

**EAST CAROLINA UNIVERSITY
ON-CAMPUS & OFF-CAMPUS
TRANSPORTATION SURVEY**

JUNE 20, 2001

This document summarizes the information generated from the East Carolina University (ECU) **on-campus** survey completed in November 2000 and **off-campus** survey completed in April 2001. The survey was designed and compiled by CB&A Research and distributed by ECU officials. A total of 267 **on-campus** responses and 388 **off-campus** responses were received. The on-campus responses were slightly under the target of 350 responses, resulting in an error range of +/- 5.9% at the 95% confidence level. The off-campus responses were above the targeted level of 375 responses, resulting in an error range of 4.9%.

The survey was broken into 16 questions, with some requiring multiple answers. The data generated from this survey was categorized into forty-seven “tables” to establish service trends and user characteristics. The text, tables and figures that follow summarize the resulting survey responses for each question in the survey and concludes with an overall system summary.

Each question and the corresponding responses have been provided. The **red** text corresponds to the **on-campus** population survey and **green** text to the **off-campus** survey respondents. Additionally, each section that CB&A Research developed tables for has been identified and labeled in **blue** text. These corresponding tables can be found in the cross tabulations notebook provided by CB&A Research.

1. How often do you use the ECU Transit bus system? (Check one in each column)

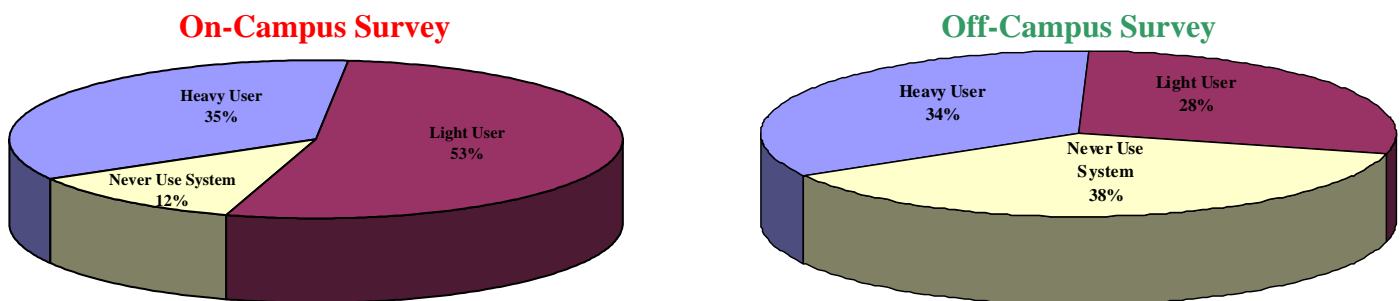
TO MOVE BETWEEN PLACES ON THE MAIN CAMPUS (Check one) [4]	TO MOVE BETWEEN MAIN CAMPUS AND ANY OTHER PLACE (Check one) [5]		
11/26 <input type="checkbox"/> -1	10/50 <input type="checkbox"/> -1	Five or more days a week	
55/26 <input type="checkbox"/> -2	39/47 <input type="checkbox"/> -2	Two to four days a week	
33/ 9 <input type="checkbox"/> -3	27/16 <input type="checkbox"/> -3	Less than two days a week	
39/15 <input type="checkbox"/> -4	58/14 <input type="checkbox"/> -4	One to four days a month	
45/59 <input type="checkbox"/> -5	52/56 <input type="checkbox"/> -5	Less often than once a month	Table 3
51/172 <input type="checkbox"/> -6	54/168 <input type="checkbox"/> -6	Never ... (If Never in both columns ... Why have you never	
used ECU Transit?			
Table 1	Table 2	Have own car/no need to, live near campus, unsure of	
bus schedule.		Have own car/no need to, live near campus, live too far	
from campus.			

Question 1 categorizes the Main Campus users (Table 1) and the Off-Campus users (Table 2) according to frequency of usage. The classification of users are:

- *Heavy User* – two or more days a week
- *Light User* – less than two days per week to less than monthly
- *Never Use System* – have never used the transit system

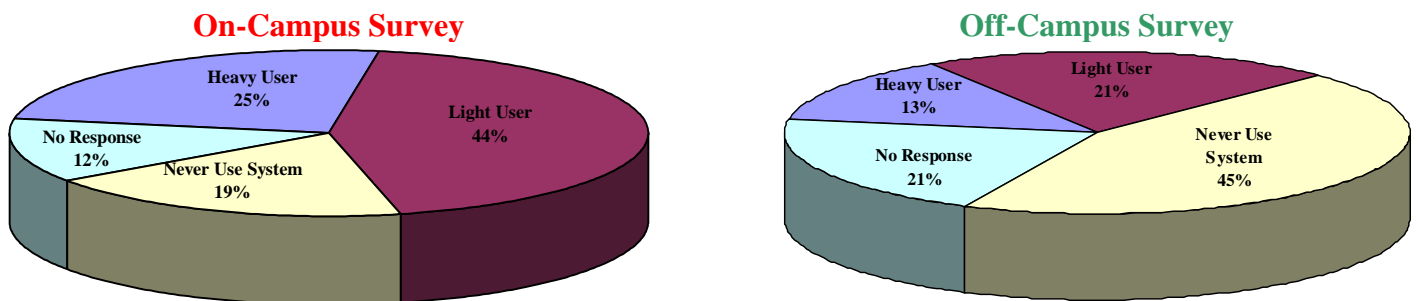
The total usage of the ECU transit system, which combines the Main Campus and Off-Campus user responses, is respectable with 35% of the on-campus and 34% of the off-campus survey respondents identifying multiple use of the system on a weekly basis. An additional 53% and 28% of the on-campus and off-campus survey respondents respectively use the service on a monthly to semi-monthly basis. Therefore, total usage of the system ranges from 88% for on-campus respondents to 62% for off-campus respondents.

Total of Usage for Main Campus and Off-Campus Destinations



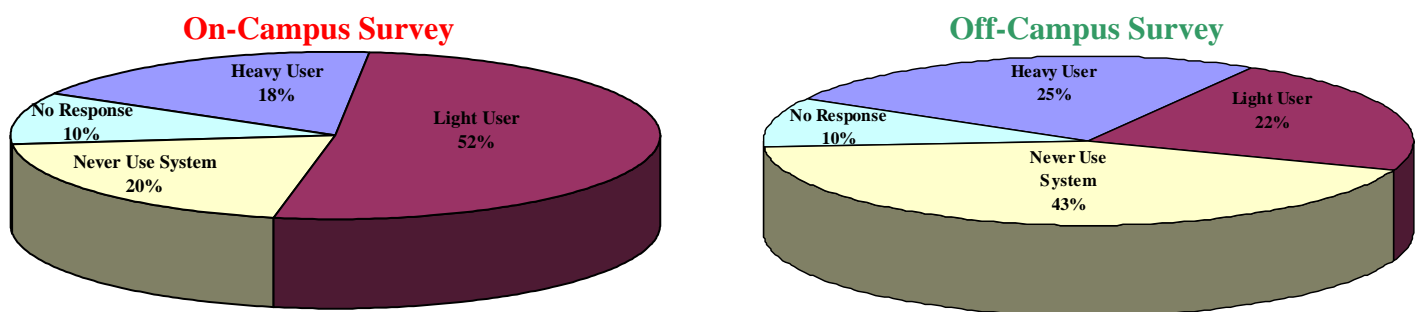
Main Campus usage ranged between 69% and 34% for on-campus and off-campus respondents respectively. The substantial number in these charts is the 45% of off-campus respondents that do not utilize the Main Campus service versus only 19% of the on-campus respondents. Additionally, the no response rate, which is reasonable to assume are largely non-users of the service, increases for the off-campus survey respondents versus the on-campus respondents. Therefore, the disparity is more than likely greater than the calculated value of 26%. The summary of Main Campus service is simply the on-campus residents are twice as likely to utilize the service versus the off-campus residents.

Total Usage for Main Campus Travel Only



Usage of the service from the Main Campus to off-campus locations is 70% for on-campus residents and 47% for off-campus residents. A substantial percentage (43%) of off-campus residents are shown to not utilize this service, of which 96% have access to personal autos.

Total Usage for Main Campus to Off-Campus Destinations Only



Usage of the ECU transit service is favorable with 88% of the on-campus residents and 62% of the off-campus residents utilizing the service at a minimum on a monthly basis. The percentage of heavy users, multiple trips per week, is balanced between the on-campus and off-campus

residents. A decrease in the percentage of *Light User* off-campus residents can be attributed to the reliance on personal autos. 89% of the off-campus respondents reported having access to personal autos versus 48% of the on-campus respondents.

Derived from the question “Why have you never used ECU transit?”, the responses show the strong dependency on personal autos. As the reasons indicate, there are few things that are forcing the university population out of their autos, like limited parking, expensive parking permits, long commute times, etc.

Reasons Respondents Have Never Used ECU Transit

Reason	On-Campus Survey	Off-Campus Survey
	Percentage	Percentage
Have Own Transportation/No Need To	81%	41%
Live Near Campus	9%	18%
Unsure of Bus Schedule	9%	1%
Bad Drivers	3%	-
Inconvenient Having to Wait	3%	2%
No Response	-	43%

**Note: The total percentage exceeds 100% because multiple answers were given.*

The percentage of students who have never used the bus service is minor (12%) for on-campus residents and substantial (38%) for off-campus residents. The overwhelming reason for not using the service is simply students have no need for the service, primarily because they have their own personal auto.

2. What are all your reasons for using the ECU Transit bus system? (Check in each column)

**ONE
MOST
IMPORTANT
REASON**
(Check one)
[16-17]

98/28 ☐ -01
0/9 ☐ -02
67/23 ☐ -03
1/11 ☐ -04
17/81 ☐ -05
23/42 ☐ -06
1/3 ☐ -07
4/30 ☐ -08
3/1 ☐ -09
21/17 ☐ -10

Table 4

**ALL
OTHER
REASONS**
(Check all that apply)
[18-35]

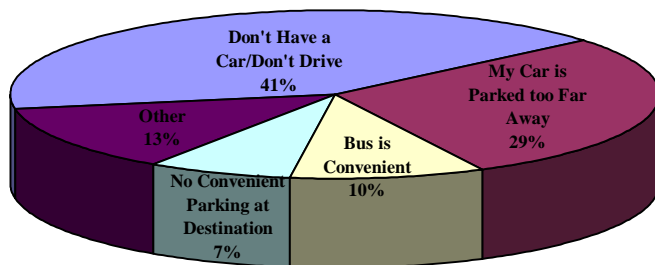
15/7 ☐ -01
3/11 ☐ -02
35/19 ☐ -03
31/47 ☐ -04
32/51 ☐ -05
78/88 ☐ -06
33/30 ☐ -07
29/65 ☐ -08
18/16 ☐ -09
95/92 ☐ -10

Table 5

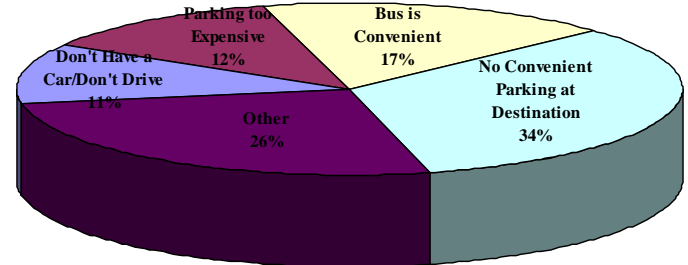
I don't have a car in Greenville/don't drive
Someone else is using my car
My car is parked too far from my residence to use easily
To avoid traffic congestion
No convenient parking at my destination
Bus is convenient
Bus is economical/car too expensive to operate
Parking too expensive
Enjoy company of other ECU students/staff/faculty
Other (write in) To travel within or between campuses, get car, would lose parking space.
To travel within or between campuses, get car, football games.

Question 2 identifies the most important reason students use the bus system. The majority (70%) of on-campus residents indicate usage of the service is because they do not have access to a person auto and/or their personal auto is parked too far away to be convenient. As for the off-campus residents, the only major factor influencing them to utilize the service is lack of convenient parking at their university destination (34%).

On-Campus Survey



Off-Campus Survey



Most Important Reasons	On-Campus Survey		Off-Campus Survey	
	Heavy User	Light User	Heavy User	Light User
Don't have a car	48%	38%	14%	9%
My car is parked too far away	30%	28%	9%	9%
Bus is convenient	7%	12%	19%	17%
No convenient parking at destination	7%	8%	35%	32%
Parking too expensive	1%	2%	13%	11%
Other	5%	8%	7%	9%
No Response	2%	4%	3%	3%

The previous table categorizes the most important reasons by user group. Both on-campus user groups (*Heavy User* and *Light User*) show a high propensity for using the bus based on either not having a car or their car is parked too far away. While the off-campus user groups indicated no convenient parking and the convenience of the bus as the primary reasons for using the service. Of the residents who stated the “bus is convenient”, 90% had auto availability. As a whole, the primary reasons for use are based on convenience, whether it is the result of limited destination parking, lack of close-in parking, easier and faster than walking or to avoid traffic congestion.

The list of all the other reasons students use the bus system were given in conjunction with the most important reasons for using the bus system. Other reasons found important ranged from personal convenience to financial. Few reported not owning a personal auto as an “other” reason, which further justifies this as the most important reason students use the bus system.

Other Reasons for Using ECU Transit Bus System
(By User Group)

Other Reasons	On-Campus Survey		Off-Campus Survey	
	<i>Heavy User</i>	<i>Light User</i>	<i>Heavy User</i>	<i>Light User</i>
Bus is Convenient	39%	30%	39%	34%
Car is Parked too Far Away	18%	13%	6%	10%
Bus is More Economical	18%	11%	13%	10%
No Convenient Parking at Destination	20%	9%	26%	15%
Avoid Traffic Congestion	13%	14%	22%	16%
Parking too Expensive	13%	12%	25%	30%
Other	48%	61%	45%	47%
No Response	24%	37%	3%	5%

**Note: The total percentage exceeds 100% because multiple answers were given.*

A complete total of all the primary and secondary reasons identified for using the transit system are summarized below.

Total Important Reasons for Using the Transit System
(By User Group)

Total Reasons	On-Campus Survey		Off-Campus Survey	
	<i>Heavy User</i>	<i>Light User</i>	<i>Heavy User</i>	<i>Light User</i>
Don't have a car	50%	48%	17%	12%
My car is parked too far away	48%	40%	15%	20%
Bus is convenient	45%	42%	58%	51%
No convenient parking at destination	27%	17%	61%	47%
Bus is more economical	18%	12%	15%	11%
Parking too Expensive	14%	14%	38%	41%
Other	40%	36%	70%	78%
No Response	26%	41%	6%	8%

**Note: The total percentage exceeds 100% because multiple answers were given.*

3. Where are you going when you ride the ECU Transit bus? (Check all that apply in each column)

ON-CAMPUS DESTINATIONS		OFF-CAMPUS DESTINATIONS
[36-53]		[54-71]
119/50 <input type="checkbox"/> -01		Between locations within main campus
74/52 <input type="checkbox"/> -02 Bldg, Med school)	31/39 <input type="checkbox"/> -02	From one ECU campus to another (Main complex, Athletic complex, Allied Health
57/123 <input type="checkbox"/> -03	12/55 <input type="checkbox"/> -03	To school/class
6/10 <input type="checkbox"/> -04	11/10 <input type="checkbox"/> -04	To work
15/9 <input type="checkbox"/> -05	30/20 <input type="checkbox"/> -05	To a party/club/nightclub
33/8 <input type="checkbox"/> -06	14/10 <input type="checkbox"/> -06	To a sporting event
19/3 <input type="checkbox"/> -07	108/14 <input type="checkbox"/> -07	Other personal trips (shop, eat, bank, exercise, etc)
62/60 <input type="checkbox"/> -08	98/142 <input type="checkbox"/> -08	Other (write in) Freshman lot, rec-center, get car, no response.
<input type="checkbox"/> -09	<input type="checkbox"/> -09	Other (write in) Get car, home from campus, no on-campus destination, no response.

Table 7

Table 8

Question 3 was designed to identify the source of the on-campus and off-campus destinations. Off-Campus destinations included travel from one ECU campus to another. The following tables summarize the results.

ECU Transit System Destinations
(By User Group)

On-Campus Destination				
Destination	On-Campus Survey		Off-Campus Survey	
	Heavy User	Light User	Heavy User	Light User
Between locations within Main Campus	58%	46%	20%	22%
From one ECU campus to another	38%	28%	23%	20%
To school/class	38%	16%	61%	40%
Other personal trips	10%	7%	2%	1%
Other	35%	24%	11%	13%
No Response	11%	27%	16%	27%
Off-Campus Destination				
Destination	On-Campus Survey		Off-Campus Survey	
	Heavy User	Light User	Heavy User	Light User
Other personal trips	44%	48%	4%	8%
From one ECU campus to another	15%	12%	15%	17%
To a party/club/nightclub	17%	10%	5%	12%
To school/class	8%	4%	21%	26%
Other	28%	14%	24%	29%
No Response	32%	32%	53%	37%

**Note: The total percentage exceeds 100% because multiple answers were given.*

Most respondents use the main bus system for travel to and from class and for commuting around the main campus. 77% of those respondents who use the bus for travel to and from class have personal autos. The primary usage of the off-campus bus system is for personal trips and

social activities. Women are three times as likely as men to use this bus system for personal trips, while the men are one-and-a-half times as likely to use the bus for travel to social activities.

4. How **SATISFIED** or **DISATISFIED** are you with the **ECU Transit bus system**? (If you don't use ECU Transit, rate it based on your overall perceptions and ideas about the system.) (Check one)

Table 9 **38/97** ☐ Very satisfied **48/36** ☐ Somewhat dissatisfied
155/218 ☐ Somewhat satisfied **21/22** ☐ Very dissatisfied

Why do you say that?

Table 10 Not always on-time/reliable, drive recklessly/fast, need more routes/stops that serve larger area, doesn't run long enough, drivers are rude, takes too long/too many stops.

Not always on-time/reliable, buses too crowded, need more routes/stops that serve larger area, takes too long/ too many stops, need newer buses/cleaner buses, drive recklessly/fast.

Question 4 identifies the level of satisfaction with the ECU bus system, based on the four identified satisfaction ratings. 55% of the “dissatisfied” users state the lack of on-time service and reliability as the primary reason for the rating. 6% of the respondents continue to utilize the service even though they are “very dissatisfied” with service. The response rates are listed for each user group below.

ECU Transit Bus System Satisfaction Rating
(By User Group)

Satisfaction Rating	On-Campus Survey			Off-Campus Survey		
	Heavy User	Light User	Never Use System	Heavy User	Light User	Never Use System
Very Satisfied	13%	12%	28%	33%	25%	18%
Somewhat Satisfied	60%	62%	34%	55%	57%	57%
Somewhat Dissatisfied	18%	16%	25%	7%	13%	9%
Very Dissatisfied	9%	7%	9%	5%	3%	7%
No Response	0%	3%	4%	0%	2%	9%

The following section lists the reasons identified for the satisfaction ratings given in question 4. The following table summarizes the top three answers received as categorized by the type of comment. As with most surveys, the respondents focused on “negative” issues. It is common for survey populations to list the issues or concerns they see even when they rate the system or product satisfactory, as was the case for this ECU student survey.

**Reason for Satisfaction Rating
(By User Group)**

Categorized Reasons	On-Campus Survey			Off-Campus Survey		
	<i>Heavy User</i>	<i>Light User</i>	Never Use System	<i>Heavy User</i>	<i>Light User</i>	Never Use System
Negative						
Not always on time or reliable	50%	50%	19%	16%	21%	15%
Drive recklessly/fast	4%	7%	9%	3%	1%	1%
Need more routes/stops that serve larger area	8%	5%	0%	2%	6%	3%
Positive						
Convenience/beats walking	3%	9%	16%	6%	7%	4%
Usually on-time/prompt	5%	7%	9%	16%	10%	8%
Good system for students	4%	6%	9%	5%	6%	6%
Neutral						
Need more direct routes with fewer stops	1%	2%	0%	0%	0%	0%
Need more weekend routes	2%	1%	0%	0%	0%	0%
Need schedule of bus routes, times & stop locations	1%	1%	0%	1%	1%	0%
No Response/No Reason	13%	11%	28%	36%	46%	52%

As seen in the previous table 62% of the negative responses, whether a *Heavy User* or *Light User*, were directed at the reliability and on-time service of the system. This resulted in 38% of the respondents with this concern expressing “dissatisfaction” with the system.

5. Using a scale of 1 to 5 with 5 being “Very Important” and 1 being “Not Important At All”, how would you rate the importance of each of the following items concerning the ECU Transit bus system? (If you don’t use ECU Transit, rate it based on your overall perceptions and ideas about the system.) (Circle one number on each line)

Very Important	5	4	3	2	1	Not Important At All
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							Overall Score
Table 11	Vehicles show up when promised	5	4	3	2	1	4.86/4.70
Table 12	Frequency of service	5	4	3	2	1	4.69/4.53
Table 13	Gets me to my destination on time	5	4	3	2	1	4.80/4.63
Table 14	Hours of service	5	4	3	2	1	4.50/4.29
Table 15	Days of the week bus is available	5	4	3	2	1	4.56/4.34
Table 16	Destinations served	5	4	3	2	1	4.56/4.41
Table 17	Feeling safe around the other passengers	5	4	3	2	1	4.20/4.14
Table 18	Clean vehicles	5	4	3	2	1	4.19/3.99
Table 19	Safe vehicles	5	4	3	2	1	4.65/4.43
Table 20	Courteous drivers	5	4	3	2	1	4.15/4.14
Table 21	Drivers drive safely	5	4	3	2	1	4.70/4.46
Table 22	Bus stops are clean and safe	5	4	3	2	1	4.32/4.16

6. Using a scale of 1 to 5 with 5 being “Agree Completely” and 1 being “Disagree Completely”, how would you rate the performance of each of the following items concerning the ECU Transit bus system? (If you don’t use ECU Transit, rate it based on your overall perceptions and ideas about the system.) (Circle one number on each line)

Agree Completely	5	4	3	2	1	Disagree Completely
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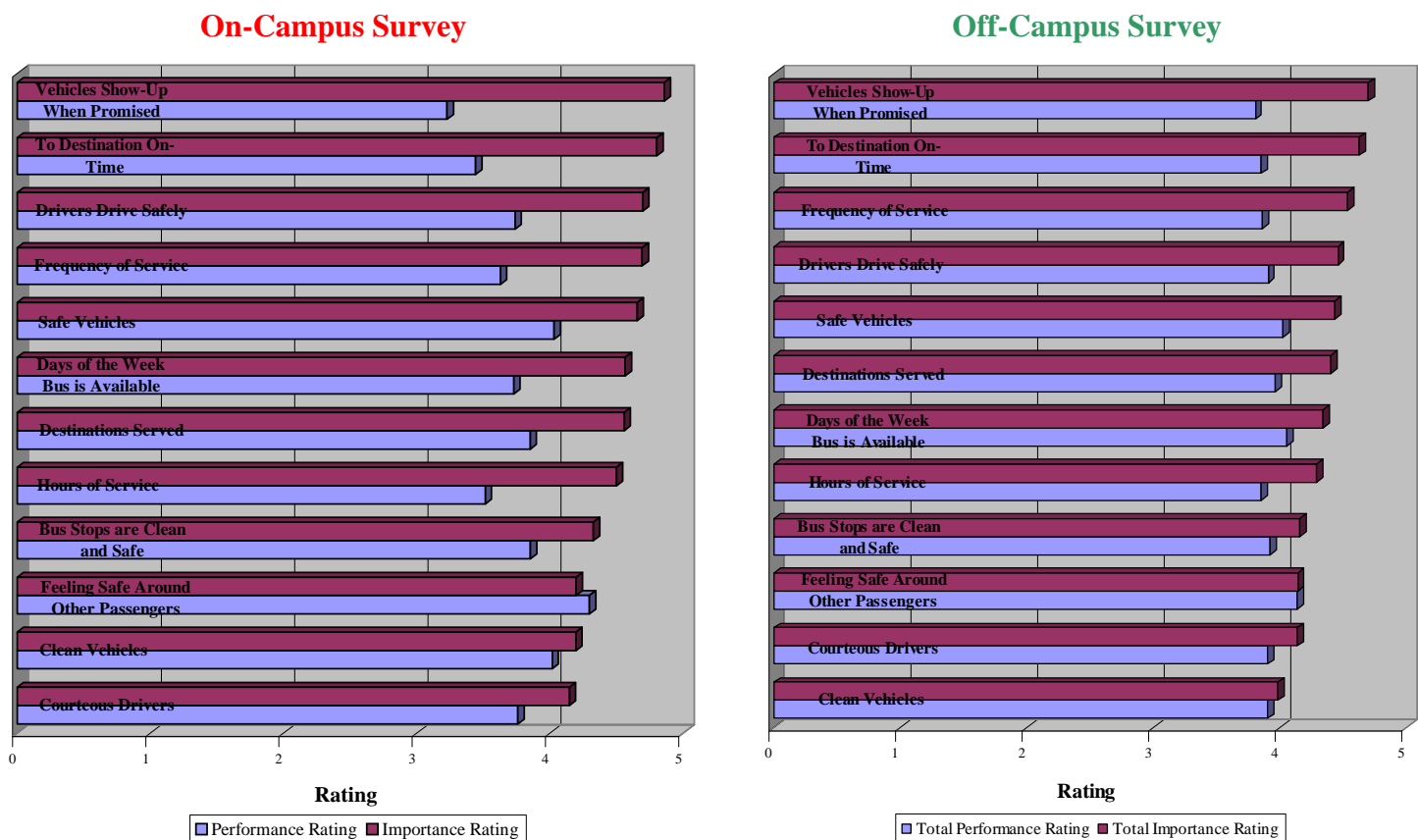
							Overall Score
Table 23	Vehicles show up when promised	5	4	3	2	1	3.23/3.81
Table 24	Frequency of service	5	4	3	2	1	3.63/3.87
Table 25	Gets me to my destination on time	5	4	3	2	1	3.44/3.85
Table 26	Hours of service	5	4	3	2	1	3.51/3.86
Table 27	Days of the week bus is available	5	4	3	2	1	3.73/4.06
Table 28	Destinations served	5	4	3	2	1	3.85/3.97
Table 29	Feeling safe around the other passengers	5	4	3	2	1	4.30/4.14
Table 30	Clean vehicles	5	4	3	2	1	4.02/3.91
Table 31	Safe vehicles	5	4	3	2	1	4.03/4.03
Table 32	Courteous drivers	5	4	3	2	1	3.76/3.90
Table 33	Drivers drive safely	5	4	3	2	1	3.74/3.91
Table 34	Bus stops are clean and safe	5	4	3	2	1	3.85/3.93

Question 5 and **Question 6** were designed to determine what students feel are the most important transit service characteristics, and to assess the performance of the current service based on the same service characteristics. The ratings used were:

- Importance Rating ➤ 1 “Not Important At All” – 5 “Very Important”
- Performance Rating ➤ 1 “Disagree Completely” – 5 “Agree Completely”

This technique allows for the comparison of the most important service characteristics with the perceived performance. The perception of high performance is most critical for those characteristics that the riders view as important, and less critical for the less important characteristics.

Importance Rating vs. Performance Rating



The most important aspect respondents identified for transit service is on-time/reliable service. As displayed in the previous figures, this is also the characteristic on which the ECU bus system is perceived to perform most poorly. However, the rating received for on-time service was favorable in terms of maintaining positive student satisfaction ratings. Specifically, 62% of the respondents, who were concerned with the reliability and prompt service provided, were satisfied with the overall bus system.

7. What would make you more likely to use ECU Transit or to increase your frequency of use of ECU Transit?

Table 35 Increased service/routes, schedules/reliability.
Increased service/routes, schedules/reliability.

Question 7 was provided as a start in the identification of areas to improve upon, based on suggestions from the respondents on how to increase their ridership.

Suggestions for Increasing the Usage of ECU Transit
(By User Group)

Suggestion	On-Campus Survey			Off-Campus Survey		
	Heavy User	Light User	Never Use System	Heavy User	Light User	Never Use System
Increased service/routes	44%	47%	34%	26%	32%	17%
Schedule/reliability	30%	26%	16%	18%	19%	9%
Other	4%	13%	25%	5%	9%	34%
Amenities/Customer service	9%	10%	13%	6%	5%	7%
Miscellaneous	6%	7%	9%	13%	11%	11%
No Response	18%	11%	16%	39%	30%	30%

**Note: The total percentage exceeds 100% because multiple answers were given.*

Improving upon the schedule and reliability as well as increasing the service and routes are the two primary issues for attracting non-users and increasing the ridership of both *Heavy Users* and *Light Users*. The suggestion of increased service and routes seems to be based on convenience, reducing walk times to destinations as well as transit locations.

8a. The local Greenville area bus system is called GREAT (GREenville Area Transit). Before now, had you ever heard of the Greenville GREAT bus system? (Check one)

Table 36 50/138 ☐ Yes 216/250 ☐ No

8b. Have you ever used the Greenville GREAT bus system? (Check one)

Table 38

Table 37 14/29 ☐ Yes 252/359 ☐ No (If No) Why have you never used the GREAT bus system?

Never heard of it, no need, have own car.

Have own car, no need, never heard of it.

Questions 8 – 10 focused on the respondents' familiarity with the Greenville Area Transit (GREAT) system. As the following tables indicate, respondents had little knowledge of the system.

Have you ever heard of Greenville Area Transit

Answer	On-Campus Survey			Off-Campus Survey		
	Heavy User	Light User	Never Use System	Heavy User	Light User	Never Use System
Yes	20%	21%	6%	38%	33%	36%
No	80%	79%	94%	62%	67%	64%

Ever used Greenville Area Transit

Answer	On-Campus Survey			Off-Campus Survey		
	Heavy User	Light User	Never Use System	Heavy User	Light User	Never Use System
Yes	9%	4%	3%	11%	6%	4%
No	91%	96%	97%	89%	94%	96%

Only 29% of the respondents have ever heard of the system and even fewer have used the system (7%). The primary reasons for not using this system were because they have never heard of the system and those that had heard of GREAT stated they had no need for the service (20%), prefer their own car (19%) and they are not familiar with the bus schedule (6%).

Reason for Never Using GREAT

Reason	On-Campus Survey			Off-Campus Survey		
	Heavy User	Light User	Never Use System	Heavy User	Light User	Never Use System
Never heard of it	53%	42%	36%	13%	20%	12%
No need/not necessary	17%	19%	32%	20%	20%	18%
Have own car/prefer own car around town	5%	13%	29%	20%	19%	33%
Not familiar with schedule or routes	13%	10%	7%	3%	3%	1%
Use ECU transit	2%	9%	0%	2%	1%	0%
No Response	17%	17%	7%	42%	41%	37%

*Note: The total percentage exceeds 100% because multiple answers were given.

9. If you could use the existing Greenville GREAT bus system without buying a ticket by showing your student ID, and if it went to the place you wanted to go at the time you wanted to ride, how likely would you be to use the Greenville GREAT bus system? (Check one)

Table 39 **101/65** ☐ Very likely to use GREAT **35/73** ☐ Somewhat unlikely to use GREAT
100/105 ☐ Somewhat likely to use GREAT **29/137** ☐ Very unlikely to use GREAT

Table 40 Why do you say that? Positive – convenient, cheaper/free. Negative – have own car/prefer own car, don't feel safe on city bus, no need.

Positive – convenient, cheaper/free. Negative – have own car/prefer own car, don't feel safe on city bus, no need.

Raising awareness of the GREAT system is crucial because approximately 57% of the respondents stated they would use the system if only a student ID was required. Again, the predominant reason for not using GREAT was because of personal autos.

Likelihood of using GREAT if only student ID required

Rating	On-Campus Survey			Off-Campus Survey		
	Heavy User	Light User	Never Use System	Heavy User	Light User	Never Use System
Very Likely	46%	38%	16%	22%	16%	13%
Somewhat Likely	38%	39%	31%	28%	28%	25%
Somewhat Unlikely	7%	16%	19%	21%	19%	15%
Very Unlikely	9%	6%	34%	27%	34%	46%
No Response	0%	1%	0%	2%	3%	1%

Reason for using or not using GREAT

Categorized Reasons	On-Campus Survey			Off-Campus Survey		
	Heavy User	Light User	Never Use System	Heavy User	Light User	Never Use System
Positive						
Convenient	23%	21%	9%	9%	7%	6%
If it went where I wanted it to go	18%	14%	3%	2%	1%	1%
Cheaper	12%	15%	3%	6%	7%	6%
Negative						
Prefer to use own car	9%	17%	34%	26%	26%	32%
Don't feel safe on city bus	0%	2%	13%	1%	3%	2%
No need to use bus	2%	3%	3%	6%	8%	8%
Neutral						
It's practical	1%	1%	0%	1%	0%	0%
Depends on the schedule and stops	2%	1%	0%	1%	3%	1%
Would consider it for no particular reason	0%	1%	3%	3%	1%	3%
No Response	25%	20%	13%	37%	34%	33%

10. Are you aware that half price passes to ride the Greenville GREAT bus system can be purchased at the Student Center? (Check one)

Table 41 1/9 ☐ Yes 266/376 ☐ No

Little awareness of the services ECU provides in conjunction with GREAT was known. A total of 98% of the survey population were unaware of the half-price ticketing available through ECU student center.

Aware of half-price passes for GREAT through ECU student center

Answer	On-Campus Survey			Off-Campus Survey		
	<i>Heavy User</i>	<i>Light User</i>	<i>Never Use System</i>	<i>Heavy User</i>	<i>Light User</i>	<i>Never Use System</i>
Yes	0%	1%	0%	3%	4%	1%
No	100%	99%	100%	97%	96%	99%

11. Is a motor vehicle available for your use any time you want it? (Check one) **136/344** ☐ Yes **127/33** ☐ No
Table 42

This table summarizes the usage according to the availability of personal autos.

**Auto Availability
(By User Group)**

Answer	On-Campus Survey			Off-Campus Survey		
	Heavy User	Light User	Never Use System	Heavy User	Light User	Never Use System
Yes	43%	50%	75%	82%	91%	94%
No	56%	48%	25%	14%	9%	3%
No Response	1%	2%	0%	4%	0%	3%

The primary correlation from this chart is that the vast majority of respondents (91%) who never use the system have personal auto access.

12. Just thinking of the vehicle you control (if any), what kind of ECU parking permit do you have on that vehicle? (Check one)

- 94/23** ☐ Don't control a vehicle
9/181 ☐ No parking permit on vehicle I control
86/7 ☐ F - Freshman
1/93 ☐ L - Limited
0/61 ☐ C - Commuter
69/5 ☐ R - Resident
8/18 ☐ Other (Write in type) No response.
No response, staff, weekend university.

Table 43

This question asked the respondents what type of permit they had for the vehicle they controlled. The number of interest from this question was that 29% of all respondents claim that they have no parking permit on their vehicle. A summary of the permit type responses follows.

**Parking Permit Type
(By User Group)**

Permit Type	On-Campus Survey			Off-Campus Survey		
	Heavy User	Light User	Never Use System	Heavy User	Light User	Never Use System
Don't control a vehicle	40%	36%	22%	9%	7%	1%
Freshman	42%	29%	19%	2%	3%	1%
Resident	12%	28%	56%	0%	3%	1%
No parking permit on vehicle	3%	4%	0%	33%	47%	59%
Limited	0%	0%	3%	43%	22%	11%
Other	0%	0%	0%	10%	17%	26%
No Response	3%	3%	0%	3%	1%	1%

13. Using a scale of 1 to 5 with 5 being “Readily Available” and 1 being “Never Available”, how would you rate current availability of parking at ECU? (If you don’t use ECU parking, rate based on your overall perceptions and ideas about it.) (Circle one number)

Table 44

Readily Available	5	4	Overall Score	3	2.3	2	1	Never Available
					2.2			

This question focused on the availability of parking on ECU. The overall rating was calculated at **2.3** and **2.2** for the on-campus residents and off-campus residents respectively, which favors never available verse readily available.

Parking Availability
(By User Group)

Rating	On-Campus Survey			Off-Campus Survey		
	<i>Heavy User</i>	<i>Light User</i>	<i>Never Use System</i>	<i>Heavy User</i>	<i>Light User</i>	<i>Never Use System</i>
1- Never Available	22%	24%	34%	27%	23%	31%
2	27%	31%	22%	34%	40%	29%
3	33%	32%	25%	22%	18%	19%
4	16%	9%	16%	9%	13%	12%
5 - Readily Available	1%	1%	0%	4%	1%	6%
No Response	1%	3%	3%	4%	5%	3%

Of note is that a significant portion of the non-users (31%) state parking is “never available”, but this does not influence them into using the ECU bus service. Thus these students are probably within reasonable walking/bicycle riding distance to their desired destinations, which would not require a personal auto.

14. Is your local residence... (Check one) **267/0** ☐ On-Campus **0/388** ☐ Off-Campus

Table 45

This question simply had the respondents define themselves as on-campus residents or off-campus residents.

15. What is your gender? (Check one) **54/200** ☐ Male **213/187** ☐ Female

Table 46

This question of gender points to an interesting trend. As the user categories go from *Heavy User* to *Light User* to non-user the male percentage increases while the percentage of females decreases.

Gender
(By User Group)

Gender	On-Campus Survey			Off-Campus Survey		
	<i>Heavy User</i>	<i>Light User</i>	Never Use System	<i>Heavy User</i>	<i>Light User</i>	Never Use System
Male	16%	21%	31%	42%	59%	54%
Female	84%	79%	69%	58%	41%	46%

16. What class are you? (Check one)

Table 47 **148/20** ☐ Freshman **32/100** ☐ Junior **1/15** ☐ Graduate School
68/67 ☐ Sophomore **18/181** ☐ Senior **0/5** ☐ Other (write in)
Non-specific, no response.

As previously stated the survey was designed as an on-campus and off-campus survey based on the random distribution of the questionnaires. As a result, the survey was evenly balanced between the classes (freshman – 26%, sophomore – 21%, junior – 20%, senior – 30%). The following table illustrates this fact.

School Class
(By User Group)

Class	On-Campus Survey			Off-Campus Survey		
	<i>Heavy User</i>	<i>Light User</i>	Never Use System	<i>Heavy User</i>	<i>Light User</i>	Never Use System
Freshman	66%	54%	34%	7%	5%	4%
Sophomore	22%	37%	28%	24%	15%	13%
Junior	5%	18%	25%	28%	24%	25%
Senior	5%	10%	9%	35%	52%	52%
Graduate Student	0%	0%	3%	4%	4%	4%

As expected the majority of the off-campus respondents were upperclassmen (72%), while the majority of on-campus respondents were underclassmen (81%).