



County of Guilford

Transportation & Mobility Services

Customer Survey Report

Conducted Spring 2008

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County of Guilford

Transportation & Mobility Services

Customer Survey Report

Purpose and Scope:

Survey research represents one method of collecting important opinion information from your citizens. Properly conducted survey research helps convert citizen opinion information into clear “messages” to you about what your citizens expect from you and believe about you as a supplier of services.

The purpose of this survey is to obtain citizen opinion information regarding services provided by the County of Guilford, and to help identify important “messages” from your citizens that can assist you in decision making. Specifically, the principle goals of this survey might be summarized as follows:

- ◆ Identify what Transportation & Mobility Services does well. These have a positive influence on customer satisfaction and are the things you want to retain.
- ◆ Identify areas for improvement that can negatively impact customer satisfaction.
- ◆ Identify the priorities of your customers.
- ◆ Establish a baseline of customer opinions that can be trended over time to determine if satisfaction and priorities are changing.

The ability of survey results to assist you in decision making can be enhanced by looking at the survey data from different perspectives or ‘views’. Each view contributes to a more complete understanding of the true opinions underlying people’s responses to the survey questions. Looking at multiple views is part of the process of transforming relatively meaningless ‘data’ into useful ‘information’ and hopefully even into ‘insight’. Consequently, the results presented in this report are presented in various levels of detail in order to provide you with different views of the data. For example, in some cases the results summarize the opinions of *all* of the people who responded to the survey taken together. In other cases, the survey data is segmented into *groups* of respondents who differ from one another along one or more dimensions (*See Table Below*). This segmentation of the data enables you to determine if different groups of people answered questions differently based on these questions:

➤	Which <i>best describes</i> you? (Caregiver or Service Recipient)
➤	How dependent is the service recipient?
➤	Age range of service recipient?
➤	What disabilities does the service recipient have?
➤	Does service recipient require a wheelchair lift equipment?
➤	Zip Code of service recipient.

In this report, we will refer to respondents, citizens and customers interchangeably.

Survey Description:

The survey is divided into three principle parts:

1. *Background Questions*
2. *Customer Opinion Statements*
3. *Open Ended Questions.*

1. Background information was collected to understand what types of people responded to the survey. This information enables important differences in people's responses to be examined based on these questions:

➤ Which best describes you? (Caregiver or Service Recipient)	<input type="checkbox"/> Caregiver for someone we serve <input type="checkbox"/> Passenger or service recipient		
➤ How dependent is the service recipient?	<input type="checkbox"/> Not at all dependent	<input type="checkbox"/> Somewhat dependent	<input type="checkbox"/> Very dependent
➤ Age range of service recipient?	<input type="checkbox"/> Under 35 <input type="checkbox"/> 35-49	<input type="checkbox"/> 50-59 <input type="checkbox"/> 60-69	<input type="checkbox"/> 70 & over
➤ What disabilities does the service recipient have?	<input type="checkbox"/> Physical or visual <input type="checkbox"/> Mental or emotional		
➤ Does service recipient require a wheelchair lift equipment?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
➤ Zip Code of service recipient.	_____		

2. Several categories of statements were included in the survey to provide a wide array of respondents' opinions. These categories include:
 - General statements reflecting broad gauge satisfaction ratings
 - The Reservation Operators
 - The Dispatch Operators
 - The Drivers
 - Other General Items
3. Comments were also captured. Comments provide an opportunity for respondents to reveal information of importance that was not specifically asked for in the survey. They also lend value to the interpretation of ratings by providing a better sense of context or supportive evidence that enriches the interpretation.

Survey Construction:

Care has been taken in the construction of this survey to help ensure citizen opinion information is gathered in an appropriate manner. In particular, the following characteristics of surveys, which are known to influence the accuracy of the information received, were considered during construction. These include:

1. Wording of Statements	<ul style="list-style-type: none">◆ Statements are kept brief to reduce the amount of reading required.◆ Statements are reviewed for ambiguity to ensure they convey only one meaning where possible.◆ Statements are designed to be neutral or slightly positive.◆ Each statement ideally covers only one idea to be rated.
2. Statement Order	<ul style="list-style-type: none">◆ When possible, statements are put in order from the most general to the most specific. This is done to avoid raising specific issues early that may positively or negatively influence responses on more general statements that follow.◆ Statements are grouped with other statements into similar categories.◆ More emotionally charged statements to be rated are generally placed toward the end of a category, or the end of the survey since they can influence ratings on other less emotionally charged issues.
3. Instructions	<ul style="list-style-type: none">◆ Instructions provided at the beginning of the survey clearly indicate the purpose for the survey. The instructions also assure respondents that confidentiality will be preserved, and described when and how to return the survey.
4. Rating Scale	<ul style="list-style-type: none">◆ A 7-point scale is used for rating purposes. This type of scale supports a multitude of parametric statistical tests that are most useful in evaluating and prioritizing the strengths and areas for improvement.

- ◆ *A copy of the survey used is presented later in this report.*

Survey Distribution:

Approximately 1105 surveys were delivered to customers via first class US Mail. The surveys were mailed by Insight Research, Inc. Any undeliverable envelopes should have been returned to the County by the USPS.

A cover letter was included with the survey. The letter included:

- ◆ The reason for the survey
- ◆ How and when to complete the survey
- ◆ Guarantee of anonymity by using an independent research firm

Recipients were given a postage-paid Business Reply Envelope for return of their survey to Insight Research.

RESULTS

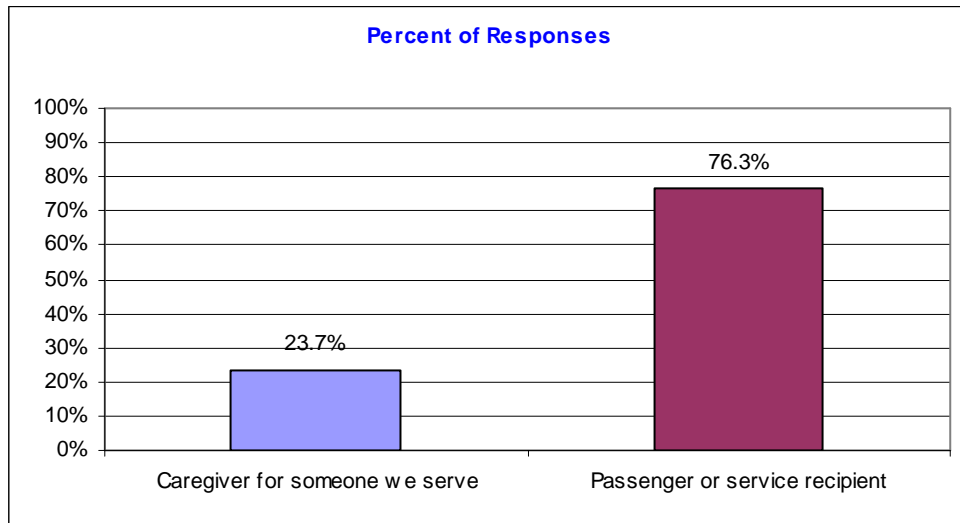
Response Profile:

Of the approximately **1105** surveys distributed, **217** surveys were returned, for a total response rate of **19.6%**. This is a good response rate, given that these surveys were sent to many people who are in need of much help with everyday life situations. Many surveys conducted in this manner to a more general population yield response rates of **between 15 and 30 percent**.

Which best describes you? (Check one)

Please note: Not every respondent answers every question.

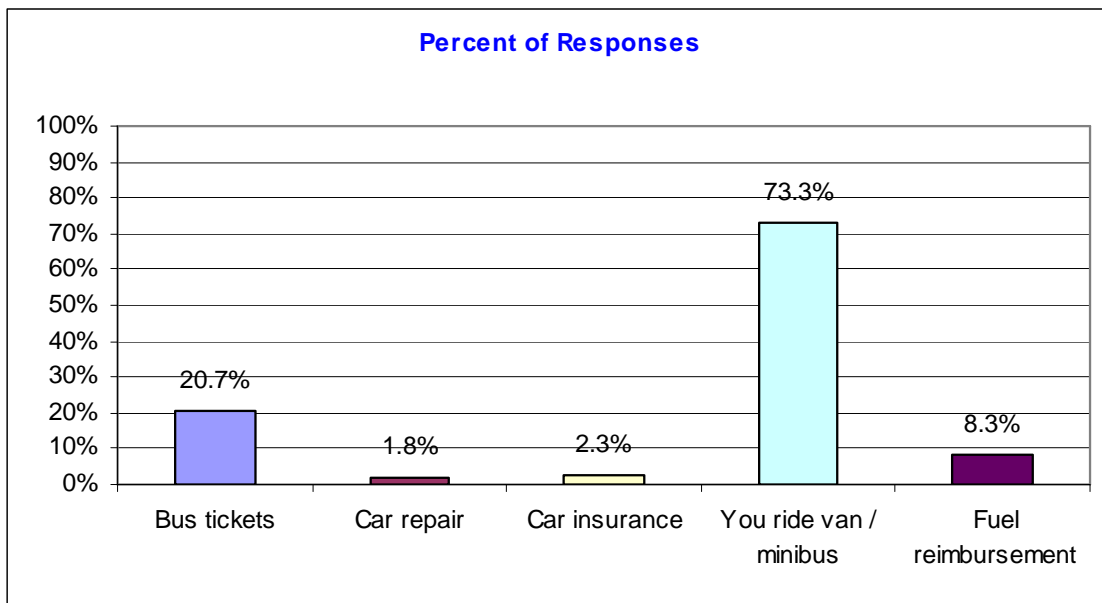
	Count	Percent of Responses
Caregiver for someone we serve	49	23.7%
Passenger or service recipient	158	76.3%
Totals	207	100.0%



Which services does the service recipient receive from Transportation & Mobility Services? (Check all that apply)

	Count	Percent of Responses
Bus tickets	45	20.7%
Car repair	4	1.8%
Car insurance	5	2.3%
You ride van / minibus	159	73.3%
Fuel reimbursement	18	8.3%

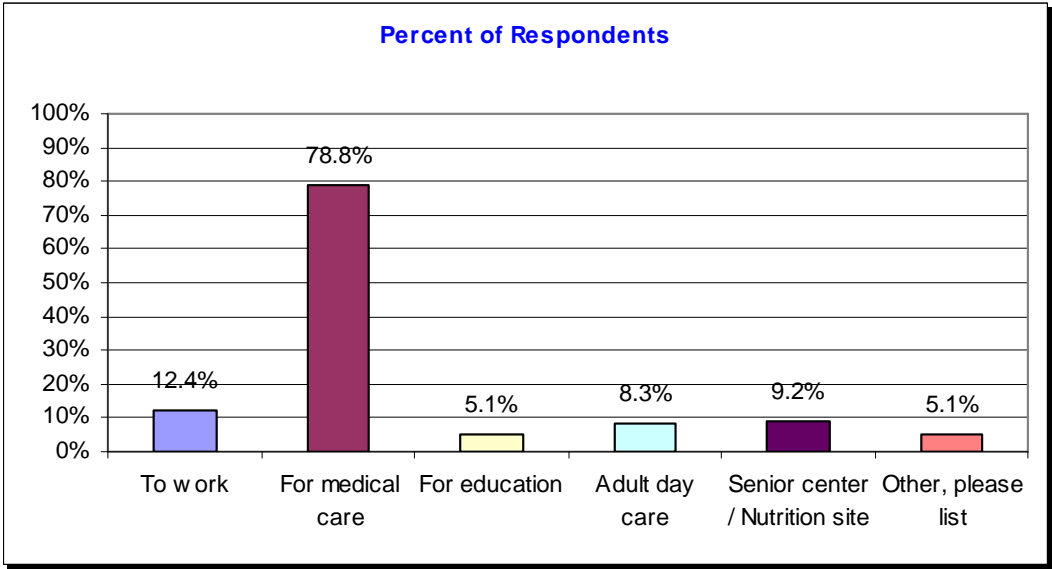
Note: Respondents could check more than one box.



What types of rides, if any, are received?

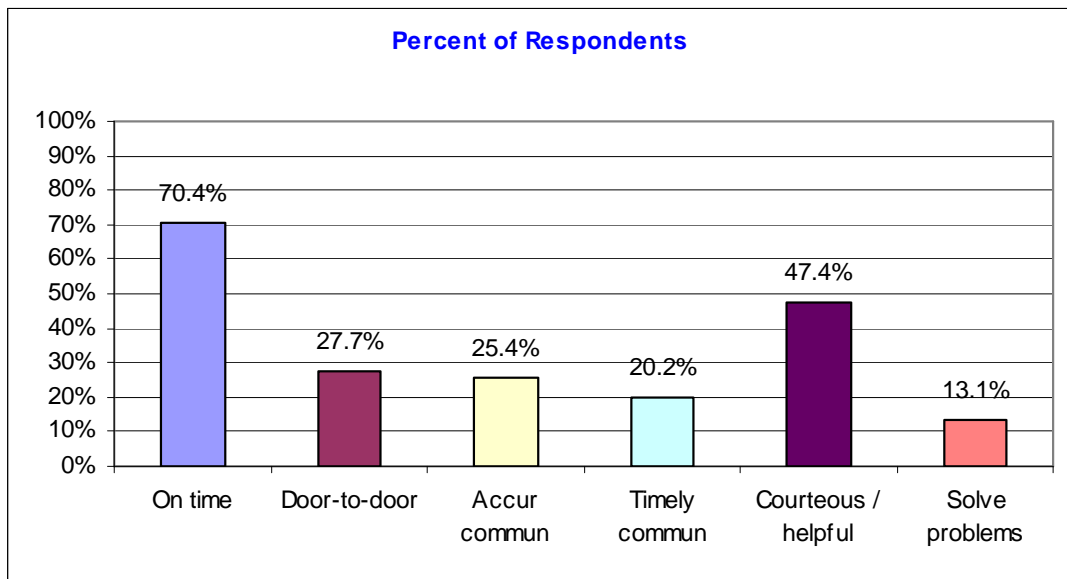
	Count	Percent of Respondents
To work	27	12.4%
For medical care	171	78.8%
For education	11	5.1%
Adult day care	18	8.3%
Senior center / Nutrition site	20	9.2%
Other, please list	11	5.1%

Note: Respondents could check more than one box.



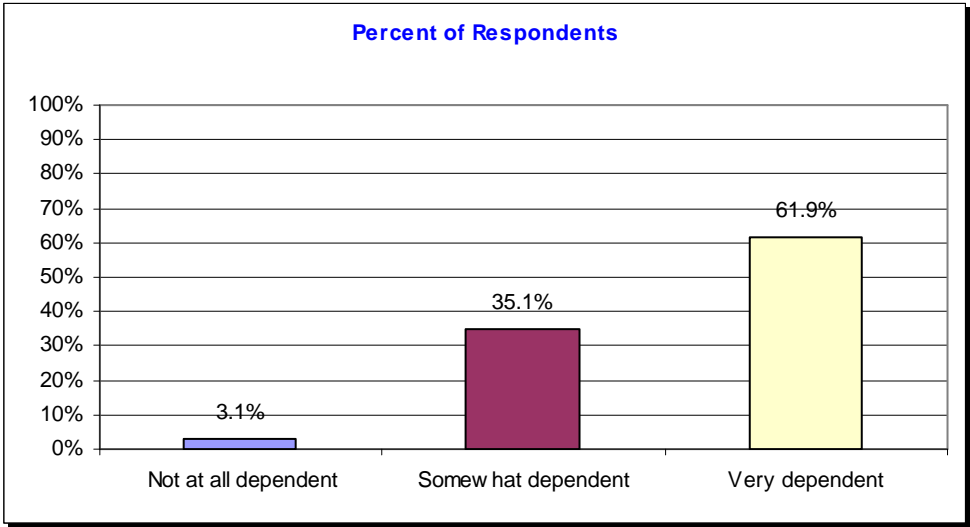
When riding on our vehicles, which of these would be most important to you? (Choose up to 3 items)

	Count	Percent of Respondents
Arriving on time	150	70.4%
Door-to-door service	59	27.7%
Accurate communication	54	25.4%
Timely communication	43	20.2%
Courteous / helpful drivers	101	47.4%
Solving problems quickly	28	13.1%



How dependent is the service recipient on this service?

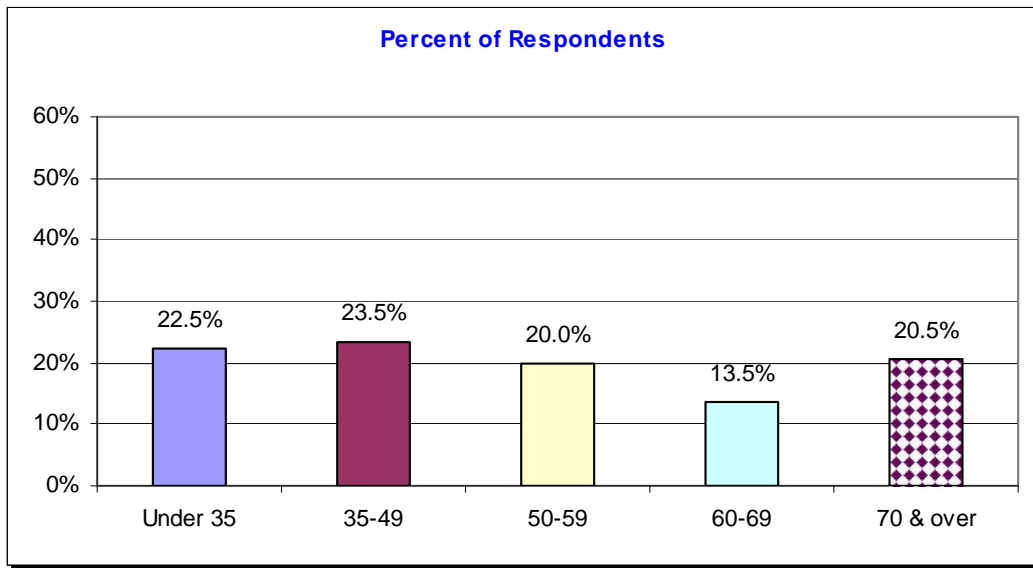
	Count	Percent of Responses
Not at all dependent	6	3.1%
Somewhat dependent	68	35.1%
Very dependent	120	61.9%
Totals	194	100.0%



Age range of person receiving service:

	Count	Percent of Responses
Under 35	45	22.5%
35-49	47	23.5%
50-59	40	20.0%
60-69	27	13.5%
70 & over	41	20.5%
Totals	200	100.0%

This is a good cross section of ages.

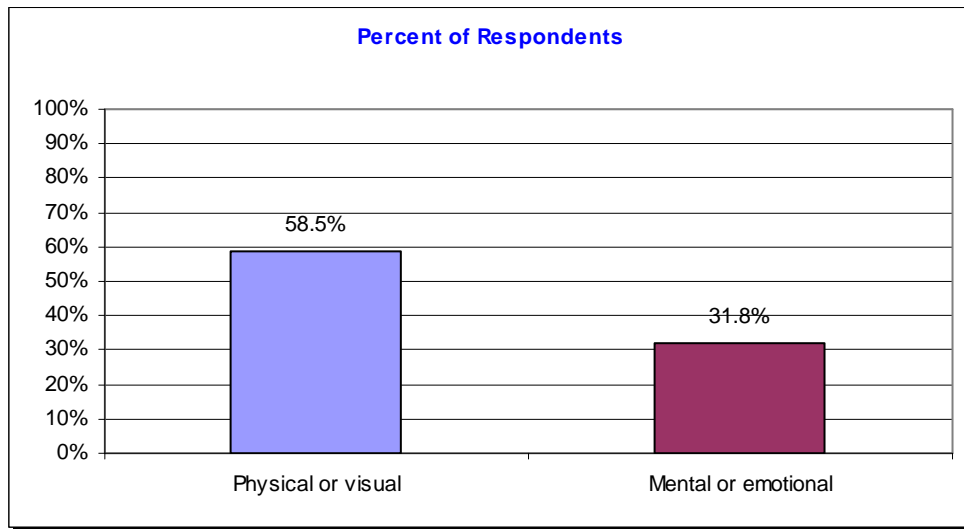


What disabilities, if any, does the service recipient have?
(Choose any that may reply)

	Count	Percent of Respondents
Physical or visual	127	58.5%
Mental or emotional	69	31.8%

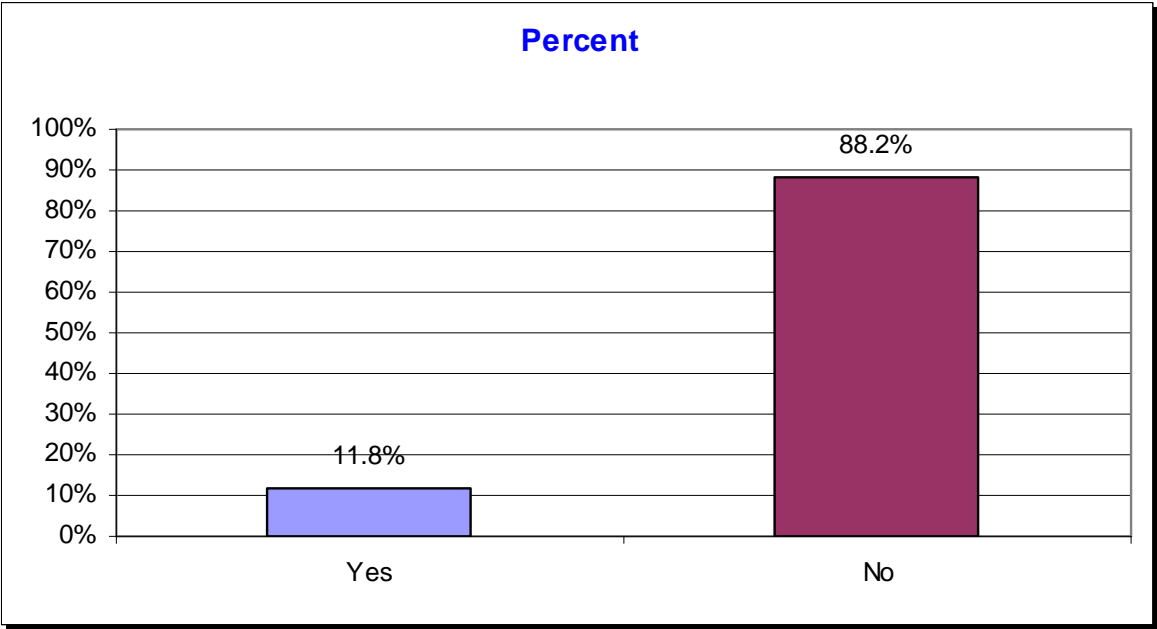
Note: Respondents could check more than one box.

169 respondents said they had either one or both of these disabilities.



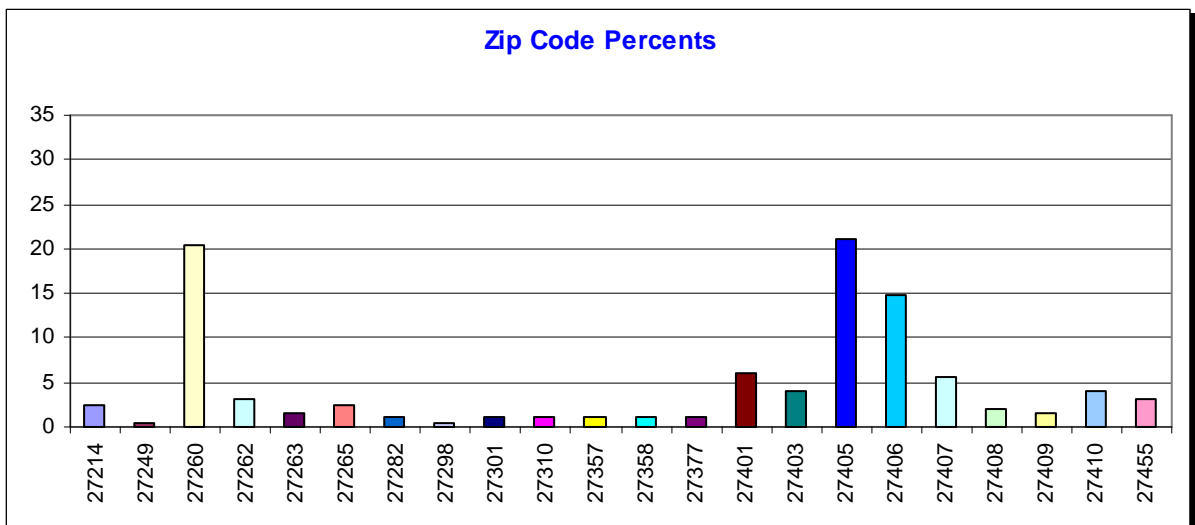
Does the service recipient require wheelchair lift equipment?

	Count	Percent of Responses
Yes	24	11.8%
No	180	88.2%
Totals	204	100.0%



Zip Code of service recipient:

	Count	Percent
27214	5	2.6
27249	1	0.5
27260	40	20.5
27262	6	3.1
27263	3	1.5
27265	5	2.6
27282	2	1.0
27298	1	0.5
27301	2	1.0
27310	2	1.0
27357	2	1.0
27358	2	1.0
27377	2	1.0
27401	12	6.2
27403	8	4.1
27405	41	21.0
27406	29	14.9
27407	11	5.6
27408	4	2.1
27409	3	1.5
27410	8	4.1
27455	6	3.1
Totals	195	100.0



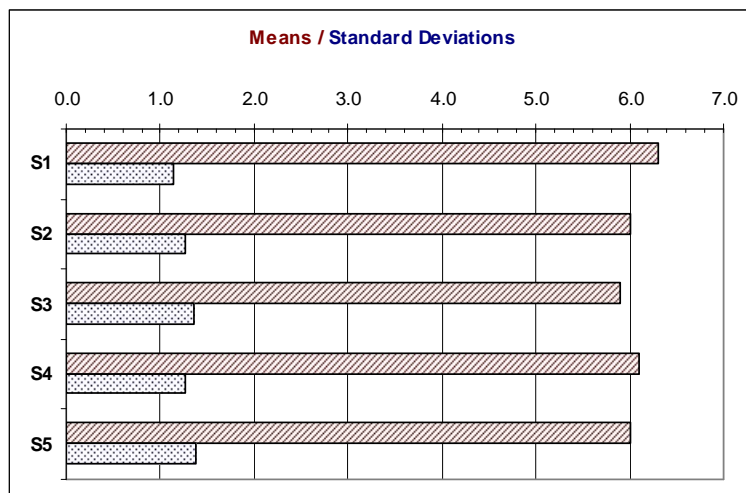
Opinion Findings:

The following section of this report is designed to provide information about the results for each statement on the survey that was rated on the 7-point scale. Both a table and graph of the results are provided for each category of statements.

Table Description: The following information is included in the Tables:

Valid N	◆ Refers to the ‘Number’ of people responding to the statement.
Mean	◆ Refers to the ‘Average’ rating received from all respondents who rated the statement.
Median	◆ Refers to the ‘Middlemost’ score in a list of rank ordered scores, above and below which 50% of the scores lie.
Standard Deviation	◆ Refers to a measure of the amount of variability there is in the responses above and below the average. For example, a smaller standard deviation indicates less variability, and thus more agreement among respondents than a larger standard deviation indicates. (See Appendix B for more detailed description of the Standard Deviation).

Graph Description: A graph of the average ratings for each statement is presented in the form of horizontal bars to assist in identifying patterns of importance. The thin lines extending to the left and right of each horizontal bar represent the *standard deviations* for their respective statements.

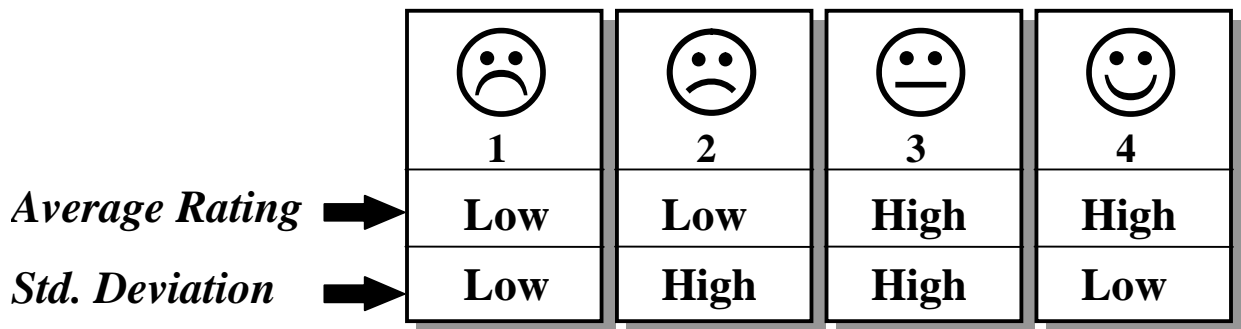


Interpreting the Ratings

Two questions often asked in survey research are; “What is a good score, and how do I know where my real areas for improvement are?”. Although every organization is different, a general theme in the opinion research literature indicates that “good” is not always “good enough”. That is to say, although an average rating of a ‘4’ on a 7-point scale may be perceived to be a “neutral” or even a “good” rating, it actually takes a much higher average rating to increase the likelihood that people are satisfied. Consequently, it is good practice to aim for the highest average possible.

At Insight Research, Inc., we have found it useful to suggest a target average of 5.5 or better for satisfaction statements for most industries. Scores lower below the target do not necessarily indicate a problem, but should be considered as areas for potential improvement that are worthy of attention. For local governments, however, achieving a rating of 5.5 is often difficult; most average closer to 5.2. One reason for this difficulty might be that unlike most organizations in the private sector, a government usually keeps (rather than loses) most of their “unhappy customers”.

In addition, as mentioned earlier, low standard deviations reflect more agreement among respondents. As a result, it is most desirable to have a high “average” rating and a low “standard deviation”. This would indicate that most people agree that the rating should be high. A good rule of thumb suggests that standard deviations of 1.2 or less are desirable. The following diagram illustrates the relationship between the “average” and “standard deviation” with blocks 1 to 4 reflecting “Least Desirable” to “Most Desirable” in that order.



Section One: (General)

The following table and graph reflect the ratings of the first 2 statements on the survey.

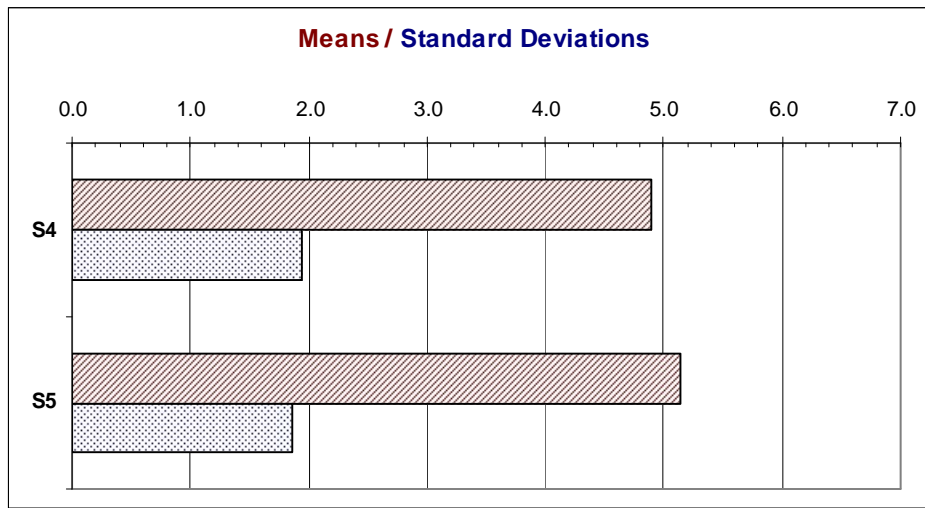
Statement 4 is particularly important, since it serves as a general “overall” impression of satisfaction with the services provided by the Department, *to which* many other statements contribute. This statement had a mean or **average** rating of 4.89. This rating is well above the midpoint on our 7-point satisfaction scale and indicates generally positive perceptions with the department’s service. It is however, still below our suggested target rating of 5.5 and thus offers meaningful room for improvement. The **median** of 5.0 tells us that at least 50% of respondents rated the statement a ‘5’ or higher, while at least 50% of respondents also rated the statement a ‘5’ or lower. (In fact, 65% of respondents rated Statement a ‘5’ or higher.) The **standard deviation** of 1.95 indicates a somewhat high amount of variability for an item which has a satisfaction rating between 4.5 and 5.0. Keep in mind that the less variability in the answers, the better.

Statement 5 is often very important in surveys such as this and was rated a bit higher than was Statement 4. **S5** had a mean (average) of 5.14. 68% of respondents rated this statement a ‘5’ or higher.

See the Distributions of Ratings, later in this report.

	Statements <small>S Means “Statement”; 1 = Strongly Disagree; 7 = Strongly Agree</small>	Valid N <small>(Number Responding)</small>	Mean <small>(Average Rating)</small>	Median <small>(Middlemost Score)</small>	Std. Dev. <small>(Amount of Variability)</small>
S4	Overall, I am satisfied with Guilford Co. Transportation & Mobility Services.	211	4.89	5.0	1.95
S5	In general, Transportation & Mobility Services is good to work with.	201	5.14	5.0	1.87

1 = Strongly Disagree and 7 = Strongly Agree



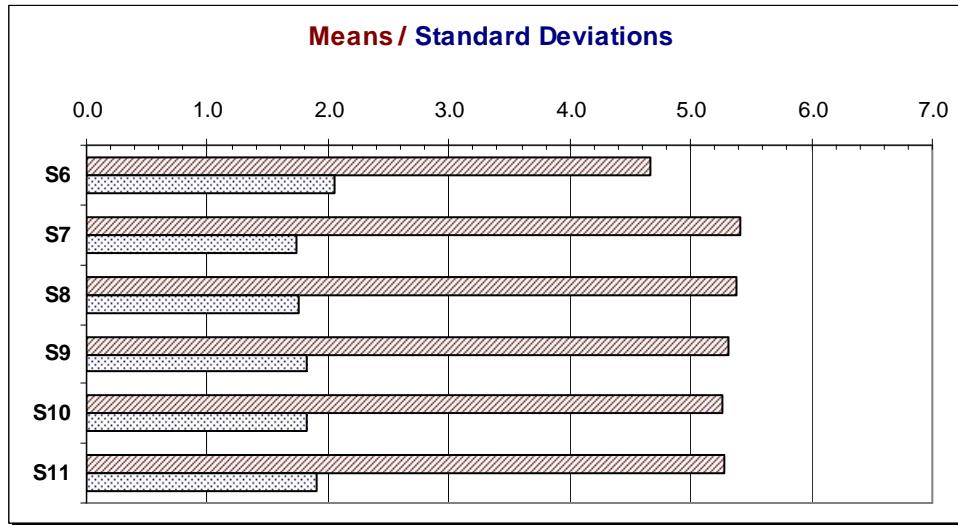
Section Two: (The Reservation Operators)

The Reservation Operators received generally good satisfaction ratings, with the exception of “answering the phone in a timely manner”. Each other statement in this section received an average rating that was close to our suggested target of 5.5. Each statement (Except for S6) had a median of 6.0, meaning that at least half of the respondents gave the statement a rating of ‘6’ or higher. The standard deviations, however, were a bit higher than would be hoped for. Keep in mind that the less variability in the answers, the better.

See the Distributions of Ratings, later in this report.

	Statements	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
	1 = Strongly Disagree; 7 = Strongly Agree				
S6	The reservation operators answer the phone in a timely manner.	206	4.66	5.0	2.05
S7	The reservation operators are courteous.	202	5.41	6.0	1.73
S8	The reservation operators are professional.	200	5.38	6.0	1.75
S9	The reservation operators are helpful.	203	5.32	6.0	1.83
S10	The reservation operators are knowledgeable.	199	5.27	6.0	1.83
S11	The reservation operators are accurate in their work.	198	5.28	6.0	1.90

1 = Strongly Disagree and 7 = Strongly Agree



Section Three: (The Dispatch Operators)

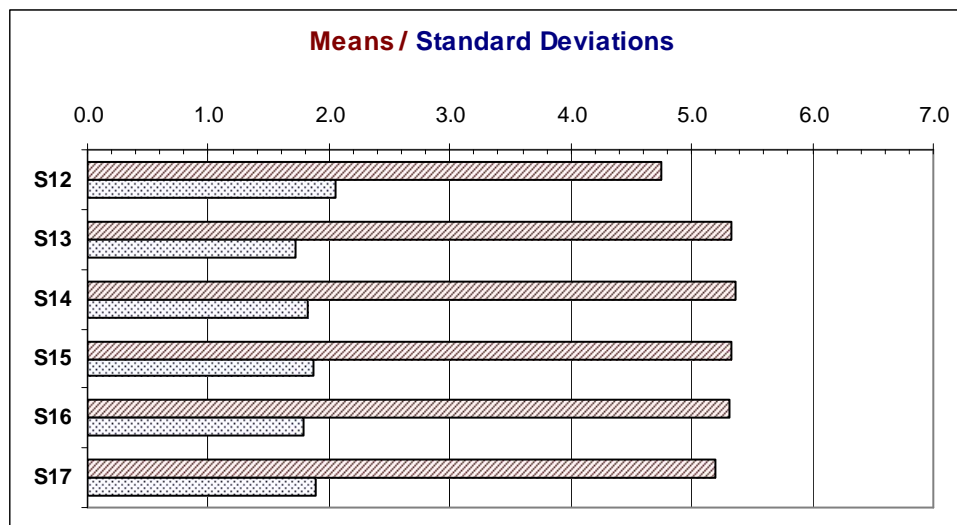
Here we see ratings very similar to those of the Reservation Operators, with *answering the phone* rated just a little bit higher, and with *courteous* and *accurate* being rated a little lower. These differences are not statistically significant, however.

Note: The ratings for *accurate* seem a bit low for this type of service. This might be due to misunderstandings on the part of the customers, but could still be an opportunity for improvement.

See the *Distributions of Ratings*, later in this report.

	Statements 1 = Strongly Disagree; 7 = Strongly Agree	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
S12	The dispatch operators answer the phone in a timely manner.	201	4.75	5.0	2.04
S13	The dispatch operators are courteous.	199	5.32	6.0	1.71
S14	The dispatch operators are professional.	201	5.36	6.0	1.81
S15	The dispatch operators are helpful.	203	5.33	6.0	1.87
S16	The dispatch operators are knowledgeable.	197	5.32	6.0	1.79
S17	The dispatch operators are accurate in their work.	199	5.20	6.0	1.88

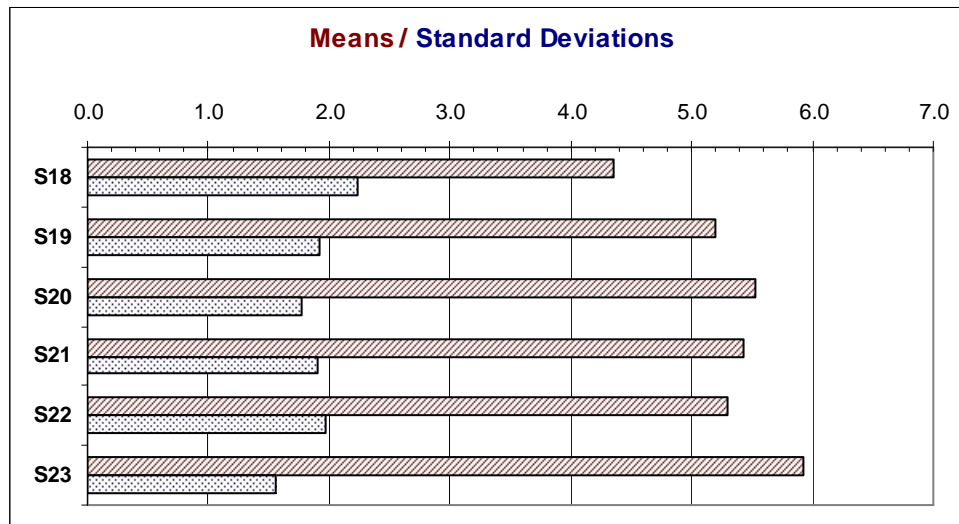
1 = Strongly Disagree and 7 = Strongly Agree



Section Four: (The Drivers)

Although the drivers received very good ratings for *driving safely*, their *arriving on time* received the lowest satisfaction rating on the survey, indicating a need to improve in this area or possibly a to improve communication with the customer. The drivers received generally good (but improvable) ratings in the other areas.

	Statements 1 = Strongly Disagree; 7 = Strongly Agree	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
S18	The drivers arrive when expected.	194	4.36	5.0	2.23
S19	The drivers are professional in their appearance.	185	5.20	6.0	1.92
S20	The drivers are courteous.	188	5.53	6.0	1.77
S21	The drivers are helpful in getting passengers <i>in and out of the vehicle</i> .	184	5.43	6.0	1.90
S22	The drivers are helpful in getting passengers <i>to and from the door</i> .	183	5.30	6.0	1.97
S23	The drivers drive safely.	184	5.92	7.0	1.56



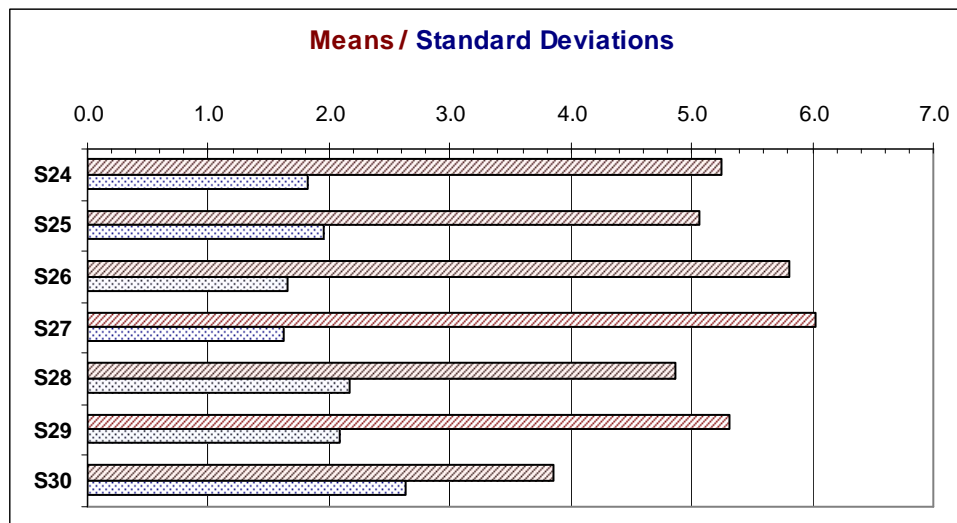
Section Five: (Other General Items)

Most of the satisfaction items in this section were rated fairly well, with the fees receiving the highest rating on the survey.

Note: The bus ticket idea was rated just a bit below neutral. You might also note that only 99 respondents answered this statement. (We don't view this as a satisfaction issue, but rather as a preference issue.)

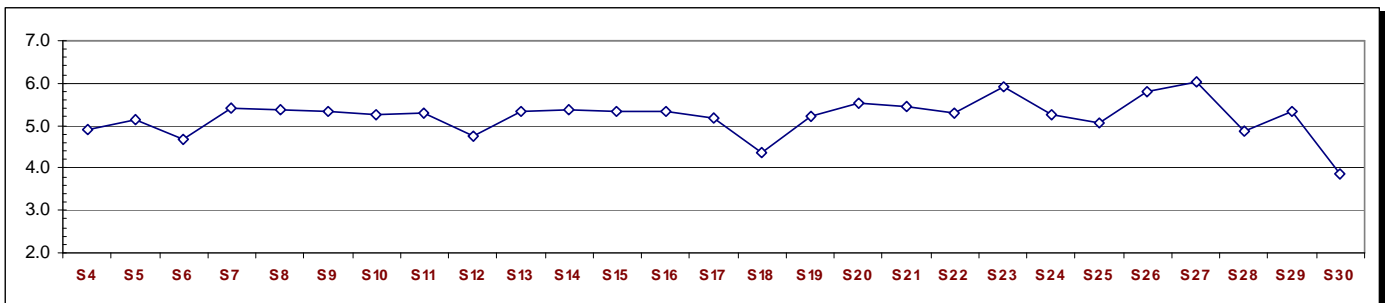
See the Distributions of Ratings, later in this report.

	Statements	Valid N (Number Responding)	Mean (Average Rating)	Median (Middlemost Score)	Std. Dev. (Amount of Variability)
	1 = Strongly Disagree; 7 = Strongly Agree				
S24	In general, Guilford Co. Transportation & Mobility Services is responsive to my needs.	193	5.25	6.0	1.82
S25	In general, Guilford Co. Transportation & Mobility Services resolves problems in a timely manner.	183	5.06	6.0	1.95
S26	I feel secure when riding in the vehicle.	181	5.81	7.0	1.66
S27	The fees for this service are reasonable.	150	6.02	7.0	1.62
S28	When bad weather causes schedule changes, the notification process is adequate (Media and web site)	161	4.87	5.0	2.17
S29	I would recommend Guilford Co. Trans. & Mobility Services to others.	197	5.32	6.0	2.09
S30	For passengers that pay a fare: I would prefer a bus ticket or bus pass as opposed to being billed.	99	3.86	4.0	2.63



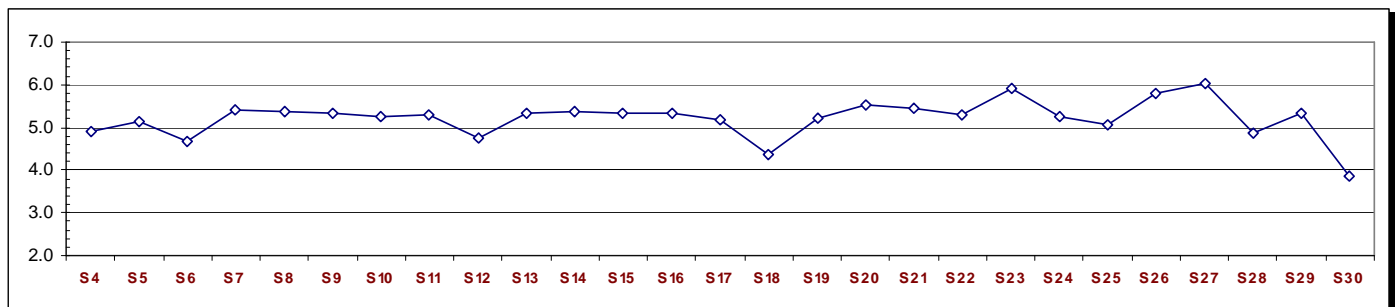
All Statements in One Table (All Respondents)

	Statements	Valid N	Mean	Median	Std. Dev.
	S Means "Statement"; 1 = Strongly Disagree; 7 = Strongly Agree	(Number Responding)	(Average Rating)	(Middlemost Score)	(Amount of Variability)
S4	Overall, I am satisfied with Guilford Co. Transportation & Mobility Services.	211	4.89	5.0	1.95
S5	In general, Transportation & Mobility Services is good to work with.	201	5.14	5.0	1.87
S6	The reservation operators answer the phone in a timely manner.	206	4.66	5.0	2.05
S7	The reservation operators are courteous.	202	5.41	6.0	1.73
S8	The reservation operators are professional.	200	5.38	6.0	1.75
S9	The reservation operators are helpful.	203	5.32	6.0	1.83
S10	The reservation operators are knowledgeable.	199	5.27	6.0	1.83
S11	The reservation operators are accurate in their work.	198	5.28	6.0	1.90
S12	The dispatch operators answer the phone in a timely manner.	201	4.75	5.0	2.04
S13	The dispatch operators are courteous.	199	5.32	6.0	1.71
S14	The dispatch operators are professional.	201	5.36	6.0	1.81
S15	The dispatch operators are helpful.	203	5.33	6.0	1.87
S16	The dispatch operators are knowledgeable.	197	5.32	6.0	1.79
S17	The dispatch operators are accurate in their work.	199	5.20	6.0	1.88
S18	The drivers arrive when expected.	194	4.36	5.0	2.23
S19	The drivers are professional in their appearance.	185	5.20	6.0	1.92
S20	The drivers are courteous.	188	5.53	6.0	1.77
S21	The drivers are helpful in getting passengers <i>in and out of the vehicle</i> .	184	5.43	6.0	1.90
S22	The drivers are helpful in getting passengers <i>to and from the door</i> .	183	5.30	6.0	1.97
S23	The drivers drive safely.	184	5.92	7.0	1.56
S24	In general, Guilford Co. Transportation & Mobility Services is responsive to my needs.	193	5.25	6.0	1.82
S25	In general, Guilford Co. Transportation & Mobility Services resolves problems in a timely manner.	183	5.06	6.0	1.95
S26	I feel secure when riding in the vehicle.	181	5.81	7.0	1.66
S27	The fees for this service are reasonable.	150	6.02	7.0	1.62
S28	When bad weather causes schedule changes, the notification process is adequate (Media and web site)	161	4.87	5.0	2.17
S29	I would recommend Guilford Co. Trans. & Mobility Services to others.	197	5.32	6.0	2.09
S30	For passengers that pay a fare: I would prefer a bus ticket or bus pass as opposed to being billed.	99	3.86	4.0	2.63



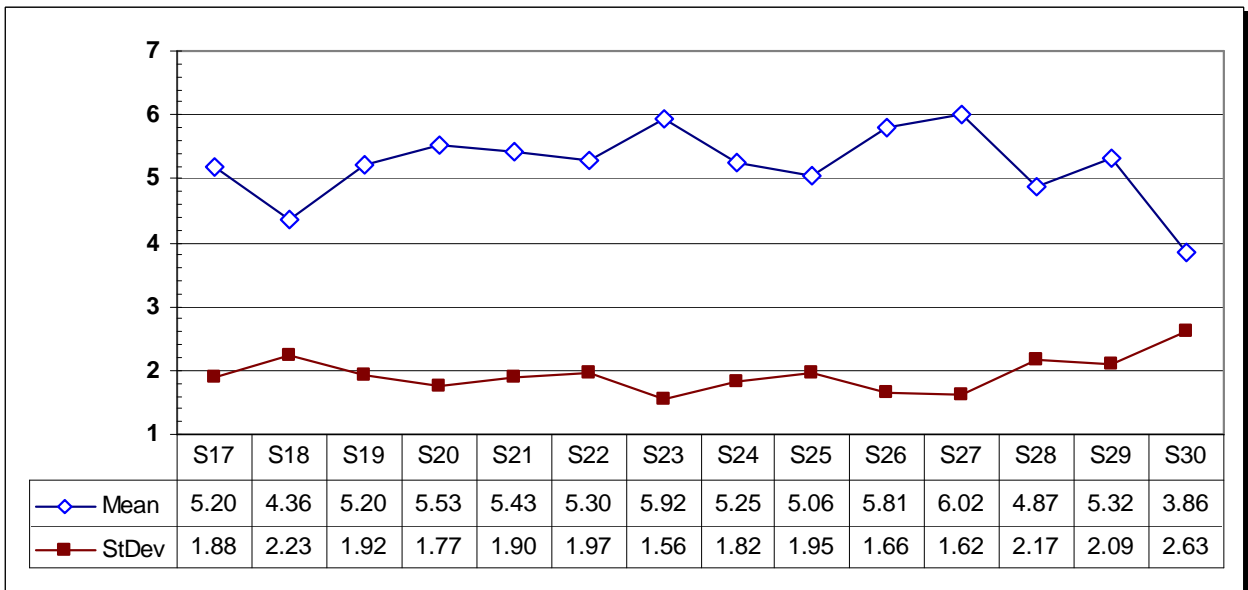
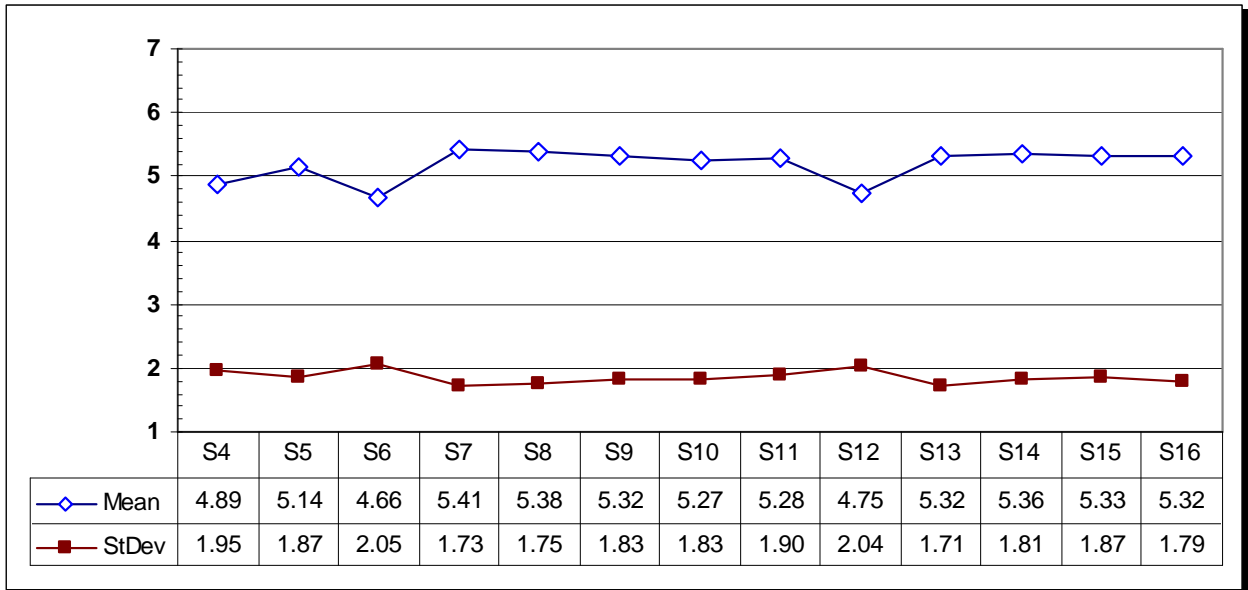
All Statements in One Table (Ranked Highest to Lowest)

	Statements	Valid N	Mean	Median	Std. Dev.
	S Means "Statement"; 1 = Strongly Disagree; 7 = Strongly Agree	(Number Responding)	(Average Rating)	(Middlemost Score)	(Amount of Variability)
S27	The fees for this service are reasonable.	150	6.02	7.0	1.62
S23	The drivers drive safely.	184	5.92	7.0	1.56
S26	I feel secure when riding in the vehicle.	181	5.81	7.0	1.66
S20	The drivers are courteous.	188	5.53	6.0	1.77
S21	The drivers are helpful in getting passengers <i>in and out of the vehicle.</i>	184	5.43	6.0	1.90
S7	The reservation operators are courteous.	202	5.41	6.0	1.73
S8	The reservation operators are professional.	200	5.38	6.0	1.75
S14	The dispatch operators are professional.	201	5.36	6.0	1.81
S15	The dispatch operators are helpful.	203	5.33	6.0	1.87
S13	The dispatch operators are courteous.	199	5.32	6.0	1.71
S16	The dispatch operators are knowledgeable.	197	5.32	6.0	1.79
S9	The reservation operators are helpful.	203	5.32	6.0	1.83
S29	I would recommend Guilford Co. Trans. & Mobility Services to others.	197	5.32	6.0	2.09
S22	The drivers are helpful in getting passengers <i>to and from the door.</i>	183	5.30	6.0	1.97
S11	The reservation operators are accurate in their work.	198	5.28	6.0	1.90
S10	The reservation operators are knowledgeable.	199	5.27	6.0	1.83
S24	In general, Guilford Co. Transportation & Mobility Services is responsive to my needs.	193	5.25	6.0	1.82
S17	The dispatch operators are accurate in their work.	199	5.20	6.0	1.88
S19	The drivers are professional in their appearance.	185	5.20	6.0	1.92
S5	In general, Transportation & Mobility Services is good to work with.	201	5.14	5.0	1.87
S25	In general, Guilford Co. Transportation & Mobility Services resolves problems in a timely manner.	183	5.06	6.0	1.95
S4	Overall, I am satisfied with Guilford Co. Transportation & Mobility Services.	211	4.89	5.0	1.95
S28	When bad weather causes schedule changes, the notification process is adequate (Media and web site)	161	4.87	5.0	2.17
S12	The dispatch operators answer the phone in a timely manner.	201	4.75	5.0	2.04
S6	The reservation operators answer the phone in a timely manner.	206	4.66	5.0	2.05
S18	The drivers arrive when expected.	194	4.36	5.0	2.23
S30	For passengers that pay a fare: I would prefer a bus ticket or bus pass as opposed to being billed.	99	3.86	4.0	2.63



Graphs of All Statements

(See the Table and List of Statements on the Previous Pages)

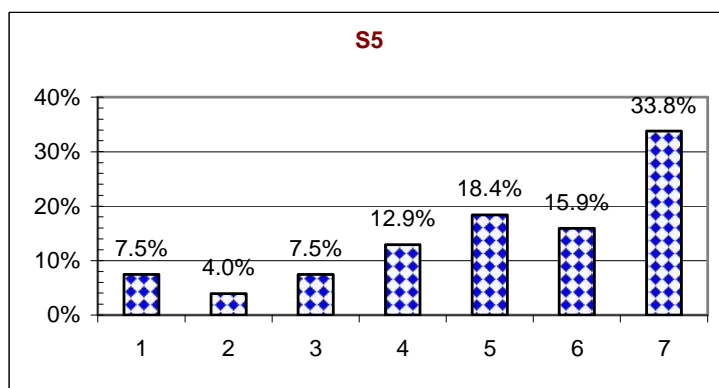
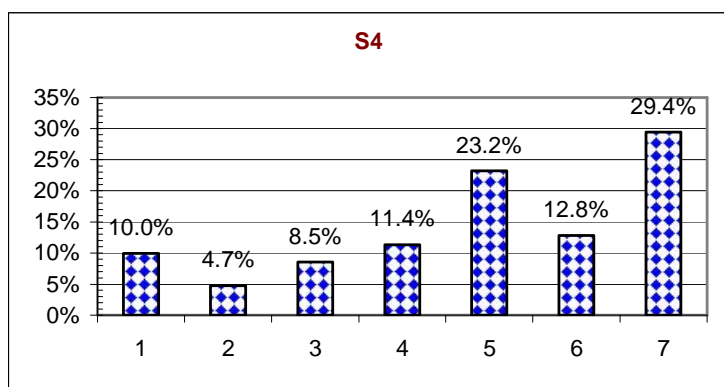


Distributions of Ratings (A Different View of the Data):

The following graphs are presented to show the percentage of respondents who rated each statement a 1, 2, 3, 4, 5, 6, or 7. By showing the distributions of responses in this manner, you can gain a better appreciation for the 'standard deviation' associated with each statement. Thus, for example, the distribution of ratings for a statement with a smaller standard deviation will show a lot of respondents rating that statement similarly (within a point or two). The distribution will be more spread out across the 1 to 7 scale when a statement has a *large* standard deviation.

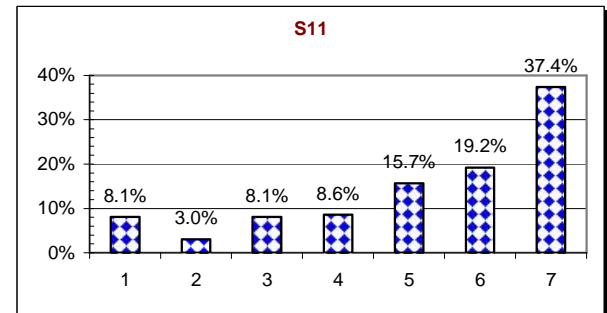
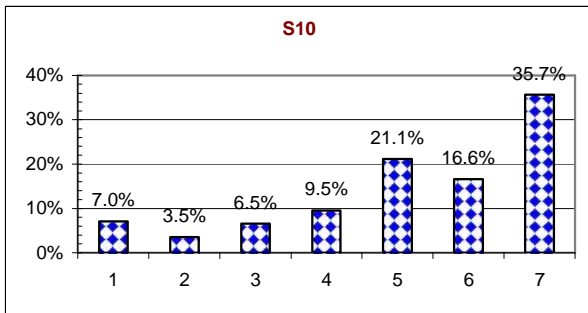
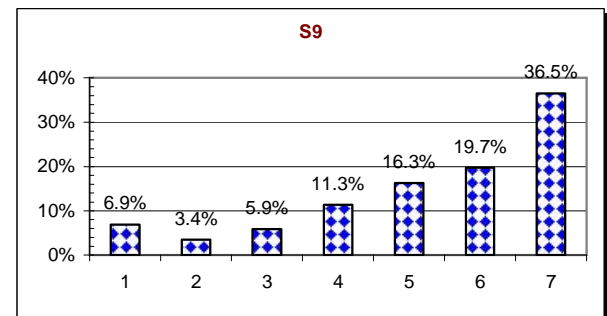
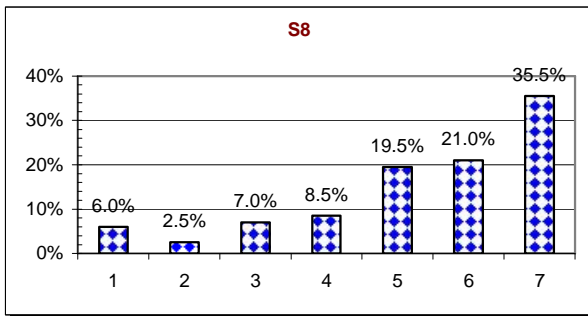
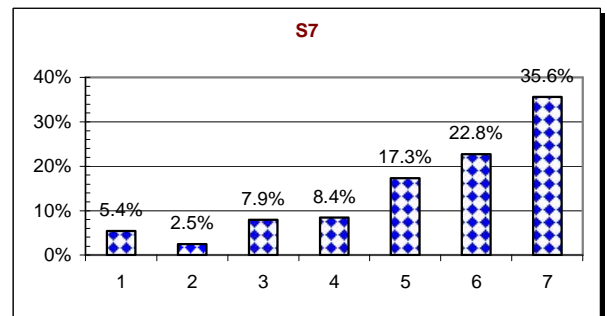
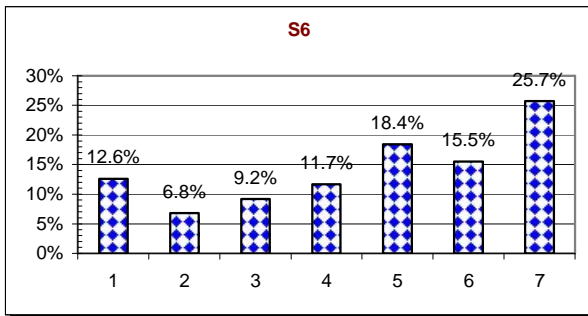
General:

	Statements	Ave.
S4	Overall, I am satisfied with Guilford Co. Transportation & Mobility Services.	4.89
S5	In general, Transportation & Mobility Services is good to work with.	5.14



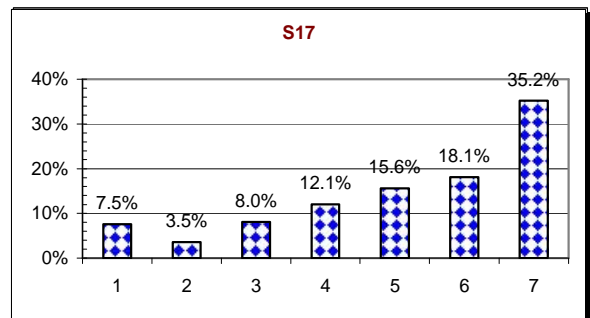
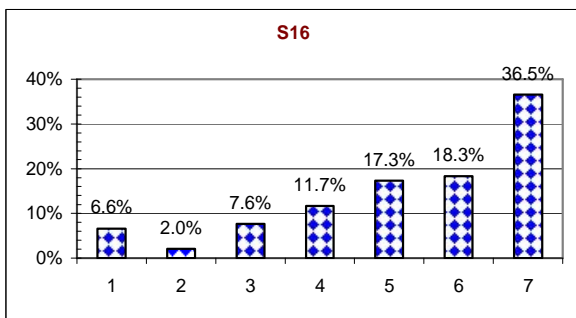
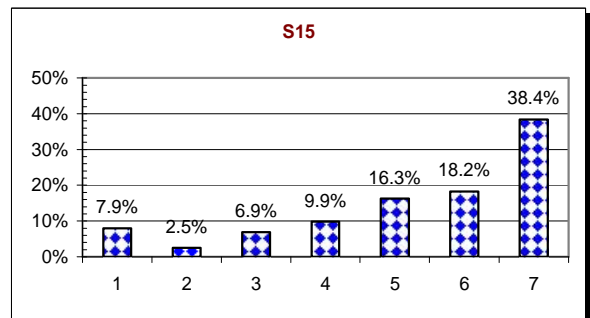
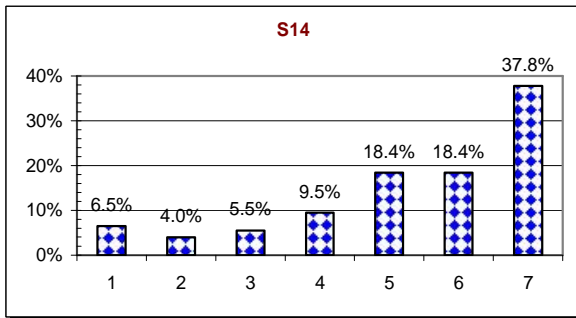
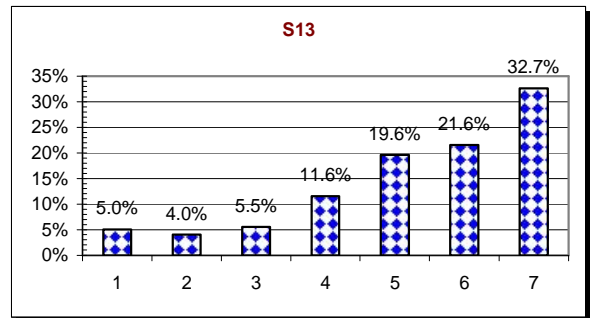
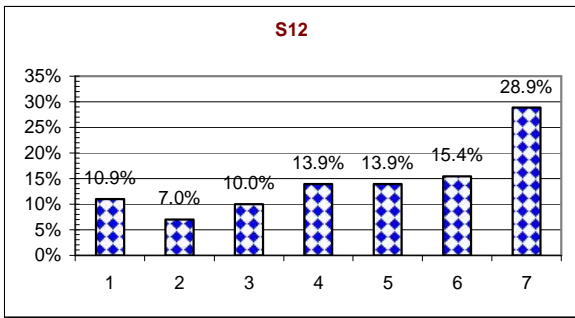
The Reservation Operators:

	Statements	Ave.
S6	The reservation operators answer the phone in a timely manner.	4.66
S7	The reservation operators are courteous.	5.41
S8	The reservation operators are professional.	5.38
S9	The reservation operators are helpful.	5.32
S10	The reservation operators are knowledgeable.	5.27
S11	The reservation operators are accurate in their work.	5.28



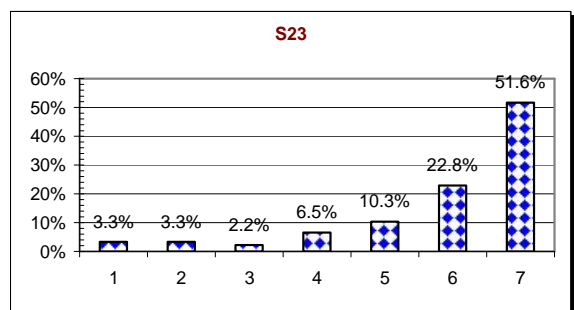
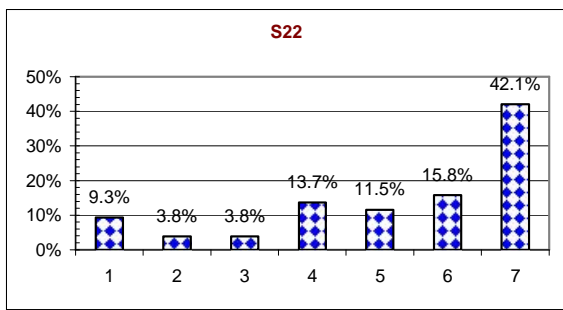
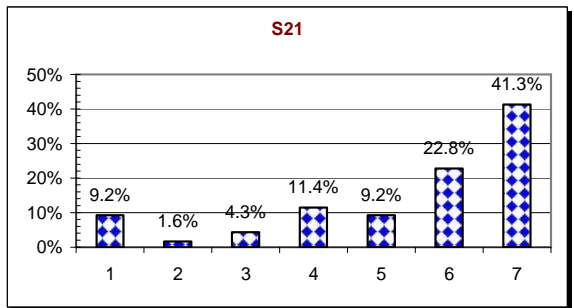
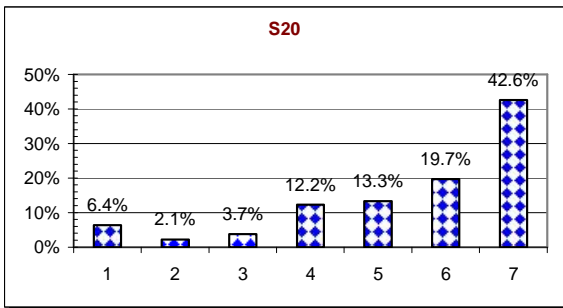
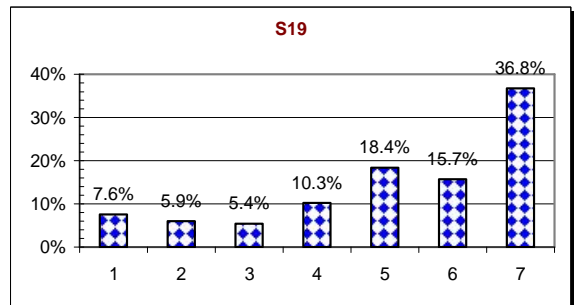
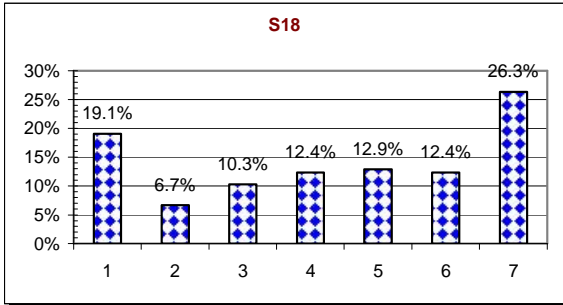
The Dispatch Operators:

	Statements	Ave.
S12	The dispatch operators answer the phone in a timely manner.	4.75
S13	The dispatch operators are courteous.	5.32
S14	The dispatch operators are professional.	5.36
S15	The dispatch operators are helpful.	5.33
S16	The dispatch operators are knowledgeable.	5.32
S17	The dispatch operators are accurate in their work.	5.20



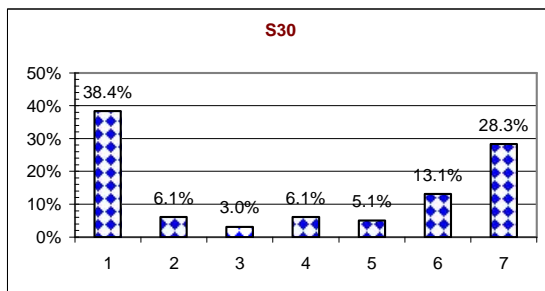
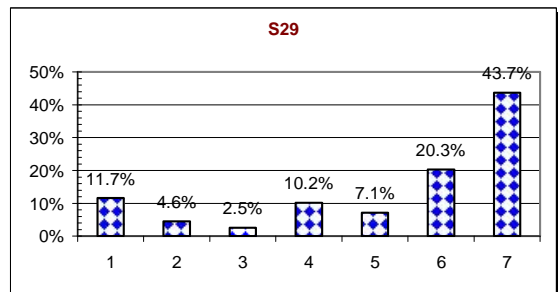
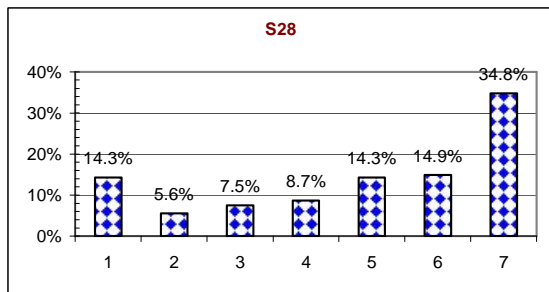
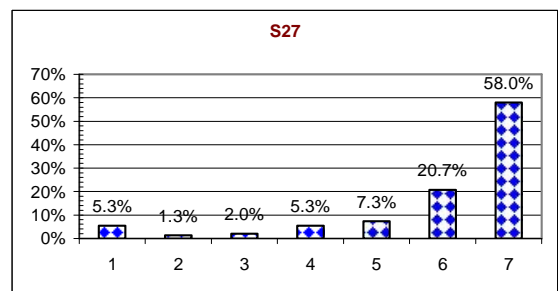
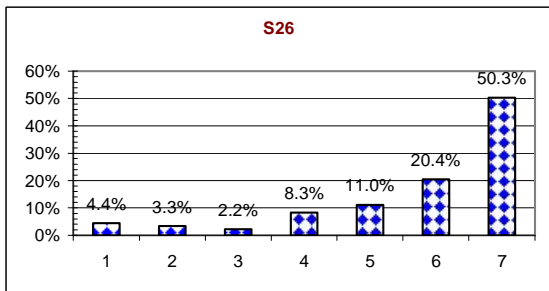
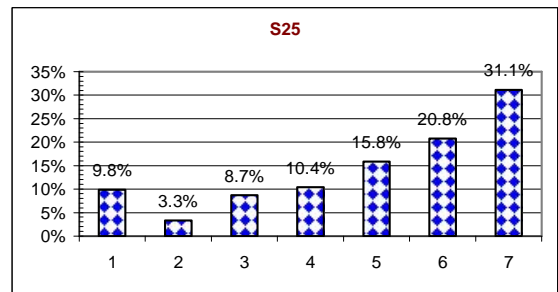
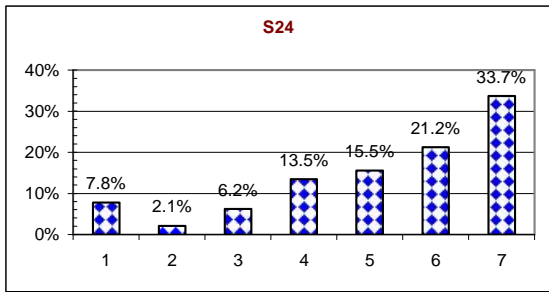
The Drivers:

	Statements	Ave.
S18	The drivers arrive when expected.	4.36
S19	The drivers are professional in their appearance.	5.20
S20	The drivers are courteous.	5.53
S21	The drivers are helpful in getting passengers <i>in and out of the vehicle</i> .	5.43
S22	The drivers are helpful in getting passengers <i>to and from the door</i> .	5.30
S23	The drivers drive safely.	5.92



Other General Items:

	Statements	Ave.
S24	In general, Guilford Co. Transportation & Mobility Services is responsive to my needs.	5.25
S25	In general, Guilford Co. Transportation & Mobility Services resolves problems in a timely manner.	5.06
S26	I feel secure when riding in the vehicle.	5.81
S27	The fees for this service are reasonable.	6.02
S28	When bad weather causes schedule changes, the notification process is adequate.	4.87
S29	I would recommend Guilford Co. Trans. & Mobility Services to others.	5.32
S30	For passengers that pay a fare: I would prefer a bus ticket or bus pass as opposed to being billed.	3.86



The Search for Significant Differences: (Ratings for Different Groups)

Although the findings presented thus far are revealing, it is often helpful to perform more fine-grained analyses of the data to determine if any particular groups of respondents rate the statements significantly different from other groups. Consequently, additional analyses called “Analyses of Variance” were performed on the data, to determine if any differences could be found among respondents based on:

- | |
|--|
| ➤ <i>Which best describes you? (Caregiver or Service Recipient)</i> |
| ➤ <i>How dependent is the service recipient on this service?</i> |
| ➤ <i>Age range of service recipient?</i> |
| ➤ <i>Does service recipient require wheelchair lift equipment?</i> |
| ➤ <i>Zip Code of service recipient.</i> |

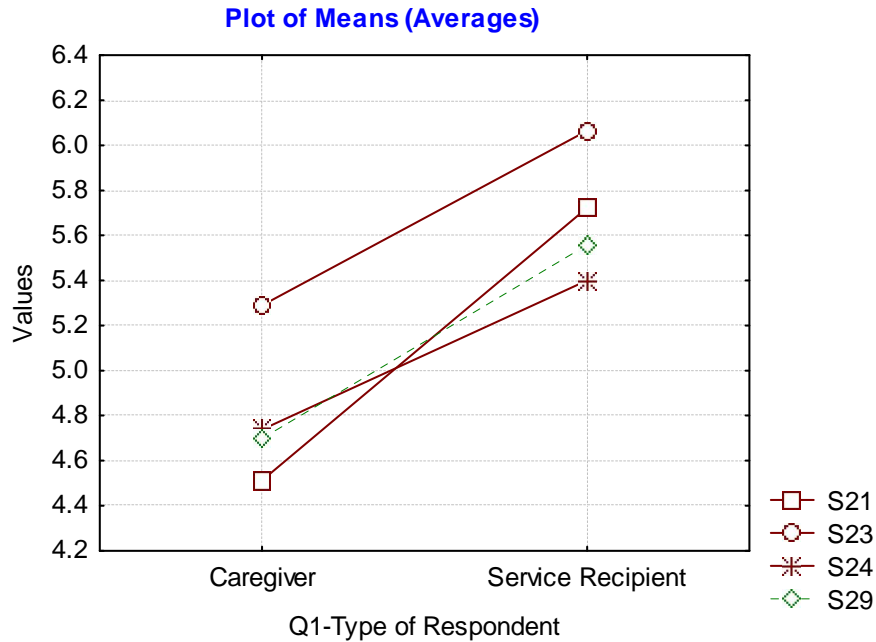
If analyses of this type show significant differences along one or more of these dimensions, then the County should consider taking these differences in citizen responses into account when deriving plans for continuous improvement.

Continued on Next Page →

Differences based on their answer to:

Which best describes you? (Caregiver or Service Recipient)

- As shown below, four statements had statistically significant differences, based on how they would describe themselves among the choices below.

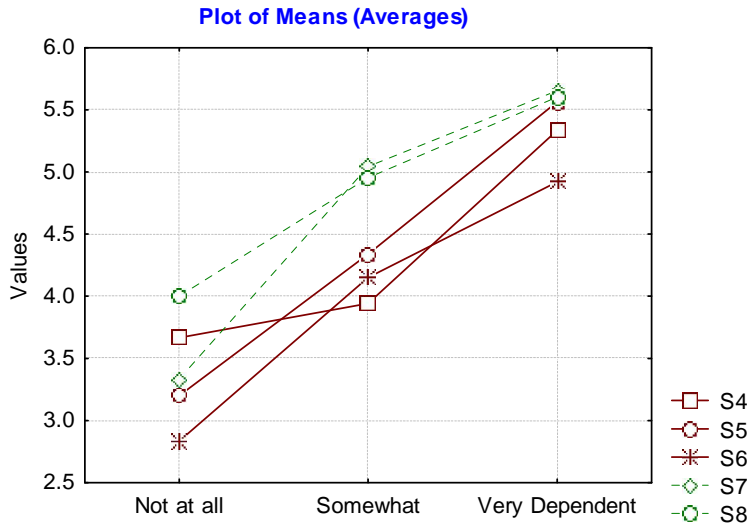


S21	The drivers are helpful in getting passengers <i>in and out of the vehicle</i> .
S23	The drivers drive safely.
S24	In general, Guilford Co. Transportation & Mobility Services is responsive to my needs.
S29	I would recommend Guilford Co. Trans. & Mobility Services to others.

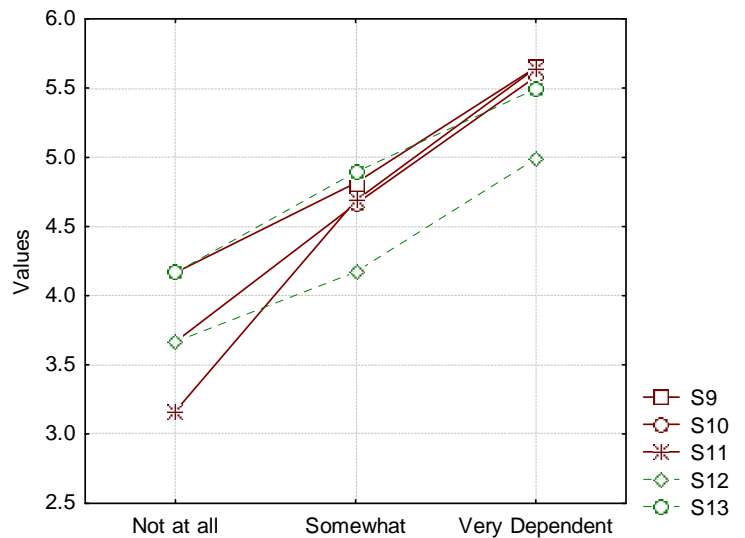
Differences based on their answer to:

How dependent is the service recipient on this service?

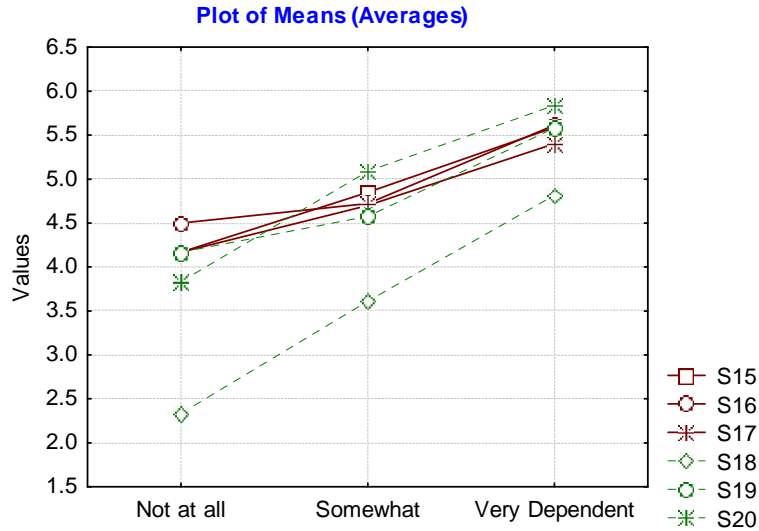
As shown below, a number of statements had statistically significant differences based on the how dependent the service recipient is on the service.



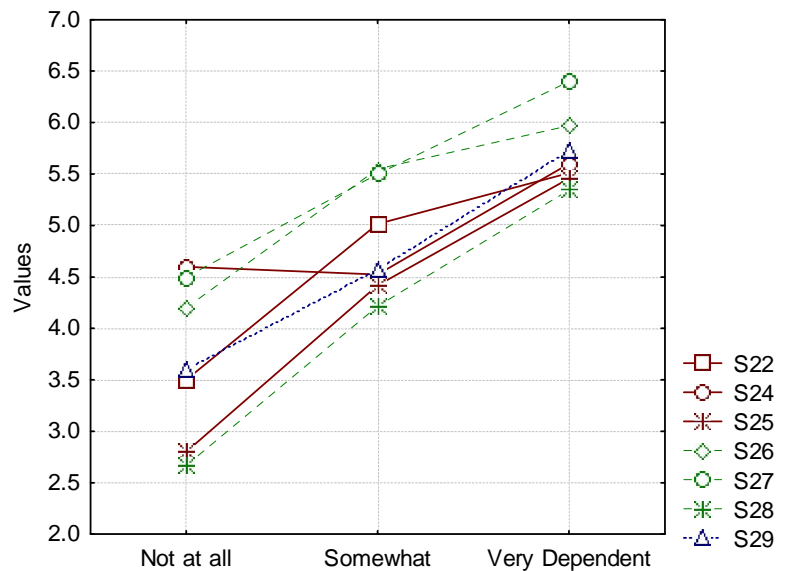
S4	Overall, I am satisfied with Guilford Co. Transportation & Mobility Services.
S5	In general, Transportation & Mobility Services is good to work with.
S6	The reservation operators answer the phone in a timely manner.
S7	The reservation operators are courteous.
S8	The reservation operators are professional.
S9	The reservation operators are helpful.
S10	The reservation operators are knowledgeable.
S11	The reservation operators are accurate in their work.
S12	The dispatch operators answer the phone in a timely manner.
S13	The dispatch operators are courteous.



Continued from Previous Page:



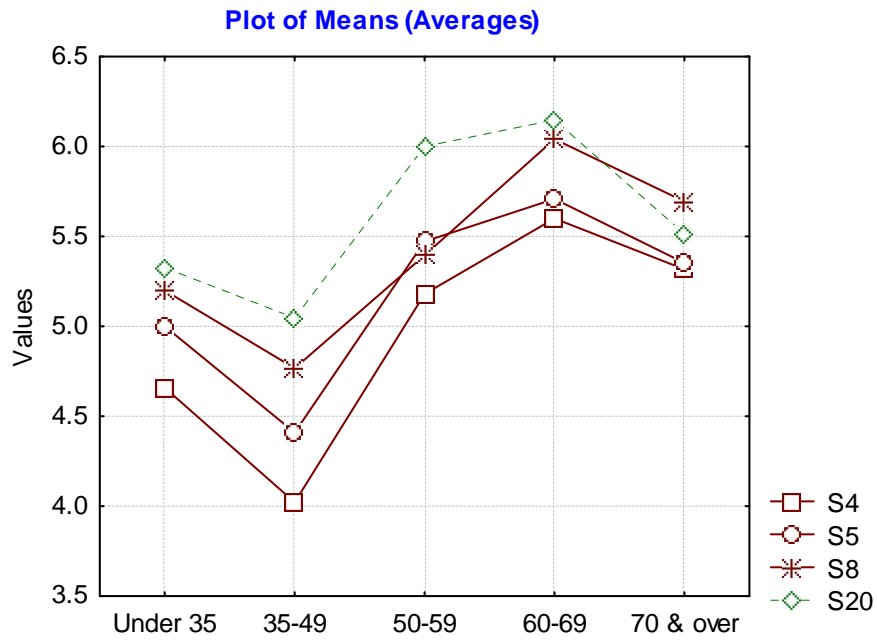
S15	The dispatch operators are helpful.
S16	The dispatch operators are knowledgeable.
S17	The dispatch operators are accurate in their work.
S18	The drivers arrive when expected.
S19	The drivers are professional in their appearance.
S20	The drivers are courteous.
S22	The drivers are helpful in getting passengers <i>to and from the door</i> .
S24	In general, Guilford Co. Transportation & Mobility Services is responsive to my needs.
S25	In general, Guilford Co. Transportation & Mobility Services resolves problems in a timely manner.
S26	I feel secure when riding in the vehicle.
S27	The fees for this service are reasonable.
S28	When bad weather causes schedule changes, the notification process is adequate.
S29	I would recommend Guilford Co. Trans. & Mobility Services to others.



Differences based on their answer to:

Age range of service recipient?

➤ These statements had statistically significant differences, based on this parameter.

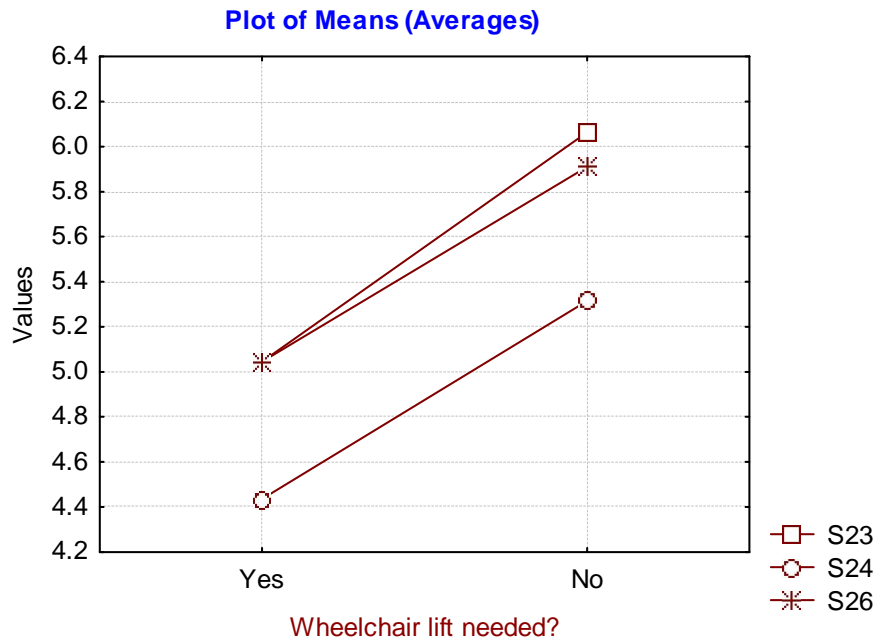


S4	Overall, I am satisfied with Guilford Co. Transportation & Mobility Services.
S5	In general, Transportation & Mobility Services is good to work with.
S8	The reservation operators are professional.
S20	The drivers are courteous.

Differences based on their answer to:

Does the service recipient require wheelchair lift equipment?

➤ These statistically significant differences were found, based on this parameter.



S23	The drivers drive safely.
S24	In general, Guilford Co. Transportation & Mobility Services is responsive to my needs.
S26	I feel secure when riding in the vehicle.

Differences based on their answer to:

Zip Code of Service Recipient:

- No statistically significant differences were found, based on this parameter.

Correlations and Regression (Predictors of Satisfaction)

Another type of analysis (Multiple Regression Analysis) was also performed to determine which statements are most highly correlated with, and/or have the *greatest predictive value* when considering key general statements.

Another way of thinking about what this analysis means is, “Which *specific* items account for the most variability in a given *general* item?”

This type of analysis can be quite useful when you wish to prioritize areas for improvement and/or identify which areas of strength are most highly linked to satisfaction.

Key General Statements	
S4	Overall, I am satisfied with Guilford Co. Transportation & Mobility Services.
S5	In general, Transportation & Mobility Services is good to work with.
S24	In general, Transportation & Mobility Services is responsive to my needs.
S29	I would recommend Guilford Co. Transportation & Mobility Services to others

- When significant predictors are discovered, you can take these into account when planning for improvement and/or satisfaction retention programs. The predictors in bold are particularly strong predictors.

Our analyses indicated that **Statement 5** was a significant predictor of Statement 4.

General Item	
S4	Overall, I am satisfied with Guilford Co. Transportation & Mobility Services.
Predictors Listed Below	
S5	In general, Transportation & Mobility Services is good to work with.

Statements 8, 10, 11 & 29 also assisted with predicting one’s answer to S4.

Continued on Next Page →

Multiple Regression (Continued)

We found these significant predictors of Statement 5.

General Item	
S5	In general, Transportation & Mobility Services is good to work with.
Predictors Listed Below	
S4	Overall, I am satisfied with Guilford Co. Transportation & Mobility Services.

Statements 8, 9, 10, 11, & 25 also assisted with predicting one's answer to S5.

... and these significant predictors of Statement 24.

General Item	
S24	In general, Transportation & Mobility Services is responsive to my needs.
Predictors Listed Below	
S23	The drivers drive safely.
S25	In general, Guilford Co. Transportation & Mobility Services resolves problems in a timely manner.

Statement 20 also assisted with predicting one's answer to S24.

... and these significant predictors of Statement 29.

General Item	
S29	I would recommend Guilford Co. Transportation & Mobility Services to others
Predictors Listed Below	
S6	The reservation operators answer the phone in a timely manner.
S28	When bad weather causes schedule changes, the notification process is adequate.

Statements 4, 5 & 25 also assisted with predicting one's answer to S29.

SUMMING UP – AN EXECUTIVE SUMMARY

Although this list is not exhaustive, here are some of the items from your recent survey that we thought were interesting and/or important. Please review the entire report, and read from your many written comments to gain additional insight.

Items of Note:

- There was a good response to the survey, with 217 surveys returned of approximately 1105 delivered. This is a 19.6% response rate.
- About 73% of respondents said that they ride the van or minibus. About 21% receive bus tickets.
- About 79% of riders ride for medical care, 12% to go to work, about 9% to go to a Senior center / Nutrition site, and about 8% for adult day care.
- When riders were asked about their priorities, the top item selected was “Arriving on time”. The second most often selected item was “Courteous / helpful drivers”. (See p. 9)
- 62% of respondents said that the service recipient was “Very dependent” on the service.
- 58% of respondents said that the service recipient had a “Physical or visual” disability, while 32% had a “Mental or emotional” disability.
- The highest rated satisfaction statements (P. 23) were:

S27	The fees for this service are reasonable. (Highest rated item)
S23	The drivers drive safely.
S26	I feel secure when riding in the vehicle.
S20	The drivers are courteous.

- The lowest rated satisfaction statements (P. 23) were:

S28	When bad weather causes schedule changes, the notification process is adequate.
S12	The dispatch operators answer the phone in a timely manner.
S6	The reservation operators answer the phone in a timely manner.
S18	The drivers arrive when expected. (Lowest rated satisfaction item)

- We found a number of significant differences of opinion, based on certain background questions (See pages 30ff). For example, we found that Service Recipients gave typically higher ratings for *driver helpfulness* and *safety* than did Caregivers.
- We found a number of significant predictors of general satisfaction items. These should provide assistance in setting priorities for the future. (See pages 37ff)

We hope this information will help you make good decisions. If you have any questions at any time, please let me know. We look forward to working with you in the future.

Tollie Mitchell, Program Director
Insight Research, Inc.

Written Comments

Symbols

- ◆ NR - This stands for Name Reference, which means that a person's name was mentioned. Each Name Reference includes the survey's case and/or ID number.
- ◆ (?) - This denotes an illegible word.

Written Comments

- An individual respondent's complete answer to an open-ended question appears in one cell. One or more ideas may be expressed within that cell. In the report we arrange the comments by the idea mentioned first within each cell.

Comments Contents

Topic	Page
What do you like best?/What needs improvement?	41
Names Mentioned	57

Guilford County Transportation & Mobility Services Survey

Written Comments

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
1	Pass/SR	35-49				Reliable.	GTA services should be 24 hours a day, seven days a week. Greensboro is expanding.
2	Pass/SR	35-49	Phys or Vis			The fuel card is a blessing for me. I don't know how I would make it without this service.	I just wish it could or would increase with the rising price of gas.
3		70 & over	Phys or Vis			Transportation. I do not drive in town.	
4	Pass/SR	Under 35				None.	The time that they need to pick you up & coming back on time to get you back home.
5		70 & over	Phys or Vis	Ment or Emot		It will pick you up on time for your appointment.	I think picking you up after your appointment - they are never on time to pick you up.
6	Pass/SR	50-59				Very respectful & courteous.	Make sure they get me to work on time & pick me up from work & not forget me.
8	Pass/SR	Under 35	Phys or Vis			They are very nice.	They need to be on time.
9	Pass/SR	Under 35		Ment or Emot		I like the fact that the service is available. I do find it to be very helpful.	I think that the dispatch needs improvement & the night pick up crew too. I have been stranded at night. Have to wait for over an hour & sometimes no show.
10	Pass/SR	35-49	Phys or Vis	Ment or Emot		Bus tickets.	Pick up times. Pickup before is a little too early & pickup on return way too late.
11	Pass/SR	35-49	Phys or Vis			It's very nice that we have people that care about others.	Keep up the good work!
13	Pass/SR	35-49	Phys or Vis			It's nice that other people care!	Keep up the good work!
14	Pass/SR	60-69	Phys or Vis			It gets me to my doctors appointments on time.	
15	Pass/SR	70 & over	Phys or Vis			Being on time & helping me to the door.	
16	Pass/SR					Everything.	Keep up the good work.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
17	Pass/SR	35-49	Phys or Vis	Ment or Emot		Transportation is mostly on time & I feel comfortable with total strangers.	Fixed routes for routine riders.
18	Pass/SR	70 & over	Phys or Vis			This is good that there is transportation.	
19	Caregiver	70 & over		Ment or Emot	WC	They can drop me off & pick me up on time.	They need to be cleaner but other than that it is pretty good.
21	Caregiver	70 & over		Ment or Emot		Free service. Friendly drivers.	Communicate when running late.
22	Caregiver	70 & over	Phys or Vis	Ment or Emot		Availability of this service, but not by this contractor.	Accountability until working with Mark Kirstner about erratic arrival time. I found myself so frustrated dealing with late arrivals. The regular drivers for this route are excellent (NR1 & NR1). Others are very indifferent toward my 85 year old mother.
23	Pass/SR	35-49	Phys or Vis		WC	Cost.	The current contractor, MU's, needs to be barred from bidding on an extension of their contract. The county needs to have a contractor that can supply service not based on a low bid process.
24	Pass/SR	50-59		Ment or Emot		Dependable.	Clean vans.
25	Pass/SR	70 & over	Phys or Vis			The fact that we have this in Greensboro because otherwise I would not be able to make my doctors appointments.	Arrival time. Three times in the past year they have not arrived to pick me up. One time I was supposed to be picked up from my doctors appointment at 3:30 & I did not get picked up until 7:15 p.m. after being told repeatedly that they were on their way. Better communication between drivers & dispatchers would be helpful.
26	Pass/SR		Phys or Vis	Ment or Emot	WC	Is very helpful for me & my family.	Just keep working here to provide us good service. Thank you.
27	Pass/SR	35-49				The drivers are really nice, respectful & always on time.	People need to get on time so we won't have to be late.
28	Pass/SR	50-59				I don't get good service all the time (?) You call the manager & he does nothing.	Picking you up on time.
29	Pass/SR	35-49	Phys or Vis			I love the service because I do not drive & I can call you all for us who cannot drive.	You picking up from the homes & from where you drop them off too.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
30	Pass/SR	60-69	Phys or Vis			I like it because it helps me to get to the doctor on time. I do not have transportation & I like it.	Keep doing what you are doing. I don't have any complaints.
31	Pass/SR	50-59	Phys or Vis	Ment or Emot		Free.	Attitude & safe driving of workers.
32	Pass/SR	60-69				On time to doctors door. Courteous.	
33	Caregiver	60-69	Phys or Vis	Ment or Emot		The pickup & delivery for us since we live out in the county, plus the courtesy & dependability of the drivers.	Informing us if the ride will be late other than for snow & icy roads. We get that sometimes on the TV. If it's icy he won't go because of risk of sliding.
34	Caregiver	Under 35				Some drivers are nice.	Driving & manners.
35	Pass/SR	50-59				Service is very good.	Everything is fine with me.
36	Pass/SR	35-49	Phys or Vis			Some of the drivers are very nice & courteous.	The communication of the operators/dispatch & reservation operators. They need to be more courteous, more professional & accurate in their work.
37	Caregiver	70 & over				It helps family members/caregivers to have reliable transportation for our parent.	Be aware of the passengers in your van. Make it comfortable for them first. For example, too much air conditioning may bother some of the older passengers. Be aware/take care of others' needs, then yourself.
38	Pass/SR	35-49		Ment or Emot		Cost.	Better response time - on time retrieval from drop-off.
40	Pass/SR	70 & over	Phys or Vis			Transportation.	Calling reservations.
41	Pass/SR	50-59	Phys or Vis			The current fare rate & monthly billing.	Better communication to riders directly regarding schedule changes, especially delays due to insufficient drivers & more openness regarding those delays. I no longer use these services but was very dependent on them for nearly 3 years.
42	Caregiver	Under 35		Ment or Emot		Reasonable rates.	Pick up on time. Several times he has been 1 to 2 hours late & forgotten once!!
44	Pass/SR	60-69				Cheap rides.	Pick me up on time.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
45	Pass/SR	60-69					Pick up on time - be on time going & coming to my destination.
46	Pass/SR	50-59	Phys or Vis			Getting to & from destination safely.	The education of dispatcher to travel zone so that it doesn't take the drivers' one hour out of town to pick up someone.
47	Pass/SR	60-69		Ment or Emot		Transportation.	Time of pickup.
48	Pass/SR	35-49	Phys or Vis				
49	Pass/SR	Under 35	Phys or Vis			They're on time.	
50	Pass/SR	35-49					Communication to recipients & not waiting 15-30 minutes at night for a ride. Have transportation to & from GTCC Jamestown.
51	Caregiver	70 & over		Ment or Emot		I like the friendliness & very helpful in all that have picked up my mother. Thank you.	Since this service started I have noticed improvement & I believe it is improved as most projects do, with time. Again I thank you.
52	Caregiver	Under 35	Phys or Vis	Ment or Emot		Getting to & from work.	
53	Pass/SR	35-49	Phys or Vis			I would not be able to go anywhere without it!	To let me know about all benefits that may apply to my needs.
54	Caregiver	Under 35	Phys or Vis			Great alternate for driving.	Drivers being on time. More courteous dispatcher.
55	Caregiver	70 & over	Phys or Vis			Available to disabled & elderly without cost (waiver).	Arrive with accuracy & dependability. My mom's been late or missed appointments at least 4 times. Rescheduling appointments is difficult! Can this service take her food shopping?
56	Pass/SR	Under 35				Quick.	Nothing much, just how quick the phones are answered.
57	Pass/SR	Under 35		Ment or Emot		Being able to get a ride to my doctor.	Having to wait so long after an appointment & not calling to let you know they aren't coming to get you.
58		70 & over			WC	Very good.	

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
59	Pass/SR	70 & over	Phys or Vis			The fact that they pick you up at your door & drop you off at your door. That you can call for service prior to needing service, ex. 1-2 days before appointment.	Communication between the county & MV the provides service. Arriving on time. Taking 1 1/2 hours to get to your original destination. You have several buses & cars in the same area at the same time only picking up one person. Route your buses to work more efficiently. If the service was correct you would save on gas & it would be more cost efficient & people wouldn't complain.
60	Pass/SR	Under 35	Phys or Vis	Ment or Emot	WC	You can carry a Wheelchair person at no cost to the family. It's convenient to disabled people in the way we don't have to ride in a tight car.	Arrive on time. Making scheduled visits on time, not forgetting visits or knowing the street area.
61	Caregiver	Under 35				The drivers.	The people who answer the phone & that mom & dad both be able to go with their child to their appointments.
62	Pass/SR	50-59	Phys or Vis	Ment or Emot		I can't say at present. I've been let down too many times.	Pick-ups, remember clients, know where they are going. I'm too sick to hardly use it anymore.
63		Under 35		Ment or Emot		Come on time.	Coming in a reasonable time.
64	Pass/SR	35-49	Phys or Vis			Affordable gas helps a lot to keep going to all my doctors' appointments. If not for gas couldn't go anywhere. But it needs to go up with price of gas.	Let us know all we qualify for. Long way to gas station.
65	Caregiver	50-59		Ment or Emot		It is a very good thing to have. It helps a lot of people.	
67	Pass/SR	35-49		Ment or Emot		Always on time. Very helpful.	
69	Caregiver	Under 35				It's a big help when you don't have a car.	
70	Pass/SR	60-69	Phys or Vis			Can count on it.	Pick up time from appointment.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
71	Pass/SR	50-59	Phys or Vis			They show concern for passengers. Sometimes they are late but they do their best on the schedule they have to keep.	I think I should be called when the van is outside & give me 10 minutes to get downstairs. I live on the 7th floor & only one elevator is working. I use a cane & with my arthritis it takes me a good 10 minutes to get downstairs.
73	Pass/SR		Phys or Vis			Helpful.	Answer the phone in a timely manner.
74	Pass/SR	50-59				It gives me a ride from work which helps me keep my job.	A call from the company in a timely manner when they are not going to pick me up so I can find transportation home.
75	Pass/SR		Phys or Vis			It provides a needed service to & from medical facilities which patients cannot provide for themselves.	Make sure drivers know the route they are supposed to follow. Don't drive over 2/3 of county with passengers when unnecessary.
76	Caregiver	70 & over		Ment or Emot		I like it best when we have the same driver because they know where they are going & are usually on time.	The new drivers need to know where they are going so they can get the people home. It works much better with the same driver.
77	Pass/SR	50-59	Phys or Vis	Ment or Emot		Getting to & from doctors offices.	Time schedule.
80	Pass/SR	60-69	Phys or Vis			It is a means of transportation for me to get to my doctors & drug store. I need this transportation desperately.	Picking up on time at home & picking us up on time coming back from doctor. When we go to the doctor we really don't know how long it will take. Sometimes it's different or varies. We don't know if it's best to say we will call when we're finished or try to give a time we think is best. Some drivers are more courteous than others.
82	Pass/SR	50-59				This is a good service to help people that are not able to get back & forth to their doctors' appointments.	The bus bounces a lot & I have back problems. It hurts a lot & makes it worse.
83	Pass/SR	Under 35	Phys or Vis	Ment or Emot	WC	The van picks me up at my house & takes me to work each day so I can work & be independent.	The person who schedules the rides needs to make sure everyone can be picked up on time & delivered back home in a reasonable time. Several times I have had to ride the van for 3 or more hours after being picked up at work before I get home again.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
85	Caregiver	35-49		Ment or Emot		Personally we are not very happy with the service. Every week there is a problem of someone waiting too long for a service you pay for.	If the people driving could be trained better concerning the needs of clients. Needs to be looked at so when someone is off the clients are still picked up on time. The people that answer the phones need training. Clients still wait too long to be picked up. Clients ride too long before they are at their destination.
86	Pass/SR	35-49	Phys or Vis			I thank God for providing this transportation for me. That's all I can say because this company has been a headache for me.	Management, dispatch, receptionists, reliable drivers.
87	Caregiver	70 & over		Ment or Emot		Transportation to the center.	
89	Pass/SR	70 & over	Phys or Vis				Increase in gas vouchers.
90	Caregiver	35-49		Ment or Emot		It has options for people with disabilities to work in the areas that are hiring like the 68 corridor, High Point to Greensboro, county residents to the city.	The drivers do not follow the 20 minutes pickup rule. Better coordination with other service providers.
91	Caregiver	Under 35	Phys or Vis		WC	Free gas.	Being on time.
92	Pass/SR	60-69	Phys or Vis		WC	Drivers, especially NR2 .	Get shocks for these buses. Ride is terrible.
93	Pass/SR	Under 35				That this service takes you to your medical appointments.	That the service can pick you up on time to get to your appointments & if they are running late that the dispatchers could call to inform you so that you may reschedule a new appointment. Most doctors will not see if you are 15 minutes late.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
94	Pass/SR	35-49	Phys or Vis			When they pick me up on time & get me home in a fair time. That's what most important to me.	I must admit, they have gotten better. I think they can do a better of routing. I think they waste too much time & gas by doing things the wrong way. Sometimes I see drivers sitting at the center doing nothing while passengers wait on a ride & they can take people home. Like the other day, this guy just sat there when he could've taken somebody home. I wish they would tell the drivers that if you are at the center & you have time, please take someone home so they don't have to wait. They don't have to be on your list for you to take them home. Just call dispatch & let them know you are taking them home. That would help out a lot.
96	Pass/SR	35-49	Phys or Vis			We have it!	Wait on pick-up.
98	Caregiver	35-49		Ment or Emot		Reliable - good business management in place.	Uniforms for driver identification. Safety issue when they pick up children.
100	Pass/SR	60-69	Phys or Vis			The drivers are friendly & helpful.	Between 10:00 & 10:15 it takes longer to answer dispatch phones, also between 3:00 & 3:15. Not knowledgeable about changes due to highway repairs & detours. A great improvement would be to keep same drivers for same clients, if the client has a definite schedule.
101	Caregiver	70 & over	Phys or Vis	Ment or Emot	WC	The people are very nice.	
102	Pass/SR	Under 35				That they are their to take you safely to your work or doctors appointments, etc.	The planning of each customers for everyday needs to be a lot more organized. There is a definite lack of communication & professionalism there. No one should have to reschedule a doctors appointment.
103	Caregiver	35-49				I like the county service because I have a good way to get to my dialysis & get back to my home.	

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
104	Pass/SR	70 & over	Phys or Vis			Courteous drivers.	Time of pick ups.
105	Pass/SR	35-49	Phys or Vis		WC		All of it.
106	Pass/SR	70 & over	Phys or Vis			The driver is nice & helpful.	To pick up people on time & get them to the appointment on time.
107	Pass/SR	50-59	Phys or Vis		WC	It provides a way for me to get to & from my doctor appointments so I do not have to sit at a bus stop in the rain.	
108	Pass/SR	50-59	Phys or Vis			Transportation to medical facilities.	Answering the phone.
109	Pass/SR	50-59	Phys or Vis			It is very convenient.	No improvements that I can think of.
110	Caregiver	50-59	Phys or Vis			All the drivers are nice & helpful.	About every time I have to call because the ride is not here on time.
111	Pass/SR	Under 35	Phys or Vis	Ment or Emot		Always on time & very careful about driving.	When calling for bus tickets for them to be nicer when answering the phone & to answer quicker.
112	Pass/SR	35-49		Ment or Emot		It needs improvements & more pleasant personnel.	Personnel organization & route scheduling.
113	Pass/SR	50-59		Ment or Emot		The bus passes come on time to me.	I can't find anything wrong. Just keep up the good work.
114	Pass/SR	35-49	Phys or Vis			It's very helpful for people like me.	The door-to-door service & pickup time.
115	Caregiver	70 & over	Phys or Vis			On time.	
117	Pass/SR	60-69	Phys or Vis			It helps me to keep my appointments with my doctors.	When I need to be picked up, the waiting time is too long. When the van picks me up to take me home from the doctor it is a long wait.
118	Pass/SR		Phys or Vis	Ment or Emot		Good service.	
119	Pass/SR	70 & over	Phys or Vis			Cost & drivers.	New drivers need more training before being put on a route. Better knowledge of roads & streets in the area.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
120	Pass/SR	60-69				I like access to a ride for work. My car is not always dependable. I don't like the big vans. I wish I could ride in one of the cars every day & leave the vans for people with disabilities, real disabilities, not just because I'm 60 plus years.	Arrival & pickup time from work. The different drivers every day are so different the timing is unpredictable. I once called to not be picked up until I let it be known & the drivers came every morning for 4 days regardless! I was told to call the supervisor. I did & got a voice mail. I also received a pretty unpleasant letter in the mail from the company. Now I drive my car.
121	Pass/SR	70 & over	Phys or Vis			I would not be able to get out of the house. Plus I would not be able to get to my doctors appointment.	In every service there's always a little room for improvement. But I know it's all being worked on.
122	Pass/SR	35-49	Phys or Vis	Ment or Emot			Mailing out tickets on time?
123	Pass/SR	60-69	Phys or Vis		WC	They are helpful sometimes. I would like to be there on time.	Being there when I need to be.
124	Pass/SR	Under 35		Ment or Emot		They strive to get their passengers to work on time & try their hardest to arrive at the work destination when they're supposed to.	Sometimes I wish the driver could give me a call to let me know when they are coming for me when they're running late. I keep thinking that maybe I messed up my transportation & they forgot me.
125	Caregiver	Under 35	Phys or Vis		WC	With the several trips sometimes on a daily basis & the cost of fuel it does help.	It would be nice but understandable if can't be addressed to increase fuel amount.
126	Pass/SR	35-49	Phys or Vis			The Greensboro drivers are more prompt & organized.	High Point drivers need to be more responsible in picking up & returning for the clients. You are sometimes late getting to your appointments.
127	Pass/SR	60-69	Phys or Vis			I like the service very well. I've only been left at doctors office once. I waited 2 hours & rode the bus home.	Not be late picking up client from their appointment.
128	Pass/SR	50-59	Phys or Vis	Ment or Emot			Courteous drivers. Arrival time. Two dispatchers are rude. Dispatch doesn't have a clue as to what the drivers are doing or where they are.
129	Pass/SR	Under 35		Ment or Emot		Since we don't live on bus line, I can get to work without causing concern for my mom who works long hours.	I like & appreciate the services.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
130	Pass/SR	35-49	Phys or Vis	Ment or Emot		It is affordable.	Being more timely for pickups & returns home.
131	Pass/SR	35-49	Phys or Vis			When a problem arises GCT&MS try their best to solve the problem.	The van is very noisy. Please could someone solve that problem of the van making that loud noise?
132	Pass/SR	50-59		Ment or Emot		Drivers are very courteous & professional.	Attitude of dispatch worker! Had a problem with her several times & so have other passengers. Most of all they pick us up 1 1/2 to 2 hours before our appointment time then have to wait again a long time to be picked up. One 15 minutes doctors appointment can take up to 3 hours to complete! Your 1 1/2 hours pickup time is ridiculous! Honestly everyone thinks so!
133	Pass/SR	Under 35	Phys or Vis	Ment or Emot		Drivers.	Vehicles & seats.
134	Caregiver	50-59	Phys or Vis		WC	Their timeliness.	
135	Pass/SR	Under 35		Ment or Emot		The friendly drivers.	The time of arrival & departure.
136	Pass/SR		Phys or Vis			NR3 & NR3- they are so friendly & love their work. We aren't clients, we're friends.	More gas on the cards because of gas prices.
137	Pass/SR	35-49	Phys or Vis	Ment or Emot		That I do have a ride.	More vans so I could come straight home.
139	Caregiver			Ment or Emot			On time.
140	Caregiver			Ment or Emot			On time.
141	Caregiver	70 & over		Ment or Emot		Dependability. We can depend on them however late the time.	Scheduling - a regular driver would help.
142	Pass/SR					I like everything so far unless something changes.	More drivers.
143	Pass/SR	35-49		Ment or Emot		Everything.	
144	Pass/SR	50-59	Phys or Vis				We need transportation longer in the evenings & on weekends.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
145	Pass/SR	50-59	Phys or Vis			Courteous people at Guilford.	Pick up times, having a ride home without waiting quite so long or a no-show. Thank you.
146	Pass/SR	50-59	Phys or Vis	Ment or Emot		Can call 2 days in advance & receive service.	Courteous & knowledgeable phone workers & knowledgeable drivers. Mine was from High Point & not familiar with Greensboro.
147	Pass/SR	60-69	Phys or Vis			I like it very much. I do not know what I would do without them.	
148	Pass/SR	60-69	Phys or Vis			Door to door.	Pickup times closer to end of appointment time.
149	Pass/SR	70 & over	Phys or Vis			Arriving on time & helping us.	
150	Pass/SR	Under 35	Phys or Vis			Helpful.	
151	Pass/SR	35-49	Phys or Vis			Nothing. I was treated rudely & talked down to so I chose not to ride no more. God has made a way for me to get around.	Being more courteous, more helpful, more organized. Needs to listen when someone has a complaint. Be willing to address the situation with your workers because some of them are very nasty. That's why I no longer ride your transportation bus. I want you to know who I am!
152	Pass/SR	Under 35				It does usually come.	To be on time more & nicer acting drivers that know the route. They need 2 teach them the route.
153	Caregiver	50-59	Phys or Vis	Ment or Emot			
154	Pass/SR	Under 35	Phys or Vis		WC	I can go to my appointment, that's it.	Picking you up at your appointment on time & not being an hour or two late.
155	Pass/SR		Phys or Vis				Picking up takes hours at times.
156	Pass/SR	60-69		Ment or Emot			Improvement on being on time.
157	Pass/SR	50-59	Phys or Vis			The courtesy of the drivers & the courteous of reservation operators.	Getting me on my doctors appointment on time.
158	Pass/SR	60-69	Phys or Vis		WC	Seniors services.	Everything.
160	Caregiver	35-49	Phys or Vis	Ment or Emot	WC	They pick up on time for appointment but not on time for getting you back home.	Going back home when you are finished with your doctors appointment.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
161	Caregiver	Under 35		Ment or Emot		Not much at all!	Picking passengers back up in a timely manner.
162	Pass/SR	60-69	Phys or Vis		WC	Availability.	More exact time information & call from office.
163	Pass/SR	50-59	Phys or Vis			My safety & on time.	Arrives too early sometimes.
164	Pass/SR	70 & over	Phys or Vis			They get me where I'm going on time.	After getting me to my appointment, come back & get me on time!
165	Pass/SR	35-49	Phys or Vis	Ment or Emot		The service overall does not discriminate.	
166	Pass/SR	50-59	Phys or Vis			That it is available for a nominal fee.	New drivers don't know areas. Arrive late for my connection. Missed two important appointments because of this.
167	Caregiver	50-59	Phys or Vis			Able to get to work at Lifespan.	Would love to know when to expect van. Have been here at 6:30, sometimes 8:00.
168	Caregiver	Under 35				Help with transportation.	Coming to pick me up after my appointment is over. Sometimes I wait hours & hours to be picked up.
169	Pass/SR	70 & over	Phys or Vis			The drivers are friendly & that makes my ride pleasant.	Being able to reach dispatch after 4 p.m.
170	Caregiver	70 & over	Phys or Vis	Ment or Emot		Most of your drivers are very courteous & drive well.	The drop off time is very irregular & can't count on it.
171	Pass/SR	70 & over	Phys or Vis			A ride & back home.	Picking up on time.
172	Caregiver	Under 35	Phys or Vis			When I call for a gas voucher that they don't hesitate to get me one in the mail.	
175	Pass/SR	60-69				I can count on being on time for my appointment.	Keep doing what you're doing.
176	Pass/SR	50-59	Phys or Vis				I think you need to change the hours to make a pickup time to after 1:00 p.m. for the next pickup.
177	Pass/SR	50-59	Phys or Vis		WC	Transportation.	Everything is fine.
178	Pass/SR			Ment or Emot		Friendly staff.	Recipient pickup to & from appointments. Sometimes they are too early & sometimes you have to wait to get home.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
179	Pass/SR	50-59	Phys or Vis			That they take me to & from my doctor without having any problem.	Picking up people on time & taking them home on time. When they don't take us to the doctor on time they won't see us & we still have to pay the doctor. That's not right. Please try to pick us up on time. Thank you.
180	Pass/SR	Under 35					
181	Caregiver	50-59					
182	Pass/SR	60-69	Phys or Vis			Door to door service.	Arrival time. Accurate communication.
183	Pass/SR	50-59	Phys or Vis			It gets you to your appointment.	Picking you back up from your appointment. It takes too long!
184	Pass/SR	Under 35				Polite drivers & dispatchers.	
185	Caregiver	Under 35				It is a service that is worth having & is deeply needed & your company has been a step up from others before. Some improvements are needed.	Respect each other's communication between dispatchers & drivers. Some are very unprofessional & if they could arrange trips more efficiently according to time/area. Have a knowledgeable driver help plan the area.
186	Pass/SR	Under 35				It is free & accurate & works well with people.	More pickup & drop-off times.
187	Caregiver	35-49		Ment or Emot		The availability of the service.	Pickup & drop-off times.
188	Caregiver	Under 35	Phys or Vis			That they are there to help people when needed! To help people that can't drive or that aren't able to get around by themselves.	Some of the drivers & their attitudes & how they talk to people they ride around!
189		50-59	Phys or Vis				To be on time for pickup & taking you home.
190	Pass/SR	50-59	Phys or Vis				Need to improve on your return. Need to be on time.
191	Caregiver	70 & over		Ment or Emot		It provides a much needed service.	Picking up on a reasonable time, i.e. 20 minutes before or after.
192	Pass/SR	Under 35		Ment or Emot		I can get to work & can get to the doctor.	
193	Pass/SR	50-59	Phys or Vis			Service at it's best.	Perfect.

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
195	Pass/SR	35-49		Ment or Emot		I need it.	Sending the tickets in a timely manner.
196	Pass/SR	70 & over	Phys or Vis		WC	Availability, courteous employees.	
198	Caregiver	35-49	Phys or Vis		WC	Nothing!	Better drivers with better attitudes.
200	Pass/SR	Under 35				Helping their rides get where they need to be on time.	Need more than one phone line.
201	Pass/SR	35-49				They will give you bus passes if you can't afford 2 buy them.	The amount of time it takes them to pick you up.
202	Caregiver	60-69				Good service.	Nothing. I'm very pleased.
203	Pass/SR	60-69				I like the idea of being picked up & dropped off.	The pickup time & not having to go way out before being dropped off.
204	Caregiver	Under 35				This is a great service because I don't drive & I'm raising my 3 grandchildren.	I've only had one bad service where somebody forgot to pick me up which is still great because there's so many clients.
205	Pass/SR	70 & over	Phys or Vis			Financially helpful.	In case of late doctors appointment, notify recipient of closing time.
206	Pass/SR	Under 35				The drivers.	
207	Pass/SR	70 & over	Phys or Vis			I wouldn't have any way to go to the doctor without this service.	I have been left without getting picked up until late, but they did get me. Please be on time.
208	Pass/SR	70 & over	Phys or Vis			They have me down to pick me up in a car because I have a bad leg.	The drivers need to locate (?) by her boss. I would make things a lot better because when some of them come out they don't even know my name.
209	Pass/SR	Under 35	Phys or Vis			They take you where you want to go.	Their vans need to be fixed.
211	Pass/SR	Under 35					That they be on time & the dispatch operator needs to let the drivers know when a passenger calls in.
212	Pass/SR	35-49	Phys or Vis			The fact that your employees appear to be happy & all of them have been always very helpful.	I have waited a long time to get picked up after appointment
213	Pass/SR	60-69		Ment or Emot		I am not walking.	Seat belt catches!

CASE	Caregiver or Pass/SR	Age Range	Disabled	Disabled	WC?	What do you like best about this County service?	What do you think needs improvement?
214	Caregiver	35-49		Ment or Emot			Timely service. They are always early or late.
215	Pass/SR						Getting patient to where they have to go on time. Arriving to patient house on time.
216		60-69	Phys or Vis			The best I like about this service is that it is very helpful to people like me who don't have transportation to get to their appointments when we have ours.	If it's possible I wish the pickup time calls be 30 minutes before appointments.
217	Pass/SR	Under 35		Ment or Emot		That I don't have to depend on others for a ride.	Be more on time.

Names Mentioned:

Name References	Comments
NR1	Accountability until working with Mark Kirstner about erratic arrival time. I found myself so frustrated dealing with late arrivals. The regular drivers for this route are excellent (Tonya & Fred). Others are very indifferent toward my 85 year old mother.
NR2	Drivers, especially Rodney .
NR3	Sheila & Ms Bonlin - they are so friendly & love their work. We aren't clients, we're friends.



Guilford County Transportation & Mobility Services

Satisfaction Survey

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Please help our department serve you and others better. This anonymous survey is being conducted by an independent research firm, and your name is not needed.

➤ Please return your completed survey in the postage-paid envelope by **April 4th 2008.**

Your participation is greatly appreciated!

➔ **ATTENTION CAREGIVER:** Either the service recipient or you may complete this survey for them.

1. Which best describes you? (Check one)
- Caregiver for someone we serve
 Passenger or service recipient
2. Which services do you receive from Transportation & Mobility Services? (Check all that apply)
- Bus tickets You ride van / minibus
 Car repair Fuel reimbursement
 Car insurance
3. What types of rides, if any, are received? (Check all that apply)
- To work Adult day care
 For medical care Senior center / Nutrition site
 For education Other, please list _____

Please indicate how strongly you disagree or agree with the following statements.

Leave any statement **BLANK** that you find unclear or that does not apply.

	☹						☺
	Strongly Disagree						Strongly Agree
	1	2	3	4	5	6	7
4. Overall, I am satisfied with Guilford Co. Transportation & Mobility Services.	○	○	○	○	○	○	○
5. In general, Transportation & Mobility Services is good to work with.	○	○	○	○	○	○	○

Reservations:

The reservation operators...

	1	2	3	4	5	6	7
6. ... answer the phone in a timely manner.	○	○	○	○	○	○	○
7. ... are courteous.	○	○	○	○	○	○	○
8. ... are professional.	○	○	○	○	○	○	○
9. ... are helpful.	○	○	○	○	○	○	○
10. ... are knowledgeable.	○	○	○	○	○	○	○
11. ... are accurate in their work.	○	○	○	○	○	○	○

Dispatch:

The dispatch operators...

	Strongly Disagree						Strongly Agree
	1	2	3	4	5	6	7
12. ... answer the phone in a timely manner.	○	○	○	○	○	○	○
13. ... are courteous.	○	○	○	○	○	○	○
14. ... are professional.	○	○	○	○	○	○	○
15. ... are helpful.	○	○	○	○	○	○	○
16. ... are knowledgeable.	○	○	○	○	○	○	○
17. ... are accurate in their work.	○	○	○	○	○	○	○

Continued on Next Page ➔

Drivers:

		Strongly Disagree					Strongly Agree	
<i>The drivers...</i>		1	2	3	4	5	6	7
18.	... arrive when expected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19.	... are professional in their appearance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20.	... are courteous.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21.	... are helpful in getting passengers <i>in and out of the vehicle</i> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22.	... are helpful in getting passengers <i>to and from the door</i> .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23.	... drive safely.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<i>In general, Guilford Co. Transportation & Mobility Services...</i>		1	2	3	4	5	6	7
24.	... is responsive to my needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25.	... resolves problems in a timely manner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26.	I feel secure when riding in the vehicle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27.	The fees for this service are reasonable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28.	When bad weather causes schedule changes, the notification process is adequate (Media and web site)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29.	I would recommend Guilford Co. Trans. & Mobility Services to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30.	For passengers that pay a fare: I would prefer a bus ticket or bus pass as opposed to being billed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments about #30 _____

31. When riding on our vehicles, which of these would be most important to you? **(Choose up to 3 items.)**
- Arriving on time
 - Accurate communication
 - Courteous / helpful drivers
 - Door-to-door service
 - Timely communication
 - Solving problems quickly

32. How dependent is the service recipient on this service?
- Not at all dependent
 - Somewhat dependent
 - Very dependent

33. Age range of person receiving service:
- Under 35
 - 35-49
 - 49-59
 - 60-69
 - 70 & over

34. What disabilities, if any, does the service recipient have? **(Choose any that may apply)**
- Physical or visual
 - Mental or emotional

35. Does the service recipient require wheelchair lift equipment?
- Yes
 - No

36. Zip Code of service recipient: _____

What do you **like best** about this County service?

What do you think **needs improvement**?

Thank you once again for your participation!

Appendix B Measurements and Statistical Analyses

The following section provides a general description of each of the measurements and statistical analyses applied to the responses received to this survey. Much more detailed descriptions of the measures and analyses are available in a variety of statistics books available to the public through local libraries or bookstores.

Average (Mean):

The average is a single measure used to represent a group of numbers or scores. It can be thought of as a point of balance where the sum of all of the numbers falling above it is the same as the sum of all of the numbers falling below it. Mathematically, the average is expressed as the sum of all of the scores divided by the total number of scores.

It is important to note that the average is sensitive to extreme scores. That is, if most of the scores being averaged fall very close to one another with the exception of one score which is far higher or lower than the rest, that one score can have considerable influence on the average. In some cases the influence of the extreme score is so great that the resulting average could be a misleading representation of the total group of numbers.

Median:

The median is another single measure that can be used to represent a group of numbers or scores. It can be thought of as the middlemost score in a series of rank ordered scores. That is, the median can be calculated by rank ordering all of the scores of interest from lowest to highest, and finding the score that is exactly half-way down the rank-ordered list (or the 50th percentile). Thus, for example, the median of the series of scores (2, 3, 6, 8, 9) is '6'.

In contrast with the average, the median is NOT sensitive to extreme scores. By simply being the middlemost score in a rank ordered list of scores, the median is not influenced by extremely high or low scores. It can therefore be a useful measure, which may present a more accurate representation of the total group of numbers under certain conditions.

Consider the following example. Suppose you wanted to find a number that would best represent the value of houses in a particular community. Further suppose that there are 5 houses in the community appraised at the following values:

Home 1	\$85,000
Home 2	\$90,000
Home 3	\$110,000
Home 4	\$115,000
Home 5	\$340,000

As can be seen from the table, 4 out of the 5 houses fall between \$85,000 and \$115,000. Thus, you might expect that a single number used to represent the 'general' value of homes in that community would fall somewhere in that range. Indeed, the Median score for the values listed is \$110,000 as expected. In short, the Median is not impacted by the fact that 1 of the 5 houses has a much higher value than any of the others. By contrast, the AVERAGE value of the homes in this community would be calculated as \$148,000 since the one extreme score impacts it.

The differences between the average and the median as seen in this example generally diminishes as the number of scores being evaluated increases.

Standard Deviation:

The standard deviation reflects the amount of variability that exists in a set of scores around the average. In short, if most of the scores in a group of scores are close to one another, there is little variability in the scores around the average so the standard deviation is small. By contrast, if the scores vary wildly from one extreme to the other, then the standard deviation is large. By understanding the standard deviation, you can get a sense of how 'tight' or 'spread out' the scores in a group are around the average.

For example, consider these two distributions of numbers:

11	Average = 14 Std. Dev. = 2.3
12	
14	
16	
17	

2	Average = 14 Std. Dev. = 8.5
8	
14	
20	
26	

Notice that the average in both cases is the same. However, the numbers are clustered much more tightly around the average for the first group of scores (i.e. have a smaller standard deviation) than the scores in the second group which are much more spread out (i.e. have a much larger standard deviation).

T-Tests:

The T-test is a useful statistical test which compares the responses from two groups (which are treated differently in one way or another) to see if the scores generated by the 2 groups are essentially the same, or whether they are significantly different from one another. If the test shows the responses from the two groups are significantly different, then you can conclude that the different treatments the 2 groups received had an impact on their responses. If however, there is no significant difference found, then you conclude the different treatments had no effect on the groups' scores.

As an example; if a class of students was broken into 2 groups, and one group learned math using Book 'A' while the other group learned math using Book 'B', a T-test could be calculated to determine if Book 'A' or Book 'B' did a better job of helping the students learn math. A significant difference between the two would indicate that the book yielding the highest student scores on a math test served as the better text for students to learn from. A finding of no significant difference would indicate both books are equally effective in teaching math.

ANOVA - (Analysis of Variance):

Similar to the simpler T-Test, the ANOVA enables you to compare more than 2 groups against each other to see if a treatment had any significant effect on the responses. Extending the example given under T-Tests, the ANOVA could be used to compare the impact of 3 or more different books on students learning math. If no significant difference is found, then you conclude that none of the 3 books is any better or worse at helping teach math to students. If a significant difference is found, then additional analyses (called Post Hoc analyses) need to be conducted to determine the source of the difference. Thus for example if Book 'A', Book 'B' and Book 'C' are being tested, and a significant difference is found, then it is important to determine if scores on a math test for students using Book 'A' are better than, worse than, or the same as Books (B&C). Similarly, we would want to test to see if differences existed between Books 'B' & 'C' as well.

MANOVA - (Multivariate Analysis of Variance):

The Multivariate Analysis of Variance (MANOVA) is a simple extension of the ANOVA with the primary difference being that of having more than one Dependent measure (or measure of performance) to be evaluated. Continuing with the example provided in the ANOVA description, a MANOVA would be computed if the 3 or more different math books were evaluated in terms of their impact on more than one measure of a student's learning such as 1) their scores on an in-class math test, and 2) their scores on the math portion of an achievement test or SAT test. Thus, for example, it is possible that books A, B, and C are found to have a significant impact on in-class math test scores, but have no significant impact on achievement or SAT scores. If a significant difference is found for any of the Dependent Measures taken, then further analysis must be conducted to determine where the significant differences exist. Specifically, in this example, it would be important to determine which book or books are better or worse at helping teach math to students as reflected by in-class math test scores. By contrast, no additional computations are required regarding the books' impact on achievement or SAT scores since no significant effects were found.

Correlation:

The correlation is a measure of how closely related 2 or more items are. A "positive" correlation indicates that 2 or more items are closely related (e.g., height and weight are positively correlated since in general, the taller someone gets, the more they weigh). A "negative" correlation exists when two or more items are related in opposite directions (e.g., number of children in a family, and amount of money available to save each month might be negatively correlated. That is, the more children you have in the family, the more expenses you have to pay each month, which reduces the amount of money left to put in savings.) A finding of no correlation means there is no relationship between the two items. For example, no correlation exists between shoe size and eye color. That is, neither item depends on or is in any way related to the other item.

Correlation measures can be extremely useful in survey analysis. Specifically, correlation analyses help identify those items which are related to one another. Thus, knowing how a person responds to one item can help predict how they will respond to another correlated item.

Multiple Regression Analysis:

Where-as the Correlation is a measure of how closely related 2 or more items are, Multiple Regression Analysis techniques use correlations to analyze the relationships between **many** 'predictor' variables and a Dependent measure. Thus, for example, a car salesman may want to determine which attributes of a car (color, style, name, size, etc.) are most highly related to (or serve as the best predictor of) the price the purchaser is willing to pay for a car. In this case, color, style, name, and size are considered to be potential predictors, while the price paid is the dependent measure of interest. A multiple regression analysis might reveal that style and name are the best predictors of price, while the predictive value of color and size is negligible.

Similarly, multiple regression analysis can be extremely useful in survey analysis where the investigators are most interested in determining which items being rated are the best predictors of an item of interest such as "overall satisfaction", or "willingness to be a repeat customer", etc.