



Ipsos Reid



2012 HandyDART Customer Service Performance

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Objectives & Methodology



Objectives and Methodology

- ◆ As part of its commitment to ongoing customer service improvement, TransLink has re-commissioned Ipsos Reid (formerly Synovate) to conduct a survey with HandyDART customers this year.
- ◆ As in previous waves, surveys were conducted with: 1) Current or “Past Month users” - customers who have used HandyDART at least once in the past month, and 2) “Lapsed users” - customers who have used HandyDART in the past 6 months, but not in the past month.
- ◆ The primary objectives of the research are to:
 - Evaluate the quality of service provided by HandyDART,
 - Determine the reasons for changes in usage, and
 - Identify areas for improvement.
- ◆ A total of 600 telephone interviews were conducted between October 19 to November 13, 2012. Customers were first informed about the upcoming survey in a letter so that they would understand and feel comfortable participating in the survey.
- ◆ Specifically, 500 Past Month users and 100 Lapsed users were surveyed. The Past Month User sample was evenly split between North of Fraser and South of Fraser to maximize the ability to analyze each region.
- ◆ At the data processing stage, the results for HandyDART users were weighted to the actual regional distribution of past 6 months HandyDART customers.
- ◆ The margins of error and the shifts in percentages generally required when comparing against 2011 results are shown below:

	Past Month Users			Lapsed Users		
	# Surveys	Margin of Error (@ 95% Confidence)	Shift Required (@ 95% Confidence)	# Surveys	Margin of Error (@ 95% Confidence)	Shift Required (@ 95% Confidence)
North of Fraser	245	±6.3%	±9 percentage points	n/a	n/a	n/a
South of Fraser	255	±6.1%	±9 percentage points	n/a	n/a	n/a
TOTAL	500	±4.4%	±7 percentage points	100	±9.8%	±14 percentage points

Executive Summary



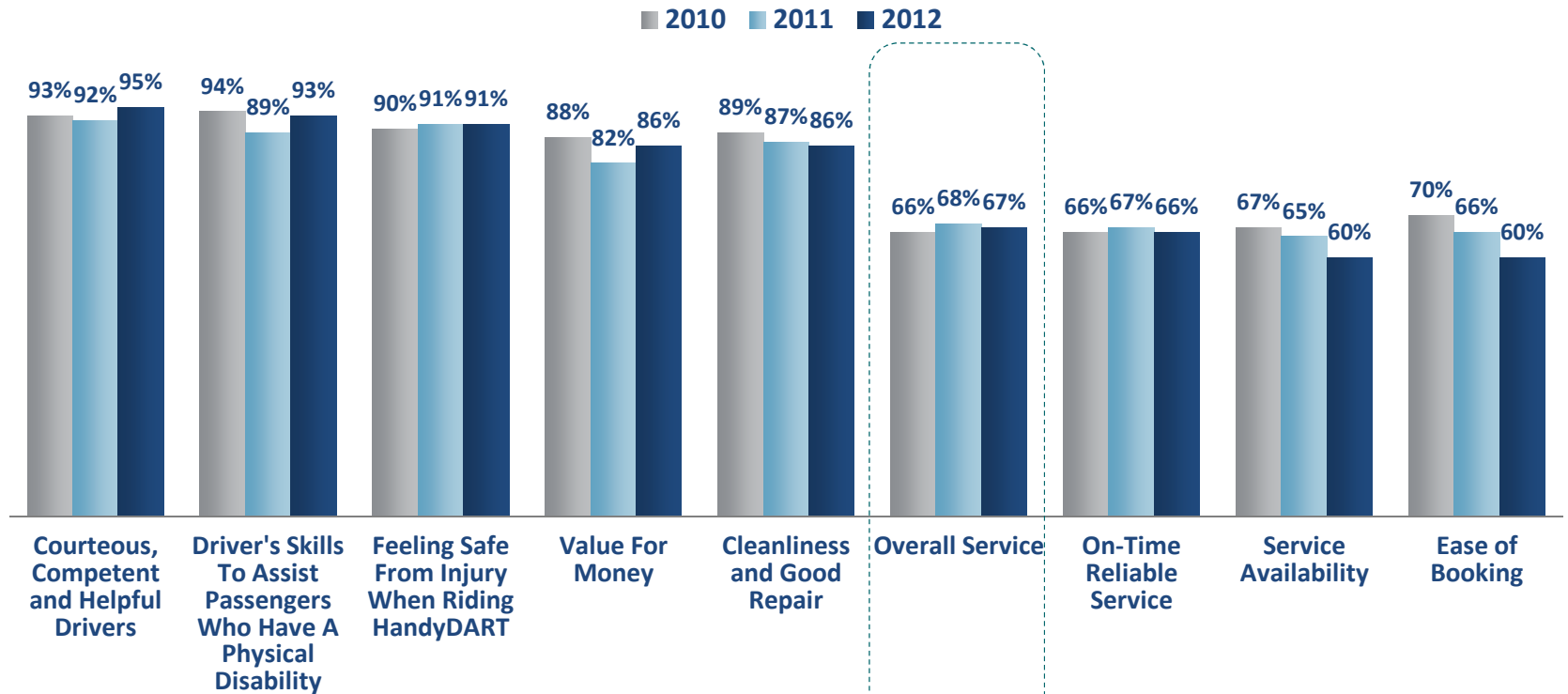
Executive Summary

- ◆ In general, HandyDART is performing well. Users continue to single out the drivers and the vehicles themselves as the strongest components of the service. Value For Money perceptions, after dipping slightly to 82% in 2011, have rebounded, with 88% now giving high ratings of 8 to 10 out of 10.
- ◆ As has historically been the case, Delivering On-Time Reliable Service, Ease of Booking a Trip and Service Availability are relatively lower-rated aspects of the HandyDART service. While On-Time, Reliable Service performance remains consistent, the latter two service attributes have experienced a decline in perceived performance over the past year.
- ◆ When it comes to booking HandyDART, busy phone lines, lack of availability at the required time and having to book too far in advance are the primary complaints. For Service Availability, users want/need availability in the mornings or at least before 5pm and most commonly want to travel to/from Surrey, Vancouver, Burnaby, Langley or Richmond.
- ◆ In an average week, Past Month users are making over two trips (2.5) using the service versus only one trip on conventional transit. While the large majority of Past Month users continue to report that they do not make their trips in conjunction with other forms of transit, there has been an increase in the number of users who do make such trips compared to previous years (21% currently versus 15% in 2011 and 2010).
- ◆ Most users start and end their HandyDART trips within the same municipality.
- ◆ Consistent with historical trends, the typical HandyDART user has been using the service for just under five years and the majority continue to report using the service as often or more often than they did one year ago. For the few (16%) using HandyDART less often than a year ago, their reasons for declined usage tend to be personal ones (e.g., not getting out as much, deteriorating health, etc.) rather than specific service-related issues/problems.
- ◆ Lapsed users have been using the service for approximately four years, on average. Half say they are using HandyDART less often than a year ago, while the other half say their usage has either increased or stayed the same (21% and 25%, respectively).
- ◆ Compared to Lapsed users, Past Month users are more apt to be Captive users (62% versus 51%, respectively), which may be contributing to their more frequent usage.



Executive Summary

Performance on HandyDART Attributes
(% Giving ratings of 8-10 out of 10)



Year	Average Rating																										
	'10	'11	'12	'10	'11	'12	'10	'11	'12	'10	'11	'12	'10	'11	'12	'10	'11	'12	'10	'11	'12	'10	'11	'12			
Total	9.3	9.2	9.4	9.4	9.3	9.4	9.2	9.3	9.4	9.2	9.1	9.3	9.2	9.1	9.0	7.8	8.0	8.0	7.8	8.0	8.0	8.0	8.0	7.7	8.2	8.2	7.6
North of Fraser	9.3	9.2	9.4	9.3	9.3	9.4	9.1	9.3	9.4	9.1	9.1	9.3	9.1	9.1	9.0	7.6	7.9	8.1	7.5	7.8	7.8	7.8	8.2	7.9	8.1	8.4	7.6
South of Fraser	9.4	9.3	9.5	9.5	9.5	9.4	9.4	9.3	9.5	9.3	9.0	9.2	9.3	8.9	9.1	8.0	8.1	7.8	8.2	8.2	8.2	8.3	7.7	7.4	8.4	7.8	7.4

Note: Ratings are on a scale of 1 to 10 where 10 means excellent and 1 means very poor.

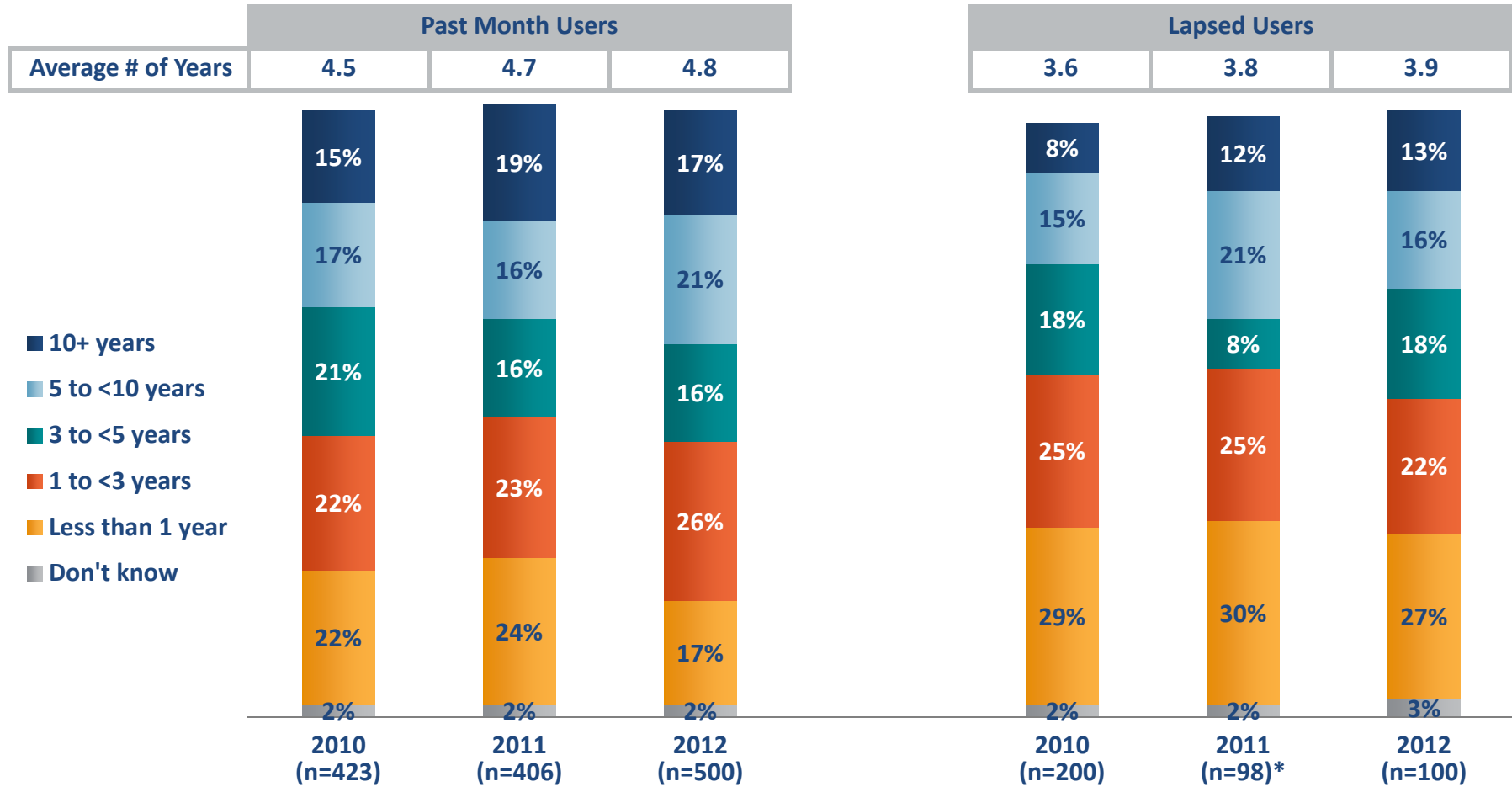
Q6.2. How would you rate: the ease of booking a trip with HandyDART, availability of HandyDART service when you need it, HandyDART for on-time, reliable service?

Trends in Transit Usage



Length of Time Using HandyDART

- ◆ Consistent with past trends, Past Month users of HandyDART have been using the service for just under five years (4.8 years on average) while Lapsed users have been using it for just under four years (3.9 years on average).



* Small base size, interpret with caution.

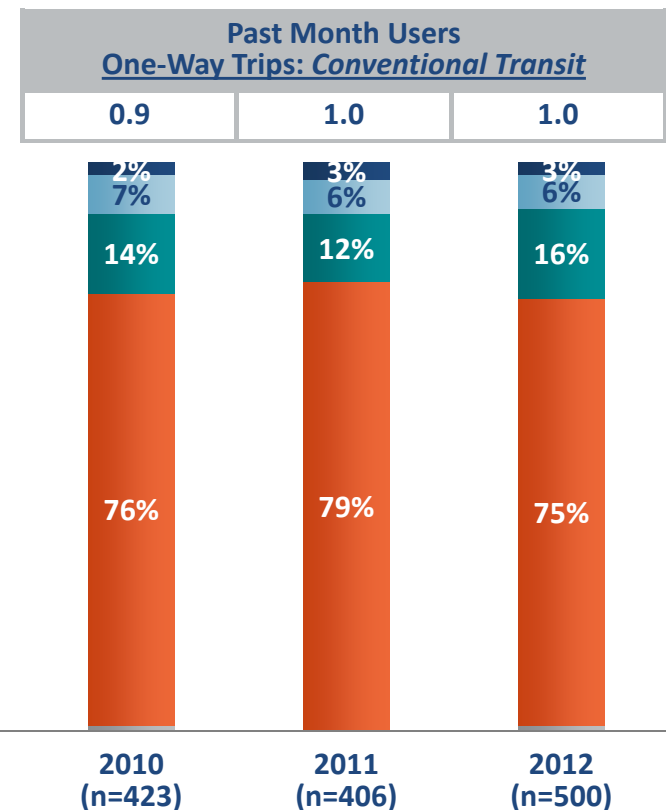
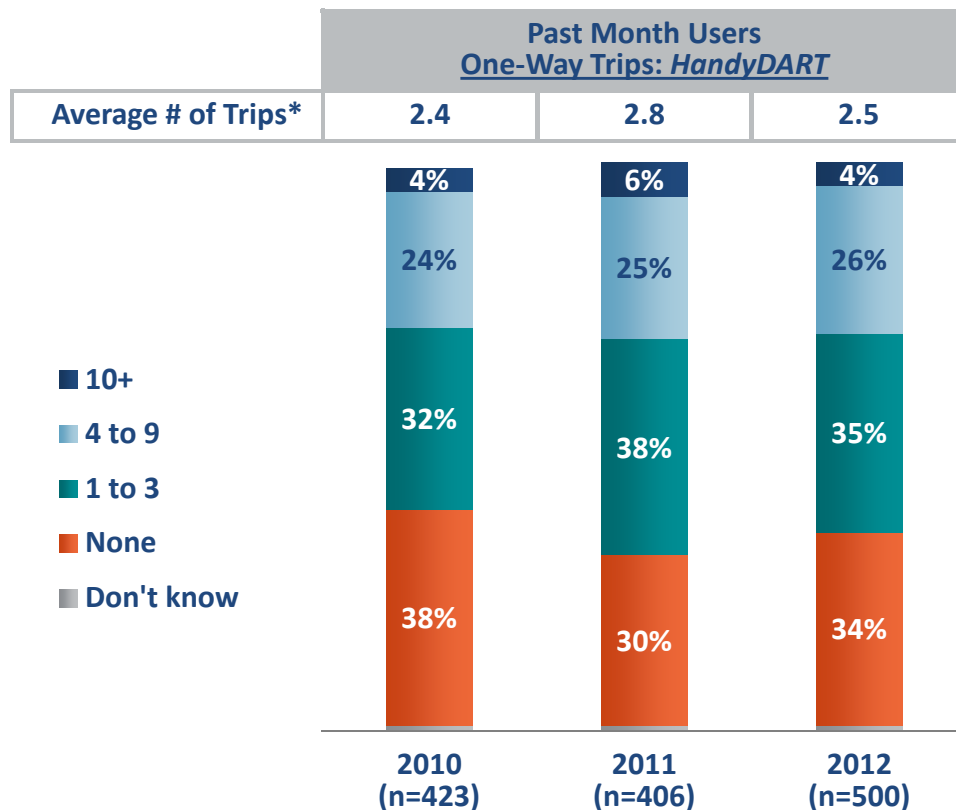
Q1. First, how long have you been using HandyDART?



Frequency of Use

- ◆ Past Month HandyDART users report making an average of 2.5 one-way trips on this mode in the past seven days, which is in line with trends.
- ◆ Younger users (18 to 44) make the most trips, averaging 3.2 trips in the past 7 days.
- ◆ Male users also make more trips than females (2.9 trips on average versus 2.3, respectively.)

- ◆ Unchanged from 2010 and 2011, this year, Past Month HandyDART users report only making one trip, on average, in the past seven days on conventional transit modes.
- ◆ Three-quarters of Past Month users continue to report not making any trips in the past seven days using conventional transit.
- ◆ As with HandyDART usage, conventional transit usage is greater among younger users (18 to 44) and males.



*Note: Average calculated among those who gave a valid response (i.e. excluding don't know).

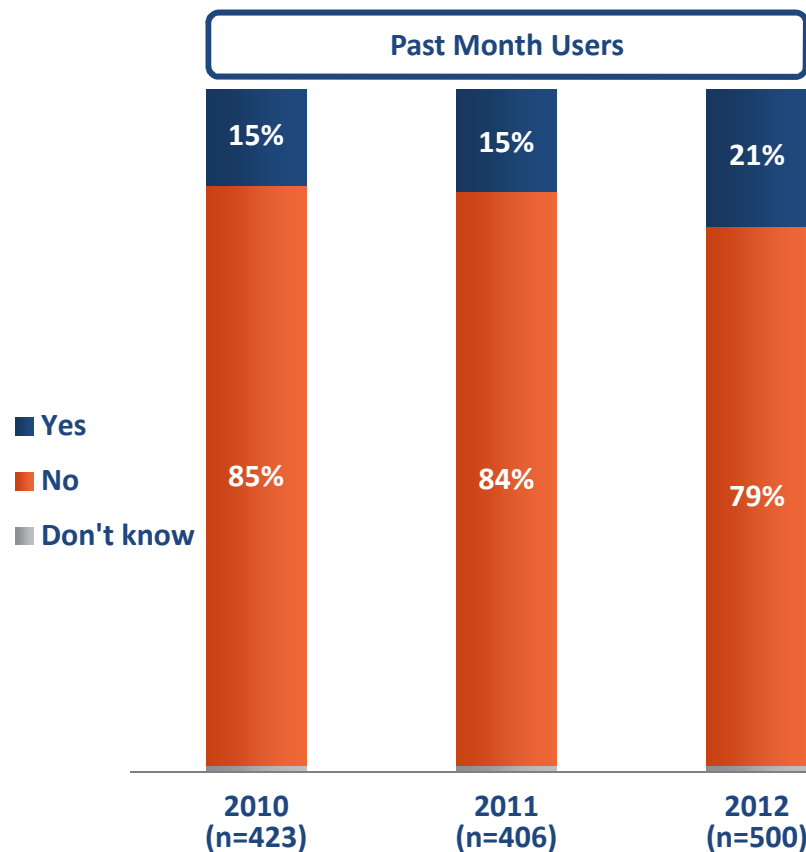
Q2a. In the past 7 days, how many one-way trips have you taken using HandyDART? A one-way trip is a trip to a single destination; for example, a trip to work and home again would be 2 one-way trips.

Q2b. In the past 7 days, how many one-way trips have you taken using conventional transit, that is, public transit buses, SkyTrain, SeaBus or West Coast Express?



HandyDART and Transit Combination Trips

- ◆ While the large majority (79%) of Past Month users continue to report not making HandyDART trips in conjunction with other forms of transit, the proportion of users that make these combination trips have grown from a year ago (21% currently versus 15% in 2011).
- ◆ Users under the age of 65 are more likely than their older counterparts to be making combination trips (29% versus 13%, respectively).
- ◆ Users not making combination trips tend to cite physical challenges as the main barrier, while notably fewer mention that they have no need to make such trips and are only using HandyDART for specific trips/medical appointments.



Reasons For Not Using HandyDART In Combination With Other Forms of Transit

Base: Among those not currently making combination trips (n=397)	
Physical problems/difficulty walking	34%
No need to travel far/don't go out much	14%
Only use HandyDART for medical appointments/certain purposes	12%
HandyDART takes me directly to my destination	6%
Require assistance	6%
Difficulty boarding/disembarking	5%
Problems with connections/bus schedules/time issues	4%
Visual impairment/difficult to find the other mode of transportation	3%
Don't feel safe/nervous on public transit	3%

Note: Only responses of 3% and above are shown.

Q2c. Thinking of the trips you make on HandyDART, do you use HandyDART in combination with other forms of transit? For example, a combination trip might involve taking HandyDART to a SkyTrain station, then taking SkyTrain to the final destination of the trip.

Q2d. What are some of the reasons you do not use HandyDART in combination with other forms of transit?



Disability Reasons for Not Using the Conventional Transit System

- ◆ Past Month HandyDART users that are not using conventional transit are primarily hindered by mobility problems such as pain when moving or having to use a walker/cane/wheelchair/braces.

Base: Among those not making combination trips (i.e. not using conventional transit)	(n=397)
Mobility Problems (NET)	65%
<i>Other illness/pain affecting mobility</i>	28%
<i>Need to use a walker/cane/ wheelchair/have to wear braces</i>	21%
<i>Can't walk/have trouble walking</i>	10%
<i>I have arthritis</i>	6%
<i>Had hip surgery/other surgery</i>	6%
<i>I had a stroke</i>	3%
<i>I am an amputee</i>	2%
<i>I have Multiple Sclerosis (MS)</i>	2%
Safety concerns (e.g., falling, no one to help with illness in an emergency)	9%
Visually impaired/blind	9%
No bus service where I live/too far	8%
I can't travel alone/manage on my own	7%
Not disabled friendly (no stairs/ramp on bus, etc)	6%
I have C.O.P.D./lung problems (incl. asthma, shortness of breath)	4%
I have memory loss/cognitive challenges	3%
I'm on dialysis/have kidney problem	3%
Speech impairment	3%
Need to carry oxygen tank	1%
Other	9%
Nothing in particular	9%
Don't know/refused	1%

Q2e. What aspect (s) of your disability is preventing you from using the conventional transit system (that is, public transit buses, SkyTrain, SeaBus or West Coast Express) without assistance?



Trip Origin and Destination

- ◆ Past Month users are generally starting and ending their trips on HandyDART in the same municipality.
- ◆ One-quarter of users living in the Northeast region use HandyDART to travel into Burnaby/New Westminster, while almost the same proportion of Burnaby/New Westminster users (23%) take HandyDART to travel into Vancouver.
- ◆ Three-in-ten (32%) users living in Richmond use HandyDART to travel into Vancouver.

		Municipality of Trip Start						
		Vancouver	Burnaby/ New West	North Shore	Richmond	S.Delta/ Tsaw./ Ladner	Surrey/ N.Delta/ Langley/ White Rock	Tricities/ Pitt Meadow/ Maple Ridge
Base: All used in last month		(n=124)	(n=64*)	(n=16**)	(n=38**)	(n=10**)	(n=120)	(n=41**)
Municipality of Trip End	Vancouver	85%	23%	8%	32%	20%	3%	2%
	Burnaby/New West	8%	72%	-	-	-	2%	26%
	North Shore	1%	-	96%	-	-	-	-
	Richmond	5%	3%	-	68%	30%	1%	-
	S.Delta/Tsaw/Ladner	-	-	-	-	40%	-	-
	Surrey/N.Delta/Langley/ White Rock	-	3%	-	-	9%	95%	2%
	Tricities/Pitt Meadows/ Maple Ridge	-	8%	-	-	-	-	76%

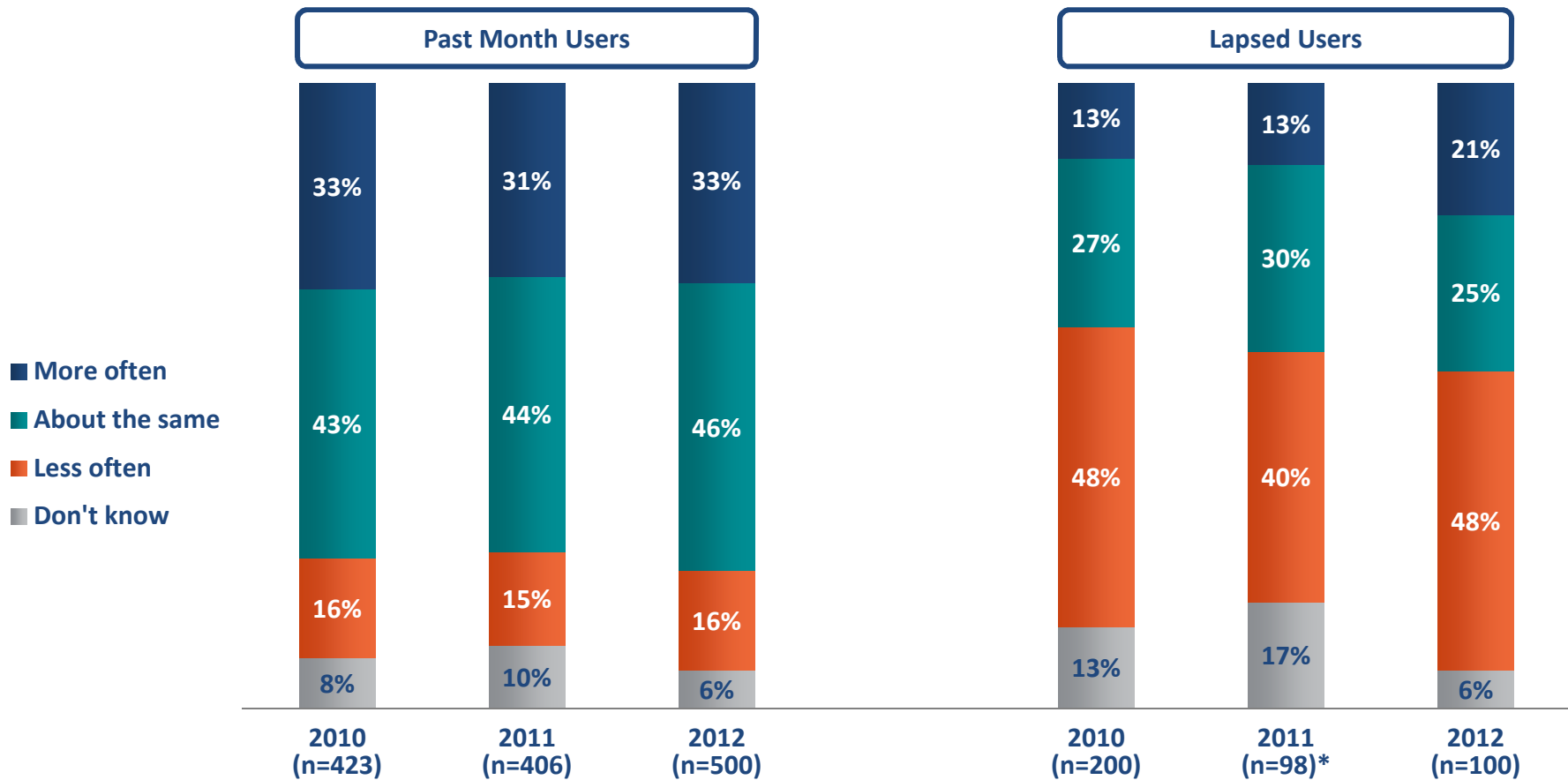
* Small base size, interpret with caution. **Very small base size, interpret with caution.

Q3a/b. Thinking of your most recent trip on HandyDART, please tell me the municipality where you boarded the HandyDART service and the municipality where you disembarked the HandyDART service.



Changes in Level of Use

- ◆ Past Month users most commonly report that they are using HandyDART with about the same frequency as they were a year ago (46%).
- ◆ User groups who are more likely than their counterparts to report an increased usage of HandyDART compared to one year ago include those living South of the Fraser River, younger users (18 to 44), and women.
- ◆ Among Lapsed users, 21% are using HandyDART more than a year ago, 25% about the same, and 48% less often than they were one year ago.



* Small base size, interpret with caution.

Q7a. Compared to one year ago, are you now using HandyDART more often, about the same, or less often?



Reasons for Taking HandyDART More Often Now Than A Year Ago

- ◆ The top three reasons for taking HandyDART more often are: deteriorating health/experiencing an injury in the last year, simply getting out more often and having more medical appointments. Compared to one year ago, fewer are mentioning deteriorating health/injury and more are simply saying they are getting out more often.

Base: Among riders that are taking HandyDART more often than a year ago	2010 (n=166)	2011 (n=139)	2012 (n=187)
Health is worse/injured within the past year	33%	43%	30%
Getting out more/going to more places/in a program	14%	12%	25%
More medical appointments	30%	24%	22%
Can't drive/no ride/no license	17%	11%	13%
It is easy to use/convenient/they help you	3%	6%	9%
Unable to take public transit/safer than public transit	7%	6%	5%
Health is improved	-	1%	5%
I am more familiar/comfortable with the service	2%	5%	3%
Moved	5%	2%	2%
It is affordable/cheaper than a taxi	2%	1%	2%
Have a scooter	-	-	2%
Shopping/socializing	3%	5%	1%
Back at work	1%	-	1%
The service has improved	-	-	1%
Other	5%	13%	6%
No reason in particular/ don't know	1%	2%	7%



Reasons for Taking HandyDART Less Often Now Than A Year Ago

- ◆ The majority of reasons given for using HandyDART less often centre around user issues/changes (such as not getting out as much, deteriorating health, having fewer appointments, being able to use conventional transit now) rather than the HandyDART service itself. Among the top six reasons cited for using the service less, only one – not available when I need it/you are on their schedule (13%) – is specifically aimed at the HandyDART service.

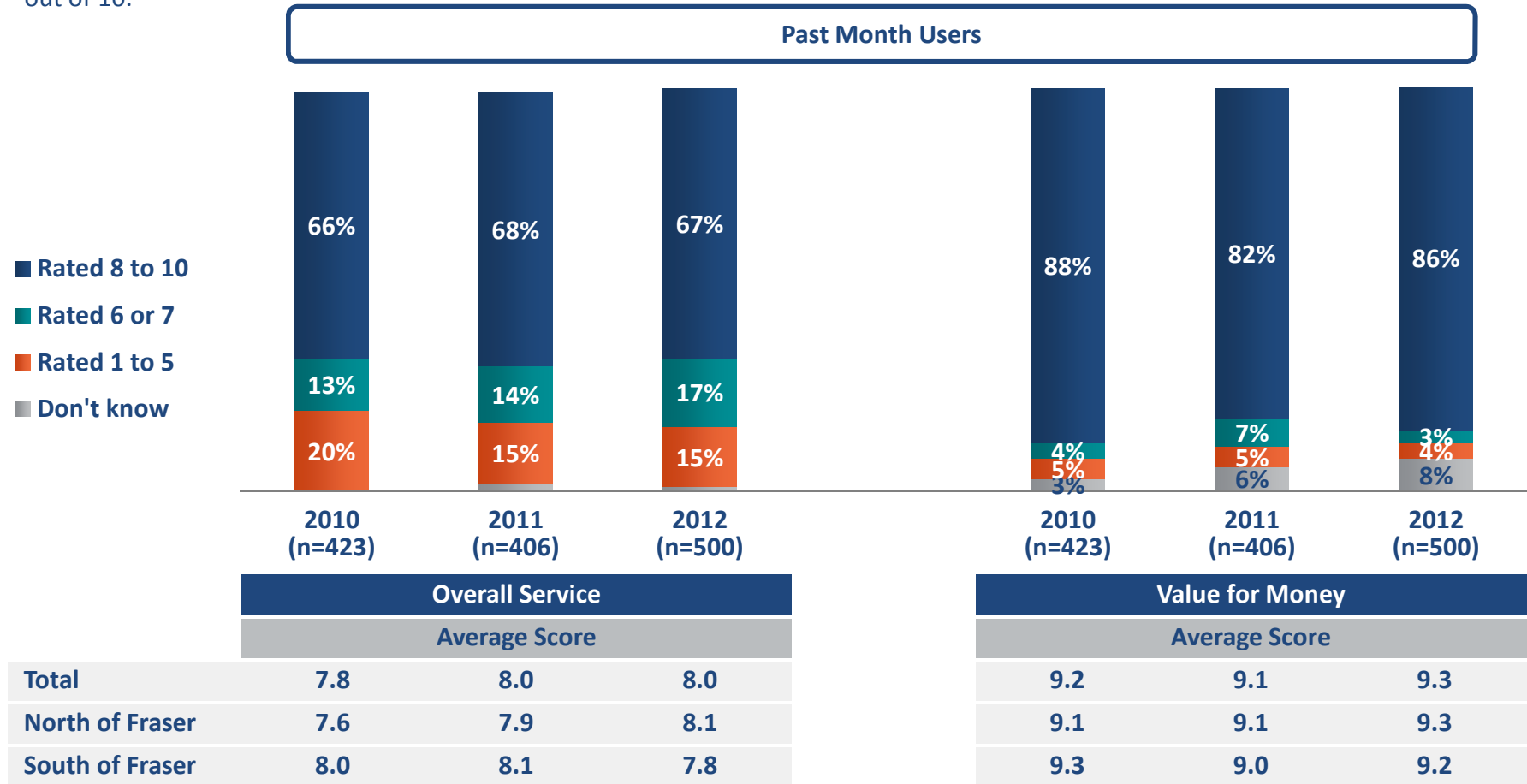
Base: Among riders that are taking HandyDART less often than a year ago	2010 (n=161)	2011 (n=101)	2012 (n=126)
Get out less often/health is worse/injured within the past year	20%	23%	35%
Fewer medical appointments	16%	13%	17%
Health had improved	19%	18%	15%
Able to take public transit	9%	8%	13%
It is not available when I need it/you are on their schedule	6%	6%	13%
Able to drive/have a ride	10%	17%	10%
They are not on time/you have to wait too long for them to arrive	8%	9%	8%
Only one-way trip	-	-	6%
Poor service (unspecified)	2%	2%	4%
The trip takes too long	4%	1%	3%
They won't go where I need to	4%	1%	3%
Have to book too far in advance	2%	7%	3%
Drivers/phone/personnel are rude/intimidating	2%	2%	3%
Back at work	-	-	2%
Moved	3%	4%	1%
They are hard to book/have to wait on hold	3%	3%	1%
They did not show up	1%	2%	1%
Unable to take public transit/safer than public transit	-	-	1%
Other	13%	8%	6%
No reason in particular	1%	2%	3%

Overall Service and Attribute Ratings



Overall Service and Value for Money

- ◆ HandyDART users continue to rate the service positively. Two-thirds of Past Month users give positive ratings of 8 to 10 out of 10, with the average ratings standing at 8.0. Regionally, the average ratings among North of Fraser users have improved over the past two years (7.6 to 8.1), whereas average ratings have declined among South of Fraser users (8.0 to 7.8).
- ◆ Older Past Month users (65+) give more positive ratings than their younger counterparts for Overall Service (74% good-to-excellent versus 58%, respectively).
- ◆ Value for Money ratings continue to be positive and in line with past trends. Close to nine-in-ten (86%), give positive ratings of 8 to 10 out of 10.



Note: Ratings are on a scale of 1 to 10 where 10 means excellent and 1 means very poor.

Q4. Based on your own experience with HandyDART, on a scale of one to ten, where "10" means "excellent" and "one" means "very poor", how would you rate the HandyDART service overall?

Q6.7a. Please rate HandyDART for Value for Money.



Reasons for Giving High Overall Service Ratings

- ◆ Past Month users who give Overall Service ratings of 6 or higher out of 10 primarily attribute their positive assessments to the drivers being courteous and helpful, which is consistent with historical trends.
- ◆ Other aspects that are contributing to positive Overall Service ratings include the service being reliable, the door-to-door service, the drivers' abilities to assist those who are mobility-challenged and the convenience of the service. Compared to a year ago, mentions of reliable service have grown the most (26% currently cite this as a reason versus 18% in 2011).

Base: Among those rating overall service 6 to 10	2010 (n=337)	2011 (n=336)	2012 (n=335)
Drivers courteous/helpful	57%	48%	55%
They are reliable/on-time/prompt	23%	18%	26%
They come to the door/bus stops are close	14%	10%	15%
Drivers have skills to assist/accommodate the handicapped	9%	8%	13%
Service is convenient/gets me where I need to go	11%	8%	12%
Good service (gen)	4%	9%	9%
Booking staff are helpful/polite	2%	3%	8%
Easy to board/disembark the vehicle	9%	4%	6%
Safe drivers	4%	2%	5%
Keep you informed	3%	5%	4%
Satisfied with service/no complaints	-	-	4%
They send cabs if they can't make the trip	5%	2%	3%
Its inexpensive	3%	2%	2%
They are comfortable	2%	1%	2%
Easy to book trips	3%	1%	1%
Arrived early	-	-	1%
Other	2%	2%	5%



Reasons for Giving Low Overall Service Ratings

- ◆ Among the 17% who give low ratings of 1 to 5 out of 10 to HandyDART's Overall Service, most cite problems with service availability or not being on time.
- ◆ Secondary issues include problems booking trips, long trip durations and a recent decline in service.
- ◆ HandyDART simply not showing up, seems to be less of a problem this year compared to 2011 (mentioned by 6% this year versus 18% last year).

Base: Among those rating overall service 1 to 5	2010 (n=81)*	2011 (n=60)*	2012 (n=80)*
Problems with availability of service	22%	21%	34%
Not on time	58%	40%	32%
<i>Arrived late</i>	46%	30%	17%
<i>Not on time (general)</i>	11%	10%	15%
<i>Arrived early</i>	9%	2%	1%
Problems booking trips	13%	15%	20%
The trip was slow	11%	17%	11%
Service declined recently/when the new company took over	15%	5%	10%
Crowded	5%	-	8%
Lacks consistency (e.g. pick-up times, quality of service)	-	-	8%
Did not show up	7%	18%	6%
The 30 minute window is too long	11%	3%	5%
Booking staff are rude/not helpful	6%	5%	5%
They do not give enough warning before arrival/do not keep you informed	6%	5%	5%
They do not prioritize trips based on need	8%	2%	4%
They do not wait for you	4%	8%	4%
Poor connections	-	2%	4%
The routes are not logical/the dispatchers do not know the area	2%	6%	2%
Poor service (gen)	-	2%	2%
Problems boarding/disembarking	2%	-	2%
Expensive	1%	-	1%
Other	15%	16%	8%

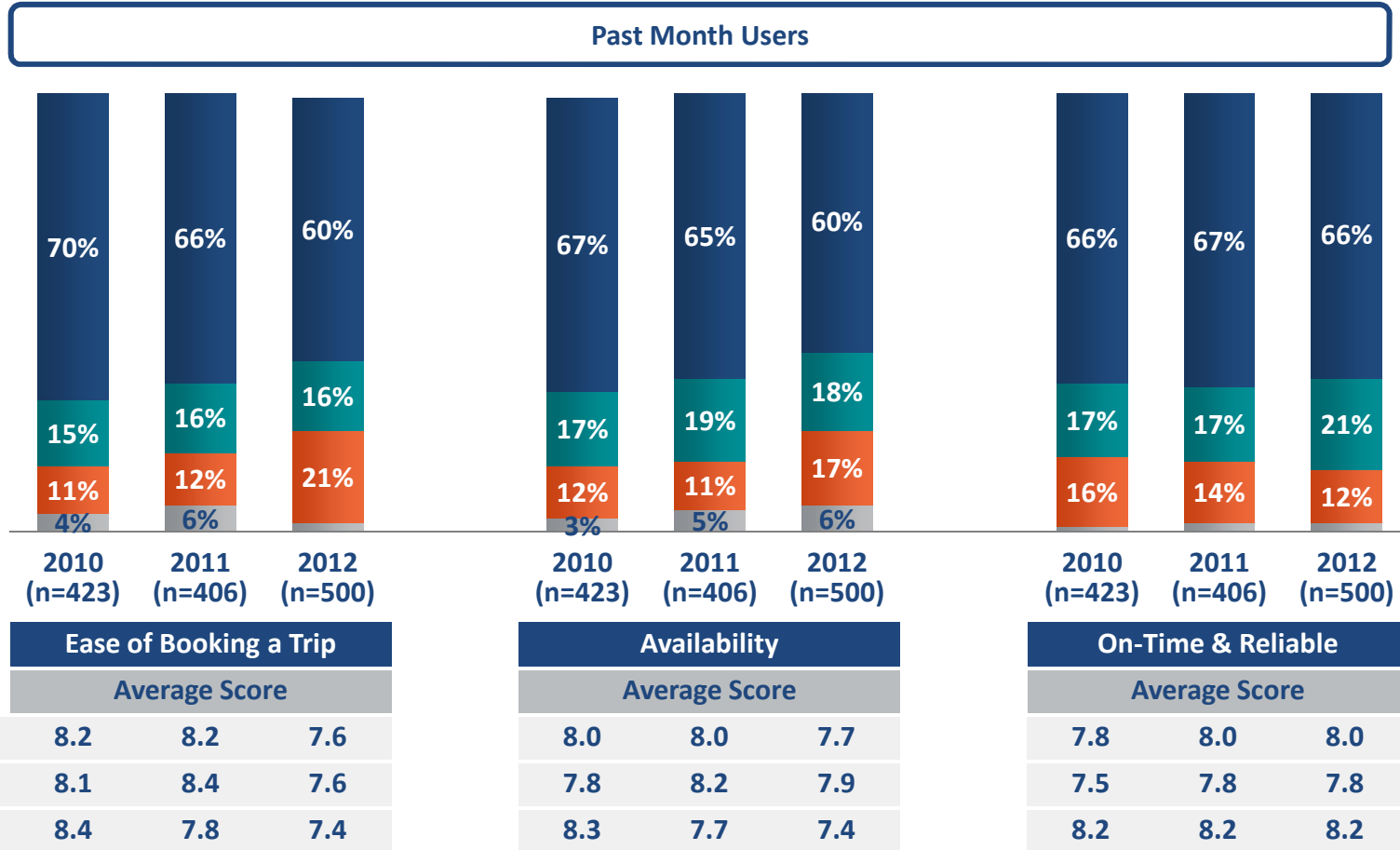
* Small base size, interpret with caution.

Q5. Why would you rate the service low overall? (Overall ratings of 1-5)



Ease of Booking, Availability and On-Time, Reliable Service

- ◆ Compared to a year ago, ratings for Ease of Booking a Trip and Availability of the HandyDART have both experienced declines. Of note, the proportion of Past Month users giving low ratings to each of these attributes has grown, and it's largely at the expense of those giving positive ratings of 8 to 10. HandyDART delivering On-Time and Reliable Service remains stable with 66% giving ratings of 8 to 10.
- ◆ Users under the age of 65 are the most critical of Ease of Booking and Availability (especially those 18 to 44) while users south of the Fraser River are more critical of Availability than their counterparts on the north side.



Note: Ratings are on a scale of 1 to 10 where 10 means excellent and 1 means very poor.

Q6.2. How would you rate the ease of booking a trip with HandyDART?

Q6.3a. How would you rate the availability of HandyDART service when you need it?

Q6.6a. How would you rate the HandyDART for on-time, reliable service?



Reasons for Rating Ease of Booking Poorly

- ◆ Among the 21% of users who rate Ease of Booking poorly, phone lines being busy, not being able to reserve the required time and having to book too far in advance are the main criticisms. Having to book too far in advance was the main concern in 2011 (55% mentioned it), but has since abated somewhat and is now at 2010 levels (25% mentioning).
- ◆ A secondary reason for low ratings is the service only being available to go one way (11% mentioning, which is higher than one year ago (2%), but identical to 2010).

Base: Among those rating Ease of Booking 1 to 5	2010 (n=47)**	2011 (n=53)*	2012 (n=106)
The lines are busy/put on hold	53%	29%	36%
Unable to reserve required time/not enough vehicles	38%	31%	35%
Have to book too far in advance	26%	55%	25%
They could only take me one way	11%	2%	11%
The operators are rude/impatient	7%	2%	7%
The operators are not well trained/do not know how to do it	5%	8%	5%
Can't book more than 6 days in advance	6%	2%	5%
Unable/hard to reschedule/change bookings	-	-	4%
Problems booking specific routes/distance	3%	9%	2%
It's automated/unable to talk to a real person	-	-	2%
Other	6%	7%	5%

* Small base size, interpret with caution.

** Very small base size, interpret with extreme caution.

Q6.2b. Can you explain why the HandyDART trip was not easy to book?



Improvements to HandyDART Availability

- ◆ Among the 17% who rate Availability poorly, the majority wanted the service for sometime during the day (up to 5pm).
- ◆ Consistent with past waves, the location that the service was not available for is most commonly Surrey or Vancouver, followed by Burnaby, Langley and Richmond.

Base: Among those rating Availability 1 to 5	2010 (n=52)*	2011 (n=51)*	2012 (n=49)**
Time			
AM (Before Noon)	18%	27%	45%
Afternoon (Noon to 5PM)	22%	32%	35%
Evening (After 5PM)	20%	4%	10%
Not stated/don't know	40%	37%	10%
Location			
Surrey	11%	20%	20%
Vancouver	30%	16%	18%
Burnaby	9%	7%	11%
Langley	3%	6%	11%
Richmond	3%	7%	9%

Note: Only responses of 4% and above are shown for Location in current year.

* Small base size, interpret with caution.

** Very small base size, interpret with extreme caution.

Q6.3b. Can you give further details on what date time and location you wanted HandyDART service when it was not available?



Improvements to HandyDART Service Reliability

- ◆ Reports of late service are more often for trips scheduled in the morning and afternoon period, and tend to be an issue for trips in Vancouver, Burnaby or Surrey, which was also the case last year.
- ◆ However, unlike last year, where the majority of these users reported the service being late by 30 minutes or more, this year, 50% report it being late by less than 30 minutes.

Base: Among those rating On-Time, Reliable Service 1 to 5	2010 (n=62)*	2011 (n=55)*	2012 (n=57)*
Time			
AM (Before Noon)	25%	28%	20%
Afternoon (Noon to 5PM)	32%	39%	14%
Evening (After 5PM)	11%	4%	5%
Location			
Vancouver	30%	30%	22%
Burnaby	7%	10%	20%
Surrey	12%	13%	14%
Port Coquitlam	-	2%	9%
Richmond	6%	5%	4%
How late?			
<30 minutes late	31%	24%	50%
30 minutes to <1 hour	41%	29%	27%
1 hour +	9%	31%	23%
Don't know	20%	16%	-

Note: Only responses of 4% and above are shown for Location in current year.

* Small base size, interpret with caution.

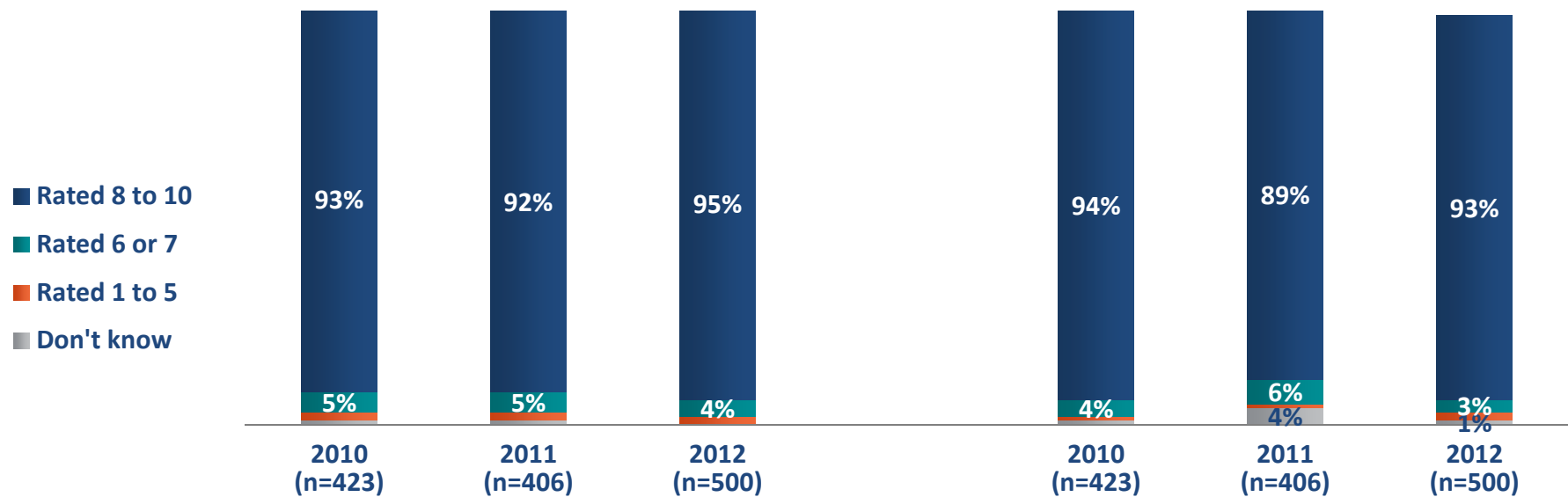
Q6.6b. At what date, time and location was the service not on time, and how late was it?



HandyDART Drivers

- ◆ The large majority of Past Month HandyDART users continue to award high ratings to the service for having Courteous, Competent, Helpful Drivers and Drivers Being Able to Assist Passengers with a Physical Disability.
- ◆ Older users (65+) give particularly positive ratings to drivers for being Courteous, Competent and Helpful.
- ◆ Compared to one year ago, users note an improvement in the ability of Drivers to Assist Passengers with a Physical Disability (93% give high ratings of 8 to 10 out of 10 versus 89% last year).

Past Month Users



Courteous, Competent, Helpful
Average Score

	2010 (n=423)	2011 (n=406)	2012 (n=500)
Total	9.3	9.2	9.4
North of Fraser	9.3	9.2	9.4
South of Fraser	9.4	9.3	9.5

Assisting Passengers with a Physical Disability
Average Score

	2010 (n=423)	2011 (n=406)	2012 (n=500)
Total	9.4	9.3	9.4
North of Fraser	9.3	9.3	9.4
South of Fraser	9.5	9.5	9.4

Note: Ratings are on a scale of 1 to 10 where 10 means excellent and 1 means very poor.

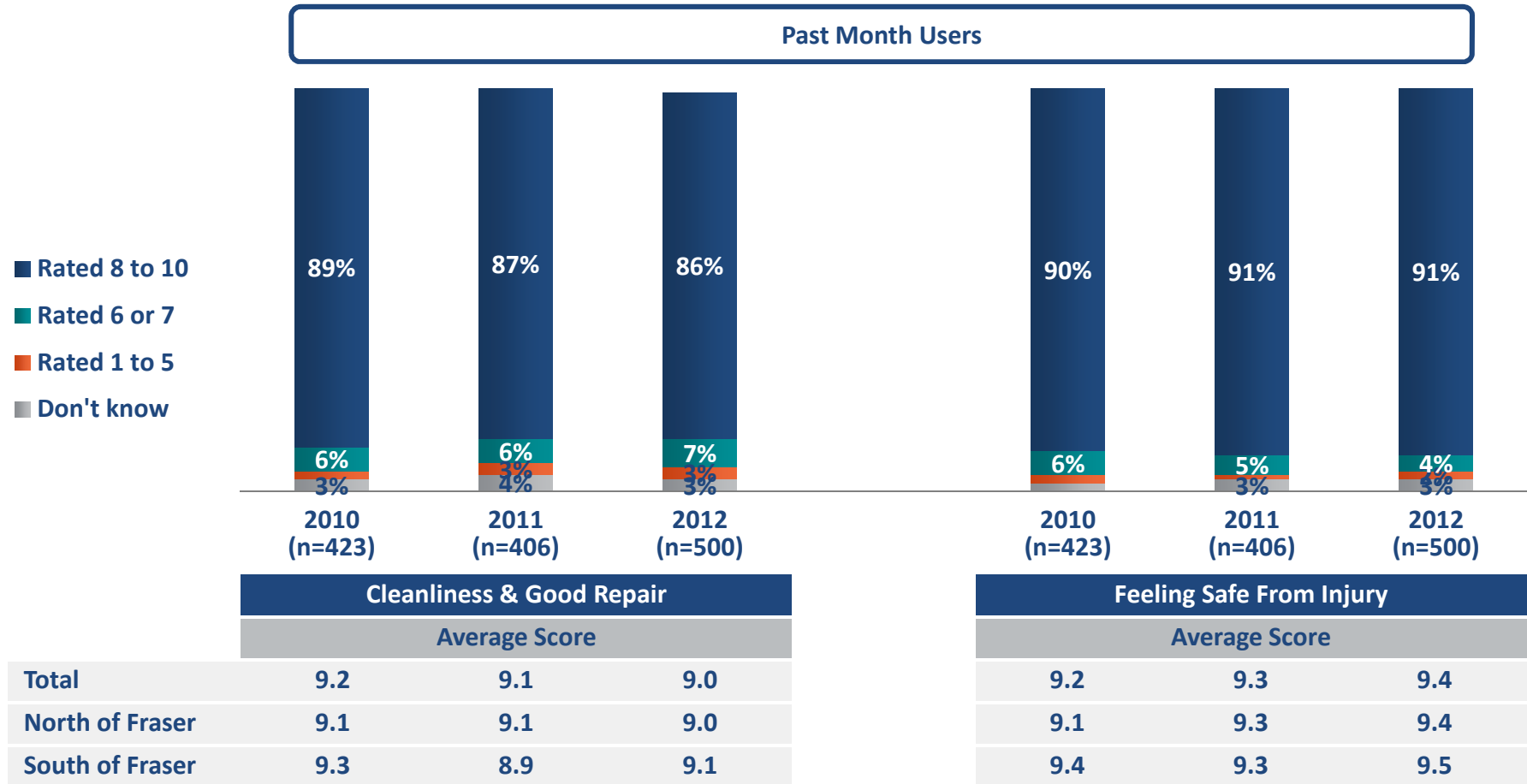
Q6.4a. How would you rate HandyDART drivers in terms of being courteous, competent and helpful?

Q6.5a. How would you rate the HandyDART driver's skills to assist passengers who have a physical disability?



HandyDART Vehicles

- ◆ HandyDART vehicles continue to earn positive assessments from Past Month users with broadly nine-in-ten giving ratings of 8 to 10 out of 10 for Cleanliness & Good Repair and for Feeling Safe From Injury. Again, evaluations are unchanged from past trends.



Note: Ratings are on a scale of 1 to 10 where 10 means excellent and 1 means very poor.

Q6.8a. Please rate HandyDART vehicles for cleanliness and good repair.

Q6.9a. Please rate feeling safe from injury when riding a HandyDART vehicle.

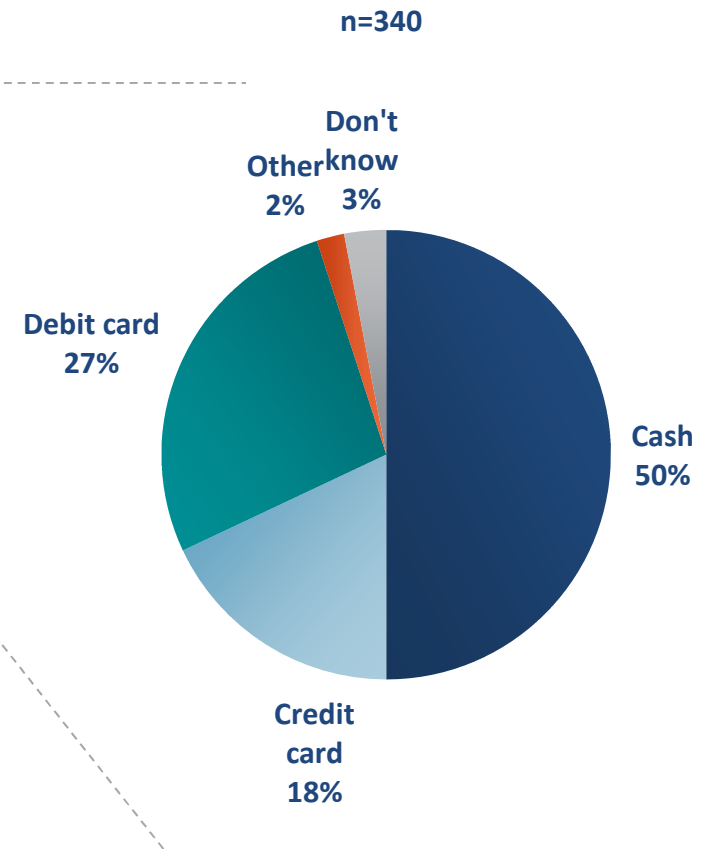
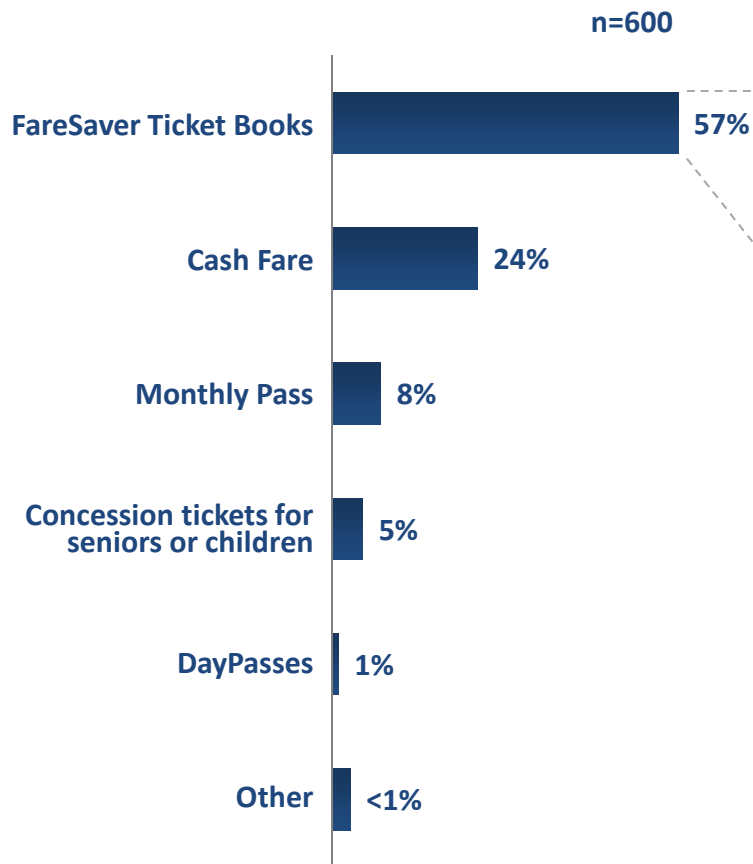


Method of Payment

- ◆ Most commonly, HandyDART users are paying for transit service using FareSaver tickets (57%). Cash is used by one-quarter of users, while Monthly Passes, Concession tickets and DayPasses are less widely used. Monthly Passes are more widely used (25%) among users 18 to 44 years of age.
- ◆ HandyDART users report paying for their FareSaver tickets with cash (50%) or a debit card (27%). Another 18% buy their FareSavers with a credit card.

Payment Method Used Most Often (2012)

Payment Method for FareSaver Ticket Book



Q11. Which method of payment do you use most often when you take transit?

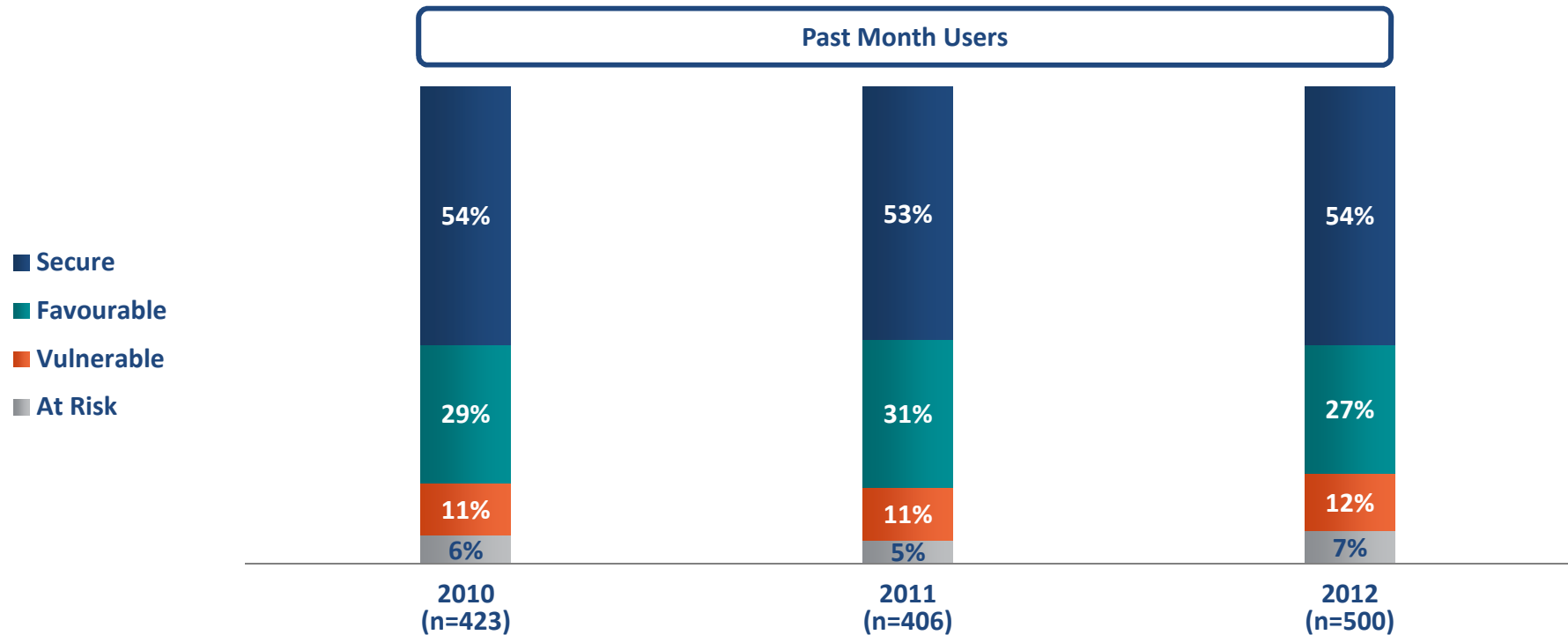
Q11a. When you purchase a FareSaver Ticket Book, how do you usually pay for it?

Loyalty Segments



Loyalty Segments

- ◆ The customer loyalty segments among Past Month HandyDART users continue to be highly stable. Over one-half fall into the Secure segment, 27% into the Favourable segment, 12% are Vulnerable and only 7% are At Risk.
- ◆ From a demographic perspective, At Risk users tend to be younger, while Secure users are older. At Risk users also tend to have the lower household incomes.



Note: These four customer loyalty segments were created by combining responses to four attributes—overall performance, intentions to use HandyDART in the future, intentions to recommend the HandyDART program to others, and the extent to which HandyDART is meeting the needs of the customer. The segments and how they were created are discussed in more detail in Appendix A.

Q4. Based on your own experience with HandyDART, on a scale of one to ten, where “10” means “excellent” and “one” means “very poor”, how would you rate the HandyDART service overall?

Q8. Would you say that overall, HandyDART exceeds your needs, meets your needs or does not meet your needs?

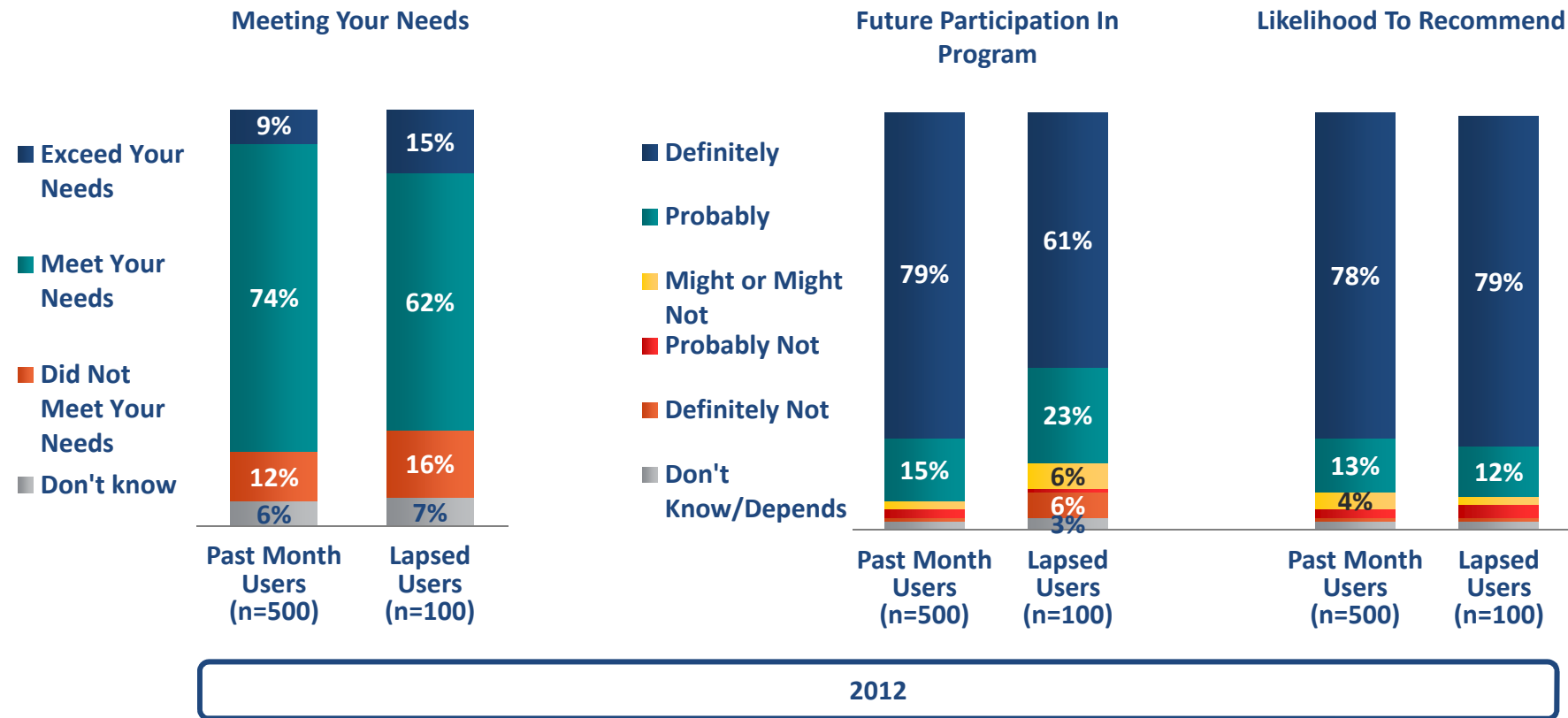
Q9. How likely are you to continue to participate in the HandyDART program in the foreseeable future?

Q10. How likely would you be to recommend the HandyDART program to a friend who had a disability?



Loyalty Metrics (Past Month vs. Lapsed Users)

- ◆ Past Month users are more likely than Lapsed users to feel that the HandyDART service is meeting their needs (74% vs. 62%).
- ◆ Past Month users are also more positive about their participation in the program in the foreseeable future – 79% say they will definitely continue versus 61% of Lapsed users.
- ◆ Both user groups are equally positive in terms of their willingness to recommend HandyDART. Close to eight-in-ten each say they would definitely recommend.



Note: Q4 (HandyDART overall service rating) is only asked of Past Month users.

Q8. Would you say that overall, HandyDART exceeds your needs, meets your needs or does not meet your needs?

Q9. How likely are you to continue to participate in the HandyDART program in the foreseeable future?


Q10. How likely would you be to recommend the HandyDART program to a friend who had a disability?

Customer Profiles



Customer Profile – Choice vs. Captive

	Total	Choice	Captive
Base: Among past month users	(n=500)	(n=176)	(n=304)
Average past week trips	2.5	2.4	2.6
Overall Service Ratings	8.0	8.3	7.8
Age			
18 to 24	1%	2%	1%
25 to 34	3%	4%	3%
35 to 44	5%	4%	6%
45 to 54	14%	18%	12%
55 to 64	23%	15%	27%
65 to 74	34%	35%	34%
75 to 79	19%	19%	19%
Don't know	1%	2%	-
Gender			
Male	30%	36%	27%
Female	70%	64%	73%
Education			
Some high school or less	16%	15%	15%
Graduated high school	27%	28%	26%
Vocational/college/technical	22%	23%	21%
Some university	11%	7%	12%
Graduated university	22%	24%	22%
Refused	4%	3%	4%

 Significantly higher than the other rider group

- ◆ Choice users are those who have regular access (as a driver or passenger) to a vehicle for the trips they make with HandyDART while Captive riders do not have such access.
- ◆ Demographically, Captive users have lower household incomes and are more likely to be living in Vancouver City and to be female when compared to Choice users.
- ◆ Overall Service ratings for HandyDART are more positive among Choice users compared to Captives (average rating of 8.3 out of 10 versus 7.8, respectively).

Note: HandyDART riders are classified as “Choice” riders if they have regular access to a car, van or truck (either as the driver or as a passenger). Conversely, riders that do not have regular access to a private mode of travel are classified as “Captive” riders.



Customer Profile – Choice vs. Captive

	Total	Choice	Captive
Base: All respondents	(n=500)	(n=176)	(n=304)
Household Income			
<\$35K	64%	48%	73%
\$35K to <\$75K	11%	17%	9%
\$75K or more	3%	6%	2%
Refused	22%	29%	18%
Region			
Vancouver	28%	21%	32%
Burnaby/New West	13%	12%	14%
Tricities/Pitt Meadows/Maple Ridge	11%	16%	9%
North Shore	6%	5%	6%
Surrey/N.Delta/Langley/White Rock	34%	36%	32%
Richmond/S.Delta/Tsaw/Ladner	8%	10%	7%




Significantly higher than the other rider group



Customer Profile – Light, Medium & Heavy Frequency Users

Base: All respondents	Total	Light (0 to 3 trips in past 7 days)	Medium (4 to 9 trips in past 7 days)	Heavy (10+ trips in past 7 days)
Base: Among past month users	(n=500)	(n=349)	(n=128)	(n=19)**
Average past week trips	2.5	0.9	5.4	11.5
Overall Service Ratings	8.0	8.1	7.8	7.0
Age				
18 to 24	1%	1%	1%	-
25 to 34	3%	2%	4%	15%
35 to 44	5%	6%	5%	5%
45 to 54	14%	13%	14%	24%
55 to 64	23%	21%	25%	29%
65 to 74	34%	34%	36%	22%
75 to 79	19%	22%	14%	5%
Don't know	1%	1%	1%	-
Gender				
Male	30%	28%	35%	45%
Female	70%	72%	66%	56%
Education				
Some high school or less	16%	15%	18%	4%
Graduated high school	27%	28%	25%	14%
Vocational/college/technical	22%	22%	22%	20%
Some university	11%	9%	13%	12%
Graduated university	22%	22%	19%	42%
Refused	4%	4%	3%	9%

 Significantly higher than the other rider group(s)


- ◆ Light Frequency users, those making between 0 and 3 HandyDART trips in the past seven days account for 69% of HandyDART past month users and make an average of 0.9 trips per week on HandyDART.
- ◆ Demographically, Light Frequency users tend to be older (56% are 65+) and 43% have a high school diploma or less education.
- ◆ Medium Frequency users, those making between 4 and 9 HandyDART trips in the past seven days, account for 26% of all users and typically make 5.4 HandyDART trips in a week.
- ◆ This group also tends to have lower education levels (43% have a high school diploma or less) and of the three groups, they are the most likely to be living in the Northeast region (20% versus 11% overall).
- ◆ Heavy Frequency users, those making 10 or more HandyDART trips per week are small in number – only 4% of riders fall into this group, but they make an average of 11.5 trips per week on HandyDART.
- ◆ Heavy Frequency users are the most likely to be university educated (54% versus 33% overall) and are over-represented in the Surrey/North Delta/Langley/White Rock region.
- ◆ Heavy Frequency users also appear more interested in advance notification via text (52% versus 35% overall).

** Very small base size, interpret with extreme caution.



Customer Profile – Light, Medium & Heavy Frequency Users

	Total	Light (0 to 3 trips in past 7 days)	Medium (4 to 9 trips in past 7 days)	Heavy (10+ trips in past 7 days)
Base: All respondents	(n=500)	(n=349)	(n=128)	(n=19)**
Household Income				
<\$35K	64%	64%	64%	62%
\$35K to <\$75K	11%	12%	9%	15%
\$75K or more	3%	4%	2%	-
Refused	22%	21%	25%	23%
Region				
Vancouver	28%	28%	29%	26%
Burnaby/New West	13%	15%	10%	15%
Tricities/Pitt Meadows/Maple Ridge	11%	8%	20%	-
North Shore	6%	6%	5%	9%
Surrey/N.Delta/Langley/White Rock	34%	37%	26%	44%
Richmond/S.Delta/Tsaw/Ladner	8%	7%	9%	4%
Access To Vehicle				
Yes	34%	35%	32%	39%
No	62%	61%	65%	61%
Depends/refused/don't know	4%	4%	4%	-
Advance Notification Via Text Message				
Yes	34%	31%	40%	52%
No	40%	40%	35%	48%
Depends/refused/don't know	3%	4%	2%	-
Don't have cell phone	23%	25%	23%	-

 Significantly higher than the other rider group(s)

** Very small base size, interpret with extreme caution.



Customer Profile – Past Month Users & Lapsed Users

	Total Users	Past Month	Lapsed
Base: All respondents	(n=600)	(n=500)	(n=100)
Age			
18 to 24	1%	1%	2%
25 to 34	3%	3%	2%
35 to 44	5%	5%	1%
45 to 54	13%	14%	9%
55 to 64	24%	23%	32%
65 to 74	33%	34%	27%
75 to 79	21%	19%	28%
Refused	1%	1%	-
Gender			
Male	31%	30%	33%
Female	70%	70%	67%
Education			
Some high school or less	16%	16%	15%
Graduated high school	27%	27%	28%
Vocational/college/technical	22%	22%	21%
Some university	12%	11%	19%
Graduated university	21%	22%	14%
Refused	4%	4%	4%


- ◆ Past Month HandyDART users and Lapsed users have highly similar demographic profiles. The key differences are as follows:
 - Past Month users are more likely to be Captive users (i.e. they have no access to a vehicle for their HandyDART trips).
 - Past Month users are slightly over-represented in the Surrey/North Delta/Langley/White Rock region compared to Lapsed users.

 Significantly higher than the other rider group



Customer Profile – Past Month Users & Lapsed Users

	Total Users	Past Month	Lapsed
Base: All respondents	(n=600)	(n=500)	(n=100)
Household Income			
<\$35K	63%	64%	61%
\$35K to <\$75K	12%	11%	13%
\$75K or more	4%	3%	7%
Refused	22%	22%	19%
Region			
Vancouver	29%	28%	31%
Burnaby/New West	13%	13%	12%
Tricities/Pitt Meadows/Maple Ridge	12%	11%	20%
North Shore	5%	6%	4%
Surrey/N.Delta/Langley/White Rock	32%	34%	23%
Richmond/S.Delta/Tsaw/Ladner	8%	8%	10%
Access To Vehicle			
Yes	36%	34%	44%
No	60%	62%	51%
Depends/refused/don't know	4%	4%	5%
Advance Notification Via Text Message			
Yes	35%	34%	39%
No	38%	40%	32%
Depends/refused/don't know	3%	3%	3%
Don't have cell phone	24%	23%	26%

 Significantly higher than the other rider group

Appendix



Appendix A: Loyalty Segments

Creating the Loyalty Segments

The Loyalty Segments were created using the same methodology from the 2003 Accessible Transit HandyCARD Registrants survey. Four survey questions were used to gauge customer loyalty: Q4 (ratings of HandyDART overall), Q8 (perceptions regarding the extent to which HandyDART is meeting the needs of the customer), Q9 (likelihood of continuing to HandyDART in the future), Q10 (likelihood of recommending HandyDART to a friend). These questions were used because they capture the attitudinal, behavioural, and motivational components of loyalty identified in previous research on transit and in other industries.

Based on the responses from the four loyalty survey questions, we awarded points to each response based on the following criteria:

Points Awarded

Q4

Ratings from 1-5	1
Ratings of 6, 7 or DK/REF	2
Ratings of 8, 9, or 10	3

Q8

Does not meet needs	1
Meets needs or DK/REF	2
Exceeds needs	3

Q9 and Q10

Ratings of 1, 2, 3, or DK/REF	1
Rating of 4	2
Rating of 5	3

To determine Customer Loyalty, respondent's points were then tallied from all four questions and the totals applied to one of the following Loyalty Segments. The greater the number of points, the more loyal the customer.

<u>Loyalty Segment:</u>	<u>Points</u>
At Risk	4, 5, 6
Vulnerable	7, 8
Favourable	9, 10
Secure	11, 12

Appendix B: Questionnaire

**HandyDART Customer Service Performance Survey
2012 FINAL**

QUOTAS: 600 total with the following breakdown
INDEX 1. Past Month- North of the Fraser River (n=250)
INDEX 2. Past Month - South of the Fraser River (n=250)
INDEX 3. Lapsed – No regional quotas (n=100)

NOTE:

Respondents are disabled, and a lot are elderly; thus this study will require very diplomatic and patient interviewers who can speak very clearly without an accent, and who can gently encourage those who want to chat, to move through the interview.

INTRO:

Hello, this is _____. I'm calling from Ipsos Reid on behalf of TransLink's HandyDART service. May I please speak to [NAME FROM LIST]?

IF RESPONDENT IS SPEAKING	(CONTINUE)
IF R COMES TO PHONE	(REINTRODUCE AND CONTINUE)
IF R IS ABSENT	(ARRANGE CALL-BACK)

Today/tonight we are conducting a survey with HandyDART users. As a HandyDART customer, you may have received a letter from TransLink about this survey. May I have about ten minutes of your time to ask your opinions about your experience with HandyDART?

IF R HESITATES, APPLY PERSUADERS

- This is a legitimate public opinion survey. We are not selling anything.
- Our client is TransLink, which is responsible for the HandyDART.
- This study will be completely confidential.
- The interview will take about ten minutes.
- Your input will assist TransLink in improving HandyDART services.
- If you would like to verify this survey, please phone **Sarah Chung** at TransLink at **(604) 453-4500**.

SCREENER:

SA1. Thank you. First, have you used the HandyDART service in the past month?

- 1. Yes **[COUNT TOWARDS 'PAST MONTH CUSTOMERS' QUOTA]**
[GO TO SA2B]
- 2. No **[CONTINUE TO SA2]**
- 97. (DNR) Don't Know **[CONTINUE TO SA2]**
- 98. (DNR) Refused **[CONTINUE TO SA2]**

SA2. Have you used the HandyDART service in the past 6 months?

- 1. Yes **[COUNT TOWARDS 'LAPSED CUSTOMERS' QUOTA]**
[CONTINUE]
- 2. No **[THANK AND TERMINATE (see TERM script below)]**
- 97. (DNR) Don't Know **[THANK AND TERMINATE (see TERM script below)]**
- 98. (DNR) Refused **[THANK AND TERMINATE (see TERM script below)]**

TERM script:

Since we are interviewing people who have recently used the HandyDART service or have signed up in the past six months, those will be my only questions. Thank you for your time. Goodbye.

SA2B. In which community do you live?

(DO NOT READ LIST)

(INTERVIEWER NOTE: IF DELTA, PROBE WITH "WOULD THAT BE NORTH OR SOUTH DELTA?")

- 1. Anmore
- 20. Aldergrove
- 2. Burnaby
- 3. Belcarra
- 4. Coquitlam
- 5. Langley
- 6. Lion's Bay
- 7. Maple Ridge
- 8. New Westminster
- 9. North Delta
- 10. North Vancouver
- 11. Pitt Meadows
- 12. Port Coquitlam
- 13. Port Moody
- 14. Richmond
- 15. South Delta/Tsawwassen/Ladner
- 16. Surrey
- 17. Vancouver
- 18. West Vancouver
- 19. White Rock
- 96. Other (specify)

SB. Do you or does anyone in your household work for TransLink or for Coast Mountain Bus, SeaBus, SkyTrain, West Coast Express, AirCare, HandyDART, West Vancouver Transit or MVT Canadian Bus?

- | | | |
|-----|------------------------|-----------------------|
| 1. | Yes | [THANK AND TERMINATE] |
| 2. | No | [CONTINUE] |
| 97. | (DNR) Other/Depends/DK | [THANK AND TERMINATE] |
| 98. | (DNR) Refused | [THANK AND TERMINATE] |

SC. Have you participated in any surveys related to TransLink or transit within the past year?

- | | | |
|-----|------------------------|-----------------------|
| 1. | Yes | [THANK AND TERMINATE] |
| 2. | No | [CONTINUE] |
| 97. | (DNR) Other/Depends/DK | [THANK AND TERMINATE] |
| 98. | (DNR) REFUSED | [THANK AND TERMINATE] |

SURVEY:

[PROG: ASK Q1 IF Yes IN QSA1 OR QSA2.]

Q1. First, how long have you been using HandyDART?

_____ MONTHS **[RANGE: 0 TO11]** _____ YEARS

- 95. (DNR) SINCE PROGRAM STARTED
- 97. (DNR) OTHER/DEPENDS/DON'T KNOW
- 98. (DNR) REFUSED

[PROG: ASK Q2A IF YES IN QSA1; OTHERWISE SKIP TO Q7A.]

Q2a. In the past 7 days, how many one-way trips have you taken using HandyDART? A one-way trip is a trip to a single destination; for example, a trip to work and home again would be 2 one-way trips.

_____ NUMBER OF ONE-WAY TRIPS

- 97. (DNR) OTHER/DEPENDS/DON'T KNOW
- 98. (DNR) REFUSED

Q2b. In the past 7 days, how many one-way trips have you taken using conventional transit, that is, public transit buses, SkyTrain, SeaBus or West Coast Express?

_____ NUMBER OF ONE-WAY TRIPS

- 97. (DNR) OTHER/DEPENDS/DON'T KNOW
- 98. (DNR) REFUSED

Q2c. Thinking of the trips you make on HandyDART, do you use HandyDART in combination with other forms of transit? For example, a combination trip might involve taking HandyDART to a SkyTrain station, then taking SkyTrain to the final destination of the trip.

- 1. Yes **[SKIP to Q3]**
- 2. No **[CONTINUE]**
- 97. (DNR) DON'T KNOW **[SKIP to Q3]**
- 98. (DNR) REFUSED **[SKIP to Q3]**

Q2d. What are some of the reasons you do not use HandyDART in combination with other forms of transit?

- 96. SPECIFY REASON **[OPEN END]**
- 97. (DNR) NO REASON IN PARTICULAR
- 98. (DNR) REFUSED

Q2e. What aspect(s) of your disability is preventing you from using the conventional transit system (that is, public transit buses, SkyTrain, SeaBus or West Coast Express) without assistance?

[OPEN END]

Q3. Thinking of your most recent trip on HandyDART, please tell me the municipality where you boarded the HandyDART service and the municipality where you disembarked the HandyDART service

MUNICIPALITY OF TRIP START _____
MUNICIPALITY OF TRIP END _____

(DNR LIST)

(INTERVIEWER NOTE: IF DELTA, PROBE WITH "WOULD THAT BE NORTH OR SOUTH DELTA?")

- 1. ANMORE
- 2. BURNABY
- 3. BELCARRA
- 4. COQUITLAM
- 5. LANGLEY
- 6. LION'S BAY
- 7. MAPLE RIDGE
- 8. NEW WESTMINSTER
- 9. NORTH DELTA
- 10. NORTH VANCOUVER
- 11. PITT MEADOWS
- 12. PORT COQUITLAM
- 13. PORT MOODY
- 14. RICHMOND
- 15. SOUTH DELTA/TSAWWASSEN/LADNER
- 16. SURREY
- 17. VANCOUVER

- 18. WEST VANCOUVER
- 19. WHITE ROCK
- 96. OTHER (SPECIFY)

Q4. Based on your own experience with HandyDART, on a scale of one to ten, where “10” means “excellent” and “one” means “very poor”, how would you rate the HandyDART service overall?

_____ SCORE FROM 1 TO 10

[CONTINUE]

- 97. (DNR) OTHER/DEPENDS/DON'T KNOW **[SKIP to Q6]**
- 98. (DNR) REFUSED **[SKIP to Q6]**

Q5. Why would you rate the service **[INSERT SCORE FROM Q4]** overall?

(PROBE FOR 3 RESPONSES)
 (IF SCORE IS 1 TO 5, PROBE FOR NEGATIVE RESPONSES)
 (IF SCORE IS 6 TO 10, PROBE FOR POSITIVE RESPONSES)

- 96. SPECIFY REASON **[OPEN END]**
- 97. (DNR) NO REASON IN PARTICULAR
- 98. (DNR) REFUSED

Q6.2 Thinking about the service provided by the HandyDART program, on a scale of one to ten, where “ten” means “excellent” and “one” means “very poor”...

Very Poor										Excellent
1	2	3	4	5	6	7	8	9	10	

[RANDOMIZE Q6.2A THROUGH Q6.9A]

6.2a. (READ AS NECESSARY) How would you rate:
 How easy it is to book a trip on HandyDART?

[ASK 6.2b IF 6.2a = 1-5]

6.2b. Can you explain why the HandyDART trip was not easy to book?

- 96. SPECIFY REASON **[OPEN END]**
- 97. (DNR) NO REASON IN PARTICULAR
- 98. (DNR) REFUSED

6.3a. (READ AS NECESSARY) And how would you rate:
Availability of HandyDART service when you need it?

[ASK 6.3b IF 6.3a = 1-5]

6.3b. Can you give further details on what date, time and location you wanted HandyDART service when it was not available?

(ENTER DATE AS MONTH/DAY/YEAR)

Month ____ Day ____ Year ____

(ENTER TIME IN 24HRS FORMAT)

Time _____

(ENTER LOCATION)

Location: **[OPEN END]**

6.4a. (READ AS NECESSARY) How would you rate
HandyDART drivers in terms of being courteous, competent and helpful?

[ASK 6.4b IF 6.4a = 1-5]

6.4b. What specifically should the HandyDART driver do differently?

96. SPECIFY REASON **[OPEN END]**

97. (DNR) NO REASON IN PARTICULAR

98. (DNR) REFUSED

6.5a. (READ AS NECESSARY) How would you rate:
The HandyDART driver's skills to assist passengers who have a physical disability?

[ASK 6.5b IF 6.5a = 1-5]

6.5b. In what ways do the drivers lack adequate skills?

96. SPECIFY REASON **[OPEN END]**

97. (DNR) NO REASON IN PARTICULAR

98. (DNR) REFUSED

6.6a. (READ AS NECESSARY) How would you rate:
HandyDART for on-time, reliable service?.

[ASK 6.6b IF 6.6a = 1-5]

6.6b. At what time date and location was the service not on time, and how late was it?

(ENTER DATE AS MONTH/DAY/YEAR)

Month ____ Day ____ Year ____

(ENTER TIME IN 24HRS FORMAT)

Time _____

(ENTER LOCATION)
Location: **[OPEN END]**

(ENTER HOW LATE IT WAS HR:MIN) ____:_____

6.7a. Please rate HandyDART for:
Value for Money

6.8a. Please rate HandyDART vehicles for:
Cleanliness and good repair

[ASK 6.8b IF 6.8a = 1-5]

6.8b. What changes should be made to improve HandyDART vehicle cleanliness and good repair?

- 96. SPECIFY REASON **[OPEN END]**
- 97. (DNR) NO REASON IN PARTICULAR
- 98. (DNR) REFUSED

6.9a. Please rate:
Feeling safe from injury when riding a HandyDART vehicle.

[ASK 6.9b IF 6.9a = 1-5]

6.9b. ASK IF 6.9a = 1-5: Why do you not feel safe?

- 96. SPECIFY REASON **[OPEN END]**
- 97. (DNR) NO REASON IN PARTICULAR
- 98. (DNR) REFUSED

[PROG: ASK IF YES IN QSA1 OR QSA2]

Q7a. Compared to one year ago, are you now using HandyDART more often, about the same, or less often?

- 3. More often **[CONTINUE]**
- 2. About the same **[SKIP TO Q8]**
- 1. Less often **[CONTINUE]**
- 97. (DNR) DON'T KNOW
- 98. (DNR) REFUSED

Q7b. Why are you using HandyDART **[Insert based on Q7a: More/Less]** often now than one year ago?

- 96. SPECIFY REASON **[OPEN END]**
- 97. (DNR) NO REASON IN PARTICULAR
- 98. (DNR) REFUSED

Q8. Would you say that overall, HandyDART exceeds your needs, meets your needs or does not meet your needs?

- 3. Exceeds your needs
- 2. Meets your needs
- 1. Does not meet your needs
- 97. (DNR) DON'T KNOW
- 98. (DNR) REFUSED

Q9. How likely are you to continue to participate in the HandyDART program in the foreseeable future? Will you:

- 5. Definitely continue
- 4. Probably continue
- 3. Might or might not continue
- 2. Probably not continue, or
- 1. Definitely not continue
- 96. (DNR) OTHER/DEPENDS (NO NEED TO SPECIFY)
- 97. (DNR) DON'T KNOW
- 98. (DNR) REFUSED

Q10. How likely would you be to recommend the HandyDART program to a friend who had a disability? Would you:

- 5. Definitely recommend the program,
- 4. Probably recommend,
- 3. Might or might not recommend,
- 2. Probably not recommend, or
- 1. Definitely not recommend
- 96. (DNR) OTHER/DEPENDS (NO NEED TO SPECIFY)
- 97. (DNR) DON'T KNOW
- 98. (DNR) REFUSED

Q11. Which method of payment do you use most often when you take transit?

[ALLOW ONE ANSWER ONLY]

(READ LIST)

- 1. Cash Fare
- 2. Monthly Pass
- 3. Employer Pass which you purchase at work
- 4. FareSaver Ticket Books
- 5. Day Pass
- 6. Concession Tickets (Seniors & Children)
- 8. U-Pass
- 7. (DNR) Other (NO NEED TO SPECIFY)
- 97. (DNR) DON'T KNOW

98. (DNR) REFUSED

[ASK Q11a IF Q11=FARESAVERS]

Q11a When you purchase a FareSaver Ticket Book, how do you usually pay for it?

[ALLOW ONE ANSWER ONLY]

(READ LIST)

1. Cash
2. Credit Card
3. Debit Card
4. (DNR) Other (NO NEED TO SPECIFY)
97. (DNR) DON'T KNOW
98. (DNR) REFUSED

Q12. And about yourself, to which of the following age categories do you belong...

(READ LIST)

1. 18 - 24
2. 25 - 34
3. 35 - 44
4. 45 - 54
5. 55 - 64
6. 65 - 74
7. 75+
- 97 (DNR) DON'T KNOW
- 98 (DNR) REFUSED

Q13 Would you be interested in receiving advance notification of the arrival of your HandyDART vehicle via text message on your mobile phone at some point in the future?

(DO NOT READ LIST)

1. Yes
2. No
96. OTHER/DEPENDS (NO NEED TO SPECIFY)
97. DON'T KNOW
98. REFUSED

Q15. What is the highest level of education you have completed?

(READ AS NECESSARY)

1. Some high school or less
2. Graduated high school
3. Vocational/college/technical
4. Some university
5. Graduated university
97. (DNR) DON'T KNOW

98. (DNR) REFUSED

Q16. Do you have regular access to a car, van or truck, either as the driver or as a passenger?

(DO NOT READ LIST)

1. YES
2. NO
3. OTHER/DEPENDS
97. DON'T KNOW
98. REFUSED

Q17. Which of the following best describes your total annual household income before taxes...

(READ LIST)

1. Under \$15,000
2. \$15,000 to \$25,000
3. \$25,000 to \$35,000
4. \$35,000 to \$45,000
5. \$45,000 to \$55,000
6. \$55,000 to \$65,000
7. \$65,000 to \$75,000
8. \$75,000 to \$85,000
9. \$85,000 to \$95,000
10. \$95,000 or over

97. (DNR) DON'T KNOW
98. (DNR) REFUSED

Q18. Finally, could you please tell me your postal code?

(IF REFUSE OR DON'T KNOW, PROBE FOR FIRST 3 DIGITS)

V _ _ _ _

Thank you very much for your time and co-operation. In case my supervisor wishes to verify this survey, may I please have your first name or initial?

Q19. RECORD GENDER:

1. MALE
2. FEMALE



Contact Information

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