

BRAMPTON TRANSIT

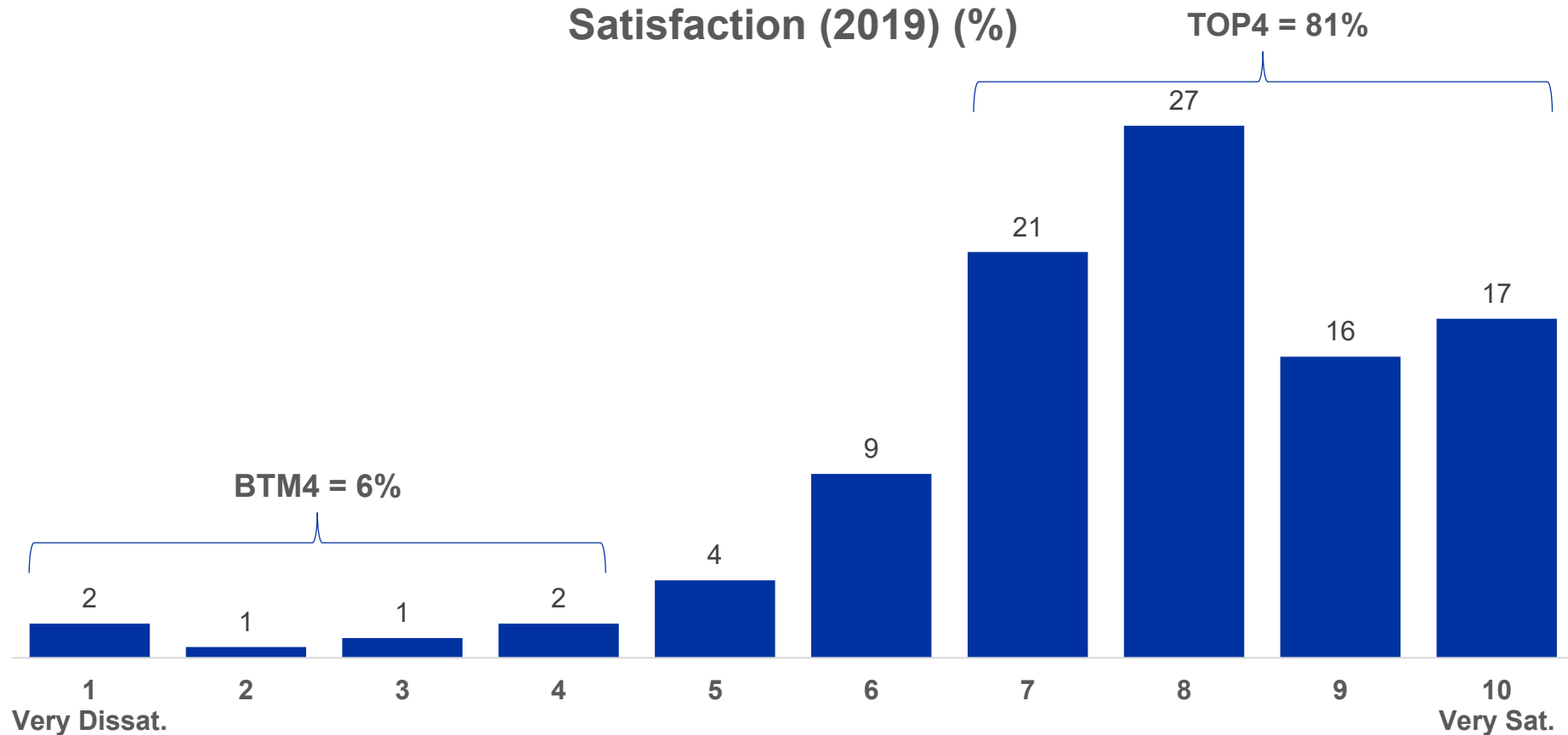
Customer Satisfaction among Brampton Transit Riders



January 24th, 2020



Overall Satisfaction



Respondents were asked to rate their satisfaction with BT over the past 3 months using a scale of 1 (not at all satisfied) to 10 (very satisfied).

Overall, the average satisfaction score is **7.7 out of 10**.

A strong majority of respondents (TOP4: 81%) say they are satisfied with Brampton Transit. While very few express dissatisfaction (BTM4: 6%).

Question:

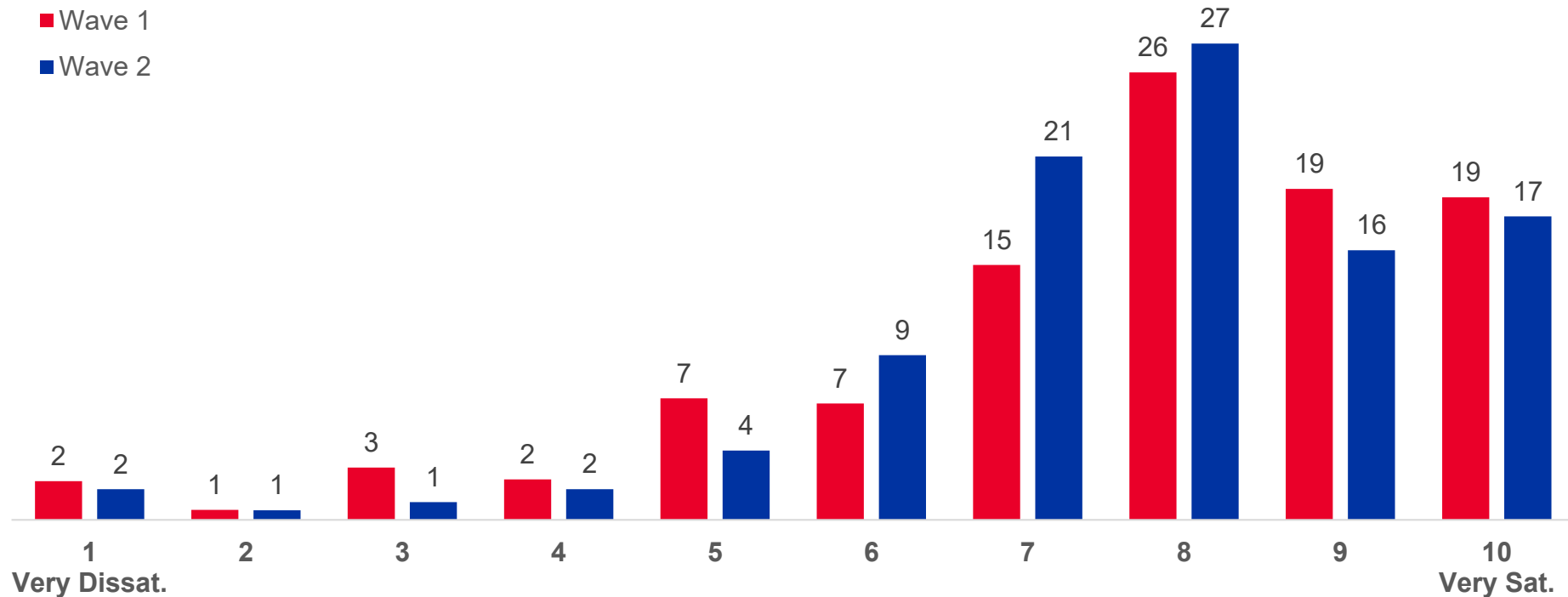
Q1. Taking into account all of your experiences with Brampton Transit, including Züm, over the past 3 months how would you rate your level of satisfaction with Brampton Transit overall? Please use a 10-point scale where 1 means very dissatisfied and 10 means very satisfied.

n = 1075

Framework: All respondents, excluding NA; **Note:** Percentages have been rounded, may not add up to 100%.

Overall Satisfaction

Satisfaction: Historical Trends (%)



Comparing the latest wave of responses with the previous wave, there are no clear changes. The most notable shift is the rise in the percentage of respondents rating their satisfaction a 7 out of 10.

The average score from Wave 1 (7.6) is virtually the same as Wave 2 (7.7).

Question:

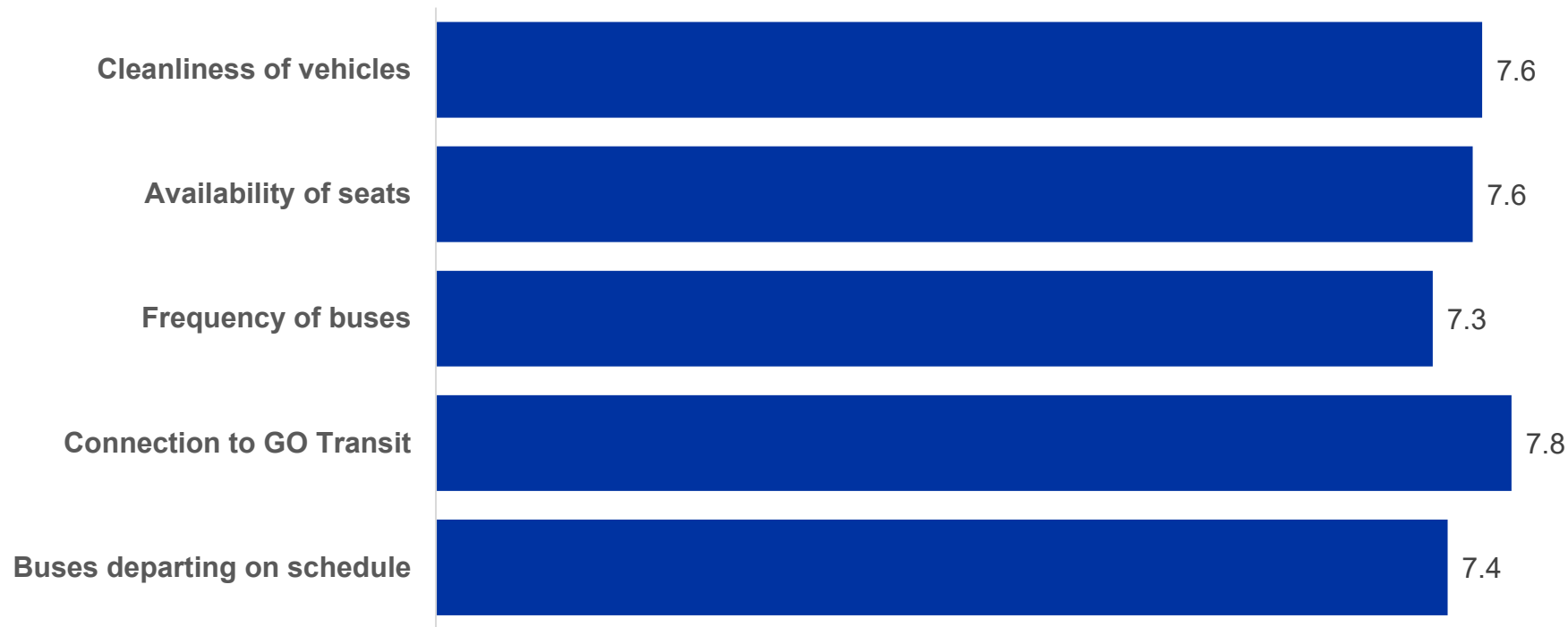
Q1. Taking into account all of your experiences with Brampton Transit, including Züm, over the past 3 months how would you rate your level of satisfaction with Brampton Transit overall? Please use a 10-point scale where 1 means very dissatisfied and 10 means very satisfied.

n = 1075

Framework: All respondents, excluding NA; **Note:** Percentages have been rounded, may not add up to 100%.

Satisfaction – Bus Services

Satisfaction: Bus Services (2019)



Overall, respondents are satisfied with BT's bus services. One area of higher satisfaction is BT's connection to GO Transit.

Areas which received lower satisfaction were related to the scheduling of buses, specifically frequency and timeliness. Both received slightly lower scores than the other areas.

Question:

Q4. Thinking about your experience over the past 3 months please rate your satisfaction with the following bus services...

n = 1073 (a), 1071 (b), 1071 (c), 641 (d), 1067 (e)

Framework: All respondents, excluding NA

Note: Percentages have been rounded, may not add up to 100%.

Satisfaction – Terminals, Shelters, Stops

Satisfaction: Bus Terminals, Shelters, and Stops (2019)



Respondents are generally quite satisfied with BT's spaces. Terminals, shelters, and stops received positive ratings across the board.

One area that received a slightly lower average score than others is the cleanliness of bus shelters.

Question:

Q5. Thinking about your experience at Brampton Transit bus terminals, Züm stations, and bus shelters over the past 3 months or so, please indicate how satisfied you are with the...

n = 1068 (a), 1067 (b), 994 (c), 1044 (d), 1059 (e), 1045 (f)

Framework: All respondents, excluding NA; **Note:** Percentages have been rounded, may not add up to 100%.

Satisfaction – Customer Service

Satisfaction: Customer Service (2019)



Some of BT's customer service representatives receive high marks, while others fall a bit short.

Bus drivers and service staff at terminals receive solid average score >8 out of 10.

Call centre agents and staff at Clark and Sandalwood facilities receive only low 7s, much lower than the aforementioned two groups.

Question:

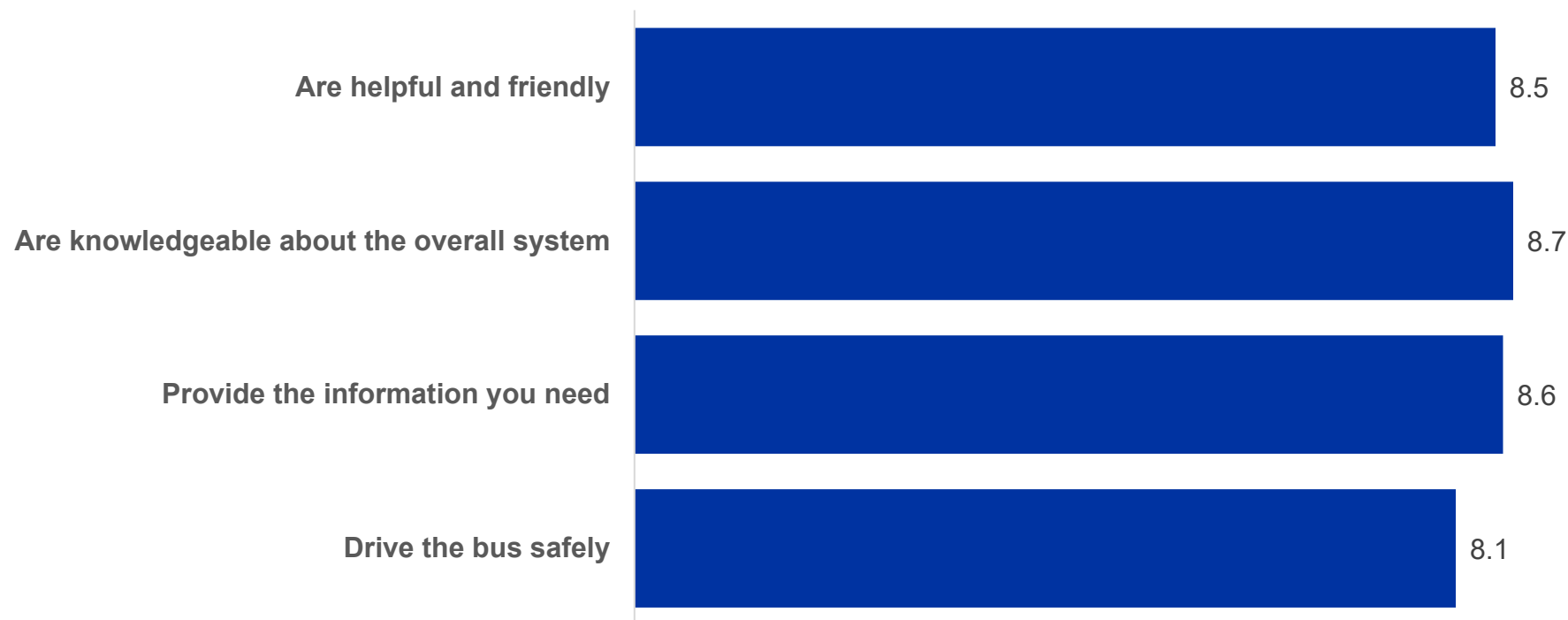
Q7. How satisfied are you with the customer service you've received over the past 3 months from...

n = 953 (a), 453 (b), 826 (c), 370 (d)

Framework: All respondents, excluding NA; **Note:** Percentages have been rounded, may not add up to 100%.

Satisfaction – Bus Drivers

Satisfaction: Bus Drivers (2019)



Bus drivers generally receive high marks in all areas of their performance, with every area surveyed receiving an average score >8.

The highest-scored area is drivers' knowledge about the overall BT system.

One area that is lower than the others is bus drivers' ability to drive the bus safely.

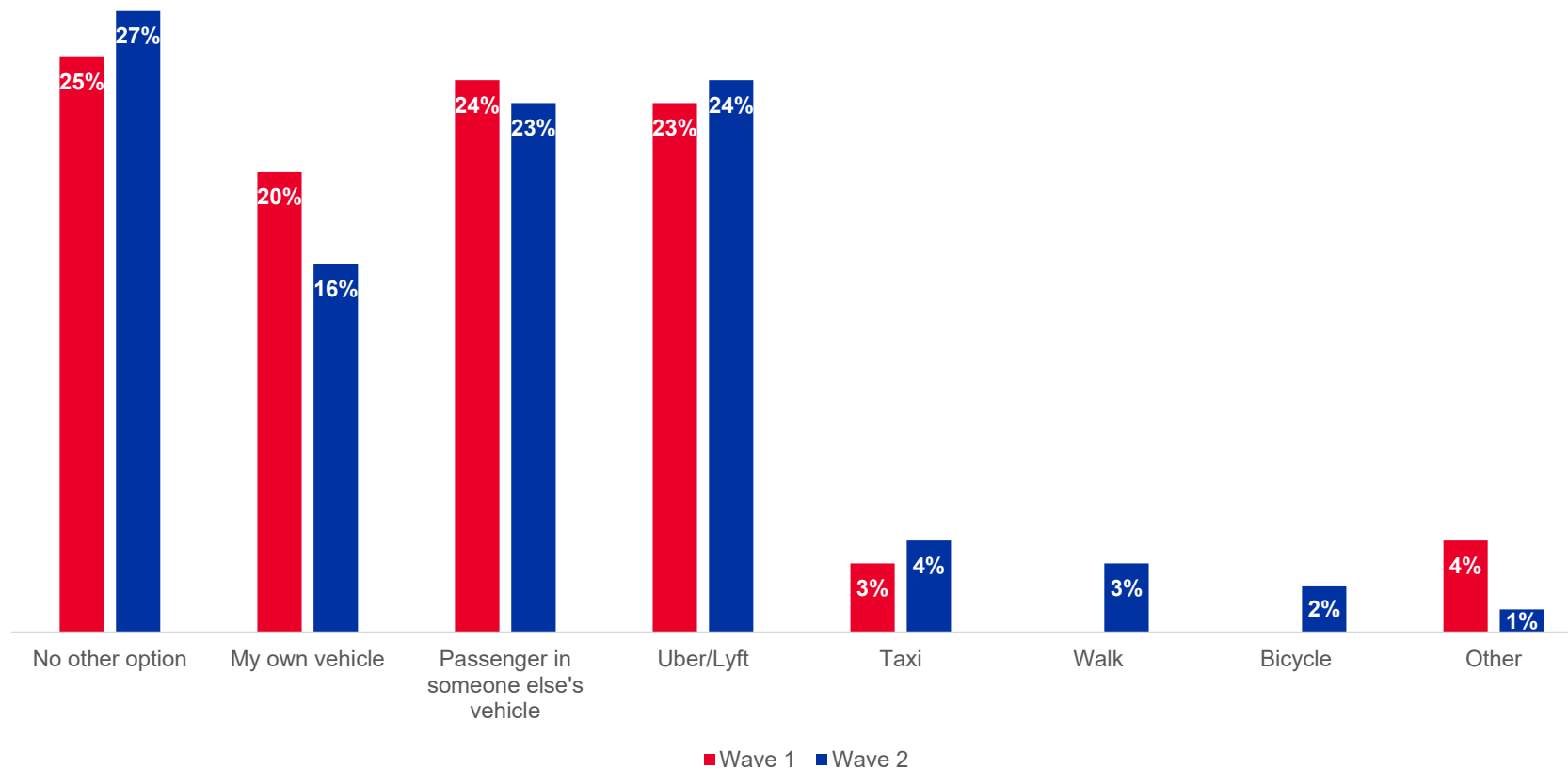
Question:

Q7. How satisfied are you with the customer service you've received over the past 3 months from...

n = 206 (a), 183 (b), 200 (c), 947 (d)

Framework: All respondents, excluding NA; **Note:** Percentages have been rounded, may not add up to 100%.

Alternative Modes of Transportation



One-quarter (27%) only use BT, another fourth (23%) are passengers in someone else's vehicle, and an additional fourth (24%) ride Uber/Lyft.

One-sixth (16%) have a car.

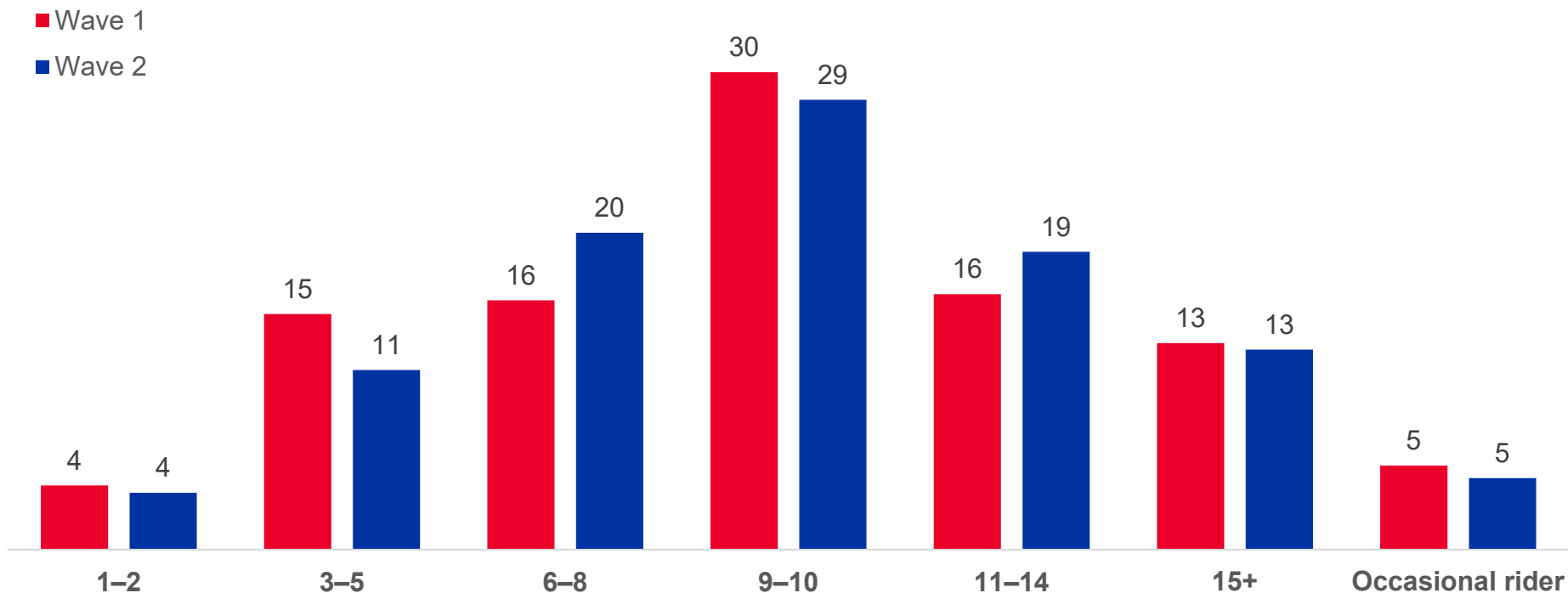
Question:

Q17. If you did not take Brampton Transit or Züm, what other modes of transportation are realistic options for you?
n=1084

Framework: all respondents; Note: Percentages have been rounded

Trip Overview – Trips per Week

Trips per Week: Historical Trends (%)



Across both waves in 2019, respondents are most likely to take 9–10 trips per week on BT.

Wave 2 respondents are more likely to report a higher number of trips per week. Between the two waves, there is a slight increase in respondents who choose 11–14 trips and 6–8 trips. There is also a slight decrease in the percentage of respondents taking 3–5 trips.

Question:

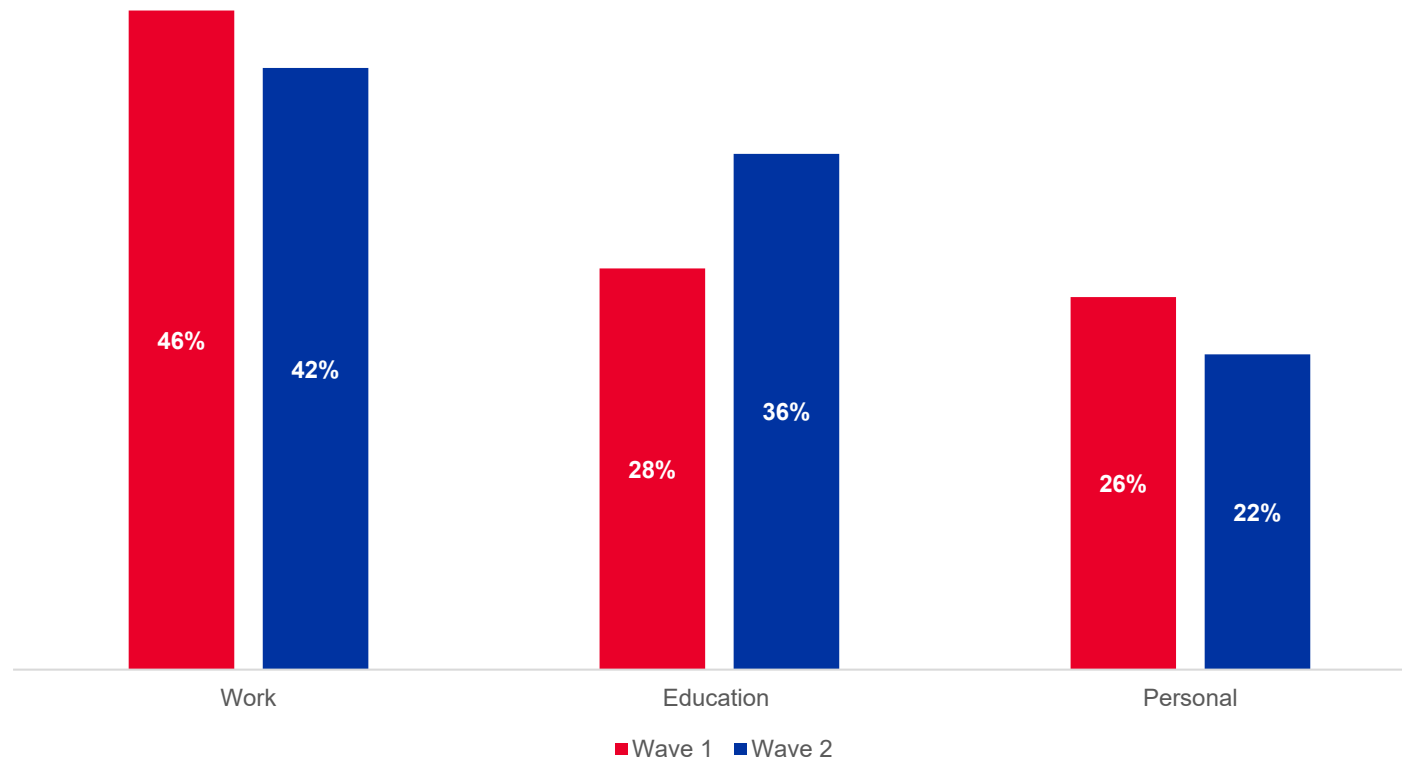
Q6. How many trips do you take in a usual week? Note that going to work and back would count as 2 trips.

n = 1077

Framework: All respondents, excluding “don’t know”

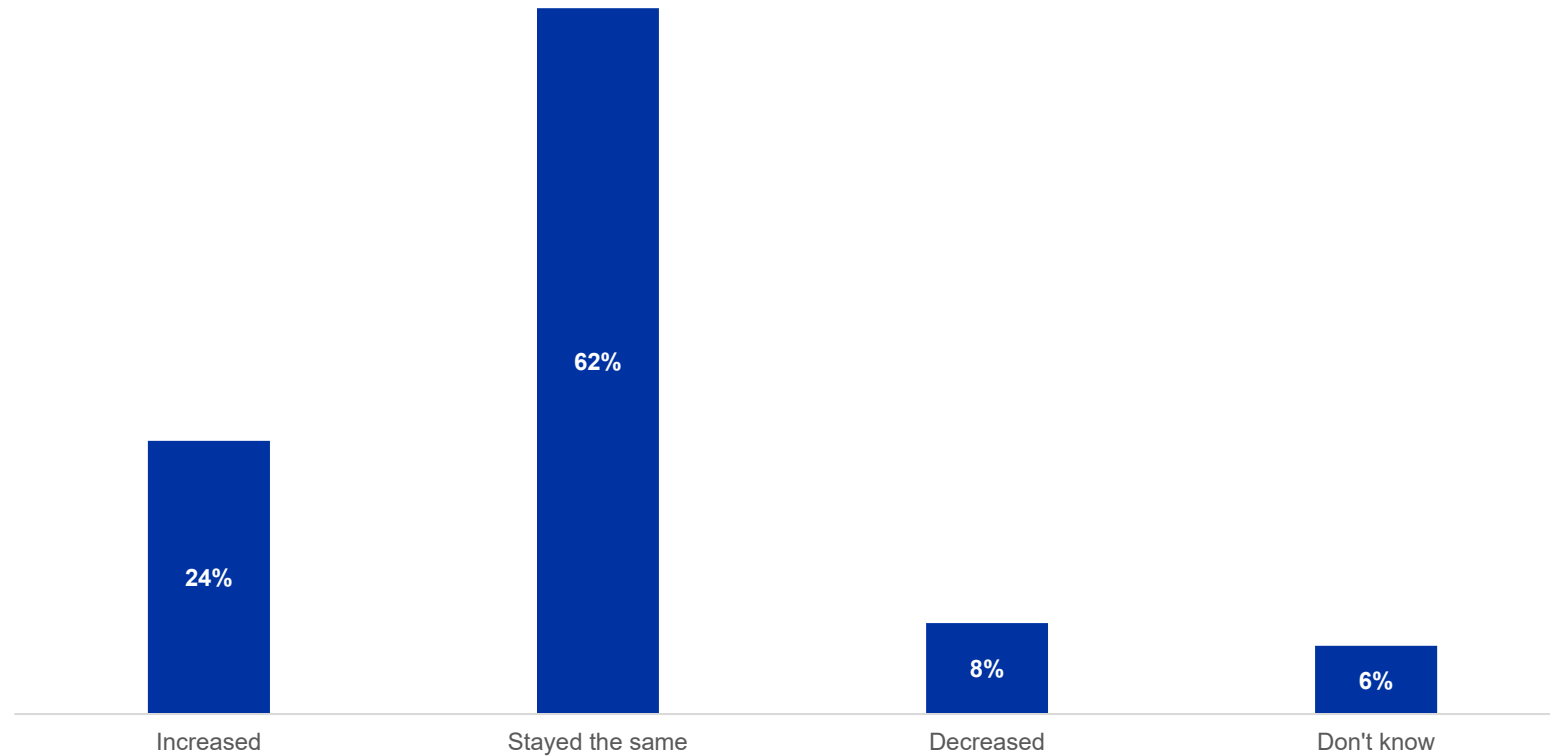
Note: Percentages have been rounded, may not add up to 100%

Reasons for using Brampton Transit



A fourth (42%) of respondents use Brampton Transit for work. More respondents are now using Brampton Transit for education than in Wave 1, which as noted previously, is not surprising given the timing of wave 1 and wave 2.

Number of Trips Over Time



For most respondents (62%) their number of trips over time has stayed the same.

Question:

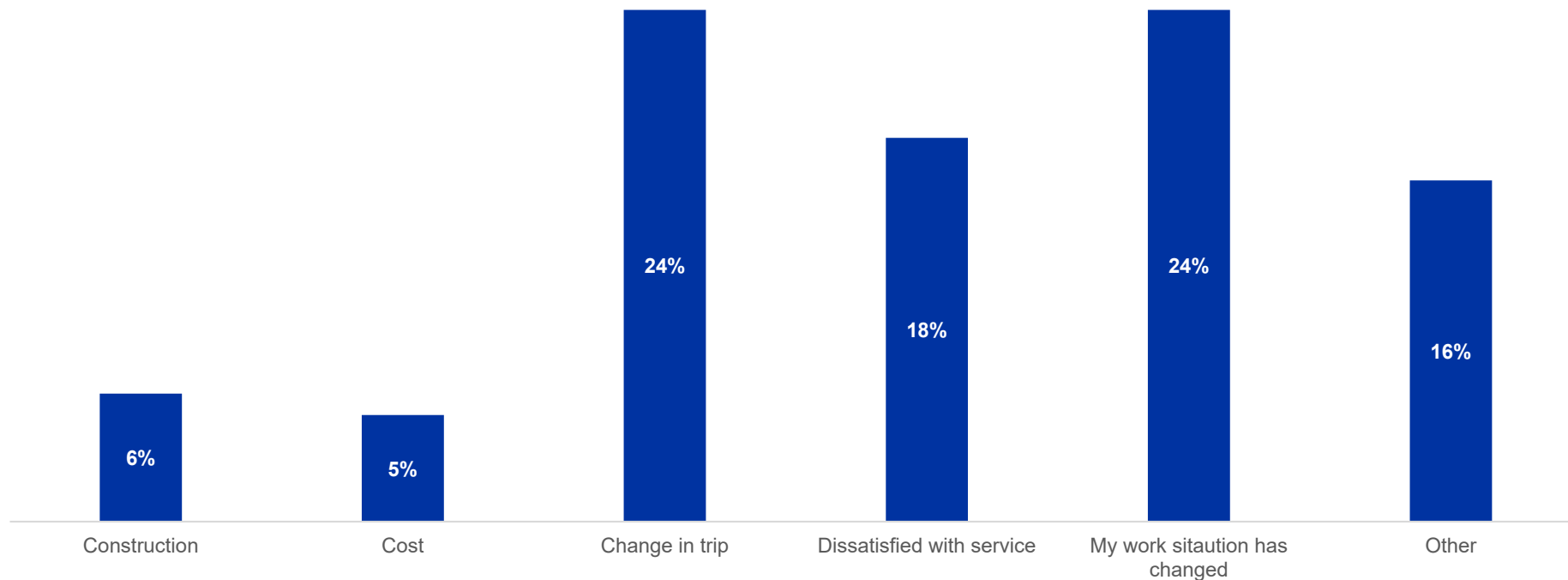
Q14. In the past 6 months, have your number of trips on Brampton Transit, including Züm, increased, stayed the same, or decreased?

n=1084

Framework: all respondents; **Note:** Percentages have been rounded

New Question in Wave 2

Number of Trips Over Time: Decreasing



Those who have decreased their number of trips over time were asked why. The most common responses include:

- Change in trip
- My work situation has changed
- Dissatisfied with service

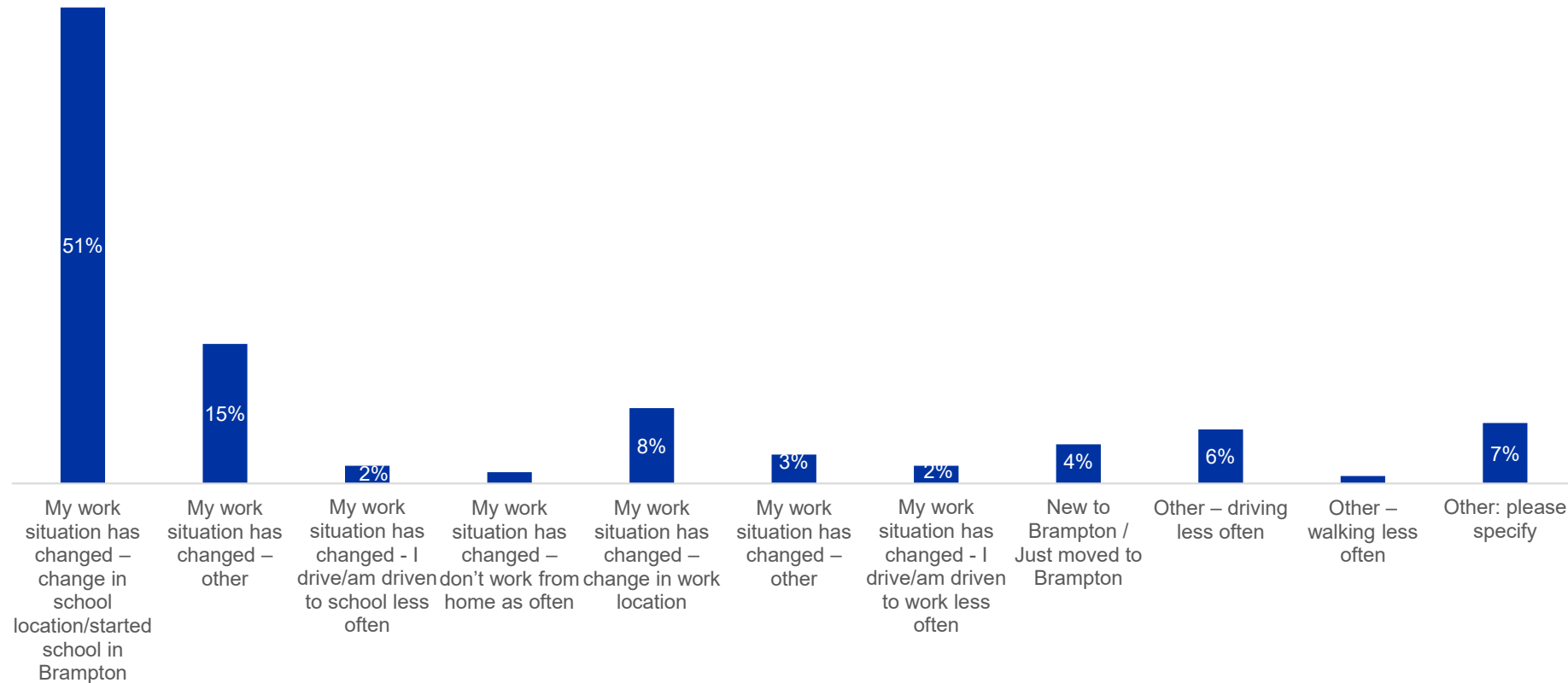
Question:

Q15. Why has the number of trips you have taken on Brampton Transit or Züm decreased in the last six months?

Framework: all respondents; **Note:** Percentages have been rounded

New Question in Wave 2

Number of Trips Over Time: Increasing



Those who have increased their number of trips over time were asked why. The most common response is “my work situation has changed (change in school, location, started school in Brampton).”

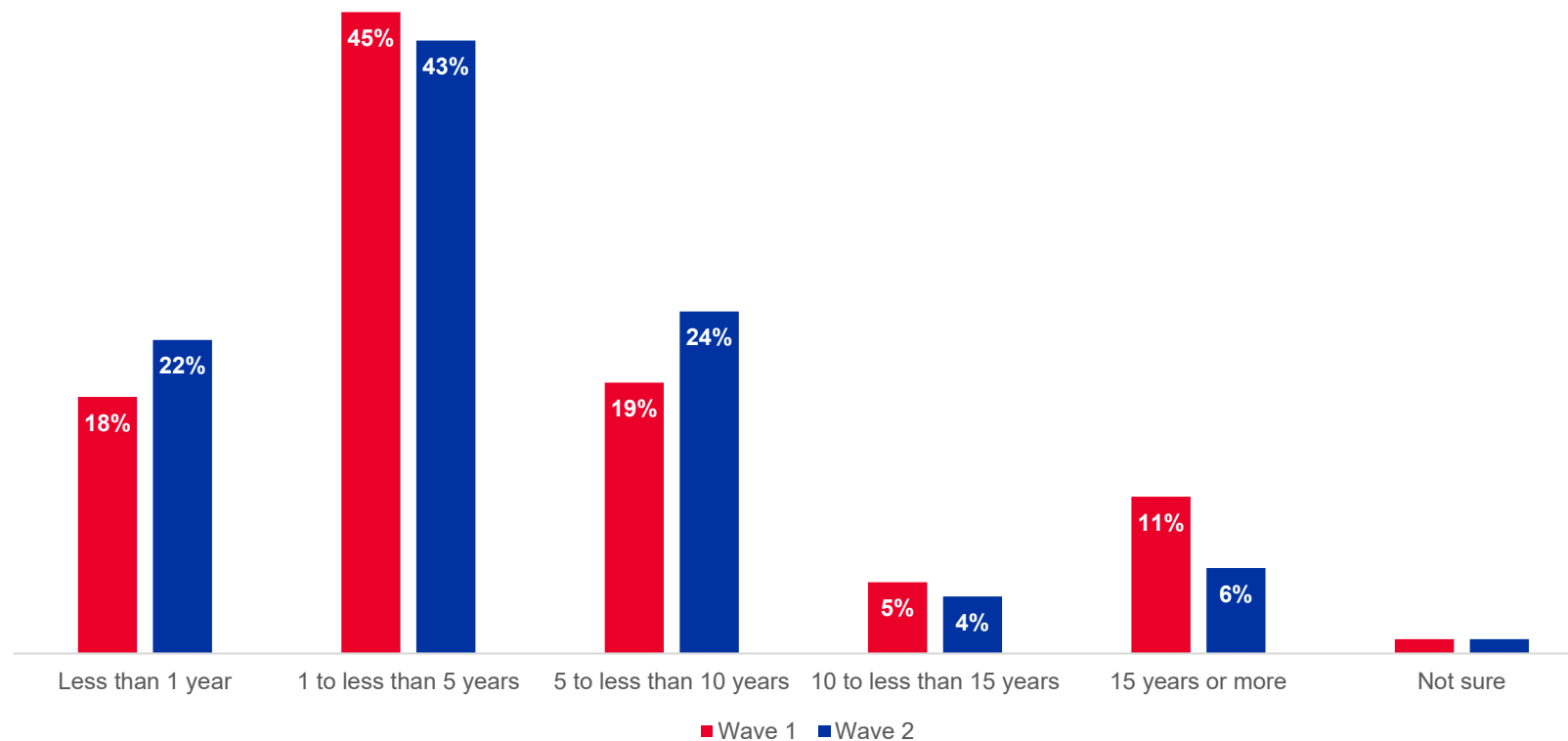
Question:

Q16. Why has the number of trips you have taken on Brampton Transit or Züm increased in the last six months?

Framework: all respondents; **Note:** Percentages have been rounded

New Question in Wave 2

Longevity



Question:

Q19. How long have you been a Brampton Transit rider?

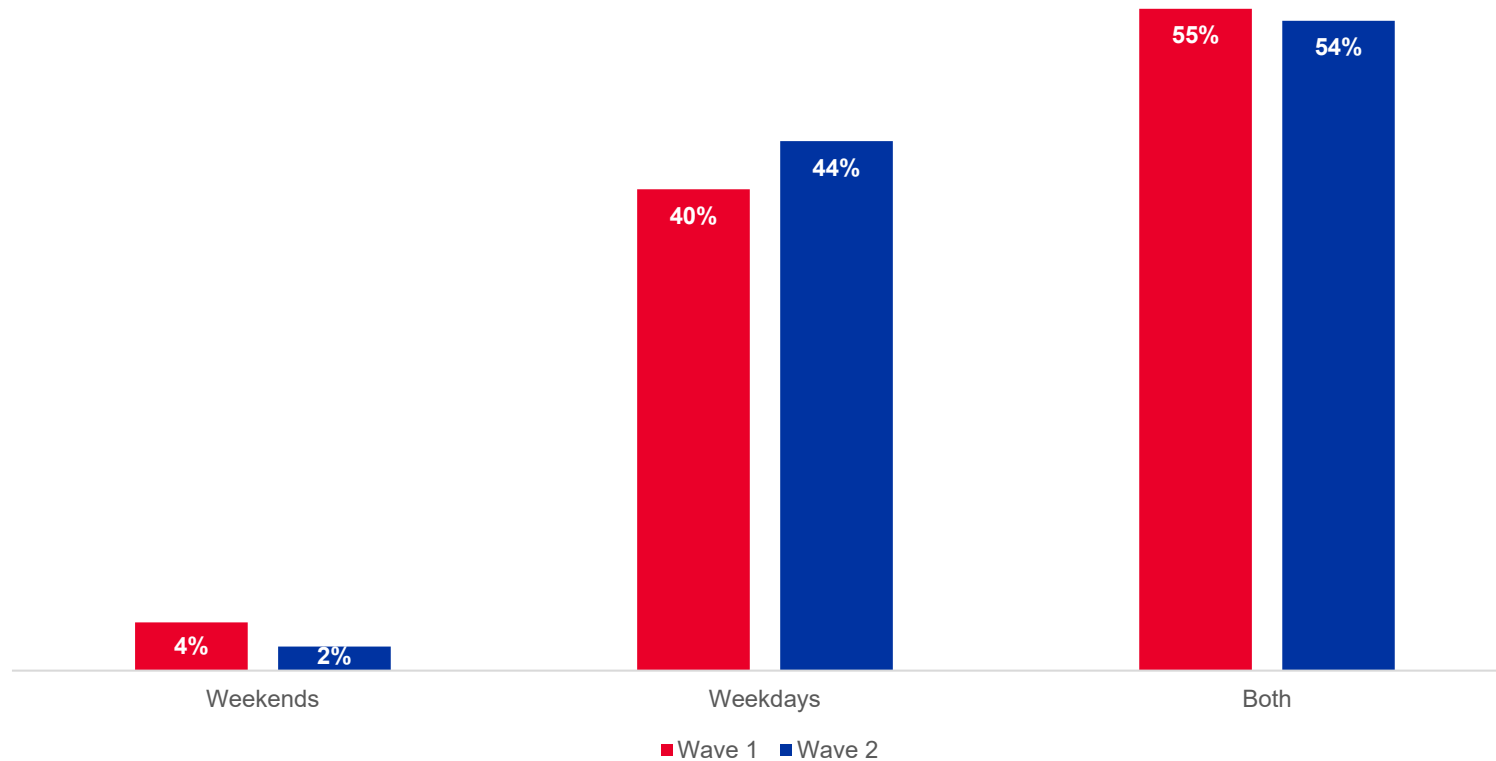
n=1084

Framework: all respondents; **Note:** Percentages have been rounded

4 in 10 (43%) respondents have been using BT for 1 to less than 5 years.

Younger respondents and low- earners are more likely to have been using BT for a shorter time. While, older respondents, and high- earners are more likely to have been using BT for a longer time.

Weekdays or Weekends



Over half (54%) of respondents use Brampton Transit both during the weekdays and weekends.

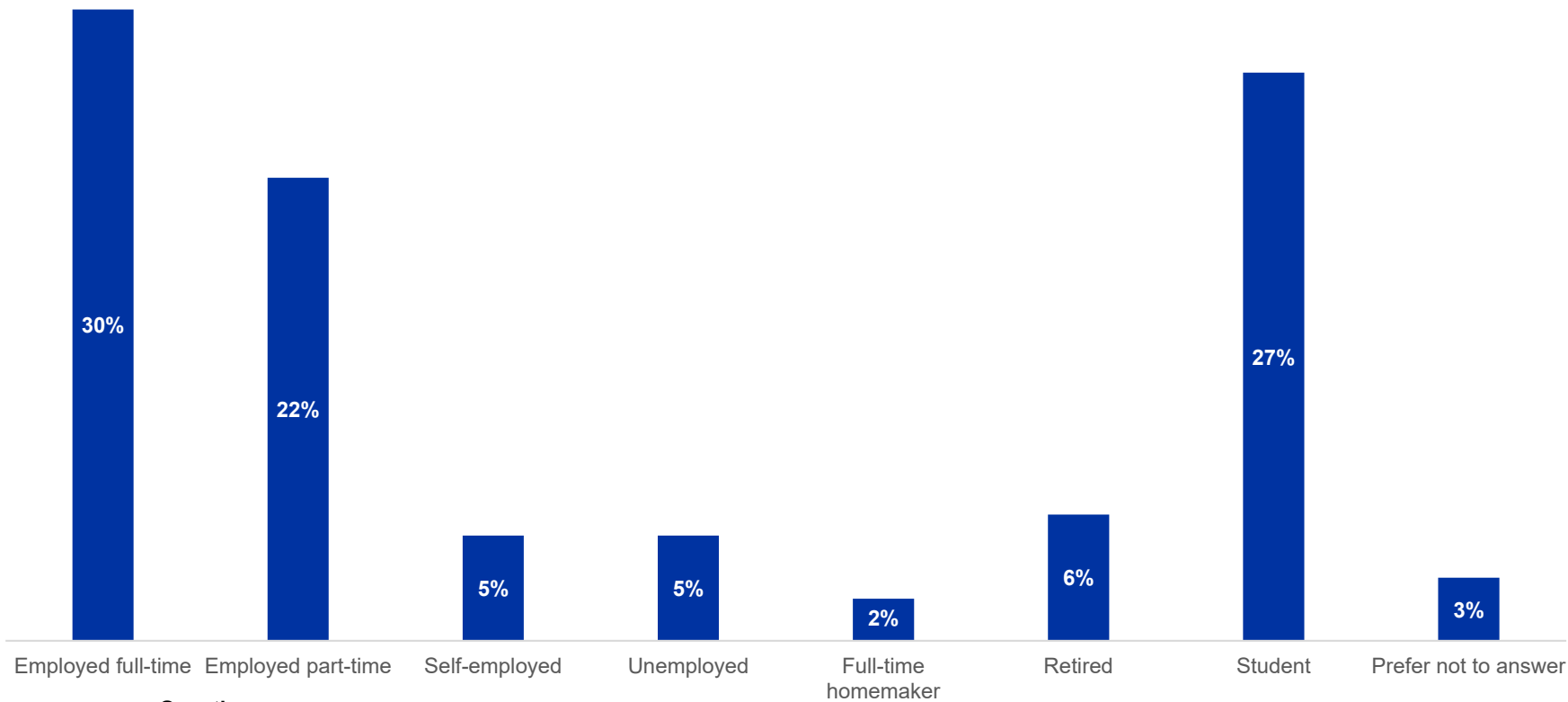
Question:

Q15. Do you typically travel on weekdays or weekends or both?

n=1084

Framework: all respondents; **Note:** Percentages have been rounded

Employment



Question:

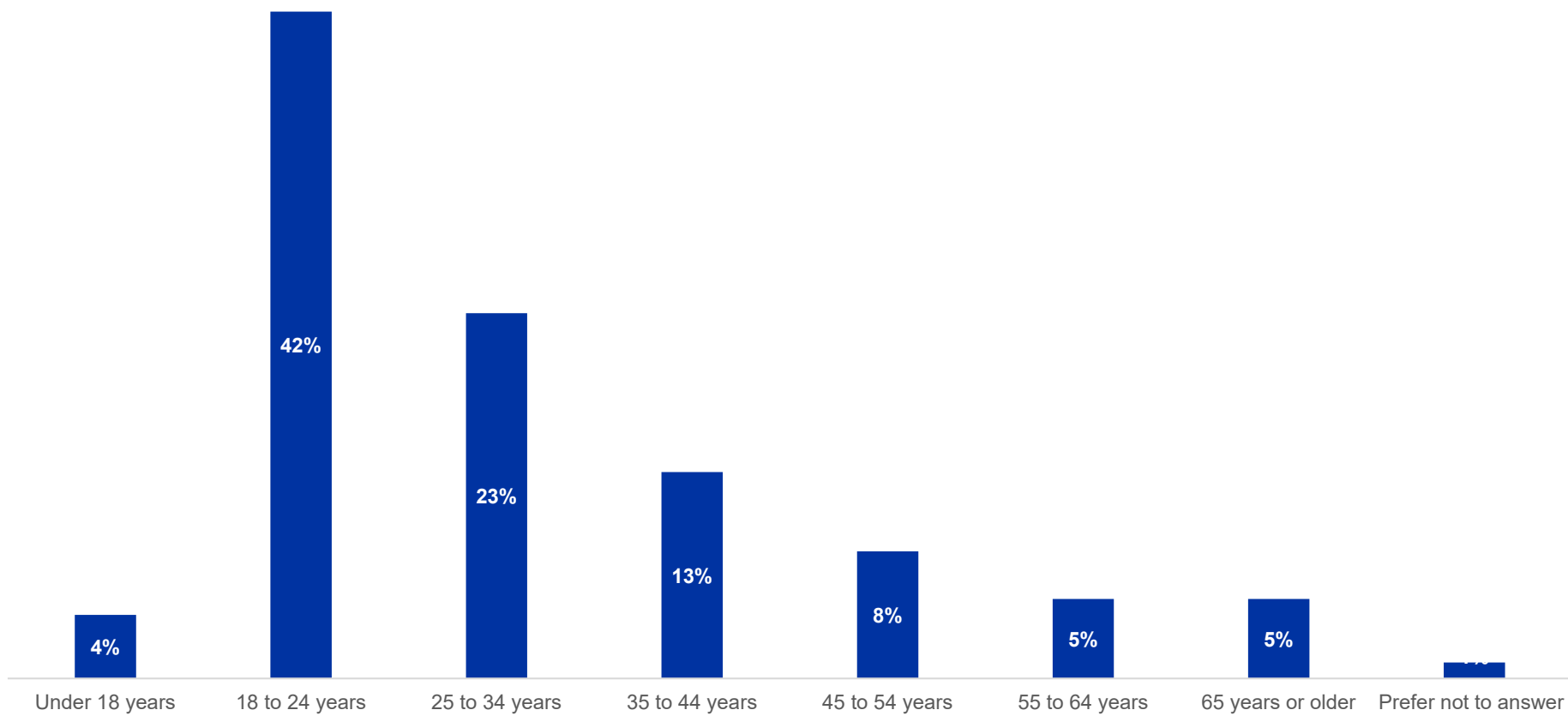
Q22. What is your current employment status?

n=1084

Framework: all respondents; **Note:** Percentages have been rounded

A third (30%) of the sample are full-time employees and another third (27%) are students.

Age



Question:
Q21. What is your age group?
n=1084

Framework: all respondents; **Note:** Percentages have been rounded

The sample has higher proportions of older respondents than younger respondents.