

Insight Network Survey 1 – Response Summary

December 12, 2023

Hello Insight Network Members,

Thank you all for your participation in the Insight Network survey! Your input helps us better understand how to effectively serve the needs of our community. As promised, below can be found a summary of the responses to the survey.

In a Nutshell

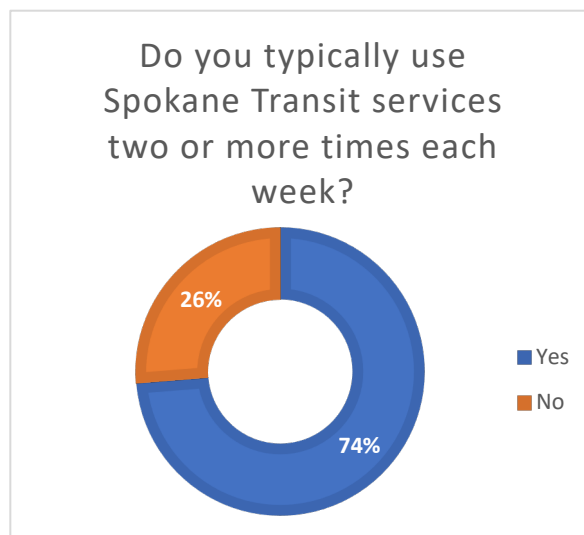
The data suggests our group uses transit for running errands, rides at least twice a week, and navigates the system primarily with the help of the Spokane Transit website. You prefer accessing a stop within a 10-minute walk, ideally with a shelter to get out of the elements and a bench to sit on while waiting. You also value stops/station areas being safe, clean, and well lit, with accurate real-time information.

The Details

Why do you Ride? How Often?

When it comes to using transit daily, the group said that 73% use it for errands, 20% use it to commute to work, 6% for going to/from school, and 60% said “other”.

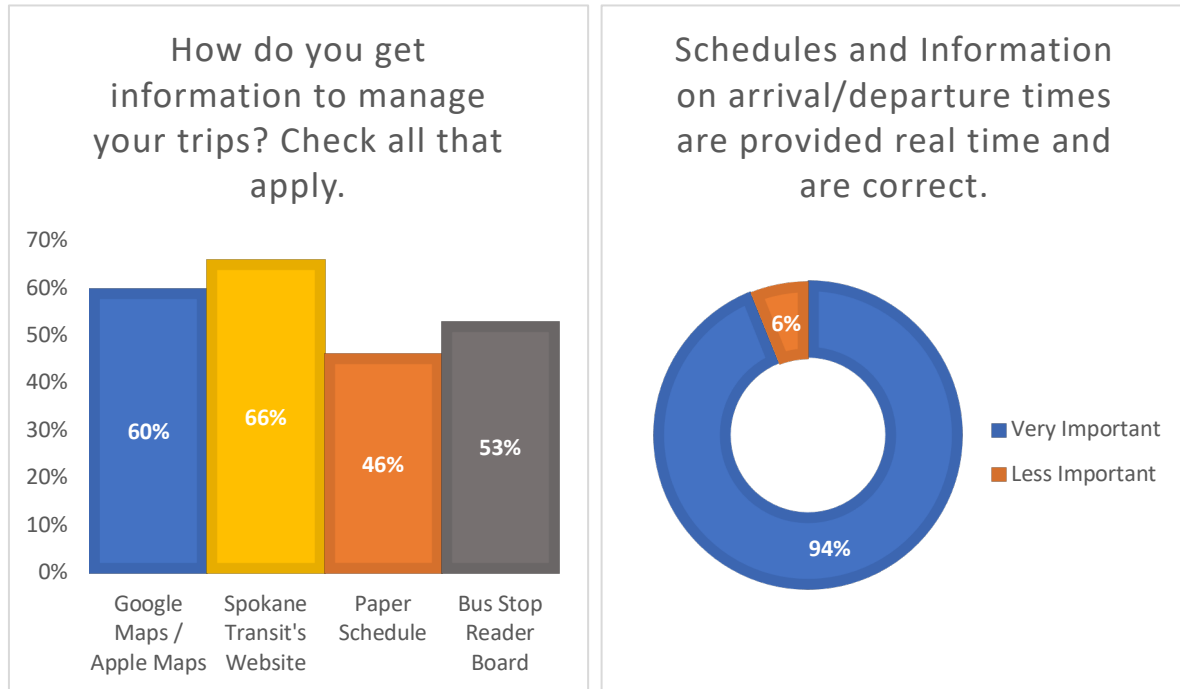
The group also stated that 74% use transit twice or more per week, with the remaining 26% claiming that you use it less than twice per week.



The More You Know

There are a variety of ways to get schedules and system information. The most popular way you stay informed about your trips is through the STA Website (66%), followed by Google/Apple Maps (60%), the bus stop reader boards (53%), and paper schedules (46%).

94% of you said that accurate real time arrival/departure information was very important, while 6% said it was less important.



Location, Location, Location

Being within a 10-minute walk of a stop or station is very important for 86% of you, with 13% of the group saying it is less important.

66% of group members said that a shelter and bench were very important to them, with 33% saying it was less important for them.

100% of you said that a well-lit, clean, and safe station was very important.

In the area adjacent to transit stops, the presence of retail or shops was less important to 66% of the group, and very important to 33%.

Rider Preferences at or Around Stops

