ASUCD UNITRANS CUSTOMER SURVEY REPORT

Fall 2020

ASUCD Unitrans

Planning Department

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Introduction & Methodology

The COVID-19 pandemic that started in March 2020 has greatly affected Unitrans service and ridership. To better understand customer traveling behaviors and receive feedback, a customer survey is deployed every three years. Compared to previous surveys, a new section was added at the beginning of the survey this year with questions related to the COVID-19 pandemic. Specifically, these questions were asked to study changes in travel patterns and confidence level on COVID-19-related measurements that Unitrans implemented for our customers. The remaining two sections follow the typical Unitrans customer survey format and focus on the customer's overall experience riding Unitrans and sociodemographic information, such as their ethnicity and vehicle owner status.

Due to the COVID-19 pandemic, survey distribution efforts were substantially changed to limit physical contact with customers. Throughout November 2020, Unitrans promoted a digital-only survey. Instead of in-person surveyors physically handing out surveys to customers, signage was placed at the front of the buses and attached to stanchions and seats throughout the buses so that customers were able to access the digital survey by scanning a QR code. Unitrans also distributed a survey link via various social media platforms (Facebook and Instagram). In addition, the customer survey was promoted through announcements by survey ambassadors at the Silo and Memorial Union terminals. Customers were referred to the Unitrans website where the survey could be found. Customers had the option to complete a version of the survey in English, Spanish, or Chinese, an improvement from previous years when typically only an English survey was offered. As an incentive, customers were able to participate in a $25 Amazon gift card draw upon completion.

The survey was released on Nov 18, 2020 and closed on Dec 23, 2020. During this collection period, Unitrans collected 267 valid, completed responses out of a total of 363 recorded responses despite the ongoing complications from the pandemic. Counting valid, completed responses only, Unitrans is 95% confident that the results gathered from these surveys are within +/- 6% accuracy.

For more information on the survey, contact the Unitrans Transit Planning Manager at planning@unitrans.ucdavis.edu.

Section A. COVID-19 Pandemic Impacts
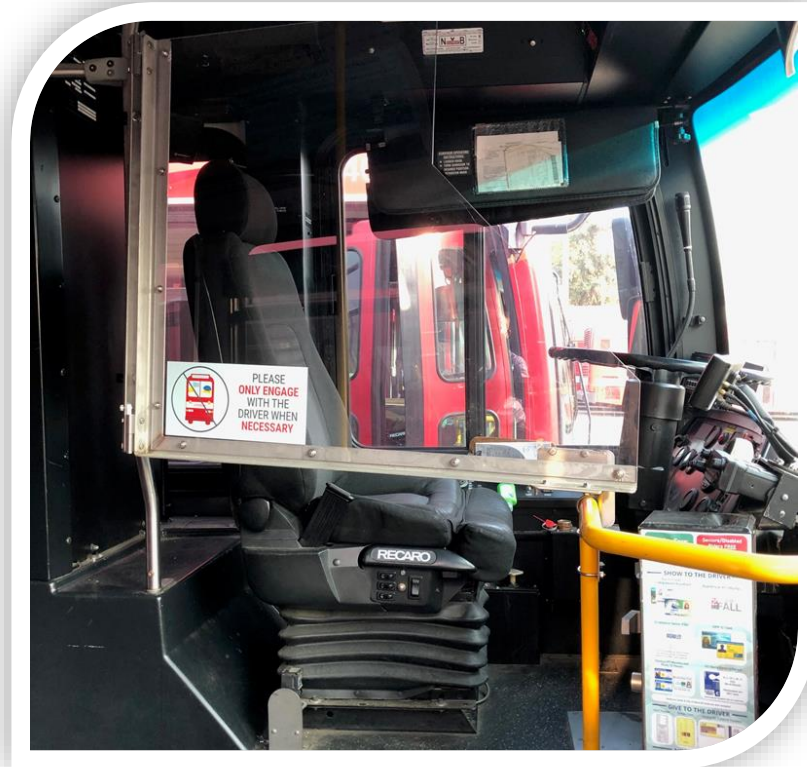
Changes in Travel Patterns

Customer Confidence on COVID-19 Related Cleaning Measures

Comments on What Customers Want Unitrans to Implement

Q1. In an average week <u>during</u> the COVID-19 pandemic, how many one-way trips do you make per week?
Q2. In an average week <u>before</u> the COVID-19 pandemic (before March 2020), how many one-way trips do you make per week?

Field	#	Field	Mean (trips / week)	Percent change
Before the pandemic	1	School/work/business purposes	11.94	
	2	Leisure/personal purposes	6.41	
During the pandemic	1	School/work/business purposes	6.95	-40.78%
	2	Leisure/personal purposes	5.07	-20.83%

n = 267

Respondents were asked to input the average number of trips they made per week before and during the pandemic for two different purposes: (1) School/work/business purposes as known generally as "commute" trips and (2) Leisure/personal purposes. For the school/work/business purposes, the average number of trips per week decreased from approximately 12 per week to 6.4, which is an almost 41% decrease. For the leisure and personal trips, the average number of trips per week decreased more from almost seven per week to five, a 21% decrease.

School/work/business purposes
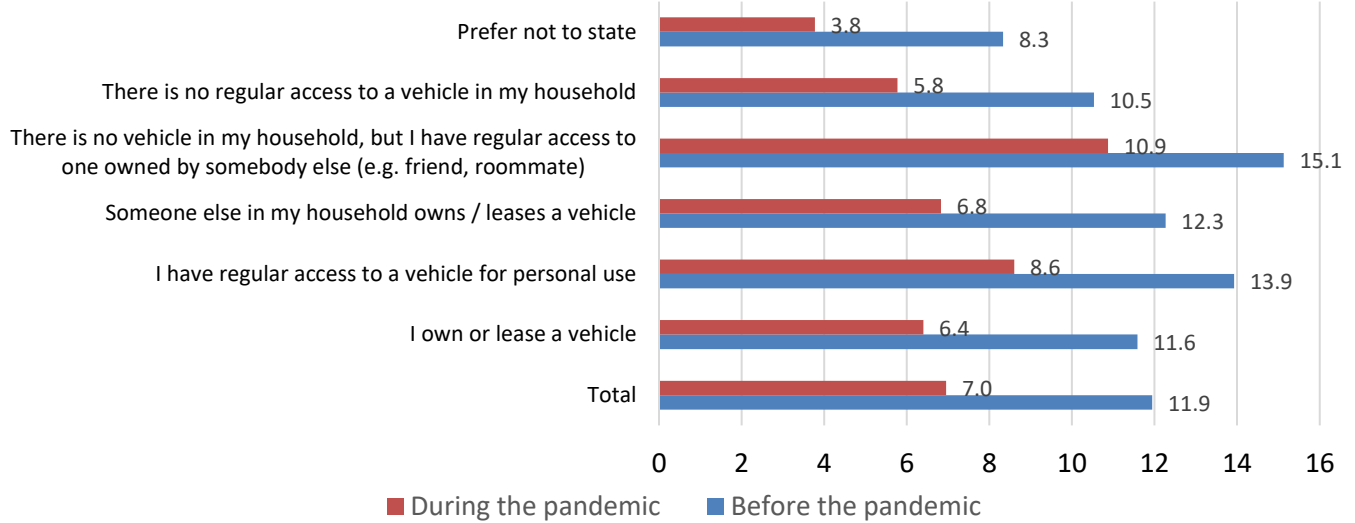
n = 267

The relation between vehicle ownership and the weekly average number of trips made by respondents using Unitrans for school, work, and business purposes before and during the pandemic is displayed above. The "Total" is the average of the weekly average number of trips for all vehicle ownership categories. For every single type of vehicle ownership, the weekly average number of trips is greater before the pandemic than during the pandemic, which is shown in the total averages as well. The total average weekly trips during the pandemic were seven compared to approximately 12 before the pandemic, a 42% decrease. This is expected with COVID-19 stay-at-home orders, UC Davis and Davis public schools switching to remote learning, and many businesses including UC Davis switching to work-from-home which has led to a decrease in all travel as well as a significant decline in transit use. According to the graph, respondents who have regular access to a vehicle use Unitrans more frequently on average than those who have no access to a vehicle at all, which suggests Unitrans attracts all types of passengers with varying vehicle ownerships.

Leisure/personal purposes
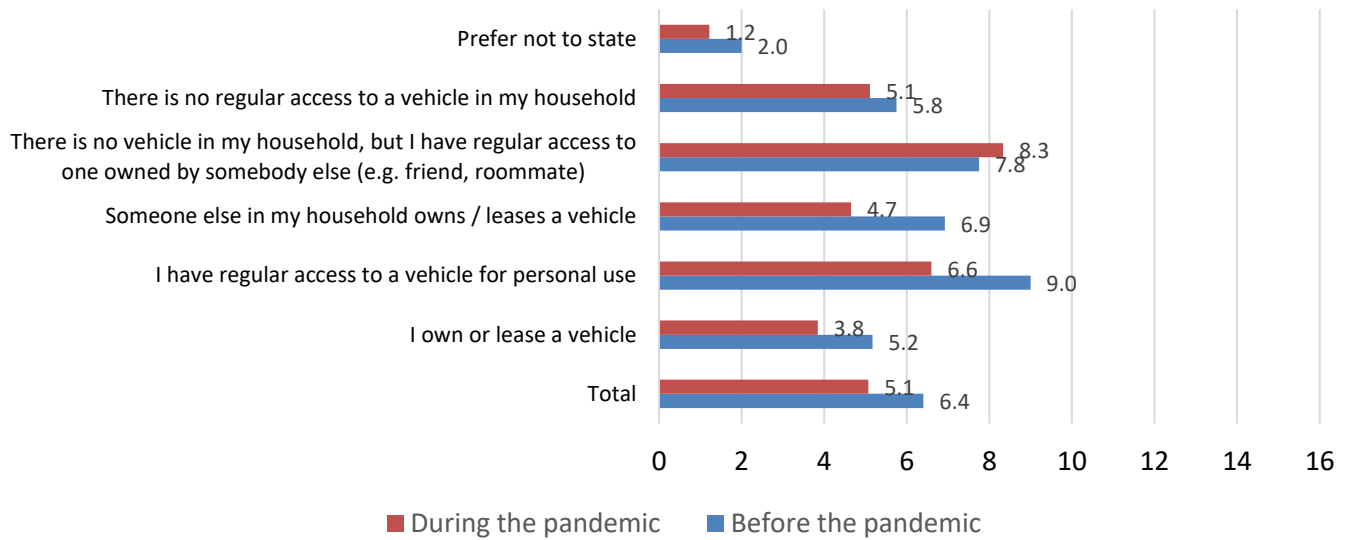
n = 267

The relation between vehicle ownership and weekly average leisure/personal trips before and during the pandemic is displayed above. The "Total" is the average of the weekly average trips. Unlike the previous graph, there was not a dramatic difference between the weekly average number of leisure/personal trips during and before the pandemic, as evident in the total averages, which are approximately five average weekly trips during the pandemic and 6.4 average trips before the pandemic, about a 21% decrease.

Q3. Are you taking transit to make essential trips only?

Not Applicable. I stopped riding Unitrans during the pandemic, 17.2%

No, 17.2%

Yes, 65.5%
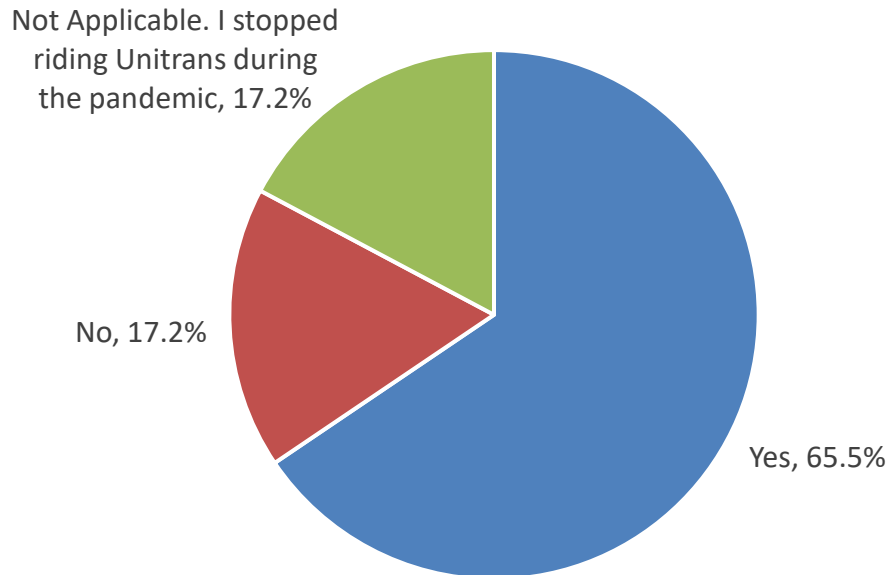
n = 267

Among the 267 responses to the question, "Yes" was the most prevalent response, comprising almost two-thirds of total respondents. The pie graph shows that a majority of the respondents only take transit for essential trips, while there is an even split among other respondents who do not take transit for essential trips only and respondents who stopped riding Unitrans during the pandemic.
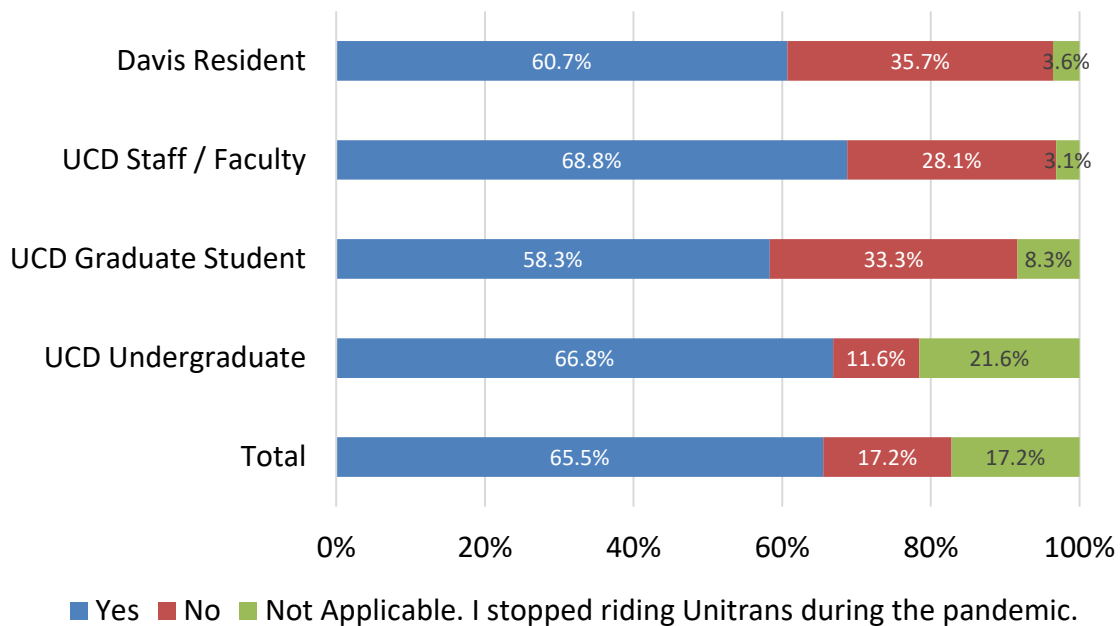
n = 267

The relation between social-demographic and the essential use of transit during the pandemic is displayed above. The "Total" represents the proportional average across all respondents. From the total sample, a majority from every respondent group reported using transit for essential trips only during the pandemic, while a minority of customers do not use transit for essential trips only or stopped using transit. Almost twenty-two percent of UC Davis Undergraduate respondents answered that they stopped riding Unitrans during the pandemic. A possible reason shown in apartment occupancy data is many students relocated back to their hometowns instead of staying in Davis for remote learning. West Village reported that their bed occupancy decreased to only 65%, UC Davis closed the Cuarto Dorms, and the average unit occupancy for most apartments in Davis observed a 20-30% decrease. In addition, the data reflects that only about 12% of UC Davis Undergraduates travel for nonessential purposes while the percentage is three times higher (35.7%) for Davis residents. The data suggests that many Unitrans riders still use the transit system during the ongoing pandemic, which highlights the necessity of Unitrans' service.

Q4. COVID-19 Related Measurements

For the following questions, customers were asked how safe and comfortable they felt with the enhanced cleaning and other COVID-19 related measurements that Unitrans implemented and whether the pandemic has discouraged them from taking public transit.

> *Statement 1: "I feel safe and comfortable with the enhanced cleaning and the COVID-19-related measurements that Unitrans is taking."*
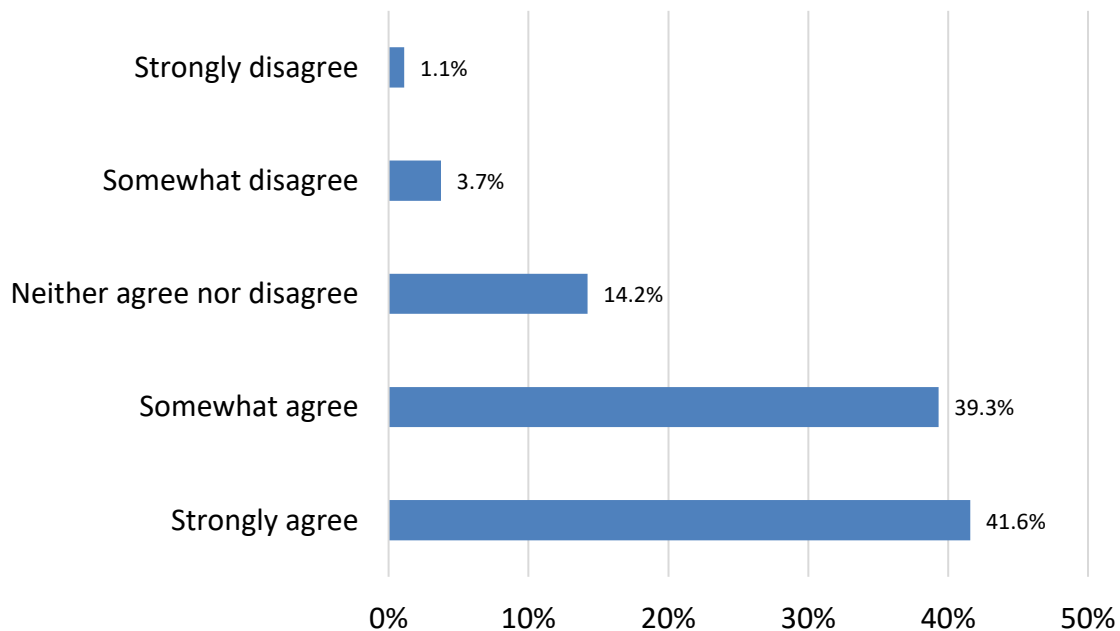
n = 267

Respondents were asked if they feel safe and comfortable using Unitrans with the enhanced cleaning and COVID-19 response measures in place. Measures include thorough daily vehicle cleaning, limiting vehicle capacity, keeping windows open at all times to maximize air flow, and keeping ventilation systems on at all times among other measures. Only five percent of respondents strongly or somewhat disagree with the statement, while 14% of respondents were neutral, and 81% of respondents strongly or somewhat agreed with the statement. As this statement is about feelings of safety and comfort for the customer, the data implies positive feedback and Unitrans should continue its efforts in creating a safe space for the students and residents of Davis.

ASUCD CITY OF DAVIS UNITRANS

Statement 2: "COVID-19 pandemic discourages me from taking public transit such as Unitrans."
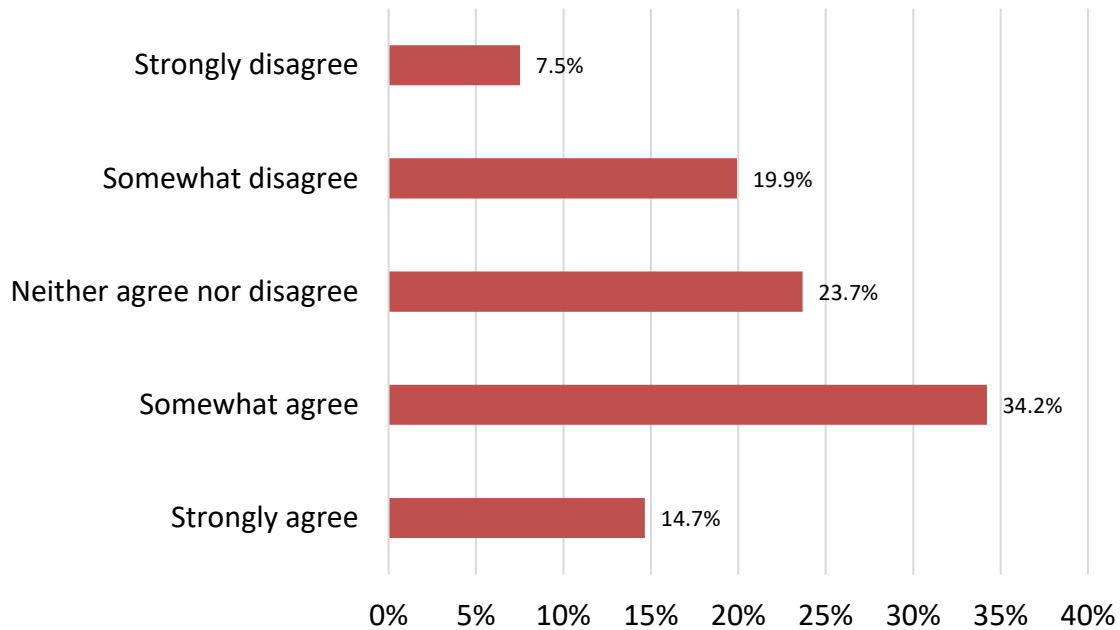
n = 267

Respondents were asked if the pandemic has discouraged them from using transit such as Unitrans. Twenty-eight percent of respondents strongly or somewhat disagreed with the statement, 24% of respondents were neutral, and roughly 50% of respondents strongly or somewhat agreed. Overall, around half of the respondents stated that the pandemic discouraged them from using public transit such as Unitrans, which is reflected by lower ridership during the pandemic.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Other (please specify):	25.0%	25.0%	25.0%	25.0%	
Davis Resident	11.1%	22.2%	40.7%	22.2%	3.7%
UCD Staff / Faculty	9.4%	28.1%	25.0%	28.1%	9.4%
UCD Graduate Student	8.3%	41.7%	25.0%	8.3%	16.7%
UCD Undergraduate	16.3%	36.8%	21.1%	18.9%	6.8%
Total	14.7%	34.2%	23.7%	19.9%	7.5%

■ Strongly agree   ■ Somewhat agree   ■ Neither agree nor disagree

■ Somewhat disagree   ■ Strongly disagree

n = 266

The relation between social-demographic and the degree of agreement is displayed above. The "Total" here is a stacked bar graph that is equivalent to the bar graph on the previous page. UC Davis students were most likely to state that they agree with the statement that the pandemic has discouraged them from using transit while non-UC Davis affiliated residents were least likely to state that they agree with the statement that the pandemic has discouraged them from using transit.

Interestingly, UC Davis graduate students and UC Davis undergraduate students have a similar distribution of the proportion of answers, with the total agreement and disagreement responses split relatively evenly down the middle. This is reflected in the total average too. Davis residents and UC Davis staff/faculty have a comparable distribution as well and both have a minority of respondents that either strongly or somewhat disagreed with the statement. The "Other" category again had only 4 respondents, and each one selected a unique answer.

Q5. What can Unitrans do to make you feel more comfortable using the bus?

Customers were asked to provide written, free-form suggestions on how Unitrans can improve their comfort while using the service. The following is a summary of customer suggestions listed categorically and in order from most to least frequent response. The vast majority of responses were regarding Unitrans' response to COVID-19.

n = 267

5.1 Suggestions for Comfort During COVID-19 Pandemic

- Disinfecting and sanitation
  - Provide wipes or hand sanitizer at front and back doors for passengers
  - Provide masks for passengers
  - Disinfecting passenger seating more frequently (after every hour/trip)
  - More transparency on bus disinfecting schedule to encourage people to ride more. Passengers want to see the disinfection of the bus actively happening
  - An indicator on the seat to show how often the seats are wiped or when they were sanitized last
  - Asking passengers to sanitize before getting on the bus
  - Do not use fabric seat covers on the bus since they are more difficult to sanitize
  - Self-sanitizing stanchions

- Social distancing
  - Run more buses and limit the number of passengers allowed on the bus at once
  - Space seats further apart or staggers them (responses showed concern with how the seats are currently configured to make people sit in rows, only around 1 foot apart)
  - Have employees enforce the seating arrangements
  - Asking passengers in large groups to respect the social distancing seats and not sit near each other
  - Larger barriers by the back door to protect passengers seated there
  - Allow entering the bus through the back doors
- Suggested requirements to enforce
  - Require everyone to wear a mask/face covering on the bus and make sure the driver keeps them accountable
  - Keep all windows open on the bus and make sure they stay open
  - Have passengers show their symptom survey results before boarding
  - Require passengers not to talk while on the bus

5.2 Suggestion for General Comfort

- Pay attention to temperature regulation within the bus
- Have the busses run later at night
- Sell drinks and snacks via vending machines at the terminal
- Add more lines and increase the frequency of lines
- Do not use old London double decks. The ride is uncomfortable (bumpy ride, too hot in summer/too cold in winter)

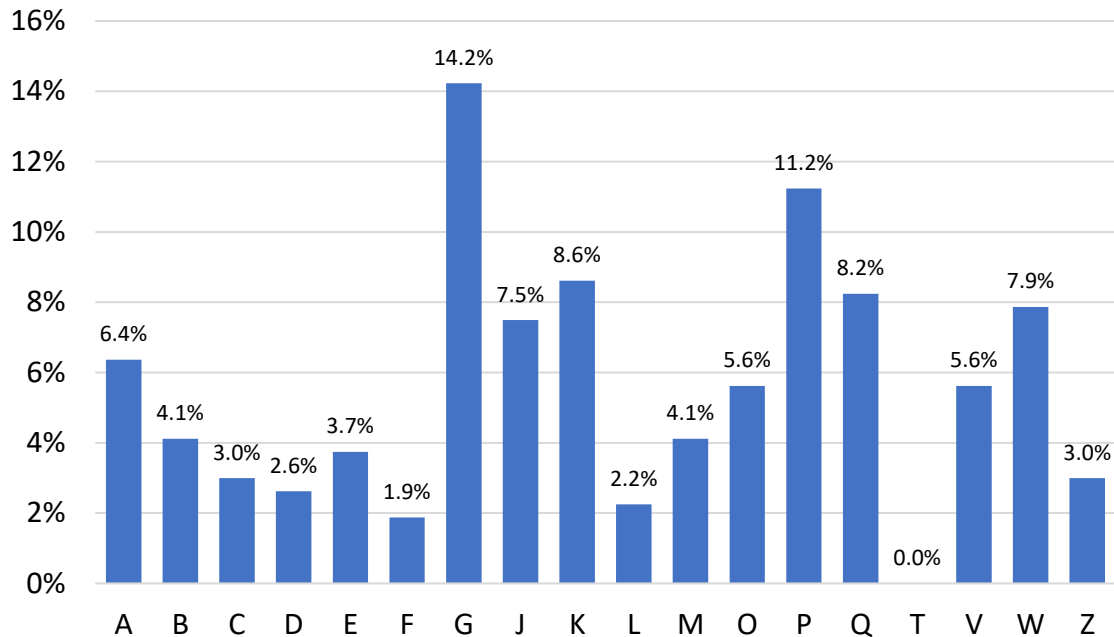# Section B. Customer riding experience

Line

Fare Type

Source(s) in Obtaining Transit Information

Satisfaction Ratings in Various Aspects

Comments on Sugested Changes and Improvements

Q1. Which line do you ride primarily? If you ride more than one line regularly, select the most frequent one.

n = 267

Among the 267 responses to this question, the G line had the most selections at 14% of the total sample. The next was the P line at 11%, then the K line at almost nine percent, and the Q line at eight percent. Responses were received during weekdays and weekends. For fiscal year 2019-2020, the average daily ridership for G, P, Q, and K lines account for 10.2%, 6.8%, 7.0%, and 4.9% of the total daily ridership. Compared to average daily ridership, the survey sample shows that we had more survey respondents proportionally than daily customers from the higher-ridership lines mentioned above but lack the input from lower-ridership lines.

Q2. Which of the following most accurately describes you?

UCD Undergraduate — 71.2%
UCD Graduate Student — 4.5%
Jr High or High School Student — 0.4%
UCD Staff / Faculty — 12.0%
Davis Resident — 10.5%
Other (please specify): — 1.5%
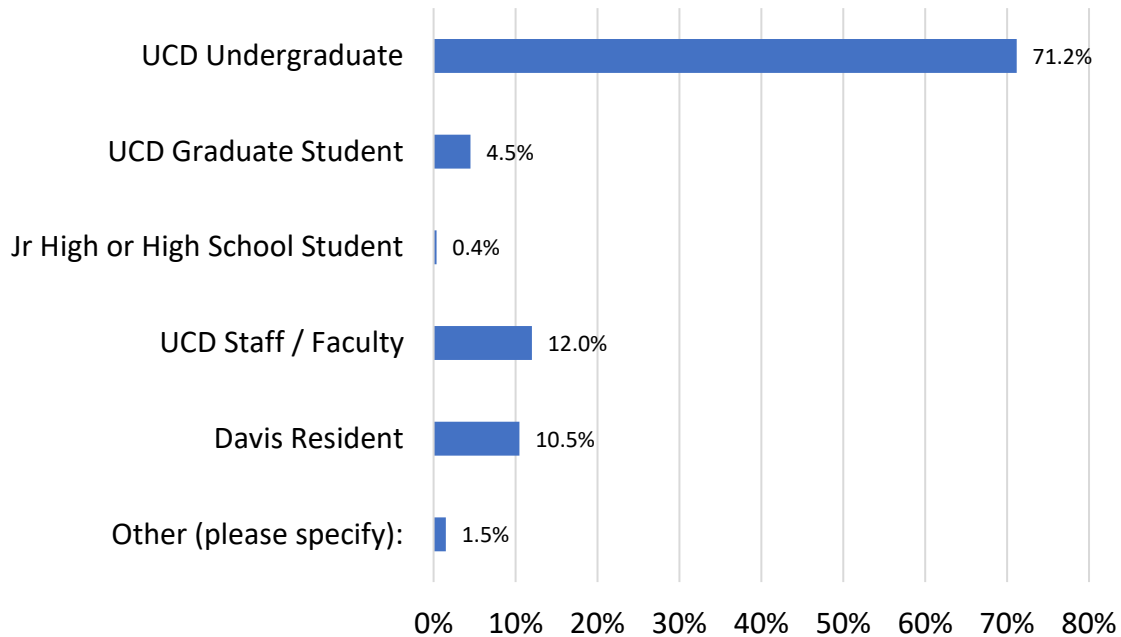
n = 267

Seventy-one percent of respondents described themselves as UC Davis undergraduates. Although the percentage is down 15% from the last survey, it still emphasizes the continued importance of Unitrans as a transportation service for the undergraduate population in Davis during the pandemic. In the last survey, only two percent of respondents reported being UC Davis staff or faculty, four percent reported being a Davis resident (non-UC affiliated), and four percent reported being a UC Davis graduate student. With remote learning implemented at UC Davis, undergraduates make up a lower proportional share of ridership and staff and non-affiliated Davis residents make up a much higher than typical proportion of customers. Overall, the proportion of customers by category is very different from previous surveys showing that travel patterns have been greatly impacted by the pandemic and that the proportion of non-UC Davis affiliates is much higher than usual.

Q3. How did you pay for your ride on this bus?
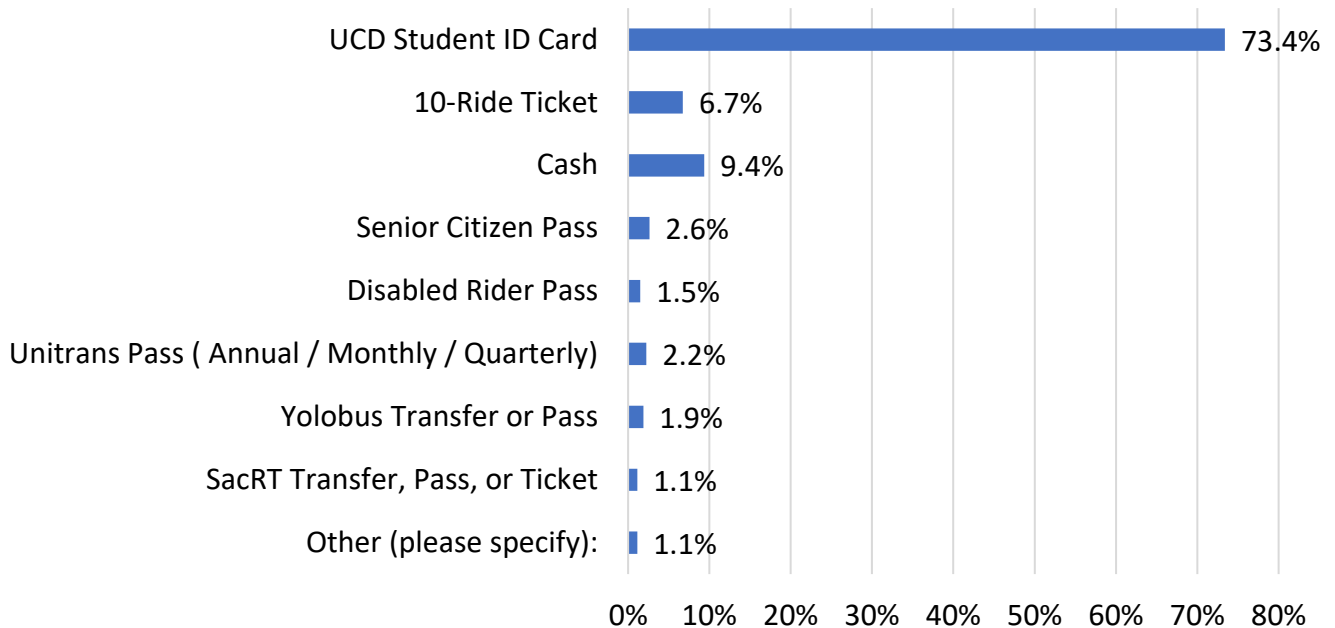
n = 267

The most popular fare used for payment is the UC Davis Undergraduate Student ID Card at 73% of total respondents. This relates to the previous question as 71% of respondents to Q2 are reported being undergraduates. UC Davis undergraduate students pay a quarterly fee to Unitrans and receive unlimited, fare-free boarding in return. Seven percent of respondents reported using a 10-ride ticket, cash was used by nine percent, a senior citizen pass was used by almost three percent, and a Unitrans pass (monthly, quarterly, or annual pass) was reportedly used by 2.2%. All other response categories accounted for less than two percent of responses each.

Q4. What source(s) do you use to get Unitrans information?

Source	Percentage
Printed Bus Schedule	21.3%
Unitrans Official Website	64.4%
Nextbus Website	18.4%
myUCDavis App	24.7%
Other Mobile App	24.7%
Other	10.1%
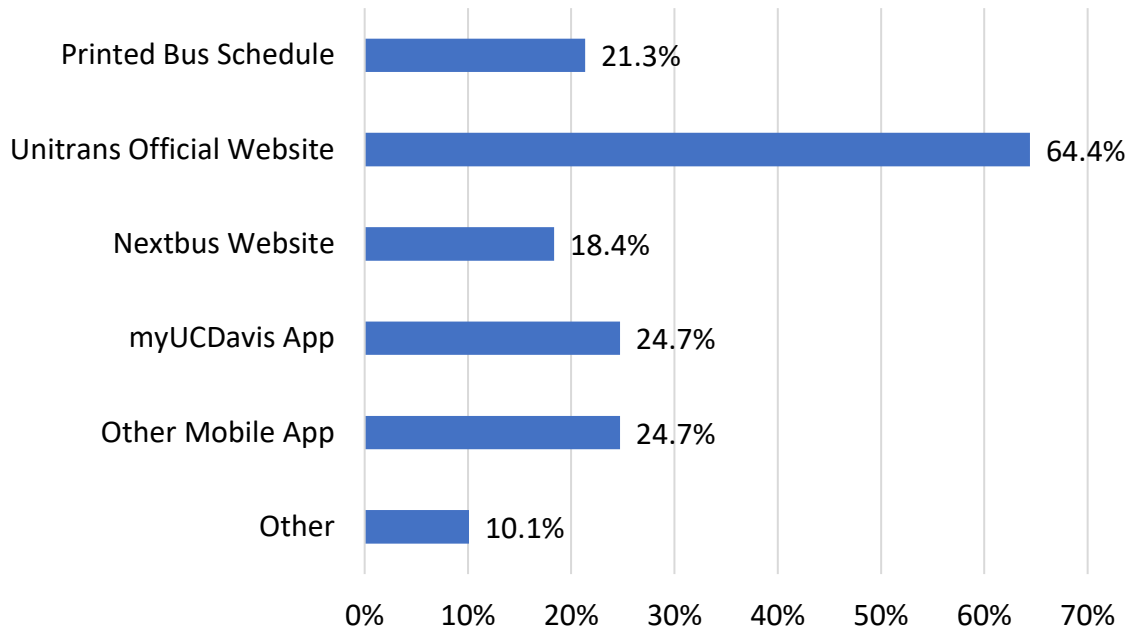
n = 267 (with 437 selections)

Customers were asked to mark all information types they use for Unitrans information (multiple responses allowed). The most popular response was using the Unitrans website (unitrans.ucdavis.edu or unitrans.com) with almost two-thirds of respondents. The next most popular methods were the myUCDavis App and Other Mobile Apps, each at almost 25% of respondents. Over 20% of respondents reported using the Unitrans printed bus schedule, 18% of respondents reported using the Nextbus website, and 10% of respondents reported using other means of getting information.

Q5. Customer Satisfaction Ratings

For the following questions, customers were asked to rate Unitrans service on nine different service categories. Customers were asked to rate each category from one to five with one representing "Poor" and five representing "Excellent".

5.1 Frequency of Service
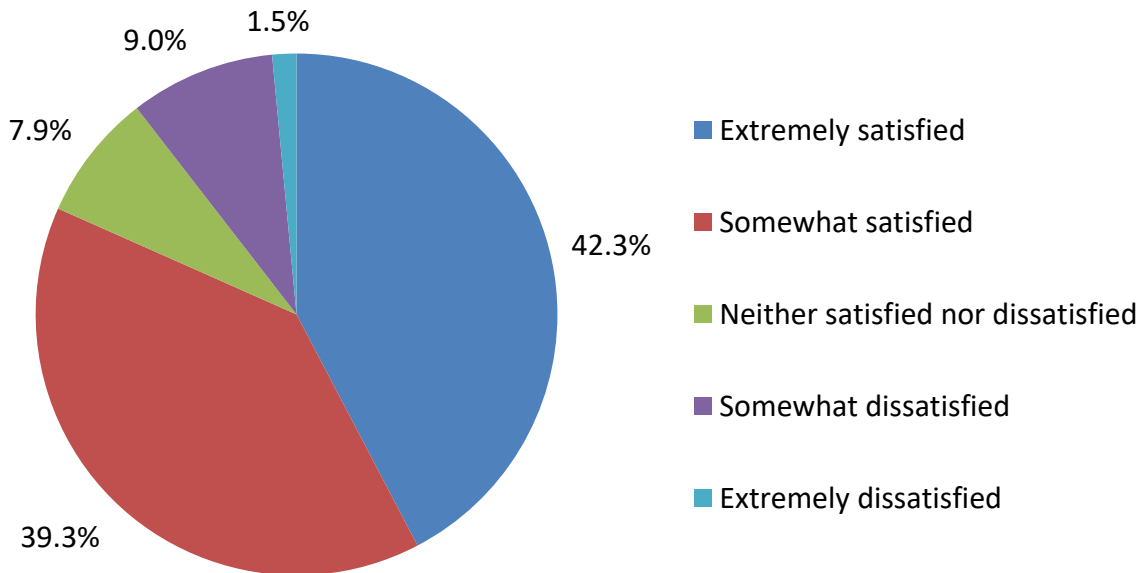
n = 267

Over 40% of customers reported being extremely satisfied with the frequency of service and almost forty percent reported being somewhat satisfied. Eight percent were neutral, nine percent were somewhat dissatisfied, and 1.5% were extremely dissatisfied. Despite lower service frequencies during the pandemic, satisfaction with frequency remains high. When comparing customer satisfaction from the 2017 Passenger Survey which had an overall satisfaction rating of 68%, this year's survey shows a significant increase in satisfaction at around 82%, which is approximately a 14% increase from three years ago despite lower service levels this year. From the sample, customers satisfaction with the frequency of service provided by Unitrans remains high and has increased from three years ago.

5.2 Driver / Conductor Courtesy
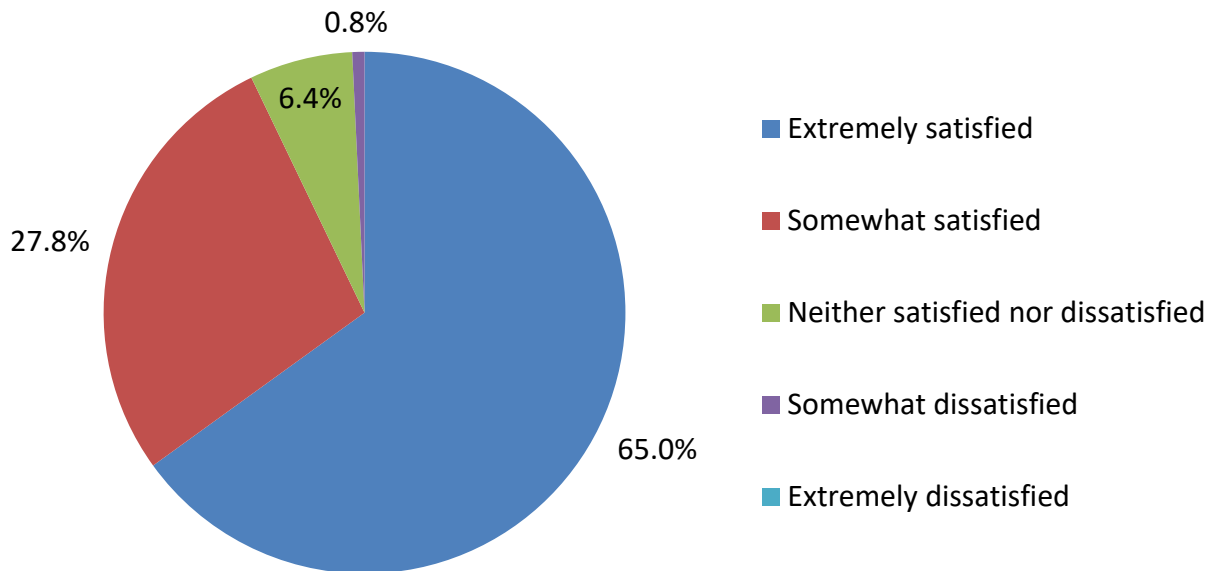
n = 266

Almost two-thirds of customers reported being extremely satisfied with driver/conductor courtesy. Almost 30% of customers reported being somewhat satisfied, six percent were neutral, and less than one percent were somewhat dissatisfied. There were no customers who were extremely dissatisfied. The overall customer satisfaction from this year was around 93%, which is four percent higher than the customer satisfaction rating from the 2017 Passenger Survey, which was at 89%. From the sample, customer satisfaction with driver/conductor courtesy remains high and has increased from three years ago.

5.3 On-Time Performance
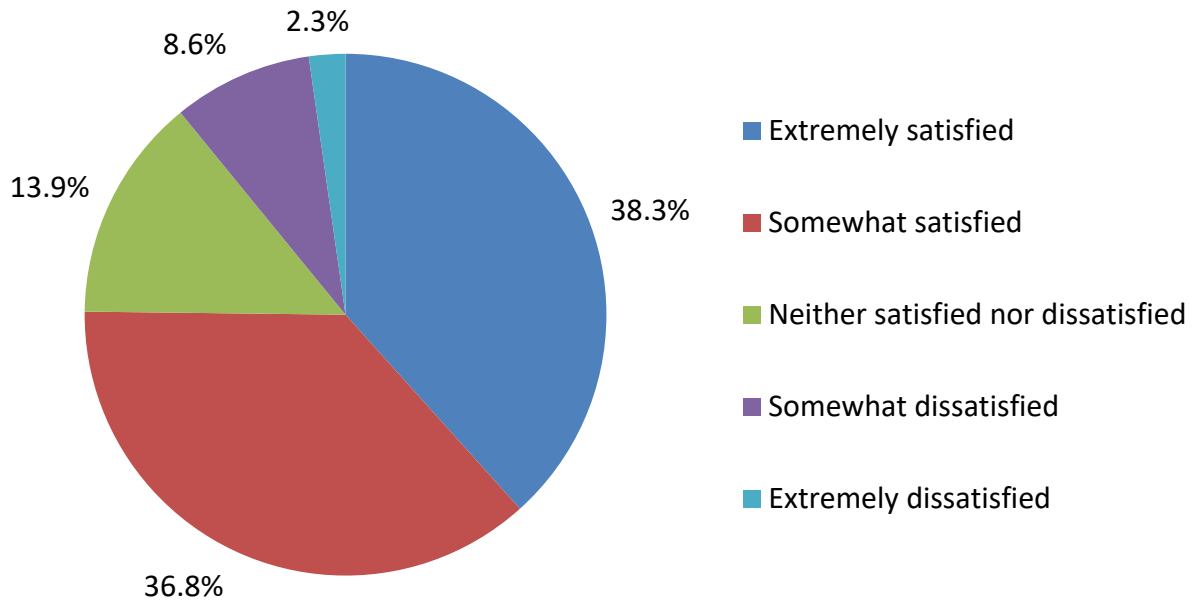
n = 266

Thirty-eight percent of customers reported being extremely satisfied with the on-time performance of Unitrans' buses and almost 37% reported being somewhat satisfied. The overall customer satisfaction rating of around 75% is very high compared to the 46% satisfaction rating from three years ago. The higher satisfaction rating is likely due to very high on-time performance this year because of low traffic and ridership during the pandemic. Fourteen percent were neutral and about 11% were somewhat dissatisfied or extremely dissatisfied. From the sample, customer satisfaction with on-time performance remains high and has increased from three years ago.

5.4 Availability of Space on Bus
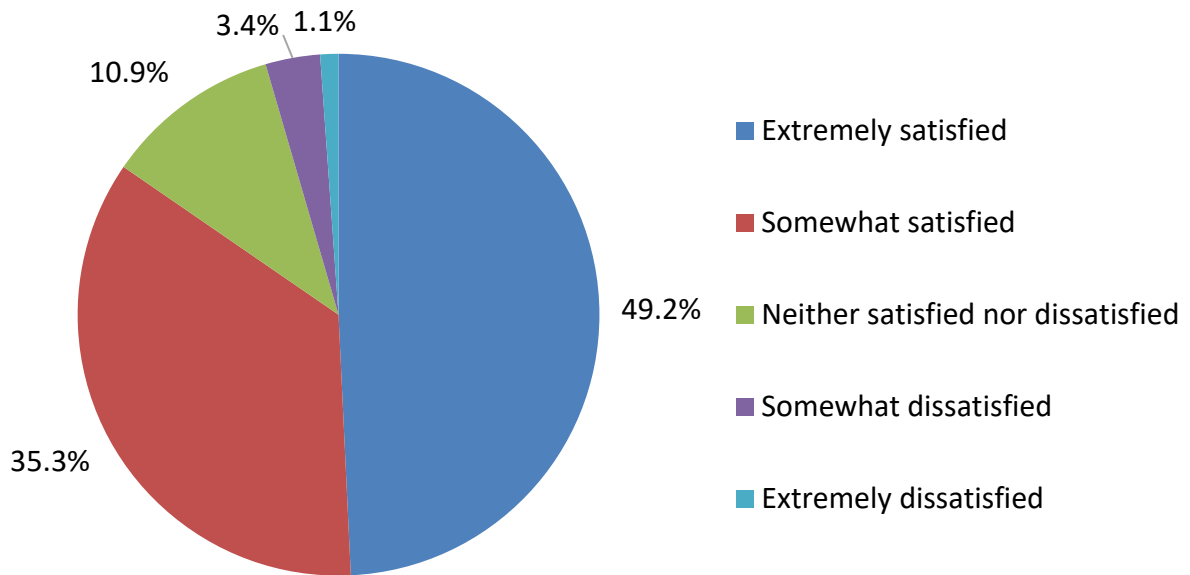
n = 266

Almost half of customers reported being extremely satisfied and 35% are somewhat satisfied with the availability of space on the buses. The overall customer satisfaction rating was around 85% for this year, which is a 33% increase from the overall customer satisfaction rating of 52% from the 2017 Passenger Survey. The high percentage of positive ratings on availability of space on the buses is likely due to the low ridership during the pandemic, and further could imply that the COVID-19 regulation of up to 18 (24 for DD) maximum customers per bus is effective in providing a comfortable experience for customers. Eleven percent of respondents were neutral and almost five percent were somewhat dissatisfied or extremely dissatisfied. From the sample, customer satisfaction with the availability of space on the buses is very high and increased greatly from three years ago.

5.5 Overall Feeling of Safety
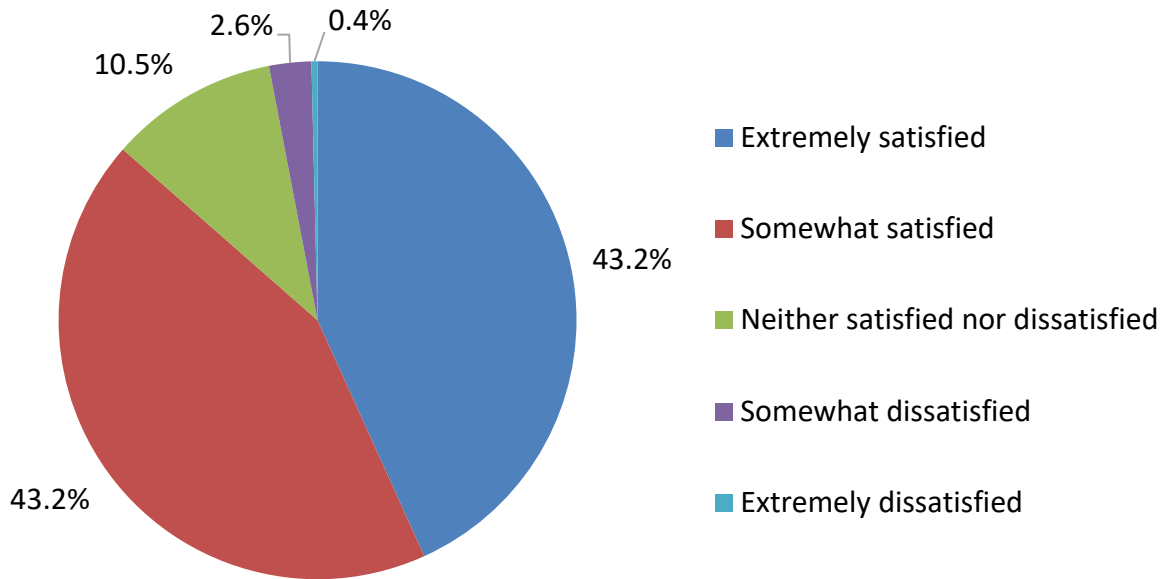
n = 266

Forty-three percent of customers reported being extremely satisfied and another 43% are somewhat satisfied with the safety of Unitrans' buses. Customer safety is of the utmost priority for Unitrans, which is further highlighted from the 86.4% total satisfaction rating by customers who took the survey. This percentage is similar to the overall customer satisfaction rating of 87% by Unitrans customers from three years ago. Almost 11% of respondents were neutral and three percent were somewhat dissatisfied or extremely dissatisfied. From the sample, customers are generally satisfied with the overall safety of Unitrans transit service.

5.6 Condition of Bus Interior
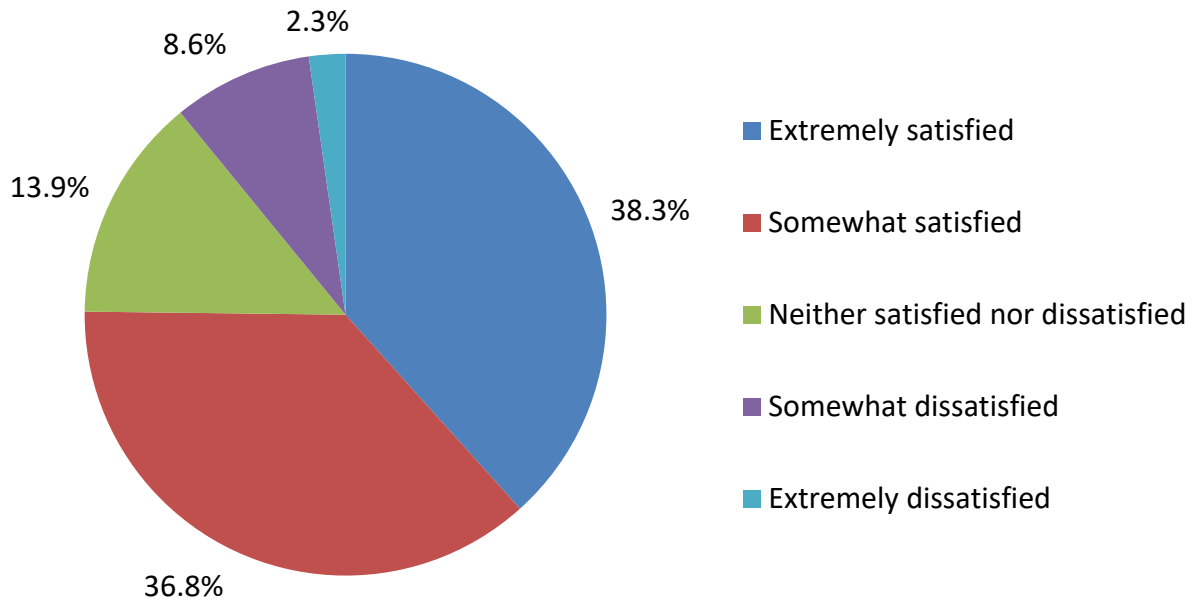
Pie chart legend:
- Extremely satisfied (38.3%)
- Somewhat satisfied (36.8%)
- Neither satisfied nor dissatisfied (13.9%)
- Somewhat dissatisfied (8.6%)
- Extremely dissatisfied (2.3%)

n = 266

Thirty-eight percent of respondents reported being extremely satisfied with the condition of bus interiors. Thirty-seven percent reported being somewhat satisfied, 14% were neutral, almost nine percent were somewhat dissatisfied, and two percent of customers were extremely dissatisfied. The overall customer satisfaction rating for this year was approximately 75%, which is lower than the customer satisfaction rating from three years ago, which was 86%. From the sample, customers are generally satisfied with the condition of bus interiors. During the summer, Unitrans replaced aging and difficult to clean cloth seating in all vehicles with easy to clean, new plastic seating. However so far, it seems the replacement of cloth seats has not significantly impacted the customer satisfaction with the bus interiors.

5.7 Availability of Information (online and printed)
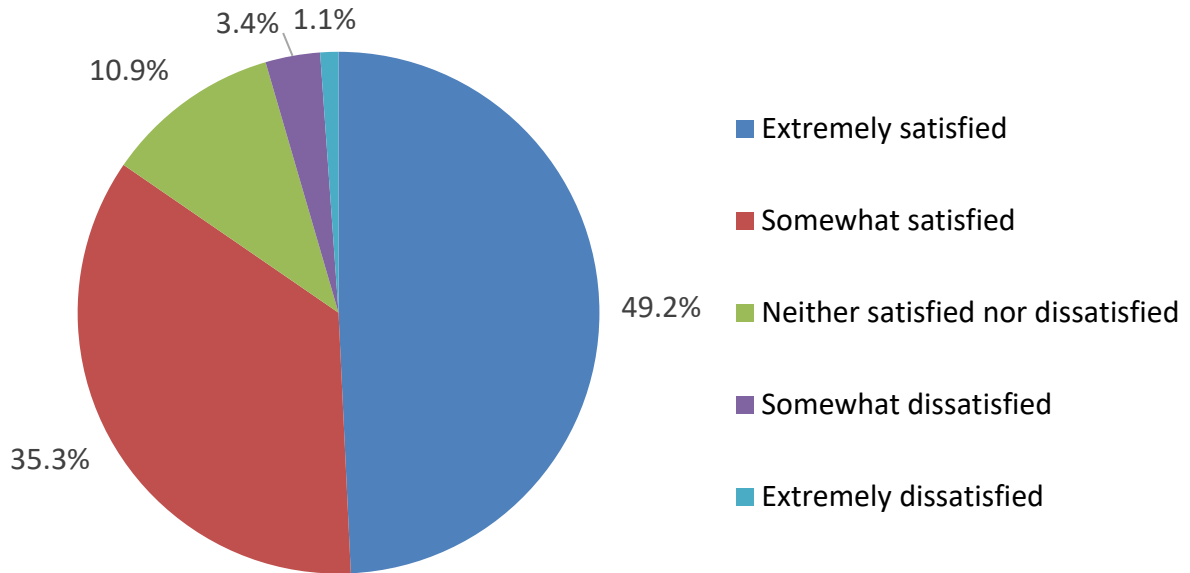
n = 266

Almost 50% of respondents reported being extremely satisfied with the availability of Unitrans information (online and printed). Thirty-five percent reported being somewhat satisfied, 11% were neutral, and almost five percent were somewhat dissatisfied or extremely dissatisfied. The overall customer satisfaction rating was around 85% for this year, which is a 3% increase from the overall customer satisfaction rating of 82% from the 2017 Passenger Survey. From the sample, customer satisfaction with the availability of Unitrans information remains high and has increased from three years ago.

5.8 Clarity of Information

Legend:
- Extremely satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Extremely dissatisfied

Pie chart values: 38.0%, 39.5%, 15.4%, 6.4%, 0.8%
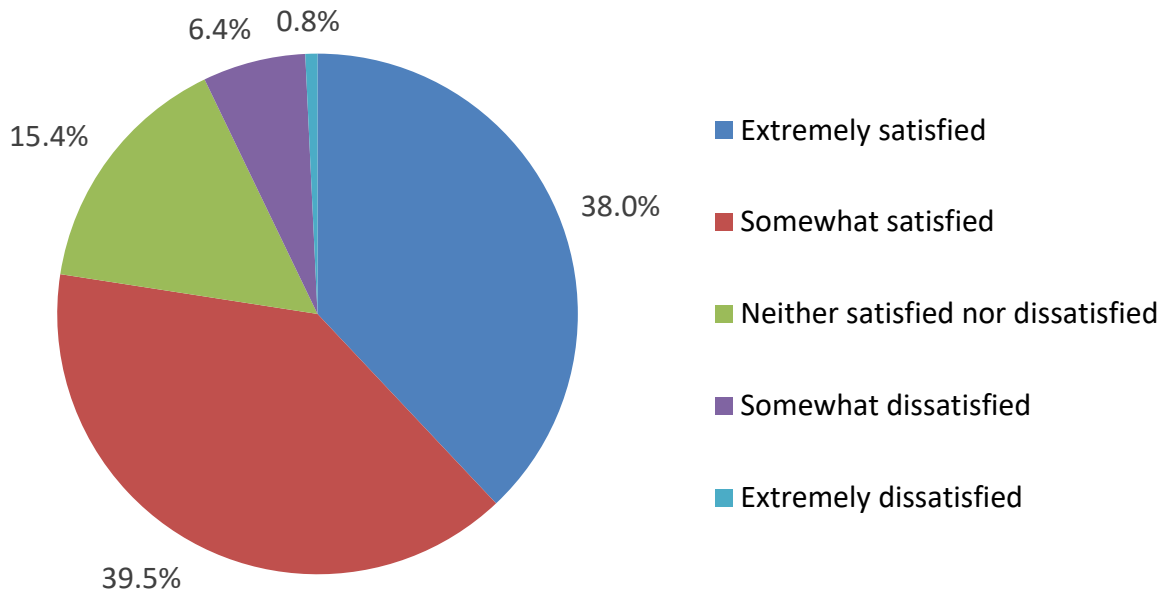
n = 266

Thirty-eight percent of customers reported being extremely satisfied with the clarity of Unitrans information. Almost 40% reported being somewhat satisfied, 15% were neutral, and seven percent were somewhat dissatisfied or extremely dissatisfied. Interestingly enough, the overall customer satisfaction rating of 78% was the same customer satisfaction rating for this category in the 2017 Passenger Survey. From the sample, customers satisfaction with the availability of Unitrans information remains high and has stayed the same from three years ago.
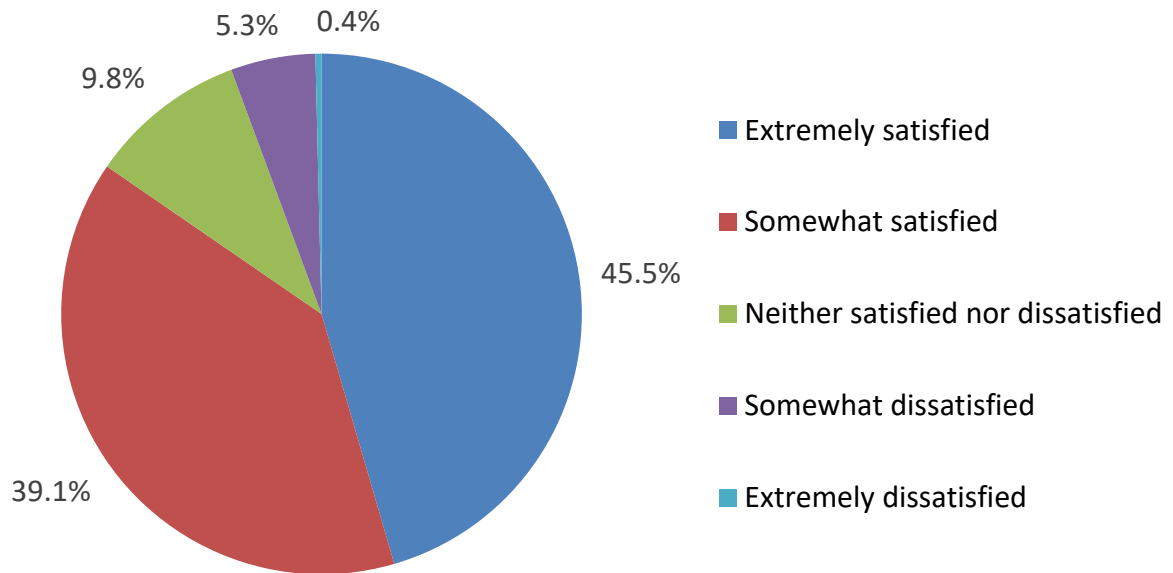
5.9 Location of Stops

n = 266

Almost 46% of customers reported being extremely satisfied with the location of stops of Unitrans buses. Almost 40% reported being somewhat satisfied, 10% were neutral, six percent were either somewhat dissatisfied or extremely dissatisfied. About 85% of respondents were either extremely satisfied or somewhat satisfied with the location of the stops, which is a 6% increase in rating from the 2017 Passenger Survey, which was at 79%. The overall customer satisfaction rating for the location of stops remains high and has increased from three years ago which indicates that Unitrans has good, consistent coverage across the city of Davis.

Summary of All Satisfaction Categories
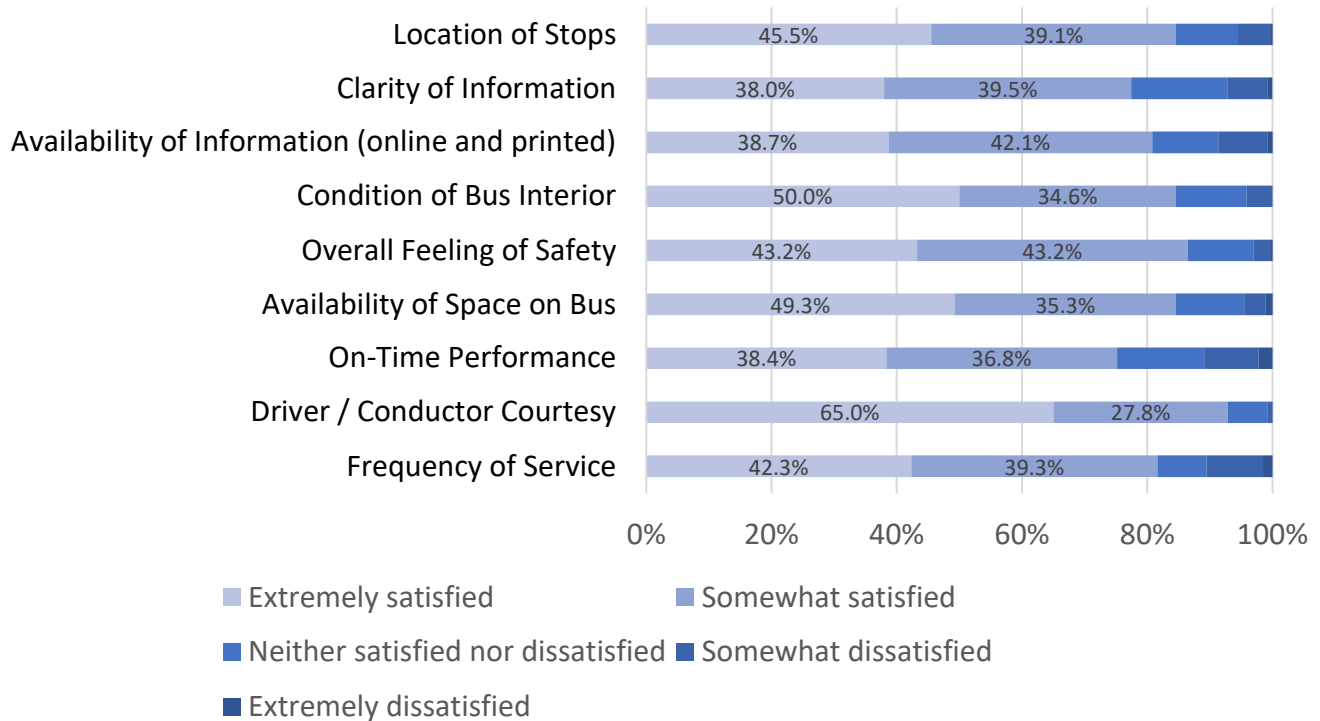
n = 267 for frequency of service
n = 266 for all other categories

Visually, about 80% of respondents answered "Extremely satisfied" or "Somewhat satisfied" for every question, which shows the correlation between the service categories and the quality of service that Unitrans provides customers. The Driver/Conductor Courtesy service rating is outstanding, with 93% of respondents either extremely satisfied or somewhat satisfied with the service. This emphasizes the professionalism of Unitrans' drivers.

Driver / Conductor Courtesy — 4.57
Condition of Bus Interior — 4.30
Availability of Space on Bus — 4.28
Overall Feeling of Safety — 4.26
Location of Stops — 4.24
Frequency of Service — 4.12
Availability of Information (online and printed) — 4.10
Clarity of Information — 4.07
On-Time Performance — 4.00
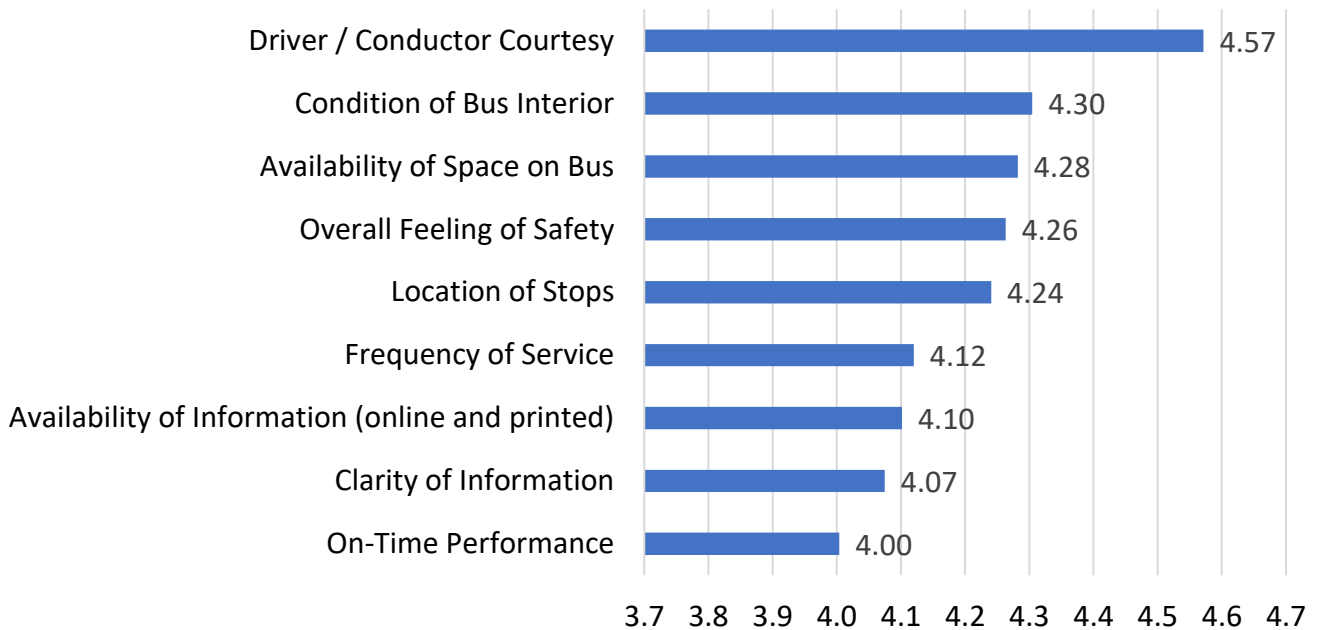
n = 267 for frequency of service
n = 266 for all other categories

The responses for each indicator for Question 5 are converted to a 5 point scale with 1 being "Extreme dissatisfied" and 5 being "Extremely satisfied". All categories have an average rating between 4.0 to 4.6. The 'Driver / Conductor Courtesy' stands out as the highest-rating category, and this indicates that the effort of how Unitrans train their drivers to assist passengers from all backgrounds in a friendly and professional manner. However, 'On-Time performance' has the lowest average rating which shows customer sensitivity to service reliability issues and their importance.

Q6. Customer Overall Quality of Service Rating

In this question, customers were asked to rate Unitrans' overall quality of service on a scale from 0 to 10 with 1 representing "Poor" and 5 representing "Excellent".
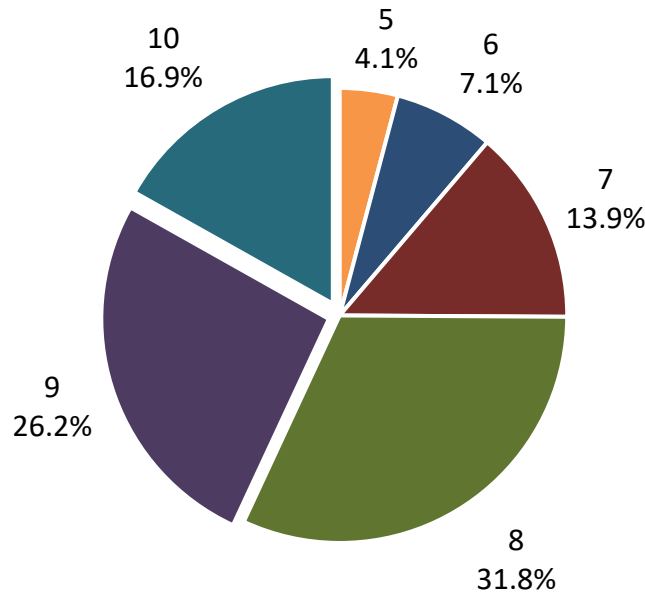
n = 267

For the customer overall quality of service rating, the most popular rating is an eight at 32% of the total sample. Three-quarters of respondents rated the overall service quality as eight or more. The mean rating is 8.2, which shows that customers rate our service quality highly. Interestingly, no customers rated Unitrans service below a "5".

Q7. Customer Suggested Changes/Improvements

This was a free-response question, which allowed customers to provide improvement suggestions. The following is a summary of customer suggestions by category and listed in order from most to least frequent response.

7.1 Punctuality and updating passengers about service

- Run more buses for shorter wait times and to be more on time, especially during peak travel times and rainy days
- Digital signage with bus arrival times at stops
- Improved live bus tracking with an official Unitrans app with accurate times and updates (myUCDavis, NextBus, and other mobile apps are not accurate)
- A "How to ride the bus" guide for people who have not taken the bus before or don't take the bus often

7.2 Suggestions related to COVID-19

- Run buses more frequently for passengers to social distance more
- Sanitize the buses more frequently
- Provide wipes/hand sanitizer for passengers
- Provide an indicator of how often buses are sanitized
- Be more outspoken sanitary measures so that passengers are constantly reassured that they're safe using the service Unitrans provides
- More buses with plastic seats instead of the cloth seats

7.3 General service and comfort

- Run the buses later into the night, 24-hour service
- More frequent service on the weekends, holidays, and late at night (after 8 pm)
- Night service on the weekends
- Have drivers pay attention to the temperature within the bus
- More clear bus schedule without conflicting information
- Make information more accessible on the Unitrans website (not using multiple layers to dig through)
- Move stops or add lampposts to make the bus stop more visible for drivers
- More bike accommodation during the week
- Sell drinks and snacks at the Silo and MU terminal
- Run the double-deck bus on more lines, not just the J/V
- Allow pick-ups at the Pepperwood apartment bus stop (G/J lines)
- Run the E line on the weekends
- More discounts for passengers or free fare
- Drivers sometimes park too far from the curb making it difficult to get off

- Have drivers announce if there is a change in service or if there is a delay or change to the schedule
- New bus lines aimed at the non-student community
- Have drivers announce more stops
- Have the drivers stop at all stop because the passenger might not know when to pull the stop request

Section C. Sociodemographic Information
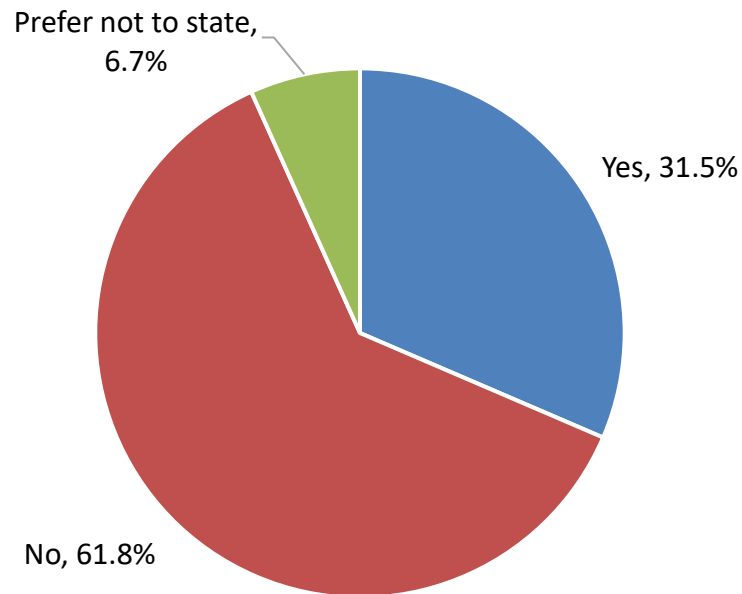

Ethnicity

Gender Identity

Age

Educational Background

Household Income

Language

Vehicle Ownership Status

Q1. Are you Hispanic or Latino?

n = 267

Sixty-two percent of respondents reported that they were not Hispanic or Latino. Thirty-one percent of respondents answered "Yes", and 7% respondents answered "Prefer not to state". Twenty-three percent of the UC Davis undergraduate population as a whole identifies as Hispanic or Latino, which is a similar but slightly higher percentage to the 31% of respondents who responded "Yes" to this question.

Q2. How would you describe yourself?
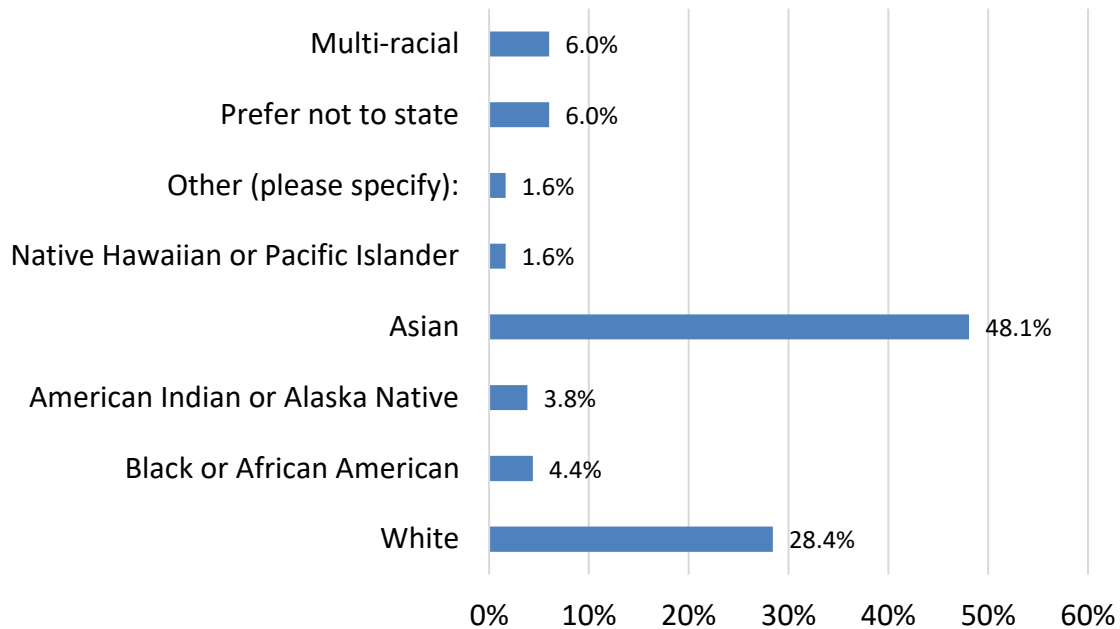
n = 183

Survey respondent ethnicity specific demographic information roughly correlates to the UC Davis undergraduate population demography. However, Unitrans survey respondents overall were less diverse than the campus population. Typically, the customer survey demographics closely match the undergraduate population however data this year is likely skewed because a higher proportion of non-undergraduates is using the bus during the pandemic.

Almost half of survey respondents identify as Asian compared to a UC Davis undergraduate population where 32% identify as Asian. About 28% of survey respondents identify as White compared to 23% found in the UC Davis undergraduate population. Four percent of respondents are Black or African American, and this is very similar (4%) to the UC Davis undergraduate profile. Almost 4% identify as American Indian or Alaska Native, under 2% as Native Hawaiian or Pacific Islander, under 2% as Other (specified as Middle Eastern, South Asian Indian, and people from Hong Kong), 6% preferred not to state, and 6% as Multi-racial. The graph shows a minority-majority customer profile that matches the UC Davis undergraduate population.

Q3. What is your gender identity?

Prefer to self-describe, 2.2%

Prefer not to state, 3.7%

Male, 30.3%

Female, 63.7%
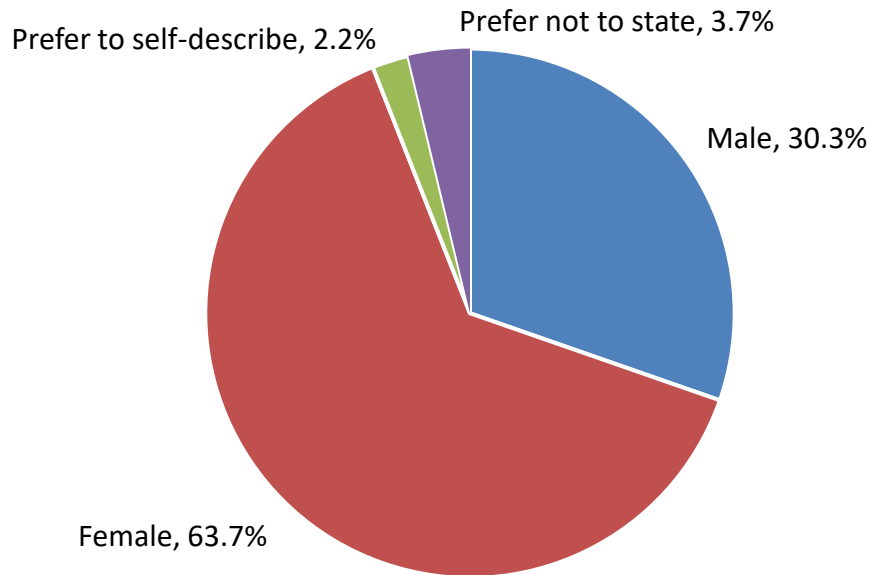
n = 267

The customer gender identity demographic information provided matches the gender identity demographic of the UC Davis undergraduate population, with both having a large majority of students identifying as female. Sixty-four percent of respondents self-reported as female, 30% as male, about 4% preferred not to state, and 2% preferred to self-describe. The graph shows a minority-majority customer profile that matches the UC Davis undergraduate population.

Q4. In what year were you born?
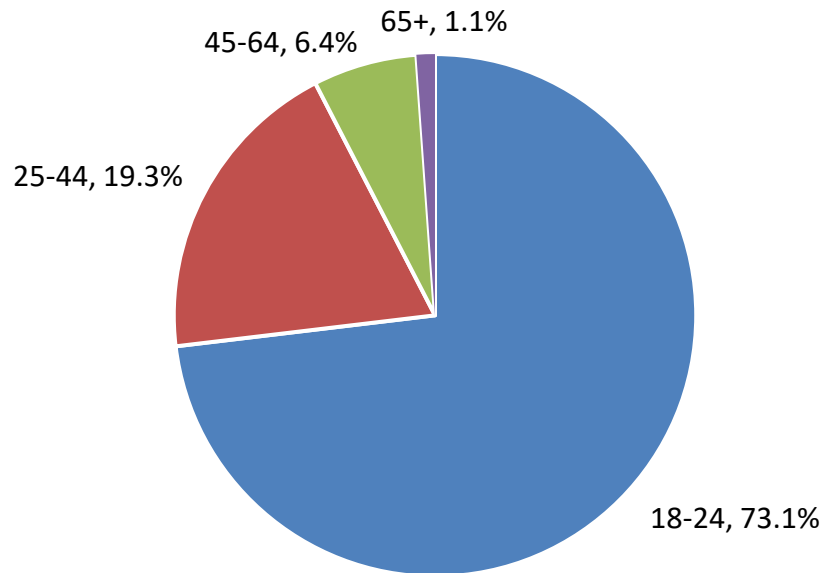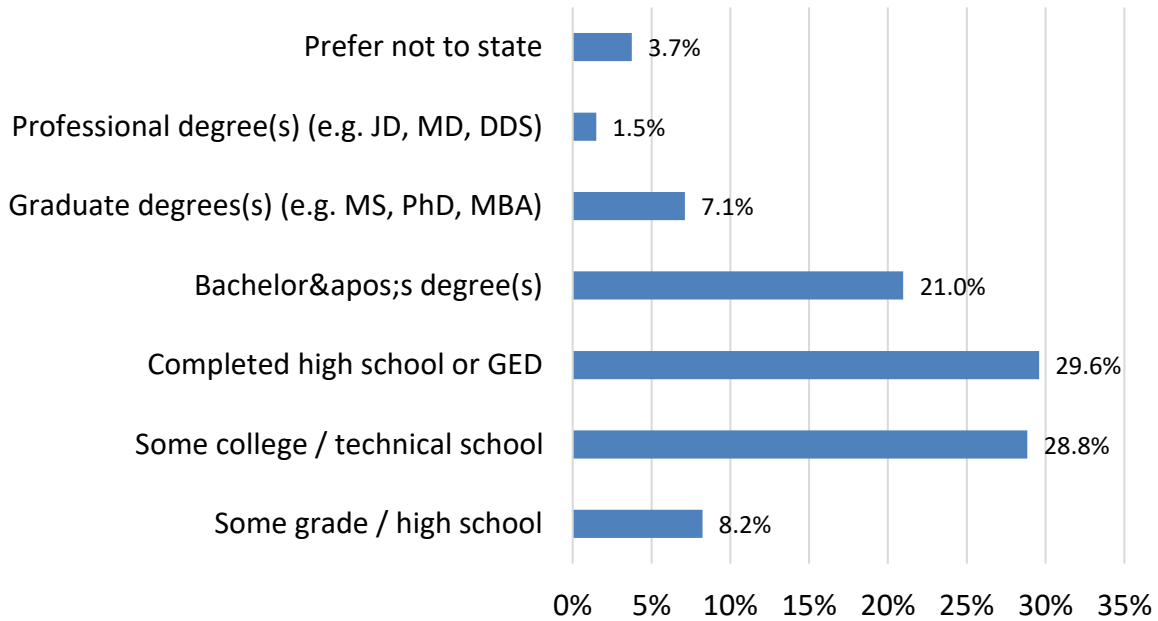

n = 264

Seventy-three percent of respondents reported being 18-24 years old, roughly matching the age profile of the undergraduate population. Almost 20% of customers responded that they were 25-44 years old, and customers from the age of 45 and above make up less than 10% of the responses.
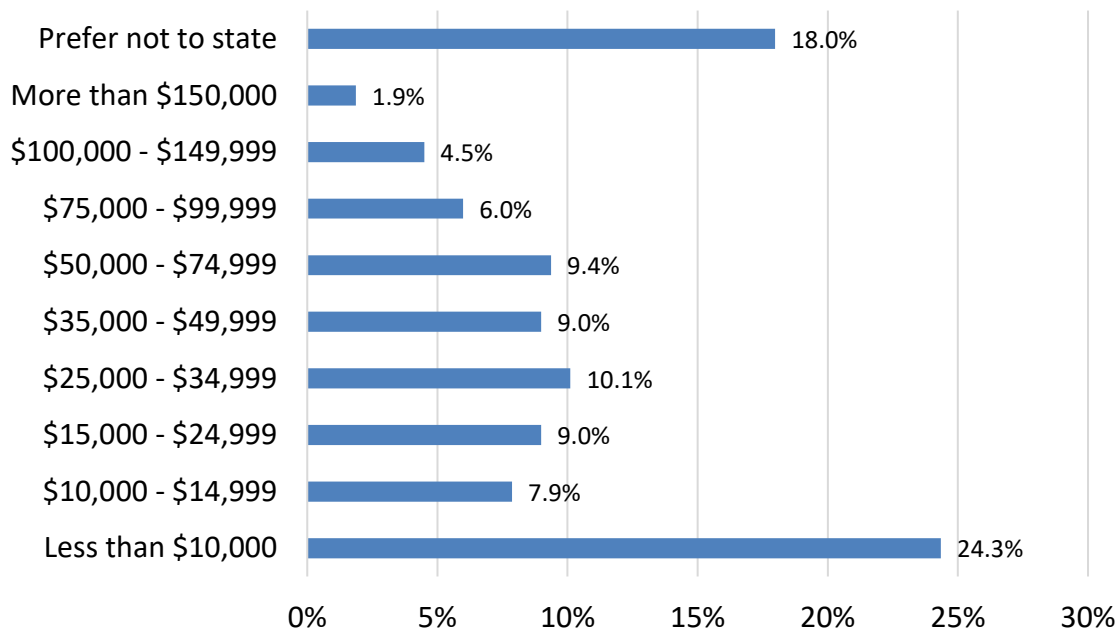
Q5. What is your educational background?

Prefer not to state — 3.7%
Professional degree(s) (e.g. JD, MD, DDS) — 1.5%
Graduate degrees(s) (e.g. MS, PhD, MBA) — 7.1%
Bachelor's degree(s) — 21.0%
Completed high school or GED — 29.6%
Some college / technical school — 28.8%
Some grade / high school — 8.2%

n = 267

The most-reported customer educational background is the completion of high school or GED at 30% of respondents. Such a percentage makes sense because the majority of respondents described themselves as UC Davis undergraduate students. The second highest reported educational background is some college/technical school at 29%, which also makes sense when considering undergraduates who have transferred to UC Davis from a community college, etc. A Bachelor's degree background is at 21%, some grade/high school background is at 8%, combined graduate and professional degree backgrounds are less than 10%, and about 4% of respondents preferred not to state their educational background.

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Q6. Please specify your 2019 annual household income before taxes.

Income	Percentage
Prefer not to state	18.0%
More than $150,000	1.9%
$100,000 - $149,999	4.5%
$75,000 - $99,999	6.0%
$50,000 - $74,999	9.4%
$35,000 - $49,999	9.0%
$25,000 - $34,999	10.1%
$15,000 - $24,999	9.0%
$10,000 - $14,999	7.9%
Less than $10,000	24.3%

n = 267

About 24% of respondents reported an annual household income level of less than $10,000 and a majority of respondents reported household income of less than $35,000. Many customers are full-time students without full-time employment. However, this still represents a high proportion of our customers that reported a very low household income. The federal poverty level for a single person is between $12,000 - $13,000. This question had the highest percentage of "prefer not to state" at 18%.
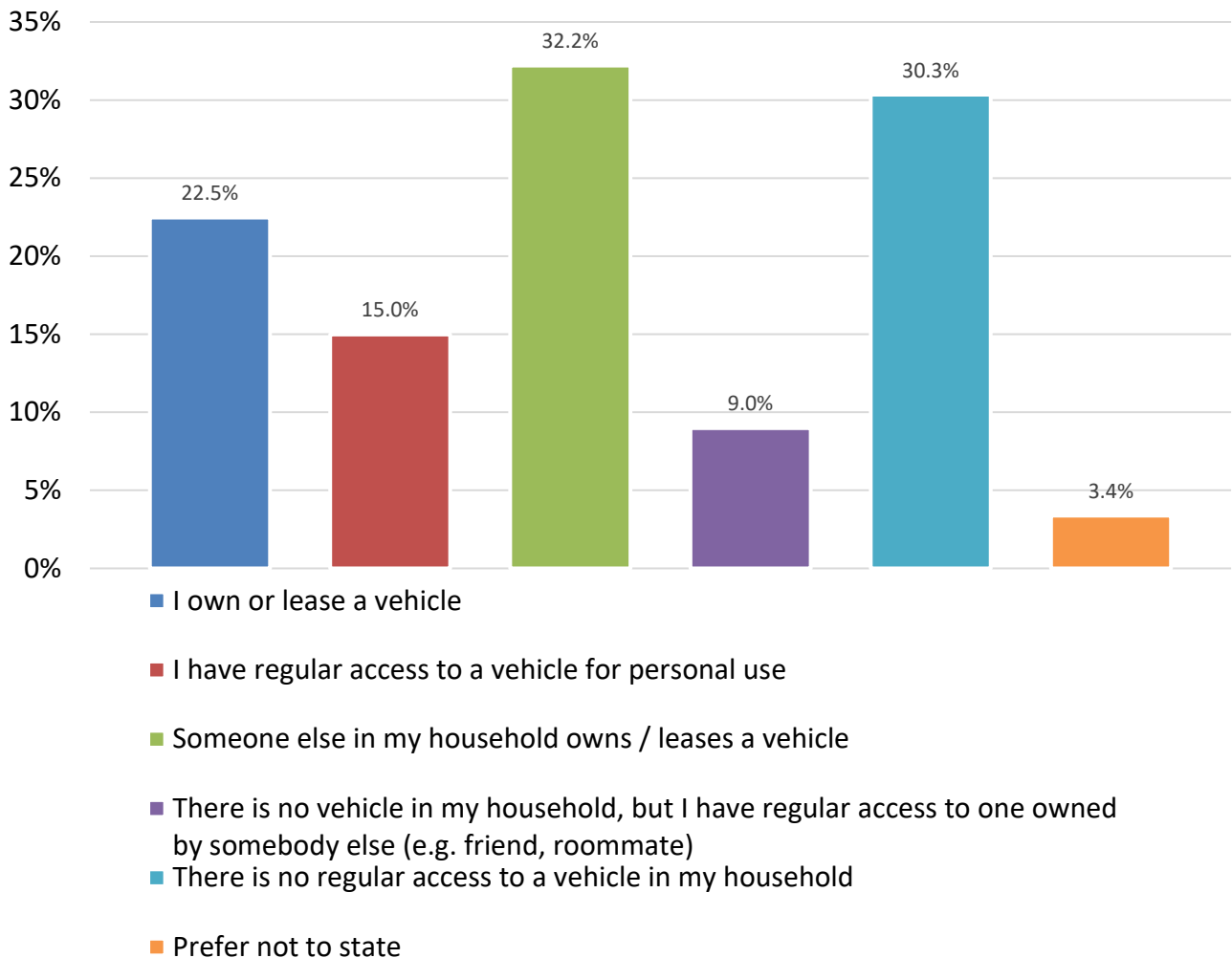
Q7. What is your first language?
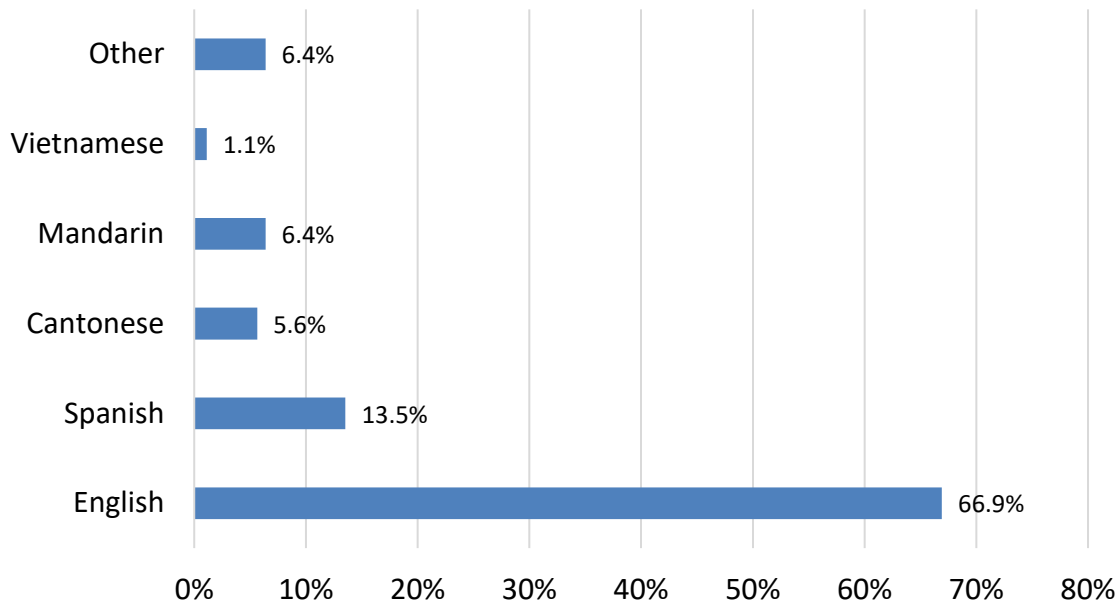
n = 266

English was the most prevalent first language as it comprised 63% of responses. Spanish accounted for 13.5% of responses, Mandarin for approximately 6%, Cantonese for 6%, and Vietnamese for 1% of the total sample. About six percent of respondents reported a first language in the 'Other' category which comprised of languages such as Burmese, Hebrew, Russian, Swahili, and many others.

Q8. What best describes your current vehicle ownership status?

- ■ I own or lease a vehicle
- ■ I have regular access to a vehicle for personal use
- ■ Someone else in my household owns / leases a vehicle
- ■ There is no vehicle in my household, but I have regular access to one owned by somebody else (e.g. friend, roommate)
- ■ There is no regular access to a vehicle in my household
- ■ Prefer not to state

n = 267 (with 300 selections)

For this question, customers were asked to check off their vehicle ownership status. Three hundred responses were recorded from 267 respondents, as they could check off multiple options. The most commonly reported ownership was that someone in the same household as the customer owns or leases a vehicle with 32% of customers. The next highest reported ownership was no regular access to a vehicle with 30% of respondents. One hundred respondents, or 37%, reported having regular access to a vehicle for personal use and ownership (or leasing) of a vehicle. Nine percent of respondents do not have a vehicle in their household but have regular access to a vehicle owned by somebody else. Many of the options overlap and show that a large portion of the respondents have some sort of access to a vehicle. Despite high vehicle access rates, responses show Unitrans is still a viable option for respondents.