Demographic Breakdown of Transit Rider Satisfaction

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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
• In general, fairly consistent distribution
  • Most people seem at least somewhat satisfied with transit overall and transit services
Overall Satisfaction by Demographic Characteristics

- Almost no discernable difference among and between demographic characteristics

![Overall Satisfaction by Demographic Characteristics Chart](chart)

- Very Satisfied
- Somewhat Satisfied
- Neither Satisfied nor Dissatisfied
- Somewhat Dissatisfied
- Very Dissatisfied
Overall Satisfaction by Combinations of Demographic Characteristics

Overall Satisfaction

- **All**
  - Very Satisfied: 0.6
  - Somewhat Satisfied: 0.3
  - Neither Satisfied nor Dissatisfied: 0.1
  - Somewhat Dissatisfied: 0.05
  - Very Dissatisfied: 0.05

- **Non-white**
  - Very Satisfied: 0.5
  - Somewhat Satisfied: 0.4
  - Neither Satisfied nor Dissatisfied: 0.1
  - Somewhat Dissatisfied: 0.05
  - Very Dissatisfied: 0.05

- **Female**
  - Very Satisfied: 0.5
  - Somewhat Satisfied: 0.4
  - Neither Satisfied nor Dissatisfied: 0.1
  - Somewhat Dissatisfied: 0.05
  - Very Dissatisfied: 0.05

- **<$75K**
  - Very Satisfied: 0.5
  - Somewhat Satisfied: 0.4
  - Neither Satisfied nor Dissatisfied: 0.1
  - Somewhat Dissatisfied: 0.05
  - Very Dissatisfied: 0.05

- **White**
  - Very Satisfied: 0.5
  - Somewhat Satisfied: 0.4
  - Neither Satisfied nor Dissatisfied: 0.1
  - Somewhat Dissatisfied: 0.05
  - Very Dissatisfied: 0.05

- **Male**
  - Very Satisfied: 0.5
  - Somewhat Satisfied: 0.4
  - Neither Satisfied nor Dissatisfied: 0.1
  - Somewhat Dissatisfied: 0.05
  - Very Dissatisfied: 0.05

- **>$75K**
  - Very Satisfied: 0.5
  - Somewhat Satisfied: 0.4
  - Neither Satisfied nor Dissatisfied: 0.1
  - Somewhat Dissatisfied: 0.05
  - Very Dissatisfied: 0.05

**Percentage of Responses**

0.0  0.2  0.4  0.6  0.8  1.0
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

Learn more here! http://tscore.ce.gatech.edu/
Thank you!

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