



2023

**Passenger
Survey Results**

Dover • Somersworth

33
SAT

Dover (SAT)

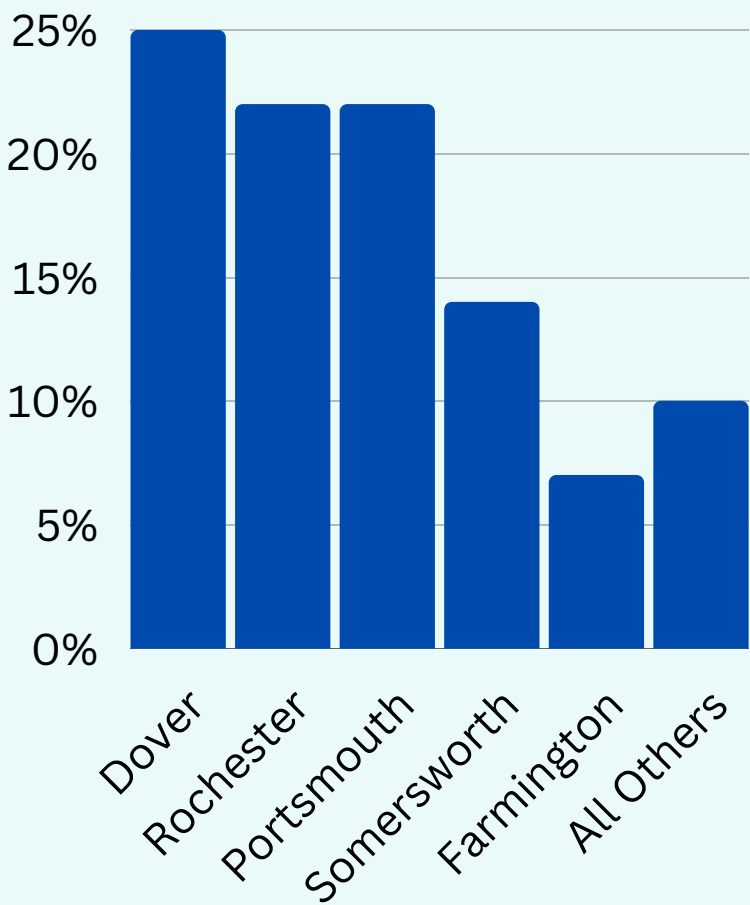
34

www.coastbus.org

Ke... Road

WHO'S RIDING THE BUS?

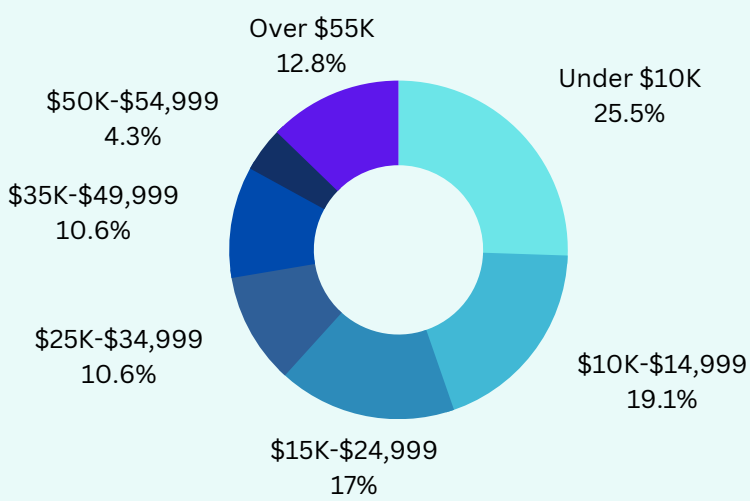
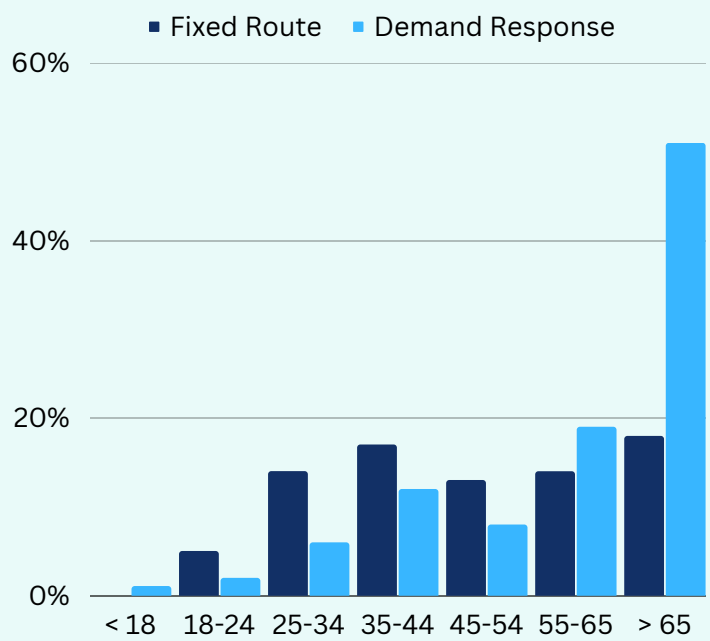
COAST PASSENGER DATA FROM OUR 2023 CUSTOMER SURVEY



The top 5 communities our passengers live in are Dover, Rochester, Portsmouth, Somersworth, and Farmington.

Passenger Ages

The 2023 data shows a higher percentage of older adults than previous surveys have.*



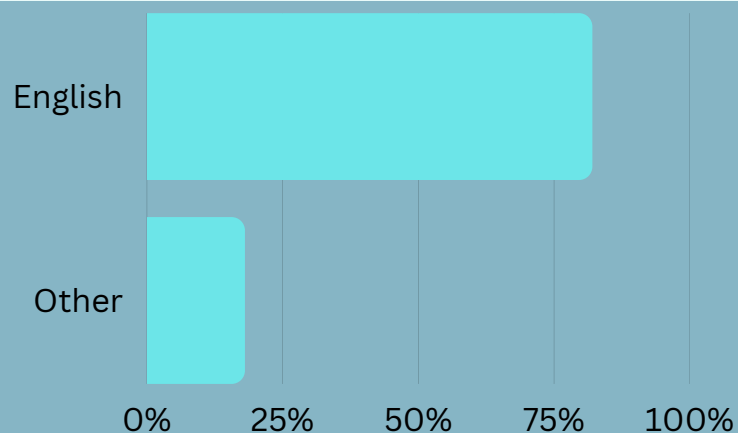
Household Income

Annual household incomes were lower than in past surveys.*



73% of riders identify as White, 4% Black or African American, 4% two or more races, 3% Asian, 2% Hispanic or Latino, 1% American Indian or Alaskan Native, & 12% declined to answer

82% of riders only speak English at home. Of the 18% that said they speak another language at home, 90% speak English "well" or "very well."



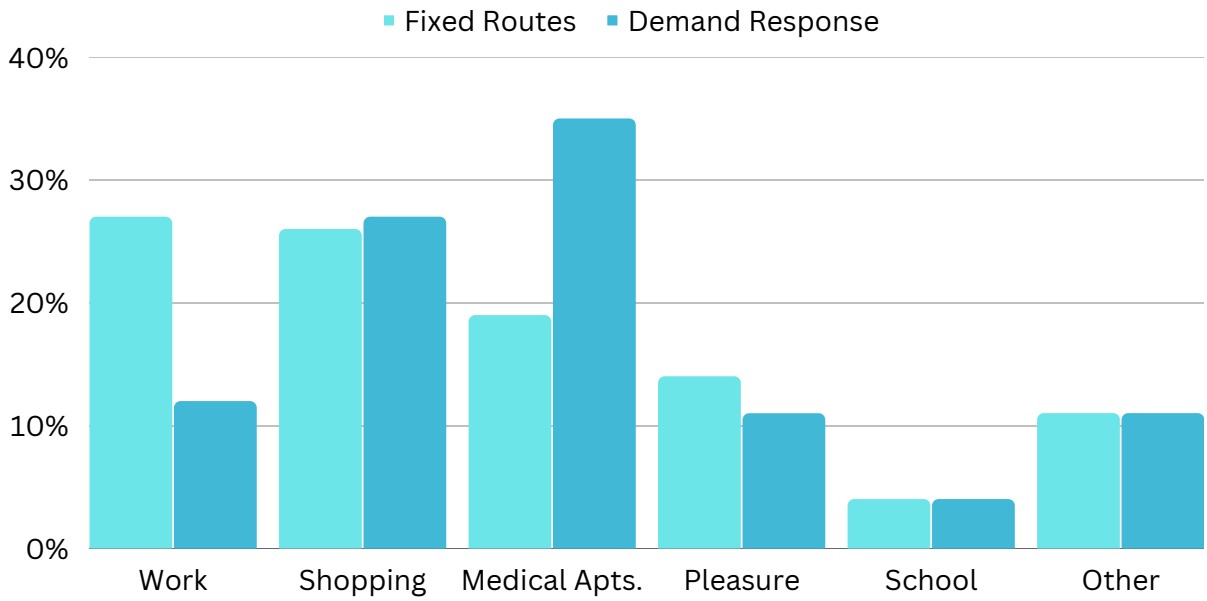
*For the first time, COAST combined the passenger survey results of Fixed Route passengers and Demand Response clients, which definitely had an impact on overall results. In general, COAST Demand Response Clients tend to be older adults on fixed incomes.

COAST

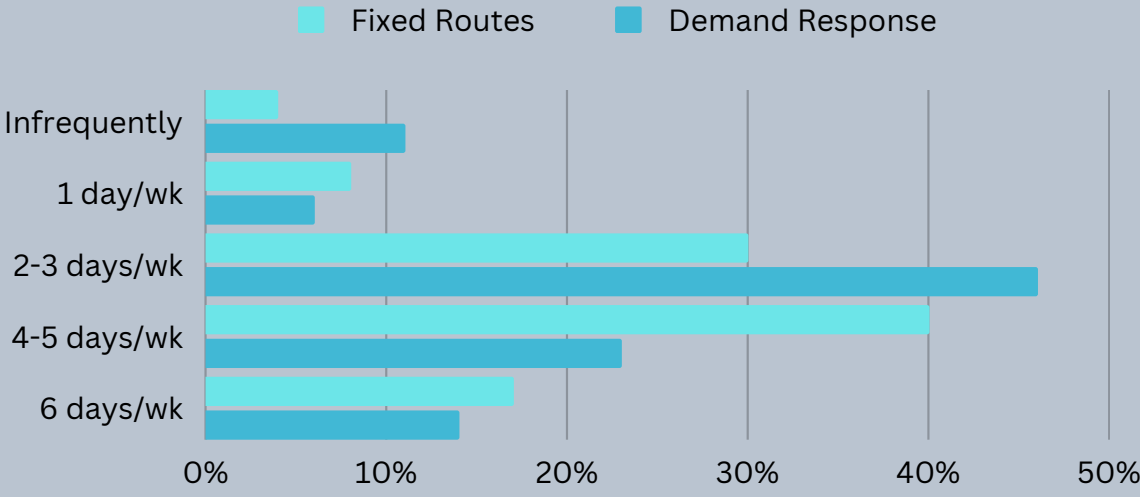
WHY & HOW RIDERS USE THE BUS

COAST PASSENGER DATA FROM OUR 2023 CUSTOMER SURVEY

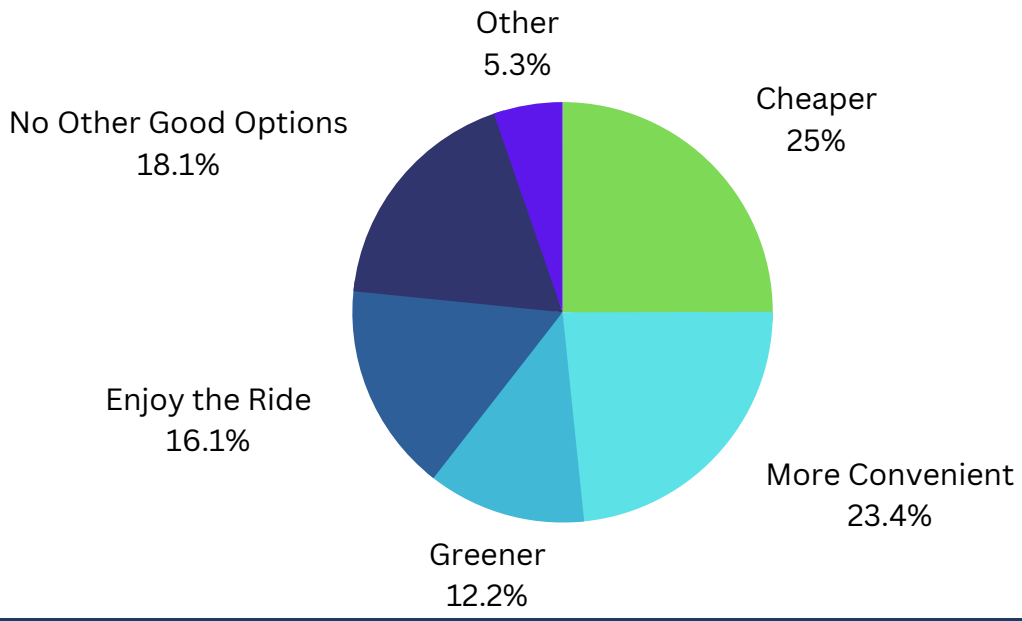
WHERE DO RIDERS GO?



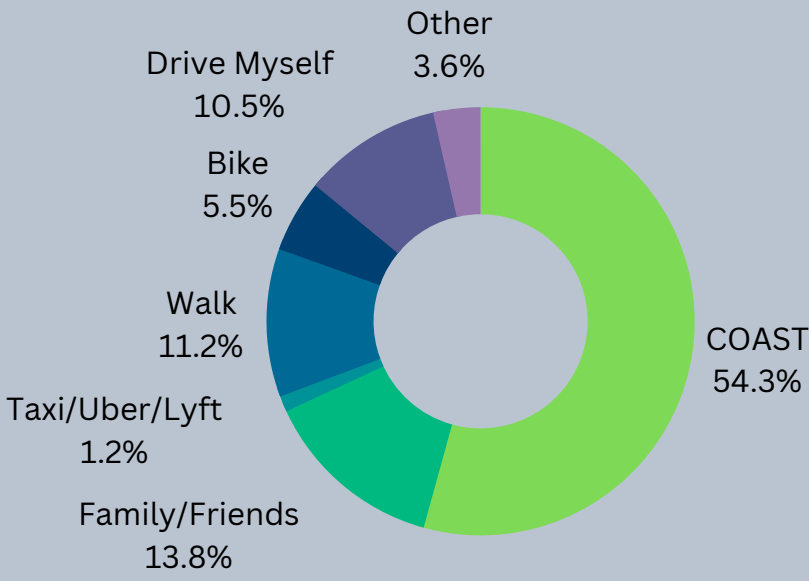
HOW OFTEN DO THEY RIDE?



WHY DO RIDERS CHOOSE COAST?



HOW DO RIDERS PREFER TO TRAVEL?

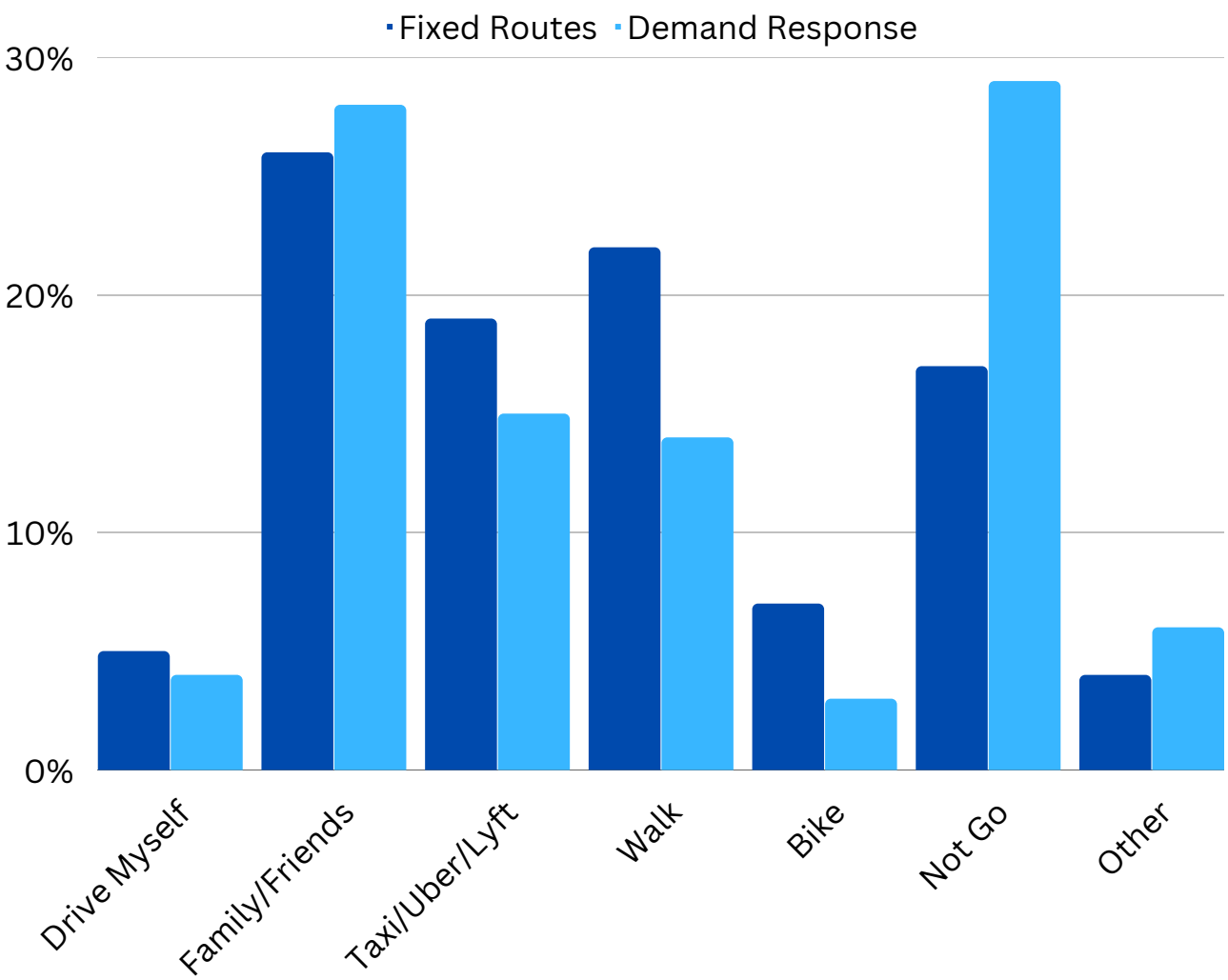


9 OUT OF 10 RIDERS WOULD RECOMMEND COAST TO THEIR FRIENDS, FAMILY, AND CO-WORKERS

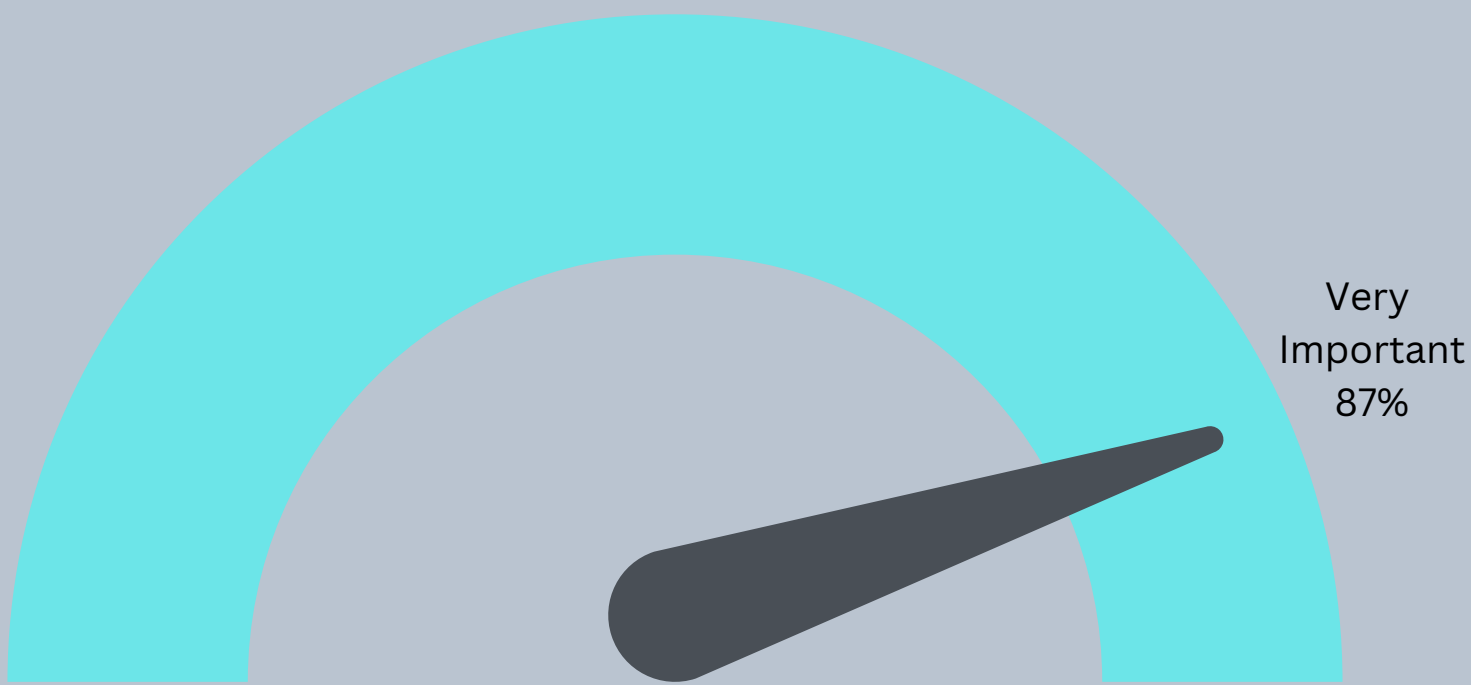


WHAT WOULD RIDERS DO WITHOUT COAST?

IF COAST DIDN'T EXIST, HOW WOULD RIDERS MAKE THEIR TRIP?



HOW IMPORTANT IS COAST FOR MEETING RIDERS' TRANSPORTATION NEEDS?



9 OUT OF 10 RIDERS AGREE THAT COAST PROVIDES A HIGH-QUALITY SERVICE FOR RESIDENTS OF THE SEACOAST REGION.



OUR RIDERS RATED US



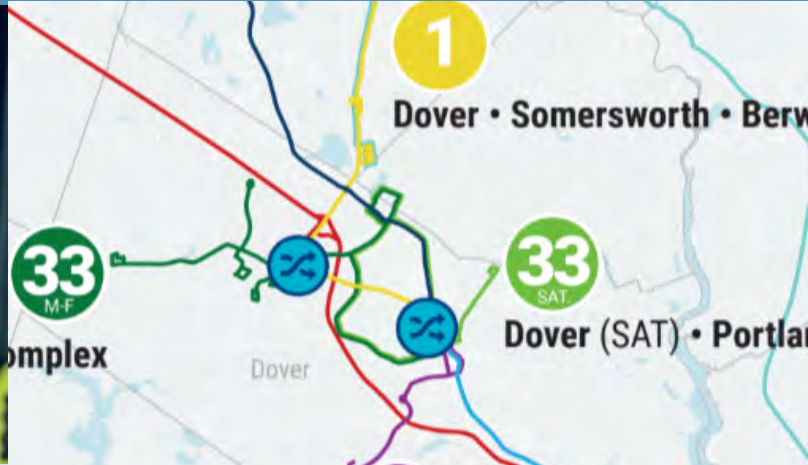
FRIENDLY STAFF

89% AGREE



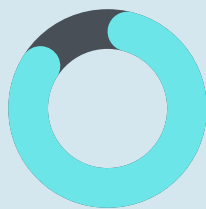
77% AGREE

OUR SCHEDULES
ARE EASY TO
UNDERSTAND



FARES ARE FAIR

88% AGREE



VEHICLES ARE CLEAN

87% AGREE



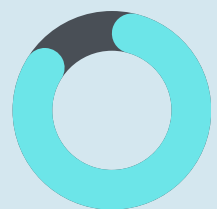
BUSES RUN ON TIME

83% AGREE



OPERATE A HIGH QUALITY SERVICE

88% AGREE



89% of riders would recommend COAST to their friends, family, and co-workers.

