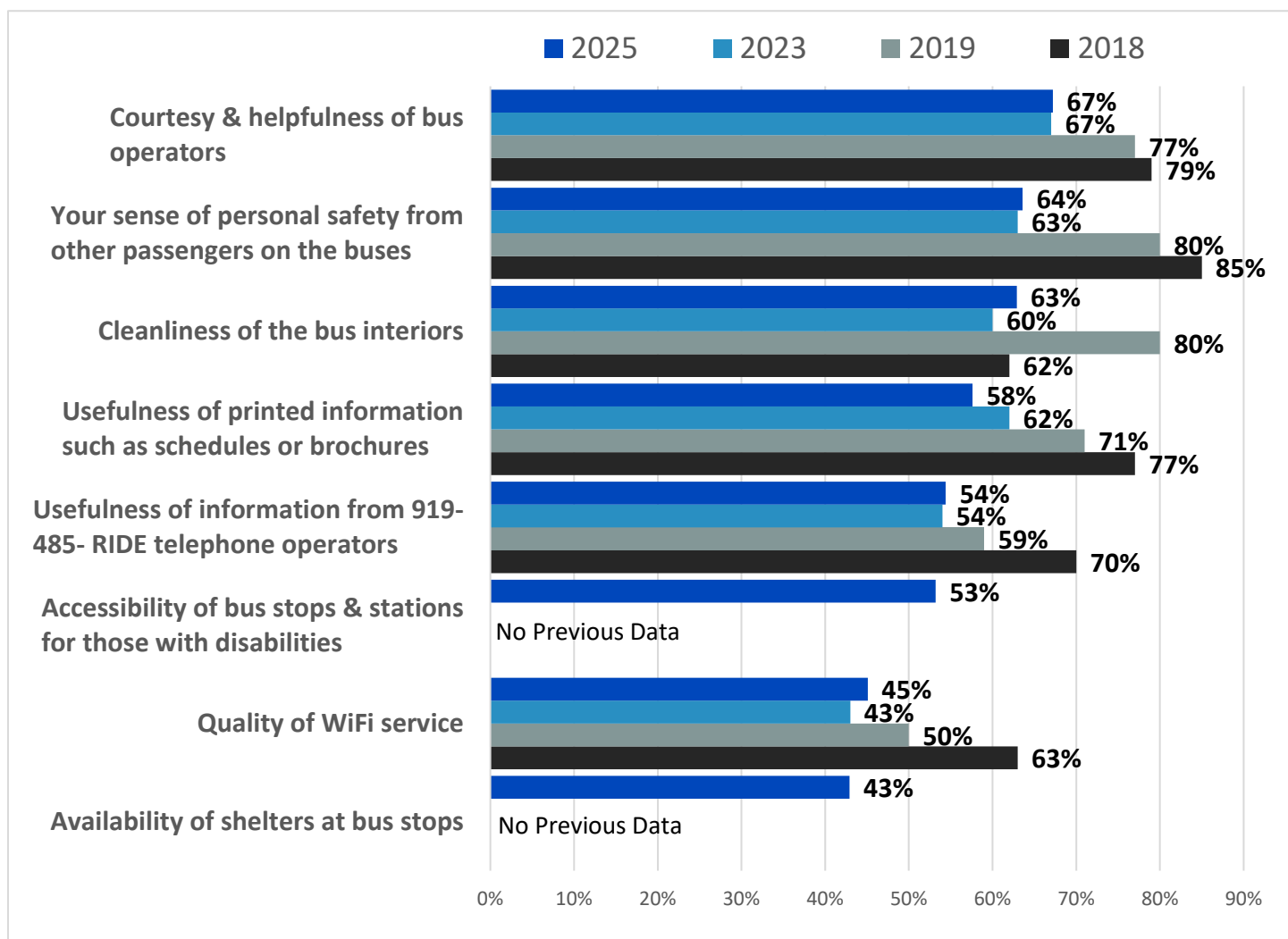


Overall, the survey results indicated that positive ratings for weekday service measures declined in 2026 compared with prior survey years, particularly for service frequency, hours of operation, transfers, and overall trip convenience. While riders continued to report generally favorable perceptions, satisfaction levels were lower than in 2023, 2019, and 2018 across most operational measures, suggesting a broad softening in perceptions of weekday service availability and connectivity. Ratings for buses running on time remained relatively stable, with 60% of riders reporting positive ratings in 2026, compared with 64% in both 2023 and 2019, and 62% in 2018. Similarly, service to all locations riders want to go measured 47% in 2026, compared with 52% in 2023 and 55% in 2019, though still below the higher level reported in 2018 (63%). These results suggest that reliability and service coverage perceptions have remained comparatively consistent, despite modest declines in the most recent survey year. The most notable declines were observed in measures related to service availability and frequency. Frequency of service on weekdays decreased to 62% in 2026, down from 66% in 2023, 72% in 2019, and 75% in 2018. Likewise, hours the buses operate on weekdays declined to 55% in 2026, compared with 64% in 2023, 67% in 2019, and 70% in 2018. These downward trends indicate that riders perceived somewhat reduced adequacy in weekday service levels in the most recent survey year. Measures related to travel efficiency and connectivity also showed meaningful declines. Total time it takes for the trip measured 54% in 2026, compared with 59% in 2023, 63% in 2019, and 61% in 2018. Ease of

transferring between GoCary and other area bus transit systems decreased to 55% in 2026, down from 58% in 2023, 62% in 2019, and 68% in 2018. Similarly, ease of transfer among GoCary routes measured 57% in 2026, compared with 64% in 2023, 65% in 2019, and 76% in 2018, indicating a noticeable shift in rider perceptions of transfer convenience over time.

Overall, the findings suggest that while core reliability measures have remained relatively stable, perceptions of service frequency, hours of operation, transfers, and overall trip convenience have gradually moderated across survey years, highlighting service availability and connectivity as potential priority areas for future service planning and improvement.

Figure 33. Excellent and Very Good Satisfaction Ratings of GoCary Services Trends Pt. 3



The chart shows the share of respondents who rated several customer experience and service amenity components as "Excellent" or "Very Good" in 2018, 2019, 2023, and 2026. Overall, the survey results indicated that positive ratings for customer experience and onboard service measures remained generally strong in 2026, though most measures were somewhat lower than in earlier survey years. Riders continued to report favorable perceptions of customer service, safety, and accessibility; however, satisfaction levels for several amenities and support services were below the higher levels reported in 2019 and 2018, suggesting a gradual softening in perceptions of service quality over time. Ratings for the courtesy and helpfulness of bus operators remained stable, with 67% of riders reporting positive ratings in 2026, the same level as in 2023, though lower than 77% in 2019 and 79% in 2018. Similarly, cleanliness of the bus interiors received a 63% positive rating in

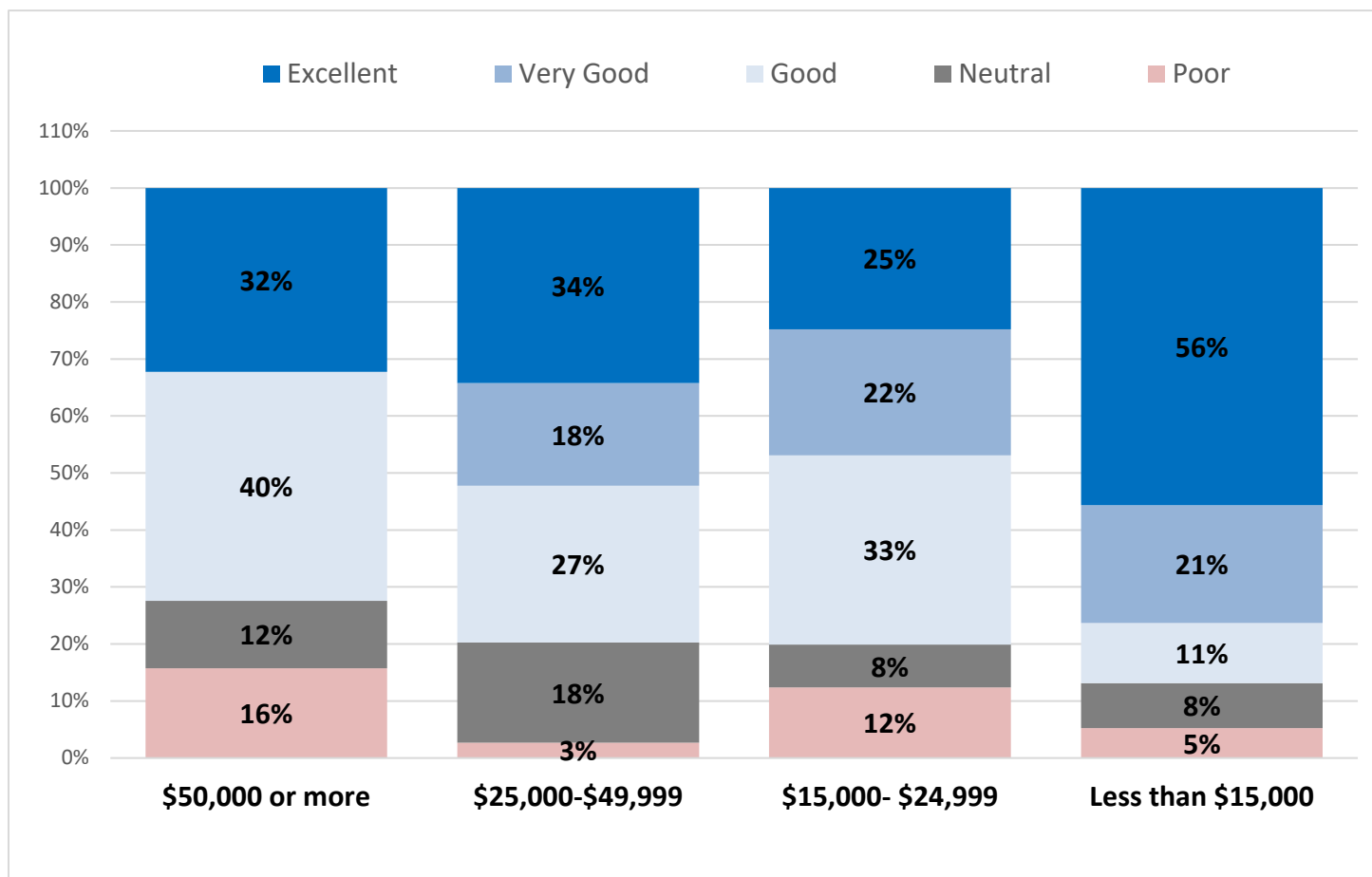
2026, representing an improvement from 60% in 2023, but still below the higher rating reported in 2019 (80%) and slightly above 2018 (62%). Sense of personal safety from other passengers on the buses also remained strong at 64% in 2026, similar to 63% in 2023, but below 80% in 2019 and 85% in 2018. These results suggest that core customer experience and safety perceptions remain positive, though not at the peak levels observed in earlier survey years. Measures related to communication and accessibility showed moderate stability. The usefulness of printed information such as schedules or brochures was rated positively by 58% of riders in 2026, compared with 62% in 2023, 71% in 2019, and 77% in 2018. Accessibility of bus stops and stations for those with disabilities received a 53% positive rating in 2026, indicating continued generally favorable perceptions of accessibility. Likewise, the usefulness of information from 919-485-RIDE telephone operators measured 54% in 2026, consistent with 54% in 2023, though below 59% in 2019 and 70% in 2018. These findings suggest that communication and accessibility services remain dependable components of the customer experience, even as ratings have moderated compared with earlier years.

Lower ratings were observed for certain amenities and infrastructure-related measures. The availability of shelters at bus stops received a 43% positive rating in 2026, indicating a comparatively lower level of satisfaction than other service areas. The quality of WiFi service received a 45% positive rating in 2026, slightly higher than 43% in 2023, but notably below 50% in 2019 and 63% in 2018, reflecting a longer-term decline in perceptions of onboard connectivity.

Overall, the findings suggest that GoCary continues to perform well in customer service, safety, and cleanliness, while amenities such as WiFi and bus stop infrastructure, along with certain communication and accessibility measures, have gradually declined compared with earlier years, highlighting these areas as potential opportunities for targeted service improvements.

Overall Service Quality by Income

Figure 34. Overall Service Quality by Household Income



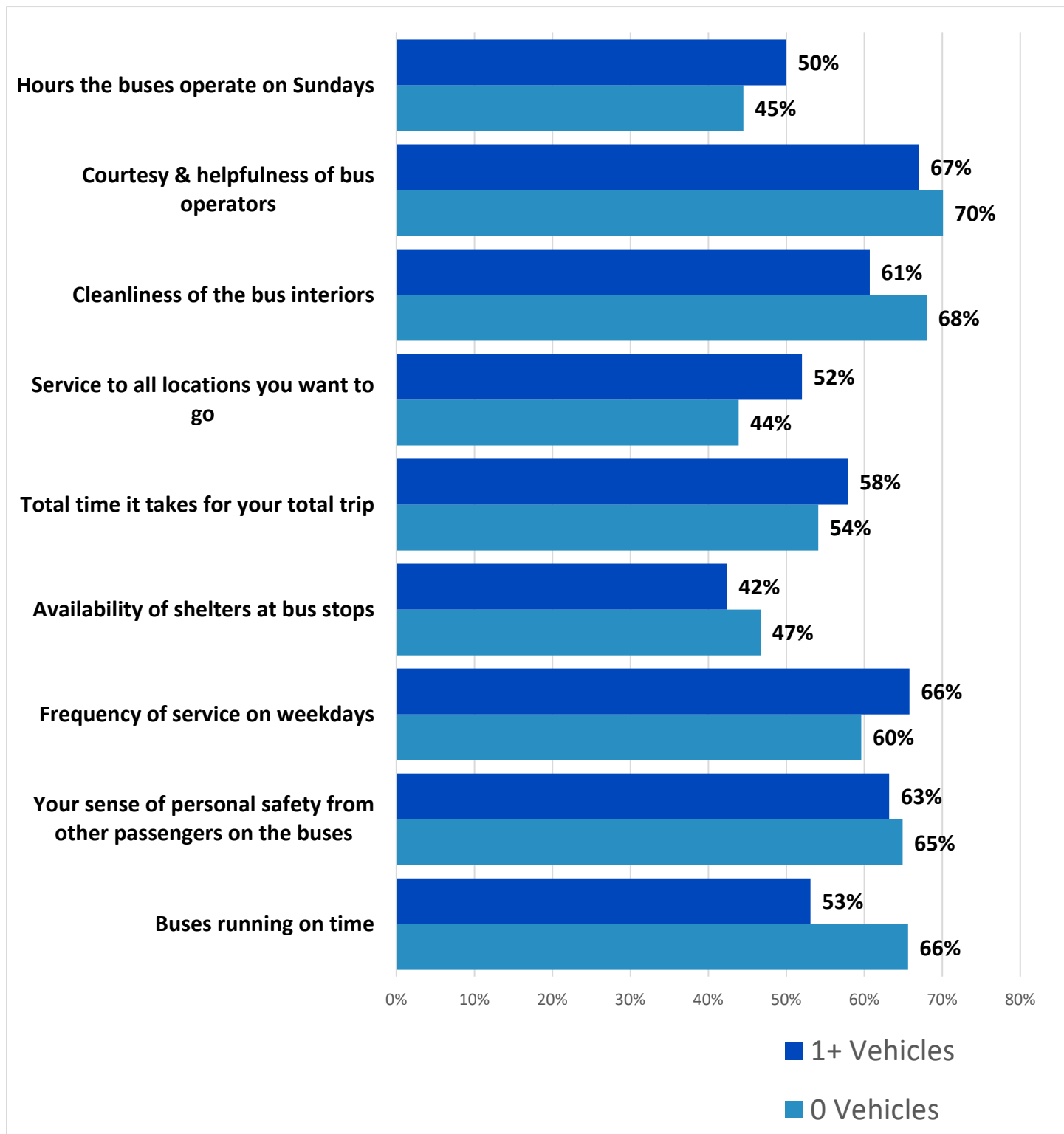
The chart shows overall satisfaction ratings by household income, revealing differences in how riders across income groups evaluate the service. In general, respondents across all income levels report largely positive perceptions, with most ratings falling within the excellent, very good, or good categories.

Among respondents with household incomes of \$50,000 or more, ratings were more mixed, with responses concentrated in the “good” (40%) and “excellent” (32%) categories, but a relatively higher share reported neutral (12%), and poor (16%) experiences compared to other groups. For those earning \$25,000 to \$49,999, perceptions were more positive overall, with 34% rating the service as excellent and 18% as very good, alongside 27% selecting good. Neutral ratings were somewhat elevated at 18%, while only 3% reported poor experiences, indicating generally favorable but slightly more tempered satisfaction.

Respondents with household incomes of \$15,000 to \$24,999 showed a more moderate distribution, with 25% rating the service as excellent, 22% as very good, and the largest share (33%) selecting good. This group also included 12% reporting poor experiences, suggesting somewhat more variability in perceptions. In contrast, the lowest-income group (less than \$15,000) reported the most positive experiences overall, with a majority (56%) selecting excellent and an additional 21% choosing very good. Only 11% rated the service as good, and relatively few reported neutral (8%) or poor (5%) experiences, indicating particularly strong satisfaction among lower-income respondents.

Service Ratings by Transit Dependency

Figure 35. Excellent and Very Good Service Ratings by Transit Dependency



The chart compares the combined share of riders rating each service component as “Excellent” or “Very Good” based on whether they have no household vehicles or one or more vehicles. Overall, ratings were generally similar between the two groups, though riders with one or more vehicles tended to report slightly higher ratings across several service convenience and operations measures. Riders with one or more vehicles

reported higher ratings for frequency of service on weekdays (66% vs. 60%), service to all locations riders want to go (52% vs. 44%), total time it takes for the trip (58% vs. 54%), and hours buses operate on Sundays (50% vs. 45%). They also provided slightly higher ratings for buses running on time (53% vs. 66%), though ratings remained strong among both groups.

In contrast, riders with no household vehicles reported somewhat higher ratings for several service environment and safety-related measures. For example, cleanliness of bus interiors was rated positively by 68% of riders with no vehicles compared to 61% of riders with one or more vehicles, while availability of shelters at bus stops received higher ratings among riders without vehicles (47% vs. 42%). Riders without vehicles also reported slightly higher ratings for personal safety from other passengers (65% vs. 63%) and courtesy and helpfulness of bus operators (70% vs. 67%).

Overall, the results indicate that perceptions of service quality are broadly consistent regardless of vehicle availability. However, riders without vehicles—who may rely more heavily on transit—tended to rate cleanliness, safety, and shelter availability slightly higher, while riders with vehicles provided somewhat stronger ratings for service convenience and trip-related measures.

Importance Ratings of GoCary Services

Figure 36. Importance Ratings of GoCary Services (Sum of Top Three Most Important)

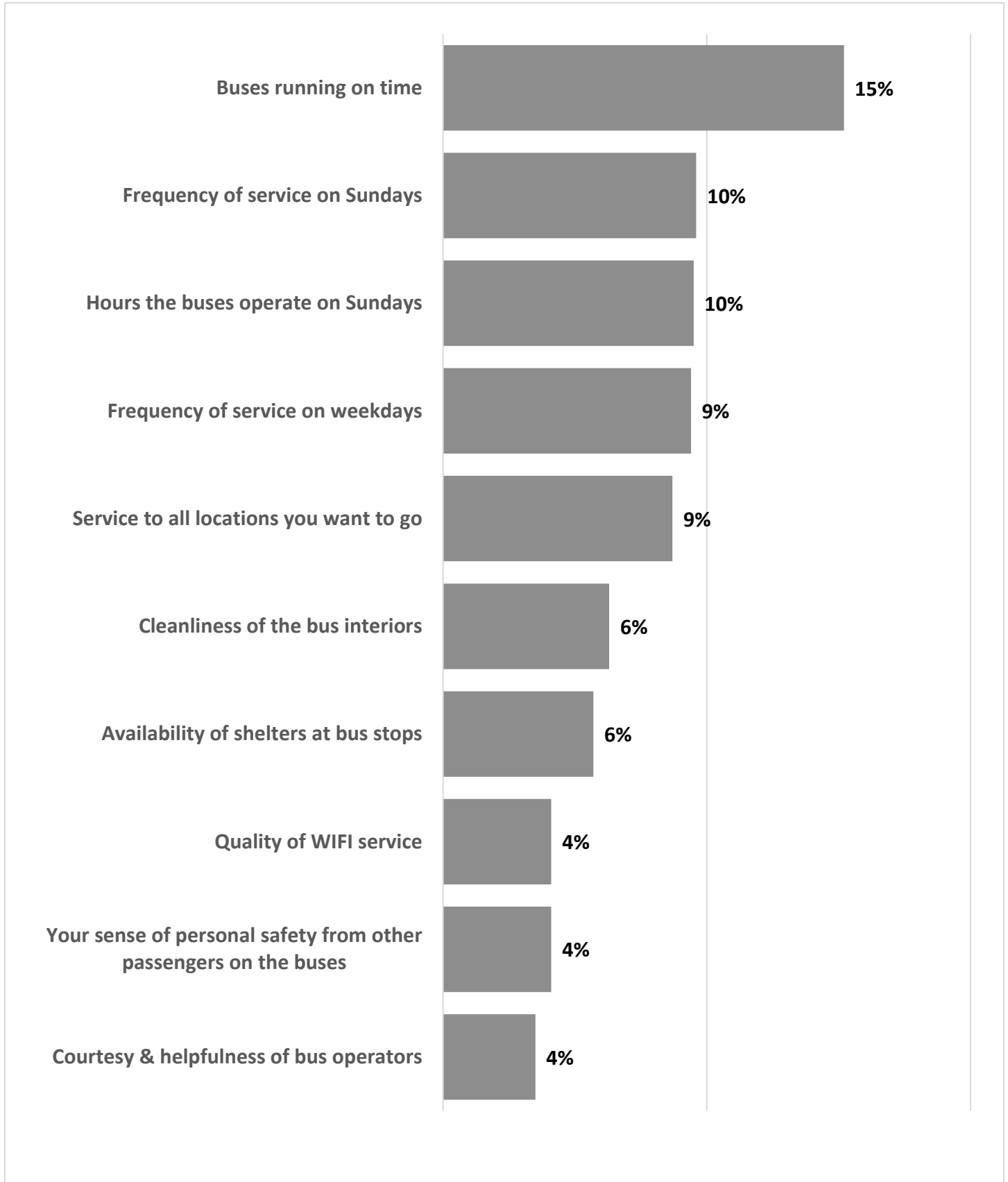
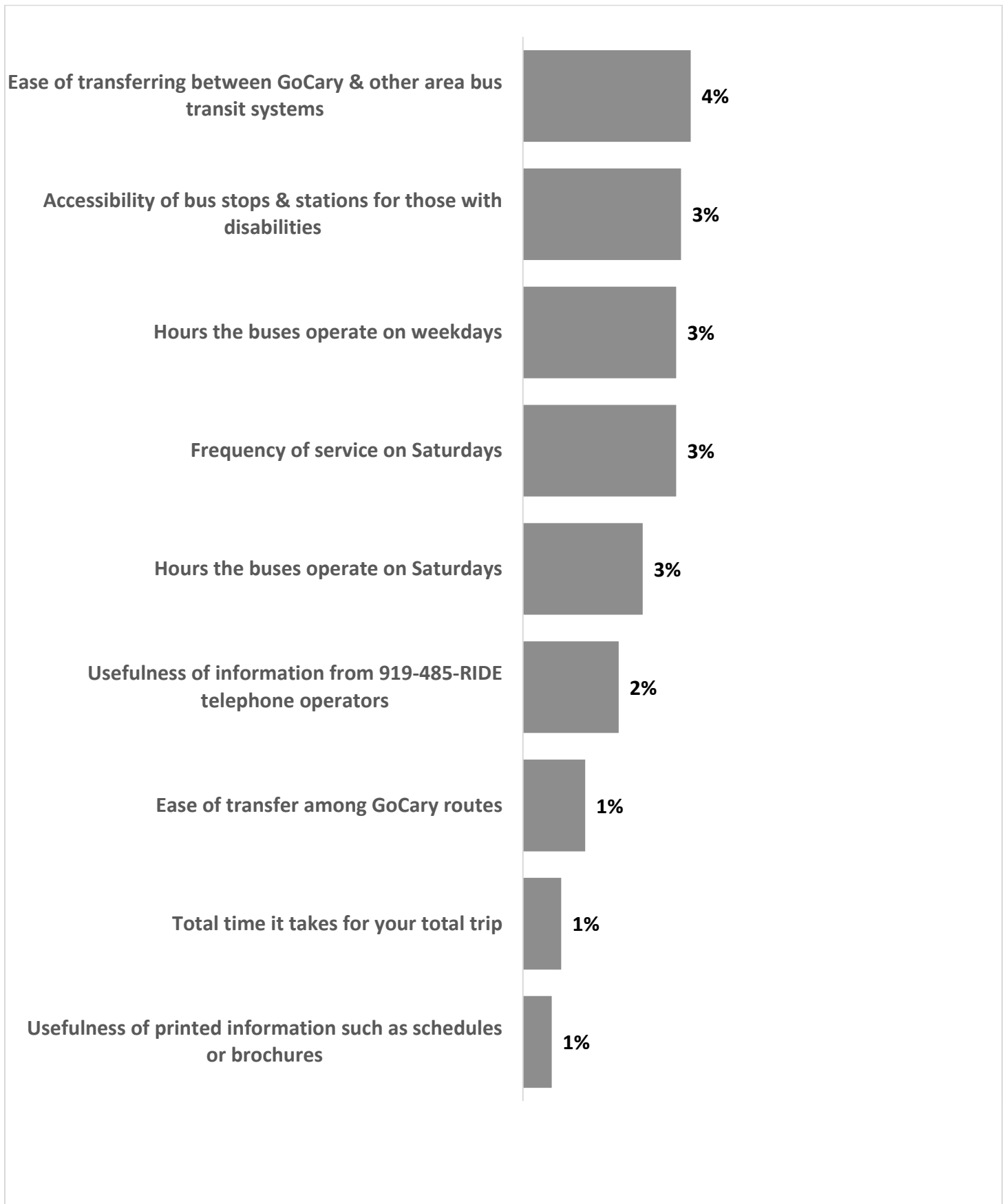


Figure 37. Importance Ratings of GoCary Services (Sum of Top Three Most Important) Pt. 2




Riders were asked to identify the three most important service areas for improvement from the list of service components in Questions 18–37. **Figure 42** and **Figure 43** show the combined average of the top three selections, highlighting the areas riders most frequently identified as priorities for improvement. The results indicate that on-time performance remained the most critical priority, with 15% of respondents selecting buses running on time as one of their top areas for improvement—well ahead of all other items. Service span and frequency on Sundays also emerged as key concerns, with both frequency of service on Sundays and hours of Sunday operation each selected by 10% of respondents. Weekday frequency (9%) and the ability to reach desired destinations (9%) followed closely behind, reinforcing that both reliability and service availability continued to be central themes in rider priorities.

A second tier of priorities included cleanliness of bus interiors (6%) and availability of shelters at bus stops (6%), pointing to the importance of the overall rider environment both on board and while waiting. Several additional items clustered at 4%, including WiFi quality, personal safety from other passengers, courtesy and helpfulness of operators, and ease of transferring between GoCary and other area transit systems, suggesting these were meaningful but less widespread concerns. Lower-ranking priorities included accessibility for riders with disabilities, weekday and Saturday service span/frequency measures (each at 3%), and customer information channels such as telephone support (2%) and printed materials (1%). Ease of transfers within the system and total trip time were among the least-cited priorities (1% each), indicating these areas were comparatively less pressing for most riders. Overall, the findings highlight a clear emphasis on improving reliability and expanding service availability—particularly on Sundays—as the most important areas for GoCary to enhance the rider experience.

Section 3

Customer

Satisfaction Analysis



Overview

Today, government officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are: (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens 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: Respondents were asked to identify the aspects of bus services they think are most important. Fifteen percent (15.2%) of respondents selected "buses running on time" as one of the top three most important aspects of bus services. Regarding satisfaction, 60.0% 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 15.2% was multiplied by 40.0% (100% - 60.0%). This calculation yielded an I-S Rating of 0.0608 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 GoCary are provided on the following page.

Figure 38. Importance-Satisfaction Analysis

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
Highest Priority						
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

The analysis identifies buses running on time as the highest priority improvement area, with 15% of riders identifying it as one of the most important service attributes. While 60% of riders rated on-time performance positively, the gap between importance and satisfaction results in the highest I-S Rating, confirming reliability as the top priority for improvement. Other service elements closely follow, particularly those related to Sunday service, including frequency and hours of operation. Each of these was identified by roughly 9–10% of riders as important, but satisfaction levels remain below 50%, resulting in similarly elevated I-S Ratings and reinforcing the need for improvements in weekend service availability.

Several additional service areas fall just below the top tier but still represent meaningful opportunities for improvement. Service to all locations riders want to go and frequency of weekday service rank among the next highest priorities, indicating that overall service coverage and availability remain key concerns. Availability of shelters at bus stops also ranks relatively high, driven by lower satisfaction levels compared to its perceived importance. Other factors such as cleanliness of bus interiors and quality of Wi-Fi service appear in the mid-range of priorities, suggesting that while riders generally view these attributes positively, there is still room for incremental improvement.

Attributes with lower I-S Ratings tend to reflect areas where satisfaction is more closely aligned with—or exceeds—perceived importance. These include ease of transferring between GoCary and other transit systems, accessibility of bus stops and stations for those with disabilities, and personal safety from other passengers, all of which received moderate importance ratings alongside relatively strong satisfaction scores. Similarly, hours of operation on weekdays and Saturdays and courtesy and helpfulness of bus operators fall into the lower priority range, driven in part by comparatively high satisfaction levels.

The lowest-ranked priorities include information and support services and certain trip experience factors, such as ease of transferring among GoCary routes, usefulness of telephone assistance, total trip travel time, and printed information materials. These findings suggest that while these elements contribute to the overall rider experience, they are less critical to riders compared to core service delivery components.

Overall, the Importance–Satisfaction Analysis highlights that service reliability, weekend service availability, and system coverage are the most important areas for improvement. While customer service and informational resources are generally performing well, riders place the greatest emphasis on the fundamental aspects of transit service that directly impact the convenience and dependability of their trips.

Section 4

Tabular Data



Weekday or weekend:

Weekday or weekend	Number	Percent
Weekday	820	69.3 %
Weekend	363	30.7 %
Total	1183	100.0 %

Route:

Route	Number	Percent
1	190	16.1 %
2	80	6.8 %
3	93	7.9 %
4	166	14.0 %
5	181	15.3 %
6	267	22.6 %
7	106	9.0 %
9	49	4.1 %
GA1	51	4.3 %
Total	1183	100.0 %

Q1. Do you receive a free or reduced fare with one of the following GoPass programs?

Q1. Do you receive a free or reduced fare with one of following GoPass programs	Number	Percent
Yes, Employer/College GoPass	81	6.8 %
Yes, TAP (Transit Assistance Program) GoPass	204	17.2 %
Yes, Youth GoPass	30	2.5 %
Yes, Disability Adults GoPass	35	3.0 %
Yes, Senior GoPass	68	5.7 %
No, I do not use a GoPass	406	34.3 %
Not provided	359	30.3 %
Total	1183	100.0 %

(WITHOUT "NOT PROVIDED")**Q1. Do you receive a free or reduced fare with one of the following GoPass programs?**

Q1. Do you receive a free or reduced fare with one of following GoPass programs	Number	Percent
Yes, Employer/College GoPass	81	9.8 %
Yes, TAP (Transit Assistance Program) GoPass	204	24.8 %
Yes, Youth GoPass	30	3.6 %
Yes, Disability Adults GoPass	35	4.2 %
Yes, Senior GoPass	68	8.3 %
No, I do not use a GoPass	406	49.3 %
Total	824	100.0 %

Q2. If employed, who is your current employer?

<u>Q2. Who is your current employer</u>	<u>Number</u>	<u>Percent</u>
Walmart	27	9.7 %
Mellow Mushroom	15	5.4 %
Burger King	15	5.4 %
Bass Pro Shops	15	5.4 %
UNC-Chapel Hill	15	5.4 %
Rosti	15	5.4 %
UNC Health	14	5.1 %
Bakery	14	5.1 %
Wells Fargo	13	4.7 %
Produce at supermarket	11	4.0 %
The Templeton of Cary	11	4.0 %
Dollar General	11	4.0 %
Athletic Lab	10	3.6 %
Cognizant	9	3.2 %
All Pro	9	3.2 %
World Market	9	3.2 %
Dollar Tree	9	3.2 %
Refuel	7	2.5 %
Self employed	7	2.5 %
Metlife	6	2.2 %
NC State University	6	2.2 %
The City of Cary/Prestonwood	6	2.2 %
Hotel	6	2.2 %
Zifo	6	2.2 %
Town of Cary	6	2.2 %
<u>Upstream Rehabilitation Results Physiotherapy</u>	<u>5</u>	<u>1.8 %</u>
Total	277	100.0 %

Q3. In a typical week, on how many days do you currently use GoCary?

<u>Q3. On how many days do you currently use GoCary in a typical week</u>	<u>Number</u>	<u>Percent</u>
0 (None)	37	3.1 %
1	59	5.0 %
2	124	10.5 %
3	110	9.3 %
4	226	19.1 %
5	272	23.0 %
6	110	9.3 %
7	245	20.7 %
Total	1183	100.0 %

Q4. What is ONE main purpose for which you most often use the GoCary bus?

<u>Q4. One main purpose for which you most often use GoCary bus</u>	<u>Number</u>	<u>Percent</u>
Work	565	47.8 %
School/college	118	10.0 %
Shopping	182	15.4 %
Medical/dental	75	6.3 %
Recreation/event	158	13.4 %
Other	39	3.3 %
<u>Not provided</u>	<u>46</u>	<u>3.9 %</u>
Total	1183	100.0 %

(WITHOUT "NOT PROVIDED")**Q4. What is ONE main purpose for which you most often use the GoCary bus?**

Q4. One main purpose for which you most often use GoCary bus	Number	Percent
Work	565	49.7 %
School/college	118	10.4 %
Shopping	182	16.0 %
Medical/dental	75	6.6 %
Recreation/event	158	13.9 %
Other	39	3.4 %
Total	1137	100.0 %

Q4-6. Other:

Q4-6. Other	Number	Percent
Meeting	15	38.5 %
Seeing my Dad's grave	13	33.3 %
Appointment	11	28.2 %
Total	39	100.0 %

Q5. Please mark all the following that apply to you. Are you...

Q5. Your employment status	Number	Percent
Employed full-time	476	40.2 %
Employed part-time	271	22.9 %
Unemployed	156	13.2 %
Homemaker	63	5.3 %
Student	156	13.2 %
Retired	77	6.5 %
Volunteer position	55	4.6 %
Total	1254	

Q6. If you are employed or a student, do you work/attend school...

Q6. How do you work or attend school	Number	Percent
Remote only	83	10.1 %
Remote some days, onsite other days	63	7.7 %
Onsite only	256	31.1 %
Not provided	421	51.2 %
Total	823	100.0 %

(WITHOUT "NOT PROVIDED")**Q6. If you are employed or a student, do you work/attend school...**

Q6. How do you work or attend school	Number	Percent
Remote only	83	20.6 %
Remote some days, onsite other days	63	15.7 %
Onsite only	256	63.7 %
Total	402	100.0 %

Q7. How old are you?

Q7. How old are you	Number	Percent
18 or younger	85	7.2 %
19-24	98	8.3 %
25-29	146	12.3 %
30-34	149	12.6 %
35-39	114	9.6 %
40-44	96	8.1 %
45-49	85	7.2 %
50-54	112	9.5 %
55-59	88	7.4 %
60-64	58	4.9 %
65-69	44	3.7 %
70-74	6	0.5 %
75-79	6	0.5 %
80-84	33	2.8 %
Not provided	63	5.3 %
Total	1183	100.0 %

(WITHOUT "NOT PROVIDED")**Q7. How old are you?**

Q7. How old are you	Number	Percent
18 or younger	85	7.6 %
19-24	98	8.8 %
25-29	146	13.0 %
30-34	149	13.3 %
35-39	114	10.2 %
40-44	96	8.6 %
45-49	85	7.6 %
50-54	112	10.0 %
55-59	88	7.9 %
60-64	58	5.2 %
65-69	44	3.9 %
70-74	6	0.5 %
75-79	6	0.5 %
80-84	33	2.9 %
Total	1120	100.0 %

Q8. Do you identify as:

Q8. Your gender	Number	Percent
Male	561	47.4 %
Female	562	47.5 %
Non-binary	31	2.6 %
Prefer not to answer	29	2.5 %
Total	1183	100.0 %

(WITHOUT "PREFER NOT TO ANSWER")**Q8. Do you identify as:**

Q8. Your gender	Number	Percent
Male	561	48.6 %
Female	562	48.7 %
Non-binary	31	2.7 %
Total	1154	100.0 %

Q9. Do you consider yourself to be...

<u>Q9. Your race</u>	<u>Number</u>	<u>Percent</u>
African American/Black	484	40.9 %
Asian	97	8.2 %
Hispanic	358	30.3 %
Native American Indian	60	5.1 %
White	257	21.7 %
Other	21	1.8 %
Total	1277	

Q9-6. Self-describe your race/ethnicity:

<u>Q9-6. Self-describe your race</u>	<u>Number</u>	<u>Percent</u>
Korean	15	71.4 %
Jamaican	6	28.6 %
Total	21	100.0 %

Q10. What language do you most often speak at home?

<u>Q10. What language do you most often speak at home</u>	<u>Number</u>	<u>Percent</u>
English	802	67.8 %
Spanish	337	28.5 %
Other	44	3.7 %
Total	1183	100.0 %

Q10-3. Other:

<u>Q10-3. Other</u>	<u>Number</u>	<u>Percent</u>
Chinese	15	39.5 %
Nepali	12	31.6 %
Arabic	11	28.9 %
Total	38	100.0 %

Q10a. (If Question 10 is not English) How well do you speak English?

<u>Q10a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	94	24.7 %
Well	52	13.6 %
Less than well	135	35.4 %
Not at all	78	20.5 %
Not provided	22	5.8 %
Total	381	100.0 %

(WITHOUT "NOT PROVIDED")**Q10a. (If Question 10 is not English) How well do you speak English?**

Q10a. How well do you speak English	Number	Percent
Very well	94	26.2 %
Well	52	14.5 %
Less than well	135	37.6 %
Not at all	78	21.7 %
Total	359	100.0 %

Q11. Please check all Triangle Region bus systems you use in a typical week.

Q11. All Triangle Region bus systems you use in a typical week	Number	Percent
Chapel Hill Transit	126	10.7 %
GoApex	156	13.2 %
GoCary	1002	84.7 %
GoDurham	39	3.3 %
GoRaleigh	411	34.7 %
GoTriangle	296	25.0 %
Wolfline	6	0.5 %
Total	2036	

Q12. What is your total annual household income?

Q12. Your total annual household income	Number	Percent
Less than \$10K	225	19.0 %
\$10K-\$14,999	41	3.5 %
\$15K-\$19,999	94	7.9 %
\$20K-\$24,999	132	11.2 %
\$25K-\$34,999	170	14.4 %
\$35K-\$49,999	78	6.6 %
\$50K-\$74,999	48	4.1 %
\$75K-\$100K	91	7.7 %
\$100K+	14	1.2 %
Not provided	290	24.5 %
Total	1183	100.0 %

(WITHOUT "NOT PROVIDED")**Q12. What is your total annual household income?**

Q12. Your total annual household income	Number	Percent
Less than \$10K	225	25.2 %
\$10K-\$14,999	41	4.6 %
\$15K-\$19,999	94	10.5 %
\$20K-\$24,999	132	14.8 %
\$25K-\$34,999	170	19.0 %
\$35K-\$49,999	78	8.7 %
\$50K-\$74,999	48	5.4 %
\$75K-\$100K	91	10.2 %
\$100K+	14	1.6 %
Total	893	100.0 %

Q13. Including YOU, how many people live in your household?

Q13. How many people live in your household	Number	Percent
1	270	22.8 %
2	124	10.5 %
3	156	13.2 %
4	144	12.2 %
5	85	7.2 %
6+	194	16.4 %
Not provided	210	17.8 %
Total	1183	100.0 %

(WITHOUT "NOT PROVIDED")**Q13. Including YOU, how many people live in your household?**

Q13. How many people live in your household	Number	Percent
1	270	27.7 %
2	124	12.7 %
3	156	16.0 %
4	144	14.8 %
5	85	8.7 %
6+	194	19.9 %
Total	973	100.0 %

Q14. How many cars or other vehicles are available for your use?

Q14. How many cars or other vehicles are available for your use	Number	Percent
0 (None)	679	57.4 %
1	285	24.1 %
2	118	10.0 %
3	37	3.1 %
4 or more	10	0.8 %
Not provided	54	4.6 %
Total	1183	100.0 %

(WITHOUT "NOT PROVIDED")**Q14. How many cars or other vehicles are available for your use?**

Q14. How many cars or other vehicles are available for your use	Number	Percent
0 (None)	679	60.1 %
1	285	25.2 %
2	118	10.5 %
3	37	3.3 %
4 or more	10	0.9 %
Total	1129	100.0 %

Q15. In the past 30 days, did you use Uber/Lyft/Taxi OR app-based scooter/bikes?

Q15. Did you use Uber/Lyft/Taxi or app-based scooter/ bikes in past 30 days	Number	Percent
Yes, instead of a trip on GoCary	433	36.6 %
Yes, as part of a trip on GoCary	106	9.0 %
Yes, but not to replace a trip on GoCary	85	7.2 %
No	574	48.5 %
Total	1198	

Q16. If public transit were unavailable today, how would you have made this trip?

Q16. How would you have made this trip if public transit were unavailable today	Number	Percent
Taxi/Uber/Lyft	422	35.7 %
Ride with a friend or family member	309	26.1 %
Drive my own vehicle	13	1.1 %
Walk/bicycle/skateboard	184	15.6 %
Would not have made the trip	199	16.8 %
Not provided	56	4.7 %
Total	1183	100.0 %

(WITHOUT "NOT PROVIDED")**Q16. If public transit were unavailable today, how would you have made this trip?**

Q16. How would you have made this trip if public transit were unavailable today	Number	Percent
Taxi/Uber/Lyft	422	37.4 %
Ride with a friend or family member	309	27.4 %
Drive my own vehicle	13	1.2 %
Walk/bicycle/skateboard	184	16.3 %
Would not have made the trip	199	17.7 %
Total	1127	100.0 %

Q17. Do you use a transit app on your cell phone?

Q17. Do you use a transit app on your cell phone	Number	Percent
Yes	571	48.3 %
No	498	42.1 %
No cell phone	11	0.9 %
Not provided	103	8.7 %
Total	1183	100.0 %

(WITHOUT "NOT PROVIDED")**Q17. Do you use a transit app on your cell phone?**

Q17. Do you use a transit app on your cell phone	Number	Percent
Yes	571	52.9 %
No	498	46.1 %
No cell phone	11	1.0 %
Total	1080	100.0 %

Q17-1. If you use a transit app, which one?

<u>Q17-1. Which transit app</u>	<u>Number</u>	<u>Percent</u>
Go Cary	47	32.0 %
UMO	32	21.8 %
Transit	15	10.2 %
Google Maps	15	10.2 %
Transit and UMO	11	7.5 %
Move It	11	7.5 %
Lyft	8	5.4 %
<u>My daughte uses it for me</u>	<u>8</u>	<u>5.4 %</u>
Total	147	100.0 %

Q18-37. In the past 30 days, how would you rate GoCary on the following services?

(N=1183)

	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor	Does not apply
Q18. Buses running on time	36.3%	22.2%	19.6%	12.5%	5.7%	0.0%	1.2%	2.5%
Q19. Frequency of service on weekdays	35.5%	23.2%	22.5%	9.5%	3.3%	1.3%	0.0%	4.8%
Q20. Frequency of service on Saturdays	24.6%	12.2%	21.5%	11.8%	4.3%	2.3%	1.2%	22.1%
Q21. Frequency of service on Sundays	24.3%	11.7%	19.6%	12.6%	8.0%	1.8%	1.9%	19.9%
Q22. Hours the buses operate on weekdays	32.4%	18.5%	25.7%	10.4%	1.6%	3.6%	1.2%	6.6%
Q23. Hours the buses operate on Saturdays	29.2%	12.3%	18.3%	13.3%	6.8%	1.8%	1.7%	16.6%
Q24. Hours the buses operate on Sundays	26.9%	9.6%	14.5%	17.2%	7.7%	3.8%	2.2%	18.3%
Q25. Total time it takes for your total trip	30.2%	18.2%	20.7%	13.3%	5.6%	1.3%	1.2%	9.6%
Q26. Service to all locations you want to go	31.6%	12.6%	24.6%	16.3%	5.9%	0.4%	1.8%	6.8%
Q27. Ease of transfer among GoCary routes	25.0%	22.6%	17.1%	15.8%	2.9%	0.5%	0.0%	16.1%
Q28. Ease of transferring between GoCary & other area bus transit systems	26.0%	21.0%	15.4%	18.4%	2.1%	2.0%	0.0%	15.0%
Q29. Cleanliness of the bus interiors	38.9%	20.8%	17.0%	10.4%	5.1%	1.7%	0.9%	5.2%

Q18-37. 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
Q30. Availability of shelters at bus stops	27.4%	11.2%	19.0%	16.8%	10.9%	1.2%	3.6%	9.8%
Q31. Your sense of personal safety from other passengers on the buses	40.1%	20.7%	19.8%	12.2%	1.6%	1.2%	0.0%	4.5%
Q32. Courtesy & helpfulness of bus operators	41.3%	20.5%	19.5%	6.6%	2.9%	0.0%	1.2%	8.1%
Q33. Accessibility of bus stops & stations for those with disabilities	29.8%	10.3%	15.4%	14.3%	1.6%	2.8%	1.2%	24.7%
Q34. Usefulness of information from 919-485-RIDE telephone operators	23.4%	11.8%	11.2%	12.6%	5.7%	0.0%	0.0%	35.2%
Q35. Usefulness of printed information such as schedules or brochures	28.1%	11.1%	11.8%	11.5%	3.6%	0.6%	1.2%	32.1%
Q36. Quality of WIFI service	18.3%	10.7%	11.8%	12.7%	4.6%	3.4%	2.6%	35.9%
Q37. Overall quality of GoCary service	34.8%	17.0%	22.7%	14.4%	5.7%	0.0%	0.0%	5.4%

(WITHOUT "DOES NOT APPLY")**Q18-37. In the past 30 days, how would you rate GoCary on the following services?**

(N=1183)

	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor
Q18. Buses running on time	37.2%	22.8%	20.1%	12.8%	5.9%	0.0%	1.2%
Q19. Frequency of service on weekdays	37.3%	24.3%	23.6%	9.9%	3.5%	1.3%	0.0%
Q20. Frequency of service on Saturdays	31.6%	15.6%	27.6%	15.2%	5.5%	2.9%	1.5%
Q21. Frequency of service on Sundays	30.4%	14.7%	24.5%	15.7%	10.0%	2.2%	2.4%
Q22. Hours the buses operate on weekdays	34.7%	19.8%	27.5%	11.1%	1.7%	3.9%	1.3%
Q23. Hours the buses operate on Saturdays	35.1%	14.8%	21.9%	15.9%	8.2%	2.1%	2.0%
Q24. Hours the buses operate on Sundays	32.9%	11.7%	17.7%	21.0%	9.4%	4.7%	2.7%
Q25. Total time it takes for your total trip	33.4%	20.1%	22.9%	14.7%	6.2%	1.4%	1.3%
Q26. Service to all locations you want to go	33.9%	13.5%	26.4%	17.5%	6.3%	0.5%	1.9%
Q27. Ease of transfer among GoCary routes	29.8%	26.9%	20.4%	18.9%	3.4%	0.6%	0.0%
Q28. Ease of transferring between GoCary & other area bus transit systems	30.6%	24.8%	18.1%	21.7%	2.5%	2.4%	0.0%
Q29. Cleanliness of the bus interiors	41.0%	21.9%	17.9%	11.0%	5.4%	1.8%	1.0%

(WITHOUT "DOES NOT APPLY")**Q18-37. In the past 30 days, how would you rate GoCary on the following services?**

	Excellent	Very good	Good	Neutral	Poor	Very poor	Extremely poor
Q30. Availability of shelters at bus stops	30.4%	12.5%	21.1%	18.7%	12.1%	1.3%	4.0%
Q31. Your sense of personal safety from other passengers on the buses	41.9%	21.7%	20.7%	12.7%	1.7%	1.2%	0.0%
Q32. Courtesy & helpfulness of bus operators	44.9%	22.3%	21.3%	7.2%	3.1%	0.0%	1.3%
Q33. Accessibility of bus stops & stations for those with disabilities	39.5%	13.7%	20.4%	19.0%	2.1%	3.7%	1.6%
Q34. Usefulness of information from 919-485-RIDE telephone operators	36.1%	18.3%	17.3%	19.4%	8.9%	0.0%	0.0%
Q35. Usefulness of printed information such as schedules or brochures	41.3%	16.3%	17.4%	16.9%	5.4%	0.9%	1.7%
Q36. Quality of WIFI service	28.5%	16.6%	18.5%	19.8%	7.3%	5.3%	4.1%
Q37. Overall quality of GoCary service	36.8%	18.0%	23.9%	15.2%	6.1%	0.0%	0.0%

Q38. Of the services in Questions 18 to 37 above, please rank by question numbers the THREE most important to improve.

Q38. Top choice	Number	Percent
Buses running on time	155	13.1 %
Frequency of service on weekdays	33	2.8 %
Frequency of service on Saturdays	7	0.6 %
Frequency of service on Sundays	47	4.0 %
Hours the buses operate on weekdays	5	0.4 %
Hours the buses operate on Saturdays	20	1.7 %
Hours the buses operate on Sundays	9	0.8 %
Service to all locations you want to go	25	2.1 %
Ease of transfer among GoCary routes	15	1.3 %
Cleanliness of the bus interiors	25	2.1 %
Availability of shelters at bus stops	15	1.3 %
Your sense of personal safety from other passengers on the buses	14	1.2 %
Courtesy & helpfulness of bus operators	29	2.5 %
Accessibility of bus stops & stations for those with disabilities	9	0.8 %
Quality of WIFI service	10	0.8 %
None chosen	765	64.7 %
Total	1183	100.0 %

Q38. Of the services in Questions 18 to 37 above, please rank by question numbers the THREE most important to improve.

Q38. 2nd choice	Number	Percent
Frequency of service on weekdays	65	5.5 %
Frequency of service on Saturdays	23	1.9 %
Frequency of service on Sundays	24	2.0 %
Hours the buses operate on weekdays	25	2.1 %
Hours the buses operate on Saturdays	9	0.8 %
Hours the buses operate on Sundays	85	7.2 %
Service to all locations you want to go	28	2.4 %
Ease of transferring between GoCary & other area bus transit systems	11	0.9 %
Cleanliness of the bus interiors	44	3.7 %
Availability of shelters at bus stops	15	1.3 %
Your sense of personal safety from other passengers on the buses	5	0.4 %
Courtesy & helpfulness of bus operators	12	1.0 %
Usefulness of information from 919-485-RIDE telephone operators	18	1.5 %
Quality of WIFI service	25	2.1 %
None chosen	794	67.1 %
Total	1183	100.0 %

Q38. Of the services in Questions 18 to 37 above, please rank by question numbers the THREE most important to improve.

Q38. 3rd choice	Number	Percent
Buses running on time	25	2.1 %
Frequency of service on weekdays	13	1.1 %
Frequency of service on Saturdays	8	0.7 %
Frequency of service on Sundays	43	3.6 %
Hours the buses operate on weekdays	8	0.7 %
Hours the buses operate on Sundays	18	1.5 %
Total time it takes for your total trip	10	0.8 %
Service to all locations you want to go	50	4.2 %
Ease of transferring between GoCary & other area bus transit systems	30	2.5 %
Cleanliness of the bus interiors	6	0.5 %
Availability of shelters at bus stops	38	3.2 %
Your sense of personal safety from other passengers on the buses	30	2.5 %
Accessibility of bus stops & stations for those with disabilities	30	2.5 %
Usefulness of information from 919-485-RIDE telephone operators	6	0.5 %
Usefulness of printed information such as schedules or brochures	7	0.6 %
Quality of WIFI service	14	1.2 %
Overall quality of GoCary service	6	0.5 %
None chosen	841	71.1 %
Total	1183	100.0 %

SUM OF TOP 3**Q38. Of the services in Questions 1 to 20 above, please rank by question number the THREE most important to improve. (TOP 3)**

Q38. Top choice	Number	Percent
Buses running on time	180	15.2 %
Frequency of service on weekdays	111	9.4 %
Frequency of service on Saturdays	38	3.2 %
Frequency of service on Sundays	114	9.6 %
Hours the buses operate on weekdays	38	3.2 %
Hours the buses operate on Saturdays	29	2.5 %
Hours the buses operate on Sundays	112	9.5 %
Total time it takes for your total trip	10	0.8 %
Service to all locations you want to go	103	8.7 %
Ease of transfer among GoCary routes	15	1.3 %
Ease of transferring between GoCary & other area bus transit systems	41	3.5 %
Cleanliness of the bus interiors	75	6.3 %
Availability of shelters at bus stops	68	5.7 %
Your sense of personal safety from other passengers on the buses	49	4.1 %
Courtesy & helpfulness of bus operators	41	3.5 %
Accessibility of bus stops & stations for those with disabilities	39	3.3 %
Usefulness of information from 919-485-RIDE telephone operators	24	2.0 %
Usefulness of printed information such as schedules or brochures	7	0.6 %
Quality of WIFI service	49	4.1 %
Overall quality of GoCary service	6	0.5 %
None chosen	765	64.7 %
Total	1914	

Was this survey completed in Spanish?

<u>Was this survey completed in Spanish</u>	<u>Number</u>	<u>Percent</u>
Yes	215	18.2 %
No	968	81.8 %
Total	1183	100.0 %

Section 5

Survey Instrument





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: _____



¿Qué ruta vas a hacer ahora _____

1. ¿Recibes una tarifa gratuita o reducida con alguno de los siguientes programas GoPass?
 ___1 Sí, GoPass para empleadores/universidades ___2 Sí, TAP (Programa de Asistencia al Tránsito) GoPass
 ___3 Sí, Youth GoPass ___4 Sí, Adultos con Discapacidad GoPass
 ___5 Sí, Senior GoPass ___6 No, no uso un GoPass
2. Si trabajas, ¿quién es tu empleador actual? (Esta información nos ayuda a planificar mejor para atender tus necesidades y es opcional.)

3. En una semana típica, ¿en cuántos días usas actualmente GoCary (*Circle solo uno*)?
 0 (Ninguno) 1 2 3 4 5 6 7
4. ¿Cuál es UNO de los principales propósitos para los que más sueles usar el autobús GoCary?
 ___1 Trabajo ___2 Escuela/Universidad ___3 Compras
 ___4 Médico/Dental ___5 Recreación/Evento ___6 Otros: _____
5. Por favor, marque todos los siguientes que se apliquen a usted. ¿Estás...
 ___1 Empleado a tiempo completo ___2 Empleado a tiempo parcial ___3 Desempleado ___4 Ama de casa
 ___5 Estudiante ___6 Retirado ___7 Puesto de voluntario
6. Si trabajas o estudias, ¿trabajas o asistes a la escuela...?
 ___1 Solo remotos ___2 Algunos días en remoto, otros días presenciales ___3 Solo in situ
7. ¿Cuántos años tienes? _____ Años
8. ¿Te identificas como: ___1 Hombre ___2 Mujer ___3 No binario ___4 Prefiere no responder
9. ¿Te consideras a ti mismo... (*selecciona todo lo que corresponda*)
 ___1 Afroamericano/Negro ___2 Asiático ___3 Hispano
 ___4 Indio americano ___5 Blanco ___6 Otros: _____
10. ¿Qué idioma sueles hablar más a menudo en casa?
 ___1 Inglés ___2 Español ___3 Otros: _____
- 10a. [Si Q10 no es inglés] ¿Qué tal hablas inglés?
 ___1 Muy bien ___2 Bueno ___3 Menos que bien ___4 En absoluto
11. Por favor, revisa todos los sistemas de autobuses de la Región del Triángulo que utilices en una semana típica .
 ___1 Tránsito de Chapel Hill ___2 Duke Transit ___3 GoApex ___4 GoCary ___5 GoDurham
 ___6 GoRaleigh ___7 GoTriangle ___8 GoWake ___9 Transporte Público del Condado de Orange (OCPT)
 ___10 Wolfline ___11 Ninguno de estos
12. ¿Cuál es el ingreso total anual de tu hogar? (*Revisa solo uno*)
 ___1 Menos de 10.000 dólares ___2 10.000 a 14.999 dólares ___3 15.000 a 19.999 dólares
 ___4 20.000 a 24.999 dólares ___5 De 25.000 a 34.999 \$ ___6 35.000 a 49.999 dólares
 ___7 50.000 a 74.999 dólares ___8 75.000 a 100.000 dólares ___9 Más de 100.000 dólares
13. Includyéndote a TI, ¿cuántas personas viven en tu hogar? _____
14. ¿Cuántos coches u otros vehículos tienes disponibles para tu uso?
 0 (Ninguno) 1 2 3 4 o más

15. En los últimos 30 días, ¿usaste scooter/bicicletas basadas en Uber/Lyft/Taxi O con una app? (*Selecciona todos los que se aplican*)
 ___1 Sí, en vez de un viaje en GoCary ___2 Sí, como parte de un viaje en GoCary ___3 Sí, pero no para reemplazar un viaje en GoCary
 ___4 No
16. Si el transporte público no estuviera disponible hoy, ¿cómo habrías hecho este viaje? (*Selecciona la más probable*)
 ___1 Taxi/Uber/Lyft ___2 Salir con un amigo o familiar ___3 Conducir mi propio vehículo ___4 Caminar/Bicicleta/Patinar
 ___5 No habría hecho el viaje ___6 Other _____
17. ¿Usas alguna app de transporte en tu móvil?
 ___1 Sí ___2 No ___3 Sin móvil
 Si usas una app de transporte, ¿cuál es? _____

En los últimos 30 días, ¿cómo valorarías a GoCary en los siguientes servicios?		Excelente	Muy bien	Bien	Neutro	Pobre	Muy pobre	Extremadamente pobre	No se aplica
18	Autobuses que circulan puntualmente	7	6	5	4	3	2	1	9
19	Frecuencia del servicio entre semana	7	6	5	4	3	2	1	9
20	Frecuencia del servicio el sábado	7	6	5	4	3	2	1	9
21	Frecuencia del servicio el domingo	7	6	5	4	3	2	1	9
22	Horarios en los que operan los autobuses entre semana	7	6	5	4	3	2	1	9
23	Horarios en los que operan los autobuses los sábados	7	6	5	4	3	2	1	9
24	Horarios en los que operan los autobuses los domingos	7	6	5	4	3	2	1	9
25	El tiempo total que lleva todo tu viaje	7	6	5	4	3	2	1	9
26	Servicio a todos los lugares que quieras visitar	7	6	5	4	3	2	1	9
27	Facilidad de transbordo entre rutas de GoCary	7	6	5	4	3	2	1	9
28	Facilidad de transbordo entre GoCary y otros sistemas de transporte de autobuses de la zona	7	6	5	4	3	2	1	9
29	Limpieza del interior de los autobuses	7	6	5	4	3	2	1	9
30	Disponibilidad de marquesinas en las paradas de autobús	7	6	5	4	3	2	1	9
31	Tu sensación de seguridad personal frente a otros pasajeros en los autobuses	7	6	5	4	3	2	1	9
32	Cortesía y ayuda de los operadores de autobuses	7	6	5	4	3	2	1	9
33	Accesibilidad de paradas y estaciones de autobús para personas con discapacidad	7	6	5	4	3	2	1	9
34	Utilidad de la información de los operadores telefónicos 919-485-RIDE	7	6	5	4	3	2	1	9
35	Utilidad de información impresa como anexos o folletos	7	6	5	4	3	2	1	9
36	Calidad del servicio WIFI	7	6	5	4	3	2	1	9
37	La calidad general del servicio GoCary	7	6	5	4	3	2	1	9

38. De los servicios en las preguntas 18 a 37 anteriores, por favor ordena por número de pregunta los tres más importantes a mejorar.

1ª _____ 2ª _____ 3ª _____

Comentarios: _____

Section 6

Comments



On-Time Performance & Reliability

- Buses need to be on time and on route.
 - Need more consistency in times and schedules.
 - Twice in less than a week the bus did not come, leaving me waiting at the stop for over 30 minutes.
-

Service Frequency & Scheduling

- Changing the time to 15 minutes after and 45 minutes after makes me late for work on the #1 Connector. The other time was better.
 - Every 15 minutes Monday-Friday. Weekend schedule is poor.
 - More frequent buses and shorter waiting time.
 - The weekend—specifically Sunday—is when the pass gets the most use for work.
-

Transfers & Travel Time / Connectivity

- Transit time between other buses needs to be short.
 - I have never had to transfer, at least not yet. I will be doing so soon.
-

Bus Stop Amenities (Shelters)

- Put a shelter at Harris and Feeter stop for Route 4.
 - Shelters at stops!
-

Customer Service / Driver Operations

- Drivers don't wait for you to sit before they take off.
-

Technology / Mobile App

- Go Cary App needs improving.
-

General Positive Feedback

- I love GoCary :)
- Very good service
- Not bad.