Rider Happiness Benchmarking Report

Autumn 2021

Prepared by

transit·

ABOUT THE RIDER HAPPINESS BENCHMARKING PROGRAM

By distributing surveys in-app to our representative sample of riders spanning hundreds of agencies across North America, *Transit*'s Rider Happiness Benchmarking (RHB) program offers an industry-leading set of metrics. *Transit* offers a subscription service for agencies to receive detailed, local quarterly survey results on key customer satisfaction indicators. Participating agencies sit on the program's steering committee to influence questions asked in each survey. The goal is to help public transit agencies both benchmark for inter-agency comparison and amass longitudinal data to track their own performance over time.

Agencies such as BC Transit (British Columbia), Pierce Transit (Tacoma, WA), GDRTA (Dayton, OH), STO (Gatineau, QC), and WMATA (Washington, DC) are already subscribers. While only subscribers have access to all local, agency-specific data, *Transit* continues to publish topline national results for the U.S. and Canada publicly. The next RHB survey is scheduled to be launched in the *Transit* app in January 2022.

EXECUTIVE SUMMARY

31K+

RESPONSES IN NORTH AMERICA

21K+

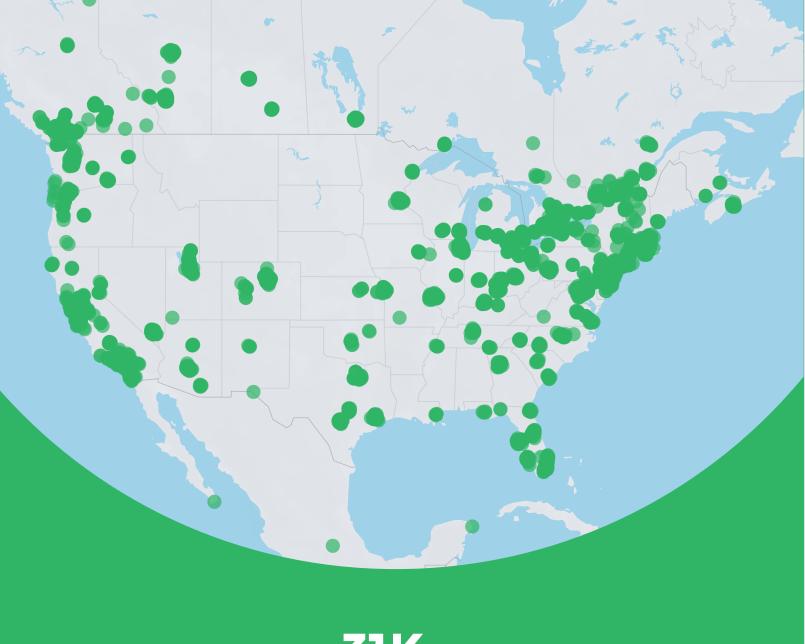**FROM THE U.S.**

9K+

FROM CANADA

Four quarters. 12 months. 365 days. *Transit's* Rider Happiness Benchmarking survey has given transit agencies a full year of data to better understand what riders want.

To know why the RHB is so important, it helps to rewind the clock a bit. When the world stopped spinning in the spring of 2020, we began charting how app usage had changed, city-by-city, and put it up on our website. We also put together a quick survey to help transit agencies better understand where their "essential worker" passengers were going and how the needs of riders had changed, virtually overnight.

Over the following months, that city-by-city, agency-by-agency profile of weekly ridership estimates became an official project with the American Public Transportation Association, who we partnered with to unveil the APTA Ridership Trends dashboard.

And that quick one-time survey? A few of our transit agency partners wanted a follow-up, and it became the Ridership Happiness Benchmarking program. Now, nine agencies across the U.S. and Canada have subscribed to receive a quarterly report card sourced from tens of thousands of riders making millions of trips each month.

With a year of data under its belt, the RHB has some interesting things to tell transit agencies about what riders are thinking and where things are going as we start to see what a world with COVID actually looks like.

But most importantly, the survey can help agencies identify potential threats before they undermine the quality of transit service and eat away at ridership.

We've distilled a year's worth of data down to four key points:

1. The "new normal" is already here

2. Fear of COVID is no longer keeping many riders away

3. Riders may be coming back, but their old patterns are not

4. Sub-par service and communication poses a threat to transit's future

Ready to dive in?

1. The "new normal" is already here

While ridership is continuing to slowly tick upwards, it will likely soon reach a new equilibrium. Every three months, we asked riders if they use public transit as often or more now than they did before the pandemic. A year ago, 47% said they rode as frequently. Then in July, that number jumped to 67% and this October, it's up to 76% who are back on board as often or more often than pre-pandemic.

Fewer and fewer riders expect their patterns to change significantly in the coming months. 85% of respondents used public transit to commute to work or school at least once in the last two weeks, and 86% expect they will use public transit to commute three months from now.

A year ago, 28% of respondents expected to be working from home full-time in three months. That number fell to 18% in July and dropped to just 2% in October 2021. A year ago, 14% of transit riders expected to be on leave, retired, or unemployed in three months. That's decreased to just 4% today.

In other words: most people who plan to return to commuting by transit have already done so.

👀

Want to see how your agency compares?

Reach out to **partners@transitapp.com** to subscribe to quarterly reports.

2. Fear of COVID is no longer keeping many riders away

A big driver of this change is that fear of COVID has dissipated, and so has apprehension about riding. A year ago, 32% of respondents said they would return to public transit once the virus was declared no longer a threat. Three months later, that number fell to 13% and in our latest survey, it dropped yet again to just 9% of app users.

In April 2021, 27% of Canadian respondents and 61% of U.S. respondents had received at least one dose of vaccine. By July, this had increased to 90% in Canada and 83% in the U.S., then 95% and 87%, respectively, in October. In total, 88% of Canadian transit riders and 74% of American riders report being fully vaccinated, with transit riders continuing to outpace the general population.

Masks seem here to stay: reports of mask compliance have remained mostly steady since April 2021, with 60% of respondents saying they agree or strongly agree that everyone on board their most recent trip was wearing a mask.

3. Riders may be coming back, but their old patterns are not

But things aren't like they were before. Of the 23% who are riding less, 40% say it's because of continued COVID concerns, and for another 40% it's because they're working or attending school from home at least one day a week.

Even as people increasingly return to in-person work, not all riders are commuting every day. Of the 85% of riders who use public transit to commute to work or school regularly, 67% commute at least five days a week. The remaining 12% commute four days per week, and 21% commute three or fewer days each week.

In fact, hybrid work seems to be here to stay. A year ago, 15% of riders expected that in three months they would work from home at least one day a week, while also commuting to work at least one day a week. Today, that number's risen to 24%.

4. Sub-par service and communication poses a threat to transit's future

Unfortunately, 6% of respondents indicated that they were riding less because of reductions or changes to public transit service. But even among respondents who are riding as much as before the pandemic, problems with service are undermining confidence.

Nearly two-thirds of riders (64%) say they experienced disruptions to service in the past three months. By their nature, disruptions require fast, accurate and primarily digital forms of communication from agencies. But only 29% of these riders agreed or strongly agreed that they were well informed by their agency about these disruptions.

Despite overall poor ratings for agencies on communication about service disruptions, a few systems rose above and scored particularly well: Metro Transit (Twin Cities, MN), UTA (Salt Lake City, UT), TriMet (Portland, OR), STTR (Trois-Rivières, QC), CAMBUS (Iowa City, IA), OCTA (Orange County, CA), VIA Metropolitan Transit (San Antonio, TX), Halifax Transit (Halifax, NS), RTA (Dayton, OH), and STLévis (Lévis, QC) received high marks from riders when it came to informing them about detours and disruptions.

While it's not surprising that the vast majority of respondents to our survey who felt well-informed about disruptions received service updates through the app, it's notable that no other distribution channel reaches more than 1 in 3 informed riders. For example, signs and posters at stops or onboard vehicles reach 30% of riders, while 14% of riders recall receiving information through the agency's website, and just 11% on social media.

Overall satisfaction with agencies has fallen after climbing steadily through last summer. When asked if they would recommend their transit agency to friends or family, riders gave an average Net Promoter Score in October 2021 of just -6, after giving ratings of +1 in August, -2 in April, and -10 the previous November.

But this is not universal: OCTA (Orange County, CA), Ride On (Montgomery County, MD), TriMet (Portland, OR), UTA (Salt Lake City, UT) and Miami-Dade Transit (Miami, FL) have all maintained scores of at least +20 since April 2021.
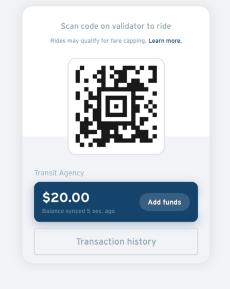
Curious about your ridership?

Reach out to **partners@transitapp.com** to learn about subscribing to regular rider experience reports

HOW TRANSIT HELPS IMPROVE RIDER HAPPINESS
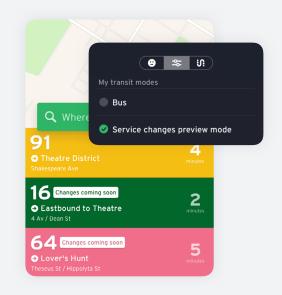
MOBILE TICKETING

Making it easier to purchase fares doesn't just attract new riders, it also makes life easier for your existing riders. With equity-enhancing features such as fare capping, cash digitization, and support for smart cards, your riders will be happy to never again worry about updating their monthly passes at the transit centre or finding exact change. Our partnerships with vendors such as Bytemark, Masabi, Open ABT and Token Transit mean we can integrate your existing fare payments provider.

SERVICE CHANGES PREVIEW MODE

Educating riders about upcoming service changes can be a challenge. With *Transit*, you can put a message right on the app's home screen to notify the public before the changes take effect. For major changes, you can employ our preview mode, which helps riders plan trips in advance and learn the new system before launch day. Systems that have deployed *Transit*'s preview mode recently include RTS (Rochester, NY), ETS (Edmonton, AB), GCRTA (Cleveland, OH), and RideKC (Kansas City, MO).
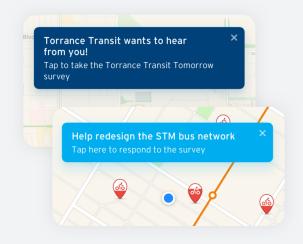
OUTREACH TO RIDERS ABOUT MAJOR PROJECTS

Reaching riders where they're at is key to gauging public sentiment for projects your agency is planning. We serve a broad range of users, including those who ride the system but are unlikely to take an in-person intercept survey or attend a public meeting. With in-app banners and targeted push notifications based on a variety of factors including geography, language, and more, we help make sure your public outreach efforts are getting the biggest bang for their buck.

REAL-TIME DOWN CHECKER

Accurate real-time data is one of riders' top concerns. So we notify agencies automatically if our systems detect problems in their real-time feeds.

Interested in any of these happiness boosters?

Drop us a line anytime:
partners@transitapp.com

SURVEY RESULTS: U.S. & CANADA

👀

Looking for stats about your riders?

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NET PROMOTER SCORE

How likely are riders to recommend their transit agency to a friend?

Agency	Score
MIAMI DADE TRANSIT (MIAMI)	37
STM (MONTREAL)	16 / 19
METRO (ST. LOUIS)	11 / 30
METRO (LOS ANGELES)	7 / 17
TRANSLINK (VANCOUVER)	2 / 7
MUNI (SAN FRANCISCO)	-3
HALIFAX TRANSIT (HALIFAX)	-8 / -3
PORT AUTHORITY (PITTSBURGH)	-4 / 1
MBTA (BOSTON)	-10 / 4
TTC (TORONTO)	-21 / -6
MTA (NEW YORK)	-31 / -21
SEPTA (PHILADELPHIA)	-22
WINNIPEG TRANSIT (WINNIPEG)	-28 / -20
RTC (LAS VEGAS)	-29 / -8
ETS (EDMONTON)	-39 / -33
MDOT MTA (BALTIMORE)	-40 / -35

What's a good NPS score?   ● July 2021

NEEDS IMPROVEMENT	GOOD	GREAT	EXCELLENT
-100	0	30	70	100

SEE YOUR AGENCY'S SCORE

-50   -25   0   25   50

AGENCY SATISFACTION RATINGS

Agency Satisfaction: Alerts

Beginning in October 2021, this question was asked only of respondents who recalled a route disruption or detour in the last 3 months, or 64% of all survey respondents in the U.S. and 66% in Canada.

🇺🇸 Do riders agree?
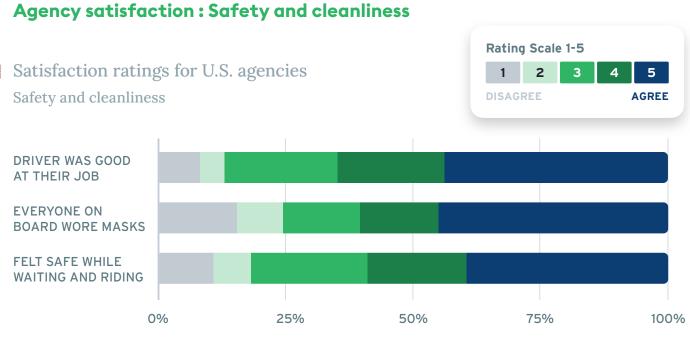
"I feel well informed by my agency about route disruptions and changes."

Legend:
- April 2021
- July 2021
- October 2021

🇨🇦 Do riders agree?

"I feel well informed by my agency about route disruptions and changes."

Legend:
- April 2021
- July 2021
- October 2021
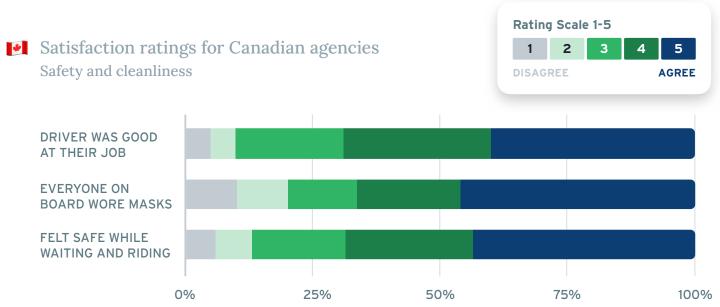
Agency satisfaction : Safety and cleanliness

🇺🇸 Satisfaction ratings for U.S. agencies
Safety and cleanliness

Rating Scale 1-5
| 1 | 2 | 3 | 4 | 5 |
DISAGREE — AGREE

- DRIVER WAS GOOD AT THEIR JOB
- EVERYONE ON BOARD WORE MASKS
- FELT SAFE WHILE WAITING AND RIDING

🇨🇦 Satisfaction ratings for Canadian agencies
Safety and cleanliness

Rating Scale 1-5
| 1 | 2 | 3 | 4 | 5 |
DISAGREE — AGREE

- DRIVER WAS GOOD AT THEIR JOB
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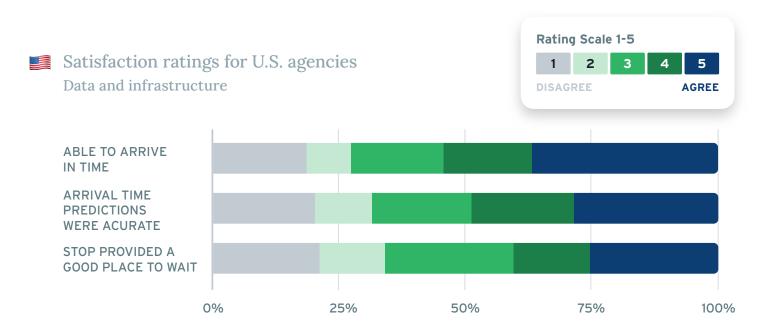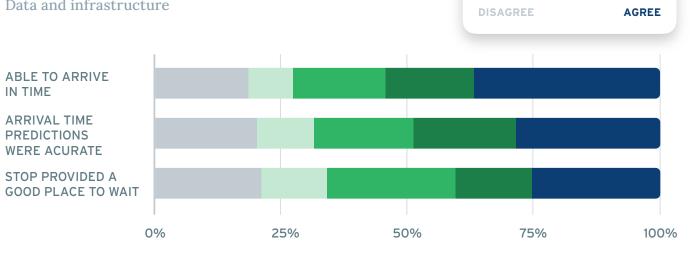
Agency satisfaction: Data and infrastructure quality

🇺🇸 **Satisfaction ratings for U.S. agencies**
Data and infrastructure

Rating Scale 1-5

| 1 | 2 | 3 | 4 | 5 |

DISAGREE · · · · · · · · · · · AGREE

ABLE TO ARRIVE
IN TIME

ARRIVAL TIME
PREDICTIONS
WERE ACURATE

STOP PROVIDED A
GOOD PLACE TO WAIT

0%   25%   50%   75%   100%
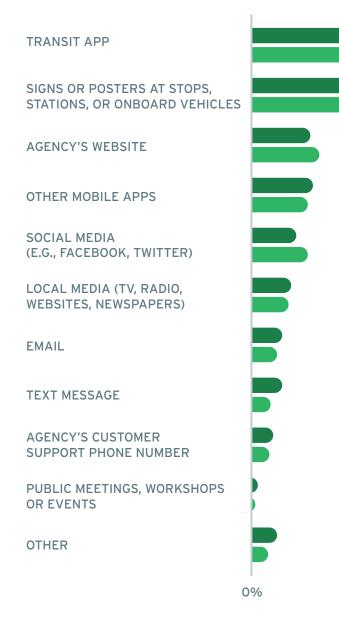
🇨🇦 **Satisfaction ratings for Canadian agencies**
Data and infrastructure

Rating Scale 1-5

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DISAGREE · · · · · · · · · · · AGREE

ABLE TO ARRIVE
IN TIME

ARRIVAL TIME
PREDICTIONS
WERE ACURATE

STOP PROVIDED A
GOOD PLACE TO WAIT

0%   25%   50%   75%   100%

COMMUNICATION CHANNELS

How do you recall receiving information from or communicating with your transit agency during the past 6 months?

TRANSIT APP

SIGNS OR POSTERS AT STOPS,
STATIONS, OR ONBOARD VEHICLES

AGENCY'S WEBSITE

OTHER MOBILE APPS

SOCIAL MEDIA
(E.G., FACEBOOK, TWITTER)

LOCAL MEDIA (TV, RADIO,
WEBSITES, NEWSPAPERS)

EMAIL

TEXT MESSAGE

AGENCY'S CUSTOMER
SUPPORT PHONE NUMBER

PUBLIC MEETINGS, WORKSHOPS
OR EVENTS

OTHER

0%   25%   50%   75%   100%

■ **United States** 🇺🇸
■ **Canada** 🇨🇦

👀 **How's your agency doing?**
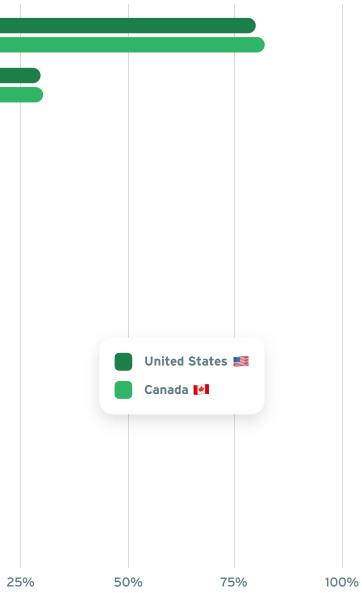
Subscribers get detailed quarterly reports. Reach out to partners@transitapp.com to learn more.

How do you recall receiving information from or communicating with your transit agency during the past 6 months?

Sorted by annual household income

TRANSIT APP

SIGN OR POSTERS AT STOPS,
STATIONS, OR ONBOARD VEHICLES

AGENCY'S WEBSITE

OTHER MOBILE APPS

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(E.G. FACEBOOK, TWITTER)

LOCAL MEDIA (TV, RADIO,
WEBSITES, NEWSPAPERS)

EMAIL

TEXT MESSAGE

AGENCY'S CUSTOMER SUPPORT
PHONE NUMBER

PUBLIC MEETINGS, WORKSHOPS
OR EVENTS

OTHER

- Under $30k
- $30k to $100k
- Over $100k

0%   25%   50%   75%   100%

How do you recall receiving information from or communicating with your transit agency during the past 6 months?

Sorted by annual household income

TRANSIT APP

SIGN OR POSTERS AT STOPS,
STATIONS, OR ONBOARD VEHICLES

AGENCY'S WEBSITE

OTHER MOBILE APPS

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(E.G. FACEBOOK, TWITTER)

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EMAIL

TEXT MESSAGE

AGENCY'S CUSTOMER SUPPORT
PHONE NUMBER

PUBLIC MEETINGS, WORKSHOPS
OR EVENTS

OTHER

- Under $30k
- $30k to $100k
- Over $100k

0%   25%   50%   75%   100%

COVID-19

🇺🇸 When riders will resume using public transit

I ALREADY RIDE AS OFTEN AS I DID BEFORE COVID-19

AFTER COVID-19 IS DECLARED NO LONGER A THREAT

MORE THAN 3 MONTHS FROM NOW

WITHIN THE NEXT 3 MONTHS

I'LL NEVER USE PUBLIC TRANSIT AS OFTEN AS I DID BEFORE

Legend:
- November 2020
- April 2021
- July 2021
- October 2021

0% 20% 40% 60% 80%

🇺🇸 Weekday usage profile

Legend:
- October 2019
- October 2020
- October 2021

% OF UNIQUE USERS COMPARED TO PRE-PANDEMIC PEAK

100% 75% 50% 25% 0%

4 AM 8 AM 12 PM 4 PM 8 PM

🇨🇦 When riders will resume using public transit

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% OF UNIQUE USERS COMPARED TO PRE-PANDEMIC PEAK

100% 75% 50% 25% 0%

4 AM 8 AM 12 PM 4 PM 8 PM

🇺🇸 Current and expected work or study commuting patterns

- Expected in October 2021
- Currently in October 2021
- Expected in January 2022

* "I do not use public transport to commute" was added as an option in the Autumn 2021 survey.

ON LEAVE/TAKE CARE OF OUR HOME OR FAMILY
UNEMPLOYED
COMMUTE 1 DAY OR FEWER PER WEEK
COMMUTE 2 DAYS PER WEEK
COMMUTE 3 DAYS PER WEEK
COMMUTE 4 DAYS PER WEEK
COMMUTE 5 OR MORE DAYS PER WEEK
RETIRED
WORK FROM HOME EXCLUSIVELY
OTHER
I DO NOT USE PUBLIC TRANSPORT TO COMMUTE*

0%   20%   40%   60%   80%

🇨🇦 Current and expected work or study commuting patterns

- Expected in October 2021
- Currently in October 2021
- Expected in January 2022

* "I do not use public transport to commute" was added as an option in the Autumn 2021 survey.

ON LEAVE/TAKE CARE OF OUR HOME OR FAMILY
UNEMPLOYED
COMMUTE 1 DAY OR FEWER PER WEEK
COMMUTE 2 DAYS PER WEEK
COMMUTE 3 DAYS PER WEEK
COMMUTE 4 DAYS PER WEEK
COMMUTE 5 OR MORE DAYS PER WEEK
RETIRED
WORK FROM HOME EXCLUSIVELY
OTHER
I DO NOT USE PUBLIC TRANSPORT TO COMMUTE*

0%   20%   40%   60%

Changes in rider behaviour

🇺🇸 How often do you ride, compared to before the pandemic?

Less often | **Same or more**

	Less often	Same or more
NOVEMBER 2020	49.6%	50.4%
APRIL 2021	32.3%	67.6%
JULY 2021	31.2%	68.9%
OCTOBER 2021	23.0%	77.0%

Do you ride less because of service reductions or changes?

- Yes — 27%
- No — 73%

🇨🇦 How often do you ride, compared to before the pandemic?

Less often | **Same or more**

	Less often	Same or more
NOVEMBER 2020	56.6%	43.3%
APRIL 2021	38.7%	61.3%
JULY 2021	36.7%	63.3%
OCTOBER 2021	27.7%	72.3%

Do you ride less because of service reductions or changes?

- Yes — 23%
- No — 77%

🇺🇸 Which modes do you rely on more than before the pandemic?

Legend: Nov 2020, April 2021, July 2021, Oct 2021

Categories: TRANSIT, WALKING, DRIVING, CARPOOL, BIKE, RIDEHAIL, OTHER

🇨🇦 Which modes do you rely on more than before the pandemic?

Legend: Nov 2020, April 2021, July 2021, Oct 2021

Categories: TRANSIT, WALKING, DRIVING, CARPOOL, BIKE, RIDEHAIL, OTHER

Vaccination rates

Vaccination rates by city

Legend:
- Not getting vaccinated
- Not vaccinated
- Partially vaccinated
- Fully vaccinated

City	
CHICAGO	
SF BAY AREA	
BOSTON	
LOS ANGELES	
BALTIMORE & DC	
NYC	
PHILADELPHIA	
LAS VEGAS	

0%   25%   50%   75%   100%

🇨🇦 Vaccination rates by city

Legend:
- Not getting vaccinated
- Not vaccinated
- Partially vaccinated
- Fully vaccinated

City	
SASKATOON	
EDMONTON	
HALIFAX	
TORONTO	
CALGARY	
MONTRÉAL	
VANCOUVER	
GATINEAU	

0%   25%   50%   75%   100%

RECOMMENDATIONS

Safety and cleanliness

🇺🇸 Respondents would ride more if their agency...

Rating Scale 1-5

| 1 | 2 | 3 | 4 | 5 |

LOW PRIORITY   HIGH PRIORITY

IMPROVED CLEANLINESS ON BOARD

DISTRIBUTED MASKS TO EVERYONE WHO NEED ONE

0%   25%   50%   75%   100%

Rating Scale 1-5

| 1 | 2 | 3 | 4 | 5 |

LOW PRIORITY   HIGH PRIORITY

🇨🇦 Respondents would ride more if their agency...

IMPROVED CLEANLINESS ON BOARD

DISTRIBUTED MASKS TO EVERYONE WHO NEED ONE

0%   25%   50%   75%   100%

👀 **How's your agency doing?**

Subscribers get detailed quarterly reports. Reach out to partners@transitapp.com to learn more.

Infrastructure

🇺🇸 Respondents would ride more if their agency...

Rating Scale 1-5

| 1 | 2 | 3 | 4 | 5 |

LOW PRIORITY   HIGH PRIORITY

IMPROVED THE ACCURACY OF REAL-TIME INFO

MADE IT EASIER TO BUY AND USE TICKETS

IMPROVED THE SAFETY AND QUALITY OF TRANSIT STOPS

IMPLEMENTED FARE CAPPING

0%   25%   50%   75%   100%

Rating Scale 1-5

| 1 | 2 | 3 | 4 | 5 |

LOW PRIORITY   HIGH PRIORITY

🇨🇦 Respondents would ride more if their agency...

IMPROVED THE ACCURACY OF REAL-TIME INFO

MADE IT EASIER TO BUY AND USE TICKETS

IMPROVED THE SAFETY AND QUALITY OF TRANSIT STOPS

IMPLEMENTED FARE CAPPING

0%   25%   50%   75%   100%

RIDER DEMOGRAPHICS
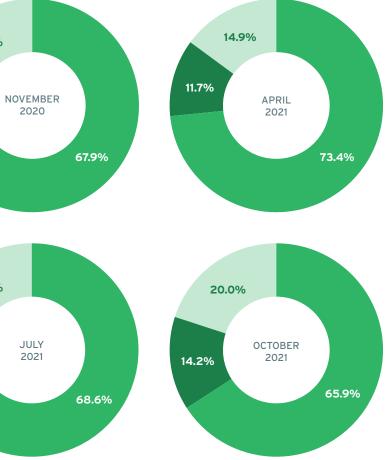
Curious about your ridership demographics?

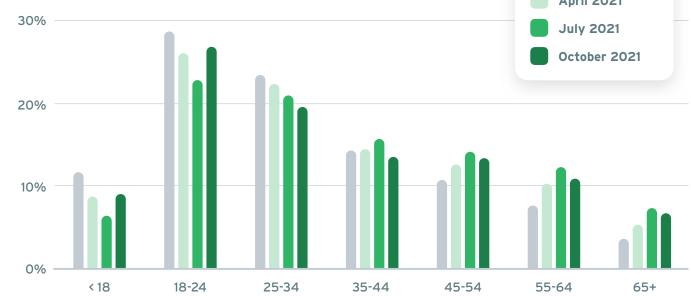Reach out to partners@transitapp.com to learn about subscribing to regular rider experience reports.
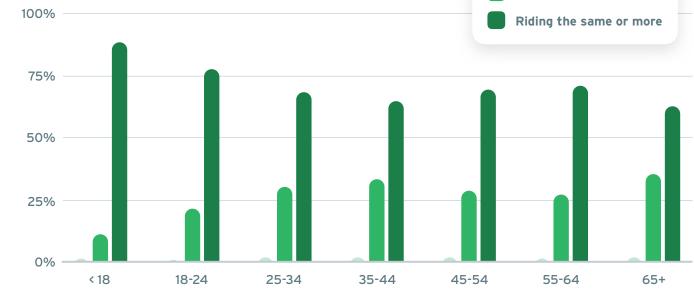
CAR OWNERSHIP

🇺🇸 Car ownership

November 2020
April 2021
July 2021
October 2021

Legend:
- Do not own a car
- Do not own a car, but have access to one
- Own a car

NOVEMBER 2020
- 19.1%
- 10.0%
- 70.9%

APRIL 2021
- 17.2%
- 8.9%
- 73.9%

JULY 2021
- 21.9%
- 8.3%
- 69.8%

OCTOBER 2021
- 20.4%
- 8.7%
- 70.9%

🇨🇦 Car ownership

November 2020
April 2021
July 2021
October 2021

Legend:
- Do not own a car
- Do not own a car, but have access to one
- Own a car

NOVEMBER 2020
- 17.7%
- 14.4%
- 67.9%

APRIL 2021
- 14.9%
- 11.7%
- 73.4%

JULY 2021
- 18.6%
- 12.8%
- 68.6%

OCTOBER 2021
- 20.0%
- 14.2%
- 65.9%

AGE

🇺🇸 Age distribution
November 2020 vs. April 2021 vs. July 2021 vs. October 2021

Legend:
- November 2020
- April 2021
- July 2021
- October 2021

🇨🇦 Age distribution
November 2020 vs. April 2021 vs. July 2021 vs. October 2021

Legend:
- November 2020
- April 2021
- July 2021
- October 2021

🇺🇸 Age by riding frequency
October 2021

Legend:
- Not riding
- Riding less
- Riding the same or more

🇨🇦 Age by riding frequency
October 2021

Legend:
- Not riding
- Riding less
- Riding the same or more
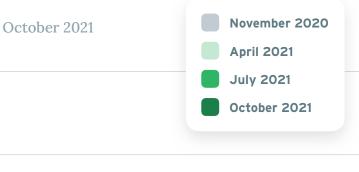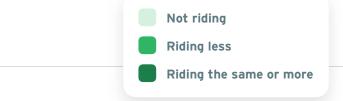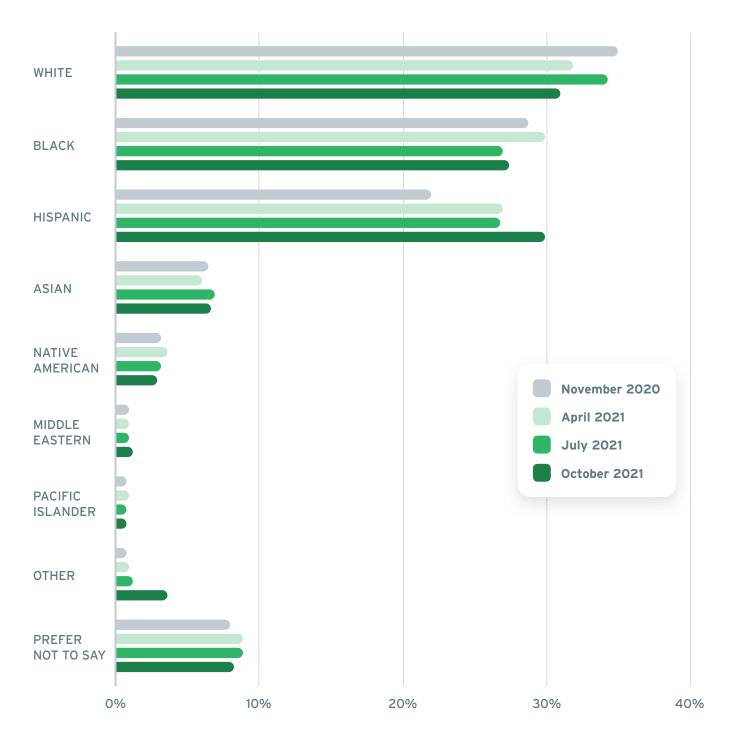
RACE AND ETHNICITY

🇺🇸 Select all the categories that apply to you...
October 2021

Legend:
- November 2020
- April 2021
- July 2021
- October 2021

Categories (US): WHITE, BLACK, HISPANIC, ASIAN, NATIVE AMERICAN, MIDDLE EASTERN, PACIFIC ISLANDER, OTHER, PREFER NOT TO SAY

X-axis: 0% 10% 20% 30% 40%

🇨🇦 Select all the categories that apply to you...
October 2021

Legend:
- November 2020
- April 2021
- July 2021
- October 2021

* Caribbean and Oceania were added as options consistently beginning in the April 2021 survey.

Categories (Canada): NORTH AMERICAN INDIGENOUS, WHITE, ASIAN, CARIBBEAN*, LATIN, CENTRAL AND SOUTH AMERICAN, MIDDLE EASTERN OR NORTH AFRICAN, OCEANIA*, BLACK, OTHER, PREFER NOT TO SAY

NO DATA (North American Indigenous, Caribbean*, Oceania*, Other — November 2020)

X-axis: 0% 20% 40% 60%

HOUSEHOLD INCOME

🇺🇸 Annual income
November 2020 vs. April 2021 vs. July 2021 vs. October 2021

🇨🇦 Annual Income
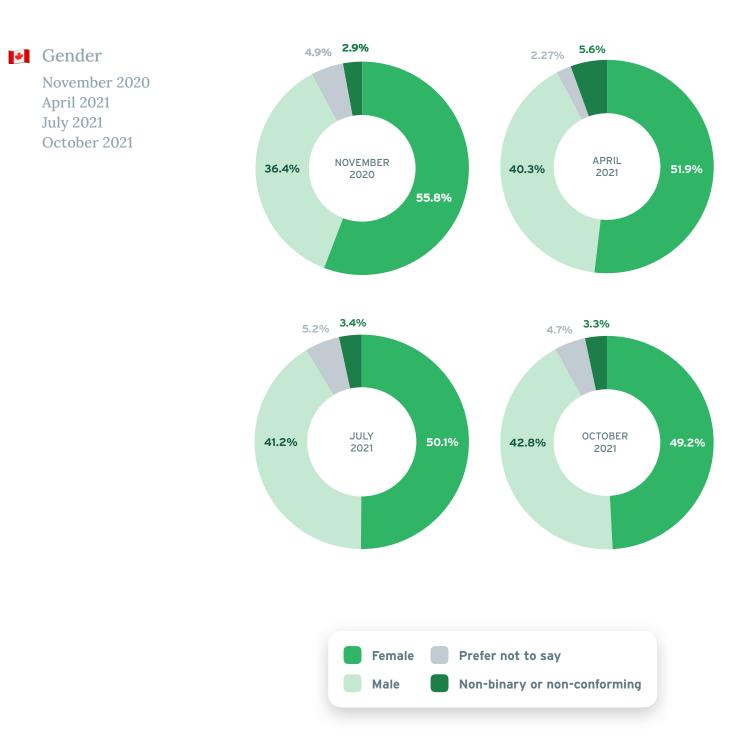November 2020 vs. April 2021 vs. July 2021 vs. October 2021

Legend:
- Under $10,000
- $10,000 to $19,999
- $20,000 to $29,999
- Prefer not so say
- $30,000 to $39,999
- $40,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $149,999
- $150,000 or more
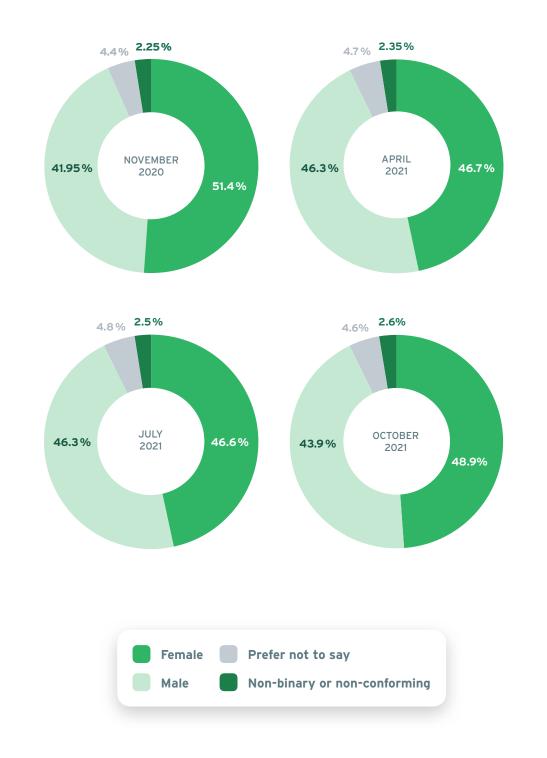
GENDER

Gender

November 2020
April 2021
July 2021
October 2021

NOVEMBER 2020
2.25%
4.4%
41.95%
51.4%

APRIL 2021
2.35%
4.7%
46.3%
46.7%

JULY 2021
2.5%
4.8%
46.3%
46.6%

OCTOBER 2021
2.6%
4.6%
43.9%
48.9%

- Female
- Male
- Prefer not to say
- Non-binary or non-conforming

🇨🇦 Gender

November 2020
April 2021
July 2021
October 2021

NOVEMBER 2020
2.9%
4.9%
36.4%
55.8%

APRIL 2021
5.6%
2.27%
40.3%
51.9%

JULY 2021
3.4%
5.2%
41.2%
50.1%

OCTOBER 2021
3.3%
4.7%
42.8%
49.2%

- Female
- Male
- Prefer not to say
- Non-binary or non-conforming

OCCUPATION

🇺🇸 Top five occupations, October 2021
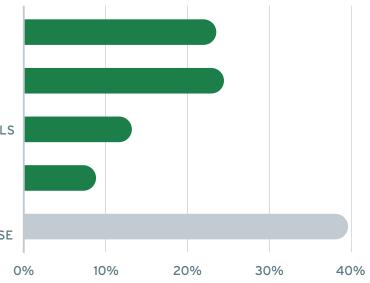
	NOV 2020	APR 2021	JUL 2021	OCT 2021
Food preparation and serving	8.44%	9.65%	8.37%	**8.68%**
Retail (including grocery and pharmacy sales jobs)	9.70%	8.37%	7.67%	**7.59%**
Education, training, and library	5.26%	4.87%	4.86%	**5.73%**
Healthcare support	5.64%	5.58%	5.86%	**5.22%**
Building and grounds cleaning and maintenance occupations	4.19%	6.35%	6.56%	**5.12%**

🇨🇦 Top five occupations, October 2021

	NOV 2020	APR 2021	JUL 2021	OCT 2021
Retail (including grocery and pharmacy sales jobs)	13.71%	14.08%	12.86%	**12.74%**
Food preparation and serving	9.78%	11.89%	9.04%	**8.96%**
Education, training, and library	4.40%	3.63%	4.16%	**4.83%**
Office and administrative support	4.71%	3.85%	4.99%	**4.23%**
Healthcare support	5.32%	6.07%	5.45%	**4.22%**
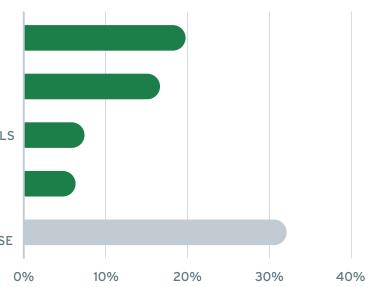
ACCESSIBILITY

🇺🇸 Do you have difficulty with...
October 2021

🇨🇦 Do you have difficulty with...
October 2021

BACKGROUND

GOALS

The survey summarized in this report ran during a two-week period in October and November 2021, with the goal of providing a snapshot of agency satisfaction and ridership needs during the recovery period from the COVID-19 pandemic. *Transit* ran similar surveys in April and November 2020, as well as April 2021 and July 2021, allowing for a comparison of relevant topics between surveys. Topics asked about in the survey include agency satisfaction measures, perception of safety on public transit, and plans to return to public transit use.

Questions in the survey, developed by *Transit* with input from a steering committee of transit agency representatives, fell into four main groups: agency ratings, current riding habits and needs, future riding habits and needs, and demographics, including work-from-home plans and industry of employment.

METHODOLOGY

Dissemination

The survey consists of 29 ridership questions, 10 demographic questions, and one meta-survey question, asking whether the respondent is willing to answer the optional demographic questions. The survey launched on October 26, 2021, remained open for two weeks, and was disseminated to *Transit* users in North America in English, Spanish and French entirely digitally via:

→ In-app banners on the home screen of the *Transit* app

→ Push notifications to *Transit* app users (which they see as a notification on their mobile device)

Duplication

The survey software prevents users from responding to the same survey twice, but this would not prevent individuals from responding from two devices. This kind of occurrence is quite rare in *Transit* surveys, but *Transit* does scan for duplicate responses by user ID, IP address, demographic information, and survey responses.

Repeat responses on surveys do occur, but typically at a low rate. In this survey, there were 512 repeat responses.

Exclusion

Users who submitted repeat responses were counted only once in the survey. Responses were included when the user responded to all required survey questions and submitted their responses. Optional questions had a 3% average non-response rate. Missing responses to optional questions are excluded when calculating the percentage per response for each question.

Responses were not excluded based on answers to demographic questions, since these were optional. Consequently, demographic data are not available for every respondent. Over 93% of respondents answered the demographic questions.

ABOUT TRANSIT

Launched in 2012 in Montreal, *Transit* is North America's most popular public transit app, with millions of active users in more than 300 cities. *Transit* is the highest ranked public transit-focused app in the App Store in North America. The app has received Apple's coveted Editor's Choice tag in the App Store, and has an App Store rating of 4.7 stars.

Right on launch, *Transit* shows users all nearby transport options and departure times in big text and bright colours. Users can easily navigate public transit with accurate real-time predictions, simple multimodal trip planning, and step-by-step navigation. With public transportation at its core, *Transit* also integrates real-time information and payment functionalities for other sustainable modes, including ridehail, bikeshare, scooters and carshare.

The app is user-supported and ad-free thanks to the Royale subscription service, which is delivered in partnership with local transit agencies. Royale gives subscribers access to full schedules and maps for transit lines that are farther away, as well as extra features and customization options. More than 80 transit agencies have partnered to make *Transit* their official or endorsed app, and a growing number of agency partners have begun gifting Royale to all their customers to deliver the best possible app experience.

Transit's goal has always been to enable users to get from A to B without their own car, and the app's ease-of-use plays an important role in improving the public transit rider experience. Because of *Transit*'s ubiquity with public transit riders across North America, the app is able to reach a sometimes-difficult segment of the population to access, and based on the surveys thus far, responses are generally reflective of the age, race, income, and other demographics of public transit riders overall. *Transit*'s surveys provide quick temperature readings within a region, benchmarked comparisons across regions, and in-depth analysis linked to user behaviours in the app itself.

Get a custom report for your agency

Join our steering committee and can subscribe to quarterly rider experience reports by reaching out to **partners@transitapp.com**.