



Constant Contact Survey Results

Survey Name: LinkFM Ridership Survey

Response Status: Partial & Completed

Filter: None

11/13/2017 6:41 PM CST

TextBlock:

LinkFM operates from 7:00am to 7:00pm Monday through Friday, and from 10:00am to 5:00pm on Saturday. The route features a continuous loop starting and ending at the Moorhead Center Mall. LinkFM arrives every 15-20 minutes at each stop along its route and is within walking distance of numerous popular destinations throughout the downtown's of Fargo-Moorhead.

*1. Have you used LinkFM in the past year?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			85	63.4 %
No			48	35.8 %
No Response(s)			1	<1 %
Totals			134	100%

2. How would you rate the overall service of LinkFM?

1 = Poor, 2 = Below Average, 3 = Average, 4 = Above Average, 5 = Excellent

	1	2	3	4	5	Number of Response(s)	Rating Score*
						81	4.0

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

3. Please rate the ease of use with LinkFM.

1 = Very Difficult, 2 = Difficult, 3 = Neutral, 4 = Easy, 5 = Very Easy

	1	2	3	4	5	Number of Response(s)	Rating Score*
						80	4.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

4. Have you used LinkFM for any special events downtown?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			47	35.0 %
No			30	22.3 %
No Response(s)			57	42.5 %
Totals			134	100%

5. What special events have you used LinkFM for? - Please check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Street Fair			38	80.8 %
Unglued Craft Fest			6	12.7 %
Celtic Festival			2	4.2 %
Scandinavian and Viking Festival			6	12.7 %
Red River Market			16	34.0 %
TEDxFargo			2	4.2 %
German Kulturfest			3	6.3 %
Holiday Lights Parade			11	23.4 %
Other			6	12.7 %
Totals			47	100%

6. Please rate your experience with riding LinkFM during special events. - Type any comments related to your experience during special events in the box below.

1 = Poor, 2 = Below Average, 3 = Average, 4 = Above Average, 5 = Excellent

	1	2	3	4	5	Number of Response(s)	Rating Score*
						47	4.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

7. What have you used LinkFM for? - Please check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Work			26	34.2 %
Shopping			31	40.7 %
Entertainment			35	46.0 %
Restaurants / Lunch			34	44.7 %
Other			18	23.6 %
Totals			76	100%

8. What times of day do you currently use LinkFM? - Please check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
7:00am to 9:00am			12	16.0 %
9:00am to 11:00am			24	32.0 %
11:00am to 2:00pm			46	61.3 %
2:00pm to 5:00pm			42	56.0 %
5:00pm to 7:00pm			25	33.3 %
Totals			75	100%

9. Would you like to see LinkFM operate at any of these other times?

Answer	0%	100%	Number of Response(s)	Response Ratio
6:00am to 7:00am			4	2.9 %
7:00pm to 9:00pm			29	21.6 %
Hours are good as they are.			28	20.8 %
Other			8	5.9 %
No Response(s)			65	48.5 %
Totals			134	100%

10. Does LinkFM have enough bus stops?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			62	46.2 %
No - Please list other stop you would like to see below.			13	9.7 %
No Response(s)			59	44.0 %
Totals			134	100%

11. Are there any improvements you'd like to see for LinkFM?

33 Response(s)

12. Why haven't you tried LinkFM in the past? - Please check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
It doesn't operate during the hours I need.			2	4.3 %
It doesn't travel to the locations i go.			13	28.2 %
I don't understand how to use it.			5	10.8 %
I did not know it was available year round.			6	13.0 %
I'm not interested in this type of service.			17	36.9 %
Other			12	26.0 %
Totals			46	100%