

AATA Web Survey

Abstract

A survey was completed of users of the AATA's worldwide web site in 1997. The sample was self-selected and hence not scientific.

The survey focused on the usefulness of the site itself, as well as interest in real-time schedule information. The website was generally seen as useful, though only a minority of users indicated that they would utilize real-time schedule information if it were posted there.

WebSurvey

During 1997, visitors to the Ann Arbor Transportation Authority's worldwide web site were invited to complete an electronic questionnaire about their experience with the site. Eighty surveys were collected, representing a non-scientific self-selected sample of visitors to the site. It is fair to assume that the respondents choosing to complete the survey are more web-savvy group than the average website visitor, and certainly more than the average passenger. Thus, this is not a scientific sample, but a self-selected sample, most like on the basis of interest in the topic of public transportation, or inclination to use the worldwide web.

Since most of the data are ordinal (ranked responses), frequency distributions are used as the method of analysis. Since the sample size is small and the survey non-random, inferring from this sample to the larger population would not be statistically significant. We can, however, make some preliminary conclusions as to what web savvy riders and nonriders feel about AATA's web page and transportation services. We must be cautious with the percentage figures contained in this analysis (particularly those broken down in to riders and nonriders) since they are based on small samples.

Demographics

The typical respondent to the survey was a male bus rider, aged 26 to 35, resident of Ann Arbor with Internet access at home and at work (with an even higher percent at home).

64% of respondents had ridden an AATA bus. Respondents were 84% majority male, with 85% of all respondents (male and female) under age 45.

Web Usage

For most respondents (63%), this was their first visit to the AATA web page, most of whom were just browsing, while a lesser percentage (but a still useful figure) sought out AATA bus schedule information or a map of AATA bus routes. The majority found the ease of navigation of the web site "about average" or "easier than most web sites," with pages loading quickly.

Of the riders, most (70%) had not used the web site to plan a trip on AATA, but of those who did, they found the information very accurate and would definitely use the AATA web site again to plan a trip. (See question 6.) Overall the presence of the AATA ride guide on the web scored well as "very useful," as did the system map and fares information. Most respondents did not visit the AOS link

A quarter (25%) of the riders indicated that real-time information informing them of the minutes until a bus will arrive would be useful. The majority of respondents indicated their AATA ridership might increase due to the information on the web. The majority would access the actual locations of buses along their routes, if this were made available, most likely influencing their decision to make the trip by bus.

All riders and 93% of nonriders indicate they would visit the AATA web site again.

AATA Web Survey Results

Study Parameters:

Sample size = 80

Survey questions, # of variables = 20

Question breakdown:

Usage of the web = 13 questions (#1-4, #6-14)

Demographic information = 7 questions (#5, #15-20)

First number is always percentage (2nd number is always raw count)

1. About how many times have you visited AATA's web site?

	n=80 Overall	n=51 Rider	n=29 Nonrider
1) THIS IS MY FIRST VISIT	63% (50)	51% (26)	83% (24)
2) 2 OR 3 TIMES	20% (16)	24% (12)	14% (4)
3) 4 OR 5 TIMES	8% (6)	10% (5)	3% (1)
4) 6 TO 10 TIMES	1% (1)	2% (1)	0% (0)
5) MORE THAN 10 TIMES	9% (7)	14% (7)	0% (0)

2. What is the primary reason that you visited AATA's web site today?

	n=80 Overall	n=51 Rider	n=29 Nonrider
1) TO FIND AATA BUS SCHEDULE INFORMATION	21% (17)	27% (14)	10% (3)
2) TO FIND OUT ABOUT AATA BUS FARES	1% (1)	2% (1)	0% (0)
3) TO VIEW A MAP OF AATA BUS ROUTES	15% (12)	18% (9)	10% (3)
4) TO CONTACT AATA PERSONNEL	1% (1)	2% (1)	0% (0)
5) TO LEARN HOW TO RIDE AATA BUSES	3% (2)	0% (0)	7% (2)
6) TO FIND INFO ON AATA SPECIAL SERVICES	1% (1)	2% (1)	0% (0)
7) JUST BROWSING	40% (32)	33% (17)	52% (15)
8) OTHER (PLEASE SPECIFY: <u>See Appendix A</u>)	18% (14)	16% (8)	21% (6)

3. Compared to other web sites that you visit, did you find it easy or difficult to navigate through AATA's web site to the information that you wanted?

	Overall n=80	Rider n=51	Nonrider n=29
1) MUCH EASIER THAN MOST WEB SITES	15% (12)	12% (6)	21% (6)
2) EASIER THAN MOST WEB SITES	41% (33)	39% (20)	45% (13)
3) ABOUT AVERAGE	41% (33)	47% (24)	31% (9)
4) MORE DIFFICULT THAN MOST WEB SITES	1% (1)	2% (1)	0% (0)
5) MUCH MORE DIFFICULT THAN MOST WEB SITES	1% (1)	0% (0)	3% (1)

4. While navigating through the AATA web site, how fast and responsive did you find it?

	Overall	Rider	Nonrider
	n=80	n=51	n=29
1) PAGES LOADED QUICKLY	60% (48)	65% (6)	52% (15)
2) PAGES LOADED WITH AVERAGE SPEED	31% (25)	23.5% (20)	45% (13)
3) PAGES LOADED TOO SLOWLY	9% (7)	11.5% (24)	3% (1)

5. Have you ever ridden an AATA bus?

- 1) YES 64% (51) RIDER
- 0) NO (PLEASE SKIP TO QUESTION 7.) 36% (29) NONRIDER

The following three questions (Q6) are contingent on a "Yes" rider response in Q5.

6A. Have you ever used the information from AATA's web site to plan a trip on an AATA bus?

- n=43
- 1) YES 30% (14) of 51 riders (thus, 17% of all 80 have planned a trip)
- 0) NO (PLEASE SKIP TO QUESTION 7.) 70% (29) of 51 riders

The following two questions are contingent on a "Yes" rider response in Q6A.

6B. If YES, how accurate was the information provided by the AATA web site?

- n=14
- 1) VERY ACCURATE 93% (13) of 14 trip planners of 51 riders
- 2) SOMEWHAT ACCURATE 7% (1) of 14 trip planners of 51 riders
- 3) NOT AT ALL ACCURATE 0% (0)

6C. If YES, will you use the AATA web site again for trip planning?

- n=14
- 1) DEFINITELY YES 79% (11) of 14 trip planners of 51 riders
- 2) PROBABLY YES 14% (2) of 14 trip planners of 51 riders
- 3) NOT SURE OR UNDECIDED 7% (1) of 14 trip planners of 51 riders
- 4) PROBABLY NO 0% (0)
- 5) DEFINITELY NO 0% (0)

7. If current (or real-time) AATA bus information could be displayed on this web site, which of the following would be most useful to you? (Please select no more than 2.) (samples larger because of two responses to question; %'s based on responses, nonresponses not included in sample size)

	n=116 Overall	n=74 Rider	n=42 Nonrider
1) ACTUAL BUS LOCATIONS FOR ALL ROUTES	25% (29)	26% (19)	24%(10)
2) ACTUAL BUS LOCATION FOR ROUTES I SELECT ONLY	24% (28)	24%(18)	24%(10)
3) MINUTES UNTIL BUS WILL ARRIVE AT STOP I SELECT	33% (38)	34% (25)	31%(13)
4) OTHER (PLEASE DESCRIBE see Appendix A)	3% (4)	3% (2)	5%(2)
5)REAL-TIME INFO WOULD NOT BE USEFUL TO ME	15% (17)	14% (10)	17%(7)

Considering your own trip information and travel needs, how useful did you find each of the following sources of information on the AATA web site?

8. AATA System Map	n=80 Overall	n=51 Riders	n=29 Nonriders
1) VERY USEFUL	49% (39)	53% (27)	41% (12)
2) SOMEWHAT USEFUL	26% (21)	27% (14)	24% (7)
3) NOT VERY USEFUL	0% (0)	0% (0)	0% (0)
4) NOT AT ALL USEFUL	0% (0)	0% (0)	0% (0)
5) DID NOT VIEW THE MAP	25% (20)	20% (10)	34% (10)
9. AATA Ride Guide	n=80 Overall	n=51 Riders	n=29 Nonriders
1) VERY USEFUL	56% (45)	61% (31)	48% (14)
2) SOMEWHAT USEFUL	18% (14)	19.5% (10)	14% (4)
3) NOT VERY USEFUL	0% (0)	0% (0)	0% (0)
4) NOT AT ALL USEFUL	0% (0)	0% (0)	0% (0)
5) DIDN'T VIEW <i>RIDE GUIDE</i>	26% (21)	19.5% (10)	38% (11)
10. AATA Fares Information	n=80 Overall	n=51 Riders	n=29 Nonriders
1) VERY USEFUL	48% (38)	51% (26)	41% (12)
2) SOMEWHAT USEFUL	23% (18)	27% (14)	14% (4)
3) NOT VERY USEFUL	3% (2)	0% (0)	7% (2)
4) NOT AT ALL USEFUL	3% (2)	2% (1)	3% (1)
5) DIDN'T VIEW FARE INFO	25% (20)	20% (10)	34% (10)

Same questions 8-10, presented in different format:

% Answering VERY USEFUL

	Overall	Riders	Nonriders
AATA System Map	49% (39)	53% (27)	41% (12)
AATA Ride Guide	56% (45)	61% (31)	48% (14)
AATA Fares Information	48% (38)	51% (26)	41% (12)

% Answering SOMEWHAT USEFUL

	Overall	Riders	Nonriders
AATA System Map	26% (21)	27% (14)	24% (7)
AATA Ride Guide	18% (14)	19.5% (10)	14% (4)
AATA Fares Information	23% (18)	27% (14)	14% (4)

% Answering NOT VERY USEFUL

	Overall	Riders	Nonriders
AATA System Map	0% (0)	0% (0)	0% (0)
AATA Ride Guide	0% (0)	0% (0)	0% (0)
AATA Fares Information	3% (2)	0% (0)	7% (2)

% Answering NOT AT ALL USEFUL

	Overall	Riders	Nonriders
AATA System Map	0% (0)	0% (0)	0% (0)
AATA Ride Guide	0% (0)	0% (0)	0% (0)
AATA Fares Information	3% (2)	2% (1)	3% (1)

% Answering DID NOT VIEW

	Overall	Riders	Nonriders
AATA System Map	25% (20)	20% (10)	34% (10)
AATA Ride Guide	26% (21)	19.5% (10)	38% (11)
AATA Fares Information	25% (20)	20% (10)	34% (10)

11. Did you visit the web page describing AATA's new Advanced Operating System (AOS)?

	Overall n=80	Riders n=51	Nonriders n=29
1) YES	37.5% (30)	39% (20)	34% (10)
0) NO	62.5% (50)	61% (31)	66% (19)

12. Does the presence of AATA information on the web increase the likelihood that you will ride AATA buses?

	Overall	Riders	Nonriders
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	n=59	n=31	n=28
1) YES	68% (40)	77% (24)	57% (16)
0) NO	32% (19)	23% (7)	43% (12)

13A. If AATA's web page displayed the actual locations of buses along their routes, would you access this information?

	Overall n=80	Riders n=51	Nonriders n=29
1) YES	75% (60)	78% (40)	69% (20)
0) NO (PLEASE SKIP TO Q14.)	25% (20)	22% (11)	31% (9)

13B. Would you use this information in deciding whether or not to take a trip by bus?

	Overall n=59	Riders n=40	Nonriders n=19
1) DEFINITELY YES	44% (26)	48% (19)	37% (7)
2) PROBABLY YES	25% (15)	23% (9)	32% (6)
3) NOT SURE OR UNDECIDED	17% (10)	15% (6)	21% (4)
4) PROBABLY NO	12% (7)	13% (5)	11% (2)
5) DEFINITELY NO	2% (1)	3% (1)	0% (0)

14. Do you plan to visit the AATA web site again?

	Overall n=80	Riders n=51	Nonriders n=29
1) YES	97.5% (78)	100% (51)	93% (27)
0) NO	2.5% (2)	0% (0)	7% (2)

15. At work, do you have access to a computer linked to the Internet?

	Overall n=80	Rider n=51	Nonrider n=29
1) YES	82.5% (66)	82% (42)	83% (24)
0) NO	17.5% (14)	18% (9)	17% (5)

16. At home, do you have a computer linked to the INTERNET?

	n=80	n=51	n=29
	Overall	Rider	Nonrider

1) YES	90% (72)	92% (47)	86% (25)
0) NO	10% (8)	8% (4)	14% (4)

17. Are you?

	Overall n=80	Rider n=51	Nonrider n=29
1) MALE	84% (67)	84% (43)	83% (24)
2) FEMALE	16% (13)	16% (8)	17% (5)

18. What is your age?

	Overall n=80	Rider n=51	Nonrider n=29
1) LESS THAN 18	7.5% (6)	8% (4)	7% (2)
2) 18 TO 25	15% (12)	16% (8)	14% (14)
3) 26 TO 35	42.5% (34)	45% (23)	38% (11)
4) 36 TO 45	19% (15)	16% (8)	24% (7)
5) 46 TO 55	11% (9)	12% (6)	10% (3)
6) 56 TO 65	2.5% (2)	2% (1)	3% (1)
7) MORE THAN 65	2.5% (2)	2% (1)	3% (1)

19. Where do you live?

	Overall n=80	Rider n=51	Nonrider n=29
1) ANN ARBOR, MICHIGAN	48% (38)	71% (36)	7% (2)
2) YPSILANTI, MICHIGAN	9% (7)	10% (5)	7% (2)
3) ELSEWHERE IN A2 AREA	6% (5)	6% (3)	7% (2)
4) OUTSIDE ANN ARBOR AREA	38% (30)	14% (7)	79% (23)

20. What is your e-mail address?

(See Appendix B)

Appendix A: Qualitative Answers to "Other" Questions

2. What is the primary reason that you visited AATA's web site today?

"Other" responses:

Rider responses:

To learn about AOS

Art fair bus info

To ask about the missing bus shelter at North University and State

To fill out ride share survey

To check out BTC schedule during construction

To redownload screen saver

To see a bus map

Nonrider responses:

To learn about AOS

Bus maniac

Research

To download AOS software

GPS map from Rockwell

Looking for bus pictures

8. If current (or real-time) AATA bus information could be displayed on this web site, which of the following would be most useful to you? (Please select no more than 2.)

"Other" responses:

Rider responses:

Emergencies, jams, etc

Other info on disrupted routes, travel times, etc.

Real time info would be useful to me.

Nonrider responses:

Do not live in AA.

I would like to see that.

Brief Analysis of E-mail addresses:

Riders with "umich" extension = 35% (18 out of 51)

Nonriders with "umich" extension = 7% (2 out of 29)

Demographic Summary/Overview

	Rider	NonRider
Computer Linked to Internet at WORK	82% (42)	83% (24)
No Access at WORK	18% (9)	17% (5)
Computer Linked to Internet at HOME	92% (47)	86% (25)
No Access at HOME	8% (4)	14% (4)
MALE	84% (43)	83% (24)
FEMALE	16% (8)	17% (5)
LESS THAN 18	8% (4)	7% (2)
18 TO 25	16% (8)	14% (14)
26 TO 35	45% (23)	38% (11)
36 TO 45	16% (8)	24% (7)
46 TO 55	12% (6)	10% (3)
56 TO 65	2% (1)	3% (1)
MORE THAN 65	2% (1)	3% (1)
ANN ARBOR, MICHIGAN	71% (36)	7% (2)
YPSILANTI, MICHIGAN	10% (5)	7% (2)
ELSEWHERE IN A2 AREA	6% (3)	7% (2)
OUTSIDE ANN ARBOR AREA	14% (7)	79% (23)