2009 Rider / Non-Rider Survey

Prepared Exclusively For:

King County Metro Transit

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infogroup | ORC

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EXECUTIVE SUMMARY

Study Overview

Objectives

King County Department of Transportation Transit Division (King County Metro) has conducted a telephone survey with King County residents who are transit Riders and Non-Riders almost every year for more than 25 years. The study has ranged in scope and size from as few as 1,000 respondents in 1995 to more than 7,000 respondents in 1994. In some years (2007 and 2008) only Regular and Infrequent Riders were surveyed. The primary objectives of this important, ongoing study are to:

- Track customer awareness and perceptions of Metro services
- Identify and track demographic, attitudinal, and transit use characteristics among:
  - Regular Riders—defined as residents 16 and older who made five or more transit trips in the last 30 days, excluding those who ride entirely in the Seattle Ride Free Area
  - Infrequent Riders—defined as residents who made one to four transit trips in the last 30 days, excluding those who ride entirely in the Seattle Ride Free Area
  - Non-Riders—defined as those who did not use transit in the past 30 days or who only used Metro services within the Seattle Ride Free Area
  - Commuters to Work or School—defined as those who work or attend school outside the home three or more days a week

Methodology

The 2009 Metro Rider / Non-Rider Survey is the first time since 2006 that both Riders and Non-Riders were surveyed. The 2009 survey was based on a random telephone sample of 2,425 King County residents aged 16 and older. The sample was stratified by geographic regions—Seattle / North King County, South King County, and East King County—and an approximately equal number of interviews (n = 800) was completed in each region. In addition, the sample was stratified by ridership—Regular Riders and Infrequent Riders / Non-Riders. An approximately equal number of Regular Riders and Infrequent Riders / Non-Riders (n = 400) were interviewed in each geographic area. For the first time, surveys were conducted using a cell phone sample (10 percent of the total interviews). The weighted margin of error of the entire sample is plus or minus 2.3 percentage points.

Key Findings—Riders and Ridership

Incidence of Households with Riders

An important objective of this research is to provide an ongoing measure of the percentage of King County households with Riders (defined as individuals 16 and older who have taken one or more one-way trips on Metro in the past 30 days, outside of the downtown Ride Free Area). This represents a critical measure of market share and is used in conjunction with other data, including ridership, which measures the number of daily boardings. Riders are grouped into two categories based on the number of transit trips they reported taking in the 30 days prior to being surveyed.

- Regular Riders are defined as those who rode Metro Transit five or more times in the month prior to being surveyed.
- Infrequent Riders are defined as those who rode Metro Transit one to four times in the month prior to being surveyed.

After trending upwards since 2002 to a peak of 28 percent in 2007 and 2008, the percentage of households with one or more Regular Riders decreased to 24 percent in 2009. This increase in ridership through 2008 and the current decline is consistent with nationwide trends as reported by the American Public Transportation Association (APTA).

Decreases in transit ridership in King County are attributed to four factors:

- A decrease in the percentage and number of Regular Rider households
  - Overall, the percentage of households with one or more Regular Riders decreased from 28 percent in 2007 and 2008 to 24 percent in 2009. This equates to a 16 percent decrease in the number of Regular Rider households in King County, from 218,790 in 2008 to 188,768 in 2009.
  - Nearly all of this decrease is attributable to a decrease in the percentage of Regular Rider households in South King County—from 21 percent in 2008 to 13 percent in 2009—and East King County—from 22 percent in 2008 to 14 percent in 2009. The percentage of Regular Rider households in Seattle / North King County has remained relatively constant at 40 percent since 2006. The incidence of Regular Rider households in South and East King County has always been more volatile and reflects general changes in the economy as well as local market conditions such as traffic congestion, gas prices, environmental concerns, and so forth.
- A decrease in the number of riders per household (in multi-person households)
  - The number of riders per household in multi-person households decreased from 1.48 in 2008 to 1.43 in 2009. The impact of this change is greatest in South King County, where the number of riders per household dropped from 1.50 in 2008 to 1.31 in 2009. This would suggest that the impact of the difficult economy and the resulting job loss on ridership may have been greatest in South King County.

- A decrease in the average number of trips made by Regular Riders
  - Regular Riders take an average of 23.2 one-way trips monthly. This is down from the peak in 2008, when Regular Riders averaged 24.5 trips.
  - Among Metro's Frequent Regular Riders (those taking 11 or more one-way trips per month), the decrease in the number of one-way trips was greatest—from 32.1 one-way trips in 2008 to 30.4 trips in 2009. This is the equivalent of a decrease in one round trip per month per rider. Nearly seven out of ten (69%) Regular Riders are Frequent Regular Riders. The combination of this large segment of Regular Riders making fewer trips per month is a significant contributor to the decrease in ridership.
- A change in the mix of Regular Riders compared to Infrequent Riders
  - In 2008 the percentage of riders who were Frequent Regular Riders was 47 percent; this figure decreased to 43 percent in 2009. The percent of Moderate Regular Riders (those taking five to ten one-way trips per month) also decreased slightly—from 21 percent in 2008 to 19 percent in 2009.
  - On average, Infrequent Riders take 2.2 one-way trips per month. Therefore, while there are more Infrequent Riders, they do not make a sufficient number of trips per month to offset the impact of fewer Regular Riders who are also taking fewer trips per month.

It is clear that the decrease in ridership can be attributed to a number of factors, most of which are a result of the current economic conditions and resulting job loss. Lower gas prices and less congestion on the roads are also contributing factors. Ridership can be expected to stabilize and begin to increase as the economy improves. However, a return to the record levels in 2007 and 2008 is unlikely without a change in consumers' reasons for riding transit.

Characteristics of Metro Riders

There are some significant differences in the demographic characteristics of Riders in 2009 compared with previous years.

- Transit riders in 2009 are younger than those reported in 2007 and 2008.
- Slightly less than half (49%) of 2009 Riders were employed full-time compared to 55 percent in 2008. The percentage unemployed more than doubled—from 4 percent in 2008 to 9 percent in 2009. Among Regular Riders, the percentage employed full-time dropped from 60 to 51 percent.

These differences may reflect the change in the mix of Riders due to the economy and job losses. It may also be a function of different sampling methods between those years when full Rider / Non-Rider Surveys were conducted (2006 and 2009) versus those years when a smaller sample limited to Riders was used (2007 and 2008). In 2006 and 2009, additional efforts were put in

place to reach younger individuals, including targeting census tracts where there is a higher incidence of individuals between the ages of 18 and 34. In 2009, a cell phone sample was included to further increase the likelihood of reaching younger people.

Three out of ten (30%) Metro customers rely on the bus for all (7%) or most (23%) of their transportation needs. More than two out of five (42%) Regular Riders rely on Metro for all (9%) or most (33%) of their transportation needs.

- Reflecting the decreased use of Metro among East King County residents, the percentage of those relying on Metro for all or most of their needs has increased from 22 percent in 2008 to 30 percent in 2009. Only 24 percent of East King County riders are largely transit-dependent, compared to 30 percent of those in South King County and 31 percent of those in Seattle / North King County.

Despite the decrease in the share of Rider households, Metro continues to attract new riders in South and East King County, while the most tenured riders live in Seattle and North King County.

- Half of Seattle / North King County Riders have been riding five or more years. Twenty-seven percent (27%) of East King County and 25 percent of South King County Riders started riding Metro within the past year. Of particular note is the finding that 31 percent of Infrequent Riders in South King County are new riders. The decrease in share of Rider households in these two areas combined with the number of new riders suggests that there is a fair amount of turnover of riders. This may in part reflect the nature of these communities, notably South King County, where there may be more turnover in jobs and housing that affects ridership.

Transit Trip Characteristics

The majority (54%) of Metro riders primarily use the bus to commute to work (45%) or school (9%).

After years of little change in when riders travel, there has been a significant increase in the percentage of riders saying that they ride in both peak and off-peak hours.

- In 2009, nearly two-thirds (65%) of Metro riders say they ride during both peak and off-peak hours, compared to 48 to 54 percent in previous years.

Given the decrease in the average number of trips made, this would suggest that Riders are varying the times of their trips, potentially avoiding those hours when buses are crowded—an element of service that receives lower satisfaction ratings. In addition, Infrequent Riders may have more flexibility in terms of when they choose to ride, or make only one portion of their trip during peak hours, contributing to greater ridership during off-peak hours.

As in prior years, the majority (56%) of Riders do not transfer to get to their usual destination.

- However, after trending downwards slightly over the past several years, the percentage of Riders who transfer (44%) increased slightly in 2009 (from 39 percent in 2008). This increase in the percentage transferring may be a factor in the decrease in satisfaction for the number of transfers required noted in 2009.

- The majority of Riders wait 15 minutes or less when transferring. Average wait time in 2009 was slightly more than 13 minutes, significantly less than in previous years. While not a highly rated element of service, satisfaction with wait time when transferring has not varied significantly over the years.

One out of eight (12%) King County residents used Metro in the month prior to being surveyed for a trip completely within the Downtown Seattle Ride Free Area. Those who have ridden in the Ride Free Area took an average of six trips in the previous 30 days.

Fare Payment

Pass use has been increasing steadily since 2007. At the time of the survey, nearly half (48%) of all riders reported using a pass to pay their fares. This includes 17 percent who have passes on the new ORCA Card. Passes are now the most common form of fare payment used.

- Transitioning pass users to the ORCA card was in full swing while this survey was being fielded. One-third (34%) of all pass users had an ORCA Card. Nearly two out of three (65%) ORCA Card users were very satisfied with the card; an additional 26 percent were somewhat satisfied.

Among those who do not currently use an ORCA Card, there is a significant opportunity to increase awareness of the card features and benefits.

- The percentage familiar versus not familiar with the ORCA card was nearly equally divided—52 percent familiar and 48 percent not familiar.

On the other hand, significant efforts will be needed to increase non-users' interest in purchasing the ORCA Card.

- Only one out of four (26%) non-users suggested they would be likely to purchase a card, while 70 percent of those who were aware of the card said they would be unlikely to purchase the card in the next three months.

Rider Satisfaction

Metro has maintained high levels of overall satisfaction over the years.

- Overall satisfaction is 93 percent—47 percent very satisfied and a nearly equal percentage (46%) somewhat satisfied. However, the percentage of riders who are very satisfied decreased from 54 percent in 2008 to 47 percent in 2009.

- The decreases in percentage very satisfied may be attributable to three factors:

    - More Infrequent Riders: As in previous years, Regular Riders are more likely than Infrequent Riders to say they are very satisfied with riding Metro—51 percent compared with 39 percent, respectively. However, this difference is more pronounced than in 2007 and 2008. With the change in the mix of Riders (i.e., more Infrequent Riders), the impact of this segment on overall ridership is more pronounced.

    - Fewer older Riders: Riders in 2007 and 2008 were older than those surveyed in 2009. Notably, a greater percentage of riders over 65 were surveyed in 2007 and 2008. Older Riders are more satisfied with riding than are younger Riders.

    - Higher levels of dissatisfaction among Riders in South King County: Riders living in East King County are the most satisfied with riding Metro—55 percent very satisfied. Conversely, Riders living in South King County have the lowest overall satisfaction levels—42 percent very satisfied. Moreover, satisfaction among South King County Riders has decreased somewhat from 2006, when 48 percent were very satisfied.

Riders are most satisfied with:

- Personal safety while waiting for the bus during the day
- Bus operators' safe operation of the bus
- Driver courtesy
- Ability to get current printed timetables
- Ability to get information about routes and schedules

The element that Riders are least satisfied with is overcrowding on the buses. Note that this element of service was added in the 2009 survey to differentiate riders' concerns with availability of seats as compared to general overcrowding. Riders are also less satisfied with the availability of seating. However, availability of seating is clearly less of an issue than general overcrowding—that is, Riders may be willing to stand as long as there is room.

Riders also express less satisfaction with their feelings of personal safety while waiting for the bus after dark and wait time when transferring.

ORC conducted Key Drivers Analysis, a combination of factor and regression analysis, to identify which of the key elements of service have the greatest impact on overall customer satisfaction. The purpose of this analysis is to determine which of the service elements contained in the survey are most closely associated with overall satisfaction among all Riders and whether there are differences between Regular and Infrequent Riders.

- Preliminary factor analysis identified six primary dimensions on which customers evaluate Metro service. Of these, three are the key drivers of overall customer satisfaction—time / accessibility, operator attributes, and comfort. Of these three, time / accessibility is by far the single most important factor, accounting for half (50%) of the variation in the overall satisfaction rating.
- Within the overall **time / accessibility** dimension, four elements of service are nearly equally important factors that influence Riders' overall satisfaction—travel time by bus, where bus routes go, frequency of service, and on-time performance.
  - Travel time by bus receives one of the lowest overall ratings for satisfaction—33 percent very satisfied. In addition, this element of service experienced a significant decrease in satisfaction ratings from 2008. This decrease, combined with the importance of this attribute in contributing to overall satisfaction, may in part explain the decrease in the percentage very satisfied with riding Metro overall. At the same time, ratings for frequency of service have increased steadily since 2007, potentially offsetting some of this impact.
  - A notable finding is that while levels of service have not increased, rider satisfaction with frequency of service has increased. At the same time, satisfaction with on-time performance remains basically unchanged. This could suggest that on-time performance has actually improved, giving riders a perception that service is more frequent.
  - The number of stops the bus makes is important but much less so than other factors. Moreover, this element of service is only important to Riders living in Seattle / North King County and South King County.
- Within the overall **operator attribute** dimension, the safety and competence with which operators drive the bus is by far the single most important element of this dimension of service. However, courtesy and helpfulness are clearly important as well.
- Within the overall **comfort** dimension, inside cleanliness of buses is the most important element of service, followed by the availability of seats on the bus. Overcrowding is also a factor. However, availability of seats is less important than overcrowding.

  - Despite lower ridership, customer ratings for availability of seats on the bus are at their lowest levels ever—decreasing from 45 percent in 2006 and 2007 to 40 percent in 2009. This could become an increasing problem as new buses with different seat configurations are introduced.

- While the overall **safety** dimension was not as important to overall customer satisfaction, three of the four elements of service within this dimension are significant when looked at separately. Safety while waiting for the bus during the day is most important, followed closely by safety on the bus related to the conduct of others after dark and then during the day. It is likely that safety during the day is more important than after dark as many riders may not ride after dark. Satisfaction with all aspects of safety decreased and should be looked at carefully. Some dissatisfaction may be a function of perception due to media coverage of events.

Non-Riders and Former Riders

Slightly more than four out of five (81%) current Non-Riders have ridden Metro in the past. Of these, three out of ten had ridden within the previous six months—that is, are Recent Former Riders.

- The largest segments of Recent Former Riders (those who have ridden in the past six months) use Metro for recreation trips to special events (22%) or for recreation travel (18%). However, one out of five Recent Former Riders were commuting to work (17%) or school (3%).

Current Non-Riders and Commuters who do not currently use Metro to get to work or school are more likely than in 2006 to feel that the idea of using Metro to get to work is appealing.

- Notably, 27 percent of today's Commuters who do not currently use Metro to get to work or school find the idea of using the bus somewhat appealing compared to 19 percent in 2006. In total, nearly half (46%) of today's Commuters feel the idea of riding Metro to work is at least somewhat appealing compared to 38 percent in 2006. This increase in appeal of using Metro to get to work or school represents a significant opportunity to increase ridership. Barriers to riding among this segment should be explored in detail and potentially addressed.

Travel time by bus, no service from home to where they need to go, and having to plan around schedules are cited as the primary barriers to using the bus for commute trips.

- Nearly two out of three (65%) Commuters who do not take the bus to work or school say that travel time by bus is a barrier; 33 percent say that it is a significant barrier. In addition, 63 percent say that lack of service from their home to where they need to go is a barrier; 39 percent say that it is a significant barrier.

- Sixty-two percent (62%) of Commuters say that having to plan around the bus schedules is a barrier. It is a significant barrier to one out of four (25%) Commuters. The extent to which Commuters feel this is a barrier has increased significantly from 2006.

Commuters

Nearly three out of five (59%) King County residents are Commuters, defined as someone who works outside the home or attends school at least three days per week. This has varied little over the years.

After seeing a significant increase in single-occupant vehicle Commuters in 2005, there has been little change in commute modes to work over the years. Currently, slightly less than two out of three (65%) Commuters drive alone to work. Of those using alternative modes (30% of all Commuters), more than half (53%) use Metro and 27 percent carpool or vanpool.

Between 2006 and 2009, there was an increase in the percentage of Commuters who work in a downtown Seattle location, from 25 percent to 28 percent. This increase is due in part to the growth in office space in the areas immediately surrounding downtown Seattle, which includes the Denny Regrade, Belltown, Pioneer Square, International District, Duwamish, Queen Anne, South Lake Union, Capitol and First Hill, and other areas. In addition, a series of follow-up questions were added in 2009 to more precisely understand the area in which Commuters work and / or attend school.

There has been a slight increase in the distance Commuters travel—from 11.2 to 11.5 miles—as well as an increase in travel time—from 23.5 to 26.5 minutes—between 2006 and 2009.

There has been a significant decrease in the percentage of Commuters who both start and finish work during peak commute hours. In 2009, just over two out of five (41%) Commuters start and finish work during peak hours, compared to nearly half (47%) in 2006. This is consistent with the change noted previously that there has been an increase in the extent to which all Riders now use the bus during both peak and off-peak hours rather than strictly during peak hours. This could suggest that Commuters have greater opportunity to vary start and stop times to address their commute times. Metro may wish to examine frequency of service around the peak shoulder periods, notably those in the early afternoon or evening, to ensure that service is meeting the needs of Riders during these times and that frequency is not reduced to the extent that overcrowding on the bus during these periods becomes a problem.

There has been no change in the extent to which employers provide subsidized parking since 2006. Three out of five (61%) Commuters have free or subsidized parking available.

Information Sources and Special Topics

The winter of 2008–2009 had multiple winter storms that had a significant impact on how people were able to travel in the region. Questions were included in the current survey to determine how people used these services and their satisfaction with services provided.

- Nearly one out of four (23%) website visitors reported that they had attempted to get information on Metro service during these storms. It is noteworthy that 14 percent of Non-Riders tried to get information about Metro service and 16 percent of Commuters who drive alone sought information on Metro service during these storms.
- Satisfaction with the ability to get the information sought was clearly mixed. While the majority (59%) was satisfied, 40 percent were dissatisfied. Moreover, an equal percentage of users were very satisfied versus very dissatisfied. Those who were dissatisfied were in agreement that the accuracy of the information was the major problem they encountered. It is clear that there is room for improvement in this area in the event of future events that affect travel, whether they be weather or other factors (e.g., accidents, construction, major events) that also significantly impact travel patterns.

Of particular interest this year was respondents' access to and use of hand-held (mobile) technologies and their interest in using these technologies to get information about transit.

- More than two out of five (44%) Riders have a hand-held or mobile device that allows them to access the Internet. Of these, 30 percent have used that device to get information about Metro. This translates to 8 percent of those with a cell phone or hand-held device and 7 percent of all King County residents.
  - Overall, 77 percent of users are satisfied with their ability to get the information they need about Metro on their hand-held devices. Twice as many hand-held users are just somewhat satisfied as compared to very satisfied—49 percent compared to 28 percent, respectively.
  - There is significant interest in using hand-held and mobile devices to get information about Metro. Nearly three out of five (57%) current non-users with access to mobile technologies say they would be likely to get information about Metro via their device. This may be the most effective medium to get riders and non-riders information about transit and traffic during adverse weather events.
- Nearly nine out of ten (89%) individuals with a cell phone or other hand-held device have the ability to send and receive text messages.
  - While the majority (68%) of those with text messaging capabilities indicates they are not interested in receiving information about Metro via text message, there is a significant segment (30%) that is interested. More than one out of ten (11%) are very interested.

- More than two out of five (44%) King County residents personally use social networking sites such as Facebook, Twitter, and LinkedIn.
    - While the majority (70%) of those who use social networking sites indicates they are not interested in receiving information about Metro via social networking sites, there is a significant segment (29%) that is interested. Social networking could be a somewhat effective way to reach Metro riders, primarily students and younger riders. However, other agencies that have launched social networking programs have found that considerable resources need to be devoted to maintaining the effort. BART is an excellent example of an agency that has an effective social media marketing program and provides comments on how it is used and the efforts that it entails.[1] Consideration should be given as to whether the benefits warrant the cost of these resources at this time.

Interest in seeing route, system, and/or area maps at bus stops is high—61 percent of all Riders.

Opinions are divided as to whether Metro should reduce the number of stops on a route to reduce the travel time of a bus trip. While the majority (55%) supports the proposal, 39 percent oppose the idea.

Conclusions

Like most transit agencies nationwide, Metro experienced a significant increase in ridership between 2007 and 2008 and decreases in 2009 and 2010. APTA's quarterly Public Transportation Ridership Reports show that unlinked passenger trips in the United States in the first quarter of 2009 were down 1.2 percent from the same period in 2008. Likewise, they decreased 2.6 percent in the second quarter and 3.8 percent in the third quarter, compared to the same time periods the year before. Most decreases have been attributed to the economy and job losses, coupled with the decrease in gasoline prices removing a primary motivator to riding transit. Metro's ridership data shows similar trends. The 2009 Rider / Non-Rider Survey provides some insights into the potential sources for these losses:

- A decline in the percentage of households with Regular Riders
- A decrease in the number of Regular Riders in multi-person households
- A decrease in the frequency with which Metro's most frequent Regular Riders ride

In addition, nearly all of the decrease in ridership has occurred in East and South King County. Ridership in Seattle / North King County has remained relatively stable due in large part to the density of the communities as well as the high levels of transit service supporting these communities.

[1] http://trilliumtransit.com/blog/wp-content/uploads/2009/06/BART%20More%20Riders%20article.pdf

Research by the Mineta Transportation Institute identifies strong correlations between large increases in transit ridership and several factors, including heavy public spending on transit, a strong economy, stable or declining fares, innovation among transit systems and projects, and growing congestion on roads and highways. Therefore it can be assumed that four primary factors are contributing to this decline: (1) a declining economy, (2) lower gas prices, (3) less congestion on the roads, and (4) fare increases. Three of these factors—economy, gas prices, and congestion—are external factors and are outside the control of Metro's management. It is to be expected that with improvements in the economy, Metro's ridership should begin to increase. In addition, ridership gains may be greater for Metro than for other agencies as Seattle's economy is improving at a rate greater than the national average and transit agencies in the West have typically experienced greater ridership gains during growth periods.

There are, however, some actions that Metro can consider to offset further decreases or to increase ridership at a rate that is greater than what would occur simply through an economic recovery. These could include:

- **Targeting younger residents.** One recent study provides evidence that there is an increasing trend in transit ridership among young, upwardly mobile professionals and that this target audience may be less susceptible to these external influences. That is, they may be more intrinsically rewarded by feeling good about riding, minimizing their personal impact on the environment, saving money on gas (even with lower gas prices), and so forth. In addition, young people value their time and find that they can work during a public transit commute but not in their cars on the freeway.[2]

- **Minimizing impacts of fare increases on the most frequent riders.** Many transit systems have moved almost entirely to pay-as-you-ride systems, eliminated free transfers, and followed other strategies that have had a dramatic impact on how much a rider pays every time they board a bus or train. Continuing to allow agency or regional passes as part of the ORCA Card program is an effective means of minimizing the impacts of regular fare increases on the most frequent riders.

- **Communicating Metro's success in saving riders money.** The Transit Savings Report ranks Seattle as fifth in the nation in terms of saving its riders money over driving. Transit riders in Seattle can save $932 monthly or a total of $11,185 annually.[3] This represents a significant communications opportunity.

- **Minimizing reductions in service levels.** While it is recognized that reductions in service may be necessitated by the current environment, research also clearly shows that reductions in service have a negative impact on ridership. Therefore, targeted reductions in service rather than across-the-board cuts may minimize the negative impacts. At the

[2] Is Digital Revolution Driving Decline in U.S. Car Culture? *Advertising Age*, May 31, 2010
[3] Riding Public Transit Saves Mega Bucks for Riders vs. Auto Travel, *Transit Savings Report*, March 5, 2010

same time, increased levels of service on key routes may effectively offset loss in ridership on others. Particular attention should be paid to those routes that serve employment centers where employment is steady or increasing.

- **Continued focus on service quality.** Particular attention should be paid to quality of service for those elements related to travel time by bus and access to service. While research suggests that improvements in service do not have a significant impact on ridership growth, cuts in service can have a significant negative impact. If reductions or cuts in service are required, efforts will need to focus on strategies to offset these negative impacts. For examples, if reductions or cuts in service result in an increase in time between buses, on-time performance will become increasingly important. Similarly, if Metro continues to increase the percentage of Riders who transfer but wait time when transferring, the impact of these changes can be minimized. In addition, an increased focus on safety and cleanliness can also minimize the impact of other reductions in service.

- **Increasing partnerships.** Metro has successfully partnered with employers and other groups in the past. Its most noteworthy success is the U-Pass program. Other agencies have also successfully used partnerships to increase ridership. These include partnerships with employers, social service agencies, and schools and universities. As the economy improves, there may be increased opportunities to partner with social service agencies, such as welfare-to-work programs. Successful programs here have included partnering with the county to purchase transit passes for eligible clients to facilitate travel to social service agencies, job training centers, and potential employment locations throughout the county.

- **Ongoing communications with riders.** Keeping riders connected with Metro can offset impacts of service changes as well as making them feel part of a community. As noted above, younger riders are likely to be particularly interested in being part of a rider community. Metro in conjunction with the other regional systems may wish to investigate an integrated way to build a transit community that allows riders to connect with other riders, connect with customer and information services at Metro, and allow for other feedback mechanisms.

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BACKGROUND & OBJECTIVES

King County Department of Transportation Transit Division (King County Metro) has conducted a telephone survey of transit Riders and Non-Riders almost every year for more than 25 years. The study has ranged in scope and size from as few as 1,000 respondents in 1995 to more than 7,000 respondents in 1994. The primary objectives of this important, ongoing study are to:

- Track customer awareness and perceptions of Metro services
- Identify and track demographic, attitudinal, and transit use characteristics among:
  - Regular Riders – defined as residents 16 and older who made 5 or more transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area.
  - Infrequent Riders – defined as residents who made 1 to 4 transit trips in the last 30 days excluding rides entirely in the Seattle Ride Free Area.
  - Non-Riders – defined as those who did not use transit in the past 30 days or who only used Metro within the Seattle Ride Free Area.
  - Commuters to work or school -- defined as those who work or attend school outside the home three or more days a week.

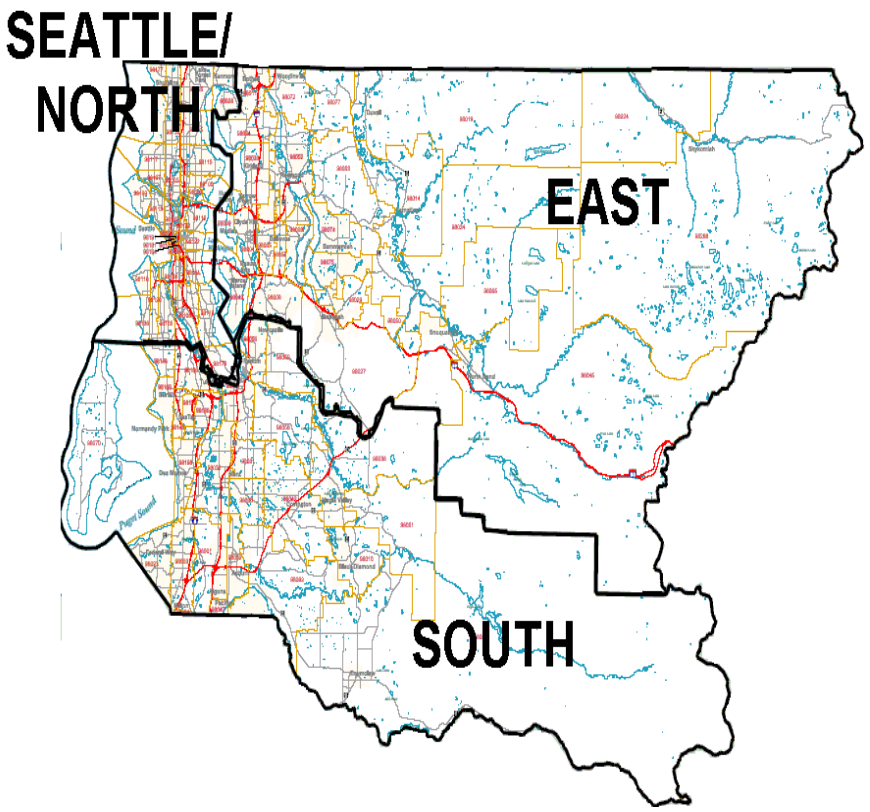
Similar to previous studies, the 2009 study includes detailed data on ridership, travel and commute patterns, general characteristics of Riders and Non-Riders, barriers to taking the bus on a more frequent basis and satisfaction with various elements of bus service.

Questions are added and/or deleted each year to address the special issues Metro is facing and/or to gather insight into the future changes in travel behavior that will need to be addressed. The 2009 study looked specifically at:

- Perceptions and use of the new ORCA Card;
- Effect of adverse weather on perceptions of Metro;
- Prevalence of hand-held technologies; and
- Use of social networking sites.

The 2009 Metro Rider / Non-Rider Survey is based on a random telephone sample of more than 2,400 King County residents, aged 16 and older. The sample was stratified by geographic region – Seattle / North King County, South King County and East King County – and an approximately equal number of interviews (n = 800) was completed in each region.

Figure 1: KC Metro Planning Areas



In addition, the sample was stratified by ridership – Regular Riders (defined as those riding five plus times in the 30 days prior to the survey) and Infrequent Riders / Non-Riders. An approximately 400 Regular Riders and 400 Infrequent Riders / Non-Riders were interviewed in each geographic area.

The unweighted margin of error of the entire sample is plus or minus 2.4 percentage points. Subgroups have larger margins of error.

Table 1: Sample Size by Rider Status and by Area

		Total County	Seattle / N. King	South King	East King
Regular Riders	Unweighted n	1,219	403	408	408
	Weighted n	444	277	93	74
	Associated Precision*	± 3.3%	±4.9%	±4.9%	±4.9%
Infrequent Riders	Unweighted n	198	112	37	49
	Weighted n	268	160	55	54
	Associated Precision*	±7.0%	±9.3%	±16.1%	±14.0%
Non-Riders	Unweighted n	1,008	290	365	353
	Weighted n	1,713	516	686	511
	Associated Precision*	±3.1%	±5.8%	±5.1%	±5.2%
Total	Unweighted n	2,425	805	810	810
	Weighted n	2,425	953	833	639
	Associated Precision*	±2.4%	±3.8%	±4.4%	±4.4%

Precision (a.k.a. margin of error or confidence interval) is the maximum error for any percentage within a particular group at a 95 percent confidence level.
Precision is computed based on the effective unweighted sample size within each group.

Data collection dates were between October 20, 2009 and November 24, 2009. All major holiday periods were avoided ensuring that reported travel is representative of riders' and non-riders' typical travel.

Response rates have long been a concern of KC Metro. More recently, the prevalence of cell-phone only or primarily cell phone households has become an issue in telephone surveys. To address these issues, several strategies were implemented to increase response rates. Of note, for the first time a sample of cell phone numbers were included and 240 interviews were completed with individuals reporting that they only have a cell phone or primarily use their cell phone. Other strategies included:

- Pre-testing of questionnaires to minimize incidence of respondents breaking off in the middle of a survey or of refusing to provide answers to specific questions.
- Using specially-trained interviewers to convert refusals into completions.
- Ensuring multiple callbacks. An average of 10 callbacks was made to households that were not reached to reduce the incidence of no answer / busy.
- Messages left on answering machines with a toll-free number, providing information about the survey and asking a member of the household to return the call.
- Continual monitoring and controlling of questionnaire length to minimize incidence if mid-terminates.

These efforts resulted in a final response rate of 15 percent for the entire sample.

Table 2: 2009 Rider / Non-Rider Survey Response Rates

	Total Sample		Base Sample		Rider Sample		Cell Phone	
	#	%	#	%	#	%	#	%
I – Complete Interview	2,425	3.9%	1,276	11.0%	909	2.1%	240	3.2%
P – Partial Interview	349	0.6%	59	0.5%	277	0.6%	13	0.2%
R – Refusal / Break-Off (Eligible)	2,177	3.5%	1,723	14.9%	42	0.1%	412	5.5%
N – Not Eligible	76	0.1%	54	0.5%	22	0.1%	0	0.0%
O – Other (Eligible)	1,810	2.9%	392	3.4%	1,236	2.8%	182	2.4%
UH – Unknown Household	16,922	27.2%	4,081	35.2%	11,403	26.2%	1,438	19.3%
UO – Unknown Other	18,223	29.3%	1,728	14.9%	12,596	28.9%	4,330	58.2%
NE – Not Eligible *	20,170	32.5%	2,265	19.6%	17,077	39.2%	828	11.1%
Total	62,152	100.0%	11,578	100.0%	43,562	100.0%	7,443	100.0%

** Includes NQ and business / fax numbers but excludes non-working / disconnected numbers screened out through predictive dialing process*

RIDERSHIP & RIDERS

Incidence of Households with Regular Riders

An important objective of this research is to provide an ongoing measure of the percentage of King County households with one or more Regular Riders (defined as individuals 16 and older who have taken five or more one-way trips on Metro, outside of the downtown Ride Free Area. This represents a critical measure of "market share" and is used in conjunction with other data including ridership which measures the number of daily boardings.

To calculate the overall incidence of households with one or more Regular Riders, ORC used data gathered from households that:

- Completed the full survey (*n* = 2,425), or
- Agreed to participate in the survey, but did not qualify because the zone or ridership quota for that household was full (*n* = 7,259), or
- Refused to complete the full survey, but completed a shorter survey designed to collect ridership information only (*n* = 340).

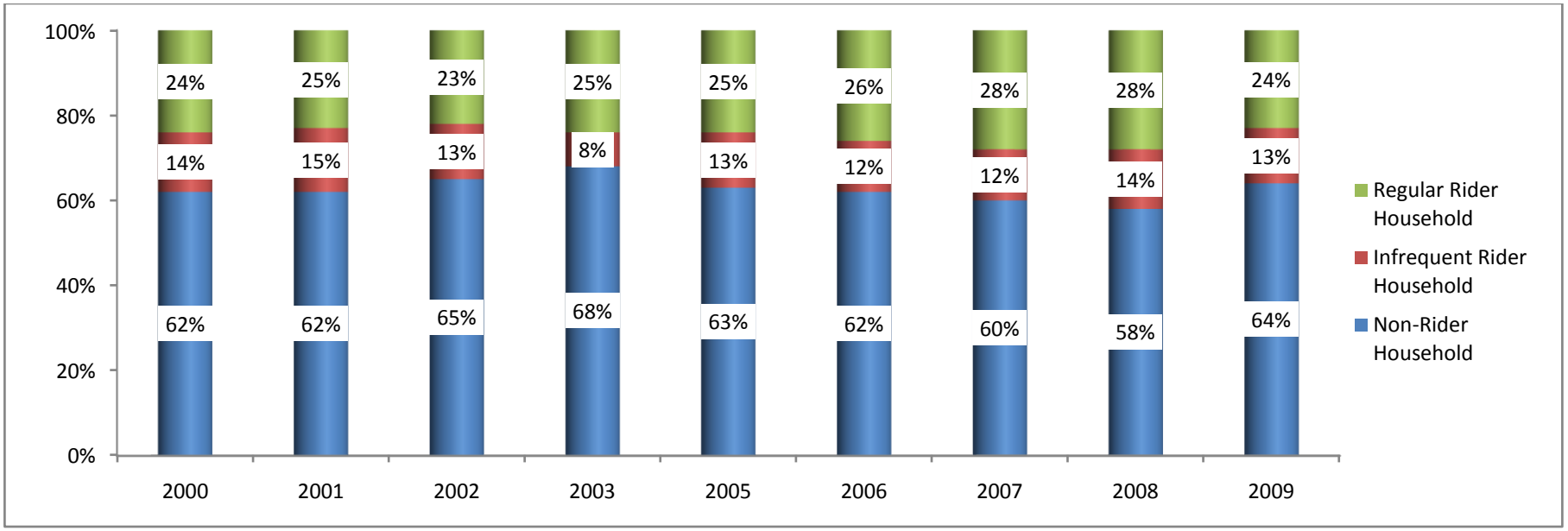
The incidence of rider households is calculated based on whether anyone in the household is a Regular or Infrequent Metro Rider rather than basing it on the transit use of the respondent.

After trending upwards since 2002 to a peak of 28 percent in 2007 and 2008, the percentage of households with one or more Regular Riders decreased to 24 percent in 2009.

- The upward trends that were particularly notable in 2007 and 2008 are consistent with nationwide trends in ridership. Bus ridership increased 1.2 percent in communities of comparable size to King County between 2006 and 2007. It increased again by 4.8 percent in 2008. The American Public Transportation Association (APTA) and other sources attribute these increases to increases in gasoline prices coupled with increasing concerns for the environment and a strong economy.

- The decline noted in 2009 is consistent with nationwide data. As of end of December 2009, bus ridership in communities of comparable size decreased by slightly more than 7 percent from 2008. Fourth quarter ridership was down by 8 percent. This decrease has been attributed to the existing economic conditions and job losses as well as lower gas prices. [4]

Figure 2: King County Ridership Incidence 2000 to 2009



Question SCR2, SCR3/REF2: *Including yourself, how many people in your household age 16 or over have taken at least 1 one-way ride on a Metro bus in the last 30 days? Including yourself, how many people in your household age 16 or over have taken at least 5 one-way rides on a Metro bus in the last 30 days?*
Base*: All contacted household (n = 10,024)*

[4] Source: American Public Transportation Association Ridership Reports, http://www.apta.com/resources/statistics/Documents/Ridership/2009_q4_ridership_summary.pdf

Differences by Planning Subareas

Seattle / North King County households are three times as likely as South and East King County households to be Regular Rider households. While less dramatic, Seattle / North King County households are also more likely to be Infrequent Rider households.

- Less than half (44%) of Seattle / North King County households do not ride the bus.

In total, there are an estimated 188,768 Regular Rider households in King County – 65 percent of which are in Seattle / North King County.

% of Customers in Each Planning Subarea

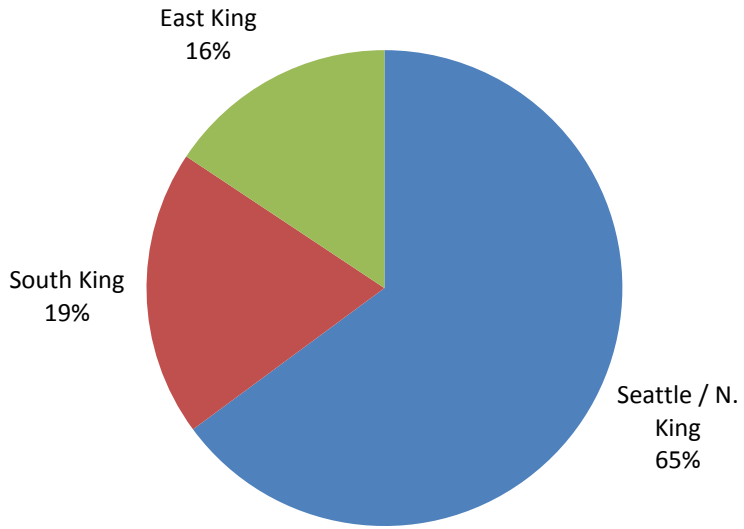


Table 3: Household Ridership Incidence by Planning Subarea

		Area of Residence			
		Total County	Seattle / N. King	South King	East King
Base (All Contacted Households)		10,024	2,001	4,089	3,934
Total Households*		786,534	299,573	276,345	210,616
Regular Riders	%	24%	40%	13%	14%
	#	188,768	119,829	35,925	29,486
Infrequent Riders	%	13%	16%	9%	12%
	#	102,249	47,932	24,871	25,274
Non-Riders	%	64%	44%	78%	75%
	#	503,382	131,812	215,549	157,962

Question SCR2, SCR3/REF2: *Including yourself, how many people in your household age 16 or over have taken at least 1 one-way ride on a Metro bus in the last 30 days? Including yourself, how many people in your household age 16 or over have taken at least 5 one-way rides on a Metro bus in the last 30 days?*

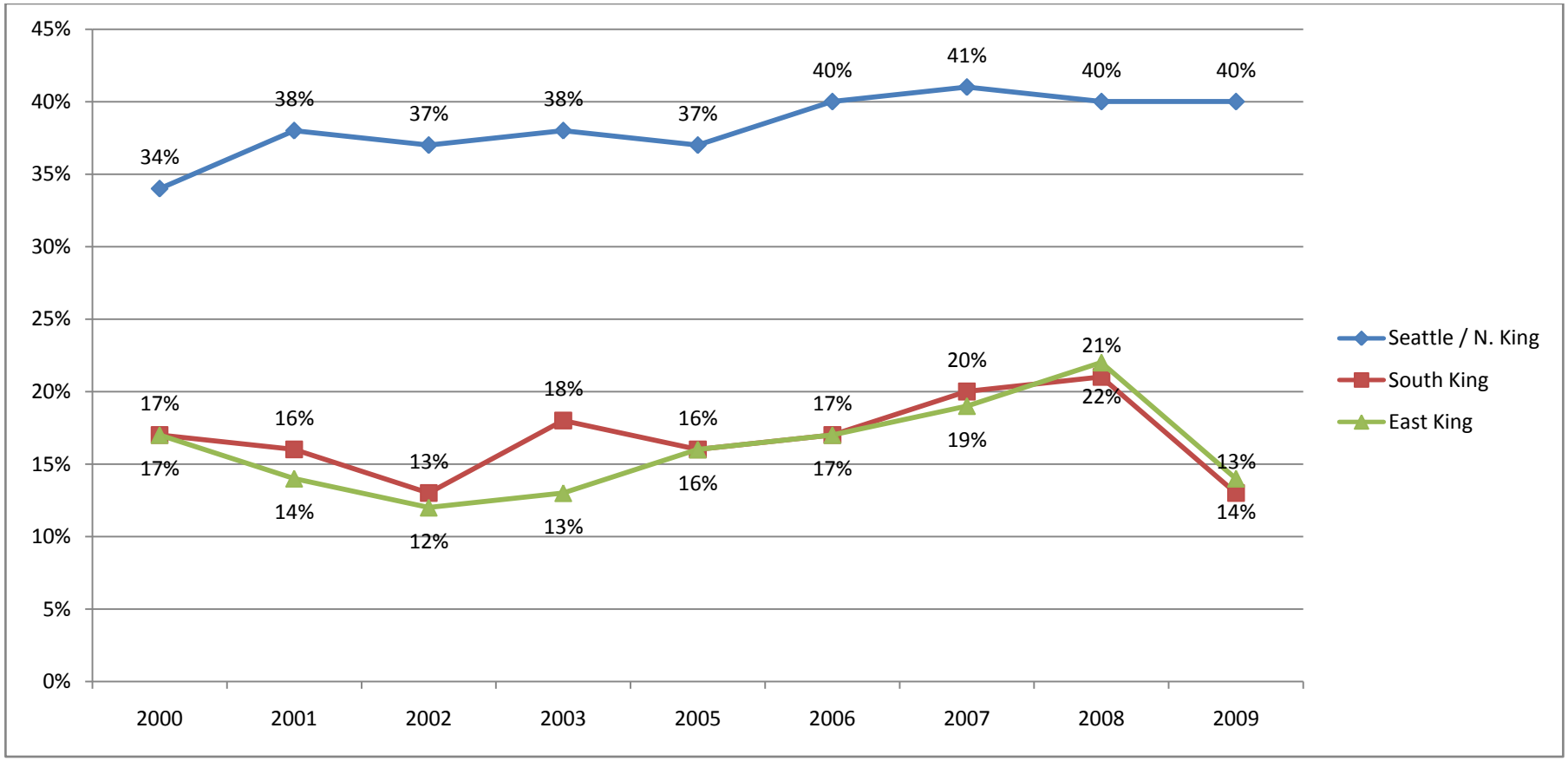
* *Source: All figures are estimates targeted to July 1, 2009 projected forward from the Census 2000 by SCAN/US, Inc.*

The decrease in the percentage of Regular Rider households is attributable solely to households in South and East King County.

- The percentage of Regular Rider households in South King County decreased by 38 percent, returning to 2002 levels.
- The percentage decrease in East King County was slightly less (36%). Current figures are the lowest since 2003.

The percentage of Regular Rider households in Seattle / North King County has remained relatively stable since 2006.

Figure 3: Trends in Incidence of Regular Rider Households by Planning Subarea 2000 to 2009



Question SCR2, SCR3/REF2*: Including yourself, how many people in your household age 16 or over have taken at least 1 one-way ride on a Metro bus in the last 30 days? Including yourself, how many people in your household age 16 or over have taken at least 5 one-way rides on a Metro bus in the last 30 days?*

Base*: All Contacted Households (n = 10,024)*

Riders per Household

Nearly one out of four (24%) King County households have one or more regular riders. As noted on page 35, this equates to a total of 188,768 rider households.

- On average, King County households have .33 riders per household.
- Consistent with the higher percentage of Seattle / North King County households with Regular Riders, there are a greater number (.52) of Regular Riders per household in this planning subarea.

More than one out of four (28%) Regular Rider households have more than one Regular Rider in the household. This figure increases to 35 percent if you exclude single-person households.

- Regular Rider households in Seattle / North King County are more likely than those in South and East King County to have multiple Regular Riders in the household.
- It is noteworthy that while South King County Regular Rider households are less likely to have multiple Regular Riders in the household (31%), the average number of Regular Riders per Regular Rider household in South King County is the same as in Seattle / N. King County. This is due to the larger household sizes in South King County compared to Seattle / N. King – 2.8 compared to 2.4, respectively.

In total, there is an estimated 259,556 riders 16 years of age and older in King County. This equates to slightly less than one out of five (17%) of all King County residents 16 years of age and older.

- Three out of five (60%) King County riders, 16 years of age and older live in Seattle / N. King County.

Table 4: Household Ridership Incidence by Planning Subarea

	Area of Residence			
	Total County	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	2,425	953	833	639
Base (unweighted)	2,425	805	810	810
% of HH w/ Regular Rider	24%	**40%**	13%	14%
# of Regular Riders / HH	.33	**.52**	.22	.22
% of Regular Rider HH w/ Multiple Riders (Multi-Person HHs)	35%	**39%**	31%	27%
# of Regular Riders / Regular Rider HH (Multi- Person HHs)	1.43	**1.45**	**1.47**	1.31
Estimated # of Riders	259,556	155,778	60,796	46,336
Population 16 Plus*	1,565,967	561,250	571,867	432,850
% of Regular Riders in Population 16 Plus	17%	28%	11%	11%

Question SCR3: *Including yourself, how many people in your household age 16 or over have taken at least 5 one-way rides on a Metro bus in the last 30 days?*

** Source: All figures are estimates targeted to July 1, 2009 projected forward from the Census 2000 by SCAN/US, Inc.*

The decrease in ridership is a function of the decrease in overall percentage of households with riders coupled with a decrease in the number of people per household that ride.

- In 2008, respondents reported .4 persons in their households as regular riders. This figure dropped to .33 in 2009.

Looking only at Regular Rider households with more than one person in the household shows that there was no change in the number of Regular Riders in Seattle / North King County. As noted on page 36, the percentage of Regular Rider households in Seattle / North King County also did not change.

Therefore, it can be safely stated that nearly all of the declines in ridership have come from South and East King County.

- The percentage of Regular Rider households in South King County decreased by 38 percent from 2008. In addition, the average number of Regular Riders in multi-person households in South King County decreased by slightly less than 6 percent. Therefore, the declines in ridership in South King County came primarily from a decrease in the percentage of households with Regular Riders and, to a lesser extent, from a decrease in the number of riders per household.

- The percentage of Regular Rider households in East King County decreased by 36 percent. However, here, the average number of Regular Riders in multi-person households decreased by nearly 13 percent. Therefore, the declines in ridership in East King County came from a combination of a decrease in the percentage of households with Regular Riders and the number of riders per household.

Table 5: Change in Number of Riders Per Household – 2008 to 2009

	Total County	Seattle / N. King	South King	East King
	# of Regular Riders / HH (All Households)			
2008	.40	.56	.31	.31
2009	.33	.52	.22	.22
% Change	-17.5%	-7.1%	-29.0%	-29.0%
	# of Regular Riders / HH (Regular Rider Multi-Person Households)			
2008	1.48	1.44	1.56	1.50
2009	1.43	1.45	1.47	1.31
% Change	-3.4%	<-1%	-5.8%	-12.7%

Demographic Characteristics

Demographic Characteristics of Riders and Non-Riders

Demographics of Regular and Infrequent Riders closely parallel those of the general population in King County[5]. Moreover, there are few differences in characteristics across the three respondent segments.

Gender

The sample is equally distributed between men and women as is the general population of King County.

Regular Riders and Non-Riders are equally split between men (50%) and women (50%). Infrequent Riders are somewhat more likely to be male (52%) than female (48%). However, this difference is not statistically significant.

Age

Average age reported by all respondents is 47. This is slightly higher than the general population in King County due to the under-representation of individuals 16 to 24. In the sample, 8 percent of those surveyed were between 16 and 24; in the general population this figure is 13 percent.

- The 16-24 age group has been increasingly under-represented in telephone research due to the high incidence of cell phone usage. Inclusion of the cell phone sample in 2009 to some extent addressed this problem. Nearly one out of five (19%) respondents from the cell phone sample were between 16 and 24 years of age compared to just 10 percent of those contacted in the landline sample.

Riders (Regular and Infrequent) are somewhat younger than Non-Riders.

Table 6: Demographic Characteristics Riders and Non-Riders

	Total County	*Regular Rider*	*Infrequent Rider*	*Non-Rider*
Base (weighted)	2,425	444	268	1,713
Base (unweighted)	2,425	1,219	198	1,008
% New to King County (Past Year)	3%	3%	2%	3%
Gender				
Male	50%	50%	52%	50%
Female	50%	50%	48%	50%
Age				
16 to 17	3%	4%	4%	2%
18 to 24	5%	8%	8%	5%
25 to 34	19%	19%	23%	19%
35 to 44	18%	20%	18%	18%
45 to 54	22%	21%	19%	23%
55 to 64	17%	17%	14%	18%
65 plus	15%	10%	15%	16%
Mean	46.6	43.9	44.3	47.7
HH Composition				
Single Person	21%	22%	25%	21%
Multi-Person	79%	78%	75%	79%

[5] American Community Survey Demographic and Housing Estimates: 2006-2008, www.census.gov

Employment Status

More than two out of five (63%) respondents are employed (full-time, part-time, or self-employed). This is somewhat lower than the 67 percent reported in the American Community Survey. At the same time, 7 percent of all respondents are unemployed. This is more than double the 3 percent reported in the American Community Survey and most likely reflects the recent significant declines in employment that are not reflected in the current ACS data (3-year estimates covering 2006 to 2008).

- Regular Riders are more likely than Infrequent and Non-Riders to be employed full or part time – 62 percent compared to 55 and 54 percent, respectively.

Household Income

The average (median) household income across all respondents is $73,764. This is somewhat higher than that reported in the American Community Survey ($69,161). This is due to the under-representation of those with household incomes below $15,000 – 5 percent in the survey and 9 percent in the region. As with age, this segment is often under-represented in telephone research. Inclusion of a cell phone sample did not affect our ability to reach these lower income households.

- Regular Riders are less affluent than Infrequent and Non-Riders – average household income of $66,518 compared to $73,164 and $75,800, respectively.

Vehicle Access

While most Regular Riders have a driver's license and access to a vehicle, 17 percent do not have a license and 9 percent do not have access to a car. Moreover, the number of cars per household is lower for Regular Riders.

	Total County	Regular Rider	Infrequent Rider	Non-Rider
Employment Status				
Employed Full-Time	47%	**50%**	46%	46%
Employed Part-Time	8%	**12%**	9%	8%
Self-Employed	8%	7%	9%	8%
Student (not working)	6%	**9%**	**9%**	4%
Not Employed	7%	2%	4%	**8%**
Retired	16%	11%	14%	17%
Unemployed / Other	9%	9%	9%	9%
Household Income				
Less than $15,000	5%	**10%**	5%	4%
$15,000 to $25,000	6%	6%	7%	5%
$25,000 to $35,000	6%	7%	7%	6%
$35,000 to $55,000	19%	19%	16%	19%
$55,000 to $75,000	15%	15%	16%	15%
$75,000 to $100,000	20%	16%	20%	20%
$100,000 to $150,000	18%	17%	17%	18%
$150,000 or Greater	12%	10%	12%	12%
Median	$73,764	$66,518	$73,164	$75,800
Vehicle Access				
% with License	93%	**83%**	90%	95%
% None	2%	**9%**	2%	<1%
# of Vehicles	2.0	**1.6**	1.8	2.1
Race / Ethnicity *				
Caucasian	84%	79%	80%	**86%**
Asian-American	8%	9%	9%	8%
African-American	4%	6%	5%	3%
Hispanic	3%	4%	3%	2%
Other	3%	4%	4%	3%

* Multiple responses allowed

Trends in Rider Demographics

There are some significant differences in the demographic characteristics of riders over the years. These differences may reflect the change in the mix of riders. It may also be a function of different sampling methods.

Age

Riders surveyed in 2006 and 2009 are younger than were those surveyed in 2007 and 2008.

- Nearly three out of ten riders surveyed in 2006 and 2009 were between the ages of 18 and 34 compared to just two out of ten surveyed in 2007 and 2008.
- Conversely, one-third of riders surveyed in 2007 and 2008 were 55 years of age and older compared to one out of four riders in 2006 and 2009.

These differences in age across the year occur for both Regular and Infrequent Riders.

- In 2006 and 2009, a significantly greater percentage of Regular Riders were between the ages of 25 and 34 compared to 2007 and 2008. This was the case for Infrequent Riders as well. In addition, in 2009 a greater percentage of Infrequent Riders were between the ages of 18 and 24 compared to 2007 and 2008.
- In addition, the decrease in the percentage of riders 65 and older is most evident among Infrequent Riders.

Employment Status

Most likely reflecting the current economy, fewer (49%) riders in 2009 are employed full-time. At the same time a greater percentage (7%) report that they are self-employed or currently unemployed (9%).

Table 7: Trends in Rider Demographics – All Riders

	2006 A	*2007 B*	*2008 C*	*2009 D*
Base (weighted)	714	401	400	712
Base (unweighted)	1,373	401	400	1,417
Gender				
Male	46%	47%	48%	50%
Female	54%	53%	52%	50%
Age				
16 to 17	6%	5%	4%	4%
18 to 24	**9% B**	6%	7%	**8% B**
25 to 34	**20% BC**	13%	13%	**20% BC**
35 to 44	19%	19%	20%	19%
45 to 54	23%	23%	24%	20%
55 to 64	15%	**20% A**	17%	16%
65 plus	9%	**15% A**	**14% A**	12%
Mean	42.5	48.0	47.3	43.1
HH Composition				
Single Person	23%	22%	19%	23%
Multi-Person	77%	78%	81%	77%
Employment Status				
Employed Full-Time	51%	53%	**55% D**	49%
Employed Part-Time	10%	9%	11%	11%
Self-Employed	6%	7%	5%	**7% C**
Student (not working)	9%	6%	7%	9%
Not Employed / Homemaker	**4% C**	3%	2%	3%
Retired	13%	**17% D**	**17% D**	12%
Unemployed / Other	6%	5%	4%	**9% BC**

Consistent with the age differences noted above, a greater percentage (17%) of riders in 2007 and 2008 were retired.

Income

Riders have become increasingly affluent over the years.

- Median household increased from $64,691 in 2006 to $70,901 in 2008 – a 10 percent increase.

Average income dropped slightly in 2009 to $69,163, a 2 percent decrease. However, it remains higher than in 2006 and 2007.

The increased affluence of Riders is due to the higher percentage of Regular Riders with household incomes of $100,000 or greater.

Access to Vehicles

Reflecting this higher income, there has been a steady decrease in the percentage of riders without access to a vehicle.

There has been no change in the number of vehicles per household.

Race / Ethnicity

Metro riders have become increasingly diverse over the years.

- The increasing diversity has occurred primarily among Infrequent Riders.

	2006 A	2007 B	2008 C	2009 D
Household Income				
Less than $15,000	8%	7%	6%	8%
$15,000 to $25,000	7%	6%	6%	6%
$25,000 to $35,000	7%	5%	5%	7%
$35,000 to $55,000	19%	**25% AD**	19%	18%
$55,000 to $75,000	18%	15%	19%	16%
$75,000 to $100,000	17%	18%	18%	17%
$100,000 or Greater	24%	25%	28%	28%
Median	$64,691	$65,217	$70,901	$69,163
Access to Vehicles				
% with Drivers' License	83%	83%	87%	86%
% None	**17% BCD**	**13% D**	**12% D**	7%
# of Vehicles	1.6	1.7	1.7	1.7
Race / Ethnicity *				
Caucasian	**85% CD**	83%	80%	79%
Non-White	15%	17%	20%	21%

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Table 8: Trends in Rider Demographics – Regular Riders

	2006 A	2007 B	2008 C	2009 D
Base (weighted)	485	276	296	444
Base (unweighted)	1,214	276	296	1,219
Gender	21%	N.A.	22%	19%
Male	47%	47%	49%	50%
Female	53%	53%	51%	50%
Age				
16 to 17	5%	6%	5%	4%
18 to 24	**10% B**	7%	9%	9%
25 to 34	**20% BC**	13%	14%	**19% BC**
35 to 44	17%	19%	19%	20%
45 to 54	24%	23%	25%	21%
55 to 64	14%	**20% A**	17%	17%
65 plus	9%	12%	12%	10%
Mean	42.5	46.7	46.1	43.3
HH Composition				
Single Person	**25% C**	20%	18%	22%
Multi-Person	75%	80%	**82% A**	78%
Employment Status				
Employed Full-Time	54%	56%	**60% AD**	51%
Employed Part-Time	11%	10%	11%	12%
Self-Employed	4%	6%	3%	**7% C**
Student (not working)	10%	8%	8%	9%
Not Employed / Homemaker	**2% C**	2%	0%	**2% C**
Retired	11%	13%	13%	11%
Unemployed / Other	**7% BC**	5%	4%	**9% BC**

Table 9: Trends in Rider Demographics – Infrequent Riders

	2006 A	2007 B	2008 C	2009 D
Base (weighted)	229	125	104	268
Base (unweighted)	159	125	104	198
Gender	22%	N.A.	18%	22%
Male	44%	48%	45%	52%
Female	56%	52%	55%	48%
Age				
16 to 17	**7% BC**	2%	2%	4%
18 to 24	5%	2%	1%	**8% BC**
25 to 34	**20% C**	12%	10%	**23% BC**
35 to 44	21%	20%	21%	18%
45 to 54	21%	23%	24%	19%
55 to 64	16%	20%	19%	14%
65 plus	10%	**22% A**	**22% A**	15%
Mean	42.5	50.9	50.9	42.8
HH Composition				
Single Person	20%	27%	20%	25%
Multi-Person	80%	73%	80%	75%
Employment Status				
Employed Full-Time	45%	47%	41%	47%
Employed Part-Time	6%	6%	9%	9%
Self-Employed	11%	9%	9%	9%
Student (not working)	**8% C**	3%	3%	**9% BC**
Not Employed / Homemaker	8%	6%	6%	4%
Retired	18%	**24% D**	**29% D**	14%
Unemployed / Other	4%	4%	4%	8%

	2006 A	2007 B	2008 C	2009 D
Household Income				
Less than $15,000	10%	9%	7%	9%
$15,000 to $25,000	7%	6%	7%	6%
$25,000 to $35,000	8%	5%	5%	7%
$35,000 to $55,000	20%	**25% C**	16%	19%
$55,000 to $75,000	16%	14%	19%	15%
$75,000 to $100,000	16%	17%	18%	16%
$100,000 or Greater	23%	24%	28%	**27% A**
Median	$61,656	$62,000	$71,169	$66,518
Access to Vehicles				
% with Drivers' License	81%	79%	84%	83%
% None	**13% BCD**	5%	8%	**9% B**
# of Vehicles	1.5	**1.8 AD**	1.7	1.6
Race / Ethnicity *				
Caucasian	81%	79%	77%	79%
Non-White	19%	21%	23%	21%

	2006 A	2007 B	2008 C	2009 D
Household Income				
Less than $15,000	6%	2%	4%	5%
$15,000 to $25,000	**8% C**	4%	1%	**7% C**
$25,000 to $35,000	4%	5%	5%	7%
$35,000 to $55,000	17%	24%	26%	16%
$55,000 to $75,000	20%	17%	18%	16%
$75,000 to $100,000	19%	20%	17%	20%
$100,000 or Greater	26%	27%	29%	29%
Median	$69,859	$71,249	$69,999	$73,164
Access to Vehicles				
% with Drivers' License				
% None	89%	94%	95%	90%
# of Vehicles	**5% B**	1%	2%	2%
Race / Ethnicity *	1.7	1.6	1.7	1.8
Caucasian	**93% D**	**91% D**	**89% D**	80%
Non-White	7%	9%	11%	20%

TRANSIT USE

Riders are grouped into two categories based on the number of transit trips they reported taking outside of the Ride Free Area in the 30 days prior to being surveyed.

- Regular Riders are defined as those who ride Metro Transit five or more times in the month prior to being surveyed.
- Infrequent Riders are defined as those who rode Metro Transit one to four times in the month prior to being surveyed.

Trips / Month

On average, Regular Riders take an average of 23.2 one-way trips monthly.

- Regular Riders take fewer trips than the peak in 2008 when they averaged 24.5 one-way trips per month. Current figures are the same as in 2007.
- Infrequent Riders average 2.2 one-way trips per month. This is also the same as in 2007.

Reliance on Transit

Three out of ten (30%) Metro customers rely on the bus for all (7%) or most (23%) of their transportation needs

- More than two out of five (42%) Regular Riders rely on Metro for all (9%) or most (33%) of their transportation needs.
  - Among Regular Riders who rely on Metro for all of their transportation needs, 79 percent have no other option (i.e., they have no driver's license and/or access to a vehicle).
  - Similarly, among Regular Riders who rely on Metro for most of their transportation needs, 35 percent have no other option.

Table 10: Transit Use – Regular & Infrequent Riders

	All Riders	Regular Riders	Infrequent Riders
Base (weighted)	712	444	268
Base (unweighted)	1,417	1,219	198
Transit Trips / Month			
1 to 4	38%	-	100%
5 to 7	10%	16%	-
8 to 10	9%	15%	-
11 to 20	17%	27%	-
21 or More	26%	42%	-
Mean	15.3	23.2	2.2
Reliance on Transit			
All / Most Transportation Needs	30%	**42%**	9%
Some Transportation Needs	41%	**49%**	28%
Very Little	30%	9%	**63%**
Primary Trip Purpose			
Work	45%	**59%**	23%
School	9%	**11%**	5%
Social / Recreation	13%	8%	**21%**
Shopping / Errands	11%	10%	13%
Travel Downtown (Seattle)	7%	3%	**14%**
Appointments	5%	4%	7%
Events	4%	1%	**7%**
Airport	2%	<1%	**5%**
Other	2%	2%	4%

Trip Purpose

The majority (54%) of Metro Riders primarily use the bus to commute to work (45%) or school (9%)

- The majority of Regular Riders use Metro to commute to work (59%) or school (11%).
- Infrequent Riders primarily use Metro for social or recreation trips (21%). However, a significant percentage (14%) uses Metro for travel to downtown Seattle.

Time of Travel

Nearly two out of three (65%) Riders ride during both peak and off-peak travel periods.

- Seven out of ten (70%) Regular Riders ride during both peak and off-peak hours.
- Infrequent Riders represent an important source of ridership during off-peak hours – 29 percent ride during off-peak hours only. At the same time, their impact during peak hours cannot be underestimated – 14 percent ride during peak hours only and 57 ride during both peak and off-peak hours.

Ride in Ride Free Area

More than one out of three (34%) Riders report also taking trips completely within the downtown Ride Free Area.

- Nearly two out of five (37%) Regular Riders take trips completely within the downtown Ride Free Area – averaging nearly eight one-way trips monthly.
- Among those living in downtown, 28 percent take trips completely within the Ride Free Area.

	All Riders	Regular Riders	Infrequent Riders
Time of Day Traveled			
Early Morning (before 6:00 a.m.)	7%	8%	6%
Morning Peak (6:00-9:00 a.m.)	54%	**66%**	35%
Midday (9:00 a.m.-3:00 p.m.)	48%	49%	47%
Evening Peak (3:00–6:00 p.m.)	71%	**79%**	58%
Early Evening (6:00–7:00 p.m.)	36%	**40%**	29%
Weeknights (after 7:00 p.m.)	26%	29%	21%
Saturdays (anytime)	53%	52%	53%
Sundays (anytime)	40%	40%	40%
Peak / Off-Peak Ridership			
Peak & Off-Peak	65%	**70%**	57%
Peak Only	17%	19%	14%
Off-Peak Only	18%	11%	**29%**
Zones Traveled			
One Zone	64%	62%	68%
Two Zones	36%	38%	32%
Travel Mode to Bus Stop			
Walk	76%	77%	73%
Drive to Park & Ride	15%	14%	15%
Drive & Park Near Stop	4%	4%	5%
Dropped Off	2%	1%	3%
Bike	1%	2%	1%
Other	1%	2%	3%
Ride in Free Ride Zone			
% Yes	34%	**37%**	27%
Mean (those who ride)	6.4	7.8	3.5

Trends in Transit Use

Length of Time Riding Metro

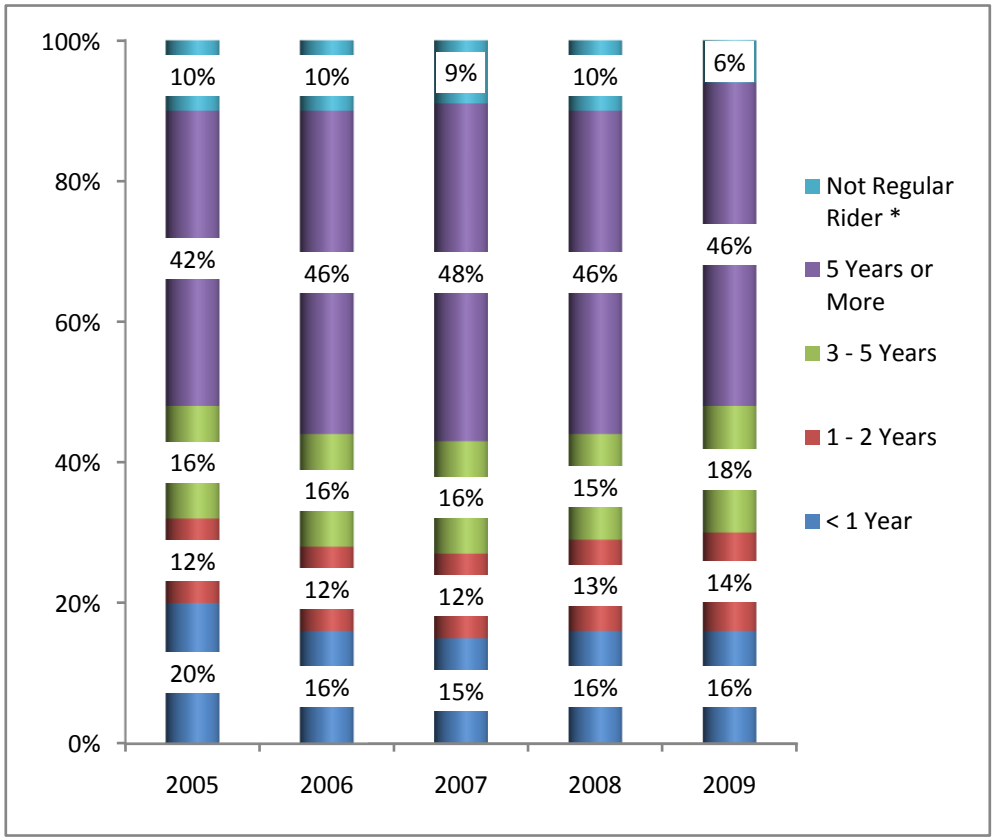
Nearly one-third (32%) Metro Riders have been riding Metro for two years or less – nearly the same percentage as in previous years. At the same time, the majority of riders have are long-term riders with 46 percent riding at least five years.

- One out of five (20%) Riders report that they started riding after September 2008 –that is, they are "new riders." While this figure is lower than 2008, this difference is not statistically significant. It is significantly lower than in 2005.

% Began Riding After September of Preceding Survey Year			
2005	**2006**	**2008**	**2009**
28%	21%	23%	20%
2007 data not available, comparable question was not asked.			

- This slight decrease in new riders suggests that the decrease in ridership is due to a loss of existing riders but also to fewer new riders. Again, this is in large part a reflection of the economy and job losses.

Figure 4: Length of Time Riding Metro 2005 to 2009



***Question MET1**-How long have you been riding Metro regularly, at least 1 trip a month?*

* *Respondents who used Metro at least once in the 30 days preceding the survey but said they do not ride Metro at least once a month and do not consider themselves regular riders as defined by Question MET1.*

***Base:** All Regular & Infrequent Riders (n = 1,417; n_w = 712)*

New riders (those that had started riding after September 2008) were asked how they heard about Metro and why they started riding.

One-third (34%) of new riders were already aware of Metro prior to riding. Twenty-four percent (24%) saw buses or stops.

Friends and employers represent an important source for gaining new riders.

- One out of five (20%) new riders heard about Metro from a friend or colleague who recommended riding.
- One out of seven (14%) new riders heard about Metro from their employer or at school.

Table 11: How New Riders Heard About Metro

	% of New Riders
Already knew about it	34%
Saw buses / bus stops	24%
Recommended by friend / colleague	20%
Through employer / school	14%
King County or Metro website	6%
Mailer (at home)	4%
Television / Newspaper News	4%

The most common reason(s) for why they started riding centered around cost (30%), with cost of parking being most important.

One out of four (24%) new riders indicated that the bus is more convenient.

Finally, a change in circumstances often influenced the decision to ride – loss of a vehicle (18%) or change in job or school status (16%).

Table 12: Why New Riders Started Riding

	% of New Riders
Net Cost	30%
Save money on parking	15%
Bus cheaper than driving	13%
Save money on gas	9%
Bus More Convenient	24%
Lost use of car / couldn't drive	18%
Changed jobs / got a job / started school	16%
To avoid having to find parking	8%
Don't like driving / don't like driving in traffic	7%
Other	19%

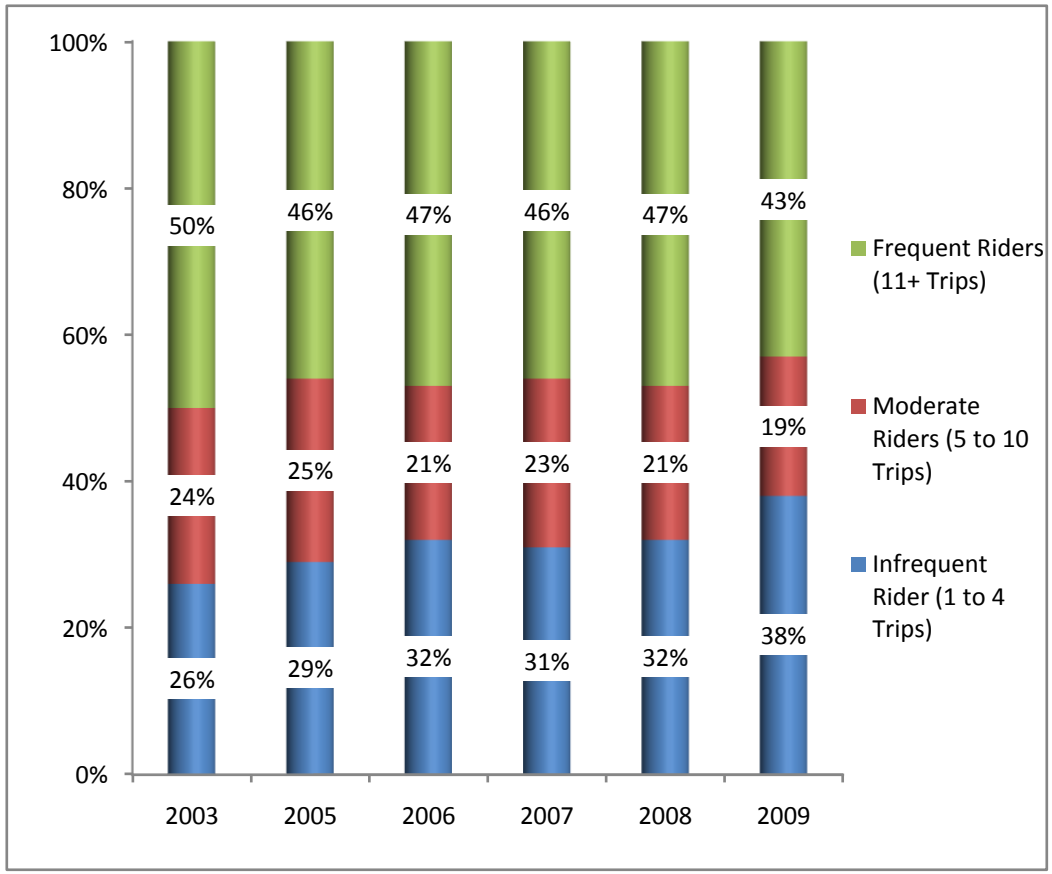
Frequency of Riding

Traditionally, Metro groups riders into two categories: Regular Riders, those who made five or more one-way trips on transit in the month preceding the survey and Infrequent Riders, those who made one to four trips. The Regular Rider group can be further defined as moderate and frequent riders. Moderate riders make between five and ten transit trips per month while frequent riders make 11 trips or more.

There has been a significant decrease in the percentage of Frequent Regular Riders from previous years as well as a slight decrease in the percentage of Moderate Regular Riders. At the same time there has been a significant increase in the percentage of Infrequent Riders. This suggests that Metro's ridership loss has been largely among Regular Riders, resulting in a greater share of Infrequent Riders.

- Riders average 15.3 one-way trips per month – an 8 percentage point decrease from 2008 when they averaged 17.3 one-way trips per month. However, this decrease is not as dramatic as the overall decrease in the percentage of households with riders, suggesting that most of the decrease in ridership is due to people no longer riding rather than a decrease in the frequency with which riders ride.
- Infrequent Riders average 2.2 rides per month – the same as in 2008.
- Moderate Riders average 7.4 rides per month - virtually the same as 2008 when the average was 7.3 rides per month.
- Frequent Riders average 30.4 one-way rides per month. In 2008, Frequent Riders averaged 32.1 rides per month.

Figure 5: Frequency of Riding Metro 2003 to 2009



Question SCR4: *Thinking about the past 30 days, how many one-way rides have you personally taken on a Metro bus not counting rides entirely within the downtown Seattle Free Ride Area?*

***Base**: All Regular and Infrequent Riders (n = 1,417; n_w = 712)*

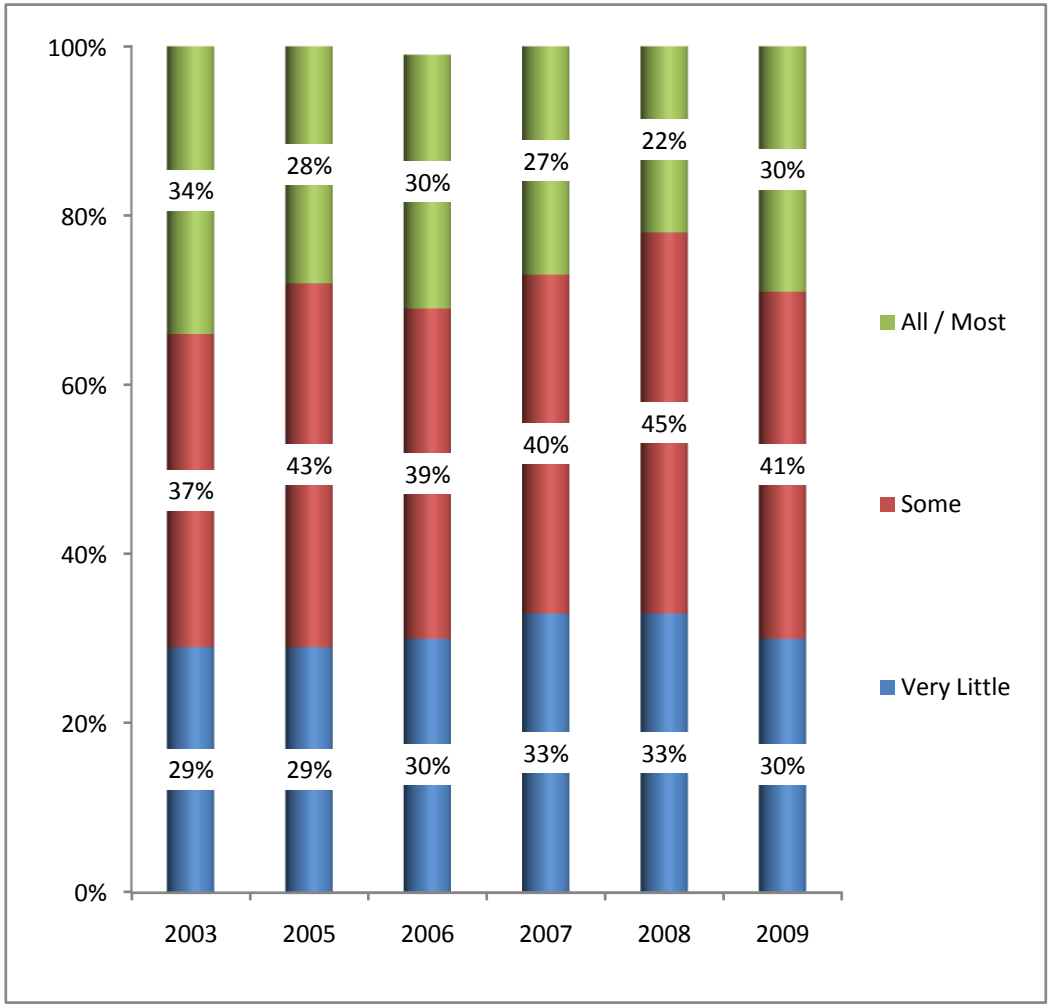
Reliance on Transit

Between 2006 and 2008 the mix of riders relying on transit for all or most of their transportation needs changed slightly with a greater percentage of riders relying on Metro for just some of their transportation needs as compared to all or most of their transportation needs.

- This was also a period that experienced a significant increase in the percentage of rider households notably among South and East King County households.

This mix in 2009 is more consistent with the mix in 2005 and 2006.

Figure 6: Reliance on Transit 2003 to 2009



Question MET4 - *To what extent do you use the bus system to get around?*

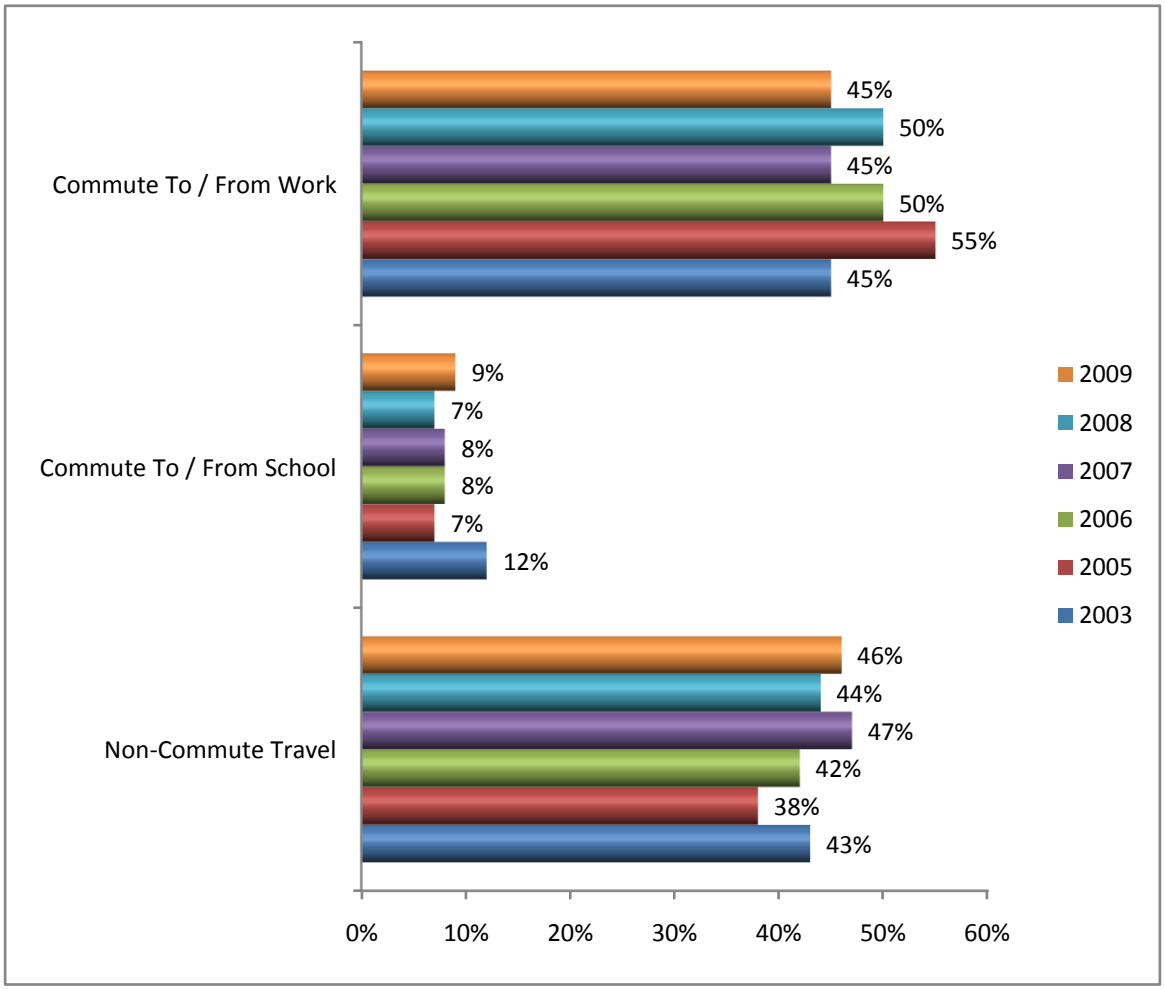
Base*: All Regular and Infrequent Riders (n = 1,417; n_w = 712)*

Trip Purpose

Between 2005 and 2007, there was a steady decrease in the percentage of Metro riders using the bus to commute to work with a corresponding increase in non-commute travel.

- The 2008 research suggested that this trend may have reversed.
- Current 2009 figures again show a decrease in the percentage of Metro riders using the bus to commute to work. This further supports the suggestion that the decrease in riders has occurred among Commuters and is a reflection of the economy and resulting job losses.

Figure 7: Primary Trip Purpose 2003 to 2009



Question MET5 *- When you ride the bus, what is the primary purpose of the trip you take most often?*

Base*: All Regular and Infrequent Riders (n = 1,417; n_w = 712)*

Peak / Off-Peak Travel

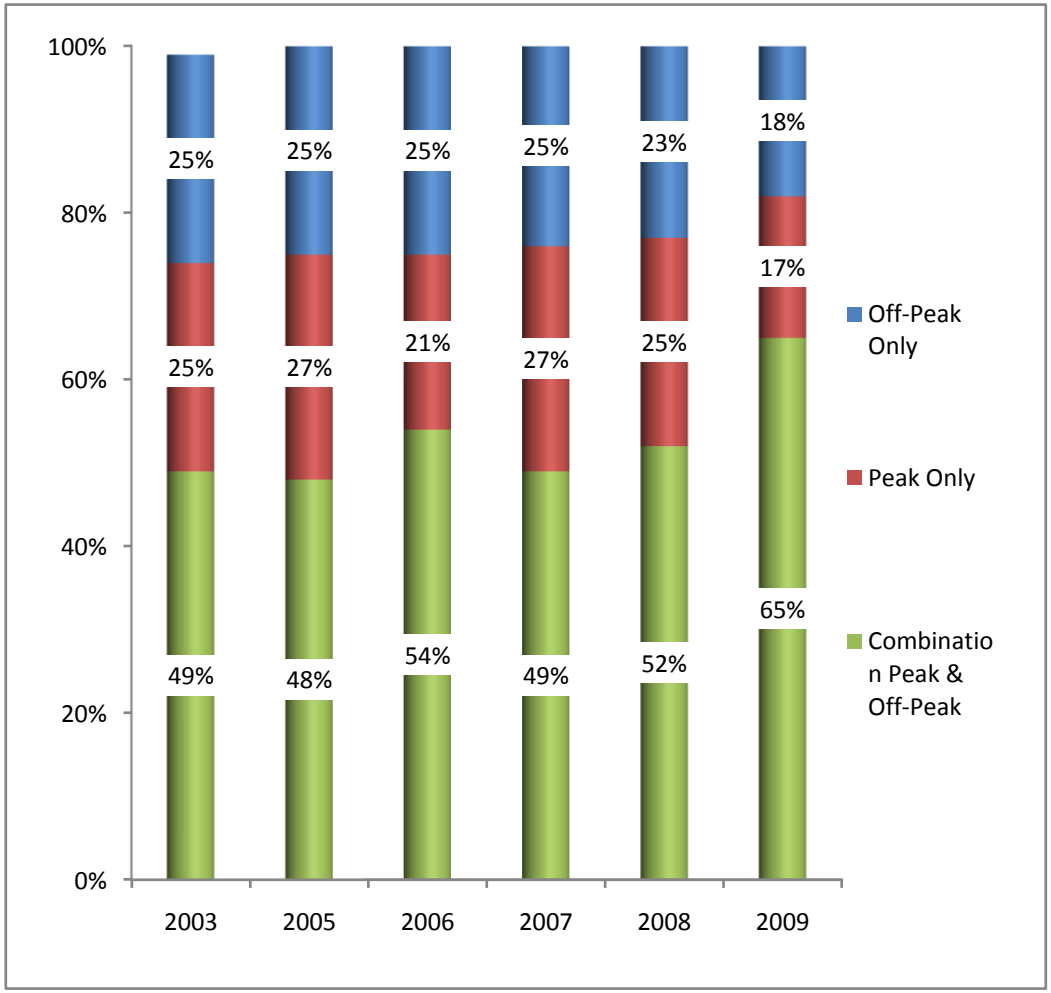
After years of little change in when riders travel, there has been a significant increase in the percentage of riders saying that they ride in both peak and off-peak hours.

- In 2009, nearly two-thirds (65%) of Metro riders say they ride during both peak and off-peak hours.
- Of note are significant increases in the extent to which riders are riding in the evenings.

Table 13: Change in Travel Times 2008 - 2009

	2008	2009
Morning Peak (6:00 – 9:00 a.m.)	55%	54%
Midday (9:00 a.m. – 3:00 p.m.)	45%	48%
Afternoon Peak (3:00 – 6:00 p.m.)	66%	71%
Early Evening (6:00 – 7:00 p.m.)	23%	36%
Evenings (after 7:00 p.m.)	18%	26%
Saturdays	48%	53%
Sundays	36%	40%

Figure 8: Peak / Off-Peak Travel 2003 to 2009



Question MET6 - *When do you typically ride Metro?*

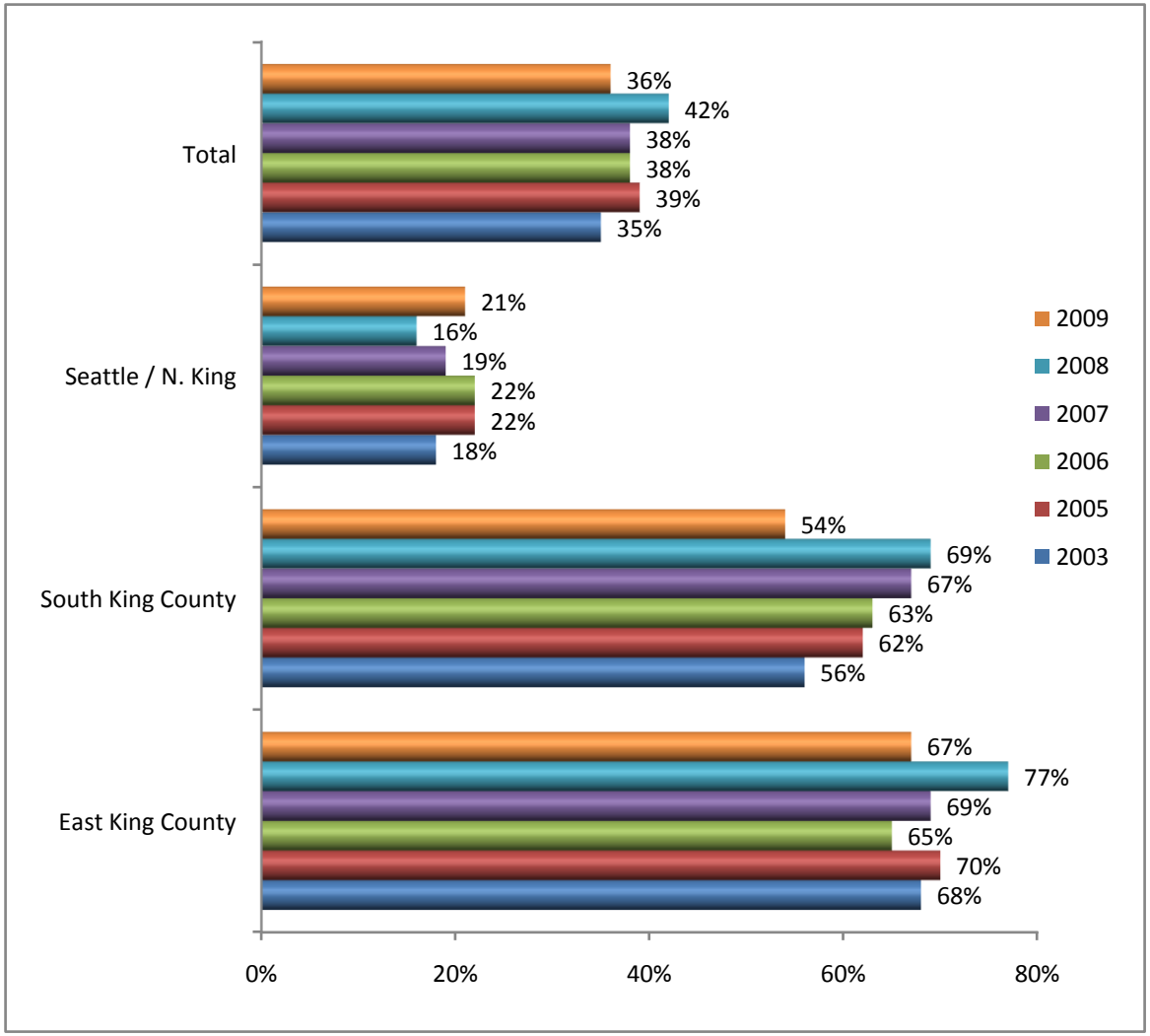
Base*: All Regular and Infrequent Riders (n = 1,417; n_w = 712)*

Two Zone Travel

Slightly more than one-third (36%) of Regular and Infrequent Riders usually make two-zone trips – that is, they cross the Seattle city limits.

- As in previous years, Regular and Infrequent Riders living in East King County are the most likely riders to make two-zone trips (67%). The percentage of East King County Riders making two-zone trips decreased from 2008 and is closer to figures from previous years. This decline in two-zone travel among East King County Riders is consistent with the decrease in commute travel among this segment of riders.
- After increasing steadily between 2003 and 2008, the percentage of South King County Riders taking two-zone trips dropped dramatically in 2009 to 54 percent. This is the lowest percentage of any year but is similar to that last noted in 2003.

Figure 9: Two Zone Travel 2003 to 2009



Question BUS1-*Do your bus trips usually cross the Seattle City limits, that is, are they two-zone trips?*

Base*: All Regular and Infrequent Riders (n = 1,417; n_w = 712)*

Differences in Transit Use by Rider Status and/or Planning Subareas

Length of Time Riding Metro

The most tenured riders live in Seattle and North King County. Over half (50%) have been riding five or more years.

Despite the lost in ridership in South and East King County, Metro continues to attract new riders in these areas – 25 and 27 percent new riders, respectively.

- In South King County Infrequent Riders are more likely than Regular Riders to be new riders – 31 percent compared to 22 percent, respectively.
- In East King County, Regular and Infrequent Riders are equally likely to be new riders.

Table 14: Length of Time Riding Metro by Planning Subarea

		Area of Residence		
	Total County	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	712	437	147	127
Base (unweighted)	1,417	515	445	457
New Riders *	20%	16%	**25%**	**27%**
Up to 2 Years	10%	11%	8%	9%
3 to 5 Years	18%	18%	17%	18%
5 or More Years	46%	**50%**	42%	37%
Not Regular Rider**	6%	4%	7%	**10%**

Table 15: Length of Time Riding Metro by Rider Status and Planning Area

	Seattle / North King	
	Regular Rider	**Infrequent Rider**
Base (weighted)	277	160
Base (unweighted)	403	112
New Riders*	16%	18%
Experienced Riders	84%	70%
Not Regular Ride*	<1%	12%
	South King	
	Regular Rider	**Infrequent Rider**
Base (weighted)	93	55
Base (unweighted)	408	37
New Riders*	22%	**31%**
Experienced Riders	77%	50%
Not Regular Ride*	1%	19%
	East King	
	Regular Rider	**Infrequent Rider**
Base (weighted)	74	54
Base (unweighted)	408	49
New Riders*	26%	27%
Experienced Riders	73%	60%
Not Regular Ride*	<1%	23%

* Defined as riders who started riding after September 2008.

** Respondents who used Metro at least once in the 30 days preceding the survey but said they do not ride Metro at least once a month and do not consider themselves regular riders as defined by Question MET1.

With the exception of age and employment status, there are no differences in the demographic characteristics of New Riders (defined as those who started riding after September 2008) and Experienced Riders.

- New Riders are younger than Experienced Riders. More than one out of five (21%) New Riders are between the ages of 16 and 24. Consistent with this finding, New Riders are almost twice as likely as Experienced Riders to be students – 15 percent compared to 8 percent, respectively

- At the same time, a significant percentage (22%) of Experienced Riders are between the ages of 45 and 54 and 12 percent are 65 and older.

Table 16: Demographic Characteristics of New & Experienced Riders

	New	Experienced
Base (weighted)	142	524
Base (unweighted)	303	1,073
Gender		
Male	54%	49%
Female	46%	51%
Age		
16 to 17	**7%**	4%
18 to 24	**14%**	7%
25 to 34	20%	21%
35 to 44	20%	19%
45 to 54	15%	**22%**
55 to 64	17%	15%
65 plus	7%	**12%**
Mean	40.3	**44.6**
HH Composition		
Single Person	19%	24%
Multi-Person	81%	76%
Employment Status		
Employed Full-Time	47%	50%
Employed Part-Time	10%	11%
Self-Employed	4%	8%
Student (not working)	**15%**	8%
Retired	10%	11%
Not Employed / Other	13%	13%
Household Income		
Less than $15,000	11%	7%
$15,000 to $25,000	4%	7%
$25,000 to $35,000	4%	8%
$35,000 to $55,000	18%	18%
$55,000 to $75,000	18%	15%
$75,000 to $100,000	14%	18%
$100,000 to $150,000	20%	17%
$150,000 or Greater	11%	11%
Median	$69,208	$69,298
Access to Vehicle		
% with License	88%	84%
% None	6%	7%
# of Vehicles	**1.9**	1.6
Race / Ethnicity		
Caucasian	73%	81%
Non-Caucasian	27%	19%

New riders do use transit differently than experienced riders.

Frequency of Riding: A greater percentage (42%) of new riders are Infrequent Riders (taking one to four transit trips per month). They average 1.7 fewer one-way trips per month than experienced riders.

Reliance on Transit: Consistent with the frequency with which they ride, a greater percentage (39%) of New Riders rely on transit for very little of their transportation needs.

Primary Trip Purpose: As noted under demographics, a greater percentage of New Riders are students.

Travel Times: While the majority (59%) of New Riders ride during peak and off-peak travel times this is a significantly smaller percentage than among Experienced Riders. Conversely, a greater percentage of New Riders ride during peak travel periods only – 23 percent for new riders compared to 16 percent for Experienced Riders.

Ride in Free Ride Zone: A greater percentage of Experienced Riders have taken trips completely within the downtown RFA. In addition, Experienced Riders who have used this service have done some more often.

Table 17: Transit Use Among New & Experienced Riders

	New	Experienced
Base (weighted)	142	524
Base (unweighted)	303	1,073
Transit Trips / Month		
1 to 4	**42%**	32%
5 to 7	10%	11%
8 to 10	5%	11%
11 to 20	21%	17%
21 or More	23%	29%
Mean	14.8	16.5
Reliance on Transit		
All / Most Transportation Needs	26%	33%
Some Transportation Needs	35%	**44%**
Very Little	**39%**	22%
Primary Trip Purpose		
Work	42%	49%
School	**15%**	8%
Social / Recreation	11%	12%
Shopping / Errands	9%	12%
Travel Downtown (Seattle)	9%	7%
Appointments	8%	5%
Events	4%	3%
Airport	0%	2%
Other	2%	2%
Peak / Off-Peak Ridership		
Peak & Off-Peak	59%	**68%**
Peak Only	**23%**	16%
Off-Peak Only	18%	17%
Travel Mode to Bus Stop		
Walk	74%	78%
Drive to Park & Ride	17%	13%
Drive & Park Near Stop	2%	4%
Dropped Off	2%	1%
Bike	2%	1%
Other	2%	2%
Ride in Free Ride Zone		
% Yes	30%	**46%**
Mean (those who ride)	5.9	6.7

Frequency of Riding

There are no significant differences in the extent to which Regular Riders are Frequent or Moderate Regular Riders by planning subareas.

Table 18: Frequency of Riding by Planning Subarea

	Area of Residence			
	Total County	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	712	437	147	127
Base (unweighted)	1,417	515	445	457
Frequent Regular Riders (11 plus rides)	43%	44%	43%	38%
Moderate Regular Riders (5 to 10 rides)	19%	19%	19%	20%
Infrequent Riders (1 to 4 rides)	38%	37%	38%	42%

The differences between Regular Riders and Infrequent Riders are discussed in detail on pages 39 to 46. The following focuses only on the differences between Frequent Regular Riders (those taking 11 or more rides per month) and Moderate Regular Riders (those taking 5 to 10 one-way riders per month).

Gender: Frequent Regular Riders are more likely to be men (53%) than women (47%). On the other hand, Moderate Regular Riders are more likely to be women (57%) than men (43%).

Age: Moderate Regular Riders are somewhat older than Frequent Regular Riders. Notably, 17 percent of Moderate Regular Riders are 65 years of age and older.

Employment Status: Consistent with their age, a relatively high percentage (19%) of Moderate Regular Riders are retired. In addition, a relatively high percentage (12%) of Moderate Regular Riders are self-employed. This could suggest that they may be using transit for business-related travel. Nearly three out of five (58%) Frequent Regular Riders are employed full-time.

Table 19: Demographic Characteristics of Frequent Regular, Moderate Regular, & Infrequent Riders

	Frequent	Moderate	Infrequent
Base (weighted)	301	138	268
Base (unweighted)	821	385	198
Gender			
Male	**53%**	43%	52%
Female	47%	**57%**	48%
Age			
16 to 17	5%	4%	4%
18 to 24	10%	6%	8%
25 to 34	18%	20%	23%
35 to 44	21%	16%	18%
45 to 54	22%	20%	19%
55 to 64	17%	16%	14%
65 plus	7%	**17%**	15%
Mean	42.8	**46.4**	44.3
HH Composition			
Single Person	**24%**	17%	**25%**
Multi-Person	76%	**83%**	75%
Employment Status			
Employed Full-Time	**58%**	34%	47%
Employed Part-Time	12%	12%	9%
Self-Employed	4%	**12%**	9%
Student (not working)	9%	9%	9%
Homemaker	2%	4%	4%
Retired	7%	**19%**	14%
Unemployed / Other	8%	11%	8%
Household Income			
Less than $15,000	10%	9%	5%
$15,000 to $25,000	5%	7%	7%
$25,000 to $35,000	5%	9%	7%
$35,000 to $55,000	20%	17%	16%
$55,000 to $75,000	14%	18%	16%
$75,000 to $100,000	17%	15%	20%
$100,000 to $150,000	**19%**	13%	17%
$150,000 or Greater	10%	11%	12%
Median	$69,100	$62,514	$73,164
Access to Vehicles			
% with Drivers' License	82%	85%	**90%**
% None	10%	7%	**2%**
# of Vehicles	1.6	1.6	**1.8**
Race / Ethnicity			
Caucasian	78%	81%	80%
Non-Caucasian	22%	19%	20%

Three out of five (61%) Frequent Regular Riders take 21 or more one-way trips per month – they average just over 30.

- Over half (52%) of Frequent Regular Riders rely on Metro for all or most of their transportation needs.
  - One out of ten (10%) rely on Metro for all of their transportation needs and do not have a car available for their use.
  - Nearly one out of five (18%) do not have a valid driver's license.
- More than four out of five (82%) Frequent Regular Riders primarily use Metro to commute to work (69%) or school (13%).
- Consistent with their reliance on transit, most (72%) ride during both peak and off-peak.

Moderate Regular Riders average seven one-way trips per month.

- Three out of five (59%) report that they use Metro for some of their transportation needs.
- Trip purpose varies widely. Nearly half (46%) use Metro for commute trips; the balance (54%) are non-commute trips.

Infrequent Riders average two one-way trips per month.

- Consistent with their frequency, more than three out of five (63%) Infrequent Riders state that they rely on Metro for very little of their transportation needs.
- The majority (71%) use Metro primarily for non-commute trips.

Table 20: Transit Use Among Frequent, Moderate, & Infrequent Riders

	Frequent	*Moderate*	*Infrequent*
Base (weighted)	301	138	268
Base (unweighted)	821	385	198
Transit Trips / Month			
1 to 4	-	-	100%
5 to 7	-	52%	-
8 to 10	-	48%	-
11 to 20	39%	-	-
21 or More	61%	-	-
Mean	30.4	7.4	2.2
Reliance on Transit			
All / Most	**52%**	20%	9%
Some	44%	**59%**	28%
Very Little	4%	21%	**63%**
Primary Trip Purpose			
Work	**69%**	38%	23%
School	**13%**	8%	5%
Social / Recreation	5%	**15%**	21%
Shopping / Errands	6%	**21%**	13%
Travel Downtown	1%	7%	14%
Appointments	4%	6%	7%
Events	1%	2%	7%
Airport	-	1%	5%
Other	2%	2%	4%
Peak / Off-Peak Ridership			
Peak & Off-Peak	**72%**	66%	57%
Peak Only	22%	12%	14%
Off-Peak Only	6%	**22%**	**29%**
Travel Mode to Bus Stop			
Walk	76%	80%	73%
Drive to Park & Ride	15%	12%	15%
Drive & Park Near Stop	4%	4%	5%
Dropped Off	1%	1%	3%
Bike	2%	1%	1%
Other	2%	2%	3%
Ride in Free Ride Zone			
% Yes	39%	34%	27%
Mean (those who ride)	9.0	4.5	3.5

Change in Frequency of Riding

While one-third of current riders (34%) suggest they are riding more often than they did in previous years, 27 percent report that they are riding less.

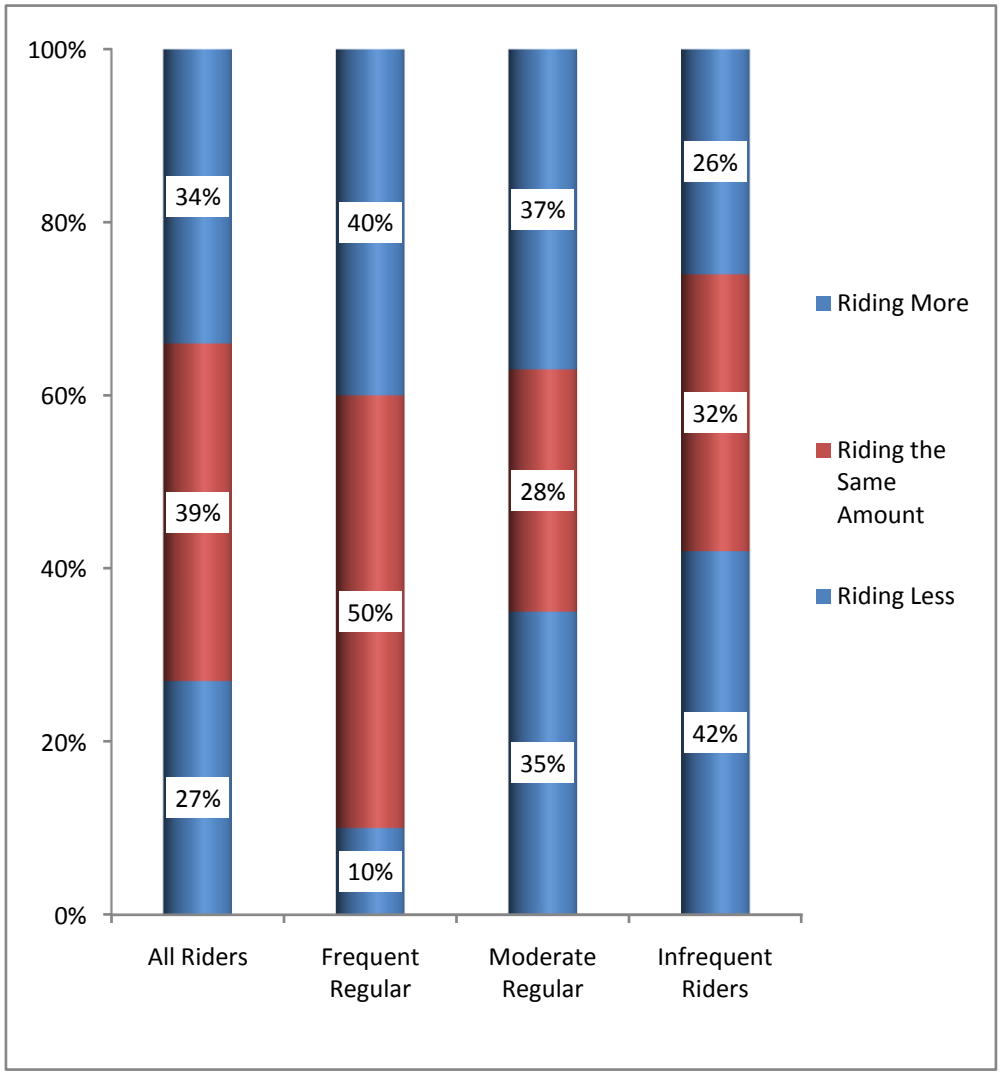
Current Infrequent Riders are significantly more likely than current Regular Riders to say they are riding less – 42 percent compared with 18 percent, respectively.

- Those who are riding the same amount as they did in previous years are the most frequent riders – currently averaging 19.2 one-way trips per month. On the other hand, those who are riding less than in previous years are the most infrequent riders – currently averaging 7.3 one-way trips per month.

Table 21: Current Number of One-Way Trips

	All Riders	Riding More	Same Amount	Riding Less
All Riders	15.3	17.8	19.2	7.3
Current Regular Riders	23.2	23.6	26.3	14.1
Frequent Regular	30.4	30.8	31.5	26.1
Moderate Regular	7.4	7.4	7.7	7.3
Infrequent	2.2	2.3	2.1	2.2

Figure 10: Reported Change in Frequency of Riding from Previous Years



Question MET4A *- Would you say that you are...?*
Base: *Regular and Infrequent Riders who have ridden Metro for at least one year (n = 1,189; n_w = 598)*

Overall, there are no differences in self-reported changes in frequency of riding by those living in the different planning areas. There are, however, some differences between planning areas among different rider segments.

- Infrequent and, to a lesser extent, Moderate Regular Riders in South King County are more likely than Frequent Regular Riders to say they are riding less than in previous years.

Table 22: Change in Frequency of Riding by Planning Area

	Total	Seattle / N. King	South King	East King
Base (weighted)	598	377	116	104
Base (unweighted)	1189	447	369	373
Riding More	34%	32%	36%	40%
Same Amount	39%	40%	36%	39%
Riding Less	27%	28%	28%	22%

Table 23: Change in Frequency of Riding by Current Rider Status and Planning Area

	Seattle / North King		
	Frequent Regular	**Moderate Regular**	**Infrequent Rider**
Base (weighted)	160	80	135
Base (unweighted)	232	117	94
Riding More	39%	35%	22%
Riding Same Amount	51%	28%	34%
Riding Less	10%	37%	43%
	South King		
	Frequent Regular	**Moderate Regular**	**Infrequent Rider**
Base (weighted)	54	23	39
Base (unweighted)	238	100	26
Riding More	42%	39%	27%
Riding Same Amount	47%	29%	23%
Riding Less	10%	**32%**	**50%**
	East King		
	Frequent Regular	**Moderate Regular**	**Infrequent Rider**
Base (weighted)	40	20	44
Base (unweighted)	220	111	40
Riding More	42%	41%	36%
Riding Same Amount	49%	30%	33%
Riding Less	8%	29%	31%

Reliance on Transit

Riders living in East and, to a somewhat lesser extent, South King County are more likely than those living in Seattle / N. King to report that they rely on transit for very little of their transportation needs.

- Regular Riders living in Seattle / N. King County are the most likely to say they rely on Metro for most (36%) or all (9%) of their transportation needs.
- At the same time, a significant number (14%) of Regular Riders living in South King County state that they rely on Metro for all of their transportation needs while 30 percent say they rely on it for most of their needs.
- Infrequent Riders living in East King County are the most likely to say that they rely on Metro for very little of their transportation

Table 24: Reliance on Transit by Planning Subarea

	Area of Residence			
	Total County	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	712	437	147	127
Base (unweighted)	1,417	515	445	457
All / Most	30%	31%	30%	24%
Some	41%	44%	36%	37%
Very Little	30%	25%	**35%**	**39%**

Table 25: Reliance on Transit by Planning Subarea

	Total		
	All Riders	**Regular Riders**	**Infrequent Riders**
Base (weighted)	712	444	268
Base (unweighted)	1,417	1,219	198
All / Most	30%	**42%**	9%
Some	41%	**49%**	28%
Very Little	30%	9%	63%
	Seattle / N. King		
	All Riders	**Regular Riders**	**Infrequent Riders**
Base (weighted)	437	277	160
Base (unweighted)	515	403	112
All / Most	31%	**45%**	9%
Some	44%	49%	**35%**
Very Little	25%	8%	56%
	South King		
	All Riders	**Regular Riders**	**Infrequent Riders**
Base (weighted)	147	93	55
Base (unweighted)	445	408	37
All / Most	30%	**44%**	5%
Some	36%	46%	19%
Very Little	35%	10%	**76%**
	East King		
	All Riders	**Regular Riders**	**Infrequent Riders**
Base (weighted)	127	74	54
Base (unweighted)	457	408	49
All / Most	24%	33%	12%
Some	37%	**54%**	14%
Very Little	39%	14%	**73%**

Those relying on transit for all or most of their needs are somewhat younger – average age of 43 – than those relying on transit for some or very little of their transit needs. Consistent with this demographic, those relying on transit for all or most of their transit needs are more likely to be:

- Single family households (32%);
- Students (13%); and
- Less affluent – median household income of slightly less than $48,000.

Those relying on Metro for all or most of their transit needs are also more ethnically / racially diverse.

- Three out of ten (30%) are non-Caucasian.

Table 26: Demographic Characteristics of Transit Reliant Segments

	All / Most	Some	Very Little
Base (weighted)	209	289	209
Base (unweighted)	505	651	253
Gender			
Male	49%	50%	53%
Female	51%	50%	47%
Age			
16 to 17	6%	3%	4%
18 to 24	11%	7%	8%
25 to 34	18%	22%	20%
35 to 44	16%	20%	21%
45 to 54	23%	21%	17%
55 to 64	15%	14%	19%
65 plus	10%	14%	11%
Mean	42.7	44.6	44.3
HH Composition			
Single Person	**32%**	19%	20%
Multi-Person	68%	**81%**	**80%**
Employment Status			
Employed Full-Time	44%	**52%**	51%
Employed Part-Time	10%	10%	**12%**
Self-Employed	7%	7%	9%
Student (not working)	**13%**	8%	6%
Homemaker	3%	3%	4%
Retired	10%	13%	13%
Unemployed / Other	**14%**	8%	4%
Household Income			
Less than $15,000	**18%**	3%	5%
$15,000 to $25,000	9%	6%	4%
$25,000 to $35,000	9%	7%	5%
$35,000 to $55,000	20%	16%	17%
$55,000 to $75,000	13%	17%	16%
$75,000 to $100,000	12%	**19%**	**20%**
$100,000 to $150,000	11%	**22%**	16%
$150,000 or Greater	7%	10%	**16%**
Median	**$47,955**	$76,824	$77,993
Access to Vehicles			
% with Drivers' License	**67%**	92%	95%
% None	**21%**	4%	<1%
# of Vehicles	1.3	1.6	**2.0**
Race / Ethnicity			
Caucasian	70%	81%	85%
Non-Caucasian	**30%**	19%	15%

Riders who rely on transit for **all or most** of their transportation needs are clearly differentiated from other riders.

- Those who rely on transit for all or most of their transportation needs are Metro's most frequent riders. Over half (51%) take more than 20 trips monthly – they average 27 trips per month.
- The majority use Metro primarily to commute to work (55%) or school (15%).
- Four out of five (81%) ride during peak and off-peak hours.
- Most (87%) walk to their bus stops.
- Forty-five percent (45%) have taken rides entirely within the downtown Ride Free Area.

Those who rely on Metro for **some** of their transportation have widely varying rates of usage. On average, they take 15 one-way trips monthly.

- Like those who rely on transit for all or most of their transportation needs, the majority (53%) of these riders use the bus to commute to work. One out of five (21%) travel only during peak travel periods.
- While three out of four (75%) walk to their bus stop, a significant percentage (16%) use a park-and-ride lot.

As would be expected those who rely on Metro for very little of their transportation are relatively infrequent riders.

- Most travel is for non-commute trips – one-third use the bus for social / recreation trips (24%) or to travel to special events (9%). Fourteen percent (14%) use Metro to get to downtown Seattle.
- One-third (33%) travel during off-peak hours only.
- This segment is the most likely to use a park-and-ride lot.

Table 27: Transit Use Among Transit Reliant Segments

	All / Most	Some	Very Little
Base (weighted)	209	289	209
Base (unweighted)	505	651	253
Transit Trips / Month			
1 to 4	12%	26%	**81%**
5 to 7	6%	13%	10%
8 to 10	7%	15%	3%
11 to 20	25%	20%	3%
21 or More	**51%**	26%	2%
Mean	**27.2**	15.2	3.6
Primary Trip Purpose			
Work	**55%**	**53%**	25%
School	**15%**	9%	3%
Social / Recreation	6%	11%	**24%**
Shopping / Errands	13%	10%	12%
Travel Downtown	1%	**8%**	**14%**
Appointments	7%	5%	3%
Events	<1%	2%	**9%**
Airport	1%	1%	6%
Other	2%	2%	4%
Peak / Off-Peak Ridership			
Peak & Off-Peak	**81%**	65%	50%
Peak Only	11%	**21%**	17%
Off-Peak Only	8%	14%	**33%**
Travel Mode to Bus Stop			
Walk	**87%**	**75%**	65%
Drive to Park & Ride	6%	**16%**	21%
Drive & Park Near Stop	2%	3%	7%
Dropped Off	1%	1%	3%
Bike	2%	2%	1%
Other	2%	2%	2%
Ride in Free Ride Zone			
% Yes	**45%**	33%	23%
Mean (those who ride)	8.2	6.1	3.6

Trip Purpose

There are few differences in riders' primary trip purposes across the different planning areas.

- Riders living in South and East King County are more likely than those in Seattle / North King County to use Metro to travel to special events – 17 and 18 percent, respectively.
- Riders living in Seattle / North King County are the most likely riders to use Metro to travel to downtown Seattle (14%).

Table 28: Trip Purpose by Planning Subarea

	Area of Residence			
	Total County	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	2,425	953	833	639
Base (unweighted)	2,425	805	810	810
Commute to / from Work	53%	51%	56%	51%
Commute to / from School	6%	7%	6%	6%
Non-Commute	41%	42%	38%	43%

Those who use Metro primarily to commute to work are clearly differentiated from School Commuters and non-Commuters.

- Those using Metro to commute to work are more likely to be male (54%) than female (46%).
- The majority (73%) are between the ages of 35 and 54 – on average they are 44 to 45 years of age.
- More than four out of five (81%) are employed full-time.
- They are Metro's most affluent customers. More than half (55) have household incomes of $75,000 or more – their median household income is $82,170.

Those using Metro primarily to commute to school are almost equally likely to be men (49%) as women (51%).

- Seven out of ten (70%) are between the ages of 16 and 24 – average age is 24 years.
- More than three out of five (61%) are full-time students.
- They are Metro's most diverse customers – 38 percent are non-white.

Non-Commuters are more likely to be women (54%) than men (46%).

- They are Metro's oldest customers – one-fourth (25%) are 65 and older. Consistent with their age, 28 percent are retired.

Table 29: Demographic Characteristics of Riders by Trip Purpose

	Work	School	Non-Commute
Base (weighted)	318	63	318
Base (unweighted)	756	147	491
Gender			
Male	**56%**	47%	46%
Female	44%	53%	**54%**
Age			
16 to 17	<1%	**29%**	3%
18 to 24	5%	**33%**	6%
25 to 34	20%	25%	20%
35 to 44	**27%**	7%	13%
45 to 54	**27%**	3%	**18%**
55 to 64	**18%**	2%	**17%**
65 plus	3%	1%	**23%**
Mean	**43.7**	25.1	**48.3**
HH Composition			
Single Person	**19%**	5%	**30%**
Multi-Person	**81%**	**95%**	70%
Employment Status			
Employed Full-Time	**81%**	5%	**27%**
Employed Part-Time	**9%**	22%	**9%**
Self-Employed	5%	3%	**11%**
Student (not working)	1%	**63%**	**6%**
Homemaker	<1%	4%	**6%**
Retired	1%	1%	**25%**
Unemployed / Other	3%	3%	**15%**
Household Income			
Less than $15,000	4%	12%	**11%**
$15,000 to $25,000	4%	10%	**8%**
$25,000 to $35,000	5%	10%	**8%**
$35,000 to $55,000	16%	26%	19%
$55,000 to $75,000	17%	16%	15%
$75,000 to $100,000	**20%**	16%	15%
$100,000 to $150,000	**23%**	6%	13%
$150,000 or Greater	13%	4%	11%
Median	$81,976	$48,372	$60,729
Access to Vehicles			
% with Drivers' License	**91%**	56%	86%
% None	5%	6%	8%
# of Vehicles	1.7	1.6	1.6
Race / Ethnicity			
Caucasian	80%	58%	83%
Non-Caucasian	22%	**48%**	19%

Those using Metro to primarily commute to work or school are Regular Frequent Riders.

- Three out of four (75%) riders using Metro to commute to work take 11 or more one-way trips per month – they average just over 25 trips.
- Seventy-one percent (71%) of riders using Metro to commute to school take 11 or more one-way trips per month.

On the other hand, the majority (70%) of those using Metro for non-commute trips are Moderate Regular Riders (taking 5 to 10 trips per month) or Infrequent Riders (taking 1 to 4 trips per month).

Those using Metro for commute trips are more likely than those using Metro for non-commute trips to be more transit reliant.

- Those using Metro to commute to school are the most transit reliant -- nearly half (48%) rely on Metro for all or most of their transportation needs.

Those using Metro to commute to work the most likely (29%) to be park-and-ride lots users.

Table 30: Transit Use among Regular & Infrequent Riders by Trip Purpose

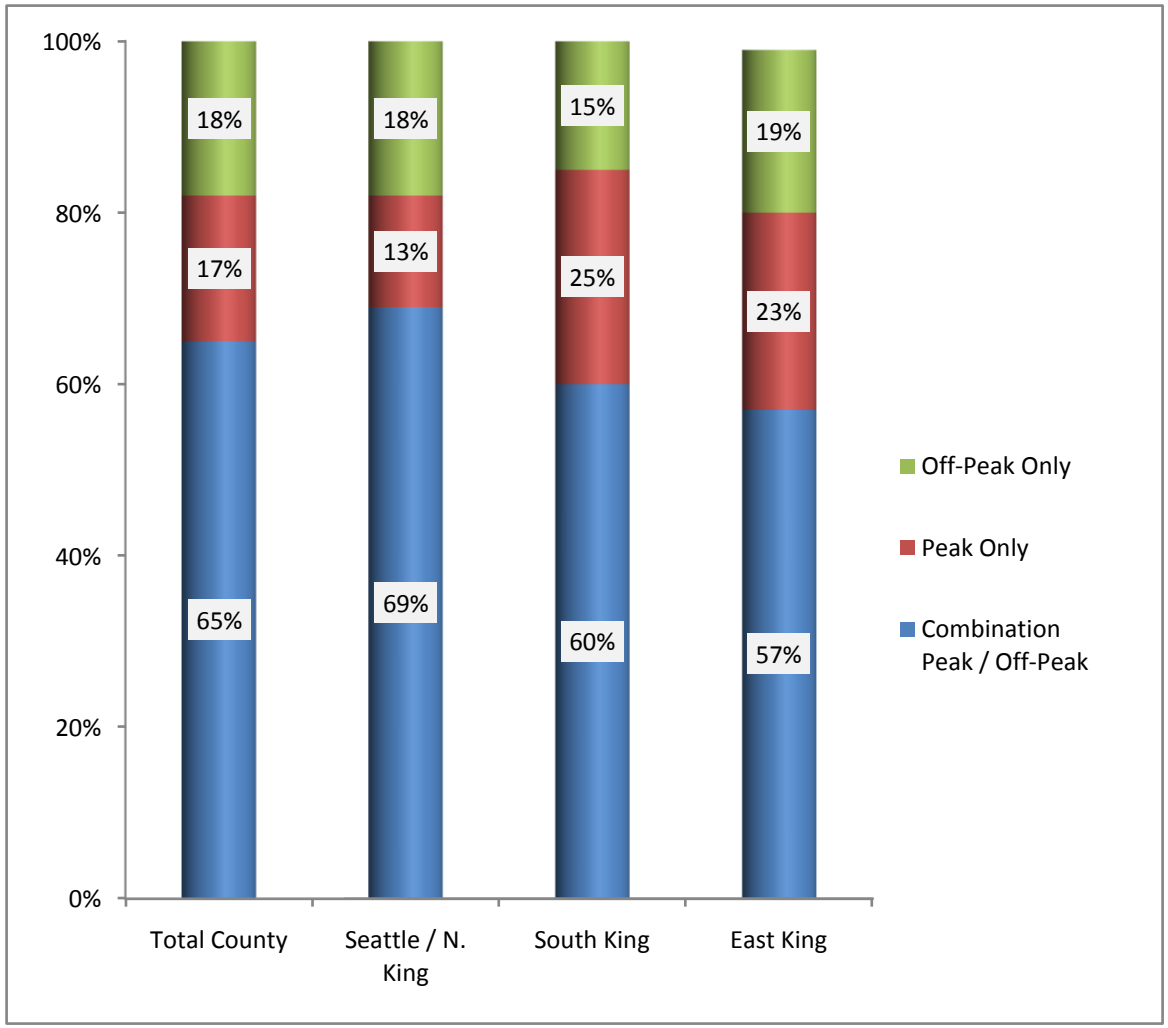
	Work	School	Non-Commute
Base (weighted)	318	63	318
Base (unweighted)	756	147	491
Transit Trips / Month			
1 to 4	20%	22%	**60%**
5 to 7	8%	7%	**13%**
8 to 10	8%	10%	**10%**
11 to 20	**22%**	**21%**	11%
21 or More	**43%**	**40%**	7%
Mean	**21.8**	**21.8**	7.3
Reliance on Transit			
All / Most	**36%**	**50%**	19%
Some	**48%**	41%	34%
Very Little	17%	9%	**47%**
Peak / Off-Peak Ridership			
Peak & Off-Peak	63%	**85%**	**62%**
Peak Only	**32%**	**11%**	4%
Off-Peak Only	5%	4%	**34%**
Travel Mode to Bus Stop			
Walk	71%	**86%**	**78%**
Drive to Park & Ride	**18%**	7%	12%
Drive & Park Near Stop	4%	2%	4%
Dropped Off	2%	**3%**	2%
Bike	2%	<1%	1%
Other	2%	2%	3%
Ride in Free Ride Zone			
% Yes	36%	37%	30%
Mean (those who ride)	**6.7**	**8.0**	5.5

Peak / Off-Peak Travel

Consistent with their greater frequency of riding, Seattle / N. King County Regular and Infrequent Riders are more likely to ride in both peak and off-peak hours.

- While the majority of South and East King County riders also ride in both peak and off-peak hours, one-fourth ride during peak hours only – 25 percent of South King County and 23 percent of East King County riders.

Figure 11: Peak / Off-Peak Travel by Planning Subarea



Those riding during peak hours only are clearly different from those riding a combination of peak and off-peak hours and those riding off-peak only.

- They are more likely to be men (56%) than women (44%).
- More than half (52%) are between the ages of 45 and 64.
- Nearly four out of five (78%) are employed full-time.
- They are Metro's most affluent riders – two-thirds (67%) have household incomes between $55,000 and $150,000.

Those riding off-peak are differentiated somewhat by their age.

- One out of five (21%) are 65 and older. Consistent with their age, 23 percent are retired.

Table 31: Demographics of Riders Riding at Different Times

	Combination	Peak Only	Off-Peak Only
Base (weighted)	459	121	126
Base (unweighted)	922	306	183
Gender			
Male	49%	**56%**	51%
Female	51%	44%	49%
Age			
16 to 17	5%	3%	3%
18 to 24	11%	2%	7%
25 to 34	21%	16%	22%
35 to 44	20%	22%	12%
45 to 54	18%	**30%**	19%
55 to 64	14%	**22%**	14%
65 plus	11%	5%	**21%**
Mean	42.7	46.0	47.2
HH Composition			
Single Person	25%	14%	24%
Multi-Person	75%	**86%**	76%
Employment Status			
Employed Full-Time	44%	**78%**	42%
Employed Part-Time	12%	7%	9%
Self-Employed	8%	2%	9%
Student (not working)	11%	5%	6%
Homemaker	4%	1%	2%
Retired	12%	2%	**23%**
Unemployed / Other	9%	4%	10%
Household Income			
Less than $15,000	9%	4%	6%
$15,000 to $25,000	6%	3%	9%
$25,000 to $35,000	8%	2%	6%
$35,000 to $55,000	19%	12%	19%
$55,000 to $75,000	14%	**20%**	16%
$75,000 to $100,000	16%	**23%**	16%
$100,000 to $150,000	17%	**24%**	12%
$150,000 or Greater	10%	12%	15%
Median	$65,007	**$84,373**	$66,346
Access to Vehicles			
% with Drivers' License	81%	**97%**	91%
% None	9%	0%	6%
# of Vehicles	1.6	**1.9**	1.7
Race / Ethnicity			
Caucasian	77%	79%	**88%**
Non-Caucasian	23%	21%	12%

Riders who use Metro during peak hours only are also clearly differentiated by how they use transit.

- They are the most frequent riders – one-third take more than 20 one-way rides monthly.
- Over half (51%) report that they rely on Metro for just some of their transportation needs. Most (85%) use Metro to commute to work.
- This segment is the most likely segment to use a park-and-ride lot to access the bus (26%).

Those who ride during off-peak hours are also clearly differentiated by how they use the bus.

- More than three out of five (61%) are Infrequent Riders, taking between one and four trips monthly.
- More than half (54%) rely on transit for very little of their transportation needs.
- As would be expected, most use the bus for non-commute trips.

Table 32: Transit Use Among Riders Riding at Different Times

	Combination	Peak Only	Off-Peak Only
Base (weighted)	459	121	126
Base (unweighted)	922	306	183
Transit Trips / Month			
1 to 4	33%	31%	**61%**
5 to 7	10%	5%	15%
8 to 10	9%	9%	9%
11 to 20	18%	22%	7%
21 or More	29%	**34%**	7%
Mean	16.9	**18.1**	7.1
Reliance on Transit			
All / Most	**37%**	19%	14%
Some	41%	**51%**	32%
Very Little	22%	30%	**54%**
Primary Trip Purpose			
Work	45%	**85%**	12%
School	12%	6%	2%
Social / Recreation	12%	<1%	**29%**
Shopping / Errands	10%	7%	**22%**
Travel Downtown	8%	-	**12%**
Appointments	6%	2%	6%
Events	3%	-	**10%**
Airport	2%	-	2%
Other	2%	<1%	4%
Travel Mode to Bus Stop			
Walk	**80%**	57%	76%
Drive to Park & Ride	12%	**26%**	14%
Drive & Park Near Stop	2%	6%	8%
Dropped Off	2%	4%	1%
Bike	2%	2%	-
Other	2%	5%	1%
Ride in Free Ride Zone			
% Yes	**39%**	26%	22%
Mean (those who ride)	6.4	7.2	5.6

Personal Travel

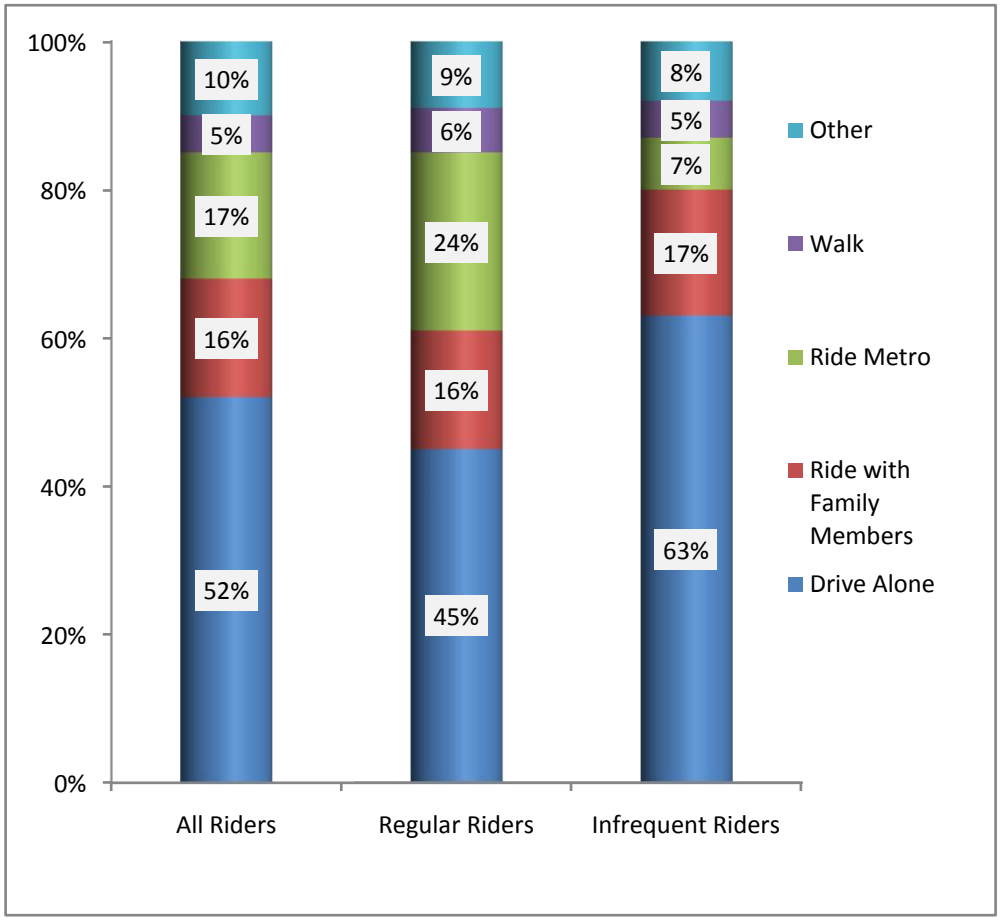
Current Regular and Infrequent Riders were asked what method of transportation they usually use to get around for most of their personal travel (defined as non-work travel).

Nearly seven out of ten (69%) Riders drive alone or ride with other family members for their personal travel.

- This is noteworthy for Infrequent Riders – 80 percent of whom drive alone or ride with others.

Regular Riders are more than three times as likely at Infrequent Riders to use Metro for their personal travel – 24 percent compared to 7 percent, respectively.

Figure 12: Current Riders Use of Metro for Personal Travel

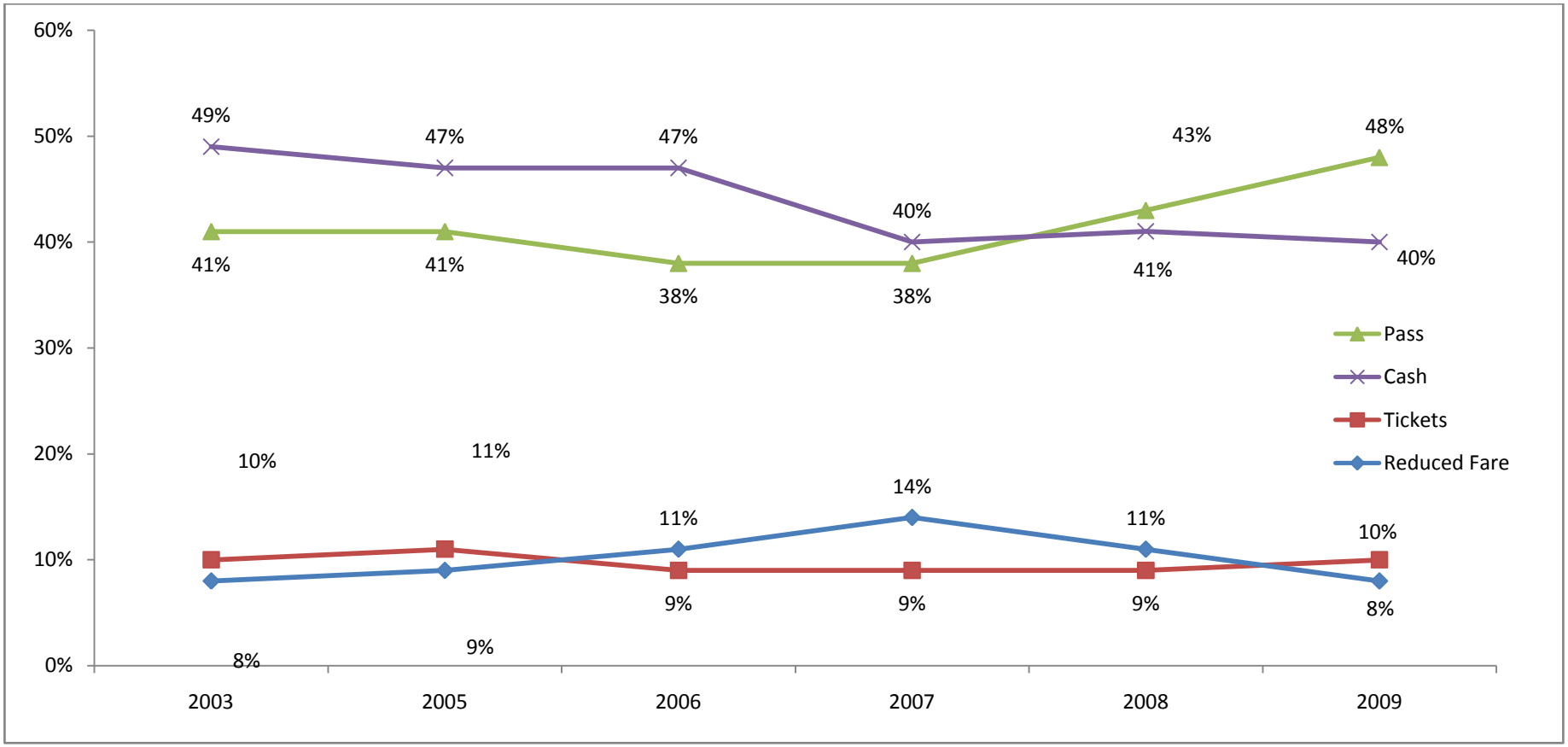


Question PERT1 - *What method of transportation do you usually use to get around for most of your personal that is non-work, travel?*
Base*: All Regular and Infrequent Riders (n = 1,417; n_w = 712)*

FARE PAYMENT

Trends in Fare Payment

Pass use has been increasing steadily since 2007. Pass use surpassed cash payments in 2008. Currently, nearly half (48%) of all riders use a pass. This includes 17 percent who use the new ORCA card. Passes are now the most common form of fare payment used.



Question FARE2A *- How do you usually pay your bus fare?*
Base*: All Frequent & Infrequent Riders (n = 1,417; n_w = 712)*
Sums to more than 100 percent; multiple responses allowed

The demographic characteristics of those using different fare payment methods differ significantly – notably in terms of their age but also employment status and household income.

Pass

Pass users are generally younger – more than half (53%) are between the age of 18 and 44; average age is 42.

Nearly two-thirds (65%) are employed full-time.

They are Metro's most affluent customers – more than half (51%) have household incomes of $75,000 or greater; median household income is $76,167.

Cash

Those who use cash are either relatively young – 37 percent are under the age of 35 – or relatively old – 28 percent are 55 and older.

Tickets

The largest segment (40%) of ticket users are between the ages of 25 and 44. However, an above-average percentage (23%) is between the ages of 55 and 64.

Half (50%) of all ticket users are employed full-time. However, an above-average percentage (19%) is self-employed.

Reduced Fare

Consistent with the nature of the fare, the majority (52%) of those paying a reduced fare is older and 38 percent are retired.

- Those paying a reduced fare are also more likely to be women (59%) than men (41%) and over half live alone.
- This segment is the least affluent rider segment – over half have household incomes of $25,000 or less with a median household income of $22,231.

Table 33: Demographics of Riders Using Different Fare Payment Methods

	Cash	Tickets	Pass	Reduced Fare
Base (weighted)	286	71	340	32
Base (unweighted)	482	141	761	56
Gender				
Male	50%	49%	53%	41%
Female	50%	51%	47%	59%
Age				
16 to 17	**6%**	5%	3%	-
18 to 24	**10%**	3%	**9%**	2%
25 to 34	**21%**	**15%**	**23%**	5%
35 to 44	18%	**25%**	**21%**	12%
45 to 54	18%	25%	21%	22%
55 to 64	**16%**	**23%**	**16%**	6%
65 plus	**12%**	4%	5%	**52%**
Mean	43.0	44.2	41.9	**61.2**
HH Composition				
Single Person	20%	18%	21%	**52%**
Multi-Person	**80%**	**82%**	**79%**	48%
Employment Status				
Employed Full-Time	37%	**50%**	**65%**	13%
Employed Part-Time	11%	6%	12%	15%
Self-Employed	**11%**	**19%**	2%	7%
Student (not working)	**10%**	**8%**	**9%**	1%
Homemaker	**5%**	1%	2%	2%
Retired	**14%**	9%	6%	**38%**
Unemployed / Other	**12%**	7%	5%	**17%**
Household Income				
Less than $15,000	8%	6%	6%	**38%**
$15,000 to $25,000	6%	5%	5%	**17%**
$25,000 to $35,000	**8%**	2%	6%	2%
$35,000 to $55,000	**21%**	20%	17%	10%
$55,000 to $75,000	15%	22%	16%	17%
$75,000 to $100,000	15%	15%	**20%**	4%
$100,000 to $150,000	**17%**	**16%**	**19%**	2%
$150,000 or Greater	10%	14%	12%	12%
Median	$64,137	$70,641	$76,167	$22,231
Access to Vehicles				
% with Drivers' License	86%	87%	87%	**63%**
% None	6%	5%	6%	**36%**
# of Vehicles	1.8	1.6	1.7	**1.0**

Choice of fare media is clearly a factor of how Riders use transit – notably the frequency with which they ride.

Pass

Pass users are frequent riders. More than three out of five (63%) take more than 10 trips per month; more than two out of five (42%) take more than 20 trips.

At the same time, most (45%) rely on Metro for just some of their transportation needs.

As would be expected, the majority of pass users primarily use Metro to commute to work (66%) or school (12%).

Cash

Those who pay cash are Infrequent Riders – 55 percent take fewer than five one-way trips per month. Consistent with this, nearly half (46%) say they rely on Metro for very little of their transportation needs. Trip purposes by those paying cash varies widely. Only one out four riders paying with cash are commuting to work. Twenty-two percent are traveling for social or recreation travel, 14 percent are taking shopping or errand trips, 11 percent are going to downtown Seattle.

Tickets

While most ticket users are Infrequent or Moderate Regular Riders (between 11 and 20 one-way trips per month), one out of five (20%) take more than 20 one-way trips on Metro per month. The majority (53%) of ticket users primarily use Metro to commute to work.

Reduced Fare

Three out of five (60%) of those paying reduced fares rely on Metro for all or most of their transportation needs. However, most of them are using Metro for non-commute type trips.

Table 34: Transit Use Among Riders Using Different Fare Payment Methods

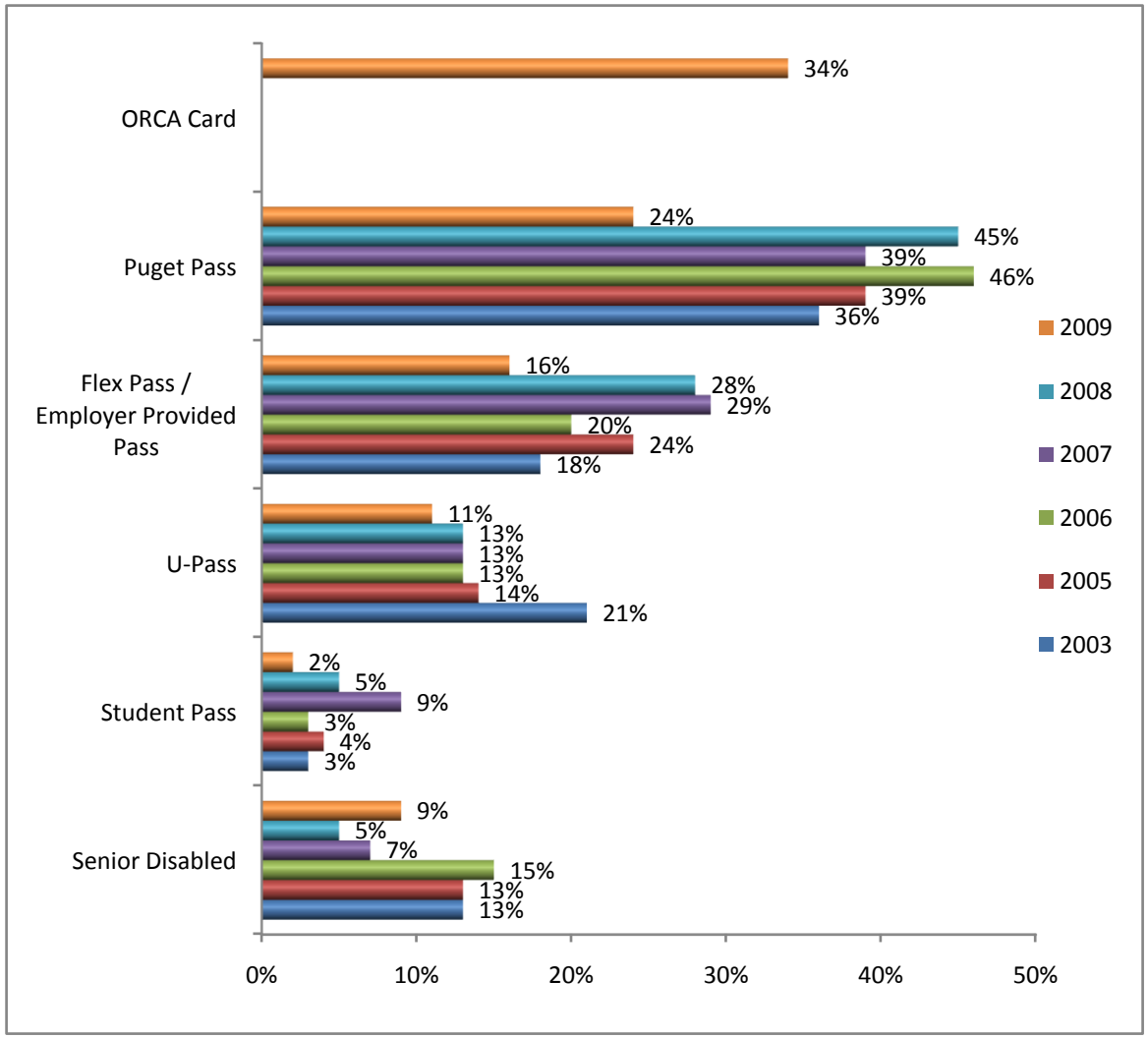
	Cash	Tickets	Pass	Reduced Fare
Base (weighted)	286	71	340	32
Base (unweighted)	482	141	761	56
Transit Trips / Month				
1 to 4	**55%**	34%	24%	34%
5 to 7	**14%**	**15%**	6%	14%
8 to 10	10%	**17%**	7%	15%
11 to 20	11%	14%	**21%**	11%
21 or More	10%	**20%**	**42%**	**25%**
Mean	8.56	12.35	**21.63**	15.50
Reliance on Transit				
All / Most	19%	27%	37%	**60%**
Some	35%	**47%**	**45%**	25%
Very Little	**46%**	26%	18%	14%
Primary Trip Purpose				
Work	**24%**	**53%**	**66%**	10%
School	**8%**	6%	**12%**	1%
Social / Recreation	**22%**	11%	6%	**21%**
Shopping / Errands	**14%**	12%	6%	**38%**
Travel Downtown	**11%**	8%	5%	---
Appointments	**8%**	3%	2%	**20%**
Events	6%	4%	2%	5%
Airport	4%	2%	0%	---
Other	4%	2%	1%	6%
Travel Mode to Stop				
Walk	77%	76%	74%	**88%**
Drive to Park & Ride	11%	18%	17%	9%
Drive & Park Near Stop	5%	3%	4%	---
Dropped Off	3%	1%	1%	1%
Bike	1%	2%	2%	1%
Other	4%	0%	1%	2%
Ride in Free Ride Zone				
% Yes	32%	35%	36%	43%
Mean (those who ride)	4.7	5.7	**7.6**	**8.2**

Type of Pass

The introduction of the ORCA Card in 2009 has had a significant impact on the types of passes people now have.

One-third (34%) of all pass users have an ORCA Card. As a result, use of the Puget Pass has dropped from 45 percent in 2008 to just 24 percent in 2009. There has also been a significant drop in the use of Flex Passes – from 28 percent in 2008 to 16 percent in 2009.

Figure 13: Type of Pass Used – 2003 to 2009



Question PASSTYPE - *What kind of pass do you have?*
Base*: Respondents that pay with an ORCA Card, pass, or reduced fare pass*

Pass Subsidies

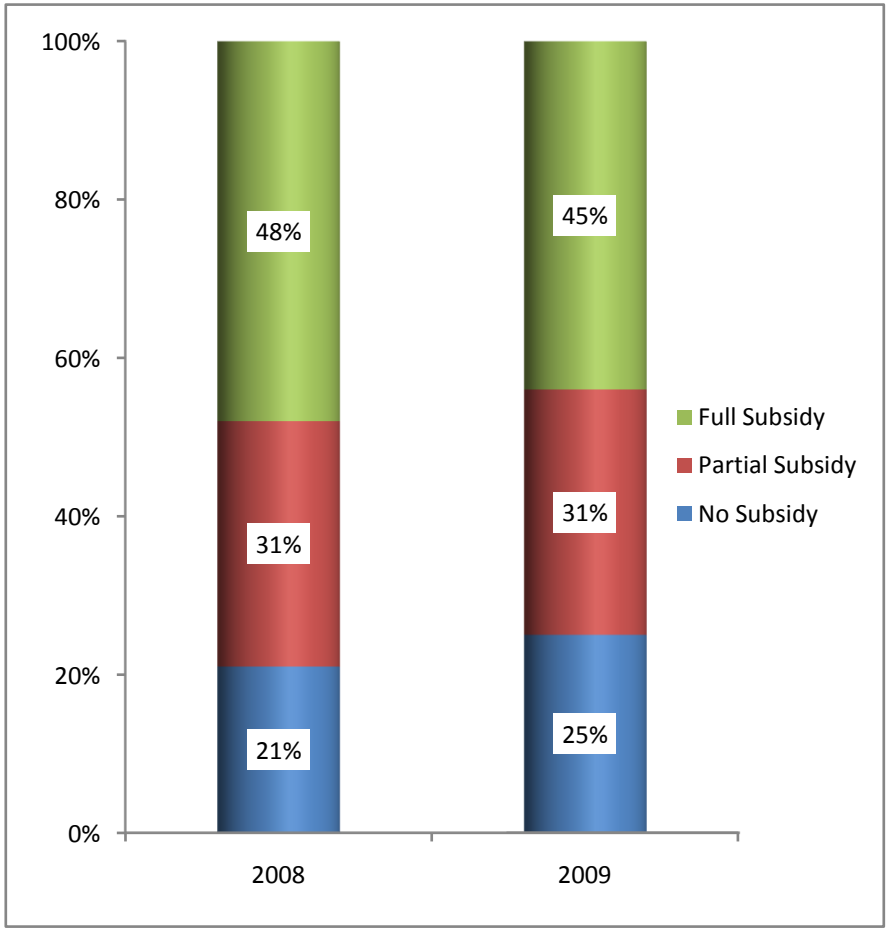
Slightly more than three out of four (76%) of pass users get a full or partial subsidy from their school or employer.

- There has been little change in the extent to which employers or schools subsidize passes since 2008. However, there appears to be some shift in the extent to which schools are fully or partially subsidizing School Commuters' passes.

	Work		School	
	2008	**2009**	**2008***	**2009**
Base (weighted)	131	252	20	41
Base (unweighted)	139	567	21	98
Received Subsidy	81%	78%	62%	60%
Full	49%	48%	39%	23%
Partial	32%	30%	23%	37%
No Subsidy	19%	22%	38%	39%

**Interpret with caution due to small cell size.*

Figure 14: Pass Subsidies – 2008 to 2009



Question FARE3 - *Does your employer or school pay for part of all of your Metro [pass / e-purse]?*

Base: *Commuters who use an Orca Card, Pass, or Reduced Fare ($n = 665$; $n_w = 293$)*

ORCA Card

Users

Slightly fewer than one out of five (18%) riders currently pay their fare with an ORCA Card.

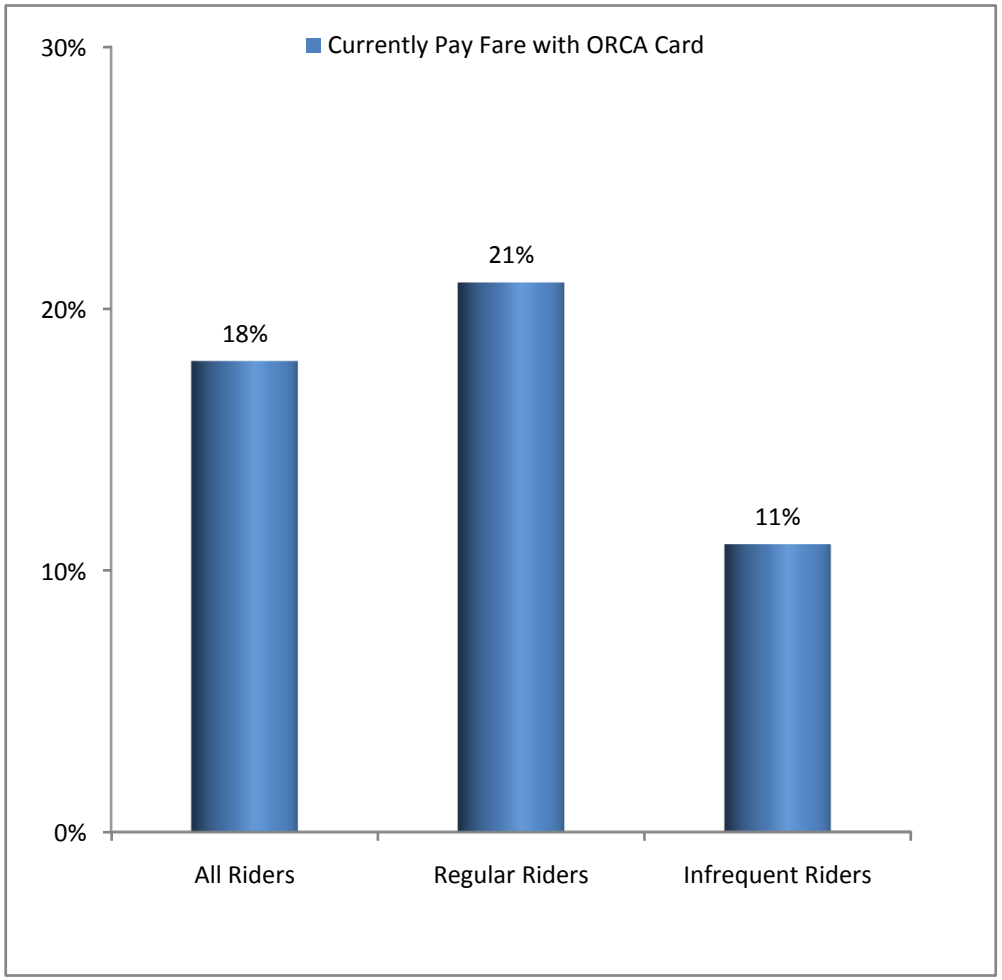
- Nearly twice as many Regular Riders than Infrequent Riders currently use an ORCA Card.

More than half (51%) of current ORCA Card users have a pass on their ORCA Card.

- Of those with a pass on their card, nearly three out of five (59%) have an adult pass. One out of four (24%) have a senior or disabled pass and 15 percent have a Passport or Flexpass.

	% of Current Users
Base (weighted) Base (unweighted)	124 283
Pass	51%
E-Purse / Money	37%
Both	12%

Figure 15: Percent of Riders Who Currently Pay Fare with ORCA Card



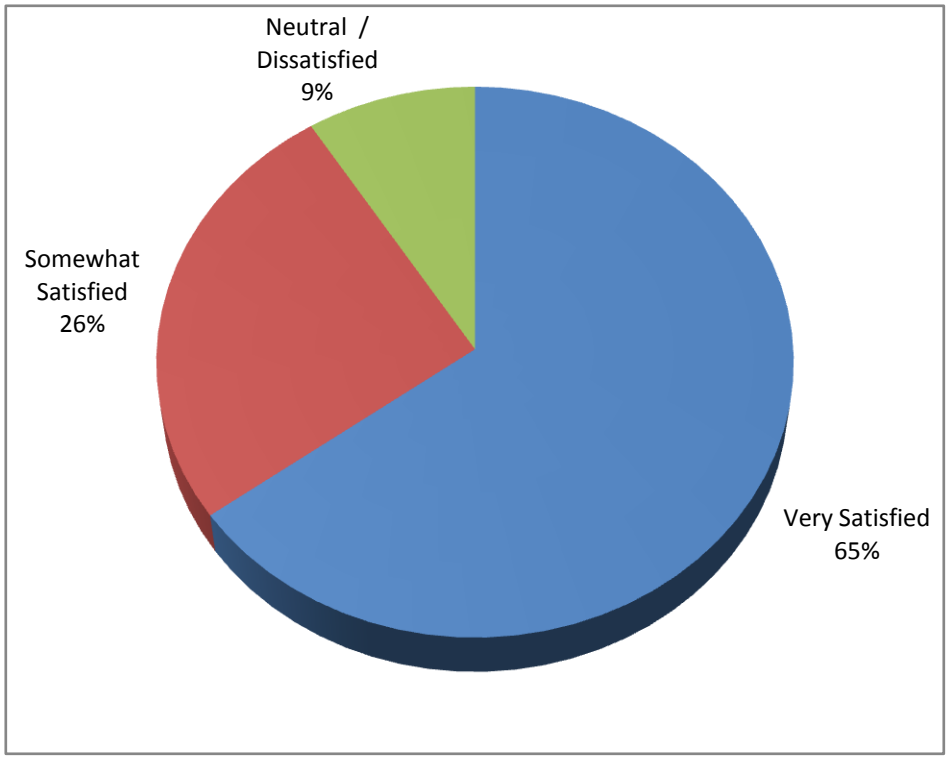
Question FARE1A *- Do you currently pay your fare with an ORCA card?*
Base*: All Frequent & Infrequent Riders (n = 1,417; n_w = 712)*

Current user satisfaction with the ORCA Card is high – 65 percent very satisfied and 26 percent somewhat satisfied.

Satisfaction is somewhat higher among those with a pass on their card than are those with an e-purse or money.

	Pass	E-Purse / Money	Both
Base (weighted)	46	33	11
Base (unweighted)	107	72	25
Very Satisfied	67%	56%	77%
Somewhat Satisfied	24%	34%	8%
Neutral / Dissatisfied	9%	10%	15%

Figure 16: Users' Satisfaction with ORCA Card



Question ORCA3 *- From what you have seen, read, heard, or experienced, overall, are you satisfied or dissatisfied with the ORCA program?*

Base*: Regular / Infrequent Riders who pay fare with ORCA Card (n = 124; n_w = 283)*

Non-Users

As noted, nearly one out of five (18%) riders currently uses an ORCA Card to pay their fare. Non-users were asked several follow-up questions to determine their awareness of and likelihood of using an ORCA Card in the future.

The percentage familiar versus not familiar with the ORCA card is nearly equally divided – 52 percent familiar and 48 percent not familiar.

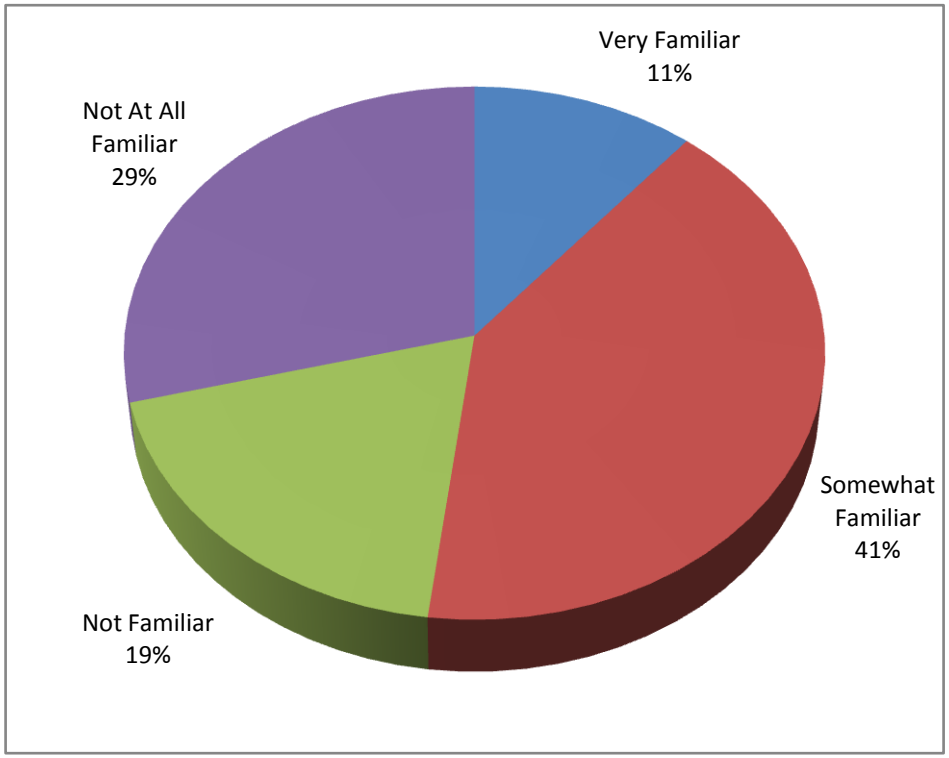
- However, nearly three out of ten (29%) riders say they are not at all familiar with the ORCA Card. Moreover, only 11 percent say they are very familiar.

There are no differences in familiarity between Regular and Infrequent Riders.

Table 35: Familiarity with ORCA Card by Rider Status

	Regular Riders	Infrequent Riders
Base (weighted) Base (unweighted)	350 959	237 175
Very Familiar	11%	11%
Somewhat Familiar	42%	41%
Not Familiar	19%	18%
Not at All Familiar	28%	30%

Figure 17: Non-Users' Familiarity with the ORCA Card



Question ORCA1 *- How familiar are you with the new ORCA card?*
Base*: Riders who do not currently use ORCA Card (n = 1,134; n_w = 588)*

In general, non-users' perceptions of the ORCA Card program are positive – 22 percent are very satisfied and 42 percent are somewhat satisfied. However, a significant percentage (26%) has neutral opinions suggesting that they do not have enough information to form an opinion.

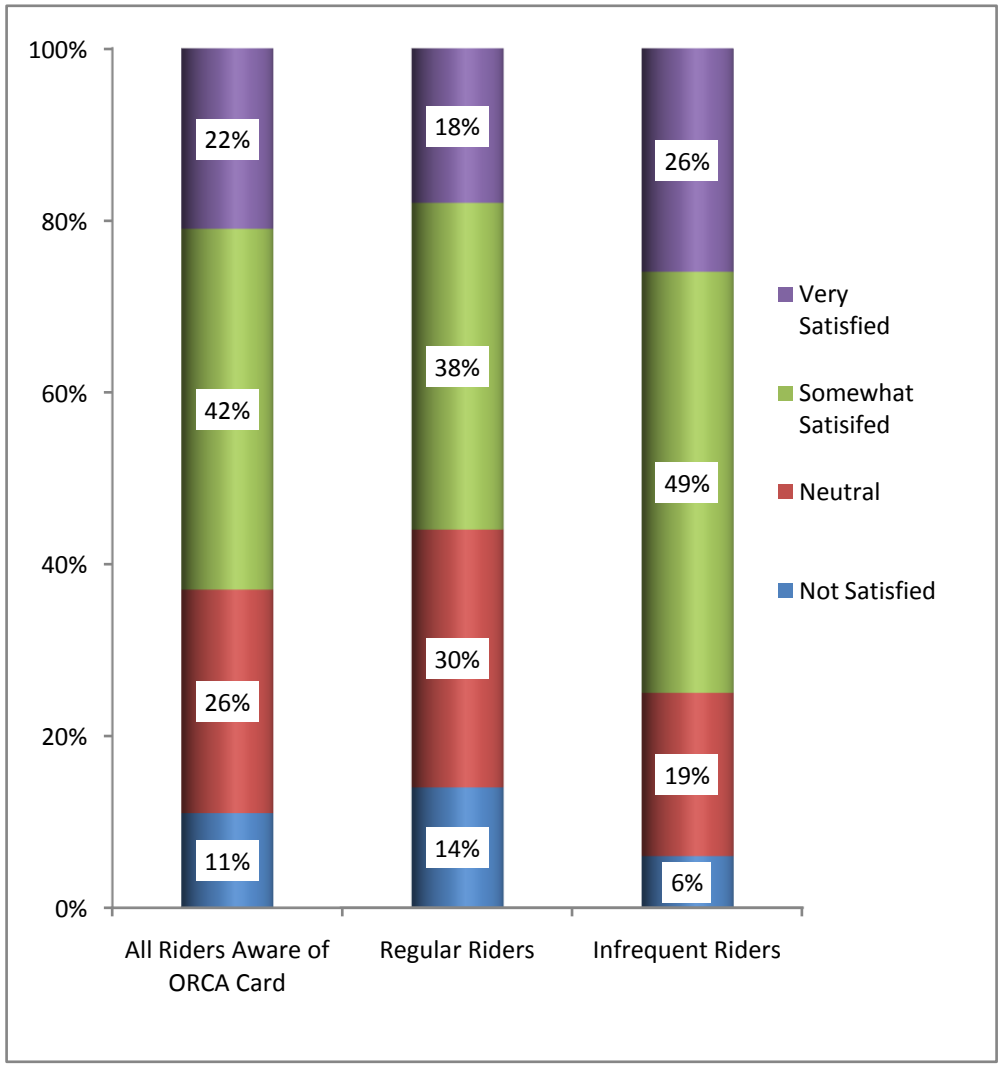
- Regular Riders are more likely to have neutral opinion (30%) or to be dissatisfied (14%) with the program than are Infrequent Riders.

Familiarity with the program does increase non-users' positive perceptions of the program.

Table 36: Non-Users' Satisfaction with ORCA Card Program by Familiarity with Program

	Very Familiar	Somewhat Familiar	Not Very Familiar
Base (weighted)	66	242	109
Base (unweighted)	132	456	205
Very Satisfied	**48%**	18%	9%
Somewhat Satisfied	23%	**51%**	35%
Neutral	17%	20%	**49%**
Dissatisfied	13%	11%	8%

Figure 18: Non-User Satisfaction with ORCA Card Program



Question ORCA3 *- From what you have seen, read, heard, or experienced, overall, are you satisfied or dissatisfied with the ORCA program?*

Base*: Regular / Infrequent Riders aware of but do not pay fare with ORCA Card (n = 793; n_w = 417)*

The majority (54%) of riders who do not currently use the card but are aware of it existence suggest that they are not at all likely to purchase a card in the near-term future (next three months). An additional 16 percent say they are somewhat unlikely to purchase a card.

One out of four (26%) current nonusers suggest they would be likely to purchase a card.

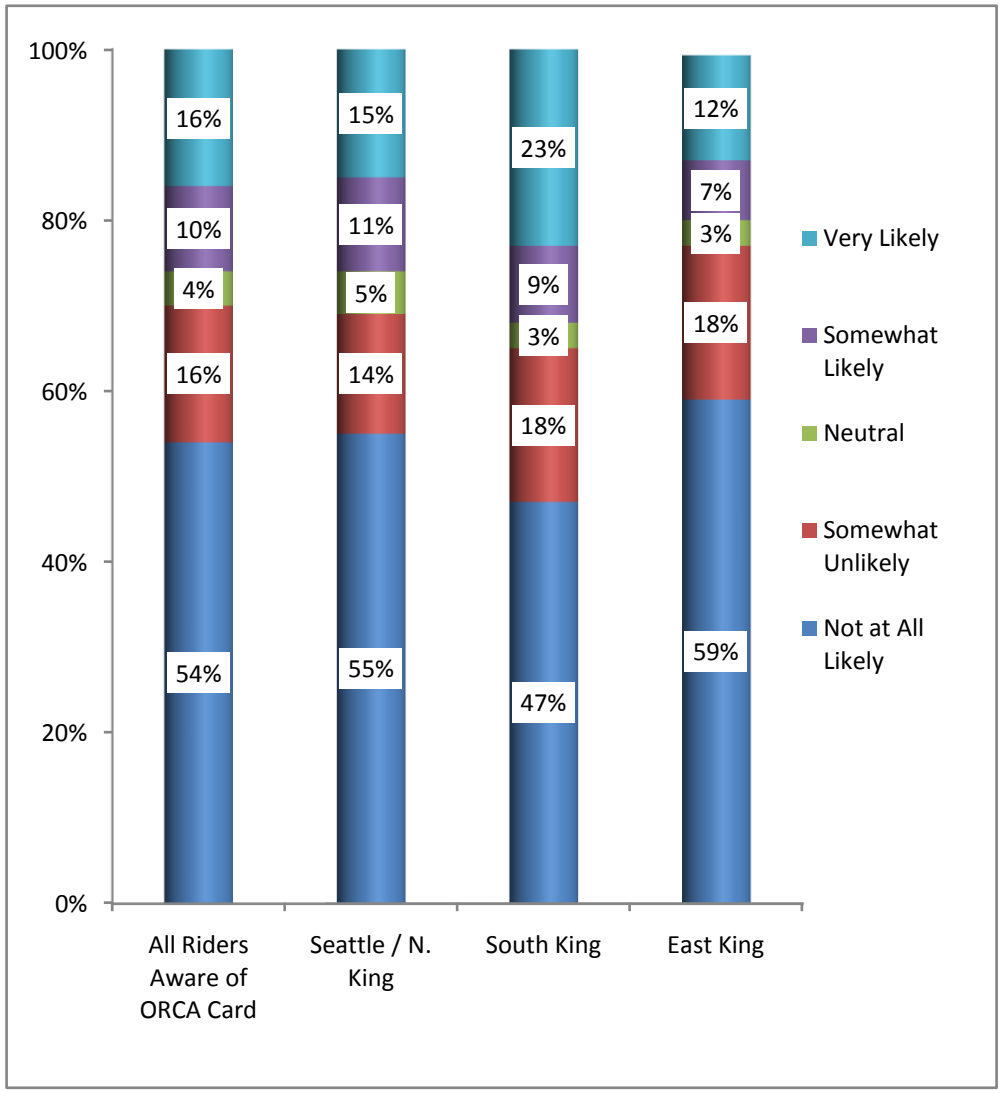
- There are no differences in likelihood of purchasing between Regular and Infrequent Riders.
- Non-users living in South King County appear to be the most interested (23% very likely).

Again, familiarity with the program increases nonusers' likelihood of purchasing a card. On the other hand it is not related to current perceptions of the program.

Table 37: Non-User Likelihood of Purchasing an ORCA Card Program by Familiarity with Program

	Very Familiar	Somewhat Familiar	Not Very Familiar
Base (weighted)	66	242	109
Base (unweighted)	132	456	205
Likely	**27%**	**32%**	13%
Neutral	6%	3%	6%
Somewhat Unlikely	9%	17%	18%
Very Unlikely	58%	49%	**63%**

Figure 19: Non-User Likelihood of Purchasing an ORCA Card



Question ORCA2 *- Are you likely or unlikely to purchase an ORCA card in the next 3 months?*
Base: Regular / Infrequent Riders aware of but do not pay fare with ORCA Card (n = 793; n_w = 417)

TRANSFER ACTIVITY

Number of Transfers

As in prior years, the majority (56%) of riders do not transfer to get to their usual destination.

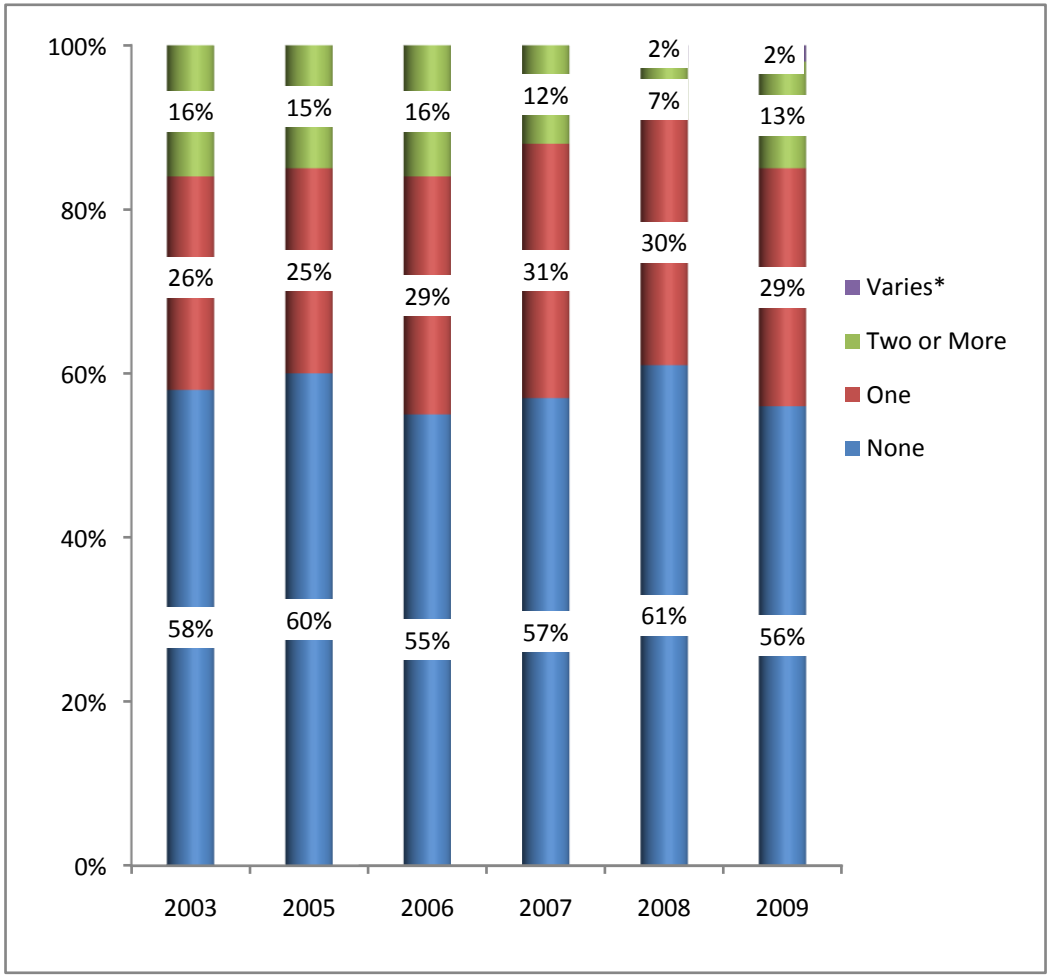
- However, after trending downwards slightly over the past several years, the percentage that transfers (42%) increased slightly in 2009.
- This increase is due to an increase in the percentage taking two or more transfers. This percentage dropped significantly in 2008. Current numbers (13%) are consistent with 2007.

The number of transfers required varies significantly by planning subarea.

Table 38: Number of Transfers by Planning Subarea

	Seattle / N. King	South King	East King
Base (weighted)	437	147	127
Base (unweighted)	515	445	457
None	**58%**	47%	**58%**
One	29%	31%	25%
Two or More	11%	**20%**	14%
Varies	2%	2%	3%

Figure 20: Number of Transfers 2003 to 2009



Question MET7 - *How many transfers do you usually make when you use the bus? *Note response code for varies was added in 2008.*
Base*: All Regular and Infrequent Riders (n = 1,417; n_w = 712)*

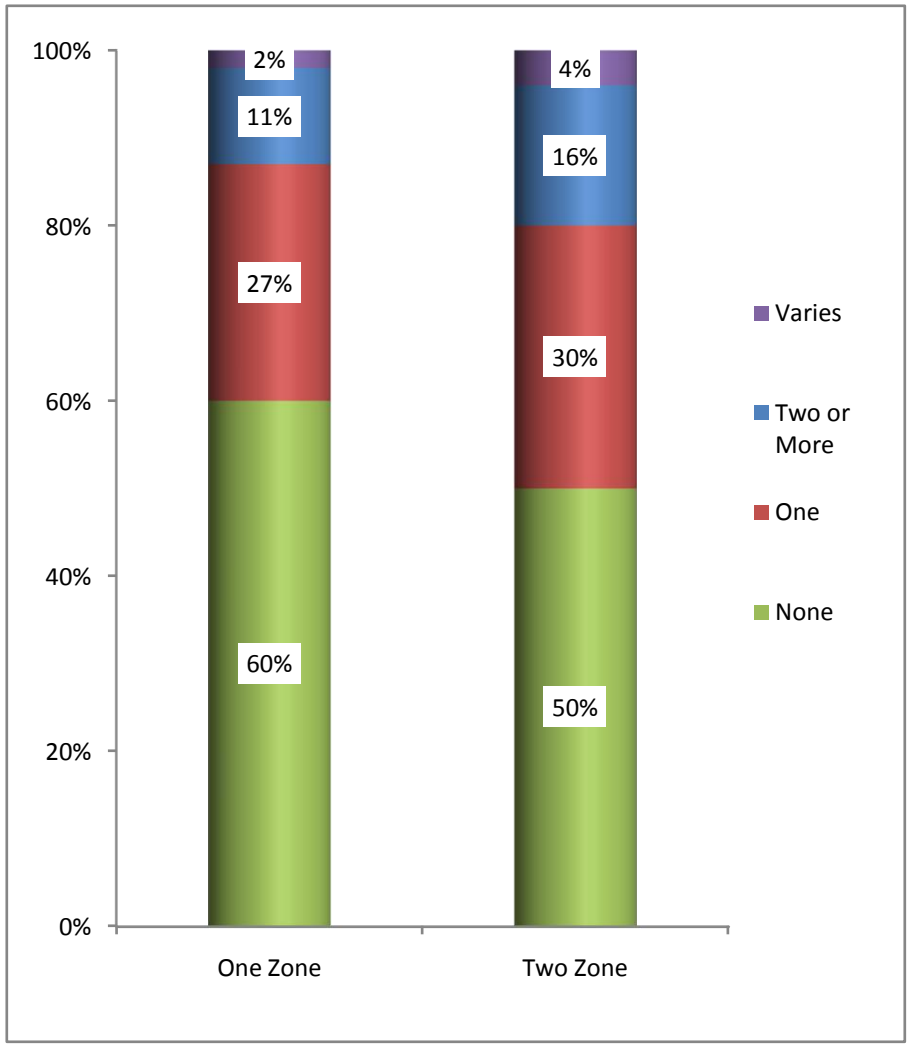
As would be expected, two zone trips are more likely than one zone trips to require a transfer – 46 percent compared with 38 percent, respectively.

- It is noteworthy that while only 21 percent of Seattle / North King County riders take two zone trips, those that do are more likely to transfer any other segment. Conversely, East King County riders are the most likely to take two-zone trips (67%). On the other hand, those that do are the least likely to transfer.

Table 39: Number of Transfers by Trip Type and Area

	Seattle / N. King	
	One Zone	Two Zone
% of Trips	79%	21%
None	63%	43%
One Transfer	26%	35%
Two or More	9%	18%
Varies	2%	5%
	South King	
	One Zone	Two Zone
% of Trips	46%	54%
None	46%	49%
One Transfer	30%	32%
Two or More	23%	17%
Varies	1%	3%
	East King	
	One Zone	Two Zone
% of Trips	33%	67%
None	58%	60%
One Transfer	26%	24%
Two or More	13%	14%
Varies	3%	3%

Figure 21: Number of Transfers by Type of Trip



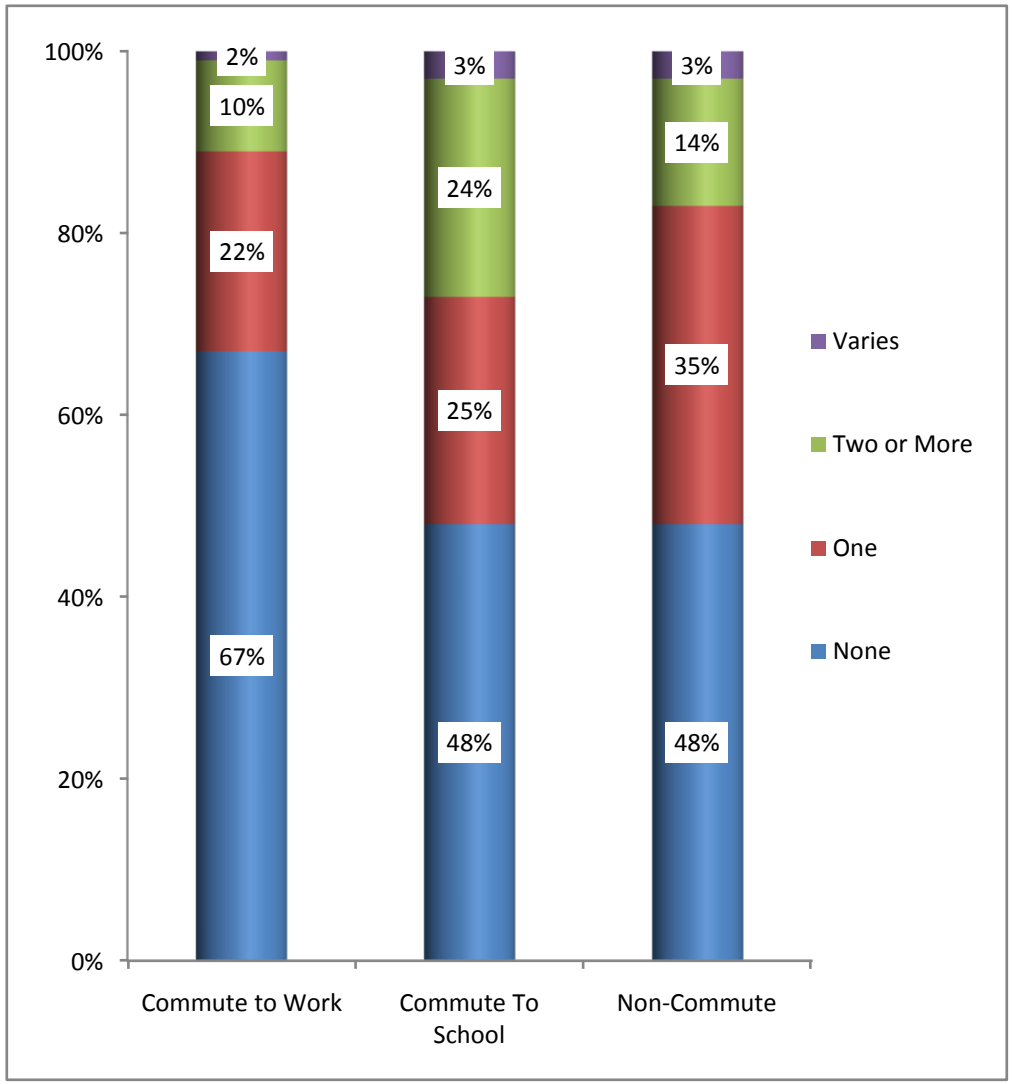
Question MET7 - *How many transfers do you usually make when you use the bus? .*

Base*: All Regular and Infrequent Riders (n = 1,417; n_w = 712)*

Regular and Infrequent Riders using the bus to commute to work are the least likely to have to transfer to get to their usual destination – more than two-thirds (67%) do not transfer.

- Those who use the bus to commute to school are the most likely to have to transfer. Among School Commuters who transfer, 48 percent transfer once. Nearly one out of four (24%) transfer two or more times.

Figure 22: Number of Transfers by Trip Purpose



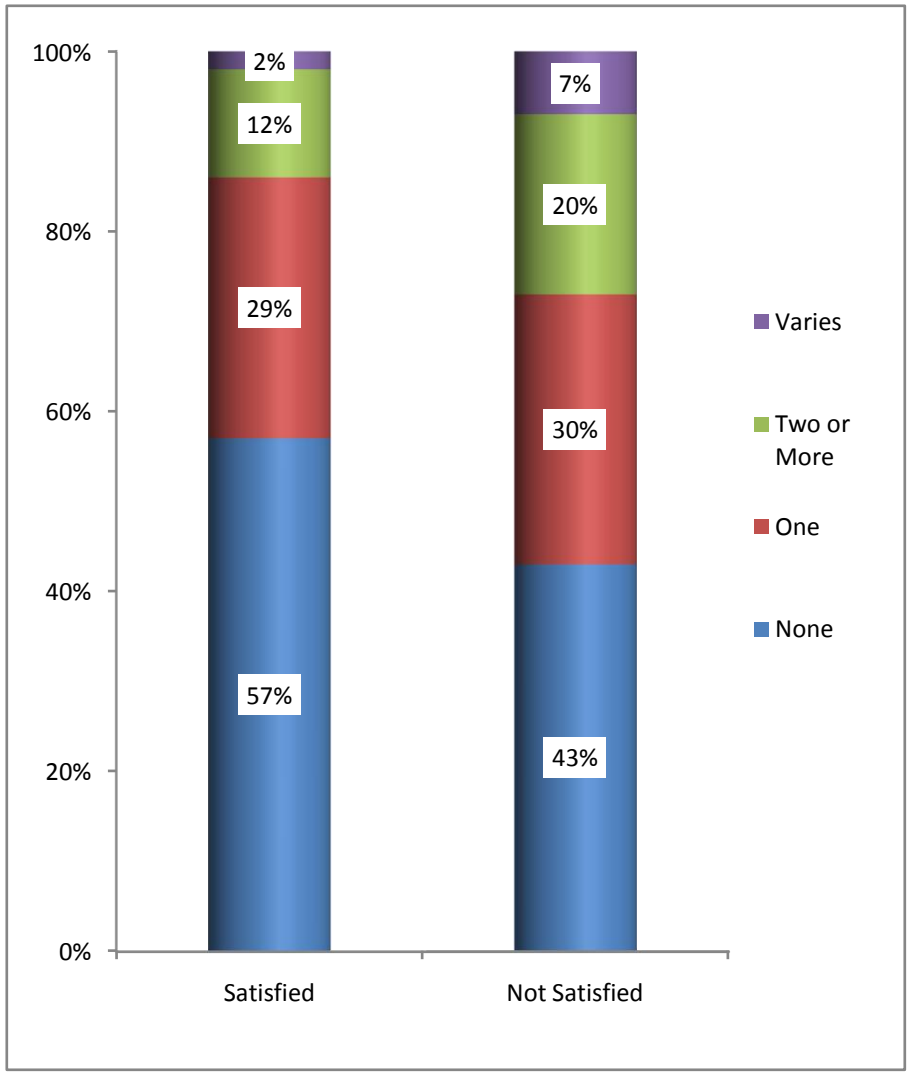
Question MET7 - *How many transfers do you usually make when you use the bus? .*

Base*: All Regular and Infrequent Riders (n = 1,417; n_w = 712)*

Those who are generally satisfied with riding Metro are more likely than those who are not satisfied to take a trip that does not typically require a transfer.

- Nearly three out of five (57%) satisfied customers do not typically transfer. Conversely, the same percentage (57%) of dissatisfied customers has to transfer.

Figure 23: Number of Transfers by Overall Satisfaction with Metro



Question MET7 - *How many transfers do you usually make when you use the bus? .*

Base*: All Regular and Infrequent Riders (n = 1,417; n_w = 712)*

Wait Time when Transferring

The majority of riders wait 15 minutes or less when transferring – average wait time in 2009 was slightly more than 13 minutes.

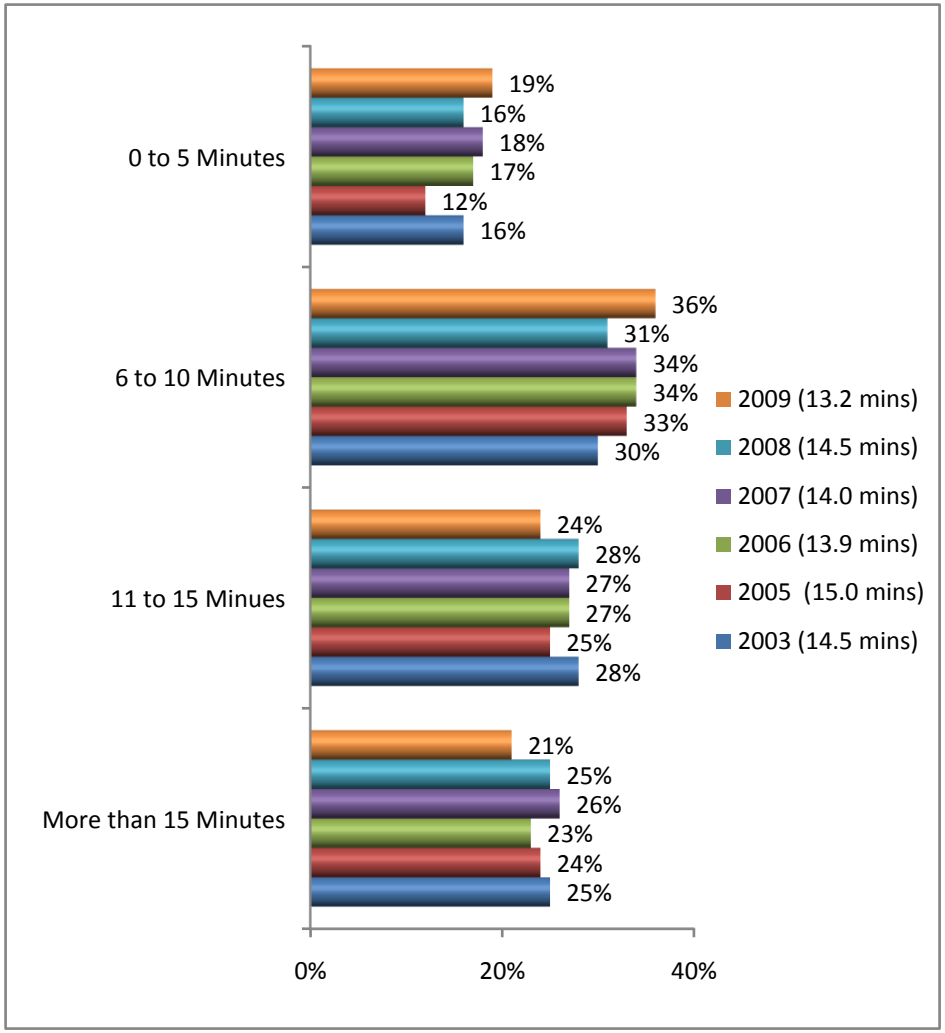
- Wait times when transferring dropped in 2009 from previous years. The percentage waiting between 6 and 10 minutes increased from 31 percent in 2008 to 36 percent in 2009. Similarly, the percentage waiting five minutes or less increased from 16 percent in 2008 to 19 percent in 2009.
- Current average wait time of 13.2 minutes is the lowest ever.

Wait time when transferring varies by planning subarea.

Table 40: Wait Time When Transferring by Planning Subarea

	Seattle / N. King	South King	East King
0 to 5 Minutes	20%	19%	15%
6 to 10 Minutes	39%	28%	38%
11 to 15 Minutes	24%	27%	22%
More than 15 Minutes	17%	26%	25%
Mean	12.1	14.7	14.8

Figure 24: Wait Times When Transferring 2003 to 2009



Question MET7A-*How many minutes do you usually wait for a bus when you transfer?*
Base: *Riders who make one or more transfers (n = 632; n_w = 313)*

OTHER TRANSIT USE

Downtown Ride Free Area

One out of eight (12%) King County residents used Metro in the month prior to being surveyed for a trip completely within the Downtown Seattle Ride Free Area.

- Nearly one out of five (19%) residents of Seattle / North King County had done so.

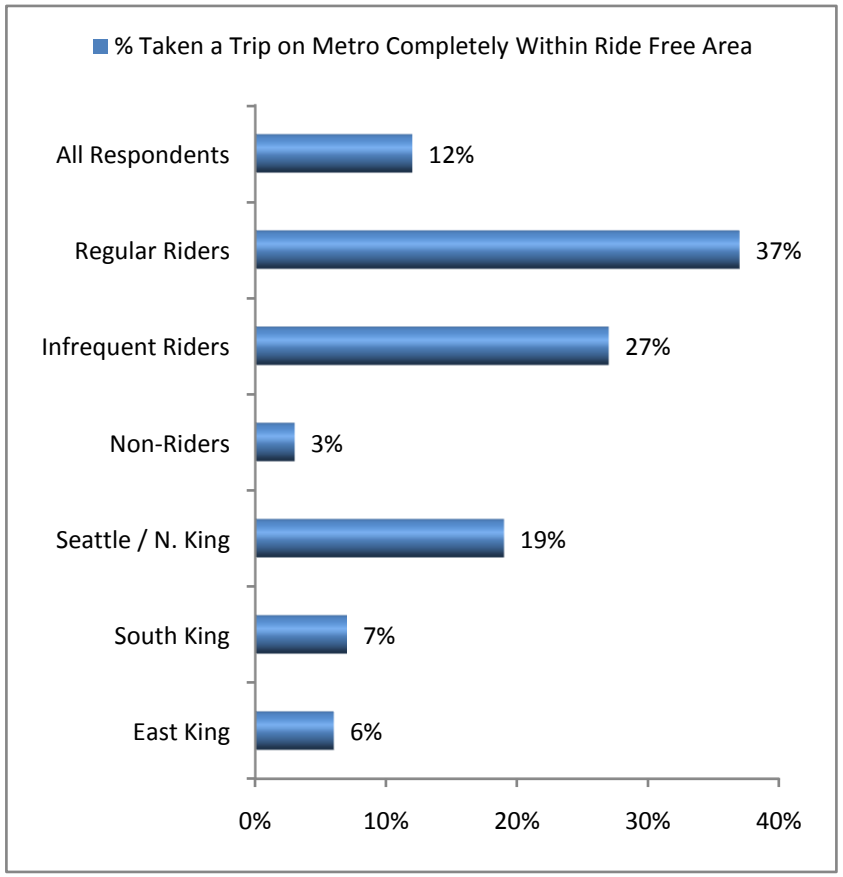
As would be expected, Regular Riders and, to a lesser extent, Infrequent Riders are more likely than Non-Riders to have taken a trip completely within the Downtown Ride Free Area.

Those that have ridden in the Ride Free Area took an average of six trips in the previous 30 days.

Table 41: Average # of Trips Taken by Those Who Had Taken Trips in the Ride Free Area

	Average # of Trips Previous 30 Days
All Respondents Who Had Taken Trips in the Ride Free Area	6.01
Regular Riders	7.75
Infrequent Riders	3.49
Non-Riders	3.70
Seattle / North King	6.16
South King	6.26
East King	4.94

Figure 25: Ridership Completely With Ride Free Area



MET9A - *In the past 30 days, how many one-way rides have you personally taken on a Metro bus only within the Seattle Ride Free Area in Downtown Seattle?*
Base: *All Respondents (n = 2,425; n_w = 2,425)*

Park-and-Ride Lots

Nearly three out of ten (29%) King County Residents had used a park-and-ride lot in the past year. This is identical to what was reported in 2006.

While Infrequent Riders are the most likely to have used a park-and-ride lot in the past year, they are the least frequent users.

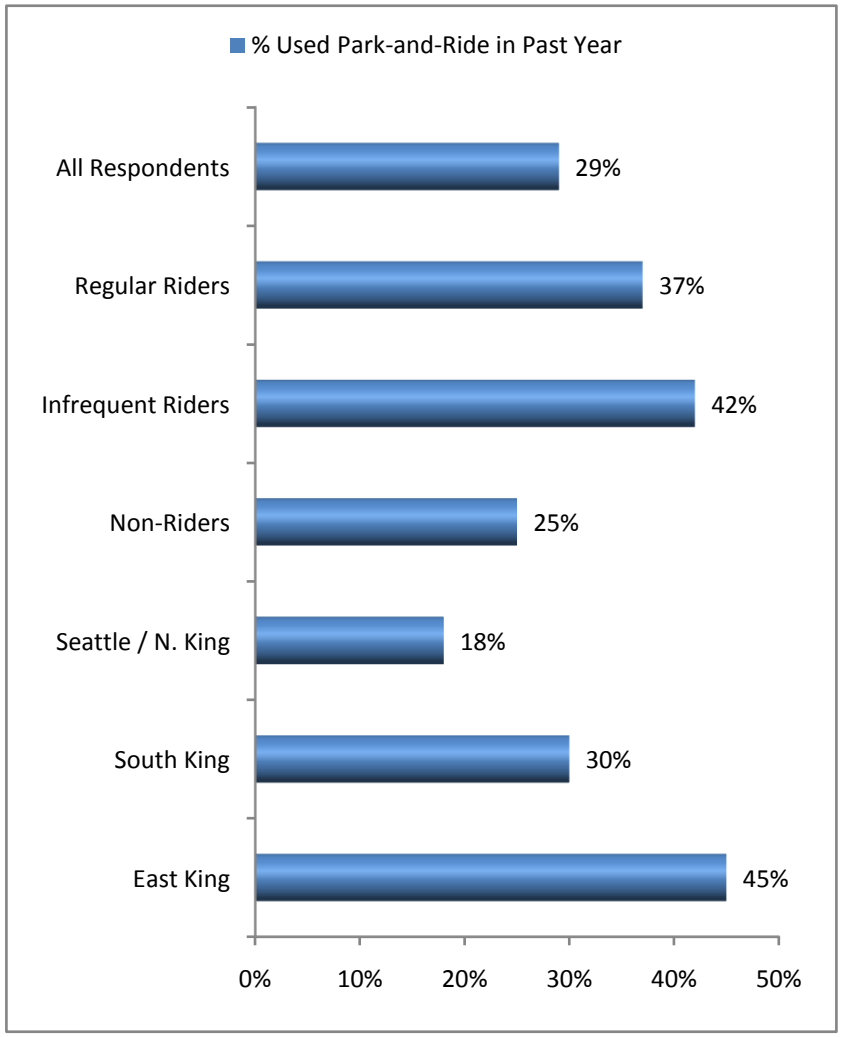
- More than two out of five (42%) Infrequent Riders had used a park-and-ride lot. However, users average three times in the past year

Nearly two out of five (37%) Regular Riders had used a park-and-ride lot. They average 12 times in the past year.

Table 42: Average # of Time Used Park-and-Ride Lot by Those Who Had Taken Trips in the Ride Free Area

	Average # of Trips Past Year
All Respondents Who Had Used Park-and-Ride Lot in Past Year	7.45
Regular Riders	12.02
Infrequent Riders	2.96
Non-Riders	5.19
Seattle / North King	8.83
South King	8.01
East King	6.31

Figure 26: Use of Park-and-Ride Lots



PAR1-*Have you used a Metro Park-and-Ride lot within the last year?*
Base: *All Respondents (n = 2,425; n_w = 2,425)*

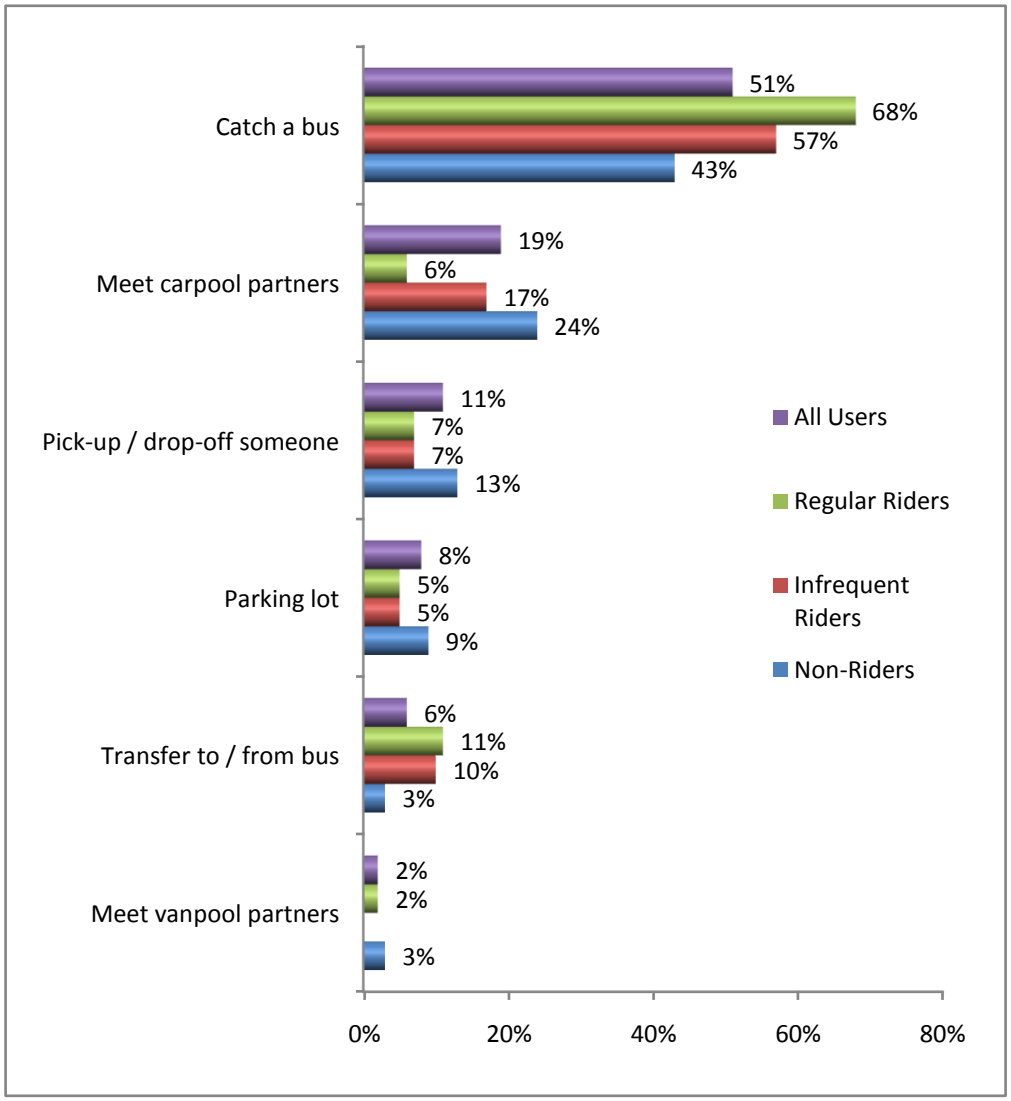
The majority (51%) of park-and-ride lot users are there to catch their bus. An additional 6 percent are transferring to or from another bus.

- Nearly four out of five (79%) Regular Riders use park-and-ride lots to either catch a bus (68%) or transfer to or from another bus (11%).
- Two-thirds (67%) of Infrequent Riders are also using park-and-ride lots to either catch a bus (57%) or transfer to or from another bus (10%).

While more than two out of five (43%) Non-Riders also use the park-and-ride lots to catch their bus, their uses are more varied.

- One out of four (24%) Non-Riders are there to meet their carpool partners and an additional 3 percent are meeting their vanpool partners.

Figure 27: Purpose of Using Park-and-Ride Lots



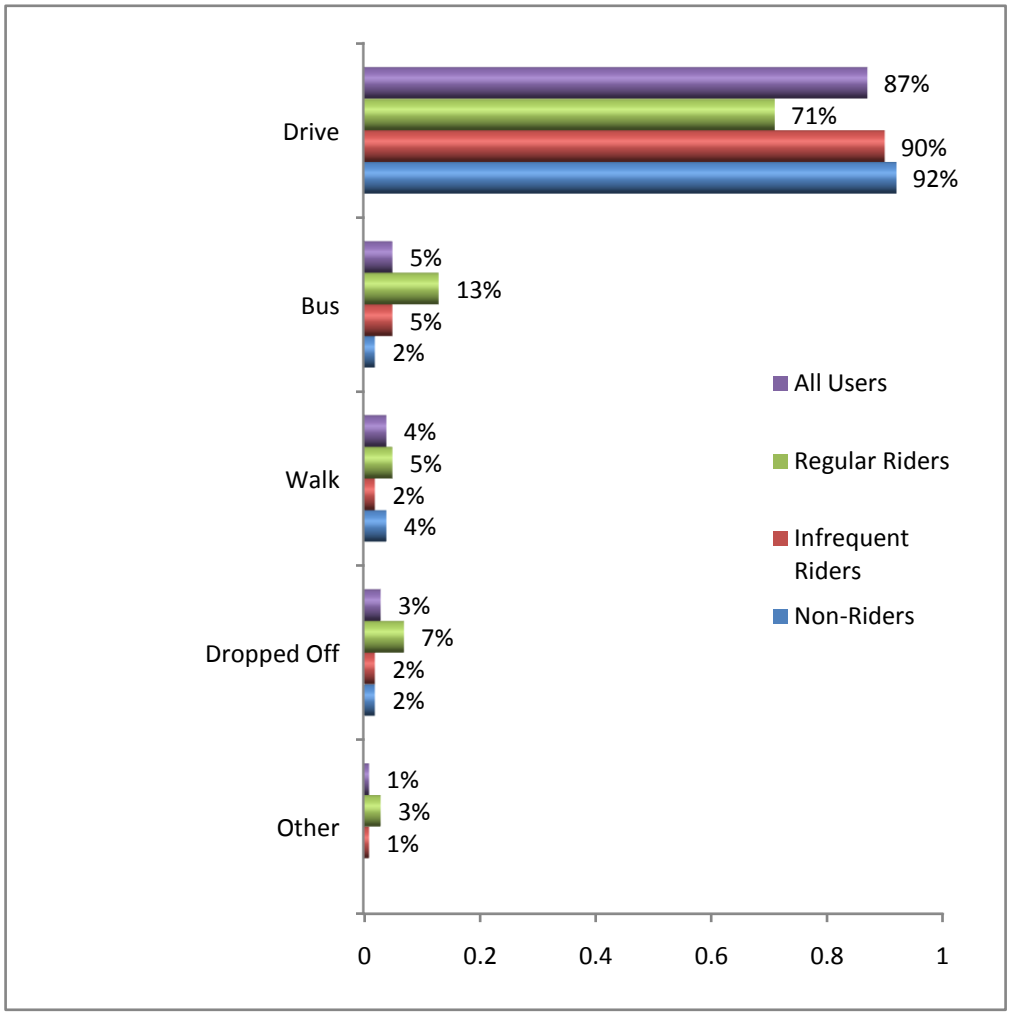
PAR2A-*Do you usually use the Park-and-Ride to...?*

Base: *Park-and-Ride Lot Users (n = 956; n_w = 695)*

Nearly nine out of ten (87%) park-and-ride lots users drive to the lot.

- While more than seven out of ten (71%) Regular Riders also drive to the park-and-ride lots, some use other modes of access, notably by bus (13%) and getting dropped off (7%).

Figure 28: Access to Park-and-Ride Lots



***PAR3-How d**o you usually get from home to the the Park-and-Ride lot?*

***Base:** Park-and-Ride Lot Users (n = 956; n_w = 695)*

RIDER SATISFACTION

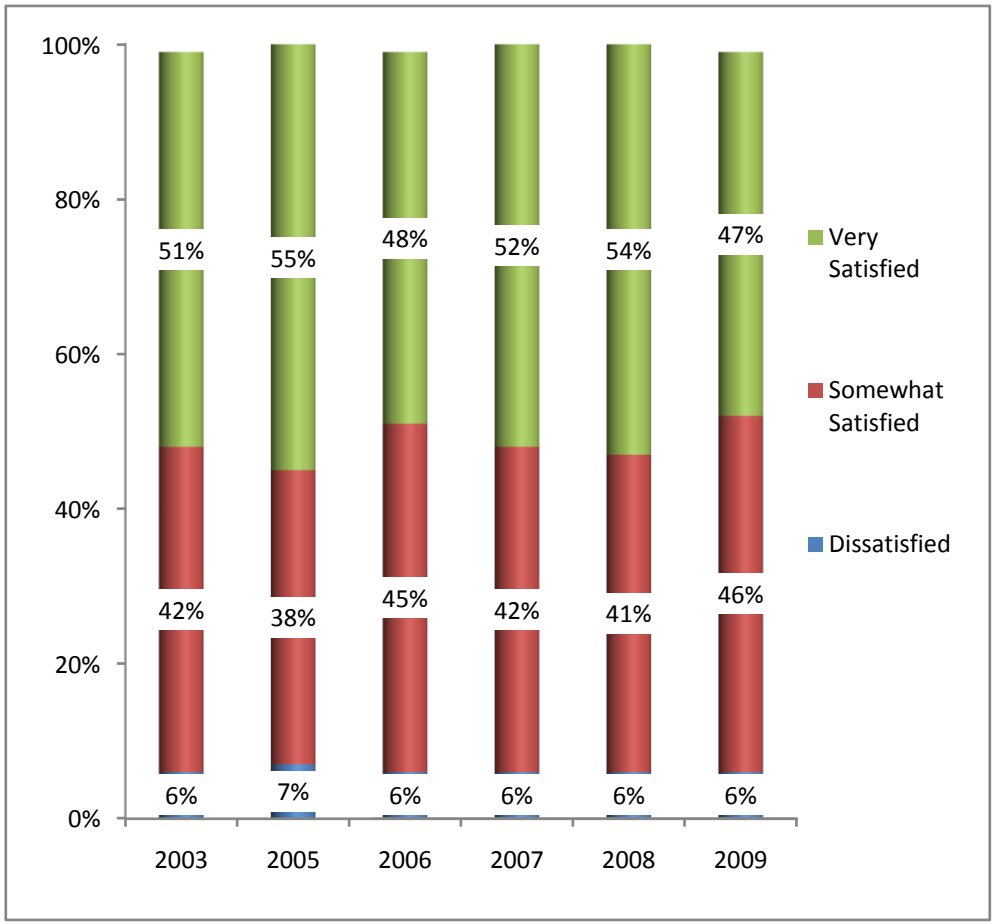
Overall

Metro has maintained high levels of satisfaction over the years.

- Overall satisfaction is 92 percent.

Forty-seven percent (47%) of current riders are "very satisfied." This is down somewhat from 2008 when 54 percent of current riders were "very satisfied." There is a nearly corresponding increase in the percentage of riders who are "somewhat satisfied." Note that sample sizes in 2007 and 2008 were significantly smaller than in 2006 and 2009. The differences noted are not statistically significant. Current figures are nearly identical to 2006 figures.

Figure 29: Overall Satisfaction with Metro 2003 to 2009



***Question SAT1X**-Overall how satisfied are you with Metro Transit?*

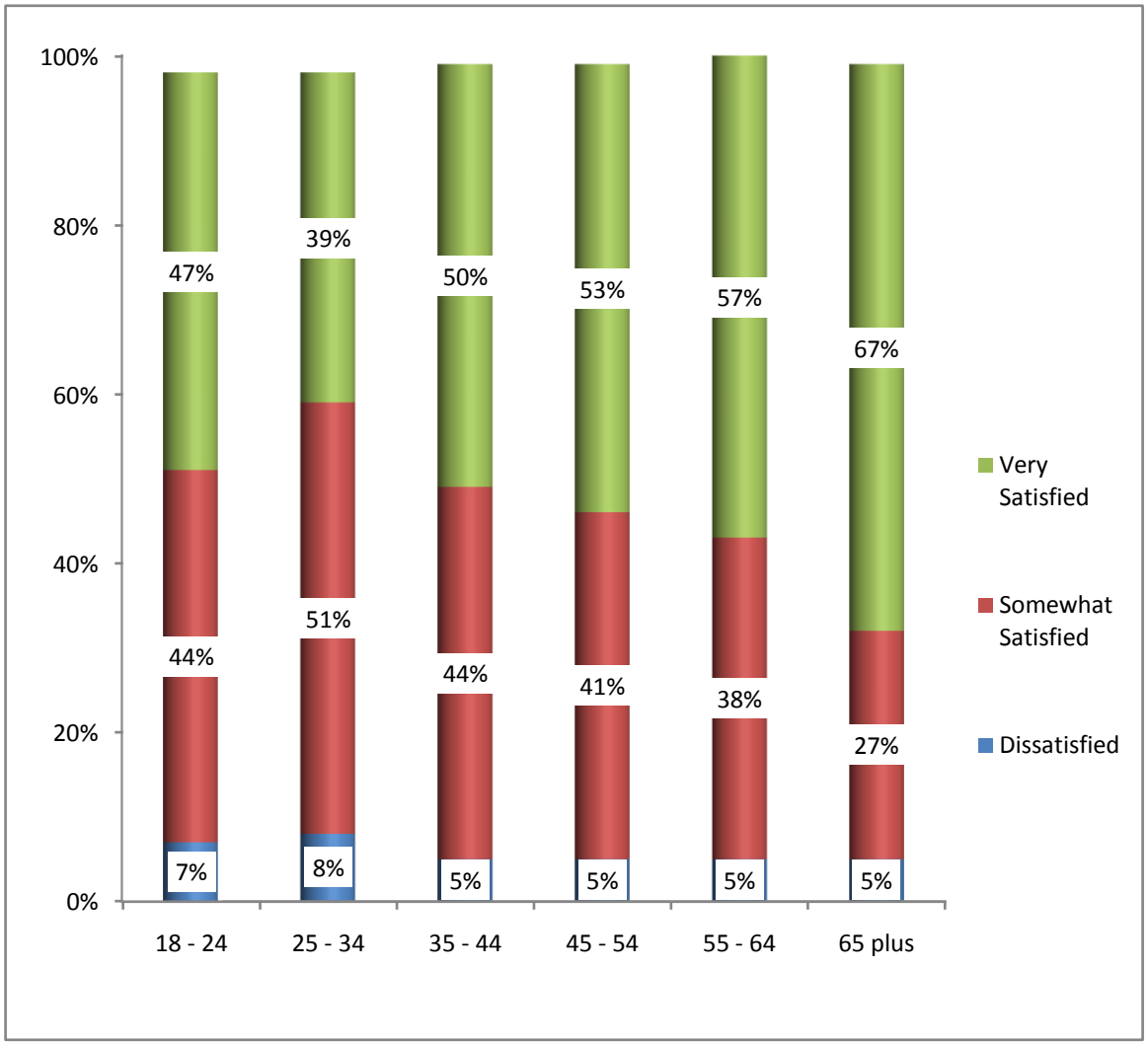
***Base:** All Regular & Infrequent Riders 2009 (n = 1,417; n_w = 712); 2008 (n=400; n_w = 400); 2007 (n=401; n_w = 401); 2006 (n = 1,373; n_w = 714); 2005 (n = 1,381; n_w = 692); 2003 (n = 1,355; n_w = 762)*

The difference in satisfaction between 2007 and 2008 compared to 2006 and 2009 may in large part be due to the difference in the demographics of the riders surveyed, notably the difference in age. As noted on page xx, the riders surveyed in 2007 and 2008 were older than those surveyed 2006 and 2009.

When looking at the differences in overall satisfaction age in 2009, it is clear that older riders are more likely to say they are very satisfied with Metro than are younger riders.

- Two-thirds (67%) of riders who are 65 years of age and 57 percent of those between the ages of 55 and 64 say they are "very satisfied" with Metro. In 2009, 28 percent of those surveyed were in this age group compared to 31 percent in 2008 and 35 percent in 2009.
- On the other hand, only two out of five (39%) riders between the ages of 25 and 34 are 'very satisfied" with riding Metro. In 2006 and 2009, 20 percent of those surveyed were in this age group compared with just 13 percent in 2007 and 2008.

Figure 30: Overall Satisfaction with Metro by Age

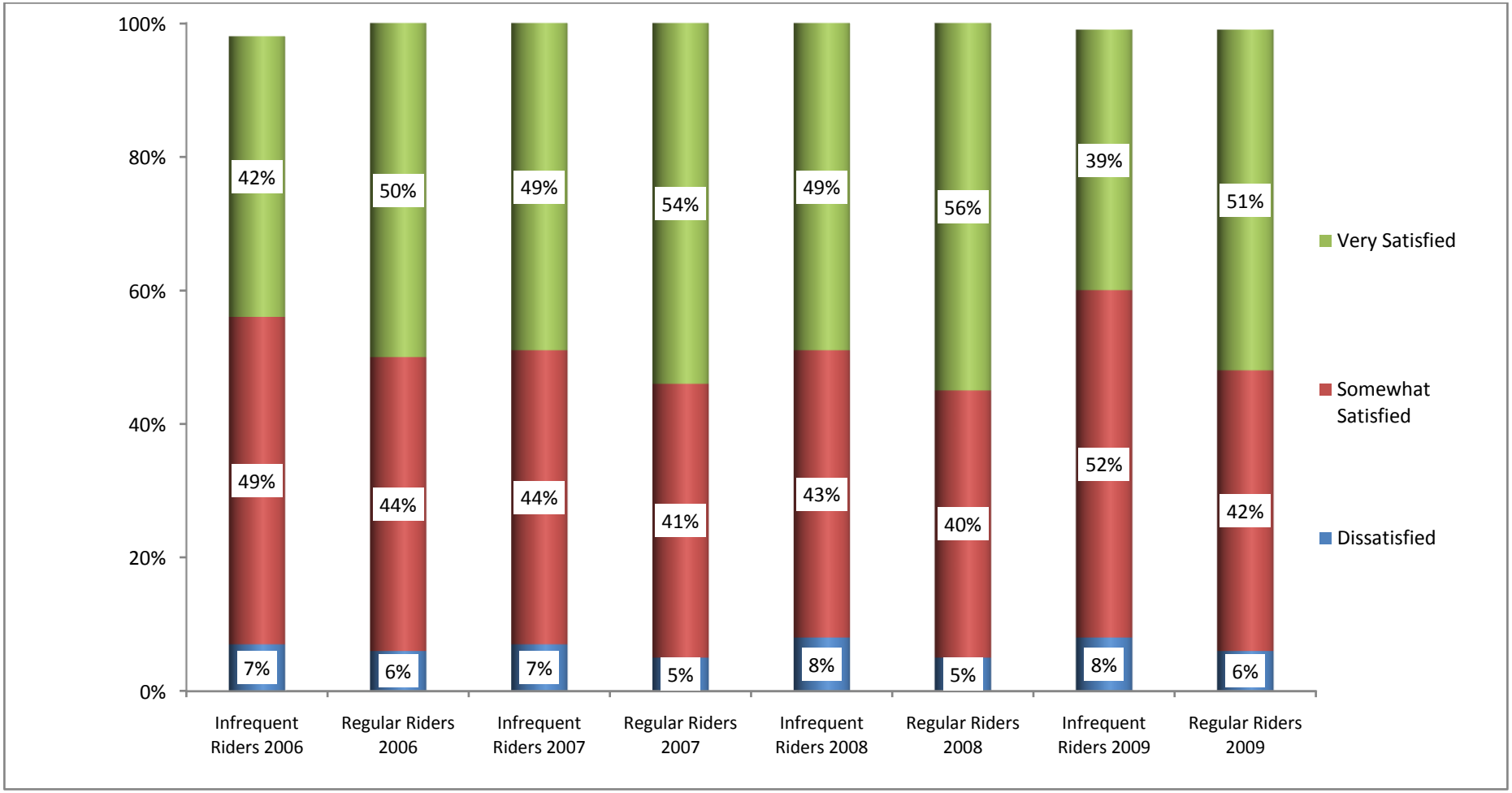


***Question SAT1X**-Overall how satisfied are you with Metro Transit?*
***Base:** All Regular & Infrequent Riders 2009 (n = 1,417; n_w = 712)*

As in previous years, Regular Riders are more likely than Infrequent Riders to say they are "very satisfied" with riding Metro. However, this difference is more pronounced than in 2007 and 2008. Current differences are similar to those from 2006. The

increase in the percentage of Infrequent Riders explains in part the decrease in the percentage of riders who are “very satisfied” with Metro.

Figure 31: Overall Satisfaction with Metro – Regular & Infrequent Riders



***Question SAT1X**-Overall how satisfied are you with Metro Transit?*

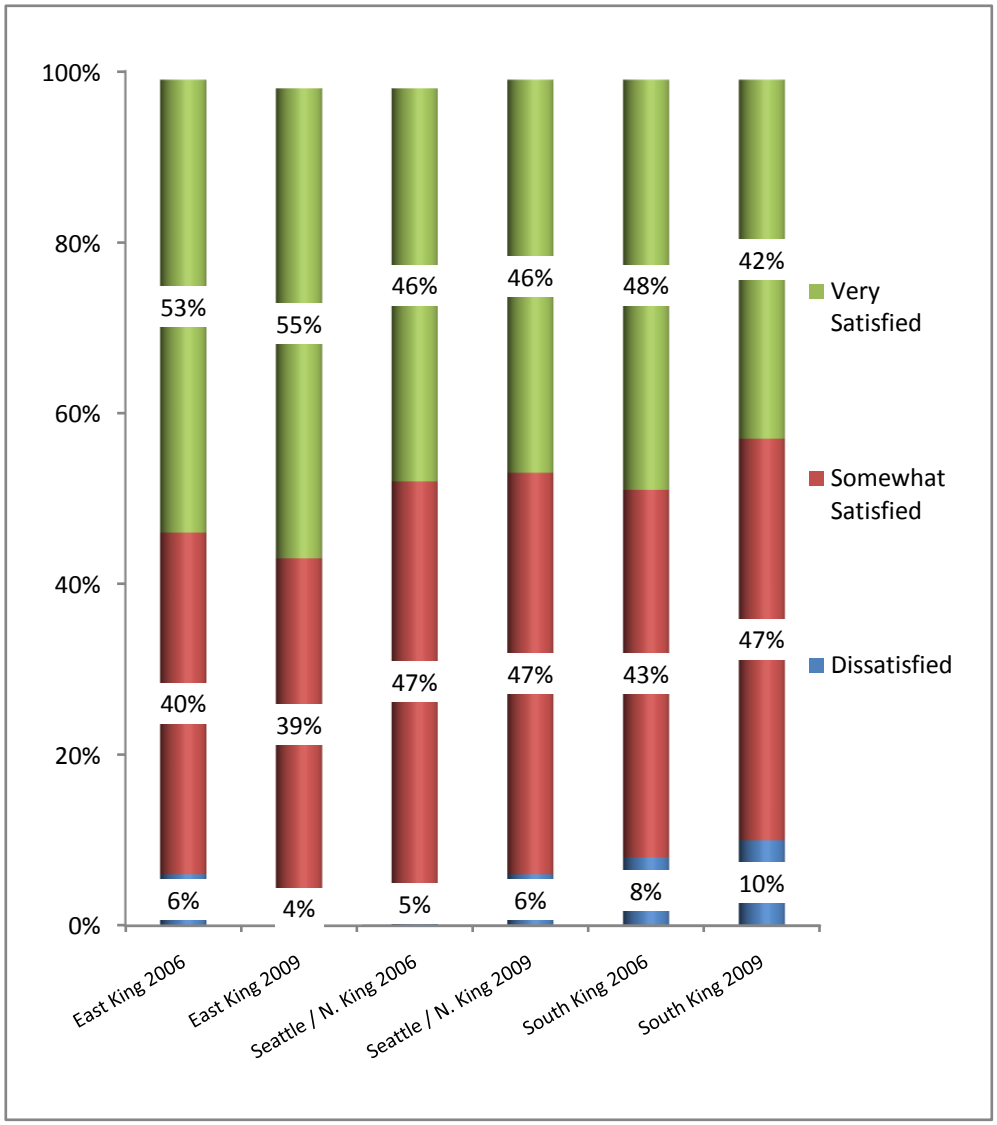
***Base:** All Regular & Infrequent Riders 2009 (n = 1,417; n_w = 712); 2008 (n=400; n_w = 400); 2007 (n=401; n_w = 401); 2006 (n = 1,373; n_w = 714)*

Riders living in East King County are the most satisfied with riding Metro.

Conversely, riders living in South King County have lower overall satisfaction levels. Moreover, satisfaction among these riders has decreased somewhat from 2006.

As noted above, Infrequent Riders are less likely to be "very satisfied" with Metro. And as noted on page xx, nearly one-third of Infrequent Riders in South King County are new riders.

Figure 32: Overall Satisfaction with Metro by Planning Subarea



Question SAT1X-*Overall how satisfied are you with Metro Transit?*

Base: *All Regular & Infrequent Riders: 2009 (n = 1,417; n_w = 712) ; 2006 (n = 1,373; n_w = 714)*

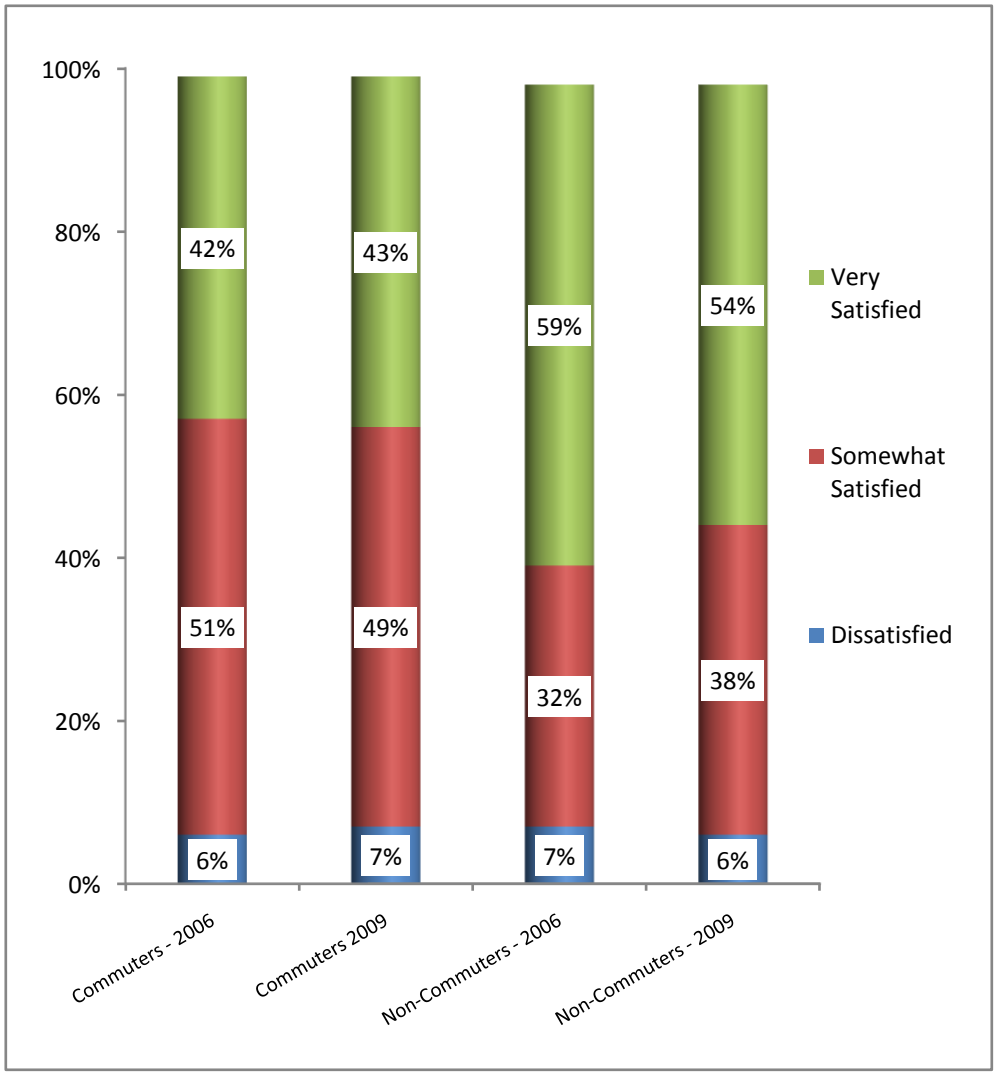
Non-Commuters are significantly more satisfied with Metro than are Commuters.

However, Commuters who use Metro to commute to work or school are significantly more satisfied than are those that use other modes. Perceptions of Metro service therefore may be a factor in the decision not to use Metro among those who use these other modes.

Table 43: Commuters' Overall Satisfaction by Commute Mode

	Metro Bus	SOV	Carpool/ Vanpool	Other
Base (weighted) Base (unweighted)	228 588	133 165	35 60	85 171
Very Satisfied	**51%**	30%	38%	43%
Somewhat Satisfied	43%	**59%**	47%	51%
Dissatisfied	5%	9%	**15%**	5%

Figure 33: Overall Satisfaction with Metro by Commuter Status



***Question SAT1X**-Overall how satisfied are you with Metro Transit?*

***Base:** All Regular & Infrequent Riders: 2009 (n = 1,417; n_w = 712) ; 2006 (n = 1,373; n_w = 714)*

Satisfaction with Specific Transit Elements

Overall Satisfaction

As part of the survey, Riders are asked to rate their satisfaction with 23 different elements of transit service. Questions concerning Park and Ride lots are only asked of those who use a Park and Ride. Similarly, questions related to transferring buses are asked only of respondents who usually transfer. Ratings were given on a five-point scale with "1" representing "not at all satisfied" and "5" representing "very satisfied." The mid-point would be a three (3).

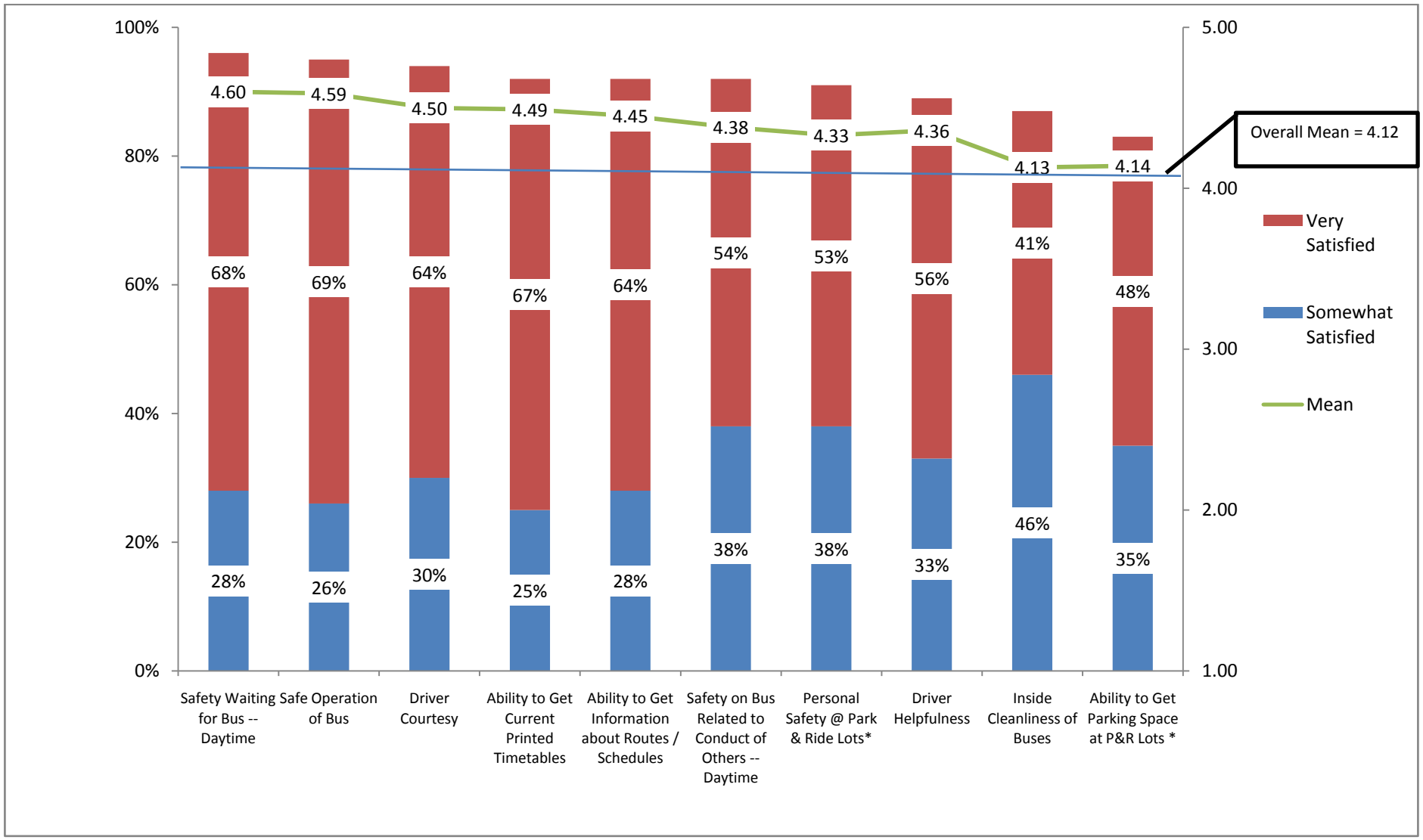
Consistent with the overall satisfaction scores, all elements of service were given ratings above the midpoint on the scale. The overall mean across these elements of service is 4.12.

Riders are most satisfied with . . .

- Personal safety while waiting for the bus during the day;
- Bus operators' safe operation of the bus;
- Driver courtesy;
- Ability to get current printed timetables; and
- Ability to get information about routes and schedules.

It is noteworthy in this analysis of the highest rated service elements that while inside cleanliness of the bus is included in this category, this is due primarily to the high percentage of "somewhat satisfied" riders as opposed to "very satisfied" riders.

Figure 34: Satisfaction with Highest Scoring Elements of Service



***Question SAT1A-SAT1W**: How satisfied are you with …? (5=Very Satisfied, 1=Very Dissatisfied)*

***Base:** Regular and Infrequent Riders (n = 1,417; n_w =712)*

** Asked only of Regular and Infrequent Riders who use Park & Ride Lots (n = 699; n_w = 273; ** Asked only of Regular and Infrequent Riders who Transfer (n = 632; n_w = 313)*

Riders are the least satisfied with overcrowding on the buses – 67 percent are satisfied but 30 percent of all riders are dissatisfied. Note that this element of service was added in the 2009 survey.

- They are also less satisfied with the availability of seating. However, availability of seating is clearly less of an issue than general overcrowding – 14 percent dissatisfied with availability of seating compared to 30 percent dissatisfied with overcrowding. That is, riders may be willing to stand as long as there is room.

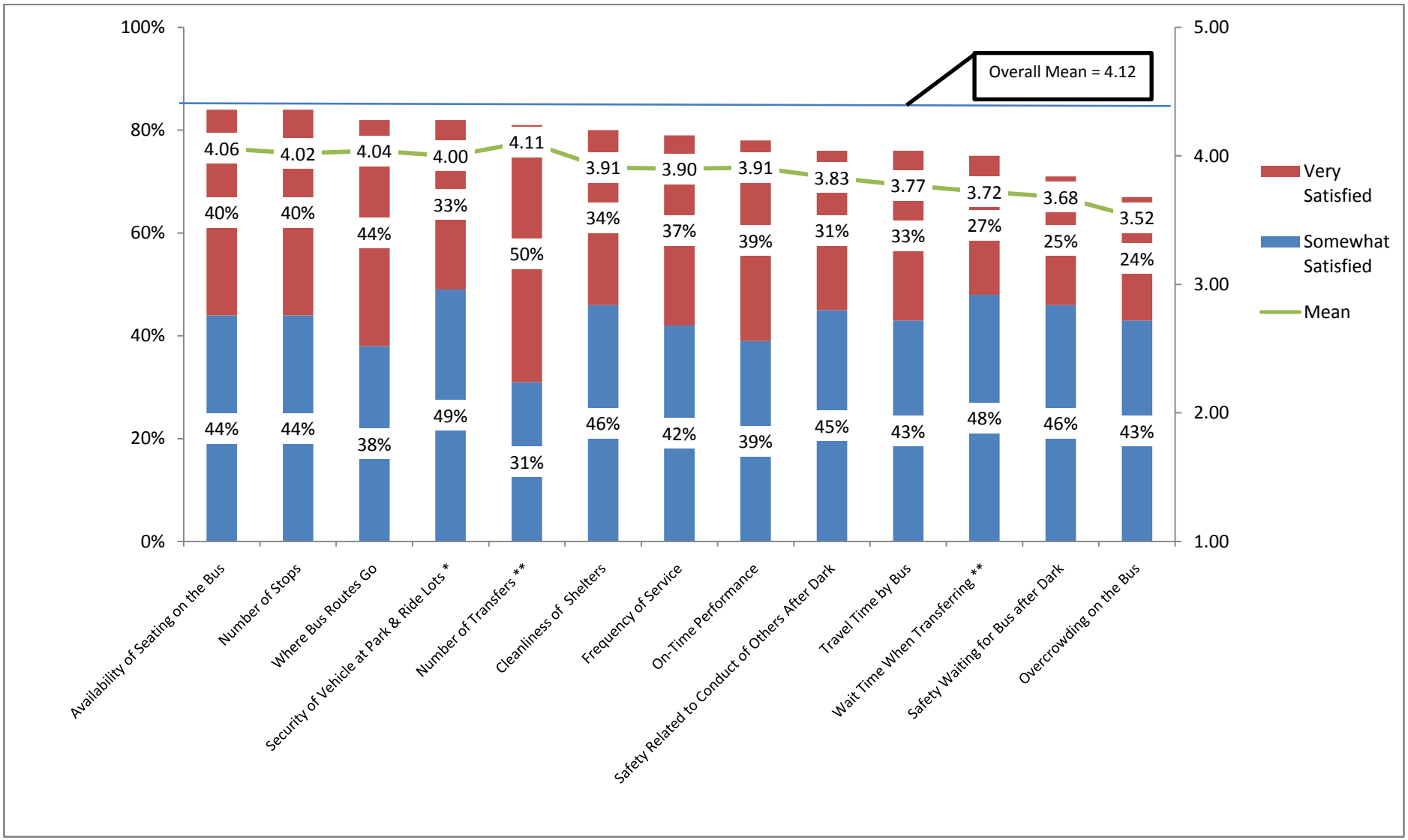
Regular and Infrequent Riders also express above-average levels of dissatisfaction with their feelings of personal safety while waiting for the bus after dark. While the majority (71%) of Riders are satisfied, 16 percent are just somewhat satisfied. In addition, 22 percent are dissatisfied.

- Feelings of safety related to the conduct of others on the bus after dark also receives below-average levels of satisfaction. While the majority (76%) of Riders is satisfied, 45 percent are just somewhat satisfied. In addition, 18 percent are dissatisfied.

Finally, Regular and Infrequent Riders are least satisfied with wait time when transferring.

- The majority (76%) of Riders is satisfied with this element of service. However, more are just somewhat satisfied rather than very satisfied – 48 percent compared with 27 percent, respectively. In addition, nearly one out of four (23%) riders who transfer are dissatisfied with the amount of time they have to wait when transferring.

Figure 35: Satisfaction with Lowest Scoring Elements of Service



***Question SAT1A-SAT1W**: How satisfied are you with …? (5=Very Satisfied, 1=Very Dissatisfied)*

***Base:** Regular and Infrequent Riders (n = 1,417; n_w =712)*

** Asked only of Regular and Infrequent Riders who use Park & Ride Lots (n = 699; n_w = 273; ** Asked only of Regular and Infrequent Riders who Transfer (n = 632; n_w = 313)*

Differences in Satisfaction Between Regular and Infrequent Riders

As noted on page 92, Infrequent Riders were less satisfied overall with riding Metro than Regular Riders – 39 percent "very satisfied" compared with 51 percent, respectively.

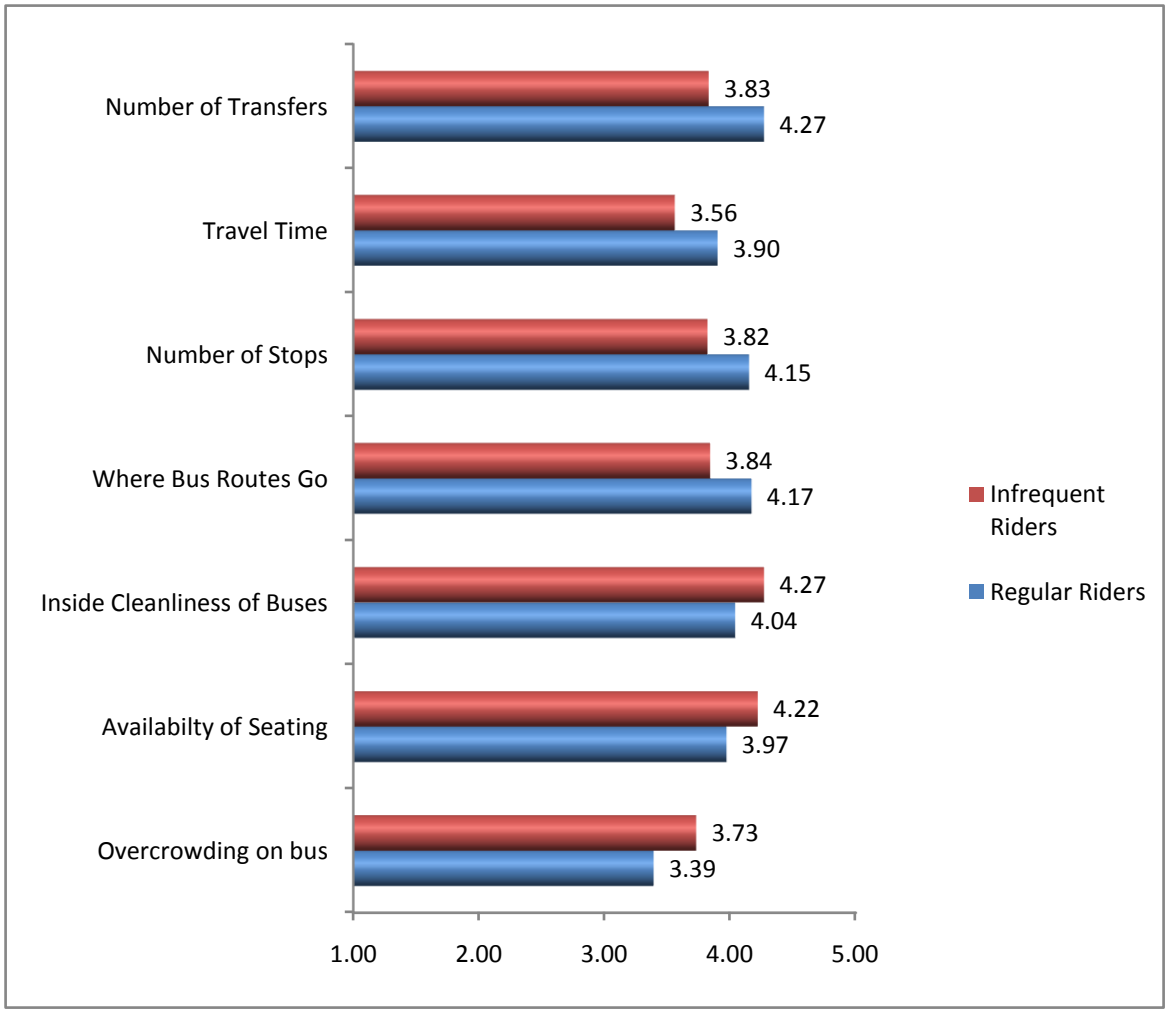
Infrequent Riders gave significantly lower ratings for four specific elements of service. Two of these clearly distinguish Infrequent from Regular Riders:

- Number of transfers required to get to destination and
- Number of stops the bus makes.

At the same time, Infrequent Riders are more satisfied than Regular Riders with three elements of service, two of which are related.

- Inside cleanliness of buses
- Availability of seating
- Overcrowding on bus

Figure 36: Significant Differences in Satisfaction Ratings for Specific Elements of Service – Regular and Infrequent Riders



Question SAT1A-SAT1W: How satisfied are you with …? (5=Very Satisfied,1=Very Dissatisfied)
Base: Regular Riders (n = 1,219; nw =444); Infrequent Riders (n = 198; nw = 268)

Differences in Satisfaction by Planning Subareas

In addition riders in East King County gave significantly higher overall satisfaction ratings than did those in South and, to a lesser extent, Seattle / North King County – 55 percent "very satisfied" compared with 42 percent and 46 percent, respectively.

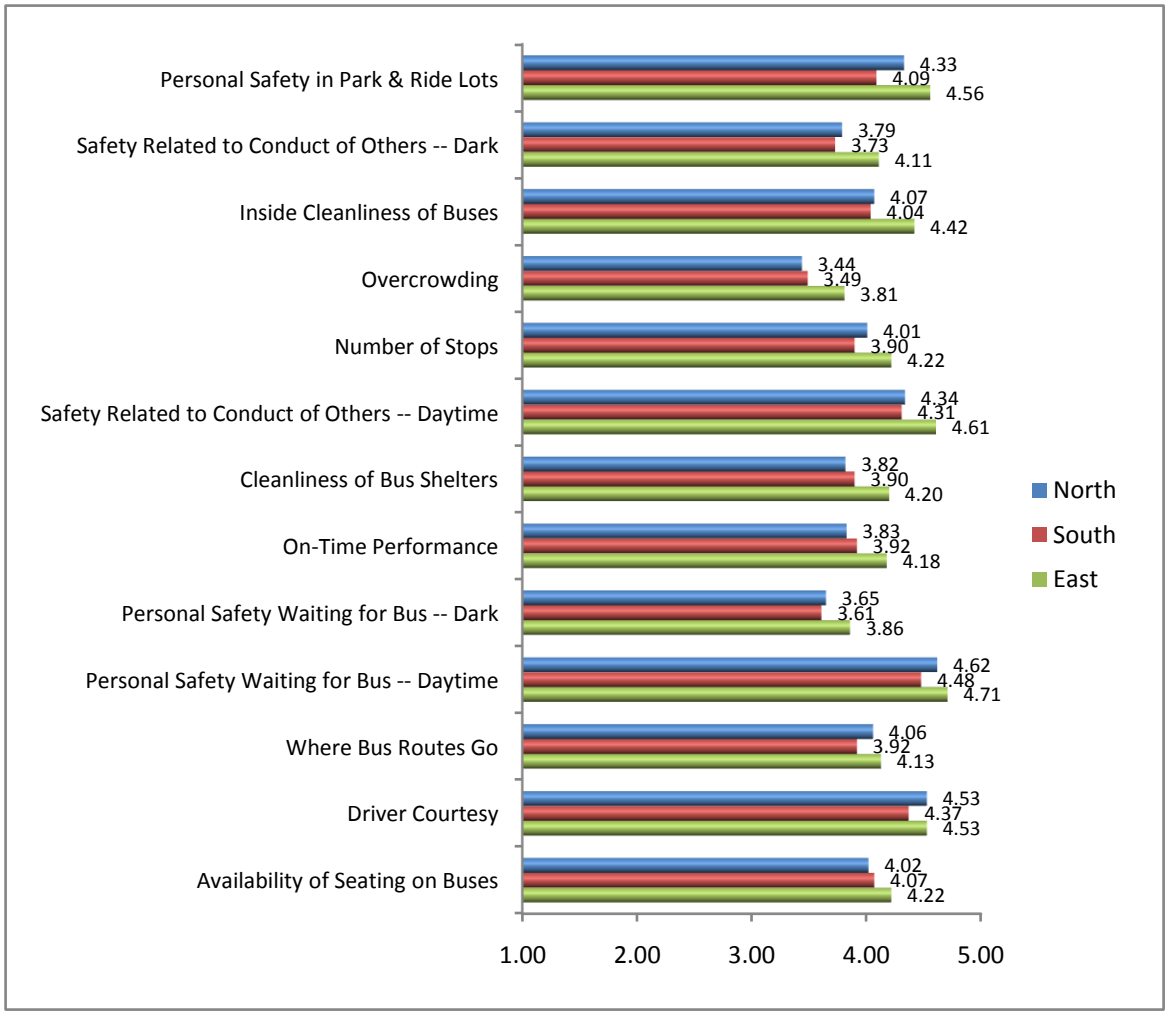
Riders living in South King County rate Metro significantly lower for 13 elements of service. The differences in satisfaction between riders living in South and East King County are greatest for:

- Personal safety in park and ride lots;
- Personal safety on the bus related to the conduct of others after dark; and
- Inside cleanliness of the buses.

Riders living in North King County rate Metro significantly lower for the same elements of service with the exception of where bus routes go. The differences in satisfaction between riders living in North and East King County are greatest for:

- Cleanliness of bus shelters;
- Overcrowding on the buses;
- Inside cleanliness of buses; and
- On-time performance.

Figure 37: Significant Differences in Satisfaction Ratings for Specific Elements of Service – Planning Subareas



***Question SAT1A-SAT1W**: How satisfied are you with …? (5=Very Satisfied,1=Very Dissatisfied)*

***Base:** Regular and Infrequent Riders: East (n = 457; nw =127); North (n = 515; nw = 437) ; South (n = 445; nw = 147)*

Trends in Satisfaction Ratings with Elements of Service

Overall ratings for the individual elements of service are similar to 2006 ratings and in many instances represent a significant decrease from 2007 and 2008. These decreases can be attributed to several factors:

- A decrease in overall ridership. It is possible that many of the riders who started riding in 2007 and 2008 as a result of the higher gas prices may have stopped riding. In addition, many riders may no longer ride because of the current economy and job loss. Therefore, the mix of riders in 2006 and 2009 may be more similar. This is consistent with the demographic profiles of the two years as well as many of the trends in ridership discussed.

- A change in the mix of riders with a greater percentage of Infrequent Riders than in previous years. As noted earlier, Infrequent Riders are less satisfied with Metro overall and with several specific aspects of service.

- A change in rider demographics. A greater percentage of those surveyed in 2006 and 2009 were younger riders who are less likely to be very satisfied with Metro. Conversely, a greater percentage of those surveyed in 2007 and 2008 were older riders who are more likely to be very satisfied with Metro.

Table 44: Trends in Satisfaction Ratings – All Riders

	% Very Satisfied			
	2006 A	**2007 B**	**2008 C**	**2009 D**
Base (weighted)	714	401	400	712
Base (unweighted)	1373	401	400	1,417
Personal Safety Waiting for Bus -- Daytime	70%	74%$_{D}$	77%$_{AD}$	68%
Safe Operation of Bus	69%	73%	73%	69%
Driver Courtesy	60%	n.a.	n.a.	64%
Ability to Get Current Printed Timetables	n.a.	n.a.	n.a.	67%
Ability to Get Information about Routes / Schedules	69%$_{D}$	n.a.	n.a.	64%
Personal Safety on Bus Related to Conduct of Others -- Daytime	58%	57^	65%$_{ABD}$	54%
Driver Helpfulness w/ Route / Stop Info.	56%	n.a.	n.a.	56%
Personal Safety @ Park & Ride Lots*	51%	66%$_{AD}$	65%$_{AD}$	53%
Ability to Get Parking Space at P&R Lots *	49%	45%	54%	48%
Inside Cleanliness of Buses	41%	46%	49%$_{AD}$	41%
Number of Transfers**	50%	50%	57%$_{ABD}$	50%
Availability of Seating on the Bus	45%$_{D}$	45%	43%	40%
Where Bus Routes Go	41%	50%$_{AD}$	53%$_{AD}$	44%
Number of Stops	49%$_{D}$	46%$_{D}$	48%$_{D}$	40%

Two elements of service experienced significant decreases in customer satisfaction from 2006:

- **Number of stops**: A 9 percentage point drop in the percentage of "very satisfied" ratings from 2006 and the lowest rating recorded since first asked in 2005. Two out of five (40%) riders are "very satisfied" with the number of stops. Forty-four percent (44%) are somewhat satisfied and 15 percent are dissatisfied.
    - The drop in satisfaction for this element of service is significant among Infrequent Riders – from 47 percent in 2006 to 31 percent in 2009.
- **Ability to get information about routes and schedules**: down 5 percentage points from 2006.
    - In this case, the drop in satisfaction is notable among Regular Riders – from 71 percent in 2006 to 65 percent in 2009.

At the same time frequency of service is now at its highest ratings ever – 37 percent very satisfied.

- Regular Riders are the most satisfied with frequency of service – 39 percent very satisfied compared with 29 to 31 percent in 2007 and 2008.

In addition, cleanliness of bus shelters is rated significantly higher in 2009 than in 2006 – 34 percent compared to 28 percent, respectively.

	% Very Satisfied			
	2006 A	**2007 B**	**2008 C**	**2009 D**
Security of Vehicle at Park & Ride Lots * ***	34%	42%	42%	33%
On-Time Performance	37%	40%	42%	39%
Cleanliness of Bus Shelters	28%	33%	$39\%_{A}$	$34\%_{A}$
Frequency of Service	35%	31%	33%	$37\%_{B}$
Personal Safety Related to Conduct of Others After Dark ***	32%	30%	30%	31%
Travel Time by Bus	33%	$43\%_{AD}$	$47\%_{AD}$	33%
Wait Time When Transferring **	27%	30%	35%	27%
Personal Safety Waiting for Bus after Dark ***	25%	26%	25%	25%
Overcrowding on the Bus	n.a.	n.a.	n.a.	24%

***Question SAT1A-SAT1W**: How satisfied are you with …?*

***Base**: Regular and Infrequent Riders*

** Asked only of Regular and Infrequent Riders who use Park & Ride Lots: 2009 (n = 699; n_w = 273); 2008 (n = 154); 2007 (n = 144); 2006 (n = 660; n_w = 257);*

*** Asked only of Regular and Infrequent Riders who Transfer: 2009 (n = 632; n_w = 313); 2008 (n = 154); 2007 (n = 170); 2006 (n = 615; n_w = 323);*

**** Trend data modified for 2007 and 2008 to include those who indicated they had "no opinion" (3). This makes all data consistent over time.*

Table 45: Trends in Satisfaction Ratings – Regular Riders

	% Very Satisfied			
	2006 A	**2007 B**	**2008 C**	**2009 D**
Base (weighted)	485	276	296	444
Base (unweighted)	1,214	276	296	1,219
Personal Safety Waiting for Bus -- Daytime	68%	73%	**75% A**	71%
Safe Operation of Bus	69%	71%	72%	69%
Driver Courtesy	60%	---	---	62%
Ability to Get Current Printed Timetables	---	---	---	68%
Ability to Get Information about Routes / Schedules	**71% D**	---	---	65%
Personal Safety on Bus Related to Conduct of Others -- Daytime	58%	56%	**64% D**	56%
Driver Helpfulness	58%	---	---	55%
Personal Safety @ Park & Ride Lots*	52%	**66% A**	**65% A**	56%
Ability to Get Parking Space at P&R Lots *	48%	44%	52%	50%
Inside Cleanliness of Buses	40%	45%	**48% AD**	40%
Number of Transfers**	54%	55%	58%	56%
Availability of Seating on the Bus	42%	41%	38%	38%
Where Bus Routes Go	45%	52%	**54% A**	48%
Number of Stops	49%	45%	49%	45%
Security of Vehicle at Park & Ride Lots *	34%	43%	41%	**41% A**

Table 46: Trends in Satisfaction Ratings – Infrequent Riders

	% Very Satisfied			
	2006 A	**2007 B**	**2008 C**	**2009 D**
Base (weighted)	229	125	104	268
Base (unweighted)	159	125	104	198
Personal Safety Waiting for Bus -- Daytime	73%	**76% D**	**82% D**	64%
Safe Operation of Bus	69%	77%	76%	69%
Driver Courtesy	59%	---	---	68%
Ability to Get Current Printed Timetables	---	---	---	64%
Ability to Get Information about Routes / Schedules	65%	---	---	62%
Personal Safety on Bus Related to Conduct of Others -- Daytime	57%	59%	**66% D**	52%
Driver Helpfulness	53%	---	---	58%
Personal Safety @ Park & Ride Lots*	49%	**67% AD**	66%	49%
Ability to Get Parking Space at P&R Lots *	51%	49%	58%	44%
Inside Cleanliness of Buses	42%	48%	53%	44%
Number of Transfers**	43%	39%	**55% BD**	40%
Availability of Seating on the Bus	52%	**56% D**	55%	44%
Where Bus Routes Go	33%	**47% A**	**50% AD**	38%
Number of Stops	**47% D**	**48% D**	**46% D**	31%
Security of Vehicle at Park & Ride Lots *	34%	**41% D**	**43% D**	22%

	% Very Satisfied			
	2006 A	**2007 B**	**2008 C**	**2009 D**
On-Time Performance	36%	37%	38%	37%
Cleanliness of Bus Shelters	28%	30%	**37%** $_{A}$	**33%** $_{A}$
Frequency of Service	**38%** $_{BC}$	29%	31%	**39%** $_{BC}$
Personal Safety Related to Conduct of Others After Dark	33%	29%	33%	32%
Travel Time by Bus	34%	**45%** $_{AD}$	**46%** $_{AD}$	36%
Wait Time When Transferring **	26%	34%	32%	30%
Personal Safety Waiting for Bus after Dark	26%	27%	29%	28%
Overcrowding on the Bus	---	---	---	21%

	% Very Satisfied			
	2006 A	**2007 B**	**2008 C**	**2009 D**
On-Time Performance	39%	46%	50%	43%
Cleanliness of Bus Shelters	29%	39%	**43%** $_{A}$	36%
Frequency of Service	31%	33%	35%	33%
Personal Safety Related to Conduct of Others After Dark	31%	31%	25%	28%
Travel Time by Bus	30%	38%	**51%** $_{AD}$	28%
Wait Time When Transferring **	30%	22%	**44%** $_{BD}$	22%
Personal Safety Waiting for Bus after Dark	22%	26%	17%	20%
Overcrowding on the Bus	---	---	---	28%

Key Drivers Analysis

Key Drivers Analysis uses a combination of factor and regression analysis to identify which of the key elements of service to determine which of the service quality elements have the greatest impact on overall customer satisfaction. The purpose of these analyses is to determine which of the service elements contained in the survey are most closely associated with overall satisfaction among all Riders and whether there are differences between Regular and Infrequent Riders. Note that there may be some service elements that are key drivers but they are not in the survey. In addition and because earlier analysis showed clear differences in satisfaction ratings between riders living in the three planning subareas, the analysis identifies whether there are different drivers for these subgroups.

If a respondent is very satisfied with all of the service elements identified as key drivers, it can be predicted that person's overall satisfaction would also be very high. Conversely, Riders who are dissatisfied with the majority of elements identified as key drivers are also likely to be dissatisfied with Metro service overall. It is important to point out that the items included in the regression model are not necessarily the items that are rated best or worst in terms of satisfaction. These are the items that explain the variation in overall satisfaction ratings and are items to focus on to maintain or improve overall satisfaction among members of each group.

There were several steps to the Key Driver Analysis:

- **Factor Analysis** was used to identify whether there were any natural groupings of these service elements that reflect the overall dimensions on which Riders may think about service. This analysis is also useful in that it can be used to identify which of the overall dimensions that are key drivers of customer satisfaction. In addition, it minimizes the effects of multi-collinearity when attempting to identify which of the individual service elements are key drivers.

  Multicollinearity is a statistical phenomenon in which two or more predictor (independent) variables in a multiple regression model are highly correlated. As a result, one or more of these variables may be dropped from the analysis or the coefficient estimates may change erratically in response to small changes in the model or data. Multicollinearity does not reduce the predictive power or reliability of the model as a whole; it only affects calculations regarding individual predictors. That is, a multiple regression model with correlated predictors can indicate how well the entire bundle of predictors predicts the outcome variable, but it may not give valid results about any individual predictor, or about which predictors are redundant with others.

- **Regression Analysis** is used to determine which overall dimensions as well as which individual service elements are key drivers. In this procedure, variables are entered or removed from the regression formula one at a time until all the independent (uncorrelated) sources of variance that are significant are included in the equation.

Most Important Overall Dimensions

Factor analysis was used to identify whether there were combinations of the service elements that represent natural groupings around which Riders may think about service. Six overall factors were identified and are described in the adjacent table. They are given "names" based on the service elements.

Table 47: Overall Service Dimensions

Dimension	Service Elements Included
Time	• Travel time by bus • Where bus routes go • Frequency of service • Number of transfers required • Number of stops • On-time performance • Wait time when transferring
Safety	• Safety on the bus related to conduct of others after dark • Personal safety waiting for the bus after dark • Safety on the bus related to conduct of others during the day • Personal safety waiting for the bus during the day
Comfort / Cleanliness	• Overcrowding on the bus • Availability of seating on the bus • Inside cleanliness of bus • Cleanliness of bus shelters
Operators	• Driver courtesy • Driver helpfulness with route / stop information • Driver operates bus safely
Park-and-Ride Lots	• Security of vehicle • Ability to get parking • Personal safety
Information	• Ability to get information about routes & schedules • Ability to get current printed timetables

Time is by far the single most important factor accounting for half (50%) of the variation in the overall satisfaction rating.

- Operator attributes is the second most important factor and accounts for 18 percent of the variation in the overall satisfaction rating.
- Comfort is almost equally important, accounting for 15 percent of the variation in the overall satisfaction rating.
- Those factors that are excluded do not contribute significantly to the overall satisfaction rating.

There are no noteworthy differences in the order of importance between Regular and Infrequent Riders.

Table 48: Key Drivers – Overall Dimensions by Rider Status

Dimensions	All Riders	Regular Riders	Infrequent Riders
Time	50%	51%	45%
Operators	18%	18%	20%
Comfort	15%	17%	16%
Safety	Excluded	Excluded	Excluded
Information	Excluded	Excluded	Excluded
Park & Ride Lots	Excluded	Excluded	Excluded

There are also no noteworthy differences in the order or magnitude of importance between Riders living in Seattle / North King and South King County.

For those living in East King County, only time and operator attributes are key drivers. As noted in earlier analysis, East King County Riders are more satisfied with riding than are those living in Seattle / North King and South King County.

Table 49: Key Drivers – Overall Dimensions by Planning Subarea

Dimensions	Seattle / N. King	South King	East King
Time	53%	46%	52%
Operators	17%	21%	21%
Comfort	17%	18%	Excluded
Safety	Excluded	Excluded	Excluded
Information	Excluded	Excluded	Excluded
Park & Ride Lots	Excluded	Excluded	Excluded

Most Important Service Elements – Time

Four the seven elements of service that are part of the Time Dimension all drive overall customer satisfaction. Moreover, all have nearly equal impact. They include:

- Travel time by bus (21%).
- Where bus routes go (21%).
- Frequency of service (21%).
- On-time performance (20%).

The number of stops the bus makes is also a significant driver of overall customer satisfaction although its impact is significantly less.

For Regular Riders only four "time" elements are important. The number of stops is a significant factor only for Infrequent Riders.

There are significant differences in what is important to all Riders by planning area.

- For those living in Seattle / N. King County all aspects of service as it relates to time are important with the exception of on-time performance. Moreover, the most important aspects of service in this dimension are where bus routes go and the number of stops the bus makes.
- For those living in South King County on-time performance, the number of transfers, and wait time when transferring are less important. For them, travel time by bus, where the bus routes go, and the number of stops are most important.
- For those living in East King County, only two time elements are important – travel time and frequency of service. Frequency of service is a key driver only among Regular Riders in this area.

Table 50: Key Drivers – Time by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Travel Time by Bus	21%	22%	20%
Where Bus Routes Go	21%	19%	20%
Frequency of Service	21%	20%	20%
On-Time Performance	20%	21%	16%
Number of Stops	8%	Excluded	13%
Number of Transfers	Excluded	Excluded	Excluded
Wait Time When Transferring	Excluded	Excluded	Excluded

Table 51: Key Drivers – Time by Planning Subareas

Elements	Seattle / N. King	South King	East King
Travel Time by Bus	17%	22%	38%
Where Bus Routes Go	24%	23%	Excluded
Frequency of Service	18%	17%	36%
On-Time Performance	Excluded	Excluded	Excluded
Number of Stops	20%	22%	Excluded
Number of Transfers	11%	Excluded	Excluded
Wait Time When Transferring	8%	Excluded	Excluded

Most Important Service Elements – Operators

The safety and competence with which operators drive the bus is by far the single most important element of this dimension of service. However, courtesy and helpfulness are clearly important as well.

- Courtesy of drivers is a greater factor for Regular than Infrequent Riders.

Table 52: Key Drivers – Operators by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Safe bus operation	24%	22%	24%
Courtesy	17%	23%	17%
Helpfulness with routes and schedules	16%	15%	16%

For Riders living in Seattle / North King County, all driver attributes are important.

- Safe bus operation is the most important followed by helpfulness and then courtesy.

For Riders living in South and East King County, only a single aspect of operator service is important.

- For those in East King County, safe bus operation is the single driving factor.
- For those in South King County, operator courtesy is the single driving factor.

Table 53: Key Drivers – Operators by Planning Subareas

Elements	Seattle / N. King	South King	East King
Safe bus operation	28%	Excluded	48%
Courtesy	13%	45%	Excluded
Helpfulness with routes and schedules	17%	Excluded	Excluded

Most Important Service Elements – Comfort

Inside cleanliness of buses is the most important driver followed by the availability of seats on the bus. Overcrowding is also a factor. However, it is clear that availability of seats is a greater driver than overcrowding.

- For Regular Riders inside cleanliness and availability of seats are almost equally important. Overcrowding is not a significant concern.
- For Infrequent Riders all three of these elements of service are important. However, it is clear that inside cleanliness is the most important.

For all Riders, cleanliness of shelter is not a key driver of overall customer satisfaction.

For Riders in Seattle / North King County and South King County, inside cleanliness and availability of seats are most important. However, their priorities are reversed.

- For those in Seattle / North King County inside cleanliness is most important.
- For those in South King County availability of seats is more important.

On the other hand, for Riders in East King County overcrowding is the single greatest predictor of overall customer satisfaction.

Table 54: Key Drivers – Comfort by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Inside cleanliness	27%	29%	30%
Availability of seats	20%	27%	16%
Overcrowding	10%	Excluded	16%
Cleanliness of Shelters	Excluded	Excluded	Excluded

Table 55: Key Drivers – Comfort by Planning Subareas

Elements	Seattle / N. King	South King	East King
Inside cleanliness	31%	26%	Excluded
Availability of seats	22%	35%	Excluded
Overcrowding	Excluded	Excluded	33%
Cleanliness of Shelters	Excluded	Excluded	Excluded

Most Important Service Elements – Safety

While overall the safety dimension was not a primary driver of customer satisfaction, three of the four elements of service within this dimension are significant drivers when looked at separately.

Safety while waiting for the bus during the day is most important, followed closely by safety on the bus related to the conduct of others after dark and then during the day.

The finding that safety while waiting for the bus after dark is the least important may suggest that most riders are less likely to ride during these periods and/or that they avoid situations that make them feel unsafe.

- Regular Riders feel all three of these factors are important in the order discussed.
- Infrequent Riders are more likely to only feel that the conduct of others on the bus during the day and night are important elements of service.

Drivers of customer satisfaction related to customer satisfaction vary significantly among Riders living in different areas:

- Among Riders in Seattle / North King County safety while waiting during the day and while on the bus related to the conduct of others after dark are the primary drivers of rider satisfaction.
- For those in South King County safety related to the conduct of others during the day and at night is key drivers.
- For those in East King County safety related to the conduct of others during the day is the single driver of customer satisfaction.

Table 56: Key Drivers – Safety by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Safety while waiting for bus during day	20%	27%	Excluded
Safety on bus related to conduct of others after dark	18%	18%	22%
Safety on bus related to conduct of others during day	14%	11%	19%
Safety while waiting for bus after dark	Excluded	Excluded	Excluded

Table 57: Key Drivers – Safety by Planning Subareas

Elements	Seattle / N. King	South King	East King
Safety while waiting for bus during day	27%	Excluded	Excluded
Safety on bus related to conduct of others after dark	25%	22%	Excluded
Safety on bus related to conduct of others during day	Excluded	19%	45%
Safety while waiting for bus after dark	Excluded	Excluded	Excluded

Most Important Service Elements – Information

Overall, information is not a significant driver of overall customer satisfaction. Within this dimension, however, both aspects of service measured are important. Note that the ability to get current time schedules was a new attribute added in 2009 to specifically address current issues Metro was facing following the Fall 2009 service change.

- While Regular Riders' satisfaction with service is clearly driven by the ability to get information about routes and schedules, the ability to get current timetables was also a factor.
- For Infrequent Riders, the ability to get current information was the primary driver of overall satisfaction.

Table 58: Key Drivers – Information by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Ability to get information about routes & schedules	21%	30%	Excluded
Ability to get current timetables	18%	12%	31%

For Seattle / North King County Riders both elements of service were drivers of overall satisfaction.

- For those in South King, the ability to get information was a greater factor while for those in East King County the ability to get current information was a greater issue.

Table 59: Key Drivers – Information by Planning Subareas

Elements	Seattle / N. King	South King	East King
Ability to get information about routes & schedules	26%	26%	Excluded
Ability to get current timetables	16%	Excluded	29%

Most Important Service Elements – Park & Ride Lots

While the overall park & ride lot dimension is not a primary driver of overall customer satisfaction, within this dimension, personal safety is a key driver.

- Personal safety is a key driver for both Regular and Infrequent Riders. Moreover, security of vehicles parked at the lots is a key driver for Regular Riders.

Table 60: Key Drivers – Park & Ride Lots by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Personal safety	19%	15%	19%
Security of vehicle	Excluded	11%	Excluded
Ability to get parking	Excluded	Excluded	Excluded

Personal safety at park & ride lots is a key driver for all riders regardless of area of residence.

- It is a greater driver for those in East King County.

Table 61: Key Drivers – Park & Ride Lots by Planning Subareas

Elements	Seattle / N. King	South King	East King
Personal safety	14%	21%	26%
Security of vehicle	Excluded	Excluded	Excluded
Ability to get parking	Excluded	Excluded	Excluded

NON-RIDERS & FORMER RIDERS

Former Ridership

Current Non-Riders were asked if they had ever ridden Metro Transit.

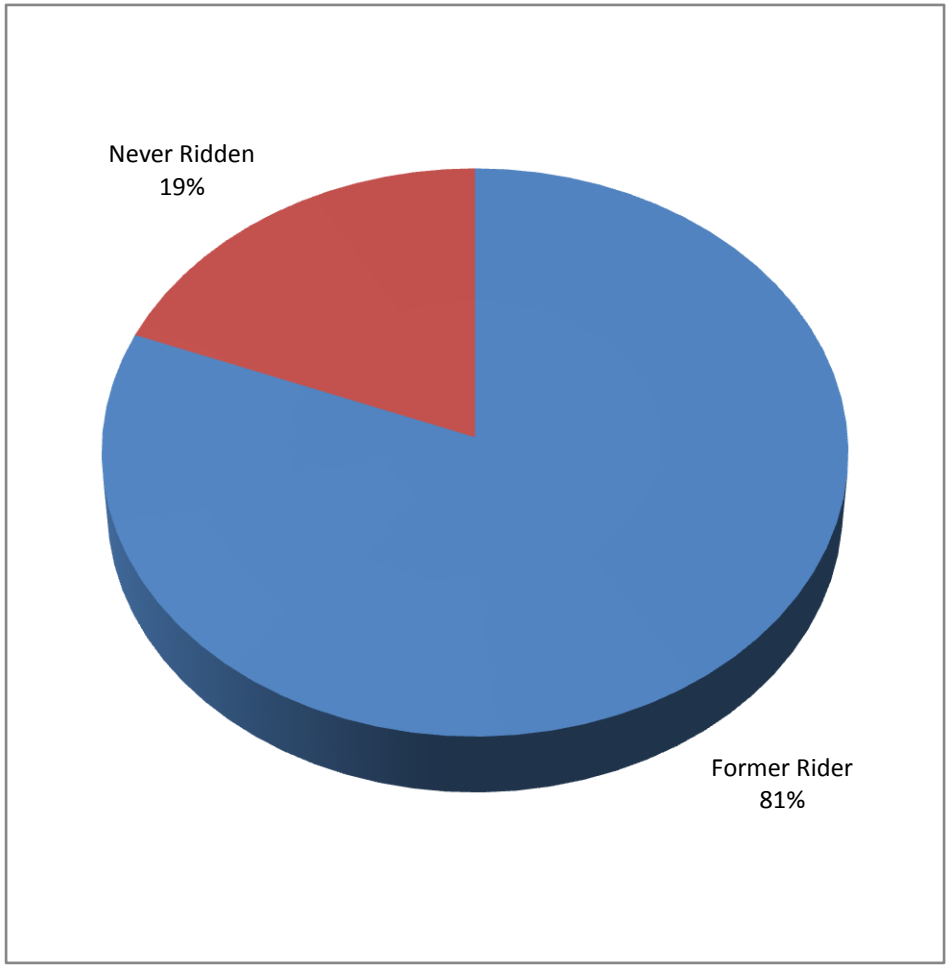
Slightly more than four out of five (81%) current Non-Riders have ridden Metro in the past.

- Non-Riders living in Seattle / North King County are the most likely to be former riders (92%). Moreover, they are the most likely to be recent former riders – 40 percent had ridden in the past six months.
- South King County Non-Riders are the most likely to be fully lapsed riders – 37 percent last rode more than five years ago.

Table 62: Former Ridership by Planning Subarea

	Total	Seattle / N. King	South King	East King
Base (weighted) Base (unweighted)	1,713 1,008	516 290	686 365	511 353
% Former Riders	81%	**92%**	77%	74%
Base (weighted) Base (unweighted)	1,382 809	475 267	530 282	377 260
Within Past 6 Months	30%	**40%**	23%	26%
Six Months to 1 Year	17%	18%	14%	18%
1 to 5 Years	27%	23%	27%	**31%**
More than Five Years	27%	18%	**37%**	24%

Figure 38: Former Ridership



Question NON1 - *Have you ever ridden Metro Transit?*
Base*: Current Non-Riders (n = 1,008; n_w = 1,713)*

There are only a few demographic differences between Non-Riders who have ridden in the past and those who have never ridden.

Those who have never ridden Metro are . . .

- Older. More than one out of five (21%) are 65 and older. Average age is just over 50.
- Retired or not employed. One-third does not work outside the home – 23 percent are retired and 10 percent are homemakers.

Nearly half (49%) of Former Riders are currently employed full-time.

Table 63: Demographic Characteristics of Former and Non-Riders

	*Former Riders**	*Never Ridden***
Base (weighted)	1,001	697
Base (unweighted)	589	410
Gender		
Male	51%	47%
Female	49%	53%
Age		
16 to 17	3%	1%
18 to 24	6%	3%
25 to 34	21%	17%
35 to 44	17%	19%
45 to 54	24%	21%
55 to 64	18%	17%
65 plus	12%	**21%**
Mean	45.6	**50.4**
HH Composition		
Single Person	17%	**25%**
Multi-Person	**83%**	75%
Employment Status		
Employed Full-Time	**49%**	41%
Employed Part-Time	8%	7%
Self-Employed	8%	8%
Student (not working)	**6%**	2%
Not Employed / Homemaker	7%	**10%**
Retired	13%	**23%**
Unemployed / Other	9%	8%
Household Income		
Less than $15,000	4%	4%
$15,000 to $25,000	4%	6%
$25,000 to $35,000	6%	6%
$35,000 to $55,000	19%	20%
$55,000 to $75,000	15%	14%
$75,000 to $100,000	23%	18%
$100,000 to $150,000	19%	16%
$150,000 or Greater	10%	15%
Median	$77,588	$73,272
Access to Vehicles		
% with Drivers' License	96%	95%
% None	<1%	1%
# of Vehicles	2.0	**2.2**
Race / Ethnicity		
Caucasian	86%	87%
Non-Caucasian	14%	13%

***Former Riders:** Defined as Non-Riders who have ridden in the past five years.

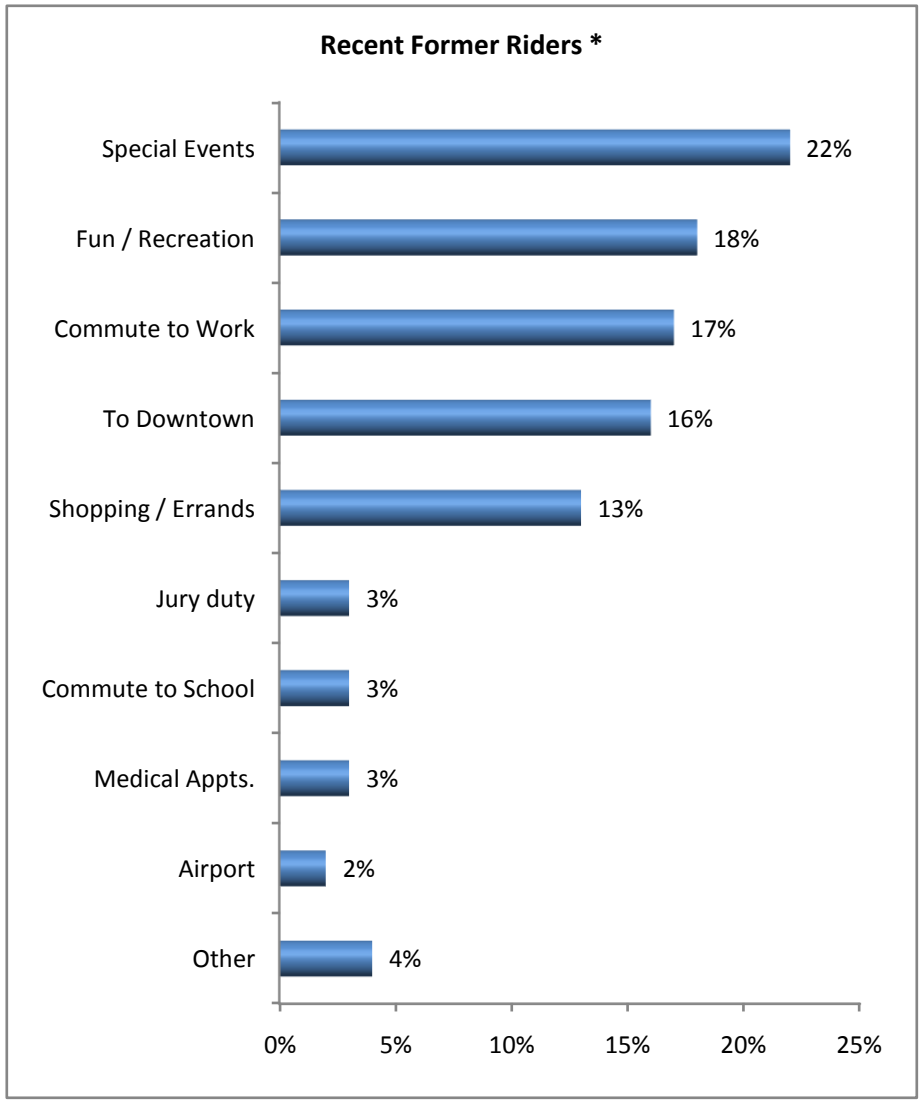
****Never Ridden:** Defined as Non-Riders who say they have never ridden Metro or who haven't ridden in the past 5 years.

The largest segments of recent Former Riders (those who have ridden in the past six months) use Metro for recreation trips – to special events (22%) or for recreation travel (18%).

However, one out of five recent Former Riders were commuting to work (17%) or school (3%).

A significant percentage (16%) of recent Former Riders used Metro for travel to downtown Seattle.

Figure 39: Trip Purpose – Recent Former Riders



Question NON2A *-When you rode the bus, what was the primary purpose of the trip you took most often?*
Base*: Recent Former Riders* (n = 238; n_w = 407)*
**Recent Former Riders are defined as Non-Riders who have ridden Metro in the past six months.*

The primary reason Former Riders no longer ride or only ride occasionally is a perception that the car is more convenient (25%). This holds true regardless of how long ago they had ridden.

- Former Riders living in South King County are more likely than those in Seattle / North King County or East King County to say the car is more convenient – 30 percent compared to 21 percent and 25 percent, respectively.

Table 64: Reasons for No Longer Riding by Recency of Riding

	All Former Riders	Past 6 Months	6 to 12 Months	1 to 5 Years
Base (weighted)	1,001	407	229	365
Base (unweighted)	589	238	135	216
Car more convenient	25%	24%	26%	26%
Bus inconvenient	11%	8%	11%	14%
No need	8%	10%	7%	7%
Takes too long	8%	8%	6%	8%
No routes where need to go / service not close to home / bus stop to far	7%	7%	7%	8%
Schedule / route problems	6%	5%	6%	8%
Change in work / personal circumstances	15%	16%	14%	15%

***Question NON3**-What is the main reason you don't ride the bus now?*

Appeal of Using Transit

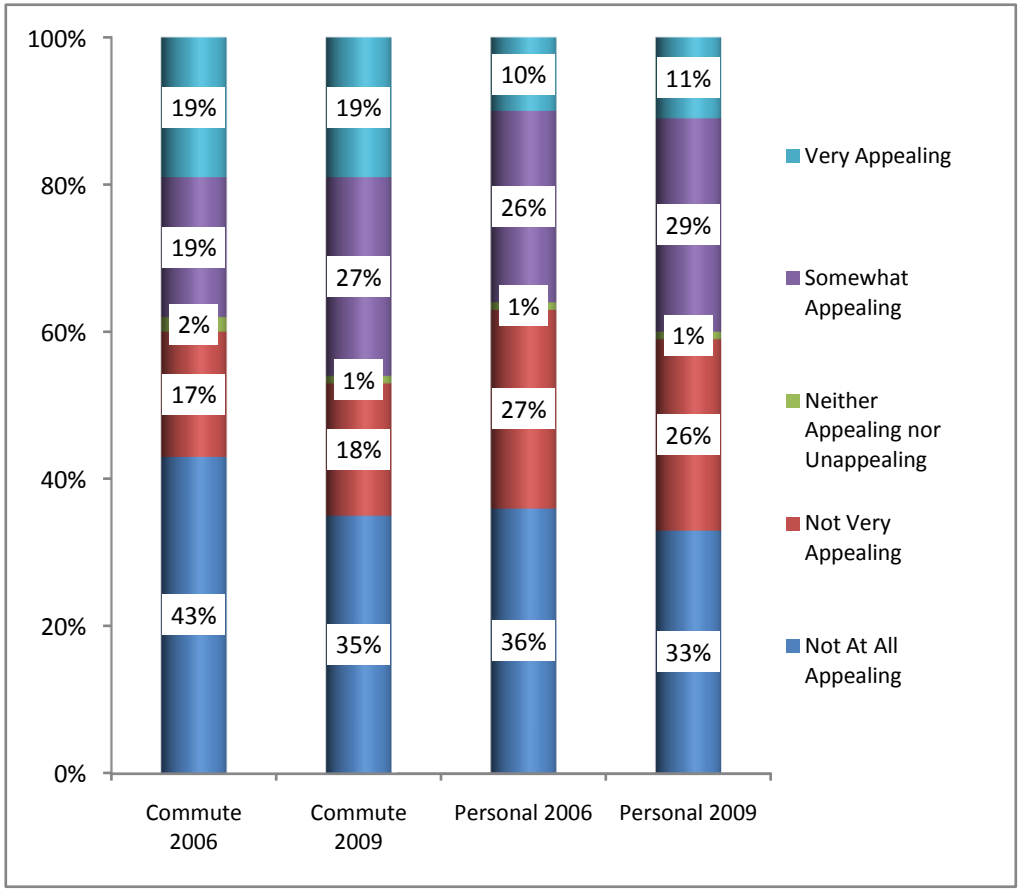
Current Non-Riders and Commuters who do not currently use Metro to get to work or school are more likely than in 2006 to feel that the idea of using Metro to get to work is appealing.

- Notably, 27 percent of today's Commuters who do not currently use Metro to get to work or school find the idea of using the bus somewhat appealing compared to 19 percent in 2006. In total, nearly half (46%) of today's Commuters feel the idea of riding Metro to work at least somewhat appealing compared to 38 percent in 2006.

There has also been a slight in increase in the appeal of using Metro for non-commute travel. This increase however is not as dramatic.

- Two out of five (40%) current Non-Riders feel that the idea of using Metro for personal travel is at least somewhat appealing compared to 36 percent in 2006.

Figure 40: Appeal of Using Transit for Commute and Personal Travel – 2006 & 2009



***Question PARK3**-Overall, how appealing to you personally is the idea of using the bus instead of driving to work or school? **Base**: Commuters who are Non-Riders, Regular/Infrequent Riders who do not use public transportation to commute to work/school: 2009 (n = 912; n_w = 1,190); 2006 (n = 946; n_w = 1,230)*
***Question PERT2**-Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel? **Base**: All respondents who do not use public transportation for personal travel: 2009 (n = 2,143; n_w = 2,297); 2006 (n = 2,171; n_w = 2,322)*

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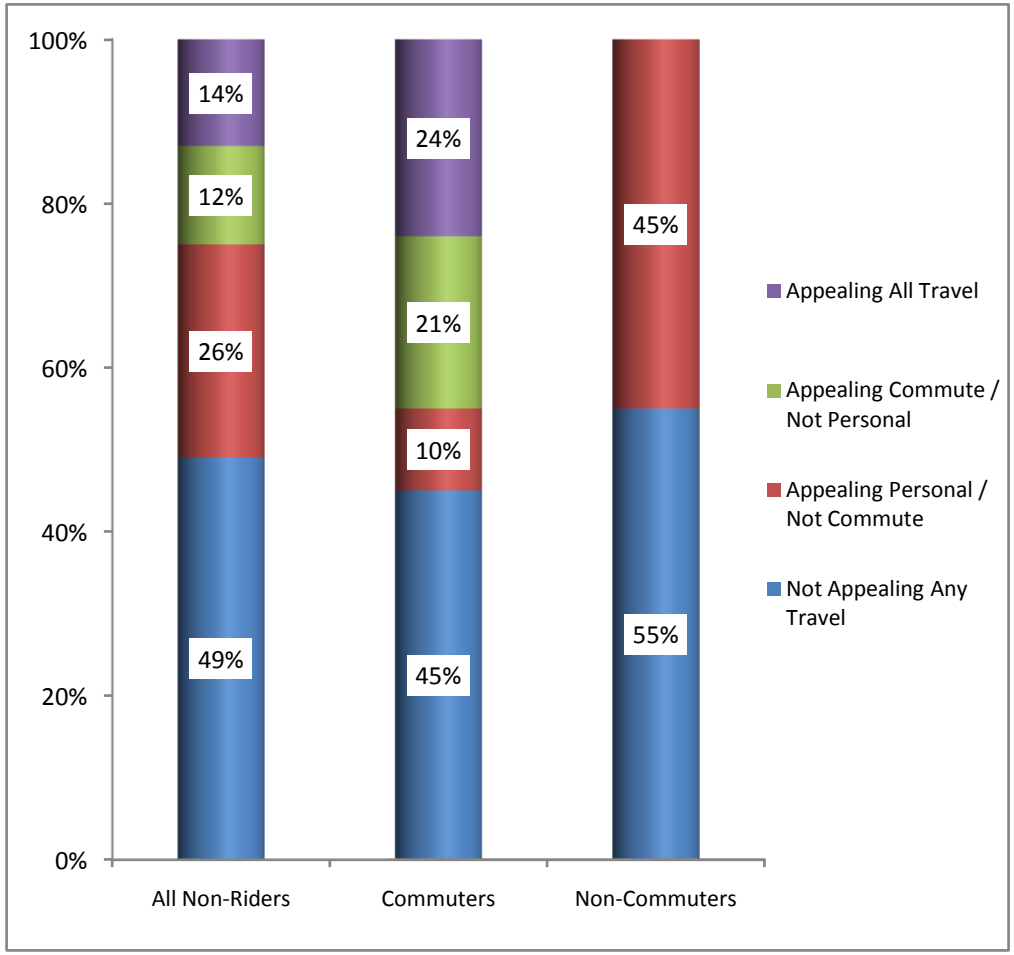
An overall variable was created to determine the extent to which non-riders and current riders who do not use Metro for all of their travel feel Metro is somewhat or very appealing for different types of trips.

Slightly more than half (51%) of current Non-Riders and current Riders who do not use Metro for their primary trips feel that the idea of riding Metro is at least somewhat appealing.

- Commuters are more likely than non-Commuters to find the idea of using Metro for some or all of their travel appealing. More than two out of five (45%) Commuters who currently do not use Metro to travel to work or school finds the idea of using the bus for these trips at least somewhat appealing.

Figure 41: Non-Rider Segments Based on Using Transit for Some / All of their Travel



***COMPUTED VARIABLES BASED ON: PARK3**-Overall, how appealing to you personally is the idea of using the bus instead of driving to work or school? AND **PERT2**-Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel?*

Barriers to Using Transit

Commute Trips

Non-riders and current riders who do not currently ride the bus to work or school were asked the extent to which 23 factors were barriers to taking the bus. Two new variables were added in 2009 to address current issues.

Travel time by bus, no service from home to where they need to go, and having to plan around schedules are cited as the primary barriers to using the bus for commute trips.

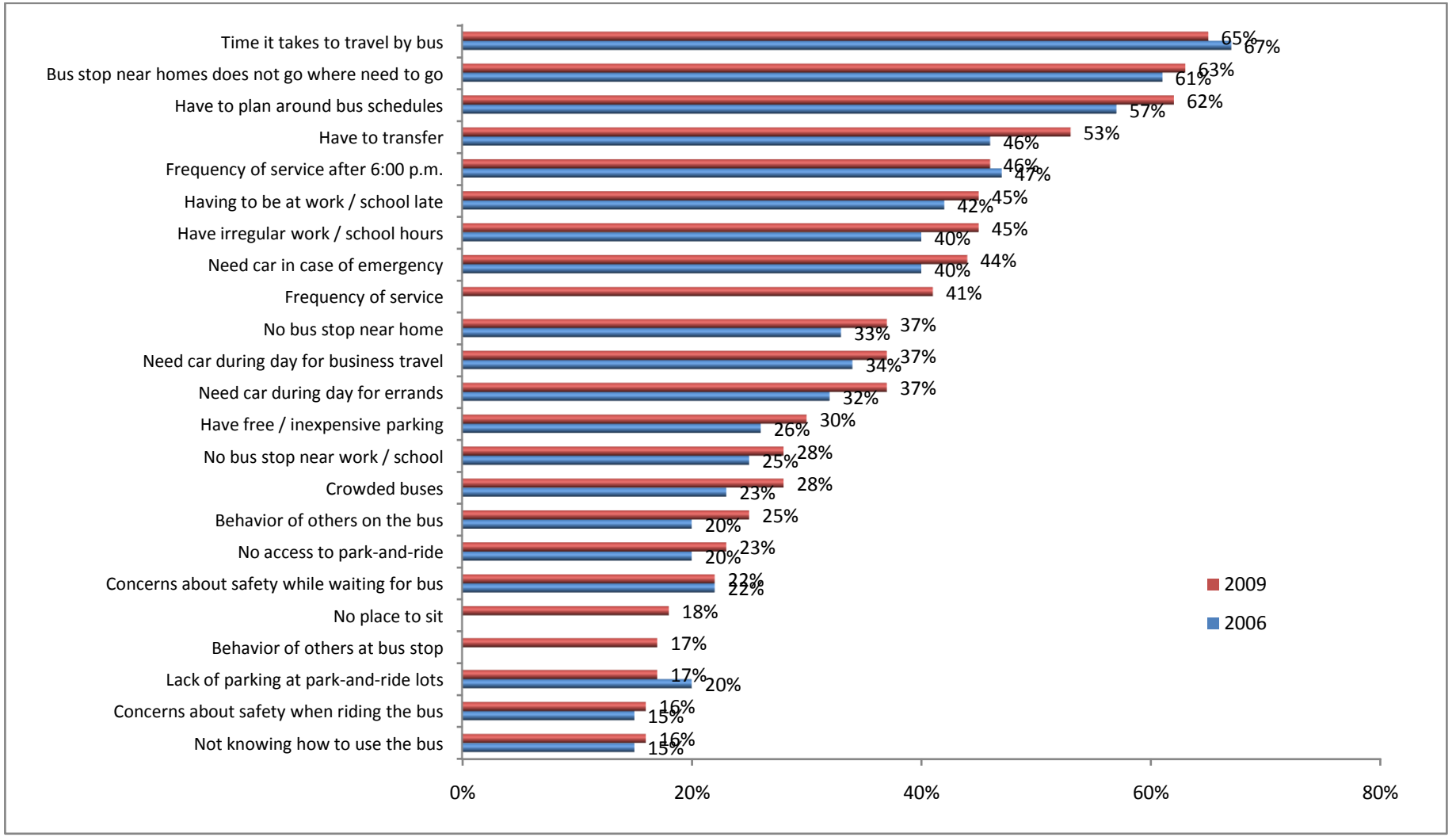
- Nearly two out of three (65%) Commuters who do not take the bus to work or school say that travel time by bus is a barrier; 33 percent say that it is a significant barrier.

- Sixty-three percent (63%) of Commuters who do not use the bus to get to work or school say that lack of service from their home to where they need to go is a barrier; 39 percent say that it is a significant barrier. The extent to which this is cited as a barrier has increased slightly from 2006; this increase, however, is not statistically significant.

- Sixty-two percent (62%) of Commuters say that having to plan around the bus schedules is a barrier. It is a significant barrier to one out of four (25%) Commuters. The extent to which Commuters feel this is a barrier has increased significantly from 2006.

One other factor may be becoming a greater barrier than in previous years. In 2009, more than half (53%) of all Commuters said that having to transfer is a barrier; 22 percent say It is a significant barrier. This compares to just 46 percent in 2006.

Figure 42: Barriers to Riding – Commuters Who Drive Alone / Are Non-Riders / Find the Idea of Riding the Bus Appealing



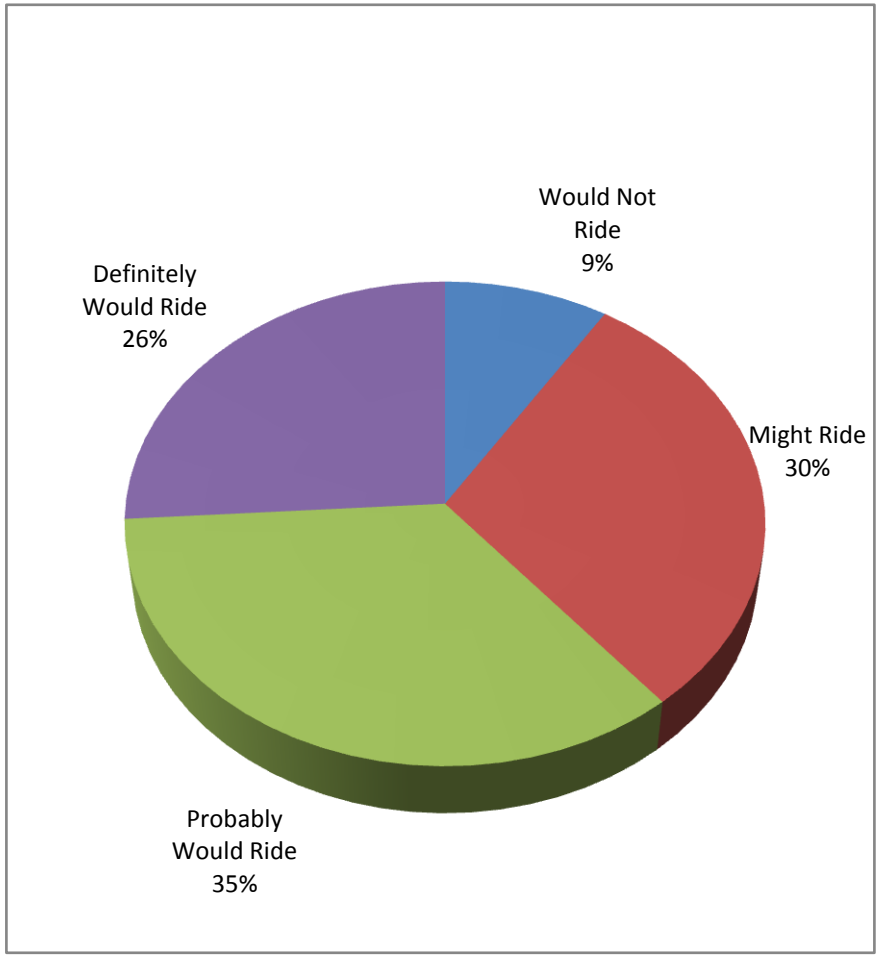
Question BARR1 TO BARR23 *-Please rate the extent to which each of the following is a barrier to you taking the bus or taking the bus more often?* On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier." % barrier is defined as giving a rating of 5 to 7 on this scale.

Base*: Non-Rider Commuters and Commuter Riders Who Drive Alone to Get to Work/School and find the Idea of Riding Bus to Work "Very Appealing" or "Somewhat Appealing": 2009 (n = 561; n_w = 821); 2006 (n = 560; n_w = 789)*

There is significant potential for increasing ridership among Commuters if some of the key barriers to riding are removed.

More than one out of four (26%) Commuters say they **definitely** would ride the bus if some or all of these barriers did not exist.

Figure 43: Percent of Commuters Who Would Ride if Barriers Were Removed



Question BARR23*-If these barriers did not exist, would you ride the bus more often?*
Base*: Non-Rider Commuters and Commuter Riders Who Drive Alone to Get to Work/School and find the Idea of Riding Bus to Work "Very Appealing" or "Somewhat Appealing" (n = 561; n_w = 821)*

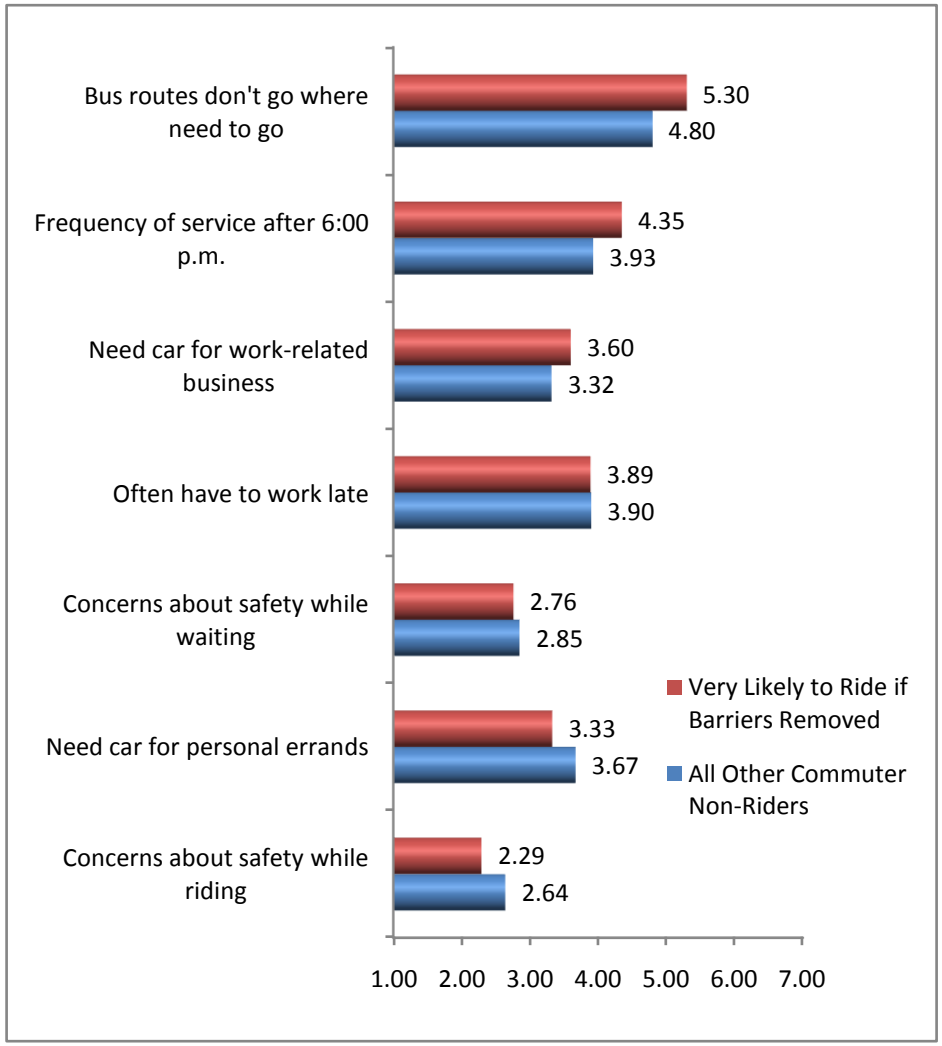
Discriminant analysis was used to further understand which of these factors clearly differentiated those Commuters who suggest they definitely or probably would ride if these barriers were removed compared to those who said they would not ride even if these barriers were removed.

Seven (7) of the 23 factors clearly differentiated those Commuters who indicated they would definitely ride if these barriers were removed from all other commuter non-riders.

Of these, three (3) were identified as greater barriers to this segment – that is, if these barriers were minimized, those who say they would definitely ride would most likely ride. These barriers include:

- Availability of bus routes from their home to where they need to go;
- Frequency of bus service after 6:00 p.m.; and
- Needing a car during the day for work-related travel.

Figure 44: Barriers That if Removed Might Encourage Those Most Likely to Commute by Bus to Ride



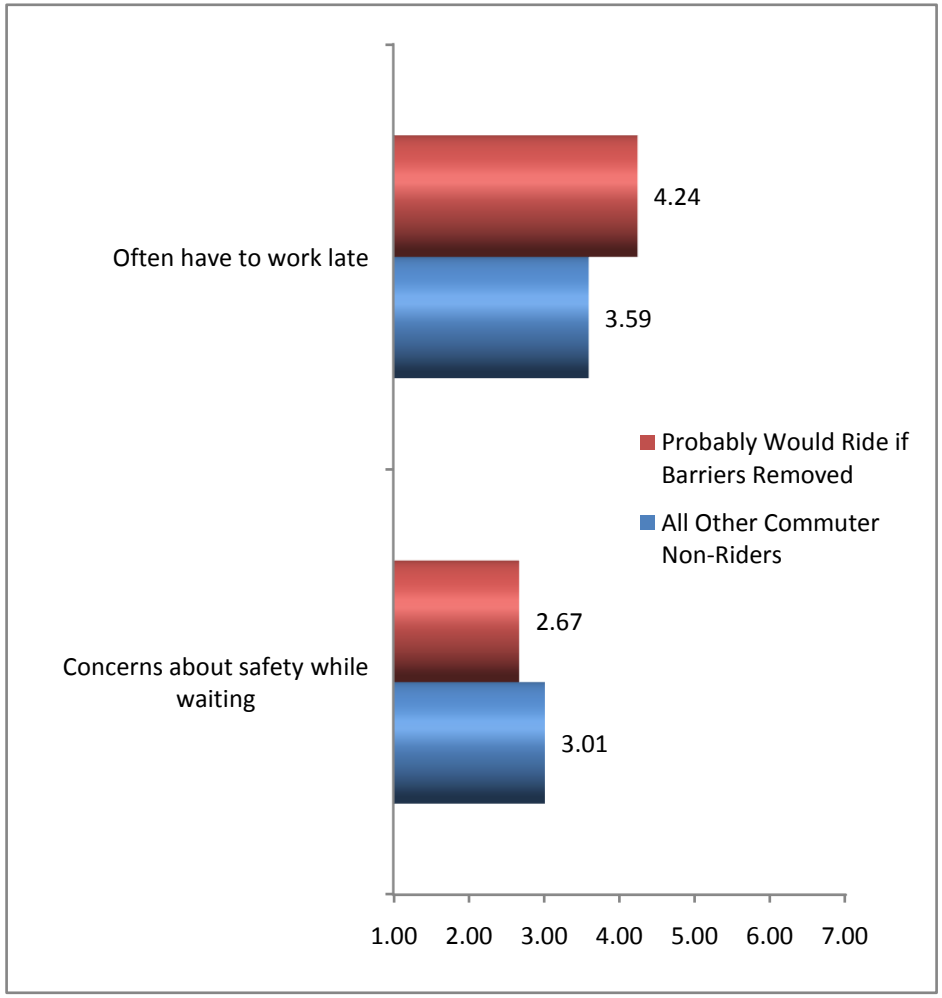
An additional 35 percent of Commuters suggest that they would probably ride if some or all of these barriers did not exist.

Additional analysis shows that two of the 23 factors clearly differentiated those Commuters who indicated they would probably ride if these barriers were removed from all other commuter non-riders.

Of these, one – having to work late – was a greater barrier to those who would probably ride than all other Commuters.

Concerns about safety are a greater barrier to those who indicate they would be unlikely to ride even if these barriers were removed. Moreover, these concerns clearly distinguish those with potential to ride from those who would not.

Figure 45: Barriers That if Removed Might Encourage Those Potentially Likely to Commute by Bus to Ride

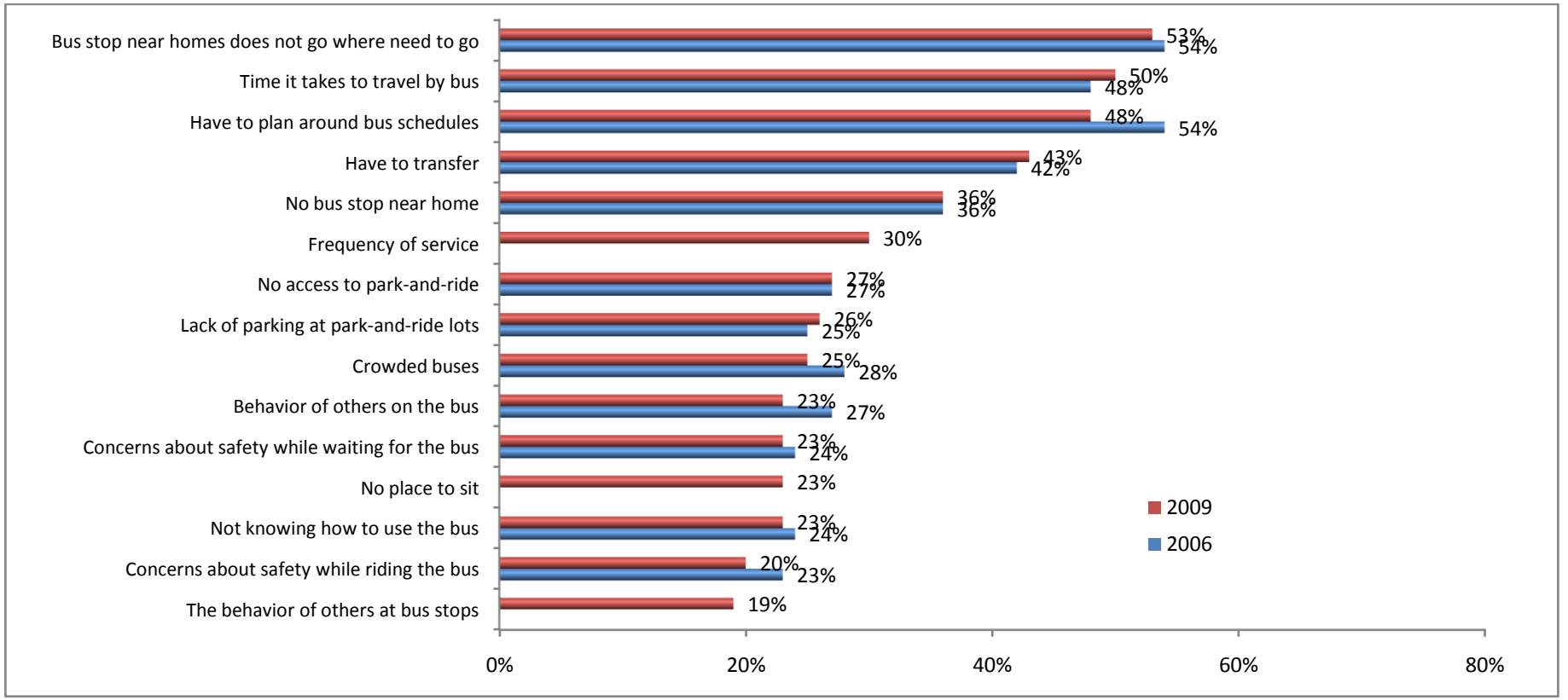


Non-Commute Trips

Availability of service to where people need to go for non-commute trips continues to be the primary barrier to using the bus for personal travel.

Other major barriers including the amount of time it takes to travel by bus and having to plan around bus schedules. However, the latter consideration is less of a barrier than in the past.

Figure 46: Barriers to Riding – Non-Commuter Non-Riders / Find the Idea of Riding the Bus Appealing



Question BARR1 TO BARR23 *-Please rate the extent to which each of the following is a barrier to you taking the bus or taking the bus more often?* On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier." % barrier is defined as giving a rating of 5 to 7 on this scale.

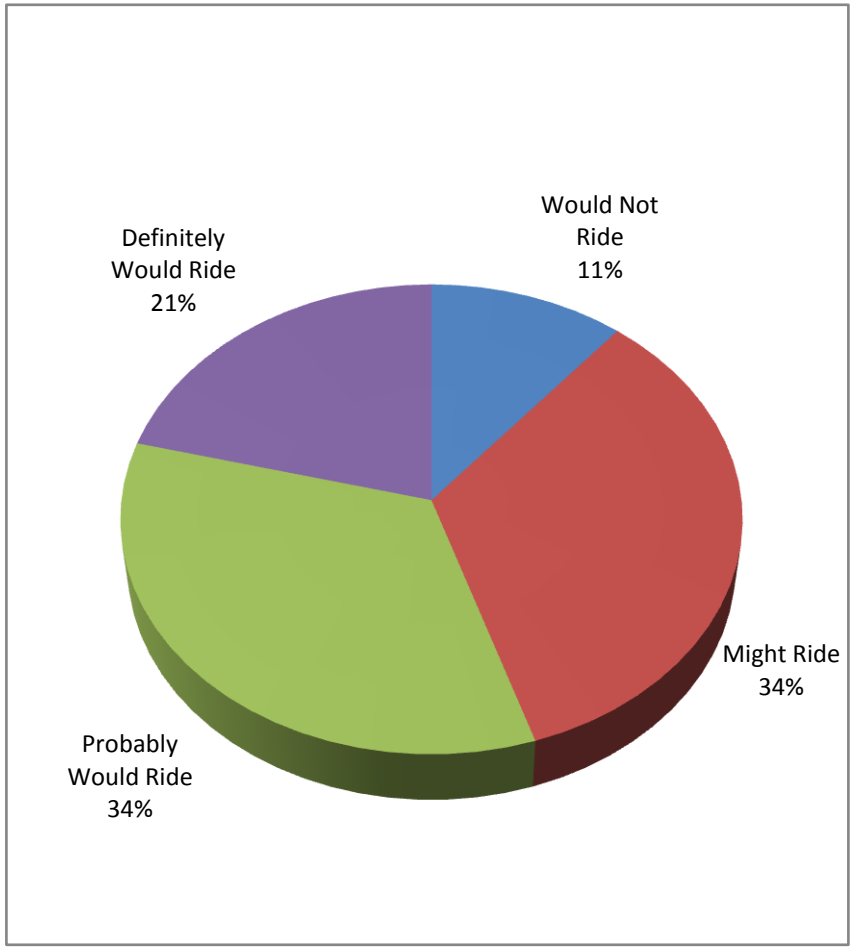
Base*: Non-Rider Non-Commuters Who Find the Idea of Riding Bus for Personal Travel "Very Appealing" or "Somewhat Appealing": 2009 (n = 284; n_w = 480); 2006 (n = 356; n_w = 565)*

There is potential for increasing ridership among non-Commuters if some of the key barriers to riding are removed.

More than one out of five (21%) Commuters say they **definitely** would ride the bus if some or all of these barriers did not exist.

However, other factors appear to be barriers to non-Commuters riding as none of the barriers included clearly differentiated those who would definitely or probably ride Metro from those who might or would not.

Figure 47: Percent of Non-Commuters Who Would Ride if Barriers Were Removed



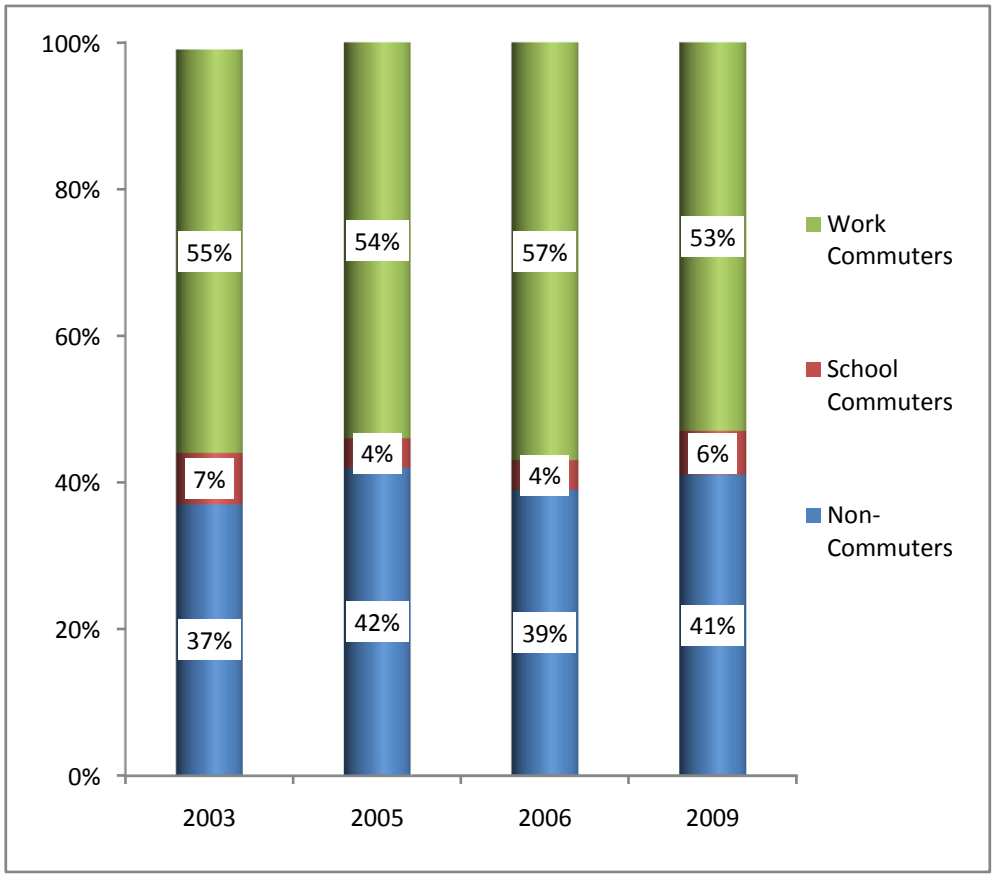
Question BARR23*-If these barriers did not exist, would you ride the bus more often?*
Base*: Non-Rider Non-Commuters Who Find the Idea of Riding Bus for Personal Travel "Very Appealing" or "Somewhat Appealing" (n = 284; n_w = 480)*

COMMUTERS

Commuter Status

Nearly three out of five (59%) King County residents are Commuters – defined as someone who works outside the home or attends school at least three days per week. This has varied little over the years.

Figure 48: Commuter Status 2003 to 2009*



GEN3: *How many days a week do you [work/attend school]?*

Base: All Respondents 2009 (n = 2,425; n_w = 2,425); 2006 (n = 2,450 n_w = 2,450); 2005 (n = 2,427; n_w = 2,417); 2003 (n = 2,412; n_w = 2,412)

** 2007 and 2008 are not included as only Regular and Infrequent Riders were surveyed*

Commuters and non-Commuters differ significantly in terms of their demographic characteristics – notably there are differences by gender, age, and income.

Gender

School and, to a lesser extent, Work Commuters are more likely than non-Commuters to be men. It is noteworthy that in 2006 this difference in demographics was not as pronounced for Commuters but was more pronounced for non-Commuters.

- In 2006, the split between men and women for Commuters was nearly equal (49% men; 51% women). On the other hand, among non-Commuters 70 percent were women and 30 percent were men.

Age

Consistent with expectations and previous years, Work Commuters are older than School Commuters.

- More than half (51%) of Work Commuters are between the ages of 35 and 54.
- Nearly three out of four (74%) School Commuters are between the ages of 16 and 24.

Over half (51%) of Non-Commuters are 55 and older.

Income

Work Commuters are Metro's most affluent market with an average household income greater than $80,000.

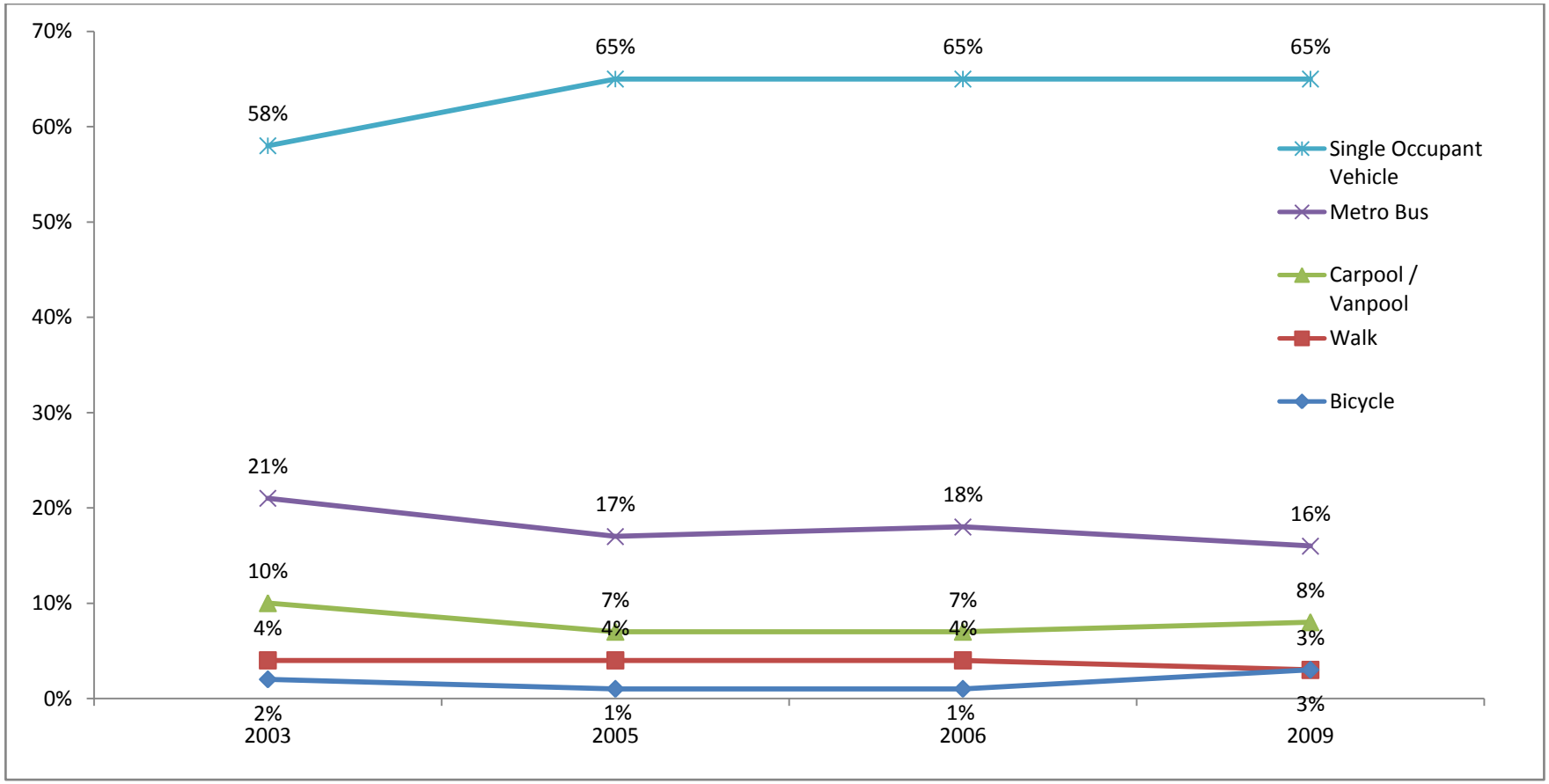
Table 65: Demographic Characteristics by Commuter Status

	Work	*School*	*Non-Commuter*
Base (weighted)	1,282	152	991
Base (unweighted)	1,331	214	880
Gender			
Male	**55%**	**59%**	42%
Female	45%	41%	**58%**
Age			
16 to 17	-	**37%**	1%
18 to 24	4%	**37%**	3%
25 to 34	24%	17%	13%
35 to 44	**22%**	4%	16%
45 to 54	**29%**	4%	16%
55 to 64	17%	1%	**19%**
65 plus	3%	-	**32%**
Mean	43.8	22.5	**54.1**
HH Composition			
Single Person	18%	8%	**29%**
Multi-Person	82%	**92%**	71%
Employment Status			
Employed Full-Time	82%	2%	8%
Employed Part-Time	11%	**19%**	4%
Self-Employed	7%	3%	**10%**
Student (not working)	-	**77%**	2%
Homemaker	-	-	16%
Retired	-	-	39%
Unemployed / Other	-	-	21%
Household Income			
Less than $15,000	2%	13%	9%
$15,000 to $25,000	3%	9%	9%
$25,000 to $35,000	5%	10%	8%
$35,000 to $55,000	18%	17%	21%
$55,000 to $75,000	16%	22%	13%
$75,000 to $100,000	**22%**	11%	17%
$100,000 to $150,000	**21%**	13%	13%
$150,000 or Greater	**14%**	5%	9%
Median	$83,642	$55,493	$58,895
Access to Vehicles			
% with Drivers' License	97%	**70%**	90%
% None	1%	3%	3%
# of Vehicles	2.0	2.2	1.9
Race / Ethnicity			
Caucasian	**85%**	68%	**86%**
Non-Caucasian	15%	**32%**	14%

Trends in Commute Modes

After seeing a significant increase in single occupant vehicle Commuters in 2005, there has been little change in commute modes to work over the year. Currently, slightly less than two out of three (65%) Commuters drive alone to work. Of those using alternative modes (35% of all Commuters), more than half (53%) use Metro and 27 percent carpool or vanpool.

Figure 49: Trends in Travel Mode to Work 2003 to 2009



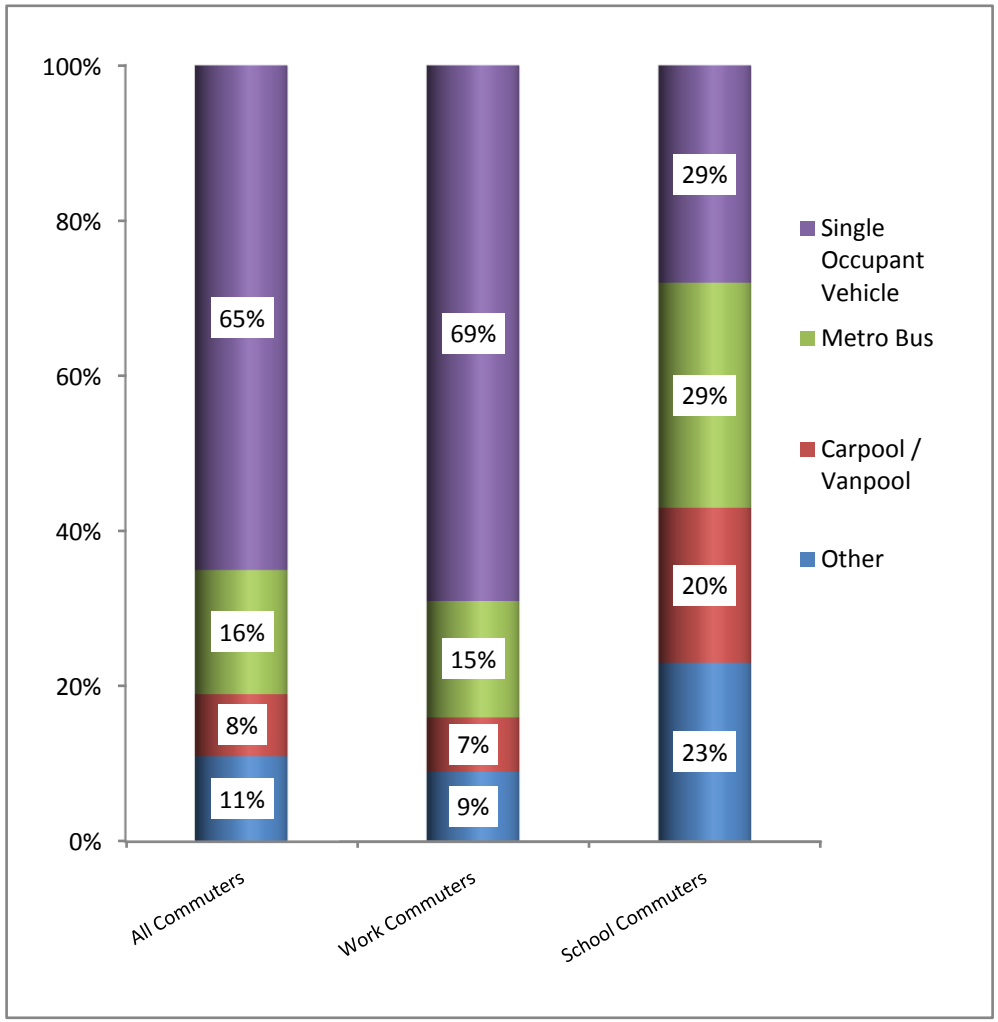
***COMM2* - How do you usually get to and from [work/school]?**

***Base**: All Commuters 2009 (n = 1,545; n_w = 1,434); 2006 (n = 1,598; n_w = 1,450); 2005 (n = 1,504; n_w = 1,354); 2003 (n = 1,559; n_w = 1,425)*

As in the past, Work Commuters are more than twice as likely as School Commuters to drive alone to work. At the same time, School Commuters are twice as likely as Work Commuters to use Metro.

School Commuters are also more likely to carpool / vanpool – 12 percent with other family members. Nine percent (9%) of School Commuters walk and 4 percent bicycle.

Figure 50: Travel Modes to Work by Commuter Status



***COMM2* - How do you usually get to and from [work/school]?**

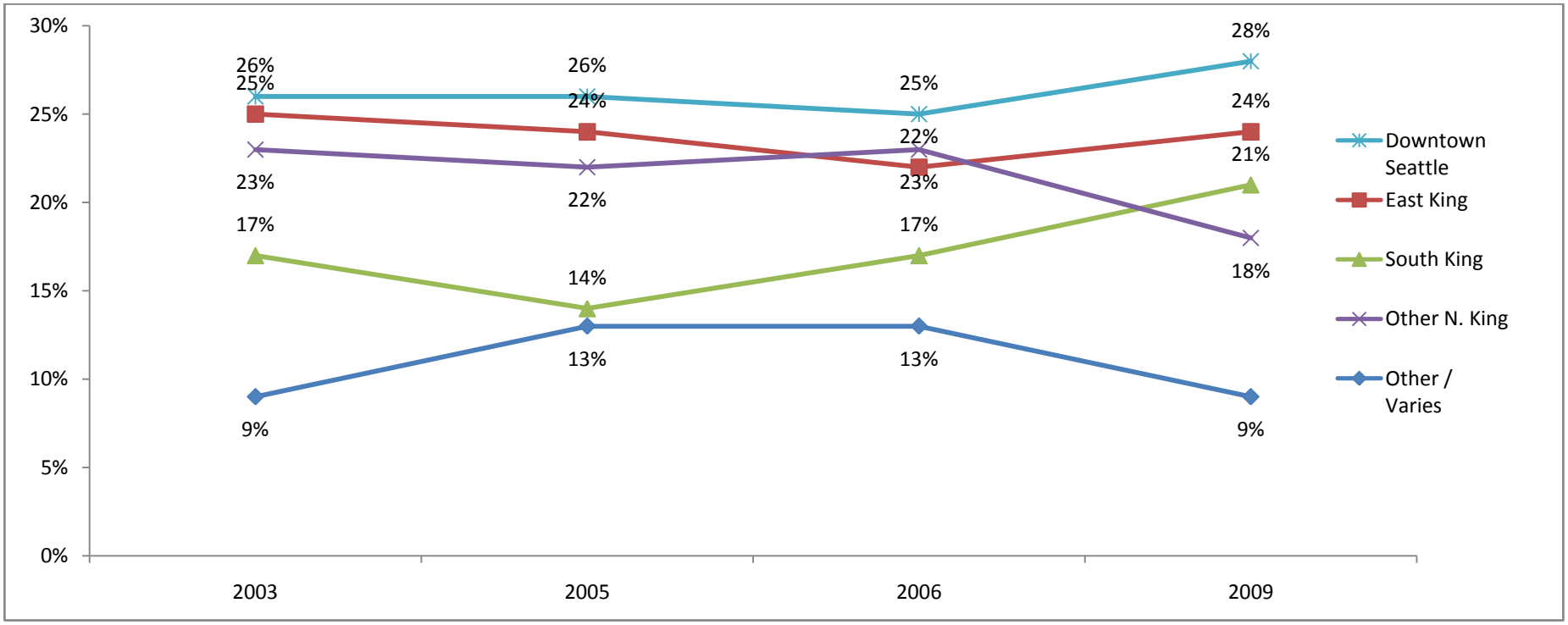
***Base**: All Commuters (n = 1,545; n_w = 1,434)*

Work Location

Trends

There has been a significant increase in the percentage of Commuters who work in a downtown Seattle location. This increase is due in part to the growth in office space in the areas immediately surrounding downtown Seattle which includes the Denny Regrade, Belltown, Pioneer Square, International District, Duwamish, Queen Anne, South Lake Union, Capitol and First Hill and other areas. In addition, a series of follow-up questions were added in 2009 to more precisely understand the area in which Commuters work and/or attend school.

Figure 51: Trends in Work Location 2003 to 2009



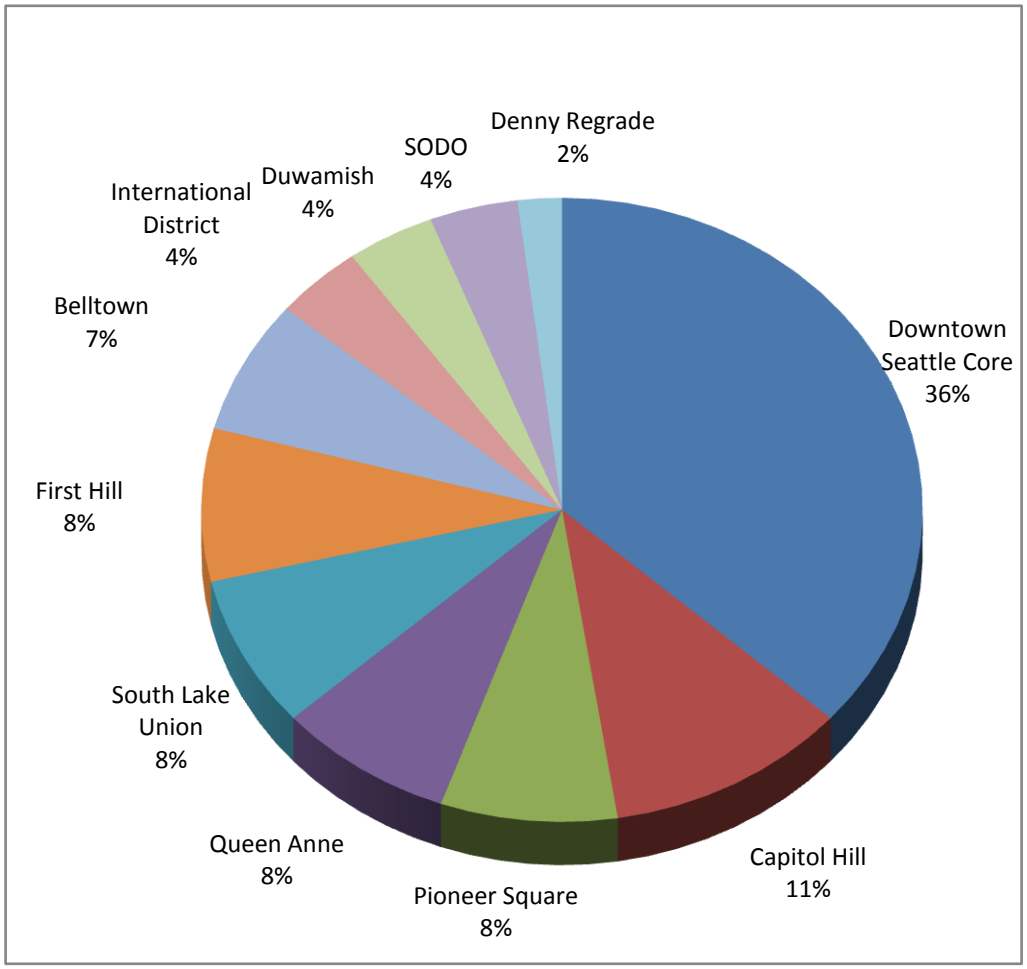
COMM1 *- In what geographic area do you [work/attend school]?*

Base*: All Commuters 2009 (n = 1,545; n_w = 1,434); 2006 (n = 1,598; n_w = 1,450); 2005 (n = 1,504; n_w = 1,354); 2003 (n = 1,559; n_w = 1,425)*

Work Commuters are significantly more likely than School Commuters to work in Downtown Seattle or the surrounding area – 29 percent compared to 21 percent, respectively.

Of those commuting to Downtown Seattle and the surrounding area, just over one-third (36%) work within the downtown Seattle Central Business District.

Figure 52: Work Locations In and Surrounding Downtown Seattle



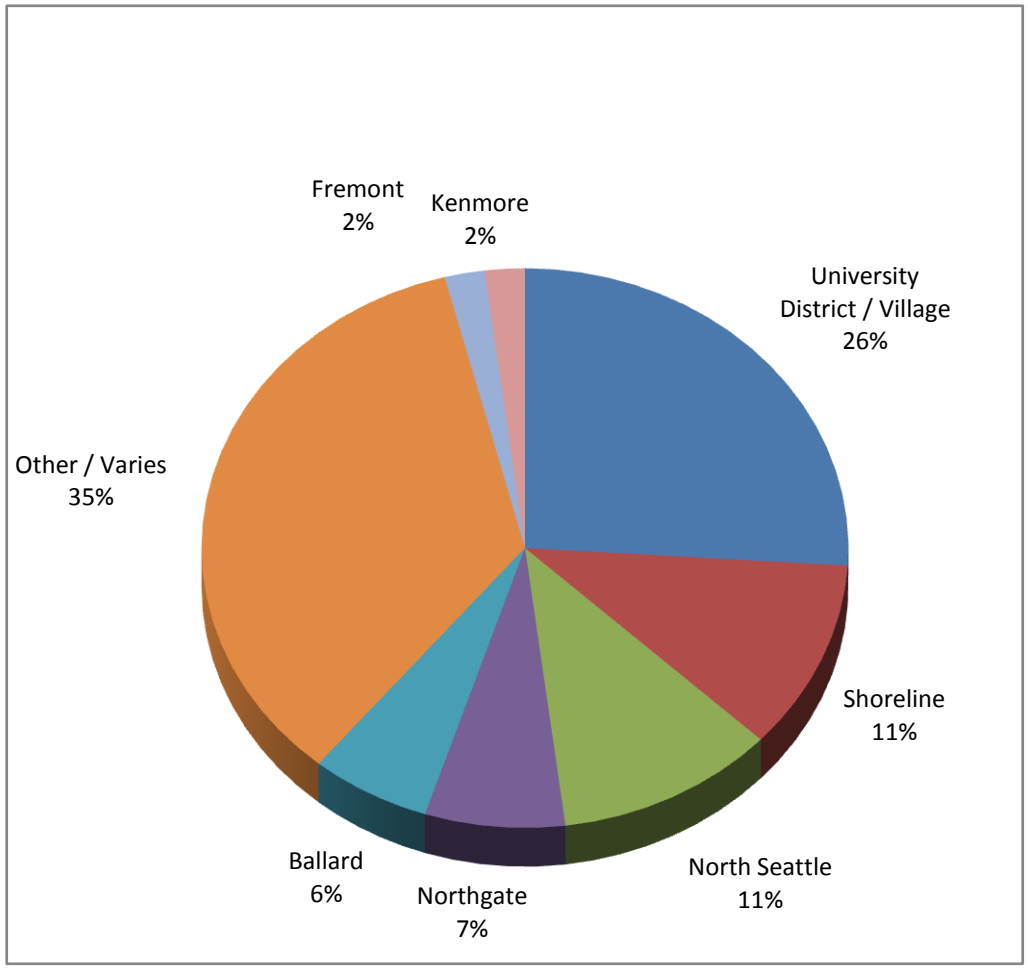
COMM1 *- In what geographic area do you [work/attend school]?*
COMM1A *- Would that be [LIST OF SURROUNDING DOWNTOWN SEATTLE AREAS READ]?*
BASE: Commuters Working in Downtown Seattle / Surrounding Area (n = 649; n_w = 473)

School Commuters are significantly more likely than Work Commuters to be commuting to Seattle / N. King County destinations that are outside of downtown Seattle – 40 percent compared to 16 percent, respectively.

Of those commuting to other North King County areas, 26 percent commute to the University area (University District / University Village).

- More than two out of five (42%) of School Commuters traveling to this area are going to the University of Washington. One out of four (23%) are going to Shoreline.

Figure 53: Work Locations In Other North King County

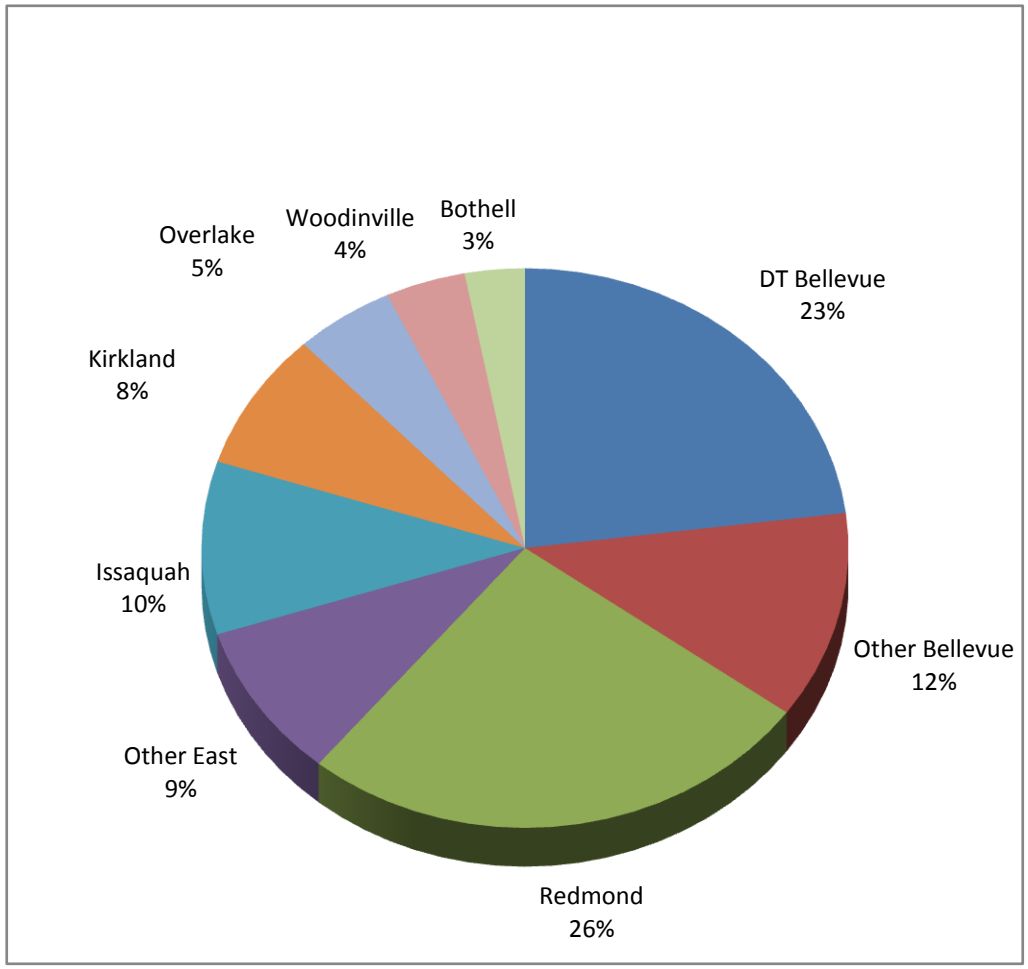


COMM1 *- In what geographic area do you [work/attend school]?*
COMM1B *- Would that be [LIST OF NORTH KING COUNTY AREAS READ]?*
BASE: Commuters Working in Other (non-downtown) Seattle / N. King Areas (n = 249; n_w = 257)

Three out of five (61%) Commuters traveling to East King County are traveling to Redmond (26%), Downtown Bellevue (23%) or somewhere else in Bellevue (12%). There are some differences among Work and School Commuters

- Twenty-eight percent (28%) of Work Commuters are going to Redmond compared to 10 percent of School Commuters.
- Twenty-one percent (21%) of School Commuters are going to Woodinville and 24 percent are going to somewhere else in East King County compared to 11 percent of Work Commuters. Note this area would encompass the University of Washington Bothell campus.

Figure 54: Work Locations In East King County

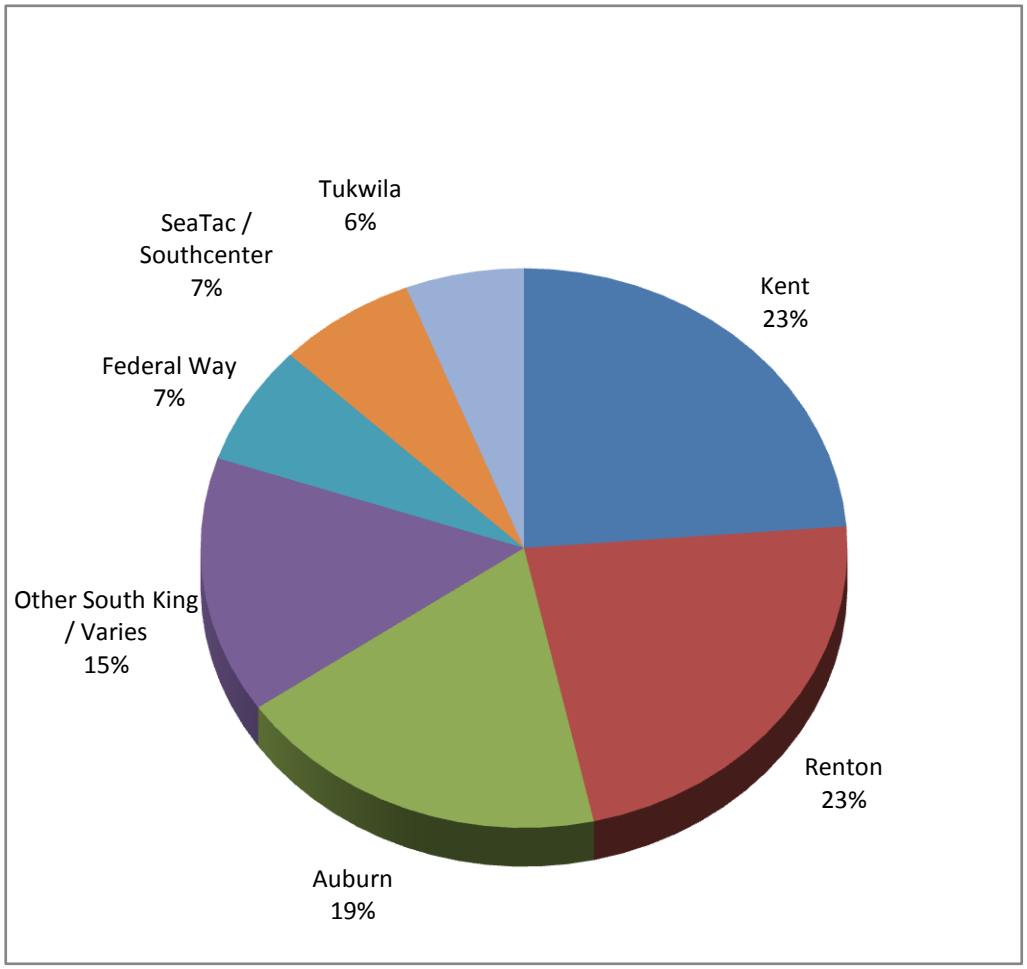


COMM1 *- In what geographic area do you [work/attend school]?*
COMM1C *- Would that be [LIST OF EAST KING COUNTY AREAS READ]?*
BASE: Commuters Working in East King County (n = 348; n_w = 339)

Kent, Renton, and Auburn are the major destinations for those working or going to school in South King County.

- Nearly half (46%) commuters working or going to school in South King County work in Kent or Auburn (23 percent in each city).
- One out of five (19%) work in Auburn.

Figure 55: Work Locations In South King County



COMM1 *- In what geographic area do you [work/attend school]?*
COMM1C *- Would that be [LIST OF SOUTH KING COUNTY AREAS READ]?*
BASE: Commuters Working in South King County (n = 241; n_w = 300)

Two out of five (61%) Commuters live and work in the same general geographic area. This is noteworthy among those living in Seattle and North King County.

Among those living in Seattle / North King County, the majority work in Downtown Seattle and the surrounding area (45%) and the University area (10%).

Among those living in East King County, 16 percent work in Redmond and 12 percent work in Bellevue. A similar percentage (15%) work in Downtown Seattle.

Despite the increase in the percentage of Commuters working in South King County, those living in South King County are the least likely to also work there. Less than half (48%) of South King County Commuters work in South King County. Nearly one out of five (18%) South King County Commuters work in Downtown Seattle and the surrounding area.

Table 66: Work Location by Area of Residence

	Area of Residence			
	All Commuters	**Seattle / North King**	**South King**	**East King**
Base (weighted)	1,434	557	513	365
Base (unweighted)	1,545	502	527	516
% Live & Work in Same Area	61%	75%	48%	58%
North King County (net)	46%	75%	28%	27%
Downtown Seattle / Surrounding Area	28%	45%	18%	15%
University Area	5%	10%	1%	5%
Other North King	13%	20%	8%	7%
South King	21%	6%	48%	6%
East King	24%	11%	13%	58%
Bellevue	7%	5%	5%	12%
Redmond	6%	3%	2%	16%
Other East King	11%	3%	6%	30%
Other	9%	7%	11%	10%

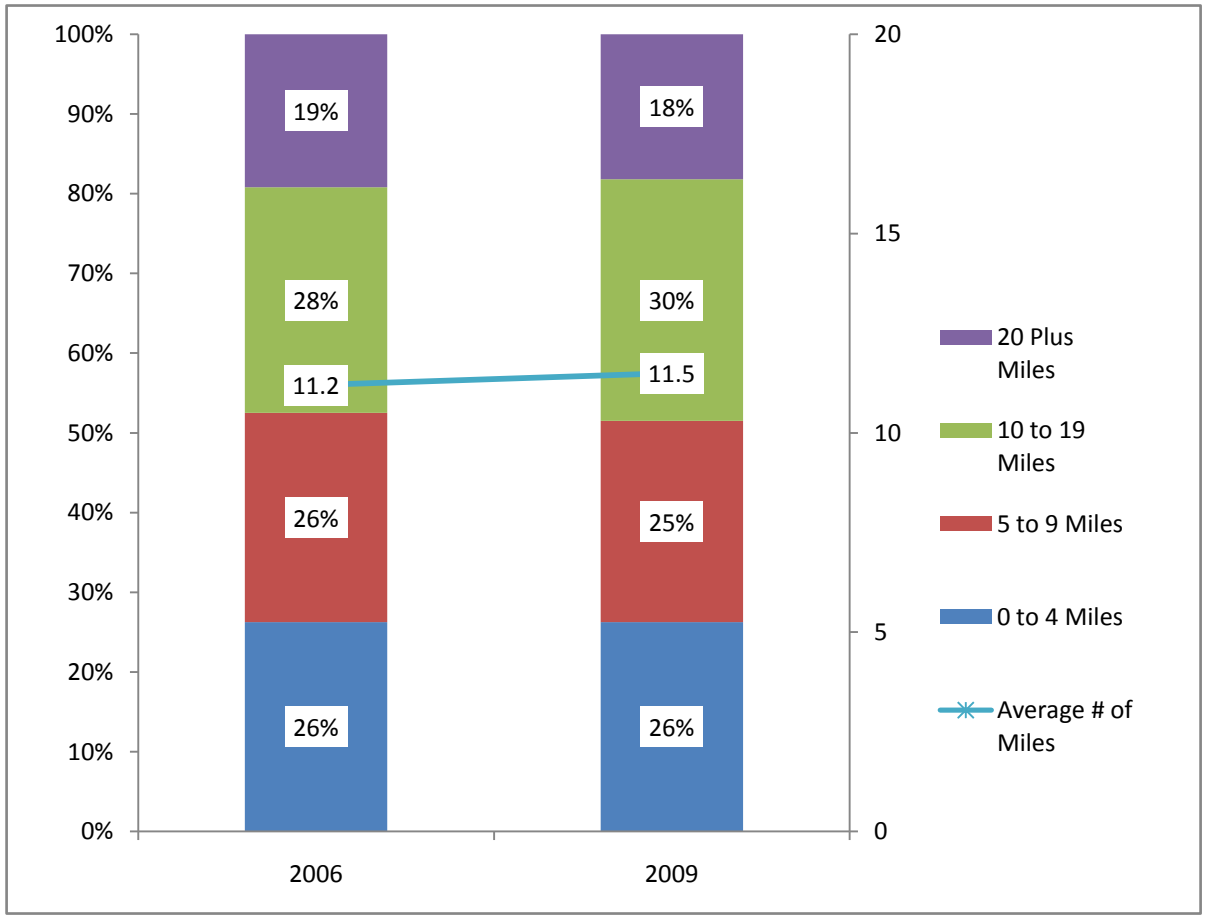
Distance / Travel Time to Work

Distance to Work

There has been little change in the distance (as measured in miles) that King County Commuters travel to work.

- The relatively equal distribution in distance traveled to work is noteworthy. Just over half (51%) of all commuters travel less than 10 miles to work. A nearly equal percentage travels less than 5 miles to work (26%) and travels between 5 and 9 miles (25%).
- Slightly less than half (48%) travel 10 more miles with, the largest segment (30%) traveling between 10 and 19 miles.
- Average distance to work is 11.5 miles, statistically the same as in 2006 when distance to work averaged 11.2 miles.

Figure 56: Distance to Work 2006 Compared to 2009



COMM3RC - How many miles do you travel from home to work or school one-way?

Base: ***All Commuters 2009 (n = 1,545; n_w = 1,434); 2006 (n = 1,598; n_w = 1,450)***

Commuters living in Seattle / North King County have a significantly shorter commute trip (average of 8.8 miles) than do those living in South (13.9 miles) and East King County (12.2 miles).

- Seattle / North King County residents who also work in that same geographic area have the shortest average commute distance – just over 6 miles.

Those living in South King County and who commute to East King County have the longest trips – an average of 22 miles.

Table 67: Average Distance (in miles) to Work Locations by Area of Residence

	Area of Residence			
	All Commuters	**Seattle / North King**	**South King**	**East King**
Base (weighted)	1,434	557	513	365
Base (unweighted)	1,545	502	527	516
All Commuters	11.46	**8.82**	13.85	12.16
North King County (net)	9.89	**6.18**	17.22	15.04
Downtown Seattle / Surrounding Area	10.13	**6.21**	16.87	16.31
University Area	9.13	4.91	29.55	13.28
Other North King	9.68	6.70	15.73	13.44
South King	10.10	17.40	8.25	18.63
East King	12.27	13.45	**22.06**	8.66
Bellevue	12.54	12.00	**22.09**	7.32
Redmond	10.91	14.54	**23.60**	7.06
Other East King	12.86	14.82	**21.43**	10.06
Other	21.60	21.93	**20.74**	22.44

Those commuting by Metro have a shorter commute trip, average trip 10.4 miles, than do those driving alone (12.2 miles) and/or those in a carpool or vanpool (13.7 miles).

- Note that those in other include commuters who walk or bike to work. As expected, these trips would be relatively short.

There are some differences in trip distance among those traveling to different areas by different modes.

- Those commuting to South King County by Metro or in a carpool / vanpool have longer trips than do those driving alone – an average of 13 miles for those using alternative modes compared to 10 miles for those driving alone. As noted above, those who live and work in South King County have a relatively short trip, suggesting that most drive alone.

- Those commuting to Seattle or another North King County locations by bus average shorter trips (on average 9.7 miles) compared to those using other modes (11 miles). Many of those who live in Seattle or another King County location also live in this area minimizing their trip and potentially making Metro more attractive. In addition, Metro has a greater amount of service in this area.

Table 68: Average Distance (in miles) to Work Locations by Commute Mode

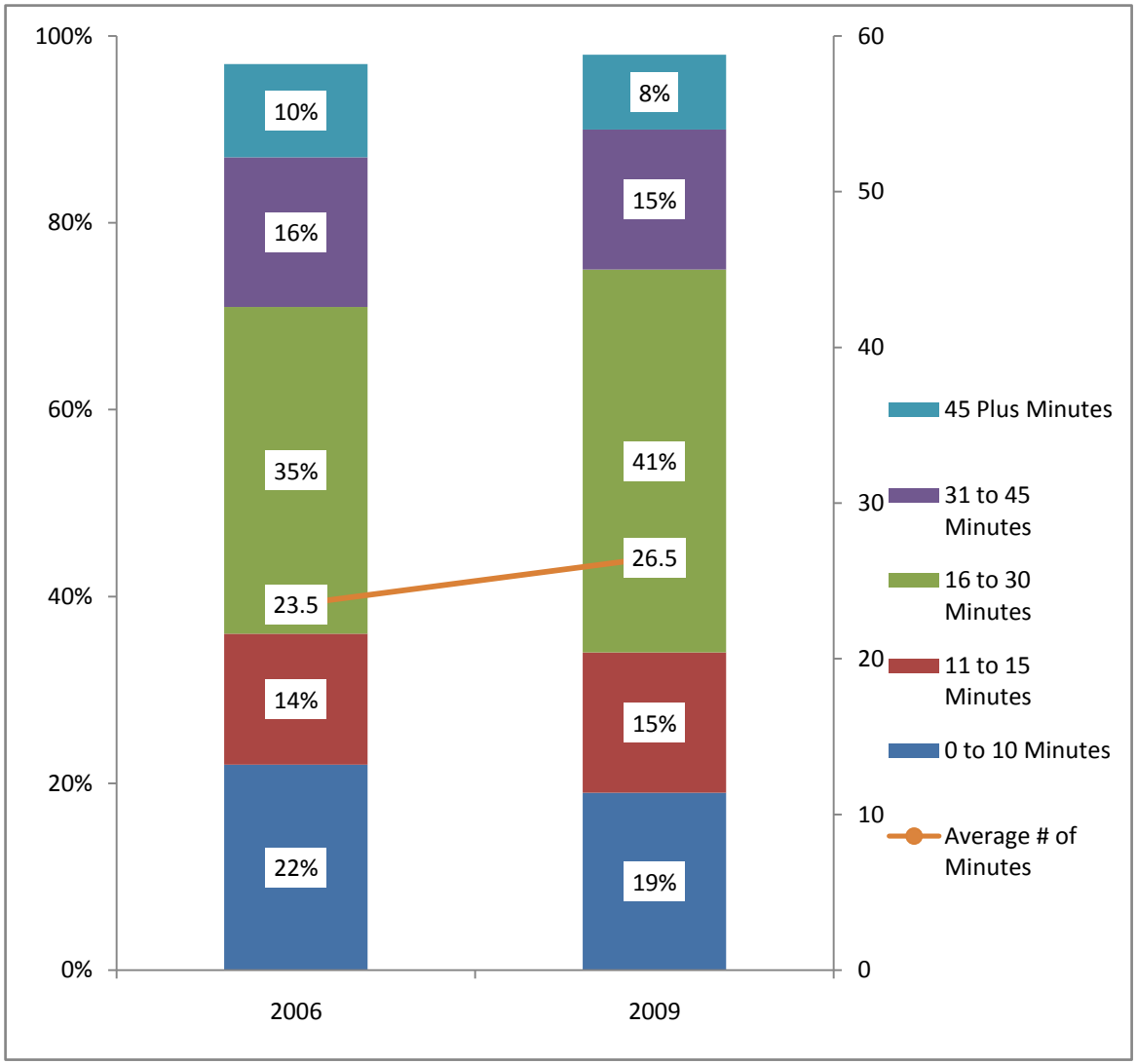
	Commute Mode			
	Single Occupant Vehicle	**Metro Bus**	**Carpool / Vanpool**	**Other**
Base (unweighted)	930	230	120	153
Base (weighted)	633	589	110	211
All Commuters	12.23	10.43	13.73	6.42
North King County (net)	11.04	9.74	11.21	6.03
Downtown Seattle / Surrounding Area	11.61	10.27	8.32	6.92
University Area	9.49	7.65	24.76	4.41
Other North King	10.62	8.81	11.79	4.67
South King	9.90	**12.69**	**13.55**	4.66
East King	12.36	11.43	14.81	9.06
Bellevue	12.44	10.93	16.66	9.88
Redmond	10.09	11.51	15.76	10.61
Other East King	13.55	12.26	12.80	8.44
Other	21.37	26.38	27.63	6.02

Travel Time to Work

There has been some change in the distance (as measured in minutes) that King County Commuters travel to work – average travel time has increased by 3 minutes from 23.5 minutes in 2006 to 26.5 minutes in 2009.

- This increase in commute times is due primarily to an increase in the percentage of Commuters whose trips take between 16 and 30 minutes.

Figure 57: Travel Time to Work 2006 Compared to 2009



***COMM3ARC* - About how long does your travel from home to (work/school) one-way take you?**

***Base**: All Commuters 2009 (n = 1,545; n_w = 1,434); 2006 (n = 1,598; n_w = 1,450)*

While there was a significant difference in the length of the trip between those living in different areas of the county, there are no significant differences in travel time.

- Travel times range from just under 26 minutes for those living in Seattle / North King and East King County to just under 28 minutes for those living in South King County. This difference is not statistically significant.

Table 69: Average Travel Time (in minutes) to Work Locations by Area of Residence

	Area of Residence			
	All Commuters	**Seattle / North King**	**South King**	**East King**
Base (weighted)	1,434	557	513	365
Base (unweighted)	1,545	502	527	516
All Commuters	26.53	25.87	27.74	25.82
North King County (net)	27.32	23.34	36.44	31.00
Downtown Seattle / Surrounding Area	28.55	24.66	36.15	33.91
University Area	27.39	22.48	55.66*	30.54
Other North King	24.53	20.70	33.83	25.11
South King	20.23	29.45	18.10	28.93
East King	25.18	33.04	37.12	18.93
Bellevue	28.76	28.65	43.49	20.65
Redmond	25.87	43.35	37.06	18.10
Other East King	22.52	29.91	32.12	18.62
Other	41.42	39.34	35.94	35.68

* Only 1 percent of all Commuters living in South King County and commute to the University area of North King County

Despite their shorter trip length, Metro Commuters' trip takes significantly longer than those driving alone.

- Metro Commuters travel an average of 10.43 miles compared to 12.23 miles for SOV Commuters. On the other hand their trip time averages 36.19 minutes compared to just 23.84 minutes for SOV Commuters. Therefore, Metro Commuters' trips take 70 percent more time to travel the same distance.

Despite access to high-occupancy vehicle lanes, carpoolers' and vanpoolers' trips are only slightly faster than SOV Commuters.

- Carpoolers / vanpoolers average trip length is 13.7 miles and their average travel time is 24.8 minutes. Their trip takes an average of 8 percent less time to travel the same distance as their SOV commuters – average trip distance of 12.2 miles and average travel time of 23.8 minutes

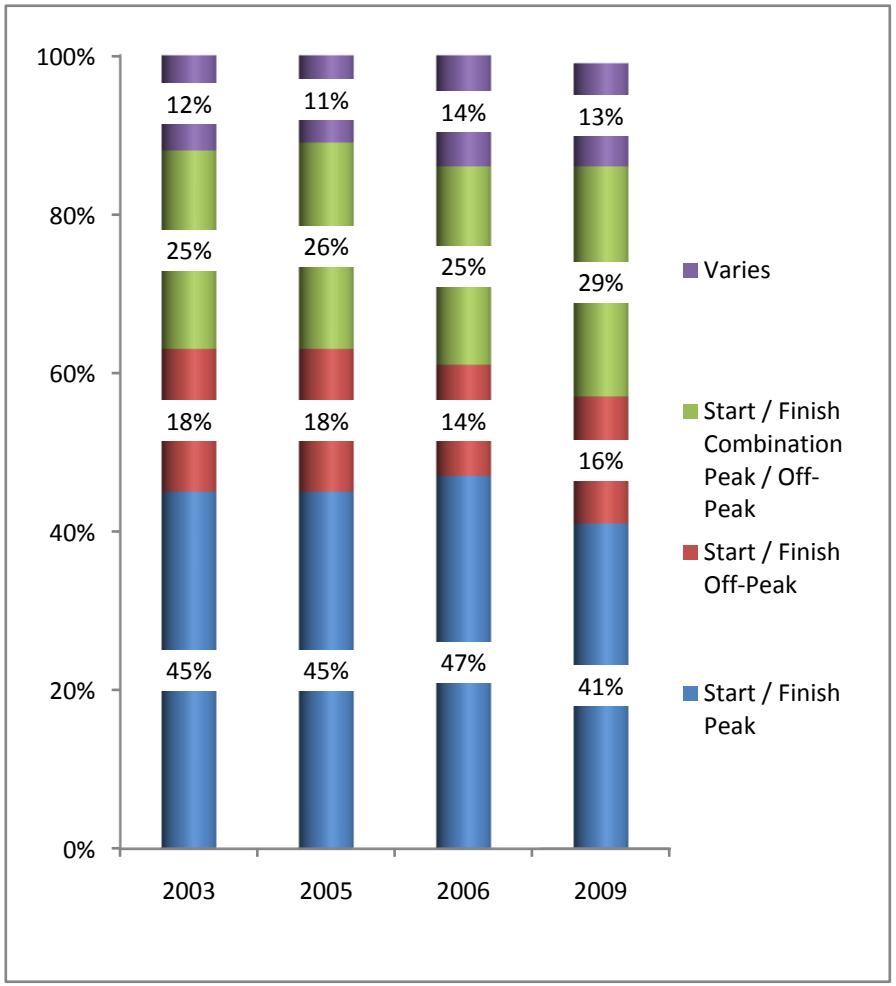
Table 70: Average Travel Time (in minutes) to Work Locations by Commute Mode

	Single Occupant Vehicle	Metro Bus	Carpool / Vanpool	Other
Base (weighted)	930	230	120	153
Base (unweighted)	633	589	110	211
All Commuters	23.84	36.19	24.79	29.54
N. King County (net)	23.72	34.70	22.69	26.77
Downtown Seattle / Surrounding Area	23.76	35.92	20.20	28.27
University Area	24.09	30.00	36.86	24.16
Other North King	23.59	32.41	21.05	24.82
South King	18.87	42.55	23.19	20.98
East King	23.90	37.38	25.47	25.90
Bellevue	27.73	37.10	26.03	30.53
Redmond	23.77	34.65	28.63	37.02
Other East King	21.71	41.27	22.47	22.11
Other	35.52	69.30	42.97	13.68

Work Hours

There has been a significant decrease in the percentage of Commuters who both start and finish work during peak commute hours. In 2009, just over two out of five (41%) of Commuters start and finish work during peak hours compared to nearly half (47%) in 2006. This shift may be a reflection of the current economy. In addition, this could suggest that Commuters have greater opportunity to vary start and stop times to address their commute times. This trend should be carefully monitored as the economy improves to determine what the actual cause of this change is.

Figure 58: Trends in Work Hours – 2003 to 2009



***PEAKCOM - Computed variable based on: COMM4 - What is your usual schedule at (work / school)? First, what time do you begin? and COMM5 - And what time do you finish (work / school)? Base**: All Commuters 2009 (n = 1,545; n_w = 1,434); 2006 (n = 1,598; n_w = 1,450); 2005 (n = 1,504; n_w = 1,354); 2003 (n = 1,559; n_w = 1,425*

As in the past, Work Commuters are significantly more likely than School Commuters to start and finish work during peak hours. In 2009, 45 percent of all Work Commuters started and finished work during peak hours. This is, however, a decrease from 2006 when half (50%) of all Work Commuters started and finished work during peak hours.

Table 71: Work Hours by Commuter Type

	All Commuters	Work Commuters	School Commuters
Base (weighted)	1,434	1,282	152
Base (unweighted)	1,545	1,331	214
Start & Finish Peak	41%	**45%**	9%
Start & Finish Combination Peak / Off-Peak	29%	26%	**58%**
Start & Finish Off-Peak	16%	16%	22%
Varies	13%	13%	11%

Metro Commuters continue to be the most likely to both start and finish work during peak commute hours. Nearly half (47%) of all Metro Commuters start and finish during peak commute hours. This is only a slight decline from 2006 when half (50%) of all Metro Commuters started and finished work during peak hours.

Table 72: Work Hours by Commute Mode

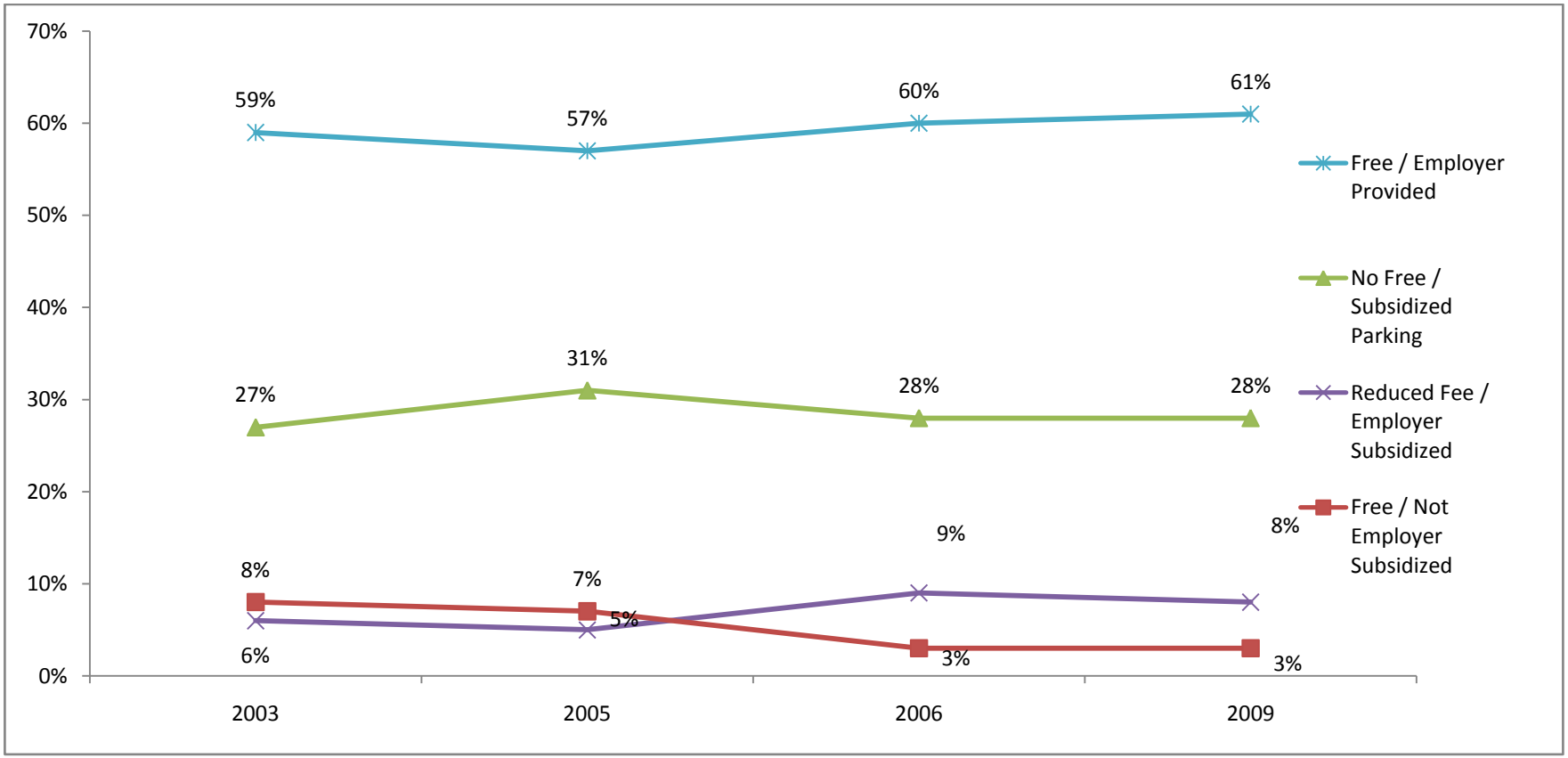
	SOV	Metro Bus	Carpool / Vanpool	Other
Base (weighted)	930	230	120	153
Base (unweighted)	633	589	110	211
Start & Finish Peak	41%	47%	43%	30%
Start & Finish Combination Peak / Off-Peak	28%	25%	34%	45%
Start & Finish Off-Peak	17%	16%	14%	16%
Varies	14%	12%	9%	9%

Parking Subsidies

Trends

There has been no significant change in the extent to which employers provide subsidized parking over the years – the percentage of subsidized parking has ranged from a low of 57 percent in 2005 to 61 percent in 2009. These differences are not statistically significant.

Figure 59: Trends in Parking Subsidies 2003 to 2009



PARK1 *- Does your employer or school offer or provide you with free or reduced fee parking at work or school?*

Base*: All Commuters 2009 (n = 1,545; n_w = 1,434); 2006 (n = 1,598; n_w = 1,450); 2005 (n = 1,504; n_w = 1,354); 2003 (n = 1,559; n_w = 1,425*

As in the past, Work Commuters are significantly more likely than School Commuters to receive a full parking subsidy from their employers.

- Nearly two-thirds (64%) of Work Commuters receive fully subsidized parking from their employers compared to 36 percent of School Commuters.

Table 73: Parking Subsidies by Commuter Type

	All Commuters	Work Commuters	School Commuters
Base (weighted) Base (unweighted)	1,434 1,545	1,282 1,331	152 214
Free / Employer (School) Provided	61%	**64%**	36%
Reduced Fee / Employer (School) Provided	8%	6%	**22%**
Free / Not Employer (School) Provided	3%	2%	2%
No Free Parking	28%	27%	**40%**

There is a relationship between the extent to which employers or schools subsidize parking and Commuters' decision on their travel mode to work.

- Three out of four (74%) Commuters who drive alone to work have fully subsidized parking provided by their employer or school.
- Nearly two out of three (65%) Metro Commuters do not have any subsidy from their employer or school available.

Table 74: Parking Subsidies by Commute Mode

	SOV	Metro Bus	Carpool / Vanpool	Other
Base (weighted) Base (unweighted)	930 633	230 589	120 110	153 211
Free / Employer (School) Provided	**74%**	20%	**63%**	39%
Reduced Fee / Employer (School) Provided	4%	15%	14%	15%
Free / Not Employer (School) Provided	4%	0%	3%	3%
No Free Parking	18%	**65%**	21%	43%

Employers in South and East King County are the more than twice as likely as those in Seattle / North King County to provide employees with free parking – 85 percent and 82 percent, respectively.

- Even in Bellevue, which encompasses downtown Bellevue, 76 percent of employers provide free parking.

In Seattle North King County, this figures drops to 37 percent.

- In downtown Seattle, only 17 percent of all commuters have fully subsidized parking available.
- This figure is even lower in the University area where only 12 percent of commuters have fully subsidized parking.

Table 75: Parking Subsidies by Work Location

	Free / Employer Provided	Reduced / Employer Provided	Free / Not Employer Provided / DK Who Pays	No Free Parking
Base (unweighted)	852	108	28	393
Base (weighted)	714	160	18	581
All Commuters	61%	8%	3%	28%
N. King County (net)	37%	13%	2%	47%
Downtown Seattle	17%	13%	1%	**69%**
Surrounding DT	**50%**	14%	1%	35%
University Area	12%	20%	3%	65%
Other North King	64%	10%	5%	21%
South King	**85%**	1%	3%	11%
East King	**82%**	5%	2%	11%
Bellevue	**76%**	10%	<1%	14%
Redmond	**96%**	-	-	4%
Other East King	78%	4%	5%	12%
Other	71%	3%	5%	21%

Percentages sum to 100 percent across the rows.

Commuter Satisfaction with Metro

Overall

Commuters who are also Regular or Infrequent Riders are somewhat less satisfied with Metro than are Non-Commuters.

- While the majority of Commuters who are Regular or Infrequent Riders are satisfied, more are just somewhat satisfied (49%) than are very satisfied (43%).

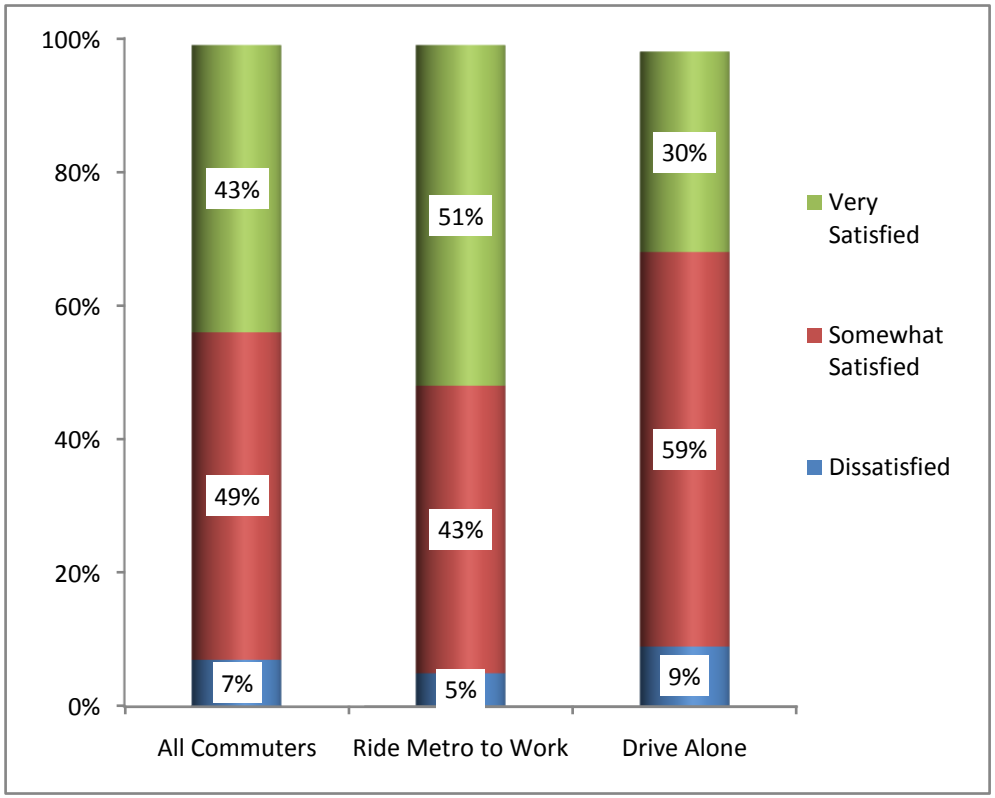
	Commuters	Non-Commuters
Base (weighted) Base (unweighted)	482 986	230 431
Very Satisfied	43%	**54%**
Somewhat Satisfied	**49%**	38%
Dissatisfied	7%	6%

In addition, Commuters who take Metro to work are more satisfied than Commuters who are also Regular or Infrequent Riders but who drive alone to work.

- More than half (51%) of Metro commuters are very satisfied with Metro compared to 30 percent of those who drive alone.

Note that 37 percent of Commuters who are also Regular Riders drive alone to drive to work.

Figure 60: Commuters' Overall Satisfaction with Metro



***Question SAT1X**-Overall how satisfied are you with Metro Transit?*
Base: All Regular & Infrequent Riders Who Commute (n = 986; n_w = 482); Ride Metro to Work (n=588; n_w = 228); Drive Alone to Work (n=165; n_w = 133)

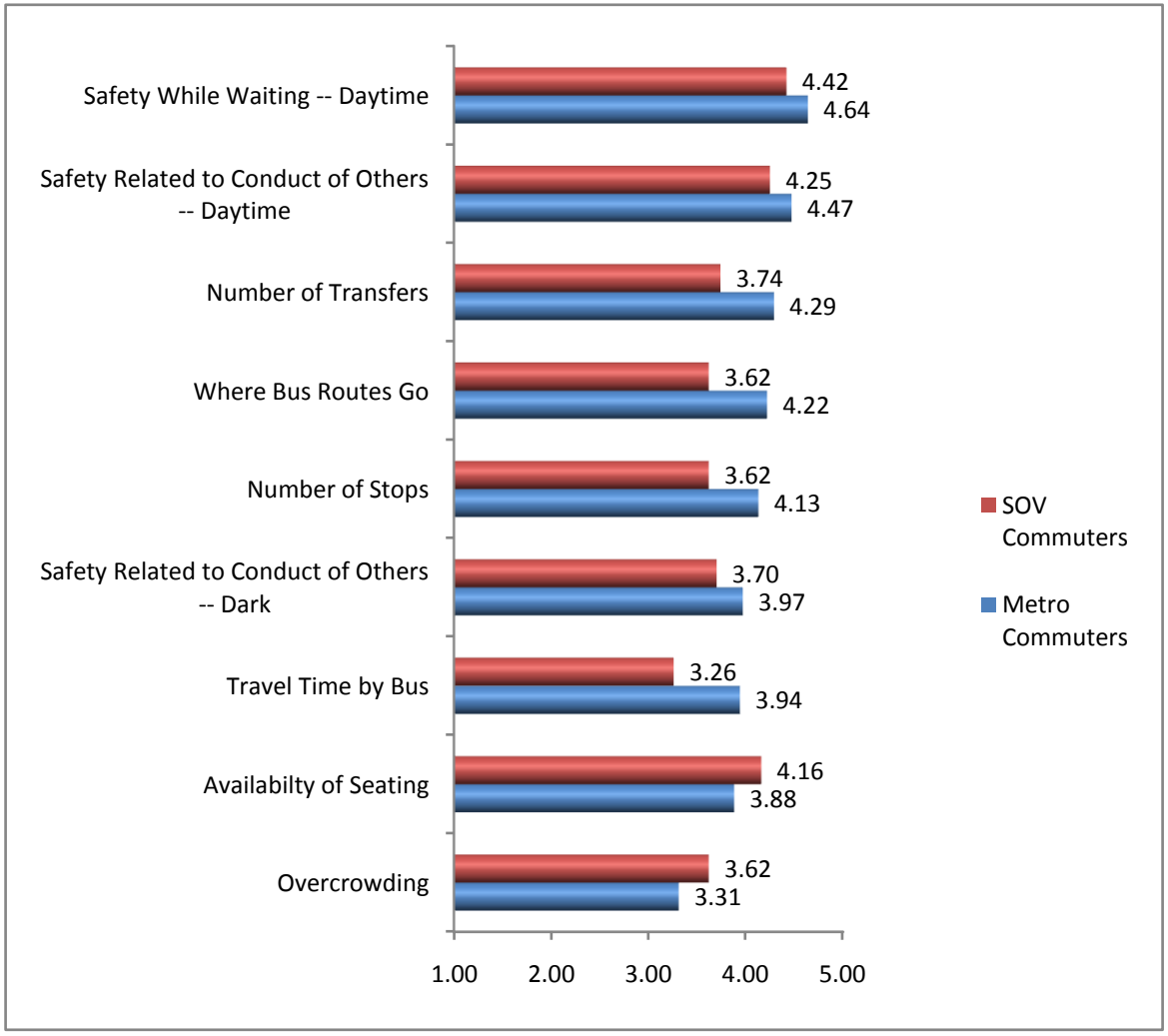
Commuters who ride Metro but drive along to work give lower satisfaction ratings for seven specific elements of service. Two of these clearly distinguish SOV from Metro Commuters:

- Number of transfers required to get to destination – three out of five (60%) Metro Commuters are very satisfied with this element of service compared to 36 percent of SOV Commuters.
- Where the bus routes go – half (50%) of all Metro Commuters are very satisfied with this element of service compared to 28 percent of SOV Commuters. In addition, 28 percent of SOV Commuters are dissatisfied with this element of service.

On the other hand, Metro Commuters are less satisfied than SOV Commuters with two related elements of service:

- Availability of seating – 43 percent of SOV Commuters are very satisfied with the availability of seating on the bus compared to 33 percent of Metro Commuters.
- Overcrowding on bus – 13 percent of Metro Commuters are very dissatisfied with overcrowding on the bus.

Figure 61: Significant Differences in Satisfaction Ratings for Specific Elements of Service – Commuters to Take Metro to Work versus Those That Drive Alone



***Question SAT1A-SAT1W**: How satisfied are you with …? (5=Very Satisfied,1=Very Dissatisfied)*
Base: Metro Commuters (n = 588; n_w =228); SOV Commuters (n = 165; n_w = 133)

Key Drivers Analysis

Time is by far the single most important factor accounting for nearly half (49%) of the variation in Commuters' overall satisfaction rating.

- Operator attributes is the second most important factor and accounts for 21 percent of the variation in the overall satisfaction rating.
- Comfort is almost equally important, accounting for 16 percent of the variation in the overall satisfaction rating.
- Those factors that are excluded do not contribute significantly to the overall satisfaction rating.

Among Metro Commuters, only time and comfort are significant drivers of their overall satisfaction.

Table 76: Key Drivers – Overall Dimensions by Commute Mode

Dimensions	All Commuters	Metro Commuters	SOV Commuters
Time	49%	55%	48%
Operators	21%	Excluded	22%
Comfort	16%	17%	17%
Safety	Excluded	Excluded	Excluded
Information	Excluded	Excluded	Excluded
Park & Ride Lots	Excluded	Excluded	Excluded

Most Important Service Elements – Time

Five the seven elements of service that are part of the Time Dimension drive Commuters' overall customer satisfaction. However, priorities differ by whether they currently use Metro to commute to work or if they drive alone.

- For Metro Commuters, travel time by bus and frequency of service are the most important drivers – explaining 30 and 26 percent of the variation in the overall satisfaction rating, respectively.
- For those who current drive alone, where bus routes go, frequency of service, on-time performance, and travel time by bus are all nearly equally important – explaining between 21 and 24 percent of the variation in the overall satisfaction rating..

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Table 77: Key Drivers – Time by Commuter Status

Elements	All Commuters	Metro Commuters	SOV Commuters
Travel Time by Bus	20%	30%	21%
Where Bus Routes Go	24%	19%	24%
Frequency of Service	16%	26%	24%
On-Time Performance	24%	Excluded	22%
Number of Stops	10%	16%	Excluded
Number of Transfers	Excluded	Excluded	Excluded
Wait Time When Transferring	Excluded	Excluded	Excluded

Most Important Service Elements – Operators

Consistent with the finding that operator attributes are only a significant driver of customer satisfaction among SOV Commuters, all individual aspects of the drivers are important.

- Among Metro Commuters, only the safe operation of the bus is a key driver – explaining 31 percent of the variation in the overall satisfaction rating.

Table 78: Key Drivers – Operators by Rider Status

Elements	All Commuters	Metro Commuters	SOV Commuters
Safe bus operation	Excluded	31%	23%
Courtesy	Excluded	Excluded	22%
Helpfulness with routes and schedules	Excluded	Excluded	17%

Most Important Service Elements – Comfort

Commuters who use Metro to get to work have clearly different priorities for comfort than do those who currently drive alone. Most important to Metro Commuters:

- Cleanliness of bus shelters – explaining 34 percent of the variation in the overall satisfaction rating.
- Overcrowding on the buses – explaining 24 percent of the variation in the overall satisfaction rating

Most important to SOV Commuters:

- Inside cleanliness of buses – explaining 36 percent of the variation in the overall satisfaction rating.
- Availability of seats – explaining 27 percent of the variation in the overall satisfaction rating.

Table 79: Key Drivers – Comfort by Commuter Type

Elements	All Commuters	Metro Commuters	SOV Commuters
Inside cleanliness	24%	Excluded	36%
Availability of seats	25%	Excluded	27%
Overcrowding	Excluded	24%	Excluded
Cleanliness of Shelters	13%	34%	Excluded

Most Important Service Elements – Safety

While overall the safety dimension was not a primary driver of commuter satisfaction, three of the four elements of service within this dimension are significant drivers.

Moreover, priorities are clearly different among those who take the bus to work as compared to those who drive alone. Most important to Metro Commuters:

- Personal safety while waiting for the bus after dark – 26 percent of the variation in overall satisfaction.
- Daytime safety related to the conduct of others on the bus – 19 percent of the variation in overall satisfaction.

Most important to SOV Commuters:

- Safety while waiting for the bus during the day – 29 percent of the variation in overall satisfaction.
- Nighttime safety related to the conduct of others – 26 percent of the variation in overall satisfaction.

Table 80: Key Drivers – Safety by Commuter Type

Elements	All Commuters	Metro Commuters	SOV Commuters
Safety while waiting for bus during day	19%	Excluded	29%
Safety on bus related to conduct of others after dark	17%	Excluded	26%
Safety on bus related to conduct of others during day	17%	19%	Excluded
Safety while waiting for bus after dark	Excluded	26%	Excluded

Most Important Service Elements – Information

Overall, information is not a significant driver of overall commuter satisfaction. Within this dimension, however, both aspects of service measured are important.

- The ability to get information about routes and schedules is clearly more important to SOV Commuters than it is to those who current use Metro to get to work or school. This single attributed explains 40 percent of the variation in overall satisfaction among SOV Commuters compared to 28 percent among Metro Commuters.

Table 81: Key Drivers – Information by Commuter Type

Elements	All Commuters	Metro Commuters	SOV Commuters
Ability to get information about routes & schedules	23%	28%	40%
Ability to get current timetables	14%	Excluded	Excluded

Most Important Service Elements – Park & Ride Lots

While the overall park & ride lot dimension is not a primary driver of overall commuter satisfaction, within this dimension, personal safety as well as vehicle security are key drivers.

- Personal safety is more important to SOV Commuters while security of vehicles is a greater issue for Metro Commuters. This single attribute explains 20 percent of the variation in overall satisfaction for SOV Commuters. It is not a significant driver for Metro Commuters.

Table 82: Key Drivers – Park & Ride Lots by Commuter Type

Elements	All Commuters	Metro Commuters	SOV Commuters
Personal safety	12%	Excluded	20%
Security of vehicle	11%	19%	Excluded
Ability to get parking	Excluded	Excluded	Excluded

INFORMATION SOURCES & SPECIAL TOPICS

Each year, Metro adds questions to probe topics and issues that are new areas of interest or address products and services Metro is considering.

Sources to Get Information about Metro

All respondents were asked how they currently obtain information about Metro

Metro's website is the primary source of information, used by two out of three (66%) King County residents – up from 56 percent in 2006.

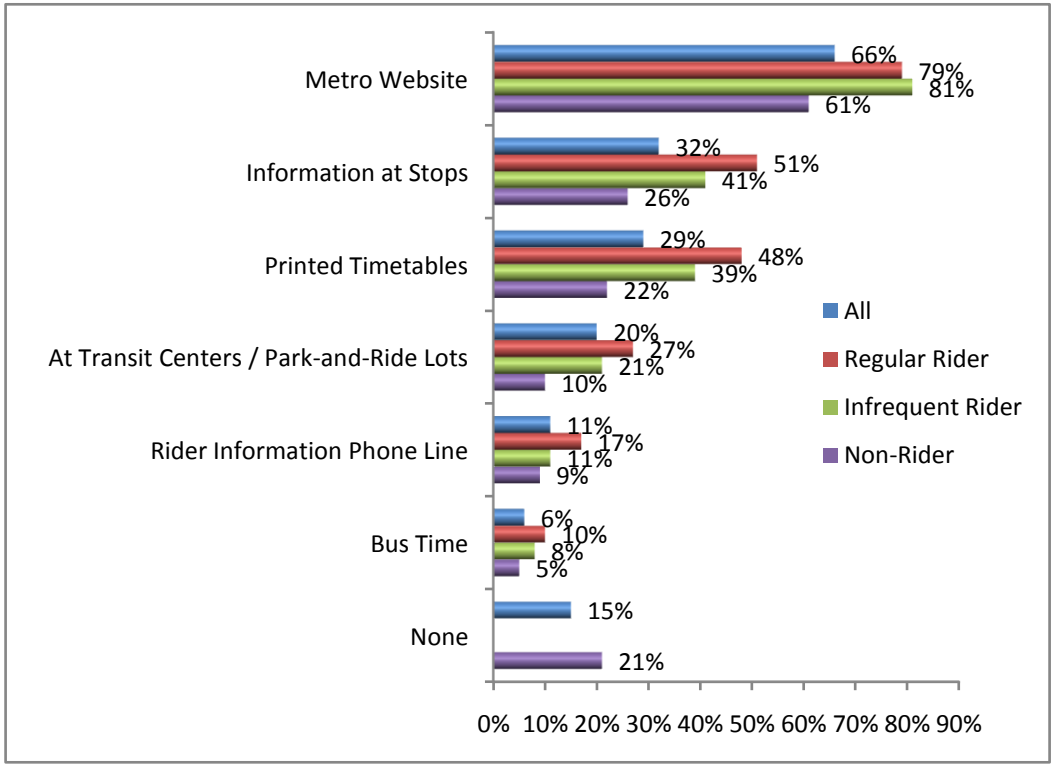
- Four out of five (80%) Regular and Infrequent Riders rely on Metro's website for information.

Information at bus stops and printed timetables are the second most used sources for information. One out of three (32%) residents relies on information at the stops and 29 percent use the printed timetables. There has been a significant increase in the use of information at bus stops and timetables since 2006 – 8 percent and 16 percent, respectively.

- As would be expected, use of these sources is highest among Regular Riders and, to a lesser extent, Infrequent Riders. Half (51%) of Regular riders rely on the information at the stops; a similar percentage (48%) use timetables. Two out of five (41%) Infrequent Riders use the information at the stops and a similar percent (39%) use printed timetables.

One out five (21%) Non-Riders do not get information about Metro from any of these sources.

Figure 62: Information Sources



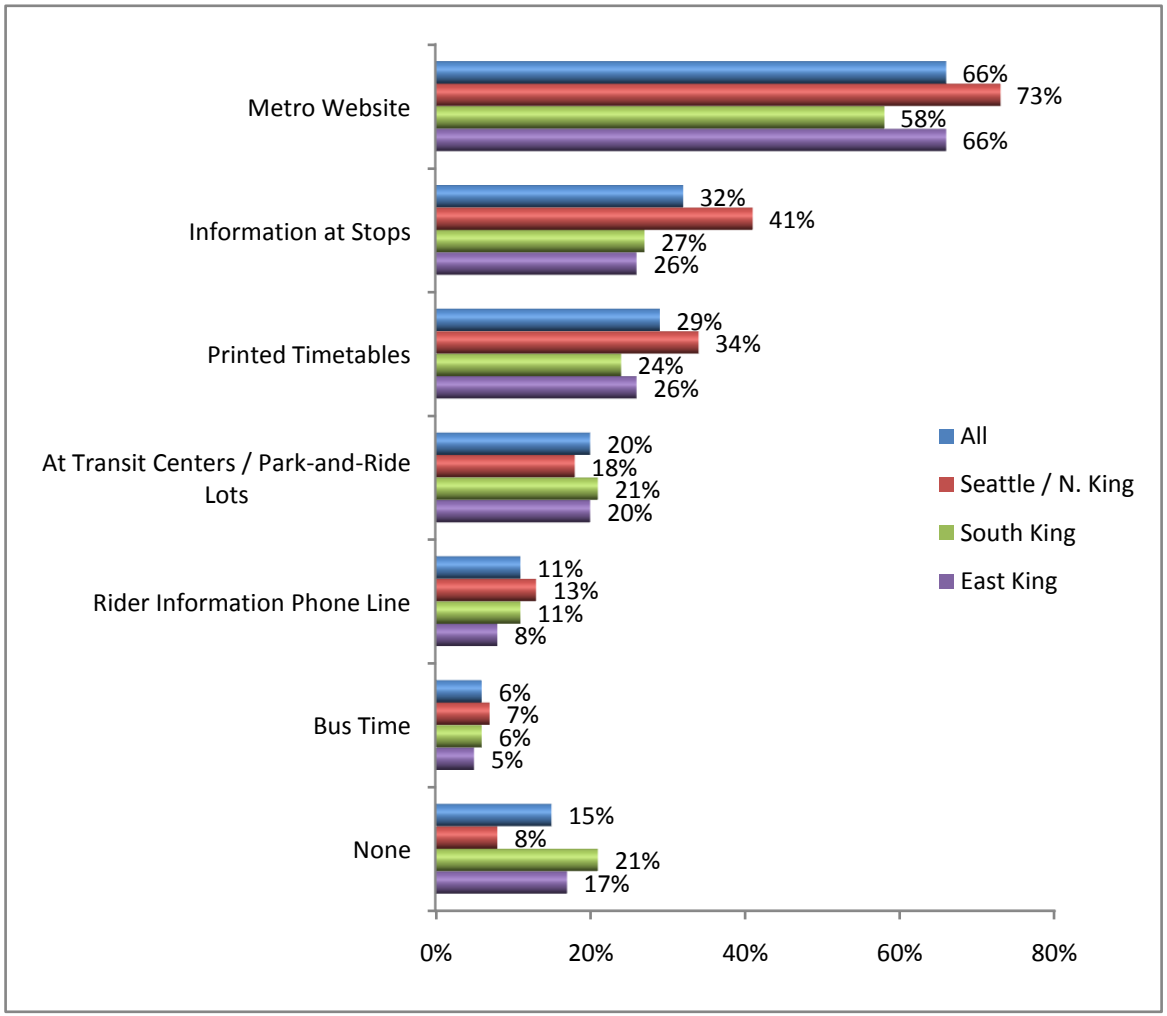
Question Tech1 *-- Which sources do you use to get information about Metro? (Multiple-response)*
Base*: All Respondents (n = 2,425; n_w = 2,425); Regular Riders (n=1,219; n_w = 444); Infrequent Riders (n=198; n_w = 268; Non-Riders (n=1,008; n_w = 1,713)*

Most likely reflecting higher ridership in these areas but potentially also greater access to computers and the Internet, Seattle / N. King County and, to a lesser, extent East King County residents are more likely to use Metro's website to get information that are South King County residents.

- Nearly three out of four (73%) Seattle / North King County residents use Metro's website. Among Regular and Infrequent, this figure increases to 80 percent.
- Two-thirds (66%) of East King County residents use Metro's website. This figures jumps to 82 percent among Regular and Infrequent Riders.
- While only 58 percent of all South King County residents use Metro's website, this increases to 84 percent among Infrequent Riders and 72 percent among Regular Riders in this area.

Seattle / N. King County residents are also more likely to use information at bus stops and printed timetables. The heavier use of information about Metro by those living in Seattle / N. King County is largely a function of the higher ridership in this area.

Figure 63: Information Sources by Planning Subareas



Question Tech1 *-- Which sources do you use to get information about Metro? (Multiple-response)*
Base: All Respondents (n = 2,425; n_w = 2,425); Seattle / N. King (n = 805; n_w = 953); South King (n = 810; n_w = 833; East King (n = 810; n_w = 639)

Use of Metro's Website

Questions were also included to provide additional insight into use of and satisfaction with Metro's website. This represents the first time that satisfaction with Metro's website has been measured.

Nearly three out of four (72%) King County residents have visited Metro's website.

- This is a significant increase from 2006 when just 56 percent of all residents had visited Metro's website.

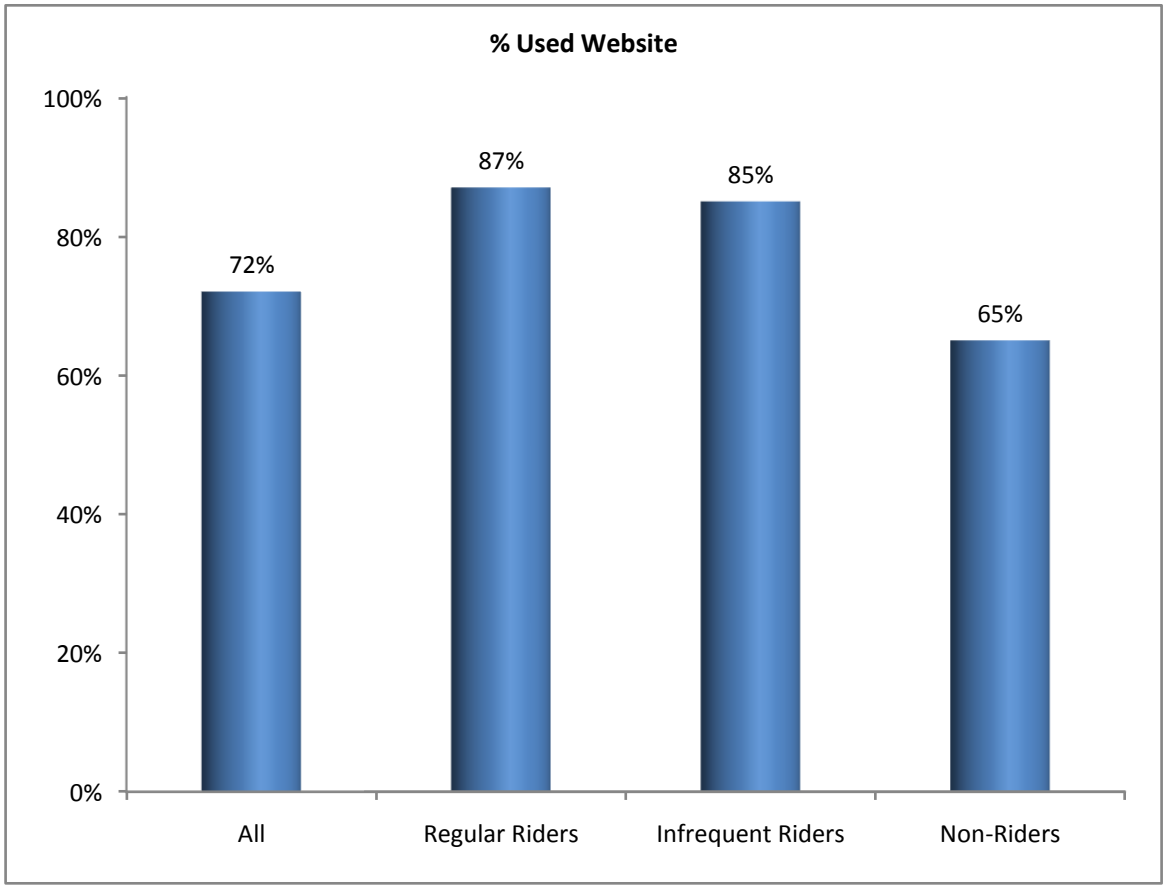
Regular and Infrequent Riders are more likely to have visited Metro's website.

- However, nearly two out of three (65%) Non-Riders have visited Metro's website.
- Four out of five (80%) Former Riders have visited Metro's website. On the other hand, only 44 percent of those who have never ridden have visited.

The majority of users (67%) are looking for bus schedule / timetable information. Other uses include:

- Route maps (29%)
- Trip planner (16%)

Figure 64: Use of Metro's Website



Question Tech3 -- Have you visited Metro Transit's website at metro.kingcounty.gov?

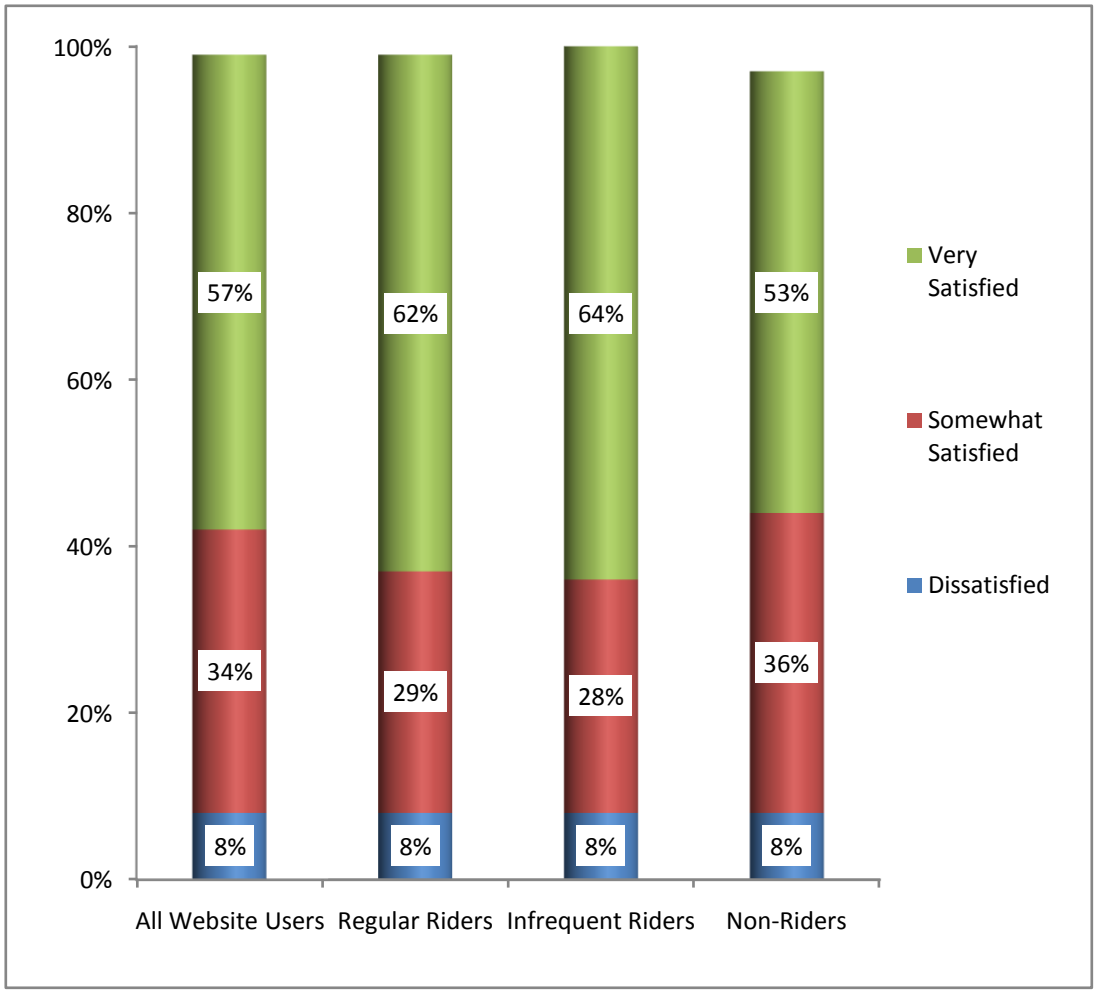
***Base**: All Respondents (n = 2,425; n_w = 2,425); Regular Riders (n = 1,219; n_w = 444); Infrequent Riders (n = 198; n_w = 268; Non-Riders (n = 1,008; n_w = 1,713)*

Satisfaction with Metro's website is generally high – 57 percent very satisfied and 34 percent somewhat satisfied.

While there are no differences in the total percent satisfied across the different rider segment, a greater percentage of Regular and Infrequent Riders are "very satisfied" – 62 and 64 percent respectively, while a greater percentage of Non-Riders (53%). are just "somewhat satisfied."

- Despite this difference, the majority (53%) of Non-Riders are "very satisfied."

Figure 65: Satisfaction with Metro's Website



Question TECH4A *- Overall, are you satisfied or dissatisfied with your ability to get information from Metro Transit's website at metro.kingcounty.gov?*

Base*: All Regular & Infrequent Riders Who Use Website (n = 1,886; n_w = 1,735); Regular Riders (n=1,054; n_w = 387); Infrequent Riders (n=175; n_w = 237; Non-Riders (n=657; n_w = 1,110)*

Adverse Weather

The winter of 2009 had multiple winter storms that had a significant impact on how people were able to travel in the region. Metro has several web services to provide area residents with information on using transit in these situations as well as the impact of weather on transit operations. Questions were included in the current survey to determine how people use these services and their satisfaction with services provided.

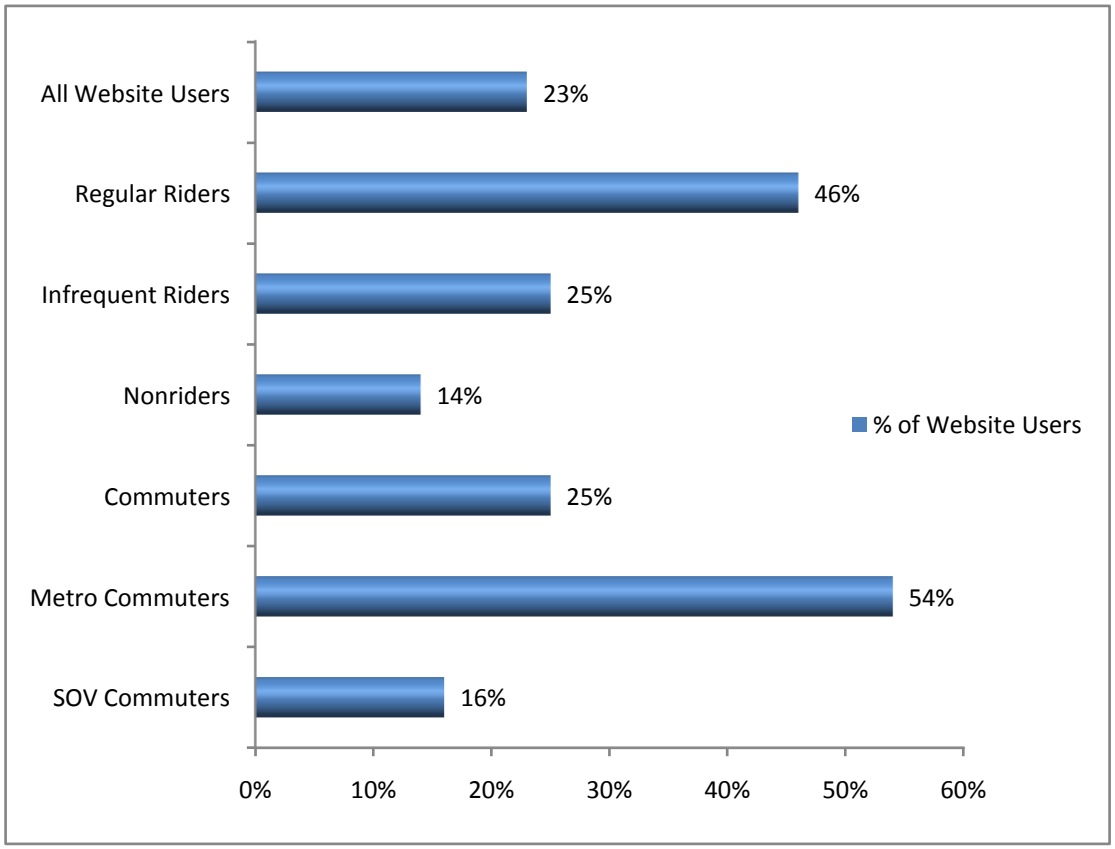
All respondents who had used Metro's website were asked if they had tried to get information about Metro service during the winter of 2009 snowstorms.

Nearly one out of four (23%) web site visitors reported that they had attempted to get information on Metro service. Attempts were highest among:

- Regular riders (46%) and
- Metro riders using the bus to commute to work (54%).

It is noteworthy that 14 percent on Non-Riders tried to get information about Metro service during these storms. Similarly, 16 percent of Commuters who drive alone sought information on Metro service during these storms.

Figure 66: Attempts to Get Information on Metro Service during Winter 2009 Snow Storms



Question ADVERS1RC - *Did you try to get information about Metro's service during last year's snowstorm?*
Base: *Respondents who visited Metro's website (n = 1,886; n_w = 1,735)*

Satisfaction with the ability to get the information sought were clearly mixed:

- While the majority (59%) was satisfied, 40 percent were dissatisfied. Moreover, an equal percentage of users were “very satisfied” versus “very dissatisfied.”

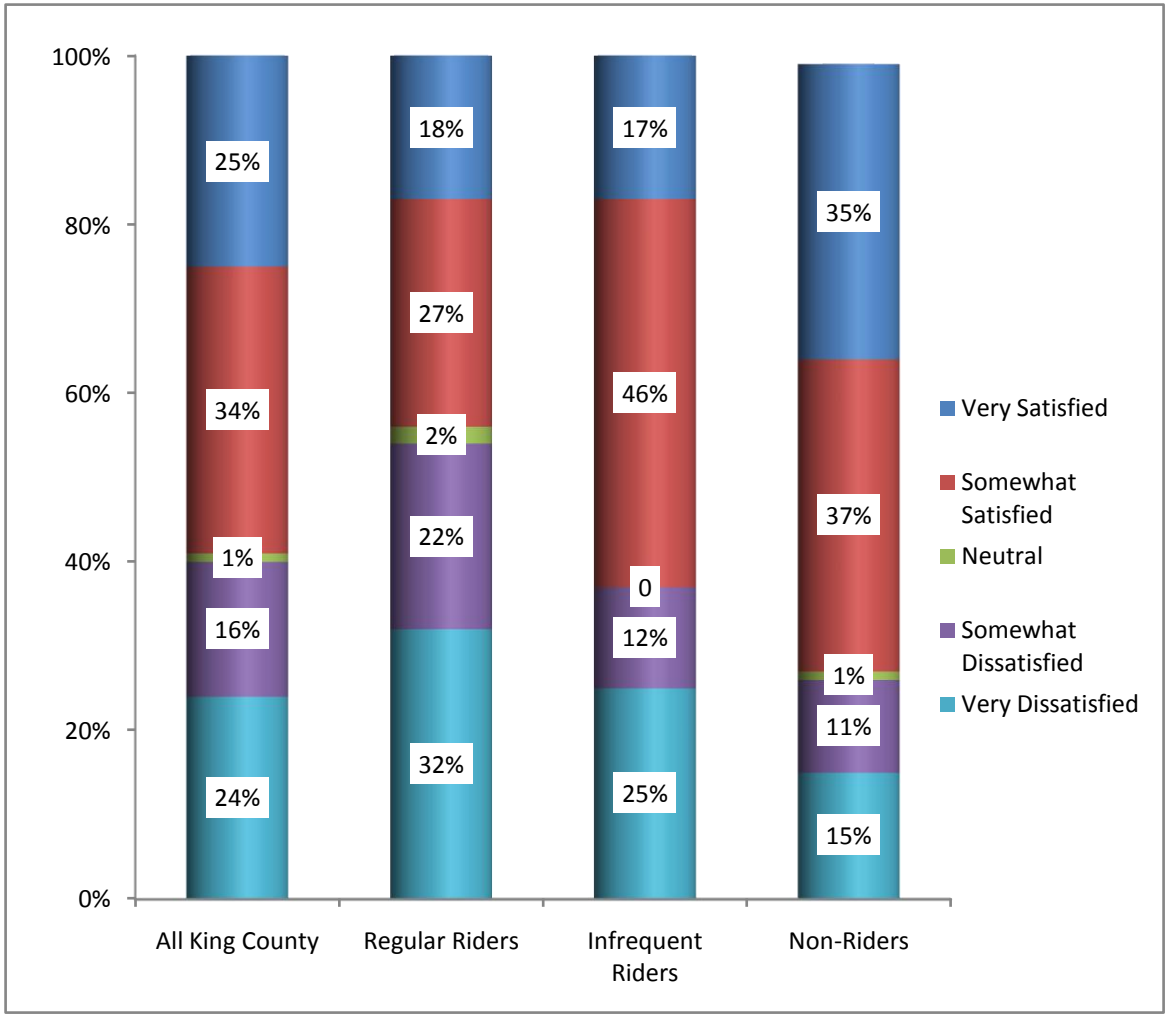
Non-Riders were the most satisfied with their ability to get the information they needed:

- 35 percent “very satisfied”; 37 percent “somewhat satisfied.”

Regular Riders were the most dissatisfied:

- 32 percent say they were “very dissatisfied”; 22 percent say they were “somewhat dissatisfied.”

Figure 67: Satisfaction with Ability to Get Information Sought During Snow Storms

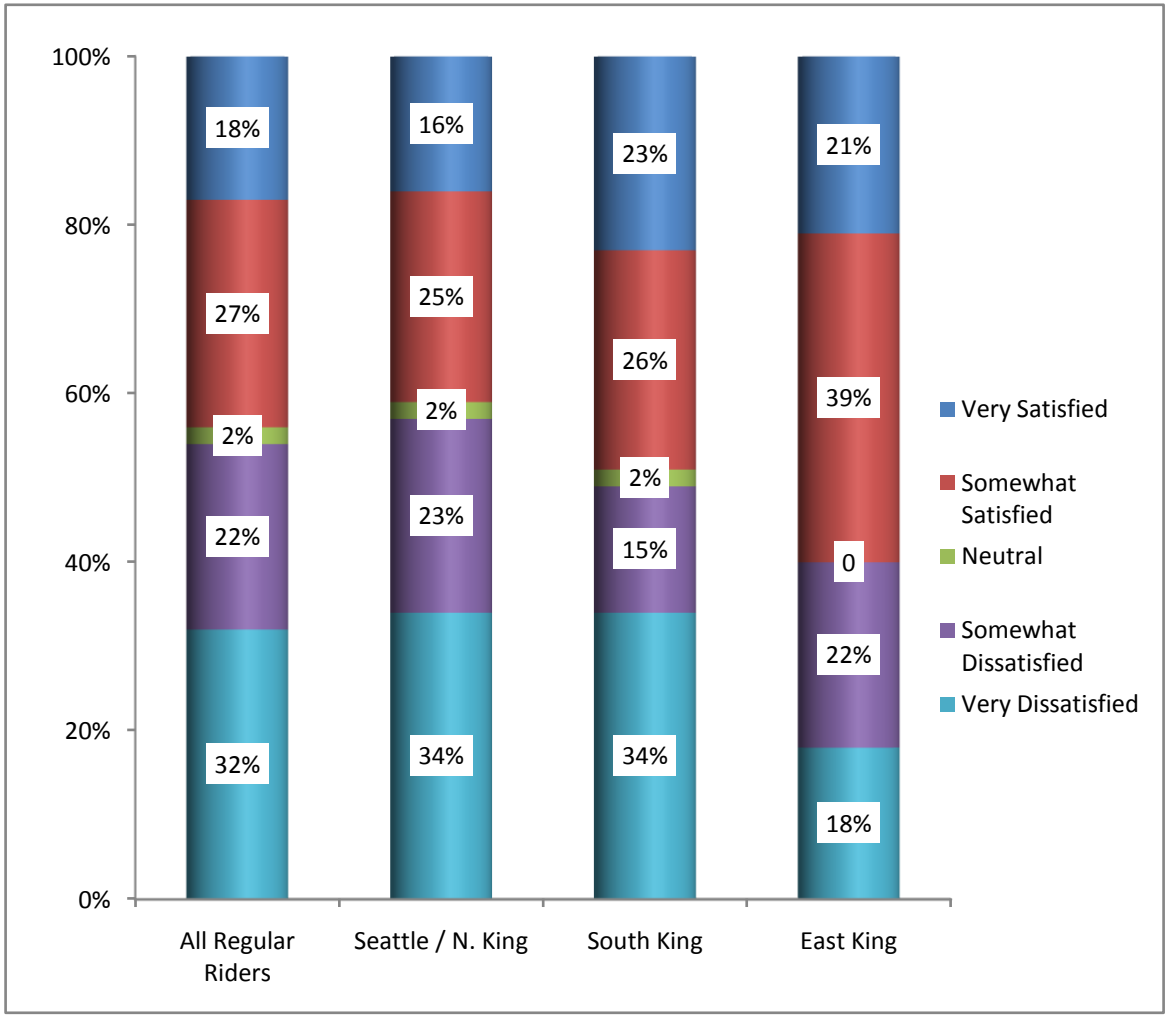


Question ADVERS3 - *Were you satisfied or dissatisfied with your ability to get the information you were looking for?*
Base: *Respondents who tried to get information about Metro's service during last year's snowstorm (n = 583; n_w = 393)*

Among Regular Riders, dissatisfaction was highest among those living in Seattle / North King County and, to a lesser extent, South King County.

- In Seattle / North King County and South King County more than one-third (34%) of Regular Riders indicated they were “very dissatisfied.”
- In addition, in Seattle / North King an additional 23 percent indicated they were “somewhat dissatisfied.”

Figure 68: Regular Riders’ Satisfaction with Ability to Get Information Sought During Snow Storms by Planning Subarea

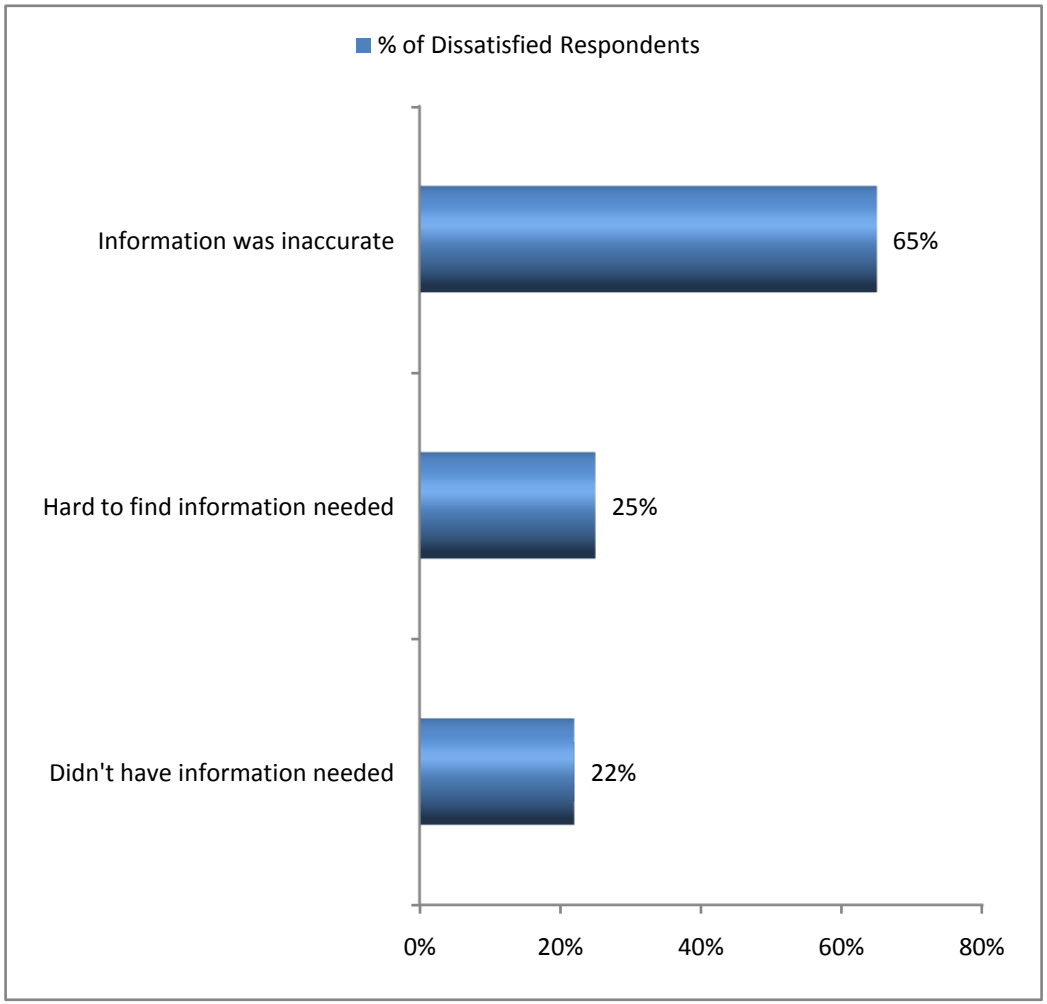


Question ADVERS3 - *Were you satisfied or dissatisfied with your ability to get the information you were looking for?*
Base: *Respondents who tried to get information about Metro's service during last year's snowstorm (n = 583; n_w = 393)*

Despite the clear differences in satisfaction with the availability of information between Regular Riders and Non-Riders, those that were dissatisfied were in agreement that the accuracy of the information was the major problem they encountered.

- Nearly two-thirds (65%) of those who were dissatisfied said the information was not accurate.

Figure 69: Reasons for Dissatisfaction



Question ADVERS4 - *Why were you dissatisfied?*
Base: *Respondents who were dissatisfied with ability to get information about Metro's service during last year's snowstorm (n = 260; n_w = 157)*

Hand-Held (Mobile) Technologies

Of particular interest this year was respondents' access to and use of hand-held (mobile) technologies and their interest in using these technologies to get information about transit.

The division between residents who are cell phone versus landline only in the final sample is largely driven by the weighting and is based on statistics from the National Health Interview Survey, 2007 for state-level wireless only households and July-December 2008 for national landline only households.

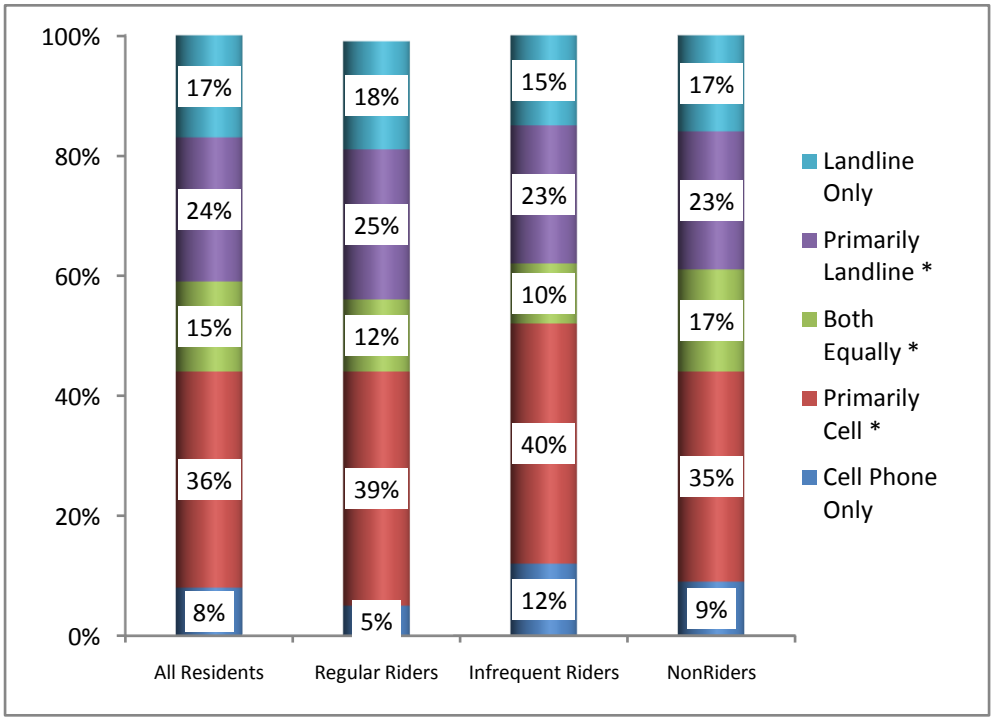
What is notable from this analysis is the differences in use of cell and landline telephones among those who have both (75% of residents).

- Nearly half (48%) of all King County residents who have a cell and a landline telephone number primarily use their cell phone.

Table 83: Primary Device Used

	All Residents	Regular Riders	Infrequent Riders	Non-Riders
Primarily Cell Phone	48%	51%	55%	46%
Both Equally	20%	16%	13%	22%
Primarily Landline	32%	33%	32%	31%

Figure 70: Access to Hand-Held (Mobile) Technologies



***PHONEUSE - Computed variable based on**: **Question CELL1:** In addition to your cell-phone, do you have a landline in your home that is used to make and receive calls? **Question CELL2:** Do you primarily use your cell phone or landline to make and receive calls? **Question LAND3:** In addition to your landline, do you have a cell-phone or other hand-held device that is used to make and receive calls? **Question LAND4:** Do you primarily use your [cell phone / handheld device] or landline phone to make or receive calls?*

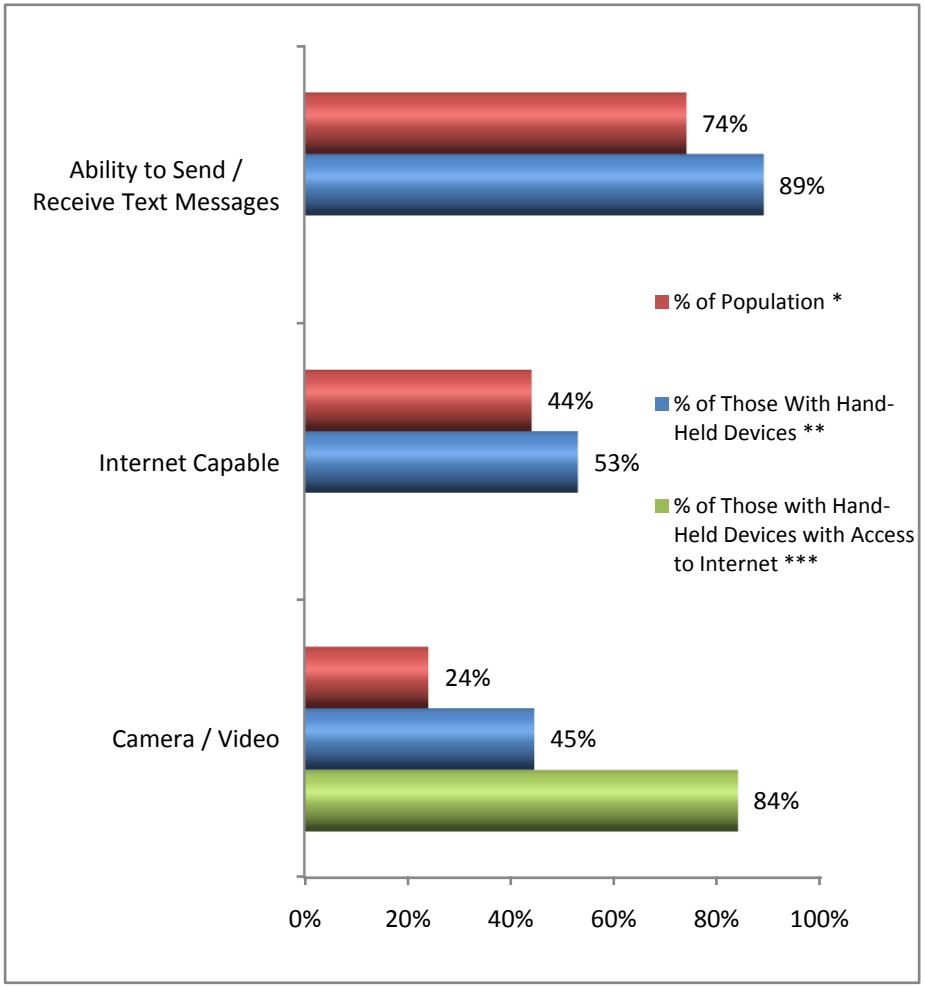
***Base:** All Respondents ($n = 2,425$; $n_w = 2,425$)*

Nearly nine out of ten (89%) individuals with a cell phone or other hand-held device have the ability to send and receive text messages.

Just over half (53%) have the capability to access the Internet on their cell phone or hand-held device.

Slightly less than half (45%) of those with cell phones or other hand-held devices have a camera on that device. That figure jumps to 84 percent among those with devices that are web-enabled.

Figure 71: Access to Hand-Held (Mobile) Technologies



Question CELUSE1AA1 *- Does your [cell phone / handheld device] have the capability to access the internet?*

Question CELUSE1AA2 *- Does your [cell phone / handheld device] have the capabilities to send and receive text messages?*

Question CELUSE1AC *- Does the device you use to access the internet have a camera?*

*Base: * All Respondents (n = 2,425; n_w = 2,425); ** Respondents with cell phone / handheld device (n = 2,045; n_w = 2,066); *** Respondents with cell phone / handheld device with access to Internet (n = 1,039; n_w = 1,047)*

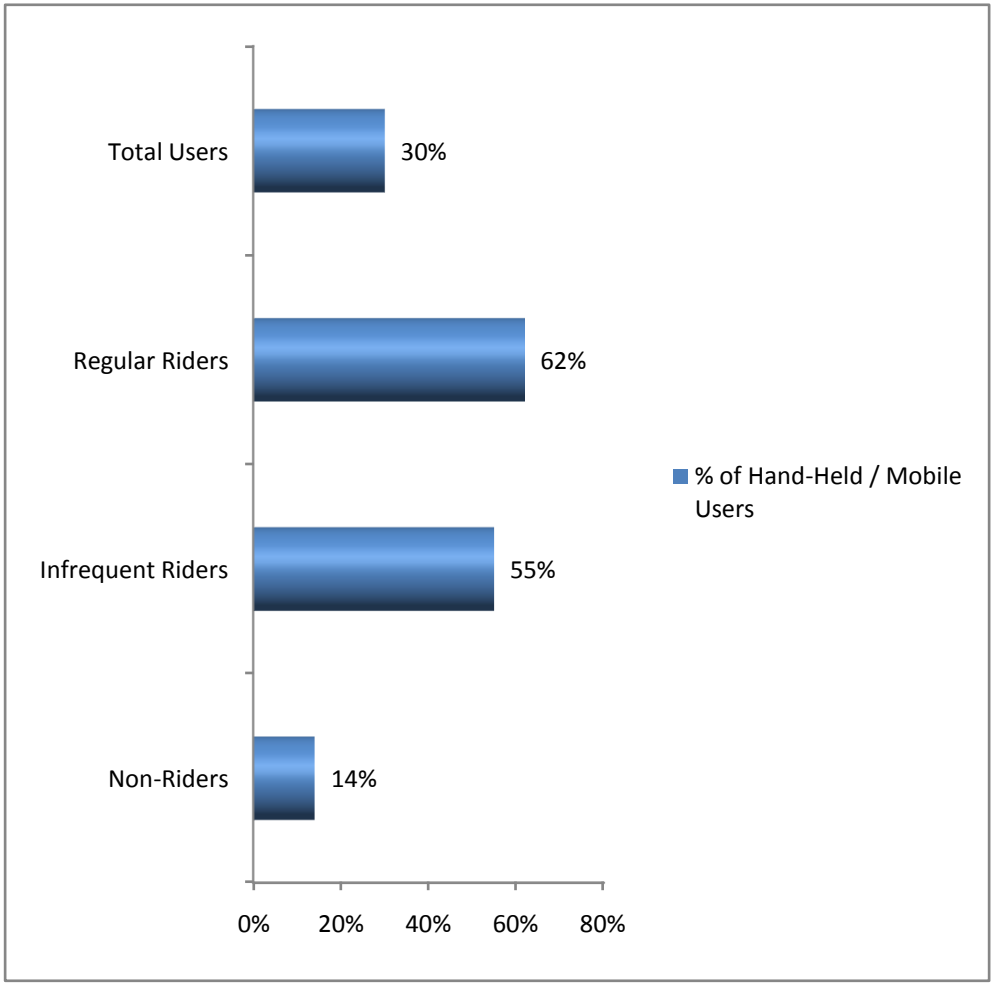
Three out of ten (30%) individuals with access to a mobile or hand-held device and who use the device to access the Internet has used that device to get information about Metro transit. This translates to 8 percent of those with a cell phone or hand-held device and 7 percent of all King County residents.

- Regular Riders are more than four times as likely as Non-Riders to have used their mobile device to get information about Metro—62 percent compared to 14 percent, respectively.
- A somewhat smaller, but still significant percentage, of Infrequent Riders (55%) has also used their hand-held devices to get information about Metro.

Overwhelming the primary information sought is information on bus schedules / timetables.

- 86 percent were seeking schedule information.
- 14 percent were seeking an update on when the next bus would arrive.
- 5 percent were using the trip planner.
- 2 percent were looking for traffic reports.

Figure 72: Use of Hand-Held / Mobile Device to Get Information about Metro Transit



Question CELUSE2A *– Have you personally used your [cell phone / handheld device] to get information about King County Metro transit from the internet?*
Base: *Respondents who use cell phone / hand-held device to access Internet (n = 610; n_w = 587)*

Overall users are satisfied with their ability to get the information they need about Metro on their hand-held devices. However, there is clear room for improvement:

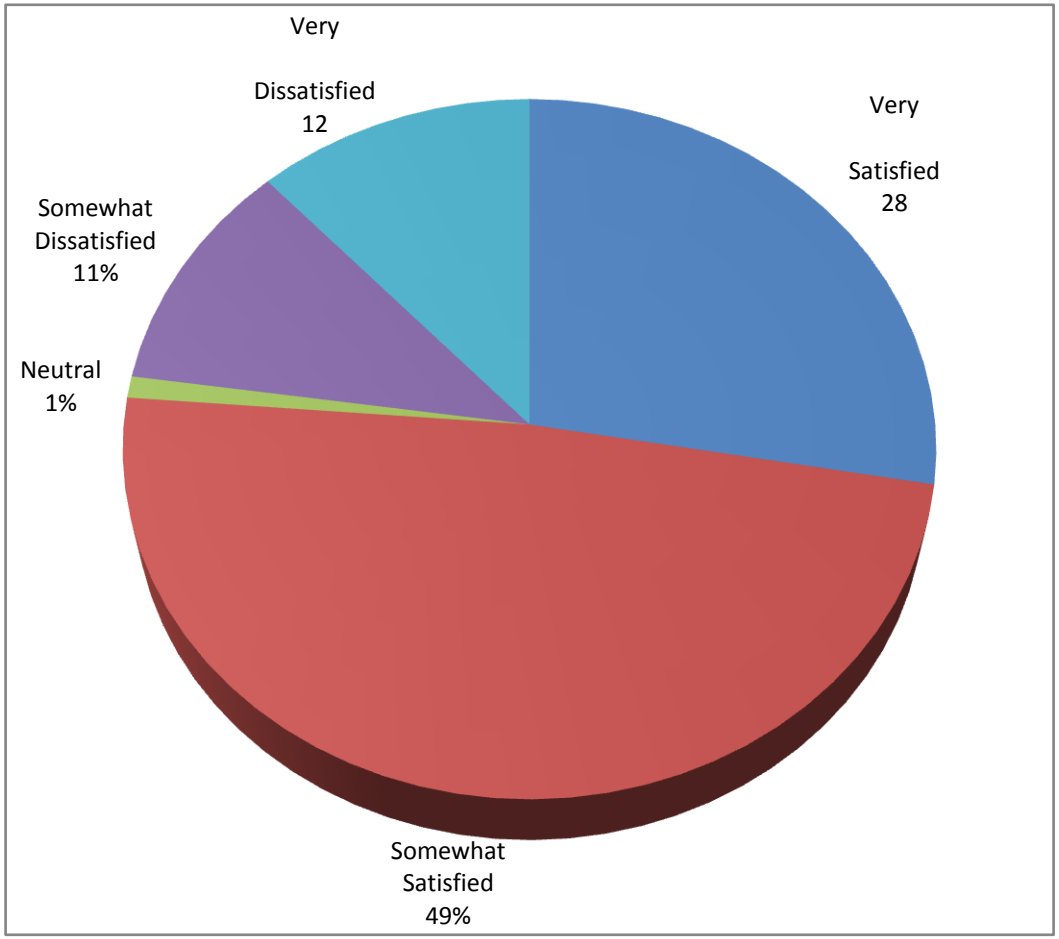
- Twice as many hand-held users are just "somewhat satisfied" as compared to "very satisfied" – 49 percent compared to 28 percent, respectively.

Satisfaction was the same across all user segments.

Those dissatisfied were most likely to cite problems with:

- Format / not being able to read (37%).
- Hard to find information looking for (30%).
- Hard to navigate on small screen (28%).
- Too small /couldn't read (13%).
- Didn't have information looking for (10%).
- Slow access / slow loading speed (3%).
- System always down (1%).

Figure 73: Satisfaction with Ability to Get Information About Metro on Hand-Held / Mobile Devices



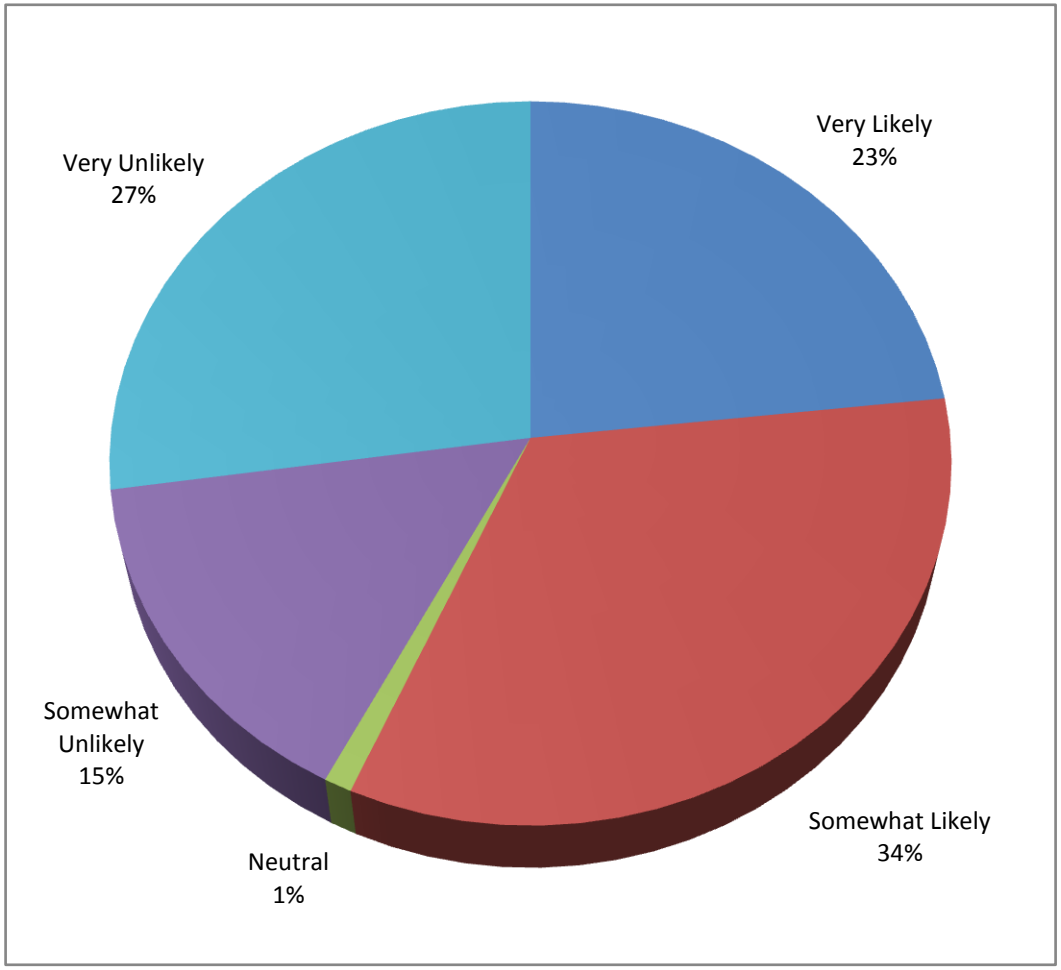
Question CELUSE3 *- Were you satisfied or dissatisfied with your ability to get the information about Metro transit with your [cell phone / handheld device]?*

Base: *Respondents who use cell phone / hand-held device who used device to get information about Metro (n = 254; n_w = 171)*

There is significant interest in using hand-held / mobile devices to get information about Metro:

- Nearly three out of five (57%) current non-users with access to mobile technologies say they would be likely to get information about metro via their device.
- There are no differences based on current frequency of riding.
- Interest is highest among current riders living in East King County (31% very likely).

Figure 74: Non-Users' Likelihood of Using Hand-Held / Mobile Device to Get Information on Metro Service(s)



Question CELUSE6 *- Would you be likely or unlikely to use your [cell phone / handheld device] to access Metro transit information from the internet in the future?*

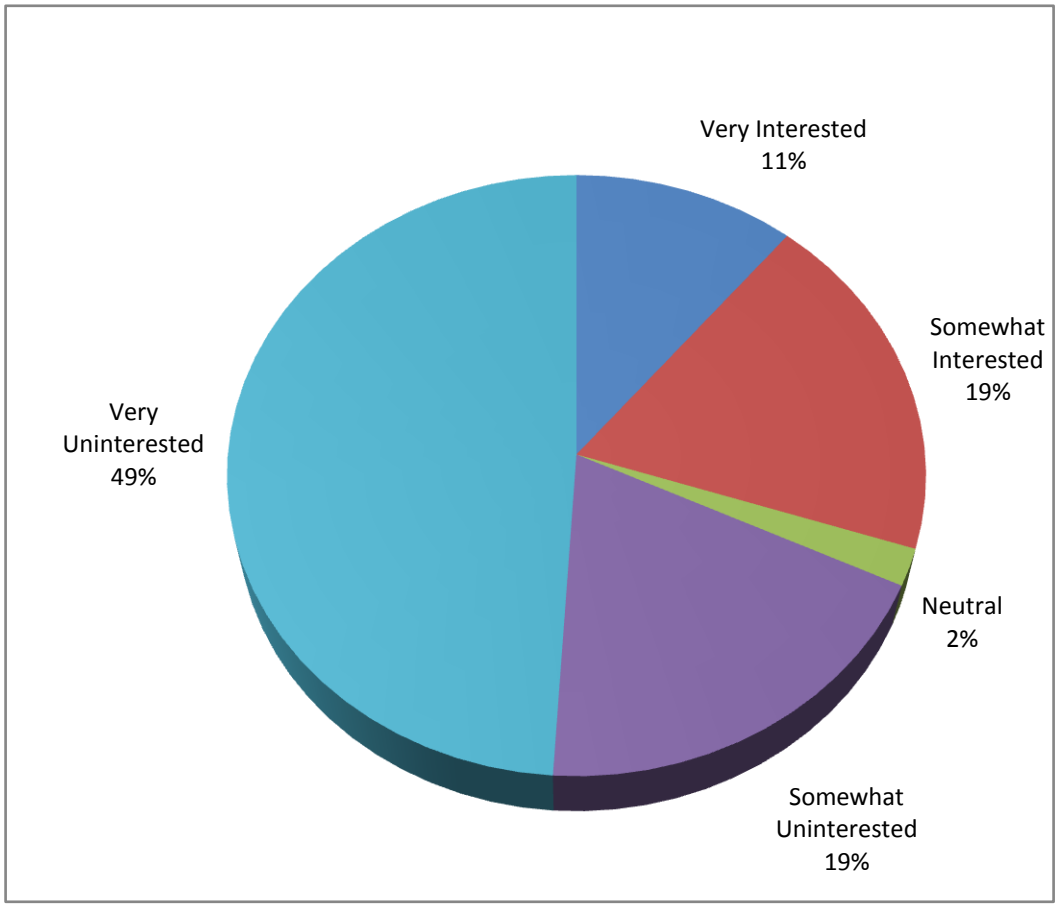
Base: *Respondents who have cell phone / hand-held device with Internet access who have not used device to get information about Metro (n = 351; n_w = 408)*

While the majority (68%) of those with text messaging capabilities indicates they are not interested in receiving information about Metro via text message, there is a significant segment (30%) that is interested. More than one out of ten (11%) are "very interested."

Those most interested (as indicated by % very interested) include:

- Regular Riders (25%);
- Those commuting to work on Metro (27%)

Figure 75: Interest in Receiving Information about Metro via Text Messages



Question CELUSE7 *– If the option were available, would you be interested or not interested in receiving information about Metro transit service via text messages on your cell phone?*

Base: *Respondents who have cell phone / hand-held device with have text messaging capabilities (n = 1,675; n_w = 1,662)*

Social Networking

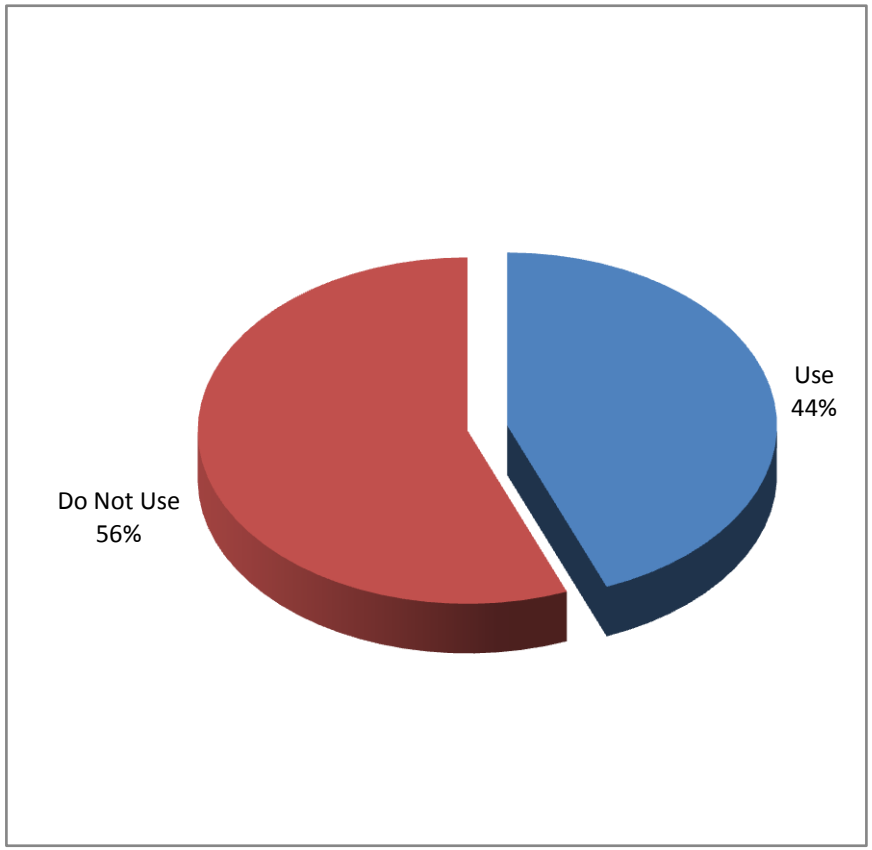
More than two out of five (44%) King County residents personally use social networking sites such as Facebook, Twitter, and LinkedIn.

There are no differences in use of social networking sites among Riders and Non-Riders or between those living in different areas of King County.

As would be expected, use of social networking sites is related to compared to 41 percent of men.

- Affluent. Fifty-eight percent (58%) of those using social networking sites have households incomes of $75,000 or greater.

Figure 76: Use of Social Networking Sites



Question SOCIAL1A - *Do you personally use social networking sites like Twitter, Facebook, or LinkedIn?*

Base: *All Respondents (n = 2,425; n_w = 2,425)*

More than three out of five (63%) users of social networking sites use a single networking site; 26 percent use two sites. Only 12 percent use more than two sites.

By far Facebook is the most used site across all users of social networking sites (90%). LinkedIn is the second most frequently used site (31%).

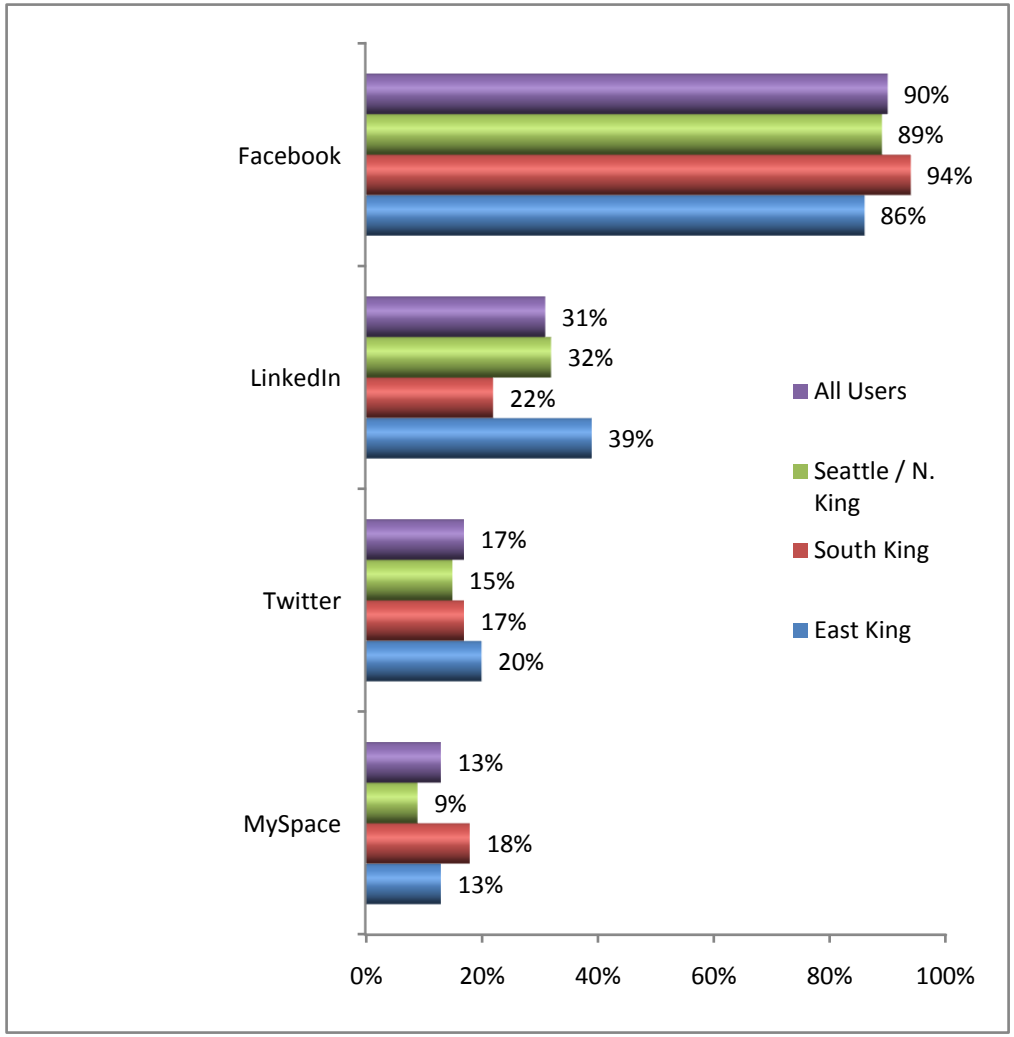
There are no differences in sites used among Riders and Non-Riders. There are some differences between those living in different areas of the county.

- Use of Facebook is highest among those living in South King County.
- Use of LinkedIn is highest among East King County and, to a lesser extent, Seattle / N. King County residents.

It is noteworthy that beyond the demographic differences noted above that drive use of social networking sites, there are little differences in the demographics of those using the different social networking sites.

- The sole exception is LinkedIn – a professional networking site. As would be expected, 83 percent of LinkedIn users are employed.

Figure 77: Social Networking Sites Used



Question SOCIAL1B *- Which of the following do you use? (Multiple-response)*
Base: *Social Networking Site Users (n = 1,069; n_w = 1,052)*

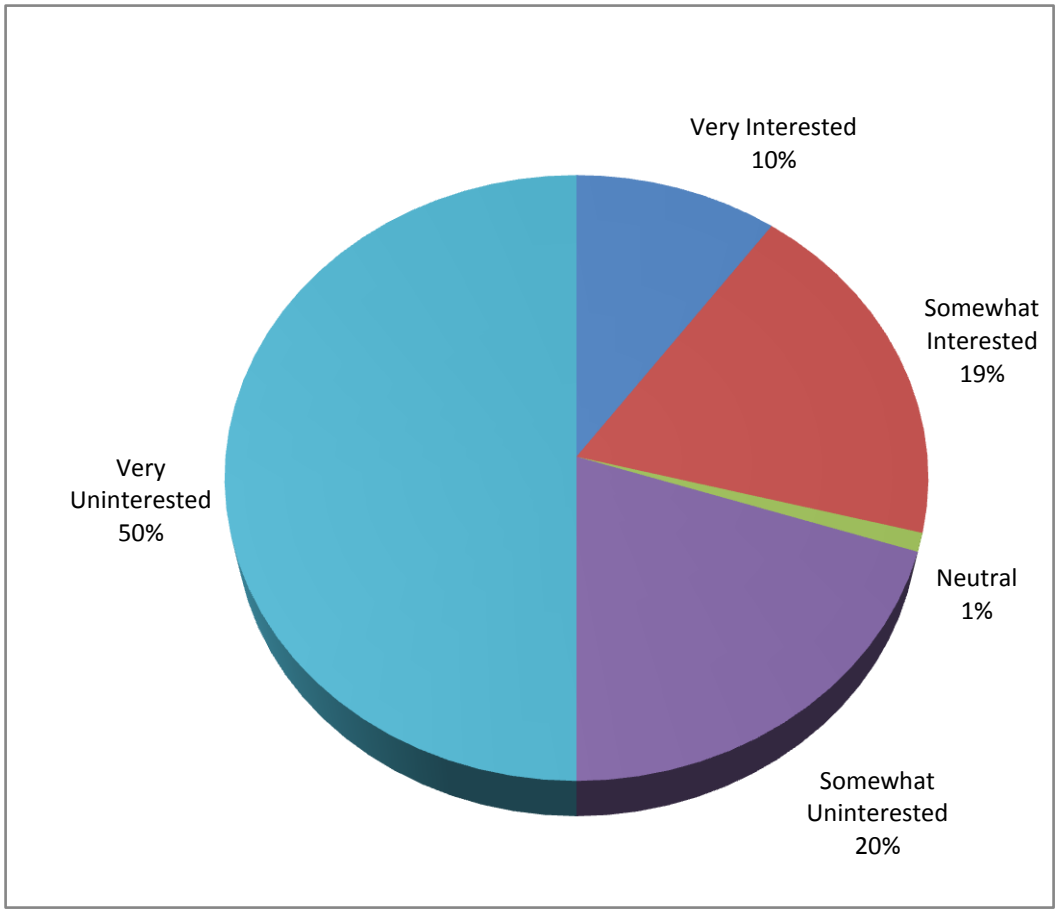
While the majority (70%) of those who use social networking sites indicates they are not interested in receiving information about Metro via social network sites, there is a significant segment (29%) that is interested.

- Fifteen percent (15%) of Regular Riders and 14 percent of Infrequent Riders are very interested in receiving information about Metro via social networking sites.

Table 84: Interest in Receiving Information About Metro by Social Networking Site Used

	Twitter	Facebook	LinkedIn	MySpace
Base (weighted)	177	933	320	134
Base (unweighted)	193	937	333	147
Very Interested	24%	10%	10%	18%
Somewhat Interested	21%	20%	19%	22%
Neutral	4%	1%	2%	1%
Somewhat Uninterested	23%	20%	20%	21%
Very Uninterested	28%	50%	49%	38%

Figure 78: Interest in Receiving Information About Metro via Social Networking Sites



***Question SOCIAL1C**- If the option were available, would you be interested or not interested in receiving information about Metro transit service via a social networking site?*
***Base:** Social Networking Site Users (n = 1,069; n_w = 1,052)*

System and Route Maps

Interest in seeing route, system, and/or area maps at bus stops is high. Three out of five (61%) Riders say they are very interested. Moreover, it is equally high among both Regular and Infrequent Riders and Riders living in different areas of the county.

While the majority (63%) of Riders prefers route maps at the stops, this is notable among those who use Metro to commute to work or school.

Non-Commuters also prefer route maps (55%). However, a significant number (29%) would like to see area maps.

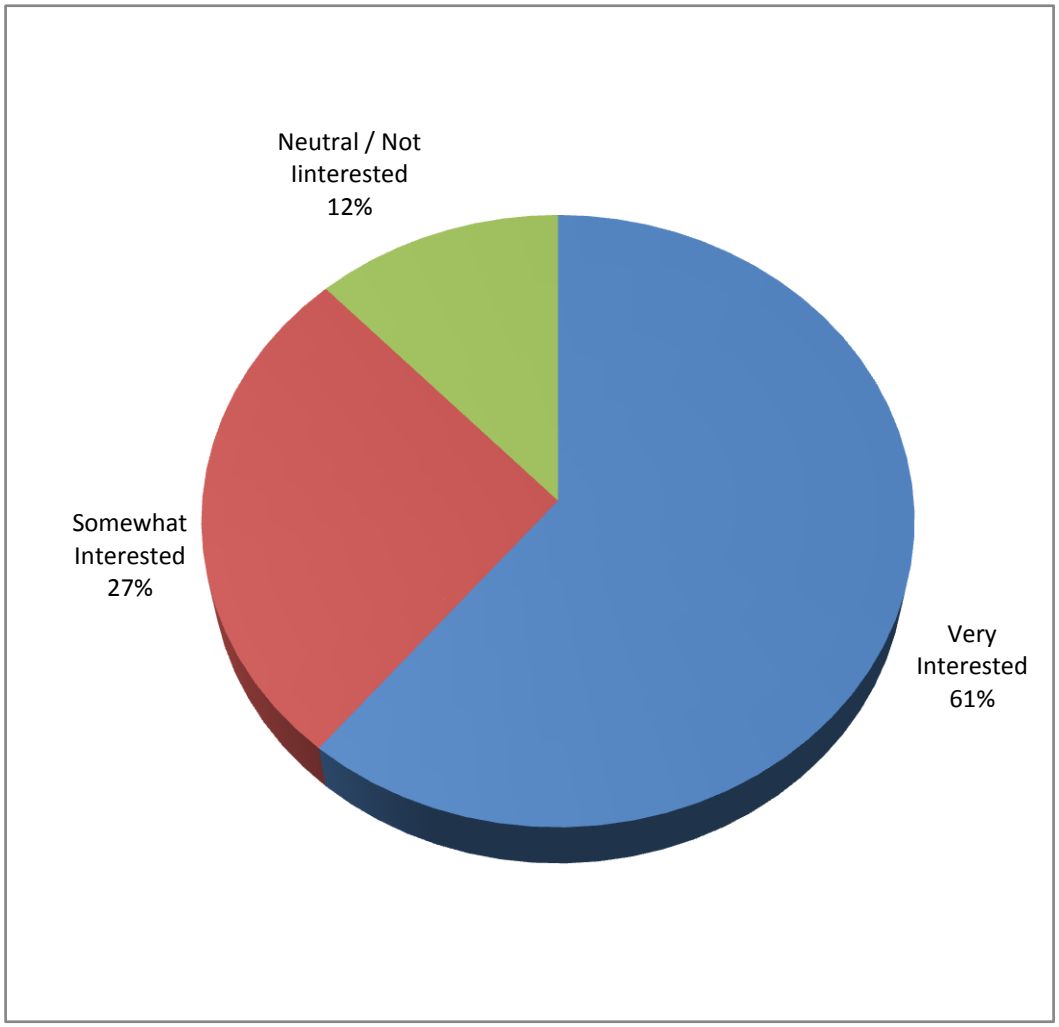
Table 85: Types of Maps Preferred

	All Riders	Commuters	Non-Commuters
Base (weighted)	618	424	194
Base (unweighted)	594	410	184
Route Maps	63%	**67%**	55%
System Maps	13%	12%	16%
Area Maps	24%	22%	**29%**

MAP2RC - *If you could only choose one, would you prefer route maps, system maps or area maps posted at the bus stops?*

Base*: Regular & Infrequent Riders Who are Interested in Seeing Mpas Posted at Bus Stops*

Figure 79: Interest in Seeing Route, System, or Area Maps at Bus Stops



Question MAP1RC *- Would you be interested or not interested in seeing route, system or area maps posted at the bus stops?*

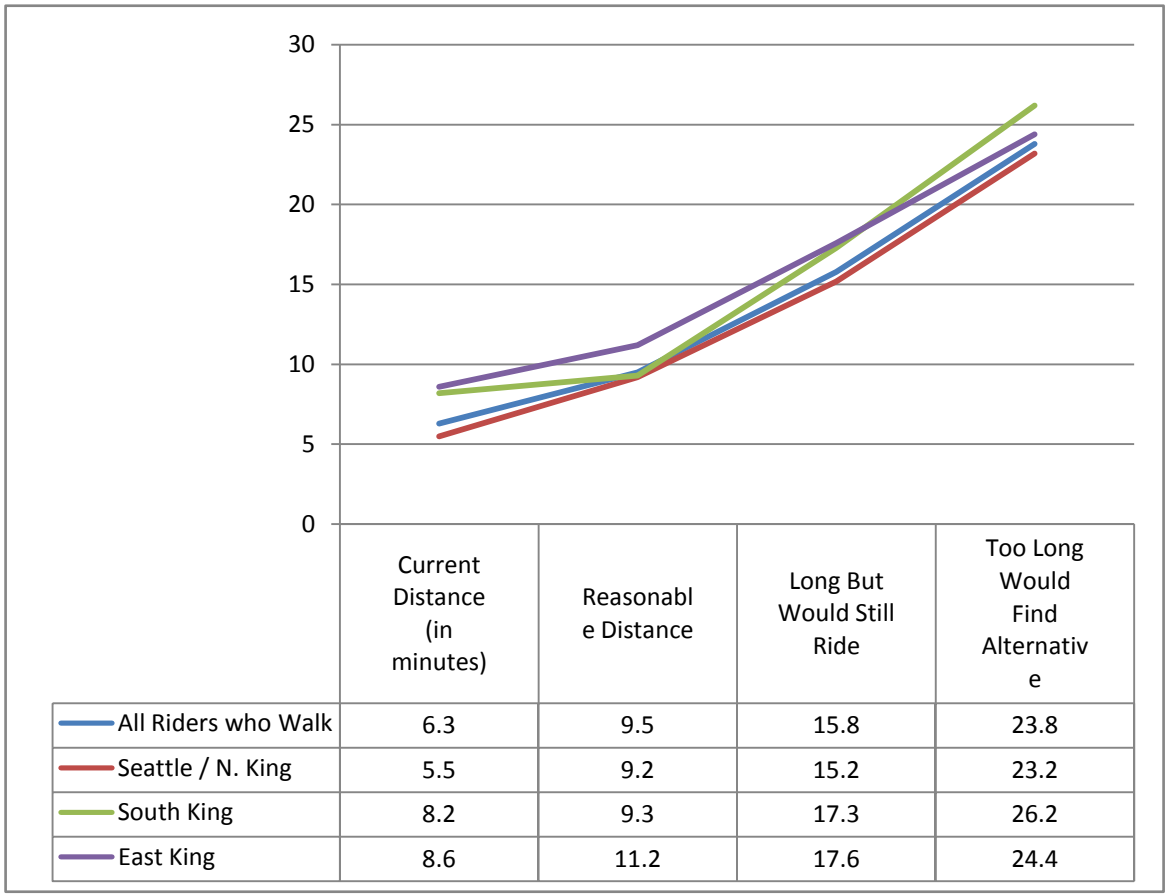
Base: *Regular & Infrequent Riders (n = 1,417; n_w = 712)*

Distance Between Stops

More than three out of four (76%) Regular and Infrequent Riders walk from their home to their bus stop. Among those living in Seattle / N. King County, this figure increases to 89 percent.

Currently, Riders who walk to their stop walk an average of 6.3 minutes. They feel that between 9 and 10 minutes is reasonable.

Figure 80: Distance Willing to Walk from Home to Bus Stop



	Current Distance (in minutes)	Reasonable Distance	Long But Would Still Ride	Too Long Would Find Alternative
All Riders who Walk	6.3	9.5	15.8	23.8
Seattle / N. King	5.5	9.2	15.2	23.2
South King	8.2	9.3	17.3	26.2
East King	8.6	11.2	17.6	24.4

Question BUS3A: *How many minutes does it take you to walk from your home to the bus stop?*
Question BUS4A: *How many minutes do you feel is reasonable to walk from your home to the bus stop?*
Question BUS4B: *How many minutes do you feel is a long walk from your home to the bus stop but you would still walk that far and ride the bus?*
Question BUS4C: *How many minutes do you feel is so long a walk from your home to the bus stop that you would not walk that far and use an alternative mode of transportation?*
Base: *All Regular and Infrequent Riders Who Walk to Their Bus Stop (n = 945; n_w = 537)*

Opinions are divided as to whether Metro should reduce the number of stops on a route to reduce the length of the trip. While the majority (55%) supports the proposal, 39 percent opposes the idea.

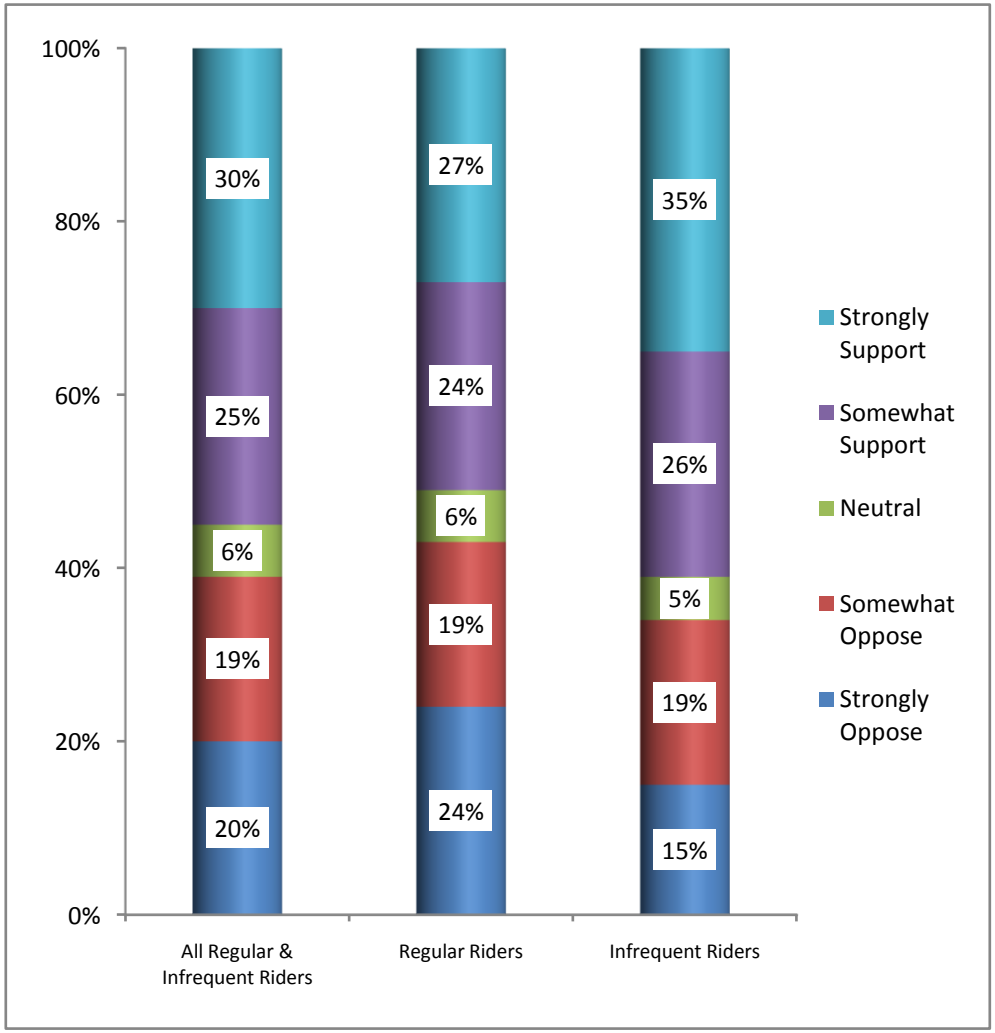
- Opposition is greatest among Regular Riders, 43 percent of whom do not support the proposal.

Perhaps a surprise is that there are no significant differences in attitudes toward the proposal to reduce the number of stops among those who currently walk to the bus stop versus all other riders.

Table 86: Support for Fewer Bus Stop to Reduce Travel Time by How Riders Typically Get to Bus Stop

	Walk to Stop	Do Not Walk to Stop
Base (weighted)	537	173
Base (unweighted)	949	467
Strongly Support	29%	34%
Somewhat Support	25%	26%
Neutral	5%	9%
Somewhat Oppose	20%	17%
Strongly Oppose	22%	14%

Figure 81: Support for Fewer Bus Stops to Reduce Travel Time



Question BUS5 *- One approach that Metro could take is to remove some stops, spacing them about a quarter of a mile apart along bus routes. This could speed up your bus trip, however resulting in a longer walk?*

Base: *All Regular and Infrequent Riders ($n = 1,417$; $n_w = 712$)*

As would be expected, there is a relationship between support for the proposal to reduce the number of stops and rider satisfaction with travel time by bus the number of stops the bus makes.

- Nearly one out of four (23%) Regular and Infrequent Riders are dissatisfied with travel time by bus. Nearly three out of five (59%) of these Riders support the proposal to reduce the number of stops the bus makes to reduce travel time.
- Fifteen percent (15%) of Regular and Infrequent Riders are dissatisfied with the number of stops their bus makes. More than seven out of ten (72%) of these Riders support the proposal to reduce the number of stops the bus makes.

Figure 82: Support for Fewer Bus Stop to Reduce Travel Time by Satisfaction with Travel Time by Bus

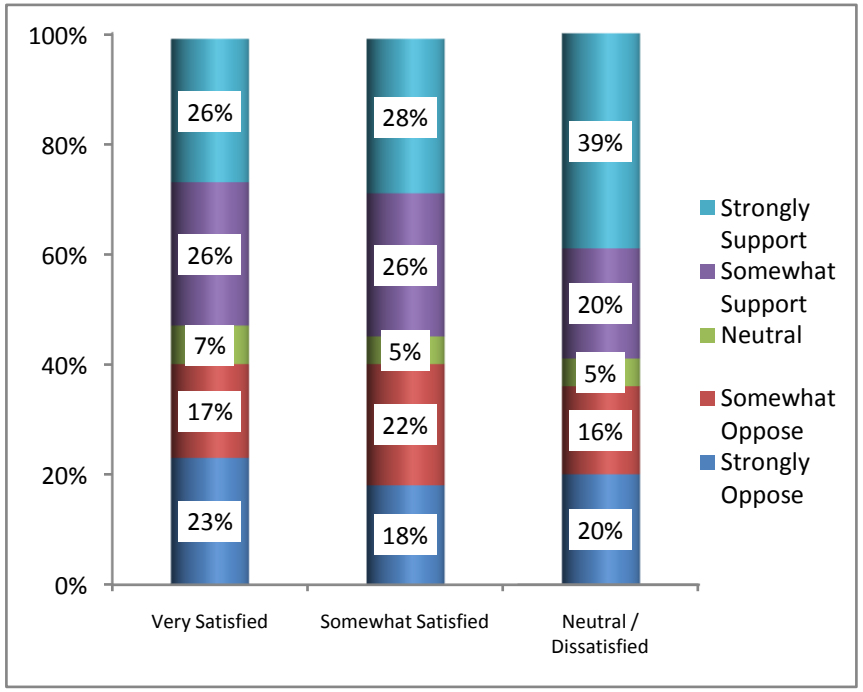
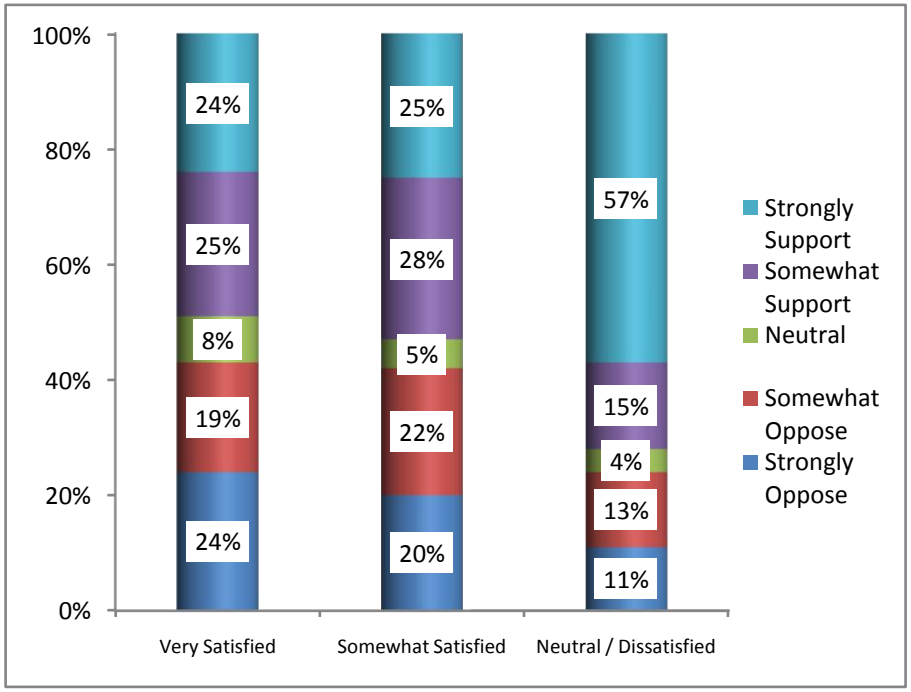


Figure 83: Support for Fewer Bus Stop to Reduce Travel Time by Satisfaction with Number of Stops Bus Makes



Question BUS5 *- One approach that Metro could take is to remove some stops, spacing them about a quarter of a mile apart along bus routes. This could speed up your bus trip, however resulting in a longer walk?*

Base: *All Regular and Infrequent Riders ($n = 1,417$; $n_w = 712$)*

APPENDIX

Weighting

Overview

A total of 2,425 surveys were completed for the 2009 Metro Rider / Nonrider Survey. The survey uses a complex disproportionate stratified sampling plan in which an approximately equal number of riders and non-riders are surveyed within each of three geographic subregions (Seattle / North King County, South King County, and East King County). The resulting sample over-represents riders relative to their actual incidence in the general population but ensures an adequate sample size to allow for reliable analysis among this important subgroup. Similarly, the resulting sample size disproportionately represents the different geographic sub-regions, again allowing for reliable analysis within each of the regions. As a result, to accurately represent riders and non-riders relative to their actual incidence in the general population both in the county as a whole but also within each geographic subregion, post-stratification weighting is required. In addition, a probability of selection weight is applied prior to the post-stratification weighting. The process for weighting is described in detail below.

Probability of Selection Weighting

The basic premise behind probability sampling is that each household has a known and non-zero probability of selection. In telephone surveys today, there is an increasing issue with coverage. In most RDD telephone surveys, samples are generated within the 100-series telephone banks containing at least one listed telephone number. This approach increases the efficiencies of telephone sampling and greatly reduces cost. In the past, this approach was generally not a problem as relatively few (less than 4 percent) of households were excluded from the sampling frame. Recent research, however, suggests that with population growth and the extent to which individuals are not listing their telephone numbers, the extent of coverage bias resulting from this approach may be as high as 20 percent. At the same time, an increasing number of households have forsaken landline telephones and are relying entirely on wireless phones for voice communications. The latest estimates are that 15 to 20 percent of all households are now cell-only. Moreover, an equally sizable and growing numbers of households are becoming cell-mostly, resulting in 3 out of every 10 adults in most U.S. cities receiving all or nearly all of their calls on cell phones.

To partially address these issues for the first time a subsample of cell phone numbers were included in the Metro Rider / Nonrider Survey. Inclusion of a cell phone sample is relatively efficient in larger geographic areas such as King County where one or more area codes are completely contained within the geographic area (in this case area codes 206, 425, 253, and 360). Therefore, the only numbers that would not be qualified residents would be those who have chosen to port a local number to a non-local geographic area. Not included in the cell phone sample is the reverse of this – residents of King County who have ported their phone from another non-local geographic areas. Respondents from the cell phone sample were screened to determine if they had a cell phone only (i.e., no landline phone) or were primarily cell phone (i.e., had a landline phone but primarily used their cell

phone to make or receive calls). Those in the cell phone sample that primarily used their landline to make or receive calls were not surveyed. A total of 240 surveys or 10 percent of the total sample were completed from within this cell phone sample – 159 respondents who were cell phone only and 81 respondents who primarily used their cell phone.

The probability of selection weighting was changed in 2009 to reflect this change in sampling. The probability of selection weight is a simple weight with individuals having a single means of access – i.e., a single landline or cell phone only – given a probability of selection weight of one (1) and those with multiple means of access – i.e., multiple landlines and/or a landline and cell phone – given a probability of selection weight of .5. Rules are as follows:

Table 87: Assumptions / Rules for Developing Probability of Selection Weights

Rule (Telephone Access)	Number in Sample	Incidence in Sample (%)	Number of Telephone Lines	Weight
Single Landline / No Cell Phone	384	16%	1	1
Multiple Landlines / No Cell Phone	36	2%	2	.5
Cell Phone Only / No Landline	159	7%	1	1
Cell Phone / Landline Contacted on Cell Phone	85	4%	1	1
Landline & Cell Phone / Primarily Use Cell Phone / Contacted on Landline	843	35%	2	.5
Landline & Cell Phone / Use Both Equally / Contacted on Landline	339	14%	2	.5
Landline & Cell Phone / Primarily Use Landline / Contacted on Landline	579	24%	1	1

While the cell phone sample yielded 159 (or 7% of all respondents) with cell phones only, this percentage remains below what are known to be cell phone only households both nationally and in the state of Washington. As result, cell phone only individuals / households continue to be under-represented in the sample relative to their actual incidence in the general population. Therefore, a final adjustment was made at this stage to increase the representation of cell phone only respondents. The basis for this adjustment are statistics drawn from the National Health Interview Survey, 2007 for state-level estimates of wireless-only

households and National Health Interview Survey, July-December 2008 for national-level estimates of landline households without a wireless telephone.

The final probability of selection weight is then the original weight multiplied by the adjustment illustrated below.

Table 88: Final Adjustments to Probability of Selection Weight

	% in Sample*	% in Population	Weight	Final Probability of Selection Weight
Cell Phone Only	8.8%	16.3%	1.852	2.475
Landline Only	22.1%	17.4%	.787	1.028
Both	69.1%	66.3%	.959	.980

**** Weighted by initial probability of selection weight***

Post-Stratification Weight

Because disproportionate stratified sampling was used to ensure optimal sample efficiency within each region/rider segment combination, post-stratification weighting is used to adjust the sample to represent the study area's population as a whole. The post-stratification weight is computed using the same procedures as in prior years.

Data for establishing the Rider / Nonrider weights were derived from the records of all households contacted during the interviewing period. Rider / Nonrider weights were computed based on information from those who completed the entire survey, those who refused to compete the survey but supplied ridership data, and respondents who were dispositioned as quota full (i.e., Infrequent Riders and Nonriders). Data is weighted based on the ridership status of the individual respondent, regardless of whether there was a rider in the household. That is, a Nonrider is weighted as a Nonrider even if there was a Regular Rider or Infrequent Rider in the household. Within each subarea, the Rider / Nonrider proportions obtained were:

Table 89: Individual Rider / Nonrider Proportions within Subareas *

	Total King County	Seattle / North King County	South King County	East King County
Regular Riders	47.6%	49.8%	46.3%	47.6%
Infrequent Riders	8.9%	14.3%	5.3%	8.9%
Nonriders	43.6%	35.9%	48.5%	43.6%

** Following application of probability of selection weight.*

An area weight was then calculated for each of the six ridership proportion. The area weight is based on the number of households in the region rather than the population 16 years of age and older. Number of households is used as that was the only regularly updated data that was available when the weighting process was originally developed. Household data are 2009 estimates projected from the Census 2000 by SCAN/US, Inc.

Table 90: Rider Subarea Household Population

	Number of Households	% of Households
Seattle / North King County	299,573	38%
South King County	276,345	35%
East King County	210,616	27%
Total	786,534	100%

The following equation was then used to develop the individual area weights:

(Subarea Population / Number of Subarea Regular Rider / Infrequent Rider / Nonriders Interviews) X (Total Number of Interviews / Total County Population).

Area weights were then multiplied by the incidence of Regular Riders, Infrequent Riders, and Nonriders in the respective areas with the following results:

Table 91: Individual Rider / Nonrider Weights within Subareas

	Regular Riders	Infrequent Riders	Nonriders
Seattle / North King County	0.687865	1.424664	1.780397
South King County	0.226719	1.481301	1.878945
East King County	0.181081	1.093554	1.448507

The results from the weighting process are summarized in the following tables.

Table 92: Weighting

	All Respondents		Regular Riders*		Infrequent Riders*		Nonriders*	
	n	n_w	n	n_w	n	n_w	n	n_w
Seattle / North King County	805	953	403	277	112	160	290	516
South King County	810	833	408	93	37	55	365	686
East King County	810	639	408	74	49	54	353	511
Total	2,425	2,425	1,219	444	198	268	1,008	1,713

** Based on individual respondents.*

Incidence of Regular Rider Households

In recent years, it has become increasingly difficult to reach riders as they often work late and/or are more mobile. While every effort is made to reach the rider in the household, exclusion of these households if the rider cannot be reached would have an adverse impact on overal response rates. As such, over the years, there has been an increase in the extent to which a Nonrider was interviewed in a household in which there were Infrequent or Regular Riders. To ensure an accurate representation of the incidence of households with riders, the incidence of rider households is computed based on whether anyone in the household was a Regular or Infrequent Rider rather than basing it on the characteristics of the respondent that was interviewed following the same procedures established for the 2006 study.

To compute household incidence based on responses given to SCR2 (how many people take 1 or more rides (i.e., are an Infrequent Rider household) and SCR3 (how many people take 5 or more rides (i.e., is a Regular Rider household) the following syntax was used:

```
COMPUTE RIDE_NEW_2= RIDESTAT.
IF (RIDESTAT=3 & SCR2>0) RIDE_NEW_2=2.
IF (RIDESTAT=2 & SCR3>0) RIDE_NEW_2=1 .
IF (RIDESTAT=3 & SCR3>0) RIDE_NEW_2=1 .
EXECUTE .

VALUE LABELS RIDE_NEW_2  1 "Rider" 2 "Infrequent Rider" 3 "Non-Rider" .
```

As the table below illustrates this computation clearly shows that there are a greater number of households with riders than would be reported if using the respondent level data only. This difference is greatest in Seattle / North King County. Note that this area also has a younger population than South and East King County. Younger individuals are also more likely to be riders. At the same time, younger individuals are more difficult to reach by telephone resulting in a great number of nonriders interviewed in rider households in this area.

Table 93: Individual versus Household Rider / Nonrider Proportions

	Total King County		Seattle / North King County		South King County		East King County	
	Individual	Household	Individual	Household	Individual	Household	Individual	Household
Regular Riders	18%	24%	29%	40%	11%	13%	12%	14%
Infrequent Riders	11%	13%	17%	16%	7%	9%	8%	12%
Nonriders	71%	64%	54%	44%	82%	78%	80%	75%

The following table illustrates trends in the proportion of households with one or more riders over the years. As can be seen there was an increase in the proportion of riders in 2007 and 2008. This difference may in part be explained by the smaller number of total households surveyed in these years (only regular and infrequent riders were surveyed). Therefore the base for computing these figures is somewhat smaller and this increase may not be statistically significant. The decrease in ridership in 2009 is significant and returns these figures to a level between that last observed in 2002 and 2003. This decrease is consistent with national figures that show that ridership has decreased from previous high levels noted in 2008 due to two factors (1) decline in employment as a result fo the economy and (2) decrease in gasoline prices.

Table 94: Household Rider / Nonrider Proportions by Year

	2001	2002	2003	2005	2006	2007	2008	2009
Regular Riders	18%	23%	25%	25%	26%	28%	28%	24%
Infrequent Riders	21%	13%	8%	13%	12%	12%	14%	13%
Nonriders	61%	65%	68%	63%	62%	60%	58%	64%

Table 95: Household Rider / Nonrider Proportions within Subarea by Year

	Seattle / North King County							
	2001	2002	2003	2005	2006	2007	2008	2009
Regular Riders	38%	37%	38%	37%	40%	41%	40%	40%
Infrequent Riders	16%	17%	10%	16%	14%			16%
Nonriders	72%	46%	52%	46%	46%			44%
	South King County							
Regular Riders	16%	13%	18%	16%	17%	20%	21%	13%
Infrequent Riders	12%	9%	5%	9%	9%			9%
Nonriders	71%	78%	79%	75%	73%			78%
	East King County							
Regular Riders	14%	12%	13%	16%	17%	19%	22%	14%
Infrequent Riders	15%	11%	7%	11%	10%			12%
Nonriders	61%	77%	80%	73%	73%			75%

infogroup/ORC

Questionnaire

2009 METRO RIDER / NONRIDER
(J66064) FINAL QUESTIONNAIRE

NOTATIONS

Everything written in questions and response categories that are in standard upper / lowercase type are read as written to the respondent.

Response categories in upper case type only are not read to the respondent.

Post-codes are in bold italics.

INTRODUCTION

DIMNET Hello, this _____ from Opinion Research Corporation calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit and would like to include the opinions of your household.

INTROBASE [BASE SAMPLE TYPE 3, 4, 5]

(Hello, this _____ from Opinion Research Corporation calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit and would like to include the opinions of your household.)

The information will be used to help improve the region's transportation system. This study is being conducted for research purposes only, and this call may be monitored and/or recorded for quality control purposes. Let me assure you that this is not a sales call and everything you say will be kept strictly confidential.

[PROGRAMMING - RANDOMLY SHOW MALE INTRO OR YOUNGEST INTRO 50/50]

[YOUNGEST INTRO] For this survey I would like to speak with the ***youngest*** member of this household who is 16 years of age and older? Would that be you?

[INTERVIEWING NOTE: IF YOUNGEST PERSON UNAVAILABLE, SCHEDULE CALL-BACK]

[MALE INTRO] For this survey I would like to speak with the ***male*** member of this household who is 16 years of age and older? Would that be you?

[INTERVIEWING NOTE: IF MALE UNAVAILABLE, SCHEDULE CALL-BACK; IF NO MALE IN THE HOUSEHOLD, ASK FOR YOUNGEST FEMALE]

[AS NEEDED: This survey will provide important planning data that will help King County Metro improve the region's transportation system, so your participation is very important. This survey will last approximately 10 to 15 minutes.]

[PROBE ALL FINAL REFUSALS: Please, it would be really helpful if I could ask you just a couple of quick questions from the survey."]

1 RESPONDENT AVAILABLE CONTINUE
2 NO ONE IN HH 16 YEARS OF AGE OR OLDER – NQ AGE
3 IMMEDIATE/SOFT REFUSAL – CALLBACK TO REFUSAL CONVERT
4 FINAL REFUSAL – MINI SURVEY (REFUSAL)
5 DON'T KNOW – SCREENER REFUSAL

INTRO RIDER [RIDER SAMPLE TYPE 2]

(Hello, this _____ from Opinion Research Corporation calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit and would like to include the opinions of your household.)

The information will be used to help improve the region's transportation system. This study is being conducted for research purposes only, and this call may be monitored and/or recorded for quality control purposes. Let me assure you that this is not a sales call and everything you say will be kept strictly confidential.

For this survey I would like to speak with a member of this household who is 16 years of age and older and has ridden on the King County Metro Transit System 5 or more times in the last 30 days, Would that be you or someone else in your household? **[ASK TO SPEAK TO RIDER]** IF NO REGULAR RIDER, THEN SAY: I have just a couple questions for you then?

[AS NEEDED: This survey will provide important planning data that will help King County Metro improve the region's transportation system, so your participation is very important. This survey will last approximately 10 to 15 minutes.]

[INTERVIEWING NOTE: IF RIDER UNAVAILABLE, SCHEDULE CALL-BACK]

1 REGULAR RIDER AVAILABLE
2 NO REGULAR RIDER IN THE HOUSEHOLD – ASK SCR1, SCR1A, SCR1B, SCR2, SCR3, SCR4, SCR5, MET8A, SCR9A, SCR9B, SCR10, CELL1&2, LAND1-4, DEMO8 THEN NQ NON-RIDER
3 NO ONE 16 YEARS OF AGE OR OLDER IN HH – NQ AGE
4 IMMEDIATE/SOFT REFUSAL – CALLBACK TO REFUSAL CONVERT
5 FINAL REFUSAL – MINI SURVEY (REFUSAL)
6 DON'T KNOW – SCREENER REFUSAL

INTRO CELL [CELL SAMPLE TYPE 1]

(Hello, this _____ from Opinion Research Corporation calling on behalf of King County Metro Transit. We are conducting a county-wide planning study for Metro Transit and would like to include the opinions of your household.)

The information will be used to help improve the region's transportation system. This study is being conducted for research purposes only, and this call may be monitored and/or recorded for quality control purposes. Let me assure you that this is not a sales call and everything you say will be kept strictly confidential.

First of all, are you currently driving? IF YES: When is a more convenient time to call you back?

For this survey I would like to speak with someone who is 16 years of age and older? Would that be you?

[AS NEEDED: This survey will provide important planning data that will help King County Metro improve the region's transportation system, so your participation is very important. This survey will last approximately 10 to 15 minutes.]

1 CONTINUE – NOT DRIVING
2 NO ONE 16 YEARS OF AGE OR OLDER IN HH – NQ AGE
3 IMMEDIATE/SOFT REFUSAL – [CALLBACK TO REFUSAL CONVERT]
4 FINAL REFUSAL – MINI SURVEY [REFUSAL]
9 DK – SCREENER REFUSAL

MINI SURVEY
[FOR FINAL REFUSALS WHO WILL ANSWER A FEW QUESTIONS]
[ALL DATA MUST BE SAVED]

REF It would be really helpful if I could just ask you a couple of quick questions from the survey

REF2 Including yourself, how many people in your household, age 16 or over, have taken at least 5 one-way rides on a Metro bus in the last 30 days? A round trip counts as two rides, and do not count rides entirely within the downtown Seattle Ride Free Area. Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.

___ ENTER NUMBER OF RIDERS IN HOUSEHOLD [IF 0, 9 SKIP TO REF5]
8 8 OR MORE
9 DK / REF

REF3 [IF REF2 GE 1 AND REF2 LE 8] In the last 30 days, how many one-way rides have **you personally** taken on a Metro bus?
[IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

1 5 OR MORE RIDES – RIDER [SKIP TO REF5]
2 1 TO 4 RIDES - INFREQUENT RIDER [SKIP TO REF5]
3 0 RIDES/NEVER RIDE – NONRIDER [SKIP TO REF5]
9 DK / REF

REF4 [IF REF3 = 9] Would that be more than 4 rides?

1 YES, 5 OR MORE RIDES - RIDER
2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE - NONRIDER
9 DK / REF [SKIP TO THANK8]

PROGRAMMER: CREATE VARIABLE = RIDESTAT

1 REGULAR RIDER
2 INFREQUENT RIDER
3 NONRIDER

REF5 Have you or anyone else in your household ridden any Metro service within the past year? This time please include the Seattle Ride Free Area and Shuttle service to special events as well as regular bus service. [IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

1 YES
2 NO
9 DK/REF

REF6 To verify, is your home zip code [RECALL ZIP CODE FROM SAMPLE]?

1 YES
2 NO
9 DK/REF [SKIP TO THANK8]

REF7 [IF REF6 = 2] What is your correct zip code?

_____ ENTER CORRECT ZIP CODE
99999 DON'T KNOW [SKIP TO THANK8]

PROGRAMMER: CREATE VARIABLE = ZONE

Seattle / North King (1)	*South King (2)*	*East King (3)*
998101 98102 98103 98104 98105 98106	98001 98002 98003 98010 98022 98023	98004 98005 98006 98007 98008 98009
98107 98108 98109 98112 98115 98116	98025 98030 98031 98032 98035 98038	98011 98014 98015 98019 98024
98117 98118 98119 98121 98122 98124	98042 98047 98051 98054 98055 98056	98027 98028 98029 98033 98034 98039
98125 98126 98133 98134 98136 98144	98057 98058 98059 98062 98063 98064	98040 9804198045 98050 98052 98053 98065
98145 98154 98155 98160 98164 98177	98070 98071 98092 98093 98138	98072 98074 98075 98077 98083 98224
98181 98185 98191 98195 98199	98146 98148 98158 98166 98168 98178 98188 98198 98354	98288

REF8 Including yourself, how many people live in your household?

_____ ENTER NUMBER OF PERSONS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED

REF9 Including yourself, how many are 16 and older?

_____ ENTER NUMBER OF PERSONS IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED [SKIP TO THANK8]

REF10 [IF SAMPLE =BASE, RIDER OR AGE-TARG] How many telephone numbers are associated with this household?
[READ IF NECESSARY: Do NOT include cellular telephone service.]

___ ENTER NUMBER (1 OR MORE) [REF10 CANNOT = 0]
99 DON'T KNOW / REFUSED

REF 10A [IF SAMPLE=CELL-PHONE] In addition to your cell-phone, do you have a landline in your home that is used to make and receive calls?

[READ IF NECESSARY: By landline telephone we mean a "regular" telephone in your home that is connected to outside telephone lines through a cable or cord and is used to make and receive calls.]

1 YES
2 NO
9 REFUSED

REF 10B [ASK IF: REF10A EQ 1] Do you primarily use your cell phone or landline?

1 CELL ONLY – CELL ONLY QUOTA
2 PRIMARILY CELL PHONE – PRIMARILY CELL
3 PRIMARILY LANDLINE – SKIP TO DEMO8 – NQ LANDLINE
4 BOTH EQUALLY – PRIMARILY CELL
9 DON'T KNOW / REFUSED-SCREENER REFUSAL

REF11 [IF REF10 > 1] How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line?

[READ IF NECESSARY: Do NOT include cellular telephone service.]

___ ENTER NUMBER (1 OR MORE)
DON'T KNOW / REFUSED

REF11A [IF SAMPLE=BASE, AGE-TARG OR RIDER] In addition to your landline, do you have a cell-phone that is used to make and receive calls?

1 YES
2 NO
9 REFUSED

REF12 [IF REF11A EQ 1] Do you primarily use your cell phone or landline?

1 PRIMARILY CELL PHONE
2 PRIMARILY LANDLINE
3 BOTH EQUALLY
9 DON'T KNOW / REFUSED

PROGRAMMER: CREATE VARIABLE = RIDEAREA

1 RIDER – SEATTLE / NORTH KING (RIDESTAT = 1 AND ZONE = 1)
2 INFREQUENT RIDER / NONRIDER – SEATTLE / NORTH KING (RIDESTAT GE 2 AND ZONE = 1)
3 RIDER – SOUTH KING (RIDESTAT = 1 AND ZONE = 2)
4 INFREQUENT RIDER / NONRIDER – SOUTH KING (RIDESTAT GE 2 AND ZONE = 2)
5 RIDER – EAST KING (RIDESTAT = 1 AND ZONE = 3)
6 INFREQUENT RIDER / NONRIDER – EAST KING (RIDESTAT GE 2 AND ZONE = 3)

REF13 [IF RIDESTAT = 1] You do qualify for the study we are conducting, and the input of people like yourself is very valuable. The information you give will be used to improve your area's transit system. We would really like to continue the rest of the survey with you. It should only take about 15 minutes.

1 YES, WILL PARTICIPATE NOW [SKIP TO SCR1]
2 YES, WILL PARTICIPATE LATER [SKIP TO THANK3]
3 NO, WILL NOT PARTICIPATE FURTHER [SKIP TO THANK5]

SCREENER

SCR1 First, are you a resident of King County?

1 YES
2 NO [SKIP TO THANK2]
8 DON'T KNOW [SKIP TO THANK8]
9 REFUSED [SKIP TO THANK8]

SCR1A [SKIP IF REF13=1Including yourself, how many live in your household who are 16 years of age or older?

_____ ENTER NUMBER OF PERSONS 16+ IN HOUSEHOLD
8 8 OR MORE
9 DON'T KNOW / REFUSED [SKIP TO THANK8]

SCR1B [IF SCR1A=1 AND REF9=1] Just to confirm, you are the only resident in your household?

1 YES –SKIP TO SCR4
2 NO [RETURN TO SCR1A AND REASK]
8 DON'T KNOW [SKIP TO THANK8]
9 REFUSED [SKIP TO THANK8]

SCR2 [IF SCR1A GT 1 OR REF9>1] Including yourself, how many people in your household, age 16 years of age or older, have taken at least 1, one-way ride on a **Metro Bus** in the last 30 days?

Do not count rides taken entirely within the downtown Seattle Ride Free Area.

A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride

[IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

_____ ENTER NUMBER OF RIDERS IN HOUSEHOLD

8 8 OR MORE
9 DON'T KNOW / REFUSED [SKIP TO THANK8]

[PROGRAMMING NOTE: IF "INTRO RIDER" = 2 (I.E.NONRIDER IN THE RIDER SAMPLE), THEN SKIP SCR3 AND AUTO INSERT SCR3=0 SINCE SAME QUESTION WAS ASKED IN "INTRO RIDER"]

SCR3 [IF SCR2 GT 0 AND SCR1A GT 1 SKIP IF REF13=1] Including yourself, how many people in your household, age 16 years of age or older, have taken **at least 5** one-way rides on a **Metro Bus** in the last 30 days?

[IF NECESSARY: Do not count rides taken entirely within the downtown Seattle Ride Free Area.

[IF NECESSARY: A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

[IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

_____ ENTER NUMBER OF RIDERS IN HOUSEHOLD

8 8 OR MORE
9 DON'T KNOW / REFUSED [SKIP TO THANK8]

SCR3B [IF SCR3 GE 2, SKIP IF REF13=1] To obtain a representative sample of all riders in the area, I need to speak to the [male] rider in your household who is 16 years of age and older. Would that be you?

[INTERVIEWING NOTE: IF MALE UNAVAILABLE, SCHEDULE CALL-BACK; IF NO MALE IN THE HOUSEHOLD, ASK FOR YOUNGEST FEMALE]

1 CONTINUE WITH CURRENT RESPONDENT
2 NEW RESPONDENT AVAILABLE [SKIP TO SCR7A]
3 NEW RESPONDENT NOT AVAILABLE [SCHEDULE CALLBACK]
4 NO ONE IN HOUSEHOLD IS 16 OR OLDER [SKIP TO TKAGE]
9 DON'T KNOW / REFUSED [SKIP TO THANK8]

SCR4 [IF SCR1 = 1, SKIP IF REF13=1 OR SCR2<>0] Thinking about the last 30 days, how many **one-way rides** have **you personally** taken on a Metro bus, not counting rides entirely within the downtown Seattle Ride Free Area? A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride. [IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

_____ ENTER NUMBER OF RIDES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

SCR5 [IF SCR4 GE 98 SKIP IF REF13=1] Would that be more than 4 rides?

1 YES, 5 OR MORE RIDES - RIDER [SKIP TO SCR8A]
2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE - NONRIDER
9 DON'T KNOW / REFUSED

SCR6 [IF SCR3 GE 1 AND [(SCR4 LT 5) OR (SCR5 = 2 OR 3) SKIP IF REF13=1] Is the member in your household who has taken at least 5 one-way rides on Metro in the last 30 days available at this time to complete a survey?

1 YES, AVAILABLE
2 NO, NOT AVAILABLE FOR STUDY DURATION, CONTINUE [SKIP TO SCR8A]
3 NO, NOT AVAILABLE NOW [ARRANGE CALLBACK - CRTL-END]

SCR7A [IF SCR6 =1 OR SCR3A = 2 OR SCR3B = 2, NEW RESPONDENT ON PHONE SKIP IF REF13=1]
Hello, I'm _____ from Opinion Research Corporation, a local market research firm. We are conducting a planning study among King County residents and would like to include the opinions of your household.

Thinking about the last 30 days, how many **one-way rides** have **you personally** taken on a Metro bus, not counting rides entirely within the downtown Seattle Ride Free Area? A round trip counts as 2 rides. Count a trip where you had to transfer buses as one ride. [IF NECESSARY: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

_____ ENTER NUMBER OF RIDES [SKIP TO SCR8A]
97 97 OR MORE [SKIP TO SCR8A]
98 DON'T KNOW
99 REFUSED

SCR7B [IF SCR7A GE 98 SKIP IF REF13=1] Would that be more than 4 rides?

1 YES, 5 OR MORE RIDES - RIDER
2 NO, 1 TO 4 RIDES - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE - NONRIDER
9 DON'T KNOW / REFUSED – SKIP TO THANK8

SCR8A [ASK IF RIDESTAT = 1 OR 2] What bus routes do you take most often? [ACCEPT UP TO 3 ROUTES] [AS NEEDED: Include all routes including Metro, Sound Transit, Pierce Transit, and Community Transit.]
[PROBE: The one(s) you use most often.]

1 ROUTE 1 [SPECIFY NUMBER OR NAME]
2 ROUTE 2 [SPECIFY NUMBER OR NAME]
3 ROUTE 3 [SPECIFY NUMBER OR NAME]
9 DON'T KNOW / REFUSED

PROGRAMMER: CREATE VARIABLE = RIDESTAT

1 REGULAR RIDER – IF REF3=1 OR REF4=1 SCR4 GE 5 OR SCR5 = 1 OR SCR7A GE 5 OR SCR7B = 1
2 INFREQUENT RIDER IF REF3=2 or REF4=2 SCR4 EQ 1-4 OR SCR5 = 2 OR SCR7A EQ 1-4 OR SCR7B = 2
3 NONRIDER – IF REF3=3 or REF4=3 SCR2=0 OR SCR3=0 OR SCR5 = 3 OR SCR7B=3

PROGRAMMER: IF CANNOT DETERMINE HOUSEHOLD RIDER STATUS, SKIP TO THANK8

SCR9A [SKIP IF REF13=1] To verify, is your home zip code [RECALL ZIP CODE FROM SAMPLE]?

1 YES
2 NO
9 DK/REF [SKIP TO THANK8]

SCR9B [IF SCR9A = 2] What is your correct zip code?

_____ ENTER CORRECT ZIP CODE
99999 DON'T KNOW [SKIP TO THANK8]

PROGRAMMER: CREATE VARIABLE = ZONE

Seattle / North King (1)	South King (2)	East King (3)
998101 98102 98103 98104 98105 98106 98107 98108 98109 98112 98115 98116	98001 98002 98003 98010 98022 98023 98025 98030 98031 98032 98035 98038	98004 98005 98006 98007 98008 98009 98011 98014 98015 98019 98024
98117 98118 98119 98121 98122 98124 98125 98126 98133 98134 98136 98144	98042 98047 98051 98054 98055 98056 98057 98058 98059 98062 98063 98064	98027 98028 98029 98033 98034 98039 98040 98041 98045 98050 98052 98053 98065
98145 98154 98155 98160 98164 98177 98181 98185 98191 98195 98199	98070 98071 98092 98093 98138 98146 98148 98158 98166 98168 98178 98188 98198 98354	98072 98074 98075 98077 98083 98224 98288

PROGRAMMER: CREATE VARIABLE = RIDEAREA

1 RIDER – SEATTLE/NORTH KING (RIDESTAT = 1 AND ZONE = 1)
2 INFREQUENT RIDER/NONRIDER – SEATTLE / NORTH KING (RIDESTAT GE 2 AND ZONE = 1)
3 RIDER – SOUTH KING (RIDESTAT = 1 AND ZONE = 2)
4 INFREQUENT RIDER/NONRIDER – SOUTH KING (RIDESTAT GE 2 AND ZONE = 2)
5 RIDER – EAST KING (RIDESTAT = 1 AND ZONE = 3)
6 INFREQUENT RIDER/NONRIDER – EAST KING (RIDESTAT GE 2 AND ZONE = 3)

[PROGRAMMING NOTE: CHECK FOR RIDEAREA QUOTAS]

GENDER ENTER GENDER OF RESPONDENT [VERIFY IF NEEDED BY ASKING:] This may sound silly, but I'm required to ask. Are you…

1 MALE
2 FEMALE

DEMO2 To ensure this study is representative can I get your age?

__ AGE [SKIP TO CELL1 If CELL SAMPLE – ALL OTHER SAMPLE SKIP TO GEN1]
99 REFUSED

DEMO2A [ASK IF: DEMO2 = 99] Would that be....

1 16-17
2 18-19
3 20-24
4 25-34
5 35-44
6 45-54
7 55-64
8 65 or Older
9 REFUSED

[PROGRAMMING NOTE: CHECK FOR AGE AND GENDER QUOTAS FOR BASE SAMPLE ONLY. FOR CELL & RIDER SAMPLE, ACCEPT ANY AGE / GENDER]

[IF OVER QUOTA FOR ANY CATEGORY, THEN ASK LAND1-4, DEMO8 THEN OQ INTO APPROPRIATE CATEGORY]

CELL1 **[IF SAMPLE=CELL-PHONE SKIP IF REF13=1]** In addition to your cell-phone, do you have a landline in your home that is used to make and receive calls?

[READ IF NECESSARY: By landline telephone we mean a "regular" telephone in your home that is connected to outside telephone lines through a cable or cord and is used to make and receive calls.]

1 YES
2 NO [CELL PHONE ONLY QUOTA]
9 REFUSED
[GO TO DEMO8; ASK DEMO8 THROUGH CORRECT; THEN SCREENER REFUSE]

CELL2 [ASK IF: CELL1 EQ 1 SKIP IF REF13=1] Do you primarily use your cell phone or landline to make and receive calls?

2 PRIMARILY CELL PHONE – PRIMARILY CELL
3 PRIMARILY LANDLINE – SKIP TO DEMO8 – NQ LANDLINE
4 BOTH EQUALLY – PRIMARILY CELL
9 DON'T KNOW / REFUSED-SCREENER REFUSAL

GENERAL RIDERSHIP – ALL RESPONDENTS

GEN1 Were you living in King County one year ago?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
9 DON'T KNOW / REFUSED

GEN2 Are you currently… [ACCEPT MULTIPLE RESPONSES]
[IF A STUDENT ONLY, PROBE: Do you also work?]

[IF A WORK ONLY, PROBE: Do you also attend classes?]

[INTERVIEWING NOTE: IF SELF-EMPLOYED SELECT "EMPLOYED"]

1 Employed/Self-Employed, [ASK GEN2A]
2 A student, [ASK GEN2B]
3 A homemaker, [COMMUTER = 3]
4 Retired, or [COMMUTER = 3]
5 Currently not employed? [COMMUTER = 3]
6 OTHER [SPECIFY] [SKIP TO Q3]
7 DISABLED [COMMUTER = 3]
88 DON'T KNOW [COMMUTER = 3]
99 REFUSED [COMMUTER = 3]

GEN2A [IF GEN2=1] Are you employed…

1 Full-time,
2 Part-time,
3 Or are you self-employed?
8 DON'T KNOW
9 REFUSED

GEN2B [IF GEN2=2] Are you a…

1 A full-time student or
2 A part-time student?
8 DON'T KNOW
9 REFUSED

GEN2BB [IF GEN2=2] Are you a…

1 High school or
2 College student?
8 DON'T KNOW
9 REFUSED

GEN2C [IF EMPLOYED AND A STUDENT (GEN2=1 AND GEN2=2)] Which do you consider to be your primary activity?

1 Employed
2 A student
8 DON'T KNOW
9 REFUSED

GEN3 [IF GEN2 EQ 1 OR GEN2C EQ 1] How many days a week do you [work]?
[IF GEN2 EQ 2 OR GEN2C EQ 2] How many days a week do you [attend school]?

_____ ENTER NUMBER OF DAYS

0 [COMMUTER = 3]

8 DON'T KNOW
9 REFUSED

GEN4 [IF GEN3 > 0 AND (GEN2 EQ 1 OR GEN2C EQ 1)] How many days a week do you travel to work, that is, **you work outside your home?**
[IF GEN3 > 0 AND (GEN2 EQ 2 OR GEN2C EQ 2)] How many days a week do you travel to school, that is, **you attend class outside your home?**

_____ ENTER NUMBER OF DAYS
0 TELEWORK / ALWAYS WORK FROM HOME [COMMUTER = 3]
8 DON'T KNOW [COMMUTER =3]
9 REFUSED [COMMUTER = 3]

PROGRAMMER: CREATE VARIABLE = COMMUTER
3-7 DAYS/WEEK WORK [COMMUTER = 1]
3-7 DAYS/WEEK SCHOOL [COMMUTER = 2]
0-2 DAYS/WEEK WORK [COMMUTER = 3]
0-2 DAYS/WEEK SCHOOL [COMMUTER = 3]
TELEWORK / ALWAYS WORK FROM HOME [COMMUTER = 3]
DON'T KNOW [COMMUTER =3]
REFUSED [COMMUTER = 3]

1 WORK COMMUTER
2 SCHOOL COMMUTER
3 NON-COMMUTER

GEN5 [IF GEN4 GE 1 AND (GEN2 EQ 1 OR GEN2C EQ 1)]Of the days that you travel to work, how many days do you take a Metro bus as part of that commute?

[IF GEN4 GE 1 AND (GEN2 EQ 2 OR GEN2C EQ 1)]Of the days that you travel to school, how many days do you take a Metro bus as part of that commute?

_____ ENTER NUMBER OF DAYS
8 DON'T KNOW
9 REFUSED

METRO RIDERSHIP – ALL RIDERS / INFREQUENT RIDERS
[ASK IF RIDESTAT = 1 OR 2; OTHERWISE SKIP TO MET8A]

MET1 How long have you been riding Metro regularly, that is, at least 1 trip a month? [READ LIST IF NECESSARY]

1 (Less than 3 Months)
2 (3 to 6 Months)
3 (6 Months to 9 Months)
4 (9 Months to 1 Year)
5 (1 to 2 Years)
6 (3 to 5 years)
7 (5 Years or More)
8 NOT A REGULAR RIDER
9 DON'T KNOW / REFUSED

MET1A [IF MET1 LE 5] Did you start riding the bus after September of 2008?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
9 DON'T KNOW / REFUSED

MET2 [IF MET1A EQ 1] How did you first hear about Metro? [ENTER ALL THAT APPLY]

1 KING COUNTY OR METRO WEBSITE
2 RECEIVED A MAILER AT HOME
3 HEARD ABOUT METRO ON THE NEWS
4 TELEVISION ADVERTISMENT
5 GOVERNMENT TELEVISION PROGRAM
6 READ ABOUT METRO IN THE NEWSPAPER
7 THROUGH SCHOOL
8 RECOMMENDED BY FRIEND/COLLEAGUE (WORD OF MOUTH)
9 SAW AN ADVERTISEMENT (Specify:_____)
10 RECEIVED BUS PASS AT WORK
11 RECEIVED SAMPLE FREE RIDE TICKETS
12 THROUGH EMPLOYER
13 BROCHURE
14 KING COUNTY METRO BLOG
15 TWITTER
16 SAW BUSES/BUS STOPS
17 ALREADY KNEW ABOUT IT
18 OTHER [SPECIFY]
98 DON'T KNOW
99 REFUSED

MET3 [IF MET1A EQ 1 OR MET1 LE 4] Why did you start riding the bus? [ENTER ALL THAT APPLY]

1 CHANGED JOBS/GOT A JOB/WORK
2 MOVED
3 JOBSITE/BUSINESS MOVED
4 STOPPED OR STARTED SCHOOL
5 BUS CHEAPER THAN DRIVING
6 SAVE MONEY ON GAS
7 SAVE MONEY ON PARKING
8 TO AVOID HAVING TO FIND PARKING
9 DON'T LIKE DRIVING IN TRAFFIC / DON'T LIKE DRIVING
10 BUS FASTER
11 BUS MORE CONVENIENT
12 MORE CONVENIENT WHEN GOING TO SPECIAL EVENT
13 CHANGES IN BUS SERVICE (SPECIFY NATURE OF CHANGES)
14 LOST USE OF CAR/ONLY MEANS OF TRANSPORTATION
15 COULDN'T/DON'T DRIVE/DON'T HAVE A LICENSE
16 OTHER (SPECIFY:_____)
17 ENVIRONMENTAL/LESS POLLUTION/SAVES ENERGY/TRYING TO BE GREEN
98 DON'T KNOW
99 REFUSED

MET4A [ASK IF: MET1 GE 5] Would you say that you are . . .

1 Riding more often than you did in previous years,
2 Riding the same amount as you did in previous years, or
3 Riding less often than you did in previous years?
8 DON'T KNOW
9 REFUSED

MET4B [ASK IF: MET4A EQ 1 OR 3] Why would you say that is? Why are you riding [more/less] than you were last year?

1 LOST JOB/CHANGED JOBS
2 JOBSITE MOVED
3 LIKE DRIVING/CAR IS MORE CONVENIENT
4 BUS TAKES TOO LONG
5 NEED A CAR FOR MY JOB
6 ROUTES DON'T GO WHERE I NEED THEM TO
8 BUS SCHEDULES DON'T RUN AT THE RIGHT TIMES
12 MOVED
14 STOPPED OR STARTED SCHOOL
15 BUS CHEAPER THAN DRIVING
16 SAVE MONEY ON GAS
17 SAVE MONEY ON PARKING
18 TO AVOID HAVING TO FIND PARKING
19 DON'T LIKE DRIVING IN TRAFFIC / DON'T LIKE DRIVING
20 BUS FASTER
21 BUS MORE CONVENIENT
22 MORE CONVENIENT WHEN GOING TO SPECIAL EVENT
23 CHANGES IN BUS SERVICE (SPECIFY NATURE OF CHANGES)
24 LOST USE OF CAR/ONLY MEANS OF TRANSPORTATION
25 COULDN'T/DON'T DRIVE/DON'T HAVE A LICENSE
26 OTHER [SPECIFY]
98 DON'T KNOW
99 REFUSED

MET4 To what extent do you use the bus system to get around? Would you say you use the bus for…

1 All of your transportation needs,
2 Most of your transportation needs
3 Some of your transportation needs, or
4 Very little of your transportation needs?
8 DON'T KNOW
9 REFUSED

MET5 When you ride the bus, what is the primary purpose of the trip you take most often?
[IF RESPONDENT SAYS TO GET / GO DOWNTOWN PROBE: What is the purpose of the trip you take to Downtown? / What do you do Downtown?]

1 TO/FROM WORK
2 TO/FROM SCHOOL
3 TO/FROM VOLUNTEERING
4 SHOPPING / ERRANDS
5 APPOINTMENTS ***/ DOCTOR VISITS***
6 FUN / RECREATION / SOCIAL / ***VISIT FRIENDS & FAMILY***
7 SPECIAL EVENTS (SEAFAIR, BUMBERSHOOT SHUTTLES)
8 JURY DUTY
9 DOWNTOWN
10 AIRPORT
11 OTHER [SPECIFY]
98 DON'T KNOW / NO SINGLE PRIMARY PURPOSE
99 REFUSED

MET6 During which of the following time periods do you ride Metro? Do you ride Metro… [READ LIST AND WAIT FOR YES/NO RESPONSE]

A Weekday mornings between 6:00 and 9:00 a.m.?
B Weekdays between 9:00 a.m. and 3:00 p.m.?
C Weekday afternoons between 3:00 and 6:00 p.m.?
D Weekday evenings between 6:00 and 7:00 p.m.?
E Weekday evenings after 7:00 p.m.?
F Any time on Saturday?
G Any time on Sunday?
H Weekday mornings before 6am (DO NOT READ – option here if respondents says so)
1 YES
2 NO [RECODED TO '0' IN DATA FILE]
9 DON'T KNOW/REFUSED

MET7 You said you generally ride the bus (to/for) [RESPONSE TO MET5]. How many transfers do you usually make when you use the bus (to/for) [RESPONSE TO MET5]?

___ ENTER NUMBER OF TRANSFERS
8 VARIES DEPENDING ON THE BUS I TAKE
9 DON'T KNOW / REFUSED

MET7A [IF MET7GE 1 AND LT 9] How many minutes do you usually wait for a bus when you transfer?

___ RECORD MINUTES
888 DON'T KNOW
999 REFUSED

MET7B [IF MET7 GT 1 AND LT 8] How many minutes do you usually wait for your longest transfer?

___ RECORD MINUTES
888 DON'T KNOW
999 REFUSED

MET9A [ALL RESPONDENTS] In the past 30 days, how many one-way rides have you personally taken on Metro service only within the Seattle Ride Free Area in Downtown Seattle – that is rides that started and ended in the Ride Free Area? [AS NEEDED: The Ride Free Area extends from the north at Battery St. to S. Jackson St. on the south, and east at I-5 to the waterfront on the west. Riders do not pay a fare when riding within this area between 6 a.m. and 7 p.m. daily.]

_____ ENTER NUMBER OF RIDES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

NON-RIDERS -- [RIDESTAT EQ 3]

NON1 You said that you have not ridden a Metro bus **outside the Ride Free Area** in the past 30 days. Have you **ever** ridden Metro Transit?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
9 DON'T KNOW / REFUSED

MET9B [IF RIDESTAT EQ 3 SKIP IF REF13=1] Have you or **anyone else** in your household ridden any Metro service within the past year? This time please include the Seattle Ride Free Area and Shuttle service to special events as well as regular bus service.

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
8 DON'T KNOW
9 REFUSED

FORMER-RIDERS – NON1 EQ1

NON2 [IF NON1 EQ 1] When was the last time you rode Metro Transit? Was it...

1 Within the past 6 months
2 Six months to one year ago
3 Between 1 and 5 years ago, or
4 More than 5 years ago?
9 DON'T KNOW/REFUSED

NON2A [IF NON2 EQ 1] When you rode the bus, what was the primary purpose of the trip you took most often?

1 TO/FROM WORK
2 TO/FROM SCHOOL
3 TO/FROM VOLUNTEERING
4 SHOPPING / ERRANDS
5 APPOINTMENTS ***/ DOCTOR VISITS***
6 FUN / RECREATION / SOCIAL / ***VISIT FRIENDS & FAMILY***
7 SPECIAL EVENTS (SPORTS, SEAFAIR, BUMBERSHOOT SHUTTLES)
8 JURY DUTY
9 DOWNTOWN
10 AIRPORT

11 OTHER [SPECIFY:_____]
98 DON'T KNOW / NO SINGLE PRIMARY PURPOSE
99 REFUSED

NON3 [IF NON2 EQ 1, 2, OR 3] What is the main reason you don't ride the bus now?
[IF: "I have a car / Car is convenient", PROBE: “Why is it more convenient?”]
[IF: "Problems with Schedule/Routing", PROBE: “What type of problems?”]

[PROBE FOR ONE RESPONSE]
1 CHANGED JOBS / MOVED
2 JOBSITE / BUSINESS MOVED
3 LOST JOB ***/ RETIRED***
4 CAR IS MORE CONVENIENT / LIKE DRIVING / HAVE A CAR (SPECIFY:_____)
5 NEED CAR FOR WORK / BEFORE OR AFTER WORK
6 WORK HOURS AREN'T REGULAR / FLEXIBLE ENOUGH
7 BUS TRAVEL TAKES TOO LONG
8 DISLIKE TRANSFERRING
9 PROBLEMS WITH BUS SCHEDULE / ROUTING (SPECIFY:_____)
10 DON'T LEAVE MY HOME / DON'T GO FAR FROM HOME / RETIRED
11 SERVICE NOT CLOSE TO HOME
12 TOO INCONVENIENT
13 WORK AT HOME / CLOSE TO MY HOME
14 BUS STOP TOO FAR
15 NO ROUTES WHERE I NEED TO GO
16 SCHEDULE IS INCONVENIENT
17 OTHER (SPECIFY:_____)
19 HAVE SMALL CHILDREN / HARD TO TRAVEL WITH CAR SEATS
20 BUS ATMOSPHERE / SMELL / BEHAVIOR OF OTHER PASSENGERS / ATMOSPHERE AT BUS STOP
21 NO NEED TO RIDE ANYMORE / DON’T GO DOWNTOWN / I FINISHED SCHOOL
99 DON'T KNOW / REFUSED

FARE PAYMENT - ALL RIDERS/INFREQUENT RIDERS -- [RIDESTAT = 1 OR 2]

FARE1A Do you currently pay your fare with an Orca card?

1 YES
2 NO [RECODED TO ‘0’ IN DATA FILE]
8 DON’T KNOW
9 REFUSED

FARE1B [IF FARE1A EQ 1] What product or products do you have on your Orca card?

1 A PASS
2 AN E-PURSE/MONEY ON THE CARD
3 BOTH A PASS AND AN E-PURSE
8 DON’T KNOW
9 REFUSED

FARE1C [IF FARE1B EQ 1 OR 3] What type of pass do you have on your Orca card?

1 Adult,
2 Youth,
3 A Senior or Disabled pass
4 A passport (Flexpass)?
8 DON'T KNOW
9 REFUSED

FARE1C2 [IF FARE1C EQ 3] Do you have a monthly pass on your Reduced Fare Permit)?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
8 DON'T KNOW
9 REFUSED

FARE1D [IF FARE1C EQ 1 OR 3] What is the maximum fare value on your pass?

[READ LIST IF NECESSARY]

1 ($.50)
2 ($.75)
3 ($1.00)
4 ($1.25)
5 ($1.50)
6 ($1.75)
7 ($2.00)
8 ($2.25)
9 ($2.50)
10 ($2.75)
11 ($3.00)
12 ($3.75)
13 ($4.00)
14 ($4.75)
15 I HAVE A FLEXPASS/PASSPORT

FARE2A [FARE1A <> 1] How do you usually pay your bus fare? Do you use...?
[IF:"Transfer" – PROBE: How do you pay for your transfer?]
[READ ENTIRE LIST] [SELECT ALL THAT APPLY]

[IF ANSWERS WITH A SPECIFIC PASS, E.G. U-PASS OR FLEXPASS, THEN SELECT OPTION "3"]

1 Cash [SKIP TO ORCA1 IF ONLY OPTION SELECTED]
2 Tickets or a Ticketbook, [SKIP TO ORCA1 IF ONLY OPTION SELECTED]
3 A pass,
4 A reduced fare permit with a sticker, or
5 A reduced fare permit with cash? [SKIP TO ORCA1 IF ONLY OPTION SELECTED]
6 OTHER [SPECIFY:_____] PROBE: READ LIST TWICE
98 DON'T KNOW [SKIP TO ORCA1]
99 REFUSED [SKIP TO ORCA1]

FARE2B [IF FARE2A EQ 3 OR 4] Is your [RESPONSE FROM FARE2A] a . . .

[READ LIST UNTIL RESPONDENT ANSWERS YES]

1 One-month
2 12-Month / Annual
3 FlexPass
4 U-Pass
5 Metro Reduced Fare Sticker for seniors
6 Metro Reduced Fare Sticker for Disabled Passengers
7 Student / Youth Pass
8 Go-Pass
9 Access pass
10 Vanpool / Transit Pass
11 Puget ship to shore pass
12 OTHER [SPECIFY:_____]
88 DON'T KNOW
99 REFUSED

FARE2C [IF FARE2B EQ 1] What is the maximum fare value on your pass? [READ LIST IF REQUIRED] [READ LIST UNTIL RESPONDENT ANSWERS YES]

1 ($.50/trip)
2 ($.75/trip)
3 ($1.00/trip)
4 ($1.25/trip)
5 ($1.50/trip)
6 ($1.75/trip)
7 ($2.00/trip)
8 ($2.25/trip)
9 ($2.50/trip)
10 ($2.75/trip)
11 ($3.00/trip)
12 ($3.75/trip)
13 ($4.00/trip)
14 ($4.75/trip)?
15 OTHER [SPECIFY]
88 DON'T KNOW
99 REFUSED

FARE3 [IF FARE1A EQ 1 OR FARE2A EQ 3 OR 4] Does your employer or school pay for part or all of your Metro [IF FARE2A=3 or 4 SHOW "pass" IF FARE1A=1 SHOW "pass or e-purse"]? (IF YES: Would that be all Metro costs or some? Would that be your school or your employer?)

1 (Yes, All paid for by school)
2 (Yes, All paid for by employer)
3 (Yes, Some paid for by school)
4 (Yes, Some paid for by employer)
5 (No, None paid for by school/employer)
8 DON'T KNOW
9 REFUSED

ORCA1 [ASK IF: FARE1A <> 1] How familiar are you with the new Orca card?

1	Very familiar	[RECODED TO '4' IN DATA FILE]
2	Somewhat familiar	[RECODED TO '3' IN DATA FILE]
3	Not familiar	[RECODED TO '2' IN DATA FILE]
4	Not at all familiar	[RECODED TO '1' IN DATA FILE]
8	DON'T KNOW	
9	REFUSED	

ORCA2 [ASK IF: ORCA1 = 1, 2 OR 3] Are you likely or unlikely to purchase an Orca card in the next three months? Would that be very or somewhat [LIKELY / UNLIKELY]?

1	VERY UNLIKELY
2	SOMWHAT UNLIKLEY
3	NEITHER LIKELY OR UNLIKELY
4	SOMEWHAT LIKELY
5	VERY LIKELEY
8	DON'T KNOW
9	REFUSED

ORCA3 [ASK IF: ORCA1 = 1, 2 OR 3 OR FARE1A = 1] From what you have seen, read, heard, or experienced, overall, are you satisfied or dissatisfied with the Orca program? Would that be very or somewhat [satisfied / dissatisfied]?

1	VERY DISSATISFIED
2	SOMEWHAT DISSATISIFIED
3	NEITHER SATISFIED OR DISSATISFIED
4	SOMEWHAT SATSIFIED
5	VERY SATISFIED
8	DON'T KNOW
9	REFUSED

USUAL BUS TRAVEL - ALL RIDERS / INFREQUENT RIDERS -- [RIDESTAT = 1 OR 2]

BUS1 Do your bus trips usually cross the Seattle City limits, that is, are they two-zone trips?

1	YES
2	NO [RECODED TO '0' IN DATA FILE]
8	DON'T KNOW
9	REFUSED

BUS2 How do you usually get from your home to your bus stop?

[PROBE FOR ONE RESPONSE]

1 WALK TO A BUS STOP NEAR MY HOME
2 COMES TO MY DOOR
3 DRIVE TO A PARK AND RIDE / TRANSIT CENTER
4 DRIVE AND PARK NEAR A BUS STOP
5 BIKE
6 DROPPED OFF
7 TRAIN
8 FERRY
9 OTHER [SPECIFY:_____]
10 DON'T TAKE A BUS FROM HOME
88 DON'T KNOW
99 REFUSED

BUS3A [ASK IF: BUS2 EQ 1] How many minutes does it take you to walk from your home to the bus stop?

____ ENTER NUMBER OF MINUTES
98 DON'T KNOW
99 REFUSED

BUS4A [ASK IF: BUS2 EQ 1] How many minutes do you feel is reasonable to walk from your home to a bus stop?

____ ENTER NUMBER OF MINUTES
97 WILL NEVER WALK TO BUS STOP
98 DON'T KNOW
99 REFUSED

BUS4B [ASK IF BUS 2 EQ 1 AND BUS4A <> 97] How many minutes do you feel is a long walk from your home to a bus stop, but you would still walk that far to the stop and ride the bus?

____ ENTER NUMBER OF MINUTES
98 DON'T KNOW
99 REFUSED

BUS4C [ASK IF BUS 2 EQ 1 AND BUS4A <> 97] How many minutes do you feel is so long a walk from your home to a bus stop that you would not walk to the bus stop and use an alternative mode of transportation instead?

____ ENTER NUMBER OF MINUTES
98 DON'T KNOW
99 REFUSED

[PROGRAMMER NOTE: CHECK – BUS4A < BUS4B < BUS4C]

BUS5 Metro is looking for ways to speed up bus trips. One approach that Metro could take is to remove some stops; spacing them about a quarter of a mile apart (about 2-3 city blocks) along bus routes.

[ROTATE OPTION1 AND OPTION2]

[OPTION1] This could speed up your bus trip by allowing the bus to travel along its route without making so many stops. However, this may result in a longer walk to or from your bus stop.

[OPTION2] This may result in a longer walk to or from your bus stop, but could speed up your bus trip by allowing the bus to travel along its route without making as many stops.

Would you support or oppose this option? [Would that be strongly or somewhat?]

1 STRONGLY OPPOSE
2 SOMEWHAT OPPOSE
3 NEUTRAL
4 SOMEWHAT SUPPORT
5 STRONGLY SUPPORT
8 DON'T KNOW
9 REFUSED

COMMUTE TRAVEL - ALL WORK AND STUDENT COMMUTERS -- [COMMUTER = 1 OR 2]

COMM1 In what geographic area do you... (work / attend school)? [READ LIST IN ENTIRETY BEFORE ACCEPTING RESPONSE]

[IF DOWNTOWN SEATTLE OR BELLEVUE, PROBE: Would that be downtown or a surrounding area?]

1 Downtown Seattle Core,
2 Surrounding Downtown Seattle
3 University District,
4 Other areas in North King County,
5 Downtown Bellevue,
6 Other areas in East King County,
7 South King County
8 Tacoma or other areas in Pierce County
9 Everett or other areas in Snohomish County
10 Somewhere Else? [SPECIFY:_____]
77 VARIES
88 DON'T KNOW
99 REFUSED

COMM1A [ASK IF COMM1 EQ 1 OR 2] Would that be . . . [READ ENTIRE LIST]

1 Downtown Seattle Core,
2 Denny Regrade
3 Belltown,
4 Pioneer Square,
5 International District,
6 Duwamish,
7 Sodo,
8 Queen Anne,
9 South Lake Union,
10 Capitol Hill,
11 First Hill, or
12 Somewhere Else Surrounding downtown Seattle? [SPECIFY:_____]
77 VARIES
88 DON'T KNOW
99 REFUSED

COMM1B [ASK IF COMM1 EQ 3 OR 4] Would that be . . . [READ ENTIRE LIST]

1 University District,
2 University Village,
3 Fremont,
4 Ballard,
5 Northgate
6 Kenmore,
7 Shoreline,
8 North Seattle, or
9 Somewhere Else in North King County? [SPECIFY:_____]
77 VARIES
88 DON'T KNOW
99 REFUSED

COMM1C [ASK IF COMM1 EQ 5 OR 6] Would that be . . . [READ ENTIRE LIST]

1 Bellevue,
2 Kirkland,
3 Redmond,
4 Overlake
5 Eastgate
6 Issaquah,
7 Bothell,
8 Woodinville,
9 Somewhere Else in East King County? [SPECIFY:_____]
77 VARIES
88 DON'T KNOW
99 REFUSED

COMM1D [ASK IF COMM1 EQ 7] Would that be . . . [READ ENTIRE LIST]

1 Auburn,
2 Federal Way,
3 Kent,
4 Renton,
5 Tukwila,
6 Southcenter,
7 SeaTac,
9 Somewhere Else in South King County? [SPECIFY:_____]
77 VARIES
88 DON'T KNOW
99 REFUSED

COMM2 How do you usually get to and from [work / school]?
[PROBE FOR **ONE RESPONSE**]
[IF DRIVE, PROBE – Would that be alone, with at least 2 people in the car, in a vanpool with 7 or more people, or a motorcycle?]
[IF BUS, PROBE – Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus OR SCHOOL BUS?]
[IF CARPOOL, PROBE – Do you carpool with other family members or with non-family members?]
[READ LIST ONLY IF NECESSARY]

1 (Drive Alone In Your Vehicle)
2 (Carpool with Other Family Members)
3 (Carpool with Non-Family Members)
4 (Vanpool, that is 7 or more people)
5 (Ride a Metro bus) **LOGIC CHECK: THESE SHOULD NOT BE RIDESTAT=3**
6 (Ride a Sound Transit Bus)
7 (Ride a Community Transit Bus)
8 (Ride a Pierce Transit Bus)
9 (Ride the Sounder Train)
10 (Ride a Sounder Train and Bus equally)
11 (Ride the Link Light Rail)
12 (Ride the Link Light Rail and bus equally)
13 (Ride the South Lake Union Streetcar)
14 (Ride ferry and bus equally)
15 (Ride passenger ferry and bus equally)
16 (Ride the South Lake Union Streetcar and bus equally)
17 (Ride a school bus)
18 (Ride an ACCESS van)
19 (Motorcycle)
20 (Bicycle or)
21 (Walk?)
22 (Work from Home / telecommute)
23 (Combination of transportation) [SPECIFY:_____]
24 OTHER [SPECIFY:_____]
88 DON'T KNOW
99 REFUSED

COMM2A [IF COMM2 =10, 12, 14, 15, or 16] Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?

1 METRO TRANSIT
2 SOUND TRANSIT
3 COMMUNITY TRANSIT
4 PIERCE TRANSIT
5 SCHOOL BUS
6 OTHER [SPECIFY]
8 DON'T KNOW
9 REFUSED

COMM3 How many miles do you travel from home to (work / school) one-way?
[PROBE: "Using your best estimate."] [IF LESS THAN 1, ENTER 1]

___ ENTER NUMBER OF MILES
777 VARIES
888 DON'T KNOW
999 REFUSED

COMM3A About how long does that usually take you?

___ ENTER TIME (HOURS OR MINUTES)
777 VARIES
888 DON'T KNOW
999 REFUSED

COMM3B TIME REFERENCE [SKIP IF COMM3A=777, 888 OR 999]

1 MINUTES
2 HOURS

COMM4 What is your usual schedule at (work / school)? First, what time do you begin?
[ENTER BOTH HOURS AND MINUTES] [CHECK NUMBER CAREFULLY. PRESS ENTER TO GO ON.]

____ TIME WORK / SCHOOL BEGINS
7777 CHANGES / VARIES FROM DAY TO DAY [SKIP TO COMM7]
8888 DON'T KNOW [SKIP TO COMM7]
9999 REFUSED [SKIP TO COMM7]

COMM4A VERIFY TIME REFERENCE [SKIP IF COMM4=777, 888 OR 999]

1 AM
2 PM

COMM5 [ASK IF: COMM4 <> 777, 888, OR 999] And what time do you finish (work / school)?
[ENTER BOTH HOURS AND MINUTES] [CHECK NUMBER CAREFULLY. PRESS ENTER TO GO ON.]

_____ TIME WORK / SCHOOL ENDS
7777 CHANGES / VARIES FROM DAY TO DAY
8888 DON'T KNOW
9999 REFUSED

COMM5A VERIFY TIME REFERENCE [SKIP IF Q37=777, 888 OR 999]

1 AM
2 PM

COMM6 [ASK IF: COMM4 <> 777, 888, OR 999] [COMPUTE NUMBER OF HOURS WORK] To verify do you typically work [SHOW COMPUTATION] per day?

1 YES
2 NO [IF NO GO BACK AND REASK COMM4 AND COMM5]
9 DON'T KNOW / REFUSED

COMM7 [IF COMMUTER EQ 1] About how many employees work for your employer at your place of employment?

[IF NEEDED: Please include only the employees that work at your branch / work site]

1 100 OR MORE
2 51-99
3 26-50
4 25 OR FEWER
8 DON'T KNOW
9 REFUSED

PARKING - ALL WORK AND STUDENT COMMUTERS -- [COMMUTER = 1 OR 2]

PARK1 Does your [employer / school] offer or provide you with free or reduced fee parking at [work / school]? [PROBE: "Is that free or reduced fee?"]

1 YES – FREE [SKIP TO PARK2B]
2 YES - REDUCED FEE
3 NO
4 FREE, BUT NOT PROVIDED BY EMPLOYER / SCHOOL [SKIP TO PARK2B]
5 FREE, BUT DON'T KNOW WHO PAYS [SKIP TO PARK2B]
8 DON'T KNOW [SKIP TO PARK2B]
9 REFUSED [SKIP TO PARK2B]

PARK2 [IF (PARK1 = 2 OR 3) AND (COMM2=1,2,3,4 or 18)] How much do you personally pay for parking? [ENTER DOLLARS AND CENTS. YOU MUST ENTER A DECIMAL POINT TO INDICATE CENTS.]

_____ RECORD PARKING COST
66666 ***Nothing / Don't pay*** (RECODE BACK INTO PARK1=5)
77777 OTHER [SPECIFY:_____]
88888 DON'T KNOW
99999 REFUSED

PARK2A [IF PARK2 NE 77777 OR 88888 OR 99999] SELECT

1 PER DAY
2 PER MONTH
3 PER QUARTER
4 PER SEMESTER
5 PER YEAR

PARK2B How many days a month do you park at [work / school]?

__	NUMBER OF DAYS PARK / MONTH
88	DON'T KNOW
99	REFUSED

PARK3 [IF RIDESTAT EQ 3 OR COMM2 NE 5 – 18] Overall, how appealing to you personally is the idea of using the bus instead of driving to [work/school]? Would you say

1	Very appealing,	[RECODED TO '5' IN DATA FILE]
2	Somewhat appealing,	[RECODED TO '4' IN DATA FILE]
3	Not very appealing, or	[RECODED TO '2' IN DATA FILE]
4	Not at all appealing?	[RECODED TO '1' IN DATA FILE]
5	NEITHER APPEALING NOR UNAPPEALING	[RECODED TO '3' IN DATA FILE]
8	DON'T KNOW	
9	REFUSED	

OTHER TRAVEL – ALL RESPONDENTS

PERT1 What method of transportation do you usually use to get around for <u>most</u> of your personal that is non-work, travel? [PROBE FOR WHAT THEY USE MOST OFTEN]
[IF DRIVE, PROBE – Would that be alone, with at least 2 people in the car, in a vanpool with 7 or more people, or a motorcycle?]
[IF BUS, PROBE – Is that a Metro, Sound Transit, Community Transit, or Pierce Transit bus?]
[IF CARPOOL, PROBE – Do you carpool with other family members or with non-family members?]
[READ LIST ONLY IF NECESSARY]

1	(Drive Alone In Your Vehicle)
2	(Carpool with Other Family Members)
3	(Carpool with Non-Family Members)
4	(Vanpool, that is 7 or more people)
5	(Ride a Metro bus)
6	(Ride a Sound Transit Bus)
7	(Ride a Community Transit Bus)
8	(Ride a Pierce Transit Bus)
9	(Ride the Sounder Train)
10	(Ride a Sounder Train and Bus equally)
11	(Ride a school bus)
12	(Ride an ACCESS van)
13	(Motorcycle)
14	(Bicycle)
15	(Walk)
17	COMBINATION OF TRANSPORTATION [SPECIFY:_____]
18	OTHER [SPECIFY:_____]
88	DON'T KNOW
99	REFUSED

PERT2 [IF RIDESTAT EQ 3 OR PERT1 NE 5, 6, 7, 8, 9, 10, 11, OR 12] Overall, how appealing to you personally is the idea of using the bus for your personal, non-work travel? Would you say...

1	Very appealing,	[RECODED TO '5' IN DATA FILE]
2	Somewhat appealing,	[RECODED TO '4' IN DATA FILE]
3	Not very appealing, or	[RECODED TO '2' IN DATA FILE]
4	Not at all appealing?	[RECODED TO '1' IN DATA FILE]
5	NEITHER APPEALING NOR UNAPPEALING	[RECODED TO '3' IN DATA FILE]
8	DON'T KNOW	
9	REFUSED	

POTENTIAL TO INCREASE RIDERSHIP
IF (RIDESTAT EQ 3 OR COMM2 EQ 1) AND (PARK3 OR PERT2 LE 3 OR EQ 5)

BARRINT On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus.
[ROTATE ORDER IN BLOCKS BARR1 - BARR14 AND BARR15 - BARR19]

[IF NEEDED: On a scale of 1 to 7 where "1" means it is "not a barrier at all" and "7" means it is a "very significant barrier," please rate the extent to which each of the following is a barrier to you taking the bus.

[IF NEEDED: A barrier means anything that keeps you from riding the bus.]

1	NOT A BARRIER AT ALL
2	
3	
4	
5	
6	
7	VERY SIGNIFICANT BARRIER
8	DON'T KNOW
9	REFUSED

BARR1	Time it takes to travel by bus
BARR2	Overcrowded buses
BARR3	Concerns about personal safety while riding the bus
BARR4	Concerns about personal safety while waiting for the bus
BARR5	Having to transfer **[IF NEEDED**: Having to take more than one bus**]**
BARR6	Having to plan around bus schedules
BARR7	Not knowing how to use the bus system
BARR8A	No access to a park-and-ride lot
BARR8B	Lack of parking at park and ride lots
BARR9	The behavior of others on the bus
BARR10	No bus stops near your home
BARR11	Bus routes don't go where you want to go
BARR12	**[IF COMMUTER = 1 OR 2]** Frequency of bus service after 6 p.m.
BARR13	**[IF COMMUTER = 1 OR 2]** Employer provides free or inexpensive parking

BARR14 **[IF COMMUTER = 1 OR 2]** Need a car in case of an emergency at home
BARR15 **[IF COMMUTER = 1]** No bus stop near work
[IF COMMUTER = 2] No bus stop near school
BARR16 **[IF COMMUTER = 1]** Need a car during the work day for work-related business
BARR17 **[IF COMMUTER = 1]** Need a car during the day for personal errands
[IF COMMUTER = 2] Need a car during the day for personal errands
BARR18 **[IF COMMUTER = 1]** Often have to work late
[IF COMMUTER = 2] Often have to be at school late
BARR19 **[IF COMMUTER = 1]** Work hours are irregular
[IF COMMUTER = 2] School hours are irregular
BARR20 No place to sit
BARR21 The behavior of others at the bus stops
BARR22 Overall frequency of service

BARR23 If these barriers did not exist, would you ride the bus [ride the bus more often]? Would you say you would…
[SHOW COMMAND IF RIDESTAT = 1 OR 2 for "ride the bus more often".]

1 Definitely ride, [RECODED TO '4' IN DATA FILE]
2 Probably ride, [RECODED TO '3' IN DATA FILE]
3 Might ride, or [RECODED TO '2' IN DATA FILE]
4 Not ride? [RECODED TO '1' IN DATA FILE]
9 DON'T KNOW/REFUSED

PARK AND RIDE

PAR1 [ALL RESPONDENTS] Have you used a Metro park and ride lot within the last year?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
9 DON'T KNOW / REFUSED

PAR2 [IF PAR1=1] How many times have you used Metro's park and ride lots in the last 30 days?

_____ ENTER NUMBER OF TIMES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

PAR2A [IF PAR1 EQ 1] Do you usually use the park and ride to… [READ LIST AND ACCEPT ONE RESPONSE]

1 Catch a bus / train,
2 Transfer from another bus/ train,
3 Meet vanpool partners,
4 Meet carpool partners,
5 Just use as a parking lot,
6 Pickup/Drop-off someone, or
7 For some Other Reason? [SPECIFY:_____]
9 DON'T KNOW / REFUSED

PAR3 [IF PAR1 EQ 1] How do you usually get from home to the park and ride lot?

1 DRIVE YOURSELF
2 GET DROPPED OFF
3 WALK
4 BICYCLE
5 BUS
6 OTHER [SPECIFY]
7 CARPOOL
9 DON'T KNOW / REFUSED

RIDER SATISFACTION - ALL RIDERS / INFREQUENT RIDERS
[RIDESTAT = 1 OR 2]

SAT1INT Next, I am going to name several aspects of bus service and ask about your satisfaction with each aspect. As I read each item, please tell me whether you are satisfied or dissatisfied. Would that be very or somewhat [satisfied / dissatisfied]? [RANDOMIZE SAT1A to SAT1U]

SAT1A [ALL] On-time performance of buses

[PROMPT AS REQUIRED: Are you satisfied or dissatisfied? Would that be very or somewhat?]

1 VERY DISSATISFIED
2 SOMEWHAT DISSATISFIED
3 NO OPINION
4 SOMEWHAT SATISFIED
5 VERY SATISFIED
6 DOES NOT APPLY
8 DON'T KNOW
9 REFUSED

SAT1B [ALL] Cleanliness of bus shelters
SAT1C [ALL] Inside cleanliness of buses
SAT1D [ALL] Availability of seating on the bus
SAT1E [ALL] Where the bus routes go
SAT1F [ALL] Frequency of service
SAT1G [ALL] Driver courtesy
SAT1H [ALL] Driver Helpfulness with route/stop information
SAT1I [P&R LOT USERS – PAR1 EQ 1] The ability to get a parking space at park and ride lots
SAT1J [ALL] The number of stops the bus makes on your trip
SAT1K [ALL] The number of transfers you have to make to get where you are going
SAT1L [ALL TRANSFERS – MET7 EQ 1-8] The wait time when transferring buses
SAT1M [ALL] Amount of time it takes to travel by bus
SAT1N [ALL] Ability to get information about Metro's Routes and Schedules
SAT1O [ALL] Ability to get current printed timetables for bus routes
SAT1P [ALL] Personal safety on the bus related to the conduct of others during the daytime

SAT1Q [ALL] Personal safety on the bus related to the conduct of others after dark
SAT1R [ALL] Driver operates the bus in a safe and competent manner
SAT1S [ALL] Personal safety waiting for the bus in the daytime
SAT1T [ALL] Personal safety waiting for the bus after dark
SAT1U [ALL] Overcrowding on the bus
SAT1V [P&R LOT USERS – PAR1 EQ 1] Personal safety at the park-and-ride lot
SAT1W [P&R LOT USERS – PAR1 EQ 1] Security of your automobile at the park-and-ride lot

SAT1X [ALL] Overall, how satisfied are you with Metro Transit?

SAT1OPROBE: [ASK IF: SAT10 LE 2] You indicated you were dissatisfied with your ability to get current printed timetables for bus routes. Where did you try to get a timetable? [SELECT ALL THAT APPLY]

1 ON THE BUS
2 AT A LIBRARY
3 IN A MAJOR DOWNTOWN BUILDING
4 AT A TRANSIT CENTER
5 AT A PASS SALES OFFICE
6 AT A HEALTH CARE FACILITY
7 AT A SHOPPING MALL
8 AT A BUSINESS SITE / A STORE OR SMALL BUSINESS
9 OTHER [SPECIFY:_____]
10 ***METRO WEBSITE / ONLINE***
99 DON'T KNOW / REFUSED

METRO INFORMATION SERVICES

TECH1 Which sources do you use to get information about Metro? **[READ LIST. RECORD ALL THAT APPLY]**

1 Printed timetables
2 Metro Transit website @ www.metro.kingcounty.gov
3 Rider Information telephone line [READ IF NECESSARY: (206)-553-3000)
4 Information posted at bus stops
5 Information posted at transit centers or at park and ride lots
6 "Bus time", Metro's automated information line you can access by phone
7 Or some other source? [SPECIFY:_____]
8 ***WORD OF MOUTH / FRIENDS / CO-WORKERS***
9 ***INTERNET / GOOGLE***
77 NONE OF THE ABOVE
88 DON'T KNOW
99 REFUSED

TECH3 [IF TECH1 NE 2] Have you visited Metro Transit's website at metro.kingcounty.gov?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
9 DK/REFUSED

TECH2 [ASK IF: TECH1 = 2 OR TECH 3 EQ 1] The last time you visited Metro Transit's website, what information were you looking for?

1 TIMETABLE/BUS SCHEDULE OR TIMES
2 FARES
3 ROUTE MAP
4 SYSTEM MAP
5 TRIP PLANNER/TO PLAN A TRIP
6 GENERAL INFORMATION (park & ride locations, jobs, comments, complaints)
7 NEXT BUS / HOW LONG UNTIL THE NEXT BUS ARRIVES
8 SERVICE STATUS, ROUTE CHANGES
9 SERVICE/ROUTE CHANGES DUE TO ADVERSE WEATHER CONDITIONS / EMERGENCY INFORMATION
10 OTHER (SPECIFY:_____)
88 DON'T KNOW
99 REFUSED

TECH4A [IF TECH1 = 2 OR TECH3 EQ 1] Overall, are you satisfied or dissatisfied with your ability to get information from Metro Transit's website at metro.kingcounty.gov? (Would that be very or somewhat [satisfied / dissatisfied?

1 VERY DISSATISFIED
2 SOMEWHAT DISSATISFIED
3 NO OPINION
4 SOMEWHAT SATISFIED
5 VERY SATISFIED
88 DON'T KNOW
99 REFUSED

TECH4B [ASKIF TECH 4A EQ 1 OR 2} Why are you dissatisfied? [MULTIPLE RESPONSE]

1 WEBSITE WAS TOO SLOW IN LOADING
2 HARD TO FIND WHAT I WAS LOOKING FOR
3 SYSTEM IS ALWAYS DOWN
4 DIDN'T HAVE WHAT I WAS LOOKING FOR
5 HARD TO NAVIGATE
6 OTHER [SPECIFY:_____]
7 ***WEBSITE ERRORS / TECHNICAL DIFFICULTIES***
88 DON'T KNOW

ADVERS1 [ASK IF: TECH2 <> 9] Did you try to get information about Metro's service during last year's snowstorm?

[IF NEEDED: Information like adverse, weather, route changes, route delays, etc.]
1 Yes
2 No [RECODED TO '0' IN DATA FILE]
9 DK/REFUSED

ADVERS3 [IF TECH2 = 9 OR ADVERS1 = 1] Were you satisfied or dissatisfied with your ability to get the information you were looking for? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

1 VERY DISSATISFIED
2 SOMEWHAT DISSATISFIED
3 NO OPINION
4 SOMEWHAT SATISFIED
5 VERY SATISFIED
8 DON'T KNOW
9 REFUSED

ADVERSE4 [IF ADVERSE3 EQ 1 OR 2] Why were you dissatisfied? [MULTIPLE RESPONSE]

1 WEBSITE WAS TOO SLOW IN LOADING
2 HARD TO FIND WHAT I WAS LOOKING FOR
3 SYSTEM IS ALWAYS DOWN
4 DIDN'T HAVE WHAT I WAS LOOKING FOR
5 HARD TO NAVIGATE
6 INFORMATION WAS NOT ACCURATE
7 OTHER [SPECIFY:_____]
8 DON'T KNOW
9 REFUSED

CELL_INT King County Metro is looking for better ways to use technology to get information on bus arrival times to our customers through wireless devices.

LAND3 [IF SAMPLE=BASE, AGE-TARG OR RIDER AND REF13<>1] In addition to your landline, do you have a cell-phone or other hand-held device that is used to make and receive calls? [IF YES: Probe for type] ACCEPT MULTIPLE RESPONSES

1 YES – CELL PHONE
2 YES – OTHER HANDHELD DEVICE
3 NO
9 REFUSED

LAND4 [IF LAND3 EQ 1] Do you primarily use your [RESTORE RESPONSE FROM LAND3] or landline phone to make or receive calls?

1 PRIMARILY CELL PHONE
2 PRIMARILY LANDLINE
3 BOTH EQUALLY
9 DON'T KNOW / REFUSED

CELUSE1AA [IF LAND3 LE2 OR REF11A=1 OR SAMPTYPE=1] Does your [INSERT LAND3 RESPONSE] [READ LIST BELOW AND ENTER YES / NO RESPONSE FOR EACH ITEM]

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
8 DON'T KNOW
9 REFUSED

CELUSE1AA_1 Have the capability to access the Internet?

CELUSE1AA_2 Have the capabilities to send and receive text messages?

CELUSE1AB. Do you have any other hand-held device capable of accessing the internet?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
8 DON'T KNOW
9 REFUSED

CELUSE1AC. [ASK IF: CELUSE1AA_1 = 1 OR CELUSE1AB = 1] Does the device you use to access the internet have a camera?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
8 DON'T KNOW
9 REFUSED

CELUSE1B [[IF CELUSE=1AA_1 OR CELUSE1AB = 1]] Do you personally use your [RESTORE RESPONSE FROM LAND3] to access the Internet?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
8 DON'T KNOW
9 REFUSED

CELUSE2A [ASK IF CELUSE1B = 1] Have you personally used your RESTORE RESPONSE FROM LAND3] to get information about King County Metro transit from the internet?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
8 DON'T KNOW
9 REFUSED

CELUSE2B [ASK IF CELUSE2A = 1] What Metro transit information have you looked for on your [INSERT LAND3 RESPONSE]? [SELECT ALL THAT APPLY].

1 WEATHER ALERTS / IMPACT OF ADVERSE WEATHER ON BUS SERVICE
2 TRAFFIC REPORTS
3 UPDATE ON WHEN THE NEXT BUS WILL ARRIVE
4 BUS SCHEDULES / TIMETABLES
5 SERVICE CHANGES
6 OTHER (Specify:_____)
7 TRIP PLANNER
88 DON'T KNOW
99 REFUSED

CELUSE3 [ASK IF CELUSE2A = 1] Were you satisfied or dissatisfied with your ability to get the information about Metro transit with your [INSERT LAND3 RESPONSE]? Would that be very or somewhat [SATISFIED / DISSATISFIED]?

1 VERY DISSATISFIED
2 SOMEWHAT DISSATISFIED
3 NO OPINION
4 SOMEWHAT SATISFIED
5 VERY SATISFIED
88 DON'T KNOW
99 REFUSED

CELUSE3A [IF CELUSE3 = 1 OR 2] Why were you dissatisfied? [MULTIPLE RESPONSE]

1 WEBSITE WAS TOO SLOW IN LOADING
2 HARD TO FIND WHAT I WAS LOOKING FOR
3 TOO SMALL / COULDN'T READ THE WEBSITE
4 SYSTEM IS ALWAYS DOWN
5 DIDN'T HAVE WHAT I WAS LOOKING FOR
6 HARD TO NAVIGATE ON A SMALL SCREEN
7 BAD FORMATT/COULDN'T READ
8 OTHER [SPECIFY:_____]
88 DON'T KNOW
99 REFUSED

CELUSE6 [ASK IF CELUSE2A EQ 2] Would you be likely or unlikely to use your [INSERT CELUSE1A RESPONSE] to access Metro transit information from the internet in the future? Would that be very or somewhat [LIKELY/VERY UNLIKELY]?

1 VERY UNLIKELY
2 SOMEWHAT UNLIKELY
3 NEITHER LIKELY NOR UNLIKELY
4 SOMEWHAT -LIKELY
5 VERY -LIKELY
8 DON'T KNOW
9 REFUSED

CELUSE7 [ASK IF CELUSE1AA_2 EQ 1] If the option were available, would you be interested or not interested in receiving information about Metro transit service via text messages on your cell phone? [READ LIST IF NEEDED] Would that be very or somewhat [Interested / uninterested]?

[IF NEEDED: This would be information like adverse weather reports, traffic updates, route changes, service delays, etc.]

1 VERY UNINTERESTED
2 SOMEWHAT UNINTERESTED
3 NEITHER INTERESTED OR UNINTERESTED
3 SOMEWHAT INTERESTED
4 VERY INTERESTED
8 DON'T KNOW
9 REFUSED

SOCIAL1A Do you personally use social networking sites like Twitter, Facebook, or LinkedIn?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
88 DON'T KNOW
99 REFUSED

SOCIAL1B [ASK IF SOCIAL1A = 1] Which of the following do you use?

ROTATE 1 – 4 [CHECK ALL THAT APPLY] [READ LIST]

1 Twitter
2 Facebook
3 Linked-In
4 MySpace
5 Other [SPECIFY]
88 DON'T KNOW
99 REFUSED

SOCIAL1C [SOCIAL1A = 1] If the option were available, would you be interested or not interested in receiving information about Metro transit service via a social networking site, such as Twitter or Facebook? Would that be very or somewhat [Interested / uninterested]?

[IF NEEDED: This would be information like adverse weather reports, traffic updates, route changes, service delays, etc.]

1 VERY UNINTERESTED
2 SOMEWHAT UNINTERESTED
3 NEITHER INTERESTED OR UNINTERESTED
3 SOMEWHAT INTERESTED
4 VERY INTERESTED
8 DON'T KNOW
9 REFUSED

MAP1 [IF RIDESTAT = 1 OR 2] Would you be interested or not interested in seeing route, system or area maps posted at the bus stops? Would that be very or somewhat [Interested / uninterested]?

1 VERY UNINTERESTED
2 SOMEWHAT UNINTERESTED
3 NEITHER INTERESTED OR UNINTERESTED
3 SOMEWHAT INTERESTED
4 VERY INTERESTED
8 DON'T KNOW
9 REFUSED

MAP2 [IF MAP1 EQ 4 OR 5] If you could only choose one, would you prefer route maps, system maps or area maps posted at the bus stops?

[AS NEEDED: Route maps are specific to one route and show all information regarding that route. A system map shows Metro's entire system of routes. Area maps show routes that serve that particular area]

1 PREFER ROUTE MAPS
2 PREFER SYSTEM MAPS
3 PREFER AREA MAPS
8 DON'T KNOW
9 REFUSED

DEMOGRAPHIC QUESTIONS

DEMO Finally, I have some background questions that will be used to help us analyze the results of the study.

DEMO1 Do you have a valid driver's license?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
8 DON'T KNOW
9 REFUSED

DEMO1A [ASK IF DEMO1 = 1] How many vehicles in working condition do you have available for your use?

__ ENTER NUMBER OF AUTOMOBILES
8 8 OR MORE
9 REFUSED

DEMO4 Do you consider yourself? [READ LIST AND SELECT ALL THAT APPLY]

1 American Indian / Alaska Native,
2 Asian – American / Pacific-Islander,
3 African - American,
4 Hispanic (MEXICAN, MEXICAN AMERICAN, CHICANO, OR LATINO)
5 White / Caucasian - American, or
6 Another race? [SPECIFY]
8 DON'T KNOW
9 REFUSED

DEMO5 Is your total annual household income above or below $35,000 per year?

1 BELOW $35,000 PER YEAR
2 ABOVE $35,000 PER YEAR [SKIP TO DEMO5B]
8 DK - PROBE FOR BEST ESTIMATE [SKIP TO DEMO6]
9 REFUSED [SKIP TO DEMO6]

DEMO5A [IF DEMO5 = 1] Would that be....?

1 Less than $7,500,
2 $7,500 up to $15,000,
3 $15,000 up to $25,000, or
4 $25,000 up to $35,000?
8 DON'T KNOW
9 REFUSED

DEMO5B [IF DEMO5 = 2] Would that be....?

1 $35,000 up to $55,000,
2 $55,000 up to $75,000,
3 $75,000 up to $100,000,
4 $100,000 up to $150,000, or
5 $150,000 and up?
8 DON'T KNOW
9 REFUSED

DEMO6 For our records, I need to verify your telephone number. Is it... [SHOW PHONE]?

1 YES
2 NO
9 REFUSED

DEMO6A [IF DEMO6 = 2] What is your correct telephone number?

[ENTER CORRECT PHONE NUMBER AND ALSO WRITE IN ON CALL RECORD SHEET]

_____ ENTER PHONE NUMBER
(999) 999-9999 REFUSED

LAND1 [ASK IF SAMPLE IS BASE, RIDER , AGE-TARG or CELL1 = 1] AND REF13<>1 How many landline telephone numbers are associated with this household?

Do not include cellular telephone service.

[READ IF NECESSARY: By landline telephone we mean a "regular" telephone in your home that is connected to outside telephone lines through a cable or cord and is used to make and receive calls.]

___ ENTER NUMBER [VALID RANGE: 1-98; LAND1 CANNOT = 0]
99 DON'T KNOW / REFUSED

LAND2 [ASK IF: (LAND1 > 1 IF BASE OR RIDER) OR LAND1 GE 1 IF CELL PHONE AND REF13<>1]

How many telephone lines in your household are currently used only for non-voice communications, such as a dedicated fax or modem line?

[READ IF NECESSARY: Do NOT include cellular telephone service.]

___ ENTER NUMBER [VALID RANGE: 0-98]
99 DON'T KNOW / REFUSED

DEMO7B Have you been without telephone service at your place of residence for more than three months anytime in the last year?
[READ IF NECESSARY: Do NOT include cellular telephone service]

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
9 DON'T KNOW / REFUSED

PROGRAMMING NOTE: COMPLETE SURVEY

DEMO8 We may be doing other studies similar to this one in the future. May we call you again if we do?

1 YES - OKAY TO CALL
2 NO - DON'T CALL / REFUSED [SKIP TO THANK]

DEMO8A May I have your first name, so we will know who to ask for?

[OPEN END]

THANK

THANK That concludes our survey. Thank you very much for your time and the useful information you have provided us.

THANK2 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. Today we are only interviewing residents of King County.

THANK3 Thank you very much for answering those questions. We appreciate your cooperation.

THANK4 That completes our survey. Thank you for your time. We appreciate your cooperation in agreeing to complete this survey.

THANK5 Thank you very much for answering those questions. This data is really important for our survey.

THANK6 Thank you for your time. We appreciate your cooperation in agreeing to complete this survey. Today we are only interviewing residents 16 years of age or older.

THANK8 Thank you for your time, but we are unable to continue without that information.

Sample Banner Pages

Banner #1: Area of Residence, Rider Status, Non-Riders, Commuter Status, Commute Mode, and Satisfaction with Metro

King County Metro - 2009 Rider/Non-Rider Study

Banner 1 - Ridership
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = 2009 RESPONDENTS

		Area of Residence			Individual Rider Status			Nonriders		Commute Status				Commute Mode				Satisfaction with Metro			
	Total	North	South	East	Regular Rider	Infreq. Rider	Non Rider	Former Rider	Never Ridden	Total Commuter	Work Commuter	School Commuter	Non Commuter	SOV	Metro Bus	Carpool/ Vanpool	Other	Total Satisfied	Very Satisfied	Somewhat Satisfied	Not Satisfied
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED TOTAL	2425	953	833	639	444	268	1713	1001	697	1434	1282	152	991	930	230	120	153	652	330	323	47
TOTAL RESPONDING	2425	953	833	639	444	268	1713	1001	697	1434	1282	152	991	930	230	120	153	652	330	323	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2425	805	810	810	1219	198	1008	589	410	1545	1331	214	880	633	589	110	211	1313	723	590	82
Regular rider	444	277	93	74	444	-	-	-	-	315	260	55	129	31	212	13	57	410	225	184	27
	18%	29%	11%	12%	100%					22%	20%	36%	13%	3%	92%	11%	37%	63%	68%	57%	56%
		CD								M	M	KM			NPQ	N	NP		T		
Infrequent rider	268	160	55	54	-	268	-	-	-	167	146	21	101	101	17	22	28	243	104	139	21
	11%	17%	7%	8%		100%				12%	11%	14%	10%	11%	7%	18%	18%	37%	32%	43%	44%
		CD												O		O	NO			S	
Nonrider	1713	516	686	511	-	-	1713	1001	697	952	876	77	761	797	2	85	68	-	-	-	-
	71%	54%	82%	80%			100%	100%	100%	66%	68%	50%	77%	86%	1%	71%	45%				
			B	B							L		KLJ	OPQ		OQ	O				

Comparison Groups: BCD/EFG/HI/JM/KLM/NOPQ/RU/STU
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Opinion Research Corporation (Fall/Winter 2009)

Banner #2: Seattle / North King County

King County Metro - 2009 Rider/Non-Rider Study

Banner 2 - Ridership Seattle/North King County
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = SEATTLE / NORTH KING COUNTY

		Ind. Rider Status			Frequency of Riding				Nonriders		Commute Status				Commute Mode				Satisfaction with Metro			
	Total	Regulr Rider	Infreq Rider	Non Rider	Occas Rider	Infreq Rider	Moderat Rider	Freqnt Rider	Former Ridden	Never Ridden	Total Commtr	Work Commtr	School Commtr	Non Commtr	SOV	Metro Bus	Carpool/ Vanpool	Other	Total Satis.	Very Satis.	Somwhat Satis.	Not Satis.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED TOTAL	953	277	160	516	25	160	85	190	386	126	557	488	69	396	280	147	36	94	403	199	204	28
TOTAL RESPONDING	953 100%	277 100%	160 100%	516 100%	25 100%	160 100%	85 100%	190 100%	386 100%	126 100%	557 100%	488 100%	69 100%	396 100%	280 100%	147 100%	36 100%	94 100%	403 100%	199 100%	204 100%	28 100%
UNWEIGHTED TOTAL	805	403	112	290	14	112	123	276	217	71	502	432	70	303	181	204	27	89	474	241	233	33
Regular rider	277 29%	277 100%	-	-	-	-	85 100%	190 100%	-	-	197 35% N	164 34% N	33 48% LN	80 20%	19 7%	134 91% OQR	6 17%	38 40% OQ	255 63%	135 68%	120 59%	18 64%
Infrequent rider	160 17%	-	160 100%	-	-	160 100%	-	-	-	-	93 17%	81 17%	11 16%	67 17%	53 19% P	11 8%	10 28% P	19 20% P	148 37%	64 32%	84 41%	10 36%
Nonrider	516 54%	-	-	516 100%	25 100%	-	-	-	386 100%	126 100%	267 48%	242 50% M	25 36%	249 63% LMK	208 75% PR	2 1%	20 55% P	37 40% P	-	-	-	-

Comparison Groups: BCD/EFGH/IJ/KN/LMN/OPQR/SV/TUV
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Opinion Research Corporation (Fall/Winter 2009)

Banner #3: South King County

King County Metro - 2009 Rider/Non-Rider Study

Banner 3 - Ridership South King County
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = SOUTH KING COUNTY

		Ind. Rider Status			Frequency of Riding				Nonriders		Commute Status				Commute Mode				Satisfaction with Metro			
	Total	Regulr Rider	Infreq Rider	Non Rider	Occas. Rider	Infreq Rider	Modert Rider	Freqnt Rider	Former Ridden	Never Ridden	Total Commtr	Work Commtr	School Commtr	Non Commtr	SOV	Metro Bus	Carpool/ Vanpool	Other	Total Satis.	Very Satis.	Somewht Satis.	Not Satis.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED TOTAL	833	93	55	686	13	55	28	63	333	348	513	467	46	320	385	46	51	31	131	61	70	15
TOTAL RESPONDING	833 100%	93 100%	55 100%	686 100%	13 100%	55 100%	28 100%	63 100%	333 100%	348 100%	513 100%	467 100%	46 100%	320 100%	385 100%	46 100%	51 100%	31 100%	131 100%	61 100%	70 100%	15 100%
UNWEIGHTED TOTAL	810	408	37	365	7	37	125	277	177	185	527	451	76	283	237	190	44	55	400	215	185	37
Regular rider	93 11%	93 100%	-	-	-	-	28 100%	63 100%	-	-	64 12%	51 11%	13 28% LN	29 9%	7 2%	43 94% OQR	4 8%	10 32% OQ	83 64%	46 76% UV	37 53%	7 49%
Infrequent rider	55 7%	-	55 100%	-	-	55 100%	-	-	-	-	43 8% N	40 9% N	3 6%	12 4%	27 7%	3 6%	7 15%	6 19%	47 36%	15 24%	33 47% T	7 51% T
Nonrider	686 82%	-	-	686 100%	13 100%	-	-	-	333 100%	348 100%	406 79%	376 81%	30 65%	280 87% LMK	351 91% R	-	39 77% R	15 49%	-	-	-	-

Comparison Groups: BCD/EFGH/IJ/KN/LMN/OPQR/SV/TUV
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Opinion Research Corporation (Fall/Winter 2009)

Banner #4: East King County

King County Metro - 2009 Rider/Non-Rider Study

Banner 4 - Ridership East King County
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = EAST KING COUNTY

		Ind. Rider Status			Frequency of Riding				Nonriders		Commute Status				Commute Mode				Satisfaction with Metro			
	Total	Regulr Rider	Infreq Rider	Non Rider	Occas. Rider	Infreq Rider	Moderat Rider	Freqnt Rider	Former Ridden	Never Ridden	Total Commtr	Work Commtr	School Commtr	Non Commtr	SOV	Metro Bus	Carpool/ Vanpool	Other	Total Satis.	Very Satis.	Somewht Satis.	Not Satis.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED TOTAL	639	74	54	511	7	54	25	49	282	223	365	328	37	274	265	37	34	29	119	69	49	5
TOTAL RESPONDING	639 100%	74 100%	54 100%	511 100%	7 100%	54 100%	25 100%	49 100%	282 100%	223 100%	365 100%	328 100%	37 100%	274 100%	265 100%	37 100%	34 100%	29 100%	119 100%	69 100%	49 100%	5 100%
UNWEIGHTED TOTAL	810	408	49	353	5	49	137	268	195	154	516	448	68	294	215	195	39	67	439	267	172	12
Regular rider	74 12%	74 100%	-	-	-	-	25 100%	49 100%	-	-	53 15% N	45 14% N	9 23% N	21 8%	6 2%	35 94% OQR	3 9%	10 33% OQ	72 60%	44 64%	28 56%	2 33%
Infrequent rider	54 8%	-	54 100%	-	-	54 100%	-	-	-	-	32 9%	25 8%	7 18%	22 8%	22 8%	2 6%	4 13%	3 11%	47 40%	25 36%	22 44%	3 67%
Nonrider	511 80%	-	-	511 100%	7 100%	-	-	-	282 100%	223 100%	280 77%	258 79% M	22 59%	232 84% MK	238 90% R	-	26 78%	16 55%	-	-	-	-

Comparison Groups: BCD/EFGH/IJ/KN/LMN/OPQR/SV/TUV
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Opinion Research Corporation (Fall/Winter 2009)

Banner #5: Commuters

King County Metro - 2009 Rider/Non-Rider Study

Banner 5 - Ridership by Commuters
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = ALL COMMUTERS

		Area of Residence			Ind. Rider Status			Nonriders		Commute Status		Commute Mode				Satisfaction with Metro			
	Total	North	South	East	Regular Rider	Infreq. Rider	Non Rider	Former Rider	Never Ridden	Work Commutr	School Commutr	SOV	Metro Bus	Carpool/ Vanpool	Other	Total Satis.	Very Satis.	Somewhat Satis.	Not Satis.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
WEIGHTED TOTAL	1434	557	513	365	315	167	952	607	339	1282	152	930	230	120	153	442	206	236	33
TOTAL RESPONDING	1434	557	513	365	315	167	952	607	339	1282	152	930	230	120	153	442	206	236	33
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1545	502	527	516	863	123	559	357	198	1331	214	633	589	110	211	918	476	442	57
Regular rider	315	197	64	53	315	-	-	-	-	260	55	31	212	13	57	292	151	140	18
	22%	35%	12%	15%	100%					20%	36%	3%	92%	11%	37%	66%	73%	60%	53%
		CD									J		LNO	L	LN		RS		
Infrequent rider	167	93	43	32	-	167	-	-	-	146	21	101	17	22	28	150	55	96	16
	12%	17%	8%	9%		100%				11%	14%	11%	7%	18%	18%	34%	27%	40%	47%
		CD										M		M	LM			Q	Q
Nonrider	952	267	406	280	-	-	952	607	339	876	77	797	2	85	68	-	-	-	-
	66%	48%	79%	77%			100%	100%	100%	68%	50%	86%	1%	71%	45%				
			B	B						K		MNO		MO	M				

Comparison Groups: BCD/EFG/HI/JK/LMNO/PS/QRS
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Opinion Research Corporation (Fall/Winter 2009)

Banner #6: Appeal of Riding the Bus

King County Metro - 2009 Rider/Non-Rider Study

Banner 6 - Appeal of Riding the Bus
ZONE - Geographic Area

BASE = ALL RESPONDENTS

BANNER BASE = NONRIDERS WHO FIND BUS TRAVEL APPEALING OR REGULAR / INFREQUENT RIDERS WHO DRIVE ALONE FOR COMMUTE TRIPS AND FIND BUS APPEALING

		All Base			North			South			East			Commuters Who Drive Alone to Work			Appeal of Using Bus for Work			Appeal of Using Bus for Non-work		
	Total	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.	Bus Very Appeal.	Bus Smwht Appeal.	Bus Neutral/ Not App.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED TOTAL	1301	303	567	431	111	224	121	101	184	176	91	159	133	166	217	304	186	276	359	179	471	648
TOTAL RESPONDING	1301	303	567	431	111	224	121	101	184	176	91	159	133	166	217	304	186	276	359	179	471	648
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	845	206	373	266	68	141	69	62	111	100	76	121	97	121	161	200	133	196	232	115	303	422
North	456	111	224	121	111	224	121	-	-	-	-	-	-	56	84	84	67	106	107	67	187	199
	35%	37%	40% D	28%	100%	100%	100%							34%	39% P	28%	36%	38%	30%	37%	40% V	31%
South	462	101	184	176	-	-	-	101	184	176	-	-	-	59	76	127	65	95	146	57	152	253
	36%	33%	32%	41% C				100%	100%	100%				36%	35%	42%	35%	34%	41%	32%	32%	39%
East	383	91	159	133	-	-	-	-	-	-	91	159	133	50	57	92	54	76	105	55	132	196
	29%	30%	28%	31%							100%	100%	100%	30%	26%	30%	29%	27%	29%	31%	28%	30%

Comparison Groups: BCD/EFG/HIJ/KLM/NOP/QRS/TUV
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Opinion Research Corporation (Fall/Winter 2009)