



# **2025 Customer Survey Results**

508 Surveys Received

## Overview

- Survey conducted on all public vehicles May 5 – May 17, 2025. Survey active online from May 5 – May 29, 2025.
- Survey was available on all COAST vehicles in paper format with pencils provided.
- Survey was available electronically using Rockingham Planning Commission's Public Input tool.
- Except where noted, results are shown with both modes combined (fixed route and demand response).
- In many cases, respondents checked more than one box. Each answer is represented separately.
- Many respondents did not answer every question. Percentages are based on number of respondents who answered that question, not the total number of respondents.

### Survey Response Rates

Estimated Fixed Route\*: 13 - 27%

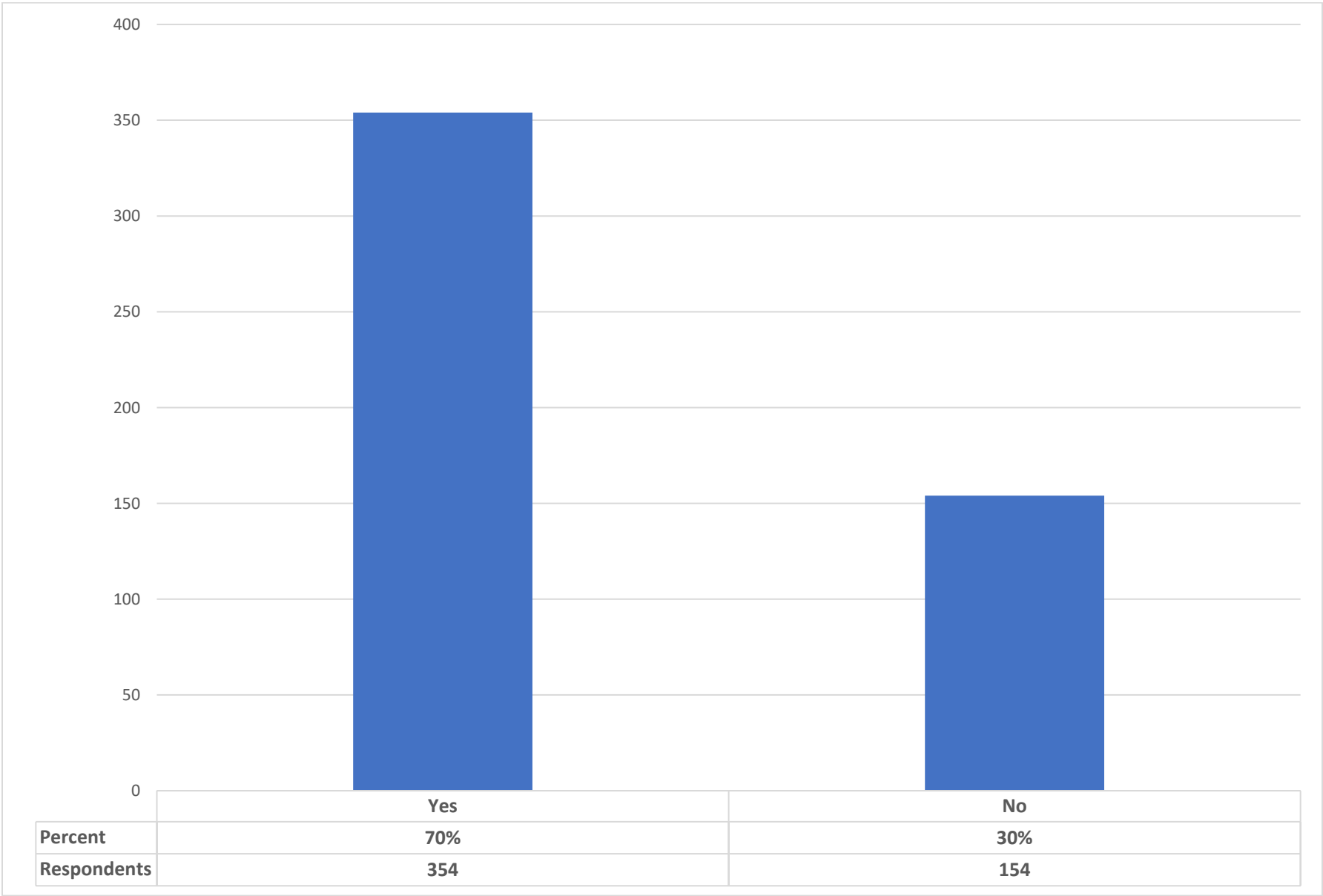
Demand Response\*\*: 44%

\* For fixed route, COAST extrapolated out from the answers to question 7 (how often do you ride COAST services) to get an estimated number of rides respondents may have taken during the survey period. This was then compared to the total boardings counted during this period to get an estimated response rate. Note there is uncertainty in this figure because we do not know the actual number of rides each respondent took during this period. Further, we do not know how many boardings they took during any one day of riding (a single day of riding could equal one to four, or more, boardings). This could swing these response percentages considerably. It was assumed every respondent boarded twice on any day they rode (one round trip with no transfers).

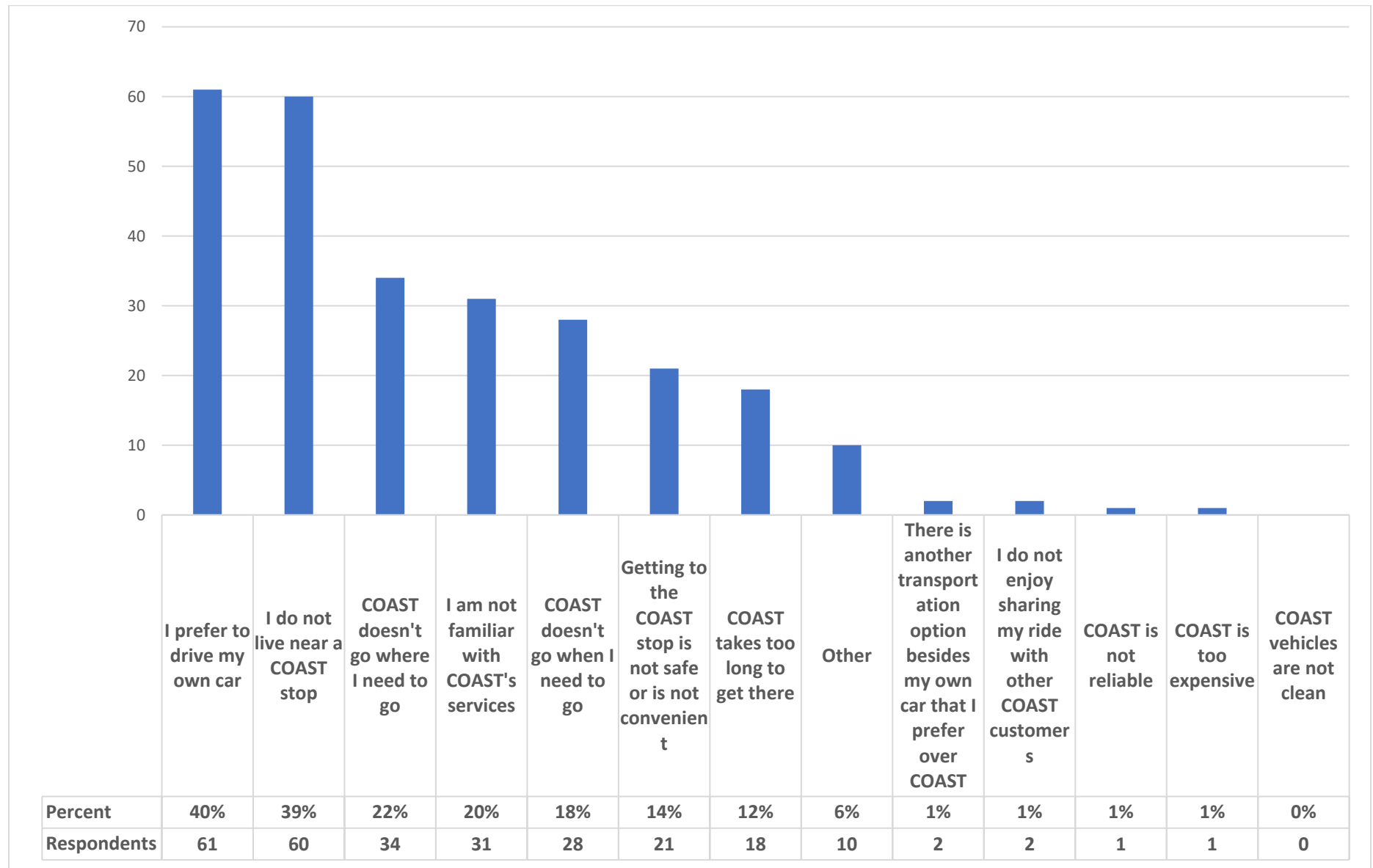
\*\* Demand Response rate is based on the total number of respondents who indicated they ride demand response services. The number of unduplicated riders and the number of surveys where respondents indicated they rode demand response are both known. This includes respondents who said they rode both modes, and we don't know if they rode demand response during this time period or just the bus routes. Therefore, there could be some error here. Surveys received with this question left blank were not included in the response rate.

1. Have you used COAST for your own transportation in the last year?

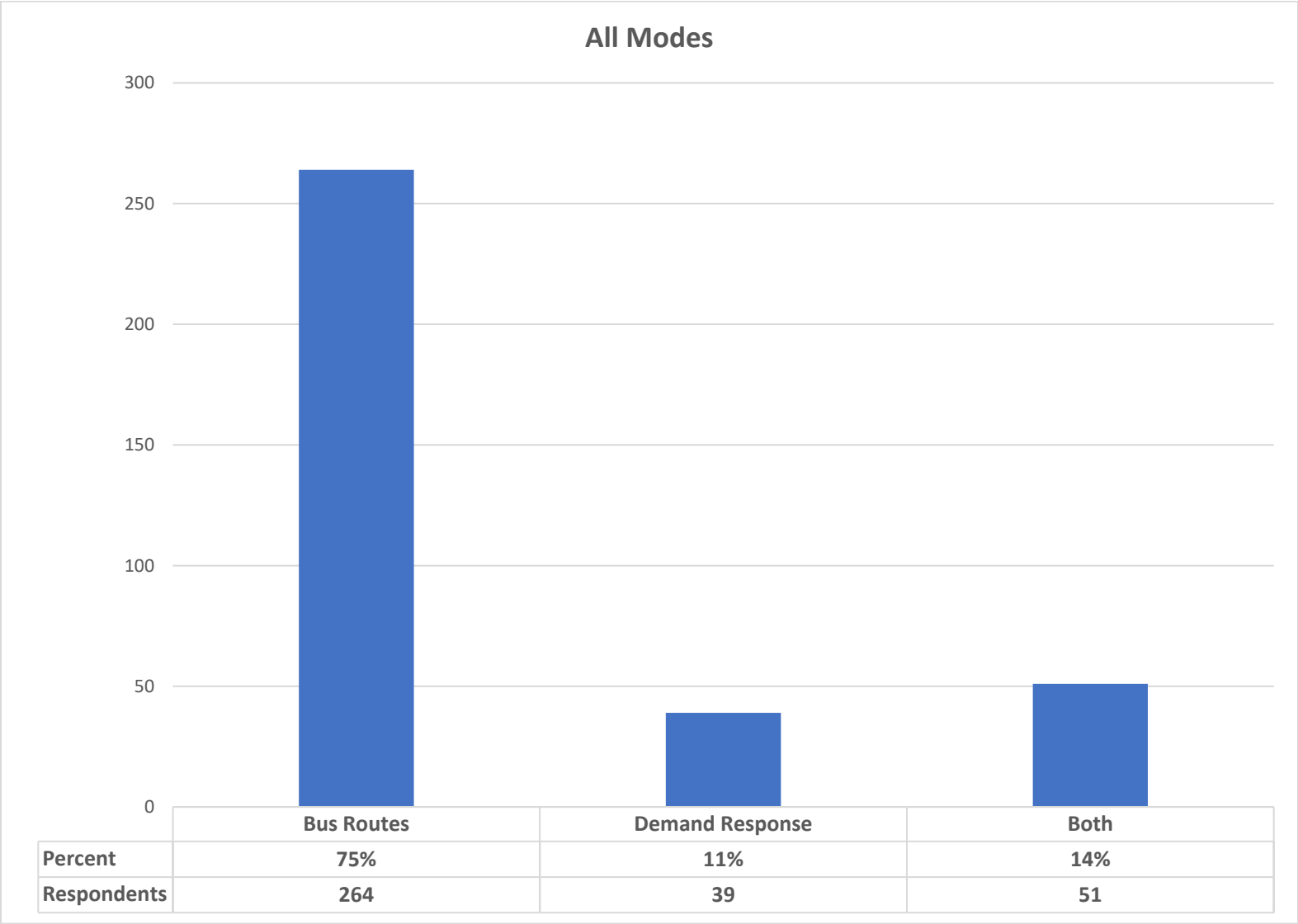
*This question was only available in the online survey. Non-riders answered question 1b, and then skipped to question 18.*



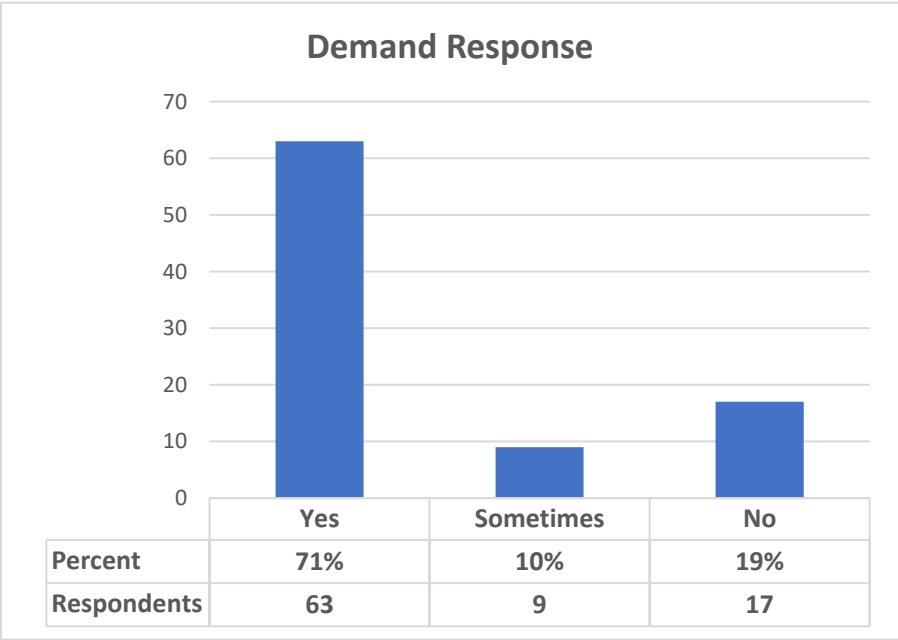
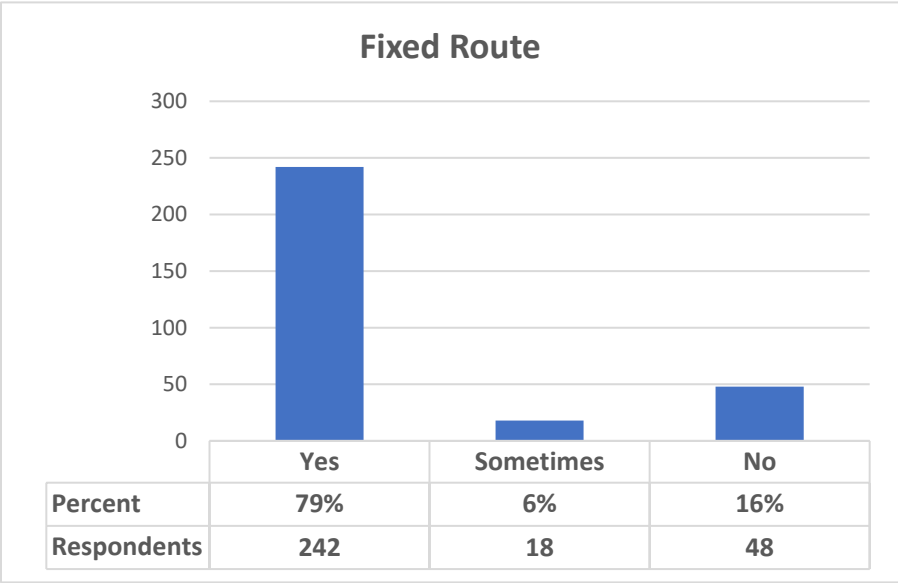
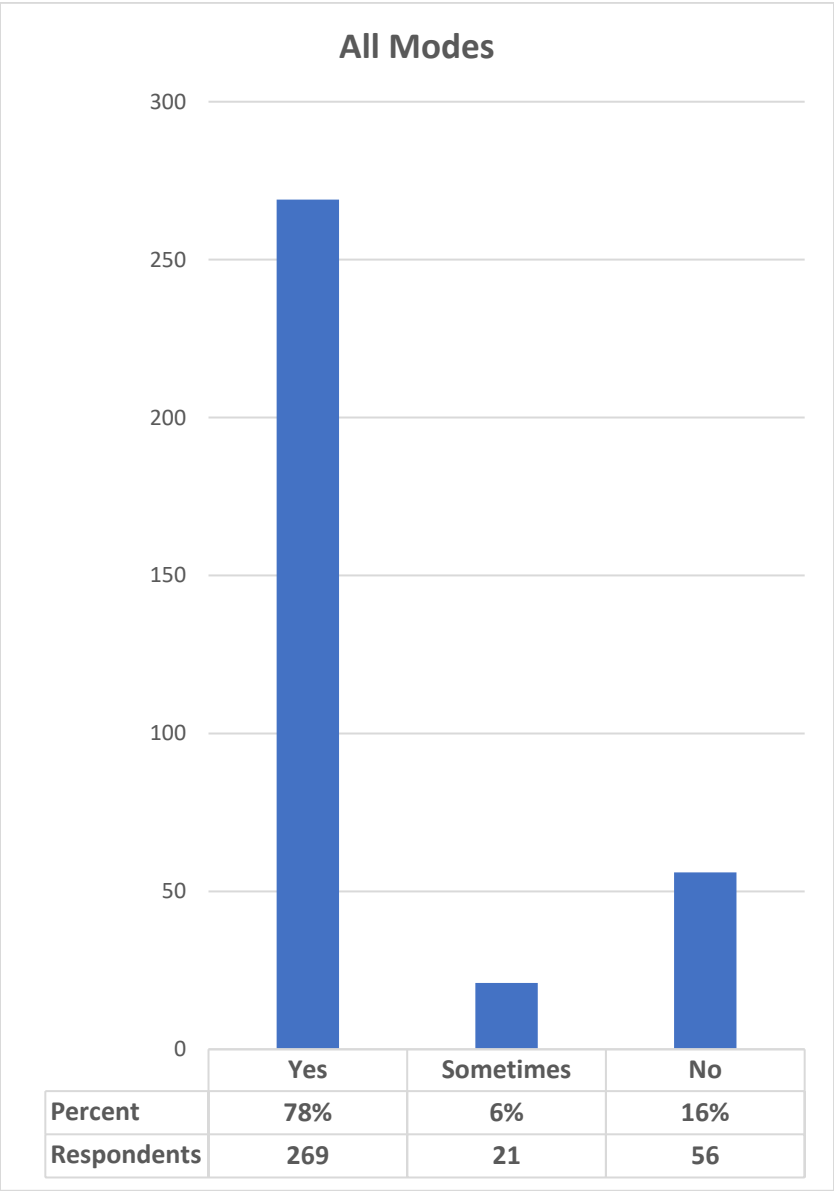
## 1b. Why have you not ridden with COAST in the last year?



2. Do you ride with COAST bus routes or COAST demand response (where you make a reservation)?

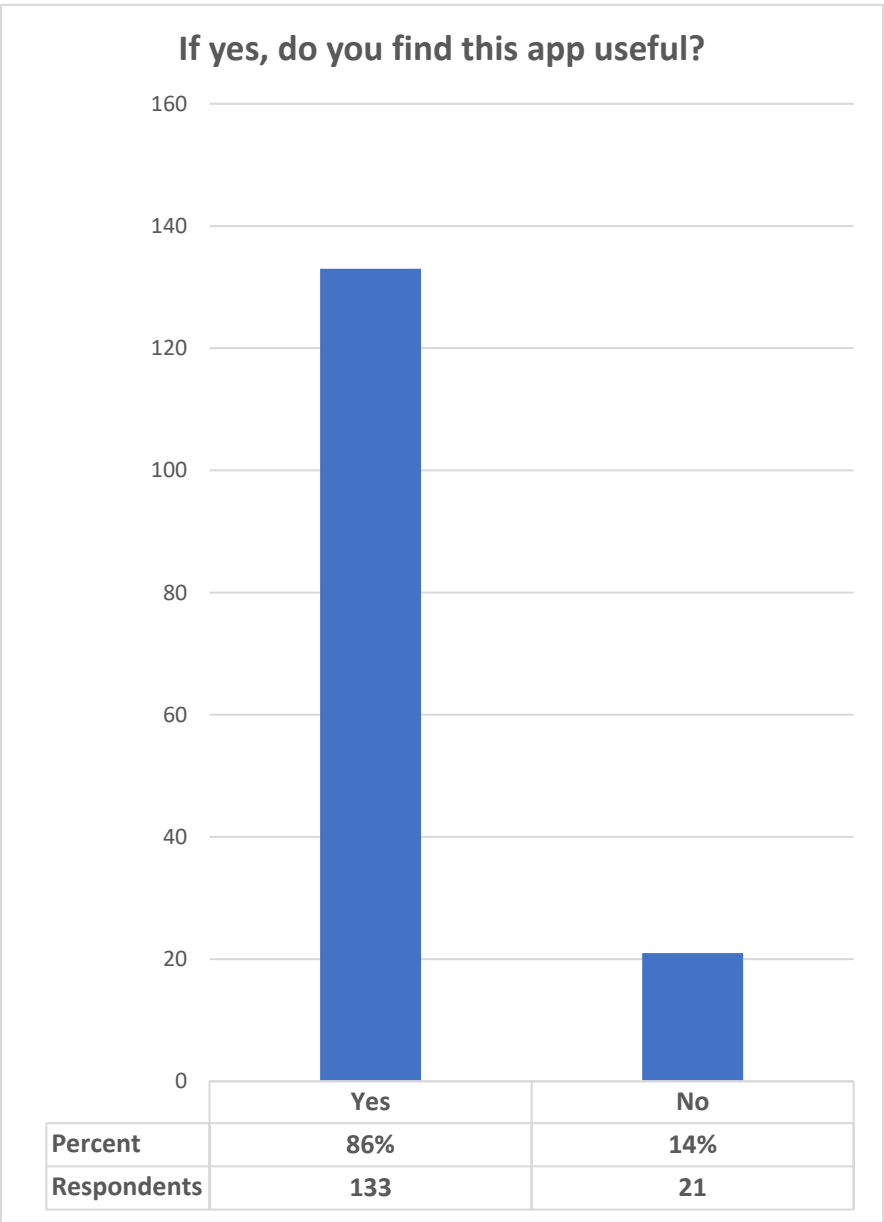
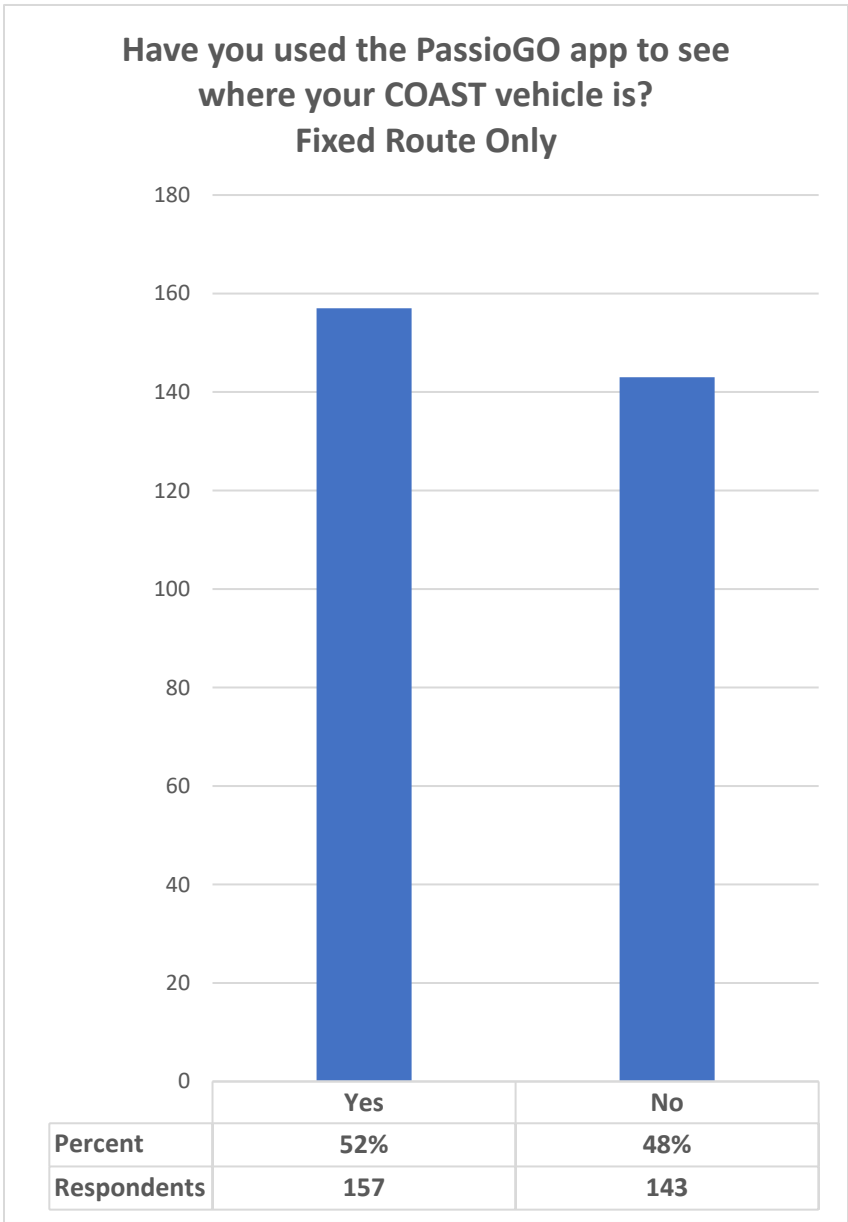


3. Do you carry a smartphone with internet access when riding with COAST?

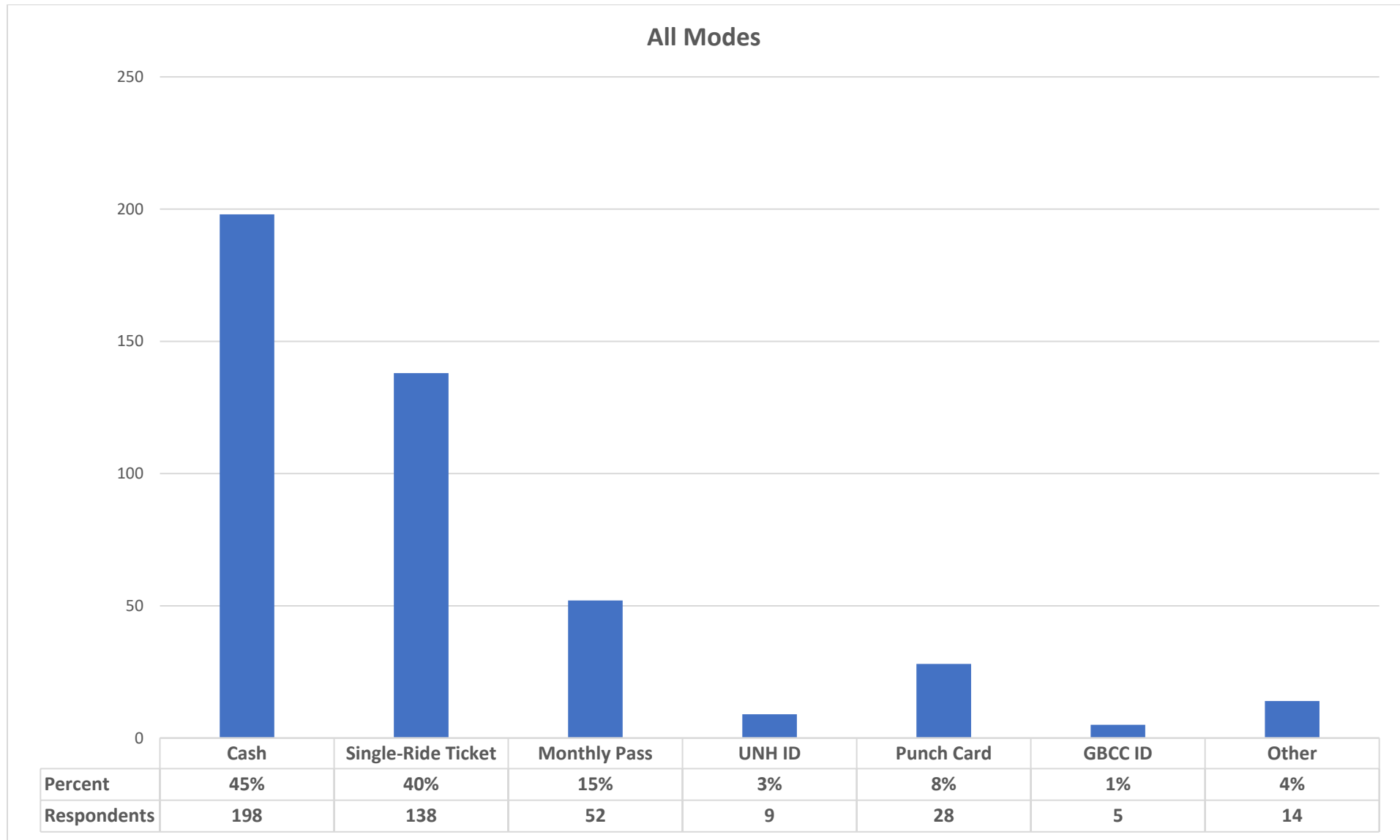


4. Have you used the PassioGO app to see where your COAST vehicle is?

If yes, do you find this app useful?

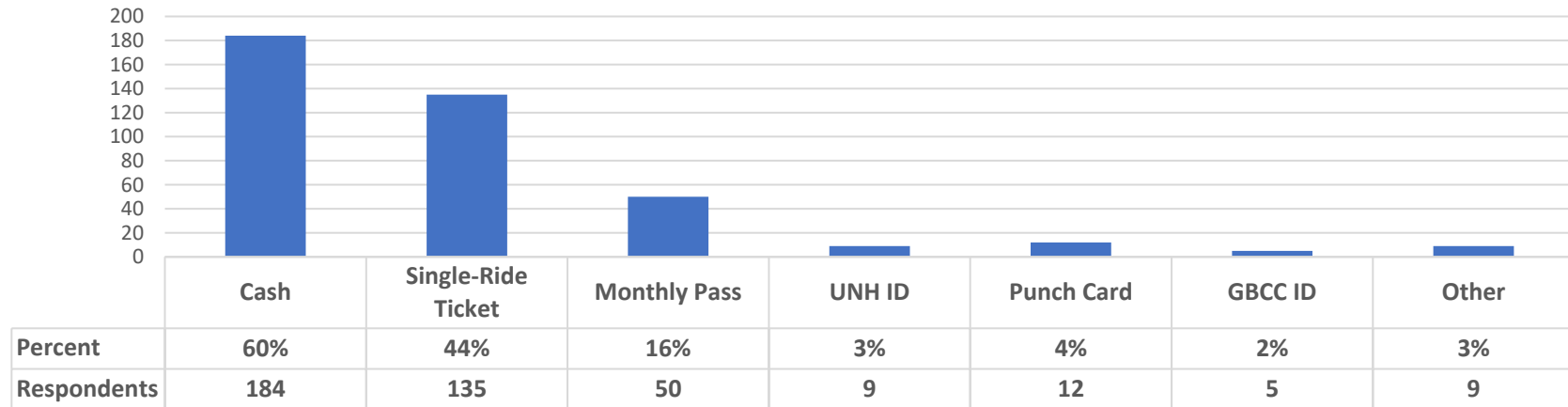


5. How do you usually pay for your ride?

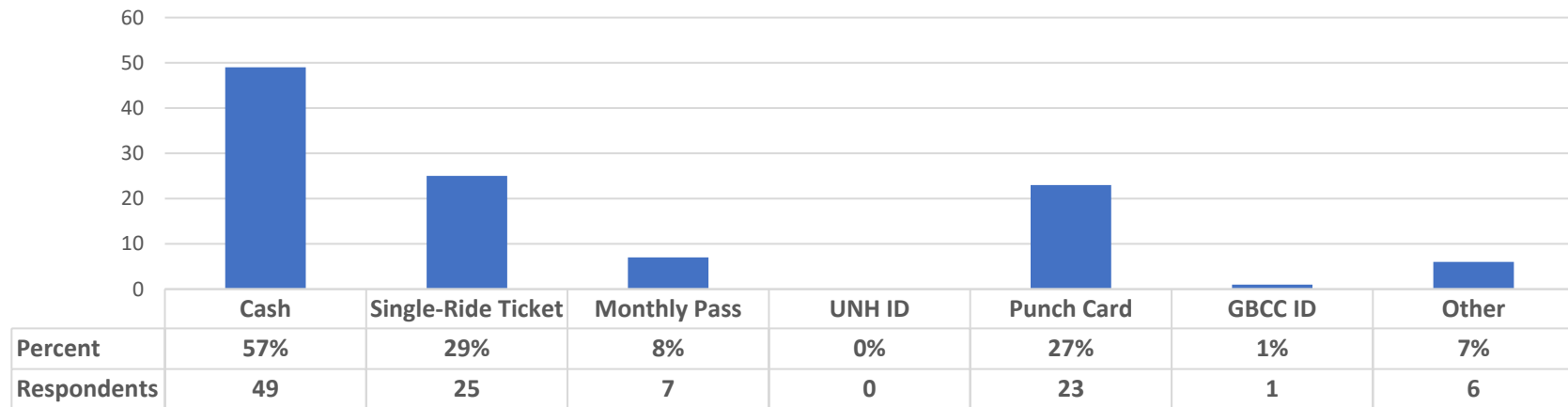




### How do you usually pay for your ride? Fixed Route



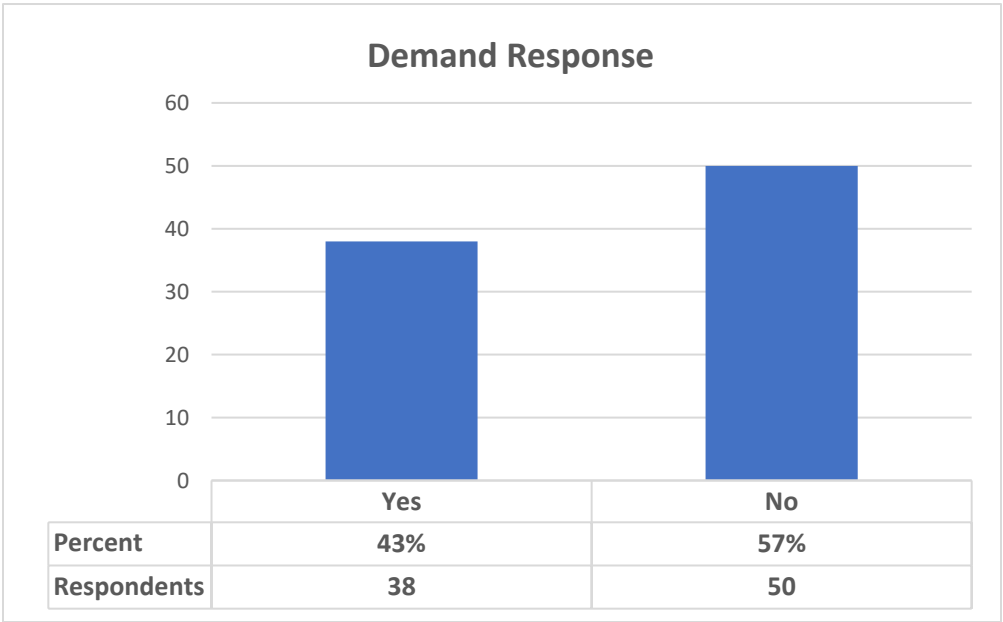
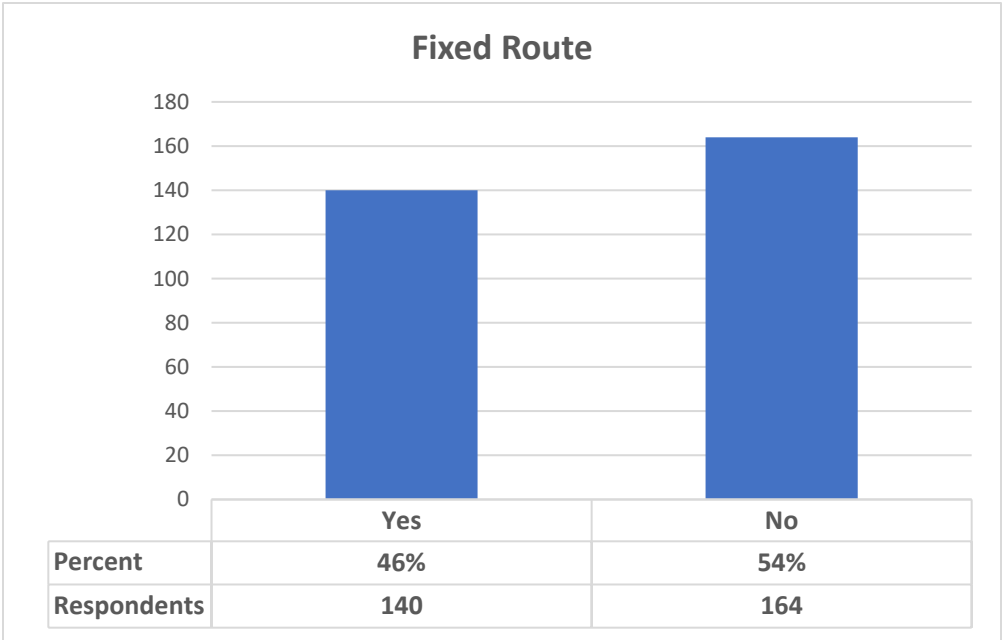
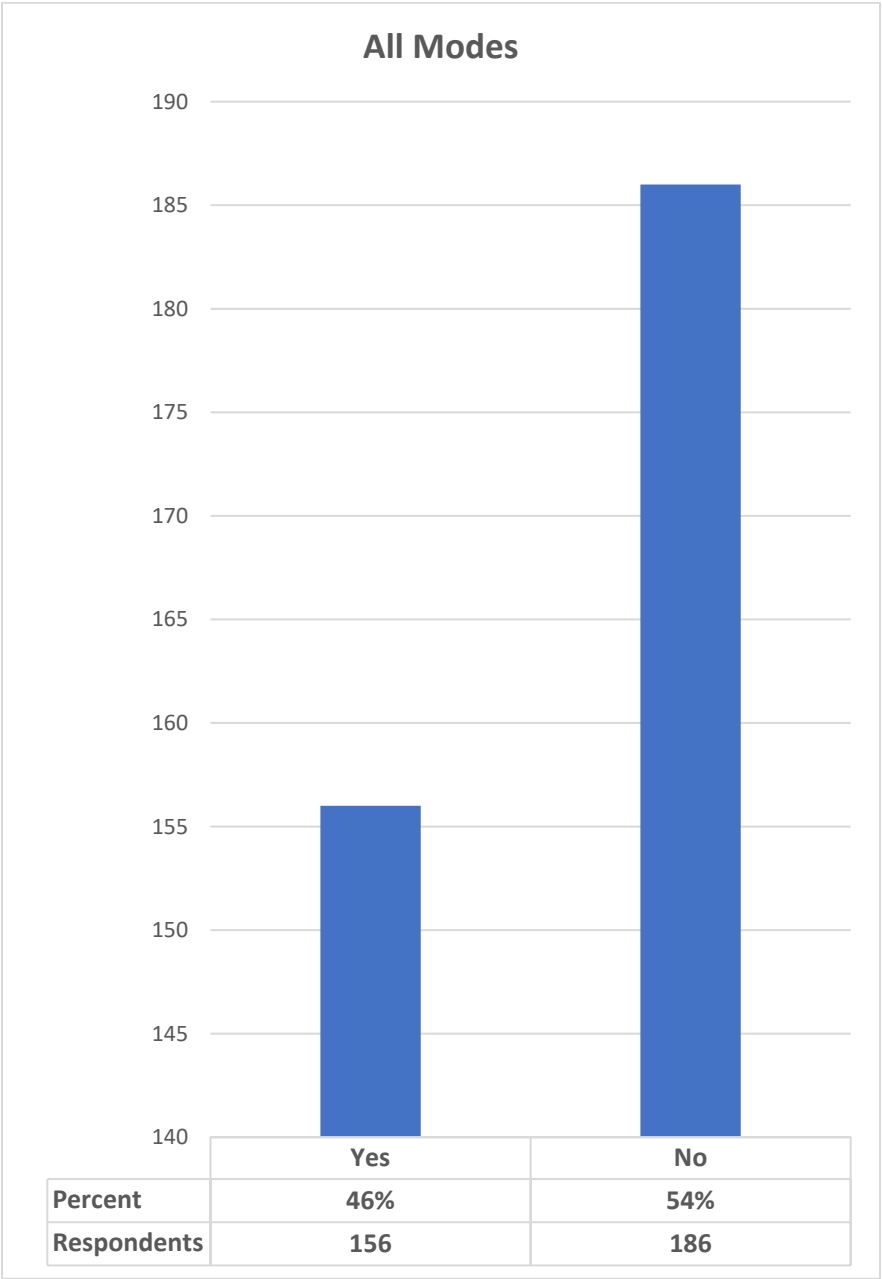
### How do you usually pay for your ride? Demand Response



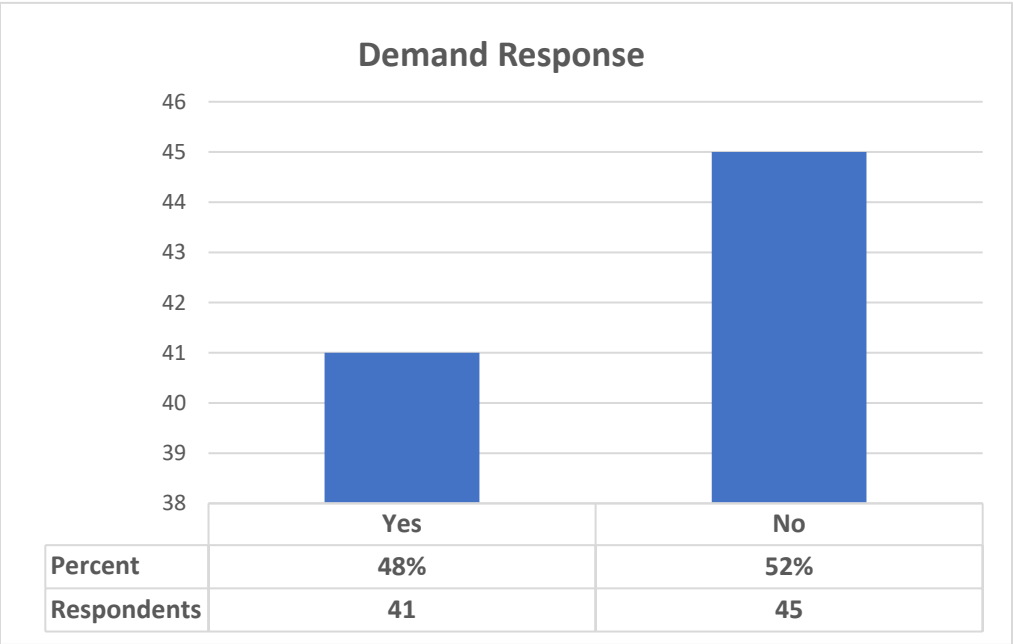
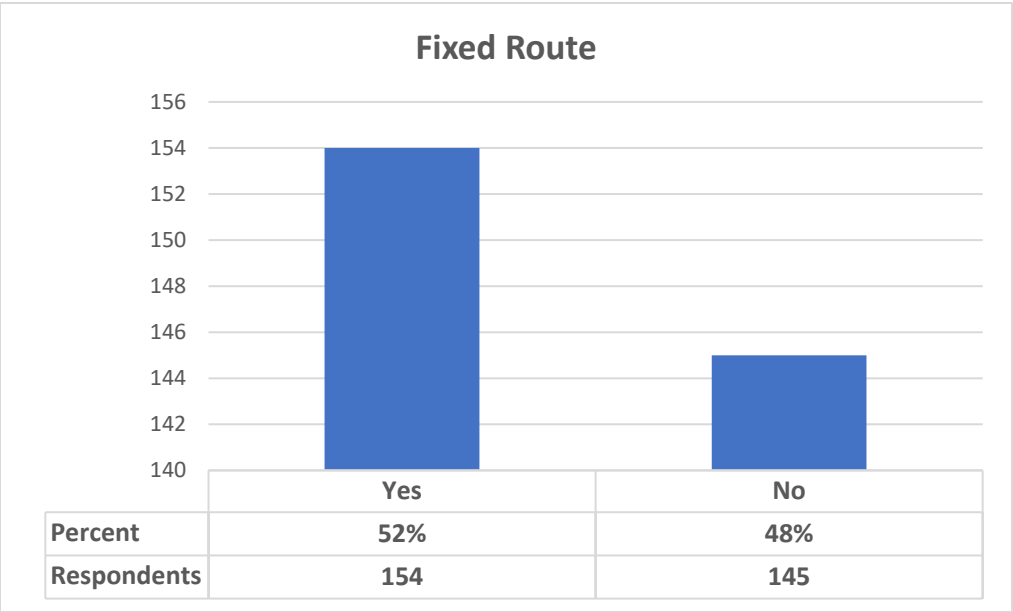
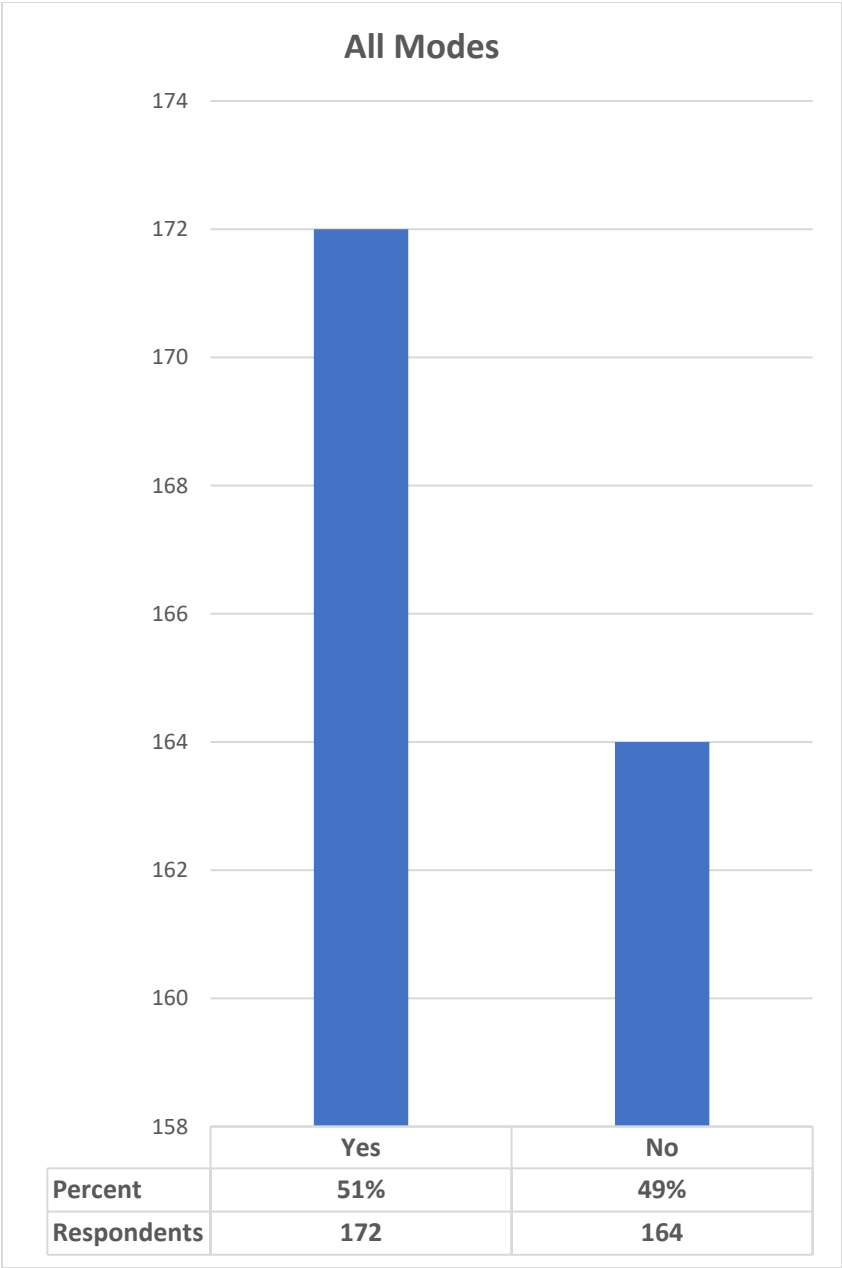
*Note: some Demand Response customers answered with fare types not accepted on demand response, such as monthly passes.*

*These customers may ride both modes.*

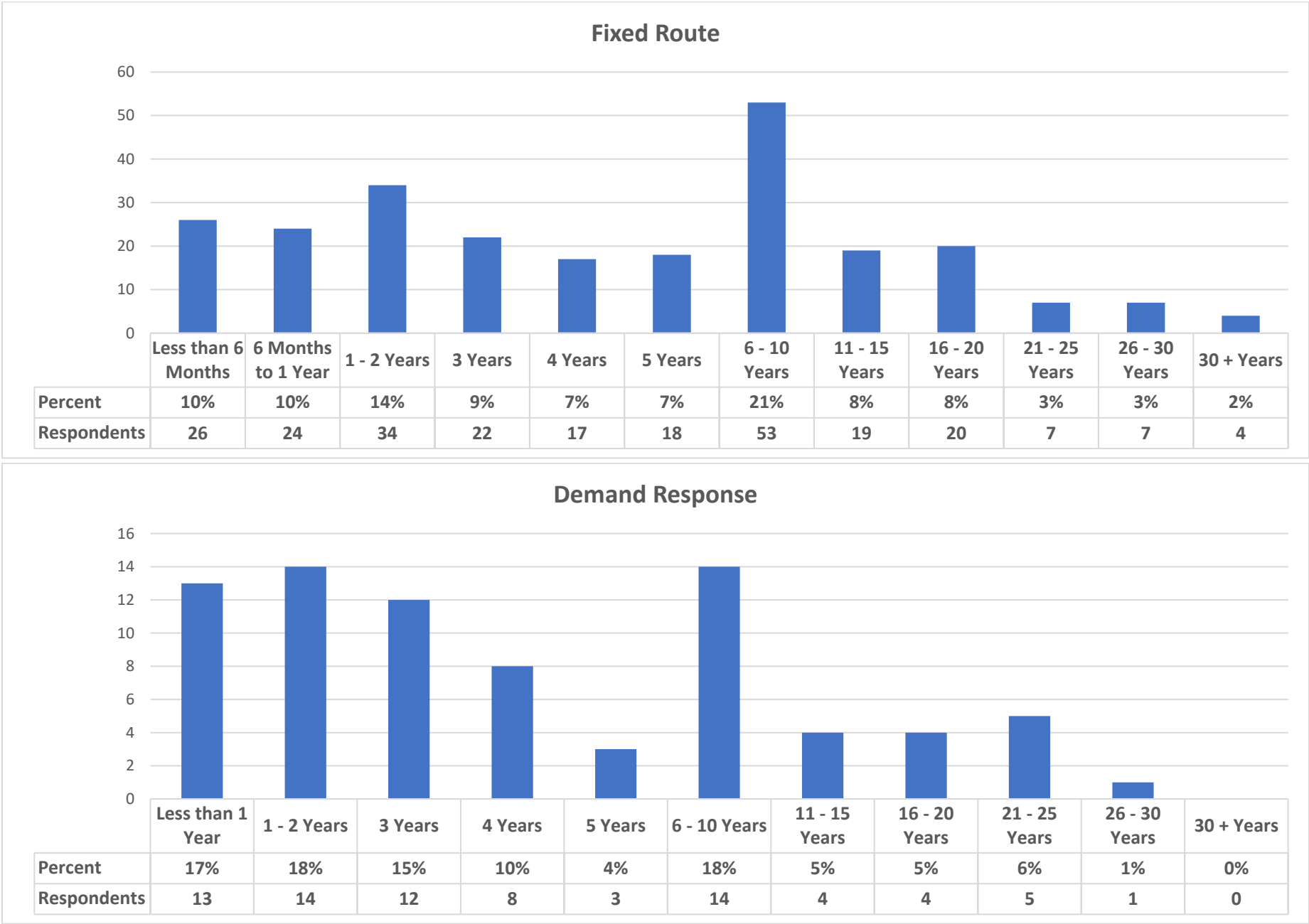
6. Do you currently pay for things using your phone?



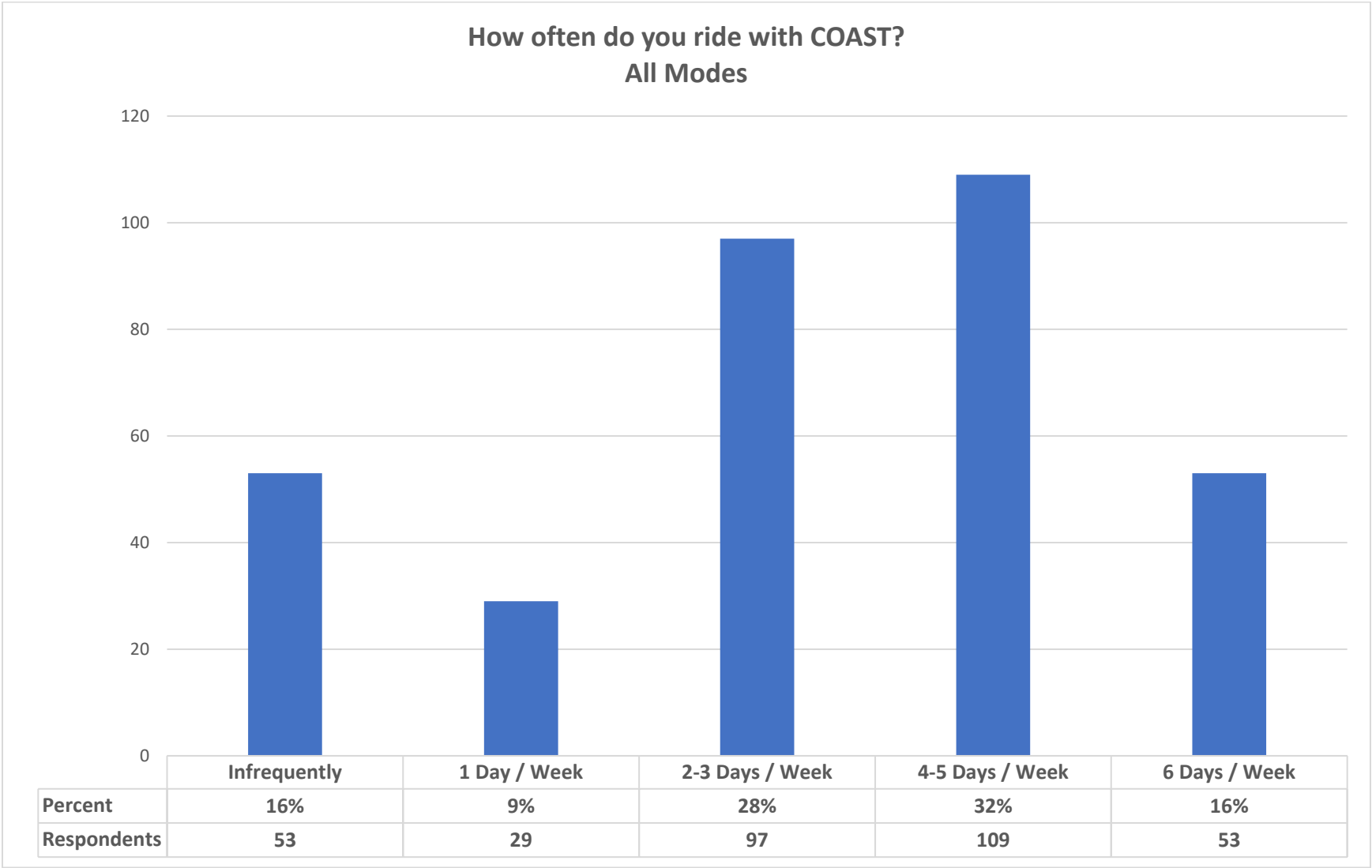
7. If it were an option, would you pay for your ride using your phone?



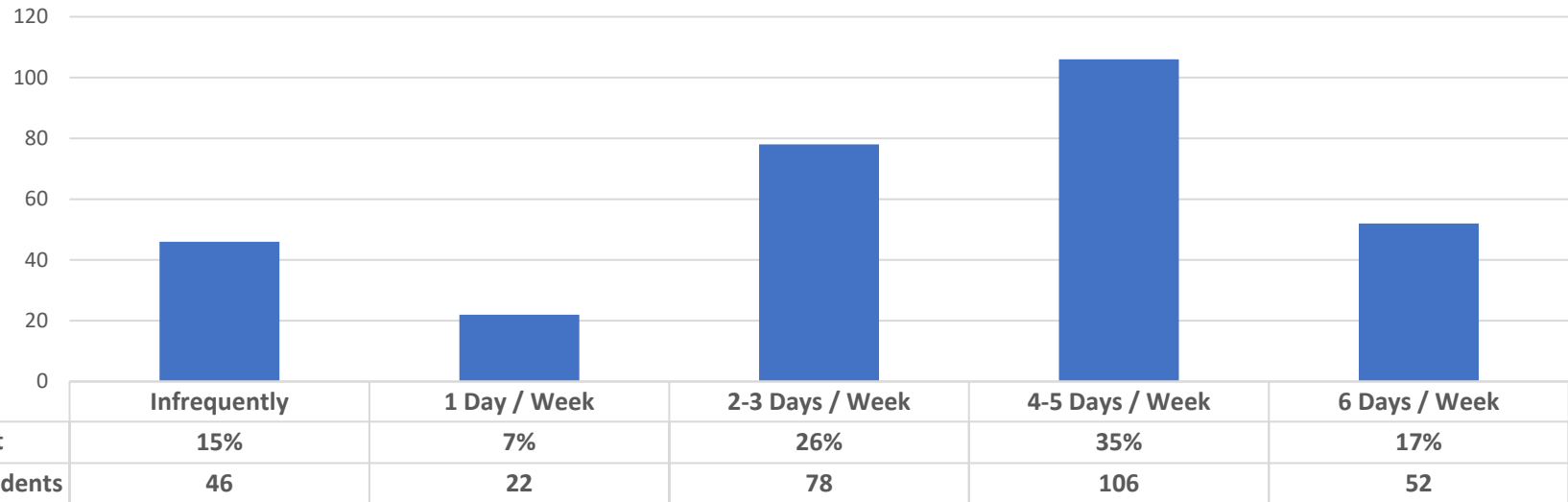
8. How long have you been riding with COAST?



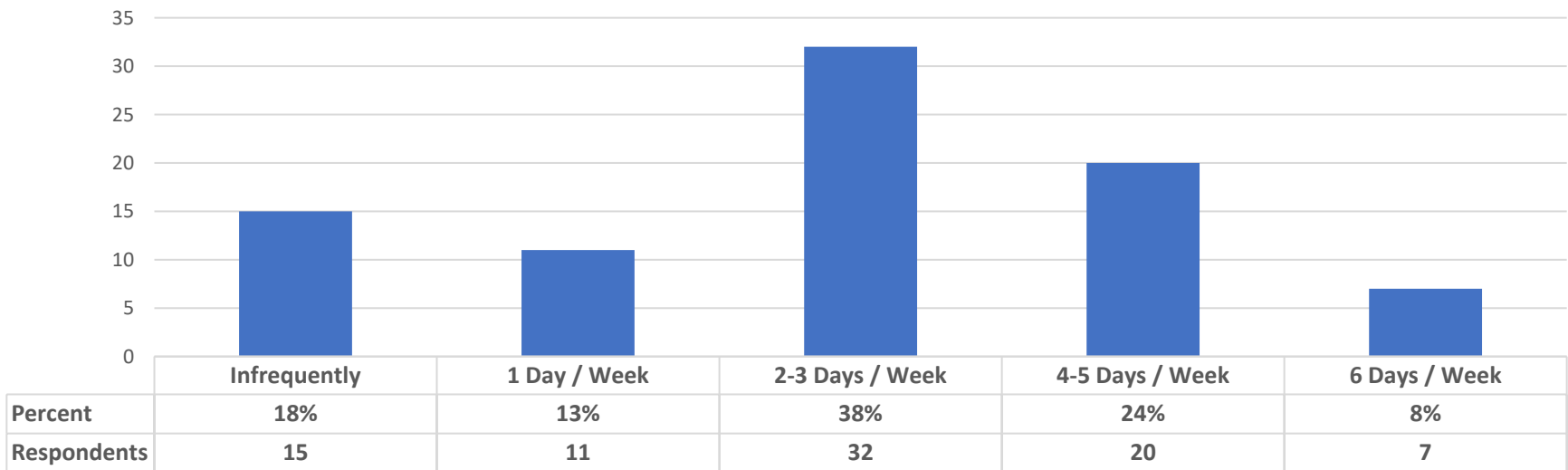
9. How often do you ride with COAST?



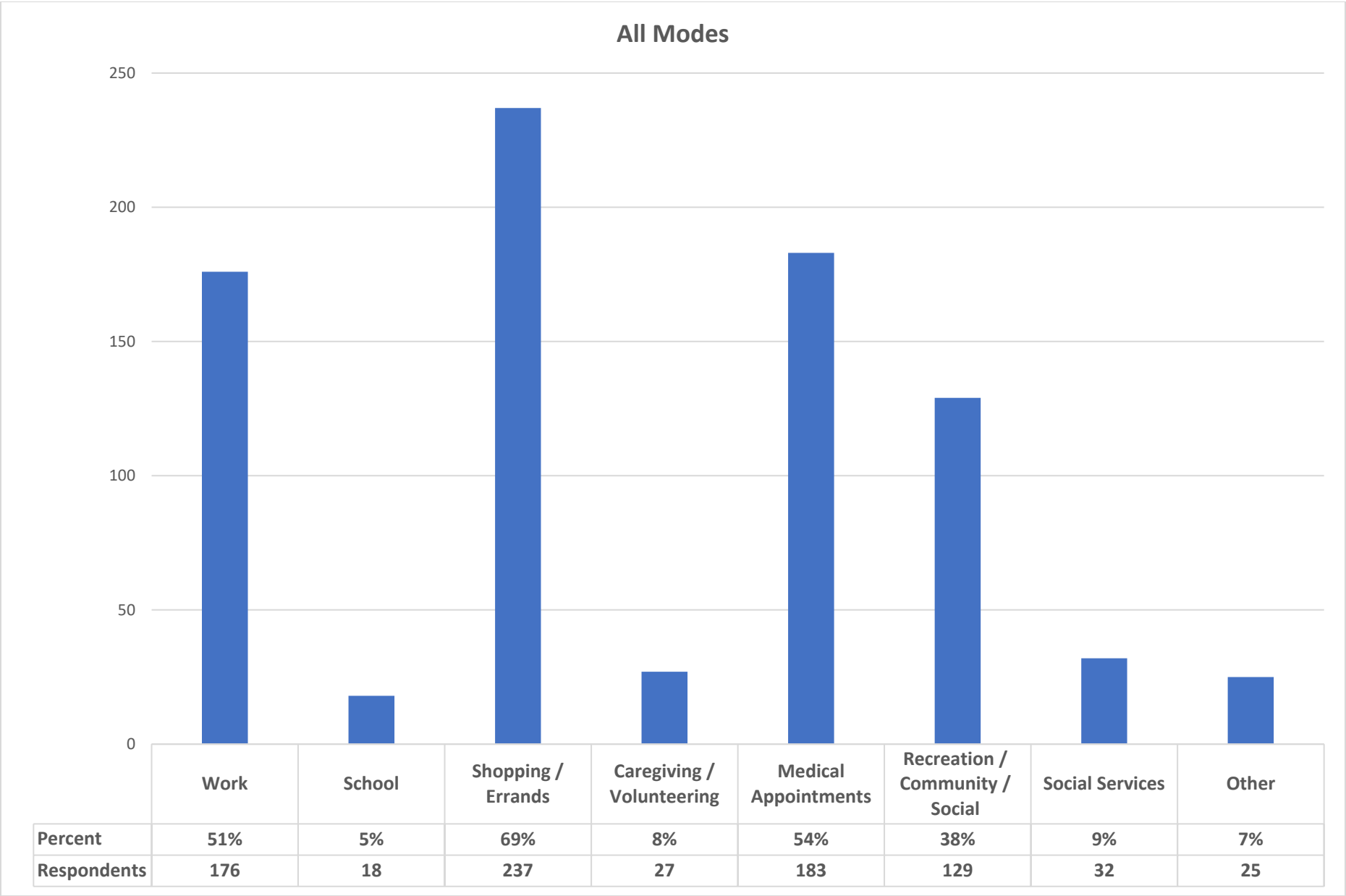
### How often do you ride with COAST? Fixed Route



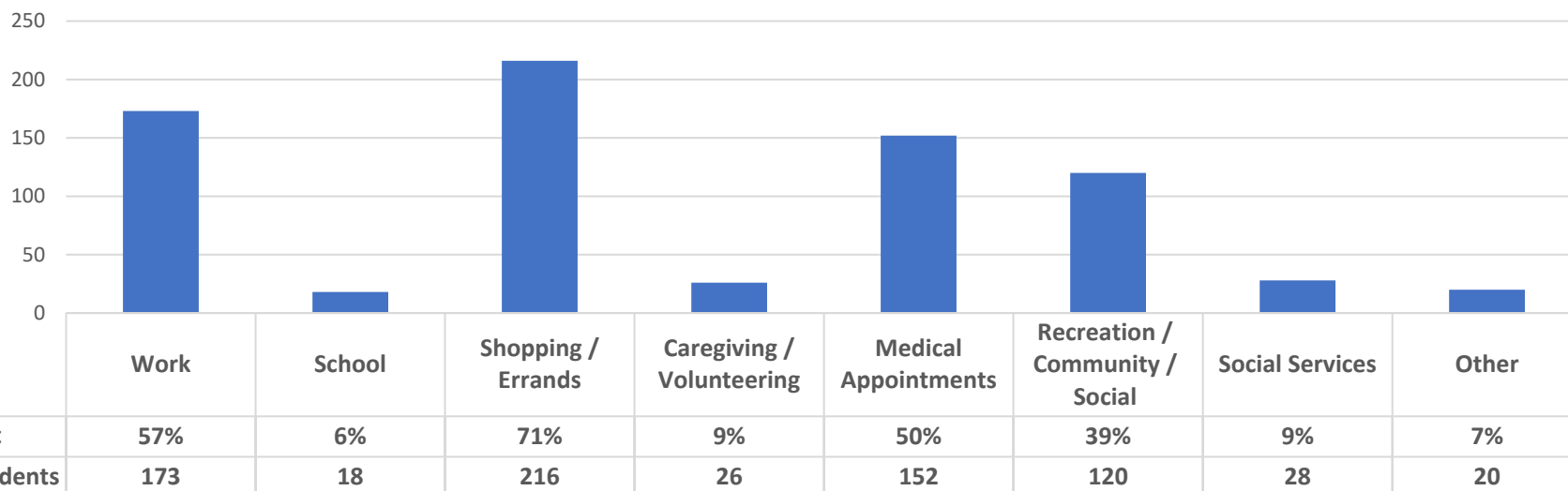
### How often do you ride with COAST? Demand Response



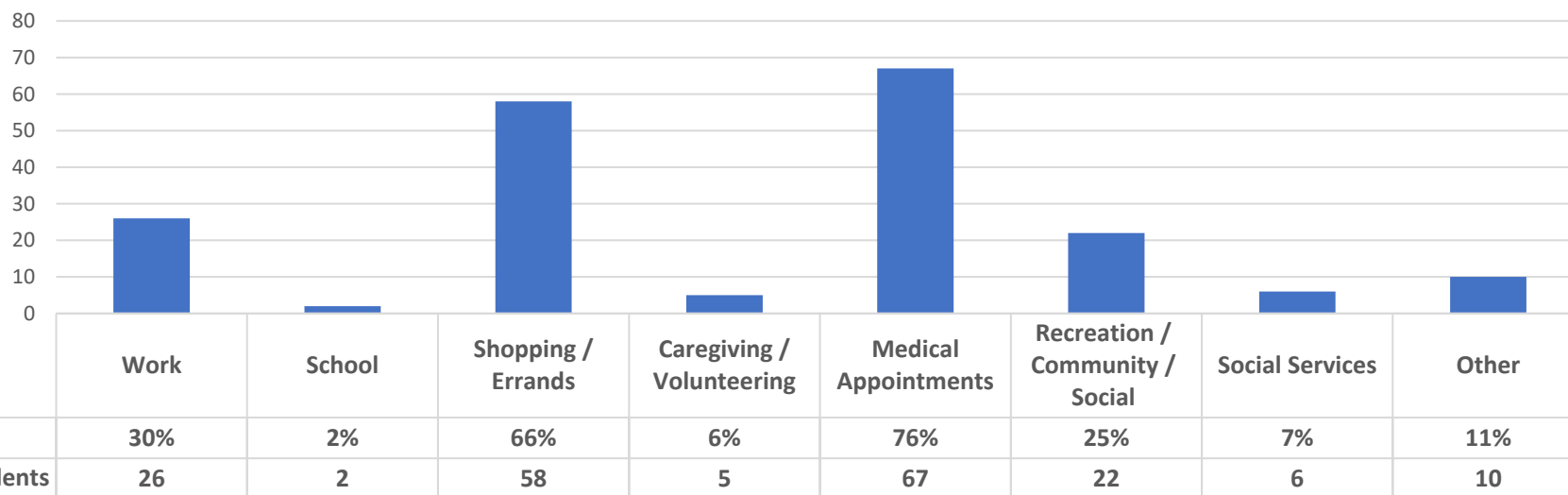
10. When you ride with COAST, what is your trip purpose? *Please check all that apply.*



### When you ride with COAST, what is your trip purpose? Fixed Route

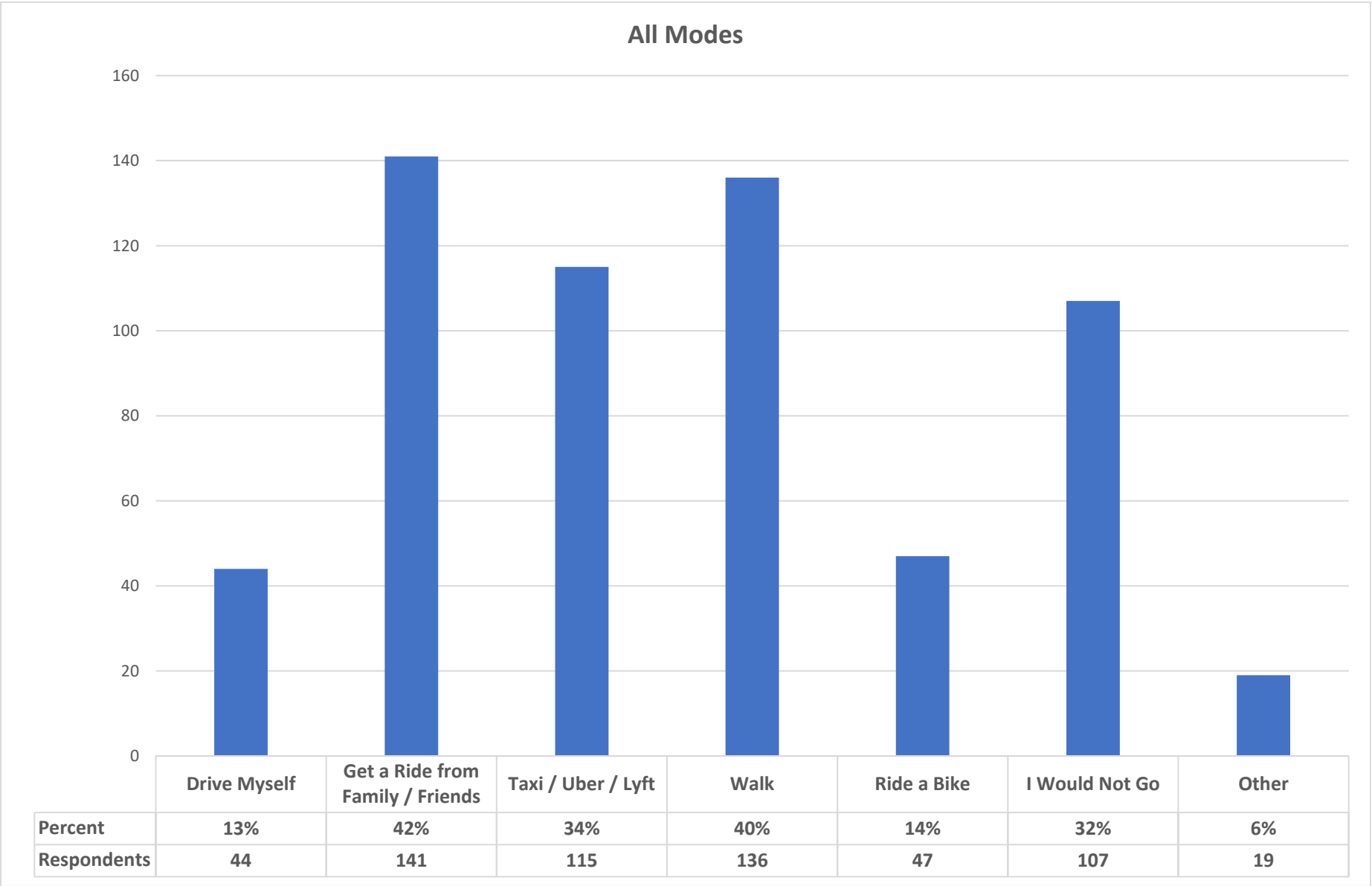


### When you ride with COAST, what is your trip purpose? Demand Response

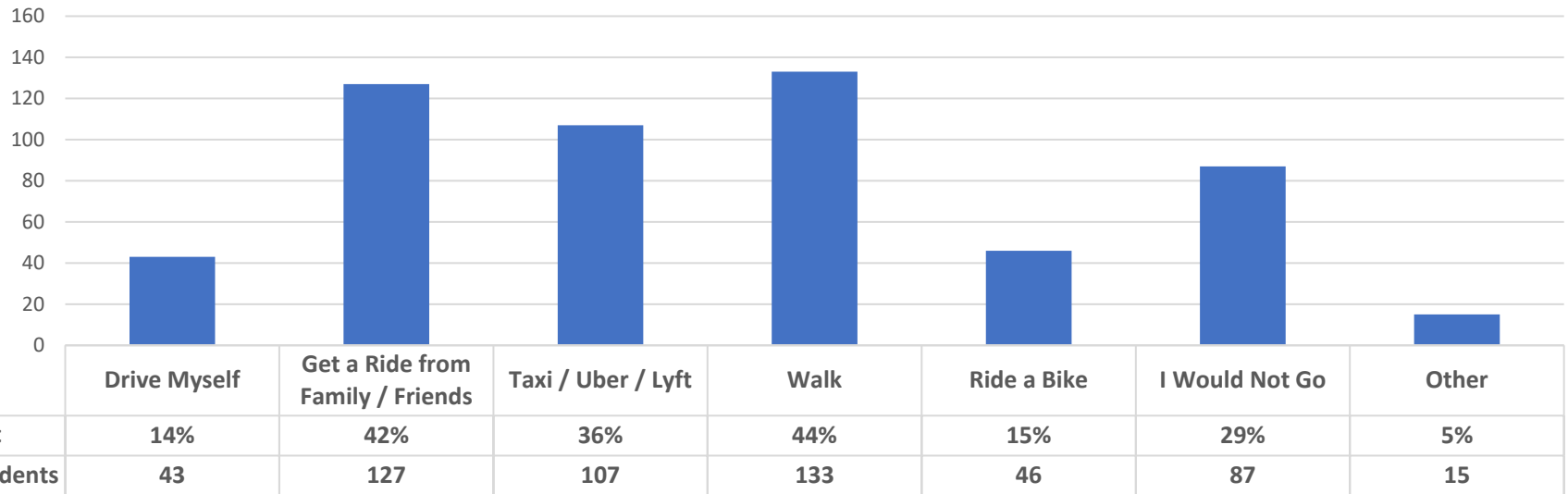




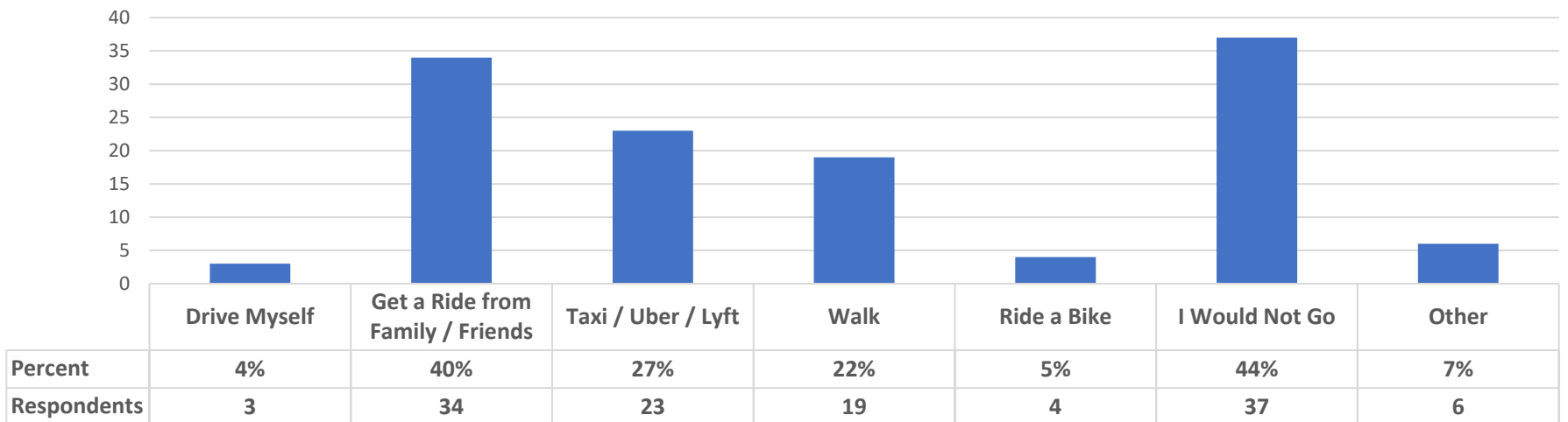
11. If COAST was not available for this trip, how would you get to where you’re going?



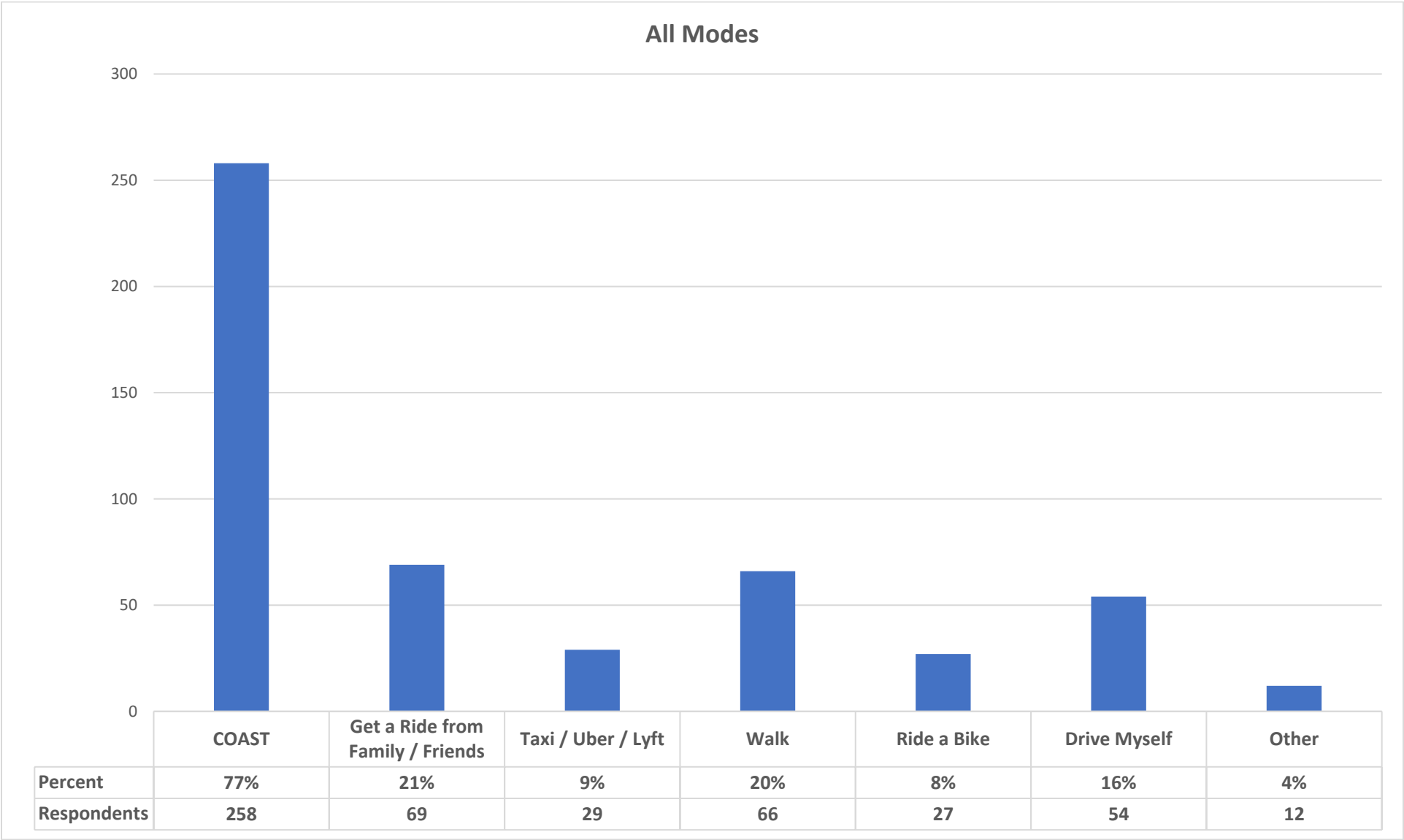
**If COAST was not available for this trip, how would you get to where you're going?**  
**Fixed Route**



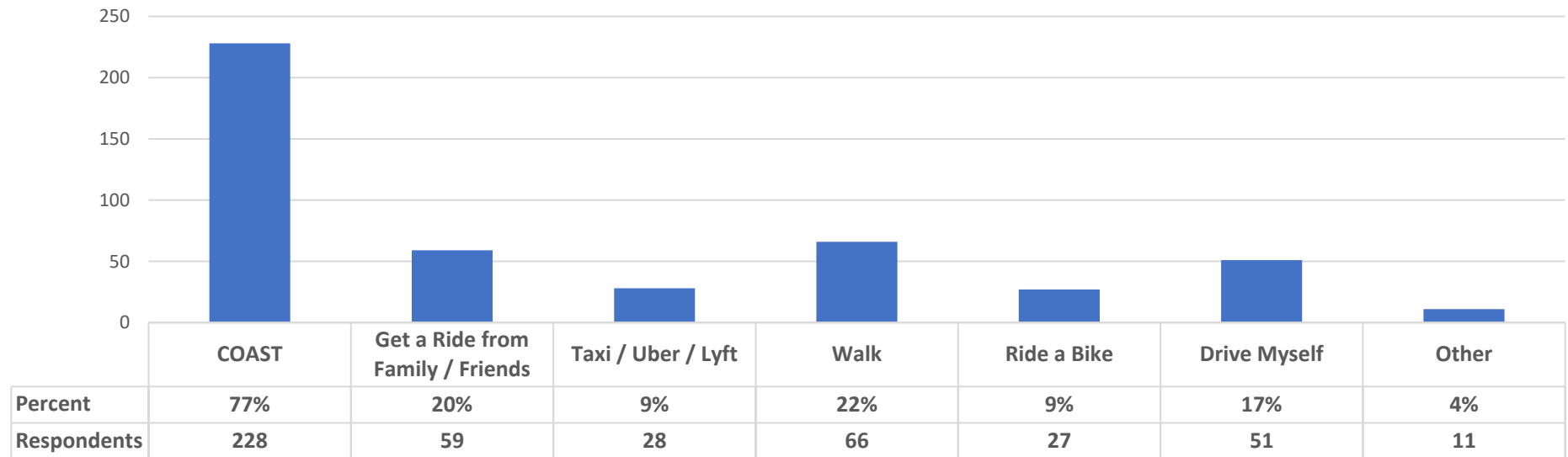
**If COAST was not available for this trip, how would you get to where you're going?**  
**Demand Response**



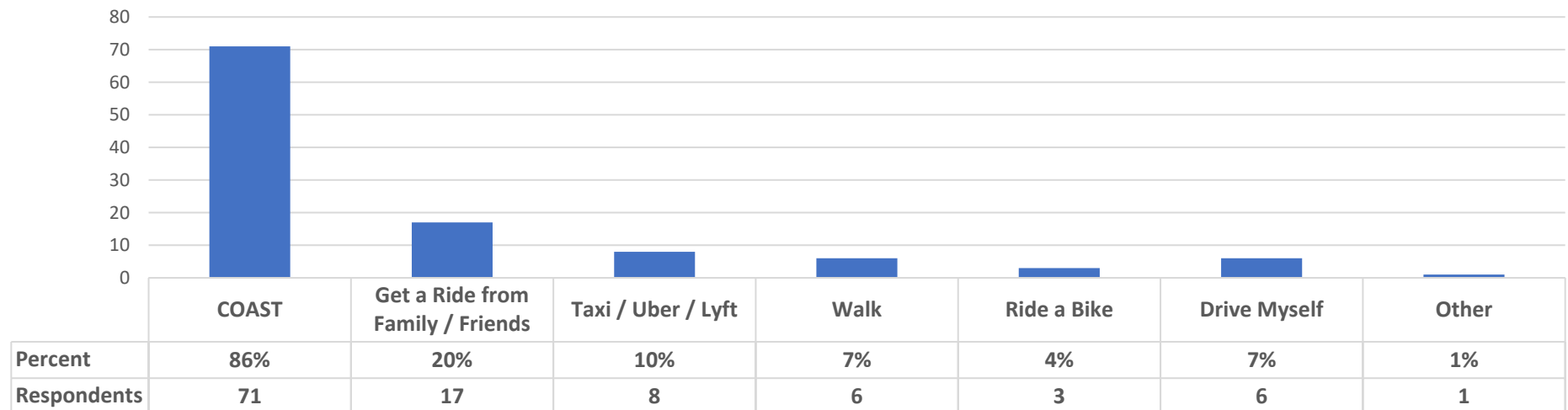
12. What is your preferred way to travel?



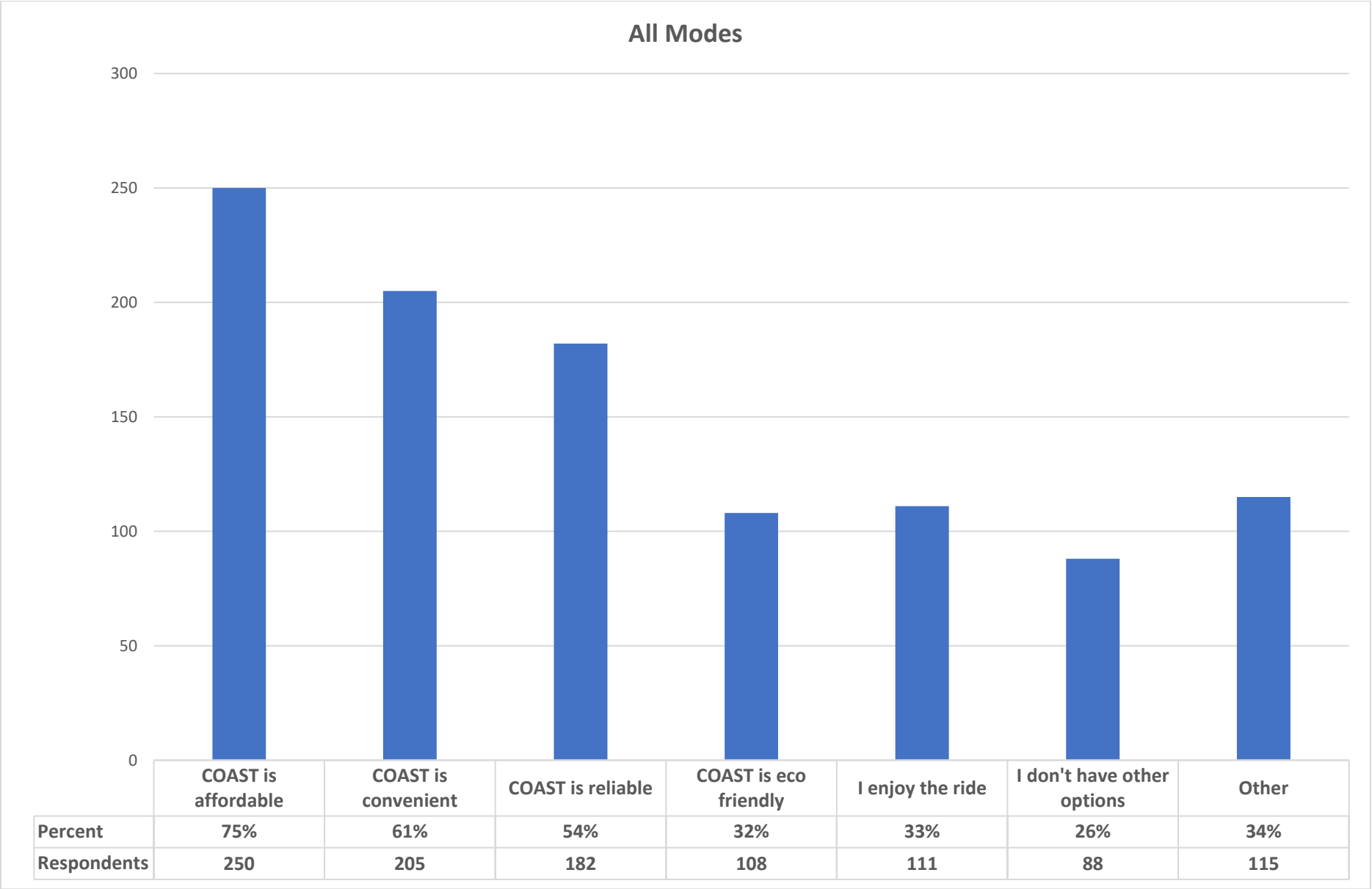
### What is your preferred way to travel? Fixed Route



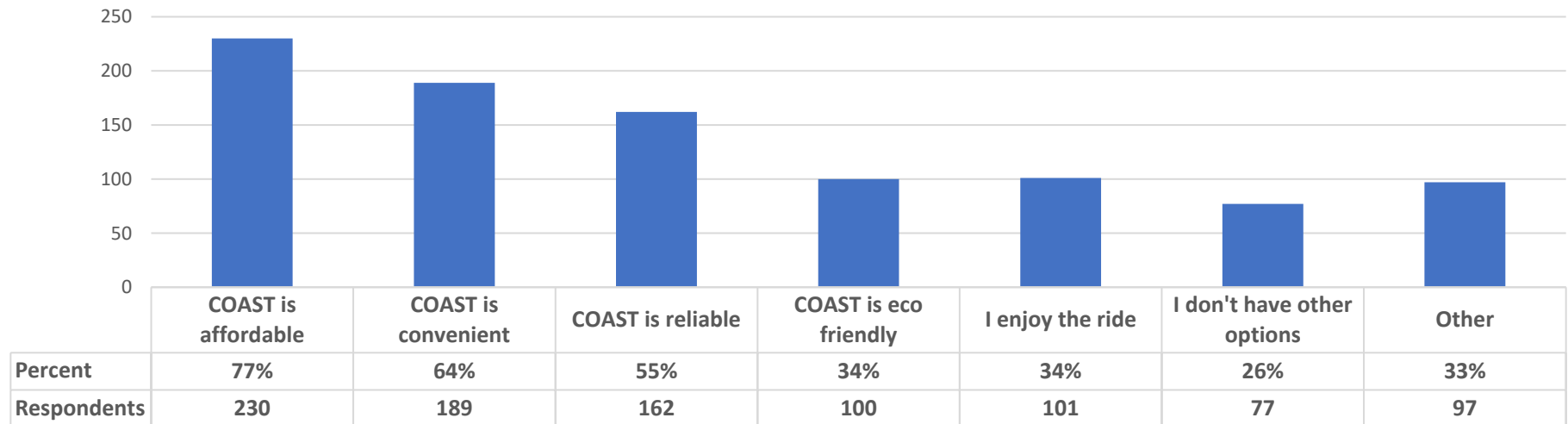
### What is your preferred way to travel? Demand Response



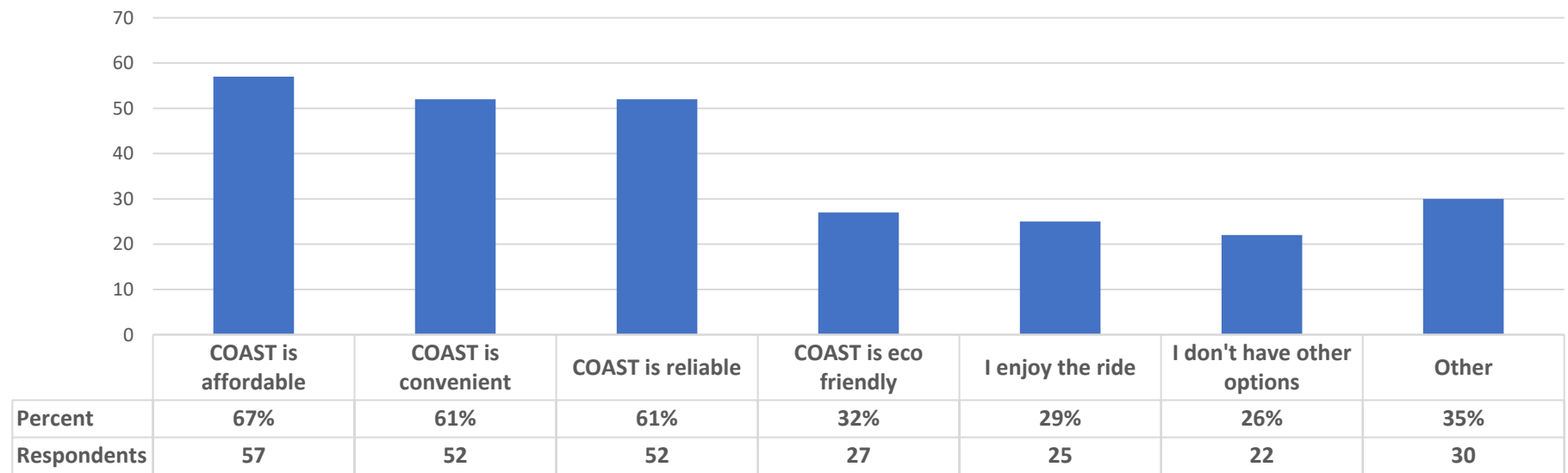
13. Why do you choose to ride with COAST instead of using other transportation options? *Please check all that apply.*



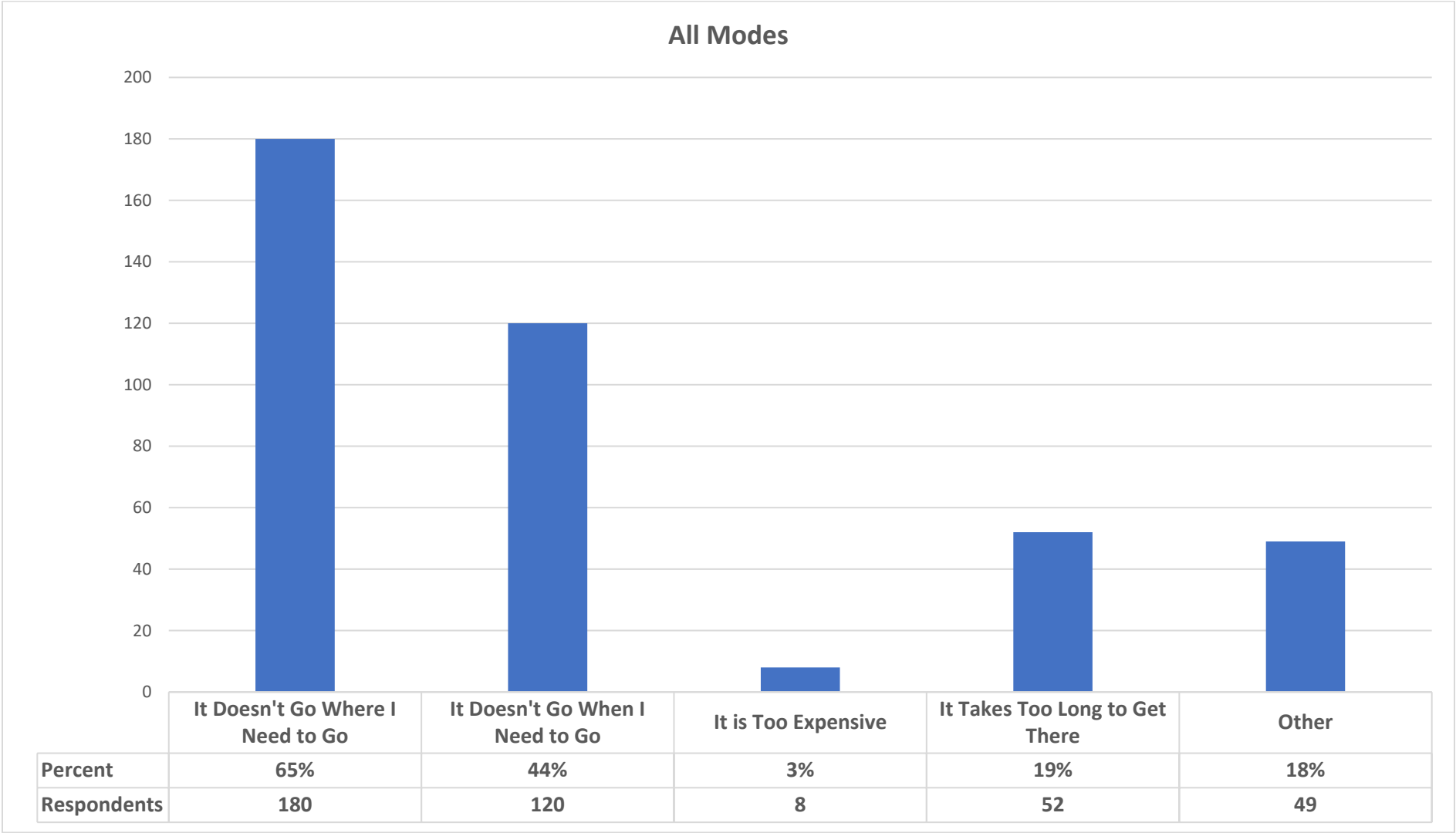
### Why do you choose to ride with COAST instead of using other transportation options? Fixed Route



### Why do you choose to ride with COAST instead of using other transportation options? Demand Response

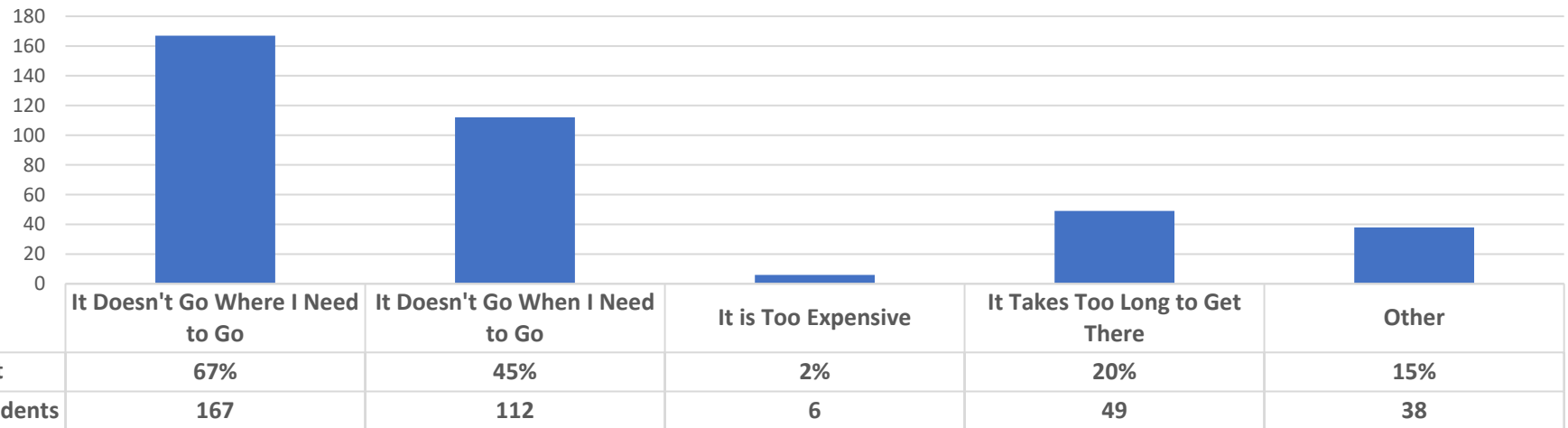


14. If you do not use COAST for a trip, what are the most common reasons why you don't use COAST? *Please check all that apply.*



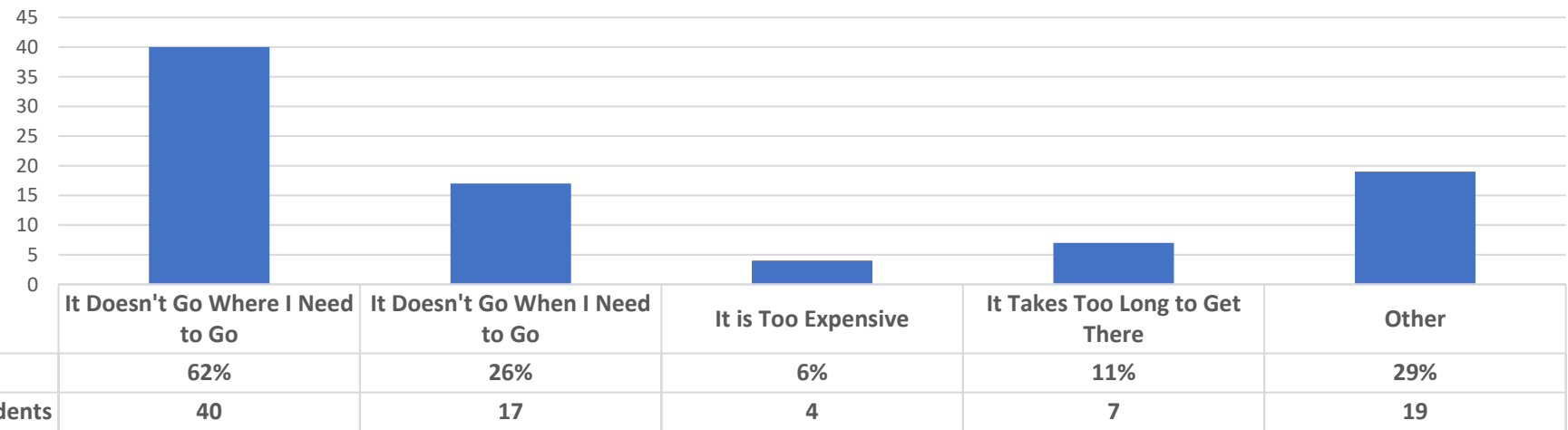
**If you do not use COAST for a trip, what are the most common reasons why you don't use COAST?**

**Fixed Route**



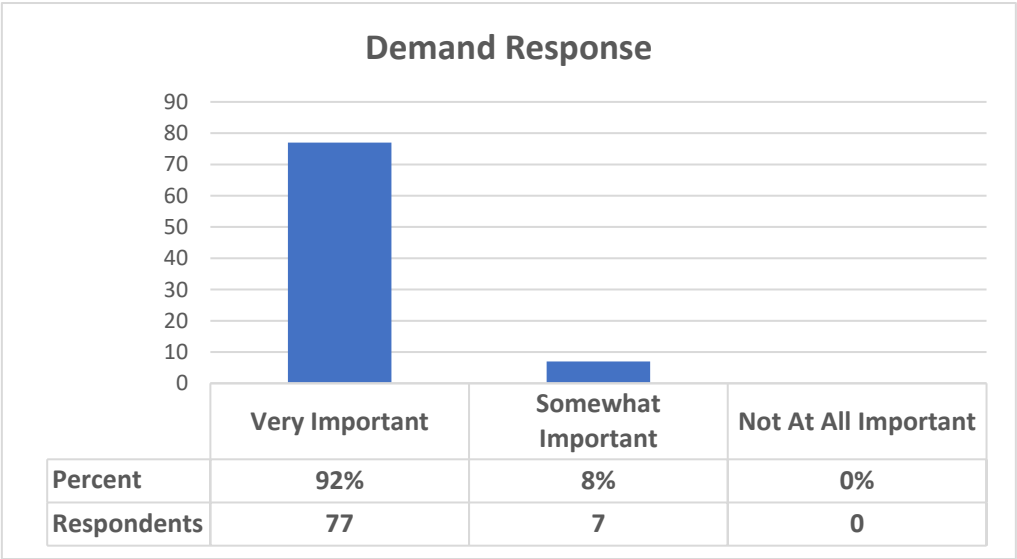
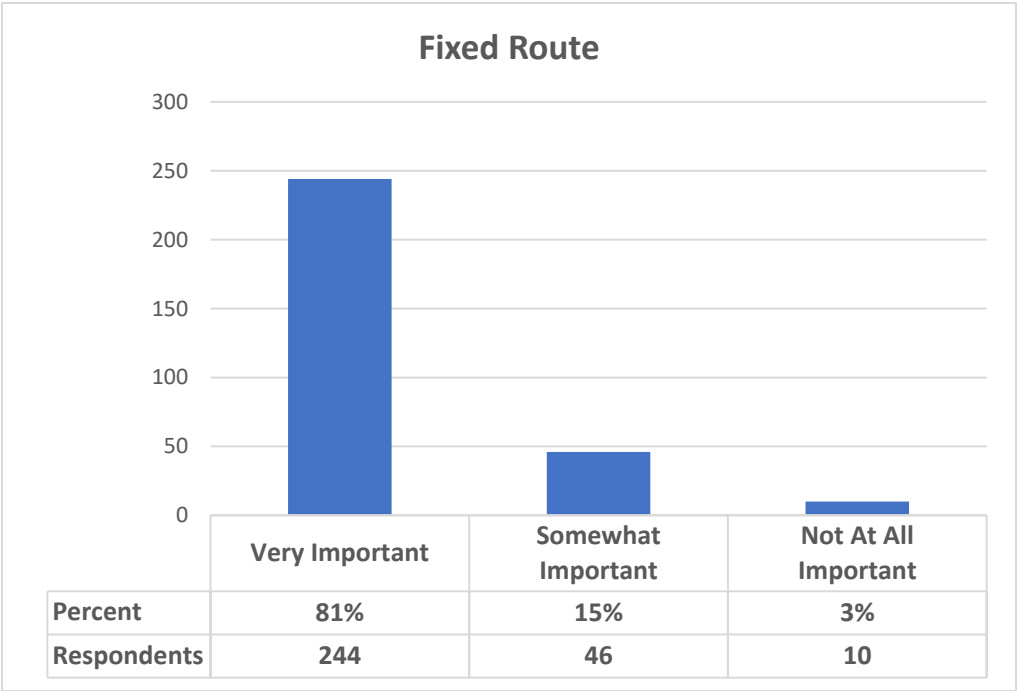
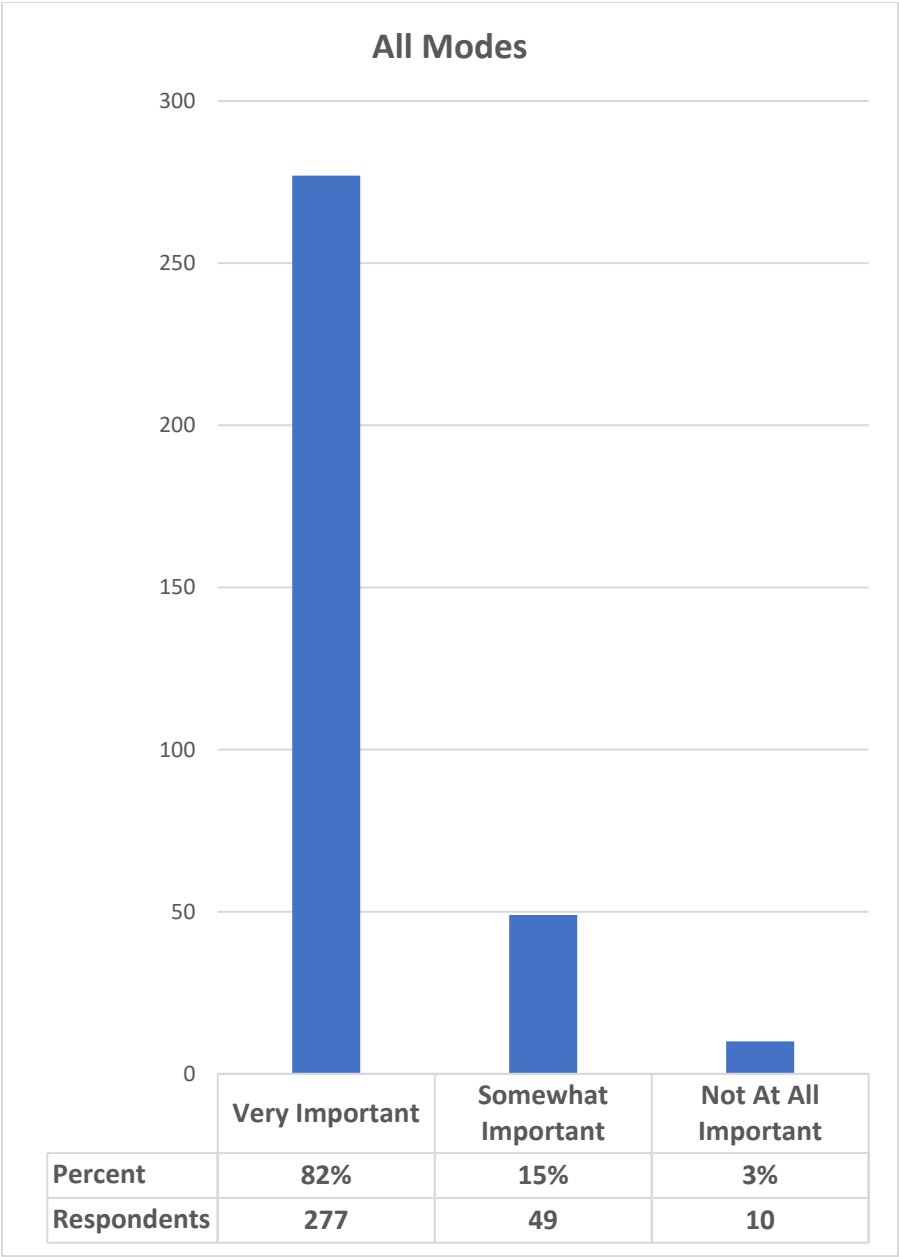
**If you do not use COAST for a trip, what are the most common reasons why you don't use COAST?**

**Demand Response**





15. How important is COAST in meeting your transportation needs?

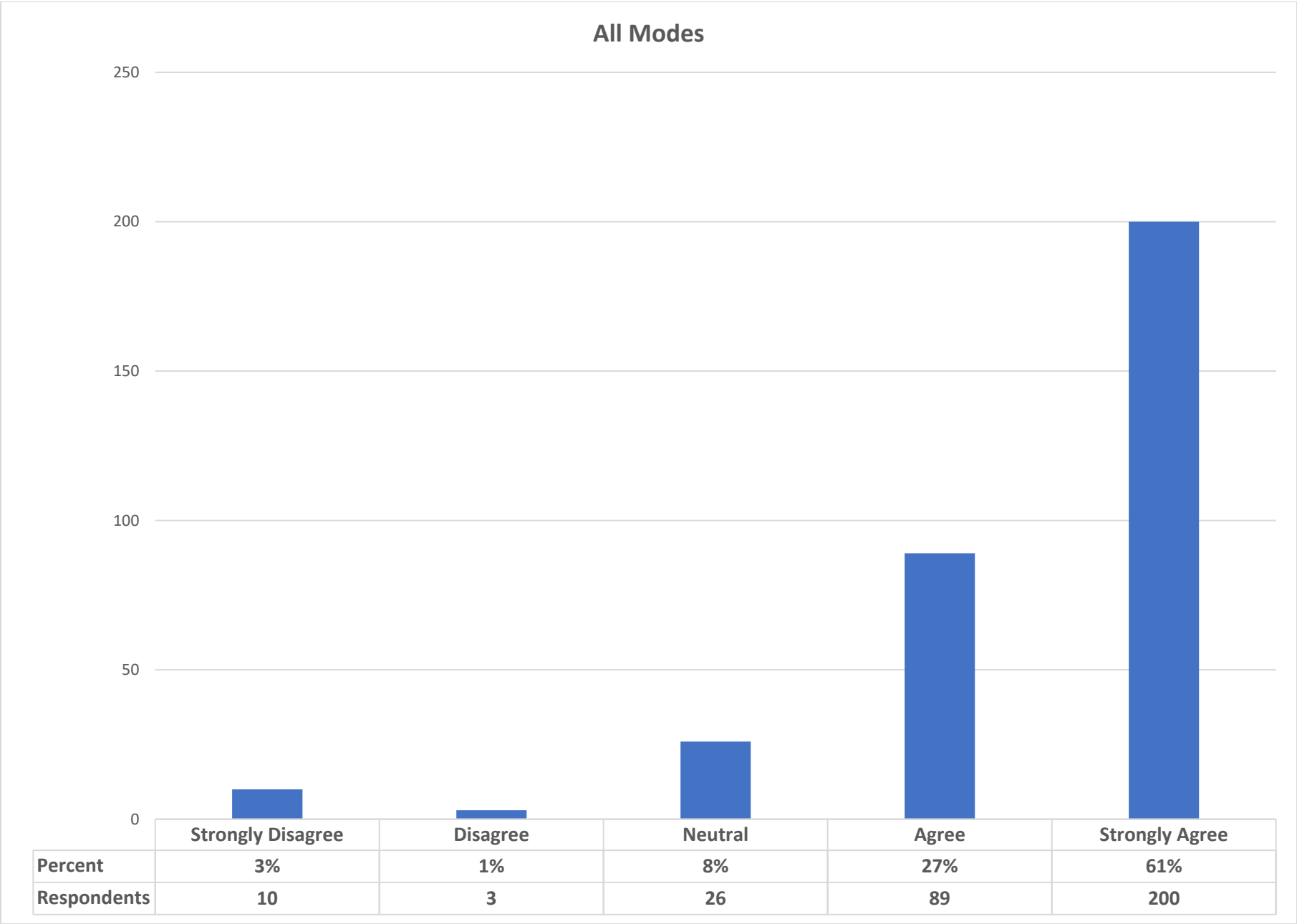


**16. Please respond to the following statements based on your opinion, ranging from strongly disagree (1) to neutral (3) to strongly agree (5).**

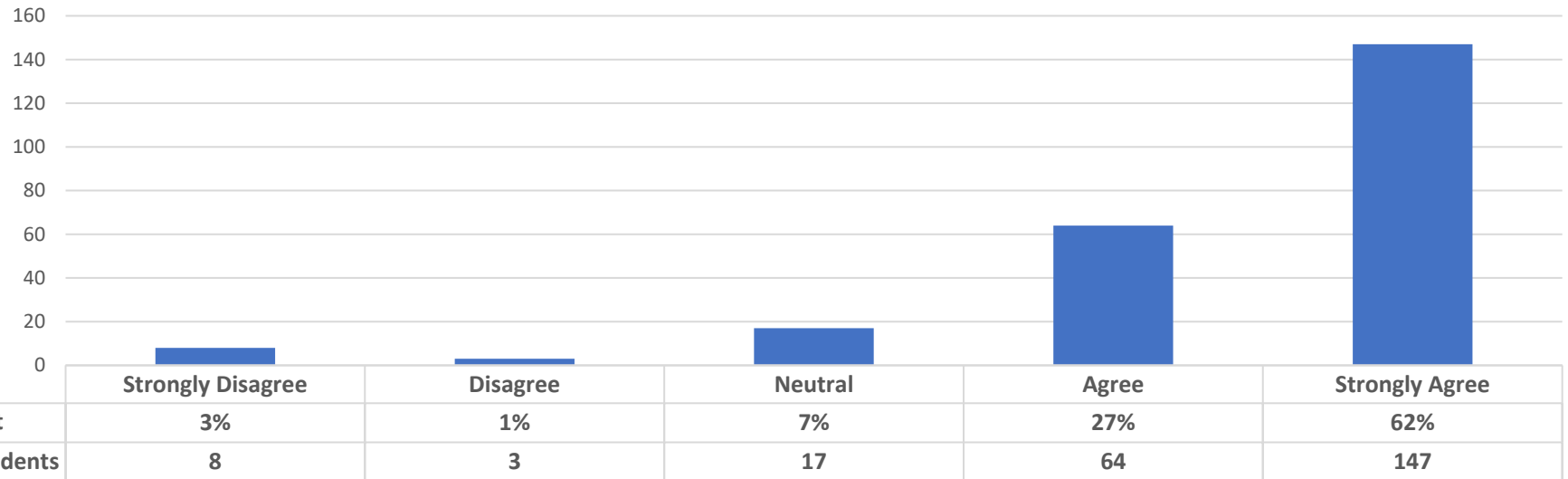
	<i>Strongly Disagree</i> <b>1</b>	<i>Disagree</i> <b>2</b>	<i>Neutral</i> <b>3</b>	<i>Agree</i> <b>4</b>	<i>Strongly Agree</i> <b>5</b>
COAST drivers are friendly and helpful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COAST schedules are easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COAST schedules are easy to find	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COAST fares are fairly priced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COAST vehicles are clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe using COAST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COAST vehicles run on-time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COAST office staff are helpful when I have called, texted, emailed or visited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COAST provides a high-quality service for residents of the Seacoast region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend COAST to my friends/family/co-workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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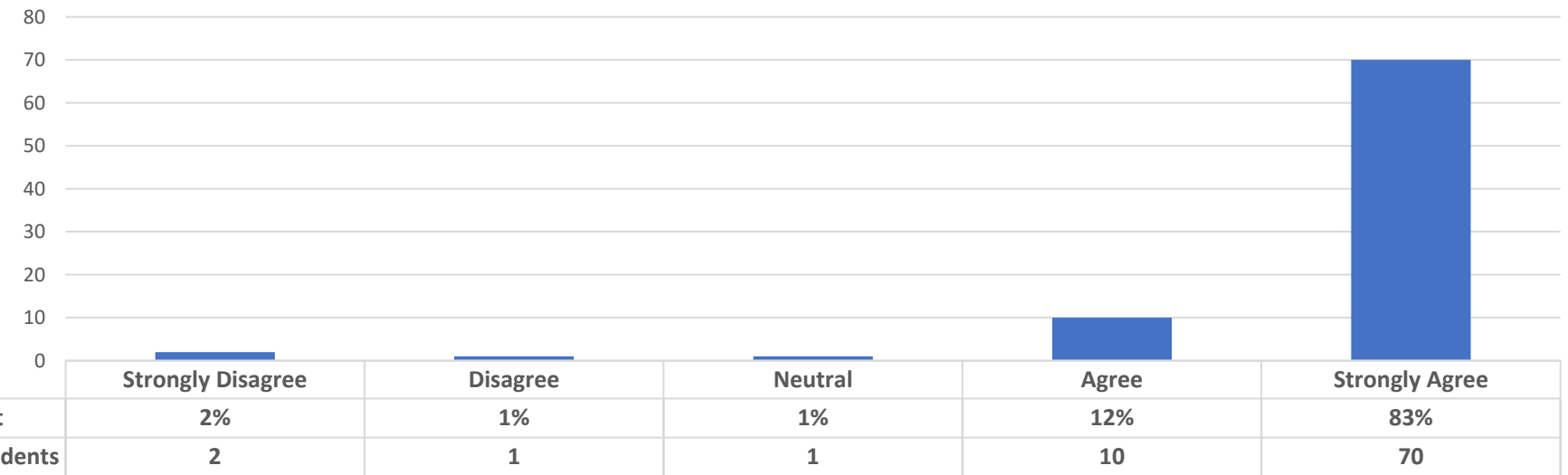
16-a. COAST drivers are friendly and helpful.



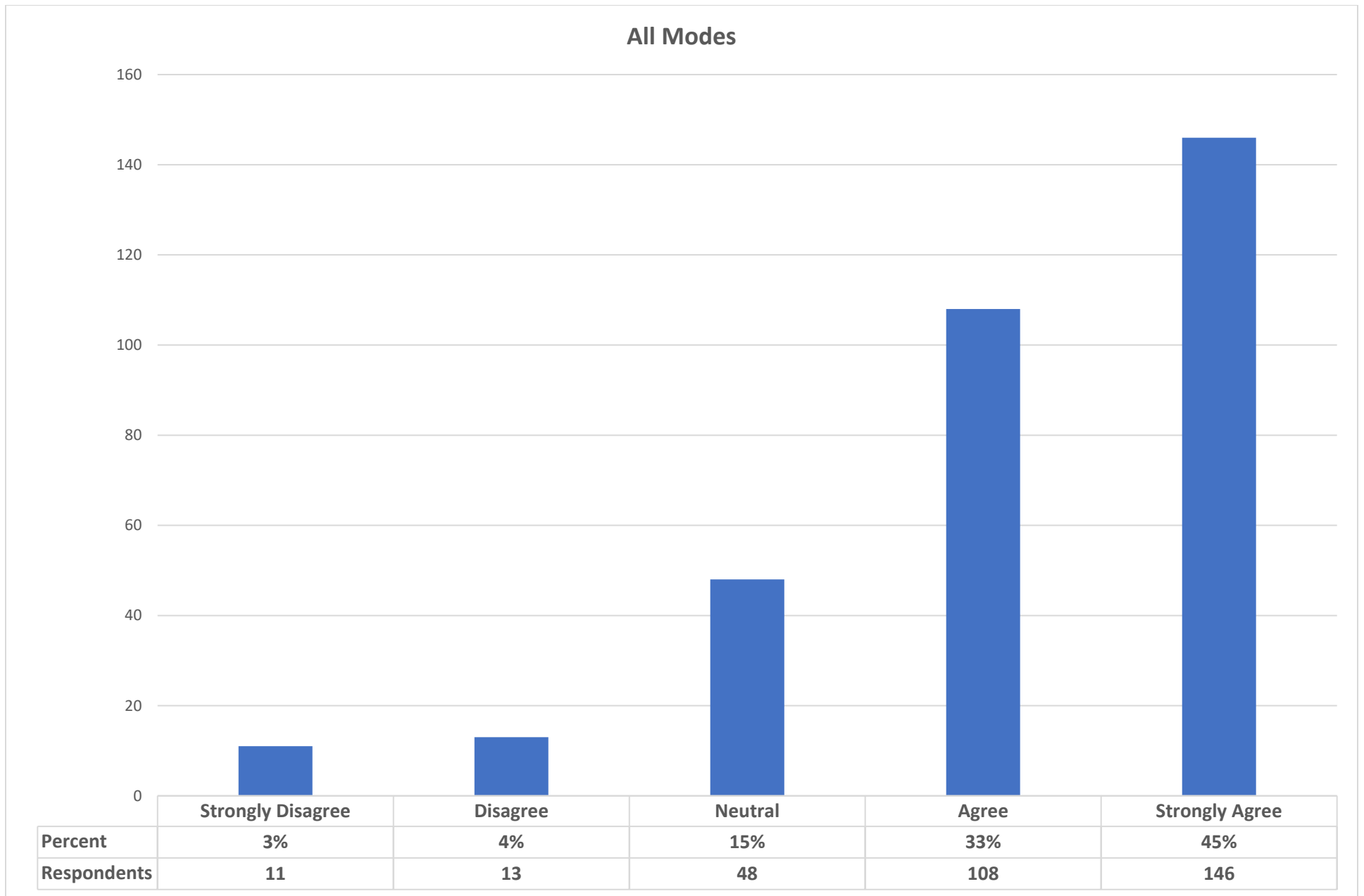
**COAST drivers are friendly and helpful.  
Fixed Route**



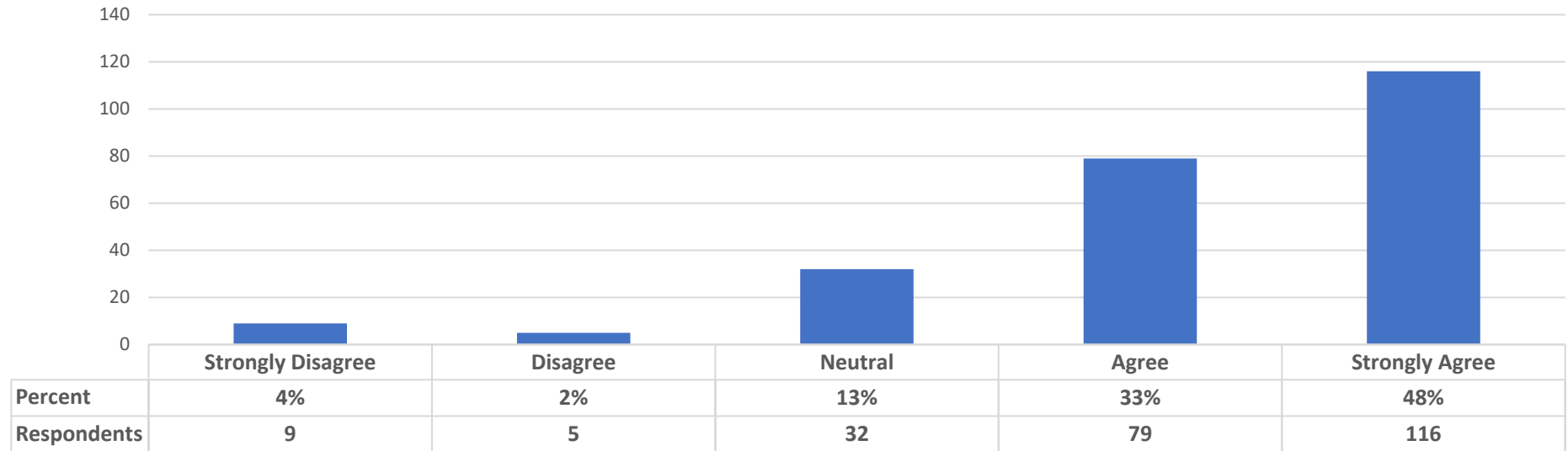
**COAST drivers are friendly and helpful.  
Demand Response**



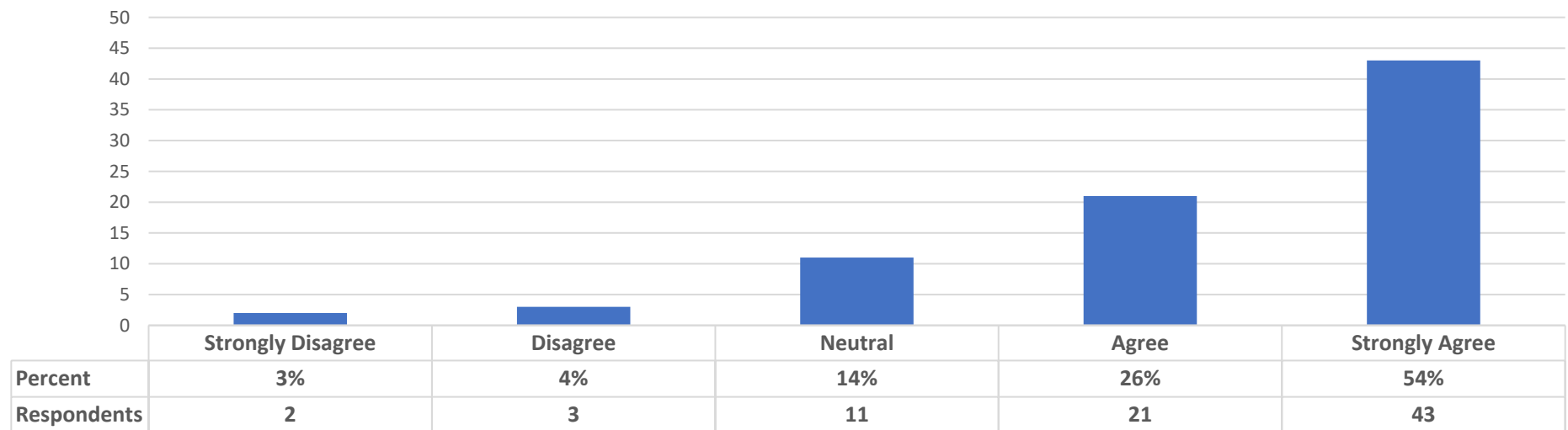
**16-b. COAST schedules are easy to understand.**



**COAST schedules are easy to understand.  
Fixed Route**

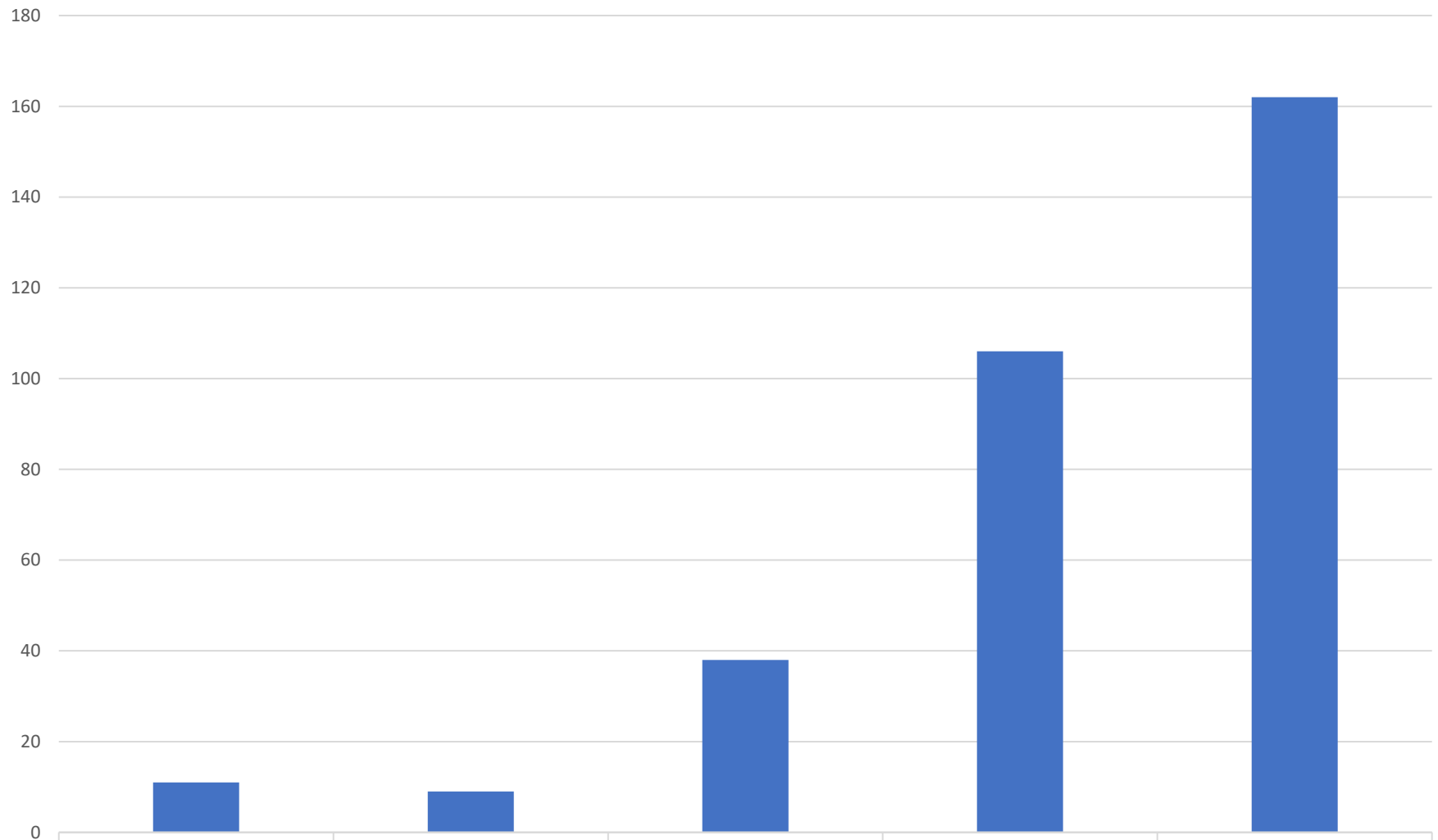


**COAST schedules are easy to understand.  
Demand Response**



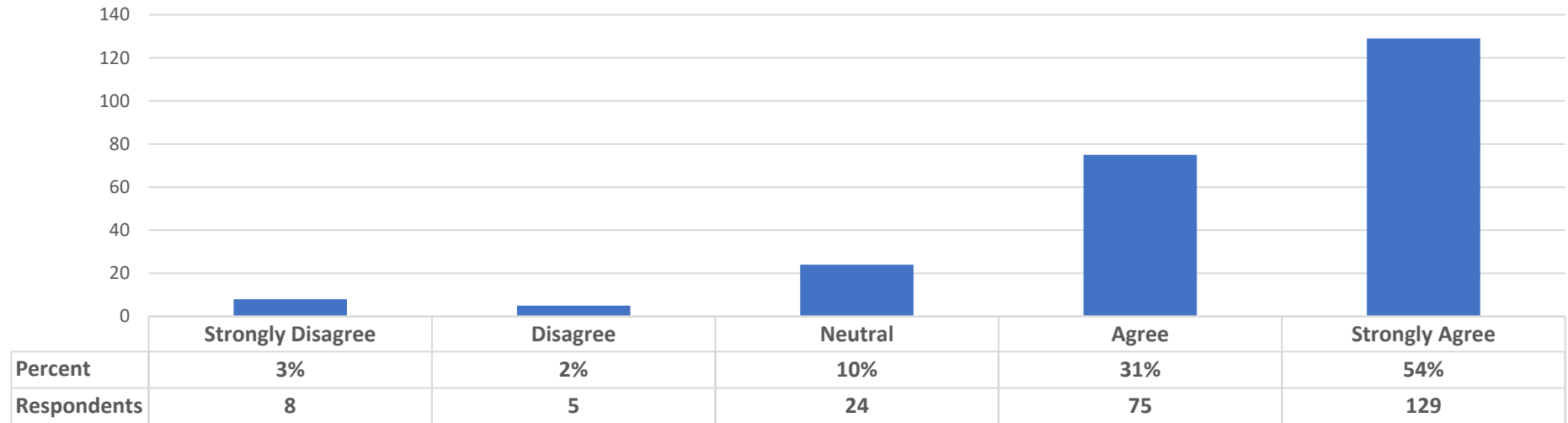
### 16-c. COAST schedules are easy to find.

All Modes

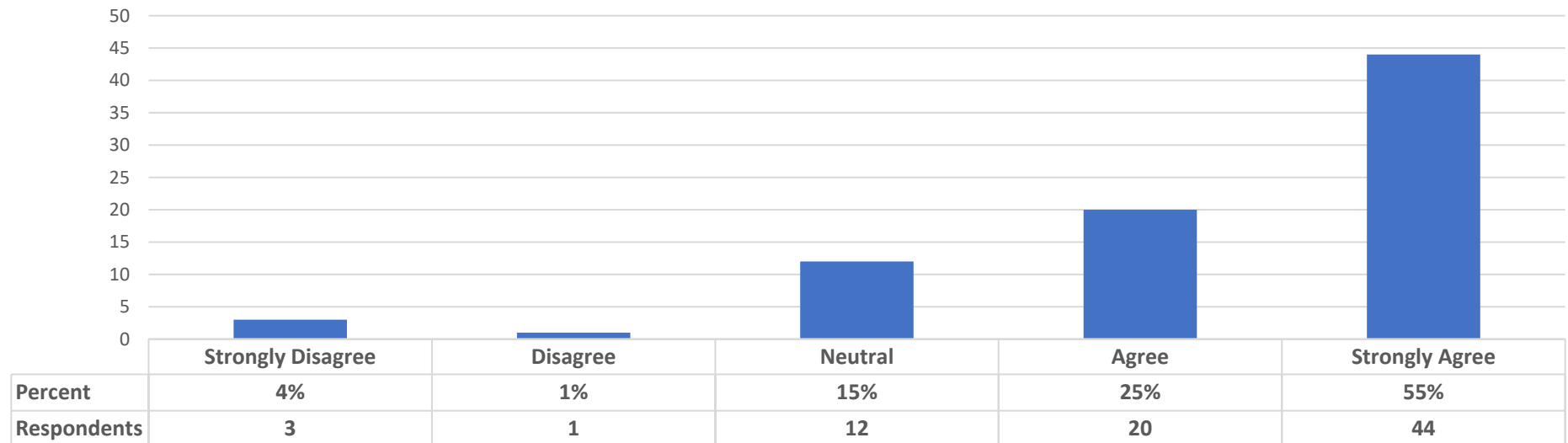


	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Percent	3%	3%	12%	33%	50%
Respondents	11	9	38	106	162

**COAST schedules are easy to find.  
Fixed Route**

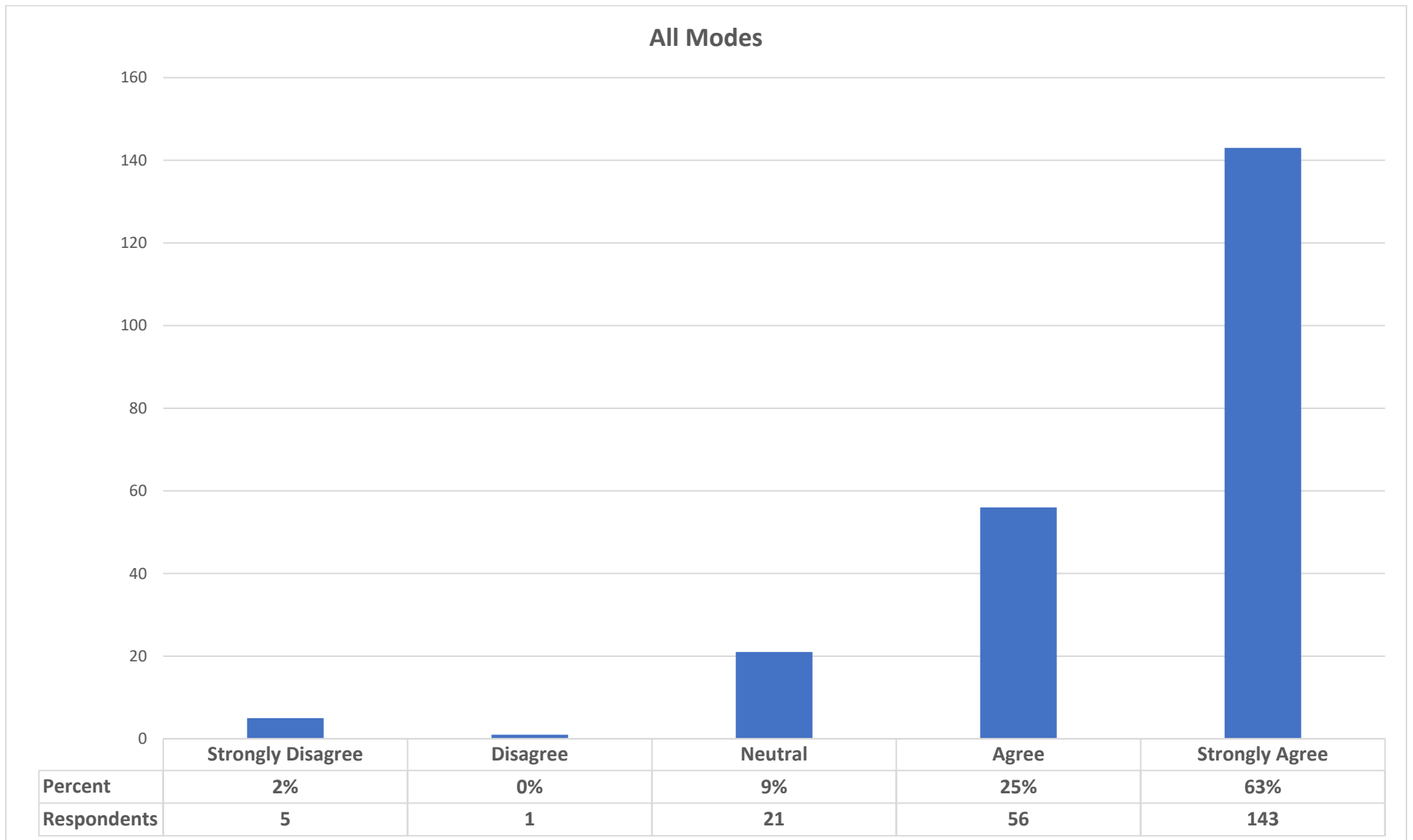


**COAST schedules are easy to find.  
Demand Response**

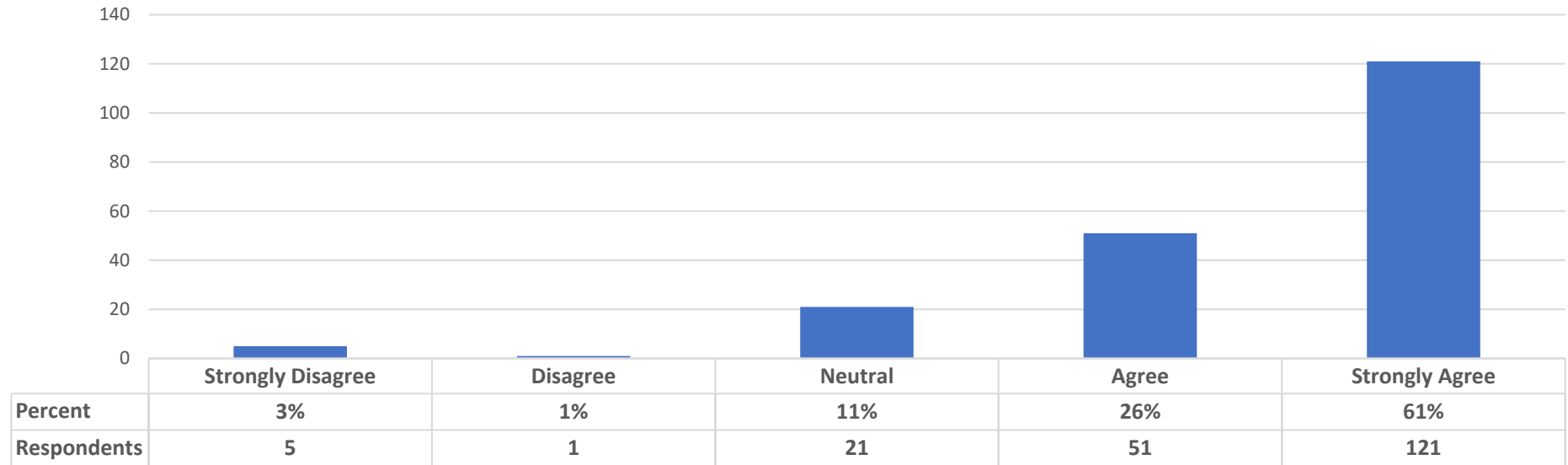




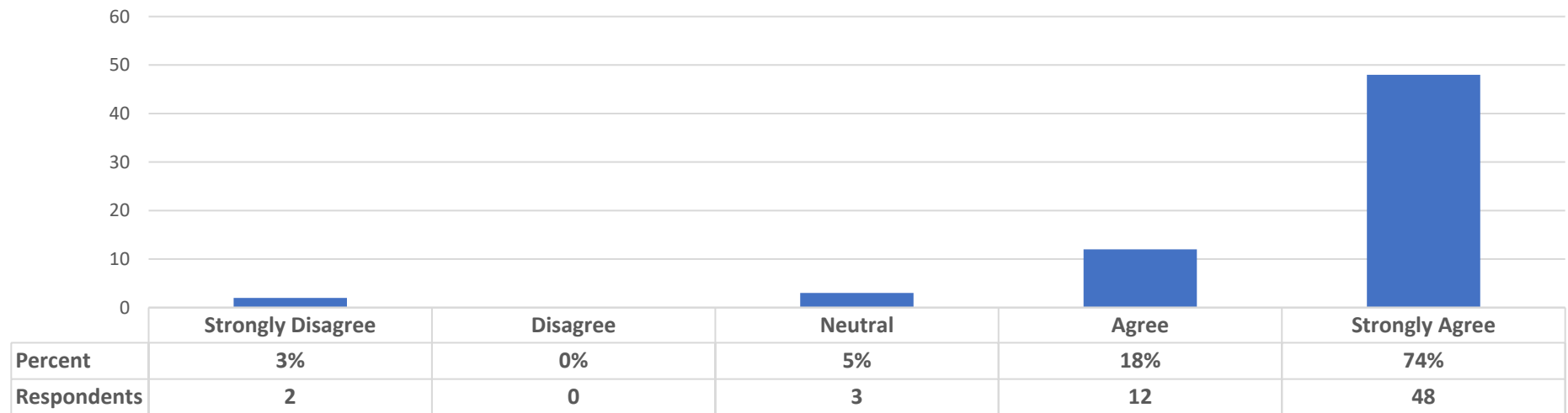
**16-d. COAST fares are fairly priced.**



**COAST fares are fairly priced.  
Fixed Route**

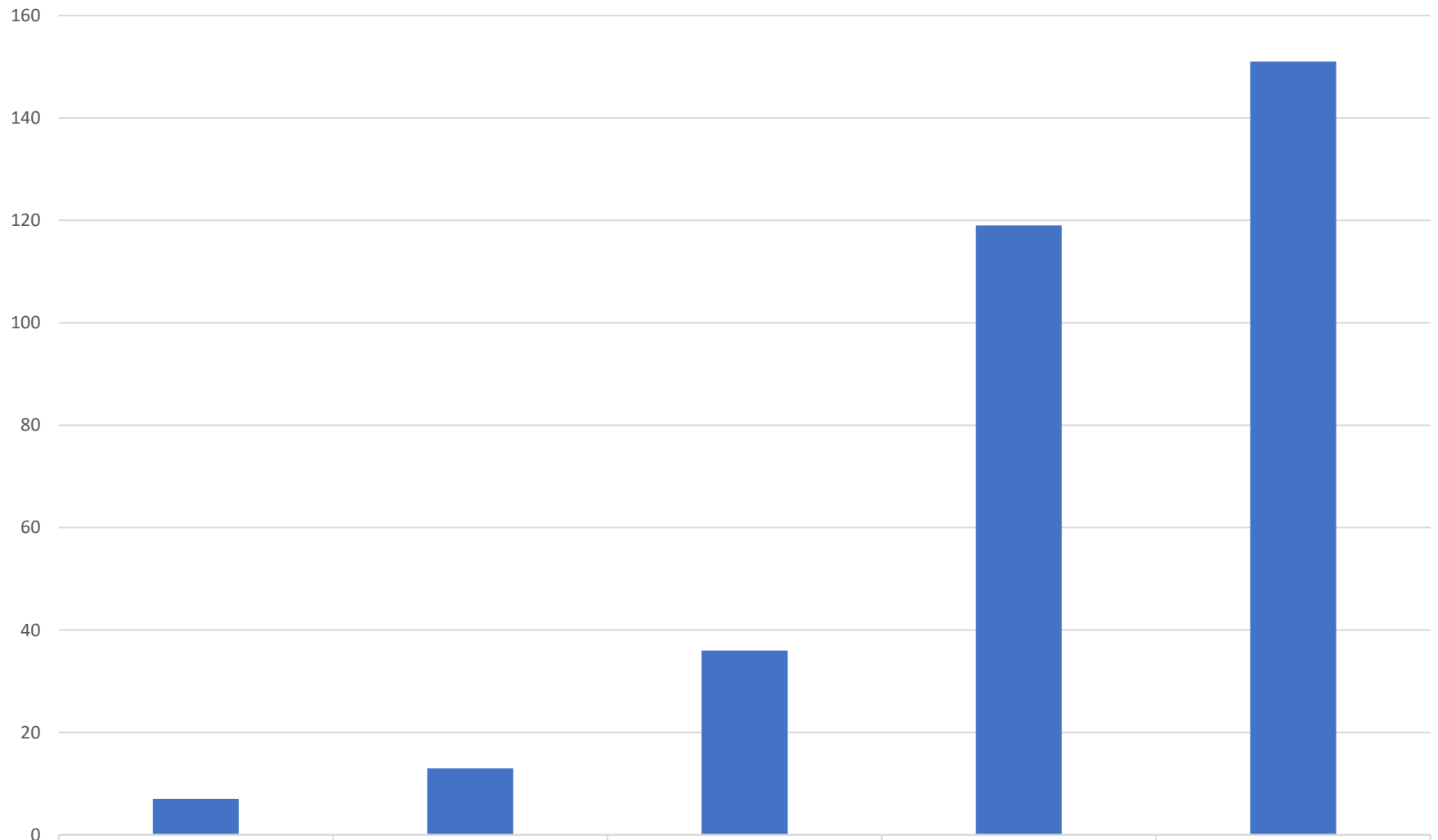


**COAST fares are fairly priced.  
Demand Response**



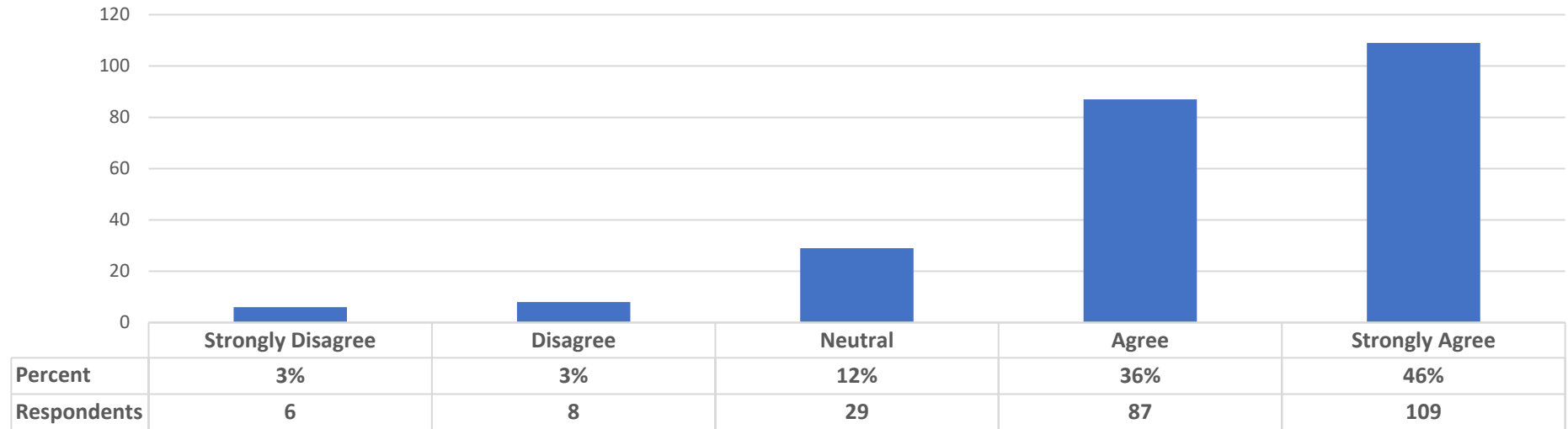
**16-e. COAST vehicles are clean.**

**All Modes**

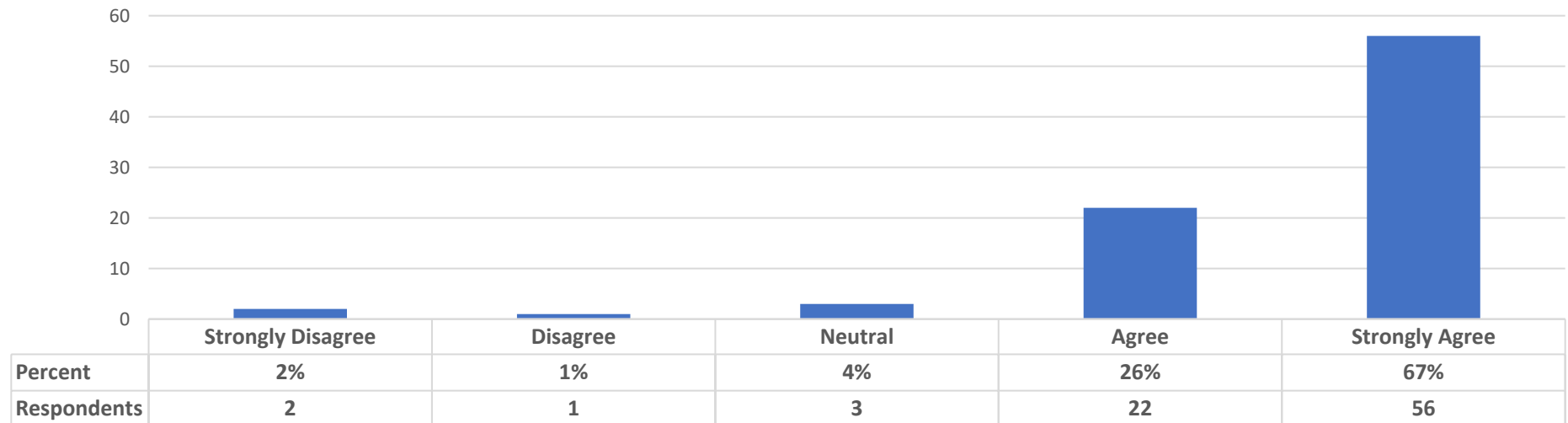


	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Percent	2%	4%	11%	37%	46%
Respondents	7	13	36	119	151

**COAST vehicles are clean.  
Fixed Route**

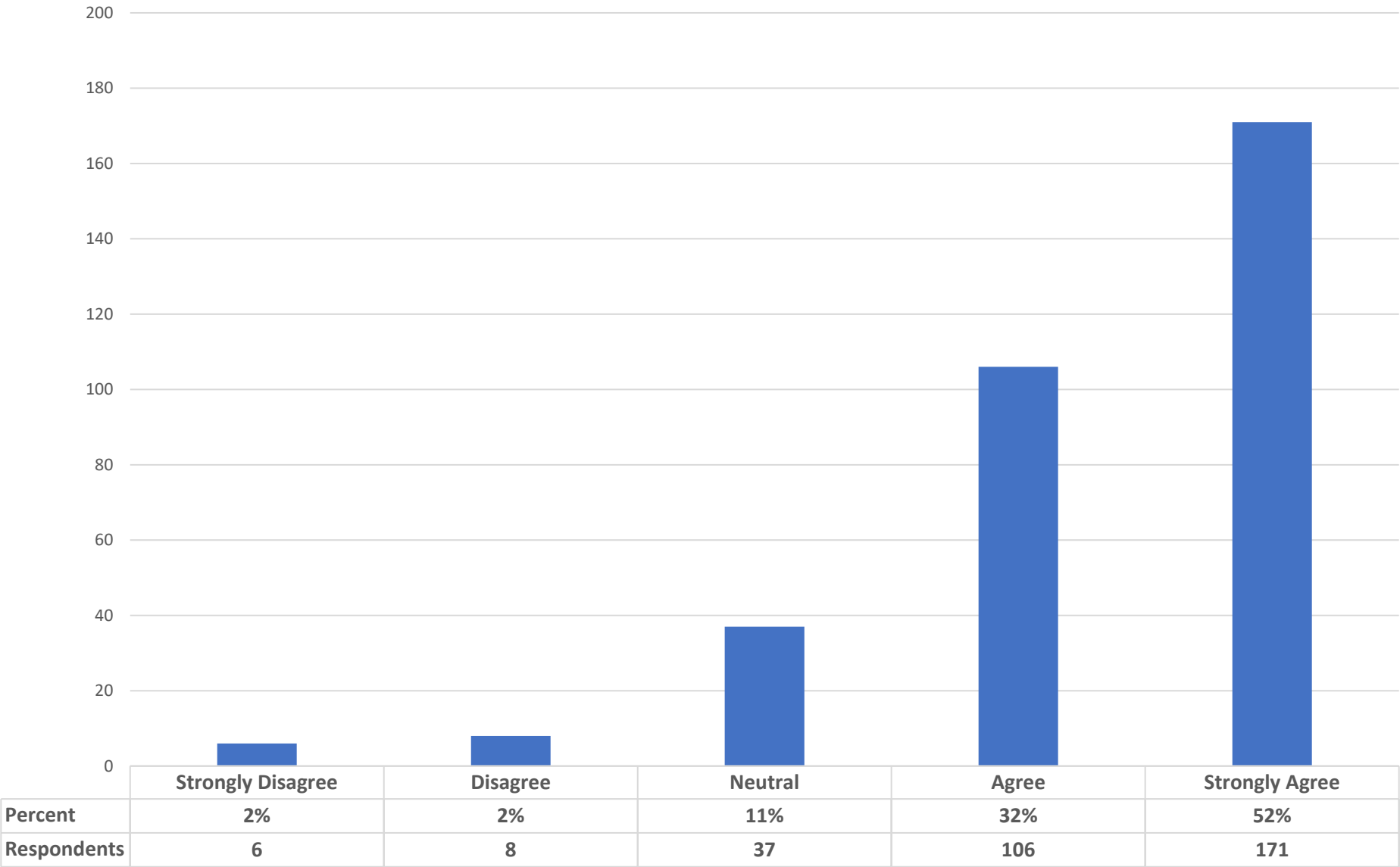


**COAST vehicles are clean.  
Demand Response**

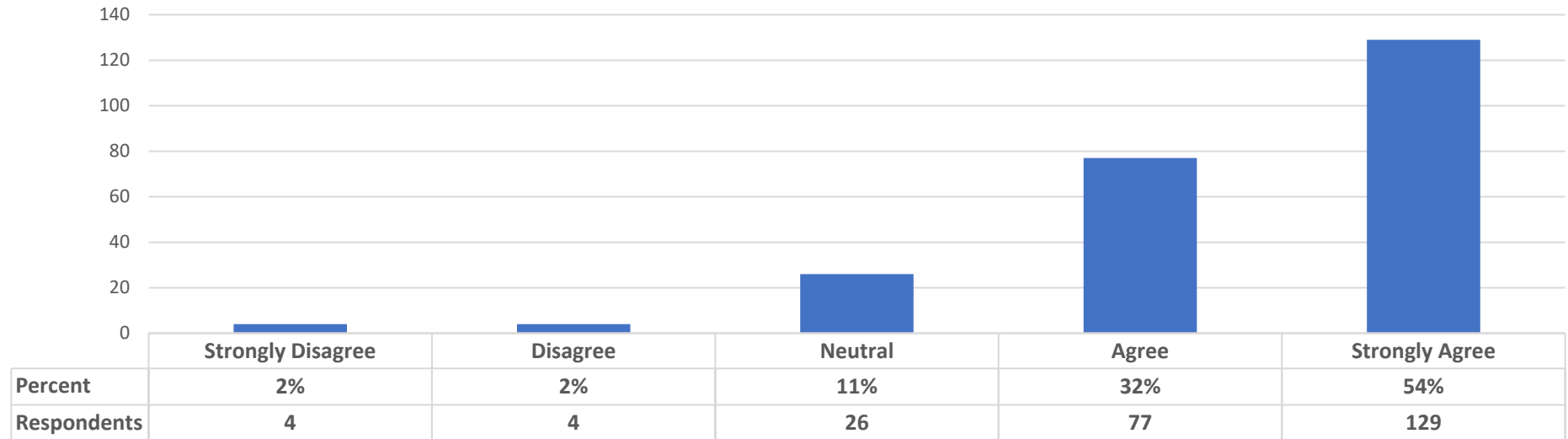


16-f. I feel safe using COAST.

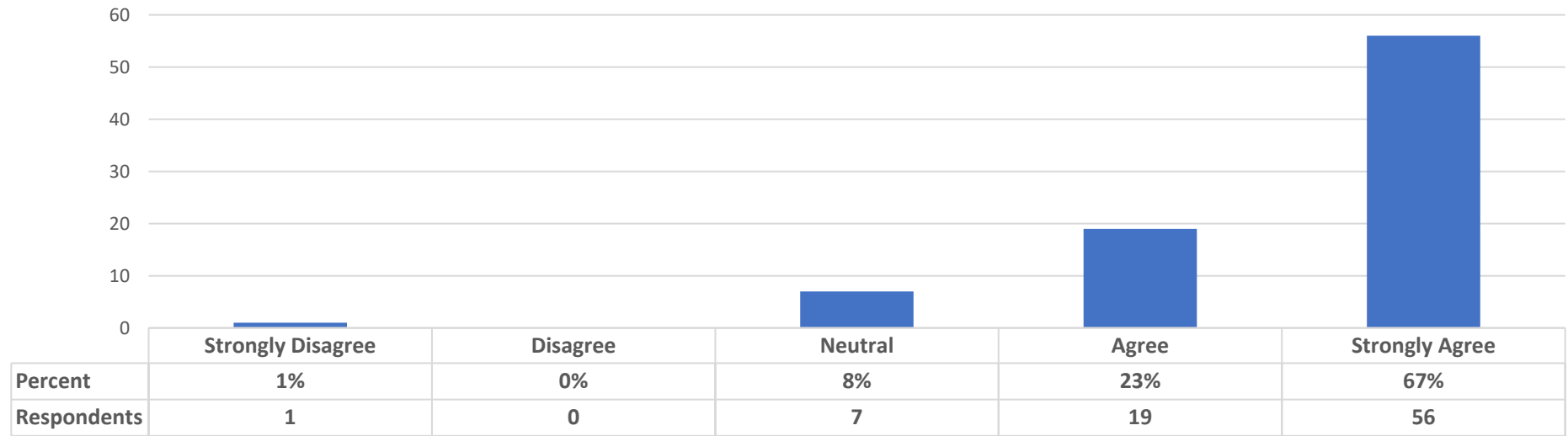
All Modes



### I feel safe using COAST. Fixed Route

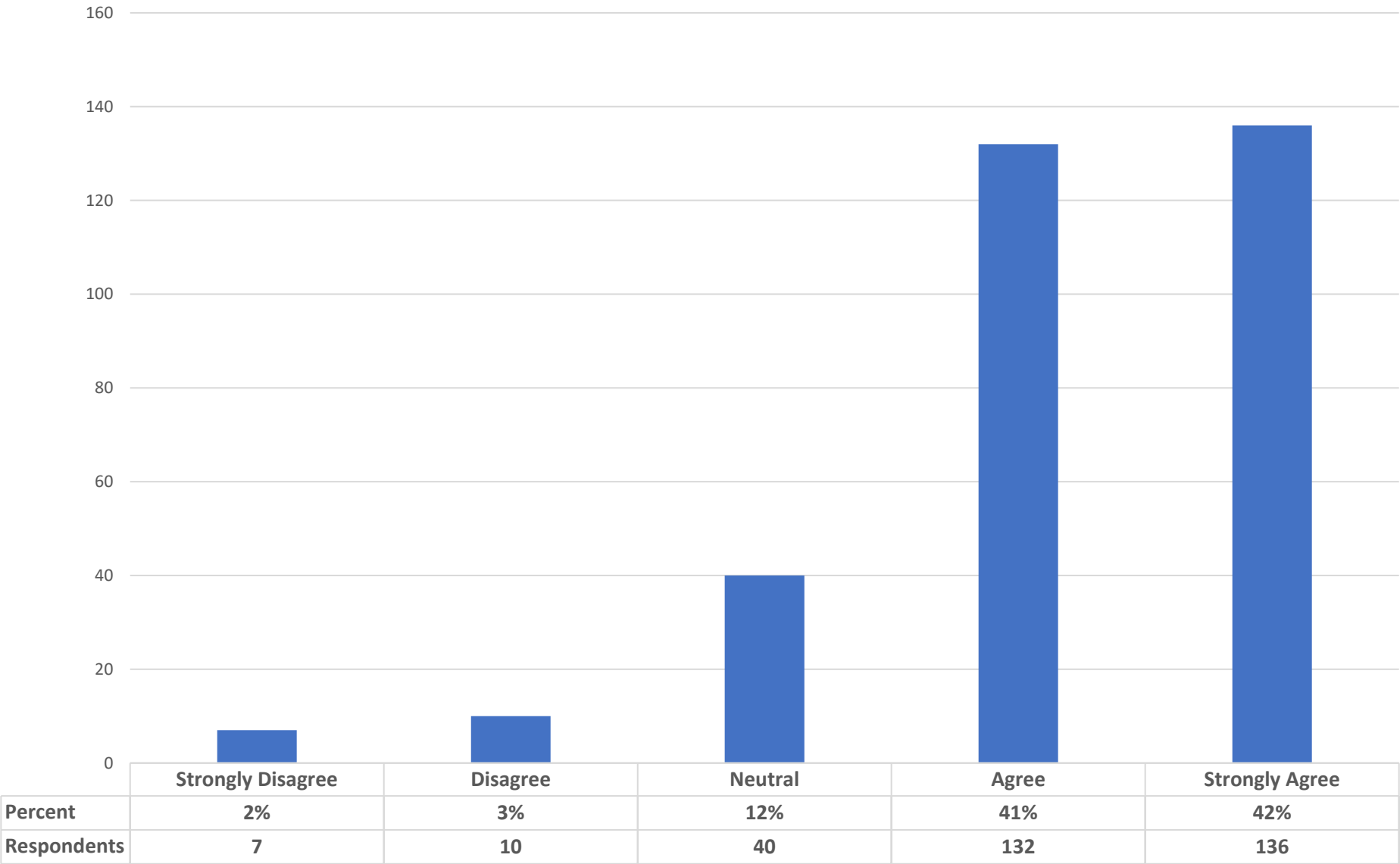


### I feel safe using COAST. Demand Response

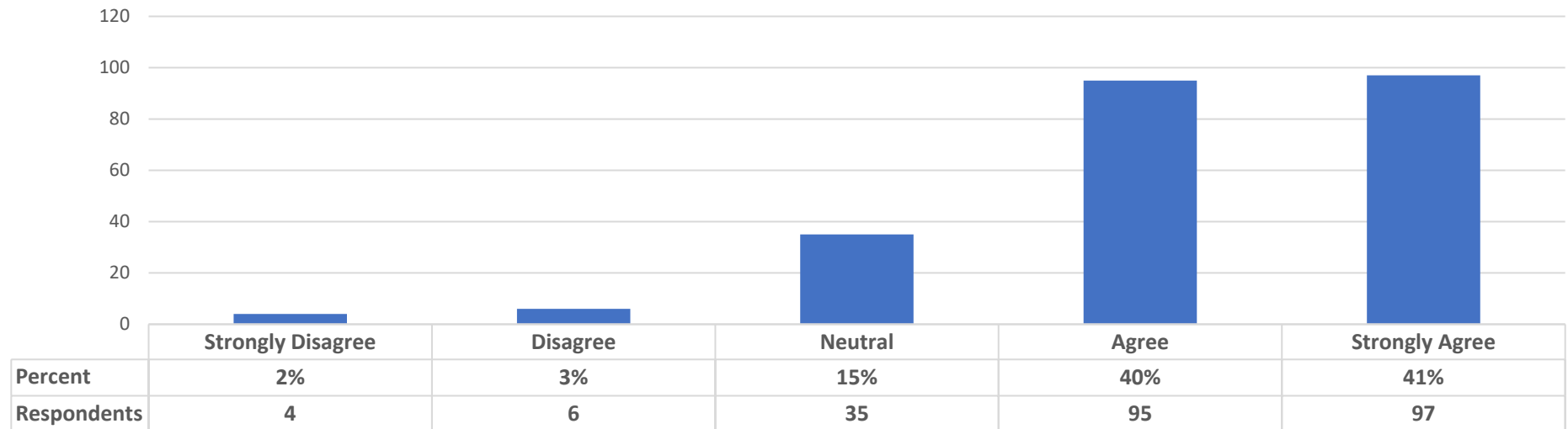


16-g. COAST vehicles run on-time.

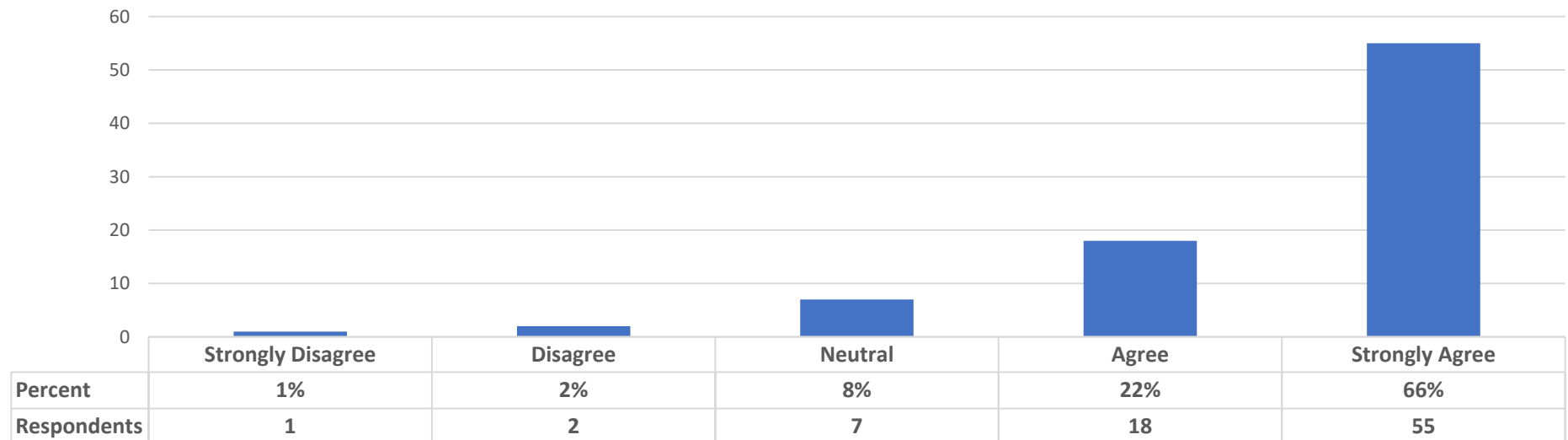
All Modes



### COAST vehicles run on-time. Fixed Route



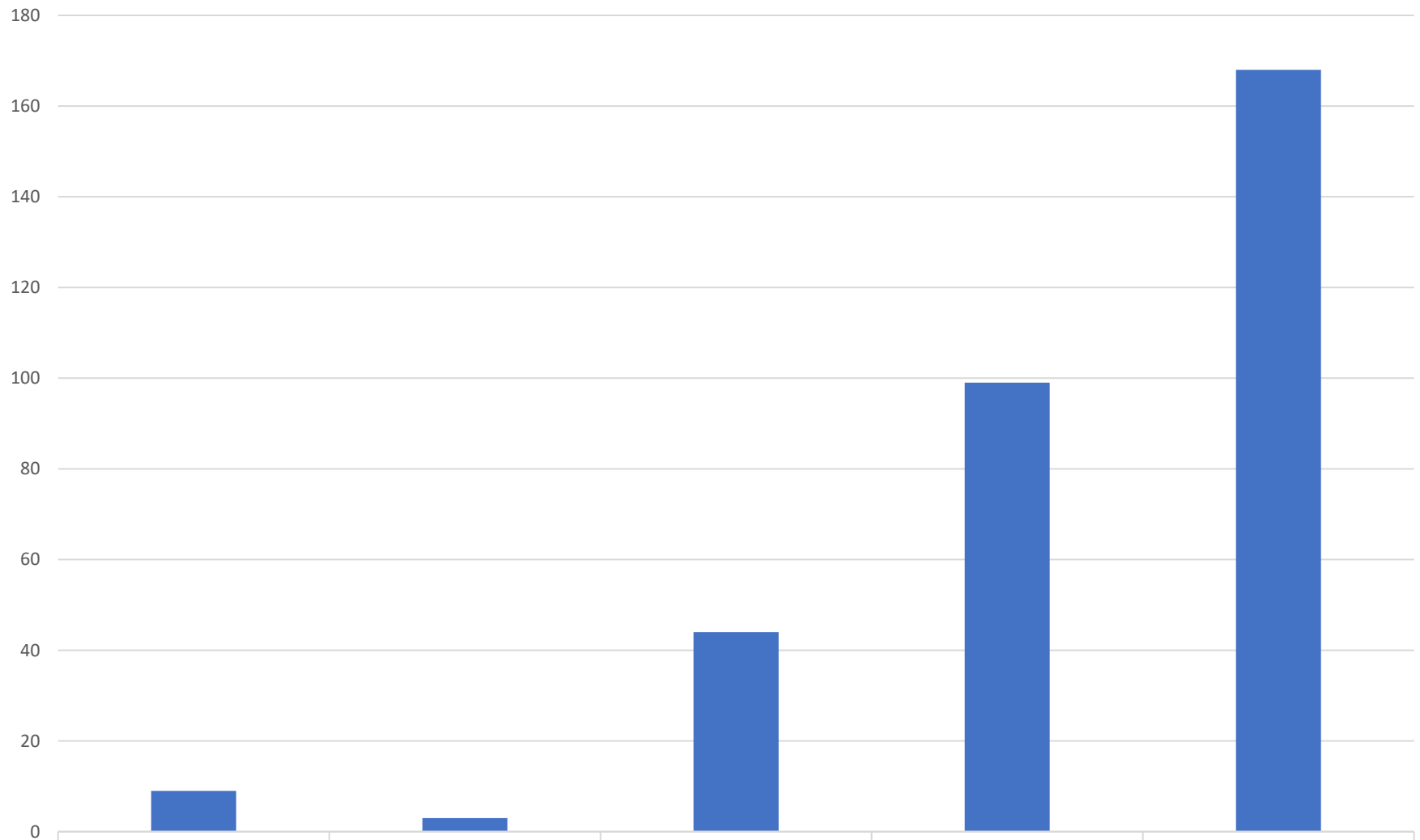
### COAST vehicles run on-time. Demand Response





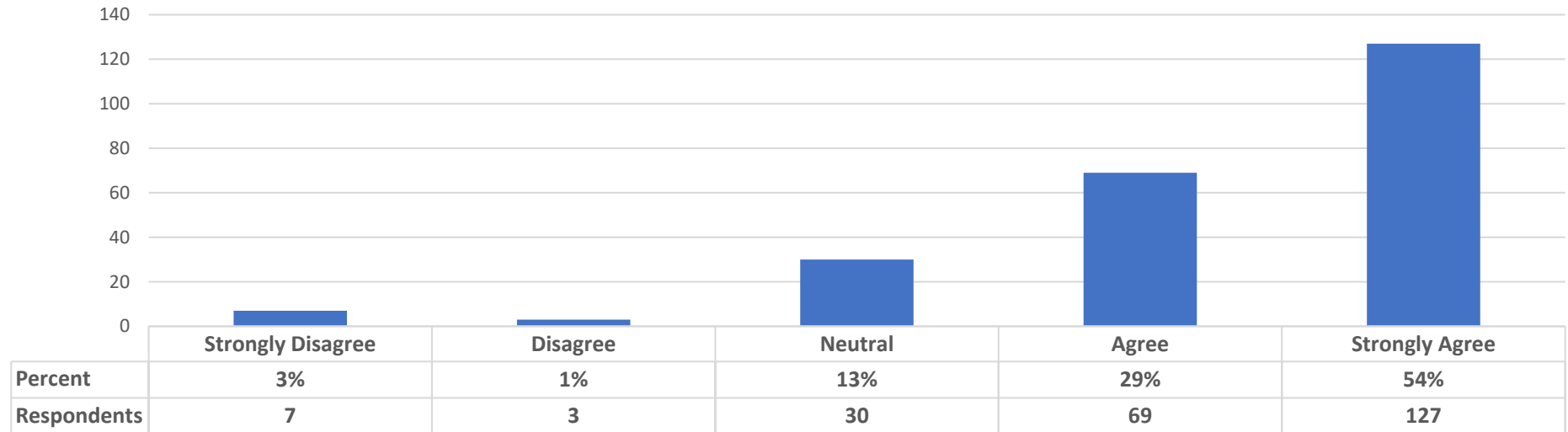
**16-h. COAST office staff are helpful when I call, text, email or visit.**

**All Modes**

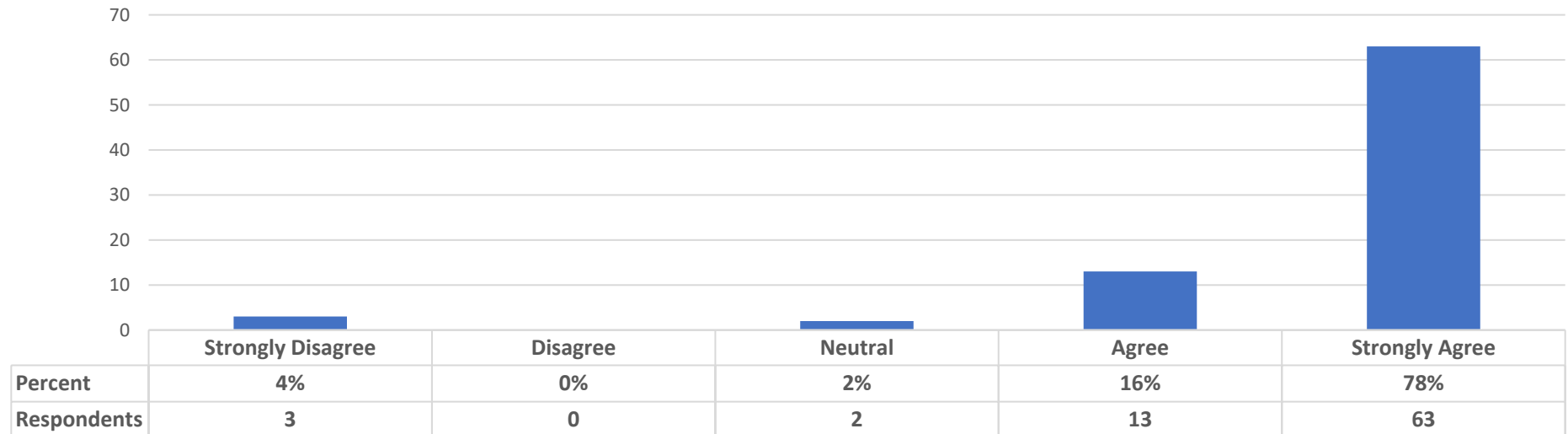


	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Percent	3%	1%	14%	31%	52%
Respondents	9	3	44	99	168

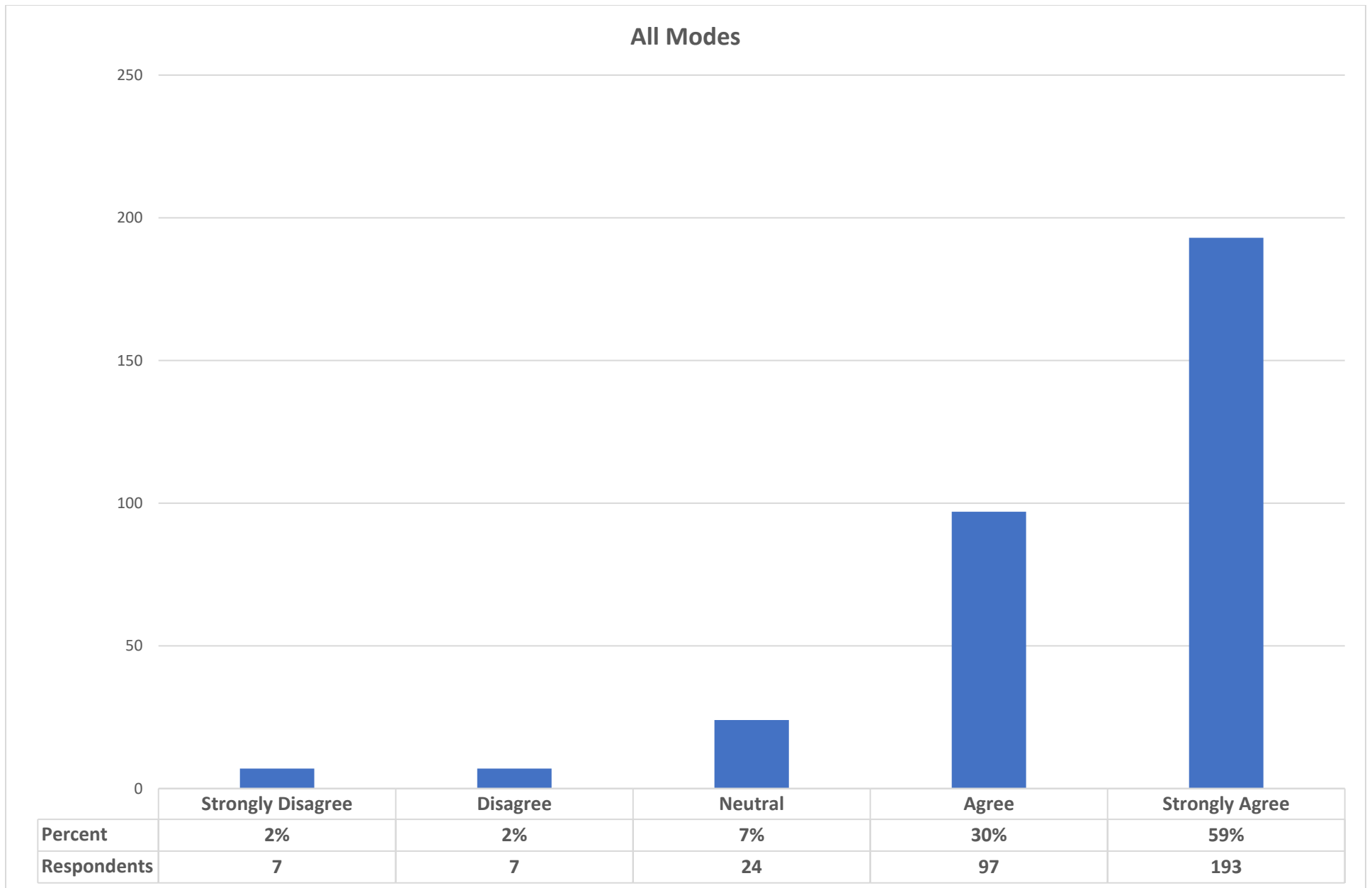
**COAST office staff are helpful when I call, text, email, or visit.  
Fixed Route**



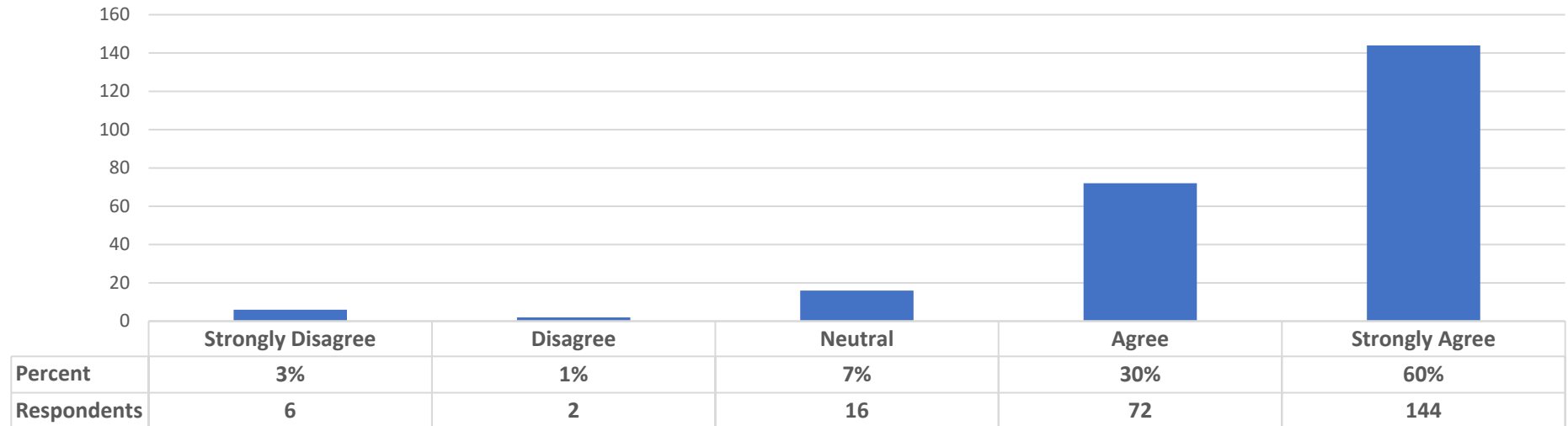
**COAST office staff are helpful when I call, text, email, or visit.  
Demand Response**



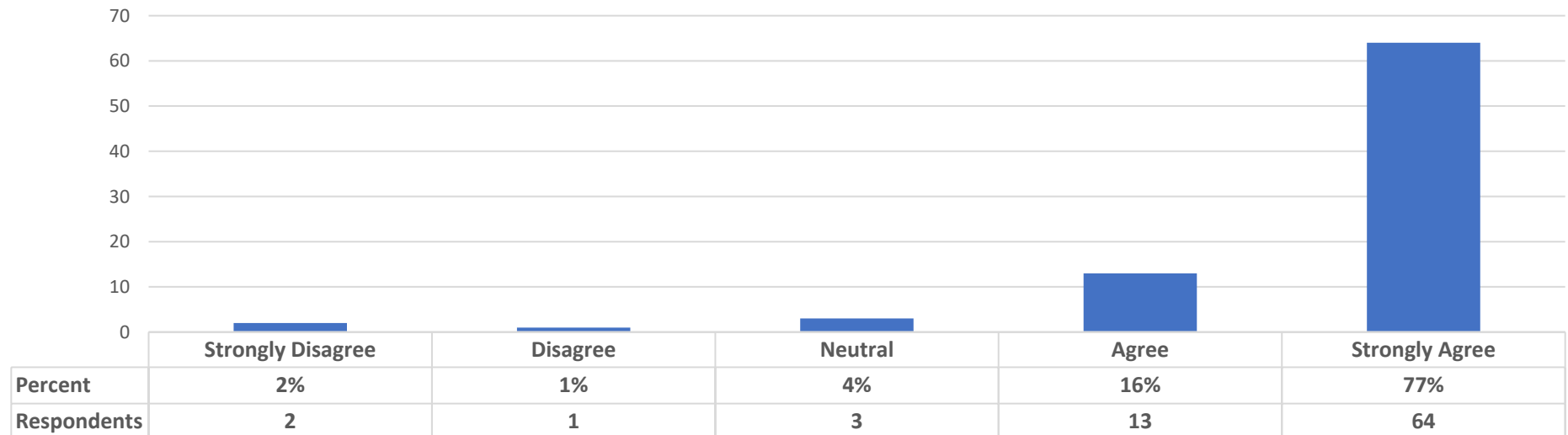
**16-i. COAST provides a high-quality service for residents of the Seacoast region.**



**COAST provides a high-quality service for residents of the seacoast region.**  
**Fixed Route**

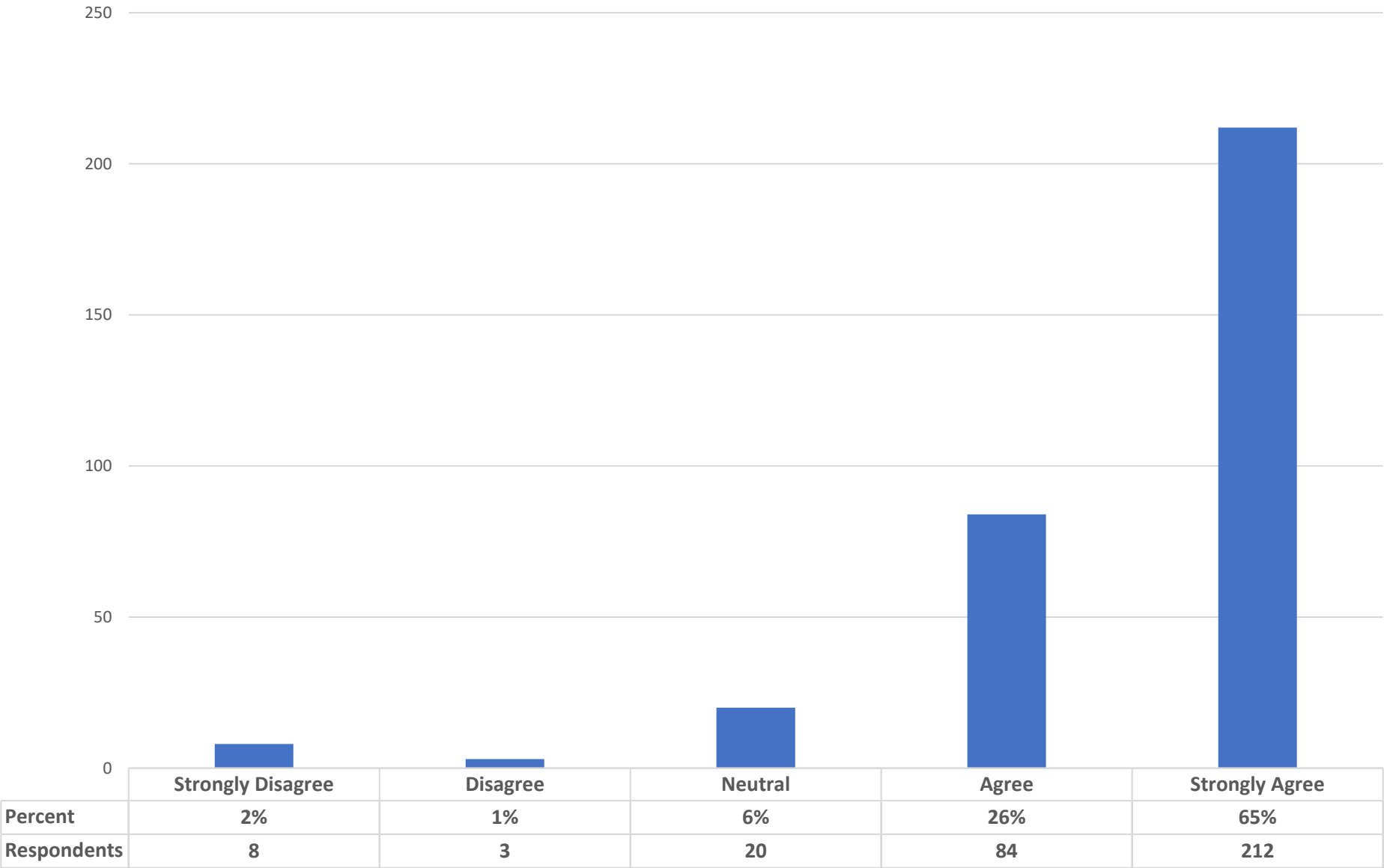


**COAST provides a high-quality service for residents of the seacoast region.**  
**Demand Response**

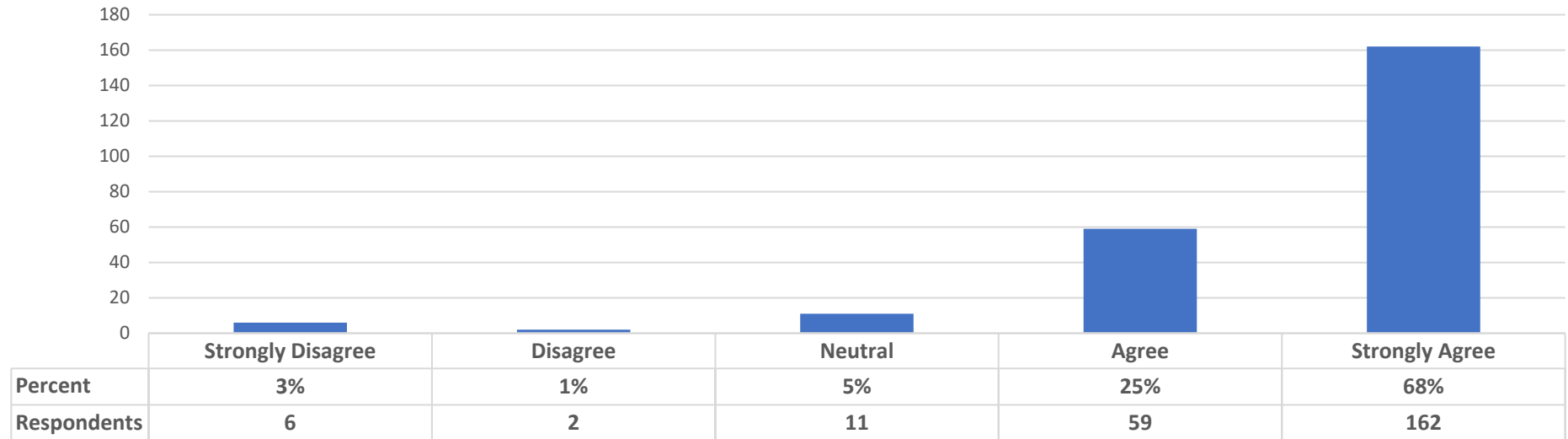


14-j. I would recommend COAST to my friends / family / co-workers.

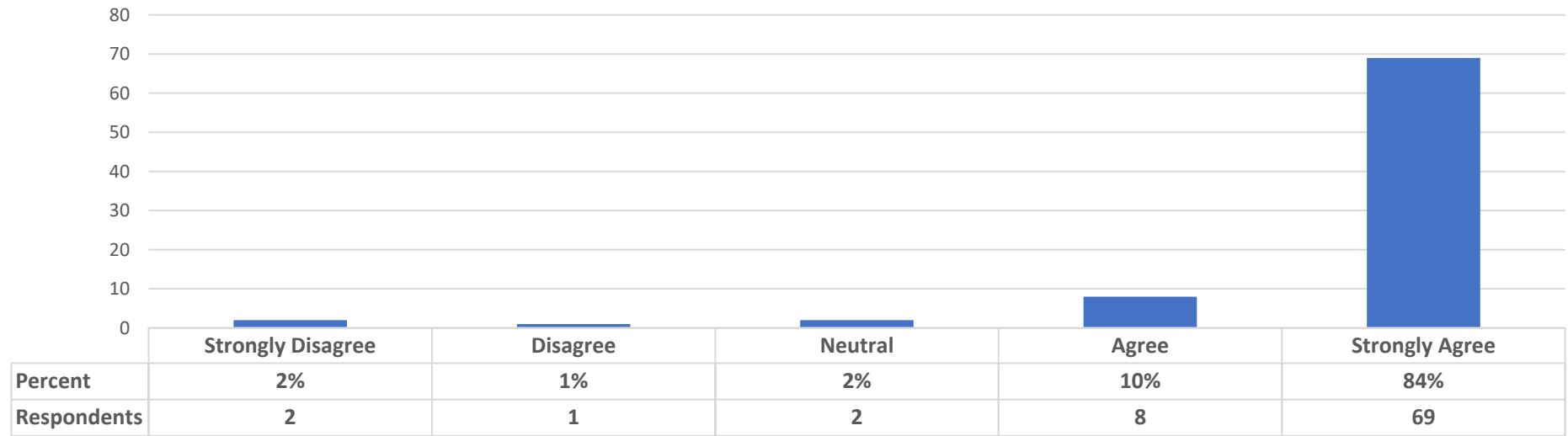
All Modes



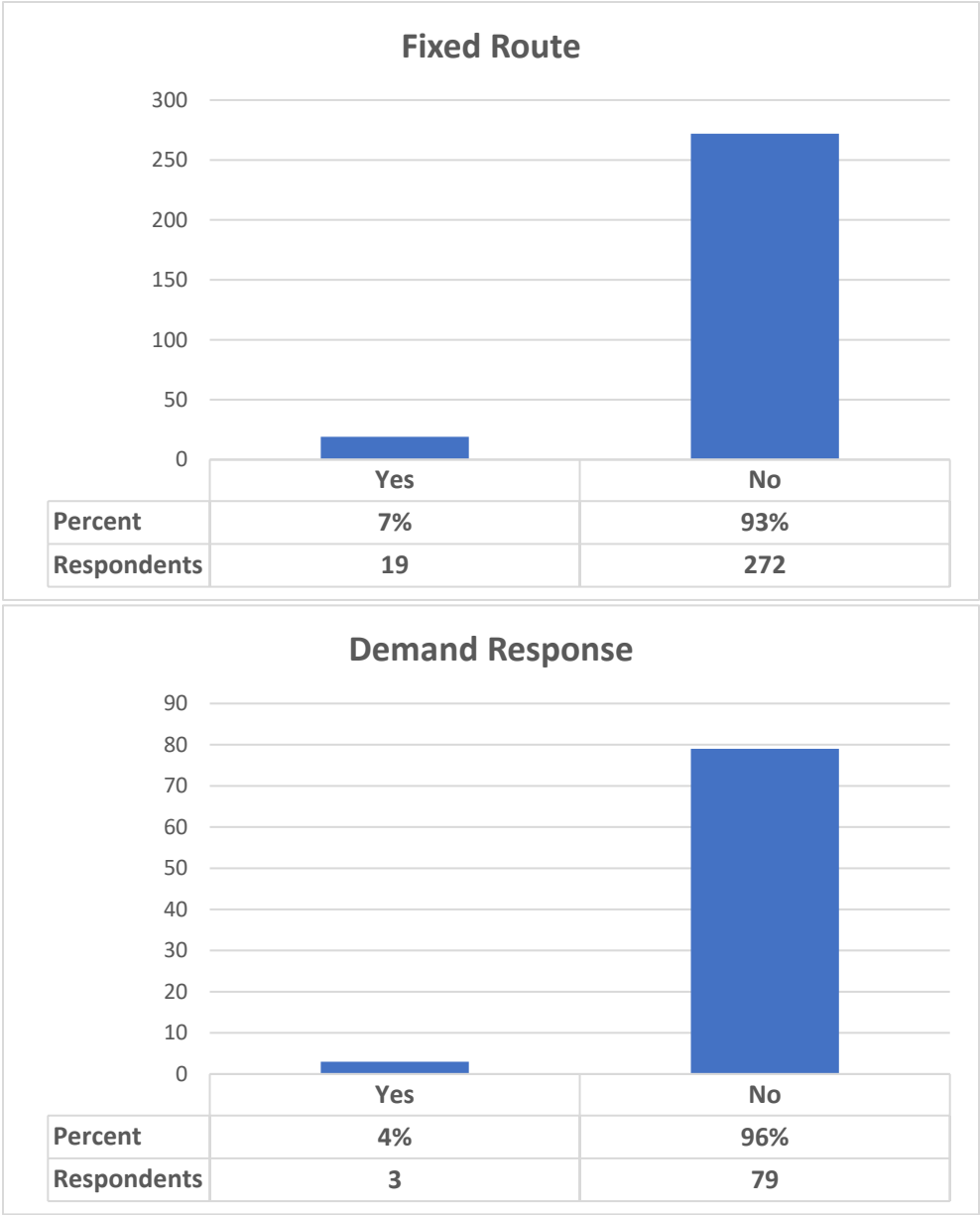
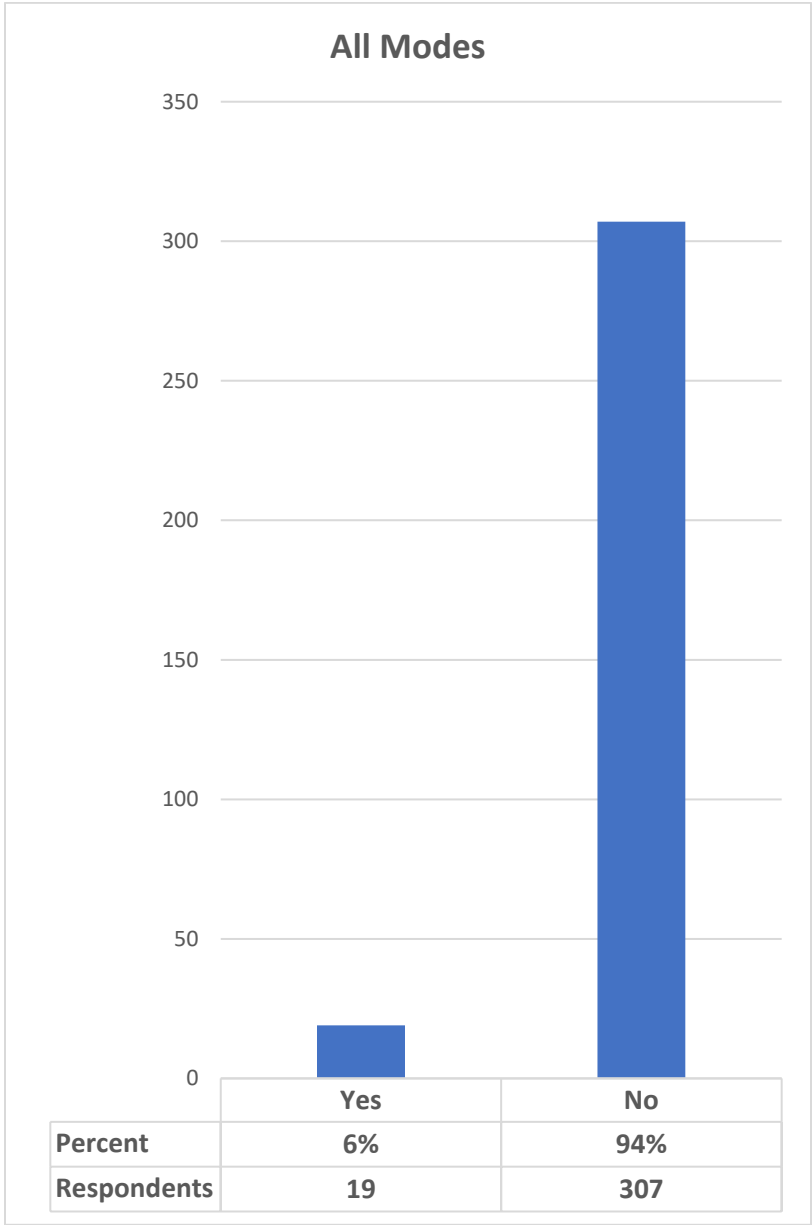
**I would recommend COAST to my friends / family / co-workers.**  
**Fixed Route**



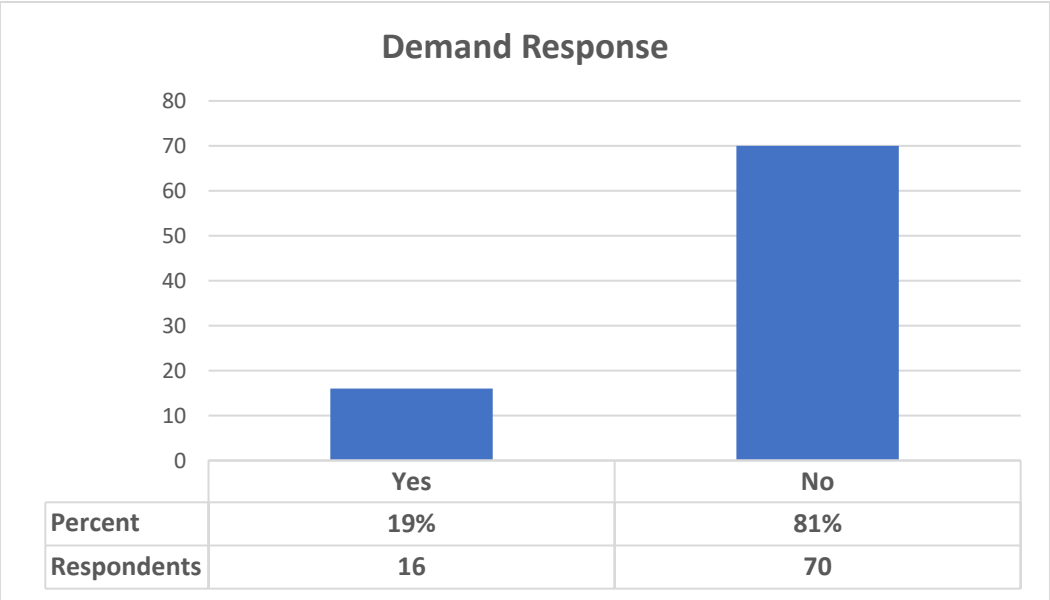
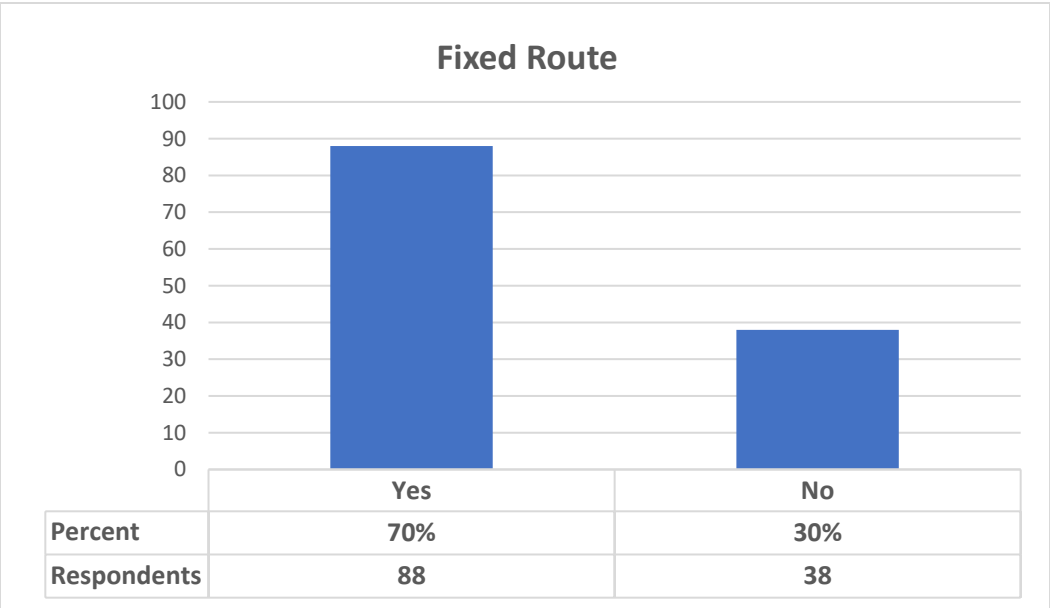
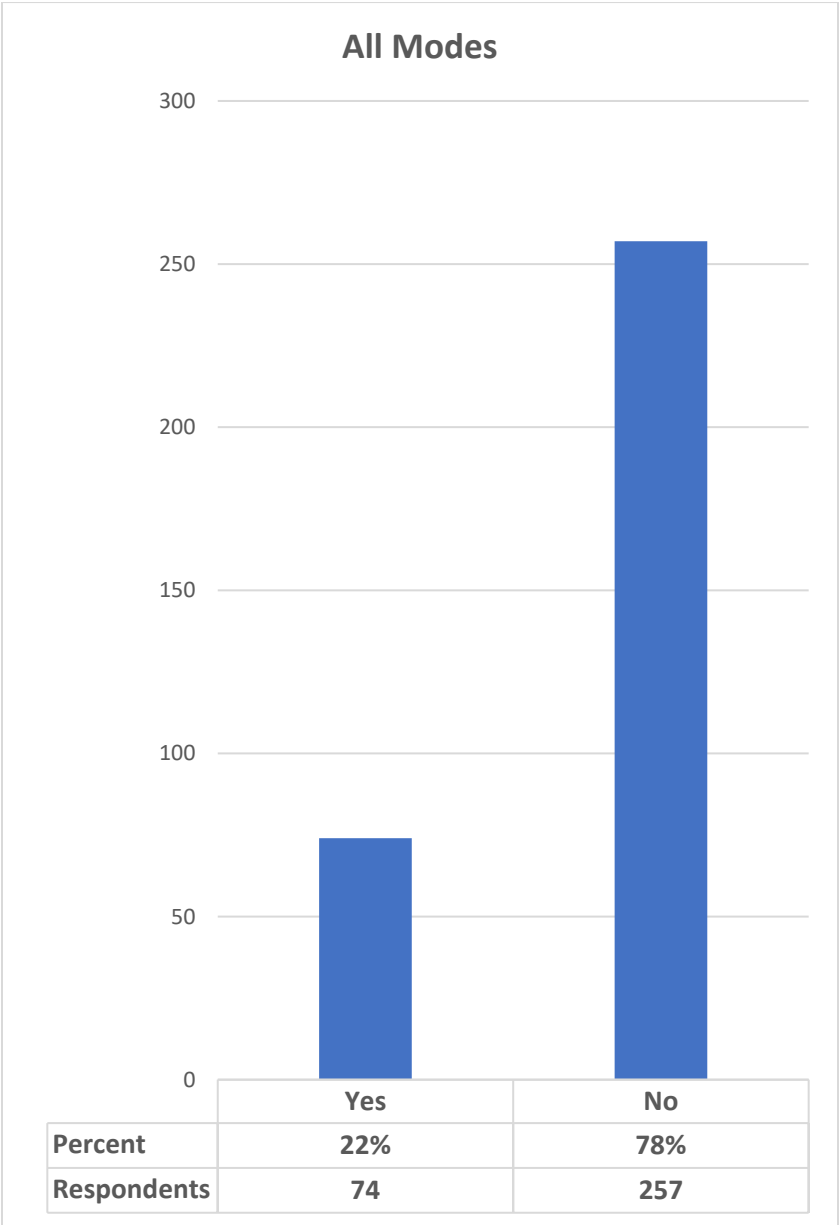
**I would recommend COAST to my friends / family / co-workers.**  
**Demand Response**



17. Do you regularly ride COAST with one or more children under 13?

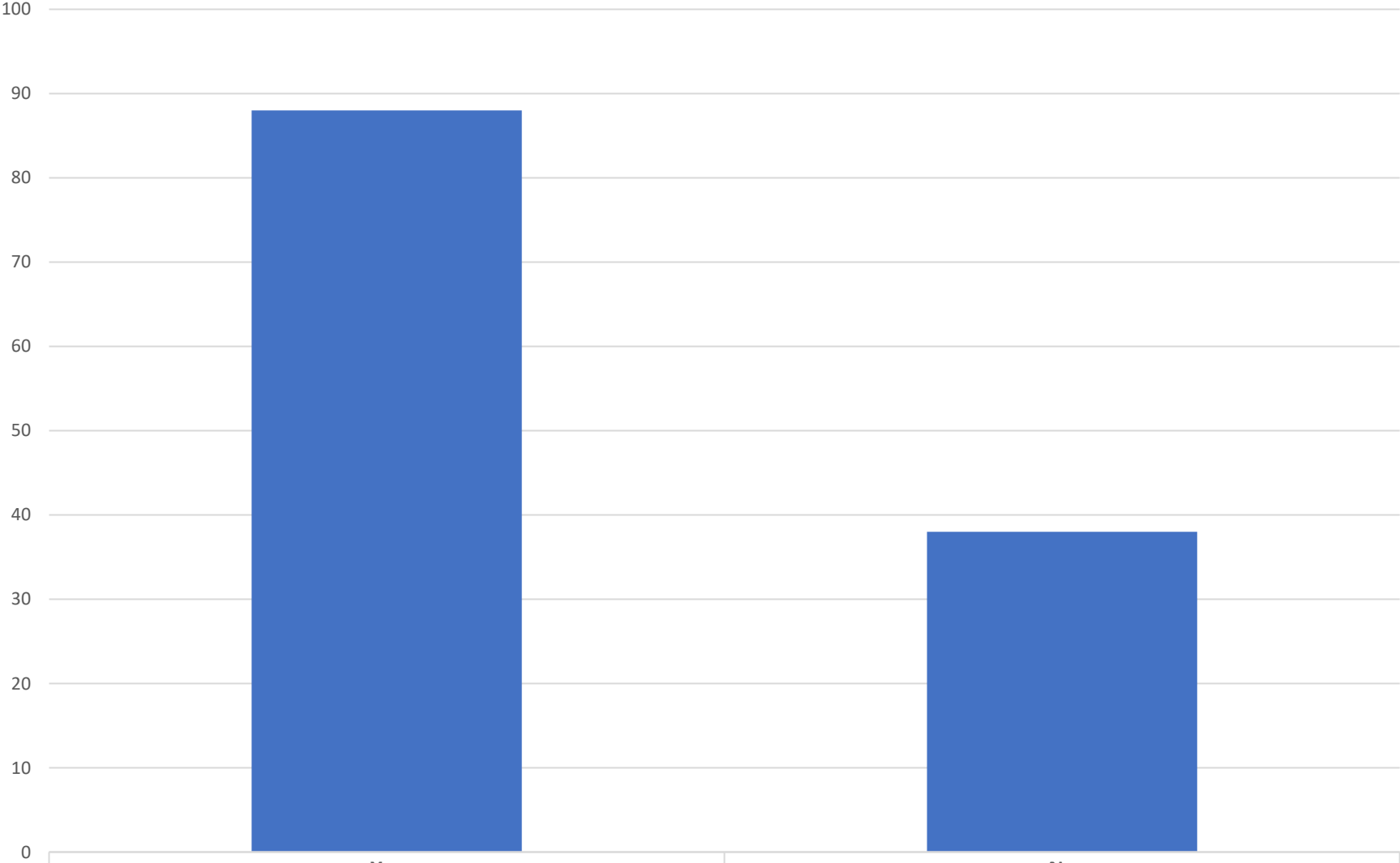


18. Would you be willing to contact your elected representatives to advocate for funding for COAST?



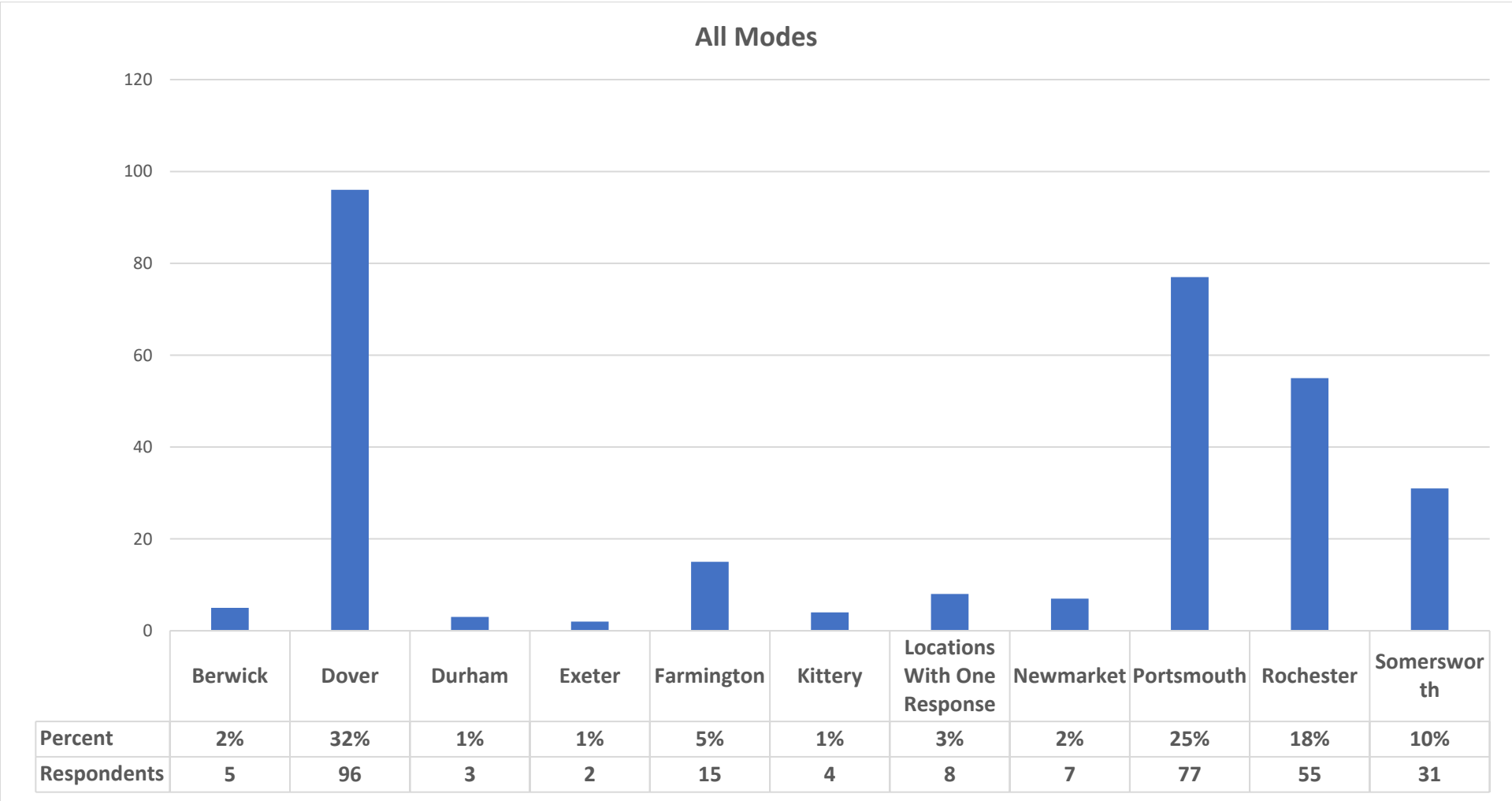


**Would you be willing to contact your elected representatives to advocate for funding for COAST?**  
**Non-Riders**



	Yes	No
Percent	88%	38%
Respondents	88	38

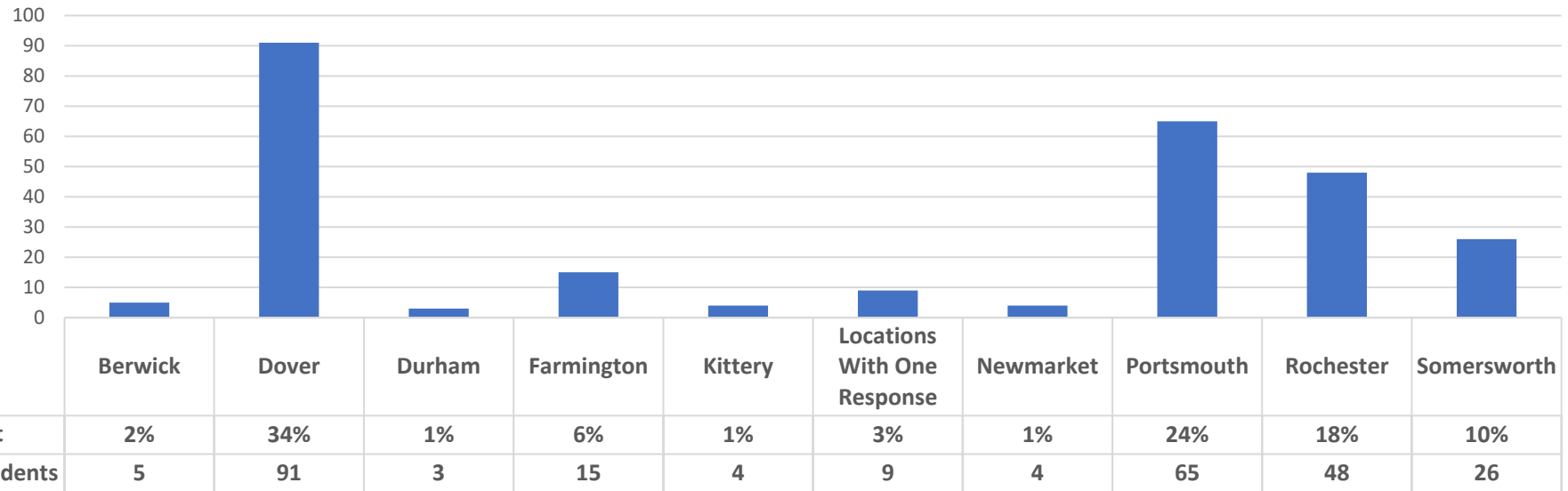
19. What town / city do you currently live in?



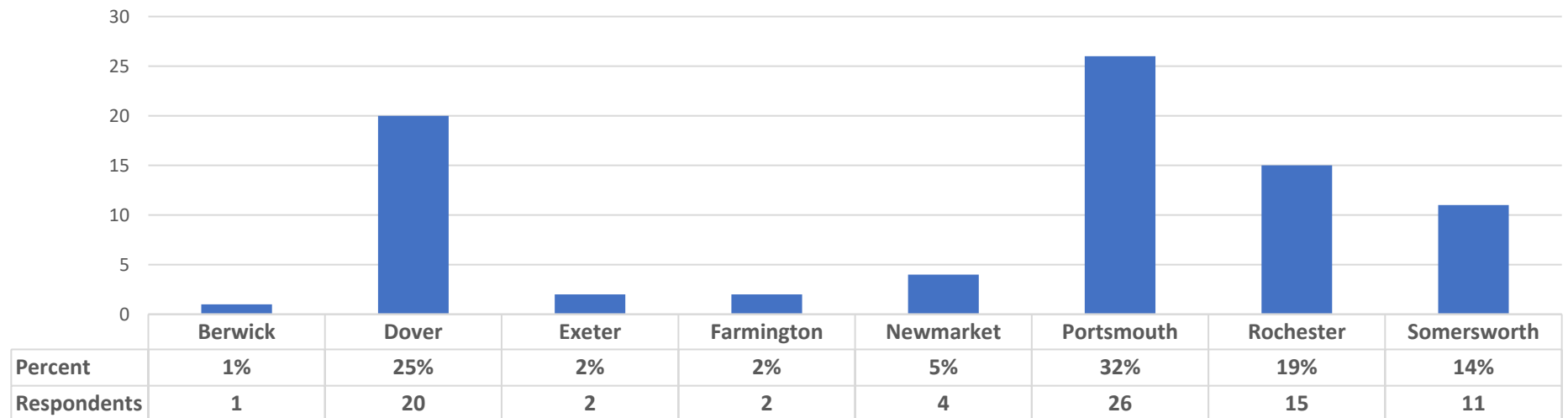
The following locations had one response each:

- Eliot
  - Falmouth
  - Homeless
- Milton
  - Ossipee
  - Portland
- North Hampton
  - Rollinsford

### Which town / city do you currently live in? Fixed Route

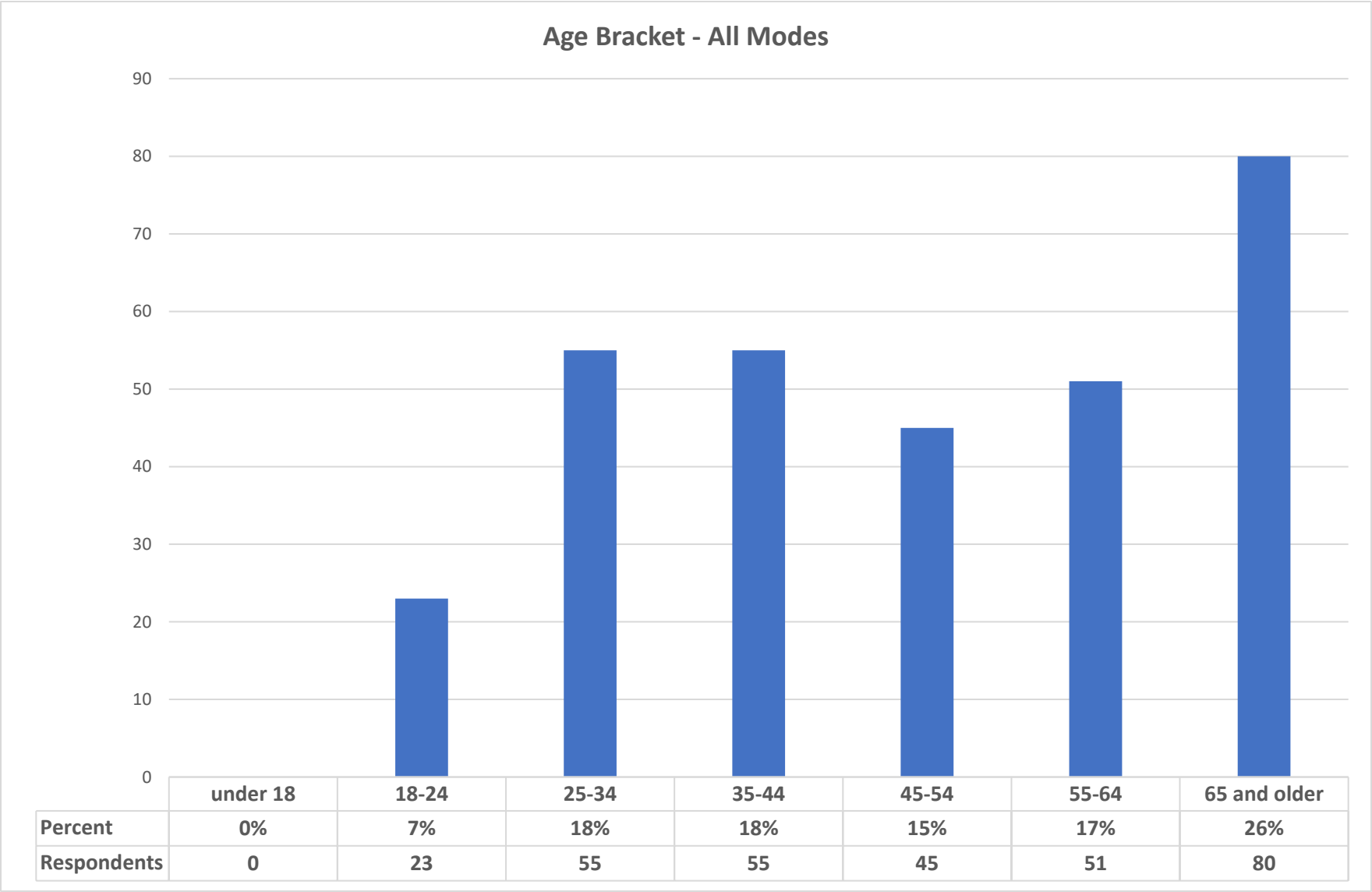


### Which town / city do you currently live in? Demand Response

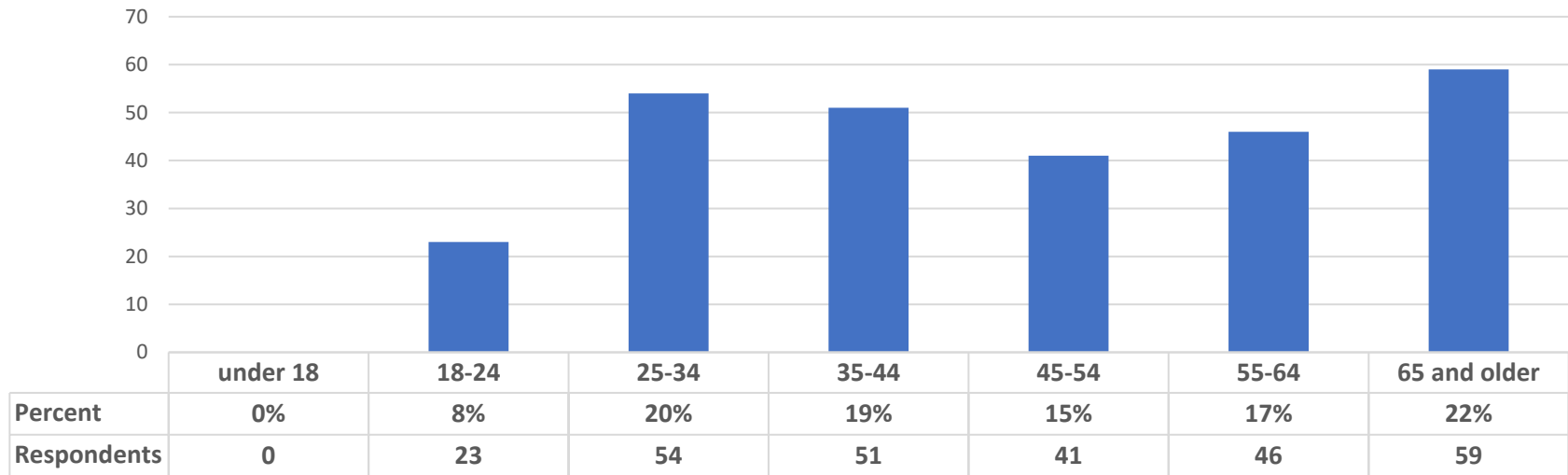


20. Age bracket

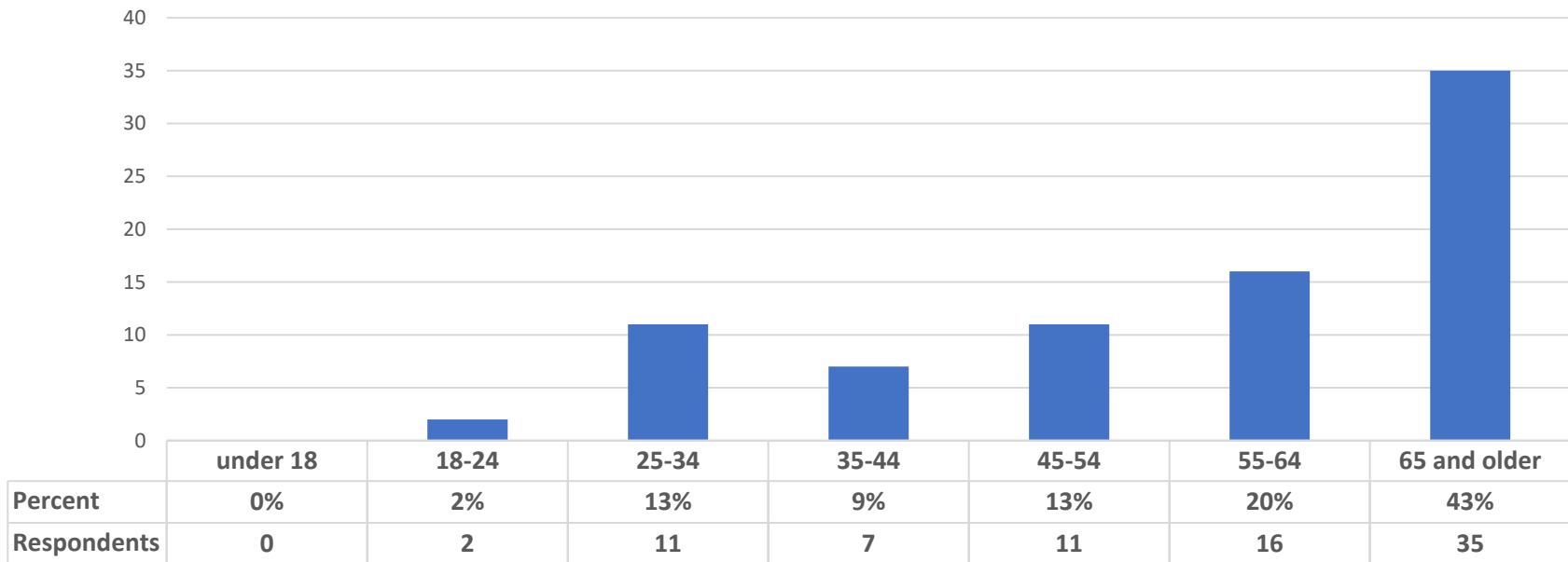
☐ Under 18    ☐ 18-24    ☐ 25-34    ☐ 35-44    ☐ 45-54    ☐ 55-65    ☐ Over 65



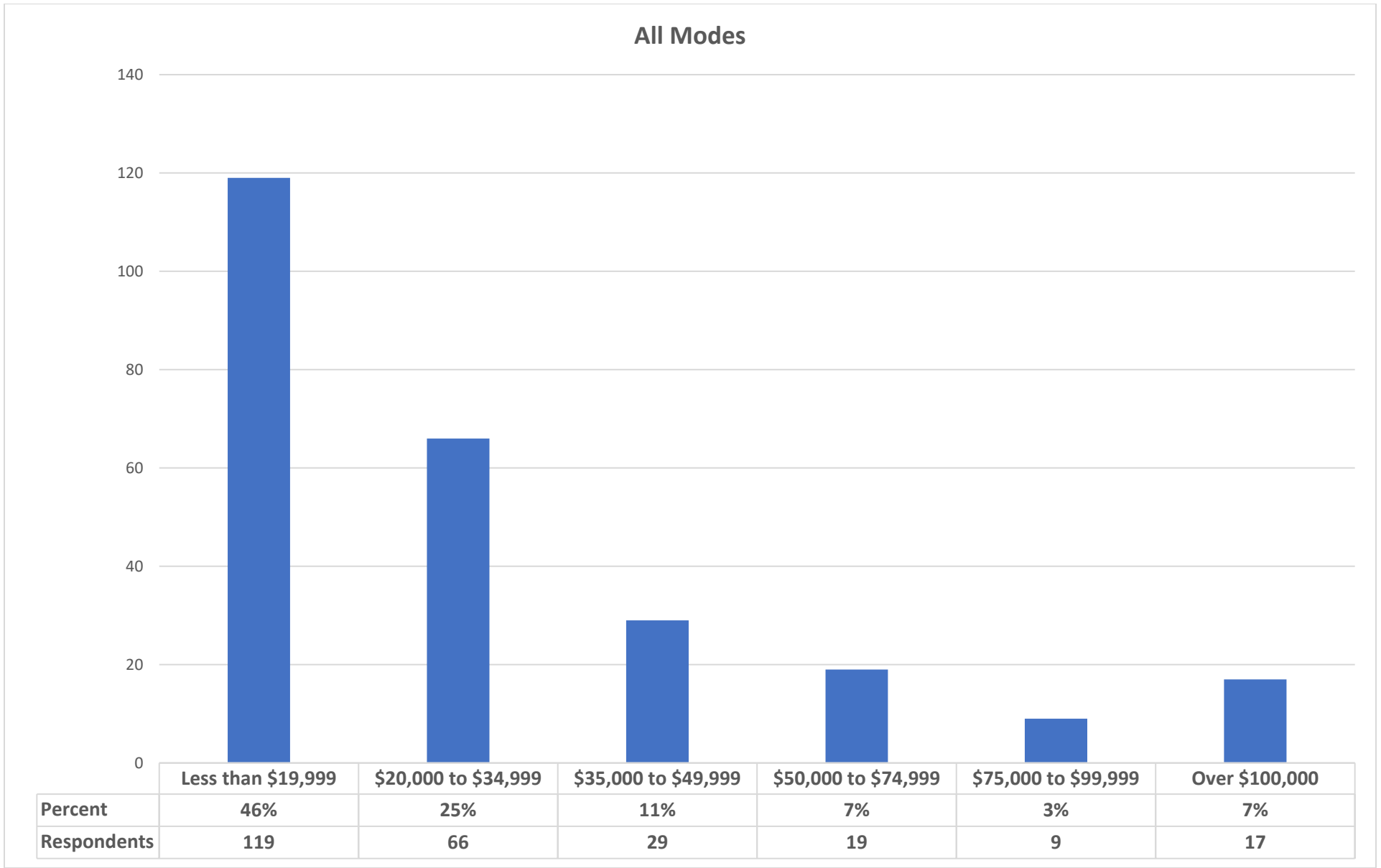
**Age Bracket - Fixed Route**



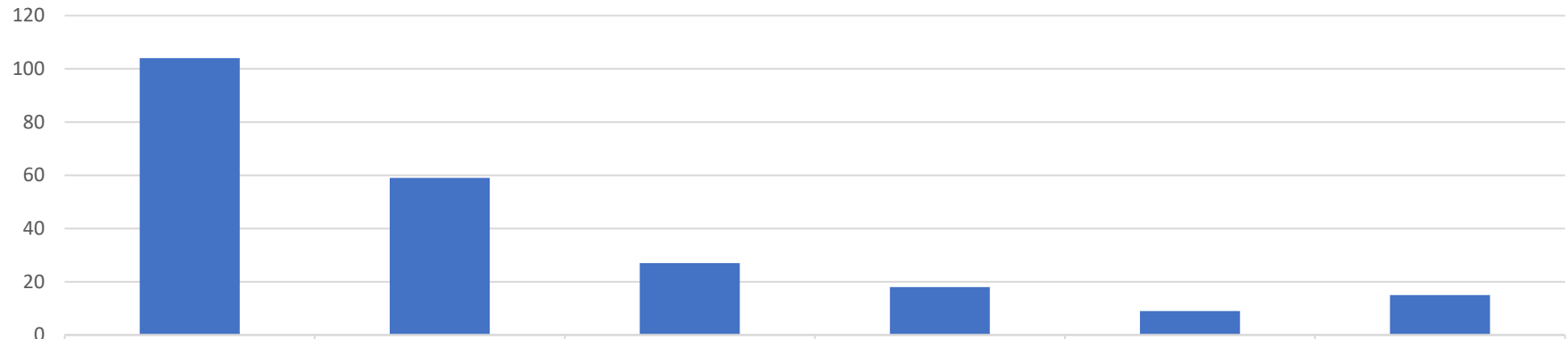
**Age Bracket - Demand Response**



21. What is your annual income?

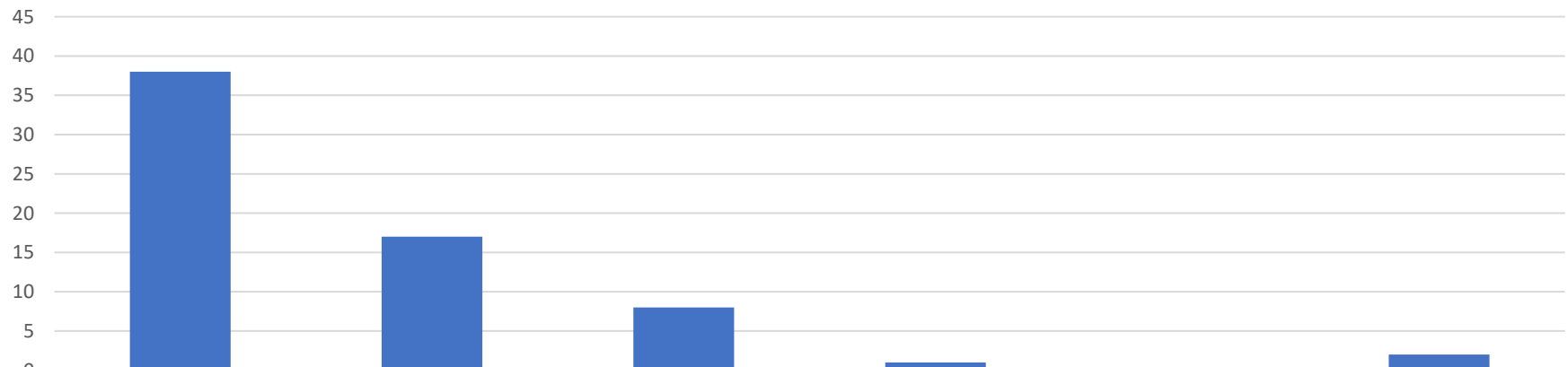


### What is your annual income? Fixed Route



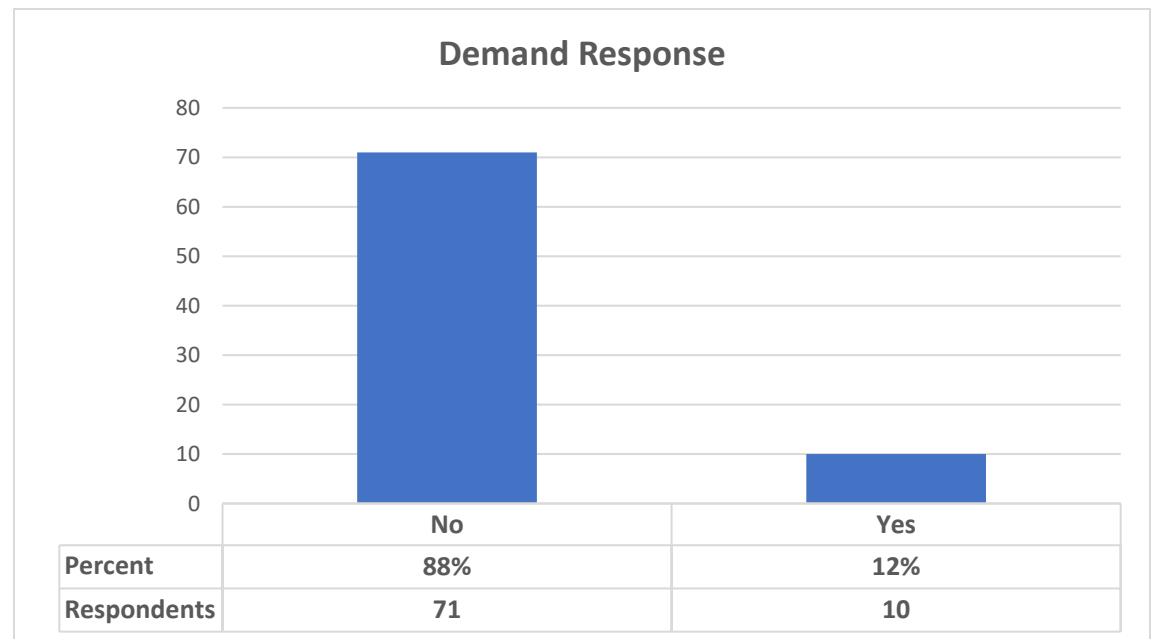
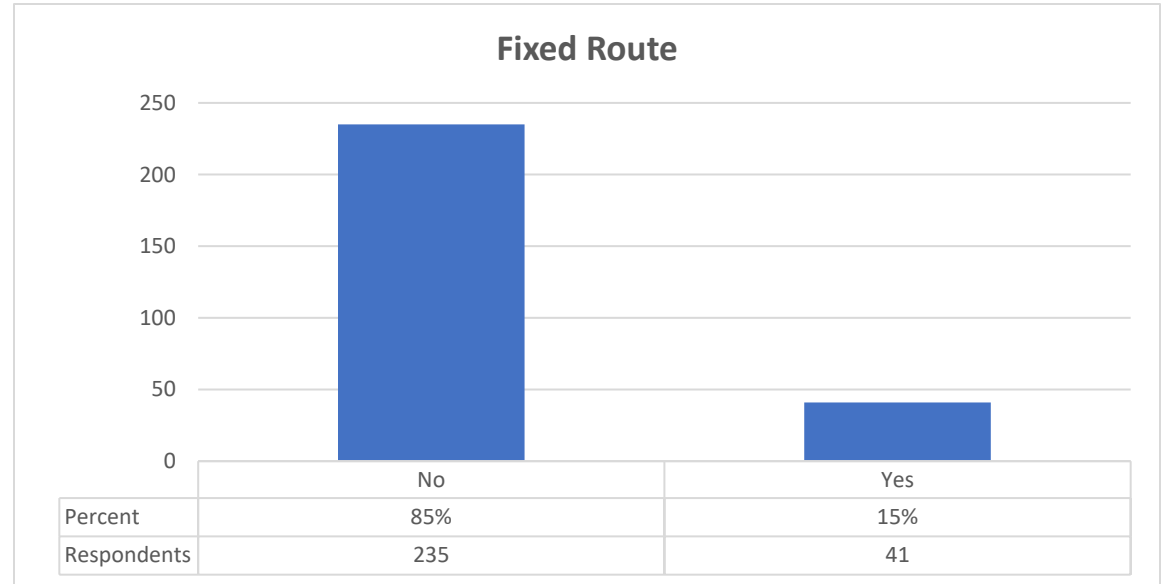
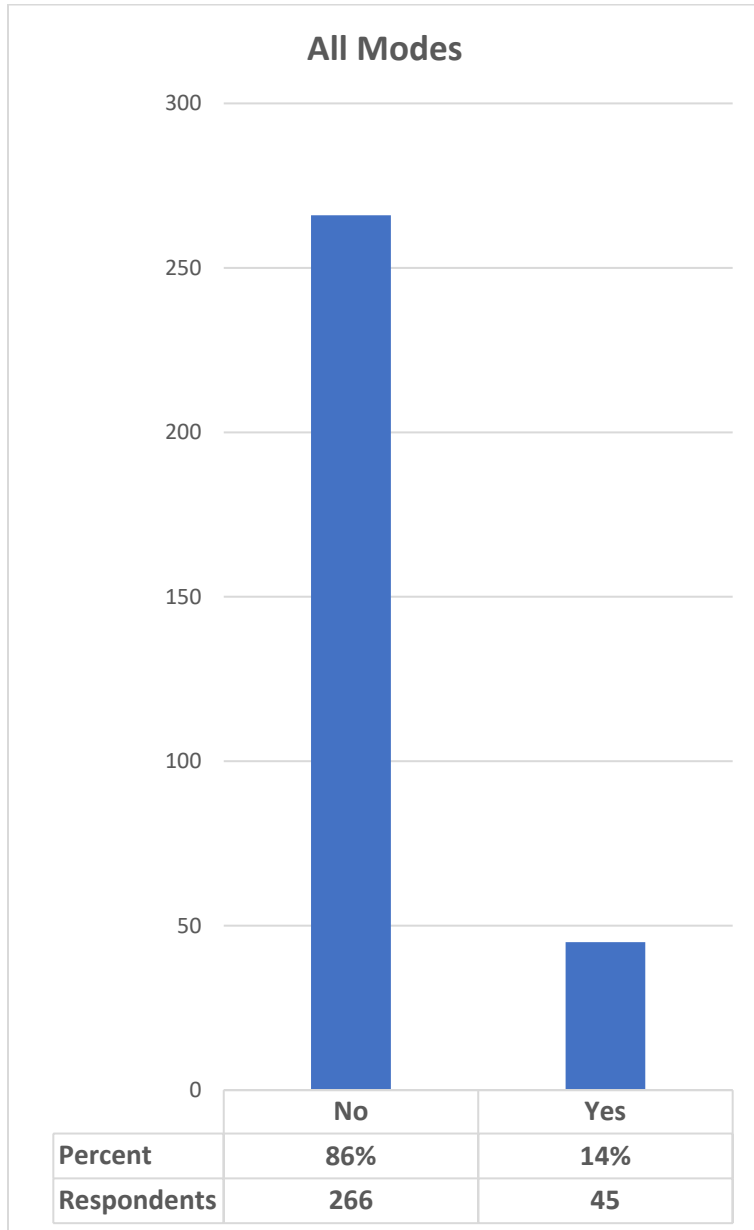
	Less than \$19,999	\$20,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	Over \$100,000
Percent	45%	25%	12%	8%	4%	6%
Respondents	104	59	27	18	9	15

### What is your annual income? Demand Response



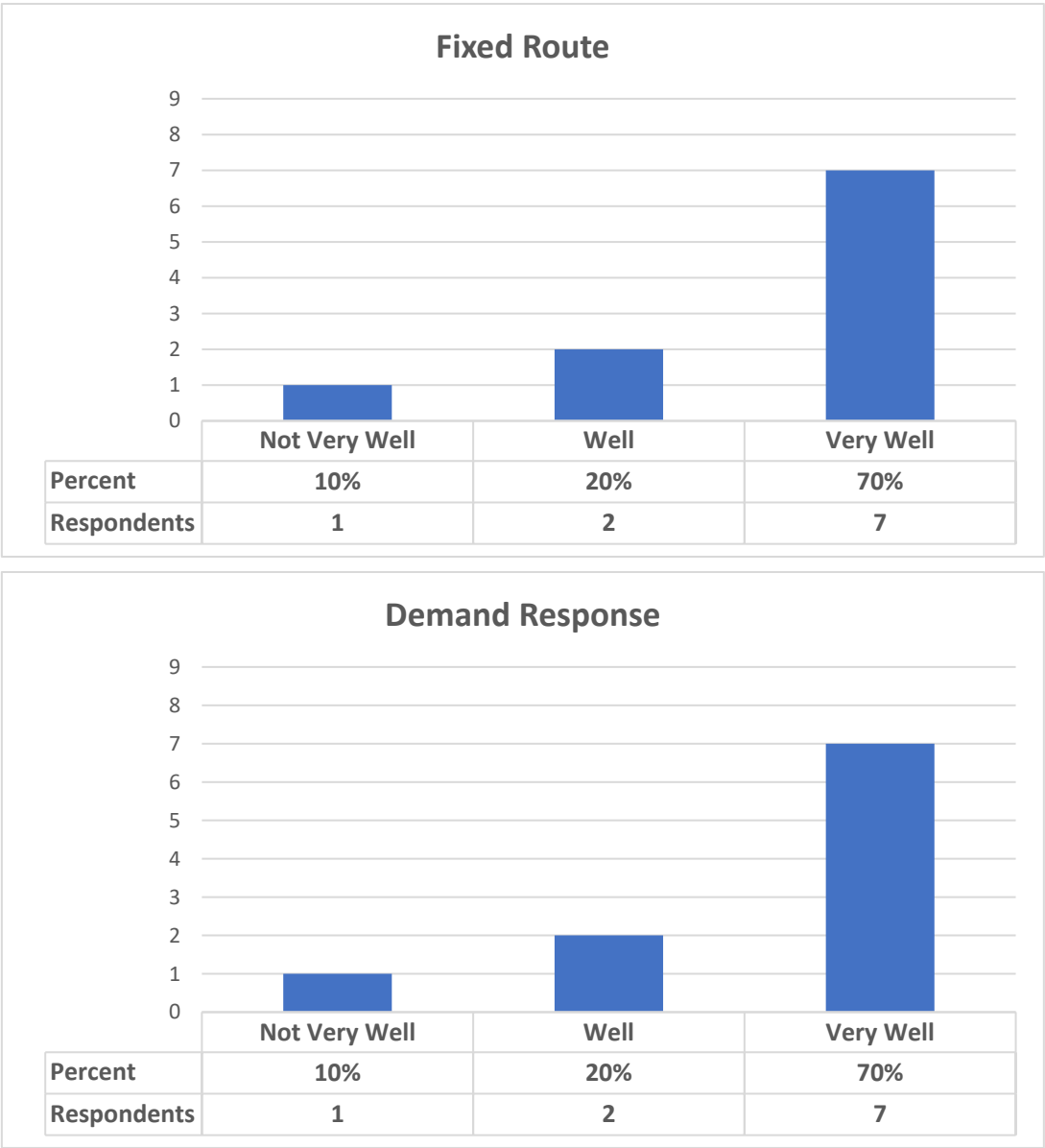
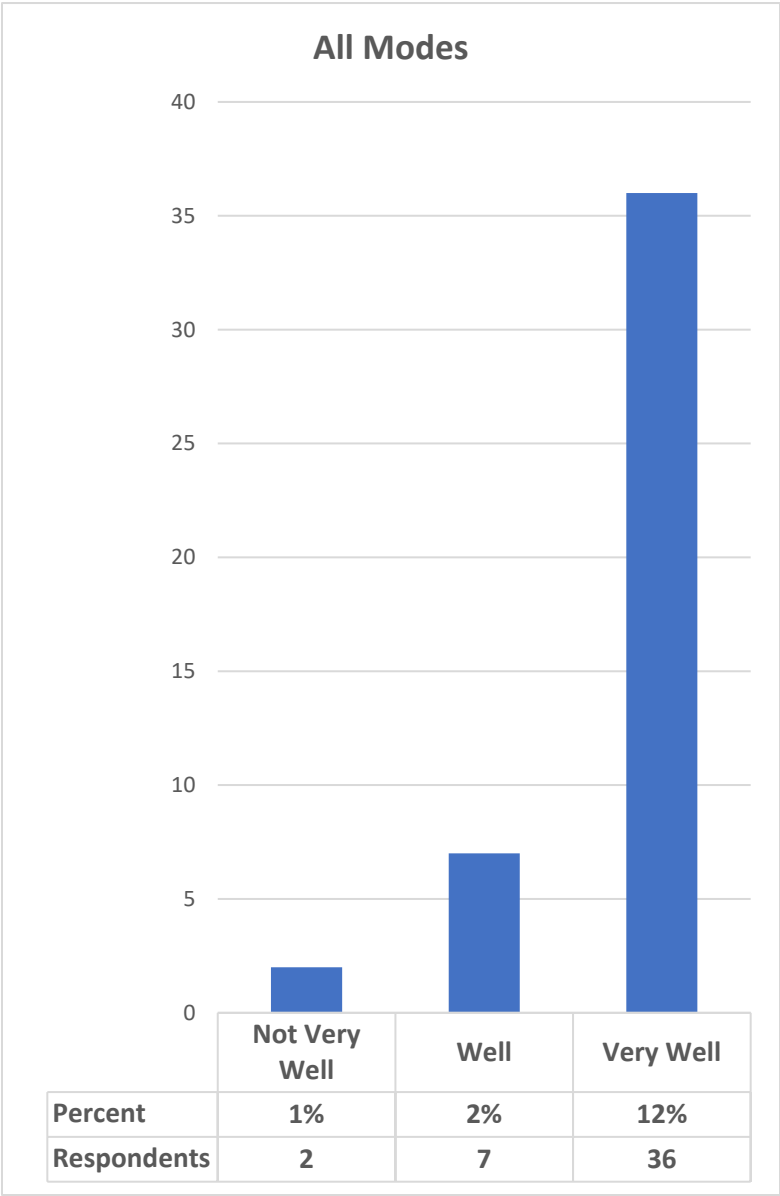
	Less than \$19,999	\$20,000 to \$34,999	\$35,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	Over \$100,000
Percent	58%	26%	12%	2%	0%	3%
Respondents	38	17	8	1	0	2

## 23. Do you speak a language other than English at home?





24. If yes on question 23—How well do you speak English?

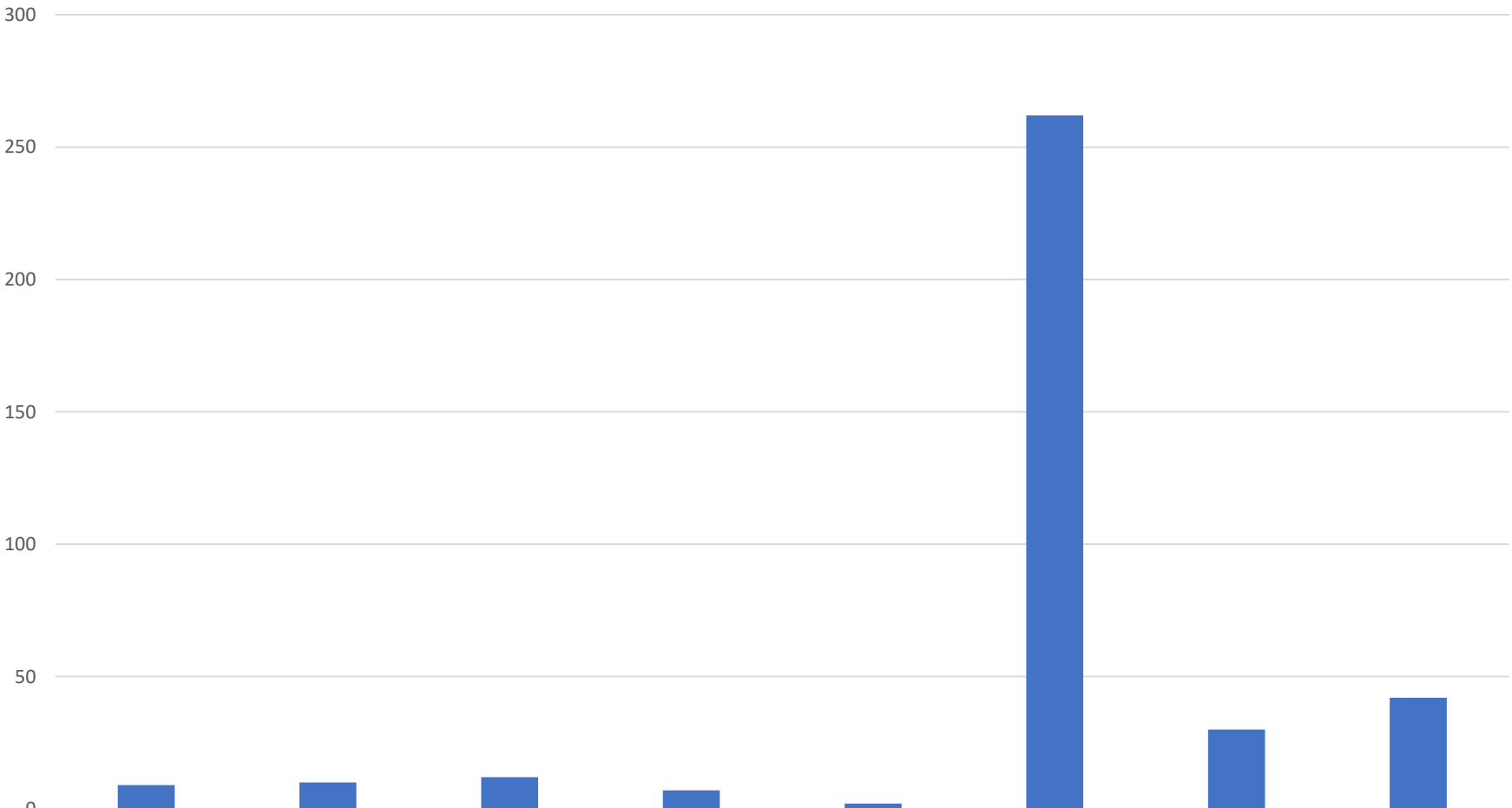


Languages Spoken	Respondents
American Sign Language	1
Arabic	2
Chinese	1
French	6
German	1
Indonesian	3
Italian	2
Myanmar	1
Norwegian	1
Spanish	5
Thai	1
Ukrainian	1

*\* Language names are listed as written by the respondents.*

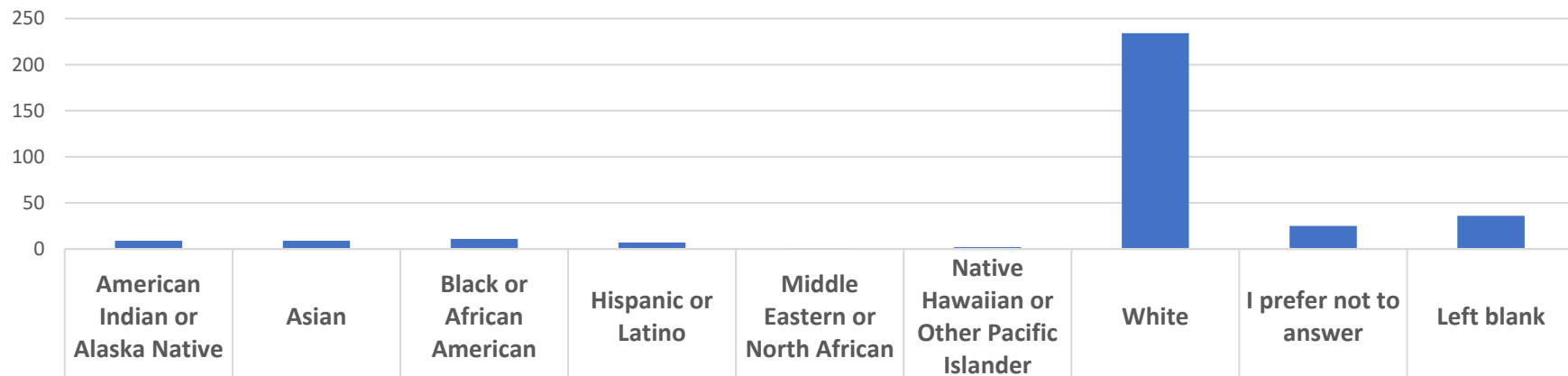
25. What is your Race/Ethnicity?

All Modes



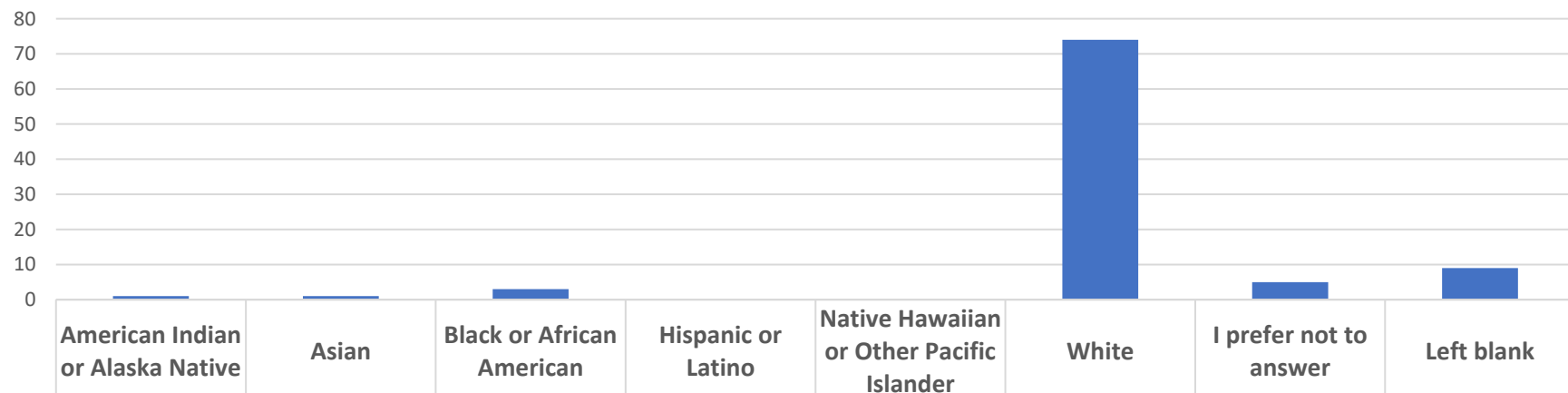
	American Indian or Alaska Native	Asian	Black or African American	Hispanic or Latino	Native Hawaiian or Other Pacific Islander	White	I prefer not to answer	Left blank
Percent	3%	3%	3%	2%	1%	74%	8%	12%
Respondents	9	10	12	7	2	262	30	42

### What is your race / ethnicity? Fixed Route



Percent	3%	3%	3%	2%	0%	1%	74%	8%	11%
Respondents	9	9	11	7	1	2	234	25	36

### What is your race / ethnicity? Demand Response



Percent	1%	1%	3%	0%	0%	82%	6%	10%
Respondents	1	1	3	0	0	74	5	9