

# Demographic Breakdown of Transit Rider Satisfaction

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Supported by T-SCORE Center



# Overview

- Context for Research
- Overview of the Data
- Summary of Service Satisfaction
- Summary of Demographics
- Interaction of Satisfaction and Demographics
- Next Steps

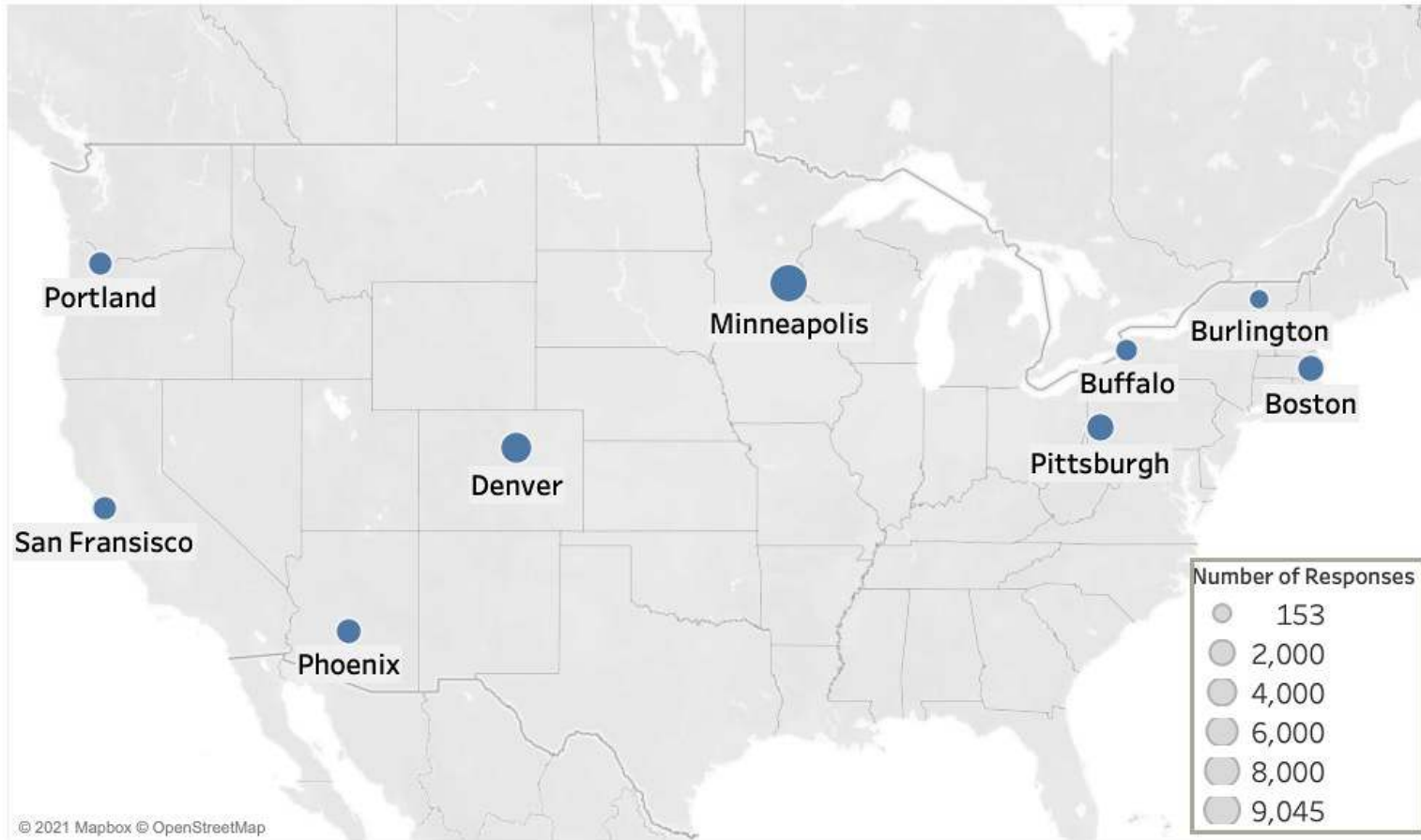
# Background

We've studied **how aspects of service affect overall rider satisfaction**

We know **who rides transit**

*But how do the two **interact?***

# Data Sources and Collection



# Data Cleaning and Variables

- Consolidation of vastly different transit survey data

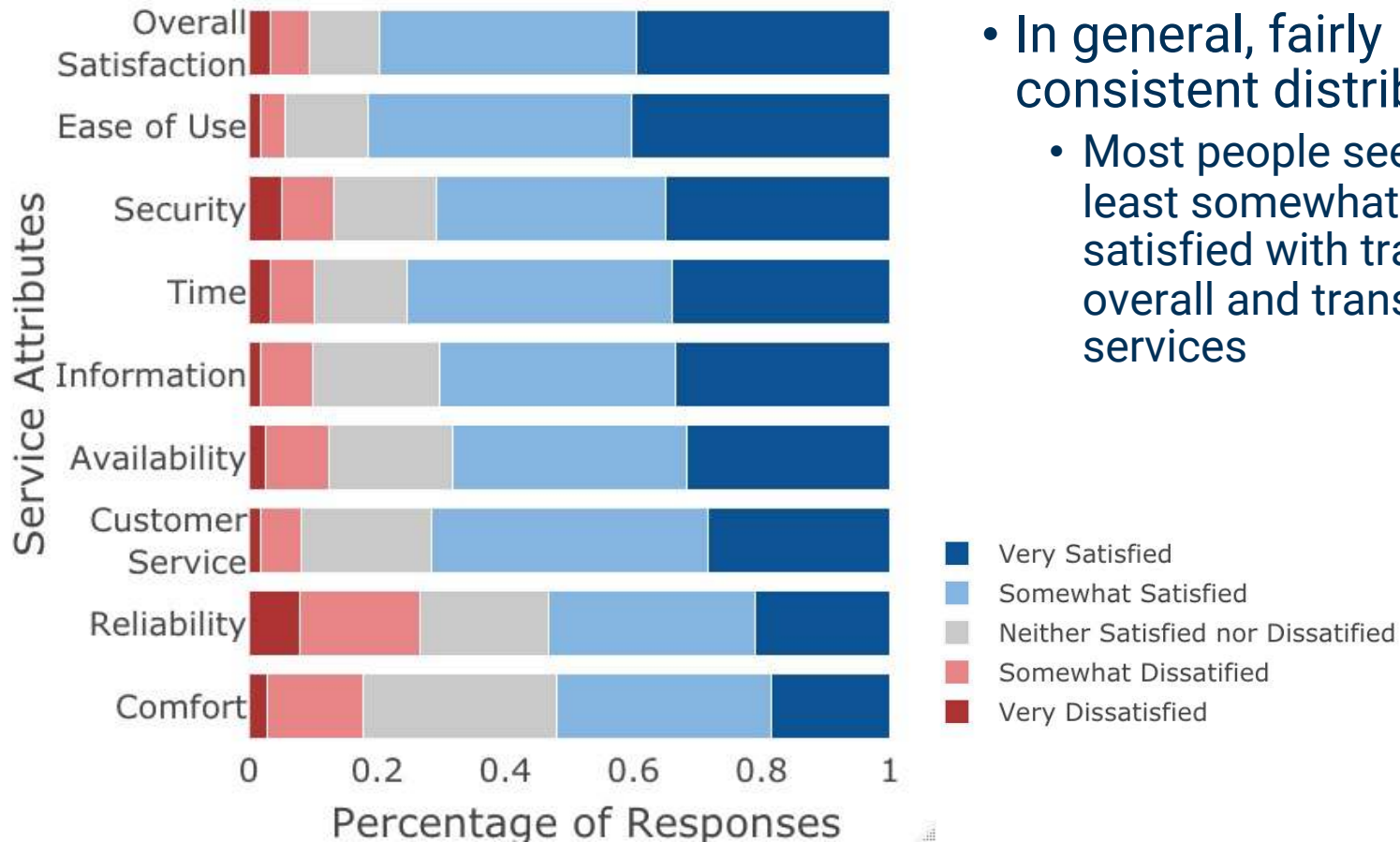
- 9 Service Attributes

- Overall Satisfaction
- Availability
- Comfort
- Customer Service
- Ease of Use
- Information
- Reliability
- Time
- Security

- 8 Demographic Variables

- Age
- Disability
- Driver's License
- Gender
- Income
- Language
- Race
- # of People in Household

# Satisfaction Responses by Service Attribute



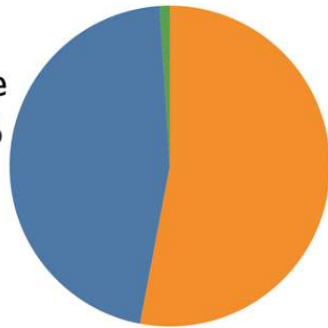
- In general, fairly consistent distribution
  - Most people seem at least somewhat satisfied with transit overall and transit services

# Overview of Demographics

## Non-binary/Transgender

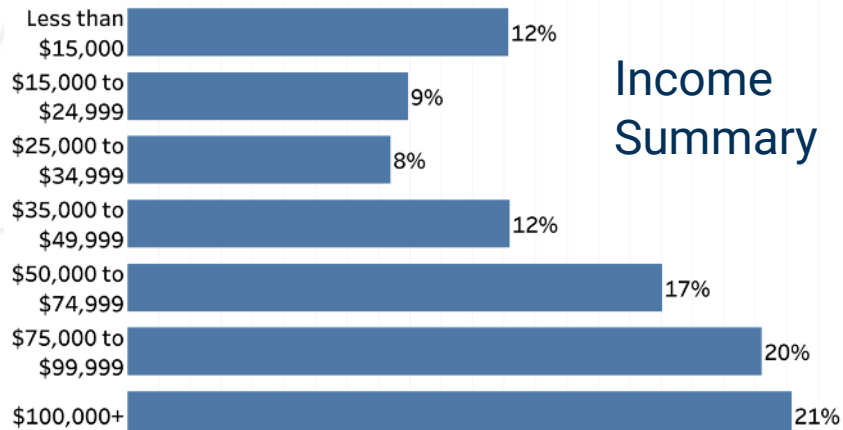
1%

Male  
46%



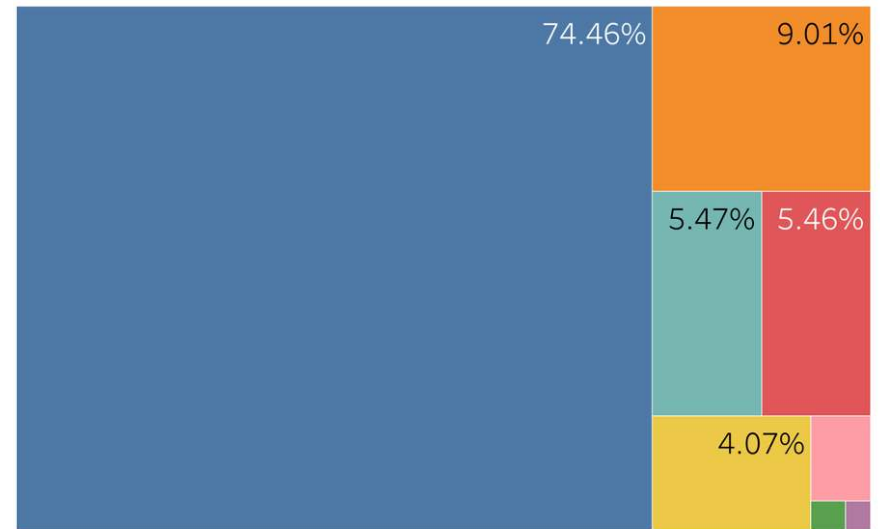
## Gender Summary

Female  
53%



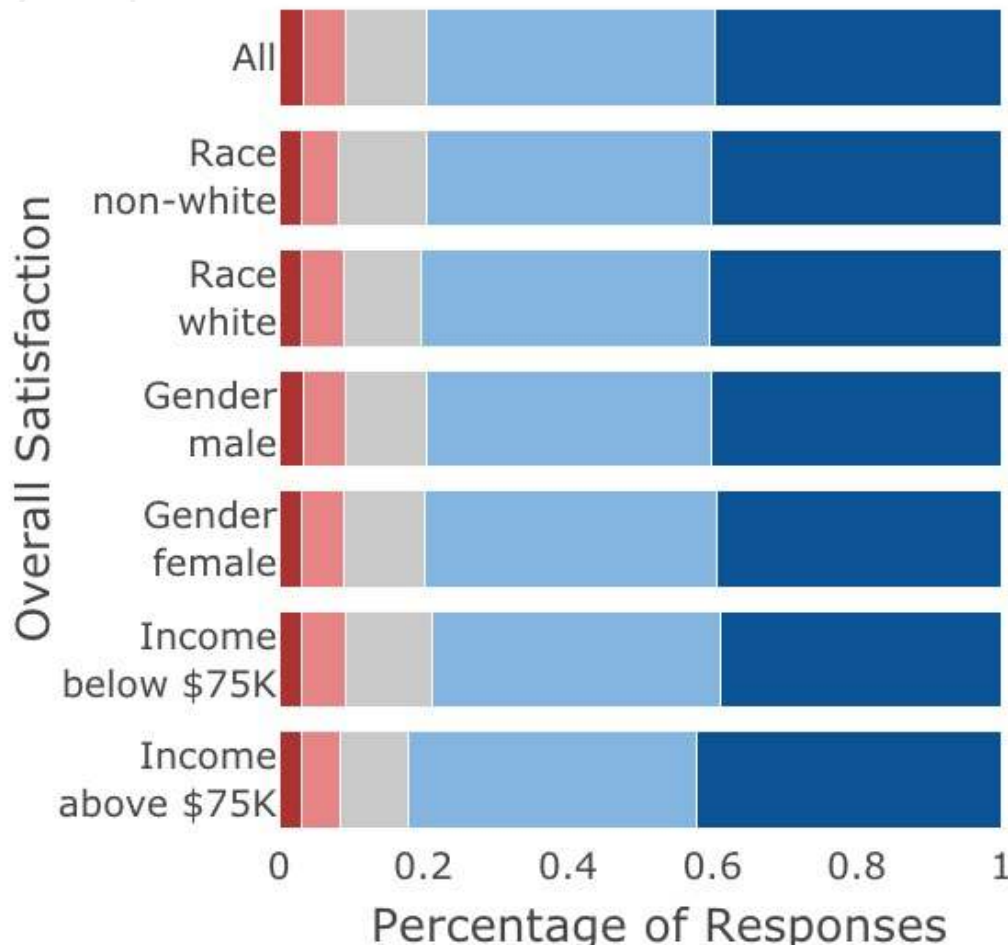
## Income Summary

## Race Summary

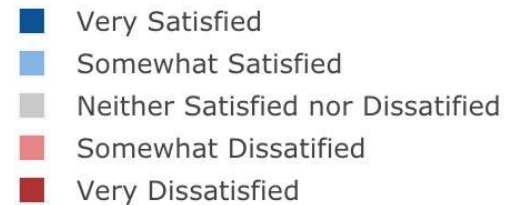


- African American/Black
- American Indian or Alaska Native
- Asian
- Hispanic or Latino/a
- Middle Eastern or North African
- Mixed/Bi-Racial
- Native Hawaiian/Pacific Islander
- White

# Overall Satisfaction by Demographic Characteristics

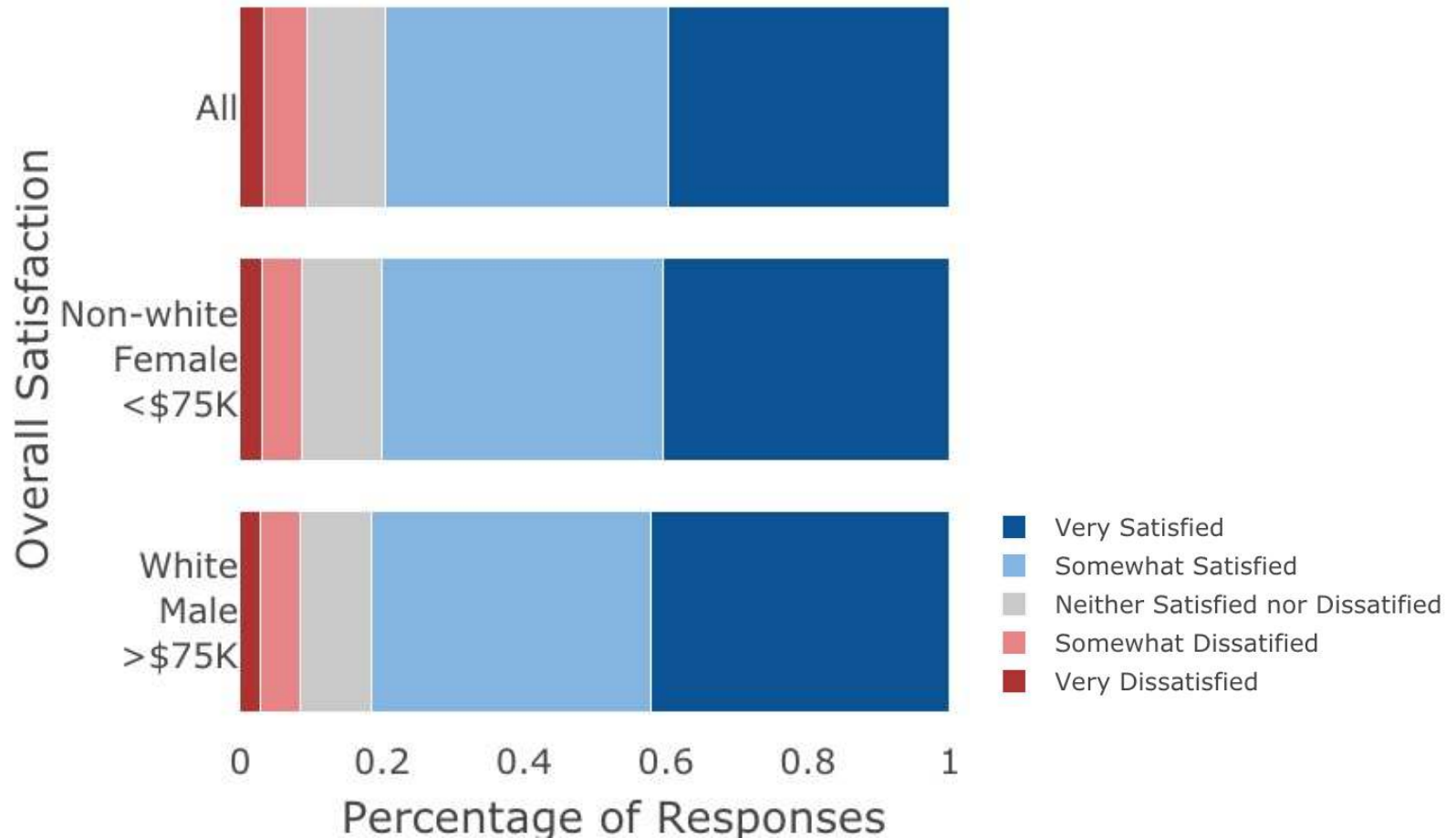


- Almost no discernable difference among and between demographic characteristics





# Overall Satisfaction by Combinations of Demographic Characteristics



# Discussion of Findings

- In general, very little difference across socio-demographic variables
- Relevance of national findings to individual agencies
  - Understanding transit agency data and data collection processes
  - Challenges in consistent data from local to national and vice versa
- How does this align (or deviate) from past literature?

# Next Steps and Applications

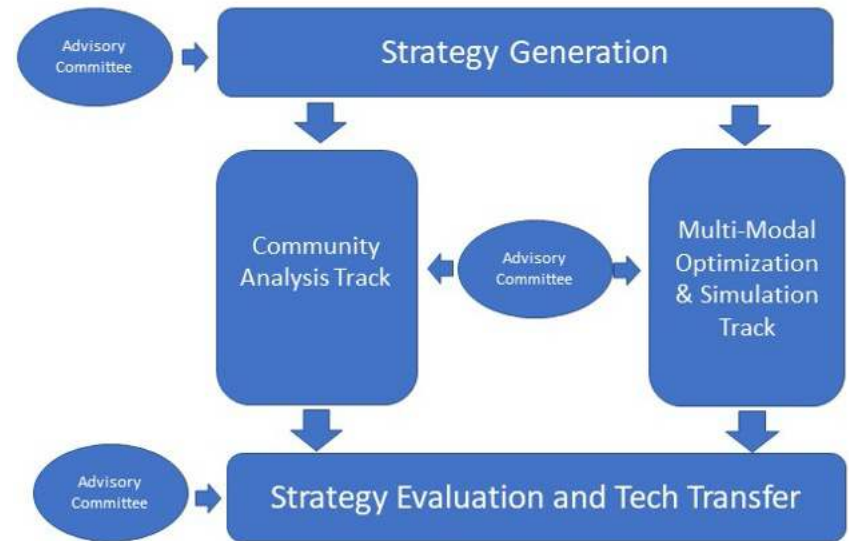
- Regression analysis
  - Service attributes as they relate to overall satisfaction
  - Demographics as they relate to satisfaction variables
  - Relationships and combinations of demographic variables
  - Variations in findings based on transit agency
- Applications
  - Provide a more nuanced understanding of transit rider satisfaction
  - Aid policy makers in making more equitable decisions

# T-SCORE Center

- USDOT University Transportation Center (UTC)
- Goal: Define strategic visions to guide transit into the future and equip planners with tools to translate visions into reality
- Partner Universities



## Research Overview



Learn more here!

<http://tscore.ce.gatech.edu/>

# Thank you!

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