



Fresno Area Express 2018 Bus Customer Satisfaction Report

Key Survey Findings

Last year, Fresno Area Express (FAX) completed a statistically-reliable customer opinion and satisfaction survey. The results of the 2018 Bus Customer Satisfaction Survey are now available¹.

FAX conducts passenger surveys every 2 to 3 years to hear directly from transit riders throughout our City, refine our bus services to better meet the riders' changing needs, and compare results across years. This latest survey provides comparisons to the 2011 and 2014 FAX customer satisfaction studies.

Major Conclusions

- FAX riders demonstrate a very high level of satisfaction with the bus system, with an overall report card rating of "A-". The level of satisfaction for all bus service features has improved since the previous two survey periods, when the overall ratings were at B+.
- The most important bus service features to our transit riders are: (1) on-time performance, (2) frequency of buses, and (3) time to complete the trips.
- Our transit customers are most often taking the bus to travel to work, to get to college/school, and to run errands.
- Our riders are expressing a growing preference to receive information electronically, and almost 80 percent are willing to use an electronic fare payment system if such a system becomes available.

Customer Satisfaction with FAX Bus Service

- Customers express substantial overall satisfaction with the FAX bus system. Nearly four fifths (79 percent) are either very satisfied (42 percent) or satisfied (37 percent). Another 15 percent are slightly satisfied. On a scale of 1 to 6, where 1 = very satisfied and 6 = very dissatisfied, the mean satisfaction rating is 1.9. This represents a notable increase in satisfaction from the 2014 survey period where the mean rating was 2.3. The 2018 satisfaction rating also exceeds the rating from 2011 where mean satisfaction ratings were 2.1.
- With regard to time considerations, respondents are most satisfied with the hours of operation on weekdays (mean of 2.1) and also satisfied with time to complete trip, on-time performance, and frequency of buses (each with a mean of 2.3). Customers are also less satisfied with the operation on weekends (mean of 2.6). It is noteworthy that these five categories of time characteristics show strong improvement in satisfaction levels over the previous two survey periods.

¹ The survey was conducted through intercept and on-board interviews of 1,803 FAX passengers, which yielded a margin of error of +/-2.3 percent at the 95 percent level of confidence.



- Customers identify on-time performance as the most important bus feature (35 percent) followed by frequency of buses (18 percent). Customers accord the next level of weighted importance to time to complete trip (13 percent) followed by safety on-board buses (10 percent) and hours of operation – weekends (9 percent). These same bus service features were accorded similar levels of weighted importance in the 2014 survey.

Customer Travel Characteristics

- The dominant typical trip purposes of FAX respondent customers are work/business (26 percent), college (19 percent) and errands/personal (17 percent). Similar patterns are found in previous survey results.
- More than three-fourths (77 percent) of respondent customers do not have access to a car or other vehicle. This is consistent with the results of previous survey periods.
- Among the 23 percent who do have access to a vehicle, over one-third (35 percent) use FAX instead of their vehicle because they wish to save gasoline, noting that the bus is less expensive than using their vehicle. Similar results are found in previous survey periods.
- One-half of respondents (50 percent) pay their bus fare with cash or at the vending machine; 19 percent use 31-day passes, and another 14 percent use a school card to pay their bus fare. Cash customers have decreased since 2014 when 64 percent paid their fare using cash.
- Nearly 8 in 10 bus customers (78 percent) are willing to use an electronic fare payment system if such a system becomes available.

Customer Preferences for Receiving FAX Communications

- In 2018, customer responses show a growing preference to receive information electronically (31 percent each for the FAX website and for mobile phones, 27 percent for the My FAX app, 16 percent for social media, and 15 percent for e-mail). This represents an enormous change in preference from the 2014 and 2011 survey results.
- Smart phones are possessed by 81 percent of FAX riders, of whom 33 percent have downloaded the My FAX app. Just under ½ of customers (48 percent) use a Smart Phone but have not downloaded the My FAX app. About one-fifth (19 percent) of customers do not use a Smart Phone.
- Approximately 8 in 10 bus customers (79 percent) have access to the Internet on a daily basis.

Rider Demographics

- Just over ½ of respondents (52 percent) are female.
- English is the primary language spoken in the home for over 91 percent of respondents.
- The average household size is 3.5 persons.
- Respondents are primarily Hispanic/Latino (47 percent), African American/Black (22 percent) and White (18 percent).



- Over ½ of respondents (54 percent) earn an annual income of less than \$10,000 and another 22 percent earn between \$10,000 and \$19,999 on an annual basis. The median respondent annual household income is \$9,300.
- Nearly ½ of respondents (48 percent) are between 18 and 34 years of age with another 27 percent recorded as between 35 to 54 years of age. Over 70 percent have a high school education or less, and 17 percent have a college degree or more education.
- Nearly 37 percent of respondents are employed either full-time (20 percent) or employed part-time (17 percent), and another 24 percent are students. Among non-student respondents, 14 percent are unemployed.

FAX thanks all of the transit riders that took the time to respond to the surveys. A major goal is to use the results to refine our bus services to meet passenger needs. If you have any additional comments, please contact us at FAX!