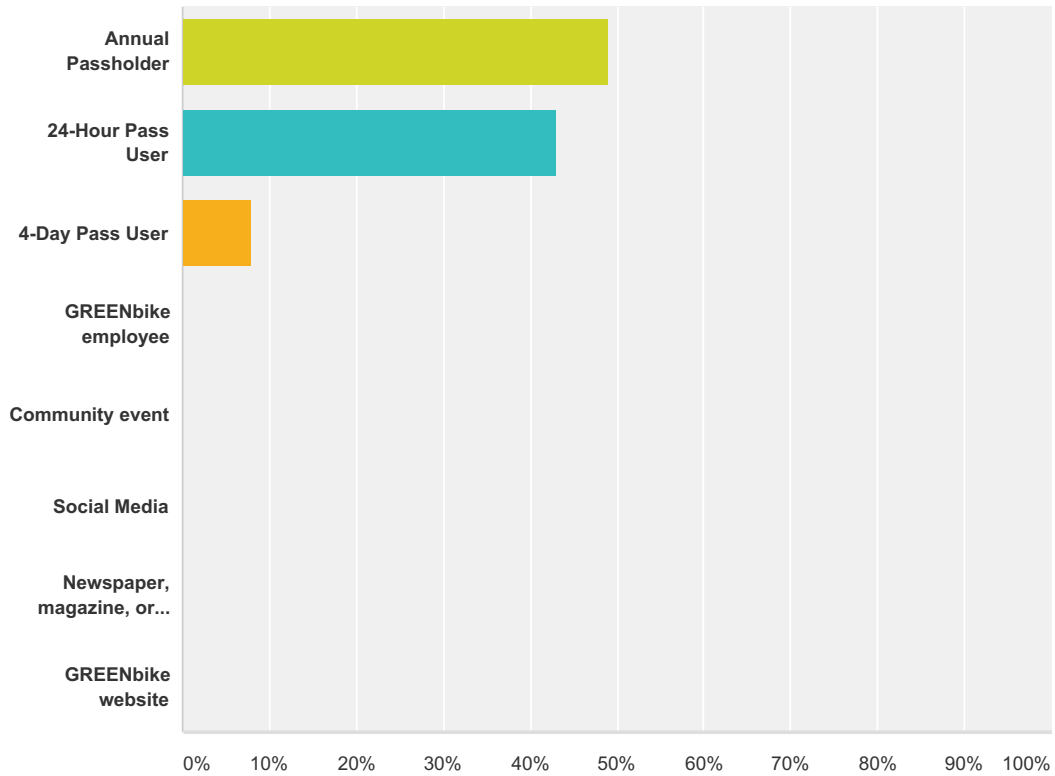


Q1 What kind of GREENbiker are you?

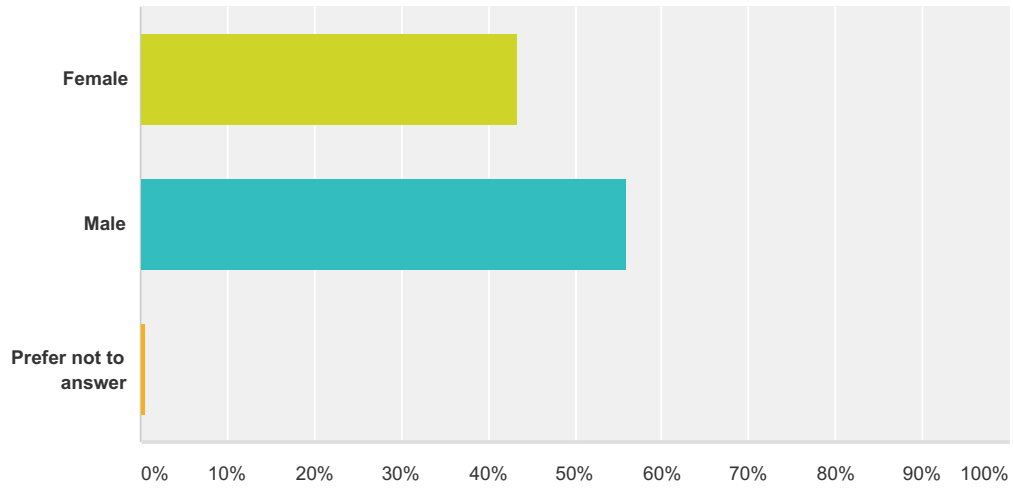
Answered: 288 Skipped: 12



Answer Choices	Responses	
Annual Passholder	48.96%	141
24-Hour Pass User	43.06%	124
4-Day Pass User	7.99%	23
GREENbike employee	0.00%	0
Community event	0.00%	0
Social Media	0.00%	0
Newspaper, magazine, or news broadcast	0.00%	0
GREENbike website	0.00%	0
Total		288

Q2 Are you male or female?

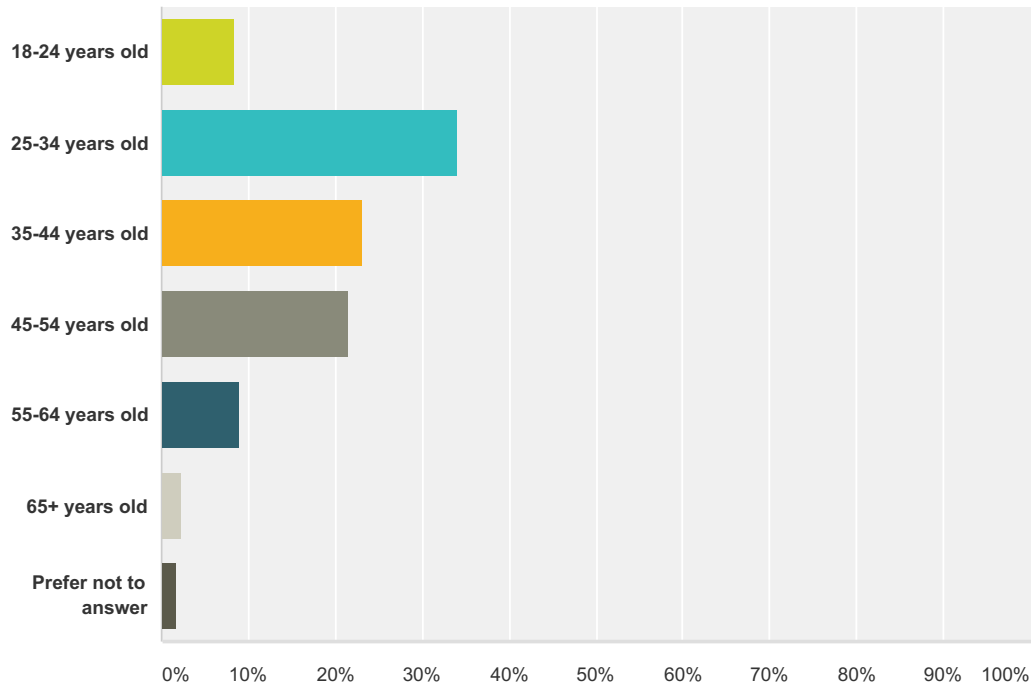
Answered: 299 Skipped: 1



Answer Choices	Responses	
Female	43.48%	130
Male	55.85%	167
Prefer not to answer	0.67%	2
Total		299

Q3 What is your age?

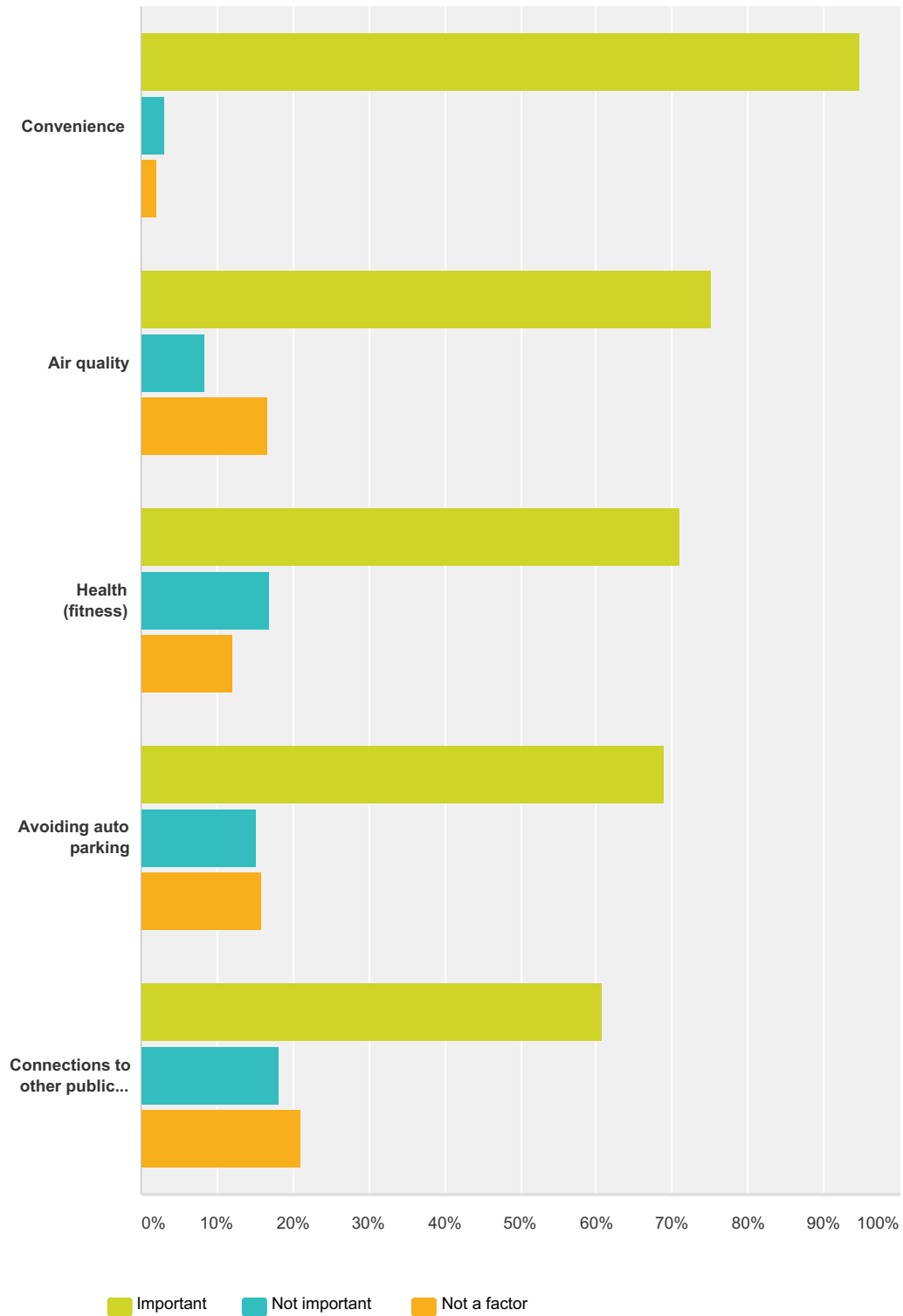
Answered: 299 Skipped: 1



Answer Choices	Responses	
18-24 years old	8.36%	25
25-34 years old	34.11%	102
35-44 years old	23.08%	69
45-54 years old	21.40%	64
55-64 years old	9.03%	27
65+ years old	2.34%	7
Prefer not to answer	1.67%	5
Total		299

Q4 Select the factors that were important in your decision to use GREENbike. You can select more than one.

Answered: 297 Skipped: 3



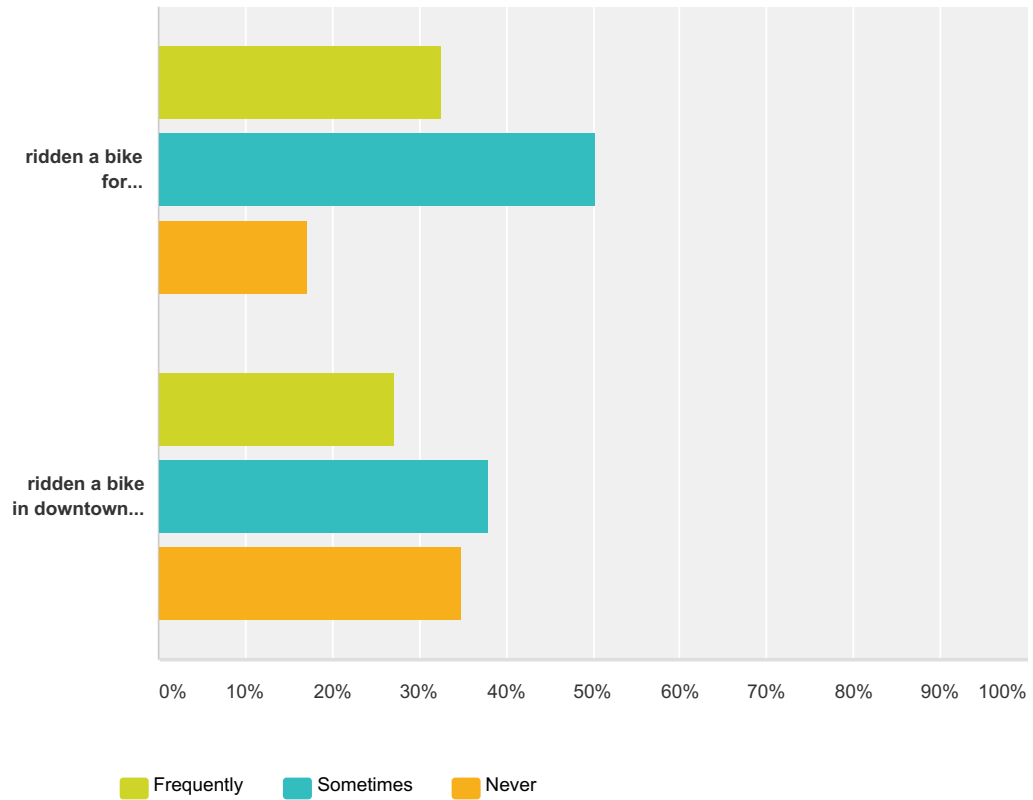
	Important	Not important	Not a factor	Total
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GREENbike Annual Survey 2015

Convenience	94.88% 278	3.07% 9	2.05% 6	293
Air quality	75.09% 217	8.30% 24	16.61% 48	289
Health (fitness)	70.93% 205	16.96% 49	12.11% 35	289
Avoiding auto parking	68.86% 199	15.22% 44	15.92% 46	289
Connections to other public transit options (e.g. bus / rail)	60.70% 173	18.25% 52	21.05% 60	285

Q5 Before using GREENbike, you had...

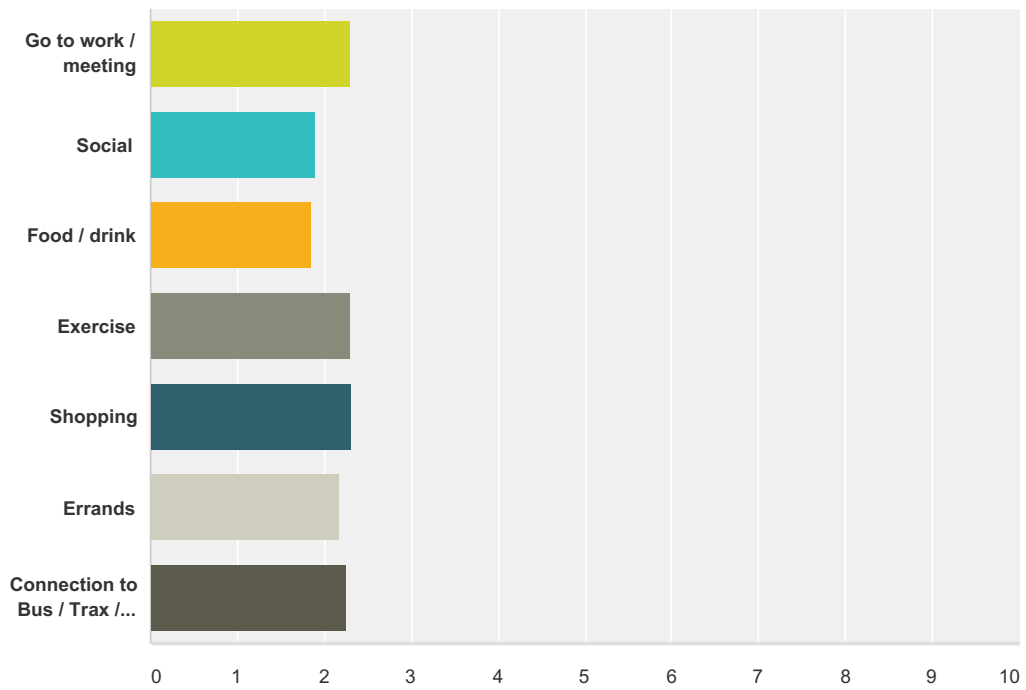
Answered: 277 Skipped: 23



	Frequently	Sometimes	Never	Total
ridden a bike for transportation as an adult.	32.61% 90	50.36% 139	17.03% 47	276
ridden a bike in downtown SLC.	27.11% 74	38.10% 104	34.80% 95	273

Q6 How frequently do you use GREENbike for the following types of trips?

Answered: 277 Skipped: 23



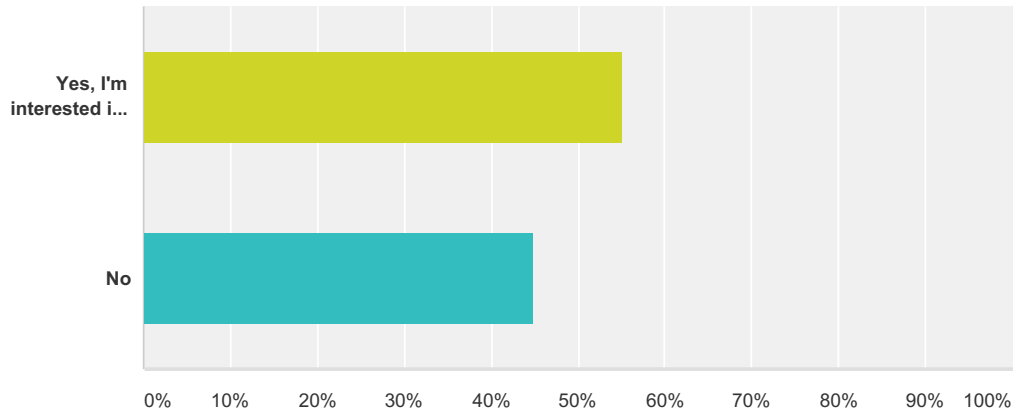
	Frequently	Sometimes	Never	Total	Weighted Average
Go to work / meeting	20.22% 54	30.71% 82	49.06% 131	267	2.29
Social	27.04% 73	56.67% 153	16.30% 44	270	1.89
Food / drink	30.08% 80	54.89% 146	15.04% 40	266	1.85
Exercise	18.73% 50	32.96% 88	48.31% 129	267	2.30
Shopping	12.88% 34	43.18% 114	43.94% 116	264	2.31
Errands	18.80% 50	45.49% 121	35.71% 95	266	2.17
Connection to Bus / Trax / Fronrunner	20.91% 55	33.08% 87	46.01% 121	263	2.25

**Q7 What would make you more likely to use
GREENbike and UTA services?**

Answered: 214 Skipped: 86

Q8 If you use GREENbike + UTA services regularly (or would consider doing so) fill out the info below. We might contact you to participate in a GREENbike/UTA integration program.

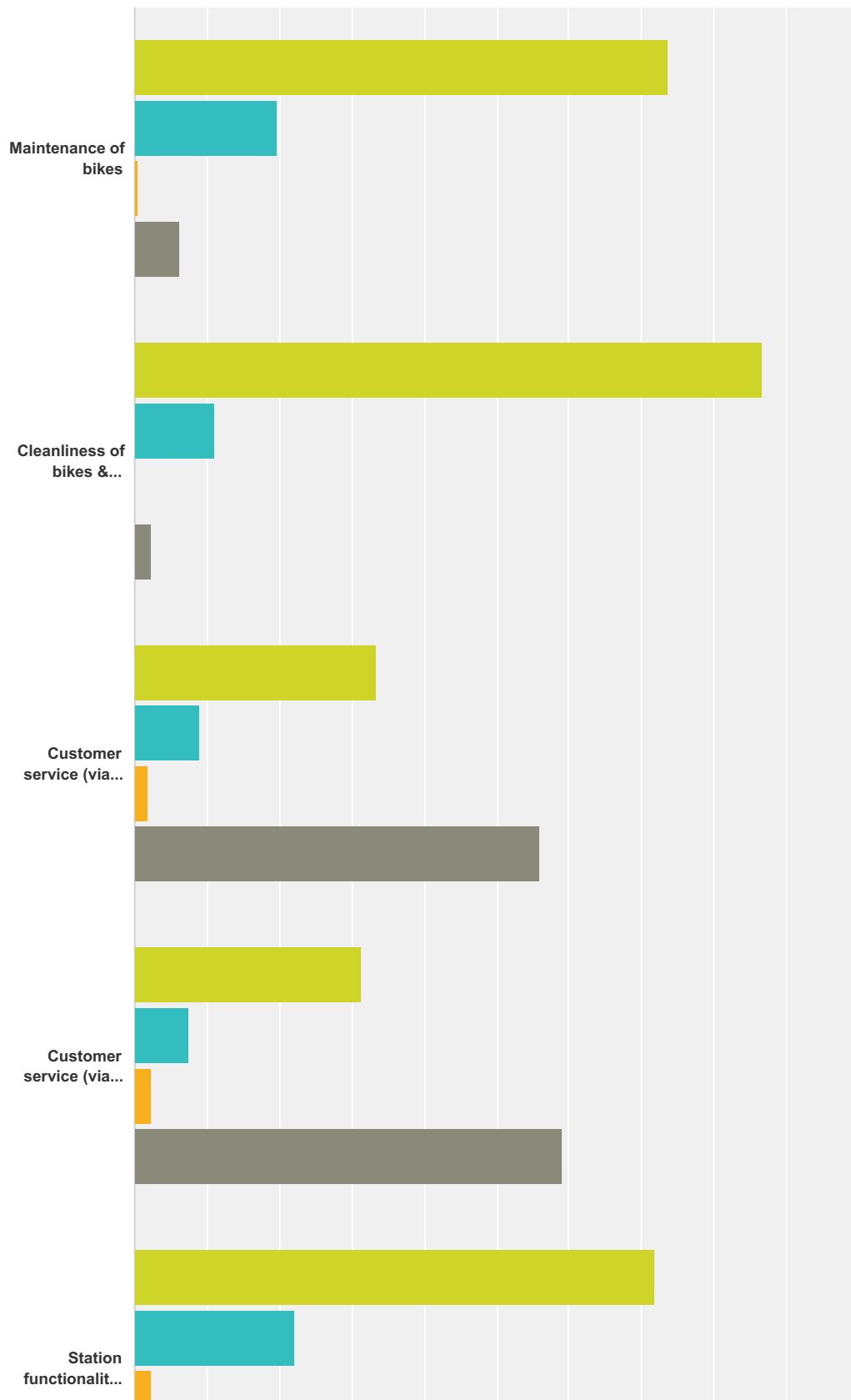
Answered: 259 Skipped: 41



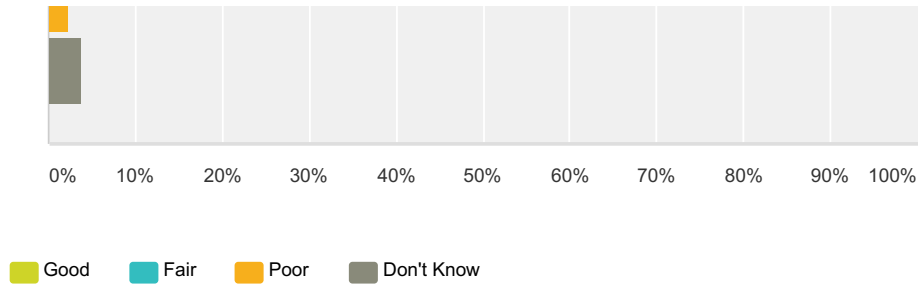
Answer Choices	Responses	
Yes, I'm interested in participating	55.21%	143
No	44.79%	116
Total		259

Q9 How would you rate the following GREENbike features?

Answered: 270 Skipped: 30



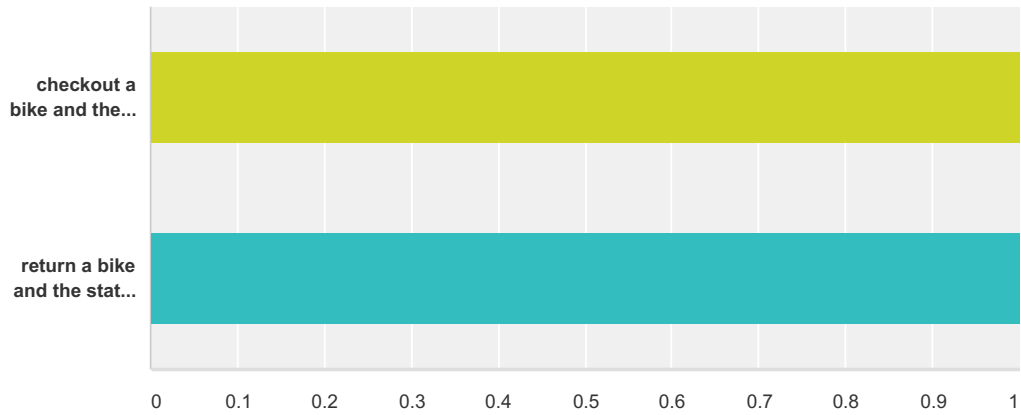
GREENbike Annual Survey 2015



	Good	Fair	Poor	Don't Know	Total
Maintenance of bikes	73.70% 199	19.63% 53	0.37% 1	6.30% 17	270
Cleanliness of bikes & stations	86.67% 234	11.11% 30	0.00% 0	2.22% 6	270
Customer service (via phone)	33.33% 90	8.89% 24	1.85% 5	55.93% 151	270
Customer service (via email)	31.23% 84	7.43% 20	2.23% 6	59.11% 159	269
Station functionality (e.g. bike releases from dock)	71.85% 194	22.22% 60	2.22% 6	3.70% 10	270

Q10 How many times have you tried to . . .

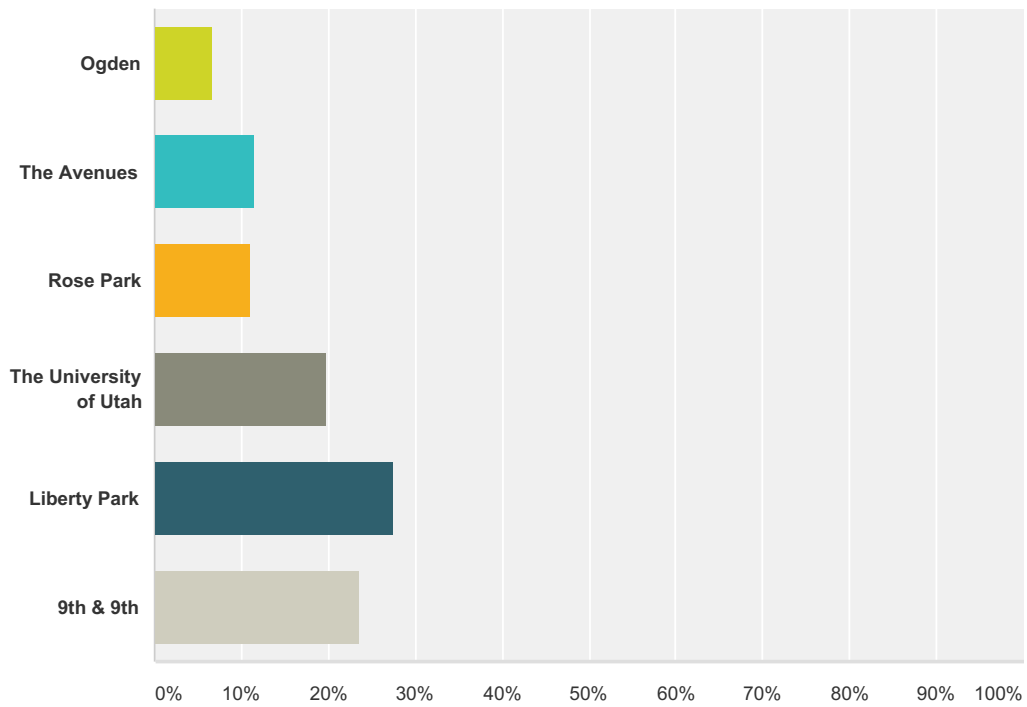
Answered: 270 Skipped: 30



	0 times	1-5 times	6-10 times	11+ times	Total	Weighted Average
checkout a bike and the station was empty?	54.07% 146	42.59% 115	2.59% 7	0.74% 2	270	1.00
return a bike and the station was full?	64.44% 174	31.11% 84	3.33% 9	1.11% 3	270	1.00

Q11 Where do you want GREENbike stations most?

Answered: 228 Skipped: 72



Answer Choices	Responses
Ogden	6.58% 15
The Avenues	11.40% 26
Rose Park	10.96% 25
The University of Utah	19.74% 45
Liberty Park	27.63% 63
9th & 9th	23.68% 54
Total	228

Q12 What are we doing well? What can we improve?

Answered: 138 Skipped: 162

**Q13 Thank you! Enter your email to win
GREENbike SWAG & 1-year of GREENbike
for FREE :)**

Answered: 247 Skipped: 53

Answer Choices	Responses
Name:	0.00% 0
Company:	0.00% 0
Address:	0.00% 0
Address 2:	0.00% 0
City/Town:	0.00% 0
State:	0.00% 0
ZIP:	0.00% 0
Country:	0.00% 0
Email Address:	100.00% 247
Phone Number:	0.00% 0