

RIDE WELL Registered User Survey

Purpose and Survey Goals

From June 16, 2021 to July 16, 2021, the County of Wellington Economic Development Division conducted a survey for all RIDE WELL registered users. In total, the survey yielded 202 individual responses.



The purpose of the survey was to answer the following questions:

- Who is the existing RIDE WELL customer base and how are they are using the service?
- What aspects of the service do customers enjoy?
- What aspects of the service do customers find challenging?
- How can the County of Wellington improve the service for all registered users?

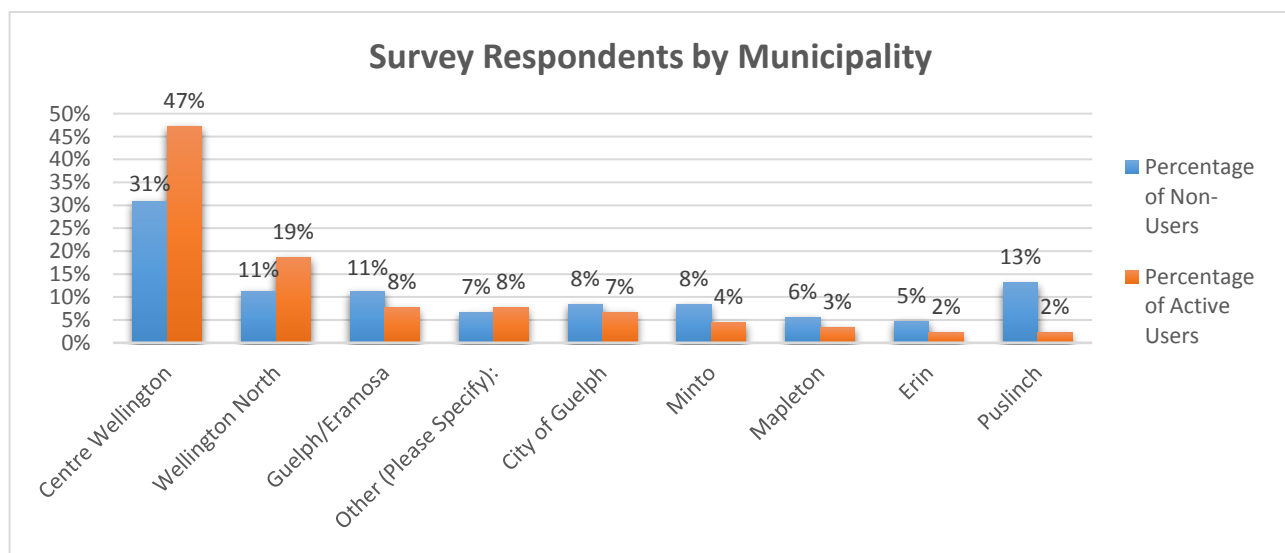
The responses have been filtered by those that have used the service (defined as “Active Users”) and those that have not (defined as “Non-Users”).

Survey Results

Question 1: Where do you live?

	Non-Users	Active Users
Centre Wellington	35	46
Wellington North	12	19
Guelph/Eramosa	13	7
City of Guelph	9	6
Minto	9	4
Mapleton	6	3
Erin	5	2
Puslinch	14	2
Other	4	2
Total	107	91

Other locations include Perth, Milton and Kitchener/Waterloo.



Question 1a: Do you live in town or in the countryside?

	Non-Users	Active Users
Countryside	37	17
Town	64	74
Total	101	91

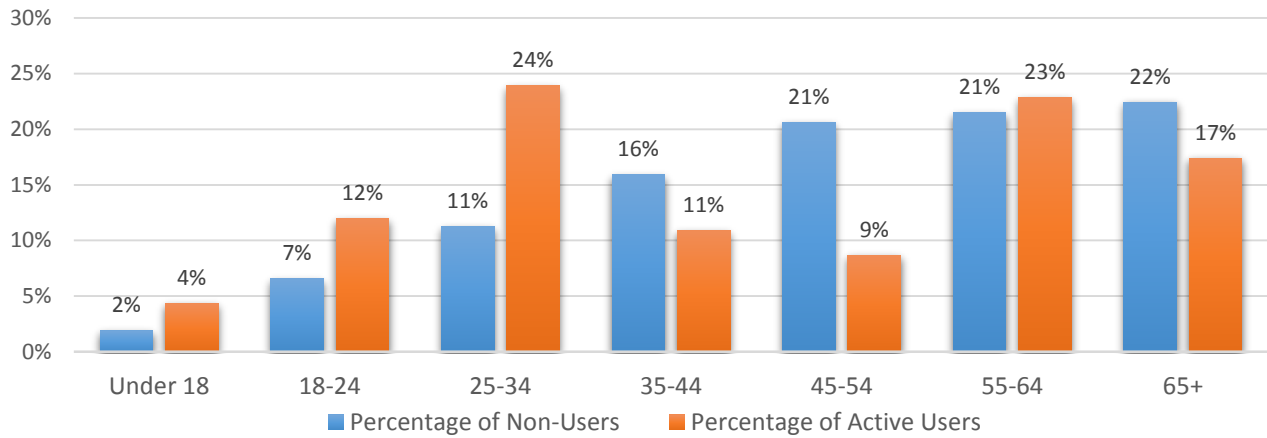
Question 2: How did you hear about RIDE WELL?

	Non-Users	Active Users
Wellington Advertiser	43	31
Friends/Family	13	30
County of Wellington Website	28	23
Social Media	42	14
Other	16	14
Poster/Brochure	4	10
Vehicle out on the Road	4	5
Radio	3	4
Other Methods	Non-User	Active Users
Senior Centre/Long Term Care Home	1	3
County Employee/Councillor	3	2
Google	2	1
Community Resource Centre (CRC)	1	1
Social Service Organizations	1	1
Email	3	
A different Transportation Service	1	
Hospital Staff	1	
GuelphToday	1	

Question 3: What is your age range?

	Non-Users	Active Users
Under 18	2	4
18-24	7	11
25-34	12	22
35-44	17	10
45-54	22	8
55-64	23	21
65+	24	16
Total	107	92

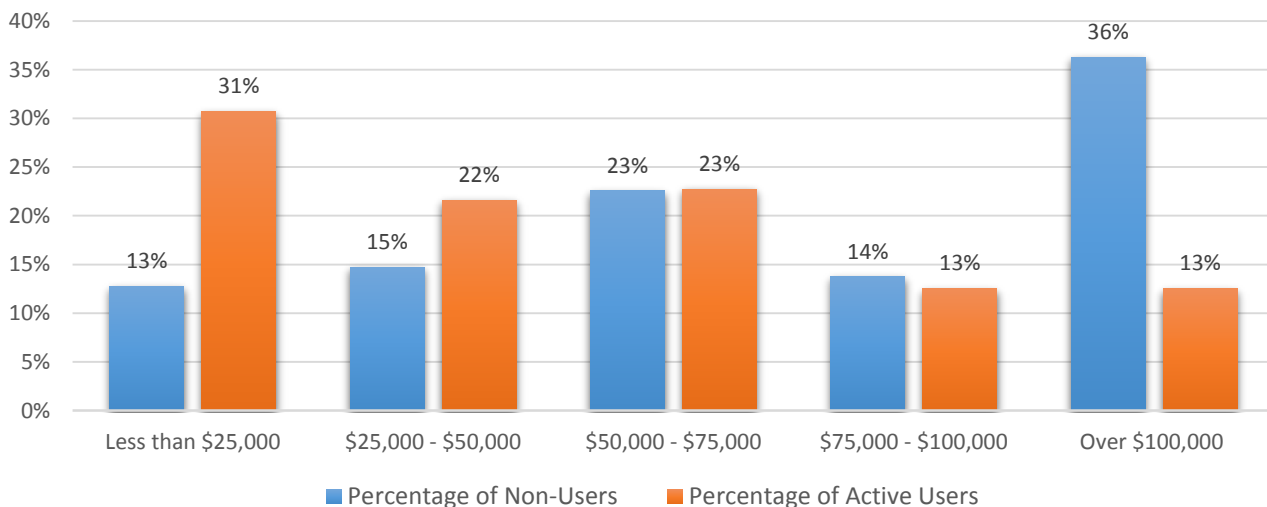
Survey Respondents by Age Range



Question 4: What is your household income range?

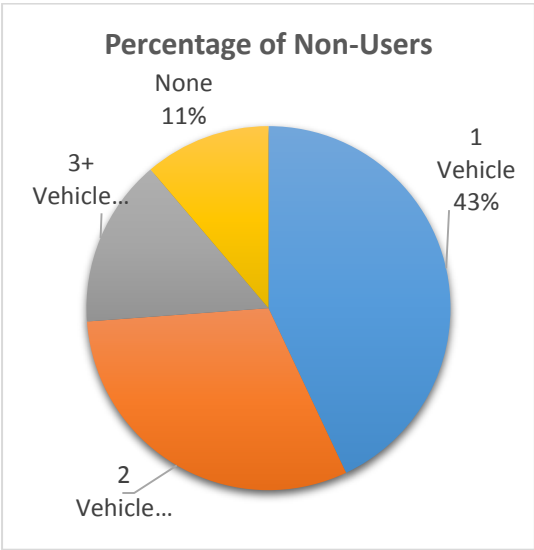
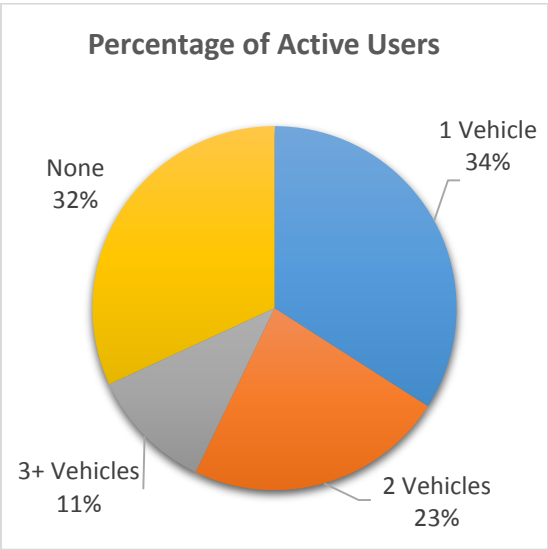
	Non-Users	Active Users
Less than \$25,000	13	27
\$25,000 - \$50,000	15	19
\$50,000 - \$75,000	23	20
\$75,000 - \$100,000	14	11
Over \$100,000	37	11
Total	102	88

Survey Respondents by Income Range



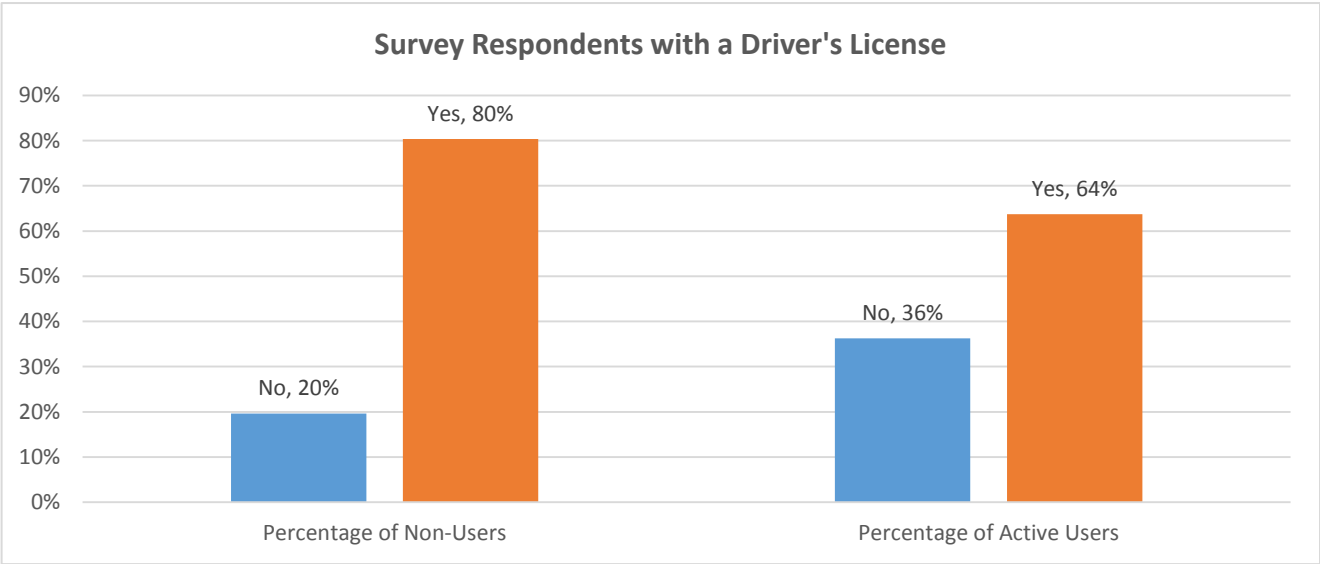
Question 5: How many vehicles does your household have?

	Non-Users	Active Users
None	12	29
1 Vehicle	46	31
2 Vehicles	33	21
3+ Vehicles	16	10



Question 6: Do you have a driver's license?

	Non-Users	Active Users
No	21	33
Yes	86	58
Total	107	91



Question 7: Has COVID-19 impacted your use of RIDE WELL?

	Non-Users	Active Users
No	80	66
Yes	25	25
Total	105	91

“Yes” Covid-19 has impacted my use of RIDE WELL. Please specify how:

	Number of Respondents
Not Travelling/Staying Home due to COVID-19	28
Worried about risk to health	5
Unable to book/Less Availability	4
Lost Job	2
Used it more	1
Better Cost	1

Question 8: Have you used RIDE WELL?

	Number of Respondents
No *identified as Non-Users	107
Yes *identified as Active Users	92
Total	199

Question 8a: (Non-users) What has prevented you from using the service?

Possible Reasons	Number of Respondents
I have my own vehicle	48
I do not know enough about RIDE WELL	27
Limited Service Hours	25
Other	22
No Access to locations outside of Wellington County	10
Trips are too expensive	5
I do not have a credit card or credit-debit card	4
I am not comfortable booking transportation through a mobile app or call center	3
I want to book multiple destinations per booking	3
I do not have an email address	2

Please specify other preventative reasons:

Other Reaseson	Number of Respondents
No need for it	7
I live outside the service area	4
Not enough information	4
COVID-19	3
Personal reasons	3
Difficulty booking	2
Age limitations	1

Question 8b: (Non-users) What would encourage you to begin using the service?

	Number of Respondents
More operating hours (ex. evening, weekend)	17
More Information	7
COVID-19 Easing	6
More User Friendly	2

Question 8a: (Active users) What do you like about RIDE WELL?

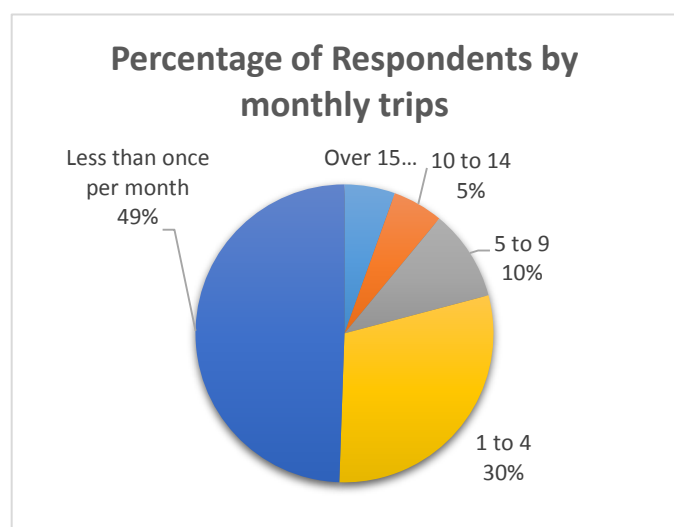
	Number of Respondents
Affordable Transportation	80
I do not have a vehicle and I can still get around	59
Door-to-door Service	56
Using an app/website to book, pay, and track my ride	56
I feel safe in a RIDE WELL vehicle	50
On-Demand Service	49
Calling a toll-free number to book my ride	10
Other	6
Frequent Coupon Codes	5

Question 8b: (Active users) What do you use the service for primarily?

	Number of Respondents
To get to Appointments	52
To get to Work	31
To visit friends or family	26
To go Grocery Shopping	12
Other	12
To get to School	8

Question 8c: (Active users) Approximately how many trips do you take per month with RIDE WELL (a round-trip would be counted as 2 trips)

	Number of Respondents	Percentage
Over 15	5	6%
10 to 14	5	5%
5 to 9	9	10%
1 to 4	27	30%
Less than once per month	45	49%
Total	91	100%



Question 9: Please provide any additional feedback you have about the service.

Insights	Number of Respondents
I enjoy the service!	24
Extend hours (Evenings/Weekends)	20
Have not used the service due to COVID	6
I do not want to share rides	5
The app/website is not user Friendly	4
Credit Card is a challenge	3
Hire more drivers	3
Booking in advance is a challenge	2
Not advertised well	2
Service Boundary Extension	1