

2013 ASHEVILLE REDEFINES TRANSIT AND APPLE COUNTRY TRANSIT ON-BOARD SURVEY

FINAL REPORT

Developed by:



August 29, 2013

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CHAPTER 1: OVERVIEW

In May 2013, ETC Institute entered into a contract with NCDOT and the purpose was to implement the survey for Asheville Redefines Transit (ART) and Apple Country Transit (ACT) (Hendersonville). Administration of the survey by ETC Institute occurred during May of 2013. The primary objective for conducting the On-Board Transit Survey was to gather accurate travel data from transit riders to update the regional travel demand model. The universe for the survey consisted of 16 bus routes operated by ART and 4 bus routes operated by ACT. These systems included local routes that serve a network of communities in the Asheville and Hendersonville area. The goal was to obtain usable surveys from at least 594 transit riders, which represented approximately 10% of the entire system ridership on weekdays. The actual number of completed, usable surveys was 764.

This overview contains a description of the data requirements, sampling methodology including the sampling plan, survey administration/quality control procedures, and data entry/editing procedures. More detailed information is provided in subsequent chapters of this report:

- A more detailed description of the administration of the on-board survey is provided in Chapter 2.
- Characteristics of transit riders and select findings are provided in Chapter 3.
- Major results of the survey are shown as charts and graphs in Chapter 4.
- A detailed description of the final survey database is provided in Chapter 5.
- Unweighted survey results are provided in Chapter 6.
- Weighted Unlinked survey results, which have adjusted the results to reflect the actual ridership on each route, is provided in Chapter 7.
- A copy of the survey instrument are provided in Chapter 8.

Data Requirements

ETC Institute worked closely with ART, NCDOT, and Parsons Brinckerhoff staff to design the survey instrument. Some of the specific types of information that were gathered on the survey included:

- The location where the rider initially started his/her trip
- How the rider traveled from their starting place to the bus
- The location where the rider boarded the bus
- The location where the rider got off the bus
- How the rider traveled from the bus to his/her final destination
- The location of the rider's final destination

- Personal and Household information (number of occupants, gender, employment status, etc.)

The survey was administered as a face-to-face interview on local routes using iPads which interfaced with Google Maps to allow real-time geocoding of address information. Paper surveys were the primary method used on routes with low ridership. While most respondents completed the survey during their trip, postage-paid return reply envelopes were available for riders who did not have time to complete the survey during their trip. This was done to ensure that short-trips were captured in the survey administration.

Each of the printed surveys contained a serial number that was used by ETC Institute to track the route and sequence in which surveys were completed. Riders who did not have time to complete the survey during the trip and indicated that would not complete the survey by mail, were asked to provide their phone number. Those who provided their phone number were contacted by ETC Institute's call center the following day and asked to provide the survey information by phone.

Initial Test of the Survey Instrument. ETC Institute conducted a pilot test of the survey to ensure the survey worked properly. The pilot test was conducted with a total of 50 riders on 2 different routes. No problems with the survey instrument or sampling procedures were identified during the pilot test.

Sampling Methodology and Report on Complete and Usable Surveys

ETC Institute developed a sampling plan to ensure that the overall results of the survey would be statistically valid for the region as a whole. The sampling plan identifies the number of completed surveys that were needed from each route. The sampling plan was designed to obtain completed surveys from approximately 10% of the weekday ridership on each bus route.

A copy of the report of the goals and the completed versus the usable surveys is provided on the following page.

ART and ACT On-Board Survey			
<i>Report on Completed and Usable Surveys</i>			
Apple Routes	Route Goal	Actual Number of Completed Surveys	Goal Met (within 10%)
Red	12	14	Yes
White	16	11	No, only 15 riders boarded this route on the two days the survey was conducted on the route.
Blue	10	10	Yes
Green	1	1	Yes
ART Routes			
N	18	34	Yes
N1	46	62	Yes
N2	26	24	No, routes N2 and N1 share the same route for most of the route; ridership was much lower on route N2 during the AM and PM periods on the INBOUND portion of N2
N3	32	37	Yes
S1	42	46	Yes
S2	14	27	Yes
S3	40	47	Yes
S4	30	40	Yes
E1	96	134	Yes
E2	32	34	Yes
Crosstown	22	25	Yes
W1	64	71	Yes
W2	38	47	Yes
W3	48	52	Yes
W4	16	19	Yes
170	22	29	Yes

Survey Administration/Quality Control Procedures

Some of the survey administration and quality control procedures utilized by ETC Institute are listed below.

- Each interviewer was trained to understand the purpose of the survey so they could explain the importance of the survey to riders.
- One interviewer was assigned per bus and at least one bus was selected from each route.
- Interviewers conducted surveys on their assigned bus for the entire day that the route was in operation in accordance with the hours shown in the sampling plan. Short breaks were allowed for interviewers in conjunction with breaks that were taken by the driver.
- On routes where paper surveys were administered, the interviewer asked every “nth” rider to complete the survey in accordance with the sampling plan. Riders on local routes on which the iPads were used were selected at random by a computer algorithm that selected participants at random based on the number of boardings at each stop.
- Following the completion of each run along a route, the interviewer would briefly get off the bus and take completed surveys from that route to ETC Institute’s Team Leader. The Team Leader worked at the transit center.
- ETC Institute’s Team Leader and two assistants reviewed all the completed surveys that were submitted by interviewers to ensure the usability, accuracy, and completeness of the data collected.
- ETC Institute’s Team Leader ensured that the total number of usable surveys exceeded the sampling goals for each route.

Data Entry and Editing Procedures

Following the administration of the survey, ETC Institute’s Team Leader and the interviewing team conducted a secondary review of the completed surveys. Errors that were identified during the secondary review were corrected when possible. When data was missing, incomplete, or illegible, internet research was conducted to retrieve the data. Specific procedures that were followed by ETC Institute are described below:

- ETC Institute personnel conducted a 100% review of all completed surveys.
- If an entry on a survey form did not conform to the specifications established for the field, was incomplete, or illegible, ETC Institute employees took one of two actions:
 - they corrected the entry; the corrections were sometimes easy to make given the data provided; or

- they utilized the internet to research origin/destination addresses and intersections to ensure they were complete as possible. When ETC Institute personnel took these actions, the employee noted the action taken and reported the action to the project supervisor. This review process was done prior to data entry to ensure all survey data was as complete as possible before the information was entered into the database.
- ETC Institute personnel conducted dual data entry for 100% of the records. All completed surveys were entered into two independent databases by different people. After data entry was completed for each database, the files were compared and screened for records that did not match. Records that did not match were corrected in each of the databases by different people. The files were then merged again, and records that still did not match were corrected again. This process was repeated until all records in each of the two databases matched.

Development of Weighting Factors to Expand the Sample

This section describes the process for developing the weighting factors that were used to expand the survey database to the total transit ridership in the region. **Unlinked trip weighting factors** were developed to expand the total number of completed surveys to the actual number of transit boardings in the region by direction and time period.

Unlinked Trip Weighting Factors for Bus Routes

A total of 764 surveys were completed with bus passengers. The number of completed bus surveys represented approximately 10% of the average weekday boardings on the region's bus system during May 2013.

In order to ensure that the survey data accurately represented the travel patterns of the passengers who use bus service in the region on a typical weekday, unlinked trip weighting factors were prepared for each survey record. The 764 passenger surveys were expanded by direction and time of day.

The process for calculating unlinked trip weighting factors for bus routes simply involved dividing the number of boardings in each direction by time of day on each route by the number of surveys that were completed. For local and express routes, expansion factors were developed for the following 6 types of trips:

- Inbound Trips during the AM Peak (6am-10:29am)
- Inbound Trips during the Midday (10:30am-2:29pm)
- Inbound Trips during the PM Peak (2:30pm-6:30pm)
- Outbound Trips during the AM Peak (6am-10:29am)
- Outbound Trips during the Midday (10:30am-2:29pm)
- Outbound Trips during the PM Peak (2:30pm-6:30pm)

Weighting is used to adjust a dataset so that it better represents a known population. When done correctly, weighting a dataset can make the overall results more accurate and representative of what is really occurring on your transit system.

The weighting factors used for data expansion are shown in the Tables below and on the following pages.

ART and ACT On-Board Survey Completion Station and Expansion Factors									
Apple Country Transit Ridership and Survey Sampling Plan									
Route	ITEM	RIDERSHIP DATA By TIME OF DAY				RIDERSHIP DATA By DIRECTION			
		AM (6:30 am-10:29 am)	MID (10:30 am-2:39 pm)	PM (2:30 pm-6:30 pm)	TOTAL	Direction	Ridership	Direction	Ridership
Red	TOTAL RIDERSHIP BOTH DIRECTION	35	48	37	119	North	74	South	45
	Sampling Goal NORTH	2	2	2	6				
	Completed	3	4	2	9				
	Sampling Goal SOUTH	2	2	2	6				
	Completed	2	1	2	5				
	TOTAL BOTH DIRECTIONS	5	5	4	14				
	WEIGHT FACTOR	6.98453	9.56480	9.14667					
White	TOTAL RIDERSHIP BOTH DIRECTION	45	66	54	165	North	97	South	68
	Sampling Goal EAST	2	3	3	8				
	Completed	3	3	3	9				
	Sampling Goal WEST	2	3	3	8				
	Completed	0	1	1	2				
	TOTAL BOTH DIRECTIONS	3	4	4	11				
	WEIGHT FACTOR	15.07022	16.42667	13.53333					
Blue	TOTAL RIDERSHIP BOTH DIRECTION	29	34	33	96	North	46	South	50
	Sampling Goal NORTH	1	2	2	5				
	Completed	2	1	1	4				
	Sampling Goal SOUTH	1	2	2	5				
	Completed	2	2	2	6				
	TOTAL BOTH DIRECTIONS	4	3	3	10				
	WEIGHT FACTOR	7.34667	11.36178	10.83378					
Green	TOTAL RIDERSHIP BOTH DIRECTION	1	0	0	1	North	1	South	0
	Sampling Goal NORTH	1	0	0	0				
	Completed	1	0	0	1				
	Sampling Goal SOUTH	0	0	0	0				
	Completed	0	0	0	0				
	TOTAL BOTH DIRECTIONS	1	0	0	1				
	WEIGHT FACTOR	1.00000	NA	NA					
AVG WEEKDAY RIDERSHIP APPLE COUNTRY		110	148	123	380				
TOTAL SURVEYS FOR APPLE COUNTRY		11	15	12	38				

Asheville Transit Ridership and Survey Sampling Plan									
Route	ITEM	RIDERSHIP DATA By TIME OF DAY				RIDERSHIP DATA By DIRECTION			
		AM (5:00 am-10:59 am)	MID (11:00 am-3:00 pm)	PM (3:00 pm-11:30 pm)	TOTAL	Direction	Ridership	Direction	Ridership
N	TOTAL RIDERSHIP BOTH DIRECTION	65	61	60	186	Inbound	97	Outbound	89
	Sampling Goal INBOUND	3	3	3	9				
	Completed	7	5	6	18				
	Sampling Goal OUTBOUND	3	3	3	9				
	Completed	7	3	6	16				
	TOTAL BOTH DIRECTIONS	14	8	12	34				
	WEIGHT FACTOR	4.66857	7.60000	4.98333					
N1	TOTAL RIDERSHIP BOTH DIRECTION	141	150	174	466	Inbound	225	Outbound	241
	Sampling Goal INBOUND	7	8	9	23				
	Completed	22	8	9	39				
	Sampling Goal OUTBOUND	7	8	9	23				
	Completed	7	8	8	23				
	TOTAL BOTH DIRECTIONS	29	16	17	62				
	WEIGHT FACTOR	4.87586	9.37750	10.26353					
N2	TOTAL RIDERSHIP BOTH DIRECTION	80	107	75	262	Inbound	139	Outbound	124
	Sampling Goal INBOUND	4	5	4	13				
	Completed	1	4	0	5				
	Sampling Goal OUTBOUND	4	5	4	13				
	Completed	7	5	7	19				
	TOTAL BOTH DIRECTIONS	8	9	7	24				
	WEIGHT FACTOR	10.02500	11.90667	10.70286					
N3	TOTAL RIDERSHIP BOTH DIRECTION	109	103	111	323	Inbound	201	Outbound	122
	Sampling Goal INBOUND	5	5	6	16				
	Completed	7	8	6	21				
	Sampling Goal OUTBOUND	5	5	6	16				
	Completed	4	4	8	16				
	TOTAL BOTH DIRECTIONS	11	12	14	37				
	WEIGHT FACTOR	9.90909	8.59333	7.92857					
S1	TOTAL RIDERSHIP BOTH DIRECTION	168	130	123	421	Inbound	201	Outbound	220
	Sampling Goal INBOUND	8	6	6	21				
	Completed	5	4	6	15				
	Sampling Goal OUTBOUND	8	6	6	21				
	Completed	9	10	12	31				
	TOTAL BOTH DIRECTIONS	14	14	18	46				
	WEIGHT FACTOR	12.01429	9.26857	6.85556					

Asheville Transit Ridership and Survey Sampling Plan									
S2	TOTAL RIDERSHIP BOTH DIRECTION	51	52	31	134	Inbound	65	Outbound	69
	Sampling Goal INBOUND	3	3	2	7				
	Completed	3	3	2	8				
	Sampling Goal OUTBOUND	3	3	2	7				
	Completed	8	6	5	19				
	TOTAL BOTH DIRECTIONS	11	9	7	27				
	WEIGHT FACTOR	4.62909	5.79556	4.42286					
	S3	TOTAL RIDERSHIP BOTH DIRECTION	146	145	111	403	Inbound	185	Outbound
Sampling Goal INBOUND		7	7	6	20				
Completed		6	6	5	17				
Sampling Goal OUTBOUND		7	7	6	20				
Completed		10	9	11	30				
TOTAL BOTH DIRECTIONS		16	15	16	47				
WEIGHT FACTOR		9.14000	9.68533	6.94750					
S4		TOTAL RIDERSHIP BOTH DIRECTION	103	94	105	303	Inbound	143	Outbound
	Sampling Goal INBOUND	5	5	5	15				
	Completed	4	4	5	13				
	Sampling Goal OUTBOUND	5	5	5	15				
	Completed	10	9	8	27				
	TOTAL BOTH DIRECTIONS	14	13	13	40				
	WEIGHT FACTOR	7.38571	7.26769	8.08923					
	E1	TOTAL RIDERSHIP BOTH DIRECTION	244	398	325	968	Inbound	529	Outbound
Sampling Goal INBOUND		12	20	16	48				
Completed		12	20	29	61				
Sampling Goal OUTBOUND		12	20	16	48				
Completed		30	25	18	73				
TOTAL BOTH DIRECTIONS		42	45	47	134				
WEIGHT FACTOR		5.82095	8.83911	6.92170					
E2		TOTAL RIDERSHIP BOTH DIRECTION	125	109	77	311	Inbound	175	Outbound
	Sampling Goal INBOUND	6	5	4	16				
	Completed	6	5	4	15				
	Sampling Goal OUTBOUND	6	5	4	16				
	Completed	7	6	6	19				
	TOTAL BOTH DIRECTIONS	13	11	10	34				
	WEIGHT FACTOR	9.63385	9.91636	7.66000					
	Crosstown	TOTAL RIDERSHIP BOTH DIRECTION	68	79	64	210	Inbound	94	Outbound
Sampling Goal INBOUND		3	4	3	11				
Completed		3	5	6	14				
Sampling Goal OUTBOUND		3	4	3	11				
Completed		5	4	2	11				
TOTAL BOTH DIRECTIONS		8	9	8	25				
WEIGHT FACTOR		8.46500	8.72889	7.98000					

Asheville Transit Ridership and Survey Sampling Plan									
W1	TOTAL RIDERSHIP BOTH DIRECTION	189	203	243	634	Inbound	305	Outbound	330
	Sampling Goal INBOUND	9	10	12	32				
	Completed	9	10	12	31				
	Sampling Goal OUTBOUND	9	10	12	32				
	Completed	15	12	13	40				
	TOTAL BOTH DIRECTIONS	24	22	25	71				
	WEIGHT FACTOR	7.86500	9.23455	9.70080					
W2	TOTAL RIDERSHIP BOTH DIRECTION	127	138	115	380	Inbound	189	Outbound	191
	Sampling Goal INBOUND	6	7	6	19				
	Completed	7	8	6	21				
	Sampling Goal OUTBOUND	6	7	6	19				
	Completed	10	7	9	26				
	TOTAL BOTH DIRECTIONS	17	15	15	47				
	WEIGHT FACTOR	7.46824	9.20000	7.66667					
W3	TOTAL RIDERSHIP BOTH DIRECTION	181	170	125	476	Inbound	246	Outbound	230
	Sampling Goal INBOUND	9	8	6	24				
	Completed	10	9	7	26				
	Sampling Goal OUTBOUND	9	8	6	24				
	Completed	9	10	7	26				
	TOTAL BOTH DIRECTIONS	19	19	14	52				
	WEIGHT FACTOR	9.52211	8.93684	8.92571					
W4	TOTAL RIDERSHIP BOTH DIRECTION	58	65	44	167	Inbound	85	Outbound	82
	Sampling Goal INBOUND	3	3	2	8				
	Completed	4	5	3	12				
	Sampling Goal OUTBOUND	3	3	2	8				
	Completed	3	2	2	7				
	TOTAL BOTH DIRECTIONS	7	7	5	19				
	WEIGHT FACTOR	8.23429	9.22857	8.88000					
170	TOTAL RIDERSHIP BOTH DIRECTION	52	40	137	229	Inbound	129	Outbound	101
	Sampling Goal INBOUND	3	2	7	11				
	Completed	4	5	6	15				
	Sampling Goal OUTBOUND	3	2	7	11				
	Completed	4	3	7	14				
	TOTAL BOTH DIRECTIONS	8	8	13	29				
	WEIGHT FACTOR	6.54000	5.01000	10.53846					
AVG WEEKDAY RIDERSHIP ASHEVILLE		1933	2067	1938	5938				
GOAL FOR COMPLETED SURVEYS		193	207	194	594				
ACTUAL NUMBER OF COMPLETED SURVEYS		268	244	252	764				
AVG. WEIGHT FACTOR		7.21429	8.47129	7.68873	7.77223				

Note: Asheville Transit Provided Monthly Ridership Data; Average Weekday Ridership Estimates Were Developed By Dividing the Monthly Total By 25

CHAPTER 2: ADMINISTRATION OF THE ON-BOARD TRANSIT SURVEY

Conduct the Pretest

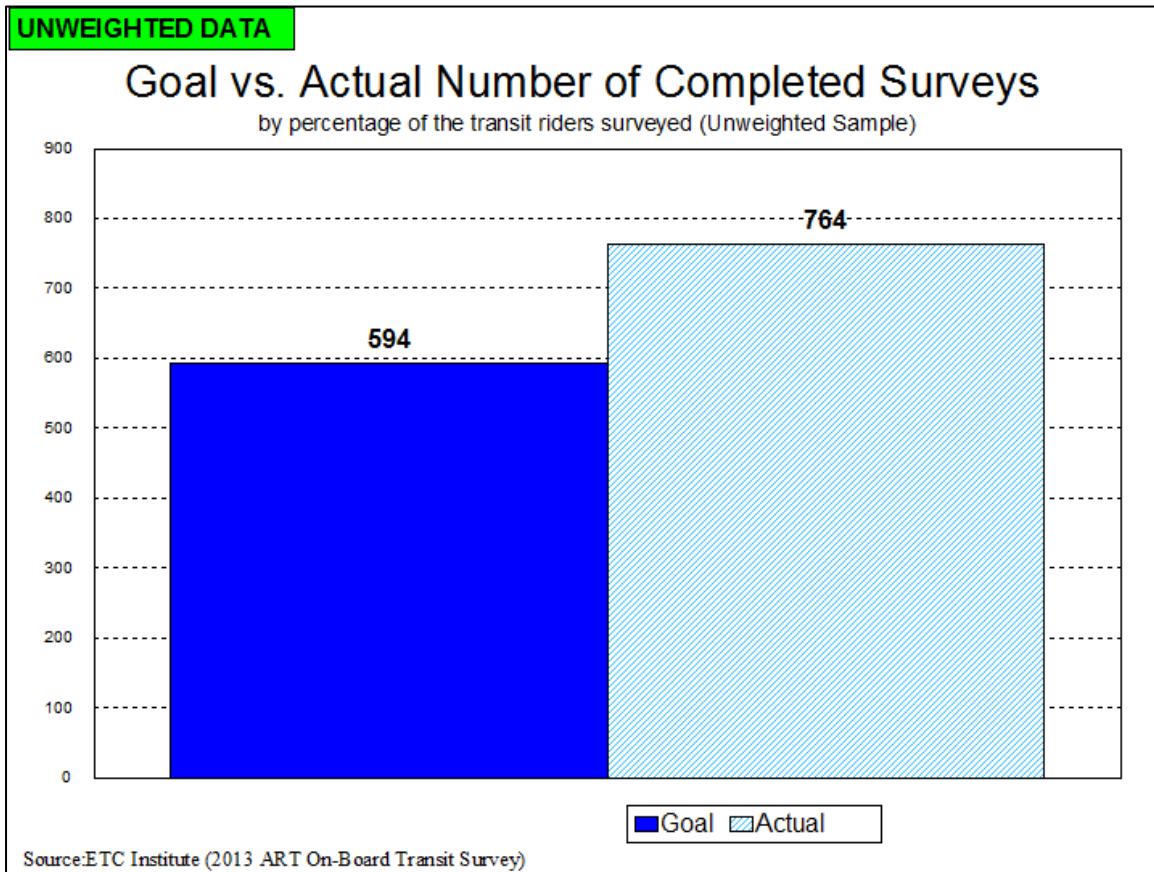
ETC Institute conducted a pre-test with 50 riders on 2 different routes. The pre-test was designed to ensure the survey worked properly and the process covered all aspects of the survey administration procedures including:

- placing surveyors on the transit vehicles at the designated time
- recording the total number of people who boarded the bus
- asking a random sample of riders to complete the survey
- briefly exiting the bus after each route to check in and give completed surveys to ETC Institute's Team Leader

No problems with the survey instrument were found from the pilot test. Based upon these findings, the survey administration procedures and survey instrument were finalized. A copy of the survey instrument is provided in Chapter 4 of this report.

Administer the On-Board Passenger Survey

ETC Institute fielded a survey administration team on weekdays between May 1, 2013 and May 31, 2013. The survey team consisted of ETC Institute employees who had previous experience with the administration of on-board transit surveys and local nearby employees hired and trained by ETC Institute. The OD surveys were administered via ipad and paper surveys in accordance with the procedures that were previously described (Page 4). A total of 764 useable surveys were obtained. The goal and actual number of surveys that were completed are shown in the chart on the following page.



Alternative Methods of Completing the Survey

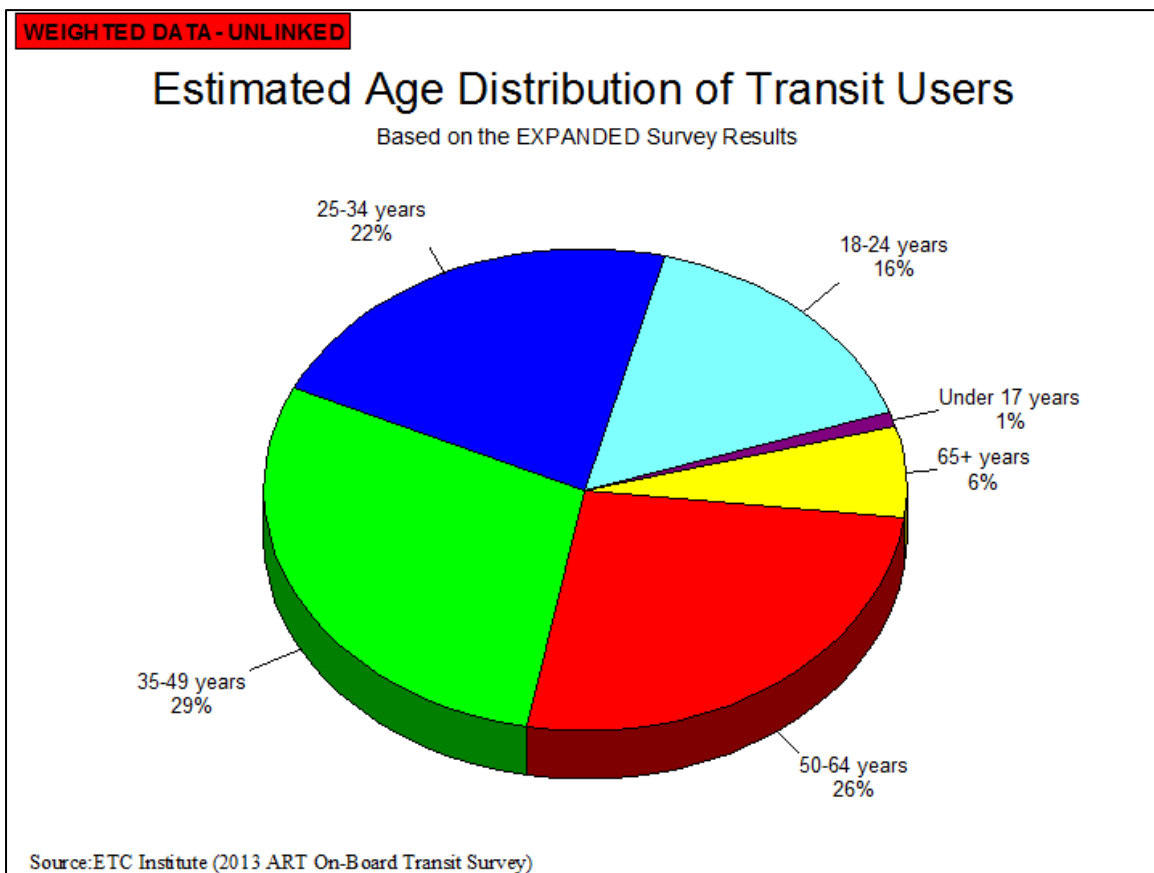
Although most surveys were completed via iPad interview by riders during their trip, riders who did not have time to complete a survey were given a survey and a postage-paid return-reply envelope to return to ETC Institute by mail after it had been completed. Any time an interviewer distributed a mail survey, the serial number of the survey was recorded for quality control purposes.

Riders who did not have time to complete the survey during the trip and indicated that they would not complete the survey by mail, were asked to provide their phone number. Those who provided their phone number we contacted by ETC Institute’s call center the following day and asked to provide the survey information by phone.

CHAPTER 3: CHARACTERISTICS OF TRANSIT RIDERS AND SELECT FINDINGS

Estimated Age of Transit Riders

The chart below shows the estimated age distribution of transit ridership in the region. Based on the expanded survey results from the weekday survey, more than half (67%) of the riders were 18-49 years of age. Twenty-six percent (26%) of the riders were age 50-64 years, 6% were age 65 or older, and 1% were under age 18.



Estimated Percentage of Transit Users with a Valid Driver’s License

Based on the expanded survey results from the weekday survey, thirty-nine percent (39%) of the transit users DID have a valid driver’s license; 61% DID NOT have a valid driver’s license.

Employment Status of Transit Users

Based on the expanded survey results from the weekday survey, fifty-eight percent (58%) of the transit users were employed full-time (39%) or part time (19%). Thirty percent (30%) of transit users were either not employed but seeking work (21%) or not employed and NOT seeking work (9%); 10% of the riders surveyed were retired, 2% homemaker.

Estimated Percentage of Students Using Public Transportation

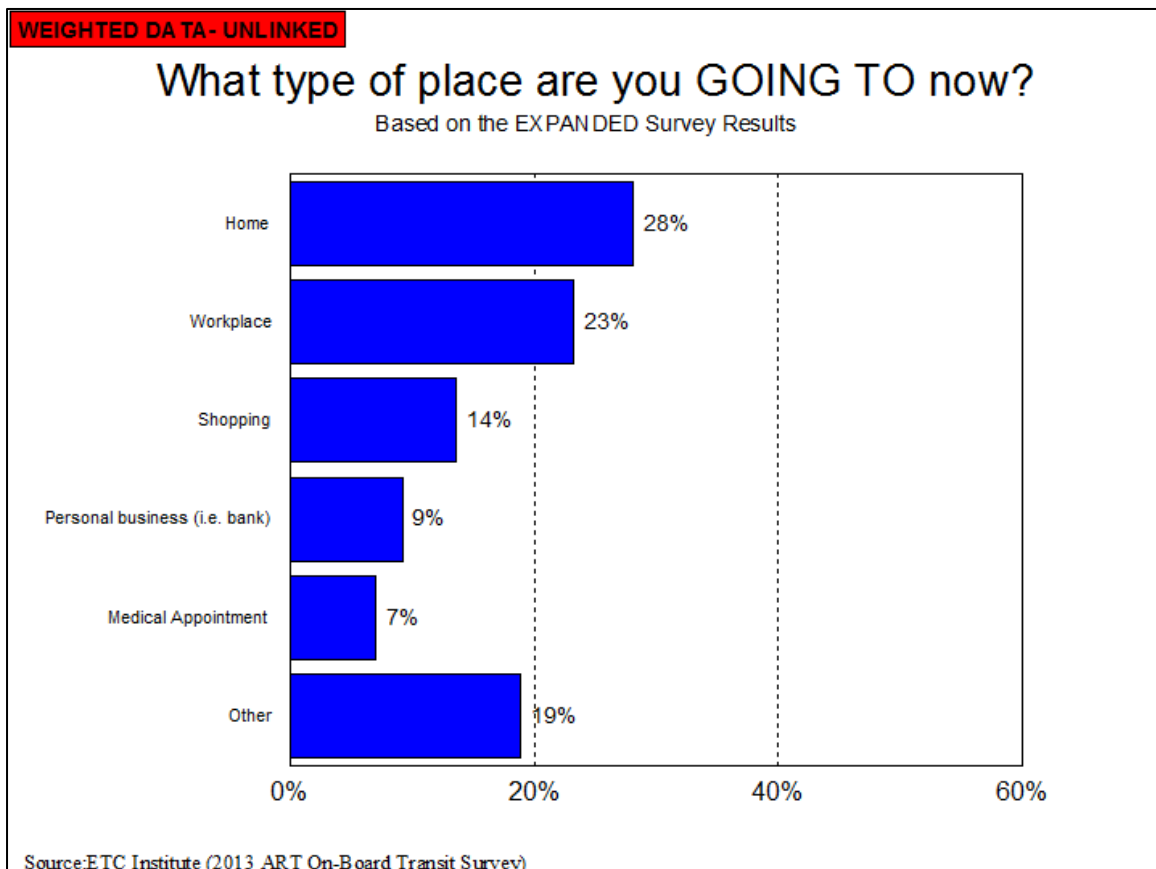
Based on the expanded survey results from the weekday survey, eighty-two percent (82%) of the transit riders were NOT students; 18% of the transit riders surveyed were either college/university students (15%), students through the 12th grade (1%), or students in other types of schools (2%).

Estimated Distribution of Vehicle Availability

Based on the expanded survey results from the weekday survey, seventy-three percent (73%) of the transit riders did not have a vehicle in the household. Twenty-one percent (21%) of the riders indicated they had at least one vehicle in the household; 5% had two vehicles in the household, 1% had three or more vehicles in the household.

Where Transit Riders Were Going

Based on the expanded survey results from the weekday survey, twenty-eight percent (28%) of the trips completed by transit riders in the region involved a return trip to the rider’s home. Twenty-three percent (23%) involved a trip to work and 14% involved a shopping trip. The chart below, which is based on weighed data from the weekday survey, shows these estimates and provides a complete listing of destinations for transit riders.



How Transit Riders Got to Their Destination

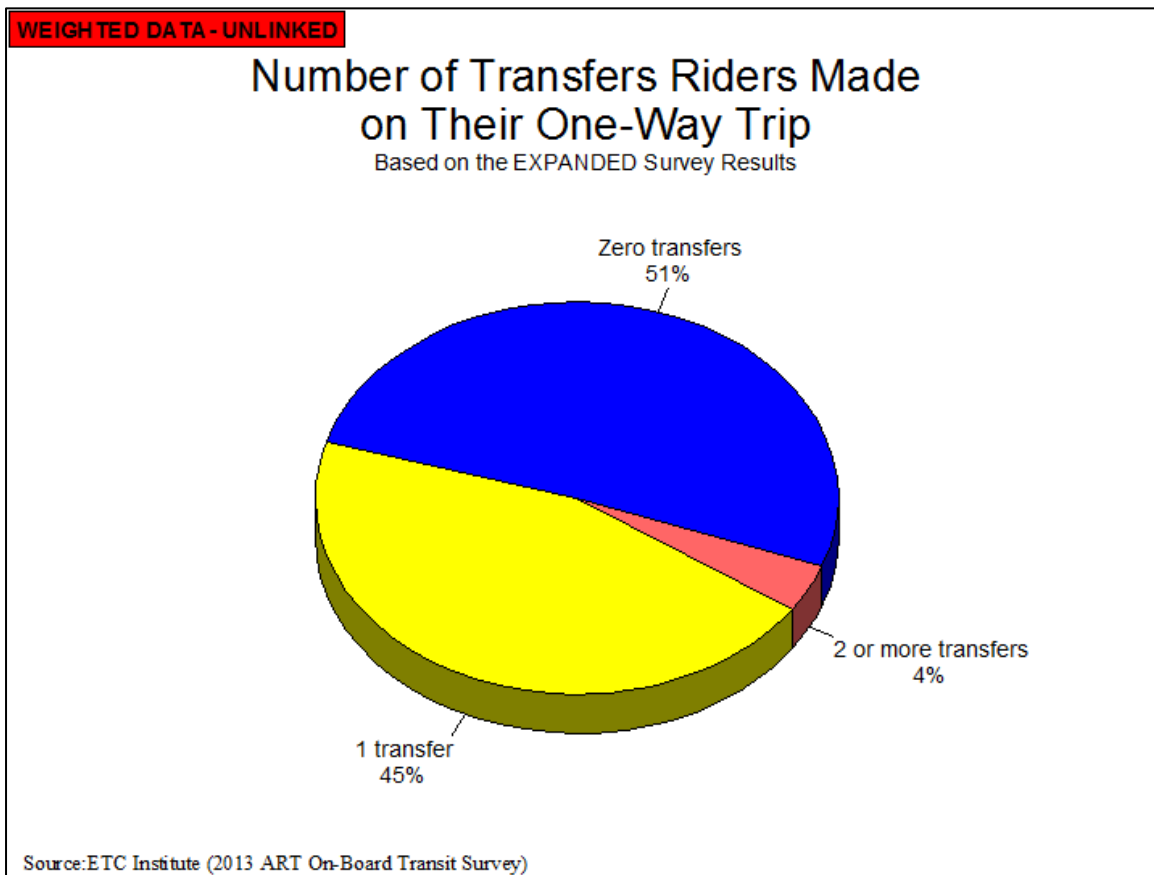
Based on the expanded survey results from the weekday survey, ninety-five percent (95%) of the riders indicated they would walk; 3% picked up, 1% would bike.

How Transit Riders Got to the Bus

Based on the expanded survey results from the weekday survey, ninety-six percent (96%) of riders indicated that they got to their bus by walking; 4% used some other mode.

Number of Transfers Riders Made on Their One-Way Trip

Based on the expanded survey results from the weekday survey, fifty-one percent (51%) of the transit riders made zero transfers on the way to their final destination; 45% made 1 transfer and 4% two transfers. A chart detailing this data is provided below.

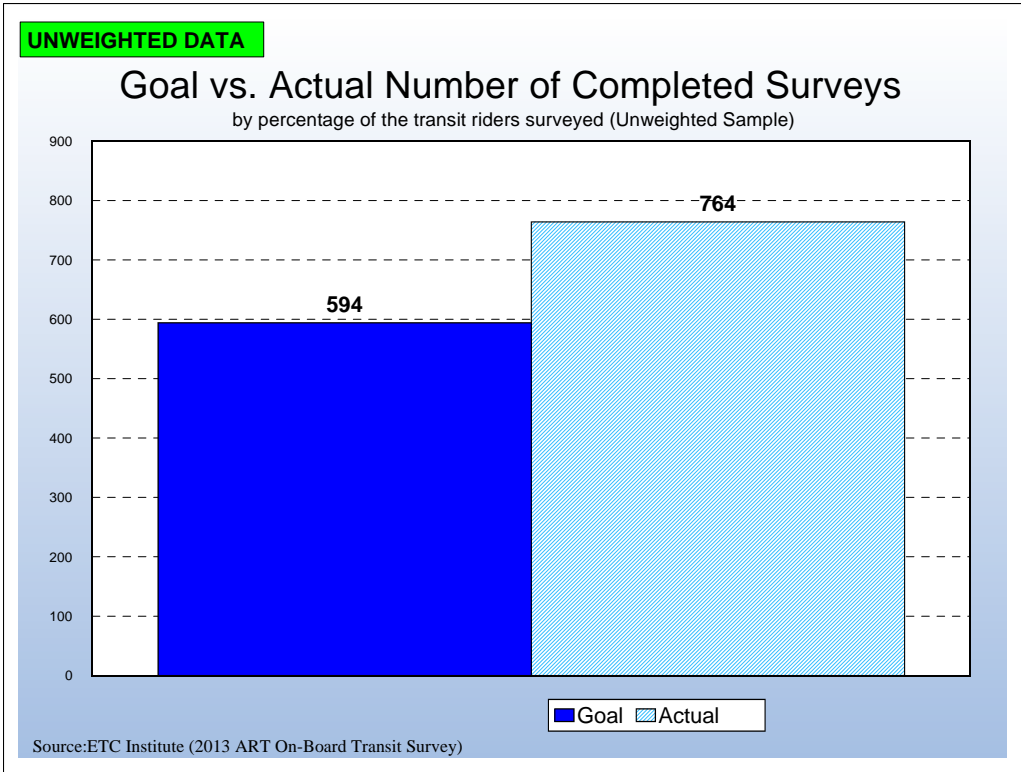


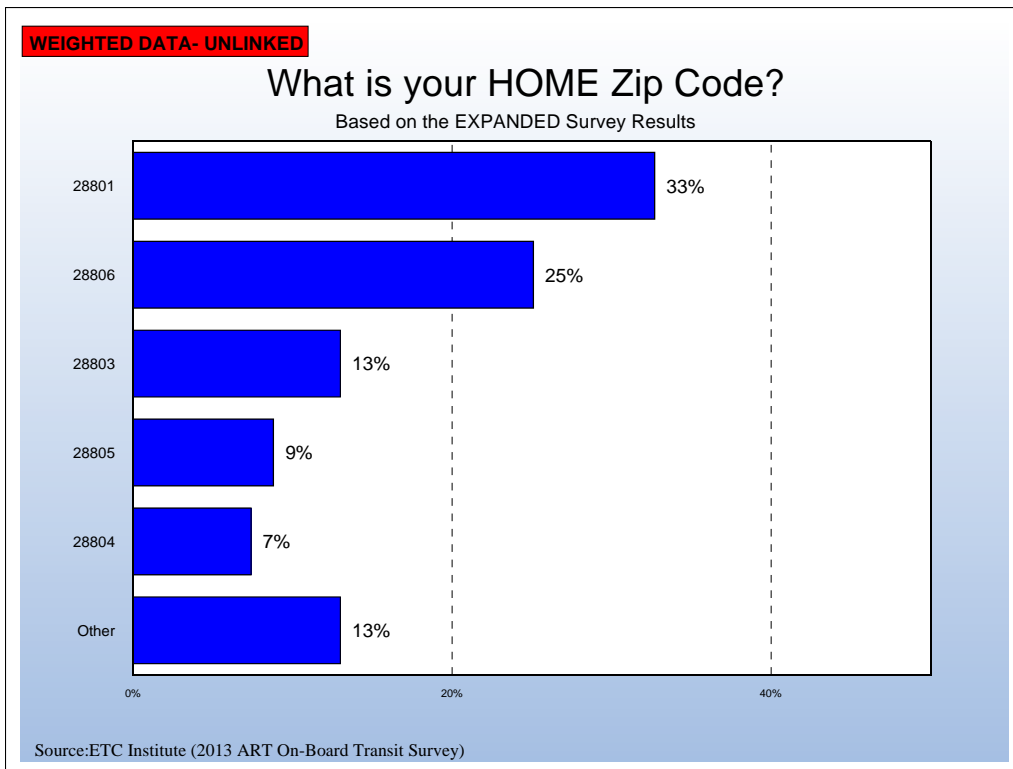
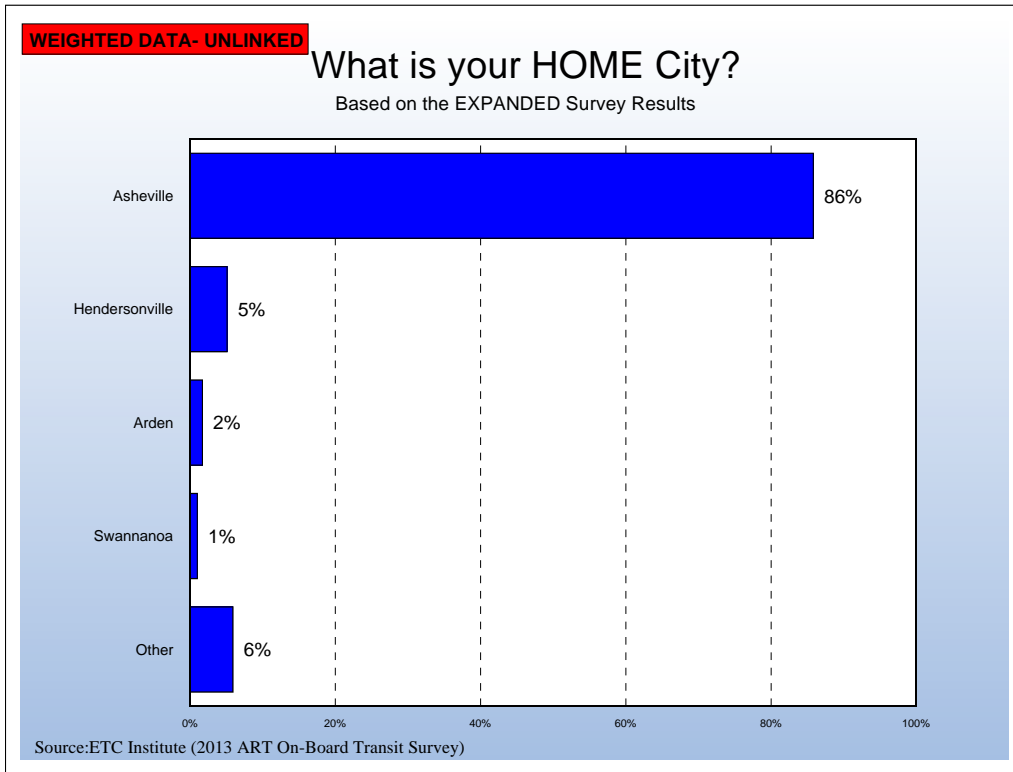
CHAPTER 4: CHARTS AND GRAPHS

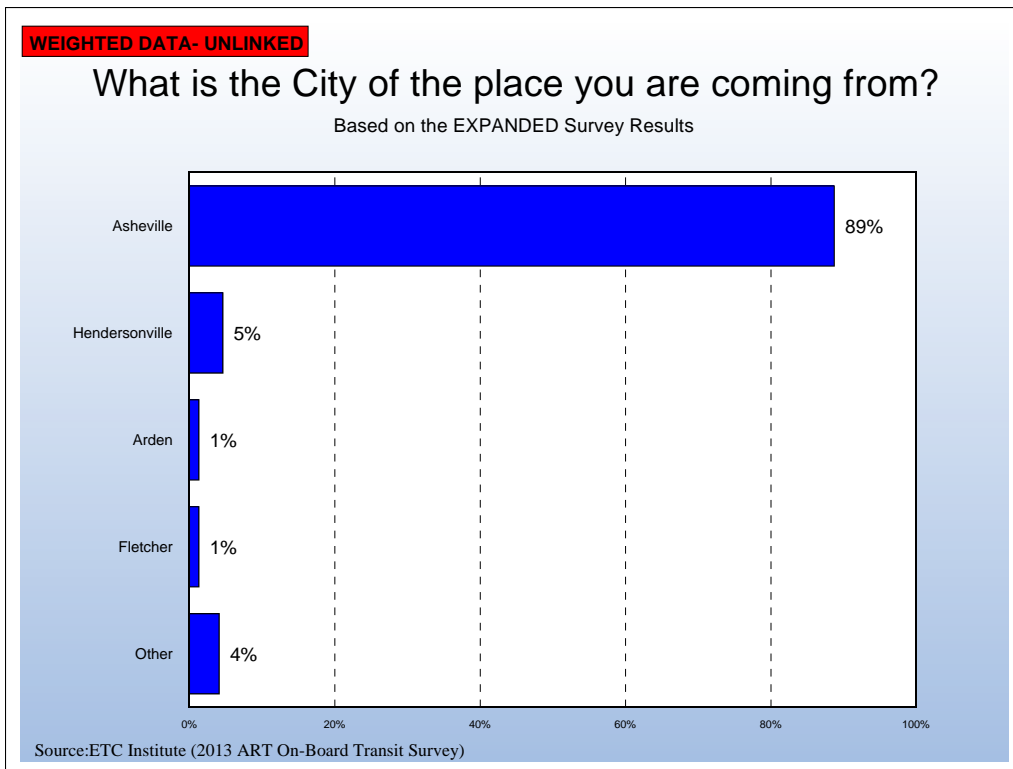
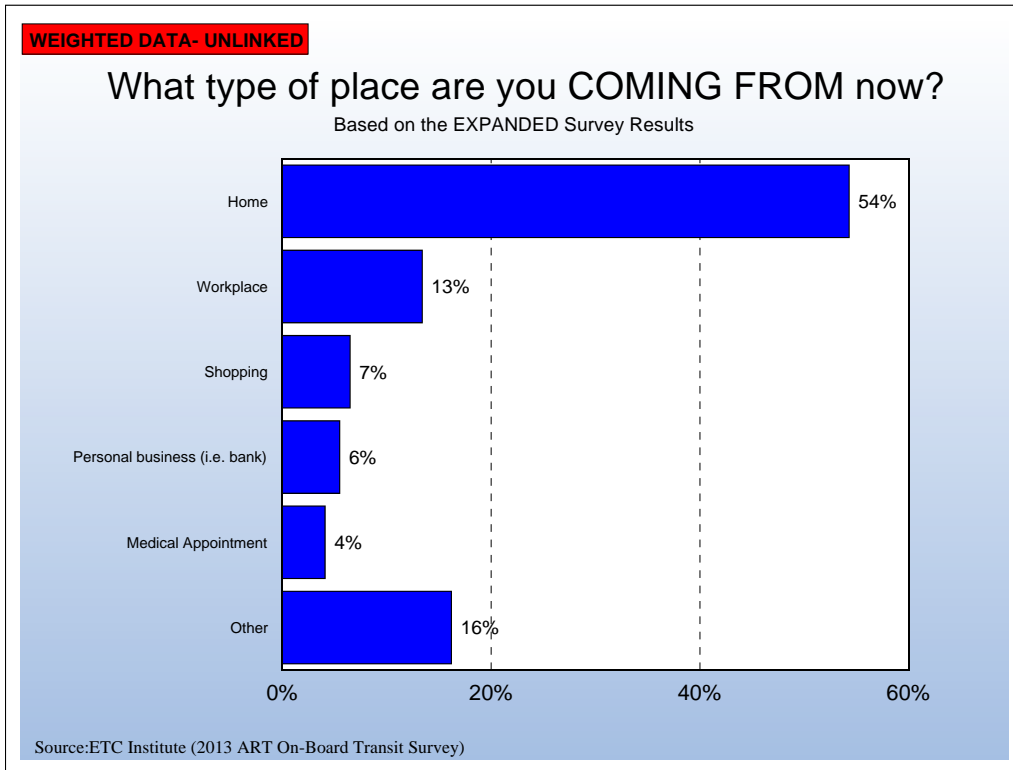
Charts and graphs displaying the results of selected questions on the survey are provided on following pages.

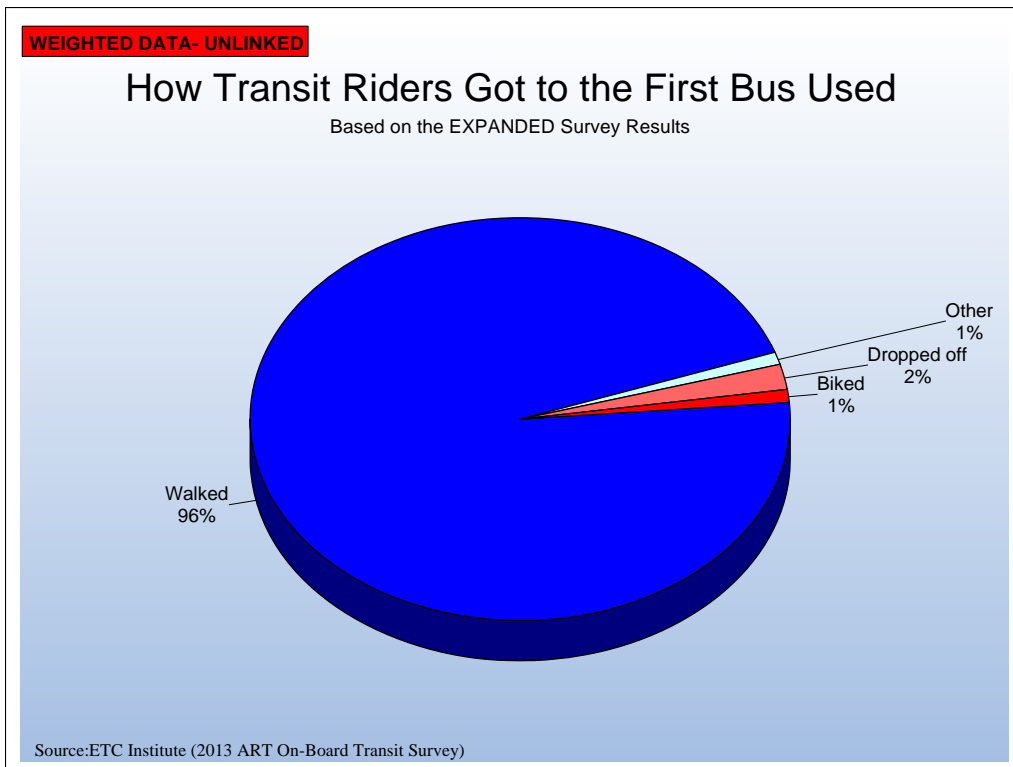
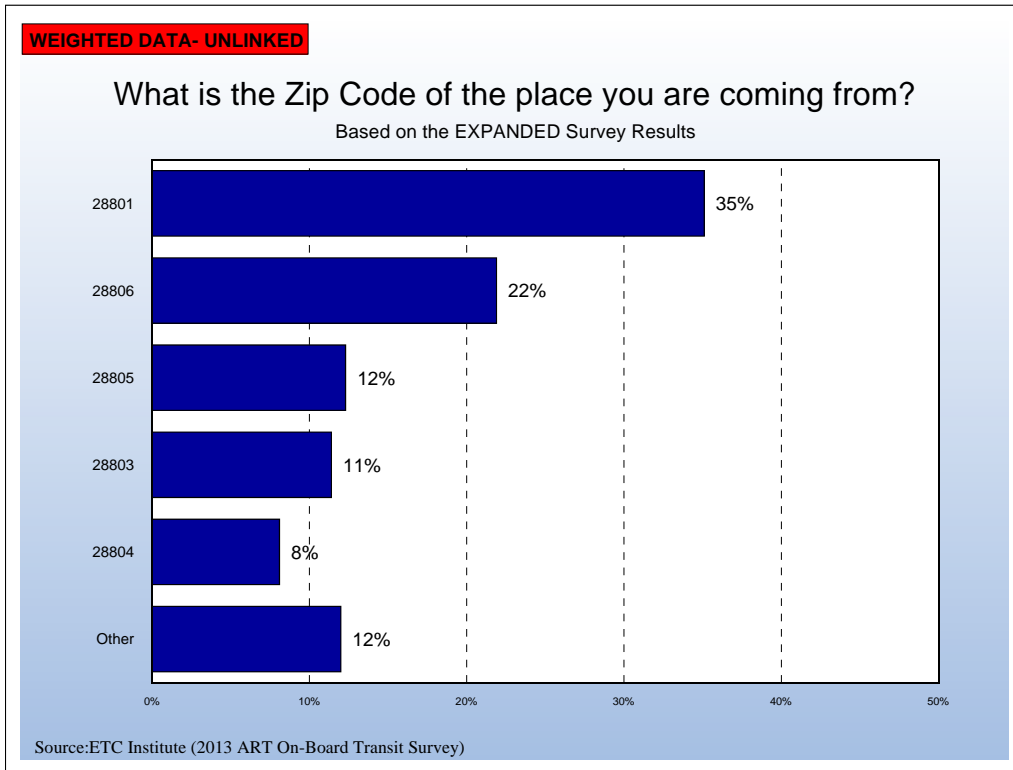


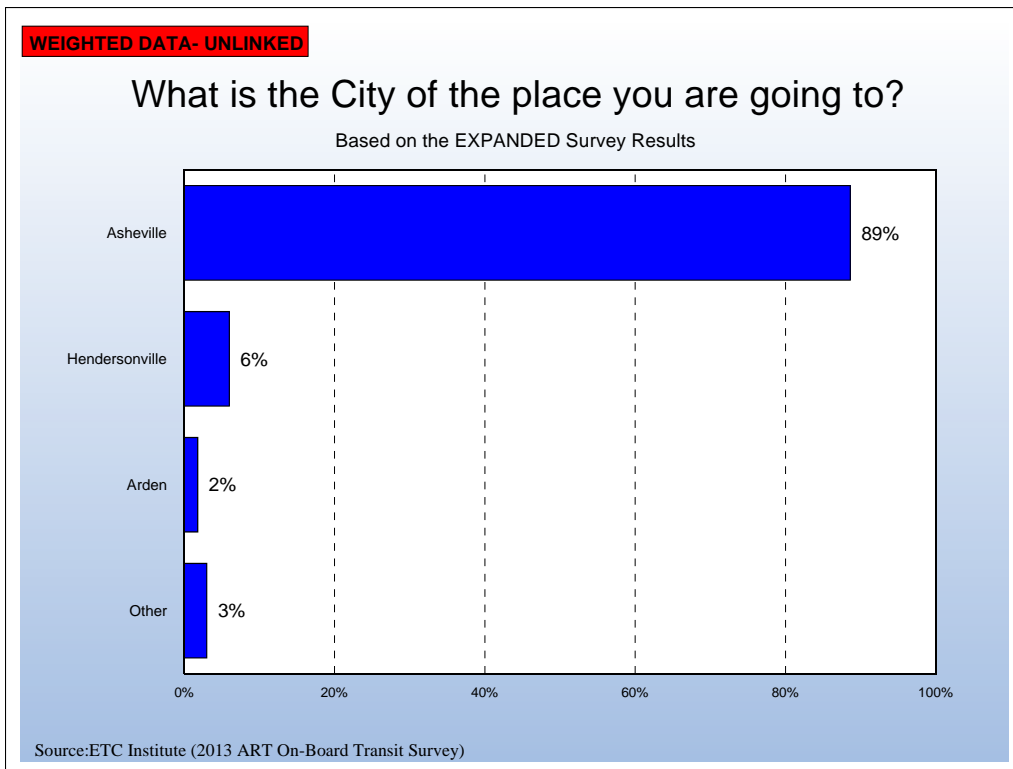
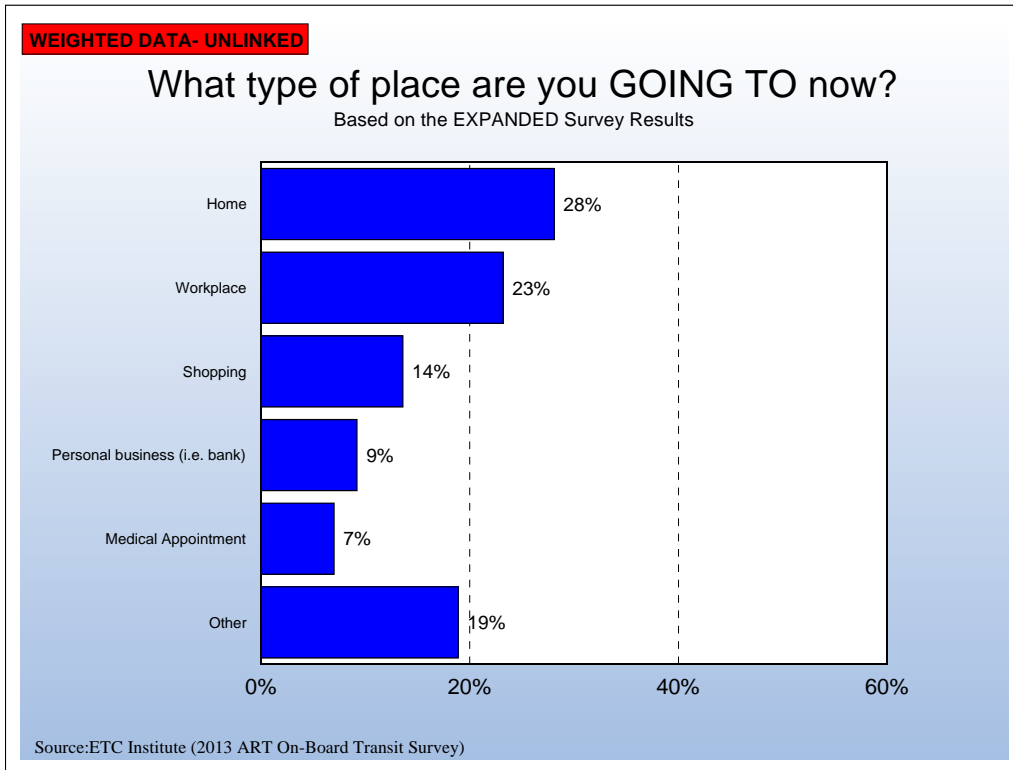
2013 ART On-Board Transit Survey

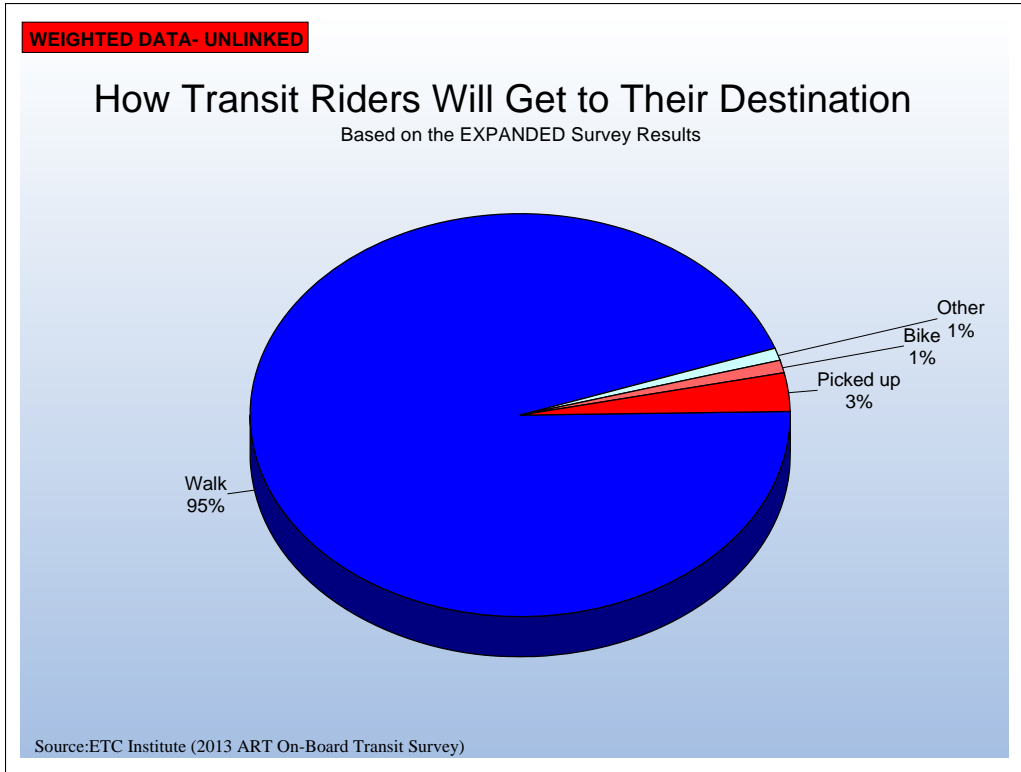
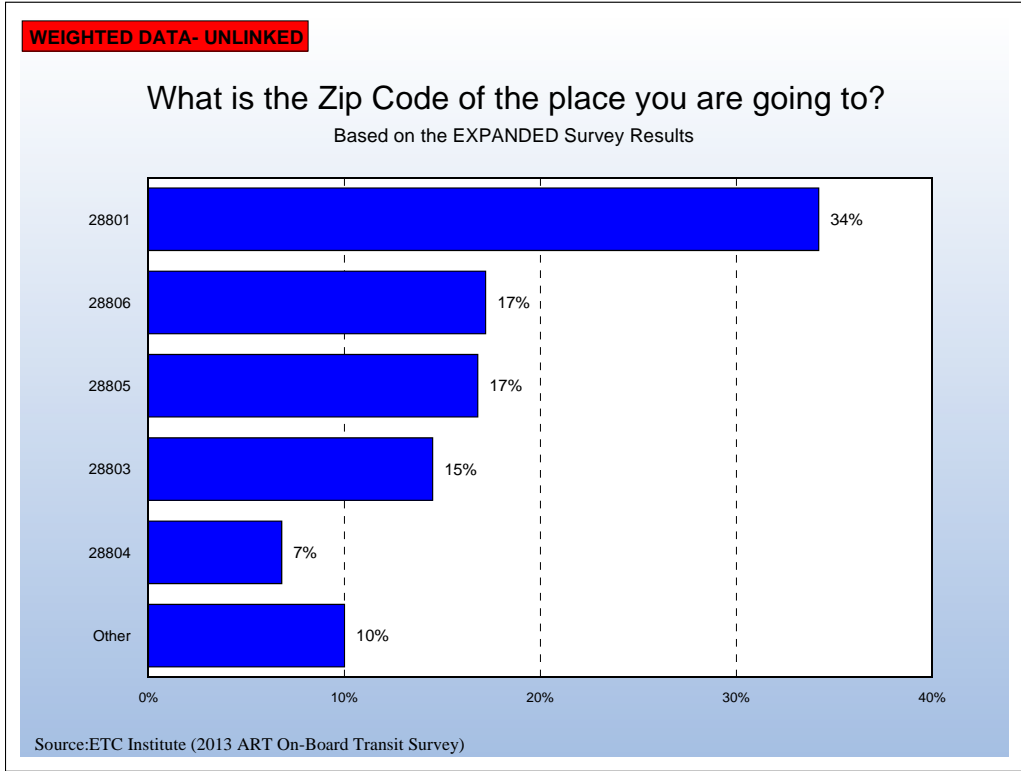


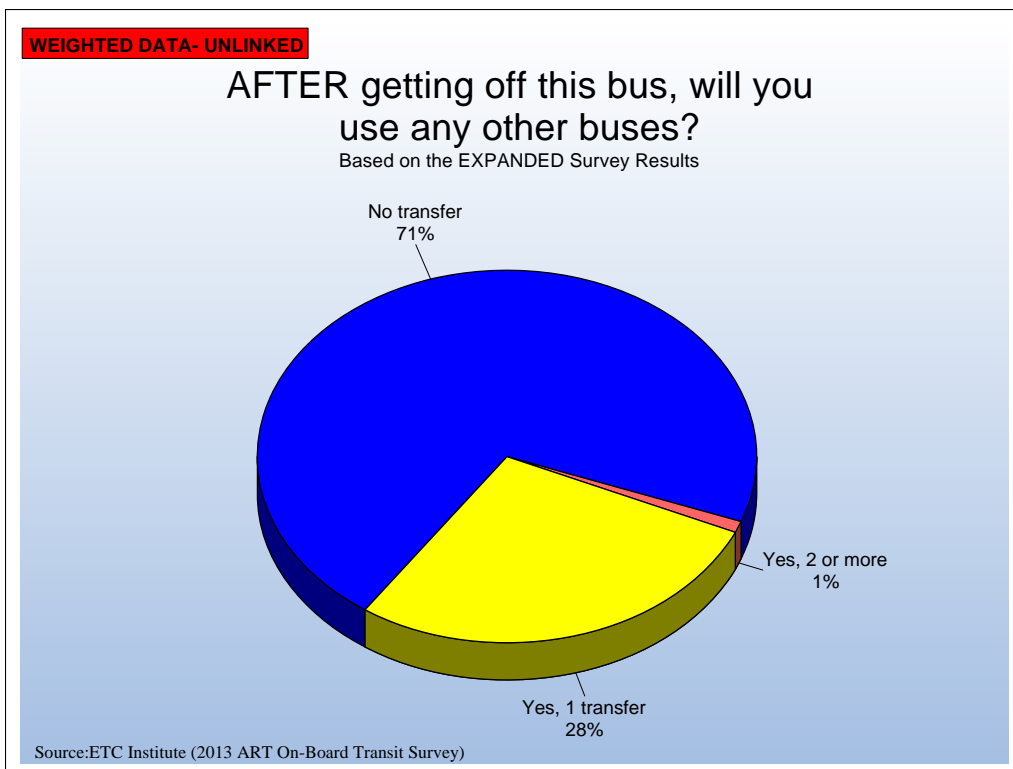
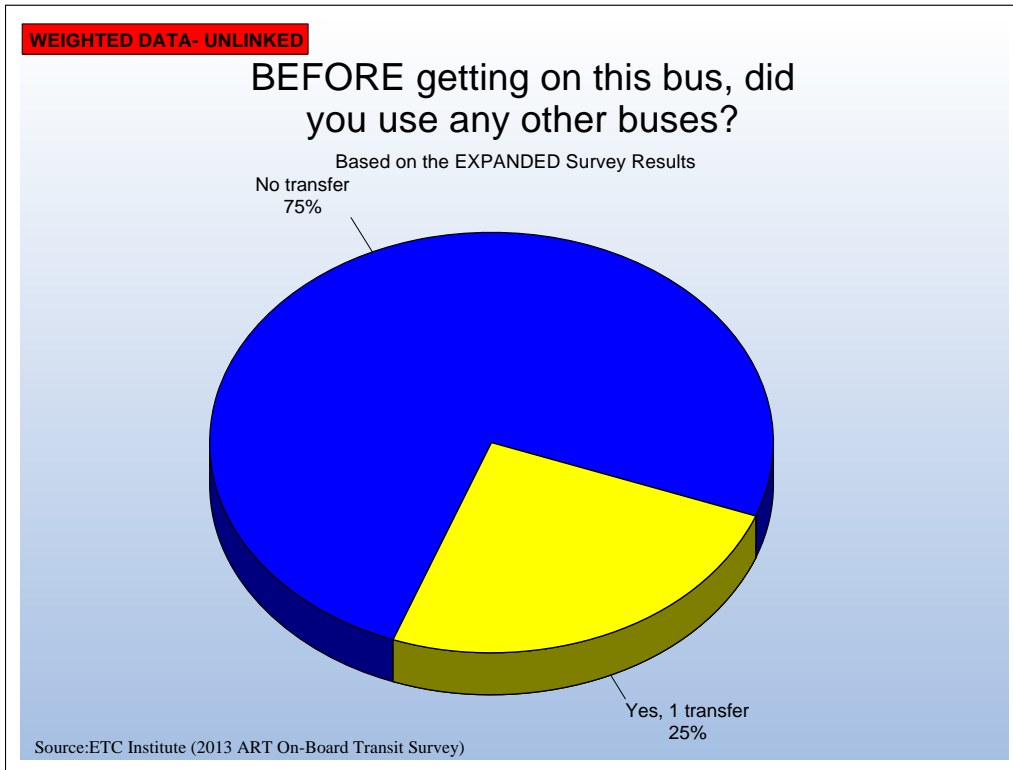


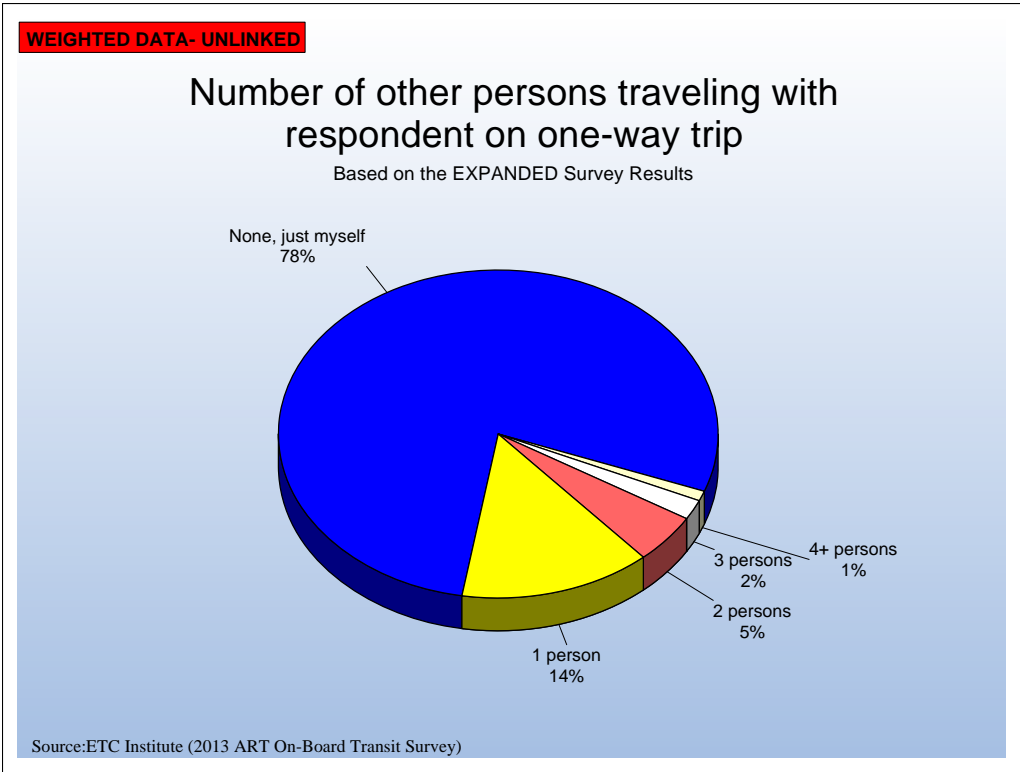
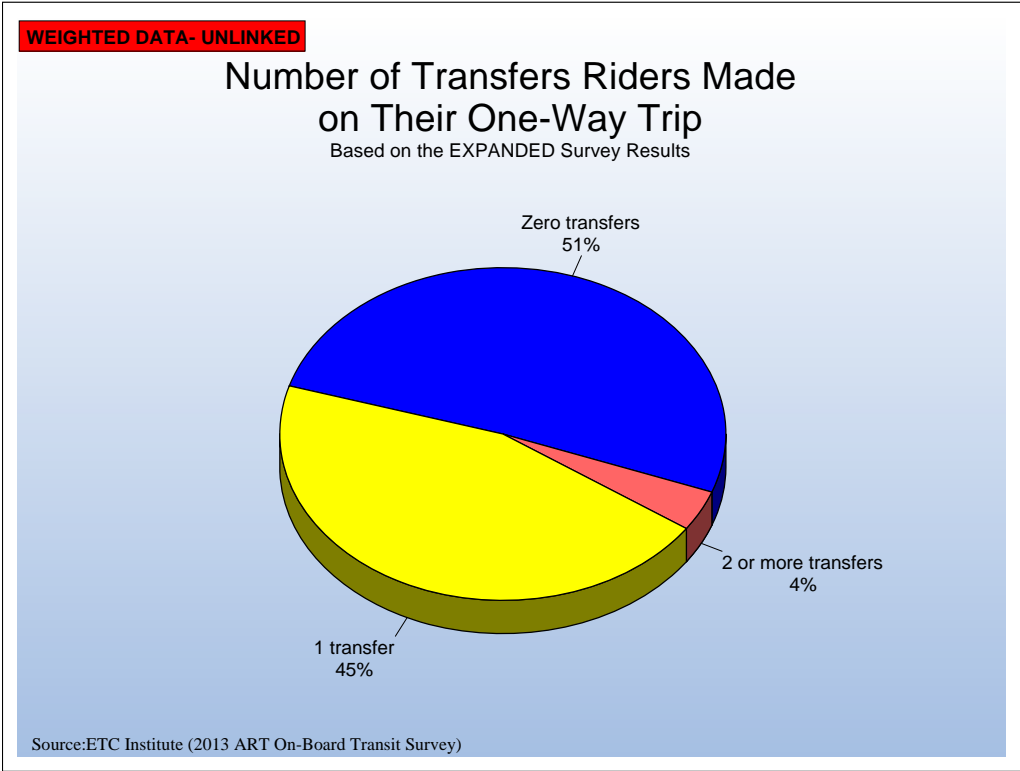


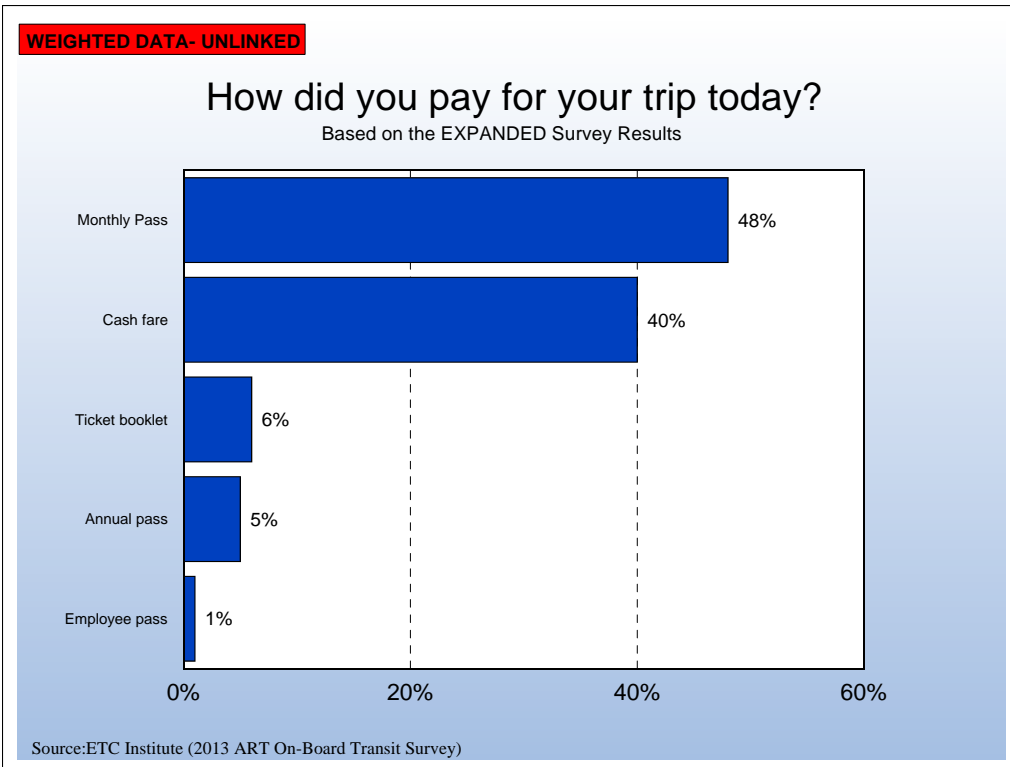
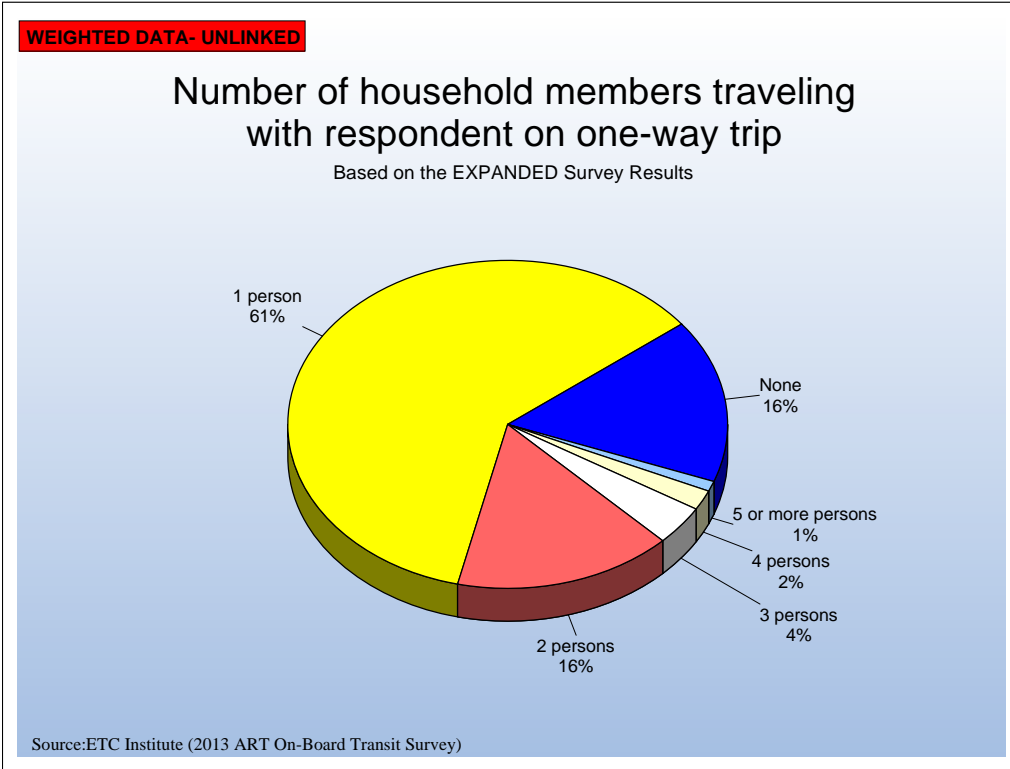


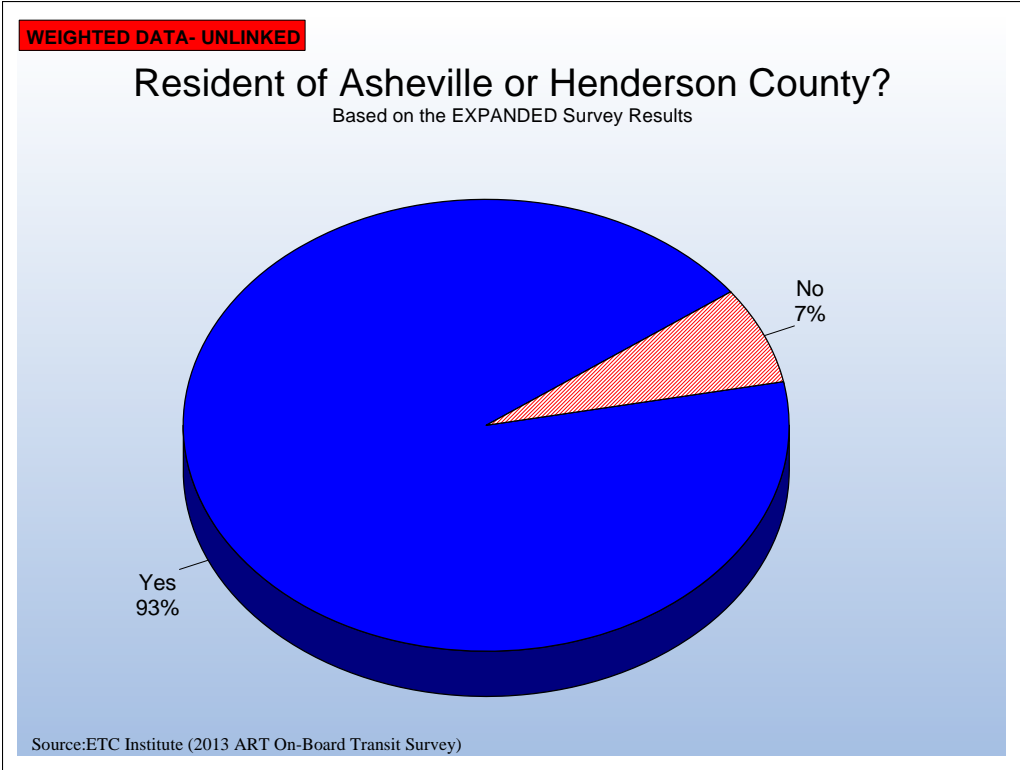


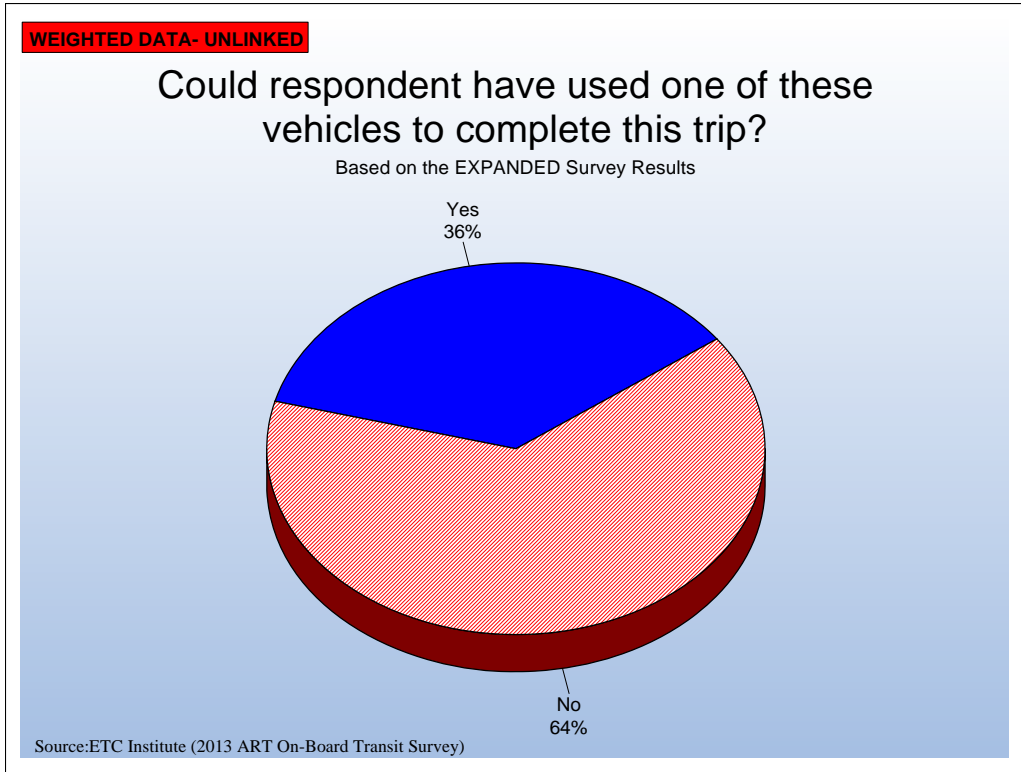
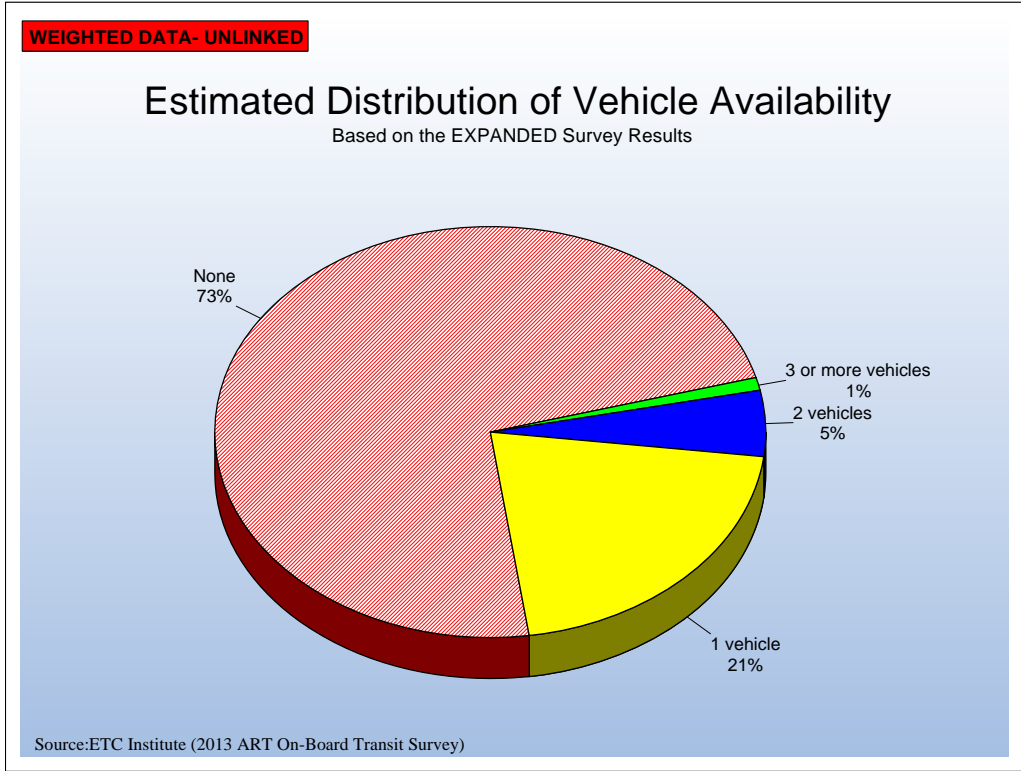


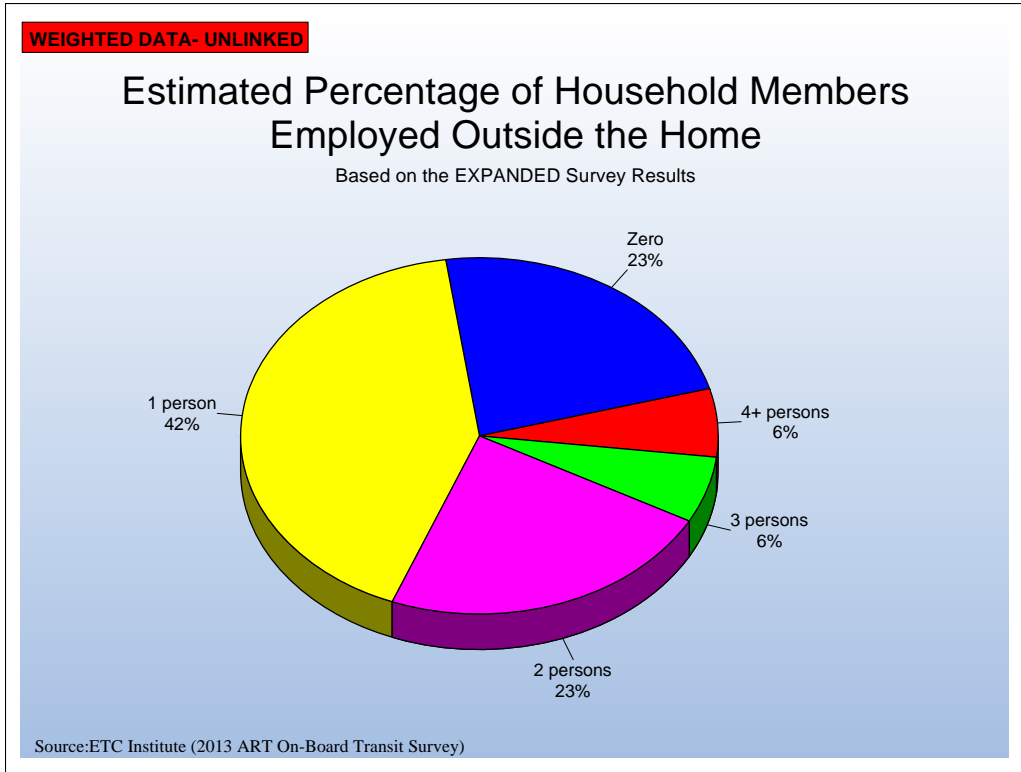
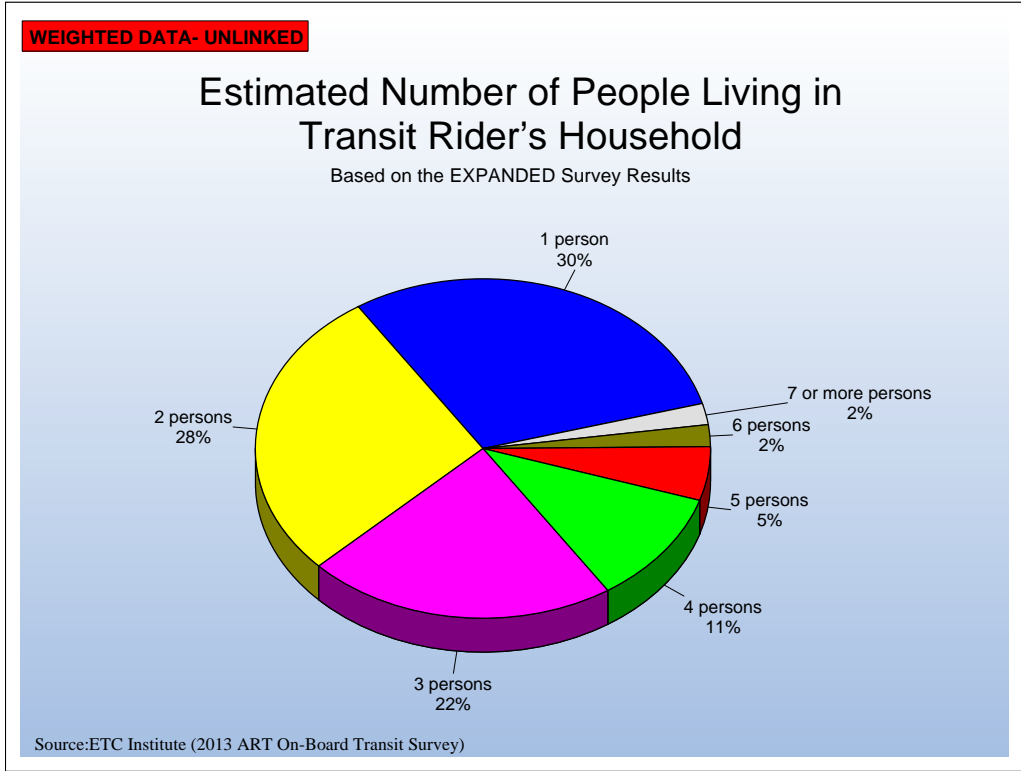


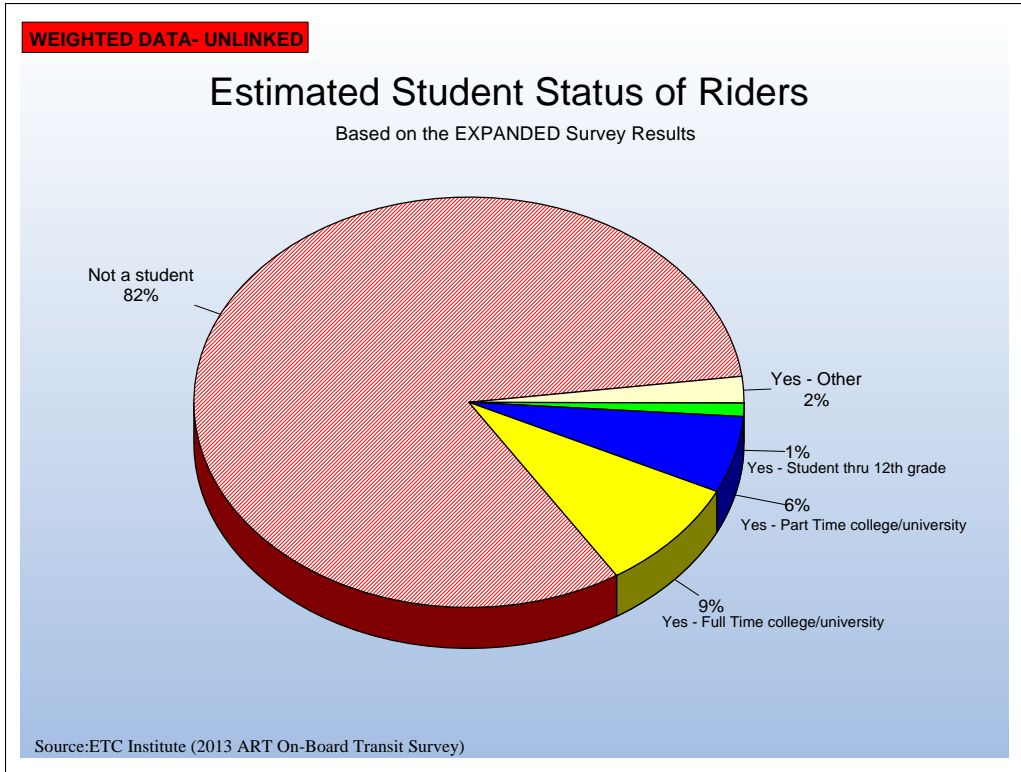
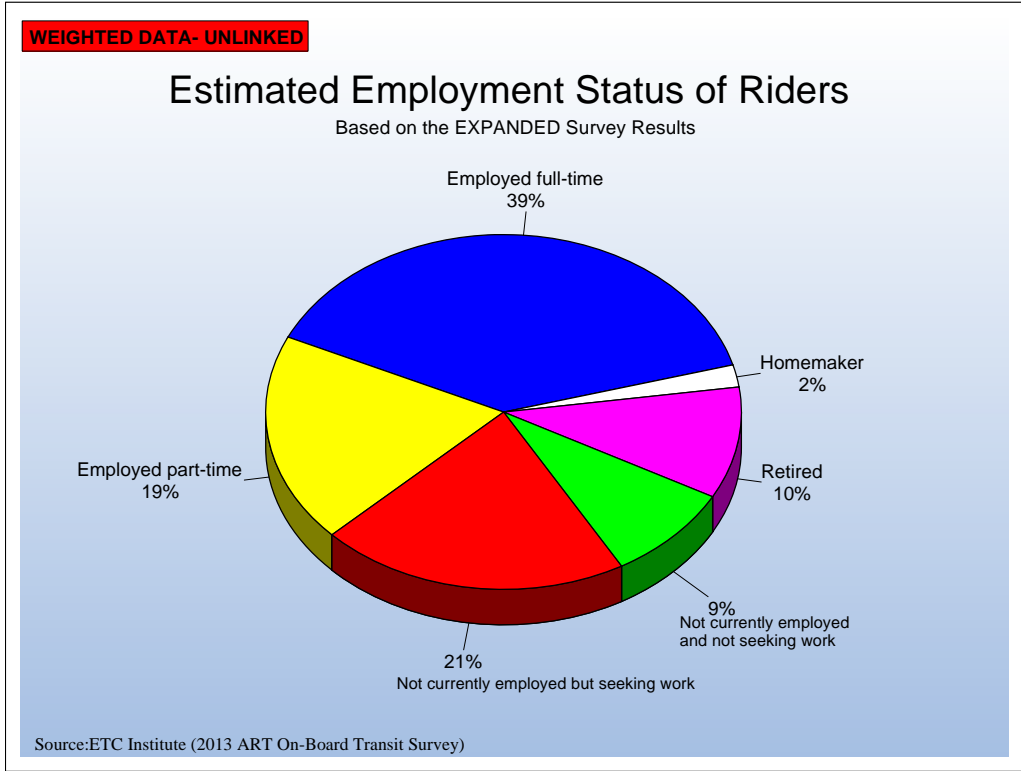


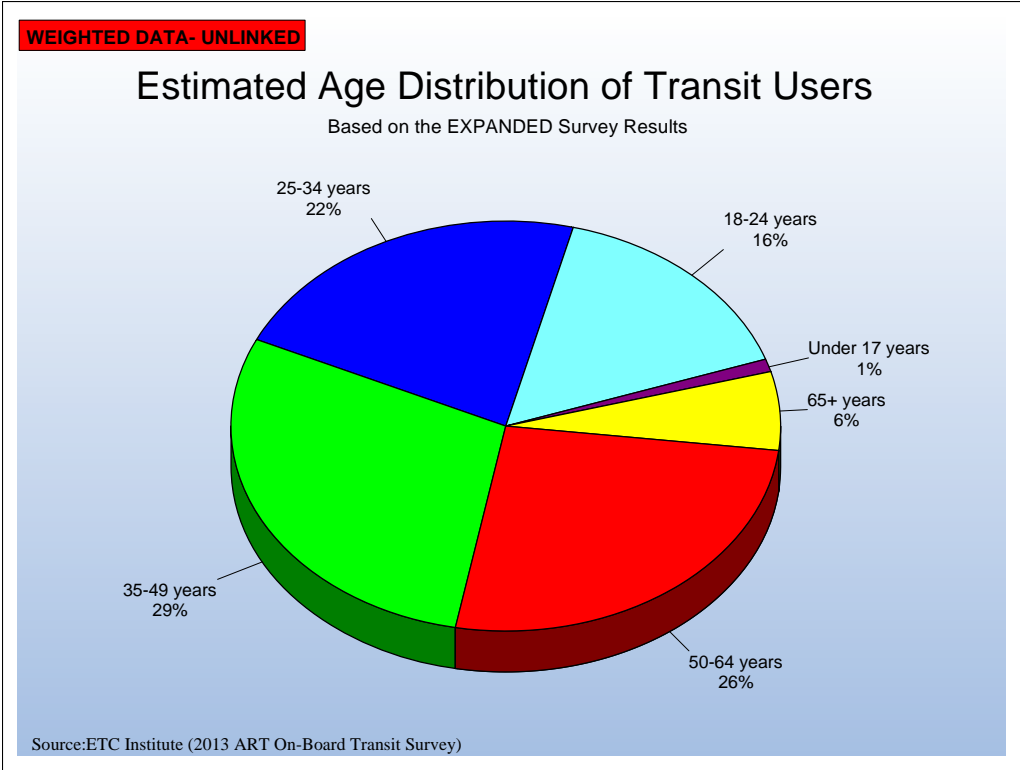
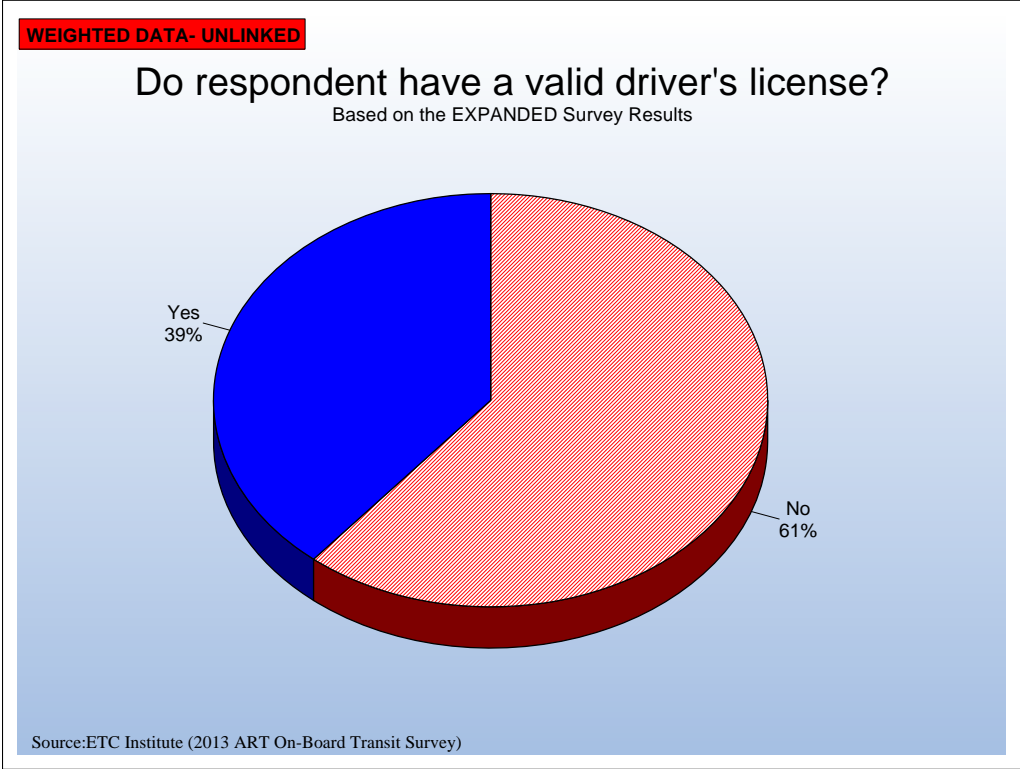


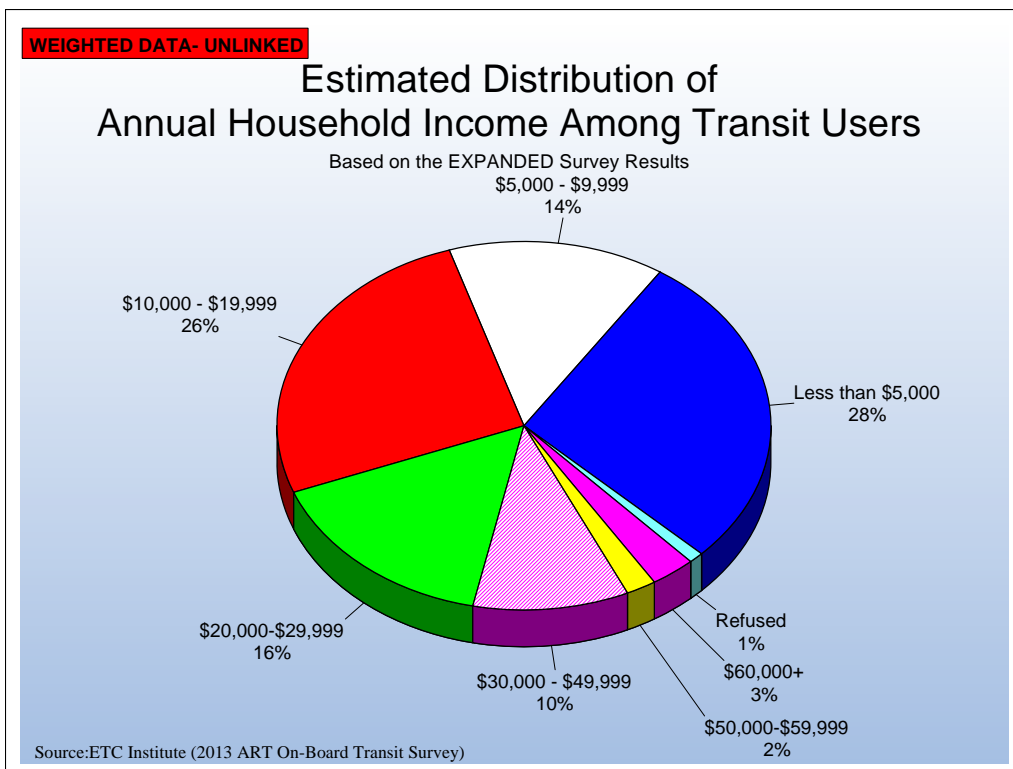
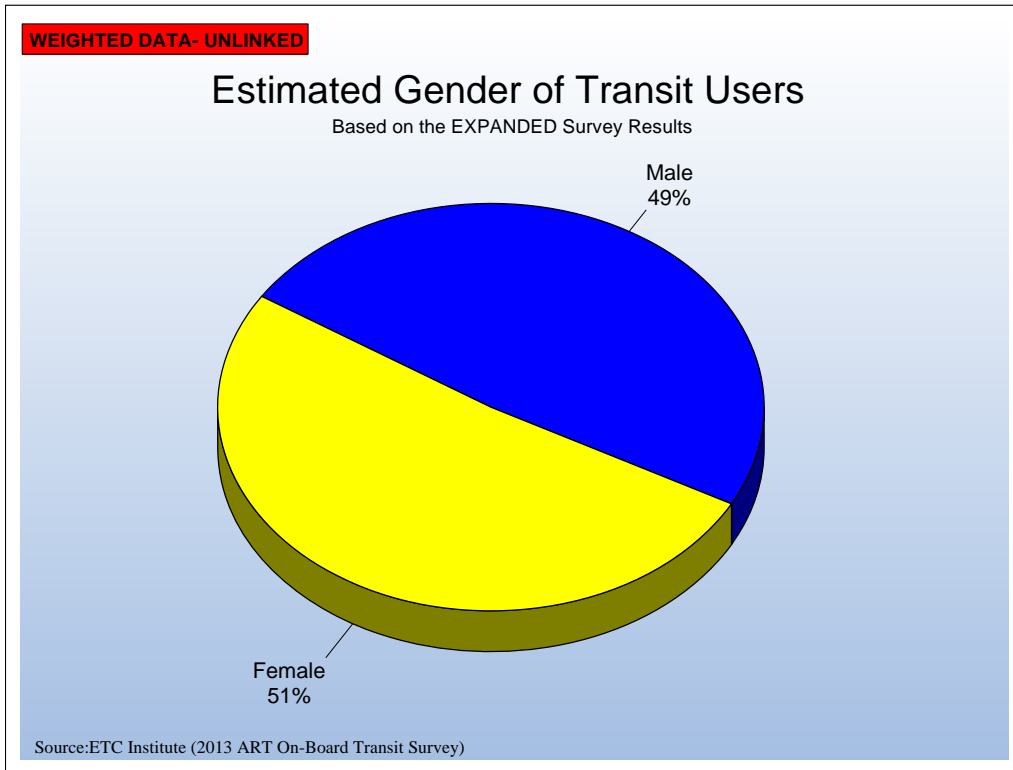


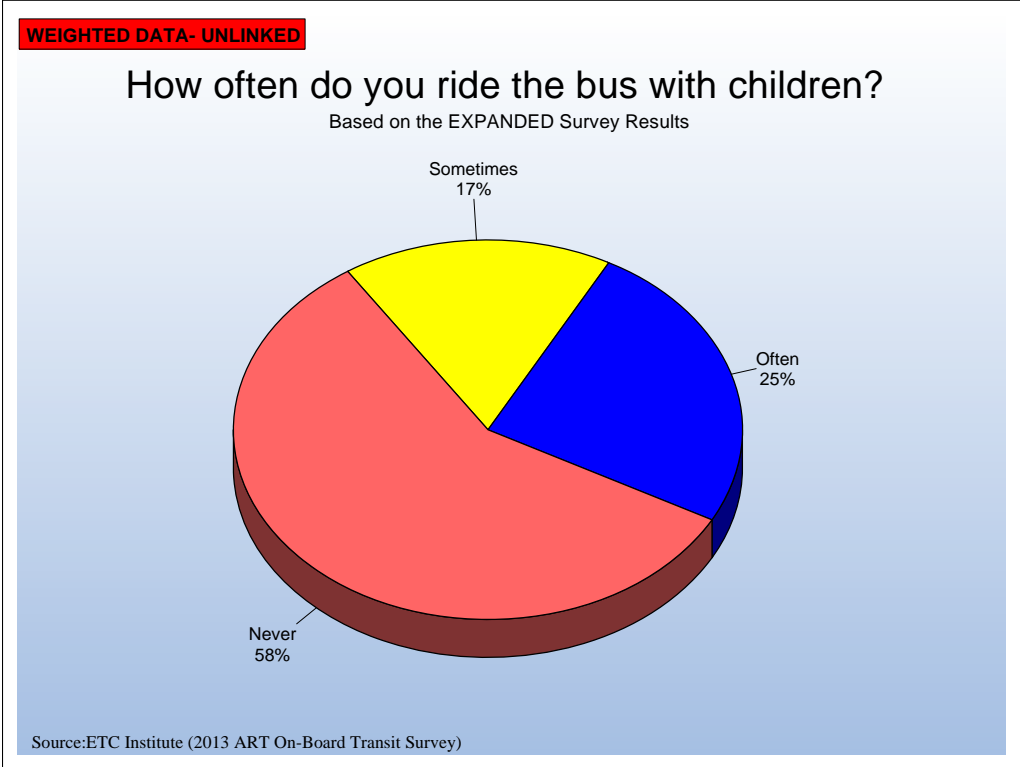












CHAPTER 5: DATABASE DESCRIPTION

A copy of the database description is provided below and on the following pages.



ART and ACT On-Board Transit Survey Data Dictionary

FIELD NAME	DESCRIPTION	CODE VALUES
ETC_ID	Unique ID for each record	
SYSTEM	System Interview was conducted on	ART APPLE
ROUTE	Route Number	Actual Value
DIRECTION	Direction of Travel	IN- Inbound OUT- Outbound
ROUTE_Code	Route Number/Direction of Travel Code	
ROUTE_DESCRIPTION	Route Name/Number	
TIME_BOARDED_Code	At what time did respondent board this bus Code	1- Before 6 a.m. 2- 6 - 7 a.m. 3- 7 - 8 a.m. 4- 8 - 9 a.m. 5- 9 - 10 a.m. 6- 10 - 11 a.m. 7- 11 a.m. - 12 p.m. 8- 12 - 1 p.m. 9- 1 - 2 p.m. 10- 2 - 3 p.m. 11- 3 - 4 p.m. 12- 4 - 5 p.m. 13- 5 - 6 p.m. 14- 6 - 7 p.m. 15- 7 - 8 p.m. 16- After 8 p.m.
TIME_BOARDED	At what time did respondent board this bus	Actual Value
TIME_PERIOD	Time Period of respondent boarding surveyed bus Code	A- AM Peak (6:30-10:29 am) M- Midday (10:30am-2:29 pm) P- PM Peak (2:30-6:30pm)
HOME_ADDRESS	Home Address	Actual Value
HOME_CITY	Home City of the Respondent	Actual Value
HOME_STATE	Home State where the respondent lives	Actual Value
HOME_ZIP	Zip code where the respondent lives	Actual Value
HOME_LAT	Latitude coordinates where the respondent lives	Actual Value
HOME_LON	Longitude coordinates where the respondent lives	Actual Value
ORIGIN_PLACE_TYPE_Code	Type of place respondent is coming from now Code	1- Your HOME 2- Your usual WORKPLACE 3- Other business related 4- College / University (students only) 5- Airport (as an air passenger) 6- Recreation / sightseeing 7- Medical appointment / doctor's visit 8- Social visits (friends/relatives) 9- Personal business (bank, post office) 10- Pick up/drop off someone (daycare, school) 11- Shopping 12- Eating/Dining Out 13- School (K-12) 14- Hotel 15- Sporting event
ORIGIN_PLACE_TYPE	Type of place respondent is coming from now	Actual Value
ORIGIN_NAME	Name of place where the trip began	Actual Value
ORIGIN_ADDRESS	Street address where the trip began	Actual Value
ORIGIN_CITY	City where the trip began	Actual Value
ORIGIN_STATE	State where the trip began	Actual Value
ORIGIN_ZIP	Zip code where the trip began	Actual Value
ORIGIN_LAT	Latitude coordinates where the trip began	Actual Value
ORIGIN_LON	Longitude coordinates where the trip began	Actual Value
ACCESS_MODE_Code	Mode of access to transit Code	1- Walked 2- Biked 3- Was dropped off by someone going someplace else 4- Drove alone and parked 5- Drove or rode with others and parked 6- Wheelchair/scooter 9- Other
ACCESS_MODE	Mode of access to transit	Actual Value
ACCESS_LOCATION_IF_DROVE	Address where the respondent parked/dropped off	Actual Value
DESTIN_PLACE_TYPE_Code	Type of place respondent is going to now Code	1- Your HOME 2- Your usual WORKPLACE 3- Other business related 4- College / University (students only) 5- Airport (as an air passenger) 6- Recreation / sightseeing 7- Medical appointment / doctor's visit 8- Social visits (friends/relatives) 9- Personal business (bank, post office) 10- Pick up/drop off someone (daycare, school) 11- Shopping 12- Eating/Dining Out 13- School (K-12) 14- Hotel 15- Sporting event
DESTIN_PLACE_TYPE	Type of place respondent is going to now	Actual Value
DESTIN_NAME	Name of place where the trip ended	Actual Value
DESTIN_ADDRESS	Street address where the trip ended	Actual Value
DESTIN_CITY	City where the trip ended	Actual Value
DESTIN_STATE	State where the trip ended	Actual Value
DESTIN_ZIP	Zip code where the trip ended	Actual Value
DESTIN_LAT	Latitude coordinates where the trip ended	Actual Value
DESTIN_LON	Longitude coordinates where the trip ended	Actual Value
EGRESS_MODE_Code	Mode of egress from transit Code	1- Walked 2- Biked 3- Was dropped off by someone going someplace else 4- Drove alone and parked 5- Drove or rode with others and parked 6- Wheelchair/scooter 9- Other
EGRESS_MODE	Mode of egress from transit	Actual Value

ART and ACT On-Board Transit Survey

Data Dictionary

FIELD NAME	DESCRIPTION	CODE VALUES
EGRESS_MODE	Mode of egress from transit	Actual Value
EGRESS_LOCATION_IF_DRIVE	Address where the respondent parked/was picked up	Actual Value
BOARDING_LOCATION	Name/description/Intersection where the respondent boarded the Bus/Rail	Actual Value
BOARDING_LAT	Latitude coordinates of the boarding location	Actual Value
BOARDING_LON	Longitude coordinates of the boarding location	Actual Value
BOARDING_STOPID	Unique ID for each Bus Stop	
ALIGHTING_LOCATION	Name/description/Intersection where the respondent alighted the Bus/Rail	Actual Value
ALIGHTING_LAT	Latitude coordinates of the alighting location	Actual Value
ALIGHTING_LON	Longitude coordinates of the alighting location	Actual Value
ALIGHTING_STOPID	Unique ID for each Bus Stop	
TRANSFERS_FROM_Code	Number of transfers a respondent took before surveyed route from Origin Code	0- None 1- One 2- Two 3- Three or more
TRANSFERS_FROM	Number of transfers a respondent took before surveyed route from Origin	Actual Value
TRANSFER_FROM_1st	Name of first route (if taken)	
TRANSFER_FROM_2nd	Name of second route (if taken)	
TRANSFER_FROM_3rd	Name of third route (if taken)	
TRANSFER_TO_Code	Number of transfers a respondent took after surveyed route to Destination Code	0- None 1- One 2- Two 3- Three or more
TRANSFER_TO	Number of transfers a respondent took after surveyed route to Destination	Actual Value
TRANSFER_TO_1st	Name of first route (if taken)	
TRANSFER_TO_2nd	Name of second route (if taken)	
TRANSFER_TO_3rd	Name of third route (if taken)	
.COTRAVELERS_Code	Number of other persons traveling with respondent Code	0- None (Zero) 1- One (1) 2- Two (2) 3- Three (3) 4- Four (4) 5- Five (5)
.COTRAVELERS	Number of other persons traveling with respondent	Actual Value
.COTRAVELERS_HH_MEMBERS_Code	Number of household members traveling with respondent Code	0- None (Zero) 1- One (1) 2- Two (2) 3- Three (3) 4- Four (4) 5- Five (5)
.COTRAVELERS_HH_MEMBERS	Number of household members traveling with respondent	Actual Value
PAYMENT_TYPE_Code	Method of payment respondent used for trip Code	1- Cash Fare 2- 11 Ride Pass (11 rides) 3- Monthly Pass
PAYMENT_TYPE	Method of payment respondent used for trip	Actual Value
FARE_DISCOUNTS_Code	Did respondent receive any special fare discount on trip Code	1- None 2- Disability 3- Student 4- Senior 5- Medicare
FARE_DISCOUNTS	Did respondent receive any special fare discount on trip	Actual Value
RESIDENCY_Code	Resident of Asheville	1=yes 2=no
RESIDENCY	Resident of Asheville	Actual Value
VEHICLES_AVAILABLE_Code	Number of working vehicles available in household Code	0- None (0) 1- One (1) 2- Two (2) 3- Three (3) 4- Four or more (4+)
VEHICLES_AVAILABLE	Number of working vehicles available in household	Actual Value
COULD_USE_VEHICLE_Code	Motor vehicle available to make this one-way trip Code	1=yes 2=no
COULD_USE_VEHICLE	Motor vehicle available to make this one-way trip Code	Actual Value
TOTAL_IN_HH_Code	Number of people live in respondent's household Code	1- One (1) 2- Two (2) 3- Three (3) 4- Four (4) 5- Five (5) 6- Six (6) 7- Seven (7) 8- Eight (8) 9- Nine (9) 10- Ten or More (10+)
TOTAL_IN_HH	Number of people live in respondent's household	Actual Value
EMPLOYED_IN_HH_Code	Including respondent, how many people living in household are employed Code	0- Zero (0) 1- One (1) 2- Two (2) 3- Three (3) 4- Four (4) 5- Five (5) 6- Six (6) 7- Seven (7) 8- Eight (8) 9- Nine (9) 10- Ten or More (10+)
EMPLOYED_IN_HH	Including respondent, how many people living in household are employed?	Actual Value
EMPLOYMENT_STATUS_Code	What best describes respondents work status Code	1- Employed full-time 2- Employed part-time 3- Not currently employed but seeking work 4- Not currently employed and not seeking work 5- Retired 6- Homemaker
EMPLOYMENT_STATUS	What best describes respondents work status?	Actual Value
STUDENT_STATUS_Code	Is respondent a student Code	1- Not a student 2- Yes - Full Time college/university 3- Yes - Student thru 12th grade 4- Yes - Part Time college/university 5- Yes - Other

ART and ACT On-Board Transit Survey***Data Dictionary***

FIELD NAME	DESCRIPTION	CODE VALUES
STUDENT_STATUS	Is respondent a student?	Actual Value
SCHOOL_NAME	Name of the respondent's school	Actual value
DRIVER_LICENSE_Code	Does respondent have a valid drivers license Code	1- yes 2- no
DRIVER_LICENSE	Does respondent have a valid drivers license	Actual Value
AGE_Code	Age of respondent Code	1- Under 16
		2- 16-17
		3- 18-24
		4- 25-34
		5- 35-49
		6- 50-64
		7- 65-74
		8- 75+
AGE	Age of respondent	Actual Value
INCOME_Code	Annual household income of the respondent (2012) Code	1- Less than \$5,000
		2- \$5,000 - \$9,999
		3- \$10,000 - \$19,999
		4- \$20,000-\$29,999
		5- \$30,000 - \$49,999
		6- \$50,000-\$59,999
		7- \$60,000 - \$74,999
		8- \$75,000 - \$99,999
		9- \$100,000 - \$149,999
		10- \$150,000+
		11- Refused
INCOME	Annual household income of the respondent (2012)	Actual Value
RACE_BLACK	Black/African America (Race/Ethnicity of Respondent Selected by Respondent)	Actual Value
RACE_WHITE_NON_HISP	White/Non-Hispanic (Race/Ethnicity of Respondent Selected by Respondent)	Actual Value
RACE_HISPANIC	Hispanic/Latino (Race/Ethnicity of Respondent Selected by Respondent)	Actual Value
RACE_ASIAN	Asian American (Race/Ethnicity of Respondent Selected by Respondent)	Actual Value
RACE_NATIVEAMERICAN	Native America (Race/Ethnicity of Respondent Selected by Respondent)	Actual Value
RACE_other	Other (specified by respondent) (Race/Ethnicity of Respondent Selected by Respondent)	Actual Value
RIDE_WITH_CHILDREN_Code	How often respondent rode the bus with children Code	1- Often
		2- Sometimes
		3- Never
RIDE_WITH_CHILDREN	How often respondent rode the bus with children	
GENDER_Code	Gender of respondent Code	1- Male
		2- Female
GENDER	Gender of respondent	Actual Value
UNLINKED_WGTFACOR	Respondent's Unlinked Weightfactor	Actual Value
#TRANSFERS	Respondent's Total Combined Transfers	Actual Value
LINKED_WGTFACOR	Respondent's Linked Weightfactor	Actual Value
NET_WGTFACOR	Respon't's Net Weightfactor	Actual Value

CHAPTER 6: UNWEIGHTED TABULAR DATA

The unweighted survey results are provided on the following pages.



What is your HOME City?

<u>HOME CITY</u>	<u>Number</u>	<u>Percent</u>
Alexander	1	0.1 %
Arden	13	1.7 %
Asheville	665	87.0 %
Black Mountain	14	1.8 %
Candler	6	0.8 %
East Flat Rock	1	0.1 %
Fairview	1	0.1 %
Flat Rock	3	0.4 %
Fletcher	5	0.7 %
Forest City	2	0.3 %
Hendersonville	30	3.9 %
Leicester	1	0.1 %
Old Fort	1	0.1 %
Swannanoa	12	1.6 %
Waynesville	1	0.1 %
Weaverville	1	0.1 %
Woodfin	7	0.9 %
Total	764	100.0 %

What is your HOME Zip Code?

<u>HOME ZIP</u>	<u>Number</u>	<u>Percent</u>
28043	2	0.3 %
28701	1	0.1 %
28704	13	1.7 %
28711	14	1.8 %
28715	5	0.7 %
28726	1	0.1 %
28730	1	0.1 %
28731	3	0.4 %
28732	5	0.7 %
28739	8	1.0 %
28748	1	0.1 %
28762	1	0.1 %
28778	11	1.4 %
28786	1	0.1 %
28787	1	0.1 %
28791	5	0.7 %
28792	17	2.2 %
28801	257	33.6 %
28803	104	13.6 %
28804	59	7.7 %
28805	68	8.9 %
28806	186	24.3 %
Total	764	100.0 %

Q1. What type of place are you COMING FROM now?

<u>ORIGIN PLACE TYPE</u>	<u>Number</u>	<u>Percent</u>
Home	420	55.0 %
Workplace	105	13.7 %
Other business related place	28	3.7 %
College/University (student)	27	3.5 %
Airport (passenger)	1	0.1 %
Recreation/sightseeing	15	2.0 %
Medical appointment	31	4.1 %
Social visit/friend's/relative's house	18	2.4 %
Personal business (post office, etc)	40	5.2 %
Pickup or dropoff (daycare, etc)	1	0.1 %
Shopping	50	6.5 %
Eating out	25	3.3 %
School (K-12)	1	0.1 %
Hotel	2	0.3 %
Total	764	100.0 %

Q3a. What is the City of the place you are coming from?

<u>ORIGIN CITY</u>	<u>Number</u>	<u>Percent</u>
Arden	10	1.3 %
Asheville	689	90.2 %
Biltmore Forest	1	0.1 %
Black Mountain	6	0.8 %
Candler	3	0.4 %
Dana	1	0.1 %
East Flat Rock	3	0.4 %
Flat Rock	3	0.4 %
Fletcher	8	1.0 %
Forest City	1	0.1 %
Hendersonville	26	3.4 %
Swannanoa	8	1.0 %
Waynesville	1	0.1 %
Woodfin	4	0.5 %
Total	764	100.0 %

Q3b. What is the Zip Code of the place you are coming from?

<u>ORIGIN ZIP</u>	<u>Number</u>	<u>Percent</u>
28043	1	0.1 %
28704	12	1.6 %
28711	7	0.9 %
28715	3	0.4 %
28726	1	0.1 %
28731	3	0.4 %
28732	5	0.7 %
28739	8	1.0 %
28778	8	1.0 %
28786	1	0.1 %
28791	2	0.3 %
28792	21	2.7 %
28801	273	35.7 %
28803	91	11.9 %
28804	64	8.4 %
28805	101	13.2 %
28806	163	21.3 %
Total	764	100.0 %

Q4. How did you get from the place in Question #1 to the very FIRST bus or train you used for this one-way trip?

<u>ACCESS MODE</u>	<u>Number</u>	<u>Percent</u>
Walked	735	96.2 %
Biked	8	1.0 %
Dropped off by someone	15	2.0 %
Drove alone and parked	2	0.3 %
Drove or rode with others and parked	1	0.1 %
Wheelchair or scooter	1	0.1 %
Other	2	0.3 %
Total	764	100.0 %

Q5. What type of place are you GOING TO now?

<u>DESTINATION PLACE TYPE</u>	<u>Number</u>	<u>Percent</u>
Home	212	27.7 %
Workplace	182	23.8 %
Other business related place	46	6.0 %
College/University (student)	22	2.9 %
Airport (passenger)	2	0.3 %
Recreation/sightseeing	16	2.1 %
Medical appointment	51	6.7 %
Social visit/friend's/relative's house	32	4.2 %
Personal business (post office, etc)	70	9.2 %
Pickup or dropoff (daycare, etc)	9	1.2 %
Shopping	102	13.4 %
Eating out	17	2.2 %
School (K-12)	2	0.3 %
Hotel	1	0.1 %
Total	764	100.0 %

Q7a. What is the City of the place where you are going?

<u>DESTINATION CITY</u>	<u>Number</u>	<u>Percent</u>
Woodfin	2	0.3 %
Weaverville	1	0.1 %
Swannanoa	6	0.8 %
Hendersonville	35	4.6 %
Fletcher	5	0.7 %
East Flat Rock	3	0.4 %
Canton	1	0.1 %
Candler	1	0.1 %
Black Mountain	6	0.8 %
Biltmore Forest	1	0.1 %
Asheville	690	90.3 %
Arden	13	1.7 %
Total	764	100.0 %

Q7b. What is the Zip Code of the place where you are going?

<u>DESTINATION ZIP</u>	<u>Number</u>	<u>Percent</u>
28704	13	1.7 %
28711	6	0.8 %
28716	1	0.1 %
28731	1	0.1 %
28732	7	0.9 %
28739	2	0.3 %
28778	5	0.7 %
28787	1	0.1 %
28791	9	1.2 %
28792	24	3.1 %
28801	271	35.5 %
28803	113	14.8 %
28804	49	6.4 %
28805	135	17.7 %
28806	127	16.6 %
Total	764	100.0 %

Q8. How will you get to your destination (the place listed in Question #5) once you get off the LAST bus (or train) you are using for this one-way trip?

<u>EGRESS MODE</u>	<u>Number</u>	<u>Percent</u>
Walk	732	95.8 %
Bike	6	0.8 %
Picked up by someone	18	2.4 %
Get in parked vehicle and drive	1	0.1 %
Wheelchair or scooter	2	0.3 %
Other	5	0.7 %
Total	764	100.0 %

Q12. Did you transfer FROM another bus or train BEFORE getting on this bus?

<u>TRANSFER FROM ANOTHER BUS</u>	<u>Number</u>	<u>Percent</u>
No	578	75.7 %
Yes, 1 transfer	184	24.1 %
Yes, 2 transfers	2	0.3 %
Total	764	100.0 %

Q13. Will you transfer TO another bus or train AFTER getting off this bus?

<u>TRANSFER TO ANOTHER BUS</u>	<u>Number</u>	<u>Percent</u>
No	553	72.4 %
Yes, 1 transfer	208	27.2 %
Yes, 2 transfers	2	0.3 %
Yes, 3 transfers	1	0.1 %
Total	764	100.0 %

Number of Transfers Made by Riders for Their One-Way Trip

<u>TRANSFERS</u>	<u>Number</u>	<u>Percent</u>
None	392	51.3 %
1 transfer	342	44.8 %
2 transfers	29	3.8 %
3 transfers	1	0.1 %
Total	764	100.0 %

Q14. How many other persons are traveling with you on this trip from the place you are COMING FROM (in Question 1) to the place you are GOING TO (in Question 5)?

<u>NUMBER OF TRAVELERS ON TRIP</u>	<u>Number</u>	<u>Percent</u>
No other persons, just myself	609	79.7 %
1 other person	97	12.7 %
2 other persons	34	4.5 %
3 other persons	17	2.2 %
4 other persons	3	0.4 %
5 or more other persons	4	0.5 %
Total	764	100.0 %

Q14a. How many of these people are members of your household?

<u>NUMBER OF TRAVELERS THAT ARE HH MEMBERS</u>	<u>Number</u>	<u>Percent</u>
None	25	16.1 %
1 person	94	60.6 %
2 persons	26	16.8 %
3 persons	6	3.9 %
4 persons	3	1.9 %
5 or more persons	1	0.6 %
Total	155	100.0 %

Q15. How did you pay for your trip today?

<u>PAYMENT TYPE</u>	<u>Number</u>	<u>Percent</u>
Cash fare	307	40.2 %
Ticket booklet	45	5.9 %
Monthly pass	359	47.0 %
Annual pass	35	4.6 %
Employee pass	11	1.4 %
Other	7	0.9 %
Total	764	100.0 %

Q16. Did you receive any of the following special fare discounts for your trip today?

<u>FARE DISCOUNTS</u>	<u>Number</u>	<u>Percent</u>
No fare discounts	610	80.2 %
Disability	64	8.4 %
Student	45	5.9 %
Senior (65+)	32	4.2 %
Medicare	10	1.3 %
Not sure	3	0.1 %
Total	761	100.0 %

Q17. Are you a resident of Asheville or Henderson County?

<u>RESIDENCY</u>	<u>Number</u>	<u>Percent</u>
Yes	705	92.3 %
No	59	7.7 %
Total	764	100.0 %

Q18. How many WORKING vehicles (cars, trucks, or motorcycles) are available to your household?

<u>VEHICLES AVAILABLE</u>	<u>Number</u>	<u>Percent</u>
None	553	72.4 %
1 vehicle	158	20.7 %
2 vehicles	40	5.2 %
3 vehicles	9	1.2 %
4 or more vehicles	4	0.5 %
Total	764	100.0 %

Q18a. Could you have used one of these vehicles to complete this trip?

<u>COULD HAVE USED VEHICLE FOR TRIP</u>	<u>Number</u>	<u>Percent</u>
Yes	71	33.6 %
No	140	66.4 %
Total	211	100.0 %

Q19. Including YOU, how many people live in your household?

<u>TOTAL NUMBER OF PEOPLE IN HOUSEHOLD</u>	<u>Number</u>	<u>Percent</u>
1 person	221	28.9 %
2 persons	213	27.9 %
3 persons	168	22.0 %
4 persons	87	11.4 %
5 persons	34	4.5 %
6 persons	20	2.6 %
7 persons	12	1.6 %
8 or more persons	9	1.2 %
Total	764	100.0 %

Q20. Including YOU, how many people in your household (OVER 15 years old) are employed full or part time?

<u>EMPLOYED NUMBER OF HOUSEHOLD MEMBERS</u>	<u>Number</u>	<u>Percent</u>
None	173	22.6 %
1 person	322	42.1 %
2 persons	176	23.0 %
3 persons	45	5.9 %
4 persons	31	4.1 %
5 persons	6	0.8 %
6 persons	4	0.5 %
7 persons	2	0.3 %
8 or more persons	5	0.7 %
Total	764	100.0 %

Q21. Are you: (check the response that BEST describes you)

<u>EMPLOYMENT STATUS</u>	<u>Number</u>	<u>Percent</u>
Employed full time	306	40.1 %
Employed part time	149	19.5 %
Not currently employed but seeking work	159	20.8 %
Not currently employed and not seeking work	67	8.8 %
Retired	72	9.4 %
Homemaker	11	1.4 %
Total	764	100.0 %

Q22. Are you a student? (check the one response that BEST describes you)

<u>STUDENT STATUS</u>	<u>Number</u>	<u>Percent</u>
Not a student	633	82.9 %
Yes - Full Time college/university	66	8.6 %
Yes - Part Time college/university	42	5.5 %
Yes - Student thru 12th grade	11	1.4 %
Yes - Other	12	1.6 %
Total	764	100.0 %

Q23. Do you have a valid driver's license?

<u>DRIVER LICENSE STATUS</u>	<u>Number</u>	<u>Percent</u>
Yes	297	38.9 %
No	467	61.1 %
Total	764	100.0 %

Q24. What is your AGE:

<u>PARTICIPANTS AGE</u>	<u>Number</u>	<u>Percent</u>
Under 16 yrs old	1	0.1 %
16-17	10	1.3 %
18-24	125	16.4 %
25-34	169	22.1 %
35-49	218	28.5 %
50-64	195	25.5 %
65-74	42	5.5 %
75+	4	0.5 %
Total	764	100.0 %

Q25. What is your Gender:

<u>GENDER</u>	<u>Number</u>	<u>Percent</u>
Male	385	50.4 %
Female	379	49.6 %
Total	764	100.0 %

Q26. Which of the following categories BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2012 before taxes?

<u>INCOME</u>	<u>Number</u>	<u>Percent</u>
Less than \$5,000	209	27.4 %
\$5,000 to \$9,999	103	13.5 %
\$10,000 to \$19,999	195	25.5 %
\$20,000 to \$29,999	125	16.4 %
\$30,000 to \$49,999	77	10.1 %
\$50,000 to \$59,999	14	1.8 %
\$60,000 to \$74,999	13	1.7 %
\$75,000 to \$99,999	4	0.5 %
\$100,000 to \$149,999	7	0.9 %
\$150,000 or more	1	0.1 %
Refused	16	2.1 %
Total	764	100.0 %

Q28. How often do you ride the bus with children?

<u>FREQUENCY RIDE WITH CHILDREN</u>	<u>Number</u>	<u>Percent</u>
Often	185	24.2 %
Sometimes	133	17.4 %
Never	446	58.4 %
Total	764	100.0 %

CHAPTER 7: WEIGHTED-UNLINKED TABULAR DATA

The weighted survey results are provided on the following pages.



What is your HOME City?

<u>HOME CITY</u>	<u>Number</u>	<u>Percent</u>
Alexander	9	0.1 %
Arden	109	1.7 %
Asheville	5368	85.8 %
Black Mountain	117	1.9 %
Candler	50	0.8 %
East Flat Rock	14	0.2 %
Fairview	9	0.1 %
Flat Rock	25	0.4 %
Fletcher	53	0.8 %
Forest City	19	0.3 %
Hendersonville	316	5.1 %
Leicester	1	0.0 %
Old Fort	9	0.1 %
Swannanoa	92	1.5 %
Waynesville	8	0.1 %
Weaverville	7	0.1 %
Woodfin	48	0.8 %
Total	6254	100.0 %

What is your HOME Zip Code?

<u>HOME ZIP</u>	<u>Number</u>	<u>Percent</u>
28043	19	0.3 %
28701	9	0.1 %
28704	109	1.7 %
28711	117	1.9 %
28715	40	0.6 %
28726	14	0.2 %
28730	9	0.1 %
28731	25	0.4 %
28732	53	0.8 %
28739	98	1.6 %
28748	1	0.0 %
28762	9	0.1 %
28778	82	1.3 %
28786	8	0.1 %
28787	7	0.1 %
28791	43	0.7 %
28792	175	2.8 %
28801	2043	32.7 %
28803	813	13.0 %
28804	460	7.4 %
28805	552	8.8 %
28806	1568	25.1 %
Total	6254	100.0 %

Q1. What type of place are you COMING FROM now?

ORIGIN PLACE TYPE	Number	Percent
Home	3399	54.3 %
Workplace	836	13.4 %
Other business related place	216	3.5 %
College/University (student)	238	3.8 %
Airport (passenger)	10	0.2 %
Recreation/sightseeing	135	2.2 %
Medical appointment	254	4.1 %
Social visit/friend's/relative's house	158	2.5 %
Personal business (post office, etc)	345	5.5 %
Pickup or dropoff (daycare, etc)	10	0.2 %
Shopping	408	6.5 %
Eating out	216	3.5 %
School (K-12)	9	0.1 %
Hotel	20	0.3 %
Total	6254	100.0 %

Q3a. What is the City of the place you are coming from?

ORIGIN CITY	Number	Percent
Arden	82	1.3 %
Asheville	5547	88.7 %
Biltmore Forest	7	0.1 %
Black Mountain	42	0.7 %
Candler	28	0.4 %
Dana	16	0.3 %
East Flat Rock	32	0.5 %
Flat Rock	25	0.4 %
Fletcher	82	1.3 %
Forest City	11	0.2 %
Hendersonville	285	4.6 %
Swannanoa	64	1.0 %
Waynesville	8	0.1 %
Woodfin	25	0.4 %
Total	6254	100.0 %

Q3b. What is the Zip Code of the place you are coming from?

<u>ORIGIN ZIP</u>	<u>Number</u>	<u>Percent</u>
28043	11	0.2 %
28704	102	1.6 %
28711	52	0.8 %
28715	28	0.4 %
28726	14	0.2 %
28731	25	0.4 %
28732	53	0.8 %
28739	96	1.5 %
28778	64	1.0 %
28786	8	0.1 %
28791	17	0.3 %
28792	224	3.6 %
28801	2196	35.1 %
28803	714	11.4 %
28804	509	8.1 %
28805	770	12.3 %
28806	1371	21.9 %
Total	6254	100.0 %

Q4. How did you get from the place in Question #1 to the very FIRST bus or train you used for this one-way trip?

<u>ACCESS MODE</u>	<u>Number</u>	<u>Percent</u>
Walked	6009	96.1 %
Biked	67	1.1 %
Dropped off by someone	127	2.0 %
Drove alone and parked	18	0.3 %
Drove or rode with others and parked	9	0.1 %
Wheelchair or scooter	7	0.1 %
Other	17	0.3 %
Total	6254	100.0 %

Q5. What type of place are you GOING TO now?

DESTINATION PLACE TYPE	Number	Percent
Home	1757	28.1 %
Workplace	1453	23.2 %
Other business related place	360	5.8 %
College/University (student)	182	2.9 %
Airport (passenger)	14	0.2 %
Recreation/sightseeing	141	2.3 %
Medical appointment	440	7.0 %
Social visit/friend's/relative's house	254	4.1 %
Personal business (post office, etc)	574	9.2 %
Pickup or dropoff (daycare, etc)	72	1.2 %
Shopping	848	13.6 %
Eating out	134	2.1 %
School (K-12)	16	0.3 %
Hotel	9	0.1 %
Total	6254	100.0 %

Q7a. What is the City of the place where you are going?

DESTINATION CITY	Number	Percent
Woodfin	19	0.3 %
Weaverville	7	0.1 %
Swannanoa	46	0.7 %
Hendersonville	373	6.0 %
Fletcher	42	0.7 %
East Flat Rock	29	0.5 %
Canton	8	0.1 %
Candler	10	0.2 %
Black Mountain	59	0.9 %
Biltmore Forest	9	0.1 %
Asheville	5542	88.6 %
Arden	110	1.8 %
Total	6254	100.0 %

Q7b. What is the Zip Code of the place where you are going?

<u>DESTINATION ZIP</u>	<u>Number</u>	<u>Percent</u>
28704	110	1.8 %
28711	59	0.9 %
28716	8	0.1 %
28731	10	0.2 %
28732	56	0.9 %
28739	23	0.4 %
28778	36	0.6 %
28787	7	0.1 %
28791	80	1.3 %
28792	275	4.4 %
28801	2136	34.2 %
28803	907	14.5 %
28804	423	6.8 %
28805	1050	16.8 %
28806	1074	17.2 %
Total	6254	100.0 %

Q8. How will you get to your destination (the place listed in Question #5) once you get off the LAST bus (or train) you are using for this one-way trip?

<u>EGRESS MODE</u>	<u>Number</u>	<u>Percent</u>
Walk	5959	95.3 %
Bike	51	0.8 %
Picked up by someone	166	2.7 %
Get in parked vehicle and drive	11	0.2 %
Wheelchair or scooter	17	0.3 %
Other	50	0.8 %
Total	6254	100.0 %

Q12. Did you transfer FROM another bus or train BEFORE getting on this bus?

<u>TRANSFER FROM ANOTHER BUS</u>	<u>Number</u>	<u>Percent</u>
No	4715	75.4 %
Yes, 1 transfer	1525	24.4 %
Yes, 2 transfers	14	0.2 %
Total	6254	100.0 %

Q13. Will you transfer TO another bus or train AFTER getting off this bus?

<u>TRANSFER TO ANOTHER BUS</u>	<u>Number</u>	<u>Percent</u>
No	4486	71.7 %
Yes, 1 transfer	1740	27.8 %
Yes, 2 transfers	18	0.3 %
Yes, 3 transfers	10	0.2 %
Total	6254	100.0 %

Number of Transfers Made by Riders for Their One-Way Trip

<u>TRANSFERS</u>	<u>Number</u>	<u>Percent</u>
None	3180	50.8 %
1 transfer	2799	44.8 %
2 transfers	265	4.2 %
3 transfers	10	0.2 %
Total	6254	100.0 %

Q14. How many other persons are traveling with you on this trip from the place you are COMING FROM (in Question 1) to the place you are GOING TO (in Question 5)?

<u>NUMBER OF TRAVELERS ON TRIP</u>	<u>Number</u>	<u>Percent</u>
No other persons, just myself	4906	78.4 %
1 other person	855	13.7 %
2 other persons	281	4.5 %
3 other persons	150	2.4 %
4 other persons	25	0.4 %
5 or more other persons	37	0.6 %
Total	6254	100.0 %

Q14a. How many of these people are members of your household?

<u>NUMBER OF TRAVELERS THAT ARE HH MEMBERS</u>	<u>Number</u>	<u>Percent</u>
None	217	16.1 %
1 person	827	61.4 %
2 persons	219	16.2 %
3 persons	50	3.7 %
4 persons	25	1.9 %
5 or more persons	10	0.7 %
Total	1348	100.0 %

Q15. How did you pay for your trip today?

<u>PAYMENT TYPE</u>	<u>Number</u>	<u>Percent</u>
Cash fare	2473	39.5 %
Ticket booklet	403	6.4 %
Monthly pass	2971	47.5 %
Annual pass	292	4.7 %
Employee pass	68	1.1 %
Other	47	0.8 %
Total	6254	100.0 %

Q16. Did you receive any of the following special fare discounts for your trip today?

<u>FARE DISCOUNTS</u>	<u>Number</u>	<u>Percent</u>
No fare discounts	4959	79.6 %
Disability	549	8.8 %
Student	377	6.0 %
Senior (65+)	275	4.4 %
Medicare	73	1.2 %
Not sure	21	0.4 %
Total	6233	100.0 %

Q17. Are you a resident of Asheville or Henderson County?

<u>RESIDENCY</u>	<u>Number</u>	<u>Percent</u>
Yes	5785	92.5 %
No	469	7.5 %
Total	6254	100.0 %

Q18. How many WORKING vehicles (cars, trucks, or motorcycles) are available to your household?

<u>VEHICLES AVAILABLE</u>	<u>Number</u>	<u>Percent</u>
None	4561	72.9 %
1 vehicle	1288	20.6 %
2 vehicles	310	5.0 %
3 vehicles	62	1.0 %
4 or more vehicles	33	0.5 %
Total	6254	100.0 %

Q18a. Could you have used one of these vehicles to complete this trip?

<u>COULD HAVE USED VEHICLE FOR TRIP</u>	<u>Number</u>	<u>Percent</u>
Yes	604	35.7 %
No	1089	64.3 %
Total	1693	100.0 %

Q19. Including YOU, how many people live in your household?

<u>TOTAL NUMBER OF PEOPLE IN HOUSEHOLD</u>	<u>Number</u>	<u>Percent</u>
1 person	1856	29.7 %
2 persons	1746	27.9 %
3 persons	1351	21.6 %
4 persons	709	11.3 %
5 persons	286	4.6 %
6 persons	148	2.4 %
7 persons	97	1.6 %
8 or more persons	61	1.0 %
Total	6254	100.0 %

Q20. Including YOU, how many people in your household (OVER 15 years old) are employed full or part time?

<u>EMPLOYED NUMBER OF HOUSEHOLD MEMBERS</u>	<u>Number</u>	<u>Percent</u>
None	1454	23.2 %
1 person	2634	42.1 %
2 persons	1436	23.0 %
3 persons	358	5.7 %
4 persons	244	3.9 %
5 persons	54	0.9 %
6 persons	30	0.5 %
7 persons	12	0.2 %
8 or more persons	32	0.5 %
Total	6254	100.0 %

Q21. Are you: (check the response that BEST describes you)

<u>EMPLOYMENT STATUS</u>	<u>Number</u>	<u>Percent</u>
Employed full time	2459	39.3 %
Employed part time	1209	19.3 %
Not currently employed but seeking work	1336	21.4 %
Not currently employed and not seeking work	551	8.8 %
Retired	604	9.7 %
Homemaker	95	1.5 %
Total	6254	100.0 %

Q22. Are you a student? (check the one response that BEST describes you)

<u>STUDENT STATUS</u>	<u>Number</u>	<u>Percent</u>
Not a student	5155	82.4 %
Yes - Full Time college/university	557	8.9 %
Yes - Part Time college/university	358	5.7 %
Yes - Student thru 12th grade	87	1.4 %
Yes - Other	97	1.6 %
Total	6254	100.0 %

Q23. Do you have a valid driver's license?

<u>DRIVER LICENSE STATUS</u>	<u>Number</u>	<u>Percent</u>
Yes	2427	38.8 %
No	3827	61.2 %
Total	6254	100.0 %

Q24. What is your AGE:

<u>PARTICIPANTS AGE</u>	<u>Number</u>	<u>Percent</u>
Under 16 yrs old	8	0.1 %
16-17	85	1.4 %
18-24	1018	16.3 %
25-34	1387	22.2 %
35-49	1790	28.6 %
50-64	1594	25.5 %
65-74	342	5.5 %
75+	30	0.5 %
Total	6254	100.0 %

Q25. What is your Gender:

<u>GENDER</u>	<u>Number</u>	<u>Percent</u>
Male	3063	49.0 %
Female	3191	51.0 %
Total	6254	100.0 %

Q26. Which of the following categories BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2012 before taxes?

<u>INCOME</u>	<u>Number</u>	<u>Percent</u>
Less than \$5,000	1735	27.7 %
\$5,000 to \$9,999	862	13.8 %
\$10,000 to \$19,999	1625	26.0 %
\$20,000 to \$29,999	994	15.9 %
\$30,000 to \$49,999	631	10.1 %
\$50,000 to \$59,999	112	1.8 %
\$60,000 to \$74,999	109	1.7 %
\$75,000 to \$99,999	24	0.4 %
\$100,000 to \$149,999	51	0.8 %
\$150,000 or more	7	0.1 %
<u>Refused</u>	<u>104</u>	<u>1.7 %</u>
Total	6254	100.0 %

Q28. How often do you ride the bus with children?

<u>FREQUENCY RIDE WITH CHILDREN</u>	<u>Number</u>	<u>Percent</u>
Often	1549	24.8 %
Sometimes	1056	16.9 %
<u>Never</u>	<u>3649</u>	<u>58.3 %</u>
Total	6254	100.0 %

CHAPTER 8: SURVEY INSTRUMENT

The survey instrument is provided on the following pages.



Asheville/Apple Country On-Board Transit Survey

Route Code: _____ Time: _____ am / pm Interviewer: _____ Serial #: _____

Please take a few moments to complete this important survey. Your input will be used to plan transportation improvements to transit service in Asheville and Henderson County. *All information will be kept strictly confidential.*

HOME Address: (please be specific, ex: 123 W. Main St): _____
(If you are visiting Asheville/Henderson County, please list the address where you are staying)

City: _____ **State:** _____ **Zip Code:** _____

COMING FROM?

- 1. What type of place are you COMING FROM now** (the starting place for your one-way trip)?
 - Your usual WORKPLACE
 - Other business related
 - College / University (students only)
 - Airport (as an air passenger)
 - Recreation / sightseeing
 - Medical appointment / doctor's visit
 - Social visits (friends/relatives)
 - Personal business (bank, post office)
 - Pick up/drop off someone (daycare, school)
 - Your HOME → Go to Question #4
 - Other: _____
 - Shopping
 - Eating/Dining Out
 - School (K-12)
 - Hotel
 - Sporting event
- 2. What is the NAME of the place you are coming from now?**

- 3. What is the EXACT STREET ADDRESS of this place?**

OR Intersection if street address is not known:
_____ & _____
City: _____ **Zip:** _____
- 4. How did you get from the place in Question #1 to the very FIRST bus or train you used for this one-way trip?**
 - Walk - how many blocks did you walk? _____ blocks
 - Bike
 - Wheelchair/scooter
 - Was dropped off by someone going someplace else – answer 4a
 - Drove alone and parked – answer 4a
 - Drove or rode with others and parked – answer 4a
 - Other: _____
- 4a. Where did you get dropped-off or park your vehicle?**
Write the nearest intersection/park-n-ride lot below:

GOING TO?

- 5. What type of place are you GOING TO now** (the ending place for your one-way trip)?
 - Your usual WORKPLACE
 - Other business related
 - College / University (students only)
 - Airport (as an air passenger)
 - Recreation / sightseeing
 - Medical appointment / doctor's visit
 - Social visits (friends/relatives)
 - Personal business (bank, post office)
 - Pick up/drop off someone (daycare, school)
 - Your HOME → Go to Question #8
 - Other: _____
 - Shopping
 - Eating/Dining Out
 - School (K-12)
 - Hotel
 - Sporting event
- 6. What is the NAME of the place you are going to now?**

- 7. What is the EXACT STREET ADDRESS of this place?**

OR Intersection if street address is not known:
_____ & _____
City: _____ **Zip:** _____
- 8. How will you get to your destination** (the place listed in Question #5) **once you get off the LAST bus or train you are using for this one-way trip?**
 - Walk - how many blocks did you walk? _____ blocks
 - Bike
 - Wheelchair/scooter
 - Be picked up by someone – answer 8a
 - Get in a parked vehicle & drive alone – answer 8a
 - Get in a parked vehicle & drive/ride with others – answer 8a
 - Other: _____
- 8a. Where will you get picked-up or get your vehicle?**
Write the nearest intersection/park-n-ride lot below:

THIS BUS

- 9. Approximately what time did you board this bus?** Hour/Minute: _____ am / pm
- 10. Where did you get ON this bus?**
Please provide the nearest intersection/park-and-ride: _____
- 11. Where will you get OFF this bus?**
Please provide the nearest intersection/park-and-ride: _____

TRANSFERS

 (answer the following based on your current one-way trip between the places listed in Questions 1 and 5 above)

- 12. How many bus transfers did you make BEFORE you boarded this bus** since leaving the place you are COMING FROM (in Question 1)?
 none One Two Three +
 - 12a. [if you made 1 or more transfers] Which route did you board FIRST on this one-way trip?** _____
 - 12b. [if you made 2 or more transfers] Which route did you board SECOND on this one-way trip?** _____
 - 12c. [if you made 3 or more transfers] Which route did you board THIRD on this one-way trip?** _____
- 13. How many bus transfers will you make AFTER you get off this bus** on your way to the place you are GOING TO (in Question 5)?
 none One Two Three +
 - 13a. [if you will make 1 or more transfers] Which route will you board NEXT on this one-way trip?** _____
 - 13b. [if you will make 2 or more transfers] Which route will you board AFTER THAT on this one-way trip?** _____
 - 13c. [if you will make 3 or more transfers] Which route will you board LAST on this one-way trip?** _____

14. How many other persons are traveling with you on this trip from the place you are COMING FROM (in Question 1) to the place you are GOING TO (in Question 5)? _____ people

14a. [If #14 is more than "0"] How many of these people are members of your household? _____ people

OTHER IMPORTANT ITEMS

15. How did you pay for your trip today?

- Cash Fare Ticket Booklet (11 rides) Monthly Pass Annual Pass

16. Did you receive any of the following special fare discounts for your trip today? (check one)

- None Disability Student Senior (65+) Medicare Other: _____

17. Are you a resident of Asheville or Henderson County? Yes No

18. How many WORKING vehicles (cars, trucks, or motorcycles) are available to your household?

- None One Two Three Four or more

18a. [If #18 is more than NONE] Could you have used one of these vehicles to complete this trip? Yes No

19. Including YOU, how many people live in your household? _____ people

20. Including YOU, how many people (over age 15) in your household are employed full-time or part-time? _____ people

21. Are you: (check the one response that BEST describes you)

- Employed full-time Employed part-time
 Not currently employed but seeking work Retired
 Not currently employed and not seeking work Homemaker

22. Are you a student? (check the one response that BEST describes you)

- Not a student Yes – Full Time college/university (specify institution's name): _____
 Yes – student thru 12th grade Yes – Part Time college/university (specify institution's name): _____
 Yes – other (specify institution's name): _____

23. Do you have a valid driver's license? Yes No

24. What is your AGE? Under 16 16-17 18-24 25-34 35-49 50-64 65-74 75+

25. What is your gender? Male Female

26. Which of the following categories BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2012 before taxes?

- Less than \$5,000 \$10,000-\$19,999 \$30,000-\$49,999 \$60,000 - \$74,999 \$100,000 - \$149,999
 \$5,000 - \$9,999 \$20,000-\$29,999 \$50,000-\$59,999 \$75,000 - \$99,999 \$150,000+

27. Which of the following describe you? (check all that apply)

- Black/African American White/Non-Hispanic Hispanic/Latino Asian American Native American Other

28. How often do you ride the bus with children?

- Often Sometimes Never

REGISTER TO WIN \$100

People who submit an accurately completed survey will be entered in a random drawing for one of FIVE \$100 cash prizes. You must provide your home address at the beginning of the survey to be eligible.

Your Name: _____

Phone Number: (____) _____

Thank you for your help!

**If you completed this survey before getting off the bus, please return this survey to the survey staff.
If you did not have time to complete the survey during your trip, please return it within 24 hours
using the postage-paid envelope that was provided.**

Asheville/Apple Country A-Bordo Encuesta de Tránsito

Ruta Código: _____ Tiempo: _____ am / pm Entrevistador: _____ # de Serie: _____

Por favor tome unos momentos para completar esta importante encuesta. Tu entrada será utilizado para planificar las mejoras de transporte para el servicio de tránsito en Asheville y Henderson County. *Toda la información se mantendrá estrictamente confidencial.*

Dirección de CASA: (favor sea específico, ej: 123 W. Main St): _____
(Si estás de visita en Asheville o Henderson County, indique la dirección donde usted está permaneciendo.)

Ciudad: _____ **Estado:** _____ **Código Postal:** _____

¿DONDE VIENES?

1. ¿Qué tipo de lugar VIENES ahora (el punto de partida de su viaje de ida)?
- | | |
|--|---|
| <input type="radio"/> Su lugar de TRABAJO | <input type="radio"/> Compras |
| <input type="radio"/> Otro negocio relacionado | <input type="radio"/> Comer/Cenar fuera |
| <input type="radio"/> Colegio / Universidad (sólo estudiantes) | <input type="radio"/> Escuela (K-12) |
| <input type="radio"/> Aeropuerto (pasajero de aire) | <input type="radio"/> Hotel |
| <input type="radio"/> Recreación / turismo | <input type="radio"/> Evento deportivo |
| <input type="radio"/> Cita médica / Visita al doctor | |
| <input type="radio"/> Visitas sociales (amigos / parientes) | |
| <input type="radio"/> Asuntos personales (banco, oficina de correos) | |
| <input type="radio"/> Recoger / Dejar a alguien (guardería, escuela) | |
| <input type="radio"/> Su HOGAR → Pase a la Pregunta #4 | |
| <input type="radio"/> Otro: _____ | |

2. ¿Cuál es el **NOMBRE** del lugar al que se viene?

3. ¿Cuál es la **DIRECCION EXACTA** de este lugar?

O Intersección si no se sabe la dirección:

_____ Y _____

Ciudad: _____ **Código:** _____

4. ¿Cómo llego desde el lugar en la Pregunta # 1 a el **PRIMER** bús que utilizó para este viaje sólo de ida?

- | |
|--|
| <input type="radio"/> Caminar - ¿Cuántas cuadras caminó? _____cuadras |
| <input type="radio"/> Bicicleta |
| <input type="radio"/> Silla de ruedas / scooter |
| <input type="radio"/> Fue dejado por alguien que va a otro lugar— responder 4a |
| <input type="radio"/> Viajó solo y estacionó— responder 4a |
| <input type="radio"/> Manejó o viajó con otros y estacionó — responder 4a |
| <input type="radio"/> Otro: _____ |

- 4a. ¿Dónde te dejaron o estacionastes su coche?

Escribe la intersección más cercana/park-n-ride estacionamiento abajo:

¿DONDE VAS?

5. ¿Qué tipo de lugar VAS ahora (el lugar de finalización de su viaje de ida)?
- | | |
|--|---|
| <input type="radio"/> Su lugar de TRABAJO | <input type="radio"/> Shopping |
| <input type="radio"/> Otro negocio relacionado | <input type="radio"/> Eating/Dining Out |
| <input type="radio"/> Colegio / Universidad (sólo estudiantes) | <input type="radio"/> School (K-12) |
| <input type="radio"/> Aeropuerto (pasajero de aire) | <input type="radio"/> Hotel |
| <input type="radio"/> Recreación / turismo | <input type="radio"/> Sporting event |
| <input type="radio"/> Cita médica / Visita al doctor | |
| <input type="radio"/> Visitas sociales (amigos / parientes) | |
| <input type="radio"/> Asuntos personales (banco, oficina de correos) | |
| <input type="radio"/> Recoger / Dejar a alguien (guardería, escuela) | |
| <input type="radio"/> Su HOGAR → Pase a la Pregunta #8 | |
| <input type="radio"/> Otro: _____ | |

6. ¿Cuál es el **NOMBRE** del lugar que vas ahora?

7. ¿Cuál es la **DIRECCION EXACTA** de este lugar?

O Intersección si no se sabe la dirección:

_____ Y _____

Ciudad: _____ **Código:** _____

8. ¿Cómo vas a llegar a su destino (el lugar indicado en la Pregunta #5) una vez que se baje del **ÚLTIMO** bús de este viaje sólo de ida?

- | |
|---|
| <input type="radio"/> Caminar - ¿Cuántas cuadras caminó? _____cuadras |
| <input type="radio"/> Bicicleta |
| <input type="radio"/> Silla de ruedas / scooter |
| <input type="radio"/> Será recogido por alguien—responder 8a |
| <input type="radio"/> Subir a un coche estacionado y manejar solo—responder 8a |
| <input type="radio"/> Subir a un coche estacionado y manejar/pasear con otros— responder 8a |
| <input type="radio"/> Otro: _____ |

- 8a. ¿Dónde te van a recoger o vas a conseguir su coche?

Escribe la intersección más cercana/park-n-ride abajo:

ESTE AUTOBUS

9. Aproximadamente, ¿qué hora te subistes en este autobús? Hora/Minuto: _____ am / pm

10. ¿Dónde te **SUBISTES** en este autobús?

Por favor proporcione la intersección más cercana/park-n-ride: _____

11. ¿Dónde vas a **BAJAR** este autobús?

Por favor proporcione la intersección más cercana/park-n-ride: _____

TRANSFERENCIAS (Responder a las preguntas de transferencia siguientes en base a su viaje de ida entre los lugares mencionados en Preguntas 1 y 5 arriba.)

12. ¿Cuántos transferencias de bus HICISTE entre el lugar al QUE VIENES (en Pregunta 1) y este bus?

ninguno uno dos tres +

12a. [Si tienes 1 o mas transferencias] ¿Qual ruta te subistes **PRIMERO** en este viaje sólo de ida? _____

12b. [Si tienes 2 o mas transferencias] ¿Qual ruta te subistes **SEGUNDO** en este viaje sólo de ida? _____

12c. [Si tienes 3 o mas transferencias] ¿Qual ruta te subistes **TERCERO** en este viaje sólo de ida? _____

13. ¿Cuántos transferencias de bus VAS hacer DESPUES de bajar este bus en camino al lugar donde SE VA (en Pregunta 5)?

ninguno uno dos tres +

13a. [Si vas hacer 1 o más transferencias] ¿Qual ruta vas a subir **PRÓXIMO** en este viaje sólo de ida? _____

13b. [Si vas hacer 2 o más transferencias] ¿Qual ruta vas a subir **SEGUNDO** en este viaje sólo de ida? _____

13c. [Si vas hacer 3 o más transferencias] ¿Qual ruta vas a subir **ÚLTIMO** en este viaje sólo de ida? _____

14. ¿Cuántas personas viajan con usted en este viaje desde el lugar que está VINIENDO (en Pregunta 1) al lugar donde SE VA (en Pregunta 5)? _____ personas
- 14a. [Si #14 es más de "0"] ¿Cuántas de estas personas son miembros de su hogar? _____ personas

OTROS PUNTOS IMPORTANTES

15. ¿Cómo pagastes por su viaje hoy?
 Tarifa Efectivo 11-Viaje Billete Pase Por Un Mes Pase Por Un Año
16. ¿Ha recibido alguno de los descuentos de tarifas especiales siguientes para su viaje hoy? (marque uno)
 Ninguno ADA Estudiante Adulto Mayor (65+) Medicare Otro: _____
17. ¿Es usted un residente del Asheville o Henderson County? Sí No
18. ¿Cuántos vehículos QUE TRABAJAN (automóviles, camiones o motocicletas) están disponibles a su hogar?
 Ninguno Uno Dos Tres Cuatro o más
- 18a. [Si #18 es más de NINGUNO] ¿Podría haber usado uno de estos vehículos para completar este viaje? Sí No
19. USTED incluido, ¿cuántas personas viven en su hogar? _____ personas
20. USTED incluido, ¿cuántas personas (mayores de 15) en su hogar trabajan a tiempo completo o a tiempo parcial? _____ personas
21. Usted es: (marque la respuesta que MEJOR te describe a ti)
 Empleado a tiempo completo Empleado a tiempo parcial
 No está en emplea pero buscando trabajo Retirado
 No está en emplea y no está buscando trabajo Ama de casa
22. ¿Eres estudiante?(marque la respuesta que MEJOR te describe a ti)
 No soy estudiante Sí -Tiempo completo colegio/universidad (especifica nombre de la institución): _____
 Sí - Estudiante hasta el grado 12 Sí -Tiempo parcial colegio/universidad (especifica nombre de la institución): _____
 Sí - Otro (especifica nombre de la institución): _____
23. ¿Tiene licencia de conducir válida?? Sí No
24. ¿Cuál es su edad? Menos de 16 16-17 18-24 25-34 35-49 50-64 65-74 75+
25. ¿Cuál es su género? Masculino Femenino
26. ¿Cuál de las siguientes categorías describe mejor su INGRESO TOTAL ANNUAL POR HOGAR en 2012, antes de impuestos?
 menos de \$5,000 \$10,000-\$19,999 \$30,000-\$49,999 \$60,000 - \$74,999 \$100,000 - \$149,999
 \$5,000 - \$9,999 \$20,000-\$29,999 \$50,000-\$59,999 \$75,000 - \$99,999 \$150,000+
27. ¿Es usted? (marque todos que apliquen)
 Negro/Afro Americano Blanco/Caucásico (no Hispano/Latino) Hispano/Latino Asiático Indio Americano Otro
28. ¿Con qué frecuencia utiliza el tránsito con los niños?
 A menudo A veces Nunca

REGISTRATE PARA GANAR \$100

Las personas que presenten una encuesta completado correctamente entrarán en un sorteo para uno de diez premios de \$100. Usted debe proveer su dirección de casa al principio de la encuesta para ser elegible..

Tu Nombre: _____ Número de Teléfono: (____) _____

Gracias por su ayuda!

Si ha completado esta encuesta antes de bajarse del bus, por favor devuelva esta encuesta al personal de la encuesta.

Si usted no tiene tiempo para completar la encuesta durante su viaje, por favor devuélvalo dentro 24 horas utilizando el sobre con franqueo pagado que se proporcionó.