

Fast Facts

2006 YRT/Viva Customer Satisfaction Survey

Rider Profile

- There is a trend toward a younger demographic on YRT/Viva. Seventy percent of YRT respondents and 75% of Viva respondents are below 34 years of age.
- Females aged 35-54 are slightly more likely to ride YRT/Viva than males within this age range.
- Commuters (9+ trips per week) and regular system user (6-8 trips per week) form close to 70% of respondents. On YRT commuters grew from 39% in 2004 to 52% in 2006, indicating that transit usage is growing and becoming habitual.
- Approximately half of the respondents are employed (56% YRT, 50% Viva) and a large portion are students (36% YRT, 41% Viva).
- Respondents appear to be students and workers, under the age of 45, who are using the system to get to and from school or work.
- Seventy five percent of riders on both YRT and Viva do not own a car; ownership remains similar since 2002 for YRT.

Usage Patterns

- Half of respondents are commuters making 9+ one-way trips per week (52% YRT, 50% Viva). More respondents on YRT are commuters compared to 2004 (52% vs. 39%).
- One-fifth of respondents are regular riders making 6-8 one-way trips per week (17% YRT, 18% Viva); another one-fifth of respondents are occasional riders making 3-5 one-way trips per week (19% YRT, 18% Viva).
- Thirty seven percent of YRT respondents and 42% of Viva respondents, say their transit use has increased in the last six months suggesting a continued inflow in terms of overall usage.

Rider Satisfaction

There is a significant increase in overall satisfaction levels with public transit in York Region as compared to the previous years. Seventy-five percent of respondents were satisfied or very satisfied with public transit in York Region overall, versus only 66% in 2004, and 65% in 2003. In terms of overall service satisfaction, 96% of respondents

gave the Viva service, and 81% the YRT service, either a good, very good or excellent rating.

- YRT routes received high satisfaction scores for area of route coverage (80% satisfied or very satisfied) and drivers (80% to 88% satisfied or very satisfied for safe, knowledgeable, friendly).
- Increases in satisfied or very satisfied ratings are registered in most areas where comparative data exists for 2004 including:
 - When route operates (2006, 64% vs. 2004, 54%)
 - Cost of fare (2006, 52% vs. 2004, 47%)
 - Vehicles in good condition (2006, 80% vs. 2004, 75%)
 - Vehicles are clean (2006, 77% vs. 2004, 74%)
 - Drivers drive safely (2006, 88% vs. 2004, 81%)
 - Cleanliness of bus stops and shelters (2006, 67% vs. 2004, 59%)
 - How well bus stops are lit (2006, 60% vs. 2004, 54%).
- YRT's lowest satisfaction score was received for frequency of buses arriving at stops (47% satisfied or very satisfied). Ratings remain similar to 2004.
- Viva received high ratings for buses arriving on schedule and frequency of buses (83% most of the time or always). These convenience/value perceptions appear to be lifting other scores, such as cost of fares (67% satisfied or very satisfied), which receive higher ratings than YRT, despite fares being identical for both services.
- Viva performs very well for vehicle condition and amenities (cleanliness of bus stops, lighting) with satisfied or very satisfied ratings exceeding 80%.

Information Sources – Usage of / Satisfaction with

Satisfaction with information sources is high (satisfied or very satisfied) among those respondents who are aware of and/or users of the following information sources:

- www.yrt.ca website (87% YRT, 83% Viva)
- YRT Route Map (86% YRT, 87% Viva)
- Request Stop Program (85% YRT, not available on Viva)
- Ticket agents (83% YRT, 85% Viva)
- www.vivayork.com website (82% YRT, 84% Viva)
- Connection to GO Transit for 50 cents (82% YRT, 85% Viva)
- Availability of desired fare at ticket agent (79% YRT, 81% Viva)
- e-mail: transitinfo@york.ca (77% YRT, 77% Viva)
- Call Centre Information Line (74% YRT, 76% Viva)

- Availability of Park 'n Ride (74% YRT, 80% Viva)
- “My Transit Newsletter” (74% YRT, 77% Viva)

The source most likely to be used for route and schedule information is the yrt.ca website with 45% YRT respondents, and 38% of Viva respondents, using this method to obtain their route and schedule information.

The lowest satisfaction score for information sources was received for the complaint resolution process; only 58% of YRT respondents, and 66% of Viva respondents were satisfied or very satisfied with this process.