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# Picking Up New Ways to Connect with Transit Riders

With the ride-sharing market expected to reach over \$220 billion by 2025, mass transportation faces increasing competition for riders. With this key challenge in mind, one public transit system decided to take a new approach to drive its marketing and branding efforts moving forward.

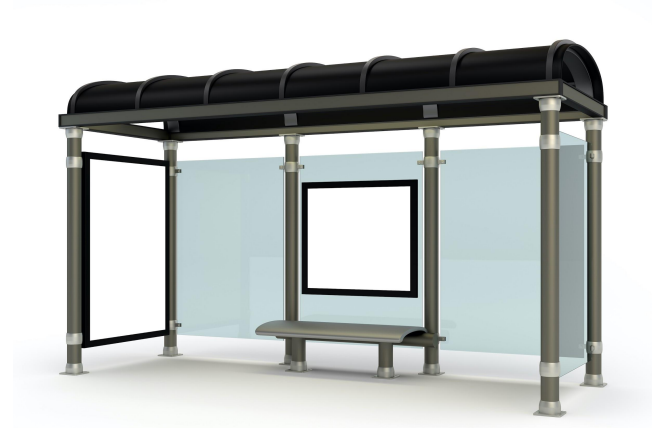
## GOAL

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# Opening doors to welcome more customers on board

**A public transportation agency in a major U.S. city aimed to expand its ridership.**

They were competing with rideshare companies like Uber and Lyft, and they wanted to understand what they needed to do to improve their brand perception. They came to 113 to find out.



## ANALYSIS

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### Seeking awareness about what matters most to transit riders

For this study, we analyzed over **350,000 online conversations** about transportation in the region taking place over a one-year period across sites like Twitter, Instagram, forums, blogs, and more.

These discussions involved individuals across a **wide range of backgrounds** and ages—from teenagers to 65+.

Through our analysis we wanted to understand the **difference between people who took rideshares and used mass transportation** in the area. We also wanted to know the personas of people who took mass transit and what was most important to them.

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Once the agency understood the **personas of people taking mass transit**, they could develop ***targeted services, communication, messaging and programs***—and satisfy those consumers in ways that Lyft and Uber could not.

## INSIGHT

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# Mapping out the motivations driving transport decisions

When it came to determining what transportation method a person in the region would use to reach their destination, our consumer analysis revealed **several key factors** played a role in their choice.

Surprisingly, the price differential between Lyft or Uber and mass transit was *not* typically found to be a deciding factor. Instead, consumers prioritized considerations such as **punctuality, cleanliness, safety and convenience.**

It also came down to the **speed** of moving from point A to point B. People wanted to know they could get where they needed to go quickly.

## OUTCOME

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# Riding consumer insights to reach new audiences

The transportation company used the findings from our project **to create programs to communicate with specific consumer groups**. They explained how different personas would benefit from taking mass transit and why this decision was their number-one choice.



Our **consumer behavior model** for **transportation** helps authorities and agencies better understand the **behaviors, perceptions and needs** of riders to develop more effective **programs, services and communication.**

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## About 113 Industries

At 113, we capture, read and analyze large volumes of digital conversations to help you truly understand consumer behaviors. By extracting valuable insights from what consumers are saying, you can apply them to your organization in ways that make a real impact.



**Discover what you've been missing**

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