

Fast Facts

2006 YRT Mobility Plus Customer Satisfaction Survey

Rider Profile

- The demographic profile of riders is similar to previous years. The typical rider is female (69% female vs. 31% male), aged 75+ (47% of respondents) with an annual household income of \$25,000 (71% of respondents).
- The majority (71%) are ambulatory, and more likely to use a walker than a cane. Twenty nine percent are non-ambulatory, using either a wheelchair or scooter.

Usage Patterns

- Most respondents continue to book trips through YRT Mobility Plus for medical reasons. Two-thirds cite this as the main reason for using the service. Other reasons include social/recreational activities and necessary shopping.
- The frequency of using the service has increased since 2004. Twenty eight percent take 4+ one-way trips a week, an increase over 2004's 18%. The typical usage continues to be 1 to 3, one-way trips a week.
- Usage is mostly a weekday activity between 9am to 3pm. This pattern remains similar to previous years.
- The morning hours from 9am until 12pm are the primary usage hours of the service, with 68% of respondents reporting usage within this timeframe.
- Sixty three percent say they use the service without an escort, although those who do require an escort are increasing; 29% in 2006 compared to 18% in 2003.

Rider Satisfaction

- Satisfaction with YRT Mobility Plus continues to register increases in those *very satisfied* rating with specific aspects of the service and the call centre.
- Seventy to 80% of respondents give the top rating of *very satisfied* to general services and vehicles:
 - Cost of fares (79% in 2006 vs. 45% in 2004)
 - Method of purchasing fares (78% in 2006 vs. 40% in 2004)
 - Available destinations (74% in 2006 vs. 42% in 2004)
 - Operating hours (70% in 2006 vs. 41% in 2004)
 - Vehicles are well equipped (80% in 2006 vs. 47% in 2004)
 - Vehicles are clean (77% in 2006 vs. 49% in 2004)

- Seventy-eight to 85% of respondents gave the top rating of *very satisfied* for drivers and call centre staff:
 - Drivers secure rider properly (85% in 2006 vs. 62% in 2004)
 - Drivers secure mobility device (84% in 2006 vs. 62% in 2004)
 - Drivers drive safely (82% in 2006 vs. 58% in 2004)
 - Drivers are courteous (80% in 2006 vs. 58% in 2004)
 - Drivers provide door-to-door assistance (78% in 2006 vs. 57% in 2004)
 - Call centre staff are friendly (85% in 2006 vs. 51% in 2004)
 - Call centre staff have a caring attitude (84% in 2006 vs. 47% in 2004)
 - Call centre staff understand rider needs (82% in 2006 vs. 47% in 2004)
 - Call centre staff are knowledgeable (81% in 2006 vs. 47% in 2004)
- Call centre services received 67% to 75% *very satisfied* ratings for the following:
 - Call centre hours (75% in 2006 vs. 38% in 2004)
 - Calls are answered promptly (70% in 2006 vs. 31% in 2004)
 - Booking a trip is easy (68% in 2006 vs. 38% in 2004)
 - Booking a trip is quick (67% in 2006 vs. 36% in 2004)
- Timeliness of vehicles appears to be the key driver of overall satisfaction with YRT Mobility Plus. More than one-third of respondents were *very satisfied* in both 2003 and 2004, while 58% report this satisfaction level in 2006.
- Few respondents (16% to 24% in the past five years) say they have contacted YRT Mobility Plus to complain about a service. Most respondents are satisfied with both the attitude of staff (74% very satisfied) and resolution (62% very satisfied).
- Sixty percent of respondents say they are *very satisfied* with the service overall and 25% *satisfied*.