ORCInternational

King County Metro
2010 Rider Survey

Prepared Exclusively for:

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Study Overview

Objectives

King County's Department of Transportation - Transit Division (King County Metro) places high value on customer feedback and for more than 25 years has conducted an annual survey with King County residents who are transit Riders and Non-Riders. 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, only Regular and Infrequent Riders were surveyed. The current 2010 research focuses on Regular and Infrequent Riders. 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	Infrequent Riders	Commuters
• Residents 16 and older • Five or more trips in the last 30 days*	• Residents 16 and older • 1 to 4 trips in the last 30 days*	• Residents 16 and older • Work or attend school outside the home three or more days a week

**Excluding those who ride entirely in the Seattle Ride Free Area*

- Provide insights on current and relevant topics that are a current focus of Metro's service, marketing, and communications strategies

Methodology

The 2010 survey was based on a random telephone sample of 1,140 King County residents aged 16 and older who had taken one or more trips on Metro in the month preceding the survey. For the first time in 2009 surveys were conducted using a cell phone sample; 10 percent of the total interviews were completed from this sample. Due to the success of this effort in reaching riders, a total of 254 interviews, or 22 percent of all interviews, were completed with riders reached through a cell phone sample in 2010.

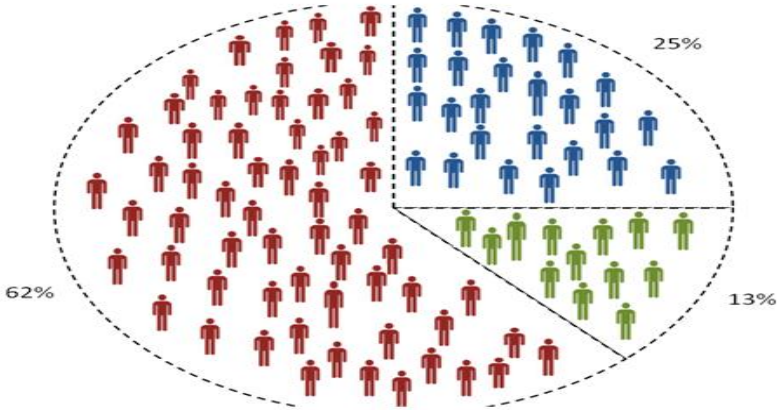
The sample was stratified by geographic regions—Seattle / North King County, South King County, and East King County. Four hundred Regular Riders were surveyed in Seattle / North King County, and 200 each were surveyed in East and South King County. The balance (n = 490) of the surveys were completed with Infrequent Riders roughly proportionate to their actual incidence in each geographic area. The weighted margin of error of the entire sample is plus or minus 3.2 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, as measured by the number of boardings. Riders are grouped into two categories (Regular Riders and Infrequent Riders) based on the number of transit trips they reported taking in the 30 days prior to being surveyed.

Metro's share of households with riders has been relatively stable over the years, ranging from 32 to 42 percent. The share of households with Metro riders was highest in 2007 and 2008, reflecting high employment levels and high gas prices. The share of households with Metro riders has decreased somewhat reflecting current economic conditions. These trends are consistent with nationwide trends reported by the American Public Transportation Association (APTA).



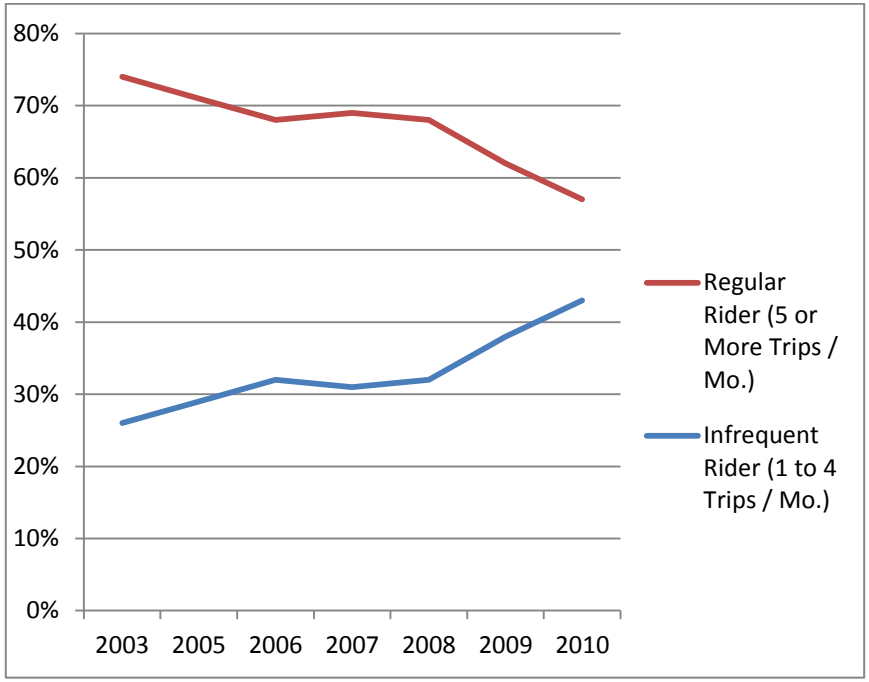
Nearly two out of five (38%) King County households have one or more Metro riders—25 percent of King County households have one or more Regular Riders and an additional 13 percent have one or more Infrequent Riders but no Regular Riders.

This compares favorably with other systems. For example, Tri-Met in Portland reports that 43 percent of its residents ride at least twice a month—Tri-Met offers both bus and rail service.

- Seattle / North King County households are three times as likely as South and East King County households to be Regular Rider households—42 percent compared to 14 and 15 percent, respectively. While not statistically significant, the percentage of Regular Rider households in Seattle / North King County increased in 2010 and is currently at the highest levels ever. Nearly two out of three (64%) Regular Riders live in this geographic area.
- The uptick in the percentage of households with Regular Riders noted in 2007 and 2008 was primarily due to an increase in Regular Rider households in East and South King County—rising to one out of five households. These were years when

King County Metro experienced significant gains in overall ridership. The percentage of households in these two geographic areas is currently 14 to 15 percent, similar to levels noted prior to these peak ridership years. Therefore, it can be safely assumed that much of the increase in ridership during 2007 and 2008 was due to growth in these areas. The relative stability of ridership in Seattle / North King County would further suggest that future growth will need to come from South and East King County.

Metro's ridership base has changed over the years. While the majority of Metro Riders continue to be Regular Riders (i.e., taking 5 or more one way trips monthly), the percentage of Metro riders who are Infrequent Riders (taking 1 to 4 trips per month) has increased significantly over the years—from just 26 percent in 2003 to 43 percent in 2010. Moreover, this trend appears to be accelerating.



This would suggest that Metro service continues to meet the needs of its core customers—Regular Riders—but is increasingly attractive to those who in the past would have made these trips by car.

Going forward, Metro will continue to need to meet the needs of its primary customer base—its most frequent riders who use the system daily—while also serving this growing group of customers who use the system regularly but less frequently and for entirely different trips. These two customer groups most likely have significantly different needs and expectations for service quality and the entire customer experience.

Characteristics of Metro Riders

Metro Riders match the profile of the general population in King County, with the following exceptions.

- Riders are more likely to be members of a multi-person household—84 percent compared to 66 percent of the general population.
- Riders are somewhat more affluent—median income of $72,857 compared to $67,246 for all King County households.

Moreover, Metro serves a broader base of riders than do most bus transit systems in the United States[1]. Of note,

- While nationwide bus riders are more likely to be women (58%), Metro appeals equally to men (50%) and women (50%)
- Nationwide transit users have a household income of $30,200 compared to Metro riders average of $43,600 (2004 dollars)
- Nationwide 77 percent of transit riders have access to a vehicle compared to 95 percent of Metro riders

There are significant differences in the characteristics of Metro Regular and Infrequent Riders.

Regular Riders

- Younger (average age 42)
- More likely to be employed (68%)
- Less affluent (median household income of $70,684)

Infrequent Riders

- Older (average age 48)
- Majority (54%) is employed but a significant number (20%) are retired
- More affluent (median household income of $75,969)

- The average age of Regular Riders has declined steadily over the years—from 47 years of age in 2007 to 42 today. This may be due in part to the inclusion of a cell phone sample but may also reflect a real change in the characteristics of Regular Riders.

The majority (69%) of Metro Riders are veteran riders—having started riding three or more years ago—suggesting that Metro's service levels and quality of service meets the needs and expectations of its customer base.

- At the same time, Metro appears to be successful in attracting new riders. More than one out of five (21%)of Metro riders in 2010 were new riders—defined as starting to ride after September 2009—up from 18 percent in 2008 and 2009.

[1] Source for national data: *A Profile of Public Transportation Passenger Demographics and Travel Characteristics 2008, www.apta.com. Care should be taken with these comparisons due to differences in age of data as well as differences in data sources. The APTA data is based on a compilation of on-board survey data from 150 systems. Demographic data describes characteristics of typical transit riders not characteristics of average person who rides.*

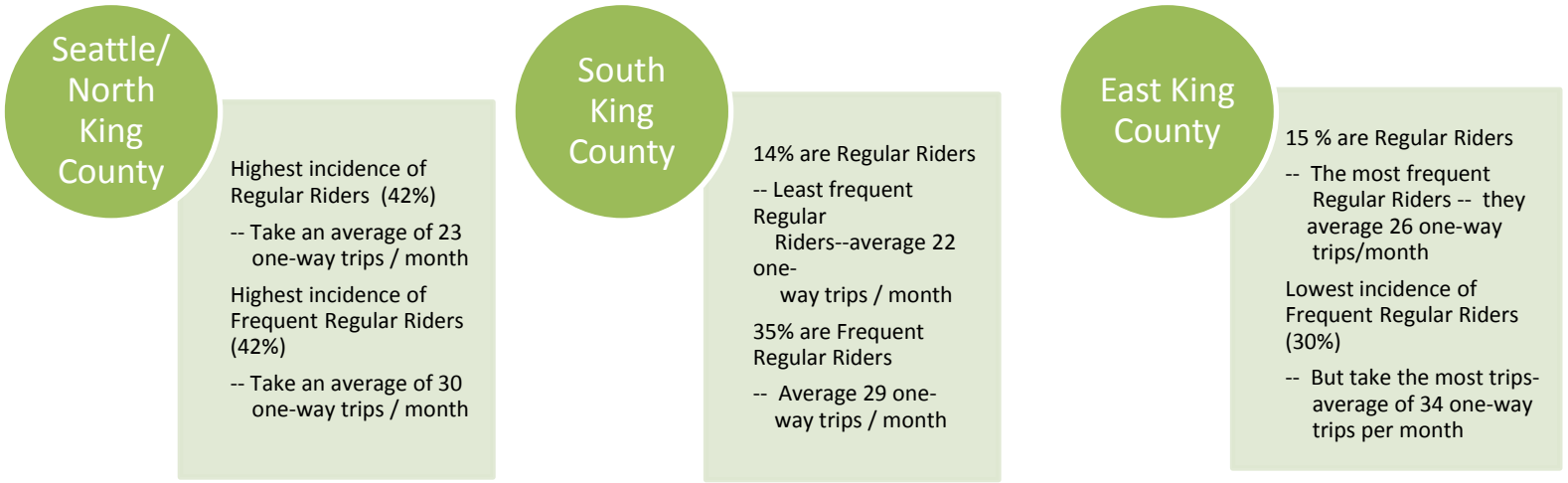
The majority of Metro Riders have transportation alternatives.

- Eighty-five percent (85%) of Metro Riders have a driver's license and 95 percent have a vehicle available in their household.
- Only 4 percent of Metro Riders rely on Metro for all of their transportation needs. Twenty-eight percent (28%) of all Riders rely on Metro for ***all or most*** of their transportation needs. More than two out of five (44%) Regular Riders rely on Metro for ***all or most*** of their transportation needs.

Transit Use

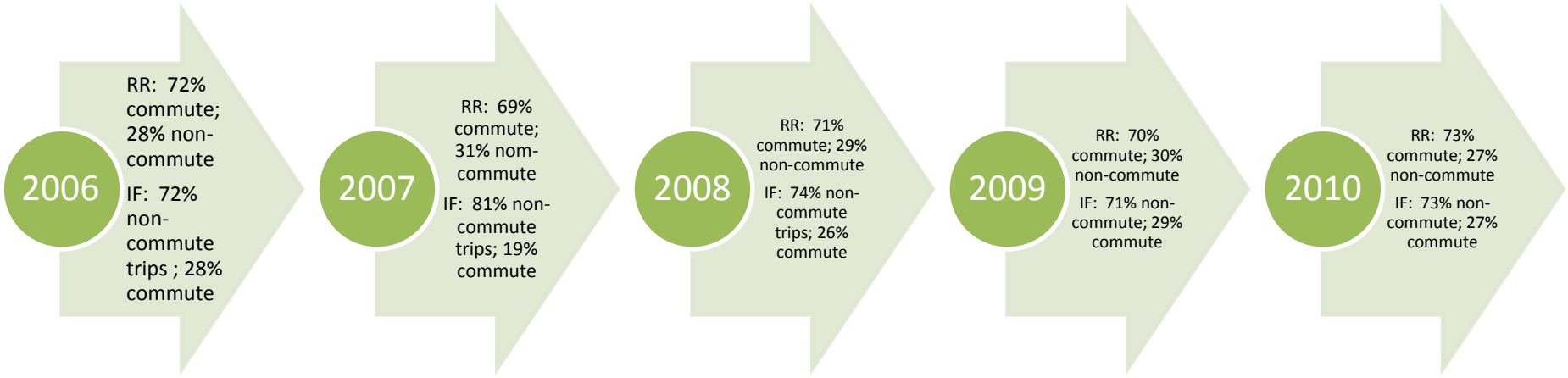
On average, Metro Riders take 14 one-way trips per month. Infrequent Riders (1 to 4 trips per month) average just over 2 trips per month while Moderate Regular Riders (5 to 10 trips per month) average 7.5 trips per month. These figures have remained relatively stable over the years. Frequent Regular riders (11 plus trips per month) average 30.4 trips per month, down somewhat from 32.1 trips per month in 2008. This could reflect changes in employment levels as a result of the economy (e.g., more part-time employment). In addition, it could reflect an increase in telework options.

Two out of five (39%) Riders are Frequent Regular Riders—taking 11 or more one-way trips monthly.



More than half (53%) of all Metro Riders primarily use Metro to travel to work or school. This is notable among Regular Riders—73 percent of whom use Metro to commute. This compares favorably to other transit systems. For example, only one out of three (33%) Tri-Met riders use the bus or MAX predominantly for getting to work compared to 43 percent of Metro riders.

Primary use of Metro for commute trips has varied only slightly over the years. With the exception of 2007, the percentage of Regular Riders using Metro for commute trips has ranged from 70 to 73 percent. Among Infrequent Riders, the range has been between 26 and 29 percent.



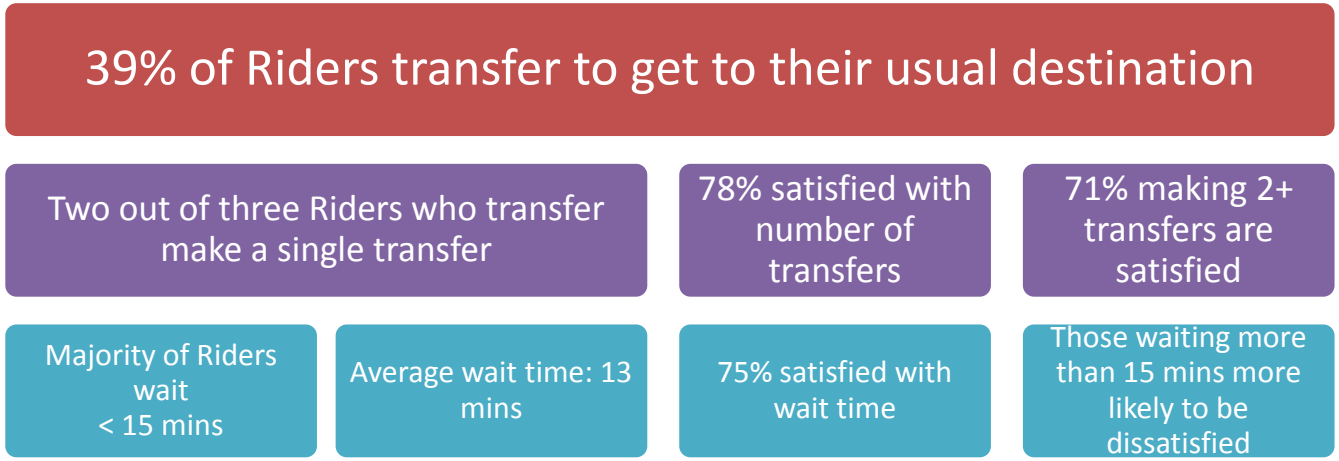
- Most (82%) riders using Metro for commute trips are work commuters. The balance (28%) of those using Metro for commute trips are commuting to school. The mix of School versus Work Commuters has been shifting since 2008 with a greater percentage of School Commuters now represented—12 percent in 2008, 16 percent in 2009, and 18 percent in 2010. This is most likely due to the inclusion of cell phone sample in 2009 and 2010.

The majority (60%) of Metro Riders ride during peak and off-peak hours. Only 17 percent ride during peak times only.

Slightly more than one-third (36%) of Regular and Infrequent Riders make two-zone trips. Seventy percent (70%) of East King County Riders and 57 percent of South King County Riders make two-zone trips, compared to just 20 percent of Seattle / North King County Riders.

Transfers

The majority (61%) of Metro riders have service available that gets them directly to their destination. This compares favorably with national data—49 percent of bus riders nationally have direct service available.



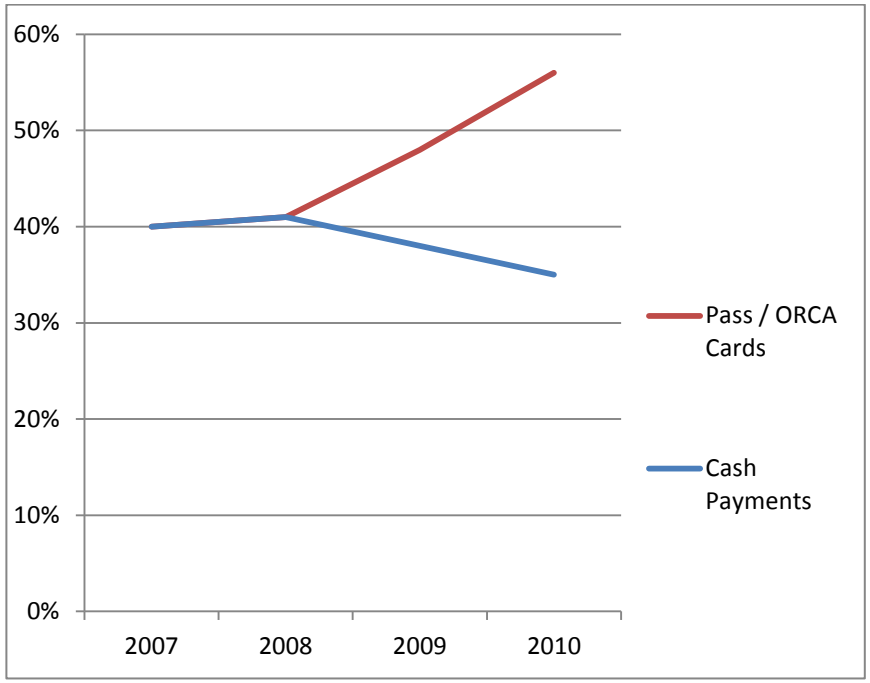
Those who wait more than 15 minutes when transferring are the most likely to say they are dissatisfied—18 percent are very dissatisfied and 24 percent are somewhat dissatisfied—suggesting that waiting more than 15 minutes when transferring is clearly a trigger point affecting satisfaction with this element of service and potentially with overall satisfaction with Metro.

Downtown Transit Tunnel

More than half (55%) of all riders take trips that on at least some occasions require that they get on or off a bus within the downtown Seattle transit tunnel.

- Riders who get on or off the bus in the transit tunnel are generally satisfied with their personal safety—54 percent are very satisfied and 37 percent are somewhat satisfied.

Fare Payment



The 2011 Rider survey provides the first comprehensive measures of use of and satisfaction with the ORCA Card program by Metro riders.

The ORCA Card has been successful in decreasing the extent to which Metro riders continue to pay cash fares. Currently, 35 percent of all riders continue to pay cash fares.

Nearly half (47%) of all Metro riders currently use an ORCA Card to pay their fare. More than twice as many Regular Riders as Infrequent Riders pay their fare with an ORCA Card—62 percent compared to 28 percent, respectively.

Among ORCA Card users, nearly half (48%) have a pass loaded on their card. Eleven percent (11%) of ORCA Card users with a pass also has an e-purse on their card.

The majority of ORCA Card users were relatively early adopters—73 percent obtained their card a minimum of six months prior to being surveyed. This would mean that these early adopters did not pay the $5.00 fee now associated with obtaining the card and that the lack of a fee may have been a motivator behind these early adoption rates.

- Those who commute to school on Metro are the most recent adopters of the ORCA Card—56 percent have gotten a card within the three months prior to being surveyed.

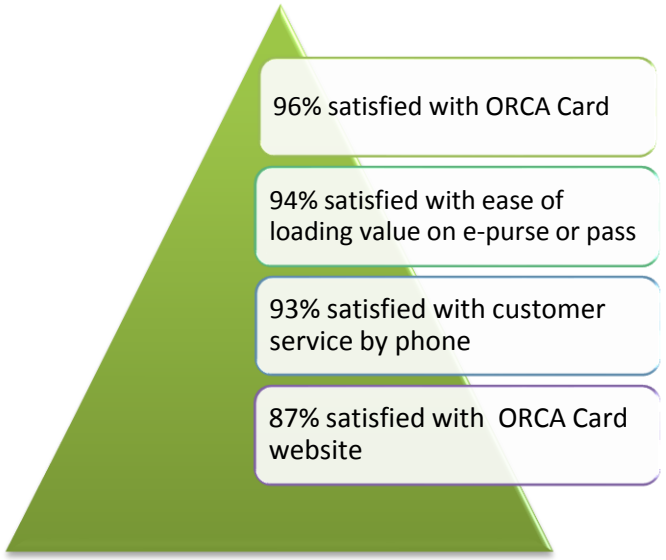
Two out of three (66%) ORCA Card users who are commuters receive a full or partial subsidy from their school or employer.

- This is down significantly from 2009 when 76 percent of commuters who had an ORCA Card or pass received a subsidy.

Thirty-five percent (35%) of ORCA Card users do not load passes or add value to their e-purse. Most of these users have passes provided by their employers.

- Of those who do add value to their e-purse or load a pass on the card, more than three out of five (63%) ORCA Card users go online to load a pass on their card or add value to their e-purse.

Satisfaction with the ORCA Card is very high.



A significant percentage of Metro Riders who do not use an ORCA Card are not familiar with the ORCA Card (47%). Thus, while use of the card has increased significantly, awareness of the card among the remaining non-users continues to be a barrier to adoption.

- Nearly three out of five (58%) of all non-users have never used or considered using the ORCA Card.

There has been a significant increase in the likelihood that non-users will get an ORCA Card.

- In 2009 only 36 percent of all non-users said they would be likely to get an ORCA Card. This figure has increased to 47 percent in 2010.
- This suggests there is the potential to convert half (50%) of those who currently pay cash to an ORCA Card.

Rider Satisfaction

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

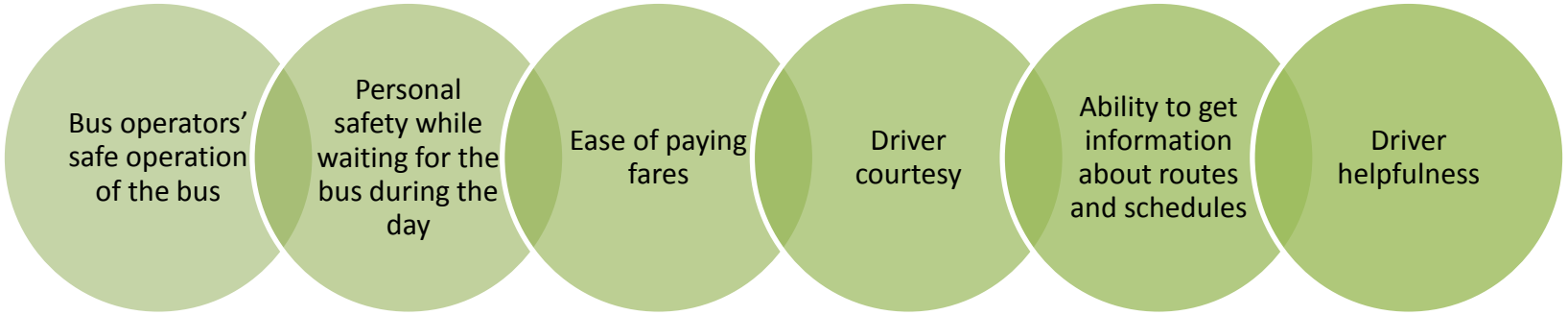
- Overall satisfaction is 94 percent. Nearly half (49%) of all current riders are very satisfied. This compares favorably with other transit systems. For example, 82 percent of Orange County riders (a bus only, primarily commuter system) are satisfied.

More than two out of five (42%) Metro Riders are active promoters of the system, saying they would recommend riding to others.

Those segments who are the most satisfied with Metro include the following. Of particular note are the high satisfaction levels among South King County Riders who have traditionally been less satisfied with Metro than other segments.

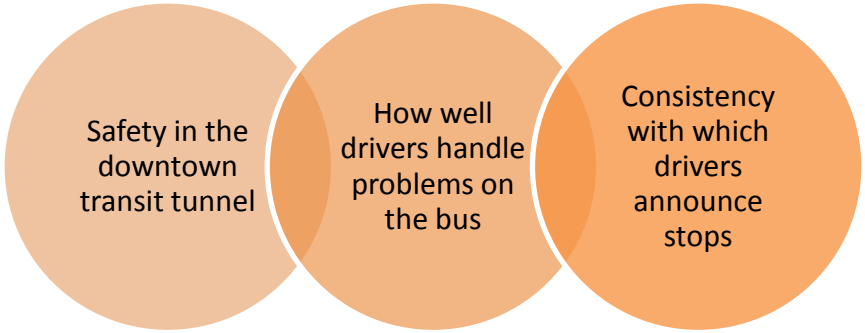
Regular Riders	South King County Riders	Metro Bus Commuters
• 51% very satisfied • 47% promoters	• 53% very satisfied • 40% promoters	• 50% very satisfied • 44% promoters

Consistent with the overall satisfaction scores, all 27 elements of service evaluated were given ratings above the midpoint on the scale. The overall mean across all elements of service is 4.17 – well above the mid-point of three on the five-point satisfaction scale used for rating. Riders give the highest ratings—4.43 to 4.63--for:



While still receiving overall ratings above the scale mid-point (3.54 to 3.88), riders are less satisfied with:

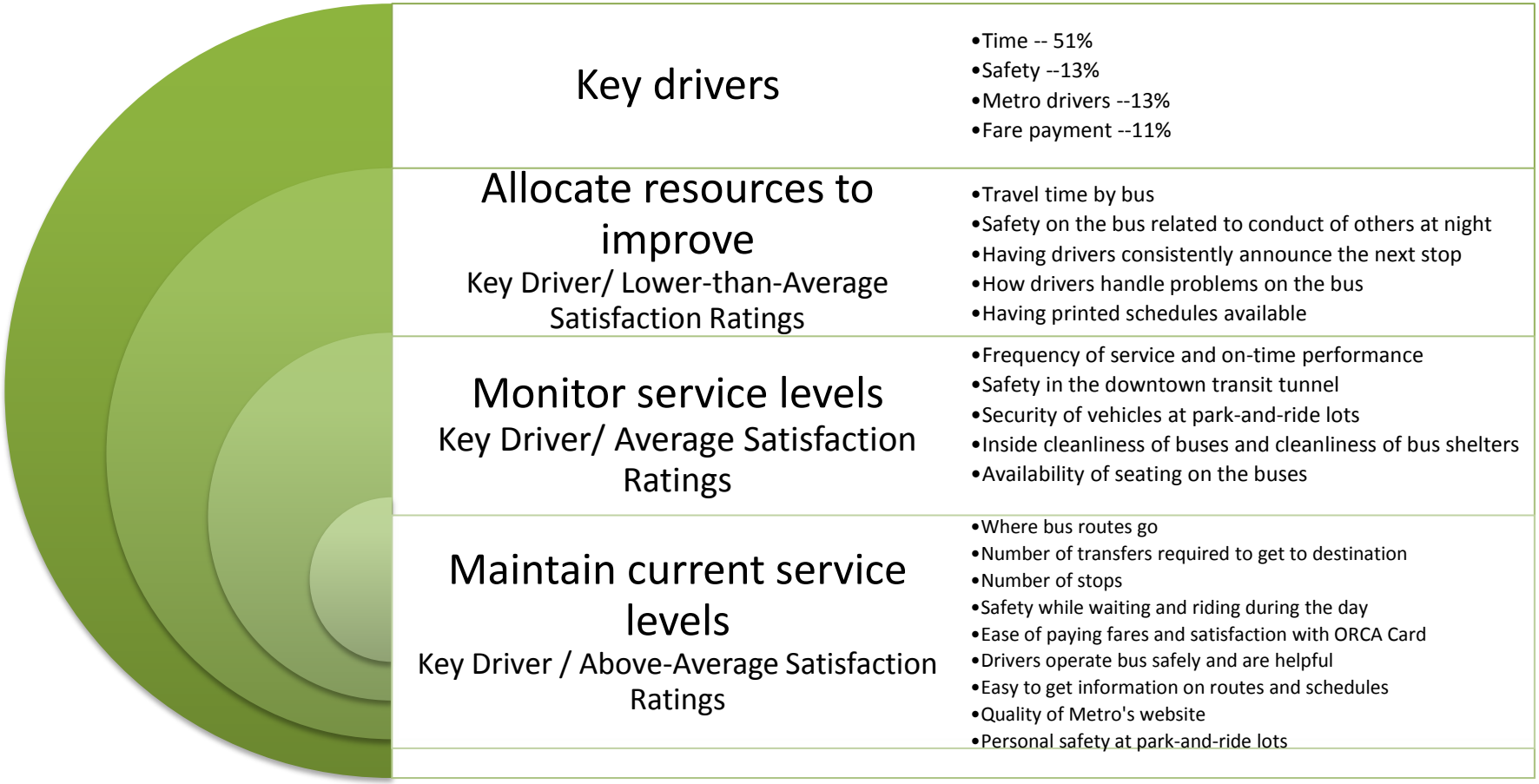
Four new elements of service were added in 2010 to measure satisfaction with current issues or initiatives. Of these four new elements of service, all but ease of paying fares were given somewhat below-average ratings. Again, however, all ratings were above 4 on the 5-point scale.



Key Drivers and Resource Allocations

A ***Key Drivers Analysis*** was conducted to determine which of the 27 service elements contained in the survey are most closely associated with Riders' Positive Impressions (RPI) of Metro. The RPI is a weighted average of riders' answers to two questions—overall satisfaction with Metro and the extent to which they would recommend riding. Those overall factors and individual service elements that are the most highly associated with the RPI are considered the most important drivers.

Time is clearly the most important factor driving Riders' overall impressions of Metro, accounting for more than half of the variation in the combined satisfaction and recommendation variable. Resources can be prioritized across the individual service elements that are identified as key drivers, depending on rider satisfaction with these elements of service.



Commuters

7 of 10 Metro Riders commute to work or school

Commuters are a key and stable source of ridership for Metro. Slightly more than seven out of ten (71%) Metro Riders are Commuters. This has varied little over the years.

- Inclusion of the cell phone sample has resulted in a slight uptick in the percentage of Riders who are School Commuters. In 2009 and 2010, 11 to 12 percent of Commuters were School Commuters compared to 8 to 9 percent in previous years. In 2010, 35 percent of School Commuters were reached through the cell phone sample.

Of riders who commute, fewer are using Metro for their commute

The percentage of Metro Riders who are Commuters and use Metro to commute to work or school has been steadily declining since 2006—from 54 percent in 2006 to 44 percent in 2010. Between 2009 and 2010, the percentage of Commuters who use Metro to commute to work or school decreased from 48 percent to 44 percent.

- This decrease may be due to three factors: (1) diversion to another transit system (4 percent of Metro Riders use another transit system to commute to work or school), (2) a decrease in the percentage of Commuters working in downtown Seattle (the percentage of Commuters working in downtown Seattle decreased from 49 percent in 2009 to 45 percent in 2010), and (3) an increase in Regular Riders' use of Metro for non-commute trips.

Commute trips are shorter than in recent years

After peaking in 2008 at an average of 11.3 miles, the distance Commuters travel to work has declined to 9.7 miles in 2010. Average commute time also peaked in 2008 at 37 minutes. Figures for the past two years—30 minutes—are the shortest ever.

- This significant difference may reflect lower congestion levels due to the economy as well as fewer people commuting during peak travel periods. The percentage of Commuters who both start and finish work during peak commute periods has been slowly decreasing—from 48 percent in 2008 to 44 percent in 2009 and 42 percent in 2010. In addition, this may be a function of the decrease in ridership in East and South King County where commute trips are traditionally longer.

Employers may be reducing the extent to which they provide subsidies due to the economy

The percentage of Commuters reporting that their employers provide free or subsidized parking has been steadily decreasing.

- The percent of Commuters receiving parking subsidies decreased from 54 percent in 2007 to 49 percent in 2010.

At the same time, the extent to which employers are subsidizing the ORCA Card also decreased.

- Two out of three (66%) ORCA Card users who are Commuters receive a full or partial subsidy from their school or employer. This is down from 2009 when 76 percent of Commuters who had an ORCA Card or pass received a subsidy. While this decrease may be an actual decrease in the extent to which employers provide subsidies, it may also reflect that early adopters of the card may have worked for employers who had previously subsidized their passes.

Expanding direct service to major work locations could attract Metro Riders who currently use another mode to commute

While the majority of Commuters who are Metro Riders are satisfied with Metro, those who take Metro to work are more likely to be very satisfied with Metro than are those who do not use Metro for their commute trips—50 percent compared to 38 percent, respectively.

- Satisfaction with the availability of bus service to where they work as well as the number of transfers they would need to make are the primary service elements that are barriers for otherwise Metro Riders yet who drive alone to work to using Metro for their commute trips.

Information Sources and Special Topics

Nearly all (90%) of Metro Riders use a cell phone or other handheld device. However, all Riders using mobile devices do not have the same access to technology. This may limit Riders' ability to get information about Metro from their mobile device.

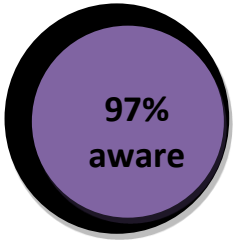
- Nine out of ten (91%) Riders with a mobile device can send and receive text messages. Far fewer have e-mail on their phone (58%) or have an Internet-capable phone (59%).

Those getting information about Metro on their handheld device are generally satisfied. Moreover, satisfaction has increased significantly since 2009, most likely due to better technology and applications.

- In 2009, one-third (32%) of those using handheld devices to get information about Metro were very satisfied. This figure jumped to 59 percent in 2010.

Riders are generally aware of and are users of Metro's traditional information sources.

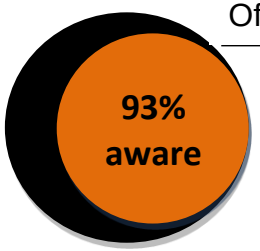
Information at stops



Of those aware:

94% use

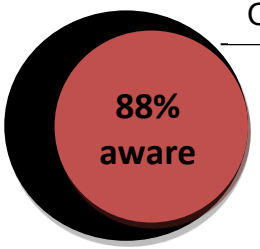
Printed timetables



Of those aware:

87% use

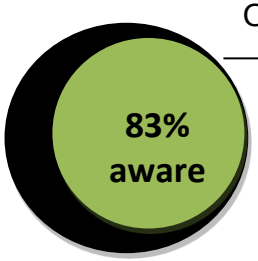
Metro's website



Of those aware:

91% use

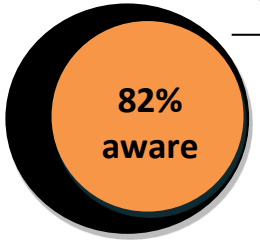
Regional Trip Planner



Of those aware:

86% use

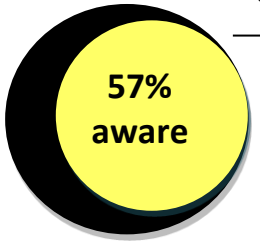
Information at transit centers and P&R lots



Of those aware:

76% use

Rider Information Line

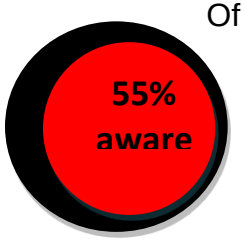


Of those aware:

45% use

There are opportunities to increase awareness and use of newer technologies or services to provide information about Metro.

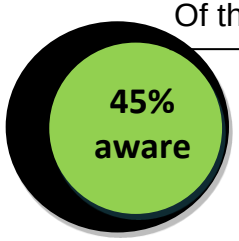
Google's Trip Planner



Of those aware:

72% use

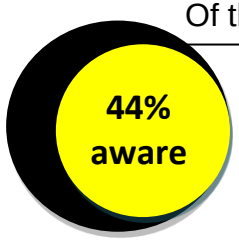
Metro's Bus Time



Of those aware:

44% use

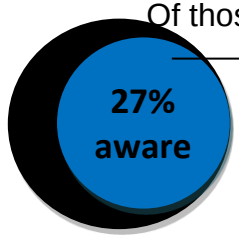
Metro's "Metro Tracker"



Of those aware:

59% use

OneBusAway



Of those aware:

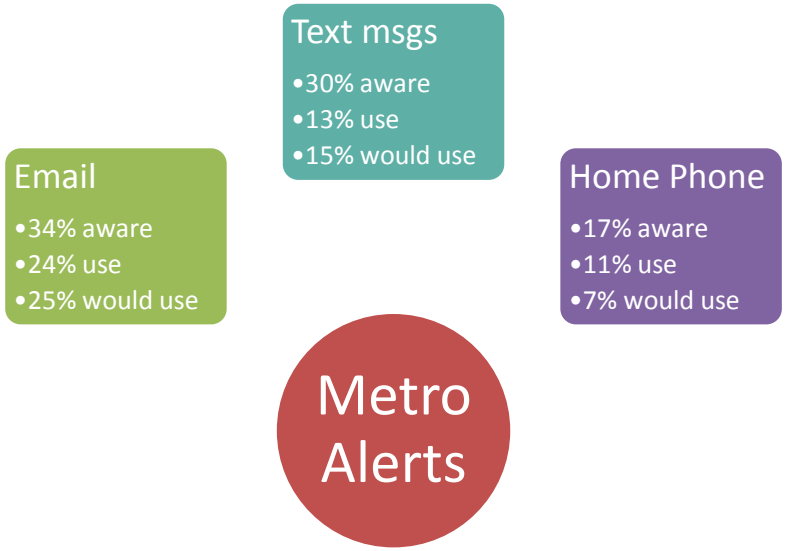
67% use

Reflecting their relative newness, current awareness and use of Metro's Metro Alerts is low.

However, there is interest among those not currently getting "Metro Alerts" to access this service via e-mail (25%) and text messaging (15%). There is little interest in getting Alerts via their home phone (7%).

Awareness and use of Metro's Twitter page is also relatively low.

- One out of five (20%) are aware, and 15 percent of those aware use. Interest in Metro's Twitter page among non-users is low (7%).



Use of and satisfaction with Metro's website is high.

- Four out of five (80%) Riders use Metro's website. More than three out of five (62%) users are very satisfied with the website, and 29 percent are somewhat satisfied for a combined overall satisfaction rating of 91 percent.

While most (84%) Metro Riders could print timetables, the impact on customers' perceptions of Metro could be quite negative if the agency stopped printing timetables.

- Nearly two out of five (38%) Riders say that they would feel more negatively toward Metro.
- More than four out of five (82%) Riders use printed timetables as a source of information. Moreover, satisfaction with their ability to get printed timetables decreased—from 67 percent very satisfied in 2009 to 55 percent very satisfied in 2010.

Conclusions

Metro's customer base has changed significantly over the years. While the system continues to serve a large percentage of Regular Riders and those using Metro to commute to work, more and more Metro riders are Infrequent Riders. There is potential for growth in the future as the economy improves and employment levels increase. The current high gas prices may also contribute to ridership gains. Metro should capitalize on these opportunities as well as continuing to grow the number of Infrequent Riders by:

- Continuing to provide a mix of peak and off-peak service that meets the needs of Regular and Infrequent Riders. Providing direct service to major employment centers such as downtown Bellevue could encourage those who currently drive alone to work to use Metro for some or all of their commute trips. Promoting the ease of using Metro to get to downtown Seattle as well as using the streetcar to get to the growing South Lake Union community represent opportunities to grow the Infrequent Rider segment.

- Targeting multi-person households with a current Regular Rider as well as single-person households who do not ride.

- Continuing to promote the advantages and convenience of the ORCA Card. At the same time, Metro should work with employers to encourage them to offer the Business Choice or Business Passport programs as an employee benefit.

- Promoting 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.[2] This represents a significant communications opportunity.

- Continuing to focus on service quality. While rider satisfaction with most elements of service is relatively high, improvements to those aspects of service that are most important to Riders and where current satisfaction is lower than the overall average will remove potential barriers to ridership, notably among Commuters who are Metro Riders but drive alone to work. For all riders, these attributes include travel time by bus and safety on the bus related to the conduct of others at night. Most important to Commuters who do not ride Metro to work is availability of service where they need to go and the number of transfers required.

- Focusing on key aspects of driver training and service. Notably, having drivers consistently announce the next stop or implementation of an automated stop announcement system could have a significant impact on customer satisfaction. In addition, improving the ability of drivers to effectively handle problems on the bus could minimize Riders' concerns about their safety as it relates to the conduct of other people on the bus.

- Continuing to use a wide range of media, both traditional and new technologies, to reach Riders with information. Resources should be devoted to the new technologies that represent the most potential—web applications that provide real-time information on bus schedules and Rider Alerts via e-mail and text messages. At least for the time being, Metro should continue to print and distribute printed timetables.

[2] Riding Public Transit Saves Mega Bucks for Riders vs. Auto Travel, *Transit Savings Report*, March 5, 2010.

Study Background

Objectives and Methodology

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. In some years the study includes both Riders and Non-Riders, while in others the focus is only on Riders. The 2010 survey focuses strictly on Regular and Infrequent Riders.

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 among:
  - Regular Riders—residents 16 and older who made five or more transit trips in the last 30 days, excluding rides entirely in the Seattle Ride Free Area.
  - Infrequent Rider—residents who made one to four transit trips in the last 30 days, excluding rides entirely in the Seattle Ride Free Area.
  - Commuters to work or school—those who work or attend school outside the home three or more days a week.
- Provide insights on current and special topics that are a focus of Metro's service, marketing, and communications strategies

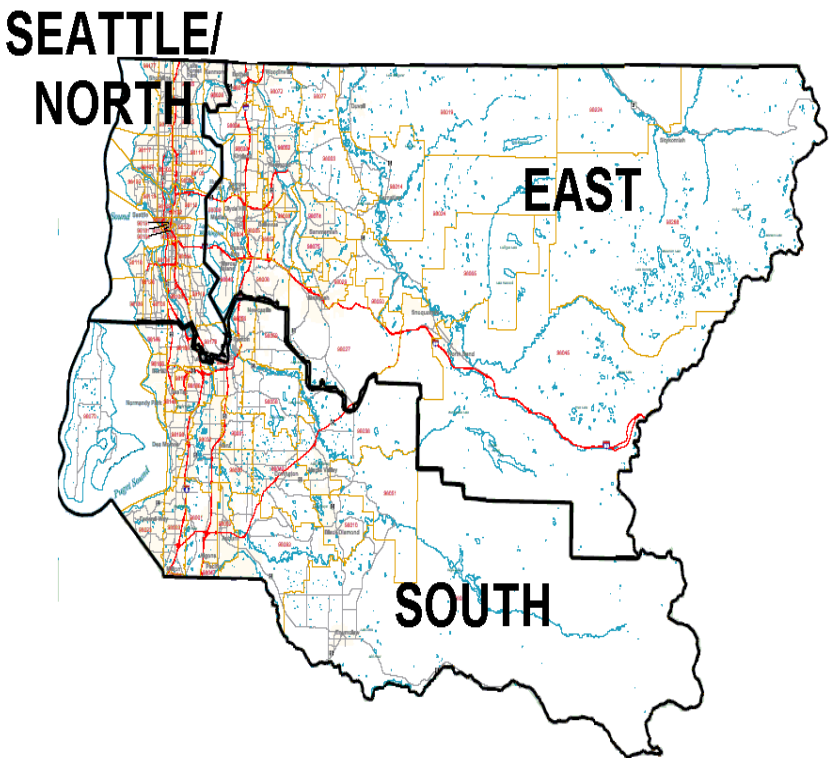
Similar to previous studies, the 2010 study includes detailed data on ridership, travel and commute patterns, general characteristics of Riders, and satisfaction with various elements of bus service. For the 2010 survey, Non-Riders were excluded from all areas of questioning except those needed to determine the incidence of household ridership.

Questions are added and deleted each year to address the special issues Metro is facing and to gather insight into the future changes in travel behavior that will need to be addressed. In addition to the key behavioral and attitudinal questions retained each year, the 2010 study looked specifically at:

- Use of the South Lake Union Streetcar
- Use of and satisfaction with safety in the downtown transit tunnel
- Use of and satisfaction with the new ORCA Card
- Sources used by riders to get information about Metro
- Use of handheld technologies
- Use of social networking sites

The 2010 Metro Rider Survey is based on a random telephone sample of more than 1,100 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 by whether the respondent was a Regular Rider or Infrequent Rider.

Figure 1: King County Metro Planning Areas



In addition, the sample was stratified by ridership—Regular Riders (defined as those riding five or more times in the 30 days prior to the survey) and Infrequent Riders (defined as riding one to four times in the 30 days prior to the survey).

In designing the sample plan, a minimum number of completes with Regular Riders was required—400 in Seattle / / North King County and 200 each in South and East King County.

In addition, and because of the increasing share of ridership represented by Infrequent Riders, a minimum number of completes with Infrequent Riders was established based on their incidence in previous studies. The minimum quotas and the actual number of completes are shown below:

Table 1: Sample Plan

	Regular Riders		Infrequent Riders	
	Minimum Quota	# of Completes	Minimum Quota	# of Completes
Total	806	830	286	310
Seattle / North King	402	409	122	130
South King	202	205	82	84
East King	202	216	82	96

The margin of error of the entire sample (based on unweighted data) is plus or minus 3.2 percentage points. Subgroups have larger margins of error.

Table 2: Sample Size by Rider Status and by Area

		Total County	Seattle / N. King	South King	East King
Regular Riders	Unweighted *n*	830	409	205	216
	Weighted *n*	650	438	122	90
	Associated Precision*	±3.6%	±4.8%	±6.8%	±6.7%
Infrequent Riders	Unweighted *n*	310	130	84	96
	Weighted *n*	490	266	105	118
	Associated Precision*	±5.7%	±8.6%	±10.7%	±10.0%
Total	Unweighted *n*	1,140	539	289	312
	Weighted *n*	1,140	705	228	208
	Associated Precision*	±3.2%	±4.4%	±6.2%	±6.4%

Precision (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 occurred between October 20, 2010 and November 23, 2010. All major holiday periods were avoided, ensuring that reported travel is representative of Riders' typical travel.

Response rates are a function of three factors:

- The percentage of households and individuals in the sample eligible to complete the survey—in this case households with one or more Infrequent or Regular Riders
- The extent to which appropriate dialing protocols are used to maximize the rate at which contacts are made with a sampled household—that is, someone in the household answers the phone and is screened for eligibility
- The extent to which eligible respondents complete the survey

Response rates have long been a concern of King County 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, a cell phone sample was included for the first time in 2009, and a total of 10 percent of all surveys were completed with this sample. Because of the success of this effort, it was decided to increase the use of the cell phone sample. In 2010, a total of 254 surveys, or 22 percent of all interviews, were completed with the cell phone sample.

Other strategies included:

- Pretesting 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. A minimum of seven callbacks was made to households that were not reached to reduce the incidence of no answer or busy outcomes.
- 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 of mid-survey terminations.

These efforts resulted in:

- A final response rate of 12 percent for the entire sample, including 17 percent for the landline sample and 7 percent for the cell phone sample. The 17 percent response rate for the landline sample is comparable to previous years.
- A contact rate of 34 percent.
- A cooperation rate of 48 percent.

Table 3: 2010 Rider / Non-Rider Survey Response Rates

	Total Sample		Landline Sample		Cell Phone Sample	
	#	%	#	%	#	%
I –Complete Interview	1,140	2.8%	886	2.7%	254	3.2%
P –Partial Interview	121	0.3%	117	0.4%	4	0.1%
R—Refusal and Terminations	1,284	3.2%	100	0.3%	1,184	14.8%
NC—Non-contact	47	0.1%	47	0.1%	0	0.0%
O—Other	740	1.8%	501	1.5%	239	3.0%
UH—Unknown if Household	18,485	45.6%	16,387	50.4%	2,098	26.2%
UO—Unknown Other	8,079	19.9%	5,626	17.3%	2,453	30.7%
NE—Not Eligible*	10,630	26.2%	8,862	27.2%	1,768	22.1%
Total	40,526	100.0%	32,526	100.0%	8,000	100.0%

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

Reporting Conventions

This report is divided into six primary sections:

1. Ridership and Riders
2. Fare Payment
3. Rider Satisfaction
4. Commuters
5. Information Sources and Special Topics
6. Appendices

Columns generally sum to 100 percent except in cases of rounding. In some instances, bars add to more than 100 percent due to multiple responses given to a single question; these cases are noted.

On many questions in the survey, respondents may have answered “don’t know.” In some cases, this was because the respondent does not use a specific service and indicated that they did not have adequate information to respond. In others, it was an indication that they did not have a specific opinion because of the nature of the response categories. In general, “don’t know” responses are not included in the analysis of the distribution of responses. In those instances in which a large percentage of respondents gave a “don’t know” response, this finding is pointed out. Then the distribution of responses excluding “don’t know” is presented.

The sample sizes for each question are the total number of weighted cases with valid responses for that question. Unweighted cell sizes were used for testing for associations and differences between groups. Differences that are statistically significant are outlined in the text of the report. Significant differences are also indicated in bold on tables throughout the report. Bolded numbers are significantly different from other results. Complete documentation of results in the form of banner tabulations is presented under a separate cover.

Ridership and 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:

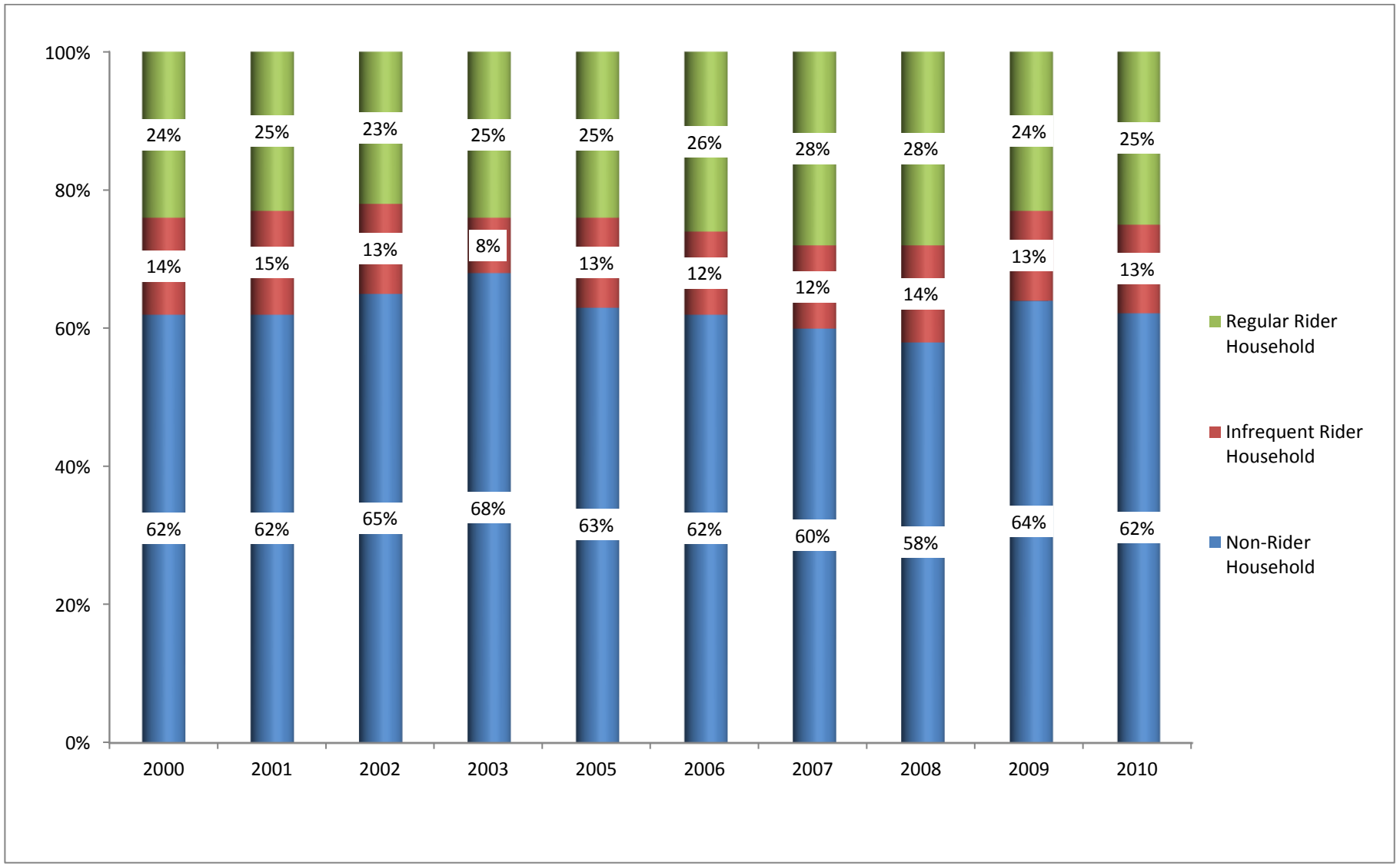
- Completed the full survey (*n* = 1,140),
- Agreed to participate in the survey, but did not qualify because the target number of completes for a planning subarea or ridership segment within a planning subarea was reached (*n* = 26),
- Were not qualified to complete the entire survey because they were Non-Riders (*n* = 4,551),
- Refused to complete the full survey, but completed a shorter survey to collect ridership information only (*n* = 181), or
- Responded to screening questions about transit users in the household but did not complete either the full survey or the short household survey (*n* = 252).

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.

There has been little change in the percentage of King County households with one or more Regular Riders over the years.

- Currently one out of four (25%) King County households have one or more Regular Riders. An additional 13 percent have one or more Infrequent Riders but no Regular Riders.

Figure 2: King County Ridership Incidence, 2000 to 2010



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 = 6, 150)*

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—42 percent compared to 14 and 15 percent, respectively. While less dramatic, Seattle / North King County households are also more likely to be Infrequent Rider households.

- At 42 percent, the incidence of Regular Rider households in Seattle / North King County is at its highest levels ever.
- Less than half (42%) of Seattle / North King County households do not ride the bus.

In total, there are an estimated 199,165 Regular Rider households in King County, 64 percent of which are in Seattle and North King County.

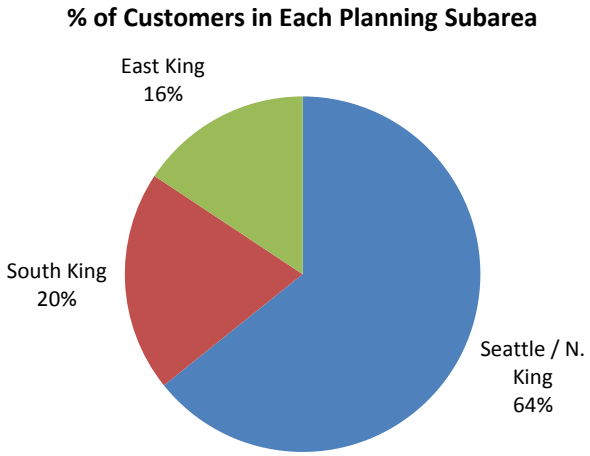


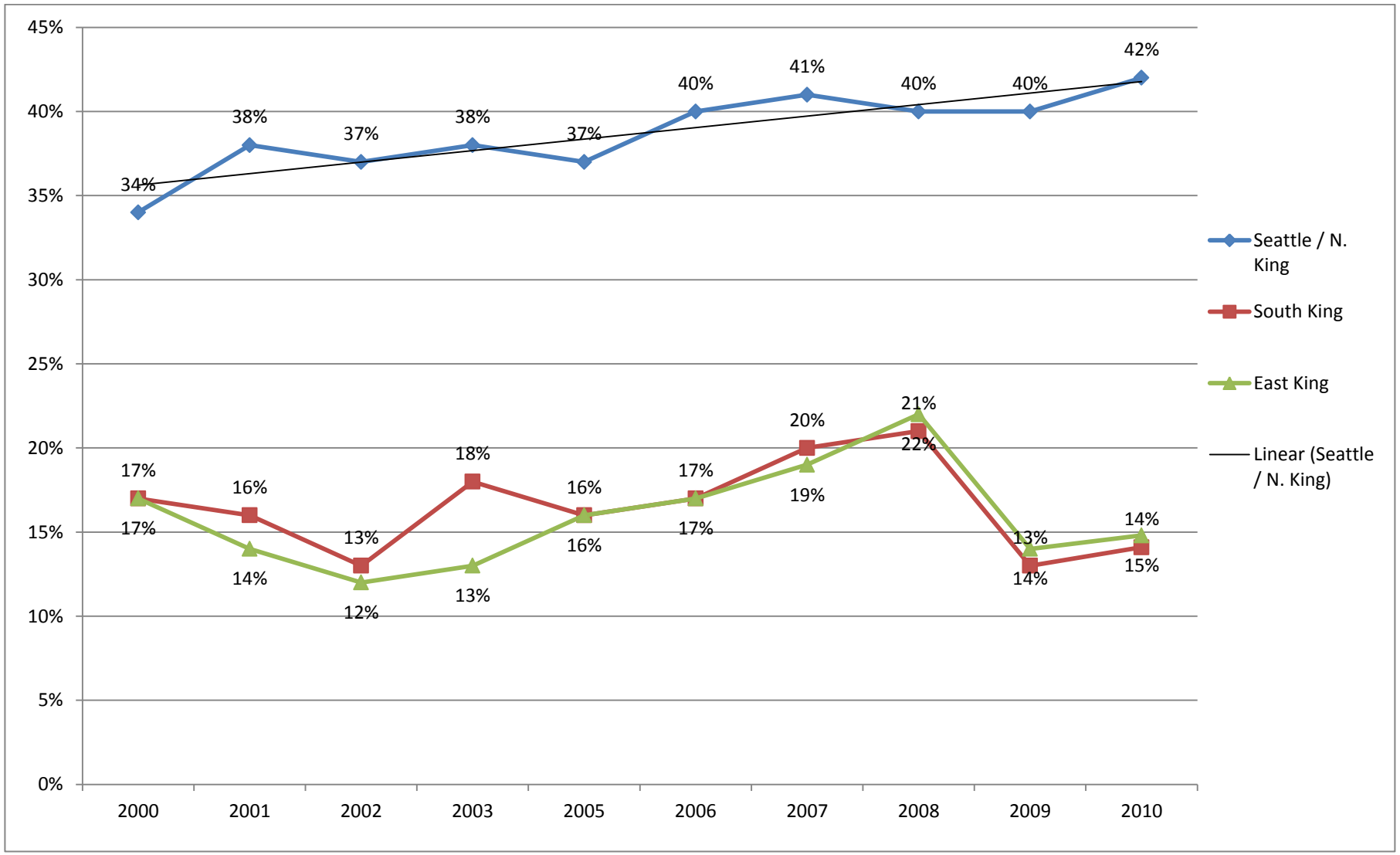
Table 4: Household Ridership Incidence by Planning Subarea

		Area of Residence			
		Total County	Seattle / N. King	South King	East King
Base (All Contacted Households)					
Total Households*		798,214	305,679	279,199	213,336
Regular Riders	%	25%	42%	14%	15%
	#	199,165	128,166	39,461	31,538
Infrequent Riders	%	13%	16%	9%	13%
	#	102,095	48,742	26,022	27,331
Non-Riders	%	62%	42%	77%	72%
	#	496,954	128,771	213,716	154,467

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.*

Figure 3: Trends in Incidence of Regular Rider Households by Planning Subarea, 2000 to 2010



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 = 6,150)*

Riders per Household

One out of four (25%) King County households have one or more Regular Riders in the household. In households with more than one person, nearly two out of five (38%) households have more than one Rider. This suggests that growth in ridership is more likely to occur by gaining additional Riders in an existing Rider household rather than attracting Non-Rider households.

- On average, King County households have .31 Riders per household.
- Consistent with the higher percentage of Seattle / North King County households with Regular Riders, there are also a greater number (.63) of Regular Riders per household in this planning subarea. Forty-three percent of Regular Rider multi-person households have more than one Regular Rider 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 / North King County. This is due to the larger household sizes in South King County compared to Seattle / North King County—2.8 compared to 2.4, respectively.

In total, there is an estimated 247,446 Riders 16 years of age and older in King County. This equates to slightly less than one out of six (16%) of all King County residents 16 years of age and older.

- Nearly four out of five (78%) King County Riders 16 years age and older live in Seattle / North King County. This is significantly more than in 2009 when 60 percent of all King County Riders lived in Seattle / North King County.

Table 5: Household Ridership Incidence by Planning Subarea

	Area of Residence			
	Total County	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	1,140	705	228	208
Base (unweighted)	1,140	539	289	312
% of HH w/ Regular Rider	25%	**42%**	14%	15%
# of Regular Riders / HH	0.31	0.63	0.18	0.18
% of Regular Rider HH w/ Multiple Riders (Multiperson HHs)	38%	43%	31%	23%
# of Regular Riders / Regular Rider HH (Multiperson HHs)	1.45	1.51	1.39	1.25
Estimated # of Riders	247,446	192,578	50,256	38,400
Population 16 Plus*	1,580,749	572,574	573,547	434,628
% of Regular Riders in Population 16 Plus	16%	34%	9%	9%

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 average number of riders per household has continued to decrease—from .42 in 2006, to .40 in 2008 to .33 in 2009 to .31 in 2010.

- This decrease, however, is occurring primarily in South and East King County, and appears to have started in 2008.

Among Regular Rider households with more than one person in the household, the number of Riders per household has remained relatively stable. However, there are differences by area.

- In Seattle / North King County, the average number of Riders per household has increased from 1.37 in 2006 to 1.51 in 2010. The average number of riders per household in Seattle / North King County Regular Rider households is currently at its highest ever, despite the decline in overall household size.

- In East King County, the average number of riders per household has decreased steadily since 2008—42 percent among all households and 17 percent among Regular Rider households. Average number of riders per household in East King County is at the lowest ever. At the same time, household size in this area has also decreased significantly.

- The average number of riders per household in South King County has also decreased each year since 2008—42 percent among all households and 11 percent among Regular Rider households. . Average number of riders in Regular Rider households is similar to that in 2006. Household size in this region has decreased slightly.

Table 6: Change in Number of Riders per Household, 2008 to 2010

	All Riders	Seattle / N. King	South King	East King
	# of Regular Riders / HH (All Households)			
2006	.42	.63	.28	.27
2008	.40	.56	.31	.31
2009	.33	.52	.22	.22
2010	.31	.63	.18	.18
% Change 2008–2009	-17.5%	-7.1%	-29.0%	-29.0%
% Change 2009–2010	-6.1%	21.2%	-18.2%	-18.2%
% Change 2006 - 2010	-26.2%	0.0%	-35.7%	-33.3%
	# of Regular Riders / HH (Regular Rider Multiperson Households)			
2006	1.37	1.37	1.41	1.31
2008	1.48	1.44	1.56	1.50
2009	1.43	1.45	1.47	1.31
2010	1.45	1.51	1.39	1.25
% Change 2008–2009	-3.4%	0.7%	-5.8%	-12.7%
% Change 2009–2010	1.4%	4.1%	-5.4%	-4.6%
% Change 2006 - 2010	5.8%	10.2%	-1.4%	-4.6%

Demographic Characteristics

Demographic Characteristics of Regular and Infrequent Riders

Gender

The sample is equally distributed between men and women as is the general population of King County. Men and women are almost equally likely to be Regular and Infrequent Riders.

Age

The average age reported is 45—the same as the population in King County. Regular Riders are significantly younger than Infrequent Riders.

- Nearly two out of five (39%) Regular Riders are less than 35 years of age compared to only 23 percent of Infrequent Riders. On the other hand twice as many Infrequent Riders as Regular Riders are 65 years of age and older—17 percent compared to 8 percent, respectively.

Household Composition

Only 16 percent of those surveyed report living alone. This is significantly lower than that reported for residents of King County in general—32 percent according to the American Community Survey. This difference may reflect a difference in the definition for non-family households in the Census which does not consider unrelated household members in their estimates.

Average household size for Riders is 2.38 persons 16 years of age and older—the same as reported in the American Community Survey.

Employment Status

Two out of three (67%) Riders are employed full- or part-time or report that they are self-employed. This figure is the same as for residents of King County in general—reported as 66 percent in the American Community Survey.

Table 7: Demographic Characteristics of Regular and Infrequent Riders

	All Riders	*Regular Rider*	*Infrequent Rider*
Base (weighted)	1,140	650	490
Base (unweighted)	1,140	830	310
% New to King County (Past Year)	4%	5%	3%
Gender			
Male	50%	50%	49%
Female	50%	50%	51%
Age			
16 to 17	6%	**8%**	4%
18 to 24	8%	**10%**	5%
25 to 34	18%	**21%**	14%
35 to 44	15%	14%	17%
45 to 54	23%	23%	23%
55 to 64	18%	17%	19%
65 plus	12%	8%	**17%**
Mean	44.5	41.8	**48.2**
HH Composition			
Single-Person	16%	17%	16%
Multi-Person	84%	83%	84%

- Regular Riders are more likely than Infrequent Riders to be employed—73 percent compared to 63 percent, respectively.
- Consistent with their age, a higher percentage of Infrequent Riders than Regular Riders are retired—20 percent compared to 8 percent, respectively.

Household Income

The average (median) household income of King County Riders is $72,857. This is somewhat higher than the median household income for residents of King County overall—reported as $67,246 in the American Community Survey.

- Infrequent Riders report a household income that is approximately 7 percent higher than Regular Riders. This is due primarily to a greater proportion of Regular Riders reporting household incomes below $25,000—14 percent compared to 9 percent, respectively.

Vehicle Access

The majority (85%) of Riders has a driver's license, and 95 percent have access to a vehicle. While most Regular Riders have a driver's license and access to a vehicle, a significantly higher percentage of Regular Riders (21%) than Infrequent Riders (8%) do not have a license. Seven percent of Regular Riders do not have access to a car compared to 2 percent of Infrequent Riders. Moreover, the number of cars per household is lower for Regular Riders.

Race / Ethnicity

Four out of five (82%) Riders are Caucasian. This is somewhat higher than the general population in King County—73 percent according to the American Community Survey. This would suggest that responses from some segments are low. Of note, 10 percent of Riders are Asian American compared to 13 percent of the general population. Also only 4 percent are Hispanic compared to 8 percent of the general population. The lower representation of these two segments may be a result of the survey being available only in English.

Table 8: Demographic Characteristics of Regular and Infrequent Riders (cont'd)

	All Riders	*Regular Rider*	*Infrequent Rider*
Employment Status			
Employed Full-Time	51%	56%	45%
Employed Part-Time	10%	12%	9%
Self-Employed	6%	5%	9%
Student (not working)	10%	13%	6%
Homemaker	2%	1%	4%
Retired	13%	8%	**20%**
Unemployed / Other	7%	6%	8%
Household Income			
Less than $15,000	6%	7%	5%
$15,000 to $25,000	6%	7%	4%
$25,000 to $35,000	6%	5%	8%
$35,000 to $55,000	17%	18%	15%
$55,000 to $75,000	17%	17%	17%
$75,000 to $100,000	16%	16%	17%
$100,000 to $150,000	18%	17%	18%
$150,000 or Greater	14%	14%	15%
Median	$72,857	$70,684	$75,969
Vehicle Access			
% with License	85%	79%	**92%**
% None	5%	**7%**	2%
# of Vehicles	1.8	1.7	**1.9**
Race / Ethnicity *			
Caucasian	82%	80%	84%
Asian American	10%	12%	8%
African American	5%	5%	4%
Hispanic	4%	4%	4%
Other	3%	3%	2%

**Multiple responses allowed.*

Trends in Rider Demographics

In 2009, some significant differences in the demographic characteristics of Riders over the years were noted. Comparing 2010 characteristics to previous years provides greater insights into whether these differences are actual changes in the mix of Riders rather than a function of differences in sampling methods.

Gender

There has been a steady increase in the percentage of men who are Riders. As in 2009, men and women are equally likely to be Riders.

Age

There is a significant decrease in the average age of Riders from 2007 and 2008. This decrease is most likely due to the inclusion of the cell phone sample. Half (51%) of those sampled on their cell phones are under the age of 35 compared 25 percent of those sampled on their landlines.

- The decrease in the average age of Riders is noteworthy for Regular Riders. The average age of Regular Riders has decreased from 47 in 2007 to 42 in 2010. Two out of five (39%) Regular Riders are under the age of 35 compared to 26 percent in 2007. This is most likely due to the inclusion of the cell phone sample. One out of four (25%) Regular Riders surveyed were reached through the cell phone sample.

- On the other hand, the average age of Infrequent Riders increased significantly from 2009 to 2010—from 43 to 48 years of age, respectively.

Table 9: Trends in Rider Demographics—All Riders

	2006 A	*2007 B*	*2008 C*	*2009 D*	*2010 E*
Base (weighted)	714	401	400	712	1,140
Base (unweighted)	1,373	401	400	1,417	1,140
Gender					
Male	46%	47%	48%	50%	50%
Female	54%	53%	52%	50%	50%
Age					
16 to 17	6%	5%	4%	4%	6%
18 to 24	**9% B**	6%	7%	**8% B**	8%
25 to 34	**20% BC**	13%	13%	**20% BC**	**18% BC**
35 to 44	**19% E**	19%	**20% E**	**19% E**	15%
45 to 54	23%	23%	24%	20%	23%
55 to 64	15%	**20% A**	17%	16%	18%
65 plus	9%	**15% A**	**14% A**	12%	12%
Mean	42.5	48.0	47.3	43.1	44.5
HH Composition					
Single-Person	**23% E**	**22% E**	19%	**23% E**	16%
Multi-Person	77%	78%	81%	77%	**84% ABD**
Employment Status					
Employed Full-Time	51%	53%	**55% D**	49%	51%
Employed Part-Time	10%	9%	11%	11%	10%
Self-Employed	6%	7%	5%	**7% C**	6%
Student (not working)	9%	6%	7%	9%	**10% BC**
Homemaker	**4% CE**	3%	2%	3%	2%
Retired	13%	**17% D**	**17% DE**	12%	13%
Unemployed / Other	6%	5%	4%	**9% BC**	**7% BC**

Employment Status

After decreasing significantly between 2008 and 2009, the percentage of Riders who are employed has remained relatively stable. It is therefore likely that the decrease noted between 2008 and 2009 was a function of the economy.

- The percentage of Regular Riders employed full-time increased between 2009 and 2010—from 51 to 56 percent. While this remains lower than the peak in 2008 when 60 percent of all Regular Riders were employed full-time, the increase is reflective of the improving economy.

Income

Riders have become increasingly affluent over the years, suggesting that Metro is effectively meeting the needs of both transit-dependent Riders and those who choose to ride Metro.

- The increase in Riders' household income holds true for both Regular and Infrequent Riders. However, it is greatest for Regular Riders. This is consistent with the higher employment levels also reported by Regular Riders as noted above.

Table 10: Trends in Rider Demographics—All Riders (cont'd)

	2006 A	*2007 B*	*2008 C*	*2009 D*	*2010 E*
Household Income					
Less than $15,000	8%	7%	6%	8%	6%
$15,000 to $25,000	7%	6%	6%	6%	6%
$25,000 to $35,000	7%	5%	5%	7%	6%
$35,000 to $55,000	19%	**25%** ADE	19%	18%	17%
$55,000 to $75,000	18%	15%	19%	16%	17%
$75,000 to $100,000	17%	18%	18%	17%	16%
$100,000 or Greater	24%	25%	28%	28%	**32%** AB
Median	$64,691	$65,217	$70,901	$69,163	$72,857
Access to Vehicles					
% with License	83%	83%	87%	86%	85%
% None	**17%** BCDE	**13%** D	**12%** D	7%	5%
# of Vehicles	1.6	1.7	1.7	1.7	**1.8** AD
Race / Ethnicity					
Caucasian	**85%** CD	83%	80%	79%	82%
Non-Caucasian	15%	17%	20%	21%	18%

Table 11: Trends in Rider Demographics—Regular Riders

	2006 A	2007 B	2008 C	2009 D	*2010 E*
Base (weighted)	485	276	296	444	650
Base (unweighted)	1,214	276	296	1,219	830
Gender					
Male	47%	47%	49%	50%	50%
Female	53%	53%	51%	50%	50%
Age					
16 to 17	5%	6%	5%	4%	**8% AD**
18 to 24	**10% B**	7%	9%	9%	10%
25 to 34	**20% BC**	13%	14%	**19% BC**	**21% BC**
35 to 44	17%	19%	**19% E**	**20% E**	14%
45 to 54	24%	23%	25%	21%	23%
55 to 64	14%	**20% A**	17%	17%	17%
65 plus	9%	12%	12%	**10% E**	8%
Mean	42.5	46.7	46.1	43.3	41.8
HH Composition					
Single-Person	**25% CE**	20%	18%	**22% E**	17%
Multi-Person	75%	80%	**82% A**	78%	**83% AD**
Employment Status					
Employed Full-Time	54%	56%	**60% AD**	51%	**56%D**
Employed Part-Time	11%	10%	11%	12%	12%
Self-Employed	4%	6%	3%	**7% C**	5%
Student	10%	8%	8%	9%	13%ABCD
Homemaker	**2% C**	2%	0%	**2% C**	1%
Retired	**11% E**	**13% E**	**13% E**	**11% E**	8%
Unemployed / Other	**7% BC**	5%	4%	**9% BCE**	6%

Table 13: Trends in Rider Demographics—Infrequent Riders

	2006 A	2007 B	2008 C	2009 D	*2010 E*
Base (weighted)	229	125	104	268	490
Base (unweighted)	159	125	104	198	310
Gender					
Male	44%	48%	45%	52%	49%
Female	56%	52%	55%	48%	51%
Age					
16 to 17	**7% BC**	2%	2%	4%	4%
18 to 24	5%	2%	1%	**8% BC**	5%
25 to 34	**20% C**	12%	10%	**23%BCE**	14%
35 to 44	21%	20%	21%	18%	17%
45 to 54	21%	23%	24%	19%	23%
55 to 64	16%	20%	19%	14%	19%
65 plus	10%	**22% A**	**22% A**	15%	**17% A**
Mean	42.5	50.9	50.9	42.8	48.2
HH Composition					
Single-Person	20%	**27% E**	20%	**25% E**	16%
Multi-Person	80%	73%	80%	75%	**84% BD**
Employment Status					
Employed Full-Time	45%	47%	41%	47%	45%
Employed Part-Time	6%	6%	9%	9%	9%
Self-Employed	11%	9%	9%	9%	9%
Student	**8% C**	3%	3%	**9% BC**	6%
Homemaker	8%	6%	6%	4%	4%
Retired	18%	**24% D**	**29% D**	14%	20%
Unemployed / Other	4%	4%	4%	8%	8%

Table 12: Trends in Rider Demographics—Regular Riders (cont'd)

	2006 A	*2007 B*	*2008 C*	*2009 D*	*2010 E*
Household Income					
Less than $15,000	10%	9%	7%	9%	7%
$15,000 to $25,000	7%	6%	7%	6%	7%
$25,000 to $35,000	**8% E**	5%	5%	7%	5%
$35,000 to $55,000	20%	**25% CE**	16%	19%	18%
$55,000 to $75,000	16%	14%	19%	15%	17%
$75,000 to $100,000	16%	17%	18%	16%	16%
$100,000 or Greater	23%	24%	28%	**27% A**	**31% A**
Median	$61,656	62,000	$71,169	$66,518	$70,684
Access to Vehicles					
% with License	81%	79%	84%	83%	79%
% None	**13% BCDE**	5%	8%	**9% B**	7%
# of Vehicles	1.5	**1.8 AD**	1.7	1.6	**1.7 AD**
Race / Ethnicity					
Caucasian	81%	79%	77%	79%	80%
Non-Caucasian	19%	21%	23%	21%	20%

Table 14: Trends in Rider Demographics—Infrequent Riders (cont'd)

	2006 A	*2007 B*	*2008 C*	*2009 D*	*2010 E*
Household Income					
Less than $15,000	6%	2%	4%	5%	5%
$15,000 to $25,000	**8% C**	4%	1%	**7% C**	4%
$25,000 to $35,000	4%	5%	5%	7%	8%
$35,000 to $55,000	17%	24%	**26% E**	16%	15%
$55,000 to $75,000	20%	17%	18%	16%	17%
$75,000 to $100,000	19%	20%	17%	20%	17%
$100,000 or Greater	26%	27%	29%	29%	33%
Median	$69,859	$71,249	$69,999	$73,164	$75,969
Access to Vehicles					
% with License	89%	94%	95%	90%	92%
% None	**5% B**	1%	2%	2%	2%
# of Vehicles	1.7	1.6	1.7	1.8	**1.9 B**
Race / Ethnicity					
Caucasian	**93% DE**	**91% D**	**89% D**	80%	84%
Non-Caucasian	7%	9%	11%	20%	16%

Demographics of Regular and Infrequent Riders by Planning Subareas

Age

Riders in Seattle / North King County are younger than those living in South and East King County—about one out of five (21%) Seattle / North King County Riders are between the ages of 25 and 34 compared to just 12 percent in South and East King County.

- One out of four (25%) Regular Riders in Seattle / North King County are between the ages of 25 and 34. Regular Riders in South and East King County are somewhat older—29 percent are between the ages of 45 and 54.

Household Composition

Consistent with their younger age, riders in Seattle / North King County are more likely to be a single-person household.

Employment Status

Riders in Seattle / North King County and, to a lesser extent, East King County are more likely than those living in South King County to be employed full-time.

- Regular Riders in East King County are the most likely to be employed full-time—61 percent. However, more than half of those in Seattle / North King County (56%) and South King County (53%) are employed full-time.

- Infrequent Riders living in South King County are the least likely to be employed full-time—27 percent. More than half (52%) of Seattle / North King County Infrequent Riders are employed full-time and 43 percent of East King County Infrequent Riders are employed full-time.

Table 15: Demographics of Riders by Planning Subareas

	Seattle / North King	*South King*	*East King*
Base (weighted)	705	228	208
Base (unweighted)	539	289	312
Gender			
Male	50%	50%	51%
Female	50%	50%	49%
Age			
16 to 17	6%	8%	5%
18 to 24	7%	9%	9%
25 to 34	**21%**	12%	12%
35 to 44	15%	14%	16%
45 to 54	22%	23%	29%
55 to 64	18%	19%	16%
65 plus	11%	15%	12%
Mean	43.9	45.5	45.5
HH Composition			
Single Person	**19%**	15%	11%
Multi-person	81%	85%	**89%**
Employment Status			
Employed Full-Time	**55%**	41%	**51%**
Employed Part-Time	10%	10%	11%
Self-Employed	6%	7%	8%
Student (not working)	10%	12%	9%
Homemaker	2%	3%	3%
Retired	11%	**18%**	13%
Unemployed / Other	7%	9%	5%
Household Income			
Less than $15,000	**6%**	**9%**	3%
$15,000 to $25,000	**7%**	**8%**	1%
$25,000 to $35,000	5%	**11%**	5%
$35,000 to $55,000	18%	17%	12%
$55,000 to $75,000	**19%**	16%	11%
$75,000 to $100,000	15%	15%	22%
$100,000 to $150,000	17%	17%	21%
$150,000 or Greater	**14%**	6%	**23%**
Median	$70,930	$60,090	$93,624

Income

East King County Riders are the most affluent riders—median household income of $93,624.

- Reflecting their higher employment levels, Regular Riders in East King County have median household incomes of $96,690.

South King County Riders are the least affluent Riders—median household income of $60,090.

- Regular Riders living in South King County have the lowest median household incomes—$56,923.

Vehicle Access

Riders in South King County are the least likely to have a driver's license. This is noteworthy among Regular Riders, 29 percent of whom do not have a driver's license.

	Seattle / North King	South King	East King
Vehicle Access			
% with License	86%	77%	91%
% None	5%	5%	4%
# of Vehicles	1.6	2.0	2.1
Race / Ethnicity *			
Caucasian	83%	78%	82%
Asian American	9%	12%	14%
African American	5%	7%	1%
Hispanic	4%	2%	3%
Other	2%	5%	2%

**Multiple responses allowed.*

Table 16: Demographics of Regular Riders by Planning Subareas

	Seattle / North King	*South King*	*East King*
Base (weighted)	438	122	90
Base (unweighted)	409	205	216
Gender			
Male	51%	49%	49%
Female	49%	51%	51%
Age			
16 to 17	7%	9%	8%
18 to 24	9%	12%	12%
25 to 34	25%	14%	10%
35 to 44	13%	14%	19%
45 to 54	21%	29%	29%
55 to 64	17%	15%	15%
65 plus	8%	8%	6%
Mean	41.6	42.1	42.2

Table 18: Demographics of Infrequent Riders by Planning Subareas

	Seattle / North King	*South King*	*East King*
Base (weighted)	266	105	118
Base (unweighted)	130	84	96
Gender			
Male	48%	50%	52%
Female	52%	50%	48%
Age			
16 to 17	3%	6%	3%
18 to 24	4%	6%	7%
25 to 34	16%	10%	15%
35 to 44	19%	14%	14%
45 to 54	24%	17%	28%
55 to 64	19%	24%	17%
65 plus	16%	23%	17%
Mean	47.7	49.4	48.0

Table 17: Demographics of Regular Riders by Planning Subareas (cont'd)

	Seattle / North King	*South King*	*East King*
HH Composition			
Single-Person	20%	12%	6%
Multi-Person	80%	88%	94%
Employment Status			
Employed Full-Time	56%	53%	61%
Employed Part-Time	12%	10%	13%
Self-Employed	5%	3%	3%
Student (not working)	12%	14%	15%
Homemaker	1%	1%	<1%
Retired	8%	9%	6%
Unemployed / Other	6%	10%	2%
Household Income			
Less than $15,000	6%	11%	5%
$15,000 to $25,000	7%	11%	3%
$25,000 to $35,000	5%	6%	4%
$35,000 to $55,000	18%	21%	11%
$55,000 to $75,000	18%	16%	10%
$75,000 to $100,000	16%	12%	19%
$100,000 to $150,000	16%	14%	27%
$150,000 or Greater	13%	9%	21%
Median	$69,768	$56,923	$96,690
Vehicle Access			
% with License	81%	71%	86%
% None	8%	6%	5%
# of Vehicles	1.6	2.0	2.0
Race / Ethnicity *			
Caucasian	82%	75%	82%
Asian American	11%	14%	13%
African American	5%	7%	2%
Hispanic	4%	3%	3%
Other	3%	6%	2%

**Multiple responses allowed.*

Table 19: Demographics of Infrequent Riders by Planning Subareas (cont'd)

	Seattle / North King	*South King*	*East King*
HH Composition			
Single-Person	16%	18%	**15%**
Multi-Person	84%	82%	85%
Employment Status			
Employed Full-Time	52%	27%	43%
Employed Part-Time	8%	11%	9%
Self-Employed	7%	11%	12%
Student (not working)	5%	8%	5%
Homemaker	3%	6%	5%
Retired	16%	29%	19%
Unemployed / Other	8%	8%	6%
Household Income			
Less than $15,000	5%	7%	3%
$15,000 to $25,000	5%	6%	-
$25,000 to $35,000	5%	18%	7%
$35,000 to $55,000	17%	12%	13%
$55,000 to $75,000	20%	15%	12%
$75,000 to $100,000	14%	18%	24%
$100,000 to $150,000	18%	21%	17%
$150,000 or Greater	15%	3%	25%
Median	$72,726	$64,000	$91,666
Vehicle Access			
% with License	94%	85%	95%
% None	2%	4%	2%
# of Vehicles	1.7	2.0	2.1
Race / Ethnicity *			
Caucasian	87%	81%	82%
Asian American	5%	10%	15%
African American	4%	6%	1%
Hispanic	5%	1%	3%
Other	1%	4%	2%

Transit Use

Trips / Month

On average Regular Riders take 23 one-way trips per month. This is the same as in 2009 when Regular Riders averaged 23.2 one-way trips per month. It is below the peak number registered in 2008 when Regular Riders averaged 24.5 one-way trips per month.

Infrequent Riders average 2.1 one-way trips per month. There has been little change in this figure over the years.

Reliance on Transit

Slightly less than three out of 10 (28%) Riders rely on Metro for all or most of their transportation needs. Only 4 percent of Metro Riders rely on Metro for all of their transportation needs.

This figure is heavily influenced by Infrequent Riders. More than two out of five (44%) Regular Riders rely heavily on Metro for all or most of their transportation needs compared to 6 percent of Infrequent Riders.

- Seven percent of Regular Riders rely on Metro for all of their transportation needs. Of these, more than half do not have a driver's license (52%) or access to a vehicle (55%).
- Among Regular Riders who rely on Metro for most of their transportation needs, 28 percent do not have a license and 10 percent do not have access to a vehicle. Among those with a vehicle, the average number of vehicles in the household is significantly lower.

Table 20: Transit Use—Regular and Infrequent Riders

	All Riders	Regular Riders	Infrequent Riders
Base (weighted)	1,140	650	490
Base (unweighted)	1,140	830	310
Transit Trips / Month			
1 to 4	43%	-	100%
5 to 7	9%	16%	-
8 to 10	9%	16%	-
11 to 20	16%	27%	-
21 or More	23%	40%	-
Mean	14.0	**23.0**	2.1
Reliance on Transit			
All Transportation Needs	4%	**7%**	1%
Most Transportation Needs	23%	**37%**	5%
Some Transportation Needs	38%	**46%**	26%
Very Little	35%	10%	**68%**
Primary Trip Purpose			
Work	43%	**58%**	23%
School	10%	**14%**	4%
Social / Recreation	18%	11%	**28%**
Shopping / Errands	10%	7%	**14%**
Travel Downtown (Seattle)	7%	2%	**13%**
Appointments	5%	4%	6%
Events	3%	<1%	**7%**
Airport	1%	<1%	2%
Other	2%	1%	**3%**

Trip Purpose

More than half (53%) of Metro Riders use Metro primarily to travel to work or school. This is notable among Regular Riders, 72 percent of whom use Metro to commute.

Time of Travel

Time of travel is reflective of trip purpose. Nearly nine out of ten (89%) Regular Riders ride during peak travel periods. Conversely, nearly two out of five (38%) Infrequent Riders only ride during off-peak periods.

South Lake Union Streetcar Ridership

Questions were added in 2010 to measure Rider use of the South Lake Union Streetcar. One out of ten (10%) Metro Riders also use the South Lake Union Streetcar. One percent rides the South Lake Union Streetcar only.

- Three times as many Regular Riders as Infrequent Riders ride the South Lake Union Streetcar—15 percent compared to 3 percent, respectively.

Use of Downtown Transit Tunnel

More than half (55%) of all Metro Riders use the downtown transit tunnel for some of their trips. Use of the tunnel is somewhat greater for Regular Riders than for Infrequent Riders—58 percent compared to 50 percent, respectively.

Table 21: Transit Use—Regular and Infrequent Riders (cont'd)

	All Riders	Regular Riders	Infrequent Riders
Time of Day Traveled			
Early Morning (before 6:00 a.m.)	3%	**4%**	2%
Morning Peak (6:00–9:00 a.m.)	51%	**67%**	31%
Midday (9:00 a.m.3:00 p.m.)	46%	46%	46%
Evening Peak (3:006:00 p.m.)	69%	**78%**	56%
Early Evening (6:00–7:00 p.m.)	35%	**42%**	26%
Weeknights (after 7:00 p.m.)	28%	**34%**	19%
Saturdays (anytime)	53%	53%	52%
Sundays (anytime)	42%	42%	42%
Peak / Off-Peak Ridership			
Peak and Off-Peak	60%	**69%**	49%
Peak Only	17%	**20%**	13%
Off-Peak Only	23%	11%	**38%**
Zones Traveled			
One Zone	64%	64%	62%
Two Zones	36%	36%	38%
Streetcar Use			
Bus Only	89%	85%	**95%**
Bus and SLU Streetcar	10%	**15%**	3%
Use of Downtown Transit Tunnel			
% Yes	55%	**58%**	50%

Trends in Transit Use

Length of Time Riding Metro

Riders were asked two questions to measure their tenure using Metro.

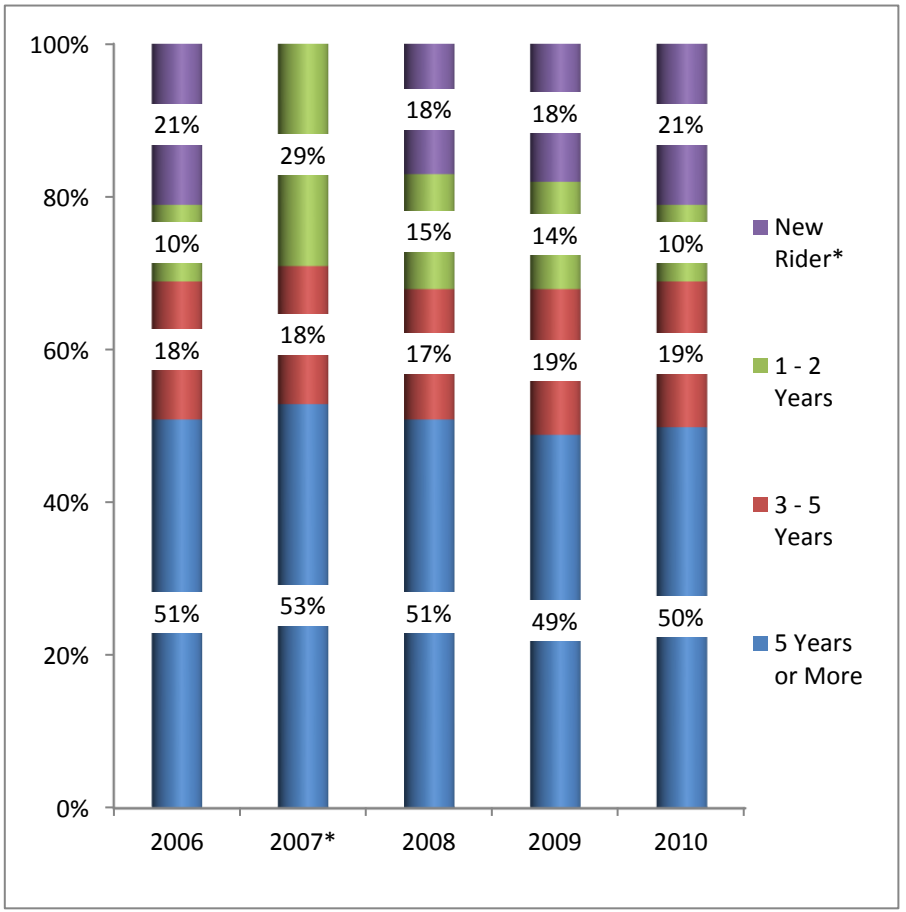
1. How long have you been riding Metro regularly, at least one trip a month? Responses were given in number of years.
2. Did you start riding after September of the preceding survey year? Those responding yes are considered New Riders.

The majority of riders are veteran Riders—half (50%) have ridden five or more years, and 19 percent have ridden between three and five years.

At the same time, Metro appears to be successful in picking up additional new riders.

- There has been a significant decrease in the percentage riding between one and two years—from 14 percent in 2009 to 10 percent in 2010—and a nearly corresponding increase in the percentage of new riders—from 18 percent in 2009 to 21 percent in 2010.

Figure 4: Length of Time Riding Metro, 2005 to 2010



***Question MET1**: How long have you been riding Metro regularly, at least 1 trip a month?*
***Question MET1A**: Did you start riding the bus after September of the previous year?*
** New Riders are defined as those saying yes to MET1A. MET1A was not asked in 2007*
***Base:** All Regular and Infrequent Riders (n = 1,140; n_w = 1,140)*

Frequency of Riding

Traditionally, Metro groups Riders into two categories: Regular Riders, those who made five or more one-way trips in the month preceding the survey, and Infrequent Riders, those who made one to four trips. Regular Riders are further defined as Moderate and Frequent Riders. Moderate Riders make five to ten transit trips per month while Frequent Riders make 11 trips or more.

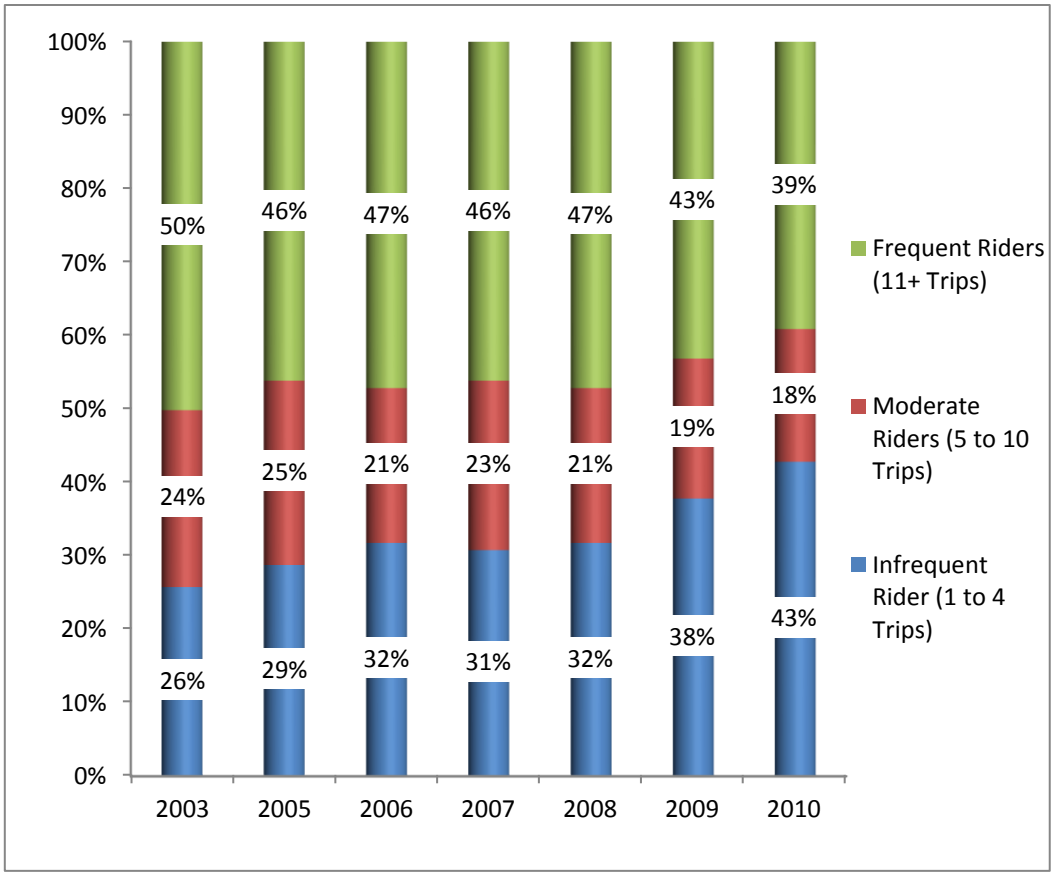
After staying relatively stable over the years, the percentage of Frequent Regular Riders—those taking 11 or more one-way trips per month—has been decreasing steadily, from 47 percent in 2008 to 39 percent in 2010. The percentage who are Moderate Regular Riders has also decreased—from 21 percent to 18 percent.

At the same time the percentage of Infrequent Riders has increased—from 32 percent to 43 percent. This is consistent with national trends that have shown a significant shift in how people are using transit with much of the recent growth in ridership coming from those using transit for non-commute trips.

Table 22: Average Number of One-Way Trips per Month by Frequency of Riding

	2005	2006	2007	2008	2009	2010
All Riders	16.7	16.5	16.6	17.3	15.3	14.0
Frequent Regular	31.1	30.8	31.2	32.1	30.4	30.4
Moderate Regular	7.5	7.3	7.4	7.3	7.4	7.5
Infrequent Riders	1.9	1.9	2.0	2.2	2.2	2.1

Figure 5: Frequency of Riding Metro, 2003 to 2010



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 = 1,140; n_w = 1,140)*

Reliance on Transit

Between 2006 and 2008 the percentage of Metro Riders relying on Metro for all or most of their transportation needs decreased from 30 percent in 2006, to 27 percent in 2007, and to 22 percent in 2008. Between 2007 and 2008, there was a corresponding increase in the percentage relying on Metro for some of their transportation needs. In 2009 and 2010, the percentage of Riders using Metro for all or most of their transportation needs returned to levels similar to 2006 and 2007.

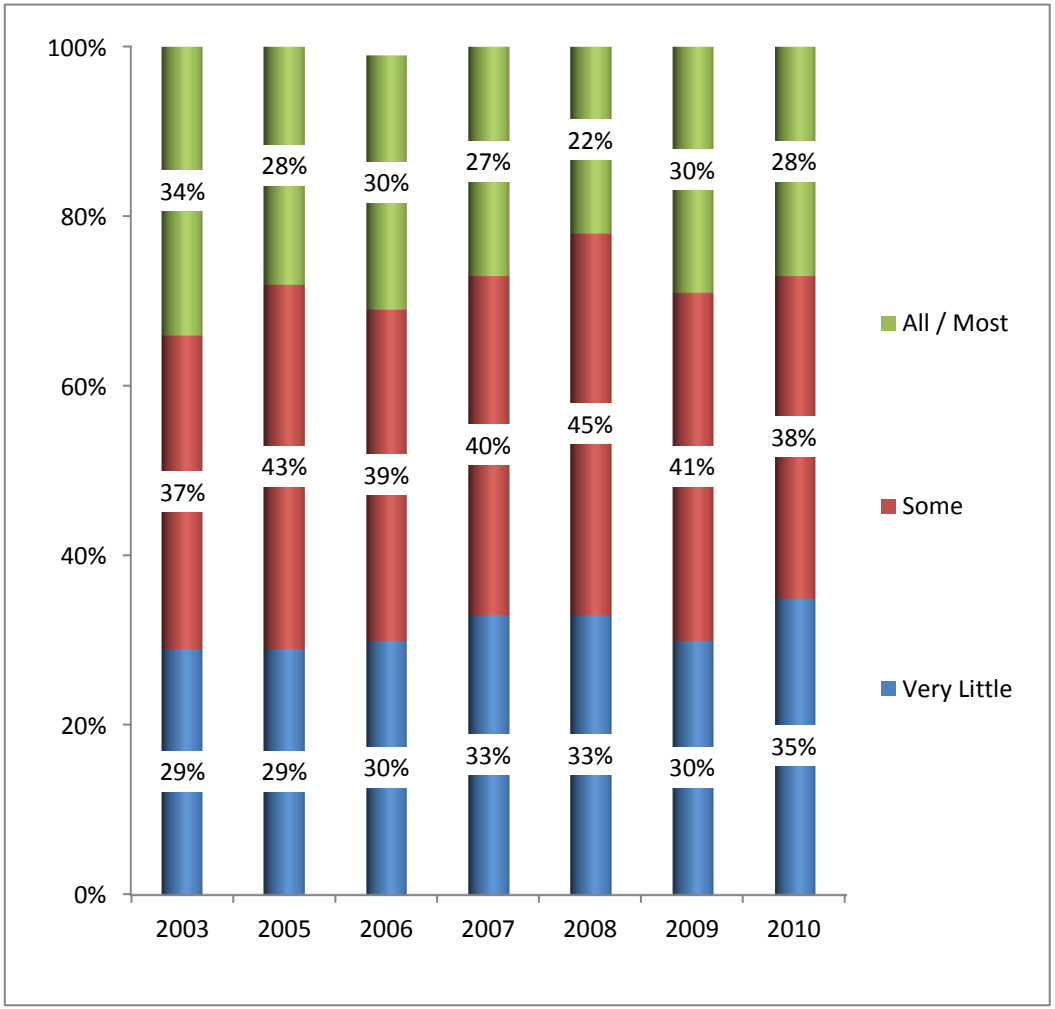
In 2010, nearly three out of ten (28%) Metro Riders rely on Metro for all or most of their transit needs, and 38 percent rely on Metro for some of their transit needs.

The significant change in 2008 is most likely a result of two factors:

- Fall of 2008 was a period of record high gas prices and a corresponding increase in transit ridership. Much of this increase was due to an increase in commute travel, and most Commuters also have access to a vehicle.

- This was also a period that experienced a significant increase in the percentage of Rider households in South and East King County. Residents of these areas have traditionally been more likely to rely on Metro for just some of their transportation needs.

Figure 6: Reliance on Transit, 2003 to 2010



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

Base*: All Regular and Infrequent Riders (n = 1,140; n_w = 1,140)*

Trip Purpose

Consistent with national trends and reflecting the greater number of Infrequent Riders, an increasing number of Metro Riders primarily use Metro for non-commute trips.

- Between 2005 and 2007, the percentage of Metro Riders using Metro for non-commute trips increased from 38 percent to 47 percent.
- The percentage decreased in 2008 to 44 percent, most likely due to the significant increase in ridership experienced during this period due to high gas prices. Many of these Riders were Commuters.
- Since 2008, the percentage of Metro Riders using Metro for non-commute trips has again increased, returning to 47 percent in 2010.

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.

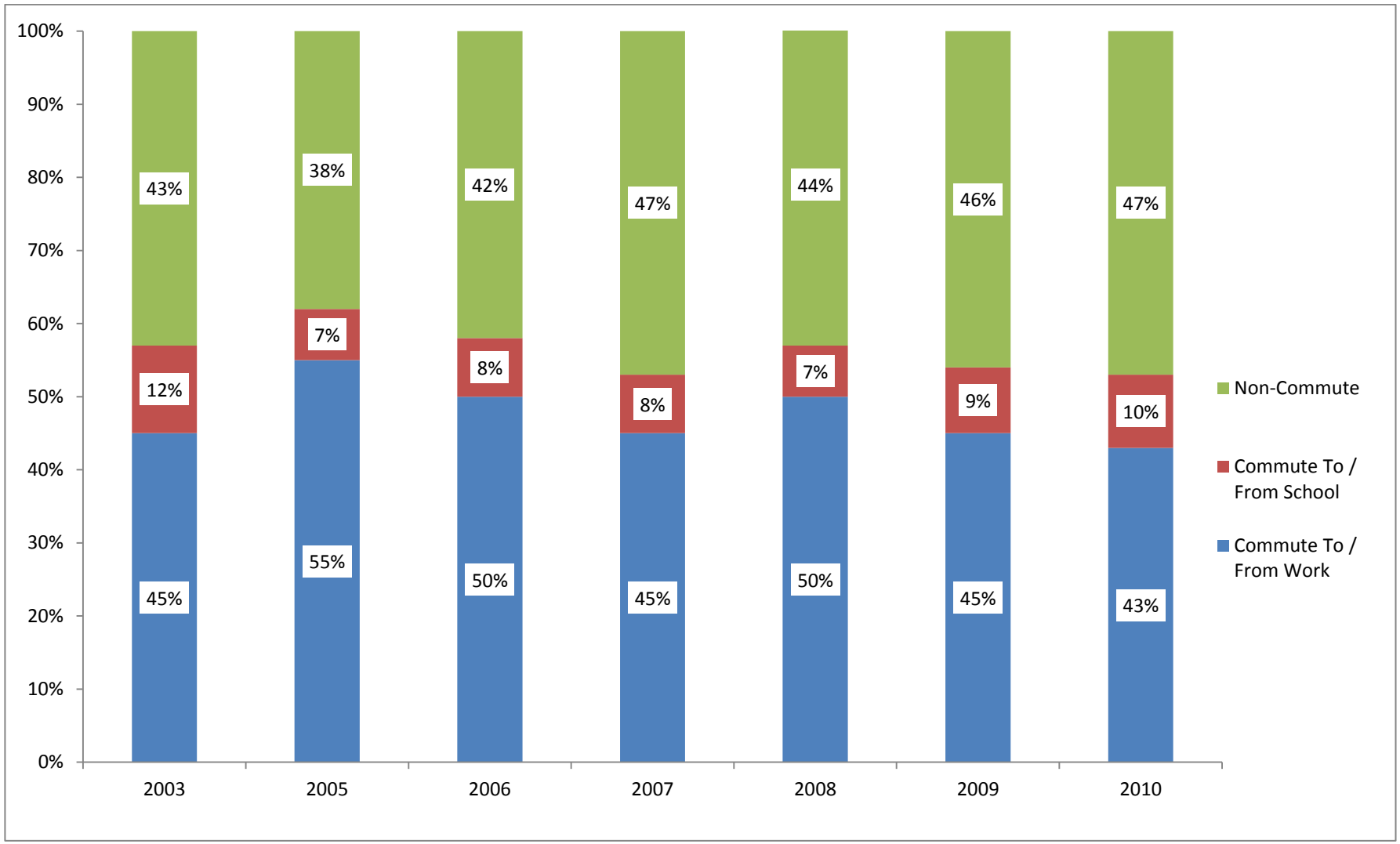
- The 2008 research suggested that this trend may have reversed with half (50%) of all Riders saying they were riding to and from work. As noted above, this is most likely the result of the significant increase in ridership as a result of high gas prices during the fall when the survey was conducted.
- This figure decreased to 45 percent in 2009, returning to 2007 levels, and decreased again slightly in 2010. This decline may be a function of the economy and current employment levels. At the same time, this decrease in commute trips is consistent with national trends showing an increased use of transit for non-commute trips—e.g., trips to sporting events and downtown. It will be important as the economy improves to retain this important segment of Riders while also recapturing the returning Commuters.

While small, there are corresponding increases in the percentage of Riders using Metro to get to school. This is most likely a function of the inclusion of the cell phone sample.

Table 23: Detailed Trip Purpose Regular and Infrequent Riders

	All Riders	Regular Riders	Infrequent Riders
Work Commute	43%	**58%**	23%
Recreation	18%	11%	**18%**
Shopping	10%	7%	**14%**
School Commute	10%	**14%**	4%
Downtown Seattle	7%	2%	**13%**
Appoint-ments	5%	4%	6%
Special Events	3%	<1%	7%
Airport	1%	>1%	2%
Other	1%	2%	2%

Figure 7: Primary Trip Purpose, 2003 to 2010



***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 = 1,140; n_w = 1,140)*

Peak and Off-Peak Travel

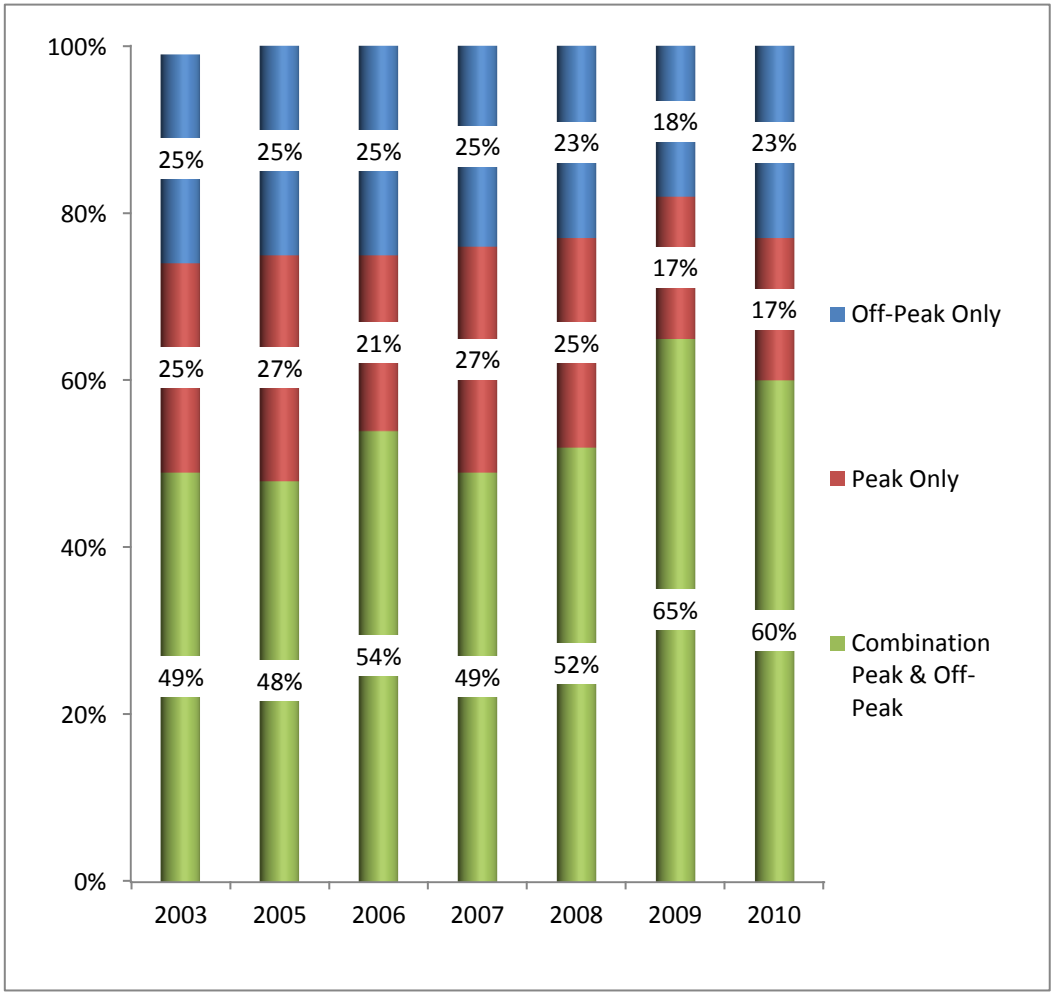
After years of little change in the times when Riders travel, in 2009 there was a significant increase in the percentage of Riders saying that they ride in both peak and off-peak hours—from 52 percent to 65 percent. This figure dropped off somewhat in 2010 to 60 percent but remains well above earlier figures.

- The increase in off-peak travel is occurring primarily in the evenings and on weekends.

Table 24: Change in Travel Times, 2008—2010

	2008	2009	2010
Morning Peak (6:00–9:00 a.m.)	55%	54%	51%
Midday (9:00 a.m.–3:00 p.m.)	45%	48%	46%
Afternoon Peak (3:00–6:00 p.m.)	66%	71%	69%
Early Evening (6:00–7:00 p.m.)	23%	36%	35%
Evenings (after 7:00 p.m.)	18%	26%	28%
Saturdays	48%	53%	53%
Sundays	36%	40%	42%

Figure 8: Peak and Off-Peak Travel, 2003 to 2010



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

Base*: All Regular and Infrequent Riders (n = 1,140; n_w = 1,140))*

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.

- This is the same as in 2009 and similar to that noted prior to 2008.

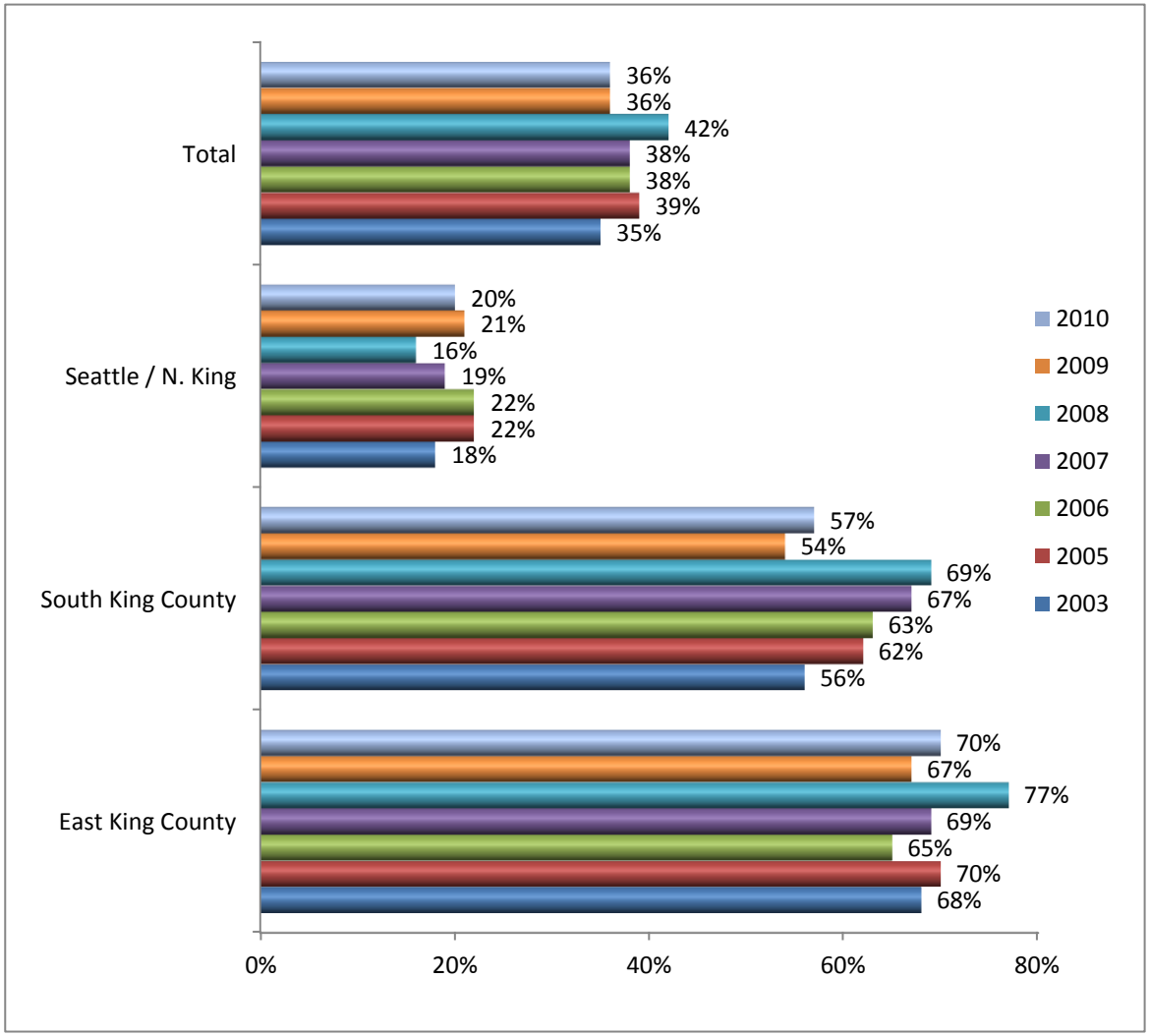
Riders living in East King County are the most likely to make two-zone trips.

- Seven out of ten (70%) East King County Riders make two-zone trips. This is up slightly from 2009 but remains lower than in 2008 and is consistent with previous years.

Nearly three out of five (57%) South King County Riders make two-zone trips. This figure remains lower than the peak noted in 2008 and is consistent with baseline measures in 2003.

One out of five (20%) Seattle / North King County Riders make two-zone trips. This is the same as in 2009 and remains somewhat higher than the lowest figure recorded in 2008.

Figure 9: Two-Zone Travel, 2003 to 2010



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 = 1,140; n_w = 1,140)*

Differences in Transit Use by Rider Status or Planning Subareas

Length of Time Riding Metro

The most veteran Riders live in Seattle / North King County and South King County. Nearly half (47%) have been riding five or more years.

- While the percentage of veteran Riders has remained stable in Seattle / North King County, the percentage of veteran Riders in South King County increased from 42 percent in 2009 to 47 percent in 2010.

Table 25: Length of Time Riding Metro by Planning Subarea

		Area of Residence		
	All Riders	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	1,140	705	228	208
Base (unweighted)	1,140	532	279	306
New Riders *	19%	16%	23%	23%
Up to 2 Years	9%	9%	11%	9%
3 to 5 Years	18%	19%	12%	20%
5 or More Years	45%	**47%**	**47%**	36%
Not Regular Rider**	9%	9%	6%	**11%**

Table 26: Length of Time Riding Metro by Rider Status and Planning Area

	Regular Riders		
	Seattle / N. King	**South King**	**East King**
Base (weighted)	438	122	90
Base (unweighted)	409	205	216
New Riders*	18%	23%	**28%**
Experienced Riders	**81%**	76%	71%
Not Regular Rider**	1%	<1%	1%
	Infrequent Riders		
	Seattle / N. King	**South King**	**East King**
Base (weighted)	266	105	118
Base (unweighted)	130	84	86
New Riders*	13%	22%	20%
Experienced Riders	64%	65%	61%
Not Regular Rider**	22%	13%	19%

* Defined as Riders who started riding after September 2009.

** 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.

New Riders are more likely than experienced Riders to be:

- Male (52%) than female (48%)
- Young—25 percent are 16 to 24 and nearly half (46%) are between 16 and 34
- Students—17 percent
- Less affluent—median income is $59,184

Experienced riders are:

- Older—more than half (55%) are 45 and older
- Employed full-time (54%) or retired (13%)
- More affluent—half have household incomes of $75,000 or greater, with a median household income of $75,481

Table 27: Demographic Characteristics of New and Experienced Riders

	New	Experienced
Base (weighted)	213	818
Base (unweighted)	235	833
Gender		
Male	52%	48%
Female	48%	52%
Age		
16 to 17	**10%**	6%
18 to 24	**15%**	7%
25 to 34	21%	18%
35 to 44	19%	14%
45 to 54	17%	**24%**
55 to 64	11%	**19%**
65 plus	8%	**12%**
Mean	38.5	**45.1**
HH Composition		
Single Person	18%	16%
Multiperson	82%	84%
Employment Status		
Employed Full-Time	47%	**54%**
Employed Part-Time	13%	10%
Self-Employed	4%	6%
Student (not working)	**17%**	9%
Homemaker	2%	2%
Retired	8%	**13%**
Not Employed / Other	**8%**	6%
Household Income		
Less than $15,000	9%	6%
$15,000 to $25,000	8%	6%
$25,000 to $35,000	7%	6%
$35,000 to $55,000	21%	17%
$55,000 to $75,000	19%	16%
$75,000 to $100,000	15%	16%
$100,000 to $150,000	10%	**20%**
$150,000 or Greater	9%	15%
Median	$59,184	$75,481
Access to Vehicle		
% with License	79%	**85%**
% None	6%	5%
# of Vehicles	1.8	1.8
Race / Ethnicity		
Caucasian	69%	**85%**
Non-Caucasian	31%	15%

New Riders are frequent Riders—43 percent take 11 or more one-way trips per month.

One out of three (32%) New Riders rely on Metro for all or most of their transportation needs. This is slightly higher than in 2009 when only 26 percent of New Riders were transit dependent.

Eighteen percent of New Riders are riding to and from school—compared to 15 percent in 2009. Again this may reflect the inclusion of the cell phone sample, which is more likely to reach this segment.

New Riders are much more likely (15%) than Experienced Riders (10%) to ride both the bus and the South Lake Union Streetcar.

Table 28: Transit Use among New and Experienced Riders

	New	Experienced
Base (weighted)	213	818
Base (unweighted)	235	833
Transit Trips / Month		
1 to 4	38%	**38%**
5 to 7	12%	9%
8 to 10	6%	**11%**
11 to 20	21%	16%
21 or More	22%	26%
Mean	14.6	15.4
Reliance on Transit		
All / Most Transportation Needs	32%	30%
Some Transportation Needs	36%	41%
Very Little	32%	**29%**
Primary Trip Purpose		
Work	40%	48%
School	**18%**	9%
Social / Recreation	15%	17%
Shopping / Errands	13%	10%
Travel Downtown (Seattle)	4%	**6%**
Appointments	5%	5%
Events	2%	**2%**
Airport	<1%	1%
Other	3%	1%
Peak / Off-Peak Ridership		
Peak and Off-Peak	65%	61%
Peak Only	16%	18%
Off-Peak Only	19%	21%
Streetcar Use		
Bus Only	85%	**90%**
Bus and SLU Streetcar	**15%**	10%
Use of Downtown Transit Tunnel		
% Yes	42%	**59%**

Frequency of Riding

Not only does Seattle / North King County have the highest incidence of Regular Riders, it also has more Frequent Regular Riders—those riding 11 or more times a month.

- More than two out of five (42%) Seattle / North King County Riders are Frequent Regular Riders.
- East King County has the highest percentage of Infrequent Riders—nearly two out of five (57%) East King County Riders are Infrequent Riders.
- While East King County has the lowest percentage of Frequent Regular Riders (30%), East King County Frequent Regular Riders take the highest number of one-way trips per month (34).

Table 29: Frequency of Riding by Planning Subarea

	Area of Residence			
	All Riders	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	1,140	705	228	208
Base (unweighted)	1,140	532	279	306
Frequent Regular Riders (11 plus rides)	39%	**42%**	35%	30%
Average # of One Way Ride / Month	30.4	29.9	29.2	34.0
Moderate Regular Riders (5 to 10 rides)	18%	20%	18%	14%
Average # of One Way Ride / Month	7.5	7.5	7.8	7.5
Infrequent Riders (1 to 4 rides)	43%	38%	**46%**	**57%**
Average # of One Way Ride / Month	2.1	2.1	2.2	2.1

The differences between Regular Riders and Infrequent Riders are discussed in detail beginning on page 43. 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 five to ten one-way rides per month).

Age

Frequent Regular Riders are somewhat younger than Moderate Regular Riders—23 percent of Frequent Regular Riders are between the ages of 25 and 34.

On the other hand, 15 percent of Moderate Regular Riders are 65 and older. In addition, a significant percent (10%) of Moderate Regular Riders are between the ages of 16 and 17.

Employment Status

More than two out of five (63%) Frequent Regular Riders are employed full-time compared to 43 percent of Moderate Regular and 45% of Infrequent Riders.

Table 30: Demographic Characteristics of Frequent Regular, Moderate Regular, and Infrequent Riders

	Frequent	Moderate	Infrequent
Base (weighted)	440	209	490
Base (unweighted)	561	268	310
Gender			
Male	51%	49%	49%
Female	49%	51%	51%
Age			
16 to 17	7%	**10%**	4%
18 to 24	11%	9%	5%
25 to 34	**23%**	16%	14%
35 to 44	15%	12%	17%
45 to 54	24%	23%	23%
55 to 64	18%	15%	19%
65 plus	4%	**15%**	**17%**
Mean	40.9	**43.8**	**48.2**
HH Composition			
Single-Person	16%	17%	16%
Multi-Person	84%	83%	84%
Employment Status			
Employed Full-Time	**63%**	43%	45%
Employed Part-Time	12%	10%	9%
Self-Employed	4%	6%	**9%**
Student (not working)	**12%**	**14%**	6%
Homemaker	<1%	3%	**4%**
Retired	3%	**17%**	**20%**
Unemployed / Other	6%	7%	8%
Household Income			
Less than $15,000	7%	6%	5%
$15,000 to $25,000	7%	7%	4%
$25,000 to $35,000	5%	4%	8%
$35,000 to $55,000	17%	19%	15%
$55,000 to $75,000	15%	21%	17%
$75,000 to $100,000	15%	17%	17%
$100,000 to $150,000	**20%**	12%	18%
$150,000 or Greater	14%	13%	15%
Median	$72,888	$67,482	$75,969
Access to Vehicles			
% with License	79%	81%	**92%**
% None	**8%**	6%	2%
# of Vehicles	1.7	1.7	**1.9**
Race / Ethnicity			
Caucasian	82%	78%	84%
Non-Caucasian	18%	22%	16%

Three out of five (60%) Frequent Regular Riders take 21 or more one-way trips per month—they average just over 30.

- Over half (56%) of Frequent Regular Riders rely on Metro for all or most of their transportation needs.
- More than four out of five (87%) Frequent Regular Riders primarily use Metro to commute to work (71%) or school (16%).
- Consistent with their reliance on transit, most (72%) ride during both peak and off-peak hours, and 23 percent ride during peak hours only.
- Frequent Regular Riders are more likely (17%) to ride both the South Lake Union Streetcar and the bus.

Moderate Regular Riders average between seven and eight 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. More than two out of five (43%) use Metro for commute trips; the remainder (57%) are non-commute trips. By far the most common non-commute trips are for social or recreational purposes.
- More than one out of ten (11%) Moderate Regular Riders ride the South Lake Union Streetcar in addition to riding the bus.

Infrequent Riders average two one-way trips per month.

- Consistent with their frequency, more than two-thirds (68%) of Infrequent Riders state that they rely on Metro for very little of their transportation needs.
- The majority (73%) use Metro primarily for non-commute trips.

Table 31: Transit Use among Frequent, Moderate, and Infrequent Riders

	Frequent	*Moderate*	*Infrequent*
Base (weighted)	440	209	490
Base (unweighted)	561	268	310
Transit Trips / Month			
1 to 4	-	-	100%
5 to 7	-	49%	-
8 to 10	-	51%	-
11 to 20	40%	-	-
21 or More	60%	-	-
Mean	30.4	7.5	2.1
Reliance on Transit			
All / Most	**56%**	**19%**	6%
Some	40%	**59%**	26%
Very Little	3%	**23%**	**68%**
Primary Trip Purpose			
Work	71%	32%	23%
School	**16%**	**11%**	4%
Social / Recreation	4%	**26%**	**28%**
Shopping / Errands	6%	**11%**	**14%**
Travel Downtown	1%	**6%**	**13%**
Appointments	2%	**10%**	**6%**
Events	<1%	1%	**7%**
Airport	-	1%	2%
Other	1%	2%	3%
Peak / Off-Peak Ridership			
Peak and Off-Peak	**72%**	**62%**	49%
Peak Only	**23%**	14%	13%
Off-Peak Only	5%	**24%**	**38%**
Ride Streetcar			
Bus Only	83%	**89%**	**97%**
Bus and SLU Streetcar	**17%**	**11%**	3%
Use of Downtown Transit Tunnel			
% Yes	**58%**	58%	50%

Reliance on Transit

Riders living in Seattle / North King County are the most likely to rely on Metro for all or most of their transportation needs—31 percent compared to 26 percent in South King County and only 18 percent in East King County.

Nearly two out of five (38%) Riders rely on Metro for some of their transportation needs. Infrequent Riders living in South King County are the more likely (37%) than Infrequent Riders in other areas to rely on Metro for some of their transportation compared to other subareas 37 percent.

Table 32: Reliance on Transit by Planning Subarea

	Area of Residence			
	All Riders	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	1,140	705	228	208
Base (unweighted)	1,140	532	279	306
All / Most	28%	**31%**	26%	18%
Some	38%	37%	42%	36%
Very Little	35%	32%	32%	**46%**

Table 33: Reliance on Transit by Planning Subarea

	Total		
	All Riders	**Regular Riders**	**Infrequent Riders**
Base (weighted)	1,140	650	490
Base (unweighted)	1,140	830	310
All / Most	28%	**44%**	6%
Some	38%	**46%**	26%
Very Little	35%	10%	**68%**

	Regular Riders		
	Seattle / N. King	**South King**	**East King**
Base (weighted)	438	122	90
Base (unweighted)	409	205	216
All / Most	**46%**	43%	37%
Some	45%	47%	50%
Very Little	9%	11%	13%

	Infrequent Riders		
	Seattle / N. King	**South King**	**East King**
Base (weighted)	266	105	118
Base (unweighted)	130	84	96
All / Most	6%	7%	4%
Some	22%	**37%**	25%
Very Little	**71%**	56%	**71%**

Those who rely on Metro for all or most of their transportation are younger than other Riders—more than two out of five (41%) are less than 35 years of age. Conversely, those who rely on Metro for very little transportation are older—28 percent are between the ages of 45 and 54.

- Consistent with their age, those relying on Metro for all or most of their transportation needs are more likely to be students (15%) and to live alone (24%).
- Those relying on Metro for all or most of their transportation needs are less affluent—27 percent have household incomes of $25,000 or less. Fourteen percent (14%) do not have access to a car.
- Those relying on Metro for all or most of their transportation needs are more diverse—26 percent are non-white.

Table 34: Demographic Characteristics of Transit-Reliant Segments

	All / Most	Some	Very Little
Base (weighted)	315	425	393
Base (unweighted)	373	470	291
Gender			
Male	51%	47%	53%
Female	49%	53%	47%
Age			
16 to 17	**7%**	**8%**	3%
18 to 24	**13%**	8%	4%
25 to 34	21%	17%	16%
35 to 44	14%	14%	18%
45 to 54	20%	21%	**28%**
55 to 64	15%	19%	18%
65 plus	9%	12%	14%
Mean	41.5	**44.0**	**47.4**
HH Composition			
Single-Person	**24%**	12%	15%
Multi-Person	76%	**88%**	**85%**
Employment Status			
Employed Full-Time	52%	50%	53%
Employed Part-Time	10%	11%	10%
Self-Employed	3%	6%	**9%**
Student (not working)	**15%**	**11%**	5%
Homemaker	1%	**3%**	2%
Retired	10%	13%	15%
Unemployed / Other	9%	6%	5%
Household Income			
Less than $15,000	**14%**	3%	3%
$15,000 to $25,000	**13%**	3%	3%
$25,000 to $35,000	7%	6%	5%
$35,000 to $55,000	19%	17%	14%
$55,000 to $75,000	13%	**23%**	14%
$75,000 to $100,000	12%	17%	**19%**
$100,000 to $150,000	15%	17%	21%
$150,000 or Greater	7%	**14%**	**20%**
Median	$51,078	$73,020	$88,634
Access to Vehicles			
% with License	68%	**87%**	**97%**
% None	**14%**	3%	1%
# of Vehicles	1.5	**1.7**	**2.0**
Race / Ethnicity			
Caucasian	74%	**83%**	**87%**
Non- Caucasian	26%	17%	13%

As would be expected, those relying on Metro for all or most of their transportation needs are the most frequent Riders—nearly three out of five (57%) take more than 20 one-way trips per month and average nearly 29 rides.

- More than three out of four (77%) use Metro primarily to commute to work or school.
- Four out of five (80%) ride during both peak and off-peak hours.

Those relying on Metro for some of their transportation needs have varied riding habits and represent a mix of Regular and Infrequent Riders.

- More than two out of five (41%) take 11 or more one-way trips a month. On the other hand, 30 percent take fewer than five.
- The majority (59%) use Metro to commute to work or school. However, a significant segment uses the bus for social or recreational travel (18%).

Those relying on Metro for very little of their transportation needs are primarily Infrequent Riders—84 percent take fewer than five trips per month.

- Nearly three out of four (73%) use Metro for non-commute trips. Of note, 15 percent use Metro to get to downtown Seattle.
- Two out of five (42%) ride only during off-peak hours.

Table 35: Transit Use among Transit-Reliant Segments

	All / Most	Some	Very Little
Base (weighted)	315	425	393
Base (unweighted)	373	470	291
Transit Trips / Month			
1 to 4	9%	**30%**	**84%**
5 to 7	5%	**13%**	8%
8 to 10	7%	**15%**	4%
11 to 20	**22%**	**22%**	3%
21 or More	**57%**	**19%**	<1%
Mean	**28.6**	**13.3**	3.2
Primary Trip Purpose			
Work	**60%**	**48%**	25%
School	**17%**	**11%**	2%
Social / Recreation	6%	**18%**	**28%**
Shopping / Errands	9%	10%	11%
Travel Downtown	1%	**3%**	**15%**
Appointments	6%	6%	3%
Events	-	1%	**9%**
Airport	-	<1%	2%
Other	1%	1%	4%
Peak / Off-Peak Ridership			
Peak and Off-Peak	**80%**	**62%**	42%
Peak Only	13%	**21%**	16%
Off-Peak Only	7%	**17%**	**42%**
Ride Streetcar			
Bus Only	85%	87%	**95%**
Bus and SLU Streetcar	**15%**	**13%**	5%
Use of Downtown Transit Tunnel			
% Yes	**59%**	**58%**	47%

Trip Purpose

There are no significant differences in trip purpose between Riders in the same rider category living in different areas.

Table 36: Trip Purpose by Planning Subarea and Rider Status

	Area of Residence			
	All Riders	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	1,140	705	228	208
Base (unweighted)	1,140	532	279	306
Commute to / from Work	43%	45%	40%	41%
Commute to / from School	10%	10%	9%	9%
Non-Commute	47%	44%	50%	51%
	Regular Riders			
	All Regular Riders	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	650	438	122	90
Base (unweighted)	830	409	205	216
Commute to / from Work	58%	57%	60%	64%
Commute to / from School	14%	15%	11%	14%
Non-Commute	27%	28%	28%	22%
	Infrequent Riders			
	All Infrequent Riders	**Seattle / N. King**	**South King**	**East King**
Base (weighted)	490	266	105	118
Base (unweighted)	310	130	84	96
Commute to / from Work	23%	26%	18%	22%
Commute to / from School	4%	2%	6%	4%
Non-Commute	73%	72%	76%	73%

More than half (51%) of those riding Metro for work trips are between 35 and 54; 71 percent are between the ages of 35 and 64. This is the most affluent segment—two out of five (40%) have household incomes of $100,000 or more.

Three out of four (74%) Riders using Metro to get to school are between the ages of 16 and 24. Nearly two-thirds (64%) are full-time students. Forty percent (40%) do not have a driver's license. This is the most diverse segment of riders—30 percent are non-white.

Those using Metro for non-commute trips are the oldest segment—42 percent are 55 and older. Consistent with their age, 26 percent are retired.

Table 37: Demographic Characteristics of Riders by Trip Purpose

	Work	School	Non-Commute
Base (weighted)	488	110	526
Base (unweighted)	558	127	440
Gender			
Male	51%	51%	48%
Female	49%	49%	52%
Age			
16 to 17	1%	**39%**	**4%**
18 to 24	4%	**35%**	6%
25 to 34	21%	17%	15%
35 to 44	**21%**	2%	**12%**
45 to 54	**30%**	4%	**21%**
55 to 64	**20%**	2%	**20%**
65 plus	3%	1%	**22%**
Mean	**44.4**	23.0	**49.1**
HH Composition			
Single-Person	**12%**	6%	**23%**
Multi-Person	**88%**	**94%**	77%
Employment Status			
Employed Full-Time	**81%**	7%	34%
Employed Part-Time	**10%**	**24%**	8%
Self-Employed	4%	-	9%
Student (not working)	1%	**64%**	7%
Homemaker	<1%	-	**4%**
Retired	1%	1%	**26%**
Unemployed / Other	3%	3%	11%
Household Income			
Less than $15,000	2%	14%	**8%**
$15,000 to $25,000	5%	9%	7%
$25,000 to $35,000	4%	9%	7%
$35,000 to $55,000	15%	21%	17%
$55,000 to $75,000	16%	22%	17%
$75,000 to $100,000	17%	10%	17%
$100,000 to $150,000	**24%**	9%	14%
$150,000 or Greater	**16%**	6%	**14%**
Median	$85,366	$52,610	$68,635
Access to Vehicles			
% with License	**90%**	60%	**86%**
% None	3%	9%	6%
# of Vehicles	**1.8**	1.5	**1.8**
Race / Ethnicity			
Caucasian	**81%**	70%	**86%**
Non-Caucasian	19%	**30%**	14%

As would be expected, the majority (63%) of those using Metro to get to work take 11 or more one-way trips per month. However, nearly one out of four (23%) are Infrequent Riders, taking fewer than five trips per month. While the majority (64%) ride during peak and off-peak hours, one-third (33%) ride only during peak travel times.

Like those using Metro to get to work, the majority (63%) of those using Metro to get to school take 11 or more one-way trips per month. They are the most transit-dependent Riders—nearly half (49%) rely on Metro for all or most of their transportation needs. Consistent with their reliance on transit, more than three out of four (76%) ride during peak and off-peak hours.

Most of those riding for non-commute trips are Infrequent Riders (67%). More than half (54%) rely on Metro for very little of their transportation needs. More than two out of five (44%) ride during off-peak travel periods only.

Table 38: Transit Use among Regular and Infrequent Riders by Trip Purpose

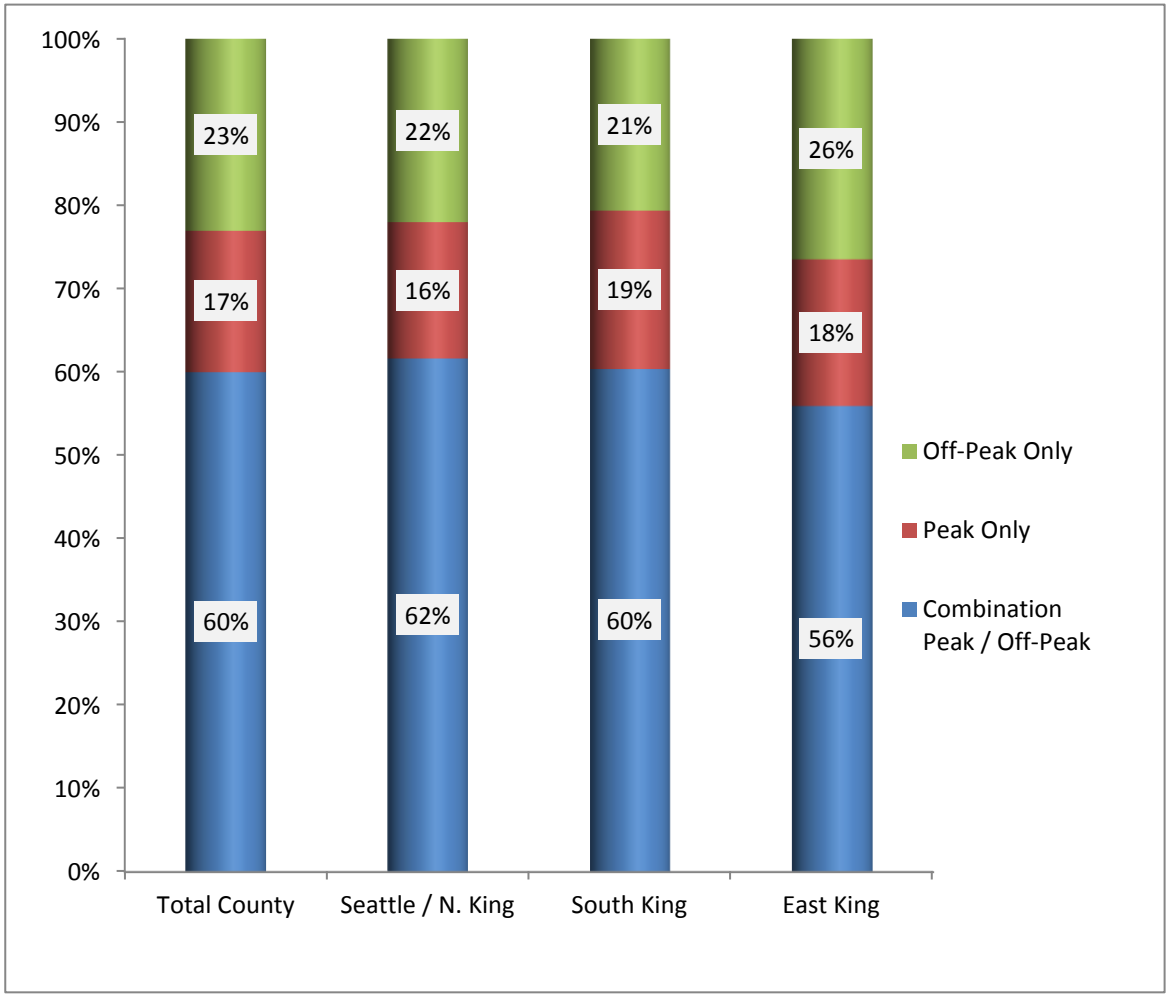
	Work	School	Non-Commute
Base (weighted)	488	110	526
Base (unweighted)	558	127	440
Transit Trips / Month			
1 to 4	**23%**	16%	**67%**
5 to 7	6%	8%	**12%**
8 to 10	8%	13%	10%
11 to 20	**22%**	**28%**	7%
21 or More	**41%**	**35%**	4%
Mean	**21.6**	**21.3**	5.6
Reliance on Transit			
All / Most	**38%**	**49%**	14%
Some	**42%**	**43%**	33%
Very Little	**20%**	8%	**54%**
Peak / Off-Peak Ridership			
Peak and Off-Peak	**64%**	**76%**	53%
Peak Only	33%	**14%**	3%
Off-Peak Only	3%	**9%**	**44%**
Ride Streetcar			
Bus Only	87%	89%	91%
Bus and SLU Streetcar	**13%**	11%	7%
Use of Downtown Transit Tunnel			
% Yes	52%	51%	58%

Peak and Off-Peak Travel

There are no significant differences between peak and off-peak travelers among Riders living in different areas.

The percentage of Seattle / North King County Riders riding during both peak and off-peak hours has decreased from 69 percent in 2009 to 62 percent. This trend should be carefully monitored.

Figure 10: Peak and Off-Peak Travel by Planning Subarea



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

Base*: All Regular and Infrequent Riders (n = 1,140; n_w = 1,140))*

Those riding during peak hours only are clearly different from those riding a combination of peak and off-peak hours. Specifically, those riding only during peak hours are more likely to be:

- Employed full-time (76%)
- Between the ages of 35 and 54 (56%)
- More affluent (median household income of $96,230).

Those riding during off-peak hours are differentiated from those riding during peak hours only and those riding a combination of peak and off-peak hours by their age.

- Nearly one out of five (17%) are 65 and older. Consistent with their age, 16 percent are retired.

Table 39: Demographics of Riders Riding at Different Times

	Combination	Peak Only	Off-Peak Only
Base (weighted)	682	193	255
Base (unweighted)	713	216	204
Gender			
Male	47%	54%	53%
Female	53%	46%	47%
Age			
16 to 17	**7%**	6%	3%
18 to 24	**11%**	2%	4%
25 to 34	18%	14%	20%
35 to 44	14%	**22%**	12%
45 to 54	19%	**34%**	26%
55 to 64	17%	18%	18%
65 plus	**12%**	4%	**17%**
Mean	43.0	44.5	**48.0**
HH Composition			
Single-Person	**17%**	11%	**19%**
Multi-Person	83%	**89%**	81%
Employment Status			
Employed Full-Time	47%	**76%**	46%
Employed Part-Time	12%	7%	10%
Self-Employed	**6%**	2%	**11%**
Student (not working)	**13%**	5%	6%
Homemaker	2%	1%	3%
Retired	**13%**	6%	**16%**
Unemployed / Other	7%	3%	**9%**
Household Income			
Less than $15,000	**8%**	1%	5%
$15,000 to $25,000	**7%**	1%	**7%**
$25,000 to $35,000	**8%**	3%	4%
$35,000 to $55,000	18%	13%	15%
$55,000 to $75,000	18%	14%	17%
$75,000 to $100,000	14%	20%	19%
$100,000 to $150,000	16%	**26%**	17%
$150,000 or Greater	11%	**21%**	17%
Median	$64,449	$96,230	$78,509
Access to Vehicles			
% with License	80%	**95%**	**91%**
% None	**8%**	-	2%
# of Vehicles	1.7	**1.9**	**1.9**
Race / Ethnicity			
Caucasian	80%	81%	**87%**
Non-Caucasian	20%	19%	13%

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

- They are the most frequent Riders—more than half (52%) take 11 or more one-way rides monthly.
- Most (83%) use Metro to commute to work.

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

- Seventy-one percent (71%) are Infrequent Riders, taking between one and four trips monthly. This is significantly more than in 2009 when just 61 percent were Infrequent Riders.
- Nearly two-thirds (64%) rely on Metro for very little of their transportation needs, an increase from 2009 when just over half (54%) relied on transit for very little of their transportation needs.
- As would be expected, most use the bus for non-commute trips.

Table 40: Transit Use among Riders Riding at Different Times

	Combination	Peak Only	Off-Peak Only
Base (weighted)	682	193	255
Base (unweighted)	713	216	204
Transit Trips / Month			
1 to 4	35%	33%	**71%**
5 to 7	9%	6%	12%
8 to 10	10%	9%	8%
11 to 20	**18%**	**20%**	5%
21 or More	**28%**	**32%**	4%
Mean	**16.7**	**17.4**	4.8
Reliance on Transit			
All / Most	**37%**	**22%**	8%
Some	39%	**46%**	28%
Very Little	24%	**32%**	**64%**
Primary Trip Purpose			
Work	**47%**	**83%**	6%
School	**12%**	8%	4%
Social / Recreation	**17%**	1%	**34%**
Shopping / Errands	**10%**	1%	**20%**
Travel Downtown	5%	3%	**15%**
Appointments	**6%**	<1%	**7%**
Events	2%	-	**9%**
Airport	1%	1%	1%
Other	1%	4%	2%
Ride Streetcar			
Bus Only	87%	**94%**	91%
Bus and SLU Streetcar	**12%**	6%	6%
Use of Downtown Transit Tunnel			
% Yes	**62%**	36%	**50%**

Transfer Activity

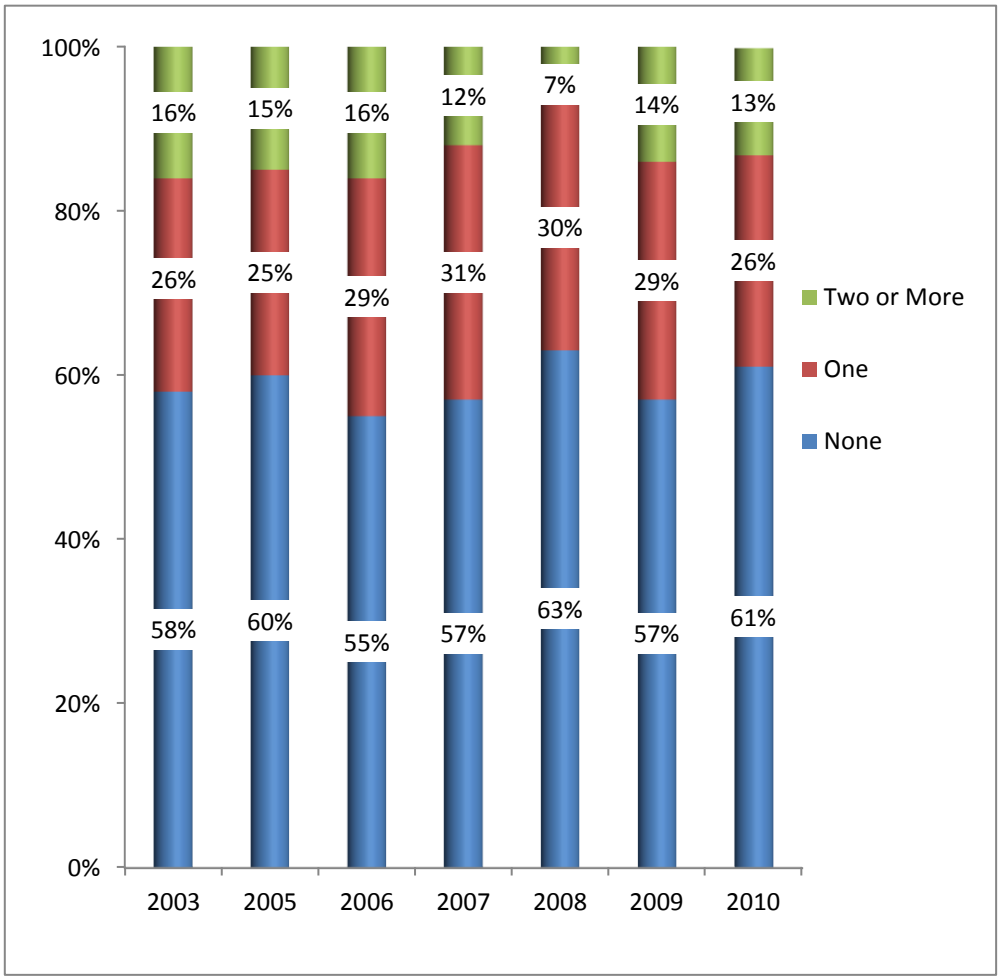
Number of Transfers

As in prior years, the majority (61%) of Riders do not transfer to get to their usual destination.

- The percentage of Riders who do not transfer increased from 2009, returning to 2008 levels. However, this increase is not significant.

On average, those who transfer average 1.42 transfers.

Figure 11: Number of Transfers, 2003 to 2010



Question MET7: *How many transfers do you usually make when you use the bus? *Note response code for varies was added in 2008. For comparability purposes, this data is not included.*
Base*: All Regular and Infrequent Riders (n = 1,140; n_w = 1,140)*

The extent to which Riders transfer and the number of transfers required varies significantly by planning subarea.

More than three out of five Riders living in Seattle and North King County (63%) and East King County (64%) do not have to transfer to get to their destination compared to just half (51%) of those living in South King.

- The extent to which Riders do not have to transfer has increased somewhat in all planning subareas. However, the increase was greatest in East King County.

Among those who transfer, the average number of transfers required increased somewhat. However, this increase is only significant among riders living in East King County, where the average number of transfers made increased from 1.43 to 1.50. Therefore, while fewer East King County residents are transferring, those who do transfer make more transfers.

Table 41: Changes in Number of Transfers by Planning Subarea (among those who transfer)

	2009	2010
Seattle / North King	1.34	1.36
South King	1.47	1.50
East King	1.43	1.50

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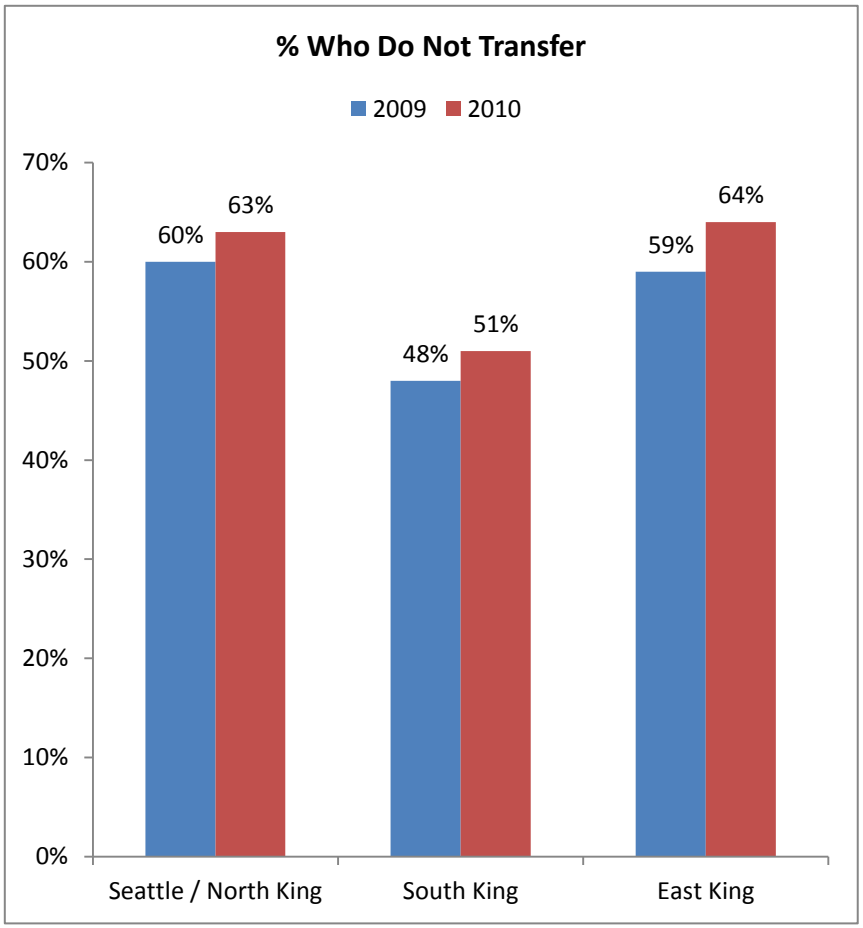
Figure 12: Changes in Transfer Rates by Planning Subarea



Question MET7: *How many transfers do you usually make when you use the bus? *Note response code for varies was added in 2008. For comparability purposes, this data is not included.*

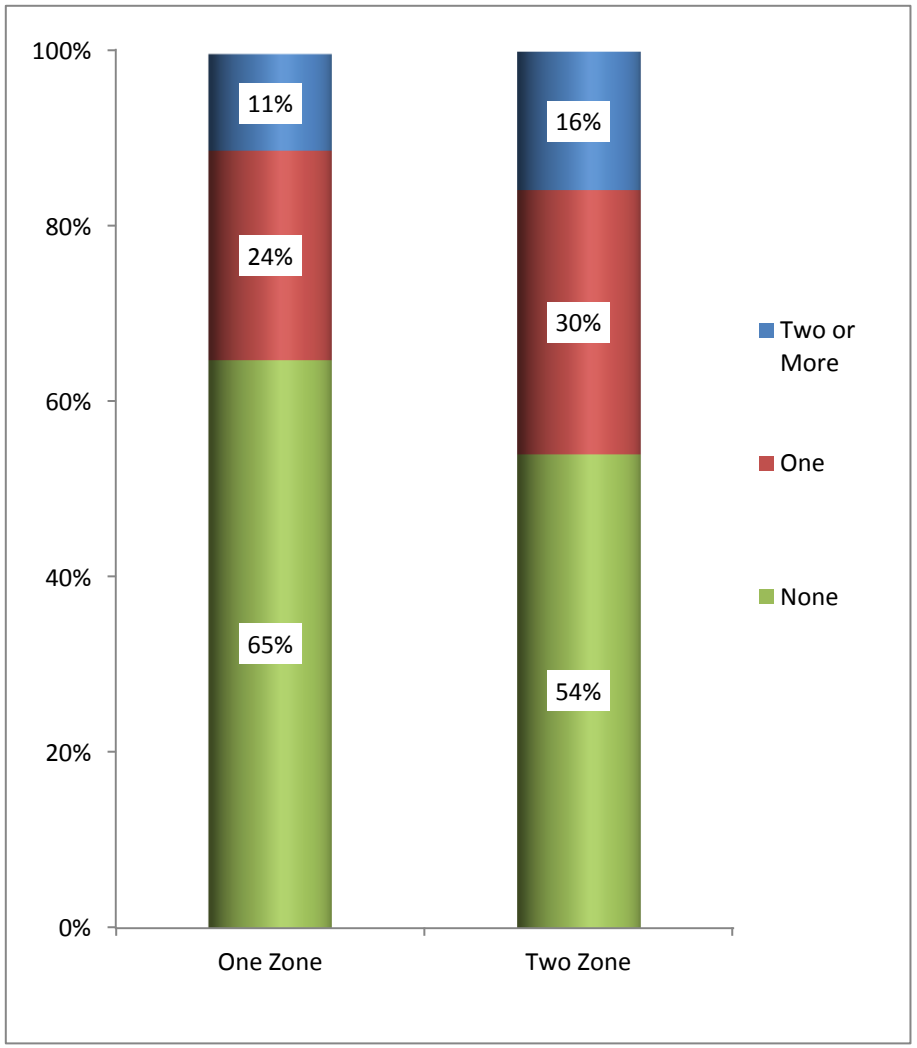
As would be expected, Riders taking two-zone trips are more likely than those taking one-zone trips to require a transfer—46 percent compared with 35 percent, respectively.

- It is noteworthy that while only 20 percent of Seattle / North King County Riders take two-zone trips, those who do are more likely to transfer than any other segment—only 43 percent do not transfer.
- Conversely, East King County Riders are the most likely to take two-zone trips (70%). On the other hand, those who do are the least likely to transfer (67% do not transfer) and those who transfer generally make a single transfer (25%).

Table 42: Number of Transfers by Trip Type and Area

	Seattle / N. King	
	One Zone	**Two Zone**
% of Trips	80%	20%
No Transfers	**68%**	**43%**
One Transfer	24%	**36%**
Two or More	8%	**20%**
Mean*	1.32	1.43
	South King	
	One Zone	**Two Zone**
% of Trips	43%	57%
None	53%	51%
One Transfer	29%	29%
Two or More	18%	20%
Mean*	1.47	1.52
	East King	
	One Zone	**Two Zone**
% of Trips	30%	70%
None	61%	67%
One Transfer	18%	25%
Two or More	21%	9%
Mean*	1.68	1.34

Figure 13: 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 = 1,140; n_w = 1,140)*
**Mean based on those who transfer.*

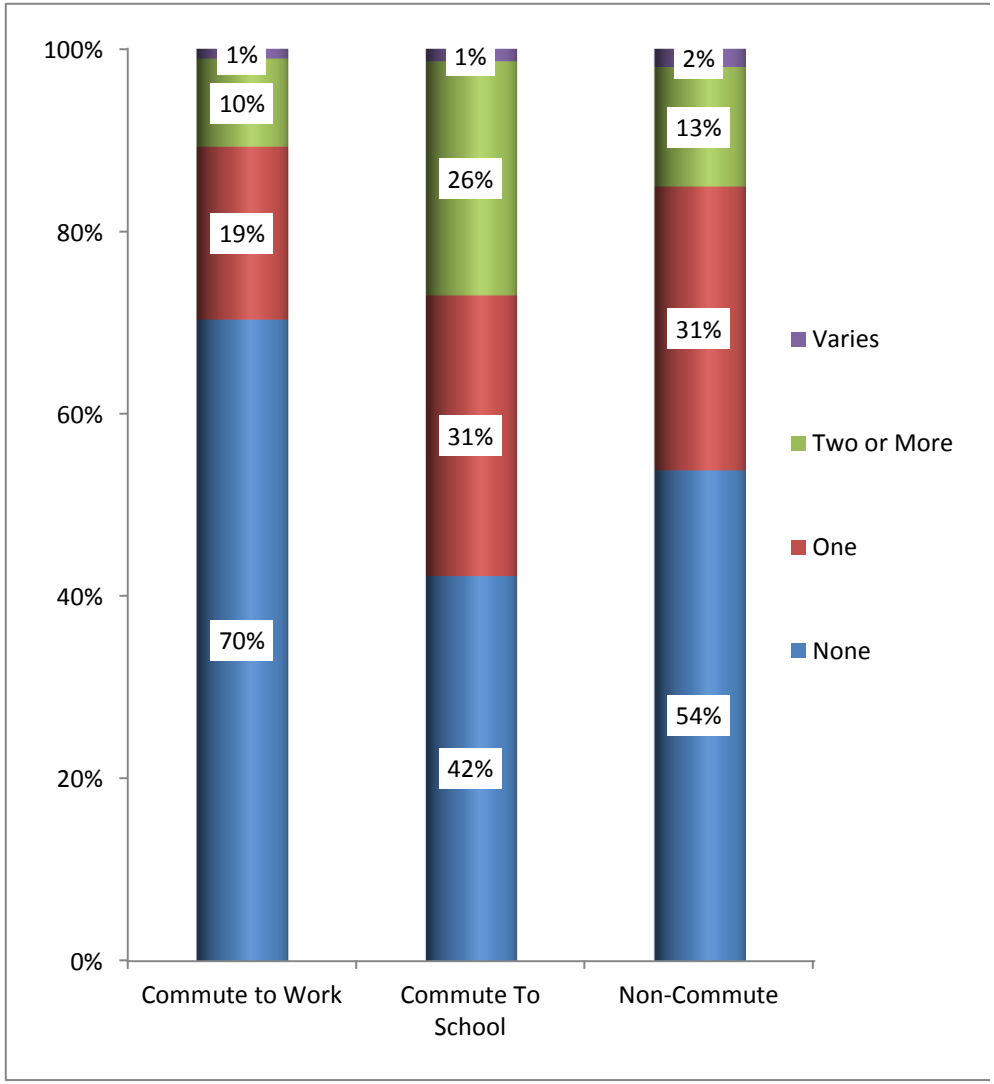
Regular and Infrequent Riders using the bus to commute to work are the least likely to have to transfer to get to their usual destination—seven out of ten (70%) do not transfer.

- On average, 66 percent of those who transfer make a single transfer.

Those who use the bus to commute to school are the most likely to have to transfer (58%).

- Among School Commuters who transfer, 55 percent transfer once. On average those who transfer do so 1.60 times.
- School Commuters living in East King County are the most likely to transfer multiple times—65 percent transfer and 55 percent transfer multiple times, averaging 1.85 transfers.

Figure 14: Number of Transfers by Trip Purpose



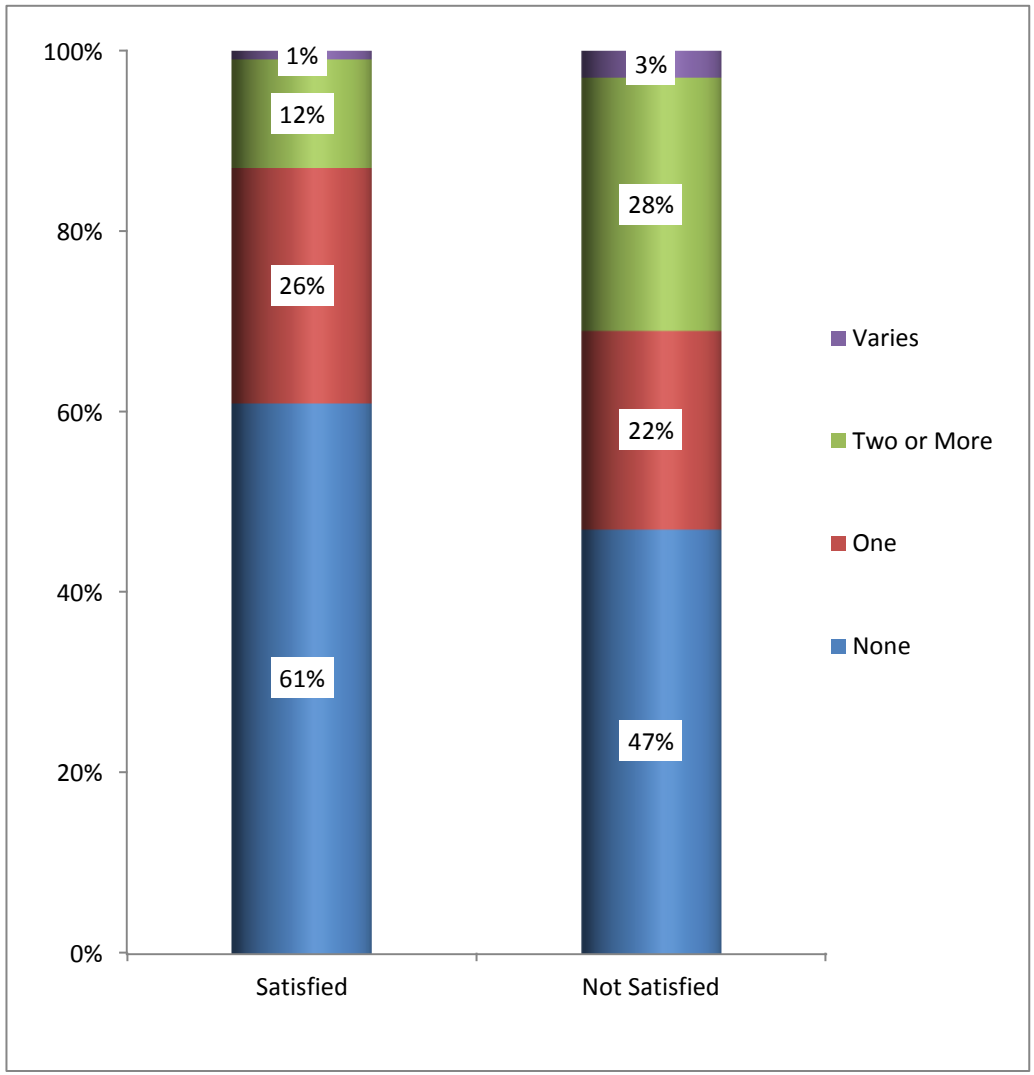
Question MET7: *How many transfers do you usually make when you use the bus?*

Base*: All Regular and Infrequent Riders (n = 1,140; n_w = 1,140)*

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

- More than three out of five (61%) satisfied customers do not typically transfer.
- Conversely, more than half (53%) of dissatisfied customers have to make a transfer to get to their final destination.

Figure 15: 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 = 1,140; n_w = 1,140)*

Overall, Riders are generally satisfied with the number of transfers they have to make—78 percent satisfied. However, one out of five (20%) are dissatisfied.

As would be expected, satisfaction with the number of transfers made decreases as the number of transfers required increases.

- Fifteen percent (15%) of those who transfer once are dissatisfied with the number of transfers they need to make.
- This figure increases to 29 percent among those who take two or more transfers—16 percent somewhat dissatisfied and 13 percent very dissatisfied.

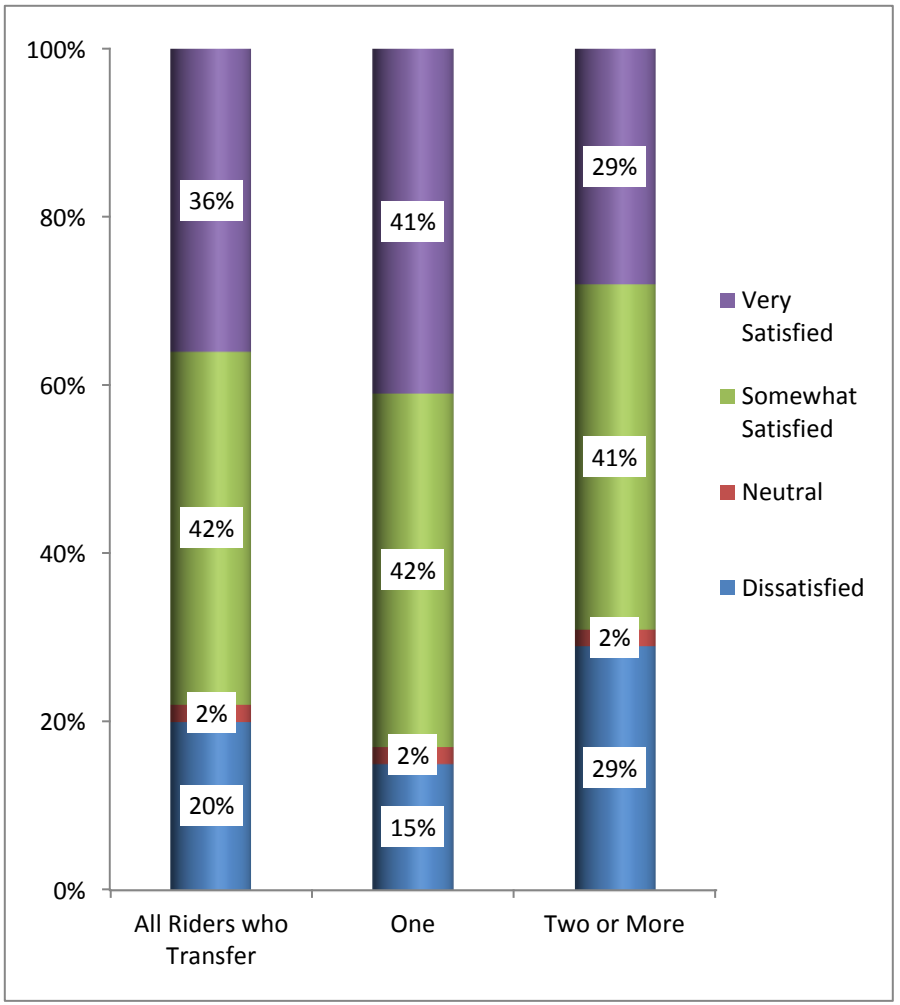
Riders who transfer and who live in South King County are the most likely to say they are very satisfied with the number of transfers they have to make. On average, they transfer 1.5 times.

On the other hand, Riders who transfer and who live in East King County are the least satisfied with the number of transfers. Like South King County residents, they average 1.5 transfers. As noted earlier, there has been some a decrease in the percentage of Riders in East King County who transfer, but the average number of transfers by those who transfer has increased.

Table 43: Satisfaction with Number of Transfers by Planning Subarea

	Seattle / North King	South King	East King
Very Satisfied	32%	48%	34%
Somewhat Satisfied	44%	39%	35%
Neutral	2%	1%	2%
Dissatisfied	21%	11%	28%

Figure 16: Satisfaction with the Number of Transfers



Question SATK: *Please tell me whether you are satisfied or dissatisfied with the following aspect—The number of transfers you have to make to get where you are going * MET7: How many transfers do you usually make when you use the bus?*

Base*: All Regular and Infrequent Riders who transfer (n = 76; n_w = 456)*

Wait Time When Transferring

The majority of Riders wait 15 minutes or less when transferring. The average wait time in 2010 was slightly more than 13 minutes—the same as in 2009 and remaining at the lowest wait times ever.

- Wait times when transferring dropped in 2009 from previous years and remained the same in 2010. The percentage waiting between 6 and 10 minutes continues to increase. This increase is offset by changes in the other categories.

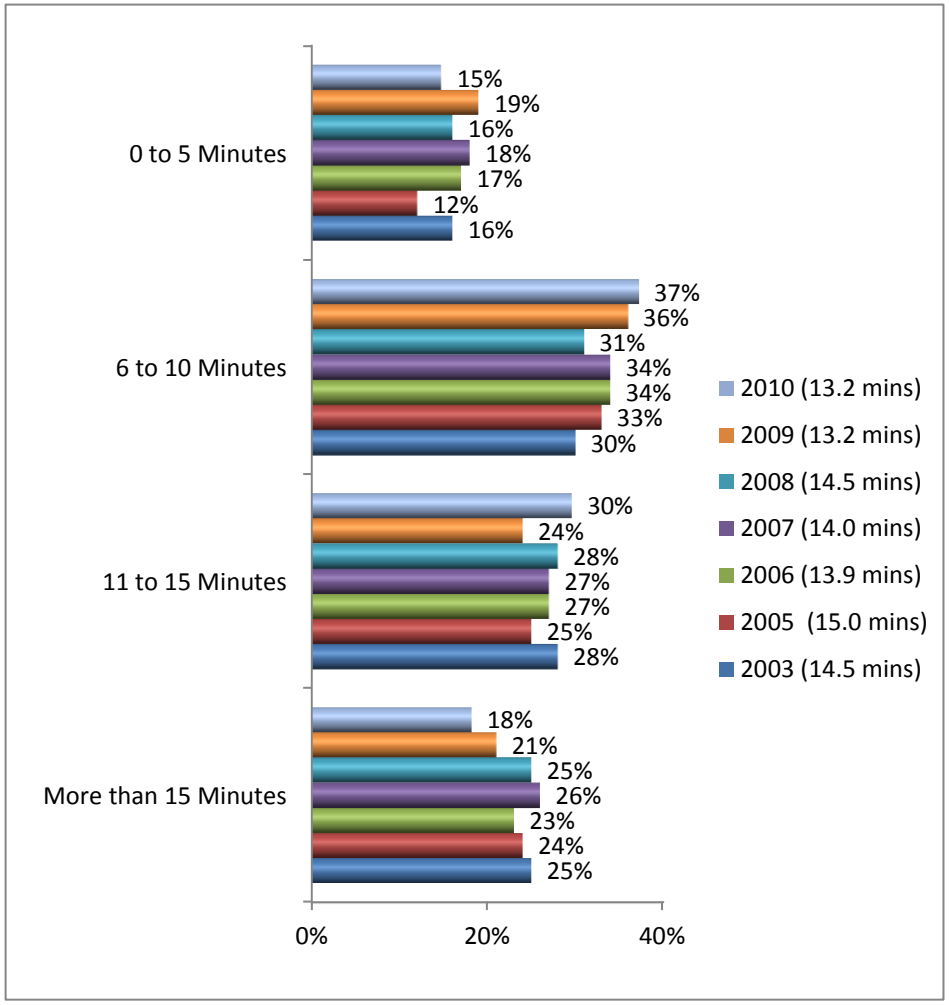
Wait time when transferring varies by planning subarea.

- Average wait time among Seattle / North King County riders increased slightly—from a mean of 12.1 minutes in 2009 to 12.6 minutes in 2010. This increase is due to an increase in the percentage waiting between 6 and 10 minutes and a decrease in the percentage waiting 0 to 5 minutes.
- On the other hand, wait times when transferring decreased significantly among East King County Riders—from 14.8 minutes to 13.5 minutes. This is due primarily to a decrease in the percentage waiting more than 15 minutes—from 25 percent to 21 percent.

Table 44: Wait Time When Transferring by Planning Subarea

	Seattle / N. King	South King	East King
0 to 5 Minutes	14%	15%	16%
6 to 10 Minutes	**42%**	27%	36%
11 to 15 Minutes	27%	37%	27%
More than 15 Minutes	17%	20%	21%
Mean	12.6	14.5	13.5

Figure 17: Wait Times When Transferring, 2003 to 2010



Question MET7A: *How many minutes do you usually wait for a bus when you transfer?*
Base: *Riders who make one or more transfers (n = 471; n_w = 456)*

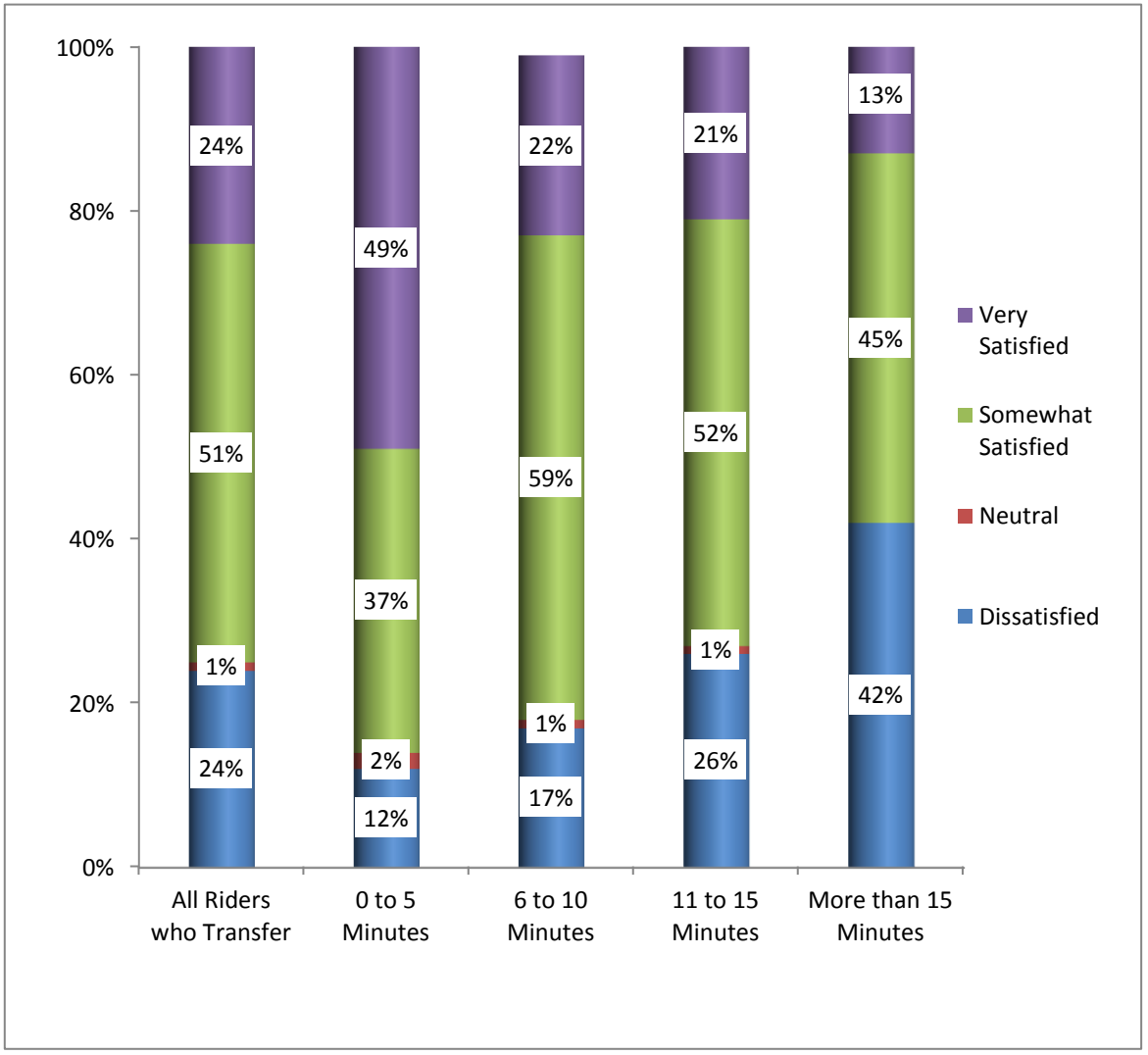
In general, Riders who transfer are satisfied with the wait time.

- However, twice as many are just somewhat satisfied than very satisfied—51 percent compared with 24 percent, respectively—and nearly one out of four (24%) are dissatisfied.

As would be expected, satisfaction with wait time when transferring decreases as wait time increases.

- Those who wait more than 15 minutes when transferring are the most likely to say they are dissatisfied—18 percent are very dissatisfied and 24 percent are somewhat dissatisfied.

Figure 18: Satisfaction with Wait Time When Transferring



Question SATL: *Please tell me whether you are satisfied or dissatisfied with the following aspect—The wait time when you transfer*
Base*: All Regular and Infrequent Riders who transfer (n = 451; n_w = 456)*

Transfers To and From Metro and Link or Sound Transit

The majority (52%) of Metro Riders who transfer are not transferring from a Sound Transit bus or the Link.

- Regular Riders who transfer are more likely than Infrequent Riders to transfer from a Sound Transit service.

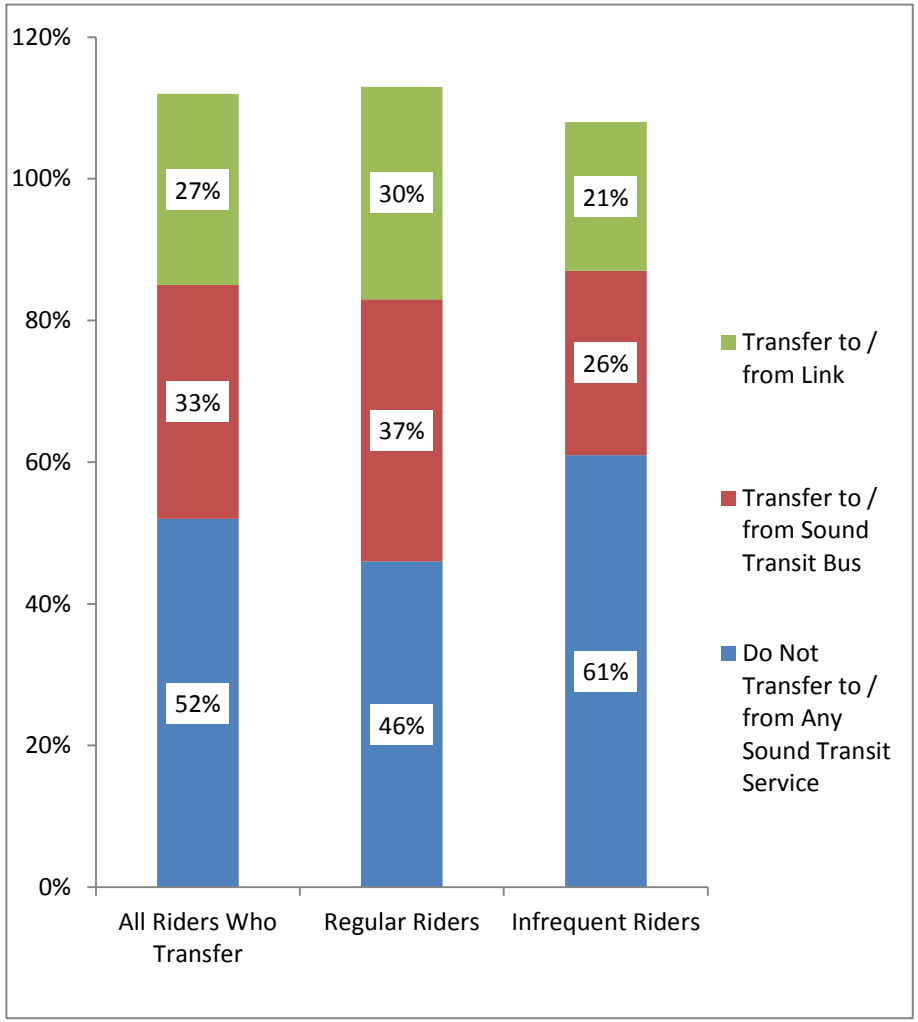
Riders who transfer and live in South King County are the most likely to not transfer to or from any Sound Transit service—58 percent do not. On the other hand, those living in East King County are the most likely to transfer to or from a Sound Transit service—60 percent do so.

- Those living in East King County who transfer to or from a Sound Transit service are most likely using a Sound Transit Express Bus (54%).
- Those living in Seattle / North King County are the most likely to use Link (31%). However, 28 percent also use a Sound Transit Express Bus.

Table 45: Transfers To and From Metro and Link or Sound Transit by Planning Subarea

	Seattle / North King	South King	East King
Do not transfer to or from any Sound Transit service	53%	58%	40%
Transfer to or from Sound Transit bus	28%	30%	54%
Transfer to or from Link	31%	22%	16%

Figure 19: Transfers To and From Metro and Link or Sound Transit



Question MET8A: *Do you ever transfer to or from Metro to Sound Transit Bus or Link? Multiple responses allowed*

Base*: All Regular and Infrequent Riders who transfer (n = 451; n_w = 456)*

Link has had a positive impact on Metro among current Metro Riders. Nearly half (47%) of Riders who say they transfer to Metro from Link say they are riding Metro more.

- This is notable among Work Commuters, 58 percent of whom say they are riding Metro more.

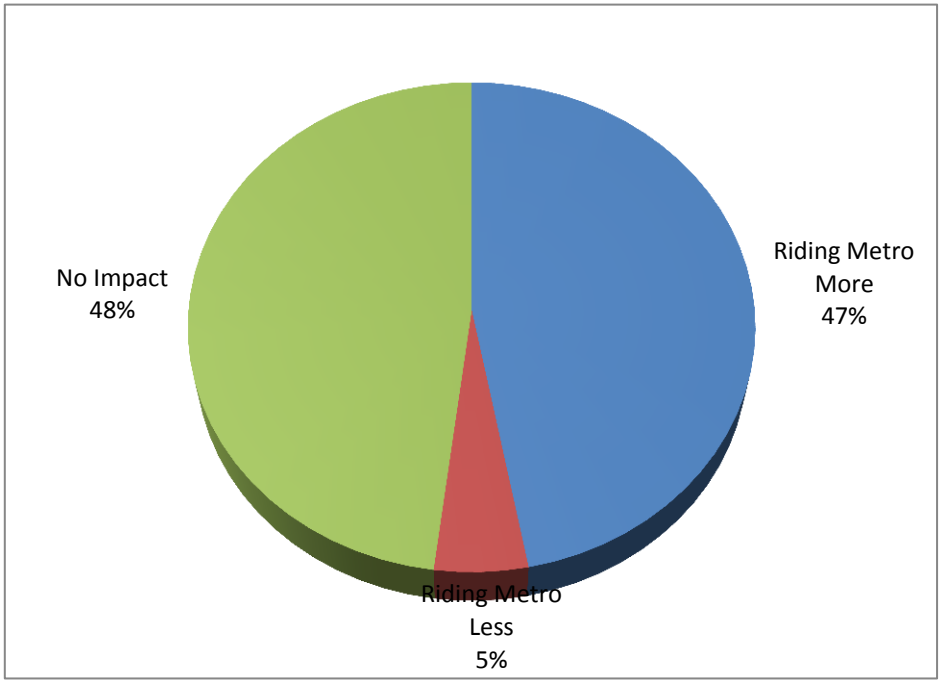
Experienced Riders are more likely than New Riders to say they are riding Link—28 percent compared to 21 percent, respectively.

On the other hand, New Riders are somewhat more likely than Experienced Riders to suggest that the Link has impacted the frequency with which they ride Metro – 59 percent say they ride Metro more but 9 percent say they are riding Metro less.

Table 46: Impact of Link on Frequency With Which New and Experienced Riders Ride Metro

	All Riders	New Riders	Experienced Riders
% Ride Link	26%	21%	28%
Ride Metro More	47%	59%	44%
Ride Metro Less	4%	9%	3%
Had No Effect	49%	53%	32%

Figure 20: Effect of Link on Frequency of Riding Metro



***Question MET8B**: How has Link affected the frequency with which you ride Metro?*
***Base:** Riders who transfer from Link (n = 122; n_w = 120)*

Other Transit Use

Downtown Transit Tunnel

A new question was added in 2010 to measure the extent to which Riders get on or off the bus within the downtown Seattle transit tunnel.

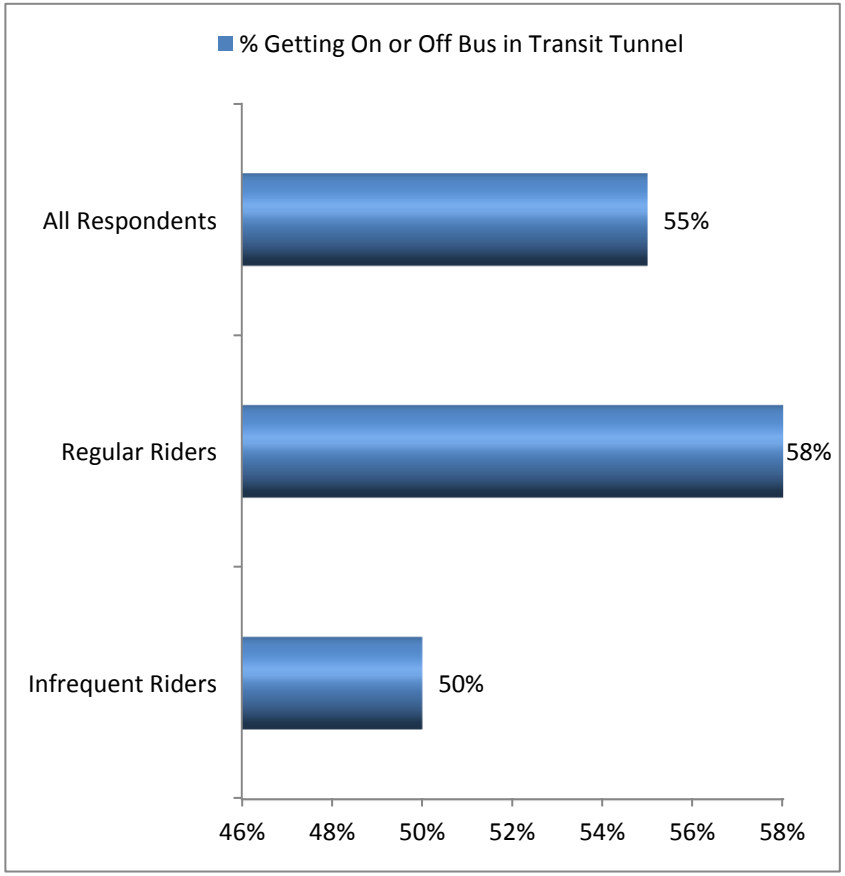
More than half (55%) of all Riders take trips that on at least some occasions require that they get on or off a bus within the downtown Seattle transit tunnel.

- Regular Riders are more likely than Infrequent Riders to take trips that start or end in the tunnel—58 percent compared to 50 percent, respectively.
- Regular Riders traveling to or from Seattle / North King and East King County are more likely than those traveling from South King County to get on or off the bus in the transit tunnel—60 and 61 percent compared to 51 percent, respectively.

Table 47: Percent of Riders Who Get On or Off the Bus in the Transit Tunnel by Rider Status and Planning Subarea

	% Get On or Off Bus in Transit Tunnel
	Regular Riders
Seattle / North King	**60%**
South King	51%
East King	61%
	Infrequent Riders
Seattle / North King	52%
South King	49%
East King	48%

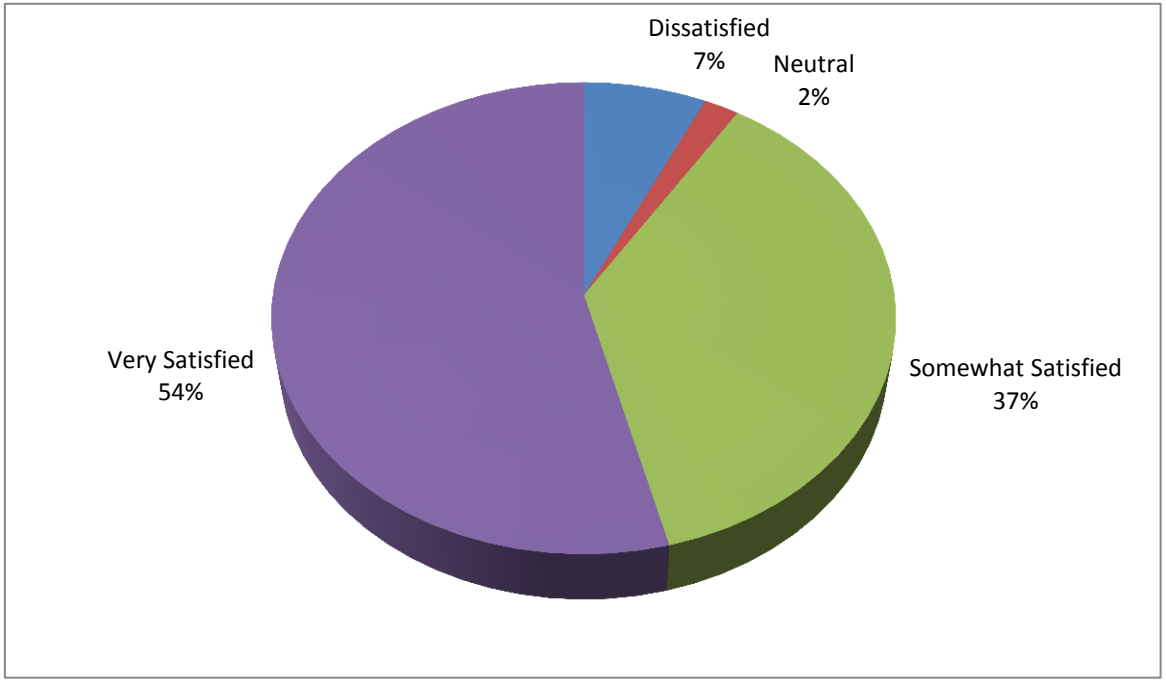
Figure 21: Percent of Riders Who Get On or Off the Bus in the Transit Tunnel



Question MET9: *Do you ever get on or off the bus within the downtown Seattle transit tunnel?*
Base: *All Regular and Infrequent Riders (n = 1,140; n_w = 1,140)*

Riders who get on or off the bus in the transit tunnel are generally satisfied with their personal safety—54 percent are very satisfied and 37 percent are somewhat satisfied.

Figure 22: Satisfaction with Safety in the Downtown Transit Tunnel



Question SATZ: *Please tell me whether you are satisfied or dissatisfied with the following aspect—Personal safety in the downtown transit tunnel*

Base*: All Regular and Infrequent Riders who get on or off bus in transit tunnel (n = 633; n_w = 623)*

South Lake Union Streetcar

King County Metro took over operation of the South Lake Union Streetcar in 2008. A new question was added in 2010 to measure the extent to which Riders use the South Lake Union Streetcar.

Slightly more than one out of ten (11%) Metro Riders ride the South Lake Union Streetcar. Only 1 percent rides the South Lake Union Streetcar only; 10 percent rides both the bus and the South Lake Union Streetcar.

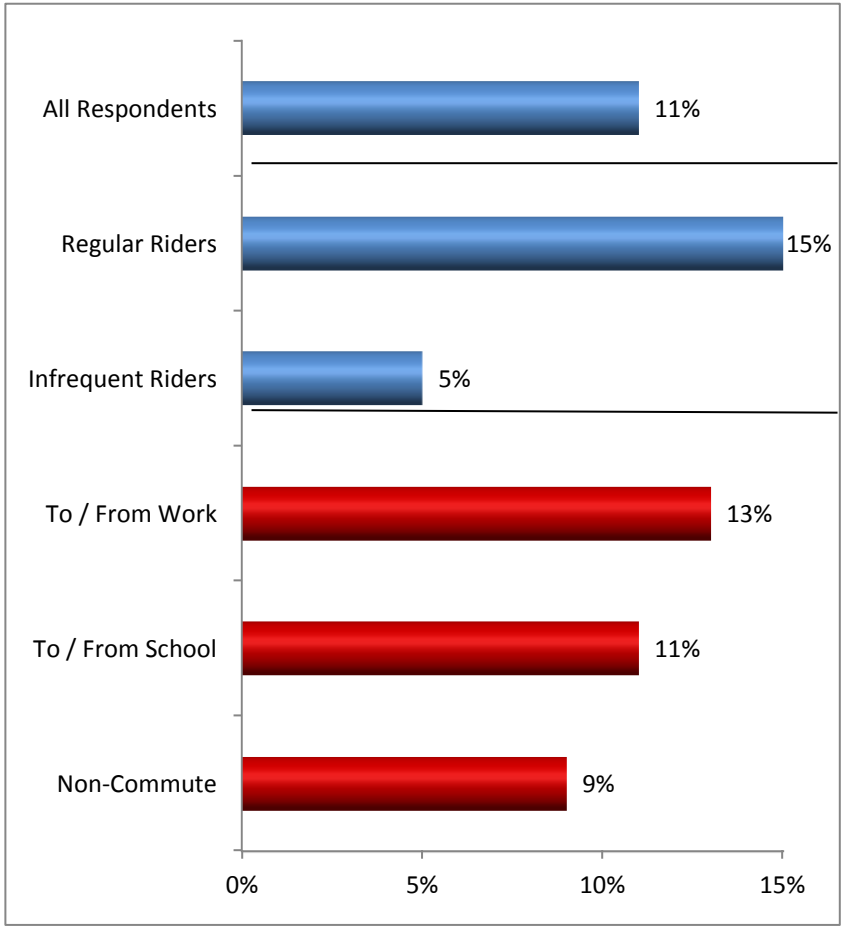
- Regular Riders are more likely than Infrequent Riders to ride the South Lake Union Streetcar—15 percent compared to 5 percent, respectively.
- Streetcar use is also higher among those who primarily use the bus to get to or from work or school.

Somewhat surprisingly, there are no differences in South Lake Union Streetcar use between Riders living in different areas of King County.

Table 48: Percent of Riders Ride the South Lake Union Streetcar by Rider Status and Planning Subarea

	% Ride the South Lake Union Streetcar
	Regular Riders
Seattle / North King	15%
South King	13%
East King	16%
	Infrequent Riders
Seattle / North King	4%
South King	8%
East King	4%

Figure 23: Percent of Riders Riding the South Lake Union Streetcar



Question SCR4: *Thinking about the last 30 days, how many one-way rides have you personally taken on a Metro bus or South Lake Union Streetcar, not counting rides entirely within the downtown Seattle Ride Free Area?*
Base: *All Regular and Infrequent Riders (n = 1,140; n_w = 1,140)*

Riders who use the South Lake Union Streetcar in addition to the bus are virtually the same demographically as those who only ride the bus. They are, however, different in terms of their transit use. Specifically, they are:

- More frequent Riders: Forty-five percent (45%) take more than 20 one-way trips per month.
- Transit-dependent Riders: Forty-three percent (43%) rely on Metro for all or most of their transit needs.
- Generally using Metro to travel to work (56%).
- Typically riding during both peak and off-peak hours (75%).

Table 49: Transit Use among Riders by South Lake Union Streetcar Use

	Bus Only	Bus and SLU Streetcar
Base (weighted)	1018	110
Base (unweighted)	1000	132
Transit Trips / Month		
1 to 4	**46%**	13%
5 to 7	9%	13%
8 to 10	10%	8%
11 to 20	15%	21%
21 or More	21%	**45%**
Mean	13.2	**22.4**
Reliance on Transit		
All / Most	27%	**43%**
Some	37%	44%
Very Little	**37%**	13%
Primary Trip Purpose		
Work	42%	**56%**
School	10%	11%
Social / Recreation	19%	15%
Shopping / Errands	10%	10%
Travel Downtown	7%	5%
Appointments	**5%**	2%
Events	3%	-
Airport	1%	-
Other	2%	-
Peak / Off-Peak Ridership		
Peak and Off-Peak	59%	**75%**
Peak Only	**18%**	10%
Off-Peak Only	**23%**	15%
Use of Downtown Transit Tunnel		
% Yes	53%	**68%**

Park-and-Ride Lots

One park-and-ride lot question was retained from 2009. The others were eliminated to minimize survey length and to allow room for new questions.

More than one-third (36%) of King County Riders used a park-and-ride lot in the past year—a slight decrease from 2009.

- The decrease is attributable to a decrease in the percentage of Regular Riders using a park-and-ride lot.

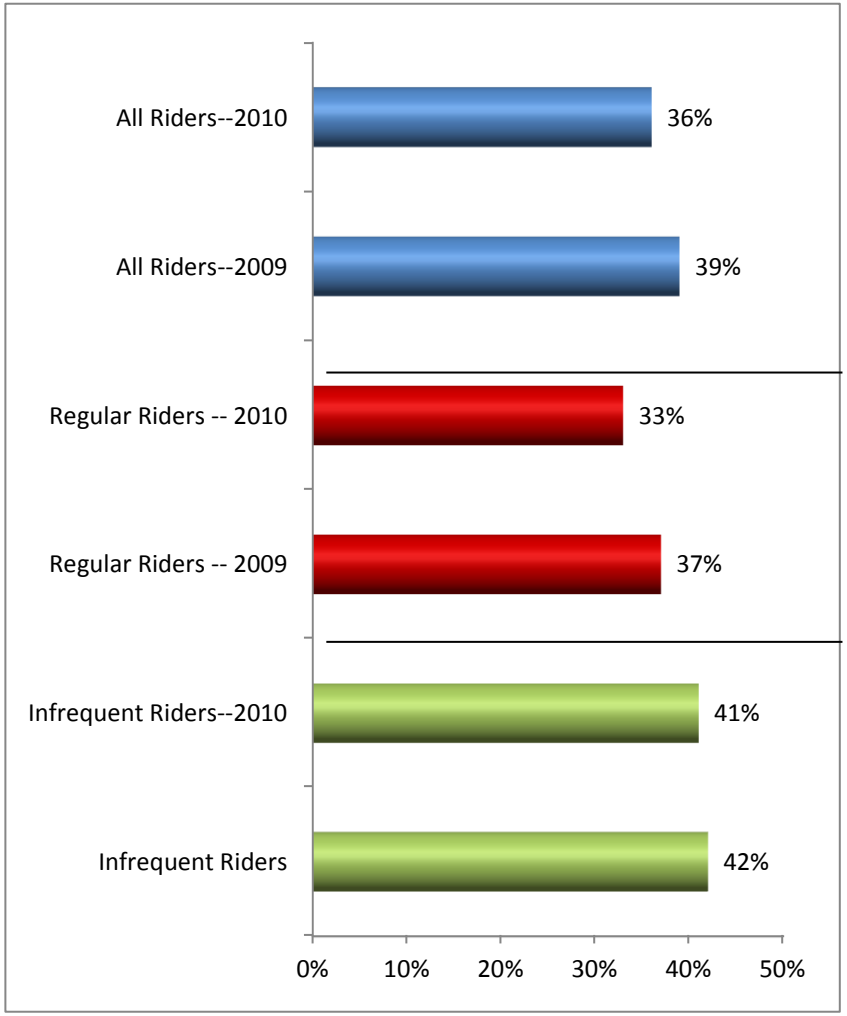
As in the past, Riders living in East and, to a lesser extent, South King County are more likely than those living in Seattle / North King County to use a park-and-ride lot—77 and 52 percent compared with 19 percent, respectively.

- The decrease in park-and-ride lot use is due primarily to a decrease in the percentage of Riders living in South King County who use a park-and-ride lot—from 58 percent in 2009 to 52 percent in 2010. Use decreased by both Regular and Infrequent Riders.

Table 50: Use of Park-and-Ride Lots by Rider Status and Planning Subarea

	2009	2010
	All Riders	
Seattle / North King	21%	19%
South King	58%	52%
East King	75%	77%
	Regular Riders	
Seattle / North King	20%	20%
South King	55%	50%
East King	76%	72%
	Infrequent Riders	
Seattle / North King	24%	19%
South King	62%	54%
East King	73%	80%

Figure 24: Use of Park-and-Ride Lots



Question PAR1: *Have you used a Metro Park-and-Ride lot within the last year?*
Base: *All Regular and Infrequent Riders (n = 1,140; n_w = 1,140)*

Fare Payment

The ORCA ("One Regional Card for All") Card is a contactless, stored-value smart card used for payment of public transport fares in the Puget Sound region. ORCA is accepted on Community Transit, Everett Transit, King County Metro Transit, Kitsap Transit, Pierce Transit, Sound Transit, and Washington State Ferries. The ORCA Card was introduced on a limited basis in April 2009. An extensive public launch occurred in September 2009. Initially the card was free. In March 2010, Riders were required to pay $5.00 to receive and activate a card.

Cards are available for everyone and vary by age and other factors. Options include:

- Adult (ages 19 to 64)
- Youth (ages 6 to 18)
- Senior (age 65 or older)
- Disabled

Cards can be further personalized to meet specific users' needs and replaced a multitude of fare payment programs available in the past. Current fare payment options on Metro now include:

- ORCA Card with a retail monthly pass purchased by the Rider. These are regional, monthly passes that allow travel on transit services in the region for specified fare value and are valid on Community Transit, Everett Transit, King County Metro Transit, Kitsap Transit, Pierce Transit, and Sound Transit. A limited number of single-agency passes are also available.
- ORCA Card with a regional monthly pass purchased through and possibly with a subsidy from a Rider's employer. These passes can be either valid for a specified fare value or can be right-to-ride passes valid on all transit services in the region.
- ORCA Card with an e-purse, a stored transportation value used like cash to pay the fare. Riders can store value from $5 to $300 on their ORCA card.
- ORCA Card with a Regional Reduced Fare Permit (RRFP) issued by regional transportation agencies to enable eligible seniors and persons with disabilities. RRFP holders can either load e-purse or passes onto their cards.

Some passes—the U-Pass and Metro / King County employee passes—have not yet transitioned to the ORCA system. In addition, an unknown number of non-ORCA RRFPs are still in circulation.

The fare payment questions were carefully reviewed for the 2010 Rider Survey to obtain detailed insights into the adoption rates of the ORCA Card as well as to understand barriers to adoption.

Fare Payment—2010

Nearly half (47%) of all Riders use an ORCA Card to pay their fare—up from just 18 percent in 2009.

- More than twice as many Regular Riders as Infrequent Riders use an ORCA Card—62 percent compared to 28 percent, respectively.

Among ORCA Card users, 48 percent have a pass loaded on their card.

- Ninety-six percent (96%) of ORCA Card users with a pass have a regional pass on their card.
- Eleven percent (11%) of ORCA Card users with a pass also have an e-purse on their card.

One out of three (35%) Riders continue to pay cash—a decrease of 13 percent from 2009 when 40 percent paid cash.

- Infrequent Riders continue to be more likely than Regular Riders to pay cash. However, even among Infrequent Riders cash use has decreased—from 62 percent in 2009 to 56 percent in 2010.

Eight percent (8%) of Riders continue to use the U-Pass.

- This is a small increase from 2009 when 6 percent of Riders used a U-Pass. This may be a reflection of the inclusion of the cell phone sample.

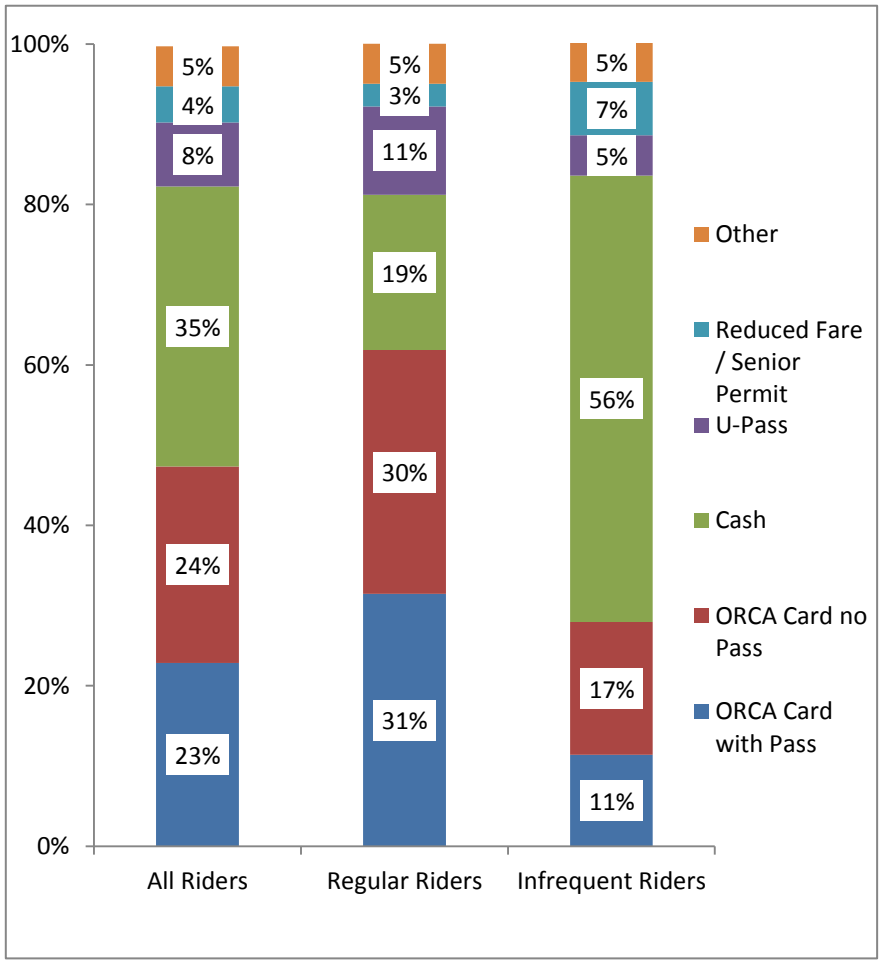
Four percent (4%) report having a reduced fare permit or senior pass that is not on an ORCA Card.

- Eight percent (8%) of those with an ORCA Card have an RRFP card loaded, bringing the percentage paying a reduced fare to 12 percent, higher than in 2009 when 8 percent of all Riders paid a reduced fare.

Five percent (5%) report using another form of payment.

- Most of these use tickets, are a County or Metro employee, or use a FlexPass.

Figure 25: Fare Payment, 2010



FARETYPE—Computed variable based on FARE1: *How do you usually pay your bus fare?*
Base: *All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140)*
ORCA Card with Pass includes all those with an ORCA Card with a pass loaded on the card; they could also have an e-purse. ORCA Card with e-purse includes all those with an ORCA Card that do not have a pass on the card.

Riders living in Seattle / North King and East King County are somewhat more likely than those living in South King County to use an ORCA Card.

- Half (50%) of Seattle / North King County Riders and 47 percent of East King County riders use an ORCA Card compared to 40 percent of South King County riders.
- Among Regular Riders, two-thirds (66%) of Seattle / North King County Riders and 64% of East King county Riders use an ORCA Card compared to 48 percent.

Among Regular Riders, those living in South King County are the most likely to be paying cash fares.

Table 51: Fare Payment by Planning Subareas

	Seattle / North King	South King	East King
	All Riders		
ORCA Card with Pass	**24%**	19%	**23%**
ORCA Card without Pass	**26%**	21%	**24%**
Cash	31%	37%	36%
U-Pass	9%	6%	8%
Reduced Fare	4%	5%	5%
Other	4%	9%	4%
	Regular Riders		
ORCA Card with Pass	**33%**	25%	**33%**
ORCA Card without Pass	**33%**	23%	**31%**
Cash	15%	29%	13%
U-Pass	11%	8%	13%
Reduced Fare	2%	4%	2%
Other	4%	8%	6%
	Infrequent Riders		
ORCA Card with Pass	10%	12%	16%
ORCA Card without Pass	16%	19%	19%
Cash	58%	46%	53%
U-Pass	6%	2%	3%
Reduced Fare	6%	5%	7%
Other	5%	10%	2%

Reported Change in Fare Payment Method from Previous Year

To gain insights into how fare payment has changed, Riders were asked to self-report how they paid their fare last year.

The majority of ORCA Card users paid with an ORCA Card (33%) or pass (30%) last year.

- Those with an ORCA Card and a pass were the earliest adopters of the ORCA with 37 percent reporting that they used an ORCA Card last year. This figure is likely to include many who actually paid with a pass before converting to an ORCA Card as soon as it was introduced. The same percentage (38%) paid with a pass the previous year.

Twenty-seven percent (27%) of ORCA Card users paid cash last year. More than one out of three (34%) ORCA Card users who do not have a pass on their card converted from cash, and 11 percent used tickets.

- Due to higher pass use in the previous year, only 24 percent of ORCA users with a pass on their card converted from cash or tickets.

Nearly all of those who currently pay cash also paid cash last year.

Table 52: Reported Change in Fare Payment Method from Previous Year

	Current Year					
Previous Year	**ORCA Card**			**Cash Only**	**Reduced Fare**	**All Other***
	Total ORCA	**With Pass**	**Without Pass**			
ORCA Card	33%	37%	29%	2%	4%	2%
Pass	30%	38%	22%	4%	20%	12%
Cash	27%	20%	34%	88%	23%	16%
Tickets	8%	4%	11%	3%	1%-	17%
Reduced Fare	4%	4%	4%	1%	58%	--
U-Pass	3%	2%	3%	1%	-	46%

Question FARE2*: How did you pay your fare one year ago?*

Base: *All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140)*

Sums to more than 100 percent. Multiple responses allowed.

Characteristics of Riders Using Different Fare Payment Methods

ORCA Card: Those using an ORCA Card are more likely than those using other forms of payment to be:

- Employed full-time (59%)
- More affluent—median household income of $78,845

Those with a pass on their ORCA Card are also different demographically than those without a pass on their card.

- Those who have a pass on their ORCA Card are more likely to be male (55%) than female (45%). The reverse is true for those who have an e-purse associated with their ORCA Card—52 percent female and 48 percent male.
- Nearly two out of three ORCA Card users with a pass on their card are employed full-time compared to 57 percent of those with an e-purse.
- ORCA Card users with a pass have significantly higher household incomes than do those with an e-purse--$86,000 plus compared to $70,700 plus. Those with an e-purse have household incomes more in line with Riders who continue to pay a cash fare.

Table 53: Demographics of Riders Using Different Fare Payment Methods

		ORCA Card					
	Total	w/ Pass	w/o Pass	Cash Only	Reduced Fare	U-Pass	Other*
Base (weighted)	538	260	278	397	51	95	56
Base (unweighted)	591	294	297	334	46	106	60
Gender							
Male	**51%**	**55%**	48%	50%	35%	45%	53%
Female	49%	45%	52%	50%	**65%**	55%	47%
Age							
16 to 17	7%	7%	7%	7%	2%	0%	5%
18 to 24	5%	5%	6%	8%	0%	**31%**	3%
25 to 34	**20%**	**20%**	**20%**	15%	8%	**24%**	12%
35 to 44	17%	17%	17%	17%	1%	9%	12%
45 to 54	24%	23%	24%	23%	20%	22%	30%
55 to 64	16%	17%	15%	21%	14%	9%	31%
65 plus	12%	11%	**13%**	9%	**54%**	5%	7%
Mean	44.2	44.1	44.4	44.1	**60.7**	36.7	47.8
HH Composition							
Single Person	15%	14%	16%	16%	**33%**	18%	19%
Multi-Person	**85%**	**86%**	84%	84%	67%	82%	81%
Employment Status							
Employed FT	**61%**	**65%**	**57%**	**40%**	18%	**53%**	**65%**
Employed FT	10%	11%	9%	12%	6%	13%	9%
Self-Employed	5%	3%	6%	**11%**	0%	2%	4%
Student	8%	7%	9%	10%	2%	**26%**	7%
Homemaker	2%	1%	2%	4%	2%	0%	2%
Retired	12%	11%	13%	12%	**58%**	0%	4%
Other	4%	3%	4%	10%	13%	0%	8%
Household Income							
< $15,000	4%	3%	5%	**7%**	**26%**	5%	0%
$15K to $25K	6%	5%	7%	7%	9%	3%	4%
$25K to $35K	5%	4%	5%	7%	6%	8%	8%
$35K to $55K	15%	10%	**19%**	**18%**	18%	**20%**	16%
$55K to $75K	18%	19%	18%	16%	24%	18%	6%
$75K to $100K	17%	20%	14%	16%	10%	19%	17%
$100K to $150K	**20%**	**22%**	18%	14%	6%	18%	**32%**
> $150K	**16%**	**17%**	**15%**	**14%**	1%	**9%**	**12%**
Median	$75,845	$86,708	$70,709	$67,679	$45,198	$70,546	$99,125

Cash: Those who continue to pay cash fares are not clearly distinguished from those using other fare payment methods.

- Those paying cash fares are less likely than those using an ORCA Card to be employed full-time—40 percent compared to 61 percent, respectively.
- It is noteworthy that those who pay cash are only slightly less affluent than those using an ORCA without a pass, indicating that income is not a major barrier to using an ORCA Card.

Given the similarities in the cash payers and ORCA Card users, there should be additional conversion opportunities.

	ORCA Card						
	Total	w/Pass	w/o Pass	Cash Only	Reduced Fare	U-Pass	Other*
% with License	85%	86%	83%	84%	87%	88%	89%
% None	5%	5%	**7%**	3%	12%	4%	2%
# of Vehicles	1.7	1.7	1.7	**1.9**	1.4	1.8	2.0
Race / Ethnicity							
Caucasian	**85%**	**87%**	77%	85%	74%	75%	86%
Non-Caucasian	13%	13%	23%	15%	26%	25%	14%

***Other includes tickets, U-Pass, FlexPass, Metro or County Employee, and Other*

Reduced Fare

Those who have an RRFP loaded on their ORCA Card are somewhat different from those who have not yet gotten a card. Specifically, they are:

- More likely to be male (53%) than female (47%). The reverse is true for those who have not gotten an ORCA Card—65 percent female versus 35 percent male.
- Older—more than three out of four (76%) are 65 and older.
- Less affluent—more than half (52%) have a household income of $35,000 or less, for a median household income of $34,100.

Table 54: Demographics of Riders with Reduced Fare Permits

	RRFP On ORCA Card	RRFP Not On ORCA Card
Base (weighted)	38	51
Base (unweighted)	36	46
Gender		
Male	**53%**	35%
Female	47%	**65%**
Age		
16 to 17	--	2%
18 to 24	--	-
25 to 34	5%	8%
35 to 44	5%	1%
45 to 54	8%	20%
55 to 64	5%	14%
65 plus	**76%**	54%
Mean	64.4	60.7
Household Income		
Less than $15,000	26%	26%
$15,000 to $25,000	17%	9%
$25,000 to $35,000	9%	6%
$35,000 to $55,000	9%	18%
$55,000 to $75,000	22%	24%
$75,000 to $100,000	4%	10%
$100,000 to $150,000	13%	6%
$150,000 or Greater	--	1%
Median	$34,103	$45,198

Transit use clearly differentiates choice of fare payment.

ORCA Card: ORCA Card users, notably those with a pass, are Metro's most frequent Riders.

- Fifty-four percent (54%) of all ORCA Card users are Frequent Riders—taking 11 or more one-way trips per month. This is notable among those with a pass. Two out of five (40%) ORCA Card users with a pass take more than 20 one-way trips per month compared to 25 percent of those with an e-purse.

Three out of five (63%) ORCA Card users with a pass ride for work trips compared to just over half (54%) of those with an e-purse and only 24 percent of those paying a cash fare.

One out of seven (15%) ORCA Card users with a pass also use the South Lake Union Streetcar.

Cash: Nearly seven out of ten (68%) Riders who pay cash are Infrequent Riders. Sixty-nine percent (69%) ride for non-commute trips and 38 percent ride during off-peak hours only.

Nearly three out of five (57%) rely on Metro for very little of their transportation needs—as evidenced by their use of the bus for social and recreational trips (26%), shopping or errands (14%), or to downtown Seattle (12%).

More than nine out of ten (92%) ride Metro only.

Reduced Fare: Similar to those paying cash, those paying a reduced fare are less frequent Riders. Most (72%) are riding for non-commute trips. However, unlike cash Riders, those using a reduced fare are more likely to be riding during peak and off-peak hours (60%) or during peak hours only (16%).

Table 55: Transit Use among Riders Using Different Fare Payment Methods

	ORCA Card						
	Total	w/Pass	w/o Pass	Cash Only	Reduced Fare	U-Pass	Other*
Base (weighted)	538	260	278	397	51	95	56
Base (unweighted)	591	294	297	334	46	106	60
Trips / Month							
1 to 4	25%	21%	**29%**	**68%**	**64%**	24%	**44%**
5 to 7	10%	10%	10%	11%	5%	2%	4%
8 to 10	11%	8%	**14%**	7%	11%	8%	11%
11 to 20	21%	**21%**	**22%**	8%	11%	**20%**	14%
21 or More	32%	**40%**	**25%**	6%	9%	**47%**	27%
Mean	18.8	**21.0**	16.8	6.2	9.0	**23.2**	12.7
Reliance on Transit							
All / Most	**36%**	**39%**	**33%**	14%	27%	**48%**	15%
Some	**45%**	**44%**	**46%**	29%	30%	**33%**	**45%**
Very Little	19%	17%	21%	**57%**	**43%**	19%	**40%**
Primary Trip Purpose							
Work	**58%**	**63%**	**54%**	24%	23%	**48%**	**49%**
School	9%	10%	8%	7%	5%	**30%**	7%
Recreation	14%	13%	15%	**26%**	**23%**	14%	9%
Shopping	8%	6%	**11%**	**15%**	14%	4%	7%
Travel DT	4%	3%	5%	**12%**	13%	0%	8%
Appointments	4%	3%	4%	6%	**19%**	1%	9%
Events	1%	1%	1%	**6%**	3%	1%	4%
Airport	1%	1%	<1%	2%	-	0%	0%
Other	1%	1%	2%	3%	-	2%	7%
Peak / Off-Peak Ridership							
Both	**75%**	**70%**	**61%**	53%	60%	**69%**	48%
Peak Only	**22%**	**19%**	**25%**	9%	16%	17%	**29%**
Off-Peak Only	12%	11%	13%	**38%**	24%	14%	**24%**
SLU Streetcar Use							
Bus Only	90%	85%	**93%**	**92%**	85%	82%	82%
Both	11%	**15%**	7%	7%	15%	12%	18%
Use Transit Tunnel	**60%**	**61%**	**59%**	47%	53%	56%	59%

ORCA Card Users

Adoption Rates

The majority of ORCA Card users were relatively early adopters—obtaining the card a minimum of six months prior to being surveyed. This would mean that these early adopters did not pay the $5.00 fee now associated with obtaining the card and may have chosen to obtain the ORCA Card as soon as possible to avoid the fee.

- Those who do not have a pass on their card are more likely than those who have a pass to be early adopters—77 percent compared with 67 percent, respectively. A significant segment (44%) of these users obtained their card within the 6 to 12 months prior to being surveyed.

Those who primarily use Metro to commute to school are more likely than those using Metro for work or non-commute trips to have just recently adopted the ORCA Card.

- More than half (56%) of those commuting to school obtained their card within the three months prior to the survey.

Table 56: When First Obtained ORCA Card by Card Type

	All ORCA Card Users	ORCA Card with Pass	ORCA Card w/o Pass
More than 1 Year Ago	34%	34%	33%
6 Months to 1 Year Ago	39%	33%	**44%**
3 to 6 Months Ago	15%	17%	12%
Less than 3 Months Ago	9%	**12%**	6%
Within the Last Month	4%	4%	4%

Table 57: When First Obtained ORCA Card by Trip Purpose

	Work	School	Non-Commute
More than 1 Year Ago	**34%**	5%	**39%**
6 Months to 1 Year Ago	**43%**	12%	**38%**
3 to 6 Months Ago	15%	26%	11%
Less than 3 Months Ago	5%	**45%**	6%
Within the Last Month	3%	**11%**	6%

Question OU1: *When did you first get or purchase your ORCA card?*
Base*: ORCA Card Users (n = 584; n_w = 547)*

Card Type and Products Loaded on Card

Most (87%) ORCA Card users have an adult card.

- All but 2 percent of those who use Metro for work and who have an ORCA Card have an adult card.

Those who use Metro to commute to school or for non-commute trips are more likely to have something other than an adult card.

- Those using Metro for school trips have either an adult card (50%) or a youth card (47%).
- While the majority (77%) of those who use Metro for non-commute trips have an adult card, nearly one out of five (19%) have an RRFP loaded on their card.

Table 58: Card Type

	All Card Users	Work	School	Non-Commute
Adult Card	87%	**98%**	50%	77%
Youth*	6%	<1%	**47%**	4%
RRFP*	8%	2%	3%	**19%**

***Question OU5**: Is your ORCA card an adult card, youth card, or reduced fare permit?*
***Base**: ORCA Card users (n = 584; n_w = 547)*
** Small cell sizes*

Most (94%) ORCA Card users have a single product loaded on their card.

- More than three out of five (62%) ORCA Card users have a pass loaded on their card. Eleven percent (11%) of those with a pass also have an e-purse.

Those using Metro to commute to work or school are more likely than those who take non-commute trips to have a pass loaded on their card.

Table 59: Products Loaded on ORCA Card by Card Type

	All Card Users	ORCA Card with Pass	ORCA Card w/o Pass
Regional Transit Pass	60%	96%	0%
Agency-Specific Pass	3%	5%	0%
E-Purse	41%	11%	91%
Nothing / Other	4%	1%	9%

Table 60: Products Loaded on ORCA Card by Trip Purpose

	Work	School*	Non-Commute
Regional Transit Pass	**63%**	**77%**	49%
Agency-Specific Pass	3%	8%	2%
E-Purse	36%	24%	52%
Nothing / Other	5%	3%	5%

***Question OU7**: What product or products do you have loaded on your ORCA card?*
***Base**: ORCA Card users (n = 584; n_w = 547)*
Sums to more than 100 percent; multiple responses allowed.
** Small cell size*

Employer Subsidies

Two out of three (66%) ORCA Card users who are Commuters receive a full or partial subsidy from their school or employer. This is down significantly from 2009 when 76 percent of Commuters who had an ORCA Card or pass received a subsidy. (Note: this question was only asked of ORCA Card users in both 2009 and 2010; U-Pass holders are not included.)

- This decrease is attributable to a decrease in the percentage of Riders who responded that their employers or schools offer a partial subsidy—from 31 percent in 2009 to 22 percent in 2010. The percentage who receives a full subsidy is the same in both years (45%).

Those with a pass on their ORCA Card are more likely than those without a pass to receive a subsidy—78 percent compared with 55 percent, respectively.

Work Commuters are more likely than School Commuters to receive a subsidy—69 percent compared to 50 percent, respectively. This is due to the extent to which Work Commuters receive a partial subsidy—25 percent compared to 3 percent.

The decrease in subsidies noted from 2009 has occurred for both Work and School Commuters, although it is greater for School Commuters.

- In 2009, 78 percent of all Work Commuters received a subsidy compared to 69 percent in 2010. However, when just comparing those who have a pass on their ORCA Card, the extent to which employers subsidize the pass is the same as in 2009.
- In 2009, 61 percent of all School Commuters received a subsidy compared to just half (50%) in 2010.

Table 61: Employer Subsidies by Card Type

	All Card Users	ORCA Card with Pass	ORCA Card w/o Pass
Full Subsidy	44%	51%	38%
Partial Subsidy	22%	27%	17%
No Subsidy	33%	21%	46%

***Question OU6**: Does your employer or school pay for part or all of your ORCA pass or E-Purse?*

***Base**: ORCA Card users who are Commuters (n = 427; n_w = 383)*

Table 62: Employer Subsidies by Commuter Status

	All Card Users	Work Commuters	School Commuters
Full Subsidy	45%	44%	47%
Partial Subsidy	22%	25%	3%
No Subsidy	33%	31%	50%
	ORCA Card with Pass	**Work Commuters**	**School Commuters***
Full Subsidy	51%	51%	52%
Partial Subsidy	27%	30%	5%
No Subsidy	21%	19%	43%

***Question OU6**: Does your employer or school pay for part or all of your ORCA pass or E-Purse?*

***Base**: ORCA Card users who are Commuters (n = 427; n_w = 383) * Small cell size*

Adding Value to or Passes on Card

Thirty-five percent (35%) of ORCA Card users do not load passes or add value to their e-purse. Most of these users have passes provided by their employers.

Of those who do add value to their e-purse or load a pass on the card, more than two out of five (63%) ORCA Card users go online to load a pass on their card or add value to their e-purse.

- Those with a pass on their card are somewhat more likely than those without a pass to go online—67 percent compared to 60 percent, respectively.

ORCA Card users are almost equally likely to use a self-service ticket vending machine (16%) or to go to a customer service office (13%).

- Those without a pass on their card are three times as likely as those with a pass to add value to their card at a self-service ticket vending machine—22 percent compared to 7 percent, respectively.

Table 63: Adding Value to or Passes on ORCA Card by Card Type

	All Card Users	ORCA Card with Pass	ORCA Card w/o Pass
Do Not Add Value / Passes	35%	44%	26%
Online	63%	67%	60%
At a Self-Service Ticket Vending Machine	16%	7%	**22%**
In Person at Customer Service Office	13%	14%	12%
In Person at Retail Location	6%	11%	3%
Phone	1%	<1%	2%
Mail	1%	<1%	2%

***Question OU10**: Where do you typically go to add value to or buy a pass for your ORCA card?*
***Base**: ORCA Card users (n = 584; n_w = 547)*

Satisfaction with Card

ORCA Card users are generally satisfied with the card—96 percent are satisfied.

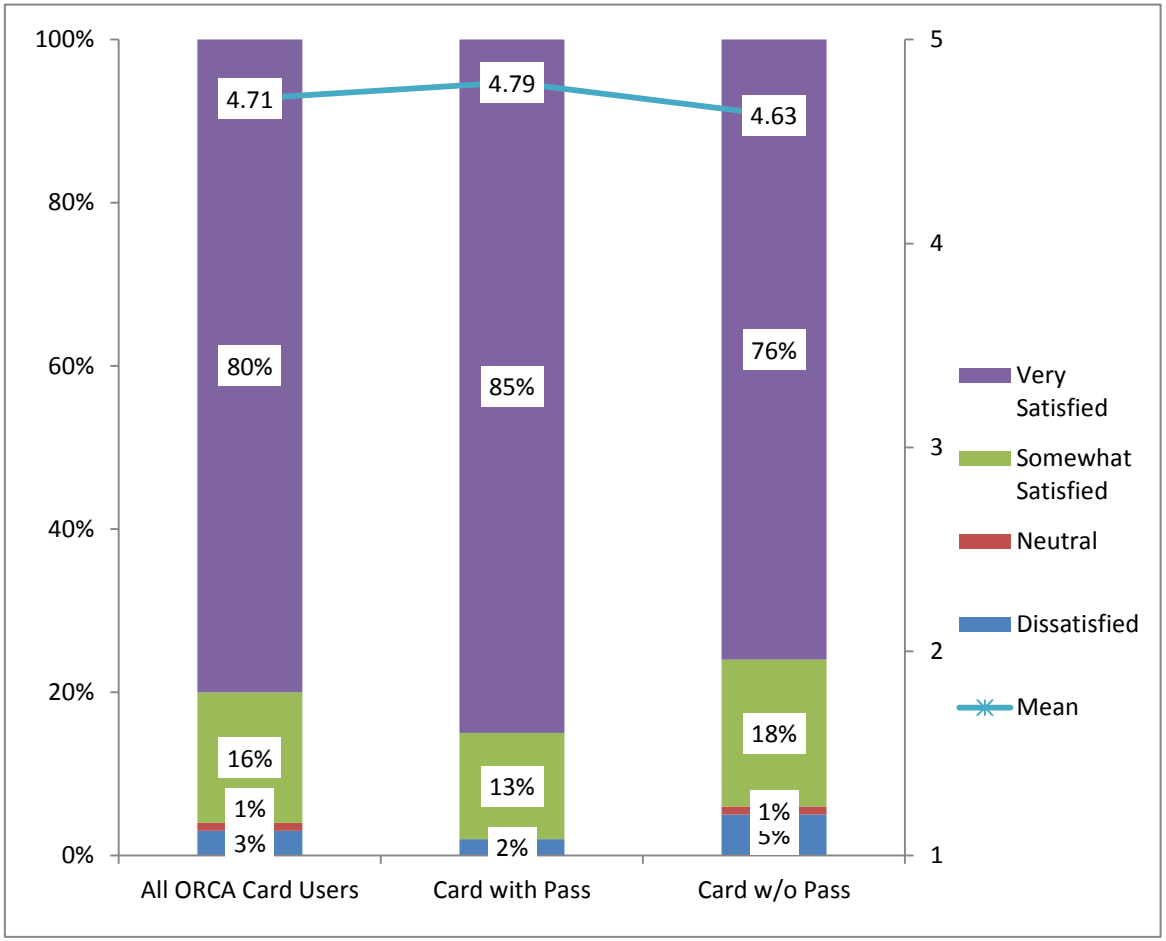
- Those with a pass on their card are somewhat more satisfied than those without a pass—85 percent very satisfied compared with 76 percent, respectively.

Satisfaction with the ORCA Card is significantly higher than in 2009 when it was first introduced.

Table 64: Satisfaction with ORCA Card, 2009 to 2010

	2009	2010
Very Satisfied	65%	80%
Somewhat Satisfied	26%	16%
Neutral / Dissatisfied	9%	4%

Figure 26: Overall Satisfaction with ORCA Card



***Question OU11D**: Please tell me whether you are satisfied or dissatisfied with each of the following aspects of the ORCA card. Overall satisfaction with the ORCA card.*
***Base**: ORCA Card Users (n = 584; n_w = 547)*

When asked about specific aspects of the card, ORCA Card users are somewhat less satisfied. However, the majority are still satisfied.

They are most satisfied with the ease of loading value or a pass on the card, with a mean rating of 4.50.

- Ninety-four percent (94%) of ORCA Card users are satisfied with the ease of loading value on their pass or card. Moreover, twice as many are very satisfied as somewhat satisfied—64 percent compared to 30 percent, respectively.
- There are no significant differences in satisfaction ratings between those with a pass on their card versus those without a pass. Moreover, there are no differences in satisfaction ratings based on where they go to add a pass or value.

Most (93%) ORCA Card users are also satisfied with the customer service they get by phone—a mean rating of 4.42. Moreover, more are very satisfied as compared to somewhat satisfied—58 percent compared with 35 percent, respectively.

- While still generally satisfied, those without a pass on their card are six times as likely as those with a pass to say they are dissatisfied with the customer service by phone—12 percent compared to 2 percent, respectively.

While still generally satisfied, ORCA Card users are least satisfied with the ORCA Card website—a mean rating of 4.16.

- Eighty-seven percent (87%) of ORCA Card users are satisfied with the website. However, 14 percent are dissatisfied. Moreover, among those who are satisfied, opinions are divided between those who are very satisfied (46%) versus somewhat satisfied (41%).

Table 65: Satisfaction with Specific Aspects of the ORCA Card

	All Card Users	ORCA Card with Pass	ORCA Card w/o Pass
	Ease of Loading Value on Pass or Card		
Very Satisfied	64%	60%	67%
Somewhat Satisfied	30%	33%	27%
Dissatisfied	6%	6%	6%
Mean	4.50	4.45	4.54
% No Experience*	28%	32%	25%
	Customer Service by Phone		
Very Satisfied	58%	59%	58%
Somewhat Satisfied	35%	39%	31%
Dissatisfied	7%	2%	**12%**
Mean	4.42	4.55	**4.29**
% No Experience*	60%	57%	62%
	ORCA Card Website		
Very Satisfied	46%	45%	46%
Somewhat Satisfied	41%	45%	37%
Dissatisfied	14%	10%	17%
Mean	4.16	4.24	4.09
% No Experience*	38%	42%	35%

***Question OU11A-C**: Please tell me whether you are satisfied or dissatisfied with each of the following aspects of the ORCA card. Overall satisfaction with the ORCA card.*

***Base**: ORCA Card Users ($n = 584$; $n_w = 547$)*

* *Neutral is excluded from the analysis as large numbers of card users who do not have experience with these attributes gave a neutral rating.*

ORCA Card Non-Users

Familiarity with Card

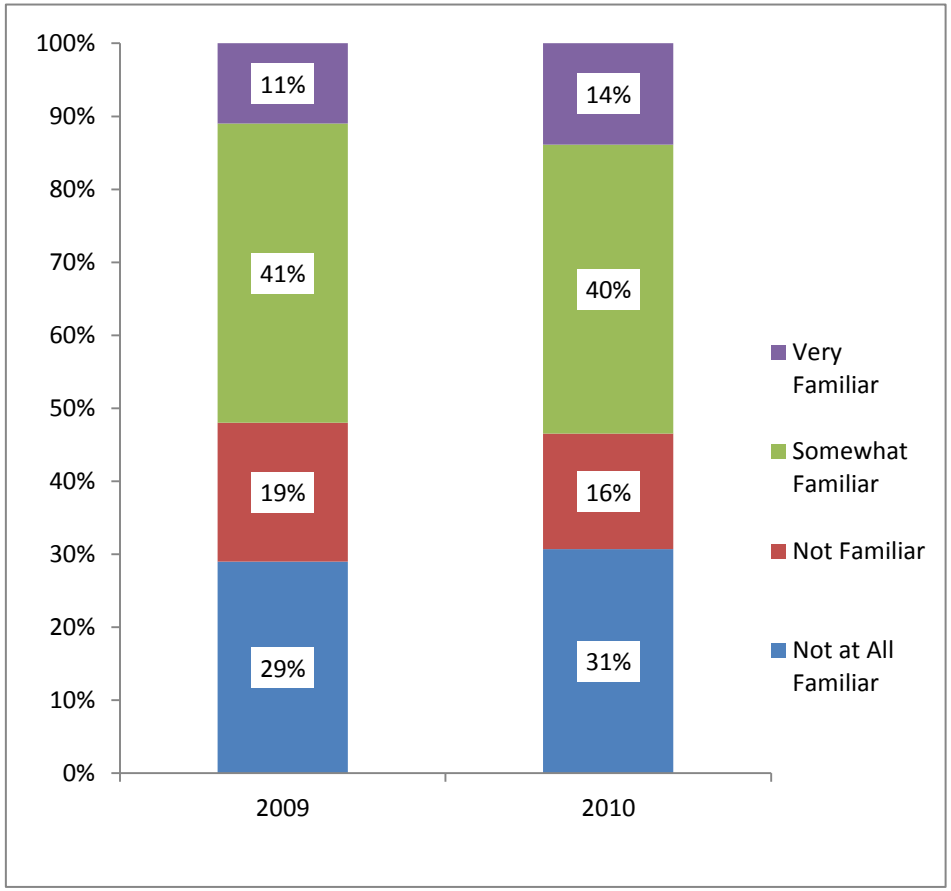
As in 2009, among those not using an ORCA Card, the percentage familiar versus not familiar with the ORCA card is nearly equally divided—54 percent familiar and 47 percent not familiar. However, there was a much larger number of non-users in 2010.

- More than three out of ten (31%) non-users say they are not at all familiar with the ORCA Card, and only 14 percent say they are very familiar.
- Regular Riders are more likely than Infrequent Riders to say they are very familiar with the ORCA Card—18 percent compared to 10 percent, respectively. In 2009 only 11 percent of Regular Riders who did not use the card indicated that they were very familiar with the card. There has been no change in familiarity with the ORCA Card among Infrequent Riders.

Table 66: Non-Users' Familiarity with ORCA Card by Rider Status

	Regular Riders	Infrequent Riders
Very Familiar	**18%**	10%
Somewhat Familiar	36%	42%
Not Familiar	18%	14%
Not at All Familiar	28%	33%

Figure 27: Non-Users' Familiarity with ORCA Card



***NO1**: How familiar are you with the ORCA card?*
***Base**: ORCA Card non-users (n = 539; n_w = 593)*

Past Use of and Consideration of ORCA Card

Nearly three out of five (58%) of all non-users have never used or considered using the ORCA.

- Infrequent Riders are more likely than Regular Riders to have never considered the card—62 percent compared to 53 percent, respectively.

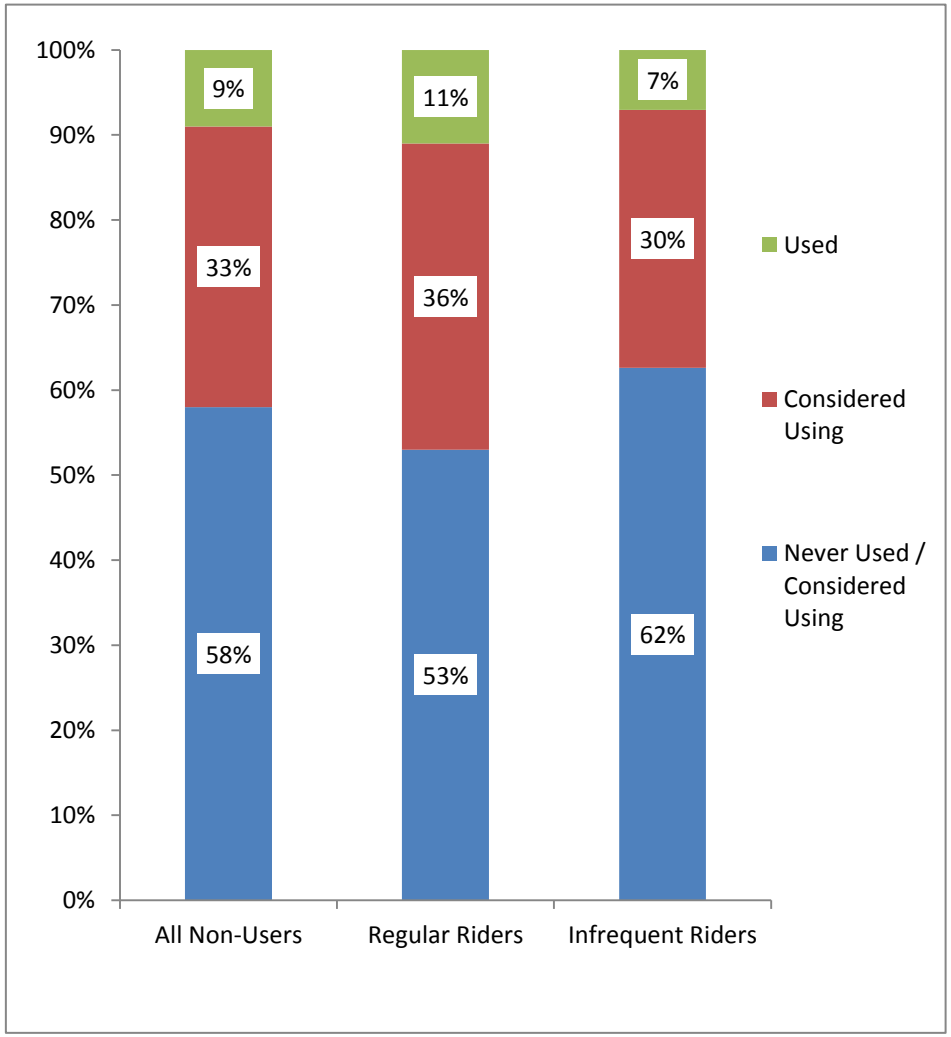
Reasons given for not using an ORCA Card include:

- Don't ride often enough—71 percent for Infrequent Riders and 29 percent for Regular Riders
- Don't know about it or where to get it—15 percent for Regular Riders and 7 percent for Infrequent Riders
- Prefer what I am using—11 percent for Regular Riders and 3 percent for Infrequent Riders
- Haven't had time to get one or just lazy—8 percent for Regular Riders and 2 percent for Infrequent Riders
- No need—7 percent for Regular Riders and 2 percent for Infrequent Riders

Nearly one out of ten (9%) non-users have used an ORCA Card. This is somewhat higher among Regular Riders (11%) than Infrequent Riders (7%). Reasons given for no longer using the card include in order of number of mentions:

- Card did not belong to user—10 mentions
- Got a pass from where I work or go to school—8 responses
- Stopped going to work or unemployed—7 responses
- Don't ride often enough—4 responses
- Lost card—2 responses

Figure 28: Past Use of and Consideration of ORCA Card



Question NO2: *Have you ever used or considered using an ORCA card?*
Base*: ORCA Card non-users (n = 539; n_w = 593)*

Likelihood of Getting an ORCA Card

There has been a significant increase in the likelihood that remaining non-users will get an ORCA Card. Moreover, there are fewer non-users. This attests to the overall success of the ORCA Card and the potential for further growth in the use of the card.

- In 2009, only 36 percent of all non-users said they would get an ORCA Card. This figure has increased to 47 percent in 2010.

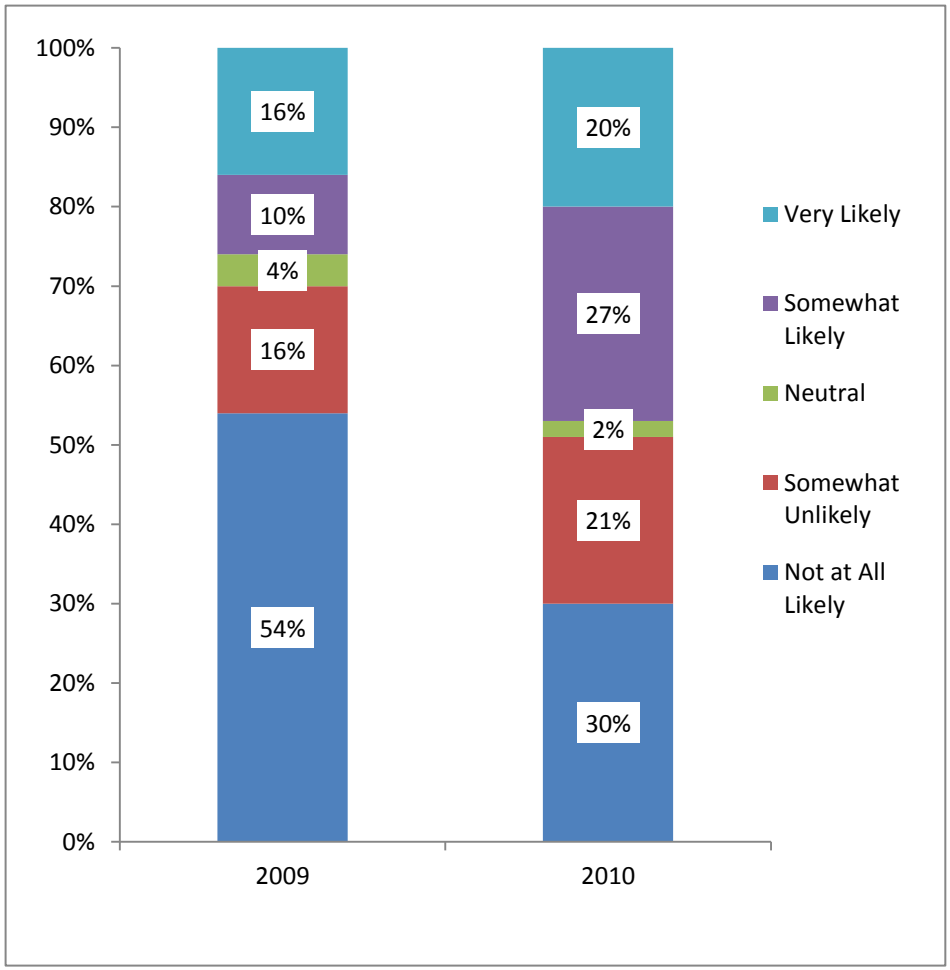
Regular Riders are more likely than Infrequent Riders to suggest they would get an ORCA Card. This is different from 2009 when there were no differences between the two Rider segments.

- More than half (53%) of Regular Riders now say they would get an ORCA Card compared to 30 percent in 2009.
- More than two out of five (42%) Infrequent Riders say they would get an ORCA Card compared to 20 percent in 2009.

Table 67: Non-Users' Likelihood Getting an ORCA Card

	Regular Riders	Infrequent Riders
Very Likely	**25%**	16%
Somewhat Likely	28%	26%
Neutral	4%	1%
Somewhat Unlikely	15%	**26%**
Not at All Likely	29%	31%

Figure 29: Non-Users' Likelihood of Getting an ORCA Card



Question NO3: *From what you have seen, read, or heard about the ORCA program, would you be likely or unlikely to purchase and ORCA card in the future?*

Base*: ORCA Card non-users 2010 (n = 539; n_w = 593); non-users 2009 (n = 1,127; n_w = 585)*

Half (50%) of those who currently pay cash fares are likely to get an ORCA Card in the future.

- This increases to 59 percent for Regular Riders who currently pay cash—25 percent very likely and 34 percent somewhat likely.

Only three out of ten (31%) of those who currently pay a reduced fare but do not have an ORCA Card are likely to get an ORCA Card.

Table 68: Non-Users' Likelihood Getting an ORCA Card by Current Fare Payment Method

	Cash	Reduced Fare
Very Likely	20%	10%
Somewhat Likely	30%	21%
Neutral	2%	3%
Somewhat Unlikely	22%	28%
Not at All Likely	27%	39%

Rider Satisfaction

Overall

Metro has maintained high levels of satisfaction among all Riders over the years.

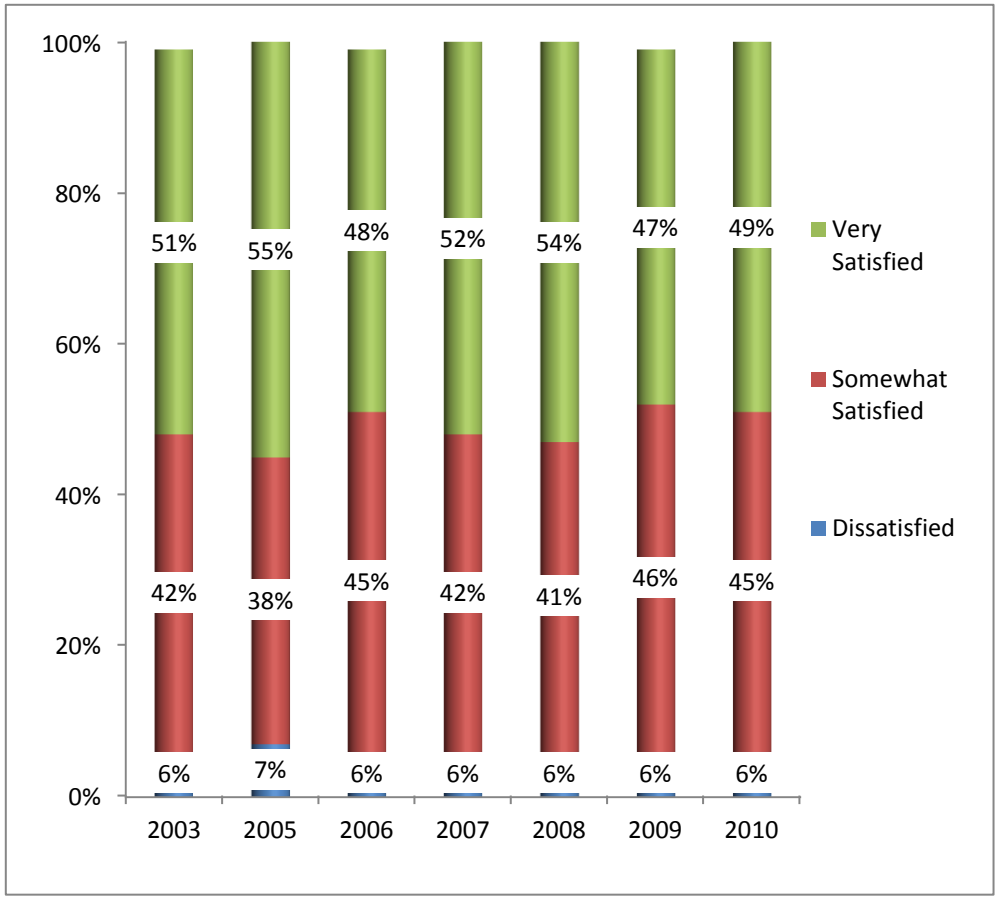
- Overall satisfaction is 94 percent in 2010.

Nearly one out of two (49%) current Riders are very satisfied—nearly the same as in 2009. This remains somewhat down from 2008 when 54 percent of riders were very satisfied.

There is a nearly corresponding increase in the percentage of Riders who are somewhat satisfied. Similar to 2009, 45 percent of all Riders are somewhat satisfied.

There has been little change in the percentage of Riders who are dissatisfied over the years.

Figure 30: Overall Satisfaction with Metro, 2003 to 2010



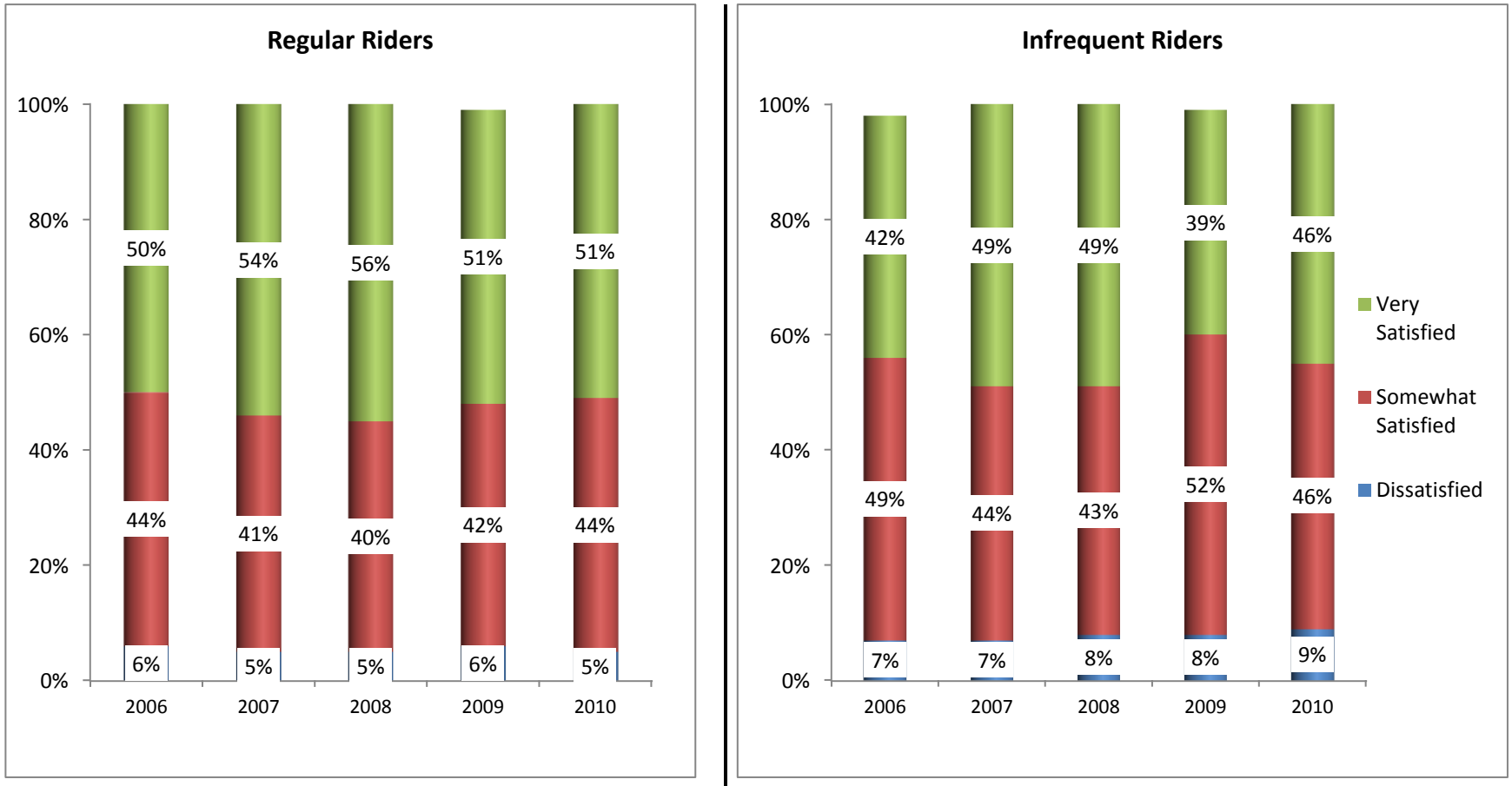
***Question SAT1BB**: Overall how satisfied are you with Metro Transit?*

***Base:** All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140); 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)*

As in previous years, Regular Riders are more likely than Infrequent Riders to say they are very satisfied with riding Metro.

- Much of the decrease in satisfaction in 2009 was attributed to the decrease in satisfaction among Infrequent Riders—from 49 percent to 39 percent very satisfied. This figure rebounded somewhat in 2010 to 46 percent very satisfied. While this increase is not statistically significant, this trend should be monitored into 2011.
- There was no change in satisfaction levels among Regular Riders between 2009 and 2010.

Figure 31: Overall Satisfaction with Metro—Regular and Infrequent Riders



***Question SAT1BB**: Overall how satisfied are you with Metro Transit?*

***Base:** All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140); 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)*

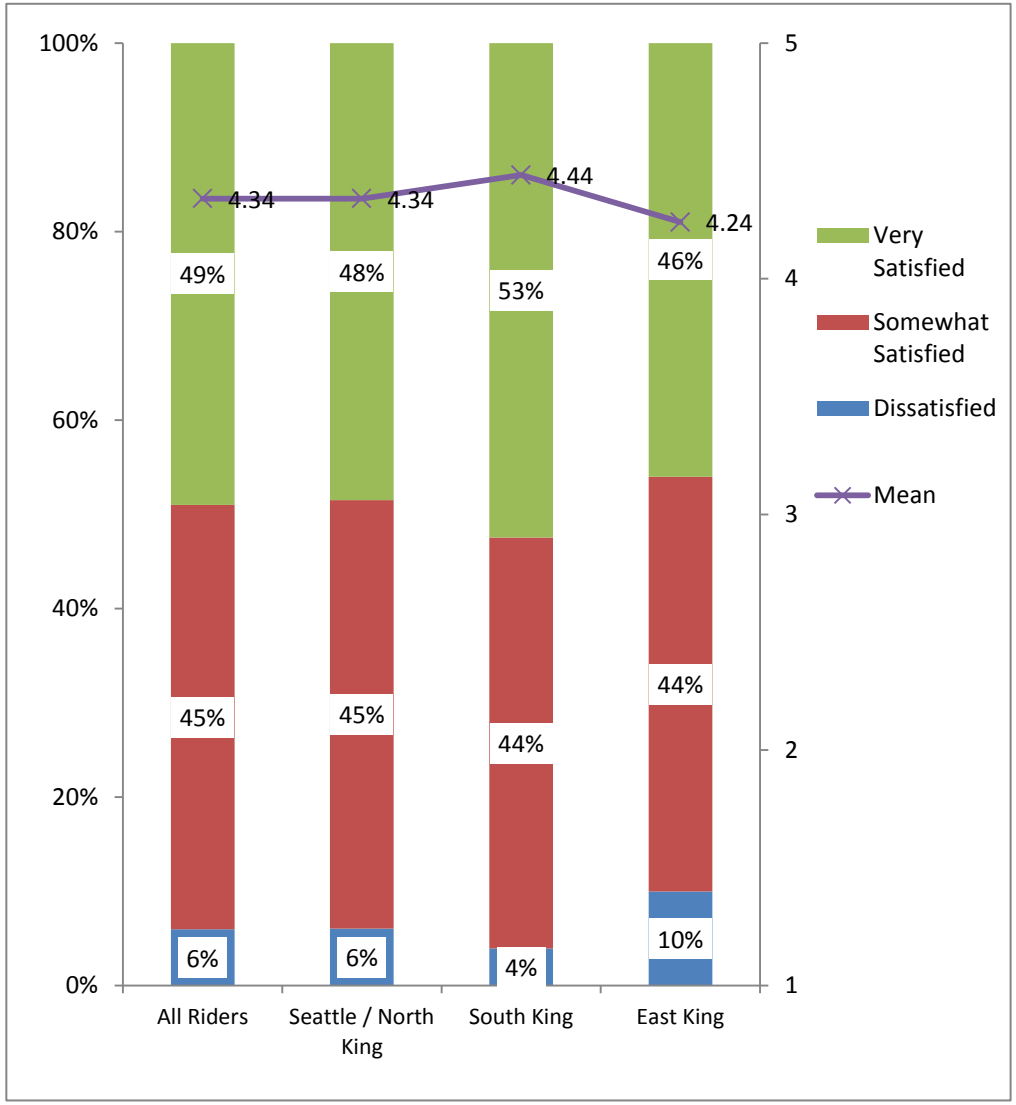
For the first time in years, Riders in South King County are the most satisfied with riding Metro—97 percent. This is due to a higher percentage who says they are very satisfied with riding—53 percent.

On the other hand, while still generally satisfied, a significantly higher percentage of East King County Riders say they are dissatisfied with riding—10 percent.

Satisfaction with riding has varied by subarea over the years.

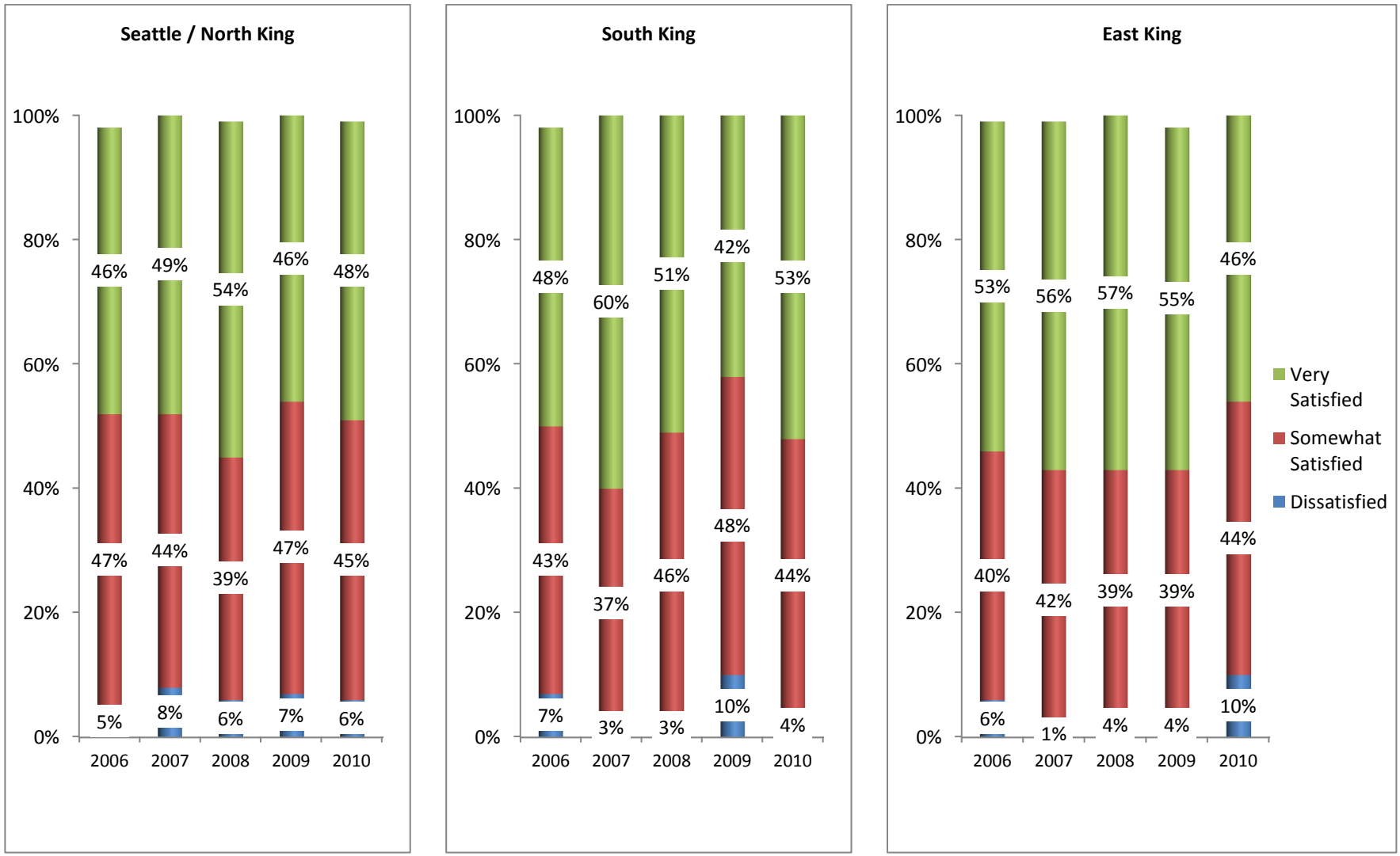
- Satisfaction among Seattle / North King County Riders peaked in 2008 when 54 percent said they were very satisfied with riding. Current levels (48%) are more similar to 2006 levels (46%).
- Satisfaction among South King County Riders peaked in 2007 at 60 percent very satisfied. The percentage very satisfied declined steadily through 2009 to a low of 42 percent. The percentage of South King County Riders rebounded significantly in 2010 to 53 percent very satisfied.
- In the past, East King County Riders were the most satisfied. Overall satisfaction among East King County Riders declined sharply in 2010 from a mean rating of 4.45 in 2009 to 4.24 in 2010. This is the lowest mean rating since 2006. This decline is due a decrease in the percentage of those very satisfied from 55 percent to 46 percent. While there was an increase in the percentage somewhat satisfied—from 39 percent to 44 percent—the percentage dissatisfied more than doubled—from 4 percent to 10 percent.

Figure 32: Satisfaction with Riding by Planning Subareas



***Question SAT1BB**: Overall how satisfied are you with Metro Transit?*
***Base:** All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140)*

Figure 33: Trends in Overall Satisfaction with Metro by Planning Subarea



Question SAT1BB: *Overall how satisfied are you with Metro Transit?*

Base: *All Regular and Infrequent Riders: 2010 (n = 1,140; n_w = 1,140); 2009 (n = 1,417; n_w = 712) ; 2006 (n = 1,373; n_w = 714)*

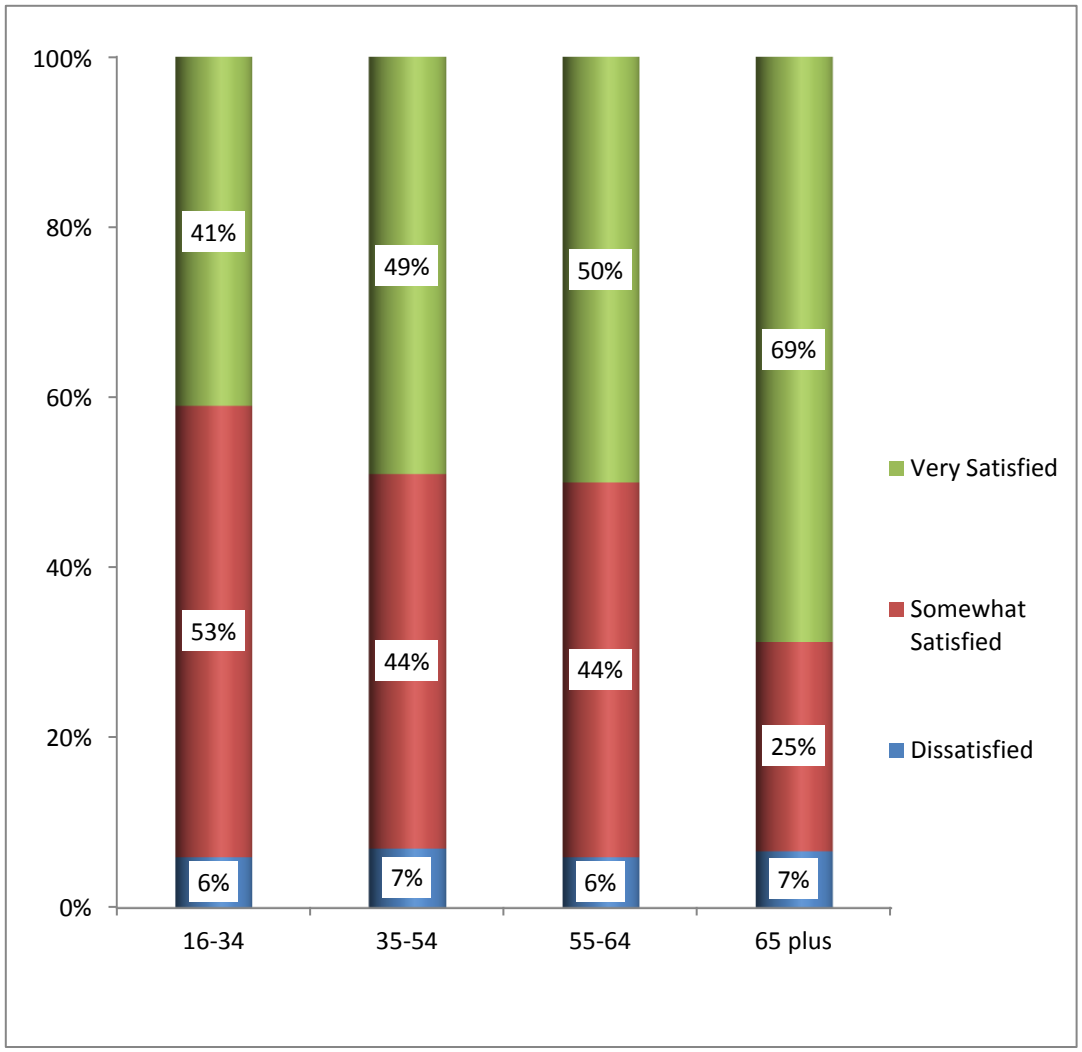
In 2009, it was noted that there was a significant difference in overall satisfaction by age and that this difference may have contributed to the variations in satisfaction noted over the years. In 2007 and 2008, Riders who were surveyed were older than in previous years. In 2009 and 2010, a cell phone sample was added, increasing the percentage of younger Riders surveyed.

As in 2009, younger Riders are less satisfied with Metro overall than are older Riders. While there are no differences in overall satisfaction by age, younger Riders are less likely to be "very" and more "somewhat" satisfied than older Riders.

- While nearly seven out of ten (69%) older Riders (65 plus) are very satisfied with riding Metro, this drops to roughly half (49-50%) for those between the ages of 35 and 64 and to 41 percent for Metro's youngest Riders, those between 16 and 34.
- On the other hand, twice as many young Riders (16 to 34) as older Riders (65 plus) say they are somewhat satisfied—53 percent compared to 25 percent, respectively.

This is not uncommon in customer satisfaction research. However, it is a finding that should be considered and reasons for the difference in satisfaction explored to ensure that the differences are an artifact of how different age groups respond to satisfaction questions rather than suggest an underlying problem with service quality.

Figure 34: Overall Satisfaction with Metro by Age



***Question SAT1BB**: Overall how satisfied are you with Metro Transit?*
***Base:** All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140)*

Net Promoter Score[3]

A new question was added to the survey in 2010 asking the extent to which Riders would recommend Metro to others. Responses were scored on an 11-point scale ranging from 0, meaning "not at all likely to recommend," to 10, meaning "extremely likely to recommend." Respondents are then categorized as follows:

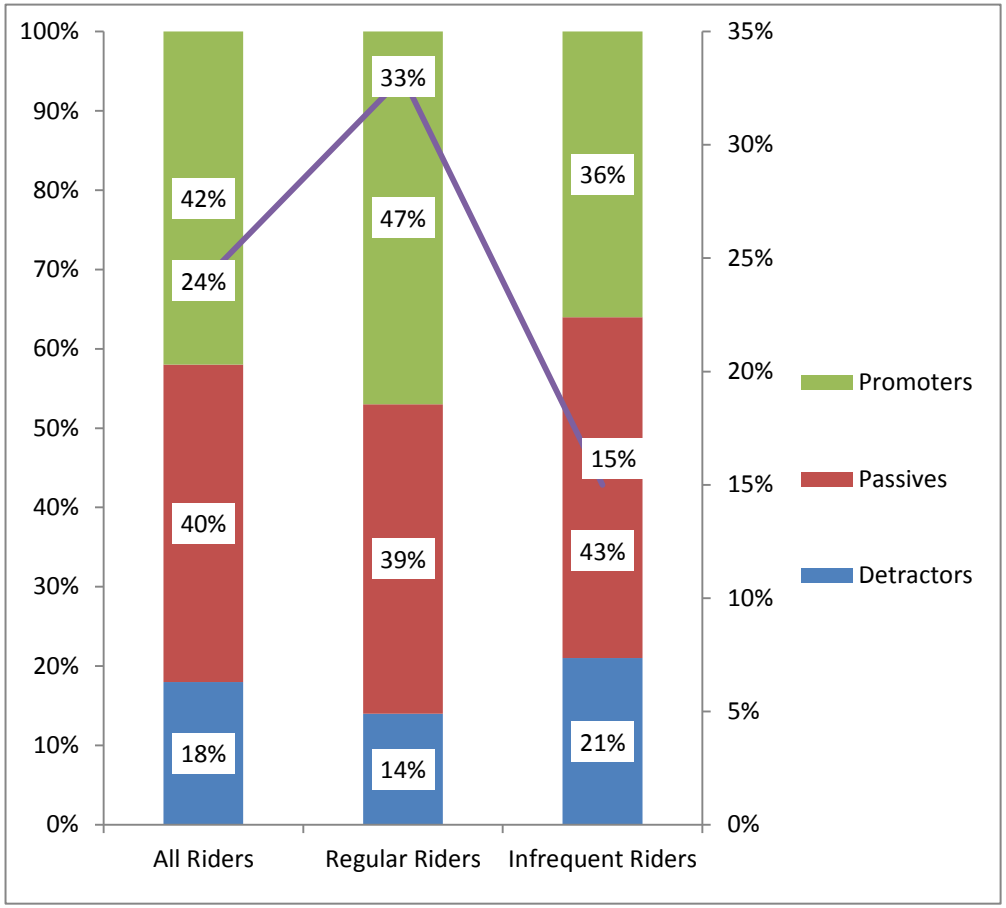
- **Promoters** (score 9–10) are loyal enthusiasts who will keep riding and refer others, fueling growth.
- **Passives** (score 7–8) are satisfied rides but are not active advocates of the system
- **Detractors** (score 0–6) are unhappy customers who can damage Metro's brand and impede growth through negative word-of-mouth

A Net Promoter Score is calculated by taking the percentage of customers who are Promoters and subtracting the percentage who are Passives or Detractors.

Metro's overall Net Promoter Score is 24 percent.

- Metro's Net Promoter Score is more than double for Regular Riders as Infrequent Riders—33 percent compared to 15 percent, respectively.

Figure 35: Net Promoter Score—Overall and for Regular and Infrequent Riders



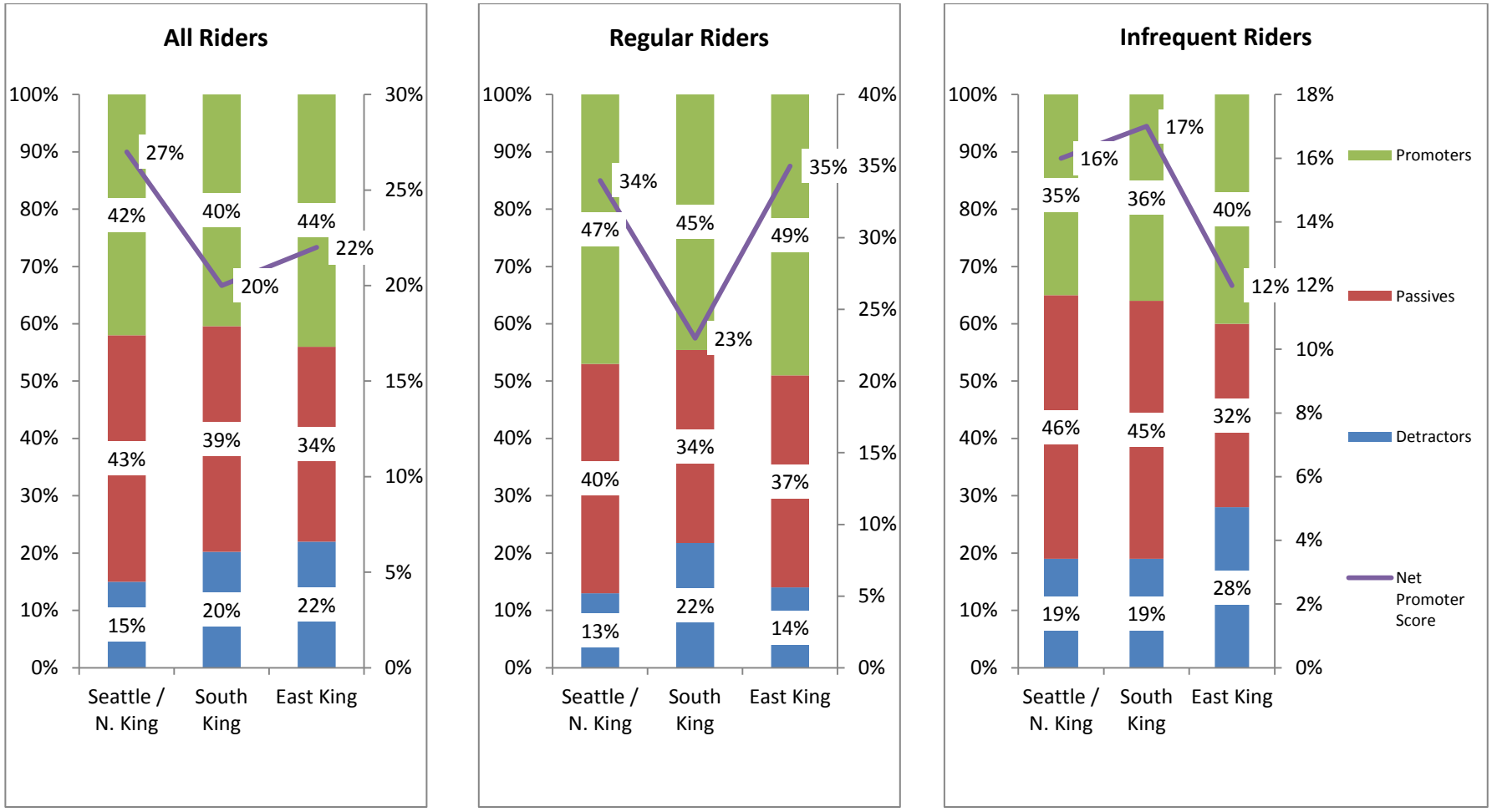
***Question SAT2**: How likely is it that you would recommend riding Metro to a friend or colleague?*
***Base:** All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140)*

[3] Net Promoter® is a metric developed by developed by Satmetrix, Bain & Company, and Fred Reichheld. Some transit agencies have begun using this score, which will ultimately allow for benchmarking. This question was included in the 2010 survey to provide a more robust dependent variable by combining satisfaction and recommendation rates for the Key Drivers Analysis in this section.

Metro's Net Promoter Score varies by planning subarea. Metro's Net Promoter Score is higher in Seattle / North King County than in East and South King County.

- Contrary to their above-average overall satisfaction, Metro's Net Promoter Score in South King County is significantly lower, notably among Regular Riders. East King County Infrequent Riders also have a lower Net Promoter Score.

Figure 36: Net Promoter Score by Rider Status and Planning Subarea



***Question SAT2**: How likely is it that you would recommend riding Metro to a friend or colleague?*

***Base:** All Riders 2010 (n = 1,140; n_w = 1,140)* *All Regular Riders 2010 (n = 655; n_w = 511)* *All Infrequent Riders 2010 (n = 183; n_w = 295)*

Satisfaction with Specific Transit Elements

Overall Satisfaction

As part of the survey, Riders are asked to rate their satisfaction with 27 different elements of transit service. Four additional questions were added in 2010 to address new issues and initiatives. 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 midpoint is 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 4.17.

Riders are most satisfied with:

- Bus operators' safe operation of the bus
- Personal safety while waiting for the bus during the day
- Ease of paying fares
- Driver courtesy
- Ability to get information about routes and schedules
- Driver helpfulness

Ease of paying fares was not included in recent years and was added due to the introduction of the ORCA Card. Consistent with the high levels of satisfaction with the ORCA Card, those who use an ORCA Card give significantly higher ratings here.

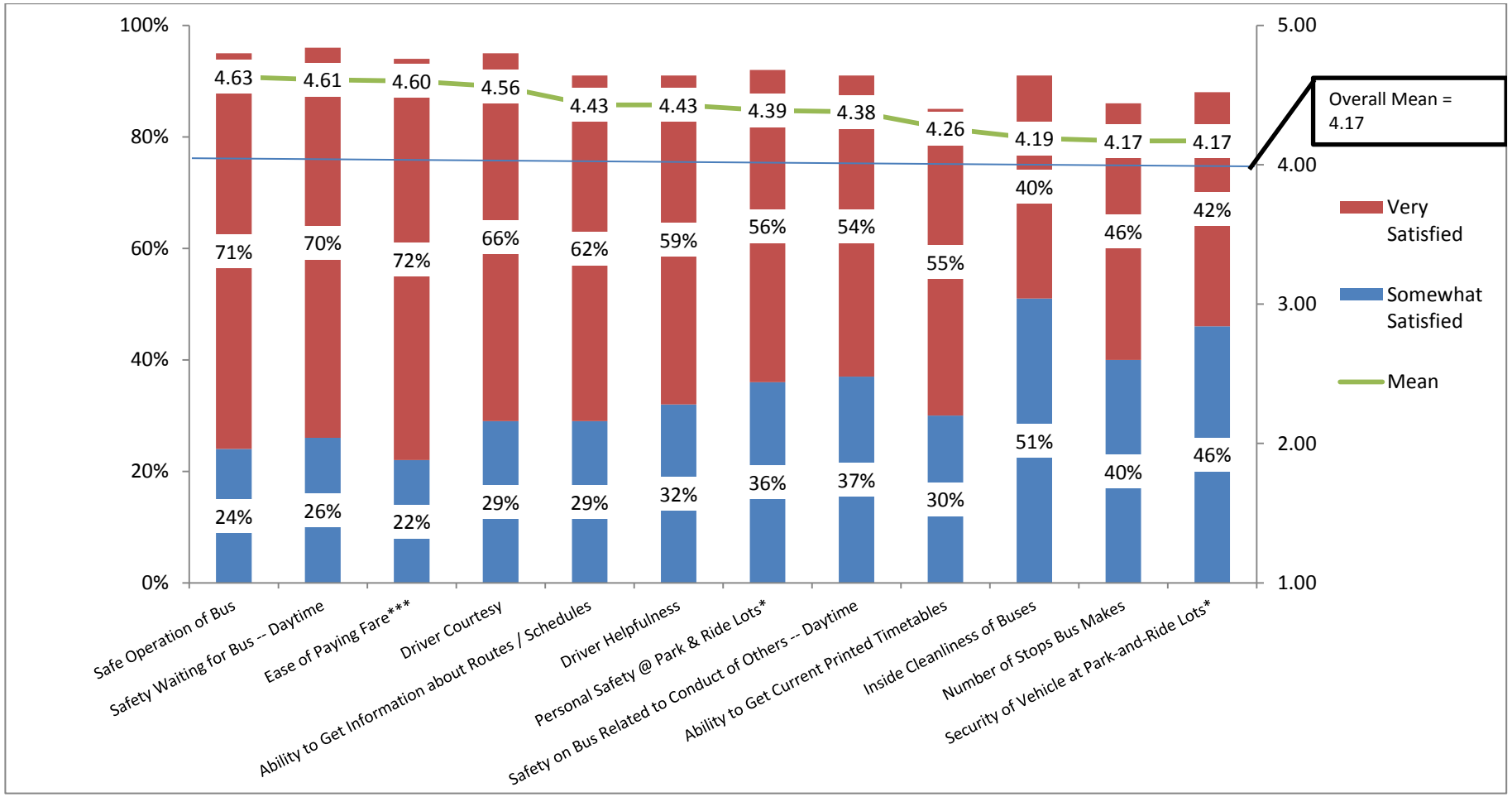
Those continuing to pay cash are the least satisfied—34 percent are just somewhat satisfied.

Table 69: Satisfaction with Ease of Paying Fares by Fare Payment Method

	ORCA Card				
	With Pass	Without Pass	Cash	RRFP	Other
Very Satisfied	83%	78%	57%	78%	82%
Somewhat Satisfied	13%	17%	34%	21%	16%
Dissatisfied	3%	5%	8%	1%	5%
Mean	4.74	4.66	4.39	4.75	4.78

While most Riders are satisfied with the inside cleanliness of the bus, there is considerable variance in opinions—40 percent are very satisfied and 51 percent are somewhat satisfied. This would suggest that inside cleanliness of the bus may vary significantly across the system.

Figure 37: Satisfaction with Highest-Scoring Elements of Service



***Question SAT1A–SAT1AA**: How satisfied are you with …? (5 = Very Satisfied, 1 = Very Dissatisfied)*

***Base:** Regular and Infrequent Riders (n = 1,140; n_w =1,140)*

** Asked only of Regular and Infrequent Riders who use park-and-ride lots (n = 463; n_w = 413); ** Asked only of Regular and Infrequent Riders who transfer (n = 451; n_w = 456)*

****Added in 2010*

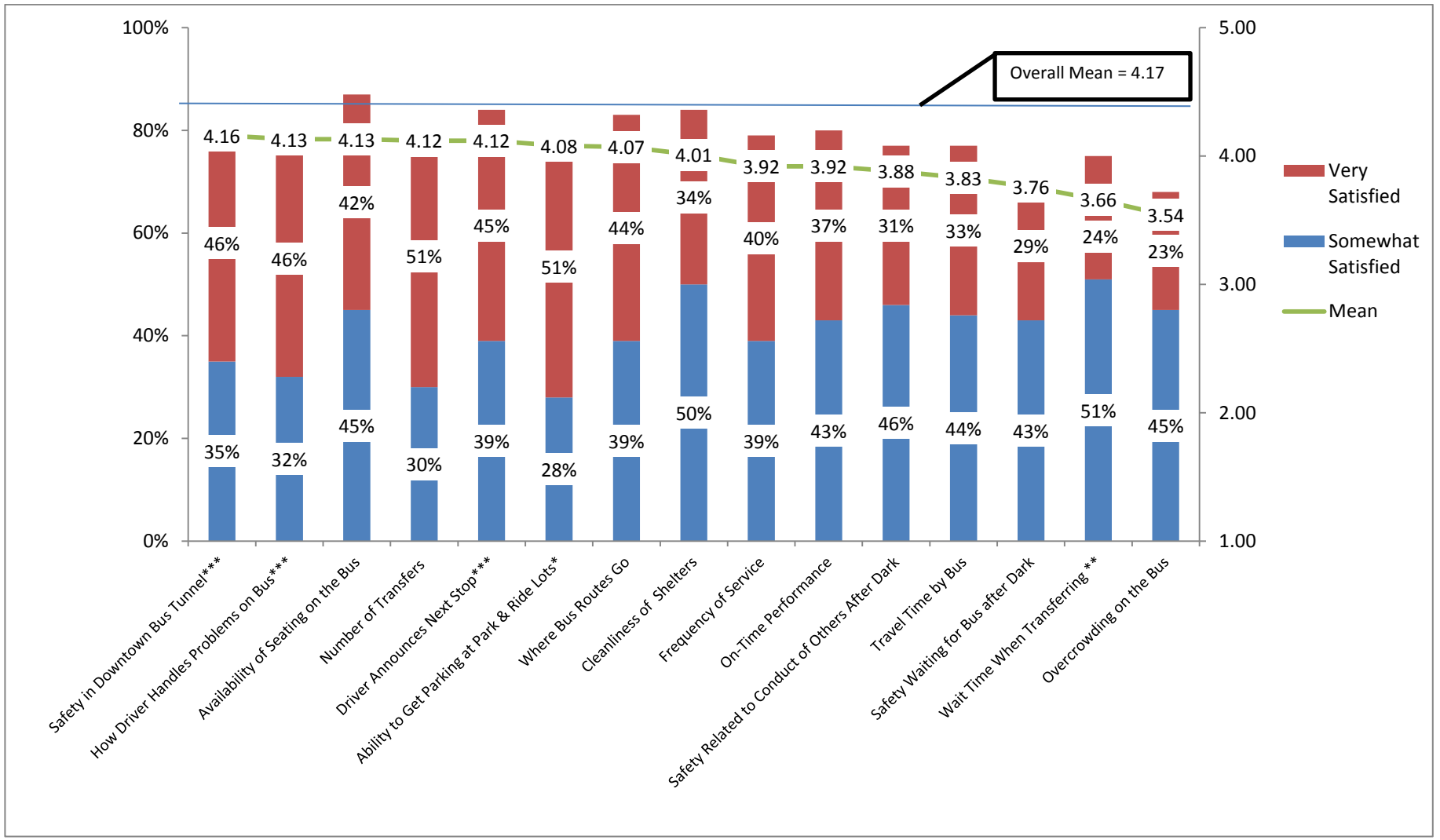
While ratings are still well above the scale mid-point, riders are less satisfied with:

- Overcrowding on the buses
- Wait time when transferring
- Safety while waiting for the bus after dark
- Travel time by bus
- Safety related to the conduct of others while waiting for the bus after dark

Four new elements of service were added in 2010 to measure satisfaction with current issues or initiatives. Of these four new elements of service, all but ease of paying fares were given somewhat below-average ratings.

- Safety in the downtown transit tunnel
- How well drivers handle problems on the bus
- Consistency with which drivers announce stops

Figure 38: Satisfaction with Lowest-Scoring Elements of Service



***Question SAT1A–SAT1AA**: How satisfied are you with …? (5 = Very Satisfied, 1 = Very Dissatisfied)*

***Base:** Regular and Infrequent Riders (n = 1,140; n_w =1,140)*

** Asked only of Regular and Infrequent Riders who use park-and-ride lots (n = 463; n_w = 413); ** Asked only of Regular and Infrequent Riders who transfer (n = 451; n_w = 456)*

****Added in 2010*

Significant Differences in Satisfaction between Regular and Infrequent Riders

As in the past, Infrequent Riders were less satisfied overall with riding Metro than Regular Riders.

Infrequent Riders gave significantly lower ratings for four elements of service:

- Where the bus routes go
- Number of transfers required to get to destination
- Personal safety in the downtown transit tunnel
- Ease of paying fares

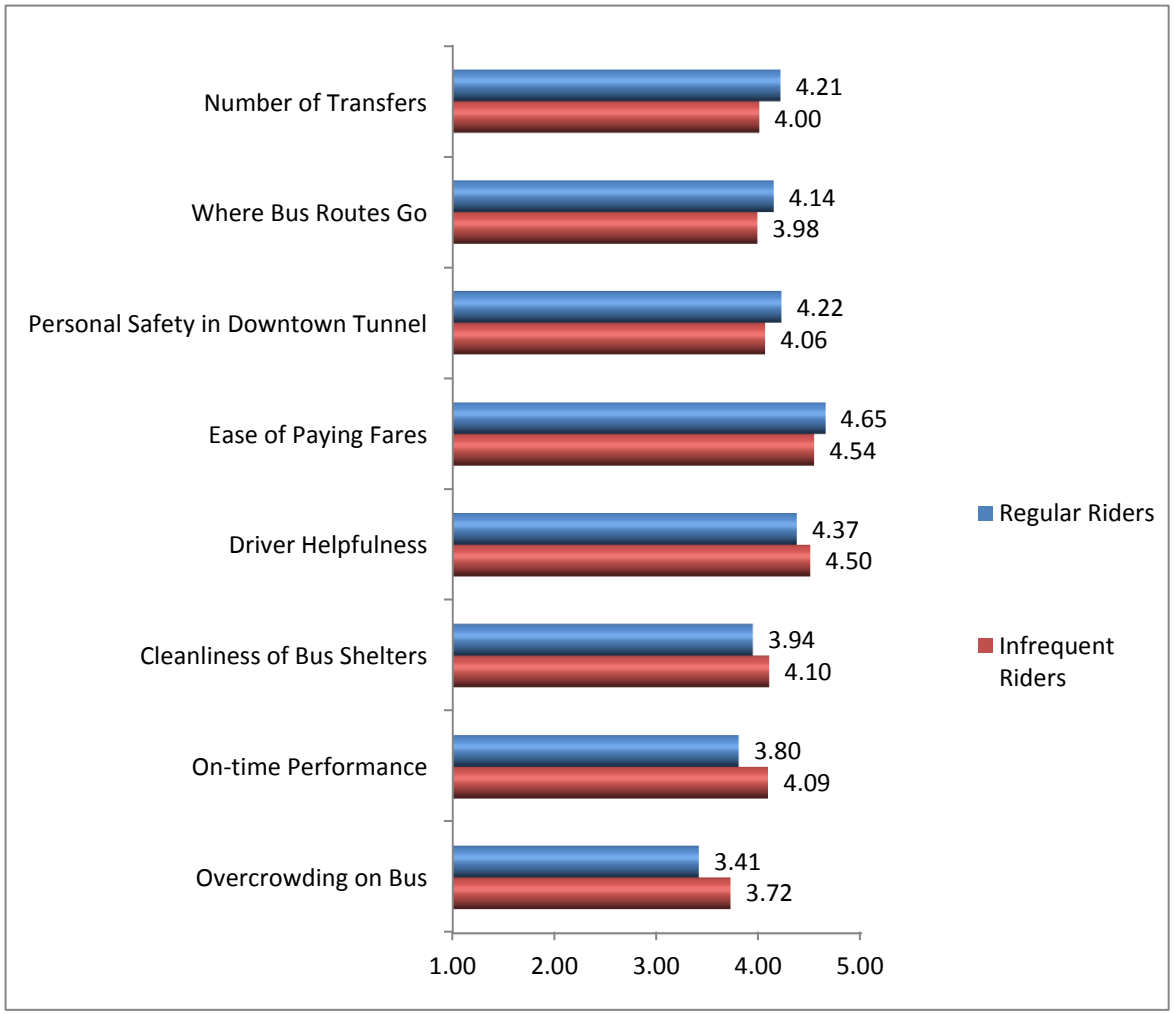
The difference in ratings is greatest for the number of transfers required, followed closely by where the bus routes go and perceptions of safety in the downtown transit tunnel.

At the same time, Infrequent Riders are more satisfied than Regular Riders with four elements of service:

- Driver helpfulness
- Cleanliness of bus shelters
- On-time performance
- Overcrowding on bus

The difference in ratings is greatest for overcrowding on the bus and to a somewhat lesser extent on-time performance.

Figure 39: Significant Differences in Satisfaction Ratings for Specific Elements of Service—Regular and Infrequent Riders



Question SAT1A–SAT1AA: *How satisfied are you with …? (5 = Very Satisfied,1 = Very Dissatisfied)*
Base: *Regular Riders (n = 830; n_w =650); Infrequent Riders (n = 310; n_w = 490)*

Differences in Satisfaction by Planning Subareas

Satisfaction varies by planning subarea for 16 service elements.

Riders in Seattle / North King County are less satisfied than those living in other areas with:

- On-time performance[2,3]
- Overcrowding on the bus[3]
- Personal safety while waiting for the bus after dark[3]
- Safety related to the conduct of others during the day[3]
- Availability of seating on the buses[2,3]
- Cleanliness of bus shelters[3]
- Safety related to conduct of others after dark[3]
- Travel time by bus[2,3]
- Safety related to waiting for the bus after dark[3]

Ratings are significantly lower among Riders in South King County for:

- Personal safety in park-and-ride lots[1,3]
- Safety related to conduct of others during the day[3]
- Security of vehicles at park-and-ride lots[1,3]
- Safety in downtown transit tunnel[1]
- Safety related to conduct of others after dark[3]
- Safety while waiting for the bus after dark[1,3]
- Inside cleanliness of buses[3]
- Ability to get parking at park-and-ride lots[1]
- Cleanliness of bus shelters[1,3]
- Overcrowding[3]

Ratings in East King County are lower for:

- Where bus routes go[1,2]
- Number of transfers[1,2]

[1] Significantly different from Seattle / North King County
[2] Significantly different from South King County
[3] Significantly different from East King County

Table 70: Differences in Satisfaction Ratings for Specific Elements of Service by Planning Subareas

	Seattle / N. King	South King	East King
Personal Safety Waiting for Bus—Daytime	4.63	**4.50**	4.67
Personal Safety in Park-and-Ride Lots	4.43	**4.11**	4.55
Safety Related to Conduct of Others—Daytime	**4.34**	**4.33**	4.58
Inside Cleanliness of Buses	**4.13**	**4.19**	4.38
Security of Vehicle at Park-and-Ride Lots	4.21	**3.84**	4.36
Personal Safety in Transit Tunnel	4.23	**4.00**	**4.08**
Availability of Seating on Buses	**4.07**	4.18	4.25
Number of Transfers	4.14	4.22	**3.99**
Ability to Get Parking at Park-and-Ride Lots	4.29	**3.94**	**3.99**
Where Bus Routes Go	4.14	4.09	**3.84**
Cleanliness of Bus Shelters	**4.01**	**3.87**	4.17
On-Time Performance	**3.80**	4.05	4.21
Safety Related to Conduct of Others—Dark	**3.84**	**3.86**	4.07
Travel Time by Bus	**3.74**	4.01	3.92
Personal Safety Waiting for Bus—Dark	**3.75**	**3.59**	3.97
Overcrowding	**3.45**	**3.48**	3.93

***Question SAT1A–SAT1W**: How satisfied are you with …? (5 = Very Satisfied,1 = Very Dissatisfied)* ***Base:** Regular and Infrequent Riders: North (n = 539; n_w = 705) ; South (n = 228; n_w = 289); East (n = 312; n_w =208);*

Trends in Satisfaction Ratings

Rider satisfaction with most elements of service has stabilized following the changes noted in 2009 when many elements of service experienced significant decreases in customer satisfaction.

In some instances, Rider satisfaction has increased significantly.

- While the percentage of customers very satisfied with driver courtesy has remained relatively consistent over the years, the overall mean rating has increased significantly from the baseline measure in 2006. This is due to an increase in the percentage of Riders who are somewhat satisfied as well as a decrease in the small percentage who were dissatisfied.
- After peaking in 2007, users' satisfaction with the security of their vehicles in park-and-ride lots decreased sharply in 2008 and 2009. Current satisfaction ratings have returned to near the peak 2008 levels—42 percent very satisfied for an overall mean of 4.17.
- The percentage of Riders satisfied with the number of stops the bus makes increased from 2009—from 40 to 46 percent—and the mean rating is now 4.17, up from 4.02 in 2009. Metro reconfigured many of its routes in 2010, eliminating a large number of stops. With the exception of the decrease in 2009, the percentage of very satisfied customers has not varied significantly over the years. On the other hand, the mean ratings have varied.
- Rider satisfaction with the availability of seating on the bus has increased steadily since its lowest point in 2008. The current mean rating is 4.13, significantly higher than the 2008 rating of 3.99. This increase is due primarily to a decrease in the percentage of Riders who were dissatisfied in 2008—21 percent compared to 12 percent currently. Ridership peaked in 2008 and most likely attributed to the lack of seating on the bus. It should be noted that ratings for overcrowding remain unchanged. This element of service was first measured in 2009.
- Rider satisfaction with the cleanliness of bus shelters also improved, returning to 2008 levels—mean rating of 4.01. This increase is due to a decrease in the percentage of Riders who are dissatisfied—18 percent in 2009 compared to 13 percent in 2010.
- Rider satisfaction with the frequency of service has improved steadily and is now at its highest levels ever. In 2010, two out of five (40%) Riders are very satisfied with this element of service—up from 31 percent in 2007.

Rider satisfaction decreased for two items.

- Rider satisfaction with the ability to get information about routes and schedules decreased from an overall mean of 4.54 in 2006 to 4.43 in 2010. Similarly, the ability to get printed timetables also decreased significantly from 2009 when the question was first asked—means of 4.52 and 4.32, respectively.

Finally, Rider satisfaction remains significantly lower than peak levels noted in 2008 for several key elements of service:

- Personal safety while waiting for the bus as well as safety related to the conduct of others during the day

- Inside cleanliness of buses—40 percent in 2010 compared to 49 percent in 2008
- Number of transfers required to get to destination—51 percent in 2010 compared to 57 percent in 2008
- Where the bus routes go—44 percent in 2010 compared to 53 percent in 2008
- On-time performance—37 percent in 2010 compared to 42 percent in 2008
- Wait time when transferring—24 percent in 2010 compared to 35 percent in 2008

Table 71: Trends in Satisfaction Ratings—All Riders

		2006	2007	2008	2009	2010
	Base (weighted)	714	401	400	712	1,140
	Base (unweighted)	1373	401	400	1,417	1,140
Safe Operation of Bus	% Very Satisfied	69%	73%	73%	69%	71%
	Mean	4.60	4.62	4.64	4.59	4.63
Personal Safety Waiting for Bus—Daytime	% Very Satisfied	70%	74%↑	77%↑	68%↓	70%
	Mean	4.60	4.68↑	4.73↑	4.60↓	4.61
Ease of Paying Fares	% Very Satisfied	n.a.	n.a.	n.a.	n.a.	72%
	Mean					4.60
Driver Courtesy	% Very Satisfied	60%	n.a.	n.a.	64%	66%↑
	Mean	4.48			4.50	4.56↑
Driver Helpfulness with Route and Stop Information	% Very Satisfied	56%	n.a.	n.a.	56%	59%
	Mean	4.38			4.36	4.43
Ability to Get Information about Routes and Schedules	% Very Satisfied	69%	n.a.	n.a.	64%↓	62%
	Mean	4.			4.45↓	4.43
Personal Safety at Park-and-Ride Lots*	% Very Satisfied	51%	66%↑	65%	53%↓	56%
	Mean	4.31	4.48↑	4.48	4.33↓	4.39
Personal Safety on Bus Related to Conduct of Others—Daytime	% Very Satisfied	58%	57%	65%↑	54%↓	54%
	Mean	4.43	4.37	4.54↑	4.38	4.38
Ability to Get Current Printed Timetables	% Very Satisfied	n.a.	n.a.	n.a.	67%	55%↓
	Mean				4.49	4.27↓
Safety in Downtown Transit Tunnel***	% Very Satisfied	n.a.	n.a.	n.a.	n.a.	54%
	Mean					4.36
Driver Announces Next Stop	% Very Satisfied	n.a.	n.a.	n.a.	n.a.	45%
	Mean					4.12
Inside Cleanliness of Buses	% Very Satisfied	41%	46%	49%↑	41%↓	40%
	Mean	4.12	4.29↑	4.27	4.13↓	4.19
Security of Vehicle at Park-and-Ride Lots *	% Very Satisfied	34%	42%	42%	33%	42%↑
	Mean	3.93	4.22↑	4.09	4.00↓	4.17↑
Number of Transfers	% Very Satisfied	50%	50%	57%↑	50%↓	51%

		2006	2007	2008	2009	2010
Number of Stops	Mean	4.14	4.23$_{D}$	4.27↑	4.11	4.12
How Driver Handles Problems on the Bus	% Very Satisfied	49%	46%	48%	40%↓	46%↑
	Mean	4.19	4.26	4.25	4.02↓	4.17↑
Availability of Seating on the Bus	% Very Satisfied	n.a.	n.a.	n.a.	n.a.	46%
	Mean					4.13
Where Bus Routes Go	% Very Satisfied	45%$_{D}$	45%	43%	40%	42%
	Mean	4.15	4.22	3.99↓	4.06	4.13↑
Ability to Get Parking at Park-and-Ride Lots	% Very Satisfied	41%	50%↑	53%	44%↓	44%
	Mean	4.00	4.14↑	4.20↑	4.04↓	4.07
Cleanliness of Bus Shelters	% Very Satisfied	49%	45%	54%	48%	51%
	Mean	4.10	4.12	4.13	4.14	4.08
Personal Safety Related to Conduct of Others after Dark	% Very Satisfied	28%	33%	39%↑	34%	34%
	Mean	3.73	3.96↑	4.02	3.91↓	4.01↑
Frequency of Service	% Very Satisfied	32%	30%	30%	31%	31%
	Mean	3.86	3.73	3.78	3.83	3.88↑
On-Time Performance	% Very Satisfied	35%	31%	33%	37%$_{B}$	40%$_{BC}$
	Mean	3.83	3.82	3.81	3.90	3.92
Travel Time by Bus	% Very Satisfied	37%	40%	42%	39%	37%
	Mean	3.87	4.01$_{A}$	4.07$_{ADE}$	3.91↓	3.92
Personal Safety Waiting for Bus after Dark	% Very Satisfied	33%	43%$_{ADE}$	47%$_{ADE}$	33%	33%
	Mean	3.72	4.14$_{ADE}$	4.15$_{ADE}$	3.77↓	3.83
Wait Time When Transferring **	% Very Satisfied	25%	26%	25%	25%	29%$_{A}$
	Mean	3.67	3.79$_{C}$	3.63	3.68	3.76
Overcrowding on the Bus	% Very Satisfied	27%	30%	35%↑	27%↓	24%↓
	Mean	3.64	3.93↑$_{E}$	3.93	3.72↓	3.66↓
	% Very Satisfied	n.a.	n.a.	n.a.	24%	23%
	Mean				3.52	3.54

***Question SAT1ASAT1AA**: How satisfied are you with …?*

***Base**: Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140); 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)*

** Asked only of Regular and Infrequent Riders who use park-and-ride lots: 2010 (n = 463; n_w = 413); 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: 2010 (n = 451; n_w = 456); 2009 (n = 632; n_w = 313); 2008 (n = 154); 2007 (n = 170); 2006 (n = 615; n_w = 323);*

**** Asked only of Regular and Infrequent Riders who use transit tunnel: 2010 (n = 632; n_w = 623)*

Annotations indicate significant differences between years

Key Drivers Analysis

Key Drivers Analysis uses a combination of factor and regression analysis to identify which of the key 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 are not included in the survey. 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, then it can be predicted that the 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:

- In 2009, **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 are key drivers of customer satisfaction. In addition, it minimizes the effects of multicollinearity 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.

  The factors identified in 2009 were retained. The four new items of service added in 2010 were placed into the appropriate factor. An additional factor was added to address the new questions added related to fare payment.

- **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. A question was added in 2010 asking the extent to which customers would recommend riding Metro to others. This question was combined with the overall satisfaction question to provide a more robust dependent variable for the regression analysis.

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. Seven overall factors have been developed and are described in the adjacent table. They are given names based on the service elements included in each factor.

Table 72: 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 • Daytime safety on the bus related to conduct of others • Personal safety waiting for the bus during the day • Safety in downtown transit tunnel (new in 2010)
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 • Driver announces next stop (new in 2010) • Driver handles problems on the bus effectively (new in 2010)
Park-and-Ride Lots	• Security of vehicle • Ability to get parking • Personal safety
Information	• Ability to get information about routes and schedules • Ability to get current printed timetables • Satisfaction with Metro website • Satisfaction with getting information on handheld devices
Fare Payment	• Ease of paying fare • Overall satisfaction with ORCA Card

Key Drivers—Overall Dimensions of Service

The first level of analysis was to identify which of the several overall dimensions are the most important drivers of the extent to which Riders are satisfied and would recommend riding Metro to others.

Time is clearly the most important factor driving Riders' overall impressions of Metro—three times more important than any of the other factors.

Three other factors are also significant drivers:

- Safety
- Fare payment (new in 2010)
- Metro drivers

Park-and-ride lots are also a significant driver for Regular Riders. Fare payment is not a significant driver for Infrequent Riders.

Key drivers also vary somewhat by area.

- Time is the most important factor in all areas but is a greater driver among Riders in East King County than in any other area.
- Safety is a key driver in all areas but notably in South King County.

Table 73: Key Drivers—Overall Dimensions by Rider Status

Dimension	All Riders	Regular Riders	Infrequent Riders
Time	55% ☚	49% ☚	57% ☚
Safety	17% ☚	11% ☚	19% ☚
Fare Payment	11% ☚	12% ☚	7%
Operators	10% ☚	9% ☚	12% ☚
Information	5%	5%	4%
Park-and-Ride Lots	2%	9% ☚	1%
Comfort	1%	5%	0%

Table 74: Key Drivers—Overall Dimensions by Planning Subarea

Dimension	Seattle / N. King	South King	East King
Time	51% ☚	39% ☚	61% ☚
Safety	13% ☚	32% ☚	21% ☚
Fare Payment	11% ☚	11%	12% ☚
Operators	13% ☚	0%	4%
Information	2%	13%	3%
Park-and-Ride Lots	2%	2%	0%
Comfort	8%	2%	0%

☚ *= significant driver of overall impressions of Metro (combined satisfaction and recommendation)*

Most Important Service Elements – Time

All but one of the seven elements of service that are part of the Time Dimension drive Riders' overall impressions of Metro. The largest drivers include:

- Where bus routes go
- Travel time by bus

For Regular Riders, where the bus routes go is the greatest driver, followed by travel time by bus and frequency of service which are of equal importance.

For Infrequent Riders, travel time by bus, followed closely by where the bus routes go, are the most important drivers.

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 wait time when transferring. Moreover, the most important aspect of service in this dimension is where bus routes go.
- The model summary for those living in South King County suggests that there may be other factors that are not included that are important to these Riders. Of those included, travel time by bus, frequency of service, and on-time performance are most important.
- For those living in East King County, travel time and number of transfers are the most important drivers. Frequency of service, where the bus routes go, and on-time performance are also important.

Table 75: Key Drivers—Time by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Where Bus Routes Go	26%	27%	23%
Travel Time by Bus	24%	18%	26%
Frequency of Service	16%	18%	15%
On-Time Performance	13%	14%	17%
Number of Transfers	12%	11%	13%
Number of Stops	9%	10%	7%
Wait Time When Transferring	0%	1%	0%

Table 76: Key Drivers—Time by Planning Subareas

Elements	Seattle / N. King	South King	East King
Where Bus Routes Go	30%	13%	17%
Travel Time by Bus	22%	24%	27%
Frequency of Service	14%	22%	17%
On-Time Performance	14%	20%	15%
Number of Transfers	8%	12%	22%
Number of Stops	13%	9%	2%
Wait Time When Transferring	0%	0%	1%

= significant driver of overall impressions of Metro (combined satisfaction and recommendation)

Most Important Service Elements—Safety

The overall safety drivers of customer impressions are safety in the downtown transit tunnel (new in 2010) and safety while waiting for and riding during the day.

Safety overall is a more important driver of customer impressions for Infrequent Riders.

- Consistent with this, safety on the bus and while waiting are key drivers for Infrequent Riders. Safety in the transit tunnel is also a key driver. The fact that safety after dark is not a key driver for this segment is largely due to the fact that most do not ride at this time.

For Regular Riders, safety related to the conduct of others while riding after dark and while in the downtown transit tunnel are the most important drivers.

As noted, safety is a greater driver of overall customer impressions among South King County Riders. Key safety drivers for South County Riders include:

- Safety in the downtown transit tunnel
- Safety on the bus related to conduct of others after dark
- Safety while waiting for the bus during the day

Table 77: Key Drivers—Safety by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Safety in downtown transit tunnel	29%	28%	31%
Safety while waiting for bus during day	25%	18%	33%
Safety on bus related to conduct of others during day	22%	13%	36%
Safety on bus related to conduct of others after dark	16%	30%	0%
Safety while waiting for bus after dark	8%	11%	0%

Table 78: Key Drivers—Safety by Planning Subareas

Elements	Seattle / N. King	South King	East King
Safety in downtown transit tunnel	24%	41%	17%
Safety while waiting for bus during day	22%	21%	35%
Safety on bus related to conduct of others during day	36%	7%	16%
Safety on bus related to conduct of others after dark	3%	23%	32%
Safety while waiting for bus after dark	15%	8%	0%

= significant driver of overall impressions of Metro (combined satisfaction and recommendation)

Most Important Service Elements—Fare Payment

The fare payment dimension is new in 2010 and is the third most important driver of customer impressions of Metro.

Both ease of paying a fare and satisfaction with the ORCA Card (users only) are significant drivers of customer impressions. However, ease of paying fare is clearly more important than general satisfaction with the ORCA Card

- The ORCA Card may be a less important driver of customer impressions due to the fact that not all Riders use the card.

There are no differences between Regular and Infrequent Riders.

Ease of paying fare is a key driver in all areas. Satisfaction with the ORCA Card in South King County is not a significant driver, potentially due to the somewhat lower use by Riders in this area.

Table 79: Key Drivers—Fare Payment by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Ease of Paying Fare	72% ☚	73% ☚	68% ☚
Satisfaction with ORCA Card	28% ☚	27% ☚	32% ☚

Table 80: Key Drivers—Fare Payment by Planning Subareas

Elements	Seattle / N. King	South King	East King
Ease of Paying Fare	75% ☚	76% ☚	66% ☚
Satisfaction with ORCA Card	25% ☚	24%	34% ☚

☚ *= significant driver of overall impressions of Metro (combined satisfaction and recommendation)*

Most Important Service Elements—Operators

Operators are the fourth most important dimension of service. All operator attributes are key drivers.

Regular Riders place the most significance on safe bus operation and how drivers handle problems on the bus. Courtesy is not a key driver for Regular Riders.

Among Infrequent Riders, driver helpfulness with routes and schedule is the most important driver, followed by safe bus operation.

Among Riders living in South King County, the only significant driver of their overall impressions of Metro is how well drivers handle problems on the buses.

All elements are important for those Riders living in Seattle / North King County.

For those living in East King County, service—in terms of helpfulness with providing information on routes and schedule and stop announcements—and safe bus operation are most important.

Table 81: Key Drivers—Operators by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Operates Bus Safely	26% ☚	27% ☚	29% ☚
Helpfulness	23% ☚	15% ☚	36% ☚
Announces Next Stop	20% ☚	21% ☚	19% ☚
Handles Problems on Bus	20% ☚	26% ☚	10%
Courtesy	11% ☚	11%	7%

Table 82: Key Drivers—Operators by Planning Subareas

Elements	Seattle / N. King	South King	East King
Operates Bus Safely	28% ☚	22%	29% ☚
Helpfulness	25% ☚	2%	34% ☚
Announces Next Stop	18% ☚	17%	29% ☚
Handles Problems on Bus	16% ☚	46% ☚	7%
Courtesy	13% ☚	13%	1%

☚ *= significant driver of overall impressions of Metro (combined satisfaction and recommendation)*

Most Important Service Elements—Information

While information overall is not a key driver of customer satisfaction, several individual elements of information are significant drivers.

Most important are the ability to get information on routes and schedules and satisfaction with Metro's website.

- Regular Riders feel that the ability to get information on routes and schedules is most important followed by satisfaction with Metro's website.

Also important is the ability to get printed schedules.

- Infrequent Riders feel that satisfaction with Metro's website and the ability to get printed schedules are most important

Table 83: Key Drivers—Information by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Ability to Get Information on Routes and Schedules	37% ☚	45% ☚	24%
Satisfaction with Metro's Website	33% ☚	29% ☚	37% ☚
Ability to Get Printed Schedules	20% ☚	14%	32% ☚
Satisfaction with Getting Information on Handheld Devices	11%	12%	8%

Table 84: Key Drivers—Information by Planning Subareas

Elements	Seattle / N. King	South King	East King
Ability to Get Information on Routes and Schedules	50% ☚	22% ☚	23%
Satisfaction with Metro's Website	21% ☚	31% ☚	60% ☚
Ability to Get Printed Schedules	10%	42%	15%
Satisfaction with Getting Information on Handheld Devices	19% ☚	5%	2%

☚ *= significant driver of overall impressions of Metro (combined satisfaction and recommendation)*

Most Important Service Elements – Park-and-Ride Lots

Overall, park-and-ride lots are not an important driver of customer impressions, most likely because only a small fraction of Riders use them.

Among use park-and-ride lots users, their personal safety and the safety of their vehicle are both key drivers.

- Security of vehicles and, to a lesser extent, personal safety are most important to Regular Riders.
- Among Infrequent Riders, only personal safety is a key driver.
- Personal safety is most important to those riders living in South and East King County.
- Security of vehicle is most important to those riders living in Seattle / North King County. It is a secondary consideration for those living in South King County.

Table 85: Key Drivers—Park-and-Ride Lots by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Personal Safety	47% ☚	38% ☚	42% ☚
Security of Vehicle	35% ☚	46% ☚	16%
Ability to Get Parking	18%	16%	42%

Table 86: Key Drivers—Park-and-Ride Lots by Planning Subareas

Elements	Seattle / N. King	South King	East King
Personal Safety	26%	55% ☚	60% ☚
Security of Vehicle	56% ☚	32% ☚	21%
Ability to Get Parking	18%	14%	19%

☚ *= significant driver of overall impressions of Metro (combined satisfaction and recommendation)*

Most Important Service Elements—Comfort

While the overall comfort dimension is not a key driver of customer satisfaction, each element of service individually is.

- Most important are inside cleanliness of buses and the availability of seating. This holds for both Regular and Infrequent Riders.
- Overcrowding is also a key driver but only for Regular riders. Moreover, it is much less important than the availability of seating.
- While the least important aspect of comfort overall, cleanliness of bus shelters is a key driver for riders living in East King County.

Table 87: Key Drivers—Comfort by Rider Status

Elements	All Riders	Regular Riders	Infrequent Riders
Inside Cleanliness of Buses	43% ☚	44% ☚	40% ☚
Availability of Seating	34% ☚	23% ☚	44% ☚
Overcrowding	13% ☚	24% ☚	2%
Cleanliness of Bus Shelters	11% ☚	10%	14%

Table 88: Key Drivers—Comfort by Planning Subareas

Elements	Seattle / N. King	South King	East King
Inside Cleanliness of Buses	43% ☚	49% ☚	39% ☚
Availability of Seating	39% ☚	21%	14%
Overcrowding	15% ☚	23%	6%
Cleanliness of Bus Shelters	3%	7%	41% ☚

☚ *= significant driver of overall impressions of Metro (combined satisfaction and recommendation)*

Resource Allocation Analysis

The results from the Key Drivers Analysis can be used to identify key areas where Metro may wish to allocate additional resources based on what is most important to customers (i.e., are key drivers of customer impressions) and current performance on these elements of service.

Five areas are identified as high priorities. At a minimum, service levels should be maintained, and if resources are available Metro should consider improving levels of service in these areas:

- Travel time by bus
- Safety on the bus related to the conduct of others at night
- Having drivers consistently announce the next stop
- Working with drivers to handle problems on the bus effectively
- Having printed schedules available

Metro should maintain current levels of service for:

- Where the routes go
- The number of transfers required to get to one's destination
- The number of stops
- Safety while waiting and while riding during the daytime
- Making it easy to pay fares
- Maintaining high satisfaction levels with the ORCA Card
- Ensuring drivers operate the bus safely and are helpful when riders ask for information on routes and schedules
- Making it easy to get information on routes and schedules and maintaining the quality of Metro's website
- Personal safety at park-and-ride lots

Metro should continue to monitor service levels for:

- Frequency of service and on-time performance
- Safety in the downtown transit tunnel
- Security of vehicles at park-and-ride lots
- Inside cleanliness of buses and cleanliness of bus shelters
- Availability of seating on the buses

Figure 40: Key Drivers Analysis

Time	Safety	Fare Payment	Operators	Information	Park-and-Ride Lots	Comfort
Where Bus Routes Go	Safety in Transit Tunnel	Ease of Paying Fares	Operates Bus Safely	Ability to Get Information	Personal Safety	Inside Cleanliness of Buses
Travel Time by Bus	Safety Waiting—Daytime	Satisfaction with ORCA Card	Helpfulness	Satisfaction with Metro's Website	Security of Vehicle	Availability of Seating
Frequency of Service	Safety on Bus—Daytime		Announces Next Stop	Ability to Get Printed Schedules	Ability to Find Parking	Overcrowding
On-Time Performance	Safety on Bus—Nighttime		Handles Problems Effectively	Satisfaction with Information on Handheld Devices		Cleanliness of Bus Shelters
Number of Transfers	Safety While Waiting—Nighttime		Courtesy			
Number of Stops						
Wait Time When Transferring						

Key: = Key driver of riders' impression of service; = Below-Average Service / Allocate Resources; = Above-Average Service / Maintain Resources; = Average Service / Monitor

Commuters

A Commuter is defined as someone who works outside the home or attends school at least three days a week. Commuters were then asked the number of days they commuted for either work or school purposes. For analytical purposes, Commuters are divided into the following two groups:

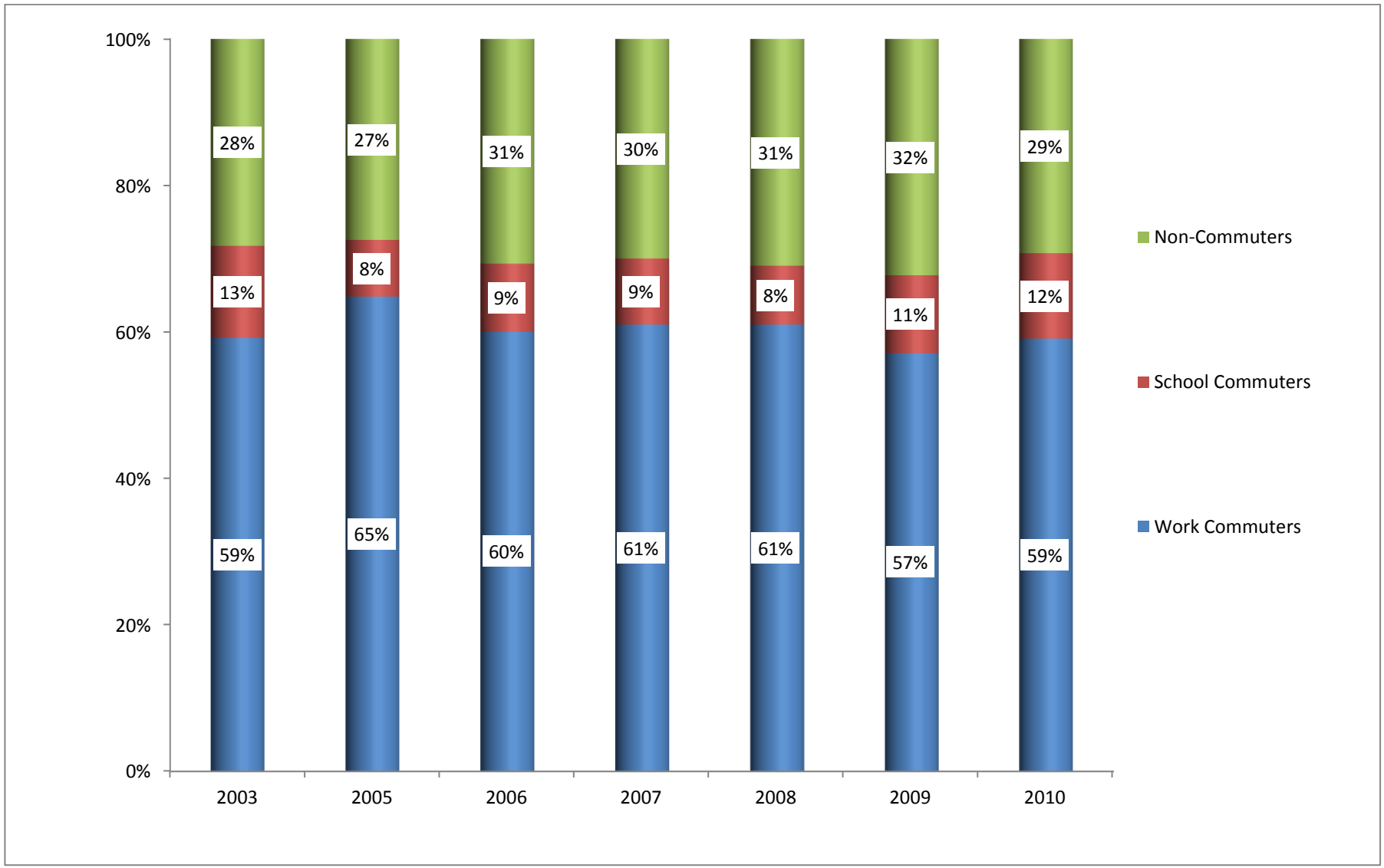
- Work Commuters are employed full- or part-time or are self-employed and work outside the home three or more days per week. Students who work more days than they attend school are included in this group.
- School Commuters include those who only attend school and those who attend school more days than they work.

Commuter Status

Slightly more than seven out of ten (71%) Riders 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.

- Inclusion of the cell phone sample has resulted in a slight uptick in the percentage of Riders who are School Commuters from the levels in 2005 through 2008. In 2010, 35 percent of School Commuters were reached through the cell phone sample.

Figure 41: Trends in Riders' Commuter Status



COMMUTER—Computed variable based on: GEN3: *How many days a week do you [work/attend school]?* **Base:** *All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140); 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 percentage of Riders who are Work Commuters dropped somewhat between 2008 and 2009 in Seattle / North King County and, to a lesser extent, in East King County. The current figures have increased to near 2008 levels.

- Sixty-three percent (63%) of Seattle / North King County Riders were Work Commuters in 2008. This dropped to 56 percent in 2009. In 2010, this figure increased to 61 percent.
- In 2008, 58 percent of East King County Riders were Work Commuters in 2008. This dipped slightly to 55 percent in 2009. In 2010, this figure returned to 2008 levels (58%).

In South King County, the percentage of Riders who were Work Commuters remained stable between 2008 and 2009 (62%) and then dropped in 2010 to 51 percent, the lowest level since 2007.

Table 89: Trends in Commuter Status by Planning Subareas

	2003	2005	2006	2007	2008	2009	2010
	Seattle / North King County						
Work Commuter	60%	62%	59%	62%	63%	56%	61%
School Commuter	9%	9%	10%	9%	6%	10%	11%
Non-Commuter	31%	30%	31%	29%	32%	34%	27%
	South King County						
Work Commuter	56%	55%	58%	56%	62%	62%	51%
School Commuter	9%	11%	9%	10%	10%	11%	13%
Non-Commuter	36%	34%	33%	33%	28%	27%	36%
	East King County						
Work Commuter	47%	57%	64%	65%	58%	55%	58%
School Commuter	10%	10%	10%	8%	10%	12%	12%
Non-Commuter	43%	33%	27%	28%	32%	34%	30%

Commuters and Non-Commuters differ significantly in terms of their demographic characteristics. Notably, there are differences that are consistent with what one would expect given the associated status.

Gender: Commuters are more likely to be men (52%) than women (48%).

Age: Non-Commuters are older than Commuters.

- The average age of Work Commuters is 44. Nearly three out of four (73%) Work Commuters are between the ages of 25 and 54.
- The average age of School Commuters is 21. Just under half (48%) are between the ages of 16 and 17, one-third (33%) are between the ages of 18 and 24, and 16 percent are between the ages of 25 and 34.
- The average age of Non-Commuters is 55. Nearly three out of four (73%) are 45 and older.

Household Composition: Non-Commuters are more likely than Work and School Commuters to live alone—28 percent compared to 13 and 2 percent, respectively. Work Commuters are also more likely than School Commuters to live alone.

This is most likely due to the large percentage (48%) of School Commuters who are between the ages of 16 and 17 and most likely live with their parents.

Income: Work Commuters are significantly more affluent than School or Non-Commuters. Three out of five (60%) Work Commuters have household incomes of $75,000 or greater.

Employment Status: One out of five (20%) School Commuters also work.

Vehicle Access: Consistent with their younger age, 45 percent of School Commuters do not have a driver's license.

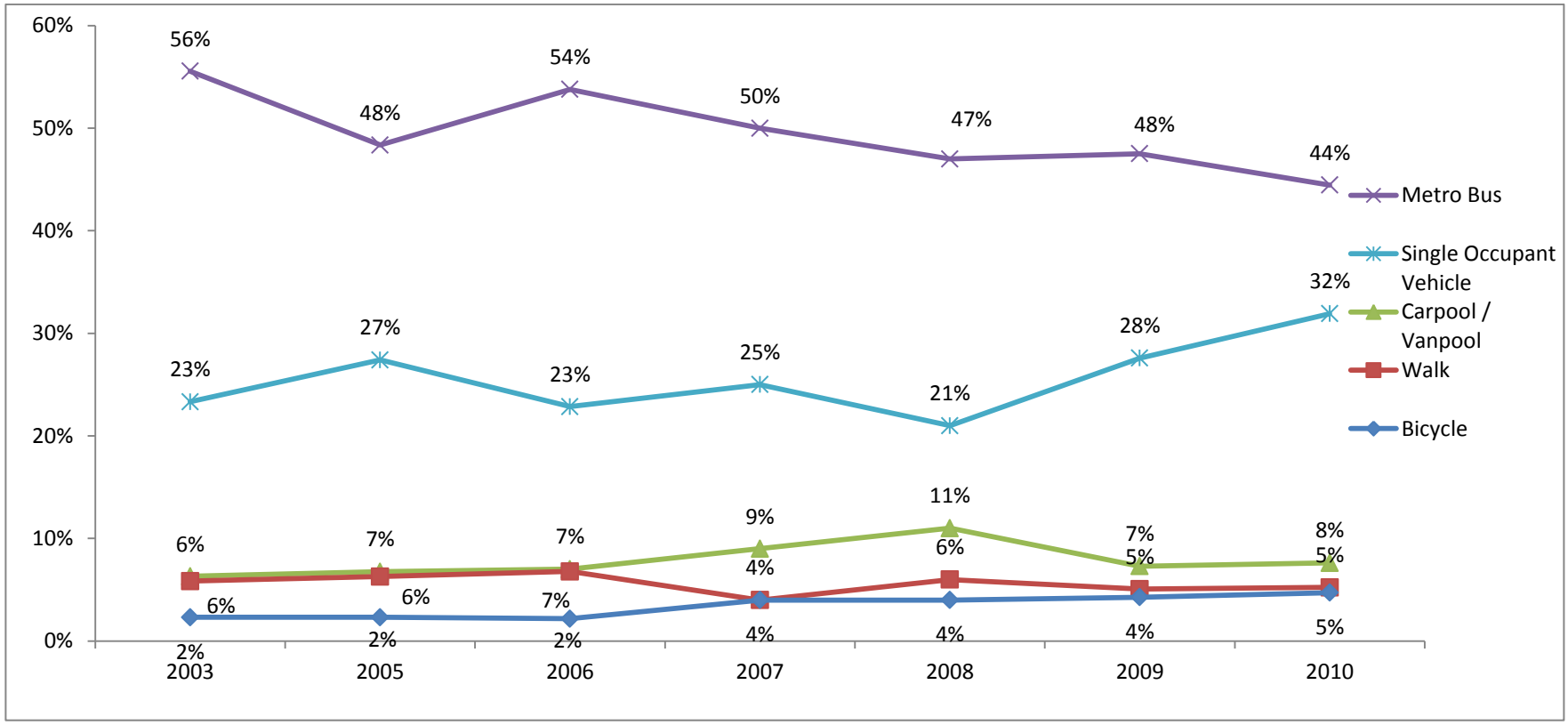
Table 90: Demographic Characteristics of Riders by Commuter Status

	Work	*School*	*Non-Commuter*
Base (weighted)	674	133	334
Base (unweighted)	689	151	300
Gender			
Male	**52%**	54%	44%
Female	48%	46%	**56%**
Age			
16 to 17	<1%	**48%**	1%
18 to 24	5%	**33%**	5%
25 to 34	**23%**	**16%**	9%
35 to 44	**20%**	0%	12%
45 to 54	**30%**	3%	**18%**
55 to 64	19%	0%	**22%**
65 plus	4%	0%	**33%**
Mean	**44.1**	20.5	**54.9**
HH Composition			
Single Person	**13%**	2%	**28%**
Multiperson	**87%**	**98%**	72%
Employment Status			
Employed Full-Time	**83%**	1%	7%
Employed Part-Time	**11%**	**20%**	5%
Self-Employed	6%	1%	**10%**
Student (not working)	0%	**78%**	3%
Homemaker	0%	0%	8%
Retired	0%	0%	44%
Unemployed / Other	0%	0%	23%
Household Income			
Less than $15,000	1%	15%	13%
$15,000 to $25,000	4%	8%	**10%**
$25,000 to $35,000	4%	8%	**10%**
$35,000 to $55,000	16%	18%	18%
$55,000 to $75,000	15%	22%	19%
$75,000 to $100,000	**20%**	10%	11%
$100,000 to $150,000	**22%**	15%	9%
$150,000 or Greater	**18%**	3%	**10%**
Median	$87,274	$54,403	$53,674
Vehicle Access			
% with License	**93%**	55%	80%
% None	3%	6%	**8%**
# of Vehicles	**1.9**	1.6	1.6
Race / Ethnicity			
Caucasian	82%	74%	**85%**
Non-Caucasian	18%	26%	15%

Trends in Commute Modes

The percentage of Metro Riders who use Metro to commute to work or school has been steadily declining since 2006—from 54 percent to 44 percent. This decrease may be due to three factors: (1) diversion to another transit system (4% of Metro Riders use another transit system to commute), (2) a decrease in the percentage of Commuters working in downtown Seattle, or (3) an increase in the use of Metro for non-commute trips.

Figure 42: Trends in Travel Mode to Work, 2003 to 2010



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

Base: *All Regular and Infrequent Rider Commuters 2010 (n = 840; n_w = 806); 2009 (n = 986 n_w = 482); 2008 (n = 283; n_w = 276); 2007 (n = 282; n_w = 282); 2006 (n = 1,022 n_w = 495); 2005 (n = 1,031; n_w = 502); 2003 (n = 1,012; n_w = 547)*

Use of Metro to commute to work by Regular Riders declined between 2006 and 2008—from 70 percent to 62 percent.

- Regular Riders' use of Metro to commute to work rebounded to 68 percent in 2009 and stayed relatively stable in 2010.

The percentage of Regular Riders who drive alone to work has stayed relatively stable over the years—ranging from 10 to 12 percent.

- This percentage increased to 14 percent in 2010. This should be carefully monitored.

Table 91: Trends in Commute Mode Regular Riders Only

	2003	2005	2006	2007	2008	2009	2010
	Regular Riders						
Metro Bus	69%	65%	70%	65%	62%	68%	66%
SOV	10%	12%	11%	11%	11%	10%	14%
Carpool / Vanpool	6%	5%	5%	9%	6%	4%	6%
Other	15%	18%	15%	15%	21%	18%	14%

The decrease in the use of Metro to commute to work or school is greatest in South and East King County.

- The percentage of South King County Commuters using Metro decreased from 59 percent in 2006 to 43 percent in 2009. It recovered slightly in 2010 to 45 percent. Some of that decrease can be attributed to growth in Sound Transit ridership. In 2010, 7 percent of South King County Commuters used Sound Transit to commute to work or school.
- The percentage of Commuters living in East King County using Metro decreased from 51 percent in 2006 to 40 percent in 2008. This figure rebounded to 44 percent in 2009 but then decreased again in 2010. Currently, fewer than two out of five (38%) East King County Commuters who are Metro riders use Metro to commute to work, the lowest percentage yet.

The increase in those driving alone to work is greatest among Commuters living in East King County.

- The percentage of Commuters living in East King County who drive alone to work or school has doubled since 2008—increasing from 20 percent in 2008 to 32 percent in 2009 and 43 percent in 2010.

Table 92: Trends in Commute Mode by Planning Subareas

	2003	2005	2006	2007	2008	2009	2010
	Seattle / North King County						
Metro Bus	55%	48%	53%	53%	51%	51%	46%
SOV	23%	27%	21%	20%	21%	25%	29%
Carpool / Vanpool	6%	6%	6%	9%	11%	6%	7%
Other	16%	19%	20%	18%	17%	19%	18%
	South King County						
Metro Bus	56%	50%	59%	51%	47%	43%	45%
SOV	21%	25%	24%	29%	21%	32%	33%
Carpool / Vanpool	7%	9%	8%	6%	7%	10%	6%
Other	16%	16%	9%	14%	25%	14%	16%
	East King County						
Metro Bus	55%	48%	51%	42%	40%	44%	38%
SOV	29%	33%	27%	35%	20%	32%	43%
Carpool / Vanpool	6%	5%	9%	11%	15%	8%	11%
Other	10%	15%	13%	12%	25%	16%	9%

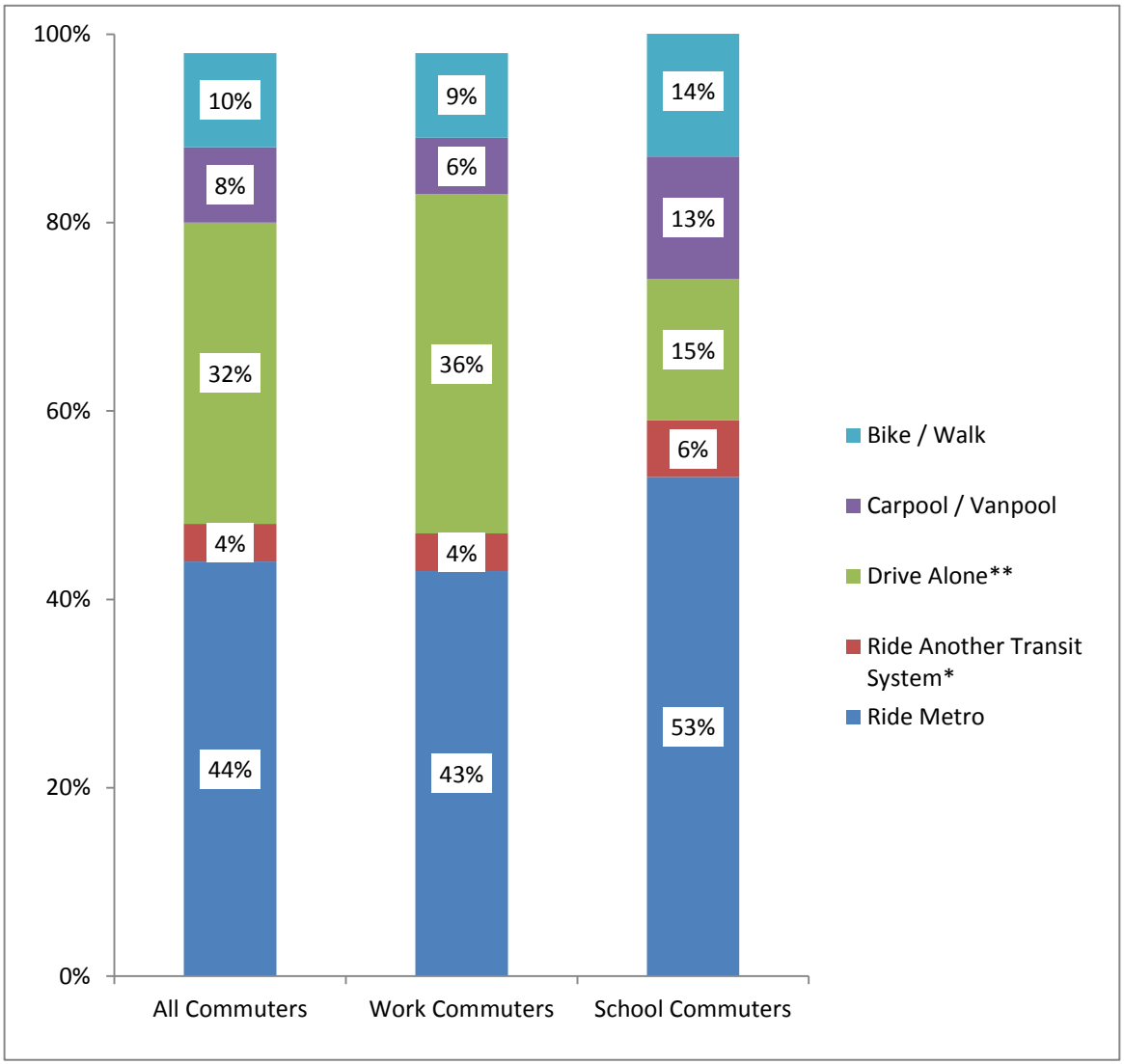
Some of the decrease in Metro bus use among Commuters is likely attributable to diversion to another system—4 percent of Metro Riders use another system to commute to work or school.

More than one out of three (36%) Work Commuters drive alone to work. This figure drops to 15 percent among School Commuters.

- A significant percentage (13%) of School Commuters carpool—more than twice as many as Work Commuters (6%).

The balance use an alternative mode (biking or walking)—9 percent of Work Commuters and 14 percent of School Commuters.

Figure 43: Travel Mode to Work or School by Commuter Status



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

Base: *All Regular and Infrequent Rider Commuters 2010 (n = 840; n_w = 806);*

* Includes school bus for school commuters; ** Includes motorcycles

Among Work Commuters who are riders, use of Metro to commute to work decreased between 2006 and 2007 but then held stable in 2008. Since 2008, use of Metro by Work Commuters who are riders has decreased from 48 percent to 43 percent.

While a small segment, there was a slow but steady increase in the percentage of Work Commuters who carpooled or vanpooled to work. This peaked in 2008 at 10 percent at the time of record gas prices. The percentage of Work Commuters who are riders who carpool or vanpool decreased in 2009 to 6 percent in 2009 and remained relatively stable in 2010 (7%). It appears that most of those who carpooled or vanpooled have shifted back to driving alone.

Table 93: Trends in Commute Mode by Commuter Type

	2003	2005	2006	2007	2008	2009	2010
	Work Commuters						
Metro Bus	56%	48%	53%	48%	48%	45%	43%
SOV	27%	30%	24%	28%	24%	31%	35%
Carpool / Vanpool	6%	6%	7%	8%	10%	6%	7%
Other	12%	17%	16%	16%	18%	17%	15%
	School Commuters*						
Metro Bus	56%	56%	56%	64%	45%	58%	53%
SOV	7%	10%	15%	3%	0%	8%	14%
Carpool / Vanpool	9%	10%	11%	14%	20%	12%	14%
Other	28%	25%	18%	19%	35%	22%	20%

* Caution; small cell sizes

More than three out of five (63%) Commuters are Regular Riders.

- School Commuters are more likely than Work Commuters to be Regular Riders—73 percent compared to 61 percent, respectively.

Two out of three (66%) Regular Riders use Metro to get to work or school.

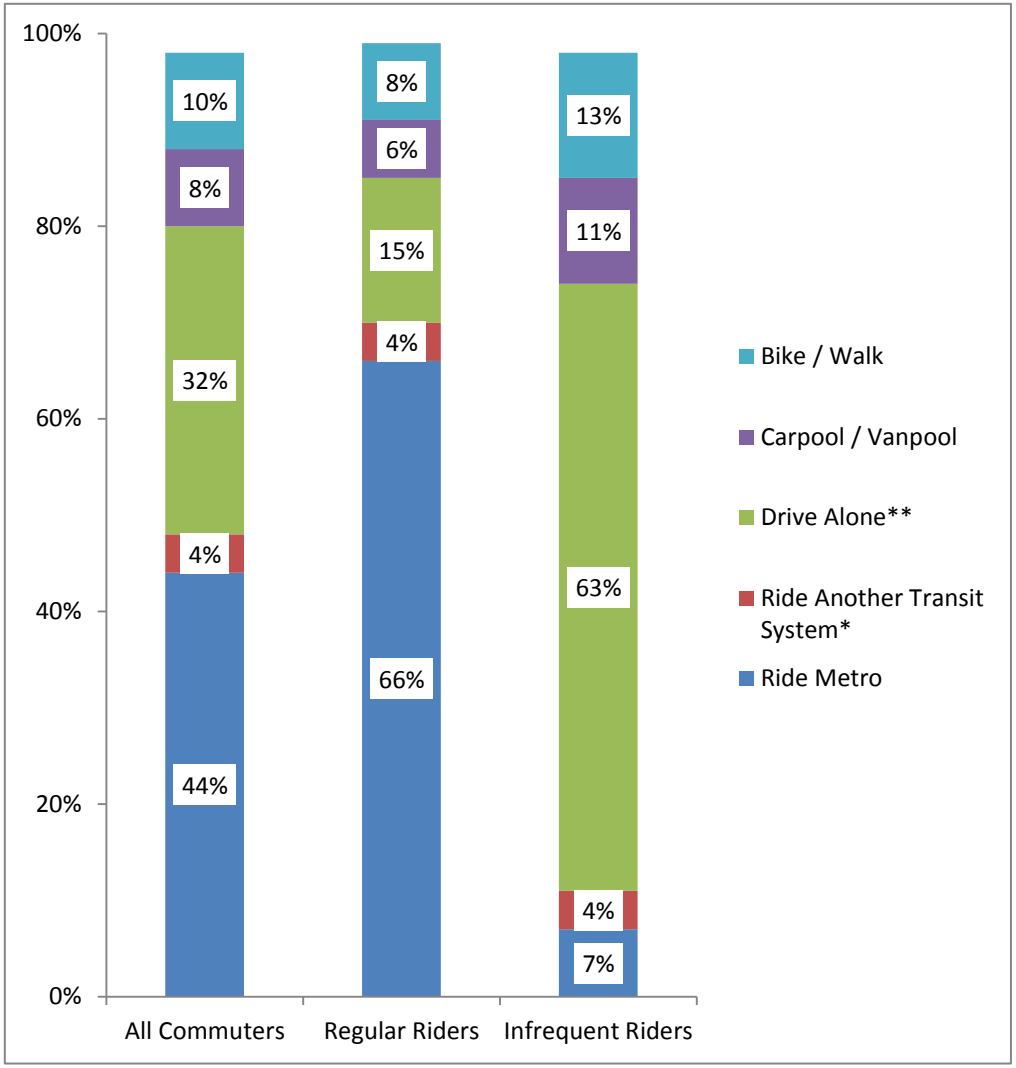
- Among Regular Riders, 67 percent of those commuting to work use Metro and 64 percent of those commuting to school use Metro.

Only 15 percent of Regular Riders drive alone to work. The balance uses another transit system (4%), carpools or vanpools (6%), or bikes or walks (8%).

Nearly two out of three (63%) Infrequent Riders drive alone to work or school.

- Among Infrequent Riders, 68 percent of Work Commuters drive alone and 27 percent of School Commuters drive alone.

Figure 44: Travel Mode to Work or School by Rider Status



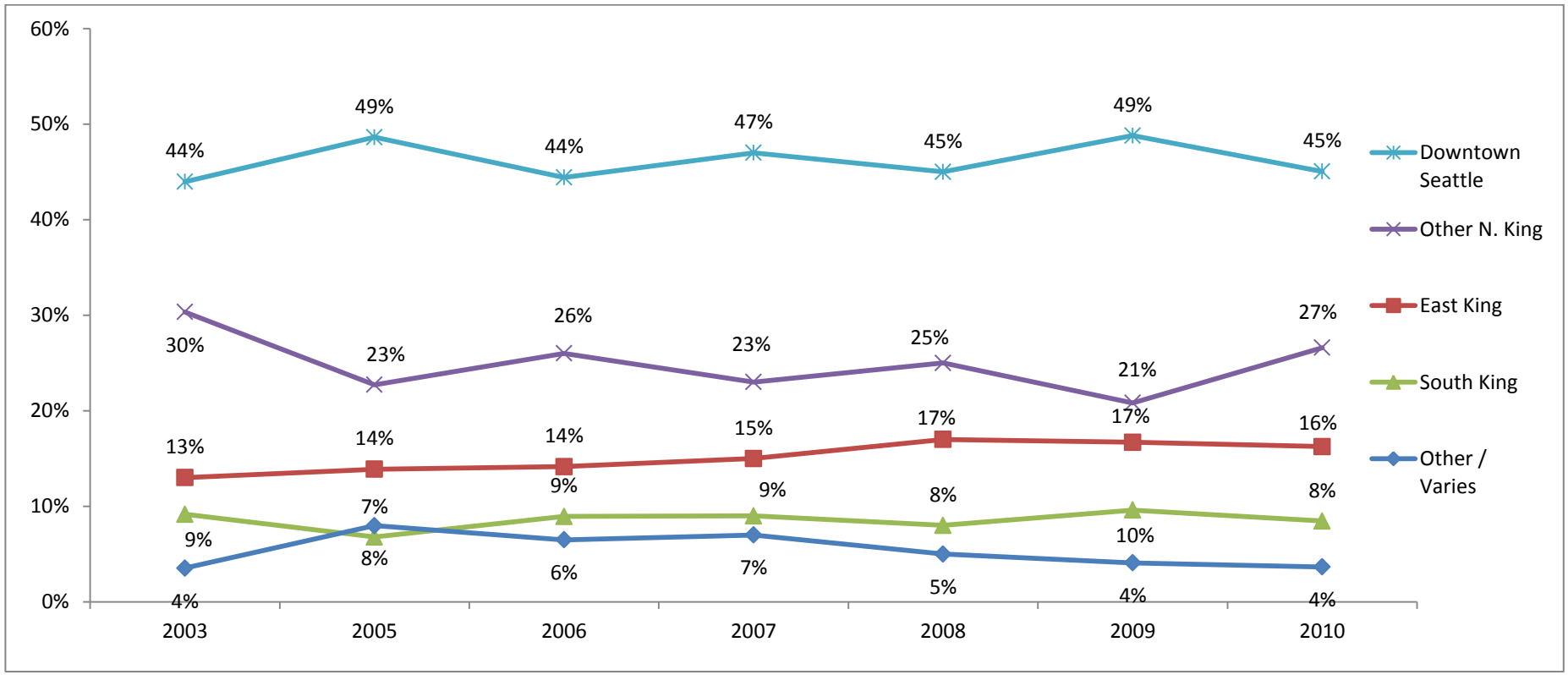
Question COMM2: *How do you usually get to and from [work/school]?*
Base: *All Regular and Infrequent Rider Commuters 2010 (n = 840; n_w = 806);*
* Includes school bus for school commuters; ** Includes motorcycles

Work Location

Trends

The percentage of Commuters who are Regular or Infrequent Metro Riders working or going to school in downtown Seattle has decreased somewhat from 2009 levels. In 2010, 45 percent of Commuters work or go to school in downtown Seattle. There has been a significant increase in the percentage working in other Seattle / North King County locations—from 21 percent in 2009 to 27 percent in 2010. Additional follow-up questions provide greater insight into work locations within these three broad categories.

Figure 45: Trends in Riders' Work Location, 2003 to 2010

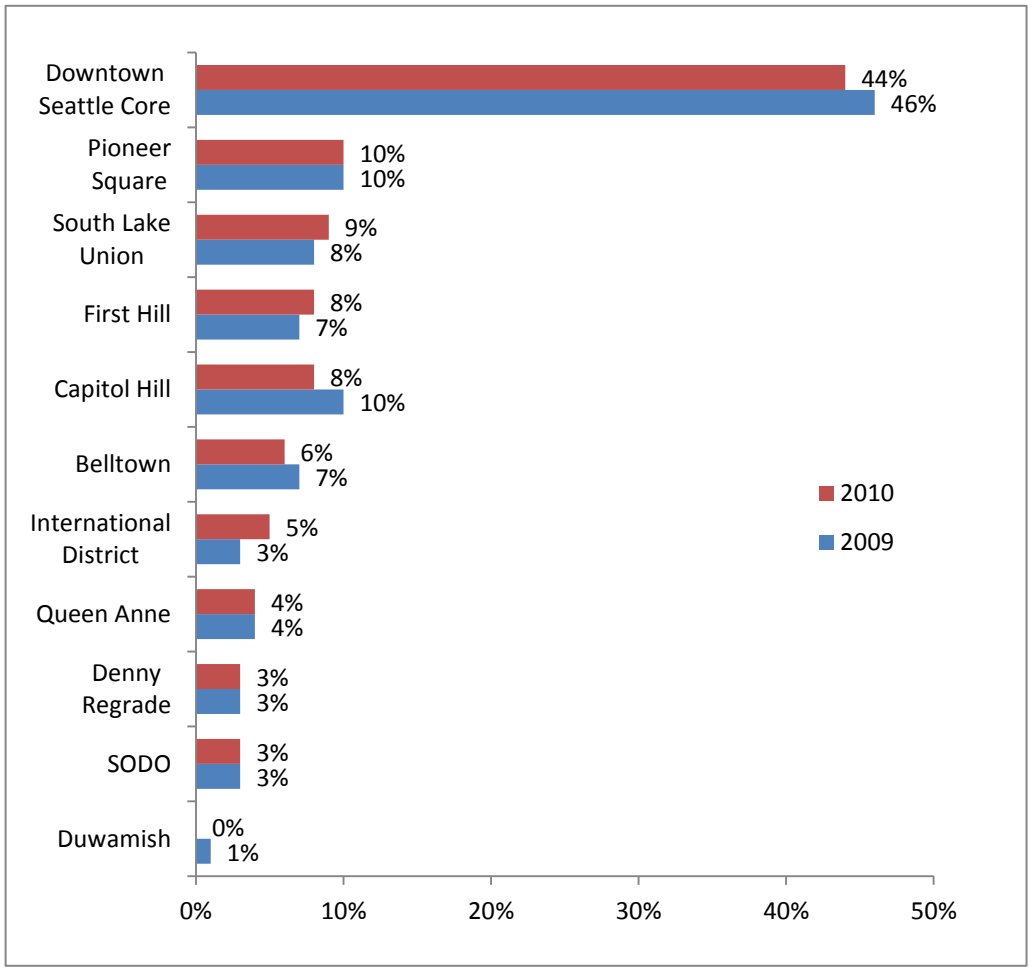


***Question COMM1**: In what geographic area do you [work/attend school]?*

***Base:** All Regular and Infrequent Rider Commuters 2010 (n = 840; n_w = 806); 2009 (n = 986 n_w = 482); 2008 (n = 283; n_w = 276); 2007 (n = 282; n_w = 282); 2006 (n = 1,022 n_w = 495); 2005 (n = 1,031; n_w = 502); 2003 (n = 1,012; n_w = 547)*

There has been no significant change in the distribution of work locations for those who work in downtown Seattle and the surrounding areas. This should continue to be monitored as development continues in the surrounding areas. Notably, Amazon started moving into four of its planned 11 new buildings in April 2010. Two additional South Lake Union.buildings are opening in Spring 2011.

Figure 46: Work Locations in and Surrounding Downtown Seattle

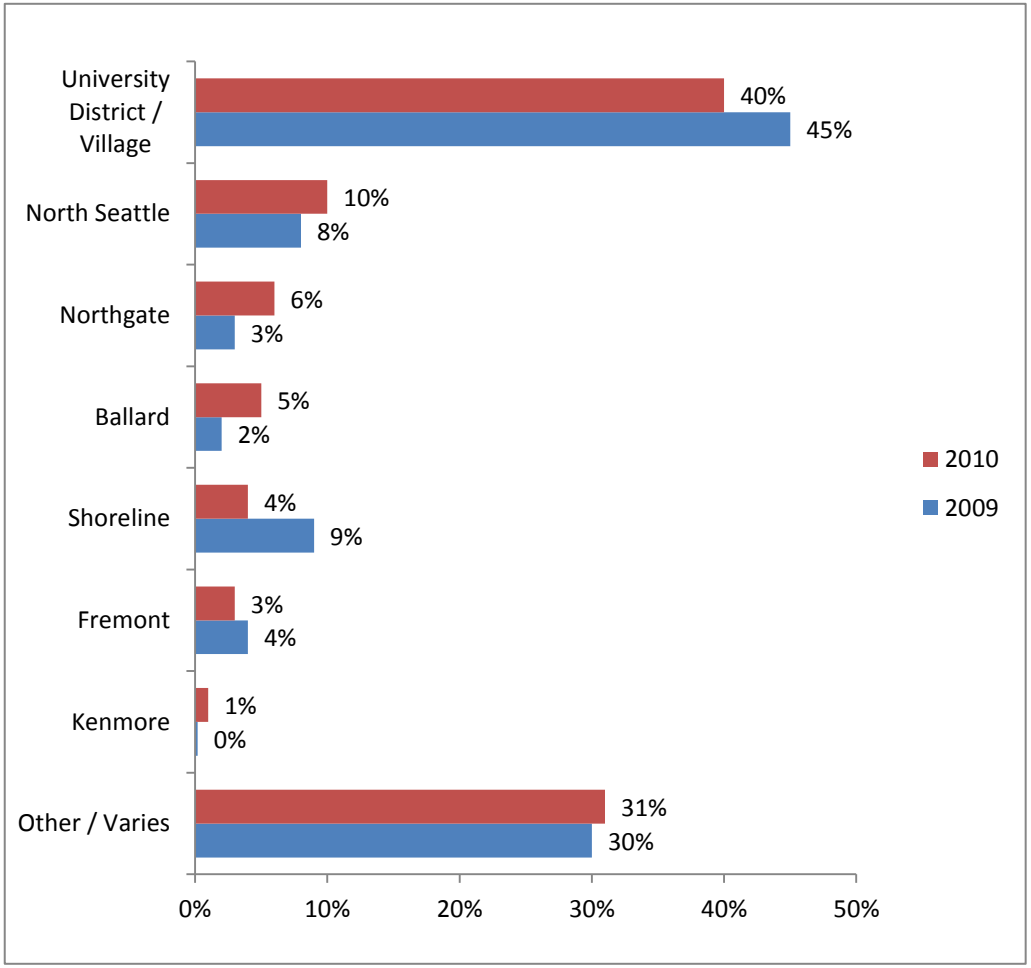


***Question COMM1**: In what geographic area do you [work/attend school]? **and COMM1A:** Would that be [LIST OF SURROUNDING DOWNTOWN SEATTLE AREAS READ]?*

***Base:** Regular / Infrequent Rider Commuters Working in Downtown Seattle / Surrounding Area (n = 385; n_w = 360)*

There has been some change in work locations for those working in other North King County locations. Notably, the percentage working at or near the University of Washington decreased slightly, from 45 percent in 2009 to 40 percent in 2010. This trend should be monitored going forward.

Figure 47: Work Locations In Other North King County



***Question COMM1**: In what geographic area do you [work/attend school]? **and COMM1B**: Would that be [LIST OF NORTH KING COUNTY AREAS READ]?*

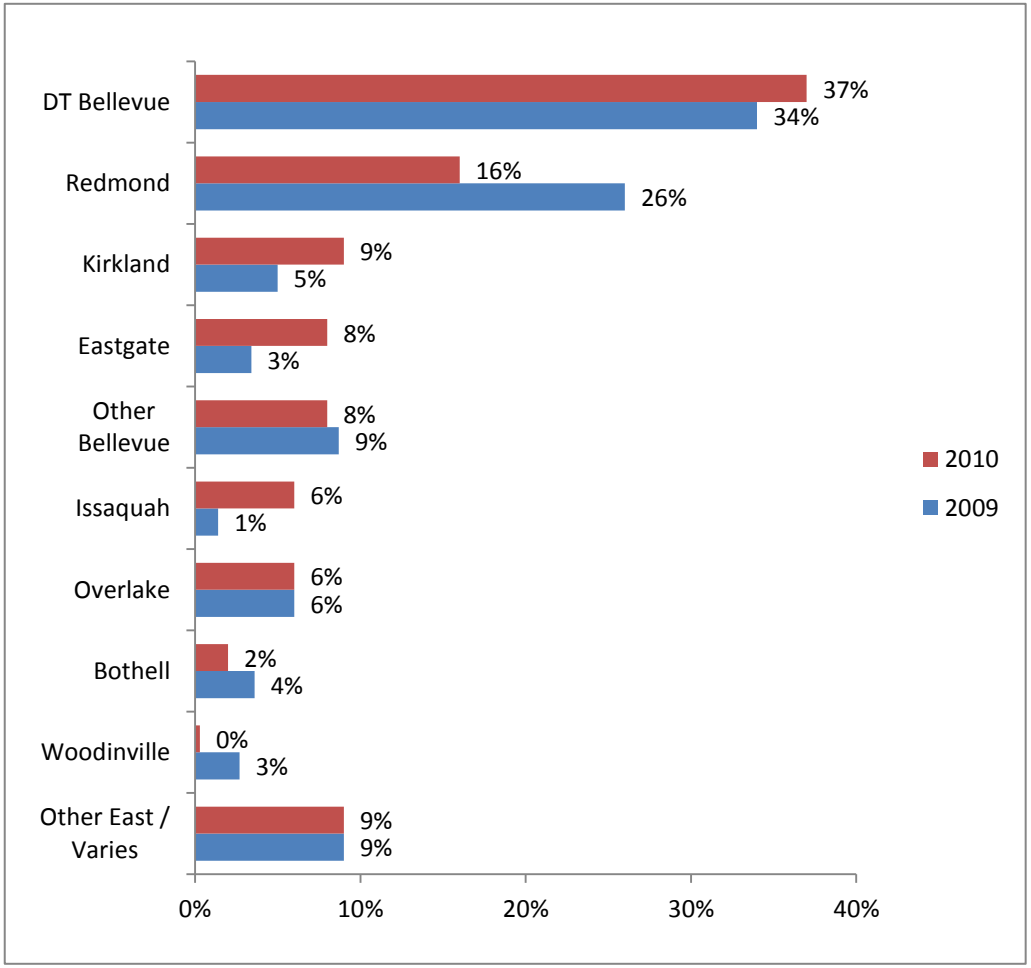
***Base:** Regular and Infrequent Rider Commuters working in other (non-downtown) Seattle / North King Areas (n = 187; n_w = 212)*

There have been some changes in the distribution of work locations for those working in East King County. Of note is the significant decrease in the percentage of Commuters working in East King County who report working in Redmond—from 26 percent in 2009 to 16 percent in 2010. This decrease may reflect recent layoffs at Microsoft as well as moves to other Microsoft buildings. In addition, Microsoft increased its shuttle service, MS Connect.

As a result of this decrease, a greater proportion of Commuters working in East King County work in downtown Bellevue, Kirkland, Eastgate, and Issaquah.

Note that sample sizes are relatively low and care should be taken in using these results to suggest actual trends. These more detailed questions were first added in 2009 to gain a better understanding of commute locations. In 2011, it will be possible to get a more accurate measure of actual trends in changes to work locations.

Figure 48: Work Locations in East King County



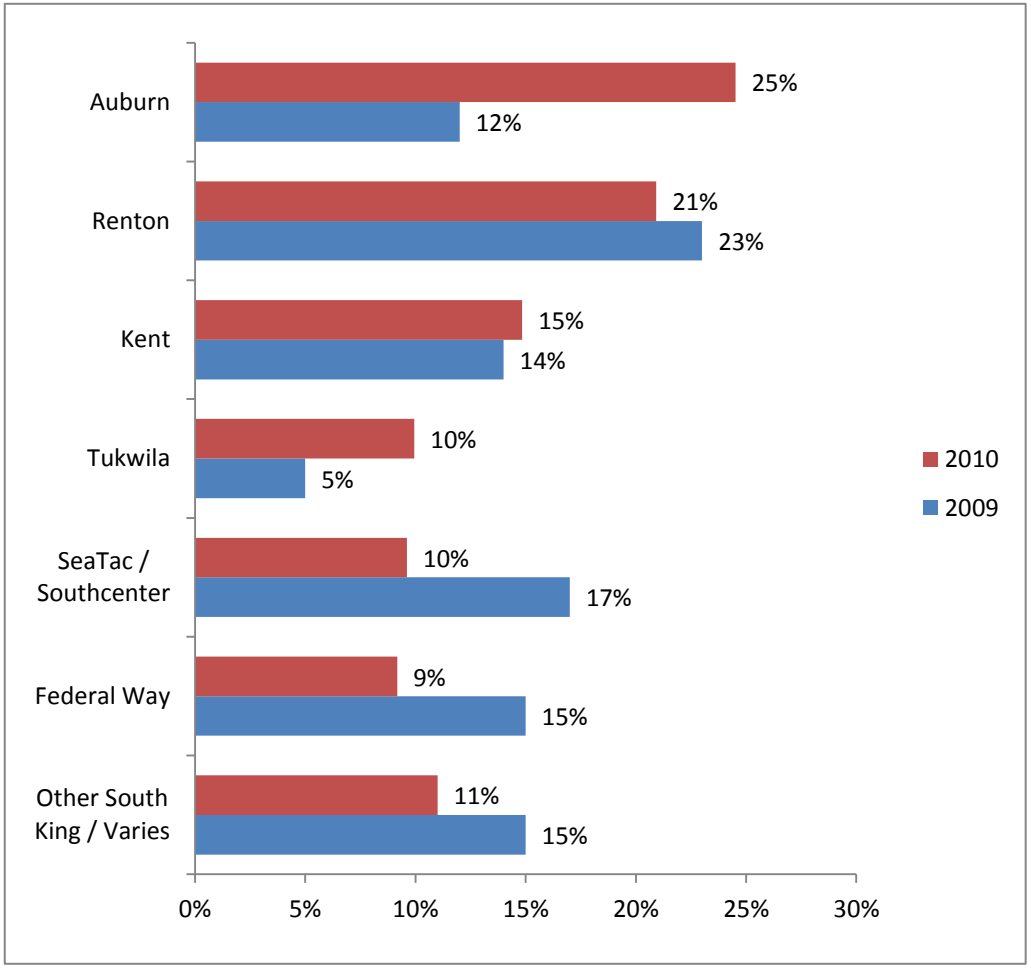
***Question COMM1**: In what geographic area do you [work/attend school]? **and COMM1C**: Would that be [LIST OF EAST KING COUNTY AREAS READ]?*

***Base:** Regular / Infrequent Rider Commuters working in East King County ($n = 150$; $n_w = 130$)*

The distribution of work locations for those working in South King County has changed, with a large increase in the percentage working in Auburn—from 12 percent in 2009 to 25 percent in 2010—and a decrease for those working in Federal Way—from 15 percent in 2009 to 9 percent in 2010—and the SeaTac / Southcenter area—from 17 percent in 2009 to 10 percent in 2010. This may reflect hiring at Boeing's Auburn plant.

Note that sample sizes are relatively small and care should be taken in using these results to suggest actual trends. These more detailed questions were first added in 2009 to gain a better understanding of commute locations. In 2011, it will be possible to get a more accurate measure of actual trends in changes to work locations.

Figure 49: Work Locations in South King County



***Question COMM1**: In what geographic area do you [work/attend school]? **and COMM1C**: Would that be [LIST OF SOUTH KING COUNTY AREAS READ]?*

***Base:** Regular / Infrequent Rider Commuters working in South King County (n = 77; n_w = 68)*

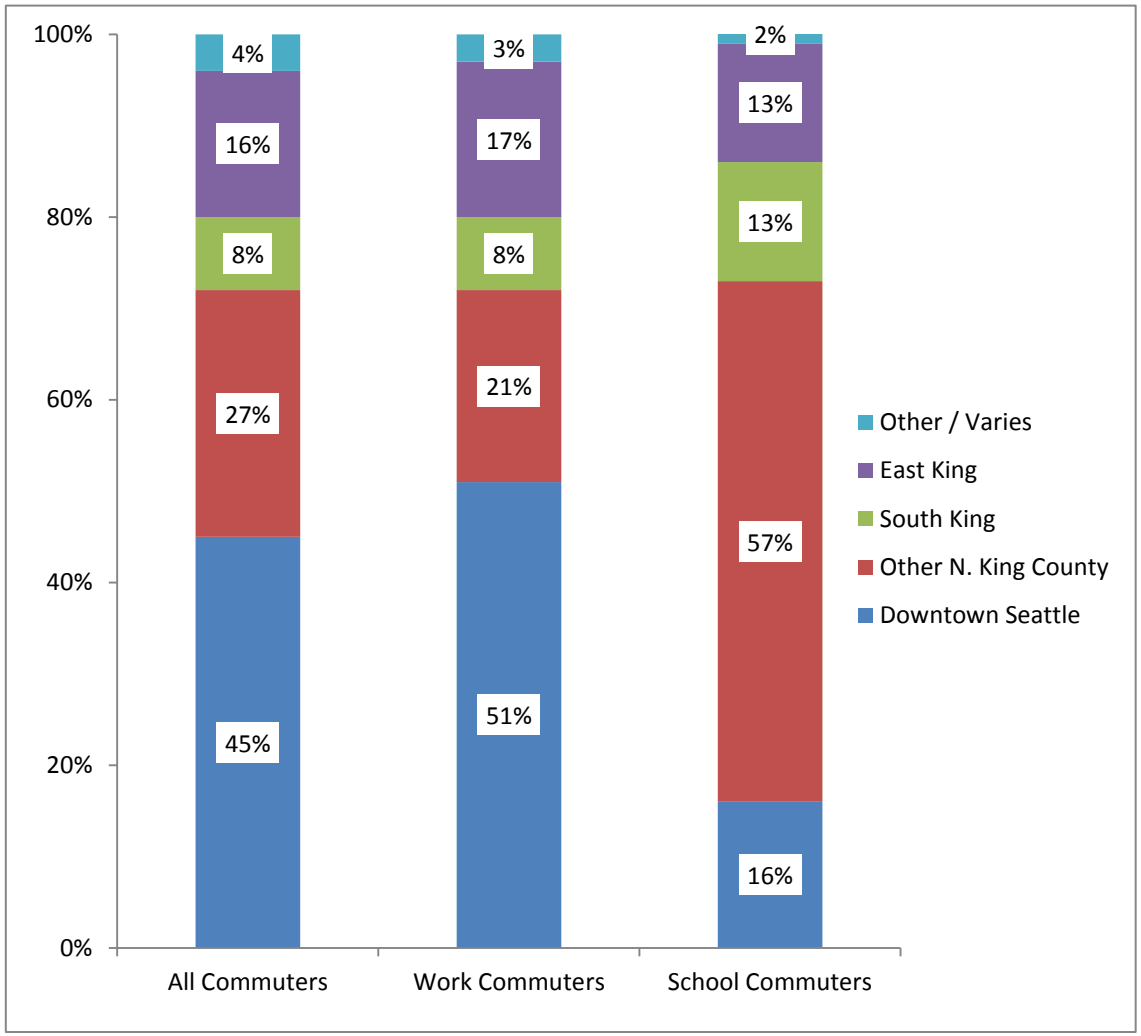
Differences in Work Location by Rider Segments

Work Commuters are more than three times as likely as School Commuters to commute to downtown Seattle—51 percent compared to 16 percent, respectively.

Conversely, School Commuters are more than twice as likely as Work Commuters to commute to North King County—57 percent compared 21 percent, respectively.

- More than half (53%) of these School Commuters are students at the University of Washington.

Figure 50: Work Location by Commuter Status



***Question COMM1**: In what geographic area do you [work/attend school]?*
***Base:** All Regular and Infrequent Rider Commuters 2010 (n = 840; n_w = 806)*

Nearly three out of five (56%) Commuters who ride Metro work in downtown Seattle.

Table 94: Work Location for Metro Commuters, 2009 and 2010

	2009	2010
Downtown Seattle	62%	56%
North King	20%	26%
South King	4%	6%
East King	11%	9%
Other / Varies	3%	3%

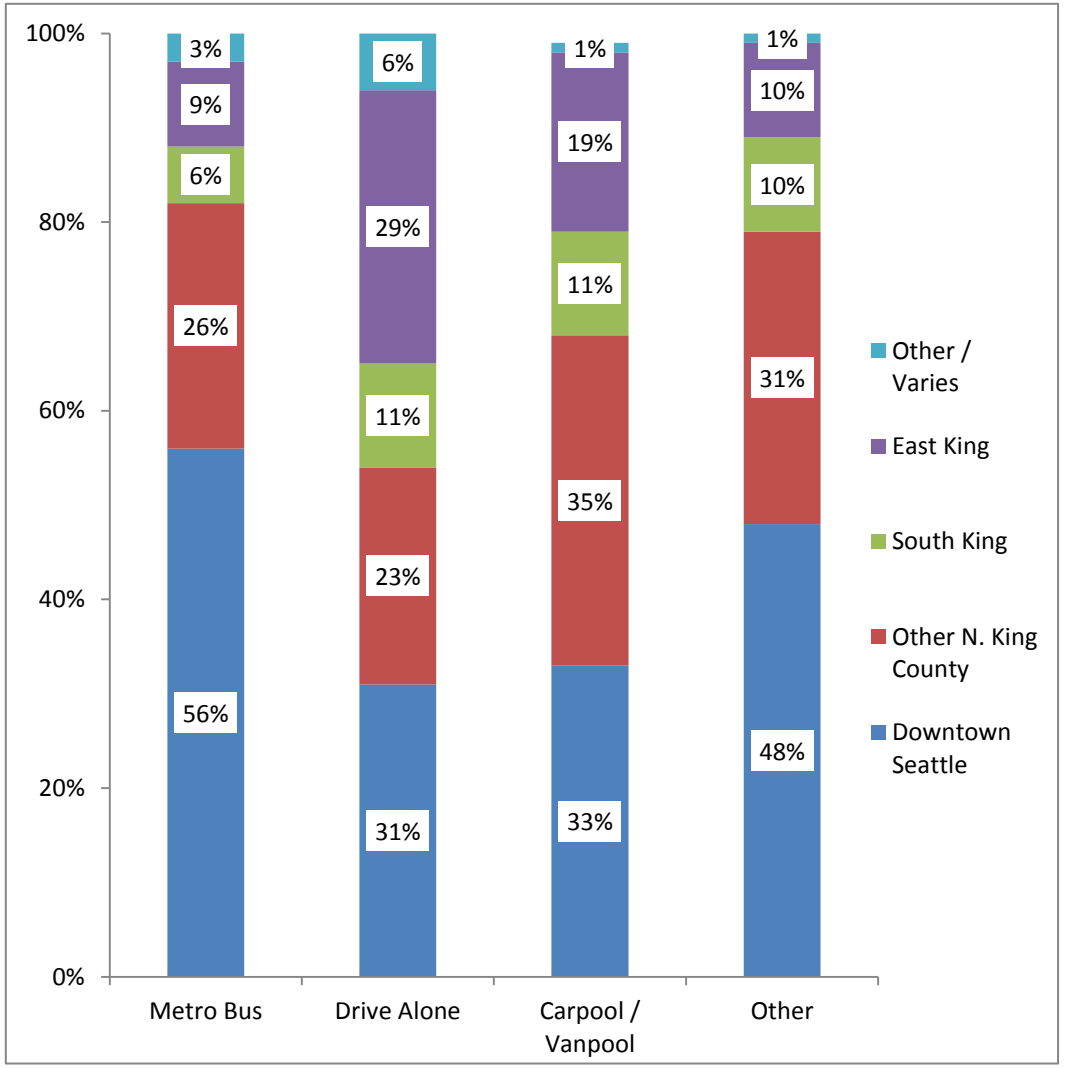
Fewer than one out of three (31%) Commuters who drive alone to work commute to downtown Seattle.

- The other major work destination for those who drive alone is East King County—29 percent.

Table 95: Work Location for Drive-Alone Commuters, 2009 and 2010

	2009	2010
Downtown Seattle	27%	31%
North King	24%	23%
South King	14%	11%
East King	25%	29%
Other / Varies	9%	6%

Figure 51: Commute Mode by Work Location



***Question COMM1**: In what geographic area do you [work/attend school]?*
***Base:** All Regular and Infrequent Rider Commuters 2010 (n = 840; n_w = 806)*

As in previous years, the majority (69%) of Commuters live and work in the same area.

- This is noteworthy for those who live in Seattle / North King County. Over half (51%) of the residents of this area work in downtown Seattle, and 33 percent work in other North King County locations.
- Commuters living in East King County are the least like to work in downtown Seattle. Nearly half (49%) work in East King County.
- Commuters living in South King County have the most varied destinations—40 percent commute to downtown Seattle and 36 percent commute to a location in South King County.

Table 96: Riders' Work Location by Area of Residence

	Area of Residence			
	All Rider Commuters	**Seattle / North King**	**South King**	**East King**
Base (weighted)	806	514	146	146
Base (unweighted)	840	404	197	239
% Live and Work in Same Area	69%	**84%**	35%	**49%**
North King County (net)	72%	**85%**	53%	44%
Downtown Seattle / Surrounding Area	45%	**51%**	40%	30%
University Area	11%	**13%**	6%	9%
Other North King	15%	**21%**	7%	5%
South King County	8%	2%	**36%**	3%
East King County	16%	9%	8%	**49%**
Downtown Bellevue	6%	4%	3%	**15%**
Redmond	3%	2%	<1%	**10%**
Other East King	7%	3%	4%	**24%**
Other	4%	3%	4%	4%

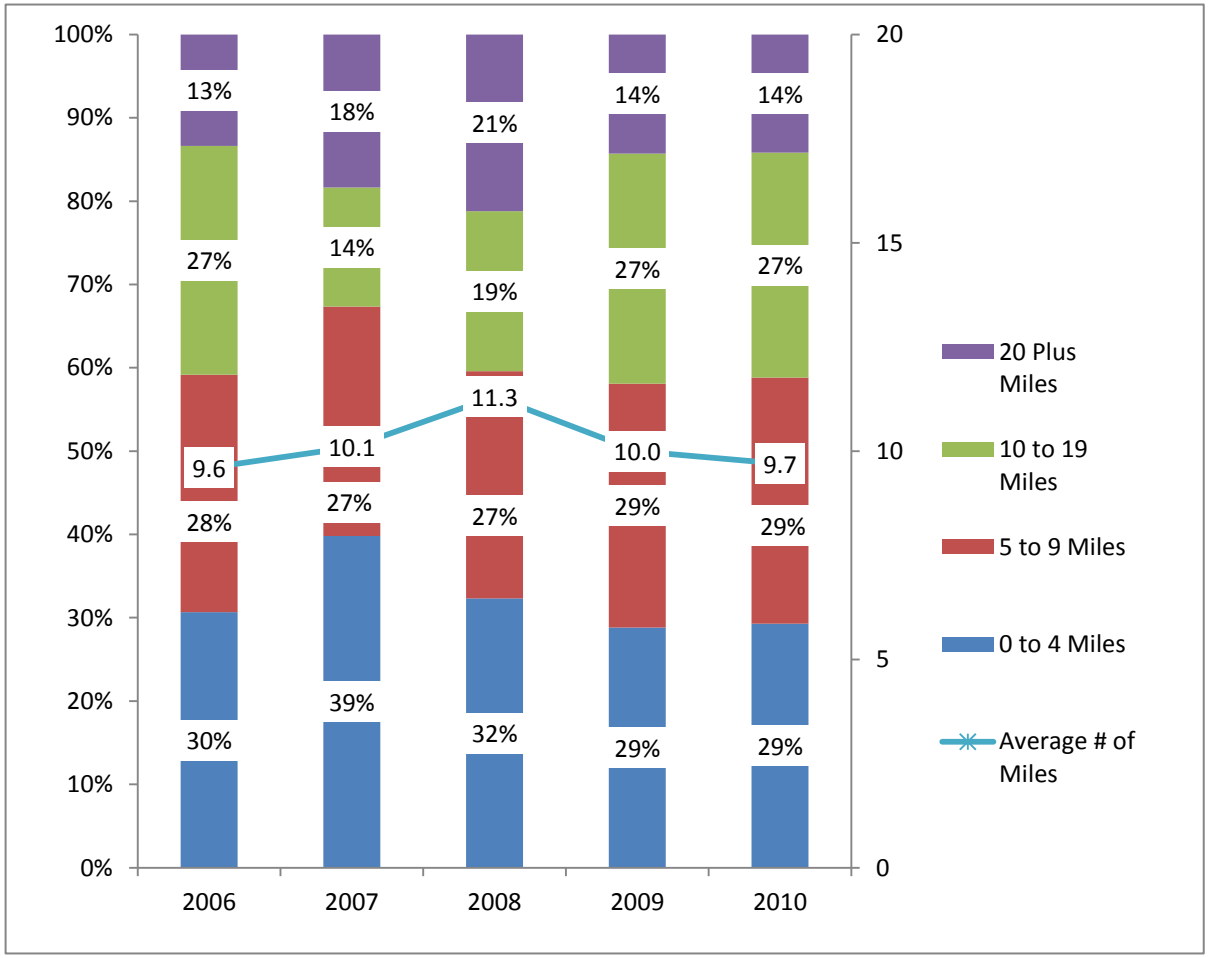
Distance and Travel Time to Work

Distance to Work

After peaking in 2008 at an average of 11.3 miles, the distance Commuters travel to work has declined to just under 10 miles.

- The percentage of those traveling 20 or more miles decreased from a high of 21 percent in 2008 to 14 percent in 2009 and 2010.
- At the same time those traveling between 10 and 19 miles increased from 19 percent in 2008 to 27 percent in 2009 and 2010.

Figure 52: Riders' Distance to Work, 2006 to 2010



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

***Base:** All Regular and Infrequent Rider Commuters 2010 (n = 840; n_w = 806); 2009 (n = 986 n_w = 482); 2008 (n = 283; n_w = 276); 2007 (n = 282; n_w = 282); 2006 (n = 1,022 n_w = 495)*

Commuters living in Seattle / North King County have the shortest commute, on average traveling 7.5 miles.

- This is due primarily to the shorter distances traveled by those who live and work in Seattle / North King County—an average commute distance of just over six miles.

Commuters living in South King County have the longest commute distance, on average traveling nearly 15 miles.

Table 97: Average Distance (in miles) to Work Locations by Area of Residence

	Area of Residence			
	All Rider Commuters	**Seattle / North King**	**South King**	**East King**
Base (weighted)	806	514	146	146
Base (unweighted)	840	404	197	239
All Rider Commuters	9.71	7.45	14.91	12.48
North King County (net)	8.71	6.07	17.80	15.82
Downtown Seattle / Surrounding Area	9.46	5.99	18.65	17.74
University Area	7.09	4.78	18.65*	12.08*
Other North King	7.67	7.08	11.84*	10.71*
South King County	12.06	16.85*	10.21	22.14*
East King County	11.30	14.20	19.38*	8.08
Downtown Bellevue	11.72	12.27*	23.99*	8.72
Redmond	11.22*	16.78*	10.00*	7.19*
Other East King	10.97	15.41*	16.86*	8.02
Other	16.93*	16.77*	10.31*	22.99*

* Small cell sizes

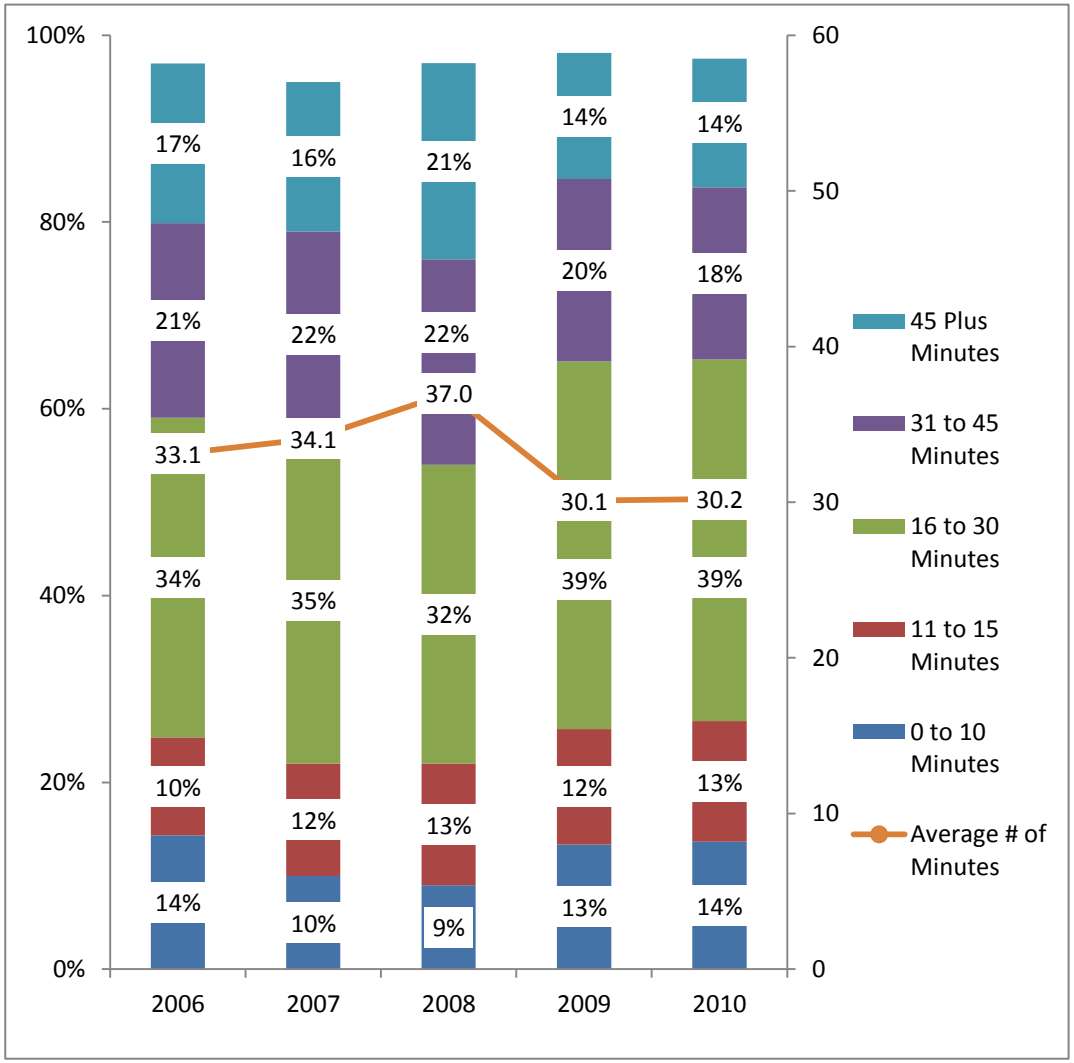
Travel Time to Work

Travel time to work follows a pattern similar to trip length. The average trip length peaked in 2008 at 37 minutes. Figures for the past two years—30 minutes—are the shortest ever.

- The decrease in average travel time is attributable to a significant decrease in the percentage reporting travel times of more than 45 minutes—from 21 percent in 2008 to 14 percent in 2009 and 2010.

The decrease in travel time to work may also reflect lower congestion on the highways as a result of the economy and fewer people commuting to work during peak travel periods.

Figure 53: Riders' Travel Time to Work, 2006 to 2010



Question COMM3ARC: *About how long does your travel from home to (work/school) one-way take you?*
Base: *All Regular and Infrequent Rider Commuters 2010 (n = 840; n_w = 806); 2009 (n = 986 n_w = 482); 2008 (n = 283; n_w = 276); 2007 (n = 282; n_w = 282); 2006 (n = 1,022 n_w = 495)*

Consistent with their longer trip distance—on average 15 miles—Commuters living in South King County have the longest travel time—on average 36 minutes. Similarly, those living in East King County travel an average of 12.5 miles and their travel times average just over 30 minutes.

Despite these longer distances and travel times, it actually takes residents of these areas less time to travel the same distance as those living in Seattle North / King County.

- Seattle / North King County Commuters travel an average of 7.5 miles and their average travel time is nearly 29 minutes. This translates to 60 percent more minutes to travel the same distance as their South and East King County counterparts.

Table 98: Riders' Average Travel Time (in minutes) to Work Locations by Area of Residence

	Area of Residence			
	All Rider Commuters	**Seattle / North King**	**South King**	**East King**
Base (weighted)	806	514	146	146
Base (unweighted)	840	404	197	239
All Rider Commuters	30.28	28.68	36.09	30.17
North King County (net)	29.83	26.49	42.02	38.74
Downtown Seattle / Surrounding Area	31.42	27.41	42.98	40.44
University Area	29.41	25.50	52.23*	36.44*
Other North King	25.45	24.84	27.44*	31.83*
South King County	28.27	33.12*	26.62	34.51*
East King County	29.86	38.86	43.08*	21.77
Downtown Bellevue	30.57	34.13*	51.98*	22.96
Redmond	29.57*	39.89*	45.00*	22.01*
Other East King	29.35	45.26*	36.76*	20.85
Other	46.21*	52.61*	32.65*	39.58*

* Small cell sizes ($n < 30$)

Work Hours

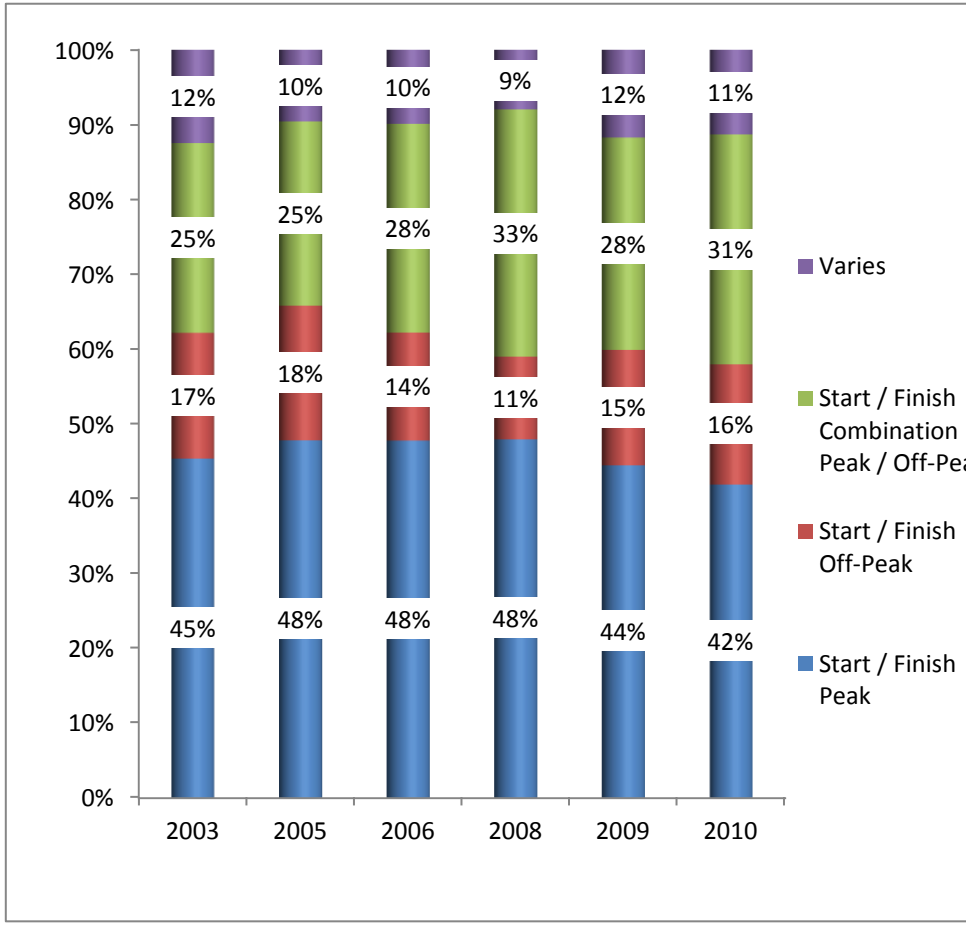
The percentage of Commuters who both start and finish work during peak commute periods has been slowly decreasing—from 48 percent in 2008 to 44 percent in 2009 and 42 percent in 2010.

- The majority of those who start and finish during a combination of peak and off-peak hours commute during the morning peak but not during the evening peak—67 percent commute to work during the morning peak period.

Table 99: Percentage Starting Morning Peak versus Finish Afternoon Peak

	% of Commuters Who Start and Finish Work During a Combination of Peak / Off-Peak Hours
% Start Morning Peak / Finish Afternoon Off-Peak	67%
% Start Morning Off-Peak / Finish Afternoon Peak	33%

Figure 54: Trends in Riders' Work Hours, 2006 to 2010



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 Regular and Infrequent Rider Commuters 2010 (n = 840; n_w = 806); 2009 (n = 986 n_w = 482); 2008 (n = 283; n_w = 276); 2007 (n = 282; n_w = 282); 2006 (n = 1,022 n_w = 495); 2003 (n = 1,012; n_w = 547)*

** In 2007 commute times were asked and computed differently. Results varied significantly from 2006 and 2008 and are different due to this. Therefore, 2007 results are not included.*

Work Commuters are nearly four times as likely as School Commuters to start and finish work during peak commute times—48 percent compared to 11 percent respectively.

- Three out of five (60%) Work Commuters who start and finish during a combination of peak and off-peak periods start work during peak morning hours and end during off-peak hours.

The majority (56%) of School Commuters starts and finishes during a combination of peak and off-peak periods.

- Four out of five (80%) School Commuters who start and finish during a combination of peak and off-peak periods start school during peak morning hours and end school during off-peak hours.

Table 100: Percentage Starting Morning Peak versus Finish Afternoon Peak

	Work Commuters	School Commuters
% Start Morning Peak / Finish Afternoon Off-Peak	60%	80%
% Start Morning Off-Peak / Finish Afternoon Peak	40%	20%

Table 101: Riders' Work Hours by Commuter Type

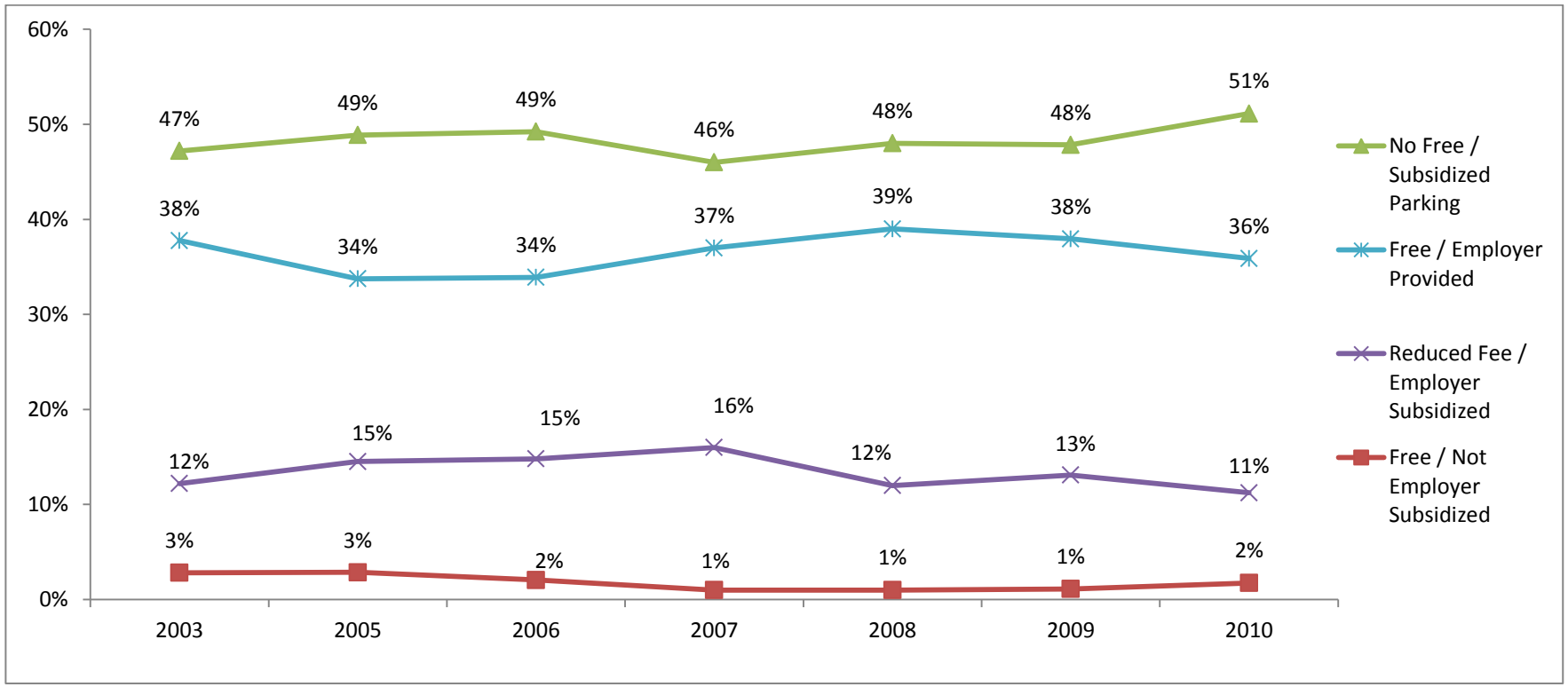
	All Rider Commuters	Work Commuters	School Commuters
Base (weighted)	806	674	133
Base (unweighted)	840	689	151
Start and Finish Peak	42%	**48%**	11%
Start and Finish Combination Peak / Off-Peak	31%	26%	**56%**
Start and Finish Off-Peak	16%	15%	22%
Varies	11%	11%	11%

Parking Subsidies

Trends

The percentage of Commuters reporting that their employers do ***not*** provide free or subsidized parking has been steadily increasing—from a low of 46 percent in 2007 to 51 percent in 2010. While these differences are within the margin of error, a test for linearity suggests that this is a trend. It is possible that these changes are a result of cost-cutting strategies implemented by employers in light of the economy.

Figure 55: Trends in Parking Subsidies, 2003 to 2010



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

Base*: All Regular and Infrequent Rider Commuters 2010 (n = 840; n_w = 806); 2009 (n = 986 n_w = 482); 2008 (n = 283; n_w = 276); 2007 (n = 282; n_w = 282); 2006 (n = 1,022 n_w = 495); 2003 (n = 1,012; n_w = 547*

Work Commuters are more likely than School Commuters to have fully subsidized parking available—37 percent compared to 27 percent, respectively.

Table 102: Parking Subsidies by Commuter Type

	All Rider Commuters	Work Commuters	School Commuters
Base (weighted)	806	674	133
Base (unweighted)	840	689	151
Free / Employer (School) Provided	36%	**37%**	27%
Reduced Fee / Employer (School) Provided	11%	10%	16%
Free / Not Employer (School) Provided	2%	2%	2%
No Free Parking	51%	50%	55%

As would be expected, those working in downtown Seattle are the least likely to receive any subsidy from their employer for parking or have free parking elsewhere. Seven out of ten (70%) Commuters working or going to school downtown do not have any free parking available.

Those taking the bus to work or school are significantly less likely to have any form of subsidy or free parking available than those who drive alone or carpool. Two out of three (67%) Metro Commuters do not have any free parking.

- Nearly four out of five (79%) Commuters who ride the bus to work in downtown Seattle do not have any form of free or subsidized parking available.
- One-third (33%) of those who drive alone to work in downtown Seattle personally pay to park. They park an average of 16 days per month and pay an average of $6.29 per day.

Table 103: Parking Subsidies by Commute Mode

	Metro Bus	SOV	Carpool / Vanpool	Other
Free	20%	**59%**	**43%**	29%
Partial Subsidy	13%	9%	9%	11%
No Free Parking	**67%**	28%	44%	60%

Table 104: Parking Subsidies by Work Location

	Free / Employer Provided	Reduced / Employer Provided	Free / Not Employer Provided / DK Who Pays	No Free Parking
Base (weighted)	276	86	13	393
Base (unweighted)	276	97	11	410
All Rider Commuters	36%	11%	2%	51%
N. King County (net)	23%	15%	2%	61%
Downtown Seattle	16%	13%	1%	70%
Surrounding DT	22%	17%	5%	55%
University Area	11%	31%	1%	57%
Other North King	46%	4%	0%	50%
South King County	71%	3%	0%	26%
East King County	71%	4%	3%	22%
Bellevue	52%	8%	3%	37%
Redmond	100%	0%	0%	0%
Other East King	76%	2%	5%	18%
Other	53%	0%	4%	43%

Percentages sum to 100 percent across the rows.

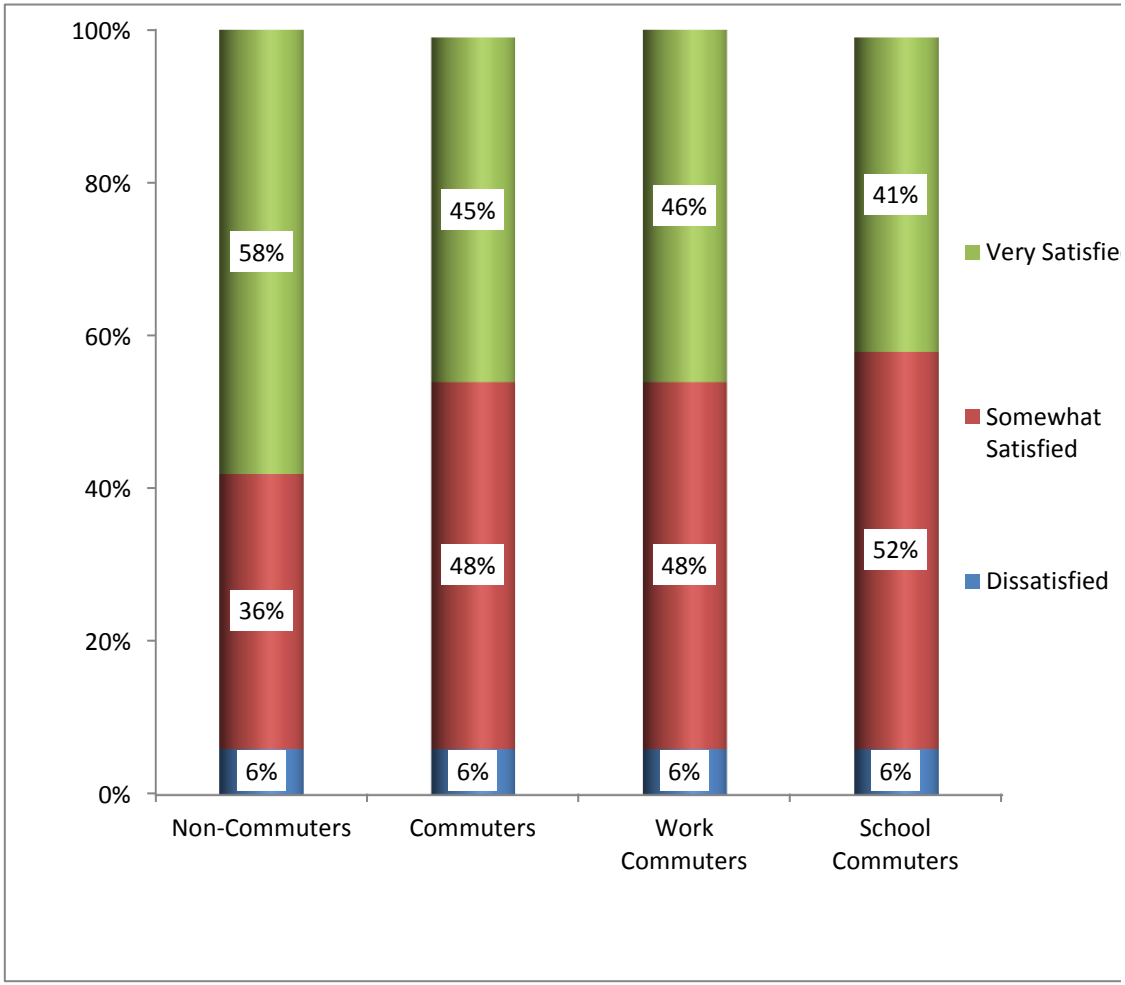
Commuter Satisfaction

Overall Satisfaction

While combined satisfaction (percentage very and somewhat satisfied) is the same for both Commuters and Non-Commuters, Non-Commuters are significantly more likely than Commuters to say they are very satisfied with Metro Transit—58 percent compared to 45 percent, respectively.

The differences in ratings between Work and School Commuters are not statistically significant.

Figure 56: Overall Satisfaction with Metro



***Question SAT1BB**: Overall how satisfied are you with Metro Transit?*
***Base:** All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140)*

Explaining in part their choice of commute modes, Metro Riders who drive alone to work or school are less satisfied with Metro Transit than those who ride Metro—38 percent very satisfied for drive-alone Commuters compared with 50 percent for those using Metro.

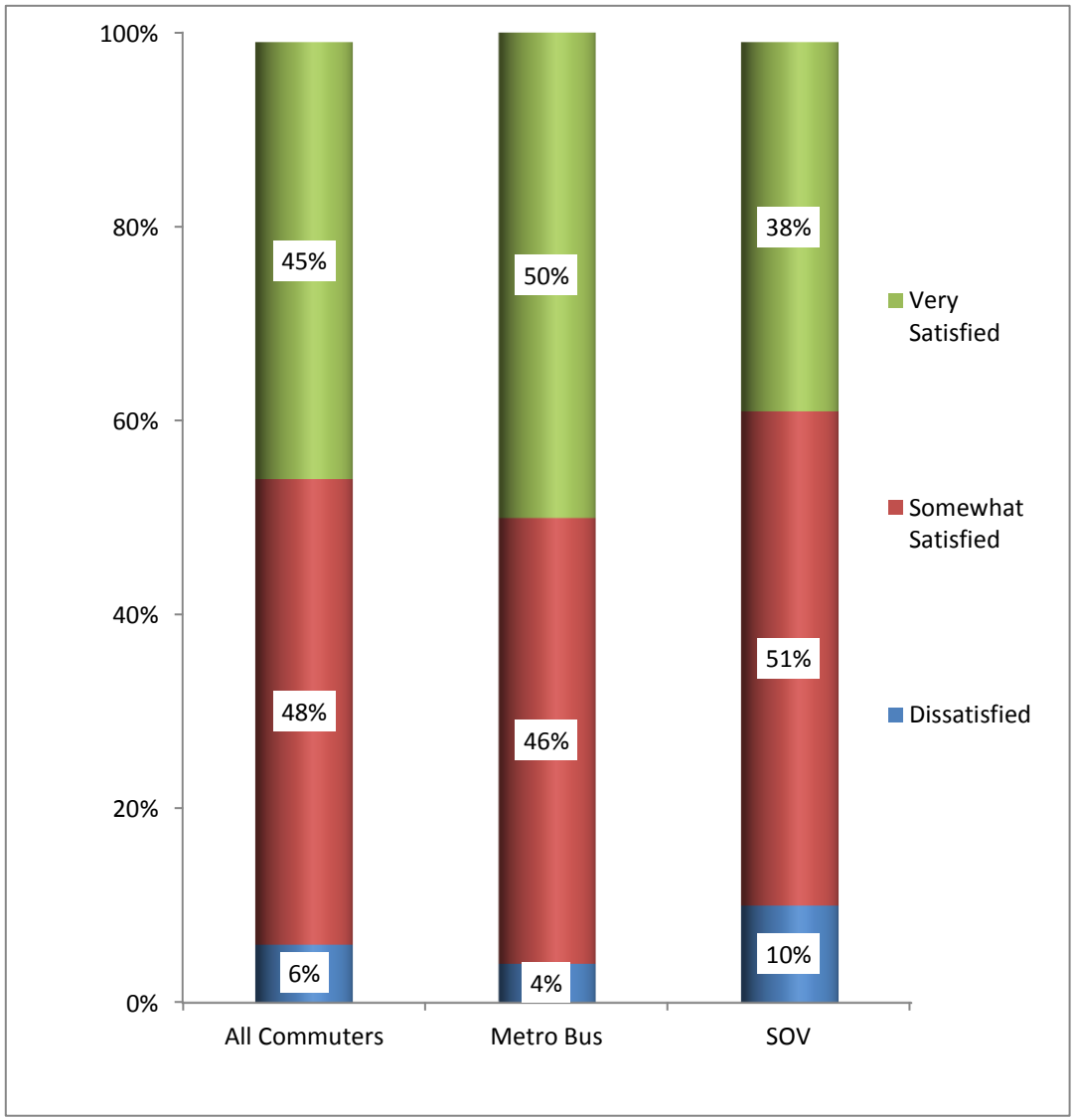
Analyses on the following pages explore the factors that most clearly differentiate these two segments.

Some of the high levels of satisfaction with Metro among South King County riders are attributable to the higher levels of satisfaction among South King County Commuters who ride Metro to work or school.

Table 105: Metro Bus Commuters' Overall Satisfaction with Metro by Planning Subarea

	Seattle / N. King	South King	East King
Very Satisfied	49%	**56%**	49%
Somewhat Satisfied	47%	39%	47%
Dissatisfied	4%	5%	4%

Figure 57: Overall Satisfaction with Metro by Commute Mode



***Question SAT1BB**: Overall how satisfied are you with Metro Transit?*
***Base:** All Commuters (n = 839; n_w = 806)*

Satisfaction with Elements of Transit Services

As noted, Commuters are less satisfied overall than Non-Commuters with Metro. They are significantly less satisfied with 12 specific elements of service.

The difference in satisfaction ratings is greatest for:

- Overcrowding on the bus—mean rating of 3.44 for Commuters compared to 3.80 for Non-Commuters, a 10 percent difference.
- On-time performance—mean rating of 3.81 for Commuters compared to 4.19 for Non-Commuters, a 10 percent difference.
- Travel time by bus—mean rating of 3.74 for Commuters compared to 4.02 for Non-Commuters, a 7 percent difference.

Commuters are more satisfied than Non-Commuters with their personal safety waiting for the bus when it is dark—mean rating of 3.81 for Commuters compared to 3.62 for Non-Commuters, a 5 percent difference.

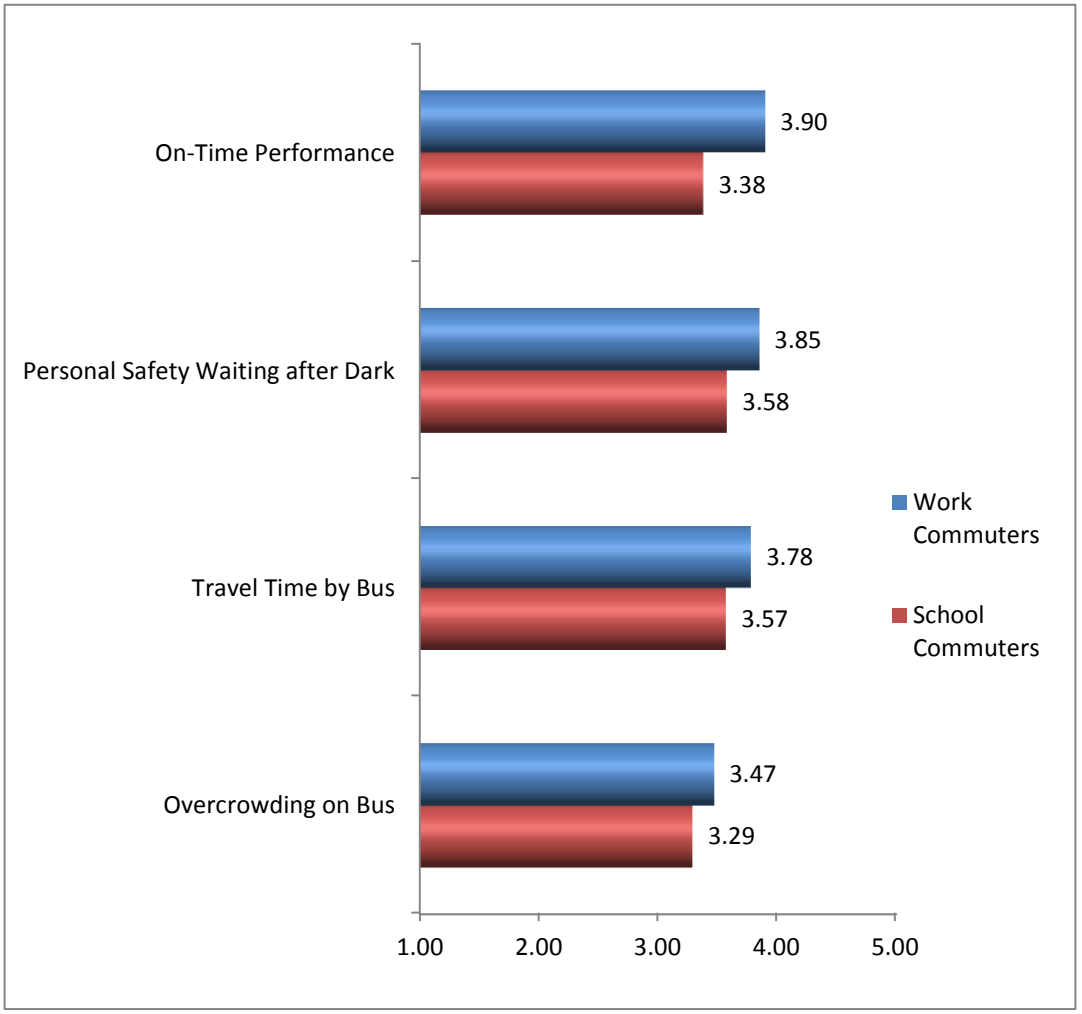
Figure 58: Differences in Satisfaction Ratings for Specific Elements of Service—Commuters and Non-Commuters

Question SAT1A–SAT1AA: *How satisfied are you with …? (5 = Very Satisfied,1 = Very Dissatisfied)*
Base: *Commuters (n = 840; n_w=860); Non-Commuters (n = 300; n_w = 344)*

School Commuters are less satisfied than Work Commuters with five elements of transit service. The difference is greatest for:

- On-time performance—mean rating of 3.90 for Work Commuters compared to 3.38 for School Commuters, a 13 percent difference in the mean rating.

Figure 59: Differences in Satisfaction Ratings for Specific Elements of Service—Work and School Commuters



Question SAT1A–SAT1AA: *How satisfied are you with …? (5 = Very Satisfied,1 = Very Dissatisfied)*
Base: *Work Commuters (n = 689; n_w =674); School Commuters (n = 151; n_w = 133)*

Riders who drive alone to work are significantly less satisfied than those who commute on Metro with four elements of service.

- Number of transfers required to get to destination
- Where bus routes go
- Personal safety in the downtown transit tunnel
- Ease of paying fares

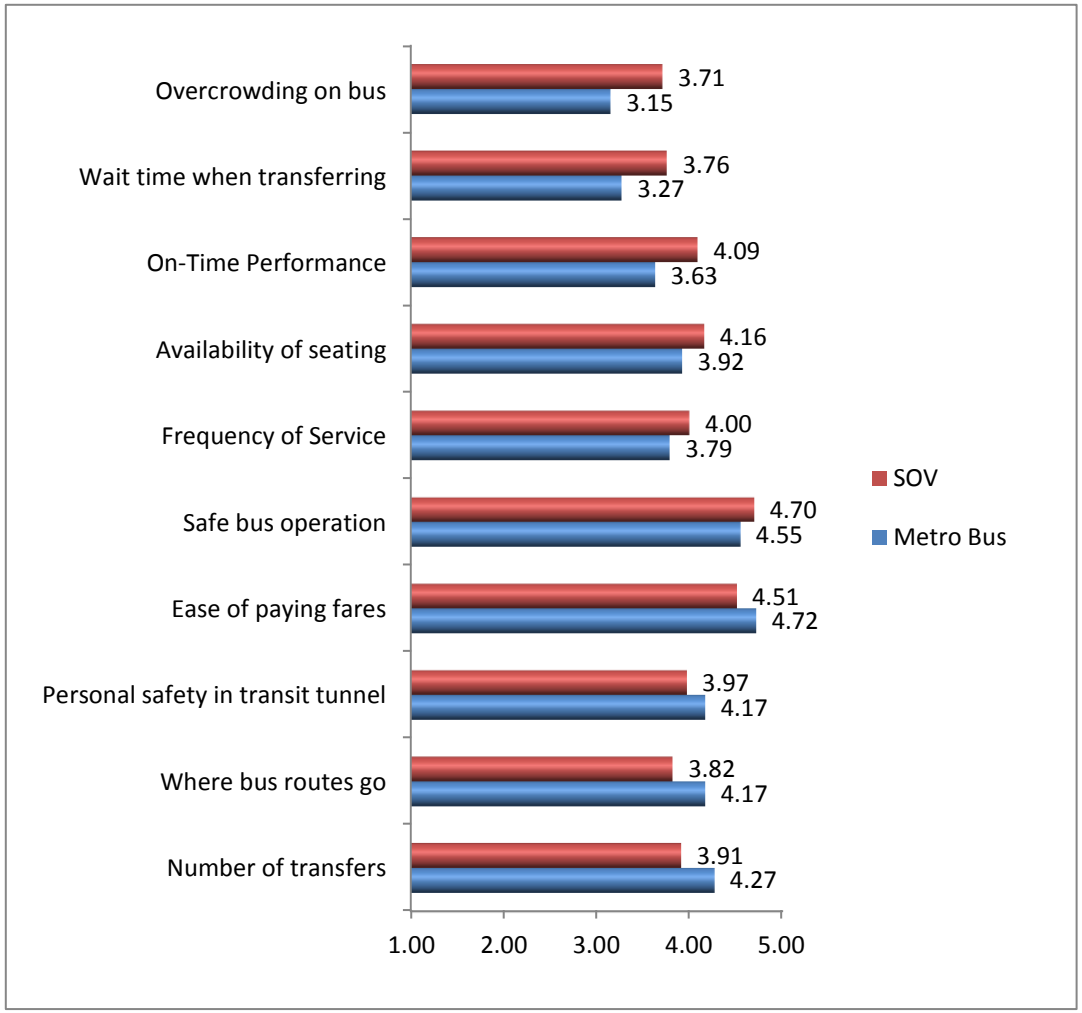
The difference in ratings is greatest for number of transfers required and where bus routes go, suggesting that these may be the primary reasons these Riders do not use Metro to commute.

Despite higher overall levels of satisfaction with Metro, those who ride Metro to work or school are less satisfied with five elements of service:

- Overcrowding and availability of seating on the bus
- Wait time when transferring
- On-time performance
- Frequency of service
- Safe operation of the bus

The differences in ratings are greatest for overcrowding on the bus, wait time when transferring, and on-time performance.

Figure 60: Differences in Satisfaction Ratings for Specific Elements of Service—Drive-Alone and Metro Commuters



Question SAT1A–SAT1AA: *How satisfied are you with …? (5 = Very Satisfied,1 = Very Dissatisfied)*
Base: *Drive-alone Commuters (n = 830; nw =650); Metro bus Commuters (n = 310; n_w = 490)*

Information Sources and 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. The special topics in the 2010 Rider Survey focused on:

1. Riders' awareness and use of different sources of information about Metro
2. Preferred sources for getting current information such as route changes or adverse weather conditions about Metro
3. Use of and satisfaction with Metro's website
4. Use of handheld devices in general and specifically to get information about Metro
5. Satisfaction with the ability to get information about Metro using handheld devices
6. Non-users' likelihood of using handheld devices to get information about Metro
7. Riders' use of social networking sites
8. Riders' ability to print timetables and potential impact on attitudes toward Metro if printed timetables were not available

Sources of Information about Metro

All respondents were asked how they currently obtain information about Metro. These questions were changed in 2010 to gather additional insights into awareness and use of different sources. In past surveys, only use was measured, as follows:

> ***TECH1:*** *Which sources do you use to get information about Metro?*

Respondents were read a list of six items and then asked whether they used any other sources.

In 2010, the question was changed to read as follows:

> ***AWARE1****: I am going to read you a list of sources that provide information about Metro. As I read each one, please tell me if you are aware of the service and whether you have used the service?*

Respondents were read a list of 15 items. The list was randomized.

Awareness (measured as a combination of those who are aware but have not used and those who have used) is highest for the traditional information sources:

- Information at stops (97%)
- Printed timetables (93%)
- Metro's website (88%)
- Regional Trip Planner (83%)
- Information at transit centers and park-and-ride lots (82%)

Awareness of the rider information phone line is relatively low (57%).

- This figure is lower than expected. Use of the rider information phone line is relatively high—21 percent.

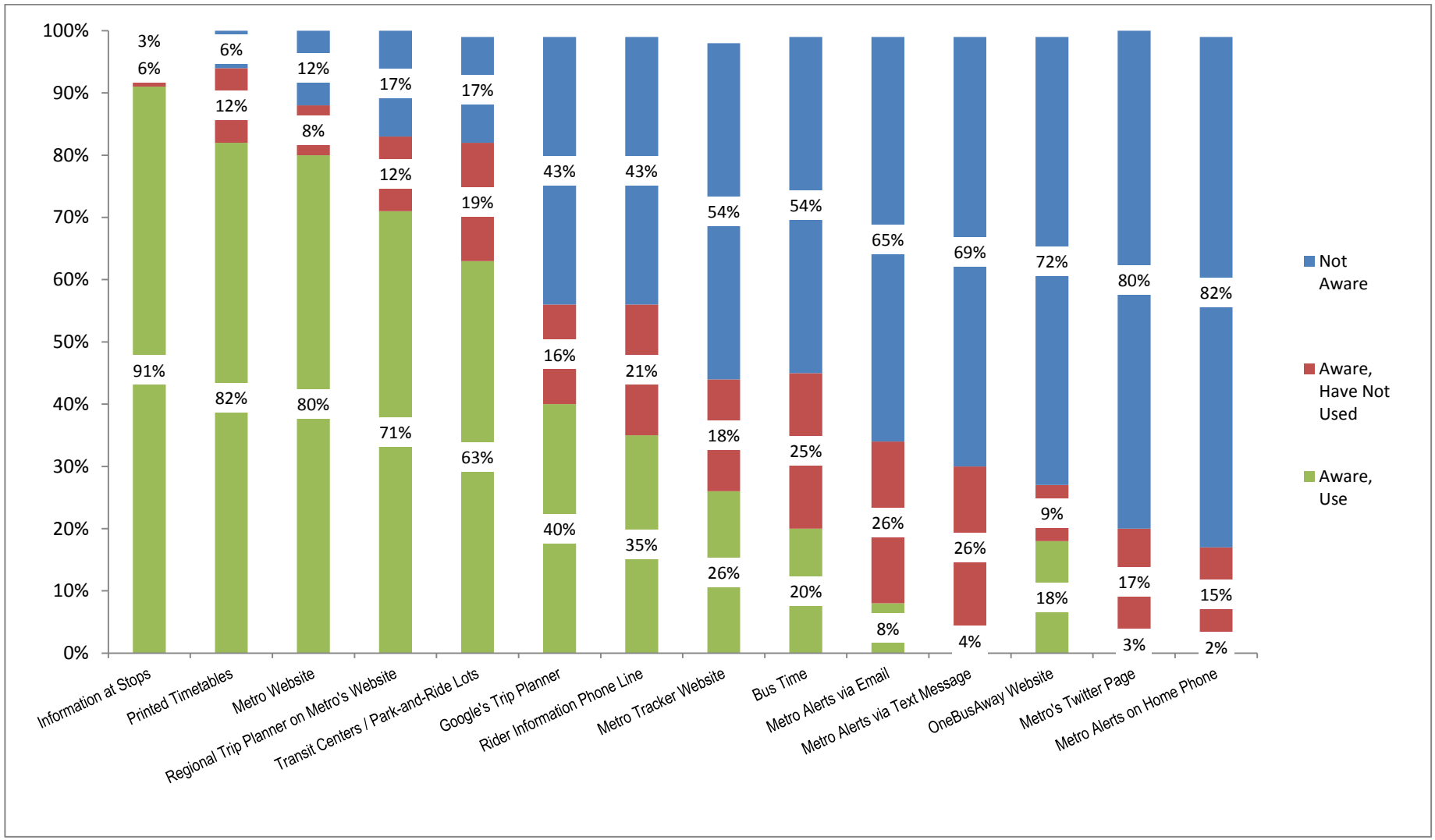
A second tier of awareness is for some of the newer technology:

- Google's Trip Planner (55%)
- Bus Time, Metro's automated information service (45%)
- Metro Tracker website (44%)

Awareness is relatively low for relatively new options for getting information about Metro:

- Metro alerts—34 percent aware of e-mail alerts, 30 percent aware of alerts via text message, and only 17 percent aware of alerts on home telephones
- One Bus Away website (27%)
- Metro's Twitter page (20%)

Figure 61: Awareness and Use of Information Sources



***Question AWARE1**: I am going to read you a list of sources that provide information about Metro. As I read each one, please tell me if you are aware of the service and whether you have used the service?*

***Base:** All Regular and Infrequent Riders (n = 1,140; n_w = 1,140)*

Awareness of the traditional information sources is generally the same for Regular and Infrequent Riders.

Awareness of the web-based sources—including Google's Trip Planner, Bus Time, and OneBus Away—is higher among Regular than Infrequent Riders.

Moreover, awareness of the ability to get Alerts from Metro and Metro's Twitter Page is higher among Regular than Infrequent Riders.

Table 106: Awareness of Information Sources by Rider Status

	All Riders	Regular Riders	Infrequent Riders
Base (weighted)	1,140	650	490
Base (unweighted)	1,140	830	310
Information at Stops	97%	97%	96%
Metro Website	88%	91%	84%
Printed Timetables	93%	94%	92%
Regional Trip Planner on Metro's Website	83%	86%	78%
At Transit Centers / Park-and-Ride Lots	82%	82%	83%
Rider Information Phone Line	57%	60%	52%
Google's Trip Planner	55%	**60%**	49%
Bus Time	45%	**51%**	38%
Metro Tracker Website	44%	**51%**	36%
Metro Alerts via Email	34%	**40%**	26%
Metro Alerts via Text Message	30%	**35%**	24%
OneBusAway Website	27%	**34%**	18%
Metro's Twitter Page	20%	**23%**	15%
Metro Alerts on Home Phone	17%	20%	15%
Other Website	12%	13%	10%

***Question AWARE1**: I am going to read you a list of sources that provide information about Metro. As I read each one, please tell me if you are aware of the service and whether you have used the service? (Multiple-response).*

The traditional information sources—information at stops, Metro's website, printed timetables, and the regional trip planner—all have high awareness (83% or more) and high use among those who are aware (86% or more).

Awareness of information at transit centers and park-and-ride lots is also relatively high (82%), but use of this source among those who are aware is lower (76%). This lower use is most due to the fact that not all Riders use transit centers or park-and-ride lots.

While awareness of Google's Trip Planner is lower (55%), use among those who are aware is relatively high (72%). Other information sources that have lower awareness but high use by those aware include:

- OneBusAway—27 percent aware, 67 percent use
- Metro Tracker website—44 percent aware, 59 percent use
- Bus Time—45 percent aware, 44 percent use
- Rider information phone line—57 percent aware, 45 percent use

The alerts and Metro's Twitter page have relatively low awareness and, among those aware, relatively low use:

- E-mail alerts—34 percent aware, 24 percent use
- Twitter page—20 percent aware, 15 percent use
- Text message alerts—30 percent aware, 13 percent use
- Alerts on home phone—17 percent aware, 11 percent use

There are few differences in use of the different sources of information between Regular and Infrequent Riders, with the exception of e-mail alerts and Metro's Twitter page.

Table 107: Use of Information Sources among Those Aware

	All Riders	Regular Riders	Infrequent Riders
Base (weighted)	1,140	650	490
Base (unweighted)	1,140	830	310
Information at Stops	94%	93%	95%
Metro Website	91%	91%	91%
Printed Timetables	87%	88%	86%
Regional Trip Planner on Metro's Website	86%	87%	84%
Other Website	81%	82%	79%
At Transit Centers / Park-and-Ride Lots	76%	78%	75%
Google's Trip Planner	72%	74%	68%
OneBusAway Website	67%	69%	61%
Metro Tracker Website	59%	58%	62%
Rider Information Phone Line	45%	46%	43%
Bus Time	44%	42%	47%
Metro Alerts via Email	24%	**30%**	13%
Metro's Twitter Page	15%	**19%**	8%
Metro Alerts via Text	13%	15%	11%
Metro Alerts on Home Phone	11%	12%	10%

Question AWARE1*: Which sources do you use to get information about Metro? (Multiple response)*

Base: *Those aware of information source; varies by source*

Preferred Sources for Getting Current Information from Metro

A question was added to measure Riders' interest in getting current information such as route changes or adverse weather conditions via different mechanisms.

Currently 8 percent of Metro Riders get alerts via e-mail from Metro. An additional one out of four (25%) Riders suggest they would be interested in getting current information from Metro via e-mail, suggesting that one-third (33%) of all Riders could be reached via e-mail.

- Interest in getting e-mail alerts jumps to 31 percent for Regular Riders, bringing the total that could be reached via e-mail to 43 percent of all Regular Riders.

Only 4 percent of Metro Riders currently get alerts via text messages.

- An additional 15 percent of all Riders and 20 percent of Regular Riders are interested in getting alerts via text messaging. Therefore 19 percent of all Riders and 24 percent of Regular Riders are interested in getting alerts via text messages.

Three percent (3%) of Metro Riders get alerts from Metro's Twitter page. An additional 7 percent say they would be interested in getting current information from this source.

Two percent (2%) of Metro Riders get alerts on their home telephone. Interest in getting alerts on their home phone is also relatively low (8%).

Table 108: Preferred Sources for Current Information by Rider Status

	Current Use	Interest	Total Potential
	All Riders		
E-Mail Alerts	8%	25%	33%
Text Messages Alerts	4%	15%	19%
Home Phone Alerts	2%	7%	10%
Twitter	3%	7%	10%
	Regular Riders		
E-Mail Alerts	12%	31%	43%
Text Messages Alerts	5%	20%	25%
Home Phone Alerts	2%	10%	12%
Twitter	4%	8%	12%
	Infrequent Riders		
E-Mail Alerts	3%	19%	22%
Text Messages Alerts	3%	10%	13%
Home Phone Alerts	1%	6%	7%
Twitter	1%	6%	7%

***Question AWARE2**: Would you be interested in getting current information about Metro such as route changes, adverse weather conditions, from ...*

***Base**: All Regular and Infrequent Riders who haven't used the service: Metro Twitter Page (n = 1,100; n_w = 1,106); Metro alerts via text messaging (n = 1,082; n_w = 1,094); Metro alerts via e-mail (n = 1,022; n_w = 1,045); Metro alerts on your home telephone (n = 1,109; n_w = 1,118)*

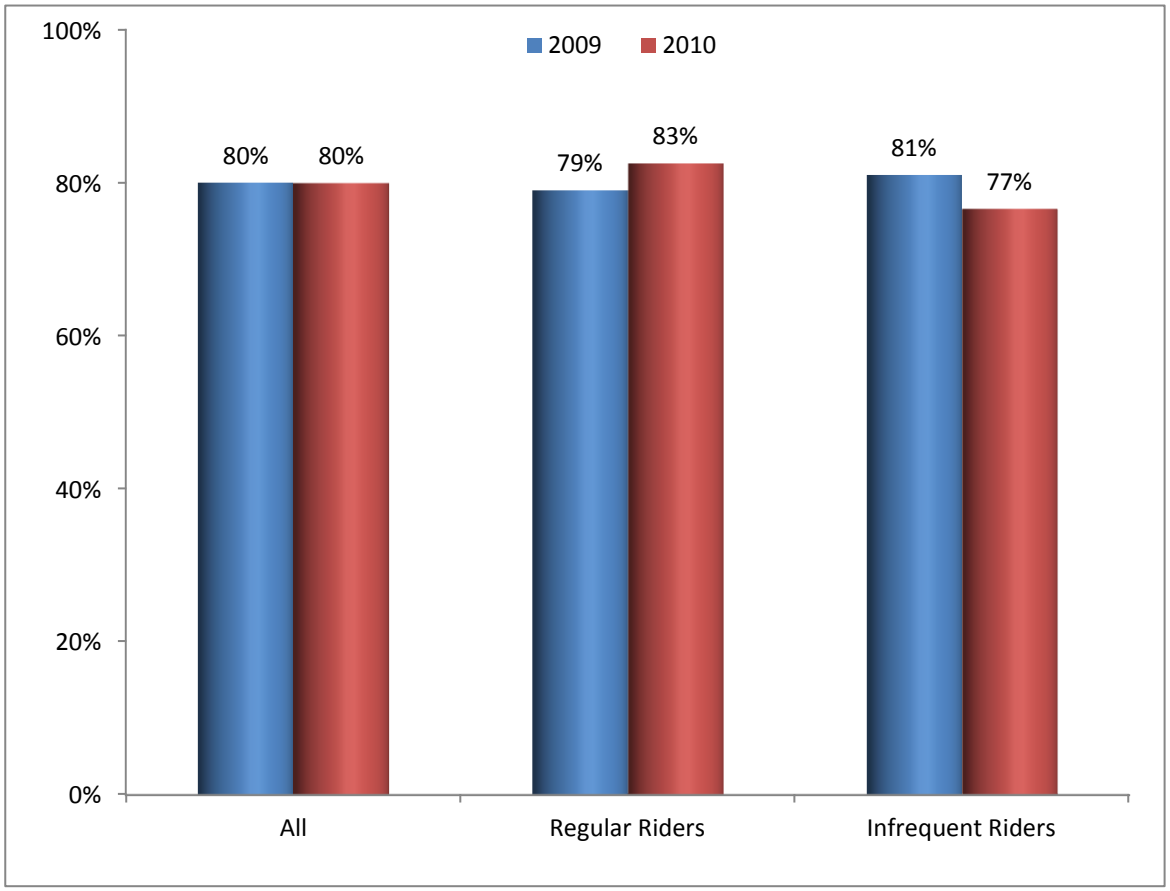
Use of Metro's Website

Questions were also included to provide additional insight into use of and satisfaction with Metro's website.

Four out of five (80%) Riders use Metro's website. There has been no change in usage from 2009.

- While not statistically significant, use of Metro's website has increased slightly among Regular Riders—from 79 percent in 2009 to 83 percent in 2010—and decreased by a corresponding amount among Infrequent Riders—from 81 percent in 2009 to 77 percent in 2010. This shift should be monitored.

Figure 62: Use of Metro's Website, 2009 to 2010

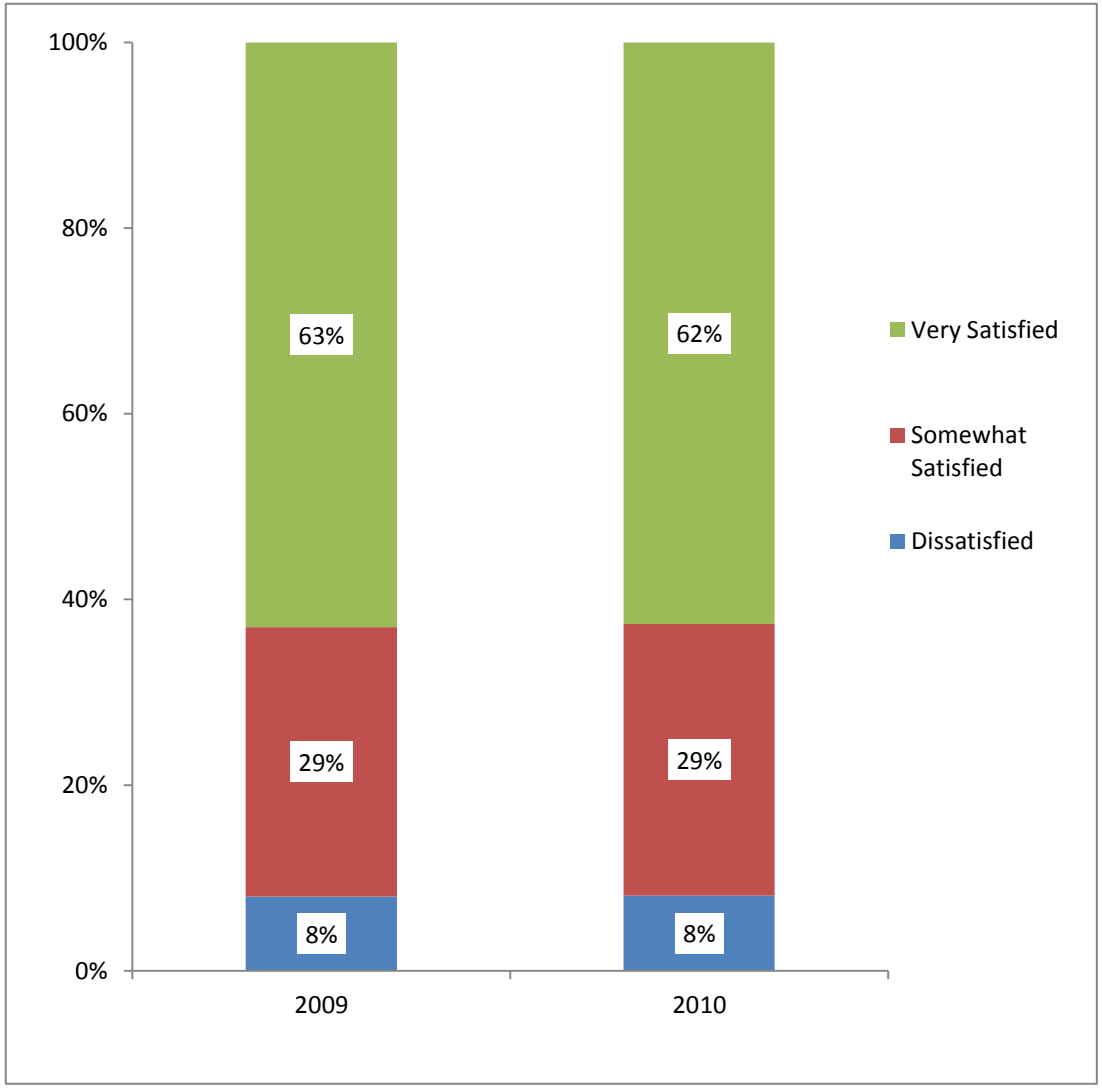


Question AWARE1B: *Have you visited Metro Transit's website at metro.kingcounty.gov?*
Base*: All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140); 2009 (n = 1,417; n_w = 712)*

Satisfaction with Metro's website is high—62 percent very satisfied and 29 percent somewhat satisfied for a total of 91 percent satisfied.

There has been no change in satisfaction levels since 2009. Satisfaction with Metro's website was not measured in 2007 and 2008.

Figure 63: Satisfaction with Metro's Website, 2009 to 2010

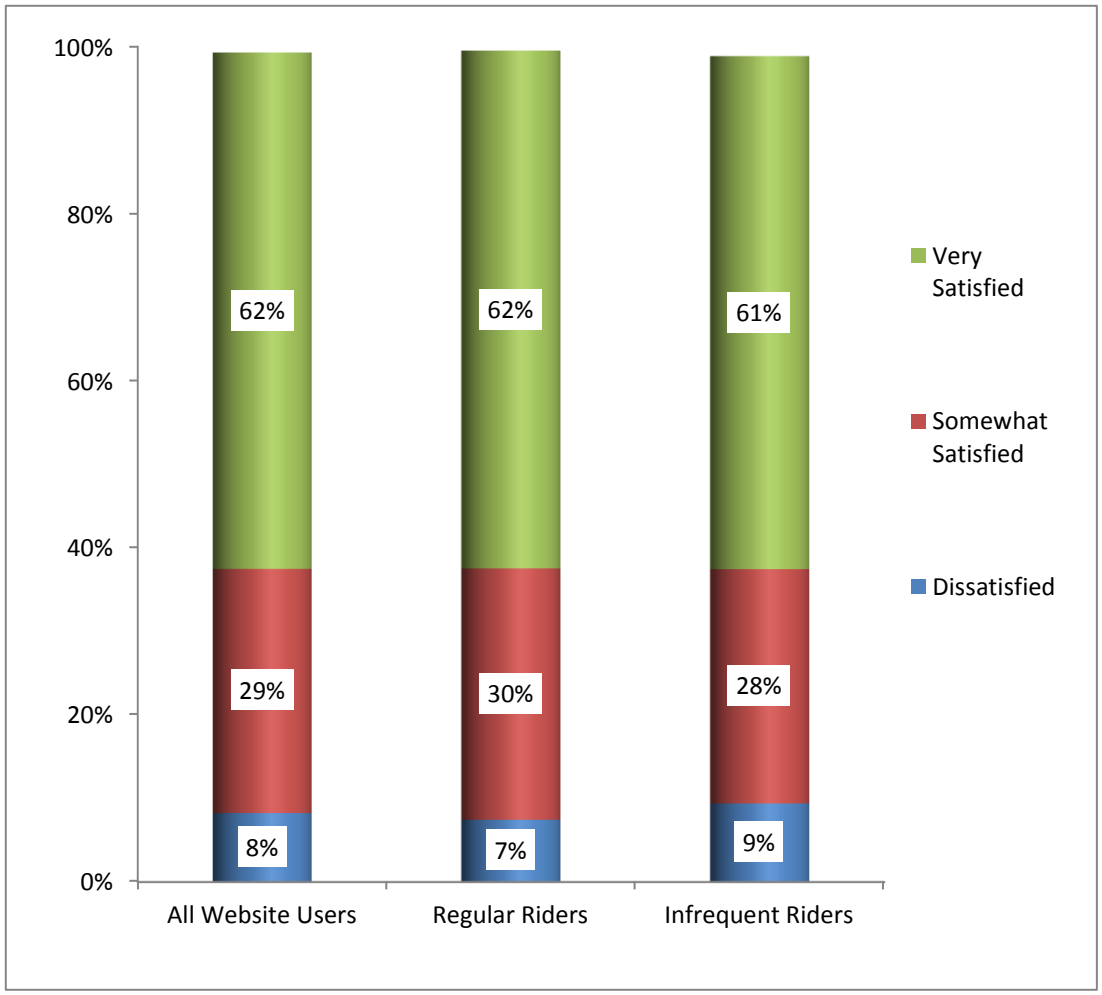


***Question TECH4A**: Overall, are you satisfied or dissatisfied with your ability to get information from Metro Transit's website at metro.kingcounty.gov?*

***Base**: All Regular & Infrequent Riders Who Use Website 2010 (n = 917 n_w = 912); 2009 (n = 1,229; n_w = 624)*

There are no significant differences in satisfaction with Metro's website between Regular and Infrequent Riders.

Figure 64: Satisfaction with Metro's Website by Rider Status



***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 and Infrequent Riders who use website (n = 917; n_w = 912); Regular Riders (n=685; n_w = 537); Infrequent Riders (n=232; n_w = 375)*

Handheld Technology Access

These questions were carefully reviewed and modified to get a better estimate of access to and use of handheld technologies—defined for the purposes of this study as a cell phone or other handheld device that is used to make or receive calls. This does not include handheld devices such as a tablet PC or iPad. Questions in the past focused mainly on measuring whether Riders owned these devices.

Nearly all (90%) Metro Riders have a cell phone or other handheld device that is used to make and receive calls.

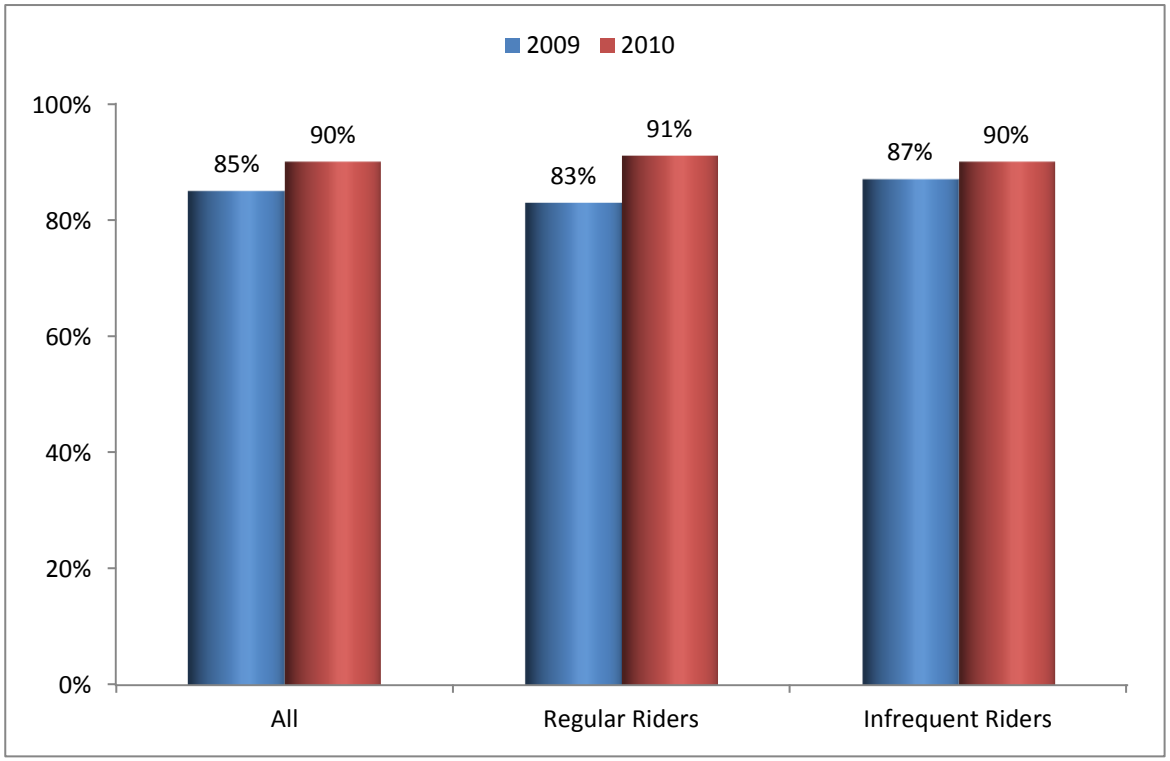
There has been a slight increase in the percentage of Metro Riders who have a mobile device since 2009—from 85 percent to 90 percent. It would be expected that continued increases will continue to be small with the current high levels of adoption.

- This increase is due primarily to an increase in the use of cell phones or comparable handheld devices among Regular Riders—increasing from 83 percent to 91 percent.

Riders who do not have a cell phone or handheld device are more likely than those who do to be:

- Older—24 percent are 65 and older
- Homemakers (32%) or retired (14%)
- Less affluent—50 percent have household incomes of $35,000 or less

Figure 65: Percentage of Riders Using Handheld Devices, 2009 to 2010



Computed variable based on Question LAND3: *In addition to your landline, do you have a cell phone or other handheld device that is used to make and receive calls?* ***and the cell phone sample.***
Base*: All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140); 2009 (n = 1,417; n_w = 712)*

More than four out of five (81%) Riders have the ability to send and receive text messages on a mobile device. Three out of four (74%) Riders with this capability actually use the capability.

- The extent to which Riders have text messaging capabilities has increased from 74 percent in 2009 to 81 percent in 2010.
- Among those with text messaging capabilities, 18 percent indicate that they would like to receive Metro alerts via text.

More than half (52%) of all Riders can send and receive e-mails on a mobile device. This question was not asked in 2009. Sixty-four percent (64%) of those who can send and receive e-mails on their device actually do so.

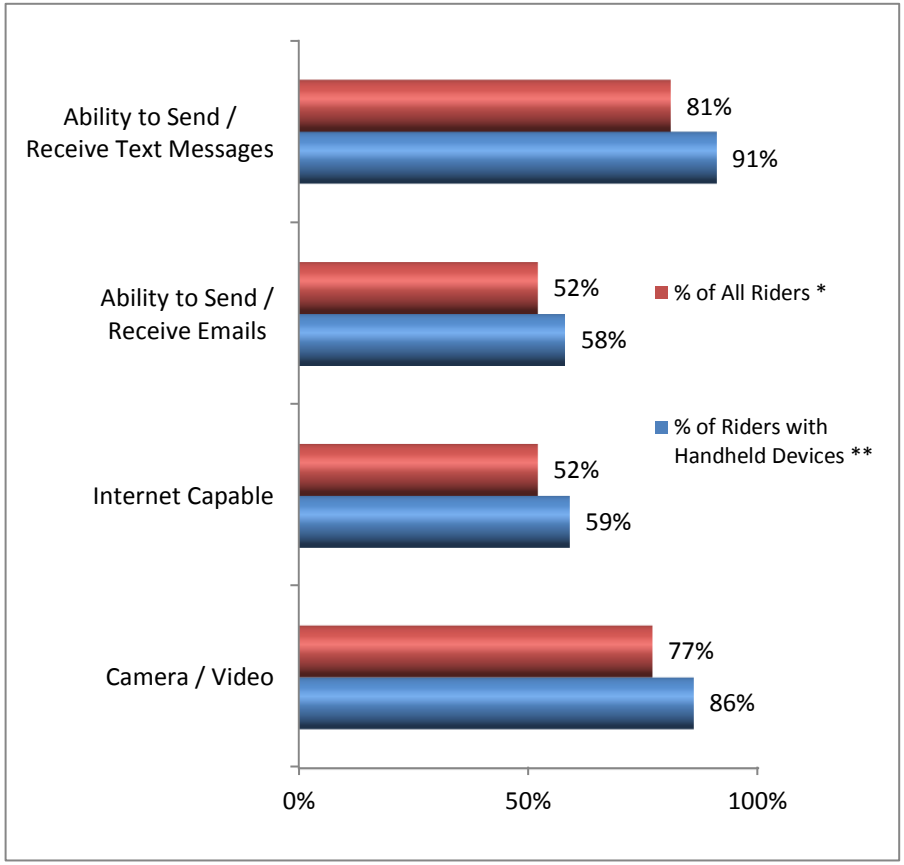
- Among those with e-mail access on their mobile device, 28 percent indicate that they would like to receive Metro alerts via e-mail.

The same percentage (52%) of all Riders have a mobile device that is Internet capable—up from 44 percent in 2009. Of those with Internet-capable devices, 64 percent use the device to get to the Internet.

More than three out of four Riders (77%) have mobile device that has a camera or video. Of those who do, nearly three out of four (74%) use the camera or video.

- This is a significant increase from 2009 when only 24 percent of all Riders reported having a camera or video on their phone.

Figure 66: Access to Handheld (Mobile) Technologies, 2010



***Question CELUSE1AA_1**: Does your [cell phone / handheld device] have the capability to access the internet?*

***Question CELUSE1AA_2**: Does your [cell phone / handheld device] have the capabilities to send and receive text messages?*

***Question CELUSE1AA_3**: Does your [cell phone / handheld device] have the capabilities to send and receive emails?*

***Question CELUSE1AA_4**: Does your [cell phone / handheld device] have a camera?*

***Base:** * All Regular and Infrequent Riders (n = 1,140; n_w = 1,140); ** Respondents with cell phone or handheld device (n = 1,004; n_w = 1,025);*

Nearly three out of five (56%) Riders use their handheld device to get information about Metro transit. This is down slightly from 2009, but this difference is not statistically significant.

- The decrease in the use of handheld devices is attributed entirely to a decrease in their use by Infrequent Riders—42 percent in 2010 compared to 55 percent in 2009.
- Regular Riders' use increased slightly—from 62 percent to 66 percent.

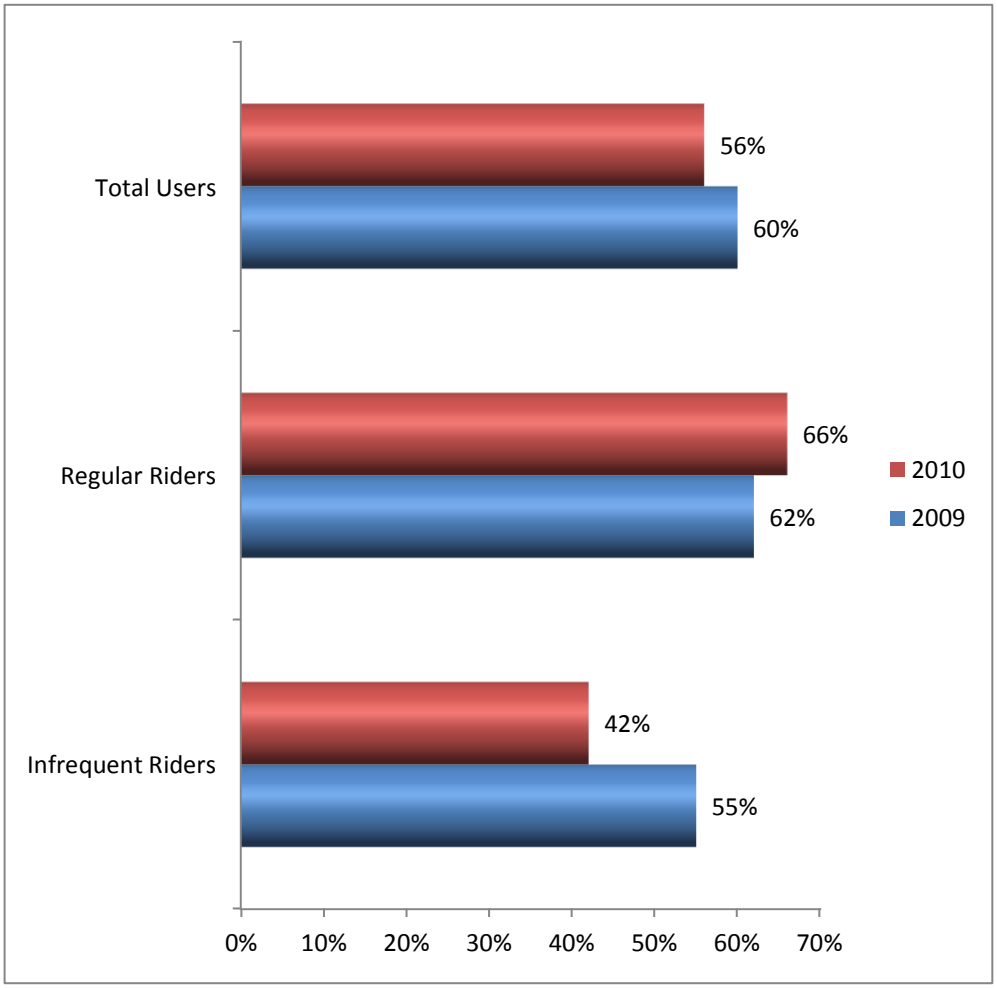
Overwhelmingly, Riders using a handheld device to get information about Metro are looking for information on bus schedules or timetables.

- Schedule information—76 percent
- Update on when the next bus would arrive—29 percent
- Trip planner—14 percent
- Adverse weather reports—6 percent
- Information on service changes—6 percent

Reasons given for not using their device to get information on Metro include:

- No need—34 percent
- Use laptop or desktop—29 percent
- Costs to use Internet on phone or don't have service—23 percent
- Don't ride often enough—9%

Figure 67: Use of Handheld or Mobile Device to Get Information about Metro Transit, 2009 to 2010



***Question CELUSE2A**: Have you personally used your [cell phone / handheld device] to get information about King County Metro transit from the internet?*

***Base:** Regular and Infrequent Riders who use cell phone or handheld device to access Internet 2010 (n = 607; n_w = 599); 2009 (n = 378; n_w = 195);*

There are no significant differences in the extent to which riders living in different areas have access to the different technologies available on hand-held mobile devices.

Table 109: Access to Hand-Held (Mobile) Technologies by Planning Subareas

	All Riders	Seattle / N. King	South King	East King
Send and Receive Text Messages	91%	91%	89%	92%
Send and Receive E-Mails	58%	59%	57%	63%
Internet-Capable	59%	59%	57%	63%
Camera / Video	86%	85%	88%	89%

Riders living in Seattle / North King County are the most likely riders to use a mobile device to get information about Metro from the Internet—61 percent.

Those living in South King County are the least likely—43 percent.

Table 110: Use of Mobile Devices to Get Information About Metro from the Internet

	% Use Mobile Devices to Get Information About Metro from the Internet
All Riders	56%
Seattle / N. King	61%
South King	43%
East King	52%

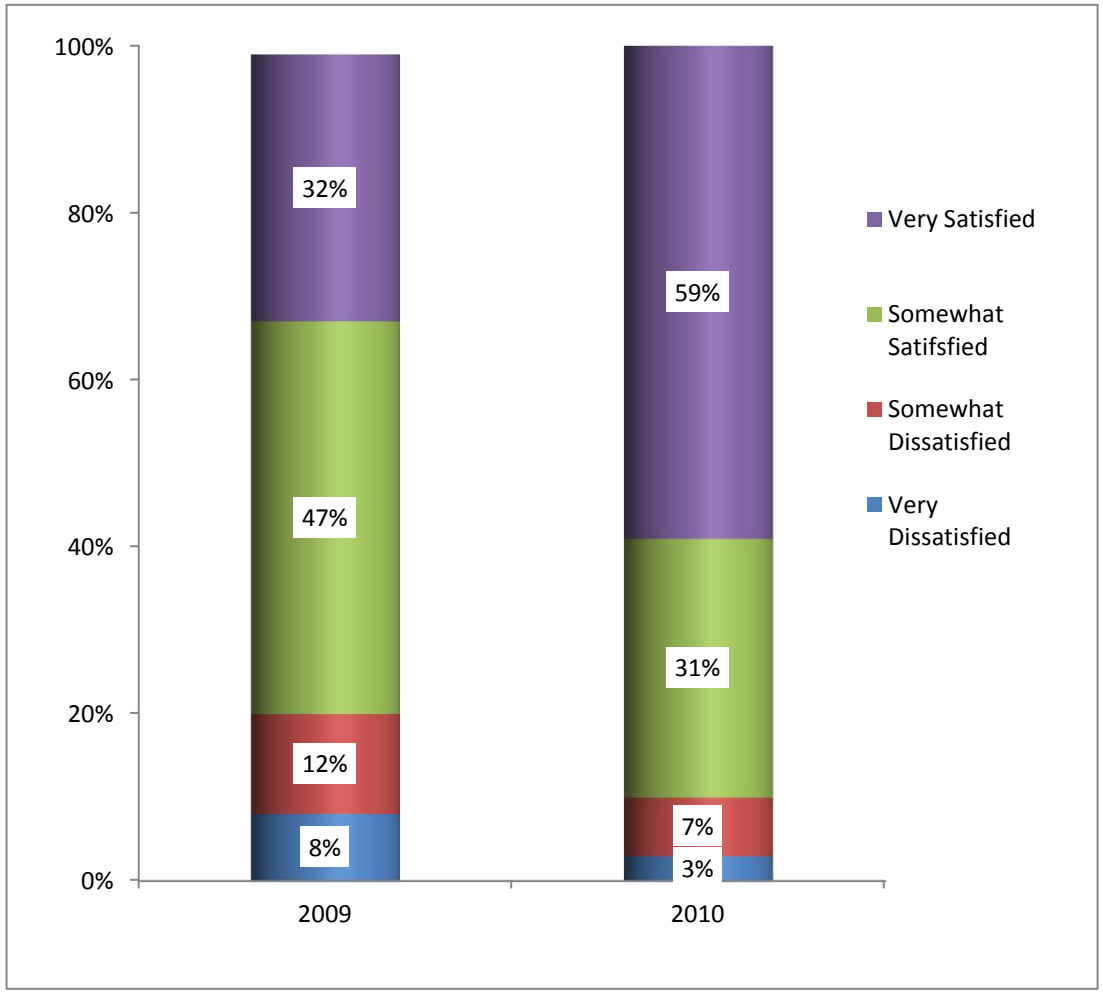
Overall, users are satisfied with their ability to get the information they need about Metro on their handheld devices—59 percent are very satisfied and 31 percent are somewhat satisfied, for a total satisfaction measure of 90 percent.

- This is significantly higher than in 2009 when just 79 were satisfied. Notably, the percentage of very satisfied nearly doubled—from 32 percent to 59 percent. This improvement is most likely due to the technology improvements in the actual handheld devices (e.g., greater speed and more coverage) as well as improvements in the specific applications.

Satisfaction is similar across all user segments.

- Riders living in North King County are the most likely to suggest they are very satisfied—63 percent compared to 49 percent of those in South and East King.

Figure 68: Satisfaction with Ability to Get Information about Metro on Handheld or 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:** Regular and Infrequent Riders who use cell phone or handheld device who used device to get information about Metro 2010 (n = 350; n_w = 336); 2009 (n = 221; n_w = 115)*

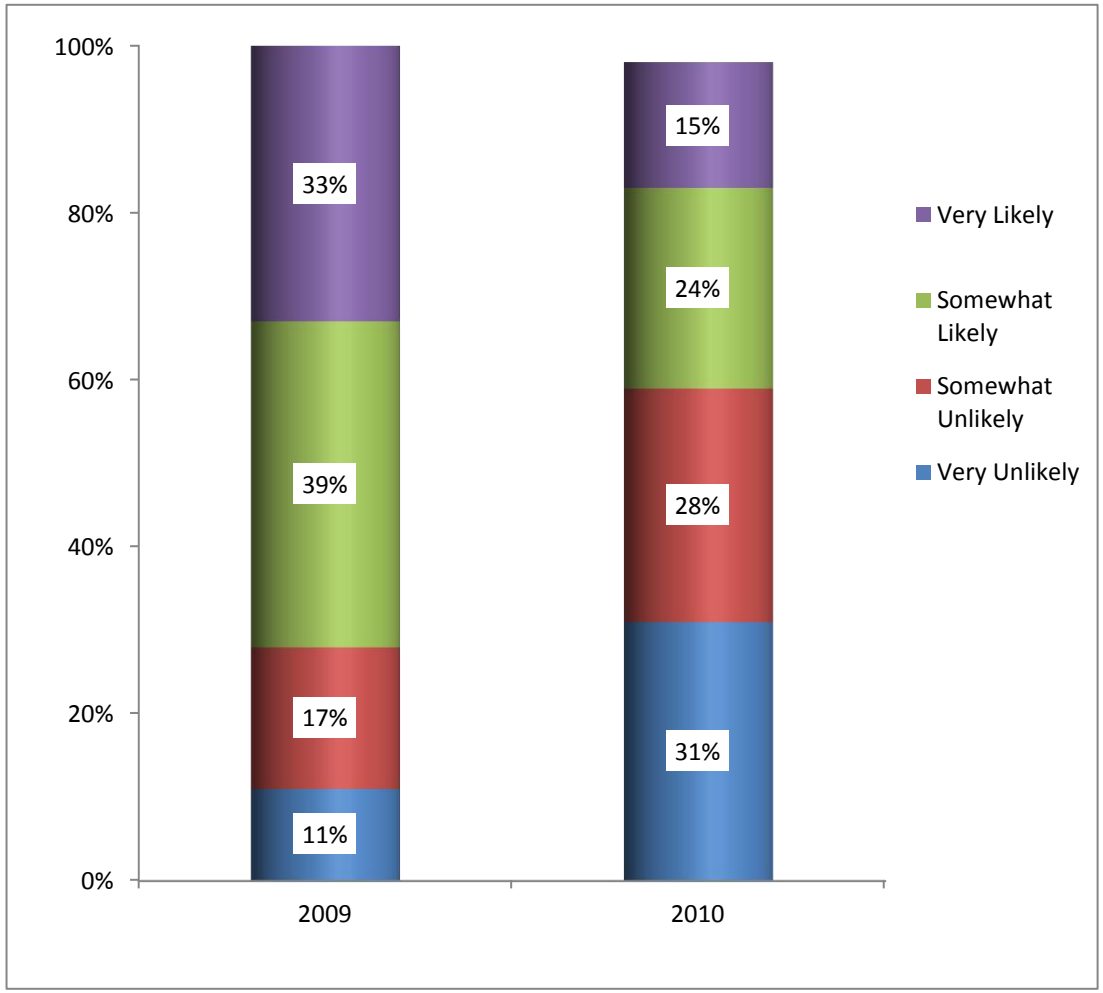
The likelihood of increased usage (use by non-users) has decreased from 2009. The percentage very likely decreased from 33 percent to 15 percent. The percentage very unlikely tripled—from 11 percent to 31 percent.

- This decrease would suggest that those interested in using mobile to get information on Metro services started doing so early on and those that do not use the service are not very interested.

Table 111: Non-Users' Likelihood of Using Mobile Device to Get Information on Metro Service(s) by Rider Status

	2009	2010
	Regular Riders	
Very Likely	29%	14%
Somewhat Likely	36%	26%
Somewhat Unlikely	18%	22%
Very Unlikely	16%	35%
	Infrequent Riders	
Very Likely	39%	16%
Somewhat Likely	42%	22%
Somewhat Unlikely	16%	33%
Very Unlikely	3%	27%

Figure 69: Non-Users' Likelihood of Using 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 or handheld device with Internet access who have not used device to get information about Metro 2010 (n = 255; n_w = 260); 2009 (n = 156; n_w = 79)*

Social Networking

More than half (54%) of all Metro Riders personally use social networking sites such as Facebook, Twitter, and LinkedIn.

- Less than half (46%) of all riders used social media in 2009.

Regular Riders are more likely than Infrequent Riders to use social networking sites—58 percent compared to 49 percent, respectively.

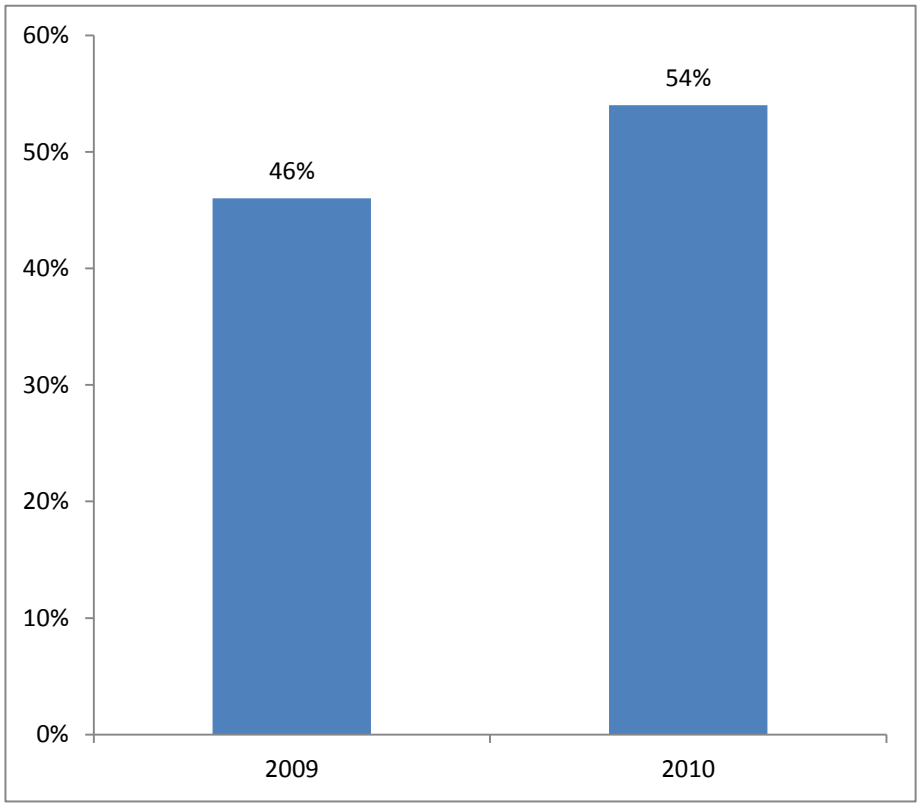
- In 2009 there were no differences in use between Regular and Infrequent Riders, suggesting that use of social networking sites has increased at a greater rate among Regular Riders.

Facebook is by far the most used site—used by 93 percent of all Riders involved in social networking. LinkedIn is used by 36 percent of Riders involved in social networking, and 17 percent use Twitter.

As would be expected, use of social networking sites is related to age.

- Seventy-seven percent (77%) of those between the ages of 16 and 34 use social media. This drops to 56 percent among those between 35 and 54. It continues to fall off among older Riders—31 percent among those 55 to 64 and 20 percent among those 65 and older.

Figure 70: Use of Social Networking Sites



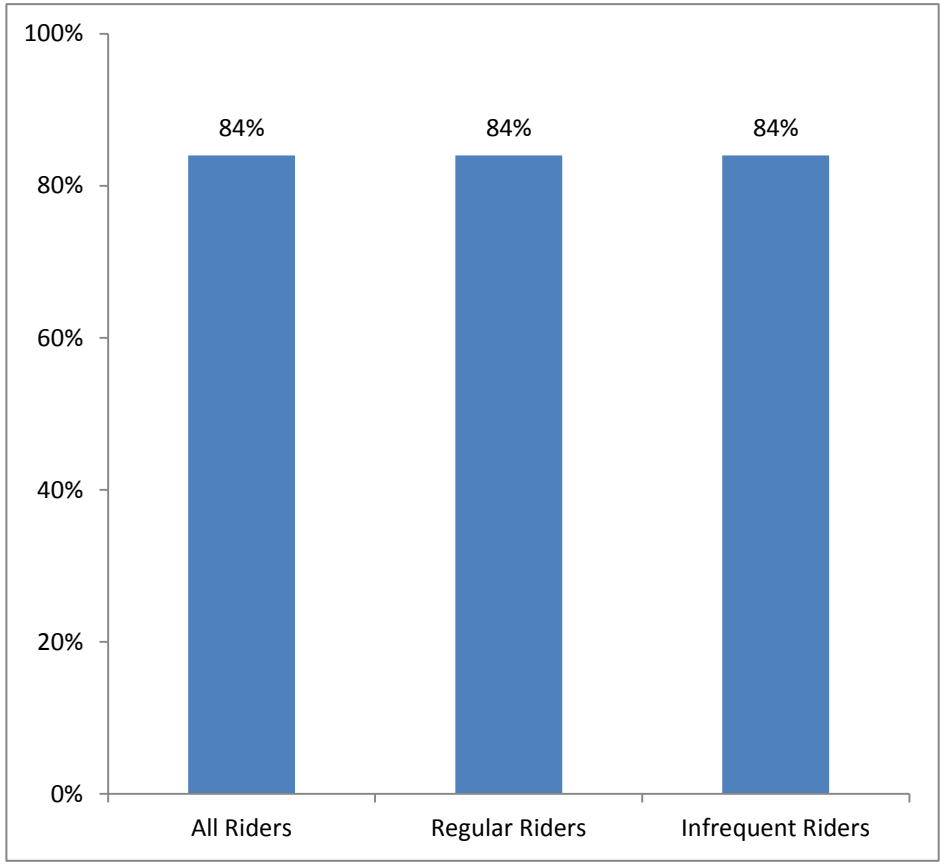
Question SOCIAL1A: *Do you personally use social networking sites like Twitter, Facebook, or LinkedIn?*

Base*: All Regular and Infrequent Riders 2010 (n = 1,140; n_w = 1,140); 2009 (n = 1,417; n_w = 712)*

Printed Timetables

Most (84%) Metro Riders could print timetables if necessary. There were no differences between Regular and Infrequent Riders

Figure 71: Percentage of Metro Riders Who Could Print Timetables

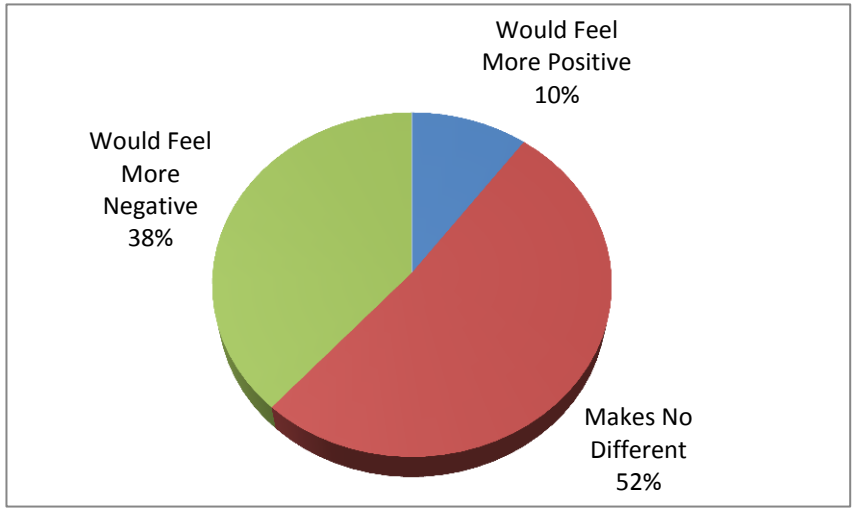


***Question TECH2A**: If Metro stopped printing timetables in order to save money, would you be able to print them out yourself using Metro's website?*
***Base:** All Regular and Infrequent Riders who use printed timetables (n = 921; n_w = 930)*

The impact on customer impressions of Metro could be quite negative if the agency stopped printing timetables.

- Nearly two out of five (38%) Riders say that they would feel more negatively toward Metro.
- More than four out of five (82%) Riders use printed timetables as a source of information. Moreover, satisfaction with their ability to get printed timetables decreased in 2010.

Figure 72: Impact on Brand if Stop Printing Timetables



***Question TECH2C**: If Metro were to stop printing timetables, would this make you feel more positive about Metro, more negative about Metro, or would it make no difference to you?*
***Base:** All Regular and Infrequent Riders who use printed timetables (n = 921; n_w = 930)*

Appendix

Weighting

Overview

A total of 1,140 surveys were completed for the 2010 Metro Rider Survey. The survey uses a complex disproportionate stratified sampling plan in which regular riders and infrequent 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 regular riders and infrequent 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 national estimates are that 26.6 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 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 254 surveys or 22 percent of the total sample were completed from within this cell phone sample – 171 respondents who were cell phone only and 83 respondents who primarily used their cell phone.

The probability of selection weighting was first changed in 2009 and continued in 2010 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 112: Assumptions and Rules for Developing Probability of Selection Weights

Rule (Telephone Access)	Number in Sample (All Contacts)	Incidence in Sample (%)	Number of Telephone Lines	Weight
Single Landline / No Cell Phone	1,309	21%	1	1
Multiple Landlines / No Cell Phone	116	2%	2	.5
Cell Phone Only / No Landline	494	8%	1	1
Cell Phone / Landline Contacted on Cell Phone	362	6%	1	1
Landline & Cell Phone / Primarily Use Cell Phone / Contacted on Landline	1,295	21%	2	.5
Landline & Cell Phone / Use Both Equally / Contacted on Landline	1,048	17%	2	.5
Landline & Cell Phone / Primarily Use Landline / Contacted on Landline	1,444	23%	1	1
Landline & Cell Phone / Unknown which is used primarily / Contacted on Landline	82	1%	1	1

While the cell phone sample yielded 171 (or 15% 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 2009 for national-level estimates of landline households without a wireless telephone.

The final probability of selection weight is the original weight multiplied by the adjustment illustrated below.

Table 113: Final Adjustments to Probability of Selection Weight

	% in Sample*	% in Population	Weight	Final Probability of Selection Weight
Cell Phone Only	10.0%	16.3%	1.630	1.630
Landline Only	27.8%	14.9%	0.536	0.514
Both	62.2%	68.8%	1.106	0.800

** 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.

Data for establishing the Rider / Infrequent Rider incidence were derived from the records of all households contacted during the interviewing period as described in the section above. Rider / Infrequent Rider weights were computed based on information from those who completed the entire survey, those who refused to complete the survey but supplied ridership data, and respondents who were dispositioned as over-quota. See following section on Incidence of Regular Rider Households for further information on incidence calculations.

Data for establishing the proportion by area 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 2010 estimates projected from the Census 2000 by SCAN/US, Inc..

Table 114: Rider Subarea Household Population

	Number of Households	% of Households
Seattle / North King County	305,679	38%
South King County	279,199	35%
East King County	213,336	27%
Total	798,214	100%

The county household incidence is the number of households in each area multiplied by the household incidence in each area. The results are in the table below:

Table 115: County Household Incidence

	Household Incidence by Area			Households	County Household Incidence		
	Regular Rider	**Infrequent**	**Non-Rider**	**#**	**Regular Rider**	**Infrequent**	**Non-Rider**
Seattle / North King County	41.9%	15.9%	42.1%	305,679	128,166	48,742	128,771
South King County	14.1%	9.3%	76.5%	279,199	39,461	26,022	213,716
East King County	14.8%	12.8%	72.4%	213,336	31,538	27,331	154,467
Total				798,214	199,165	102,095	496,954

The next step was to establish a reasonable estimate of the actual number of Regular Riders and Infrequent Riders in each area. To do this the average number of Regular and Infrequent Riders in Regular Rider households and the average number of Infrequent Riders in Infrequent Rider households from the completed interviews were used.

Table 116: Average Number of Regular and Infrequent Riders by Household Type

	Regular Riders			Infrequent Riders	
Population	Households	Average # of Regular Riders per Regular Rider Household	Average # of Infrequent Riders in Regular Rider Households	Households	Average # of Infrequent Riders in Infrequent Rider Households
Seattle / North King County	128,166	1.48	0.29	48,742	1.60
South King County	39,461	1.34	0.22	26,022	1.42
East King County	31,538	1.23	0.30	27,331	1.52

Then the Individual Rider population is calculated as follows:

*Regular Rider Population = (Regular Rider Households * Average # of Regular Riders per Regular Rider Household)*

*Infrequent Rider Population = (Regular Rider Households * Average # of Infrequent Riders per Regular Rider Household) + (Infrequent Rider Households * Average # of Infrequent Riders in Infrequent Rider Households)*

Table 117: Individual Rider Population by Rider Status and Subarea

Individual Rider Population	**Regular Riders**		**Infrequent Riders**	
Seattle / North King County	189,686	**38.5%**	115,156	**23.4%**
South King County	52,878	**10.7%**	45,633	**9.3%**
East King County	38,791	**7.9%**	51,004	**10.3%**
Total	281,355	100.0%	211,792	100.0%

Data is weighted based on the ridership status of the individual respondent, regardless of whether there was a rider in the household. That is, an Infrequent Rider is weighted as an Infrequent Rider even if there was a Regular Rider in the household.

Table 118: Completed Interviews by Individual Rider Status and Subarea

Completed Interviews	Regular Riders		Infrequent Riders	
Seattle / North King County	409	**35.9%**	130	**11.4%**
South King County	205	**18.0%**	84	**7.4%**
East King County	216	**18.9%**	96	**8.4%**
Total	830	100.0%	310	100.0%

The proportion of the Regular and Infrequent Rider population were then divided by the proportion of Regular and Infrequent Rider interviews in the respective areas to compute the following final weights:

Table 119: Individual Rider / Non-Rider Weights within Subareas

	Regular Riders	Infrequent Riders
Seattle / North King County	**1.072**	**2.048**
South King County	**0.596**	**1.256**
East King County	**0.415**	**1.228**

The results from the weighting process are summarized in the following table.

Table 120: Weighting

	All Respondents		Regular Riders*		Infrequent Riders*	
	n	**n_w**	**n**	**n_w**	**n**	**n_w**
Seattle / North King County	539	705	409	438	130	266
South King County	289	228	205	122	84	105
East King County	312	208	216	90	96	118
Total	1,140	1,140	830	650	310	490

** 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 overall 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 121: Individual versus Household Rider / Non-Rider Proportions

	Total King County		Seattle / North King County		South King County		East King County	
	Individual	Household	Individual	Household	Individual	Household	Individual	Household
Regular Riders	20%	25%	34%	42%	11%	14%	12%	15%
Infrequent Riders	10%	13%	14%	16%	6%	9%	9%	13%
Nonriders	70%	62%	52%	42%	82%	77%	79%	72%

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 of the economy and (2) decrease in gasoline prices.

Table 122: Household Rider / Non-Rider Proportions by Year

	2001	2002	2003	2005	2006	2007	2008	2009	2010
Regular Riders	18%	23%	25%	25%	26%	28%	28%	24%	25%
Infrequent Riders	21%	13%	8%	13%	12%	12%	14%	13%	13%
Nonriders	61%	65%	68%	63%	62%	60%	58%	64%	62%

Table 123: Household Rider / Non-Rider Proportions within Subarea by Year

	2001	2002	2003	2005	2006	2007	2008	2009	2010
Seattle / North King County									
Regular Riders	38%	37%	38%	37%	40%	41%	40%	40%	42%
Infrequent Riders	16%	17%	10%	16%	14%			16%	16%
Nonriders	72%	46%	52%	46%	46%			44%	42%
South King County									
Regular Riders	16%	13%	18%	16%	17%	20%	21%	13%	14%
Infrequent Riders	12%	9%	5%	9%	9%			9%	9%
Nonriders	71%	78%	79%	75%	73%			78%	77%
East King County									
Regular Riders	14%	12%	13%	16%	17%	19%	22%	14%	15%
Infrequent Riders	15%	11%	7%	11%	10%			12%	13%
Nonriders	61%	77%	80%	73%	73%			75%	72%

Questionnaire

2010 METRO RIDER / NONRIDER

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.

INTRODUCTION

[PROGRAMMING: SECTION FOR TIMING]

INTRO RIDER [RDD & AGE-TARGETED SAMPLES]

(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 including the South Lake Union Street Car, 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: Is there someone in your household that has ridden on King County Metro Transit System at least once, including the South Lake Union Street Car in the last 30 days? **[ASK TO SPEAK TO RIDER]**

IF NO REGULAR OR INFREQUENT 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 OR INFREQUENT RIDER AVAILABLE
2 NO RIDER IN THE HOUSEHOLD – ASK SCR1, SCR1A, SCR1B,SCR2, SCR3, SCR4, SCR5, GENDER, 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]

(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

[PROGRAMMING: NEW SECTION FOR TIMING]

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

REF1 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]

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 **or** the South Lake Union Street Car 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.

[AS 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 [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 or the South Lake Union Streetcar?
[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, 5 OR MORE RIDES (Metro) - RIDER [SKIP TO REF5]
2 YES, 5 OR MORE RIDES (Streetcar) – RIDER [SKIP TO REF5]
3 NO, 1 TO 4 RIDES (Metro) - INFREQUENT RIDER [SKIP TO REF5]
4 NO, 1 TO 4 RIDES (Streetcar) - INFREQUENT RIDER [SKIP TO REF5]
5 NO, 0 RIDES / NEVER RIDE (Metro) - NONRIDER [SKIP TO REF5]
6 NO, 0 RIDES / NEVER RIDE (SLUSC) - NONRIDER [SKIP TO REF5]
9 DK / REF

REF4 [IF REF3 = 9] Would that be more than 4 rides?

1 YES, 5 OR MORE RIDES (Metro) - RIDER
2 YES, 5 OR MORE RIDES (Streetcar) – RIDER
3 NO, 1 TO 4 RIDES (Metro) - INFREQUENT RIDER
4 NO, 1 TO 4 RIDES (Streetcar) - INFREQUENT RIDER
5 NO, 0 RIDES / NEVER RIDE (Metro) - NONRIDER
6 NO, 0 RIDES / NEVER RIDE (SLUSC) - NONRIDER
9 DK / REF [SKIP TO THANK8]

PROGRAMMER: CREATE VARIABLE = RIDESTAT

1 REGULAR RIDER
2 INFREQUENT RIDER
3 NONRIDER

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)
98101 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 9804198045 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

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]
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 [CELL ONLY QUOTA]
9 REFUSED

REF 10B [ASK IF: REF10A EQ 1] Do you primarily use your cell phone or landline?

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)

PROGRAMMER NOTE:

THIS VARIABLE IS LEFT OVER FROM RIDER/NON-RIDER, NON-RIDERS WILL BE SCREENED OUT BUT KEEP THIS VARIABLE WORKING LIKE THIS ANYWAY.

REF13 [IF RIDESTAT = 1 OR 2] 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]

[PROGRAMMING: NEW SECTION FOR TIMING]

SCREENER

SCR1 [SKIP IF REF13=1] 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=1] Including 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 <u>or</u>** the South Lake Union Street Car in the last 30 days?

A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

Do not count rides taken entirely within the downtown Seattle Ride Free Area.

[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 QUESTIOI 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 or** the South Lake Union Street Car 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
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 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]

SCR4A [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 and not including the South Lake Union Street Car?

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 METRO BUS RIDES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

SCR5A [IF SCR4A GE 98 SKIP IF REF13=1] Would that be more than 4 rides on a Metro Bus?

1 YES, 5 OR MORE RIDES (Metro) - RIDER
2 NO, 1 TO 4 RIDES (Metro) - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE (Metro) - NONRIDER
9 DK / REF [SKIP TO THANK8]

SCR4B [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 **the South Lake Union Street Car**?

A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

_____ ENTER NUMBER OF STREETCAR RIDES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

PROGRAMMER NOTE: SUM OF METRO RIDES AND SOUTH LAKE UNION STREET CAR RIDES USED TO DETERMINE RIDER STATUS.

SCR5B [IF SCR4B GE 98 SKIP IF REF13=1] Would that be more than 4 rides on the South Lake Union Street Car?

1 YES, 5 OR MORE RIDES (SLUSC) – RIDER
2 NO, 1 TO 4 RIDES (SLUSC) - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE (SLUSC) - NONRIDER
9 DK / REF [SKIP TO THANK8]

PROGRAMMER NOTE: USE BUS AND STREETCAR TO DETERMINE RIDER STATUS.

SCR6 [IF SCR3 GE 1 AND [(SCR4A AND SCR4B LT 5) OR (SCR5A OR SCR5B = 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]

SCR7A1 [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 and not including the South Lake Union Street Car?

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 METRO BUS RIDES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

SCR7B1 [IF SCR7A1 GE 98 SKIP IF REF13=1] Would that be more than 4 rides on a Metro Bus?

1 YES, 5 OR MORE RIDES (Metro) - RIDER
2 NO, 1 TO 4 RIDES (Metro) - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE (Metro) - NONRIDER
9 DK / REF [SKIP TO THANK8]

SCR7A2 [IF SCR6=1 OR SCR3A=2 OR SCR3B=2] Thinking about the last 30 days, how many **one-way rides** have **you personally** taken on **the South Lake Union Street Car**?

A round trip counts as two one-way rides. A trip where you had to transfer buses counts as one ride.

_____ ENTER NUMBER OF STREETCAR RIDES
97 97 OR MORE
98 DON'T KNOW
99 REFUSED

SCR7B2 [IF SCR7A2 GE 98 SKIP IF REF13=1] Would that be more than 4 rides on the South Lake Union Street Car?

1 YES, 5 OR MORE RIDES (SLUSC) – RIDER
2 NO, 1 TO 4 RIDES (SLUSC) - INFREQUENT RIDER
3 NO, 0 RIDES / NEVER RIDE (SLUSC) - NONRIDER
9 DK / REF [SKIP TO THANK8]

PROGRAMMER: CREATE VARIABLE = RIDESTAT

1 **REGULAR RIDER** – IF REF3<=2 OR REF4<=2 OR (SUM OF SCR4A+SCR4B>=5) OR (SCR5A=1 OR SCR5B=1) OR (SUM OF SCR7A1+SCR7A2>=5) OR (SCR7B1=1 OR SCR7B2=1)
2 **INFREQUENT RIDER** - IF REF3=3 OR 4 OR REF4=3 OR 4 OR (SUM OF SCR4A+SCR4B=1-4) OR (SCR5A=2 OR SCR5B=2) OR (SUM OF SCR7A1+SCR7A2=1-4) OR (SCR7B1=2 OR SCR7B2=2).
3 **NONRIDER** – IF REF3=5 OR 6 OR REF4=5 OR 6 OR SCR2=0 OR SCR3=0 OR (SUM OF SCR4A+SCR4B=0) OR (SCR5A=3 AND SCR5B=3) OR (SCR7B1= AND SCR7B2=3)

PROGRAMMER NOTE:

THIS VARIABLE IS LEFT OVER FROM RIDER/NON-RIDER, NON-RIDERS WILL BE SCREENED OUT BUT KEEP THIS VARIABLE WORKING LIKE THIS ANYWAY.

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)
98101 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?

1 PRIMARILY CELL PHONE – PRIMARILY CELL
2 PRIMARILY LANDLINE – SKIP TO DEMO8 – NQ LANDLINE
3 BOTH EQUALLY – PRIMARILY CELL
9 DON’T KNOW / REFUSED-SCREENER REFUSAL

[PROGRAMMING: NEW SECTION FOR TIMING]

IF NONRIDER (RIDESTAT=3), ASK MET8B, LAND1-4, DEMO8 THEN THANK AND TERMINATE (NQ - NONRIDER)

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

[PROGRAMMING: NEW SECTION FOR TIMING]

METRO RIDERSHIP – ALL RIDERS / INFREQUENT RIDERS
[ASK IF RIDESTAT = 1 OR 2; OTHERWISE SKIP TO MET8A]

MET1A Did you start riding the bus after September of 2009?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
9 DON'T KNOW / REFUSED

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

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 / BUSINESS / COMMUTING
2 TO/FROM SCHOOL
3 TO/FROM VOLUNTEERING
4 SHOPPING / ERRANDS
5 APPOINTMENTS ***/ DOCTOR VISITS***
6 FUN / RECREATION / SOCIAL / VISIT FRIENDS & FAMILY / SPORTING EVENTS
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.?
- 1 YES
- 2 NO
- 9 DON'T KNOW/REFUSED

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)

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

MET8A [IF MET7 GT 1 AND LT 9] Do you ever transfer to or from Metro to . . .

[READ LIST AND SELECT ALL THAT APPLY]

1 Link Light Rail
2 A Sound Transit Bus
3 NEITHER
9 DON'T KNOW / REFUSED

MET8B [IF MET8 = 1] How has Link affected the frequency with which you ride Metro. Are you riding?

1 More
2 Less
3 Has had no affect
9 DON'T KNOW / REFUSED

MET9 Do you ever get on or off the bus within the downtown Seattle transit tunnel?

1 YES
2 NO
9 DON'T KNOW / REFUSED

[PROGRAMMING: NEW SECTION FOR TIMING]

FARE PAYMENT - ALL RIDERS/INFREQUENT RIDERS -- [RIDESTAT = 1 OR 2]

FARE1 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]

1 An ORCA card,
2 Cash
3 A Regional Reduced Fare Permit that is not on an ORCA card with a pass sticker,
4 A Regional Reduced Fare Permit that is not on an ORCA card with cash, or
5 A U-Pass, or ***/ HUSKY CARD***
6 Tickets or a Ticket book,
7 OTHER (SPECIFY :_____) [PROBE: READ LIST TWICE BEFORE ACCEPTING]
10 FLEXPASS
11 METRO EMPLOYEE / COUNTY EMPLOYEE / COUNTY PASS
12 SENIOR PASS
8 DON'T KNOW
9 REFUSED

FARE2 How did you pay your fare one year ago?

1 ORCA CARD
2 CASH
3 A REGIONAL REDUCED FARE PERMIT NOT ON AN ORCA WITH A PASS STICKER
4 A REGIONAL REDUCED FARE PERMIT NOT ON AN ORCA WITH CASH
5 U-PASS
6 ONE-MONTH PASS / PUGET PASS
7 12-MONTH / ANNUAL PASS
8 FLEXPASS / COMPANY PASS / FROM MY JOB
9 STUDENT / YOUTH PASS
10 GO-PASS
11 ACCESS PASS
12 VANPOOL / TRANSIT PASS
13 PUGETPASS SHIP TO SHORE
14 TICKETS
15 OTHER [SPECIFY: _____] [PROBE: READ LIST TWICE BEFORE ACCEPTING]
16 DID NOT RIDE ONE YEAR AGO / I DROVE
17 COUNTY PASS / COUNTY EMPLOYEE / METRO EMPLOYEE
98 DON'T KNOW
99 REFUSED

FARE3 [ASK IF: FARE1 NE 1 or 5] Why haven't you gotten an ORCA Card?

1. CONCERNS ABOUT THEFT / LOSING THE CARD
2. COST TO REPLACE CARD IF LOST OR STOLEN
3. CONCERNS ABOUT PRIVACY
4. NO REAL ADVANTAGE COMPARED TO OTHER PAYMENT METHODS
5. LACK OF CONVENIENT PLACES TO PURCHASE CARD
6. LACK OF CONVENIENT PLACES TO RECHARGE CARD
7. DON'T HAVE A CREDIT CARD OR DEBIT CARD
8. DON'T REALLY UNDERSTAND HOW IT WORKS
9. PREFER WHAT I'M CURRENTLY USING
10. CONCERNS ABOUT THE $5 FEE TO PURCHASE THE CARD
11. HAVE TO APPLY FOR IT
12. DON'T KNOW ANYTHING ABOUT IT / WHERE TO GO TO GET IT
13. DON'T RIDE OFTEN ENOUGH
14 GET PASS THROUGH WORK OR SCHOOL
15 DON'T NEED IT (UNSPECIFIED)
16 HAVEN'T GOTTEN IT YET/ HAVEN'T HAD THE TIME TO GET ONE / LAZY
97. OTHER [SPECIFY: _____]
98. DON'T KNOW
99. REFUSED

OU1 [ASK IF: FARE1 = 1] When did you first get or purchase your ORCA Card?

[READ IF NEEDED]
1 (Within the last month)
2 (Less than 3 months ago)
3 (3 to 6 months ago)
4 (6 months to less than 1 year ago)
5 (More than 1 year ago)
98 DON'T KNOW
99 REFUSED

OU5 [ASK IF: FARE1 = 1] Is your ORCA card an…

1 Adult card
2 A Youth card
3 or an RRFP card
8 DON'T KNOW
9 REFUSED

OU6 [ASK IF: OU5 = 1 OR 2] Does your employer or school pay for part or all of your ORCA pass or E-purse? [IF YES: Would that be all ORCA 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

OU7 [ASK IF: FARE1 = 1] What product or products do you have loaded on your ORCA card?

[SELECT ALL THAT APPLY]
1 A regional transit pass [IF NEEDED: This used to be called the Puget Pass]
2 An agency specific pass
3 An E-purse [IF NEEDED: Money on the card] / *MONEY* / *DEBIT CARD*
4 NOTHING
6 OTHER (SPECIFY:_____)
8 DON'T KNOW
9 REFUSED

OU8 [IF OU7 = 1 OR 2] What is the fare value of the pass on your card?

[READ LIST IF NEEDED]
1 ($.50)
2 ($.75)
3 ($1.00)
4 ($1.25)
5 ($1.50)
6 ($1.75)
7 ($2.00) / METRO OFF-PEAK FARE
8 ($2.25) / METRO 1-ZONE OFF-PEAK FARE
9 ($2.50) / METRO 2-ZONE PEAK FARE
10 ($2.75)
11 ($3.00)
12 ($3.75)
13 ($4.00)
14 ($4.75)
15 I HAVE A FLEXPASS/PASSPORT
98 DON'T KNOW
99 REFUSED

OU10 [ASK IF: FARE1 = 1] Where do you typically go to add value to or buy a pass for your ORCA card?

1. Online
2. Phone
3. In person at Customer Service Office
4. In person at retail location,
5. By mail, or
6. At a Self-Serve Ticket Vending Machine?
8. DON'T KNOW
9. REFUSED

OU11 [ASK IF: FARE1 = 1] Next, I am going to ask you about several aspects of the ORCA Card and ask about your satisfaction with each. As I read each item, please tell me whether you are satisfied or dissatisfied. Would that be very or somewhat [satisfied / dissatisfied]? [RANDOMIZE OU11A to OU11C, D ALWAY LAST]

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

OU11A Ease of loading value or a pass product on the Orca Card
OU11B Orca Card website
OU11C Customer service by phone
OU11D Overall satisfaction with the Orca Card

NO1 [ASK IF: FARE1 <> 1] How familiar are you with the Orca card?

1 Very familiar
2 Somewhat familiar
3 Not familiar
4 Not at all familiar
8 DON'T KNOW
9 REFUSED

[IF NO1 = 3 OR 4 READ DESCRIPTION OF CARD]

[ORCA CARD DESCRIPTION: The ORCA card is a collaborative regional fare system involving Community Transit, Everett Transit, King County Metro Transit, Kitsap Transit, Pierce Transit, Sound Transit and Washington State Ferries. The electronic card can be used on any of these systems to pay your fare or use your pass.]

NO2 [ASK IF: FARE1 <> 1] Have you ever used or considered using an Orca card? **[IF YES:** Have you used or considered using it?**]**

1 YES, USED
2 YES, CONSIDERED
3 NO
8 DON'T KNOW
9 REFUSED

NO2B [ASK IF: NO2 = 1 AND FARE1 <> 1] Why have you stopped using your Orca card?

[OPEN ENDED]

1. I STOPPED GOING TO WORK / UNEMPLOYED
2. CARD BROKE / CARD STOPPED WORKING
3. I DON'T RIDE OFTEN ENOUGH
4. LOST THE CARD
5. GOT A PASS FROM WORK OR SCHOOL
6. CARD WASN'T MINE / I WAS BORROWING THE CARD
98. OTHER
99. DON'T KNOW / REFUSED

NO3 [ASK IF: FARE1 <> 1] From what you have seen, read, heard about the ORCA program, would you be likely or unlikely to purchase an ORCA card in the future? Would that be very or somewhat likely / unlikely?

1 VERY UNLIKELY
2 SOMEWHAT UNLIKELY
3 NEITHER UNLIKELY OR LIKELY
4 SOMEWHAT LIKELY
5 VERY LIKELY
8 DON'T KNOW
9 REFUSED

[PROGRAMMING: NEW SECTION FOR TIMING]

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

[PROGRAMMING: NEW SECTION FOR TIMING]

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]

1 Downtown Seattle,
2 Surrounding Downtown Seattle
3 University District,
4 Other areas in North King County,
5 Downtown Bellevue,
6 Redmond,
7 Other areas in East King County,
8 South King County
9 Tacoma or other areas in Pierce County
10 Everett or other areas in Snohomish County
11 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, 6 or 7] 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 8] 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; READ LIST ONLY IF NECESSARY]

1 Drive alone
2 Carpool
3 Vanpool
4 Ride a Metro bus
5 Ride the South Lake Union Street Car
6 Ride the Sounder Train
7 Ride Link Light Rail
8 Ride a Sound Transit Bus
9 School Bus
10 Ride Another System's Bus
11 Motorcycle
12 Bicycle
13 Walk
14 OTHER (SPECIFY)
88 DON'T KNOW
99 REFUSED

COMM2AA [IF COMM2 = 2] Do you carpool with . . .

1 With other family members
2 With non-family members
3 BOTH / MIXTURE
8 DON'T KNOW
9 REFUSED

COMM2A [IF COMM2 =10] Is that 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

[PROGRAMMING: NEW SECTION FOR TIMING]

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)] 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)
88888 DON'T KNOW
99999 REFUSED

PARK2A [IF PARK2 NE 66666 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

[PROGRAMMING: NEW SECTION FOR TIMING]

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

[PROGRAMMING: NEW SECTION FOR TIMING]

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 SAT1AA SAT1BB ALWAYS LAST]

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] Driver announces next stop

SAT1Y [ALL] Ease of paying fares

SAT1Z [ALL] Personal safety in the downtown transit tunnel

SAT1AA [ALL] How drivers handle incidents that arise on the buses

SAT1BB [ALL] Overall, how satisfied are you with Metro Transit?

SAT1OPROBE: [ASK IF: SAT1O 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
11	AT A BUS STOP
12	TRANSIT TUNNEL
99	DON'T KNOW / REFUSED

SAT2: How likely is it that you would recommend riding Metro to a friend or colleague? Please use a scale where 0 is not at all likely to recommend and 10 is extremely likely to recommend.

_____ ENTER RATING
98 DON'T KNOW
99 REFUSED

[PROGRAMMING: NEW SECTION FOR TIMING]

METRO INFORMATION SERVICES

AWARE1 I am going to read you a list of sources that provide information about Metro. As I read each one, please tell me if you are aware of the service and whether you have used the service? READ ENTIRE LIST AND ENTER RESPONSE (YES / NO) FOR EACH ITEM. RANDOMIZE

1 YES, AWARE / NOT USED
2 YES, AWARE / USED
3 NO, NOT AWARE / NOT USED
8 DON'T KNOW
9 REFUSED

A Metro's Printed timetables
B Metro Transit website (@ www.metro.kingcounty.gov)
C Rider Information telephone line [READ IF NECESSARY: (206)-553-3000)
D Information posted at bus stops
E Information posted at transit centers or at park and ride lots
F "Bus time", Metro's automated information line you can by phone
G Metro Tracker website
H The OneBusAway website
I Google's Trip Planner
K Metro's Twitter Page
L Metro alerts via text messaging
M Metro alerts via e-mail
N Metro alerts on your home telephone
O Regional Trip planner on Metro's website
J Website other than Metro's (SPECIFY) [ALWAYS LAST]

1 COMMUNITY TRANSIT / SOUND TRANSIT / PIERCE TRANSIT / OTHER TRANSIT
2 BING
3 YAHOO
4 MAPQUEST
5 SCHOOL WEBSITE / U. OF WASHINGTON SITE
6 OTHER GOVT. WEBSITE (e.g. City of Seattle, Washington DOT)
97 OTHER WEBSITE
98 DON'T KNOW

AWARE2 [ASK FOR EACH THAT HAVEN'T USED IN AWARE1 (1 OR 3 OR 8)] Would you be interested in getting current information about Metro such as route changes, adverse weather conditions, from _____? READ ENTIRE LIST AND ENTER RESPONSE (YES / NO) FOR EACH ITEM. RANDOMIZE

1 YES
2 NO
8 DON'T KNOW
9 REFUSED

[RESTORE LIST FROM AWARE1 OF ANY WHO HAVEN'T USED]

K Metro's Twitter Page

L Metro alerts via text messaging

M Metro alerts via e-mail

N Metro alerts on your home telephone

TECH2 [ASK IF: AWARE1B=2] 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:_____)
11 HOLIDAY ROUTE CHANGES
12 ORCA INFORMATION
88 DON'T KNOW
99 REFUSED

TECH4A [IF AWARE1B=2] 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
8 INFORMATION WAS WRONG
88 DON'T KNOW
99 REFUSED

TECH2A [ASK IF AWARE1A = 2] If Metro stopped printing timetables in order to save money, would you be able to print them out yourself using Metro's website?

1 YES
2 NO [RECODED TO '0' IN DATA FILE]
9 DK/REFUSED

TECH2C [ASK IF AWARE1A = 2] If Metro were to stop printing timetables, would this make you feel more positive about Metro, more negative about Metro or would it make no difference to you? keep

1 MORE POSITIVE
2 MAKES NO DIFFERENCE
3 MORE NEGATIVE
9 DK/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=ALL LANDLINE SAMPLE 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 / IPHONE / BLACKBERRY / SMART PHONE
2 YES – OTHER HANDHELD DEVICE (SPECIFY) / ***PDA***
3 NO
9 REFUSED

LAND4 [IF LAND3 EQ 1 OR 2] 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

PROGRAMMER: CREATE VARIABLE = HAVECELL

1 HAS CELL PHONE: SAMPLE = CELLPHONE OR LAND3 <= 2 OR (REF11A = 1 AND REF13 = 1)
2 DOESN'T HAVE CELL PHONE: LAND3 = 3 OR 9

CELUSE1AA. [IF HAVECELL = 1] I'm going to read you a list of features that are available on some cell phones or handheld devices. As I read each one, please tell me whether your mobile device has this feature. IF IT DOES, do you use this feature?
[READ LIST BELOW AND ENTER YES / NO RESPONSE FOR EACH ITEM]

1 YES - HAVE
2 YES - USE
3 NO - DON'T HAVE / DON'T USE
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?

CELUSE1AA_3 Have the capabilities to send and receive e-mails?

CELUSE1AA_4 Have a camera

CELUSE2A [ASK IF CELUSE1AA_1 = 1 OR 2] Have you personally used your [RESTORE RESPONSE FROM LAND3] to get information about King County Metro transit from the internet?

1 YES
2 NO [IF NO: ASK WHY NOT – OPEN ENDED]
1. COSTS TO USE THE INTERNET ON MY PHONE / DON'T PAY FOR THE SERVICE / DON'T HAVE THE SERVICE ON MY PHONE
2. DON'T NEED THE INFO / NO NEED
3. I USE A REGULAR LAPTOP OR DESKTOP
4 DON'T RIDE OFTEN ENOUGH
8 OTHER
9 DON'T KNOW / REFUSED
98 DON'T KNOW
99 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 / ***ALTERNATE ROUTES***
5 SERVICE CHANGES
6 OTHER (Specify:_____)
7 TRIP PLANNER
8 ONEBUSAWAY
88 DON'T KNOW
99 REFUSED

CELUSE2C [ASK IF CELUSE2A = 1] What websites did you access on your [INSERT LAND3 RESPONSE] to find this information? [SELECT ALL THAT APPLY] [READ IF NEEDED]

1 (King County Metro's Website)
2 (Google / Google Maps / Google Trip Planner)
3 (OneBusAway Website or App)
4 (Bing)
5 OTHER (Specify:_____)
6 SOUND TRANSIT / PIERCE TRANSIT / OTHER TRANSIT
7 CALLED A PHONE NUMBER
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 FORMAT/COULDN'T READ
8 OTHER [SPECIFY:_____]
9 INFORMATION WAS WRONG
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

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

[PROGRAMMING: NEW SECTION FOR TIMING]

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]

[PROGRAMMING: NEW SECTION FOR TIMING]

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 - 2010 Rider Study

Banner 1 - Ridership
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = 2010 RESPONDENTS

		Area of Residence			Rider Status		Commute Status				Commute Mode				Satisfaction with Metro				Service Used	
	Total	North	South	East	Regular Rider	Infreq Rider	Total Commuter	Work Commuter	School Commuter	Non Commuter	SOV	Metro Bus	Carpool/ Vanpool	Other	Total Satisfied	Very Satisfied	Somewhat Satisfied	Not Satisfied	Metro	SLUSC
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED TOTAL	1140	705	228	208	650	490	806	674	133	334	257	358	61	130	1065	556	509	73	1128	122
TOTAL RESPONDING	1140	705	228	208	650	490	806	674	133	334	257	358	61	130	1065	556	509	73	1128	122
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1140	539	289	312	830	310	840	689	151	300	211	450	57	122	1070	568	502	67	1132	140
Regular rider	650	438	122	90	650	-	511	414	97	139	73	337	28	73	618	333	285	31	648	98
	57%	62%	54%	43%	100%		63%	61%	73%	42%	28%	94%	46%	56%	58%	60%	56%	43%	57%	80%
		CD	D				J	J	HJ			KMN	K	K	R	R				
Infrequent rider	490	266	105	118	-	490	295	260	35	194	184	21	33	58	448	223	225	42	480	24
	43%	38%	46%	57%		100%	37%	39%	27%	58%	72%	6%	54%	44%	42%	40%	44%	57%	43%	20%
			B	BC				I		HIG	LMN		L	L				PO		

Comparison Groups: BCD/EF/GJ/HIJ/KLMN/OR/PQR
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Opinion Research Corporation (Fall/Winter 2010)

Banner #2: Seattle / North King County

King County Metro - 2010 Rider Study

Banner 2 - Ridership Seattle/North King County
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = SEATTLE / NORTH KING COUNTY

		Rider Status		Frequency of Riding				Commute Status				Commute Mode				Satisfaction with Metro			
	Total	Regulr Rider	Infreq Rider	Occas Rider	Infreq Rider	Moderat Rider	Freqnt Rider	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)
WEIGHTED TOTAL	705	438	266	-	266	139	298	514	437	78	191	148	237	37	93	660	341	319	45
TOTAL RESPONDING	705	438	266	-	266	139	298	514	437	78	191	148	237	37	93	660	341	319	45
	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	539	409	130	-	130	130	278	404	338	66	135	94	215	26	69	508	265	243	31
Regular rider	438	438	-	-	-	139	298	344	281	63	94	49	223	18	54	418	222	196	20
	62%	100%				100%	100%	67%	64%	82%	50%	33%	94%	50%	58%	63%	65%	61%	45%
								K	K	IK			LNO		L		S		
Infrequent rider	266	-	266	-	266	-	-	170	156	14	96	98	14	18	39	242	119	123	25
	38%		100%		100%			33%	36%	18%	50%	67%	6%	50%	42%	37%	35%	39%	55%
									J		IJH	MO		M	M				Q

Comparison Groups: BC/DEFG/HK/IJK/LMNO/PS/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Opinion Research Corporation (Fall/Winter 2010)

Banner #3: South King County

King County Metro - 2010 Rider Study

Banner 3 - Ridership South King County
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = SOUTH KING COUNTY

		Rider Status		Frequency of Riding				Commute Status				Commute Mode				Satisfaction with Metro			
	Total	Regulr Rider	Infreq Rider	Occas. Rider	Infreq Rider	Modert Rider	Freqnt Rider	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)
WEIGHTED TOTAL	228	122	105	-	105	42	80	146	117	30	81	48	65	9	25	219	120	99	8
TOTAL RESPONDING	228	122	105	-	105	42	80	146	117	30	81	48	65	9	25	219	120	99	8
	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	289	205	84	-	84	70	135	197	157	40	92	49	106	13	29	276	154	122	12
Regular rider	122	122	-	-	-	42	80	91	73	18	31	13	61	7	11	116	67	49	6
	54%	100%				100%	100%	62%	62%	62%	38%	26%	94%	72%	44%	53%	56%	49%	70%
								K	K	K			LNO	LO					
Infrequent rider	105	-	105	-	105	-	-	55	44	11	50	35	4	3	14	103	53	50	3
	46%		100%		100%			38%	38%	38%	62%	74%	6%	28%	56%	47%	44%	51%	30%
											IJH	MN		M	MN				

Comparison Groups: BC/DEFG/HK/IJK/LMNO/PS/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Opinion Research Corporation (Fall/Winter 2010)

Banner #4: East King County

King County Metro - 2010 Rider Study

Banner 4 - Ridership East King County
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = EAST KING COUNTY

		Rider Status			Frequency of Riding			Commute Status				Commute Mode				Satisfaction with Metro			
	Total	Regulr Rider	Infreq Rider	Occas. Rider	Infreq Rider	Moderat Rider	Freqnt Rider	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)
WEIGHTED TOTAL	208	90	118	-	118	28	61	146	120	25	62	62	55	16	13	187	96	91	20
TOTAL RESPONDING	208	90	118	-	118	28	61	146	120	25	62	62	55	16	13	187	96	91	20
	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	312	216	96	-	96	68	148	239	194	45	73	68	129	18	24	286	149	137	24
Regular rider	90	90	-	-	-	28	61	76	60	15	14	11	53	3	8	84	44	39	5
	43%	100%				100%	100%	52%	50%	61%	23%	18%	96%	21%	63%	45%	46%	43%	25%
								K	K	K			LNO		LN				
Infrequent rider	118	-	118	-	118	-	-	70	60	10	48	50	2	12	5	103	52	52	15
	57%		100%		100%			48%	50%	39%	77%	82%	4%	79%	37%	55%	54%	57%	75%
											IJH	MO		MO	M				

Comparison Groups: BC/DEFG/HK/IJK/LMNO/PS/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Opinion Research Corporation (Fall/Winter 2010)

Banner #5: Commuters

King County Metro - 2010 Rider Study

Banner 5 - Ridership by Commuters
RIDESTAT - Individual Rider Status

BASE = ALL RESPONDENTS

BANNER BASE = ALL COMMUTERS

		Area of Residence			Ind. Rider		Commute Status		Commute Mode				Satisfaction with Metro			
	Total	North	South	East	Regular Rider	Infreq. Rider	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)
WEIGHTED TOTAL	806	514	146	146	511	295	674	133	257	358	61	130	754	364	390	52
TOTAL RESPONDING	806	514	146	146	511	295	674	133	257	358	61	130	754	364	390	52
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	840	404	197	239	656	184	689	151	211	450	57	122	792	399	393	47
Regular rider	511	344	91	76	511	-	414	97	73	337	28	73	487	256	231	24
	63%	67%	62%	52%	100%		61%	73%	28%	94%	46%	56%	65%	70%	59%	45%
		D	D					G		IKL	I	I	P	OP		
Infrequent rider	295	170	55	70	-	295	260	35	184	21	33	58	267	108	159	28
	37%	33%	38%	48%		100%	39%	27%	72%	6%	54%	44%	35%	30%	41%	55%
				BC			H		JKL		J	J			N	NM

Comparison Groups: BCD/EF/GH/IJKL/MP/NOP
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.

Prepared by Opinion Research Corporation (Fall/Winter 2010)